



**TEXAS REAL ESTATE COMMISSION
AND
TEXAS APPRAISER LICENSING &
CERTIFICATION BOARD**

AGENCY REPORT ON CUSTOMER SERVICE

JUNE 2020

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 sent 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, Above Average, Moderate, Below Average, & Poor. The form is designed to collect customer satisfaction feedback on five customer service quality elements:

- Email
- Telephone
- Walk-in
- Social Media
- Online Services

AGENCY INVENTORY OF EXTERNAL CUSTOMERS

- Consumers
- Real Estate Sales Agents
- Real Estate Brokers
- Real Estate Appraisers
- Real Estate Inspectors
- Education Providers
- Education Instructors
- Residential Service Companies (Home Warranty Companies)
- Timeshare Developers and Projects
- Easement or Right-of-Way Agents

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: 09/01/2018 – 08/31/2019

Responses by Relationship with TREC/TALCB		
	# of responses	% of Total
Consumers	81	7.69%
Real Estate Agents	640	60.78%
Real Estate Brokers	218	20.70%
Real Estate Appraisers	48	4.56%
Real Estate Inspectors	44	4.18%
Education Providers	10	0.95%
Education Instructors	2	0.19%
ERW Agent/Business	8	0.76%
Timeshare Provider	0	0.00%
Residential Service Company	2	0.19%

Number of contacts with the agency		
	# of responses	% of Total
One time	495	45.92%
2 to 5 times	460	42.67%
More than 5 times	123	11.41%

Source of Responses		
	# of responses	% of Total
Web based survey (Survey Monkey)	1875	100.00%

Rating for telephone experience		
	# of responses	% of Total
Excellent	647	83.73%
Above Average	31	4.16%
Moderate	18	2.41%
Below Average	11	1.47%
Poor	39	5.23%

**CUSTOMER-DETERMINED SERVICE QUALITY SURVEY RESULTS: 09/01/2018 – 08/31/2019
(CONTINUED)**

Rating for telephone experience		
	# of responses	% of Total
Excellent	647	83.73%
Above Average	31	4.16%
Moderate	18	2.41%
Below Average	11	1.47%
Poor	39	5.23%

Ratings on Customer Service Representative		
	# of responses	% of Total
Excellent	90	72.00%
Above Average	17	13.60%
Moderate	15	12.00%
Below Average	2	1.60%
Poor	1	0.80%

Reasons customers provided a compliment		
	# of responses	% of Total
Friendly Service	13	9.92%
Quick Response	57	43.51%
Got what you needed	33	25.19%
Our email or mail process	6	4.58%
Other	22	16.79%

Suggested areas for improvement		
	# of responses	% of Total
Response time	10	22.22%
Technology Issue	4	8.89%
Customer Service Experience	6	13.33%
Answer you received	8	17.78%
Other	17	37.78%

CUSTOMER SATISFACTION ASSESSMENT ANALYSIS

For FY2019, responses were generally favorable in regards to the customers' experience with telephones, emails, and customer service representatives.

Customers that provided a compliment to the agency provided specific reasons to why their experience was rated as excellent or above average. 43% of these customer stated that our quick response to their questions via phone and/or email provoked them to provide a compliment. Other reasons for leaving a compliment were, got what they needed, friendly service, and efficient email and/or mail process.

Since January, 2019 the agency has allocated additional resources to increase satisfaction for those customers communicating with the agency electronically or by telephone. The wait time on telephone is an average of less than 2 minutes. The agency has implemented new features in the call center phone technology that allows a courtesy callback feature for customers to leave a phone number for a future callback. Call distribution was implemented where customers have the option to choose the reason for their inquiry and be placed in a queue to speak with staff trained to handle that specific inquiry. Precision queuing was created to allow contact center management the ability to immediately reallocate staff to address workload demands to various queues.

Additionally, the agency created more online service tools such as application status tracker, CE credit look-up, and application processing dates. These online service tools allow customer to self-serve and reduce the number of reasons they need to contact us via phone and/or email. The agency continues to look for ways to provide self-service options to our stakeholders, and this is reflected in the increase in total unique visitor to the agency website form FY 2018 to FY 2019, and a decreased total number of phone calls, walk-ins, and emails from FY 2018 to FY 2019. At the same time, the agency has focused on soliciting feedback from its stakeholders, as reflected in the increase in surveys conducted. All of this has had a positive impact on the customer experience with the agency as reflected in the increased percent of customers from FY 2018 to FY 2019 expressing overall satisfaction with the services they received, from 63.8% in FY 2018 to 90.6% in FY 2019.

The Board's SES division has implemented policies in response to a directive in the agency's 2018 Sunset report that the Board reduce complaint processing time to 180 days or less. As a result, the number of complaints processed by the Board in less than six months increased from 19% in FY 2018 to 55% in FY 2019. Additionally, the Board's complaint processing time was reduced from an average of 300 days in FY 2018, to an average of 196 days in FY 2019

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				
	FY2018		FY2019	
19% in FY 2018 to 55% in FY 2019. Additionally, Outcome measures				
• % of surveyed customer respondents expressing overall satisfaction with services received (excellent/good/fair)		63.8%		90.6%
• % of surveyed customer respondents identifying ways to improve service delivery (poor)		19%		9.3%
Output Measures				
• Total customers surveyed		663		1,092
• Total Customers served (walk-ins)		3,291		2,229
• Total number of phone calls received		316,780		230,813
• Total number of electronic contacts received (Emails)		111,445		49,778
• Total number of unique visits to the agency website		15,162,456		17,261,008
• Total number of services available via the agency website		78		83
Efficiency Measures				
Cost per customer surveyed		\$0.00		\$0.00
Explanatory Measures				
• Number of Customers Identified		196,488		203,839
• Number of customer groups inventoried		12		12
LICENSING				
	FY2018		FY2019	
	TREC	TALCB	TREC	TALCB
Efficiency Measures				
% of individual license renewals issued within 7 days	94.2%	79.3%	93.3%	87.3%
Explanatory Measures				
Total # of individuals licensed	189,843	6,645	197,151	6,688
ENFORCEMENT				
	FY2018		FY2019	
	TREC	TALCB	TREC	TALCB
Outcome Measures				
% of documented complaints resolved within 6 months	45.2%	19%	49.7%	55%
Output Measures				
Total # of complaints resolved	1,481	224	1,449	199
Efficiency Measures				
Average time for complaint resolution (in days)	206.6	300	194.0	196
Explanatory Measures				
Total # of jurisdictional complaints	1,385	154	1,594	152