

2003 IS Customer Satisfaction Survey Announcement

To: IS

From: Greg Anderson, Vijay Kumar, and Theresa Regan

This fall Information Systems will administer the third IS customer satisfaction survey. Similar surveys, conducted in November 2000 and May 2002, were instrumental in helping IS to align its improvement efforts with customer priorities. For the next survey, a team has been formed to design and administer the survey for IS, and it will be responsible for:

- Refining the survey instrument and establishing the methodology to be used
- Administering the survey
- Analyzing the results
- Summarizing and presenting the findings

The goal for this initiative is to use the survey results to help us continue to improve services to our customers. In order to do this we need to understand our customers' expectations and to document where there are gaps between those expectations and their actual experiences. Documenting our customers needs will be even more important given the fiscal constraints IS and the Institute face, and can help us remain focused on customer satisfaction as we go through the IS leadership transition. Our goal is to find ways to improve customer satisfaction while also meeting constrained financial targets.

We are pleased to be conducting this survey in coordination with a similar effort underway at Stanford University. Building upon our collaborative Help Desk Benchmarking, Stanford and MIT intend to use this survey as an opportunity to learn from each other and to leverage each other's expertise.

The sponsors for this initiative are:

Greg Anderson

Jim Bruce

Vijay Kumar

Theresa Regan

The team currently consists of:

Brian McDonald, MOR Associates

Rob Smyser, Support Process

Harold Pakulat, Service Process

Jag Patel, Delivery Process

Joanne Sayers, VP's Office

Prior to administering the survey in early to mid-October, the team will be asking for input on the survey content and how this data might be helpful to individual Practice Directors and teams. Because of our desire to align our survey with Stanford, we need to finalize the survey by mid-September. If you would like to be involved with this effort or you would like to offer input to the team please contact measures@mit.edu or talk with any one of the sponsors or team members.