

Data Users / Creators Survey

Please take a moment to complete the following survey on your usage and knowledge of the data and data systems in the company. Your frankness and expertise are very valuable to us, so please answer each question to the best of your ability, and as truthfully and accurately as possible. Feel free to elaborate where necessary. Rest assured that all your answers will be held in strictest confidence.

Thank you for your valued cooperation.

TO COMPLETE THIS SURVEY, SIMPLY WRITE IN YOUR ANSWERS IN THE SPACE IMMEDIATELY BELOW EACH QUESTION. FOR MULTIPLE CHOICE QUESTIONS, PLACE AN "X" NEXT TO YOUR ANSWER.

INTRODUCTION:

1. What is your current job title?
2. How long have you been with the company?
3. How long have you been in your current position?

YOUR USAGE OF THE SYSTEM:

1. How much of your average day is spent working with the data in the system? _____ %
2. Is this enough time to accomplish all of your work? ___ Always ___ Sometimes ___ Never
3. Would you describe the system as: ___easy to use ___difficult ___somewhere in between?
4. You primarily use the data for: ___Sales ___Marketing ___Cust. Srv. ___Other (describe)

5. Have you received formal training on creating, updating, or querying the data? ___Yes ___No
6. If Yes, would you describe the level of training as: ___Basic ___Intermediate ___Advanced
7. Did you receive any training on proper data entry techniques or standards? ___Yes ___No

If so, was this training helpful to you? ___Yes ___No ___ N/A

8. Training is provided: ___ Once ___ Occasionally / Irregularly ___ Scheduled / ongoing

9. Were formal training materials provided (manuals, flowcharts, etc.)? Yes No
10. If so, how often do you refer to those materials: Often Occasionally Never

THE DATA:

1. How do you receive the data you enter / update into the system?
 Phone Printed Material Handwritten Material Other (describe)

2. What are some of the problems you encounter with these source/s?

3. On a scale of 1 to 10, with 1 being very inaccurate and 10 being perfect, how would you rate the overall accuracy of the data you work with _____
4. What does the term "Data Quality" mean to you?

5. Who do you feel is responsible for the overall accuracy of the data?
 IT Dept People who create it Don't know Other (please describe)

6. If the data in your organization was 100% perfect, what benefits do you think would come of that:
 Increased Sales More Profitable Sales Increased Productivity Other (describe)

7. On a scale of 1 to 10, with 1 being very low and 10 being very high, how would you rate the company's internal data with respect to:

Timeliness 1 2 3 4 5 6 7 8 9 10

Completeness 1 2 3 4 5 6 7 8 9 10

Accuracy 1 2 3 4 5 6 7 8 9 10

8. How do the scores you assigned in question #7 above affect your ability to do your job?

9. Are there set procedures in place to help maintain the accuracy of the data? ___Yes ___No

10. If so, are these procedures in writing? ___Yes ___No ___N/A

11. If so, are these procedures updated on a regular basis? ___Yes ___No ___Don't Know

Thank you very much for your help with this survey!