University of California
San Francisco

UCSF FAS Customer Satisfaction Survey
2010
Summary of Scores - Abstract

Financial and Administrative Services (FAS) Roll-Up

STERLING
RESEARCH GROUP, INC.

Background

2010 UCSF FAS Customer Satisfaction Survey

◆ **A customer C.A.R.E survey was introduced FAS-wide in 2003 to establish a service culture within FAS, to track customer satisfaction over time, and to help communicate to customers that we value their feedback.**

◆ **FAS developed standard survey questions using C.A.R.E service attributes that were identified in customer focus groups. C.A.R.E. was branded and incorporated in trainings and employee evaluations, and tied to incentives.**

◆ **The survey was fielded following this approach of using standard survey questions from 2003 - 2007.**

◆ **In 2008, customer segmentation training led to shift in survey approach:**
  - New skills allow more critical view of data by customer segment, to help identify who was satisfied / dissatisfied
  - Customization of questions within depts/units to be more in-tune with customers and more actionable for managers

◆ **Although management found the 2008 survey results to be more useful, the length of the survey frustrated customers.**

◆ **For 2010, a team of "Ambassadors" representing multiple UCSF departments worked with Sterling Research Group to review survey and develop recommendations that balance need for useful management information with need to make survey more user-friendly.**
  - Number of questions was reduced from 550 to 250
  - Number of units reduced from 46 to 30
  - Individual questions still vary across units, but the Overall Satisfaction question remained the same
  - Some questions were changed and new questions were added (In these cases, trending with prior years is not possible)
  - Open-ended question was re-worded and comments are coded to help make this qualitative information more manageable

Total Surveys Received - FAS Overall

2010 UCSF FAS Customer Satisfaction Survey

Total Surveys Received
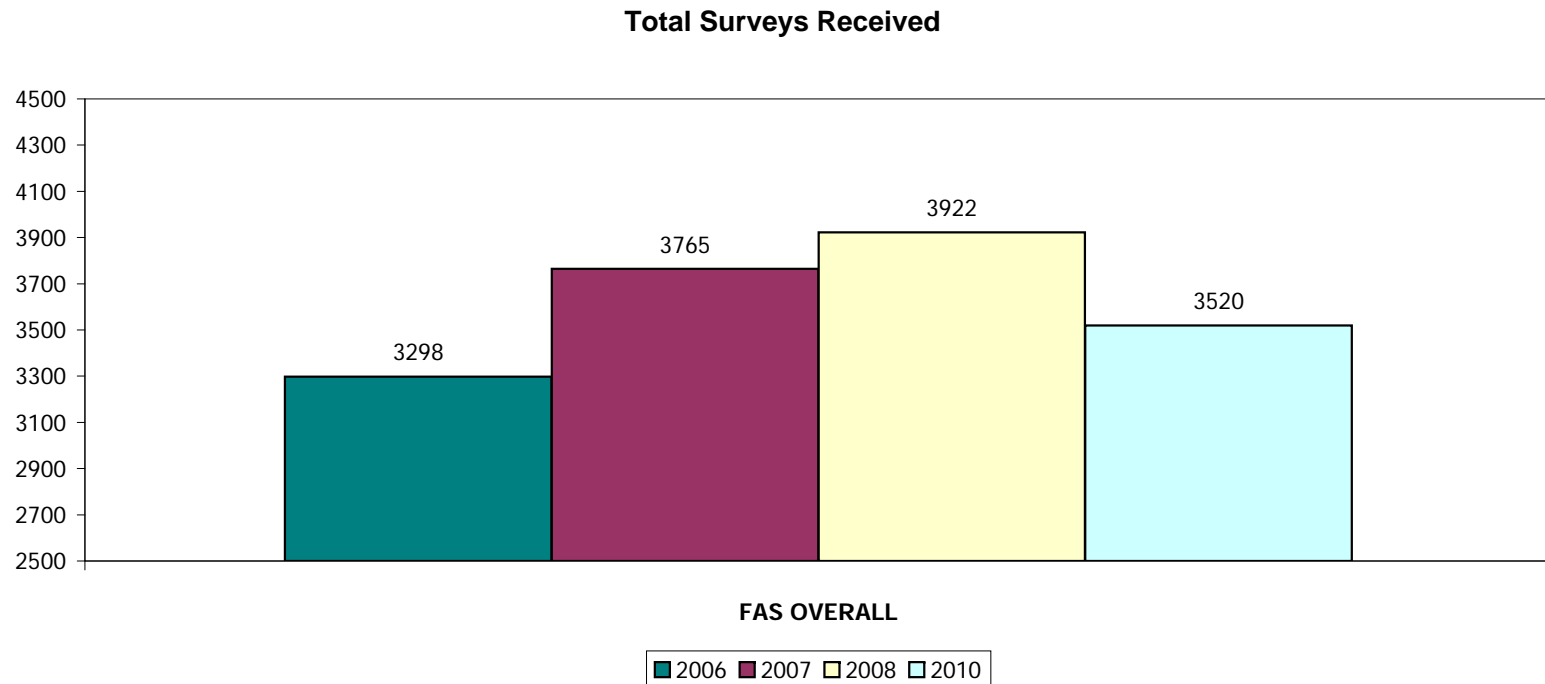
Note that paper surveys were discontinued in 2010 which could account for a significant portion of the drop in # of surveys received.

Margin of error = +/-1.3%.

Confidence level = 90%

You can be 90% certain that the true population statistic falls within the stated margin of error. The lower the margin of error, the more closely the results reflect the total population. Sample size impacts margin of error in that smaller samples have higher margins of error.
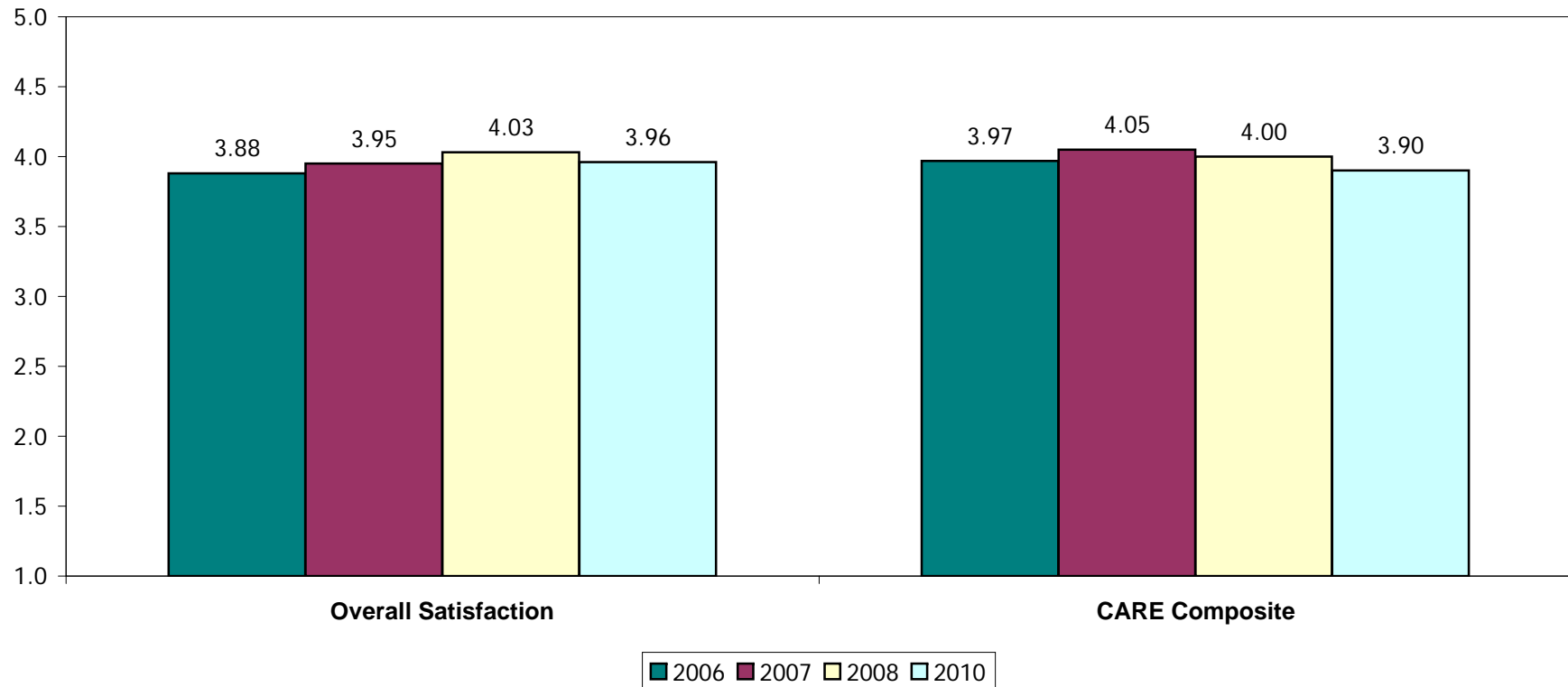
All Question Ratings

UCSF
University of California
San Francisco

2010 UCSF FAS Customer Satisfaction Survey

Satisfaction Mean Scores

Overall Satisfaction: 2006 = 3.88, 2007 = 3.95, 2008 = 4.03, 2010 = 3.96

CARE Composite: 2006 = 3.97, 2007 = 4.05, 2008 = 4.00, 2010 = 3.90

Legend: ■ 2006 ■ 2007 □ 2008 □ 2010

All Question Ratings by FAS vs. NON-FAS

2010 UCSF FAS Customer Satisfaction Survey

2010 Satisfaction Mean Scores
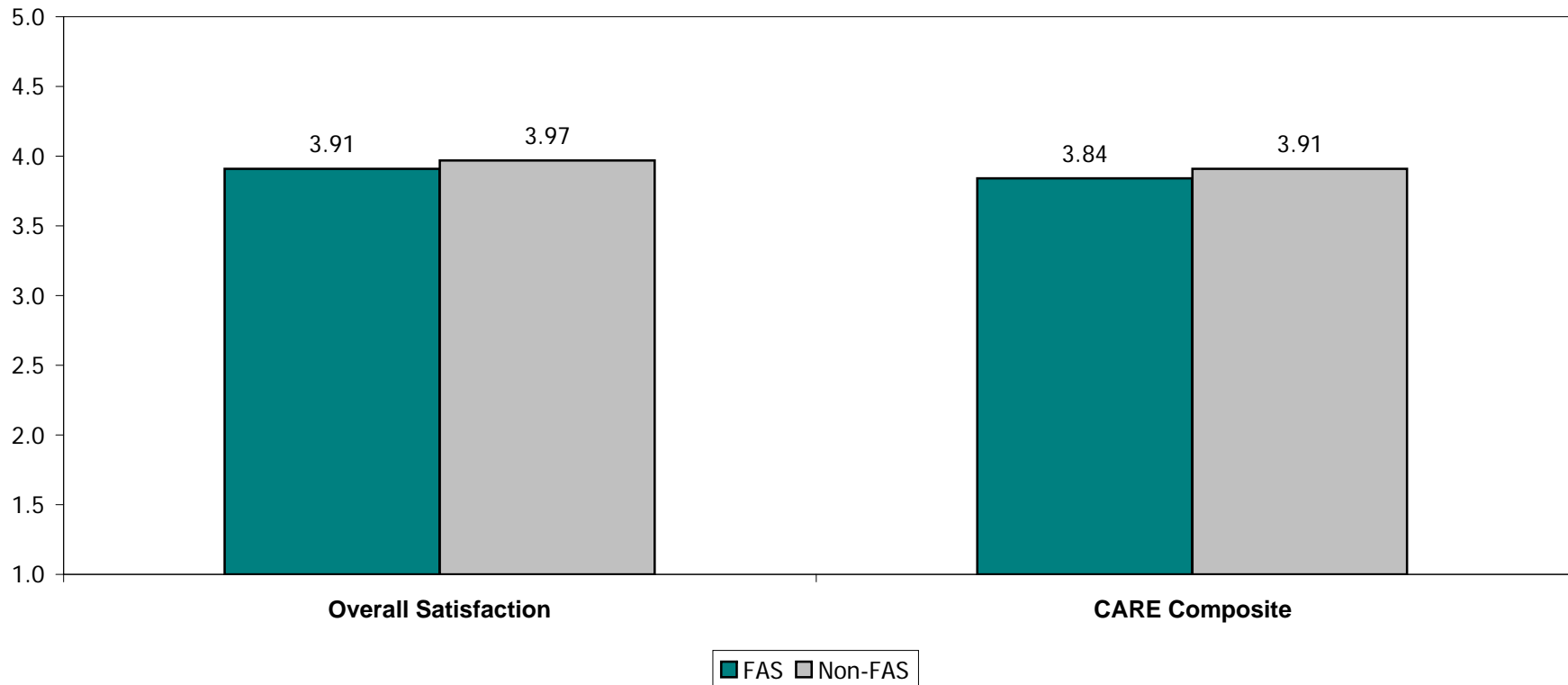
Overall Satisfaction by Professional Classification

2010 UCSF FAS Customer Satisfaction Survey

Segment Analysis

Professional Classification	Rating Percentages	Extremely Dissatisfied (1)	(2)	(3)	(4)	Extremely Satisfied (5)	2008 Mean	2010 Mean	Diff
Overall	7 / 20 / 73	2	5	20	40	32	4.0	4.0	-0.1
Student	4 / 11 / 85	1	3	11	41	44	4.2	4.2	0.0
UCSF Faculty	11 / 19 / 70	4	7	19	40	29	3.9	3.8	0.0
UCSF - Other Academic	7 / 17 / 76	2	5	17	43	32	4.1	4.0	-0.1
Dept. Chair/Dean/Director/Vice Chancellor	10 / 27 / 63	2	9	27	41	22	3.8	3.7	-0.1
UCSF Staff-Manager	9 / 25 / 66	2	7	25	41	25	3.9	3.8	-0.1
UCSF Staff-Non Manager	7 / 20 / 74	2	5	20	40	34	4.1	4.0	-0.1
Post Doc/Housestaff/Resident	6 / 17 / 77	3	4	17	38	39	4.1	4.1	0.0
Other Community member	6 / 16 / 78	2	4	16	31	47	3.9	4.2	0.3

Diff = The difference between the current year mean score and the previous year mean score. A statistically significant positive change in scores is highlighted in green. A statistically significant negative change in scores is highlighted in red. If the change is not statistically significant, then no highlighting is used. Significance tested at 90% confidence level.

Overall Satisfaction by Business Unit

2010 UCSF FAS Customer Satisfaction Survey

Segment Analysis

Business Unit	Rating Percentages	Extremely Dissatisfied (1)	(2)	(3)	(4)	Extremely Satisfied (5)	2008 Mean	2010 Mean	Diff
Overall	7 / 20 / 73	2	5	20	40	32	4.0	4.0	-0.1
Chancellor's Immediate Office	0 / 22 / 78	0	0	22	27	51	4.1	4.3	0.2
Development	8 / 31 / 61	2	6	31	42	20	-	3.7	-
Executive Vice Chancellor	8 / 22 / 70	2	6	22	40	30	4.0	3.9	-0.1
Financial & Admin Services	7 / 23 / 70	2	5	23	40	30	4.1	3.9	-0.2
Medical Center	4 / 19 / 77	0	4	19	51	26	2.3	4.0	1.7
School of Dentistry	7 / 19 / 73	2	5	19	36	37	4.1	4.0	0.0
School of Medicine	8 / 20 / 72	2	6	20	41	31	4.0	3.9	-0.1
School of Nursing	11 / 20 / 69	3	8	20	41	28	4.0	3.8	-0.2
School of Pharmacy	9 / 19 / 71	3	7	19	37	34	4.0	3.9	-0.1
Student	4 / 11 / 85	1	3	11	41	44	4.2	4.3	0.0
UCOP	8 / 14 / 78	0	8	14	38	41	-	4.1	-
University Relations	8 / 17 / 74	0	8	17	35	40	-	4.1	-
Other	9 / 13 / 78	1	8	13	41	36	-	4.0	-
FAS	7 / 23 / 70	2	5	23	40	30	4.1	3.9	-0.2
Non-FAS	8 / 19 / 74	2	5	19	40	33	4.0	4.0	-0.1

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Overall Satisfaction by Location

UCSF University of California San Francisco

2010 UCSF FAS Customer Satisfaction Survey

Segment Analysis

Location	Rating Percentages	Extremely Dissatisfied (1)	(2)	(3)	(4)	Extremely Satisfied (5)	2008 Mean	2010 Mean	Diff
Overall	7 / 20 / 73	2	5	20	40	32	4.0	4.0	-0.1
654 Minnesota	7 / 24 / 69	1	6	24	42	27	-	3.9	-
Buchanan	4 / 15 / 81	0	4	15	11	70	-	4.5	-
China Basin	8 / 16 / 75	5	4	16	39	37	-	4.0	-
Parnassus Campus	8 / 19 / 73	2	6	19	40	33	4.0	4.0	-0.1
Laurel Heights	5 / 19 / 76	1	4	19	42	34	4.1	4.0	0.0
Mission Ctr Building	7 / 21 / 72	2	5	21	41	32	4.0	4.0	-0.1
Mission Bay	7 / 22 / 71	2	5	22	41	30	4.1	3.9	-0.2
Mount Zion	5 / 21 / 73	2	4	21	41	32	4.0	4.0	0.0
SFGH	7 / 17 / 75	2	5	17	42	33	4.0	4.0	0.0
SFVAMC/NCIRE	11 / 23 / 66	5	5	23	41	25	4.1	3.8	-0.4
Fresno	14 / 0 / 86	0	14	0	36	50	4.3	4.2	0.0
Other	9 / 20 / 71	3	6	20	38	34	4.1	3.9	-0.1

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Open-Ended Comments Introduction

2010 UCSF FAS Customer Satisfaction Survey

◆ Although customer comments provide valuable insight, they should be used with caution. Survey industry experience indicates comments tend to reflect more extreme customer opinions rather than average opinions (the ends of a normal bell curve distribution).

◆ The following two graphs are useful representations of verbatim comments in that they show the frequency in which a comment is made.

◆ To develop frequency graphs, Sterling Research Group, Inc. reads each comment and assigns codes correlating to common categories of customer feedback (tailored to FAS). Each comment can be assigned up to 5 codes.

◆ Based on survey industry experience, on average 1.5 codes are assigned to each customer comment; and there is a ratio of 2:1 of negative comments to positive comments.
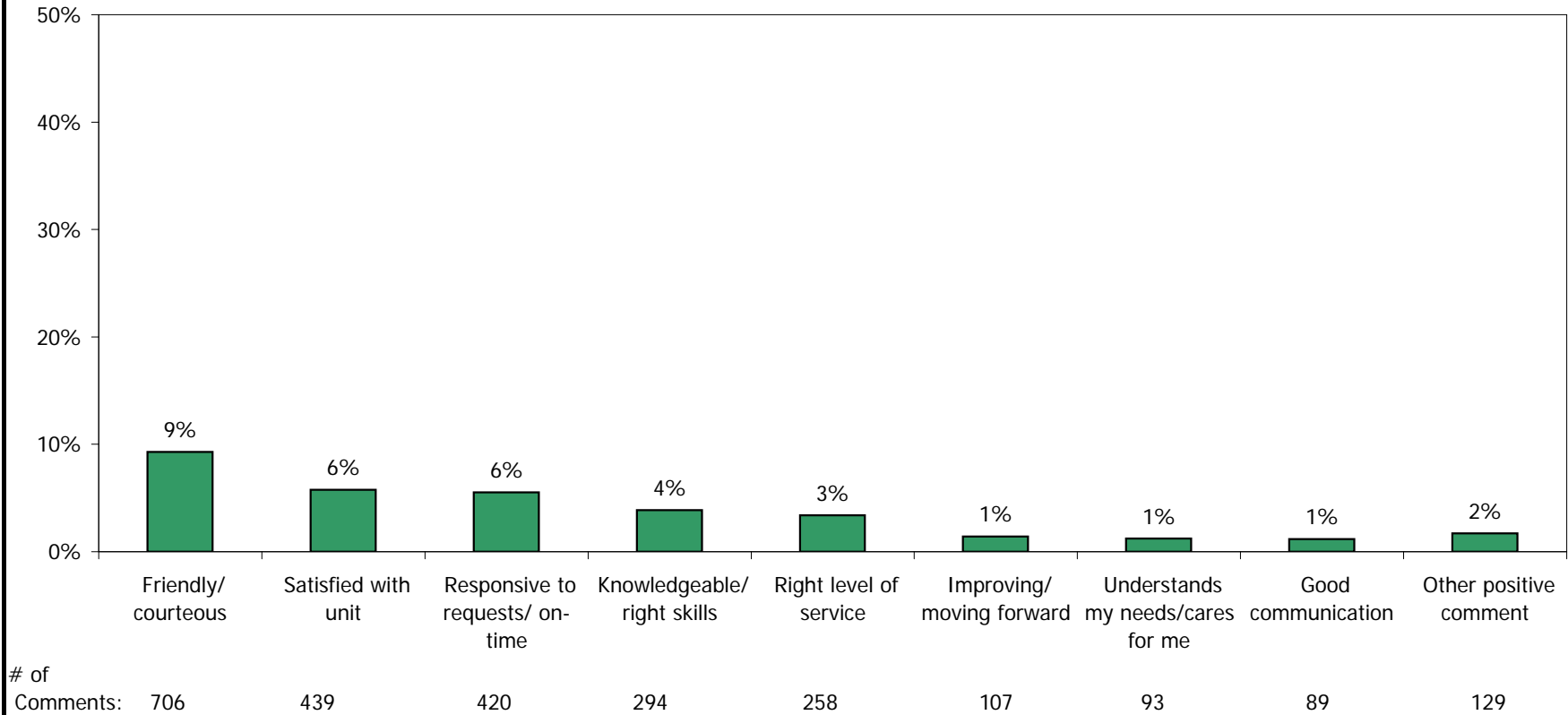
Positive Open-Ended Comments

2010 UCSF FAS Customer Satisfaction Survey

Please tell us what THIS UNIT does well and where it can improve.

Category	Friendly/ courteous	Satisfied with unit	Responsive to requests/ on-time	Knowledgeable/ right skills	Right level of service	Improving/ moving forward	Understands my needs/cares for me	Good communication	Other positive comment
Percentage	9%	6%	6%	4%	3%	1%	1%	1%	2%
# of Comments:	706	439	420	294	258	107	93	89	129

N=7606
Positive Comments=2826

Negative Open-Ended Comments

2010 UCSF FAS Customer Satisfaction Survey

Please tell us what THIS UNIT does well and where it can improve.

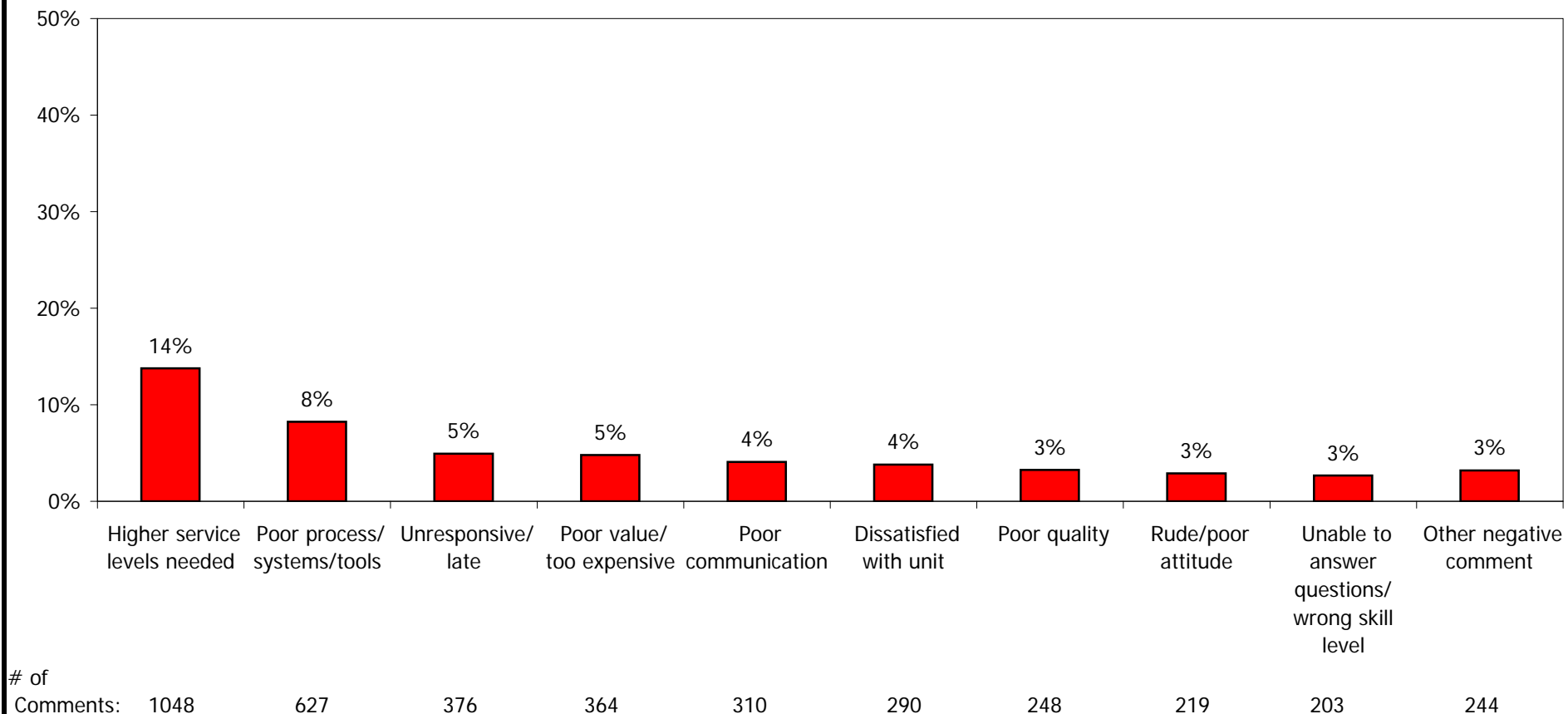|	Higher service levels needed	Poor process/ systems/tools	Unresponsive/ late	Poor value/ too expensive	Poor communication	Dissatisfied with unit	Poor quality	Rude/poor attitude	Unable to answer questions/ wrong skill level	Other negative comment
%	14%	8%	5%	5%	4%	4%	3%	3%	3%	3%
# of Comments:	1048	627	376	364	310	290	248	219	203	244

N=7606
Negative Comments=4564