

# CUSTOMER SATISFACTION SURVEY

## CSUSM CORPORATION OFFICE OF SPONSORED PROJECTS

2018/19

Provides the University community support services at the central level relating to the administration of sponsored programs (grants and contracts), including award management, financial reporting, and cash management.



**3.14**  
OVERALL SATISFACTION WITH OFFICE  
OF SPONSORED PROJECTS



**22**  
RESPONDENTS



**-40**  
NET PROMOTER SCORE



**3.48**  
MOVING IN A POSITIVE DIRECTION  
TO MEET CUSTOMER NEEDS

### STRENGTHS & OPPORTUNITIES

#### STRENGTHS

Accessible to Customers  
Helpful Staff  
Moving in a Positive Direction

#### OPPORTUNITIES FOR IMPROVEMENT

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

### SURVEY ITEMS



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



## 2019 CSU San Marcos CSS

### CSUSM Corporation Office of Sponsored Projects (OSP)

Provides the University community support services at the central level relating to the administration of sponsored programs (grants and contracts), including award management, financial reporting, and cash management.

2019

22

respondents

2018

38 respondents

#### Strengths

- Accessible to Customers
- Helpful Staff
- Moving in a Positive Direction

#### Opportunities

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

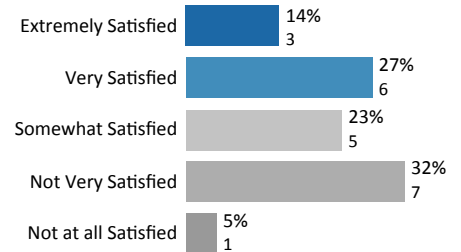
#### Overall Satisfaction

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?

3.14

mean

Standard Deviation  
1.14



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

#	Question	Mean Score			2019 change from prior year
		2017	2018	2019	
1	Thinking of your OVERALL experience with CSUSM Corporation - Office of Sponsored Projects (OSP), how would you rate your satisfaction with it during the past 12 months?	4.11	3.55	3.14	↓
2	Understands my needs and requirements	4.07	3.70	3.29	↓
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.04	3.74	3.65	↓
4	Responsive to requests or problems within an acceptable time	3.92	3.59	3.29	↓
5	Provides effective advice, support, and guidance	3.98	3.47	3.10	↓
6	Facilitates problem resolution	4.00	3.45	3.30	↓
7	Knowledgeable staff	4.00	3.57	3.19	↓
8	Helpful staff	4.14	3.78	3.48	↓
9	Moving in a positive direction to meet my needs	4.02	3.39	3.48	↑
10	Effectively uses websites and systems to provide access to CSUSM Corporation - OSP information and services	3.83	3.52	3.22	↓

#### Background

Change of 0.09 or greater

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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 CSUSM Corporation - OSP 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

**-40** NPS

10.0% - 50.0% = -40

2018

**-18** NPS

35.7% - 53.6% = -18

Detractor					Passive			Promoter		
5% 1	5% 1	15% 3	5% 1		15% 3	5% 1	15% 3	25% 5	5% 1	5% 1

### 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

## CSUSM Corporation Office of Sponsored Projects (OSP)

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	Moving in a Positive Direction	Effectively Uses Websites, Online Documentation
Faculty	Low	Low	Good	Good	Good	Good	Low	Good	Good	Low
Staff	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low

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

### CSUSM Corporation Office of Sponsored Projects (OSP)

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	Moving in a Positive Direction	Effectively Uses Websites, Online Documentation
Academic Affairs	Staff							3			
CEHHS	Faculty			0							
CHABSS	Faculty			0							
CSM	Faculty										
Finance and Administrative Services	Staff			0				0			
Student Affairs	Staff										

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.



### CSUSM Corporation Office of Sponsored Projects (OSP) - Supplemental Questions

