

2015 UW-IT Customer Experience Survey

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Customer Data Approach

- UW Connect Satisfaction Surveys
- 2015 Customer Experience Survey
- EDUCAUSE Core Data Survey

2015 Survey Goals

- Gather data to:
 - determine we are successfully delivering technology services our customers need so they can focus on their work
 - understand the customer experience with UW-IT
- Focus on actionable feedback to improve the customer experience

Survey Timeline

- March 2015: Develop and test instrument
- April 2015: Data collection
- May/June 2015: Supplementary focus groups conducted
- September 2015: Report and action plan

Population

Seattle, Bothell, Tacoma

- 2,000 UW Students (excludes PCE)
- 2,000 UW Staff (excludes UW Medicine)
- 2,000 Faculty

Survey Details

- Focusing on Customer Experience
- Leveraging UW-IT strategic goals to identify important topics and key services to include
- 10 minutes or less
- Targeting questions based on responses

Key Services

- Information & Support
 - General communication, IT Connect, Help desks
- Infrastructure
 - Network: Wired, wireless
 - Learning space technologies (formal and informal)
- Teaching & Learning
 - Canvas LMS, Lecture Capture, MyPlan, Notify.UW

Key Services

- Collaboration & Productivity
 - Microsoft Collaborative Apps, Google Apps, Events Calendar
- Research
 - TBD
- Enterprise Data
 - Business Intelligence Portal, UW Profiles

Sample Question (draft)

Please indicate your level of agreement with the following statements about the support you receive when you contact UW-IT for assistance (help@uw.edu or 221-5000).

Scale: N/A Strongly disagree (1) to strongly agree (5)

- I receive prompt support
- The support staff are knowledgeable
- The support staff interact with me in a professional manner

Sample Questions (draft)

Scale: N/A, Strongly disagree (1) to strongly agree (5)

- When using a laptop or mobile device on campus, I'm always able to access the wireless (Wi-Fi) network
- The classrooms I use are equipped with reliable technology
- I find the Canvas Learning Management System easy to use

Follow-up (based on answer above):

Where (specific building or area of campus) would you like to see greater Wi-Fi availability?

Sample Question (draft)

What are we missing? If we could do one thing for you in 2015, what would help you the most?

(written response)

Questions for You

- Do you think this survey structure will provide us with actionable feedback about customers' experiences with UW-IT?
- If not, do you have suggestions for how we can learn more about customers' overall experiences?

Things to Ponder

We will contract with an outside vendor to conduct an independent data analysis. Based on the data, the survey committee will write a report and recommendations for the SLT. The SLT will create an action plan.

- What information do you recommend we distribute to the three governance boards?
- What information do you see appropriate to distribute to campus?
- Do you want a chance to contribute input to any of the reports?