Exhibit to Managed Application Services
Service Component Provider
Master Services Agreement

DIR Contract No. DIR-MAS-SCP-RCR-001

Between

The State of Texas, acting by and through
the Texas Department of esources

and

Allied Consultants, Inc.

Exhibit 14

Customer Satisfaction Surveys

January 30, 2017

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EXHIBIT 14
CUSTOMER SATISFACTION SURVEYS

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Update Methodology for **Exhibit 14**

The following update methodology is incorporated as part of **Exhibit 14**:

Title	Methodology for Updating Exhibit
Exhibit 14 Customer Satisfaction Surveys	**Exhibit 14** may only be modified by formal amendment, in accordance with **Section 21.7** of the MSA.

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1.   INTRODUCTION

This Exhibit describes the requirements and policies related to customer satisfaction surveys.

The MSI will have responsibility for coordinating the development, maintenance and execution of the surveys at a DIR and STC Customer level. The MSI will facilitate responses, tabulate results and report results back to DIR and STC Customers as part of an ongoing program for measuring customer satisfaction.

DIR will have overall review and approval of the customer satisfaction surveys, to include input and approval of the survey recipients, the survey methodology, and the survey questions.

This exhibit describes the requirements for the MSI to develop surveys and compile survey results. Service Component Providers are required to respond to the survey results and implement improvement plans. Attachment 3-C includes a Critical Deliverable for Service Component Providers to deliver a Customer Satisfaction Improvement Plan annually, in response to the survey results.

1.1   Methodology

In order to meet DIR's desire for objective and comparable results, the questions and the process should meet research standards for quality and follow industry best practices, including:

    a.   use of survey questions validated by an independent Third Party and approved by DIR, to ensure that the questions can be used to measure what is intended;

    b.   use of scale that provides adequate granularity;

    c.   survey of customers receiving recent Service, to ensure that the responses are reasonably valid reflections of Service delivery;

    d.   protection of customer confidentiality, so respondents cannot be identified by their answers and facilitate honest responses; and

    e.   sampling, data collection, and analysis by an independent Third Party, to protect against bias and promote impartial results.

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2. GENERAL CUSTOMER SATISFACTION

2.1   MSI Specific Responsibilities

The MSI's responsibilities include and the MSI will do the following:

1. Establish policies for creation of surveys, review of surveys as approved by DIR.

2. Establish annual performance goals for customer satisfaction with input from DIR.

3. Establish processes for conducting surveys and communicating results.

4. Coordinate the creation and development of surveys with DIR and Service Component Providers.

5. Measure customer satisfaction in all surveys along standard customer satisfaction aspects of being: accessible, courteous, helpful, knowledgeable and responsive.

6. Measure customer satisfaction for Service Components, as appropriate, based on the audience for each survey.

7. Request suggestions from customers on how to improve customers' satisfaction with the Services.

8. Develop the materials and methodology for each survey.

9. Submit the materials and methodology to DIR for its approval at least thirty (30) days prior to the scheduled start date for each survey

10. Conduct overall customer satisfaction surveys, which are:

    10.1.   Business Executive Customer Satisfaction Survey;

    10.2.   IT Staff Customer Satisfaction Survey; and

    10.3.   DIR Staff Customer Satisfaction Survey.

11. Conduct surveys of Service Desk Satisfaction.

12. Track survey response rates.

13. Actively follow-up with STC Customers to achieve a high response rate to the survey requests, at least to the minimum response rate specified for each survey.

14. DIR recognizes that MSI cannot compel user participation in Customer Satisfaction Surveys; however, to facilitate satisfactory response rates by survey participants, MSI will:

    14.1.   Send an email communication in advance of periodic surveys stressing the importance of participation and feedback;

    14.2.   Send up to two (2) follow up email communications to surveyed users requesting participation; and

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14.3.   Track participation rates by STC Customer and provide this information to DIR and STC Customers.

15.   Receive completed surveys from STC Customers and tabulate results from the surveys.

16.   Analyze results of surveys to identify trends and provide analysis to DIR.

17.   Promptly submit recommendations and implementation plans for areas requiring attention.

18.   Provide a day-to-day feedback mechanism.

2.2   Service Component Providers' Responsibilities

The Service Component Providers have responsibility to support the MSI in developing, delivering, reporting, and tracking customer satisfaction. The Service Component Providers shall coordinate with the MSI to meet the requirements and responsibilities to do the following:

1.   Measure customer satisfaction for each Service Component or unique Service provided, as appropriate, based on the audience for each survey.

2.   Request suggestions from customers on how to improve customers' satisfaction with the Services.

3.   Make recommendations for survey questions to reflect Managed Application Services.

4.   Establish annual performance goals for customer satisfaction with input from DIR.

5.   Review results of surveys to identify trends.

6.   Promptly submit recommendations and implementation plans for areas requiring attention.

7.   Track and report on progress of implementations toward the improvement of customer satisfaction on a monthly basis.

8.   Perform an Exit Survey upon completion of each Managed Application Service provided.

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3. SURVEYS OF OVERALL CUSTOMER SATISFACTION

The MSI is responsible for all work to conduct surveys. The MSI's responsibilities include and the MSI will do the following:

1. Develop and maintain surveys to measure overall customer satisfaction.

2. Establish annual performance goal for overall customer satisfaction in cooperation with the Service Component Providers, within three (3) months of the survey results.

3. Engage an independent Third Party, approved by DIR in accordance with **Section 7.6** of the Agreement to conduct all "Overall Customer Satisfaction Surveys".

   3.1. The approved Third Party shall accomplish the receipt of completed surveys from STC Customers and the tabulation of results from the surveys.

4. Conduct each of the Overall Customer Satisfaction Surveys with designated STC Customer personnel, as specified by DIR.

5. Complete the first of each Overall Customer Satisfaction Surveys in accordance with the established schedule.

6. Conduct ongoing each of the Overall Customer Satisfaction Surveys on a semiannual basis or another timeframe designated in the Service Management Manual.

7. Attempt to attain at least a seventy-five percent (75%) response rate to the survey.

8. Report the results to:

   8.1. The DIR Managed Application Services Manager within four (4) weeks after the completion of the survey.

   8.2. The STC Customer group that was asked to respond to the survey, as directed by DIR.

   8.3. Other STC Customers as directed by DIR.

9. Conduct follow-on reviews or other activities as requested by DIR.

3.1 Overall Customer Satisfaction Surveys

The Overall Customer Satisfaction Surveys are:

1. Business Executive Customer Satisfaction Survey

2. IT Staff Customer Satisfaction Survey

3. DIR Staff Customer Satisfaction Survey

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4. MONTHLY SERVICE PROVIDER SCORECARD

Attachment 13-A contains a requirement for the Service Providers to produce monthly a report that captures each Customer's scorecard on the Service Providers' performance. The MSI sends the scorecard to each Customer and tabulates results. Service Providers are required to evaluate monthly the customer feedback and resolve the issues generating below average ratings. Service Providers will be required to report to DIR and Customers on issues identified through the scorecard process and how those issues are being resolved.

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5.   DAY-TO-DAY FEEDBACK

The MSI's responsibilities include and the MSI will do the following:

1. Create and advertise a web site for day-to-day feedback from STC Customers, accessible through the Portal.

2. Make site available one (1) month after the Commencement Date, or at a later time as approved by the DIR Managed Applications Services Manager.

3. Ensure site captures name and agency of STC Customer submitting the feedback.

4. Provide a monthly transcript and analysis of the feedback received to the DIR Managed Applications Services Manager.

5. Discuss any feedback received with appropriate STC Customer monthly.

6. Analyze feedback to identify trends. Submit recommendations and implementation plans for areas requiring attention.

7. Provide for all Authorized Users to review all feedback received.

8. Final design of the day-to-day feedback mechanism shall be approved by DIR.

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