

# A&F CUSTOMER SATISFACTION SURVEY 2018/19

## Campus Dining Services

Campus Dining includes Starbucks, Carl's Jr., Baja Fresh Express, The Fresh Kitchen, Panda Express, Hibachi-San, Pieology, Juice it Up, LH Express, Nutwood Café and REC Express.

### Influential **STRENGTHS**

*Moving in a Positive Direction*

*Helpful Staff*

*Accessible to Customers*



### **IMPROVEMENT** Opportunities

*Quality*

*Understands Customer Needs*

*Effectively Uses Website*



# 7,067

Respondents

# 3.98

Overall Satisfaction with  
Department's Services

# 3.99

Moving in a Positive Direction to  
Meet Customer Needs

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





# Administration & Finance Customer Satisfaction Survey

## Campus Dining (Starbucks, Hibachi-San, Pieology, Carl's Jr, etc. Not the Gastronome)

Campus Dining restaurants include Starbucks, Hibachi-San, Pieology, Carl's Jr., Baja Fresh Express, The Fresh Kitchen, Panda Express, Juice it Up, LH Express, Nutwood Café (College Park), and REC Express (Not the Gastronome).

2019

7,067  
respondents

### Strengths

- Moving in a Positive Direction
- Helpful Staff
- Accessible to Customers

### Opportunities

- Quality
- Understands My Needs and Requirements
- Effectively Uses Websites, Online Documentation

2018

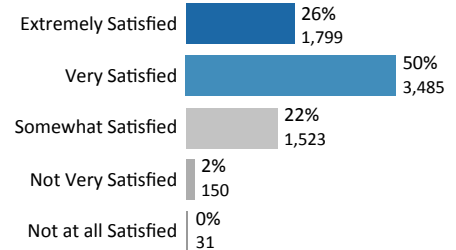
5,239 respondents

### 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?

3.98  
mean

Standard Deviation  
0.78



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

#	Question	Mean Score			2019 change from prior year
		2017	2018	2019	
1	Thinking of your OVERALL experience with Campus Dining Services, how would you rate your satisfaction with Campus Dining Services during the past 12 months?	3.84	3.88	3.98	★
2	Quality of food	3.72	3.79	3.93	★
3	Understands my needs and requirements	3.78	3.82	3.97	★
4	Accessible to customers (via phone/voicemail, email, online chat, OR in-person)	3.90	3.96	4.06	★
5	Courteous, helpful staff	4.06	4.10	4.13	
6	Timeliness and speed of service	3.89	3.93	3.93	
7	Cleanliness	3.97	4.03	4.07	
8	Effectively uses department's website to provide up-to-date information and services	3.76	3.72	3.85	★
9	Moving in a positive direction to meet my needs	3.80	3.82	3.99	★

### Background

★ Change from prior year is statistically significant

Change of 0.09 or greater

- 2019 was the third year for the Administration & Finance 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
- 45,073 faculty, staff, and students, were invited to give feedback. Of this total, 5% were faculty, 5% were staff, and 90% were students
- 8,736 (19.4%) 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 use certain services that were relevant to them
- The survey was available to take from March 5 to March 29, 2019
- N/As and blank responses did not count in calculations for mean scores