CUSTOMER SATISFACTION SURVEY
CAMPUS DINING SERVICE
2018/19

Campus Coffee, Caliente, Jazzman's Café and Bakery, Panda Express, The Market at the University Store, The Market at the Union, WOW American Grill, Starbucks, and SubConnection.

3.76
OVERALL SATISFACTION WITH CAMPUS DINING SERVICES

904
RESPONDENTS

5
NET PROMOTER SCORE

3.73
MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS

STRENGTHS & OPPORTUNITIES

STRENGTHS
Responds to Requests Within an Acceptable Time
Facilitates Problem Resolution
Provides Effective Advice, Guidance

OPPORTUNITIES FOR IMPROVEMENT
Understands My Needs and Requirements
Moving in a Positive Direction
Accessible to Customers

SURVEY ITEMS

3.72 UNDERSTANDS CUSTOMER NEEDS

3.78 ACCESSIBLE TO CUSTOMERS

3.91 RESPONSIVE TO REQUESTS

3.90 PROVIDES EFFECTIVE ADVICE & GUIDANCE

3.87 RESOLVES PROBLEMS EFFECTIVELY

3.98 KNOWLEDGEABLE STAFF

4.07 HELPFUL STAFF

3.74 EFFECTIVELY USES WEBSITE

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

2019 CSU San Marcos CSS
Campus Dining Service

Campus Coffee, Caliente, Jazzman's Café and Bakery, Panda Express, The Market at the University Store, The Market at the Union, WOW American Grill, Starbucks, and SubConection.

Strengths

Responds to Requests Within an Acceptable Time
Facilitates Problem Resolution
Provides Effective Advice, Guidance

2019

904
respondents

Opportunities

Understands My Needs and Requirements
Moving in a Positive Direction
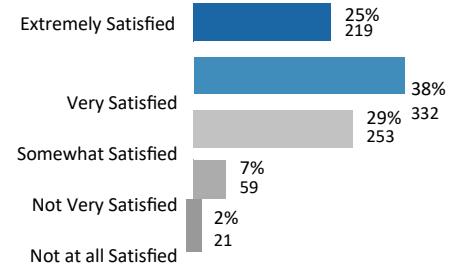Accessible to Customers

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?

3.76
mean

Standard Deviation 0.98

Rating	%	Count
Extremely Satisfied	25%	219
Very Satisfied	38%	332
Somewhat Satisfied	29%	253
Not Very Satisfied	7%	59
Not at all Satisfied	2%	21

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 Campus Dining Services, how would you rate your satisfaction with it during the past 12 months?	3.76
2	Understands my needs and requirements	3.72
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.78
4	Responsive to requests or problems within an acceptable time	3.91
5	Provides effective advice, support and guidance	3.90
6	Facilitates problem resolution	3.87
7	Knowledgeable staff	3.98
8	Helpful staff	4.07
9	Effectively uses websites and systems to provide access to Campus Dining Services information and services	3.74
10	Moving in a positive direction to better meet my needs	3.73

Background

- Survey Period: February 20 to March 8, 2019
- 32 departments across campus participated
- 16,786 - 902 staff, 900 faculty, and 14,984 students were invited to take the survey
- 1,815 (11%) total responded. Staff - 357, Faculty - 119, Student -1,339
- 10 standard satisfaction questions + 1 NPS (optional) + up to 5 supplemental questions were asked in each survey department
- Verbatim comments: 2 standard (Like best, Improve) plus up to 2 burning questions for each department
- Contact us at vpfas@csusm.edu if you have any questions about this report or would like additional in-depth analysis of your survey data
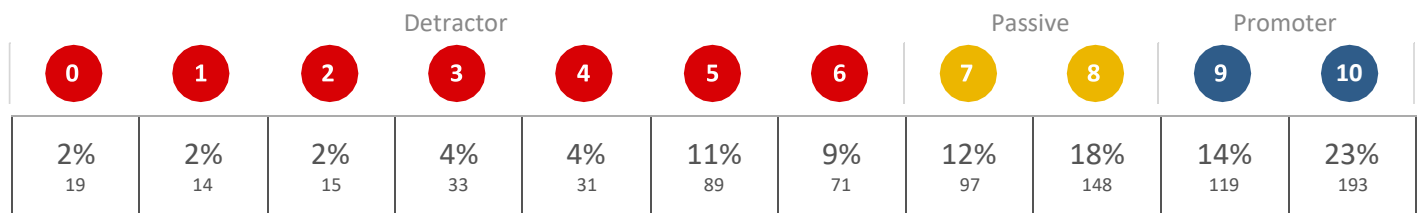
Net Promoter Score

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 Campus Dining Services 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

5 NPS

37.6% - 32.8% = 5

	Detractor						Passive		Promoter	
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
2%	2%	2%	4%	4%	11%	9%	12%	18%	14%	23%
19	14	15	33	31	89	71	97	148	119	193

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.

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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 = **0.72,** Mean Average = **3.85**
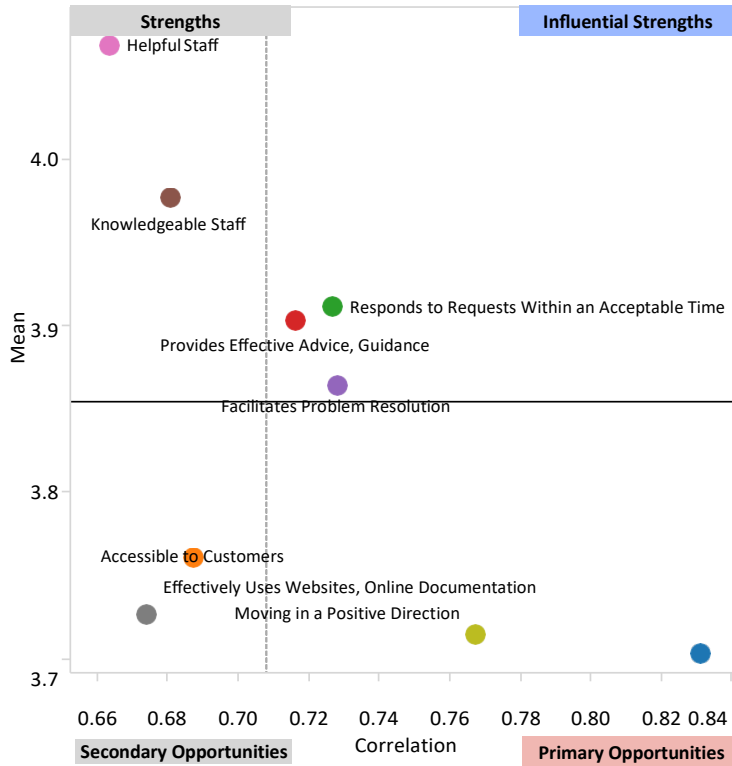
Legend:
- Moving in a Positive Direction
- Facilitates Problem Resolution
- Provides Effective Advice, Guidance
- Effectively Uses Websites, Online Documentation
- Responds to Requests Within an Acceptable Time
- Helpful Staff
- Knowledgeable Staff
- Understands My Needs and Requirements
- Accessible to Customers

Strengths
Higher than average mean score, lower than average correlation. "Keep up the good work"

Influential Strengths
Higher than average mean score, higher than average correlation. "Keep an eye on"

Secondary Opps
Lower than average mean score, lower than average correlation. "Low Priority"

Primary Opps
Lower than average mean score, higher than average correlation. "Concentrate Efforts"

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	3.72	0.83	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.78	0.69	SO
4	Responsive to requests or problems within an acceptable time	3.91	0.73	IS
5	Provides effective advice, support and guidance	3.90	0.72	ST
6	Facilitates problem resolution	3.87	0.73	IS
7	Knowledgeable staff	3.98	0.68	ST
8	Helpful staff	4.07	0.66	ST
9	Effectively uses websites and systems to provide access to Campus Dining Services information and services	3.74	0.67	SO
10	Moving in a positive direction to better meet my needs	3.73	0.77	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	3.61 (18)	3.50 (16)	3.33 (9)	3.70 (10)	3.57 (7)	3.86 (7)	3.85 (13)	3.72 (18)	3.10 (10)	3.33 (12)
Staff	3.42 (108)	3.39 (101)	3.47 (77)	3.72 (72)	3.61 (72)	3.58 (73)	3.66 (93)	3.83 (103)	3.31 (91)	3.43 (93)
Student	3.81 (758)	3.76 (757)	3.83 (509)	3.94 (553)	3.95 (488)	3.91 (496)	4.02 (710)	4.11 (748)	3.82 (591)	3.78 (659)

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

2019 CSU San Marcos CSS
Campus Dining Service

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

Division	Classification	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	Faculty	3.50	4.00	4.00	4.00	4.00	4.00	3.50	3.50	3.00	4.00
	Staff	3.39 (33)	3.28 (29)	3.61 (23)	3.71 (24)	3.71 (24)	3.68 (25)	3.59 (27)	3.94 (32)	3.38 (29)	3.39 (28)
CEHHS	Faculty	3.75	3.50	4.50	4.00	5.00	5.00	4.00	3.75	4.50	4.33
	Student	3.83 (145)	3.83 (141)	3.77 (97)	3.81 (102)	3.91 (86)	3.77 (90)	3.96 (137)	4.08 (139)	3.84 (102)	3.78 (118)
CHABSS	Faculty	3.67 (6)	3.67 (6)	3.00	4.00 (5)	4.00	4.33	4.25	3.83 (6)	2.33	3.00
	Student	3.77 (330)	3.67 (332)	3.75 (217)	3.85 (236)	3.86 (213)	3.90 (210)	3.98 (309)	4.04 (327)	3.74 (258)	3.70 (287)
COBA	Faculty	4.50	4.00						4.00		
	Student	3.79 (119)	3.82 (121)	4.00 (83)	3.99 (84)	4.06 (78)	3.95 (80)	3.97 (110)	4.06 (118)	3.85 (98)	3.75 (107)
Community Engagement	Staff	3.67	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.50	3.67
CSM	Faculty	2.00	2.00	1.00	1.00	1.00	1.00	2.50	2.50	3.00	1.50
	Student	3.87 (143)	3.82 (143)	3.88 (95)	4.13 (115)	4.03 (94)	4.02 (98)	4.14 (135)	4.27 (143)	3.87 (116)	3.91 (129)
Finance and Administrative Services	Staff	3.60 (25)	3.60 (25)	3.76 (17)	4.20 (15)	3.86 (14)	3.85 (13)	4.05 (22)	4.05 (22)	3.55 (22)	3.74 (23)
Office of the President	Faculty	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	Staff	3.00	3.00	3.00			3.00	3.00	4.00	4.00	3.00
Open University	Student	4.11 (9)	4.44 (9)	4.00 (7)	4.43 (7)	4.38 (8)	4.00 (8)	4.67 (9)	4.67 (9)	4.38 (8)	4.13 (8)
Student Affairs	Faculty	4.00		3.00		3.00		5.00	5.00	2.00	4.00
	Staff	3.48 (33)	3.45 (31)	3.31 (26)	3.55 (22)	3.52 (23)	3.50 (24)	3.59 (29)	3.67 (33)	2.96 (27)	3.30 (27)
Transitory	Student	4.00	4.33	4.33	4.33	4.50	4.00	4.33	4.67	4.50	4.00
Undeclared	Student	3.67 (6)	3.80 (5)	4.20 (5)	4.40 (5)	4.17 (6)	3.67 (6)	4.33 (6)	4.33 (6)	4.33 (6)	4.00 (6)

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.

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
Undeclared EE	Student	4.00	3.67	4.00	5.00	5.00	5.00	5.00	5.00	5.00	4.50
University Advancement	Staff	2.91 (11)	2.91 (11)	3.00 (9)	3.44 (9)	3.22 (9)	3.13 (8)	3.20 (10)	3.40 (10)	3.25 (8)	3.22 (9)

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