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FOR IMMEDIATE RELEASE

City Receives High Marks in Customer Satisfaction Survey

PEACHTREE CORNERS, GA, Oct. 3, 2016 – When it comes to assisting customers applying for building permits and business licenses, Gwinnett County’s newest city definitely has built a reputation for its top-notch service.

In surveys conducted this spring by the Carl Vinson Institute of Government, the city’s two departments received top marks. The purpose of the survey was tailored to identify the strengths of the licensing process and overall customer service as well as identifying avenues to improve service.

The survey results showed that 94 to 97 percent of those surveyed in both building and licensing responded favorably in their respective categories.

Those responding to the business license department survey were asked to provide an overall rating of satisfaction using Excellent, Good, Fair, Poor and Very Poor categories: 55.5 percent gave a rating of Excellent. And 56 percent of the respondents for the building department rated the overall service experience as Excellent.

Surveys for the Business License Department were sent to over 2,000 licensees with 377 completing the survey, representing a 19.69 percent response rate. And 638 recent building permit applicants received invitations to participate with 102 completing the survey, an 18.47 percent response rate.

Dr. John Barner with the Carl Vinson Institute, who presented the survey results at the September city council meeting, noted that in the decade since he has been involved in customer satisfaction surveys, he had never experienced such a high percentage of survey responses nor had he seen such a high favorable percentage rating of customer satisfaction.

Business Licensing was measured for promptness, courtesy, length of time for application processing, satisfactory service provision, and knowledge and professionalism of the staff. And the Building Department was assessed for promptness, courtesy, reasonableness of time for applications and inspections, satisfactory service provision, and knowledge and professionalism of the staff.

The survey also asked several open-ended questions, responses included:

- After all the paperwork was done, it was pretty quick to receive it in the mail. Everyone was very nice.
- Excellent information received by telephone and then easy access to the City Hall.
- I had no problems at all. Walked in, filed paperwork, out within 5 minutes.
- The entire process was handled very well.
- The staff was very knowledgeable in what I needed to fill out to make it happen.

“Providing top-level service reflects how the council and I feel about serving the community, and the survey validates that we are on track in our efforts,” said Mayor Mike Mason. “We are proud of our staff and their dedication to serving our residents and members of the business community.”

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