

FAS Customer Satisfaction Index (CSI) — The Basics

Improving the customer experience is one of Financial and Administrative Services' (FAS) True North pillars of excellence to support the UCSF mission. Our FAS-wide customer survey program strives to capture your feedback in a way that both respects your time and helps us continuously improve.



Survey Approach



Serves as True North metric for Customer Experience pillar

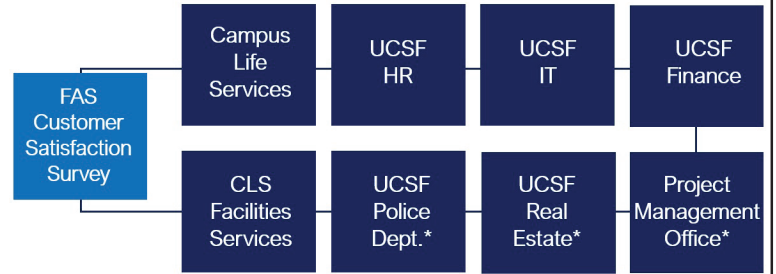


Uses a quarterly sampling approach to balance survey fatigue with the need for data to support continuous improvement



Flexible survey questionnaire facilitates experimentation

Individual mini surveys measure your experience in 8 major service areas



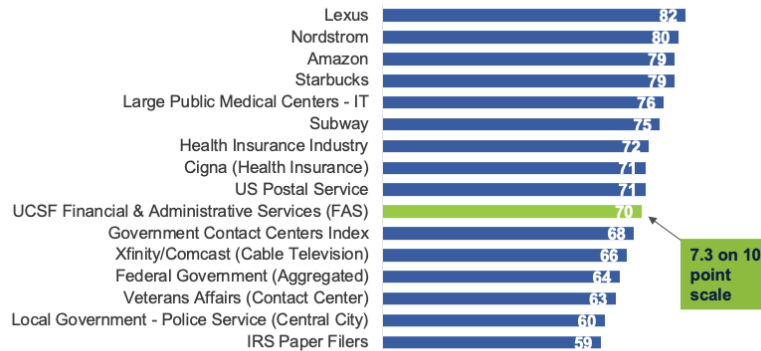
*Targeted to point of service customer list

Benchmarks

- FAS score = average of 8 surveys
- 10 pt scale converted to 0-100 score reflects average score (not percent satisfied or top box)
- Internal service scores often lower (usually 50s, 60s & 70s) due to the complex nature of service delivery

ADDITIONAL BENCHMARKS:
<http://www.theacsi.org>
<http://www.cfigroup.com>

CUSTOMER SATISFACTION INDEX BENCHMARKS FY21



7.3 on 10 point scale

CSI conversion:
 ((Rating - 1/9)*100)

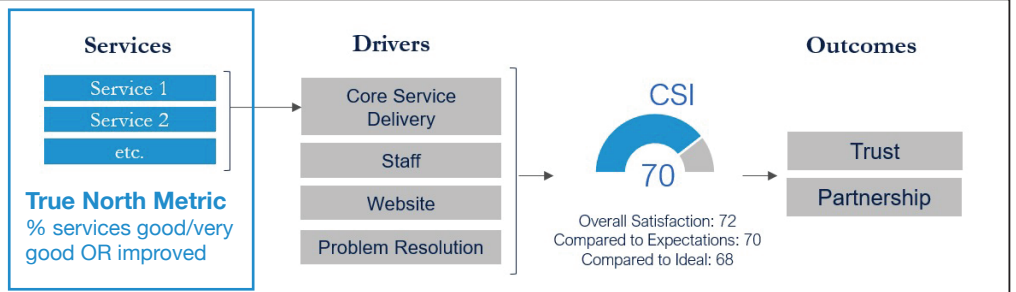
RATING	CSI
1 = Poor	0
2	11
3	22
4	33
5	44
6	56
7	67
8	78
9	89
10 = Excellent	100

Good / very good =67+ or (7+)

*FAS average score from year-end FY21

Customer Satisfaction Model

The Customer Satisfaction Index (CSI) has a cause-and-effect model which leads to important outcomes of partnership and trust.



July 2021 * December 2021 * March 2022

Survey Schedule

