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A STUDY OF PUBLIC SATISFACTION IN OFFICES IN REGARD TO CUSTOMER AND SERVICE PROVIDER POINT OF VIEW.

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Abstract:-With increasingly high expectation of the quality of public service, in addition to the human resource development, governments need to respond quickly and creatively in an era of rapid change. By identifying critical factors for successful innovation implementation for workforce, this research paper highlights factors instrumental in transforming a public sector service organization and how these factors influence innovation and the supporting culture in government offices.

This paper focuses on the government employee behavior or service towards public. Or is public satisfied with their service or not? Because not only product quality and price policy is sufficient to satisfy the public but also the well communication, understanding of their needs should be identified. This relates to what people view as the role of public services, reflecting their dual role as clients and citizens. Are they satisfied or not? This research is going to take the response from public who is concern to the govt. offices.

Keywords: Behavior, Communication, Service, Government.

INTRODUCTION

Concept of public satisfaction is very important to the public or private sector. Good public service is the brand ambassador for any sector. The any business process consists of highly integrated efforts to discover, create, arouse and satisfy customers' needs. But in public sector public is the customer, so there also same efforts should be taken by the government.Customer satisfaction drives successful private sector businesses. High-performing businesses have developed principles and strategies for achieving customer satisfaction. But in public sectors there are no any efforts taken by the government to satisfy the public by the behavioral aspects.

This paper presents a set of ideas for using customer satisfaction principles and strategies to improve the quality, responsiveness, and accessibility, staff attitude towards the people or consumers regarding the public sectors. And to increase timeliness, professionalism of public sector employees and staff.

Mainly this research was to support public Focus in its role of driving public service improvement on behalf of those who use government offices. In order to facilitate this, this study was commissioned to improve understanding of what public feel works well and not so well across a large number of public sectors.

This paper clears the expectations of public from public sectors, People satisfaction approach within the public sector, Determinants of service quality and expectations, Impact of such services on public and citizens, and their satisfaction in government offices.

OBJECTIVES:
•To know the public expectations from the public sectors.
•To review approaches to measuring and understanding, public satisfaction with public services.
•To highlight priorities for improvement within an individual service of public sector.

METHODOLOGY:
The study was conducted for the purpose of knowing the common people satisfaction by public sector. The study was descriptive based. The primary data is collected by filling up the questionnaires from public sector customers and citizens. Statistical tools used like percentage, graphs are used. A convenient sampling method is used. It includes Common People in Osmanabad and Latur district. Sample size is 100.

SCOPE AND LIMITATIONS:
This research is important for the government organizations as it gives an idea about government employee attitude, timeliness and responsiveness towards the common people and it will helpful to improve their Public satisfaction strategies. This research tells us feedback from common people about government office services. And this study helps to find out exact reasons of public satisfaction or dissatisfaction from public sectors.

This study is only about behavioral aspects not about the overall quality of the government organizations.

WHAT IS PUBLIC SATISFACTION?
Public is the customer for public sector:
Thinking in terms of public agency "customers" is a relatively recent phenomenon, so perhaps it is not surprising that there is much confusion about who the customers are. Osborne and Plastrik maintain that the "primary customer is the individual or group" the organization's work is "primarily designed to help"—often the public at large. For example, they consider students and their parents to be the primary school customers.

Public agencies also may have secondary customers—groups that benefit from the work, but less directly than primary customers. For schools, these may be employers who will eventually hire graduates and the community at large. In addition, there are many stakeholders who have an interest in the public organization's performance but are not customers.

These may include suppliers of textbooks and school supplies, teachers and their professional organizations, other school employees, private tutors, businesses that construct and repair schools, and many others.

Public satisfaction:
Many of the Researches have identified a core set of attributes and actions of successful customer service organizations within Public sector. Regardless of whether these organizations provide goods or services, they recognize that satisfied public is the key to their success. They focus on achieving 100 percent public satisfactions and embed this priority throughout the organization from top to bottom with a solid framework of policies, practices and information.

Achieving high levels of public satisfaction requires that organizations continually monitor and examine the experiences, opinions, and suggestions of the people who are potential customers. Improving service quality to meet peoples' standards is an ongoing part of any sector. In this way, public drive the market and the organization.

At the same time that organizations act to attract and satisfy public, the consumers themselves exercise ultimate influence. Their satisfaction depends on both their expectations and their treatment. Through their choices, people decide which organizations survive and thrive.
Customer satisfaction principles and strategies:

Once engaged in assessing customers' views and particularly when the benefits of this approach are experienced, organizations are likely to take one or more of the following steps to have customer satisfaction become an ever more central part of organizational culture:

❖ A 100 percent customer satisfaction mission: Organizations committed to customer satisfaction revise their focus and mission to emphasize customer satisfaction and commit to analyzing organizational practice and service delivery against the new mission statement.

❖ Staff training, empowerment, and rewards: To improve staff's attitudes and skills, high-performing organizations provide training and retraining, establish employee incentives, and reward staff for achieving customer service standards. They empower staff with the flexibility and authority to resolve customer complaints and make on-the-spot decisions related to customer satisfaction.

❖ Customer feedback and accountability: Customer feedback allows providers to ascertain directly from customers whether intended changes and improvements are being experienced by families receiving service. Ongoing feedback mechanisms are essential to review service improvements and make sure that customer service strategies adopted by the agency are actually achieving desired impact on families as well as meeting customers' expectations.

❖ Incentives and consequences: Although performance incentives are important in all customer-focused organizations, they are especially important in public and nonprofit agencies where the profit motive is absent. Some rewards and incentives might include awards for managers, divisions or units.

Public sector organizations should use the above strategies to satisfy the public, because public is always a customer for the public sector.

Public Satisfaction Approach within the Public Sector:
Which are public sectors?

The public sector, sometimes referred to as the state sector or the government sector, is a part of the state that deals with either the production, ownership, sale, provision, delivery and allocation of goods and services by and for the government, whether national, regional or local/municipal.

Direct administration funded through taxation; the delivering organization generally has no specific requirement to meet commercial success criteria, and production decisions are determined by government.

Publicly owned corporations (in some contexts, especially manufacturing, "state-owned enterprises"); which differ from direct administration in that they have greater commercial freedoms and are expected to operate according to commercial criteria, and production decisions are not generally taken by government (although goals may be set for them by government).

Partial outsourcing (of the scale many businesses do, e.g. for IT services), is considered a public sector model.

The term public services often include:
● Electricity
● Environmental protection
● Fire service
● Gas
● Health care
● Law enforcement
● Public broadcasting
● Public library
● Public Security
● Public transportation
● Public housing
● Social services
● Telecommunications
● Town planning
● Waste management
● Water supply network

Why is the public satisfaction Important in the Public sector?

The absence of a profit motive does not mean that public satisfaction is unimportant in the public and non-profit world. Canadian researchers found that service satisfaction is a strong driver of citizen trust and confidence in public institutions.

In addition, they documented a relationship between people satisfaction and engaged public employees

This synergy of public satisfaction and employee engagement has enormous implications for the performance of public agencies and the public workforce.

With public trust and confidence in government plunging, public satisfaction may be increasingly important. The U.K. and other European countries are trying to use customer satisfaction measures to drive government transformation. All residents use public services of some type and have an opportunity to directly experience the effects of widespread customer satisfaction efforts.

Public satisfaction is one of the important goals of any government system, but it is difficult to measure the satisfaction and gauze responsiveness of Public systems as not only the Behavioral but also the non-Behavioral outcomes of Staff attitude do influence the public satisfaction. Peoples' perceptions about public sector seem to have been largely ignored by public sector managers in developing countries. Public satisfaction depends up on many factors such as: Quality of public services provided, availability of resources, behavior of employees and other staff, cost of services, infrastructure, physical comfort, emotional support, and respect for people preferences. Mismatch between people expectation and the service received is related to decreased satisfaction. Therefore, assessing public perspectives gives them a voice, which can make public sectors more responsive to people's needs and expectations.

In the recent past, studies on public satisfaction gained popularity and usefulness as it provides the chance to public sector mangers to improve the services in the facilities. Publics' feedback is necessary to identify problems that need to be resolved in improving the public services. Even if they still do not use this information systematically to improve delivery and services, this type of feedback triggers a real interest that can lead to a change in their culture and in their perception of people.

SATISFACTION APPROACH WITHIN PUBLIC SECTOR:

Applying customer satisfaction practices within public agencies involves a systematic focus on the skills, attitudes, and supports of the staff of those agencies. Research notes that public satisfaction ultimately comes down to staff and public perception of staff and the service they offer. In the public sector where workforce morale is often low and turnover is high, efforts to strengthen staff are difficult but critical.

Public agencies that have successfully used customer satisfaction methodologies provide useful examples of strategies that work.

For instance, the U.S. Employment Training Administration (ETA) retained Yankelovich Partners, a consulting firm, to determine what customers of the employment service thought about

the agency. A series of meetings was organized in which groups of customers—blue collar, white collar, and small business owners who use the service—talked candidly about their recent experiences with ETA. The feedback stunned civil servants. They couldn't believe how angry their customers were about their treatment at the unemployment offices. A customer declared, "I hate this place and if you gave me a chance, the first thing I would do is privatize it!" Another complained that government workers "talked down to him and they acted as if they know better. I want to be treated as a customer." The experience of listening firsthand to their customers changed the managers' views of their own services. Subsequently, these managers required some of the other agency employees to view a videotape of the experience.

Generally people experience the staff behavior in government offices like as follows:
- Lack of responsiveness in Staff Attitude
- Lack of Professionalism
- Poor accessibility
- Late Delivery of goods and services.
- Lack of Information
- Lack of Timeliness
- corruption

Determinants of service quality of government employees:
1.Most of the time government employees don't have the job satisfaction because of their pay scale system and the physical facilities and equipments available to them.
2.They don't have the appropriate communication trainings.
3.Lack of Behavioral trainings to the employees or workers in the government offices.
4.Lack use customer satisfaction strategies.
5.They don't have any time limit of work completion.
6.Lack of strict management.
7.Staff doesn't have any fear of job firing.
8.Corruption: "Just as it is impossible not to taste honey or poison that one may find at the tip of one's tongue, so it is impossible for one dealing with government funds not to take at least a bit of the King's wealth. Just as it is impossible to know when a fish moving in water is drinking it, so it is impossible to find out when government servants in charge of undertakings misappropriate money.
9.Staff doesn't have any strict compulsion to work hard or good, if staff has self encouragement to work good or honestly then only them works in proper manner otherwise the same attitude that people experienced in government offices.

SURVEY OF OVERALL PUBLIC SATISFACTION IN GOVT. OFFICES:
        This Customer satisfaction survey is conducted by keeping in mind the following public service sectors.
❖Electricity
❖Fire service
❖Gas
❖Health care
❖Court service
❖Public broadcasting
❖Public library
❖Police service
❖Public transportation
❖Social services
❖Telecommunications
❖Water supply network
❖Direct government.

When discussing the aspects of service satisfaction it is important to bear in mind exactly how public service users were asked about each aspect. The Questionnaire below shows the exact question wording for each aspect of the service. For each service respondents were asked to give response based on their most recent experience even if they had ongoing contact with the service.

Data Analysis
1.Have you ever experienced the Public sector as a citizen?

Responses	Respondents
Yes	100
No	0

It includes information on sex, age, and literacy level of the people. It includes maximum male respondents. The maximum number of respondents belongs to the age group of 25-above years and minimum respondents to 15-25 year age group. The education level of the respondents was poor as most of them were either illiterate or primary passed.

All respondents have experienced the service from public sectors.

2.How would you rate the attitude of the staff you dealt with?

Responses	Respondents
Good	42
Bad	58

Most of people dealt with bad attitude staff in the government offices. Out of 100 only 42% people said well about staff attitude.

3. How would you rate the Professionalism (knowledge and ability) of the staff you dealt with?

Responses	Respondents
Good	39
Poor	61

Most of the people found very poor knowledge and ability of the staff. In public sectors staff quality and ability problems are common because of corruption in the recruitment process. Out of 100 respondent whom I asked this question only 39 % people rate good about the staff professionalism

4.How easy or difficult did you find it to access the service?

Responses	Respondents
Easy	32
Difficult	68

Most of the people found difficult to access the service. Out of 100 respondents Only 32 % people got the service easier in the government offices.

5.To what extent do you think the service delivered what you needed?

Responses	Respondents
Got all you needed	31
Didn't get what you needed	69

Most of the people didn't get what they needed from the service. Out of 100 respondents only 31% people got the better service and remaining 69% people didn't get what they needed. Reason said by the respondents was only because of careless attitude of staff.

6.Overall, how satisfied or dissatisfied were you with the information available about the service?

Responses	Respondents
Satisfied	34
Dissatisfied	66

Most of the people are dissatisfied the accuracy of the information available about the service. Only 34% people are satisfied with information about the service.

7.How satisfied or dissatisfied were you with the length of time it took for you to get what you needed?

| Responses	Respondents
Satisfied	17
Dissatisfied	83

Most of the people are dissatisfied with the speed of the first response and the time taken overall to deal with their query or request. Out of 100 only 17% people get their solution on time and 83% people are dissatisfied with the length of time taken.

8.How satisfied or dissatisfied are you with the overall service?

Responses	Respondents
Satisfied	15
Dissatisfied	85

85% people are dissatisfied with the overall service they experienced by the public sector. only 15 % people are satisfied with the public sectors.

Overall Public satisfaction by the public sector services is shown below with the help of following graph
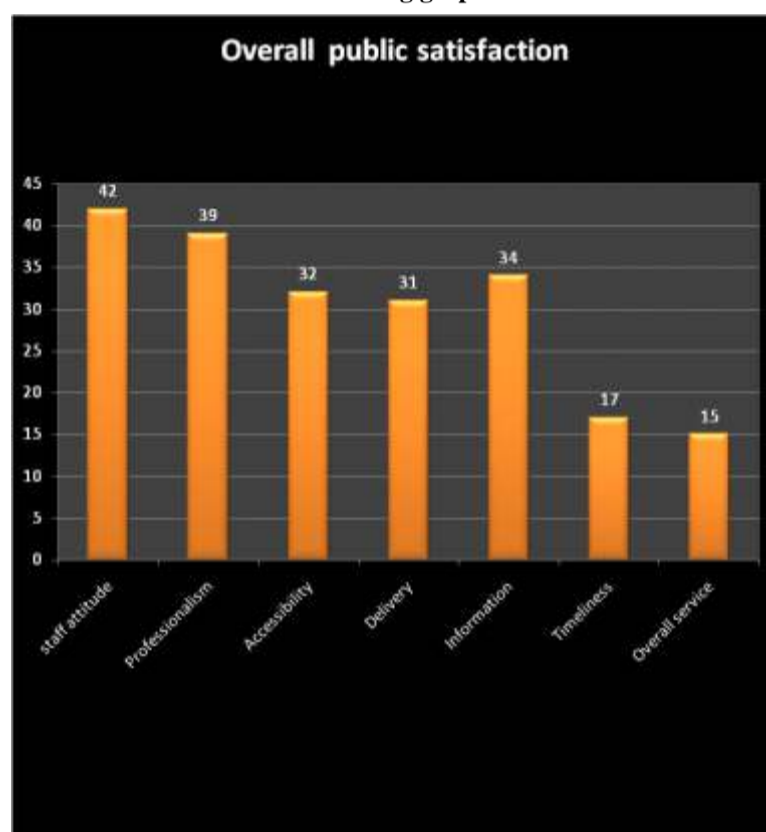
Only 15% people is satisfied with government services according to this survey of 100 people in two districts. And in both districts, the majority of people felt that the quality of public sector staff is poor in all aspects asked in questionnaire that are Staff attitude, Professionalism, Accessibility, Delivery, Information, Timeliness.

Public agencies that deliver Electricity, Fire service, Gas, Health care, Court service, Public broadcasting, Public library,   Police service, Public transportation, Social services, Telecommunications, Water supply network. Payments, services and information in areas including tax collection, passports, visas, social security payments, licenses and registrations touch every member of the population on a regular basis.

SUGGESTIONS FOR THE STAFF IMPROVEMENT:
❖Responsibilities and actions should taken by the public sectors
❖Greeting each individual as he or she enters the service center lobby and asking how they can help.
❖Confirming that person are at the right office. If not, the staff should direct them to the correct location and often provide MapQuest directions.
❖Identifying new people returning for a new service and directing them to the Triage queue.
❖Entering new people information in the database.
❖Assisting people with oral and written language barriers. (One of the staff is multi-lingual.)
❖Helping people fill out applications.
❖Asking people to complete the customer service survey and conducting the phone survey.
❖Seeing people on time, promptly processing their applications, and quickly providing benefits;

❖Balancing case management and human interaction;
❖Talking with people and listening to their problems;
❖Treating public as they would want to be treated.
❖Until the survey instrument is finalized, staffs' ask people to submit written comments and document oral feedback.Making sure that people understand why they are asked to fill out a form and how the information will be used;

DIRECTIONS FOR THE FUTURE: CHANGING PUBLIC SECTOR CULTURE
Even high achieving corporations acknowledge that a public satisfaction focus requires a fundamental change in organizational culture. For public bureaucracies, this shift is likely to involve even more drastic change and even greater challenges.

Strong Top-Down Commitment: public satisfaction as a priority and expectation public sector leaders and managers must be clearly communicated to staff. Direct and sustained leadership involvement will help overcome staff resistance to change, keep the staff on track, and ensure that it has the desired impact on customer service.

Ongoing Training Supported by Supervision and Coaching: Planners should hope to integrate public service training as part of the core training that new staff received. In addition, ongoing supervision and coaching will be needed to help staff change deeply held prejudices, apply public service principles, and develop their skills. To support frontline staff, supervisors in turn may need special training and assistance from administrators.

Recognizing and Rewarding Staff Performance: Currently, personal recognition from the planning team and informal rewards reinforce positive staff behavior. However, formal incentives and accountability mechanisms will help to embed public service in the organization.

Strategies to consider for the future include incorporating public service into human resources functions including recruitment and selection of staff, performance management, and professional development. In addition, staff needs formal ongoing opportunities for their views and suggestions to be heard.

CONCLUSION:
This Research combines a set of ideas about how a public satisfaction approach might be developed in the public or govt. offices. Focusing on public satisfaction should a fundamental need for every public organization. This public satisfaction study envisions the eventual development of an initiative or a number of people that are co-designed with an identified local consumer group, public agencies.

This study shows the poor performance of the govt. employees towards the public and lengthiness of work, late delivery of service, lack professionalism, bad attitude towards the customers and citizens.

Overall, public satisfaction is very important or necessary issue for the govt. organizations. Government should do the sudden and appropriate changes in the public sector strategies related to behavioral aspects of the staff. If the above mentioned customer satisfaction strategies will be used by the govt. agency then it will very beneficial to the improvement of public service sector.

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