Broadsword
Client Satisfaction Survey

June 2016 Results

July 15, 2016
Contents

1. Introduction
2. Results
3. Trend Analysis (2013 - 2016)
4. Next Steps
Current Topic

1. Introduction
2. Results
3. Trend Analysis (2013 - 2016)
4. Next Steps
Introduction

• The purpose of the Broadsword Client Satisfaction Survey is to collect feedback from our customers about the quality and timeliness of the services they received from Broadsword.

• Data from this survey is used for:
  o Continuous Improvement
  o Measuring the performance of Broadsword’s employees and suppliers
  o Marketing
Introduction (cont’d)

• **Survey Administration**
  - Survey Monkey
  - May 2016 request for participation
  - Program Sponsors and Program Managers received separate surveys
  - Communications included a pre-survey email from Jeff

• **Clients (next slide):**

• **Response Rate:** 56% (as compared with 54% in November 2015)
  - 40% Program Sponsors (10 of 25)
  - 71% Program Managers (17 of 22)
Introduction (cont’d)

Clients:

- Advocate
- American Axle
- Analytica
- ASM Research
- Bose
- CTAC
- DELTA Resources
- Grakon
- Halfaker
- Immersion Hospitality
- KAB Labs/Epsilon
- Kingfisher
- L-3 Brashear
- Livanta
- McCallie
- State of MI DTMB
- Tetra Tech AMT
- TMC Design
- Truven Health
- VET
- Zenetex
### Example Survey Question:

1. How well does Broadsword demonstrate and transfer its knowledge and experience to you and your staff?

<table>
<thead>
<tr>
<th>Requires Corrective Action</th>
<th>Requires Improvement</th>
<th>Acceptable</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Comments**

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1 point

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5 points
Introduction (cont’d)

• Referral question was changed from a “Yes/No” question to:

5. How likely are you to refer Broadsword to other organizations that could utilize its services?

<table>
<thead>
<tr>
<th>Very Unlikely</th>
<th>Somewhat Unlikely</th>
<th>Undecided</th>
<th>Somewhat Likely</th>
<th>Very Likely</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments
Current Topic

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June 2016 Results

- **All Clients** (27 responses)
- **Program Sponsors** (17 responses)
- **Program Managers** (10 responses)

- Average Score
- Quality
- Timeliness
- Referral

Scores range from 3.00 to 5.00.
November 2015 Results

- All Clients (13 responses)
- Program Sponsors (5 responses)
- Program Managers (8 responses)

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Score</th>
<th>Quality</th>
<th>Timeliness</th>
<th>Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Clients</td>
<td>4.50</td>
<td>4.00</td>
<td>3.50</td>
<td>5.00</td>
</tr>
<tr>
<td>Program Sponsors</td>
<td>4.50</td>
<td>4.00</td>
<td>3.50</td>
<td>5.00</td>
</tr>
<tr>
<td>Program Managers</td>
<td>4.50</td>
<td>4.00</td>
<td>3.50</td>
<td>5.00</td>
</tr>
</tbody>
</table>
May 2015 Results

Average Score  
Quality  
Timeliness  
Referral

All Clients  
Program Sponsors  
Program Managers  

(22 responses)  
(6 responses)  
(16 responses)
2016 Results Compared to 2015 - Average Score

- All Clients
- Program Sponsors
- Program Managers

Scores:
- Jun-16
- Nov-15
- May 2015
# Results Summary of 2 Most Recent Surveys

## June 2016 Results:

<table>
<thead>
<tr>
<th></th>
<th>Average Score</th>
<th>Quality</th>
<th>Timeliness</th>
<th>Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Clients</td>
<td>4.85</td>
<td>4.6</td>
<td>4.94</td>
<td>5</td>
</tr>
<tr>
<td>Program Sponsors</td>
<td>4.83</td>
<td>4.63</td>
<td>4.88</td>
<td>5</td>
</tr>
<tr>
<td>Program Managers</td>
<td>4.86</td>
<td>4.58</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

## November 2015 Results:

<table>
<thead>
<tr>
<th></th>
<th>Average Score</th>
<th>Quality</th>
<th>Timeliness</th>
<th>Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Clients</td>
<td>4.48</td>
<td>4.41</td>
<td>4.34</td>
<td>4.68</td>
</tr>
<tr>
<td>Program Sponsors</td>
<td>4.47</td>
<td>4.50</td>
<td>4.30</td>
<td>4.60</td>
</tr>
<tr>
<td>Program Managers</td>
<td>4.48</td>
<td>4.32</td>
<td>4.38</td>
<td>4.75</td>
</tr>
</tbody>
</table>
Testimonial Question - June 2016

Program Sponsors

Are you willing to write a brief testimonial summarizing the value that your organization has received from Broadsword?

50% Yes
50% No

Program Managers

Are you willing to write a brief testimonial summarizing the value that your organization has received from Broadsword?

41.7% Yes
58.3% No
Testimonial Question - November 2015

Program Sponsors

Are you willing to write a brief testimonial summarizing the value that your organization has received from Broadsword?

- Yes: 60%
- No: 40%

Program Managers

Are you willing to write a brief testimonial summarizing the value that your organization has received from Broadsword?

- Yes: 25%
- No: 75%
June 2016 Client Comments

THE GOOD:

- Broadsword team members are effective communicators. They provide effective tools for the team, as well as context for leveraging those tools within our enterprise.

- We are a large organization and sometimes difficult to navigate but Broadsword has a very good understanding of what we are up to and how we operate.

THE GREAT:

- All consultants we interact with have been excellent - highly knowledgeable in both core CMMI practices as well as very practical in applying these practices.

- Always on time, as expected.
June 2016 Client Comments

THE NOT-SO-GREAT:

• Scheduling around Broadsword's availability is difficult but manageable

• We had some team members that felt that the material was delivered at too high a level. We had people that did not understand they needed to do more prep to pass the psm1 cert (not sure why as we told them to study more, take practice tests, study more).
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Trend Analysis (2013 - 2016 Results)
Trend Analysis (2013 - 2016 Results)

• 2016 Client Satisfaction Scores are the highest since we started keeping track

• Broadsword’s clients are “very likely” to refer Broadsword to others; this trend is consistent over the past 4 years

• The number of clients who are willing to write a brief testimonial has increased - Rob to follow up with clients who said they’d give a testimonial.
Current Topic

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Next Steps

• Work with clients to write testimonials

• Share our Client Satisfaction Survey Results:
  • A web page
  • Client communications

• The Next Client Satisfaction Survey will get underway in October and be administered to a new set of clients in November 2016