

# A&F CUSTOMER SATISFACTION SURVEY 2020/21

## 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:

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

### IMPROVEMENT OPPORTUNITIES:

- Understands My Needs and Requirements
- Facilitates Problem Resolution
- Provides Effective Advice, Guidance

### 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

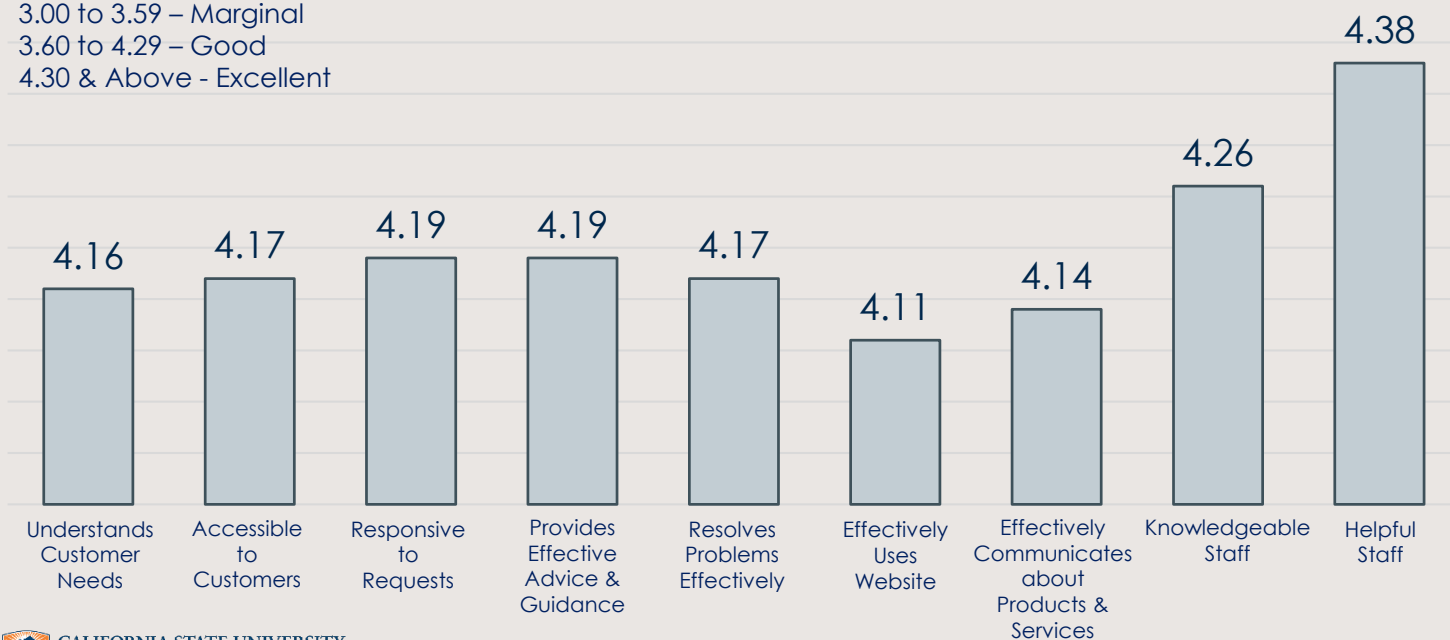
4.23

 **1,233**  
RESPONDENTS

OVERALL SATISFACTION  
**4.16**

### 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

## Titan Shops (Campus Bookstore/Titan Tech)

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 course materials & technology.

2021

**1,233**  
respondents

### Strengths

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

2020

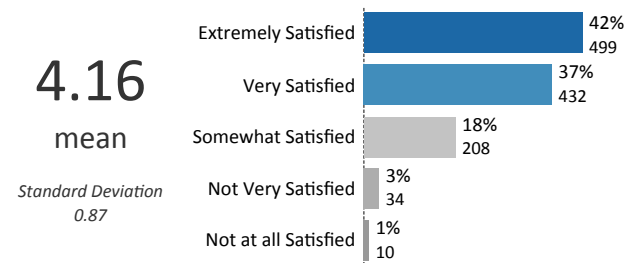
2,642  
respondents

### Opportunities

- Understands My Needs and Requirements
- Facilities Problem Resolution
- Provides Effective Advice, Guidance

### 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?



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 Titan Shops, how would you rate your satisfaction with it during the past 12 months?	4.24	4.18	4.16	-0.02
2	Understands my needs	4.25	4.17	4.16	-0.01
3	Accessible to customers (via phone/voicemail, email, or online chat)	4.24	4.20	4.17	-0.03
4	Responsive to requests within an acceptable time frame	4.24	4.19	4.19	0.00
5	Provides effective support, guidance, products, and/or tools	4.27	4.22	4.19	-0.03
6	Facilitates problem resolution	4.23	4.19	4.17	-0.02
7	Effectively uses department's website to provide up-to-date information and services	4.11	4.09	4.11	0.02
8	Effectively communicates about products and services	4.16	4.13	4.14	0.01
9	Knowledgeable staff	4.26	4.22	4.26	0.04
10	Helpful, courteous staff	4.37	4.36	4.38	0.02
11	Moving in a positive direction to better meet my needs	4.25	4.22	4.23	0.01

### 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