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STATE INSTRUCTION NUMBER 24-02

To: Local Workforce Area Signatory Officials
Local Workforce Area Board Chairs
Local Workforce Area Administrators

Subject: SC Works Customer Satisfaction Surveys

Issuance Date: July 31, 2024

Effective Date: Immediately

Purpose: To provide standardized customer satisfaction survey guidance, including questions that must be used in jobseeker and employer surveys for evaluating customer satisfaction in Local Workforce Development Areas (LWDAs).

References:

- Workforce Innovation and Opportunity Act, Public Law 113-128 § 116(e)(2)
- 20 CFR § 678.800
- Training and Employment Guidance Letter (TEGL) 5-18
- State Instruction 24-01
- Combined Center Operations and Business Engagement Plan Memorandum

Background: The Workforce Innovation and Opportunity Act (WIOA) Annual Report requires states to describe their approach to customer satisfaction, which may include information used for one-stop center certification, in accordance with 20 CFR § 678.800. Additionally, the SC Works certification standards require LWDAs to have a customer feedback system in place that assesses job seeker and employer customer satisfaction.

In 2023, the State Workforce Development Board (SWDB) conducted the Secret Shopper Pilot Program to assess the customer experience when interacting with the SC Works system. In order to best capture the job seeker and employer customer experience, customer satisfaction survey questions were developed and recommended for implementation.

Policy: All LWDAs must create their own jobseeker and employer customer satisfaction surveys using the attached standardized state customer satisfaction questions within their jobseeker (Attachment A) and employer (Attachment B) customer satisfaction surveys. Surveys must be

administered regularly to capture ongoing feedback from jobseekers and employers in accordance with State Instruction 24-01.

LWDAs may design surveys as appropriate for their use, e.g., opt for appealing fonts and color schemes and customize for different methods of distribution. LWDAs are encouraged to distribute surveys through a variety of means and through methods deemed most effective within their area.

NOTE: The SC Works Job Seeker Survey Questions (Attachment A) and the SC Works Employer Survey Questions (Attachment B) include use guides with specific instructions to ensure compliance with the requirements of this policy.

LWDAs may supplement the required survey questions listed in Attachments A and B in their customer satisfaction surveys to support their Local Workforce Development Boards' (LWDBs) strategic directions. LWDAs are not required to include additional questions beyond those required in Attachments A and B; however, LWDAs may do so. Attachment C lists sample survey questions for LWDA consideration. The questions provided are a sampling of questions only and are not an all-inclusive list of survey questions that LWDAs may use.

Reporting Mechanism

LWDAs are encouraged to use a variety of methods to conduct customer satisfaction surveys, including paper, phone, and virtual surveys, with job seeker/employer convenience in mind. Staff must collect and store completed surveys regardless of the methods used and provide completed survey documentation if requested. Local areas must retain all completed customer satisfaction surveys for at least three years from the date of the submission of the feedback form for every program year.

Each LWDA must submit the **LWDA Customer Satisfaction Feedback Form** no later than **the first Friday of October each year**, beginning with data collected in Program Year 2024. A URL link for the form will be issued to the LWDAs 30 days in advance of this submission due date each year. LWDAs must use the data from all completed customer satisfaction surveys to complete this form. The first submission of the form is due on **October 3, 2025**.

Any questions related to the reporting process of the LWDA Customer Satisfaction Feedback Form should be directed to WorkforceDevelopment@dew.sc.gov.

Continuous Improvement

The standardized customer satisfaction questions attached to this policy are subject to periodic review and revision, as appropriate. LWDBs must perform reviews of their customer satisfaction survey feedback to identify opportunities for continuous improvement and describe their

process(es) for developing actionable improvements of the system based on this feedback as required by their Combined Operations and Business Engagement Plans (COBE Plans). Additionally, local areas are encouraged to review their customer satisfaction surveys annually to see if supplemental questions could achieve more relevant and pertinent feedback for strategic LWDB initiatives.

Action: Please ensure that all appropriate staff receive and understand this policy.

Inquiries: Questions may be directed to WorkforcePolicy@dew.sc.gov.

Nina Stagers

Nina Stagers, Assistant Executive Director
Workforce Development Division

Attachment A – SC Works Job Seeker Survey Questions
Attachment B – SC Works Employer Survey Questions
Attachment C – Sample Customer Satisfaction Survey Questions

SC Works Job Seeker Survey Questions

Use Guide:

1. LWDA's must create surveys for job seeker customer satisfaction using the questions and answer options listed below, and the survey questions must be listed in order as seen below (except in the circumstance described in number four of this Use Guide).
2. LWDA's may design surveys as appropriate for their use, e.g., opt for appealing fonts and color schemes, customize for different methods of distribution.
3. LWDA's are encouraged to distribute surveys through a variety of means and through methods deemed most effective within their area.
4. LWDA's may include additional questions on surveys distributed within their area. If the LWDA chooses to add questions, these questions must appear between questions four and five of the survey order displayed below.

Survey Questions:

1. Thinking about your most recent experience, how did you access SC Works services?
 - a. I called my SC Works center.
 - b. I visited an SC Works center or received in-person services outside of an SC Works center.
 - c. I used the SC Works Online Services (SCWOS) website (jobs.scworks.org).
 - d. I used other virtual services (for example, attended a virtual job fair or visited the virtual engagement center).
2. What was your reason(s) for accessing SC Works services?

a. Unemployment assistance	j. Education/testing/training opportunities
b. Job search assistance	k. WIN testing
c. Apply for a job	l. Veteran services
d. Hiring event/job fair	m. Youth services
e. Attend a workshop	n. Report a problem
f. Attend an appointment	o. Other: _____
g. Find center location	
h. Career self-assessment	
i. Resume assistance	
3. Were you able to complete the purpose of your visit/use of SC Works services?

Yes	No	N/A
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4. How useful was the information you received while accessing SC Works services?

Not Useful Very Useful
1 2 3 4 5 6 7 8 9 10

5. Overall, how would you rate your experience using SC Works services?

Poor Excellent
1 2 3 4 5 6 7 8 9 10

6. Please share your comments and suggestions on how we can improve SC Works services.
a. [Include a comment area for this question.]

SC Works Employer Survey Questions

Use Guide:

1. LWDA's must create surveys for employer customer satisfaction using the questions and answer options listed below, and the survey questions must be listed in order as seen below (except in the circumstance described in number four of this Use Guide).
2. LWDA's may design surveys as appropriate for their use, e.g., opt for appealing fonts and color schemes, customize for different methods of distribution.
3. LWDA's are encouraged to distribute surveys through a variety of means and through methods deemed most effective within their area.
4. LWDA's may include additional questions on surveys distributed within their area. If the LWDA chooses to add questions, these questions must appear between questions four and five of the survey order displayed below.

Survey Questions:

1. Thinking about your most recent experience, in what way did you access SC Works services?
 - a. I called my SC Works center.
 - b. I visited an SC Works center or received in-person services outside of an SC Works center.
 - c. I used SC Works Online Services (jobs.scworks.org).
 - d. I used other virtual services (for example, attended a virtual job fair or visited the virtual engagement center).
2. What was your reason(s) for accessing SC Works services?
 - a. Attend an employer-related event
 - b. Attend a career fair
 - c. Host screenings/job interviews
 - d. Drop off job orders/pick up job applications
 - e. Inquire about SC Works services
 - f. Recruiting assistance
 - g. SC Works Online Services (SCWOS; jobs.scworks.org) assistance
 - h. Layoff or closure assistance
 - i. Assistance with training programs (on-the-job training [OJT], apprenticeship, customized training for workers)
 - j. Labor or job market information
 - k. Unemployment Insurance (UI) assistance
 - l. Report a problem
 - m. Other: _____

3. Were you able to complete the purpose of your visit/use of SC Works services?

Yes No N/A

4. How useful was the information you received in these services?

Not Useful										Very Useful
1	2	3	4	5	6	7	8	9	10	

5. Overall, how would you rate your experience using SC Works services?

Poor										Excellent
1	2	3	4	5	6	7	8	9	10	

6. Please share your comments and suggestions on how we can improve SC Works services.

a. [Include a comment area for this question.]

Sample Customer Satisfaction Survey Questions

Use Guide:

LWDAs may supplement the required survey questions listed in Attachments A and B in their customer satisfaction surveys to support their Local Workforce Development Boards' (LWDBs) strategic directions. LWDAs are not required to include additional questions beyond those required in Attachments A and B; however, LWDAs may do so. Listed below are sample survey questions. The questions provided here are a sampling of questions only and are not an all-inclusive list of survey questions that LWDAs may use.

Sample Survey Questions:

1. Relative to your expectations, did the SC Works staff...

	Yes	No	N/A
a. Take time to listen to you to learn your needs?			
b. Strive to meet your needs?			
c. Treat you with professionalism?			

2. How long did you wait for assistance?

0 – 5 minutes 6 – 15 minutes 16 – 30 minutes 31 – 60 minutes Over 1 hour

3. Relative to your expectations, how would you rate the friendliness of the staff?

Poor Excellent

1 2 3 4 5 6 7 8 9 10

4. How would you rate the available technology (computers/equipment) relative to your expectations?

Poor Excellent

1 2 3 4 5 6 7 8 9 10

5. If you spoke to a person by phone, did the SC Works staff...

	Yes	No	N/A
a. Take time to listen to you to learn your needs?			
b. Provide answers to your questions?			
c. Refer you to appropriate services to support your need(s)?			
d. Provide additional useful and helpful supportive services information?			

6. If you did not speak to a person, how easy was it to use the automated phone system?

Not Easy 1 2 3 4 5 6 7 8 9 10 Very Easy

7. How easy was navigating the SC Works Online Services (SCWOS) website (jobs.scworks.org)?

Not Easy 1 2 3 4 5 6 7 8 9 10 Very Easy

8. Did you need an SC Works representative's assistance to navigate the SCWOS website?

9. With the help of the SC Works representative, were you able to accomplish your goal on the SCWOS website?

Yes	No	N/A

10. How long have you been using SC Works business services?

0 – 6 months 7 – 12 months 1 – 3 years 3 – 5 years 5+ years

11. Relative to your expectations, did SC Works staff...

	Yes	No	N/A
a. Provide useful services for your business?			
b. Provide opportunities for collaboration with other businesses?			
c. Strive to meet your business needs?			
d. Meet your service expectations?			