

CLEVELAND/CUYAHOGA
WORKFORCE INVESTMENT BOARD

Customer Experience



ANALYSIS

The Cleveland/Cuyahoga Workforce Investment Board (CCWIB) whose mission it is to establish education and training systems that prepare adult, dislocated workers and youth for worthwhile and sustainable employment is used as a “best practices” model throughout the state of Ohio. To authenticate that standing, CCWIB is determined to create an atmosphere of “service first” for every client and every stakeholder. CCWIB seeks to achieve this goal by immediately improving the service levels, salesmanship, and operational accountability of direct line staff. In order to ensure open lines of communication with employees, staff development and guarantee first rate service, Synergy was contracted to create a comprehensive customer audit for the 11 Workforce Development sites.

RESEARCH METHODS

Over the course of nearly two months, 11 Employment Connection Centers were audited a total of 21 times using a demographically balanced sample of male/female and ages. Life scenarios/personas for the observational researchers varied from recently graduated from high school, single mom needing a job, and senior workers (list not exhaustive). The same audit process was followed by each researcher in order to obtain continuity. Each researcher reported facts/finding form his or her individual experiences interacting with the Workforce Development employees.

RESULTS

The audit provided valuable information to the Workforce Development management regarding the attributes and strengths of the program, as well as its challenges. The Workforce Board and management ultimately used our research findings to significantly reform the strategic plan, service delivery, and communication within the agency. In addition, the organization re-vamped its consumer engagement process to employ a hands-on approach, which has improved customer satisfaction scores dramatically.