

Customer Satisfaction Survey 2017/18

[Titan Shops]

Titan Shops sells textbooks, school and tech supplies, Titan Gear, and convenience store snacks/drinks.

[4.21]

Understands Customer Needs

[4.22]

Accessible to Customers

[4.22]

Responsive to Requests

[4.24]

Provides Effective Advice & Guidance

[4.22]

Resolves Problems Effectively

[4.15]

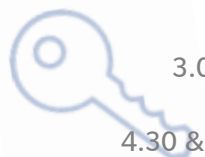
Effectively Uses Website

[4.24]

Knowledgeable Staff

[4.33]

Helpful Staff



Below 3.0 : Low
3.00-3.59 : Marginal
3.60-4.29 : Good
4.30 & Above : Excellent



3,735
Respondents



4.21
Overall
Satisfaction
with Titan
Shops



4.22
Moving in a
Positive
Direction to
Meet
Customer
Needs

STRENGTHS

Provides Effective
Advice

Responds to
Requests Quickly



Opportunities for IMPROVEMENT

Understands Customer
Needs

Moving in a Positive
Direction

Resolves Problems
Effectively



The Road to Success Customer Satisfaction Survey

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.

2018

3,735
respondents

2017

6,938 respondents

Strengths

- Provides Effective Advice, Guidance
- Responds to Requests Within an Acceptable Time
- Helpful Staff

Opportunities

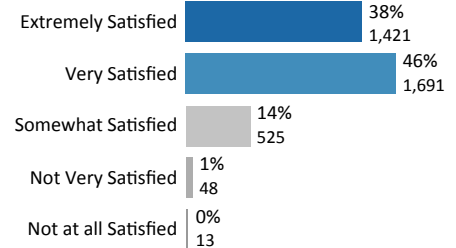
- Understands My Needs and Requirements
- Moving in a Positive Direction
- Resolves Problems Effectively

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?

4.21
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** Mean Score

#	Question	2017	2018	Chg from 2017 to 2018
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	4.21	★
2	Understands my needs	4.14	4.21	★
3	Accessible to customers (via phone/voicemail, email, online chat, OR in-person)	4.11	4.22	★
4	Responsive to requests or problems within an acceptable time	4.13	4.22	★
5	Provides effective support, guidance, products, and/or tools	4.15	4.24	★
6	Resolves problems effectively	4.12	4.22	★
7	Effectively uses department's website to provide up-to-date information and services	3.98	4.15	★
8	Effectively communicates about products and services	4.02	4.15	★
9	Knowledgeable staff	4.13	4.24	★
10	Courteous, helpful staff	4.32	4.33	
11	Moving in a positive direction to better meet my needs	4.15	4.22	★

Background

★ Change from 2017 to 2018 is statistically significant

Change of 0.09 or greater

- 2018 was the second year for The Road to Success Customer Satisfaction Survey
- 20 different services across 8 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
- 46,121 faculty, staff, and students, were invited to give feedback. Of this total, 5% were faculty, 5% were staff, and 90% were students
- 6,400 (13.9%) responded to the survey
- Each survey invitee could select which services they wanted to evaluate
- Some services were pre-selected for faculty, staff, or students as they only used certain services that were relevant to them
- The survey was available to take from April 3 to April 20, 2018
- N/As and blank responses did not count in calculations for mean scores