

CUSTOMER SATISFACTION SURVEY

UNIVERSITY POLICE DEPARTMENT

2018/19

24hr. Police and Security Services to the Campus Community.



4.19
OVERALL SATISFACTION WITH
UNIVERSITY POLICE DEPARTMENT



284
RESPONDENTS



48
NET PROMOTER SCORE



4.22
MOVING IN A POSITIVE DIRECTION
TO MEET CUSTOMER NEEDS

STRENGTHS & OPPORTUNITIES

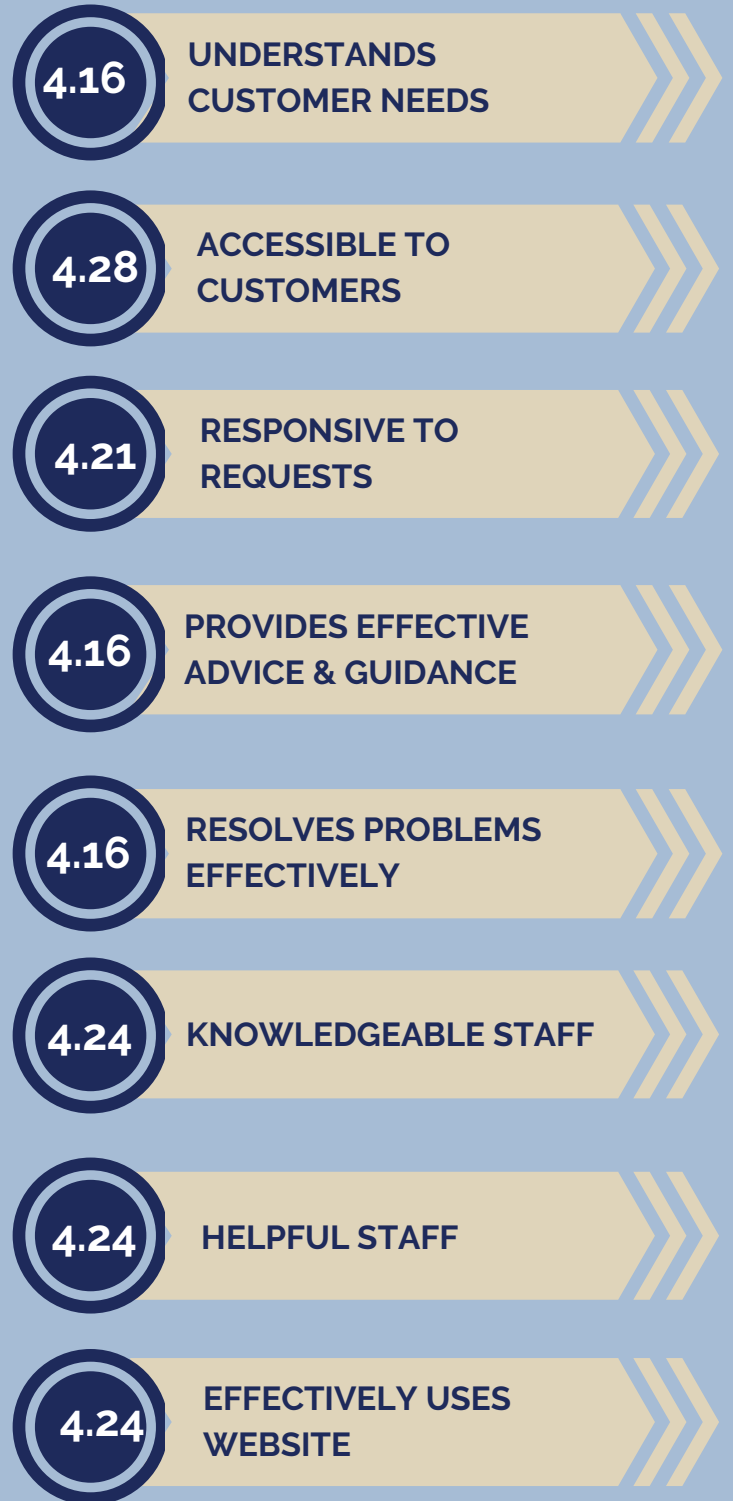
STRENGTHS

Moving in a Positive Direction
Helpful Staff
Accessible to Customers

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 University Police Department

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2019

284
respondents

2018

381 respondents

Strengths

- Moving in a Positive Direction
- Helpful Staff
- Accessible to Customers

Opportunities

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

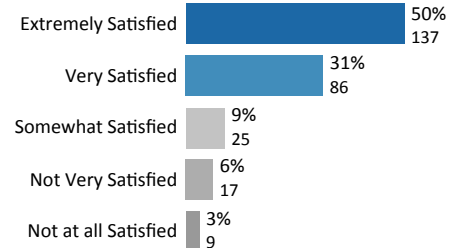
Overall Satisfaction

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?

4.19

mean

Standard Deviation
1.05



Mean Scores **Below 3.00 - Low** | **3.00 to 3.59 - Marginal** | **3.60 to 4.29 - Good** | **4.30 & above - Excellent**

#	Question	Mean Score			2019 change from prior year
		2017	2018	2019	
1	Thinking of your OVERALL experience with University Police Department, 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 University Police Department information and services				
10	Moving in a positive direction to meet my needs				

Background

★ Change from prior year is statistically significant

Change of 0.09 or greater

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 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 the University Police Department 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

48 NPS

$$62.2\% - 13.8\% = 48$$

2018

43 NPS

$$60.1\% - 16.8\% = 43$$

Detractor					Passive			Promoter		
2%	1%	1%	1%	2%	3%	4%	9%	15%	20%	43%
5	2	2	3	6	7	9	21	38	48	105

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*.

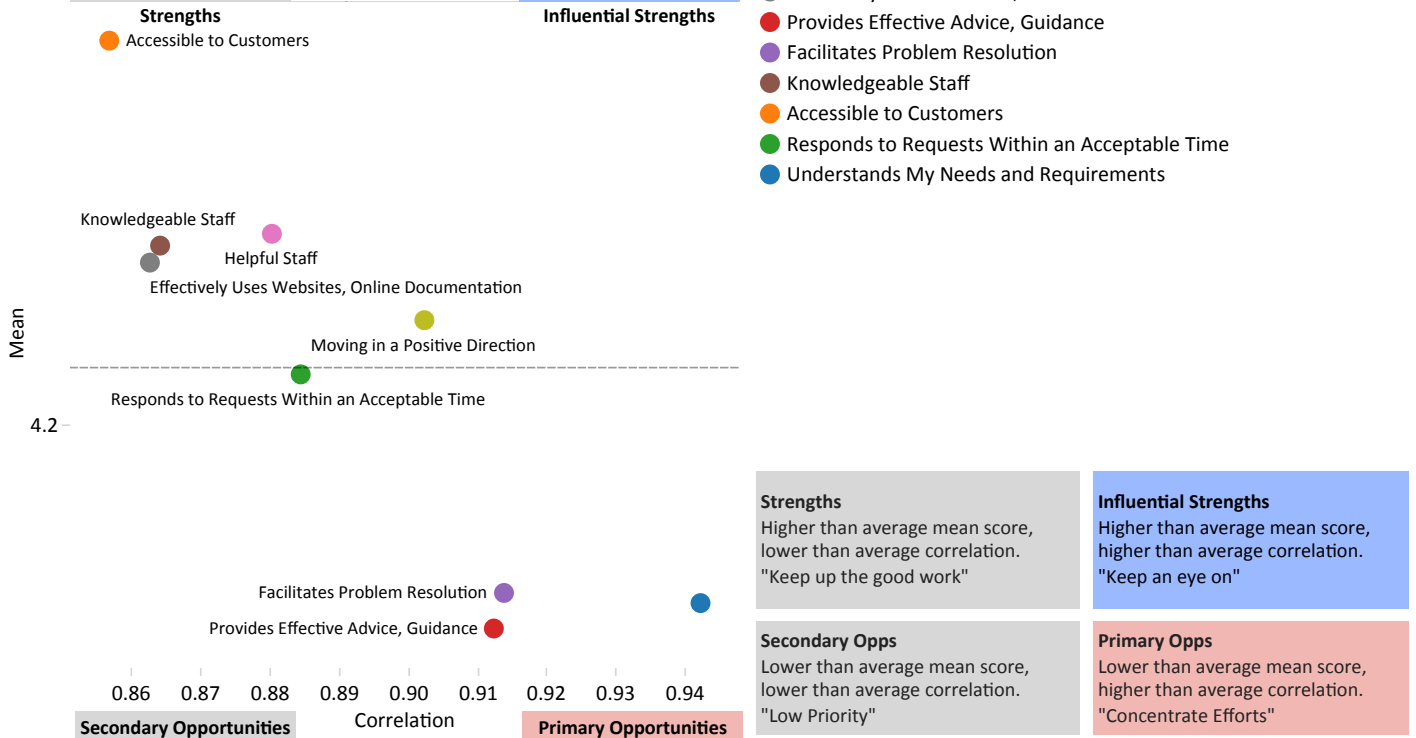


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Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by Overall Satisfaction Correlation

Correlation Coefficient Average = 0.89, Mean Average = 4.21



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	4.16	0.94	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.28	0.86	ST
4	Responsive to requests or problems within an acceptable time	4.21	0.88	SO
5	Provides effective advice, support, and guidance	4.16	0.91	PO
6	Facilitates problem resolution	4.16	0.91	PO
7	Knowledgeable staff	4.24	0.86	ST
8	Helpful staff	4.24	0.88	ST
9	Effectively uses websites and systems to provide access to University Police Department information and services	4.24	0.86	ST
10	Moving in a positive direction to meet my needs	4.22	0.90	IS



2019 CSU San Marcos CSS
University Police Department

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										
Student										5

Number of respondents in parenthesis: (n). The (n) is not shown when the number of respondents is fewer than five





2019 CSU San Marcos CSS
University Police Department

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				0			
	Staff			4							
CEHHS	Faculty			0				0			
	Student										
CHABSS	Faculty							0			
	Student			2				7			
CoBA	Student										
Community Engagement	Staff			0							
CSM	Faculty			0				0			
	Student							0	3		
Finance and Administrative Services	Staff										
Office of the President	Staff			0							
Open University	Student			0				0			
President's Office	Staff			0				0			
Student Affairs	Faculty										
	Staff										
Transitory	Student			0				0			
Undeclared	Student			0				0			
Undeclared EE	Student			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.