HITS Customer and Staff Quarterly Survey

HITS Performance & Improvement Management conducts a quarterly survey, open to customers and staff, to track satisfaction and drive improvement.

Our Motivation

There are two critical reasons we conduct this survey: it helps us identify successes to celebrate and shortcomings to address. Beyond those, it also provides a basis for which we can benchmark ourselves against peer organizations and, over time, demonstrates the impact of our improvement efforts.

Take the survey!
https://hits.medicine.umich.edu/feedback

Topics

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Our Methodology

The survey is based on the [Net Promoter Score system](https://www.salesforce.com/products/marketingcloud/academic/npssystem/) and begins by asking the participant to rank HITS, on a scale of 0 to 10, using the central NPS question:

| If you could choose your IT service provider, what's the likelihood you would recommend HITS to a colleague or friend? |

The numerical answer is used to classify respondents as Promoters (who fuel growth), Passives (who have minimal impact on growth), and Detractors (who impede growth).

![Detractors, Passives, Promoters]

Specific follow-up questions are then asked of each category to help us better understand why they rated us the way they did. Once all the answers are tallied, overall NPS score is calculated using a standard equation.

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\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}
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The full survey lifecycle (preparation, distribution, analysis, and follow-up) is governed by a process of our own design.
Want to Know More?

If you have question, please send a note to HITS Performance & Improvement Management at mispim-questions@umich.edu.