

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

4.24

Overall Satisfaction with Department Services

4.25

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

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

Strengths

- Understands My Needs and Requirements
- Provides Effective Advice, Guidance
- Moving in a Positive Direction

Opportunities

- Resolves Problems Effectively
- Accessible to Customers
- Effective Communications

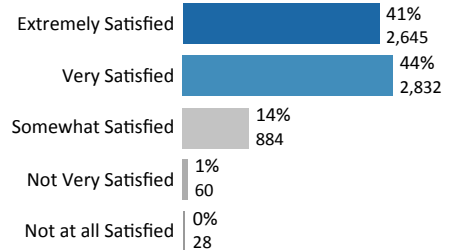
Overall Satisfaction

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?

4.24

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	2018	2019	2019 change from prior year
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	4.24	
2	Understands my needs	4.14	4.21	4.25	★
3	Accessible to customers (via phone/voicemail, email, online chat, OR in-person)	4.11	4.22	4.24	
4	Responsive to requests or problems within an acceptable time	4.13	4.22	4.24	
5	Provides effective support, guidance, products, and/or tools	4.15	4.24	4.27	
6	Resolves problems effectively	4.12	4.22	4.23	
7	Effectively uses department's website to provide up-to-date information and services	3.98	4.15	4.11	
8	Effectively communicates about products and services	4.02	4.15	4.16	
9	Knowledgeable staff	4.13	4.24	4.26	
10	Courteous, helpful staff	4.32	4.33	4.37	
11	Moving in a positive direction to better meet my needs	4.15	4.22	4.25	

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