Broadsword
Client Satisfaction Survey

November 2016 Results

January 25, 2016
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Current Topic

1. Introduction
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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
  - November 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:  31% (as compared with 56% in June 2016)**
  - 33% Program Sponsors (8 of 24)
  - 29% Program Managers (7 of 24)
Introduction (cont’d)

Clients:

- American Axle
- Analytica
- ASM Research
- Bose
- Cambridge
- CTAC
- DELTA Resources
- DPRA
- Gentex
- Grakon
- Highpoint Global
- Immersion Hospitality
- Kingfisher
- Livanta
- McCallie
- Nationwide
- Prometric
- QHS
- State of Michigan
- Tetra Tech AMT
- TMC Design
Example Survey Question:

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

   - Requires Corrective Action
   - Requires Improvement
   - Acceptable
   - Good
   - Excellent

Comments

1 point

5 points
Current Topic

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November 2016 Results

[Bar chart showing average scores for All Clients, Program Sponsors, and Program Managers.]

- **All Clients** (15 responses)
- **Program Sponsors** (8 responses)
- **Program Managers** (7 responses)

- Average Score
- Quality
- Timeliness
- Referral
2016 Results Compared to 2015 - Average Score

- All Clients
- Sponsors
- Managers

- Jun-16
- Nov-16
- 2016
June 2016 Results

![Histogram showing June 2016 results for All Clients, Program Sponsors, and Program Managers.](chart)

- **All Clients**: 27 responses
  - Average Score: [4.5]
  - Quality: [4.2]
  - Timeliness: [4.7]
  - Referral: [4.6]

- **Program Sponsors**: 17 responses
  - Average Score: [4.6]
  - Quality: [4.3]
  - Timeliness: [4.7]
  - Referral: [4.6]

- **Program Managers**: 10 responses
  - Average Score: [4.7]
  - Quality: [4.4]
  - Timeliness: [4.8]
  - Referral: [4.7]
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
- Sponsors
- Managers

November 2016
June 2016
November 2015
May 2015
## Results Summary of 2 Most Recent Surveys

### November 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>4.69</td>
<td>4.66</td>
<td>4.80</td>
<td>4.62</td>
</tr>
<tr>
<td>Program Sponsors</td>
<td>4.67</td>
<td>4.75</td>
<td>4.88</td>
<td>4.38</td>
</tr>
<tr>
<td>Program Managers</td>
<td>4.71</td>
<td>4.57</td>
<td>4.71</td>
<td>4.86</td>
</tr>
</tbody>
</table>

### 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>
Testimonial Question - November 2016

Program Sponsors

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

- Yes: 37.5%
- No: 62.5%

Answered: 8  Skipped: 0

Program Managers

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

- Yes: 42.86%
- No: 57.14%

Answered: 7  Skipped: 0
November 2016 Client Comments

THE GOOD:

• The materials and presentations are very professional and certainly helpful.

• So far, Broadsword has met all scheduled delivery dates with all appropriate deliverables.

THE GREAT:

• The experience has been a true success - thank you!

• Good use of past experience and industry best practices sprinkled into the SIG meetings.
November 2016 Client Comments

THE NOT-SO-GREAT:

• Too many assumptions are made on the background and knowledge of participating students/team members. Some team members have minimal skills in the CMMI area and are unsure of themselves so they don't ask questions to avoid embarrassment in front of their peers.

• Usually it's good when working with multiple Broadsword team members due to the different perspectives, however on occasion this can be confusing for interpretation.

• It seems that much of the time we spend discussing whether the Broadsword recommended solution will work and explaining the nature of our business.

• I find it distracting when the agenda is constructed during the meeting. This should be worked out with the SIG leads prior to the meeting.
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Trend Analysis (2013 - 2016 Results)
Trend Analysis (2013 - 2016 Results)

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

• The November 2016 Client Satisfaction Scores dipped slightly compared with June 2016, when scores were at their peak

• 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 decreased—Rob to follow up with clients who said they’d give a testimonial.
Current Topic

1. Introduction
2. 2015 Results
4. Next Steps
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 May and be administered to a new set of clients in June 2017