

**Division of Student Affairs (DSA)
Department of Information Technology
Customer Satisfaction Survey
2018-2019**

Purpose of Assessment

In August 2019, Division of Student Affairs (DSA) staff members who used the DSA Department of Information Technology (DoIT) services during the 2018-2019 academic year were surveyed regarding their overall satisfaction with DoIT services. This is the fourth time Student Life Studies has helped DoIT assess customer satisfaction of clients regarding the various services offered by DoIT.

Method and Sample

The survey was produced using Qualtrics®, a software program that creates web-based surveys and databases. The customer satisfaction survey contained nine quantitative questions, and three qualitative questions. Due to branching technology, not all respondents saw all of the questions. The data was analyzed using SPSS®, a statistical software package, and Microsoft Excel®.

The survey link was sent through email beginning August 15, 2019 to 512 DSA staff members who were DoIT customers during the 2018-2019 academic year. Non-respondents received up to three email reminders before the survey closed on August 30th. One hundred eighty-four respondents started the survey, yielding a 36% response rate.

Key Findings with Recommendations

Student Life Studies identified several key findings and developed actionable recommendations the department may take based on the results. However, DoIT staff may identify other findings using their knowledge and understanding of the community. Staff members are strongly encouraged to read all the results and qualitative comments to gain a fuller understanding of their clients' experiences.

- More than half of the respondents rated their customer support from DoIT based on their experience from the last year at the highest ten and nine ratings on a ten-point satisfaction scale. Using the calculation of the Net Promoter Score to determine one score to represent customer satisfaction on that scale, the satisfaction level score was +35, from a possible score of -100 to +100. Scores above 0 are considered good.
- Respondents indicated that the customer support they received from DoIT was professional, helpful, and they thought DoIT support staff were friendly. However, some indicated that overall response time was inconsistent, depending on the way the issue was reported to DoIT and the complexity of the issue.
- Communication and timeliness were specific areas of quality in which respondents were less satisfied with their interactions with DoIT. To pinpoint specific improvements, DoIT staff may want to delve deeper into these responses by further segregating them by department or role. Please contact Student Life Studies if interested in furthering this analysis.
- DoIT staff may be able to increase the number of those clients willing to share their feedback about their experiences (customer satisfaction) if they are asked for feedback nearer to the close of their project or ticket, instead of yearly. Please contact Student Life Studies if interested in their assistance in doing so.

Results

Results are reported as means, standard deviations (sd), and frequency percentages for the number of people (n) who responded to the question. For ease of reading, frequency percentages are rounded to the nearest whole percent, so totals may not add up to exactly 100%. All tables are listed in descending 2019 mean order unless otherwise specified. Summary themes are reported; the entire list can be found in a separate document.

Survey respondents were asked how satisfied they were with their customer support from DoIT based on their experience within the last year. Respondents rated their satisfaction on a scale from zero to ten, where zero represented extremely dissatisfied and ten represented extremely satisfied. As noted in Table 1, over a quarter were extremely satisfied.

Extremely Satisfied 10	9	8	7	6	5	4	3	2	1	Extremely Dissatisfied 0	Mean (sd)
29%	23%	20%	11%	4%	3%	3%	3%	2%	1%	1%	8.04 (2.13)

Table 1: Satisfaction with DoIT Customer Support (n=184)

Grouping the responses as a Net Promoter Score (NPS) would with its similar zero to ten scale, 52% (n=96) rated DoIT's customer support nine to ten, 31% (n=57) rated their customer support a seven or eight, and 17%(n=31) rated their customer support zero to six. Using the calculation of the Net Promoter Score to determine one score to represent customer satisfaction by subtracting the percentage of those who rated at the zero to six levels (17%) from the percentage of those who rated their satisfaction at the ten to nine levels (52%), +35 is the satisfaction level score from a possible -100 to +100. A positive score (above 0) in the NPS measure is considered "good", 50 is considered "excellent" and above 70 is considered "world class".¹

Respondents were asked to explain their rating. Those who rated the customer support from DoIT at a nine or ten rating generally indicated that customer support from DoIT was helpful, friendly, professional, and response time was quick. Those who rated the customer support from DoIT in the seven or eight range also indicated friendly, helpful customer support, but noted that there was inconsistency in response time. Some respondents said they believed inconsistency in response time was due to sending in an emailed ticket instead of calling, or that response time was different depending on the complexity of the issue at hand. A few noted that there was lack of communication regarding the status of their ticket.

Many of those rating the customer support from DoIT in the six or below range provided specific, unique examples of their experience with DoIT as support for their ratings. The most commonly shared reasons for the six or below rating were about the lag in resolving the issue reported in the ticket, the lack of updates regarding progress in resolving the issue and very slow initial response time. A few indicated problems surrounding replacing of personal computers and the lack of communication within DoIT customer support regarding no reference to previous reporting of similar problems by their client or customer.

Respondents who rated the customer support from DoIT as a seven or an eight were asked what DoIT could improve for them to give DoIT customer support a ten. Thirty replied, and many indicated that

¹ <http://www.netpromotersystem.com/about/measuring-your-net-promoter-score.aspx>

improving response time and receiving status updates and follow-ups as DoIT is working to resolve their issue would increase their rating.

DoIT also requested feedback from respondents regarding their satisfaction with the quality of specific areas of their services. As noted in Table 2, respondents were most satisfied with the quality of DoIT’s customer service and least satisfied with DoIT’s timeliness.

Based on your experience within the last year, how satisfied were you with the quality of the following areas related to your interactions with DoIT?	Very Satisfied (5)	Satisfied (4)	Neither Satisfied nor Dissatisfied (3)	Dissatisfied (2)	Very Dissatisfied (1)	2019 Mean (sd) [n]
Customer Service	43%	45%	8%	3%	2%	4.23 (.86) [183]
Service Support	39%	46%	8%	5%	2%	4.14 (.93) [184]
Service Offerings	34%	46%	17%	2%	2%	4.09 (.85) [183]
Communication	36%	43%	10%	8%	3%	4.01 (1.02) [183]
Timeliness	34%	39%	10%	12%	5%	3.83 (1.18) [184]

Table 2: Satisfaction by Quality Area

Using a five- point scale, respondents were next asked to rate their level of agreement or disagreement with statements reflecting DoIT staff response to computer or application work stoppages and provision of information regarding IT- related issues. Noted in Table 3, over three-quarters of respondents agreed or strongly agreed that DoIT gets them back up and running quickly when a computer or application issue creates a work stoppage. Respondents similarly strongly agreed or agreed that DoIT informs their department of IT-related issues that are important; these results were also cross tabulated by respondent’s department, which can be found in a separate document.

	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly Disagree (1)	2019 Mean (sd) [n]
When I have an issue with my computer or application that creates a work stoppage, I feel that DoIT gets me back up and running quickly.	46%	36%	8%	8%	2%	4.15 (1.02) [184]
I feel that the Department of IT (DoIT) keeps my department informed of IT-related issues that are important.	34%	51%	10%	6%	--	4.12 (.81) [179]

Table 3: DoIT Staff Response

Next, respondents were asked if there were technology issues they had that they did not contact DoIT about; 63% of the 182 respondents said no and 37% said yes. Those who responded yes were then asked why they did not contact DoIT for these issues. Fifty-seven responded, and most frequently respondents commented that DoIT took too long to resolve the issue or that they were not confident that DoIT could help. Others indicated using vendor or non-standard software for which they contacted outside technical assistance when issues arose. Additional comments included resolving issues themselves, contacting the Division of Information Technology or using intra-departmental expertise instead of contacting DoIT.

Department identification of the surveyed population and those who responded are noted below in Table 4. Data given is in descending order by percentage of survey response.

Department:	Percentage of Respondents (n=184)	Percentage of Population (N=512)
Residence Life	15%	12%
Student Health Services	14%	13%
Offices of the Dean of Student Life	12%	8%
Corps of Cadets	10%	11%
Student Activities	7%	7%
Department of Information Technology	6%	5%
Memorial Student Center	5%	5%
Recreational Sports	5%	8%
Disability Resources	4%	3%
Office of the Vice President for Student Affairs	4%	4%
Counseling and Psychological Services (CAPS)	4%	6%
Rudder Theatre Complex	3%	3%
Student Life Studies	3%	1%
Multicultural Services	2%	2%
Music Activities	2%	2%
Becky Gates Children's Center	1%	2%
University Art Galleries	1%	1%
University Center and Special Events	1%	4%
Veteran Resource and Support Center	1%	1%
Air Force ROTC	1%	1%
Navy ROTC	1%	1%
Army ROTC	--	1%

Table 4: Department

Background

The Department of Information Technology (DoIT) in the Division of Student Affairs (DSA) lists its purpose on its website (<http://doit.tamu.edu/strategic-plan>) as “We create an environment for student success by providing specialized and dependable technology solutions for student affairs professionals.” DoIT requested Student Life Studies (SLS) assist them in to assess DSA staff satisfaction with DoIT customer support, and general satisfaction with their service offerings, customer support and communication.

Project Details

The Department of Student Life Studies provides quality assessment services, resources and assessment training for departments in the Texas A&M University Division of Student Affairs and student organizations. Services by Student Life Studies are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through Student Life Studies can be found at <https://studentlifestudies.tamu.edu/results/>. Additionally, division staff can follow Student Life Studies on Facebook.

To work with Student Life Studies for future assessment projects, please fill out the Assessment Questionnaire at <https://slsform.dsaapps.tamu.edu/>.

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