

## 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 2008. 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. This survey was preceded by a similar survey in 2006 and thus includes data on changes in ratings since 2006.

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.

Brian McDonald  
President  
MOR Associates



# Methodology

## Survey Population

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

## 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 Berkeley 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>304</b>	<b>38%</b>	<b>45%</b>
<b>Students</b>		<b>33,558</b>	<b>200</b>	<b>40%</b>	<b>500</b>	<b>239</b>	<b>48%</b>	<b>35%</b>
Graduate		<b>10,076</b>	100	40%	250	134	54%	
Undergraduate		<b>23,482</b>	100	40%	250	105	42%	
<b>Staff</b>		<b>18,593</b>	<b>100</b>	<b>40%</b>	<b>250</b>	<b>132</b>	<b>53%</b>	<b>20%</b>
<b>TOTAL</b>		<b>54,104</b>	<b>500</b>	<b>32%</b>	<b>1,550</b>	<b>675</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%.
- The sample was designed to achieve desired ratios of faculty, students and staff. This would result in relative over weighting of the faculty, but under weighting of students and staff.

## Demographic Data

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



# Survey Results Overview

## Executive Summary

### Overview

This survey was in many respects a repeat of the customer survey that was conducted in 2006. As such, it presented the opportunity to compare ratings and discern changes over time. There were two notable areas of change: email-related ratings saw significant improvements, and ratings related to CalAgenda declined significantly.

### Improved Email Is Still a High Customer Priority, But ITS Has Made Significant Progress

In 2006, 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 the community. Respondents also felt the email disk quota was too limited and the mailing list function could be improved. Since that time, ITS has made progress and both spam screening and email disk storage quotas saw statistically significant ratings improvements. Mailing list management and email overall also received statistically significant ratings improvements. Email was the only service area to enjoy statistically significant ratings improvements.

Question	2008		2006		Chng
	Mean	Count	Mean	Count	
Q14a. Spam blocking	4.21	624	2.67	754	1.54
Q14b. Mailing list management (e.g., Listserv)	4.42	491	3.89	577	0.53
Q15a. Email overall	4.40	655	3.98	765	0.42
Q14c. Disk space quota	3.76	538	3.47	690	0.29

While ratings for aspects of email have improved, email is the top improvement opportunity highlighted by the survey and ITS should continue to build on the efforts it has made.

Question	Mean	Tot Neg*	Count
Q14c. Disk space quota for storing email	3.76	40%	538
Q14d. Email support services	4.16	22%	440
Q14a. Spam blocking	4.21	23%	624
Q15a. Email overall	4.40	17%	655

The email disk space quota was more of a concern for faculty with 52% of them expressing dissatisfaction, and some 44% of graduate students were dissatisfied with the email disk space quota. In the case of undergraduates and staff, those figures were 21% dissatisfied and 25% dissatisfied, respectively. Based on our experiences with other schools in recent months, we might speculate that undergraduates are using Gmail in large numbers and thus are less affected by email storage limits.

Likely reflecting its improved ratings, the importance the community placed on improved spam blocking decreased significantly since 2006. However, while 89% of 2006 respondents indicated this was important, it was still important to 75% of 2008 respondents.

Question	2008		2006		Chng
	Mean	Count	Mean	Count	
Q14a. Improved spam blocking	4.52	636	5.27	559	-0.75

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

## Wireless Networking Is Another Top Improvement Opportunity

The feedback from the community indicates IST customers are by and large satisfied with the wired network and somewhat dissatisfied with the coverage of the wireless network.

Question	Mean	Tot Pos*	Count
Q9a. Wired network performance	4.71	89%	585

As was true in 2006, wireless networking is a significant cause of dissatisfaction for the community.

Question	Mean	Tot Neg	Count
Q10b. Coverage of the wireless network	3.83	35%	559
Q10c. Guest access to the wireless network	3.59	47%	336
Q10a. Reliability of the wireless network	4.17	25%	572

In Question 14 of the survey, which asked respondents to rate the importance of possible new or improved services, “Wireless access everywhere on campus” garnered the highest importance ratings, supplanting spam blocking from 2006.

Question	Mean	Tot Imp	Count
Q1b. Wireless access everywhere on campus	5.38	92%	655

## Remote Access

Respondents identified “Improved remote access” as their second top choice for possible improvements.

Question	Mean	Tot Imp	Count
Q1d. Improved remote access	4.75	80%	600

## Many Aspects of CalAgenda Received Lower Ratings, Especially Synching CalAgenda with Mobile Devices

Synching CalAgenda with mobile devices received the lowest ratings of the survey, with 81% of faculty expressing dissatisfaction and 70% of staff expressing dissatisfaction.

Question	Mean	Tot Neg	Count
Q35b. Synching CalAgenda with mobile devices	2.19	77%	75
Q36a. CalAgenda overall	3.74	36%	181
Q35d. CalAgenda website	3.74	35%	125
Q35a. Usability of the CalAgenda program	3.96	31%	179
Q35c. Scheduling meetings with people across campus with CalAgenda	4.07	28%	156

## 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. For faculty, the most prominent issue was a desire for improved backup services. Other themes for all cohorts were: confusion about IST’s scope and role, a desire for improved email and spam screening, and a desire for improved wireless.

\*Total Positive percentages include “Somewhat Satisfied,” “Satisfied” and “Very Satisfied.”

## Satisfaction Ratings from the General Survey Sorted by Mean

Question	Mean	Count
Q29a. Ease of activating your ID for use across campus	4.92	620
Q31b. IST keeps the IT systems up and running	4.78	484
Q9a. Wired network performance	4.71	585
Q32b. Bear Facts	4.64	234
Q29b. Ease of changing your passphrase	4.61	395
Q32a. E-Grades	4.55	112
Q12a. Remote access within the U.S.	4.54	603
Q33b. Performance of the student registration service once you've gained access	4.54	214
Q25a. Security software provided by IST	4.48	292
Q11a. Network services overall	4.42	637
Q14b. Mailing list management (e.g., Listserv)	4.42	491
Q15a. Email overall	4.40	655
Q30a. Berkeley IT services overall	4.35	604
Q32c. Course enrollment/waitlist	4.30	220
Q32d. Degree Audit Report (DARSweb)	4.29	111
Q12b. Remote access outside the U.S.	4.27	324
Q32e. Tele-BEARS	4.24	226
Q21b. Ease of finding desired software	4.24	279
Q14a. Spam blocking	4.21	624
Q18a. Telephone services overall	4.21	408
Q33a. Availability of the student registration service	4.21	214
Q16a. Availability of telephone features	4.18	360
Q10a. Reliability of the wireless network	4.17	572
Q14d. Email support services	4.16	440
Q21c. Timeliness of updates	4.15	204
Q7a. IST communications during major service interruptions	4.11	332
Q31a. IST takes a "customer-oriented" approach to helping you	4.10	362
Q35c. Scheduling meetings with people across campus with CalAgenda	4.07	156
Q25b. Effectiveness of documentation and instructions in preventing attacks	4.03	243
Q16c. Telephone problem resolution	3.98	215
Q21a. Available selection of software	3.96	282
Q35a. Usability of the CalAgenda program	3.96	179
Q21d. Helpfulness of Berkeley-specific software documentation	3.93	197
Q10b. Coverage of the wireless network	3.83	559
Q25c. Effectiveness of documentation and instructions in recovering from attacks	3.79	171
Q14c. Disk space quota for storing email	3.76	538
Q35d. CalAgenda website	3.74	125
Q36a. CalAgenda overall	3.74	181
Q10c. Guest access to the wireless network	3.59	336
Q16b. Telephone cost	3.15	258
Q35b. Synching CalAgenda with mobile devices	2.19	75

## Changes in Satisfaction Ratings From November 2006 to November 2008

The table below shows the changes in ratings since 2006 for those questions that were asked in both 2006 and 2008. Improvements that were statistically significant are highlighted in green. Declines that were statistically significant and are highlighted in yellow.

Question	2008		2006		Chng
	Mean	Count	Mean	Count	
Q14a. Spam blocking	4.21	624	2.67	754	1.54
Q14b. Mailing list management (e.g., Listserv)	4.42	491	3.89	577	0.53
Q15a. Email overall	4.40	655	3.98	765	0.42
Q14c. Disk space quota	3.76	538	3.47	690	0.29
Q12b. Remote access outside the U.S.	4.27	324	4.15	324	0.11
Q31b. IST keeps the IT systems up and running	4.78	484	4.68	565	0.10
Q18a. Telephone services overall	4.21	408	4.13	516	0.08
Q16a. Availability of telephone features	4.18	360	4.11	488	0.07
Q30a. Berkeley IT services overall	4.35	604	4.29	681	0.06
Q31a. IST takes a "customer-oriented" approach to helping you	4.10	362	4.07	454	0.03
Q33a. Availability of the student registration service	4.21	214	4.18	214	0.03
Q16c. Telephone problem resolution	3.98	215	3.96	336	0.02
Q32a. E-Grades	4.55	112	4.54	99	0.02
Q33b. Performance of the student registration service once you've gained access	4.54	214	4.53	211	0.02
Q12a. Remote access within the U.S.	4.54	603	4.54	705	0.00
Q32d. Degree Audit Report (DARSweb)	4.29	111	4.29	103	0.00
Q29a. Ease of activating your CalNetID for use across campus	4.92	620	4.93	744	-0.01
Q21b. Ease of finding desired software	4.24	279	4.25	258	-0.01
Q32b. Bear Facts	4.64	234	4.67	228	-0.03
Q10c. Guest access to the wireless network	3.59	336	3.63	305	-0.04
Q32c. Course enrollment/waitlist	4.30	220	4.35	214	-0.05
Q10a. Reliability of the network	4.17	572	4.23	575	-0.05
Q10b. Coverage of the network	3.83	559	3.90	591	-0.07
Q9a. Wired network performance	4.71	585	4.78	718	-0.07
Q11a. Network services overall	4.42	637	4.49	762	-0.07
Q29b. Ease of changing your CalNet ID passphrase	4.61	395	4.68	466	-0.07
Q21a. Available selection of software	3.96	282	4.08	259	-0.12
Q25a. Security software provided by IST	4.48	292	4.61	198	-0.12
Q32e. Tele-BEARS	4.24	226	4.37	218	-0.13
Q25c. Effectiveness of documentation and instructions in recovering from attacks	3.79	171	4.00	99	-0.21
Q25b. Effectiveness of documentation and instructions in preventing attacks	4.03	243	4.25	137	-0.22
Q21d. Helpfulness of Berkeley-specific software documentation	3.93	197	4.17	185	-0.24
Q21c. Timeliness of updates	4.15	204	4.42	187	-0.27
Q35a. Usability of the CalAgenda program	3.96	179	4.37	211	-0.41
Q35c. Scheduling meetings with people across campus with CalAgenda	4.07	156	4.55	188	-0.48
Q35d. CalAgenda website	3.74	125	4.26	139	-0.51
Q36a. CalAgenda overall	3.74	181	4.34	210	-0.60
Q35b. Synching CalAgenda with mobile devices	2.19	75	3.44	70	-1.26

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

### Faculty

Question	Mean	T Pos*	Count
Q29a. Ease of activating your ID for use across campus	4.85	90%	284
Q31b. Keeps the IT systems up and running	4.78	94%	233
Q9a. Wired network performance	4.64	85%	286
Q29b. Ease of changing your passphrase	4.56	85%	185
Q25a. Security software provided by IST	4.45	84%	164
Q12a. Accessing UC Berkeley online services away from campus within the U.S.	4.39	81%	284
Q11a. Network services overall	4.32	86%	290

### Graduate Students

Question	Mean	T Pos*	Count
Q29a. Ease of activating your ID for use across campus	4.83	89%	120
Q31b. Keeps the IT systems up and running	4.70	94%	94
Q9a. Wired network performance	4.65	91%	94
Q12a. Accessing UC Berkeley online services away from campus within the U.S.	4.64	88%	112
Q32a. E-Grades	4.60	86%	57
Q33b. Performance of the student registration service once you've gained access	4.59	87%	119
Q32b. Bear Facts	4.56	86%	130

### Undergraduates

Question	Mean	T Pos*	Count
Q29a. Ease of activating your ID for use across campus	5.28	98%	97
Q9a. Wired network performance	4.85	92%	91
Q31b. Keeps the IT systems up and running	4.82	95%	56
Q32b. Bear Facts	4.74	88%	104
Q12a. Accessing UC Berkeley online services away from campus within the U.S.	4.73	89%	90
Q29b. Ease of changing your passphrase	4.72	83%	58
Q14a. Spam blocking	4.66	88%	93

### Administrative Staff

Question	Mean	T Pos*	Count
Q29a. Ease of activating your ID for use across campus	4.90	92%	119
Q9a. Wired network performance	4.82	92%	114
Q31b. Keeps the IT systems up and running	4.82	94%	101
Q12b. Accessing UC Berkeley online services away from campus outside the U.S.	4.81	97%	31
Q25a. Security software provided by IST	4.80	98%	45
Q29b. Ease of changing your passphrase	4.78	94%	82
Q15a. Email overall	4.75	92%	131

\*Total Positive percentages include “Somewhat Satisfied,” “Satisfied” and “Very Satisfied.”

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

### Faculty

Question	Mean	T Neg*	Count
Q35b. Synching CalAgenda with mobile devices	1.92	81%	48
Q16b. Telephone cost	2.97	61%	205
Q36a. CalAgenda overall	3.13	54%	84
Q35d. CalAgenda website	3.33	49%	57
Q14c. Disk space quota for storing email messages	3.40	52%	246
Q10c. Guest access to the wireless network	3.43	52%	164
Q35a. Usability of the CalAgenda program	3.54	42%	83

### Graduate Students

Question	Mean	T Neg*	Count
Q10c. Guest access to the wireless network	3.35	52%	62
Q14c. Disk space quota for storing email messages	3.69	44%	108
Q10b. Coverage of the wireless network	3.81	35%	127
Q25c. Effectiveness of documentation and instructions in recovering from attacks	3.84	35%	31
Q21d. Helpfulness of Berkeley-specific software documentation	3.97	31%	29
Q10a. Reliability of the wireless network	3.98	28%	129
Q25b. Effectiveness of documentation and instructions in preventing attacks	4.05	29%	38

### Undergraduates

Question	Mean	T Neg*	Count
Q7a. IST communications during major service interruptions	3.82	37%	38
Q25c. Effectiveness of documentation and instructions in recovering from attacks	3.97	23%	31
Q25b. Effectiveness of documentation and instructions in preventing attacks	4.05	18%	38
Q10c. Guest access to the wireless network	4.08	31%	49
Q32d. Degree Audit Report (DARSweb)	4.15	32%	72
Q32e. Tele-BEARS	4.17	27%	103
Q10b. Coverage of the wireless network	4.19	26%	97

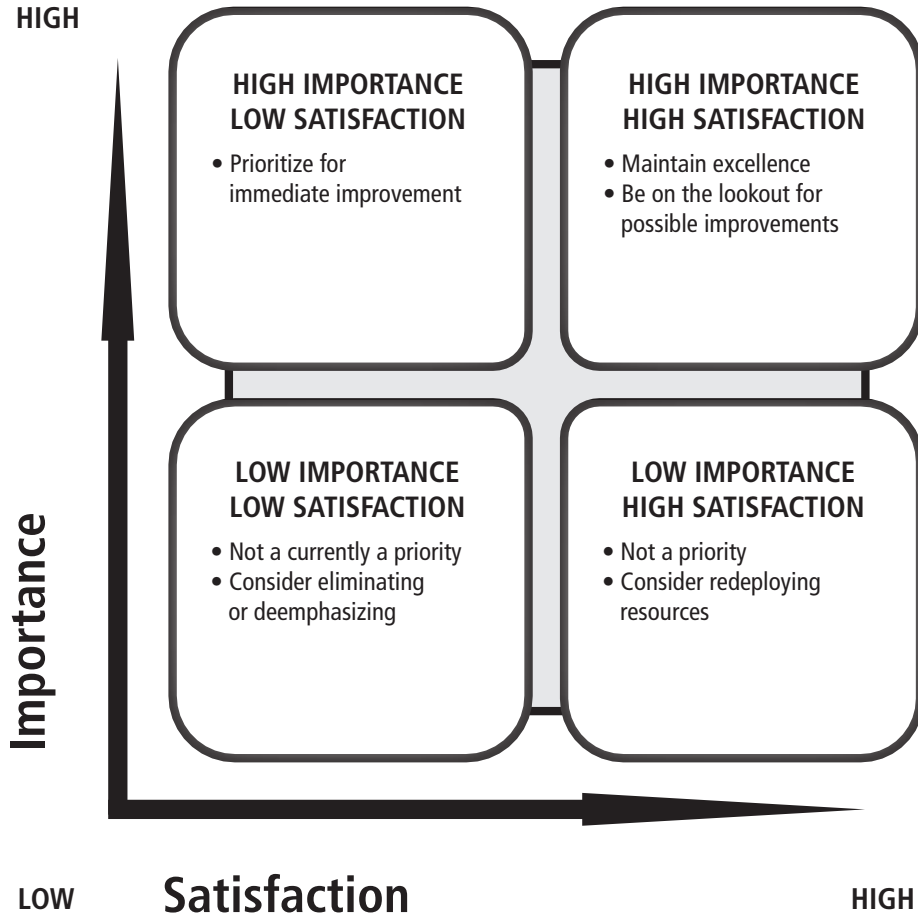
### Administrative Staff

Question	Mean	T Neg*	Count
Q35b. Synching CalAgenda with mobile devices	2.67	70%	27
Q10c. Guest access to the wireless network	3.85	39%	61
Q16b. Telephone cost	3.87	32%	53
Q25c. Effectiveness of documentation and instructions in recovering from attacks	3.94	29%	31
Q35d. CalAgenda website	4.09	24%	68
Q21a. Available selection of software	4.10	25%	40
Q25b. Effectiveness of documentation and instructions in preventing attacks	4.16	23%	44

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

## Counts of Clients Expressing Dissatisfaction for Satisfaction Questions, Sorted by Total Dissatisfied

One method of interpreting the results of satisfaction questions and prioritizing possible improvement is to sort the results into a matrix with two axes, satisfaction and importance. The illustration below elaborates on the the concept.



Typically, when these matrices are used, it presupposes that for any given satisfaction question, a parallel question was asked about the importance that respondents placed on the item being rated for satisfaction. This was not practical for this survey, given its length and breadth. However, in lieu of a question asking specifically about importance, we can infer some measure of importance by looking at the total number of respondents to each question. In this survey the number of responses for questions asked of all cohorts ranged from a low of 75 (Q35b. Syncing CalAgenda with mobile devices) to a high of 655 (Q15a. Email overall). The following tables quantify the number of people who registered dissatisfaction with each of the services or service attributes that respondents were asked to rate for satisfaction. It is one way to get at the same type of information provided by the matrix to think about what service improvements might have the most impact.

## Counts of Customers Expressing Dissatisfaction for All Satisfaction Questions, Sorted by Total Dissatisfied

Question	Mean	Tot Neg	Count of All Resp.	Total Dissat.
Q14c. Disk space quota for storing email	3.76	40%	538	217
Q10b. Coverage of the wireless network	3.83	35%	559	198
Q10c. Guest access to the wireless network	3.59	47%	336	157
Q14a. Spam blocking	4.21	23%	624	144
Q16b. Telephone cost	3.15	55%	258	143
Q10a. Reliability of the wireless network	4.17	25%	572	141
Q15a. Email overall	4.40	17%	655	111
Q14d. Email support services	4.16	22%	440	95
Q12a. Remote access within the U.S.	4.54	16%	603	94
Q31a. IST takes a "customer-oriented" approach to helping you	4.10	26%	362	94
Q30a. Berkeley IT services overall	4.35	15%	604	90
Q7a. IST communications during major service interruptions	4.11	27%	332	89
Q18a. Telephone services overall	4.21	21%	408	87
Q16a. Availability of telephone features	4.18	23%	360	84
Q21a. Available selection of software	3.96	28%	282	79
Q11a. Network services overall	4.42	12%	637	78
Q14b. Mailing list management (e.g., Listserv)	4.42	16%	491	77
Q12b. Remote access outside the U.S.	4.27	23%	324	74
Q9a. Wired network performance	4.71	11%	585	66
Q36a. CalAgenda overall	3.74	36%	181	65
Q16c. Telephone problem resolution	3.98	29%	215	63
Q21d. Helpfulness of Berkeley-specific software documentation	3.93	32%	197	63
Q25b. Effectiveness of documentation and instructions in preventing attacks	4.03	25%	243	61
Q25c. Effectiveness of documentation and instructions in recovering from attacks	3.79	35%	171	60
Q35b. Synching CalAgenda with mobile devices	2.19	77%	75	58
Q21b. Ease of finding desired software	4.24	20%	279	57
Q29b. Ease of changing your passphrase	4.61	14%	395	56
Q35a. Usability of the CalAgenda program	3.96	31%	179	56
Q32e. Tele-BEARS	4.24	24%	226	54
Q29a. Ease of activating your ID for use across campus	4.92	9%	620	53
Q33a. Availability of the student registration service	4.21	24%	214	52
Q32c. Course enrollment/waitlist	4.30	22%	220	49
Q21c. Timeliness of updates	4.15	23%	204	46
Q35c. Scheduling meetings with people across campus with CalAgenda	4.07	28%	156	44
Q35d. CalAgenda website	3.74	35%	125	44
Q25a. Security software provided by IST	4.48	13%	292	39
Q33b. Performance of the student registration service once you've gained access	4.54	14%	214	31
Q32b. Bear Facts	4.64	13%	234	30
Q31b. IST keeps the IT systems up and running	4.78	6%	484	29
Q32d. Degree Audit Report (DARSweb)	4.29	26%	111	29
Q32a. E-Grades	4.55	12%	112	13

