

# CUSTOMER SATISFACTION SURVEY

## UNIVERSITY BOOKSTORE

### 2018/19

The University Bookstore is where the campus community can purchase books, apparel, supplies and technology.



**4.17**  
OVERALL SATISFACTION WITH  
UNIVERSITY BOOKSTORE



**896**  
RESPONDENTS



**35**  
NET PROMOTER SCORE



**4.16**  
MOVING IN A POSITIVE DIRECTION  
TO MEET CUSTOMER NEEDS

### STRENGTHS & OPPORTUNITIES

#### STRENGTHS

Provides Effective Advice, Guidance  
Helpful Staff  
Effectively Uses Websites, Online Documentation

#### OPPORTUNITIES FOR IMPROVEMENT

Understands My Needs and Requirements  
Responds to Requests Within an Acceptable Time  
Facilitates Problem Resolution

### SURVEY ITEMS

**4.19**

UNDERSTANDS  
CUSTOMER NEEDS

**4.18**

ACCESSIBLE TO  
CUSTOMERS

**4.19**

RESPONSIVE TO  
REQUESTS

**4.22**

PROVIDES EFFECTIVE  
ADVICE & GUIDANCE

**4.18**

RESOLVES PROBLEMS  
EFFECTIVELY

**4.20**

KNOWLEDGEABLE STAFF

**4.28**

HELPFUL STAFF

**4.23**

EFFECTIVELY USES  
WEBSITE

Below 3.0: Low  
3.00-3.59: Marginal

3.60 - 4.29: Good  
4.30 & above: Excellent



# 2019 CSU San Marcos CSS

## University Bookstore

The University Bookstore is where the campus community can purchase books, apparel, supplies and technology.

2019

# 896

respondents

### Strengths

- Provides Effective Advice, Guidance
- Helpful Staff
- Effectively Uses Websites, Online Documentation

### Opportunities

- Understands My Needs and Requirements
- Responds to Requests Within an Acceptable Time
- Facilitates Problem Resolution

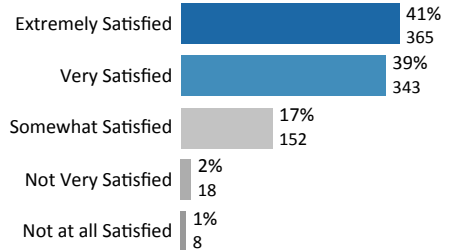
### Overall Satisfaction

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?

# 4.17

mean

Standard Deviation  
0.85



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

#	Question	2019
1	Thinking of your OVERALL experience with University Bookstore, how would you rate your satisfaction with it during the past 12 months?	
2	Understands my needs and requirements	
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	
4	Responsive to requests or problems within an acceptable time	
5	Provides effective advice, support and guidance	
6	Facilitates problem resolution	
7	Knowledgeable staff	
8	Helpful staff	
9	Effectively uses websites and systems to provide access to University Bookstore information and services	
10	Moving in a positive direction to better meet my needs	

### Background

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## Net Promoter Score

Below 0 - Low | 0-19 - Marginal | 20-49 - Good | 50 & above - Excellent

The Customer Satisfaction Survey includes the question "How likely is it that you would share a positive impression of the University Bookstore with others?" answered on a scale from 0 to 10. The Net Promoter Score is calculated as follows: the percent falling in the lowest segment (red section below) is subtracted from the percent falling in the highest segment (blue section below) to determine the Net Promoter (NPS) score.

2019

35 NPS

51.8% - 16.9% = 35

Detractor					Passive			Promoter		
1%	0%	1%	2%	2%	5%	6%	11%	21%	18%	34%
10	3	9	17	13	41	47	89	170	150	279

### About NPS

The Net Promoter Score (NPS) is widely used in business to determine growth potential [1]. Different types of customers can have positive or negative effects on the success of the survey unit. The NPS identifies them as follows:

#### Detractors

Score 0-6 on the Recommend question. These are dissatisfied customers who will not promote or recommend the survey unit at all and may provide negative information to others.

#### Passives

Score in the neutral sections of the Recommend question (7-8). These are passive, neutral customers, who, while perhaps satisfied, are likely to do nothing to actively contribute to the success of the survey unit.

#### Promoters

Score 9-10 on the Recommend question. These are satisfied and enthusiastic customers.

The NPS score can potentially range from +100, where all customers are Promoters, to -100, where all customers are Detractors.

Evaluation of the NPS is based on the following scale:

- Below 0 – LOW
- 0 to 19 – MARGINAL
- 20 to 49 – GOOD
- 50 & above - EXCELLENT

The cut-off points were developed by examining the distribution of NPS scores from over 300 survey departments rated by over 24,000 total customers from seven Universities (CSU Cal Poly, CSU Chancellor's Office, CSU Fullerton, CSU San Marcos, UC Davis, UC Riverside, and UC San Diego) participating in customer surveys. Along with Overall Satisfaction and unit Strengths and Opportunities, the NPS provides an externally-validated benchmark to help track progress over the course of future evaluations.

[1] Reichheld, Frederick F. (December 2003). "One Number You Need to Grow". *Harvard Business Review*.

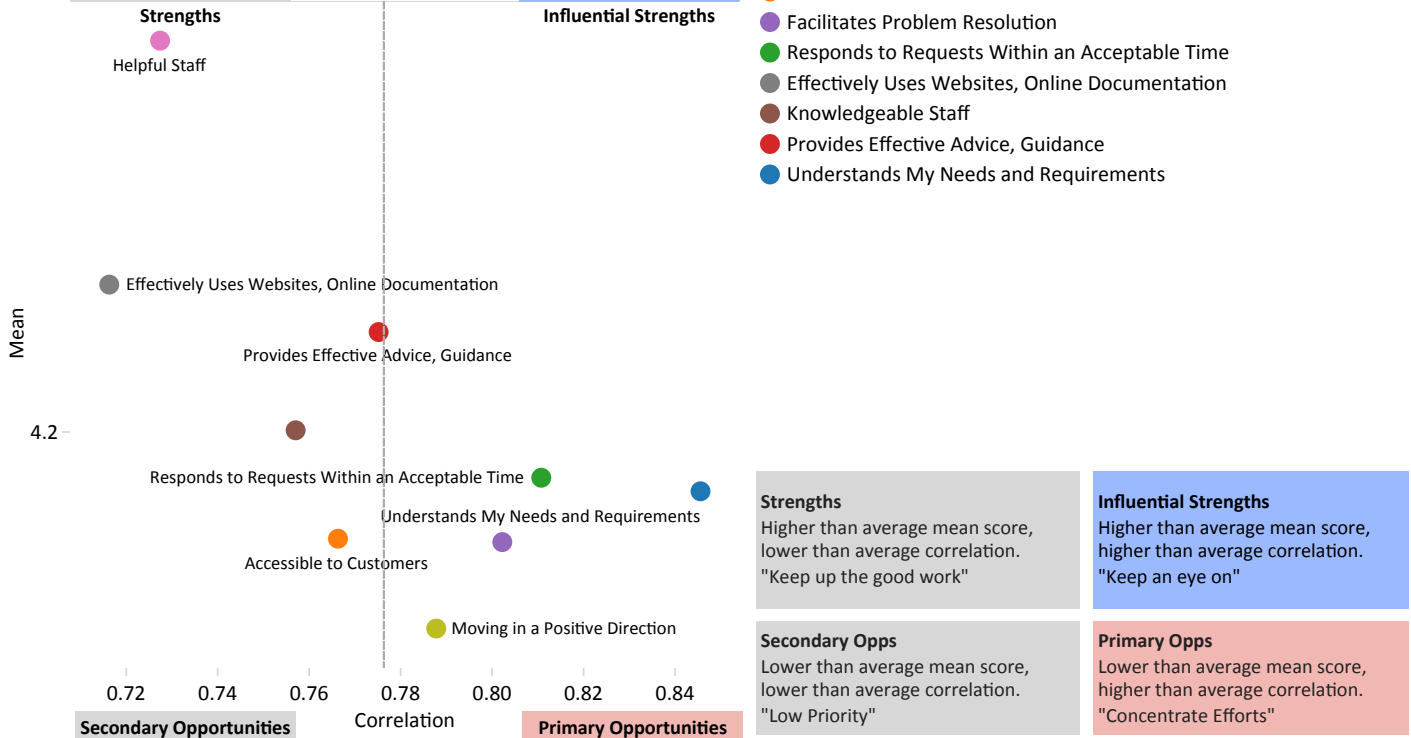


# 2019 CSU San Marcos CSS University Bookstore

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## Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by Overall Satisfaction Correlation

Correlation Coefficient Average = 0.78, Mean Average = 4.20



### List of Strengths & Opportunities by Question ST - Strength | IS - Influential Strength | PO - Primary Opportunity | SO - Secondary Opportunity

#	Question	Mean	Corr	Str/Opps
2	Understands my needs and requirements	4.19	0.85	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.18	0.77	SO
4	Responsive to requests or problems within an acceptable time	4.19	0.81	PO
5	Provides effective advice, support and guidance	4.22	0.78	ST
6	Facilitates problem resolution	4.18	0.80	PO
7	Knowledgeable staff	4.20	0.76	SO
8	Helpful staff	4.28	0.73	ST
9	Effectively uses websites and systems to provide access to University Bookstore information and services	4.23	0.72	ST
10	Moving in a positive direction to better meet my needs	4.16	0.79	PO



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

	Overall Satisfaction	Understands My Needs and Requirements	Accessible to Customers	Responds to Requests Within an Acceptable Time	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Faculty										
Staff										
Student										

Number of respondents in parenthesis: (n). The (n) is not shown when the number of respondents is fewer than five





Satisfaction Mean Scores by Division and Classification **Below 3.00 - Low** | **3.00 to 3.59 - Marginal** | **3.60 to 4.29 - Good** | **4.30 & above - Excellent**

		Overall Satisfaction	Understands My Needs and Requirements	Accessible to Customers	Responds to Requests Within an Acceptable Time	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Academic Affairs	Staff										
CEHHS	Faculty										
	Student										
CHABSS	Faculty			7	1						
	Student			2			2				
COBA	Faculty			0			0				
	Student										
Community Engagement	Staff			0							
CSM	Faculty			3			3				
	Student			1							
Finance and Administrative Services	Staff										
Office of the President	Faculty			0			0				
	Staff			0			0				
Open University	Student			0			0				
President's Office	Staff			0			0				
Student Affairs	Staff			7							
Transitory	Student			0			0				
Undeclared	Student						0				
Undeclared EE	Student			3			3				
University Advancement	Staff						0				

Number of respondents in parenthesis: (n). The (n) is not shown when the number of respondents is fewer than five.  
Blank cells: respondents did not provide an answer to the question.