EXECUTIVE SUMMARY

In May 2015, UW Information Technology (UW-IT) conducted a survey to gather feedback about our customers’ experience. Broader than a customer satisfaction survey, this effort enabled us to hear from our customers regarding their perceptions and related feelings caused by the one-off and cumulative effort of interactions with UW-IT employees, our communication channels, services and support.

The survey gathered feedback from 1,016 University of Washington (UW) students, faculty and staff on all three campuses about their experience with select services and support resources provided by UW-IT. The survey topics were high-level, addressing customers’ awareness, usage and experience.

Key Findings

- Customers reported a positive experience with the services and support resources listed in the survey and a substantial majority would recommend UW-IT to others.
- There are services and support resources many customers do not use and/or do not know exist.
- Communication about services available, training and information resources, and knowledge of service changes, were all areas where customers rated their experiences as positive, but somewhat less so than they did in other areas, pointing to opportunities for improvement.
- Customers desire higher levels of wireless (Wi-Fi) and cellular coverage, with an expectation of being able to be anywhere on any UW campus and have a consistent and reliable connection.
- Software licensing is the main area where customers indicated technology important to their work is not available from UW-IT.
- Many of our most heavily used services are provided by vendors, rather than developed by UW-IT (e.g., Google, Microsoft, Instructure, AT&T and Verizon). In this environment, vendor management expertise is increasingly important for the organization.

Recommendations

Based on these findings, the survey team encourages UW-IT senior leadership and governance boards consider developing action plans to address the following recommendations, or a subset thereof, in the near future.

- Set awareness goals for select UW-IT services.
- Increase coordination of communication efforts.
- Develop and publish roadmaps to communicate service changes to customers.
• Increase funding for wireless network (Wi-Fi) expansion on all campuses.
• Work with providers to increase cell phone coverage in Bothell and Health Sciences.
• Explore options to expand software licensing.
• Provide more access to training and instructional resources.
• Invest in increasing the vendor management skill set in UW-IT.

INTRODUCTION

UW Information Technology (UW-IT) has a strong commitment to aligning the services and support we provide with the needs of our University of Washington (UW) business partners (the “customers” for our services). To this end, the 2015 Customer Experience Survey gathered feedback from UW students, faculty and staff on all three campuses about their experience with services and support resources provided by UW-IT. The survey topics were high-level, addressing customers’ awareness, usage and experience. This general population survey is one component of a larger data collection strategy for UW-IT; it supplements data collected by other efforts targeted more narrowly at active users of specific services or gathering feedback on specific support interactions. This survey seeks to gain information about the general population, including individuals who may not currently be using, or even be aware of, our services, to fill in our picture of how UW-IT is perceived across the UW.

UW-IT conducted similar surveys in 2007 and 2011 asking customers to rate their satisfaction with the quality, responsiveness, flexibility, communication, commitment and value of a number of services provided by UW-IT. In response to findings from the 2007 survey, UW-IT delivered better spam filtering, continued to expand wireless coverage on campus, redesigned our Web pages and began planning to unbundle sets of services to allow for more granular consumption. The 2011 survey results led to improvements in cellular coverage on campus, a new learning management system, implementation of Office 365, adoption of a service management approach using ServiceNow, and support for moving to cloud-based solutions for applications and storage.

The 2015 survey differs from previous surveys by focusing on experience, rather than satisfaction. Customers’ experience not only includes how satisfied they are with our services, but also takes into account their levels of engagement with us, how useful our processes are, and how well our contact channels suit their preferences. As part of the focus on customer experience, the contents of the survey were personalized for each respondent. Based on their answers to initial questions, they only received follow-up questions about the services and support resources they used and considered important to their work.

The survey was developed by a UW-IT project team, consisting of division representatives from across the organization and individuals with research expertise. In order to ensure confidentiality, the
UW’s Office of Educational Assessment (OEA) administered the survey and conducted the initial data analysis. No identifying information about respondents was shared with UW-IT. The UW-IT team designed the survey; tested its flow and feel; reviewed the initial data from OEA; performed additional data analysis; and produced this report.

**Report Contents**

This report describes the survey methods, summarizes key findings, discusses their implications for UW-IT, and makes specific recommendations for moving forward. Readers should come away with a clear awareness of UW-IT’s ongoing commitment to improving the customer experience, and the next steps we will take to continue our mission of providing critical technology support to advance teaching, learning, innovation and discovery at the UW.

**METHODS**

**Participants**

The survey sample was created to ensure we gathered information from a representative group of students, faculty and staff on all three campuses. In collaboration with the Office of Educational Assessment, we ensured our sample size was sufficient to generate a number of respondents equal to or greater than previous surveys—745 in 2011, and 735 in 2007. The size of our recruitment sample was also determined by diminishing response rates for campus surveys over the past few years, due to an increasing number of surveys conducted. The final sample consisted of 8,204 individuals; 1,016 responded.

Due to the differences in size between UW Seattle, UW Bothell and UW Tacoma, we oversampled the Bothell and Tacoma campuses (compared to a random sample of the population) so we would have sufficient respondents to explore trends for each campus. We excluded the executive leadership of UW from the sample, as well as UW-IT staff. Students who had received the ECAR Technology Survey in winter 2015 were also excluded. Since they are customers of UW-IT services, we included faculty in affiliate, adjunct and other short-term teaching appointments. Due to the large number of short-term faculty appointments in the School of Medicine, which resulted in higher numbers of faculty than in the remainder of the Seattle campus, we sampled that school separately.

We recruited participants via an email invitation to complete the survey, which was sent out to their UW email address by the Office of Educational Assessment. Two reminders were sent to non-responsive individuals. The initial email invitation to faculty was not distributed to close to half of the sample due to a technical issue with the bulk distribution method used. Therefore, we sent an additional reminder to non-responsive faculty. As an incentive for participation, $20 Husky Card credits were awarded to 30 randomly-selected student respondents.
Instrument Description

The survey focused on 15 key UW-IT services and support resources, which were selected by the survey team based on UW-IT’s current areas of focus and organizational goals. The survey was personalized for each respondent, with answers to questions in early sections of the survey determining questions received later in the survey. Not all questions were asked of all populations. The survey was designed so it would take less than ten minutes to complete by giving each individual the most relevant questions to their experience. Each section included a combination of quantitative and qualitative (write-in) questions. Questions were distributed across five sections:

1. **Demographics**: Questions asked about role (faculty, staff or student) and campus (Seattle, Bothell or Tacoma), along with a few follow-up questions for specific populations, such as identifying staff providing IT support.

2. **Use and Awareness**: Questions focused on whether or not respondents used or were aware of particular services or support resources, and asked how important the services used were to their daily work. Answers to this section determined questions respondents received later.

3. **Experience With Important Services**: Respondents were asked to rate their level of agreement with two to four statements about each of the services and support resources they had used and ranked as important in the previous section. For some questions, respondents who disagreed with statements were given the opportunity to provide comments about their experience.

4. **Experience With Other UW-IT Services**: This section included one question about each service customers had used but did not rank as among the most important to their work. It also included questions about services used not provided by UW-IT.

5. **Overall Experience With UW-IT**: This section included general questions about respondents’ overall experience with UW-IT.

Timeline

The UW-IT project team began meeting in January 2015 to determine the contents and design of the survey. The Office of Educational Assessment (OEA) programmed the survey in April 2015, with testing taking place during the development process. Participants were invited to take the survey during May 2015; OEA conducted preliminary analysis of results in June and July 2015; and the UW-IT project team completed data analysis and wrote this report from mid-July to the end of September 2015.

Procedures

The survey was written by the UW-IT project team with feedback from UW-IT senior leadership. The survey instrument was programmed by OEA according to specifications provided by UW-IT. The survey team and other UW-IT staff (outside the project team) tested the instrument during the development process for clarity and to ensure the correct application of skip logic to provide the desired personalized survey. OEA conducted a preliminary analysis of survey data and shared a summary of their analysis, along with a complete data file (with identifiers removed) with UW-IT for additional analysis.
The findings section provides a detailed summary of survey responses to both quantitative and qualitative questions. Since not all questions were asked of all respondents, we indicate the conditions determining receipt of each question. Our analysis focuses on patterns across all survey responses, and we discuss any variations of note among populations.

Demographics

Initial questions asked respondents to indicate their primary role (student, faculty or staff) and campus affiliation (Seattle, Bothell or Tacoma). Responses to these questions determined whether or not respondents received survey questions targeted to the Seattle campus only or to individuals in particular roles. Identification within the School of Medicine was determined by the database information used for recruitment rather than by self-selection. In the 55 cases where respondents’ answers varied from the database information, their self-selected affiliations were used for analysis. Table 1 shows the distribution of survey respondents and the response rate for each population.

<table>
<thead>
<tr>
<th>Population</th>
<th>Sample</th>
<th>Respondent Count</th>
<th>Response Rate</th>
<th>Percent of Survey Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Role</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty</td>
<td>2704</td>
<td>224</td>
<td>8.3%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Staff</td>
<td>2750</td>
<td>355</td>
<td>12.9%</td>
<td>35.0%</td>
</tr>
<tr>
<td>Students</td>
<td>2750</td>
<td>437</td>
<td>15.9%</td>
<td>43.0%</td>
</tr>
<tr>
<td>Total</td>
<td>8204</td>
<td>1016</td>
<td>12.4%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Campus/School</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bothell</td>
<td>704</td>
<td>100</td>
<td>14.2%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Medicine</td>
<td>2250</td>
<td>256</td>
<td>11.1%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Seattle</td>
<td>4500</td>
<td>529</td>
<td>11.8%</td>
<td>52.1%</td>
</tr>
<tr>
<td>Tacoma</td>
<td>750</td>
<td>131</td>
<td>17.5%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Total</td>
<td>8204</td>
<td>1016</td>
<td>12.4%</td>
<td>100%</td>
</tr>
</tbody>
</table>
The response rate for students was higher than for other roles, which may be due to the incentive provided for student participation, or could also be due to the problems (discussed earlier) with the distribution of the faculty recruitment emails. Bothell and Tacoma have higher response rates than the Seattle campus and School of Medicine, but due to their small populations they make up a smaller subset of the overall survey respondents. Of the respondents who selected “student” as their primary role, 49% (n=210) indicated they were graduate students, 48% (n=205) undergraduates, and 3% (n=12) other. Respondents who selected “staff” received a follow-up question asking them if IT support was “a primary part of their formal job responsibilities”; 20% (n=66) answered yes to this question.

**Overall Use of UW-IT Services & Support**

In this section of the survey, questions identified how many respondents used or were aware of several UW-IT services and support resources and how important these services were to their work. Respondents’ answers to these questions determined the questions they received in later sections of the survey. Therefore they only answered further questions about services they used, and received more detailed questions about services important to their work.

**Use and Awareness of Services & Support**

Figure 1 shows how many respondents used, during the past year, each of the UW-IT services and support resources included in the survey. For services they did not use, respondents could indicate if they were aware or unaware of the service. One item, use of Odegaard Learning Commons, was only listed for respondents on the Seattle campus, since it is a facility located on that campus.

Of the 15 services and support resources listed, only five were used by more than 50% of respondents: the wireless network (Wi-Fi), Google Collaborative Applications, the wired network, Microsoft Collaborative Applications/Office 365, and the UW-IT Help Desk. These services meet broad needs relevant to all populations, regardless of role or campus affiliation—either by providing network access or, in the case of both Microsoft and Google, providing UW email, calendaring and other collaboration tools, and responding to support needs. One variation of note in this pattern is student use of the wired network. Only 51% of students (n=215) reported using this network, compared with 85% of staff (n=277) and 68% of faculty (n=159). Students do use the wired network when they use a classroom computer or a computer in a general-access computing center, but they may not be aware of this use.

While nearly all respondents were aware the UW-IT Help Desk existed, only 52% (n=515) had used it in the past year, which may indicate they did not need IT support in that timeframe, or their IT support needs were provided by distributed IT (department, college or branch campus) or directly from technology vendors.

For nearly all services and support resources listed, more respondents were aware than were unaware of their existence, even if they chose not to use the service or support in question. For a few specialized services (UW Profiles, the Business Intelligence Portal and Research Technologies) the majority of respondents were unaware of the service. The latter services tend to be marketed to and
used by a segment of the overall population rather than fulfilling a general need. For instance, staff are the heaviest users of the Business Intelligence Portal (12.2% of staff used it, compared with 6.4% of overall respondents).

Importance of Services

We asked all respondents who indicated they had used more than four UW-IT services in the past year (based on responses shown in Figure 1) to select up to four of those services they considered to be the “most important to their work.” Respondents who had used fewer than four services did not receive this question. Figure 2 shows the responses to this question, broken down by role (student, staff and faculty). Note: The two support resources (UW-IT Help Desk and IT Connect) listed in the previous question were not included in this question.
The wireless network (Wi-Fi) was selected as the most important service by all populations. Of note, the wired network was selected as important by fewer students (n=112) than by either staff (n=250) or faculty (n=187). This pattern echoes students reporting less use (or awareness of use) of wired networks previously in the survey. For staff, wireless (n=250) and wired networks (n=249) were of equal importance. Also of note, more students selected Google Collaborative Applications (n=235) than selected Microsoft Collaborative Applications/Office 365 (n=145); for staff the opposite was true, with more selecting Microsoft (n=196) than Google (n=145).
Experience With UW-IT Services & Support

In this section of the survey, we asked respondents to express their level of agreement to statements about their experience with UW-IT services and support resources. Based on their answers to previous questions, the services respondents were asked about varied. All respondents who had used UW-IT support resources (the Help Desk and IT Connect) received questions about their experience with those resources. For the 13 additional services listed, respondents received questions for the four services they selected as being most important to their work. If respondents had used four or fewer services, they received questions about all services they had used. This format ensured relevance of the data by only asking respondents questions about services they had used and, for users of multiple services, they received questions for those they considered the most important.

Overall, for all 15 services and support resources included in the survey, responses were strongly positive. In all cases, more respondents agreed than disagreed with statements about the quality of the service and support they received, often by large margins.

For some questions in this section, certain responses (generally selecting “disagree” or “strongly disagree”) prompted a follow-up question asking respondents to comment on their experience in more detail. Since for most questions few respondents expressed disagreement, the number of responses to these follow-up questions was quite low. In our analysis of data below, we highlight these responses when they provide insight into patterns in the data, but do not provide a summary of all follow-up responses. Given the overall positive feedback received, these comments are important to consider when looking for areas where opportunities exist to enhance the customer experience.

Experience With UW-IT’s Support Resources

Figure 3 shows the distribution of responses for customers’ experiences with UW-IT’s support resources: Help Desk and the IT Connect website. For the UW-IT Help Desk, users reported high levels of agreement with statements about the promptness of support, knowledge level of staff, professionalism and ability to solve problems. The level of professionalism received particularly high marks, with 55% (n=261) of respondents strongly agreeing with the statement. Customers who disagreed with some statements were asked to provide more details in write-in comments. While most comments touched on particular support interactions customers had with UW-IT, a few showed confusion over support available from UW-IT and from local support sources, such as problems with the office printer or not always being able to find the tech support person when needed.

Questions about IT Connect also had the majority of users expressing agreement. While the majority of users reported they could easily find the information they need in IT Connect, a small segment reported difficulty. Data also show 45% (n=186) of users regularly read the IT Connect news email UW-IT sends out monthly, while 27% (n=110) do not; other respondents were neutral on this item. For students; 31% (n=36) of IT Connect users expressed some level of agreement with this statement, while 44% (n=52) expressed disagreement.
**Experience With Networks**

We asked questions about three different network services on the survey—wired, wireless and cellular (see Figure 4). These services were some of the most widely used and considered important by respondents. Of particular note, wireless networks (Wi-Fi) was the most widely used and considered most important by all users. For each service, more users agreed than disagreed with statements about the quality of their experience. The small percentage of users who disagreed with statements about the speed, availability or reliability of the wireless network reported encountering problems when moving across campus or when in areas with heavy use. Users who disagreed with any of the statements about wireless coverage had the opportunity to provide more detail; Table 2 shows general themes from write-in responses from these users.
FIGURE 4: Experience With UW-IT Services (Networks)

**Wired Network (n=464)**
- The wired network has sufficient speed to meet my needs.
- When using the wired network (a computer or other device connected to a dataport on the wall), I’m always able to access the network.
- Once connected to the wired network, I’m able to stay connected.

**Wireless Network (Wi-Fi) (n=777)**
- When using a laptop or mobile device on campus, I’m always able to access the wireless (Wi-Fi) network.
- Once connected to the wireless (Wi-Fi) network, I’m able to stay connected.
- The wireless (Wi-Fi) network has sufficient speed to meet my needs.

**Personal Cell Service (n=275)**
- The service discounts UW-IT negotiated with T-Mobile, AT&T, Sprint, and Verizon Wireless are of value to me.
- When using my personal cell phone on campus, I’m always able to make calls.

![Bar charts for wired and wireless network satisfaction](chart.png)

**TABLE 2: Wireless Network—Comments From Respondents Who Disagreed** (Total comments=186)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Count</th>
<th>Sample Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weak Signal/ Limited Range</strong></td>
<td>123</td>
<td>“Reception is spotty in areas with heavy use.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“There are certain places around campus that is harder to gain Wi-Fi at than others. An even spread of Wi-Fi would be nice.”</td>
</tr>
<tr>
<td><strong>Connection Dropping</strong></td>
<td>32</td>
<td>“Connectivity in classrooms occasionally fails or takes about 10 min.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“Sometimes the Wi-Fi goes in and out and I have to disconnect and reconnect.”</td>
</tr>
<tr>
<td><strong>Outside Access</strong></td>
<td>20</td>
<td>“When walking I lose my Wi-Fi regularly.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“[I need better coverage in] outdoor areas, such as the quad, the lawn outside of the hub, or by the fountain.”</td>
</tr>
</tbody>
</table>
For personal cell phone service, some users commented they were unaware UW-IT negotiated discounts with providers. This lack of awareness is likely a factor in the percentage of users who selected “N/A” on this question. All respondents to this question were asked to indicate their cell phone provider (see Table 3). Most used one of the discounted providers and took advantage of the discounts. Bothell users reported more issues with cell phone service availability; 55% (n=16) expressed some level of disagreement. Users who disagreed with the statement about cell phone coverage had an opportunity to share comments about their experience; themes from these comments appear in Table 4.

### TABLE 3: Cell Phone Providers With UW Discount (Total Comments=233)

<table>
<thead>
<tr>
<th>Provider</th>
<th>Respondent Total</th>
<th>Use the UW Discount</th>
<th>Do Not Use Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT&amp;T</td>
<td>94</td>
<td>86</td>
<td>8</td>
</tr>
<tr>
<td>Verizon</td>
<td>70</td>
<td>59</td>
<td>11</td>
</tr>
<tr>
<td>T Mobile</td>
<td>46</td>
<td>40</td>
<td>6</td>
</tr>
<tr>
<td>Sprint</td>
<td>9</td>
<td>9</td>
<td>0</td>
</tr>
</tbody>
</table>

### TABLE 4: Cell Phone Coverage—Comments From Respondents Who Disagreed (Total comments=91)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Count</th>
<th>Sample Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad Reception</td>
<td>91</td>
<td>“Stronger service. Especially in the buildings that have concrete surrounding most of the rooms. I know that it is difficult to implement this, but it is sort of frustrating that I have to step outside of the hallways to send a quick text or call.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“Everywhere throughout HSB. There is very poor service throughout the health sciences building.”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“It is difficult to get service in some buildings, so I have to go outside to make calls.”</td>
</tr>
</tbody>
</table>

**Services With High Use**

In addition to networks, the services with the highest reported levels of use and importance were Google Collaborative Applications, Canvas Learning Management System, and Microsoft Collaborative Applications/Office 365. Figure 5 shows users’ experiences with each of these services. As was true for other services and support options, responses were strongly positive: most users agreed with statements about their use of these services, levels of training provided, and effectiveness of support received. Of note, levels of agreement with statements about Google were higher than with Microsoft. Some of this variation may be due to differing needs of various populations, with more students using Google and more staff using Microsoft.
Also of note, a high percentage of users of all three services selected “N/A” on the question about effective support (49%, n=220 Google; 34%, n=136 Canvas; 39%, n=154 Microsoft). This pattern suggests that users may not have encountered problems with these services or may have sought support somewhere other than UW-IT for any problems they did encounter. Of those who did receive support from UW-IT, more agreed than disagreed with statements about the effectiveness of support. Users who expressed disagreement with some statements about these services were asked to provide more details about their experience. The most common theme mentioned by this subset of users was unawareness of training resources and information available. A few users who disagreed with
statements about Canvas, expressed a desire for more consistency of use across courses and improvements to the user interface (see Table 5).

**TABLE 5: High-Use Services—Comments From Respondents Who Disagreed** (Total Comments = 327: Microsoft 138, Canvas 105 and Google 84)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Service(s)/Count</th>
<th>Sample Comments</th>
</tr>
</thead>
</table>
| Awareness of training                | Total 38 (Google 17, Microsoft 15 and Canvas 6) | “I didn’t know there was training.”
|                                      |                                | “I’m unaware of any training.”                                                                                                                   |
| Improved user interface/ navigation  | Canvas 19                      | “More transparent, user-friendly command structure [for] interconnection of modules and assignments.”                                           |
| Consistent setup and organization across classes | Canvas 13                     | “Everyone uses [Canvas] differently, and though some do a great job of organizing, others do not know how to use it and thus, everything is very disorganized and difficult to access.” |

**Services With Moderate Use**

Figure 6 shows responses to questions about services with moderate levels of reported use and importance. In some cases these services were targeted to a subset of users—for instance, MyPlan and Odegaard Learning Commons are services aimed primarily at students. On the survey, only respondents from the Seattle campus were asked about Odegaard Learning Commons. UW-IT Servers are more used by faculty and staff, although graduate students involved in research projects are also users. Lecture Capture is a relatively new service that meets a specialized need and, as such, does not have the same level of adoption as Canvas. For all of these services, responses once again indicated higher levels of agreement than disagreement for statements related to their use, training and support. As with other services, a substantial number of users selected support as “N/A,” likely for similar reasons.
FIGURE 6: Experience With UW-IT Services (Moderate Use)

**UW-IT Servers (n=166)**
- UW-IT’s standard managed servers and standard hosted servers meet my computing infrastructure needs.
- There is sufficient information and consulting available to help me choose the most appropriate server solution.
- UW-IT’s standard managed servers and standard hosted servers integrate with the other UW-IT services I need.

**MyPlan (n=106)**
- MyPlan meets my academic planning needs (Students only, n=96).
- I recommend MyPlan to the students I teach or support (Faculty and Staff only, n=10).
- There is sufficient information and training available about MyPlan.
- I receive effective support from UW-IT for any problems I encounter with MyPlan.

**Lecture Capture (n=101)**
- I find lecture capture (Panopto) easy to use.
- There is sufficient information and training available to help me use lecture capture.
- I receive effective support from UW-IT for any problems I encounter with lecture capture.

**Odegaard Learning Commons (n=77)**
- The Odegaard Learning Commons (general-access computers) is a comfortable environment in which to work.
- The computers in the Odegaard Learning Commons have the hardware and software I need.
- I receive effective support from UW-IT for any problems I encounter with computers in the Odegaard Learning Commons.

Legend:
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- N/A
**Specialized Services**

The remaining three services were used and selected as important by a very small number of users. For these services (see Figure 7) general response patterns were similar to other services—with more users agreeing than disagreeing with statements about their usability, level of training available and usefulness. What information we did collect was generally positive, but because of low response cannot give population-level insights.

**FIGURE 7: Experience With UW-IT Services (Specialized Services)**

![Graph showing user experiences with UW Profiles, Business Intelligence Portal, and Research Technologies.](image-url)
Comments on Services & Support

At the end of this section of the survey, we gave all respondents an opportunity to share additional thoughts on any of the services and support resources they had been asked about. Of the 151 comments received, two themes were mentioned the most often—feedback on customer service and on learning management systems. The sample comments in Table 6 indicate the range of feedback received in these areas.

TABLE 6: General Experience Services & Support (Total comments=151)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Count</th>
<th>Sample Comments</th>
</tr>
</thead>
</table>
| Experience with Customer Service           | 35    | “I would like to give kudos to the staff answering the IT help line. EVERY time I needed help when I first started working here I got the help I needed and they were super nice to work with.”
|                                             |       | “The single most frustrating aspect of dealing with UW-IT is getting a student consultant who guesses at answers to my question.”                  |
| Experience with Canvas Learning Management System | 21    | “I think every teacher should have to use Canvas. I find it of the utmost importance in efficiency and my grades have improved greatly because I never miss deadlines and everything I need to succeed is on there.”
|                                             |       | “Canvas has a lot of promise but suffers from being a product that feels like something created by people that do not use it regularly.” |

Experience With Other UW-IT Services Used

Early in the survey, respondents who reported using multiple UW-IT services were asked to select the four services most important to their work (see Figure 2). They then received multiple questions about their experience with the services selected (see previous figures). They also received a single question for any services they used, but did not select as most important to their work (see Figure 8).

The single question asked of these users is one of the same questions answered by users who had considered the service most important to their work. We found the same general patterns of response existed for users who had selected a service as most important and those who did not: generally positive feedback, with more agreement than disagreement; high numbers of “N/A” responses for use of support; and more disagreement on the statement about cell phone coverage than for other statements. When asked to make additional comments after this question, 70 respondents left a comment; cell phone coverage (see Table 7) was the item mentioned most often.
FIGURE 8: Experience With Other UW-IT Services Used

**Networks**
- WIRELESS (n=46): When using a laptop or mobile device on campus, I’m always able to access the network.
- WIRED (n=142): When using a computer or other device connected to a dataport in the wall, I’m always able to access the network.
- CELL SERVICE (n=159): When using my personal cell phone on campus, I’m always able to make calls.

**Services with High Use**
- GOOGLE COLLABORATIVE APPS (n=178): I receive effective support from UW-IT for any problems I encounter.
- CANVAS (n=120): I receive effective support from UW-IT for any problems I encounter.
- MICROSOFT COLLABORATIVE APPLICATIONS/OFFICE 365 (n=146): I receive effective support for any problems I encounter.

**Services with Moderate Use**
- UW-IT SERVERS (n=125): UW-IT standard managed servers and standard hosted servers meet my computing infrastructure needs.
- MYPLAN (n=131): I receive effective support for any problems I encounter.
- LECTURE CAPTURE (n=120): I receive effective support for any problems I encounter.
- ODEGAARD LEARNING COMMONS (n=99, Seattle only): I receive effective support for any problems I encounter.

**Specialized Services**
- BI PORTAL (n=30): The data and reports available provide me with useful information.
- UW PROFILES (n=62): The data and visualizations available provide me with useful information.
- RESEARCH TECHNOLOGIES (n=34): The caliber and performance of UW-IT research technologies meets my needs.

Legend:
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- N/A
TABLE 7: Experience With Other UW-IT Services Used (Total comments=70)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Count</th>
<th>Sample Comments</th>
</tr>
</thead>
</table>
| Cell phone Service | 21    | “I had terrible reception with AT&T on campus (Tacoma), but have decent reception with Verizon, with a few exceptions.”  
                          |       | “Cell phone service is nonexistent in the Health Sciences Building. I’m a Verizon customer.” |

Services Not Provided by UW-IT

In addition to asking questions about key services and support resources offered by UW-IT, we asked respondents to identify information technologies important to their work that they do not obtain from UW-IT (see Figure 9). Of note, 43% (n=416) or respondents selected “I don’t know.” This response likely indicates a lack of awareness on who (UW-IT, campus IT, departmental, college IT or other IT) provides other services they use.

FIGURE 9: Are there information technologies important to your work that you do not obtain from UW-IT?

The 15% of respondents (n=148) who answered yes to this question (see Figure 9), received a follow-up asking them to list the technologies important to their work but not obtained through UW-IT. The most common technologies listed were specific software programs and data storage options (see Table 8).

TABLE 8: Important Technologies Not Provided by UW-IT—Comments From Respondents Who Obtained Technology From Other Sources (Total comments=147)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Count</th>
<th>Sample Comments</th>
</tr>
</thead>
</table>
| Software  | 43    | “Adobe Products! Acrobat, Photoshop, Illustrator.”                                
                          |       | “Dropbox - for the ability to share docs with external collaborators.”            
                          |       | “Software licensing, e.g., Windows license for students/staff for personal use, MATLAB, EndNote, Adobe Suite, etc.” |
| Data Storage | 18    | “Data storage. Safe, reliable, private, cloud-based data storage of a size that can handle commonly used research data (confocal image stacks, for example).”  
                          |       | “Amazon Web Services” |

The most popular way respondents obtained the items listed in Table 7 was “on their own” (39%, n=57), with only a small number reporting they did not have access to needed technology (8%, n=12)
(see Figure 10). Exploring options to reduce cost was the primary action these respondents would like to see UW-IT pursue (see Table 9).

**FIGURE 10: How do you currently obtain this technology?**

<table>
<thead>
<tr>
<th>Obtained Technology</th>
<th>Count of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I obtain it on my own</td>
<td>50</td>
</tr>
<tr>
<td>I use my local IT support (department, college, branch campus)</td>
<td>40</td>
</tr>
<tr>
<td>I use an IT vendor external to UW</td>
<td>15</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
</tr>
<tr>
<td>I don't have access to it</td>
<td>5</td>
</tr>
</tbody>
</table>

**TABLE 9: What Can Be Done to Address Your Needs?—Comments From Respondents Who Obtained Technology From Other Sources (Total Comments=92)**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Count</th>
<th>Sample Comments</th>
</tr>
</thead>
</table>
| Costs               | 13    | “I know I’m not the only one using these services on campus, so it would be nice if UW-IT could gather us together and try and broker a deal to reduce our license costs.”  
“Provide the support to qualitative researchers that you do for quantitative researchers. Get a deal for us who use those data analysis programs. They are hugely expensive for an individual to purchase.” |

**General Experience With UW-IT**

At the end of the survey, we asked respondents a few general questions about their overall experience with UW-IT (see Figure 11). Overall, these questions followed a similar pattern as the questions about specific services and support options; responses were strongly positive, with more respondents agreeing than disagreeing with statements about access to technical help, recommending UW-IT services to others, options available from UW-IT, and information about services and service changes. The level of agreement was lower for information about service changes than it was for the other items listed in this section, with 59% (n=556) expressing some level of agreement with this statement, compared to 79% (n=564) knowing where to go for technical help. Students had lower levels of agreement overall, particularly in regards to knowing where to find information about service changes (53%, n=214 expressing some level of agreement).
At the end of the survey, we asked all respondents “If UW-IT could do one thing for you in 2015, what would it be?” In the 267 responses to this question, the highest number of requests were for more training and workshops (25 comments), enhancements to and more consistent adoption of the learning management system (18), increased visibility of UW-IT services (18), and more wireless network coverage (14). These requests were consistent with information provided in quantitative data and in the survey comments listed earlier in this report.

**DISCUSSION**

Overall, survey findings send a positive message about UW-IT. Customers reported a positive experience with the services and support resources listed and a substantial majority would recommend UW-IT to others. A few services and support resources received particularly high marks (high levels of agreement to statements about their experience) from customers, including the UW-IT Help Desk, the wireless and wired networks, Google Collaborative Applications, and Odegaard Learning Commons. Combined, this trend in responses sends a clear message that for the general UW customer we are on the right track. It is important to maintain and build upon this positive feedback going forward, continuing to invest in and develop our strengths.
Survey findings also reveal that while customers widely use and are aware of a handful of UW-IT services (wireless and wired network, Google Collaborative Applications, Microsoft Collaborative Applications/Office 365, and the UW-IT Help Desk), there are many services and support resources customers do not use and/or do not know exist. For some specialized services, this is likely due to their applicability to a smaller subset of users. For instance, the Business Intelligence Portal is used more by staff than by other groups. However, the large number of respondents who selected they “did not know” if UW-IT provided other IT resources important to their work shows there is room for improvement in terms of awareness of offerings.

Communication about services available, trainings and information resources, and knowledge of service changes were all areas where customers rated their experiences as positive, but somewhat less so than they did in other areas, pointing to opportunities for improvement. In terms of communication and awareness, UW-IT’s primary conduit for informing the general UW population is the IT Connect website and e-newsletter. IT Connect was used by almost half of respondents, and of those respondents slightly less than half reported reading the news email regularly. While these rates are high for publications of this type, sent to such a broad audience, they also remind us communication through these channels needs to be supplemented with information provided through other forums, especially when communicating with students. In terms of training, increasing awareness of current options is the first step, but some services should also consider expanding the training resources available.

The wireless and wired networks were some of the most widely used and valued services by customers across all campuses and in all roles. In particular, the wireless network is the most widely used service included in this survey, especially for students who rely on the wireless network as their primary access point. Respondents who experienced problems with this service expressed a pervasive desire for higher levels of coverage on campus, with an expectation of being able to be anywhere on any UW campus and have a consistent and reliable connection. Customers also had similar expectations of cell phone coverage and were frustrated by inconsistent coverage in some areas, particularly the Bothell campus and the Health Sciences area of the Seattle campus.

Survey findings also highlight that many of our most heavily used services are provided by vendors, rather than developed by UW-IT (e.g., Google, Microsoft, Instructure, AT&T, Verizon)—a pattern that has increased over recent years and is part of UW-IT’s overall service delivery strategy. In this environment, vendor management expertise is increasingly important for the organization. It is important for UW-IT to communicate the activities already underway, to continue to gather feedback from users and advocate for user needs to vendors, and to formalize and maintain relationships with vendors in a consistent fashion. When communicating to customers, information about services and service changes should include vendor roadmaps for planned changes and new features.

One area where UW-IT should consider expanding service is software licensing. Several respondents listed specific software programs as important technology they did not currently obtain from UW-IT. Data storage and cloud solutions were also mentioned in this section of the survey. UW-IT should continue to expand the software licensing and service discount options we provide.
The themes identified above are important for all of UW-IT to consider as we engage in strategic initiatives and operational improvements over the next few years. For UW-IT governance boards and senior leadership, some of these themes point to areas to consider for new investment of time and resources, while also providing a benchmark of customers’ current, largely positive, experience with UW-IT. For service owners and managers, they highlight areas where specific services may want to consider building on current efforts, particularly around awareness of services and support resources available.

**RECOMMENDATIONS**

Integrating feedback on customers’ experience is a vital component of UW-IT’s strategic decision-making process. This survey helps inform us about how customers perceive their interactions with UW-IT employees, communication channels, key services, and support resources. In doing so, it provides valuable insights into how we can continue to meet customers’ needs going forward. Based on survey findings, the project team recommends UW-IT senior leadership and IT governance boards consider developing action plans to address the following recommendations, or a subset thereof, in the near future.

- **Set awareness goals for select services.** Currently UW-IT does not have awareness goals in place for our services. Consider using the 2015 survey as a starting point for creating a benchmark of current activity. Determine what levels of awareness among various populations are desired, and use future surveys or other data gathering activities to measure progress towards those goals.

- **Increase coordinate of communication efforts.** Develop a coordinated, formal and cohesive communication strategy for UW-IT services using multiple communication channels to reach current and potential customers. Provide more central support to help service teams to broaden the reach of their current communication efforts.

- **Develop and publish roadmaps to communicate service changes to customers.** UW-IT services should have a regularly updated roadmap of planned changes, including anticipated changes by vendors, shared with active users of each service and available to the general UW population. Roadmaps should be linked to the UW-IT Service Catalog.

- **Increase funding for wireless network (Wi-Fi) expansion on all campuses.** Customers expect ubiquitous access to campus Wi-Fi, whether inside buildings and classrooms, in common areas, walking across campus or, even, waiting at bus stops. Invest in better tools and feedback mechanisms to allow real-time feedback to help identify areas needing additional coverage. Once identified, provide additional funding to increase wireless coverage for those areas.

- **Work with providers to increase cell phone coverage in Bothell and Health Sciences.** Both the Bothell campus and Health Sciences buildings on the Seattle campus were regularly mentioned as areas with inconsistent cell phone coverage. UW-IT should work with service providers to increase coverage in those areas.
• **Explore options to expand software licensing.** Opportunities exist for a more strategic approach to software licensing at the UW. Recently UW-IT has successfully negotiated discounts for critical software and services, such as MATLAB mathematical computation software, Microsoft Azure and Amazon Web Services; additional products should be considered in the future.

• **Provide more access to training and instructional resources.** To address the training needs voiced by customers, UW-IT should increase awareness of training and information resources already present. Where additional resources are needed we should point to vendor materials, where appropriate, and develop resources to meet current and emerging needs. We should expand on our commitment to help customers know where they can get information, training and support for all services.

• **Invest in increasing vendor management skill set in UW-IT.** As our services become increasingly provided by outside vendors, it is essential we continue to develop staff skills in vendor management. We should find opportunities to establish and share best practices and provide training opportunities to individuals in this role.

## CONCLUSION

The 2015 survey reflects UW-IT’s ongoing commitment to improving the customer experience. The findings provide a valuable assessment of our current state and a baseline for establishing targets of where and how we want to maintain our quality service and make improvements over the coming years. Historically, this survey has been conducted every four years (2007, 2011 and 2015). Future surveys should be conducted at closer frequency (perhaps every two years) to allow us to measure the impact of the actions we take in response to customer feedback and to demonstrate our continued commitment to gathering and responding to customer feedback.

It is also important to recognize this survey as one piece of a larger effort in understanding the customer experience. Other regular data collection efforts include, but are not limited to, customer satisfaction data about specific support interactions, as well as information gathered by service teams to support their continuous improvement efforts. The data from the 2015 Customer Experience Survey should be considered in combination with data from these and other efforts by UW-IT units and service teams as they establish action plans and roadmaps going forward.