



STERLING
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2007 UCSF Customer Satisfaction Survey

Presentation of Results

11 February 2008

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UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



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Survey Methodology

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007

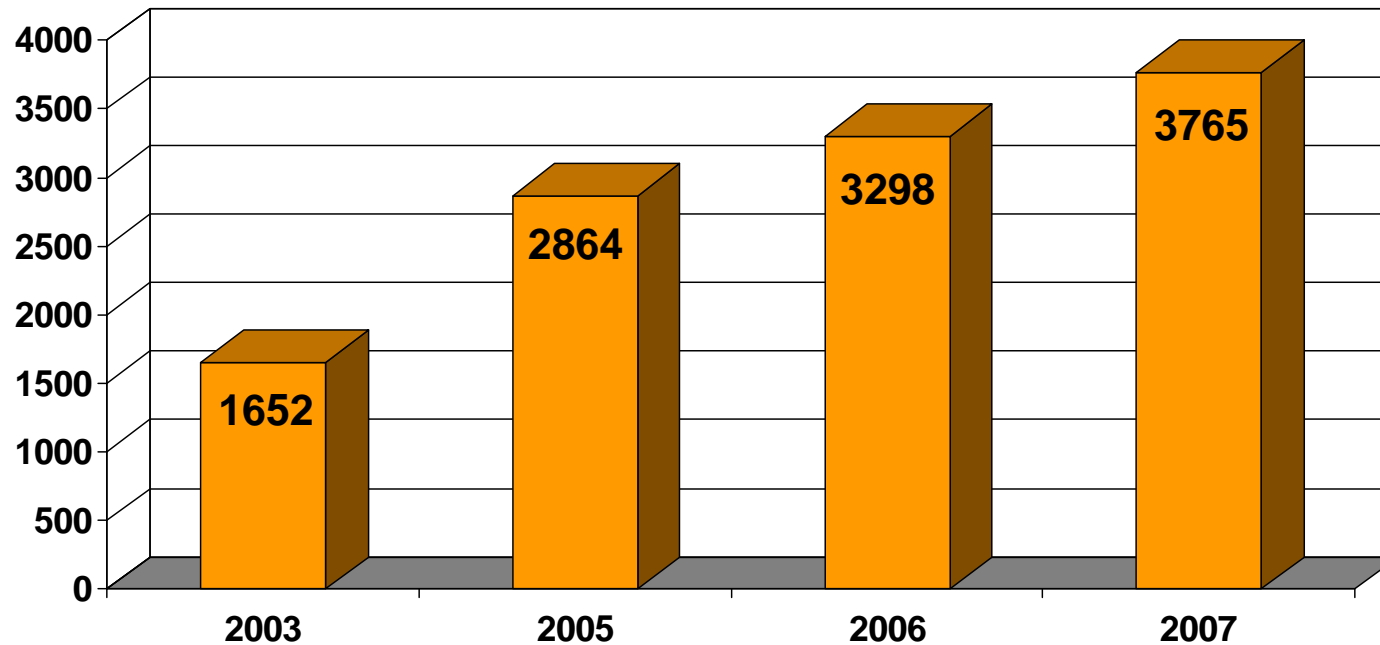


- Online survey instrument with electronic invitations sent out by Sterling Research on November 8, 2007
- Parallel paper surveys for respondents without easy internet access
- Incentives included a mug or coffee for all completed surveys and a drawing for one of three iPods
- Survey closed on December 14, 2007



Number of Respondents

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



There were 3,765 responses in 2007

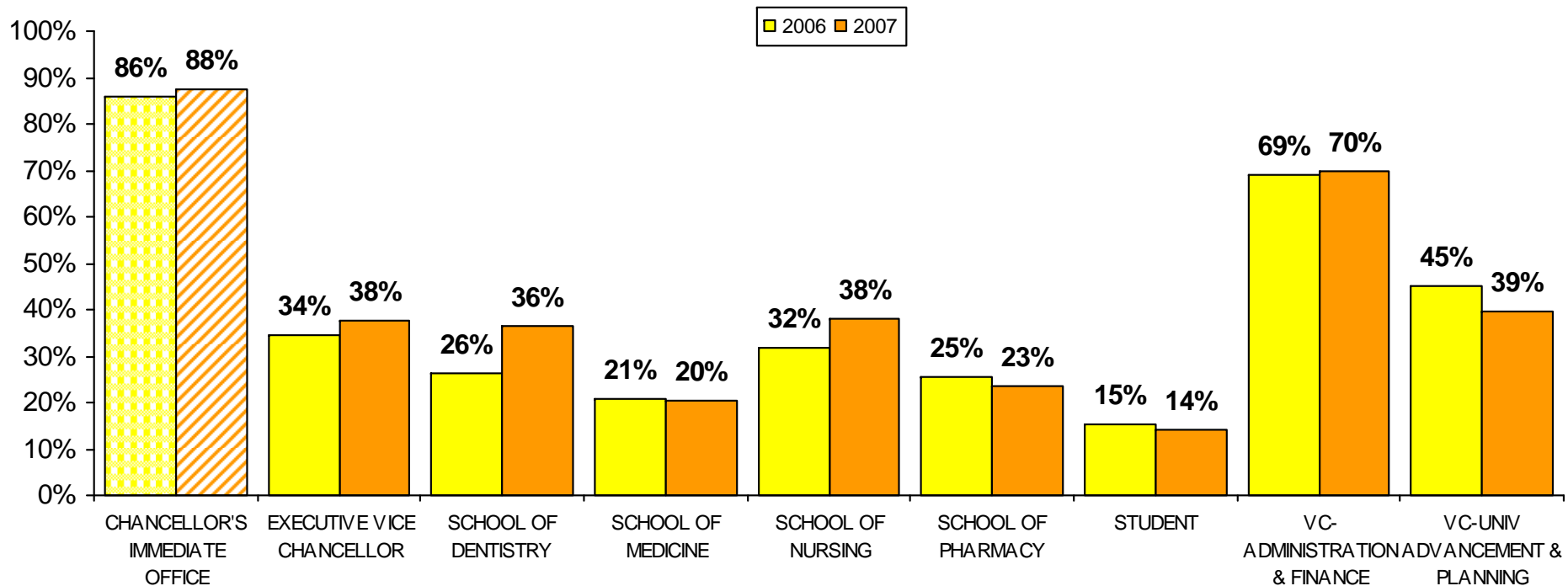
- 14% increase in responses over 2006
- Overall response rate = 25% (similar to 26% in 2006)



Response rate by Business Unit 2006 vs. 2007



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



- School of Dentistry response rate was up by 10%.
- School of Nursing response rate was up by 6%.
- VC-UNIV Advancement & Planning response rate was down by 6%.

Note: 387 customers did not have a business unit for 2007, which is 3% of the total customer list.



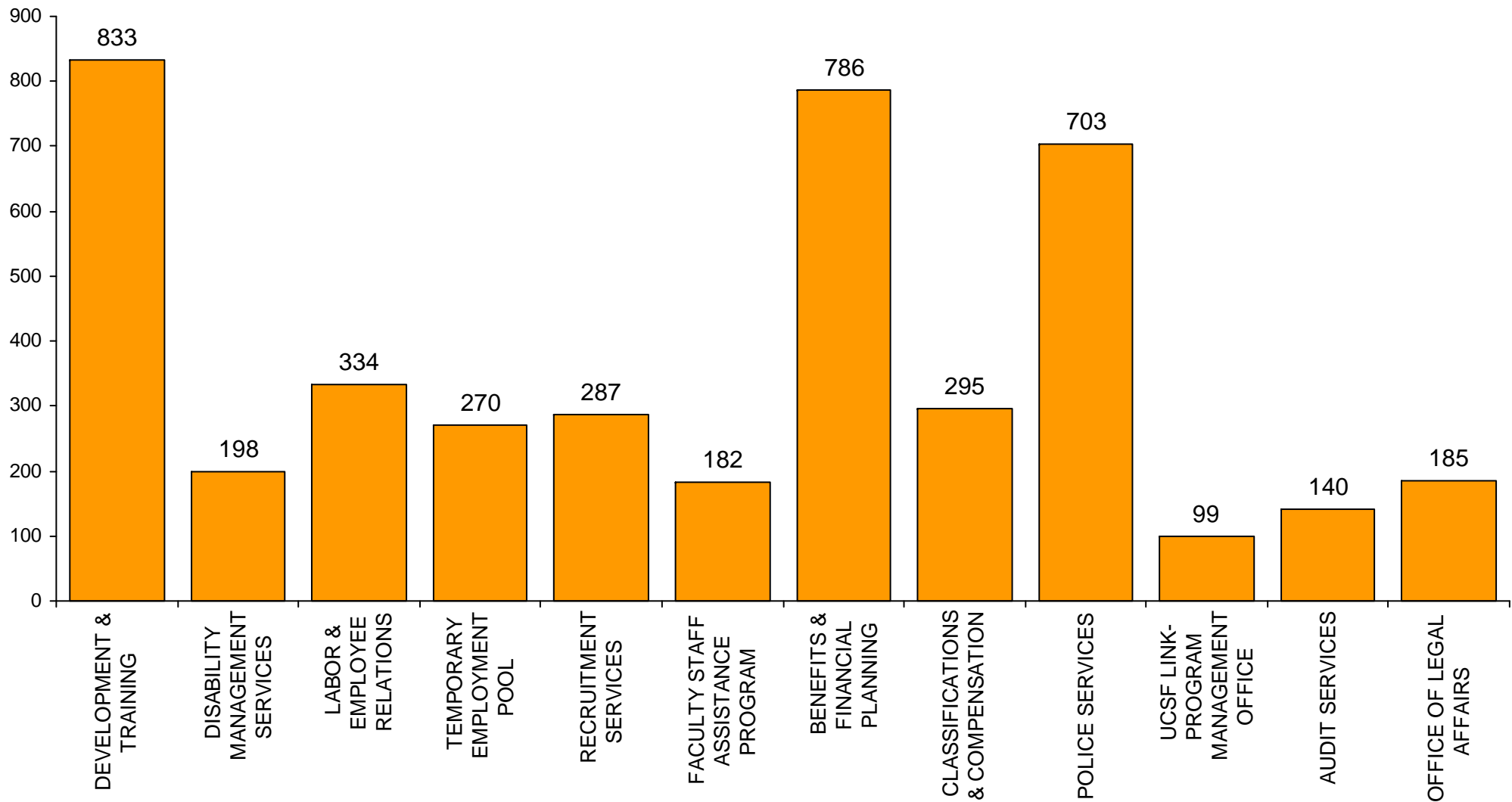
Survey Methodology

Number of Responses by Unit - Administration



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UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007





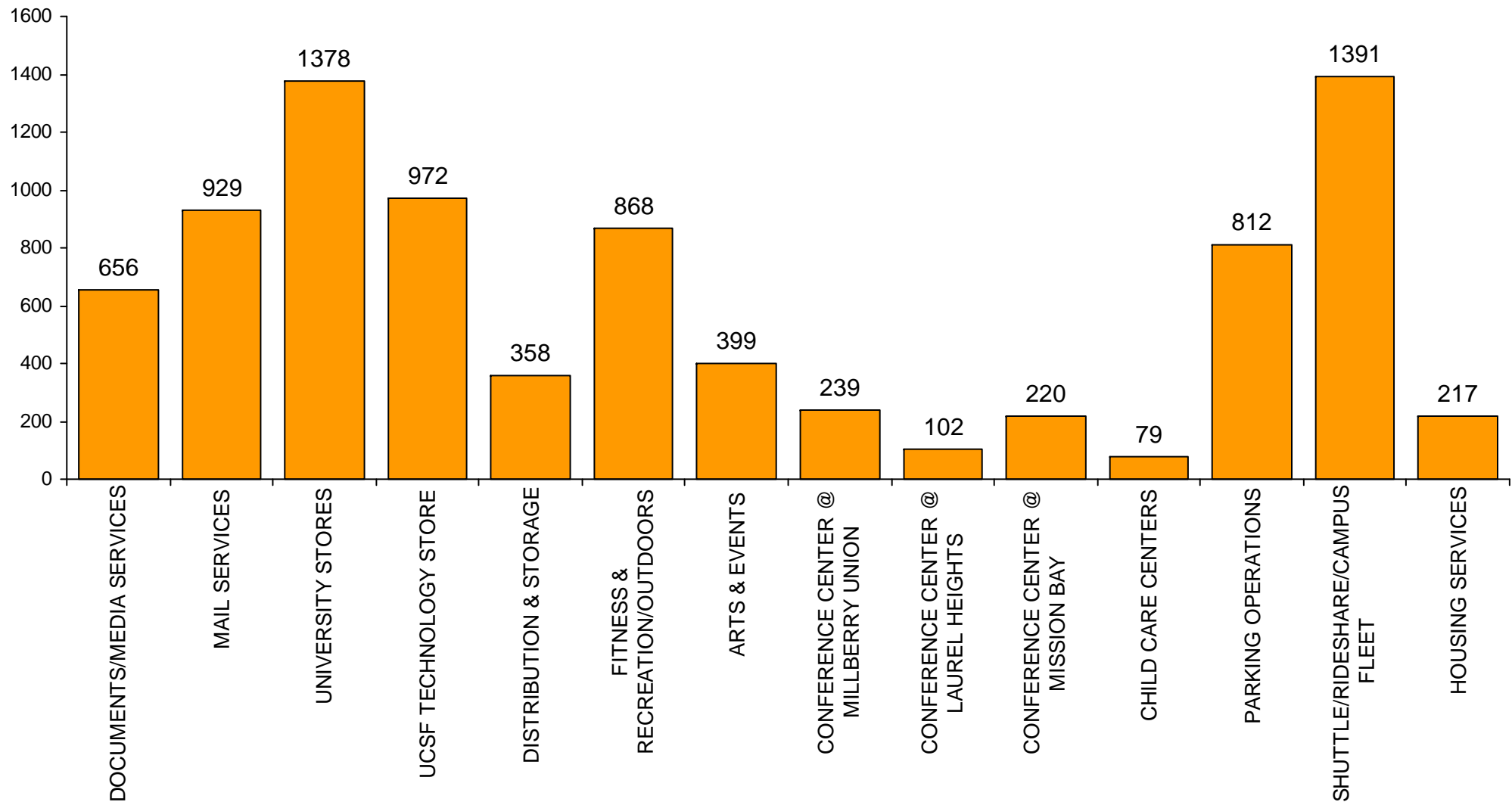
Survey Methodology

Number of Responses by Unit – Campus Life Services



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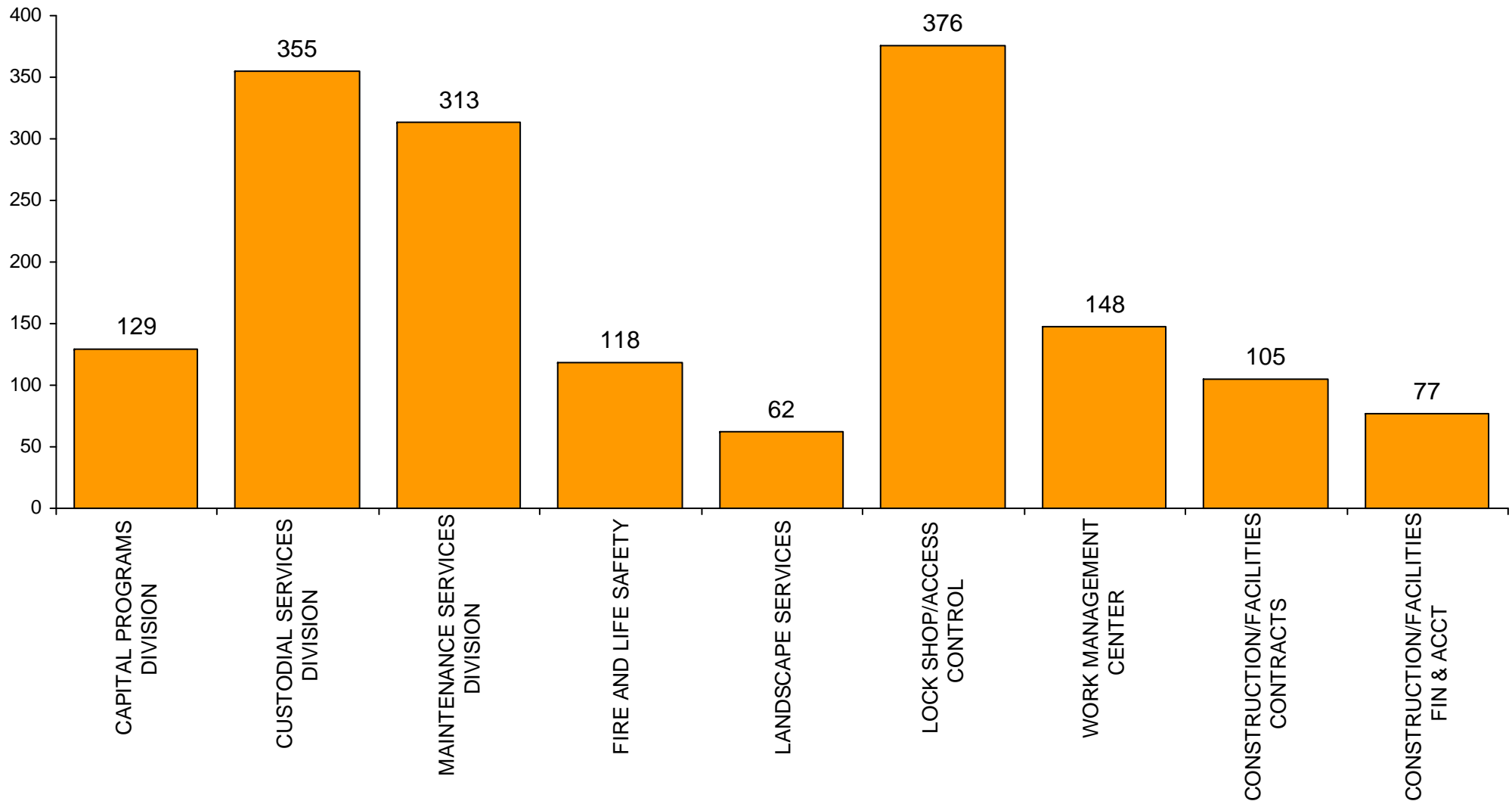


Survey Methodology

Number of Responses by Unit - CPFM



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007

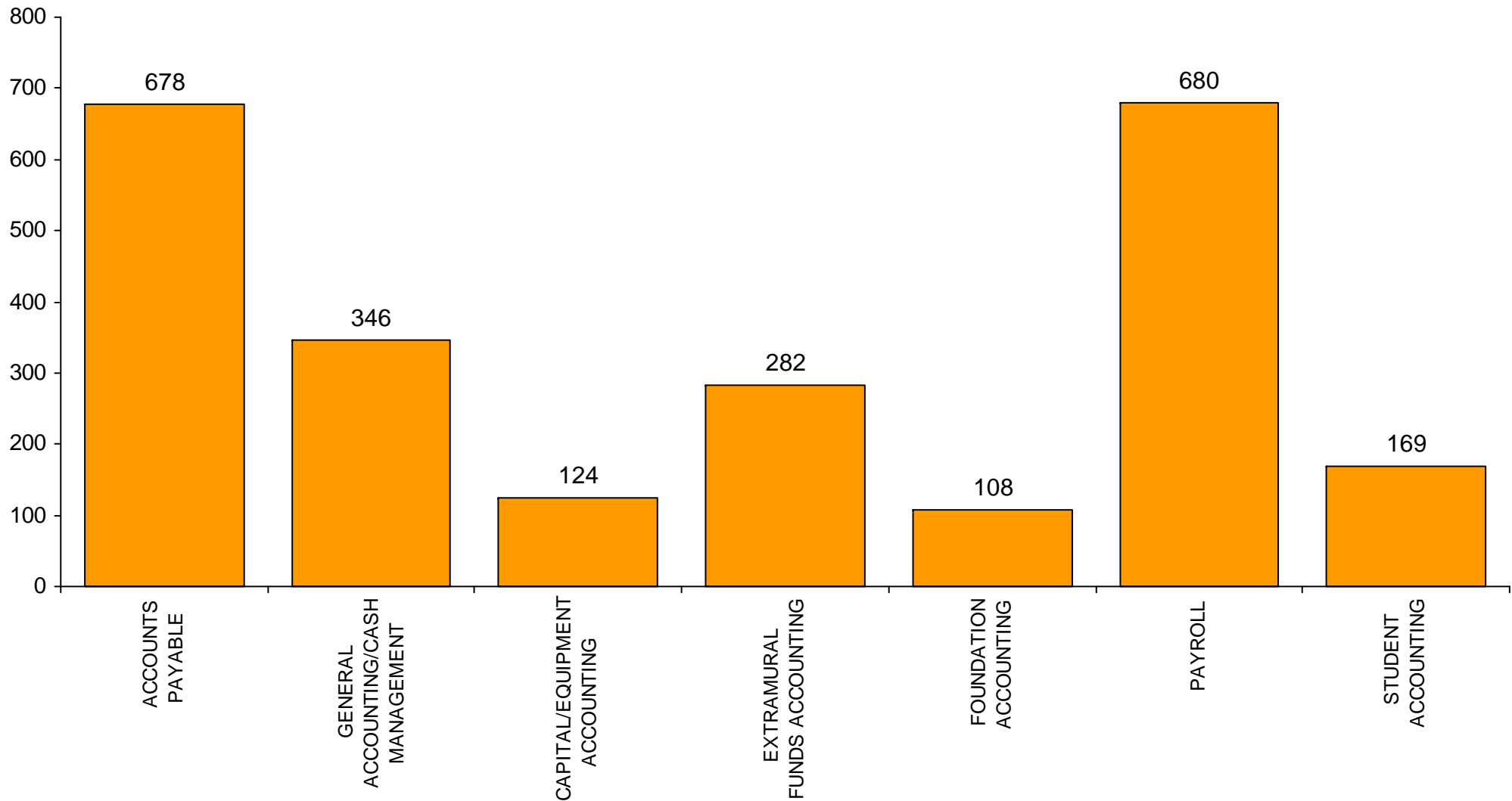




Survey Methodology

Number of Responses by Unit - Controller

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007

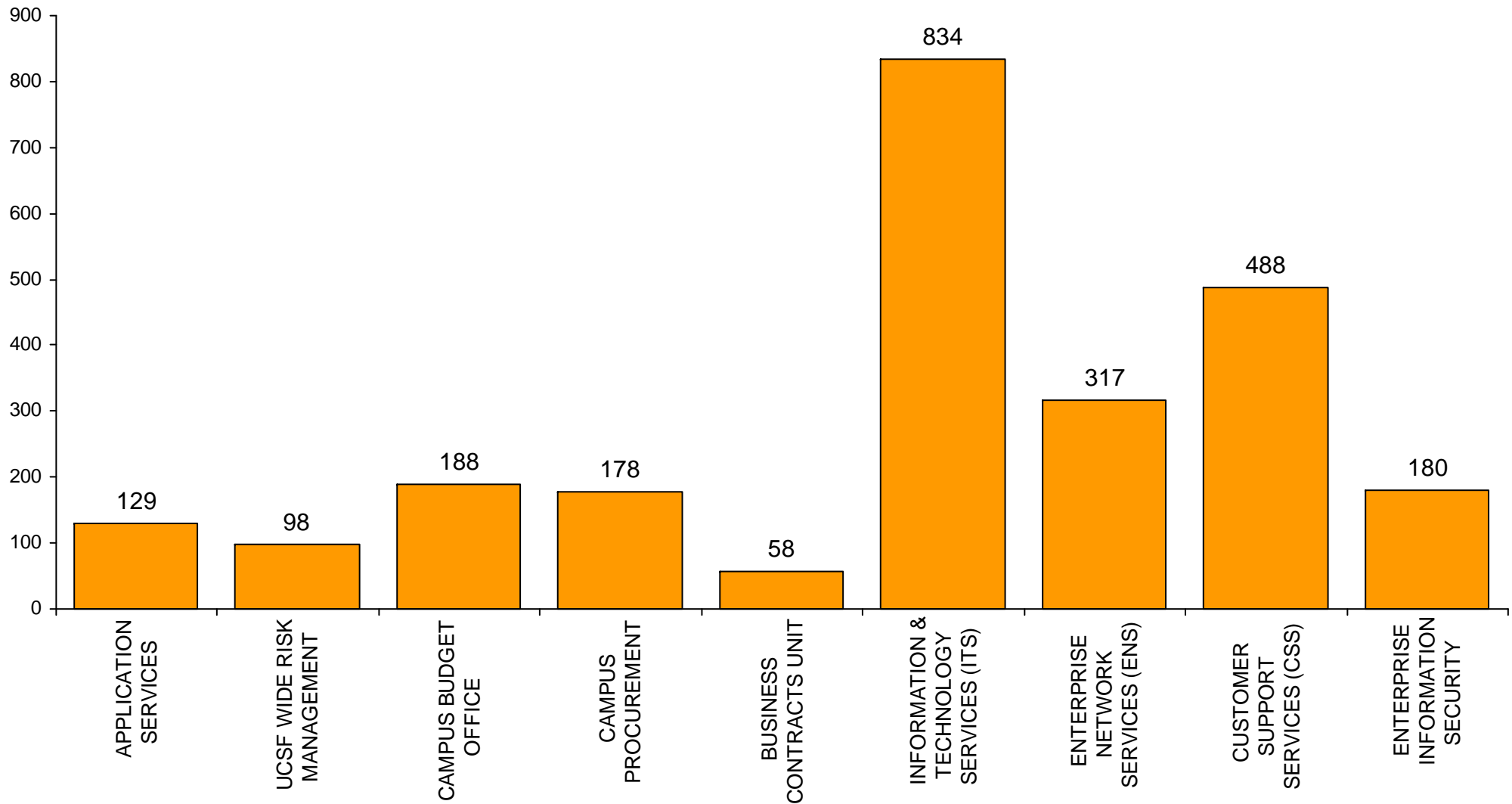




Survey Methodology

Number of Responses by Unit – Finance & OAAIS

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FAS Roll-Up

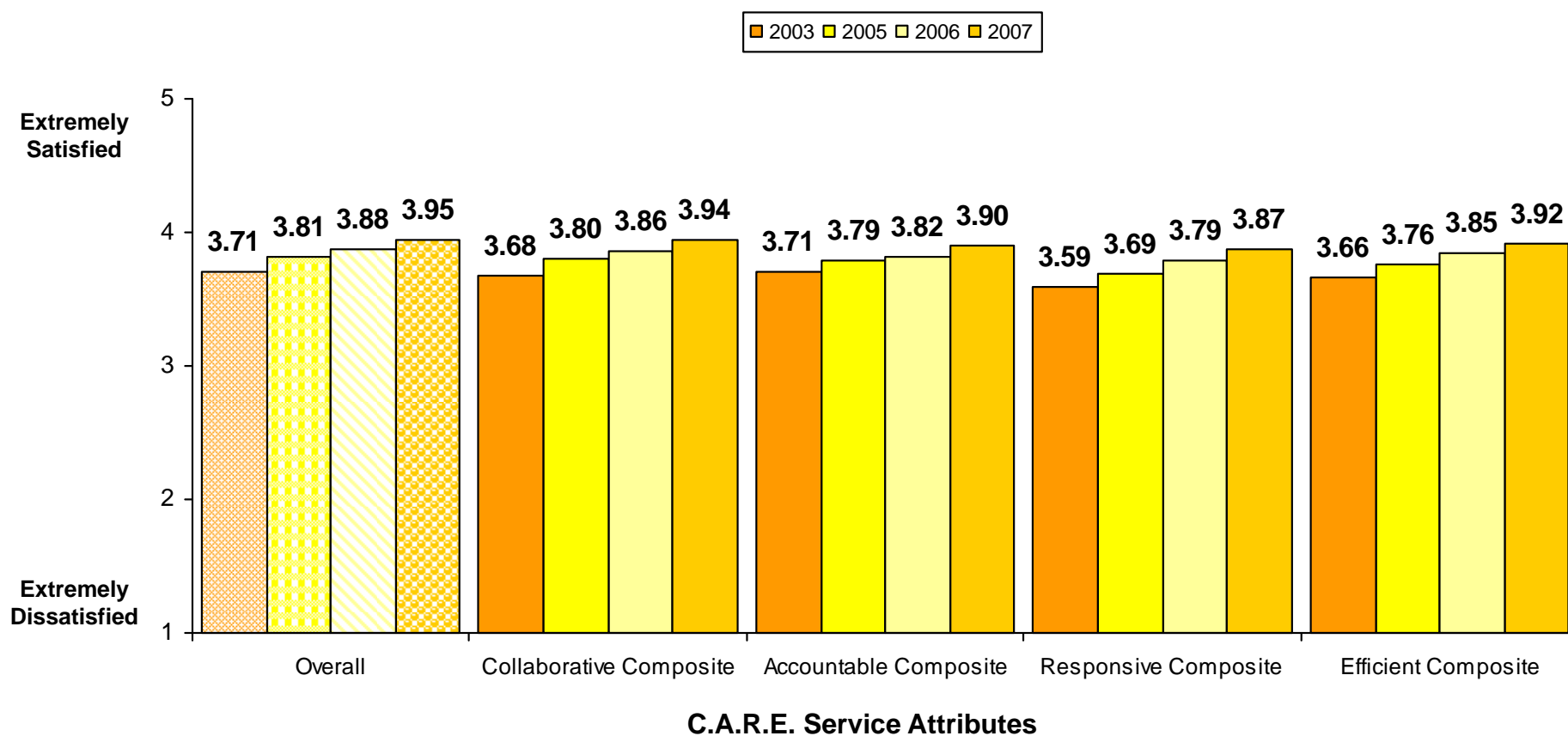
C.A.R.E. Summary



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UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007

Satisfaction Mean Scores



FAS Roll-Up

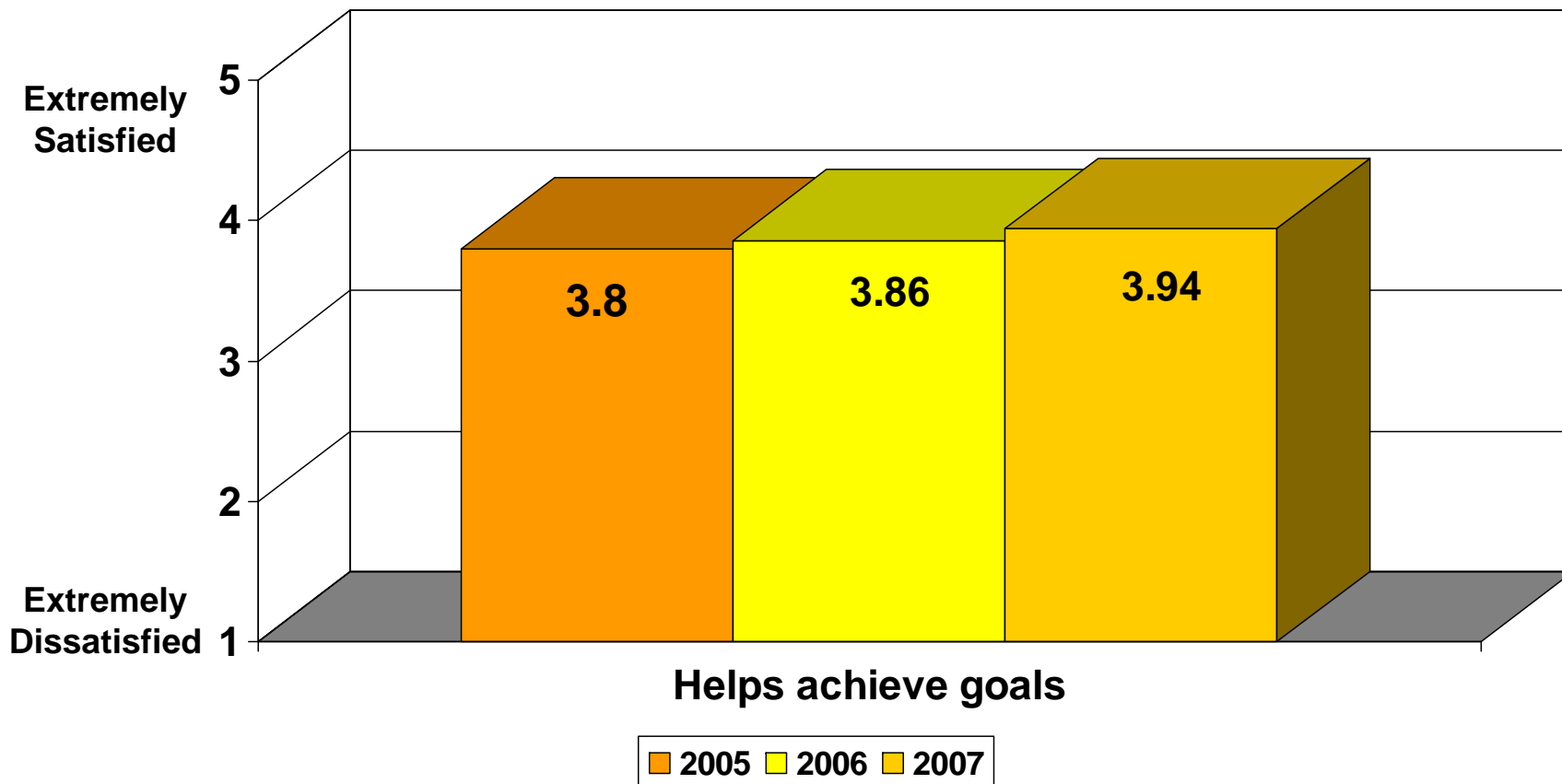
Question Summary – Collaborative Composite



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



Satisfaction Mean Scores



C.A.R.E. Service Attributes

FAS Roll-Up

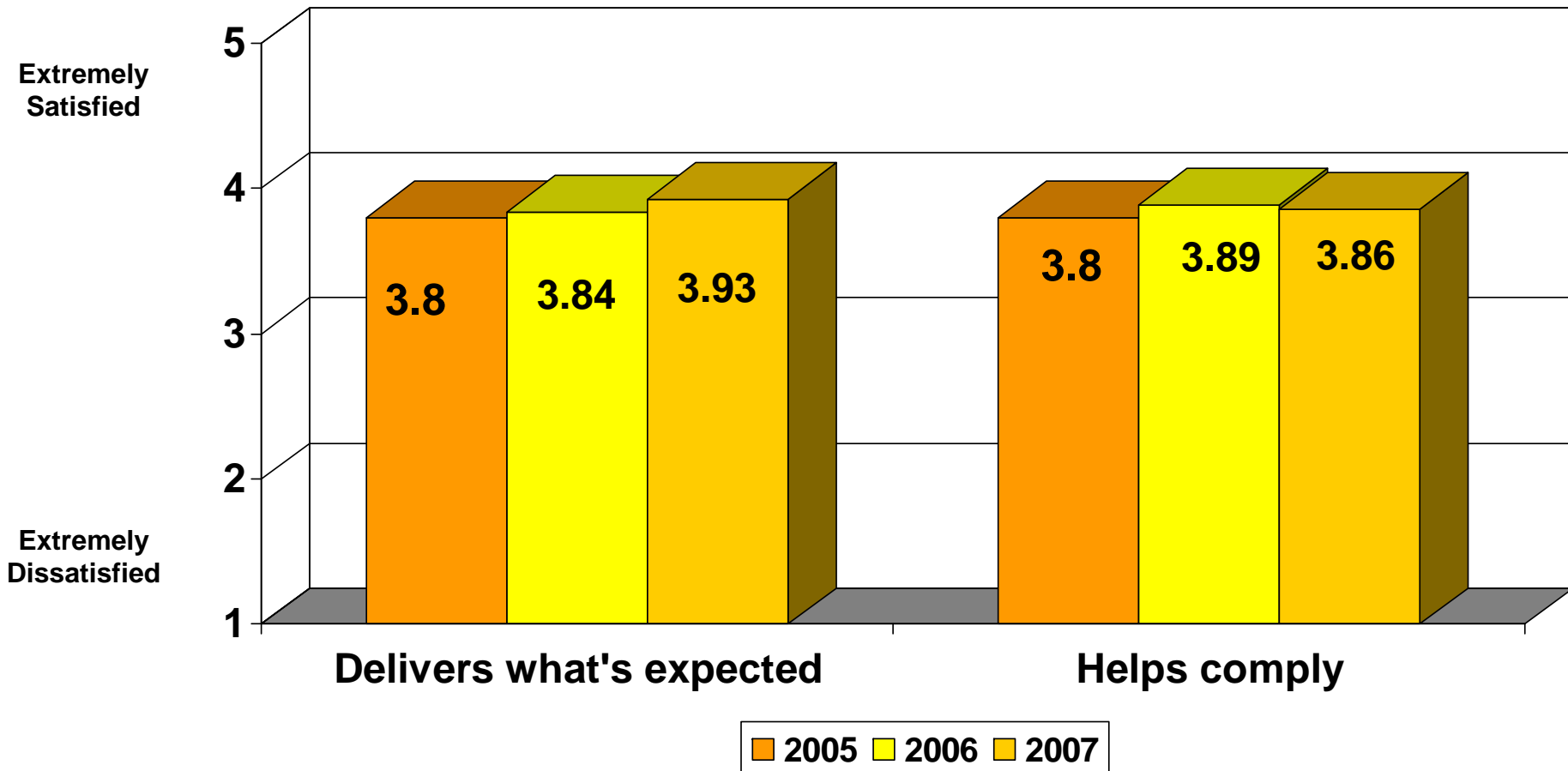
Question Summary – Accountable Composite



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



Satisfaction Mean Scores



C.A.R.E. Service Attributes

FAS Roll-Up

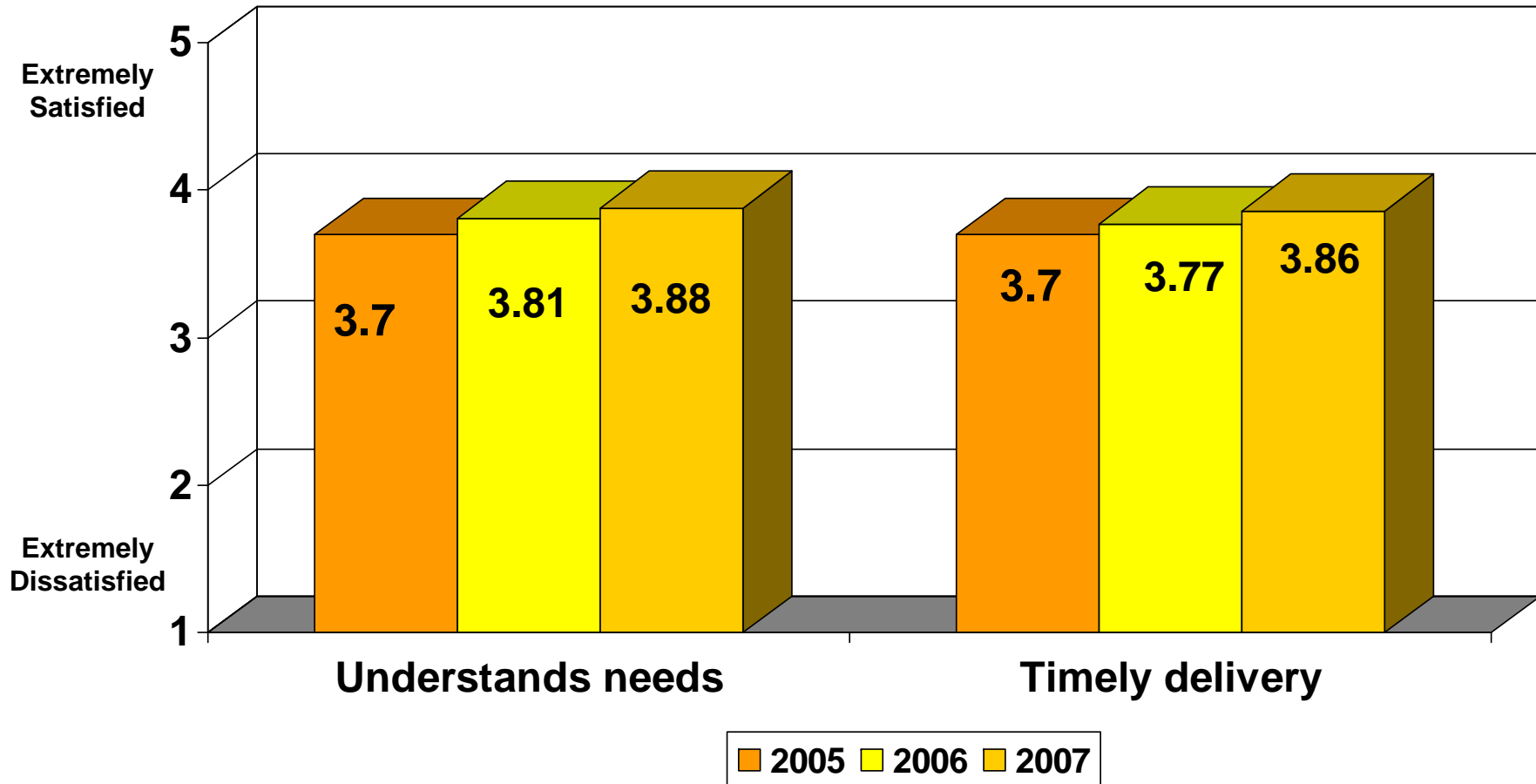
Question Summary – Responsive Composite



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



Satisfaction Mean Scores



C.A.R.E. Service Attributes

FAS Roll-Up

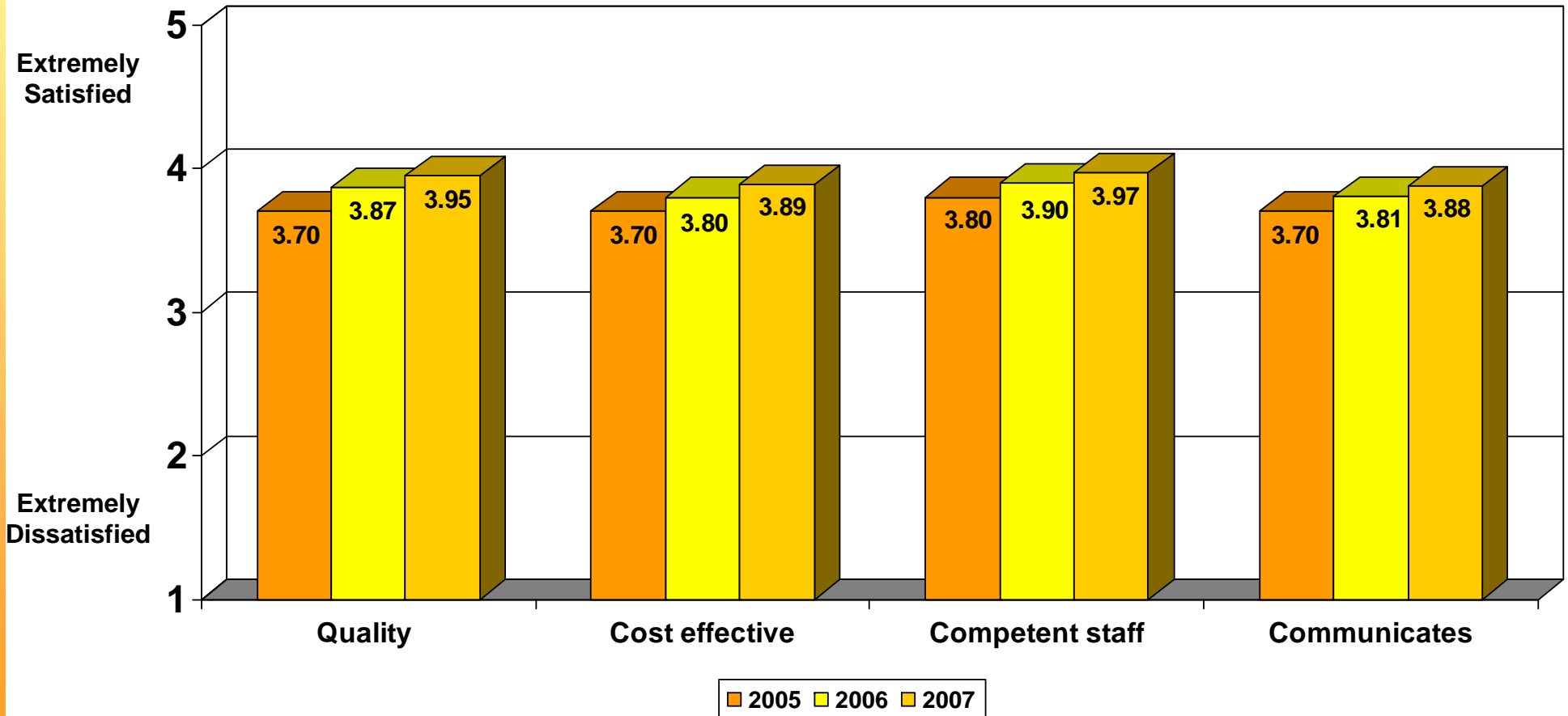
Question Summary – Efficient Composite



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



Satisfaction Mean Scores

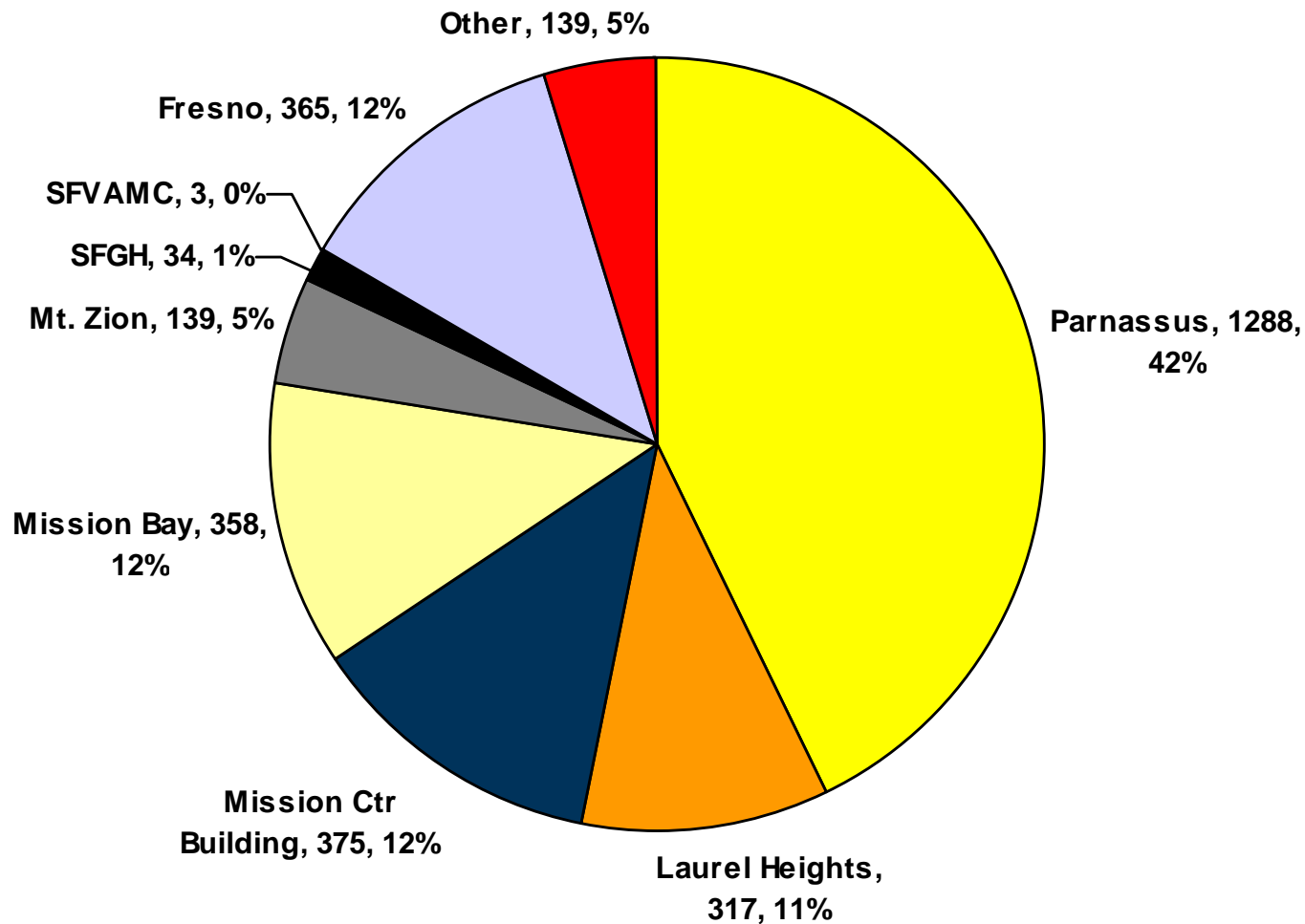


C.A.R.E. Service Attributes



Key Findings for 2007: Sample Profile by Location

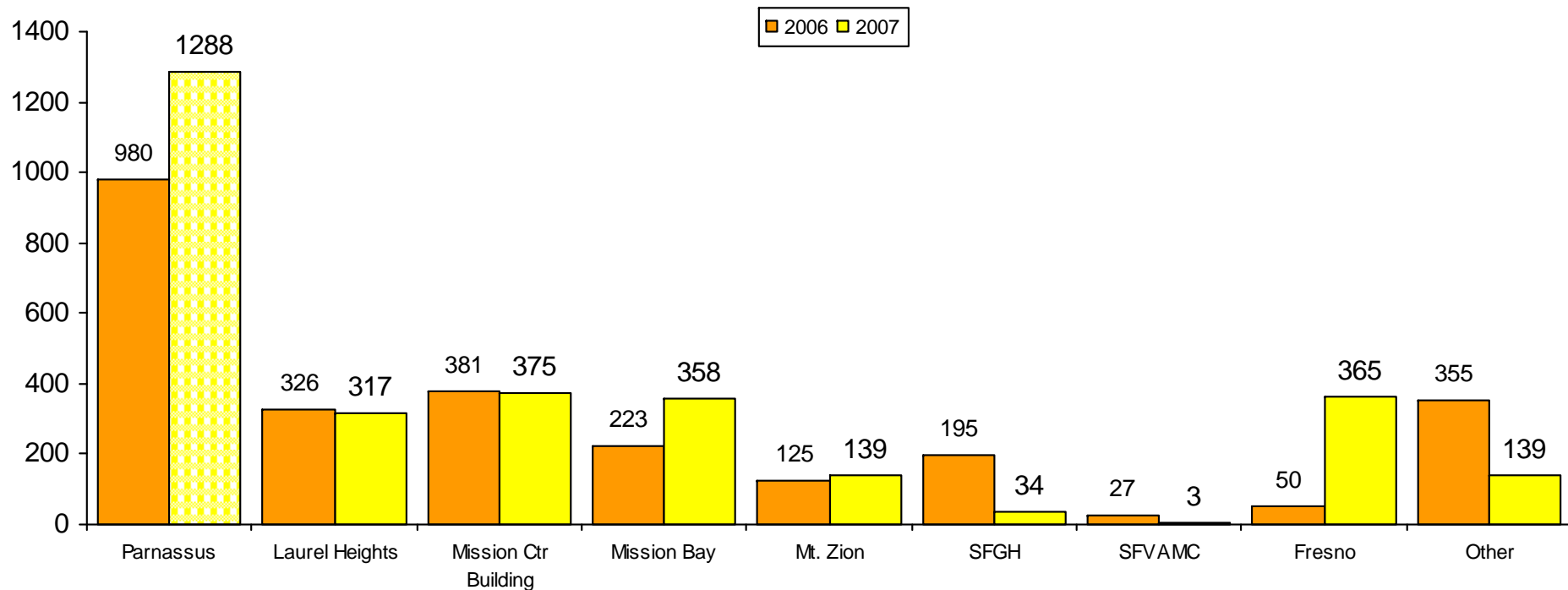
UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007





Number of Responses by Location 2006 vs. 2007

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



- Big increases at Parnassus, Mission Bay, and Fresno.
- Decreases at SFGH and in the Other category.

FAS Roll-Up

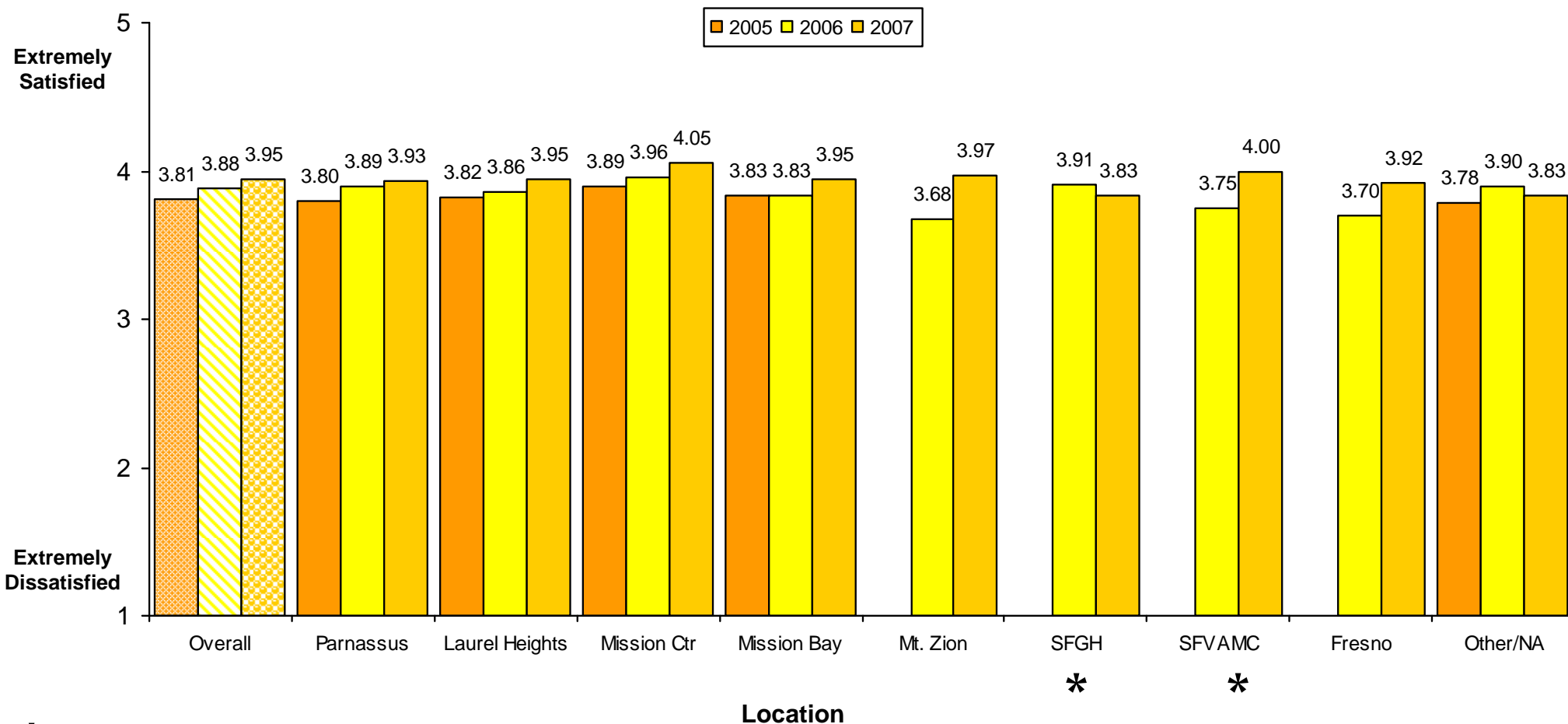
Overall Satisfaction by Location



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



Overall Satisfaction Mean Scores

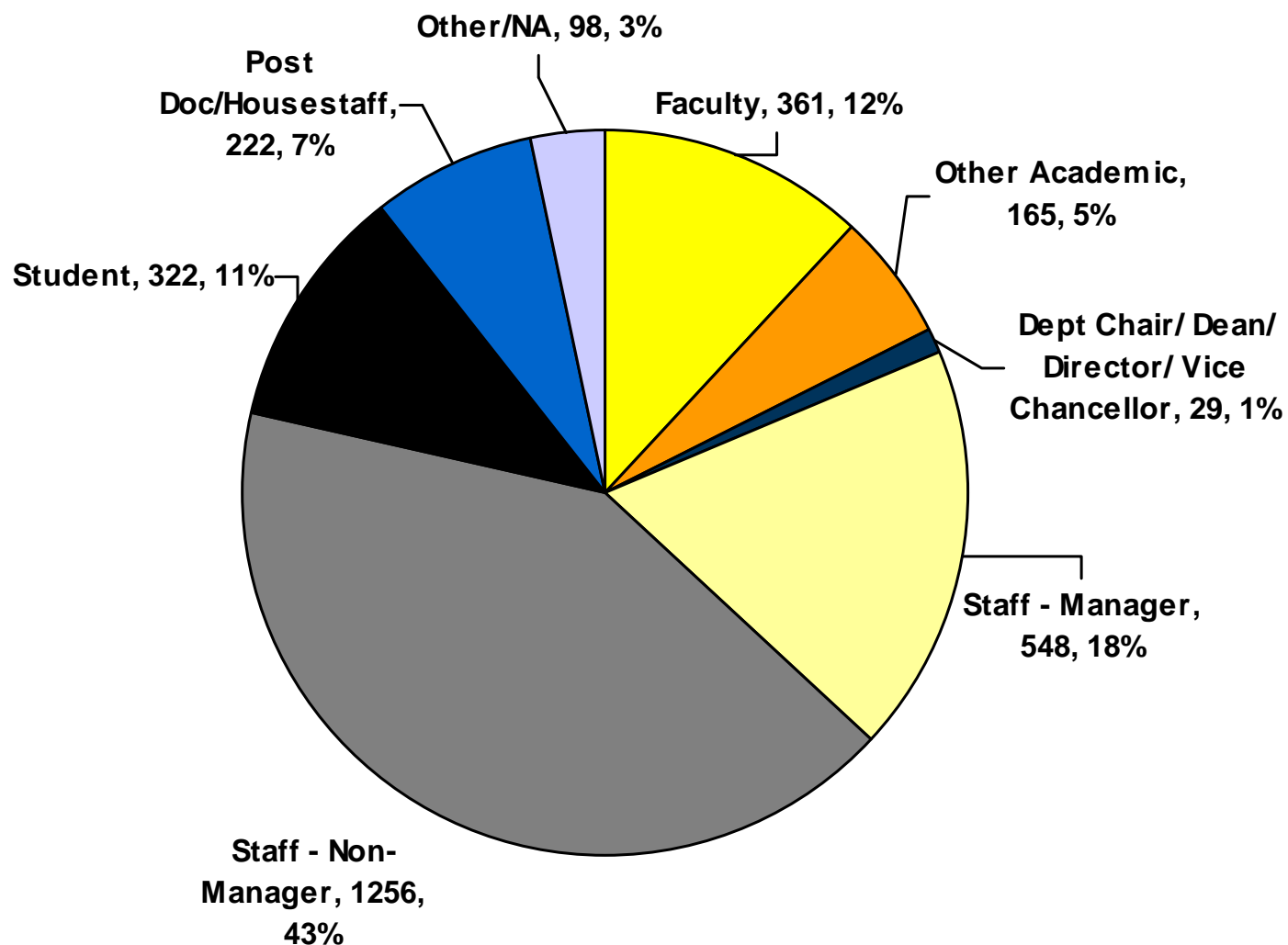


* Sample size in 2007 is fewer than 50 respondents



Key Findings for 2007: Sample Profile by Professional Classification

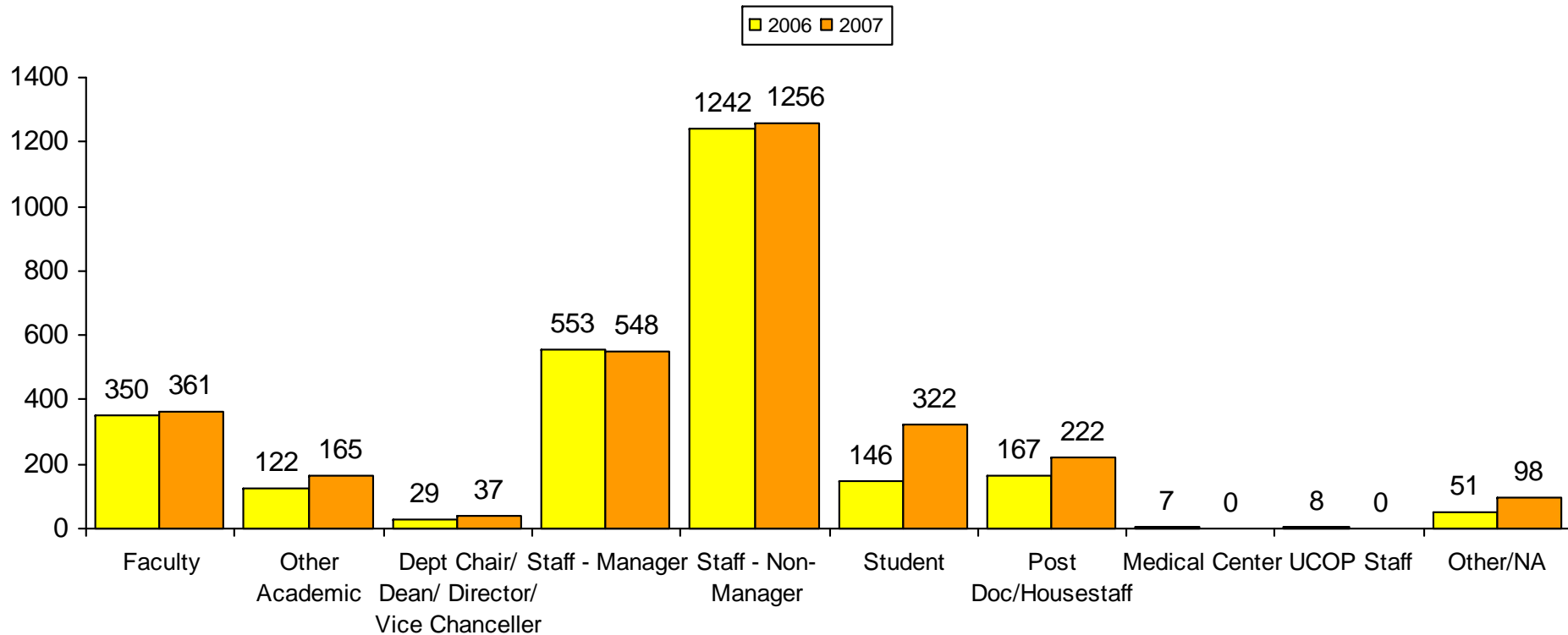
UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



Number of Responses by Professional Classification 2006 vs. 2007



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



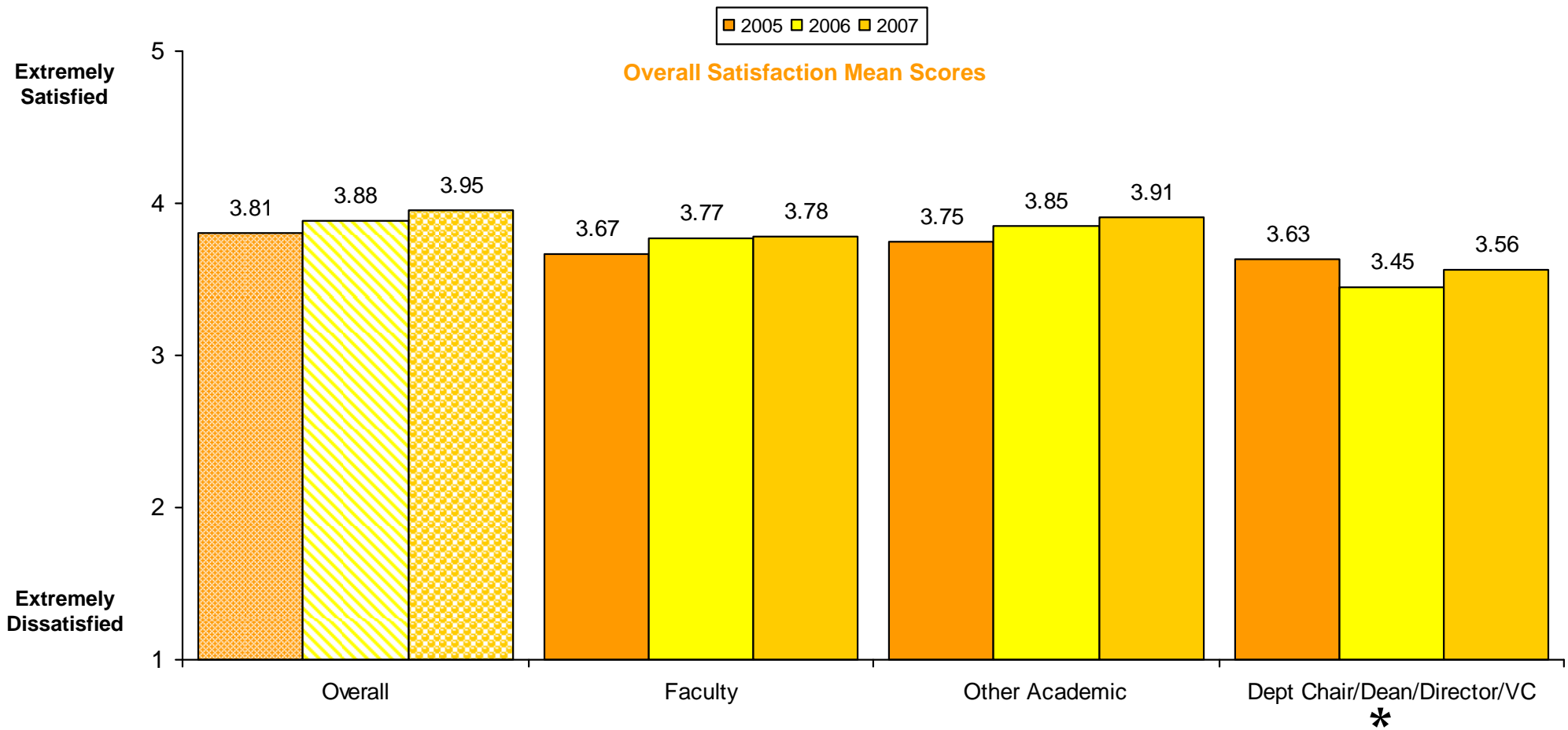
- Big increases from Students and Post Docs/House staff.
- No major areas of reduced participation.

FAS Roll-Up



Overall Satisfaction by Professional Classification

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



* Sample size in 2007 is fewer than 50 respondents

FAS Roll-Up

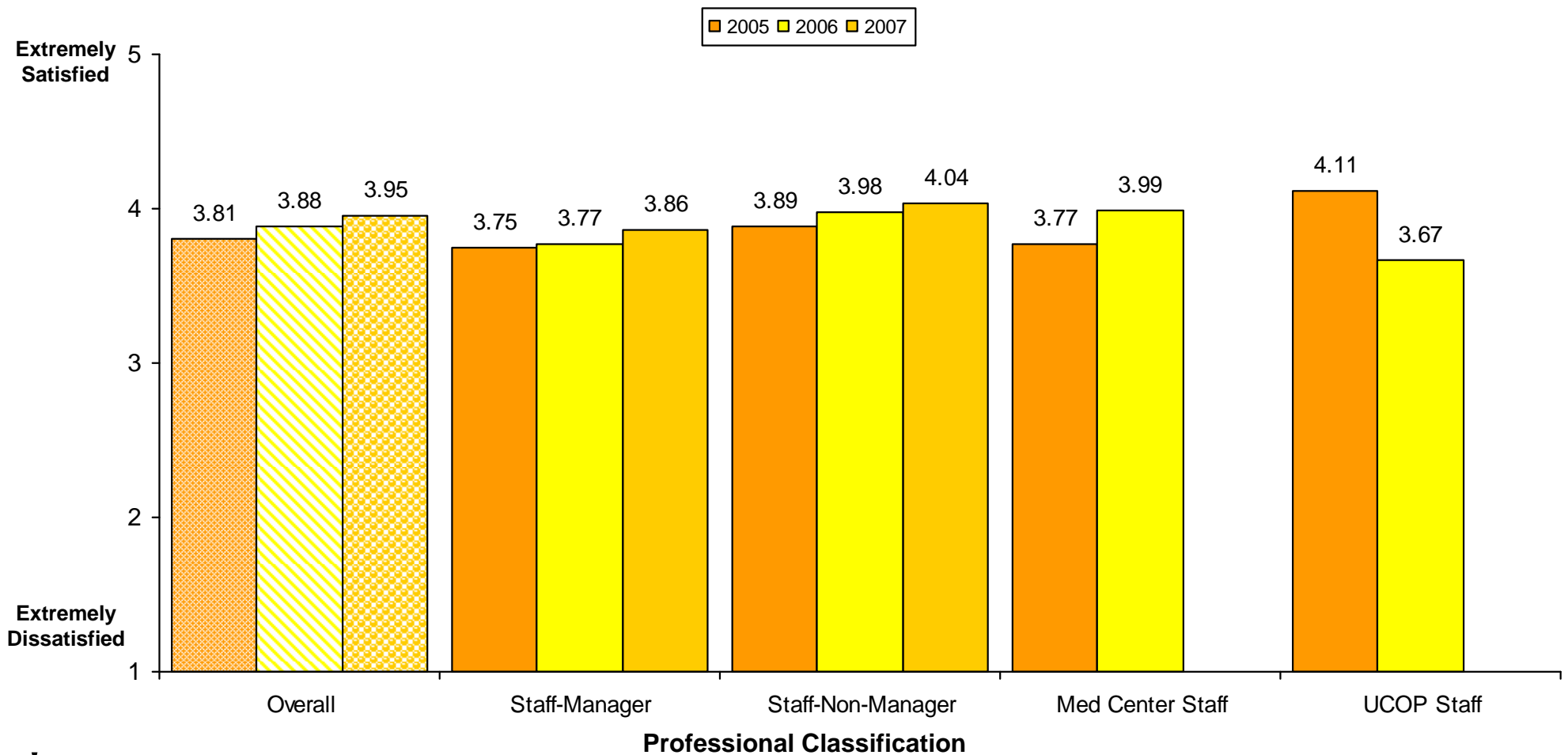


Overall Satisfaction by Professional Classification

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



Overall Satisfaction Mean Scores



* Sample size in 2007 is fewer than 50 respondents

FAS Roll-Up

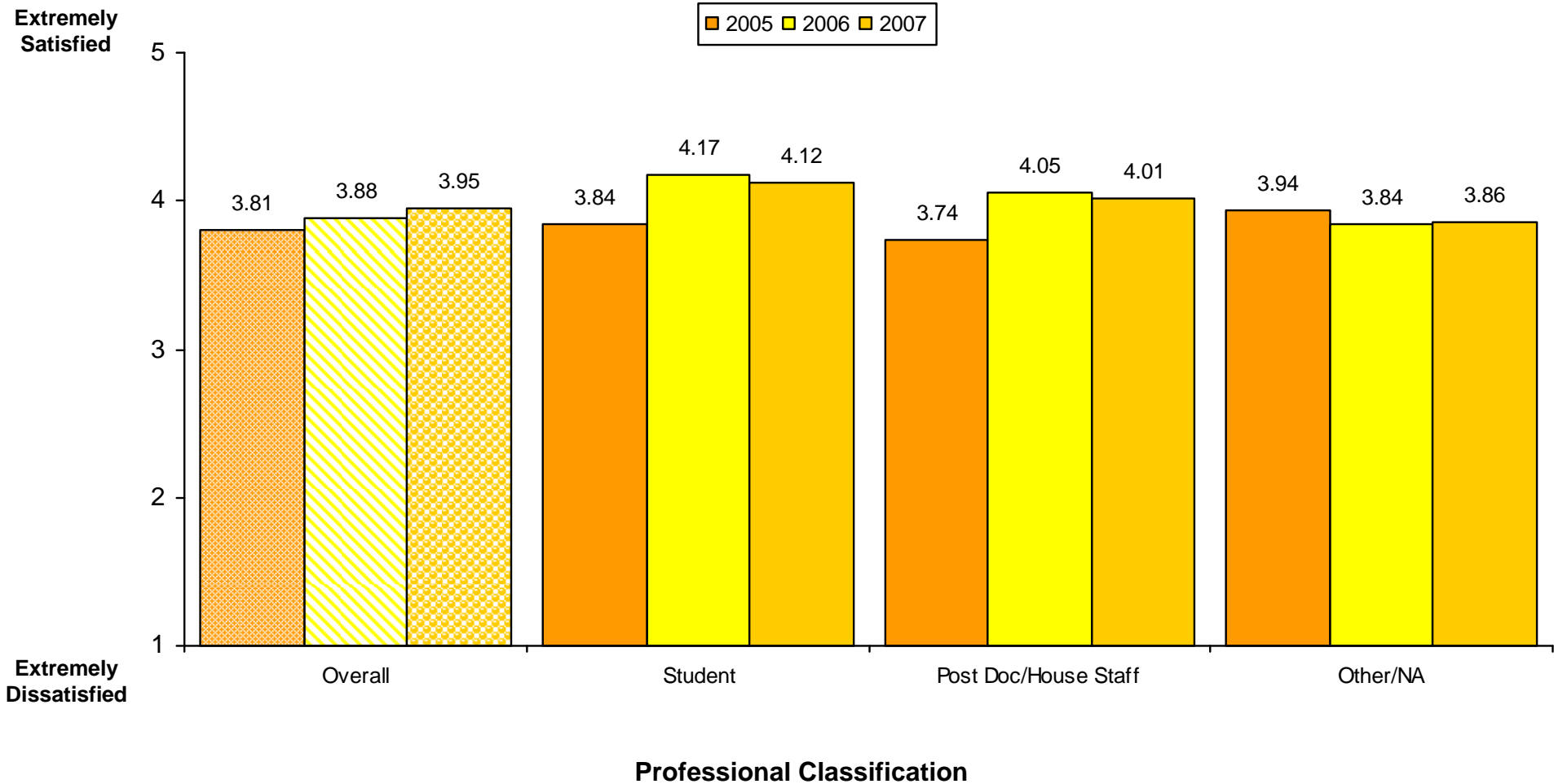


Overall Satisfaction by Professional Classification

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



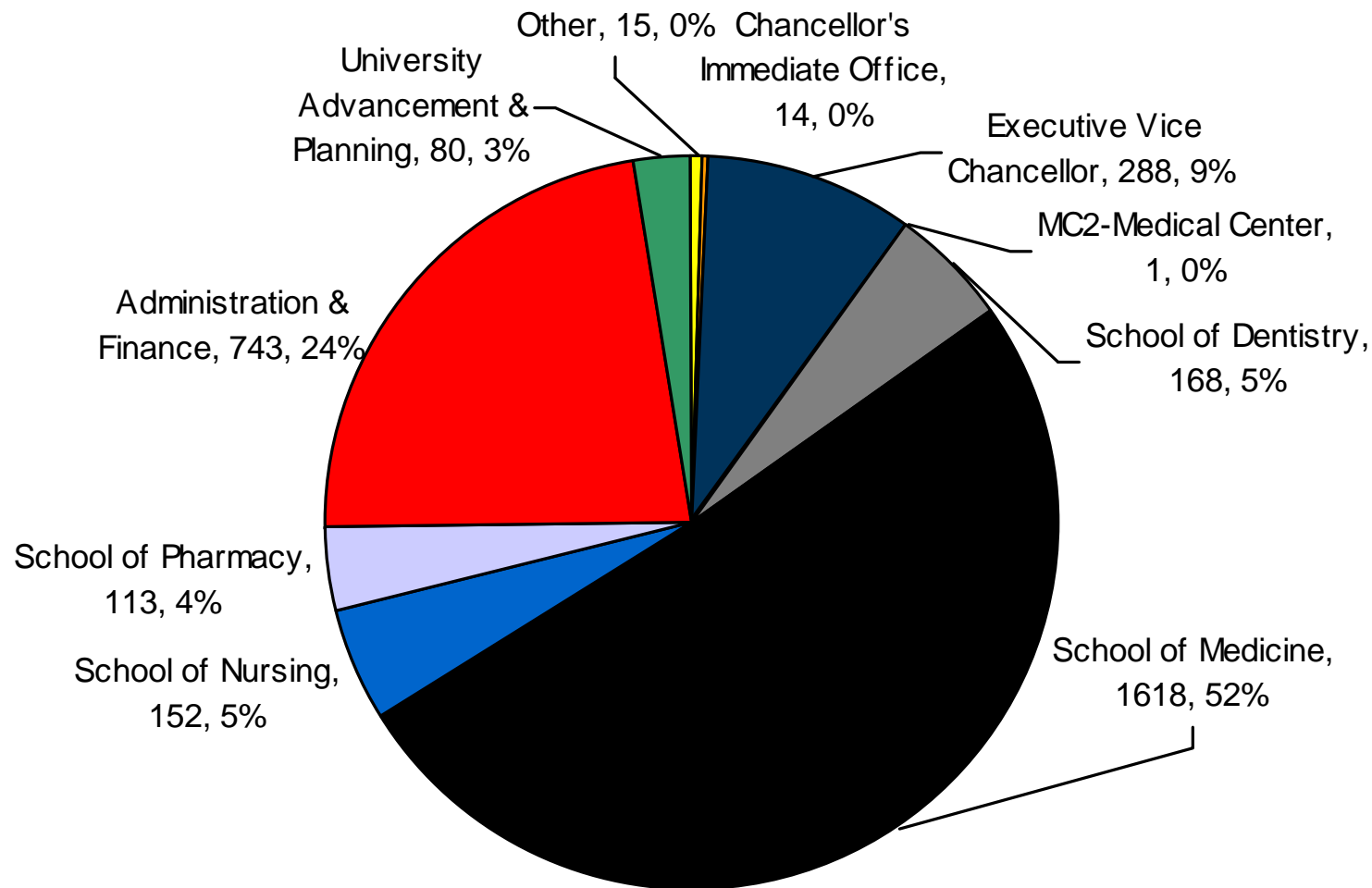
Overall Satisfaction Mean Scores





Key Findings for 2007: Sample Profile by Business Unit

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007

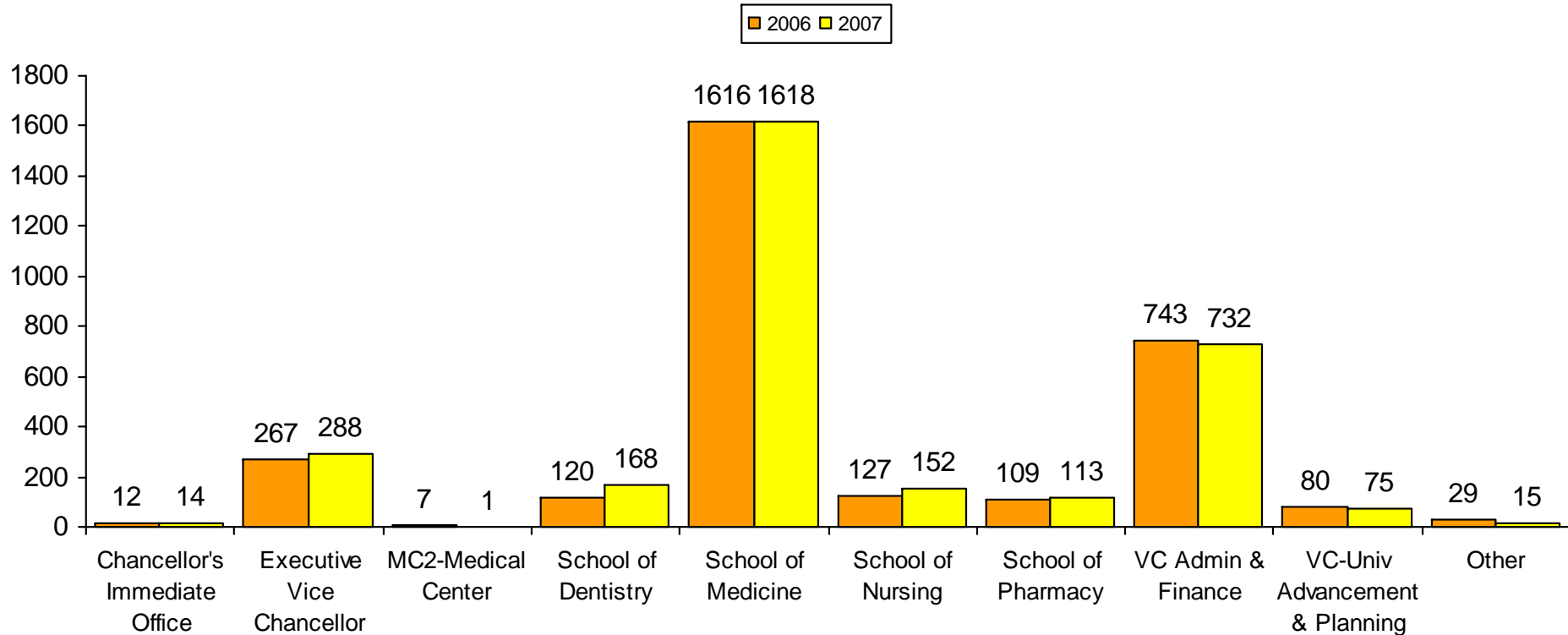




Number of Responses by Business Unit 2006 vs. 2007



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



•No major changes in participation by Business Unit.



FAS Roll-Up

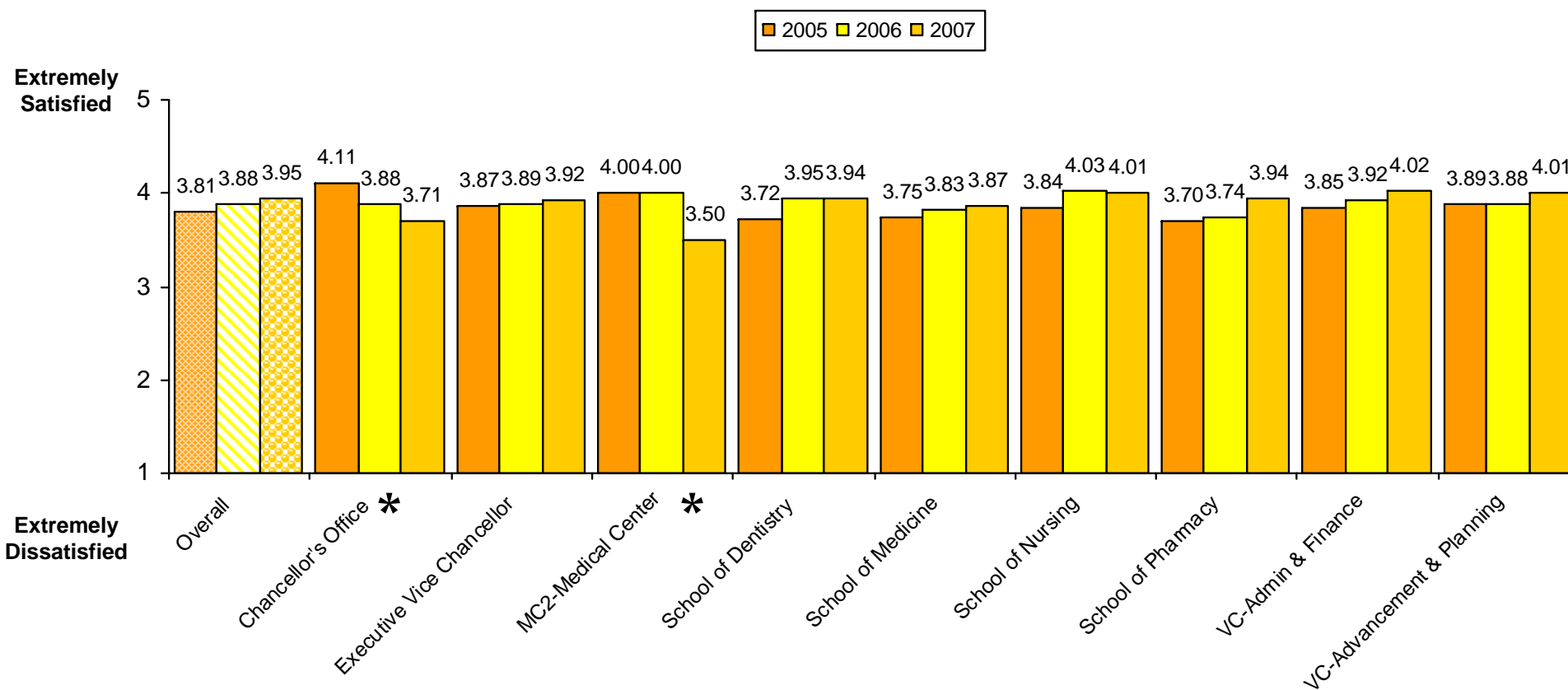
Overall Satisfaction by Business Unit

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



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Overall Satisfaction Mean Scores



* Sample size in 2007 is fewer than 50 respondents



FAS Roll-Up

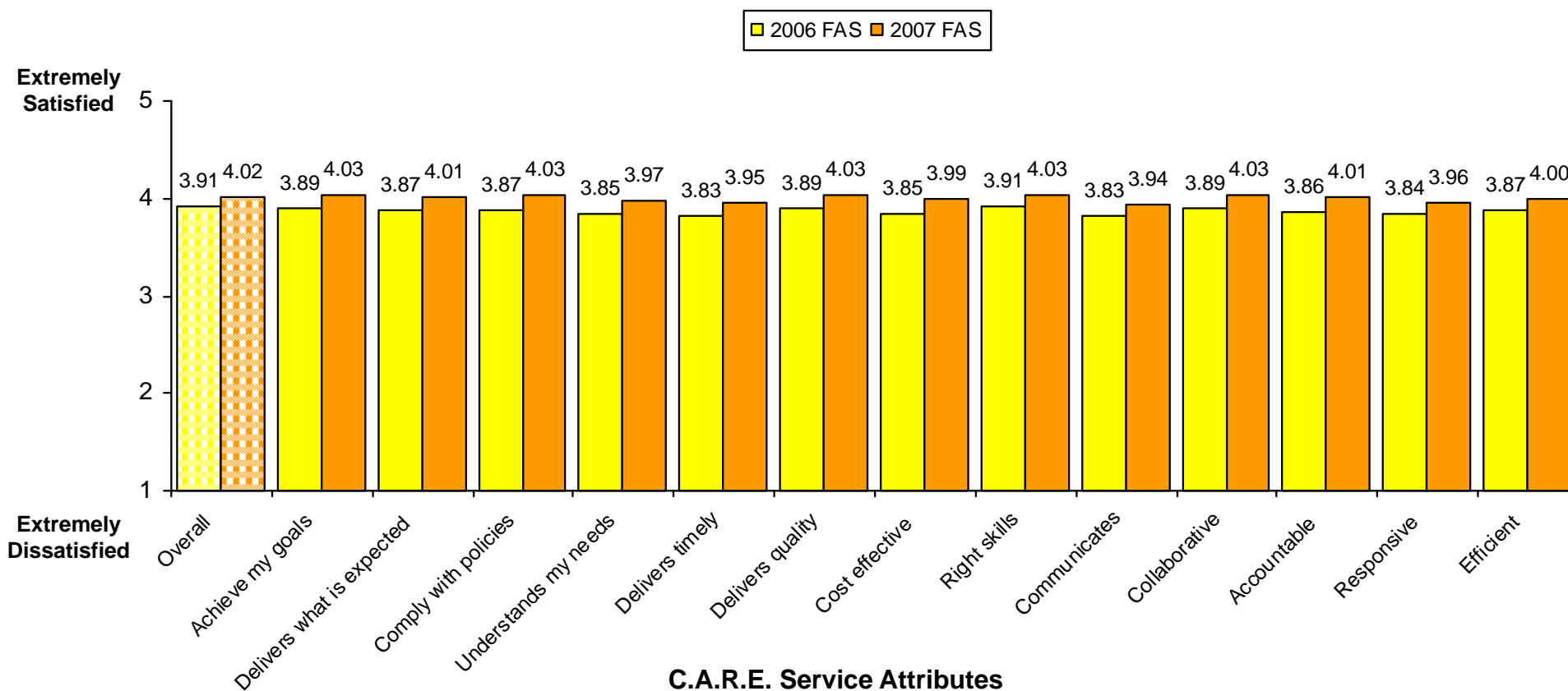
Summary – Internal FAS Customers



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UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007

Satisfaction Mean Scores





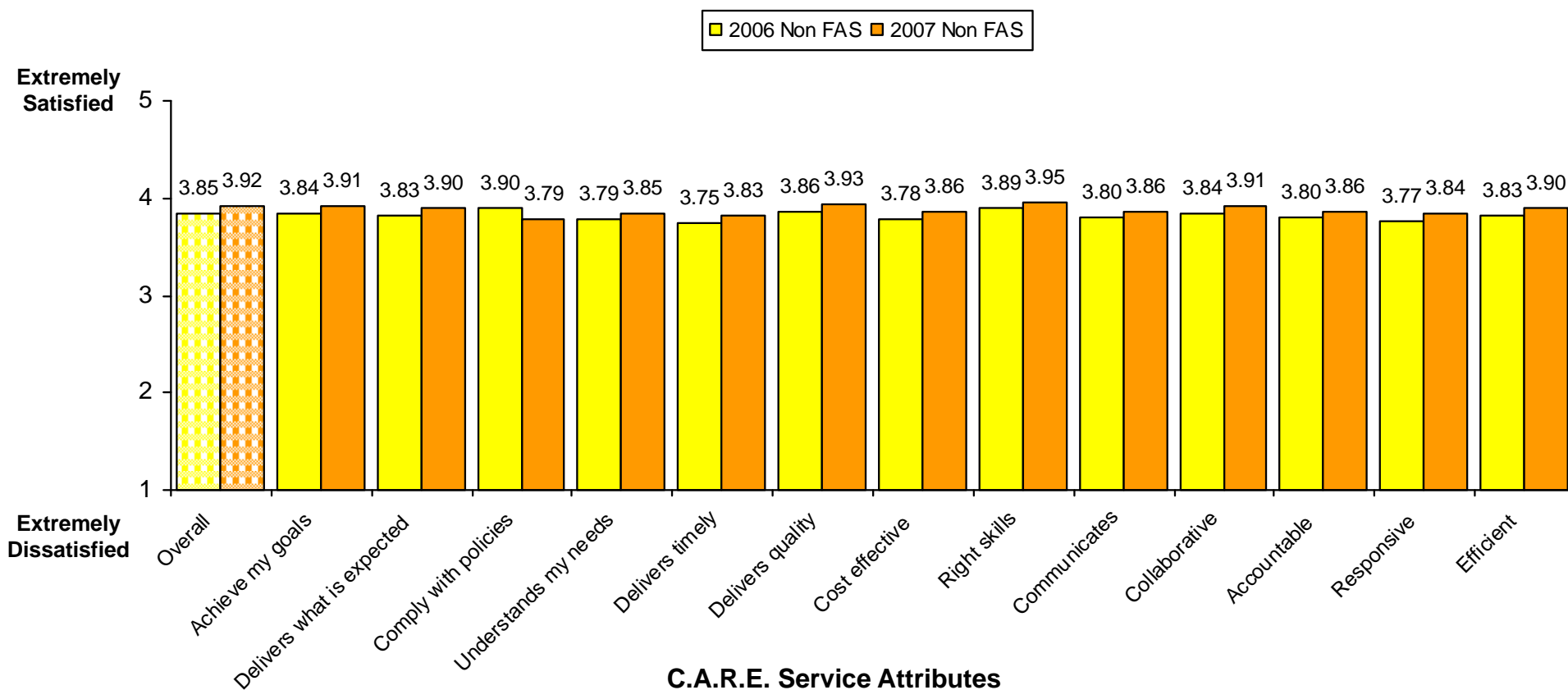
FAS Roll-Up

Summary – External Non-FAS Customers

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



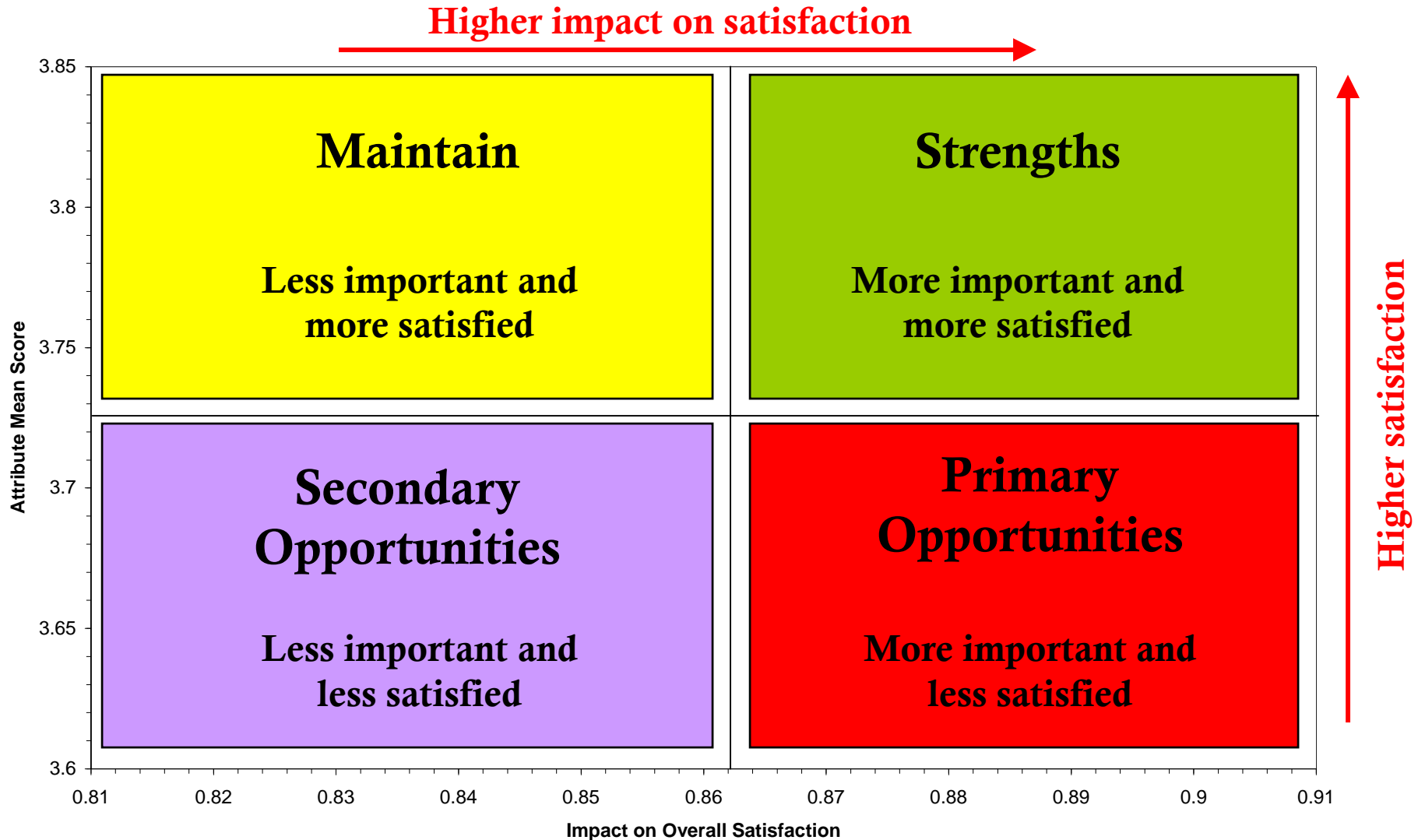
Satisfaction Mean Scores





Interpreting Results: Key Driver Analysis

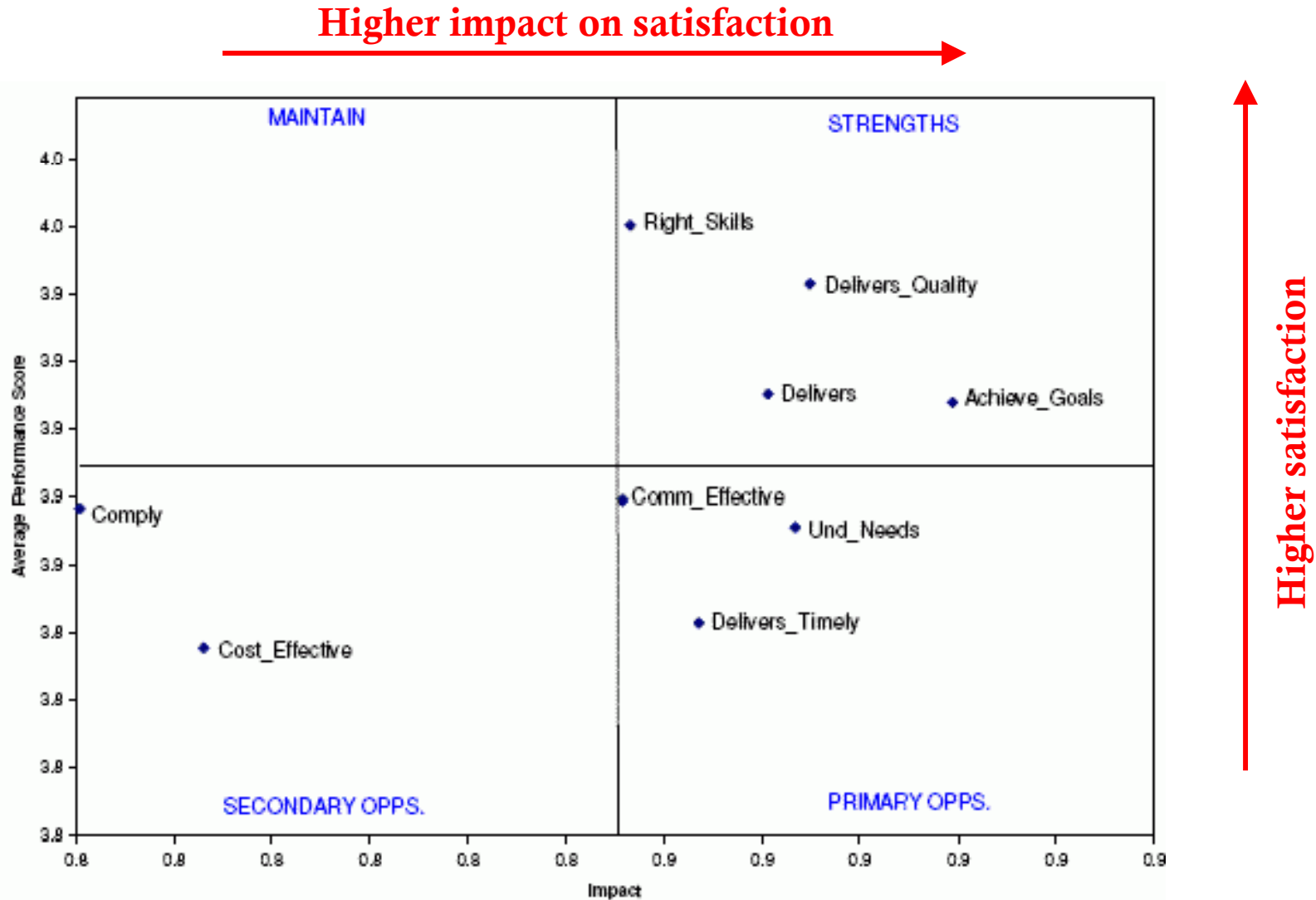
UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007





Next Steps: Key Driver Analysis: FAS Rollup

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007





Key Findings for 2007: FAS Rollup

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



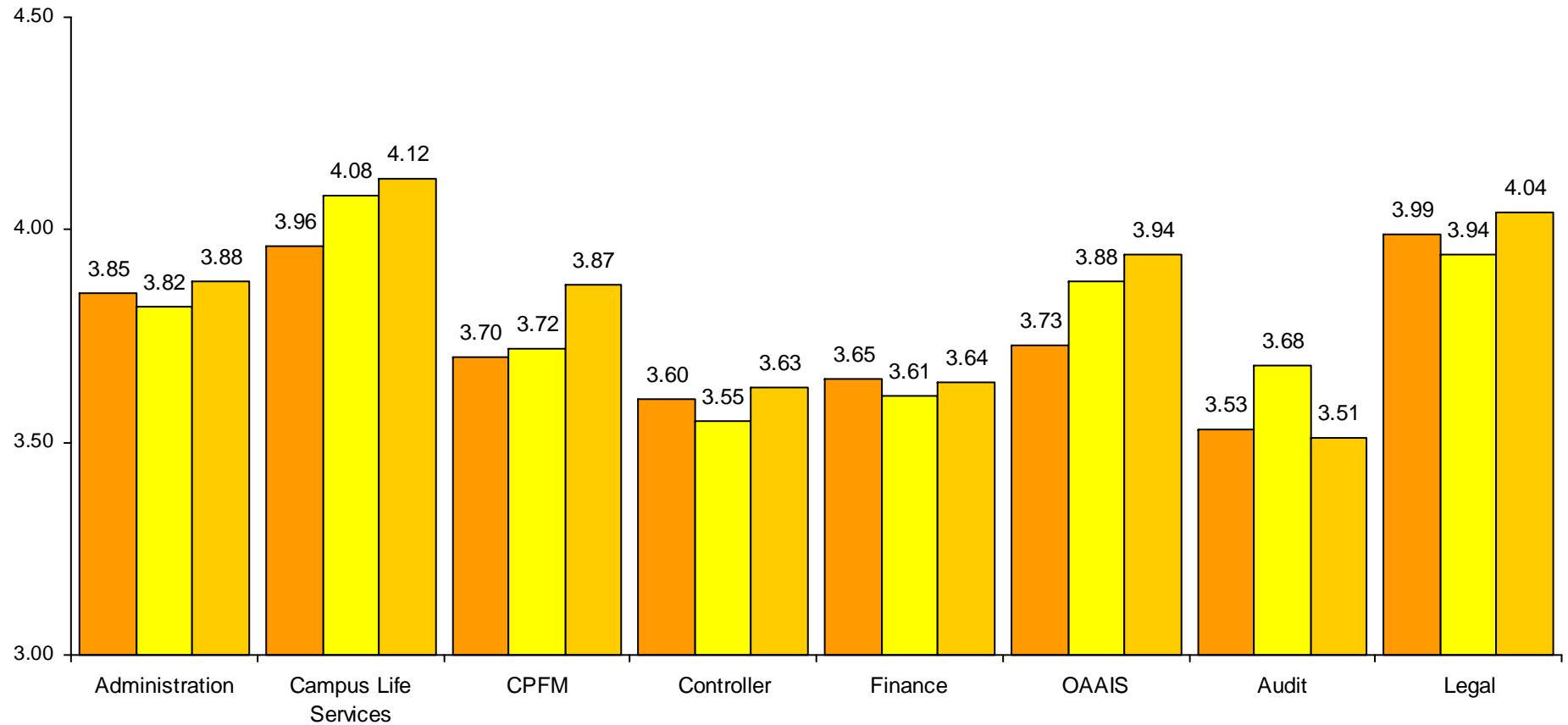
- Average overall experience = 3.95/5 for 2007
 - 3.87 for 2006
 - 3.80 for 2005
 - 3.70 for 2003
- Score increases occurred on average for every question except for “Helps comply with policies and procedures” (which is a relatively low driver on satisfaction)
- Responsiveness continues to be a challenge to FAS departments
- Internal customers continue to be more satisfied than external customers across all attributes; and scores are going up among internal customers more quickly than with external customers
- Satisfaction does not vary much by location but Mission Center is the most satisfied
- Faculty and academic administration (dept chairs, deans, etc.) are more critical of FAS than other areas of UCSF. Non-manager staff and students rate FAS higher than other professional classifications.
- VC Admin & Finance and VC Advancement and Planning are among the most satisfied business units.



Trended Results

Overall Scores by Roll-up Unit

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007





Audit Services Additional Detail

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



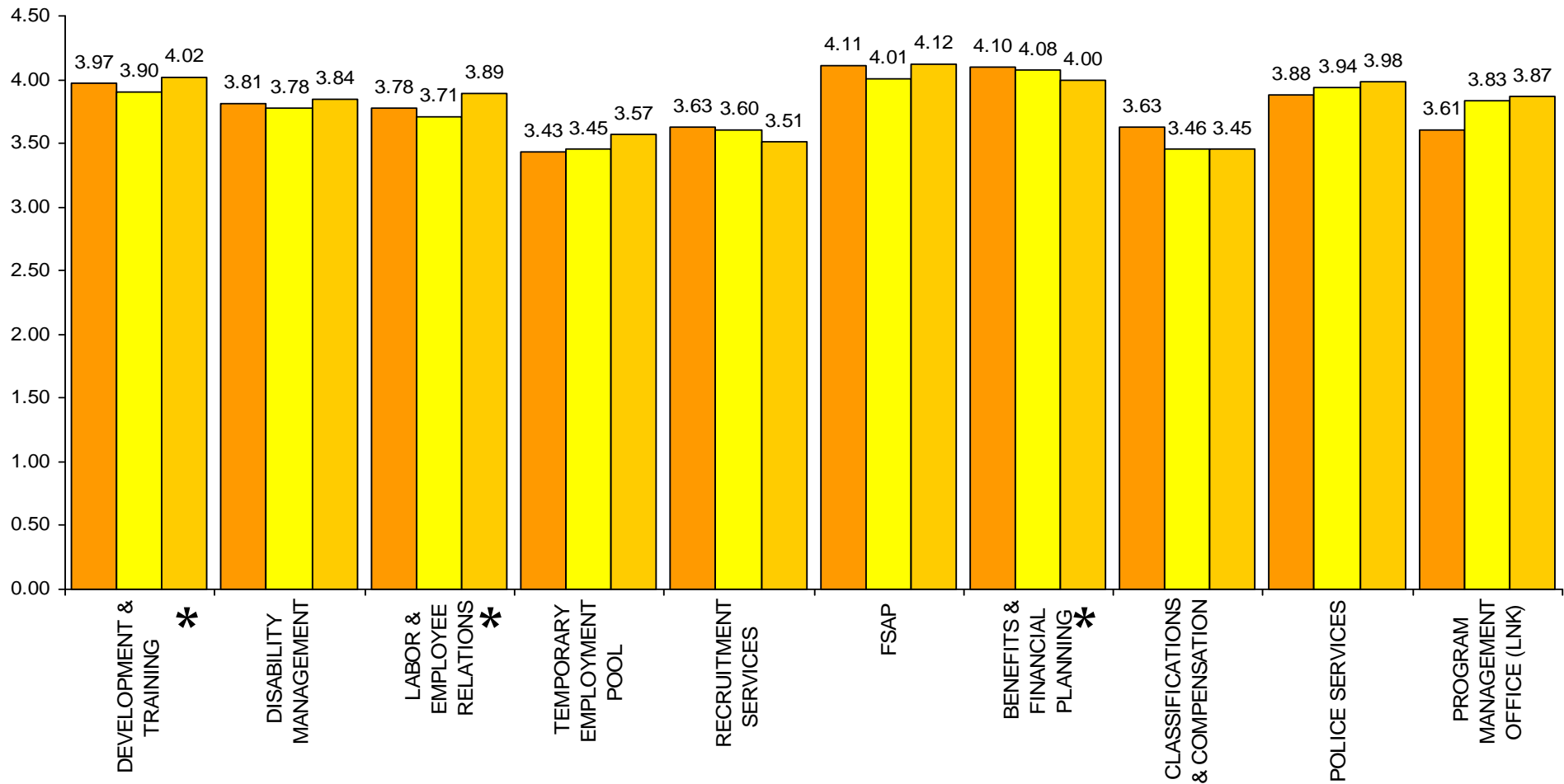
- Overall satisfaction declined from 3.68 to 3.51 (but this was not significant)
- Addition of filter question
- Significantly lower scores for...
 - Achieve goals
 - Understands needs
 - Right skills
 - Practical solutions
- Particularly large gaps between FAS and non-FAS opinions
- Open-ended comments suggest that the dept could be more collaborative and knowledgeable about their customers and that customer service is uneven.
- Data suggest that they need to work on a more solution-oriented approach that helps other departments achieve their goals.



Trended Results

Overall Scores by Unit - Administration

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



* Indicates a statistically significant change



Benefits & Financial Planning

Additional Detail

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



- Score declined from 4.08 to 4.00
 - Still high but a significant decrease
- Lower scores for...
 - Helps me achieve my goals
 - Delivers what's expected
 - ➔ These two areas also have the greatest impact on satisfaction
- No major difference among various groups/locations, but men are significantly less satisfied than women
- Open-ended comments suggest...
 - There are some exemplary staff members that are often mentioned by name
 - Customer service can be an issue – responsiveness in particular
 - Some errors in processing stand out in people's mind



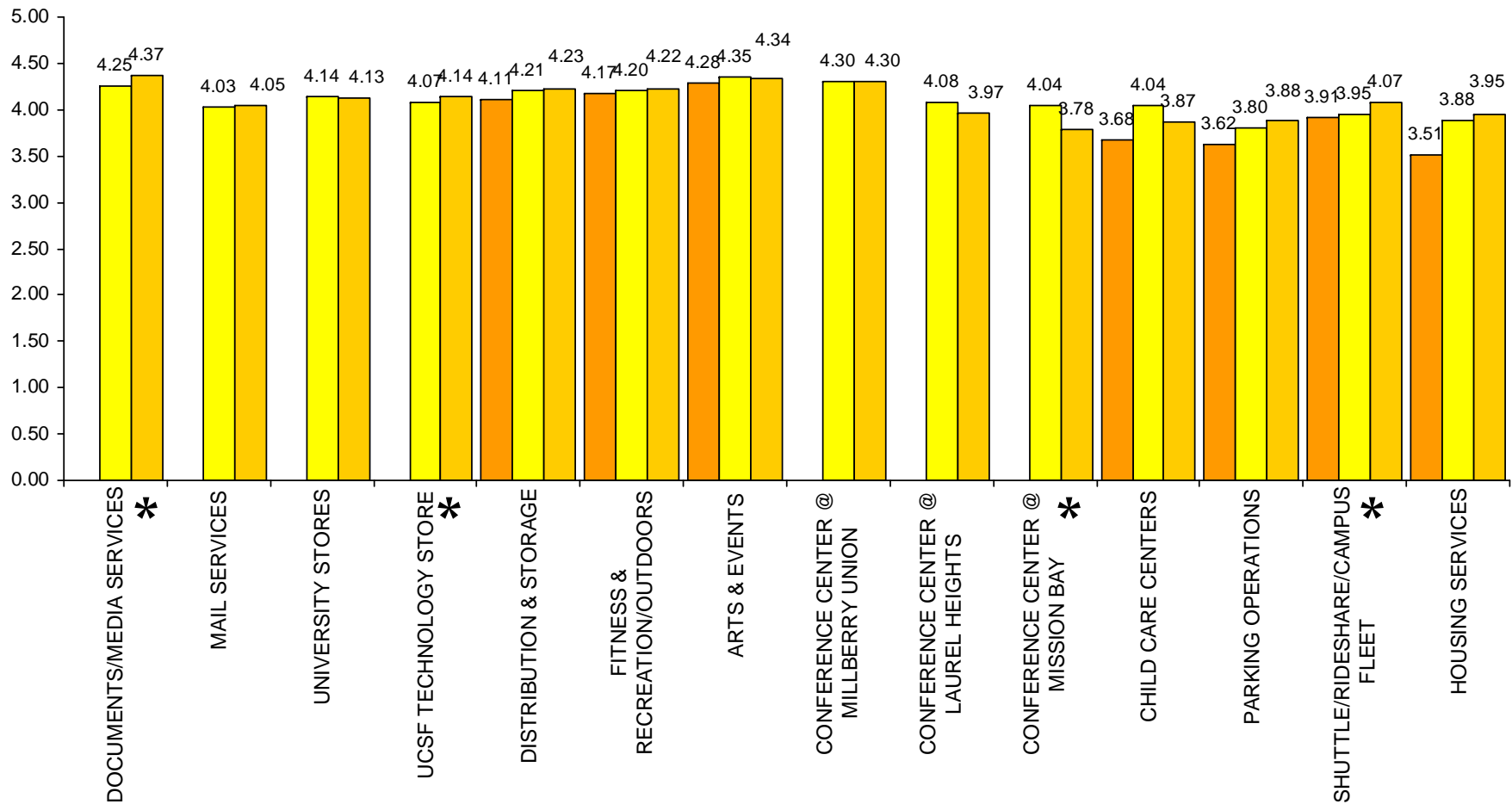
Trended Results

Overall Scores by Unit – Campus Life Services



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UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



* Indicates a statistically significant change



Conference Center @ Mission Bay

Additional Detail

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



- Significant declines in 7 out of 9 areas
 - Helps achieve goals
 - Delivers what's expected
 - Understands needs
 - Delivers in a timely manner
 - Delivers quality services
 - Staff has right skills
 - Communicates effectively
- Understanding needs is a key opportunity to drive satisfaction higher
- Open-ended comments suggest
 - Facility is very nice
 - Very, sometime prohibitively, high prices
 - Spotty and unreliable service
 - Communication issues



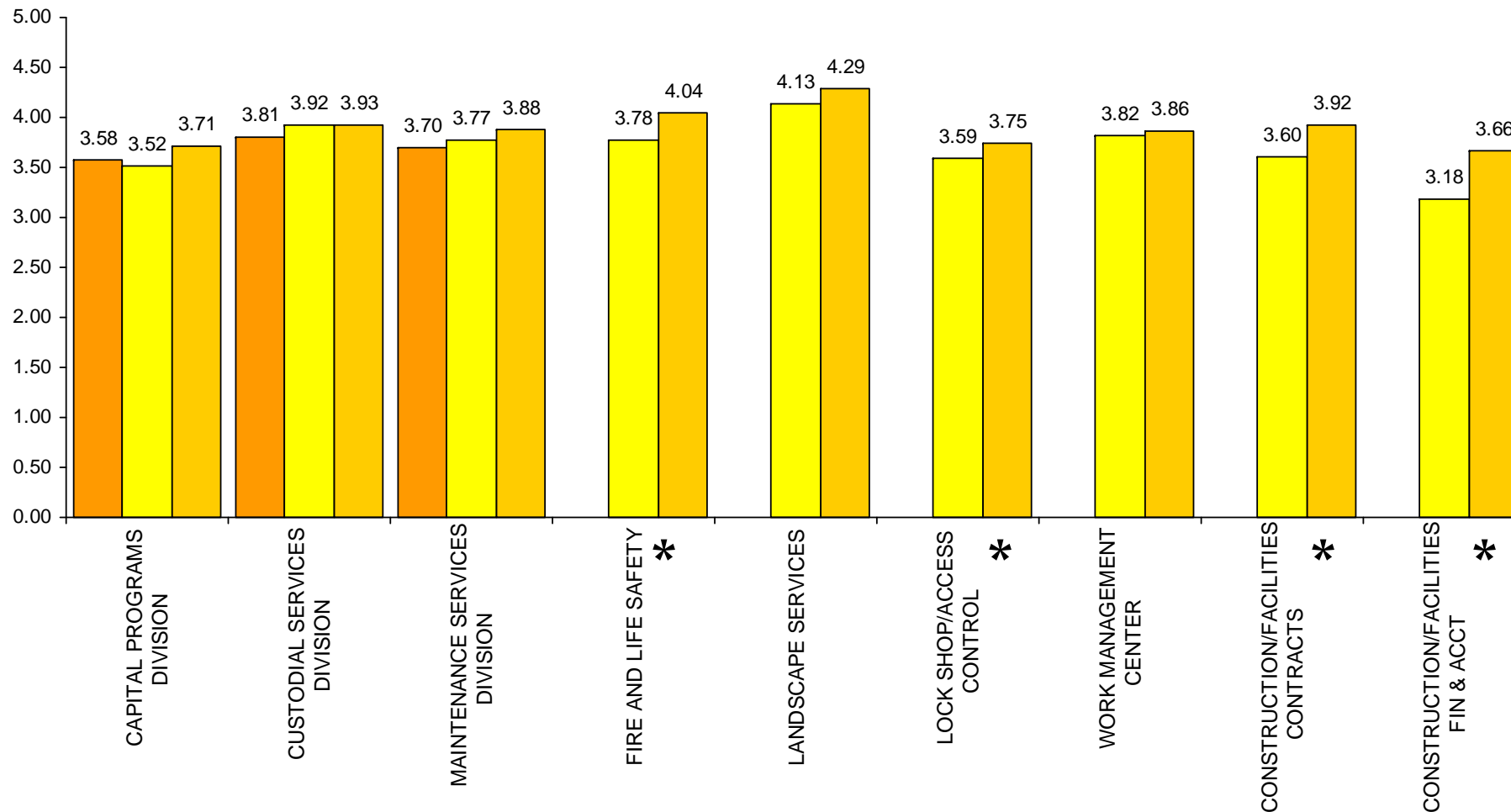
Trended Results

Overall Scores by Unit - CPFM

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



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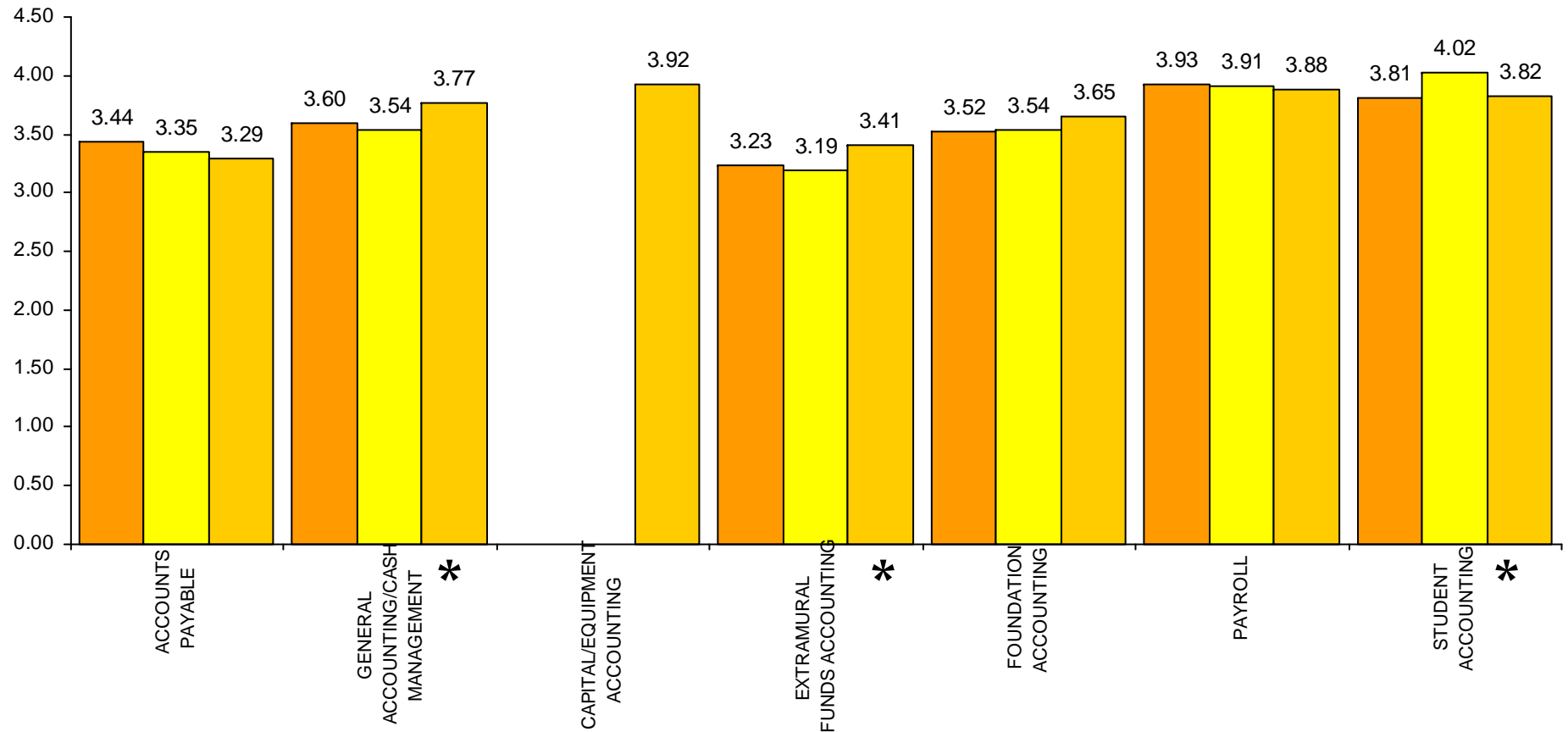
* Indicates a statistically significant change



Trended Results

Overall Scores by Unit - Controller

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



* Indicates a statistically significant change



Student Accounting Additional Information

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



- Unit had a particularly good year in 2006, with 2007 closer to 2005 level
- Lower scores for...
 - Delivers what's expected
 - Helps comply
 - Delivers products/services in a timely manner
- Delivers what is expected and timely delivery, along with understands needs, are key drivers of increasing satisfaction
- Open-ended comments discuss errors in processing, inconvenient hours for students, and inconsistent service.

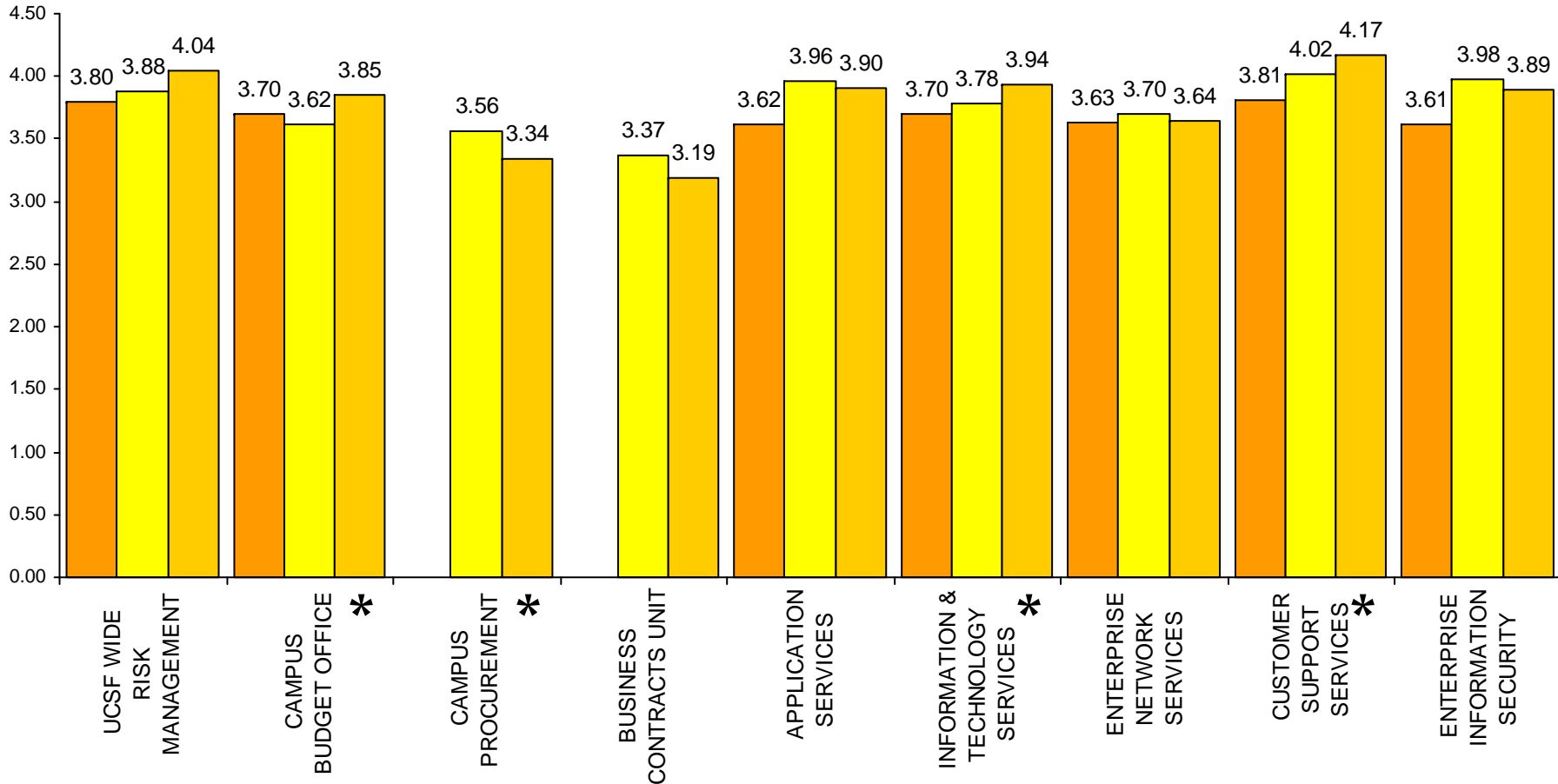


Trended Results

Overall Scores by Unit – Finance & OAAIS



UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



* Indicates a statistically significant change



Campus Procurement

Additional Information

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



- Number of responses dropped by about half (added a filter question)
- Scores declined in 2007 for all survey questions
- Lowest scoring areas include...
 - Delivers in a timely manner (3.35 to 2.91)
 - Communicates effectively (3.43 to 3.07)
 - Understands my organization's service line requirements (3.46 to 3.14)
 - Facilitates problem resolution (3.46 to 3.15)
 - Understands needs (3.51 to 3.16)
- Understanding service line requirements and delivering in a timely manner are high impact areas for improvement
- Open-ended comments center on staff issues, including high turnover, low knowledge-levels, and a sense that the unit is understaffed. Many respondents cite unresponsiveness in their comments.



Trended Performance: Trended Data by Survey Unit

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



A number of areas had statistically significant increases in scores (<0.10 level) on a majority of questions from 2006 to 2007

Campus Life Services:

Technology Store (7/10)

Shuttle/Rideshare/Campus Fleet Management (9/9)

Administration:

Development & Training (10/10)

Labor & Employee Relations (8/10)

Controller:

General Accounting/Cash Management
(12/12)

Extramural Funds Accounting (11/12)

CPFM:

Fire & Life Safety (10/10)

Lock Shop (9/11)

Construction/Facilities Contracts (10/10)

Construction/Facilities Finance & Accounting (10/10)

Information Systems:

ITS – formerly ADCOM (10/10)

Customer Support Services (10/10)

Finance:

Campus Budget Office (9/10)



Trended Performance: Trended Data by Survey Unit

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



There were only two areas had statistically significant decreases in scores (<0.10 level) for the majority of questions from 2006 to 2007.

Campus Life Services:

Conference @ Mission Bay (7/8)

Finance:

Campus Procurement (12/12)



Summary

UCSF CUSTOMER SERVICE SATISFACTION SURVEY: 2007



- Wins for 2007
 - Overall score increases
 - Higher participation
- Opportunities to improve operations in many areas still exist – responsiveness and staff skill
- Tools for continuous improvement
 - Detailed comments
 - Key driver analyses
 - Customer segmentation