

# FY20 (Dec-June) OME-RESA CSAT Report

## **Introduction to CSAT:**

CSAT surveys measure customer satisfaction with each support ticket. When a ticket is “closed” with “problem solved”, the customer is sent a CSAT survey. A single CSAT question is asked: “How was the support you received?”

Answer choices are graded on a scale from 1-5, where 1 represents very unsatisfied and 5 represents very satisfied. The choices that customers can choose are:

Great = 5  
Good = 4  
Okay = 3  
Bad = 2  
Terrible = 1

Once customers respond, the scores are measured by:

$(\text{Number of satisfied customers (4 and 5)} / \text{Number of survey responses}) \times 100 = \% \text{ of satisfied customers}$

Responses of 4 (Good) and 5 (Great) in the calculation, because it’s been shown that using the two highest values on customer feedback surveys are the most accurate predictor of customer retention.

This score indicates how satisfied or dissatisfied customers are with OME-RESA, a particular service department, OME-RESA staff and overall interaction. The CSAT metric also has an optional open-ended follow-up question. This provides customers with the ability to leave additional detailed feedback on their rating. The CSAT survey is easy and quick for the customer to take. This is why OME-RESA has obtained overwhelming participation compared to the previous annual customer satisfaction survey.

## **Advantages of using CSAT over an annual survey**

The CSAT survey is an excellent tool to measure customer satisfaction at specific touch points. Individual helpdesk ticket CSAT scores not only show OME-RESA staff the impact their actions have on customers, but how it can impact a department and OME-RESA as a whole. This kind of insight can prove the success of initiatives and highlight areas that need improvement. It also can be used to measure how effective improvement processes are in an area targeted for improvement.

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### **Benchmarks**

Benchmarking will be difficult without direct organization comparisons. Industrial standards can be used for different service areas of OME-RESA and the data will come from The American Customer Service Index (ACSI) at <https://www.theacsi.org/>. The two industries that we will begin Benchmarks with are:

- Internet Service Providers
- Public Administration Government

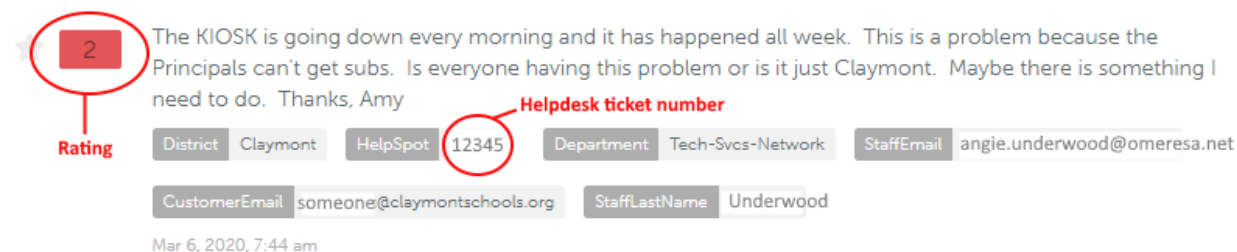
	2016	2017	2018	2019	2020	Previous Year Change
Internet Service Providers	64	64	62	62	65	4.8
Public Administration Government	70.3	70.5	68.4	66.7	*	-2.5
OME-RESA ITC COG	-	-	-	-	99	NA

\* Data not provided yet

### **Negative Feedback Followup**

If a customer gives a rating of 1-3, OME-RESA leadership is notified. If unsatisfactory feedback is left, leadership can review the ticket to find out why and followup with customer when necessary. Leadership then meet with the staff member to provide timely feedback on how they could have handled the ticket to improve the customer's experience.

Below is an example of the data collected:



The KIOSK is going down every morning and it has happened all week. This is a problem because the Principals can't get subs. Is everyone having this problem or is it just Claymont. Maybe there is something I need to do. Thanks, Amy

Rating: 2

Helpdesk ticket number: 12345

District: Claymont HelpSpot: 12345 Department: Tech-Svcs-Network StaffEmail: angie.underwood@omeresa.net

CustomerEmail: someone@claymontschools.org StaffLastName: Underwood

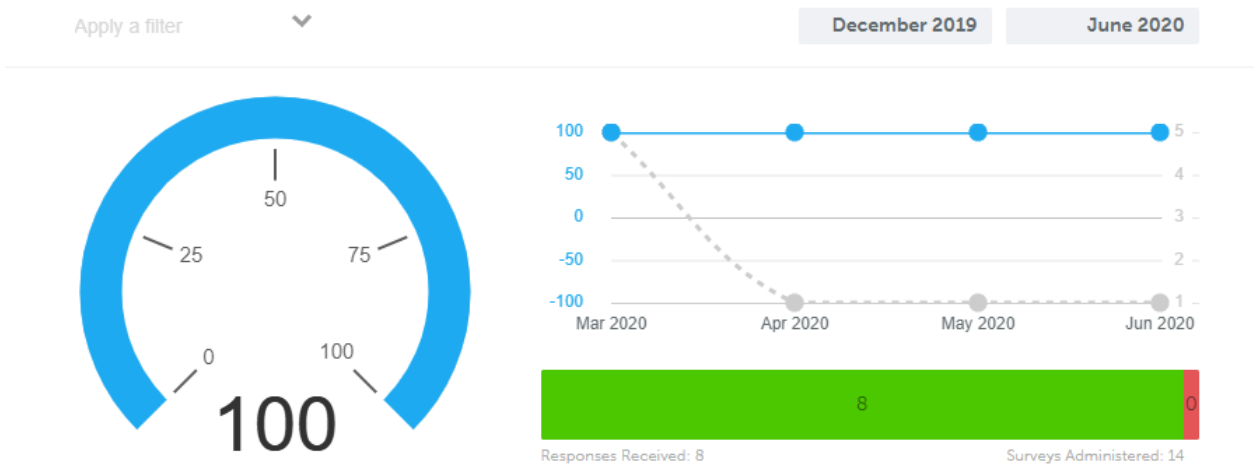
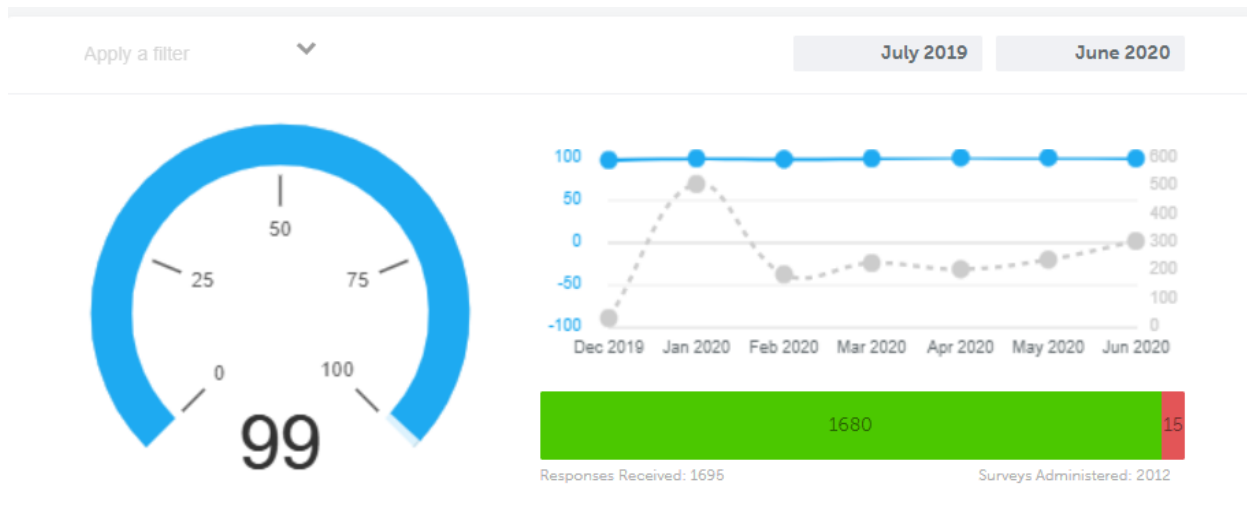
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## FY20 (Dec-June) OME-RESA CSAT Report

### FY20 (Dec-June) OME-RESA CSAT Rating - All Departments

NOTE: INFOhio is shown separately due to it being collected through a different helpdesk

- Timeframe: December 11, 2019 through June 30, 2020
- Number of Surveys Administered: 2026
- Number of Responses: 1,688
- Responses per rating:
  - Great (5) - 1,544
  - Good (4) - 129
  - Okay (3) - 12
  - Bad (2) - 3
  - Terrible (1) - 0
- **CSTAT Score = 99**



## FY20 (Dec-June) OME-RESA CSAT Report

### FY20 (Dec-June) Departmental CSAT Rating

NOTE: numbers of responses by department, this does not indicate their workload

100	Admin	1	0
100	Coop	1	0
100	Data-Integration	4	0
99	Fiscal	351	2
98	Fiscalr	357	6
98	HR-Kiosk	44	1
100	PreK-12	1	0
100	Security	3	0
100	Student-Services-EMIS	191	0
100	Student-Services-EMIS-Contracted-Srvs	3	0
99	Student-Services-Suite	446	4
99	Tech-Svcs-Network	172	2
100	Tech-Svcs-Systems	79	0
100	Web-Administration	22	0
100	INFOhio_Contracted	8	0