APPENDIX B: KGIS EXTERNAL CUSTOMER SATISFACTION SURVEY RESULTS

Survey Method

A number of calls to recent KGIS data consumers were made on 10/16/13 and 10/17/13. Fourteen of the 100 customers/consumers who used KGIS data under a data license agreement in 2012 or 2013 were successfully contacted and interviewed. Most were employed by engineering or architecture firms, however exceptions such as TVA, UT and Knoxville Arboretum are included.

This report summarizes the results of those interviews.

Interview Questions

1. Can you summarize the type of data you acquired from KGIS.
2. How would you rate the accuracy of the data?
3. How would you rate the completeness of the data?
4. How would you rate the currency (i.e. up to date) of the data?
5. How would you rate the value of the data product?
6. How would you rate the helpfulness of KGIS Staff when responding to your request?
7. Was the KGIS website helpful when identifying your required dataset(s)?
8. Were you satisfied with the amount of time taken to receive your data after the request?
9. Could you suggest any improvements to the data products you've received from KGIS?

In some cases particular questions were not relevant for the data type received by a particular consumer.

Detailed Interview Results

Type of data:

Topographic	8 out of 14 respondents
Roads	5 out of 14 respondents
Utilities/KUB	4 out of 14 respondents
Planimetric	3 out of 14 respondents
Parcels	3 out of 14 respondents
Lidar	3 out of 14 respondents
Ortho	2 out of 14 respondents
Vegetation	1 out of 14 respondents

Accuracy of data

Excellent	2 out of 14 respondents
Very Good	6 out of 14 respondents

Good   2 out of 14 respondents
Don't Know (haven't used it yet) 4 out of 14 respondents

Additional comments:
- KGIS data is the benchmark
- very good for planning, ok for engineering
- 2010 Lidar is excellent

Completeness of data
Excellent   1 out of 14 respondents
Very Good   3 out of 14 respondents
Good   3 out of 14 respondents
Don't Know or can't say   7 out of 14 respondents

Additional comments:
- Extremely thorough

Currency of data
Very Good   2 out of 14 respondents
Good   6 out of 14 respondents
Don't Know or can't say   6 out of 14 respondents

Value of purchased data
Overpriced   1 out of 14 respondents
High value   2 out of 14 respondents
Good/fair value   3 out of 14 respondents
Data was granted, not purchased   8 out of 14 respondents

Additional comments:
- KGIS data is priced higher than comparable data sources, but the quality is so high that it is somewhat justified.

Helpfulness of KGIS staff
Excellent   2 out of 14 respondents
Very Good   11 out of 14 respondents
Good   1 out of 14 respondents

Usefulness of KGIS website
Very useful   9 out of 14 respondents
Didn't use   5 out of 14 respondents

- All respondents who had used the KGIS website were complimentary.
- Of the 5 respondents who didn't use the site, most didn't need to because they already had an established/direct relationship with KGIS staff and could therefore request data directly.

KGIS Response time

Excellent   3 out of 14 respondents
Very Good   11 out of 14 respondents

- Respondents unanimously praised timeliness of KGIS response for requested data.
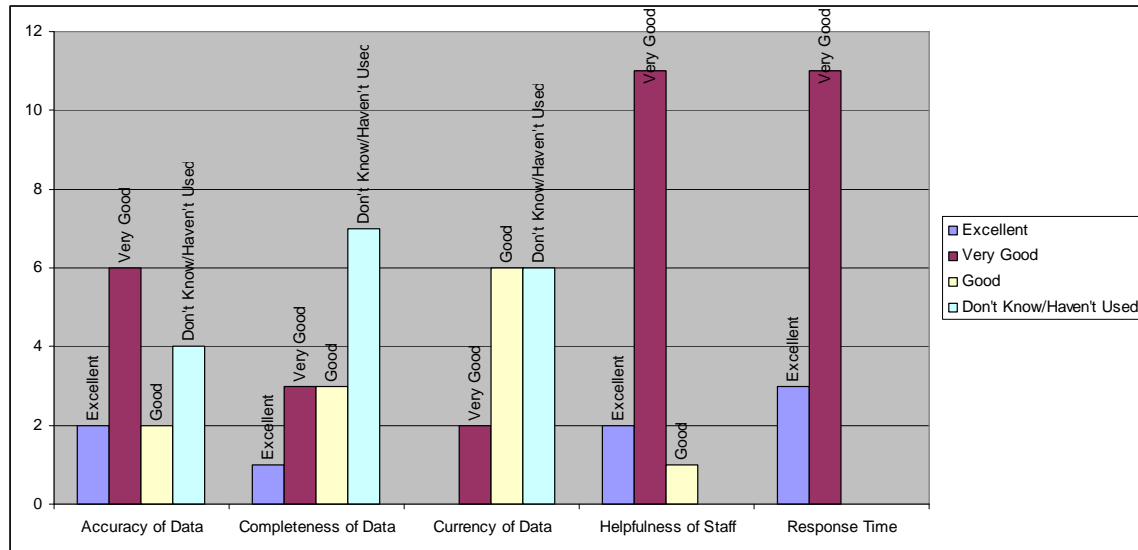
Suggested Improvements to KGIS data or processes

Process-specific suggestions:
- would prefer to not have to pick up the cd in person - would prefer if the KGIS website included tools to download the data.
- Improve communications re:format of supply. 3 separate customers mentioned receiving data in a different format to that requested.
- Better metadata describing the features included in the data.
- A better ordering tool on the website. Always requires multiple emails back-and-forth to clarify requirements.
- It would be good to be able to buy smaller areas, e.g. half tiles.
- A better method of defining the required area. Problems with getting the correct area - hard to describe it to KGIS staff due to different projection data.
- lower the price.

Data-specific suggestions:
- Topographic could be a little more accurate but he understands that it would cost a lot to improve.
- Utilities data not as high-quality as other datasets.
- right-of-way data either not available or needs to be higher quality   .