

## Introduction

This report provides a summary of the purposes, the methodology and the results of the customer satisfaction survey sponsored by UC Berkeley Information Services & Technology in November 2006. The survey is one means through which Information Services & Technology can give a voice to their customers. It is a systematic way to identify what is working and what needs to be improved from the customers' vantage point. As IST focuses more energy on becoming a quality service provider, this survey can provide a baseline for documenting progress. Those responding to the survey were very clear that a number of IT services such as connectivity and email are now considered core to doing their daily work. Hence, reliability, ease of use, availability, and responsiveness are essential if IST is going to meet customers expectations for quality service.

This survey was undertaken for the following purposes, all of which helped guide the construct and design of the survey:

- To document where customers are satisfied along with where they are dissatisfied and to identify what causes any disappointment in the customer experience.
- To find out what improvements are important to customers.
- To use this data to prioritize the continuous improvement initiatives that will make it easier for IST's customers to do their work.

The survey results can help provide even greater focus to IST as the organization works on implementing the IT strategic plan and enhances the support for the campus.

The ultimate goal is to provide an excellent customer IT experience that supports the IT teaching, learning, research and administrative needs of the UC Berkeley community. In the near term the goal is to improve the customers' ability to use IT to get their work done. The survey findings on the following pages provide a sound basis for determining how Information Services & Technology can focus its efforts to enhance the quality of the customer experience at UC Berkeley.

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# Methodology

## Survey Population

The survey solicited feedback from three customer communities: faculty, students, and administrators.

### Selection Criteria - Faculty and Research Academic

- Tenured and tenure track faculty are included.
- Part-time faculty are not included.

### Selection Criteria - Students

- Includes undergraduates and graduates.

### Selection Criteria - Administrative

- Information Services staff are excluded.
- Bargaining units are included.

## UC Berkely Sample Size Estimates

The following table presents a summary of the population and sample size estimates that resulted from applying the above criteria and served as the guide to sampling strategy.

Population Breakdown		Major Cohort Counts	Target Sample Size (Returned surveys)	Anticipated Response Rate	Initial Sample Size	Number of Responses	Actual Response Rate	Final Weighted Representation
<b>Faculty</b>		<b>1,953</b>	<b>200</b>	<b>25%</b>	<b>800</b>	<b>288</b>	<b>36%</b>	<b>36%</b>
<b>Students</b>		<b>33,558</b>	<b>200</b>	<b>40%</b>	<b>500</b>	<b>236</b>	<b>47%</b>	<b>30%</b>
Graduate		<b>10,076</b>	100	40%	250	129	52%	
Undergraduate		<b>23,482</b>	100	40%	250	107	43%	
<b>Staff</b>		<b>18,593</b>	<b>200</b>	<b>40%</b>	<b>500</b>	<b>274</b>	<b>55%</b>	<b>34%</b>
<b>TOTAL</b>		<b>54,104</b>	<b>600</b>	<b>30%</b>	<b>1,800</b>	<b>798</b>	<b>44%</b>	<b>100%</b>

**Notes:**

- The Target Sample Size was derived assuming a Confidence Interval of .20 and a minimum Confidence Level of 95%.
- Each major cohort (faculty, students, staff) was intended to represent approximately 33% of the total. This would result in relative over weighing of the faculty and staff, but under weighting of students.

**Demographic Data**

Some demographic data for faculty and staff including department and campus was also captured.



# Survey Results

## Executive Summary: Themes Customers Emphasized

### Overview

The survey underscored the importance respondents place on connectivity and reliability. The wired network is an important conduit over which considerable information travels, and IST is perceived as a fairly reliable provider of this service, but the community would like to see significant improvement in the availability and reliability of the wireless network. Customers answering this survey believe connectivity is important whether you are logging on from a campus network jack, a remote location, or accessing the wireless net.

Email is increasingly seen as an important part of people's daily communications. Respondents were very frustrated with the amount of spam and the time wasted deleting spam, and many of them wrote text comments pleading for UC Berkeley and IST to minimize the wave of spam washing over community members. Respondents also felt the email disk quota was too limited and the mailing list function could be improved.

Faculty and students indicated there was a pressing need to upgrade the classrooms, so those teaching could use various technologies in their presentations. This may be an important priority given how teaching and learning are to core to the mission of the university.

### Improved Email Is a High Customer Priority

Customers are very distressed by the amount of spam getting through; they aren't happy with their allotment of disk space for email storage; and undergrads, especially, indicated through text comments that CalMail's interface compares unfavorably with other email clients. And they would like to see improvements to the mailing list function.

The distress over email was partly born out in the top response to Question 1 of the survey which asked respondents to rate the importance of possible new or improved services:

Question	Mean	Tot Imp	Count
Q1m. Improved spam blocking	5.27	89%	769

...as well as topping the list of dissatisfiers for widely used services:

Question	Mean	Tot Neg*	Count
Q13a. Spam blocking	2.67	68%	754
Q13c. Email disk space quota	3.47	46%	690

### Wired and Wireless Networks

The feedback from the community indicates IST customers are by and large satisfied with the wired network and somewhat dissatisfied with the availability of the wireless network. Surprisingly, the lack of wireless availability is almost as much of concern to administrative staff as it is to faculty and students.

Question	Mean	Tot Pos*	Count
Q6a. Wired network performance	4.78	69%	718

Question	Mean	Tot Neg*	Count
Q7c. Guest access to the wireless network	3.63	41%	305
Q7b. Availability of the wireless network	3.90	34%	591

In Question 1 of the survey which asked respondents to rate the importance of possible new or improved services, "Wireless access everywhere on campus" garnered the second highest importance ratings:

Question	Mean	Tot Imp	Count
Q1c. Wireless access everywhere on campus	5.18	87%	761

\*Total Negative percentages include "Very Dissatisfied," "Dissatisfied" and "Somewhat Dissatisfied."

\*Total Positive percentages only include "Satisfied" and "Very Satisfied."

## Remote Access

Perhaps reflecting a latent wish for ever more mobile computing, respondents identified “Improved remote access” as their third top choice for possible improvements:

Question	Mean	Tot Imp	Count
Q1g. Improved remote access	4.66	79%	709

Despite a relatively high satisfaction rating for “Ability to access UC Berkeley online services within the U.S.” (4.54, 59% positive).

## Reliability Is a Plus Though There Is Still Room for Improvement

Respondents tended to provide higher satisfaction levels on reliability questions which would indicate there is a positive association between this attribute of service and IST. The relatively low number of responses for “IST keeps the IT systems up and running” (71% of all survey respondents) suggests that the general population has difficulty recognizing IST as a discreet service organization.

Question	Mean	Tot Pos*	Count
Q35b. IST keeps the IT systems up and running	4.82	69%	565
Q40a. bSpace reliability	4.83	64%	232
Q6a. Wired network performance	4.78	69%	718

The one IST exception to this perception of reliability is:

Question	Mean	Tot Neg*	Count
Q7a. Reliability of the wireless network	4.23	22%	575

## Highlights from the Text Comments

Respondents were given a number of opportunities to share feedback on issues that were important to them and that may or may not have been covered in the survey. By far and away, email was the most favored topic. Following that were increased wireless access, improved classroom A/V, improved remote access, and a clearer path to learning about and getting help with available services.

## Satisfaction Ratings from the General Survey Sorted by Mean

Question	Mean	Count
Q36a. Ease of activating your CalNet ID for use across campus	4.93	744
Q37f. Courteousness of classroom A/V support staff	4.85	306
Q6a. Wired network performance	4.78	718
Q36b. Ease of changing your CalNet ID passphrase	4.68	466
Q35b. IST keeps the IT systems up and running	4.68	565
Q42b. Bear Facts	4.67	228
Q5a. Desktop/laptop support	4.66	383
Q40a. bSpace reliability	4.61	232
Q28a. Security software provided by IST	4.61	198
Q28b. Timeliness of security software updates	4.58	168
Q45c. Scheduling meetings with people across campus with CalAgenda	4.55	188
Q9a. Ability to access UC Berkeley online services within the U.S.	4.54	705
Q42a. E-Grades	4.54	99
Q43b. Performance of the student registration service once you've gained access	4.53	211
Q8a. Network services overall	4.49	762
Q23c. Timeliness of software updates	4.42	187
Q42e. Tele-BEARS	4.37	218
Q45a. Usability of the CalAgenda program	4.37	211
Q42c. Course enrollment/waitlist	4.35	214
Q46a. CalAgenda overall	4.34	210
Q42d. Degree Audit Report (DARSweb)	4.29	103
Q34a. Berkeley IT services overall	4.29	681
Q45d. CalAgenda website	4.26	139
Q28c. Effectiveness of documentation and instructions in preventing attacks	4.25	137
Q23b. Ease of finding desired software	4.25	258
Q7a. Reliability of the wireless network	4.23	575
Q43a. Availability of the student registration service	4.18	214
Q23d. Helpfulness of Berkeley-specific software documentation	4.17	185
Q40b. bSpace features	4.17	240

Q9b. Ability to access UC Berkeley online services outside the U.S.	4.15	324
Q17a. Telephone services overall	4.13	516
Q16a. Availability of telephone features	4.11	488
Q41a. bSpace overall	4.10	240
Q23a. Available selection of software	4.08	259
Q37g. Turnaround time for resolving your classroom A/V problem	4.07	246
Q35a. IST takes a “customer-oriented” approach to helping you	4.07	454
Q40d. How instructors use the features of bSpace	4.05	189
Q40e. Resources for learning how to use bSpace	4.05	189
Q28d. Effectiveness of documentation and instructions in recovering from attacks	4.00	99
Q14a. Email overall	3.98	765
Q37h. Web-based classroom A/V documentation and help information	3.96	188
Q38a. Classroom A/V services overall	3.96	425
Q37d. Initial response time to help requests related to the classroom A/V equipment	3.96	273
Q16b. Telephone problem resolution	3.96	336
Q40c. bSpace ease of use	3.95	242
Q37a. Classroom A/V equipment features	3.93	409
Q7b. Availability of the wireless network	3.90	591
Q13b. Mailing list management	3.89	577
Q37c. Quality of the information on how to use the classroom A/V equipment	3.86	346
Q37e. Types of assistance available for troubleshooting classroom A/V problems	3.81	263
Q37b. Reliability of the classroom A/V equipment	3.80	409
Q10b. Dialup modem services: SHIPS	3.71	94
Q7c. Guest access to the wireless network	3.63	305
Q13c. Email disk space quota	3.47	690
Q45b. Syncing CalAgenda with mobile devices	3.44	70
Q10a. Dialup modem services: Low cost modems	3.35	127
Q13a. Spam blocking	2.67	754

# Top Seven Areas of Satisfaction by Cohort Sorted from Highest to Lowest by Mean

(Questions with a relatively small number of responses were excluded)

## Faculty

Question	Mean	T Pos*	Count
Q37f. Courteousness of classroom A/V support staff	4.93	78%	207
Q36a. Ease of activating your CalNet ID for use across campus	4.83	75%	258
Q6a. Wired network performance	4.75	67%	269
Q36b. Ease of changing your CalNet ID passphrase	4.73	71%	157
Q35b. IST keeps the IT systems up and running	4.63	61%	192
Q40a. bSpace reliability	4.61	59%	80
Q28b. Timeliness of security software updates	4.58	63%	67

## Graduate Students

Question	Mean	T Pos*	Count
Q36a. Ease of activating your CalNet ID for use across campus	4.90	76%	125
Q37f. Courteousness of classroom A/V support staff	4.90	71%	48
Q6a. Wired network performance	4.73	72%	101
Q40a. bSpace reliability	4.66	70%	50
Q43b. Performance of the student registration service once you've gained access	4.57	64%	112
Q9a. Ability to access UC Berkeley online services within the U.S.	4.57	59%	116
Q42b. Bear Facts	4.54	66%	125

## Undergraduates

Question	Mean	T Pos*	Count
Q36a. Ease of activating your CalNet ID for use across campus	5.16	81%	102
Q9a. Ability to access UC Berkeley online services within the U.S.	4.83	69%	95
Q42b. Bear Facts	4.83	77%	103
Q6a. Wired network performance	4.81	73%	98
Q36b. Ease of changing your CalNet ID passphrase	4.63	63%	52
Q37a. Classroom A/V equipment features	4.62	57%	89
Q40a. bSpace reliability	4.59	66%	80

## Administrative Staff

Question	Mean	T Pos*	Count
Q36a. Ease of activating your CalNet ID for use across campus	4.96	79%	259
Q28a. Security software provided by IST	4.85	78%	54
Q5a. Desktop/laptop support	4.83	71%	189
Q6a. Wired network performance	4.81	69%	250
Q35b. IST keeps the IT systems up and running	4.81	74%	224
Q28b. Timeliness of security software updates	4.78	76%	50
Q36b. Ease of changing your CalNet ID passphrase	4.75	70%	183

\*Positive percentages only include responses of "Satisfied" and "Very Satisfied."

## Top Seven Areas of Dissatisfaction by Cohort Sorted from Lowest to Highest by Mean

(Questions with a relatively small number of responses were excluded)

### Faculty

Question	Mean	T Neg*	Count
Q13a. Spam blocking	2.40	75%	281
Q13c. Email disk space quota	3.25	53%	249
Q7c. Guest access to the wireless network	3.33	53%	97
Q37b. Reliability of the classroom A/V equipment	3.54	44%	237
Q37a. Classroom A/V equipment features	3.55	43%	237
Q35a. IST takes a “customer-oriented” approach to helping you	3.61	42%	152
Q40c. bSpace ease of use	3.63	43%	84

### Graduate Students

Question	Mean	T Neg*	Count
Q13a. Spam blocking	2.93	62%	107
Q13c. Email disk space quota	3.08	58%	104
Q7c. Guest access to the wireless network	3.25	57%	44
Q14a. Email overall	3.52	43%	117
Q13b. Mailing list management	3.73	37%	98
Q40e. Resources for learning how to use bSpace	3.82	35%	34
Q37e. Types of assistance available for troubleshooting classroom A/V problems	3.90	33%	39

### Undergraduates

Question	Mean	T Neg*	Count
Q13c. Email disk space quota	3.35	50%	100
Q13a. Spam blocking	3.56	42%	100
Q7b. Availability of the wireless network	3.92	30%	97
Q7c. Guest access to the wireless network	3.92	26%	61
Q13b. Mailing list management	4.02	30%	89
Q37c. Quality of the information on how to use the classroom A/V equipment	4.04	26%	68
Q14a. Email overall	4.09	29%	104

### Administrative Staff

Question	Mean	T Neg*	Count
Q13a. Spam blocking	2.52	73%	266
Q10a. Dialup modem services: Low cost modems	3.61	43%	44
Q45b. Synching CalAgenda with mobile devices	3.67	46%	52
Q7c. Guest access to the wireless network	3.90	32%	103
Q13c. Email disk space quota	3.94	30%	237
Q7b. Availability of the wireless network	3.95	32%	165
Q16b. Telephone problem resolution	3.98	31%	197

\*Negative percentages include responses of “Somewhat Dissatisfied,” “Dissatisfied” and “Very Dissatisfied.”