Division of Student Affairs (DSA)
Department of Information Technology
Customer Satisfaction Survey
2019-2020

Purpose of Assessment

In August 2020, Division of Student Affairs (DSA) staff members who used the DSA Department of Information Technology (DoIT) services during the 2019-2020 academic year were surveyed regarding their overall satisfaction with DoIT services. This is the fifth 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 six 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 6th to 557 staff members who were DoIT customers during the 2019-2020 academic year. Non-respondents received up to three email reminders before the survey closed on August 25th. One hundred eighty-five respondents started the survey, yielding a 33% response rate, slightly lower than last year's 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 nine and ten 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 +59, from a possible score of -100 to +100. This year's score was a 20 point improvement over last year's score of +39.
- Respondents indicated that the customer support they received from DoIT was professional, helpful, and friendly. They expressed appreciation for the courteous and timely help they received from DoIT staff when issues arose because of moving their work stations from campus to their homes due the COVID 19 work-at-home order.
- Satisfaction with all quality areas of DoIT service improved compared to 2019, especially timeliness of response. However, it continues to be an area those dissatisfied or very dissatisfied indicate needs improvement, especially for the help tickets which are passed on from the DoIT first line, help desk technicians to those professionals within the department with more expertise.
- 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 one-third were extremely satisfied.

Extremely Satisfied 10	9	8	7	6	5	4	3	2	1	Extremely Dissatisfied 0	2020 Mean (sd) [n]	2019 Mean (sd) [n]
37%	28%	18%	9%	2%	2%	2%	1%	1%	0%	0%	8.64 (1.60) [183]	8.04 (2.13) [184]

Table 1: Satisfaction with DoIT Customer Support

Grouping the responses as a Net Promoter Score (NPS) would, with its similar zero to ten scale, 65% (n=119) rated DoIT's customer support nine to ten, 27% (n=49) rated their customer support a seven or eight, and 8% (n=15) 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 (8%) from the percentage of those who rated their satisfaction at the ten to nine levels (65%), +59 is the satisfaction level score from a possible -100 to +100. This is higher than the +35 score received last year. 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 prompt. A few also expressed appreciation with the DoIT staff patience, and support when setting up "at home" work stations required during the COVID 19 shelter at home order. Those who rated the customer support from DoIT in the seven or eight range also indicated friendly, helpful customer support especially during the COVID 19 shelter in place order, but some noted that the staff seemed rushed and there were still some inconsistency in response time in resolving the on the complexity of the issue at hand. One indicated that support has improved over the last year, including improvement in timeliness to resolution and communication regarding status of the 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, especially if the ticket was generated via the web instead of a phone call. Two of the fifteen respondents in this category did not remember submitting a help request through the DoIT customer support help desk.

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

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. Twenty-four replied, and many indicated that improving response time, especially if the issue at hand must be passed on to someone else beyond the technician to resolve would increase the rating. Also, receiving status updates and follow-ups as DoIT is working to resolve their issue would improve the experience for the customers.

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 service support and least satisfied with DoIT's communication, although all categories improved over last year.

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)	2020 Mean (sd) [n]	2019 Mean (sd) [n]
Service Support	51%	40%	4%	3%	2%	4.34 (.88) [170]	4.14 (.93) [184]
Service Offerings	39%	43%	15%	1%	2%	4.18 (.84) [170]	4.09 (.85) [183]
Communication	41%	42%	9%	6%	2%	4.13 (.96) [171]	4.01 (1.02) [183]

Table 2: Satisfaction by Quality Area

Respondents were informed that the timeliness of DoIT response to their needs was especially important, and asked to them to rate their level of satisfaction or dissatisfaction with the timeliness of DoIT's response based on the respondents experience within the last year. Of the 179 who responded, 48% indicated they were very satisfied, 39% satisfied, and 6% were neither satisfied nor dissatisfied. Five percent (5%) noted they were dissatisfied and 3% were very dissatisfied (Mean=4.24, sd=.96). The satisfaction with DoIT timeliness improved over last year (Mean=3.83). Those who selected dissatisfied or very dissatisfied were ask to explain their response, and 13 wrote in responses. About one third referred to responses already given, others indicated it took longer than expected to get issues resolved, and if support is needed for programs or platforms, those issues are left "hanging" or take a long time to be addressed.

Respondents were also asked to rate their level of agreement or disagreement that the Department of IT (DoIT) keeps their department informed of IT- related issues that are important. Noted in Table 3, over three-quarters of respondents agreed or strongly agreed that DoIT informs their department of IT-related issues that are important and at a slightly higher rate than last year. 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)	2020	2019 Mean (sd) [n]

I feel that the Department of IT (DoIT) keeps my department informed of IT-related issues that are important.	44%	43%	10%	2%	--	4.28 (.76) [176]	4.12 (.81) [179]

Table 3: Informed of IT related issues

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; those surveyed from departments outside of the Division of Student Affairs were combined and are noted as Departments Outside Division of Student Affairs in Table 4. Their response numbers and percentages can be found by individual department in the attached documents.

Department:	Percentage of Respondents (n=184)	Percentage of Population (N=556)
Residence Life	15%	11%
Offices of the Dean of Student Life	12%	8%
Student Health Services	10%	10%
Memorial Student Center	9%	5%
Corps of Cadets	8%	9%
Counseling and Psychological Services (CAPS)	7%	8%
Recreational Sports	6%	7%
Student Activities	5%	7%
Office of the Vice President for Student Affairs	5%	3%
Departments Outside Division of Student Affairs	5%	12%
Student Life Studies	3%	1%
Disability Resources	3%	2%
Department of Information Technology	2%	5%
University Center and Special Events	2%	3%
Multicultural Services	2%	2%
Music Activities	2%	1%
Becky Gates Children's Center	1%	2%
University Art Galleries	1%	1%
Veteran Resource and Support Center	1%	1%
Rudder Theatre Complex	1%	2%

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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