The Road to Success: Customer Satisfaction Survey 2017

Titan Shops

Of the 46,825 Titans invited to take the survey

44% STAFF
24% FACULTY
17% STUDENTS
RESPONDED

Overall Customer SATISFACTION for Titan Shops

6938 RESPONSES to the Titan Shops survey questions

Influential Strengths

4

Understands my Needs & Requirements
Moving in a Positive Direction
Provides Effective Advice & Guidance
Responds to Requests Within an Acceptable Time

4.17 MEAN SCORE
Overall Customer Satisfaction
Scale: 1-5

Primary Opportunities for IMPROVEMENT

Resolves Problems Effectively
**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 Titan Shops, how would you rate your satisfaction with Titan Shops during the past 12 months?</td>
<td>4.17</td>
</tr>
<tr>
<td>2</td>
<td>Understands my needs and requirements</td>
<td>4.14</td>
</tr>
<tr>
<td>3</td>
<td>Accessible to customers (via phone/voicemail, email, online chat, OR in-person)</td>
<td>4.11</td>
</tr>
<tr>
<td>4</td>
<td>Responsive to requests or problems within an acceptable time</td>
<td>4.13</td>
</tr>
<tr>
<td>5</td>
<td>Provides effective support, guidance, products, and/or tools</td>
<td>4.15</td>
</tr>
<tr>
<td>6</td>
<td>Resolves problems effectively</td>
<td>4.12</td>
</tr>
<tr>
<td>7</td>
<td>Effectively uses department’s website to provide up-to-date information and services</td>
<td>3.98</td>
</tr>
<tr>
<td>8</td>
<td>Effectively communicates about products and services</td>
<td>4.02</td>
</tr>
<tr>
<td>9</td>
<td>Knowledgeable staff</td>
<td>4.13</td>
</tr>
<tr>
<td>10</td>
<td>Courteous, helpful staff</td>
<td>4.32</td>
</tr>
<tr>
<td>11</td>
<td>Moving in a positive direction to better meet my needs</td>
<td>4.15</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

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