Division of Student Affairs
Department of Information Technology
Customer Satisfaction Survey
2020-2021

Purpose of Assessment

In August 2021, Division of Student Affairs (DSA) staff members who used the DSA Department of Information Technology (DoIT) services during the 2020-2021 academic year were surveyed regarding their overall satisfaction with DoIT services. This is the sixth time Student Life Studies has helped DoIT assess customer satisfaction of clients regarding the various services offered by DoIT.

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.
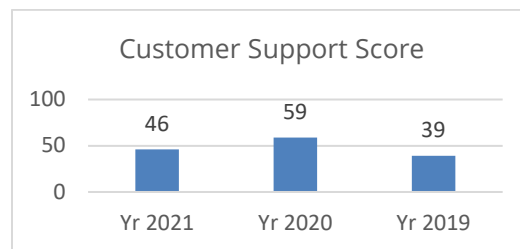

Chart 1: Customer Support Score

- 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 satisfaction with customer support on that scale, the satisfaction level score was +46, from a possible score of -100 to +100. This year's score was 13 points lower than 2020 but an improvement over 2019.

- Respondents indicated that the customer support they received from DoIT was helpful, competent and friendly. Satisfaction with all quality areas of DoIT service stayed similar to 2020 and thus continued to show improvement compared to 2019, especially timeliness of response. However, timeliness of response continues to be an area those who were dissatisfied or very dissatisfied indicated needed improvement. Specifically, help tickets passed on from the DoIT first line, help desk technicians to department professionals with more expertise takes longer to resolve than desired by respondents. Some also mentioned needing frequent follow-up communication from DoIT regarding unresolved issues, which if planned at regular intervals while a ticket is open could lead to improved satisfaction.

- 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.

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 four qualitative questions. Due to branching technology, not all respondents saw all of the questions. The data were analyzed using SPSS®, a statistical software package, and Microsoft Excel®.

The survey link was sent through email beginning August 9, 2021, to 666 staff members who were DoIT customers during the 2020-2021 academic year. Non-respondents received up to three email reminders before the survey closed on August 27, 2021. One hundred thirty-two respondents started the survey, yielding a 20% response rate, 16 points lower than last year's 36% response rate.

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 2021 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 with support on a scale from zero to ten, where zero represented extremely dissatisfied and ten represented extremely satisfied. As noted in Table 1, over half were extremely satisfied.

Extremely Satisfied 10	9	8	7	6	5	4	3	2	1	Extremely Dissatisfied 0	2021 Mean (sd) [n]	2020 Mean (sd) [n]	2019 Mean (sd) [n]
41%	18%	17%	11%	6%	5%	--	2%	--	1%	--	8.48 (1.78) [132]	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, 59% (n=78) rated DoIT's customer support nine to ten, 27% (n=36) rated their customer support a seven or eight, and 13% (n=14) 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 (13%) from the percentage of those who rated their satisfaction at the ten to nine levels (59%), +46 is the satisfaction level score from a possible -100 to +100. This is lower than the +59 score received last year, but higher than the previous year +39. 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, competent, professional, and prompt. Those who rated the customer support from DoIT in the seven or eight range also indicated friendly, timely, helpful customer support and a few still referred to the helpful assistance while working from home during the COVID-19 shelter in place order. Some noted staff turnover affecting

---

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

knowledge in resolving issues quickly, and there is lag in response time when resolving more complex issues are elevated from tier one to tier two help.

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 or email instead of a phone call. A few noted that the carry-over of an issue between technicians was lacking and that the steps of the solution always start over and wasted time. Follow-up on continuing issues was lagging as well; respondents noted they needed to initiate follow-up or they did not hear back from DoIT.

Respondents who rated the customer support from DoIT as a seven, eight or nine were asked what DoIT could improve for them to give DoIT customer support a ten. Twenty-seven replied and many indicated that improving training of new staff and the turn-over causes inconsistencies in time to resolution, especially if the issue at hand must be passed on to someone else beyond the technician to resolve would increase the rating.

DoIT also requested feedback from respondents regarding their level of satisfaction or dissatisfaction with 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 timeliness of response. All except timeliness of response improved over the previous years.

Based on your experience within the last year, please rate your level of satisfaction or dissatisfaction in the following areas related to your interactions with DoIT:	Very Satisfied (5)	Satisfied (4)	Neither Satisfied nor Dissatisfied (3)	Dissatisfied (2)	Very Dissatisfied (1)	2021 Mean (sd) [n]	2020 Mean (sd) [n]	2019 Mean (sd) [n]
Service Support	51%	39%	8%	2%	1%	4.36 (.79) [130]	4.34 (.88) [170]	4.14 (.93) [184]
Service Offerings	45%	45%	10%	--	--	4.35 (.66) [130]	4.18 (.84) [170]	4.09 (.85) [183]
Communication	45%	42%	7%	6%	1%	4.23 (.89) [130]	4.13 (.96) [171]	4.01 (1.02) [183]
Timeliness of DoIT Response	46%	38%	9%	7%	--	4.22 (.87) [129]	4.24 (.96) [179]	3.83 (1.18) [184]

Table 2: Satisfaction by Quality Area

Those who selected dissatisfied or very dissatisfied regarding any areas were ask to explain their response, and 16 wrote in responses. Many indicated inconsistencies in the length of time to get issues resolved, and if support was needed for programs or platforms, those issues' resolutions took a longer time to address. Some also spoke about lack of communication regarding the progress towards resolving the issues noted within the ticket.

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, on the

following page, over three-quarters of respondents agreed or strongly agreed that DoIT informs their department of IT-related issues that are important, similar to last year.

	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly Disagree (1)	2021 Mean (sd) [n]	2020 Mean (sd) [n]	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%	--	4.27 (.71) [128]	4.28 (.76) [176]	4.12 (.81) [179]

Table 3: Informed of IT related issues

The last question asked respondents for feedback regarding how DoIT could improve services for the respondent. Twenty-nine responded and about one-quarter of those responses were complementary or NA. Overall, respondents indicated a need to improve communication, specifically surrounding outstanding, unresolved issues (outstanding service tickets), rollouts and outstanding project statuses. Some also noted a need for better training for new staff.

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."

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/.

Report prepared for: Carl Ivey, Department of Information Technology (DoIT),
Report prepared by: Susan Fox-Forrester, Student Life Studies
Report prepared on: October 8, 2021
Analysis prepared by: Judith Barrera, Student Life Studies
Survey designed by: Susan Fox-Forrester, Student Life Studies