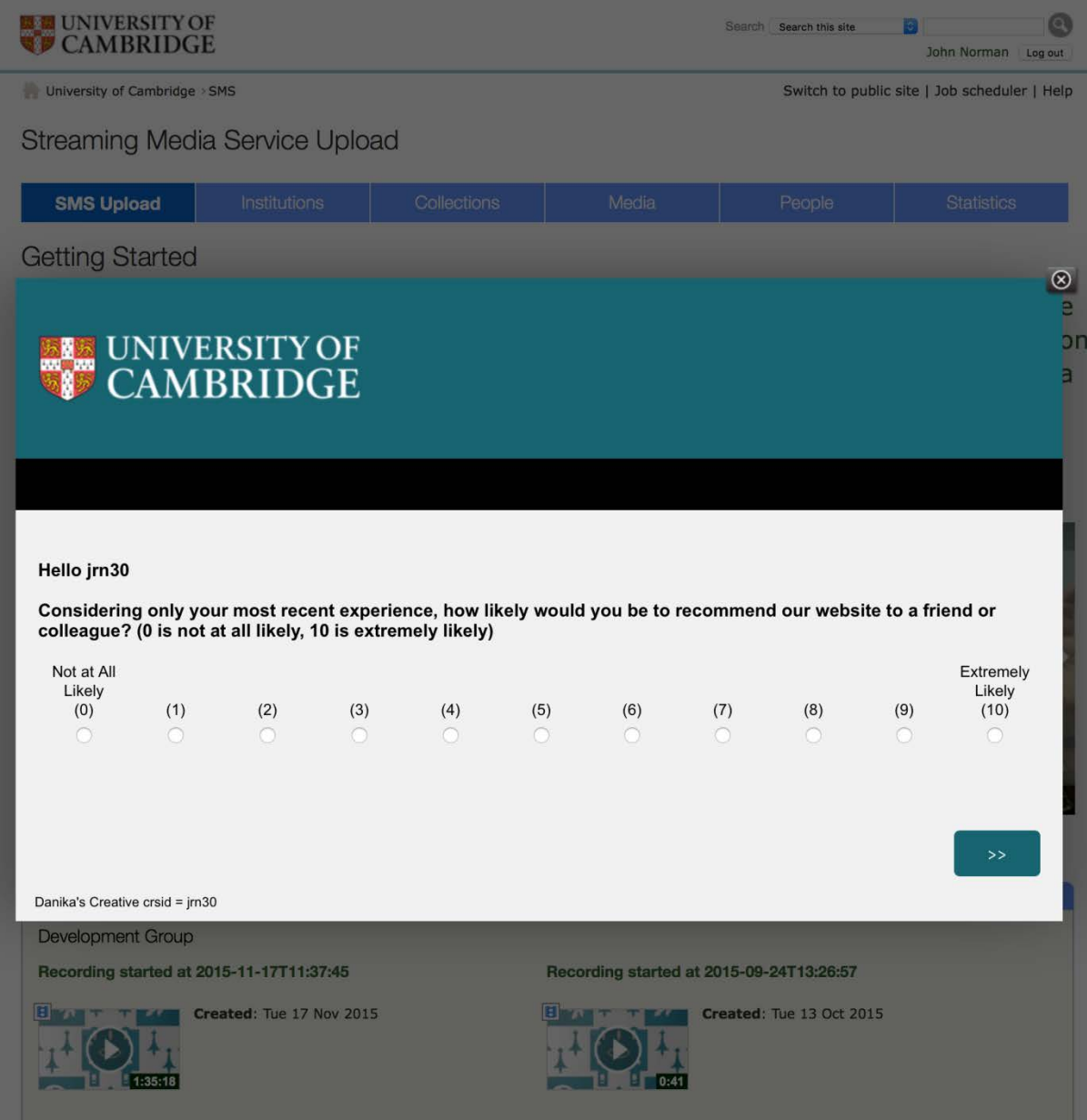


User satisfaction metrics

A proof of concept has been implemented for collecting Net Promoter Score¹ using the Qualtrics Site Intercept product.

The screenshot below illustrates the test question in use:



The screenshot shows a web browser displaying the University of Cambridge website. At the top, there is a search bar and a user profile for 'John Norman' with a 'Log out' link. Below the navigation bar, the page title is 'Streaming Media Service Upload'. A horizontal menu contains tabs for 'SMS Upload', 'Institutions', 'Collections', 'Media', 'People', and 'Statistics'. The main content area is titled 'Getting Started' and features a large teal banner with the University of Cambridge logo. Below the banner, a survey question is displayed: 'Hello jrn30' followed by 'Considering only your most recent experience, how likely would you be to recommend our website to a friend or colleague? (0 is not at all likely, 10 is extremely likely)'. The question is accompanied by a Likert scale from 0 to 10, with radio buttons for each option. A teal button with '>>' is located at the bottom right of the question area. Below the survey, there are two video thumbnails with their respective creation dates: 'Danika's Creative crsid = jrn30' (Created: Tue 17 Nov 2015) and 'Development Group' (Recording started at 2015-11-17T11:37:45). The second video is titled 'Recording started at 2015-09-24T13:26:57' (Created: Tue 13 Oct 2015).

The proof of concept test is now being extended to establish that it can be administered on enterprise systems via the load balancer. If this test is successful, we anticipate being able to start collecting data before the summer. This is a single question that will be asked as a user finishes using a system. Thus it is different to the longitudinal customer satisfaction survey that is also planned. Net Promoter Scores can be compared to external systems to benchmark user satisfaction and the evolution of the metric can be monitored on a continuous basis.

¹ <http://www.qualtrics.com/research-suite/net-promoter-score/>

Now that we have a certain confidence that we can monitor this metric, the User Needs Committee is invited to comment on the desirability of doing so.

John Norman
2 February 2015