

# The Road to Success: Customer Satisfaction Survey 2017

# Parking & Transportation Services

Of the 46,825 Titans  
invited to take the survey

**44% STAFF**

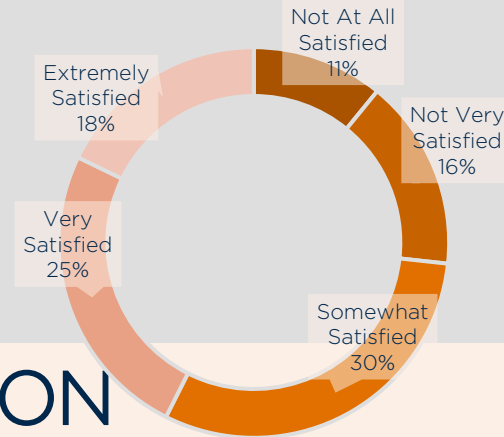
**24% FACULTY**

**17% STUDENTS**

RESPONDED

## Overall Customer SATISFACTION

for Parking & Transportation Services



# 5271

**RESPONSES**

to the Parking &  
Transportation Services  
survey questions

## Strengths

Helpful Staff  
Knowledgeable Staff

# 3.23

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

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

## Primary Opportunities for

# IMPROVEMENT

## 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).

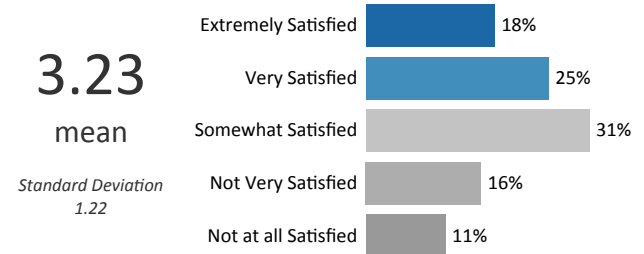
5,271  
 respondents

### 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?



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

### 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