A&F CUSTOMER SATISFACTION SURVEY
2018/19
Titan Shops

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

STRENGTHS
Understands Customer Needs
Provides Effective Advice, Guidance
Moving in a Positive Direction

IMPROVEMENT Opportunities
Resolves Problems Effectively
Accessible to Customers
Effective Communications

6,498 Respondents

Overall Satisfaction with Department Services
4.24

Moving in a Positive Direction to Meet Customer Needs
4.25

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

Understanding Customer Needs: 4.25
Accessible to Customers: 4.24
Responsive to Requests: 4.24
Provides Effective Advice & Guidance: 4.27
Resolves Problems Effectively: 4.23
Effectively Uses Website: 4.11
Effectively Communicates services: 4.16
Knowledgeable Staff: 4.26
Helpful Staff: 4.37

adminfin.fullerton.edu
## Administration & Finance Customer Satisfaction Survey

**Titan Shops (Campus Bookstore)**

Titan Shops (Campus Bookstore/Titan Tech), sells school and tech supplies, textbooks, Titan Gear, and convenience store snacks/drinks. Services include online ordering, computer repair, and payment plans for supplies.

### 2019

**6,498 respondents**

### 2018

**3,735 respondents**

<table>
<thead>
<tr>
<th>Mean Scores</th>
<th>Below 3.00 - Low</th>
<th>3.00 to 3.59 - Marginal</th>
<th>3.60 to 4.29 - Good</th>
<th>4.30 &amp; above - Excellent</th>
<th>Mean Score</th>
<th>2019 change from prior year</th>
</tr>
</thead>
<tbody>
<tr>
<td># Question</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1 Thinking of your OVERALL experience with Titan Shops, how would you rate your satisfaction with Titan Shops during the past 12 months?</td>
<td>4.17</td>
<td>4.21</td>
<td>4.24</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
<td></td>
</tr>
<tr>
<td>2 Understands my needs</td>
<td>4.14</td>
<td>4.21</td>
<td>4.25</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
<td></td>
</tr>
<tr>
<td>3 Accessible to customers (via phone/voicemail, email, online chat, OR in-person)</td>
<td>4.11</td>
<td>4.22</td>
<td>4.24</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
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</tr>
<tr>
<td>4 Responsive to requests or problems within an acceptable time</td>
<td>4.13</td>
<td>4.22</td>
<td>4.24</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
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</tr>
<tr>
<td>5 Provides effective support, guidance, products, and/or tools</td>
<td>4.15</td>
<td>4.24</td>
<td>4.27</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
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<tr>
<td>6 Resolves problems effectively</td>
<td>4.12</td>
<td>4.22</td>
<td>4.23</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
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</tr>
<tr>
<td>7 Effectively uses department's website to provide up-to-date information and services</td>
<td>3.98</td>
<td>4.15</td>
<td>4.11</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
<td></td>
</tr>
<tr>
<td>8 Effectively communicates about products and services</td>
<td>4.02</td>
<td>4.15</td>
<td>4.16</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
<td></td>
</tr>
<tr>
<td>9 Knowledgeable staff</td>
<td>4.13</td>
<td>4.24</td>
<td>4.26</td>
<td></td>
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</tr>
<tr>
<td>10 Courteous, helpful staff</td>
<td>4.32</td>
<td>4.33</td>
<td>4.37</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>11 Moving in a positive direction to better meet my needs</td>
<td>4.15</td>
<td>4.22</td>
<td>4.25</td>
<td></td>
<td><img src="change.png" alt="Change" /></td>
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</tr>
</tbody>
</table>

### Background

- 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

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Survey and analytics powered by Tritonlytics™, Organizational Assessments and Strategy, UC San Diego