UNIVERSITY OF WASHINGTON
CUSTOMER SATISFACTION SURVEY REPORT GUIDE

OVERVIEW OF THE SURVEY

The survey is designed to assess customer satisfaction with services received from University of Washington's service departments. The survey consists of ten standard items measured on a 5-point scale ranging from 1(not at all satisfied) to 5(extremely satisfied).

The ten standard Items are repeated each year to enable tracking of performance trends. Departments may also provide supplemental items to allow them to identify key customer segments and to address department-specific needs and goals.

The survey begins with an Overall Satisfaction score, based the statement:

Thinking of your OVERALL experience with [Department] how would you rate your satisfaction with it over the past 12 months in meeting your department's needs?

The other standard survey items address: ***understanding of customer needs, accessibility, responsiveness, effectiveness, facilitation of problem resolution, knowledgeability, helpfulness, effective use of the website, and movement in a positive direction to meet customer needs.***

The goal of the survey is to identify customer service Strengths (areas where departments are doing well) and Opportunities (areas where issues can be addressed). Response to a given item is placed on a map of Strengths and Opportunities based on two factors: 1) How strongly satisfied were people with that item and 2) how strongly was that item related to Overall Satisfaction.

SOME NOTES ON STATISTICS AND ANALYSES

- Consider the number of responses (n) that your department received from customers in each VC unit or department. The larger the number of responses, the more confidence you can have that they reflect what you would find if you were able to ask all your customers.

- Keep the item response scale in mind when looking at item and dimension MEAN scores:

Below 3.0: LOW	3.0 to 3.5: MARGINAL	3.6 to 4.2: GOOD	4.3 and above: EXCELLENT

- Similarly, the size of the CORRELATION reflects the strength when looking at the relationship of items to Overall Satisfaction:

.10 WEAK	.30 MODERATE	.50 STRONG

- Statistical significance does not always translate to real-world significance. Whether or not they are significant, differences between means are probably more <u>important</u> when they:
  - *Change direction* (e.g., move from neutral to positive, neutral to negative, negative to positive)
  - *Cross a boundary* (MARGINAL to LOW; GOOD to EXCELLENT)

The following table shows a description of the figures and tables contained in the report and where they can be found.

Report Section	Location	Description
Highlights:	Page 1, top left	Contains an overview of survey responses, including: • The survey response rate for the department or area • The number of questions that are in the excellent range (4.3 or greater) • Items representing Influential Strengths • Items representing Primary Opportunities • The Net Promoter Score (see page 2 of this guide for a detailed description)
Overall Satisfaction item breakdown.	Page 1, top right	Shows, mean, n, standard deviation and percentage of responses in each response category for this item.
Satisfaction Mean Scores for Standard Items	Page 1, Center	Table shows mean scores for each of the 10 standard survey items, compared across up to three years. Changes are indicated by color-coded bars to the right of the table and stars indicate statistically significant changes from the previous year.
Survey Background	Page 1, bottom	Details of survey history, distribution dates, number of respondents, and response rates.
Strength/Opportunity Plot	Page 2	See page 3 of this guide for a detailed description.
Tables of Mean Scores by VC and Department	Page 3	Shows a map of mean evaluation scores for standard survey items for comparison across VC areas and departments. Color-coding of cells shows whether item means fall in ranges categorized as "Low", "Marginal", "Good" or "Excellent." The number of respondents from each VC area and department are also displayed.
Supplemental Questions (if applicable)	Variable, depending on length of previous section.	Shows mean or number of responses (bar charts) or response breakdown (pie charts) for any supplemental survey items.
Survey Items	Variable, depending on length of previous section.	Shows screenshots of Customer Satisfaction Survey items as seen by respondents.

How to develop/interpret a Scatterplot for customer satisfaction questions

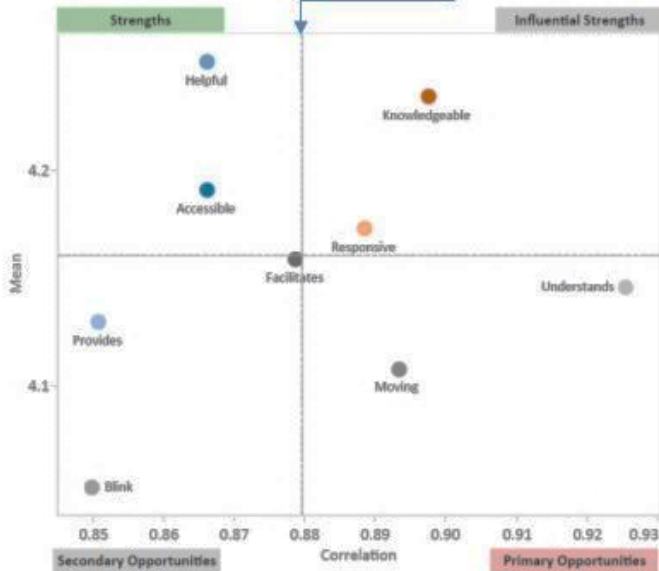1. Calculate the mean scores of all questions (except for Overall Satisfaction)

2. Calculate the correlation coefficient for all questions with Overall Satisfaction. This enables us to identify if a question has a strong (>0.5) or weak (0.1 - 0.2) relationship with Overall Satisfaction

3. Obtain the average mean score and average correlation coefficient for all questions (exclude Overall Satisfaction)

4. Use the average mean (4.16) and average coefficient (0.88) scores to define the boundaries of the four quadrants

5. Then plot all questions onto the quadrants using their respective mean score and correlation

| Question (examples)	Mean	Corr
Accessible	4.15	0.87
Blink	4.05	0.85
Facilitates	4.16	0.88
Helpful	4.25	0.87
Knowledgeable	4.23	0.90
Moving	4.11	0.89
Provides	4.13	0.85
Responsive	4.17	0.89
Average	4.16	0.88

Strengths: High mean score, Low correlation (with Overall Sat): Don't need to worry about these this year as they are already scoring high and they don't have a strong relationship with increased satisfaction. Just keep it up!

Influential Strengths: High mean score, High correlation (with Overall Sat): Although they are scoring high, these items are strongly related to increased satisfaction so keep an eye on these to maintain high satisfaction.

Secondary Opps: Low mean score, Low correlation (with Overall Sat): Although they are not strongly related to increased satisfaction now, they are still scoring relatively low, so keep an eye on these.

Primary Opps: Low Mean score, High correlation (with Overall Sat): These items score low and are strongly related to increased satisfaction. This is where we should be diving deeper, putting our focus, and creating our targeted action plans for the year.

Mean of Attribute/Questions (1 - lowest, 5 - highest). Higher the score, stronger the attribute.
Correlation Coefficient - Strength of a linear relationship between an attribute and Overall Satisfaction (scale: -1 to 1. Weak: 0.1, moderate: 0.3, strong: 0.5). Higher the coefficient, stronger the relationship. Correlation does not imply causal relationship.

Note: if all attributes' mean scores are above 4.3 (excellent) and the coefficients are above 0.5, all of them should be considered as strengths. The opportunity for the following year will be to sustain the excellent scores.
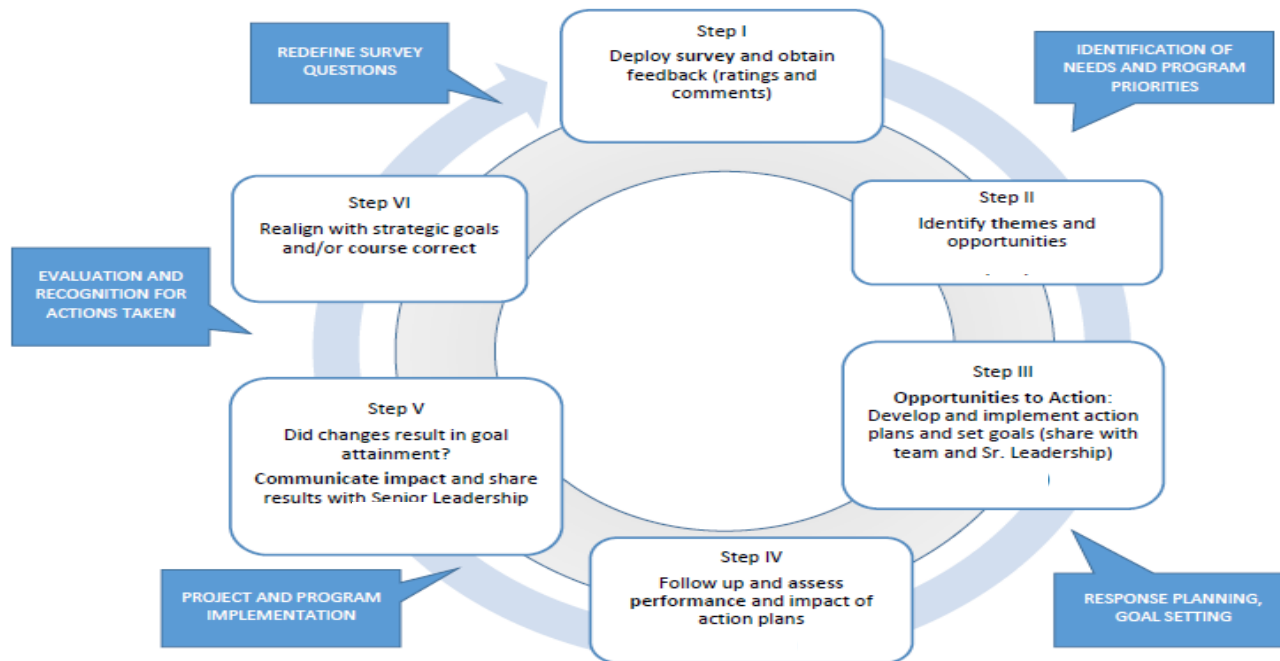
SHARING THE RESULTS IS THE MOST IMPORTANT STEP!

Discuss the meaning of results with leadership and staff.

- Ask what these results mean to them. Are there any surprises? Where there any particular cases or exceptional situations that may put the results in context?
- Is there a common understanding of what the questions mean?
- For the Strengths/Primary Opportunities scatter graph chart, look at the overall picture. Is the overall mean score already at or above 4.3? If so, be realistic about the ROI of investing resources to making these scores even higher.
- Be sure to look at patterns across time as well as the current year.

Commit to taking specific needed action based on your results.

- Identify benchmarks that you are trying to meet. For example, how do your results compare to previous surveys?

Communicate the results.

- For example, post results on your internal webpage. DON'T FORGET CELEBRATE THE POSITIVE!

A note about the Verbatim comments.

- The verbatim comment files are not edited or redacted. They provide valuable insight into the thoughts and feeling of your customers, directly in their own words. This information is intended for senior leaders. Trust is critical. Be sensitive to how these verbatim are used or communicated within your organization. The verbatim are anonymous but grouped by unit level, and thus perceptions of anonymity may be a concern. We do not advise that these files be disseminated widely within your organization.