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NASA Shared Services Center
Customer Focused

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Procurement – 1102 Certification and Training Coordination Survey Results

NSSC Baseline Customer Satisfaction Surveys

January 10, 2006

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Introduction

Background

- The NASA Shared Services Center (NSSC) is preparing to launch in March 2006
- Services will be transitioning from all ten NASA centers to the NSSC in the areas of:
  - Financial Management
  - Human Resources
  - Procurement
  - Information Technology
- The NSSC wants to understand satisfaction with current service delivery for those services that will transition to the NSSC in fiscal year 2006

Objectives

- To measure customer perceptions of current service delivery
- To establish a baseline for performance that the NSSC can use to measure itself against after the transition of services
- To understand customer perceptions of the importance and usage patterns of services
- To set a standard for ongoing measurement of customer satisfaction

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Introduction – About the Surveys

- The NSSC Baseline Customer Satisfaction Surveys are customer assessments of the centers' current service quality for services that will transition to the NSSC in fiscal year 2006
- Separate surveys were deployed across seven areas
  - Financial Management
  - Human Resources
  - Procurement – 1102 Certification and Training Coordination
  - Procurement – Agency Bankcard Program Coordination
  - Procurement – Agency Contracting
  - Procurement – Grants and Cooperative Agreements
  - Procurement – Intern Program Logistics
- Most questions use a five-point response scale
- ScottMadden utilized a web-based methodology to administer the survey
- Respondents were asked to identify their center, Mission Directorate or Mission Support area, grade level, and length of employment with NASA
- The surveys opened on November 8, 2005 and were closed at the end of business, December 2, 2005; reminders were sent on November 16 to those invitees who had not responded
- Separate invitations were sent for each of the seven surveys
- At the close of the survey, 1,129 responses were obtained representing a 23% response rate across all surveys *(response rates for each survey are shown on the next page)*
- Names of respondents are confidential and will not be shared with the NSSC

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Introduction – About the Surveys (Cont'd)

The following table shows the number of invitations sent and responses received for each of the surveys:

Functional Area	Survey	# Invited*	# Responded	Response Rate	Margin of Error with 90% Confidence Level
FM	Financial Management	1646	285	17%	4.8%
HR	Human Resources	3184	804	25%	2.8%
PR	Agency Bankcard Program Coordination	10	8	80%	13.7%
PR	1102 Certification and Training Coordination	9	5	56%	27.4%
PR	Procurement Intern Program Logistics	14	7	50%	24.1%
PR	Grants/Cooperative Agreements	77	18	23%	17.7%
PR	Agency Contracting	10	2	20%	54.8%
Overall		**4950**	**1129**	**23%**	

= statistically significant at 90% confidence level

Note: Response rates for the Procurement surveys are not large enough to meet traditionally desired levels of statistical significance. However, results provide directional guidance for the NSSC and should be used for that purpose. Margins of error on Procurement surveys are generally higher because of the small size of the customer populations.

* Excludes "undeliverable" email addresses

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Introduction – About the Analysis

- The analysis is focused on establishing the baseline. In future years, further analysis should be performed to determine changes from the baseline
- For purposes of this analysis, all unanswered and "NA" responses are excluded from the percentages and means. This provides a truer picture of the results than if these items were included
- Demographic differences in satisfaction were examined for the Human Resources and Financial Management surveys, and those breakdowns, with interesting results, are included in the reports. Demographic differences were not examined for the Procurement surveys because of the low number of participants
- Personal references in the verbatim comments are omitted. Typographical errors and spelling errors are corrected in the comments

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Summary of Findings

- Overall satisfaction is very positive with 100% of respondents giving favorable ratings. The percent favorable for overall satisfaction is high compared to the other NSSC baseline surveys
- Customers gave the **highest ratings** (measured by mean) to:
  - I know who to call or where to go for my 1102 Certification and Training Coordination-related questions or issues
  - 1102 Certification and Training Coordination personnel are easy to contact
  - 1102 Certification and Training Coordination personnel openly communicate decisions or changes that affect me
- Customers gave the **lowest ratings** (measured by mean) to:
  - 1102 Certification and Training Coordination personnel have efficient processes to deliver services
  - 1102 Certification and Training Coordination personnel deliver error-free services
  - 1102 Certification and Training Coordination service meets the requirements of my position
- Responses for the importance and performance of 1102 Certification and Training Coordination service are aligned, with high ratings provided in both cases
- Customers believe the most important objective for 1102 Certification and Training Coordination personnel should be “communicate information about services and methods of contact”

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Summary of Findings (Cont'd)

- Key themes from verbatim comments
  - The areas suggested for improvement include:
    - Projecting budget dollars in advance of the allocations
    - Securing a better training facility
    - Providing prompt notification about receipt of funds
  - Comments about level of satisfaction include:
    - Very positive comments
    - A suggestion for providing on-line training that is still interactive
  - No additional comments were provided

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Conclusions

- Customers are very pleased with the accessibility and communication provided by 1102 Certification and Training Coordination personnel
- The lowest scores are still very positive, but there may be some room for improvement in process efficiency, accuracy of service, and meeting business requirements

Implications for the NSSC

- Ensure clarity of points of contact and ease of contact are maintained in the new delivery model
- Maintain good level of communication that exists for the service today
- Investigate possible areas for improvement *(current ratings are favorable so improvement opportunities may be limited)*
  - Process efficiency
  - Accuracy of service
  - Meeting business requirements
- Improve response time on questions regarding training requirements

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1102 Certification and Training Coordination Baseline Customer Satisfaction Survey Results

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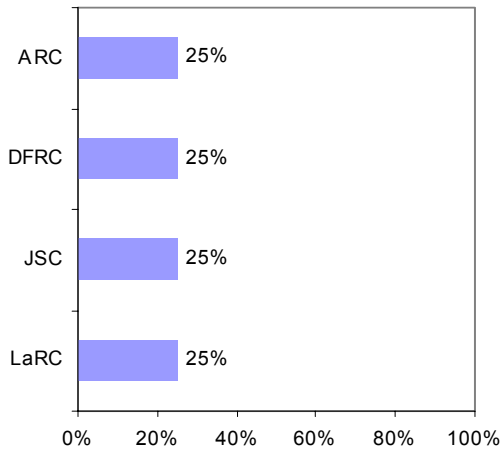
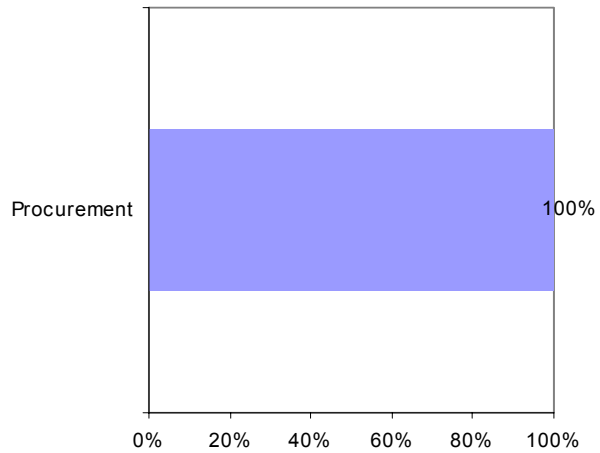
Survey Demographics

Five 1102 Certification and Training Coordination customers responded to the survey, representing a 56% response rate. The following charts show the demographic breakdown for these customers.

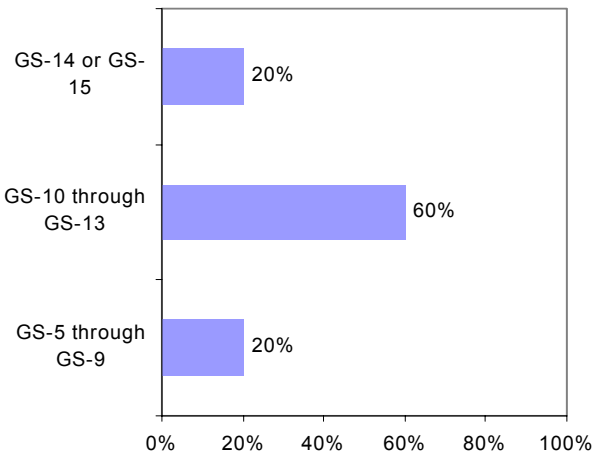
Please indicate the Center with which you are currently associated.



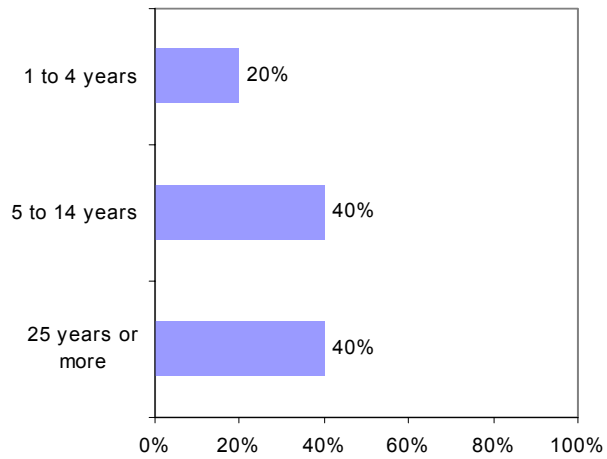
Please indicate the Mission Directorate or Mission Support area in which you work.



Please indicate your current government grade level.



Please indicate the number of years you have worked for NASA.



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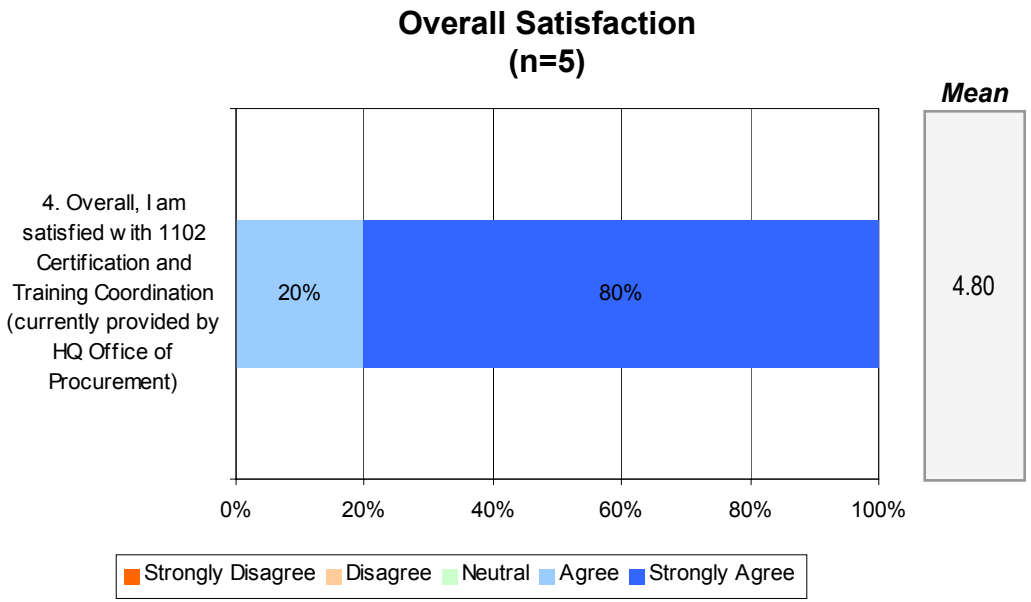
Overall Satisfaction with 1102 Certification and Training Coordination

Overall satisfaction with 1102 Certification and Training Coordination is very positive, with 100% favorable responses.



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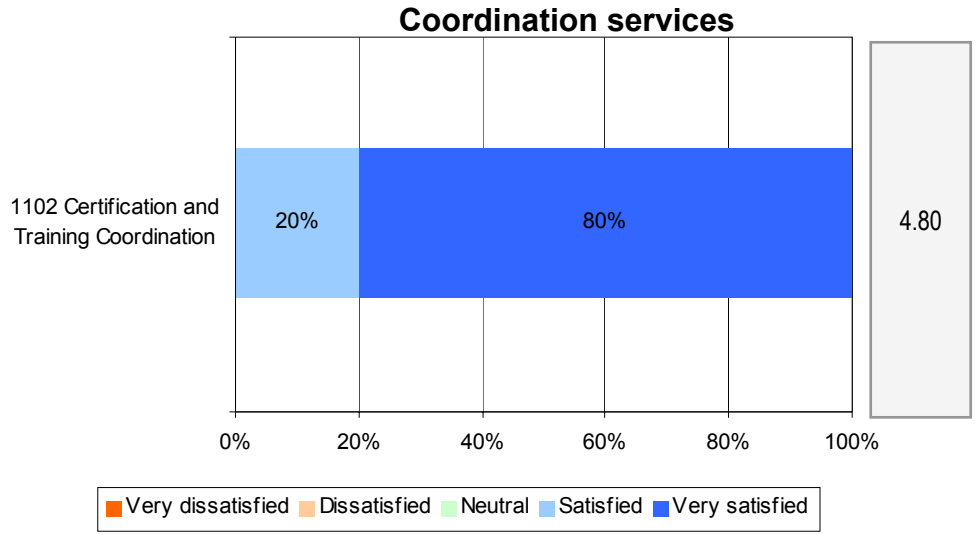
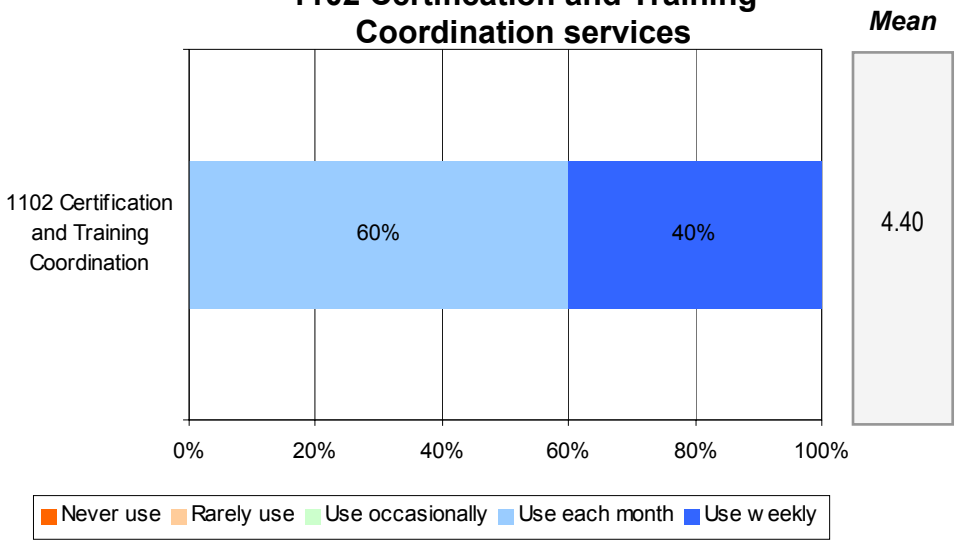
Evaluation of 1102 Certification and Training Coordination Services

Customers view the service as very important, and are satisfied with the current service.

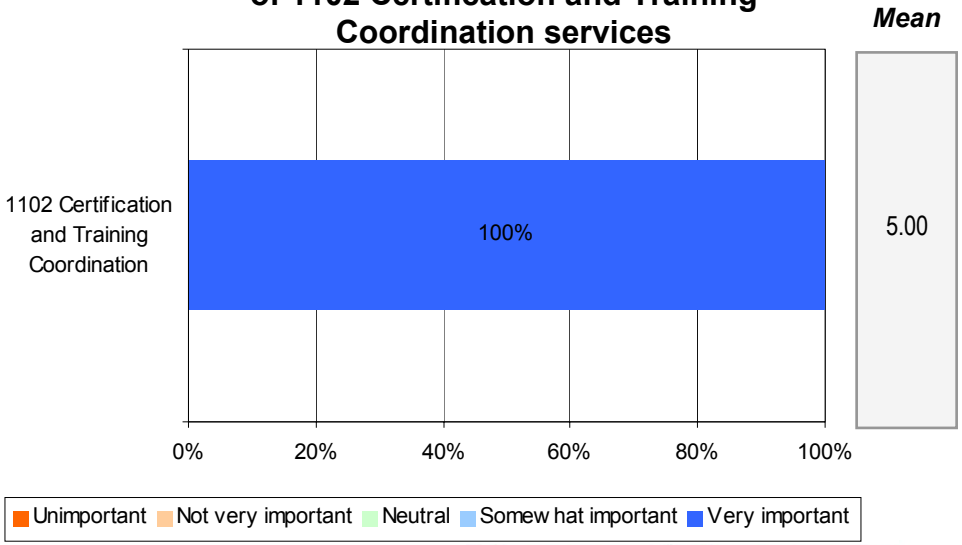
Customer ratings on the performance of 1102 Certification and Training Coordination services



Customer ratings on the use of 1102 Certification and Training Coordination services



Customer ratings on the importance of 1102 Certification and Training Coordination services



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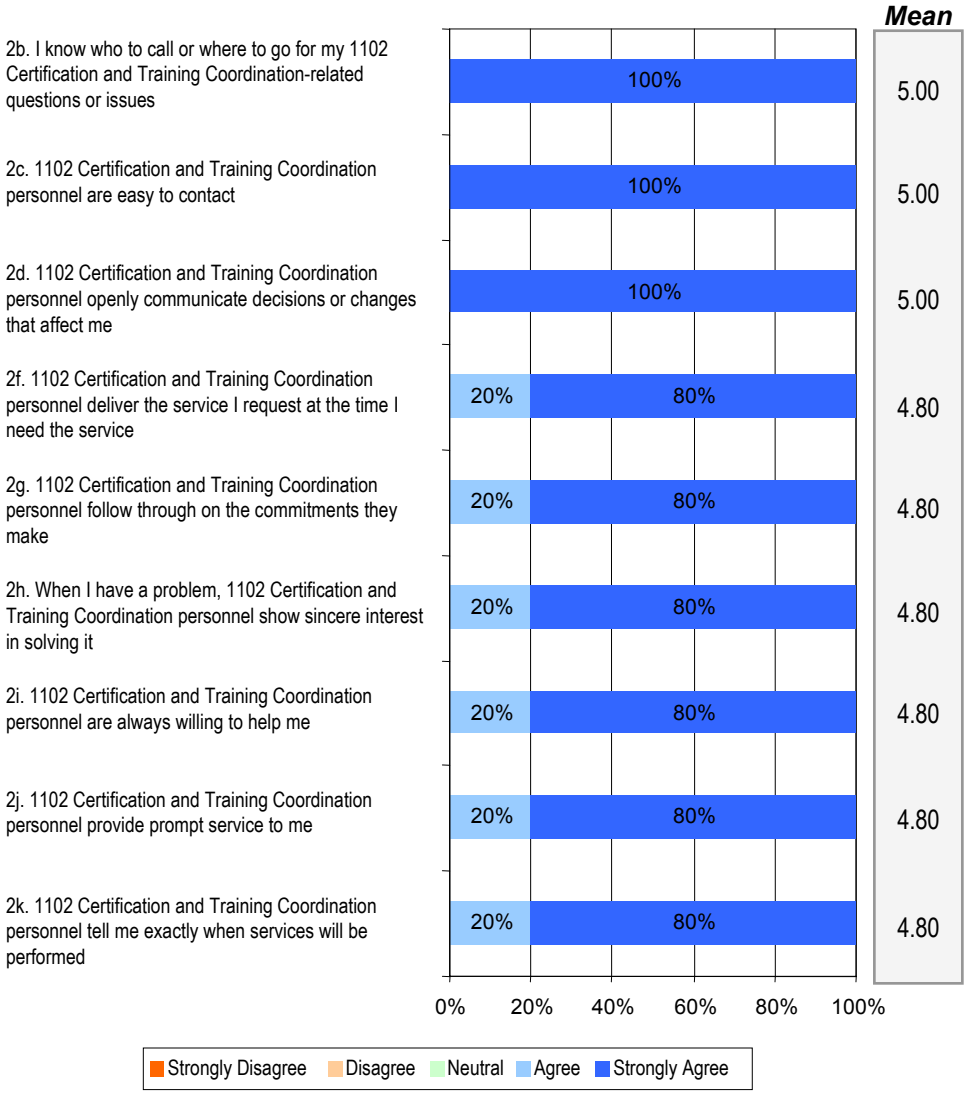
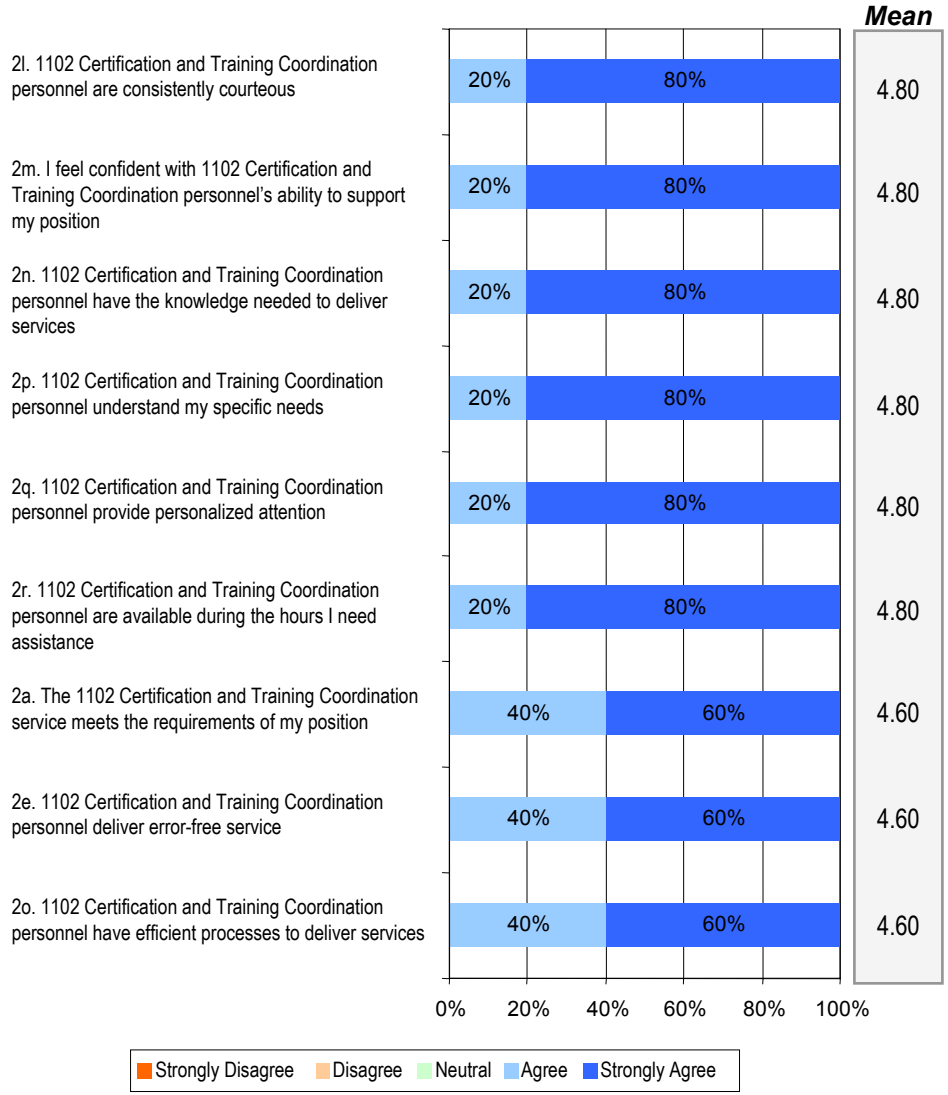
Customer Satisfaction Drivers

Please rate your level of agreement with the following statements
(Questions are listed in descending order, by mean)





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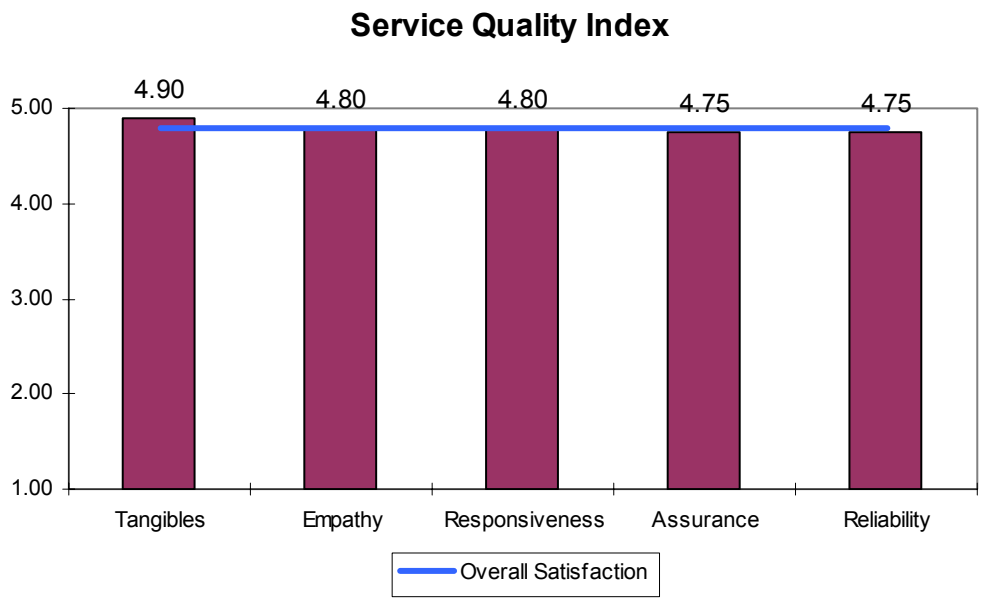
Service Quality Index

Question 2 is designed to assess the five dimensions of the SERVQUAL[1] model:

- Tangibles: Appearance of physical facilities, equipment, personnel, and communication materials
- Reliability: Ability to perform the promised service dependably and accurately
- Responsiveness: Willingness to help customers and provide prompt service
- Assurance: Knowledge and courtesy of employees and their ability to convey trust and confidence
- Empathy: Caring, individualized attention the provided to customers

The following graph shows how 1102 Certification and Training Coordination rates on each of these dimensions and compares the dimensions to overall satisfaction. Mean values are used to compute the index.



[1]Adapted from: Delivering Quality Service, Valarie A. Zeithaml, A. Parasuraman and L. Berry

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Lowest Mean Scores for 1102 Certification and Training Coordination

- There were no negative ratings in the survey results, therefore, the "Payoff Index" cannot be calculated that is provided in the analysis for the other NSSC Baseline surveys
- Instead, the following areas represent the lowest ratings in the survey results

The following areas had the lowest mean scores for 1102 Certification and Training Coordination	**Mean**
2a. The 1102 Certification and Training Coordination service meets the requirements of my position	4.6
2e. 1102 Certification and Training Coordination personnel deliver error-free service	4.6
2o. 1102 Certification and Training Coordination personnel have efficient processes to deliver services	4.6

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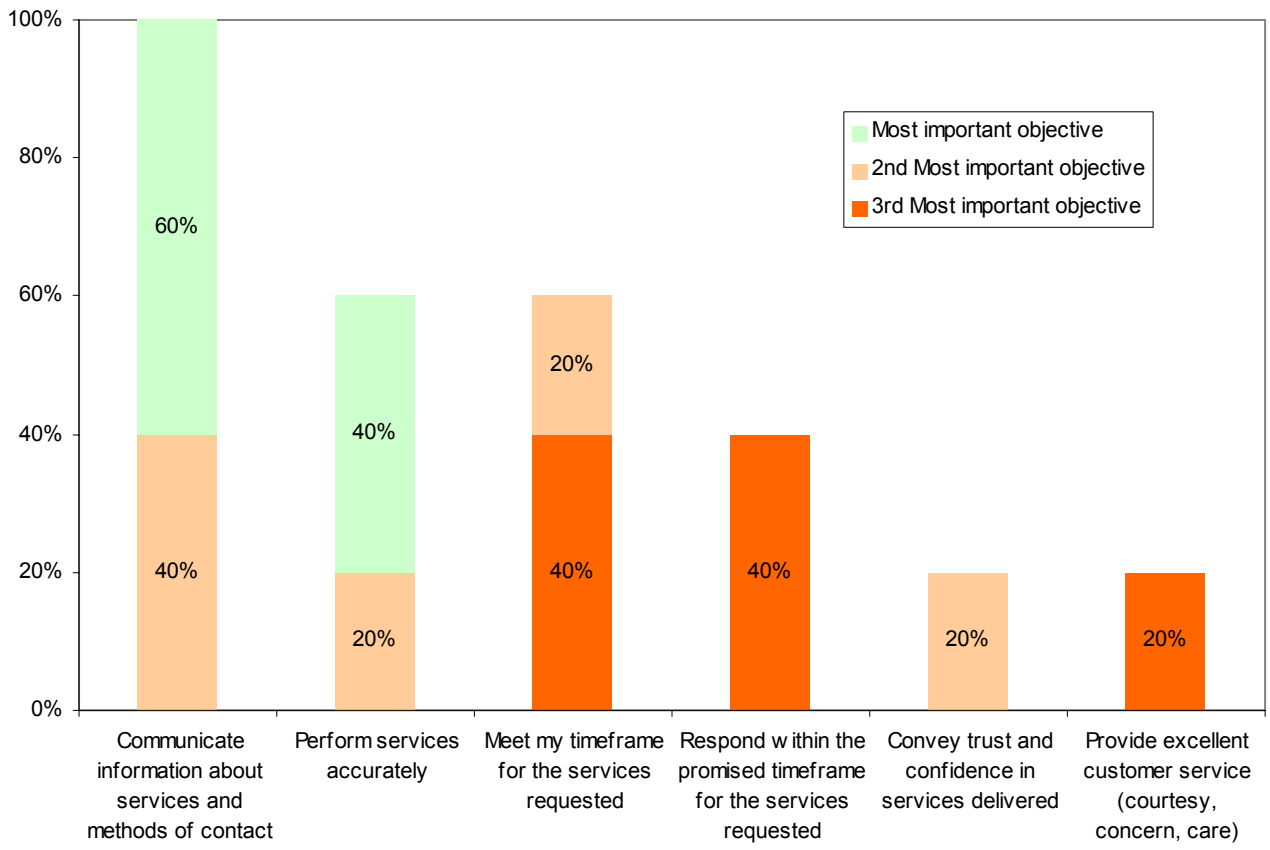
Most Important Objectives – Customer View

Please rank your three most important priorities for NASA 1102 Certification and Training Coordination personnel.



(How to read this chart: 60% of customers who answered the survey thought "Communicate information about services and methods of contact" should be the most important objective and 40% thought it should be the second most important objective)

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Appendices

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Statistical Definitions

Definitions

- Margin of Error
  - A measurement of the accuracy of the results of a survey
  - A margin of error of plus or minus 3.5% means that the responses of the target population as a whole would fall somewhere between 3.5% more or 3.5% less than the responses of the sample (a 7% spread)
  - Lower margin of error requires a larger sample size
- Confidence Level
  - A measure of the precision of an estimated value. In sampling, the confidence level (usually expressed as a percentage) indicates how often the true value can be expected to be within the margin of error
  - A 90% confidence level means that if all possible samples of the same size were taken, 90% of them would include the true population mean within the interval created by the margin of error around the sample mean
  - Higher confidence level requires a larger sample size
- Example
  - If a poll reports that 78% of Americans eat peanut butter and the margin of error is stated to be 3%, and the confidence interval is 95%, we can expect that the true value of peanut butter eaters is somewhere between 75% and 81% for 95% of the samples

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Customer Verbatims

Tell us how the service and support can be improved.

- In my years of dealing with Headquarters, I have always received everything I've asked for. Headquarters has done a terrific job with a handicap
- Maybe to some how project approximate budget dollars in advance of actual allocations and tie that back to projected training courses for the new fiscal year
- Perhaps secure a better trng. facility wherein the food service does not make some students sick. Also not being asked to be in the smoking section of the eating place when the place is full
- Though not within the control of the people providing the services, the receipt of funds at the Centers in a timely manner with prompt notification of when the funds have been received. Currently, when the funding request leaves the Office of Procurement to go to the Comptroller's office, traceability of the paperwork seems to disappear too

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Customer Verbatims (Cont'd)

Please provide comments regarding your level of satisfaction with the service.

- Development and/or securing a Contracting Officers trng. both initial & refresher by electronic or on-line means. Considering the schedules of our customers (mostly technical & scientific folks) for this trng.; it is very hard to gather them in one seating and also for several days. The on-line trng must be interactive. Also the questions and answer session with the instructor(s) can be viewed electronically with all the participants of the class
- Headquarters personnel have always done a terrific job
- Level of satisfaction with the services provided is very high
- Totally satisfied

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Baseline 1102 Certification and Training Coordination Customer Satisfaction Survey

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Customer Survey Question 1

Please evaluate each of the following services in terms of frequency of use, importance to you as a customer, and current performance.

For the frequency of use rating:
5 = Use weekly, 4 = Use each month, 3 = Use occasionally, 2 = Rarely use, 1 = Never use

For the importance rating:
5 = Very important, 4 = Somewhat important, 3 = Neutral, 2 = Not very important, 1 = Unimportant

For the performance rating of services:
5 = Very satisfied, 4 = Satisfied, 3 = Neutral, 2 = Dissatisfied, 1 = Very dissatisfied

NASA Procurement Services	Use	Importance	Performance
1. 1102 Certification and Training Coordination (currently provided by HQ Office of Procurement)			

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Customer Survey Question 2

Please rate your level of agreement with the following statements:
5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Please rate the NASA Procurement service for each statement	Rating
2a. The 1102 Certification and Training Coordination service meets the requirements of my position	
2b. I know who to call or where to go for my 1102 Certification and Training Coordination-related questions or issues	
2c. 1102 Certification and Training Coordination personnel are easy to contact	
2d. 1102 Certification and Training Coordination personnel openly communicate decisions or changes that affect me	
2e. 1102 Certification and Training Coordination personnel deliver error-free service	
2f. 1102 Certification and Training Coordination personnel deliver the service I request at the time I need the service	
2g. 1102 Certification and Training Coordination personnel follow through on the commitments they make	
2h. When I have a problem, 1102 Certification and Training Coordination personnel show sincere interest in solving it	
2i. 1102 Certification and Training Coordination personnel are always willing to help me	
2j. 1102 Certification and Training Coordination personnel provide prompt service to me	
2k. 1102 Certification and Training Coordination personnel tell me exactly when services will be performed	
2l. 1102 Certification and Training Coordination personnel are consistently courteous	
2m. I feel confident with 1102 Certification and Training Coordination personnel's ability to support my position	
2n. 1102 Certification and Training Coordination personnel have the knowledge needed to deliver services	
2o. 1102 Certification and Training Coordination personnel have efficient processes to deliver services	

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Customer Survey Question 2 (Cont'd)

Please rate your level of agreement with the following statements:
5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Please rate the NASA Procurement service for each statement	Rating
2p. 1102 Certification and Training Coordination personnel understand my specific needs	
2q. 1102 Certification and Training Coordination personnel provide personalized attention	
2r. 1102 Certification and Training Coordination personnel are available during the hours I need assistance	

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Customer Survey Question 3

Please rank your three most important priorities for NASA 1102 Certification and Training Coordination .
1 = Most important, 2 = Second most important, 3 = Third most important (please select only 3)

Please rank NASA 1102 Certification and Training Coordination personnel's three most important objectives	Rating
3a. Communicate information about services and methods of contact	
3b. Perform services accurately	
3c. Meet my timeframe for the services requested	
3d. Respond within the promised timeframe for the services requested	
3e. Convey trust and confidence in services delivered	
3f. Provide excellent customer service (courtesy, concern, care)	

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Customer Survey Questions 4 – 7

Please rate your level of agreement with the following statement:
5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Please rate your level of agreement with the following statement:	Rating
4. Overall, I am satisfied with 1102 Certification and Training Coordination (currently provided by HQ Office of Procurement)	

5. **Tell us how NASA 1102 Certification and Training Coordination personnel can improve their services and support.**

6. **Please provide comments in regards to your level of satisfaction with NASA 1102 Certification and Training Coordination services.**

7. **Please provide any additional comments.**

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Customer Survey Questions 8 – 11

8. Please indicate the Center with which you are currently associated:
- ARC
- DFRC
- GRC
- GSFC
- HQ
- JSC
- KSC
- LaRC
- MSFC
- SSC
- Other (please specify in next blank)

9. Please indicate the Mission Directorate or Mission Support area in which you work:
- Exploration
- Science
- Space Operations
- Aeronautics
- Finance
- Procurement
- Human Resources
- Information Technology
- Other (please specify in next blank)

10. Please indicate your current government grade level:
- SES
- GS-14 or GS-15
- GS-10 through GS-13
- GS-5 through GS-9
- Other (please specify in next blank)

11. Please indicate the number of years you have worked for NASA:
- Less than 1 year
- 1 to 4 years
- 5 to 14 years
- 15 to 24 years
- 25 years or more

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