CASE STUDY

CFI Group Helps Client Rebrand Help Desk and Improve User Satisfaction

About the Agency

Our client provides IT services to a large agency within the Federal Government offering a wide variety of services to over 9 million customers through more than 1,200 locations.

The Challenge

After being in the top tier for several years, satisfaction with IT services had plummeted at one of the agency's Oklahoma facilities. IT customer satisfaction at this citizen support center had been exemplary by any definition. Using CFI Group's patented technology based on the American Customer Satisfaction Index® (ACSI), scores were consistently in the mid-90s on a 0-100 scale. But recent survey results that showed an unprecedented 16-point drop had stakeholders looking for answers.

The Solution

The starting point for those answers was the same source that produced the question: the survey results. Quantitative data showed a widespread decline in ratings for the quality of remote IT support received at the facility, where metrics such as communication, expertise, and timeliness fell 20 points. These quantitative findings gave analysts the direction needed on where to investigate further.

Knowing there was a clear issue with the level of remote support IT customers were receiving, the analyst team turned to qualitative feedback from facility employees. The qualitative research uncovered a broad frustration with a recent shift in how employees requested IT support, away from requests for help staying contained locally to all requests being routed to a nationwide service desk.

Challenge
Determine why customer satisfaction scores had fallen 16 points in one year for this agency's Oklahoma facility.

Solution
Quantitative findings gave analysts the direction needed on where to investigate further. Qualitative data then provided useful context to the tumbling ratings:

- ➤ Lack of understanding for why the move to the nationwide help desk was needed
- ➤ Process for problem resolution was taking longer
- ➤ Help desk staff were less knowledgeable
- ➤ More attention was needed for teleworkers and off-hours employees

Results
Annual survey results reported a 6-point improvement in a rebranded help desk platform, the first line of interaction with employees looking for technical assistance.

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The feedback provided useful context to the tumbling ratings and the sentiments expressed by respondents matched up with the lower scores. The results showed that there was a lack of understanding for why the move to the service desk was needed, the process for resolution was taking longer, the help desk staff were less knowledgeable, and teleworkers and off-hours employees needed more attention.

Now, being able to use the qualitative feedback to color in the lines of the quantitative data, a more complete picture came into view. The primary cause of the drop in satisfaction had been uprooted, showing it was time to put together a recommended plan of action to mitigate the frustration associated with the service desk migration and find ways to help get customer satisfaction back up to its historically great level.

The Results

Two years after the study, there was evidence that national support improvement efforts had started to pay off. Annual survey results reported a 6-point improvement in a rebranded help desk platform, the first line of interaction with employees looking for technical assistance. Timeliness and communication also improved, as had the professionalism, knowledge, and expertise of the support personnel answering calls and assigning tickets to local support. The following comment provided by a survey respondent sums up his or her experience with IT:

> "I usually do not complete surveys, however, the [service desk] and IT Staff here … are exceptional! They are an awesome group of individuals, willing to assist as quickly as possible."

The bottom line: analyzing and understanding the data from both quantitative and qualitative sources optimize the ability to diagnose issues and help put effective action plans for improvement in place. And it can even help with future survey response rates!

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