

# The Road to Success: Customer Satisfaction Survey 2017

# OC Choice Catering

Of the 46,825 Titans  
invited to take the survey

**44% STAFF**

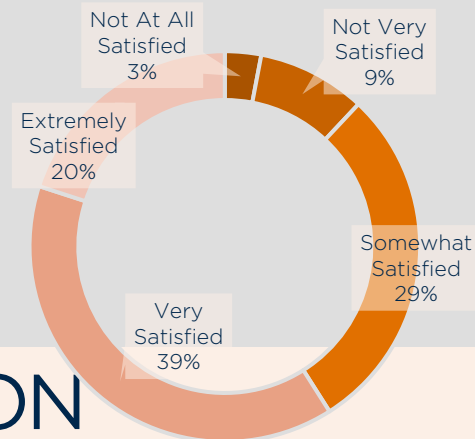
**24% FACULTY**

**17% STUDENTS**

RESPONDED

## Overall Customer SATISFACTION

for OC Choice Catering



# 214

**RESPONSES**

to the OC Choice  
Catering survey questions

## Influential Strengths

Provides Effective  
Advice & Guidance

# 3.64

**MEAN SCORE**  
Overall Customer  
Satisfaction  
Scale: 1-5

**Value**  
Understands my Needs & Requirements  
**Moving in a Positive Direction**  
Resolves Problems Effectively

Primary Opportunities for

# IMPROVEMENT

**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**

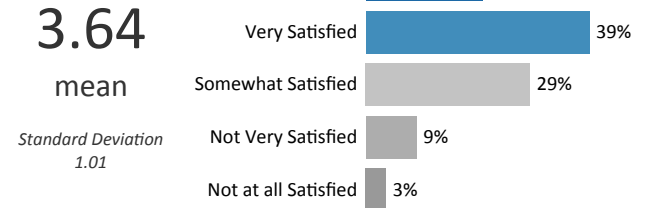
- Value
- Understands My Needs and Requirements
- Moving in a Positive Direction
- Resolves Problems Effectively

**Influential Strengths**

- Provides Effective Advice, Guidance

**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?



**3.64**  
 mean

Standard Deviation  
 1.01

**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 OC Choice Catering, how would you rate your satisfaction with OC Choice Catering during the past 12 months? | 3.64 |
| 2  | Value for the quality food and service   | 3.39 |
| 3  | Understands my needs and requirements  | 3.57 |
| 4  | Accessible to customers (via phone/voicemail, email, online chat, OR in-person)  | 3.73 |
| 5  | Responsive to requests or problems within an acceptable time   | 3.73 |
| 6  | Provides effective support, guidance, products, and/or tools   | 3.73 |
| 7  | Resolves problems effectively  | 3.68 |
| 8  | Effectively uses department's website to provide up-to-date information and services   | 3.56 |
| 9  | Knowledgeable staff  | 3.88 |
| 10 | Courteous, helpful staff   | 4.03 |
| 11 | Moving in a positive direction to better meet my needs   | 3.62 |

**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