



WaTech Customer Satisfaction and Customer Experience Quarterly Report

Q2 FY 2024-October 2023 through December 2023

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Table of contents

Period Summary	3
Programs and Services Surveyed this Quarter	3
WaTech CSAT and CX Summary	4
Quantitative Data-Aggregated.....	4
Qualitative Data Themes-Overall	4
WaTech State Data Center	5
Quantitative Data Summary.....	5
Qualitative Data Summary	5
Identified Improvement(s)	5
WaTech Cloud Enablement.....	6
Quantitative Data Summary.....	6
Qualitative Data Summary	6
Identified Improvement(s)	6
WaTech Support Center (Help Desk).....	7
Quantitative Data Summary.....	7
Qualitative Data Summary	7
Identified Improvement(s)	7

Period Summary

The WaTech Customer Engagement (CE) team is dedicated to creating a predictable and reliable system for measuring Customer Satisfaction (CSAT) and Customer Experience (CX) for the agencies and customers WaTech serves.

This is done through the creation of monthly surveys. These surveys are requesting in the moment feedback on how WaTech is doing as an agency.

Each service area and program owner partners with the CE team to determine how to use the data from month to month. This could be in the form of continuously improving a process, adjusting a form or tool, redesigning customer engagement activities, further surveying a particular customer group, or informing strategies for communication and engagement. This survey is intended to determine if support provided is value-added and impactful.

As WaTech matures in execution and reporting, customers will see the actions taken on their feedback reflected in the Quarterly Performance Dashboard as required by RCW [43.105.111](#) and [43.88.090](#).

Programs and Services Surveyed this Quarter

- WaTech State Data Center
- WaTech Cloud Enablement
- WaTech Support Center (Help Desk)

Customer Quotes

“Staff have always been very helpful and attentive, very thankful for their assistance.”

“Sometimes I/we feel like they're really slow responding to us....”

“When I receive emails with ticket updates, I have no idea what the ticket is about. The email includes the ticket number, but not the subject matter.”

“Always helpful and works with our team to provide us the service that is needed.”

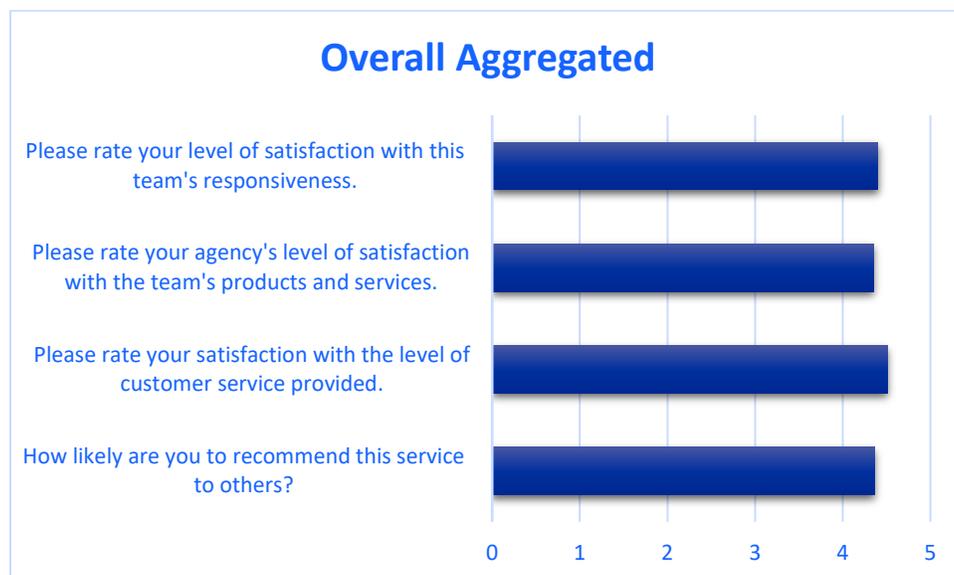
WaTech CSAT and CX Summary

WaTech measures satisfaction and experience on a Likert scale from 1 to 5. Five being the high end of the positive range and one being the low end of the negative range. WaTech is trending favorably in both customer experience and satisfaction in relation to the programs and services surveyed during this period, overall measuring above 4 in all the core measures. Below is a detailed breakdown of the aggregated data for each program and services specific satisfaction and experience questions.

Core WaTech Areas of Measurement

- Responsiveness
- Product and Services
- Level of Customer Service
- Overall Recommendation Rating

Quantitative Data-Aggregated



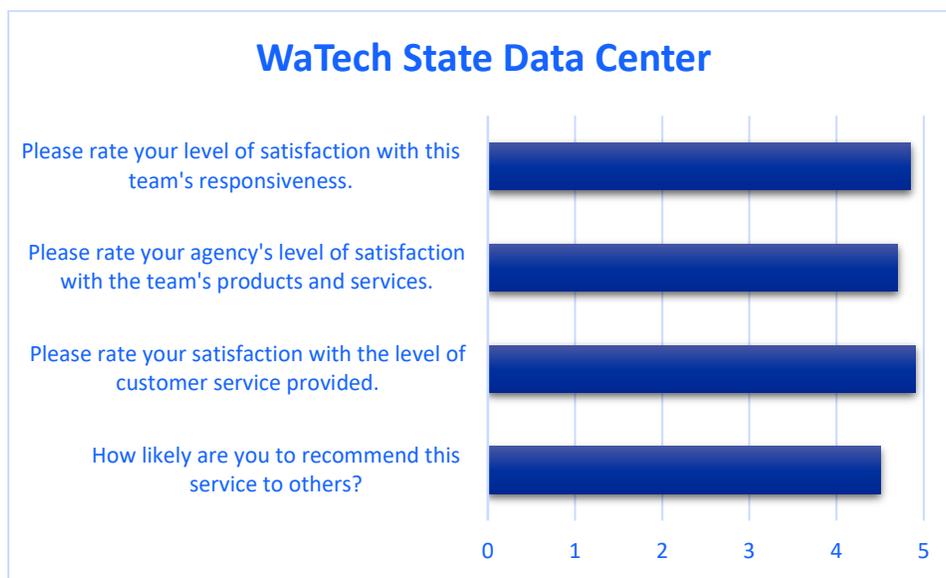
Qualitative Data Themes-Overall

- Lack of clarity, transparency, and timeliness with ServiceNow tickets.
- Customers are satisfied with the quality of service when engaged with WaTech teams.

- There is an overall theme of a delayed response to incidents and requests coupled with satisfaction once customers connect with a WaTech employee.

WaTech State Data Center

Quantitative Data Summary



Qualitative Data Summary

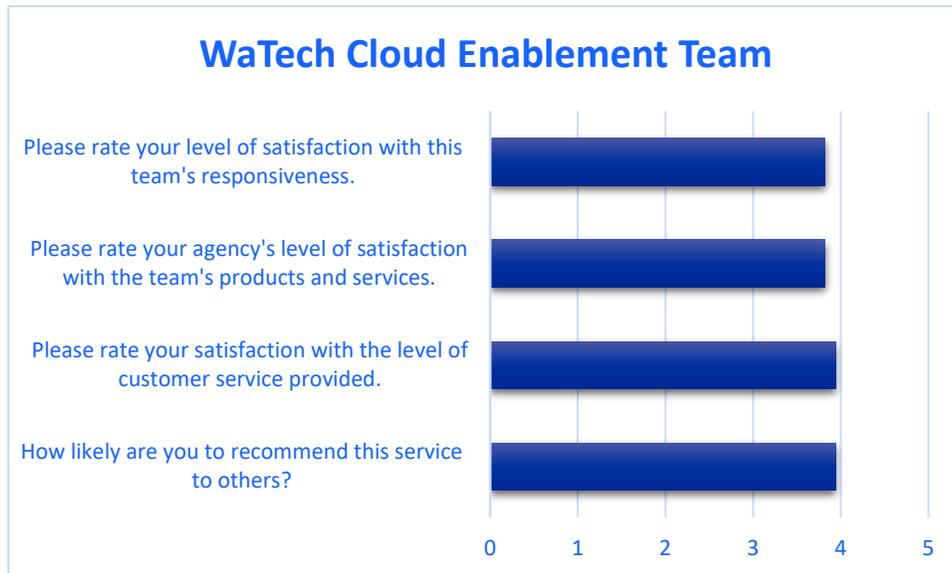
- Easy to work with and prompt in response to customer requests.
- Lack of clarity and understanding as to the why for certain processes related to access and engagement with the state data center.

Identified Improvement(s)

- The team will be focusing on internal training and sustaining standard processes for accurately completing customer notes and task notes in ServiceNow. The goal is to create greater transparency and visibility for our customers on the status of tickets.

WaTech Cloud Enablement

Quantitative Data Summary



Qualitative Data Summary

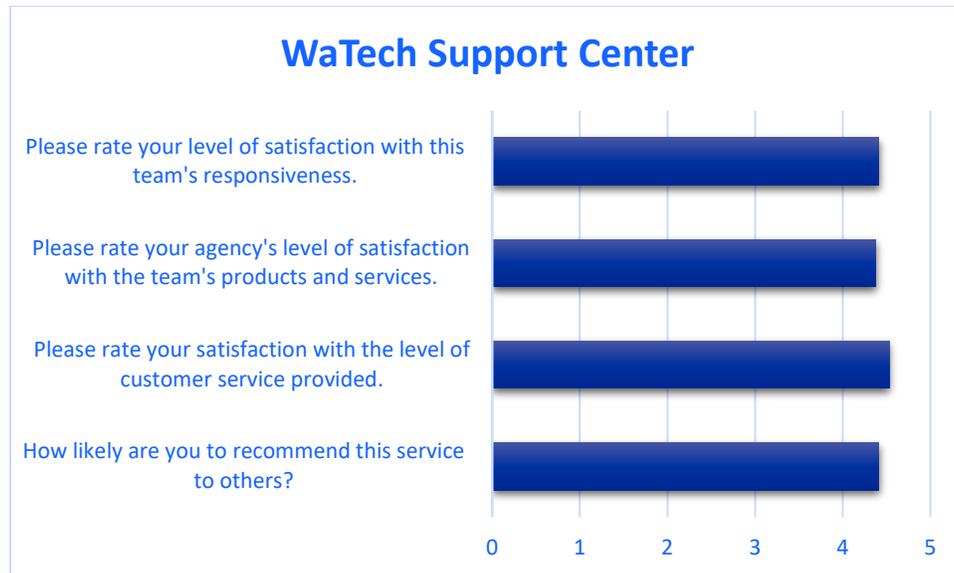
- Significant delays to no response with customer submitted tickets.
- When actively engaged in work the interactions are positive.

Identified Improvement(s)

- Focus on documenting and refining the third-party application process with the goal of eliminating confusion on how the third-party application process works while clarifying roles and responsibilities.

WaTech Support Center (Help Desk)

Quantitative Data Summary



Qualitative Data Summary

- Overall satisfaction with the level of service and the quality of the experience.
- There are opportunities to improve how Tier 1 services are delivered.
- There are opportunities to improve communication within the lifecycle of a ticket from submission, to transfer, through to the closing of a ticket.

Identified Improvement(s)

- Define and track first contact resolution.
 - Measure as a percentage increase by tracking total cases (excluding SAW tickets) closed by the Support Center divided by the total cases closed by the organization. Our baseline months will be November/December 2023 -> $1379/5751 = 24\%$
 - The goal is to increase the current percentage by 12% (a 50% increase over our current percent completion rate).
- Additional Actions:
 - Leadership will look at data of 4000+ cases, groups they are resolved by any commonalities or items that look like a procedure is followed.

- Leadership will meet with Supervisors/Managers throughout the organization to identify potential Tier 1 tasks.
- Support Center Team will increase knowledge of services and start asking more questions during initial customer contact.
- Track monthly, reporting in the WaTech Internally/Externally Comms Monthly as well as the Quarterly Performance Report. First remeasure will be beginning of February.

For any questions about this report and the content within, please contact [Brian Mark](#), Customer Engagement Director or [Danielle Blanchard](#), Business Relationship Manager.