**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

**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

**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 2021 * December 2021 * March 2022