TEXAS REAL ESTATE COMMISSION

AND

TEXAS APPRAISER LICENSING & CERTIFICATION BOARD

AGENCY REPORT ON CUSTOMER SERVICE

JUNE 2018

INFORMATION-GATHERING METHODS

The Texas Real Estate Commission (TREC) and the Texas Appraiser Licensing and Certification Board (TALCB) provide a customer service survey on the Agency's website for customers of the Agency to offer feedback regarding their satisfaction with agency performance. A link to this survey is also included in any reply to persons who contact the Agency by email. Individuals are asked to rate the Agency's performance in a number of areas by providing a ranking of Excellent, Good, Fair, Poor, or No Response. The form is designed to collect customer satisfaction feedback on seven customer service quality elements:

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

AGENCY INVENTORY OF EXTERNAL CUSTOMERS

- Real Estate Sales Agents
- Real Estate Brokers/Business Entities
- Real Estate Appraisers
- Real Estate Inspectors
- Education Provider and Instructors
- Residential Service Companies (Home Warranty Companies)
- Timeshare Developers and Projects
- Easement or Right-of-Way Agents
- Buyer or Seller of Real Estate
- Real Estate Services Industry
- Mortgage Lending Industry
- Other

TYPES OF SERVICES PROVIDED TO CUSTOMERS

- Responding to inquiries by phone, email, and in person
- 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 email and internet access
- Processing original and renewal licenses via internet access
- Constituent relations for legislators and staff
- Providing consumer protection, education and access to information about the commission and our license holders via our website, news releases and newsletters
- Legislative and rulemaking interpretation. Communication of changing rules and laws to license holders and public.

CUSTOMER-DETERMINED SERVICE QUALITY SURVEY RESULTS: 09/01/2016 – 08/31/2017

Responses by Relationship to the Agency	# of Responses	% of Total
R.E. Sales Agent	409	51.6%
R.E. Broker	186	23.5%
R.E. Appraiser	55	6.9%
R.E. Inspector	42	5.3%
Education Provider or Instructor	3	0.4%
Residential Service Company	0	0.0%
Timeshare Developer	1	0.1%
Easement Or Right-of-Way Agent	1	0.1%
Buyer or Seller of Real Estate	4	0.5%
Real Estate Services Industry	5	0.63%
Mortgage Lending Industry	1	0.1%
Other	86	10.8%

Number of Contacts with the Agency	# of Responses	% of Total
One Time	304	35.98%
Two to Five Times	345	40.83%
More Than Five Times	196	23.2%

Source of Responses	# of Responses	% of Total
Web-based Survey (w)	1396	100.0%

Purpose of Contact	# of Responses	% of Total
License Application Status	302	28.8%
License Renewal Information	321	30.6%
File or Respond to Complaint Against License Holder	8	0.8%
Obtain Forms/Publications	26	2.5%
Name/Address Change	47	4.5%
Public Information About Real Estate Laws	6	0.6%
Problem Dealing With Agency	30	2.9%
Open Records Request	4	0.4%
Inquiry About Obtaining a License	71	6.8%
Interpretation of Law or Rules	16	1.5%
Other	219	20.9%

Communication	Excellent	Good	Fair	Poor
Quality of Written Materials	25.7%	20.3%	19.4%	34.6%
Telephone Assistance	16.5%	7.1%	9.1%	67.7%
Email Assistance	26.6%	15%	15.4%	43%

Customer Service Process	Excellent	Good	Fair	Poor
Ease of Filing a Complaint	19.7%	13%	15.2%	52%
Ease of Bringing Concerns	18%	10%	10.9%	61%

Timeliness of Response	Excellent	Good	Fair	Poor
Waiting Time in Person	23.8%	10.46%	10.8%	55.1%
Waiting Time by Letter	13.1%	11.9%	15.4%	59.6%
Waiting Time by E-mail	21.5%	13.4%	18.4%	46.7%
Waiting Time by Phone	8.3%	7.9%	8.6%	75.2%

Resolution of Customer Request	Excellent	Good	Fair	Poor
Adequacy/Appropriateness	28.4%	10.5%	8.7%	52.4%
Explanation of Resolution	24.9%	9.5%	12.7%	52.9%

Staff	Excellent	Good	Fair	Poor
Knowledge	36.8%	16.6%	16%	30.7%
Courtesy	37.5%	18.6%	14.1%	29.9%
Follow-Through	28.2%	12.5%	10%	49.2%

Facility	Excellent	Good	Fair	Poor
Signage	33.9%	14.4%	16.8%	34.9%
Accessibility	18.9%	10.6%	7%	16.4%
Cleanliness	23.1%	10.6%	5.7%	13.4%

Web Site	Excellent	Good	Fair	Poor
Ease of Finding Information	16.4%	21.9%	22.5%	27.2%
Quality of Information	18.3%	24%	19.5%	23.7%

CUSTOMER SATISFACTION ASSESSMENT ANALYSIS

For FY2017, responses were generally favorable in regards to the knowledge and courtesy of staff, and email assistance.

Responses to questions related to wait time by phone elicited overall poor responses. While this negative response is always to be expected when there is any wait, the wait time has become more prolonged, so during the most recent biennium, the Agency allocated additional resources to increase consumer satisfaction for those customers communicating with the Agency electronically or by telephone.

The Agency has added four more RCS staff, bringing the total number of persons available to assist with telephone calls, emails, and walk-ins to 20. Additionally, the Communication Center has extended by an additional 90 minutes its available hours from 6:30 am - 7 pm. The Agency has communicated these extended hours to the license holders and encouraged them to call during those times with the lowest call volume: before 10am and after 4pm. The wait time on telephone calls is an average of less than 20 minutes, but that is far too long. The wait time has slowly increased over the last year due to the combination of:

1. A delayed update to the Agency's Database System of Record;
2. customer unfamiliarity with the layout of the newly launched agency websites; and
3. an unprecedented multi-year increase in the overall number of license holders regulated by the Agency.

To permanently resolve customer service issues, the Agency is in the process of validating and implementing a new phone system with enhanced call management software that will improve our ability to handle calls. This new combined phone/call center system will assist with robust call center management, allow for call sorting and routing by defined subject matter, provide an optional customer call back feature, and will utilize technology to better manage staff during peak calling times.

In the interim, the Agency has updated the message played while a caller is on hold that provide the caller the additional options to communicate their questions or concerns to staff. The message explains that the Agency has set up a dedicated phone number for a caller to leave a message regarding a question or issue and that a staff member will call back within 24 to 48 hours after the customer leaves a message. Additionally, the hold message provides the caller the option to email the caller's question to staff. The Agency has dedicated at least two staff members to process these voice messages and emails to timely contact those individuals to resolve their issues

The Agency redesigned the TREC website during the last biennium to correspond with the previously redesigned TALCB website. Both websites are designed with the goal of enhancing the Agency's internet presence and improving the online experience for both license holders and the public, by increasing the availability of online services and consumer information, thereby reducing the need to contact the Agency directly. As mentioned above, unfamiliarity with the design of the new websites has contributed to the increase in call volume and wait time. It is anticipated that the calls related to the website should decrease once license holders are comfortable with the new layout, resulting in a positive impact on the wait time.

Several other issues that impact call volume and wait time have also been proactively dealt with.

1. The creation of an online page that reports our progress on application processing helps reduce the number of calls simply checking on the progress of pending applications. Also, adding new staff to the processing tasks will help shorten time to complete, and a significant

increase in authorized comp time and paid overtime are also producing good results toward reducing processing times.

2. The creation of a new online Name Management Tool allows brokers to manage all of their business and team names via a free online web service available 24/7 that requires no intervention from agency staff.
3. New Survey tool was created and distributed that allows expedited customer feedback to a much smaller set of questions, allowing us to focus on responding to trends more rapidly. We also analyze customer comments received via social media outlets like Facebook and Twitter. This gives us a better overall sense and allows for direct customer responses. See the recent results at the end of this Schedule G report.
4. Customer Service Training Refresher Courses have been and are continuing to be offered to enhance the customer service experience by proven best practices and alternative methods.

The Texas Real Estate Commission and the Texas Appraiser Licensing and Certification Board are committed to continual improvement in all areas based on input from license holders and members of the public.

PERFORMANCE MEASURES RELATED TO CUSTOMER SERVICE STANDARDS AND SATISFACTION

COMMUNICATIONS		
	FY2016	**FY2017***
Outcome Measures		
• % of surveyed customer respondents expressing overall satisfaction with services received (excellent/good/fair)	70%	51.7 %
• % of surveyed customer respondents identifying ways to improve service delivery (poor)	30%	48.3%
Output Measures		
• Total Customers Surveyed	549	693
• Total Customers Served *(Walk-ins)*	2,393	3,217
• Total number of phone calls received	232,479	432,468
• Total number of electronic contacts received *(Emails)*	83,788	130,648
• Total number of unique visits to the Agency website	1,111,7047	203,374*
• Total number of services available via the Agency website	64	100
Efficiency Measures		
Cost per customer surveyed	$0.00	$0.00
Explanatory Measures		
• Number of Customers Identified	182,177	190,295
• Number of customer groups inventoried	12	12

LICENSING				
	FY2016		**FY2017**	
	TREC	**TALCB**	**TREC**	**TALCB**
Efficiency Measures				
% of individual license renewals issued within 7 days	96.5%	88.7%	94.7%	87.6%
Explanatory Measures				
Total # of individuals licensed	174,726	7,391	182,615	7,680

PERFORMANCE MEASURES RELATED TO CUSTOMER SERVICE STANDARDS AND SATISFACTION (CONT.)

ENFORCEMENT

	FY2016		FY2017	
	TREC	TALCB	TREC	TALCB
Outcome Measures				
% of documented complaints resolved within 6 months	62.38%	20.56%	50.35%	18%
Output Measures				
Total # of complaints resolved	943	107	1,138	155
Efficiency Measures				
Average time for complaint resolution (in days)	169.6	300.2	208	338
Explanatory Measures				
Total # of jurisdictional complaints	1,146	82	1,300	168

* **After the conversion to the new TREC website, the number of unique visitors was initially captured incorrectly resulting in an artificially low number.**