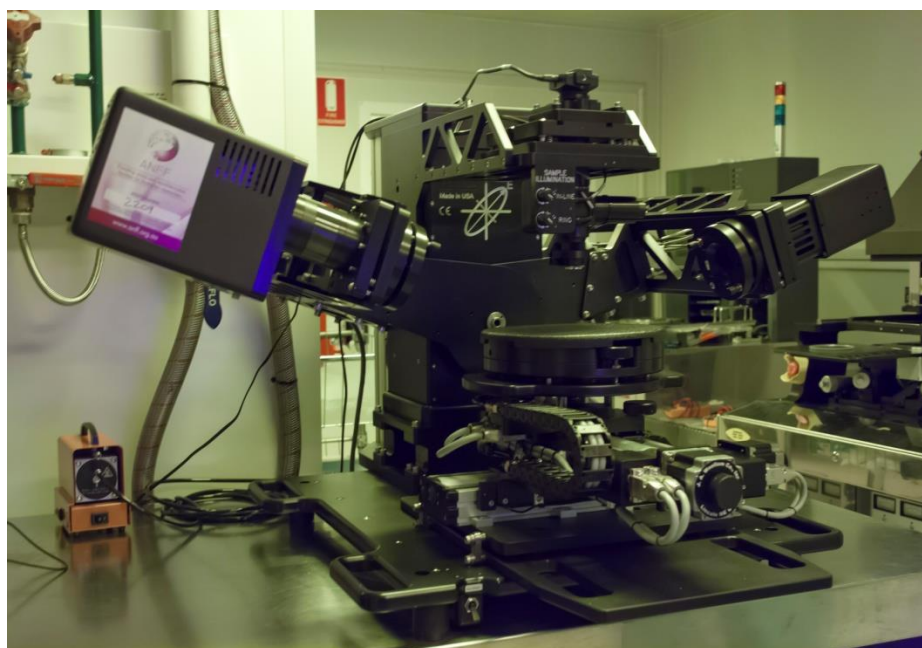




USER SATISFACTION SURVEY 2012/13



August 2013

ANFF ACT Node

Results from the Annual User Satisfaction Survey on services, communication and accessibility of the Australian National Fabrication Facility – ACT Node

User Satisfaction Survey

2012/13

PROVIDING NANO AND MICROFABRICATION FACILITIES FOR
AUSTRALIA'S RESEARCHERS

INTRODUCTION

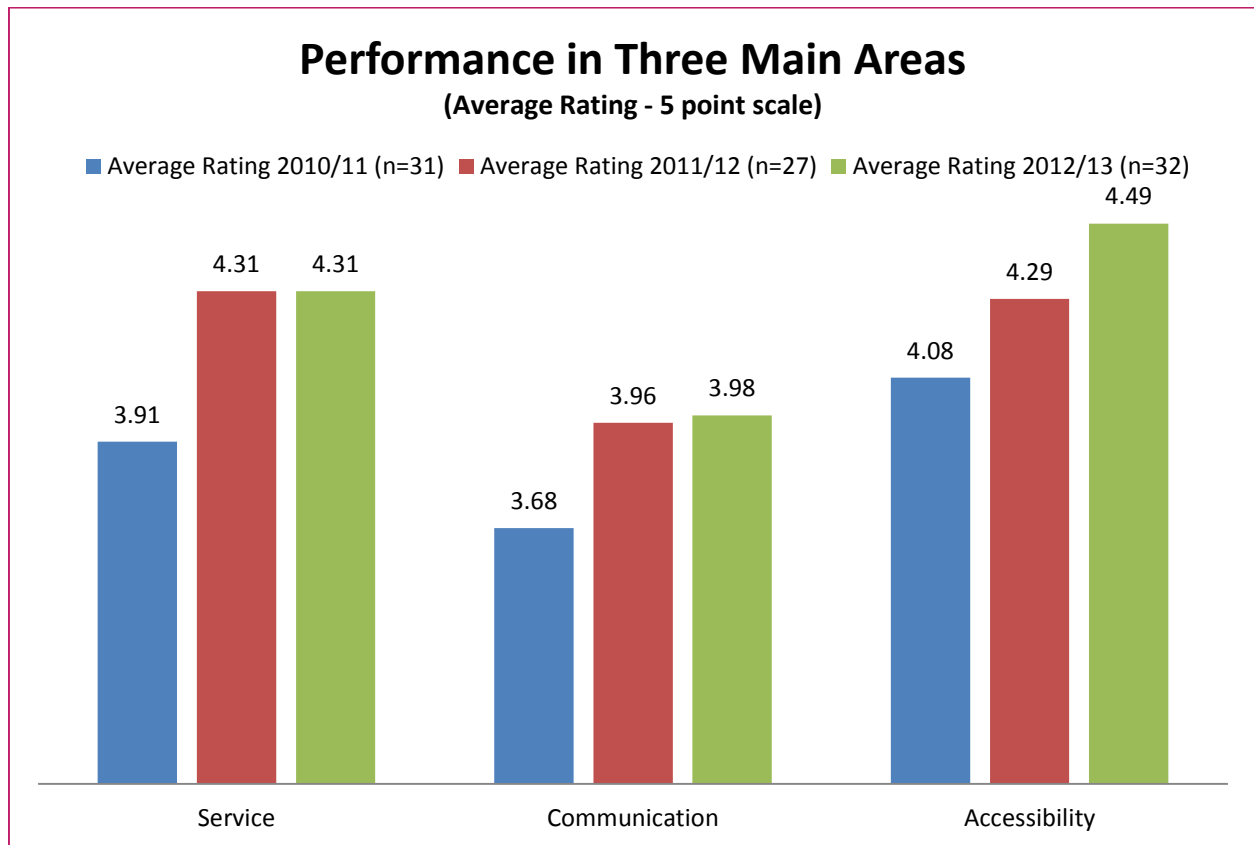
Each year we invite users of our facility to participate in a User Satisfaction Survey to gauge our effectiveness in three key areas – service, communication and accessibility. It also provides an opportunity for users to give valuable feedback through additional comments and suggestions to improve the overall experience of accessing this valuable research facility.

"I travelled from XXX to Canberra for my experiments and received great cooperation and help from the ANFF-ACT in Canberra. The equipment was always well maintained."

This is the fourth year the survey has been conducted and, while the first year had limited participation, the last three years are directly comparable with a similar number of participants and response rates. Our target is to achieve an average rating of four (4) or higher (on a five-point scale, 1 = poor, 5 = excellent) in each of the three key areas identified above, and ideally achieve this average rating for each of the 15 questions.

SUMMARY

This year the survey was sent to 146 users – these were people who physically accessed the facility during the previous 12 months from 1 July 2012 through to 30 June 2013. Of these, 32 responded to the survey (~22%) and this compares to 115 users and 27 responses (~24%) from 2012. While percentage participation numbers are down the actual number of responses have increased.



Service

This section of the survey comprises seven questions rating initial contact, follow-up, access time/facilities, staff interaction, quality of work, end product and value for money. Overall, the average response was 4.31 with only one question rating below the target rating of 4 (just), this being 'value for money'. This result is exactly the same as the 2012 result.

"Staff great. Very helpful."

'Value for money' is interesting in that this is now the only question now receiving an average rating below 4 and is most likely due to the fact that prior to the establishment of the ANFF facility most of the host users were not being charged for the use of the existing facilities, so this has been a bit of a cultural change even though the charge rates are heavily subsidized for universities and publicly funded research agencies. It is encouraging, however, that the rating has increased slowly over the years.

Communication

A total of five questions are asked in this category relating the design, content and ease of use of our website and design and content of our quarterly newsletter (which is sent to all registered users and others). This is the only major category where we haven't achieved our target rating of 4 – however it is now very close with an average of 3.98 with only two of the five questions rating below 4 (newsletter – design and newsletter – content). This is a minor improvement on the 2011/12 result of 3.96 but may indicate the newsletter needs some updating/refreshing to lift the scores again.

"Newsletter is a very good way to find out what other users are doing on the facilities. Website seems to have improved recently."

A couple of comments were received (like the one above) that provided constructive feedback to improve the communication to our users. These comments will be acted on in the coming months (see details).

Accessibility

Three questions are asked in this section relating to the on-line scheduling system used to make bookings for the Node's flagship equipment (E-beam Evaporator, EBL, FIB, ICP, NIL-HE, PECVD and Sputter) and other minor equipment. We have also created booking schedules to cover group training sessions and other in-kind equipment. These changes/additions appear to have been well received. The questions relate to ease of use, information (equipment status, etc) and confirmation/reminder messages. We have continued to allow registered and approved users to make their own bookings 24/7 from any device with web access as it has worked well for everybody.

"If there is a notice board on the booking system posting news and notices about the equipment, chemical substances etc. for users to check it will be great."

The average rating for this category was 4.49 compared with the 2012 result of 4.29. There has been an increase in score across the board in this category indicating a wide acceptance of the system as it develops.

General Comments

A number of general comments (as opposed to comments on specific areas) were received. They are reproduced here for context.

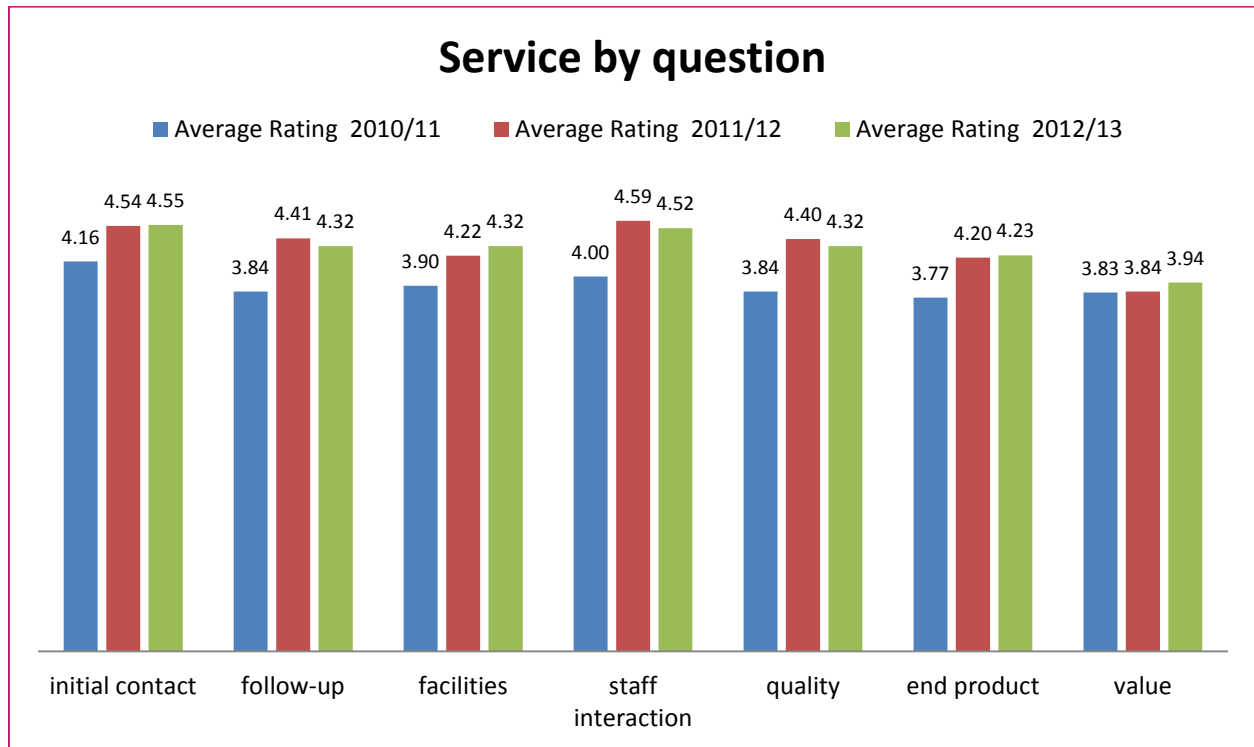
"I travelled from XXX to Canberra for my experiments and received great cooperation and help from the ANFF"

"The user manual of the system cannot be found. It is useful if users can access the manual before using the machine."

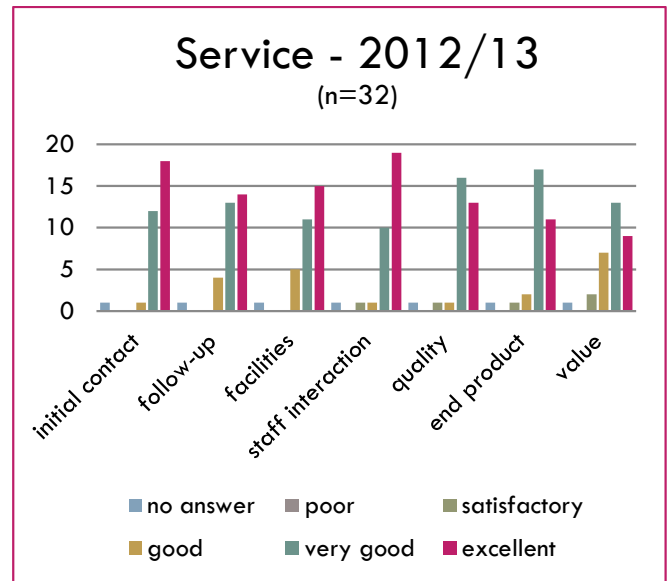
Key Area 1 – Service in detail

Ratings were, on average, fairly consistent with the previous year's survey. The only 'service' area that rated below 4 was, again, 'value for money'. Overall, responses were very similar with only minor variations across all questions which seems to indicate we are maintaining our service levels at a fairly high standard.

Below is a chart showing the average scores by question as compared to 2010/11 and 2011/12.



The charts below compare the total number of responses by rating for each of the seven questions for this year compared to the last. These clearly show a small increase in the amount of 'excellent' responses across most areas along with a healthy increase in 'very good' responses while those responses at the lower/mid scale have reduced. This indicates a general improvement from 'good' to 'very good' and 'excellent' for the majority of our users. As mentioned earlier, the 'value for money' issue is a difficult one to address given that the pricing structure is already heavily subsidised for university users (the majority of the respondents in this survey).



Comments

The comments below are all those received relating directly to the 'Services' section of the survey and, in general, are neutral to positive. Where possible, contact has been made with the people making the comments to address the issues they have identified.

"Kaushal is very helpful."

"Great. Very helpful."

"Staffs (sic) are nice and patient."

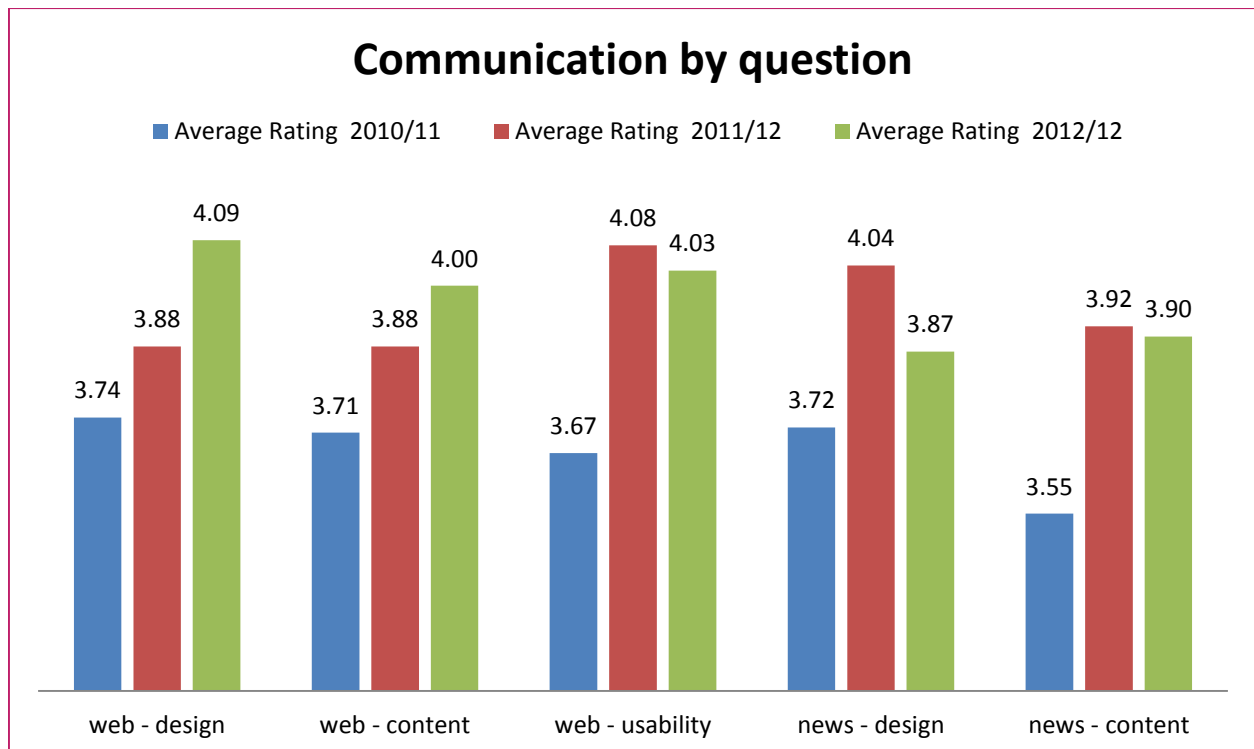
"Spin-coater/clean clothes need to be regularly cleaned."

"Chemicals/waste may be better to be organized alphabetically, i.e. bottles can have clear labels showing the first capital letter."

"Better communication about equipment servicing, software upgrades and machine downtime would be appreciated."

Key Area 2 – communication in detail

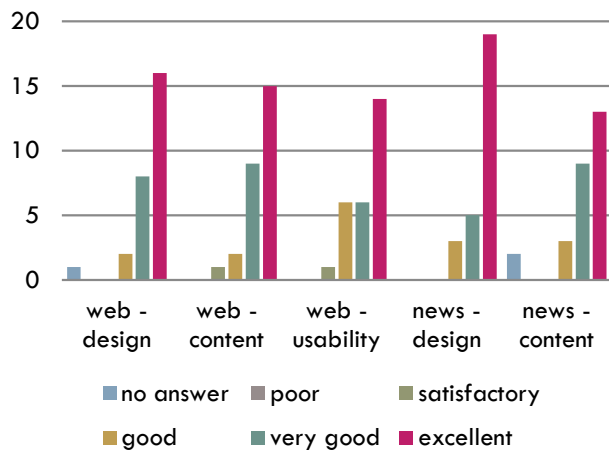
The 'communication' section of the survey is used to gauge how well the Node promotes itself via the Node's website and quarterly newsletter. While we still missed the average target rating of more than 4 (very good) on two of the questions the chart below shows good gains for our website. Design of our newsletter ranked somewhat lower than last year which indicates, perhaps, it is time for a refresh of the overall layout to keep things fresh. On a more positive note the newsletter content ranked very close to last year's result.



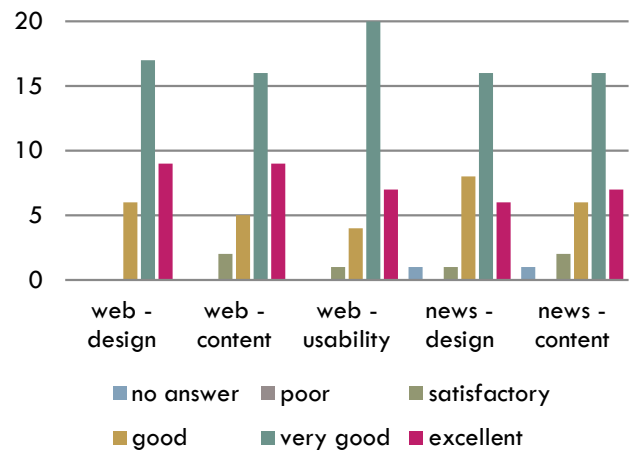
The charts below show the total number of responses by rating for each of the five questions. Our newsletter is now being sent out (via email) to nearly 290 people (up 40 from last year) and our 16th issue was released in June 2013. However, as indicated above, it appears that the design and content need a refresh to lift the scores in this area as there has been a significant shift from 'excellent' to 'very good' responses. This trend has also manifested itself in the website rankings.

On additional question was added to the survey this year that did not require a ranking, rather a 'yes', 'no' or 'maybe' response. This was in relation to us setting up a Facebook page for the Node and whether or not people were likely to join. There were eight 'yes', 14 'no' and 10 'maybe' responses – the most common reason for not wanting to join was the desire to keep work and private social media separate. At the time of writing we have 42 Facebook 'friends'.

Communication 2011/12 (n=27)



Communication - 2012/13 (n=32)



Comments

"I think it would be good to link the information about instruments with potential applications, publications of work that has used it etc."

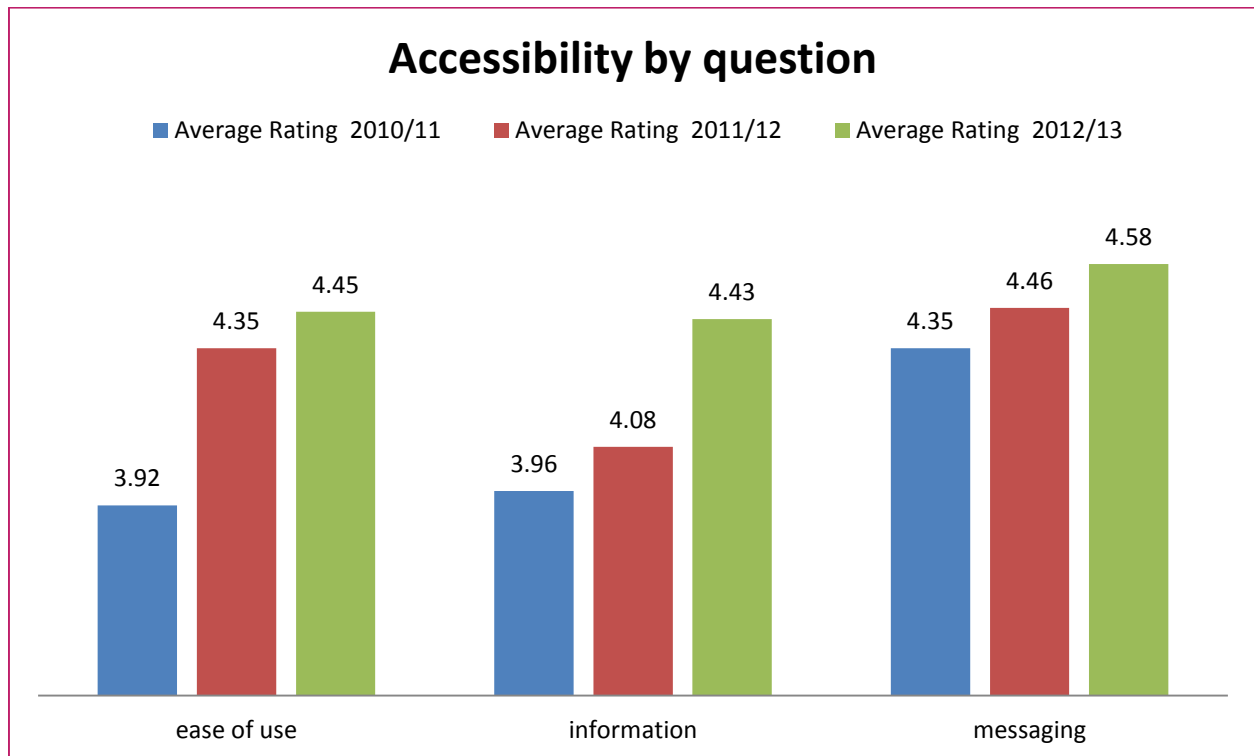
"More content for newsletter."

"Update quickly"

"Newsletter is a very good way to find out what other users are doing on the facilities. Website seems to have improved recently."

Key Area 3 – Accessibility in detail

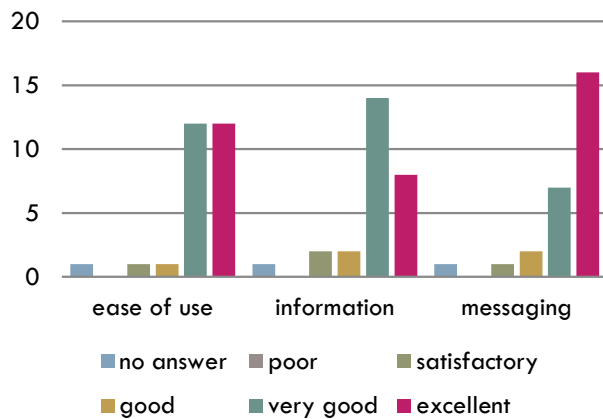
This section relates directly to our booking system that we are continually tweaking to make things easier for users – and the results confirm the changes are positive. It was pleasing to see that we had no response lower than 'good' for this year and there were only five of these in total! Given this is a 'generic' scheduling system with limited capacity for customisation it seems to be satisfying the needs of the Node users with its ease of use while providing robust data for our reporting requirements.



Similar to the other sections the charts above show the detail of the responses to each question. Again we see a small reduction in the lower ratings with a corresponding increase of 'excellent' ratings in particular.

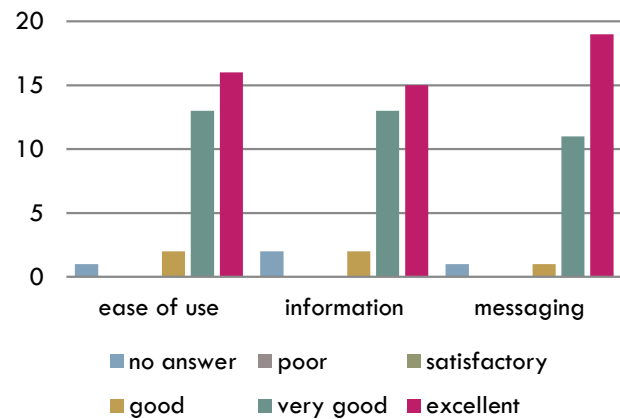
Accessibility - 2011/12

(n=27)



Accessibility - 2012/13

(n=32)



Comments

"Would like to have the ability to make last-minute bookings. At the moment users cannot modify/make bookings within 12 hours."

"If there is a notice board on the booking system posting news and notices about the equipment, chemical substances etc. for users to check it will be great. No need for more email notice."

"Ease of use."

CONCLUSIONS

Overall, the results from this survey were again very positive and show a continued improvement on the results from the two previous years. 'Communication', in particular the newsletter, is an area where we need to focus to lift the ratings above '4' (very good), but we are almost there - and 'value for money' remains a perennial issue as one point in the 'Services' area. This seems to be changing as the 'culture' changes.

Also, while our target is to rate above '4' for every question and section we need to be careful not to become complacent once this is achieved. By taking note of the constructive feedback, acting on it and making our own assessments on performance we can continue to strive for those small, incremental improvements that maintain overall customer satisfaction.

Appendix

Full survey responses and analysis

ANFF ACT Feedback - 2012/13

Questions																	
Q1a	Services - initial contact							Q2a	Website - design				Q3a	Booking system - ease of use			
Q1b	Services - follow-up							Q2b	Website - content				Q3b	Booking system - information			
Q1c	Services - access time/facilities							Q2c	Website - ease of use				Q3c	Booking system - messages			
Q1d	Services - staff interaction							Q2d	Newsletter - design								
Q1e	Services - quality of work							Q2e	Newsletter - content								
Q1f	Services - end product																
Q1g	Services - value for money																
	Q1a	Q1b	Q1c	Q1d	Q1e	Q1f	Q1g	Q2a	Q2b	Q2c	Q2d	Q2e	Q3a	Q3b	Q3c		
	5	3	4	5	4	4	4	4	4	4	4	4	4	4	4		
	4	4	5	5	4	4	5	4	4	4	3	4	4	4	4		
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	5	5	5	5	5	4	4	5	5	4	4	5	4	4	4		
Count	31	31	31	31	31	31	31	32	32	32	31	31	31	30	31		
Min	3	3	3	2	2	2	2	3	2	2	2	2	3	3	3		
Max	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
Mode	5	5	5	5	4	4	4	4	4	4	4	4	5	5	5		
Median	5	4	4	5	4	4	4	4	4	4	4	4	5	5	5		
Average	4.55	4.32	4.32	4.52	4.32	4.23	3.94	4.31	4.09	4.00	4.03	3.87	3.90	3.98	4.45	4.49	
StDev	0.57	0.70	0.75	0.72	0.70	0.72	0.89	0.72	0.69	0.84	0.69	0.76	0.83	0.76	0.62	0.60	
StDevP	0.56	0.69	0.74	0.71	0.69	0.71	0.88	0.71	0.68	0.83	0.68	0.75	0.82	0.75	0.61	0.59	