

Staff Survey Results: wisconsinjobcenter.org

November 2004

At the Wisconsin Job Center Roundtable in Appleton (November 10), participants were invited to participate in a survey evaluating the wisconsinjobcenter.org web site. Immediately following the Roundtable, staffs of Wisconsin Job Centers statewide were invited to complete a similar on-line survey.

Thank you to all that participated. This feedback will be used to restructure the site for more effective customer service. Following are the survey findings.

The total number of participants was 106. Of these, 55% reported frequent use of wisconsinjobcenter.org in their work, 41% used it sometimes, and 4% were non-users.

The wisconsinjobcenter.org web site contains links to information and services for employment and training. The survey asked participants to rate the perceived importance these links relative to customer service. Survey participants were asked which sites customers most frequently and least frequently used. The list below contains the percentages for the top 10 in each reported segment.

Most Frequently Used:

- JobNet (100%)
- LMI (85.1%)
- O*Net (72.3%)
- Wisconsin Technical College System (69.1%)
- Resume Assistance (64.9%)
- Wages and Occupational Trends (63.8%)
- Unemployment Insurance (61.7%)
- Wisconsin Careers (56.4%)
- America's Job Bank (52.1%)
- Wisconsin Job Center Directory (50%)

Least Frequently Used:

- [tie] Refugees and Immigrants (61.7%)
- [tie] Wisconsin Challenge Academy (61.7%)
- Workplace Safety (57.4%)
- Job Corps (56.4%)
- [tie] Private Colleges (54.3)
- [tie] Wisconsin Seasonal Jobs (54.3%)
- Non-Traditional Workers (48.9%)
- [tie] Workplace Posters (47.9%)
- [tie] Job Description Writer (47.9%)
- Career Voyages (43.6%)

The survey asked about the frequency and amount of staff assistance in demand by customers when using the site.

On the question, "How often do ... customers in your resource rooms require staff assistance when using wisconsinjobcenter.org?", 96.8% reported that some or most customers require staff assistance. The remaining 3.2% reported that all customers require staff assistance. Zero percent of survey respondents reported that no customer requires staff assistance when using wisconsinjobcenter.org.

On the question, "To what degree do ... customers in your resource rooms require staff assistance ...?", 95.7 reported that some or frequent support is necessary. The remaining 4.3% reported that constant support was required. Zero percent of survey respondents reported that no customer support was required.

The survey considered staff use of the wisconsinjobcenter.org site in providing customer support, and separated resource room customers from those customers making inquiries via email or telephone.

Roughly 80% of respondents reported that the present job seeker and employer pages were used more frequently when providing support or guidance to either resource room, email or telephone customers. The remaining 20% used the present staff pages more frequently.

The survey separated job seeker customers from business customers in the question, "When staff ... serve telephone or email customers, which customer group is served more frequently?" Respondents reported that 77.2% of telephone and email support was delivered to job seekers, and 22.8% to business.

Three open-ended questions were asked. A representative sample of the responses to each question follows.

How should the wisconsinjobcenter.org suite be organized to better serve the customer?

- I think it's fine in its current state.
- I use this site as a quick link for employers to the WJOS registration process. It is an easy web site for job searchers to remember.
- I believe most customers have not used the site so possibly making it easier to navigate would help the customer so they are not discouraged.
- Customers need simple instruction. They are here looking for work, they don't like the hard-to-navigate. Most are more comfortable with the touch screens.
- For better visual appearance and usage: break up lists of links into categories or with spaces in between lines of links. Too many links are listed in each column. One must read each one to find information. Organizing them into categories would be helpful.
- Make it less cluttered.

- Hyperlink words run right into each other on many of the screens.
- Customers prefer to use the touch screen computers and will wait for one even though other computers are not in use.
- Customers don't know the lingo to even understand what they are clicking on very often. Clarity and specificity would be great!
- Make local and regional LMI easier to navigate
- Publicity is more important than organization. Most customers may not be aware of all the features and may not even have accessed the site.

What is missing from the site?

- All good!
- Easy and local wage and employment contact information.
- A search link for customers and staff to get the contact names, addresses, phone numbers, and email addresses of all WIA (Younger and Older Youth, Adult, DW, and Older Worker) case managers by Job Center. A link for the WIA Adult program. You can click on a hyperlink to find out about WIA services. When you do open that page, it talks about Youth and DW services with links for more information. There is no such information for the Adult program. There should be, for customers and staff.
- The ability to register on all JobNets.
- Job listings.
- How about adding materials for job seekers to print and take, such as that available on WisCareers.
- Listings of employers by job specialty as some other sites have.
- It needs to be a little less cumbersome. When a site is chosen you have to keep going deeper to get what you want. Condense the information.
- Better information on entering an Apprenticeship.
- There used to be more links to specific topics such as portfolios, resumes, etc. These don't appear to be there any longer.
- Searching for jobs should be done by keyword. Resumes need to be posted online by job seekers for employers to view. Companies need to be able to have job seekers apply via the Internet.
- Not certain. Site is cluttered and poor colors are utilized. Drab and boring site.

In what way(s) is the staff information on the site useful to your work?

- It is an excellent comprehensive source of information.
- Easy access to answers for customer questions.
- Checking job order information with other job centers.
- Refer to clients in order to work search from home
- To look for information requested by job seekers and employers over the phone or in person.
- Easy access to the helpful information.
- I utilize the site everyday for both business and job seekers. Make it more fun to use.
- Use it to quickly locate other Job Centers in the state.

- I use it most frequently to look up government programs or to look for the job center locations in other counties to refer customers.
- I use wisconsinjobcenter in my workshops to show what else is available to them on the website. Again, many have very limited use on computers and are afraid to use them.
- Categories: Telephone Numbers; Locations-Addresses; General Information
- I do resumes at the job center and serve the customer to find state employment descriptions, sometimes labor law concerns, equal rights issues, and other job seeker concerns. I utilize the site for answering these types of questions.
- For employers, it's a great resource for specific needs.
- I work in an itinerant capacity one day per week. The staff information and tools section provides an easy access to needed work web sites.
- I reference it frequently and promote it to the public frequently.
- I really don't use the staff information section.
- The information is used to stay current with LMI and policies for the various programs.
- I would invite you to come here to the WDC in Pewaukee and sit in the Business Service Unit.