



2022 CSU San Marcos CSS University Bookstore

The University Bookstore is where the campus community can purchase books, apparel, supplies and technology.

2022

365
respondents

2019

896
respondents

Strengths

- Helpful Staff
- Effectively Uses Websites, Online Documentation
- Knowledgeable Staff

Opportunities

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

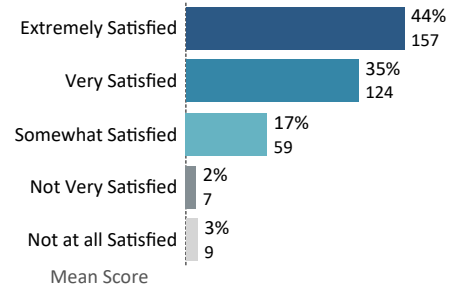
Overall Satisfaction

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
0.94



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 | 2019 | 2022 | 2022 change from prior year |
|----|--|------|------|-----------------------------|
| 1 | Thinking of your OVERALL experience with the University Bookstore, how would you rate your satisfaction with it during the past 12 months? | 4.17 | 4.16 | |
| 2 | Understands my needs and requirements | 4.19 | 4.14 | |
| 3 | Accessible to customers (via phone, voicemail, e-mail, etc.) | 4.18 | 4.14 | |
| 4 | Responsive to requests within an acceptable time frame | 4.19 | 4.13 | |
| 5 | Provides effective advice, support, and guidance | 4.22 | 4.17 | |
| 6 | Facilitates problem resolution | 4.18 | 4.10 | |
| 7 | Knowledgeable staff | 4.20 | 4.20 | |
| 8 | Helpful staff | 4.28 | 4.28 | |
| 9 | Effectively uses website to provide access to information and services | 4.23 | 4.23 | |
| 10 | Moving in a positive direction to better meet my needs | 4.16 | 4.14 | |

2022 change from prior year

Background

- 4th annual Customer Satisfaction Survey
- Survey Period: April 18 - May 20, 2022; 22 departments participated
-
-
-
- and 3 open-ended questions (like, improve, recognition)
- Contact vpfas@csusm.edu for questions about this report or additional analysis of survey data

Change - Increase/Decrease of 0.09 or greater



The University Bookstore is where the campus community can purchase books, apparel, supplies and technology.

2022 Satisfaction Question Response Frequencies

Response Frequencies Breakdown

| | | | | | Mean |
|----|--|--------------|-------------|------------|------|
| 1 | Thinking of your OVERALL experience with the University Bookstore, how would you rate your satisfaction with it during the past 12 months? | 79% (281) | 17% (59) | 4% (16) | 4.16 |
| 2 | Understands my needs and requirements | 80% (281) | 14% (48) | 7% (23) | 4.14 |
| 3 | Accessible to customers (via phone, voicemail, e-mail, etc.) | 79% (255) | 16% (52) | 5% (17) | 4.14 |
| 4 | Responsive to requests within an acceptable time frame | 78% (244) | 17% (52) | 5% (16) | 4.13 |
| 5 | Provides effective advice, support, and guidance | 81% (256) | 13% (42) | 5% (17) | 4.17 |
| 6 | Facilitates problem resolution | 77% (234) | 18% (54) | 6% (17) | 4.10 |
| 7 | Knowledgeable staff | 81% (272) | 15% (52) | 4% (13) | 4.20 |
| 8 | Helpful staff | 85% (299) | 11% (38) | 4% (13) | 4.28 |
| 9 | Effectively uses website to provide access to information and services | 83% (268) | 13% (42) | 4% (12) | 4.23 |
| 10 | Moving in a positive direction to better meet my needs | 80% (255) | 14% (46) | 6% (18) | 4.14 |

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

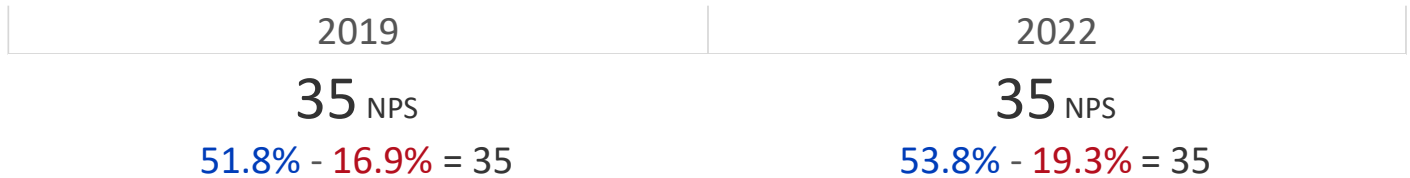
Mean (Average) Scores - Below 3.00 - Low | 3.00 to 3.59 - Marginal | 3.60 to 4.29 - Good | 4.30 & above - Excellent



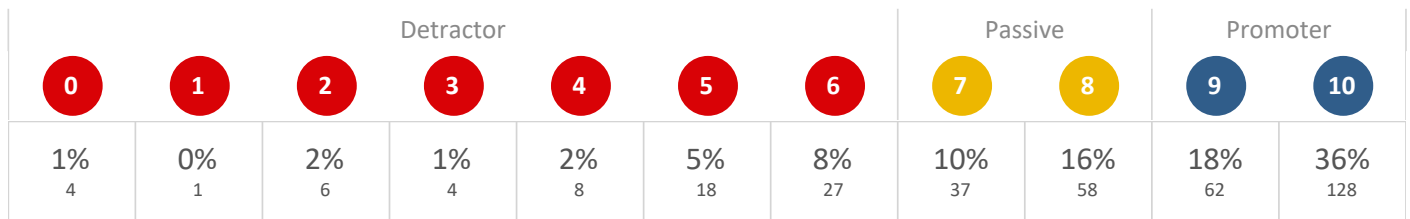
Net Promoter Score

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 Bookstore 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.



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.

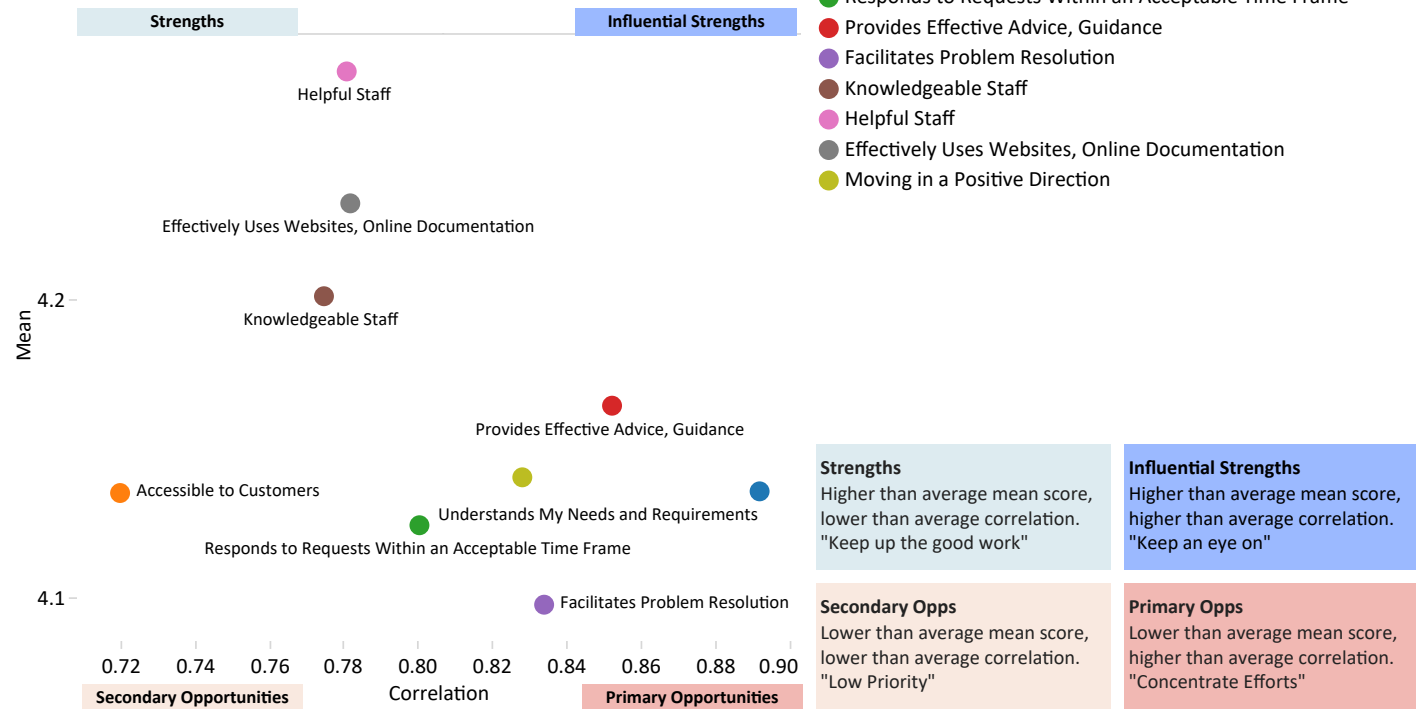
[1] Reichheld, Frederick F. (December 2003). "One Number You Need to Grow". *Harvard Business Review*.



The University Bookstore is where the campus community can purchase books, apparel, supplies and technology.

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 = **0.81**, Mean Average = **4.17**



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 | 4.14 | 0.89 | PO |
| 3 | Accessible to customers (via phone, voicemail, e-mail, etc.) | 4.14 | 0.72 | SO |
| 4 | Responsive to requests within an acceptable time frame | 4.13 | 0.80 | SO |
| 5 | Provides effective advice, support, and guidance | 4.17 | 0.85 | PO |
| 6 | Facilitates problem resolution | 4.10 | 0.83 | PO |
| 7 | Knowledgeable staff | 4.20 | 0.77 | ST |
| 8 | Helpful staff | 4.28 | 0.78 | ST |
| 9 | Effectively uses website to provide access to information and services | 4.23 | 0.78 | ST |
| 10 | Moving in a positive direction to better meet my needs | 4.14 | 0.83 | PO |



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 |
|------------------|----------------------|---------------------------------------|-------------------------|--|-------------------------------------|--------------------------------|---------------------|---------------|---|--------------------------------|
| Academic/Faculty | 3.85 (13) | 4.00 (13) | 4.08 (12) | 4.09 (11) | 4.00 (12) | 3.91 (11) | 4.17 (12) | 4.15 (13) | 4.00 (10) | 4.15 (13) |
| Staff | 3.65 (26) | 3.56 (25) | 3.48 (21) | 3.43 (21) | 3.50 (20) | 3.44 (18) | 3.72 (25) | 3.88 (25) | 3.36 (22) | 3.52 (21) |
| Student | 4.21 (317) | 4.19 (314) | 4.19 (291) | 4.18 (280) | 4.22 (283) | 4.15 (276) | 4.24 (300) | 4.31 (312) | 4.31 (290) | 4.19 (285) |

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.



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 | Academic/Faculty | 3.85 (13) | 4.00 (13) | 4.08 (12) | 4.09 (11) | 4.00 (12) | 3.91 (11) | 4.17 (12) | 4.15 (13) | 4.00 (10) | 4.15 (13) |
| | Staff | 3.78 (9) | 3.67 (9) | 3.88 (8) | 3.63 (8) | 3.75 (8) | 3.57 (7) | 3.78 (9) | 4.00 (8) | 3.29 (7) | 3.57 (7) |
| Finance and Administrative Services | Staff | 3.57 (7) | 3.71 (7) | 3.60 (5) | 3.60 (5) | 3.60 (5) | 3.60 (5) | 3.83 (6) | 3.57 (7) | 3.57 (7) | 3.60 (5) |
| None | Student | 4.21 (317) | 4.19 (314) | 4.19 (291) | 4.18 (280) | 4.22 (283) | 4.15 (276) | 4.24 (300) | 4.31 (312) | 4.31 (290) | 4.19 (285) |
| Non-division Areas (e.g., CRUE, IPC, IPA, OIE, and Communications) | Staff | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | | 3.00 | 3.50 | 3.00 | 3.00 |
| Student Affairs | Staff | 3.86 (7) | 3.50 (6) | 3.00 (6) | 3.20 (5) | 3.20 (5) | 3.20 (5) | 3.86 (7) | 4.29 (7) | 3.40 (5) | 3.67 (6) |
| University Advancement | Staff | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 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.