

Division of Student Affairs
Department of Information Technology
Customer Satisfaction Survey- DoIT Customer Support
Summer 2017

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.” In July 2016, DoIT requested Student Life Studies (SLS) assist them in to assess DSA staff satisfaction with DoIT customer support, focusing on the areas of workstation, software and end user support. The survey results were intended to provide information regarding the customer satisfaction level which would be used to improve the customer service that the DoIT Service Desk provides the Division of Student Affairs staff. This is the second time SLS has helped DoIT assess only the services provided by the DoIT Service Desk Team.

Method and Sample

The survey was produced using Qualtrics®, a software program that creates web-based surveys and databases. The customer satisfaction survey contained eight quantitative questions, two qualitative questions and one demographic question. 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 customer satisfaction survey link was sent through email beginning June 5th to 227 DSA staff members who were DoIT customers during the 2016-2017 academic year. Non-respondents received up to three email reminders before the survey closed on June 16th. Of the 227 survey invitations sent, 138 respondents started the survey, yielding a 61% response rate which was a 30% increase in response rate from 2016.

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%. The scale used for the quantitative questions was Very Satisfied =5, Satisfied =4, Neither Satisfied nor Dissatisfied =3, Dissatisfied =2, Very Dissatisfied =1, and Not Applicable. The Not Applicable responses were removed from analysis. All tables are listed in descending 2017 mean order unless otherwise specified. Results will be compared to 2016 results where applicable. Summary themes are reported; the entire list can be found in a separate document.

Participants of the survey were asked whether they used the services of the Service Desk Team within the last year. Ninety-nine percent (99%) indicated yes and 1% indicated no (n=138). Those who answered yes were then asked to identify who they connected with from the Service Desk Team in a select all- that- apply response, unless “do not know” was selected as it was a mutually exclusive response. Of the 124 who responded, 83% chose Service Desk Team Student Techs, 77% chose Service Desk Team Staff, and 12% chose “do not know.”

Next, those who indicated using the services this year were asked to provide feedback regarding their overall level of satisfaction with those services. Table 1, on the next page, shows most respondents reported being very satisfied or satisfied, although slightly less satisfied than respondents in 2016 except regarding the follow-up from responding Service Desk representatives. Similar to the 2016 respondents, they were most pleased with the professionalism from the responding Service Desk representatives.

Satisfaction with the Service Desk Team	Very Satisfied (5)	Satisfied (4)	Neither Satisfied nor Dissatisfied (3)	Dissatisfied (2)	Very Dissatisfied (1)	2017 Mean (sd) [n]	2016 Mean (sd) [n]
The professionalism of your responding Service Desk representative(s)	45%	41%	11%	3%	--	4.27 (.79) [125]	4.31 (.62) [95]
The on-site support provided by Service Desk representative(s)	41%	39%	10%	7%	4%	4.07 (1.01) [115]	4.18 (.91) [85]
The knowledge of your responding Service Desk representative	34%	37%	20%	10%	--	3.94 (.96) [125]	4.06 (.91) [96]
The follow-up from the responding Service Desk representative(s)	32%	41%	16%	7%	3%	3.92 (1.03) [124]	3.88 (.99) [94]
The clarity of communication from your responding Service Desk representative(s)	32%	41%	16%	7%	3%	3.88 (1.03) [124]	4.02 (.85) [95]
The timeliness of the resolution of your technical issues by the responding Service Desk representative(s)	34%	32%	16%	14%	3%	3.80 (1.16) [125]	3.91 (1.01) [94]

Table 1 – Service Desk Team Services

Respondents who selected dissatisfied or very dissatisfied when asked about the clarity of communication from their responding Service Desk representative, or the follow-up from the responding Service Desk representative, were provided the opportunity to comment on those responses. Most of the comments provided very specific, unique responses. Some commonalities were that the responders had to contact DoIT or the Help Desk multiple times before resolution to their technical problems were resolved, or even addressed. When the Student Techs were mentioned in the comments, the responders indicated the students were professional but in many cases were unable to resolve the issue at hand and needed to pass the problem on to others for assistance.

Table 2, on the next page, shows the frequency of responses to each of the questions sorted by who the respondent indicated they worked with as their Service Desk representative. Data is in descending order of 2017 statement overall mean as noted in Table 1 above. Generally, respondents' satisfaction in working with the Service Desk Staff or the Student Techs was similar.

	Very Satisfied (5)	Satisfied (4)	Neither Satisfied Or Dissatisfied (3)	Dissatisfied (2)	Very Dissatisfied (1)	2017 Mean (sd)	2016 Mean (sd)
The professionalism of your responding Service Desk representative(s)							
Service Desk Team Staff	41% n=38	40% n=36	12% n=11	5% n=4	0% --	4.21 (.83)	4.29 (.62)
Service Desk Team Student Techs	43% n=44	44% n=45	9% n=9	4% n=4	0% --	4.26 (.78)	4.28 (.61)
Do not know	67% n=10	20% n=3	13% n=2	0% --	0% --	4.53 (.74)	4.14 (.66)
The on-site support provided by Service Desk representative(s)							
Service Desk Team Staff	39% n=32	37% n=30	11% n=9	10% n=8	4% n=3	3.98 (1.11)	4.17 (.81)
Service Desk Team Student Techs	38% n=35	42% n=39	11% n=10	7% n=	3% n=3	4.04 (1.02)	4.17 (.83)
Do not know	57% n=8	29% n=4	7% n=1	7% n=1	0% --	4.29 (1.14)	3.92 (1.38)
The knowledge of your responding Service Desk representative(s)							
Service Desk Team Staff	33% n=29	37% n=33	20% n=18	10% n=9	0% --	3.92 (.97)	3.96 (.89)
Service Desk Team Student Techs	31% n=32	39% n=40	20% n=20	10% n=10	0% --	3.92 (.95)	4.00 (.91)
Do not know	47% n=7	27% n=4	20% n=3	7% n=1	0% --	4.13 (.99)	4.07 (1.1)
The follow-up from the responding Service Desk representative(s)							
Service Desk Team Staff	28% n=25	44% n=39	14% n=12	9% n=8	5% n=4	3.83 (1.09)	3.72 (.98)
Service Desk Team Student Techs	29% n=30	43% n=43	18% n=18	7% n=7	3% n=3	3.89 (1.01)	3.81 (1.03)
Do not know	53% n=8	27% n=4	13% n=2	7% n=1	0% --	4.27 (.96)	4.07 (.88)
The clarity of communication form your responding Service Desk representative(s)							
Service Desk Team Staff	28% n=25	35% n=31	24% n=21	10% n=9	2% n=2	3.77 (1.05)	3.84 (.86)
Service Desk Team Student Techs	31% n=31	37% n=37	23% n=23	8% n=8	2% n=2	3.86 (1.01)	3.94 (.88)
Do not know	53% n=8	20% n=3	13% n=2	13% n=2	0% --	4.13 (1.13)	4.13 (.83)
The timeliness of the resolution of your technical issues by the responding Service Desk representative(s)							
Service Desk Team Staff	32% n=28	33% n=29	17% n=15	15% n=13	5% n=4	3.72 (1.19)	3.84 (.97)
Service Desk Team Student Techs	30% n=31	34% n=35	19% n=19	13% n=13	4% n=4	3.75 (1.14)	3.89 (1.01)
Do not know	53% n=8	20% n=3	7% n=1	10% n=3	0% --	4.07 (1.22)	3.69 (1.18)

Table 2: Response by Service Desk Representative

Respondents were asked to provide comments on their overall experience in working with the DoIT Service Desk Team. Nearly half of the 61 who provided comments noted that the representatives were nice, helpful, courteous and professional. A few noted that the Student Techs tried to be helpful, however, if there were circumstances beyond their knowledge, help and resolution to the problem then it was slow, and communication about the progress could be lacking. Respondents also indicated challenges with submitting a help ticket as response when doing so was erratic, needed follow up from the respondent before action was taken, or nothing happened at all.

Finally, respondents were requested to provide their classification. One-hundred thirty-six complied; 75% reported themselves as professional staff, 16% associate staff, 2% were graduate or student workers and 6% preferred not to answer.

Conclusions and Recommendations

Overall, survey participants were pleased with the professionalism, and friendliness of the Service Desk Team. However, similar to last year, respondents were less pleased with the timeliness of resolution of their technical issues although they found that the follow-up from the responding Service Desk representative improved slightly. Reviewing the steps taken in resolving the more complex technical issues, and how those issues are communicated, may be useful in identifying and implementing improvements in effort to increase general customer satisfaction with the Service Desk operations. It may also identify opportunities to engage the Service Desk Team technicians in further training, depending on the issues found.

DoIT may also want to consider offering this survey or an assessment like it more often and closer in time to the service desk experience of the customer. As this survey was offered to those who submitted help tickets throughout the year beginning in early fall 2016, the specifics of those interactions may have been difficult to recall for those receiving the survey. It is possible those who had more memorable or more recent experiences were those who responded, and those who experienced more expedient and routine resolution of their technical issues may not feel they can recall the experience enough to respond.

Many of the qualitative responses were detailed and specific, and DoIT staff is encouraged to read all qualitative responses to gain a fuller understanding of their customers' experiences. This summary report and data should be shared within DoIT with those who provide the services evaluated in this survey, as well as any persons outside the department as deemed appropriate.

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