



2022 CSU San Marcos CSS

Cashier's Office/Student Financial Services (NOT Financial Aid)

Provides a wide range of services that include student payments and refunds, fee waiver processing, veteran student account support, organization and departmental deposits, collections, and pay warrant distribution (does not include Financial Aid services).

2022

159
respondents

Strengths

- Helpful Staff
- Accessible to Customers
- Knowledgeable Staff

2019

498
respondents

Opportunities

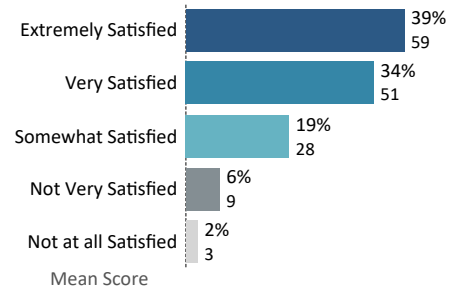
- Understands My Needs and Requirements
- Facilitates Problem Resolution
- Provides Effective Advice, Guidance

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?

4.03
mean

Standard Deviation
1.00



Mean Score

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

#	Question	2018	2019	2022	2022 change from prior year
1	Thinking of your OVERALL experience with Cashier's Office/Student Financial Services (Not Financial Aid), how would you rate your satisfaction with it during the past 12 months?	4.15	4.13	4.03	↓
2	Understands my needs and requirements	4.16	4.13	4.05	↓
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.00	4.04	4.09	↑
4	Responsive to requests within an acceptable time frame	4.09	4.10	4.09	↔
5	Provides effective advice, support, and guidance	4.12	4.12	4.03	↓
6	Facilitates problem resolution	4.12	4.07	4.01	↓
7	Knowledgeable staff	4.16	4.08	4.13	↑
8	Helpful staff	4.25	4.18	4.13	↓
9	Effectively uses website to provide access to information and services	4.12	4.10	3.99	↓
10	Moving in a positive direction to better meet my needs	4.15	4.13	3.98	↓

Background

- 4th annual Customer Satisfaction Survey
- Survey Period: April 18 - May 20, 2022; 22 departments participated
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- Contact vpfas@csusm.edu for questions about this report or additional analysis of survey data

Change - Increase/Decrease of 0.09 or greater



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2022 Satisfaction Question Response Frequencies

Response Frequencies Breakdown

				Mean
1 Thinking of your OVERALL experience with Cashier's Office/Student Financial Services (Not Financial Aid), how would you rate your satisfaction with it during the past 12 months?	73% (110)	19% (28)	8% (12)	4.03
2 Understands my needs and requirements	74% (111)	18% (27)	8% (12)	4.05
3 Accessible to customers (via phone, voicemail, e-mail, etc.)	76% (113)	16% (23)	8% (12)	4.09
4 Responsive to requests within an acceptable time frame	76% (113)	17% (26)	7% (10)	4.09
5 Provides effective advice, support, and guidance	73% (109)	17% (26)	9% (14)	4.03
6 Facilitates problem resolution	73% (108)	16% (24)	11% (16)	4.01
7 Knowledgeable staff	79% (116)	14% (20)	7% (11)	4.13
8 Helpful staff	77% (115)	15% (23)	7% (11)	4.13
9 Effectively uses website to provide access to information and services	73% (104)	18% (26)	9% (13)	3.99
10 Moving in a positive direction to better meet my needs	74% (107)	15% (22)	11% (16)	3.98

■ Very/Extremely Satisfied
 ■ Somewhat Satisfied
 ■ Not Very/Not At All Satisfied

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



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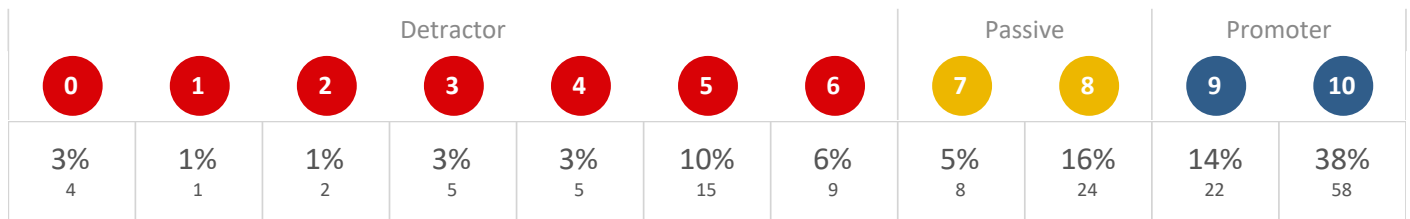
Net Promoter Score

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 Cashier's Office/Student Financial Services with others? (10 being extremely likely and 0 being not at all likely)" 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.

2018	2019	2022
NPS - =	NPS - =	25 NPS 52.3% - 26.8% = 25

NPS Breakdown for 2022



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*.



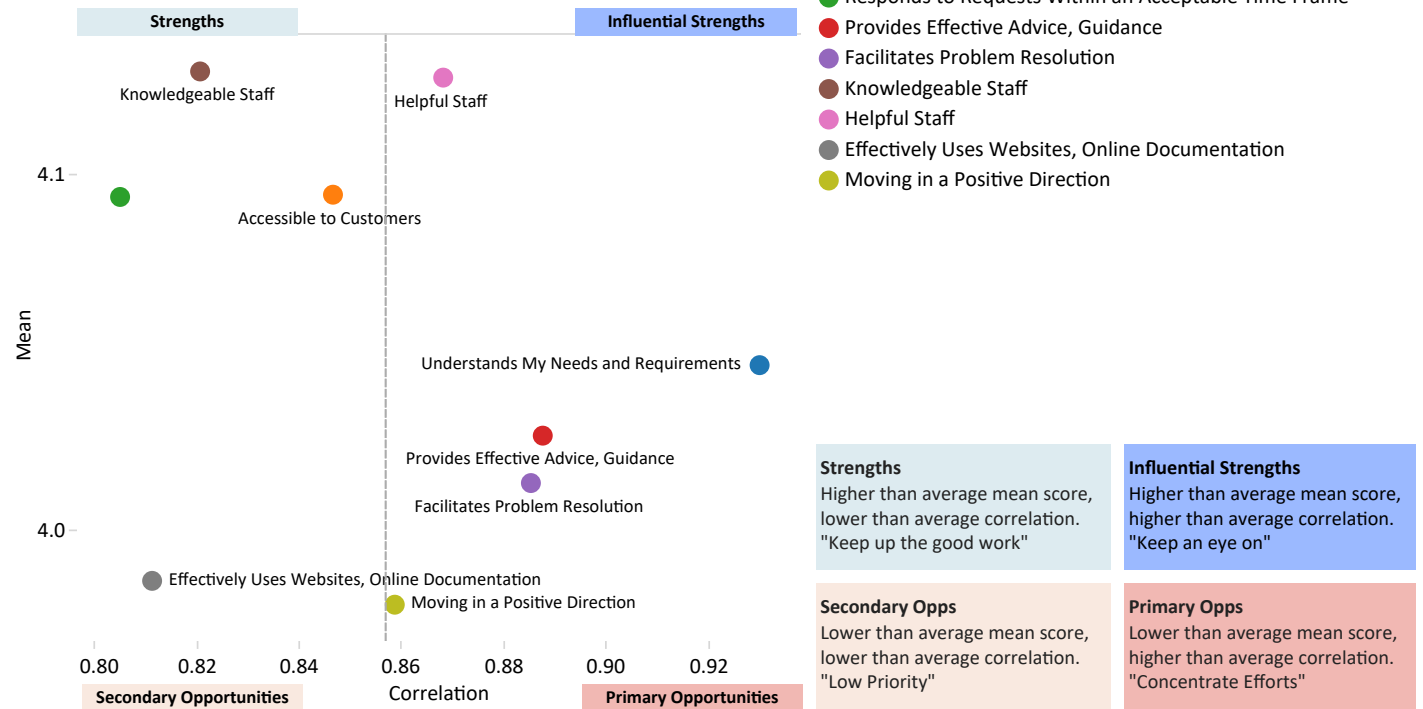
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Correlation with "Overall Satisfaction"

Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by "Overall Satisfaction" Correlation
Correlation Coefficient Average = **0.86**, Mean Average = **4.06**



- Understands My Needs and Requirements
- Accessible to Customers
- Responds to Requests Within an Acceptable Time Frame
- Provides Effective Advice, Guidance
- Facilitates Problem Resolution
- Knowledgable Staff
- Helpful Staff
- Effectively Uses Websites, Online Documentation
- Moving in a Positive Direction

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

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	0.93	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.09	0.85	ST
4	Responsive to requests within an acceptable time frame	4.09	0.80	ST
5	Provides effective advice, support, and guidance	4.03	0.89	PO
6	Facilitates problem resolution	4.01	0.89	PO
7	Knowledgable staff	4.13	0.82	ST
8	Helpful staff	4.13	0.87	IS
9	Effectively uses website to provide access to information and services	3.99	0.81	SO
10	Moving in a positive direction to better meet my needs	3.98	0.86	PO



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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 Frame	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Staff	4.22 (32)	4.16 (32)	4.31 (32)	4.24 (33)	4.12 (33)	4.09 (32)	4.33 (33)	4.33 (33)	4.11 (28)	4.10 (31)
Student	3.97 (118)	4.02 (118)	4.03 (116)	4.05 (116)	4.00 (116)	3.99 (116)	4.07 (114)	4.07 (116)	3.96 (115)	3.95 (114)

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.



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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 Frame	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Academic Affairs	Staff	4.00 (11)	4.00 (11)	4.18 (11)	4.27 (11)	4.27 (11)	4.30 (10)	4.45 (11)	4.55 (11)	4.11 (9)	4.00 (9)
Finance and Administrative Services	Staff	4.56 (9)	4.56 (9)	4.78 (9)	4.67 (9)	4.56 (9)	4.44 (9)	4.44 (9)	4.44 (9)	4.63 (8)	4.56 (9)
None	Student	3.97 (118)	4.02 (118)	4.03 (116)	4.05 (116)	4.00 (116)	3.99 (116)	4.07 (114)	4.07 (116)	3.96 (115)	3.95 (114)
Student Affairs	Staff	4.18 (11)	4.09 (11)	4.09 (11)	3.92 (12)	3.75 (12)	3.75 (12)	4.17 (12)	4.00 (12)	3.80 (10)	3.92 (12)
University Advancement	Staff	4.00	3.00	4.00	4.00	3.00	3.00	4.00	5.00	3.00	3.00

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.



Cashier's Office/Student Financial Services (NOT Financial Aid) - Supplemental Questions

2022

When needing help with learning a Student Account process (i.e. how to make a payment or set up direct deposit), what did you find the most helpful? Choose all that apply.

Other, please specify:

1% (1)

Help videos on website

19% (34)

In-person support

27% (48)

Not applicable

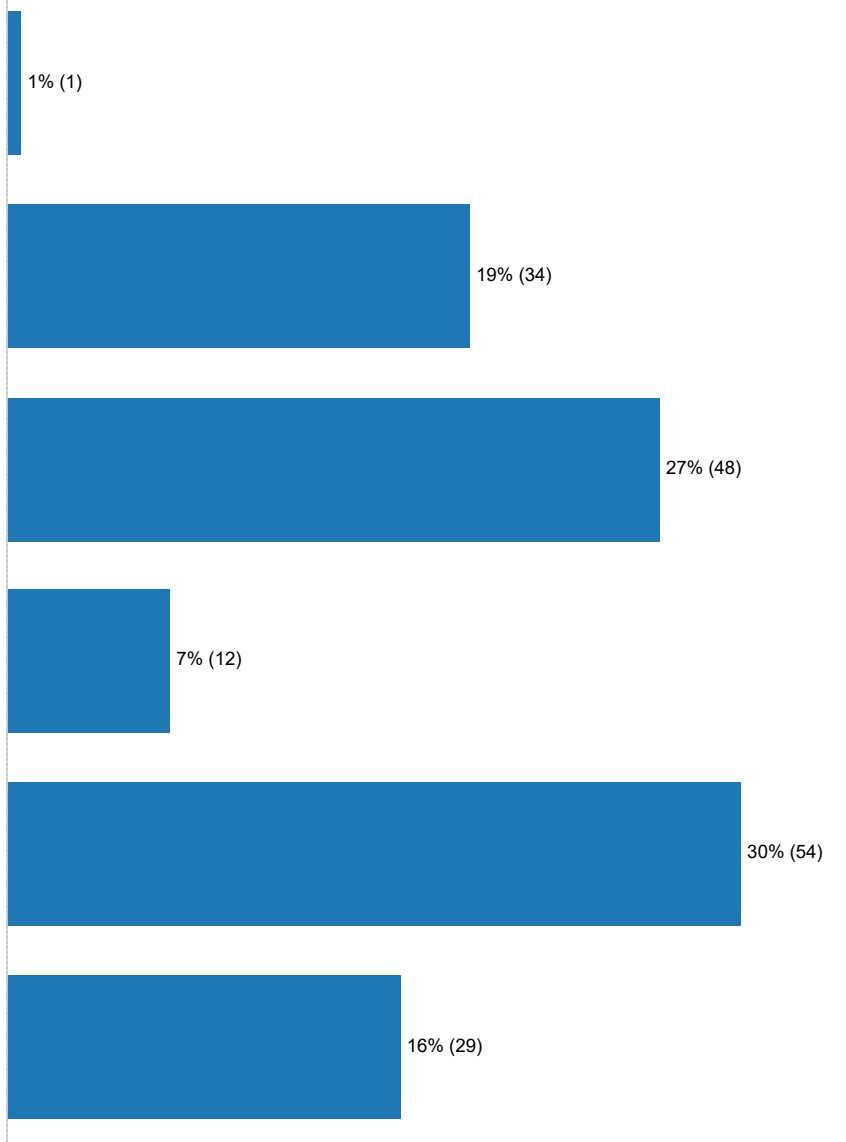
7% (12)

Phone support

30% (54)

Screenshots on website

16% (29)





Cashier's Office/Student Financial Services (NOT Financial Aid) - Supplemental Other

Question Text

Answer Text

When needing help with learning a Student Account process (i.e. how to make a payment or set up direct deposit), what did you find the most helpful? Choose all that apply.

Inquiring and speaking with staff from other departments

1