IT SERVICE QUALITY BENCHMARK SURVEY RESULTS
HOW WE PERFORMED IN 2014

The IT Service Quality Benchmark survey is conducted annually and allows universities across Australia and New Zealand to independently survey, measure and compare their progress against a standard set of IT service quality measures, based on student and/or staff feedback. For the third year UWS participated in the survey, seeking structured feedback from both students and staff on the quality of our IT services.

STUDENT FEEDBACK

In 2014 eighteen universities surveyed their students, with 1,206 UWS students sharing their views (8.04% response rate). Students were asked a range of generic and university specific questions.

The benchmark score is based on the sum of the top two satisfaction scores for questions in relation to:
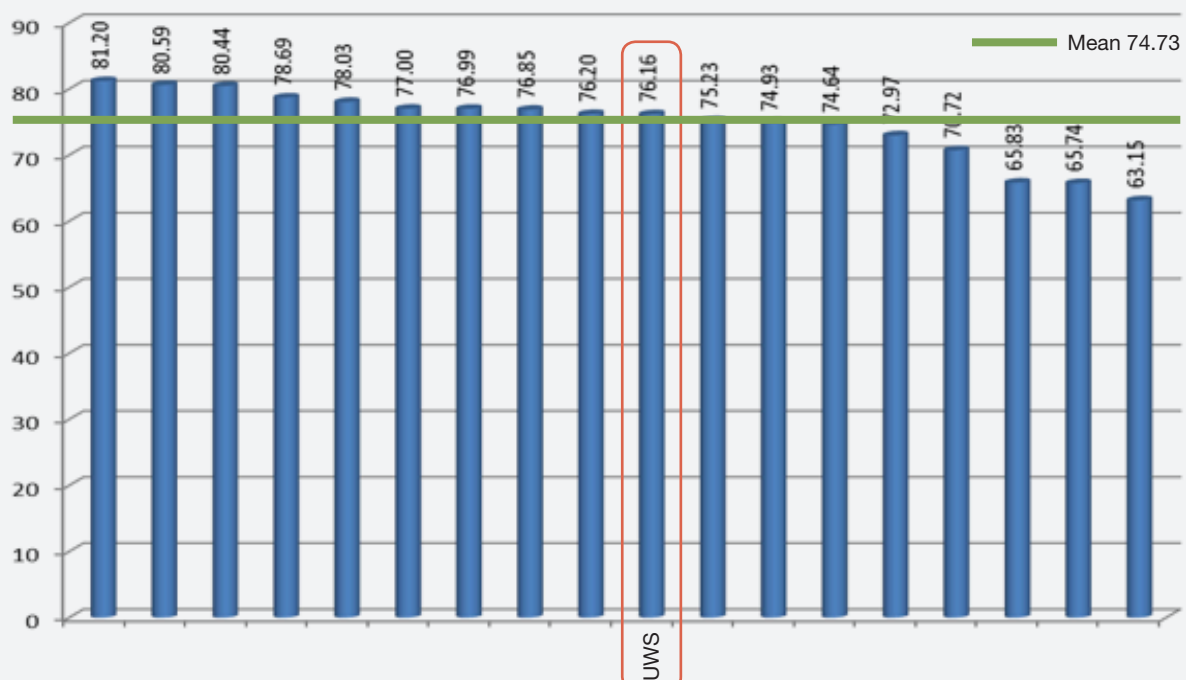» how well we **diagnose problems**
» our **technical skills**
» our **helpfulness**
» how well we **understand the impact** of problems on students
» our **questioning skills**

HOW WE COMPARE

This year the average benchmark score was 74.73%, approximately a 1.5% increase from the 2013 average of 73.65%. This demonstrates that universities across the sector are actively focusing on improving IT service quality and seeking to become more competitive.

UWS achieved a benchmark score of 76.16% this year, which is an 8.61% improvement on our 2013 result of 70.12%. This result not only places UWS as the most improved university for student feedback in 2014 but also puts us above the sector average for the first time since participating in this survey. Our overall ranking has risen accordingly from 15th out of 19 universities in 2013 to 10th out of 18 universities participating this year.
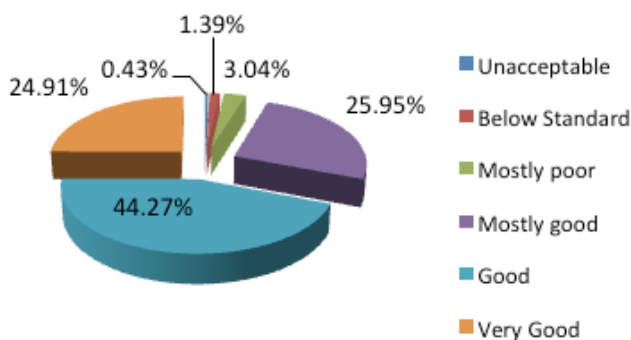

University Benchmark Rankings - Student 2014

Values: 81.20, 80.59, 80.44, 78.69, 78.03, 77.00, 76.99, 76.85, 76.20, 76.16 (UWS), 75.23, 74.93, 74.64, 72.97, 70.72, 65.83, 65.74, 63.15 — Mean 74.73

In response to the question "*What is your overall impression of the quality of service provided by the University IT support teams?*" UWS has seen a significant improvement in the good and very good response groups, scoring 69.18% which is a 3.53% point improvement from last year (65.65%).
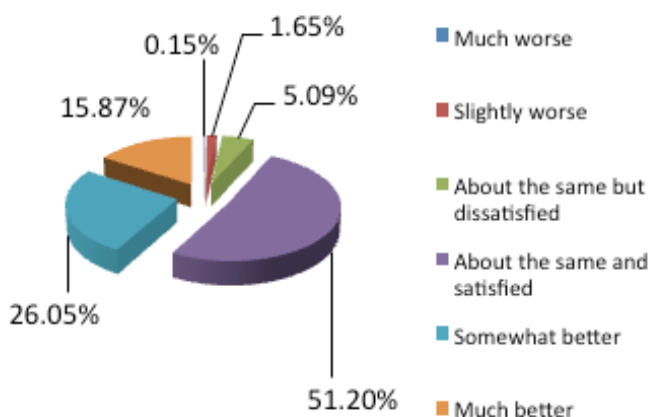
> *"Seems like vUWS is more reliable than the past 4 years and I like the integration of the Library system so we don't use the silly barcodes for logging in."*

Almost 42% of students reported that services had improved from the previous year. Since 2012, satisfaction ratings of unacceptable, below standard, variable mostly poor and variable mostly good have all trended down, whilst satisfaction ratings of good and very good strongly trended up. This suggests that our focus on improving service consistency has had significant impact and students now feel they are receiving a more consistent quality of service.

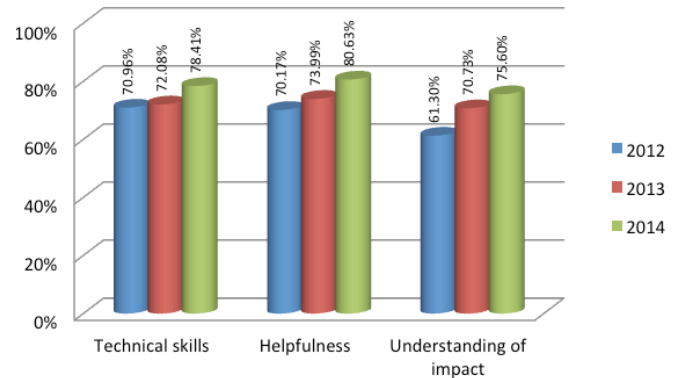### Students - Overall IT Services Satisfaction 2014

Segment	Value
Unacceptable	1.39%
Below Standard	0.43%
Mostly poor	3.04%
Mostly good	25.95%
Good	44.27%
Very Good	24.91%

Improvement on last year - Students 2014

Segment	Value
Much worse	0.15%
Slightly worse	1.65%
About the same but dissatisfied	5.09%
About the same and satisfied	51.20%
Somewhat better	26.05%
Much better	15.87%

At the same time the number of students who had bad experiences reduced from 5.84% in 2013 to 4.19% in 2014 (a 1.65% point reduction) which is well below the target range of 10%.

Percentage improvement in satisfaction - Key benchmark areas from 2012 to 2014

Area	2012	2013	2014
Technical skills	70.96%	72.08%	78.41%
Helpfulness	70.17%	73.99%	80.63%
Understanding of impact	61.30%	70.73%	75.60%

It's great to see significant levels of overall improvement across three of the five key reporting areas. In particular, our focus on improving our service culture through offering helpful, informed and friendly assistance to our customers has been reflected in this chart.

STUDENT FREE TEXT FEEDBACK

In addition to structured questions, students were also given the opportunity to provide free text responses which identified the following themes:

» IT Service Desk and IT Support Officer walk-up services have improved due to past survey feedback responses but there is still room for improvement
» Students expressed a need to have more IT related workshops provided, especially at the start of each semester, to assist in the use and navigation of the UWS Website, vUWS, Allocate+,Turnitin and other commonly used applications and features.

> *"They have offered substantial support to new students at the beginning of each semester!"*
>
> *"They helped me setting up my iPad. The team is friendly and helpful."*
>
> *"Sometimes I see that new students face problem about using VUWS. So, I think before commencing a new session they can arrange a workshop for new students to make familiar with the VUWS and any IT issues."*
>
> *"They have improved on keeping students and staff informed of any issues and progress on resolution."*

STAFF FEEDBACK

A total of 25 universities surveyed their staff in 2014, which is a decrease in participation from 2013 (27 universities) with 880 UWS staff providing valuable feedback. This is a response rate of approximately 17.15% and an improvement on the 776 responses received in 2013.

HOW WE COMPARE

The overall benchmark result is calculated using the mean scores of responses received for specific pre-determined questions.
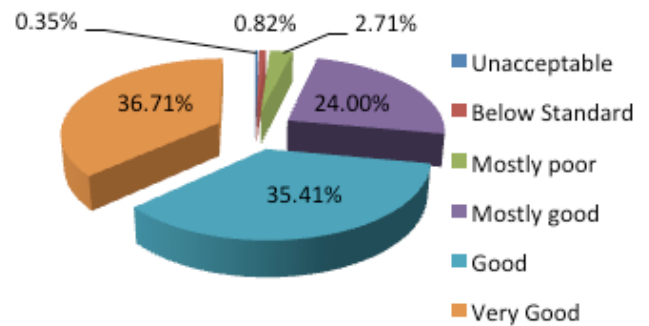
For 2014 UWS achieved a benchmark score of 72.09%, a 9.34% point improvement from 2013 (65.93%). This result not only places UWS as the 6th most improved university for staff feedback in 2014 but also puts us above the sector average for the first time since participating in this survey. Our overall ranking has risen accordingly from 16th out of 27 universities in 2013 to 9th out of 25 universities participating this year.

Staff response to the question "*What is your overall impression of the quality of service provided by the University IT support teams?*" has seen a significant improvement at UWS in the good and very good response groups, scoring 72.12% which is a 10.46% point improvement from last year (61.66%).
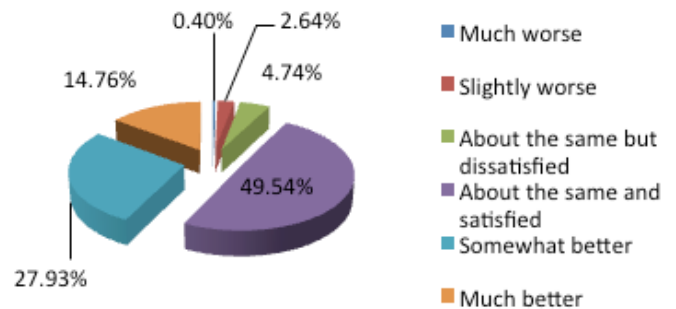
Almost 43% of staff reported that services had improved from the previous year. Since 2012 satisfaction ratings of unacceptable, below standard, variable most poor and variable mostly good have all trended down, whilst satisfaction ratings of good and very good have strongly trended up. This suggests that efforts to improve service consistency have had significant impact and staff now receive a more consistent service.
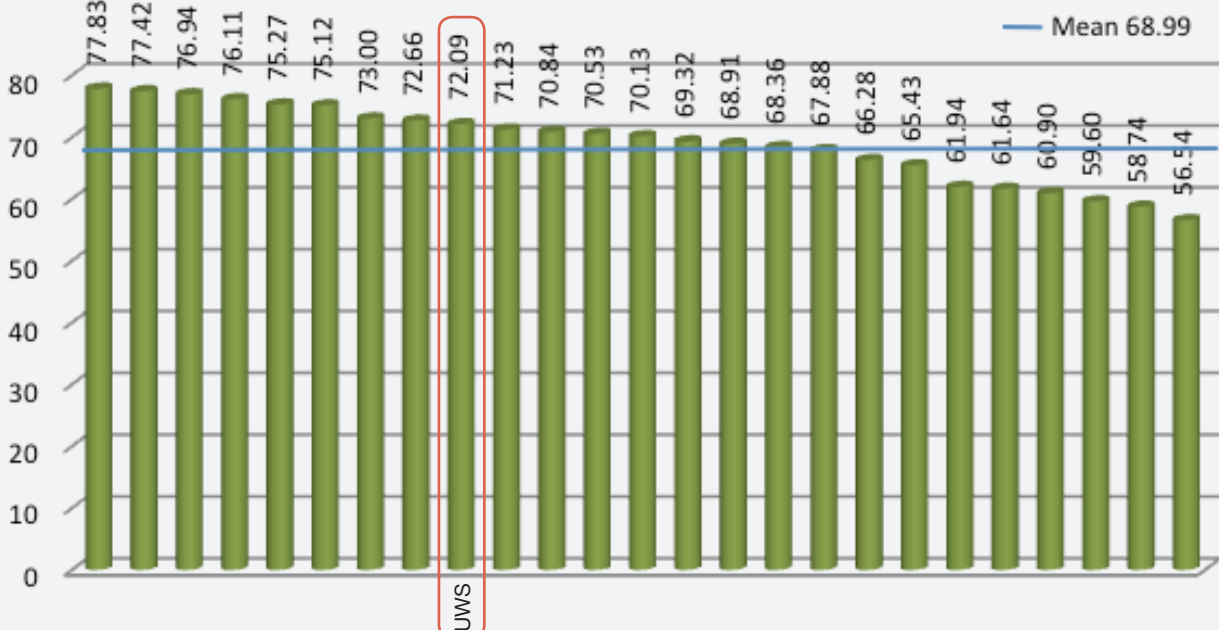
Staff - Overall IT Services Satisfaction 2014

Improvement on last year - Staff

University Benchmarking Rankings - Staff 2014

At the same time the number of staff who had bad experiences fell from 14.7% to 11.6%, a 3.2% point improvement. Although this is a good result, our aim is to reduce bad experiences to below 10%.
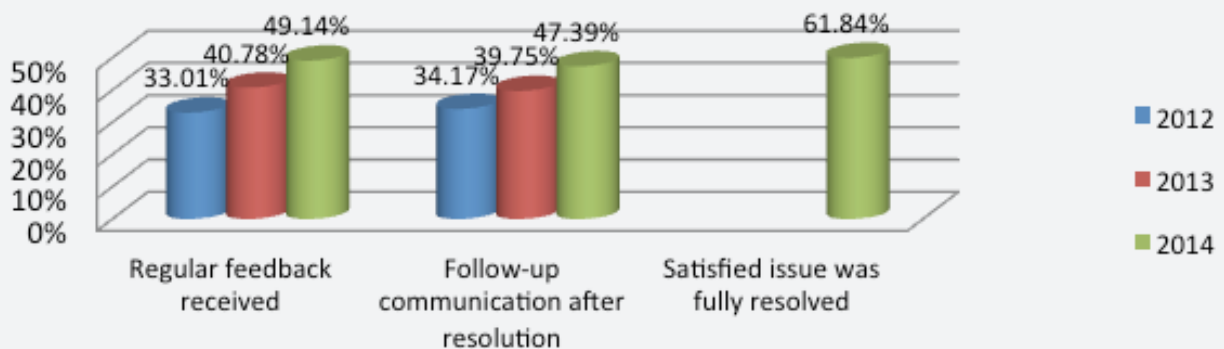
Services by support type also showed consistent and marked improvement across all key support types.

In spite of sound improvements across all areas, the survey identified one specific area which requires continued focus going into 2015. While improvements have been recorded in the way ITDS manages complex or ongoing problems, less than 50% of all staff surveyed responded that they received regular or follow-up feedback and 61.84% reported that they believed their problem or issue had been satisfactorily and fully resolved.

Rank by Satisfaction	Support Type	Service Quality Score TSB%[1]	% Point change from 2013 to 2014
1	Remote Support	89.89%	+3.55%
2	Desktop Support	81.27%	+2.14%
3	Email Support	79.70%	+9.79%
4	Phone Support	75.05%	+8.80%
5	Self-help	57.88%	+5.86%

Key: Green = 55+%, Amber = 34% - 54%, Red < 45%

Managing ongoing or complex problems

1   Service Quality Score TSB% - Refers to the % of the top two ratings (i.e. very good and good) scored for that measure