

Talking Points: 2019 Customer Service Satisfaction Survey

History of the Survey

The Customer Service Satisfaction Survey was distributed to University of Washington (UW) faculty, staff, and 25% of students at all campuses in winter quarter 2017, as part of the UW's Transforming Administration Program (TAP). The UW partnered with University of California San Diego (UCSD) to administer the survey.

The goal of the survey was to enhance the UW's culture of service, to know and understand customer needs and expectations, and to build a shared identity as one university administration. The survey captured customers' experiences with 94 core services offered by 28 central administrative units. The focus on core services required units to present their work in terms that are recognizable to their customers, rather than by organizational affiliation alone.

The 2017 survey:

- Celebrated excellence
- Helped units and leadership identify priorities for continuous improvement
- Served as a baseline for future surveys
- Was repeatable
- Was a system for gauging success with customers across central administrative units

Preparing for the 2019 survey

The [upcoming 2019 survey](#) is an opportunity for units to evaluate progress with regard to their 2017 baseline, and measure action planning success. The survey will ask for input about the core services units have selected.

Who: the Planning Team

A core team, chaired by Associate-vice Provost Gayle Christensen, is preparing for the 2019 survey. The team meets monthly to gather each units' services, align with the vendor, prepare messaging and communicate with campus. Strategic Consulting provides project management, vendor management, a liaison with TAP and the Provost's office, services collection, and communications support.

Each unit has designated a [survey liaison and TAP Ambassador](#). In some cases the same person fulfills both roles. Liaisons function as the point person between their unit leadership and team and TAP/the TAP Survey team.

Who: our Partner Supplier

UC San Diego's [Organizational Performance Assessments](#) unit is a recognized leader in survey design and planning, with a proven, industry-standard approach. UCSD has completed similar work at its own campuses, as well as for UC Irvine, UC Riverside, and Cal State.

Who: our Campus Population

The survey will be sent to UW students, faculty and staff at UW Bothell, Seattle and Tacoma. Survey-takers will select which services are most applicable, and answer a set of standard questions.

When: the Timeline

- Summer 2018: Identify services, prepare communications
- Fall 2018: Refine the description of services, test survey instrument
- Winter 2018 -19: Administer the survey
- Spring 2019: Receive high-level reporting, unit-level results

How do I connect with the 2019 Customer Service Satisfaction Survey?

- Look up my unit's survey [liaison and/or TAP Ambassador](#)
- Learn more about the TAP Survey sponsor, the [Transforming Administration Program](#)
- Contact [Strategic Consulting](#) with any additional questions