

A&F CUSTOMER SATISFACTION SURVEY 2019/20

STUDENT BUSINESS SERVICES

SBS provides information on student account payments, fees, refunds, and 1098 tax documents.

STRENGTHS

- ✓ Helpful Staff
- ✓ Knowledgeable Staff
- ✓ Ability to Answer Questions

IMPROVEMENT OPPORTUNITIES

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



Moving in a Positive Direction to Meet Customer Needs



3.98

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

Student Business Services (Student Accounts, Not Financial Aid)

SBS (NOT Financial Aid) provides information on student account payments, fees, refunds, and 1098 tax documents.

2020

566
respondents

2019

1,170
respondents

Strengths

- Ability to Answer Question or Direct
- Helpful Staff
- Knowledgeable Staff

Opportunities

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

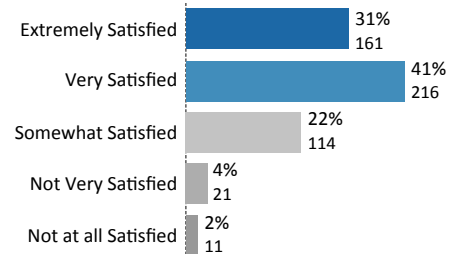
Overall Satisfaction

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?

3.95

mean

Standard Deviation
0.93

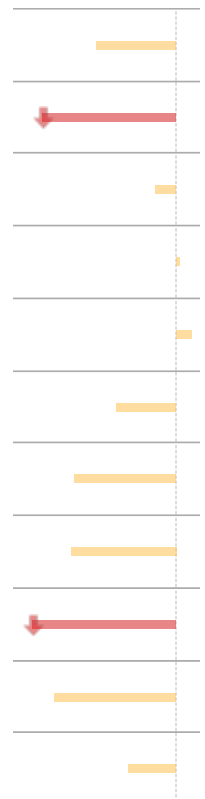


Mean Scores **Below 3.00 - Low** | **3.00 to 3.59 - Marginal** | **3.60 to 4.29 - Good** | **4.30 & above - Excellent**

Mean Score

#	Question	2018	2019	2020
1	Thinking of your OVERALL experience with SBS, how would you rate your satisfaction with it during the past 12 months in meeting your department's needs?	3.94	4.00	3.95
2	Understands my needs and requirements	3.99	4.02	3.94
3	Accessible to customers (via phone/voicemail, email, online chat, OR in-person)	3.98	4.03	4.02
4	Responsive to requests within an acceptable time frame	3.99	4.00	4.00
5	Facilitates problem resolution	3.97	3.98	3.99
6	Effectively uses websites and systems to provide access to SBS information and services	3.96	4.03	3.99
7	Provides effective advice, support, and guidance	3.97	4.02	3.95
8	Knowledgeable staff	4.03	4.08	4.01
9	Helpful, courteous staff	4.11	4.14	4.05
10	Moving in a positive direction to better meet my department's needs	4.01	4.06	3.98
11	Ability to answer your question or direct you to the proper location	4.00	4.04	4.01

2020 change from prior year



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