2016 Telecommunications
Survey Analysis
Abstract

In June 2016, a customer service survey for Telecommunications was created with Qualtrics. The campus was solicited for their satisfaction of Telecommunications services and the results were collected over a period of several weeks. An initial glance at the results suggests that most campus Telecommunications customers are satisfied with the level of service provided. Despite the generally positive results, some elements of Telecommunications were pointed out as being sub par. Telecommunications can use these results to make improvements to better serve the campus community.

Survey results

21 individuals completed the survey. As shown in Figure 1, the clear majority of respondents were faculty or staff, with a small number of respondents being student workers.

Figure 1 – Survey Respondents
In addition, the survey was designed in such a fashion as to not allow the survey taker to skip any questions, they were able to list N/A as a valid response. This presents few, if any, problems. It does however result in what may seem like inconsistent totals at times.

This report will focuses on five areas: Services, Repairs and Installations, Wireless, Communication and Overall Satisfaction.

**Services**

Respondents were asked to rate eight Telecom services: cost of telephone service, accuracy of billing, voicemail, campus operators, instruction manuals, repairs, call trees, and UCCX. The scale used to rate the services was: Very Satisfied, Satisfied, Dissatisfied, Very Dissatisfied, and N/A.

Figure 2 shows that survey takers responded favorably in all areas with a majority of respondents answering either Very Satisfied or Satisfied. These figured were calculated without N/A responses.

- 66.7% responded in the satisfied range regarding cost of telephone service
- 75.0% responded in the satisfied range in response to accuracy of billing
- 77.8% responded in the satisfied range regarding voicemail
- 90.9% responded in the satisfied range in response to the campus operators
- 60.0% responded in the satisfied range regarding instruction manuals
- 64.3% responded in the satisfied range regarding repairs
- 54.5% responded in the satisfied range in response to call trees
- 70.0% responded in the satisfied range in regarding UCCX

When comparing these figures to the 2014 survey results, overall customer satisfaction has decreased. Accuracy of billing, campus operators and UCCX are the categories in which customer satisfaction has increased. The remaining five categories have decreased considerably, each by 10% or more.
When respondents were asked about quality of transmission of phone service, 80.9% responded with very good or good, and the remaining 19.1% rated it as fair.

**Repairs and Installations**

Respondents were first asked how often their UNLV phone works. The majority at 90.4% said all or most of the time. 4.8% said some of the time and 4.8% said not very often.

**Repairs:**

The results seen in Figure 3 show that the respondents were mostly satisfied will all aspects of repairs. Compared to 2014 results, the satisfaction with the cost of repairs went up and ease of the repair process stayed the same. All other categories had a slight decrease of satisfaction.
• 57.2% responded in the satisfied range in reference to the time it took for the repair.
• 57.2% responded in the satisfied range regarding the quality of the repair.
• 66.7% responded in the satisfied range when asked about the repair cost.
• 83.3% responded in the satisfied range regarding ease of the repair process.
• 83.3% responded in the satisfied range when asked about the technician that made the repair.
• 83.3% responded in the satisfied range in reference to overall satisfaction.

Figure 3 – Repair Ratings
Installations:

Figure 4 shows the responses regarding installations. Results for installations were mostly in the satisfied range.

- 50.0% responded in the satisfied range regarding the time it took for the installation.
- 100.0% responded in the satisfied range regarding the quality of the installation.
- 100.0% responded in the satisfied range regarding the cost of the installation.
- 100.0% responded in the satisfied range regarding the technician who did the installation.
- 100.0% responded in the satisfied range regarding the overall satisfaction with the installation.

Figure 4 – Installation results
Wireless

Satisfaction with AT&T as the wireless provider has decreased significantly compared to the 2014 survey results where all respondents were neutral or satisfied.

- 72.7% responded within the satisfied range.
- 27.3% responded with dissatisfied or very dissatisfied.

![Wireless Ratings](image)

**Figure 5 – Wireless Ratings**

One comment was made about the dissatisfaction with AT&T:

*The Representative Brady is very rude. The toll free customer service line never knows anything about UNLV.*
**Communication**

Participants were asked to respond to a series of questions regarding how Telecommunications provides information and communication to the campus.

70% of respondents have visited the Telecommunications website with 77% of those finding the information they were looking for.

Two comments were made by respondents who were not satisfied with the website:

- *[I did not find] actual information to get in contact with the department and what the department is responsible for.*

- *Submitting a work order requires an account number which I don’t often know and sometimes our AA is not around to ask.*

Figure 6 shows ratings for the Telecommunications website as an efficient tool for providing information. 84.6% of respondents find the information provided as good, very good or excellent.

![Figure 5 – Website Ratings](image.png)
When asked about their preferred method of receiving communication regarding Telecommunications policy and process changes, 85% of respondents prefer email. The remaining few prefer communication via UNLV Today or the Telecommunications website.

**Overall Satisfaction**

When respondents were asked about overall satisfaction with Telecommunications Services, 76.5% of participants answered in either satisfied or very satisfied. 23.5% responded as either dissatisfied or very dissatisfied. Overall satisfaction has slightly decreased since the 2014 survey, though the lack of a neutral choice response may account for this change. These responses can be seen in Figure 6.

![Figure 6 – Overall Satisfaction](image-url)
The following are suggestions for improvement for Telecommunications from respondents:

*C More advance notice of phone outages. We work on the weekends and have to close our center when the telephones are non-operational so it would be nice to know at least a week in advance.

*B Better customer service and communication

*C Need to have the same desk phone system for all users

*C Conference calling for free

**Analysis**

The survey results indicate a general level of satisfaction with Telecommunications service to the campus. While many areas have shown a decreased satisfaction, the responses from this survey are from a very small sample size of the campus faculty and staff community at only 21 respondents. This is a decrease from the 2014 Telecom survey which had 32 respondents.