

State of Texas
Department of Information Resources



Exhibit 3.5
Version 1.1

Customer Satisfaction

Multi-Sourcing Services Integrator
DIR-ESS-MSI-407

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1 INTRODUCTION

This Exhibit describes the requirements related to developing and administering feedback mechanisms such as customer satisfaction surveys for measuring, analyzing, reporting, and improving Customers' overall experience with the Department of Information Resources (DIR) Shared Services. Each feedback mechanism collects quantitative and/or qualitative data that may be analyzed for improvement opportunities.

Constituents, including citizens and other end-users, are the ultimate beneficiaries of DIR Shared Services. These feedback mechanisms are developed and collected by Service Component Providers (SCPs) via optional in-application, post service surveys. The primary mechanisms for gathering constituent feedback include the Constituent Portal Survey and the Constituent Application Survey.

There are also several mechanisms to solicit feedback from Customers for incorporation into the direction and quality of DIR Shared Services.

The Successful Respondent is responsible for the development and administration of the following feedback mechanisms:

1. Overall Customer Satisfaction Survey;
2. Customer Scorecard;
3. Customer Service Desk Surveys;
4. Constituent Live Help Chat Support Surveys;
5. Constituent Texas.gov Portal Surveys; and
6. Constituent Texas.gov Service Application Surveys.

2 METHODOLOGY

For all surveys, the Successful Respondent shall follow research standards for quality, response rates, and industry best practices, including:

1. Survey questions will be validated and approved by DIR prior to use;
2. To ensure the questions measure what is intended; the Successful Respondent shall validate the Overall Customer Satisfaction Survey through an independent third party;
3. Use of scale that provides adequate granularity;
4. Use of open-ended questions, when appropriate;
5. Survey of Customers currently receiving Service, to ensure the responses are reasonably valid reflections of service delivery of all Shared Services offered by DIR;
6. Use of tailored survey questions based on the actual Services received;
7. Protection of customer confidentiality, to include the allowance of optional anonymous responses, as instructed by DIR; and
8. Sampling, data collection, and objective analysis to protect against bias and promote impartial results.

3 SURVEY INITIATIVES

To meet DIR's desire for objective and comparable results, the Successful Respondent shall utilize, at a minimum, six (6) separate survey initiatives in gathering customer feedback to measure satisfaction.

3.1 Overall Customer Satisfaction Survey

The Successful Respondent shall engage an independent third-party, approved by DIR, to conduct overall satisfaction surveys of all DIR Shared Services, including but not limited to Data Center Services (DCS), Texas.gov, Managed Application Services (MAS), and Managed Security Services (MSS). Survey participation should target a high volume of participation of the following separate Customer audiences:

1. Customer Business Executives;
2. Customer IT Staffs; and
3. DIR Staff.

The Successful Respondent is responsible for all work to conduct surveys. The Successful Respondent shall:

- 3.1.1 Conduct the Overall Customer Satisfaction Survey annually, at a minimum, unless otherwise requested by DIR, as defined in **Exhibit 3.3 Critical Deliverables**.
- 3.1.2 Include questions regarding the performance of the Successful Respondent and all SCPs.
- 3.1.3 Develop questions to be used in the Overall Customer Satisfaction Survey, subject to DIR approval.
 - 3.1.3.1 Design questions to elicit Customer responses in key areas as determined by DIR.
 - 3.1.3.2 Validate questions through an independent third party.
- 3.1.4 Develop and maintain surveys and survey results to measure overall customer satisfaction for all DIR Shared Services.
- 3.1.5 Submit to DIR the materials and methodology for the Overall Customer Satisfaction Surveys at least thirty (30) DIR Business Days prior to the scheduled start date for each survey.
- 3.1.6 Engage an independent third party, approved by DIR in accordance with **Section 4.4** of the MSA, to conduct all "Overall Customer Satisfaction Surveys."
 - 3.1.6.1 Ensure that the approved third party accomplishes the receipt of completed surveys from DIR Customers and the tabulation of results from the surveys.
 - 3.1.6.2 Ensure that the approved third party analyzes the DIR Customer's written comments and provides summary perspectives.
- 3.1.7 Produce a results report tracking response trends against prior surveys conducted, showing trends from 2011 to present.

- 3.1.8 Conduct each of the Overall Customer Satisfaction Surveys with designated DIR Customer personnel, as specified by DIR.
- 3.1.9 Complete the first of each Overall Customer Satisfaction Surveys by the first January after Commencement, and then annually thereafter.
- 3.1.10 Conduct the Overall Customer Satisfaction Surveys on an annual basis or another timeframe as designated in the Service Management Manual (SMM);
- 3.1.11 Attempt to attain at least a seventy-five percent (75%) response rate to the survey, with goal of meeting or exceeding the previous year's participation rate. DIR recognizes that the Successful Respondent cannot compel user participation in Overall Customer Satisfaction Surveys; however, to facilitate satisfactory response rates by survey participants, the Successful Respondent shall:
 - 1. Send an email communication in advance of periodic surveys stressing the importance of participation and feedback;
 - 2. Send up to two (2) follow up email communications to surveyed users requesting participation; and
 - 3. Track survey participation rates and provide this information to DIR and DIR Customers.
- 3.1.12 Report to the DIR Customer Service Operations Director within four (4) weeks after the completion of the survey;
- 3.1.13 Report to the DIR Customer group that was asked to respond to the survey, as directed by DIR;
- 3.1.14 Review results at DIR's Governance Group meetings including, but not limited to, the BELC, Information Technology Leadership Committee (ITLC), and associated Service Delivery Solution Groups; and
- 3.1.15 Report to other DIR Customers as directed by DIR.
- 3.1.16 Conduct follow-on reviews or other activities as requested by DIR;
- 3.1.17 Create a Customer Satisfaction Improvement plan for DIR's Shared Services with the participation of all SCPs as specified in **Exhibit 3.3 Critical Deliverables**; and

3.2 Monthly Customer Scorecards

The Customer Scorecard is intended to identify each Customer's rating of the SCPs' and Successful Respondent's performance against the contract requirements for each DIR Shared Service. The Scorecard is intended to be a self-service reporting tool that is executed within a central repository for the collection of monthly customer feedback, development of corrective actions, and reporting to DIR.

The Successful Respondent shall perform monthly surveys in the form of a Customer Monthly Scorecard. The Successful Respondent is responsible for all work to develop and conduct such

surveys, in coordination with DIR Customers and DIR Governance Service Delivery Solution Groups for each DIR Shared Service.

The Successful Respondent shall:

- 3.2.1 Develop and maintain a central repository for the historical collection of the customer scorecards;
- 3.2.2 Collect all customer feedback responses by the monthly date approved by DIR;
- 3.2.3 Analyze and report customer specific trends as well as enterprise trends;
- 3.2.4 Coordinate with DIR, SCPs, and DIR Customers on any corrective actions or areas for improvement;
- 3.2.5 Track SCPs' progress on corrective actions or improvement initiative;
- 3.2.6 Coordinate with Customer focus or governance groups and DIR on any improvements or enhancements to the Scorecard prior to implementation; and
- 3.2.7 Report Customer scorecard responses, trends, and corrective actions and deliver both detailed and summarized reports to the DIR Customer Service Operations Director and other key contacts.

3.3 Service Desk Surveys

The Service Desk Survey is intended to identify each Customer's rating pertaining to the level of service they received upon contacting the Service Desk.

The Successful Respondent shall perform surveys of Service Desk Satisfaction for a subset of the problems, questions, or requests from Authorized Users that are resolved by, or coordinated by, the Service Desk.

The Successful Respondent shall perform all work required to conduct such survey. The Successful Respondent's shall, at a minimum:

- 3.3.1 Select, on a random basis, twenty percent (20%) of the daily contacts managed by the Service Desk, including Contacts resolved by Level 2 Support or Level 3 Support personnel;
- 3.3.2 Where twenty percent (20%) of the daily Contacts does not provide a statistically valid sample, the Successful Respondent and DIR may mutually agree to an alternate survey approach that will yield results statistically representative of Service Desk satisfaction;
- 3.3.3 Generate an electronic communication (email, live pop-up) containing the Survey of Service Desk Satisfaction and instructions to each of the DIR Customers making up the random sample of the Contacts;
- 3.3.4 Deliver such electronic communications to the DIR Customers within two (2) hours of

resolving the Contact's incident;

- 3.3.5 Receive completed surveys of Service Desk Satisfaction from DIR Customers and tabulating results from such surveys; and
- 3.3.6 Report survey results and recommend corrective actions to DIR, specifically the DIR Customer Operations Director on a monthly basis.

3.4 Constituent Live-help (Chat) Survey

The Constituent Live-help (Chat) Survey is intended to identify the level of customer satisfaction by users (State of Texas Constituents or citizens) utilizing the live-help chat functionality of the Texas.gov website. The Constituent Live-help (Chat) Survey is an optional in-application, post-service survey intended to identify each user's rating pertaining to the level of service they received upon using the Live-Help service.

The Successful Respondent shall provide the option for a user to select to participate in a Service Desk Live Chat Satisfaction survey after they complete their Live-Help service. For those users that don't elect to participate, the Successful Respondent shall randomly distribute the survey as described below.

The Successful Respondent is responsible for all work to conduct such surveys. The Successful Respondent shall, at a minimum:

- 3.4.1 Select, on a random basis, twenty percent (20%) of the daily Contacts managed by the Service Desk, including Contacts resolved by Level 2 Support or Level 3 Support personnel;
- 3.4.2 Where twenty percent (20%) of the daily Contacts does not provide a statistically valid sample, the MSI and DIR may mutually agree to an alternate survey approach that will yield results statistically representative of Service Desk satisfaction;
- 3.4.3 Generate a post-session survey containing the Survey of Service Desk Satisfaction and instructions to each of the users making up the User-selected and random sample of the Contacts;
- 3.4.4 Deliver such satisfaction surveys to the user upon completing the live chat session;
- 3.4.5 Receive completed surveys of Live Chat Service Desk Satisfaction from users and tabulate results from such surveys;
- 3.4.6 Report survey results and recommend corrective actions to DIR, specifically the DIR Customer Operations Director on a monthly basis;
- 3.4.7 Analyze and report Successful Respondent, User, SCP, and DIR Customer specific trends as well as enterprise trends;
- 3.4.8 Coordinate with SCPs and DIR Customers on any corrective actions or areas for improvement; and

- 3.4.9 Track Successful Respondent and SCPs' progress on corrective actions or improvement initiatives.

3.5 Texas.gov Portal Survey

The Texas.gov Portal Survey is intended to identify the level of satisfaction by users (Constituents) of the Texas.gov State Portal. The Texas.gov Portal Survey is an optional in-application, post-service survey conducted by the SCP. Conducting the Texas.gov Portal User Satisfaction Survey is not the responsibility of the Successful Respondent, however, the Successful Respondent shall, at a minimum:

- 3.5.1 Coordinate with the SCP on the receipt of survey responses for the evaluation of user feedback, development of corrective action, and Reporting to DIR.
- 3.5.2 Collect all user feedback responses by an agreed upon date;
- 3.5.3 Analyze and report user specific trends as well as enterprise trends;
- 3.5.4 Coordinate with the SCP and Customers on any corrective actions or areas for improvement;
- 3.5.5 Track the SCP's progress on corrective actions or improvement initiatives;
- 3.5.6 Coordinate with Customer focus or governance groups and DIR on any improvements or enhancements to the Texas.gov State Portal prior to implementation; and
- 3.5.7 Report user responses, trends, and corrective actions and deliver both detailed and summarized reports to the DIR Customer Service Operations Director; and other key contacts.

3.6 Texas.gov Service Application Survey

The Texas.gov Service Application Survey is intended to identify the level of customer satisfaction by application users (state of Texas Constituents or citizens) utilizing specific portal applications. The Texas.gov Service Application Survey is an optional in-application, post-service survey. Conducting the Texas.gov Application Survey is not the responsibility of the Success Respondent, however, the Successful Respondent shall, at a minimum:

- 3.6.1 Coordinate with the SCP on the receipt of survey responses for the evaluation of feedback, development of corrective action and reporting to DIR conducted by the SCP;
- 3.6.2 Collect all user feedback responses by an agreed upon date;
- 3.6.3 Analyze and report user specific trends as well as enterprise trends;
- 3.6.4 Coordinate with SCP and DIR Customers on any corrective actions or areas for improvement;
- 3.6.5 Track SCP's progress on corrective actions or improvement initiatives;

- 3.6.6 Coordinate with Customer focus or governance groups and DIR on any improvements or enhancements to the Texas.gov Service Applications prior to implementation; and
- 3.6.7 Report user responses, trends, and corrective actions and deliver both detailed and summarized reports to the DIR Customer Service Operations Director and other key contacts.

4 CUSTOMER SATISFACTION REQUIREMENTS

The Successful Respondent will have responsibility for conducting the development, maintenance, and execution of the customer surveys for all DIR Shared Services. The Successful Respondent shall facilitate distribution, collect responses, tabulate results, develop corrective actions, and report results back to DIR and DIR Customers as part of an ongoing program for measuring and improving customer satisfaction across all DIR Shared Services.

The Texas.gov SCP will have the responsibility for conducting the development, maintenance, and execution of surveys that are delivered as optional in-application, post-service surveys, targeting constituents. The Successful Respondent shall collect these responses from the Texas.gov SCP, tabulate results, develop improvement initiatives, and report results to DIR and DIR Customers.

4.1 Successful Respondent Responsibilities

For all customer satisfaction surveys, the Successful Respondent shall:

- 4.1.1 Establish and document policies for creation and the review of all surveys and scorecards as approved by DIR;
- 4.1.2 Establish and track annual and monthly performance goals for customer satisfaction with input from DIR;
- 4.1.3 Establish and document processes for conducting surveys and scorecards including timeframes, and for communicating results to all stakeholders;
- 4.1.4 Coordinate the creation and development of survey materials and methodologies, to include scorecards, with DIR and SCPs;
- 4.1.5 Conduct, receive, analyze, and measure the DIR Shared Services Surveys;
- 4.1.6 Receive, analyze, and measure the following DIR Shared Services optional in-application satisfaction surveys;
- 4.1.7 Receive completed surveys and scorecards from DIR Customers and Constituents, and tabulate results;
- 4.1.8 Analyze results of surveys to identify trends and provide analysis to DIR;
- 4.1.9 Submit a request for suggestions from customers and/or governance group on how to improve customers' satisfaction with the services offered by DIR;

4.1.10 Coordinate with the SCP on recommendations and implementation plans for areas requiring attention, as approved by DIR; and

4.1.11 Report survey and scorecard result analytics to DIR and DIR Customers.

4.2 Service Component Providers' Responsibilities

SCPs have responsibility to support the Successful Respondent in developing, reporting, and tracking customer satisfaction. SCPs shall follow the Successful Respondent's process as defined in the SMM to respond to customer feedback obtained through the survey process for both the annual survey and monthly scorecard.

SCPs shall coordinate with the Successful Respondent to meet the requirements and responsibilities to do the following:

4.2.1 Analyze customer satisfaction for each Service Component of DIR Shared Services provided, as appropriate, based on the audience for each survey or scorecard.

4.2.2 Request suggestions from DIR Customers on how to improve satisfaction for all DIR Shared Services.

4.2.3 Make recommendations for survey questions pertaining to service areas within the Service Components.

4.2.4 Submit in-application, post-service survey responses to the Successful Respondent.

4.2.5 Establish annual and monthly performance goals for customer satisfaction with input from DIR.

4.2.6 Review results of surveys and customer scorecard comments to identify trends.

4.2.7 Promptly submit recommendations and implementation plans for areas requiring attention to the Successful Respondent.

4.2.8 Track and report progress of implementations toward the improvement of customer satisfaction on a quarterly basis.