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

**Benchmarks**

- FAS score = average of 6 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

**Customer Satisfaction Model**

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

**Survey Schedule**

- July 2019
- October 2019
- January 2020
- April 2020

**CSI conversion:** \(((CSI - 1/9) \times 100)\)

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

**ADDITIONAL BENCHMARKS:**

- [theacsi.org](http://www.theacsi.org)
- [cfigroup.com](http://www.cfigroup.com)