

**Division of Student Affairs
Department of Information Technology
Customer Satisfaction Survey
2021-2022**

Purpose of Assessment

Division of Student Affairs (DSA) staff members who used the DSA Department of Information Technology (DoIT) services during the 2021-2022 academic year were surveyed regarding their overall satisfaction with DoIT services. This is the seventh time Student Affairs Planning, Assessment & Research (SAPAR) helped DoIT assess customer satisfaction of clients regarding the various services offered by DoIT.

Key Findings with Recommendations

Student Affairs Planning, Assessment & Research (SAPAR) 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.

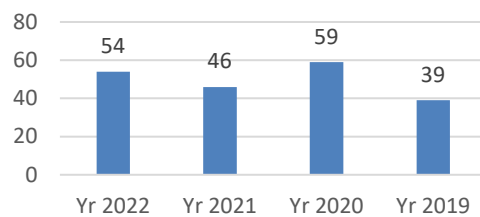


Figure 1: Customer Support Score

- 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 +54, from a possible score of -100 to +100. This year's score was higher than 2021 and 2019 but lower than 2020.
- Respondents indicated that the customer support they received from DoIT was helpful, professional, and friendly. Satisfaction with communication and especially timeliness of their response improved from the previous two years. However, the timeliness of response continues to be an area needing improvement per those who indicated dissatisfaction. Others noted a lack of communication, especially updates for tickets not resolved immediately which are passed on from the DoIT frontline technicians. More frequent and systemic follow-up communication from DoIT for those unresolved ticket issues. Perhaps with automated communication through ServiceNow, planned at regular intervals while a ticket is open could lead to improved satisfaction along with the continued support of the liaison from DoIT.
- 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 SAPAR 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 five 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 May 23, 2022, to 806 staff members who were DoIT customers during the 2021-2022 academic year. Non-respondents received up to three email reminders before the survey closed on June 10, 2022. Of the 805 surveys successfully sent, 128 respondents answered at least one question for a 16% response rate, four percentage points lower than last year's 20% 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 2022 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, nearly half were extremely satisfied (rated 10).

Extremely Satisfied 10	9	8	7	6	5	4	3	2	1	Extremely Dissatisfied 0	2022 Mean (sd) [n]	2021 Mean (sd) [n]	2020 Mean (sd) [n]	2019 Mean (sd) [n]
48%	13%	21%	10%	5%	3%	--	--	--	--	--	8.80 (1.41) [127]	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, 62% (n=78) rated DoIT's customer support nine to ten, 31% (n=39) rated their customer support a seven or eight, and 8% (n=10) 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 (62%), +54 is the satisfaction level score from a possible -100 to +100. This is an improvement over last year's +46 score, lower than the +59 score of 2020 and higher than the 2019 score of +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 timely, helpful, professional, and polite. Those who rated the customer support from DoIT in the seven or eight range also indicated friendly, helpful customer support although some noted that wait time for some issues takes longer as does the resolution to their issue.

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

Five respondents rated the customer support from DoIT in the six or five range and noted that any issues beyond password resets or simpler issues cannot be resolved in one call. One noted that the tickets that they put in were not a problem, but the requests from their department seem to be a lower priority of DoIT. Another noted not using the services and one respondent indicated they would prefer a dedicated IT person housed in their department.

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. Nineteen replied and a few indicated that training of new staff and the turn-over may be the cause of taking too long of a 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. Others noted it may be helpful for the service representative from DoIT to look at past tickets submitted for similar or the same problem and reference those tickets especially if the problem has not been resolved previously. Others just noted that they do not hear back regarding the status of the ticket and there seems to be no urgency to resolve those issues.

Respondents were requested to indicate their level of agreement or disagreement regarding technology solutions and support of those solutions offered by DoIT in meeting their departments' needs. As noted in Table 2, respondents were mostly in agreement that both the services (technology solutions) and support of the solutions met their departments' business needs.

Based on your experience within the last year, please rate your level of agreement or disagreement to the following:	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly Disagree (1)	2022 Mean (sd) [n]
Services (type of technology solutions) provided by DoIT meet my department's business needs.)	42%	50%	7%	1%	--	4.33 (.65) [113]
DoIT's support of the technology solutions provided meets my department's business needs.	42%	46%	10%	2%	--	4.29 (.72) [112]

Table 2: DoIT Technology Solutions Service and Support

DoIT also requested feedback from respondents regarding their level of satisfaction or dissatisfaction with specific areas of their services. As noted in Table 3, on the next page, respondents were most satisfied with communication from DoIT in 2022 and at a higher level than in the previous two years. Although rated slightly lower than communication, 88% of respondents indicated satisfaction with the timeliness of response, and again slightly more so than respondents in the previous two years.

Based on your experience within the last year, please rate your level of satisfaction or dissatisfaction to the following:	Very Satisfied (5)	Satisfied (4)	Neither Satisfied nor Dissatisfied (3)	Dissatisfied (2)	Very Dissatisfied (1)	2022 Mean (sd) {n}	2021 Mean (sd) [n]	2020 Mean (sd) [n]
Communication from DoIT	49%	47%	4%	1%	--	4.43 (.61) [113]	4.23 (.89) [130]	4.13 (.96) [171]
Timeliness of DoIT Response	50%	38%	10%	2%	--	4.37 (.73) [113]	4.22 (.87) [129]	4.24 (.96) [179]

Table 3: Satisfaction by Quality Area

Those who selected neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied responses regarding the communication and timeliness of DoIT response were asked to explain why. Respondents who neither agreed nor disagreed, disagreed, or strongly disagreed that DoIT provided adequate service (technology solutions) and support of those services were also asked to explain their response. Eleven responded; eight chose the neutral response (neither satisfied nor dissatisfied or neither agreed nor disagreed). Those respondents mostly commented about the timeliness of either response or resolution of their issues when putting in tickets as inconsistently handled by DoIT. Either they get close to an immediate resolution to the ticket, or they wait for resolution and do not get updates regarding the progress of the resolution. Two respondents who noted dissatisfaction with timeliness and communication indicated DoIT was too slow and did not provide updates, even after being asked to do so. The two who indicated disagreement that DoIT provided technology solutions that their departments needed or provided support for those technologies listed specific examples of technologies that either the department itself had to find on its own as DoIT did not or indicated having to use an old platform, produced many errors and was a source of frustration.

The last question asked respondents for feedback regarding how DoIT could improve services for the respondent. Twenty-four responded and more than half of those responses were complementary or NA. Some provided suggestions, like improving the timeliness of response, replacing aging systems, and adding personnel to provide more support, especially surrounding website management and marketing and communications programs.

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 Student Affairs Planning, Assessment & Research (SAPAR) 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 SAPAR are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through SAPAR can be found at <https://sapar.tamu.edu/results/>.

To work with SAPAR for future assessment projects, please fill out the Assessment Questionnaire at <https://sapar.tamu.edu/aqform/>.

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