

CUSTOMER SATISFACTION SURVEY

SUSTAINABILITY PROGRAM

2018/19

Provides a holistic approach to sustainability by engaging students, staff and faculty within the following areas: diversity and social justice, operations, academic integration and sustainability leadership.



4.16
OVERALL SATISFACTION WITH SUSTAINABILITY PROGRAM



124
RESPONDENTS



37
NET PROMOTER SCORE



4.10
MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS

STRENGTHS & OPPORTUNITIES

STRENGTHS

Accessible to Customers
Knowledgeable Staff
Helpful Staff

OPPORTUNITIES FOR IMPROVEMENT

Understands My Needs and Requirements
Provides Effective Advice, Guidance
Facilitates Problem Resolution

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 Sustainability Program

Provides a holistic approach to sustainability by engaging students, staff and faculty within the following areas: diversity and social justice, operations, academic integration and sustainability leadership.

2019

124
respondents

Strengths

- Accessible to Customers
- Knowledgeable Staff
- Helpful Staff

Opportunities

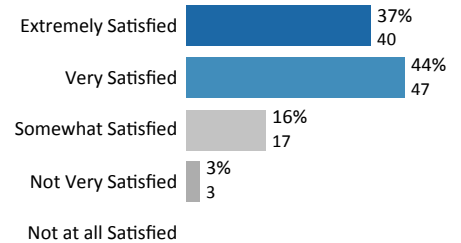
- Understands My Needs and Requirements
- Provides Effective Advice, Guidance
- Facilitates Problem Resolution

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?

4.16
mean

Standard Deviation
0.79



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 the Sustainability 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 Sustainability Program information and services	
10	Moving in a positive direction to better meet my needs	

Background

-
-
-
-
-
-
-
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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 Sustainability 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

37_{NPS}

51.5% - 14.9% = 37

			Detractor			Passive			Promoter	
			1%	1%	7%	6%	9%	25%	16%	36%
			1	1	7	6	9	25	16	36

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*.

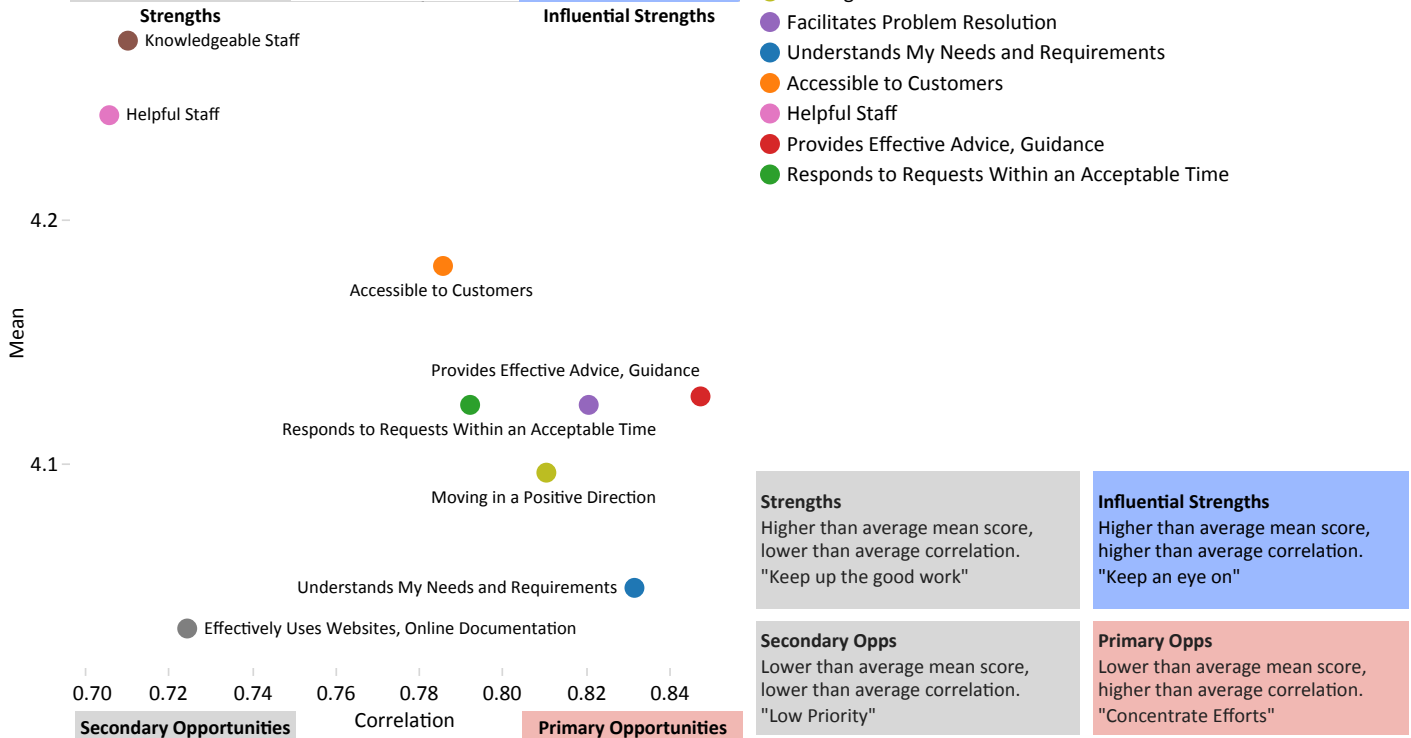


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Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by Overall Satisfaction Correlation

Correlation Coefficient Average = 0.78, Mean Average = 4.14



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	4.05	0.83	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.18	0.79	IS
4	Responsive to requests or problems within an acceptable time	4.12	0.79	PO
5	Provides effective advice, support and guidance	4.13	0.85	PO
6	Facilitates problem resolution	4.12	0.82	PO
7	Knowledgeable staff	4.27	0.71	ST
8	Helpful staff	4.24	0.71	ST
9	Effectively uses websites and systems to provide access to Sustainability Program information and services	4.03	0.72	SO
10	Moving in a positive direction to better meet my needs	4.10	0.81	PO



2019 CSU San Marcos CSS
Sustainability 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	Good	Low	Good	Good	Good	Good	Good	Good	Low	Good
Staff	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Student	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good

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	Faculty							0			
	Staff			3				0			
CEHHS	Faculty			0							
	Student			0							
CHABSS	Student										
CoBA	Student										
Community Engagement	Staff			0				0			
CSM	Student										
Finance and Administrative Services	Staff										
Office of the President	Staff			0				0			
Student Affairs	Faculty			0				0			
	Staff			3				3			
Transitory	Student			0				0			
Undeclared EE	Student			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.



Sustainability Program - Supplemental Rank Question #12

	The Sustainability program is considering ways to increase engagement across campus. Please rank the following programs in terms of their potential positive impact, where 1 indicates the greatest potential impact:			
	1	2	3	4
More engagement at New Faculty/Staff/Student Orientation	32	32	22	9
Sustainability training for your department or student organization	28	22	25	19
Coffee/ lunch hour sessions focused on different sustainability topics	19	29	28	20
Annual sustainability award recognition	18	13	19	46