

# 2020 IT Customer Satisfaction Survey

([Full report](#) from Info-Tech)

# Background

- In January, PCC Information Technology conducted its 4th peer-compared customer satisfaction survey of instructors, staff and enrolled students.
- The response rate was lower than our last survey (536 vs. 793 responses, -39%), but remains statistically significant.
- In addition to compiling the results, we were able to identify trends by comparing quantitative results to the previous three surveys, along with a qualitative review of the comments.

# What did we ask?

Questions remained the same as previous years, focusing on five main areas:

- How well are we enabling PCC to meet its overall goals?
- Are IT services helping employees & students as individuals?
- How well are we communicating?
- Do we offer the applications needed?
- Which areas of IT were most important?

There was also an open-ended question where respondents could supply comments, of which we got roughly 150.

# Overall Results

In three of the four areas we have seen slight improvements in customer satisfaction over past surveys, with one area remaining steady:

	2016	2017	2018	2020
<b>Enabling PCC's goals:</b>	65%	74%	78%	78%
<b>Services offered:</b>	67%	74%	79%	80%
<b>Communication:</b>	67%	74%	78%	79%
<b>Application suite:</b>	70%	74%	79%	80%

InfoTech (survey vendor) stated that we continue to outperform others within our peer grouping of 25 Higher Ed institutions.

# Quantitative and Qualitative Analysis of Overall Results

Over the last four surveys, PCC IT has seen considerable improvement in all of the areas of the survey. While IT is still improving, we have noticed the trend slowing.

Areas of the college where we are seeing satisfaction:

- Groups: Facilities Management, Students, and Part-Time Faculty
- Service improvements:
  - 10+% - Business enablement, Department Tech. Enablement, Training
  - 1% to 9% - IT Agility, IT Services, Innovation, Communications, App. Suites.

Areas of opportunity for IT:

- Improving partnerships with groups that have provided constructive feedback and/or low scores
- Better marketing of computer and system training options at the college
- Being more receptive to feedback and making changes that improve the customer experience
- Ensuring the WiFi coverage and availability at all PCC sites is adequate and easy to use

# What do our users find as being most important?

Students and employees rank-ordered the importance of services we provide. Results (combined student and employee ratings) were similar to previous years:

1. Network
2. Application Suite
3. Service Desk effectiveness
4. Service Desk timeliness (last year was #5)
5. Support for devices (last year was #4)
6. Policies
7. Analytics & reporting

# What do our users think we do best?

- Students and part-time faculty told us how satisfied they are with each service (Business Enablement, Services, Communications, and Application Suites):
  - Student responses ranged from 83-84%
  - Part-Time faculty responses ranged from 77-81%
  - Both are increases from 2018
- Highest satisfaction areas were:
  - Service Desk Effectiveness
  - Service Desk Timeliness
  - Application Suite offerings
- Lowest satisfaction areas<sup>1</sup>:
  - Network - Ranked #1 in importance, yet the lowest level of satisfaction (72%)<sup>2</sup>
  - Analytics/Reporting - Ranked least important (#7) and the next lowest satisfaction (73%)
  - Policies - Ranked 6th least important and 74% satisfaction

<sup>1</sup>High importance and low satisfaction indicates priority area of focus

<sup>2</sup>Qualitative responses indicate concern is primarily with the wireless network, which is scheduled to be upgraded as part of the Network Optimization Project (NOP)

# Count and Average Satisfaction of Respondents per Group - 2018 vs. 2020:

Average is determined by taking the four overarching areas described in Slide 4 (rounded up at .5%)

Group	# of Responses 2018	# of Responses 2020	Ave. % Satisfied 2018	Ave. % Satisfied 2020
Students	418	239	84%	84%
HR	7	2	56%	80%
PT Faculty	51	57	78%	80%
Finance	18	5	66%	80%
IT	28	22	74%	79%
FT Faculty	59	52	72%	72%
FMS & Public Safety	13	11	76%	77%
Student Services	78	47	77%	74%
Other	100	87	72%	78%
Library	21	13	72%	70%



## Count and Satisfaction of Respondents - analysis...

- Satisfaction scores increased or stayed the same for all groups except Student Services
- Satisfaction scores from HR and Finance have increased most dramatically since 2018
- Verbatim comments indicate that dissatisfiers include:
  - **WiFi:** Reception/Quality & ease of use
  - **Policy:** Lack of flexibility, inability of staff to administer PCC computers, perceived as a barrier
  - **Software/Hardware:** Software updating/patching frequency, more consideration for non-native english speakers, timeliness in addressing some service desk tickets
- 21 respondents commended the work of IT employees, with others showing support for the changes that were made over the last few years
- With the quantity of respondents decreasing in 2020, increased communication regarding future surveys and additional time for responses may be needed

# Satisfaction Results by Institutional Role/Job

<b>Role/Job at PCC</b>	<b>% Satisfied across all IT products/services</b>
<b>Student</b>	<b>84%</b>
<b>Faculty</b>	<b>79%</b>
<b>Staff</b>	<b>77%</b>

# Net Promoter Scores: 2018 to 2020

“Net Promoter Score” (NPS) is a key customer satisfaction metric, it measures:

- Promoters - Loyal enthusiasts of IT
- Neutral - Satisfied stakeholders that are unenthusiastic
- Detractors - Unhappy stakeholders who can damage your reputation

## 2018 Survey

IT NPS increased an average 15.5% in the 2018 survey - InfoTech commented at the time that an NPS increase of 1-3% is usually considered good!

## 2020 Survey

IT NPS increased an average 3.75%, which is encouraging given the high baseline achieved in 2018!



# Opportunity Comments: Word Cloud



# In Summary

- **Ratings** improvement has flattened relative to the significant gains in the 2018 survey, but PCC still *“rates higher than other participant Higher Ed institutions”*
- Our **Net Promoter Scores** continue to see improvements in all of the areas measured
- Students and employees reported **higher levels of satisfaction** overall than in the prior two surveys, with particular improvements in:
  - IT services
  - Application suite offerings
  - IT communication
- **WiFi** and **instructional software enablement** are areas of opportunity for further improvement
- **Banner** users are requesting an updated solution
- Highest satisfaction ratings came from **students**
- **Continued improvement** in all areas is dependent upon better:
  - Partnerships
  - Communication
  - Enablement

