



Texas Real Estate Commission
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Administration Division
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May 30, 2008

Mike Morrissey
Governor's Office of Budget and Planning
1100 San Jacinto, 4th Floor
Austin, Texas 78701

Nora Velasco
Legislative Budget Board
1501 N. Congress Avenue, 5th Floor
Robert E. Johnson building
Austin, Texas 78701

Dear Mr. Morrissey and Ms. Velasco:

Pursuant to guidelines published in "Instructions for Preparing and Submitting Agency Strategic Plans," enclosed please find a Report on Customer Service from the Texas Real Estate Commission.

If you have questions, or if I may provide any further information, please contact me at (512) 465-3966.

Sincerely,

A handwritten signature in cursive script that reads "Loretta DeHay".

Loretta R. DeHay
Assistant Administrator and General Counsel
Texas Real Estate Commission

cc: Timothy K. Irvine
Administrator



Texas Real Estate Commission Report on Customer Service

June 2008

1) TREC's Inventory of External Customers

- Real Estate Salesperson
- Real Estate Broker
- Inspector
- Education Provider or Instructor
- Residential Service Company
- Timeshare Developer
- Easement or Right-of-Way Agent
- Buyer or Seller
- Areas of Real Estate Industry not regulated by TREC
- Other

Types of Services Provided to Customers

- Responding to telephone and other inquiries
- Issuing new and renewal licenses
- Accrediting real estate education providers
- Approving real estate instructor and course content
- Handling written complaints
- Prosecuting administrative hearings
- Monitoring residential service companies and timeshare registrations
- Providing comprehensive public access to information via fax-on-demand, electronic mail list server, and Internet access
- Processing original and renewal licenses via Internet access
- Provide information through public presentations and news releases

2) Information-gathering Methods

TREC's customer survey is available online at TREC's website and in person at TREC headquarters.

TREC's customer survey form is designed to collect customer satisfaction feedback on seven customer service quality elements:

- Facilities
- Staff
- Communications
- Internet site
- Complaint-handling process
- Service timeliness
- Printed information

Providing 100% of our licensees with a survey form by doing a physical mailing is cost prohibitive. Therefore TREC has made its customer survey available online. Although TREC has received a large number of responses since the inception of the survey in 2000, the response rate has fallen significantly since TREC stopped mailing out surveys in hard copy format. For FY 2007, 118 responses were received online. Given TREC's large licensee base (158,966 for FY 07), this response rate is not statistically valid.

TREC continues to advertise its online survey to licensees. For future surveys, staff intends to more proactively advertise the survey in the bi-monthly newsletter, in industry publications, and by notifying renewing licensees on the renewal card.

3) Customer Determined Service Quality Survey Results: 09/01/2006 - 08/31/2007

Responses by Relationship to TREC	# of Responses	% of Total
R.E. Salesperson	47	39.8%
R.E. Broker	23	19.5%
Inspector	5	4.2%
Education Provider or Instructor	0	0.0%
Residential Service company	0	0.0%
Timeshare Developer	1	0.8%
Easement or Right-of-Way Agent	2	1.7%
Buyer or Seller	8	6.8%
Real Estate Industry (not Regulated by TREC)	1	0.8%
Other	15	12.7%

Number of Contacts with TREC	# of Responses	% of Total
One Time	63	53.4%
Two to Five Times	36	30.5%
More than Five Times	19	16.1%

Source of Responses	# of Responses	% of Total
Renewal Packet Form	0	0.0%
Web-based Survey	118	100.0%

Purpose of Contact	# of Responses	% of Total
Application Status	26	22.0%
License Renewal Information	39	33.1%
File or Respond to Complaint	6	5.1%
Obtain Forms or Publications	7	5.9%
Name or Address Change	5	4.2%
Public Information About R E Laws	8	6.8%
Problem Dealing With TREC	8	6.8%
Open Records Request	4	3.4%
Inquiry About Obtaining a License	9	7.6%
Interpretation of TRELA or TREC Rules	15	12.7%
Other	43	36.4%

Communication	Excellent	Good	Fair	Poor
Accuracy of Written Materials	50.0%	26.0%	6.0%	18.3%
Quality of Written Materials	40.0%	40.0%	6.7%	13.3%
Telephone Assistance	23.1%	17.3%	9.6%	50.0%
Customer Service Process	Excellent	Good	Fair	Poor
Access to 1-800 Number	23.1%	17.3%	9.6%	50.0%
Access to Local Number	17.9%	23.1%	10.3%	48.7%
Ease of Filing a Complaint	18.2%	22.7%	6.1%	50.0%
Ease of Bringing Concerns to TREC	13.8%	6.9%	10.3%	69.0%
Timeliness of Response	Excellent	Good	Fair	Poor
Timeliness of Service	31.9%	6.4%	6.4%	55.3%
Waiting Time in Person	20.0%	16.0%	16.0%	48.0%
Waiting Time by Letter	25.0%	15.6%	9.4%	50.0%
Waiting Time by E-mail	29.6%	11.1%	11.1%	48.1%
Waiting Time by Phone	14.3%	16.7%	14.3%	54.8%
Resolution of Customer Request	Excellent	Good	Fair	Poor
Adequacy/Appropriateness	37.8%	13.3%	6.7%	42.2%
Explanation of Resolution	30.2%	11.6%	11.6%	46.5%
Web Site	Excellent	Good	Fair	Poor
Ease of Use	42.6%	22.2%	20.4%	14.8%
Information on Web Site	34.5%	32.8%	20.7%	12.1%
Links to Other Sites	36.8%	26.3%	18.4%	18.4%
Contact Person	24.4%	17.1%	14.6%	43.9%
Staff	Excellent	Good	Fair	Poor
Knowledge	48.9%	19.1%	8.5%	23.4%
Accessibility	34.0%	14.9%	12.8%	38.3%
Friendliness	50.0%	16.0%	10.0%	24.0%
Courtesy	52.0%	16.0%	6.0%	26.0%
Appearance	41.7%	16.7%	16.7%	25.0%
Follow-Through	31.6%	10.5%	5.3%	52.6%
Facility	Excellent	Good	Fair	Poor
Accessibility	37.5%	50.0%	12.5%	0.0%
Signs	22.2%	22.2%	22.2%	33.3%
Location	33.3%	22.2%	44.4%	0.0%
Cleanliness	55.6%	22.2%	11.1%	11.1%

4) Analysis of Customer Service Survey Responses

As part of the Texas Real Estate Commission's Compact with Texans, the agency provides for public response by making available a Customer Service Survey. This brief questionnaire is available at the agency's customer service window, and is accessed from the TREC web site.

Individuals are asked to rate the agency's performance in a number of areas by providing a ranking of Excellent, Good, Fair, or Poor. For FY 2007, responses were generally favorable with respect to written communications from TREC. Questions relating to communicating with TREC by telephone elicited neutral to poor responses indicating a difficulty in getting through by telephone to the agency. In September, 2007, TREC added 3 additional telephone lines and 3 staff members in the Communications Section which should address some of the concerns raised by the responses related to telephone access.

Responses to the questions about the TREC Web site , Resolutions of Customer Requests, Staff , and Facilities were generally favorable. Responses concerning timeliness of responses by staff including waiting time in person, by letter, by e-mail and by telephone were generally neutral indicating that the agency should work on improving its response time in all areas. In the 80th Legislative Session, approximately 15 FTE's were added throughout the agency which should greatly improve timeliness issues. In addition, the agency received appropriations to pay the salaries of the new FTEs, to upgrade its telephone system, and to replace the licensing system. The appropriations and additional FTE's should improve responses in future surveys.

The Texas Real Estate Commission is committed to continual improvement in all areas based on input from TREC licensees and members of the public.

5. Performance Measures Related to Customer Service Standards and Customer Satisfaction

Performance Measures Related to Customer Service	FY2007	FY2008 (target)
<i>Communications</i>		
Outcome Measures		
% of surveyed customer respondents expressing overall satisfaction with services received (excellent/good/fair)	65.5%	90%
% of surveyed customer respondents identifying ways to improve service delivery (poor)	34.5%	10%
Output Measures		
Number of customers surveyed	118	100
Number of customers served	158,966	140,000
Number of phone calls received	502,778	573,000
Number of electronic contacts received	32,172,076	25,000,000
Efficiency Measures		
Cost per customer surveyed	\$0.00	\$0.00
Explanatory Measures		
Number of customers identified	200,000	200,000
Number of customer groups inventoried	10	10
<i>Licensing</i>		
Efficiency Measures		
Average time for individual license issuance	32.1	42.0
Average time for individual license renewal	1.3	3.0
% of new individual licenses within 10 days	95.3%	95.0%
% of individual license renewals within 7 days	99.5%	97.0%
Explanatory Measures		
Total # of programs/schools licensed	309	225
Total # of individuals licensed	158,966	140,000
<i>Enforcement</i>		
Outcome Measures		
% of documented complaints resolved within 6 months	68.9%	85.0%
Output Measures		
# of complaints resolved	2,447	3,520
# of orders issued by Hearings Officer	389	285
Efficiency Measures		
Average time for complaint resolution	200	115
Explanatory Measures		
Jurisdictional complaints	2,729	3,300