

EXECUTIVE SUMMARY

The fifth annual Administration & Finance Customer Satisfaction Survey was distributed to faculty, staff, and students at CSU Fullerton between March 2 and March 26, 2021. The goal of the survey was to establish a framework for assessing the effectiveness of 14 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 RESPONDED

The confidential survey was distributed to 45,507 faculty, staff, and students. Of the total number invited, **2,063 (4.5%)** responded.

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 or email)
4. Responsive to requests 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

The 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's 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, suggestions for improvement, and were given the opportunity to recognize staff member(s) for their customer service. This year, respondents also had the opportunity to rate their level of satisfaction with services since COVID-19 restrictions and the stay-at-home order were put in place to understand how the transition to remote work has been going and to learn how to sustain and improve departments' services for their customers during the pandemic.

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 presented 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.

2021 ADMINISTRATION & FINANCE CUSTOMER SATISFACTION SURVEY

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Overall, the survey results were positive with overall satisfaction scores ranging from **3.45 to 4.41** on a 5-point satisfaction scale. Summarized results:

Of the 14 departments:

- **2** areas were in the “Excellent” range (4.30 and higher)
- **11** areas were in the “Good” range (3.60 to 4.29)
- **1** area was 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 **10** areas
- **Knowledgeable Staff:** Identified as a strength for **9** areas
- **Accessible to Customers:** Identified as a strength for **4** 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 **13** areas
- **Facilitates Problem Resolution:** Identified as a primary opportunity for **13** areas
- **Provides Effective Advice and Guidance:** Identified as a primary opportunity for **9** 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.