



2004 DTIC Customer Satisfaction Survey Report

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

December 2004

Report Documentation Page

*Form Approved
OMB No. 0704-0188*

Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

1. REPORT DATE DEC 2004	2. REPORT TYPE N/A	3. DATES COVERED -	
4. TITLE AND SUBTITLE 2004 DTIC Customer Satisfaction Survey Report		5a. CONTRACT NUMBER	
		5b. GRANT NUMBER	
		5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)		5d. PROJECT NUMBER	
		5e. TASK NUMBER	
		5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Defense Technical Information Center 8725 John J. Kingman Road Ft. Belvoir, VA 22060		8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)		10. SPONSOR/MONITOR'S ACRONYM(S)	
		11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release, distribution unlimited			
13. SUPPLEMENTARY NOTES The original document contains color images.			
14. ABSTRACT			
15. SUBJECT TERMS			
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT
a. REPORT unclassified	b. ABSTRACT unclassified	c. THIS PAGE unclassified	UU
			18. NUMBER OF PAGES 53
			19a. NAME OF RESPONSIBLE PERSON

PREFACE

CUSTOMER SATISFACTION REPORTING CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since FY 1999. There are two surveys conducted yearly:

Customer Satisfaction Survey A complete sampling (census) method of all users excluding the following: DTIC employees, Air Force Materiel Command (AFMC) personnel, and users identified as Top 200. Surveys were conducted in FY 1999 through FY 2004.

Top 200 Users Roughly 200 users defined in terms of dollar value of billing, number of documents ordered, and downloads from Private STINET.

Customer Satisfaction Survey Results: How Do We Measure Up?

Customer Satisfaction survey findings indicated overall that the majority of the 2004 survey respondents were satisfied with DTIC services. While the result was generally positive, the score was down one point from 77 percent to 76 percent since the 2003 survey. The DTIC rating is, however, above the established Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score. The ACSI survey was conducted in December 2003. The results are illustrated in the table below.

Customer Service Elements	FY 2002 CS Survey	FY 2003 CS Survey	FY 2004 CS Survey
DTIC Customer Satisfaction Rating	81%	77%	76%
ACSI Federal Government Benchmark*	71.1%	70.2%	70.9%
DTIC Excels by	+9.9	+6.8	+5.1

* ACSI is the official service quality benchmark for the Federal Government

Note: Data relevant to this chart is detailed in Part II of this report.

TABLE OF CONTENTS

FY 2004 Customer Satisfaction Survey Report

Preface

Important News: How Do We Measure Up?	i
---------------------------------------	---

Part I: Introduction 1

Purpose	1
---------	---

Methodology	1
-------------	---

Overall Findings	3
------------------	---

Part II: Global Customer Service Performance Rating Review 5

Overall Customer Satisfaction Performance Ratings	5
---	---

Comparative Benchmarking - Comparison to American Customer Satisfaction	6
---	---

Index (ACSI)	
--------------	--

Importance of DTIC to Accomplishment of Business Objectives and	7
---	---

Mission Support	
-----------------	--

Recommending DTIC Products/Services to Colleagues	8
---	---

Delivery Processes	9
--------------------	---

Part III: DTIC Offerings 10

Online Services Usage Profile	10
-------------------------------	----

DTIC's Online Services Overall Satisfaction and Performance	10
---	----

DTIC's Other Products and Services Usage Profile	12
--	----

DTIC's Other Overall Products and Services Quality Rating	13
---	----

Registration Process	14
----------------------	----

Requirement for classified information	15
--	----

Part IV: User Demographics 16

User Organization Type	16
------------------------	----

Job Position	16
--------------	----

Intermediary vs. End Users	17
----------------------------	----

Time as a Registered User	18
---------------------------	----

Part V: Communications, Access and Information Requirements 19

Information needs	19
-------------------	----

Communication Preferences and Satisfaction	19
--	----

Effectiveness of Corporate Communications	20
---	----

Importance of Talking With a Live Person	21
--	----

Part VI: 2004 Top 200 User Comments 22

Customer Service Issues	22
-------------------------	----

Improvements of Products, Services, Customer Care	23
---	----

Online Services	23
-----------------	----

Quality of Products and Services	24
----------------------------------	----

Part VII: Issues for Further Study, Conclusions and Recommendations	25
Appendix A	
Customer Satisfaction Questionnaire	28
Appendix B	
Quantitative Results - (Frequency of Responses)	36

2004 DTIC Customer Satisfaction Data Summary

Part I: Introduction

Purpose: This report contains the findings of the 2004 Defense Technical Information Center (DTIC) Customer Satisfaction (CS) survey conducted in July 2004. The purpose of the survey was to help DTIC (1) gauge the level of satisfaction among its general users and (2) identify possible areas for improving its products and services. This report describes the survey process, presents its results, and recommends actions identified by survey respondents. Specifically, this report summarizes the results of the 2004 CS survey. It also compares findings from the 2002 and 2003 CS user data. Collectively, the report allows us to work toward the following objectives:

- To improve customer retention
- To determine the perceived quality of products, services, and customer care
- To indicate trends in products, services, and customer care
- To benchmark our customer satisfaction results with other federal government agencies

To ensure that we gained knowledge about these objectives from our users, the 2004 CS survey was specifically designed for querying our registered users in the five (5) categories listed below:

- Customer Service Experiences
- Global Customer Service Performance
- DTIC Offerings
- User Demographics
- Communication/Access and Information Requirements

Specifically, users were asked to answer questions geared toward customer service factors: accessibility, accuracy, courtesy, helpfulness, knowledge, professionalism, responsiveness, and speed of service. Other questions targeted aspects of DTIC's products (i.e., customer involvement, quality, and access) as well as information distribution (i.e., adequacy, utility, and promptness).

Methodology: Web-based and e-mail surveys were the primary collection methods selected for this effort. In addition, one-on-one telephone follow-up calls were used to gather contact information in order to increase the response rate. There were 7901 eligible general users for this survey effort. Active users not surveyed included DTIC employees, users identified as Top 200, and Air Force Materiel Command (AFMC) personnel (AFMC personnel were not surveyed based on an understanding with DTIC management to exclude this group). A complete sampling (census) method was chosen based upon (1) the potential to increase response rates and (2) knowing that anomalies can occur and have occurred when launching the DTIC survey contact user list. After three email contact attempts, 1317 users responded to the survey. Statistically, the survey results are reliable. The overall results of the survey have a precision of +/-7 percent at the 95% level of confidence. The overall response rate was 17 percent, a decrease of ten percentage points in comparison to last year's response rate.

Possible reasons 83 percent of the 2003 CS survey population did not respond to the survey are:

- User could not be contacted due to invalid contact information or user no longer with organization
- User would not answer survey (too busy, does not complete surveys, not familiar enough with DTIC to answer)
- Staff shortages in the Proactive Customer Advocate Program (PROCAP) limited the calling effort to increase response rate

Interpretation of the Data:

When considering the results of **Part I** of the survey, it is important to recognize not only the characteristics of the respondents, but also the characteristics of customers who did not receive the survey and those who received it but chose not to respond. Analysis of the survey results will always need to be tempered by considerations of who did or did not respond, and to what extent those who responded have the same characteristics or views as those who did not respond.

Overall favorable percentages are based on a normalized data process which uses the total number of valid responses along a five point scale and converts these to a 100 point scale. These may vary somewhat from the total percentage of favorable responses. The overall favorable percentages are derived from the "Mean (normalized)" column in the tables for quantitative results in Appendix B. Most analytic conclusions throughout this report are based upon these "overall percentages."

Overall Findings

(Data relevant to the overall findings below are detailed in Appendix B)

Customer Service Issues

- Seventy-six percent of surveyed respondents reported that they were satisfied with the level of DTIC's customer care. *(Reference page 36)*

General Findings

- Eighty-eight percent of all survey respondents indicated that DTIC is important to the accomplishment of their business objectives. *(Reference page 45)*
- Seventy-nine percent of respondents reported that DTIC has a "Very High" to "Medium" impact in supporting their overall mission. *(Reference page 46)*
- Eighty-nine percent of respondents would recommend DTIC to colleagues. *(Reference page 46)*

User Demographics

- The majority of respondents were DoD employees. *(Reference page 41)*
- The majority of users responding came from three user groups: Engineer, Researcher/Analyst, and Librarian. *(Reference page 41)*
- This year the CS survey results showed the largest number of respondents classified their job position as Engineer (21 percent). Following at 20 percent was the Researcher/Analyst and Librarian at 18 percent. Although these three job positions are close in percentages, this is the first year in which Librarians weren't the largest number of respondents, nor in fact the second largest. *(Reference page 41)*
- The majority of the respondents (59 percent) reported they obtain information for their own use. This is a break from the previous trend of respondents acting primarily as information providers to others. *(Reference page 42)*
- The largest number of respondents reported being registered with DTIC for less than one year. *(Reference page 42)*

DTIC Online Services

- Even among registered users, survey data showed Public STINET as the most widely used DTIC Online Service at 76 percent in comparison to Private STINET at 72 percent. *(Reference page 37)*
- General users rated the Public and Private STINET Online Services quality equally at sixty-six percent. *(Reference pages 36 & 37)*
- The DTIC Review was the most widely used product and service excluding Public and Private STINET. *(Reference page 39)*
- Ninety-two percent of respondents were generally satisfied with the Registration process, including 68 percent who rated it as “Excellent” or “Very Good.” *(Reference page 40)*

Communications, Access and Information Requirements

- Close to half of DTIC’s general population who responded indicated the need for classified information. *(Reference page 47)*
- Seventy-five percent of respondents indicated that they are able to find the type of information they seek from DTIC. *(Reference page 43)*
- CS survey respondents selected Electronic Mail as the desired means to be informed about DTIC products, services, updates, etc. *(Reference page 43)*
- Surveyed users reported they are satisfied that DTIC does an adequate job communicating information about new changes and/or enhancements to products and services offerings, training opportunities, etc. *(Reference page 44)*
- Fifty-four percent of 2004 CS respondents surveyed preferred to speak to a "live person" when contacting DTIC. *(Reference page 44)*

Part II: Global Customer Service

Performance Rating Review

Overall Customer Satisfaction Performance Ratings:

The 2004 CS survey findings showed that 76 percent of respondents felt satisfied with the level of DTIC's customer care. When this rating is compared to 2003 CS survey findings, the ratings differed by one percentage point. The chart below illustrates the percentage of customer service satisfaction over a three-year period:

Comparative Analysis of Customer Satisfaction (Customer Care) Performance Rating

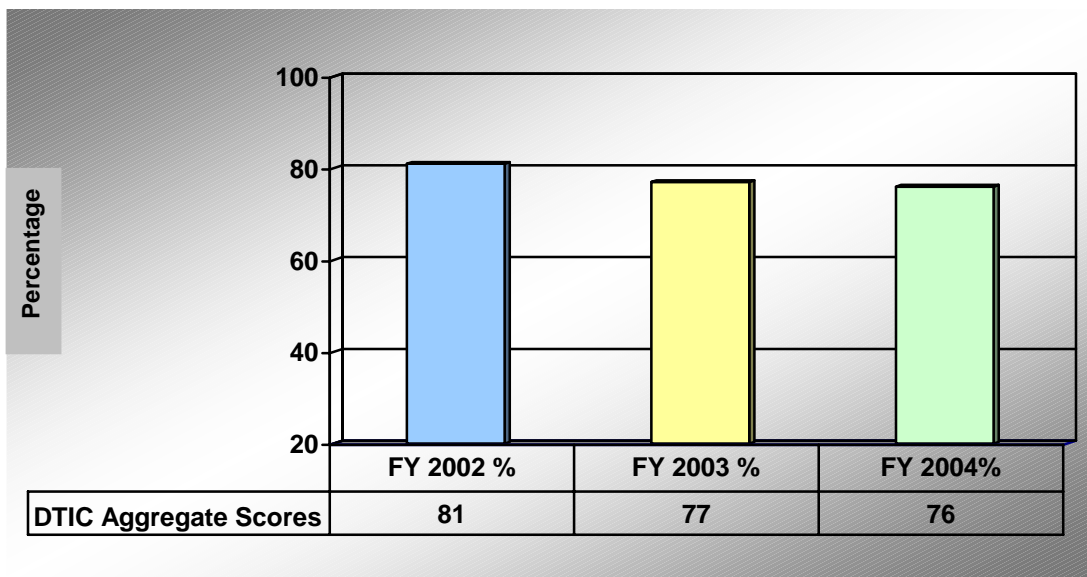


Fig 2.1

Asking our users to rate their level of satisfaction with DTIC's customer care quality factors generates the customer satisfaction performance rating. The eight critical care elements and response data are displayed in Fig 2.2. With regard to aspects of this year's customer satisfaction score, a majority of the customer care factors declined in their rating. Scores for Courtesy, Professionalism, Helpfulness and Knowledge continue to show the highest score. Although 2004 scores were positive, these customer support staff qualities all showed a decline in their scores in comparison to the previously surveyed years. Scores for Responsiveness, Accuracy, Speed of Service, and Accessibility continue to be the lowest scoring quality factors. It should also be noted that these factors continue to remain fairly steady in comparison to the previously surveyed years.

DTIC's Overall Customer Care Quality Factors/Elements	FY 2002 CSS Survey	FY 2003 CSS Survey	FY 2004 CSS Survey	Performance Gap FY 2003-FY2004
Accessibility (Easy to access staff)	77%	72%	72%	0
Accuracy (Provided correct info)	80%	76%	75%	-1
Courtesy	85%	82%	79%	-3
Helpfulness	83%	79%	77%	-2
Knowledge	83%	78%	77%	-1
Professionalism	85%	81%	78%	-3
Responsiveness(Timely response)	78%	75%	75%	0
Speed of Service	77%	73%	74%	+1
Overall Rating	81%	77%	76%	

Fig 2.2

Comparative Benchmarking - Comparison to American Customer Satisfaction Index (ACSI)

DTIC's Customer Service Results:

- DTIC's customer service is compared to the **2003 Federal Government American Customer Satisfaction Index (ACSI)** which surveys 64 Federal government user segments, including 35 Federal government Web sites.
- DTIC's composite data was matched for comparability with the common ACSI index scoring factors.
- The 2003 aggregate ACSI score for the Federal government rose by almost one (1) percent from 70.2 to 70.9.
- DTIC's 2004 Overall Customer Satisfaction Survey composite score is 76 percent, a decline of one percent from 2003.
- Nevertheless, when measured in terms of the latest ACSI, the DTIC rating is above the established federal baseline/benchmark score by 5.1 points.

Customer Service Elements	FY 2002 CSS Survey	FY 2003 CSS Survey	FY 2004 CSS Survey
DTIC Customer Satisfaction Rating	81%	77%	76%
ACSI Federal Government Benchmark*	71.1%	70.2%	70.9%
DTIC Excels by	+9.9	+6.8	+5.1

* ACSI is the official service quality benchmark for the Federal Government.

Fig 2.3

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

The response from the general users on the importance of DTIC to the accomplishment of their business objectives continues to rate high. Eighty-eight percent of all survey respondents indicated that DTIC is offering a valued service to their business objectives. In addition, close to half of the CSS respondents see DTIC's role as "very to extremely important" in the accomplishment of their business objectives. See Fig 2.4 for more details.

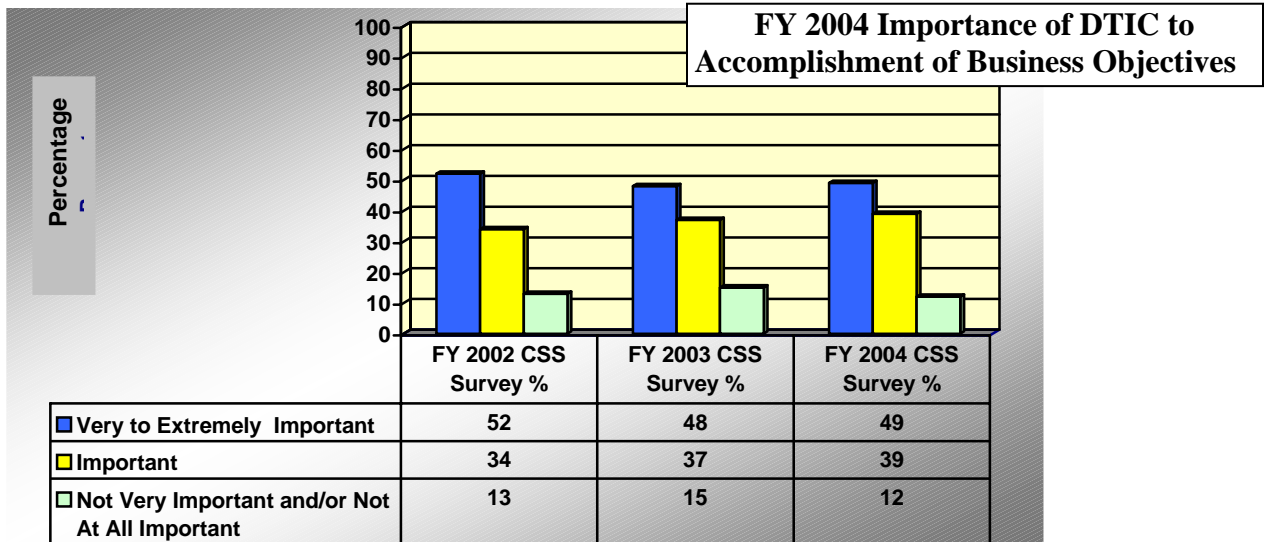


Fig 2.4

Seventy-nine percent of CS survey respondents reported that DTIC has a "very high" to "medium" impact in supporting their overall mission as compared to seventy-six percent in 2003. See Fig 2.5 for more details.

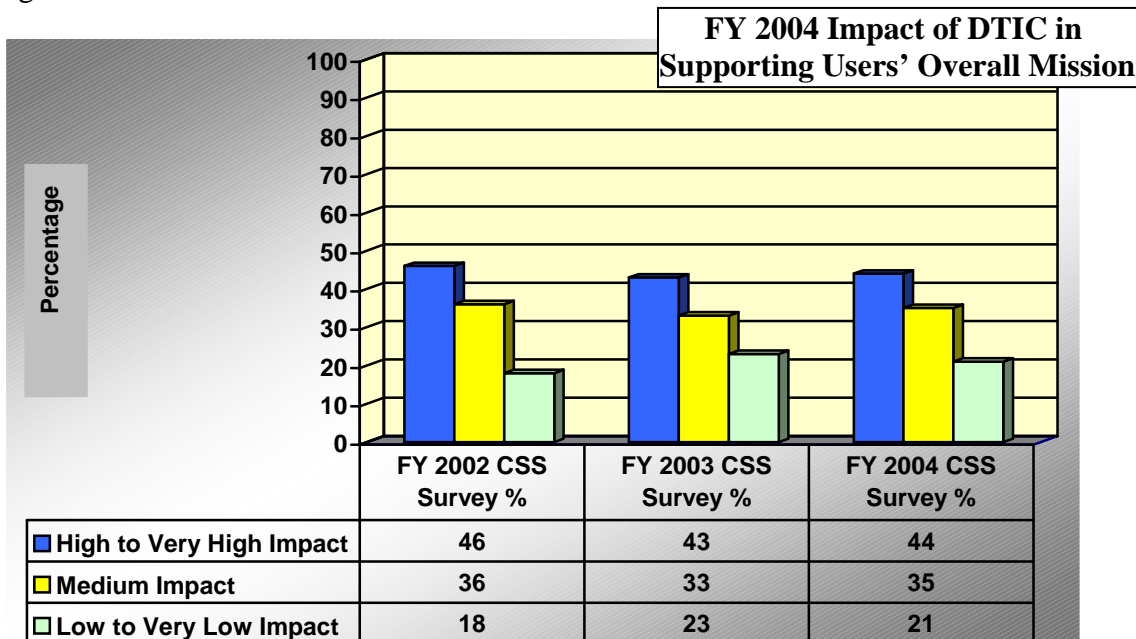


Fig 2.5

Recommending DTIC Product(s) and/or Service(s) to Colleagues:

Eighty-nine percent of CSS respondents would recommend DTIC to colleagues. This rating has continued to remain fairly steady as depicted in Fig 2.6.

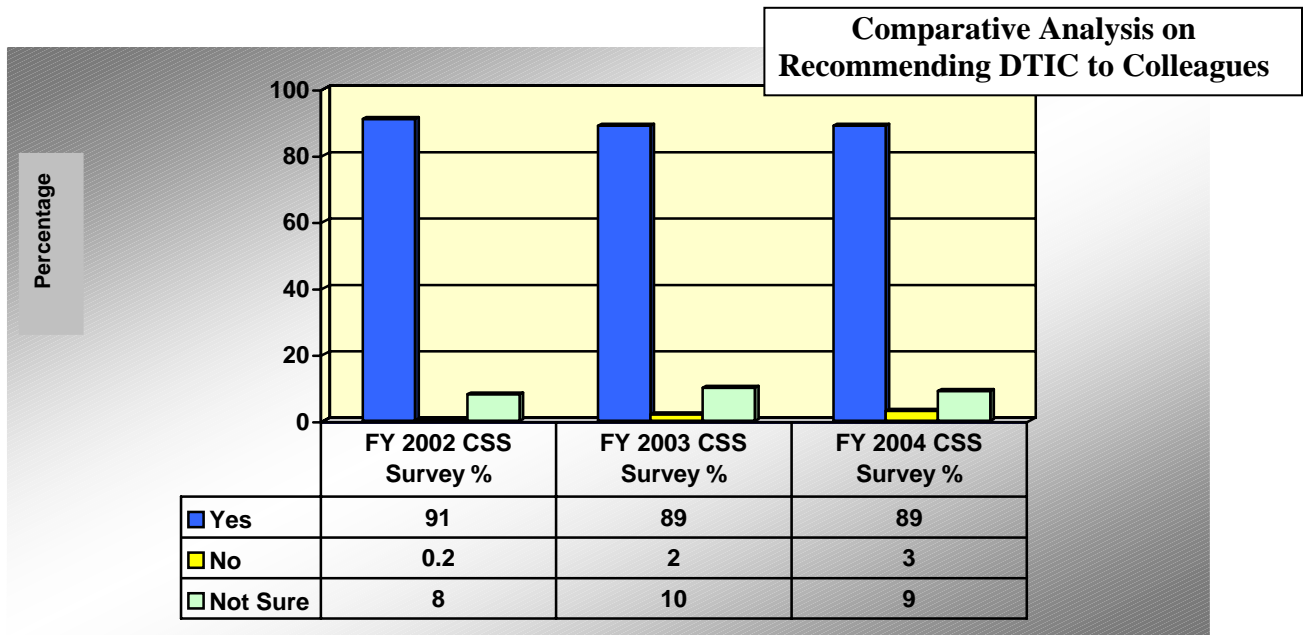
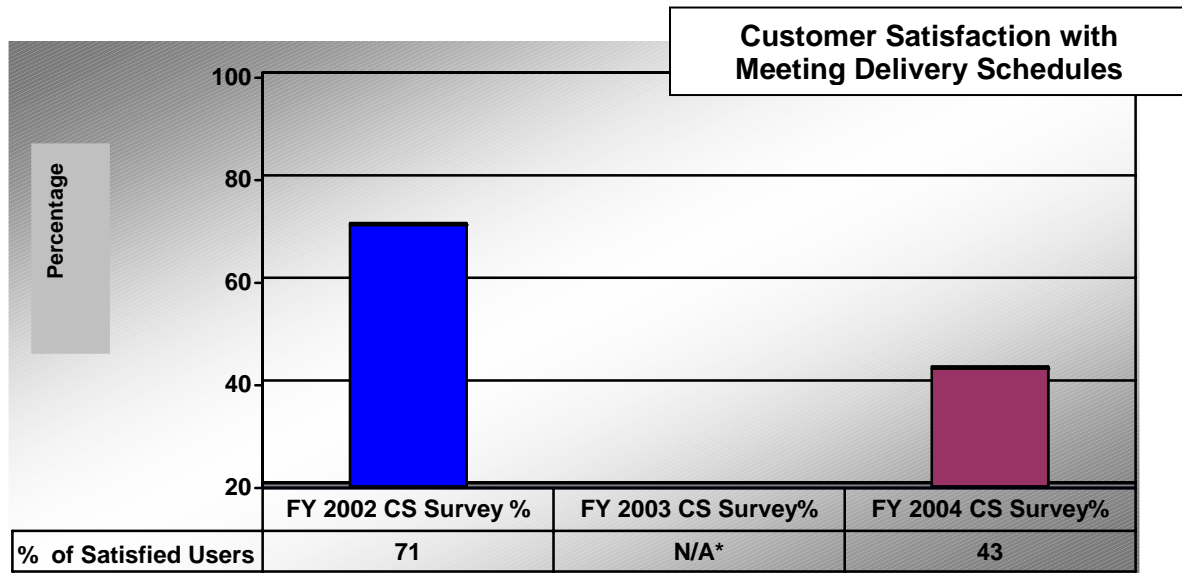


Fig 2.6

Delivery Processes:

Forty-three percent of respondents reported that DTIC meets their anticipated delivery schedules "every time" to "most of the time" when ordering hard copy documents in contrast to 71 percent of respondents in FY 2002. To account for the disparity from FY 2002 to FY 2004 (this data was not collected in FY 2003) the survey questionnaire must be referenced. The FY 2004 questionnaire incorporated a new option: "Rarely, if ever, order hard copy." Fifty percent of the respondents for the FY 2004 survey selected this option. See Figs 2.7 & 2.8 for specifics. It is possible that many of this fifty percent would have answered either "every time" to "most of the time" bringing the rating more in line with FY 2002. Nevertheless, DTIC's internal processes for producing and delivering hard copy documents must be reviewed.



*Data not gathered

Fig 2.7

Customer Satisfaction with Meeting Delivery Schedules	FY 2002 CS Survey	FY 2003 CS Survey	FY 2004 CS Survey
Every time to Most of the time	70%	N/A*	43%
About Half the time	5%	N/A*	2%
Never to Less than half	2%	N/A*	5%
Rarely, if ever, order hard copy	N/A*	N/A*	50%
Download Documents themselves	23%	N/A*	N/A*

*Data not gathered

Fig 2.8

Part III: DTIC's Offerings

DTIC Online Services

DTIC Online Service Usage Profile:

Users were surveyed on their usage of DTIC's two major online services--Public STINET and Private STINET. The results of the 2004 CS surveyed findings show Public STINET is the more widely used of the two at 76 percent, followed closely by Private STINET at 72 percent. See Fig 3.1. All surveyed users are eligible to use Private STINET, which has a wider array of resources than Public STINET. Reasons for the heavier usage of Public STINET will be examined in depth if similar results are obtained in 2005.

Online Services Usage

Service	FY 2002 CS Survey Usage	FY 2003 CS Survey Usage	FY 2004 CS Survey Usage
Public STINET	77%	10%	76%
Private STINET	*	45%	72%
Secure STINET	54%	4%	
WED (formerly Unclassified DROLS)	59%	6%	
Classified DROLS	15%	6%	N/A**

* Private STINET introduced April 2003, replacing Secure STINET and WED

**Data not captured

Note: For FY 2003 - Respondents were asked to write in an answer to a question rather than select an option. An additional 30% of respondents wrote in "STINET" as an answer to the question without specifying Public, Private, or Secure. These are not included in the FY 2003 usage profile chart

Fig 3.1

DTIC Online Services Overall Satisfaction and Performance:

The 2004 CS survey respondents were asked to rate their level of satisfaction with two of DTIC's online services – Public STINET and Private STINET. About two-thirds rated the quality of each as “Very Good” to “Excellent.” See Fig 3.2, 3.3.

Accessibility, Content, and Usability were the top three rated factors while Customer Support was the lowest. See figures 3.2 and 3.3 depict the overall rating of select quality factors for each STINET service.

DTIC Online Services Overall Satisfaction and Performance:

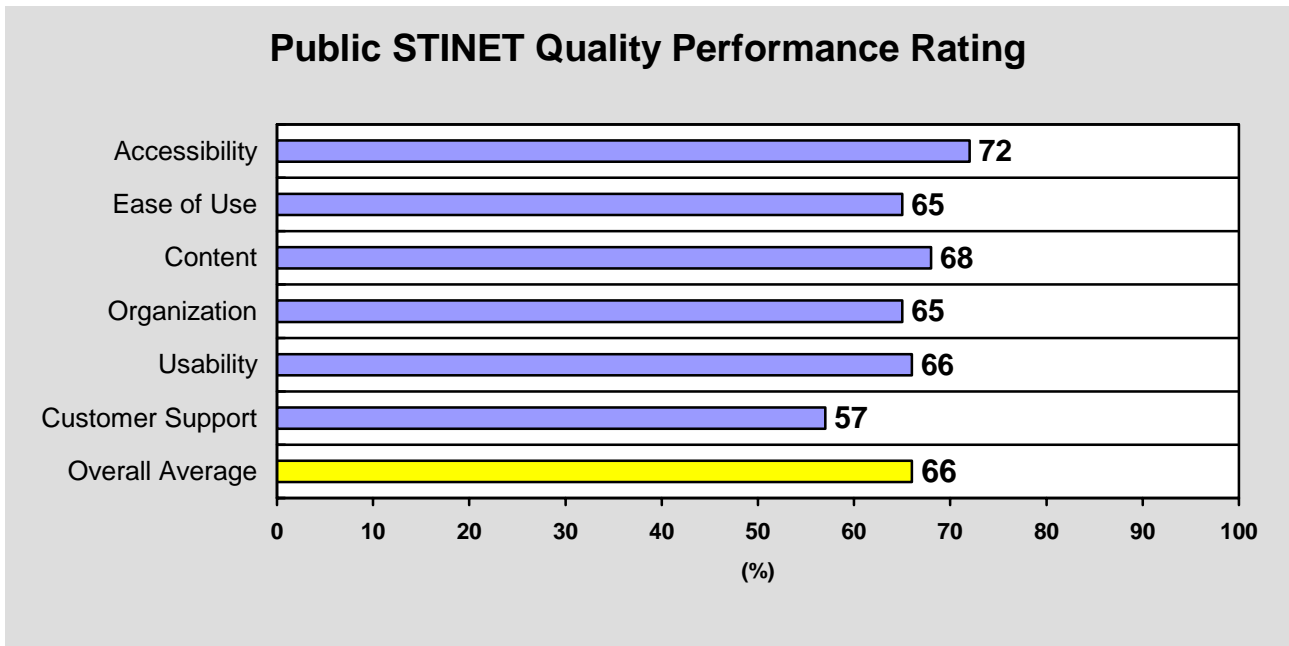


Fig 3.2

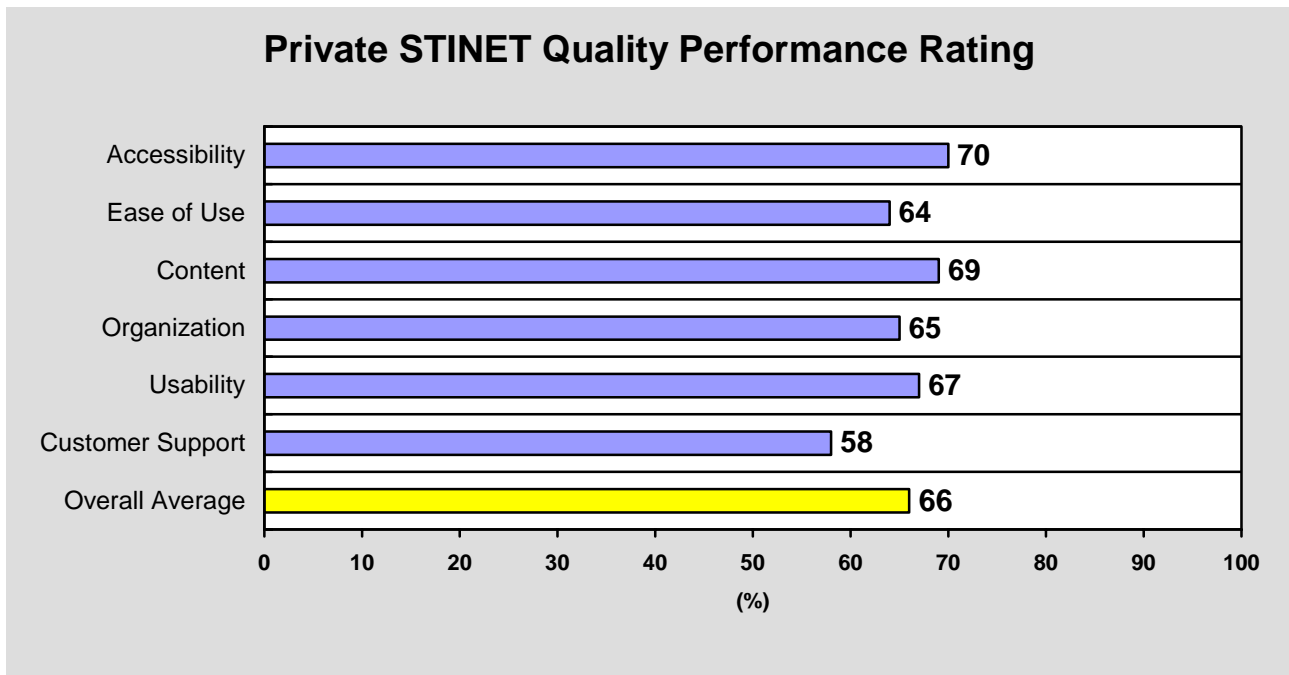


Fig 3.3

DTIC's Other Products and Services Usage Profile:

Excluding Public and Private STINET, the most widely used product or service that was offered by DTIC was the DTIC Review followed by ECAB and TR Database CD-ROM/DVD. These results are slightly lower than FY 2002 with the TR Database CD-ROM/DVD showing the greatest decline in usage.

Products and Services Usage Profile

Service/Usage	FY 2002 CS Survey	FY 2003 CS Survey	FY 2004 CS Survey
ADD	13%	N/A*	10%
CAB	19%	N/A*	10%
ECAB	25%	N/A*	20%
Research Summaries	64%	N/A*	N/A*
Automatic Magnetic Tape Dist.	2%	N/A*	N/A*
TR Database CD- ROM/DVD	30%	N/A*	15%
Retrospective Bibliography Magnetic Tape	1%	N/A*	N/A*
The DTIC Review	41%	N/A*	30%
TRAIL	19%	N/A*	12%

* Data not gathered

Fig 3.4

DTIC's Other Products and Services Quality Rating:

For the 2004 CS survey, users were asked to rate the quality of each product and service shown in Fig 3.5. Ratings were largely favorable. Individually, the products and services receiving the highest marks for overall quality satisfaction were ADD and ECAB at 76 percent each. CAB was the lowest rated product at 70 percent.

User Satisfaction with Individual Products and Services

FY 2004 DTIC's Other Products and Services Quality Rating	Favorable	Neutral	Unfavorable
ADD	76%	18%	5%
CAB	70%	27%	3%
ECAB	76%	18%	6%
TR Database CD ROM	72%	23%	5%
The DTIC Review	71%	24%	5%
Trail	71%	20	9%

Note: "Not Sure" response was excluded from the Chart.

Fig 3.5

DTIC Registration Process

DTIC Registration Process:

The Customer Satisfaction Survey posed two registration questions. The first asked the respondents to rate their overall level of satisfaction with the DTIC registration process. The rating was 68 percent (*Reference chart on page 47*). The second question asked the respondents to rate their level of satisfaction on four quality factors – Accessibility, Ease of Use, Speed of Service, and Customer Support. The overall rating was 71 percent as shown in Fig 3.6. User comments, immediately following the figure, may provide some insight as to the level of rating.

DTIC Registration Satisfaction Rating

FY 2004 Registration Quality Factors	Excellent	Very Good	Good	Fair	Poor	Not Sure
Accessibility (Easy to access site)	23%	40%	25%	5%	3%	4%
Ease of Use (Navigating the site)	20%	39%	25%	7%	4%	5%
Speed of Service	25%	38%	24%	6%	3%	5%
Customer Support	28%	35%	18%	5%	3%	11%
Overall Satisfaction Level:	71%					

Note: Comparable data are not available for previously surveyed years

Fig 3.6

The following comments represent a selected sample of quotes from users regarding the registration process:

Pro:

- "Personally, I've never had any troubles with DTIC registration or at least anything that was not minor. My recent Private STINET password change went fine too."
- "Never had a problem – seemed quite straight forward."
- "Online steps were clear. When I had to phone DTIC the staff were a great help and very pleasant."

Con:

- "It is much more complicated than it needs to be and takes a great deal longer than it should particularly for those of us who are re-applying and have been using DTIC Private STINET since its inception and Public STINET before that."
- "From the beginning to end it took more than one month. There were problems because of misinterpretation of security guidelines dealing with a contractor working on government property."
- "Not user friendly – don't use because I don't have time to sort through the awkward menus."
- "I registered three times before I got anything other than the email automated response that my registration request had been received. The process took weeks."
- "The registration process is cumbersome. Perhaps it is necessary in the light of security but it seems to me that it could be streamlined."

Requirement for Classified Information

Close to half of DTIC's general population who responded indicated the need for classified information. (Reference chart on page 47)

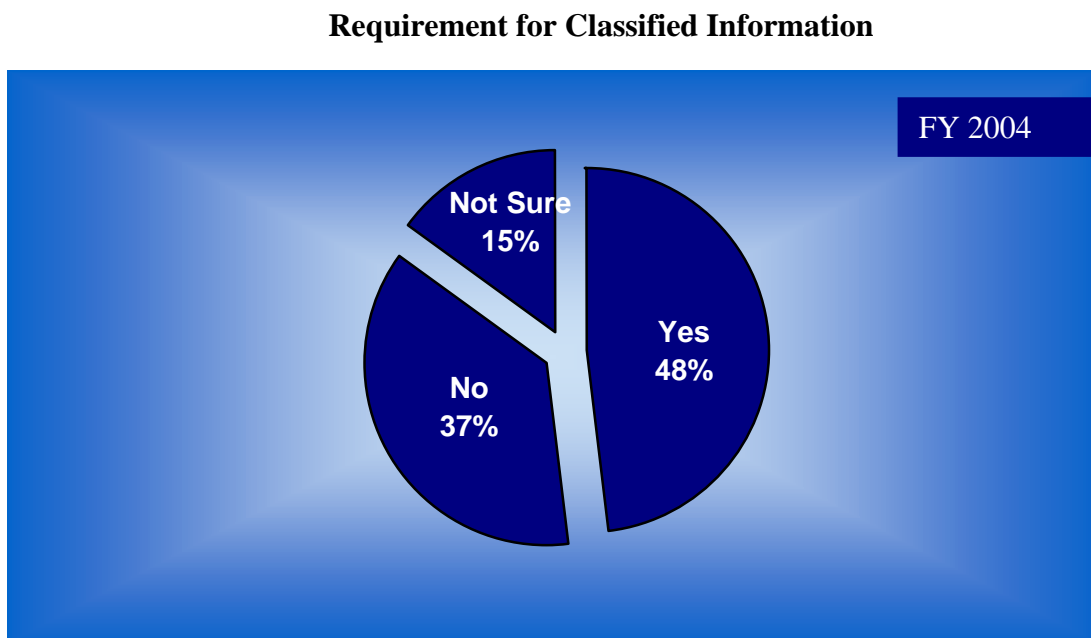


Fig 3.7

Part IV: User Demographics

Organization Type:

The customer profile in this survey represents five (5) organizational groups and seven (7) job positions, the distribution of which is shown in Figures 4.1 and 4.2. Aspects of the CS survey findings during 2002 through 2004 continue to show similar organizational percentages, indicating that the majority of respondents (64 percent) were affiliated with the Department of Defense (DoD). Following at 27 percent was the Industry/Gov't Contractor. Overall, the respondents' top three (3) organizational types remain consistent with previously surveyed years.

User Organization Type

Organization	FY 2002 CS Survey	FY 2003 CS Survey	FY 2004 CS Survey
DoD-Military/Civilian Services Agencies	48%	53%	64%
Industry /Gov't. Contractor	38%	33%	27%
Non-DoD Federal Gov't.	5%	4%	4%
Academia: College/Univ.	3%	5%	2%
HBCU/MI	3%	2%	1%
Other	N/A*	3%	2%

*Data not gathered in previous survey

Fig 4.1

Job Position:

The job positions of the greatest number of respondents continued to reflect the same three (3) classifications throughout the surveyed years. However, in 2004 there was an acknowledged change in the order. This year the CS survey results showed the largest number of respondents classified their job position as Engineer (21 percent). Following at 20 percent was the Researcher/Analyst and Librarian at 18 percent. Although these three job positions are close in percentages, this is the first year in which Librarians weren't the largest number of respondents, nor in fact the second largest.

Job Position

Job Position	FY 2002 CS Survey	FY 2003 CS Survey	FY 2004 CS Survey
Librarian	25%	24%	18%
Researcher/Analysts/Program Manager	16%	16%	20%
Engineer	17%	17%	21%
Scientist	9%	11%	9%
Technical Info Specialist	9%	10%	10%
Contracting Officer	5%	3%	3%
Resource Management/Financial/Budget Analyst	4%	3%	2%
Security	N/A*	N/A*	N/A*
Other	15%	17%	17%

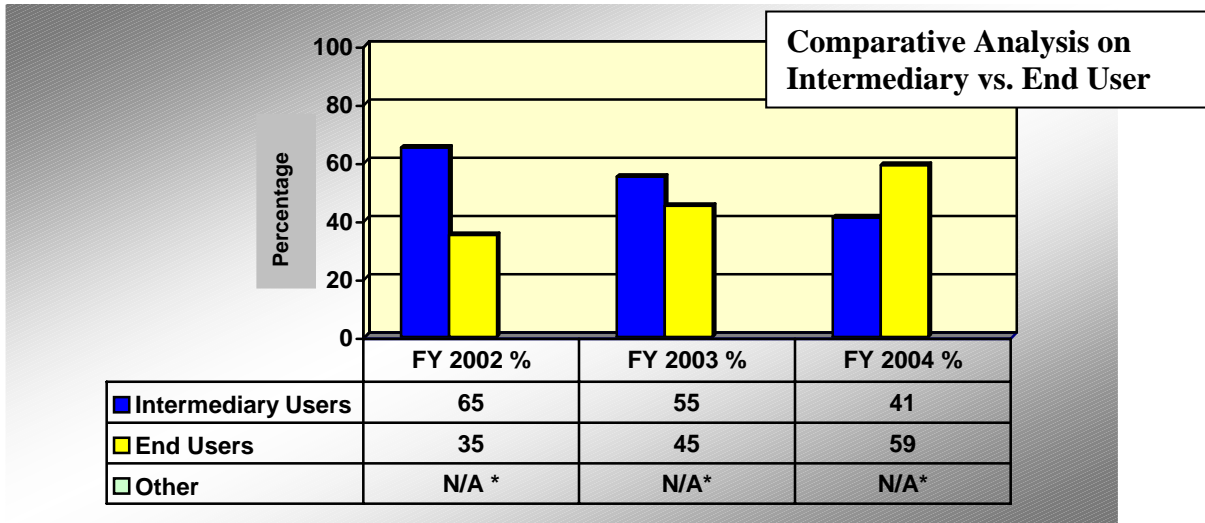
*Data not collected

Note: Grayed entries reflect the top three positions in terms of the number of survey respondents.

Fig 4.2

Intermediary vs. End Users:

The two categories listed in Fig 4.3 note how our respondents acquire scientific and technical information. The majority of the respondents (59 percent) reported they obtain information for their own use. This is a break from the previous trend of respondents acting primarily as information providers to others.



*Data not gathered in previous survey

Fig 4.3

Time as a Registered User:

The results from this year's survey showed that the largest number of respondents have been registered for "Less than 1 year." The total number of active registrants rose 15.6% from July 2003 to July 2004. Sixty-nine percent reported having been registered with DTIC two (2) years or less, while 31 percent reported three (3) years or more. Also to be noted are the results of the cross tab data indicating the Librarian respondents represent the largest number of "6 or more years" registered users. The Engineers represented the majority of "1 to 2 years" as registered users. The data displayed in Fig 4.4 define respondents' time as a registered DTIC user.

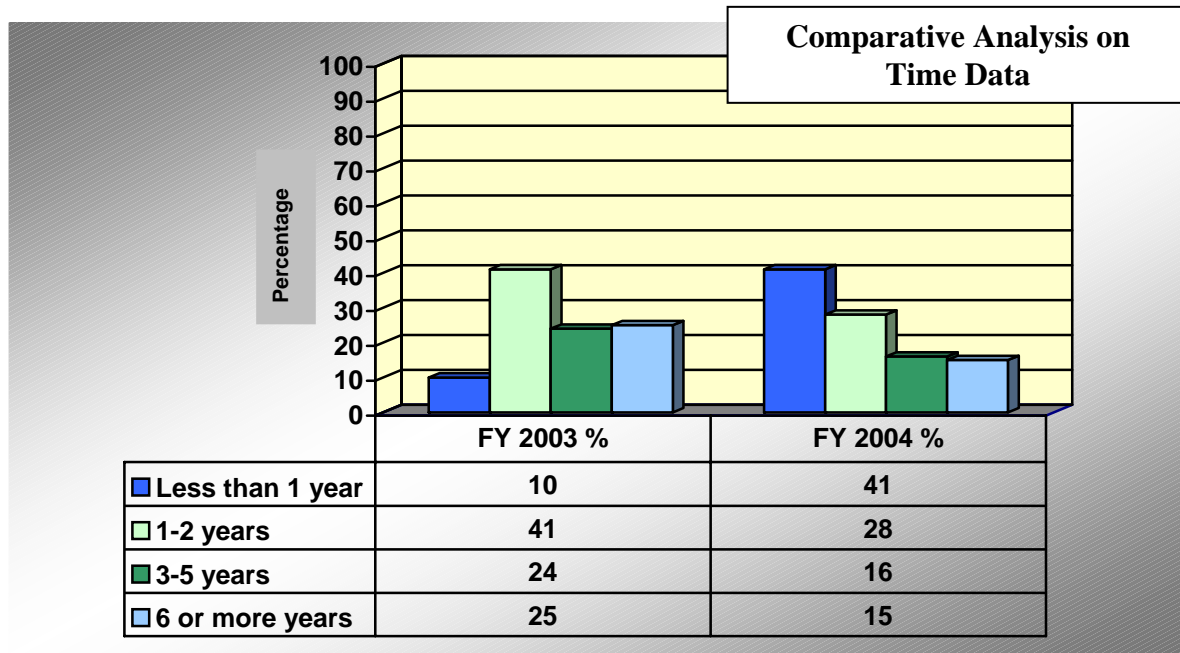


Fig 4.4

Part V: Communications, Access and Information Requirements

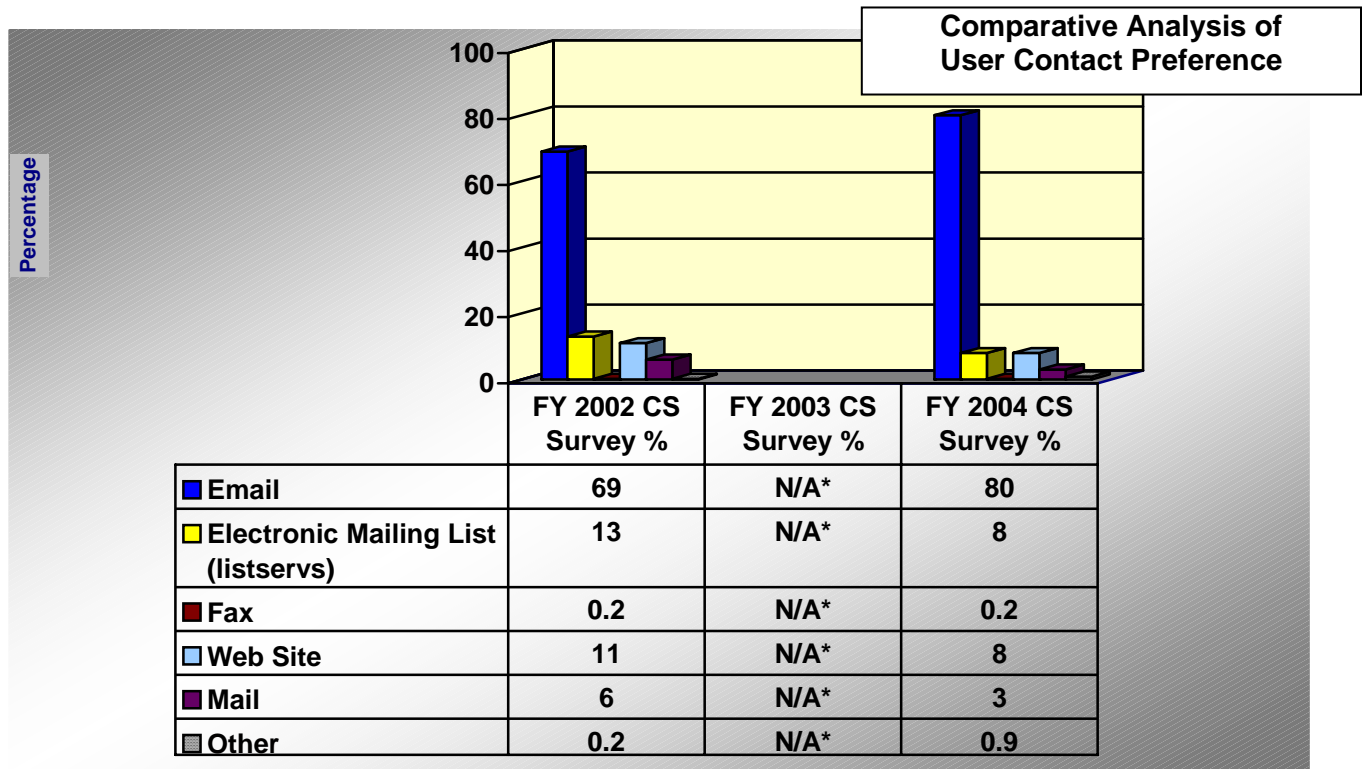
Information Needs:

The majority of DTIC users who responded to the survey indicated that they were able to find the type of information they needed in DTIC's collection. (*Reference chart on page 43*) Respondents were asked to provide specific comments regarding their current and future informational needs from which a number of topics emerged. Most often mentioned was documentation concerning Homeland Security. Additional information needs identified below were the results of respondents' most frequently mentioned write-ins.

- Full-Text Documentation
- Weapons of Mass Destruction/Nuclear, Biological, Chemical
- Missile Defense
- Aviation

Communication Preferences and Satisfaction:

CS survey respondents were asked to identify how they would like to be informed about DTIC products/services, updates, etc. Eighty percent of users ranked email as the preferred method. This was followed by eight (8) percent of respondents requesting information via listservs. 2004 CS respondent preferences for email contact showed an eleven point increase as compared to 2002 data.



*Data not gathered

Fig 5.1

Effectiveness of Corporate Communications:

Although the majority of respondents (65 percent) “agree” or “strongly agree” that DTIC does an adequate job in communicating (transmitting/mailling) information about new, changed, and/or enhanced products and services offerings, etc., there was a decline in the ratings. The 2004 CS survey results showed each of the DTIC marketing communication efforts declining in the ratings. Communication about submitting documents and training opportunities continue to remain the two lowest scores.

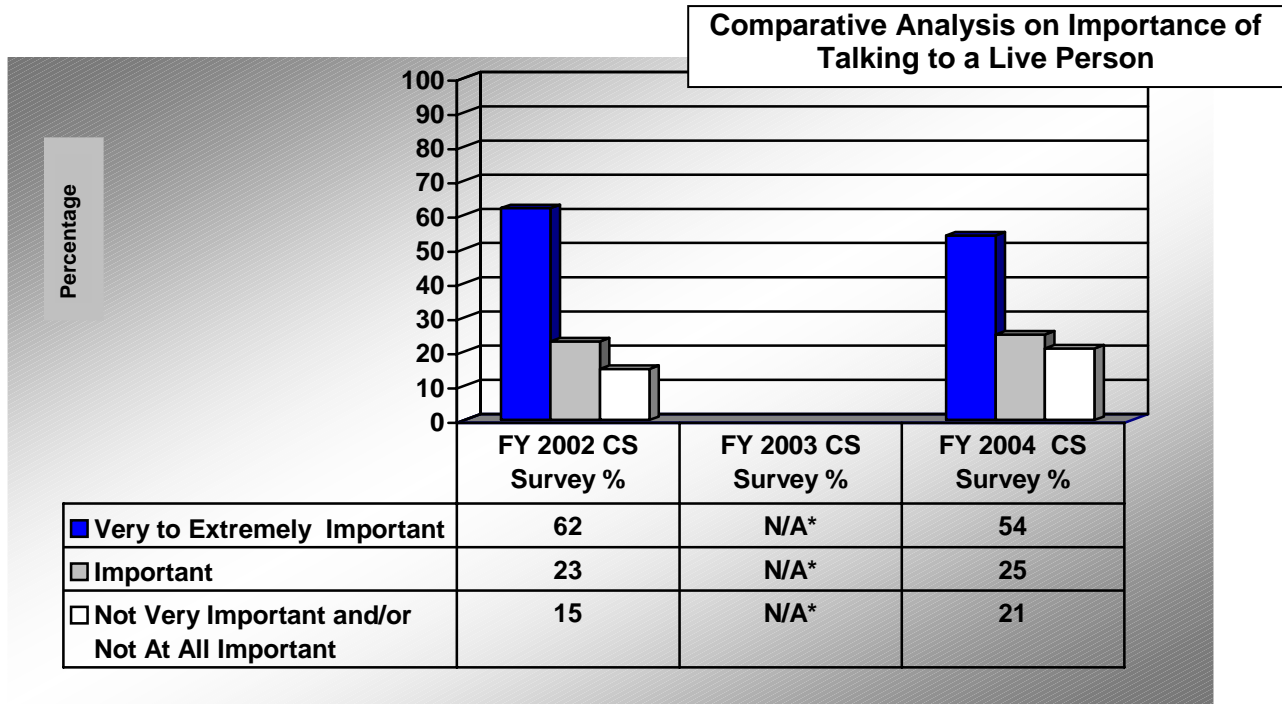
Comparative Analysis on Effectiveness of Corporate Communication

FY 2002 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product/Service Changes	83%	0.7%	16%
Product/Service Changes	82%	2%	16%
Training Opportunities	71%	3%	27%
Submitting Documents	59%	4%	37%
Ordering Documents	77%	3%	20%
System Disruptions/Downtime	76%	3%	22%
Overall Rating	75%	3%	23%
FY 2003 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product/Service Changes	81%	5%	14%
Product/Service Changes	82%	6%	12%
Submitting Documents	67%	11%	22%
Training Opportunities	63%	8%	29%
Ordering Documents	75%	8%	17%
System Disruptions/Downtime	76%	7%	17%
Overall Rating	74%	8%	18%
FY 2004 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product/Service Changes	73%	6%	21%
Product /Service Changes	75%	6%	19%
Submitting Documents	52%	8%	39%
Training Opportunities	53%	12%	35%
Ordering Documents	62%	8%	30%
System Disruptions/Downtime	74%	4%	22%
Overall Rating	65%	7%	28%

Fig 5.2

Importance of Talking with a "Live Person"

Fifty-four percent of 2004 CS surveyed respondents preferred to speak with a live person when contacting DTIC. Periodically this question is asked in order to stay informed of users' needs regarding the importance of talking to a "live person." In comparing the 2002 and 2004 CS surveys there has been an eight point drop in users who say it is "Very Important" to "Extremely Important" to speak to a live person. Despite the decrease in the percentage of respondents wishing to speak to a live person, over half of the respondents continued to express the importance of "live person" telephone contacts.



* Data not gathered

Fig 5.3

Part VI: 2004 CSS User Comments

The comments received from users have been sorted into specific categories to assist in determining problems or trends. These comments were selected based on the frequency with which an issue was addressed, either positive or negative, and the importance of the issue as determined by the survey analyst.

Customer Service Issues

Comments

Pro:

- "The people are wonderful. They seem to really care about me, the customer. They know their job and strive to provide the best possible support. They are friendly and considerate and very patient. They do a great job with a complex system."
- "DTIC people are a good advertisement for what government should be – helpful, courteous, and knowledgeable."
- "DTIC customer support is the best of any government agency I deal with."

Con:

- "It is often difficult to reach a person in the customer service area. We have had a lot of problems with the registration process which the service reps were unable to understand."
- "I had to place an order for one set of documents four different times before I actually received it. I placed it on the Internet, then I faxed in the order twice, and finally I called it in – that's when I actually received it."
- "I ordered five documents weeks ago (requiring use of Form 55) and have no response from any of the five. This seems to be my standard experience."
- "One problem with DTIC customer service is that I often do not know who to contact concerning the problem I have, it is sometimes very confusing. I also find that email messages get no response so I would rather talk to someone on the phone."

Improvement of Products, Services, Customer Care

Comments

Pro:

- "This is the most generous use of resources I have experienced in my over 25 years of government service. As a Librarian I am please with the service and the products you offer. Thank you."
- "Overall I am quite satisfied with DTIC and its services. Keep up the good work."

Con:

- "Streamline the renewal process."
- "Private STINET works for someone who is ordering documents but not for someone who is trying to search for documents for a customer."
- "More real people answering their telephones."
- "The posting of credit card transactions needs overhaul."
- "Improve the search capacities for STINET. Searching with Boolean logic, past search statements, and seeing the results of each search would be helpful."

Online Services

Comments

Pro:

- "DTIC online services are very good and also the customer support is very helpful."
- "Overall first rate. Only occasionally do I have difficulty in locating what I need. Thanks."
- "Have found very helpful information when searching online for documents, MIL-SPECS, etc."
- "I believe this organization is crucial and the resources available will be a tremendous asset to Homeland Security."

- "I think DTIC is the best library I have ever utilized. I am very grateful to being a member ..."

Con:

- "Ask a librarian/cataloger/indexer to organize the site. It is not intuitive and user must dig to find specific collection. Make it simple and put a search box similar to Google. Improve Help with better examples."
- "The service would be more useful if bibliographic information were kept more up to date."
- "I've gotten on DTIC one time looking for some program documentation. I can't remember finding any because the whole system was confusing. I need a tutorial on DTIC."
- "Abstracts provided are not sufficient to determine whether a document is worth getting. I can't determine the usefulness of the document. This is especially important since you charge a fee. I have to go through a great hassle to get the money to buy a product."

Quality of Products and Services

Comments

Pro:

- "Quality is excellent and very professional."
- "They're excellent products which provide a broad range of information pertaining to current and historic ships and gun systems, etc. to which I need access."
- "Very helpful and meet needs and make work easier."

Con:

- "I have had a hard time searching for information in the Public STINET site."
- "What I am really looking for is a Google-like interface that is simple, forgiving, and quick. Once I'm logged on to the Private side I should be able to search the publicly available documents as well as the restricted documents."
- "I ordered a document and received it within 10 days. The invoice, however, took about 30 days to receive."

Part VII: Issues for Further Study, Conclusions and Recommendations

1. The following suggestions were made by users responding to the survey:

- “I’ve intended to sign up for search training but haven’t had time available to go. Would like to see a couple of scenario based, detailed sample searches in the help area where a researcher goes through several collections to find specific information. I see this going beyond the fine tips currently available in Help. Thanks for the great service you folks offer!”
- “My only complaint is that the file size of the PDFs available on line is huge. If there were any way to reduce the file size, I would definitely download a lot more of my documents that way. I usually just end up ordering the hard copies because it takes an hour or so to download the electronic ones.”
- “Need to be able to download searches as Word documents, not have to capture the HTML then paste it into Word then make changes.”
- “We would very much appreciate having some DTIC training, particularly at our site, if possible. We feel that we are not using the resources to their full capabilities.”
- “I would like to see more flexibility incorporated into Private STINET. I would very much like to see the ability to mark and download specific records or at the very least be able to mark and print records. Private STINET works for someone who is ordering documents but not for someone who is trying to search for documents for a customer.”
- “Get rid of the fee for government users who need this to do their job. Barring that make it possible to set up some kind of organizational membership fee that covers the document fees for a set period of time for a unit...”
- “Greater speed in entering new documents. We required a copy of a document and had to go to the originator because it had not been entered even though it had been over six months since it had been sent to DTIC.”
- “I would like to see training offered as well as some sort of guide to searching and ordering.”
- “It might be easier to use this great resource if there was some way to get a blanket Form 55 for reports of the same nature or from the same agency... There has to be a better way than one form and approval for each report...”
- “The posting of credit card transactions needs overhaul. It is impossible to reconcile our credit card statements when each item purchased is posted by itself with no way to tell to which specific pub the charge refers. The person who orders most of our DTIC pubs places six orders which resulted in 83 postings to his credit card...”

2. The average number of non-deliverable email notifications that were sent out in FY 2004 was 845 (returned emails). For FY 2003 survey average was 824. The following may be possible reasons for undeliverable e-mails:

- E-mail address on file at DTIC not valid
- Email Program Blockers
- User no longer at e-mail address
- Server problems for recipient or originator

Recommendation: Improvements in maintenance of contact databases and registration information.

3. Low response rate for survey.

Eighty-three percent of 2004 general users did not respond to the survey. The call effort to increase the response rate wasn't as intense as it was in the past (due to staff shortages). The response rate of 17 percent for the 2004 CS survey effort was 10 percentage points lower than last year's rate.

Recommendation: PROCAP staff to continue their combined effort to reach potential respondents with Web-based surveys for the first contact. There should be two reminders then follow-ups with one-on-one telephone contacts in order to increase response rate.

4. Received a number of respondents choosing "Other" to describe their current job position.

211 respondents chose the option "Other" to describe their current job positions. For example, some of the write-ins included: Security Officer, Anti-Terrorism/Force Protection Program Manager, Professor, Student, etc.

Recommendation: Minor revision of the job position description will be looked into.

5. There were 7901 eligible general users for this survey effort. Active users not surveyed included DTIC employees, users identified as Top 200, and Air Force Materiel Command (AFMC) personnel. (AFMC personnel were not surveyed based on an understanding with DTIC management to exclude this group).

Recommendation: AFMC personnel will be surveyed commencing with the FY 2005 Customer Satisfaction Survey. DTIC and other users will benefit from the input submitted by these personnel.

6. Users were surveyed on their usage of DTIC's two major online services--Public STINET and Private STINET. The results of the 2004 CS surveyed findings show Public STINET is the more widely used of the two at 76 percent, followed closely by Private STINET at 72 percent.

Recommendation: All surveyed users are eligible to use Private STINET, which has a wider array of resources than Public STINET. Reasons for the heavier usage of Public STINET will be examined in depth if similar results are obtained in 2005.

Appendix A
DTIC Customer Satisfaction Questionnaire

DTIC 2004 CUSTOMER SATISFACTION SURVEY QUESTIONNAIRE

OVERVIEW:

Please read this carefully before starting:

**This data collection is authorized by: RCS DD-NII (AR) 2051 & OMB 5CFR 1320.5 (b)
OMB 0704-0403, Expires 08/31/04**

This web-based assessment is voluntary. However, your input is essential to improving our continuing operations and helping us better serve your information needs. The average response time to complete this survey is about 5 minutes. Please read each question carefully before responding.

Thank you for participating.

SECTION 1: USER DEMOGRAPHICS

1. Which of the following best describes your current organization? (Click on one)

Multiple Choice (Single Response)

- DoD/Military/Civilian (All Services/Guard/Reserves/ Labs/Colleges/Schools)
- Non-DoD Federal Government (All Departments/Agencies/Labs)
- Industry/Corporate/Government Contractor/Small Business/ Labs
- Historical Black Colleges and Universities and Minority Institutions (HBCU/MI)
- College/University/Research Center (other than HBCU/MI)
- Other (please specify in the space below)

Box to write in answer

2. In general, which of the following best describes your current job position? (Click on one)

Multiple Choice (Single Response)

- Contracting Officer/Procurement Specialist/COTR/Sponsor
- Engineer (Aeronautical, Civil, Industrial, Mechanical or other Engineering Fields)
- Librarian (Head, Technical, Research or other Library Staff)
- Researcher/Analyst/Program Manager (Non-Scientist)
- Resource Management/Financial/Budget Analyst
- Scientist (Aerospace, Biology, Chemistry, Physics or other Scientific Field)
- Technical Information Specialist
- Other (please specify in the space below)

Box to write in answer

3. When you acquire scientific and technical information from DTIC, who uses it? (Click on one)

Multiple Choice (Single Response)

- I primarily provide information to others (intermediary user)
- I use the information myself in my current job position (end user)

4. You have been a registered DTIC user for: (Click on one)

Multiple Choice (Single Response)

- Less than 1 year
- 1-2 years
- 3-5 years
- 6 or more years

SECTION 2: INFORMATION REQUIREMENTS

5. Are you able to find the type(s) of information that you need in the DTIC collection? (Click on one)

Multiple Choice (Single Response)

- Yes
- Not Sure
- No

6. List your additional current and/or future information needs:

Box for Open Ended-Write-in

SECTION 3: USERS OF DTIC ONLINE SERVICES

Please read before continuing with the Survey

Questions 7 through 10 are to be completed by those individuals who currently use the DTIC online services listed below. If you do not use either of the online services listed, skip to question 11.

7. Which of the following DTIC online service(s) do you currently use? (Click on as many as apply to you)

Condensed Question List:

- Public STINET
- Private STINET

Multiple Choice (Single Response)

- Yes
- Not Sure
- No

8. If you use Public STINET, please rate the following quality factors:

Condensed Question List:

- Accessibility (Access to site):
- Ease of use (Navigating the site):
- Content:
- Organization:
- Usability:
- Customer Support:

Response Multiple Choice (Single Response)

- Excellent
- Very Good
- Good
- Fair
- Poor
- Not Sure

9. If you use Private STINET, please rate the following quality factors:

Condensed Question List:

- Accessibility (Access to site):
- Ease of use (Navigating the site):
- Content:
- Organization:
- Usability:
- Customer Support:

Response Multiple Choice (Single Response)

- Excellent
- Very Good
- Good
- Fair
- Poor
- Not Sure

10. Your comments about the quality of DTIC online services:

Box for Open Ended-Write-in

SECTION 4: USERS OF OTHER DTIC PRODUCTS AND SERVICES

Please read before continuing with the survey

Questions 11 through 13 are to be completed by those individuals who currently use one or more of the DTIC products or services listed below. If you do not use any of these products or services, skip to question 16.

11. What DTIC products and services do you currently use? (Click as many as apply to you)

Condensed Question List:

- ADD
- ECAB/ECAB-Docs
- CAB
- The DTIC Review
- Trail
- TR Database CD-ROM/DVD

Response Multiple Choice (Single Response)

- Yes
- Not Sure
- No

12. Please rate the overall quality of the DTIC products and services that you currently use:
(Click on as many as apply)

Condensed Question List:

- ADD
- ECAB/ECAB-Docs
- CAB
- The DTIC Review
- Trail
- TR Database CD-ROM/DVD

Response Multiple Choice (Single Response)

- Excellent
- Very Good
- Good
- Fair
- Poor
- Not Sure

13. Your comments on the quality of the above DTIC products and services:

Box for Open Ended-Write-in

SECTION 5: CUSTOMER SERVICE EXPERIENCES

14. Given our goal of providing maximum access while protecting national security interests, how would you rate your overall level of satisfaction with the DTIC registration process? (Click on one)

Response Multiple Choice (Single Response)

- Excellent
- Very Good
- Good
- Fair
- Poor

15. In your experience(s) with DTIC's registration process, how would you rate your satisfaction level on the following factors? (Click on as many as apply)

Condensed Question List:

- Accessibility
- Ease of Use (Navigating the Web-Based registration process)Spe
- Speed of Service
- Customer Support

Multiple Choice (Single Response)

- Excellent
- Very Good
- Good
- Fair
- Poor
- Not Sure

16. Your comments about DTIC's registration process:

Box for Open Ended-Write-in

17. In your experience(s) with us how would you rate DTIC, as a whole, on the following customer service quality factors? (Click on as many as apply)

Condensed Question List:

- Accessibility (Easy to access staff):
- Accuracy (Provided correct information):
- Courtesy:
- Helpfulness:
- Knowledge:
- Professionalism:
- Responsiveness (Timely response):
- Speed of Service (How quickly performed):

Response Multiple Choice (Single Response)

- Excellent
- Very Good
- Good
- Fair
- Poor

18. When you order hard copy documents, how often does DTIC meet your anticipated delivery requirements? (Click on one)

Response Multiple Choice (Single Response)

- Every time
- Most of the time
- About half of the time
- Less than half of the time
- Never
- Rarely, if ever, order hard copy documents

19. Your comments about the quality of DTIC customer care:

Box for Open Ended-Write-in

SECTION 6 - COMMUNICATIONS AND ACCESS

20. How would you most like to be informed about DTIC products, services, updates, etc? (Click on one)

Multiple Choice (Single Response)

- E-mail
- Electronic Mailing List (listservs)
- Fax
- Web site
- Mail
- Other (please specify in the space below)

Box for Open Ended-Write-in

21. When contacting DTIC, how important is it for you to speak with a "live person"? (Click on one)

Multiple Choice (Single Response)

- Extremely Important
- Very Important
- Important
- Not Very Important

- Not at All Important

22. DTIC does a good job informing you about: (Click on all that apply)

Condensed Question List:

- New Products/Services
- Product/Services Changes
- Submitting Documents
- Training Opportunities
- Ordering Documents
- System Disruptions/Downtime

Multiple Choice (Single Response)

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- No Opinion

SECTION 7 - GENERAL

23. Do you have a requirement for classified information?

Multiple Choice (Single Response)

- Yes
- No
- Not Sure

NOTE: In the Fall DTIC plans to implement Classified STINET on the SIPRNET. For those who are interested in using DTIC's classified system please forward your inquiries to: bcorder@dtic.mil.

24. How important are DTIC products/services to the accomplishment of your business objectives? (Click on one)

Multiple Choice (Single Response)

- Extremely Important
- Very Important
- Important
- Not Very Important
- Not at All Important

25. Which of the following describes DTIC's impact in supporting your overall mission? (Click on one)

Multiple Choice (Single Response)

- Very High Impact
- High Impact
- Medium Impact
- Low Impact
- Very Low Impact

26. Would you recommend DTIC to a friend or colleague? (Click on one)

Multiple Choice (Single Response)

- Yes
- Not Sure
- No

27. Please include your comments and suggestions for improving DTIC products, services and/or our customer care.

Box for Open Ended - Write-in

NOTE:

Thank you for participating in this important survey.

SUMMIT **CLEAR**

Appendix B
Quantitative Results

Reference Fig 2.1 & Fig 2.2

2004 Customer Satisfaction Performance Rating (General Users)

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Accessibility (Easy to access staff)	1153	72.00		71.0%	22.3%	6.7%
Accuracy (Provided correct information)	1152	75.25		76.5%	19.2%	4.3%
Courtesy	1132	78.75		79.4%	17.8%	2.8%
Helpfulness	1128	76.75		76.7%	19.0%	4.3%
Knowledge	1118	76.50		76.9%	18.9%	4.2%
Professionalism	1122	78.25		79.6%	17.2%	3.2%
Responsiveness (Timely response)	1125	74.50		74.4%	18.9%	6.7%
Speed of Service (How quickly performed)	1119	73.75		73.3%	20.6%	6.2%
Overall Averages	1131.1	75.72		76.0%	19.2%	4.8%

Reference Fig 3.1, 3.2, 3.3

Public STINET Quality Performance Rating

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Accessibility (Access to site)	860	72.40		67.4%	22.9%	9.7%
Ease of use (Navigating the site)	855	64.60		50.5%	36.4%	13.1%
Content	856	68.00		59.7%	29.2%	11.1%
Organization	854	64.60		51.6%	36.2%	12.2%
Usability (Information useful)	853	66.20		55.7%	31.5%	12.8%
Customer Support	847	57.20		53.0%	17.2%	29.8%
Overall Averages	854.2	65.50		56.3%	28.9%	14.8%

Reference Fig 3.2, 3.3

Private STINET Quality Performance Rating

Questions	Count (valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Accessibility (Access to site)	867	70.40		66.4%	19.7%	13.8%
Ease of use (Navigating the site)	861	64.40		53.3%	31.6%	15.1%
Content	858	69.00		63.4%	23.5%	13.1%
Organization	850	64.80		54.5%	31.2%	14.4%
Usability (Information useful)	855	66.60		58.8%	26.1%	15.1%
Customer Support	854	57.80		54.0%	15.9%	30.1%
Overall Averages	857.5	65.50		58.4%	24.7%	16.9%

Reference Fig 3.1

Which of the following DTIC online service(s) do you currently use? (Click on as many as apply to you)

Public STINET

Response	Count	Percent	0 20 40 60 80 100
Yes	780	76.4%	
No	115	11.3%	
Not Sure	126	12.3%	

Private STINET

Response	Count	Percent	0 20 40 60 80 100
Yes	744	72.1%	
No	117	11.3%	
Not Sure	171	16.6%	

Reference Fig 3.4

What DTIC products and services do you currently use? (Click as many as apply to you)

ADD

Response	Count	Percent	0	20	40	60	80	100
Yes	64	9.6%						
No	306	45.7%						
Not Sure	299	44.7%						

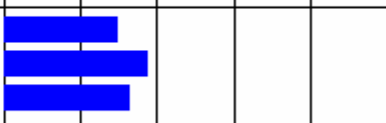
ECAB/ECAB-Docs

Response	Count	Percent	0	20	40	60	80	100
Yes	140	19.6%						
No	289	40.4%						
Not Sure	286	40.0%						

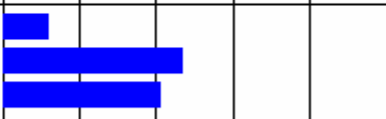
CAB

Response	Count	Percent	0	20	40	60	80	100
Yes	65	9.8%						
No	302	45.6%						
Not Sure	296	44.6%						

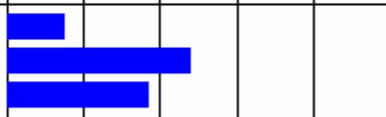
The DTIC Review

Response	Count	Percent	0	20	40	60	80	100
Yes	214	29.5%						
No	272	37.5%						
Not Sure	239	33.0%						

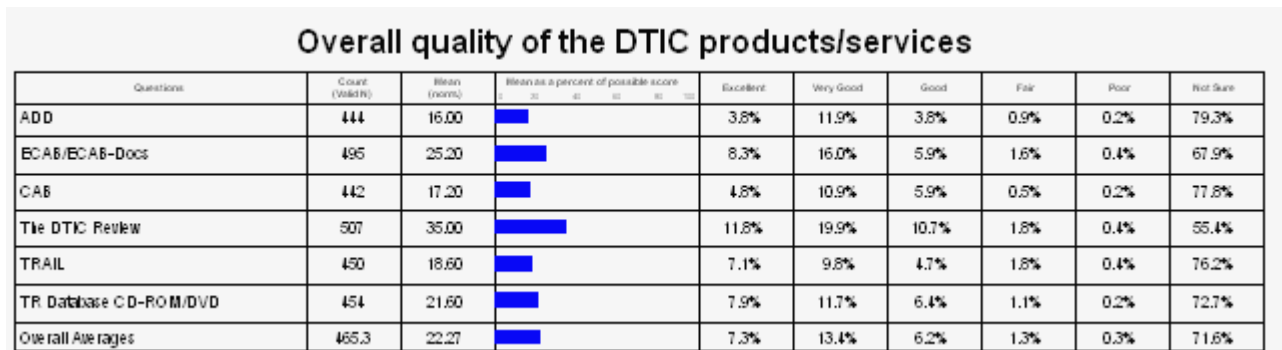
TRAIL

Response	Count	Percent	0	20	40	60	80	100
Yes	79	11.8%						
No	315	46.9%						
Not Sure	278	41.4%						

TR Database CD-ROM/DVD

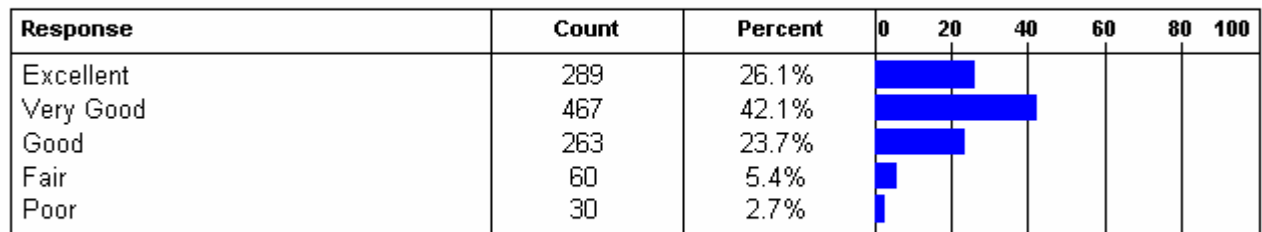
Response	Count	Percent	0	20	40	60	80	100
Yes	102	14.8%						
No	331	48.2%						
Not Sure	254	37.0%						

Reference Fig 3.5



Reference Fig 3.6

Given our goal of providing maximum access while protecting national security interests, how would you rate your overall level of satisfaction with the DTIC registration process? (Click on one)



Reference 4.1

Which of the following best describes your current organization? (Click on one) (Scale 1)

Response	Count	Percent	0	20	40	60	80	100
DoD/Military/Civilian (All	845	64.5%						
Non-DoD Federal Government (All	50	3.8%						
Industry/Corporate/Government	350	26.7%						
Historically Black Colleges and	17	1.3%						
College/University/Research Center	28	2.1%						
Other (please specify in the space	20	1.5%						

Reference Fig 4.2

In general, which of the following best describes your current job position? (Click on one) (Scale 1)

Response	Count	Percent	0	20	40	60	80	100
Contracting Officer/Procurement	40	3.1%						
Engineer (Aeronautical, Civil,	274	21.4%						
Librarian (Head, Technical, Research	231	18.1%						
Researcher/Analyst/Program Manager	249	19.5%						
Resource	31	2.4%						
Scientist (Aerospace, Biology,	119	9.3%						
Technical Information Specialist	123	9.6%						
Other (please specify in the space	211	16.5%						

Reference Fig 4.3

**When you acquire scientific and technical information from DTIC, who uses it?
(Click on one)**

Response	Count	Percent	0	20	40	60	80	100
I obtain the information for others	530	41.1%						
I obtain the information for myself	760	58.9%						

Reference Fig 4.4

You have been a registered DTIC user for: (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Less than 1 year	535	41.0%						
1-2 years	364	27.9%						
3-5 years	205	15.7%						
6 or more years	202	15.5%						

Are you able to find the type(s) of information that you need in the DTIC collection? (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Yes	976	75.1%						
No	96	7.4%						
Not Sure	227	17.5%						

Reference Fig 5.1

How would you most like to be informed about DTIC products, services, updates, etc? (Click on one) (Scale 1)

Response	Count	Percent	0	20	40	60	80	100
Email	1000	80.2%						
Electronic Mailing List (listservs)	102	8.2%						
Fax	3	0.2%						
Web site	99	7.9%						
Mail	32	2.6%						
Other (please specify in the space)	11	0.9%						

Reference Fig 5.2

DTIC Does a Good Job informing You About:

Question	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
			0 20 40 60 80 100					
New Products/Services	1202	63.50		22.7%	50.7%	4.7%	1.3%	20.5%
Product/Services Changes	1200	65.50		26.2%	49.1%	4.7%	1.1%	19.0%
Submitting Documents	1172	46.25		12.6%	39.7%	7.2%	1.1%	39.4%
Tracking Opportunities	1180	48.75		14.2%	39.2%	9.7%	1.9%	35.1%
Ordering Documents	1177	54.50		17.2%	45.1%	6.3%	1.3%	30.2%
System Disruptions/Downtime	1188	65.25		31.9%	41.9%	3.7%	0.6%	21.9%
Overall Averages	1186.5	57.29		20.8%	44.3%	6.0%	1.2%	27.7%

Reference Fig 5.3

**When contacting DTIC, how important is it for you to speak with a "live person"?
(Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Extremely Important	327	26.2%						
Very Important	345	27.6%						
Important	316	25.3%						
Not Very Important	220	17.6%						
Not at All Important	42	3.4%						

Reference Fig 2.5

When you order hard copy documents, how often does DTIC meet your anticipated delivery requirements? (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Every time	201	17.8%						
Most of the time	280	24.8%						
About half of the time	25	2.2%						
Less than half of the time	16	1.4%						
Never	46	4.1%						
Rarely, if ever, order hard copy	562	49.7%						

Reference Fig 2.4

How important are DTIC products/services to the accomplishment of your business objectives? (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Extremely Important	259	20.9%						
Very Important	345	27.8%						
Important	485	39.0%						
Not Very Important	130	10.5%						
Not at All Important	23	1.9%						

Reference Fig 2.5

Which of the following describes DTIC's impact in supporting your overall mission? (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Very High Impact	189	15.2%						
High Impact	354	28.4%						
Medium Impact	440	35.3%						
Low Impact	209	16.8%						
Very Low Impact	53	4.3%						

Reference Fig 2.6

Would you recommend DTIC to a friend or colleague? (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Yes	1106	88.6%						
No	33	2.6%						
Not Sure	109	8.7%						

Registration

Questions	Count (Valid %)	Mean (norm)	Mean as a percent of possible score					Excellent	Very Good	Good	Fair	Poor	Not Sure
			1	2	3	4	5						
Accessibility	1106	73.00						23.3%	40.3%	24.8%	5.0%	2.7%	3.9%
Ease of Use (Navigating the Web-based registration process)	1102	69.60						19.6%	39.1%	25.1%	7.2%	3.5%	5.4%
Speed of Service	1099	72.20						24.9%	37.6%	23.9%	5.6%	2.7%	5.3%
Customer Support	1096	69.40						28.3%	35.1%	17.7%	4.8%	2.6%	11.4%
Overall Averages	1101.3	71.05						24.0%	38.0%	22.9%	5.6%	2.9%	6.5%

Do you have a requirement for classified information?

Response	Count	Percent	0	20	40	60	80	100
Yes	600	47.8%						
No	459	36.6%						
Not Sure	195	15.6%						

Overall Registration Satisfaction Level

Questions	Count (valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Given our goal of providing maximum access while protecting national security interests, how would you rate your overall level of satisfaction with the DTIC registration process? (Click on one)	1109	70.75		68.2%	23.7%	8.1%
Overall Averages	1109.0	70.75		68.2%	23.7%	8.1%