UW-IT 2015 Customer Experience Survey
Survey Update

• Review survey recommendations and UW-IT progress
• Review fall conversation with SMB
Survey Recommendations and Status

• Set awareness goals for select services
  • Planning

• Increase coordination of communication efforts
  • Planning
  • Coordinate with Service Owner/Managers on guidelines for strategic and uniform communication methods
Survey Recommendations and Status

• Develop and publish roadmaps to communicate service changes to customers
  • Planning

• Increase funding for wireless network expansion on all campuses
  • Initiated
  • Exploring funding sources
Survey Recommendations and Status

• Work with providers to increase cell phone coverage in Bothell and Health Sciences
  • Planning
• Explore options to expand software licensing
  • Initiated
  • Partnering with campus
    • Matlab
    • Adobe
  • Service improvement project starting in July
Survey Recommendations and Status

• Provide more access to training and instructional resources
  • In progress
  • New manager for Instructional Design and Outreach (Julie Cruse)
  • Developed social media strategy (Twitter, Facebook)
  • Marketing more vendor resources (Lynda.com)
  • Modernizing the Training and Workshops Service Catalog entry
  • Developing stronger programmatic connections

• Invest in increasing vendor management skill set in UW-IT
  • Planning
Survey Recommendations and Status

• Benchmark current success
  • In progress
  • Developing schedule for this survey (in coordination with TAP)
  • Documenting best practices and models for gathering customer feedback
    • Annual survey
    • UW Connect surveys
    • Focus groups
  • Regular assessment and sharing of themes from UW Connect surveys
  • Establish metrics and track customer experience across UW-IT
  • Developing communication plan to publish metrics
Next Steps

• How do SMB members want to be involved?
• Next update in Dec