

2015 InfoNet Services Awareness and Customer Satisfaction Survey

The objective of this survey is to evaluate the Department of Defense population for their familiarity, use, and need of InfoNet services and solutions, as well as improve the awareness and quality of our services to better cater to the needs of the DoD community.

Privacy Advisory: This survey does not use personal identifiers and your response cannot be associated with your name, email address or DoD ID number. The survey is compliant with the Privacy Act of 1974.

Survey Instructions: Please answer all the questions in the survey to the best of your ability. Review the instructions throughout the survey to better understand survey requirements.

Survey Length: 3-5 minutes

Survey End Date: September 30, 2015

Background: InfoNet is a government agency sponsored and managed full service digital signage program that supports the effort of collaboration across the DoD community. As a Washington Headquarters Services Program, InfoNet currently promotes over 200 programs within the Department of Defense. InfoNet supports the overall mission of the Department of Defense by providing official, timely and accurate emergency and non-emergency information, with the widest possible dissemination to military members, military families, DoD personnel and visitors to DoD facilities.

Demographics

Please select the name of your Organization/Agency?

Army

Navy

Air Force

USMC

DMA

WHS

OSD

Other. Please specify: _____.

Please select your classification?

Civilian Employee

SES

Contractor

Military Service Member

Other. Please specify: _____.

Which Department of Defense facility is your office located in?

Pentagon

Mark Center

Taylor-Polk

Joint Base Myer-Henderson Hall

Fort Belvoir

Crystal Square

Hoffman Complex

Other, Please specify _____.

InfoNet has two main customers: Ad Publishers (customers who only promote ads on the InfoNet general network throughout the National Capital Region) and System Owners (customers who procure a customized InfoNet solution for their office). How would you define your organization's current participation?

We are current InfoNet Ad Publishers

We have been InfoNet Ad Publishers in the past

We are current System Owners with exclusive messaging

We are current System Owners who also leverage ad publishing services throughout the NCR in other DoD Facilities

We are neither Ad Publishers nor System Owners but would like to learn more about the WHS InfoNet Digital Signage program

None of the Above

InfoNet Engagement

Which communication/promotion outlets have been helpful for your organization? (Check all that apply)

- Email
- Bulletin Board
- InfoNet
- Posters
- Column Wraps
- Flyers /Handouts
- Websites
- Social Media
- Press Advisory/ Media Channels
- Newspaper
- Newsletters
- Magazines
- Brochures
- Exhibits/Events
- Other, Please Specify_____.

InfoNet has over 80 systems deployed in DoD facilities throughout the National Capital Region. Where have you seen InfoNet? (Check all that apply)

- Pentagon Corridors
- Pentagon Athletic Center
- DiLorenzo Tricare Health Clinic
- Pentagon Library and Conference Center
- Pentagon Metro Entrance Facility
- Pentagon Customer Assistance Center
- Pentagon Parking Management Office
- Army G-4 Office
- Integrated Services Division Office
- Food Court in the Pentagon
- Mark Center Main Street
- Food Court in the Mark Center
- Mark Center Parking Garage
- Mark Center Transit Center
- Defense Privacy and Civil Liberties
- Taylor-Polk Buildings
- Joint Base Myer- Henderson Hall
- Fort Belvoir
- Hoffman Complex

InfoNet promotes over 2500 different messages annually for over 200 programs within the Department of Defense. Which categories of messaging do you find most valuable during your workday?

(check all that apply)

DoD News (Pentagon Channel, CNN feeds, DoD Website)

US News

World News

Workplace Events

Local News

Local Traffic

Local Weather

Date and Time

Events within the NCR

Transportation/Parking

Safety/Security

Social Awareness

Available Food, Retail, and Personalized Services

Social Awareness

Health/Fitness

Go Green/Eco Friendly

Trainings/Workshops

Other, Please specify_____.

How often does your program have a need to engage the DoD community?

Always

Often

Sometimes

Very Rarely

Never

How familiar are you with InfoNet? (Check all that apply)

I've used it to promote an organizational event, function, or initiative

I've seen it but have not used it to promote organizational events

I've attended events and/or participated in trainings or services due to a message I saw on InfoNet

I've heard of it but I've never seen or used it

My office or organization has a private InfoNet solution

I've never heard of it

Have you ever promoted or helped to promote OR plan to promote an organizational event, function, or initiative?

(Choose one that best applies to you)

I promoted in the past AND plan to promote in the future

I have not promoted in the past BUT plan to promote in the future

I have not and do not plan to promote

How satisfied are you with the following service characteristics? (Choose your level of satisfaction with each service characteristics or leave the answer as 'N/A' if not applicable)

Very Satisfied Somewhat Satisfied Neutral Somewhat Dissatisfied Very Dissatisfied N/A

Overall experience

Timeliness – InfoNet is charged with a 7 day turn around for ad development. Was the service completed in a timely manner or as promised?

Communications – Were you provided regular updates about the status of your request? If the deadline was going to be missed, were you provided that information ahead of time?

Active Listening – Did the service provider listen to your individual needs and ask the appropriate questions in order to fully understand your request or concerns?

Responsiveness – Did you receive a reply to your email and/or have your call returned within a reasonable timeframe? Did the service provider give you the information you needed or pointed you in the right direction?

Professionalism – Did the service provider communicate in a professional manner in person, on the phone, and/or through email?

Accuracy – Did the service meet the specifications that you initially requested? Did you have to return to the service provider in order for them to correct a mistake that they had made?

Trusted Advisor – Did the service provider offer valuable advice and counsel?

Familiarity with InfoNet Solutions

Does the organization you support have a need to engage a targeted audience (usually internal communication to colleagues or direct communication to customers) to:

- Increase attendance for an event or training
- Increase awareness of a tool, service, or regulation
- Increase participation in a program or available resource
- Increase traffic to a website or other online presence (i.e. social media)
- Decrease workplace accident, health, and safety risk
- Inform personnel of upcoming meetings regularly
- My organization does not have the need for an internal communication solution

Does your agency or program have a need or interest in the following capabilities?

- Internal Communications (communicate non-classified videos, messages or announcements to colleagues or customers)
- Emergency Management (communicate urgent safety and security messages throughout your workplace facility)
- Live TV Integration (deliver real time cable TV broadcast and internal communications simultaneously)
- Conference Room Schedule Display (deliver a schedule of meetings, events and trainings)
- My organization does not have the need for an internal communication solution

Has your office or organization identified a need for an internal communication solution; to communicate messages or announcements to your colleagues or customers in a lobby, conference center/room, waiting area, or break area in your office suite?

- Our office does have the need for an internal communication solution
- Our office does not have the need for an internal communication solution

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Thank you page:

Thank You for participating in the 2015 InfoNet Services Awareness and Customer Satisfaction Survey! Your feedback will help us determine how the DoD community experiences and perceives the services we provide. As a Washington Headquarters Services program, our aim is deliver high quality services to the Department of Defense Community.

Would you like to learn more about the InfoNet Program and the offered solutions? (Opt-In: By providing the following you agree to being contacted by the InfoNet Team)

- Yes
- No

Name _____
 Email _____
 Organization: _____
 Phone Number: _____

Sincerely,
The InfoNet Team