

**Division of Student Affairs**  
**Department of Information Technology**  
**Customer Satisfaction Survey- DoIT Customer Support**  
**Summer 2016**

**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 assist them in developing and delivering a survey 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 to the staff within the Division of Student Affairs.

Although Student Life Studies assisted DoIT in 2014 with a customer satisfaction assessment for all services offered, this is the first 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 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 customer satisfaction survey link was sent through email beginning July 11<sup>th</sup> to a sample of 350 DSA staff members randomly selected from a list of DoIT customers. Non-respondents received up to four email reminders before the survey closed on July 28<sup>th</sup>. Of the 350 survey invitations sent, 108 respondents started the survey, yielding a 31% 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%. 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 2016 mean order unless otherwise specified. Results will be compared to 2014 results specific to the Service Desk Team where applicable. Qualitative summary themes are reported in this report; the entire list can be found in a separate document.

Participants of the survey were asked whether they had used the services of the Service Desk Team within the last year. Ninety-five percent (95%) indicated yes and 5% indicated no (n=108). 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. Of the 92 who responded, 77% chose Service Desk Team Student Techs, 61% chose Service Desk Team Staff, and 17% 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 less satisfied than respondents in 2014. Similar to the 2014 respondents, they were most pleased with the professionalism and least pleased with the follow-up from the responding Service Desk representatives.

| <b>Satisfaction with the Service Desk Team</b>  | <b>Very Satisfied (5)</b> | <b>Satisfied (4)</b> | <b>Neither Satisfied nor Dissatisfied (3)</b> | <b>Dissatisfied (2)</b> | <b>Very Dissatisfied (1)</b> | <b>2016 Mean (sd) [n]</b> | <b>2014 Mean (sd) [n]</b> |
|---|---------------------------|----------------------|---|-------------------------|------------------------------|---------------------------|---------------------------|
| <b>The professionalism of your responding Service Desk representative(s)</b>                                      | 39%                       | 53%                  | 8%  | --                      | --                           | 4.31<br>(.62)<br>[95]     | 4.67<br>(.62)<br>[15]     |
| <b>The on-site support provided by Service Desk representative(s)</b>   | 39%                       | 49%                  | 6%  | 2%                      | 4%                           | 4.18<br>(.91)<br>[85]     | 4.50<br>(.94)<br>[14]     |
| <b>The knowledge of your responding Service Desk representative</b>   | 35%                       | 43%                  | 17%   | 3%                      | 2%                           | 4.06<br>(.91)<br>[96]     | 4.27<br>(1.10)<br>[15]    |
| <b>The clarity of communication from your responding Service Desk representative(s)</b>                           | 28%                       | 53%                  | 13%   | 5%                      | 1%                           | 4.02<br>(.85)<br>[95]     | 4.27<br>(1.16)<br>[15]    |
| <b>The timeliness of the resolution of your technical issues by the responding Service Desk representative(s)</b> | 30%                       | 45%                  | 17%   | 4%                      | 4%                           | 3.91<br>(1.01)<br>[94]    | 4.20<br>(1.15)<br>[15]    |
| <b>The follow-up from the responding Service Desk representative(s)</b>   | 29%                       | 44%                  | 17%   | 9%                      | 2%                           | 3.88<br>(.99)<br>[94]     | 4.13<br>(1.36)<br>[15]    |

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 timeliness of the resolution of their technical issues by the responding Service Desk representative, were provided the opportunity to comment on those responses. They generally said the Student Techs were pleasant and were knowledgeable about standard programs and could answer basic questions, but were lacking knowledge on more specific issues or specialized programs. Others indicated that response was lacking, especially if phone messages were left or tickets needed to be created.

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. Generally, there are not notable differences in respondents' satisfaction in working with the Service Desk Staff or the Student Techs.

|   | Very Satisfied Frequency % | Satisfied Frequency % | Neither Satisfied Or Dissatisfied Frequency % | Dissatisfied Frequency % | Very Dissatisfied Frequency % | Total |
|---|----------------------------|-----------------------|---|--------------------------|-------------------------------|-------|
| <b>Professionalism of responding Service Desk representative</b>            |                            |                       |   |                          |                               |       |
| Service Desk Team Staff   | 38%<br>21                  | 54%<br>30             | 9%<br>5                                       | 0%<br>--                 | 0%<br>--                      | 56    |
| Service Desk Team Student Techs   | 37%<br>26                  | 55%<br>39             | 8%<br>6                                       | 0%<br>--                 | 0%<br>--                      | 71    |
| Do not know   | 33%<br>5                   | 53%<br>8              | 13%<br>2                                      | 0%<br>--                 | 0%<br>--                      | 15    |
| <b>On-site support provided by responding Service Desk representative</b>   |                            |                       |   |                          |                               |       |
| Service Desk Team Staff   | 35%<br>18                  | 54%<br>28             | 8%<br>4                                       | 2%<br>1                  | 2%<br>1                       | 52    |
| Service Desk Team Student Techs   | 36%<br>23                  | 52%<br>33             | 8%<br>5                                       | 3%<br>2                  | 2%<br>1                       | 64    |
| Do not know   | 43%<br>6                   | 43%<br>6              | 0%<br>--                                      | 0%<br>--                 | 14%<br>2                      | 14    |
| <b>Knowledge of responding Service Desk representative</b>                  |                            |                       |   |                          |                               |       |
| Service Desk Team Staff   | 29%<br>16                  | 46%<br>26             | 20%<br>11                                     | 4%<br>2                  | 2%<br>1                       | 56    |
| Service Desk Team Student Techs   | 32%<br>23                  | 42%<br>30             | 20%<br>14                                     | 4%<br>3                  | 1%<br>1                       | 71    |
| Do not know   | 44%<br>7                   | 38%<br>6              | 13%<br>2                                      | 0%<br>--                 | 6%<br>1                       | 16    |
| <b>Clarity of communication with responding Service Desk representative</b> |                            |                       |   |                          |                               |       |
| Service Desk Team Staff   | 18%<br>10                  | 56%<br>31             | 18%<br>10                                     | 5%<br>3                  | 2%<br>1                       | 55    |
| Service Desk Team Student Techs   | 26%<br>18                  | 51%<br>36             | 16%<br>11                                     | 6%<br>4                  | 1%<br>1                       | 70    |
| Do not know   | 38%<br>6                   | 50%<br>8              | 6%<br>1                                       | 6%<br>1                  | 0%<br>--                      | 16    |
| <b>Timeliness of resolution of technical issues</b>                         |                            |                       |   |                          |                               |       |
| Service Desk Team Staff   | 25%<br>14                  | 45%<br>25             | 23%<br>13                                     | 4%<br>2                  | 4%<br>2                       | 56    |
| Service Desk Team Student Techs   | 28%<br>20                  | 45%<br>32             | 18%<br>13                                     | 4%<br>3                  | 4%<br>3                       | 71    |
| Do not know   | 29%<br>4                   | 43%<br>6              | 14%<br>2                                      | 7%<br>1                  | 7%<br>1                       | 14    |
| <b>Follow-up from responding Service Desk representative</b>                |                            |                       |   |                          |                               |       |
| Service Desk Team Staff   | 20%<br>11                  | 46%<br>25             | 20%<br>11                                     | 11%<br>6                 | 2%<br>1                       | 54    |
| Service Desk Team Student Techs   | 26%<br>18                  | 45%<br>31             | 16%<br>11                                     | 10%<br>7                 | 3%<br>2                       | 69    |
| Do not know   | 38%<br>6                   | 44%<br>7              | 13%<br>2                                      | 6%<br>1                  | 0%<br>--                      | 16    |

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. The majority noted that the representatives are nice, helpful, courteous and professional. A few noted that the Student Techs were knowledgeable, however, if there were circumstances beyond their knowledge, help and resolution to the problem then was slow and communication about the progress could be lacking. Respondents also indicated challenges with submitting a help ticket and that the response when doing so was erratic. Other criticism included finding the lack of knowledge regarding the business need for specific areas problematic, thus technical issues were not resolved in a timely manner and not when needed.

Finally, respondents were requested to provide their classification. Ninety-six complied; 74% reported themselves as professional staff, 16% associate staff, 8% were graduate or student workers and 2% preferred not to answer.

### **Conclusions and Recommendations**

Overall, survey participants were pleased with the professionalism, communications, and friendliness of the Service Desk Team. However, respondents were less pleased with the timeliness of resolution of their technical issues and the follow-up from the responding Service Desk representative. 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.

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.

Report prepared for: Cameron Baker, Department of Information Technology (DoIT), Division of Student Affairs  
Report prepared by: Susan Fox-Forrester, Student Life Studies  
Report prepared on: August 5, 2016  
Analysis prepared by: Dan Yin and Katie Reed, Student Life Studies  
Survey designed by: Barbara Schumacher, Student Life Studies

***Services provided by Student Life Studies are funded, in part, by Texas A&M University Advancement Fees.  
Find Student Life Studies on Facebook!***