



YOU SAID, WE DID....

Customer Satisfaction Survey Results

December 2017



KEY FINDINGS & RESULTS

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INTRODUCTION

We conducted an online survey of all managed support clients in December 2017. This has helped us to evaluate the effectiveness of our Service Desk, gauge client opinion and satisfaction levels and identify any areas where we can improve.

The survey was very well received with a high response rate, meaning results represent a reliable sample of client opinion which has enabled us to make improvements based on these views.



"These results reflect the second period of 2017 which marked our move into much bigger premises at Interchange 25 Business Park. Despite significant upheaval, we're delighted to see that we achieved excellent levels of customer satisfaction and quality throughout and look forward to developing on this in 2018."

James Healey, Managing Director

HOW WE MEASURE SUCCESS



• Customer satisfaction

Periodic – occurring in June and December, our periodic survey gives our managed support clients the chance to tell us what we're doing well and where we can improve our services to better meet client needs.

Post support – issued on completion of a support case, users are asked to rate our services on a simple survey rating our service as good, neutral or bad. These statistics are published monthly on our website.

• Golden KPIs

Our Golden KPIs programme sets our service delivery KPIs way above the industry standard so we can embed exceptional performance as a day-to-day standard.

We publish the results on our website every month.

CONTINUAL SERVICE IMPROVEMENT (CSI)

We ensure the highest standards through best practices and the continuous review and development of our processes, procedures and systems, in accordance with our ISO 9001 quality management standard, and the SDI and ITIL management frameworks.



“Collecting feedback regularly helps us to continually monitor and improve our service levels. Our “You Said, We Did” initiatives demonstrate how our clients can have a positive impact on the changes we make.”

Paige Smith, Service Delivery Manager

KEY FINDINGS AND RESULTS

- ‘Excellent’ customer satisfaction
- 8 continual service improvements initiatives identified

The following results provide a quantitative indication of our overall customer satisfaction rate, with other key considerations such as quality of service and how well we’re meeting customer needs.

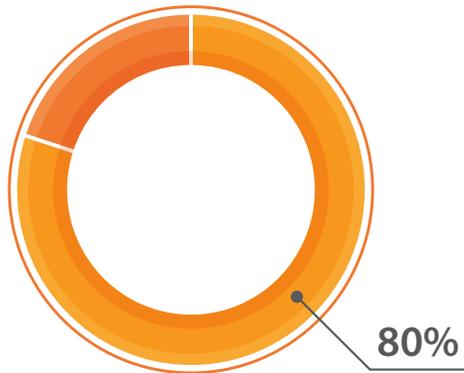


- **Customer satisfaction**

We asked – Overall, how satisfied are you with Air-IT?

You said...

Responses indicate that over 80% of our clients are either extremely or very satisfied with our services.

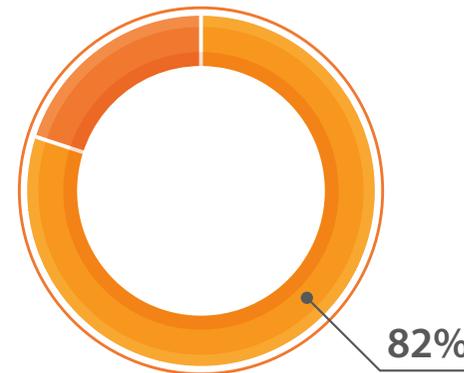


- **Client Needs**

We asked – How well do our services meet your IT and Communication needs?

You said...

Responses show that we're meeting needs of the vast majority of our clients (82%). Respondents that felt there was room for improvement have been contacted by Account Managers for further discussions.

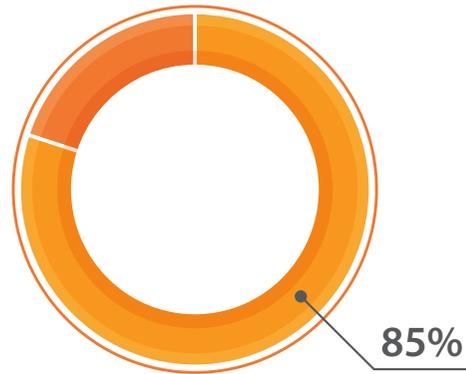


• Quality of Service

We asked – How would you rate the quality of our services?

You said...

Once again, responses have been very positive with the vast majority (85%+) of our clients rating our quality of service as high or very high.



We asked – How do you rate Air-IT for the following:

You said...

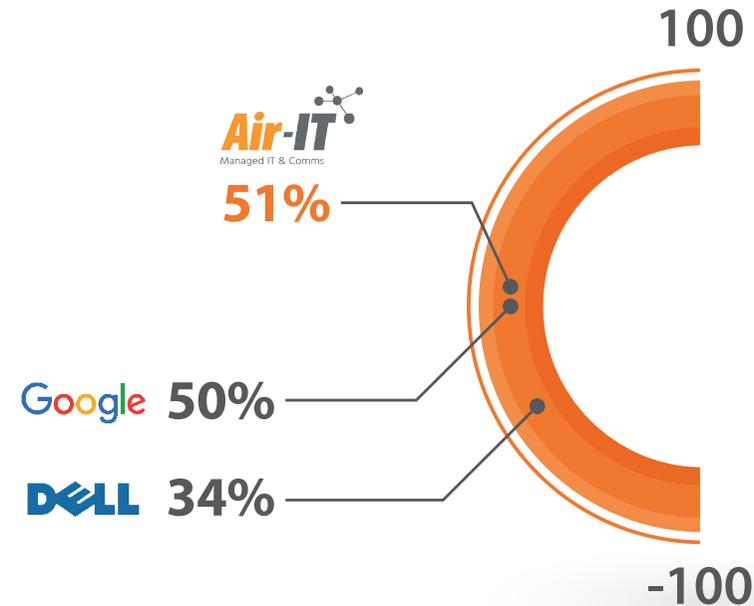
	Excellent	Very Good	Good	Satisfactory	Poor
Ease of contacting	46.99%	43.17%	6.01%	2.19%	0.55%
Telephone response times	38.89%	41.11%	10%	3.89%	3.89%
Courtesy, friendliness and helpfulness	59.56%	32.79%	6.01%	0.55%	1.09%
Listening and understanding your needs	52.75%	34.62%	8.24%	3.3%	1.1%
Keeping you informed with ticket updates	47.28%	38.04%	10.33%	1.63%	2.17%
Effectively solving your support issues	44.81%	37.16%	10.93%	3.28%	1.09%
Technical knowledge and competency	47.28%	38.04%	8.7%	4.89%	1.09%

This question aimed to gauge opinion on customer service and technical knowledge of our service desk team. As indicated in the table above, feedback has been extremely positive with the vast majority rating excellent or very good.

• Net Promoter Score

We asked – How likely is it that you would recommend a friend or colleague to Air-IT?

Using the Net Promoter Score (NPS) methodology which measures customer loyalty on a scale of 1 -10, you said...



Scored between -100 and 100, any NPS score over 0 is a positive result. B2B International says service led and high-tech companies like Air-IT should be aiming for a score in excess of 30.

According to online survey software experts Question Pro*, an overall score of 51 ranks Air-IT as Excellent and put us well in line with industry leaders such as Microsoft, Google and Dell**.

CSI INITIATIVES

Our survey also produced a range of qualitative information that identified common themes across our client base.

This has helped us identify specific areas where we can improve to ensure we're meeting client needs, many of which have now been implemented under our continual service improvement register.

Service Desk

• Keeping you updated

You said – "Send fewer emails, too many emails received when reporting a problem."

We did – We know you're busy, so we've reduced the number of emails we send when dealing with support requests to avoid clogging up your inbox. That means you will only receive the important and necessary updates as follows:

1. To let you know we have received your request for support. This will also notify you of your ticket number in case you need to contact us;
2. To let you know when we are working on your ticket and which technician is dealing with it. We may also ask for your input in some cases;
3. To let you know when your ticket has been resolved. It's also helpful if you let us know how we did – on a rating of good, neutral or bad.

How did we do with your ticket?



This helps us to ensure that we are providing the very best service and support at every point of contact we have with you.

If you wish to check the status of your support tickets, you can do this at any time by logging in to the Air-IT Service Hub.

* <https://www.questionpro.com/blog/nps-considered-good-net-promoter-score/>

** <https://npsbenchmarks.com/>

• Dealing with critical issues

You said – "Sometimes it can take a long time to sort a critical issue."

We did – We understand how frustrating it can be when you are not able to work so we have taken the time to review our service desk processes and have introduced a Major Incident Management process. This means we will be able to identify critical incidents much quicker and keep you and your staff up to date with regular communications until the issue is resolved.

Please note: this process is designed to complement our existing processes and procedures and does not substitute or replace Service Level Agreements which help us determine and prioritise your issues based on industry best practice standards.

Solution specific

• Support for Mac users

You said - "The support for Mac seems of lower quality [than Windows]."

We did – We know Mac users need just as much support as those using Windows. Over the last few months, our Apple certified technicians have been working hard to create and share Mac knowledge and articles internally. This will allow our team to upskill so we can better support and resolve Mac related issues more quickly in future.

Mac knowledge items are also available in the Air-IT Service Hub. This gives you access to a library of trusted self-help guides so you can resolve basic troubleshooting issues yourself.

• Using Mimecast

You said - "Mimecast keeps asking for an authentication code which means opening attachments can take a long time."

We did – Email security and user awareness is increasingly important to ensure effective cyber security. We identified a user training need so you can better understand email borne threats and overcome common troubleshooting issues to improve your experience when using Mimecast.

User Training webinars have now been rolled out for all of our Mimecast customers and end users.



In case you missed it or want to watch it again, a recording is now available on demand within the Air-IT Service Hub.

To access the webinar, first please log in to your Service Hub portal and click on the 'General Information' tab on the left-hand side of your screen.

Next, please click through to the tab titled 'Air-IT Anti-Spam Service' and select the link titled 'Mimecast Training Webinar' to watch the recording.

Self Service

- **Air-IT Service Hub**

You said - "I don't know what the Air-IT Service Hub is!"

We did – Service Hub provides direct access to our service desk team making it a quick, easy and efficient way to request support. It allows you to manage your account from your desktop or whilst you're on the move.

Please watch our 2-minute video below to find out more about Service Hub.

Demonstrations and on-site training is now available for new and existing Service Hub users. Please contact our service desk on **0115 860 2094** if you would like to arrange a visit from a member of our team.

Alternatively, a detailed instruction manual and quick guide are available in Service Hub and on our website. This will help you to navigate all of Service Hub's features and includes everything you need to get started and get the most out of using this application.

You can also find out more about Service Hub below.

- [About Service Hub](#)
- [Log in to Service Hub](#)



- **Knowledge Base**

We asked – If we were to introduce self-service through the Air-IT Service Hub and had quality, searchable knowledge would you be inclined to use it?

You said: Once again, responses have been very positive with the vast majority saying yes (85%+) if further training was provided.



We did – We know you don't always need to contact us – there are some simple IT issues you can resolve without the need for specialist help. That's why we're developing more knowledge items so you can search and access trusted resources in Service Hub. This will enable you to self-resolve basic issues and increase efficiency and productivity when simple matters arise.

We will also be announcing some exciting news about self-service in the very near future, so please keep watching this space for further developments.

WHAT ELSE OUR CLIENTS SAID

Our survey also produced an abundance of positive feedback, which we're delighted to share with you.



★★★★★
"Fantastic staff - always friendly, polite and willing to help."



★★★★★
"Great communication and fast response to support requests. Extremely courteous."



★★★★★
"Air-IT provide an excellent service - very happy."



★★★★★
"Swift 1st line response and completing straightforward tickets very efficiently. Service Hub is excellent for keeping track of tickets across the company. On more difficult issues, I've been impressed with the tenacity of 2nd and 3rd line to resolve. General feedback that I hear from users around the business is almost always very positive."



★★★★★
"Air-IT are really good at maintaining a friendly relationship with who they're speaking to on the phone while they're sorting the problem, you don't completely feel that you're wasting your own work time while you're sat there waiting. I've found that you answer the call promptly and deal with the query in the same fashion."



★★★★★
"Fast response and ticket resolution. Polite telephone manner and excellent customer service."



★★★★★
"Very knowledgeable, quick to respond to all queries. Always extremely friendly and easy to get in touch with."



★★★★★
"The Engineers/ Technicians resolve issues spontaneously or if not within minutes on almost all occasions. They are very courteous and helpful and provide a service that causes little disruption when IT issues crop up."



“Trust is the foundation of good business. Periodic or event based, feedback only counts if you’re willing to act on it. Our clients understand the value of working with us in a way which benefits us both.”

James Healey, Managing Director

HOW TO CONTACT US

If you wish to discuss the results of this survey in more detail, then please contact us on **0115 880 0044** or email **marketing@air-it.co.uk** and we will be more than happy to help.

Success Through Technology

Award Winning IT and Communications



Head Office
The Technology Hub
Unit 7, Interchange 25 Business Park
Bostocks Lane
Sandiacre
Nottingham
NG10 5QG

0115 880 0044
01332 898 122

info@air-it.co.uk
air-it.co.uk