A&F CUSTOMER SATISFACTION SURVEY 2020/21
ACCOUNTING SERVICES & FINANCIAL REPORTING

ASFR provides monthly account analyses, processes financial transactions, and monitors the General Ledger.

STRENGTHS:
- Knowledgeable Staff
- Moving in a Positive Direction
- Provides Effective Advice, Guidance

IMPROVEMENT OPPORTUNITIES:
- Understands My Needs & Requirements
- Facilitates Problem Resolution
- Effectively Uses Websites

ABOUT THE SURVEY:
All CSUF employees and students were invited to participate in the 5th annual A&F Customer Satisfaction Survey during March 2-26, 2021. The survey consisted of 10 standard statistical questions, 1 Net Promoter Score, 3 COVID-19 questions, and verbatim comments.

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


Understands Customer Needs
Accessible to Customers
Responsive to Requests
Provides Effective Advice & Guidance
Resolves Problems Effectively
Effectively Uses Website
Knowledgeable Staff
Helpful Staff

MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS
4.32

OVERALL SATISFACTION
4.34

69 RESPONDENTS

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### Mean Scores

<table>
<thead>
<tr>
<th># Question</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Thinking of your OVERALL experience with ASFR, how would you rate your satisfaction with it during the past 12 months in meeting your department's needs?</td>
<td>4.14</td>
<td>4.22</td>
<td>4.34</td>
</tr>
<tr>
<td>2 Understands my needs and requirements</td>
<td>4.08</td>
<td>4.14</td>
<td>4.26</td>
</tr>
<tr>
<td>3 Accessible to customers (via phone or email)</td>
<td>4.04</td>
<td>3.95</td>
<td>4.27</td>
</tr>
<tr>
<td>4 Responsive to requests within an acceptable time frame</td>
<td>4.09</td>
<td>4.03</td>
<td>4.28</td>
</tr>
<tr>
<td>5 Provides effective advice, support, and guidance</td>
<td>4.08</td>
<td>4.10</td>
<td>4.38</td>
</tr>
<tr>
<td>6 Facilitates problem resolution</td>
<td>4.12</td>
<td>4.08</td>
<td>4.24</td>
</tr>
<tr>
<td>7 Effectively uses websites and systems to provide access to ASFR information and services</td>
<td>4.03</td>
<td>4.12</td>
<td>4.14</td>
</tr>
<tr>
<td>8 Knowledgeable staff</td>
<td>4.11</td>
<td>4.31</td>
<td>4.36</td>
</tr>
<tr>
<td>9 Helpful, courteous staff</td>
<td>4.19</td>
<td>4.38</td>
<td>4.42</td>
</tr>
<tr>
<td>10 Moving in a positive direction to better meet my department’s needs</td>
<td>4.03</td>
<td>4.13</td>
<td>4.32</td>
</tr>
</tbody>
</table>

### Background
- 2021 was the fifth year for the Administration & Finance Customer Satisfaction Survey
- Survey period: March 2 - March 26, 2021
- 45,507 faculty, staff, and students were invited
- 2,063 (5%) responded to the survey
- 14 departments across 8 administrative areas participated in the survey
- Survey consisted of 10 standard satisfaction questions + 1 NPS + 3 COVID-19 + up to 5 supplemental questions
- Verbatim comments: 2 standard (Like, Improve) + 1 customer service recognition + 1 COVID-19

Survey and analytics powered by Tritonlytics™, Organizational Assessments and Strategy, UC San Diego