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University IT Service Quality Benchmark Survey™

Student Sector Report

7 December 2018

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Executive Summary

Background

2018 is the tenth year of the Australian and New Zealand University IT Service Quality Benchmark Survey, and is the third year in which the survey has been conducted by Voice Project (following the acquisition of the survey from Systems Thinking). Five universities participated in the student survey.

Methodology

An individual email containing a unique link was sent to a total of 105,684 students, resulting in 7,144 responses (compared to 15,190 in 2017) from 5 universities. This provided an average response rate of 7.5%, with results ranging from a low of 4% to a high of 11%. This is very similar to the average response rate last year, maintaining a slight increase over the historical average of around 7%.

All universities offered an incentive, reflecting perhaps that this is a little more necessary for the student survey than the staff survey to maintain response rates. The surveys were open for a two to three-week period, and all achieved the minimum 350 responses required for inclusion in this report.

Changes in the benchmark

As previously, in 2018 the benchmark score has been calculated by assessing satisfaction with the service modes of Phone Support and Walk-up IT Support. The benchmark is a weighted mean T2B score (where T2B is the number of responses falling in the top two categories for any question's response set) of questions asking about technical skills, helpfulness, understanding of impact, and questioning skills across the two service modes. The scores ranged from a low of 74% T2B to a high of 87%, which is something of an improvement on the 2017 range, but may reflect the smaller cohort this year. The average benchmark has increased slightly from 79.1% in 2017 to 80.4% in 2018.

The sector view

In 2018 all universities achieved benchmark scores in the high range (70% and above). **The University of New England** has again achieved award for the highest benchmark score, with a result of 87 **Victoria University** receives the award for the most year on year improvement, showing a shift of 2 points over the previous year.

The table and charts on the following pages show the comparative benchmark scores for the participating universities.

Cohort demographic summary

Detailed demographics are available in the Appendices, but some key details are summarised below:

Cohort size and response rates

	Cohort Size	Number of Responses	Response Rate
Total	105,684	7,144	Mean (7.5%)

The average response rate was 7.5%, but the range across the sector was from a high of 11% to a low of 4%. All universities had more than 350 responses to the survey. The cohort size and response rate figures are based on the number of participants invited to the survey, and may differ from total reported student numbers (see Appendix C).

Time at university

	Less than a year	Between 1 & 3 Years	More than 3 Years
Sector Mean	38.4%	41.7%	19.9%

Most students had been at the university less than three years.

English as a second language

	English is first language	English is not first language
Sector Mean	69.8%	30.2%

Across universities, there was a very wide range in the percentage of students who reported that English was not their first language (from 13% to 45% reporting English as a second language).

Gender

	Female	Male	Other / Prefer not to say
Sector Mean	65.4%	31.0%	3.0%

The ratio of female to male students in Australian universities is around 56%:44%. The results seen here are reasonably consistent with this and similar to those seen in the staff survey.

Preference for support type

	Self-help	Email	Live chat	Web Portal	Phone	Remote Desktop	Walk-up / On-site visit	None of these
Sector Mean	9.8%	33.0%	19.1%	3.2%	15.5%	2.5%	15.0%	1.9%

Email is still the most popular form of support. Phone support and Walk-up support showed lower levels of preference, despite their actual usage again being similar to email.

Device type

	Phone or Mobile Device	PC/Laptop
Sector Mean	34.0%	65.7%

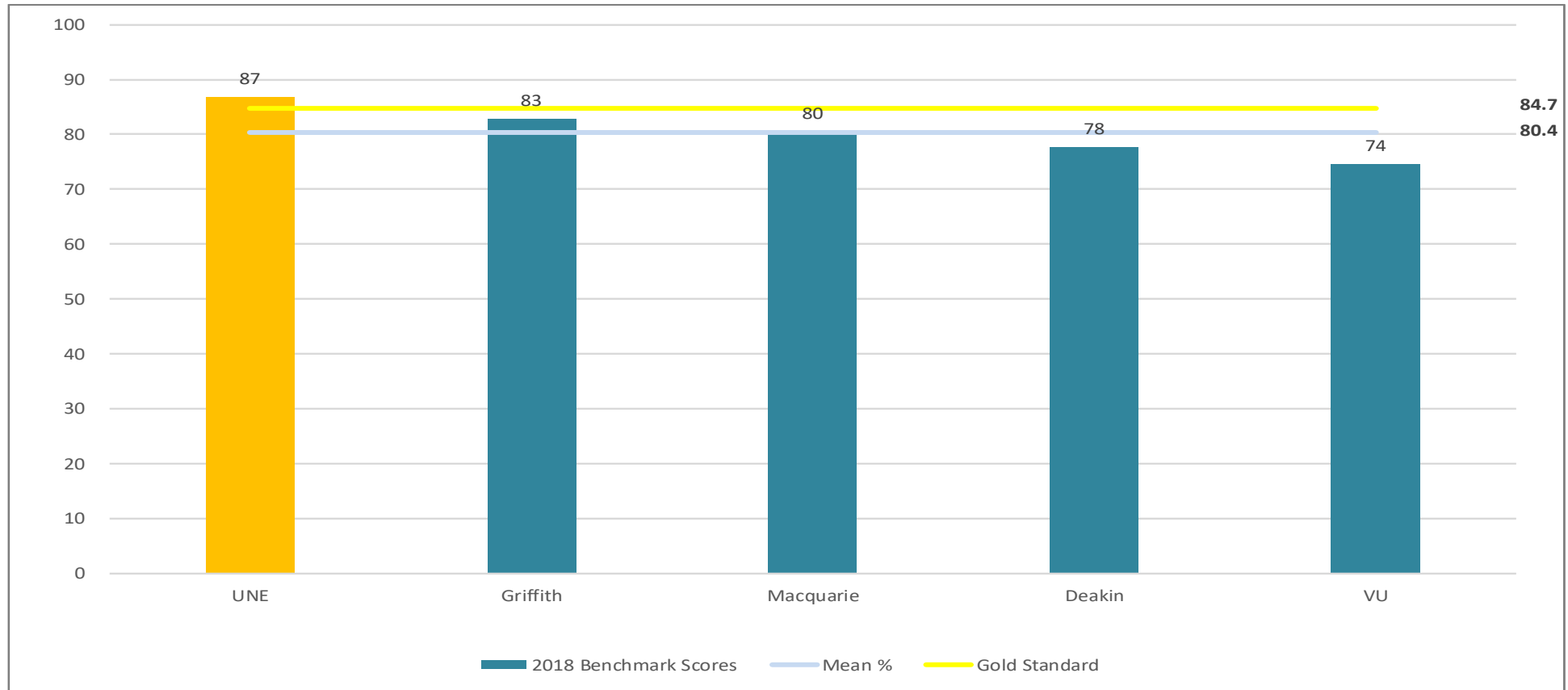
Although most students completed the survey using a PC or laptop, the proportion using a phone or mobile device is much higher than that seen in the staff survey (5.7%).

2018 benchmark results ranking table

University	2018 Benchmark Score	2018 Rank
UNE	87	1
Griffith	83	2
Macquarie	80	3
Deakin	78	4
VU	74	5

All the universities are providing a good level of service to their students, and are falling in the high Green Zone (Score >=70%).

All universities 2018 benchmark score

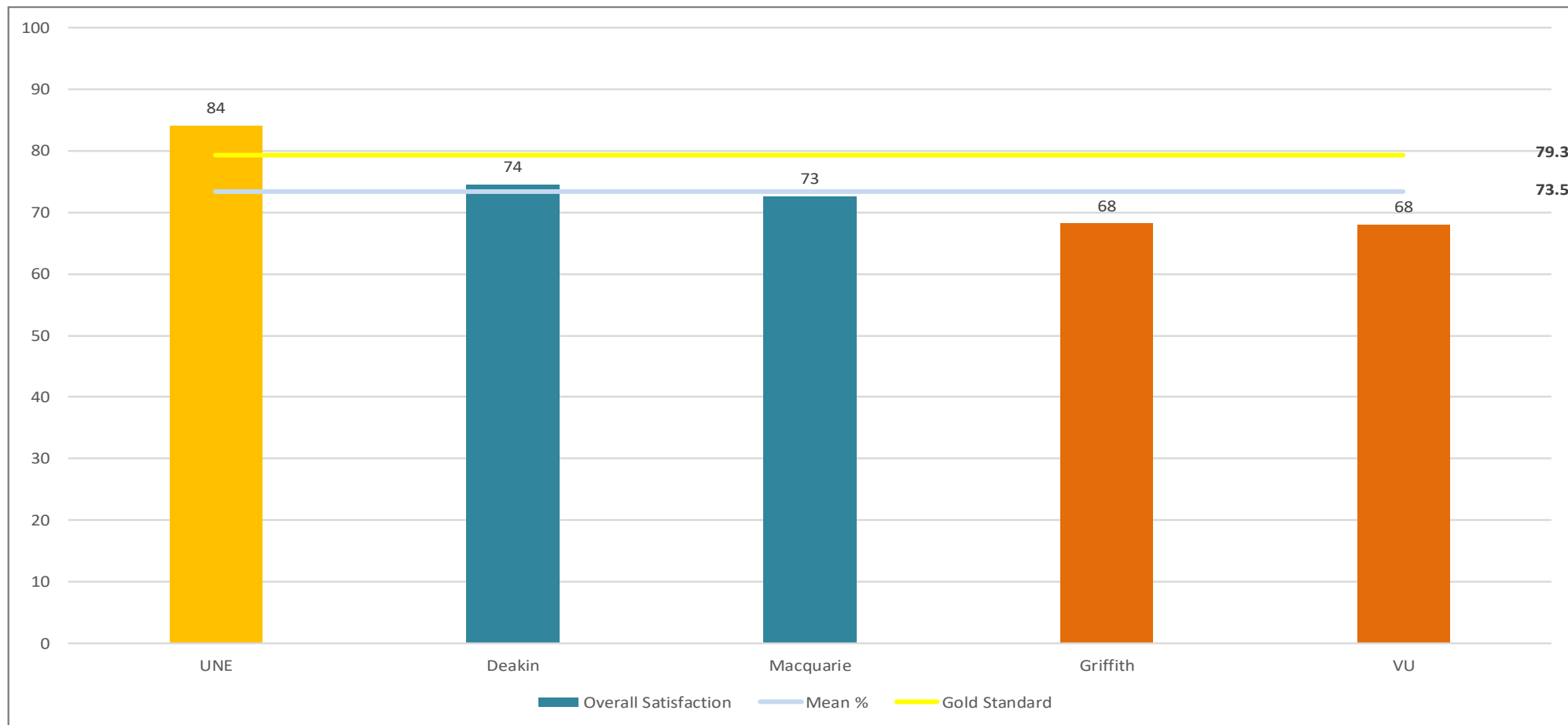


On any chart in this report, the gold standard is the mean of the top quartile scores. It indicates the highest level of service quality achieved across the sector, and for the overall benchmark score is 84.7%. Note that with only five universities participating, only one university can obtain the Gold Standard.

The mean score for the participating universities in 2018 is 80.4%. The mean can be considered a useful target as it typically represents a balance between service quality and resource allocation. All universities are above the minimum expected 50% T2B level, and are thus providing a good quality of service to students across the sector.

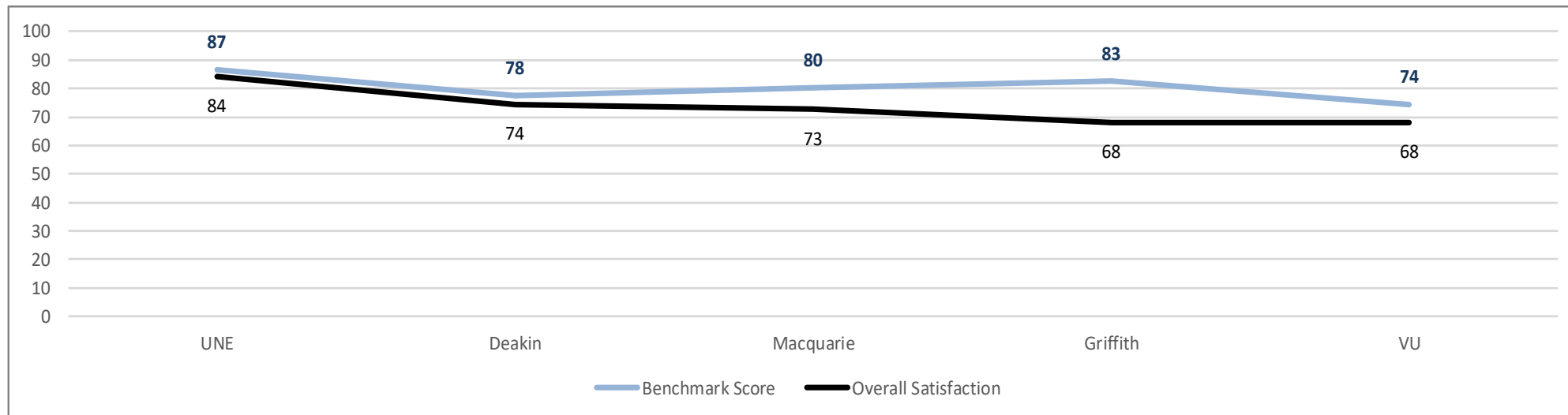
Overall Service Quality

Service quality measured by overall satisfaction



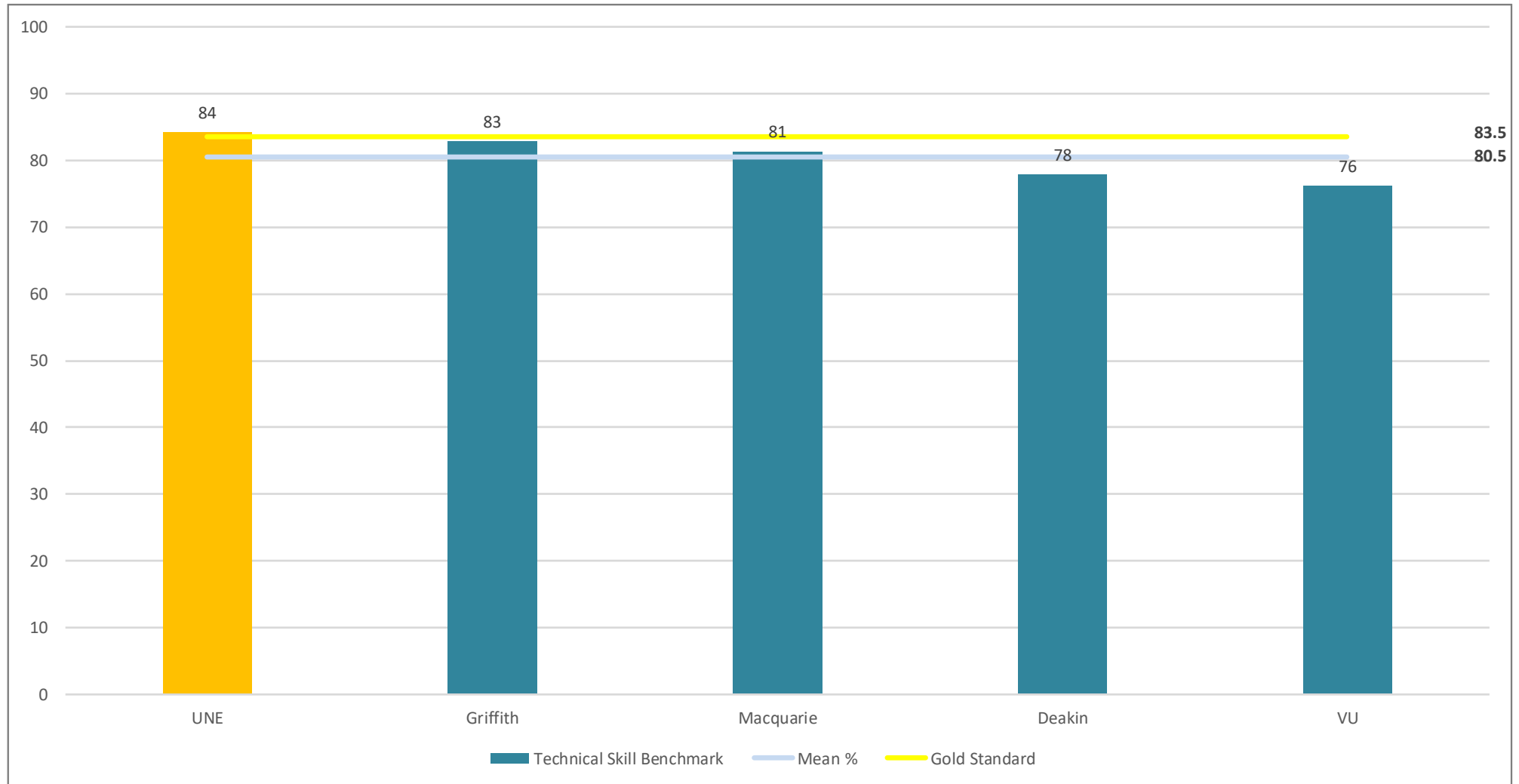
The first question respondents are asked is for their overall satisfaction with IT Support Services. This captures their initial response, before moving on and asking for details about various aspects of the service quality for different delivery modes. All results were above the minimum expected standard of 50% T2B. Note that this item is not a benchmark question.

Overall satisfaction vs benchmark score

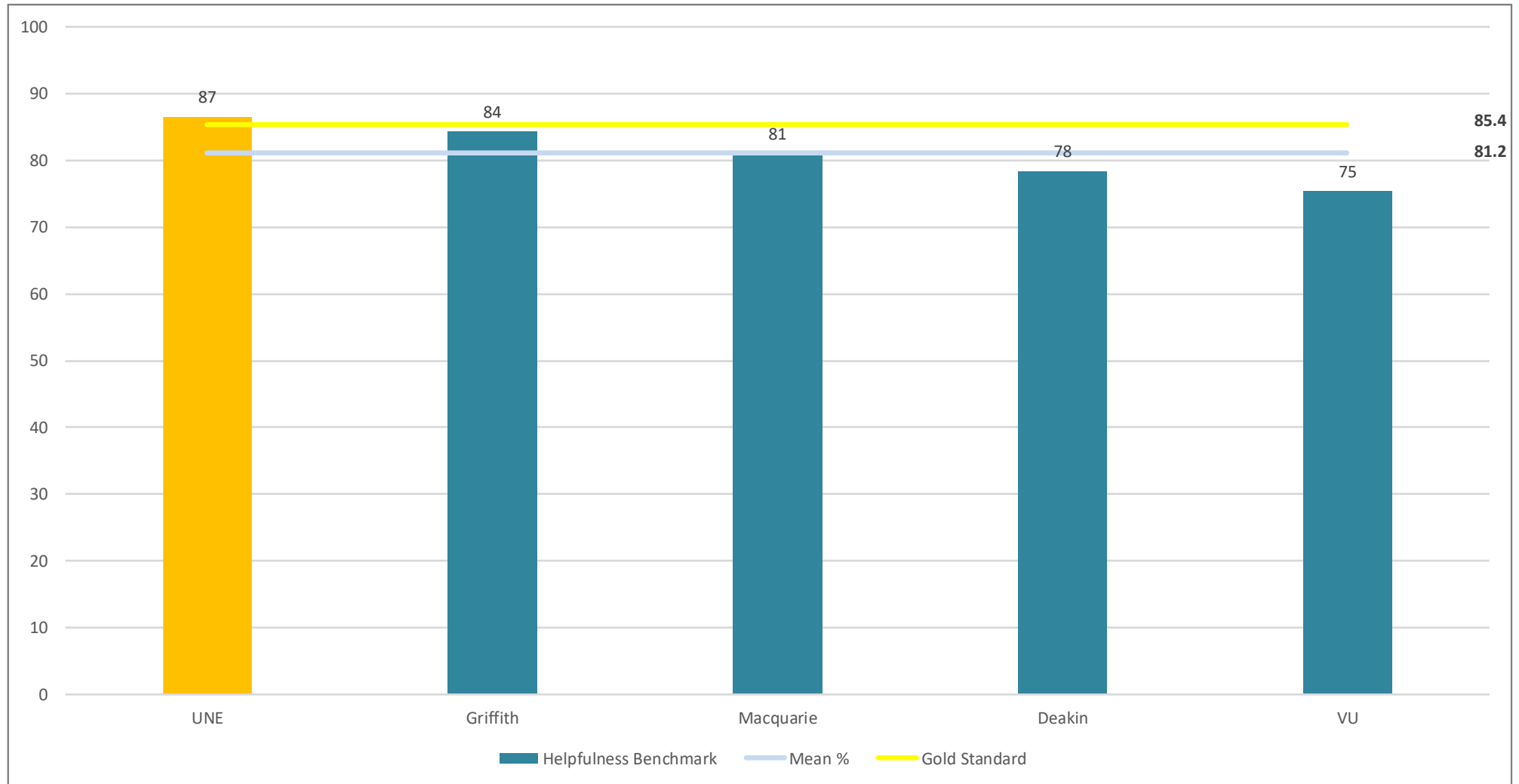


The overall impression scores tend to be lower than the calculated benchmark scores encompassing phone and walk-up support. This may indicate a role for better managing the impression of IT Support generally, as students seem to have a more positive view when asked to recall their specific experiences with IT Support.

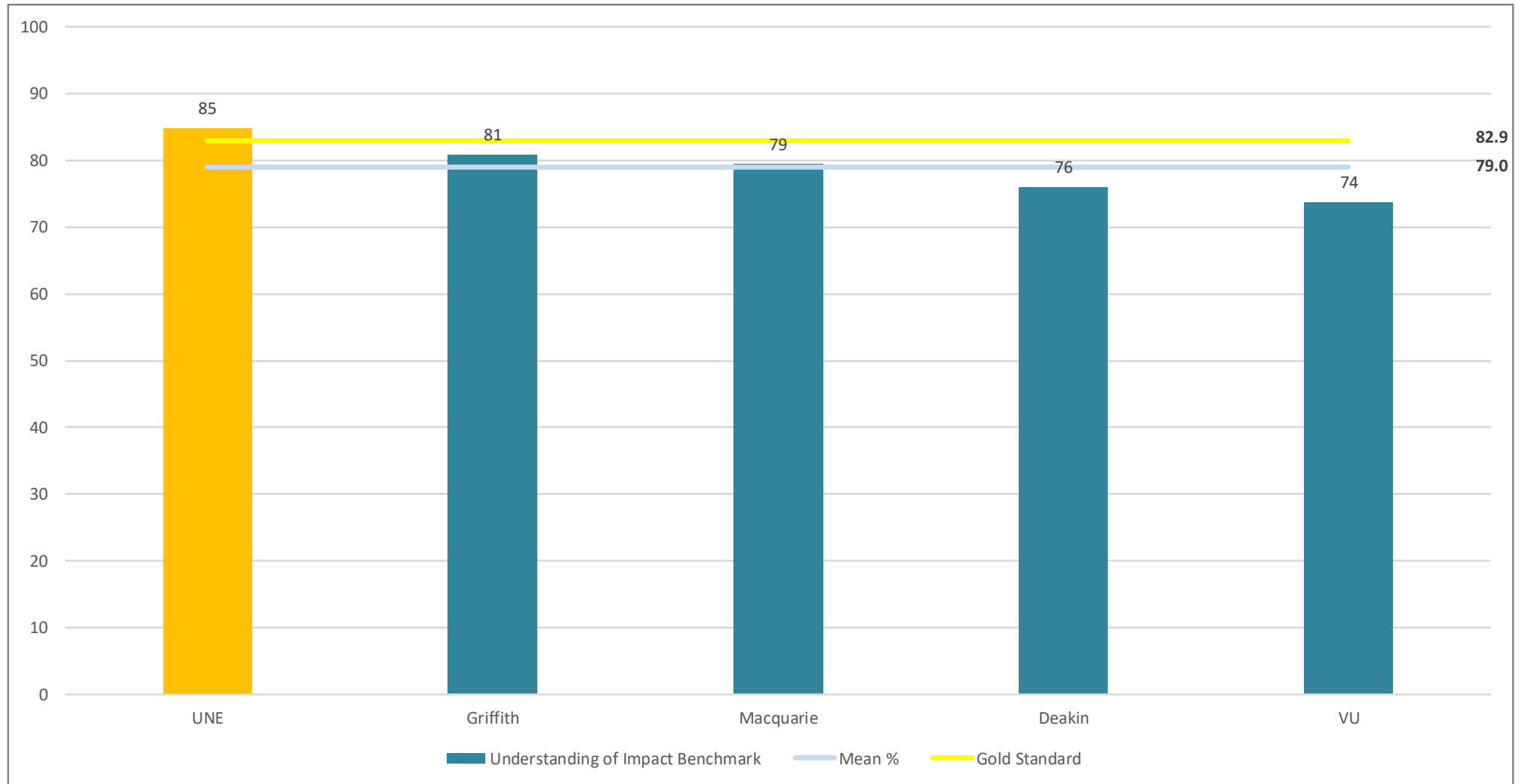
Benchmark technical skill



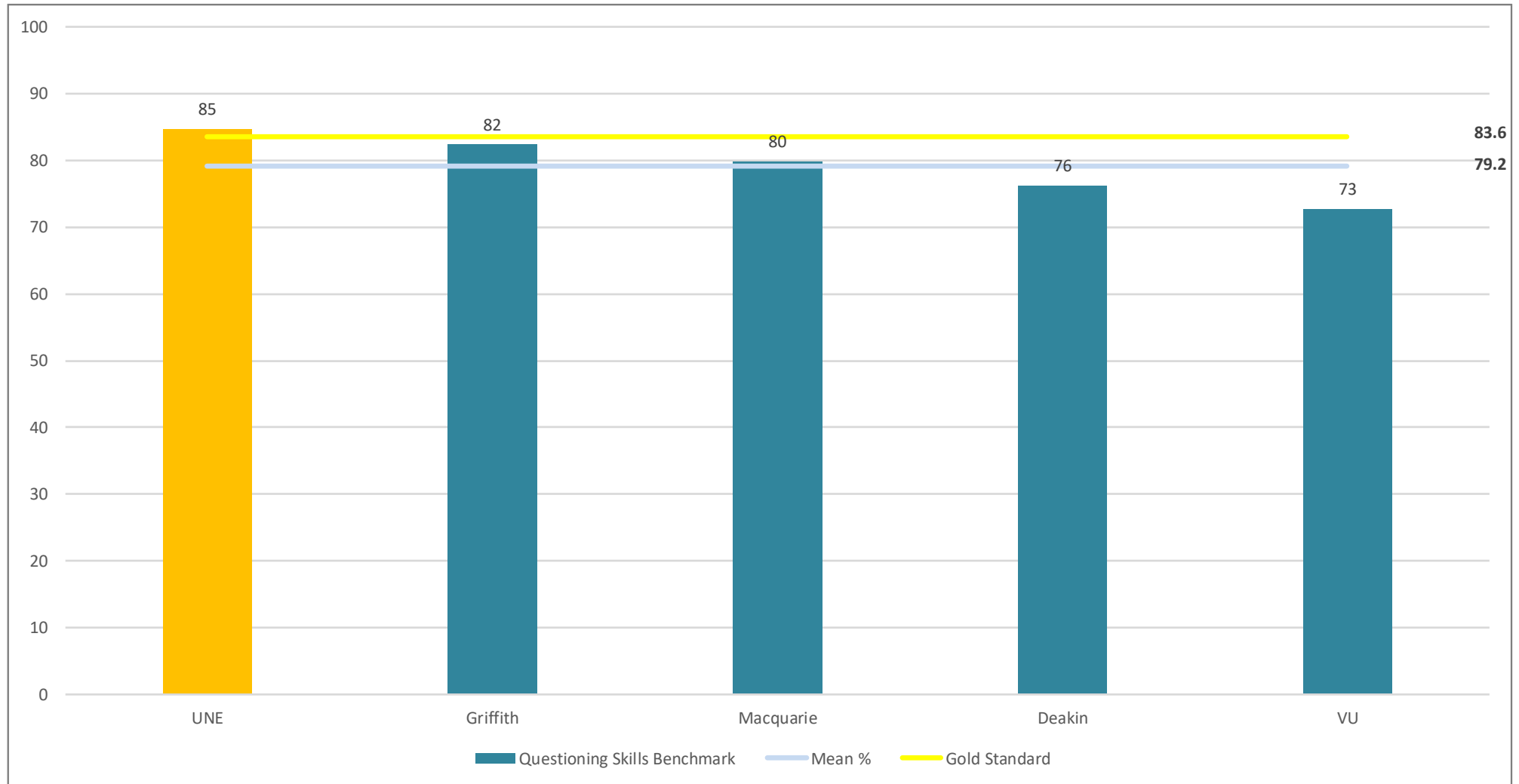
Benchmark helpfulness



Benchmark understand the impact of the problem

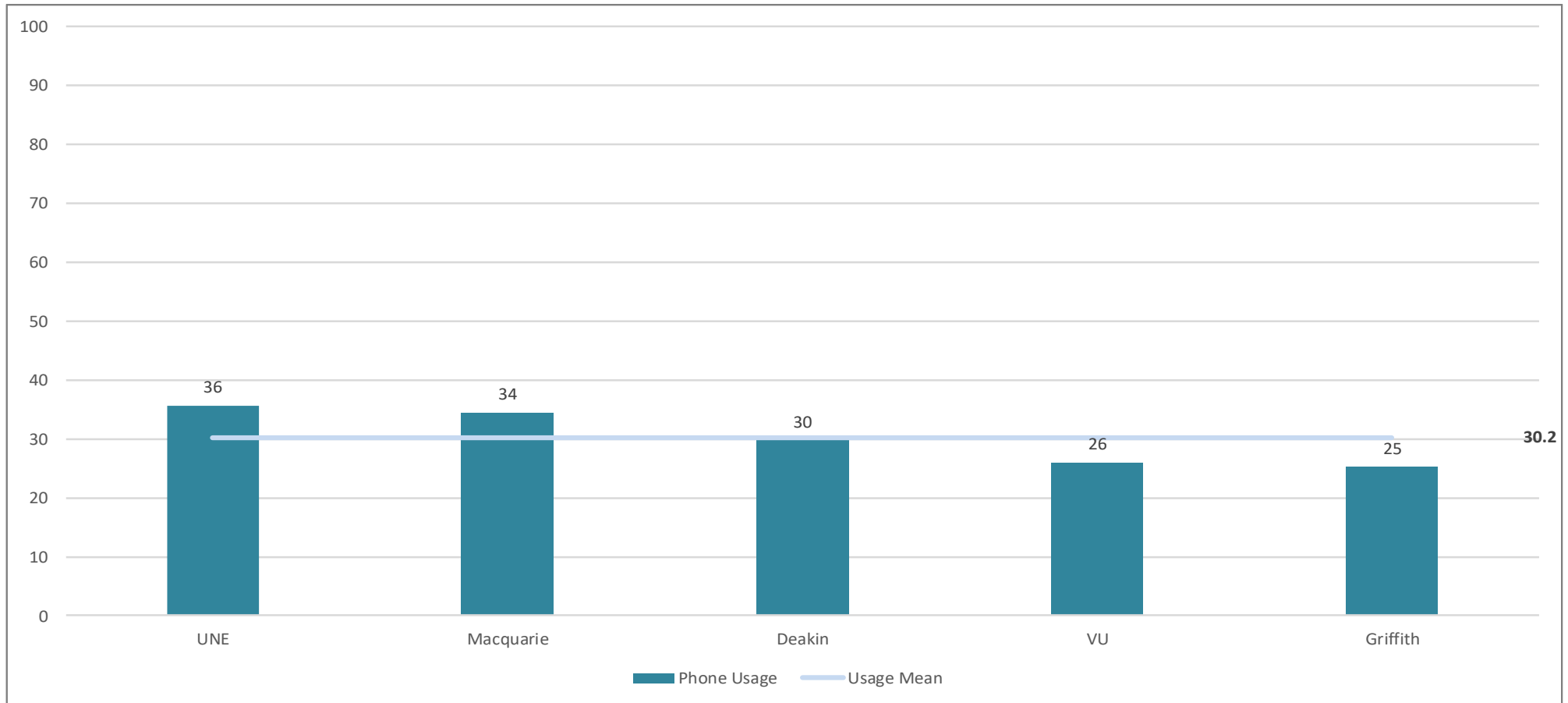


Benchmark questioning skills



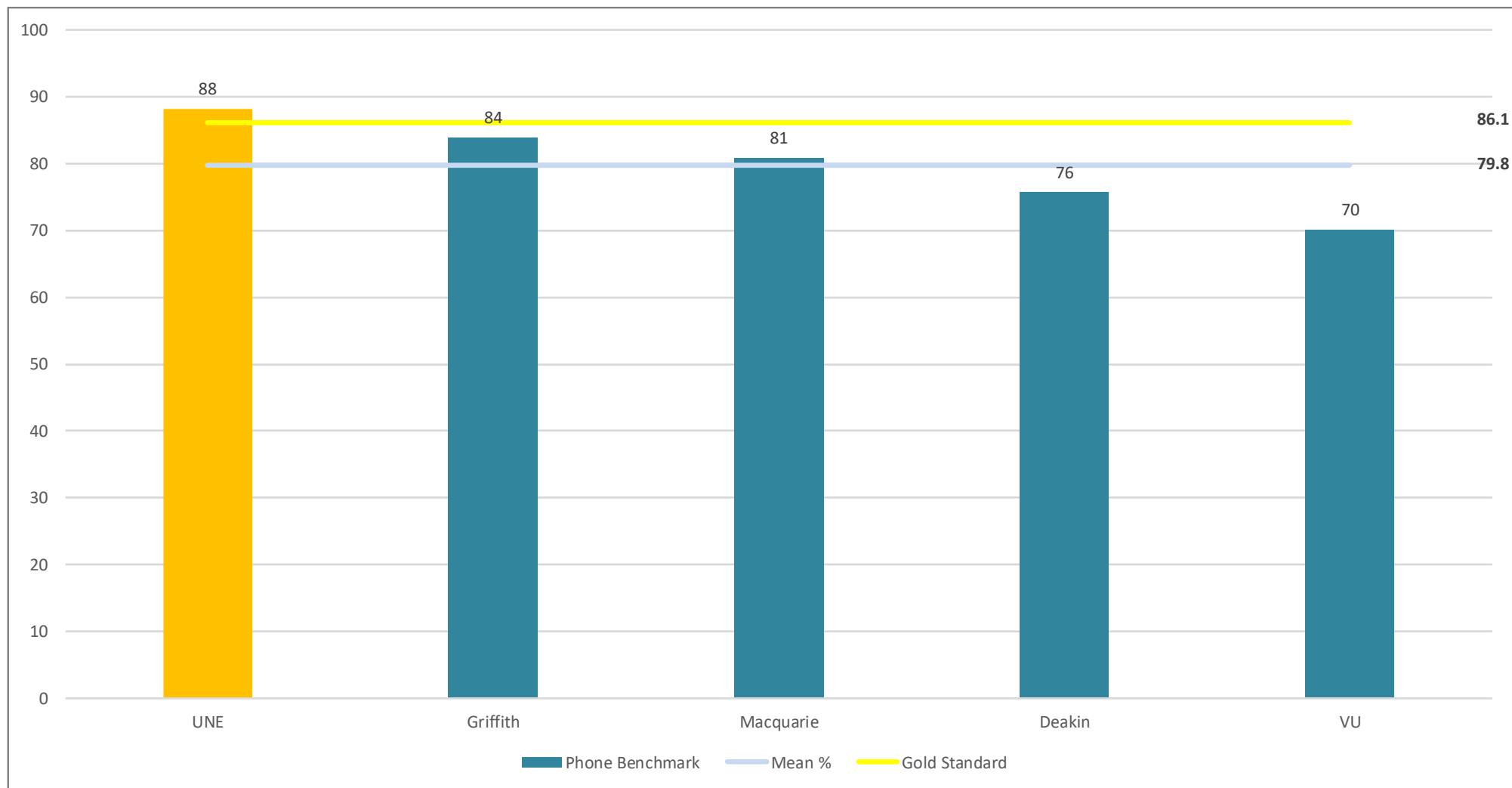
Phone Support

Percentage of cohort responding to phone support

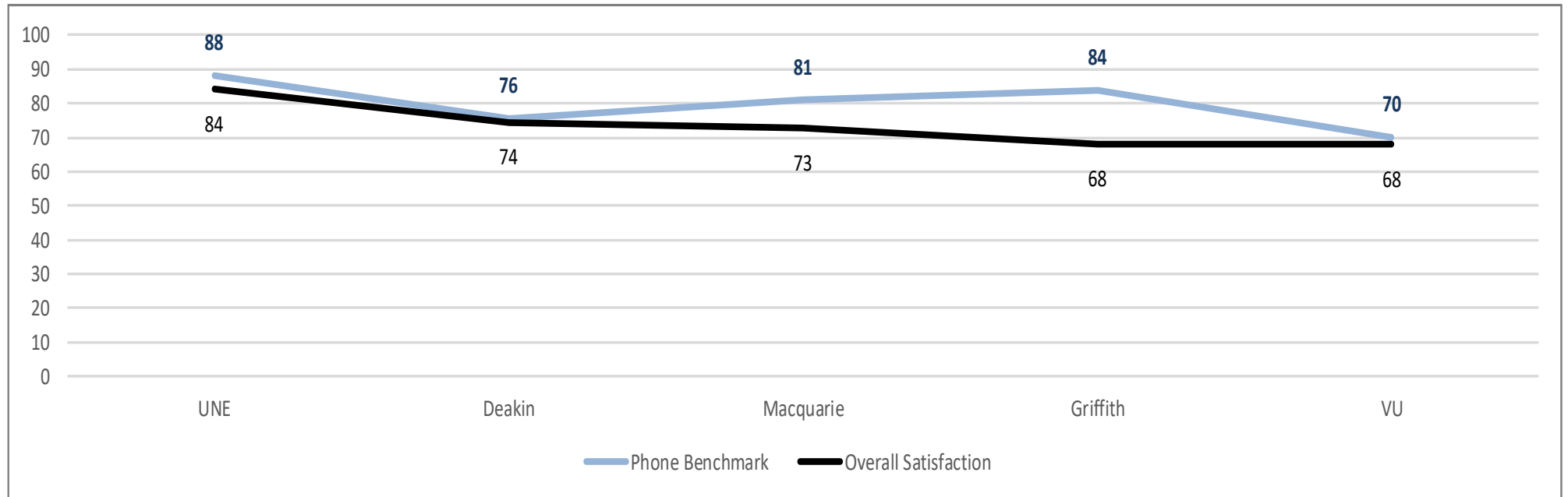


Despite quite differing support preferences amongst students (see Appendix B), the percentage that indicate using each of the main service modes (phone, walk-up, email, and self-help) is relatively consistent at around 30% - 40%, and has remained largely unchanged over the previous several surveys.

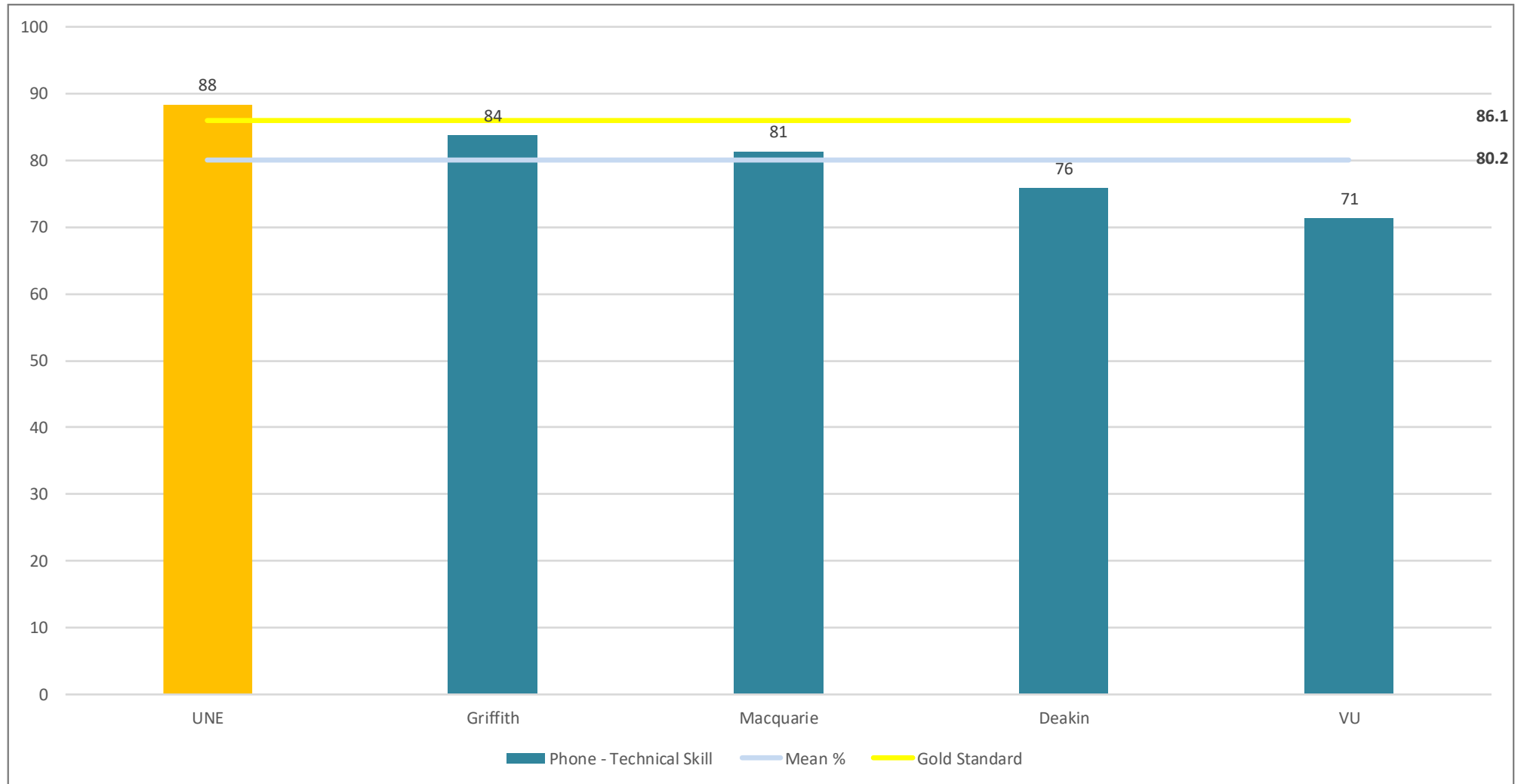
Phone benchmark score



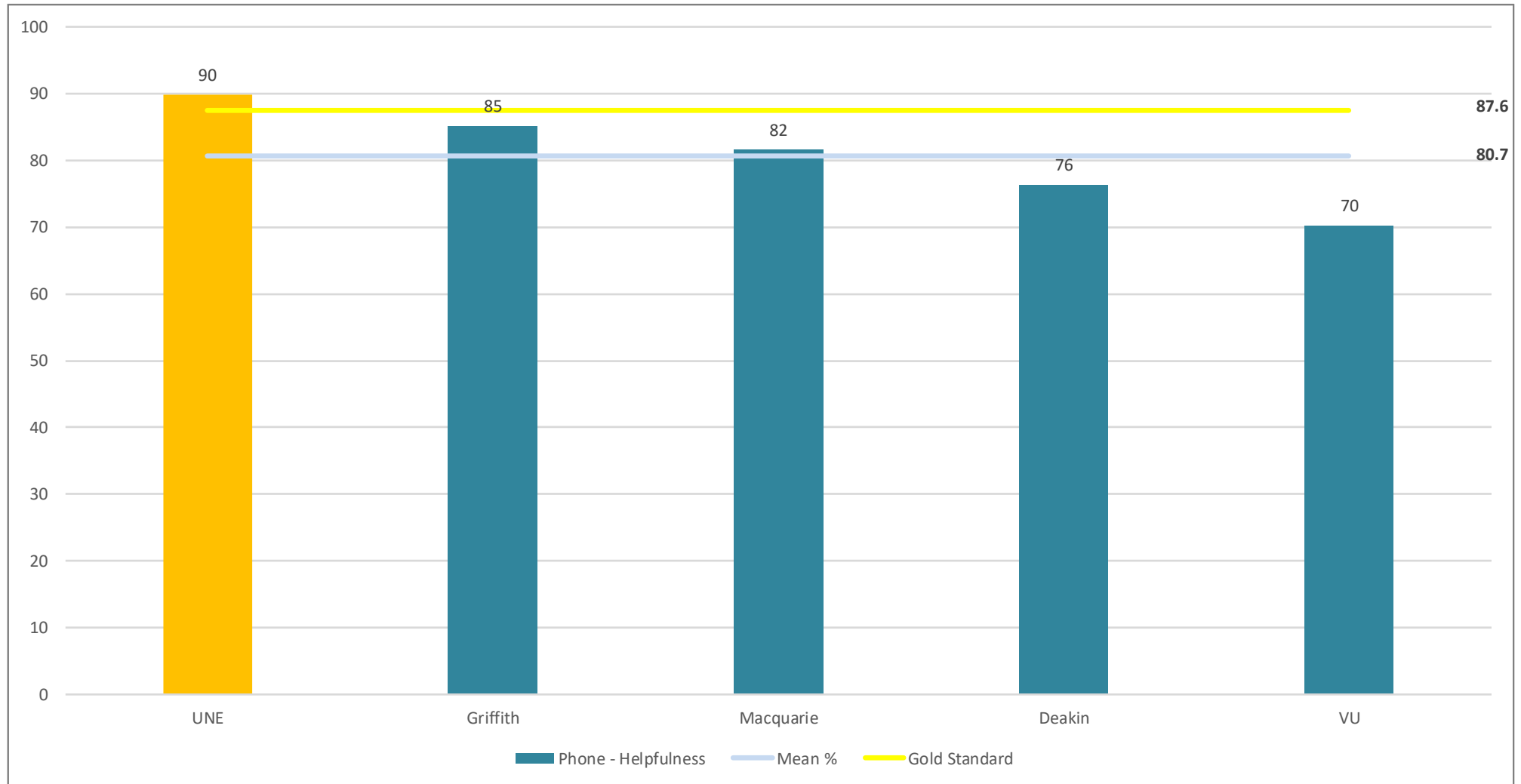
Phone benchmark score vs overall satisfaction



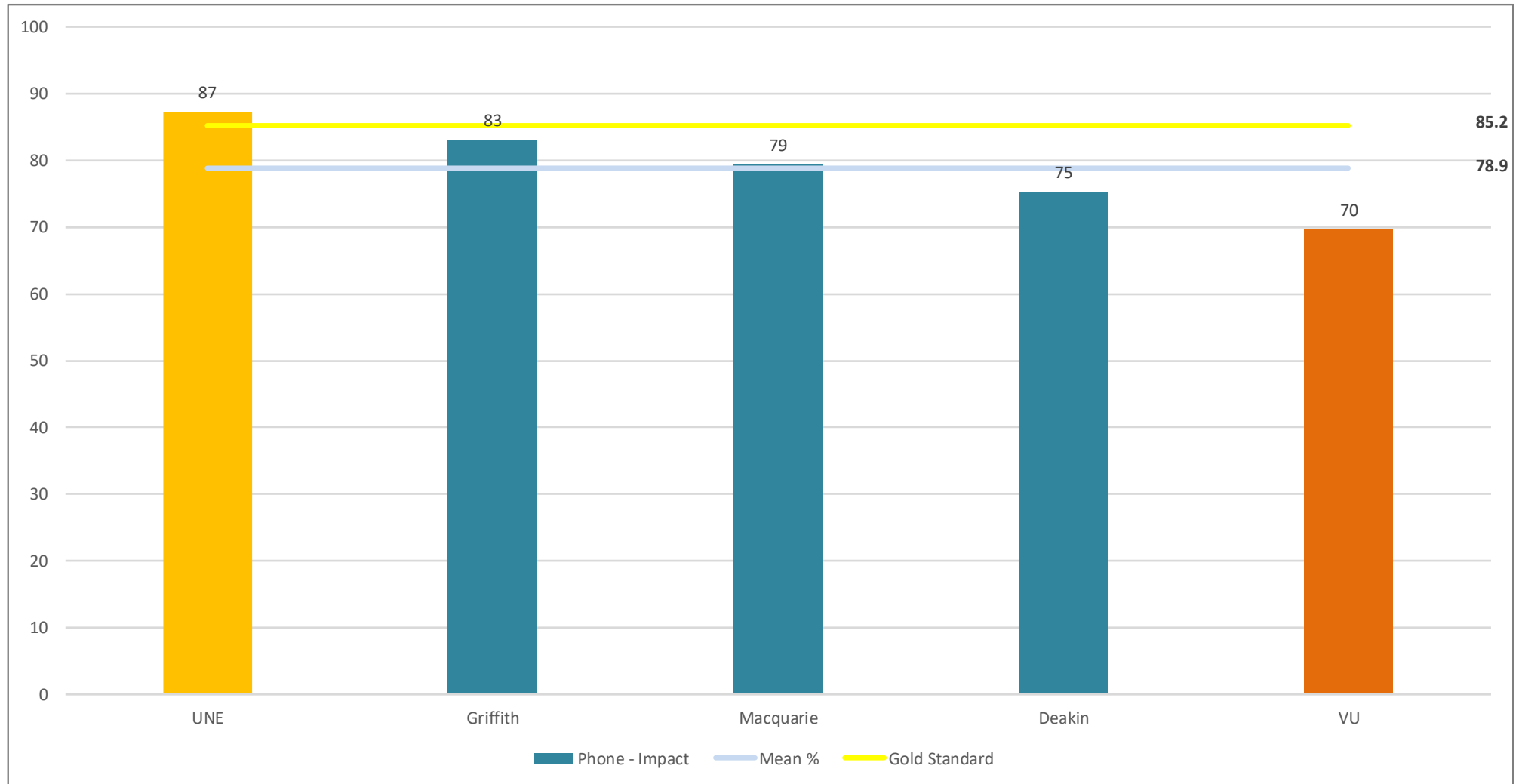
Phone technical skill



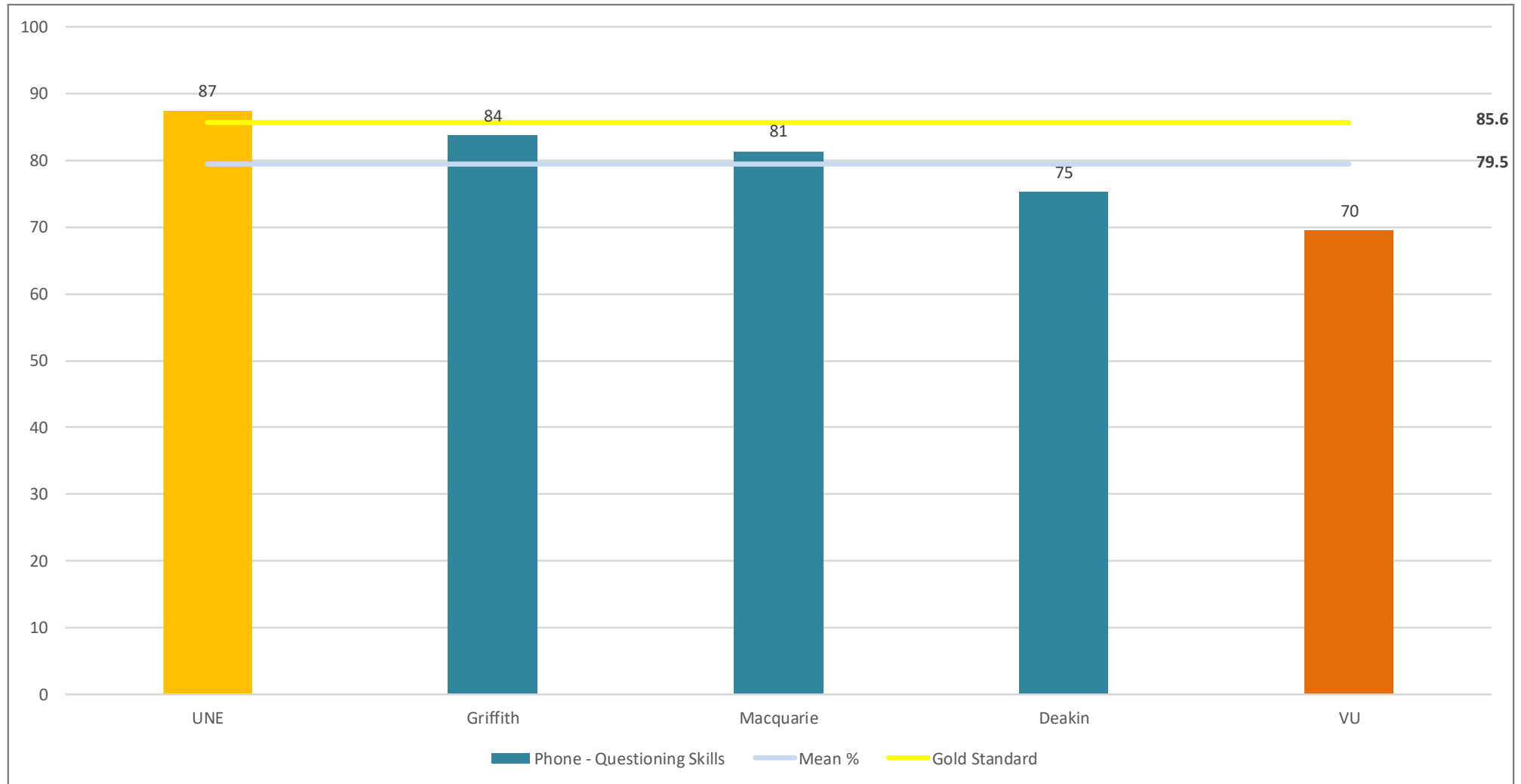
Phone helpfulness



Phone support understanding of the impact



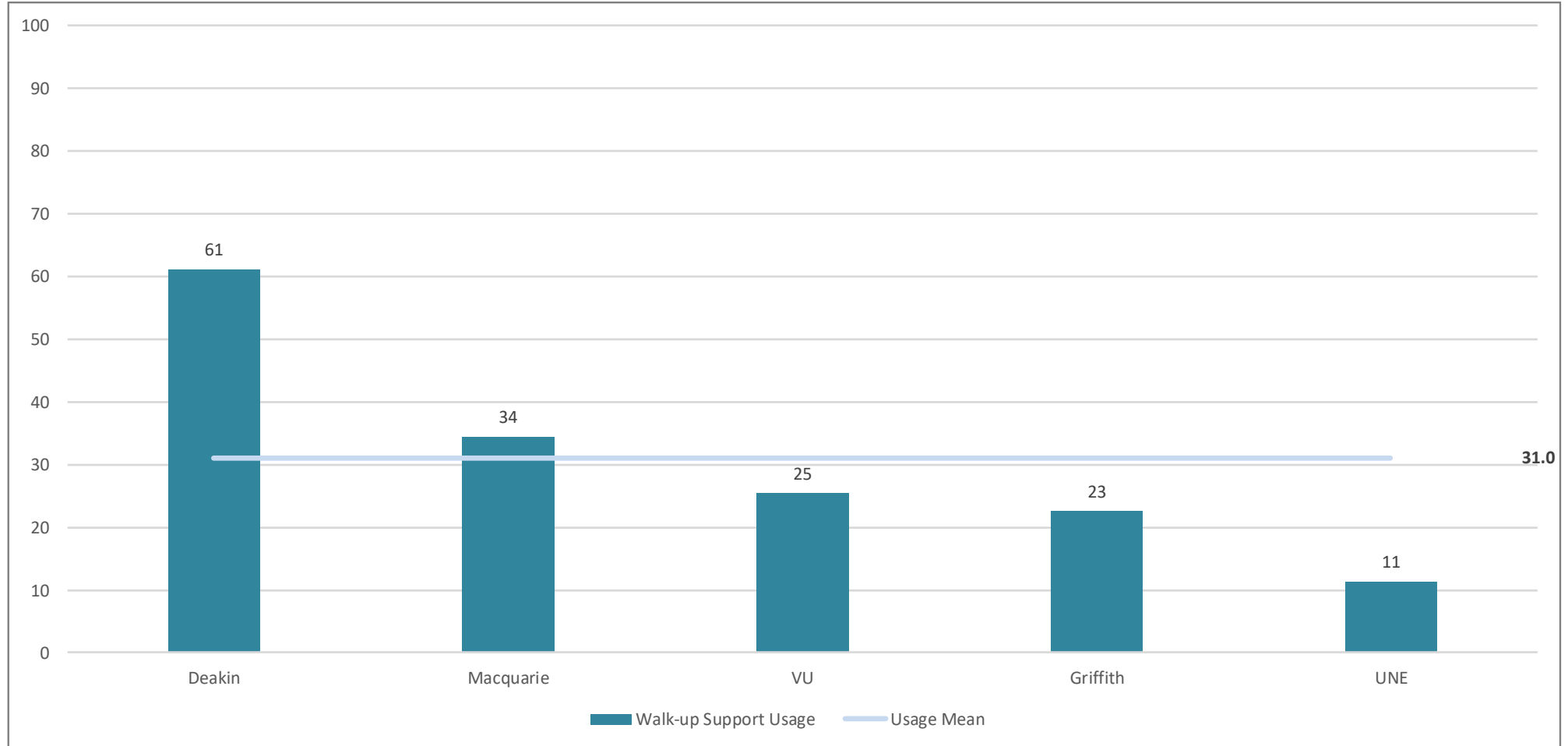
Phone questioning skill



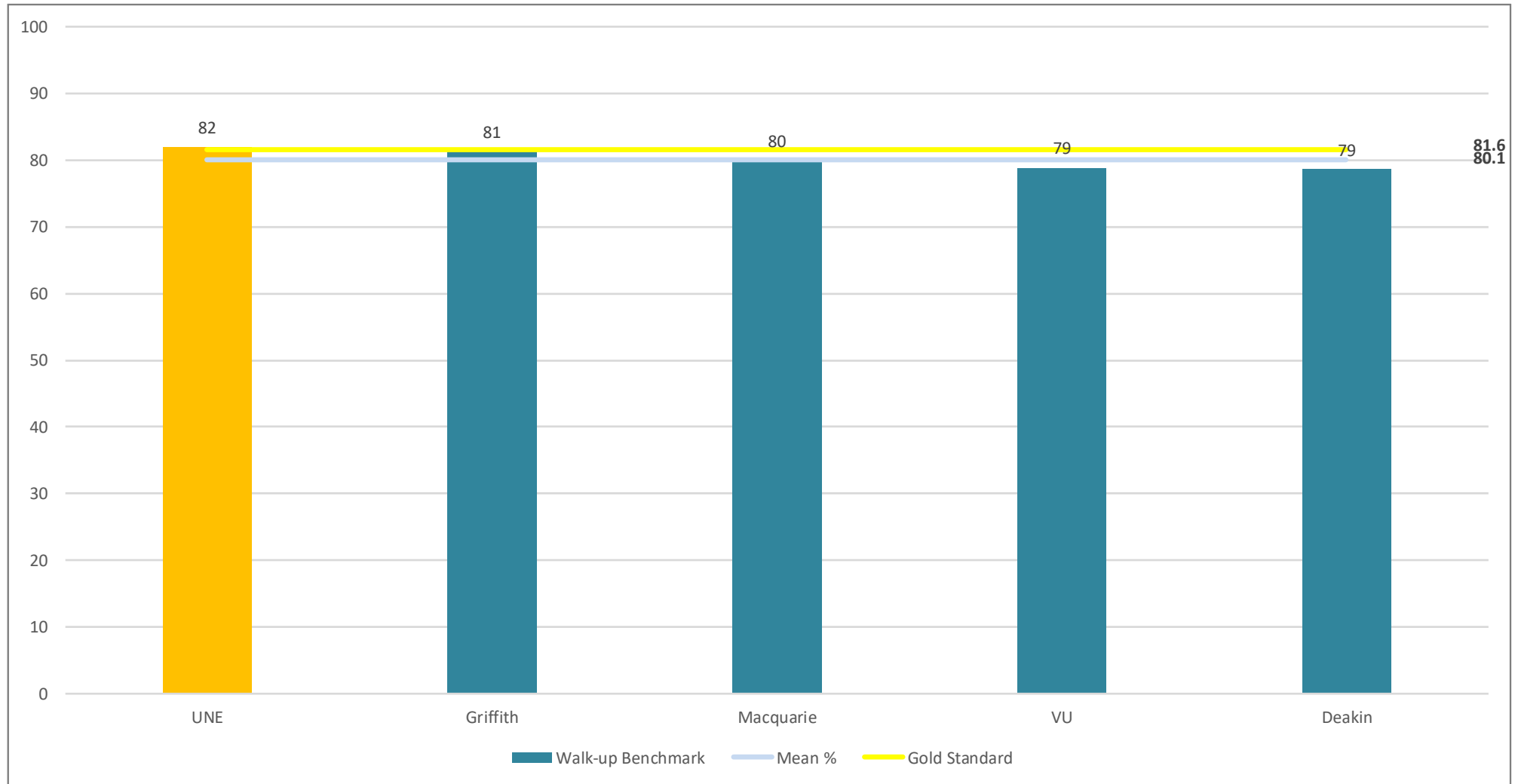
Walk-up Support

This is the support provided in locations such as the Library or dedicated student locations where the students can receive IT support by a technician.

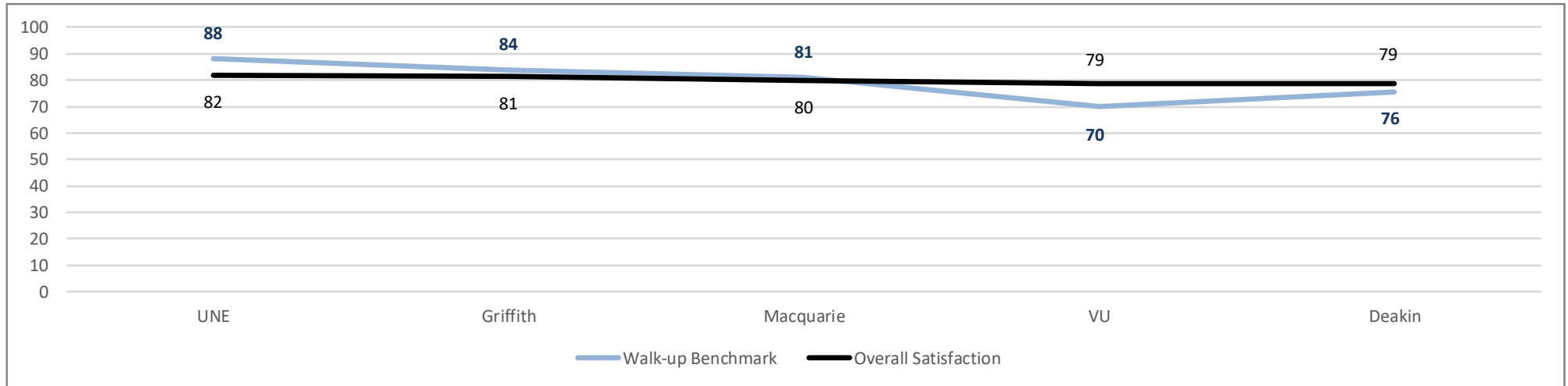
Percentage of cohort responding to walk-up



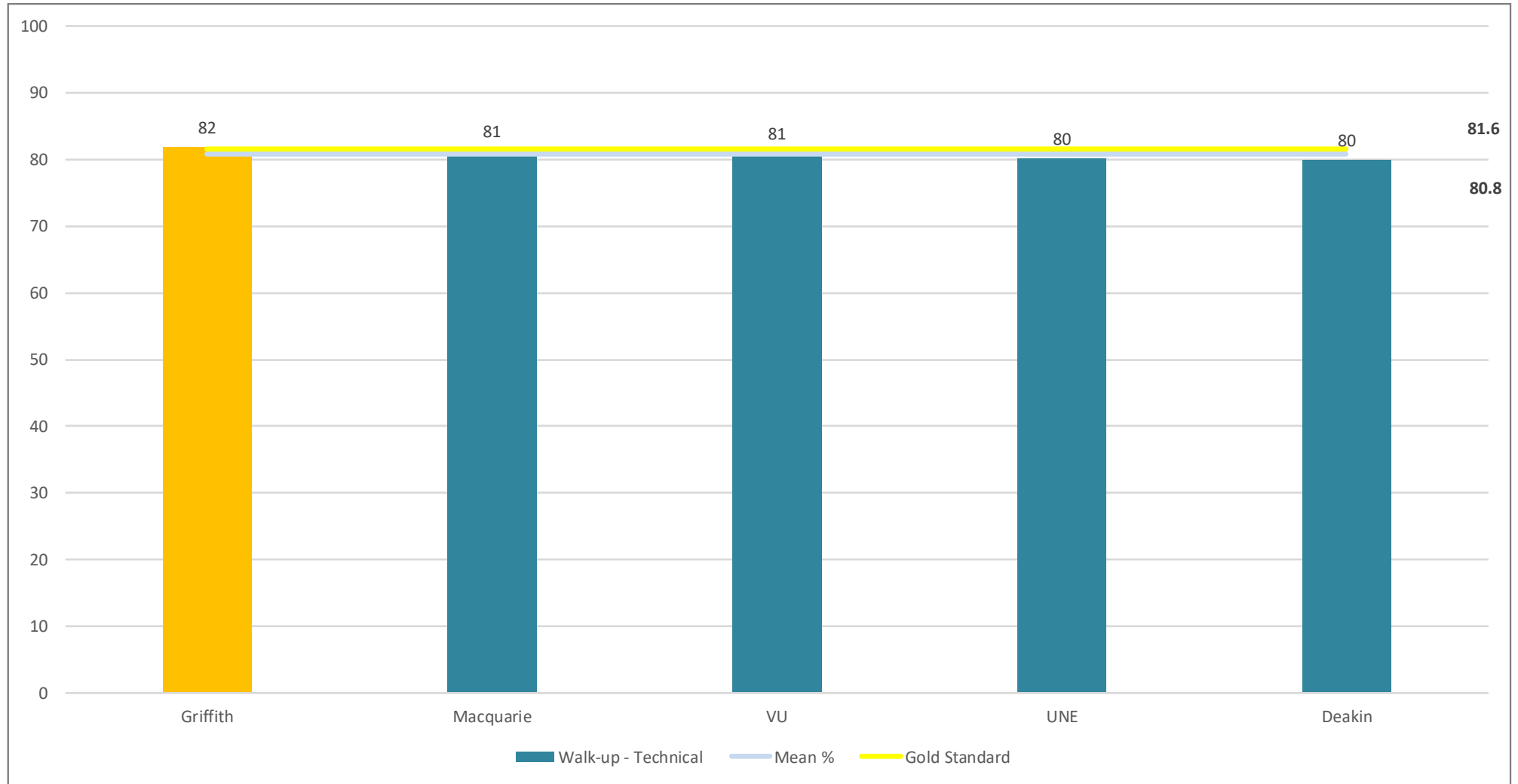
Walk-up benchmark score



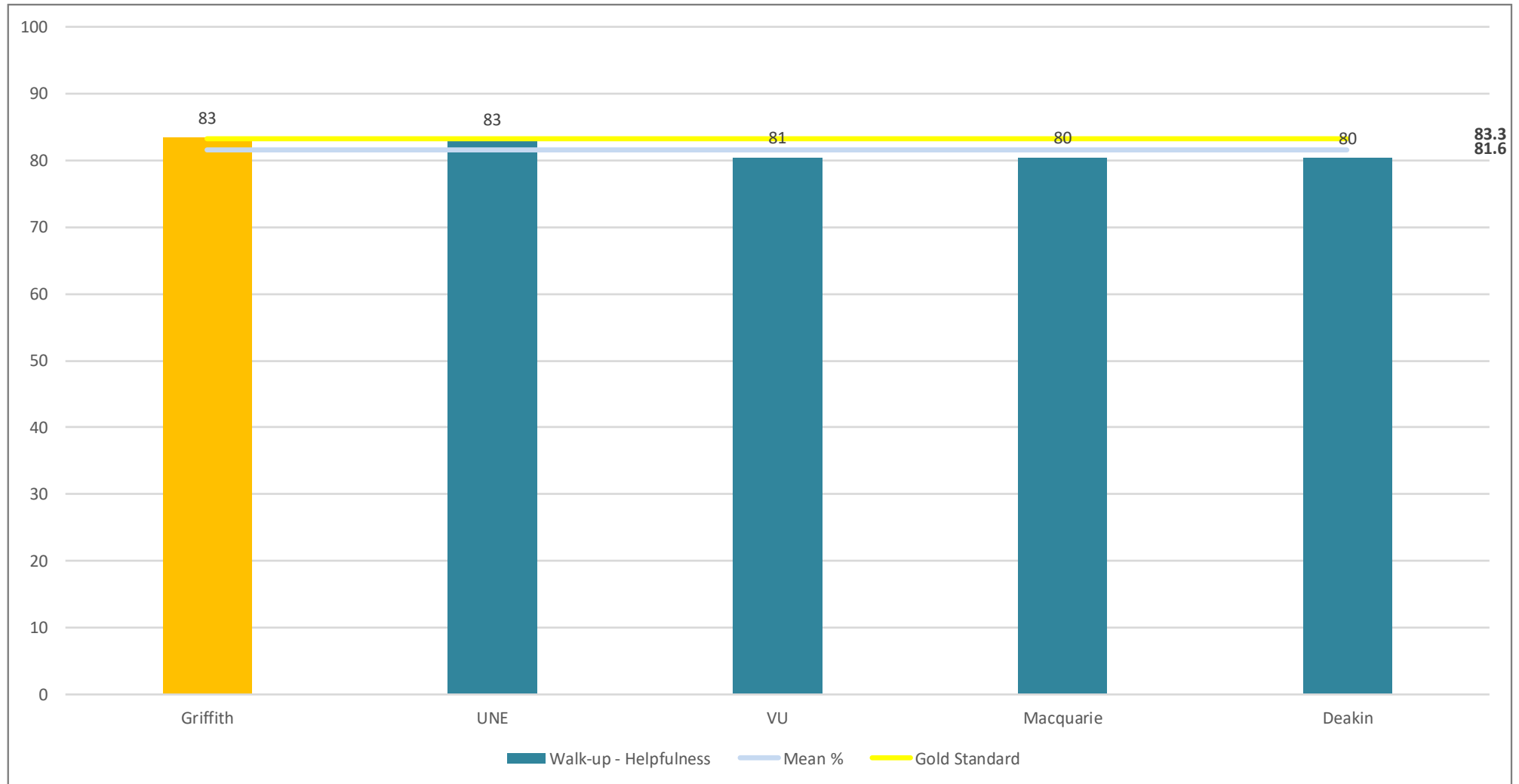
Walk-up support related to overall satisfaction



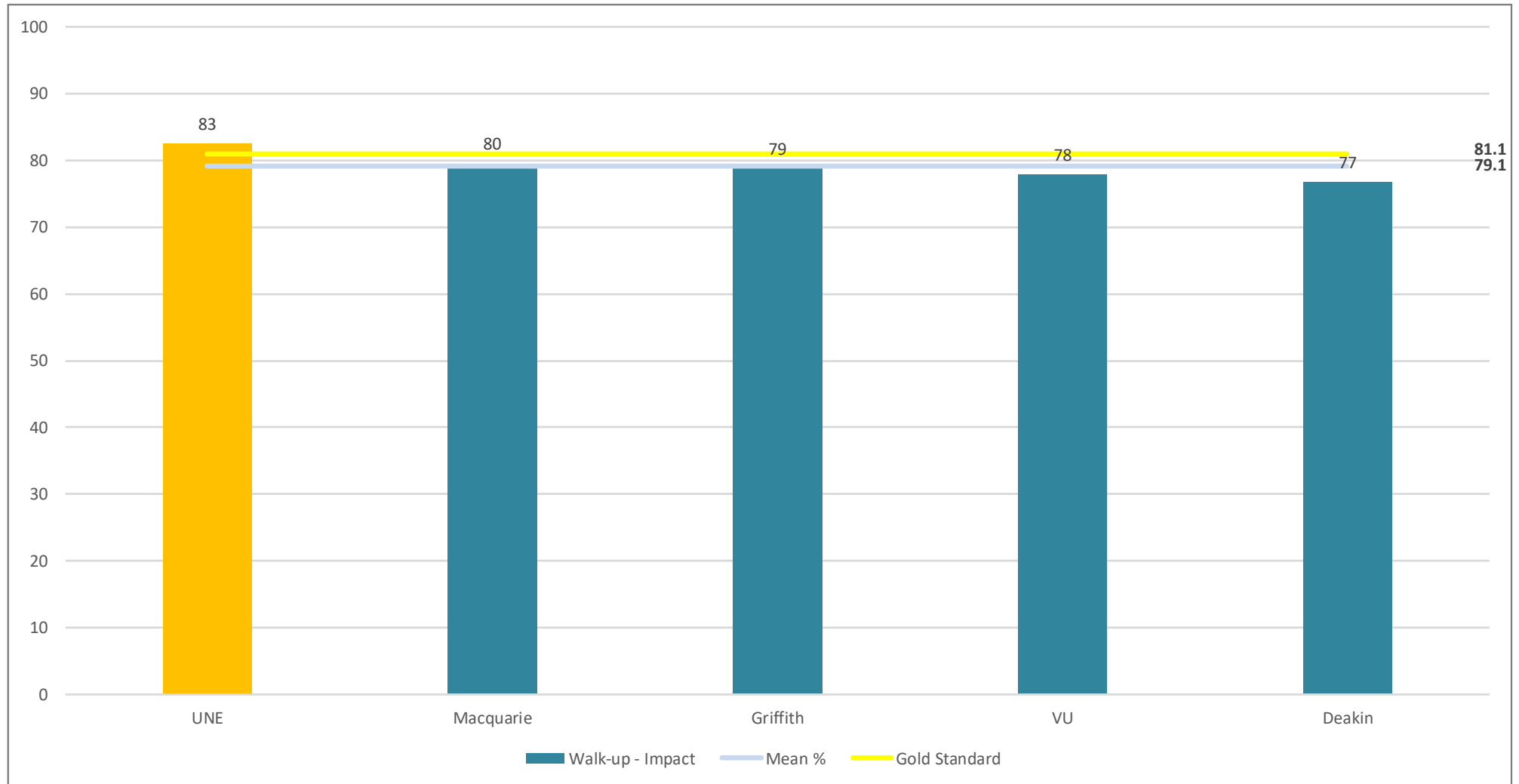
Walk-up technical skill



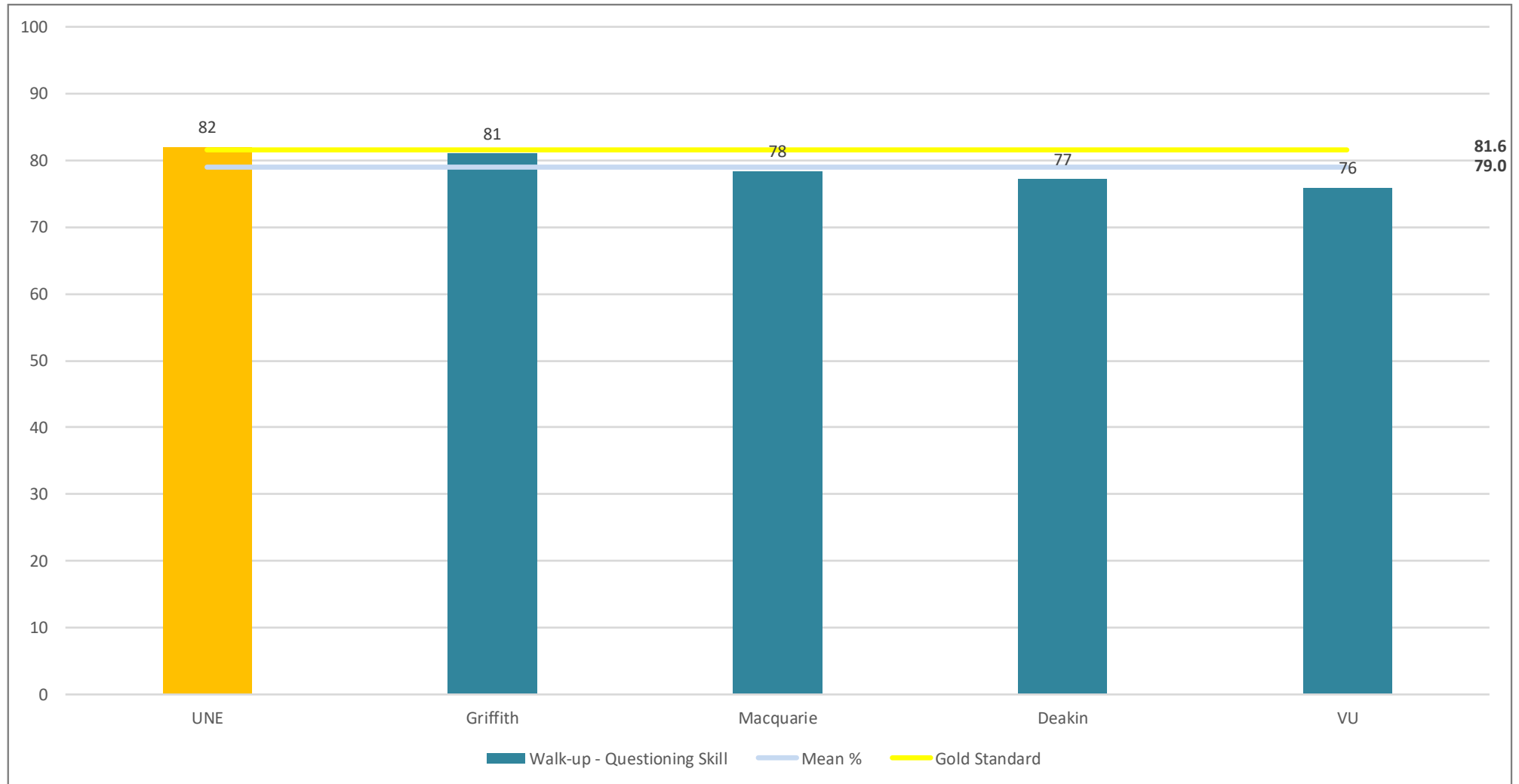
Walk-up helpfulness



Walk-up support understanding of the impact

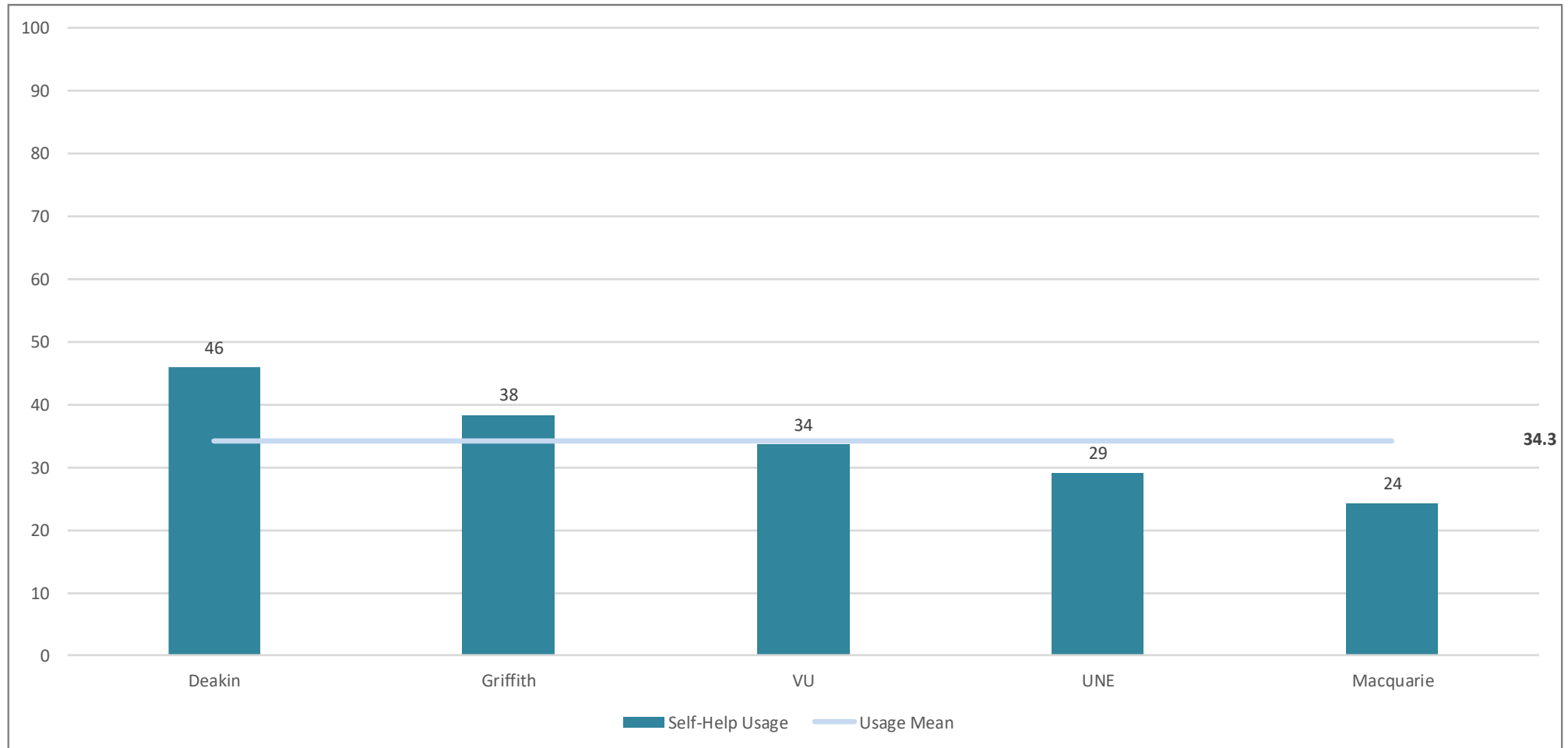


Walk-up questioning skill

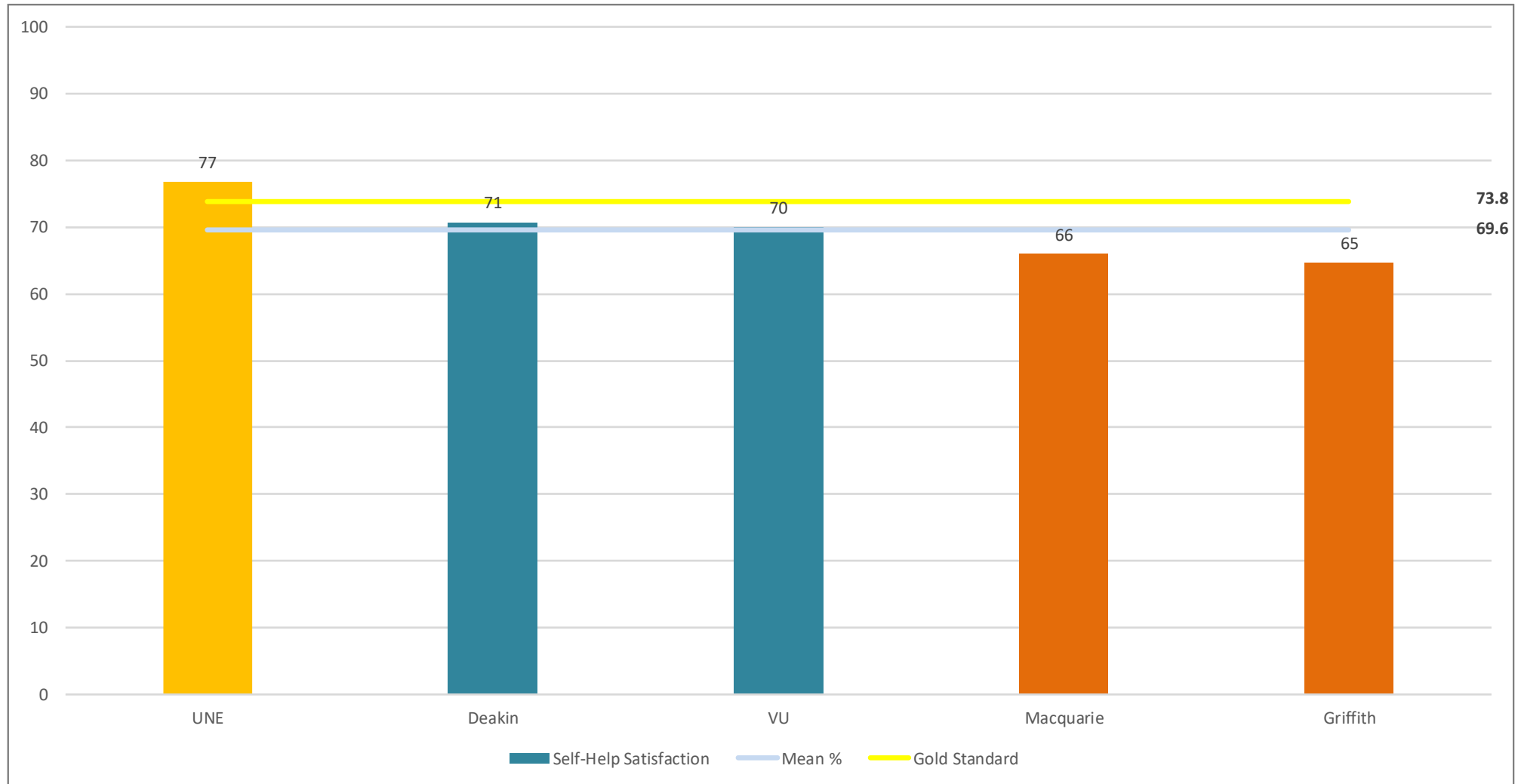


Self-Help Support

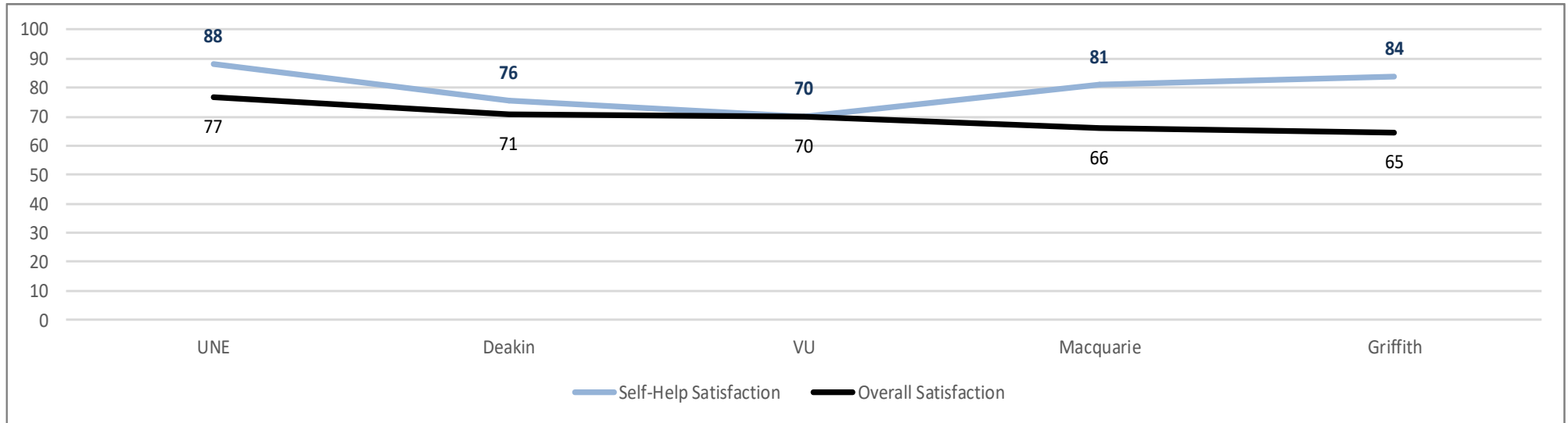
Self-help percentage of cohort responding



Self-Help satisfaction score

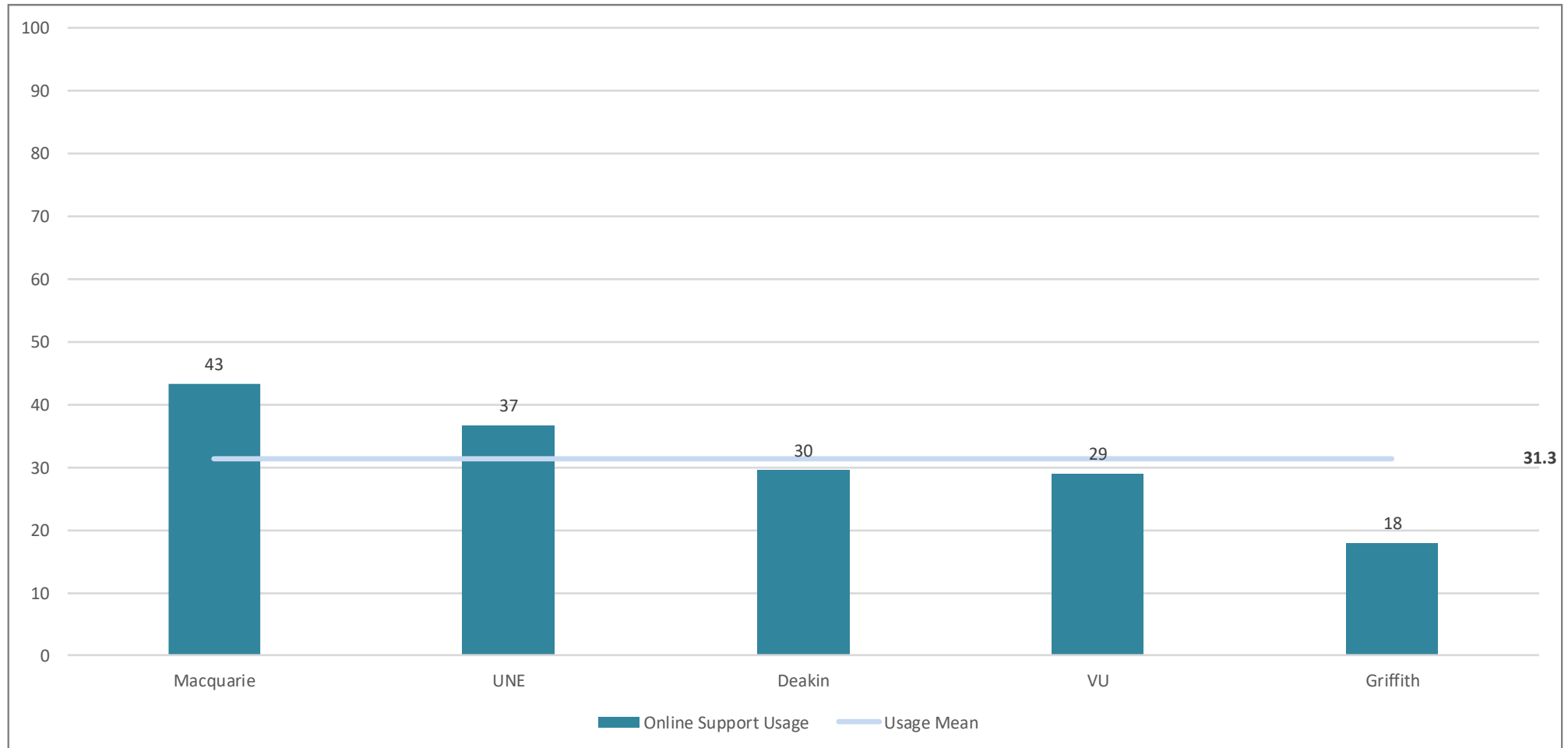


Self-Help satisfaction score related to overall satisfaction

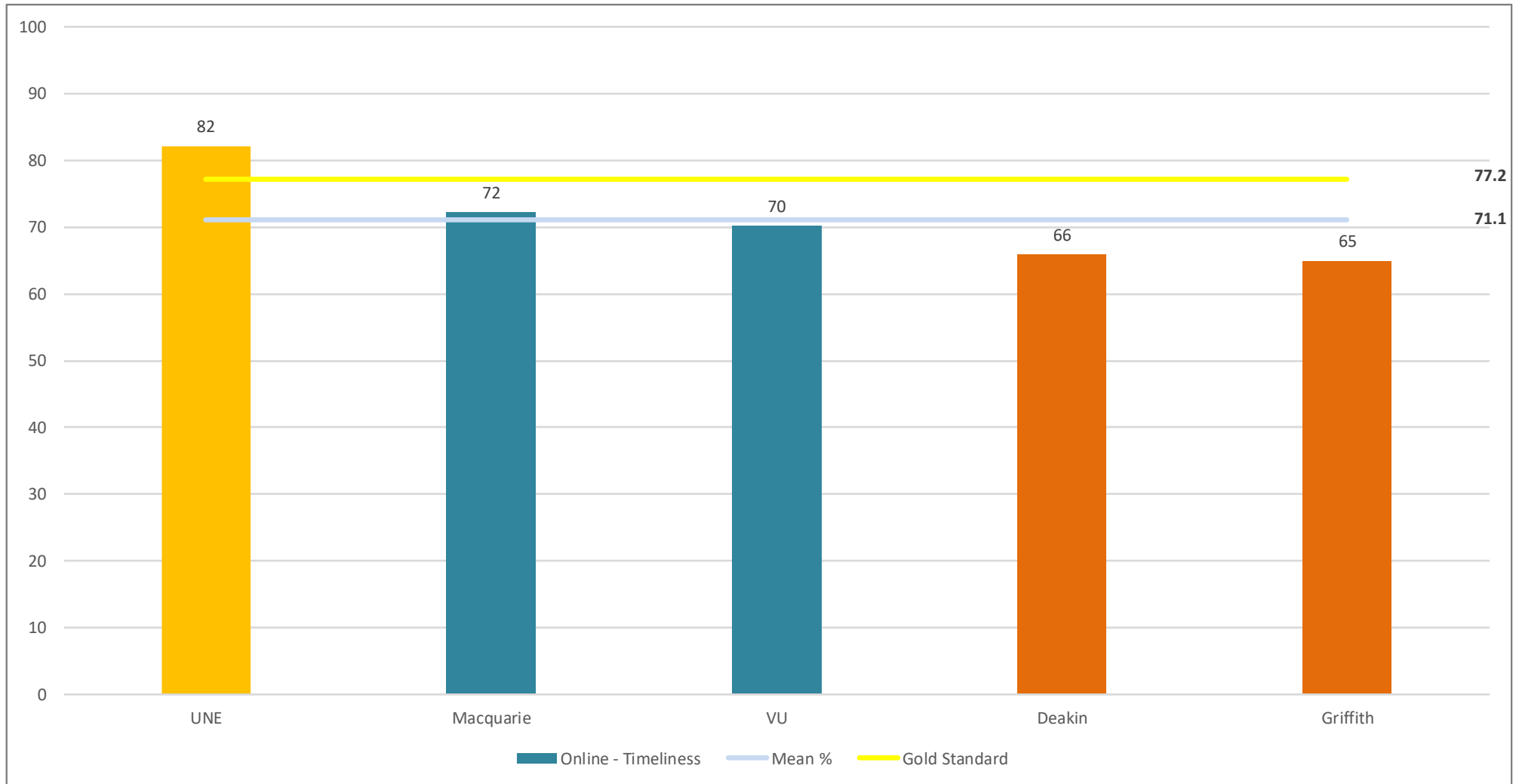


Online (email/web-portal) Support

Online percentage of cohort responding

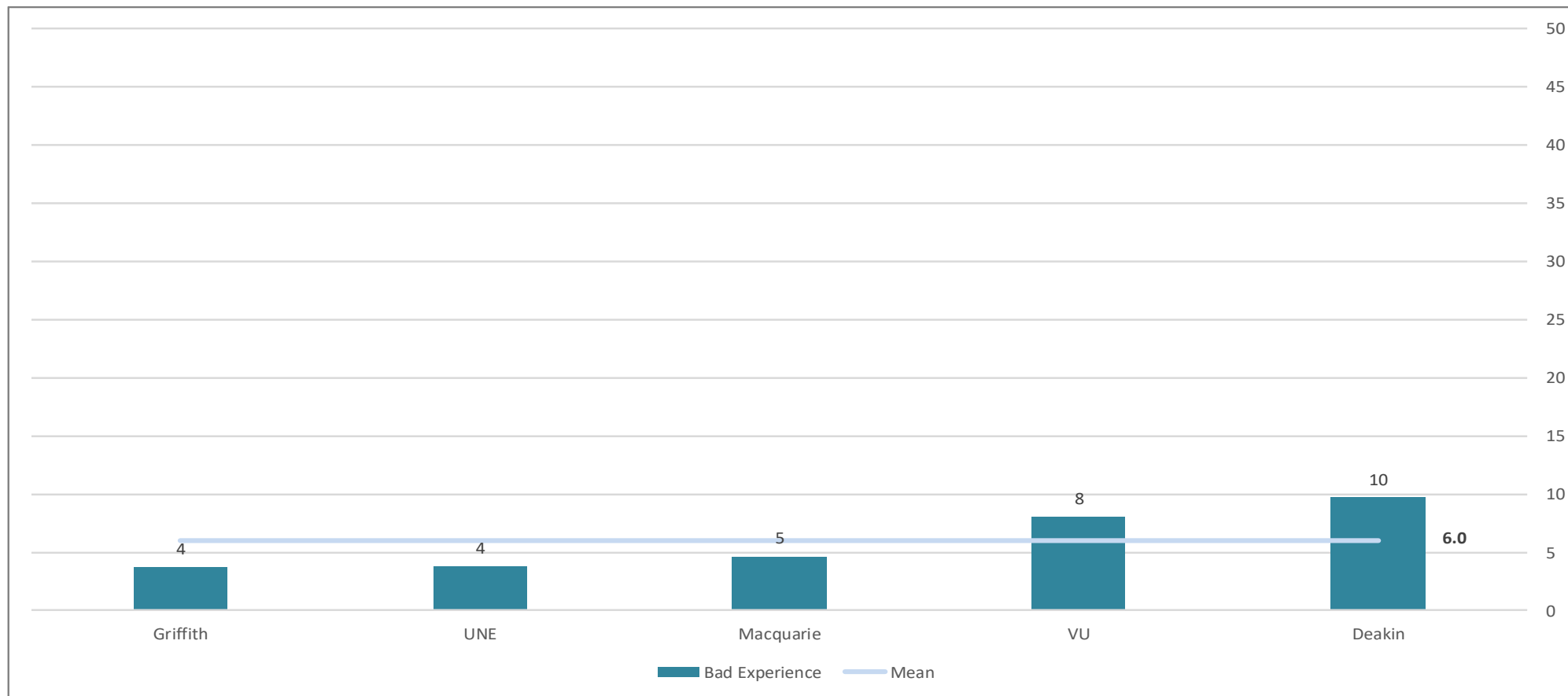


Online timeliness of response



Bad Experience Ratio

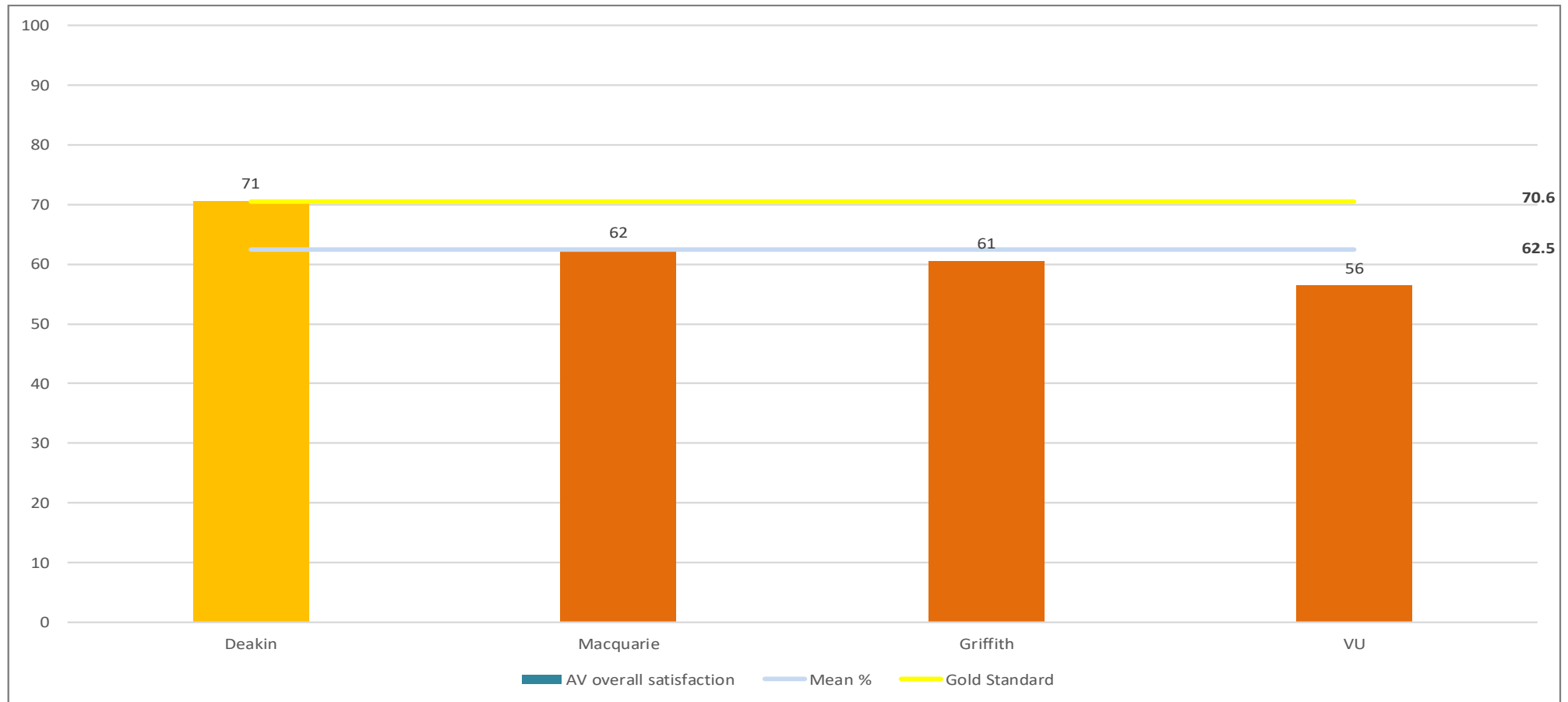
Bad Experience percentage of cohort responding



A bad experience ratio of greater than 10% (i.e. 1 in 10 respondents having a negative experience with IT Support in the last 3 months) is higher than desirable.

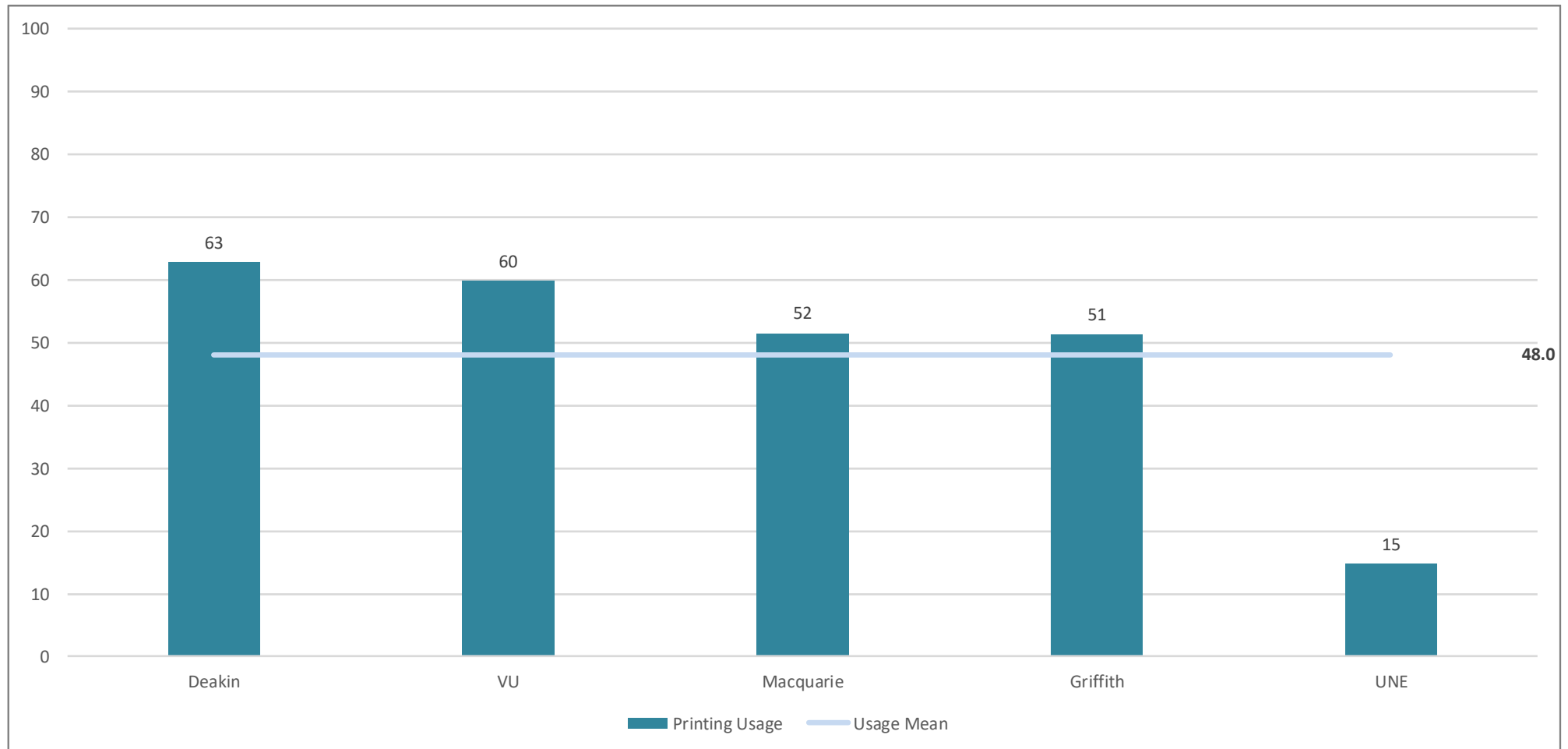
Audio Visual Satisfaction

Satisfaction with teaching space audio visual technology

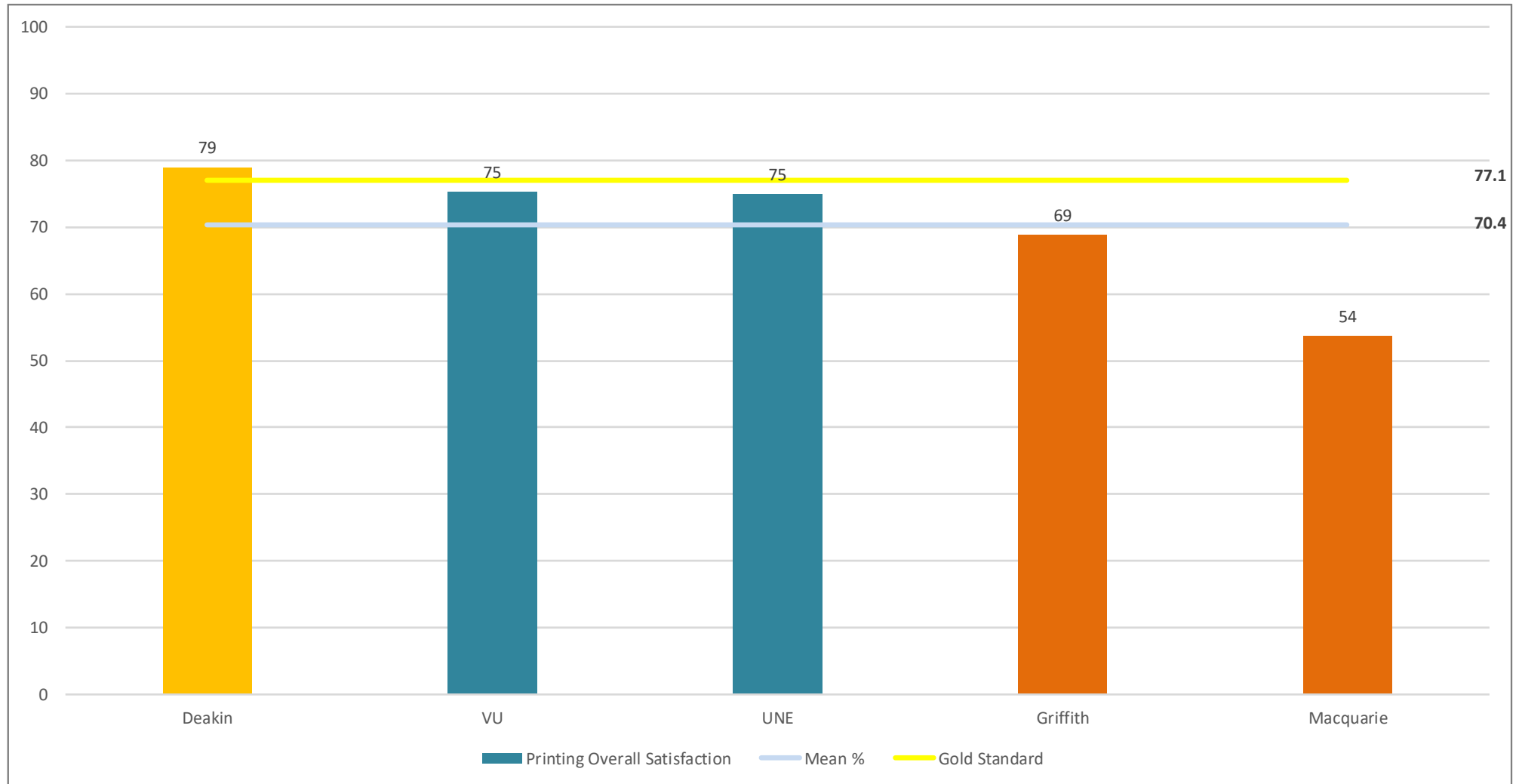


Printing Services

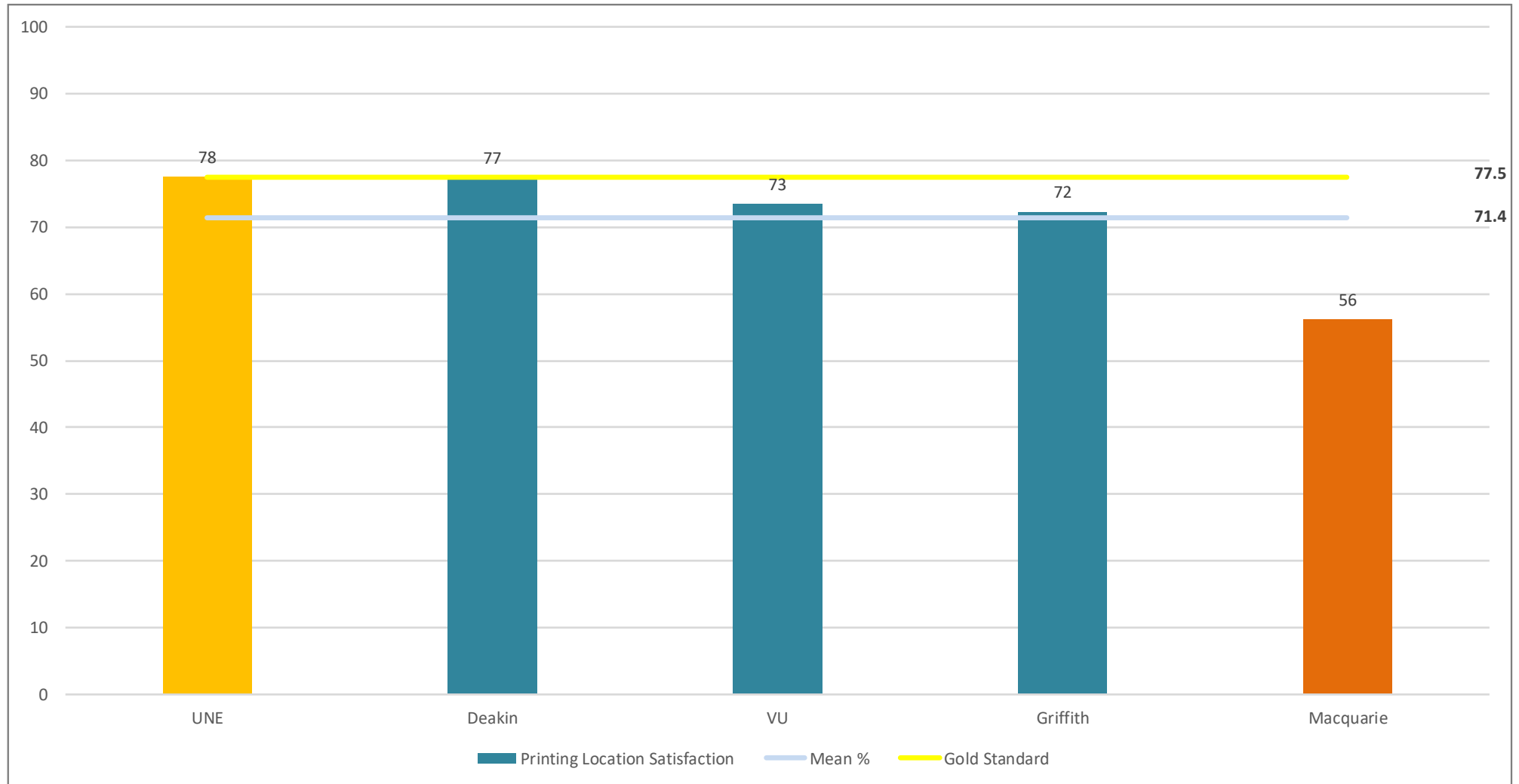
Printing services percentage of cohort responding



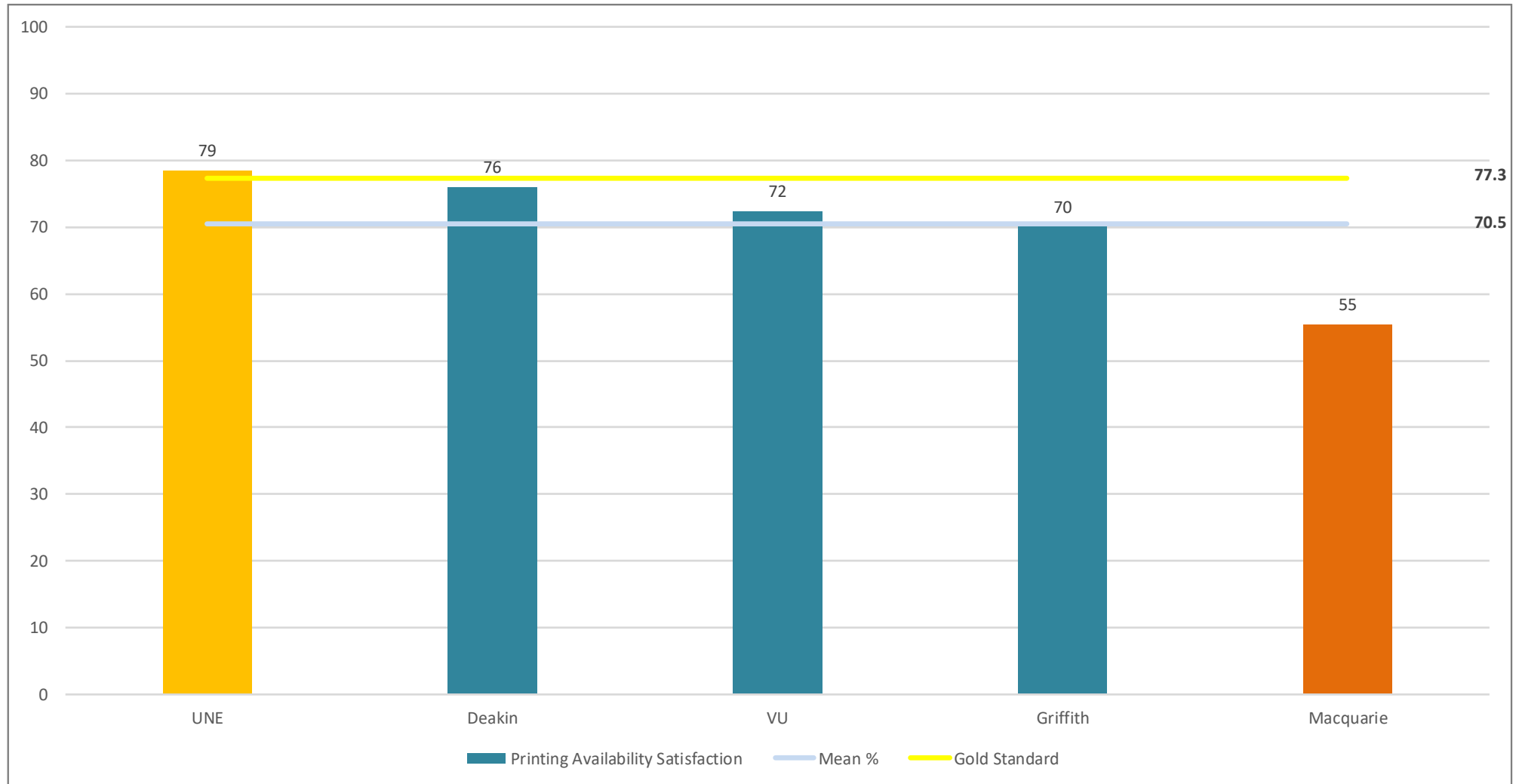
Printing services overall satisfaction



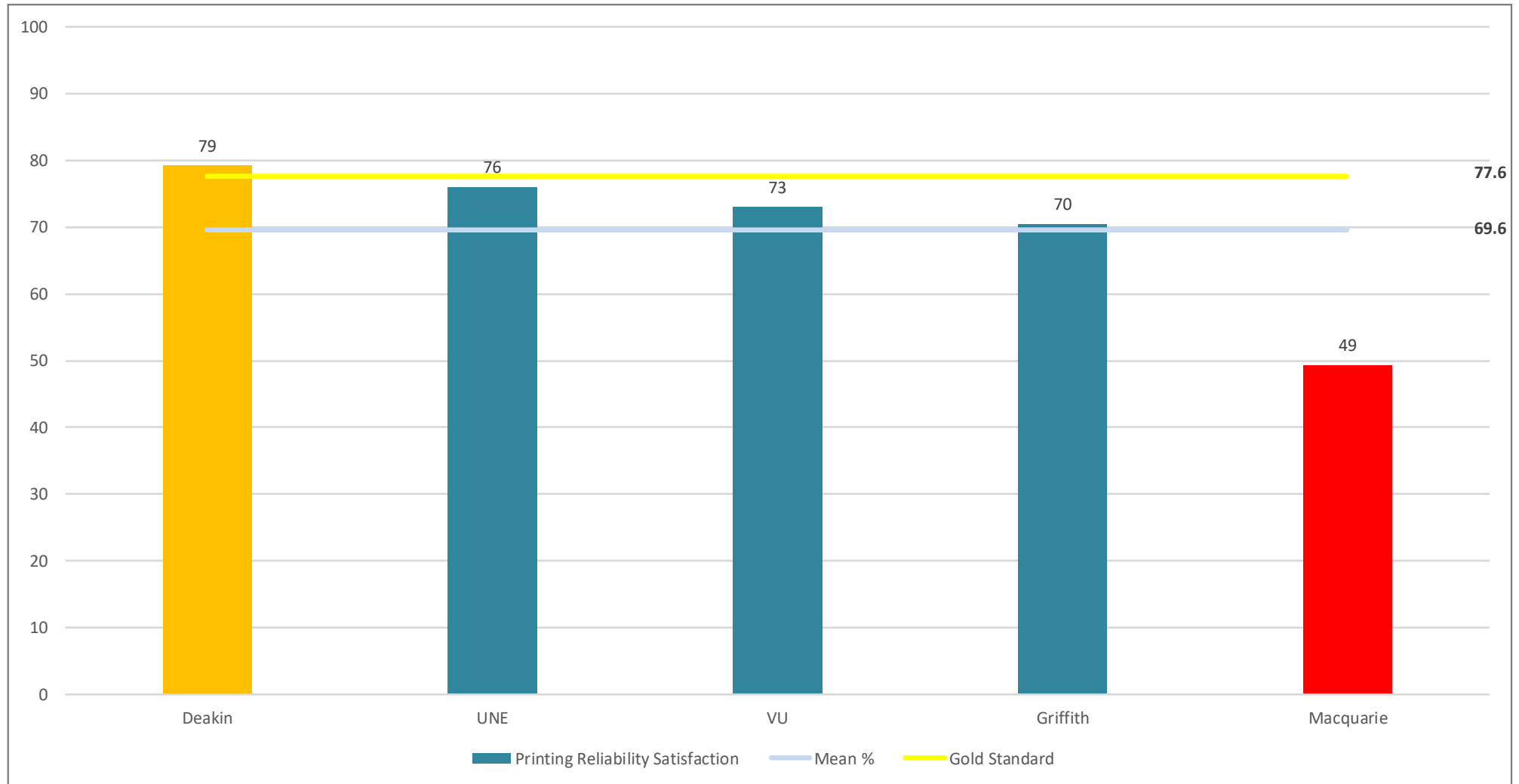
Printing services satisfaction with location



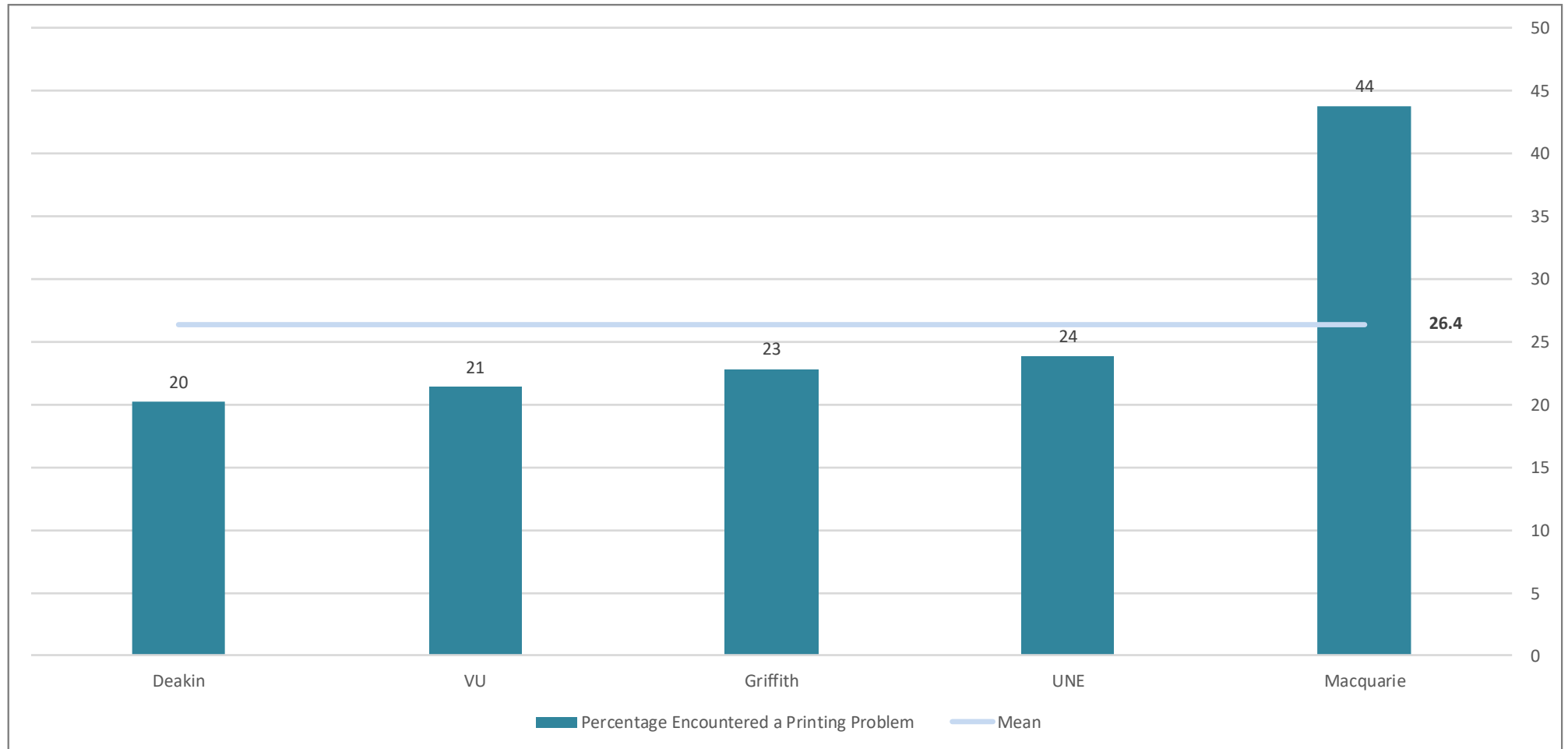
Printing services satisfaction with availability



Printing services satisfaction with reliability

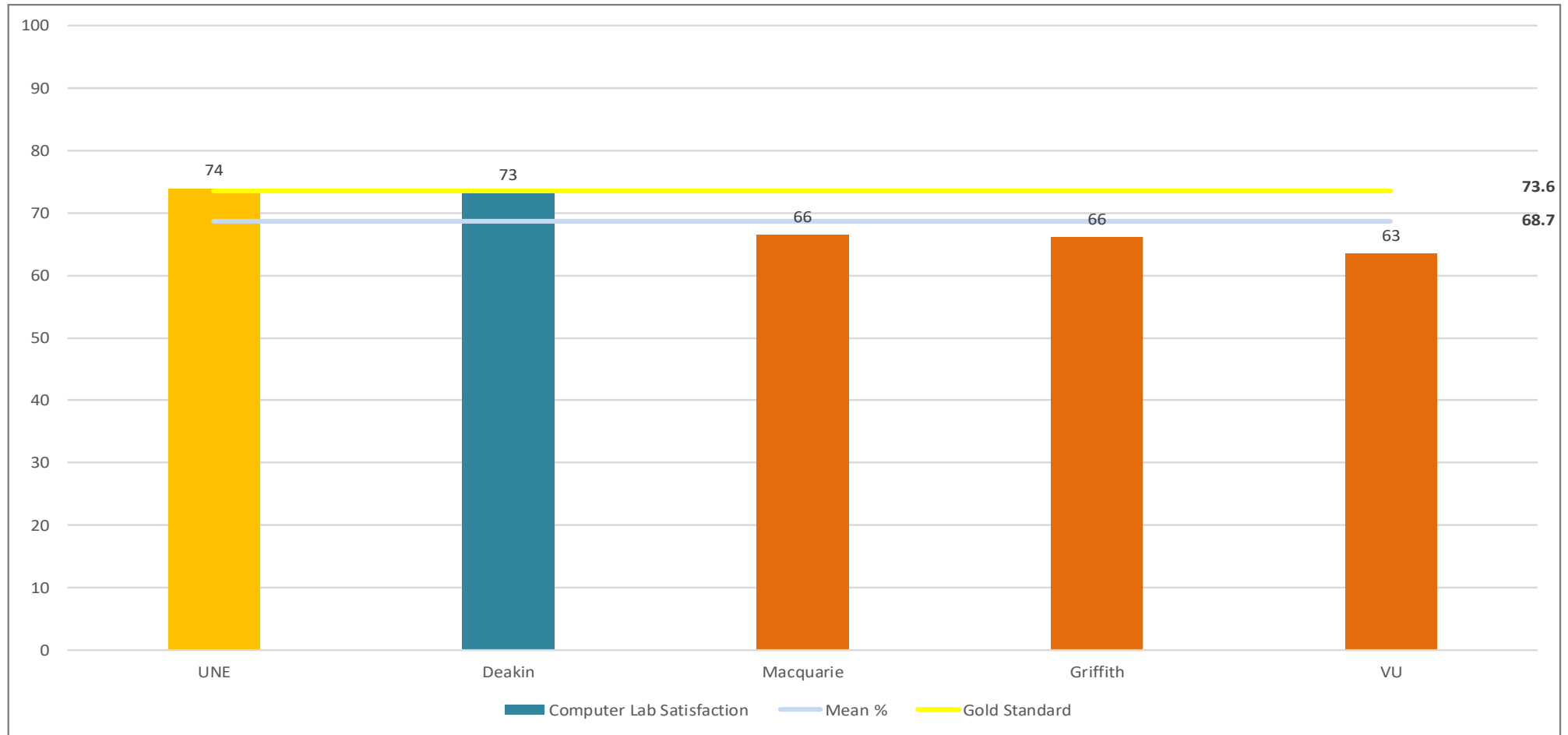


Printing services percentage of cohort that encountered a problem with printing

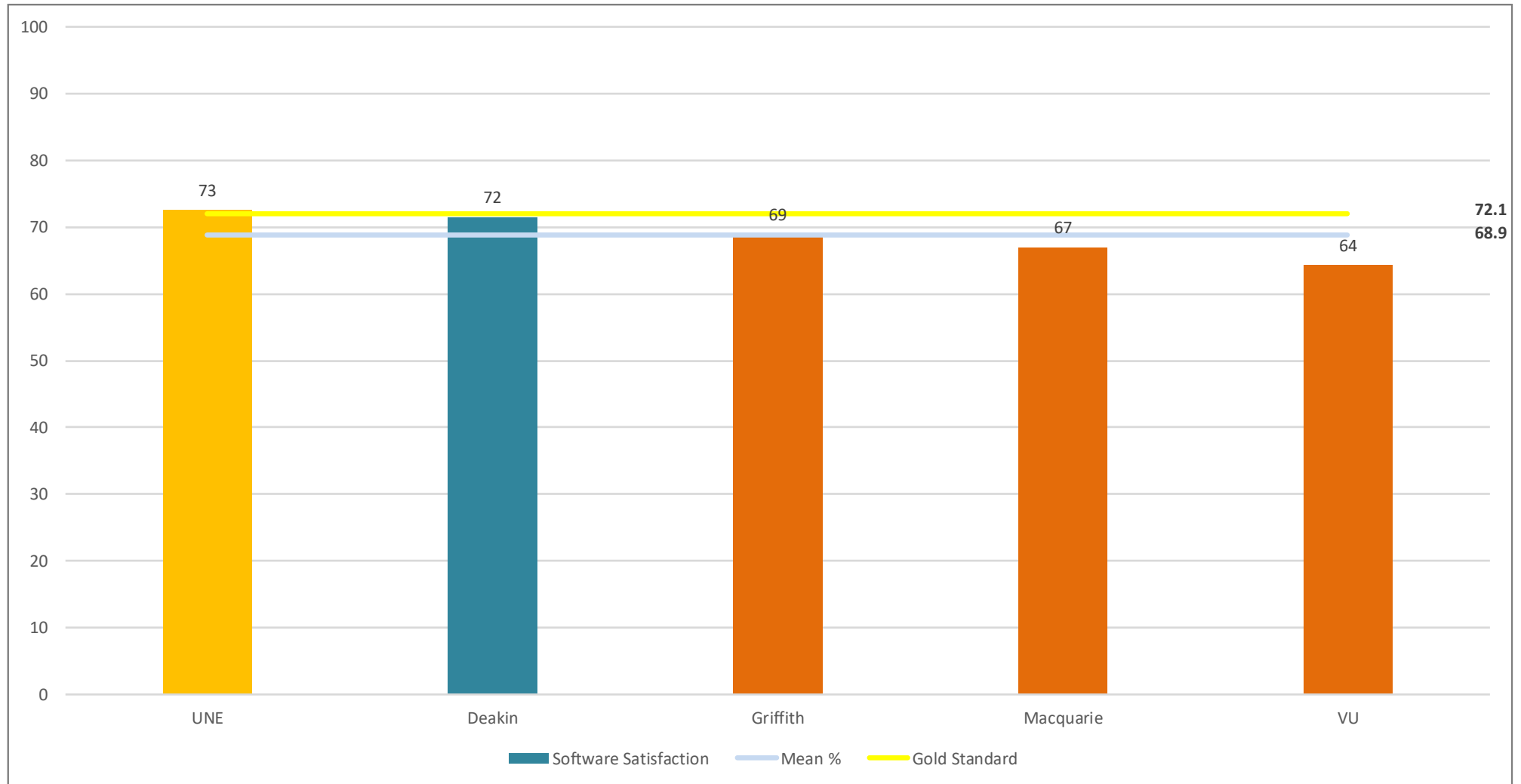


Student Computer Labs

Overall satisfaction with student computer labs



Overall satisfaction with student computer lab software

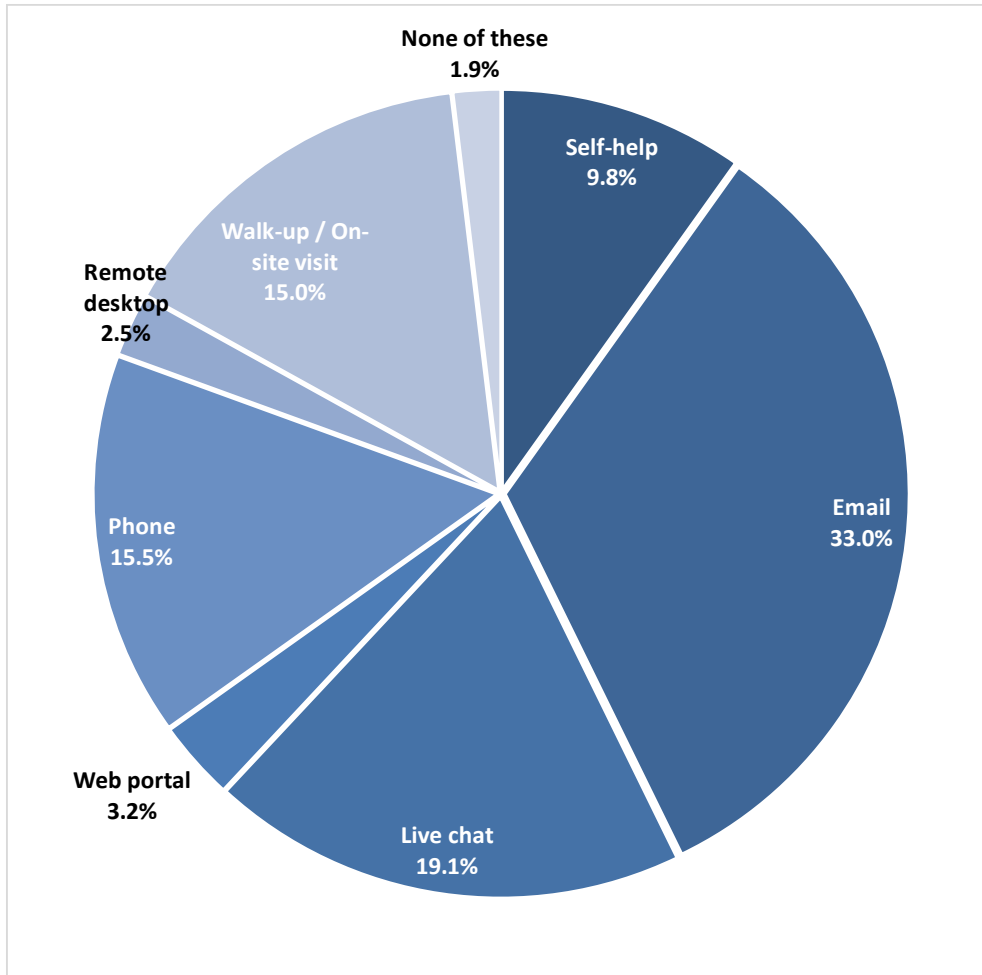


Appendix A: Historical benchmark scores and centralisation/complexity

2018 Rank	University	2018 Score	Centralisation	Complexity	2017 Score	2016 Score	2018-2017 Change
1	UNE	87	7	9	85	86	2.0
2	Griffith	83	8	8	DNP	81	
3	Macquarie	80	8	5	DNP	DNP	
4	Deakin	78	9	9	79	86	-1.0
5	VU	74	9	7	72	75	2.0

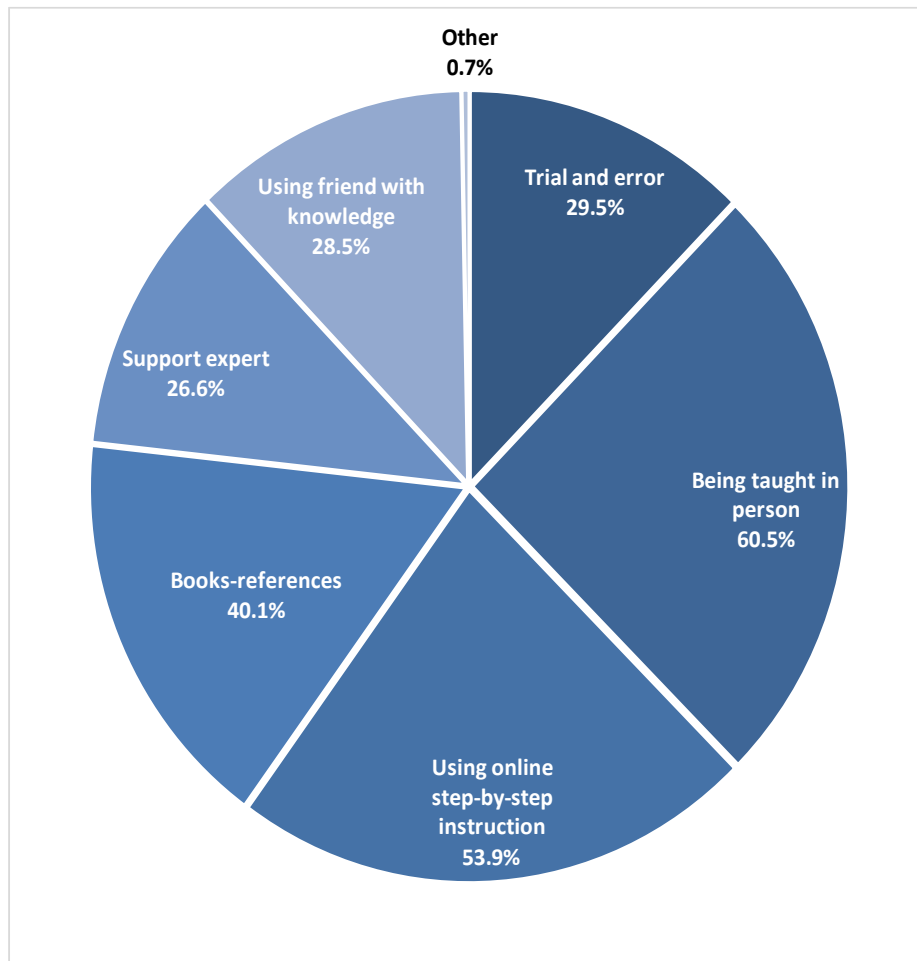
Appendix B: Preferred support and learning methods

Support preferences



University	Self-help	Email	Live chat	Web portal	Phone	Remote desktop	Walk-up / On-site visit	None of these
Deakin	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Griffith	13%	36%	16%	2%	16%	2%	13%	2%
Macquarie	9%	35%	17%	3%	14%	2%	19%	2%
UNE	10%	30%	22%	3%	22%	4%	7%	2%
VU	8%	31%	21%	4%	10%	2%	21%	2%
Sector Mean	9.8%	33.0%	19.1%	3.2%	15.5%	2.5%	15.0%	1.9%

Learning preferences



Note: Students could select multiple options.

University	Trial and error	Being taught in person	Using online step-by-step instruction	Books-references	Support expert	Using friend with knowledge	Other
Deakin	31%	67%	52%	40%	26%	26%	1%
Griffith	26%	66%	50%	31%	20%	30%	1%
Macquarie	32%	66%	54%	41%	25%	32%	1%
UNE	25%	34%	59%	38%	27%	15%	0%
VU	34%	69%	55%	51%	34%	39%	1%
Sector Mean	29.5%	60.5%	53.9%	40.1%	26.6%	28.5%	.7%

Appendix C: Demographic Profile
Cohort size and response rates

University	Cohort Size (Invited)	Cohort Size (Reported)	Number of Responses
Griffith	5200	40000	563
Macquarie	37682	41000	3002
UNE	22693	22000	1760
Deakin	8543	53000	599
VU	31566	61165	1220
Total	105684	217165	7144

Gender

University	Female	Male	Other / Prefer not to say
Deakin	69%	28%	3%
Griffith	67%	30%	2%
Macquarie	62%	34%	2%
UNE	71%	27%	1%
VU	58%	37%	3%
Sector Mean	65.4%	31.0%	2.3%

English as a Second Language

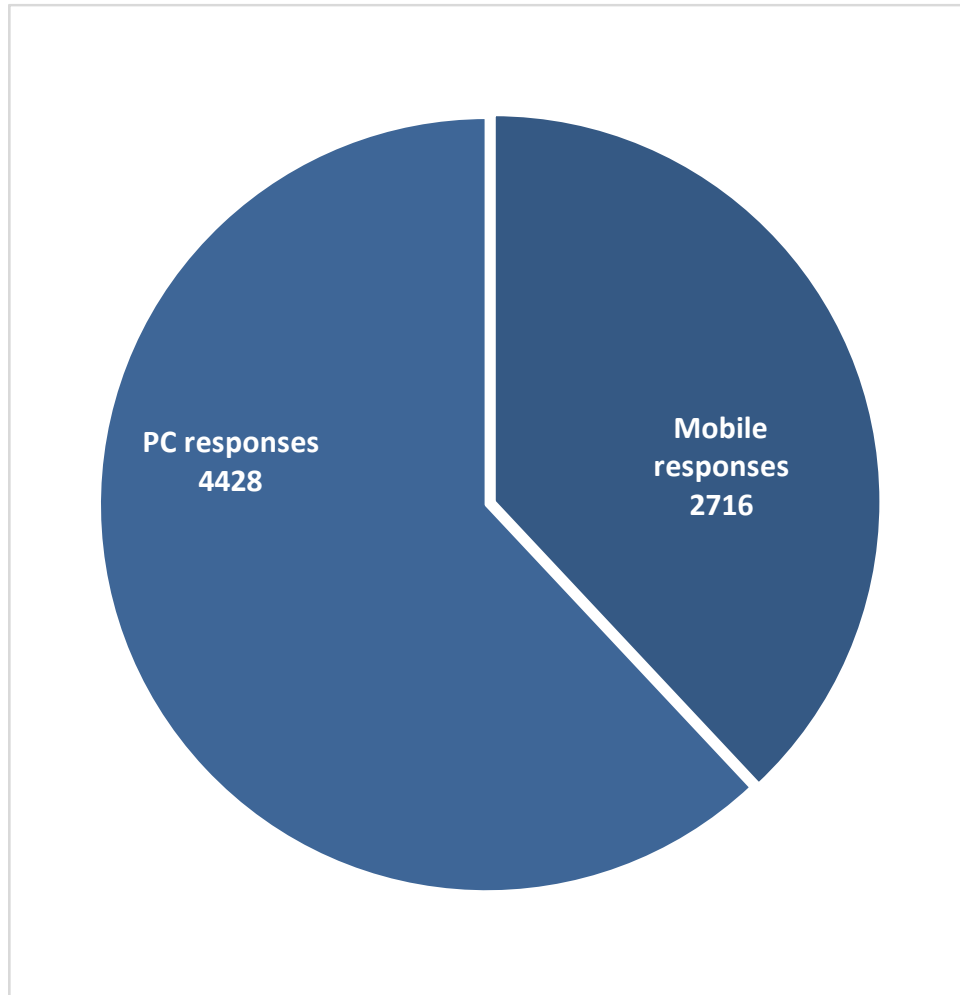
University	English is first language	English is not first language
Deakin	69%	31%
Griffith	73%	27%
Macquarie	64%	36%
UNE	87%	13%
VU	55%	45%
Sector Mean	69.8%	30.2%

Time at university

University	Less than a year	Between 1 & 3 years	More than 3 years
Deakin	32%	50%	18%
Griffith	41%	40%	20%
Macquarie	39%	42%	19%
UNE	36%	38%	26%
VU	45%	39%	16%
Sector Mean	38.4%	41.7%	19.9%

Appendix D: Device type

Responses by device type



University	Mobile responses	PC responses
Deakin	158	441
Griffith	165	398
Macquarie	1392	1610
UNE	507	1253
VU	494	726

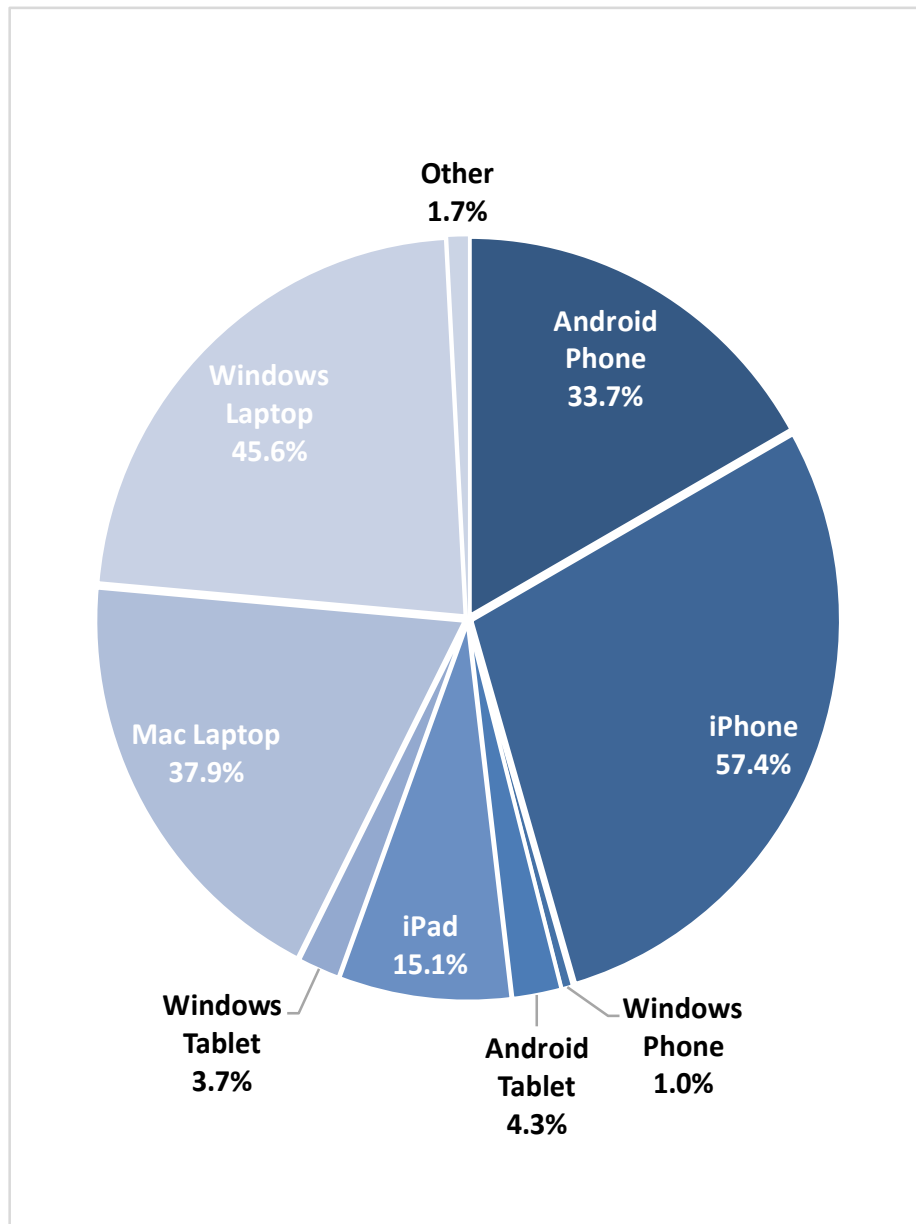
Appendix E: Bring Your Own Device

BYOD usage and device types

University	Usage	Android Phone	iPhone	Windows Phone	Android Tablet	iPad	Windows Tablet	Mac Laptop	Windows Laptop	Other
Deakin	87%	33%	57%	1%	3%	14%	3%	39%	49%	2%
Griffith	88%	32%	59%	1%	5%	15%	4%	36%	41%	2%
Macquarie	92%	33%	61%	1%	3%	16%	4%	44%	46%	2%
UNE	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
VU	84%	37%	53%	1%	5%	16%	4%	33%	48%	2%
Sector Mean	87.6%	33.7%	57.4%	1.0%	4.3%	15.1%	3.7%	37.9%	45.6%	1.7%

Note: The student survey included this item as a multiselect item (i.e. students could select multiple devices) whereas the staff survey asked staff to identify their primary device (hence these figures are typically higher than those for staff, and may add to more than 100%).

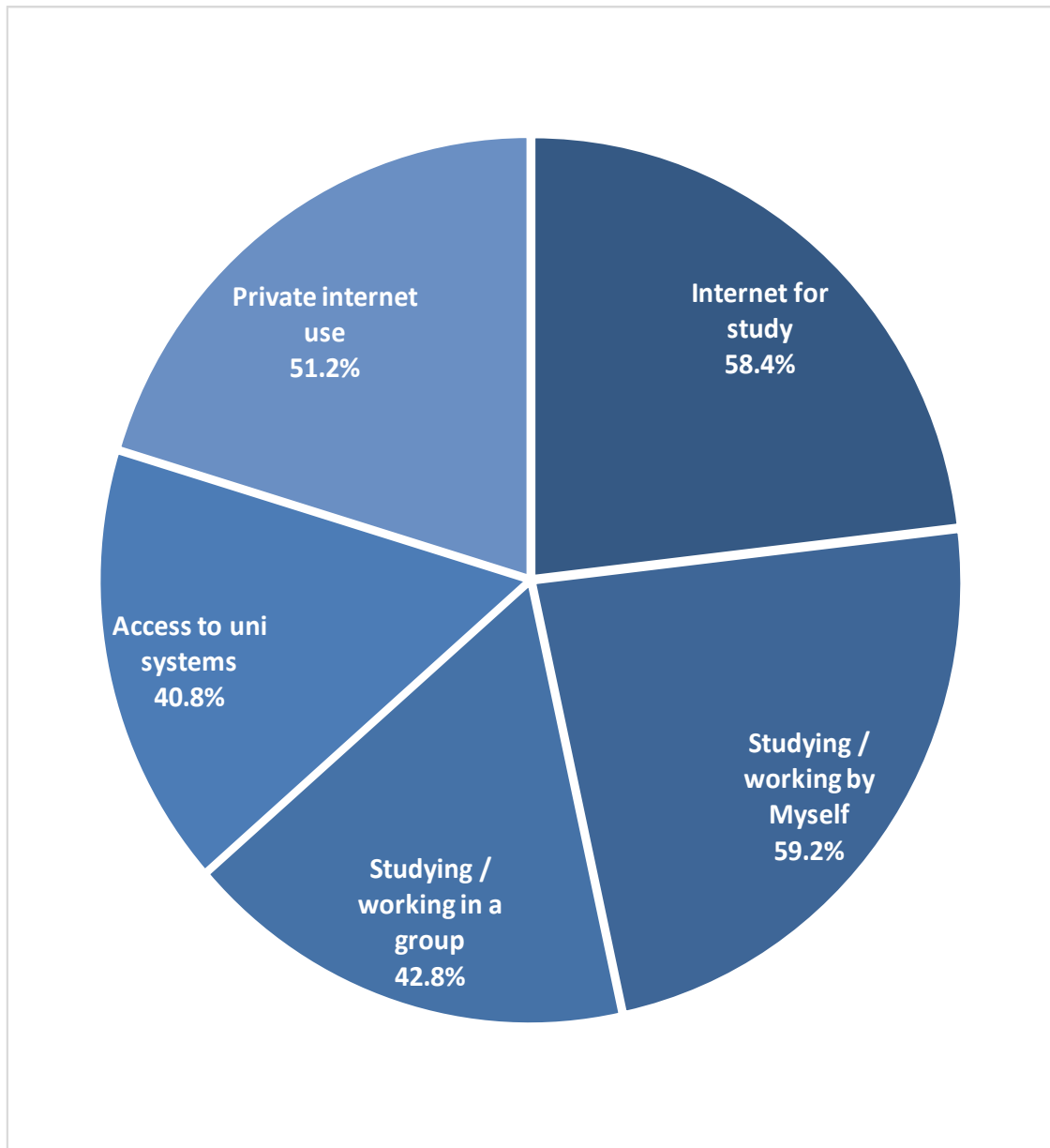
BYOD device types – sector means



BYOD activities and support

University	Usage	Internet for study	Studying / working by Myself	Studying / working in a group	Access to uni systems	Private internet use	Comfortable using device for group work	Sufficient power outlets	Uni should provide devices on loan	Uni systems are mobile friendly	Support for mobile is sufficient
Deakin	87%	60%	60%	47%	44%	52%	70%	55%	59%	64%	44%
Griffith	88%	56%	55%	40%	39%	48%	69%	49%	58%	62%	40%
Macquarie	92%	60%	61%	41%	40%	55%	73%	42%	60%	63%	43%
UNE	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
VU	84%	58%	61%	44%	40%	50%	71%	45%	58%	59%	47%
Sector Mean	87.6%	58.4%	59.2%	42.8%	40.8%	51.2%	70.9%	47.6%	59.0%	61.9%	43.5%

BYOD activities – sector means



Note: Students could select multiple options.

Appendix F: Benchmark summary scores

2018 Benchmark score summary

	Service Provision	Gold Standard	Benchmark Mean	Range of Scores (Lowest to Highest)
Overall Satisfaction	Whole of IT	79.3	73.5	68 - 84
Technical capability	Phone	86.1	80.2	71 - 88
Helpfulness	Phone	87.6	80.7	70 - 90
Business impact understanding	Phone	85.2	78.9	70 - 87
Questioning Skills	Phone	85.6	79.5	70 - 87
Technical capability	Walk-up	81.6	80.8	80 - 82
Helpfulness	Walk-up	83.3	81.6	80 - 83
Business impact understanding	Walk-up	81.1	79.1	77 - 83
Questioning Skills	Walk-up	81.6	79.0	76 - 82

Appendix G: Glossary

Option scales	The benchmark survey uses a six-point scale of ordinal categorical items
T2B%	Percentage of respondents who selected the top two choices on the scale
Gold Standard	The mean of the scores of the top quartile of universities
Benchmark mean	The average of all University scores
Colour Key	Scores greater than or equal to 70% GREEN / BLUE 50% to 70% AMBER Less than 50% RED

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