The Road to Success: Customer Satisfaction Survey 2017

Of the 46,825 Titans invited to take the survey, 44% staff, 24% faculty, and 17% students responded.

Overall Customer Satisfaction for OC Choice Catering

- Not At All Satisfied: 3%
- Not Very Satisfied: 9%
- Somewhat Satisfied: 29%
- Very Satisfied: 39%
- Extremely Satisfied: 20%

Value
Understands my needs & requirements
Moving in a positive direction
Resolves problems effectively

Influential Strengths
- Provides effective advice & guidance

Primary Opportunities for Improvement

Mean Score
Overall Customer Satisfaction
Scale: 1-5

3.64

214 Responses to the OC Choice Catering survey questions
The Road to Success Customer Satisfaction Survey 2017
OC Choice Catering, ASC

OC Choice Catering provides food and service for campus events (Not Aramark’s Catering & Campus Dining)

214 respondents

Primary Opportunities
- Value
- Understands My Needs and Requirements
- Moving in a Positive Direction
- Resolves Problems Effectively

Influential Strengths
- Provides Effective Advice, Guidance

Mean Scores

<table>
<thead>
<tr>
<th>Mean Scores</th>
<th>Below 3.00 - Low</th>
<th>3.00 to 3.59 - Marginal</th>
<th>3.60 to 4.29 - Good</th>
<th>4.30 &amp; above - Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td>Question</td>
<td>2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Thinking of your OVERALL experience with OC Choice Catering, how would you rate your satisfaction with OC Choice Catering during the past 12 months?</td>
<td>3.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Value for the quality food and service</td>
<td>3.39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Understands my needs and requirements</td>
<td>3.57</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Accessible to customers (via phone/voicemail, email, online chat, OR in-person)</td>
<td>3.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Responsive to requests or problems within an acceptable time</td>
<td>3.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Provides effective support, guidance, products, and/or tools</td>
<td>3.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Resolves problems effectively</td>
<td>3.68</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Effectively uses department’s website to provide up-to-date information and services</td>
<td>3.56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Knowledgeable staff</td>
<td>3.88</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Courteous, helpful staff</td>
<td>4.03</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Moving in a positive direction to better meet my needs</td>
<td>3.62</td>
<td></td>
<td></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