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## Client Satisfaction

### Why ask clients for their input?

Conducting client satisfaction activities can help you to:

- Identify opportunities for service improvements
- Identify what clients really want
- Allocate resources more effectively
- Develop proactive responses to emerging client demands
- Provide feedback to all stakeholders about program effectiveness
- Evaluate the effectiveness of new program strategies (for example, assess success of newly implemented technologies from the clients' perspective)

### Challenges

Obtaining accurate and honest input from clients, particularly in publicly-funded reproductive health care settings, is very difficult. This is due in part to a “courtesy bias,” where clients are reluctant to express dissatisfaction with services.<sup>2</sup>

However, by using a low threshold of dissatisfaction, shortcomings in service delivery can be identified. In plain terms, this means that clinics should be sensitive to subtle indications of dissatisfaction. Clinics should view a 5% negative response to any item as an indication that improvements are needed.<sup>3</sup>

**“Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.”**

*Donald Porter  
V.P. British Airways*

Courtesy bias appears to be a characteristic of client satisfaction assessments that is not likely to change. But measuring client *expectations* as well as satisfaction can help. This is valuable in a number of ways. First, by simply asking about satisfaction, we never learn what it is that patients expect or think is important. Additionally, “(e)xpectation scores can be used as a baseline for comparing satisfaction scores; dissatisfaction is indicated if a satisfaction score is lower than the expectation score.”<sup>4</sup>

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<sup>2</sup> Avis, M., Bond, M., and Arthur, A. “Questioning patient satisfaction: an empirical investigation in two outpatient clinics,” (1997), *Social Science and Medicine*. Kenny, D. “Determinants of patient satisfaction with the medical consultation,” (1995), *Psychology and Health*. Simmons, R. and Elias, C. “The study of client-provider interactions: a review of methodological issues, (1994 ), *Studies in Family Planning*.

<sup>3</sup> Williams, Timothy, Schutt-Aine, Jessie, and Cuca, Yvette. “Measuring Family Planning Services Quality Through Client Satisfaction Exit Interviews,” (2000), *International Family Planning Perspectives*.

<sup>4</sup> Cembrowski, George S., MD , PhD, et. al. “Are Phlebotomy Services Completely Satisfying Our Patient Customers?” 1995 *Institute: Frontiers in Laboratory Practice Research*.

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The following tool is an example; the language used was suggested by clients. You can adapt this to meet your needs. Additional tools – including Spanish versions – are included in *Client Satisfaction Made Easy*, available at Cardea’s website: <http://www.cardeaservices.org/resourcecenter/client-satisfaction-made-easy>

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## Client Satisfaction Assessment

Please complete this *before* your exam and keep it with you.

**I am:**

Female    Male

Under 18 years old

A new patient at this clinic

Between 18 and 24

A returning patient at this clinic

Between 25 and 34

Between 35 and 45

Over 45 years old

How would you describe your race/ethnicity? \_\_\_\_\_

**How would you rate:** Lousy=1, Bad=2, Okay=3, Good=4, Great=5

The process of scheduling your appointment    1    2    3    4    5

The location of the clinic    1    2    3    4    5

The greeting you received from staff today    1    2    3    4    5

How important is it to you, that:

*Not at all important=1, Not important=2, Nice but not necessary=3, Important=4, Very Important=5*

The clinic visit does not take too long    1    2    3    4    5

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Please complete the next section *after* your exam.

**How would you rate:** Lousy=1, Bad=2, Okay=3, Good=4, Great=5

The quickness of staff to see you    1    2    3    4    5

The readiness of staff and clinic for your visit    1    2    3    4    5

Time spent waiting for clinician/nurse/doctor    1    2    3    4    5

Time spent waiting for tests and lab work    1    2    3    4    5

Length of time spent at the clinic    1    2    3    4    5

Was your visit too short, too long, or just right?

What else would you like us to know?

Please return this card when you are finished.

Thank You for your feedback!

## CLIENT SATISFACTION ASSESSMENT RESULTS

### INSTRUCTIONS

The interdisciplinary team should complete one results page in summary from your client satisfaction activities for each site.

Clinic site: \_\_\_\_\_ Date Completed: \_\_ / \_\_ / \_\_

Interdisciplinary team members: \_\_\_\_\_

### FINDINGS

List below the most significant findings (Ah-ha moments) from client input.

How do satisfaction ratings compare to expectation ratings?

### IDEAS

List below the ideas that the team and staff offered for improvement.