

## TAP CUSTOMER SATISFACTION SURVEY

# HOW TO IDENTIFY AND DEFINE A SERVICE

Feedback from the inaugural TAP Customer Satisfaction Survey in 2017 indicated that stakeholders – unit leaders, Ambassadors, the TAP committee, survey responders – would like additional guidance in determining which services were appropriate for inclusion in the survey and how to define those services to best match the survey methodology.

In response to that feedback, the Survey Team offers the following guidance on how to identify and define services for the next TAP Customer Satisfaction Survey in 2019.

## HOW DO I IDENTIFY MY UNIT'S CORE SERVICES FOR THE SURVEY?

### WHAT IS A CORE SERVICE?

A core service is a system for adding value to the University by delivering outcomes the UW community wants to achieve so that individual stakeholders do not have to assume the costs and risks associated with the outcomes.

- **System** – a service is organized, clear, and repeatable. If it is something your unit only does occasionally or by special request, it is probably not a service.
- **Adding value** – a service is strategically important to the whole University, significantly important to a group of stakeholders at the University, or something that the University's reputation would suffer without.
- **Delivering outcomes** – a service is a clear action verb, with a clear end point; a service *partners, supports, manages, maintains, provides, or plans*, for example.
- **Individual stakeholders** – a service has clearly identifiable 'customers' at the University; for example, *students, faculty, staff, employees, campus, or even everyone at the UW*.
- **Assume the costs and risks** – a service exists because it is not something that its stakeholders can or want to provide on their own. Perhaps the service requires specialized knowledge, or there are higher-priority tasks the stakeholders should be focused on (such as attending class, teaching, or research).

### WHAT IS NOT A CORE SERVICE?

**Activities that are internal to your unit** – for example, your unit's administration, finance, or HR functions – are not appropriate services for this survey. These functions meet a need for your unit, but not the UW as a whole.

**Activities focused on stakeholders outside of the UW** – for example, alumni, Washington state residents, regional businesses, etc. – are not appropriate services for the survey. People in these demographics will not receive the survey, which will be sent exclusively to all *current* UW students, faculty, and staff.

**Activities where improvement is not actionable** – only submit a service for inclusion on the survey if you believe that your unit can take concrete steps to address any feedback you receive. If you are not currently prepared to make change, please do not include a specific service.

### WHAT IS THE RIGHT "LEVEL" FOR A SERVICE?

Units at the UW offer many different services to populations of various sizes; some serve the entire campus and some serve only a small percentage of campus. How do you decide which services to include?

The Customer Satisfaction Survey was conceived as a tool for capturing feedback on a unit's "core" services – what the unit provides that is central to its identity. One way to identify these "core" services is to take a step back and look at each functional area – the departments, divisions, or programs that compose your organization.

What makes each functional area distinct? Why does it stand on its own, and not as part of some other functional area? These are very likely your unit's "core services."

(Consider using your unit's annual budget submission as a guide. What functional areas are listed there? What description did your unit provide for how each area contributed to the University's mission?)

You have the **opportunity to include one or more services from each of your functional areas on the 2019 survey**. *This is a guideline*; if your unit does not have a service for all of your functional areas that meets the criteria above, you are not obligated to include one.

## HOW DO I WRITE A CLEAR SERVICE DEFINITION THAT WORKS FOR THE TAP SURVEY?

When a respondent – a student, faculty member, or staff member– signs in to take the survey, they have a choice to provide feedback on nearly 100 services from about 30 different units. Respondents will feel less overwhelmed by these choices, and have an easier experience taking the survey, if the description of each service is clear, and if the survey uses a standard format for all service descriptions.

Please use the following format:

***[Unit's] [Service Name] [verb] [description of action] so that [specific University community] can [description of outcome].***

Some good examples from the 2017 survey include:

***[Unit's] Strategic Consulting's [Service Name] Consulting Services [verb] provide [description of action] strategic planning, process improvement, and business plan development services so that [specific University community] UW schools and colleges and central administrative units can [description of outcome] identify and solve problems, build capacity, and increase effectiveness.***

Or

Global Affairs' UW Study Abroad offers advising, orientation, scholarships, and support so that UW students can engage in international study, research, and internships.

In the end, a description of a service may not look very different from a mission statement that service might have.

**Please send your list of core services to Strategic Consulting at [assessuw@uw.edu](mailto:assessuw@uw.edu) by Monday, June 11.** If you have any questions as you develop your list of services, please contact the Survey Team at that same address.