



**Alan Steen**  
*Administrator*

**John T. Steen, Jr.**  
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*Member-Dallas*

**Jose Cuevas, Jr.**  
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June 1, 2006

Legislative Budget Board  
1501 N. Congress Avenue  
PO Box 12666  
Austin, Texas 78711

Governor's Office of Budget, Planning and Policy  
Fourth Floor, State Insurance Building  
PO Box 12428  
Austin, Texas 78711

Attached is a copy of the Texas Alcoholic Beverage Commission's Report on Customer Service. We are pleased to be able to share this information with you. Please feel free to contact me at 512-206-3217 if you have any questions or concerns.

Sincerely,

Alan Steen  
Administrator

AS: cb

# Texas Alcoholic Beverage Commission

## Report on Customer Service

Customer focus, continuous improvement, idea generation, communication, recognition and reward. These are the key elements of a successfully operating agency. However, improving the quality of customer service is a critical issue facing all state agencies. To improve the service provided, the Texas Alcoholic Beverage Commission is committed to identifying agency's customers; setting achievable service standards based on customer expectations; realigning policies and management systems to meet customer needs; and redesigning service processes.

### **Inventory of External Customers by Strategy**

The identification of external customers is a prerequisite to understanding customer requirements and satisfaction levels. The agency has compiled a list of external customers by budget strategy and identified three distinct groups as its primary customers - the general public, the alcoholic beverage industry and local agencies and officials.

#### Strategies:

- Deter and detect violations of the Alcoholic Beverage Code by inspecting licensed establishments, by investigating complaints and by providing or sponsoring educational programs that promote voluntary compliance and increase the public's awareness of the state's alcoholic beverage laws.
- Issue licenses and permits while ensuring compliance with laws regarding ownership, performance, tax securities and other regulatory requirements.
- Inspect, investigate and analyze all segments of the alcoholic beverage industry and initiate any necessary compliance and/or administrative actions for failure to comply, while providing instruction to promote voluntary compliance.
- Identify high traffic loads and strategically place personnel or equipment at ports of entry to more effectively regulate the personal importation of alcoholic beverages and cigarettes.

The services the agency provides to its customers include: conducting investigations; providing regular instruction on the law and compliance to school children, licensees and permittees (and their employees), and to members of civic groups; overseeing the labeling, bottling and promotion of alcoholic beverage products; issuing different types of alcoholic beverage licenses and permits throughout the state and the world; collecting taxes; conducting compliance audits and regulatory reviews; assuring compliance with personal importation laws and collecting taxes and administrative fees on alcoholic beverages and cigarettes imported into Texas from Mexico; and reviewing and prosecuting administrative violations of the Texas Alcoholic Beverage Code by licensees and permittees.

### Customer Satisfaction Survey

For many years now, the agency has used surveys to assess the level of customer satisfaction with specific agency programs: licensing, compliance and enforcement. The data obtained from the survey is used to: (1) monitor each division's performance against customer service standards; (2) improve the division's overall quality of service and delivery; and (3) provide the customers' views of the division's overall performance.

The Licensing Division provides surveys to retailers, wholesalers and manufacturers located in Texas who have applied for an original license or permit. During fiscal year 2005, 1023 out of 11,154 surveys were returned with a response rate of 9.17%. The percent of respondents expressing satisfaction with the licensing process was 94.2%.

	<b><u>Yes</u></b>
Were you treated courteously and professionally?	97%
Were you provided with all necessary forms?	95%
Were you provided clear, written instructions?	91%
Were you given an opportunity to ask questions and/or a name and number to call with questions?	96%
Were your questions answered satisfactorily?	94%
Did staff review your application with you and identify any corrections needed?	91%
Were you given a realistic estimate of time required to obtain license/permit?	83%

The Compliance Division provides surveys to all permittees audited during the year. Last fiscal year, 254 out of 1,413 surveys were returned, with a response rate of 17.7%. The percent of respondents expressing satisfaction with compliance functions was 99.3%. Following are the responses to specific questions:

	<b><u>Yes</u></b>
Was the compliance officer and any assistants professional?	100%
Did compliance officer clearly and fully explain all procedures and results?	99%
Was compliance officer on time for the appointment, if applicable?	100%
Were your questions adequately answered?	97%
Was the audit conducted with a minimal amount of disruption to your business?	97%

The Enforcement Division mails questionnaires to a randomly selected 10% sample of those inspected during the preceding month. During Fiscal Year 2005, 826 surveys out of 5,619 were returned with a response rate of 14.7%. The percent of respondents

expressing satisfaction with the quality and effectiveness of the services delivered by enforcement agents was 85.5%. Following are the responses to additional questions on the survey:

	<u>Yes</u>
Did the agents do their jobs without undue disruption to your business?	86%
Do the agents help you avoid violations of the law?	81%
Were the agents fair and courteous?	85%
Were you satisfied with the quality and the nature of the responses you received from agents?	86%

The agency has an additional survey instrument available on the agency website. It is designed to gauge customer satisfaction with respect to the following quality dimensions: service timeliness, staff, facilities, printed materials, communication, complaint handling processes, website and overall satisfaction.

Because the survey was only available to those customers who visited the website, and because customers were not directly asked to participate, the response rate was very low. Only 17 people completed the survey during fiscal year 2004, and 10 people during fiscal year 2005. Since responses of this nature are typically from those who are either very supportive or who have had a particularly bad experience, its value is to identify potential problem areas and bright spots. The low response rate does not serve as an adequate basis to identify areas on which to focus. For this reason, the survey results are not included in this report.

In the near future, our agency will make specific plans to expand the distribution of the survey and compare survey results from year to year. This information will provide comparative data about the agency's customers and their opinions, in addition to monitoring customer trends over time. The agency believes this is the best approach to obtaining invaluable information for both the agency and its management.

### **Survey Results**

Based on the evaluations by agency customers, there was both evidence of good customer service by the agency and clear opportunities for improvement. The highest level of satisfaction was with the agency's licensing and compliance staff. These employees were considered to be courteous, knowledgeable and responsive to customer needs, in addition to providing clear explanations about the agency's services and answering all customer questions.

The areas needing the most improvement included providing customers with a more realistic estimate of how long it would take to receive their license or permit, and helping retailers avoid violations of the law. Although the enforcement agents did not rate high among satisfaction levels, they definitely were not low.

**Customer-Related Performance Measures**

The Legislative Budget Board has created generic customer-related performance measures for all state agencies. These projected measures include:

<b>Outcome Measures</b>	<b>FY 2003</b>	<b>FY 2005</b>	<b>FY 2006 Expected</b>
Percentage of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received	90%	91%	90%
Percentage of Surveyed Customer Respondents Identifying Ways to Improve Service Delivery	N/A	N/A	10%
<b>Output Measures</b>			
Number of Customers Surveyed	27,325	18,186	20,000
Number of Customers Served	500,000	500,000	500,000
<b>Efficiency Measure</b>			
Cost per Customer Surveyed	\$0.08	\$0.14	\$0.14
<b>Explanatory Measures</b>			
Number of Customers Identified	20 million	20 million	20 million
Number of Customer Groups Inventoried	3	3	3

**Compact with Texans**

As part of the customer service initiative, the agency designed its *Compact with Texans* and submitted it to the Legislative Budget Board and the Governor’s Office of Budget and Planning for approval. The compact was approved and, since then, has been added to the agency’s web site.

# TABC Compact with Texans

## Letter from the Administrator

***Dedicated professionals serving citizens in an honest, efficient and friendly way.***

If I had to describe the driving philosophy behind our *Compact with Texans*, it would be in this manner. Commitment. Quality. Honesty. Efficiency. Friendliness. When it comes down to it, these are pretty much universal guiding principles that we all have come to expect of any service provider. We believe you deserve no less from us.

At the Texas Alcoholic Beverage Commission, we realize the awesome responsibility that the State of Texas has placed upon our agency and we view this *Compact* as a binding agreement between you, our customer, and every member of our agency.

In addition to telling you who we are and what we do, this agreement will also lay out some standards that we will strive hard to measure up to as we carry out our day-to-day responsibilities. So, whether your contact with us is in person, via regular mail, over the telephone, at our web site or through whatever other medium available, we want you to know that our work ethic will be marked with a spirit and zeal to help you out in whatever way possible.

Thank you for the opportunity to serve you.

Sincerely,



Alan Steen  
Administrator

## Our Mission and Guiding Philosophy

Established in 1935, our mission is to supervise and regulate all phases of the alcoholic beverage industry to ensure the protection of the welfare, health, peace, temperance and safety of the people of Texas, while facilitating fairness, balanced competition and responsible behavior through voluntary compliance.

We will exemplify professionalism in all areas of performance. We will provide the best possible services at the lowest possible cost to the people of Texas. We will apply the law and agency policy fairly and consistently throughout the state. We will communicate openly with the public we serve and with all our fellow employees.

## Our Services

- We conduct investigations for minors in possession, public intoxication, bootlegging, prostitution, gambling, narcotics, weapons, and organized criminal activities.
- We provide regular instruction to school children, licensees and permittees (and their employees), and to members of civic groups to promote a better understanding of the law and voluntary compliance.
- We oversee the labeling, bottling, and promotion of alcoholic beverage products.
- We issue more than 60 different types of alcoholic beverage licenses and permits throughout the state and the world to establish regulatory control.
- We conduct regulatory and tax compliance audits to ensure adherence with the Alcoholic Beverage Code and ensure the proper amount of tax/fee is reported and paid.
- We assure compliance with personal importation laws and collect taxes and administrative fees on alcoholic beverages and cigarettes imported into Texas from Mexico.
- We review and prosecute administrative violations of the Texas Alcoholic Beverage Code by licensees and permittees.

## Our Customer Service Standards

We recognize that quality service is essential in meeting our mission, goals, and responsibilities. We pledge to:

- Treat you with professional courtesy and respect at all times.
- Provide you with accurate, timely, and complete information.
- Respond to all inquiries within three to five working days of receipt.
- Process new applications received for final processing in Licensing Headquarters within 14 working days.
- Acknowledge receipt of complaints within three working days.
- Resolve complaints within 60 working days and notify you if any situations arise that may require additional time for complaint resolution.
- Provide helpful and up-to-date information on our web site.
- Ensure our facilities are easily accessible and clean.
- Provide you with our *Compact with Texan's* Customer Satisfaction Survey results and continually strive to improve our services.

## Our Customer Relations Representative

Our Customer Relations Representative is responsible for responding to any of your concerns regarding our agency. Please feel free to contact her:

Carolyn Beck  
Texas Alcoholic Beverage Commission  
PO Box 13127 Austin, Texas 78711  
[questions@tabc.state.tx.us](mailto:questions@tabc.state.tx.us)  
(512) 206-3347

## Our Complaint Handling Process

### Report Violations of the Alcoholic Beverage Code

You may file a complaint against violations of the Alcoholic Beverage Code, including establishments and persons who sell or give alcoholic beverages to minors. For all complaints, you will need to provide the name and location of the establishment, if applicable, and a description of the violations observed.

Upon receipt, we will acknowledge your complaint within three working days. Every effort will be made to resolve your complaint within 60 working days. You will be notified of any situations that would require additional time for complaint resolution. If you have any questions or would like to file a complaint concerning a violation of the Alcoholic Beverage Code, please contact us by:

- E-mail: [complaints@tabc.state.tx.us](mailto:complaints@tabc.state.tx.us)
- Toll-free telephone: 1-888-843-8222 (1-888-THE-TABC)
- Mail: Texas Alcoholic Beverage Commission  
PO Box 13127  
Austin, Texas 78711
- Fax: 512-206-3350

### Complaints Against TABC Personnel

In order to file a complaint against the Texas Alcoholic Beverage Commission or an employee of the Texas Alcoholic Beverage Commission, please contact our Office of Professional Responsibility by:

- E-mail: [opr@tabc.state.tx.us](mailto:opr@tabc.state.tx.us)
- Telephone: (512) 206-3405
- Mail: Office of Professional Responsibility  
Texas Alcoholic Beverage Commission  
PO Box 13127  
Austin, Texas 78711
- Fax: (512) 206-3207

## Our License And Permit Process

In an effort to respond to your needs, the **"Instructions for Applicants of an Alcoholic Beverage License or Permit"** was created to guide you through the application process and can be downloaded free-of-charge from our web site <http://www.tabc.state.tx.us/publications/> or obtained from your [local TABC office](#). This helpful booklet contains such useful information as:

- Different types of licenses and permits;
- Fee and surcharge amounts for all licenses and permits;
- Directory of all local offices;
- Step-by-step procedures of the application process;
- Checklist of required forms; and
- Detailed instructions for every form.

In order to apply for an alcoholic beverage license or permit, you must contact your [local TABC office](#) and request a materials packet. The packet contains:

- Information on the license or permit type for which you are applying;
- Blank Application Forms and Personal History Sheets;
- Conduct Surety, Tax Bond Forms or other bond/security forms, if applicable; and
- Other forms as required by local governing bodies.

The number of applications you will need to prepare will vary depending on your location and what is required from your local government offices. Our [local TABC office](#) will inform you of the exact number you are required to complete when you pick up your packet. Please allow up to 75 working days for processing a new application. However, the application process may be completed faster depending on the workload.

This timeframe varies depending on the length of time required to process your application through the city and/or county in which you are located. For certain on-premise locations, the posting of a sign is required for 60 days prior to your application being received in Austin. In certain cases, an inspection of the proposed licensed location may be necessary for processing your application. Issuance of your license or permit will be delayed if this inspection has not been conducted.

If a completed renewal application and all required fees have been filed with the agency prior to the expiration date of the permit or license, the permit holder may operate, under the expired permit or license, until the renewal application is denied or issued.

If you have any questions or comments regarding our license and permit application process, please contact us by:

- E-mail: [questions@tabc.state.tx.us](mailto:questions@tabc.state.tx.us)
- Telephone: [Telephone Numbers for Local TABC Offices](#)
- TABC Offices: [Locations \(Addresses\) for TABC Offices](#)
- Mail: Licensing Division  
Texas Alcoholic Beverage Commission  
PO Box 13127  
Austin, Texas 78711

## Questions, Comments, Suggestions and Requests for Information

We value your comments and will use them to measure our performance and improve our service. Communication of information and ideas provides an understanding and shared commitment toward achieving common goals.

Every effort will be made to respond to your inquiries (including US mail, e-mail and/or personal requests) within three to five working days of receipt. Questions, comments, suggestions, and requests for information can easily be made by:

[Locations](#) | [E-Mail](#) | [Mail](#) | [Telephone](#) | [Internal Affairs](#)

## Your Satisfaction Is Important To Us!

Please take a few minutes to complete our [Customer Satisfaction Survey](#). It will help us evaluate the services we provide and determine how they can be improved. In addition, your responses will be kept strictly confidential. We want to make this agency more responsive to the needs of the public, but we need the help of people like you to make it happen.