Employer Survey
Account Information Management (AIM)
Response by Employer Type

- City: 35%
- County: 14%
- Township: 16%
- School: 23%
- Other: 12%

Survey Details

- 4,612 emails to employer contacts
- 273 completed surveys
- 6% response rate
- 11 questions
- Multiple choice and open-ended

Department Role

- Payroll: 40%
- Human Resources: 27%
- Accounting: 24%
- Other: 9%
AIM Employer Survey Takeaway 1: Great Customer Service

Employer Satisfaction with PERA’s Overall Customer Service

- 56% Very Satisfied
- 35% Satisfied
- 7% Neither Satisfied nor Dissatisfied
- 1% Dissatisfied
- 1% Very Dissatisfied

AIM Customer Service Goals for 2021
- Cross-training to reduce call transfers
- Clearer Employer Response Line choices
- LinkedIn Learning customer service refreshers

What Does PERA Do Well?
- Website issues
- Great time employers
- Friendly employees
- Everything helpful
- Customer service
- Phone PERA need
- Helpful really call
- Emails good keeping always information
- Answering questions response support questions
AIM Employer Survey Takeaway 2: Training Needs

Employer Training Delivery Preferences

- 56% Either In Person or Online
- 34% Online
- 10% In Person

AIM Employer Training Goals for 2021:
- New Contact recurring training webinars will launch this spring
- Special topic webinars for in-depth discussions
- On-demand informational video content

How Can PERA Improve?

understand, sometimes, make, even, employer, questions, employee, need, PERA, new, time, Nothing, training, staff, reports
AIM Employer Survey Takeaway 3: Clear Materials

Employer Newsletter 2016 vs 2020 - Same Topic

AIM Employer Materials Goals for 2021:
- Employer Manual full redesign
- Intuitive website navigation and quick start guide
- Update materials with plain language