

# CUSTOMER SATISFACTION SURVEY

## ENVIRONMENTAL, HEALTH AND SAFETY PROGRAM

### 2018/19

Collaborates with the campus community to provide consultation and training on occupational health and safety standards, the management of hazardous materials and environmental program.



**4.21**  
OVERALL SATISFACTION WITH ENVIRONMENTAL, HEALTH AND SAFETY PROGRAM



**74**  
RESPONDENTS



**56**  
NET PROMOTER SCORE



**4.17**  
MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS

### STRENGTHS & OPPORTUNITIES

#### STRENGTHS

Knowledgeable Staff  
Helpful Staff  
Accessible to Customers

#### OPPORTUNITIES FOR IMPROVEMENT

Moving in a Positive Direction  
Understands My Needs and Requirements  
Provides Effective Advice, Guidance

### 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 Environmental, Health and Safety Program

Collaborates with the campus community to provide consultation and training on occupational health and safety standards, the management of hazardous materials and environmental program.

2019

**74**  
respondents

2018

124 respondents

### Strengths

Knowledgeable Staff  
Helpful Staff  
Accessible to Customers

### Opportunities

Moving in a Positive Direction  
Understands My Needs and Requirements  
Provides Effective Advice, Guidance

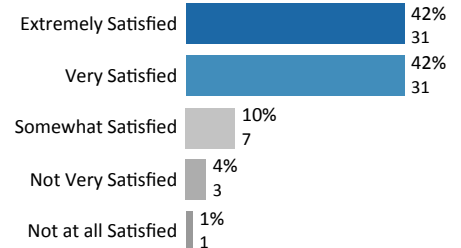
### Overall Satisfaction

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?

**4.21**

mean

Standard Deviation  
0.88



**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 the Environmental, Health and Safety Program, 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 Environmental, Health and Safety Program information and services				
10	Moving in a positive direction to meet my needs				

### Background

★ Change from prior year is statistically significant

Change of 0.09 or greater

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- 
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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 Environmental, Health and Safety Program 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	2018
<b>56</b> NPS	<b>67</b> NPS
<b>63.5%</b> - <b>7.9%</b> = 56	<b>71.8%</b> - <b>4.5%</b> = 67

Detractor					Passive			Promoter		
3%		3%	2%			8%	21%	25%	38%	
2		2	1			5	13	16	24	

### 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 Environmental, Health and Safety Program

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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 = 0.83, Mean Average = 4.24



### 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	0.88	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.30	0.72	ST
4	Responsive to requests or problems within an acceptable time	4.18	0.85	PO
5	Provides effective advice, support, and guidance	4.21	0.87	PO
6	Facilitates problem resolution	4.21	0.86	PO
7	Knowledgeable staff	4.35	0.84	IS
8	Helpful staff	4.38	0.80	ST
9	Effectively uses websites and systems to provide access to Environmental, Health and Safety Program information and services	4.16	0.72	SO
10	Moving in a positive direction to meet my needs	4.17	0.89	PO



**2019 CSU San Marcos CSS**  
**Environmental, Health and Safety Program**

**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										

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**  
Environmental, Health and Safety Program

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						3				
CHABSS	Faculty			0			0				
CSM	Faculty										
Finance and Administrative Services	Staff			2			3	3			
Office of the President	Staff										
Student Affairs	Staff			0			0				
University Advancement	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.