

EXECUTIVE SUMMARY

CSUF's Division of Administration & Finance administered its 3rd annual Customer Satisfaction Survey which was available for all students, faculty, and staff during March 5-29, 2019.

Purpose Respondents were provided the opportunity to provide feedback on 20 departments across 8 administrative areas within the division. Feedback from these customers help staff identify service improvements and to celebrate services well done.

Survey Content The survey included 10 to 12 standard questions rated on a 5-point satisfaction scale; 1 to 3 open-ended questions were also included for each service to gather additional feedback. Some services were pre-selected for faculty, staff or student based on relevance. Survey invitees also had the ability to select only those services they wanted to evaluate.

Who We Heard From The survey was sent to 45,071 students, faculty, and staff. The survey received 8,736 responses with a response rate of 19.4%.

What We Heard Survey results were very consistent within Departments being rated, resulting in very little variation in average scores across standard survey items. Specifically, overall mean scores on each standard question averaged between 4.0 to 4.2 out of 5.

Strengths Survey respondents consistently rated two Staff-specific items higher than other items:

- *Helpful Staff* rated highest across all satisfaction items. *Helpful Staff* received an average mean score of 4.2 out of 5 across departments. All departments received a rating from 3.8 to 4.4, indicating at least moderate to high satisfaction.
- *Knowledgeable Staff* rated second highest across all survey items. *Knowledgeable Staff* received an average mean score of 4.1 out of 5 across departments. All departments received a rating from 3.7 to 4.3, indicating at least moderate to high satisfaction.

Primary Opportunity Survey areas where improvements are most likely to lead to higher overall satisfaction for customers are identified as "Primary Opportunities." The following is the most identified Primary Opportunity among all 20 departments rated on the survey.

- *Understands Needs*: This was the most frequently indicated Primary Opportunity among departments, with 70% (14) having this identified as a Primary Opportunity.

Next Steps

- **Share Results** All statistical results will be posted to the [Administration and Finance Continuous Improvement Website](#). Departments are encouraged to share their results with their customers to acknowledge they have been heard. Ensuring customers know their feedback is taken seriously will help them to be engaged to continue sharing their feedback to support continuous improvement efforts by departments.
- **Action Planning** Essential to improving and maintaining strong service to customers, departments are asked to create action plans including goals and plans to measure progress.
- **Survey Again** A fourth satisfaction survey will be conducted again during the 2019-2020 Academic Year to continue to track customer experience and to learn how well the actions taken have improved the campus experience.

**A&F Customer Satisfaction Survey
2018 to 2019 Progress Highlights**



AVC/Department	Progress	Progress Summary
Auxiliary Services Corporation		
Campus Dining Services	↑	Six of the nine satisfaction questions showed an increase, all of which were statistically significant. NPS decreased by two point (9 in 2018 to 7 in 2019).
OC Choice Catering	→	Of the 10 questions, 2 showed an increase, three showed a decrease and 5 remained the same. NPS stayed the same at -3.
Sponsored Programs	↑	Two questions showed an increase and two showed a decrease, the rest same the same. NPS improved from 2 to 26.
Titan Shops	→	All questions' scores remained the same. NPS decreased by one point.
Capital Programs & Facilities		
Planning, Design & Construction	↑	Three of the 10 questions showed an increase from 2018. NPS decreased from -23 to -20.
Custodial Services	↑	All questions increased significantly and NPS increased by 12 points.
EH&S, Environmental Health & Safety	↑	7 of the 12 questions showed an increase. NPS increased by 10 points.
Facilities Maintenance	→	Two of the 11 questions showed an increase; the rest remained the same. NPS remained the same at 12.
Landscape Services	↑	Three of the 11 questions showed an increase from 2018. NPS increased from 20 to 24.
Sustainability	↓	Six of the 10 questions showed a decrease; the rest remained the same. NPS decreased by 5 points
Contracts, Procurement, E-Business	↓	All question showed a decrease. Four areas, Understands, Responsive, Advice, Resolve, and Positive Direction crossed the boundary from Good to Marginal. NPS decreased from 10 to -8.
Financial Services & Administrative Systems		
Accounting Services & Financial Reporting	↓	Seven of the 10 questions showed a decrease from 2018. NPS decreased from 54 to 43 in the one-year period.
Accounts Payable & Travel Payment Services	↓	Nine of the 10 questions showed a decrease from 2018. Three questions, Overall, Knowledgeable staff and Helpful staff decreases were statistically significant. NPS decreased from 9 to -2.
AFIT	↑	Six of the 10 questions showed an increase; the rest remained the same. NPS increased by 3 points
Cashier's Office	→	All questions remained unchanged. NPS increased by 2 points.
SFS, Student Financial Services	→	All questions remained unchanged. NPS decreased by 1 point.
Resource Planning & Budget	↑	All question showed an increase. Four areas, Understands, Advice, Resolve, and Website, crossed the boundary from Marginal to Good. NPS increased from -7 to 31 points.
University Police	→	All questions remained unchanged. NPS decreased by 4 points.
VP's Office-Administration & Finance		
Parking && Transportation	↑	Four of the 14 questions showed an increase and they were all statistically significant. NPS decreased by 2 points.
VP's Office of Administration & Finance	↑	Six of the 11 questions showed an increase and the rest remained the same. NPS increased from 26 to 37 in a one-year period.

A&F Customer Satisfaction Surveys - Overall Satisfaction/NPS Summary, 2018-2019

	Mean Score		Chg		NPS		Chg
	2018	2019			2018	2019	
Auxiliary Services Corporation							
Campus Dining Services	3.88	3.98	0.1	↑	9	7	↓
OC Choice Catering	3.56	3.69	0.13	↑	-3	-3	→
Sponsored Programs	3.68	3.75	0.07	→	2	26	↑
Titan Shops	4.21	4.24	0.03	→	44	45	↑
Total	4.01	4.10	0.09	→	23	25	↑
Capital Programs & Facilities							
Custodial Services	3.92	4.06	0.14	↑	13	25	↑
EH&S	4.11	4.20	0.09	→	32	42	↑
Facilities Maintenance	3.84	3.88	0.04	→	12	12	→
Landscape Services	4.07	4.02	-0.05	→	20	24	↑
Planning, Design, & Construction	3.34	3.48	0.14	↑	-23	-20	↑
Sustainability	4.20	4.11	-0.09	→	35	30	↓
Total	4.01	4.04	0.03	→	21	25	↑
Contract & Procurement							
Contracts, Procurement, E-Business	3.73	3.60	-0.13	↓	10	-8	↓
Financial Services & Administrative Systems							
Accounting Services, Financial Reporting	4.20	4.14	-0.06	→	54	43	↓
Accounts Payable & Travel Operations	3.78	3.58	-0.2	↓	9	-2	↓
AFIT (Administrative Systems)	3.91	4.02	0.11	↑	33	36	↑
Cashier's Office	4.12	4.14	0.02	→	31	29	↓
SFS, Student Accounts	3.94	4.00	0.06	→	20	19	↓
Total	4.01	4.03	0.02	→	26	24	↓
Resource Planning & Budget							
Resource Planning & Budget	3.67	3.80	0.13	↑	-7	31	↑
University Police							
University Police	4.26	4.22	-0.04	→	47	43	↓
VP's Office-Administration & Finance							
Parking & Transportation	3.35	3.40	0.05	→	-23	-25	↓
VP's Office of Administration & Finance	4.01	4.21	0.2	↑	26	37	↑
Total	3.36	3.41	0.05	→	-22	-24	↓
All AVC Total	3.89	3.96	0.07	→	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

2019 - CSUF Customer Satisfaction Survey Satisfaction Score Summary

	Overall Satisfaction	Understands my Needs and Requirements	Accessible to Customers	Responds to Requests Within an Acceptable Time	Provides Effective Support, Guidance, Products, Tools	Resolves Problems Effectively	Effectively Uses Website to Provide Info & Services	Knowledgeable Staff	Courteous, Helpful Staff	Moving in Positive Direction to Meet My Dept's Needs	NPS
Auxiliary Services Corporation											
Campus Dining Services	3.98	3.97	4.06	3.93			3.85		4.13	3.99	7
OC Choice Catering	3.69	3.60	3.55	3.64	3.69		3.51	3.67	3.90	3.66	-3
Sponsored Programs	3.75	3.79	3.98	3.91	3.79	3.71	3.59	3.77	3.79	3.70	26
Titan Shops	4.24	4.25	4.24	4.24	4.27	4.23	4.11	4.26	4.37	4.25	45
Capital Programs & Facilities											
Custodial Services	4.06	4.11	3.98	4.06		4.14				4.05	25
EH&S	4.20	4.22	4.19	4.21	4.25	4.21	4.21	4.29	4.35	4.24	42
Facilities Maintenance	3.88	3.87	3.96		3.90	3.86	3.89	4.04	4.10	3.92	12
Landscape Services	4.02	4.03	4.02	4.08		4.11				4.10	24
Planning, Design, & Construction	3.48	3.39	3.40	3.53	3.15	3.27		3.77	3.94	3.50	-20
Sustainability	4.11	4.11	4.04	4.06	4.06	4.06	4.02	4.20	4.18	4.13	30
Contracts, Procurement, E-Business											
	3.60	3.58	3.60	3.50	3.55	3.58	3.66	3.84	3.87	3.56	-8
Financial Services & Administrative Systems											
Accounting Services, Financial Reporting	4.14	4.08	4.04	4.09	4.08	4.12	4.03	4.11	4.19	4.03	43
Accounts Payable & Travel Operations	3.58	3.56	3.67	3.61	3.62	3.61	3.50	3.86	3.90	3.54	-2
AFIT (Administrative Systems)	4.02	3.99	4.05	3.95	3.92	3.98	3.97	4.27	4.42	4.07	36
Cashier's Office	4.14	4.15	4.10	4.15	4.14	4.13	4.07	4.17	4.22	4.15	29
SFS, Student Accounts	4.00	4.02	4.03	4.00	4.02	3.98	4.03	4.08	4.14	4.06	19
Resource Planning & Budget											
	3.80	3.85	3.96	4.00	3.92	3.81	3.96	4.12	4.11	3.96	31
University Police											
	4.22	4.25	4.30	4.21	4.26	4.23	4.23	4.31	4.32	4.28	43
VP's Office-Administration & Finance											
Parking & Transportation	3.40	3.41	3.73	3.72	3.68	3.60	3.80	3.91	3.96	3.52	-25
VP's Office of Administration & Finance	4.21	4.12	4.23	4.14	4.14	4.12	4.07	4.30	4.30	4.14	37

	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

2019 A&F Customer Satisfaction Survey Strengths and Opportunities

Strengths & Opportunities	Understands my Needs and Requirements	Accessible to Customers	Responds to Requests Within an Acceptable Time	Provides Effective Support, Guidance, Products, Tools	Resolves Problems Effectively	Effectively Uses Website to Provide Info & Services	Knowledgeable Staff	Courteous, Helpful Staff	Moving in Positive Direction to Meet My Dept's Needs
Auxiliary Services Corporation									
Campus Dining Services	PO	ST				SO		ST	IS
OC Choice Catering	PO	SO	SO	IS		SO	ST	ST	IS
Sponsored Programs	ST	ST	IS	IS	PO	SO	PO	IS	PO
Titan Shops	IS	SO	IS	IS	PO	SO	ST	ST	IS
Capital Programs & Facilities									
Custodial Services	IS	SO	SO		IS				PO
EH&S	PO	SO	PO	ST	PO	SO	ST	ST	PO
Facilities Maintenance	PO	ST		PO	PO	SO	ST	ST	IS
Landscape Services	PO	PO	PO		IS				ST
Planning, Design, & Construction	PO	SO	ST	PO	SO		IS	ST	IS
Sustainability	IS	PO	PO	SO	SO	SO	ST	ST	IS
Contracts, Procurement, E-Business	PO	SO	SO	PO	PO	ST	ST	ST	PO
Financial Services & Administrative Systems									
Accounting Services, Financial Reporting	PO	SO	ST	PO	IS	SO	IS	IS	PO
Accounts Payable & Travel Operations	PO	ST	PO	PO	PO	SO	ST	ST	PO
AFIT (Administrative Systems)	PO	SO	PO	SO	SO	SO	IS	ST	IS
Cashier's Office	IS	SO	IS	PO	PO	SO	ST	ST	IS
SFS, Student Accounts	PO	SO	SO	PO	PO	SO	ST	ST	IS
Resource Planning & Budget	SO	PO	ST	PO	SO	SO	ST	ST	PO
University Police	PO	ST	SO	PO	PO	SO	ST	ST	IS
VP's Office-Administration & Finance									
Parking & Transportation	PO	IS	IS	IS	PO	ST	ST	ST	PO
VP's Office of Administration & Finance	PO	IS	SO	PO	PO	SO	IS	ST	PO

Blank cells: survey question not asked by department

Strengths (ST)
 Higher than average mean score, lower than average correlation.
 "keep up the good work"

Secondary Opps (SO)
 Lower than average mean score, lower than average correlation.
 "Low Priority"

Influential Strengths (IS)
 Higher than average mean score, higher than average correlation.
 "keep an eye on it"

Primary Opps (PO)
 Lower than average mean score, higher than average correlation.
 "Concentrate Efforts"