University Services

SUMMARY
Customer Experience Survey
Overview

Purpose of study: (re)assess performance of University Services units in the eyes of their customer base

Methods: online survey of current MSU employees (12,446 invited; 1,461 completed; 11.7% response)

Comparison: similar online survey conducted in 2014 -- goal to measure improvement (if any)

Caveat: Non-random sample in both 2014 and 2017
- Tests of statistical significance are not appropriate (they assume randomness)
- Observed differences may or not be meaningful
Use great caution when interpreting “changes,” especially very small ones
Major Research Questions

For each unit, among top users (first or second most-used unit):

- **How favorably** do customers evaluate the service(s) they receive from the unit?
- What does the unit **do well**?
- How could the unit **improve**?
- How (if at all) have these **changed since 2014**?
Takeaways: Recurring Themes

- **Customer priorities:** Timeliness, simplicity
- **Strengths:** Friendly, helpful employees
- **Suggestions:** Update or simplify burdensome, confusing, and/or outdated processes
- **Favorable scores overall**
Takeaways: Changes Since 2014

• Most areas: modest improvements
• Virtually no large declines in any area
• Largely stable over time

*Recall caveat: differences over time (especially small ones) not necessarily meaningful*
Click to View Unit-Specific Results

- Accounts Payable
- Capital Asset Management
- Central Shipping and Receiving
- Mail Services
- Purchasing
- University Stores

- University Services Communications
University Services Action Items

We are committed to implement these actions:

**Division-wide**

- Establish unit-specific standards for responding to inquiries in a timely way
- Improve the consistency of information shared to campus by:
  - Cross-training staff
  - Training staff more consistently
- Develop additional shipping and purchasing-related training events that will be advertised through our listserv ([sign up here](#))
Logistics

• Rollout of an easier-to-use Service Request Form (summer 2017)

Purchasing

• Purchasing to document and publish additional FAQs on our website

University Stores

• University Stores is exploring ways to make the ordering process more efficient
Thank you!

Thank you for helping University Services improve our processes and align with the Bolder by Design imperative to advance a culture of high performance.