



Texas State Securities Board

Report on Customer Service May 2022

In 2022, the Texas State Securities Board (SSB or Agency) conducted its eleventh biennial survey of external customers, pursuant to Section 2114.002 of the Texas Government Code.

Customers for each of the Agency's four budget strategies listed in the General Appropriations Act were surveyed. Customers surveyed were those who had contact with the Agency in the two-year period following the previous customer service survey.

Law Enforcement Strategy

Customers: State and federal prosecutors and other state and federal law enforcement personnel; state, federal, and provincial regulatory and industry organizations; receivers, registered persons and other personnel employed by registered firms making reports of financial exploitation; members of the public; and attorneys representing parties in investigations and enforcement actions brought by the Agency.

Services: SSB investigates suspected violations of the Texas Securities Act and works with state and federal prosecutors and other law enforcement officials to ensure that appropriate enforcement actions are taken, ranging from administrative action to criminal prosecution of persons who violate the Act.

Securities Registration Strategy

Customers: Securities investors, securities issuers, entrepreneurs, and small businesses who register or notice-file with the Agency.

Services: SSB provides registration records to the public upon request, conducts extensive reviews of securities registration applications, processes notice filings, refers suspected fraudulent offerings to enforcement personnel, receives payments and processes filings made with Texas electronically through the Electronic Filing Depository (EFD) system for certain offerings, and provides assistance to entrepreneurs, small businesses, and others who contact the Agency for assistance regarding capital formation, registration, or exemptions from registration.

Dealer Registration Strategy

Customers: Securities dealers and agents, investment advisers, and investment adviser representatives who apply to register or notice-file with the Agency.

Services: SSB provides registration records to the public upon request, conducts extensive reviews of registration applications, carries out background checks on applicants, ensures compliance with examination requirements, opposes or conditions the registration of certain applicants, receives payments and processes filings of dealers, agents, investment advisers, and investment adviser representatives made through the Central Registration Depository (CRD) system and the Investment Adviser Registration Depository (IARD) system.

Inspections Strategy

Customers: Securities investors, registered securities dealers, registered investment advisers, and persons making complaints to the Agency concerning registered persons.

Services: The Agency conducts comprehensive inspections of the records of registered securities dealers and investment advisers to ensure their compliance with statutory and regulatory requirements, evaluates complaints concerning registered dealers and investment advisers, and reviews administrative and law enforcement actions taken against registered persons.

Other customers

Customers of the Dealer Registration and Securities Registration strategies who requested public information were surveyed. Since both strategies are housed in the Agency's Registration Division, it was not possible to allocate these non-registration customers to either the sample for either the Dealer or the Securities Registration strategies.

Customers of the General Counsel Division, subscribers of the Agency's email update subscription service, customers who submitted inquiries through the Agency website, and customers who interacted with the website to access Agency resources were also surveyed. External customers of the General Counsel Division include persons who request public information, the Legislature, other governmental agencies, and attorneys and other securities professionals who seek information and interpretive guidance on the law and regulations governing the Agency's activities. Due to the ongoing nature of the COVID-19 pandemic, some activities related to the Investor Education program were significantly reduced during the period covered by the current customer service survey. In-person presentations have been temporarily halted for the past two years, and requests for printed materials have dwindled (this may be alternatively attributable to the investing public's desire to retrieve information from the Agency website rather than receive printed materials). Because of the limited number of and level of interaction with these customers, these customers were not included in the current survey.

Survey Form

The survey was conducted online and, except for a limited number of persons who were sent postcards with a link to the survey, the persons making up the sample were sent an email with that information. The postcard and email text also provided an option to the recipient to request a print copy of the form be mailed to them or a PDF copy be emailed to them for completion.

The Agency's strategies have interrelated functions so it is probable that persons, especially those in the securities industry, have received services in more than one of the budget strategies. For example, a registered dealer may have dealt with both the Registration and the Inspections and Compliance divisions, which provide services to the Dealer Registration and Inspections strategies. Although their name may have been included as part of the Inspection sample, their response to the survey may have been answered by someone at the firm who dealt with the Registration Division during the same period. For this reason, it is impossible to determine and allocate with 100% certainty an individual response to the appropriate strategy or division.

To minimize the incidence of misallocation of responses by relying upon the strategy that provided the contact information for the participant to identify the strategy being surveyed, the survey included a description of the various strategies and divisions along with a question that asked the customer to identify a single division they had contact with during the survey period and answer the rest of the survey in regards to that contact. There was also a category of "Other" for customers who were unable to identify the division that they contacted and a category of "Website" for subscribers to the Agency's email update service. The "Other" and "Website" responses are included in the overall totals for the Agency but no attempt was made to try to "second-guess" the customers by allocating their responses to a particular strategy.

The survey form included specific questions relevant to all of the seven customer service quality elements specified by statute: staff, communications, service timeliness, complaint handling processes, print publications, facilities, and Internet site. Questions were also asked to gain information as to how often, and in what ways, customers had contact with the Agency.

The survey asked customers to indicate their level of agreement with statements about specific service components as Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree. For statistical rating purposes, Strongly Agree was assigned the highest value of 5, progressing downward with the Strongly Disagree responses assigned a value of 1. As in previous surveys, a "Not Applicable" option was provided for each item. Additionally, two open-ended questions were included to allow customers to express their thoughts about the Agency's services more fully and to make suggestions to improve services. In prior years, written comments have provided some of the most useful survey information.

Included in this survey were eight questions required by the *Instructions for Preparing and Submitting Agency Strategic Plans* for fiscal years 2023 to 2027, issued February 25, 2022. These questions address overall impressions in the seven statutory categories and

satisfaction with the Agency. These eight survey questions asked customers to indicate their level of satisfaction in each category as Very Satisfied, Satisfied, Neutral, Unsatisfied, or Very Unsatisfied. For statistical rating purposes, Very Satisfied was assigned the highest value of 5, progressing downward with the Very Unsatisfied assigned a value of 1. A “Not Applicable” option was provided for each of these items.

A copy of the survey form is included as an attachment to this report.

Sample Selection

Three objectives were established for the selection of Agency customers who would receive the survey form: (1) a large sample, representative of SSB customers; (2) a focus on customers who had recent contact with the Agency; and (3) elimination of duplicate recipients both within strategies and across strategies.

Law Enforcement Strategy

For the Law Enforcement strategy, which consists of customers served by the Agency’s Enforcement Division, an initial sample size of 561 customers was drawn. After adjusting for duplicates, invalid or undeliverable addresses, and opt-outs, the Law Enforcement strategy had an effective sample size of 511 customers. (Email addresses identified as opting out are those customers from the Agency’s sample who have notified the online survey site the Agency used to conduct the survey that they do not wish to receive any of its surveys.) Recipients included state and federal prosecutors and other law enforcement officials that Enforcement Division staff have worked with to combat securities violations, members of the public, receivers and defense attorneys for respondents in recent Enforcement investigations, and personnel employed by registered firms making reports of financial exploitation.

Registration

As in the past, the largest number of survey forms were targeted to the Agency’s two largest customer groups, those in the Registration strategies.

Securities Registration Strategy

The Agency’s securities database was used to select the sample for Securities Registration, which consists of customers served by the Agency’s Registration Division. First, records of securities applications/filings received in 2020 and 2021, and maintained in the database, were identified, and the associated correspondents for these applications were identified. (Correspondents are attorneys or other professionals who handle the process of registering or notice-filing securities for securities issuers.) The sample included both filings made directly with the Agency, including registered and covered securities offerings and filings made indirectly with the Agency through an affiliated third-party website.

Almost all of the Form D exemption filings were made through such affiliated centralized national site, the Electronic Filing Depository (EFD) system, rather than directly with the Agency. Due to their lack of direct contact with the Agency, only a small percentage (10%) of the Form D EFD filers were included in the sample, while all filers making Form UIT notice filings through EFD were included.

An unduplicated count of correspondents for the registered and covered securities offerings made directly with the Agency, a 10% sample of the correspondents filing Form D notice filings through the EFD website, and all correspondents making EFD Form UIT notice filings, resulted in a sample size of 380 customers (105 direct filings and 275 EFD filings) for Securities Registration. When the duplicate, invalid and opt-out email addresses were subtracted, this left an effective sample size for Securities Registration of 363 customers.

Dealer Registration Strategy

The sample for the Dealer Registration strategy, which also consists of customers served by the Agency's Registration Division, was drawn from the active file, containing records on both securities dealers and investment advisers. Because firms are responsible for registering their agents and investment adviser representatives, the file is maintained by firm name.

On the Dealer side, all of the dealers that were registered only in Texas (122) were selected for inclusion in the sample. The remaining dealers (2,469) registered in Texas were ones also registered with FINRA and/or other states. Of this group, 10% (247) were selected for the sample (238 sent via email and 9 postcards sent via regular mail). For the FINRA and multistate dealers, the surveys were directed to the CRD Contact person or, if none, to the Default Contact.

Also included in the Dealer Registration strategy were investment advisers. On the investment adviser side, all of the investment advisers that are registered in Texas (2,451) were selected for inclusion in the sample. Added to the sample were an additional 920 customers, comprised of 10% of the investment advisers (9,203) making a notice filing in Texas. The surveys for the investment advisers were directed to the Supervision and Compliance Contact (SCC) or, if no SCC was listed, to the firm's Main Contact.

After a returned postcard (1 postcard was returned to sender) and duplicate, invalid, and opt-out email addresses were subtracted, this left an effective sample size of 2,968 customers for this strategy.

Inspect Records Strategy

In the Inspections strategy, which consists of customers served by the Agency's Inspections & Compliance Division, the survey sample was selected from the 624 registered dealers and investment advisers whose offices had been inspected by the Agency and the 38 persons making complaints about registered persons in 2020 and 2021. After adjusting for duplicates, invalid addresses, and removal of anonymous complainants, the sample selected for the survey totaled 662 customers. When the duplicate, invalid and opt-out email addresses were subtracted, the effective sample size for the strategy was 611 customers.

Other Customers

An additional group (Other) selected for the sample came from two other areas not specific to one of the other surveyed strategies. One area was the customers of the General Counsel Division. These customers consisted of persons receiving interpretative or no action letters and public information request responses (usually involving requests for confidential information) from the General Counsel. The General Counsel Division is also responsible for providing notice to persons who have requested notification of all rules proposed or adopted by the Agency, of the Board's meeting agendas, and of updates to the Agency's rulebook. These notices are provided through the email update subscription service to persons who subscribe to the notices through the Agency's website. It is likely that these subscribers identified "Website" as their primary point of contact with the Agency.

The second group of contacts were provided by the Registration Division and represent customers who had requested information from the Division under the Public Information Act (PIA). Since these contacts were not divided between the Securities and Dealer strategies for the Registration Division, they were not counted in the totals for either strategy.

The two groups provided an additional 822 customers to the Other category. After duplicate, invalid, and opt-out email addresses were removed, the effective sample size for other customers was 711.

Survey Process

On March 21, 2022, a total of 5,156 customers were contacted via email. Also on March 21, 2022, 8 postcards were mailed (1 returned card was not counted) to Agency customers for which there was no readily ascertainable email addresses, for a total of 5,164 potential responses. Recipients were asked to complete the online survey by April 4, 2022. On March 28, 2022, a reminder email was sent to the customers on the email list who had either not responded or had only partially responded to the online survey. On April 5, another email was sent to customers who had not responded or had only partially responded to the online survey to notify them that the time to respond had been extended to April 11, 2022. All responses and forms received through April 13, 2022, were included in the data analysis.

A total of 486 responses were received out of 5,164, of which only 417 were fully completed, for an overall fully completed response rate of 8.1%—2.7% higher than the equivalent response rate of 5.4% obtained in 2020, when 378 fully completed surveys were returned out of 6,945 potential responses. The response rate was 8.1% for those contacted by email and 0% for those contacted by mail.

Response rates by strategy/customer group were as follows:

Enforcement	8.2%
Securities Registration	9.9%
Dealer/Investment Adviser Registration	4.9%
Inspections and Compliance	25.0%

Other (includes General Counsel,
Website, and Registration PIAs) 5.9%

Response rates for each customer group were calculated by dividing the number of fully completed surveys identifying a strategy by the effective sample size for that group.

Survey responses were anonymous, except in a few instances in which customers chose to include their names. The initial survey question directed the customer to identify the Agency Division that they had been in contact with during the survey period, and included descriptions of the activities performed by each division.

In an effort to correlate the responses with the division/strategy that generated the response, the customer was asked to identify the nature of the contact as part of the survey itself. For responders using the click through function on the emails generated through the online survey service, it was possible to identify the originating sample list providing their email address for the survey. Of the 417 responses in this category, roughly 64.51% (269) identified the same division/strategy they interacted with as the one that generated their email address for the sample.

Responses for each survey question were tallied by strategy, or customer group, and entered into spreadsheets to facilitate analysis. Spreadsheets were also prepared totaling all survey responses by strategy and by customer service quality element. Responses from customers who selected “Other” instead of a particular division/strategy when responding to the survey were included in the overall Agency figures, but no attempt was made to “second guess” the customer and allocate the response to a particular strategy.

Findings and Analysis

Table 1 documents the responses to the Agency’s detailed survey questions. (The table does not include written comments suggesting how to improve services or those providing additional information.)

Table 2 contains information on the responses to the eight overall impression questions required by the *Instructions for Agency Strategic Plans*, which includes a question for overall satisfaction with the Agency.

Table 1. Responses to Survey Questions
(Excludes Written Comments)

	Rating	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	N/A
1. Staff of the Texas State Securities Board.							
A. Staff members were accessible.	4.46	212 51.2%	118 28.5%	18 4.4%	9 2.2%	3 0.7%	54 13.0%
B. Staff members were courteous, professional, and respectful.	4.64	253 61.1%	91 22.0%	13 3.1%	1 0.24%	2 0.5%	54 13.0%
C. Staff members demonstrated a willingness to assist.	4.48	235 56.8%	89 21.5%	22 5.3%	9 2.2%	7 1.7%	52 12.6%
D. Staff members were knowledgeable, competent, and able to answer my questions.	4.51	233 56.3%	97 23.4%	18 4.4%	6 1.5%	6 1.5%	54 13.0%
E. Staff members identified themselves by name.	4.72	271 65.5%	78 18.8%	8 1.9%	2 0.5%	0 0.0%	55 13.3%
2. Communications.							
A. When I called, I was connected in a timely manner to a person who could assist me.	4.43	174 42.7%	88 21.6%	19 4.7%	6 1.5%	6 1.5%	115 28.2%
B. When I left a telephone message, a staff member responded in a reasonable time.	4.43	147 36.2%	78 19.21%	17 4.2%	5 1.2%	4 1.0%	155 38.2%
C. When I sent an email message, I received a timely response.	4.50	205 50.4%	110 27.03%	15 3.7%	8 2.0%	1 0.3%	68 16.7%
D. I received information I requested in a timely manner.	4.46	209 51.1%	103 25.2%	22 5.4%	10 2.4%	3 0.7%	62 15.2%
E. I was given clear explanations about Agency rules and procedures.	4.43	206 50.4%	100 24.5%	25 6.1%	8 2.0%	6 1.5%	64 15.7%
3. Timeliness.							
A. FOR REGISTRANTS: I was informed in a timely manner of deficiencies in my application for registration.	4.36	80 22.3%	50 13.9%	7 2.0%	7 2.0%	2 0.6%	213 59.3%

	Rating	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	N/A
B. FOR REGISTRANTS: I was given a clear explanation as to how to correct any deficiencies.	4.36	85 23.7%	51 14.2%	12 3.3%	4 1.1%	3 0.84%	204 56.8%
C. FOR REGISTRANTS: I was informed in a timely manner of the decision regarding my application (grant, deny, or allow withdrawal).	4.45	83 23.4%	51 14.4%	8 2.3%	3 0.9%	1 0.28%	209 58.9%
D. FOR REGISTRANTS: My registration renewal was processed in a timely manner.	4.57	107 29.7%	52 14.4%	5 1.4%	3 0.8%	0 0.0%	193 53.6%
E. FOR REGISTRANTS: When I reported an amendment to my registration information, it was processed in a timely manner.	4.56	85 23.8%	38 10.6%	4 1.1%	4 1.1%	0 0.0%	226 63.3%
F. FOR INSPECTED FIRMS: I received a written follow-up to an inspection of my firm in a timely manner.	3.95	93 24.2%	41 10.6%	24 6.2%	20 5.2%	13 3.4%	194 50.4%
G. FOR COMPLAINANTS: My complaint relating to a person or company subject to regulation by the Texas State Securities Board was processed in a timely manner.	3.96	22 6.3%	10 2.9%	6 1.7%	3 0.9%	4 1.2%	304 87.1%
H. I received a timely response to my request for public information.	4.36	40 11.3%	18 5.1%	8 2.3%	2 0.6%	1 0.3%	285 80.5%
4. Complaints About the Agency.							
A. I know how to file a complaint regarding services provided by the Texas State Securities Board.	3.51	52 13.0%	97 24.3%	68 17.0%	33 8.3%	16 4.00%	134 33.5%
B. If I complained regarding services of the Agency, I believe it would be addressed in a reasonable manner.	4.04	95 23.8%	104 26.0%	44 11.0%	7 1.8%	9 2.3%	141 35.3%
5. Website (www.ssb.texas.gov).							
A. I was able to access the information I needed using the website.	4.13	104 25.6%	136 33.5%	40 9.9%	7 1.7%	4 1.0%	115 28.3%
B. The website contained clear and accurate information on the Texas Securities Act and regulations/rules.	4.09	99 24.4%	135 33.3%	36 8.9%	12 3.0%	4 1.0%	119 29.4%
C. The website contained clear and accurate information on registration and notice filing requirements and procedures.	4.10	96 23.8%	119 29.5%	36 8.9%	11 2.7%	4 1.0%	138 34.2%

	Rating	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	N/A
D. The website contained clear and accurate information on filing a complaint with the Agency.	4.00	71 17.6%	85 21.0%	48 11.9%	5 1.2%	4 1.0%	191 47.3%
E. The website contained clear and accurate information of interest to consumers in evaluating investments and avoiding fraud.	4.10	75 18.6%	95 23.6%	35 8.7%	5 1.2%	3 0.7%	190 47.2%
F. The information on the website was relevant and useful.	4.12	102 25.2%	129 31.9%	44 10.9%	7 1.73%	3 0.7%	120 29.6%
G. The links to other websites were relevant and useful.	4.01	68 17.0%	92 23.0%	49 12.3%	4 1.0%	3 0.8%	183 45.9%
H. IF ACCESSED THROUGH A MOBILE DEVICE, it was easy to view and navigate through the website.	3.88	30 7.6%	23 5.8%	27 6.9%	2 0.5%	3 0.8%	309 78.4%
I. FOR SUBSCRIBERS TO UPDATES (news releases; investor alerts; criminal, civil, and administrative case alerts; meeting agendas; rulemaking & rulebook updates), I found the information I received helpful and/or useful.	4.06	45 11.36%	67 16.9%	24 6.1%	2 0.5%	3 0.8%	255 64.4%
6. Printed Investor Education Material.							
A. The printed information was clear and understandable.	4.09	43 10.7%	51 12.7%	22 5.5%	2 0.5%	2 0.5%	281 70.1%
B. The printed material provided was thorough and accurate.	4.15	48 11.9%	49 12.2%	22 5.5%	1 0.3%	2 0.5%	280 69.7%
7. Facilities.							
A. The location of services was convenient (parking, public transportation, distance, etc.)	3.93	10 2.5%	7 1.7%	12 3.0%	0 0.0%	0 0.0%	375 92.8%
B. The facilities where I received services was clean, orderly, and I could easily find my way around in it.	3.90	10 2.5%	6 1.5%	13 3.2%	0 0.0%	0 0.0%	375 92.8%
C. The facility is open during reasonable hours.	4.00	13 3.2%	6 1.5%	11 2.7%	1 0.3%	0 0.0%	372 92.3%

Table 2. Responses to Required Questions

	Rating	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Unsatisfied (2)	Very Unsatisfied (1)	N/A
Overall Impressions.							
How satisfied are you with the Agency's facilities, including your ability to access the Agency, the office location, signs, and cleanliness?	3.35	89 25.0%	67 18.8%	138 38.8%	2 0.6%	60 16.9%	
How satisfied are you with Agency staff, including employee courtesy, friendliness, and knowledgeability, and whether staff members adequately identified themselves to customers by name, including the use of name plates or tags for accountability?	4.10	180 47.9%	111 29.5%	55 14.6%	2 0.5%	28 7.5%	
How satisfied are you with Agency communications, including toll-free telephone access, the average time you spent on hold, call transfers, access to a live person, letters, electronic mail, and any applicable text messaging or mobile applications?	4.10	174 46.4%	114 30.4%	60 16.0%	6 1.6%	21 5.6%	
How satisfied are you with the Agency's Internet site, including the ease of use of the site, mobile access to the site, information on the location of the site and the Agency, and information accessible through the site such as a listing of services and programs and whom to contact for further information or to complain?	3.86	130 34.6%	130 34.6%	79 21.0%	9 2.4%	28 7.5%	
How satisfied are you with the Agency's complaint handling process, including whether it is easy to file a complaint and whether responses are timely?	3.11	76 21.1%	63 17.5%	133 36.8%	3 0.8%	86 23.8%	
How satisfied are you with the Agency's ability to timely serve you, including the amount of time you wait for service in person?	3.81	132 36.0%	113 30.8%	79 21.5%	6 1.6%	37 10.1%	
How satisfied are you with any Agency brochures or other printed information, including the accuracy of that information?	3.38	91 25.6%	82 23.0%	118 33.2%	1 0.3%	64 18.0%	
Please rate your overall satisfaction with the Agency.	4.23	186 49.3%	129 34.22%	39 10.3%	10 2.7%	13 3.5%	

When the Table 2 responses to the overall satisfaction question were analyzed by Strategies (Table 3), positive responses (i.e., Rating of 4 or 5) ranged from 86.4% for the Dealer/Investment Adviser Registration strategy to 70.0% for the Securities Regulation strategy, when the N/A responses were removed.

Table 3. Responses that Services are Satisfactory by Strategies

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Law Enforcement (41 responses)	75.6%	9.8%	7.3%	2.4%	4.9%
Securities Registration (30 responses)	36.7%	33.3%	23.3%	3.3%	3.3%
Dealer/Investment Adviser Registration (125 responses)	46.4%	40.0%	9.6%	0.8%	3.2%
Inspections & Compliance (143 responses)	46.9%	38.5%	8.4%	3.5%	2.8%
Other (no strategy specified, General Counsel, and Website) (38 responses)	50.0%	26.3%	13.2%	5.3%	5.3%

When the Table 1 responses were tallied by Service Elements (Table 4), with the N/A responses removed, the percentage of positive responses (Rating 4 or 5) ranged from 93.1% for the Agency staff to 58.4% for facilities.

Table 4. Responses that Services are Satisfactory by Service Elements

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Staff	66.9%	26.3%	4.4%	1.5%	1.0%
Communications	59.7%	30.4%	6.2%	2.3%	1.3%
Timeliness	56.7%	29.6%	7.0%	4.4%	2.3%
Complaints about the Agency	28.0%	38.3%	21.3%	7.6%	4.8%
Website	34.7%	44.7%	16.3%	2.9%	1.4%
Printed material	37.6%	41.3%	18.2%	1.2%	1.7%
Facilities	37.1%	21.3%	40.4%	1.1%	0.0%

The Staff service element, which addresses customer assessments of staff members' courtesy, knowledge, and helpfulness, has consistently received positive ratings in previous surveys. In the 2022 survey, 93.1% responding rated staff above average.

As in the past, various customers chose to write compliments regarding SSB staff or individual staff members.

The Communications and Timeliness service components are of particular importance in assessing the Agency's customer services, as the questions in these two areas directly address standards documented in the Agency's Compact with Texans. Survey questions concerning communications queried customers on such matters as contacting Agency staff via phone or email, accessibility of staff, and whether needed information was received in a timely manner. Questions addressing timeliness focused on key steps in the Agency's registration and renewal processes, inspections, complaints, interpretative requests, and public information requests.

In 2020, 88.6% of the responses regarding Communications were positive and 87.2% were positive regarding Timeliness. In the current survey, those ratings were 90.2% and 86.3%, respectively.

Review of the responses to the individual questions in these sections of the survey can provide additional insight into customers' assessments of the Agency's performance in these two important areas. As in the past, members of the Agency's senior staff will have the survey results at this level of detail for their areas of responsibility.

That the highest percentage of unfavorable responses were associated with the Agency's Complaint procedures seems to reflect the fact that only a very small portion of the Agency's customers have filed complaints about the Agency or know how to file such a complaint. Despite this, the responses in this service area are not being discounted. Responses at the low end of the rating scale (1 and 2) were the highest among all service categories, totaling 12.4% for all responders. It appears that these low ratings are primarily from persons who had either filed complaints and were disappointed in the Agency's response or were otherwise dissatisfied with the staff's handling of an inspection or registration matter.

The Agency, through its website, investor education initiatives, and other public outreach, disseminates information on filing complaints that is accessible to the investing public. It is further committed to ensuring that complaints filed are thoroughly evaluated. Nevertheless, after investigation, complaints are often found not to be valid. Even when action is taken against the perpetrators, complainants may not be satisfied with the outcome, as they seldom recover funds lost to investment scams. Several responders commented on the inability to obtain information from the Agency after a complaint was filed. However, information obtained and produced in connection with an investigation is made confidential by statute and cannot be shared with members of the public. This sometimes creates an impression that nothing is being done during the investigatory stage, which depending on the complexity of the matter, may take more than a year before a publicly available action, such as an indictment, is available for public release.

Since the last survey, the Agency added a new chapter to its rules and regulations concerning the Agency's complaint process. Chapter 102, Complaint Process, was adopted by the Agency's Board and became effective February 27, 2020. The new rules and

associated website content have been designed to make complaint processing more transparent to the public.

Survey questions regarding the Agency's website asked customers to rate the site with respect to ease-of-use and whether the posted information was helpful. Many of those responding to questions about the Agency's website answered "not applicable" or skipped the questions. This indicates that many of the Agency's customers have little or no experience with the website. Of those who rated the website, 79.4% of the responses were positive.

Many of the customers wrote comments in response to one or both of the open-ended questions at the end of the survey form. Customer comments were most numerous in the Inspections and Enforcement strategies. Many comments offered suggestions for improving Agency services. A complete compilation of comments for each strategy will be available for consideration by the Agency's senior staff.

The low response rate (8.1%) for this year's survey suggests that the survey results may not be reliable in assessing customer satisfaction. Further, the overall sample may not be considered statistically valid because of necessary differences in the ways samples were drawn for each of the strategies.

Other limitations on the data include the difficulty of surveying some customers.

Perhaps the greatest limitation on the data is the unknown accuracy of customers' recall of their contacts with the Agency. This could be an issue for customers who have infrequent contacts with the Agency or who deal with securities regulators in multiple states. Finally, though care was taken in developing the 2022 survey form to word questions as clearly as possible, different customers will interpret questions differently. This could be seen in something as simple as a customer who, when commenting on their interaction with one division, praised personnel they interacted with in another division or commented on activities within the exclusive purview of a different division.

Despite these limitations, the survey affords the Agency a good means of periodically assessing satisfaction with the Agency's services and receiving suggestions for improving services, as reported by its primary customers.

In contemplating further improvement in the survey process in future years, alternate approaches to surveying some customer groups should be considered. To more accurately obtain information from customers who interact with the Agency infrequently, a method to measure satisfaction at the time of service may be appropriate. Thought will also be given to alternative means of assessing customer service, such as providing an evaluation form to customers at the time of service or a permanent online comment option on the Agency's website.

Customer-Related Performance Measures

Outcome Measures

- Percentage of Surveyed Customers Expressing Overall Satisfaction with Services Rendered 83.6%
- Percentage of Surveyed Customers Identifying Ways to Improve Service Delivery 10.1%

Output Measures

- Number of Customers Surveyed 5,164 survey forms sent; 417 fully completed (8.1% response rate)
- Number of Customers Served Total customer count includes registrants, Texas investors, and businesses which rely on a free and competitive securities market to raise capital

Efficiency Measures

- Cost Per Customer Surveyed \$1.32 per survey sent out
\$16.33 per fully-completed survey
- Costs include:
 - Postage (for survey mailout) - \$4.14 (\$0.46 x 9)
 - FINRA ad hoc reports of Texas dealer- \$240
 - FINRA ad hoc reports of investment adviser filings- \$360
 - Online survey site subscription fee - \$372
 - Staff time (survey preparation and mailout, data compilation and analysis, report writing) - \$5,833.33



Texas State Securities Board - Customer Service Survey 2022

Thank you for taking this brief survey about the Texas State Securities Board. It contains 13 questions and should take less than 10 minutes to complete. Your responses will help us serve you better.

Please identify the Division within the Agency that you contacted between September 2019 and August 2021. You may choose only one for this survey so if you have had contact with multiple Divisions please choose the one you have dealt with the most often.

Not all questions will be applicable to all persons. Please skip or answer "N/A" if a question does not apply to your interaction with the Texas Securities Board.

If you provide a response of "Disagree" or "Strongly Disagree," please consider providing written feedback in the Comments section explaining why. Your comments are critical to helping us improve service.

* 1. My responses are based on my contact with: (Please choose only one.)

- SECURITIES REGISTRATION - reviews applications for registration of securities and notice filings for securities offerings; assists persons regarding financing alternatives and exemptions from registration; provides information on securities filings; receives payments electronically for filing fees paid through the Electronic Filing Depository (EFD) for certain offerings.
- DEALER/AGENT REGISTRATION - reviews applications for registration of dealers and agents; assists with the registration process; provides information on registered firms and agents.
- INVESTMENT ADVISER/REPRESENTATIVE REGISTRATION - reviews applications for registration and notice filings of investment advisers and their representatives; assists with the filing process; provides information on registered and notice-filed advisory firms and adviser representatives.
- INSPECTIONS AND COMPLIANCE - conducts inspections of records of REGISTERED securities dealers and investment advisers; investigates complaints against REGISTERED dealers and advisers; brings administrative proceedings against REGISTERED dealers and their agents or investment advisers and their representatives.
- ENFORCEMENT - works with local, state, and federal prosecutors and other regulatory offices and law enforcement agencies; investigates suspected UNREGISTERED activities and fraudulent sales of UNREGISTERED securities and pursues appropriate administrative, civil, or criminal actions; receives and processes financial exploitation reports.
- INVESTOR EDUCATION - informs and educates Texans about the basics of investing in securities, with a special emphasis placed on the prevention and detection of securities fraud; provides free publications on the basics of investing in securities and avoiding investment fraud and provides speakers to Texas groups and events.
- GENERAL COUNSEL - answers legal questions about the Texas Securities Act and Board Rules; publishes the Texas Securities Act and Board Regulations; responds to Public Information Act inquiries involving confidential information.
- WEBSITE - subscription service for news releases, rulemaking, board meetings, and other Agency actions; inquiries submitted through the "Contact us" link; information for the regulated industry and investors or about the Agency and the programs it administers; electronic versions of the Texas Securities Act and Board Rules.
- OTHER (please specify):

* 2. I am a/an: (Please choose only one.)

- Investor seeking information or making a complaint.
- Member of the regulated industry (dealer, agent, investment adviser, investment adviser representative) or a person acting on behalf of an industry member.
- Business seeking to raise capital.
- Prosecutor, law enforcement, or other regulator.
- Law firm (legal counsel or law firm staff).
- Consultant.
- Member of the public.
- Other (please specify):

* 3. How many times have you had contact with the Texas State Securities Board during the period September 2019 through August 2021?

- None
- Once
- 2-5
- 6-20
- more than 20

* 4. What type of contact did you have? (Mark all that apply.)

- Email
- Telephone
- Videoconferencing
- Website
- In person
- Mail



Texas State Securities Board - Customer Service Survey 2022

5. Staff of the Texas State Securities Board.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
A. Staff members were accessible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Staff members were courteous, professional, and respectful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Staff members demonstrated a willingness to assist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Staff members were knowledgeable, competent, and able to answer my questions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Staff members identified themselves by name.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you want to provide additional information about your experience with our staff or suggest improvements, please do so here. If you responded "Disagree" or "Strongly Disagree," please consider providing written feedback to explain why. Your comments are critical to helping us improve service.

6. Communications.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
A. When I called, I was connected in a timely manner to a person who could assist me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. When I left a telephone message, a staff member responded in a reasonable time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. When I sent an email message, I received a timely response.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. I received information I requested in a timely manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. I was given clear explanations about Agency rules and procedures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you want to provide additional information about your experience with our staff or suggest improvements, please do so here. If you responded "Disagree" or "Strongly Disagree," please consider providing written feedback to explain why. Your comments are critical to helping us improve service.

7. Timeliness.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
A. FOR REGISTRANTS: I was informed in a timely manner of deficiencies in my application for registration.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. FOR REGISTRANTS: I was given a clear explanation as to how to correct any deficiencies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. FOR REGISTRANTS: I was informed in a timely manner of the decision regarding my application (grant, deny, or allow withdrawal).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. FOR REGISTRANTS: My registration renewal was processed in a timely manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. FOR REGISTRANTS: When I reported an amendment to my registration information, it was processed in a timely manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. FOR INSPECTED FIRMS: I received a written follow-up to an inspection of my firm in a timely manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. FOR COMPLAINANTS: My complaint relating to a person or company subject to regulation by the Texas State Securities Board was processed in a timely manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. I received a timely response to my request for public information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you want to provide additional information about your experience with our staff or suggest improvements, please do so here. If you responded "Disagree" or "Strongly Disagree," please consider providing written feedback to explain why. Your comments are critical to helping us improve service.

8. Complaints About the Agency.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
A. I know how to file a complaint regarding services provided by the Texas State Securities Board.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. If I complained regarding services provided by the Agency, I believe it would be addressed in a reasonable manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you want to provide additional information about your experience with our staff or suggest improvements, please do so here. If you responded "Disagree" or "Strongly Disagree," please consider providing written feedback to explain why. Your comments are critical to helping us improve service.

9. Website (www.ssb.texas.gov).

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
A. I was able to access the information I needed using the website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. The website contained clear and accurate information on the Texas Securities Act and regulations/rules.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. The website contained clear and accurate information on registration and notice filing requirements and procedures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. The website contained clear and accurate information on filing a complaint with the Agency.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. The website contained clear and accurate information of interest to consumers in evaluating investments and avoiding fraud.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. The information on the website was relevant and useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. The links to other websites were relevant and useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. IF ACCESSED THROUGH A MOBILE DEVICE, it was easy to view and navigate through the website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I. FOR SUBSCRIBERS TO UPDATES (news releases; investor alerts; criminal, civil, and administrative case alerts; meeting agendas; rulemaking & rulebook updates), I found the information I received helpful and/or useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you want to provide additional information about your experience or suggest improvements, please do so here. If you responded "Disagree" or "Strongly Disagree," please consider providing written feedback to explain why. Your comments are critical to helping us improve service.

10. Printed Investor Education Material.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
A. The printed information was clear and understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. The printed material provided was thorough and accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you want to provide additional information about your experience or suggest improvements, please do so here. If you responded "Disagree" or "Strongly Disagree," please consider providing written feedback to explain why. Your comments are critical to helping us improve service.

11. Facilities.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
A. The location of services was convenient (parking, public transportation, distance, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. The facility where I received services was clean, orderly, and I could easily find my way around in it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. The facility was open during reasonable hours.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you want to provide additional information about your experience or suggest improvements, please do so here. If you responded "Disagree" or "Strongly Disagree," please consider providing written feedback to explain why. Your comments are critical to helping us improve service.

12. Overall Impressions.

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
How satisfied are you with the Agency's facilities, including your ability to access the Agency, the office location, signs, and cleanliness?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with Agency staff, including employee courtesy, friendliness, and knowledgeability, and whether staff members adequately identified themselves to customers by name, including the use of name plates or tags for accountability?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with Agency communications, including toll-free telephone access, the average time you spent on hold, call transfers, access to a live person, letters, electronic mail, and any applicable text messaging or mobile applications?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with the Agency's Internet site, including the ease of use of the site, mobile access to the site, information on the location of the site and the Agency, and information accessible through the site such as a listing of services and programs and whom to contact for further information or to complain?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with the Agency's complaint handling process, including whether it is easy to file a complaint and whether responses are timely?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with the Agency's ability to timely serve you, including the amount of time you wait for service in person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with any Agency brochures or other printed information, including the accuracy of that information?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please rate your overall satisfaction with the Agency.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. If you have other suggestions that would help to improve your experience with the Texas State Securities Board, please explain.