

TEXAS DEPARTMENT OF INFORMATION RESOURCES

Report on Customer Service



JUNE 2, 2010



Introduction

Pursuant to the requirements of Texas Government Code, Section 2114.002, the Texas Department of Information Resources (DIR) submits this report on customer service. The report is based on feedback received from external customers and information obtained from DIR's customer service performance measures.

DIR's mission is to provide technology leadership, solutions and value to support all levels of Texas government and education in fulfilling their core missions. DIR's culture is built around a strong commitment to excel in customer service through responsiveness, innovation, professionalism, and collaboration.

DIR measures the quality of customer service in a variety of means. For customers who use TexasOnline to renew their vehicle registration, DIR solicits direct feedback through survey questions on the application and the overall site. Likewise, the TEX-AN and Data Center Services programs both regularly solicit formal feedback and data on customer satisfaction. Less formally, the consistent growth in the voluntary use of DIR's Information and Communications Technology (ICT) Cooperative Contracts program provides an indirect indicator of customer satisfaction with the program.

DIR will continue to hold itself to the highest standards of outstanding customer service as an integral part of implementing the technology vision that is transforming state government to best serve all Texans, now and in the future.

Inventory of External Customers by Strategy

As required, an inventory of external customers served by each strategy listed in the 2010–11 General Appropriations Act (GAA), with a brief description of the types of services provided to each customer group, is provided below.

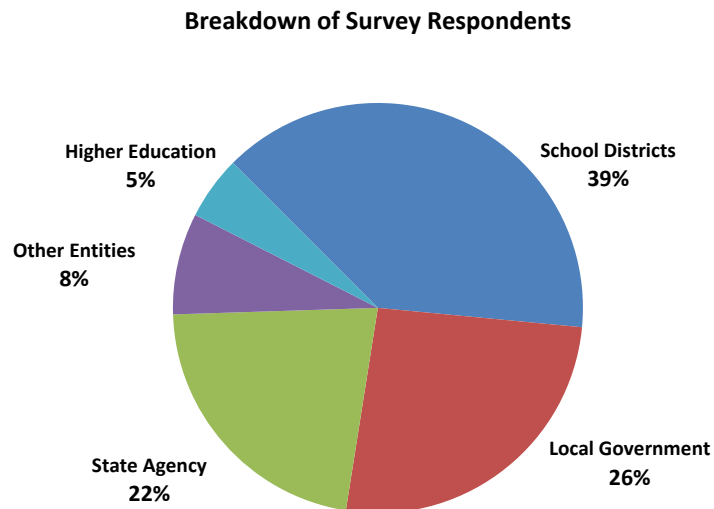
Customer Groups	Services Provided	GAA Strategy
State leadership, state agencies, local government, education	Produce the biennial State Strategic Plan for Information Resources Management and related performance reports and analyses, issue statewide recommendations, provide a technology trends and management practices education forum for state agency personnel, including information resources managers (IRMs), and conduct interagency and intergovernmental workgroups.	A.1.1 Statewide Planning
State agencies, local government, education	Develop rules and guidelines that establish statewide technology standards and best practices for agencies to manage and align their technology with their business environments and to guide effective project delivery.	A.1.2 Rule/Guideline Development
State agencies, local government, education	Develop statewide security standards for information resource assets and support the state's Homeland Security efforts through technical analysis, training and awareness efforts, and proactive prevention, threat reduction, and response to information resources security threats.	A.1.3 Statewide Security
State agencies, local government, education	Manage a procurement infrastructure for information technology commodities and services, which maximizes the state's volume buying power and enhances the quality of purchases by negotiating, managing, and monitoring information and communications technology contracts.	B.1.1 Contract Administration
State agencies	Implement, monitor, and maintain consolidated data center services.	B.2.1 Data Center Services
State agencies, local government, education, citizens	Manage Texas.gov, the State of Texas electronic government portal.	B.2.2 TexasOnline
State agencies, local government, education	Implement and maintain shared information technology services, comprising either voluntary services as an option to agencies or services provided through a Technology Center.	B.2.3 Shared Services/ Tech Centers
State government	Maintain and increase the capabilities of the Capitol Complex Telephone System (CCTS).	C.1.1 CCTS
State agencies, local government, education	Maintain statewide network services and provide a shared infrastructure to support converged Internet Protocol (IP) communications services.	C.2.1 Network Services
State agencies, local government, education	Provide converged network security service, including telecommunications networks, that encompass network assessments and monitoring, as a proactive means to identify and remediate vulnerabilities and external network threats for participants of the state's Network and Security Operations Center and security services for other eligible entities when requested and approved.	C.2.2 Network & Telecom Security Services

Methodology

To capture feedback from external customers, DIR engaged the services of the Organizational Excellence Group at the University of Texas to conduct a survey. The survey instrument was designed to elicit feedback on the quality of DIR's customer service from state agencies, local governments, higher education institutions, public school districts and other direct consumers of the agency's products, services and training. Survey objectives were focused on the seven key elements of customer service specified in Texas Government Code, Section 2114.02.

The survey was conducted between March 31 and April 9, 2010. DIR customers were invited via e-mail to participate in the online survey. The email invitation emphasized the importance of customer input to DIR, assured the confidentiality of every survey participant, and for convenience, provided a direct link to the online survey instrument.

Of the 8,434 customers invited to participate, 379 responded to the survey, representing a response rate of approximately 4.5 percent. The breakdown of respondents by DIR customer groups is provided below.



The survey addressed seven key customer service elements, or dimensions, required by statute:

1. **Facilities**, including cleanliness and customer access to these facilities;
2. **Staff**, including staff courtesy, friendliness, and knowledgeability, and whether staff identify themselves to customers by name;
3. **Communications**, including toll-free telephone access, average time customers spend on hold, call transfers, access to a live person, letters and electronic mail;

4. **Internet site**, including ease of use of the site, information on location of the site and the agency, and information accessible through the site such as a listing of services and programs and who to contact for further information or to complain;
5. **Complaint handling process**, including whether it is easy to file a complaint and whether agency responses to complaints are timely;
6. **Ability to timely serve its customers**, including the amount of time a customer waits for service in person, by phone, by letter or at a website; and
7. **Brochures or other printed information**, including the accuracy of that information.

The quality of DIR's customer service in each of the seven dimensions was assessed by analyzing responses to 13 statements, listed below. Customers were asked to indicate how strongly they agreed or disagreed with the statements designed to address their experiences with DIR. Possible responses were "Strongly Agree," "Agree," "Neutral," "Disagree," "Strongly Disagree" or "Not Applicable."

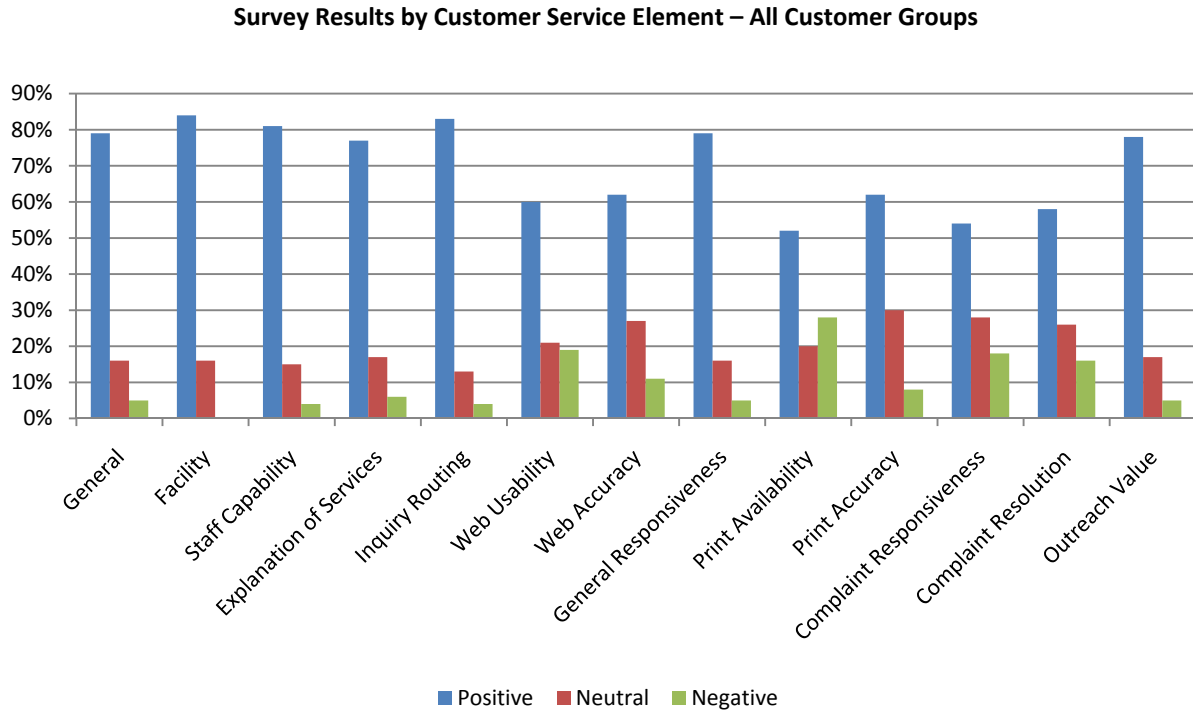
1. Overall, I am satisfied with my experience with DIR. (Overall Satisfaction)
2. If I visited a facility, it was clean and orderly. (Facility)
3. The staff members were able to answer my questions or refer me to the proper person. (Staff Capability)
4. I was given clear explanations about available services. (Explanation of Services)
5. My telephone call, email, or letter was routed to the proper person. (Inquiry Routing)
6. The DIR website is easy to use and well organized. (Web Usability)
7. The DIR website contains clear and accurate information. (Web Accuracy)
8. My telephone call, email, or letter was answered in a reasonable amount of time. (General Responsiveness)
9. I have received printed information (such as brochures, handouts, books, etc.) explaining the services available. (Print Availability)
10. Printed brochures or other written material provided thorough and accurate information. (Print Accuracy)
11. If I had a complaint or concern, DIR responded within one day of receipt. (Complaint Responsiveness)
12. If I had a complaint or concern, it was resolved within one week. (Complaint Resolution)
13. DIR briefings, workshops and focus groups in which I have participated have been beneficial. (Outreach Value)

Survey participants were also asked to identify the customer category that best described them (e.g., city government, county government, institution of higher education, school district, state agency). A comment section was included in the survey to encourage respondents to offer additional input.

Analysis

Overall, 79 percent of respondents rated DIR’s customer service as positive.

The following chart compares the percentage of customers who gave positive, neutral, or negative responses to each of the 13 questions. “Not applicable” responses were excluded from the analysis.



Examining the survey results based on an average score gives additional information on the levels of customer service satisfaction with DIR services. In the following chart, any survey statement with an average (mean) score above the neutral midpoint of 3.0 suggests that customers perceive the issue more positively than negatively. Scores of 4.0 or higher indicate a substantial strength for the organization. Conversely, scores below 3.0 are viewed more negatively by customers and should be significant source of concern for the organization and receive immediate attention. DIR did not receive any aggregate scores under 3.0 and was rated over 3.5 in 9 of the 13 statements.

Average Scores by Customer Type

Statement	City	County	Higher Ed	Other Public	Other	School Districts	State Agencies	All Customers
If I visited a facility, it was clean and orderly.	4.00	4.20	4.00	4.20	4.33	3.96	3.94	4.00
My telephone call, email, or letter was routed to the proper person.	3.95	4.05	3.93	3.88	4.00	4.07	3.80	3.96
The staff members were able to answer my questions or refer me to the proper person.	4.03	3.95	3.75	4.22	4.25	4.03	3.67	3.92
DIR briefings, workshops and focus groups in which I have participated have been beneficial.	4.08	3.87	4.38	3.00	3.80	4.08	3.76	3.92

Statement	City	County	Higher Ed	Other Public	Other	School Districts	State Agencies	All Customers
Overall, I am satisfied with my experience with DIR.	4.00	3.87	3.94	3.82	3.89	4.02	3.51	3.87
My telephone call, email, or letter was answered in a reasonable amount of time.	3.88	4.00	3.94	3.50	4.13	4.02	3.60	3.86
I was given clear explanations about available services.	3.95	4.00	3.79	3.83	3.88	3.92	3.65	3.84
The DIR website contains clear and accurate information.	3.74	3.70	3.59	3.70	3.40	3.75	3.29	3.82
Printed brochures or other written material provided thorough and accurate information.	3.82	3.78	3.75	3.55	3.60	3.73	3.29	3.65
The DIR website is easy to use and well organized.	3.59	3.52	3.56	3.25	3.30	3.63	3.11	3.47
If I had a complaint or concern, it was resolved within one week.	3.86	3.70	4.00	3.00	3.67	3.67	3.02	3.44
If I had a complaint or concern, DIR responded within one day of receipt.	3.67	3.38	3.67	3.00	3.00	3.75	2.98	3.37
I have received printed information explaining the services available.	3.35	3.17	3.00	2.85	2.86	3.45	3.04	3.26

Improvements to Be Made in Response to this Survey

The overall satisfaction rate decreased from 85 percent in 2008 to 79 percent in 2010. One factor for the slightly lower overall satisfaction rate from the 2008 survey may be that the response rate was three times larger this survey period, giving a more accurate gauge of DIR's customer service. The slight reduction is well within the variance levels for the number of respondents. While not dismissing the need to constantly strive for excellence in customer service and looking at means to improve on areas where scores have decreased, several factors must be considered when looking at the overall satisfaction rate and within each of the categories. These include:

- A total re-design of the DIR website that was introduced prior to the survey beginning, making it difficult to determine if reaction was to the old or new site. Comments indicate general satisfaction with the new website crediting any concerns to getting familiar with the changes.
- DIR has moved from vast distribution of printed materials to a technology-based distribution of information such as email, web posting, and customer portals, bringing the number of customers receiving information on paper down significantly.
- The timeliness of complaint resolution has decreased due to the complexity of the complaints and the resultant amount of time necessary to resolve the issues.

DIR is committed to listening to its customers, and to acting on the information gained from these conversations. DIR will further examine the areas that decreased in positive ratings, continue to talk to customers to gain additional insight and determine any areas of customer concern that need to be addressed.

Customer Service Related Performance Measures

The following Legislative Budget Board (LBB) performance measures provide information on customer service. Estimates of DIR's performance related to customer service standards and customer satisfaction for fiscal 2010 are show in the following table.

Outcome Measures		Estimate
Standard	Percentage of surveyed customer respondents expressing overall satisfaction with services received	79%
Standard	Percentage of surveyed customer respondents identifying ways to improve service delivery	2%
A.01-03	Percentage of attendees favorably rating DIR's education events	90%
B.01-03	Percentage of eligible Texas local government entities using DIR services	65%
B.02-01	Percentage of customers satisfied with voluntary shared services	95%
B.02-02	Percentage of monthly minimum service level targets achieved for data center services	92%
B.02-04	Percentage of visitors satisfied with TexasOnline	95%
C.01-02	Percentage of customers satisfied with CCTS	99%
C.02-01	Percentage of customers satisfied with TEX-AN	96%
C.02-02	Percentage of agencies migrating and transitioning to the voluntary shared network infrastructure	50%
Output Measures		Estimate
Standard	Total number of customers surveyed	8,434
Standard	Total number of customer organizations served	2,781
Efficiency Measures		Estimate
Standard	Cost per customer surveyed	\$0.18
A.01.01-01	Average response time per information request	2 hours
C.01.01-02	Average turnaround time for trouble tickets (hours)	4 hours
C.01.01-03	Percentage of CCTS complaints resolved in 8 working hours or less	97%
C.01.01-05	CCTS trouble tickets as a percentage of lines in service	3%
C.02.01-04	TEX-AN trouble tickets as a percentage of lines in service	3%
Explanatory Measures		Estimate
Standard	Total number of customer groups inventoried	5
Standard	Total number of customer organizations identified	3,716 (in-state)