UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

2021 UC ANR ADMINISTRATION AND SUPPORT SERVICES
CUSTOMER SATISFACTION SURVEY EXECUTIVE SUMMARY

The inaugural UC ANR Administrative and Support Services Customer Satisfaction Survey was distributed to academics, staff, and students between November 16 and December 22, 2021. Fifteen administrative and support units were included in the survey: Business Operations Center; Contracts & Grants; Controller & Administrative Policies & Business Contracts; Development Services; Facilities, Planning & Management; Financial Services; Government & Community Relations; Academic Human Resources; Staff Human Resources; Information Technology; Program Support Unit; Resource Planning & Management; Risk & Safety Services; Statewide Programs & RECs Operations Center; and Strategic Communications. The goal of the survey was to provide the participating units valuable feedback as they plan and prioritize initiatives related to improving service quality and processes. Academics, staff, and students were asked only to rate the services they used in the last 12 months.

WHO RESPONDED

The confidential survey was distributed to 1,085 academics, staff, and students from UC ANR. Of the total number who were invited, **374 (35%)** responded.

Each administrative and support unit used the same set of 10 standard satisfaction questions measured on a 5-point scale ranging from 1 (Not at all Satisfied) to 5 (Extremely Satisfied).

1. Thinking of your OVERALL experience with [Unit], how would you rate your satisfaction with it during the past 12 months in meeting your or your department's needs?
2. Understands my needs and requirements
3. Accessible to customers (via phone, voicemail, e-mail, etc.)
4. Responsive to requests within an acceptable time frame
5. Provides effective advice, support, and guidance
6. Facilitates problem resolution
7. Knowledgeable staff
8. Helpful staff
9. Effectively uses website to provide access to information and services
10. Moving in a positive direction to better meet my needs

In addition, each unit asked respondents to provide feedback about their satisfaction regarding the items listed below, as well as their last experience/transaction with the unit and frequency of their interaction.

1. Clarity of policy
2. Client service
3. Communication
4. Clear procedures
5. Approval time
6. Approval workflow process
7. Training for clientele

This year, respondents also had the opportunity to rate their level of satisfaction with units during the COVID remote work environment over the past year and a half. All administrative and support units included a Net Promoter Score (NPS) question developed by UC San Diego: "How likely is it that you would share a positive impression of [Unit] with others?" While the NPS question is traditionally asked of customers to determine a business's growth potential, it was modified for this and other UCSD-managed surveys to understand customers' positive and negative sentiment toward a particular business unit. Survey respondents were also presented with open-ended questions asking what they liked best about the units, suggestions for improvement, and were given the opportunity to recognize staff member(s) for their customer service.

WHAT WE HEARD

The survey results identified Strengths (areas where service lines are doing well; keep up the good work) and Primary Opportunities (areas where issues can be addressed; concentrate efforts). Administrative and support units with 25 and more responses received their Strengths and Opportunities presented on a Scatterplot graph based on two factors: 1) how strongly satisfied people were with that item and 2) how strongly that item was related to overall satisfaction.

The overall satisfaction scores ranged from **2.82 to 4.12** on a 5-point satisfaction scale.
- **9** units were in the "Good" range (3.60 to 4.29)
- **11** units were in the "Marginal" range (3.00 to 3.59)
- **2** units were in the "Low" range (below 3.00)

Strengths

Areas to keep up the good work on. Respondents expressed high levels of satisfaction with the individuals providing support.

- **Knowledgeable Staff:** Identified as a strength for **13** units
- **Helpful Staff:** Identified as a strength for **11** units
- **Accessible to Customers:** Identified as a strength for **8** units

Primary Opportunities

Areas to concentrate efforts on, and where improvements are most likely to lead to higher overall satisfaction for customers are identified as "primary opportunities."

- **Understands Customer Needs** Identified as a primary opportunity for **13** units
- **Moving in a Positive Direction:** Identified as a primary opportunity for **8** units
- **Website:** Identified as a primary opportunity for **5** units