2015 UW-IT Customer Experience Survey

SMB Meeting
12-21-15

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Overview

- Customer Experience vs. Customer Satisfaction
- UW-IT’s Data Collection Strategy
- Findings and Recommendations from the 2015 Survey
Customer Experience

Broader than customer satisfaction, customer experience considers customers’ perceptions and related feelings caused by the one-off and cumulative effort of interactions with UW-IT employees, communication channels, services and support.
UW-IT’s Data Collection Strategy

● Customer Experience Survey
  ○ Overall experience of general population

● Peer Benchmarks
  ○ EDUCAUSE Core Data Service

● UW Connect Metrics
  ○ Support volume, responsiveness, resolution rates, and customer satisfaction

● Service-level data collection
  ○ Users of specific services

● Informal feedback
2015 Survey Details

● Previous surveys in 2007 & 2011
  ○ Focusing on satisfaction
● 1,016 respondents
  ○ Faculty, staff, students from three campuses
● 10-minute, personalized survey
  ○ Based on affiliation and responses to questions
● Experience-oriented questions
  ○ Overall experience with UW-IT
  ○ Experience with select services and support
Positive Customer Experience

- Responses were strongly positive
- A substantial majority would recommend UW-IT to others
- Strengths of UW-IT
  - UW-IT Help Desk--professionalism and prompt support
  - Wireless and wired networks--availability and speed
  - OUGL Learning Commons--environment & technology available (only asked to Seattle campus)
I would recommend UW-IT to others

- Strongly agree: 20%
- Agree: 50%
- Neutral: 10%
- Disagree: 5%
- Strongly disagree: 5%
- N/A: 5%
UW-IT Help Desk staff interact with me in a professional manner

% of Respondents

- Strongly agree: 50%
- Agree: 40%
- Neutral: 10%
- Disagree: 0%
- N/A: 0%
Communication

● Positive experience with IT Connect & IT Connect News
  ○ More respondents read the Web site than the News

● Customers desire more communication from UW-IT
  ○ Changes to IT Services
  ○ Training and resources available
UW-IT keeps me well informed of changes to the technologies and services I use
Use and Awareness of Services

- A few UW-IT services are widely used
- Some services customers do not use and/or are not aware exist
- “Are there other IT services important to your work that you do not obtain from UW-IT?”
  - 43% answered “I don’t know”
Use of UW-IT Services & Support

- Use of UW-IT Servers
- Use of MyPlan
- Use of Odegaard Learning Commons (Seattle only)
- Use of Lecture Capture
- Use of UW Profiles
- Use of Business Intelligence Portal
- Use of Research Technology

Did Not Use (Unaware)
Did Not Use (Aware)
Used

Percentage of Responses
Wireless, Wired and Cellular Networks

● Strongly positive experience with wireless and wired networks

● Customers expect ubiquitous access to campus Wi-Fi:
  ○ inside classrooms
  ○ in all buildings
  ○ in common areas
  ○ walking across campus
  ○ waiting at bus stops

● Inconsistent experience with cellular networks
  ○ Coverage is poor for Bothell and Health Sciences
When using a laptop or mobile device on campus, I'm always able to access the network
When using my personal cell phone on campus, I'm always able to make calls
Software Licensing

- Software licensing is one area where UW-IT could do more to meet customer needs

- Specific interest in data analysis, Web services, and MATLAB

- “Get a deal for us to use those data analysis programs. They are hugely expensive for an individual to purchase.”
Training

- Many customers are not aware of training options and information resources available

- Sample comments:
  - “I didn’t know there was training”
  - “I’m unaware of any training”
There is sufficient information and training available to help me use...

- MyPlan
- Lecture Capture
- Canvas LMS
- Google Collaborative Apps
- Microsoft Collaborative Apps/Office 365

Response:
- N/A
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
Vendor Management

- Many highly-used UW-IT services are provided by vendors
- Vendor management expertise is increasingly important
- Important activities:
  - Continue to gather feedback from users and advocate for user needs to vendors
  - Communicate to campus about current activities
  - Share vendor management best practices / expertise
Recommendations

- Set awareness goals for select UW-IT Services
- Increase coordination of communication efforts
- Develop and publish roadmaps to communicate service changes
- Increase funding for wireless network expansion
- Increase cell phone coverage in Bothell and Health Sciences
- Provide more access to training and instructional resources
- Invest in increasing the vendor management skill set within UW-IT
Questions?

Full survey report available online: