CAMPUS DINING SERVICES
A&F CUSTOMER SATISFACTION SURVEY 2019/20

Campus Dining includes Starbucks, Carl’s Jr., Baja Fresh Express, Togo’s, The Fresh Kitchen, LH Express, and OC Choice Express.

STRENGTHS
✓ Cleanliness
✓ Helpful Staff
✓ Accessible to Customers

IMPROVEMENT OPPORTUNITIES
✓ Food Quality
✓ Moving in a Positive Direction
✓ Understands My Needs & Requirements

Mean Scores
Below 3.00 – Low
3.00 to 3.59 – Marginal
3.60 to 4.29 – Good
4.30 & Above - Excellent

- 3.84 Quality of Food
- 3.80 Understands Customer Needs
- 3.91 Accessible to Customers
- 4.04 Helpful Staff
- 3.86 Timeliness & Speed of Service
- 4.03 Cleanliness
- 3.69 Effectively Uses Website

Respondents 2,948
Overall Satisfaction 3.87

Moving in a Positive Direction to Meet Customer Needs 3.85

adminfin.fullerton.edu
### Mean Scores

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>2018 Mean Score</th>
<th>2019 Mean Score</th>
<th>2020 Mean Score</th>
<th>Change from prior year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thinking of your OVERALL experience with Campus Dining Services, how would you rate your satisfaction with it during the past 12 months?</td>
<td>3.88</td>
<td>3.98</td>
<td>3.87</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Quality of food</td>
<td>3.79</td>
<td>3.93</td>
<td>3.84</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Understands my needs and requirements</td>
<td>3.82</td>
<td>3.97</td>
<td>3.80</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Accessible to customers (via phone/voicemail, email, online chat, OR in-person)</td>
<td>3.96</td>
<td>4.06</td>
<td>3.91</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>Helpful, courteous staff</td>
<td>4.10</td>
<td>4.13</td>
<td>4.04</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Timeliness and speed of service</td>
<td>3.93</td>
<td>3.93</td>
<td>3.86</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Cleanliness</td>
<td>4.03</td>
<td>4.07</td>
<td>4.03</td>
<td>-</td>
</tr>
<tr>
<td>8</td>
<td>Effectively uses department's website to provide up-to-date information and services</td>
<td>3.72</td>
<td>3.85</td>
<td>3.69</td>
<td>-</td>
</tr>
<tr>
<td>9</td>
<td>Moving in a positive direction to meet my needs</td>
<td>3.82</td>
<td>3.99</td>
<td>3.85</td>
<td>-</td>
</tr>
</tbody>
</table>

### 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?

- **Extremely Satisfied**: 21% (615 respondents)
- **Very Satisfied**: 49% (1,406 respondents)
- **Somewhat Satisfied**: 26% (751 respondents)
- **Not Very Satisfied**: 3% (90 respondents)
- **Not at all Satisfied**: 1% (17 respondents)

Mean Score: 3.87

Standard Deviation: 0.80

### Background

- 2020 was the fourth year for the Administration & Finance Customer Satisfaction Survey
- Survey period: March 3 - April 24, 2020 (extended due to COVID-19)
- 45,003 faculty, staff, and students were invited
- 4,360 (10%) responded to the survey
- 20 departments across 8 administrative areas participated in the survey
- Survey consisted of 10 standard satisfaction questions + 1 NPS + up to 5 supplemental questions
- Verbatim comments: 2 standard (Like, Improve) + customer service recognition