

# 2017 Customer Satisfaction Survey

## PROGRESS REPORT

JUNE 1, 2018

# Customer Satisfaction Survey

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## Progress Report – June 1, 2018

### **About the Survey**

- The survey was administered by UCSD's Office of Operational Strategic Initiatives. UCSD houses the raw data and only provides the results in report form to maintain confidentiality and for ease of use by the division.
- 2017 was the first year for the Customer Satisfaction Survey (open April 5-28)
- Twenty different services across 9 administrative areas were included in the survey
- The survey included 10-12 standard scaled (1-5) rating and up to 3 open-ended questions
- 46,825 faculty, staff, and students, were invited to give feedback. Of this total, 5% were faculty, 5% were staff, and 90% were students.
- 8629 (18%) responded the survey

### **Sharing the Survey Results**

- VP Kim and AFSAT received their area's survey results in June 2017
- All MPPs within the division received their department's survey results in July 2017
- MPPs shared with staff throughout summer 2017
- The VP's Office posted survey results to share with the campus community and public on the [adminfin.fullerton.edu](http://adminfin.fullerton.edu) website in August 2017

### **Using the Survey Results**

- **Launch:** In July 2017, division managers participated in a day long retreat to analyze the results and develop initial action plans. Since this was the first year conducting the survey, one of the primary goals of this retreat was to familiarize managers with the reports and make the process of using data less intimidating.
- **Structure:** Departments formed survey teams comprised of both staff and management to analyze and develop action plans. Some survey teams included customers.
- **Support:** From October to December 2017, the VP's Office conducted nearly 30 workshops for survey teams to support survey action planning. Various tools, resources, and coaching were provided as well as consultation on different ideas and solutions.
- **Accountability:** Monthly "check-ins" with survey team leads were sent via email asking for progress reports. Each survey team was asked to communicate directly to customers on their improvements.
- **Modeling:** Leaders are invited to share at the quarterly division leadership meetings on how survey data was used to make improvements. With continuous sharing, peers will hopefully see the increased value for using the survey data and learn from one another.

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## **COMPLETED Improvements (as a result of survey action planning)**

### **1. Accounting Services and Financial Reporting**

- Conducted training on accounting forms to address need for better awareness of process and using ASFR forms

### **2. AFIT**

- Revamped the website for AFIT, ETC, and DMC due to critical feedback regarding website content and organization

### **3. Construction, Planning, & Design**

- Developed a process flow chart for better project management

### **4. Contracts and Procurement**

- Provided a Procurement 101 Campus-wide training series

### **5. Custodial Services**

- Increased frequency of floor drain maintenance from monthly to weekly due to complaint of restroom smells
- Cleaned trash cans and sanitized during campus breaks and intersessions
- Changed water buckets to use fresh water for each bathroom cleaning

### **6. Environmental Health & Safety**

- Extended hours of operation to accommodate researchers and lab technicians
- Streamlined waste pick-up process with an online pick-up form and a 24-hour goal for staff to complete the request.
- Hired two student assistants to assist in waste pick-up due to demand.

### **7. Facilities Management – Service Center**

- Revamped the website, removing old pages, and providing clear contact information to connect with the Service Center
- Implemented the Zone Management program to assist clients through their work orders and address concerns
- Reviewed the work order data system process to identify gaps or problems areas

### **8. OC Choice Catering**

- Implemented large group discounts
- Created University-wide task force to collect feedback on catering experience (includes President's Office, Student Affairs, Academic Affairs, and ASI)
- Developed a new pack out and checklists to ensure equipment and items are not misplaced
- Created a "no frills" menu option created for budget conscious customers
- Developed surveys to be sent out quarterly to key customers starting Jan 2018 to evaluate pricing, service, quality, etc.
- Streamlined kitchen production to increase efficient output

### **9. Parking and Transportation Services**

- Created a new parking map and brochure of off-site parking locations, shuttle stops, visitor information centers, permit machines, and all parking/transportation services.
- Marked more clearly shuttle stop areas with large screen prints of parking signage

### **10. Student Financial Services**

- Created video on "How to Make an Online Payment" now posted to the website

- Created brochures for student orientation with information on SFS services, fees, etc. along with a SFS branded canvas bags to give to new students.
- Utilized the division branding, logo, and icons, to better differentiate from Financial Aid.
- Updated manuals/cheat sheets for Student Assistants to use when providing service
- Created the call center at College Park

#### **11. Titan Shops**

- Placed more visible in-store signage to direct customers to merchandise locations
- Provided hot water in convenient stores for store items requiring hot water
- Increased sales with shelf tags indicating value (good, better, best)

#### **12. VP's Office**

- Organized a meeting for all division administrative support staff to offer feedback, share best practice, and receive additional training.
- Developed division branding material to be used as tool for all departments and to promote a common theme to increase campus awareness of services and to connect internal staff to division goals
- Organized a quarterly leadership meeting to increase knowledge sharing and communication across the division
- Launched a monthly meeting with operational managers to address challenges and share resources and best practices throughout the division
- Developed an annual report to celebrate achievements, communicate both internally and externally the division's scope of work and milestones.
- Spearheaded a customer service initiative to include the redesign of department websites in order to improve communications with the campus community (facilities, resource planning, and facilities use are completed with several other in process).