

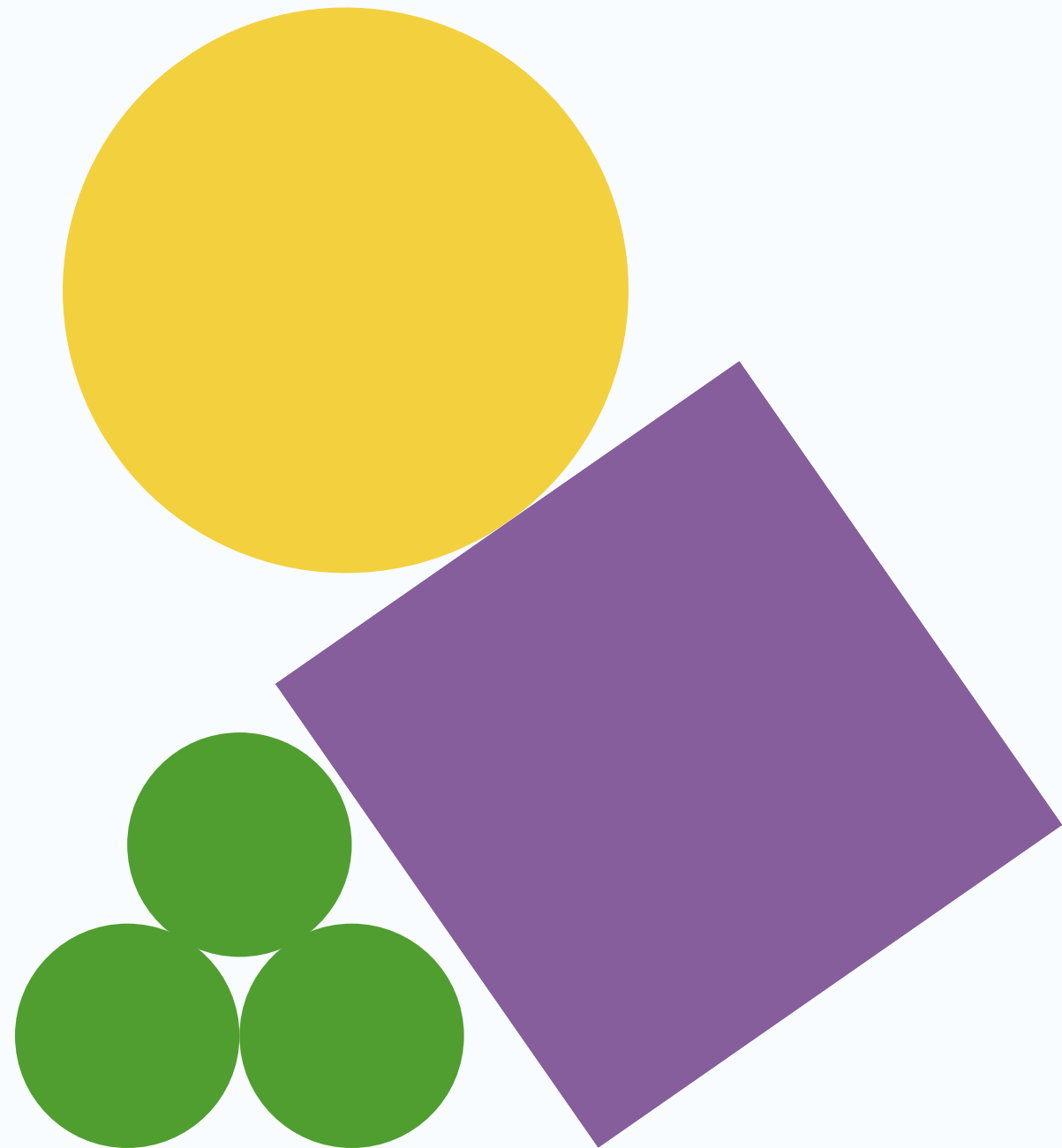
Enhancing Service Quality with SERVQUAL

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Overview



- 01** Introduction
- 02** Expectation Setting Survey
- 03** Overview of SERVQUAL
- 04** How to use SERVQUAL
- 05** How LFCS uses SERVQUAL
- 06** Perception Survey
- 07** Q&A

Who Am I?



WashU



**Generations of children and families
are safer and stronger together.**

Behavioral Health

Adoption

Parenting

Foster Care

Child and Family Development Center

Scan the QR or
use link to join



<https://forms.office.com/r/E2dLAvRR6C>



Results

What are your expectations?

What is service quality?

Why does it matter?



**Increased
client
satisfaction**

**Stronger
stakeholder
relationships**

**Enhanced
reputation
and
credibility**

**Improved
program
effectiveness**

**Increased
overall
impact**

What is SERVQUAL?



- Developed in 1985 by a group of academic marketing researchers
- Designed to measure service quality based on customer perception
- LFCS has taken the SERVQUAL model of measuring customer satisfaction and modified questions to fit our services



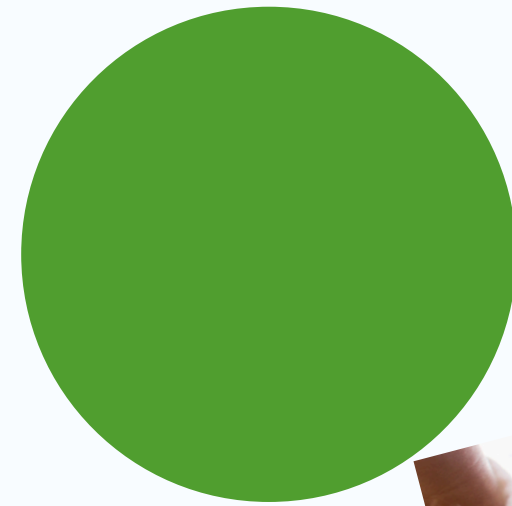
5 Dimensions of Service Quality

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangibles

SERVQUAL **Survey** **Design**

Dual Rating System

Expectation vs perception



What does that look like?

Dimension	Statement	Expectation	SP24	Gap
Assurance	Client: LFCS staff show a sincere interest in helping me solve my problems	6.39	6.68	0.29
	Client: I feel secure with LFCS staff.	6.57	6.67	0.1
Knowledge and courtesy of employees and their ability to inspire trust and confidence	Parent: Employees at LFCS show a sincere interest in helping my child solve their problems	6.82	6.69	-0.13
	Parent: My child feels secure with employees at LFCS	6.97	6.64	-0.33
	Average	6.69	6.67	-0.02
	Empathy	Client: LFCS staff understand what I need.	6.21	6.48
Caring and individualized attention that the firm provides to its customers	Client: LFCS staff provide me with individual attention.	5.66	6.66	1
	Parent: LFCS employees understand my child's needs.	6.81	6.51	-0.3
	Parent: LFCS employees provide my child with individual attention	6.5	6.69	0.19
	Average	6.30	6.59	0.29

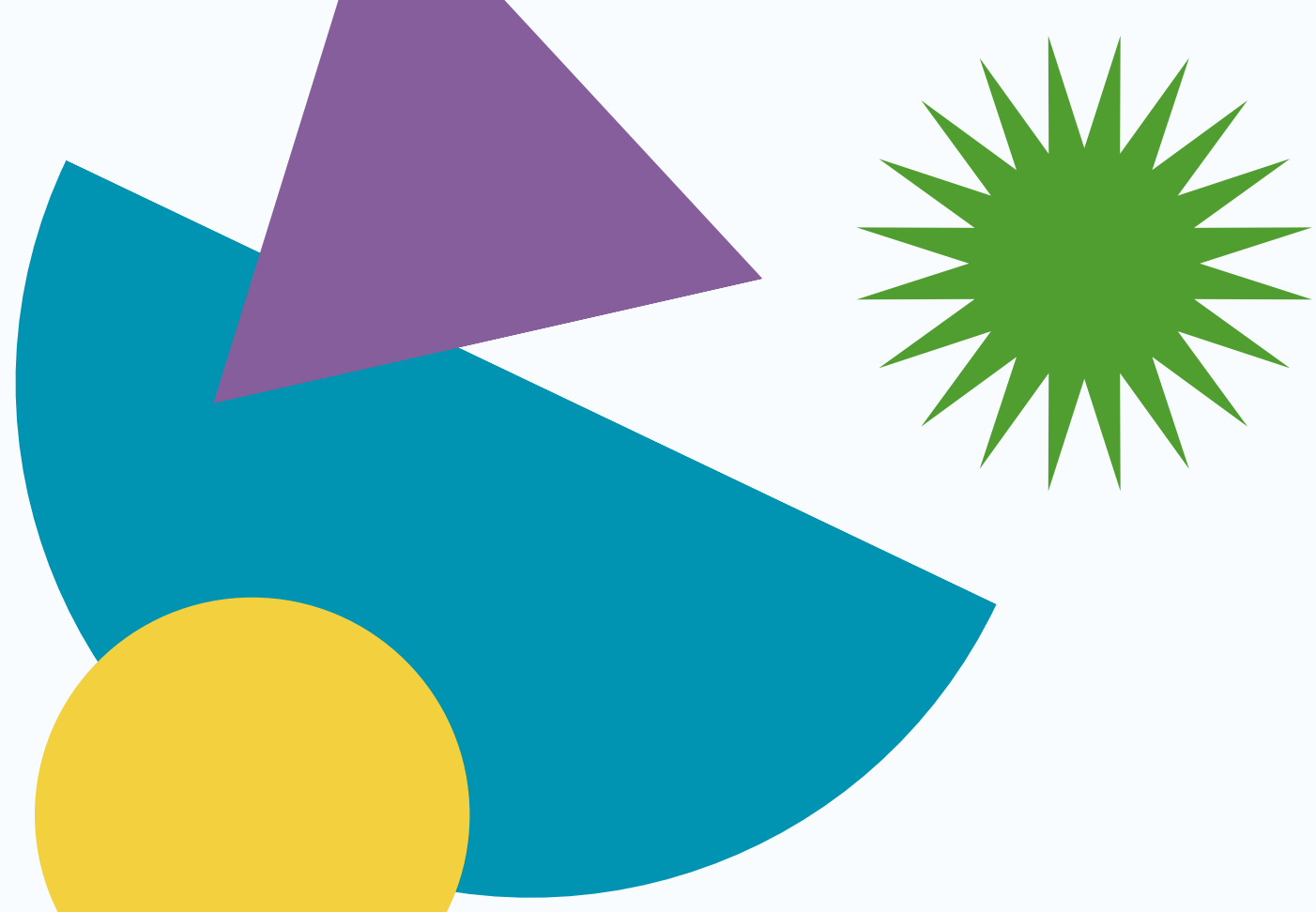


SERVQUAL **Survey Design**

Weighted Scores

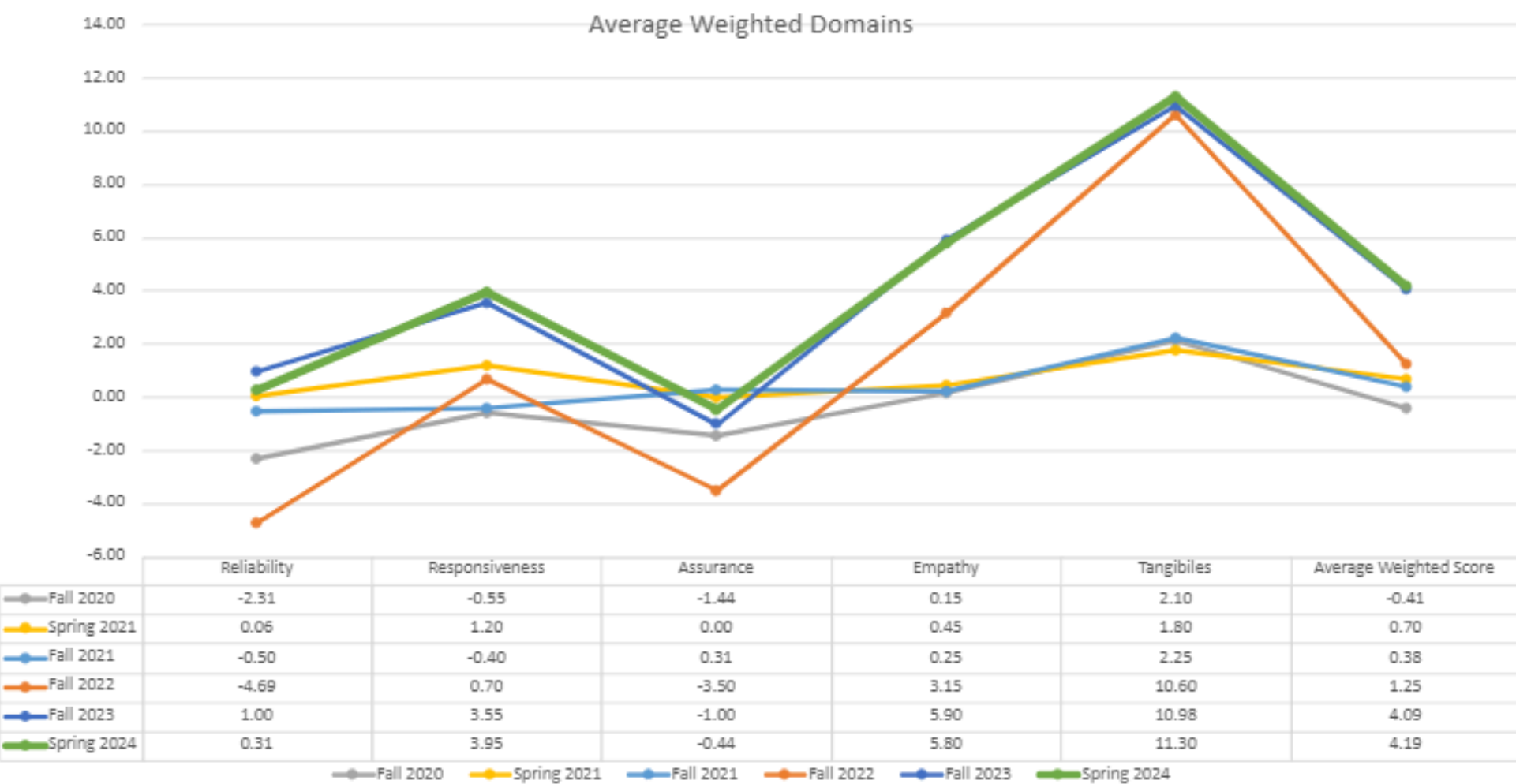


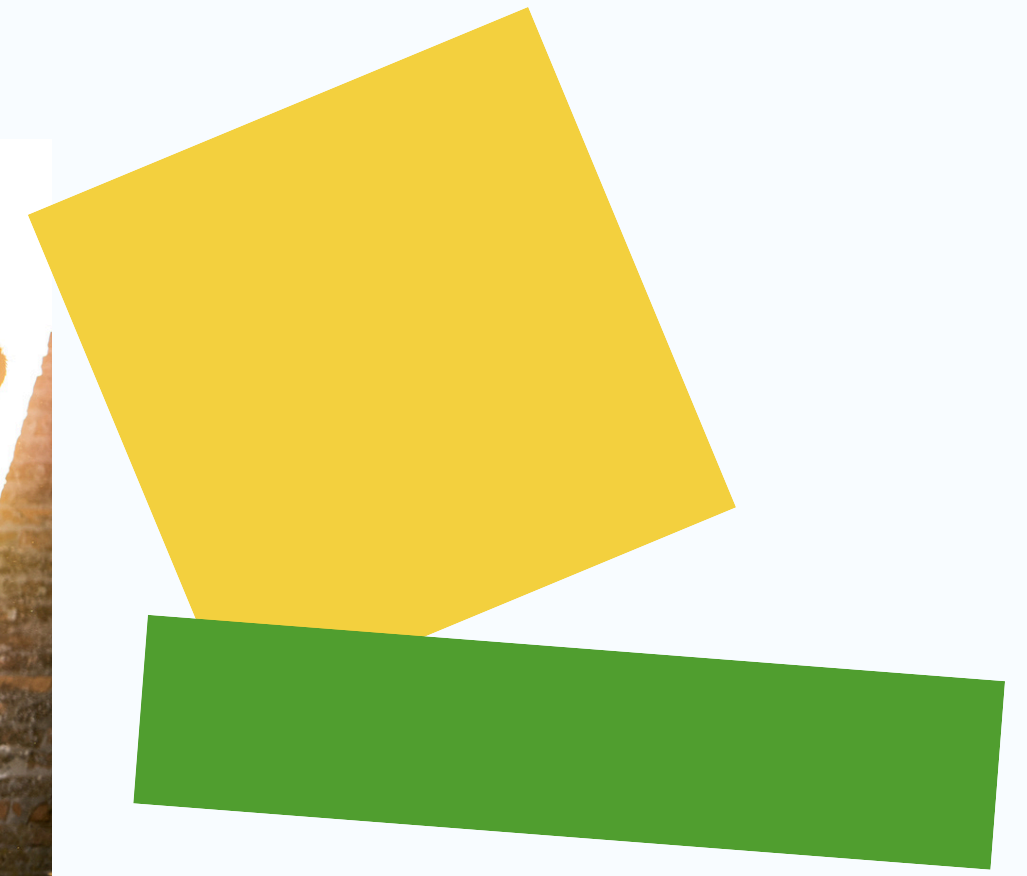
What does that look like?



Dimenson	Gap Score	Weight	Weighted Score
Reliability	-0.19	25.00	-4.69
Responsiveness	0.03	20.00	0.70
Assurance	-0.14	25.00	-3.50
Empathy	0.16	20.00	3.15
Tangibles	1.06	10.00	10.60
Fall 22 Average Weighted Score			1.25

Dimenson	Gap Score	Weight	Weighted Score
Reliability	0.04	25.00	1.00
Responsiveness	0.18	20.00	3.55
Assurance	-0.04	25.00	-1.00
Empathy	0.30	20.00	5.90
Tangibles	1.10	10.00	10.98
Fall 23 Average Weighted Score			4.09





Handouts

Survey Distribution



- 01 Encourage all surveys to be completed online**
QR codes, emails, text messages
- 02 Staff to work with clients to complete survey**
Staff provided with script and contact list
- 03 Gamify survey completion**
Contests between teams, gift card drawings

Survey Results Communication

01

Analyzed by
Performance
Management Team

02

Shared with agency
leadership

03

Discussed in team
meetings

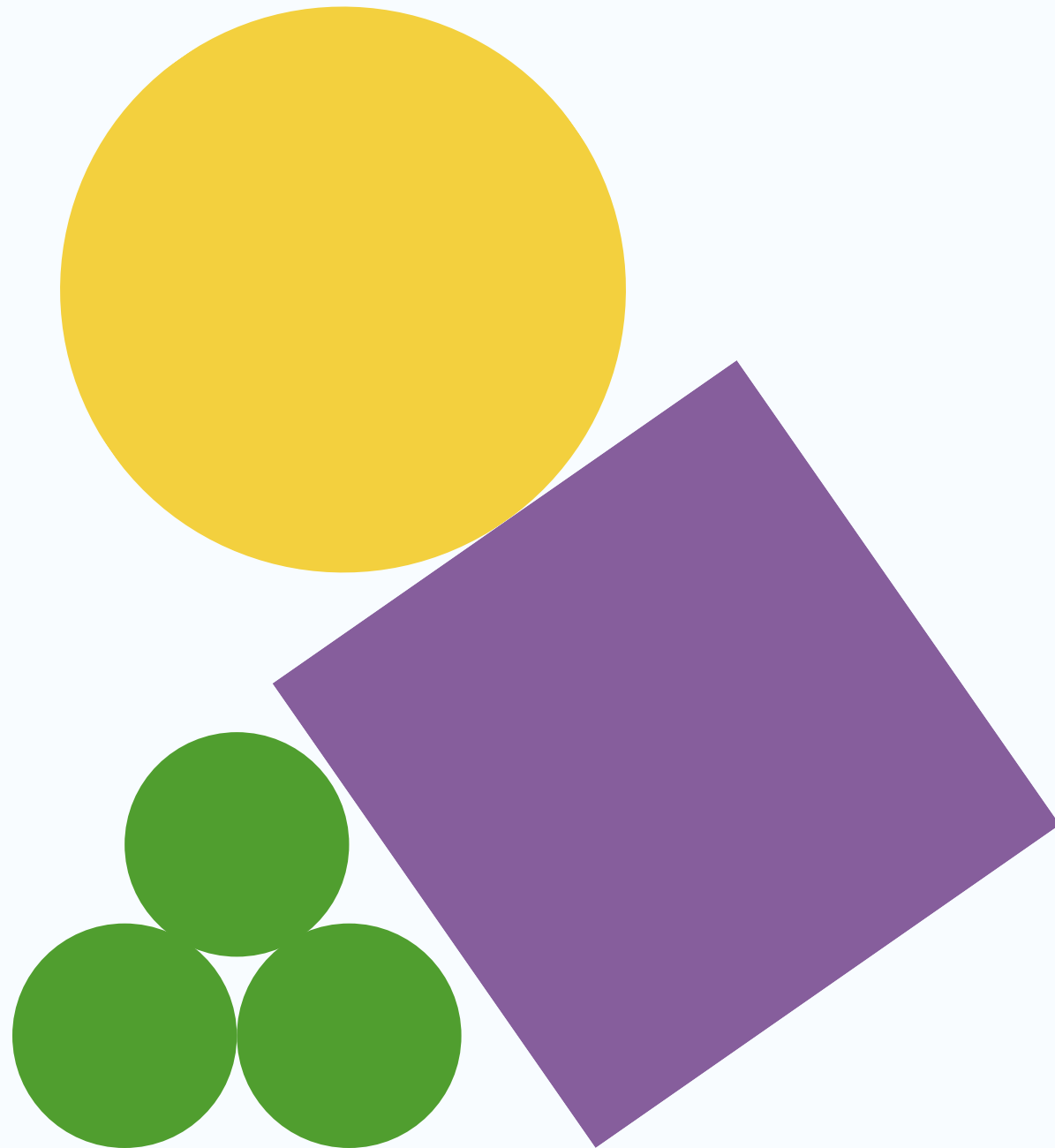
04

In depth review in
individual team
meetings/supervision



05

Communicating results
and actions with clients





Case Study:

Adoption at LFCS

Assurance

- LFCS staff show a sincere interest in helping me solve my problems
- I feel secure with LFCS staff.

Case Study:

Behavioral Health at LFCS

Responsiveness

- When an LFCS employee promises to do something by a certain time, they do so.
- LFCS staff have skills to help me solve my child solve their problems.



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Final Results

Did I meet your expectations?



Questions?

Thank you!

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