The Road to Success: Customer Satisfaction Survey 2017

Of the 46,825 Titans invited to take the survey, 5271 responded to the Parking & Transportation Services survey questions.

Overall Customer Satisfaction

44% STAFF
24% FACULTY
17% STUDENTS
RESPONDED

MEAN SCORE
3.23
Overall Customer Satisfaction
Scale: 1-5

Strengths
- Helpful Staff
- Knowledgeable Staff

Primary Opportunities for Improvement
- Understands my Needs & Requirements
- Moving in a Positive Direction
- Resolves Problems Effectively
- Provides Effective Advice & Guidance
- Responds to Requests Within an Acceptable Time
The Road to Success Customer Satisfaction Survey 2017
Parking & Transportation

Parking & Transportation includes permit sales, parking tickets, campus street signage, and transportation programs (i.e. carpool, bus pass).

5,271 respondents

Primary Opportunities
- Understands My Needs and Requirements
- Moving in a Positive Direction
- Resolves Problems Effectively
- Provides Effective Advice, Guidance
- Responds to Requests Within an Acceptable Time

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: 18%
- Very Satisfied: 25%
- Somewhat Satisfied: 31%
- Not Very Satisfied: 16%
- Not at all Satisfied: 11%

Mean Scores
Below 3.00 - Low | 3.00 to 3.59 - Marginal | 3.60 to 4.29 - Good | 4.30 & above - Excellent

<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 Parking &amp; Transportation, how would you rate your satisfaction with Parking &amp; Transportation during the past 12 months in meeting your department’s needs?</td>
<td>3.23</td>
</tr>
<tr>
<td>2</td>
<td>Understands my needs and requirements</td>
<td>3.25</td>
</tr>
<tr>
<td>3</td>
<td>Accessible to customers (via phone/voicemail, email, online chat, OR in-person)</td>
<td>3.58</td>
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<tr>
<td>4</td>
<td>Responsive to requests or problems within an acceptable time</td>
<td>3.51</td>
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<tr>
<td>5</td>
<td>Provides effective advice, support, and guidance</td>
<td>3.50</td>
</tr>
<tr>
<td>6</td>
<td>Resolves problems effectively</td>
<td>3.38</td>
</tr>
<tr>
<td>7</td>
<td>Effectively uses websites and systems to provide access to Parking &amp; Transportation information and services</td>
<td>3.63</td>
</tr>
<tr>
<td>8</td>
<td>Knowledgeable staff</td>
<td>3.74</td>
</tr>
<tr>
<td>9</td>
<td>Helpful, courteous staff</td>
<td>3.75</td>
</tr>
<tr>
<td>10</td>
<td>Moving in a positive direction to better meet my department’s needs</td>
<td>3.35</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