



**Exhibit to Data Center  
Service Component Provider  
Master Services Agreement  
DIR Contract No. DIR-DCS-SCP-MSA-003**

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Between

**The State of Texas, acting by and through  
the Texas Department of Information Resources**

*and*

**Xerox Corporation**

**Exhibit 14  
Customer Satisfaction Surveys**

January 23, 2012

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**EXHIBIT 14**  
**CUSTOMER SATISFACTION SURVEYS**

**Update Methodology for Exhibit 14**

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

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

## **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 DIR Customer level. The MSI will facilitate responses, tabulate results and report results back to DIR and DIR 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.

### **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:

- 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;
- use of scale that provides adequate granularity;
- survey of customers receiving recent Service, to ensure that the responses are reasonably valid reflections of Service delivery;
- protection of customer confidentiality, so respondents cannot be identified by their answers and facilitate honest responses; and
- sampling, data collection, and analysis by an independent Third Party, to protect against bias and promote impartial results.

## **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 DIR 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
  - 14.3. Track participation rates by DIR Customer and provide this information to DIR and DIR Customers.
15. Receive completed surveys from DIR 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 Service Components.
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.

### **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 DIR Customers and the tabulation of results from the surveys.
4. Conduct each of the Overall Customer Satisfaction Surveys with designated DIR Customer personnel, as specified by DIR.
5. Complete the first of each Overall Customer Satisfaction Surveys within seven (7) months after the Commencement Date.
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 Data Center Services Manager within four (4) weeks after the completion of the survey.
  - 8.2. The DIR Customer group that was asked to respond to the survey, as directed by DIR.
  - 8.3. Other DIR 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

## **4. SURVEYS OF SERVICE DESK SATISFACTION**

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

Select, on a random basis, ten percent (10%) of the daily resolved Calls managed by the Service Desk, including Calls resolved by Level 2 Support or Level 3 Support personnel.

- 1.1. Where ten percent (10%) of the daily resolved Calls 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.
1. Generate an email containing the Survey of Service Desk Satisfaction and instructions to each of the DIR Customers making up the random sample of the resolved Calls.
  - 1.1. Deliver such emails to the DIR Customers within two (2) hours of resolving a Call.
2. Receive completed surveys of Service Desk Satisfaction from DIR Customers and tabulating results from such surveys.
3. Report survey results to DIR on a monthly basis.

## **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 DIR 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 Data Center Services Manager.
3. Ensure site captures name and agency of DIR Customer submitting the feedback.
4. Provide a monthly transcript and analysis of the feedback received to the DIR Data Center Services Manager.
5. Discuss any feedback received with appropriate DIR 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.