

Customer Satisfaction Survey 2017/18

[Campus Dining Services]

Campus Dining includes Starbucks, Carl's Jr., Togo's, Baja Fresh Express, The Fresh Kitchen, and Panda Express.

[3.82]
Understands Customer Needs

[3.96]
Accessible to Customers

[3.79]
Quality of Food

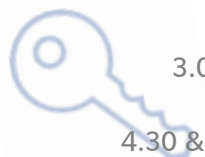
[4.10]
Helpful Staff

[3.93]
Timeliness and Speed of Service

[3.72]
Effectively Uses Website

[4.03]
Cleanliness

[3.79]
Operating Hours



Below 3.0 : Low
3.00-3.59 : Marginal
3.60-4.29 : Good
4.30 & Above : Excellent



5,239
Respondents



3.88
Overall
Satisfaction
with Dining



3.82
Moving in a
Positive
Direction to
Meet
Customer
Needs

STRENGTHS

Helpful Staff

Cleanliness



Opportunities for IMPROVEMENT

Quality

Understands Customer Needs

Moving in a Positive Direction



The Road to Success Customer Satisfaction Survey

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)

2018

5,239
respondents

2017

6,375 respondents

Strengths

- Helpful Staff
- Cleanliness
- Accessible to Customers

Opportunities

- Quality
- Understands My Needs and Requirements
- Moving in a Positive Direction

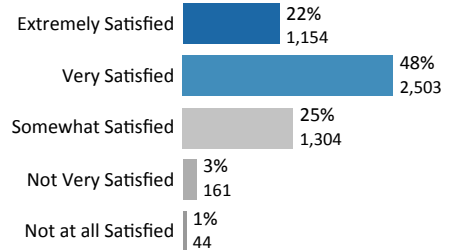
Overall Satisfaction

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?

3.88

mean

Standard Deviation
0.81



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

#	Question	2017	2018	Chg from 2017 to 2018
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	3.88	★
2	Quality of food	3.72	3.79	★
3	Understands my needs and requirements	3.78	3.82	
4	Accessible to customers (via phone/voicemail, email, online chat, OR in-person)	3.90	3.96	★
5	Courteous, helpful staff	4.06	4.10	
6	Timeliness and speed of service	3.89	3.93	
7	Cleanliness	3.97	4.03	★
8	Operating Hours	3.72	3.79	★
9	Effectively uses department's website to provide up-to-date information and services	3.76	3.72	
10	Moving in a positive direction to meet my needs	3.80	3.82	

Background

★ Change from 2017 to 2018 is statistically significant

Change of 0.09 or greater

- 2018 was the second year for The Road to Success Customer Satisfaction Survey
- 20 different services across 8 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
- 46,121 faculty, staff, and students, were invited to give feedback. Of this total, 5% were faculty, 5% were staff, and 90% were students
- 6,400 (13.9%) responded to the survey
- Each survey invitee could select which services they wanted to evaluate
- Some services were pre-selected for faculty, staff, or students as they only used certain services that were relevant to them
- The survey was available to take from April 3 to April 20, 2018
- N/As and blank responses did not count in calculations for mean scores