Utilizing the Customer Satisfaction Survey

Description

EDS strongly believes in achieving the highest level of customer satisfaction on every account. The Department of the Navy also believes that satisfaction with information technology services and support is imperative to the performance of every mission. The contract provisions outlining customer satisfaction requirements are explicit and far-reaching.

Process Summary

Customer satisfaction (CS) survey data is the best and quickest means to determine how satisfied users under your purview are with EDS service delivery in support of the NMCI program. It is imperative you review this data. Towards that end, the process outlined below provides a high level blueprint of what your mechanism for reviewing and acting on customer satisfaction data should look like.

In order to improve satisfaction, it is important to develop routine tasks to review customer satisfaction data that includes, at a minimum, some level of trend analysis. Analyzing the data will help you identify areas that need improvement and proactively respond to customer concerns.

Another important factor that may positively impact satisfaction is the interaction between EDS and DoN managers at all levels. These relationships will prove pivotal in developing and implementing action plans focused directly at improving customer satisfaction.

For more information about the NMCI Customer Satisfaction Survey program please go to http://www.nmci-isf.com and click on 'customer satisfaction.' To view the actual survey formats and/or question please contact the CS team.

One final note: The Customer Satisfaction Team is your lifeline regarding all aspects of CS data. We will consult with you, at any time, as it relates to the access, review, analysis, and interpretation of CS data. You will find a list of CS Team members at the end of this section.

Activities

Assess the Current Level of Customer Satisfaction

- Review the latest Customer Satisfaction Quarterly reports. These documents are delivered to EDS leaders and the DoN through the NMCI Directors office. They provide a review, at the claimant and DoN levels, of survey activity within a given quarter. One report is constructed for SLA surveys and another for the Quarterly satisfaction survey.
  - First look at the overall satisfaction for a claimant or at the DoN level.
  - Next look for questions that scored low in either average score of answer or cumulative satisfied.
  - Look at the analysis of comments to see if customers specifically address concerns related to low question scores

- Review of data in the CS Data Site. EDS managers are able to access this powerful and easy to use tool. The site was specifically constructed to provide EDS managers with near real time information from surveys currently running as well as data from past surveys. Data is available from the DoN to the site level. This site is also an excellent means to access written customer comments and review them for actionable items.
- Contact the CS Team. We can provide assistance and guidance in how to access, review, and interpret CS data.

What Should Satisfaction Be?

- As a minimum, cumulative satisfaction on any survey for customers under your purview should be 85%.
- You will want to develop some sort of tracking process that enables you to monitor satisfaction and identify negative trends before they become a problem. Not only should you use the tools and reports previously mentioned, but you will also want ensure your review of customer satisfaction includes the opinions of users at your site for more granularity.

Identify Risks and/or Issues Related to Satisfaction

- By comparing where you are to where you should be Risks/Issues, defined below, will be identified and become your actionable items:
  - Risk – A question item(s) that is negatively impacting cumulative satisfaction on a particular survey and threatens to drive cumulative satisfaction below 85%
  - Issue – A question item(s) that is presently forcing cumulative satisfaction below 85%

How Do I Identify the Cause of a Risk/Issue

- Formulate a hypothesis as to what you think is causing the Risk/Issue. This may be nothing more than your best guess based upon what you've heard from customers under your purview.
- You may want to Consult with the CS Team at this point for additional data pulls and/or interpretation of the data
- Seek to support your hypothesis with available CS data. You may even want to conduct a focus group(s) to obtain first hand information locally from your customers. The CS team can advise you on these and will perform them.

I Know the Cause – What's Next?

- Develop a method to track your Risks and Issues. A spreadsheet is an effective and quick means to do this.
- Next, determine whether the cause and/or possible solution are within your scope to act upon.
  - If the answer is 'no', then seek to escalate the problem to the next appropriate level for action.
  - If the answer is 'yes' then you must develop and implement an action plan that leads to mitigation of the Risk/Issue and ultimately increased cumulative satisfaction. Ensure the

appropriate communications to impacted end users, leadership, and EDS/DoN program offices are part of your communications plan.

  - It is also important to mention here that in some cases action plans developed and implemented jointly by EDS and DoN personnel, at either the local level or higher, may be prudent and should be explored fully.
  - Regardless of the course you take have your supporting data readily available to aid your improvement effort.

- Your action plan will contain an 'Estimated Get Well Date' (EGWD). This becomes your 'stake in the ground' timeframe for attaining higher satisfaction as it relates to a Risk/Issue.
  - Survey data after this date should indicate improvement. .
  - Be sure to review survey data before the EGWD as you may need to fine tune your action plan as it unfolds.
- Update the status of your Risks and Issues as appropriate using your tracking method. This will ensure you have up to date information on the Risk/Issue if queried by someone.

Check Results

- As mentioned above you will review survey data as and after your action plan is implemented. Depending on the size of the Risk/Issue and scope of the plan results will vary over time.
- How much increase is sufficient? The easy answer is that which leads to a cumulative satisfaction of 85% or higher. Realistically you will have to assess the gain and determine whether more is possible.
- If no increase or even a decrease in satisfaction is realized you will need to revaluate your hypothesis. It may be prudent in this case to seek additional assistance from either the CS team or another group(s) within your organization.
- Update the status of the Risk/Issue as appropriate using your tracking method.

Communicate Results

- After you've had success – celebrate it!! It is very possible that the actions you've taken to improve satisfaction could be leveraged at other locations. Perhaps most importantly, these types of communications solidify to the end user community that their opinion does matter. Some options for this are:
  - Contact the EDS NMCI User Awareness Team for inclusion in the *Inside NMCI* newsletter.
  - Write a short piece for inclusion in your site's local newspaper. Cite that the improvement effort began from input received from the end user community via the survey process
  - Contact the CS team. We are always interested in efforts to improve satisfaction and will consult with you on the best way to get the word out on your improvement effort.

Contact Information

Please feel free to contact us at any time with any question at nmcicustomersatsurveys@eds.com.