



2025 Customer Service Survey

West Michigan Works

A Values-Based Assessment of Customer Experience

 FEBRUARY 2026



TOTAL RESPONDENTS

518



Purpose

Assess Values & Standards

Assess how WMW's values and service standards are actually experienced by customers in real-time interactions.

Drive Improvement

Support quality assurance efforts and drive continuous improvement initiatives based on direct customer feedback.



Survey Framework

Indirect Measurement

Values cannot be measured directly; they must be inferred through experience.

Observable Behaviors

Survey questions reflect observable service behaviors that customers can accurately assess.

Delivery Focus

Focus on how services are delivered, rather than outcomes shaped by external constraints.



TOTAL RESPONSES



518

Completed surveys

Demographic Insights



Age & Gender

Broad age distribution represented; balanced gender representation across all groups.



Key Populations

Significant participation from veterans, persons with disabilities, single parents, and returning citizens.



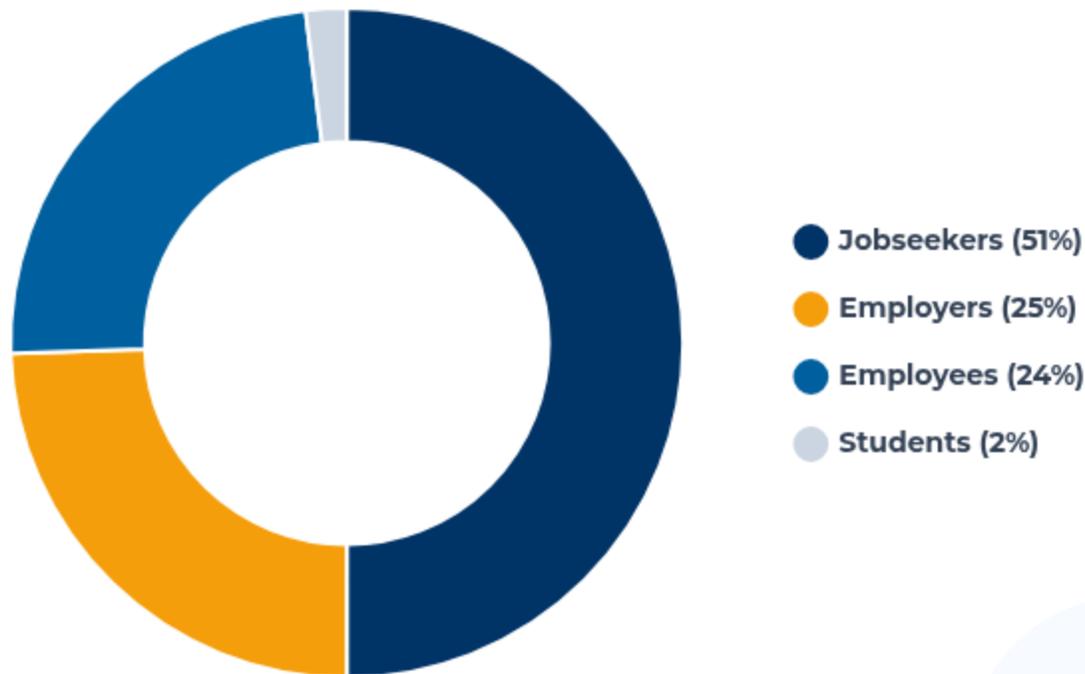
Geographic Reach

Responses gathered from across the entire West Michigan service region.

Respondent Role Distribution

n=518

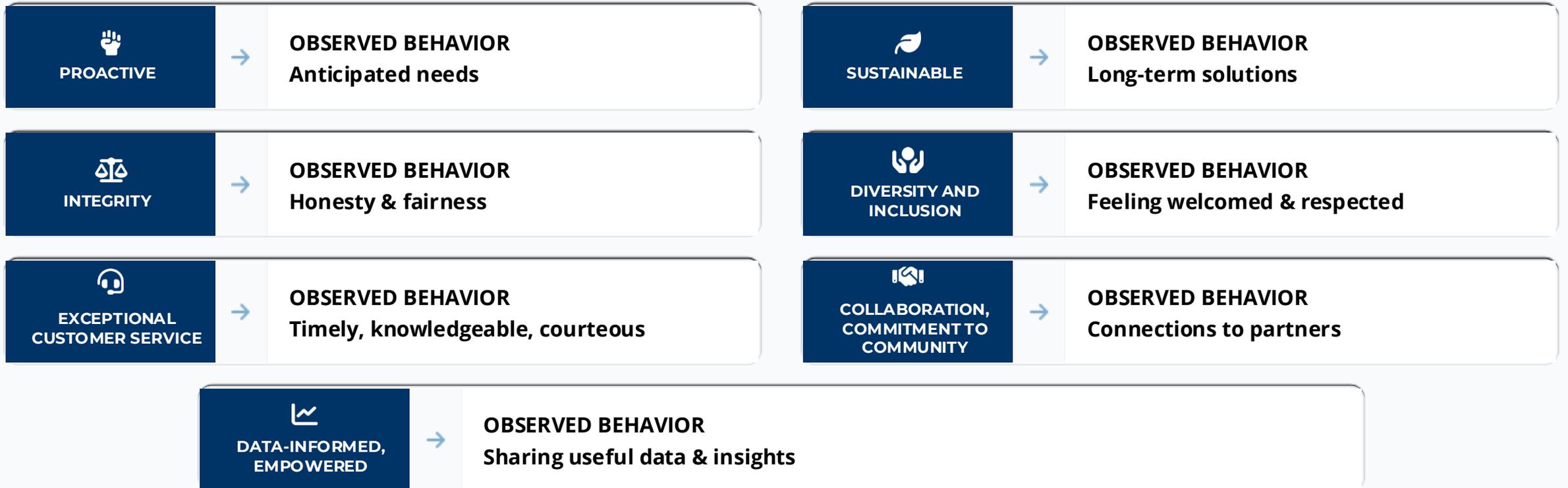
Percentage of total respondents by primary relationship to WMW





How Values Were Measured

The survey was designed using a values-based framework that reflects the agency's core values and solutions-driven model, emphasizing proactive, integrated, and sustainable service delivery.



Framework Overview - Scores presented in following slides

Key Takeaways (All Respondents)

 EXECUTIVE SUMMARY DATA



OVERALL SENTIMENT

Broadly positive experiences across customer groups.

HIGH SATISFACTION



CORE STRENGTH: PEOPLE

The survey affirmed one of WMW's greatest strengths—its people. Respondents often credited staff for their empathy, responsiveness, and authentic human connection.

QUALITATIVE THEME



GROWTH AREAS

Opportunities center on consistency, communication, and accessibility.

INSIGHT TO ACTION



LIKELIHOOD TO RECOMMEND

80%

Likely or Very Likely

Indicates strong brand advocacy among regional employers

Top Findings

✓ Values Alignment

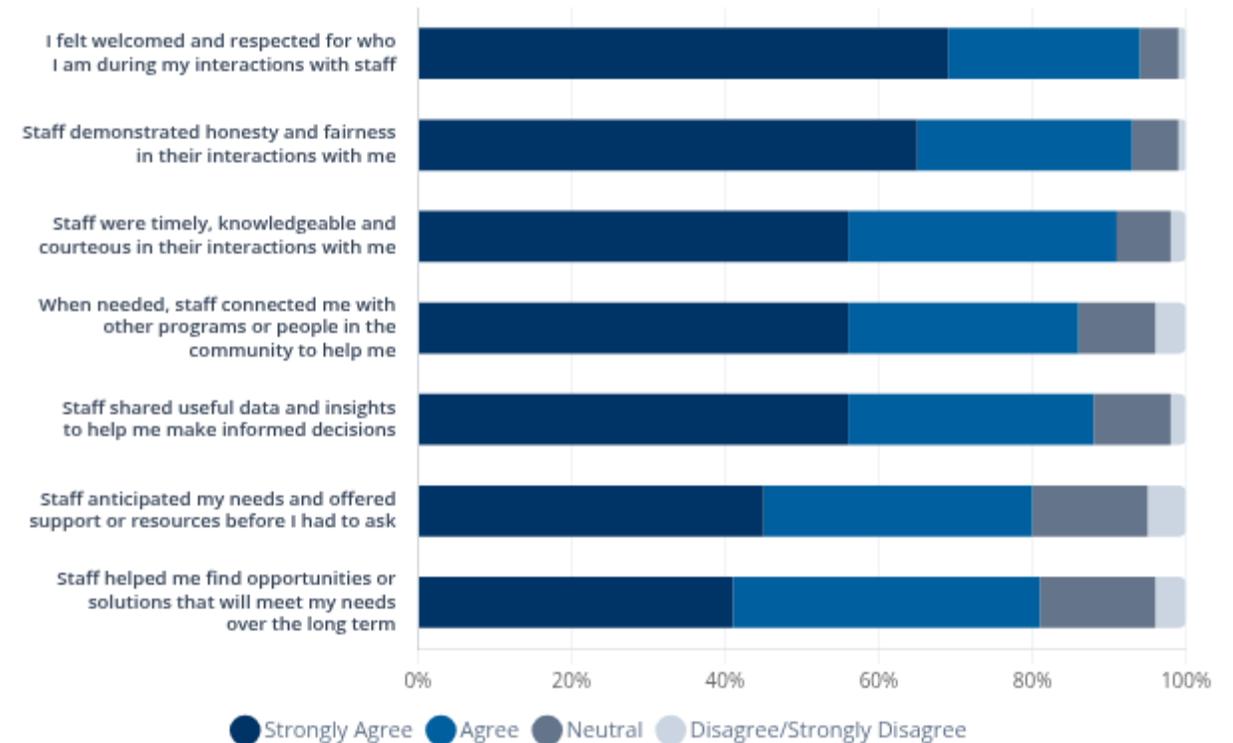
Strongest scores in Welcomed & Respected (69%) and Honesty & Fairness (65%), indicating high trust in staff interactions.

📊 Room for Growth

Lower "Strongly Agree" ratings for Anticipating Needs (45%) and providing Long-term Solutions (41%) suggest a need for more proactive and sustainable service solutions.

Values Alignment: Employer Experience

Full breakdown of responses by value statement



= 121 Employers

LIKELIHOOD TO RECOMMEND

59%

Likely or Very Likely



i Context: Many respondents engage through unemployment-related requirements.

Top Findings

Staff Interactions

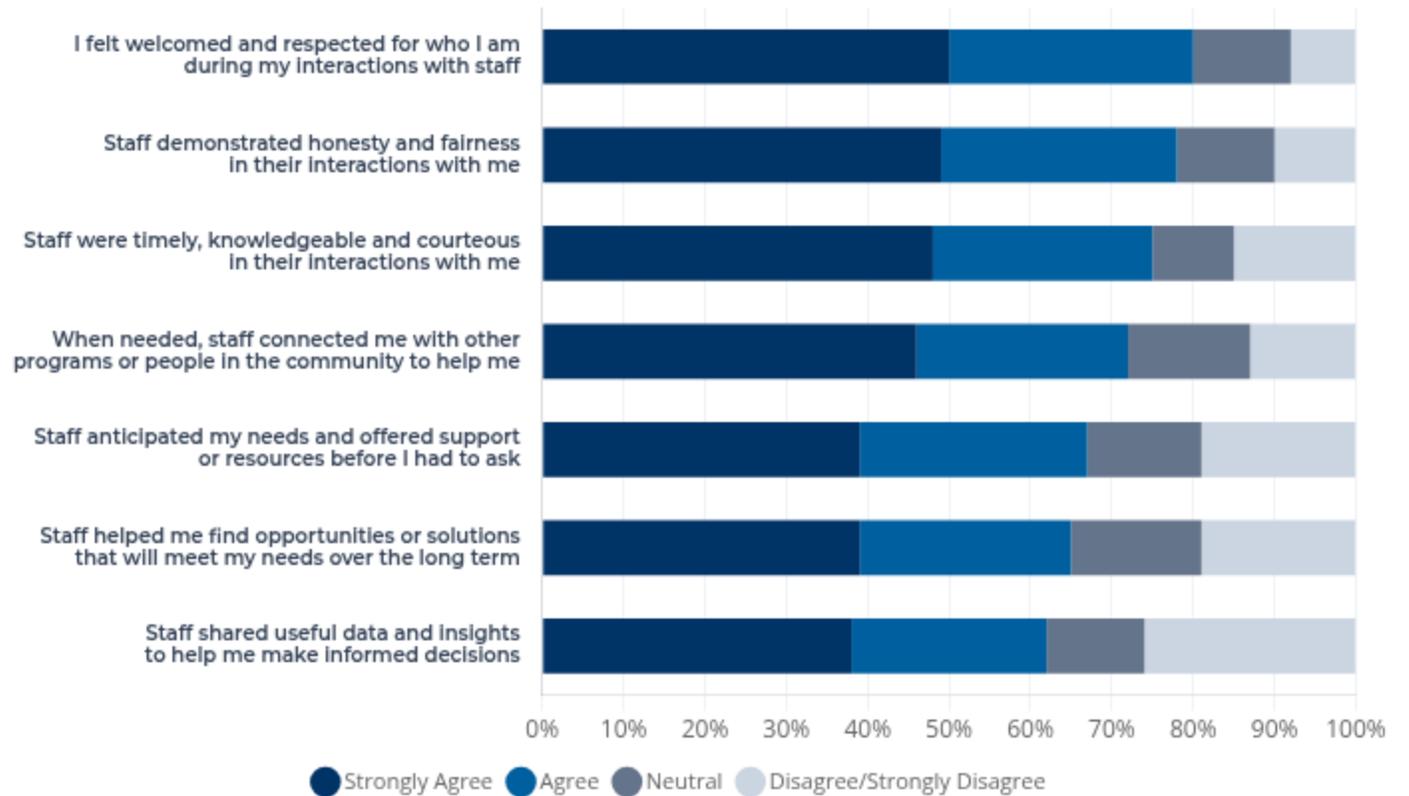
Highest agreement scores for Welcomed & Respected (50%) and Honesty & Fairness (49%).

Room for Growth & Values Alignment

Lower ratings for Anticipating Needs, Long-term Solutions, and Shared Useful Resources suggest growth opportunities.

Values Alignment: Individual Customer Experience

Distribution of responses for each value statement



n = 398 Jobseekers, Employees & Students



Jobseekers & Employees



"Extremely knowledgeable, compassionate, and empathetic to my needs and request. Treated me like a real human being and not just another unemployed person."



"She was very kind to me. I don't have family support, and she was that for me. She guided me, helped me become independent, and I have been reaching my goals ever since."



"She actually listened to my story... They were so confident in my ability to land a job that their confidence actually spread to me and I was able to land a job with my interview 5 days later."



"My very first interaction was during a RESEA. I was not happy I was 'picked' to attend...my attitude went from bad to intrigued, to holy cow not only did I learn something I am quite enjoying myself! I went home and looked up what other workshops were offered, and signed up."



Employers



"They all have a pulse on the community and understand the market climate... If they can't help you, they always go the extra mile to find and connect you to the appropriate resource."



"They look for ways to find yes!"



"[Staff member] is a valuable asset to our company. Compassionate, yet not afraid to be firm if needed... Knowledgeable about programs and services."



Key Themes for Growth

Consistent themes emerging from open-ended feedback identify clear areas for continuous improvement.

 STRATEGIC FOCUS AREAS



Service Clarity & Consistency

- ✓ Navigating unemployment systems vs. WMW services
- ✓ Relevant support for different career levels (entry to professional)
- ✓ Consistent information across locations



Accessibility & Inclusivity

- ✓ Scheduling flexibility for working adults and students
- ✓ Accommodations for people with disabilities
- ✓ Adaptive technology needs and support



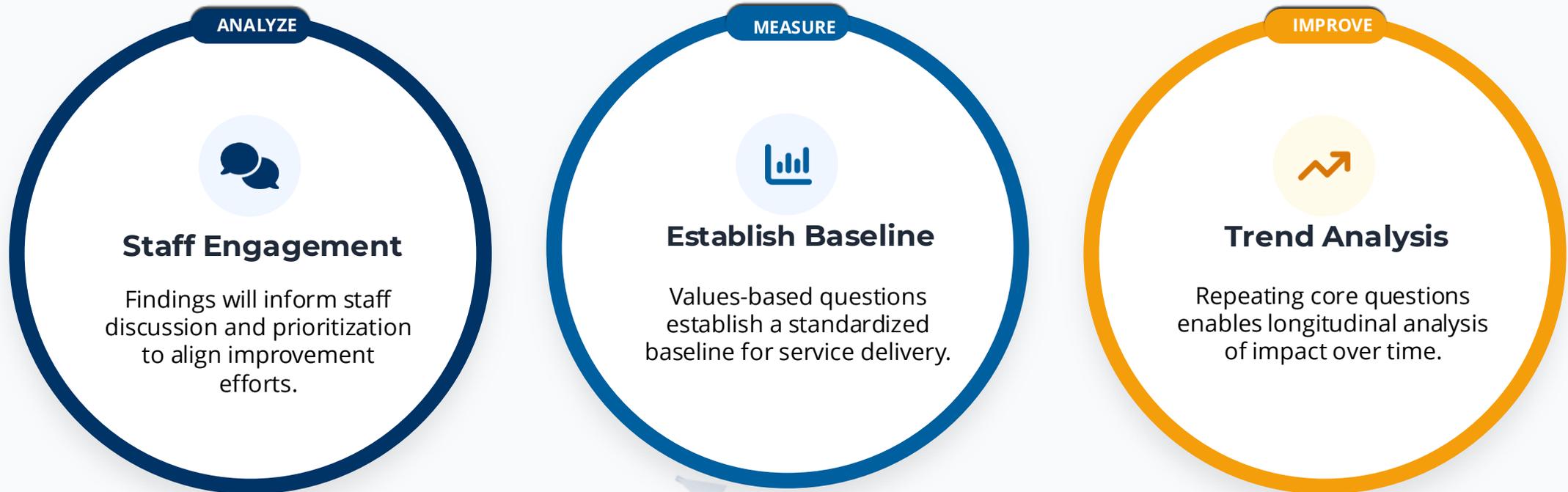
Communication & Follow-Through

- ✓ Consistent responsiveness to calls and emails
- ✓ Clear and timely follow-up after initial engagement
- ✓ Regular guidance on next steps and navigating systems/processes



Using the Results

A continuous cycle of learning and action.



“ ***This survey supports learning, accountability, and continuous improvement.*** ”

Using the Survey Results

What We'll Do Next: From Insight to Action



Celebrate What's Working

1

Recognize strong customer trust in staff; highlight strengths; share wins across teams.



Surface Proactive Work

2

Make adaptive technology and behind-the-scenes support visible; communicate proactive touchpoints.



Clarify "Proactive" Practice

3

Define shared expectations; set standards for timely updates and follow-through.



Integrate & Reassess

4

Embed practices in workflows; monitor key metrics; revisit in the next survey cycle.



Questions?

We're happy to answer any questions you may have.