

# **GRC FY2001 Customer Survey Summary Report**

**National Aeronautics and Space Administration  
John H. Glenn Research Center at Lewis Field  
21000 Brookpark Road  
Cleveland, OH 44135**

**October 2001**

**Glenn Research Center**

---

FY2001 Customer Survey Report



# Survey Purposes

- To ascertain GRC external customer satisfaction, including calculation of GRC's American Customer Satisfaction Index (ACSI) score
- To obtain customer feedback and suggestions on GRC issues

# Survey Approach

- Telephone interviews conducted by Modern Technologies Corporation
- ACSI score calculated by CFI International



# Customer Survey Responses

<u>Survey Population</u>	<u>Total</u>
Survey Announcement Letters Mailed	314
Officials Who Received Letters	306 (100%)
Officials Interviewed (by phone)	152 (49%)
Unable to be contacted or On Leave	114 (37%)
Declined to be interviewed	41 (14%)



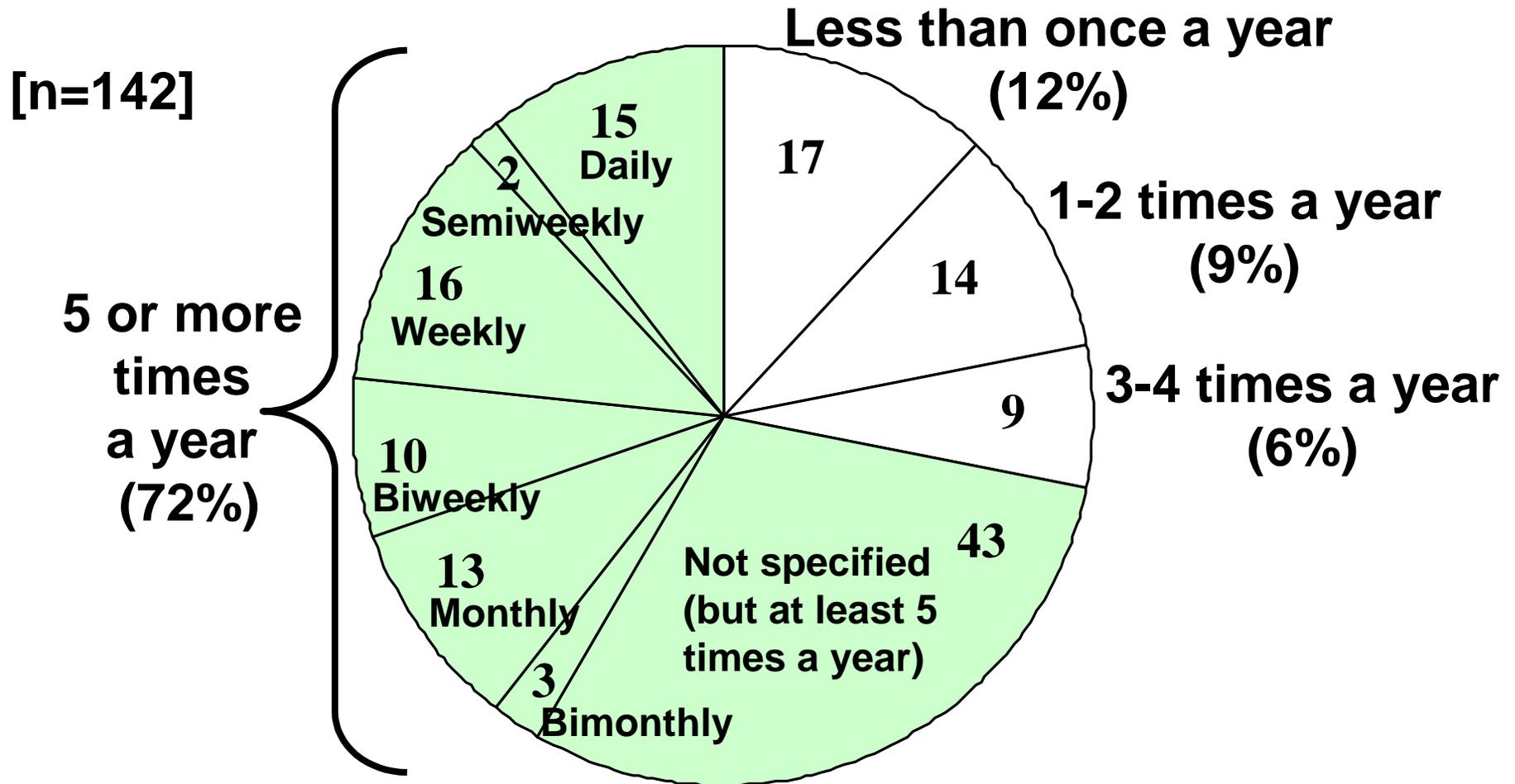
**Demographic Question A: Do you recall receiving a customer survey introduction letter from the NASA-Glenn Research Center Director, Don Campbell?**

**[n=152]**

<b>Yes</b>	<b>112 (74%)</b>
<b>No/Not Applicable</b>	<b>40 (26%)</b>



# Demographic Question B: How often do you interact with NASA-Glenn?



Glenn Research Center

FY2001 Customer Survey Report



# Demographic Question C: What do or might you primarily receive from NASA-Glenn?

<b><u>Technology</u></b>	<b>91 (60%)</b>
Science, engineering and other technical information which is published or transferred	
<b><u>Services</u></b>	<b>18 (12%)</b>
Testing, analysis, teaching, training and other support activities which do not result in a product	
<b><u>Products</u></b>	<b>6 (4%)</b>
Hardware, software, experiments and other tangible pieces of equipment	
<b><u>Other</u></b>	<b>33 (22%)</b>
Most frequent answer: Funding	

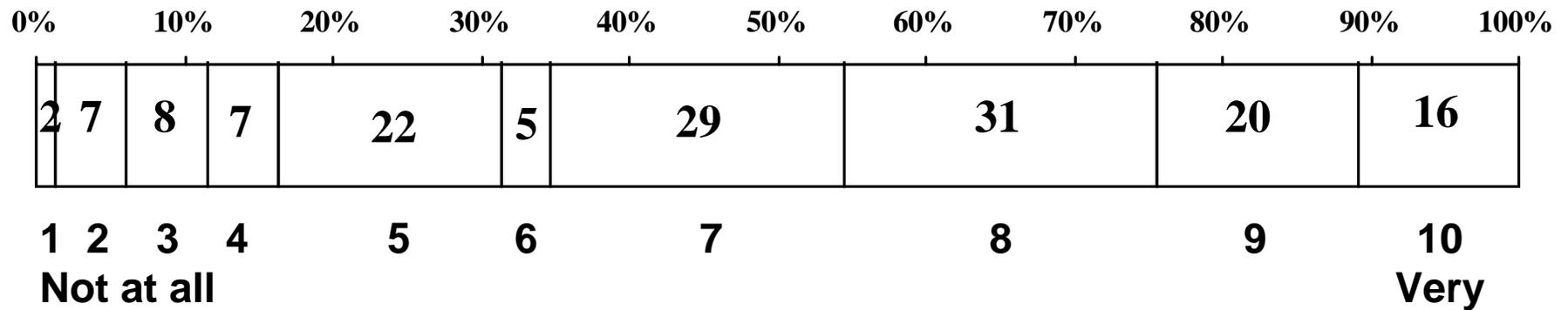
Glenn Research Center

FY2001 Customer Survey Report



# Demographic Question D: How knowledgeable are you about what NASA-Glenn does?

[n=114]

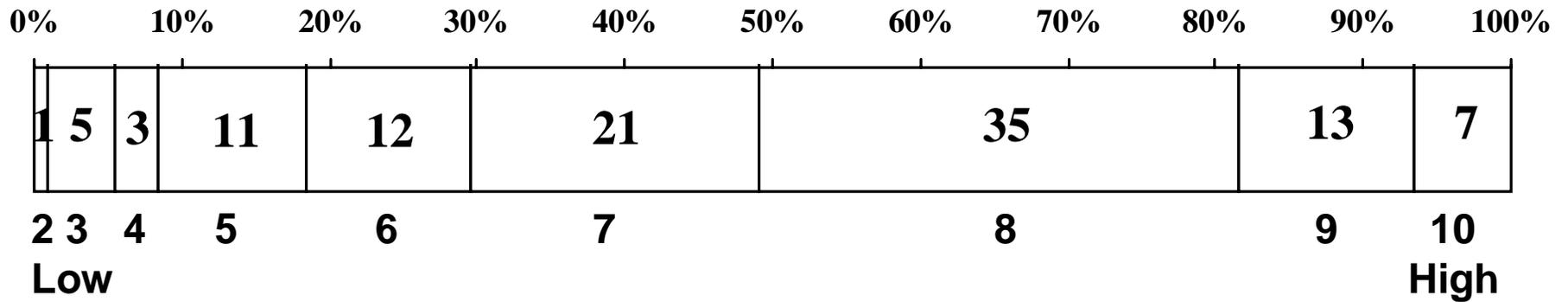


**AVERAGE: 7.2**



# Rating Question 1: How do you rate NASA-Glenn against your original expectations?

[n=114]



Average Rating: 7.1

Specific Comments or Examples Received for this Question: 52

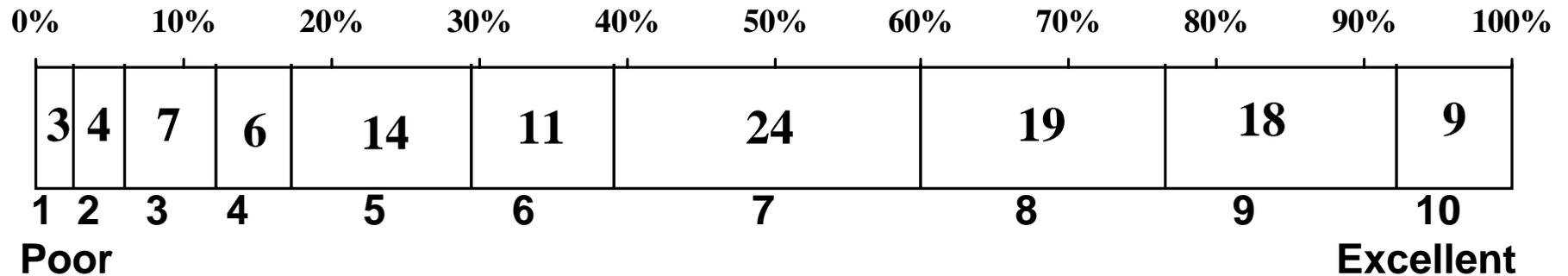
Glenn Research Center

FY2001 Customer Survey Report



# Rating Question 2: How do you rate the usefulness of NASA-Glenn's capability information?

[n=115]



Average Rating: 6.6

Specific Comments or Examples Received for this Question: 60

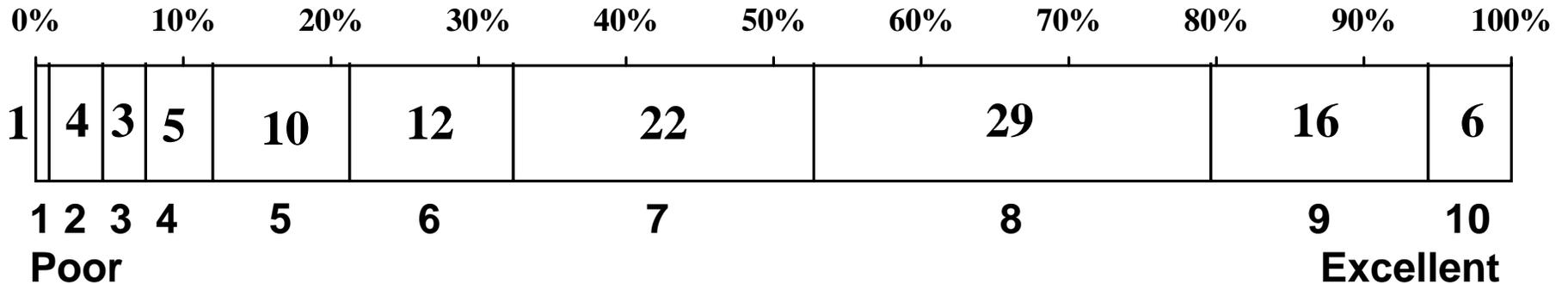
Glenn Research Center

FY2001 Customer Survey Report



# Rating Question 3: How do you rate NASA-Glenn with regard to the timeliness of its technology, products and services?

[n=108]



Average Rating: 6.9

Specific Comments or Examples Received for this Question: 51

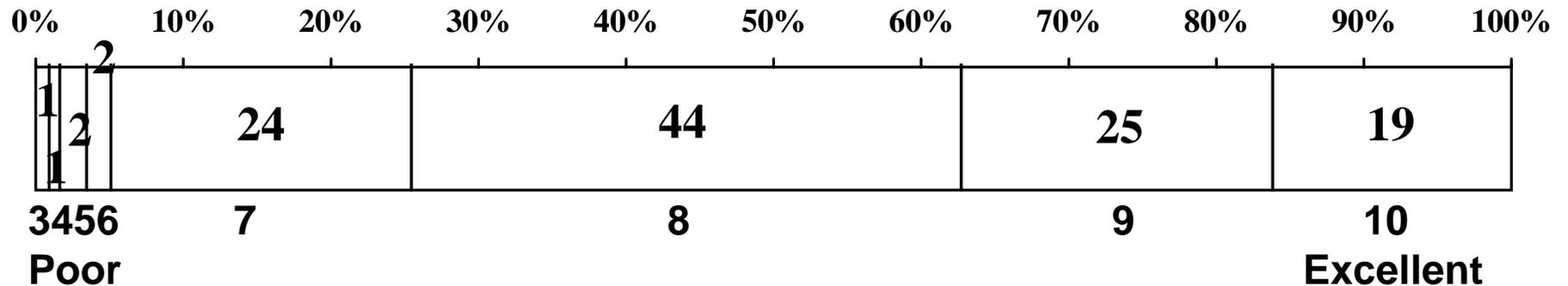
Glenn Research Center

FY2001 Customer Survey Report



# Rating Question 4: How do you rate NASA-Glenn with regard to the technical excellence of its technology, products and services?

n=118



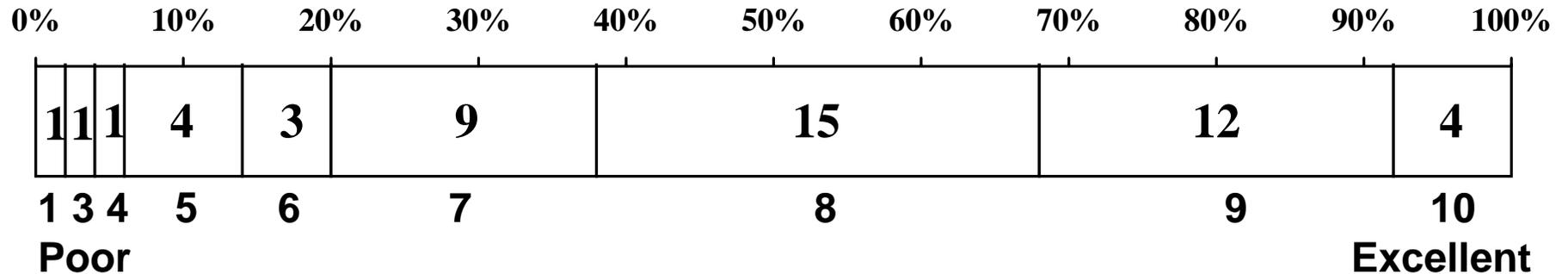
Average Rating: 8.2

Specific Comments or Examples Received for this Question: 41



# Rating Question 5: On those occasions when NASA-Glenn charges you for its technology, products or services, how do you rate their value?

n=50



Average Rating: 7.5

Specific Comments or Examples Received for this Question: 25

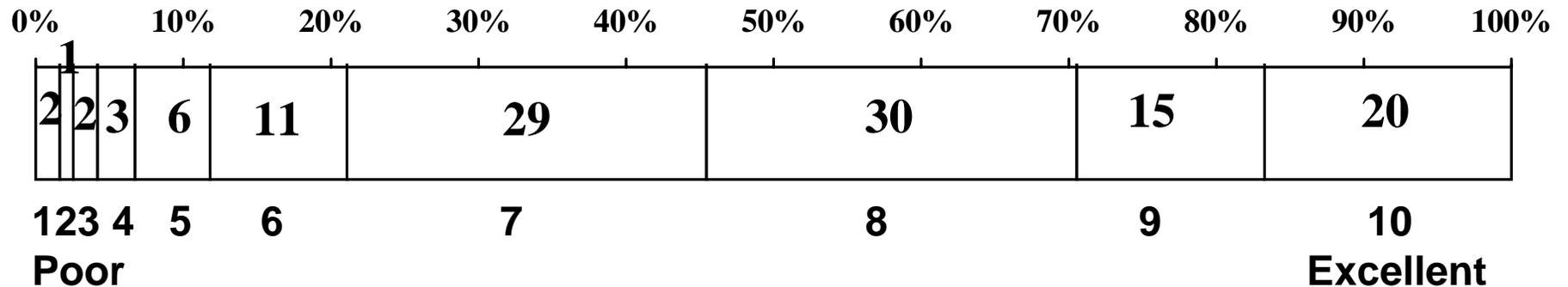
Glenn Research Center

FY2001 Customer Survey Report



# Rating Question 6: How do you rate NASA-Glenn for responsiveness?

n=119



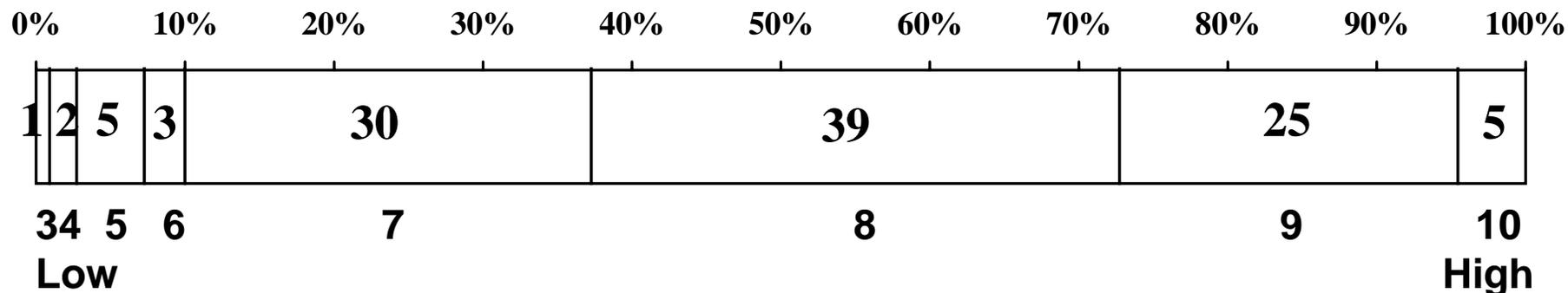
Average Rating: 7.5

Specific Comments or Examples Received for this Question: 51



# Rating Question 7: How would you rate the overall quality of NASA-Glenn's technology, products and services?

n=110



Average Rating: 7.7

Specific Comments or Examples Received for this Question: 38

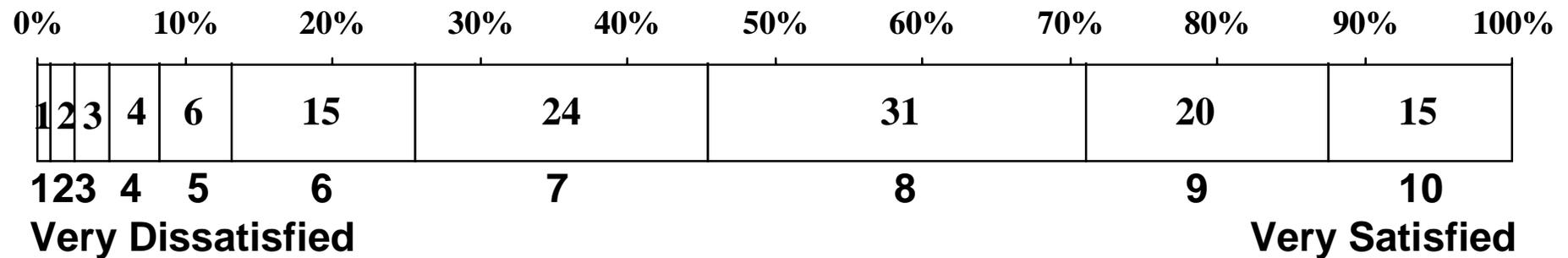
Glenn Research Center

FY2001 Customer Survey Report



# Rating Question 8: Overall, how satisfied are you with NASA-Glenn?

n=121



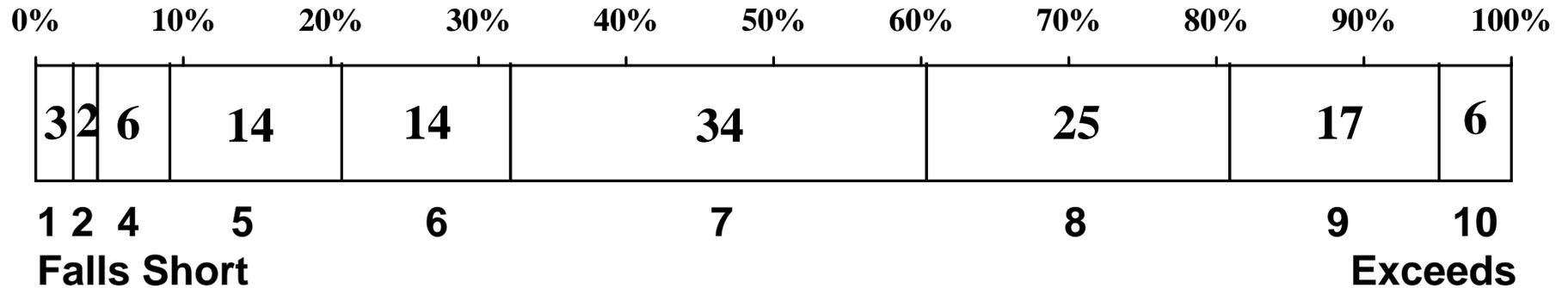
Average Rating: 7.4

Specific Comments or Examples Received for this Question: 26



# Rating Question 9: How well does NASA-Glenn meet your expectations?

n=121



Average Rating: 6.9

Specific Comments or Examples Received for this Question: 36

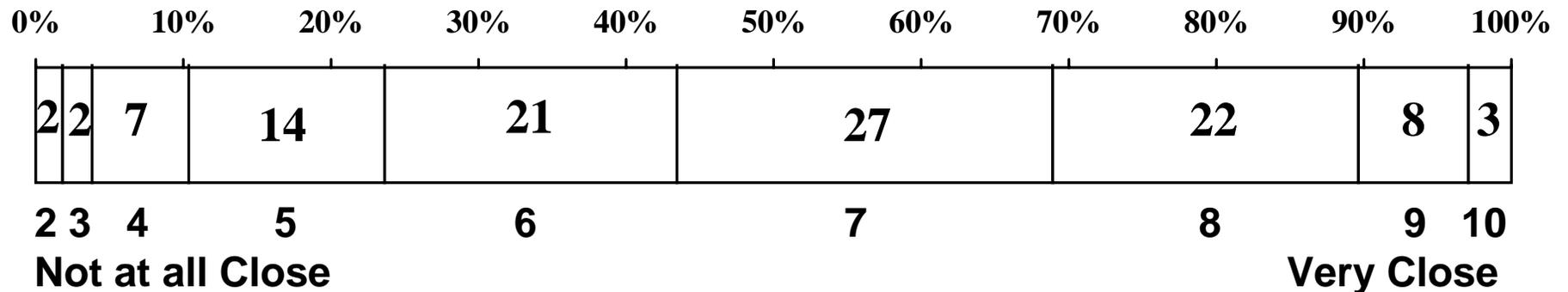
Glenn Research Center

FY2001 Customer Survey Report



# Rating Question 10a: How close to your ideal federal laboratory would you rate NASA-Glenn?

n=106



Average Rating: 6.6

Specific Comments or Examples Received for this Question: 93

Glenn Research Center

FY2001 Customer Survey Report



# GRC Question 10b: What federal labs come to mind which are closer than NASA-Glenn to your ideal [federal lab]?

Respondents who said <u>no other labs</u> are closer to their ideal	19 (13%)
Respondents who said all federal labs are <u>about the same</u>	11 (7%)
Respondents who had <u>no examples</u> to give	46 (30%)
Respondents who provided <u>other comments</u>	20 (13%)
<u>Respondents who identified other federal labs which they consider closer than NASA-Glenn to their ideal</u>	56 (37%)

## LABS IDENTIFIED AS BEING CLOSER THAN NASA-GLENN TO IDEAL:

DoE (42), including: \_\_\_\_\_ Sandia 19      Oak Ridge 7

NASA (22), including: \_\_\_\_\_ JPL 8      Langley 6      Marshall 4      Ames 2

DoD (13), including: \_\_\_\_\_ W-P/AFRL 7

JHU/APL (4)

All Others (14)

Glenn Research Center

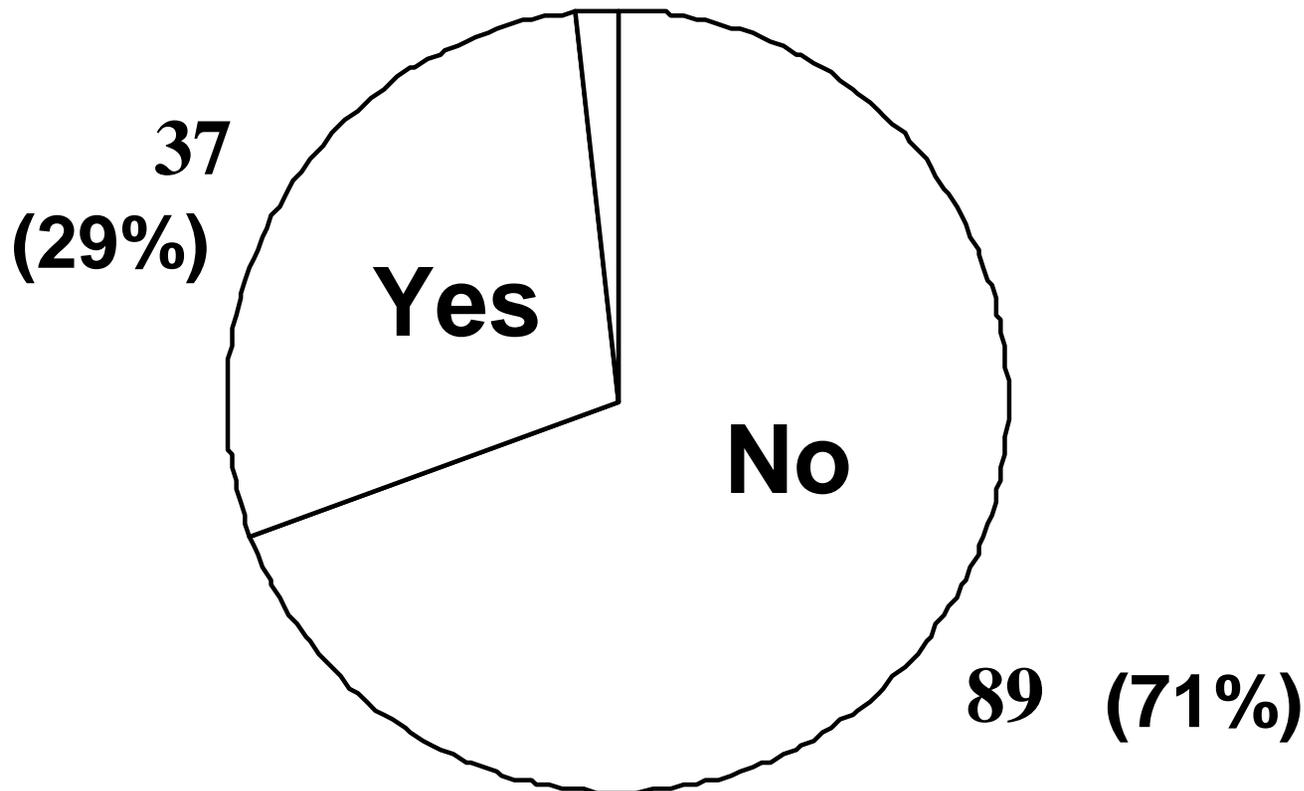
FY2001 Customer Survey Report



# Rating Question 11a: Have you expressed any concerns or complaints to GRC in the past two years?

[n=128]

2 (2%) - No Answer



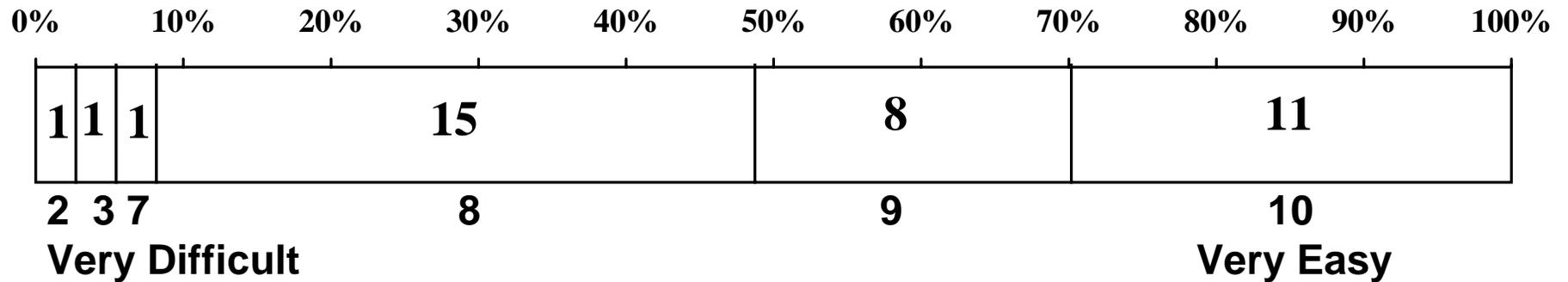
Glenn Research Center

FY2001 Customer Survey Report



# Rating Question 11b: How easy was it to voice your concerns or complaints to GRC?

[n=37]



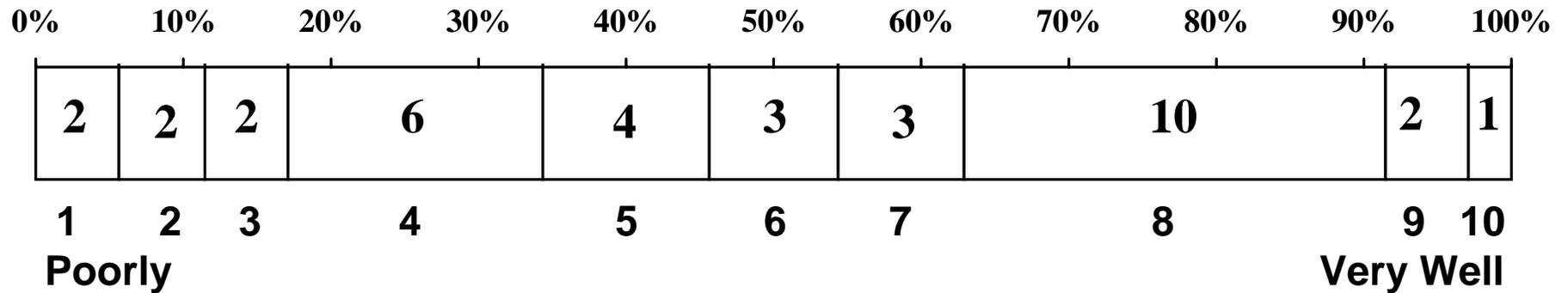
Average Rating: 8.5

Specific Comments or Examples Received for this Question: 15



# Rating Question 11c: How how well was your concern or complaint handled by GRC?

[n=35]



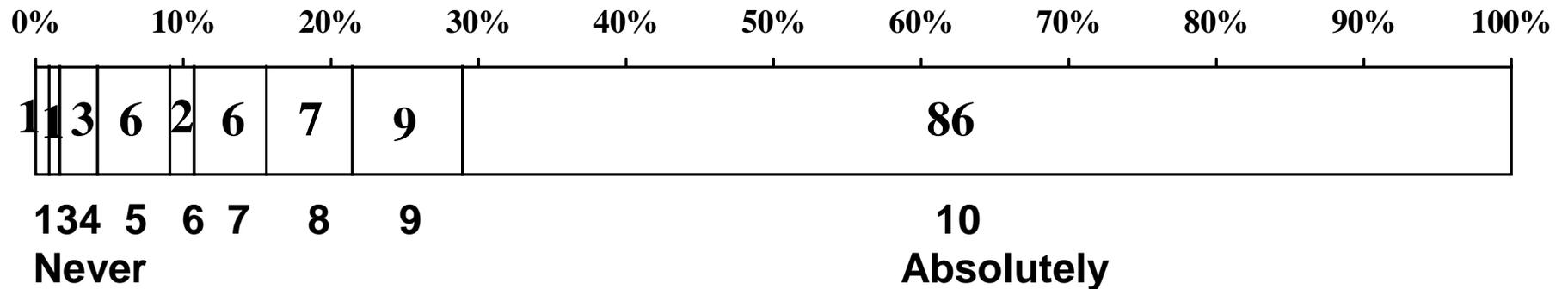
Average Rating: 5.8

Specific Comments or Examples Received for this Question: 23



# Rating Question 12: How likely are you to do business with NASA-Glenn in the future?

[n=121]



Average Rating: 9.1

Specific Comments or Examples Received for this Question: 22



# **GRC Question 13: Do you have any suggestions on how NASA-Glenn can improve its performance or increase its value to you?**

Comments were received from 135 respondees (89%), and can be grouped in the following thematic areas:

31	Communication and Visibility
21	Technology Application and Transfer
21	Mission and Roles
19	Budget
19	Cooperation
16	Culture (Leadership, Attitudes, Empowerment, etc.)
16	Processes
15	Customer Focus
9	Financial Matters (Costing, payments, etc.)
9	Procurement
8	Facilities
5	Personnel



# NASA-Glenn's American Customer Satisfaction Index\* Score Compared with Other Federal Agency Scores

<u>Organization</u>	<u>Customers Surveyed</u>	<u>Latest Score</u>
NASA-Hdqs.	Educator network	80
U.S. Government	(Aggregate agency average)	69
➔ NASA-GRC	All GRC Customer Groups	67
NSF	Grantees & Applicants	58
FAA	Commercial Pilots	56
IRS	Tax Filers	51

\*The ACSI is a proprietary methodology produced by a partnership of the University of Michigan Business School, the CFI Group, and the American Society for Quality

Glenn Research Center

FY2001 Customer Survey Report



# Conclusions

- **Survey ratings and comments underscore the criticality of technical excellence to NASA-Glenn's customers and the need to preserve and enhance it**
- **Improving GRC communications, customer focus, and capability information will positively impact customer expectations and therefore increase customer satisfaction**
- **Improving GRC timeliness and responsiveness (particularly handling customer concerns and complaints) will also increase customer satisfaction**



# For More Information About the Survey

**Contact:**

**Mark Kilkenney**

**Program Analyst**

**NASA-Glenn Research Center**

**Phone: (216) 433-8567**

**Fax: (216) 977-7005**

**email: mark.kilkenny@grc.nasa.gov**

**Or access the following NASA-Glenn Website:**

**<http://www.grc.nasa.gov/www/FY01CustomerSurvey>**

**Glenn Research Center**

---

FY2001 Customer Survey Report

