# IT Customer Satisfaction Survey 2023

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# Background

- In May we conducted the 5th annual survey of all active employees and enrolled students, asking them to provide feedback on IT

- The response rate was low based upon past years (454 responses, 16% lower than last year)
  - Our highest response rate was in 2019 with 793 respondents.
  - Our previous surveys were sent during Winter term, with results compiled in May (2018, 2020)

- In addition to compiling the results, we were able to identify trends comparing quantitative results to the previous four surveys, along with a qualitative review of the comments.

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# 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 received roughly 100.

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# Overall Results

In one of the four areas we have seen slight improvements in customer satisfaction over past survey, with one area remaining steady and two areas decreasing:

|  | 2016 | 2017 | 2018 | 2020 | 2023 |
|---|---|---|---|---|---|
| **Enabling PCC's goals:** | 65% | 74% | 78% | 78% | 78% (=) |
| **Services offered:** | 67% | 74% | 79% | 80% | 79% (↓ 1%) |
| **Communication:** | 67% | 74% | 78% | 79% | 81% (↑ 1%) |
| **Application suite:** | 70% | 74% | 79% | 80% | 79% (↓ 1%) |

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

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# Quantitative and Qualitative Analysis of Overall Results

Over the previous four surveys, PCC IT saw considerable improvement in all of the areas of the survey. During our most recent survey we have seen these numbers level out or fall. Additionally, with the reorganization across the college, divisions and departments have changed, which impacts historical tracking of groups.

This year we also tried to focus on the new district-wide divisions/departments when asking questions, hoping to gain insight into their unique perspectives. In the past our focus was primarily position based, with only a few divisions/departments represented. This shift in strategy worked well for departments who had multiple people complete the survey, but presented skewed statistics in areas where only a few individuals participated.

Areas of opportunity for IT:
- Better communication about the survey with partnerships across the divisions/departments to ensure higher completion rate.
  - Some survey features, such as Core Service Rankings can be extrapolated by seniority, allowing us to determine how Executive, Directors, Managers, and Front Line staff feel about our core services.
- Improving partnerships with groups that have provided constructive feedback and/or low scores
- Better marketing of computer and system training options at the college
- 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 think is most important?

Respondents rank-ordered the importance of services we provide.

## 2023 Results

1. Network
2. Devices
3. Application Suite
4. Service Desk effectiveness
5. Service Desk timeliness
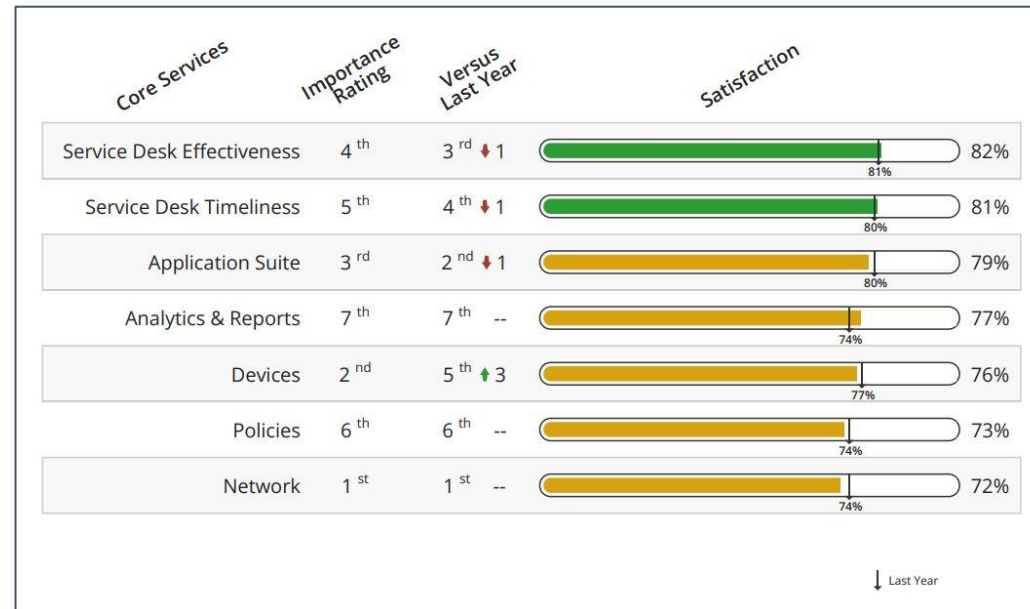6. Policies
7. Analytics & reporting

## 2020 Results

1. Network
2. Application Suite
3. Service Desk effectiveness
4. Service Desk timeliness
5. Devices
6. Policies
7. Analytics & reporting

Network is still the top priority and concern from our customer base. Without a network/wifi reliability, all services lose effectiveness. Regarding devices, over the time of the pandemic people were sent home with any device they could find, including Chromebooks, dated laptops, etc... We are currently working with PC&C to replacement aging computer across the district.

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# What do our users think we do best?

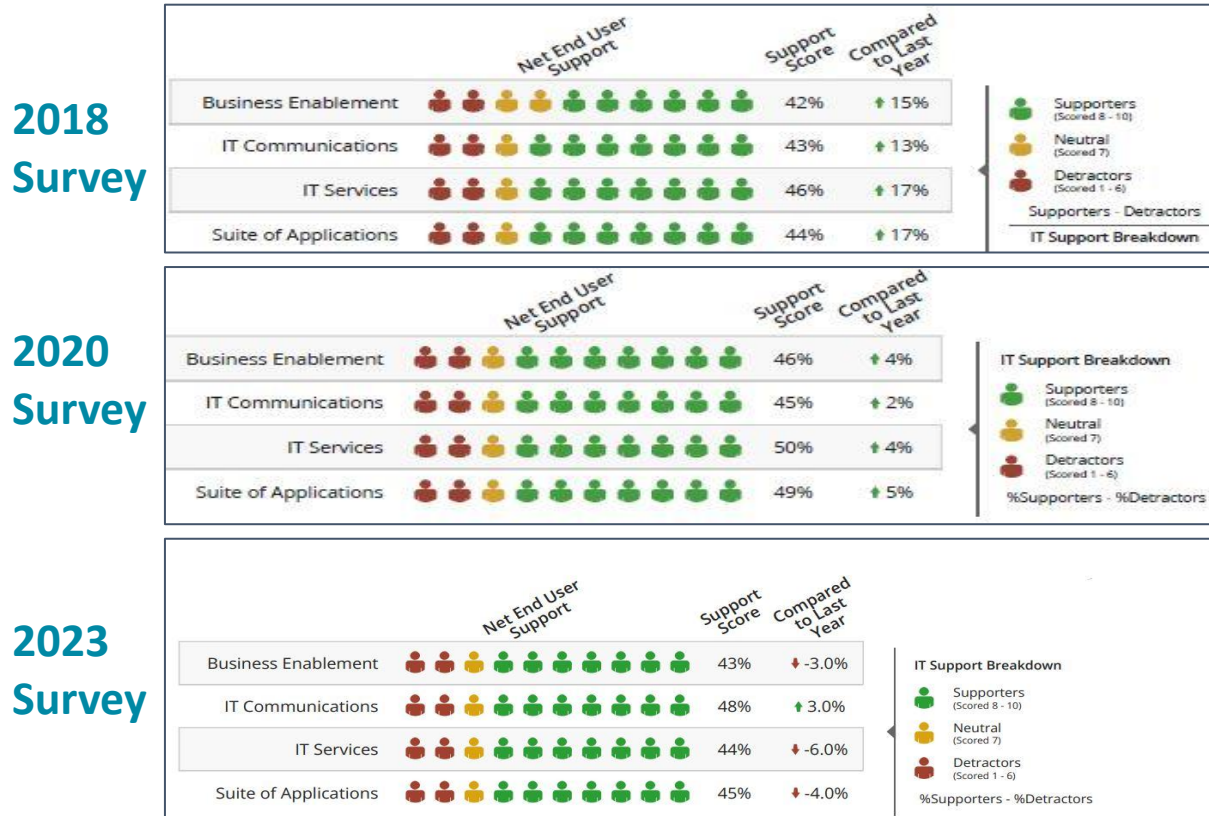Respondents told us how satisfied they are with each service.

- Highest satisfaction areas are Service Desk Effectiveness, Service Desk Timeliness 1% increases.
- Analytics satisfaction increased by 3%, marking the highest gain overall in this area.
- Application Suite, Device Support, and Policies decreased by 1%
- Network decreased by 2%
- Lowest satisfaction areas are Network and Policies
  - Admin rights on workstations
- High importance and low satisfaction indicates an area to focus on.

| Core Services | Importance Rating | Versus Last Year | Satisfaction | |
|---|---|---|---|---|
| Service Desk Effectiveness | 4th | 3rd ↓1 | 81% | 82% |
| Service Desk Timeliness | 5th | 4th ↓1 | 80% | 81% |
| Application Suite | 3rd | 2nd ↓1 | 80% | 79% |
| Analytics & Reports | 7th | 7th -- | 74% | 77% |
| Devices | 2nd | 5th ↑3 | 77% | 76% |
| Policies | 6th | 6th -- | 74% | 73% |
| Network | 1st | 1st -- | 74% | 72% |

↓ Last Year

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# Net Promoter Scores: 2018 to 2023

"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**

| | Net End User Support | Support Score | Compared to Last Year |
|---|---|---|---|
| Business Enablement | | 42% | ↑ 15% |
| IT Communications | | 43% | ↑ 13% |
| IT Services | | 46% | ↑ 17% |
| Suite of Applications | | 44% | ↑ 17% |

Supporters (Scored 8 - 10)
Neutral (Scored 7)
Detractors (Scored 1 - 6)
Supporters - Detractors
IT Support Breakdown

**2020 Survey**

| | Net End User Support | Support Score | Compared to Last Year |
|---|---|---|---|
| Business Enablement | | 46% | ↑ 4% |
| IT Communications | | 45% | ↑ 2% |
| IT Services | | 50% | ↑ 4% |
| Suite of Applications | | 49% | ↑ 5% |

IT Support Breakdown
Supporters (Scored 8 - 10)
Neutral (Scored 7)
Detractors (Scored 1 - 6)
%Supporters - %Detractors

**2023 Survey**

| | Net End User Support | Support Score | Compared to Last Year |
|---|---|---|---|
| Business Enablement | | 43% | ↓ -3.0% |
| IT Communications | | 48% | ↑ 3.0% |
| IT Services | | 44% | ↓ -6.0% |
| Suite of Applications | | 45% | ↓ -4.0% |

IT Support Breakdown
Supporters (Scored 8 - 10)
Neutral (Scored 7)
Detractors (Scored 1 - 6)
%Supporters - %Detractors

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# Satisfaction Results by Institutional Role/Job (non-IT respondents)

| Role/Job at PCC | % Satisfied across all IT products/services |
|---|---|
| Student | 83% |
| Faculty | 66% |
| Staff | 70% |

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# Satisfaction of Respondents per Group - 2018 - 2023 Surveys:

| Group | # of Responses 2018 | # of Responses 2020 | # of Responses 2023 | Ave. % Satisfied 2018 | Ave. % Satisfied 2020 | Ave. % Satisfied 2023 |
|---|---|---|---|---|---|---|
| Students | 418 | 239 | 213 | 84% | 84% | 83% |
| HR/PSEC | 7 | 2 | 8 | 56% | 80% | 63% |
| PT Faculty | 51 | 57 | 31 | 78% | 80% | 71% |
| Finance | 18 | 5 | 17 | 66% | 80% | 75% |
| FT Faculty | 59 | 52 | 51 | 72% | 72% | 61% |
| FMS & Public Safety | 13 | 11 | 2 | 76% | 77% | 72% |
| Student Svc/Affairs | 78 | 47 | 26 | 77% | 74% | 70% |

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# Count and Satisfaction of Respondents - Analysis...

- Satisfaction scores generally remain steady, with small decreases of 1% in Application Suite, Devices, and Policies, along with Network decreasing by 2%.
  - IT is in the process of replacing staff and student computers across the district, along with completing the Wireless Upgrade Project in June 2024.

- Verbatim comments indicate that dissatisfiers include:
  - **WiFi**: Reception/Quality/Coverage
  - **Policy**: Information Security Policy managing user account access
  - **Software/Hardware**: Patching & Software Updates / ease of use, Remote access limitations

- 29 of the 454 respondents commended the work of IT employees and quality of customer service and support.

- With the quantity of respondents decreasing again in 2023, increased communication and an incentive program regarding future surveys and additional time for responses may be needed.
  - IT will be working with college communication leaders to better communicate out the 2024 survey.

- Students would best be served with a separate survey that better encapsulates their needs.
  - InfoTech, the creator of our surveys stated that they would be investigating creating a student survey in 2024

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# Recommended Focus Areas

- General:
  - Continue to develop stronger partnership with faculty regarding classroom and software needs
  - Improve communication on changes in IT strategy, policy, and mode of interacting with other organizations
  - Stronger engagement with stakeholders in planning and working collaboratively
  - Develop a mobile strategy
  - IT should collaborate with stakeholders on how to comply with policies, don't just publish them

- Applications:
  - Replace Banner, and address long-standing Banner issues in the meantime
  - More use of single-sign-on for a unified user experience
  - Better support for existing apps [long list] including web conferencing

- Client Services:
  - Train front-line staff to be more jargon-free when interacting with users
  - Need better communication and follow-up on work requests

- Network/Infrastructure:
  - WiFi needs attention

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# Verbatim Comments: Major Issues

- Comments span IT divisions as well as Online learning
- Most mentioned:
  - Network/WiFi (29) - WiFi reliability/stability, Outages resulting in lack of access
  - Software/Hardware (16) - Registration software, Splashtop, Dated computers
  - Survey (5) - Students felt the survey wasn't intended for them
  - D2L (4) - LMS maintenance and organization

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# Verbatim Comments: Kudos

- There were many positive comments, including 35 thank-you's, spread across IT departments and job functions
- Several respondents spoke to the quality communication and positive, professional interactions with IT staff
  - *"Nothing that I can think of. Any time I've needed help with IT. They have gone above and beyond the call of duty to correct any problems or answer any questions and solve any problems."*
  - *"As a full time online student, I have been very satisfied with my overall experience at Portland Community College. IT departments across-the-board seem very on top of it, accessible, communicative, and just all around awesome."*

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# In Summary

- Despite the challenges of the pandemic, there is no material difference between our last survey and this years survey
- Overall scores, including Net Promoter Score remain high amongst relative peers
- WiFi remains a major pain-point, and because of the timing of the survey, network outages were also fresh on the minds of customers
- Students feedback indicate that we need a separate survey for student responses, but overall students are satisfied with our services
- Employees reported the need for additional support following the pandemic, reflected in desire for more effective and user-friendly applications
- Faculty desire a stronger collaboration with IT related to application support