

The Road to Success: Customer Satisfaction Survey 2017

Titan Shops

Of the 46,825 Titans
invited to take the survey

44% STAFF

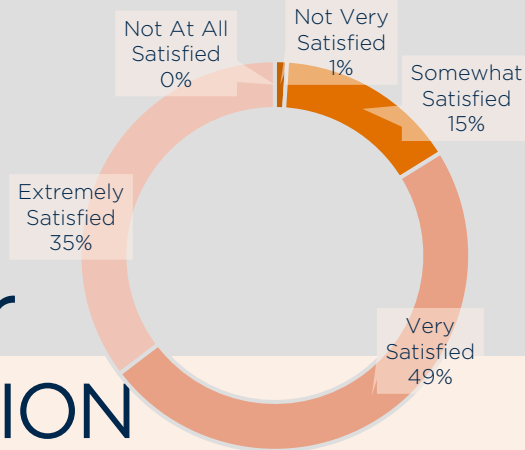
24% FACULTY

17% STUDENTS

RESPONDED

Overall Customer SATISFACTION

for Titan Shops



6938

RESPONSES

to the Titan Shops survey
questions

Influential Strengths

Understands my Needs & Requirements
Moving in a Positive Direction
Provides Effective Advice & Guidance
Responds to Requests Within an
Acceptable Time

4.17

MEAN SCORE

Overall Customer
Satisfaction

Scale: 1-5

Resolves Problems Effectively

Primary Opportunities for

IMPROVEMENT

The Road to Success Customer Satisfaction Survey 2017
 Titan Shops, Campus Bookstore

Titan Shops, Campus Bookstore sells school and tech supplies, textbooks, Titan Gear, and convenience store snacks/drinks. Services include book requisitions and Titan payment plans.

Primary Opportunities

Resolves Problems Effectively

6,938
 respondents

Influential Strengths

- Understands My Needs and Requirements
- Moving in a Positive Direction
- Provides Effective Advice, Guidance
- Responds to Requests Within an Acceptable Time

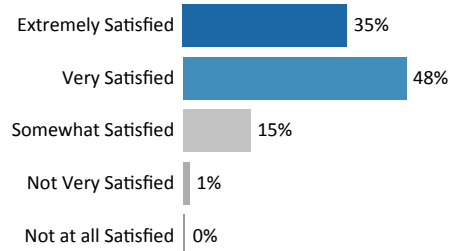
Overall Satisfaction

Thinking of your OVERALL experience with this department, how would you rate your satisfaction with it during the past 12 months in meeting your department's needs?

4.17

mean

Standard Deviation
 0.75



Mean Scores Below 3.00 - Low | 3.00 to 3.59 - Marginal | 3.60 to 4.29 - Good | 4.30 & above - Excellent

#	Question	2017
1	Thinking of your OVERALL experience with Titan Shops, how would you rate your satisfaction with Titan Shops during the past 12 months?	4.17
2	Understands my needs and requirements	4.14
3	Accessible to customers (via phone/voicemail, email, online chat, OR in-person)	4.11
4	Responsive to requests or problems within an acceptable time	4.13
5	Provides effective support, guidance, products, and/or tools	4.15
6	Resolves problems effectively	4.12
7	Effectively uses department's website to provide up-to-date information and services	3.98
8	Effectively communicates about products and services	4.02
9	Knowledgeable staff	4.13
10	Courteous, helpful staff	4.32
11	Moving in a positive direction to better meet my needs	4.15

Background

- 2017 was the first year for the The Road to Success Customer Satisfaction Survey
- 20 different services across 9 administrative areas were included in the survey
- The survey included 10 to 12 standard scaled (1-5) rating questions 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
- 8,629 (18%) responded to the survey
- Each survey invitee could select which services they wanted to evaluate
- Since some services are used only by faculty or staff or students, invitees could only select services relevant to them
- The survey was available to take from April 5 to April 28, 2017
- N/As and blank responses did not count in calculations for mean scores