USDA Forest Service Research and Development

FY 2015 Customer Satisfaction Survey
February 12, 2015
Agenda

- Background
- Key Findings
- Drivers of Satisfaction
- Segmentation
- Summary & Recommendations
Project Background

- Study conducted with individuals who contacted the Forest Service Research and Development (FS R&D) to obtain products and services.

- This is the fourth measure of this segment with previous measures in 2006, 2009 and 2012.

- Questionnaire jointly developed by FS R&D and CFI Group.

- FS R&D provided lists of names and email addresses for FS R&D customers - invitations were sent to 9,561 e-mail addresses.

- Data were collected from October 28, 2014 through November 21, 2014.

- A total of 1,173 individuals responded (12%). Of these, 842 qualified to take the survey (9%).
Key Findings
The Customer Satisfaction Index (CSI) for Forest Service R&D is 76 points.

This represents a 3 point decline from the previous measure in 2012.

Results are still higher than the baseline measure.

Customer Satisfaction Over Time

<table>
<thead>
<tr>
<th>Year</th>
<th>Customer Satisfaction Index</th>
<th>Overall satisfaction</th>
<th>Compared to expectations</th>
<th>Compared to the ideal</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>72</td>
<td>78</td>
<td>70</td>
<td>66</td>
</tr>
<tr>
<td>2009</td>
<td>75</td>
<td>80</td>
<td>73</td>
<td>70</td>
</tr>
<tr>
<td>2012</td>
<td>79</td>
<td>83</td>
<td>76</td>
<td>75</td>
</tr>
<tr>
<td>2015</td>
<td>76</td>
<td>81</td>
<td>70</td>
<td>75</td>
</tr>
</tbody>
</table>
With the CSI score of 76, US FS R&D is on par with the industry benchmarks.

US FS R&D also scores above the federal government average (64).
Drivers of Customer Satisfaction – Over Time

- The highest scoring CSI driver, Staff, has a steady performance in 2015 (92).
- The scores for other drivers of CSI have declined slightly in 2015, with the largest decline for Communications (-6).

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**Drivers of Customer Satisfaction – Over Time**

<table>
<thead>
<tr>
<th></th>
<th>Products</th>
<th>Services</th>
<th>Accessibility</th>
<th>Communication</th>
<th>Relevance &amp; Quality</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>81</td>
<td>84</td>
<td>77</td>
<td>68</td>
<td>69</td>
<td>88</td>
</tr>
<tr>
<td>2009</td>
<td>84</td>
<td>85</td>
<td>79</td>
<td>71</td>
<td>72</td>
<td>90</td>
</tr>
<tr>
<td>2012</td>
<td>86</td>
<td>88</td>
<td>82</td>
<td>76</td>
<td>76</td>
<td>92</td>
</tr>
<tr>
<td>2015</td>
<td>84</td>
<td>86</td>
<td>80</td>
<td>70</td>
<td>74</td>
<td>92</td>
</tr>
</tbody>
</table>
Despite the decline in customer satisfaction, FS R&D customers:
- are slightly more confident about FS R&D products and services.
- hold slightly stronger belief that FS R&D products and services make a difference in their ability to work successfully.
- The customers also hold a consistent likelihood towards using FS R&D products and services, compared to last measure.

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2009</th>
<th>2012</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood to Recommend</td>
<td>83</td>
<td>85</td>
<td>88</td>
<td>87</td>
</tr>
<tr>
<td>Likelihood to use products and services in future</td>
<td>89</td>
<td>90</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>Confidence in using products and services</td>
<td>82</td>
<td>84</td>
<td>86</td>
<td>87</td>
</tr>
<tr>
<td>Difference FS products and services make</td>
<td>73</td>
<td>75</td>
<td>77</td>
<td>78</td>
</tr>
</tbody>
</table>
Staff is the highest scoring CSI driver with a high impact on FS R&D CSI, along with Relevance & Quality.

The low scores and high impact for Relevance & Quality provide a window for improvement where small developments would lead to high gains in CSI.

Communications has the lowest scores, and its moderate impact on CSI makes it the next area of improvement.

Customer Satisfaction Model 2015

- **Products**: 84 (1.2)
- **Services**: 86 (0.8)
- **Accessibility**: 80 (0.2)
- **Communication**: 70 (0.6)
- **Relevance & Quality**: 74 (1.5)
- **Staff**: 92 (1.5)

Customer Satisfaction Index: 76

- **Recommend**: 87 (4.0)
- **Future Use**: 92 (2.5)
- **Confidence**: 87 (3.3)
- **Make a difference**: 78 (3.6)

Sample Size: 842
Relevance and Quality remains a high priority in order to improve satisfaction. Providing solutions that are workable with your resources and providing detailed (71) and actionable solutions are the low scoring attributes within Relevance & Quality, (72) can be considered for improvements owing to relatively low scores.

Areas such as Communication that are lower performing, but also lower impact can serve as a secondary target for improvement. Proactive communication with more information about the availability of new products and service offerings can lead to improvements in the customer experience.
Improving Future Service

- Create a one-stop shopping website (7%)
- Make websites more user-friendly (7%)
- Make more information/data available via the Internet (9%)
- Make more publications, especially older legacy publications, available on Internet (11%)
- Make users aware when new information/data is available/do more to advertise new products/services, new projects, and successes (12%)
- Increase collaboration with researchers from outside FS R&D (13%)
- Focus R&D on questions raised by natural resource managers (20%)
- Increase the capacity to do research (21%)

The customer feedback for ‘Most important area of improvement’, also showcases Relevance & Quality and Communications as key focus areas, with:

- 21% asking to increase collaboration with researchers from outside FS R&D.
- 20% asking to focus R&D on questions raised by natural resource managers
- 12% asking to make users aware when new information/data is available/do more to advertise new products/services, new projects, and successes
- 9% asking to make more information/data available via the Internet
Drivers of Customer Satisfaction
Drivers of Satisfaction (Staff)

- Staff scores held steady as compared to 2012, with no change in any of the attribute scores in 2015.
- Staff is the highest scoring driver in 2015 with a score of 92.
- It also has the highest impact on satisfaction along with Relevance and Quality (both with impacts of 1.5).

<table>
<thead>
<tr>
<th>Attribute</th>
<th>2015</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>Courteousness</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>Knowledge</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>Timeliness in responding</td>
<td>88</td>
<td>88</td>
</tr>
</tbody>
</table>

○ ○ Indicates higher/lower score significance compared to previous phase at 90% confidence

N=749
Customer Comments – Staff

‘Excellent services that are very professional and reliable. I have been working closely with [name] and found him to be extremely knowledgeable, professional, and helpful!’

‘It’s really a great organization with researchers that are very accessible. Good scientists that are easier to access than University researchers’

‘Excellent services that are very professional and reliable.’

‘The people are great - better information and organization online would be great. Thanks for all you do!’

‘I always have a good experience with USFS R&D people.’

‘I’ve had a fantastic experience working with individuals in the Forest Service. They’ve been incredibly helpful, resourceful, and imaginative in helping our school reach our Forest Service-related goals.’
Drivers of Satisfaction (Relevance and Quality)

- Relevance and Quality (along with Staff) has the highest impact (1.5) of all driver areas.
- This area presents the greatest opportunity to leverage satisfaction at this time.

<table>
<thead>
<tr>
<th>Feature</th>
<th>2015</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addresses problems, issues or needs you currently face</td>
<td>74</td>
<td>76</td>
</tr>
<tr>
<td>Helps anticipate emerging problems, issues or needs you might face</td>
<td>74</td>
<td>76</td>
</tr>
<tr>
<td>Provides detailed and actionable solutions</td>
<td>72</td>
<td>74</td>
</tr>
<tr>
<td>Provides solutions that are workable with your resources</td>
<td>71</td>
<td>72</td>
</tr>
</tbody>
</table>

- Indicates higher/lower score significance compared to previous phase at 90% confidence

N=830
Customer Comments – Relevance & Quality

‘Do more research that has practical applications, IE if it is wildlife research how does it interact with harvest or recreation, if climate change research how is it affected by resource manipulation or human contact.’

‘Provide more applied, resource management based research that can be used on the ground today. Work with land managers more closely to develop research needs. Continue to work close with other branches of the FS such as Forest Health Protection.’

‘I would like to see more research directed on real-world practical needs.’

‘Stay in touch with resource needs. Often it seems researchers choose to focus their time on whatever they like.’

‘Keep a significant portion of Forest Service research focused on the pressing, challenging management questions in each region.’
The area of Products continues to be one of the key drivers of satisfaction with an impact of 1.2.

Products are rated as being scientifically sound and an authoritative source with scores of 87 for those attributes.

Attributes that measure the integrity of the products such as being accurate and up-to-date and unbiased also rated highly – in the low 80s.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>2015</th>
<th>2012</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products</td>
<td>86</td>
<td>84</td>
<td>1.2</td>
</tr>
<tr>
<td>Scientifically sound</td>
<td>89</td>
<td>87</td>
<td></td>
</tr>
<tr>
<td>Authoritative source (provided by subject matter experts)</td>
<td>89</td>
<td>87</td>
<td></td>
</tr>
<tr>
<td>Accurate and up-to-date</td>
<td>86</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td>Unbiased</td>
<td>85</td>
<td>82</td>
<td></td>
</tr>
<tr>
<td>Comprehensive</td>
<td>84</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>Easy to understand</td>
<td>83</td>
<td>80</td>
<td></td>
</tr>
</tbody>
</table>

○ ○ = Indicates higher/lower score significance compared to previous phase at 90% confidence
Services remain highly rated at 86.
Knowledge of subject matter is again the highest rated attribute (89).
Scores were also strong for the ability of the presenter/consultant to answer your questions (87), usefulness of the information presented/provided (85) and clarity of information presented/provided (85).
Drivers of Satisfaction (Communication)

- Communication remains one of the lowest rated drivers with a score of 70.
- Communication is rated the highest for Products Being Clearly Identified as Coming from Forest Service R&D (79).
- With an 8-point decline in scores for Informing about the availability of new product and service offerings, it seems Forest Service R&D customers expect relatively more proactive information about new offerings.
Customer Comments – Communication

‘A list serve announcing new publications. This would be especially useful if filters were available so you only got notified of stuff in your fields of interest.’

‘Have notices of webinars, new publications; ask what research needs to be done.’

‘Alerting users to changes in underlying data sets would be helpful. Thank you for your hard work protecting natural resources and watersheds of the nation!’

‘I think the major problem afflicting program delivery for the USFS is its ability to get the information to the consumer. When most USFS employees prefer to use Google over USFS website search engines, that to me is telling.

‘Connect more with emails on providing info on what is available and where’

‘The people are great - better information and organization online would be great. Thanks for all you do!’

‘Love FPL’s newsletters - provide great range of info that often prompts me to get more in-depth info from them.’
- Accessibility scored 80 in 2015 and has a relatively low impact on satisfaction of 0.2.
- The highest score is for the design and presentation of material (82).
- Ease of finding information, while still rated the lowest in this area, maintained a solid score of 76.

**Drivers of Satisfaction (Accessibility)**

- **Accessibility**: Scored 80 in 2015, with an impact of 0.2.
- **Design and presentation of material**: Scored 82, highest among the categories.
- **Organization of material**: Scored 80, second highest.
- **Ease of finding information**: Scored 76, lowest among the categories.

_N=840_
Segmentation
Work Profile

Organization you work for

- Federal Agency: 26% (2015) vs. 27% (2012)
- State or Local Government Agency: 24% (2015) vs. 20% (2012)
- College/University Education: 23% (2015) vs. 22% (2012)
- Non-Profit Agency/Organization: 12% (2015) vs. 9% (2012)
- Business/Commercial: 8% (2015) vs. 12% (2012)
- Other: 6% (2015) vs. 10% (2012)

Work for the USDA Forest Service

- Yes: 67% (2015) vs. 55% (2012)
- No: 33% (2015) vs. 45% (2012)

- FS R&D customer base for 2015, represents slightly higher proportions of:
  - Non Profit organizations (12%),
  - College /University Education (23%),
  - State or Local Government agencies (24%)

- There has also been an increased usage of FS R&D products and services among those who work for USDA Forest Service (+12%).

N= 2015 – 842, 2012 – 696
College / university and state / local government customer segments (about 47% of 2015 customer base), are the most satisfied (CSI 78/77).

Those working with USDA Forest Service are relatively less satisfied with the lowest CSI of 72, which is driven by relatively low scores for Communications (65) and Relevance & Quality (67).

Compared to CSI from the last measure (2012), Non-profit agencies / organizations, show the largest decline in CSI (-10). These customer segments form a slightly higher proportion of the total FS R&D customer base in 2015, compared to 2012 (+3%).

<table>
<thead>
<tr>
<th>Customer Segment</th>
<th>CSI</th>
<th>Products</th>
<th>Services</th>
<th>Accessibility</th>
<th>Communication</th>
<th>Relevance and Quality</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>College/University Education</td>
<td>78</td>
<td>85</td>
<td>88</td>
<td>80</td>
<td>72</td>
<td>77</td>
<td>93</td>
</tr>
<tr>
<td>State or Local Government Agency</td>
<td>77</td>
<td>84</td>
<td>86</td>
<td>81</td>
<td>73</td>
<td>76</td>
<td>92</td>
</tr>
<tr>
<td>Federal Agency</td>
<td>75</td>
<td>84</td>
<td>86</td>
<td>79</td>
<td>66</td>
<td>70</td>
<td>90</td>
</tr>
<tr>
<td>Business/Commercial</td>
<td>74</td>
<td>82</td>
<td>87</td>
<td>78</td>
<td>68</td>
<td>70</td>
<td>90</td>
</tr>
<tr>
<td>USDA Forest Service</td>
<td>72</td>
<td>83</td>
<td>85</td>
<td>78</td>
<td>65</td>
<td>67</td>
<td>89</td>
</tr>
<tr>
<td>Non-Profit Agency/Organization</td>
<td>72</td>
<td>80</td>
<td>83</td>
<td>78</td>
<td>67</td>
<td>71</td>
<td>91</td>
</tr>
</tbody>
</table>
FS R&D customer base is largely composed of Technical/Professional work profiles (44%).

The 3 point decline in CSI is largely driven by non technical customers, those from Executives (-5), Administrative (-6) and Research (-4) profiles.
User Profile – Organization Unit

<table>
<thead>
<tr>
<th>Organization Unit</th>
<th>2012</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Research Station</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Southern Research Station</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Pacific Southwest Research Station</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>International Institute of Tropical Forestry</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Washington Office</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Rocky Mountain Research Station</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>Pacific Northwest Research Station</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Forest Products Laboratory</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

N= 2015 – 842, 2012 – 696
FS R&D customers using International Institute of Tropical Forestry and Washington Office have slight improvement in CSI in 2015.

Among the remaining organization units, Pacific Southwest Research Station has the largest decline in CSI (-9 points) with the largest gain in usage among FS R&D customer base in 2015.
User Profile – Strategic Program Area

N= 2015 – 842, 2012 – 696

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The customer segment aligned to Inventory and Monitoring SPA has shown a positive trend in CSI (+4), together with an increased proportion of customers with this SPA (from 12% in 2012 to 18% in 2015).

On the other hand, customer segments closely aligned with Outdoor Recreation and Wildlife and Fish SPAs, show a larger differential trend in CSI in 2015, compared to 2012.
User Profile – Products Used

- Technical articles/reports describing research methods and results: 86% (2015), 90% (2012)
- Popular articles/reports/newsletters highlighting research results: 56% (2015), 56% (2012)
- Reports presenting current forest resource statistics: 51% (2015), 44% (2012)
- Decision support tools: 30% (2015), 27% (2012)
- Reports analyzing long-term forest and rangeland resource trends: 30% (2015), 31% (2012)
- Comprehensive syntheses of prior research: 29% (2015), 31% (2012)
- Environmental/Conservation education materials: 19% (2015), 20% (2012)
- Other: 5% (2015), 5% (2012)
- Not applicable: 2% (2015), 1% (2012)

- FS R&D customers have increased usage of reports presenting current forest resource statistics (+7%) and decision support tools (=3%).

- However, the customers using these two products are among those who are relatively less satisfied together with those using technical articles/reports describing research methods and results and comprehensive syntheses of prior research (CSI=76).
Forest Service R&D has an upward trend in 2015 for service usage across different services offered.

Larger increases indicated for Consultations with FS R&D personnel (by phone, e-mail, or in person) and Presentations by FS R&D personnel at professional and other meetings (+17%).
There has been a slight decline in CSI across all service types in 2015, relatively larger decline for Consultations with FS R&D personnel (-3), which is among those with large gains for usage in 2015.
Customer Satisfaction – Services Used

<table>
<thead>
<tr>
<th>Service Provided</th>
<th>CSI</th>
<th>Communication</th>
<th>Informing you about the availability of new product and service offerings</th>
<th>Providing schedules for conferences and workshops</th>
<th>Products/services being clearly identified as coming from FS R&amp;D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentations by FS R&amp;D personnel at professional and other meetings</td>
<td>77</td>
<td>71</td>
<td>68</td>
<td>69</td>
<td>80</td>
</tr>
<tr>
<td>FS R&amp;D sponsored workshops/training sessions</td>
<td>78</td>
<td>75</td>
<td>72</td>
<td>74</td>
<td>80</td>
</tr>
<tr>
<td>FS R&amp;D sponsored on-site demonstrations</td>
<td>78</td>
<td>72</td>
<td>69</td>
<td>69</td>
<td>81</td>
</tr>
<tr>
<td>Consultations with FS R&amp;D personnel (by phone, e-mail, or in person)</td>
<td>77</td>
<td>70</td>
<td>66</td>
<td>67</td>
<td>79</td>
</tr>
</tbody>
</table>

This decline in CSI for Customers accessing the consultations with FS R&D personnel is largely driven by lower ratings for Communications in 2015 (-6 points compared to 2012).

As compared to those using other services, this customer segment has shown:

- The largest decline in Communications scores in 2015.
- Lowest scores for Communications in 2015.
FS R&D customers continue to strongly prefer downloading publications and other information from the web to access the products and services available.

At the same time, there is also an increase in customers directly contacting with scientists/technicians/technology transfer specialists (+5%) and attending conferences/workshops/demonstrations to access the products and services available (+2%).

N= 2015 – 842, 2012 – 696
## Customer Satisfaction - Accessing Products & Services

<table>
<thead>
<tr>
<th>Activity</th>
<th>CSI</th>
<th>Products</th>
<th>Services</th>
<th>Accessibility</th>
<th>Communication</th>
<th>Relevance and Quality</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requesting hard copies of publications and other information</td>
<td>79</td>
<td>87</td>
<td>85</td>
<td>85</td>
<td>71</td>
<td>77</td>
<td>92</td>
</tr>
<tr>
<td>Direct contact with scientists/technicians/technology transfer specialists</td>
<td>77</td>
<td>83</td>
<td>89</td>
<td>84</td>
<td>71</td>
<td>76</td>
<td>92</td>
</tr>
<tr>
<td>Downloading publications and other information from the web</td>
<td>75</td>
<td>83</td>
<td>85</td>
<td>76</td>
<td>69</td>
<td>72</td>
<td>91</td>
</tr>
<tr>
<td>Attending conferences/workshops/demonstrations</td>
<td>74</td>
<td>81</td>
<td>82</td>
<td>81</td>
<td>74</td>
<td>71</td>
<td>90</td>
</tr>
</tbody>
</table>

- Those requesting hard copies of publications and other information (9%) are most satisfied (CSI=79), followed by those directly contacting with scientists/technicians/technology transfer specialists (26%, CSI=77).
- Those attending conferences/workshops/demonstrations (7%) are relatively less satisfied (CSI=74). They also score low for Products (81) and Relevance & Quality (71), compared to other customer segments. However, these customers are the most satisfied with the Communications from FS R&D (74).
The proportion of FS R&D customers visiting FS R&D website stays consistent in 2015.

Those visiting FS R&D website recently are slightly more content with areas like:

- Communications (+3) - A large difference in ratings for Providing schedules for conferences and workshops (+6).
- Products (+1) - A large difference in ratings for Accurate and up-to-date products (+2).
Summary & Recommendations
Summary - Drivers of Customer Satisfaction

- The USDA Forest Service R&D Staff continues to be the highest rated of all satisfaction driver areas with a score of 92. Respondents found the Staff to be courteous, knowledgeable and timely in their responses. Forest Service R&D Staff (along with Relevance and Quality) had the highest impact on Satisfaction.

- Relevance and Quality, while having a high impact on satisfaction, declined 2 points and remains one of the lower scoring drivers at 74. As a result, it should be a continued focus for improvements. Providing detailed and actionable solutions and providing solutions that are workable with customers’ resources show scope of improvement for improved customer experience.

- The area of Products continues to be one of the key drivers of satisfaction with an impact of 1.2. Products are rated as being scientifically sound and an authoritative source with scores of 87 for those attributes.

- Services remain highly rated at 86 with a moderate impact of 0.8. “Knowledge of subject matter” is again the highest rated attribute (89).

- Communication remains one of the lowest rated drivers with a score of 70 and has a minor impact on satisfaction (0.6). Communication is rated the highest for Products Being Clearly Identified as Coming from Forest Service R&D (79). However, providing more information about availability of new products and services can lead to small gains in customer satisfaction.

- Accessibility scored 80 in 2015 and has a relatively low impact on satisfaction of 0.2. The highest score is for the “design and presentation of material” (82). “Ease of finding information”, while still rated the lowest in this area, maintained a solid score of 76.
FS R&D customer base for 2015, represents slightly higher proportions of Non Profit organizations (12%), College /University Education (23%) and State or Local Government agencies (24%). The existing customer base is largely composed of Technical/Professional work profiles (44%).

Respondents indicated the Organizational Unit that they use most frequently was the Northern Research Station (27%) and the Southern Research Station (17%). Those using International Institute of Tropical Forestry and Washington Office have slight improvements in CSI in 2015.

Resource Management and Use was again the Strategic Program Area with which most respondents indicated they were most closely aligned (35%) while Inventory and Monitoring rose 6 points to 18% together with a positive trend in CSI (+4 points).

While there has been a stable usage of the website compared to 2012 (79% visited website), downloading publications from the web is the most popular method of accessing products with 57% typically downloading products. Those visiting FS R&D website recently have indicated to be slightly more content with areas like, Communications (+3) and Products (+1).

FS R&D customers have increased usage of reports presenting current forest resource statistics (+7%) and decision support tools (=3%).

Forest Service R&D has an upward trend in 2015 for service usage across different services offered to the larger increase for Consultations with FS R&D personnel (by phone, e-mail, or in person) and Presentations by FS R&D personnel at professional and other meetings (+17%).
Key Recommendations

Focusing on those areas that have a high impact on satisfaction and are lower performing is recommended in order to improve customer satisfaction.

- **Top Priority – lower score and high impact on satisfaction**
  - The Relevance and Quality of the products and services of Forest Service R&D remain the highest priority. Any initiatives that address "real world" issues and clearly state how research can be applied to create innovative resource management strategies in support of long term Forest Service goals would be helpful in raising satisfaction.

- **Second Priority – lower score and moderate impact on satisfaction**
  - Areas such as Communication that are lower performing, but also lower impact can serve as a secondary target for improvement. Proactive communication with more information about the availability of new products and service offerings can lead to improvements in customer experience.
Key Recommendations

- **Strengths and Areas to Maintain – high score and high to moderate impact on satisfaction**

  > Customers feel that the Staff of Forest Service R&D is highly knowledgeable and very timely in their responses. Services rate highly for presenter’s knowledge and providing clear, useful information. This is especially noteworthy since many respondents acknowledge funding/staffing challenges. Although Staff has a high impact on satisfaction, due to the high ratings, Forest Service R&D should maintain current practices rather than actively targeting this area for improvement.

  > Products were generally well received as being scientifically sound and authoritative and had a high impact on satisfaction. A number of respondents, however, indicated that they did not use many products due to unawareness of research resources available to them. This may be a case where the increased communication on the products available would help researchers find new areas of research and would in turn increase product satisfaction as more products are used. It is recommended that FS R&D investigate new channels to reach more users in order to educate them on the products available.

  > Services remains a highly rated driver. Customers appreciate the knowledge of subject matter and the ability of the presenter/consultant to answer the questions. These should be considered as a continuous practice for better customer experience.