The Road to Success: Customer Satisfaction Survey 2017

Of the 46,825 Titans invited to take the survey
44% STAFF
24% FACULTY
17% STUDENTS

RESPONDED

ASC Campus Dining

6375 RESPONSES to the ASC Campus Dining survey questions

Overall Customer Satisfaction for ASC Campus Dining

4 Influential Strengths
Accessible to Customers

3.84 MEAN SCORE
Overall Customer Satisfaction
Scale: 1-5

Primary Opportunities for Improvement

Understands my Needs & Requirements
Quality
Moving in a Positive Direction
### The Road to Success Customer Satisfaction Survey 2017

#### Campus Dining Services (Starbucks, Carl's Jr, Togo's, Baja Fresh, etc., Not the Gastronome)

Campus Dining includes Starbucks, Carl's Jr., Togo's, Baja Fresh Express, The Fresh Kitchen, Panda Express, Juice it Up, Round Table Pizza, LH Express, Nutwood Café, and REC Express (Not the Gastronome)

**Primary Opportunities**
- Understands My Needs and Requirements
- Quality
- Moving in a Positive Direction

**Influential Strengths**
- Accessible to Customers

**6,375 respondents**

### Mean Scores

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thinking of your OVERALL experience with Campus Dining Services, how would you rate your satisfaction with Campus Dining Services during the past 12 months?</td>
<td>3.84</td>
</tr>
<tr>
<td>2</td>
<td>Quality of food</td>
<td>3.72</td>
</tr>
<tr>
<td>3</td>
<td>Understands my needs and requirements</td>
<td>3.78</td>
</tr>
<tr>
<td>4</td>
<td>Accessible to customers (via phone/voicemail, email, online chat, OR in-person)</td>
<td>3.90</td>
</tr>
<tr>
<td>5</td>
<td>Courteous, helpful staff</td>
<td>4.06</td>
</tr>
<tr>
<td>6</td>
<td>Timeliness and speed of service</td>
<td>3.89</td>
</tr>
<tr>
<td>7</td>
<td>Cleanliness</td>
<td>3.97</td>
</tr>
<tr>
<td>8</td>
<td>Operating Hours</td>
<td>3.72</td>
</tr>
<tr>
<td>9</td>
<td>Effectively uses department's website to provide up-to-date information and services</td>
<td>3.76</td>
</tr>
<tr>
<td>10</td>
<td>Moving in a positive direction to meet my needs</td>
<td>3.80</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?

- **3.84 mean**
- **Standard Deviation 0.88**

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Satisfied</td>
<td>24%</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>43%</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>28%</td>
</tr>
<tr>
<td>Not Very Satisfied</td>
<td>4%</td>
</tr>
<tr>
<td>Not at all Satisfied</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Background

- 2017 was the first year for the The Road to Success Customer Satisfaction Survey
- 20 different services across 9 administrative areas were included in the survey
- The survey included 10 to 12 standard scaled (1-5) rating questions and up to 3 open-ended questions
- 46,825 faculty, staff, and students, were invited to give feedback. Of this total, 5% were faculty, 5% were staff, and 90% were students
- 8,629 (18%) responded to the survey
- Each survey invitee could select which services they wanted to evaluate
- Since some services are used only by faculty or staff or students, invitees could only select services relevant to them
- The survey was available to take from April 5 to April 28, 2017
- N/As and blank responses did not count in calculations for mean scores

**Survey conducted by** Organizational Performance Assessments  
**Operational Strategic Initiatives, UC San Diego**