



FY2001 Customer Satisfaction Survey Report

**Prepared by:
Proactive Customer Advocacy Program
Marketing Team
Marketing and Registration Division
Directorate of User Services**

June 2001

Report Documentation Page		
Report Date 01JUN2001	Report Type N/A	Dates Covered (from... to) -
Title and Subtitle FY2001 Customer Satisfaction Survey Report		Contract Number
		Grant Number
		Program Element Number
Author(s)		Project Number
		Task Number
		Work Unit Number
Performing Organization Name(s) and Address(es) Proactive Customer Advocacy Program Marketing Team Marketing and Registration Division Directorate of User Services DTIC 8725 John J. Kingman Rd., Ste. 0944 Ft. Belvoir, VA 22060-6218		Performing Organization Report Number
Sponsoring/Monitoring Agency Name(s) and Address(es)		Sponsor/Monitor's Acronym(s)
		Sponsor/Monitor's Report Number(s)
Distribution/Availability Statement Approved for public release, distribution unlimited		
Supplementary Notes The original document contains color images.		
Abstract		
Subject Terms		
Report Classification unclassified		Classification of this page unclassified
Classification of Abstract unclassified		Limitation of Abstract UU
Number of Pages 21		

I: YEAR 2001 Customer Satisfaction Data Summary

Introduction:

Purpose: Knowledge is the fuel that drives today's global information technology businesses. Therefore, our continued success or failure depends on our ability to learn what our customers really want and need. To successfully achieve this purpose, it is imperative that we gain a "customer-valued" perspective of how well we are doing in meeting customer expectations. In other words, do we provide the kind of products, services and customer care that compels customers to choose us rather than other available sources? To ensure that we gain this requisite knowledge, the 2001 Customer Satisfaction Survey, **Part 1** of the two part survey process, was specifically designed to meet the following knowledge objectives:

- To improve customer relations
- To determine the quality of customer care and support
- To track the effects of change in product and service quality
- To indicate staff and process strengths and weaknesses
- To determine the perceived quality of products, services and web pages

Part 2 of the 2001 survey process will measure the same attributes as **Part 1** but target DTIC's Top Users. **Therefore, Top 200 Users were not surveyed in the 2001 Customer Satisfaction Survey.** Core customer's input will not appear until the completion of the Top 200 Survey in June 2001. Once complete, **Parts 1** and **2** will be combined for a more balanced look at DTIC's overall service performance.

Important Note: When considering the results of **Part 1** of the survey process, it is important to recognize not only the characteristics of the core customers not yet surveyed, but also the 56 percent of registered users who chose not to respond. We hypothesize that those who did not respond are more likely not to consider themselves DTIC users, or not to perceive themselves as having a sufficient stake in DTIC to take the time to respond. Analysis of the survey results will always need to be tempered by considerations of who did and who did not respond, and to what extent those who responded have the same characteristics or views as those who did not respond.

Methodology: Web-based, email and one-on-one telephone interviews were the collection methods selected for this effort. These multiple collection paths were selected not only to offer our users a variety of survey response options, but also to increase response rates. Those users not having an email address and/or web access were contacted and surveyed via one-on-one telephone interviews.

A total of 2,100* users were randomly selected to participate in the survey. 1,799 were selected to participate by web or email and 301 for telephone interviews.

After an intense email and call effort, the survey population universe was reduced to a total of 1,664 users. **726** or **44** percent of the population universe responded and were qualified as "valid" participants.

Comparative Benchmarking: Results obtained from the 2001 Customer Satisfaction Survey have been measured against individual and composite results of **31** federal government agencies which participated in the 2000 and 2001 American Customer Service Index (ACSI) process. In addition, **10** common customer/product/service quality factors were measured against the best results of 5 comparable federal agencies as determined by the American Customer Service Index (ACSI) study. The 2000 study commissioned by GSA and the President's Management Council (PMC), established the benchmark and the baseline for federal government agencies at **68.6**. A total of **31** federal agencies (agencies selected serve 95% of all federal government customers) participated in the study. **Index scores detailed in Part III of this study do not include Top 200 users.** Top 200 users will be surveyed in May 2001 and then aggregate scores will be integrated and the 2001 total index score computed. (See Appendix F)

Overall Findings

User Demographics

- ◆ The majority of users responding came from four user groups: Research Analysts, Engineers, Librarians and Scientists respectively.
- ◆ Nearly half of all respondents were new users (6 months or less).

Communication/Access

- ◆ Half of all users responding have contacted DTIC by phone in the past 12 months.
- ◆ The majority of users want improved telephone access to DTIC. In addition, the vast majority of customers reported that it is very important to extremely important to speak to a "live person" when calling DTIC.

Marketing Communication

-
- ◆ Users are satisfied that DTIC does a good job communicating (transmitting/mailling) information about new products changes in and/or enhanced product and service offerings, training opportunities, and submitting documents, but order status still rates low.
 - ◆ The majority of users would recommend DTIC to a colleague.

Customer Service Issues

- ◆ The majority of users reported document delivery times met their expectations, but order status (tracking) was rated low.
- ◆ The majority of users agreed that DTIC did a good job of informing users about registration issues. However, collateral issues not directly controlled by DTIC Registration, like the DD Form 55 process and lack of response by COTR/Sponsor personnel in the DD Form 1540 signature process were mentioned as user difficulties.
- ◆ Users found notable differences in the levels of customer support afforded by individual staffers.
- ◆ Users were annoyed at the level of customer service afforded and the lack of timely responses to their needs.
- ◆ Users want quick responses to their voice, email and fax inquiries.
- ◆ Users find our products and services are of high quality.

Online Service/Homepage

- ◆ The majority of users rated our homepage as average with low ratings for navigation, content and organization.
- ◆ Users find that the majority of their information needs are met by searching DTIC's collections. However, they do express concern for the ease of use and availability of documents for downloading.
- ◆ The majority of users have accessed the DTIC Homepage within the past 12 months.

Issues for Further Study

After carefully examining the quantitative and qualitative data, three key issues were identified as requiring further study.

Customer Services Issues:

- ♦ **Timely Access:** User difficulties in accessing designated DTIC personnel.
- ♦ **Timely Response:** User questions, inquiries and problems not addressed in a timely manner.
- ♦ **Document Ordering Processes:** User dissatisfaction with existing order placement, confirmation and tracking processes.
- ♦ **Communication Process:** User demand preference for speaking to a "Live Person" versus the voice mail process.
- ♦ **Interpersonal Communication/Customer Care Skills:** Marginal level of Customer Service - unfriendly or non-responsive staff behavior.

Acquisition Issues:

- ♦ **Collection:** Users expressed concern for the availability and quality (document and Microfiche) of the collection.

Collateral Issues:

- ♦ **DD Form 55:** Despite noted improvements, users want and need an electronic version of the form with a matching source database for timely submission and tracking functions.
- ♦ **DD Form 1540 Authorization:** Users are still experiencing real difficulties in obtaining timely sponsor/COTR approvals for both initial and additional DOD contracts.

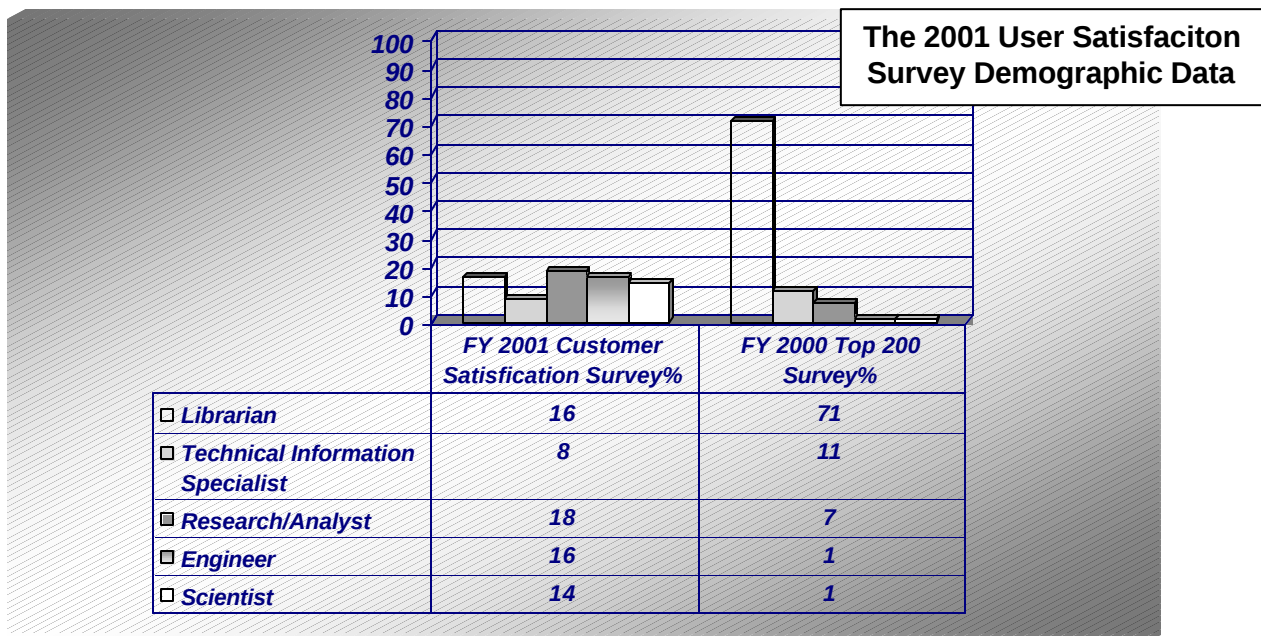
PART II: Graphical Data Review

(Detailed data analysis can be found in Appendix D)

User Job Position and Organization Type

Demographic data contained in this section is based on composite responses from the **726 users** who participated in the customer satisfaction process.

Job/Position Status: **1 in 6** users reported their current job position as “**Librarian**” which includes Acquisition, Head, Reference, Research and Technical Librarians. **1 in 12** users reported “**Technical Information Specialist**” and **1 in 5** as “**Researcher/Analyst.**” **1 in 6** users reported “**Engineer,**” and **1 in 7 Scientist.**”

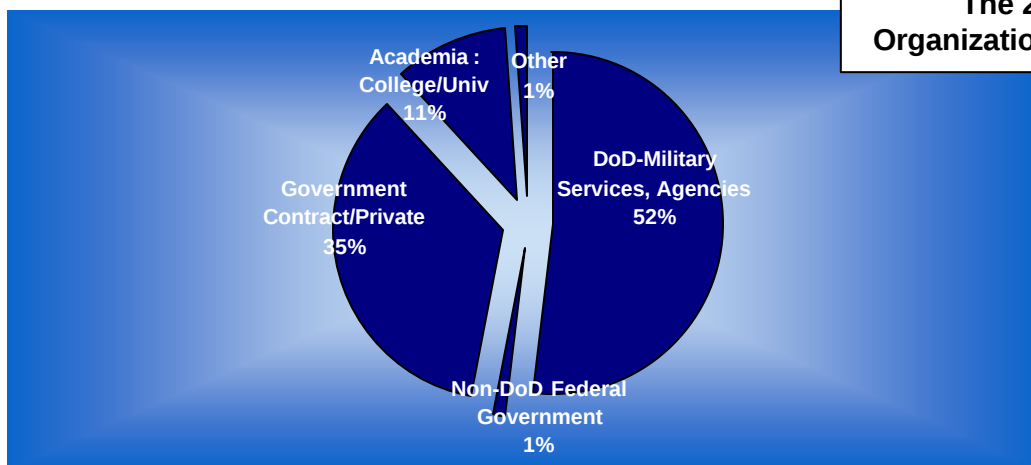


Percentage

Fig 1

Fig 1

User Organization Type: 1 in 2 users reported their organizations as **DOD**, 1 in 3 as **Government Contractor**, **Industry** or **Small Business**, 1 in 10 as **Academia** and 1 in 100 non-DOD Federal Government.



The 2001
Organizational Status

Fig 2

Obtain/Distribute STI for others

DOD Military, Agencies, Labs & Schools: 6 in 10 reported distributing STI to others, 1 in 4 reported "No" and 1 in 7 "Not Sure." **Industry/Government Contractors:** 8 in 10 reported "Yes" and 1 in 4 reported "No."

Time as Registered DTIC User:

Overall, 1 in 2 (46%) users have been registered "less than 6 months." **1 in 5** for "7 months to 2 years," **1 in 5** for "3 to 5 years" and **1 in 8** for "6 or more years."

DOD: 1 in 2 reported "less than 6 months," **1 in 5** as "7 months to 2 years", **1 in 5** reported "3 to 5 years" and **1 in 10** as "6 or more years."

Industry/Government Contractor: 1 in 2 reported "less than 6 months," **1 in 6** "7 months to 2 years," **1 in 6** "3 to 5 years," and **1 in 5** reported "6 or more years."

Order Status and Delivery Processes:

Delivery Processes

2 in 3 users reported receiving their orders "Most of the time" to "Every time" and **1 in 3** users stated "Never" to "Generally meet."

4 in 10 Engineers reported receiving orders "Most of the time" to "Every time" and **6 in 10** reported "Never" to "Generally meet." **1 in 3 Scientists** reported "Most of the time" to "Every time" and **2 in 3** reported "Never" to "Generally meet." **8 in 10 Librarians** reported "Most of the time" to "Every time" and **1 in 8** reported "Never" to "Generally meet." **6 in 10 Research Analysts** reported "Most of the time" to "Every time" and **4 in 10** reported "Never" to "Generally meet."

Order Status

4 in 10 users reported "Agree" to "Strongly agree" when questioned about informing users of order status. **1 in 8** reported they "Disagree" or "Strongly disagree" and **1 in 2** rendered "No Opinion." **1 in 3 Engineers** "Agree" or "Strongly Agree" that DTIC does a good job informing them about order status while **1 in 4** reported they "Disagree" to "Strongly Disagree" over order status issues. **1 in 4 Scientists** report they "Agree" to "Strongly Agree" over order status while **1 in 6** "Disagree" or "Strongly Disagree." **1 in 2 Librarians** reported they "Agree" or "Strongly Agree" and **1 in 8** reported they "Disagree" or "Strongly disagree." **1 in 4 Research Analysts** reported "Agree" to "Strongly Agree" and **1 in 5** reported they "Disagree" to "Strongly Disagree."

Corporate Access, Media Preferences and Contact Data

Preferred Access Medium: When asked which contact communication channel users most preferred, they responded as follows:

1 in 3 reported "Commercial Telephone/DSN", 1 in 3 reported "Email" and 1 in 4 reported using "Internet/Online." Only 1 in 25 used "Fax" and "Other" access. 1 in 4 Engineers prefer "Commercial Telephone/DSN", and 1 in 3 reported Email, 1 in 3 preferred "Internet/Online" and 1 in 15 reported "Fax" or "Other." 1 in 5 Scientist preferred "Commercial Telephone/DSN," 1 in 2 prefer "Email," and 1 in 4 reported "Internet/Online." 1 in 2 Librarians prefer "Commercial Telephone/DSN," 3 in 10 reported "Email," and 1 in 10 reported "Internet/Online." 1 in 4 Researcher/Analysts reported using "Commercial Telephone/DSN," 3 in 10 reported using "Email," 4 in 10 prefer "Internet/Online," and 1 in 10 "Fax" or "Other."

The 2000 Top 200 Survey revealed that 9 in 10 respondents preferred accessing DTIC by Commercial Telephone/DSN, 1 in 25 preferred "Internet/Online service," Email, and Fax respectively.

The 1999 Customer Satisfaction Survey revealed that respondents favored the following: 6 in 10 users preferred "Commercial Telephone" and "Defense Switched Network (DSN) Line." 1 in 8 preferred "Email" and 1 in 8 preferred "Internet/Online Services." 1 in 12 preferred "Fax."

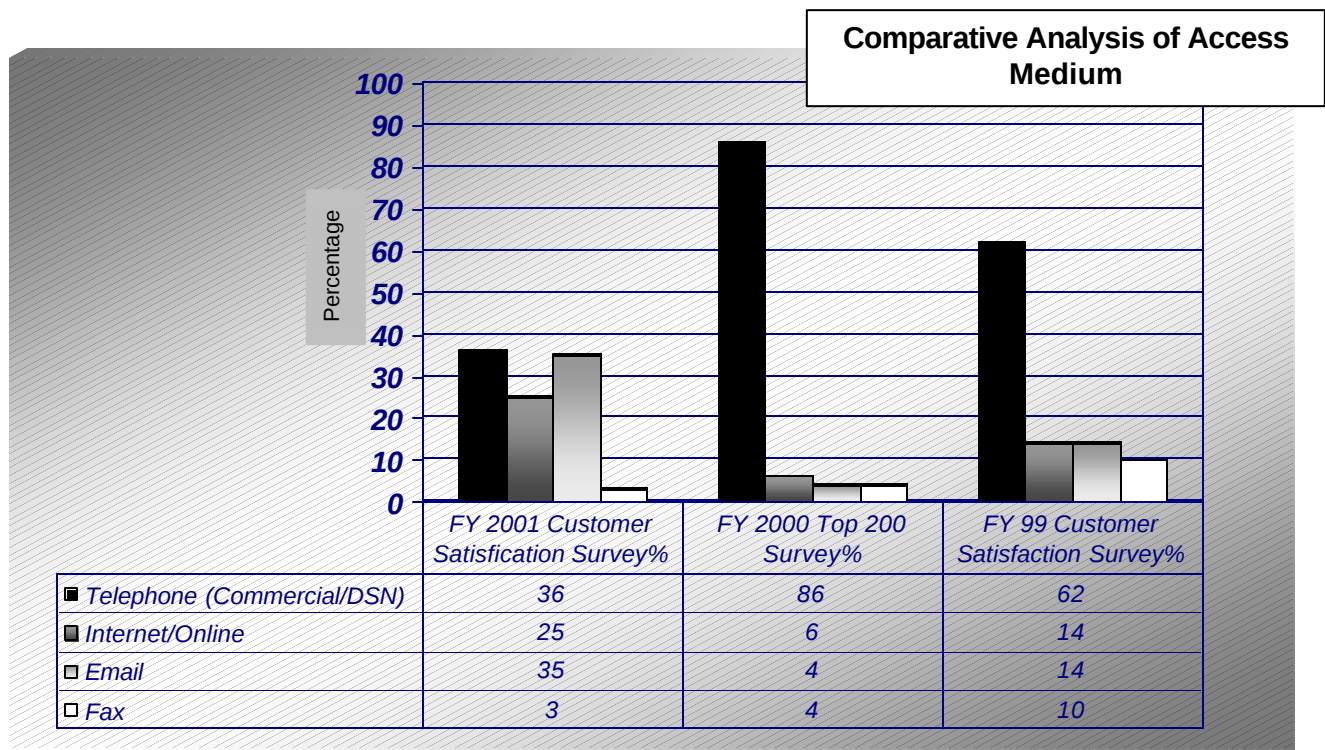


Fig 3

Importance of Talking to a "Live Person"

8 in 10 of all respondents reported "Very Important" to "Extremely Important," 1 in 6 as "Important," and 1 in 20 as "Somewhat Unimportant" to "Not at All Important." 7 in 10 Engineers reported "Very Important" to "Extremely Important," 1 in 5 as "Important," and 1 in 12 as "Somewhat" or "Not at All important." 7 in 10 Scientists reported "Very Important" to "Extremely Important," 1 in 4 as "Important," and 3 in 100 reported "Somewhat Unimportant" to "Not at All Important." 9 in 10 Librarians reported "Very Important" to "Extremely Important," and 1 in 10 as "Important."

8 in 10 Researchers/Analysts reported "Very Important" to "Extremely Important," 1 in 10 as "Important," and 1 in 10 as "Somewhat Unimportant" to "Not at All Important."

7 in 10 Top 200 users reported "Extremely Important," 1 in 4 "Very Important," 1 in 12 "Important" and only 1 in 50 users reported "Not Very Important" and/or "Not At All Important."

The 1999 Customer Satisfaction Survey disclosed that 7 in 10 users reported "Extremely Important," 1 in 6 users "Somewhat Important," 1 in 12 "Important" and 1 in 25 rated either "Somewhat Unimportant" or "Not Very Important."

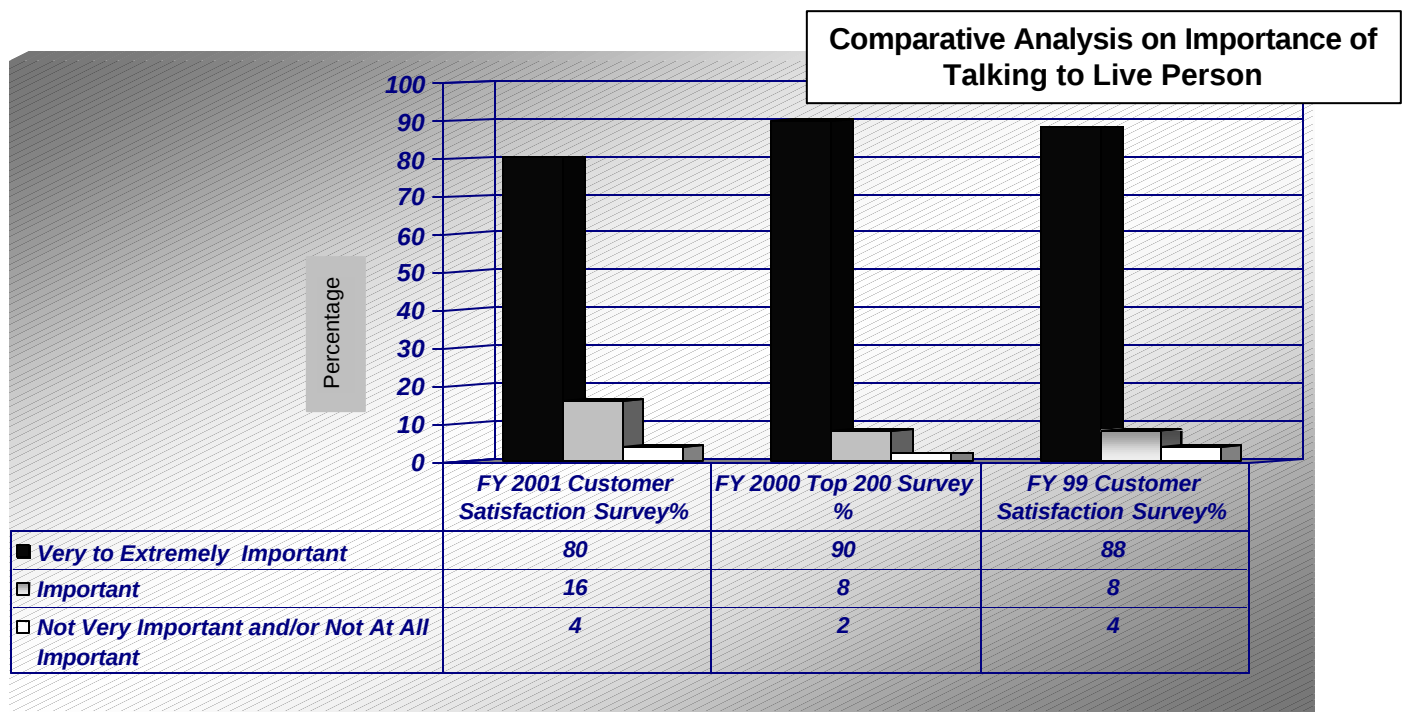


Fig 4

Effectiveness of Corporate Communications: When asked how well DTIC communicates (informs) users about specific issues, 2001 Customer Satisfaction, 2000 Top 200 users and 1999 Customer Satisfaction Survey responded as follows:

Comparative Analysis on Effectiveness of Corporate Communication

FY 2001 Customer Satisfaction Survey	Strongly Agree or Agree %	Strongly Disagree or Disagree %	No Opinion %
Product /Service Changes	81	4	15
Training Opportunities	63	5	32
Submitting Documents	46	9	45
Online Service	70	6	24
Order Status	40	14	46
Annual Conference	57	2	41
FY 2000 TOP 200	Strongly Agree or Agree %	Strongly Disagree or Disagree %	No Opinion %
Product /Service Changes	94	4	2
Training Opportunities	75	3	22
Submitting Documents	48	4	48
FY99 Customer Satisfaction Survey	Strongly Agree or Agree %	Strongly Disagree or Disagree %	No Opinion %
Product /Service Changes	71	9	20
Training Opportunities	60	8	32
Submitting Documents	50	9	41

Fig 5

Overall Product/Service Quality Rating

Users participating in the 2001 Customer Satisfaction Survey reported as follows: **7 in 10** users rated "Product/Service Quality"

as "Very Good" to "Excellent," **1 in 4** as "Good," and **1 in 15** as "Fair" to "Poor." **1 in 2 Engineers** rated product/service quality as "Very Good" to "Excellent," **4 in 10** as "Good," and **1 in 15** "Fair" to Poor." **6 in 10 Scientists** rated product/service quality as "Very Good," to "Excellent," **1 in 4** as "Good," and **1 in 10** as "Fair" to "Poor." **3 in 4 Librarians** rated them "Very Good" to "Excellent," **1 in 5** as "Good," and **1 in 25** as "Fair" to "Poor."

6 in 10 Researchers/Analysts rated product/service quality "Very Good" to "Excellent," **1 in 3** as "Good," and **1 in 25** as "Fair to Poor."

Users participating in the **2000 Top 200 Survey** reported as follows: **8 in 10** users rated Product/Service Quality as "Very Good" to "Excellent," **1 in 5** users reported "Good" and **1 in 50** "Fair" to "Poor."

Users participating in the **1999 Customer Satisfaction Survey** reported as follows: **7 in 10** rated Product/Service Quality as "Very Good" to "Excellent," **1 in 4** as "Good" and **1 in 25** as "Fair" to "Poor."

Users responding in the **1998 Top 200 Survey** reported as follows: **7 in 10** rated overall product quality as "Very Good" to "Excellent," **1 in 4** as "Good" and **1 in 25** as "Fair" to "Poor."

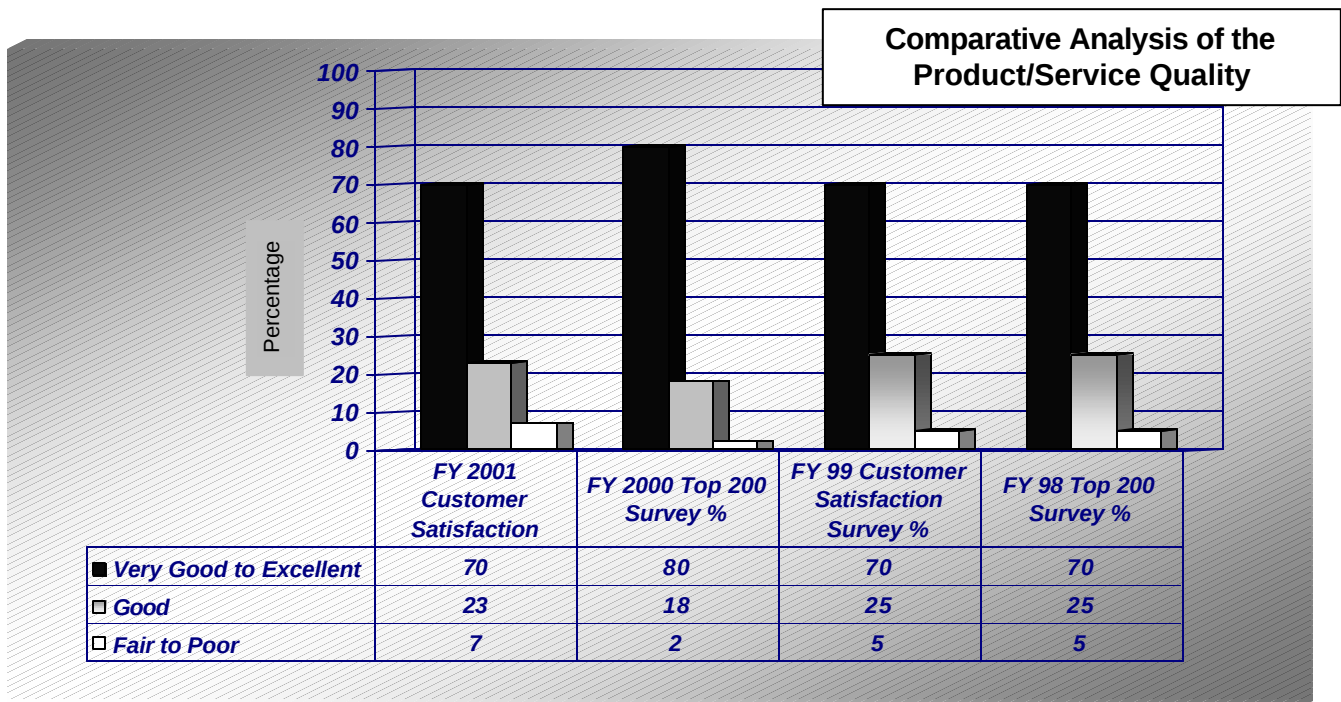


Fig 6

Accessing the DTIC Homepage

When **2001** survey respondents were asked if they had accessed the homepage in the past 12 months, they responded as follows:

7 in 10 reported "Yes," **1 in 15** as "Not Sure" and **1 in 5** reported "No." **Engineers** reported **8 in 10** "Yes", **1 in 7** "No" and **1 in 10** "Not Sure." **Librarians** reported **7 in 10** "Yes," **1 in 5** "No" and **1 in 10** "Not Sure." **Scientists** reported **7 in 10** "Yes," **1 in 4** "No" and **1 in 20** "Not Sure." **Researchers/Analysts** reported **8 in 10** "Yes", **1 in 7** "No" and **3 in 100** "Not Sure."

Overall Homepage Performance Ratings:

Users participating in the 2001 Customer Satisfaction Survey were asked to rate the DTIC Homepage via five (5) quality factors.

Accessibility: **8 in 10** Users rated Access to the Homepage site as "Very Good" to "Excellent," **1 in 6** as "Good," and **3 in 100** as "Fair" to "Poor."

Ease of Use: **6 in 10** Users rated Ease of Navigating the site as "Very Good" to "Excellent," **1 in 3** as "Good," and **1 in 6** as "Fair" to "Poor."

Content: **6 in 10** Users rated Homepage content as "Very Good" to "Excellent," **3 in 10** as "Good," and **1 in 6** as "Fair" to "Poor."

Organization: **5 in 10** Users rated Homepage organization as "Very Good," to "Excellent," **3 in 10** as "Good," and **1 in 5** as "Fair" to "Poor."

Usability: **5 in 10** User rated Homepage information usefulness as "Very Good" to "Excellent," **1 in 3** as "Good," and **1 in 10** as "Fair" to "Poor."

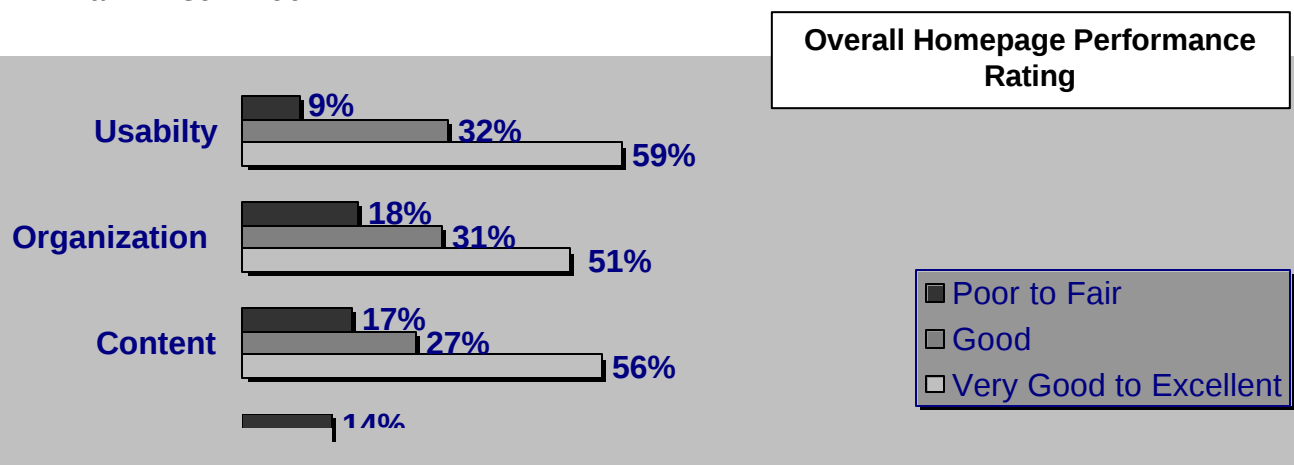


Fig 7
Fig 7
DTIC Product Usage Profile

Users participating in the 2001 Customer Satisfaction Survey reported using the following DTIC products:

ADD: 2 in 100 Users reported "Yes" as subscribing to ADD, **4 in 10** reported "No," and **1 in 2** users were "Not Sure." No **Engineers, Scientists** or **Researcher/Analysts** responding to the survey subscribe to ADD. **1 in 16 Librarians** reported subscribing to ADD.

CAB: 1 in 15 Engineers reported subscribing to the CAB program. **1 in 100 Scientists, 1 in 6 Librarians,** and **4 in 100 Researchers/Analysts** subscribe to CAB.

ECAB: 1 in 5 Engineers, Scientist, and Librarians and **1 in 6 Researchers/Analysts** subscribe to the ECAB program.

Research Summaries: 1 in 7 Engineers subscribe to Research Summaries as well as **1 in 4 Scientists, 3 in 10 Librarians,** and **4 in 10 Researchers/Analysts** subscribe to Research Summaries.

AMTD: No respondents reported subscribing to the Automatic Magnetic Tape Distribution program.

TR Database on CD-ROM: 1 in 20 Engineers, No Scientists, 1 in 6 Librarians and **1 in 12 Researchers/Analysts** subscribe to the TR Database on CD-ROM.

Retrospective Bibliography Magnetic Tape: No users responding to the survey reported subscribing to the program.

The DTIC Review: 1 in 4 Engineers, 4 in 100 Scientists, 3 in 10 Librarians and **1 in 3 researchers/Analysts** subscribe to the product.

DTIC Online Service User Profile

Users responding to the 2001 Customer Satisfaction Survey reported using the following DTIC Online Services:

Overall Usage Profile: 6 in 10 Users reported using **Public STINET, 4 in 10** subscribe to **Secure STINET, 1 in 4** subscribe to

WED-DROLS and **5 in 100** reported subscribing to **Classified DROLS**.

Public STINET: 2 in 3 Engineers, 1 in 2 Scientists, 2 in 3 Librarians, and 2 in 3 Researchers/Analysts reported using **Public STINET**.

Secure STINET: 2 in 3 Engineers, 4 in 10 Scientists, 1 in 2 Librarians and 1 in 3 Researchers/Analysts subscribe to **SSTINET**.

WED-DROLS: 1 in 6 Engineers, 1 in 5 Scientists, 1 in 2 Librarians, and 3 in 10 Researchers/Analysts subscribe to **WED**.
Classified DROLS: 1 in 12 Engineers, No Scientists, 1 in 8 Librarians, and No Researchers/Analysts subscribe to **Classified DROLS**.

DTIC Online Service Quality Performance

Users responding to the 2001 Customer satisfaction Survey were asked to rate the level of online service using the following quality measurement factors:

Accessibility Overall Ratings: 7 in 10 Users rated accessibility as "Very Good" to "Excellent," **1 in 4** as "Good," and **5 in 100** as "Fair" to "Poor."

7 in 10 Engineers, 6 in 10 Scientists, 3 in 4 Librarians and 2 in 3 Researchers/Analysts rated accessibility as "Very Good" to "Excellent." **1 in 4 Engineers, 4 in 10 Scientists, 1 in 6 Librarians, and 1 in 3 Researchers/Analysts** rated accessibility as "Good." **1 in 100 Engineers, 1 in 16 Scientists, 1 in 10 Librarians, and 1 in 100 Researchers/Analysts** rated accessibility as "Fair" to "Poor."

Ease of Use (Navigating the site) Overall Ratings: 1 in 2 Users rated ease of use as "Very Good" to "Excellent," **4 in 10** as "Good," and **1 in 10** as "Fair." **4 in 10 Engineers, 5 in 10 Scientists, 6 in 10 Librarians, and 2 in 3 Researchers/Analysts** rated navigation as "Very Good" to "Excellent." **4 in 10 Engineers, 4 in 10 Scientists, 1 in 4 Librarians, and 1 in 3 Researchers/Analysts** rated navigation as "Good." **No Engineers or Scientists** reported but **1 in 100 Librarians and 1 in 25 Researchers/Analysts** did rate navigation as "Fair" to "Poor."

Content Overall Rating: 6 in 10 Users rated content as "Very Good" to "Excellent," **1 in 3** as "Good," and **1 in 12** as "Fair" to "Poor."

4 in 10 Engineers, 6 in 10 Scientists, 6 in 10 librarians, and 6

in 10 Researchers/Analysts rated content as "Very Good" to "Excellent." **1 in 2 Engineers, 1 in 4 Scientists, 4 in 10 Librarians,** and **1 in 3 Researchers/Analysts** rated content as "Good," **1 in 13 Engineers, 1 in 9 Scientists, 1 in 15 Librarians,** and **1 in 12 Researchers/Analysts** rated content as "Fair" to "Poor."

Organization Overall Rating: **1 in 2** Users rated organization as "Very Good" to "Excellent," **1 in 3** as "Good," and **1 in 10** as "Fair" to "Poor."

4 in 10 Engineers, 6 in 10 Scientists, 6 in 10 Librarians and **6 in 10 Researchers/Analysts** rated organization as "Very Good" to "Excellent." **1 in 2 Engineers, 3 in 10 Scientists, 4 in 10 Librarians,** and **3 in 10 Researchers/Analysts** rated organization as "Good." **1 in 16 Engineers, 1 in 10 Scientists, 1 in 16 Librarians,** and **1 in 8 Researchers/Analysts** rated organization as "Fair" to "poor."

Usability Overall Rating: **6 in 10** Users rated usability as "Very Good" to "Excellent," **1 in 3** as "Good," and **1 in 16** as "Fair" to "Poor."

5 in 10 Engineers, 6 in 10 Scientists, 6 in 10 Librarians and **6 in 10 Researchers/Analysts** rated usability as "Very Good" to Excellent." **4 in 10 Engineers, Scientists, and Librarians** and **3 in 10 Researchers/Analysts** rated usability as "Good." **1 in 10 Engineers, 1 in 16 Scientists, 1 in 100 Librarians,** and **1 in 12 Researchers/Analysts** rated usability as "Fair" to "Poor."

Customer Support Overall Rating: **1 in 2** Users rated customer support as "Very Good" to "Excellent," **1 in 3** Users as "Good," and **1 in 16** as "Fair" to "Poor."

4 in 10 Engineers, 6 in 10 Scientists and Librarians and **5 in 10 Researchers/Analysts** rated customer support as "Very Good" to "Excellent." **4 in 10 Engineers, 1 in 4 Scientists, 1 in 4 Librarians** and **4 in 10 Researchers/Analysts** rated customer support as "Good." **1 in 100 Engineers, 1 in 5 Scientists, 1 in 100 Librarians,** and **1 in 12 Researchers/Analysts** rated customer support as "Fair" to "Poor."

(FY2001) DTIC's Online Service Performance Rating	Mean (norm.) %	Favorable %	Neutral %	Unfavorable %
Accessibility (Access to site)	74	71	24	5
Ease of Use (Navigating the site)	65	55	34	11
Content	68	60	33	7
Organization	65	56	34	11
Usability (Information useful)	68	59	35	7
Customer Support	70	61	33	7
Overall Rating	68%	60%	32%	8%

Fig 8

Warfighter Profile

General:

Our target audience, the Warfighter community included the uniformed military, DOD Labs, DOD Agencies, DOD Colleges, Universities, and Schools. **1 in 2** or **52 percent** of all respondents reported "Warfighter" status. **6 in 10** obtain and/or distribute Scientific and Technical information for others.

Job/Position Status and Longevity:

1 in 5 DOD respondents reported job/position as **Engineer**, **1 in 6** as **Researcher/Analyst**, **1 in 8** as **Librarian**, **1 in 12** as **Scientist**, **1 in 13** as **Technical Information Specialist** and **1 in 20** as **Security Officer/Specialist**. **1 in 2** DOD users have been registered with DTIC for "less than 6 months," **1 in 5** for "7 months - 2 years," **1 in 5** for 3 - 5 years, and **1 in 10** for "6 or more years."

Product and Service Usage and Quality Rating:

6 in 10 DOD customers use **Public STINET**, **4 in 10** subscribe to **SSTINET**, **1 in 4** use **WED DROLS** and **1 in 15** use **Classified DROLS**. **1 in 25** subscribe to **ADD** and/or **CAB**, **1 in 6** to **ECAB**, **1 in 3** to **Research Summaries**, **1 in 9** to the **TR Database on CD-ROM**, **1 in 100** to **Retrospective Bibliography on Magnetic Tape** and, **1 in 3** subscribe or use the **DTIC Review**. **3 in 4** DOD users rate our product/service quality as "Very Good" to "Excellent," **1 in 5** as "Good," and **1 in 16** as "Fair."

Customer Satisfaction Rating:

3 in 4 DOD customers rated the quality of customer service as "Very Good" to "Excellent," **1 in 5** as "Good," and **1 in 50** as "Fair." Measuring the 10 targeted areas established by the American Customer Satisfaction Index (ACSI), DOD customers weighted score was **74.8 (75)**. The ASCI benchmark for the Federal Government is **68.6. 9 in 10** DOD respondents would recommend DTIC to a colleague.

(FY01) Warfighter Customer Service Performance	Mean (norm.) %
Accessibility (Easy to access staff)	72
Accuracy (Provided correct info)	77
Courtesy	83
Helpfulness	80
Knowledge	79
Professionalism	82
Responsiveness (Timely response)	73
Speed of Service	71
Overall Average	77%

Fig 9
Industry Profile

General:

Industry respondents comprised **1 in 3** (35%) of all survey respondents. This category included government contractors, sub-contractors, small businesses and other private firms engaged in government contract work.

Job Position Status and Longevity:

Five Industry job positions dominated the overall responses: **1 in 5** users reported as **Librarians**, **1 in 5** as **Researcher/Analyst**, **1 in 6** as **Engineers**, **1 in 6** as **Security Officer/Specialist**, and **1 in 8** as **Scientists**. **1 in 2** Industry respondents have been registered users for 6 months or less, **1 in 6** as 7 months – 2 years, **1 in 6** as 3 – 5 years, and **1 in 5** as 6 or more years.

Products and Services Usage and Quality Rating:

6 in 10 Industry customers use **Public STINET**, **1 in 2** use **SSTINET**, **1 in 3** use **WED-DROLS** and **4 in 100** subscribe to **Classified DROLS**. No Industry respondents subscribe to **ADD, Automatic Magnetic Tape Distribution, or Retrospective Bibliography on Magnetic Tape**. **1 in 8** Industry respondents subscribe to **CAB**, **1 in 5** to **ECAB**, **3 in**

10 to Research Summaries, and 1 in 5 the DTIC Review. 2 in 3 Industry users rated DTIC's Product/Service quality as "Very Good" to "Excellent," **1 in 4** as "Good," and **1 in 10** as "Fair" to "Poor."

Customer Satisfaction Ratings:

2 in 3 Industry respondents rated the quality of customer service as "Very Good" to "Excellent," **1 in 4** as "Good," and **1 in 12** as "Fair" to "Poor." Industry users rated DTIC service quality as **74.75**. When measuring the 10 targeted areas established by the American Customer satisfaction Index (ACSI), Industry customers weighted quality score was **71.32**. The ACSI benchmark for the Federal Government is **68.6**. **9 in 10** Industry would recommend DTIC to a colleague.

(FY01) Industry Customer Service Performance	Mean (norm.) %
Accessibility (Easy to access staff)	71
Accuracy (Provided correct info)	75
Courtesy	80
Helpfulness	76
Knowledge	75
Professionalism	80
Responsiveness (Timely response)	70
Speed of Service	70
Overall Averages	75%

Fig 10

Part III. Global Customer Service Performance Ratings

General: The 2001 Customer Satisfaction Survey did not include DTIC's Top 200 Users. Top 200 Users will be surveyed separately in late May 2001. When the Top 200 survey is complete, the customer satisfaction data will be incorporated with 2001 Customer Satisfaction data for a more realistic look at DTIC's service quality. The combined data will then be used to construct the 2001 comparison index measured against the established 2001 American Customer Satisfaction Index (ACSI) scores for the Federal Government. The ACSI chart displayed in this report is for general information purposes only and does not reflect the complete DTIC corporate ACSI index. ACSI information and data can be found in Appendix F.

Overall Customer Satisfaction Performance Ratings

Respondents were asked to rate their level of satisfaction with

DTIC's customer care in eight (8) distinct quality areas. Those critical care elements and response data are displayed below:

Accessibility (Easy to access staff by any means): 2 in 3 respondents reported their level of satisfaction as "Very Good" to "Excellent," 1 in 4 rated as "Good," 1 in 11 as "Fair," to "Poor."

Accuracy (Staff provided correct information): 3 in 4 respondents rated their satisfaction level as "Very Good" to "Excellent," 1 in 5 as "Good," and 3 in 100 as "Fair" to "Poor."

Courtesy: 8 in 10 respondents rated their level of satisfaction as "Very Good" to "Excellent," 1 in 7 as "Good," and 2 in 100 as "Fair" to "Poor."

Helpfulness: 8 in 10 respondents reported their level of satisfaction as "Very Good" to "Excellent," 1 in 6 as "Good," and 4 in 100 as "Fair" to "Poor."

Knowledge: 8 in 10 respondents rated their level of satisfaction as "Very Good" to "Excellent," 1 in 5 as "Good," and 4 in 100 as "Fair" to "Poor."

Professionalism: 8 in 10 respondents rated their level of satisfaction as "Very Good," to "Excellent," 1 in 6 as "Good," and 2 in 100 as "Fair" to "Poor."

Responsiveness (Timely response): 2 in 3 respondents reported their level of satisfaction as "Very Good" to "Excellent," 1 in 4 as "Good," and 1 in 11 as "Fair" to "Poor."

Speed of Service (How quickly Performed): 2 in 3 respondents rated their level of satisfaction as "Very Good" to "Excellent," 1 in 4 as "Good," and 1 in 10 as "Fair" to "Poor."

Overall Satisfaction: When asked to rate the overall quality of DTIC's customer service, 3 in 4 respondents reported "Very Good" to "Excellent," 1 in 5 as "Good," and 4 in 100 as "Fair" to "Poor."

Recommend DTIC to Friends or Colleagues: 8 in 10 respondents would recommend, 4 in 100 would not and 1 in 8 were undecided.

DTIC's Overall Quality Factors (FY2001)	Mean (norm) %	Excellent or Very Good %	Good %	Fair or Poor %
Accessibility (Easy to access staff)	72	68	23	9

Accuracy (Provided correct info)	76	77	20	3
Courtesy	81	85	14	2
Helpfulness	79	80	17	3
Knowledge	77	77	19	4
Professionalism	81	82	16	2
Responsiveness(Timely response)	72	66	24	9
Speed of Service	71	67	2	10
Overall Rating	76%	75%	17%	5%

Fig 11

(FY01) DTIC -vs- ACSI Results Targeted Areas	Mean (norm.) %
Ease of Use (Navigating the site)	65
Content	68
Organization	65
Usability (Information useful):	68
Accessibility (Access to site):	77
Accessibility (Easy to access staff):	72
Courtesy	81
Helpfulness	79
Professionalism	81
Responsiveness (Timely response)	72
Overall DTIC Averages	73%
*ACSI Benchmark	69%

Fig 12

Recommendation

*****Pending**