

EXECUTIVE SUMMARY

The fourth annual Administration & Finance Customer Satisfaction Survey was distributed to faculty, staff, and students at CSU Fullerton between March 3, 2020 and April 24, 2020 (temporarily paused and restarted during the transition to virtual instruction during the COVID-19 pandemic). The goal of the survey was to establish a framework for assessing the effectiveness of 20 departments across 8 administrative areas. Faculty, staff, and students were asked only to rate the services they used in the last 12 months. The survey provided an opportunity for them to express how much they valued the services they received and to identify resource gaps or opportunities to enhance programs and services.

Who We Heard From

The confidential survey was distributed to 45,003 faculty, staff, and students. Of the total number invited, **4,360 (10%)** responded.

Nineteen out of the 20 departments* used the same set of 10 standard satisfaction questions measured on a 5-point scale ranging from 1 (Not at all Satisfied) to 5 (Extremely Satisfied).

1. Thinking of your OVERALL experience with [Department], how would you rate your satisfaction with it during the past 12 months in meeting your department's needs?
2. Understands my needs and requirements
3. Accessible to customers (via phone/voicemail, e-mail, online chat, OR in-person)
4. Responsive to requests or problems within an acceptable time frame
5. Provides effective advice, support, and guidance
6. Facilitates problem resolution
7. Effectively uses websites and systems to provide access to [Department] information and services
8. Knowledgeable staff
9. Helpful, courteous staff
10. Moving in a positive direction to better meet my department's needs

**TSU Food Court Catering, ASC did not use the set of 10 standard satisfaction questions and focused solely on asking customers for their feedback regarding recent catering changes.*

The 19 departments included a Net Promoter Score (NPS) question developed by UC San Diego: "How likely is it that you would share a positive impression of [Department] with others?" While the NPS question is traditionally asked of customers to determine a business' growth potential, it was modified for this and other UCSD-managed surveys to understand customers' positive and negative sentiment toward a particular business unit.

Survey respondents were also presented with open-ended questions asking what they liked best about the department and their suggestions for improvement. Each department could also include up to five additional questions unique to their business.

Finally, survey respondents could recognize staff member(s) for their customer service and provide general feedback about the survey. Staff members recognized by respondents are listed in the Division's Annual Report within the "Customer Service Hall of Fame".

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What We Heard

The survey results identified Strengths (areas where departments are doing well; keep up the good work) and Primary Opportunities (areas where issues can be addressed; concentrate efforts). Departments with 25 and more responses received their Strengths and Opportunities on a Scatterplot graph based on two factors: 1) how strongly satisfied people were with that item and 2) how strongly that item was related to overall satisfaction.

Overall, the survey results were positive with overall satisfaction scores ranging from **3.08 to 4.24** on a 5-point satisfaction scale. Summarized results:

Of the 19 departments:

- **15** areas were in the “Good” range (3.60 to 4.29)
- **4** areas were in the “Marginal” range (3.00 to 3.59)

Strengths

Areas to keep up the good work on. Faculty, staff, and students expressed high levels of satisfaction with the individuals providing support.

- **Helpful Staff:** Identified as a strength for 15 areas
- **Knowledgeable Staff:** Identified as a strength for 11 areas
- **Accessible to Customers:** Identified as a strength for 10 areas

Primary Opportunities

Areas to concentrate efforts on and where improvements are most likely to lead to higher overall satisfaction for customers are identified as “primary opportunities.”

- **Understanding Customer Needs:** Identified as a primary opportunity for 17 areas
- **Moving in a Positive Direction:** Identified as a primary opportunity for 14 areas
- **Facilitates Problem Resolution:** Identified as a primary opportunity for 13 areas

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.
- **Action Planning:** Essential to improving and maintaining strong service to customers, departments are asked to identify actions steps and implement at minimum two improvements. Progress is reported quarterly to the VP’s Office.
- **Continued Assessment:** The satisfaction survey will be conducted again to continue to track customer experience and to identify trends or impacts of actions taken to address primary opportunities.