

# 2017 TAP Administrative Unit Customer Survey: Executive Summary

## EXECUTIVE SUMMARY

The Customer Service Satisfaction Survey was distributed to our faculty, staff, and students at all UW campuses in Winter Quarter 2017, as part of the University of Washington's Transforming Administration Program (TAP). The survey captured customers' experiences with 94 core services offered by 28 central administrative units. The focus on core services required units to present the work they do in terms recognizable to their customers, rather than by organizational affiliation alone. The goal of the survey was to enhance the culture of service, to know and understand customer needs and expectations, and to build a shared identity as one university administration.

## WHO WE HEARD FROM

The survey was distributed to 39,090 faculty, staff, and students across all UW campuses; 4,277 (11%) answered questions for at least one service, a normal rate according to external benchmarks. Customers were asked only to rate those services they had used in the last year, to be selected from a larger list. Some filtering of services was provided to users via a unique user ID attached to a campus affiliation and role type (faculty, staff, or student). The number of individuals who rated each service ranged from 1 to 1,463, with a median of 124.

Question topics were based on TAP's service standards. All services used the same set of seven questions to be rated on a Likert-type scale. Possible answers were scored from 1 (Not at all Satisfied) to 5 (Extremely Satisfied) with a Not Applicable option for those unable to answer. The 85 services that received more than 25 responses were analyzed to identify the areas that most closely correlated to customers' overall satisfaction ratings for the service. For more details, see: <https://tap.uw.edu/tap-admin-survey-departments>.

## WHAT WE HEARD

### Strengths

Overall, survey results were positive. Customers' expressed high levels of satisfaction with the majority of the services listed and were particularly satisfied with the individuals providing support.

- **Overall Satisfaction:** Of the 94 services surveyed, 63 (67%) had a mean of 3.6 or higher for customers' Overall Satisfaction with the service. Among the 85 services with more than 25 survey responses, 14 (17%) had a mean for Overall Satisfaction or 4.0 or higher.
- **Professional, Courteous Staff:** This question consistently received the highest rating on the survey, and was identified as a strength for all services. Across all services, 67 (69%) had a mean above 4.0. In comments, customers highlighted the value of individual relationships to their work at UW.

- **Recognition:** At the end of the survey, customers had the opportunity to write in a unit or team that they felt deserved special recognition. Over 69 units or teams received recognition, with seven recognized more than 50 times.

## Opportunities

Results also revealed possible areas for improvement, particularly around inclusion and communication. Areas where improvements were most likely to lead to higher overall satisfaction for customers we identified as “primary opportunities.”

- **Moving in a Positive Direction:** This was identified as a primary opportunity for 69 (81%) of services analyzed (services with more than 25 responses). Many customers expressed having little knowledge about a service’s efforts to change or felt disconnected from intent, direction, or process behind a change. At times, customers shared concerns over the potential impact of recent changes or, in some areas, concerns over the slow pace of change.
- **Understanding Customer Needs:** This area was identified as a primary opportunity for 62 (73%) of the services analyzed. In comments, customers often expressed that nobody had asked them for input on a service or that a specific need was not being met by the service offered.
- **Online documentation:** For many services this question had the lowest rating, and only three services had it as a strength. However, analysis showed that online documentation had less influence on overall satisfaction than the topics mentioned above. It was identified as a primary opportunity for 18 (21%) services.

## NEXT STEPS

Gathering feedback is only the first step of this survey; the next is to act on the results.

- **Communicate Results:** It is important to let customers know that “we heard you”. Summary results for each service were shared on the survey website on July 1, 2017. Each unit is also encouraged to share more detailed survey results internally in a thoughtful way.
- **Action Plans:** Units are currently developing action plans to improve or, in areas that already have very high levels of satisfaction, maintain customer satisfaction with their services. These plans are due to UW leadership by August 1, 2017 and information will be shared on the survey website.
- **Future Surveys:** A satisfaction survey will be conducted again during the 2018-2019 Academic Year to continue to track customer experience and to learn how well the actions taken have improved the campus experience. Suggestions could be sent to [tapteam@uw.edu](mailto:tapteam@uw.edu).