

UNIVERSITY OF WASHINGTON TRANSFORMING ADMINISTRATION PROGRAM CUSTOMER SATISFACTION SURVEY COMMENTS REPORT GUIDE

HOW TO READ YOUR VERBATIM COMMENT REPORTS

For each of your services receiving 25 or more comments, you will receive a verbatim comment report. These reports come in two parts: a one-page comment summary report and the complete file of collected verbatim comments.

The one-page summary report shows how many of your respondents, overall, made a verbatim comment. The summary also divides those comments into themes that match the scaling questions asked in the survey, and counts the number and percent of those comments (positive and negative) that match each theme.

The one-page summary report also identifies and summarizes the most common themes observed in the comments. These themes can be compared with the Influential Strengths and Primary Opportunities from the statistical report and can suggest specific areas of focus for an action plan.

The complete file of collected verbatim comments presents each comment left a respondent made about your service, including the context of the respondent's home school, college, or administrative unit and their role within that unit. These comments can provide depth and additional insight. Note that personally identifying information, such as names or unique job titles, has been removed and replaced with empty brackets: []. This has been done in the spirit of confidentiality, and because this survey is not intended to be used as an individual performance management tool.

ADDITIONAL CONSIDERATIONS

In user-driven surveys such as this, users occasionally confuse services. This is especially true in Year 1 of a new survey. In future years we will refine service names and descriptions to more clearly represent each unit and area under consideration.

As you and your team dig deeper into your survey results, remember that these reports mark trends, not statistical significance; apply the 80 / 20 Rule when interpreting your results. As long as most of the ratings and comments on your reports are directed toward your service, you can be confident that the trends noted in your reports are valid observations.