

A&F CUSTOMER SATISFACTION SURVEY 2020/21

STUDENT BUSINESS SERVICES

Student Business Services provides information on student account payments, tuition and fees, refunds, and 1098-T tax documents.

STRENGTHS:

- Moving in a Positive Direction
- Helpful Staff
- Knowledgeable Staff

IMPROVEMENT OPPORTUNITIES:

- Understands My Needs and 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.



MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS

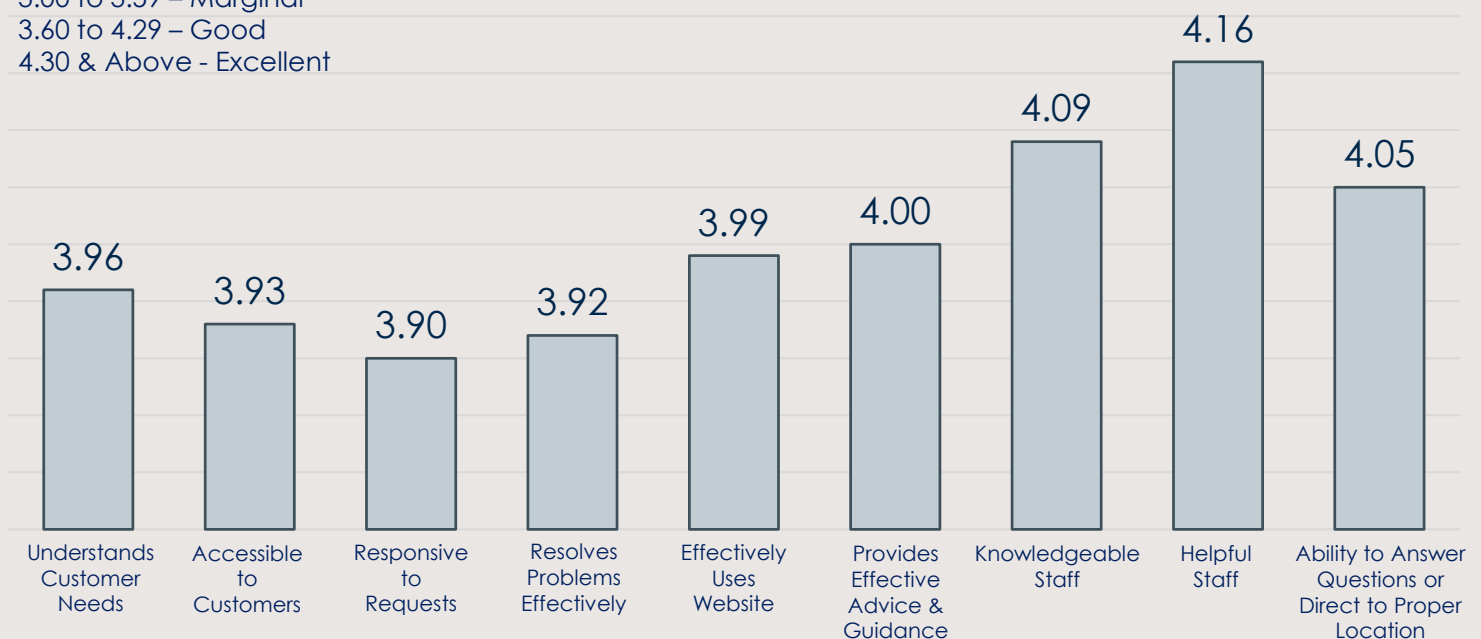
4.07

 **855**
RESPONDENTS

OVERALL SATISFACTION
3.97

Mean Scores

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





2021 Administration & Finance Customer Satisfaction Survey

Student Business Services (Student Accounts, Not Financial Aid)

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

2021

855
respondents

Strengths

Moving in a Positive Direction
Helpful Staff
Knowledgeable Staff

2020

566
respondents

Opportunities

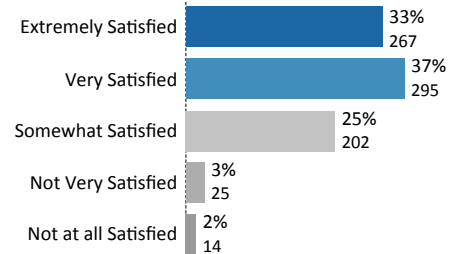
Understands My Needs and Requirements
Facilities Problem Resolution
Effectively Uses Websites, Online Documentation

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?

3.97
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	2019	2020	2021	2021 change from prior year
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?	4.00	3.95	3.97	↑
2	Understands my needs and requirements	4.02	3.94	3.96	↑
3	Accessible to customers (via phone/voicemail, email, or online chat)	4.03	4.02	3.93	↓
4	Responsive to requests within an acceptable time frame	4.00	4.00	3.90	↓
5	Facilitates problem resolution	3.98	3.99	3.92	↓
6	Effectively uses websites and systems to provide access to SBS information and services	4.03	3.99	3.99	↔
7	Provides effective advice, support, and guidance	4.02	3.95	4.00	↑
8	Knowledgeable staff	4.08	4.01	4.09	↑
9	Helpful, courteous staff	4.14	4.05	4.16	↑
10	Moving in a positive direction to better meet my department's needs	4.06	3.98	4.07	↑
11	Ability to answer your question or direct you to the proper location	4.04	4.01	4.05	↑

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

Change - Increase/Decrease of 0.09 or greater