

Customer Survey Results June 2016

Customer Briefing
July 12, 2016



"the consolidated technology services agency -RCW 43.105.006"

Getting started, reprioritizing

- WaTech Website
- Customer Portal
- Publish O365 & Cloud Strategy Sheet
- Audit the 3 months of communications (Incident/Change)
- Additional level of monitoring tickets (measure/track)
- Meeting structure: CIO Forum, Quarterly Customer Meeting

What did we get?

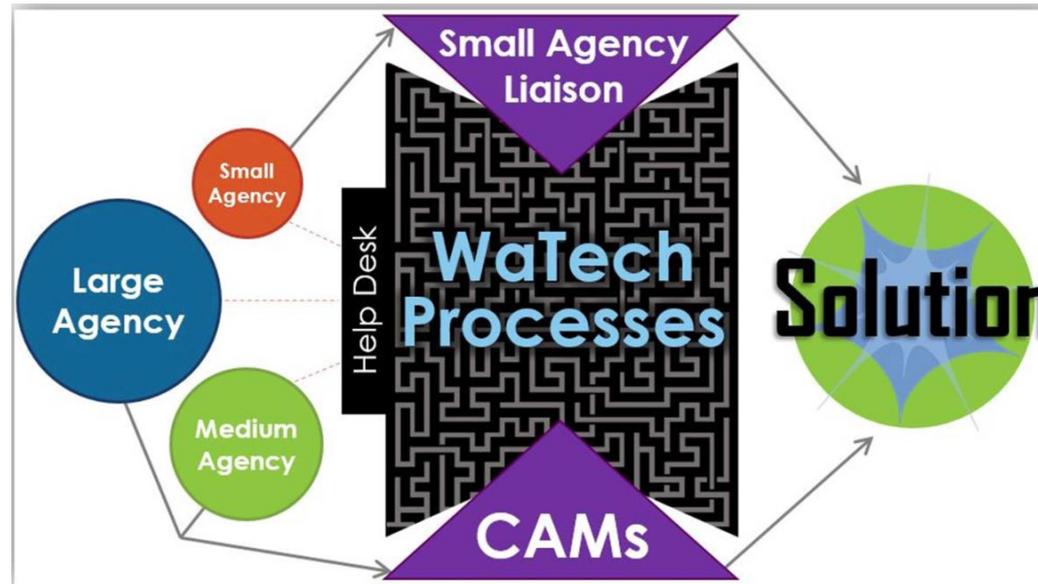
- Both quantitative and qualitative information
- Think grades: A, B, C, D, F on questions
- Information organized by small, medium, large agencies
- Deliverables are detailed analysis of information and recommendations on how WaTech can address specific areas to improve Customer Satisfaction
- Executive Summary + Detailed Report

Prevailing Themes

- Agencies want WaTech to be successful and are seeing improvements; however they are very frustrated with several elements of their relationship with WaTech.
- WaTech is perceived as acting like a monopoly that does not need to compete for business, so it is not focused on customer service.
- WaTech does not communicate effectively to meet the needs of its diverse customer base. Communications need to be more timely, customized to match the technical prowess of the recipient, and using the right delivery mode to match the urgency of the situation.
- WaTech is accused of not understanding the role of the agency, which IT tools are vital to the success of the agency in meeting its missions, and the stress points in the agency's calendar.
- WaTech is described as expensive. The impact of this sentiment is exacerbated by the fact agencies find invoices confusing, believe WaTech pricing is not transparent, and do not believe WaTech is a good value(based on the combination of the offerings and associated customer service level).

Primary Recommendation

- Move towards a Customer Service Support model to better meet the needs of small, medium and larger agencies:



- Audit customer communication to determine where failures exist and develop protocols to address

Secondary Recommendations

- Develop a customer portal so agencies can track progress of their tickets
- Create/activate a Change Management Board (include customers)
- Reformat CIO Meetings – agencies set agenda and discuss issues of relevance to their agencies

Quantitative Information

Table One
Factors Which Skew Toward More D & F Grades Than A & B Grades

Question	A	B	C	D	F
WaTech offers the best value.	2	11	17	16	11
WaTech's fee structure is understandable.	4	14	12	16	11
WaTech acts as if they understand the impact of changes/upgrades on your organization.	0	15	23	17	5
WaTech is transparent in their fee structure.	9	18	11	13	9
WaTech communicates about their product and service offerings in a way that matches how you want to learn about them.	6	14	23	15	4
WaTech offers solutions at the right point of the innovation curve.	1	20	16	17	2
Based on your experience, your needs are reflected in the strategic direction of WaTech.	1	16	19	13	4

Quantitative Information

Table Two
Factors Which Skew Toward More A & B Grades Than D & F Grades

Question	A	B	C	D	F
WaTech services allow you to be more responsive to your clients.	8	20	20	9	3
WaTech communicates information about changes/upgrades effectively to the right audiences.	10	20	20	9	2
WaTech understands the urgency of your call or contact.	12	25	14	8	3
Based on what you experience, WaTech is focused on continuous improvement with respect to their technology.	6	28	12	8	2
WaTech is a consultant to your organization.	8	12	29	6	3
WaTech acts as if they value the relationship they have with you.	11	27	15	5	4
WaTech appears to be dedicated to complete and comprehensive resolution when service is impacted.	21	17	14	9	0
WaTech communicates changes to project schedules in a timely manner.	13	20	13	5	3
WaTech technical support can diagnose problems quickly.	6	28	18	6	1
Communications are timely and understandable during the incident.	19	24	12	6	1
WaTech offers technology that works and is reliable.	13	24	18	5	1
WaTech technical support personnel can diagnose problems effectively.	6	30	18	3	2
Based on what you experience, WaTech is focused on continuous improvement with respect to customer service.	11	26	17	3	2
WaTech technical support can discuss their own offerings and direct you to others in WaTech when appropriate.	14	25	17	4	1
WaTech personnel treat your team with respect.	29	25	4	1	2
WaTech service offerings are secure and in compliance with state IT standards.	29	14	11	1	1

Overall Recommendation Areas

- Marketing Services
- Relationship
- Communication
- Expertise & Structure
- Customer Service
- Technology & Innovation
- Value & Pricing

Action Plan Details – Next Steps

- Step 1: Internal employee results briefings (completed 7/8)
- Step 2: Customer results briefing (7/12)
- Step 3: WaTech team formed to create 9-month plan (recommend how to prioritize, resource, action the survey recommends) (Start 7/13)
- Step 4: Executive Team support – these are agency-wide efforts
- Step 5: Review the plan with WaTech staff and you (ongoing)
- Step 6: Engage you in helping to execute on the plan
- Step 7: Execute on plan and monitor
- Step 8: Do survey again next year



THANK YOU