

 Council on Licensure,
Enforcement and Regulation



2012 Annual Educational Conference - September 6-8
San Francisco, California

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Contractors State License Board


Promoting Regulatory Excellence

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Agenda

- Contractors State License Board (CSLB) Profile
- Survey Development & Implementation
 - Customer Service Model (ACSI)
- Arbitration Program Survey
- Strategic Use of Customer Surveys
- Recommendations


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Mission

The Contractors State License Board protects consumers by regulating the construction industry through policies that promote the health, safety, and general welfare of the public in matters relating to construction.


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CSLB Profile 2011

- 303,400 licensed contractors
- 43 classifications
- 53,200 license exams
- 19,000 complaints against contractors


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How often does your agency survey customers?

- A. Monthly
- B. Quarterly
- C. Annually
- D. Biennially
- E. No regular program in place


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What is the primary purpose of your survey program?

- A. Meet mandated requirements
- B. Monitor customer service; flag problems
- C. Continuously improve customer service
- D. Other


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CSLB Customer Survey Program

- Implemented 1993
- Report to Legislature
- Management information


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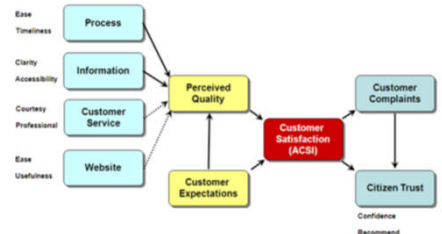
Survey Development

- Who develops survey?
- Item development

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Customer Service Model



Source: theacsi.org


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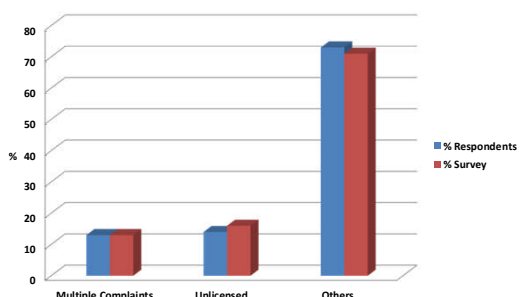
Survey Development, cont.

- Development process
- Demographics
- Match response to complaint

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Complaint Priority 2011

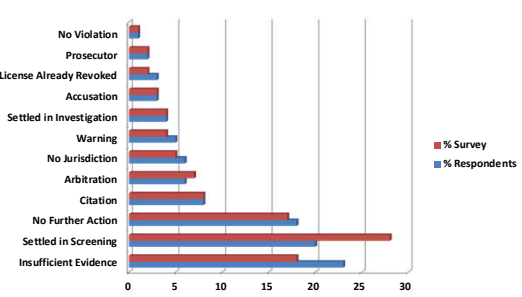


Category	% Respondents	% Survey
Multiple Complaints	~15	~15
Unlicensed	~15	~18
Others	~75	~72

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Closing Action 2011



Category	% Respondents	% Survey
No Violation	~1	~1
Prosecutor	~2	~3
License Already Revoked	~3	~4
Accusation	~4	~5
Settled in Investigation	~5	~6
Warning	~6	~7
No Jurisdiction	~7	~8
Arbitration	~8	~9
Citation	~9	~10
No Further Action	~18	~17
Settled in Screening	~20	~28
Insufficient Evidence	~22	~18


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Sampling Strategy

- Simple random 1993 - 2009
- Convenience since 2010
- Other


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What is your primary method for collecting data?

- A. Electronic
- B. Paper
- C. Both electronic and paper
- D. Other

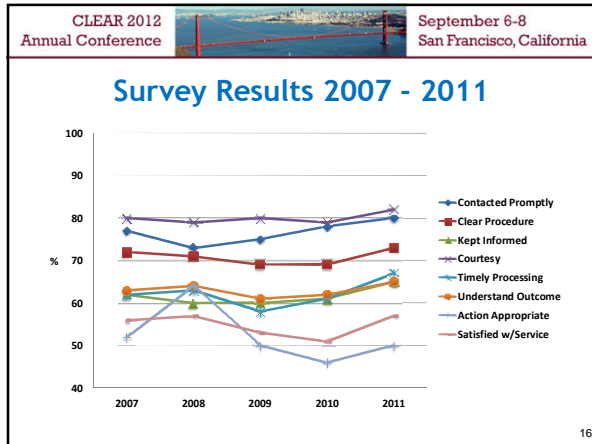
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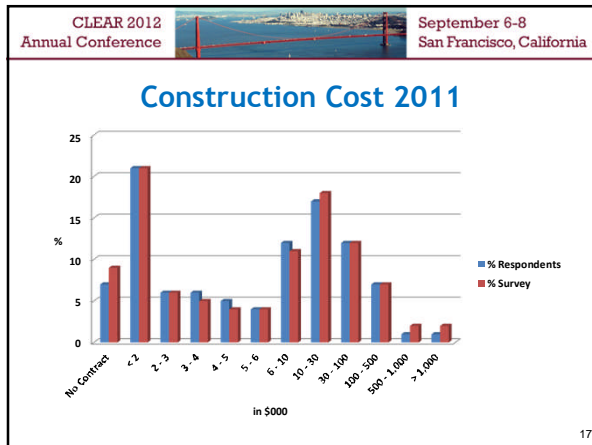
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Statistical Analysis

- Rating scale
- Descriptive statistics
- Correlations
- Trend analysis
- Sub-group comparison

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Does your agency have an arbitration program?

A. Yes
 B. No


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CSLB Arbitration Program

- Registrar can refer consumer complaints against contractors to an arbitrator
- Arbitration Mediation Conciliation Center (AMCC) has administered the Arbitration Program for 9 years


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Arbitration Criteria #1

- Abandonment
- Workmanship
- Failure to complete for contracted price
- Failure to complete project on schedule
- Failure to pay for materials or services


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Arbitration Criteria #2

- Reasonable grounds to believe that the public interest would be better served by arbitration than disciplinary action


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Arbitration Criteria #3

- Licensed contractor has no history of repeated or similar violations


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Arbitration Criteria #4

- Licensed contractor is in good standing at time of the alleged violation


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Arbitration Criteria #5

- Licensed contractor has no outstanding disciplinary actions

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Types of Arbitration

- Mandatory Arbitration
 - \$0 to \$12,500.00
- Voluntary Arbitration
 - \$12,500.01 to \$50,000.00

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CSLB Arbitration Program 2011

- 610 arbitration hearings
 - 499 Mandatory
 - 111 Voluntary
- \$3.7 Million in awards
- 47 days = Average time from arbitration assignment to award


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Advantages of Arbitration

- To both parties
 - Fast
 - Provides informal setting to resolve a dispute
 - Binding
 - Award may be enforced in court
 - Gets high satisfaction ratings


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Advantages of Arbitration

- To the consumer
 - License may be suspended or revoked if contractor fails to comply with award
 - Use award to get a judgment against contractor


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Advantages of Arbitration

- To the contractor
 - License will not be suspended or revoked unless failure to comply with award
 - Complaint not disclosed to public unless failure to comply with award and license is suspended

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Advantages of Arbitration

- To the CSLB
 - Reduces time needed to disposition a complaint
 - Provides cost savings to enforcement
 - Creates efficient way to get restitution for consumer

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Arbitration Customer Survey

- Customers and contractors are surveyed
- Evaluation form presented after the hearing
- Expect survey returned prior to a decision

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Arbitration Survey Results

Year	CSLB Prompt Response	CSLB Case Management	AMCC Coordination	AMCC Case Facilitator	AMCC Overall	Overall Process Satisfaction
2007	4.4	4.4	4.4	4.6	4.7	4.8
2008	4.5	4.5	4.7	4.8	4.9	4.7
2009	4.4	4.4	4.6	4.8	4.9	4.7
2010	4.3	4.3	4.5	4.7	4.8	4.7
2011	4.4	4.4	4.6	4.7	4.8	4.6


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How often do you communicate results to the public?

- A. Annually
- B. Biennially
- C. Every 5 years
- D. No program in place


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What is your primary method of communicating results to the public?

- A. E-mail
- B. Newsletter or other paper copy
- C. Group presentation
- D. Website
- E. Other


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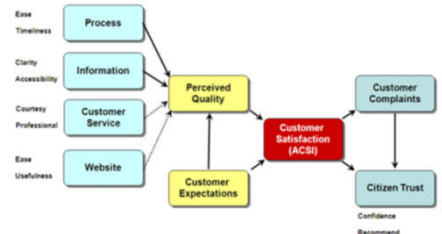
What action is taken on survey results?

- A. File—typically no specific action taken
- B. Informal request for action
- C. Structured process to implement action plan
- D. Structured process with active plan monitoring

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Customer Service Model



The diagram illustrates the Customer Service Model. On the left, four boxes represent service factors: 'Process' (with sub-points: Ease, Timeliness), 'Information' (with sub-points: Clarity, Accessibility), 'Customer Service' (with sub-points: Courtesy, Professional), and 'Website' (with sub-points: Ease, Usefulness). Arrows from these four boxes point to a central yellow box labeled 'Perceived Quality'. Below 'Perceived Quality' is a yellow box labeled 'Customer Expectations', with an arrow pointing up to 'Perceived Quality'. An arrow from 'Perceived Quality' points to a red box labeled 'Customer Satisfaction (ACSI)'. Below 'Customer Satisfaction (ACSI)' is a blue box labeled 'Citizen Trust', with an arrow pointing up to 'Customer Satisfaction (ACSI)'. To the right of 'Customer Satisfaction (ACSI)' is a blue box labeled 'Customer Complaints', with an arrow pointing left to 'Customer Satisfaction (ACSI)'. Below 'Citizen Trust' are the sub-points 'Confidence' and 'Recommend'.

Source: ACSI, Government Model

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Strategic Use of Customer Surveys

- Implement performance standards / goals
- Compare to industry benchmarks
- Regularly evaluate progress
- Celebrate successes

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Recommendations

- Keep it simple
- Invest time up front
 - Planning
 - Survey development
 - Communication
- Go electronic

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