

**2008 CVM Client Survey:
Assessing CVM Value, Technology Usage, and the Information Needs of CVM Clients**

As part of our ongoing work to assess *access, impact* and *quality* of the CVM service the CVM National Office (CVMN) utilized the advanced features of the Cisco Unity product to conduct a survey of CVM clients. For this project, CVMN collected some specific information about our client population to better direct resources and maximize the value of the “next generation” of CVM. In this survey, CVMN asked clients if they currently have an email address and/or cell phone and what type of phone they use to check their CVM voice mail box. In addition, CVMN asked clients to indicate what their lives would be like if they did not have their CVM voicemail box, and what kinds of information or referrals via broadcast message would be most important given their current situation.

Approximately 11,590 clients had access to the CVM survey since the survey option was included in the opening voicemail menu. In addition, CVMN used broadcast messaging to directly invite approximately 5,844 clients across ten targeted cities to participate in the survey. CVMN received a maximum of **1700 responses** to the data entry type questions (press 1 for Yes, press 2 for No) and **1,000 responses** to the narrative/verbal questions (**320 transcribed**). The survey started January 13, 2008 and ended February 20, 2008.

Results:

- **59%** of CVM clients have an **email address** that they use on a regular basis (n=1700)
- **21%** of CVM clients own their **own cell phone** to make and receive calls (n=1638)
- **71%** of CVM clients **use free phones** most often to check their voicemail (ie, phones located at social service agencies or libraries) (n=1168)
- **19%** of CVM clients **use payphones** most often to check voicemail (n=1168)
- **10%** of CVM clients **use their cell phone** most often to check voicemail (n=1168)

Clients responded in similar ways to each other when asked what their lives would be like if they didn't have their CVM voicemail (n=304)

- *“Miserable”, “terrible”, “hard”, “very difficult”, “isolating”, “chaotic”, “bad”* are the words that clients used repeatedly to describe what their lives would be like without CVM.
- *“I wouldn't be able to....get messages from employers, family, friends...know my appointments...accomplish daily tasks...find a job.”*
- *“I don't have a phone or any other way to get messages.”*

Clients responded with the following topics when asked what kinds of information would be the most important to help their current situation (n=280):

- **85%** indicated that information related to **jobs and/or housing** would be the most important (63% jobs/employment related; 22% housing/homeless related).
- **Healthcare, community events/activities, education, children's services, meals, transportation, social service programs and low-cost phone/cell service** were some of the other most important topics indicated by clients.

Many clients took the time to leave feedback at the end of the survey to thank CVM and express their appreciation for the service:

- *“Having this service is helping me obtain messages from employers because I am looking for a job at the moment, so I do appreciate the help and I do appreciate the service very much. Thank you.”*
- *“This program is very helpful and it's a blessing, and I advise others that if they don't have this service they need to get it because it's a lifesaver.”*
- *“This voicemail has been a very good asset and I really appreciate it. Without this voicemail I don't know how I could go about my daily routine and try to improve my living conditions as well. Thank you.”*