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.

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

- 4.16
- 4.17
- 4.19
- 4.19
- 4.17
- 4.11
- 4.14
- 4.26
- 4.38

**OVERALL SATISFACTION**
4.16

**MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS**
4.23

**RESPONDENTS**
1,233

admininf.fullerton.edu
## 2021 Administration & Finance Customer Satisfaction Survey

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**

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean Score</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Thinking of your OVERALL experience with Titan Shops, how would you rate your satisfaction with it during the past 12 months?</td>
<td>4.16</td>
<td>4.24</td>
<td>4.18</td>
<td>4.16</td>
</tr>
<tr>
<td>2 Understands my needs</td>
<td>4.16</td>
<td>4.25</td>
<td>4.17</td>
<td>4.16</td>
</tr>
<tr>
<td>3 Accessible to customers (via phone/voicemail, email, or online chat)</td>
<td>4.16</td>
<td>4.24</td>
<td>4.20</td>
<td>4.17</td>
</tr>
<tr>
<td>4 Responsive to requests within an acceptable time frame</td>
<td>4.16</td>
<td>4.24</td>
<td>4.19</td>
<td>4.19</td>
</tr>
<tr>
<td>5 Provides effective support, guidance, products, and/or tools</td>
<td>4.16</td>
<td>4.27</td>
<td>4.22</td>
<td>4.19</td>
</tr>
<tr>
<td>6 Facilitates problem resolution</td>
<td>4.16</td>
<td>4.23</td>
<td>4.19</td>
<td>4.17</td>
</tr>
<tr>
<td>7 Effectively uses department’s website to provide up-to-date information and services</td>
<td>4.16</td>
<td>4.11</td>
<td>4.09</td>
<td>4.11</td>
</tr>
<tr>
<td>8 Effectively communicates about products and services</td>
<td>4.16</td>
<td>4.16</td>
<td>4.13</td>
<td>4.14</td>
</tr>
<tr>
<td>9 Knowledgeable staff</td>
<td>4.16</td>
<td>4.26</td>
<td>4.22</td>
<td>4.26</td>
</tr>
<tr>
<td>10 Helpful, courteous staff</td>
<td>4.16</td>
<td>4.37</td>
<td>4.36</td>
<td>4.38</td>
</tr>
<tr>
<td>11 Moving in a positive direction to better meet my needs</td>
<td>4.16</td>
<td>4.25</td>
<td>4.22</td>
<td>4.23</td>
</tr>
</tbody>
</table>

### 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?

- Extremely Satisfied: 42% (499 respondents)
- Very Satisfied: 37% (432 respondents)
- Somewhat Satisfied: 18% (208 respondents)
- Not Very Satisfied: 3% (34 respondents)
- Not at all Satisfied: 1% (10 respondents)

Mean Score: 4.16

Standard Deviation: 0.87

### Mean Scores

- **Below 3.00 - Low**
- **3.00 to 3.59 - Marginal**
- **3.60 to 4.29 - Good**
- **4.30 & above - Excellent**

### Opportunities

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

### Strengths

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

### 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