

Survey Fast Facts

2nd annual customer satisfaction survey.

9 departments and 1 campus initiative included in the survey.

6,273 CSUF faculty, staff, and student employees invited to participate.

12 standard statistical questions, 1 net promoter score and 23 open-ended questions.



486

Overall respondents



79.4%

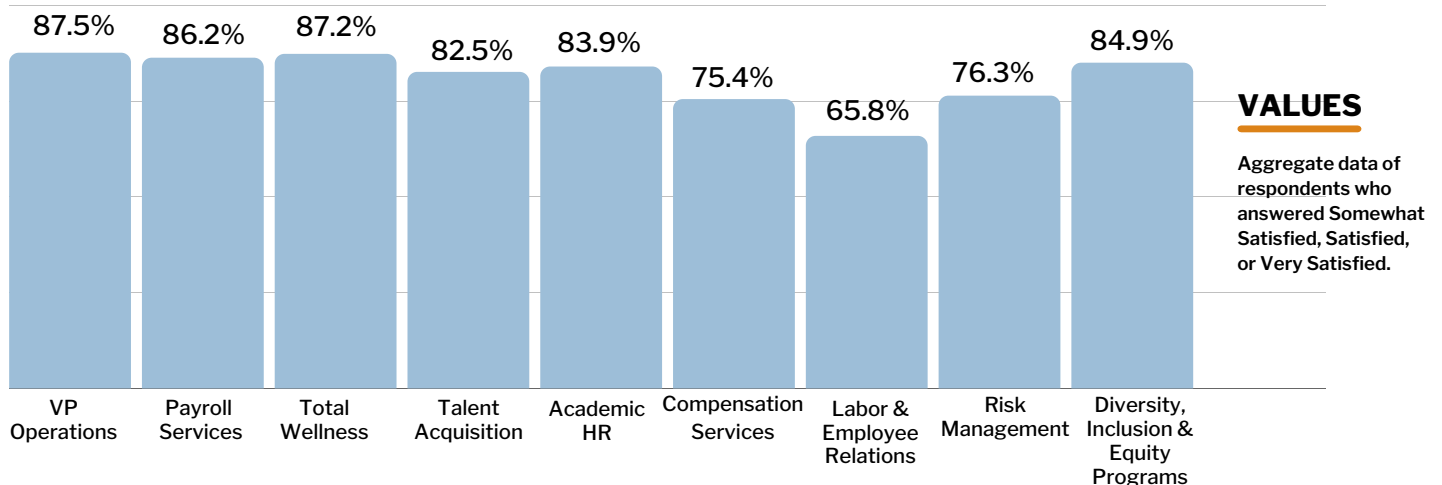
Overall satisfaction

Satisfaction Across the Division

Overall satisfaction scores out of nine departments:

- 1 area scored in the “Excellent” range (6.00 and higher)
- 7 areas scored in the “Good” range (5.00 to 5.99)
- 1 area scored in the “Marginal” range (4.20 to 4.99)

Satisfaction with Departments



2021 Customer Satisfaction Survey Executive Summary

With the goal of better serving the campus community, the division of Human Resources, Diversity and Inclusion (HRDI) launched the second annual Customer Satisfaction Survey from April 5, 2021 to May 7, 2021. The survey was developed to assist all HRDI units in planning and prioritizing service, programs and initiatives by identifying current strengths and gaps for improvement.

Survey Responses

The confidential survey was distributed to 6,273 CSUF employees (faculty, staff, and student). Out of the total number of invited employees, **486 responded** and the **overall response rate for state employees was 10.53%**. Survey respondents were asked to only provide feedback to departments they received service from within the past 12 months.

Survey Methodology

The online survey was created with the Qualtrics XM platform and respondents were invited to provide feedback on the division, its **nine** departments, and **one** campus initiative (CHRS Recruiting).

Respondents were asked to rate: overall satisfaction with HRDI and services (rated using a 7-point Likert scale); satisfaction/importance of operational service aspects (rated using a 7-point Likert scale); and processing times (rated using a 11-point Likert scale). Open-ended questions also asked respondents to share what they liked best about the department and suggestions for improvement.

Respondents were asked to rate their level of satisfaction for each of the below operational service aspects for specific units they received services from and to rank their level of importance. This year, items 5 – 14 were added to the survey to capture additional data for service improvement. Due to the temporary remote transition of University operations in 2020, question 13 was added in the 2021 survey asking respondents to rate their level of satisfaction with how each unit met their needs in a remote environment to determine how to better serve our remote customers.

1. Professional Staff
2. Understands My Needs & Requirements
3. Responds to Requests in a Timely Manner
4. Result Meets My Needs & Requirements
5. Communicates Effectively
6. Keeps Me Informed
7. Polite & Courteous Staff
8. Knowledgeable Staff
9. Website is Easy to Navigate
10. Easy to Find Information on Website
11. Makes Me Feel Valued
12. Makes it Easy to Handle My Request
13. Meets My Needs in a Remote Environment
14. Making Improvement in Services

Performance/Impact Analysis, Service Quality Measurement Models and Logistic Regression were used to identify strengths and opportunities for each service unit, the quality improvement for service excellence, and the findings of prediction for customer satisfaction. Descriptive statistics were provided for all open-ended responses. General Linear Model and Binary Logic Regression were analyzed for means difference, analysis of variance, hypothesis testing and outcome prediction.

Survey Outcomes

A **Satisfaction Impact Analysis (scatter plot)** was used to evaluate the correlation of overall satisfaction for each operational service aspect for each unit to identify key strengths and opportunities for each unit. Strengths and opportunities were identified as: Primary Opportunity (PO) is the key area with opportunities for improvement/major focus for the unit to improve satisfaction; Influential Strength (IS) is an area that should be monitored closely even if satisfaction is stable; Strength (ST) indicates the key area where to keep up the good work; Secondary Opportunity (SO) is low priority to follow up. A **Service Quality Measurement (SQM)** model was conducted to quantify the priority for primary opportunities within the whole division.

Satisfaction Across the Division

Out of the **nine** departments:

- 1 areas scored in the “Excellent” range (6.00 and higher) for overall satisfaction
- 7 areas were rated in the “Good” range (5.00 to 5.99) for overall satisfaction
- 1 area scored in the “Marginal” range (4.20 to 4.99) for overall satisfaction

Strengths

- **Polite & Courteous Staff:** Identified as a strength for 9 departments
- **Professional Staff:** Identified as a strength for 9 departments
- **Knowledgeable Staff:** Identified as a strength for 6 departments

Primary Opportunities

- **Easy to Find Information on Website:** Identified as a primary opportunity for 8 departments
- **Website is Easy to Navigate:** Identified as a primary opportunity for 8 departments
- **Makes me feel valued:** Identified as a primary opportunity for 3 departments
- **Making improvement in services:** Identified as a primary opportunity for 3 departments

Looking Ahead

Results will be posted on the [HRDI satisfaction survey results website](#) as department summaries highlighting key findings. The division and departments will review results and create solutions to increase satisfaction based off the top opportunities for improvement. The next 3rd annual HRDI Customer Satisfaction Survey will launch again in spring 2022 at hr.fullerton.edu/satisfaction.