2017 TAP CUSTOMER SURVEY FOR CENTRAL ADMINISTRATION

A SERVICE-FOCUSED SURVEY

- The survey captured customers' experiences with 94 core services offered by 28 central administrative units.
- The goals of the survey were to enhance the culture of service, to know and understand customer needs and expectations, and to build a shared identity as one university administration.
- Units presented the work they do in terms recognizable to their customers, rather than by organizational affiliation alone.
- The survey was distributed to faculty, staff, and a selection of students at all UW campuses in Winter Quarter 2017.

DISTRIBUTION OF ALL SURVEY SCORES
MEAN SURVEY RESPONSES, ALL QUESTIONS, ALL SERVICES

SURVEY QUESTIONS AND MEAN RESPONSE DISTRIBUTION BY QUARTILE

Please rate your level of satisfaction with:

<table>
<thead>
<tr>
<th>Mean Score</th>
<th>Not at All Satisfied</th>
<th>1.0</th>
<th>1.5</th>
<th>2.0</th>
<th>2.5</th>
<th>3.0</th>
<th>3.5</th>
<th>4.0</th>
<th>4.5</th>
<th>5.0</th>
<th>Extremely Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.71</td>
<td>Overall Experience</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.11</td>
<td>Courteous, Professional Staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.74</td>
<td>Resolving Problems Effectively</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.74</td>
<td>Responding to Requests or Problems Within an Acceptable Time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.71</td>
<td>Understanding My Needs and Requirements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.63</td>
<td>Making Changes in a Direction That Better Meets My Needs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.58</td>
<td>Providing Effective Online Documentation and Service Information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TOP PERFORMERS

85 services received more than 25 survey responses. Among these, the nine services scoring in the Top 10% of Overall Satisfaction were:

1. ScorePak Test Scoring Services
   4.81, 36 responses (Undergraduate Academic Affairs)
2. Library Services
   4.52, 963 responses (Libraries and Digital Initiatives)
3. HUB Games
   4.29, 179 responses (Student Life)
4. Husky Card
   4.27, 892 responses (Student Life)
5. UW NetID
   4.22, 1,463 responses (UW Information Technology)
6. Records Management and Compliance Services
   4.12, 275 responses (Financial Management)
7. Student Fiscal Services
   4.10, 177 responses (Research and Student Accounting)
8. UW Worklife and Carelink
   4.09, 365 responses (UW Human Resources)
9. Global Travel Security Management
   4.09, 80 responses (Global Affairs)

**STRENGTHS**

53% OF SERVICES* WERE RATED 3.6 OR HIGHER FOR OVERALL SATISFACTION

69% OF SERVICES* WERE RATED ABOVE 4.0 FOR PROFESSIONAL, COURTEOUS STAFF

Respondents highlighted the value of individual relationships to their work at UW

**OPPORTUNITIES**

MOVING IN A POSITIVE DIRECTION PRIMARY OPPORTUNITY FOR 81% OF SERVICES*  

Customers expressed  
- Having little knowledge about a service's efforts to change  
- Feeling disconnected from intent, direction, or process behind a change

UNDERSTANDING CUSTOMER NEEDS PRIMARY OPPORTUNITY FOR 73% OF SERVICES*  

Customers expressed  
- That nobody had asked them for input on a service  
- That a specific need was not being met by the service offered

ONLINE DOCUMENTATION PRIMARY OPPORTUNITY FOR 21% OF SERVICES*  

Results showed  
- The lowest rating for many services  
- Less influence on overall satisfaction than the topics mentioned previously

WHAT'S HAPPENING NEXT?

COMMUNICATE RESULTS
WE HEARD YOU!  
Summary results are shared on the survey website. Each unit is encouraged to share more detailed results internally in a thoughtful way.

ACTION PLANS
UNITS ARE CURRENTLY DEVELOPING ACTION PLANS  
Action plans are due to UW Leadership by August 1, 2017 and information will be shared on the survey website in Fall 2017.

FUTURE SURVEYS
THE NEXT SURVEY WILL BE CONDUCTED IN THE 2018 – 2019 ACADEMIC YEAR  
For suggestions, or details about the survey methodology, please visit: http://tap.uw.edu/tap-admin-survey/