



*STRATEGIC OUTLOOKS Pty Ltd*

# IT User Satisfaction

**Sample Inc**

**1 July 2006**

## PART 1 - INTRODUCTION

### Purpose

A series of surveys of internal users of the IT Service provided by Sample Inc will be conducted over a 12 month period. The survey has several objectives:

- focus on day-to-day operations, receipt of services and user satisfaction
- focus on the effectiveness of the commercial relationship
- enable Sample Inc to maintain continuous improvement.

The survey will be sent out at the end of each quarter asking users to rate the performance of Sample Inc for the previous three months.

### Questionnaire

The questionnaire was developed by *STRATEGIC OUTLOOKS* based on 14 years experience in delivering Satisfaction Surveys to the IT Industry. A total of 32 questions is asked over the following four sections with respondents asked to rate importance and satisfaction in terms of the service delivered by Sample Inc :

1. Applications and Networks
2. Support from the Help Desk
3. Support On Site
4. Overall Relationship with Service Provider.

At the end of each section respondents are given the opportunity to enter their own free-form comments.

### Methodology

The survey is conducted via a web-based questionnaire. Users are invited to participate via email with a link directing them to the survey site. Reminder emails are sent at three-day intervals. *STRATEGIC OUTLOOKS'* own proprietary method of measuring customer satisfaction, Average Weighted Performance Gap Analysis, is the tool used.

### **Average Weighted Performance Gap**

The Average Weighted Performance Gap (AWPG) measures the difference between importance and satisfaction, providing a single measurement for each attribute. From this the organisation can pinpoint immediately those areas of greatest unmet need. This enables the organisation to concentrate resources in those areas where the greatest return is achieved in the shortest time.

Satisfaction lies within the 0 to -3.5 range. Lower than -3.5 reflects dissatisfaction; greater than 0 may mean over servicing. Where dissatisfaction is greater it can be because importance is higher for those attributes.

## How to Read the Report

### Part 2 - Analysis

#### Section A: Demographic Breakdown

Tables provide a breakdown of the distribution of the surveyed population for each test date across the Categories of Business Unit, Division, Location, Team

Reports can be produced separately for any item within each Demographic Category. Demographic reports provide a comparison between the selection ie Sales & Marketing against the organisation average. Close analysis of Demographic breakdowns may highlight specific areas where Satisfaction with the Service Provider is poor, prompting the question "Why is this happening here?"

**Note:** demographic categories where there are fewer than six respondents will not be reported.

#### Sections B-E

Responses for every question in the survey are reported as a Results Graph over each of the four test dates. Questions are grouped according to the Unit and comments relating to each unit are in Part 4.

The Results Graph is divided into four zones:

1. Satisfied to very satisfied: where the Average Weighted Performance Gap is between zero and -3.5. Bars are coded green in this zone.
2. Somewhat dissatisfied to dissatisfied: where Average Weighted Performance gap is between -3.6 and -10.0. Bars are coded amber in this zone.
3. Very dissatisfied: where Average Weighted Performance gap is greater than -10.0. Bars are coded red in this zone.
4. If the AWPG is above zero, the bars will be coded blue. There is a chance that this area is being over serviced.

The higher the negative number the more dissatisfaction i.e. -7 is a poorer score than -5. The aim for the Service Provider is to ensure responses remain within the Satisfaction zone. Attention should be given to items scoring in the Dissatisfaction Zone. The lower the Average Weighted Performance Gap, the more urgent is the need for action.

### Part 3 - Priorities

All questions are ranked from worst to best in terms of Satisfaction for the latest survey date. Those items at the top of the list should be the focus of immediate attention. The first measurement period, ie Qtr1, is shown as the starting point.

### Part 4 - Comments, Strengths and Weaknesses

Comments are reported exactly as entered by the respondent, there has been no editing or collation. Comments are reported by Unit.

## PART 2 - ANALYSIS

### Section A - Demographics

Q1 Respondents were asked to indicate which demographic from the following categories applied to them. They were able to select from:

- Business Unit
- Division
- Location
- Team

The following tables provide a breakdown of the distribution of the surveyed population for each test date.

Business Unit	Qtr1 Oct-05	Qtr2 Jan-06	Qtr3 Apr-06	Qtr4 Jul-06
Large Goods	7	7	7	7
Small Goods				6
NA				

Division	Qtr1 Oct-05	Qtr2 Jan-06	Qtr3 Apr-06	Qtr4 Jul-06
Manufacturing				
Supply Division	6	6	6	7
Finance				
NA				

Location	Qtr1 Oct-05	Qtr2 Jan-06	Qtr3 Apr-06	Qtr4 Jul-06
Amsterdam				
Bangkok				
Beijing				
Berlin				
Brussels				
Djakarta				
Geneva				
Hong Kong				
Kuala Lumpur				
Los Angeles				
London				
Milan				
Paris				
Shanghai				
Singapore				
Stockholm				
Sydney				
Tokyo				
NA				

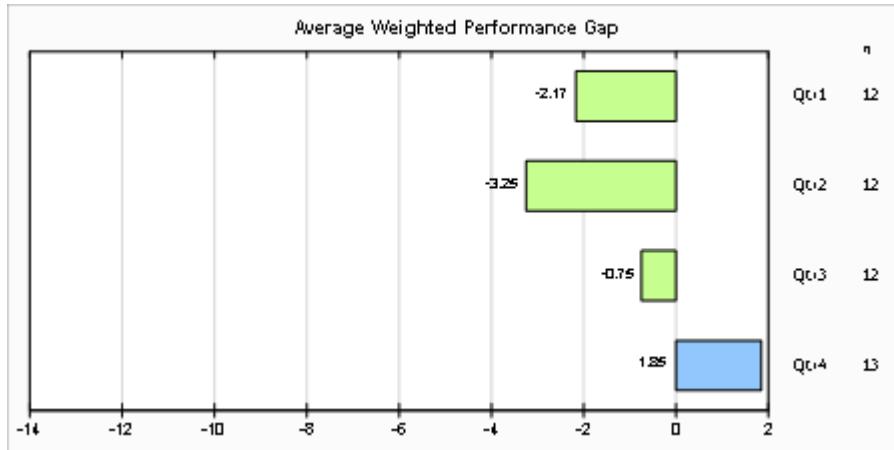
Team	Qtr1 Oct-05	Qtr2 Jan-06	Qtr3 Apr-06	Qtr4 Jul-06
Team One	6	6	6	7
Team Two				
NA				

## Section B - Applications & Networks

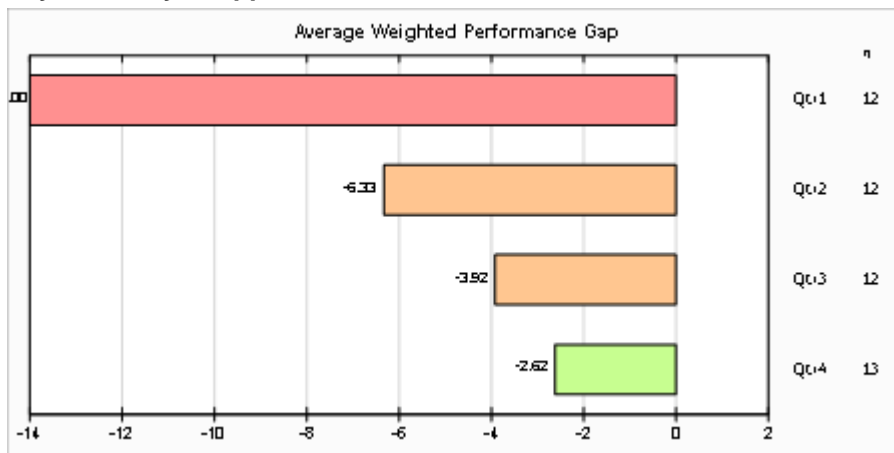
Please rate the importance of and your satisfaction with each item in terms of THE APPLICATIONS AND NETWORKS you use. Please rate on a scale of 1-6 where 1=not at all important/not at all satisfied, 6=very important/very satisfied.

An application is software that supports the clients in meeting their objectives. Examples of applications include: SAP, SPARC, SHIVA and Lotus Notes.

### Q2 Suitability of applications



### Q3 Availability/reliability of applications



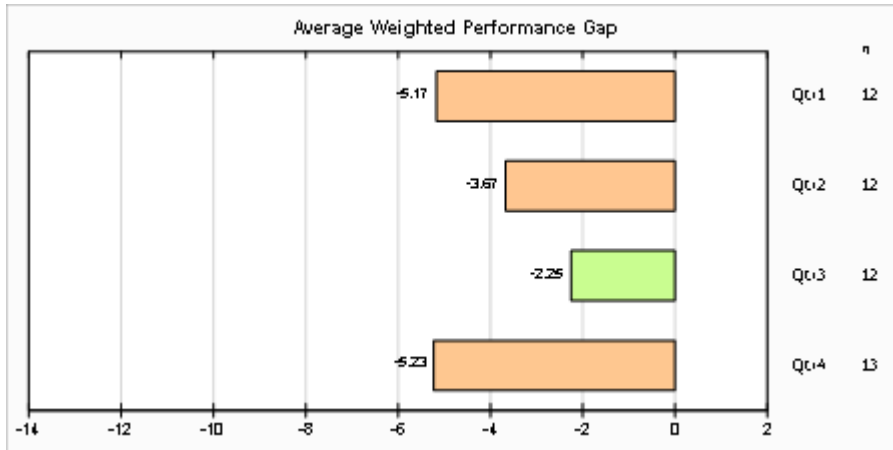
>0	Possible over-servicing
0 to -3.50	Very satisfied to satisfied
-3.50 to -10.00	Somewhat dissatisfied to dissatisfied
-10.00 or more	Very dissatisfied

## Section B - Applications & Networks

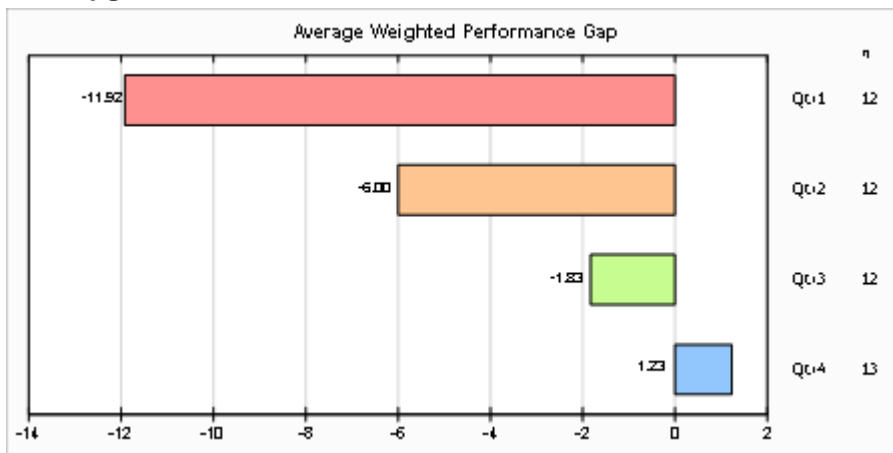
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### Q4 Response time of applications



### Q5 Provision of upgrades



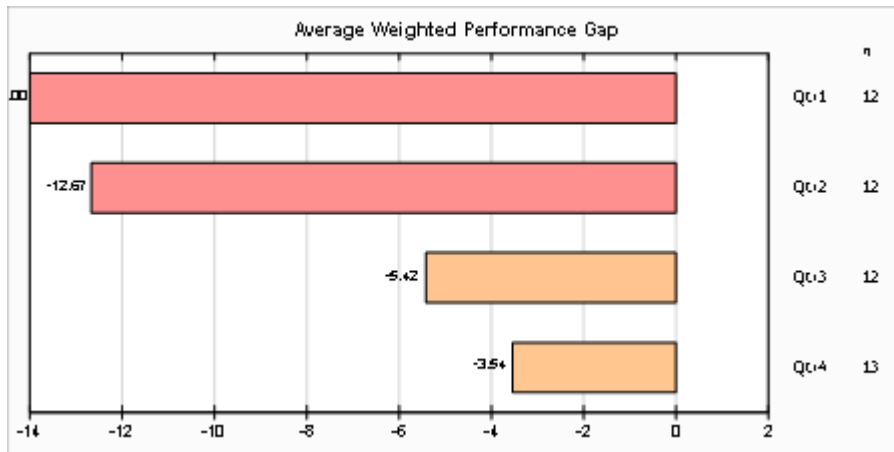
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### Q6 Network stability



### Q7 Do you have any comments about APPLICATIONS & NETWORKS?

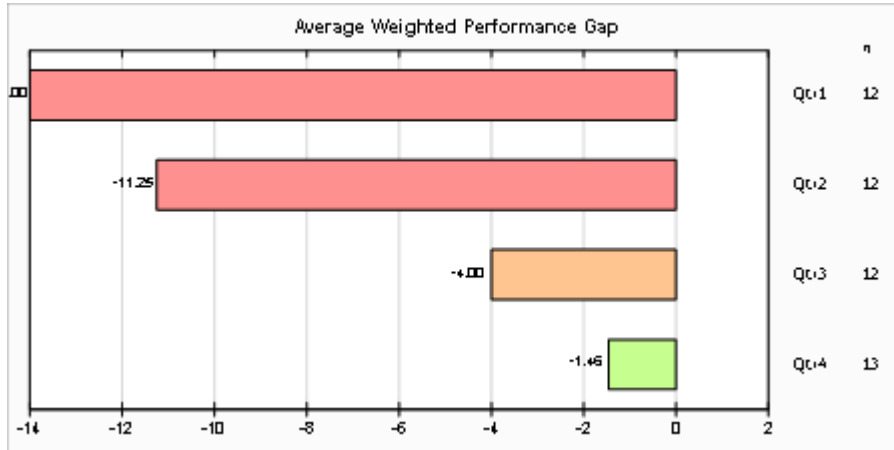
Verbatim comments from respondents for the current measurement period can be found in Part 4 of this Report.

>0	Possible over-servicing
0 to -3.50	Very satisfied to satisfied
-3.50 to -10.00	Somewhat dissatisfied to dissatisfied
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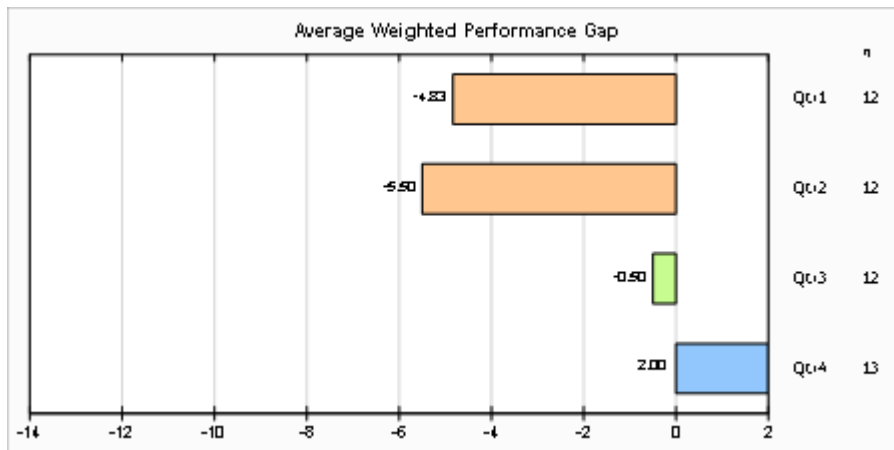
## Section C - Support--Help Desk

Please rate the importance of and your satisfaction with each question about SUPPORT FROM THE HELP DESK on a scale of 1-6 where 1=not at all important/not at all satisfied, 6=very important/very satisfied.

### Q8 Ease of call logging with the Help Desk



### Q9 Responsiveness of support staff in dealing with the problem

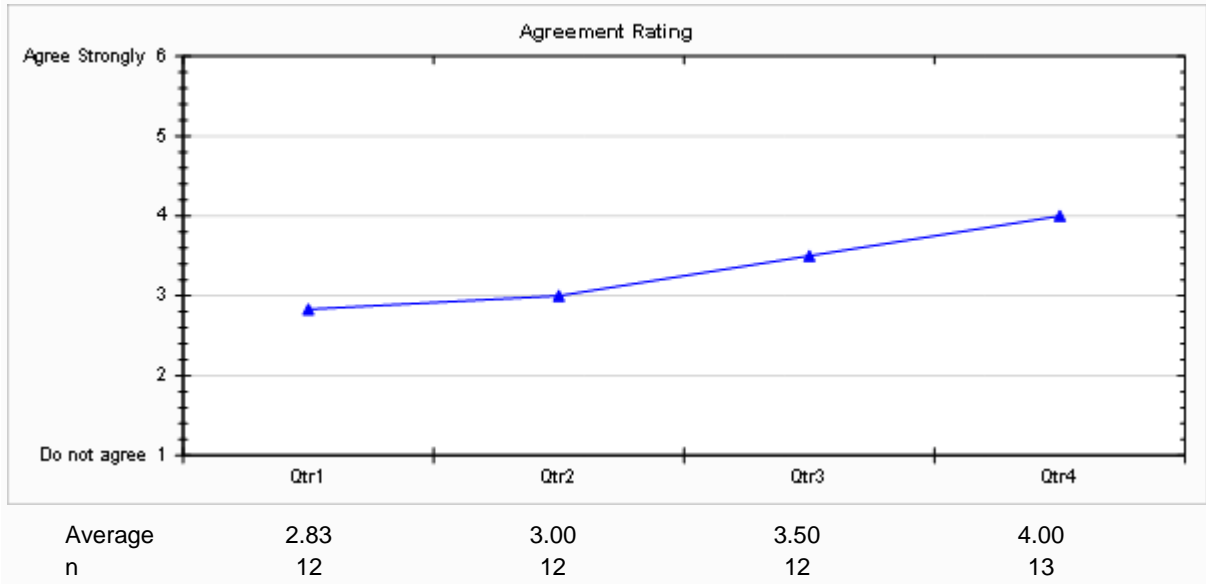


>0	Possible over-servicing
0 to -3.50	Very satisfied to satisfied
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-10.00 or more	Very dissatisfied

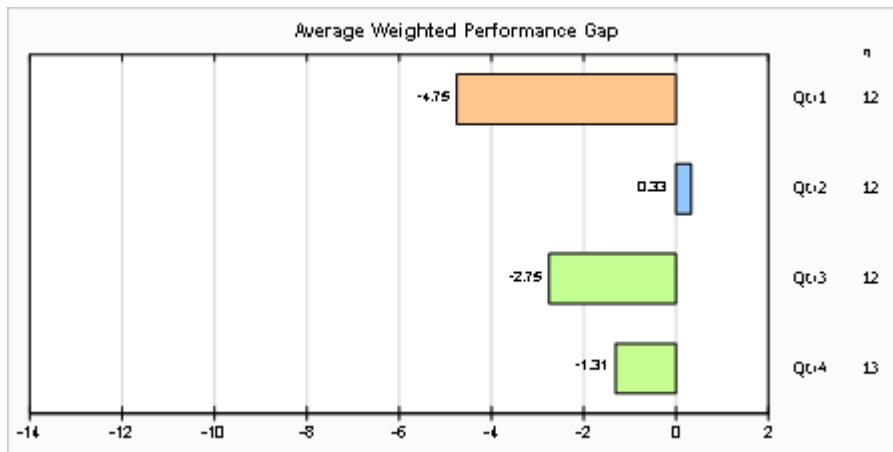
## Section E - Overall Relationship with IT Services Provider

Please answer the following question on a scale of 1-6, where 1=do not agree at all and 6=agree strongly.

### Q30 Service from your IT Services Provider has improved over the last six months



### Q31 Considering all the foregoing, please rate in overall terms the importance of and your satisfaction with the service and support provided by your IT Services Provider on a scale of 1-6, where 1=not at all important/not at all satisfied, 6=very important/very satisfied.



### Q32 Do you have any final comments about the Service and Support provided by your IT Services Provider?

Verbatim comments from respondents for the current measurement period can be found in Part 4 of this Report.

>0	Possible over-servicing
0 to -3.50	Very satisfied to satisfied
-3.50 to -10.00	Somewhat dissatisfied to dissatisfied
-10.00 or more	Very dissatisfied

## Part 3 - Priorities

Each question is ranked according to the Average weighted performance gap for the current test date. The ranking is from the most dissatisfied to the most satisfied.

Remember the objective is to move as many questions as possible into the Satisfaction zone. Focussing your efforts and resources on those areas with the greatest dissatisfaction ratings will assist you to optimise your return on investment.

Question Ranked worst to best for most current quarter	Qtr1	Qtr2	Qtr3	Qtr4
Q25 Quality of training courses offered by your IT Services Provider	-4.42	-6.00	-5.67	-11.75
Q4 Response time of applications	-5.17	-3.67	-2.25	-5.25
Q24 Range of training courses offered by your IT Services Provider	-15.42	-17.58	-10.58	-5.00
Q16 Technical skills and knowledge of On-site support staff	4.50	2.08	-3.58	-4.67
Q19 Overall support by On-Site staff	-5.42	-3.92	-1.08	-4.67
Q18 Time taken for requests to be resolved	-6.08	-4.00	-3.75	-4.58
Q6 Network stability	-15.83	-12.67	-5.42	-3.58
Q22 Understanding of your business requirements by your IT Services Provider	-5.33	-5.83	-4.83	-3.17
Q3 Availability/reliability of applications	-16.17	-6.33	-3.92	-2.58
Q15 Responsiveness of On-site support staff in dealing with the problem	-12.75	-10.75	-3.75	-1.75

## Part 4 - Comments, Strengths & Weaknesses

### Section B: Applications & Networks

Q7 Do you have any comments about APPLICATIONS & NETWORKS?

- I have seen a real improvement in the quality and reliability of the applications since we have begun providing feedback. In particular, there are now upgrades made to the system, which increasing functionality - but these upgrades are well planned so our work isn't interrupted.

### Section C: Support--Help Desk

Q14 Do you have any comments about the support you receive from the HELP DESK of your IT Services Provider?

- The help desk staff are very approachable.

### Section E: Overall Relationship with IT Services Provider

Q27 Do you have any comments about your Overall Relationship with your IT Services Provider?

- Training is still an area that really lets the quality down. When the applications change or get upgraded we get very minimal training in how the new system works. This means that it takes us longer to get back to normal productivity. Even though the help desk are great if we ring up with questions, it would be better to have appropriate training so we don't need to contact the help desk as often.