Integrated Media Technologies 2018 Customer Satisfaction Survey Report

This is a customer survey to measure the awareness, usage and satisfaction for the NIU Integrated Media Technologies print and document management department.

NORTHERN ILLINOIS UNIVERSITY
Integrated Media Technologies

Introduction:

Northern Illinois University Integrated Media Technologies (IMT) is an on campus resource, run by people who work hard and would love for their work to reach all of their fellow faculty and staff members. We received approval from the university to conduct a survey using an e-mail through the Marketing and Communications Clearinghouse and Human Resources.

Objectives:

The purpose of this survey is to help IMT better understand the: awareness, usage, and satisfaction of their department in relation to Northern Illinois University faculty and staff. With any business plan you have to set some objectives or goals, by defining these goals we get closer to our final product. With more information on each of these facets of the survey we will be able to better understand the overall reach of Integrated Media Technologies among the faculty and staff.

Survey Methods and Procedures:

We conducted a survey using both close and open-ended questions. There were thirty questions total: twenty three of them were close ended, six were open-ended, and one mark all that apply. This survey was set up to keep the respondent aware by using concise answers choices, and simple questions. It is important to note that at two points in the survey prior to completion, respondents were disengaged from the survey based upon an answer selection of "Never".

Survey:

This is the e-mail that every faculty and staff member here at NIU received. A quarter of the population took time to read and answer all of the pertinent questions in the survey.

"<Firstname>

Please help Northern Illinois University's Integrated Media Technologies department gain a greater understanding of your needs by taking part in our customer satisfaction survey. We appreciate your business and want to ensure we are meeting your expectations.

We are committed to providing you with the services and technologies that benefit your department now and in the future.

Follow this link to the Survey:
Click Here to Take the Survey

Thank You,"

Data Analysis and Findings:

The findings below express the voice of the respondents on Integrated Media Technologies effectiveness. A total of 3364 faculty and staff members received the survey via e-mail distributed through Qualtrics, the NIU approved survey tool. 858 responded which is a response rate of 25.5%. The first questions which asks the respondent's classification will be summarized.

Question 1 – Classification

The breakdown for classifications for the 858 respondents was Administrative 93 (10.84%), Faculty 245 (28.55%), Staff 491 (57.23%) and Other 29 (3.38%).

Questions 2 and 3 were also summarized because of the number of unique answers. For the purpose of this analysis the validity of the responses was more important than the actual responses.

Question 2 - What is your working job title?

There were 858 respondents that answered this question. 832 (97%) respondents responded genuinely.

Question 3 - What is the name of your department?

There were 858 respondents with this question. 849 (99%) respondents responded genuinely.

Question 4 - Did you know that Northern Illinois University operates a printing and mailing service?
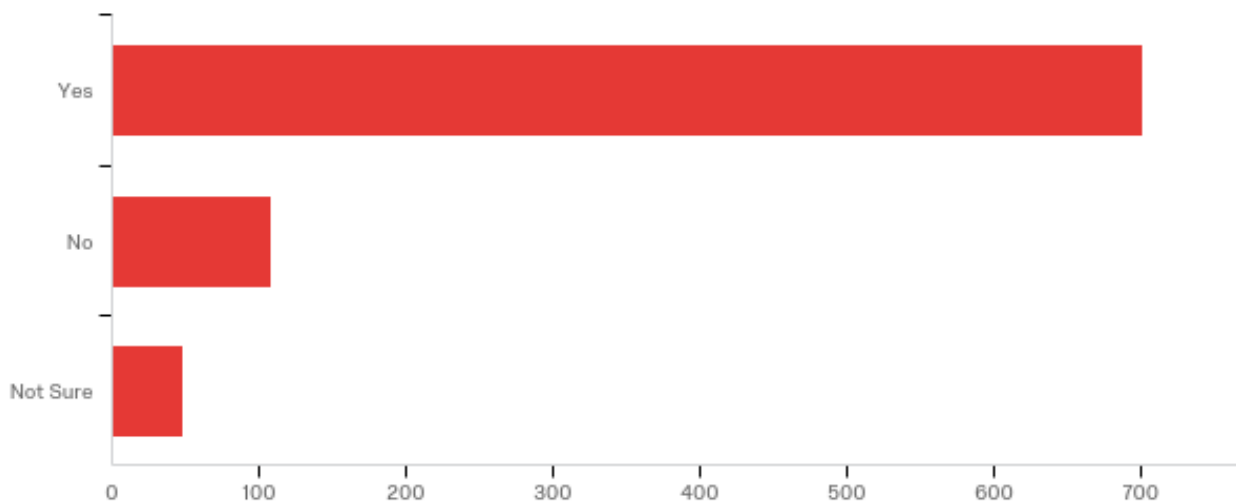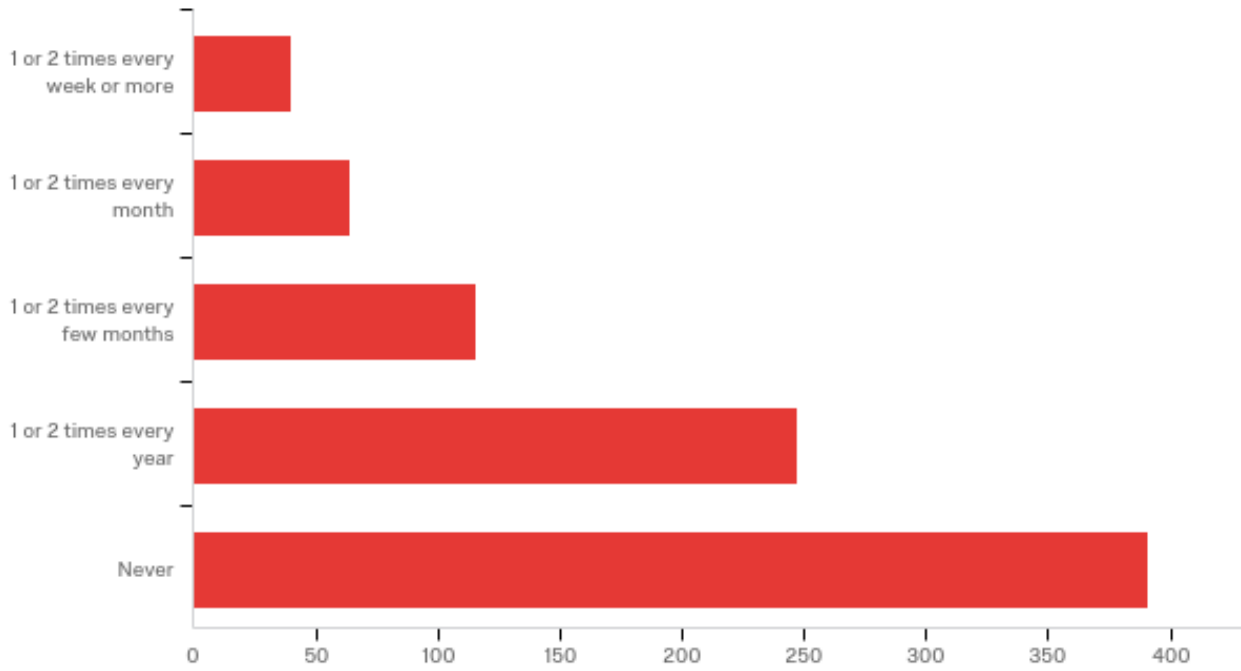

#	Answer	%	Count
1	Yes	81.82%	702
2	No	12.59%	108
3	Not Sure	5.59%	48
	Total	100%	858

Question 5 - NIU offers a wide array of services. From the following list, please check the services that you think are available from Integrated Media Technologies (IMT) (check all that apply):

#	Answer	%	Count
1	Printing	92.66%	795
2	Copying	79.72%	684
3	Letterhead	71.21%	611
4	Business cards	79.37%	681
5	Envelopes	69.70%	598
6	High Speed Black and White copying	61.89%	531
7	Copier fleet management	33.80%	290
8	File editing and print layout	41.38%	355
9	Stock photo purchase offerings	36.95%	317
10	Offset printing in 1 to 4 colors	45.80%	393
11	Gloss and dull finish coatings	52.10%	447
12	Digital color printing	60.72%	521
13	Wide-format printing	47.32%	406
14	A full selection of paper types, colors and sizes	58.51%	502
15	Multiple-part (carbonless) paper for forms	38.23%	328
16	Tabbing for mailing	32.75%	281
17	Folding	56.06%	481
18	Stapling	57.34%	492
19	Booklet binding	57.93%	497
20	Perfect binding	36.60%	314
21	Shrink wrapping	38.58%	331
22	Labels	49.30%	423
23	ID/membership cards	33.80%	290
24	Print project consultation	44.06%	378
25	Mail processing (sorting, address verification, inserting, etc.)	47.09%	404
26	Addressing	41.03%	352
	Total	100%	858

Question 6 - Tell us how often you use IMT?

#	Answer	%	Count
1	1 or 2 times every week or more	4.66%	40
2	1 or 2 times every month	7.46%	64
3	1 or 2 times every few months	13.52%	116
4	1 or 2 times every year	28.79%	247
5	Never	45.57%	391
	Total	100%	858

Question 7 - Tell us why you never use IMT?

We broke this open end response into predominate categories for the "Never" responses. Below are the categorized responses. Question 7 deserves some explanation as to dispel the large response of respondents that answered "Never". Breaking down the "Never" response (see below) negates the assumption that this is an unfavorable response.

#	Reason	%	Count
1	Relevance (no need, paperless solution)	33.5%	131
2	Awareness (new employee, never heard of IMT, don't know what they would use us for)	25.9%	101
3	Convenience (remote location, done within department, storefront usability)	16.1%	63
4	Financial (budget constraints, too expensive)	15.6%	61
5	Availability (other resources, someone else's responsibility)	8.9%	35
	Total	100%	391

## Question 8 - The person that took my order at IMT understood my need?
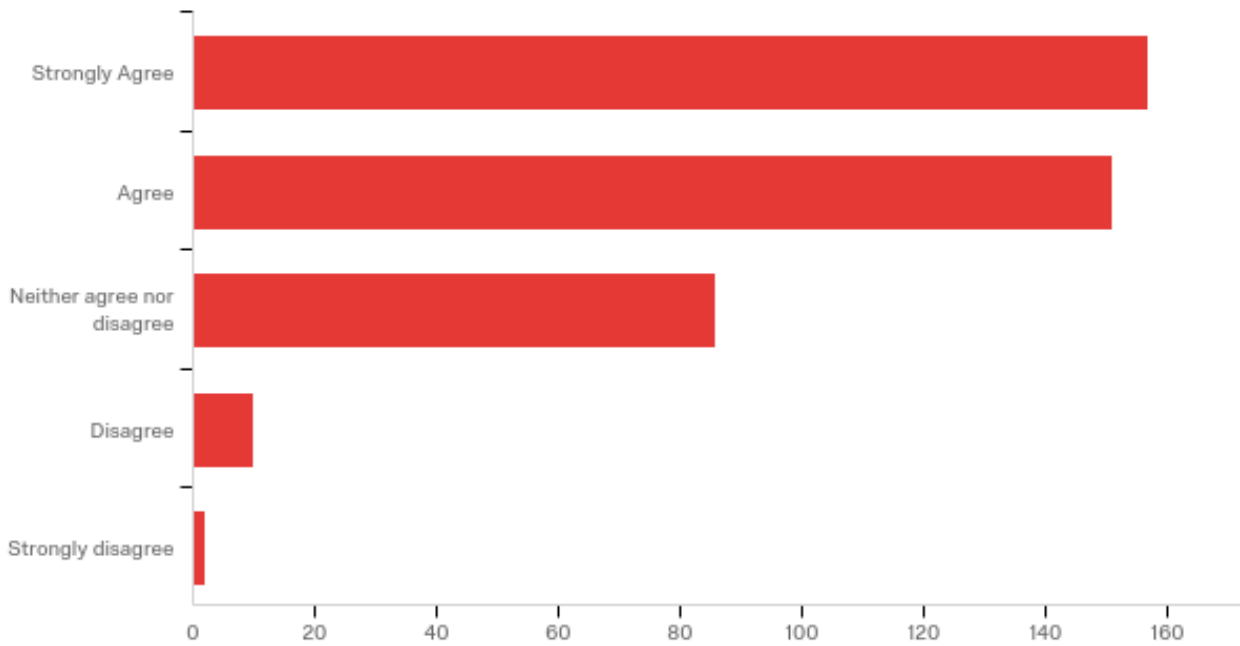
#	Answer	%	Count
1	Strongly Agree	38.67%	157
2	Agree	37.19%	151
3	Neither agree nor disagree	21.18%	86
4	Disagree	2.46%	10
5	Strongly disagree	0.49%	2
	Total	100%	406

Question 9 - My order was completed at the time I specified.
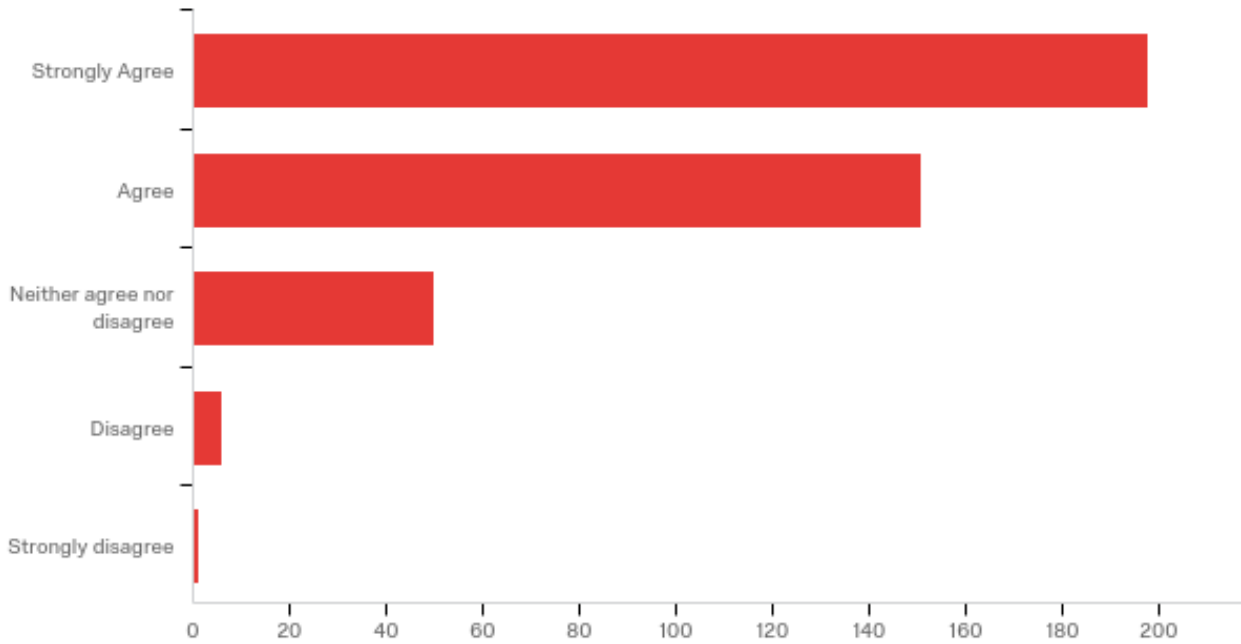
#	Answer	%	Count
1	Strongly Agree	48.77%	198
2	Agree	37.19%	151
3	Neither agree nor disagree	12.32%	50
4	Disagree	1.48%	6
5	Strongly disagree	0.25%	1
	Total	100%	406

Question 10 - I was able to reach the staff at IMT when I needed to.
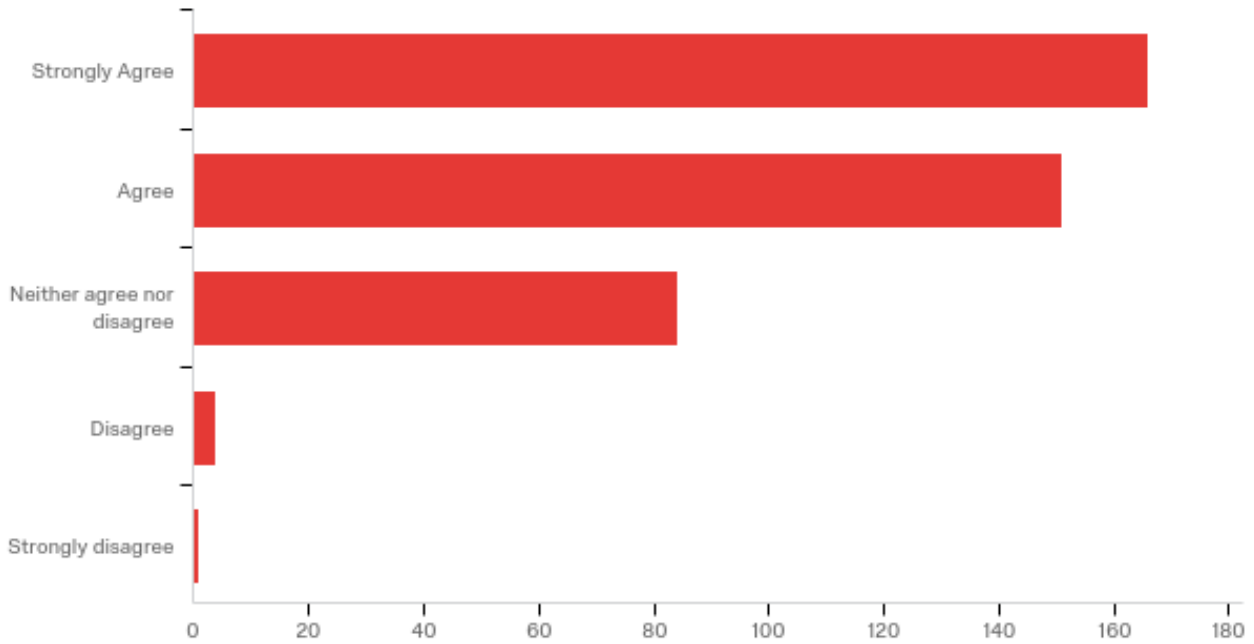
#	I was able to reach the staff at IMT when I needed to.	Percentage
1	Strongly Agree	40.89%
2	Agree	37.19%
3	Neither agree nor disagree	20.69%
4	Disagree	0.99%
5	Strongly disagree	0.25%
	Total	406

Question 11 - The services I receive from IMT meet my needs.
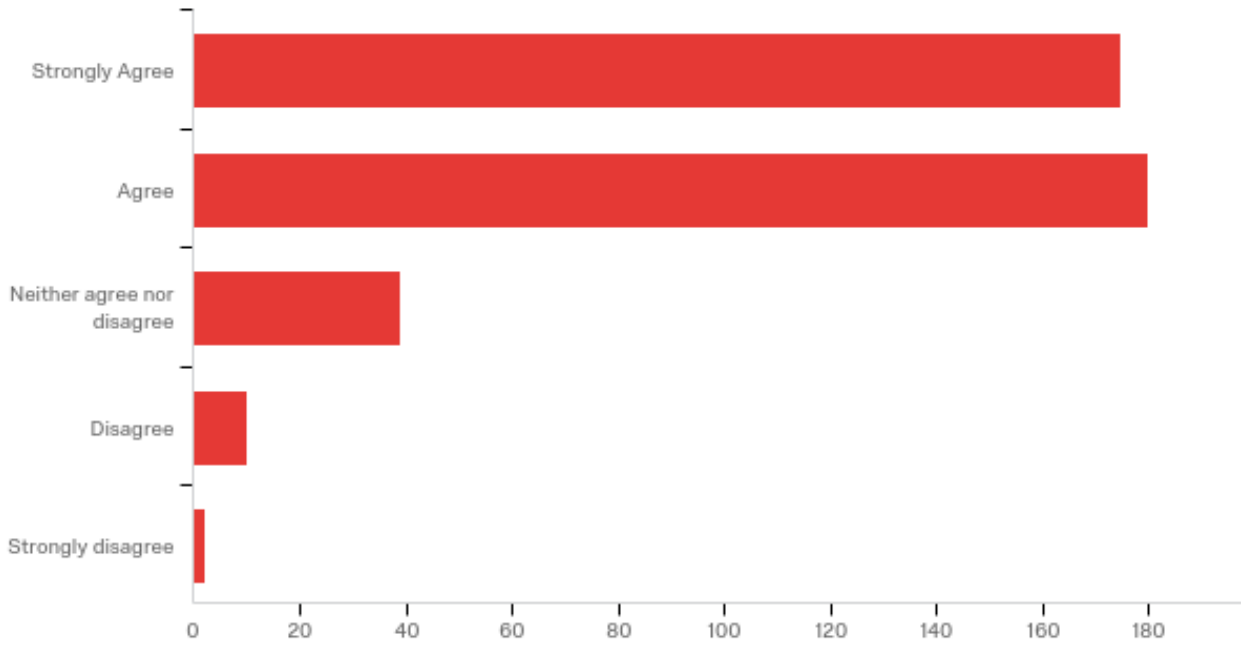
#	Answer	%	Count
1	Strongly Agree	43.10%	175
2	Agree	44.33%	180
3	Neither agree nor disagree	9.61%	39
4	Disagree	2.46%	10
5	Strongly disagree	0.49%	2
	Total	100%	406

**Question 12 - The cost of the product/service that I received from IMT was about right.**
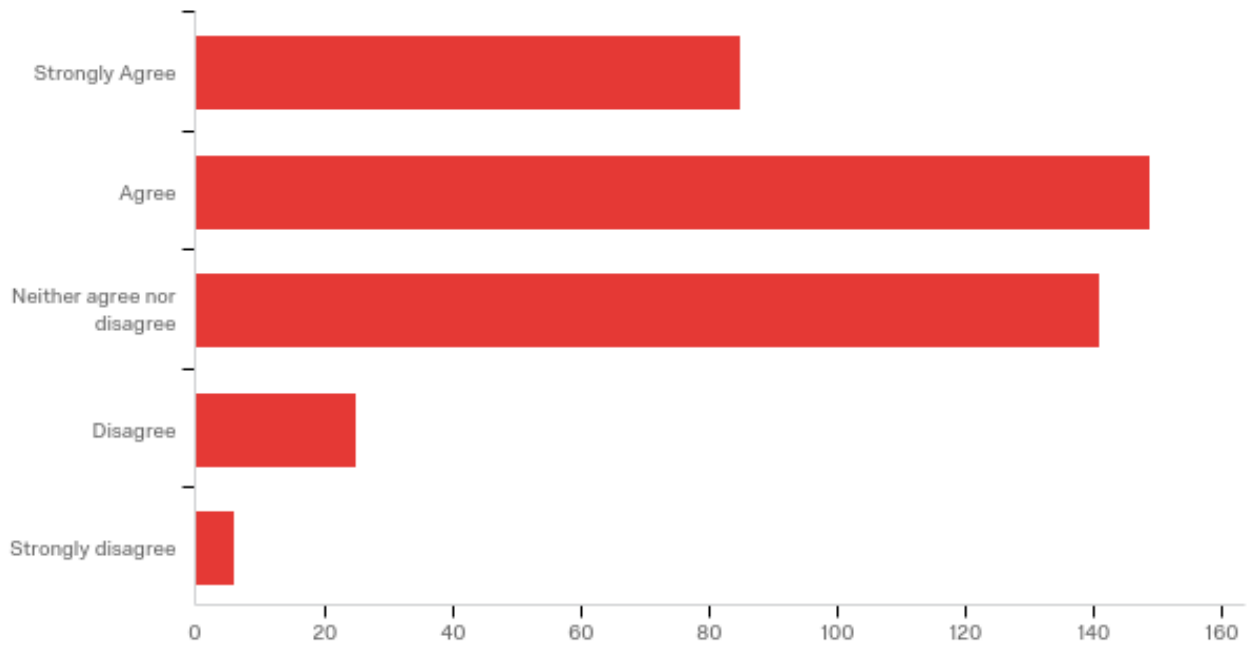
#	Answer	%	Count
1	Strongly Agree	20.94%	85
2	Agree	36.70%	149
3	Neither agree nor disagree	34.73%	141
4	Disagree	6.16%	25
5	Strongly disagree	1.48%	6
	Total	100%	406

Question 13 - Overall, I was very satisfied with the product/service that I received from IMT.
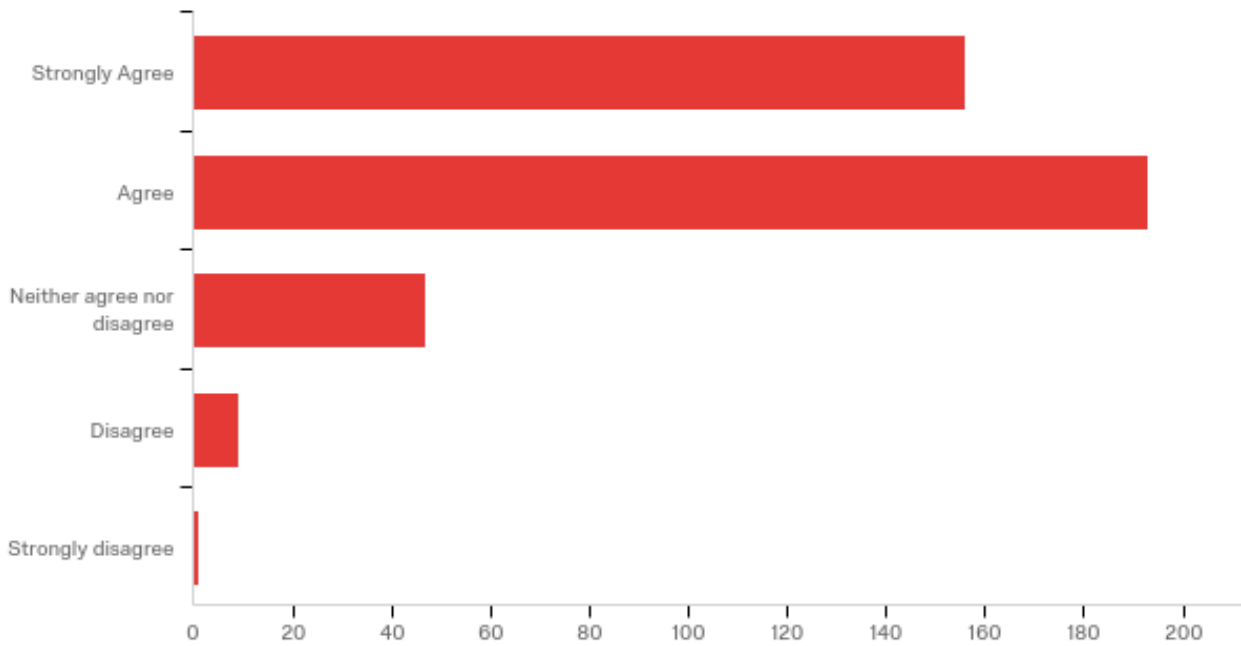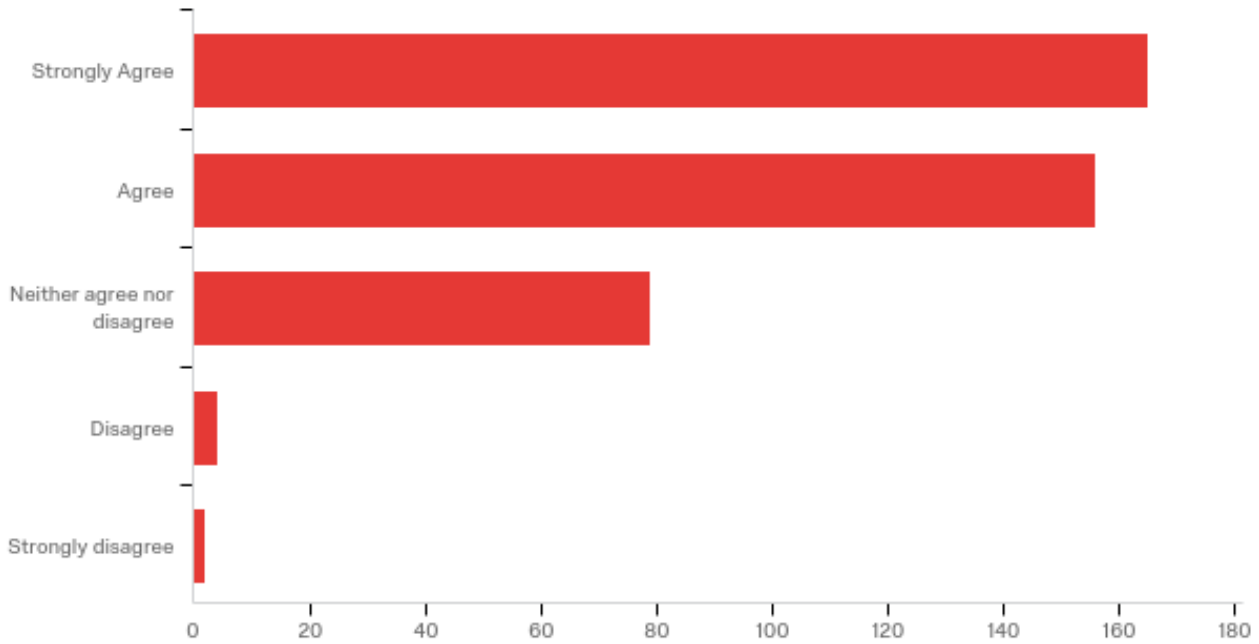

#	Answer	%	Count
1	Strongly Agree	38.42%	156
2	Agree	47.54%	193
3	Neither agree nor disagree	11.58%	47
4	Disagree	2.22%	9
5	Strongly disagree	0.25%	1
	Total	100%	406

Question 14 - The location of IMT makes working with the department easy.
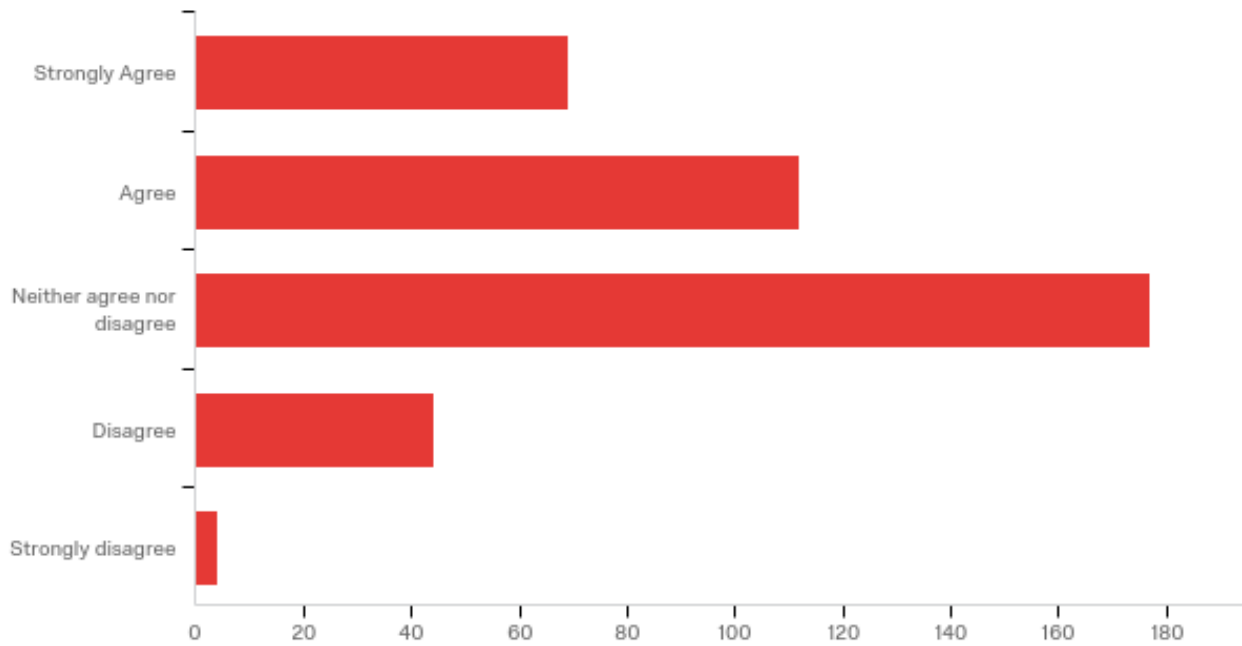
#	Answer	%	Count
1	Strongly Agree	17.00%	69
2	Agree	27.59%	112
3	Neither agree nor disagree	43.60%	177
4	Disagree	10.84%	44
5	Strongly disagree	0.99%	4
	Total	100%	406

Question 15 - My requests for information about my order were answered promptly.

#	Answer	%	Count
1	Strongly Agree	40.64%	165
2	Agree	38.42%	156
3	Neither agree nor disagree	19.46%	79
4	Disagree	0.99%	4
5	Strongly disagree	0.49%	2
	Total	100%	406

Question 16 - I was very satisfied with the quality of my order.
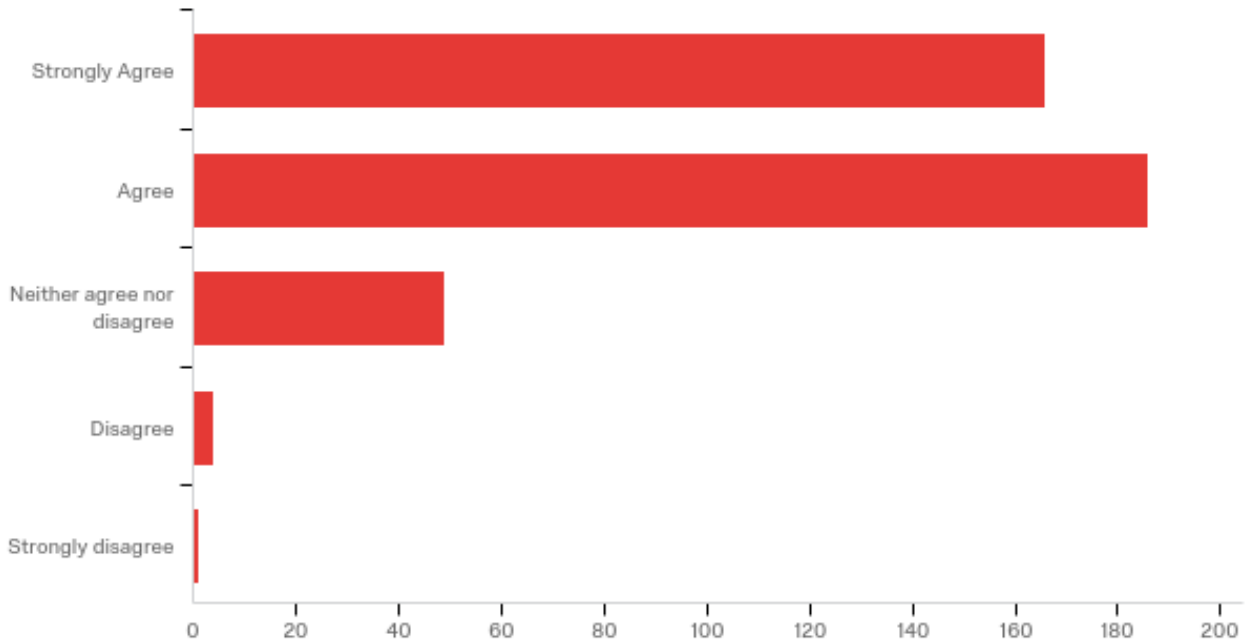
#	Answer	%	Count
1	Strongly Agree	40.89%	166
2	Agree	45.81%	186
3	Neither agree nor disagree	12.07%	49
4	Disagree	0.99%	4
5	Strongly disagree	0.25%	1
	Total	100%	406

Question 17 - If you have any suggestions regarding how we could improve the IMT services we provide to you, please enter them in the box below.

We broke this open end response into predominate categories for the responses. Below are the categorized responses.

#	Reason	%	Count
1	Convenience (remote location, done within department, storefront usability)	24.7%	24
2	Awareness (new employee, never heard of IMT, don't know what they would use us for)	21.6%	21
3	None (no comment, N/A)	16.5%	16
4	Overall Satisfaction (excellent service, staff helpful)	13.4%	13
5	Financial (budget constraints, too expensive)	10.3%	10
6	Relevance (no need, paperless solution)	8.2%	8
7	Timeliness (turnaround time)	3.1%	3
8	Availability (other resources, someone else's responsibility)	2.2%	2
	Total	100%	97

Question 18 - How do you think your use of printing and copying will change in the next two to three years?

We broke this open end response into three predominate categories increase, decrease and remain the same. Below are the categorized responses.

#	Answer	%	Count
1	Decrease	46.5%	54
2	Remain the Same	41.4%	47
3	Increase	12.1%	14
	Total	100%	115

Question 19 - Would you have any interest in using multimedia campaigns in your department?
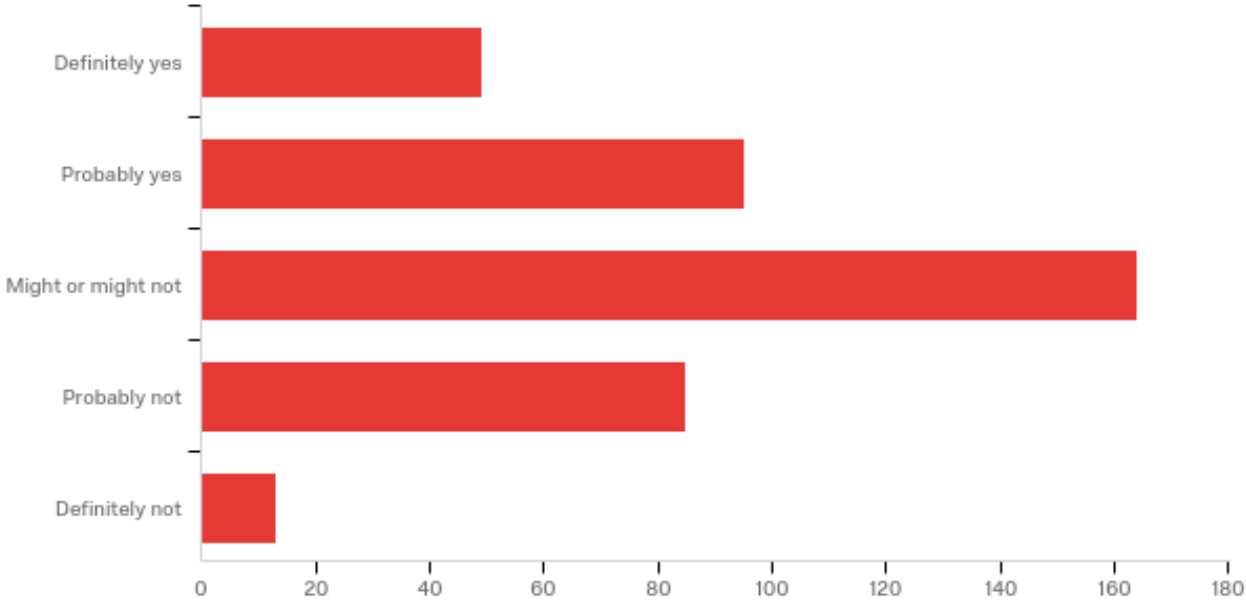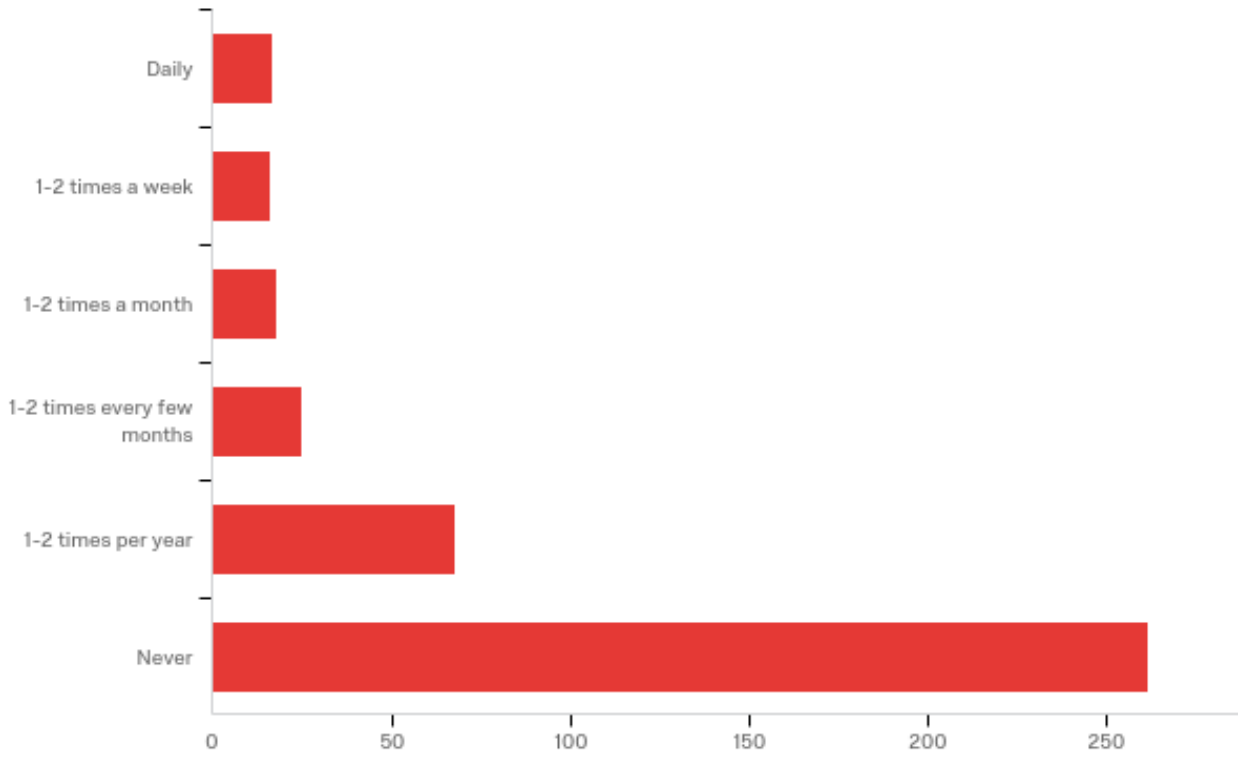

#	Answer	%	Count
11	Definitely yes	12.07%	49
12	Probably yes	23.40%	95
13	Might or might not	40.39%	164
14	Probably not	20.94%	85
15	Definitely not	3.20%	13
	Total	100%	406

Question 20 - Would you be willing to pay for this service?
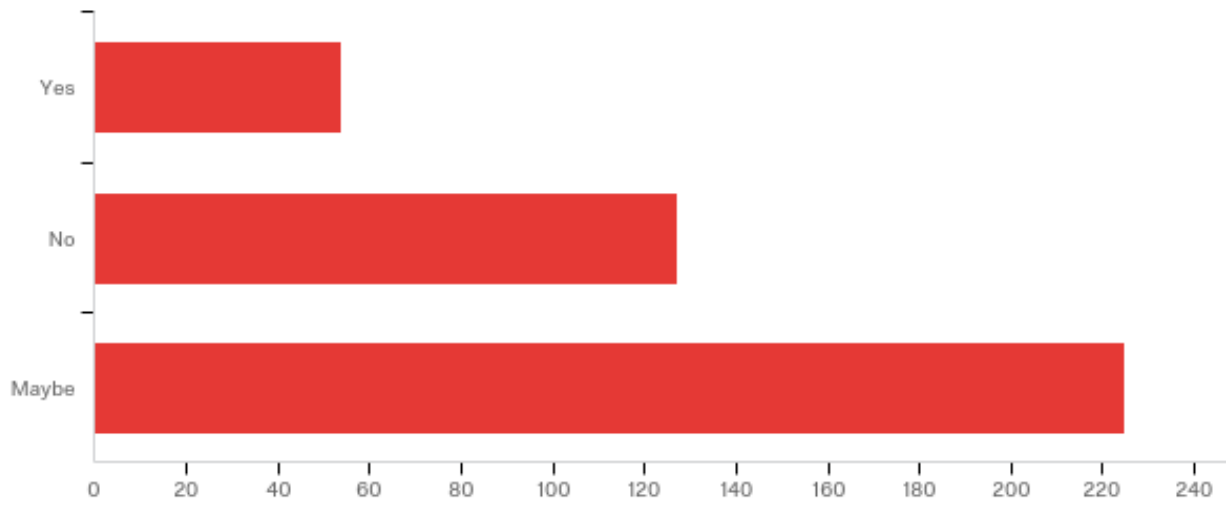
#	Question	Administrative		Faculty		Staff		Other (please specify)		Total
11	Yes	25.93%	14	16.67%	9	57.41%	31	0.00%	0	54
12	No	9.45%	12	25.98%	33	62.99%	80	1.57%	2	127
13	Maybe	15.11%	34	19.11%	43	63.56%	143	2.22%	5	225

Question 21 - How often do you mail documents using IMT services?

#	Answer	%	Count
1	Daily	4.19%	17
2	1-2 times a week	3.94%	16
3	1-2 times a month	4.43%	18
4	1-2 times every few months	6.16%	25
5	1-2 times per year	16.75%	68
6	Never	64.53%	262
	Total	100%	406

Question 22 - Which of the following statements best describes why you have never used IMT to mail documents (please check only one response).
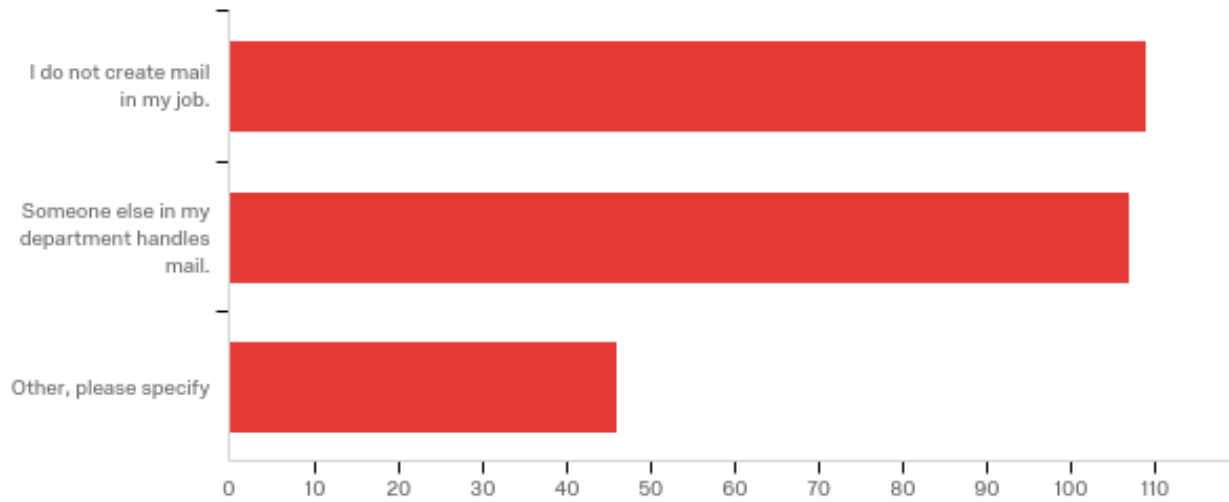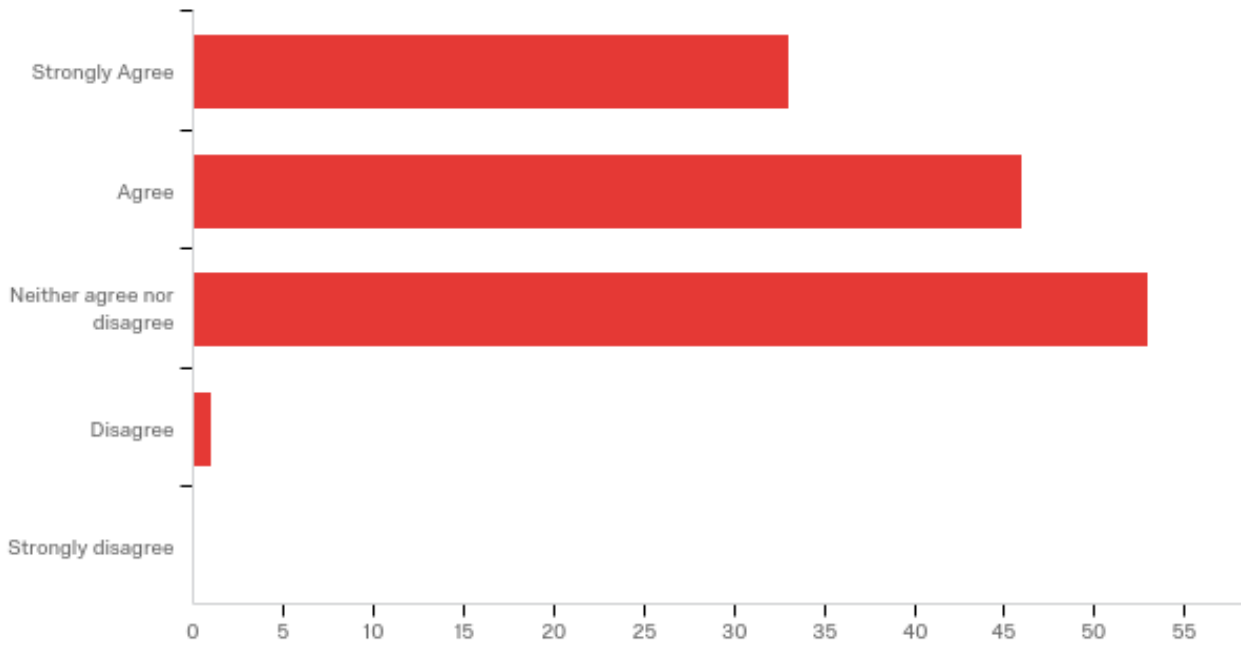

#	Answer	%	Count
1	I do not create mail in my job.	41.60%	109
2	Someone else in my department handles mail.	40.84%	107
3	Other, please specify	17.56%	46
	Total	100%	262

Question 22 - Other, please specify

We broke this open end response into predominate categories for the "Other" responses. Below are the categorized responses.

#	Reason	%	Count
1	Relevance (no need, email, campus mail)	80.4%	37
2	Awareness (new employee, never heard of IMT, don't know what they would use us for)	10.8%	5
3	Convenience (remote location, done within department, storefront usability)	6.5%	3
4	Availability (other resources, someone else's responsibility)	2.3%	1
	Total	100%	46

Question 23 - I was able to reach the staff at IMT to discuss my mail order when I needed to.
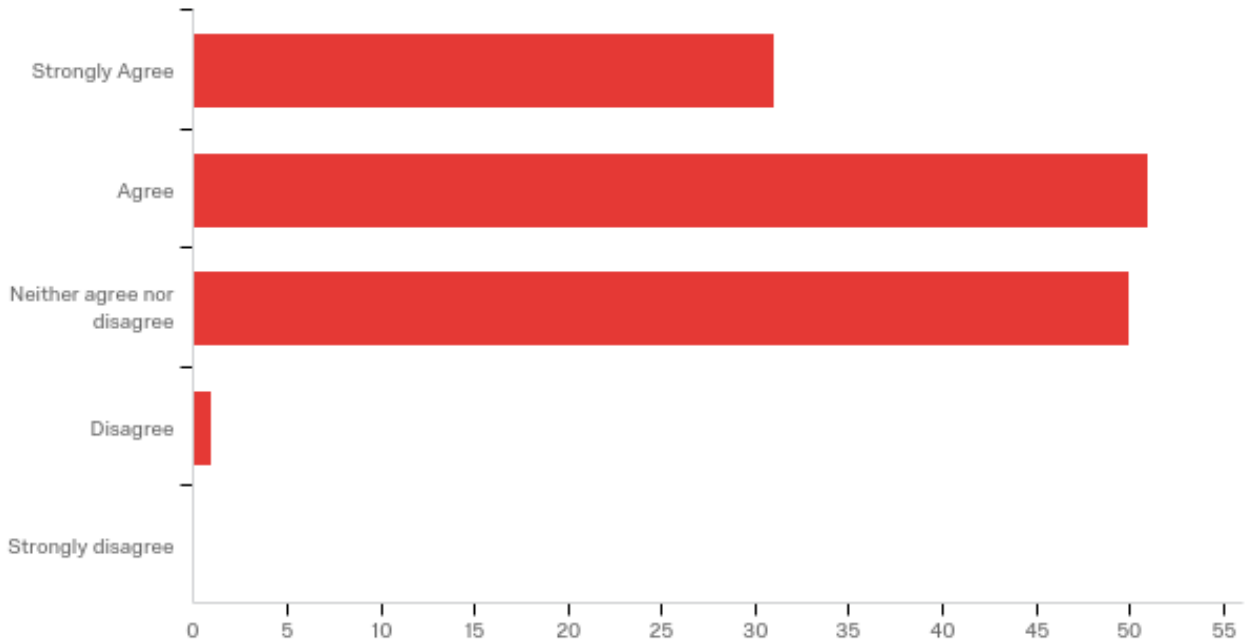

#	Answer	%	Count
1	Strongly Agree	24.81%	33
2	Agree	34.59%	46
3	Neither agree nor disagree	39.85%	53
4	Disagree	0.75%	1
5	Strongly disagree	0.00%	0
	Total	100%	133

Question 24 - IMT was able to meet my deadline for mailing this order.
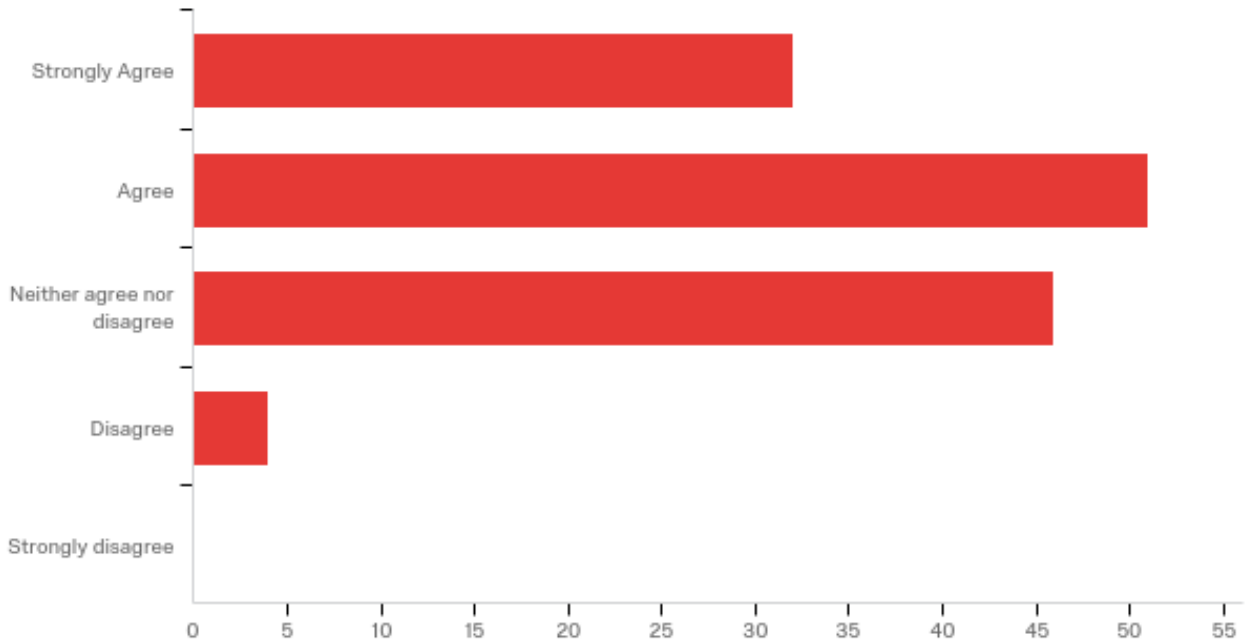
#	Answer	%	Count
1	Strongly Agree	24.06%	32
2	Agree	38.35%	51
3	Neither agree nor disagree	34.59%	46
4	Disagree	3.01%	4
5	Strongly disagree	0.00%	0
	Total	100%	133

Question 25 - The person I worked with understood mailing rules and regulations.
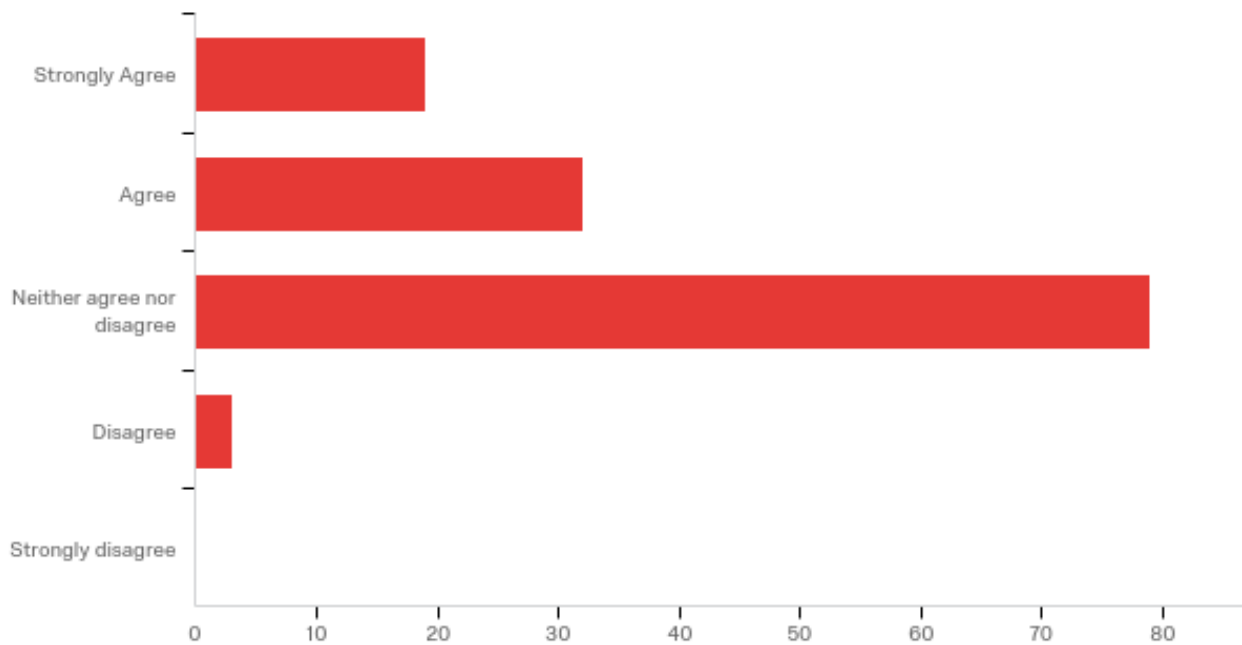

#	Answer	%	Count
1	Strongly Agree	23.31%	31
2	Agree	38.35%	51
3	Neither agree nor disagree	37.59%	50
4	Disagree	0.75%	1
5	Strongly disagree	0.00%	0
	Total	100%	133

Question 26 - The mail processing services I receive from IMT meet my needs.
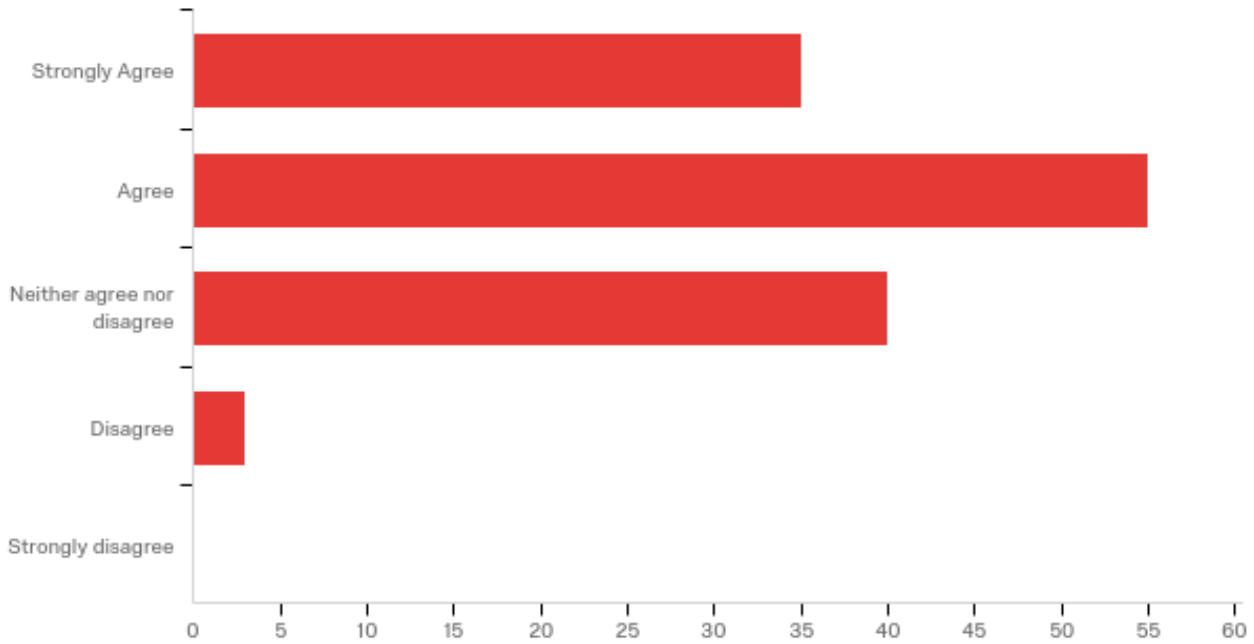
#	Answer	%	Count
1	Strongly Agree	26.32%	35
2	Agree	41.35%	55
3	Neither agree nor disagree	30.08%	40
4	Disagree	2.26%	3
5	Strongly disagree	0.00%	0
	Total	100%	133

Question 27 - IMT's mailing staff are able to help me save money when I send mail.
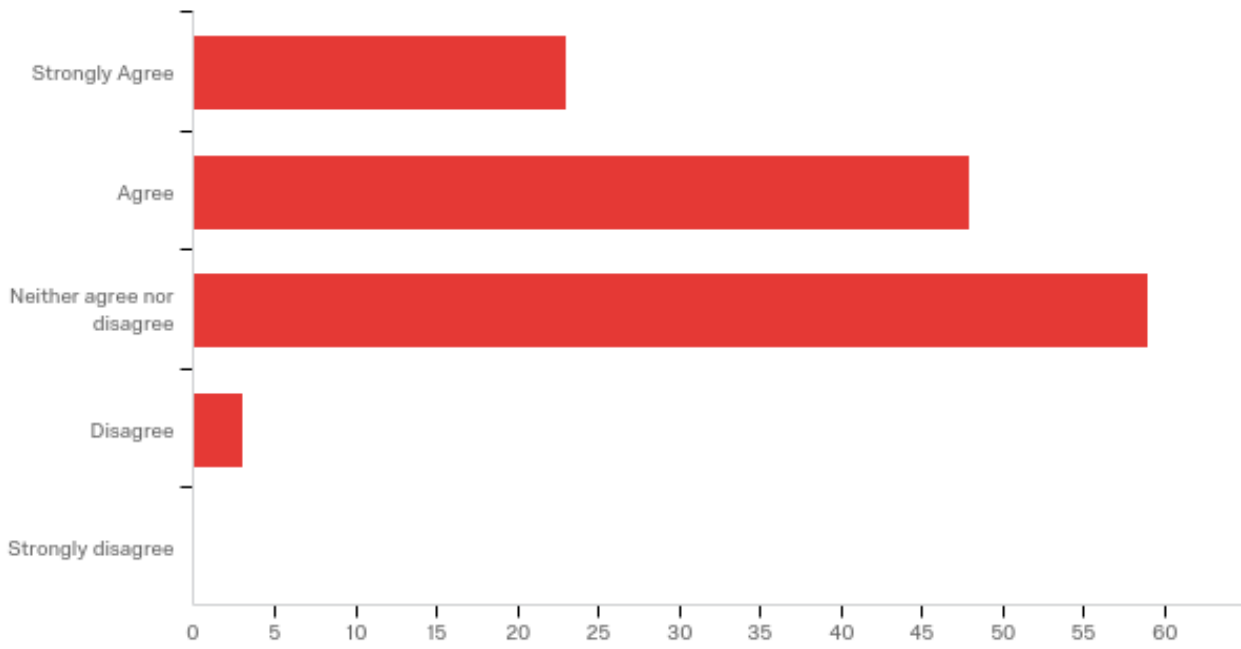

#	Answer	%	Count
1	Strongly Agree	14.29%	19
2	Agree	24.06%	32
3	Neither agree nor disagree	59.40%	79
4	Disagree	2.26%	3
5	Strongly disagree	0.00%	0
	Total	100%	133

Question 28 - Overall I was very satisfied with the mail service I received from IMT.
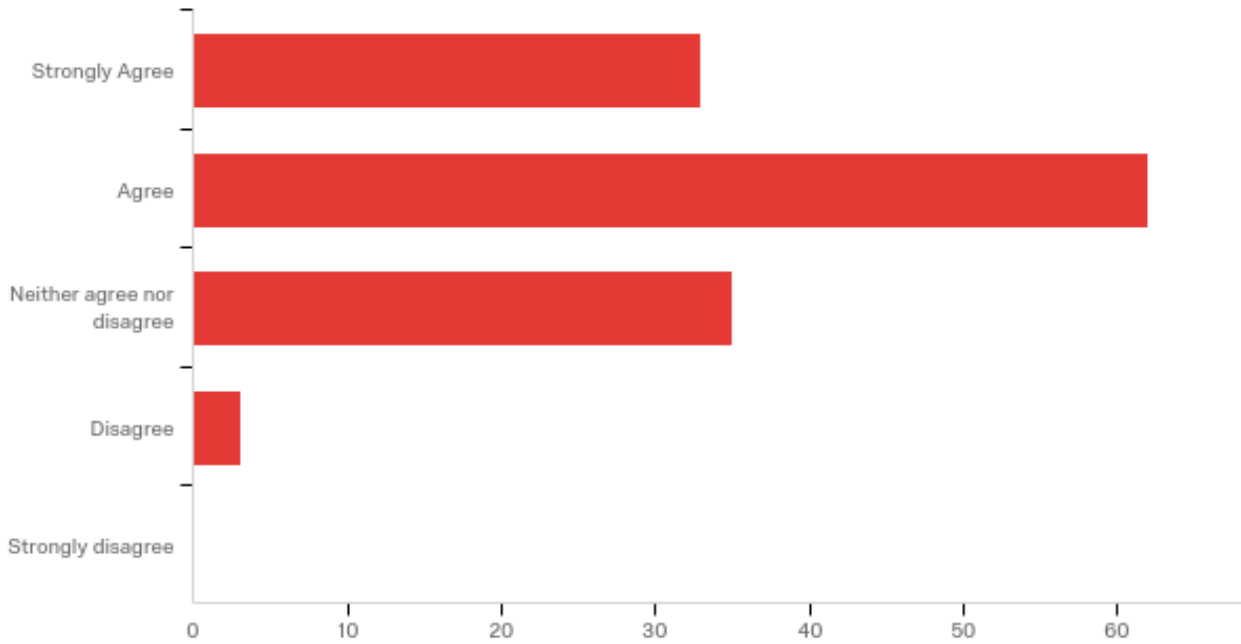
#	Answer	%	Count
1	Strongly Agree	24.81%	33
2	Agree	46.62%	62
3	Neither agree nor disagree	26.32%	35
4	Disagree	2.26%	3
5	Strongly disagree	0.00%	0
	Total	100%	133

Question 29 - My requests for information about my mail order were answered promptly.

#	Answer	%	Count
1	Strongly Agree	17.29%	23
2	Agree	36.09%	48
3	Neither agree nor disagree	44.36%	59
4	Disagree	2.26%	3
5	Strongly disagree	0.00%	0
	Total	100%	133

Question 30 - Are there mail services that you would like to see IMT offer that are not available now? Please describe.

We broke this open end response into predominate categories for the responses. Below are the categorized responses.

#	Reason	%	Count
1	None (no comment, N/A)	58.8%	10
2	Convenience (remote location, done within department)	23.6%	4
3	Relevance (no need, paperless solution)	17.6%	3
	Total	100%	17