

# IBRS Internal Customer Survey Toolkit





# About the Toolkit:

The internal customer survey toolkit equips organisations with guidance for efficient survey development, focusing on ICT maturity and areas for improvement. It helps articulate a vision for heightened internal customer satisfaction, identify strategies to achieve it, and future customer-centric activities, all mapped out in an implementation plan. This survey process is not a one-off task but a repeated one, involving cyclical insight gathering, measuring, and improvement. It assists organisations to know where they are building a continuous improvement culture that is focussed on priority areas.

# How to Use the Toolkit:





# Assess the Need:

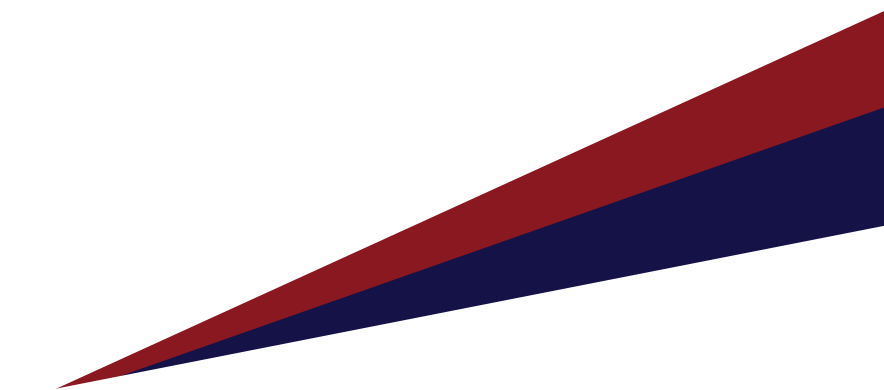
Assess the Need: Initiate the process by examining any existing data to spot gaps in your understanding of internal customer experiences. For instance, you might ask yourself, "Do we have comprehensive data on our employees' satisfaction with IT services?" or "Where are we lacking information on our employees' interaction with the IT department?" This self-evaluation will assist in determining the necessity of a survey and its potential focus.





# Select an Approach:

Select an Approach: If you establish the need for a survey, choose an appropriate method. This could be an online questionnaire, individual interviews, or an in-person focus group. Ask questions like, "Given our company's size and resources, what would be the most effective approach?" and "What type of data are we seeking—qualitative or quantitative?".





# Plan and Execute:

Plan and Execute: Design your survey with clear, concise questions tailored to the information gaps identified. Sample questions might include, "How satisfied are you with our IT support?" or "What improvements would you suggest for the IT department?".



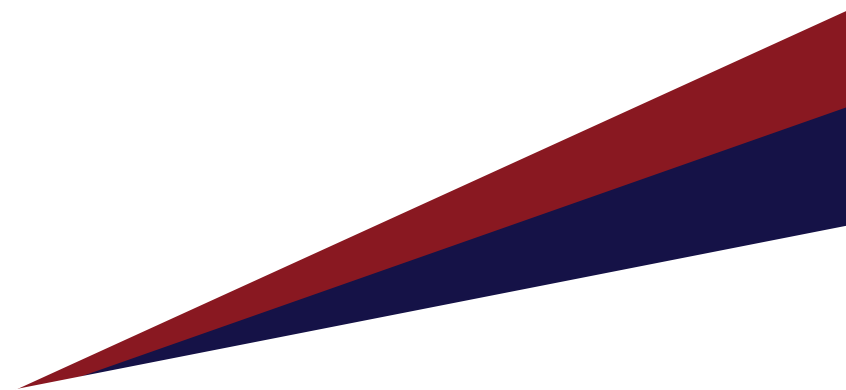
# Launch:

Launch the survey via your chosen method, ensuring anonymity of responses, and establish a deadline for responses. Once responses are received, analyse the data and act on the findings to improve your organisation's performance.





# Who Should Develop the Internal Customer Survey?







- Management
- Operational functions
- IT services
- Technology

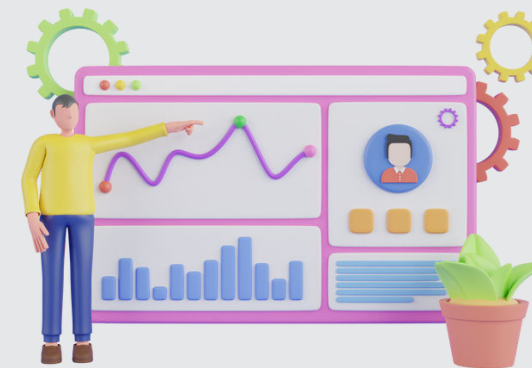
The strategy should be embraced by the entire organisation. This involves consultations both within and outside the organisation (co-design with your internal customers), sharing drafts of the strategy, and acting on the feedback received.

# Why Conduct an Internal Customer Survey?

**Get honest  
unbiased feedback**



**Improve employee  
performance information**



**Evidence driven service  
improvements**



**More engaged and productive  
staff**



The provided template is a useful starting point that can be modified, augmented, and restructured to align with your organisation's specific needs.

It is based on existing strategy documents used by government organisations at local, state, and federal levels.



# Internal Customer Sample Survey:

	Measuring	Question	Notes
	<b>Intro</b>	<p>Thank you for participating in this survey. We value your input. Your response will be used to understand and continue to enhance ICT service delivery.</p> <p>Please use your experience from the previous 12 months to answer these questions.</p>	<p>Customise this survey to include the title of your survey.</p>
	<b>About You</b>	<p>Please answer the following general questions about you. We need to collect this information to best understand and analyse feedback. Survey responses will be aggregated so as to not to identify responders. You are logged in only for survey administration.</p>	
1		<p>Which department do you work for? (If you work for multiple departments, choose the one where you interact most with ICT)</p>	<p>Answer type: dropdown &lt;Select&gt;</p>

# Internal Customer Sample Survey:

	Measuring	Question	Notes
2		What is your primary work location?	Answer type: dropdown <Select>
3		Role level	Answer type: dropdown <Select>
4		Which of these ICT services have you accessed in (the survey period)?	Answer type: dropdown <Select>
	<b>Personnel ICT Team</b>	Thinking about your interactions with the ICT team, please answer the following:	

# Internal Customer Sample Survey:

	Measuring	Question	Notes
5	Communication	How often do ICT staff explain and answer questions to your satisfaction?	Answer type: <Frequency>
6	Professional Knowledge	How satisfied are you with the professional knowledge exhibited by ICT staff?	Answer type: <Satisfaction>
7	Availability	How often was your first attempt to reach ICT staff successful?	Answer type: <Frequency>
8	Responsiveness	How often were you satisfied with the responsiveness of ICT staff?	Answer type: <Frequency>

# Internal Customer Sample Survey:

	Measuring	Question	Notes
9	Initiative	How often were you satisfied with the amount of initiative taken by ICT staff in addressing your needs and requirements?	Answer type: <Frequency>
	<b>ICT Process Ratings</b>	ICT processes are activities like logging a help desk ticket, setting up a new starter, purchasing software or a mobile phone. Thinking about your interaction with ICT services, please answer the following.	
10	Process	Overall, how satisfied are you with ICT's processes to address your needs?	Answer type: <Satisfaction> If 4 or 5, please nominate a service that did not satisfy you.
11	Guidance and Assistance	How satisfied are you with the instruction and assistance provided for the processes? (e.g. on the intranet/newsroom, by training or by provided materials)	Answer type: <Satisfaction>

# Internal Customer Sample Survey:

	Measuring	Question	Notes
12	Timeliness	How satisfied are you with the timeliness of ICT processes to address your needs?	Answer type: <Satisfaction>
13	Information	Thinking about a time when you raised a request, how satisfied are you with the amount of information provided to you about the status of your request until resolved?	Answer type: <Satisfaction>
	<b>Overall Services and Experience</b>	Thinking about your overall experience of ICT, please answer the following. In the text boxes, please be as specific as you can. Please limit your responses to 30 words.	



# Internal Customer Sample Survey:

	Measuring	Question	Notes
14		In your own words, what does good service look like?	Answer type: Open text (150 letters)
15		It would make my job easier if ICT ...	Answer type: Open text (150 letters)
16	<b>Quality of Service</b>	How satisfied are you with the overall quality of ICT service you receive?	Answer type: <Satisfaction> If 4 or 5, please nominate a service that did not satisfy you.

# Internal Customer Sample Survey:

	Measuring	Question	Notes
17	Level of Effort	How often are you satisfied with the amount of effort you must invest to use ICTs services?	Answer type: <Frequency>
18	Success Rate	How often does ICT successfully meet your needs and requirements?	Answer type: <Frequency>
	End	Thank you for your time in completing the survey.	Include a thank you for the responder's time.

**Submit an inquiry or**  
**schedule a**  
**whiteboard session**



# ABOUT IBRS

**Save Time | Save Money |  
Mitigate Risk | In-Context  
Advice | Skills Development |  
Personal Touch**

IBRS is a boutique Australian ICT Advisory Company. We help our clients mitigate risk and validate their strategic decisions by providing independent and pragmatic advice while taking the time to understand their specific business issues.

