SUNY Geneseo
CIT 2012 Customer Satisfaction and Needs Survey

Executive Summary

The survey was sent via an email to all Geneseo account holders (approximately 8000) on 3/21/12 and responses were accepted through 4/2/12 at noon.

The survey was completed by 891 people. Students made up the largest percentage of respondents. The breakdown was:

- 63.5% students
- 10.7 % faculty
- 18.4% staff
- 7.4% other

93% of responded reported that they were either somewhat comfortable or very comfortable with using technology

The survey consisted of 26 questions that gathered from respondents survey demographic information, information on customer service, email, general support, calendaring, mobile devices and some open ended requests for comments.

Overview of the Results

Services Used

Email is the one service that is used by almost all faculty, staff and students. Almost all students also report use of myCourses, myGeneseo, and Geneseo wireless for their studies. Faculty and staff report high usage for four out of the top five services used by students. Students also report high usage (77%) for the College's computer labs despite the fact that the College required students to bring a notebook computer to college and network printing (76%).

Please check all of the following used for your work/studies at Geneseo

Answer	Faculty & Staff		Students	
	Count	Percentage	Count	Percentage
Geneseo Email	258	99%	570	98%
myCourses	150	58%	565	97%
myGeneseo	185	71%	533	92%
Geneseo Wireless	191	73%	528	91%
Banner/Knightweb	184	71%	494	85%

	Count	Percentage	Count	Percentage
College Computer Labs (College Union, South Hall, Library, etc.)	44	17%	444	77%
Geneseo Network Printer	201	77 %	438	76%
Classroom Technology (e.g. Visualizers, Projection, Smartbox)	104	40%	251	43%
Campus File Server (\\files)	174	67%	191	33%
Google Apps at Geneseo (e.g. Calendar, Docs, Groups)	172	67%	141	24%
Digital Media Lab	20	8%	64	11%
VPN (13)	95	37%	57	10%
Creating/Editing Geneseo web pages (Drupal)	96	37%	32	6%
Other	13	5%	8	1%

Service Satisfaction

Students are not as satisfied as faculty and staff with services provided by CIT. While 78% of faculty and staff are very or completely satisfied, only 41% of students are reporting this level of satisfaction.

How satisfied are you with?
[Services provided by CIT]

	Faculty & Staff		Students	
Answer	Count	Percentage	Count	Percentage
Completely Satisfied (s1)	101	39%	80	14%
Very satisfied (s2)	102	39%	156	27%
Fairly well satisfied (s3)	35	13%	193	33%
Somewhat dissatisfied (s4)	9	3%	37	6%
Very dissatisfied (s5)	3	1%	17	3%
Don't know/Not Applicable (s6)	2	1%	69	12%
No answer	4	2%	4	1%
Not completed or Not displayed	4	2%	24	4%

The top three services where students voiced the most dissatisfaction were:

Wireless Network	47% dissatisfied
Internet Service	40% dissatisfied
Email Storage Space	21% dissatisfied

Twenty-two percent of students also responded as dissatisfied with technology on campus in general compared to only 4% of faculty and staff who reported general dissatisfaction.

Email

The vast majority of students are using WebMail directly or through myGeneseo to read their mail. Faculty and staff also access Geneseo mail through WebMail or through myGeneseo but are more likely to access email through a client such as Thunderbird or MacMail. Students, faculty and staff are reporting about equal usage of mobile devices to access email.

Access to email	WebMail	myGeneseo	Thunderbird	MacMail	Mobile
Students	81%	66%	4%	8%	31%
Faculty & Staff	52%	32%	57%	11%	29%

*above is based on daily access

The Geneseo community is generally satisfied with email services. Email storage space is the aspect of email that students, faculty and staff are least satisfied. Students are provided 225MB of email storage space and faculty and staff are provided with 500MB of email storage.

% Satisfied by Aspects of Email					
	Ease of Use	Reliability	Features	Storage Space	Speed/Reliability	Overall
Students	86%	84%	81%	70%	77%	85%
Faculty & Staff	92%	91%	85%	68%	88%	90%

Communication

Faculty, staff and students appear to be using all CIT's communication channels. Email is by far the most followed channel by all groups.

Which of the following CIT support communication channels do you follow?

	Faculty & Staff		Students	
Answer	Count	Percentage	Count	Percentage
Email	225	87%	371	64%
NewsBytes	81	31%	29	5%
CIT Homepage	70	27%	75	13%
Status	28	11%	22	4%
Facebook	28	11%	87	15%
Twitter	25	10%	39	7%
Other	8	3%	8	1%

Respondents were asked the open-ended question what is the best way for CIT to communicate with you? Eight-two percent (count=477) of students responded to this question. Email was the overwhelming response. Other preferences included text message, Twitter, Facebook and cell phone call. Ninety-two percent (count=238) of faculty and staff responded. Faculty and staff also preferred email as a most mentioned best way to communicate with them. Other preferences included through their TSP, cell phone call, CIT web page, twitter, text message, AIM, NewsBytes or in person (preferably with a coffee and muffin).

HelpDesk

In general faculty, staff and students are satisfied with the CIT HelpDesk. About one-third of student respondents selected not applicable to the specific aspect questions for HelpDesk satisfaction but when it came to overall satisfaction with the CIT HelpDesk, the student and faculty and staff satisfaction were equally satisfied at 86%. A small percentage of students, 4% (count =33) express dissatisfaction with the HelpDesk. A closer look at open comments show concern over the skill level, training, knowledge and speed to solve problems of the HelpDesk staff. A couple reported a frustrating or unhelpful experience with the HelpDesk. Five percent (count – 12) of faculty and staff reported dissatisfaction with the HelpDesk. A look at comments from these respondents reports some complaints about rude, dismissive and unhelpful student staff and frustration over being referred to a self help guide.

How satisfied are you with the following aspects of the CIT HelpDesk?

	Ability to get through to a person	Ability to solve a problem	Problem Escalation	Overall Satisfaction
Students Satisfied	61%	56%	60%	86%
Students Dissatisfied	4%	10%	4%	5%
Students N//A	35%	34%	36%	9%
Faculty & Staff Satisfied	87%	82%	60%	86%
Faculty & Staff Dissatisfied	3%	7%	4%	5%
Faculty & Staff N/A	10%	11%	36%	10%

Faculty and staff were also asked questions on their satisfaction with support from their TSP. All aspects of support showed about a 82%-83% satisfaction. A small percentage, 3% (count = 7), reporting dissatisfaction included comments such as "ensure that the service provided by our TSP is more consistent and reliable" and "having a knowledgeable TSP who is courteous and available".

How satisfied are you with the support from your TSP?

	Timeliness of initial response to your request	Turnaround time for resolving your problem	Demonstrates knowledge of customer needs and expectations	Communicates Effectively	Overall Satisfaction
Faculty & Staff Satisfied	83%	82%	82%	82%	83%
Faculty & Staff Dissatisfied	3%	5%	4%	4%	3%
Faculty & Staff N/A	14%	13%	14%	14%	14%

Google Calendar

Geneseo moved from the Oracle calendar to the Google calendar in January 2011. Where the Oracle calendar was available to staff and faculty only, the Google calendar is available for use by our full community of staff, faculty and students. Fifty-six percent of faculty and staff report using the Google calendar compared to only 5% of students. When faculty and staff were asked what would increase their satisfaction with calendaring at Geneseo, the responses included:

- More use by faculty
- Use by students
- If others kept their calendars up-to-date
- Better mobile view
- Additional training

For faculty and staff that don't use Google calendar, 28% report using another calendar on their computer, 18% use another calendar on their mobile device, 53% use a paper calendar, 20% weren't aware of Google calendar, 21% are not interested in Google calendar and 17% responded with other reasons.

	Setting up Meetings	Sharing calendar with others	Managing other calendars	Mobil Device Performance	Overall Satisfaction
Faculty & Staff Satisfied	90%	87%	65%	39%	91%
Faculty & Staff Dissatisfied	6%	6%	7%	5%	7%
Faculty & Staff N/A	4%	7%	28%	56%	2%

The small percentage of students that use the calendar are generally satisfied. For students that report that they don't use the calendar, 27% use another calendar on their computer, 22% use another calendar on their mobile device, 46% use a paper calendar, 48% were not

aware of Google calendar, 15% are not interested in Google calendar and 2% responded with other reasons.

Mobile Devices

In a very short space of time, the use of mobile devices has become a key element of computing everywhere, a phenomenon we are seeing here at Geneseo. Thirty-six percent of students and 39% of staff report that they use a mobile device for Geneseo work or study. Growth in the use is expected to continue. For survey respondents who currently report that they do not own a mobile device, 138 of 326 (42%) students and 61 of 143 (43%) faculty and staff report intending to own a mobile device within the next six months. The growth rate expected within six month is more than the total who own a mobile device now. The applications that were rated most important to our community were email, calendar, Geneseo web pages and directory. Students also reported the applications myGeneseo, myCourses, KnightWeb and the bus schedule as important.

Which of the following mobile devices do you currently use or intend to use within the next six months?

	Currently Use		Intend to use within six months	
	Faculty & staff	Students	Faculty & staff	Students
Android Phone	31%	35%	0%	1%
Android Tablet	10%	2%	2%	<1%
Blackberry	6%	8%	8%	0%
iPhone	40%	35%	35%	5%
iPad	27%	3%	10%	5%
iPod Touch	11%	12%	34%	2%
Kindle	17%	3%	10%	35
PalmOS device	3%	<1%	<1%	<1%
WebOS device	1%	<1%	<1%	<1%
Windows mobile device	3%	1%	2%	1%
Other	4%	2%	5%	<1%

How much time do you spend using a mobile device during a day?

	Faculty & staff	Students
Less than 15 minutes a day	11%	30%
15 minutes to 45 minutes a day	33%	27%
45 minutes to 90 minutes a day	28%	33%
More than 90 minutes a day	25%	37%

Please rate the importance of having the following available on your smart phone or other mobile device

	Faculty & Staff Satisfied/Dissatisfied	Student Satisfied/Dissatisfied	Faculty & Staff thinks this is Important?	Student thinks this is Important?
Email	81% / 12%	79% / 14%	95%	95%
Calendar	64% / 8%	50% / 2%	81%	72%
Class Schedule	7% / 3%	57% / 9%	17%	74%
myCourses	10% / 15%	52% / 30%	31%	85%
myGeneseo	18% / 15%	63% / 19%	30%	81%
KnightWeb	14% / 11%	50% / 23%	23%	78%
Bus Schedule	4% / 0%	38% / 13%	10%	63%
Geneseo Web pages	45% / 18%	56% / 11%	62%	64%
Campus map	21% / 3%	35% / 7%	31%	42%
Directory	28% / 5%	38% / 7%	56%	52%

Open Response Questions

The last three questions of the survey were open response questions.

The first question asked, "What is one thing CIT could do to make your work/study easier for you? " Three hundred eight-two students provided a response to this question. The top three things that were most often mentioned were improving Internet, better wireless and improving the functionality of the printing environment. One hundred seven students included a comment on the Internet. Most students were looking for the Internet to function faster and some expressed that the College needs more bandwidth to the Internet. Ninety-three students complained about some frustration with printing. Students find it difficult to print to College printers from their own computers, and are frustrated by printer operational problems. Ninety-one students expressed the need for improvements to the wireless network. Students would like to see better wireless coverage particularly in the residence halls, more reliable wireless connections, and generally a better performing wireless network.

One hundred twenty-nine faculty and staff provided responses to open response question one. More training, 22 comments, was the most frequently mentioned thing that CIT could do to make work/study easier. Many comments provided praise for CIT support. Other comments called for improvements to webmail, myCourses and a mobile version of Banner KnightWeb. CIT doesn't have control over some of these services. Ellucian Corporation will most likely eventually support the mobile platform for Banner but we just have to wait for this. In the case of webmail, we can look for another web-based mail client that would be more appealing to users. We also have much invested in myCourses and a change here

would have a great impact on about 70% of our faculty. Since Angel was acquired by Blackboard and SUNY has proposed Blackboard as a SUNY core enterprise service, change in this area is inevitable.

The second question asked, "What are the most important services CIT provides you?" Three hundred ninety-five students provided a response to this question. Internet (125) was reported as the most important service by almost one third of students. Wireless was also among important services with 105 mentions. Help with technology problems and questions was listed among most important services by 30% of students. Printing (22%) and email services (16%) rounded out the top five most important services reported by students. One hundred seventy faculty and staff responded with their move important services. By far, help with technology problems and questions was the most important service provided by CIT for 73% of respondents. The TSPs were applauded for their work in this area. Many respondents mentioned specific things they need help with such as email, calendar, Banner and fixing their computer. Quick response to problems was also voiced as very important. While no other services came close to support, others that were mentioned most often were email (18%), Internet (9%), calendar (6%), wireless (5%), and classroom technology (5%).

The last question prompted survey responders for, "Any other comments or questions?" Ninety-seven students provided a comment. Many comments (31%) were accolades for good service. Complaints were regarding an unsatisfactory outcome to a specific problem with using technology (6%), our connection to the Internet (20%), poor wireless (16%), email/webmail (25%) and problems with printing (15%). Sixty-seven faculty and staff provided comments Faculty and staff also were very kind with kudos for great service (64%) and many mentioned specific individuals in CIT. Complaints were regarding an unsatisfactory outcome to a specific problem using technology (10%), email/webmail (9%) and improving communication (4%). Faculty and staff also made requests for more training (4%).

Conclusions

One of the purposes of this survey was to establish a baseline for customer satisfaction. It will be interesting to evaluate results in the future and to use results to drive CIT's goal to improve customer satisfaction. A secondary purpose was to increase awareness of our community's needs and to use this information to drive projects. The survey has achieved our purpose.

It might be better to administer the survey in February before accounts are created for new students in the spring.

The Starbucks gift cards were a nice incentive to complete the survey. The random drawing for winners, selected five students. It might be nice to randomly draw winners from both the faculty and staff respondents and the students separately.

Follow-up Work

- Improve Wireless Network
  - Determine where coverage improvements are needed
  - Outsource additional wiring if needed
  - Deploy additional access points
  - Upgrade wireless network controllers
  - Look for methods to improve performance in areas with high demand (i.e. Milne Library) or difficult structural challenges

- Address Student Printing concerns
  - Take a deeper look into student printing concerns and look for solutions to printing problems.
- Email
  - Explore alternatives to webmail
- Internet
  - Evaluate the need to increase bandwidth
  - Explore longer-term solutions for increasing bandwidth and minimizing last mile costs
- HelpDesk satisfaction
  - Determine our service level for students
  - Clearly articulate to students our service level for students
  - Explore ways to provide consistent better service at the HelpDesk with student employees.