

CUSTOMER SATISFACTION SURVEY

HUMAN RESOURCE SERVICES

2018/19

Provides general HR services and compliance (benefits, wellness, training, leaves of absence, recruitment and onboarding of staff/MPP positions, etc.).



4.01
OVERALL SATISFACTION WITH
HUMAN RESOURCE SERVICES



185
RESPONDENTS



29
NET PROMOTER SCORE



4.04
MOVING IN A POSITIVE DIRECTION
TO MEET CUSTOMER NEEDS

STRENGTHS & OPPORTUNITIES

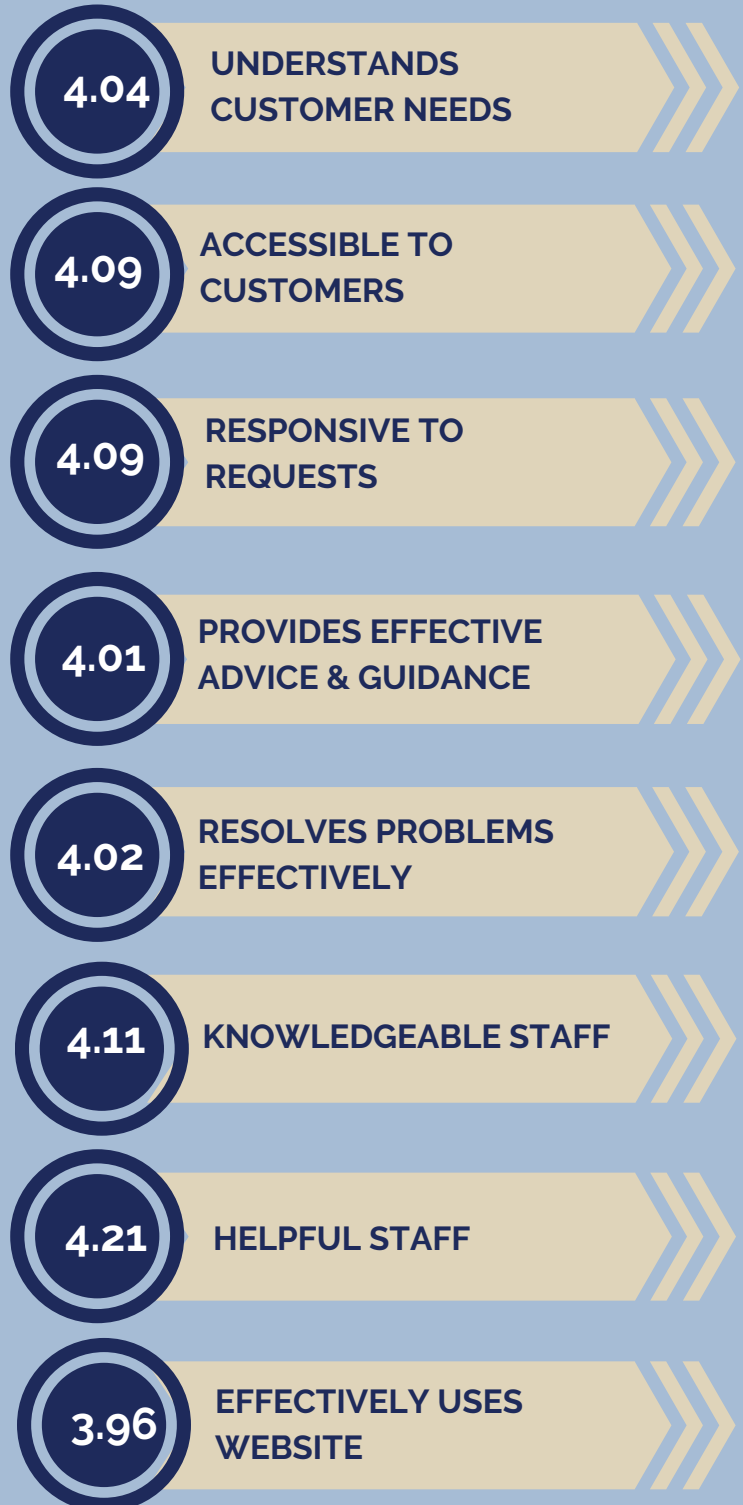
STRENGTHS

Knowledgeable Staff
Responds to Requests Within an Acceptable Time
Helpful Staff

OPPORTUNITIES FOR IMPROVEMENT

Moving in a Positive Direction
Facilitates Problem Resolution
Understands My Needs and Requirements

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

Human Resource Services

Provides general HR services and compliance (benefits, wellness, training, leaves of absence, recruitment and onboarding of staff/MPP positions, etc.).

2019

185
respondents

2018

221 respondents

Strengths

Knowledgeable Staff
Responds to Requests Within an Acceptable Time
Helpful Staff

Opportunities

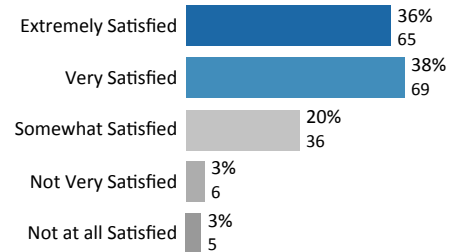
Moving in a Positive Direction
Facilitates Problem Resolution
Understands My Needs and Requirements

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?

4.01
mean

Standard Deviation
0.97



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 Human Resource Services, 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 Human Resource Services information and services				↔
10	Moving in a positive direction to better meet my needs				↔

Background

★ Change from prior year is statistically significant

Change of 0.09 or greater

-
-
-
-
-
-
-



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 Human Resource 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	2018
29 NPS	41 NPS
48.2% - 18.9% = 29	58.2% - 16.9% = 41

Detractor					Passive			Promoter		
	2%	2%	2%	2%	4%	6%	13%	20%	15%	33%
	4	3	4	3	7	10	22	32	25	54

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 Human Resource Services

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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 = 0.86, Mean Average = 4.06



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	4.04	0.91	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.09	0.82	ST
4	Responsive to requests or problems within an acceptable time	4.09	0.85	ST
5	Provides effective advice, support, and guidance	4.01	0.88	PO
6	Facilitates problem resolution	4.02	0.91	PO
7	Knowledgeable staff	4.11	0.87	IS
8	Helpful staff	4.21	0.81	ST
9	Effectively uses websites and systems to provide access to Human Resource Services information and services	3.96	0.80	SO
10	Moving in a positive direction to better meet my needs	4.04	0.92	PO



2019 CSU San Marcos CSS

Human Resource Services

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





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			1							
CHABSS	Faculty			3							
COBA	Faculty			0							
Community Engagement	Staff										
CSM	Faculty										
Finance and Administrative Services	Staff										
Office of the President	Faculty			0				0			
	Staff										
President's Office	Staff			0				0			
Student Affairs	Faculty			0				0			
	Staff							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.



Human Resource Services - Supplemental Questions





Human Resource Services - Supplemental Rank Question #12

Please rank the current Wellness Wednesday offerings based on level of interest, where 1 indicates most interested:

	1	2	3	4
Other in-person trainings/information sessions	9	15	10	3
Food demonstrations	10	9	8	8
Fitness activities	14	5	6	11
On-line articles and webcasts	5	9	11	14