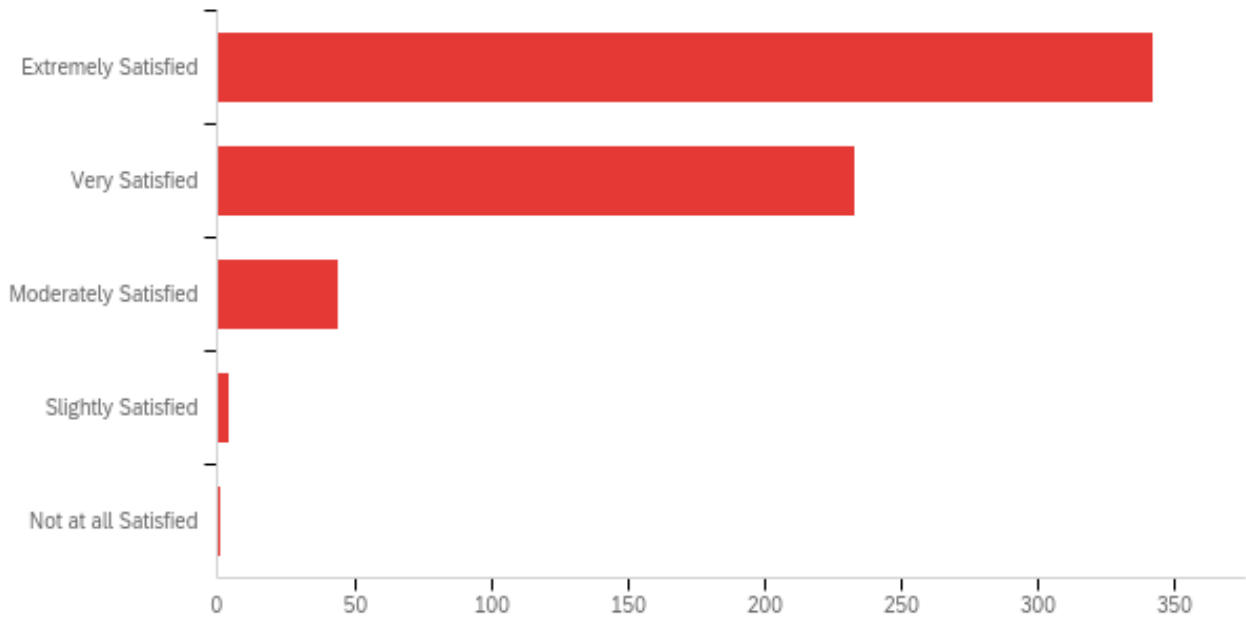


Printing Services Customer Survey 2021

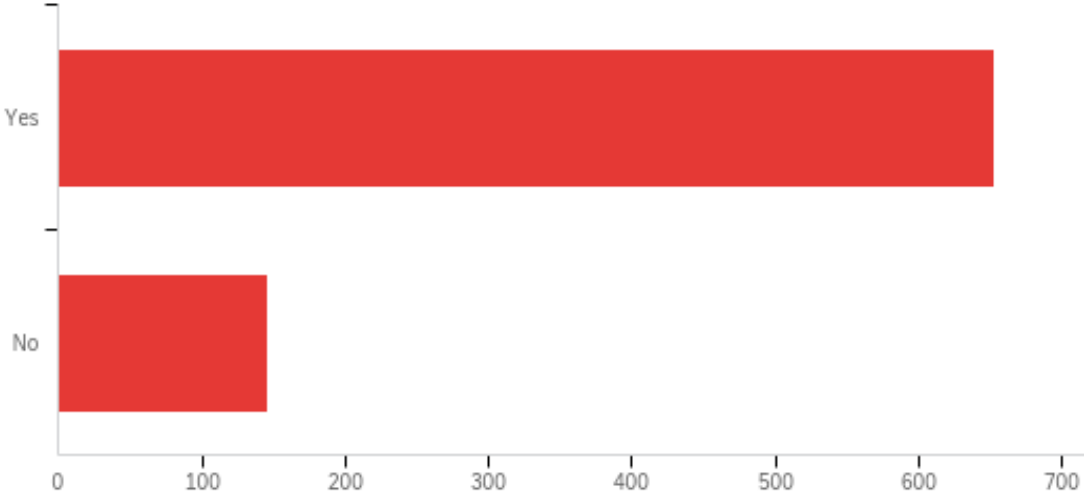
Survey conducted April, 2021

How would you rate our overall products/services?



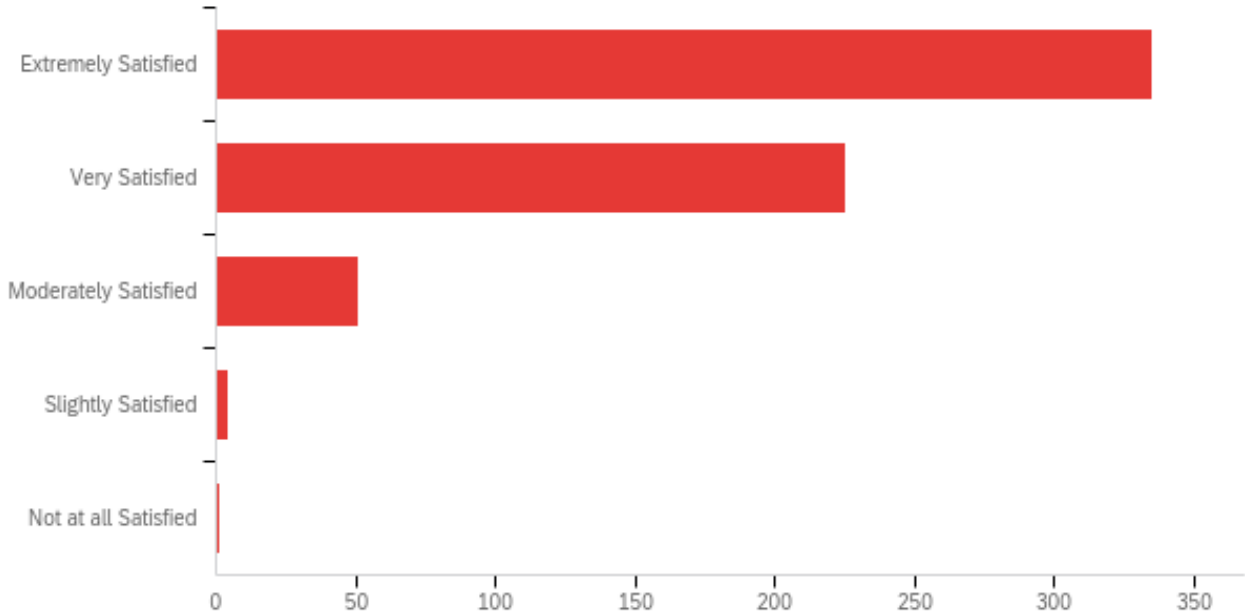
#	Answer	%	Count
1	Extremely Satisfied	54.81%	342
2	Very Satisfied	37.34%	233
3	Moderately Satisfied	7.05%	44
4	Slightly Satisfied	0.64%	4
5	Not at all Satisfied	0.16%	1
	Total	100%	624

Do you or your unit currently do business with ISU Printing Services?



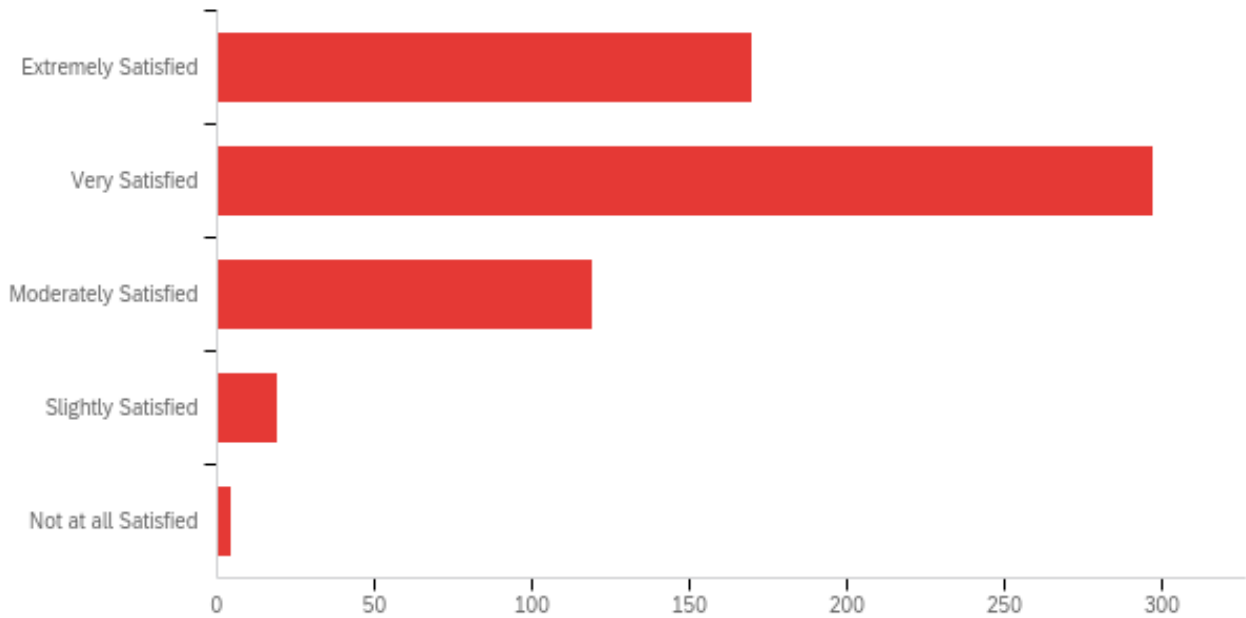
#	Answer	%	Count
1	Yes	81.73%	653
2	No	18.27%	146
	Total	100%	799

How would you rate our completion time or turn-around times?



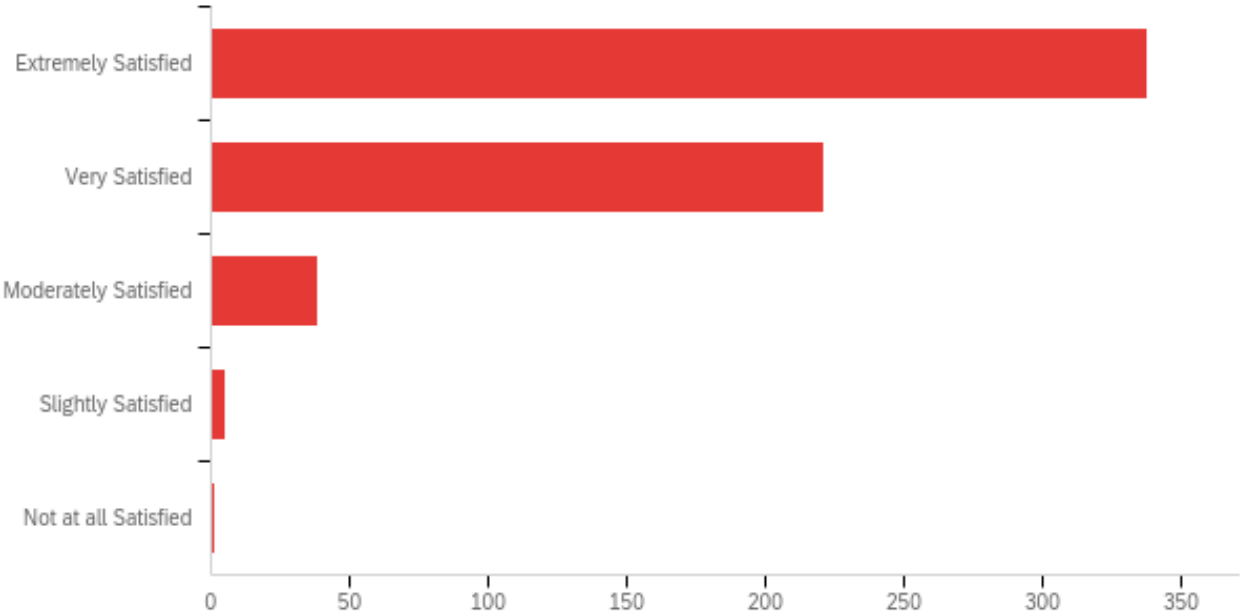
#	Answer	%	Count
1	Extremely Satisfied	54.38%	335
2	Very Satisfied	36.53%	225
3	Moderately Satisfied	8.28%	51
4	Slightly Satisfied	0.65%	4
5	Not at all Satisfied	0.16%	1
	Total	100%	616

How would you rate our prices?



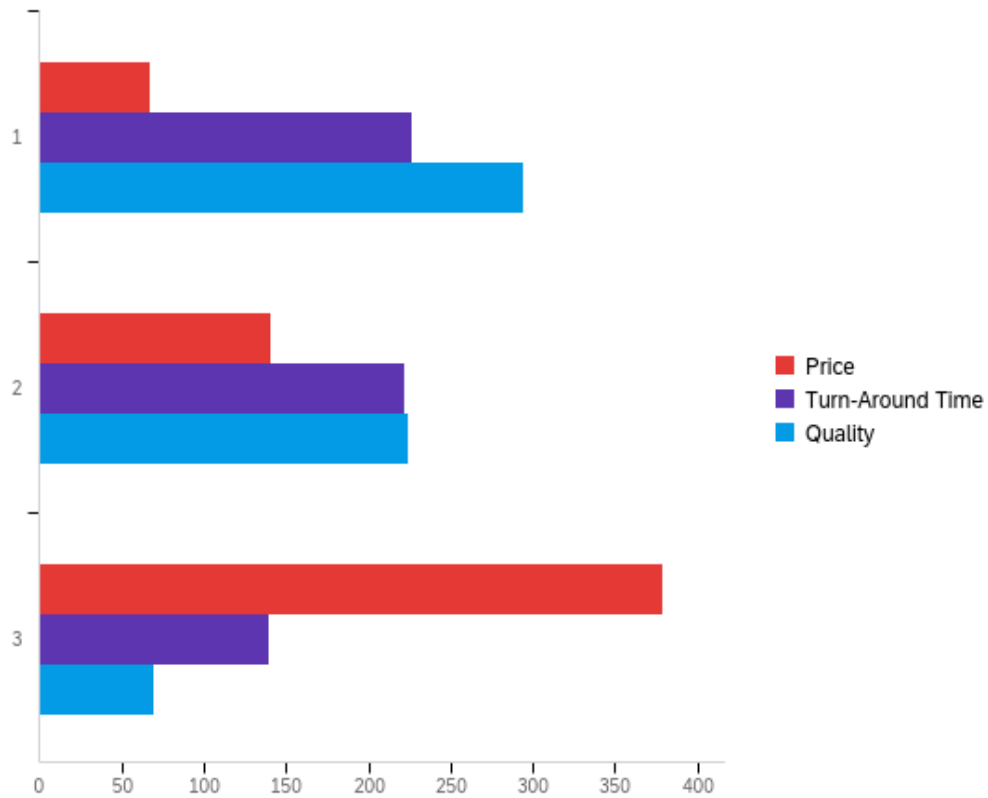
#	Answer	%	Count
1	Extremely Satisfied	27.91%	170
2	Very Satisfied	48.77%	297
3	Moderately Satisfied	19.54%	119
4	Slightly Satisfied	3.12%	19
5	Not at all Satisfied	0.66%	4
	Total	100%	609

How would you rate the quality of our products?



#	Answer	%	Count
1	Extremely Satisfied	56.05%	338
2	Very Satisfied	36.65%	221
3	Moderately Satisfied	6.30%	38
4	Slightly Satisfied	0.83%	5
5	Not at all Satisfied	0.17%	1
	Total	100%	603

Please rank these factors by importance, as they relate to the majority of orders you place.



#	Question	1	2	3	Total			
1	Price	11.41%	67	24.02%	141	64.57%	379	587
2	Turn-Around Time	38.50%	226	37.82%	222	23.68%	139	587
3	Quality	50.09%	294	38.16%	224	11.75%	69	587

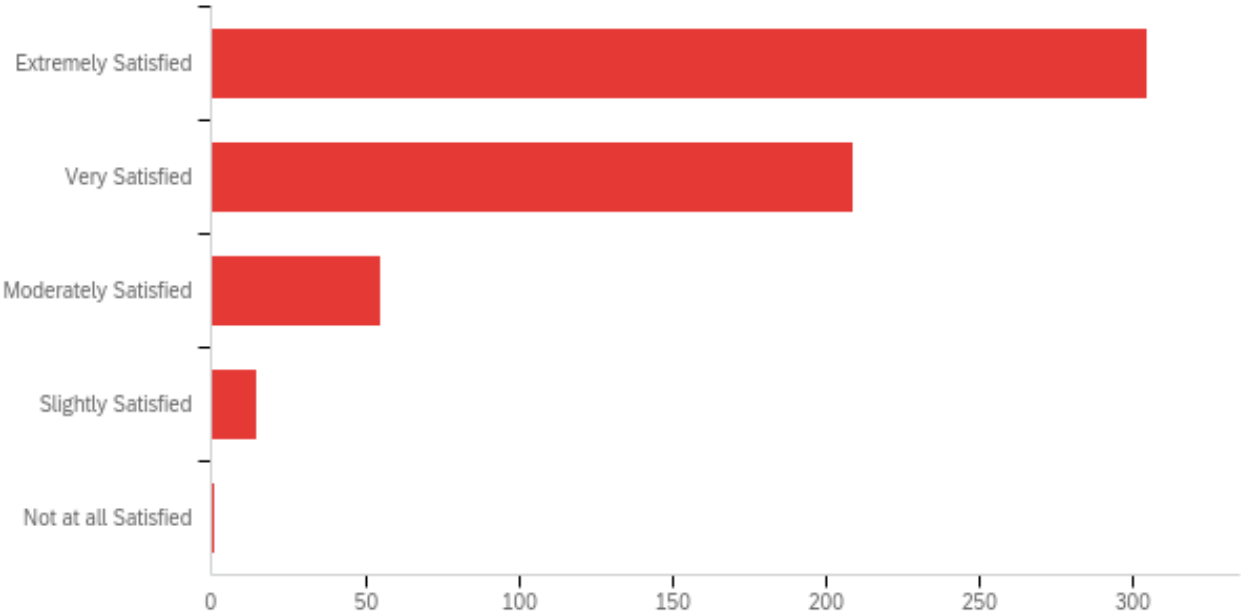
Overall Ranking of Importance Summary:

#1: Quality

#2: Turn-Around Time

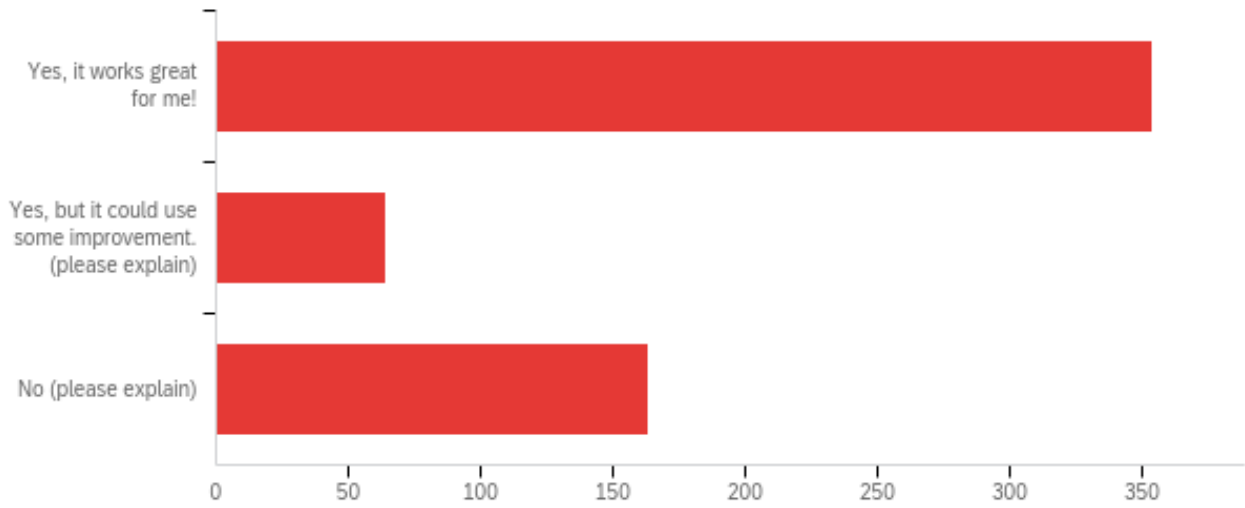
#3: Price

How would you rate the convenience (ease of doing business) of our services?



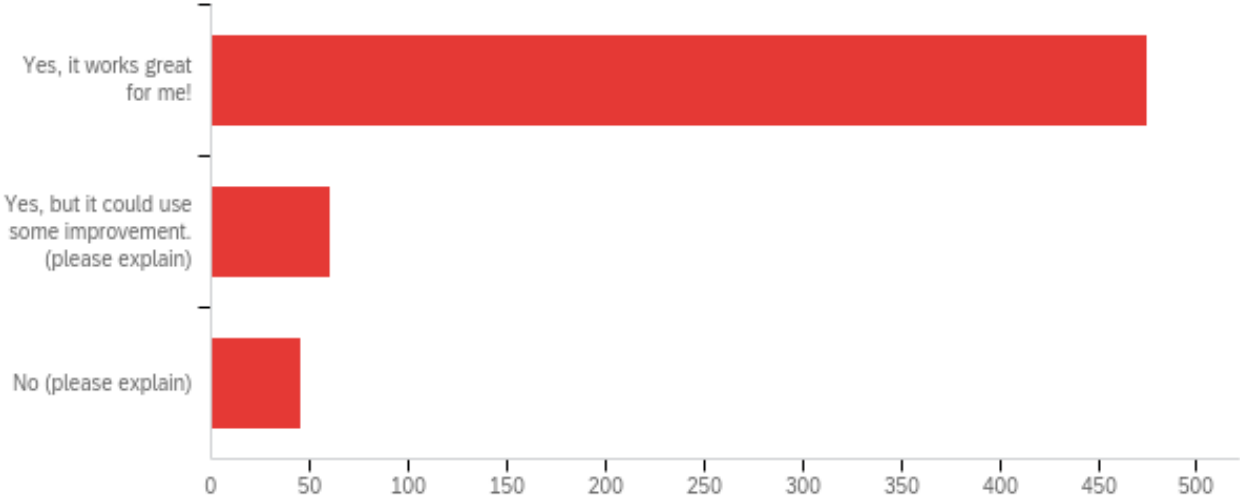
#	Answer	%	Count
1	Extremely Satisfied	52.14%	305
2	Very Satisfied	35.73%	209
3	Moderately Satisfied	9.40%	55
4	Slightly Satisfied	2.56%	15
5	Not at all Satisfied	0.17%	1
	Total	100%	585

Do you utilize our online print/estimate request form?



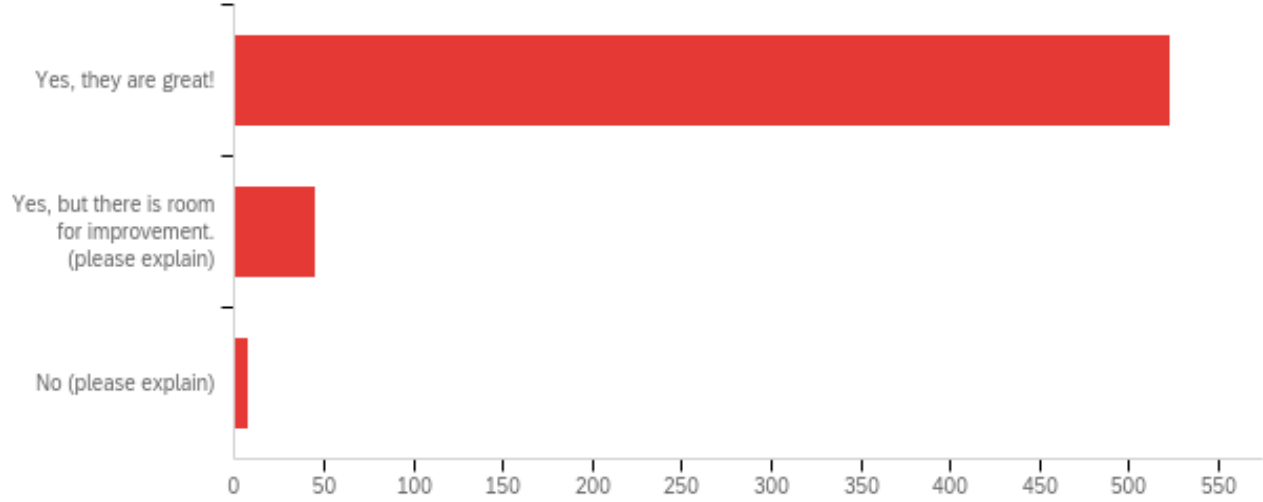
#	Answer	%	Count
1	Yes, it works great for me!	60.93%	354
2	Yes, but it could use some improvement. (please explain)	11.02%	64
3	No (please explain)	28.06%	163
	Total	100%	581

Does our website meet your needs?(Constructive comments are appreciated)



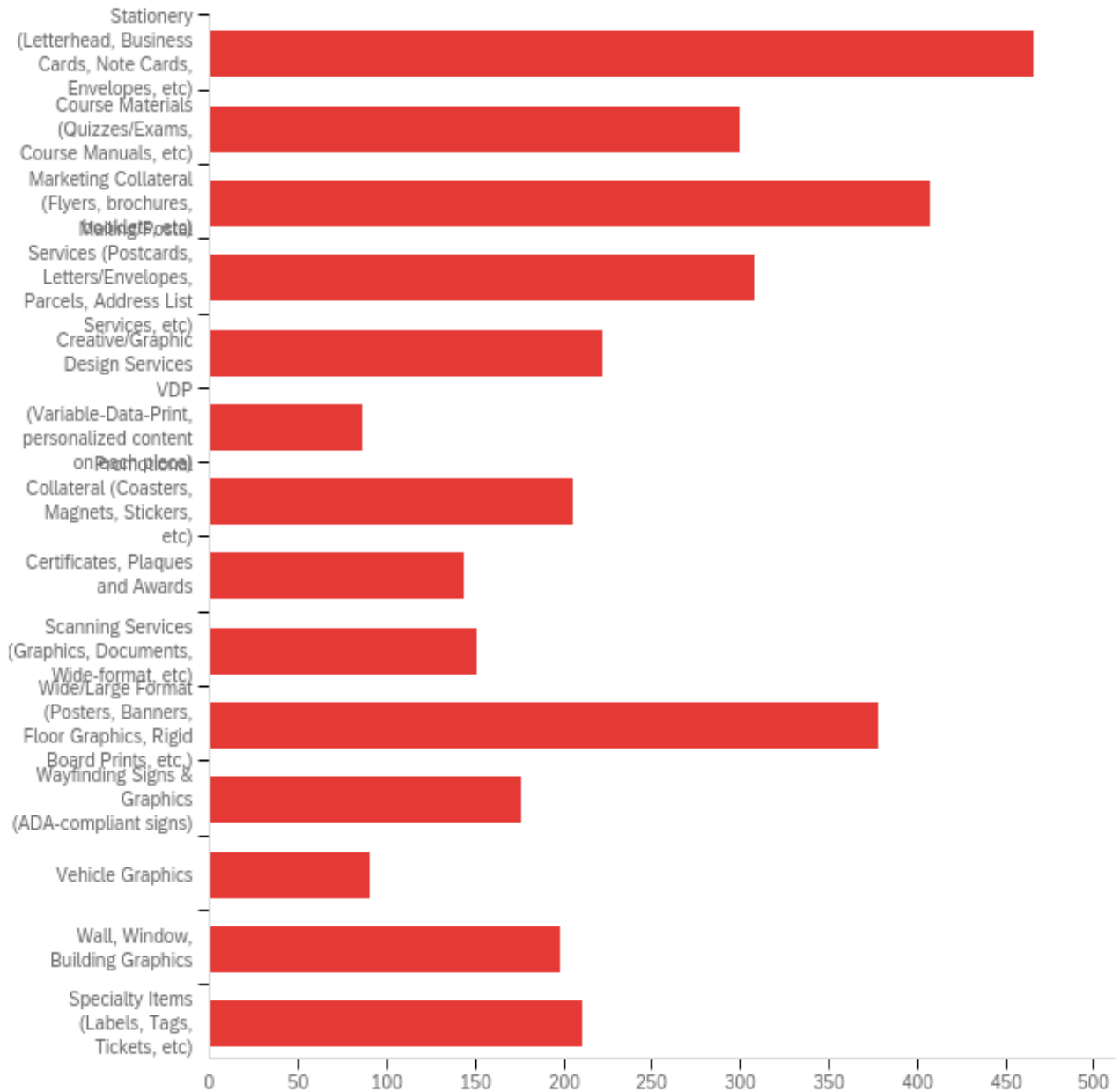
#	Answer	%	Count
1	Yes, it works great for me!	81.90%	475
2	Yes, but it could use some improvement. (please explain)	10.34%	60
3	No (please explain)	7.76%	45
	Total	100%	580

Does our staff meet your customer service expectations and needs?



#	Answer	%	Count
1	Yes, they are great!	90.80%	523
2	Yes, but there is room for improvement. (please explain)	7.81%	45
3	No (please explain)	1.39%	8
	Total	100%	576

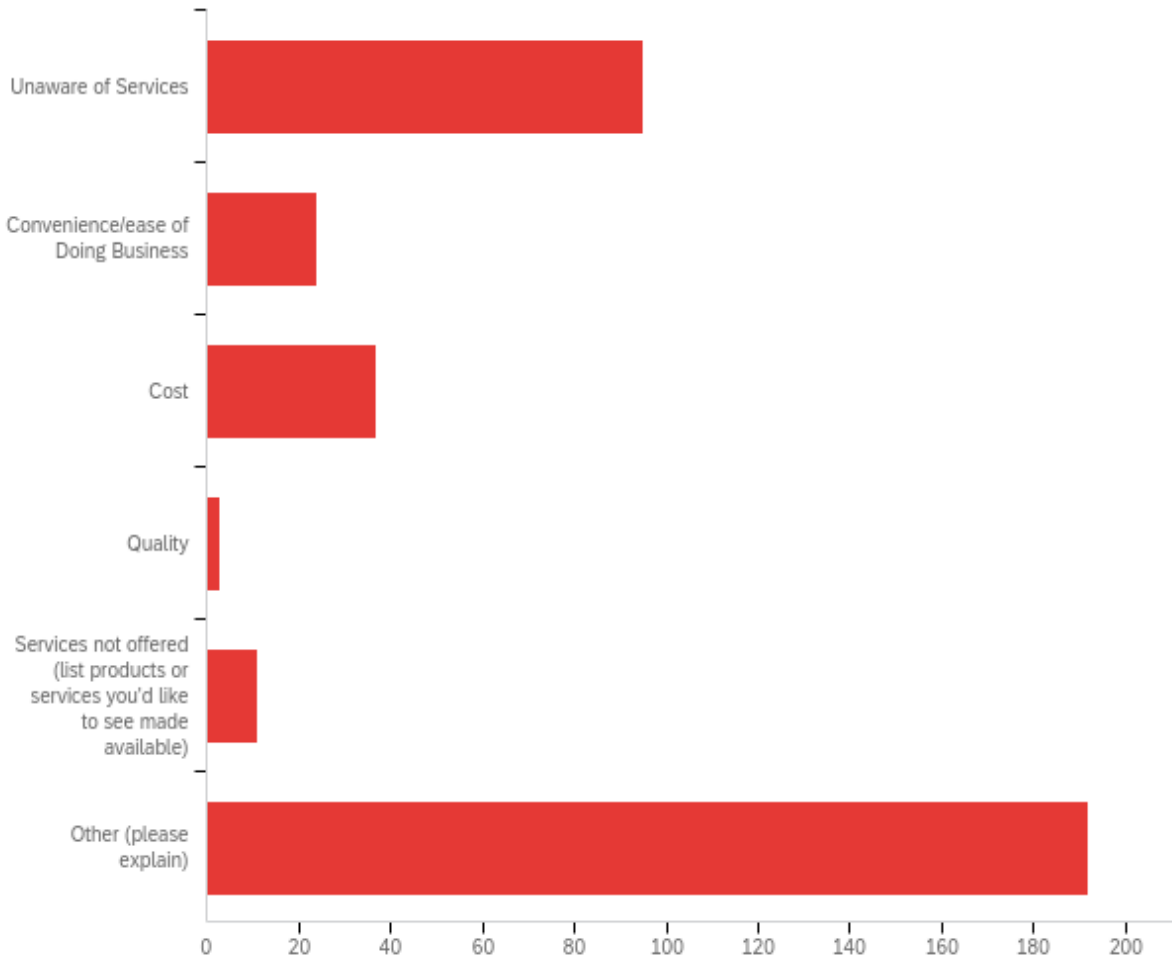
Please select the products and services below that you are aware Printing Services provides: (Select all that apply)



#	Answer	%	Count
1	Stationery (Letterhead, Business Cards, Note Cards, Envelopes, etc)	13.94%	466
2	Course Materials (Quizzes/Exams, Course Manuals, etc)	8.97%	300

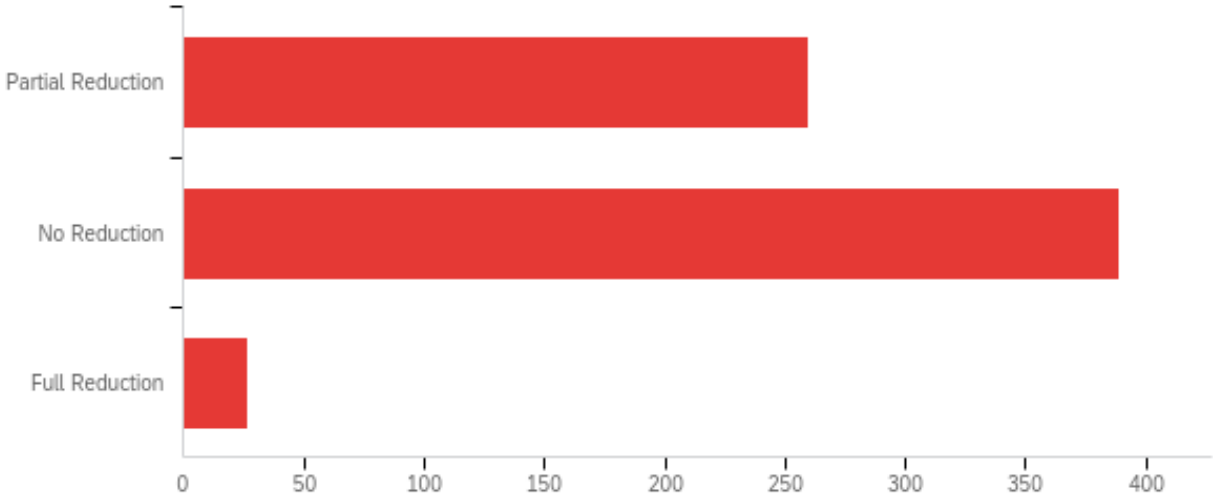
3	Marketing Collateral (Flyers, brochures, booklets, etc)	12.17%	407
4	Mailing/Postal Services (Postcards, Letters/Envelopes, Parcels, Address List Services, etc)	9.21%	308
5	Creative/Graphic Design Services	6.64%	222
6	VDP (Variable-Data-Print, personalized content on each piece)	2.57%	86
14	Promotional Collateral (Coasters, Magnets, Stickers, etc)	6.16%	206
15	Certificates, Plaques and Awards	4.31%	144
16	Scanning Services (Graphics, Documents, Wide-format, etc)	4.52%	151
17	Wide/Large Format (Posters, Banners, Floor Graphics, Rigid Board Prints, etc.)	11.31%	378
18	Wayfinding Signs & Graphics (ADA-compliant signs)	5.26%	176
19	Vehicle Graphics	2.69%	90
20	Wall, Window, Building Graphics	5.92%	198
21	Specialty Items (Labels, Tags, Tickets, etc)	6.31%	211
	Total	100%	3343

For those that apply, why haven't you or your unit done business with Printing Services? (select all that apply)



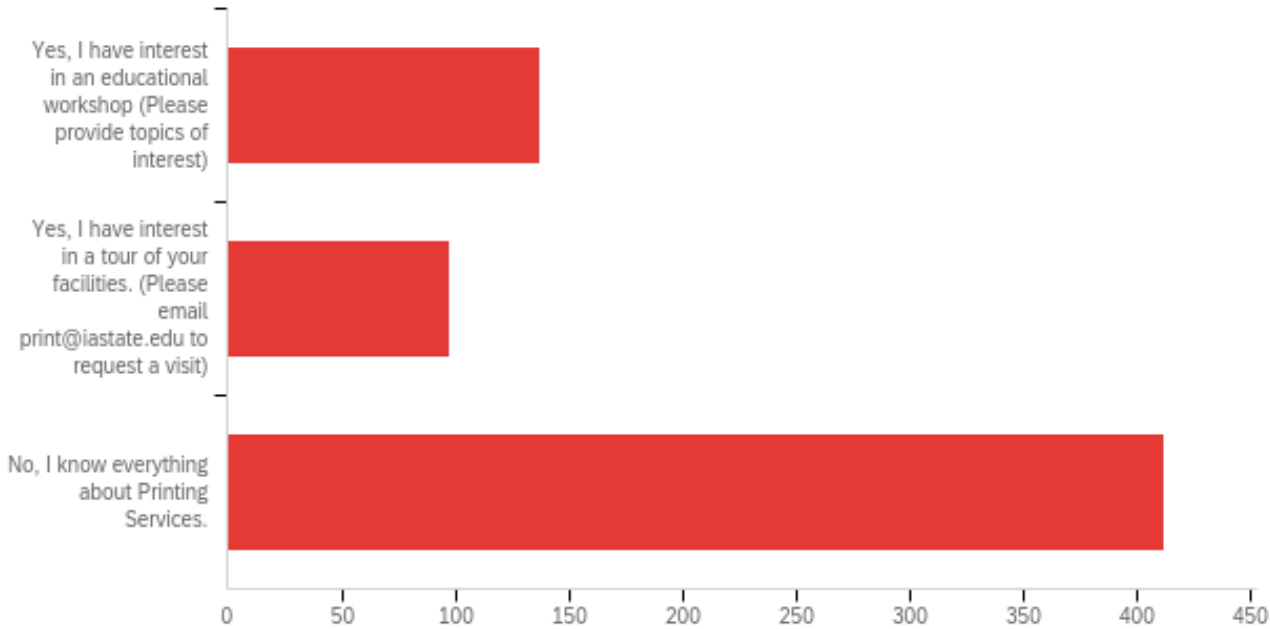
#	Answer	%	Count
1	Unaware of Services	26.24%	95
2	Convenience/ease of Doing Business	6.63%	24
3	Cost	10.22%	37
4	Quality	0.83%	3
5	Services not offered (list products or services you'd like to see made available)	3.04%	11
6	Other (please explain)	53.04%	192
	Total	100%	362

How has your printing budget been affected by the Covid-19 pandemic?



#	Answer	%	Count
1	Partial Reduction	38.46%	260
2	No Reduction	57.54%	389
7	Full Reduction	3.99%	27
	Total	100%	676

Would you be interested in one of our educational workshops and/or tour of our facilities (in person or virtual)? (select all that apply)



#	Answer	%	Count
1	Yes, I have interest in an educational workshop (Please provide topics of interest)	21.17%	137
2	Yes, I have interest in a tour of your facilities. (Please email print@iastate.edu to request a visit)	15.15%	98
3	No, I know everything about Printing Services.	63.68%	412
	Total	100%	647