

CUSTOMER SATISFACTION SURVEY

LABOR & EMPLOYEE RELATIONS

2018/19

Liaisons with non-faculty bargaining units, compliance, assist with resolving employee issues, performance evaluation process, and ADA accommodation needs.



3.69
OVERALL SATISFACTION WITH
LABOR & EMPLOYEE
RELATIONS



28
RESPONDENTS



8
NET PROMOTER SCORE



3.56
MOVING IN A POSITIVE DIRECTION
TO MEET CUSTOMER NEEDS

STRENGTHS & OPPORTUNITIES

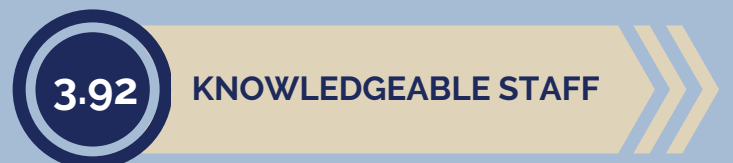
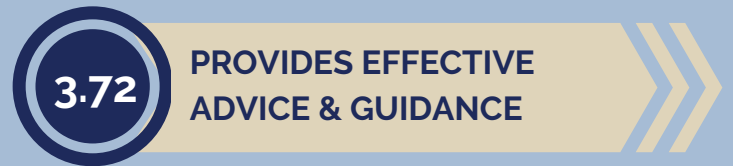
STRENGTHS

Knowledgeable Staff
Helpful Staff
Rationale for Guidance/Advice

OPPORTUNITIES FOR IMPROVEMENT

Moving in a Positive Direction
Facilitates Problem Resolution
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 Labor & Employee Relations

Liaisons with non-faculty bargaining units, compliance, assist with resolving employee issues, performance evaluation process, and ADA accommodation needs.

2019
28
respondents

Strengths
Knowledgeable Staff
Helpful Staff
Rationale for Guidance/Advice

2018
34 respondents

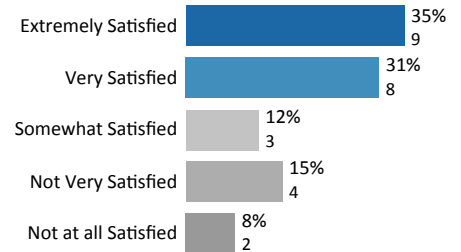
Opportunities
Moving in a Positive Direction
Facilitates Problem Resolution
Provides Effective Advice, Guidance

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?

3.69
mean

Standard Deviation
1.29



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 Labor & Employee Relations, how would you rate your satisfaction with it during the past 12 months?	3.69	3.69	3.69	0.00
2	Understands my needs and requirements	3.69	3.69	3.69	0.00
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.69	3.69	3.69	0.00
4	Responsive to requests or problems within an acceptable time	3.69	3.69	3.69	0.00
5	Provides effective advice, support, and guidance	3.69	3.69	3.69	0.00
6	Facilitates problem resolution	3.69	3.69	3.69	0.00
7	Knowledgeable staff	3.69	3.69	3.69	0.00
8	Helpful staff	3.69	3.69	3.69	0.00
9	Effectively uses websites and systems to provide access to Labor & Employee Relations information and services	3.69	3.69	3.69	0.00
10	Moving in a positive direction to better meet my needs	3.69	3.69	3.69	0.00
11	I was provided with the rationale for the guidance/advice provided to me by Labor & Employee Relations.	3.69	3.69	3.69	0.00

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 Labor & Employee Relations 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
8 NPS	22 NPS
48.0% - 40.0% = 8	48.1% - 25.9% = 22

Detractor				Passive			Promoter			
4%	8%	8%	4%	4%	12%		12%	16%	32%	
1	2	2	1	1	3		3	4	8	

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 Labor & Employee Relations

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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 = 0.92, Mean Average = 3.77



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	3.73	0.94	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.96	0.86	ST
4	Responsive to requests or problems within an acceptable time	3.73	0.92	PO
5	Provides effective advice, support, and guidance	3.72	0.95	PO
6	Facilitates problem resolution	3.65	0.95	PO
7	Knowledgeable staff	3.92	0.93	IS
8	Helpful staff	3.78	0.93	IS
9	Effectively uses websites and systems to provide access to Labor & Employee Relations information and services	3.55	0.88	SO
10	Moving in a positive direction to better meet my needs	3.56	0.95	PO
11	I was provided with the rationale for the guidance/advice provided to me by Labor & Employee Relations.	4.05	0.85	ST



2019 CSU San Marcos CSS
 Labor & Employee Relations

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 Ti..	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Docu..	Moving in a Positive Direction	Rationale for Guidance/Advice
Academic Affairs	Staff	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Finance and Administrative Services	Staff	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Red	Red	Blue
Office of the President	Staff	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Blue
Student Affairs	Staff	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red

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.

