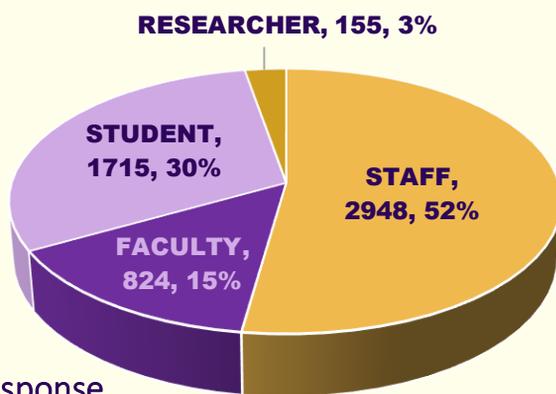


## SURVEY RESULTS OVERVIEW

- Gathered customer experience feedback regarding usage, awareness and interactions with the services, communications and support resources provided by UW-IT.
- Survey was sent to all 72,368 UW students, faculty, staff and researchers (UW-IT customer groups) on all three campuses in April 2021.
- 5,610 customers completed the survey (7.8% response rate), providing a statistically significant sample overall and for each individual customer group.

### RESPONDENTS



## SURVEY RESULTS – KEY FINDINGS (PART 1)

**Positive Experience:** 81% of customers reported overall positive experience with the services, communications and support resources provided by UW-IT.

### Strengths and Opportunities for Improvement:

Highest Customer Satisfaction	Lowest Customer Satisfaction
Professional interactions with support staff (93%)	Understanding UW-IT Service Catalog documentation (53%)
Prompt assistance from support staff (86%)	Keeping informed about available technologies and services (58%)
Response to unplanned interruptions to IT services (80%)	Understanding documentation on IT Connect website (60%)
UW-IT communications overall (76%)	Keeping informed about changes and updates to technologies and services (68%)

**Service Usage and Awareness:** There are UW-IT services that the majority of customers, within relevant audience groups, do not use and were not aware of:

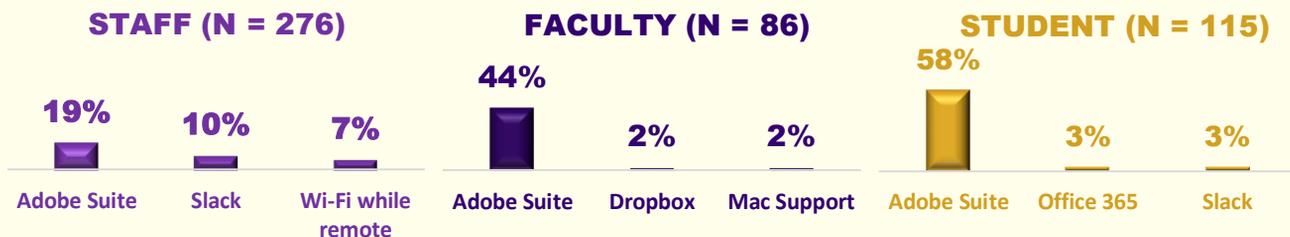
Highest percentage of respondents stating: “Didn’t use and were unaware of service”			
Staff	Faculty	Student	Researcher
UW Autopilot (79%)	UW Autopilot (88%)	Azure Subscription (75%)	Data Viz Publishing (Tableau Server) (73%)
IT Vendor Risk Management (75%)	Term/Data Definitions (Knowledge Navigator) (83%)	Data Viz Software Licensing (Tableau Desktop) (69%)	Text Messaging Service (TMS) (72%)
Centralized Fax (70%)	Centralized Fax (82%)	UW Shared Web Hosting (66%)	Password Manager (LastPass) (68%)

**Desire for more information on services and tools:** Customers’ top feedback theme was a desire for more information about IT tools and services offered by UW-IT. Specifically seeking information that distinguishes similar tools and services being offered.

**Customer support challenges:** The top customer support issues, by a sizeable margin, mentioned by students, faculty and staff are related to lack of follow up on pending issues, and ensuring problems are resolved before help tickets are closed.

## SURVEY RESULTS – KEY FINDINGS (PART 2)

**Desire for Adobe Suite:** Top write-in answers for the question: “What is the most important technology for your work or learning not provided by UW-IT?”



### Mixed Feedback for UW Phones Service:

Survey Question	Staff	Faculty
Most important UW-IT services needed for work? (Respondent could select up to 5 services)	UW Phones (N = 333) 9th most of selections (out of 39 services)	UW Phones (N = 43) 12th most of selections (out of 35 services)
UW-IT provided technologies no longer needed for work? (Write-in answers)	UW Phones (N = 44) Top technology mentioned	UW Phones (N = 29) Top technology mentioned

N = Response Count

## RECOMMENDATIONS

**Action Plans:** Based on the findings shared above, the survey team encourages UW-IT senior leadership and governance boards to develop action plans to address the following recommendations, or a subset thereof, in the near future:

- As part of ITIL service design, UW-IT service teams need to identify current and potential new customer groups in order to better deliver **targeted service communications**.
  - Each service team to develop communication plans designed to target identified customer groups and as needed, collaborate with UW-IT Communications team on service communications.
- Prioritize current and future initiatives that focus on **clarifying documentation and content** within UW-IT customer-facing platforms, such as UW-IT Service Catalog, IT Connect website and UW Connect system.
- Explore customer experience improvement opportunities related to **following up and closing pending help tickets**.
  - Explore improvement opportunities from different aspects: systems/tools, metrics, and support team management.
- Explore how **Adobe Suite** is currently being offered to students, faculty and staff in order to identify opportunities to improve customer experience, accessibility and awareness.
- Examine how to improve **awareness and understanding of UW Phones** service’s full scope of work to faculty and staff.
  - Consider a rebranding of UW Phones service (name, communications, Service Catalog taxonomy, etc.) to better highlight how the service is designed to meet the evolving needs of its customers.
  - Prioritize UW Phones service team initiatives to voice-enable communication applications such as Zoom and Microsoft Teams.