

A&F CUSTOMER SATISFACTION SURVEY 2019/20

TITAN SHOPS

Titan Shops sells school and tech supplies, textbooks, Titan Gear, and convenience store snacks/drinks. Services include online ordering, computer repair, and payment plans for supplies.

STRENGTHS

- ✓ Accessible to Customers
- ✓ Moving in a Positive Direction
- ✓ Provides Effective Advice, Guidance

IMPROVEMENT OPPORTUNITIES

- ✓ Facilitates Problem Resolution
- ✓ Responds to Requests in Timely Manner
- ✓ Understands My Needs & Requirements



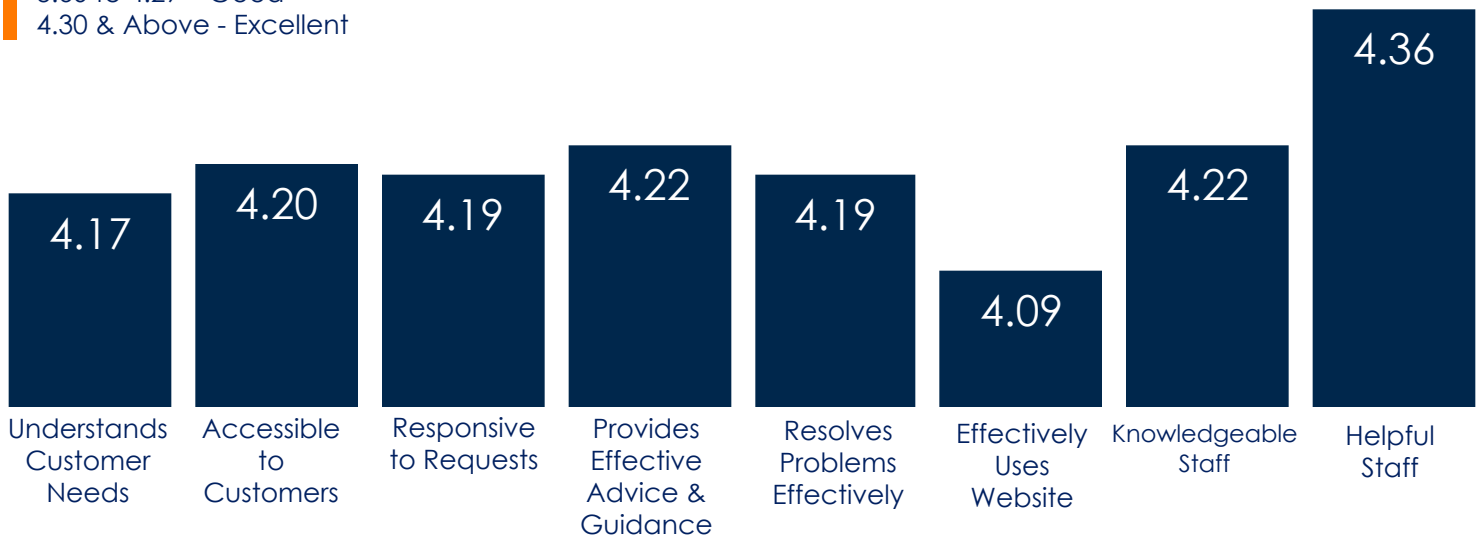
Moving in a Positive Direction to Meet Customer Needs



4.22

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

Titan Shops (Campus Bookstore)

Titan Shops (Campus Bookstore/Titan Tech), sells school and tech supplies, textbooks, Titan Gear, and convenience store snacks/drinks. Services include online ordering, computer repair, and payment plans for supplies.

2020
2,642
respondents

Strengths
Provides Effective Advice, Guidance
Moving in a Positive Direction
Accessible to Customers

2019
6,497
respondents

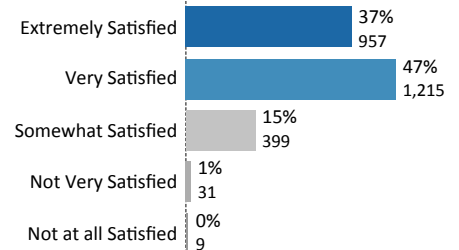
Opportunities
Understands My Needs and Requirements
Facilities Problem Resolution
Responds to Requests Within an Acceptable Time Frame

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?

4.18
mean

Standard Deviation
0.75



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 Titan Shops, how would you rate your satisfaction with it during the past 12 months?	4.21	4.24	4.18	★
2	Understands my needs	4.21	4.25	4.17	★
3	Accessible to customers (via phone/voicemail, email, online chat, OR in-person)	4.22	4.24	4.20	
4	Responsive to requests within an acceptable time frame	4.22	4.24	4.19	★
5	Provides effective support, guidance, products, and/or tools	4.24	4.27	4.22	★
6	Facilitates problem resolution	4.22	4.23	4.19	
7	Effectively uses department's website to provide up-to-date information and services	4.15	4.11	4.09	
8	Effectively communicates about products and services	4.15	4.16	4.13	
9	Knowledgeable staff	4.24	4.26	4.22	
10	Helpful, courteous staff	4.33	4.37	4.36	
11	Moving in a positive direction to better meet my needs	4.22	4.25	4.22	

★ 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