

<COMPANY> NSAT STANDARD

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L0/L1 Classification: 07.99 Process Excellence / Other

Summary:

Net Satisfaction (NSAT) is used in the CIO scorecard. Unfortunately, there is a very real and ever-present potential for NSAT inconsistencies. These inconsistencies may drive discussions, comparisons and decisions in the wrong context. An official <COMPANY> standard drives clarity across <COMPANY> and avoids confusion when measuring internal customer satisfaction.

Keywords: Net Satisfaction, NSAT, formula, scale, presentation components, population representation

Purpose

Net Satisfaction (NSAT) is used in the CIO scorecard. The purpose of this Standard is to ensure consistency across <COMPANY> on how we measure and present NSAT.

There is a very real and ever-present potential for NSAT inconsistencies. When different scales are used the NSAT index will be affected. These inconsistencies may drive discussions, comparisons and decisions in the wrong context... possibly entailing negative consequences. This standard solves the problem by avoiding confusion when measuring internal customer satisfaction; and by then driving clarity across <COMPANY> through a standardized presentation of results that are reliably based upon these agreed on metrics.

Scope

This standard applies to all surveys utilizing the NSAT index in the <COMPANY> IT organization. The standard addresses the following:

- NSAT formula and scale
- NSAT presentation components (Index + Question + population representation + indication if the survey is compliant with this standard)

Body

NSAT Question Structure

The NSAT score MUST be calculated based on the responses to a satisfaction question using the following 4-point “forced choice” scale:

- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Dissatisfied

It is RECOMMENDED that additional options be provided to the participant during the execution of the survey. These responses MUST NOT be included as ‘valid responses’ in the NSAT calculation – doing so introduces a bias in the NSAT value.

- Don’t Know
- Not Applicable

NSAT Formula based upon the 4-point forced choice scale

$$\text{NSAT} = \% \text{VSAT} - \% \text{DSAT} + 100$$

Where %VSAT = Percentage of responses Very Satisfied

%DSAT = Percentage of responses Somewhat Dissatisfied + Very Dissatisfied

The value of 100 is added to the NSAT score to avoid the potential for negative values. The final NSAT score MUST be expressed as an integer (e.g., 119), falling within the range between 0 and 200.

Raw scores MUST be converted to percentages before doing the calculation.

The two intermediate percentages (%VSAT and %DSAT) used in the calculation of the NSAT score MUST be calculated over all valid responses to each survey question. The two intermediate percentages MUST use two decimals prior to the NSAT calculation. The final NSAT value MUST be rounded to zero decimals using standard rounding rules. [Decimals ≥ 0.5 round up and decimals < 0.5 round down]

Example: Computation of NSAT value

Number of responses

Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know	Not Applicable
194	879	103	36	115	0

Total number of valid responses = $194 + 879 + 103 + 36 = 1212$

$\% \text{VSAT} = (194 / 1212) * 100 = 16.01\%$

$\% \text{DSAT} = ((103 + 36) / 1212) * 100 = 11.48\%$

$\text{NSAT} = 16.01 - 11.48 + 100 = 104.53$, rounded to 105

Presentation of NSAT Results

When presenting NSAT results the following MUST be indicated in conjunction with NSAT: response rate, total respondents, total sample size (people invited to take the survey); and for each question

asked, the actual wording of the question and the NSAT value. (You MAY choose to report the response rate for each question as well.) The presentation of results MUST include a note that the survey is in compliance with this Standard.

Example: Presentation

At the Question Level:

Overall User Experience with <COMPANY>'s Resources and Services NSAT = 119

"Thinking about your experience over the past six months, rate your overall satisfaction with <COMPANY>'s resources and services."

At the Survey Level:

13% global response rate, 2,721 completed (or partially completed) surveys out of 21,000 employees that were invited to take the survey) -- the sample size and response rate provide a margin of error of 1.8% for overall experience.

This survey complies with the <COMPANY> NSAT Standard.

If the scale or formula does not comply with this standard, a note MUST be clearly presented as part of the survey findings indicating the deviation from the standard. See **Deferral & Exemption Process** below, in this document.)

Dependencies

None identified.

References

- **NSAT Introduction** <link>.
- **MSW Glossary** <link>.
- **GRS FY10 RPOR (Global Relationship Study; Fiscal Year [20]10; Reporting Plan of Record);** authored by CMRI <link>.

Glossary

TERM	DEFINITION [source]
<COMPANY> CPE	<COMPANY> Customer and Partner Experience: High concept <COMPANY> initiative that encompasses the Company's work as it relates to the goals of becoming more customer-focused and connecting more meaningfully with customers and partners. <COMPANY> CPE is the OCIO organization responsible for gathering Business Partner Satisfaction and <COMPANY> Employees satisfaction with key IT services, all

TERM	DEFINITION [source]
	done in direct support of realizing the most positive Customer and Partner experience possible. [MSW Glossary - Search for "CPE"]
GRS	Global Relationship Study: A <COMPANY> relationship survey conducted twice per fiscal year designed to provide a measurement of customer and partner attitudes and perceptions. The Global Relationship Study is used to identify the strategic drivers for building strong relationships with customers and partners. This strategic survey provides insight into the focus areas and NSAT measurement down to the sub/district and business group levels. [MSW Glossary; GRS FY10 RPOR]

Compliance

Compliance is mandatory. The presentation of the survey findings **MUST** include a statement that the survey is in compliance with this Standard.

Compliance is measured by verifying that the following elements are present when disclosing NSAT values:

- NSAT Formula and scale follow this standard
- Question is disclosed verbatim; and it pertains to overall satisfaction
- Response rate, total number of responses, and sample size (number of people invited to take the survey) are published along with survey results
- The presentation of results includes a note that the survey is in compliance with this Standard

Enforcement

This standard is self-enforced. The <COMPANY> CPE from the OCIO organization is available to work with the NSAT owner to help update in-scope NSAT that does not meet this Standard.

Deferral & Exemption Process

The <COMPANY> CPE organization **MAY** consider requests for a deferral or exemption to this standard on a case-by-case basis. The requestor **MUST** ask for a deferral or an exemption from the <COMPANY> CPE org. The deferral request for non-compliant surveys **MUST** be accompanied by an adoption roadmap and timeline towards full adherence.

All deviations from this standard **MUST** be explicitly noted when publishing NSAT values.

Functional Area Membership

Name	Alias	Org	Job Title
<i>Role: Owner</i>			
Rafael Lara	rlara	OCIO	Senior Program Manager
<i>Role: SME</i>			
Patty Clusserath	Pattycl	OCIO	Senior Program Manager
<i>Role: Reviewer</i>			
Gus Gustafson	rgustafs	SD	Director Business Ops
Ken Drake	kendrake	Field IT	Business Manager
Cynthia Holmberg	cynthiah	OCIO	IT L&R Consultant
Peter Sysum	petersys	SMD	Sr. Operations Manager
Arnie Lund	alund	RxD	User Experience Director
Marbue Brown	marbueb	QBE	Sr. Program Manager

Extended Reviewers (Non-Voting) Participation

Name	Alias	Org	Job Title
<i>Role: Extended Reviewer</i>			
Wale Sobande	Walesoba	OCIO	CSI Director

Final Functional Area Feedback

- 1:1 with all members conducted by owner. Draft circulated on Dec. 3, 2022.
- Feedback received from all WG members and integrated into Standard.
- Proposed final out for approval Dec. 14, 2022; members approved 8-0.

[End of Standard]