IT SERVICE QUALITY BENCHMARK SURVEY RESULTS
HOW WE PERFORMED IN 2013

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 second year UWS participated in the survey, seeking structured feedback from both students and staff on the quality of our IT services.

STUDENT FEEDBACK

In 2013 nineteen universities surveyed their students, with 1,786 UWS students sharing their views (5.11% response rate). Students were asked a range of generic and university specific questions.

The benchmark score is based on the average of the top two satisfaction scores for questions in relation to:
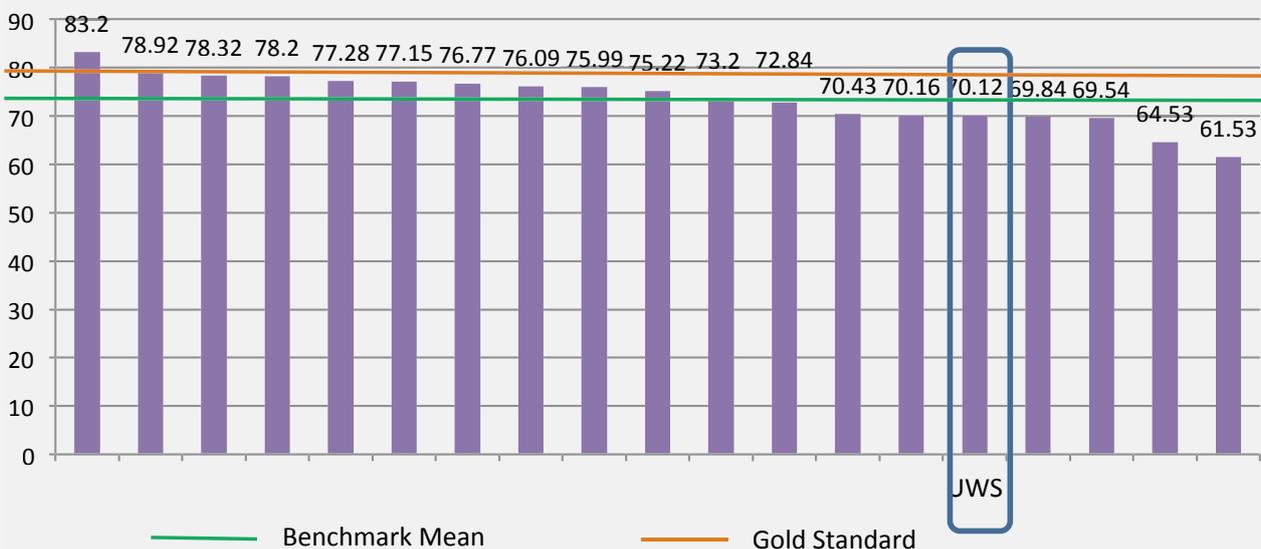
» how well we **diagnose problems**

» our **technical skills**
» our **helpfulness**
» how well we **understand the impact** of problems on students

HOW WE COMPARE

This year the average benchmark score was 73.65%, an 8.05% point increase from the 2012 average of 65.6%. 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 70.12% this year, which is a 7.22% point improvement on our 2012 result of 62.9%. This result is well above the benchmark target of 55% but still below the sector average. Although we demonstrated the 7th highest improvement out of the 13 universities who participated for the past two surveys, the participation of five new universities this year has seen our overall ranking drop from 12th out of 18 to 15th out of 19.

All University 2013 Student Benchmark Results

83.2 78.92 78.32 78.2 77.28 77.15 76.77 76.09 75.99 75.22 73.2 72.84 70.43 70.16 70.12 69.84 69.54 64.53 61.53

UWS

——— Benchmark Mean   ——— Gold Standard

*Other universities have not been identified for confidentiality reasons

UWS has seen a significant improvement in overall customer satisfaction in 2013, scoring 66.32% which is a 14.1% point improvement from last year (52.2%). Our overall ranking remained constant at 15th (out of 19 in 2013 as opposed to 18 in 2012).

Almost 45% 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.

### Overall student satisfaction in 2012

- Unacceptable
- Below standard
- Variable mostly poor
- Variable mostly good
- Good
- Very good

Overall student satisfaction in 2013

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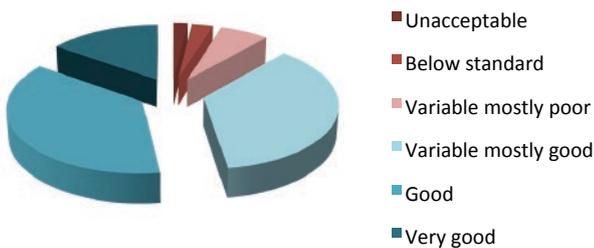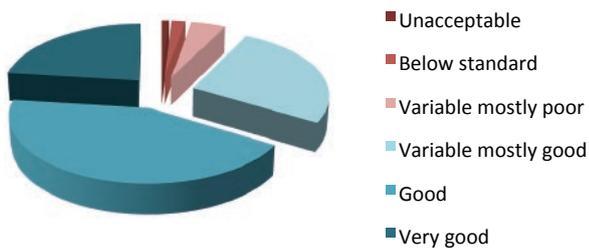
At the same time the number of students who had bad experiences reduced from 11.63% in 2012 to 5.73% in 2013 (a 5.9% point reduction) which is well below the target range of 10%.

It's great to see significant levels of improvement across three of the four key areas. In particular, a focus on improving our ability to diagnose problems quickly, which was an area of concern last year, has shown a significant improvement of 14.55% points. Our understanding of the impact of problems on our students has also improved markedly by 9.43% points.

Percentage improvement in satisfaction – Key benchmark areas from 2012 to 2013
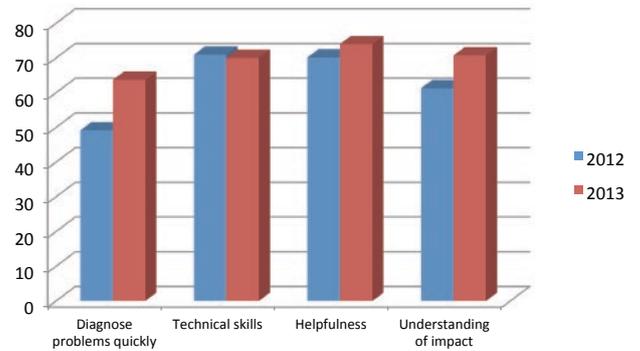
"Very noticeable improvement from the preceding year. Prompter service also. Several stellar, helpful and customer service oriented staff who were a joy to speak with and solved problems quickly. This year every single IT issue brought to the Department's attention was met with prompt caring and technically skilled responses. Thank you!!! ☺"

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:
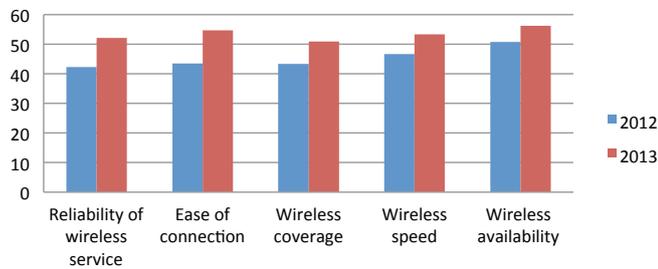
» IT Service Desk and IT Support Officer walk-up services have improved but there is still room for improvement (i.e. staff need to continue to work on greater empathy and helpfulness).

» Students expressed some dissatisfaction with some system upgrades and would like to see the IT Service Desk resolve more calls at first point of contact, particularly in relation to major student facing systems.

WIRELESS ACCESS

In addition to the generic sector wide questions, UWS also explored some more specific questions including the usage and satisfaction with UWS wireless services.

Over the past year 88.3% of students accessed the University's wireless network, which is a 10.84% point increase from 2012 (77.46%). In addition to increased usage, students also reported a significant improvement in satisfaction across all areas of the AirUWS-Lite network, as illustrated in the following graph:

Percentage improvement in satisfaction of wireless services – students

"With emails in particular, I always get a great response back and it is usually within 1-2 days which is awesome!"

"I believe the IT team could be more empathetic in terms of assistance without appearing condescending. They need to understand that not all students are technical savvy"

"I think there are less system failures and problems seem to be solved more quickly than in prior years – this is my third year at Uni"

STAFF FEEDBACK

A total of 27 universities surveyed their staff in 2013, which is an increase in participation from 2012 (i.e.23 universities) with 776 UWS staff providing valuable feedback. This is a response rate of 15.06% and an improvement on the 564 responses received in 2012.

HOW WE COMPARE

The overall benchmark result is calculated using ten questions which explore phone support, desktop support and the impact of tier 3 or specialist support teams.

For 2013 UWS achieved a benchmark score of 65.93%, a 4.34% point improvement from 2012 (i.e. 61.59%) and although this is well above the benchmark target of 55% it is still below the average of 67.92%.

All University 2013 Staff Benchmark Results
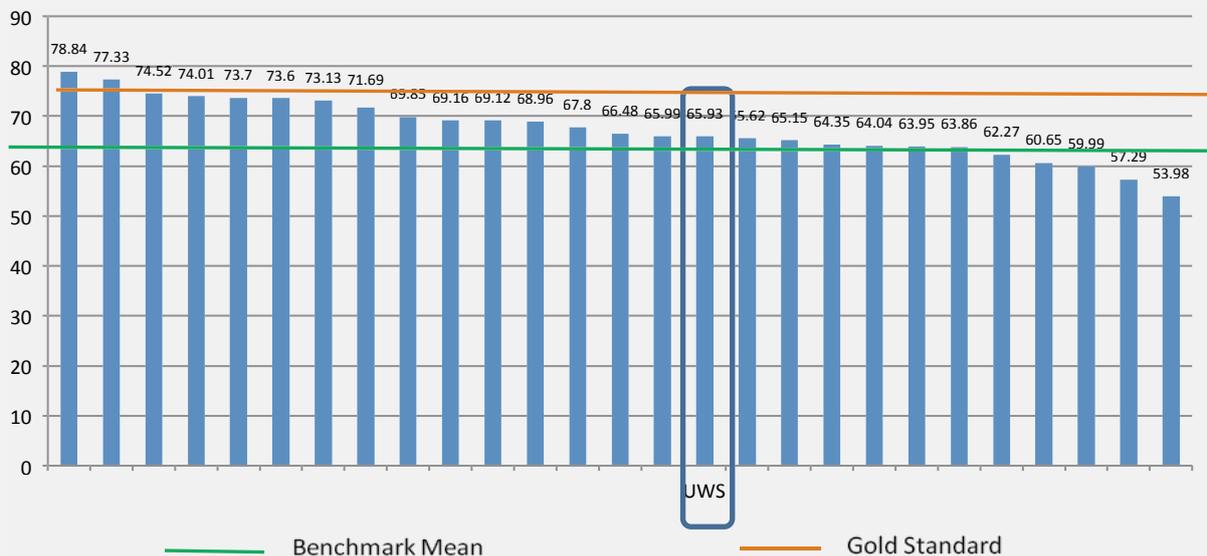
*Other universities have not been identified for confidentiality reasons

UWS demonstrated the 5th highest improvement out of the 19 universities that participated in the survey for the second consecutive year. With seven universities participating in the survey for the first time this year, it's clear that there is a sector wide focus on improving IT service quality, to the point where all except one university exceeded the 55% benchmark target this year.

It was pleasing to see our overall staff satisfaction rating improve by 11.74% points to 62.92%, with 37.84% of staff reporting that services had improved from the previous year.
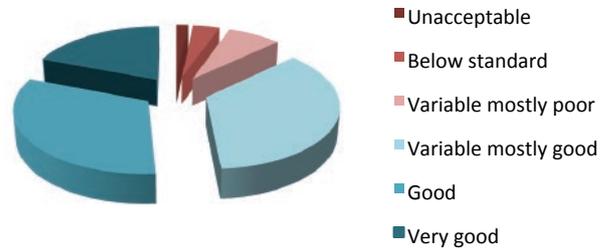
Since 2012 satisfaction ratings of unacceptable, below standard, variable most poor and variable mostly good have all trended down, whilst satisfaction ratings of good and very good have strongly trended up. This suggests that efforts to improve service consistency have had significant impact and staff now receive a more consistent service.

At the same time the number of staff who had bad experiences fell from 21.2% to 14.7%, a 6.5% point improvement. Although this is a good result, our aim is to reduce bad experiences to below 10%.
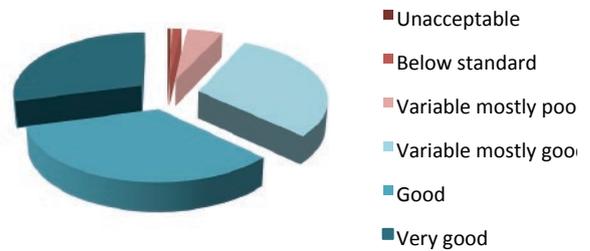
Services by support type also showed consistent and marked improvement across all support types except email, which saw a decline in satisfaction by 4.79% points.

In spite of sound improvements across most areas, the survey has identified specific areas that require focus during 2014 to improve our overall satisfaction rating, including email support, self-help and in particular, tier 3 support team communication with customers.

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Rank by Satisfaction	Support Type	Service Quality Score TSB%[1]	% Point change from 2012 to 2013
1	Remote Support	88.12%	1.88%
2	Desktop Support	78.39%	3.44%
3	Email Support	70.29%	-4.79%
4	Phone Support	66.90%	4.68%
5	Self-help	52.02%	Not measured
	Overall impression	62.92%	11.74%
	Tier 3 Support Impact	40.36%	6.77%

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

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

Interestingly UWS performed well in comparison to other universities, in relation to self-help support questions, which explored:

» Whether staff were able to find information they need quickly (i.e. 42.93% and 9th out of 17 as not all universities participated in this aspect)
» Quality of the technical information provided (i.e. 57.82% and 5th out of 17).

This reflects well on the initial online support material provided to customers and the limited focus on the introduction of knowledge management to date. With the recent implementation of the MyIT portal, service and request catalogues and a greater emphasis on knowledge management during 2014, we expect to see further improvement in this area in future.

STAFF FREE TEXT FEEDBACK

In addition to structured questions, staff were also given the opportunity to provide free text feedback.

The following represents an overview of staff free text feedback:

» Many staff commented that service delivery had improved from last year and for the most part, IT staff responded in a friendly, helpful and timely manner. However, a number of responses recorded unsatisfactory experiences, suggesting that staff still need to show more empathy, understanding and a genuine willingness to help.
» Resolution times still need further improvement, particularly in the context of complex and on-going issues, where customers would like to receive more regular and informative updates on the progress.
» Staff would like to see IT be more flexible in their approach to the services and applications provided to academic staff, to better support high quality course delivery to students.
» Staff would like more assistance at the tier 1 or front line support level, to help use and navigate software products used by schools to manage course work and student administration.
» There is a perception that the IT Service Desk should provide assistance on all things IT, including any software program staff have access to, including better MAC support.
» Staff would like IT to be less rigid in relation to operating systems and the web browsers we support.
» Staff would like to see faster response and resolution times for incidents in teaching spaces during class times.
» Feedback also indicates that out of hours support for teaching spaces is important and should be treated with higher priority.

WIRELESS ACCESS

In addition to the generic sector wide questions, UWS also explored some more specific questions including the usage and satisfaction with UWS wireless services.

During 2013 69.03% of staff reported using wireless access, which is a 14.69% point increase from 54.34% in 2012. Staff reported an overall satisfaction rating of 52.64%, with satisfaction for reliability, ease of connection, coverage, speed and availability all increasing as illustrated in the following graph:

Percentage improvement in satisfaction of wireless services – staff
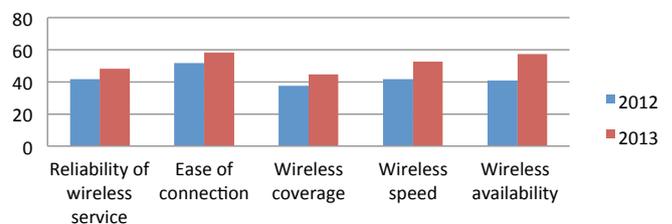
"Responding to staff enquiries in a pleasant manner that makes the individual feel comfortable and respected. Issues are resolved quickly and followed up or referred on as needed. Issues that are big or small are all dealt with professionally"

"Provide good customer service skills – friendly, responsive and patient. Turnaround time has improved and online help extended"