

Customer Satisfaction Survey Report 2021

July 1, 2021

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Survey overview

In April 2021, WaTech distributed a customer satisfaction survey to 144 Chief Information Officers and Chief Information Security Officers at state agencies and public schools. Respondents had three weeks to complete the anonymous survey – the first to be sent out [since 2018](#). The survey was originally scheduled for 2020 but had to be postponed due to the COVID-19 pandemic.

WaTech created the survey to provide feedback on the agency's ability to meet customer needs and find out if improvements put in place since 2018 have made a difference. The information in this survey will help WaTech:

- Identify sources of satisfaction and dissatisfaction.
- Determine areas that need additional improvement.
- Optimize decision-making based on feedback.

The survey had a total of 15 questions, with follow-up prompts requesting more feedback if respondents selected less than satisfactory answers. The follow-up questions were optional.

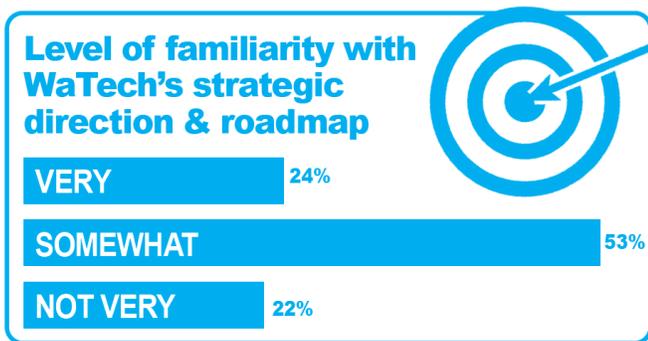
For the final results and metrics, the mean was used to determine overall scores and “grades.” For percentages below 5%, the amount did not register. For comments, a summary of themes was used to represent questions. Not all questions received enough comments to determine any theme.

Executive Summary

WaTech received 52 responses to the survey for a 36% response rate. Of the responses, 22 were from medium agencies (51-999 FTEs), 19 from large agencies (1,000+ FTEs), and 11 from small agencies (0-50 FTEs). Most agencies (67%) indicated they interact with WaTech several times a week and 19% several times a month.



When asked about their familiarity with WaTech's strategic direction and roadmap, 48% indicated they were somewhat familiar and 27% are very familiar. However, 25% indicated they were not very familiar and would like to see more communication, visibility and updates on WaTech's strategic progress. Regarding whether agencies' needs are reflected in WaTech's strategic direction, 48% agreed, 17% disagreed and 35% had no opinion.



Respondents were split on the ease of doing business with WaTech – 42% indicated it is extremely to moderately easy and 39% indicated it is moderately to extremely difficult. Another 19% were neutral.

To assess the amount of progress WaTech has made in the last three years, 10 statements from the 2018 survey were included in question #5 to serve as a benchmark. Most of the results showed no significant change since 2018, although

WaTech did receive higher marks in customer service/technical support and relationship building.

Regarding overall satisfaction, WaTech received higher scores in leadership, technical expertise and customer service. Areas with lower scores included cost-effective products and services, products/solutions quality, and marketing of products and services.

WaTech services with the highest satisfaction scores were Teams Telephony, Wireless, Enterprise Active Directory Services, Data Centers, Washington State Cloud, Web Services, Network and VPN.

Overall, the Office of the Chief Information Officer (OCIO) and the Office of Cybersecurity (OCS) programs received moderate scores indicating most customers are fairly satisfied with the service and support they receive.

WaTech is dedicated to continuous improvement and will use the data and feedback from the survey to increase customer satisfaction in the areas identified by respondents.



Summary of overall themes

Communications

- There has been noticeable attention to improving communications and outreach especially by executive management.
- More effort is needed to ensure consistent and reliable communication across operations to increase response time to inquiries, follow-up on and resolution of issues, and sharing of information across all WaTech teams.
- Keep agencies in the loop by providing timely responses to questions and sending status updates.

Customer service

- Opening a service ticket and troubleshooting for existing services is easy. However, more attention is needed to ensure service tickets are classified appropriately for the level of urgency and assigned to the correct team.
- Increase communication before, during and after incidents.
- Initial contact seems good, but follow-up and/or status updates are sometimes hard to come by - even when asking.
- Respond quicker to tickets and emails.
- Provide transparent communication and follow-up after service impacts with clear reason for outage.

Management and leadership

- Ask for and use more agency input.
- Ensure agencies are supported at all levels and staff are empowered to make decisions and resolve issues.
- Be realistic with timelines and expectations.

Marketing of products and services

- Provide better transparency regarding the true cost of a service along with a clear definition of roles/responsibilities for WaTech and agencies.
- Improve the service catalog and descriptions of the services.

Products/solutions quality

- One size does not fit all.
- Services should be as self-service as possible.
- Being more proactive and open collaboration with agencies is needed to ensure products and services meet agency needs.
- Increase resources to support services implementation with a focus on information on the timing and impact, and improved training and education around the products and solutions as they are implemented.

- Strive to better understand the agency experience and the customer impact related to processes and practices.

Relationship building/collaboration

- Engagement with customer agencies and stakeholders has improved especially the Director/CIO's leadership and commitment to supporting and enabling positive and collaborative relationships.
- Better communicate decision-making process and outcomes.
- More outreach and collaboration to understand agency needs and provide input into the decision-making process.
- Work internally to increase cross department knowledge and expertise.
- Listen to and use feedback to address concerns raised by the community to meet business needs.
- Strong collaboration and improved outcomes rely on true collaboration between WaTech, customer agencies and CIO community.

Responsiveness

- Overall responsiveness has improved; most service teams are responsive.
- Improve response and resolution of service or configuration requests.
- Respond to ticket requests making sure to follow up and provide full resolution.
- Follow up and follow through.

Service delivery

- Take agency needs into consideration both when designing new service offerings and when reviewing/updating older service offerings.
- Provide consistent advance notice for changes in services and features.
- Better communication, training and expertise from staff.

Technical expertise

- Technical support staff are friendly and helpful when they can assist with issues, however they could benefit from better training, increased cross department knowledge and expertise, and applying lessons learned from past issues.
- Invest in staffing to attract and retain the right talent with the appropriate technical acumen and a focus on customer service.

2021 vs. 2018

Question #5 - Below are questions from the 2018 survey. We would like your feedback on these questions to assess the amount of progress WaTech has made since the last survey.

We included 10 statements from the [2018 survey](#), where Great Lakes Marketing conducted telephone interviews with 64 state agencies, to serve as a comparison.

A typical school grading scale of A to F was used for grading factors. From the mean average scores, the following grading scale was used:

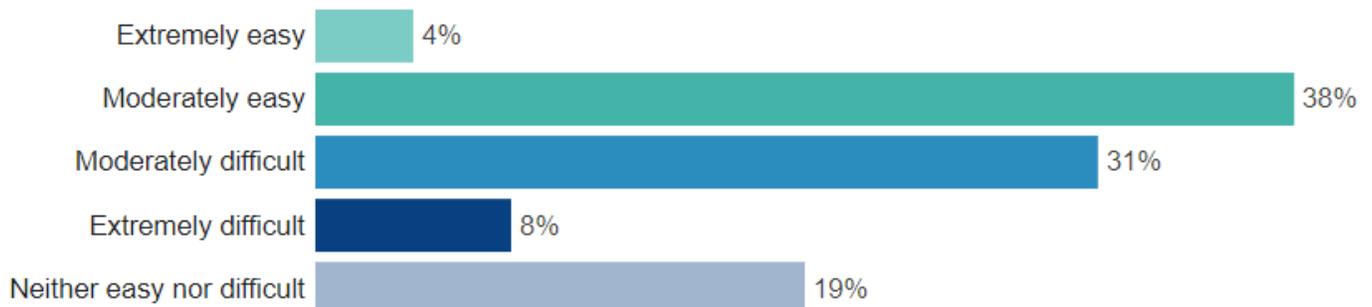
- A “+” was given to the grade if the mean average was .7 to .9. For example, a 3.7, 3.8 and 3.9 are listed as a C+.
- A straight grade was used if the mean average was .3 to .6. For example, a 3.6 is listed as a C.
- A “-” was given to the grade if the mean average was .0 to .2. For example, a 3.1 is listed as a C-.

| Statement | 2018 grade | 2021 grade | Change |
|--|------------|------------|--------|
| WaTech technical support are effective at diagnosing problems quickly. | C- | C- | N/C |
| WaTech technical support are knowledgeable about their product and services. | C- | C | ↑ |
| WaTech understands the urgency of your call or contact. | C- | C- | N/C |
| WaTech personnel treat your team with respect. | B+ | B- | ↓ |
| WaTech values the relationship they have with you. | C | C+ | ↑ |
| WaTech is dedicated to complete and comprehensive resolution when service is impacted. | C | C | N/C |
| WaTech offers technology that works and is reliable. | C | C- | ↓ |
| WaTech is focused on continuous improvement with respect to their technology. | C | C | N/C |
| WaTech services allow you to be more responsive to your clients. | C- | C- | N/C |
| WaTech offers solutions at the right point of the innovation curve. | D+ | D+ | N/C |

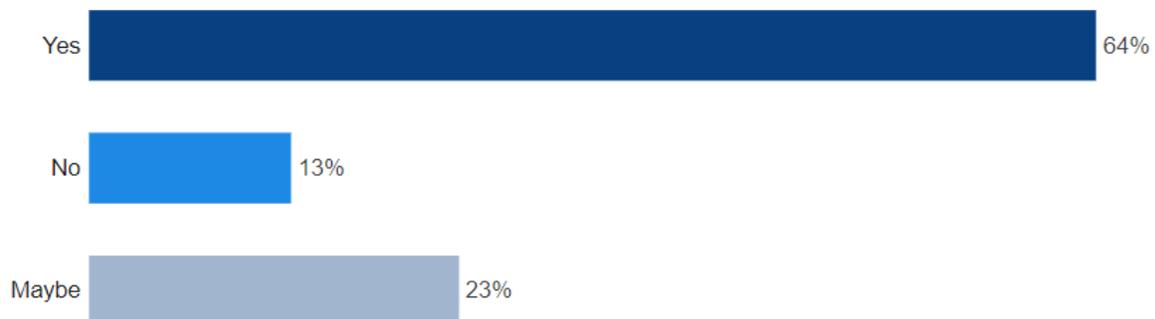
Satisfaction level

Below are the results of the questions regarding overall satisfaction with WaTech as a whole.

Question #6 - How would you rate the ease or difficulty of doing business with WaTech?



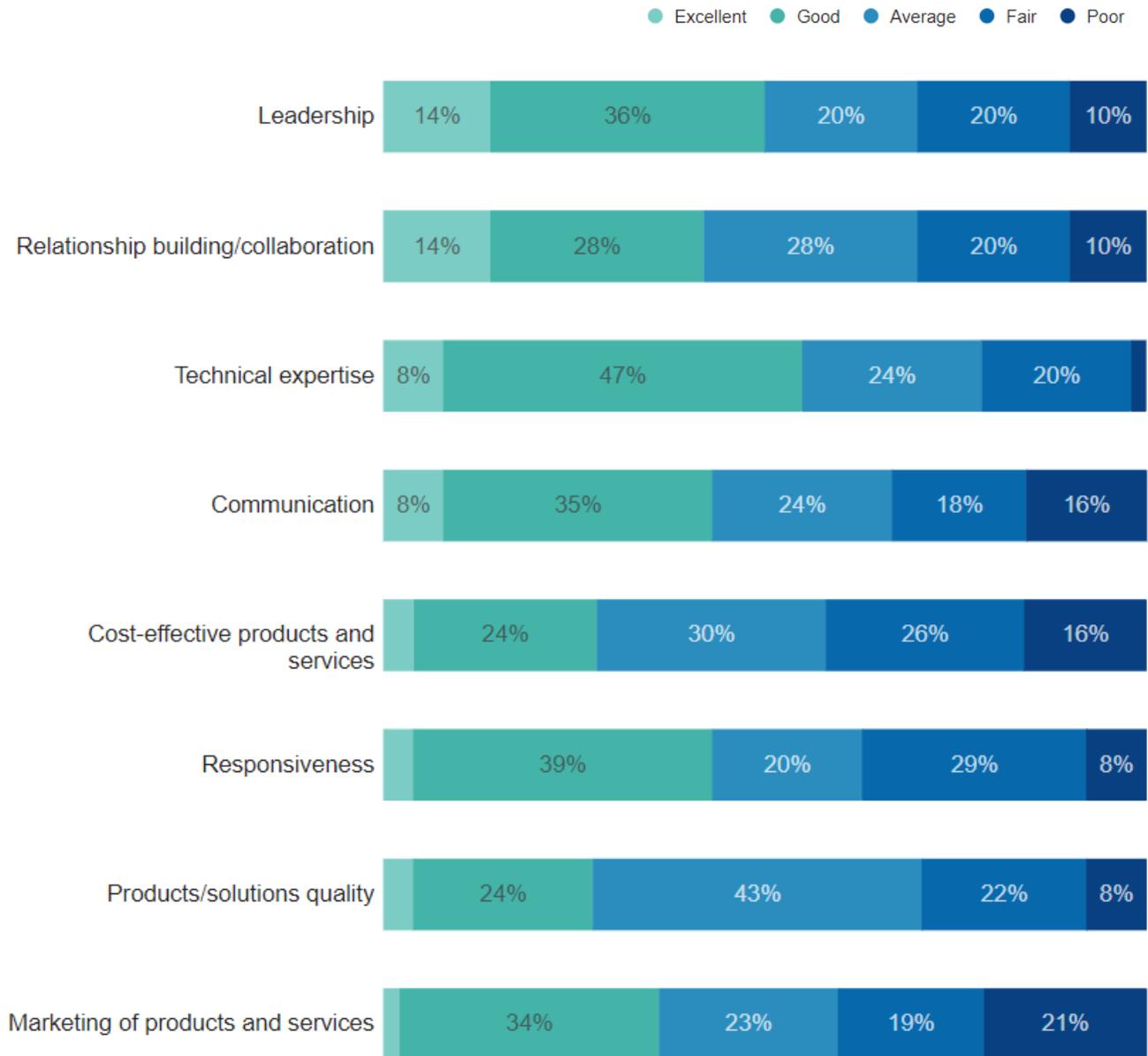
Question #7 - Do you understand how you are billed for services and solutions?



Question #8 - Do you know where to find information about service outages or change requests?

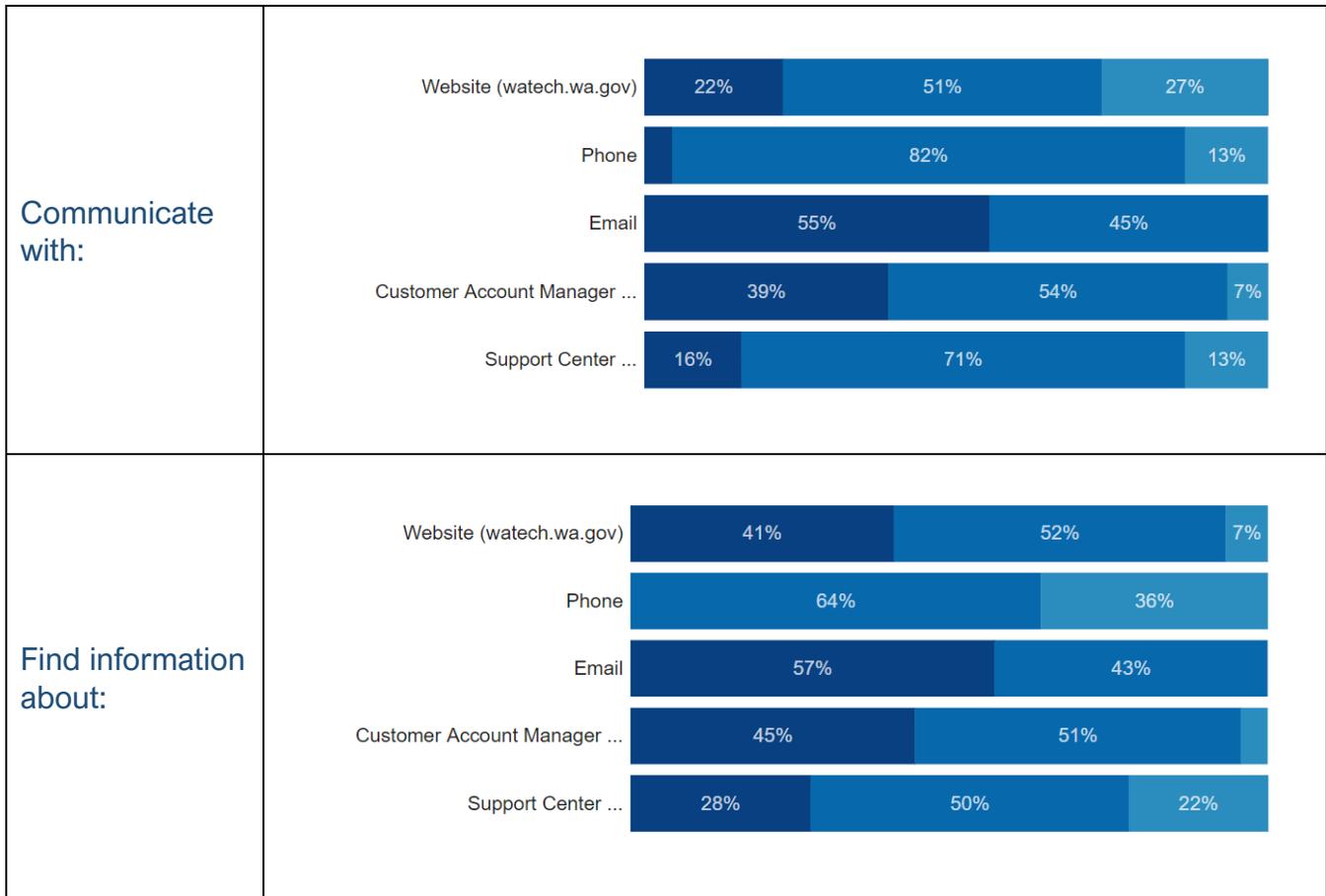


Question #9 – Please rate your satisfaction level with the following:



Question #10 – How do you prefer to find information about or communicate with WaTech?

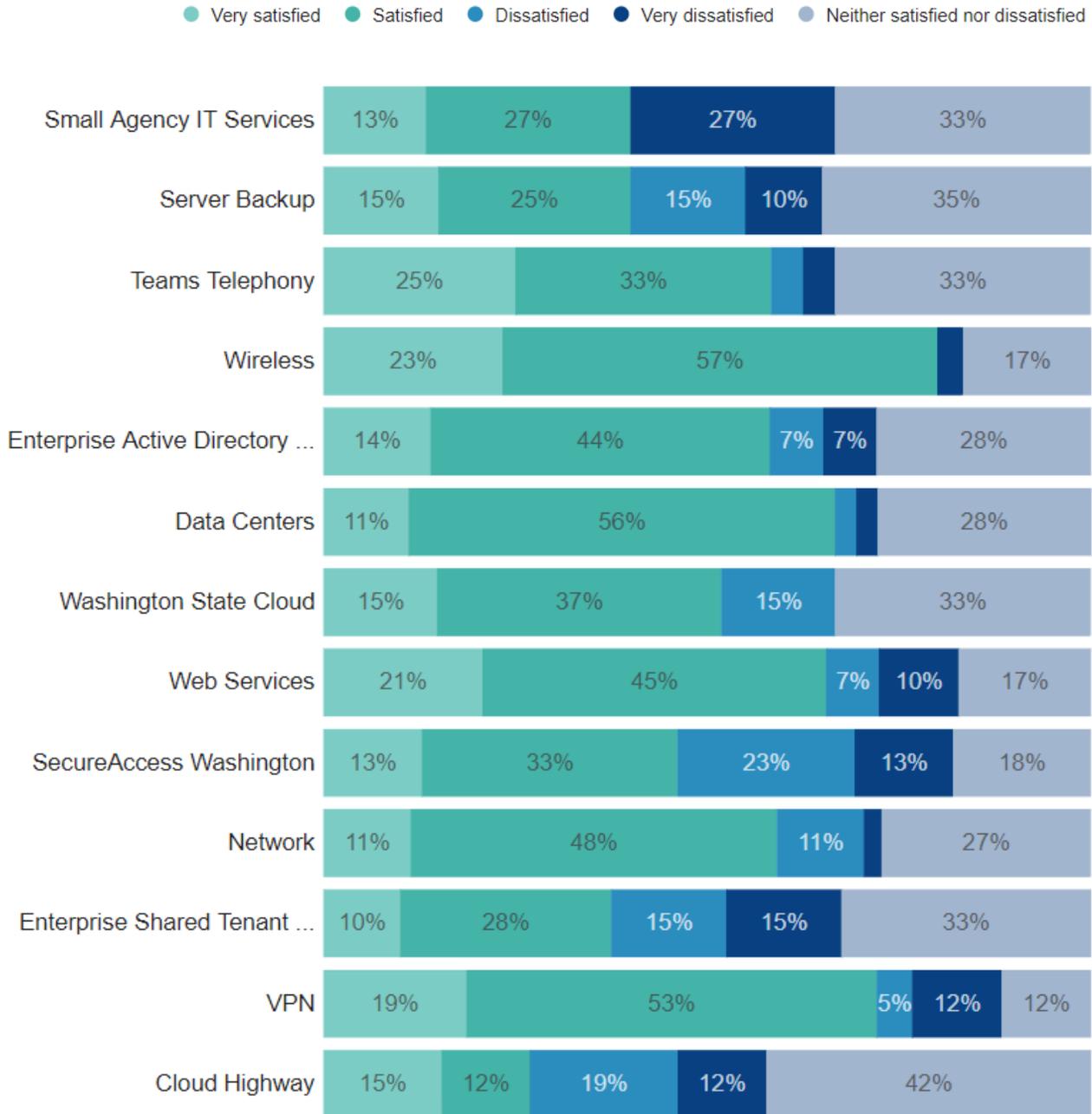
● Always ● Sometimes ● Never



Question #11 – How easy is it to find information on watech.wa.gov?

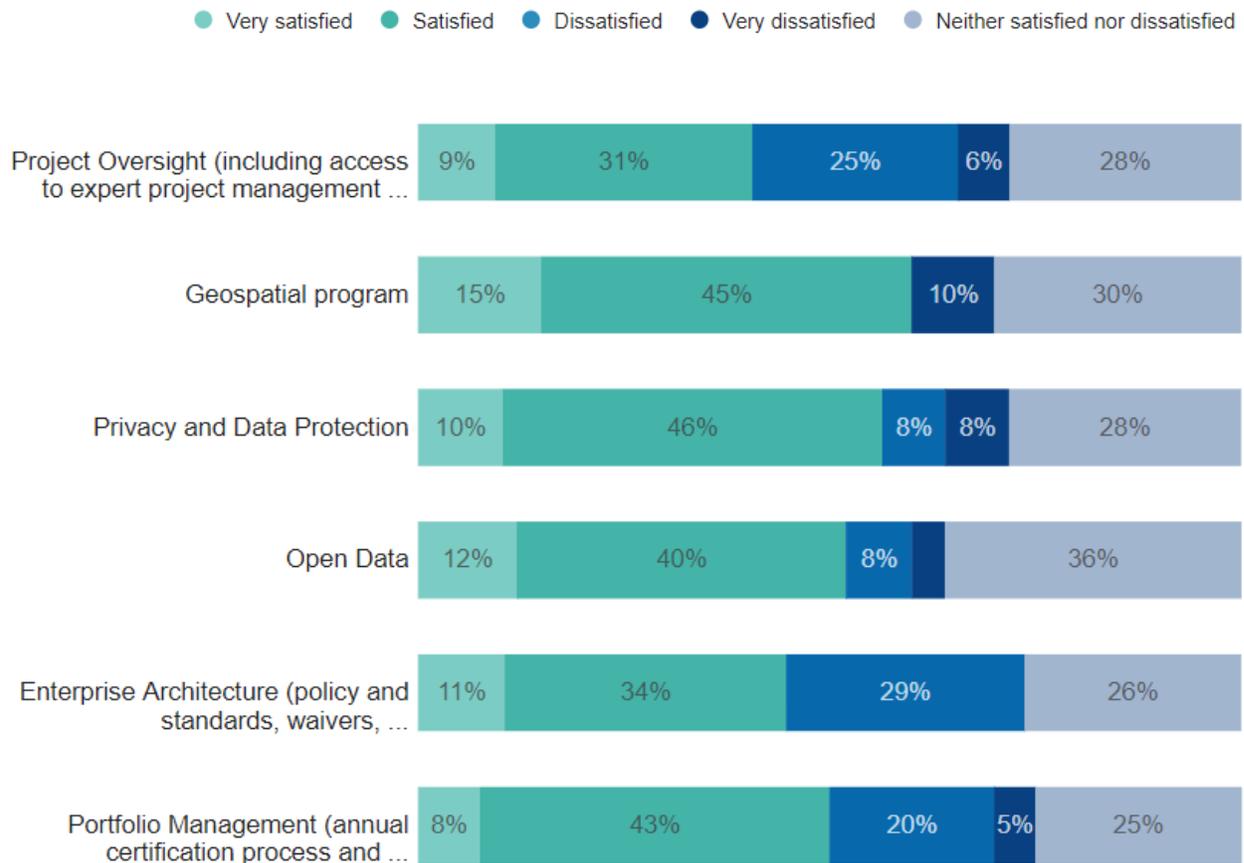


Question #12 – Which WaTech products and solutions have you experienced and what is your level of satisfaction?



Office of the Chief Information Officer

Question #13 – Which Office of the Chief Information Officer (OCIO) programs have you interacted with and what was your level of satisfaction?

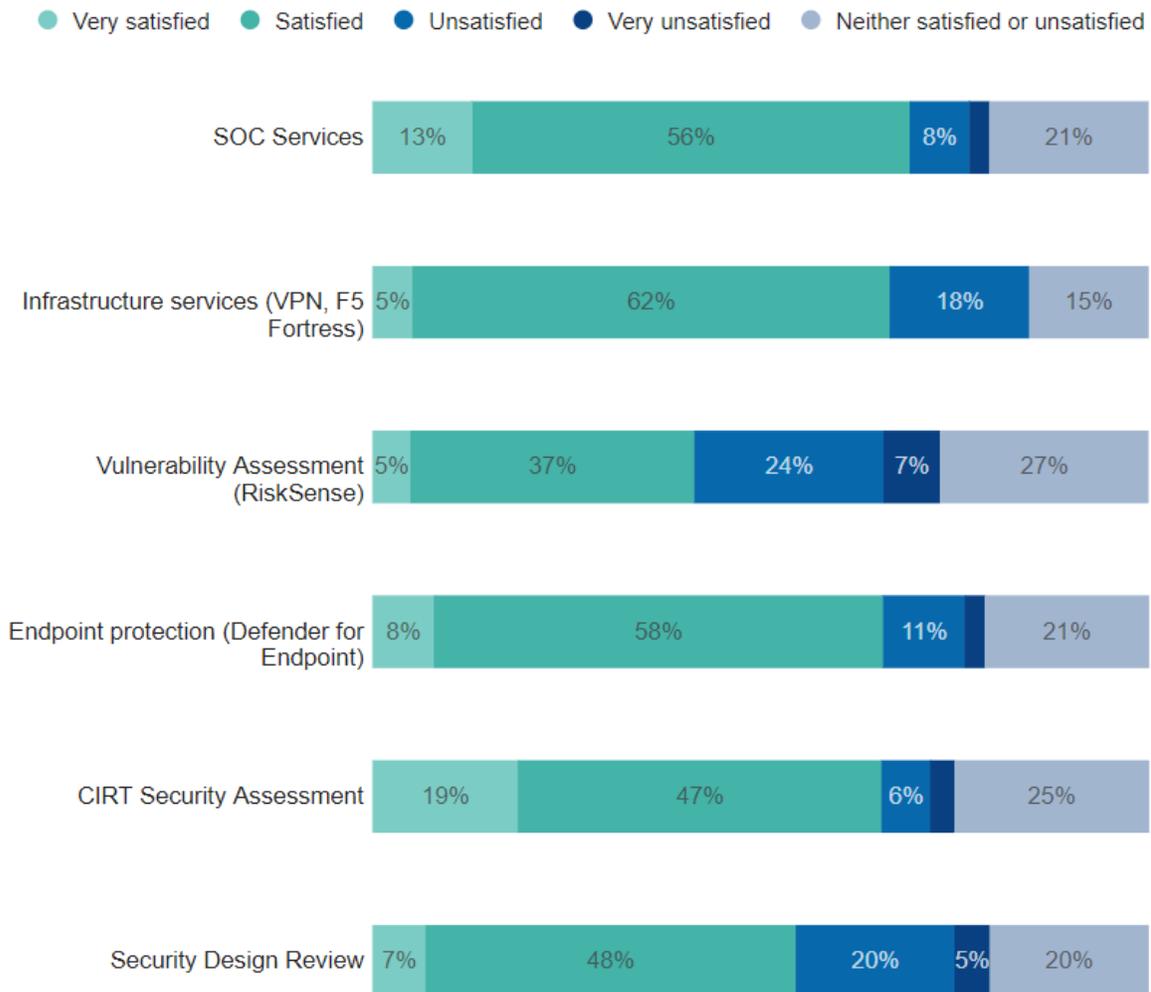


Feedback

- **Project Oversight**
 - Find the balance between oversight and partnership.
 - Focus on helping agencies be successful.
 - Avoid conflicting guidance to agencies.
- **Portfolio Management**
 - Increase collaboration opportunities with agencies and minimize the volume of agency requests.

Cybersecurity

Question #14 – Which Office of Cybersecurity (OCS) programs have you interacted with and what was your level of satisfaction?



Feedback

- Improve response times for infrastructure services.
- More support is needed for vulnerability assessment (RiskSense) to resolve on-going technical issues.
- Provide better communication and guidance for endpoint protection tools as they are improved.
- Streamline and simplify the Security Design Review to reduce the amount of information required from agencies and the time for OCS to complete the process.

Question #15 – Thank you for taking the time to complete our survey. Please share any additional comments or feedback below.

The feedback below summarizes general comments included in this question that did not fit a category above.

- The survey could be improved upon by categorizing services because some areas within WaTech do better than others.
- Appreciate the leadership and willingness to collaborate.
- Positive progress since last survey.
- Trust needs to be earned, with both customer relations AND verifiable actions, neither of which are readily apparent yet from WaTech.
- Great effort has been made with identifying and addressing several concerns.
- Information technology exists because of the business. The business does not exist for WaTech.
- Thank you for listening and communicating with transparency.

Key findings and next steps

A lot has changed since the last survey in 2018. WaTech has made significant progress during the past three years after weathering multiple leadership changes, significant fiscal challenges, and intense scrutiny and criticism. The 2021 survey reflects that progress and also highlights areas that we still need to continue to improve.

WaTech leadership recognizes the agency still has more work ahead. Leadership is committed to ongoing improvement of agency processes and performance to meet its mission to advance Washington's technology strategies and services.

Commitment to continuous improvement

In 2019, WaTech developed its initial [Strategic Roadmap](#) which identified projects and initiatives for transitioning and decommissioning services and transforming operations for 2019-2022. During the past two years WaTech has:

- Successfully decommissioned two services, Avamar and the on-premise Mainframe, and transitioned them to cloud-based platforms.
- Stood up the Enterprise Shared Tenant and made significant progress on migrating to Microsoft 365.
- Completed the Statewide Cloud Readiness Assessment and began work on the Enterprise Cloud Computing program.
- Implemented IPv6 within the state's network core.
- Stood up the Small Agency IT Services program onboarding five agencies and implementing Microsoft 365 for all 15 supported agencies.
- Implemented a new Multi-Factor Authentication solution for SecureAccess Washington (SAW).

Since March 2021, WaTech has been updating the Strategic Roadmap for 2021-2023, which takes a more holistic view to include all of the agency's external facing initiatives across key responsibilities. The updated roadmap is more comprehensive, focusing on key initiatives across service/operations, security and cloud acceleration. The agency has taken early drafts to the WaTech Advisory Council, WaTech staff and all CIOs. The roadmap will be finalized by the end of July and presented to the new state CIO in August. Once finalized, WaTech will take it to its customers again for a final follow-up.

Better communication and responsiveness

One of the prevailing themes throughout this survey was the need for more consistent and reliable communication and responsiveness from WaTech. This is a key focus for the agency and leadership has taken steps to improve outreach and engagement through initiating the weekly CIO and CISO check-in calls; redesigning and updating the watech.wa.gov website in 2019; and refreshing the Service Alerts and Notifications process and email template in 2020. However, more work is needed throughout all levels of the agency to increase and improve communication and responsiveness, especially at the frontline and service teams. WaTech is taking action to make these improvements through increased management support and training to instill a culture of communication and commitment to increase responsiveness, follow-up and

resolution of issues. In the last year, WaTech has refocused its ITSM approach and is implementing ITIL practices and processes across the agency including:

- Mandatory training for all WaTech staff on ITIL processes for Change Management, Request Fulfillment and Incident Management.
- Updates to service documentation and procedures at the Support Center.
- Continuous improvements to ITIL processes based on Key Performance Indicators.

This is an evolving culture and will take time for positive change to work its way into all service and support teams.

Leadership to pave the way

WaTech experienced multiple leadership changes in a short period of time between 2017 and 2018, but the agency began to develop more stability when Jim Weaver led the agency from December 2018 to March 2021. During his tenure, he made significant leadership changes that have resulted in a more cohesive and driven team of executive management that are engaging and collaborating with our customers in a more thoughtful and meaningful way. That approach has continued with Mark Quimby, Deputy Director of Technology and Operations, who took on the acting Director and State CIO position from March – July 2021.

Besides more collaboration and engagement, WaTech is delivering on its commitment to maintain and support an [information technology governance and advisory framework](#) that focuses on state priorities, policies, strategies and objectives. These groups meet on a regular basis to provide guidance and steering for strategic vision and planning for enterprise IT initiatives and projects. WaTech has been engaging the WaTech Advisory Council (WAC) and CIO Forum regularly for feedback and guidance of strategic initiatives, as well as engaging the CIO and CISO community as a whole.

Appendix 1 – Survey questions

1. What is the size of your agency (based on FTE count)?
2. Frequency of interaction.
3. How familiar are you with WaTech's strategic direction and roadmap?
4. Based on your experience, are your needs reflected in the strategic direction of WaTech?
5. Below are questions from the 2018 survey. We would like your feedback on these questions to assess the amount of progress WaTech has made since the last survey.
 - a. WaTech technical support are effective at diagnosing problems quickly.
 - b. WaTech technical support are knowledgeable about their product and services.
 - c. WaTech understands the urgency of your call or contact.
 - d. WaTech personnel treat your team with respect.
 - e. WaTech values the relationship they have with you.
 - f. WaTech is dedicated to complete and comprehensive resolution when service is impacted.
 - g. WaTech offers technology that works and is reliable.
 - h. WaTech is focused on continuous improvement with respect to their technology.
 - i. WaTech services allow you to be more responsive to your clients.
 - j. WaTech offers solutions at the right point of the innovation curve.
6. How would you rate the ease or difficulty of doing business with WaTech?
7. Do you understand how you are billed for services and solutions?
8. Do you know where to find information about service outages or change requests?
9. Please rate your satisfaction level with the following:
 - a. Service delivery
 - b. Customer service
 - c. Communication
 - d. Relationship building/collaboration
 - e. Leadership
 - f. Cost-effective products and services
 - g. Products/solutions quality
 - h. Technical expertise
 - i. Responsiveness
 - j. Marketing of products and services
10. How do you prefer to find information about or communicate with WaTech?
11. How easy is it to find information on watech.wa.gov?

12. Which WaTech products and solutions have you experienced and what is your level of satisfaction? (Check all that apply)
- a. Cloud Highway
 - b. VPN
 - c. Enterprise Shared Tenant (Microsoft 365)
 - d. Network
 - e. SecureAccess Washington
 - f. Web Services
 - g. Washington State Cloud
 - h. Data Centers
 - i. Enterprise Active Directory Services
 - j. Wireless
 - k. Teams Telephony
 - l. Server Backup
 - m. Small Agency IT Services
13. Which Office of the Chief Information Officer (OCIO) programs have you interacted with and what was your level of satisfaction? (Check all that apply)
- a. Project Oversight (including access to expert project management resources)
 - b. Geospatial program
 - c. Privacy and Data Protection
 - d. Open Data
 - e. Enterprise Architecture (policy and standards, waivers, administrative/financial system review, consultation on agency solutions/proposed solutions, etc.)
 - f. Portfolio Management (annual certification process and components, Technology Business Management program, etc.)
14. What Office of Cybersecurity (OCS) programs have you interacted with and what was your level of satisfaction? (Check all that apply)
- a. Security Design Review
 - b. CIRT Security Assessment
 - c. Endpoint protection (Defender for Endpoint)
 - d. Vulnerability Assessment (RiskSense)
 - e. Infrastructure services (VPN, F5 Fortress)
 - f. SOC Services
15. Thank you for taking the time to complete our survey. Please share any additional comments or feedback below.

Appendix 2 – Distribution list

Below is the list of agencies that were invited to participate in the survey.

| Agency |
|---|
| State Board of Accountancy |
| Department of Agriculture |
| Washington State Arts Commission |
| Office of the Attorney General |
| Washington State Center for Childhood Deafness and Hearing Loss |
| Caseload Forecast Council |
| State Commission on Judicial Conduct |
| Washington State Criminal Justice Training Commission |
| Department of Commerce |
| Washington State Courts |
| County Road Administration Board |
| Central Washington University |
| Department of Archaeology and Historic Preservation |
| Department of Children, Youth, and Families |
| Department of Enterprise Services |
| Department of Financial Institutions |
| Department of Fish & Wildlife |
| Department of Natural Resources |
| Department of Corrections |
| Department of Health |
| Department of Licensing |
| Department of Revenue |
| Department of Retirement Systems |
| Washington State Department of Services for the Blind |
| Department of Social and Health Services |
| Department of Veterans' Affairs |
| Department of Ecology |
| Employment Security Department |
| Evergreen State College |
| Eastern Washington University |
| Washington State Gambling Commission |
| Office of the Governor |
| State Health Care Authority |
| Human Rights Commission |

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| Superintendent of Public Instruction |
| Liquor & Cannabis Board |
| Legislature |
| Law Enforcement Officers' and Fire Fighters' Plan 2 Retirement Board |
| Labor and Industries |
| State Lottery Commission |
| Department of Military |
| Office of Administrative Hearings |
| Office of Civil Legal Aid |
| Office of Financial Management |
| Office of the Insurance Commissioner |
| Office of Public Defense |
| State Parks and Recreation Commission |
| Public Disclosure Commission |
| Public Employment Relations Commission |
| Washington Pollution Liability Insurance Program |
| Washington Recreation & Conservation Office |
| State Auditor's Office |
| State Board of Community & Technical Colleges |
| State Conservation Commission |
| State Investment Board |
| Washington Secretary of State |
| Transportation Improvement Board |
| Office of the State Treasurer |
| Utilities and Transportation Commission |
| University of Washington |
| Washington Health Benefit Exchange |
| Washington Health Care Facilities Authority |
| Washington Student Achievement Council |
| Washington State Department of Transportation |
| Washington State Institute for Public Policy |
| Washington State Patrol |
| Washington State School for the Blind |
| Washington State School Directors' Association |
| Washington State University |
| WSU Energy Program |
| Washington Workforce Training & Education Coordinating Board |
| Washington Traffic Safety Commission |
| Western Washington University |

Contact

Questions regarding the Customer Satisfaction Survey Report can be directed to:

Vickie Sheehan

Communications Director

vickie.sheehan@watech.wa.gov