



# **2025 UW-IT Customer & Partner Experience Survey Results**

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# Survey Purpose and Scope

- Inform UW-IT's Strategic Anchor "You Get Me Relationships"
- Establish baselines to measure against annually
- Build stronger culture of incorporating stakeholder feedback



# Survey Responses

UW Primary Affiliation	Population Size	Min. Responses for Significant Sample	Survey Response Count (Final)	Survey Response Rate (Final)
Faculty	17,487	267	421	2.4%
Students	57,851	270	442	0.8%
Staff (excl. UW-IT & UW Med)	18,042	267	1,501	8.3%
Other	N/A	N/A	76	N/A
<b>All</b>	<b>93,380</b>	<b>804</b>	<b>2,440</b>	<b>2.6%</b>



Sample size achieved

- **Campus:** 84% Seattle, 5% Bothell, 5% Tacoma, 5% Other
- **Partners:** Staff self-identify relationship with UW-IT: 78% User, 22% Partner
- **Researchers:** All respondents self-identify if Researcher: 676



# Key Findings

- Across all respondent groups, across all metrics, UW-IT scored positively.
- 2025 customer satisfaction scores (CSAT) are essentially flat compared to 2021.
- Respondent feedback reflects confusion between local IT and UW-IT scope.
- 24% of respondents state that there are important IT services and technologies not currently provided by UW-IT. Up from 2021 (22%). Top mentions:
  - Adobe Creative Suite/PDF Tools (13.9%) - Acrobat Pro, Illustrator, Photoshop
  - AI/ChatGPT Tools (12.6%) - AI integration, ChatGPT access, AI agents



# Metrics

**Satisfaction:** Measures satisfaction level with a specific experience or overall experience

Backward-looking  
(evaluate past experience)

## CSAT

1.0-2.0: V. Low  
2.1-3.0: Low  
3.1 -3.9: Mod.  
4.0-4.4: High  
4.5-5.0: V. High

## PSAT

1.0-2.0: Misaligned  
2.1-3.0: Strained  
3.1 -3.9: Functional  
4.0-4.4: Aligned  
4.5-5.0: Strategic Fit

**Effort Score:** Measures ease of interaction/effort required

Present-  
focused  
(evaluates  
process  
efficiency)

## CES

1.0-2.0: V. High Effort  
2.1-3.0: High Effort  
3.1 -3.9: Mod. Effort  
4.0-4.4: Low Effort  
4.5-5.0: V. Low Effort

## PES

1.0-2.0: Misaligned  
2.1-3.0: Inefficient  
3.1 -3.9: Tolerable  
4.0-4.4: Aligned  
4.5-5.0: Strategic Fit

**Net Promoter Score:** Measures likelihood to recommend

Forward-looking  
(predicts behavior)

## cNPS:

-100-0: Poor  
1-30: Acceptable  
31-50: Great  
51-70: Excellent  
71+: World Class

## pNPS:

-100-0: At Risk  
1-30: Stable  
31-50: Strong  
51-70: Strategic Partner  
71+: Trusted Advisor/Ally



Based on your experiences with UW-IT-provided technologies or services in the past 12 months:	All (N = 2,093)	Faculty (N = 364)	Student (N = 283)	Staff All (N = 1,385)	Staff Partner (N = 331)	Staff User (N = 1,057)	Researcher (N = 581)
<b>CSAT/PSAT:</b> please select your OVERALL satisfaction level with UW-IT. <b>(Change from 2021)</b>	<b>3.98</b> <b>(-0.01)</b>	<b>3.95</b> <b>(-0.01)</b>	<b>4.04</b> <b>(+0.09)</b>	<b>3.98</b> <b>(-0.05)</b>	<b>3.92</b>	<b>4.00</b>	<b>3.99</b> <b>(-0.04)</b>
<b>CES/PES:</b> how easy was it to get what you needed from UW-IT?	<b>3.85</b>	<b>3.81</b>	<b>3.82</b>	<b>3.87</b>	<b>3.73</b>	<b>3.91</b>	<b>3.80</b>
<b>cNPS/pNPS:</b> how likely are you to recommend UW-IT to a colleague or peer?	<b>35</b>	<b>39</b>	<b>25</b>	<b>35</b>	<b>31</b>	<b>37</b>	<b>54</b>

**Satisfaction: 1-5 scale**



**CSAT**

**PSAT**

**1.0-2.0: V. Low**

**1.0-2.0: Misaligned**

**2.1-3.0: Low**

**2.1-3.0: Strained**

**3.1 -3.9: Mod.**

**3.1 -3.9: Functional**

**4.0-4.4: High**

**4.0-4.4: Aligned**

**4.5-5.0: V. High**

**4.5-5.0: Strategic Fit**

**Effort Score: 1-5 scale**



**CES**

**PES**

**1.0-2.0: V. High Effort**

**1.0-2.0: Misaligned**

**2.1-3.0: High Effort**

**2.1-3.0: Inefficient**

**3.1 -3.9: Mod. Effort**

**3.1 -3.9: Tolerable**

**4.0-4.4: Low Effort**

**4.0-4.4: Aligned**

**4.5-5.0: V. Low Effort**

**4.5-5.0: Strategic Fit**

**Net Promoter Score: 0-10 scale**



**cNPS:**

**pNPS:**

**-100-0: Poor**

**-100-0: At Risk**

**1-30: Acceptable**

**1-30: Stable**

**31-50: Great**

**31-50: Strong**

**51-70: Excellent**

**51-70: Strategic Partner**

**71+: World Class**

**71+: Trusted Advisor/Ally**

Offered to **Active Respondents:** selected interaction type(s) with UW-IT in past 12 months (email/phone/catalog/website/person/other)



# Feedback Themes – All Respondents

Optional Follow Up Questions	All Respondents Top Feedback Themes	Takeaway
<p>What made your experience with UW-IT positive? (CSAT/PSAT: 4-5)</p> <p>N = 1,058</p>	<p><b>Speed/Responsiveness (46%):</b> "Prompt response via the ticketing system. Website provides clear information."</p> <p><b>Helpful/Supportive (26%):</b> "Very helpful and committed staff to answering my questions"</p>	<p>Speed/Responsiveness is a universal priority across all respondent groups. <u>Critical success factor</u> for driving satisfaction.</p> <p>UW-IT UW Connect Metrics:</p> <ul style="list-style-type: none"> <li>• First Response Achievement</li> <li>• Caller Update Achievement</li> </ul>
<p>What could UW-IT do to improve your experience? (CSAT/PSAT: 1-3)</p> <p>N = 311</p>	<p><b>Software Availability (16%)</b> "I don't understand why we don't have free access to Adobe Acrobat, which is crucial for academic purposes."</p> <p><b>Communication Clarity (14%)</b> "I find the responses are non-specific and often require a lot of back and forth to get the information I need to solve a given issue."</p>	<p>Software catalog and Software Licensing service are key to success.</p>
<p>What made it difficult to get what you needed from UW-IT? (CES/PES: 1-3)</p> <p>N = 217</p>	<p><b>Communication/Response (30%)</b> "They didn't seem to want to help. They just kept pointing me at resources that didn't fit my needs"</p> <p><b>Wait Time/Speed (29%)</b> "Different IT depts not working together to solve the issue"</p>	<p>Biggest pain points are basic service delivery issues, causing higher effort from customers to get what they need.</p>

Thinking specifically about your research experiences during the past 12 months, please select your satisfaction level with	All Researcher (N = 676)	Faculty Researcher (N = 246)	Student Researcher (N = 141)	Staff Researcher (N = 262)
the <b>IT tools</b> provided by UW-IT	<b>3.75</b>	<b>3.66</b>	<b>3.84</b>	<b>3.77</b>
the <b>IT support</b> provided by UW-IT	<b>3.83</b>	<b>3.73</b>	<b>3.92</b>	<b>3.86</b>

Thinking specifically about your research experiences during the past 12 months, please select your satisfaction level with	Using High Performance Computing (e.g. Hyak) (N = 99)	Using Cloud Computing (e.g. AWS, GCP, Azure) (N = 139)	Using Research Storage (e.g. Kopah, Lolo) (N = 109)	Using Research Computing Consulting (e.g. office hour) (N = 70)
the <b>IT tools</b> provided by UW-IT	<b>3.69</b>	<b>3.69</b>	<b>3.76</b>	<b>3.54</b>
the <b>IT support</b> provided by UW-IT	<b>3.88</b>	<b>3.82</b>	<b>3.89</b>	<b>3.70</b>

Based on your experiences with UW-IT-provided technologies or services in the past 12 months:	Using High Performance Computing (e.g. Hyak) (N = 85)	Using Cloud Computing (e.g. AWS, GCP, Azure) (N = 123)	Using Research Storage (e.g. Kopah, Lolo) (N = 99)	Using Research Computing Consulting (e.g. office hour) (N = 68)
<b>CSAT/PSAT:</b> please select your OVERALL satisfaction level with UW-IT.	<b>4.07</b>	<b>3.98</b>	<b>3.94</b>	<b>3.81</b>
<b>CES/PES:</b> how easy was it to get what you needed from UW-IT?	<b>3.75</b>	<b>3.67</b>	<b>3.76</b>	<b>3.57</b>
<b>cNPS/pNPS:</b> how likely are you to recommend UW-IT to a colleague/peer?	<b>28</b>	<b>33</b>	<b>33</b>	<b>18</b>

Satisfaction: 1-5 scale

CSAT

1.0-2.0: V. Low  
2.1-3.0: Low  
3.1-3.9: Mod.  
4.0-4.4: High  
4.5-5.0: V. High

Effort Score: 1-5 scale

CES

1.0-2.0: V. High Effort  
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3.1-3.9: Mod. Effort  
4.0-4.4: Low Effort  
4.5-5.0: V. Low Effort

Net Promoter Score: 0-10 scale

cNPS:

-100-0: Poor  
1-30: Acceptable  
31-50: Great  
51-70: Excellent  
71+: World Class

**Researcher**

Do you currently conduct research as part of your academic or professional responsibilities at UW? **(Yes)**





# Researcher Training

Researcher Training Question	Researchers Top Feedback Themes	Takeaway
<p>What additional IT training or support would you find helpful?</p> <p>N = 436</p>	<p><b>AI/Machine Learning/LLMs (34%):</b> "How to use compliant or BAA-aligned LLMs"</p> <p><b>General Training (24%):</b> "Workshops on how to effectively use high performance and cloud computing could be helpful!"</p>	<p>AI-related trainings might offer opportunities to inform a broad range of researchers about UW-IT's Research Computing scope and support resources</p>



UW-IT Anchor: Trusted Solutions	
Rate how much you agree or disagree with the following statements	Staff Partner (N = 331)
UW-IT offers solutions that are <b>secure</b>	<b>4.42</b>
UW-IT offers solutions that are <b>focused on outcomes</b>	<b>3.92</b>
UW-IT offers solutions that are <b>accessible</b>	<b>3.98</b>
UW-IT offers solutions that <b>I can trust</b>	<b>4.19</b>

UW-IT Anchor: You Get Me Relationships	
Rate how much you agree or disagree with the following statements	Staff Partner (N = 331)
UW-IT understands my needs	<b>3.66</b>
UW-IT cares about my needs	<b>3.83</b>
UW-IT offers solutions that fit my needs	<b>3.74</b>

Demonstrating UW-IT Values	
Rate how much you agree or disagree with the following statements	Staff Partner (N = 331)
UW-IT demonstrates being <b>invested</b> - understanding the impact their work has on others	<b>3.96</b>
UW-IT demonstrates being <b>compassionate</b> - recognizing that behind every inquiry lies a person seeking a meaningful experience	<b>3.91</b>
UW-IT demonstrates being <b>team players</b> - collaborating and sharing perspectives in support of a common goal	<b>3.96</b>

Satisfaction: 1-5 scale

PSAT

1.0-2.0: Misaligned

2.1-3.0: Strained

3.1 -3.9: Functional

4.0-4.4: Aligned

4.5-5.0: Strategic Fit



### Staff Partner

I actively collaborate with UW-IT to support the needs of my team, department, or unit. My role depends on regular engagement with UW-IT



# Needed Service/Tech Not Provided

## 2025 Needed IT Services and Tech, But Not Provided by UW-IT? Summary - All

UW Primary Affiliation	Response Count	I don't know %	No %	Yes %
Faculty	421	39%	29%	33%
Students	442	48%	32%	20%
Staff (excl. UW-IT & UW Med)	1,501	46%	30%	24%
<b>All</b>	<b>2,440</b>	<b>45%</b>	<b>31%</b>	<b>24%</b>
Researchers (Faculty, Staff, Students, Other)	676	39%	28%	33%

### All Respondents Top Feedback Themes (N = 595)

1. Adobe Creative Suite/PDF Tools (14.3%) - Acrobat Pro, Illustrator, Photoshop
2. AI/ChatGPT Tools (12.6%) - AI integration, ChatGPT access, AI agents
3. Research Software (10.1%) - PyMol, Prism, EndNote, SnapGene
4. Statistical/Analytics Software (7.6%) - Tableau, SPSS, Minitab, Stata
5. Project Management Tools (6.7%) - Asana, Smartsheet, workflow tools

### Takeaway

Screen this list against UW-IT's existing and planned software offerings to strive for alignment. Further validate demand for requested software by seeking input from campus partners.



# UW-IT Action Plan

Survey Feedback Themes	UW-IT Actions
<p>What made it difficult to get what you needed from UW-IT? (CES/PES: 1-3)</p> <ul style="list-style-type: none"><li>• <b>Communication/Response (30%)</b></li><li>• <b>Wait Time/Speed (29%)</b></li></ul> <p>What made your experience with UW-IT positive? (CSAT/PSAT: 4-5)</p> <ul style="list-style-type: none"><li>• <b>Speed/Responsiveness (46%)</b></li><li>• <b>Helpful/Supportive (26%)</b></li></ul>	<p><b>Program to reduce customer &amp; partner effort:</b> Launch a <u>You Get Me Relationships Insights program</u> focused on driving opportunities to reduce the effort it takes customers and partners to get what they need from UW-IT.</p> <p>Initial focus will be identifying service pain points measured by <u>UW-IT Metrics</u></p> <ul style="list-style-type: none"><li>▪ Owner: Shane McCartney, UW-IT Customer Analytics</li><li>▪ Sponsor: Damien Koemans, UW-IT CX</li></ul>
<p>What could UW-IT do to improve your experience? (CSAT/PSAT: 1-3)</p> <ul style="list-style-type: none"><li>• <b>Software Availability (16%)</b></li><li>• <b>Communication Clarity (14%)</b></li></ul> <p>Needed IT Services and Tech, But Not Provided by UW-IT?</p> <ul style="list-style-type: none"><li>• <b>Adobe Creative Suite/PDF Tools (14.3%)</b></li><li>• <b>AI/ChatGPT Tools (12.6%)</b></li><li>• <b>Research Software (10.1%)</b></li><li>• <b>Statistical/Analytics Software (7.6%)</b></li><li>• <b>Project Management Tools (6.7%)</b></li></ul>	<p><b>Establish inclusive software planning:</b> Optimize software licensing planning to be inclusive, giving customers and partners greater visibility, influence, and confidence that UW-IT's software offerings are aligned to their needs.</p> <ul style="list-style-type: none"><li>▪ Owner: Damian Gibbs, UW-IT Software Licensing</li><li>▪ Sponsor: Damien Koemans, UW-IT CX</li></ul>



# Appendix

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## Questionnaire Summary

What is your primary affiliation with University of Washington?
What is your primary UW campus affiliation?
Which UW Department or College do you work for? (Staff, Faculty)
Which choice below best describes your primary relationship with UW-IT? (Partner or User?) (Staff)
What is your job category? (Staff)
In the past 12 months, please identify the types of interactions you have had with a UW-IT-provided technology or service? (All)
For what reasons have you NOT interacted with UW-IT in the past 12 months? Select all that apply.
Based on your experiences in the past 12 months, please select your OVERALL satisfaction level with UW-IT. (All)
Based on your experiences with UW-IT-provided technologies or services in the past 12 months, how easy was it to get what you needed from UW-IT? (All)
Based on your experiences with UW-IT in the past 12 months, how likely are you to recommend UW-IT to a colleague or peer? (All)
Are there IT services and technologies provided by UW-IT that you NO LONGER NEED for your work or learning? If so, please list them. (All)
Are there IT services and technologies important to your UW work or learning that are NOT PROVIDED by UW-IT? (All)
What should be the top priorities for UW-IT in the next year? (Partners)

## Questionnaire Summary cont.

<b>Trusted Solutions:</b> UW-IT offers solutions that are <b>secure</b> . UW-IT offers solutions that are focused on <b>outcomes</b> . UW-IT offers solutions that are <b>accessible</b> . UW-IT offers solutions that <b>I can trust</b> (Agreement Scale) (Partners)
<b>You Get Me Relationships:</b> UW-IT <b>understands my needs</b> . UW-IT <bcares about="" b="" my="" needs<="">. UW-IT offers solutions that <b>fit my needs</b> (Agreement Scale) (Partners)</bcares>
UW-IT demonstrates being <b>invested</b> - understanding the impact their work has on others (Agreement Scale) (Partners)
UW-IT demonstrates being <b>compassionate</b> - recognizing that behind every inquiry lies a person seeking a meaningful experience (Agree Scale) (Partners)
UW-IT demonstrates being team players - <b>collaborating</b> and sharing perspective in support of a common goal (Agreement Scale) (Partners)
Do you currently conduct research as part of your academic or professional responsibilities at UW? (All)
Please identify the IT tools and services that you use to conduct your research. Select all that apply. (multi-select list) (Researchers)
How satisfied are you with the IT tools provided by UW-IT? (Researchers) How satisfied are you with the level of IT support provided? (Researchers)
Have you received adequate training on the IT tools you use? (Researchers) What additional IT training or support would you find helpful? (Researchers)
Is there anything that UW-IT can do to better meet your IT needs moving forward? (All)
Are you open to participating in additional feedback sessions with UW-IT? If yes, please enter your UW NetID below. (All)



# Survey Timeline and Responses

Timeframe	Milestone
<b>April 2nd, 2025</b>	<b>Survey Open</b>
April 18th, 2025	Survey Close
Jun 2025	Final Report, Recommendations Published
September 2025	UW-IT Action Plans Published and Shared





# Survey Design

Survey is Confidential. 12-20 questions. Takes less than 10 minutes to complete

UW staff asked to select primary relationship with UW-IT:

- **Partner:** I actively collaborate with UW-IT to support the needs of my team, department, or unit. My role depends on regular engagement with UW-IT
- **User:** I primarily use UW-IT services for my individual work but do not rely on regular support from UW-IT to fulfill my role





# UW-IT Survey Strategy Going Forward

- CX Customer Analytics team will support UW-IT surveys by establishing a Survey Service, offered internally to UW-IT
- Reduce the effort to collect feedback across the Org.
- You Get Me feedback engine, leveraging Qualtrics survey tool

