

CUSTOMER SATISFACTION SURVEY

INTEGRATED RISK MANAGEMENT

2018/19

Assists the campus community in identifying, understanding, prioritizing, and managing operational and strategic risk, and enable the campus to responsibly engage risk, individually and collectively.



4.20
OVERALL SATISFACTION WITH
INTEGRATED RISK
MANAGEMENT



43
RESPONDENTS



49
NET PROMOTER SCORE



4.33
MOVING IN A POSITIVE DIRECTION
TO MEET CUSTOMER NEEDS

STRENGTHS & OPPORTUNITIES

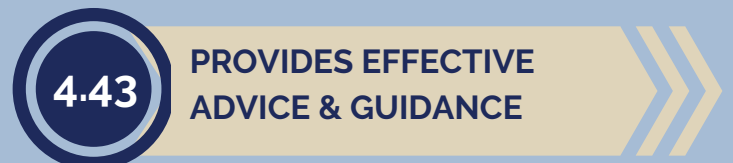
STRENGTHS

Facilitates Problem Resolution
Helpful Staff
Responds to Requests Within an Acceptable Time

OPPORTUNITIES FOR IMPROVEMENT

Understands My Needs and Requirements
Moving in a Positive Direction
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 Integrated Risk Management

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2019

43
respondents

Strengths

- Facilitates Problem Resolution
- Helpful Staff
- Responds to Requests Within an Acceptable Time

Opportunities

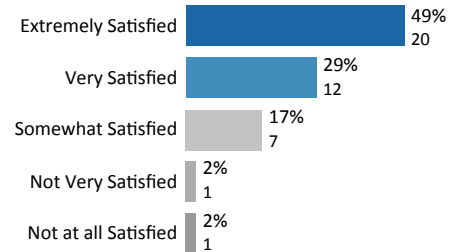
- Understands My Needs and Requirements
- Moving in a Positive Direction
- Effectively Uses Websites, Online Documentation

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?

4.20
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

#	Question	2019
1	Thinking of your OVERALL experience with Integrated Risk Management, 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 Integrated Risk Management information and services	
10	Moving in a positive direction to better meet my needs	

Background

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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 Integrated Risk Management 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

49_{NPS}

61.5% - **12.8%** = 49

Detractor					Passive			Promoter		
	3%				5%	5%	8%	18%	18%	44%
	1				2	2	3	7	7	17

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 = 0.85, Mean Average = 4.38



<p>Strengths Higher than average mean score, lower than average correlation. "Keep up the good work"</p>	<p>Influential Strengths Higher than average mean score, higher than average correlation. "Keep an eye on"</p>
<p>Secondary Opps Lower than average mean score, lower than average correlation. "Low Priority"</p>	<p>Primary Opps Lower than average mean score, higher than average correlation. "Concentrate Efforts"</p>

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	4.26	0.92	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.39	0.79	ST
4	Responsive to requests or problems within an acceptable time	4.39	0.87	IS
5	Provides effective advice, support and guidance	4.43	0.83	ST
6	Facilitates problem resolution	4.38	0.89	IS
7	Knowledgeable staff	4.51	0.83	ST
8	Helpful staff	4.54	0.85	IS
9	Effectively uses websites and systems to provide access to Integrated Risk Management information and services	4.18	0.77	SO
10	Moving in a positive direction to better meet my needs	4.33	0.89	PO



2019 CSU San Marcos CSS
Integrated Risk Management

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





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Integrated Risk Management

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			0				0			
CEHHS	Faculty			0				0			
Community Engagement	Staff			0				0			
CSM	Faculty			0				0			
Finance and Administrative Services	Staff			2							
Office of the President	Staff			0				0			
Student Affairs	Staff										
University Advancement	Staff			0				0			

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.