

Headquarters, U.S. Army Acquisition Support Center

Customer Satisfaction Survey Analysis Report **2007**



Brooke Samples
Management Analyst
703-805-1330

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SFAE-SPA

SUBJECT. U.S. Army Acquisition Support Center (USAASC) Customer Satisfaction Survey

EXSUM.

This report provides an analysis and recommendations concerning the data and responses to the 2007 USAASC Customer Satisfaction Survey. This year, USAASC sent the survey to all 1,533 Acquisition military officers currently in Acquisition positions, and 4,000 randomly selected civilians from specific Acquisition organizations. The total response rate was 16%, with an Overall Average Score of 70% satisfaction.

As in previous years, the dominant trends in this year's survey focus on lack of regional support, and a lack of knowledge as to USAASC's mission, role, etc. On the more positive side, the USAASC staff's professionalism scores in the top of the ratings, with many positive comments and scores on the professionalism and courtesy of the USAASC employees.

The following report outlines this information in detail.

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MEMORANDUM FOR DIRECTOR, U.S. ARMY ACQUISITION SUPPORT CENTER

SUBJECT. U.S. Army Acquisition Support Center (USAASC) Customer Satisfaction Survey

PURPOSE. To provide an analysis of, and recommendations concerning the data and responses to the 2007 Customer Satisfaction Survey.

BACKGROUND. This is the fourth year that USAASC has issued a Customer Satisfaction Survey. USAASC issued no survey in 2005, due to a number of organizational leadership changes. USAASC has followed a similar survey format as in previous years, however modifications were made to the number of, and wording of, the questions asked. This survey however still provides a fairly consistent record of the workforce's opinions over time. This year, USAASC sent the survey to all 1,533 Acquisition military officers currently in Acquisition positions, and 4,000 randomly selected civilians from the following Acquisition organizations:

US Army Contracting Agency
US Army Acquisition Support Center
US Army Test & Evaluation CMD
Office of the Secretary of the Army
US Army Space and Missile Defense Command
Field Operating Agencies of the Army Staff (0A-22)
US Army Aviation & Missile Command
US Army Tank-automotive and Armaments Command
US Army Communications-Electronics Command
US Army Sustainment Command
US Army Operations Support Command (PROV)
US Army Research Development Engineering Command

The survey consisted of four sections; respondents ranking of three USAASC features, an 11-question set, a demographics section, and space for respondents' comments. The actual survey can be found at Appendix A.

RESULTS

- Response Rate – 890 responses/5533 survey recipients = 16%
- Overall Average Score (USAASC's services) – 3.49/5.00 = 70% satisfaction

Evaluate USAASC's Service

Number	Question	Score	Rank
1	The training and career development opportunities offered by USAASC	3.591	3
2	The accessibility of USAASC staff	3.339	10
3	The quality of service performed	3.5139	4
4	The staff's responsiveness to customers' needs	3.4776	7
5	USAASC's timeliness in resolving problems	3.3696	9
6	The expertise of the USAASC staff	3.6051	2
7	The staff's professionalism when working with customers	3.7587	1
8	Effectiveness of communicating important acquisition information	3.502	6
9	Effectiveness of online systems (e.g., IDP, website)	3.4219	8
10	Up-to-date/timeliness of written information, such as handbooks and pamphlets	3.3231	11
11	The overall performance of USAASC	3.5051	5

The survey generated the following response rates by demographic.

Supervisor or non-supervisor

Supervisor	271 or 30%
Non-supervisor	619 or 70%

Civilian or Military

Civilian	569 or 64%
Military	321 or 36%

Civilian and Military Average (Avg) Score

CIV Avg Score	MIL Avg Score
3.56 or 71%	3.33 or 67%

Civilian and Military Non-Supervisor (NS)

CIV NS Score
3.6 or 72%

MIL NS Score
3.28 or 66%

Civilian and Military Supervisor (S)

CIV S Score
3.6 or 72%

MIL S Score
3.4 or 68%

Years in Current Position

1-2 Years	52%
3-5 Years	22%
6 or More	26%

Years in a Similar Position

1-5 Years	28%
6-10 Years	20%
11-20 Years	20%
More than 20 Years	14%
No similar position	17%

With which element do you interact most? (Top answers)

Element	Military	Civilian	Total Response
None, No Answer, N/A	91	152	243
Web	23	33	56
IDP	16	24	40
Magazine	13	12	25
Regions	3	15	18
ACMs/Proponents	0	8	8

ANALYSIS

USAASC's Features

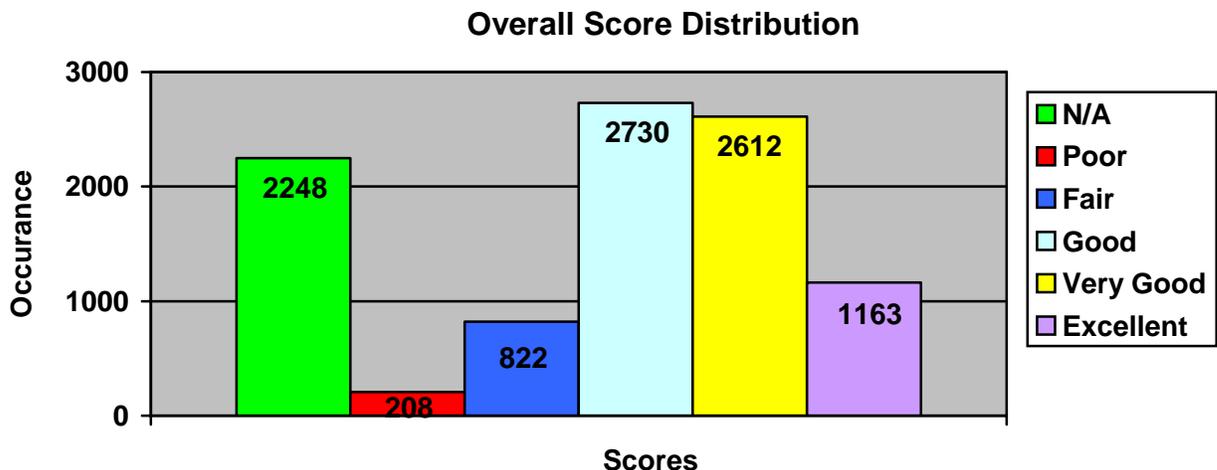
The features rated in this survey have changed slightly from previous years. While past surveys have rated five options, this year only three were offered. While there can be no direct comparison to last years scores, the three features, *The quality of USAASC's service (e.g. speed, helpfulness/willingness, knowledge, accuracy)*, *Value of automated support systems*, and *Support from regional offices*, are similar to the features listed in 2006.

The distributed percentages fall roughly in line with the rank order the 2006 survey generated. Respondents rated the quality of USAASC's service the highest of the three options. USAASC's automated support system ranked second, and support from regional offices was last.

In this iteration of the survey, as in 2006, Regional support/assets received the lowest score by a large margin. As in previously years, a number of respondents appear to have little to no idea what USAASC is and what it does to assist the workforce. Lack of knowledge of USAASC's function is a possibility, as well as a lack of interaction with USAASC's regionally deployed and HQ assets.

USAASC's Services

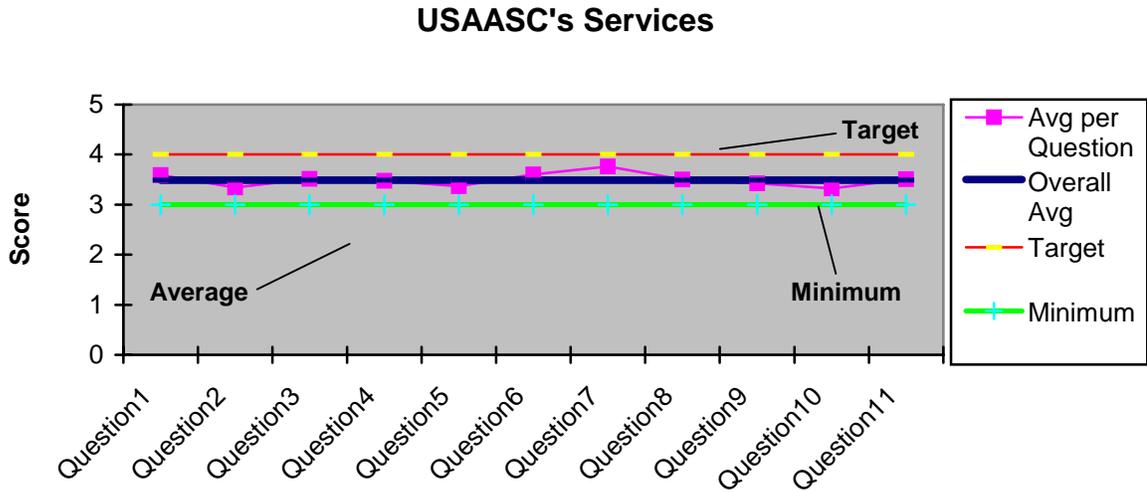
The two following tables show 1) the score distribution for all respondents, and 2) the average score for each of the 11 questions concerning USAASC's services. The score distributions below substantiate the overall average score of 3.49.



There is a high frequency of "N/A" responses, nearly as many as "good" and "very good". It appears that the "good," "Very good," and "excellent" responses

overwhelm the “fair” and “poor” responses. Out of a total 9783 answers, the 2248 “N/A” answers account for 23% of the total answers provided. This is only slightly less than the “good” scores at 28%, and the “very good” scores at 27%.

The following graph illustrates the average score per question.



All 11 questions on the survey received a score of three or better, a significant improvement over last year, where only two of the 13 questions scored above three. A three is USAASC’s minimum standard for acceptable performance. Every question scored higher than did its 2006 similar counterpart. The lowest scoring question from 2006, “Face to face support and hands on assistance”, was removed from this year’s survey. However, several of the comments received dealt with the issue of regional support.

The following comments represent sentiments expressed by a number of respondents.

“Information from regional centers is not well communicated. I have not had notifications of training in over one year”

“Regional Centers should have more interaction with those they are there to support. More one-on-one in make sure we are crossing the right t's and dotting those right i's.”

“Have regional centers more knowledgeable on military (acquisition) officer management.”

“I am located in Korea and it is very difficult to deal with regional offices. No one will claim us”

The question scoring the lowest this year is Number 10 (*Up-to-date/timeliness of written information, such as handbooks and pamphlets*). It also was a very low scoring question from 2006, ranking 12th out of 13. In the previous two years of surveys, this question also ranked low (13th out of 13th in 2004, 11th out of 13th in 2003). This consistent low score indicates a workforce perception that information coming from USAASC is slow to arrive and documentation is not always up to date. A sampling of comments received is below:

"We don't hear about updates at all or until too late. I'm not sure why your policy division doesn't notify the workforce?"

"Not aware of anything that USASC is doing in this area"

"Certification checklist needs to be updated immediately when a change is made"

"Not sure I've seen any recent handbooks or pamphlets."

"Would like Policies more rapidly and easier to find"

Another area worth focusing on is the second lowest scoring question on the survey, *"The accessibility of the USAASC staff"*. This also ties in with many of the comments above relating to regional support. The low ranking in this category seems to indicate frustration with the lack of interaction with USAASC staff members, and the difficulty of getting in contact with someone to answer questions. However, the comments received were a true mix of opinions, from happy with the current level of support, to frustration with the lack of contact, to many individuals with no contact at all with the USAASC staff.

"Great response, great ACMs"

"There are phone numbers and email addresses but I don't think they are connected to warm, breathing bodies."

"Very often it is days before a response to an email is received or a voice mail is returned."

"Cannot get a hold of them as readily as I want. Sometimes hard to get a hold of anyone."

"I have experienced continual problems with the lack of support with the staff in getting ACRB's updated over the past several years, and have not seen a significant improvement from where I sit."

The highest score on the survey belonged to question seven (*The staff's professionalism when working with customers*). The next highest score belonged to question six (*The expertise of the USAASC staff*). These two areas as the highest scoring indicate the respondents feel the USAASC staff is both professional and knowledgeable about workforce issues. The following are a sampling of comments in response to the question, "what does USAASC do best?"

"USAASC knows acquisition and they provide a wealth of information on their website."

"Communication and acquisition career assistance."

"Provides relevant AL&T information that keeps the workforce informed of up-to-date news."

"Keeping acquisition workforce informed of policies and regulation changes."

"Keeping the workforce informed of the latest events, activities, and issues in the AAC community."

Many respondents to the survey repeatedly commented that they never worked with USAASC, and did not know what USAASC was, or what type of work it does. A smaller group of people submitted negative comments, stating that USAASC never did anything positive for them. Out of 890 responses, 71, or 8% (41 civilian, 30 military) responded with all "not applicable" answers to questions 1-11. An additional 359 respondents provided one or more of their responses as "not applicable", totaling 430 respondents that answered "not applicable" to at least one question. The question receiving the highest frequency of "N/A" responses was number 5, "*USAASC's timeliness in resolving problems*", with 310 responses. The next highest frequency of "N/A" responses belongs to number six, "*The expertise of the USAASC staff*", with 266 responses. A sampling of comments follows:

"Did not know USAASC until now."

"I've worked for the Army for almost 25 years. I'm not sure what your organization's purpose is. I've been able to do my job just fine without finding out who you are."

"Apparently the word is not out about your organization or I am too busy to interface with it because when I look at my responses I find I know little to nothing about your center."

"Have not used USAASC since I arrived at my current job in USAISEC-FDEO"

"I hardly interacted with ASC to provide any feedback. I also do not have a full understanding of what ASC's role is. How do you overlap with HRC?"

"Don't really know, I transferred in from another agency and was never provide information and training on what does the IDP, ACRB, etc. do for me or their value. After 1-1/2 years of being with the Army I'm still fumbling through the system and have no idea how things work or their interactions between systems."

This seems to be a recurring pattern throughout all previous surveys. While those people who are familiar with USAASC tend to have positive feedback for the employees and services, there are a significant number of comments and responses indicating ignorance as to USAASC's mission and existence. The refocus of the civilian organizations targeted in the survey this year intended to increase the target population to those who should be interacting with USAASC on a more frequent basis. While this tailored approach did garner several hundred more responses, and a significantly higher satisfaction rating than in 2006, there is still the recurring theme of "What is USAASC?" The Acquisition workforce's lack of understanding as to the purpose of USAASC is an issue that may be addressed with more intense branding/outreach efforts.

Demographics

The survey collected demographic information about the respondents. It asked respondents to identify themselves as either supervisors or non-supervisors, civilian or military. The survey asked respondents to note their length of time in their current position, as well as in similar positions, and to provide the USAASC element with which they interact most.

This year the disparity between the civilian and military respondents has declined, with 64% civilian response, and 36% military. This is a drastic improvement from last year's negligible military response of 3 out of 253 (1%). The non-existent response from the military last year made it difficult to draw any fact-based conclusions about the way the military views USAASC. The 2003 survey received nearly the same number of responses from civilian employees, 51%, as military employees, 49%. In 2004, the disparity was greater, with 71% of civilians making up the bulk of the responses, over 29% military. This year, when responses are broken out by civilian and military, the civilian satisfaction rate is higher than that of the military, 71% to 67%, respectively. This is a statistically significant difference. Based on a chi square test, there is a statistically significant difference in the answers between the two (i.e. there is a difference in your answer if you are a civilian workforce member as compared to a military workforce member).

Information was collected regarding the years a respondent spent in their current and former positions. Over half (52%) of the survey respondents have been in their position for only one to two years. The statistics seem to indicate that while many people are new to their position, they are not new to the Acquisition field in general, as there is a diverse distribution of people in similar positions (1-5 years 28%, 6-10 years 20%, 11-20 years 20%, More than 20 years 14%, not similar 17%).

RECOMMENDATIONS FROM RESPONDENTS.

The following is a sampling of comments responding to the question "What can USAASC do better?"

"Better visibility. Be proactive in getting out and "touching" military workforce - explain how and what they can do for us."

"Get better at describing your roles and responsibilities to the Acquisition community."

"Provide summarized results of surveys such as this."

"Push more information regarding certification, etc."

"Please update your information more frequently and come out to the field to see what's going on."

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MEMORANDUM FOR SURVEY PARTICIPANTS

SUBJECT. U.S. Army Acquisition Support Center (USAASC) 2007 Customer Satisfaction Survey

Customer service and support are core competencies of USAASC. This survey is intended to collect the necessary information to allow USAASC to accurately assess the current level of customer service and to initiate corrective actions, as needed. Your support in completing this survey will directly contribute to the quality of customer service and support for yourself and the rest of the acquisition community. You can be assured of the confidentiality of your input. Email addresses will not be tied to responses, and only aggregate statistics will be reported.

This survey has four sections. The first section asks you to weigh USAASC's service features. The second section asks you to evaluate USAASC's customer service and support. The last two sections collect demographic details and provide you the opportunity to comment on USAASC. This survey will take approximately 5 minutes of your valuable time to complete. Follow this link to **access the survey**. Please complete and submit your survey no later than 5:00pm EST on 17 April 2007. Contact information for this survey is located on page 5.

For more information about USAASC, please visit our website <http://asc.army.mil/>

Thank you for your time and your valuable feedback.

Craig A. Spisak
Director, Acquisition Support Center

Section 1, Assign Weights to USAASC Features

In this survey section there are three service features listed. Tell us how much **importance** you place on each feature by distributing 100 points among the three features. The more important a feature is, the more points you allocate to it. **All the points you allocate should add up to 100.** Use your **TAB** key to move from field to field and automatically tally the total. Be sure to TAB after the last value to get the total.

1. The quality of USAASC's service (e.g. speed, helpfulness/willingness, knowledge, accuracy)
2. Value of automated support systems
3. Support from regional offices

Total Points 0

Section 2, Evaluate USAASC's Service

In this survey section you are evaluating USAASC's customer service and support. Select the rating (1 poor – 5 excellent) from the dropdown box that best represents USAASC's performance. You may provide additional comments in the boxes below each question.

1. The training and career development opportunities offered by USAASC
2. The accessibility of USAASC staff
3. The quality of service performed
4. The staff's responsiveness to customers' needs
5. USAASC's timeliness in resolving problems
6. The expertise of the USAASC staff
7. The staff's professionalism when working with customers
8. Effectiveness of communicating important acquisition information
9. Effectiveness of online systems (e.g., IDP, website)
10. Up-to-date/timeliness of written information, such as handbooks and pamphlets
11. The overall performance of USAASC

Section 3, Demographics

Please help us with summarizing the results of this survey by answering the following questions about yourself. Click on your choice with the mouse.

Position:

- Supervisor
- Non-supervisor

Years in your current position:

- 1 – 2
- 3 – 5
- 6 or more

Years in a similar position:

- 1 – 5
- 6 – 10
- 11-20
- More than 20

Component: Civilian Military

What is your preferred method of receiving ALT Workforce information?

- Army ALT Online Magazine
- Army ALT Magazine
- USAASC Web Site
- Email
- Other (specify) _____

With which element of USAASC do you interact most?

Comments

What does USAASC do best?

What can USAASC do better?

Any other comments?

U.S. Army Acquisition Support Center
ATTN: Survey Administrator
9900 Belvoir Road, Bldg 201, Suite 101
Fort Belvoir, VA 22060-5567

FAX: 703-805-2209
Email: brooke.samples@us.army.mil