

The Road to Success: Customer Satisfaction Survey 2017

ASC Campus Dining

Of the 46,825 Titans
invited to take the survey

44% STAFF

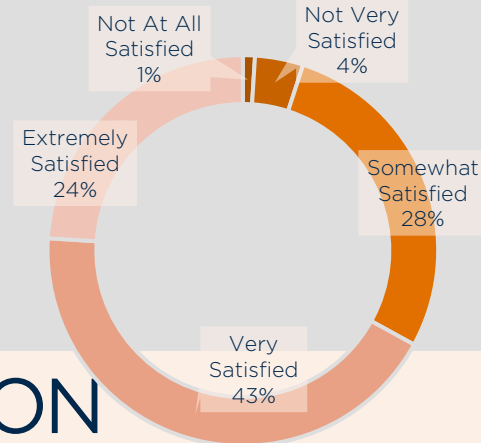
24% FACULTY

17% STUDENTS

RESPONDED

Overall Customer SATISFACTION

for ASC Campus Dining



6375

RESPONSES

to the ASC Campus
Dining survey questions



Influential Strengths

Accessible to
Customers

3.84

MEAN SCORE
Overall Customer
Satisfaction
Scale: 1-5



Understands my Needs & Requirements
Quality
Moving in a Positive Direction

Primary Opportunities for

IMPROVEMENT

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)

6,375
 respondents

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

Influential Strengths
 Accessible to Customers

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

Extremely Satisfied	24%
Very Satisfied	43%
Somewhat Satisfied	28%
Not Very Satisfied	4%
Not at all Satisfied	1%

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

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

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