



How MIT Improved its Customer Experience Customer Satisfaction Survey Using Qualtrics

May 8, 2019



Agenda

- Background: Massachusetts Institute of Technology
 - MIT at a Glance
 - MIT COSMOS Project
- Feedback Needed
 - Legacy – Old Customer Survey Process
 - Requirements
- Qualtrics
 - Design
 - Set Up & Integration
- Project Outcomes
 - Overview of Project Outcomes
 - Actionable Responses

- History
 - Incorporated by the Commonwealth of Massachusetts in 1861
- Motto
 - *Mens et manus* – “Mind and Hand”
- Employees
 - Approximately 12,707 (including faculty)
- Faculty
 - Professors (all ranks): 1,056
 - Other teaching staff: 911
- Selected Honors (MIT Community, Current and Former)
 - 90 Nobel Laureates
 - 59 National Medal of Science winners
 - 29 National Medal of Technology and Innovation winners
 - 75 MacArthur Fellows
- Students, Academic Year 2018-2019
 - Total: 11,574
 - Undergraduate: 4,602
 - Graduate: 6,972



What does “COSMOS” stand for?

*Community of Stewardship,
Mobilization of Service*



What was the goal of the COSMOS project?

COSMOS is a set of changes that will help MIT improve customer service and be more organized, more efficient, and more consistent with maintenance processes and data. These changes will strengthen the stewardship of campus assets.

Cosmos Project Scope

PROCESS



ORGANIZATION



DATA

TECHNOLOGY



Customer Feedback Needed



First, Let's review the Old Process



When a work order was Completed, the requestor received an email generated from SAP PM module:

Dear Robert Leonard:

The work request 487112 that was created on 08/08/2016 with a work description of "test." in Building 1 and Room 000SB was closed on 08/08/2016 by Robert M. Leonard.

You may access updated status information by using the following link:
[Work request](#).

Please let us know how we are doing by completing a brief online survey:

<https://www.surveymonkey.com/s/dofopsw0>


If you have any other Facilities related questions, email us at
<mailto:dof-csc@mit.edu>
Or call us at 253-4948

Thank you,
Facilities Customer Service Center

To Provide
Feedback, Users
had to click on the
link...

Old Questionnaire

This opened a new window Where users could fill in identifying information as well as answer questions about the work performed.



Work Order Satisfaction Survey

Questions

* 1. Work request number (must be all 6 digits, no other symbols):

If for any reason you would like to leave a comment, positive or negative, space is provided at the end of the survey. Thank you!

* 2. Has the work order been completed to your satisfaction?

Very Dissatisfied	Dissatisfied	Average	Satisfied	Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 3. Did the person responding to your work order act in a professional manner?

No Contact with Person	Very Dissatisfied	Dissatisfied	Average	Satisfied	Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 4. How satisfied were you with the courtesy, responsiveness and expertise of the staff who completed your work order?

Very Dissatisfied	Dissatisfied	Average	Satisfied	Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. If you have any questions or comments you would like to leave about the work that was completed, either positive or negative, please use the space provided. Thank you!


6. If you would like to discuss your survey with a Facilities' representative, please complete the contact information:

Name:

Department/Lab/Center:

Email Address:

Phone Number [full number with area code, ex. (999) 999-9999]:

Powered by 

See how easy it is to [create a survey](#).

The user response rate was less than 0.5%.

Users often left out identifying information.

To access the data, someone had to go to the vendor site and manually download it for analysis.

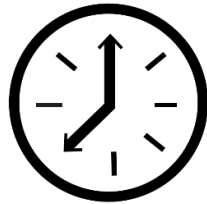
Why Change?

- The current survey didn't work:
 - Customers weren't responding
 - It took too long to get at the data
- Management needed a tool to get feedback on what was working, what was not working.
- Feedback needed to be real time
- Data was not useful for providing actionable information regarding the effectiveness of maintenance efforts.

Why Qualtrics?

So Many Changes – Need Feedback

- Timely



- Actionable



- Customer Experience



MIT's Qualtrics Implementation



New Process



At Work Order Completion,
requester get an email from SAP PM
Module:

Dear Nivedita Dhiman,

The work that you requested on 04/05/2019 has been completed and we invite you to share your experience with us.

Please rate your level of satisfaction with the service provided by clicking the stars below



Not seeing the stars? Have more to share? [Click here](#) to provide feedback.

Service request: #774405, Room 5-000LA, Test Notification

Status: Completed 04/09/2019 by Nivedita Dhiman

Description

* Test Notification

View or re-open your work request on [Atlas](#)

Thank you for helping us to evaluate and improve our services. Please do not hesitate to email or call if you have any questions or would like to discuss this work request.

Sincerely,

Marty O'Brien

Customer Service Center Manager

MIT Department of Facilities

dof-csc@mit.edu


617-253-4948

The new email has an
embedded Qualtrics Survey

The PM Notification number is
saved in the survey

New Process - Continued

As soon as the user clicks on one of the stars the rating is saved and the Qualtrics survey opens in their default browser:



Department
of Facilities

Service Request Check-In

Your star rating has been successfully submitted. Thank you! If you have additional feedback or would like to change your rating please submit this form.

Please rate your level of satisfaction with the service provided on this work request.

Satisfaction Rating

★

★

★

☆

☆

3

We'd love to hear more! Share any comments regarding your experience. What worked well? Where could we improve?

This is a test.

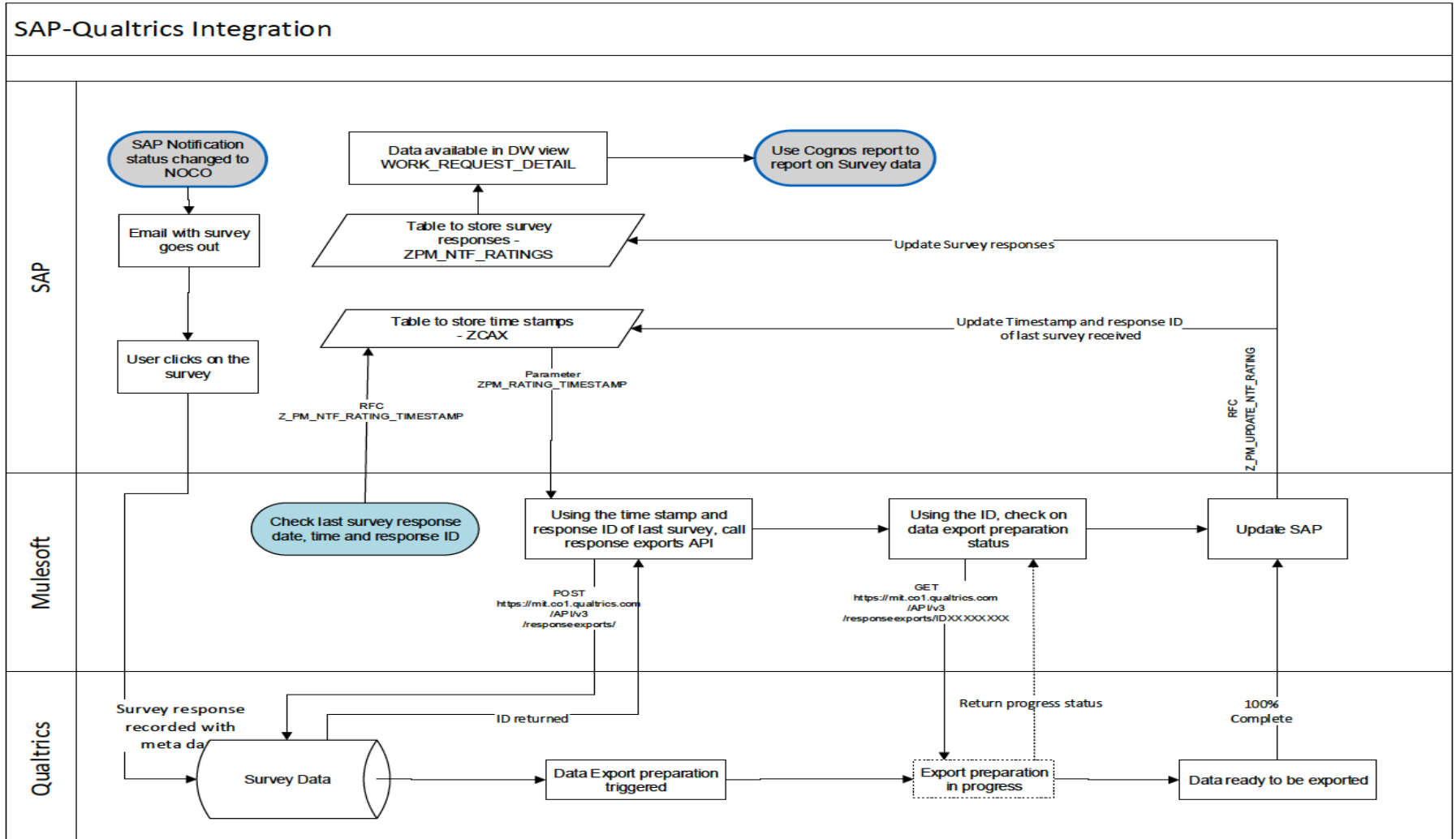
Characters remaining: 205

Submit

If you have any other Facilities related questions, email us at dof-csc@mit.edu or call us at 617-235-4948

The user can either leave the survey, change their rating or add comments. All of the changes are saved.

Qualtrics Survey Process Flow:



MIT's Qualtrics Project Outcomes

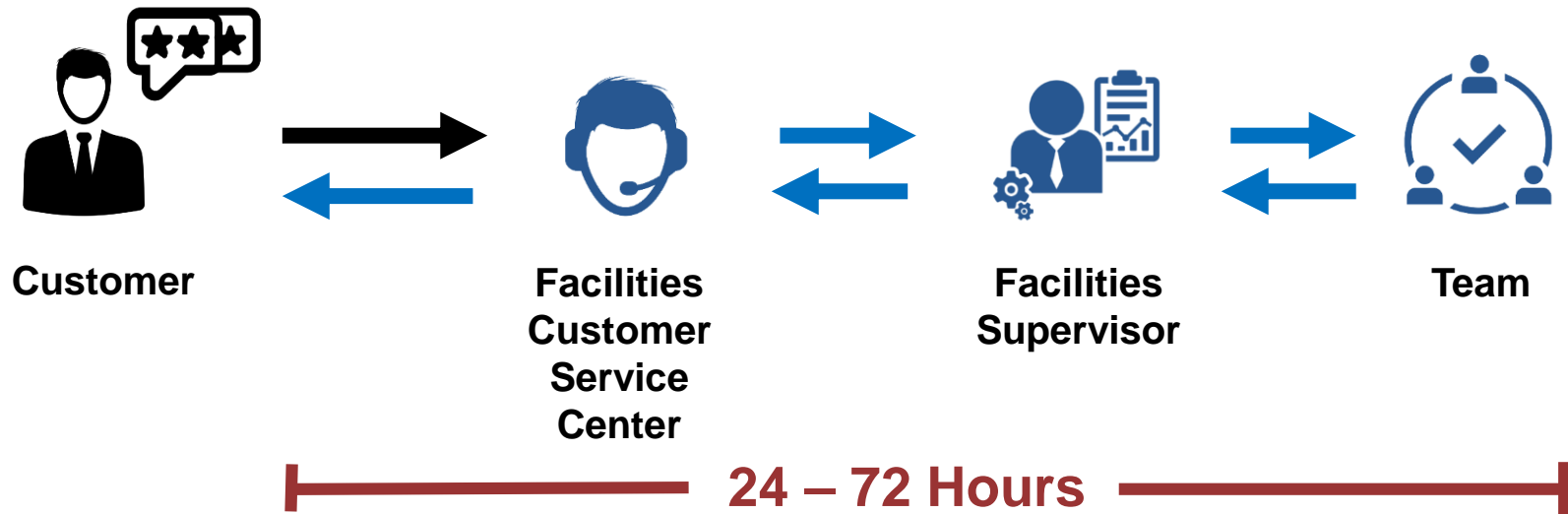


Implementation Project Results

- Project took 6 weeks from Start to Finish
 - Creation of Qualtrics Questionnaire took less than a week.
 - Used Qualtrics API to move data to SAP
- Reporting on Customer Satisfaction Greatly Improved:
 - Reports available on Survey Response Rates
 - Customer Ratings available by Building, Planner Group, Requesting Department
 - Daily Report of Low Rating
- Response Rates are Greatly Improved (YTD through April 22, 2019)
 - Overall Average: 4.80 out of 5
 - Overall Response Rate%: 11.3%
 - Total Survey Responses: 634

Timeliness of Data Allows for Real-Time Follow up with Customers

Low ratings are followed up by Customer Service



Constructive feedback helps MIT improve service

Campus average: 4.8



“My experience was great. The man who came and did the work was on time, fast and very polite.”



“Though a light bulb was replaced it was not in the hood that we requested the new bulb.”



“Excellent job, solved the problem and addressed another problem that I had not identified - thank you! Good completion time (4 days from request), would have been 5 stars if had been completed in 1-2 days. Thanks again!”

Questions?



Thank you

