



Pittsfield Charter Township

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FOR IMMEDIATE RELEASE

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Pittsfield Township – University of Michigan Partnership to Track Customer Satisfaction

Pittsfield Township (May 6, 2015) – Since 2010, Pittsfield Township has been partnering with the University of Michigan to conduct a biennial survey of residents' satisfaction to understand and better serve the community.

“As a part of our commitment to our residents to do more with less, the Township is engaged in a variation of the process known in the private sector as ‘Six Sigma,’ ” explained Township Supervisor Mandy Grewal. “Six Sigma has been applied in the private sector to maximize customer satisfaction, improve process efficiencies and increase performance accountability.”

This is the Township's first longitudinal study to track customer satisfaction. The study is a partnership with Dr. Prakash T. Sathe and his students at the University of Michigan's Department of Industrial and Operations Engineering to map the flow of information; identify and evaluate input, output and resources consumed; and establish performance measures. The third survey in this longitudinal study was completed at the end of March 2015.

The percent of respondents ‘Very Satisfied’ with Pittsfield increased from 20% in 2013 to 27% in 2015. The percent reporting being ‘Dissatisfied’ fell from 13% to 3% during the same time period.

“Such objective data assures us that we are moving in the right direction and will continue our commitment to public engagement, transparency and positive change,” stated Grewal. She went on to note, “We are committed to evaluating how we do business as a means to provide the best service to our residents while maximizing taxpayer dollars.”

“Customer service is the top priority at Pittsfield Township and our deep appreciation goes out to those who took the time to provide valuable feedback. Pursuit of excellence and a commitment to setting the gold standard in public service describes our fundamental belief that residents deserve our best effort every day, every time about every concern – no matter how big or small,” Supervisor Grewal concluded.

To view the entire presentation of the survey results, please visit: www.pittsfield-mi.gov and while on the website, subscribe to Notify Me (www.pittsfield-mi.gov/list.aspx) to receive updates and information via email or text.

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