

THE ROAD TO SUCCESS: 2018 CUSTOMER SATISFACTION SURVEY EXECUTIVE SUMMARY

The Customer Satisfaction Survey was administered to CSUF students, faculty, and staff April 3-20, 2018. Respondents were provided the opportunity to provide feedback on 20 departments from the Division of Administration and Finance. The feedback will be used to help prioritize customer service and process improvement efforts.

Survey Recipients

- The survey was sent to 46,121 students, faculty, and staff.
- Respondents were asked to rate only the departments from which they received services in the past 12 months.
- Each department's survey page contained at least 10 standard satisfaction questions, a net promoter score, and 2 open-ended questions about what respondents liked best and how the department could improve.

How We Did

- **Response Rate:** Total 6,400 (13.9%), 5% - faculty, 5% - staff, 90% - students
- **Response Rate (by Classification):**
 - Of the 41,905 students invited, 5293 responded: 13%
 - Of the 2,222 faculty invited, 362 responded: 16%
 - Of the 2,106 staff invited, 745 responded: 35%
- **Margin of Error:** 1.1%
- **Overall Satisfaction:** Eighteen departments received a mean score within the *good* (3.6-4.29) range, with the highest score at 4.26. Two departments received a mean score within the *marginal* (3.00-3.59) range, with the lowest score at 3.34.
- **Overall Strengths and Opportunities:**
 - The most common *Influential Strengths* were: *understands customer needs, responds to requests within an acceptable time, and moving in a positive direction*
 - The most common *Primary Opportunities* were: *understands customer needs, resolves problems effectively, and provides effective support*

Next Steps

- **Distribute Results:** All statistical results will be posted to the Administration and Finance Continuous Improvement Website in September 2018. Verbatim comments will only be shared with department managers.
- **Department Meetings:** The Director of Organizational Strategy will meet with AFSAT, MPPs, and staff survey teams from June to September 2018 to provide support and consultation in next steps.
- **Action Planning:** Survey teams review, analyze, and develop improvement plans based on the survey results. Plans will be due September 30, 2018.

CSUF Customer Satisfaction Survey Overall Satisfaction/NPS Summary, 2017-2018

	Mean Score			NPS		
	2017	2018	Chg*	2017	2018	Chg
Administration & Finance Information Technology (AFIT)						
Administration & Finance Information Technology (AFIT)	4.10	3.91	↓	36	33	↓
Auxiliary Services Coporation						
Campus Dining Services	3.84	3.88	→	12	9	↓
OC Choice Catering	3.64	3.56	→	-5	-3	↑
Sponsored Programs		3.68	↑		2	
Titan Shops	4.17	4.21	→	38	44	↑
Total	4.00	4.01	→	25	23	↓
Business & Administrative Services						
Contracts, Procurement, E-Business	3.79	3.73	→	13	10	↓
Parking & Transportation	3.23	3.35	↑	-21	-23	↓
Total	3.25	3.37	↑	-20	-21	↓
Capital Programs & Facilities						
Construction, Planning, & Design	3.19	3.34	↑	-28	-23	↑
Custodial Services	3.96	3.92	→	19	13	↓
EH&S	4.12	4.11	→	35	32	↓
Facilities Maintenance	3.94	3.84	↓	18	12	↓
Landscape Services	3.86	4.07	↑	3	20	↑
Sustainability	4.15	4.20	→	31	35	↑
Total	4.03	4.01	→	22	21	↓
Controller						
Accounting Services, Financial Reporting	4.06	4.20	↑	31	54	↑
Accounts Payable, Travel Payment Services	3.75	3.78	→	8	9	↑
Cashier's Office	4.08	4.12	→	30	31	
SFS, Student Accounts	4.04	3.94	↓	29	20	↓
Total	4.01	4.01	→	26	25	↓
Resource Planning & Budget						
Resource Planning & Budget	3.84	3.67	↓	20	-7	↓
University Police						
University Police	4.18	4.26	→	40	47	↑
VP's Office -Administration & Finance						
VP's Office -Administration & Finance	4.06	4.01	→	23	26	↑
All AVP Total	3.87	3.89	→	16	16	→

The table shows mean scores for each standard satisfaction question by department.

Mean Score Range: 1 (lowest) to 5 (highest)

	Low	Marginal	Good	Excellent
Mean	Below 3.00	3.00 - 3.59	3.60 - 4.29	4.30 & above
*NPS	Below 0	0 - 19	20 - 49	50 & above