

SFHSS Open Enrollment Surveys

January 9, 2020

Open Enrollment Surveys

SFHSS Member Services Staff: OE Preparedness Survey

- Two new Open Enrollment Preparedness surveys were designed as a follow up to the 2019 Employee Engagement Survey: Your Voice Matters
- The purpose of these two surveys was to measure SFHSS Member Services staff readiness specific to Open Enrollment and to inform improvements for next year.
- The first survey was given pre-Open Enrollment and a second after Open Enrollment closed on October 31
- There were 25 responses between the two surveys, both of which were accessible during/after work hours on computer and mobile devices
- Pre-OE survey gauged staff access to knowledge and resources, how supported and heard they feel by their department, and what opportunities they have had to collaborate with other SFHSS divisions
- Post-OE survey consisted mainly of open-ended questions regarding what additional knowledge and tools were needed for the future, what types of team support they received during OE, and what questions were asked most frequently during their OE interactions with members
- Staff agreed that overall they had the knowledge and resources needed for Open Enrollment and were confident in their ability to successfully engage members. Staff expressed a desire for more collaboration opportunities with other divisions and more training on Self Service eBenefits and PeopleSoft components.

Open Enrollment Surveys

SFHSS Membership: 2019 Open Enrollment Survey

- Survey distributed via email to active employees and retirees post Open Enrollment on November 6, 2019
- 971 responses were received with participation from 49 unique city departments
- DPH, MTA and HSA were the top departments to respond
- Three customer service benchmarks were calculated based on survey responses; Network Promoter Score (NPS), Customer Satisfaction Score (CSAT), and Customer Effort Score (CES)
- These evidence-based measurement tools are standards widely used by service oriented organizations to gauge client satisfaction, experience and loyalty; this first ever survey and production of these scores will set a baseline measurement for SFHSS

Open Enrollment Member Survey Appendix included at the end of the presentation for reference

Open Enrollment Surveys

SFHSS Membership OE Survey: Questions and Scores

| Customer Service Benchmark | Score Background and Calculation | Survey Question | Score |
|---|---|---|-----------------------|
| Customer Effort Score (CES) | Customer Effort Score (CES) is an indicator for SFHSS across divisions and represents our level of success in reducing membership effort to resolve problems quickly and easily. After aggregating the replies on a scale of 1 to 7 (the Strongly disagree to Strongly Agree range), a high average indicates that SFHSS is making things easy for our members. | <i>SFHSS made it easy for me to handle my Open Enrollment needs</i> | 5.9 out of 7 |
| Customer Satisfaction Score (CSAT) | This score focuses on specific interactions (a support event such as Open Enrollment or service avenue such as Self-Service eBenefits). CSAT is calculated by dividing all the positive responses (satisfied or very satisfied) by the total number of responses and multiplying by 100. | <i>How would you rate your experience with SFHSS Member Services during Open Enrollment</i> | 72% out of 100 |
| | | <i>How would you rate your experience using SFHSS Self-Service eBenefits?</i> | 84% out of 100 |

CES is developed by the Customer Contact Council, a division of the Corporate Executive Board (CEB)

CSAT is developed by CheckMarket Research

Open Enrollment Surveys

SFHSS Membership OE Survey: Questions and Scores

| Customer Service Benchmark | Score Background and Calculation | Survey Question | Score |
|-------------------------------------|--|---|---|
| Network Promoter Score (NPS) | <p>The essential thought behind this score is that members are more likely to share negative experiences than positive ones. The Net Promoter Score = % of promoters (respondents that rated between 9-10) – % of detractors (respondents that rated between 0-6).</p> <p>In the NPS range of -100 to +100, a “positive” score for NPS above 0 is considered “good”, +50 is “Excellent,” and above 70 is considered “world class.”</p> | On a Scale of 0-10, how likely would it be for you to recommend SFHSS to a colleague | Score 32 |
| Open Ended Questions | Open Ended questions included an opportunity to give specific comments and insight into member’s opinion, contact moments and experiences for continuous quality improvement. | Varied (e.g. identifying key benefits and improvement opportunities for accessing eBenefits online) | <i>This year’s comments expressed an overwhelming appreciation for having eBenefits available online.</i> |

NPS is developed by (and is a registered trademark of) Fred Reichheld, Bain & Company and Satmetrix, introduced in the 2003 Harvard Business Review

2019 Open Enrollment Survey Appendix

Member Responses: 937

January 9, 2020

Q1: What Department do you work in? Select one of the dropdown selections below.

Answered: 971 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|-------------------------------------|-----------|-----|
| DPH Public Health | 30.90% | 300 |
| MTA Municipal Transportation Agency | 10.09% | 98 |
| HSA Human Services Agency | 8.75% | 85 |
| PUC Public Utilities Commission | 7.93% | 77 |
| POL Police | 4.02% | 39 |
| AIR Airport Commission | 3.81% | 37 |
| LIB Public Library | 3.60% | 35 |
| DPW - Public Works | 3.40% | 33 |
| FIR Fire Department | 3.19% | 31 |
| ADM Gen Svcs Agency-City Admin | 2.47% | 24 |
| REC Recreation & Parks | 2.27% | 22 |
| CAT City Attorney | 1.85% | 18 |
| HSS Health Service System | 1.65% | 16 |
| CRT Superior Court | 1.44% | 14 |
| SFH Sheriff | 1.34% | 13 |
| CON Controller | 1.24% | 12 |
| ASR Assessor - Recorder | 1.03% | 10 |
| DT - Technology | 0.93% | 9 |
| DEM Emergency Management | 0.82% | 8 |

| | | |
|---------------------------------|-------|---|
| DHR Human Resources | 0.72% | 7 |
| PRT Port | 0.72% | 7 |
| RET Retirement System | 0.72% | 7 |
| ADP Adult Probation | 0.62% | 6 |
| CHF Children Youth and Families | 0.62% | 6 |
| CPC City Planning | 0.62% | 6 |
| DAT District Attorney | 0.51% | 5 |
| DBI Building Inspection | 0.51% | 5 |
| MYR Mayor's Office | 0.51% | 5 |
| PDR Public Defender | 0.51% | 5 |
| CSS Child Support Services | 0.41% | 4 |
| FAM Fine Arts Museum | 0.41% | 4 |
| HOM Homelessness Services | 0.41% | 4 |
| JUV Juvenile Probation | 0.41% | 4 |
| ENV Environment | 0.31% | 3 |
| TXX Treasurer/Tax Collector | 0.31% | 3 |
| BOS Board of Supervisors | 0.21% | 2 |
| CSC Civil Service Commission | 0.21% | 2 |
| AAM Asian Art Museum | 0.10% | 1 |

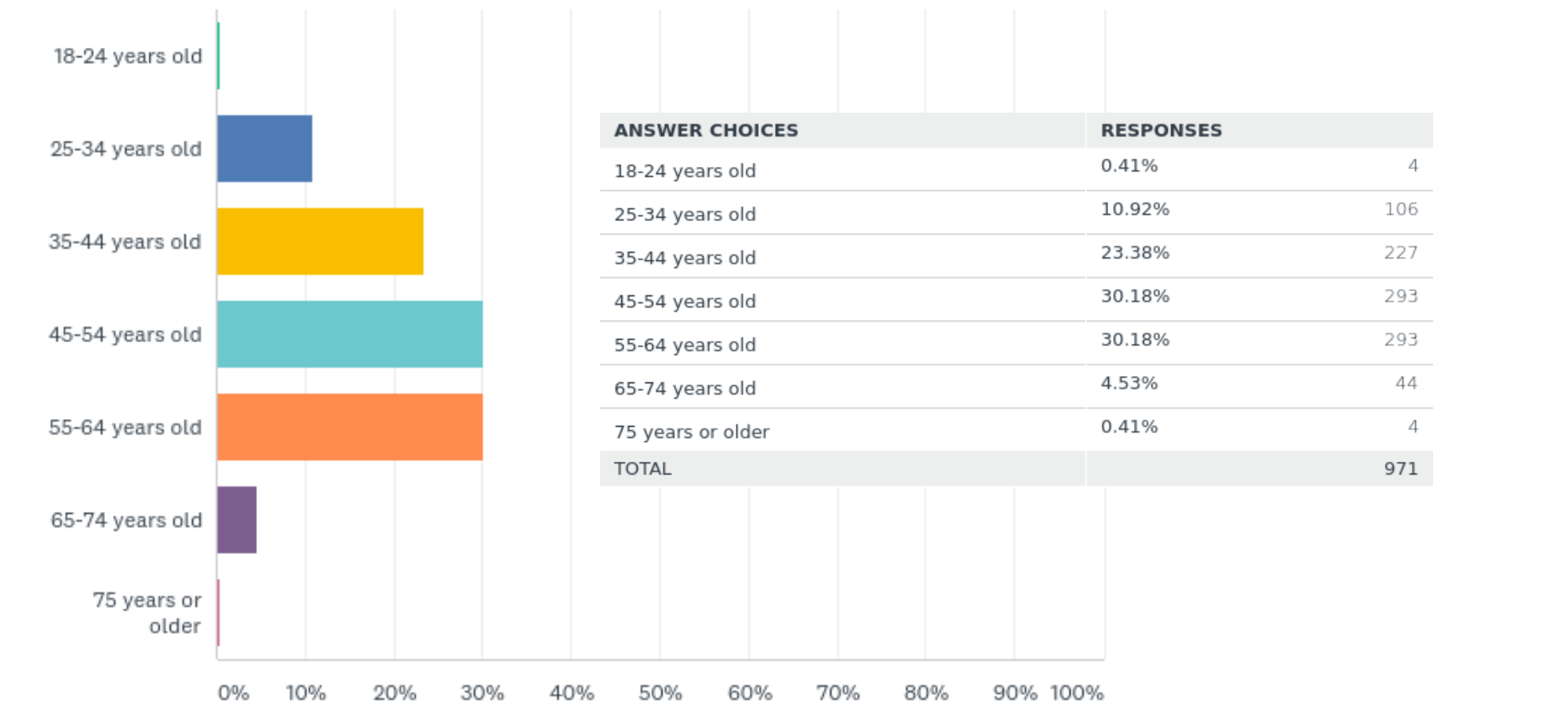
Q1 Continued: What Department do you work in? Select one of the dropdown selections below.

Answered: 971 Skipped: 0

| | | |
|--------------------------------------|-------|-----|
| BOA Board of Appeals - PAB | 0.10% | 1 |
| ECN Economic & Workforce Development | 0.10% | 1 |
| ETH Ethics Commission | 0.10% | 1 |
| LLB Law Library | 0.10% | 1 |
| ART Arts Commission | 0.00% | 0 |
| CFC Children & Families Commission | 0.00% | 0 |
| HRC Human Rights Commission | 0.00% | 0 |
| REG Elections | 0.00% | 0 |
| RNT Rent Arbitration Board | 0.00% | 0 |
| WAR War Memorial | 0.00% | 0 |
| WOM Status of Women | 0.00% | 0 |
| TOTAL | | 971 |

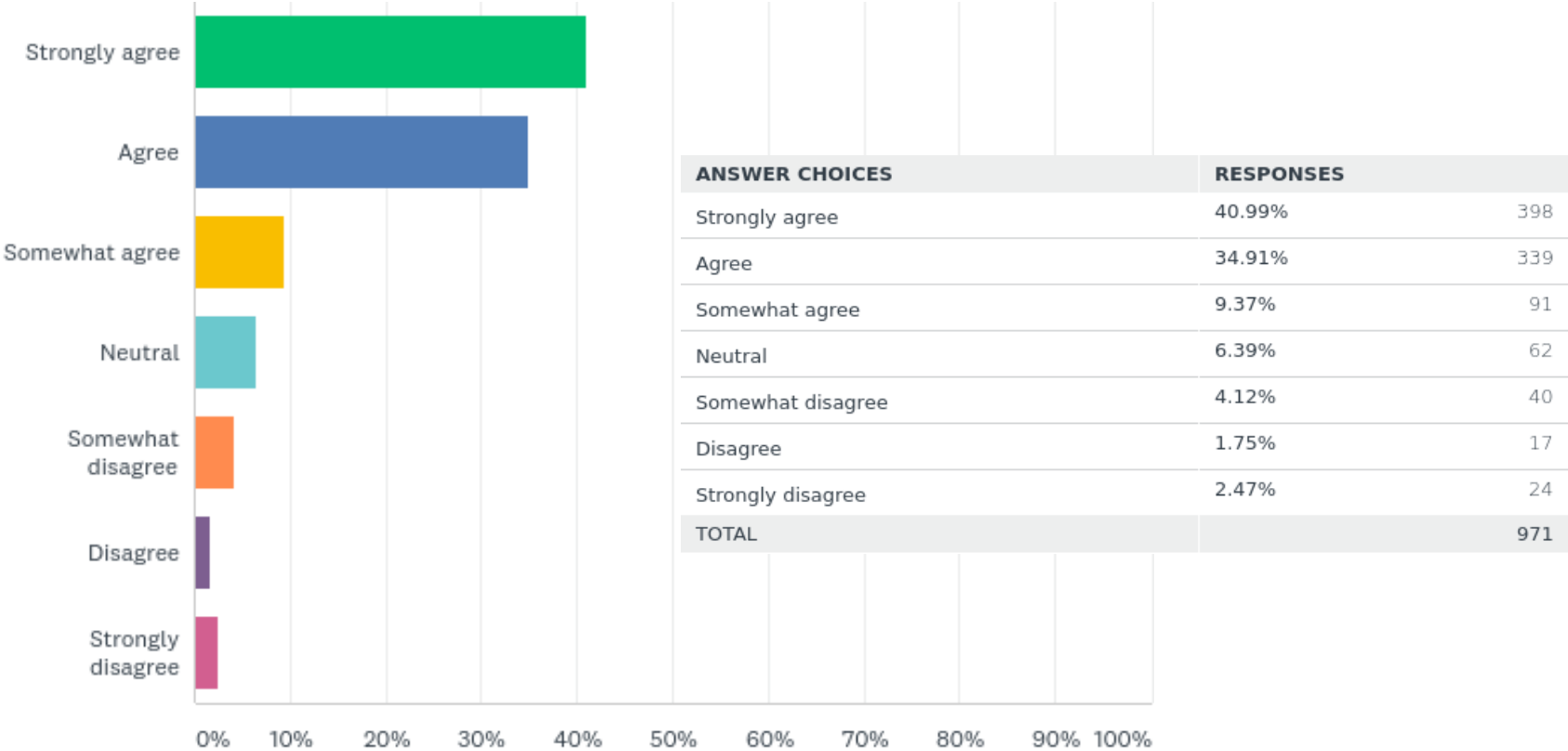
Q2: Age Range

Answered: 971 Skipped: 0



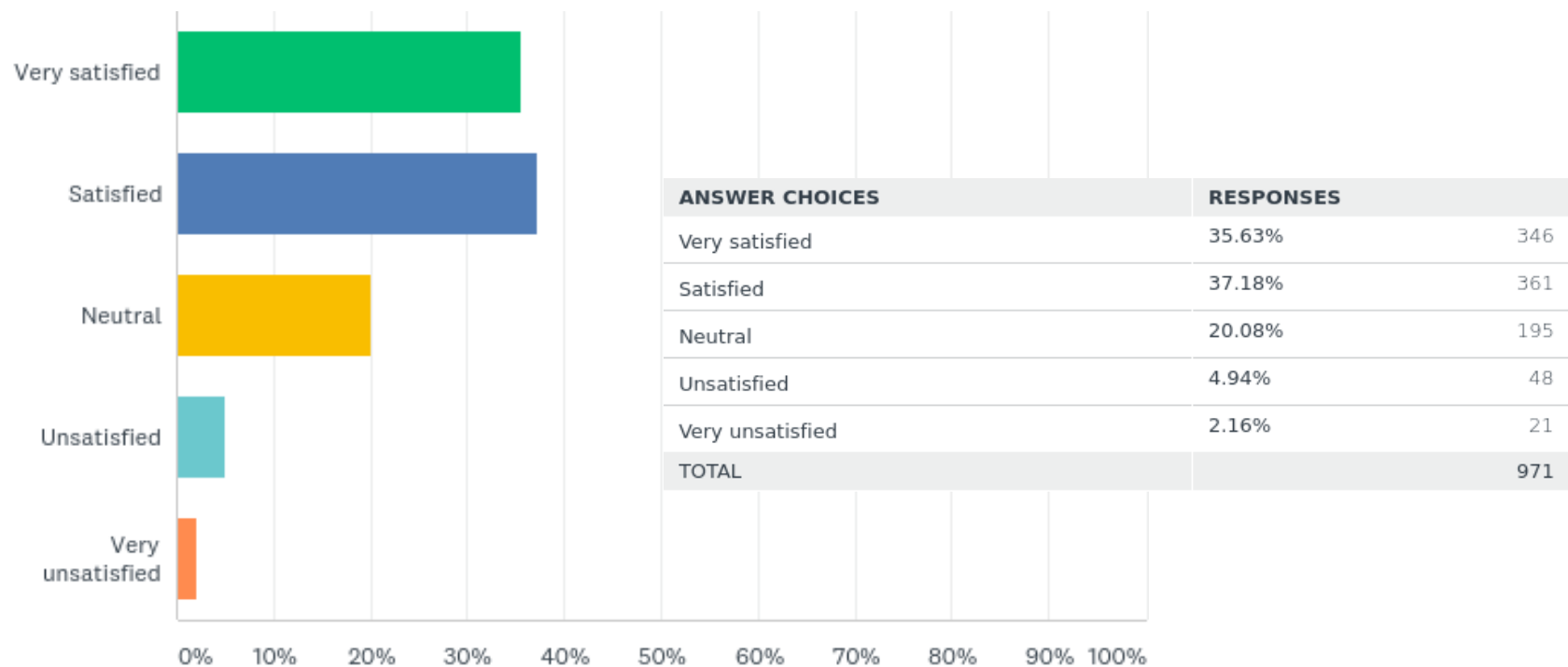
Q3: SFHSS made it easy for me to handle my Open Enrollment needs.

Answered: 971 Skipped: 0



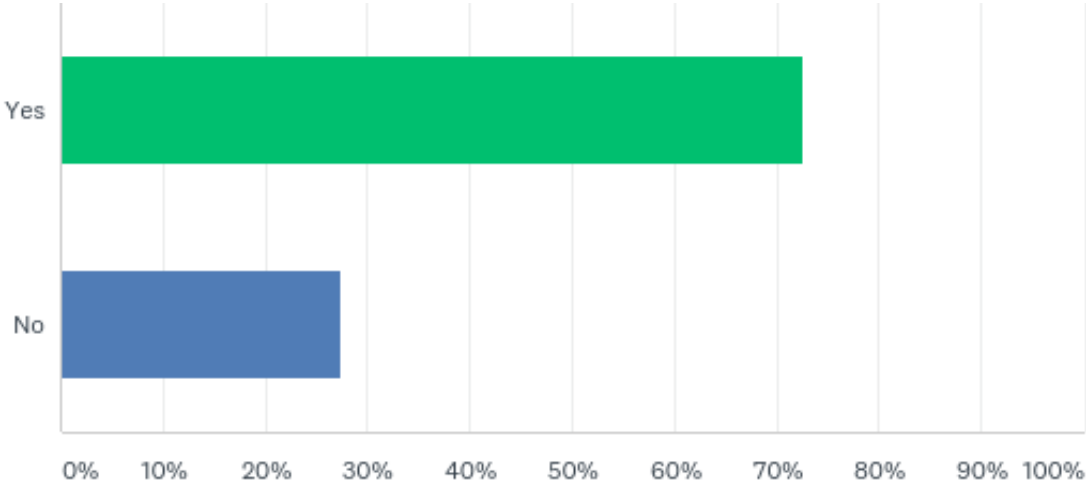
Q4: How would you rate your experience with SFHSS Member Services during Open Enrollment?

Answered: 971 Skipped: 0



Q5: Did you access SFHSS Self-Service eBenefits for Open Enrollment this year?

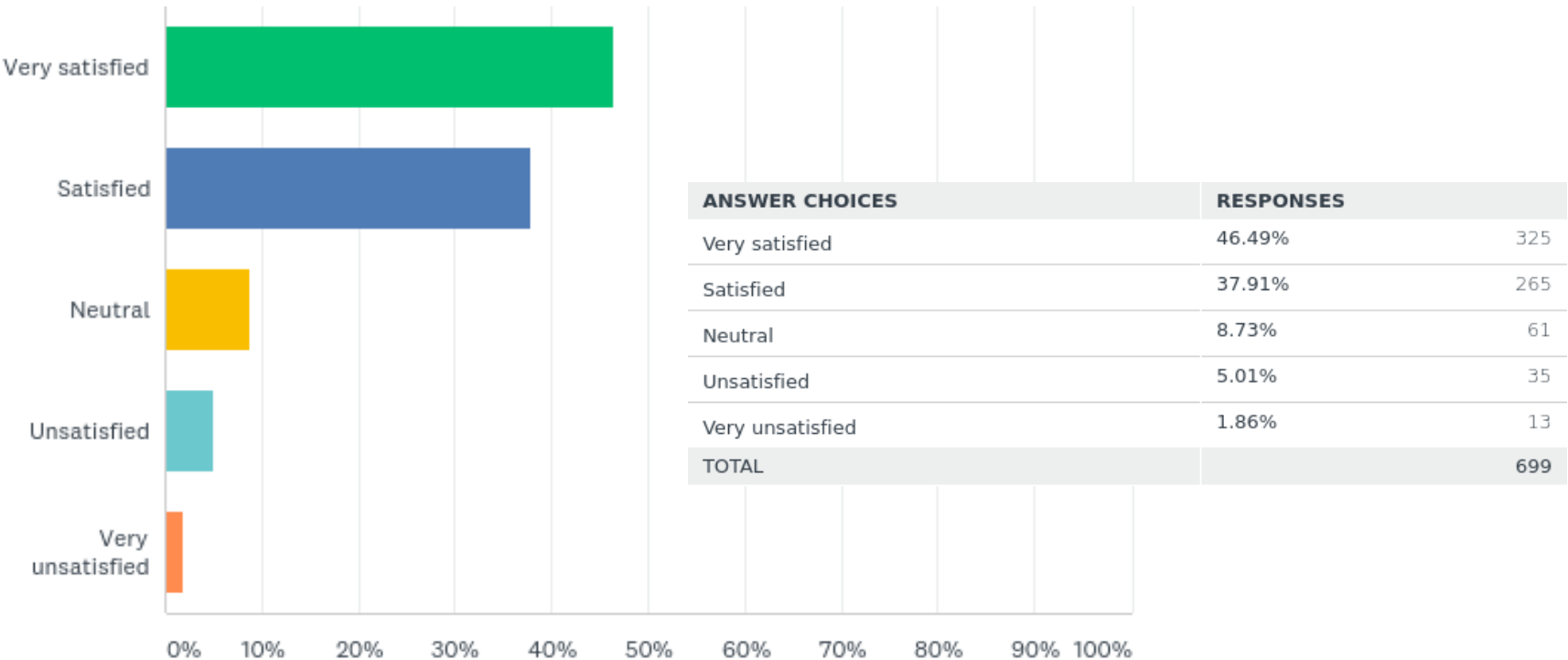
Answered: 971 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 72.50% | 704 |
| No | 27.50% | 267 |
| TOTAL | | 971 |

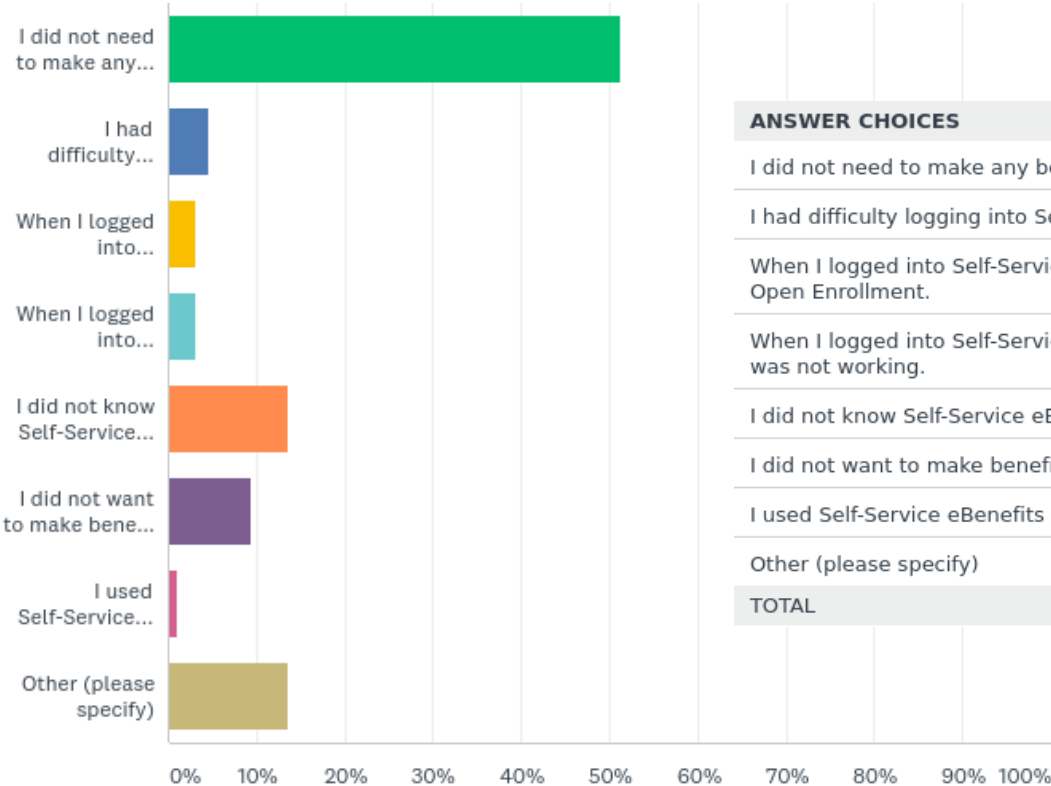
Q6: If you selected "Yes," how would you rate your experience using SFHSS Self-Service eBenefits?

Answered: 699 Skipped: 272



Q7: If you selected "No," please identify the reason why you did not use SFHSS Self-Service eBenefits.

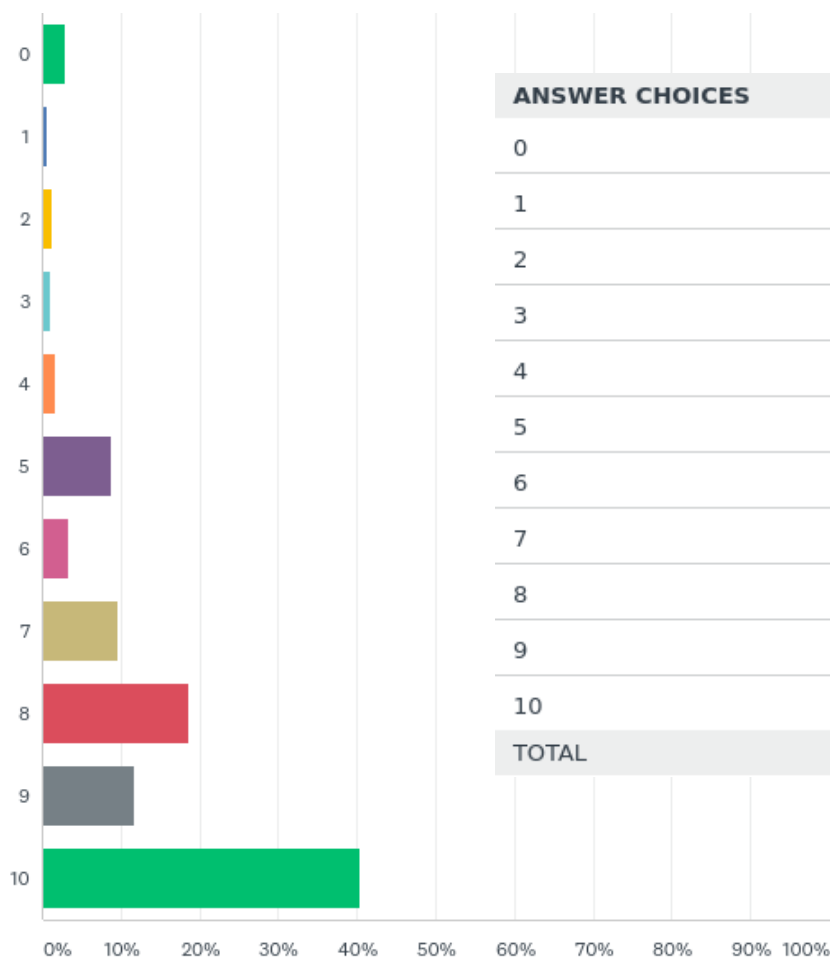
Answered: 263 Skipped: 708



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| I did not need to make any benefit changes this year. | 51.33% | 135 |
| I had difficulty logging into Self-Service eBenefits online. | 4.56% | 12 |
| When I logged into Self-Service eBenefits, I did not have a link for Open Enrollment. | 3.04% | 8 |
| When I logged into Self-Service eBenefits, the Open Enrollment link was not working. | 3.04% | 8 |
| I did not know Self-Service eBenefits online was an option. | 13.69% | 36 |
| I did not want to make benefit elections online. | 9.51% | 25 |
| I used Self-Service eBenefits so this question does not apply to me. | 1.14% | 3 |
| Other (please specify) | 13.69% | 36 |
| TOTAL | | 263 |

Q8: On a scale of 0-10, how likely would it be for you to recommend SFHSS to a colleague?

Answered: 937 Skipped: 34



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| 0 | 2.99% | 28 |
| 1 | 0.64% | 6 |
| 2 | 1.28% | 12 |
| 3 | 1.07% | 10 |
| 4 | 1.60% | 15 |
| 5 | 8.75% | 82 |
| 6 | 3.31% | 31 |
| 7 | 9.61% | 90 |
| 8 | 18.68% | 175 |
| 9 | 11.63% | 109 |
| 10 | 40.45% | 379 |
| TOTAL | | 937 |