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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 (continued)

• Survey Administration
  o Survey Monkey
  o Program Sponsors and Program Managers received separate surveys

• Response Rate: 34% (as compared with 40% in November 2017)
  o 29% Program Sponsors (8 of 28)
  o 40% Program Managers (10 of 25)
Clients Surveyed

- AIS
- All Points
- ASM
- AVL
- Chrysler Software Factory
- DAS
- Delta Resources
- DEVIS
- DPRA
- GITI
- Halfaker
- Infinity
- KAB
- L3 Brashear
- L3 CE
- Livanta
- MetLife
- Nationwide
- Presidio
- Qlarant
- Sawdey
- SOLUTE
- SRL
- State of Michigan
Current Topic

1. Introduction

2. Results

3. Trend Analysis (2013 - today)
July 2018

Average Score
Quality
Timeliness
Referral

All Clients
Program Sponsors
Program Managers
November 2017

Average Score
Quality
Timeliness
Referral

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<th>Category</th>
<th>All Clients</th>
<th>Program Sponsors</th>
<th>Program Managers</th>
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<tr>
<td>Timeliness</td>
<td>4.5</td>
<td>4.6</td>
<td>4.5</td>
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<tr>
<td>Referral</td>
<td>4.5</td>
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</table>
Historical Averages

Program Managers/Sponsors Combined Annual Average Score

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<tr>
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<tr>
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</table>
Testimonial Question

Program Sponsors

Yes: 87.5%
No: 12.5%

Program Managers

Yes: 50%
No: 50%
July 2018 Client Comments – the Great

• “Broadsword has worked with ASM for over 7 years and has helped us to implement our CMMI and Agile programs. Their experience and knowledge of how we do business is a tremendous positive.” – Jason Mirick, ASM

• “The long running business relationship give Broadsword insight to our history and changes over the years.” – Mark Dapore, L3
July 2018 Client Comments – the Good

• “Broadsword has assisted us in mapping our Agile practices to CMMI Institute standards. We highly value their CMMI expertise.” – Cristina Mossi, DEVIS

• “Tim and the Broadsword team has gone out of their way to adjust to our FY18 schedule.” – Jason Mirick, ASM
July 2018 Client Comments – Opportunities

• “Some members appear to not have taken time to "understand" and/or "translate" the model to our business.” –Mike Duckworth, Sawdey

• “Broadsword has effective presentation materials and deliverable. At times I feel like they could be shared more frequently in terms of status and planning.” –Jason Mirick, ASM
Current Topic

1. Introduction
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3. Trend Analysis (2013 - Today)
Trend Analysis – 2013-Today

• The July 2018 Client Satisfaction Scores stayed about the same as in November 2017

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

• The number of Program Sponsors who are willing to write a brief testimonial has decreased since November, but the number of Program Managers has increased