

# CUSTOMER SATISFACTION SURVEY

## PLANNING, DESIGN & CONSTRUCTION

### 2018/19

Strategic planning, design and construction of the university facilities, space management and campus moves.



**4.03**  
OVERALL SATISFACTION WITH  
PLANNING, DESIGN &  
CONSTRUCTION



**75**  
RESPONDENTS



**26**  
NET PROMOTER SCORE



**4.07**  
MOVING IN A POSITIVE DIRECTION  
TO MEET CUSTOMER NEEDS

### STRENGTHS & OPPORTUNITIES

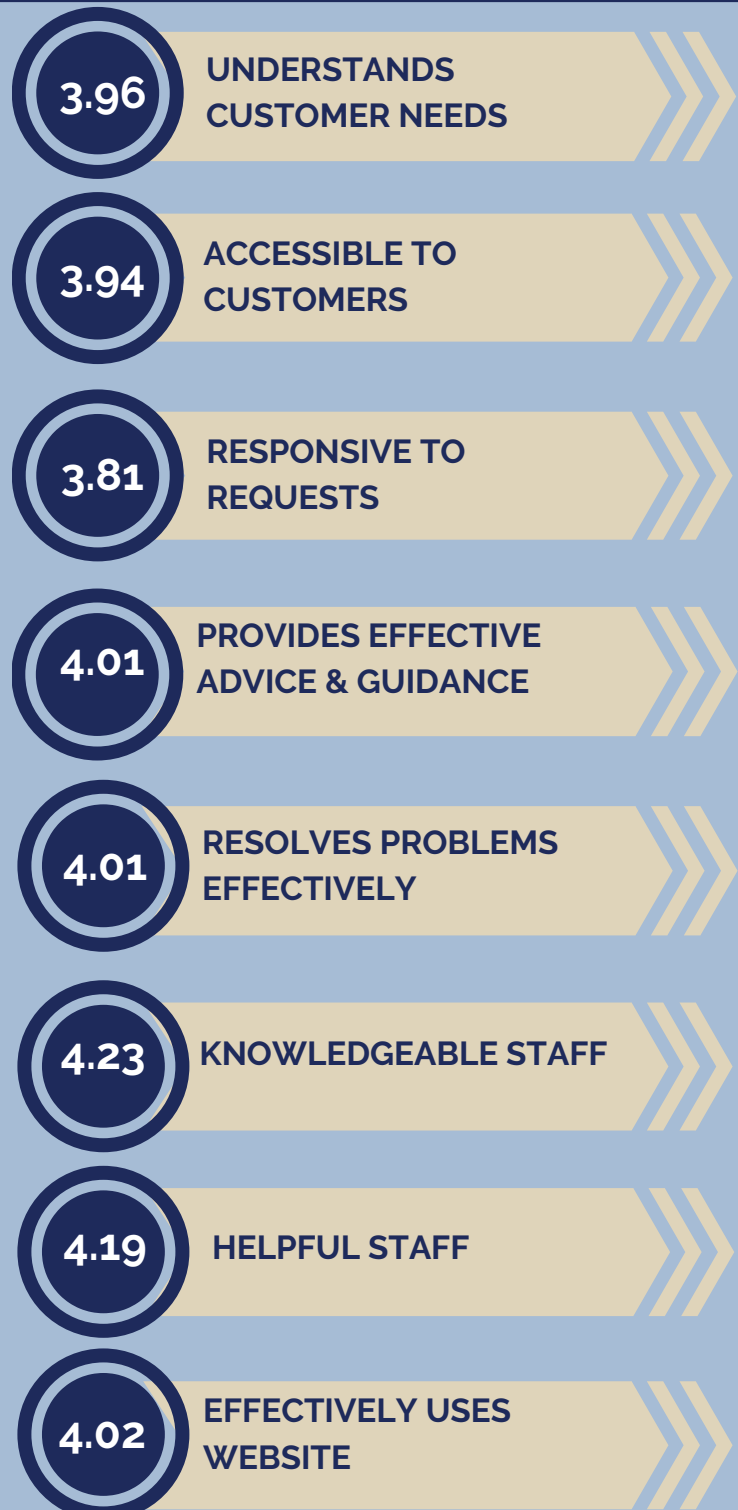
#### STRENGTHS

Provides Effective Advice, Guidance  
Facilitates Problem Resolution  
Helpful Staff

#### OPPORTUNITIES FOR IMPROVEMENT

Understands My Needs and Requirements  
Accessible to Customers  
Responds to Requests Within an Acceptable Time

### 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 Planning, Design & Construction

Strategic planning, design and construction of the university facilities, space management and campus moves.

2019  
**75**  
respondents

### Strengths

- Provides Effective Advice, Guidance
- Facilitates Problem Resolution
- Helpful Staff

### Opportunities

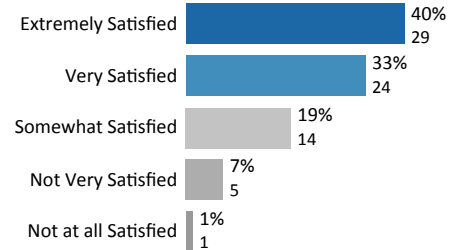
- Understands My Needs and Requirements
- Accessible to Customers
- Responds to Requests Within an Acceptable Time

### 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?

**4.03**  
mean

Standard Deviation  
0.99



**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 Planning, Design & Construction, 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 Planning, Design & Construction information and services	
10	Moving in a positive direction to better meet my needs	
11	Project timelines were clearly communicated at the start of the project.	
12	Project expectations were clearly communicated at the start of the project.	

### Background

Survey Period: February 20 to March 8, 2019

32 departments across campus participated

16,786 - 902 staff, 900 faculty, and 14,984 students were invited to take the survey

1,815 (11%) total responded. Staff - 357, Faculty - 119, Student - 1,339

10 standard satisfaction questions + 1 NPS (optional) + up to 5 supplemental questions were asked in each survey department

Verbatim comments: 2 standard (Like best, Improve) plus up to 2 burning questions for each department

Contact us at [vpfas@csusm.edu](mailto:vpfas@csusm.edu) if you have any questions about this report or would like additional in-depth analysis of your survey data



## 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 Planning, Design & Construction 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

**26** NPS

**50.0%** - **24.3%** = 26

Detractor			Passive				Promoter			
	1%		4%	3%	10%	6%	11%	14%	17%	33%
	1		3	2	7	4	8	10	12	23

### 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.

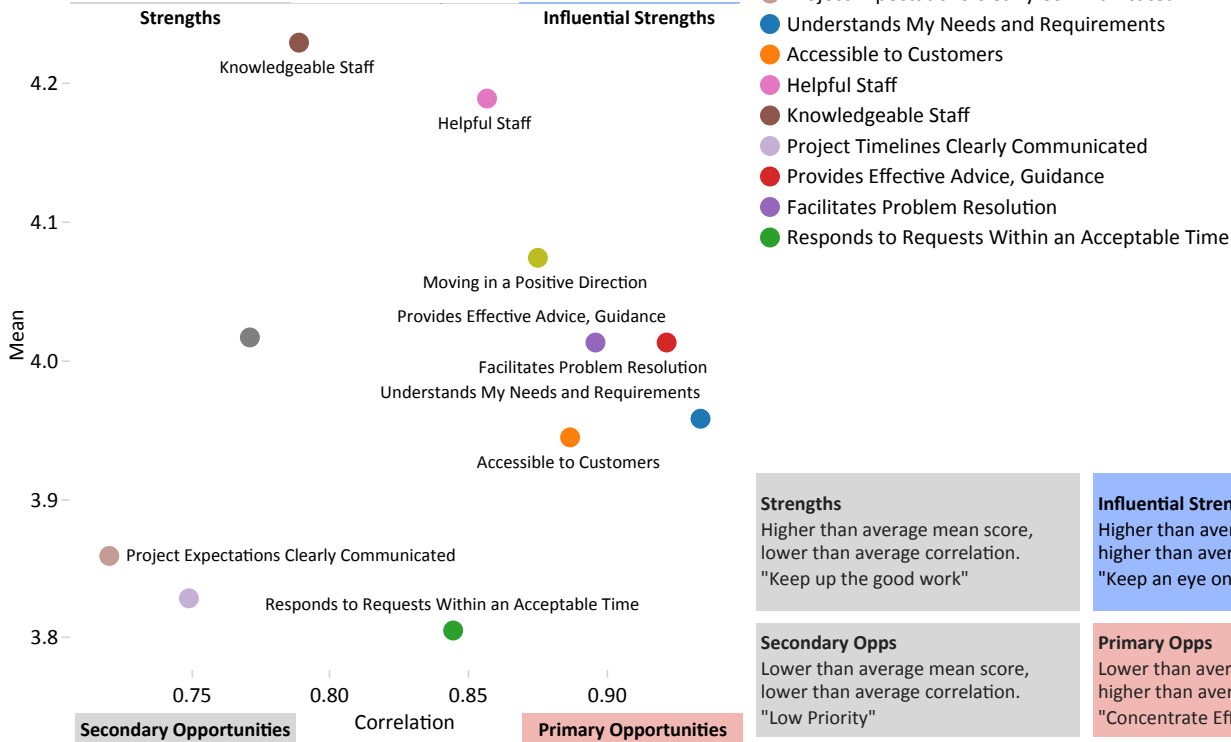
[1] Reichheld, Frederick F. (December 2003). "One Number You Need to Grow". *Harvard Business Review*.



# 2019 CSU San Marcos CSS Planning, Design & Construction

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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 = 0.84, Mean Average = 3.99



**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	3.96	0.93	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.94	0.89	PO
4	Responsive to requests or problems within an acceptable time	3.81	0.84	PO
5	Provides effective advice, support, and guidance	4.01	0.92	IS
6	Facilitates problem resolution	4.01	0.90	IS
7	Knowledgeable staff	4.23	0.79	ST
8	Helpful staff	4.19	0.86	IS
9	Effectively uses websites and systems to provide access to Planning, Design & Construction information and services	4.02	0.77	ST
10	Moving in a positive direction to better meet my needs	4.07	0.87	IS
11	Project timelines were clearly communicated at the start of the project.	3.83	0.75	SO
12	Project expectations were clearly communicated at the start of the project.	3.86	0.72	SO



**2019 CSU San Marcos CSS**  
 Planning, Design & Construction

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	Project Timelines Clearly Communicated	Project Expectations Clearly Communicated
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 Ti.	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Docu..	Moving in a Positive Direction	Project Timelines Clearly Communicated	Project Expectations Clearly Communicated
Academic Affairs	Staff	1											
Community Engagement	Staff	0	0								0		
CSM	Faculty	0	0								0		
Finance and Administrative Services	Staff										3		
Office of the President	Staff												
President's Office	Staff	0	0								0		
Student Affairs	Staff												
University Advancement	Staff	0	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.