

# A&F CUSTOMER SATISFACTION SURVEY 2019/20

## CAMPUS DINING SERVICES

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



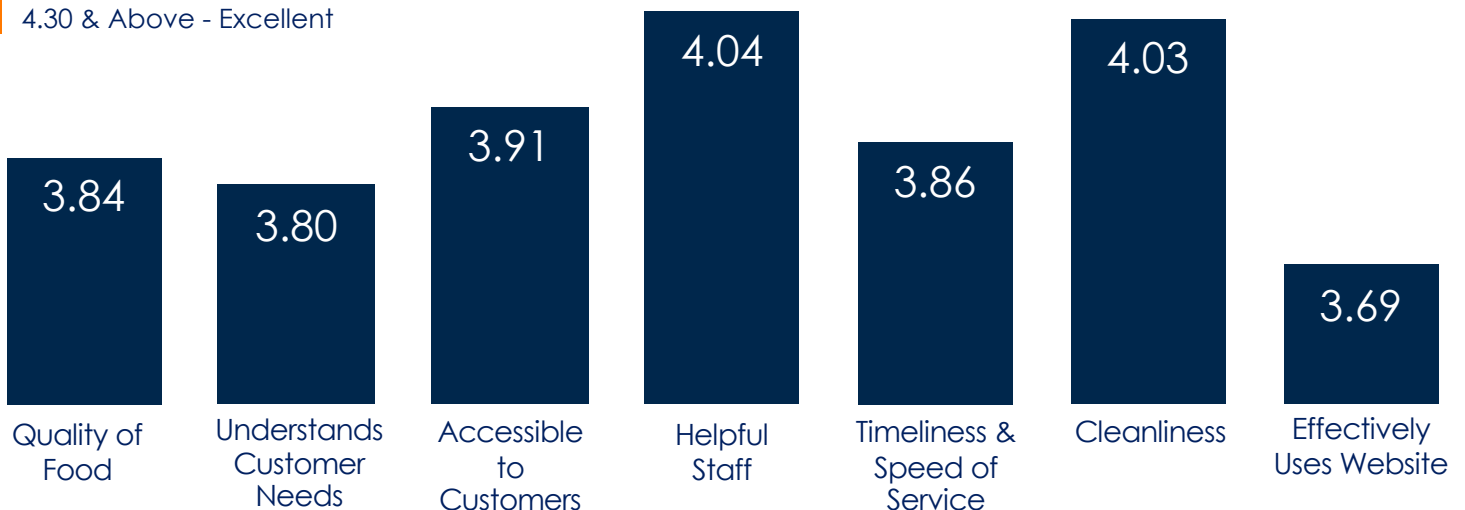
Moving in a Positive Direction to Meet Customer Needs



**3.85**

### Mean Scores

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





# 2020 Administration & Finance Customer Satisfaction Survey

Campus Dining (Starbucks, Hibachi-San, Pieology, Carl's Jr, etc. Not the Gastronome)

Campus Dining restaurants include PL Starbucks, TSU Starbucks, SGMH Starbucks, Pieology, Carl's Jr., Baja Fresh Express, Togo's, The Fresh Kitchen, LH Express and OC Choice Express.

2020

2,948  
respondents

### Strengths

- Helpful Staff
- Cleanliness
- Accessible to Customers

2019

7,066  
respondents

### Opportunities

- Understands My Needs and Requirements
- Moving in a Positive Direction
- Food Quality

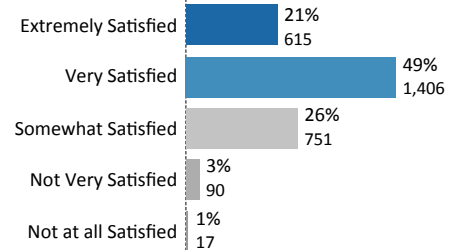
### Overall Satisfaction

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?

3.87

mean

Standard Deviation  
0.80



### Mean Scores Below 3.00 - Low | 3.00 to 3.59 - Marginal | 3.60 to 4.29 - Good | 4.30 & above - Excellent

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

★ Change from prior year is statistically significant

Change - Increase/Decrease of 0.09 or greater

### 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