

CUSTOMER SATISFACTION SURVEY

CASHIER'S OFFICE/STUDENT FINANCIAL SERVICES

2018/19

Provides a wide range of services that include student payments and refunds, cashiering, fee waiver processing, billing and collections, organization deposits, and pay warrant distribution (does not include Financial Aid services).



4.13
OVERALL SATISFACTION WITH CASHIER'S OFFICE/STUDENT FINANCIAL SERVICES



498
RESPONDENTS



4.13
MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS

STRENGTHS & OPPORTUNITIES

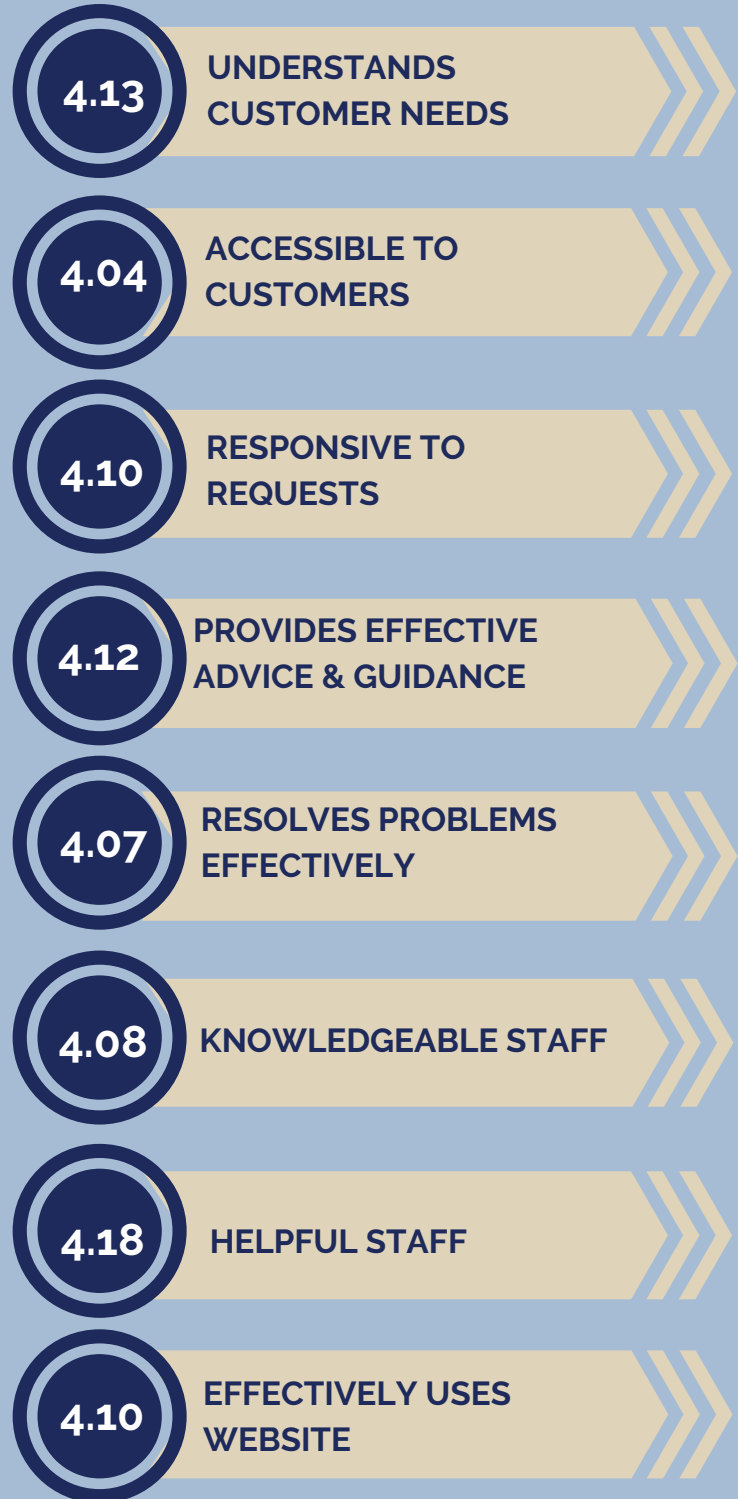
STRENGTHS

Understands My Needs and Requirements
Moving in a Positive Direction
Helpful Staff

OPPORTUNITIES FOR IMPROVEMENT

Facilitates Problem Resolution
Responds to Requests Within an Acceptable Time
Effectively Uses Websites, Online Documentation

SURVEY ITEMS



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



2019 CSU San Marcos CSS

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2019

498
respondents

2018

1,006 respondents

Strengths

Understands My Needs and Requirements
Moving in a Positive Direction
Helpful Staff

Opportunities

Facilitates Problem Resolution
Responds to Requests Within an Acceptable Time
Effectively Uses Websites, Online Documentation

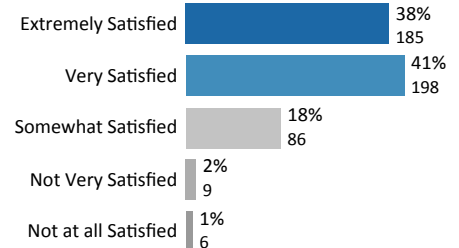
Overall Satisfaction

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?

4.13

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**

Mean Score

#	Question	2017	2018	2019	2019 change from prior year
1	Thinking of your OVERALL experience with Cashier's Office/Student Financial Services (Not Financial Aid), how would you rate your satisfaction with it during the past 12 months?	4.06	4.15	4.13	↓
2	Understands my needs and requirements	4.09	4.16	4.13	↓
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.94	4.00	4.04	↑
4	Responsive to requests or problems within an acceptable time	4.01	4.09	4.10	↑
5	Provides effective advice, support, and guidance	4.03	4.12	4.12	↔
6	Facilitates problem resolution	4.04	4.12	4.07	↓
7	Knowledgeable staff	4.11	4.16	4.08	↓
8	Helpful staff	4.19	4.25	4.18	↓
9	Effectively uses websites and systems to provide access to Cashier's Office/Student Financial Services information and services	4.05	4.12	4.10	↓
10	Moving in a positive direction to better meet my needs	4.08	4.15	4.13	↓

Background

★ Change from prior year is statistically significant

Change of 0.09 or greater

- 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
-

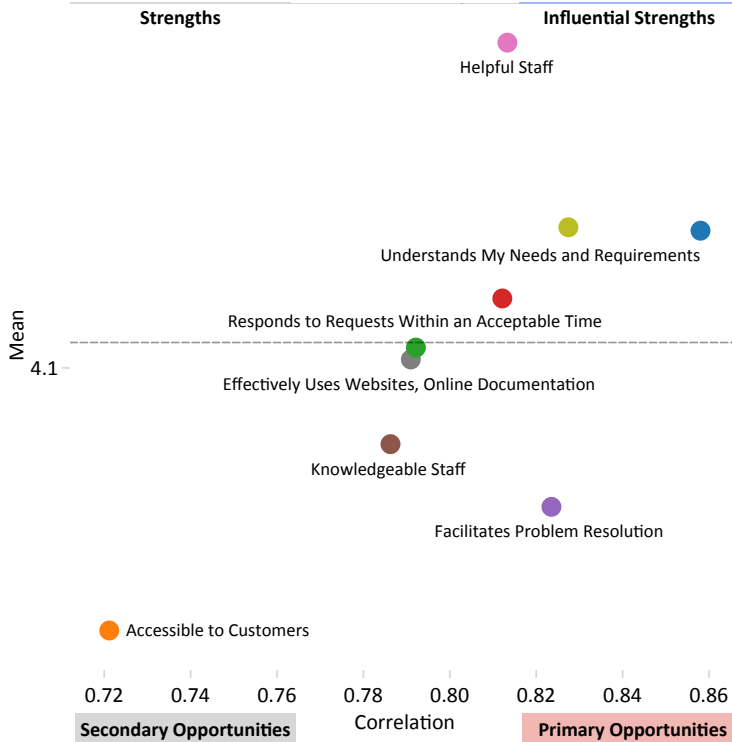


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Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by Overall Satisfaction Correlation
Correlation Coefficient Average = 0.80, Mean Average = 4.11



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

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	4.13	0.86	IS
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.04	0.72	SO
4	Responsive to requests or problems within an acceptable time	4.10	0.79	SO
5	Provides effective advice, support, and guidance	4.12	0.81	IS
6	Facilitates problem resolution	4.07	0.82	PO
7	Knowledgeable staff	4.08	0.79	SO
8	Helpful staff	4.18	0.81	IS
9	Effectively uses websites and systems to provide access to Cashier's Office/Student Financial Services information and services	4.10	0.79	SO
10	Moving in a positive direction to better meet my needs	4.13	0.83	IS



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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
Staff							1	1		0
Student										

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

Cashier's Office/Student Financial Services (NOT Financial Aid)

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	Student										
CHABSS	Student										
CoBA	Student				5						
Community Engagement	Staff			0			0				
CSM	Student			3							
Finance and Administrative Services	Staff										
Office of the President	Staff										
Open University	Student										
Student Affairs	Staff										
Transitory	Student										
Undeclared	Student			0			0				
Undeclared EE	Student										
University Advancement	Staff						3				

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.