

**MASTER SERVICES AGREEMENT**

between

**THE STATE OF TEXAS, ACTING BY AND THROUGH  
THE TEXAS DEPARTMENT OF INFORMATION RESOURCES**

and

**INTERNATIONAL BUSINESS MACHINES CORPORATION**

**DATED NOVEMBER 22, 2006**

**EXHIBIT 14**

**CUSTOMER SATISFACTION SURVEYS**

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**CUSTOMER SATISFACTION SURVEYS**

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## 1.0 INTRODUCTION

This Exhibit describes the requirements related to customer satisfaction surveys.

DIR will have overall review and approval of the customer satisfaction surveys, to include input and approval of the survey recipients, the survey methodology, and the survey questions.

## 2.0 GENERAL REQUIREMENTS

Service Provider's responsibilities include:

1. Conducting customer satisfaction surveys for the following categories of surveys:
  - 1.1. Executive Customer Survey.
  - 1.2. IT Management Customer Satisfaction Survey.
  - 1.3. Help Desk Customer Satisfaction Survey.
  - 1.4. Point of Service Customer Satisfaction Survey.
2. Measuring customer satisfaction in all surveys for the following general attributes:
  - 2.1. Timeliness or promptness of Service.
  - 2.2. Responsiveness.
  - 2.3. Service effectiveness.
  - 2.4. Knowledge of Service Provider Personnel.
  - 2.5. Overall Satisfaction with the Service.
3. Requesting suggestions from customers on how to improve customers' satisfaction with the Services.
4. Measuring customer satisfaction for each Tower or unique Service provided, based on the audience for each survey.
5. Measuring satisfaction with the value and effectiveness of the Services provided by Service Provider in supporting the mission, strategic objectives and operational needs of the DIR Customers (Executive Customer Survey and IT Management Customer Satisfaction Survey only).
6. Developing the materials and methodology for each survey.
- 6.1. Submitting the materials and methodology to DIR for its approval at least thirty (30) Business Days prior to the scheduled start date for each survey.
7. Tracking survey response rates.
8. Communicating with DIR Customers on a proactive basis to achieve the minimum response rate specified for each survey.
9. Receiving completed surveys from DIR Customers and tabulating results from the surveys.
10. Reporting the results to:

- 10.1. The DIR Data Center Services Manager and persons designated by the DIR Data Center Services Manager.
- 10.2. The DIR Customer group that was asked to respond to the survey (Executive Customer Survey, IT Management Customer Satisfaction Survey).
- 10.3. Other DIR Customers as directed by DIR.
11. Using the survey results to plan and implement measurable improvement programs for areas requiring attention.

### **3.0 EXECUTIVE CUSTOMER SURVEYS**

Service Provider's responsibilities include:

1. Initiating the first Executive Customer Survey within nine (9) months after the Commencement Date, or at a later time if approved by DIR. The first and subsequent Executive Customer Surveys shall be conducted by a third party approved by DIR in accordance with Section 7.6 of the Agreement.
2. Conducting Executive Customer Surveys on at least an annual basis, or as requested by DIR.
3. Working with DIR to attain at least a fifty percent (50%) response rate to the survey.
4. Reporting the results of the survey to the DIR Data Center Services Manager and persons designated by the DIR Data Center Services Manager within two (2) weeks after the completion of the survey.
5. Reporting the results to the survey respondents and other DIR Customers as requested by DIR.
6. Conducting follow-on reviews or other activities as requested by DIR.
7. Analyzing survey to identify trends, promptly submitting recommendations, and implementing plans to address areas requiring attention.

### **4.0 IT MANAGEMENT CUSTOMER SATISFACTION SURVEYS**

Service Provider's responsibilities include:

1. Conducting the IT Management Customer Satisfaction Survey with designated DIR personnel.
2. Customizing parts of the survey to the particular requirements or work performed for each DIR Customer.
3. Initiating the first IT Management Customer Satisfaction Survey within nine (9) months after the Commencement Date, or at a later time if approved by DIR. The first and subsequent IT Management Customer Satisfaction Surveys shall be conducted by a third party approved by DIR in accordance with Section 7.6 of the Agreement.
4. Conducting on-going IT Management Customer Satisfaction Surveys on a semi-annual basis.

5. Working with DIR to attain at least a fifty percent (50%) response rate to the survey.
6. Reporting the results of the survey to the DIR Data Center Services Manager and persons designated by the DIR Data Center Services Manager within two (2) weeks after the completion of the survey.
7. Reporting the results to the survey respondents and other DIR executives as requested by the DIR Data Center Services Manager.
8. Conducting follow-on reviews or other activities as requested by DIR.
9. Analyzing survey to identify trends, promptly submitting recommendations, and implementing plans to address areas requiring attention.

## **5.0 HELP DESK CUSTOMER SATISFACTION SURVEYS**

Service Provider's responsibilities include:

1. Conducting an annual survey sent to a representative sample of DIR Customer help desk staff.
2. Initiating the first Help Desk Customer Satisfaction Survey within nine (9) months after the Commencement Date, or at a later time if approved by DIR.
3. Conducting on-going Help Desk Customer Satisfaction Surveys on an annual basis.
4. Working with DIR to attain at least a fifty percent (50%) response rate to the survey.
5. Reporting the results of the survey to the DIR Data Center Services Manager and persons designated by the DIR Data Center Services Manager within four (4) weeks after the completion of the survey.
6. Reporting the results to the survey respondents and other DIR executives as requested by the DIR Data Center Services Manager.
7. Analyzing survey to identify trends, promptly submitting recommendations, and implementing plans to address areas requiring attention.

## **6.0 POINT OF SERVICE CUSTOMER SATISFACTION SURVEYS**

Service Provider shall perform Point of Service Customer Satisfaction Surveys for a subset of the problems, questions, or requests from Authorized Users that are resolved by, or coordinated by, the Support Center.

Service Provider's responsibilities include:

1. Selecting, on a random basis, ten percent (10%) of the daily closed Calls managed by the Support Center, including Calls resolved by Level 2 Support or Level 3 Support personnel.
2. Generating an email containing the point of service customer satisfaction survey and instructions to the DIR Customers making up the random sample of closed Calls.
  - 2.1. Delivering such emails to the DIR Customers within two (2) hours of closing a Call.

3. Receiving completed point of service surveys from DIR Customers and tabulating results from the surveys.
- 3.1. Service Provider will actively follow-up with DIR Customers to achieve a high response rate to the survey requests.
4. Reporting point of service survey results to DIR on a monthly basis.
5. Analyzing survey to identify trends, promptly submitting recommendations, and implementing plans to address areas requiring attention.