

STATE PRESERVATION BOARD
Report on Customer Service
May 2018

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STATE PRESERVATION BOARD REPORT ON CUSTOMER SERVICE

Introduction

The State Preservation Board (SPB) preserves and maintains the Texas Capitol, the Capitol Extension, the 1857 General Land Office Building (Capitol Visitors Center), other designated buildings, their contents and their grounds; provides facilities and grounds keeping services for the Texas Governor's Mansion; and operates the Bullock Texas State History Museum and the Texas State Cemetery. The SPB provides educational programs related to Texas history, government and culture to benefit the citizens of Texas and visitors to the state.

The SPB has always committed itself to serving the needs of the visiting public and occupants of the buildings entrusted to our care. Customer service is an important element in managing State Preservation Board (SPB) operations. There are two categories of external customers receiving services directly from the SPB. The first category consists of elected and appointed state officials, their direct staff and various support staff in the Capitol and Capitol Extension. Visitors to the Texas State Capitol, the Capitol Extension, the Bullock Texas State History Museum (TSHM), the Capitol Visitors Center (CVC), Capitol Grounds, Capitol Visitors Parking Garage (VPG), and the Texas State Cemetery are the second category.

To measure customer service, the SPB uses several information-gathering methods to assess agency programs. As this information is analyzed, specific feedback is forwarded to the appropriate department with the goal of continuously improving the agency's overall operations. The agency has gained valuable insight both through visitor and occupant complaints, compliments, and observations on ways to better serve its customers. Below is a description of each of our customer service survey formats, survey methods, and survey results.

I. June 2016 - May 2018: State Preservation Board Programs Survey Methods

A. Ongoing Tours and Specialty Tours

The Capitol and the Capitol Visitors Center provide tours to thousands of students on field trips each school year, public tours year-round, and different specialty-themed tours throughout the year. At the conclusion of each tour, Visitor Services staff members offer a brief survey to tour participants, or to the lead teacher of each school group. Participants can fill out a hardcopy form or submit their responses online at <http://www.tspb.texas.gov/spb/surveys/capitol/1vs.html>

All survey responses are reviewed by Visitor Services supervisors, and hardcopy forms are entered into the online survey form by Visitor Services staff. As the surveys are submitted, any problems are addressed and encouragements are given to staff members who have done an outstanding job. If a staff-related customer service issue arises, it is used as an opportunity to conduct one-one-one

coaching with staff members. At the end of each tour season, Visitors Services staff meet to discuss feedback from visitor surveys in their ongoing efforts to make alterations and improvements to the tours.

Capitol Visitor Services also utilize these surveys to make adjustments to their ongoing training programs, which emphasize excellent customer service. Additionally, all permanent staff have the opportunity to become Certified Interpretive Guides, a nationally-recognized standard of customer service and interpretive practices.

SUMMARY OF SURVEY RESULTS

Tours at the Capitol:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Courteous & Knowledgeable	235	4	1	0	1	99.6%
Effective & Age Appropriate	218	17	3	0	1	99.6%
Educational & Engaging	215	13	3	0	0	100.0%
Total	668	34	7	0	2	99.7%

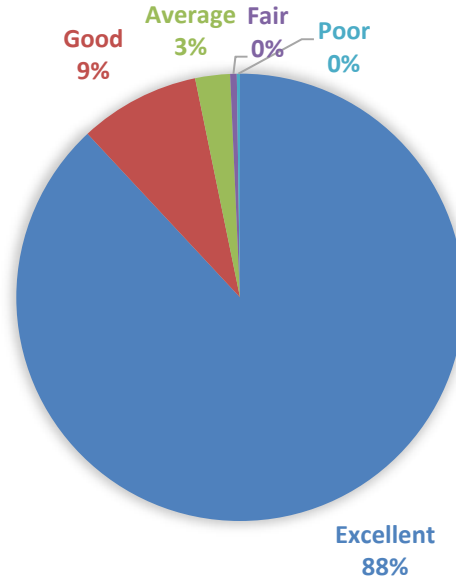
Tours at the CVC:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Courteous & Knowledgeable	121	20	6	2	0	98.7%
Effective & Age Appropriate	118	21	8	2	0	98.7%
Educational & Engaging	123	16	6	2	1	98.0%
Total	362	57	20	6	1	98.4%

Specialty Tours:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Holiday Tour	22	1	0	0	0	100.0%
Veterans Tour	3	0	0	0	0	100.0%
Rest in Peace Tour	64	17	5	0	0	100.0%
African American Tour	2	2	0	0	0	100.0%
Total	91	20	5	0	0	100.0%

OVERALL SATISFACTION WITH TOURS



99.3% Meets or Exceeds Expectations

Tour Reservations and Tour Scheduling:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Convenience	76	14	0	0	0	100.0%
Quality of Communication	76	13	0	0	0	100.0%
Clarity of Pre-Tour Materials	79	10	0	0	0	100.0%
Total	231	37	0	0	0	100.0%

Measures:

- Average of **99.3% overall customer satisfaction** by customer respondents.
- **8% suggested ways to improve service delivery.**
- For these surveys, there were **576 customer respondents** total.
- Combined, Visitors Services conducts over **5,000 school tours annually** at both the Capitol and the CVC.
- On average, **approximately 230,000 people per year participate in a tour** at the Capitol and the CVC.
- Cost is approximately **\$0.50 per survey.**

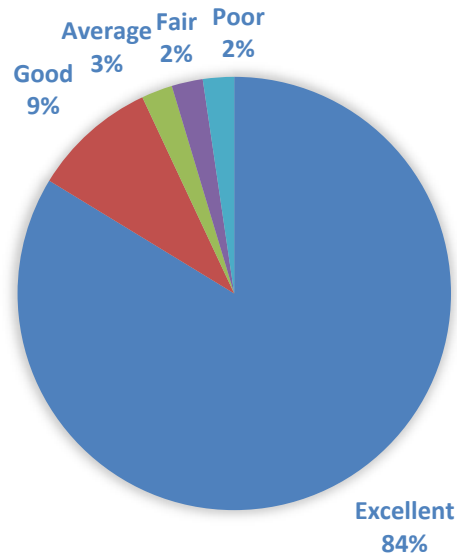
B. State Preservation Board Capitol Complex Customer Survey: Capitol, Capitol Extension, Gift Shops, and VPG

The State Preservation Board has entirely phased out obsolete hardcopy postcard surveys and has replaced them with online surveys to measure customer satisfaction and respond to customer feedback. The online surveys are less expensive to maintain and make gathering and analyzing data more efficient. Additionally, if a complaint is made through an online survey, the director of the associated department is immediately notified, allowing for quick conflict resolution. The surveys are available to the public on the SPB website, and visitors to the Capitol Complex are directed to the SPB website if they are interested in filling out a survey. An example of the surveys offered for the Capitol Complex can be found at the following link: <http://www.tspb.texas.gov/spb/surveys/index.html>

SUMMARY OF SURVEY RESULTS

Measure	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
Personnel						
courteous & knowledgeable	13	0	0	0	1	92.9%
quality of service	11	1	1	0	0	100.0%
visibility of employee badge	14	0	1	0	0	100.0%
Signs & Accessibility						
easy to follow signs	5	4	1	2	0	83.3%
easily accessible	5	2	2	0	0	100.0%
Website & Social Media						
user friendly & clear info	3	3	0	0	0	100.0%
Facilities						
clean & inviting	7	2	0	0	0	100.0%
Gift Shop Sales Staff						
prompt, courteous, knowledgeable	2	0	2	0	3	57.1%
Gift Shop Products						
selection & quality	2	3	1	0	1	85.7%
pricing	3	1	2	0	1	85.7%
Gift Shop Stores						
clean & well-stocked	5	2	0	0	0	100.0%
Parking						
convenient	5	1	1	0	1	87.5%
Overall Rating						
satisfaction with SPB	36	4	1	1	1	95.3%

SPB OVERALL SATISFACTION



95.3% Meets or Exceeds Expectations

Measures:

- Average of **95.3% overall customer satisfaction** by customer respondents.
- **3% suggested ways to improve service delivery.**
- **1% complained about service delivery and was responded to immediately.**
- For this survey, there were **106 customer respondents.**
 - 83 surveys were completed by customers who were part of a school field trip.
 - 23 surveys were not related to school field trips.
- The Capitol Complex averages approximately **1,400,000 visitors annually.**
- Current cost is approximately **\$0.00 per survey** since surveys are conducted online through Google Forms, which is free to use and requires minimal monitoring.

C. Bullock Texas State History Museum

A large portion of the visitors to the Bullock Texas State History Museum are either part of a school group or are visiting to participate in family programming and education services. The museum welcomes thousands of students through its doors each year, and for those who cannot attend in person, TSHM offers distance learning to schools across the country in the form of two-way video conferencing with museum education staff.

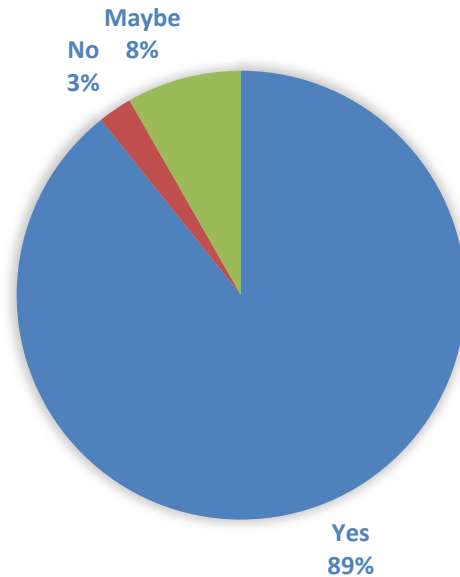
Surveying is performed online on a monthly basis. Participants in education services at the museum are sent a link to a survey at the end of the month following their visit to the museum. The survey measures multiple aspects of the educational experience, including favorite exhibits and which movies were viewed at the TSHM theaters. For the purpose of this report, however, customer satisfaction has been measured in terms of how likely visitors are to return to the museum again based on their overall experience.

Survey results are reviewed on a monthly basis by TSHM staff allowing any necessary follow-up to be conducted quickly. At the end of the school year, a large-scale review is conducted, and changes to school and family programs are made based on the findings. To encourage survey participation, which is vital in gathering and assessing customer feedback, the museum offers those who complete the survey entry into a raffle for small prizes.

SUMMARY OF SURVEY RESULTS

	Yes	No	Maybe	% Likely to Return
School Groups Likely to Return	195	6	27	85.5%
Distance Learning Likely to Schedule again	67	1	0	98.5%
Families Likely to Return	29	1	0	96.7%
Total	291	8	27	89.3%

LIKELY TO RETURN TO TSHM



89.3% Likely to Return to TSHM

School Groups Likely to Return:

- **89.3% of respondents would return to TSHM.**
- Main reasons for **10.7% of respondents possibly not returning** to TSHM:
 - School's schedule
 - School's budget
 - Dependent on relevance of future exhibits
- For these surveys, there were **326 customer respondents** total.
- **.8% suggested ways** to improve service delivery.
- TSHM serves approximately **550,00 visitors annually**.
 - Approximately **94,800 annual visitors are part of a school group**.
 - Approximately **14,900 annual visitors utilize family education services**.
- Cost is less than **\$0.61 per survey**. The survey platform is free, but a small amount is spent on raffle prizes.

D. Texas State Cemetery

The Texas State Cemetery became an SPB-managed and maintained property in September 2015. A formal process of gathering customer service survey information is currently being built for the cemetery. Such a process has taken time to design, as surveys at the cemetery must be handled with extreme care and sensitivity. Until an acceptable process is in place, statistics have been gathered from the popular online review sites, Yelp and TripAdvisor. Both sites provide a venue for visitors to rank their experiences on a 1-5 scale, similar to surveys implemented at other SPB properties. These sites also allow users to filter reviews based on commonly used phrases for that location. In the case of the Texas State Cemetery, common phrases include "peaceful place," "great history," and "grounds are beautiful."

SUMMARY OF SURVEY RESULTS

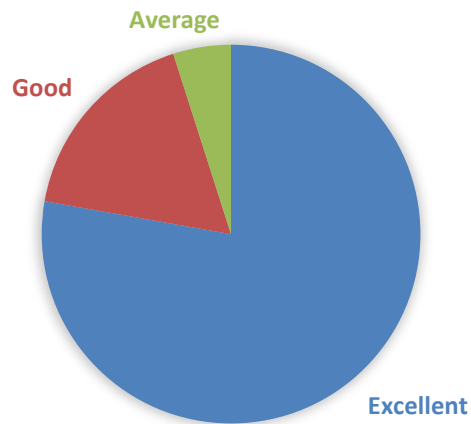
Yelp:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
2016	3	1	1	0	0	100.0%
2017	1	1	0	0	0	100.0%
2018	0	1	0	0	0	100.0%

TripAdvisor:

	Excellent	Good	Average	Fair	Poor	%Meets or Exceeds Expectations
2016	26	3	3	0	0	100.0%
2017	27	6	0	0	0	100.0%
2018	6	2	0	0	0	100.0%

CEMETERY OVERALL SATISFACTION



100% Meets or Exceeds Expectations

Measures:

- Average of **100% overall customer satisfaction** by customer respondents.
- **0% suggested ways to improve service delivery**, likely because this is a customer-facing review process.
- For this survey, there were **81 customer respondents**
- The Texas State Cemetery averages approximately **190 students tours** annually comprised of about **13,850 participants**.
- Cost is **\$0.00 per survey** since these surveys are not implemented by the SPB.

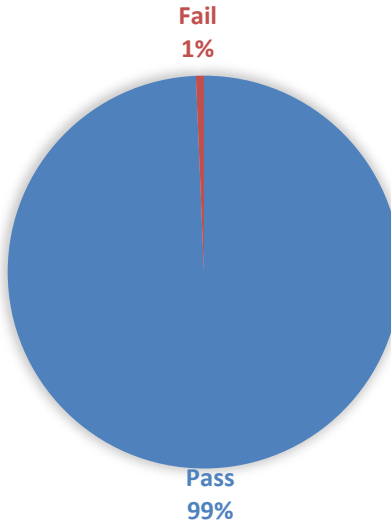
E. Facilities Maintenance for the Capitol and Capitol Extension

The Facilities Maintenance staff are arguably the largest providers of customer service to building occupants in the Capitol and the Capitol Extension. After responding to service requests ranging from small leaks to spot cleaning to temperature control, Facilities Maintenance staff sends a follow-up email to each requester with an optional online survey. The Facilities Maintenance online survey uses a simple pass/fail scale to gage customer satisfaction and is available at the following link <http://goo.gl/forms/D41LsroJFJ>

SUMMARY OF SURVEY RESULTS

	#Solicited	#Responded	Satisfied - Pass	Satisfied - Fail	%Pass
FY2016	50	18	17	1	94.4%
FY2017	254	71	71	0	100.0%
FY2018	216	61	61	0	100.0%
Total	520	150	149	1	99.3%

FACILITIES OVERALL SATISFACTION



99.3% Overall Satisfaction

Measures:

- Average of **99.3% overall customer satisfaction** by customer respondents.
- **0% suggested ways to improve service delivery.**
- For this survey, there were **150 customer respondents**
- There are approximately **2,100 occupants** in the Capitol and Capitol Extension during the Legislative Session and approximately **1,350 occupants** during non-Legislative Session periods.
- Cost is approximately **\$3.41 per survey** for solicitation and processing time.

II. Inventory of External Customers per Strategy in 2018-2019 General Appropriations Act

Strategy	Customer Group	Description of Services Provided
A.1.1 Preserve Buildings and Contents	<ul style="list-style-type: none"> • Building occupants • Visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, VPG, TSHM, State Cemetery 	Ongoing preservation of buildings and contents through restoration and repair to architectural components and the historical collection.
A.1.2 Building Maintenance	<ul style="list-style-type: none"> • Building occupants • Visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, VPG, TSHM, State Cemetery 	Ongoing preventive maintenance and repairs to buildings and housekeeping and grounds keeping services.
A.1.3 State Cemetery	<ul style="list-style-type: none"> • Visitors to State Cemetery 	Ongoing preventive maintenance and repairs to buildings and housekeeping and grounds keeping services. Provide educational tours and visitor services.
A.2.1 Manage Educational Program	<ul style="list-style-type: none"> • Visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, TSHM, State Cemetery, including educators and schoolchildren 	Provide educational programs through interactive exhibit media at CVC and informative tours of the Capitol, Capitol Extension, Capitol Grounds, TSHM, and State Cemetery.
A.2.2 Manage State History Museum	<ul style="list-style-type: none"> • Visitors to museum, including the general public, educators and schoolchildren, event holders, museum members 	Provide educational content on "The Story of Texas" through a variety of program and exhibit experiences. Also serves as a venue for events.
A.3.1 Manage Enterprises	<ul style="list-style-type: none"> • Visitors to Capitol, Capitol Extension, Capitol Grounds, CVC, VPG, TSHM, State Cemetery 	Provide event, exhibit, and activity coordination service for participants at the Capitol and operate enterprises, including gift shops, parking facilities, and food services (outsourced).
B.1.1 Indirect Administration	n/a	Administrative functions - accounting, purchasing, human resources, information resources, internal audit, etc. - to support and coordinate above strategies.

III. Analysis of Results

Overall, the results of the surveys indicate that the customer experience at SPB managed properties is very positive. The agency had an average customer satisfaction rating that met or exceeded the expectations of 96.6% of respondents. From these results, SPB is looking for every possible way to continue to improve customer service in the agency's programs.

Since the last Report on Customer Service was submitted, the SPB has made great strides in moving several of its surveys online. With the implementation of online surveys for the Capitol Complex and the Texas State History Museum, statistics related to customer satisfaction can be easily gathered and measured. Thanks to online notifications, responses to surveys can take place in real time without dependency on the proper routing of hardcopy documents, allowing the SPB to better serve its customers, especially in the rare case of a complaint. A similar online survey process will be implemented at the State Cemetery in the near future.

One area that was previously noted for improvement was the wayfinding signage at the Capitol Complex. Currently, satisfaction pertaining to "easy to follow signs" is at 83%. The Capitol Complex is undergoing a complete redesign and installation of new wayfinding signage. This project is nearly complete, and upon completion, it is expected that customer satisfaction will increase in this area.

Two other improvements that the SPB is making concerns customer satisfaction in relation to parking and retail services. Retail has implemented a new, more efficient point of sales system in the gift shops in order to move customers through more quickly. Retail has also started enrolling their staff in customer service training through Capitol Visitor Services, which is a training component that was not previously part of the Retail training curriculum. The additional training helps Retail staff understand how best to interact with customers in the gift shops, over the phone, and online. Regarding parking, the SPB is currently exploring options to improve the Capitol Visitors Parking Garage pay-to-park systems and layouts.

In the future, the SPB hopes to continue to increase overall customer satisfaction at each of our properties. No matter the demand, the SPB is dedicated to providing the best possible experience to each and every one of our customers on a continual basis.