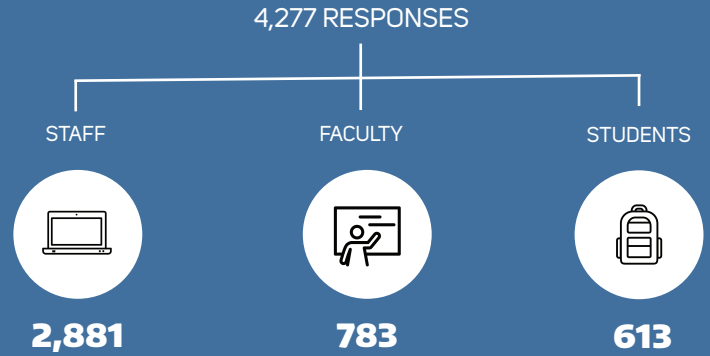


# 2017 TAP CUSTOMER SURVEY FOR CENTRAL ADMINISTRATION

## A SERVICE-FOCUSED SURVEY

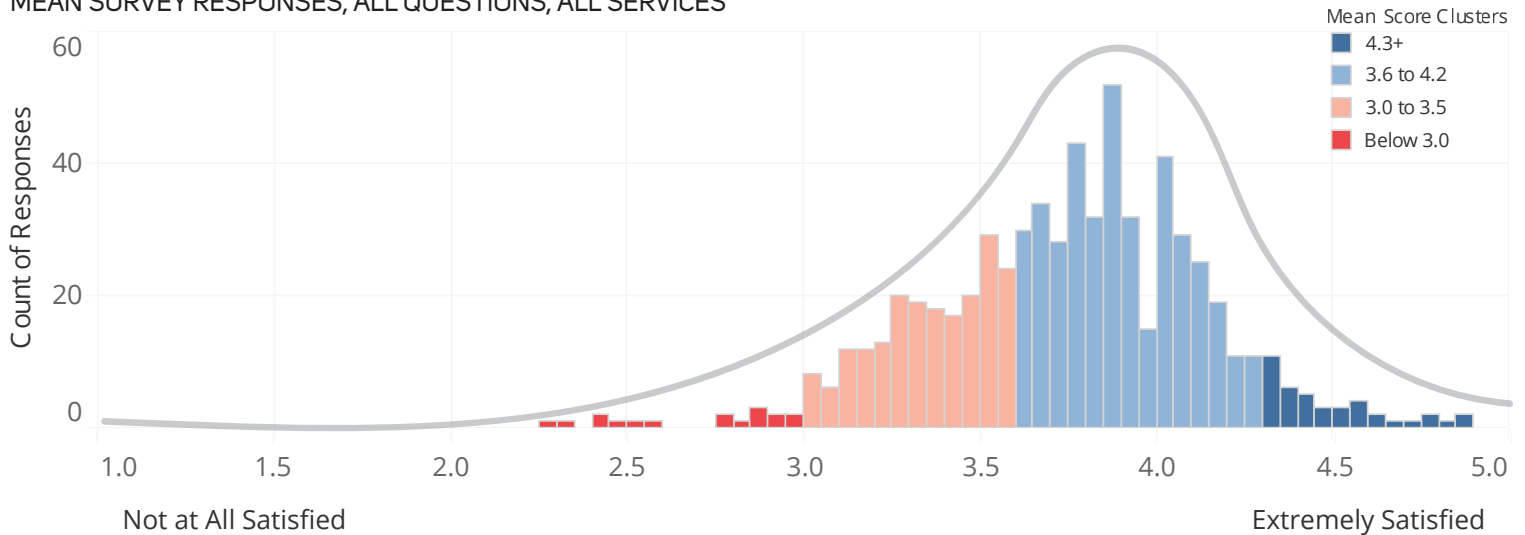
- The survey captured customers' experiences with 94 core services offered by 28 central administrative units.
- The goals of the survey were to enhance the culture of service, to know and understand customer needs and expectations, and to build a shared identity as one university administration.
- Units presented the work they do in terms recognizable to their customers, rather than by organizational affiliation alone.
- The survey was distributed to faculty, staff, and a selection of students at all UW campuses in Winter Quarter 2017.

## WHO WE HEARD FROM



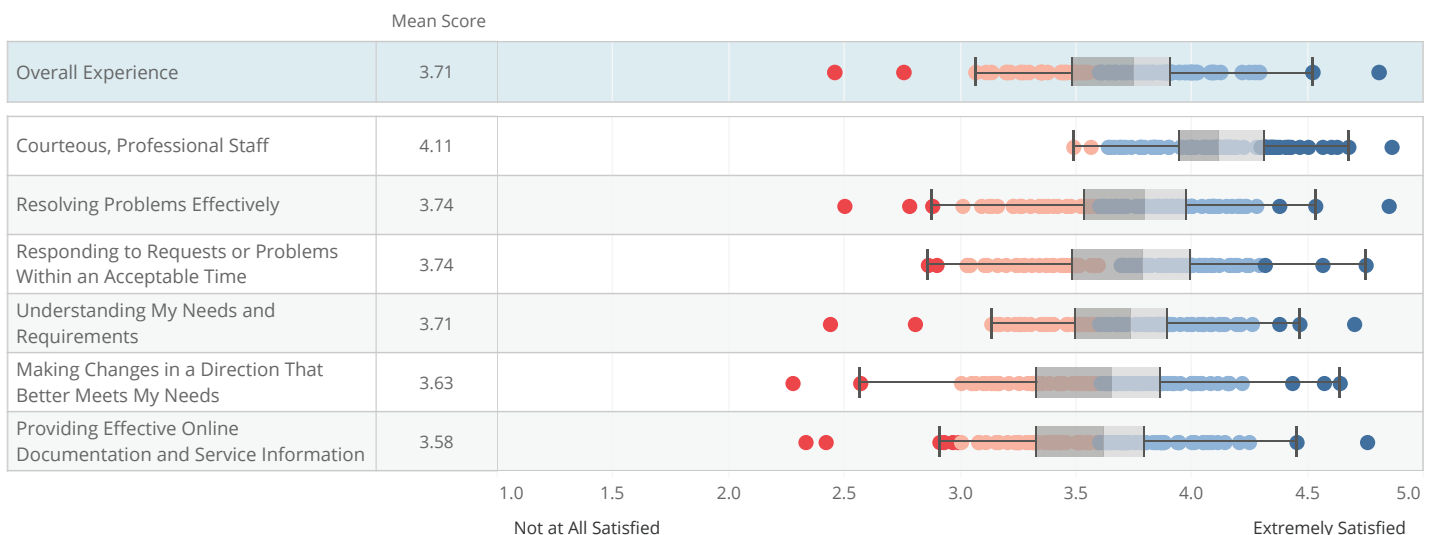
## DISTRIBUTION OF ALL SURVEY SCORES

MEAN SURVEY RESPONSES, ALL QUESTIONS, ALL SERVICES



## SURVEY QUESTIONS AND MEAN RESPONSE DISTRIBUTION BY QUARTILE

Please rate your level of satisfaction with:



## TOP PERFORMERS

85 services received more than 25 survey responses. Among these, the nine services scoring in the Top 10% of Overall Satisfaction were:

1. **ScorePak Test Scoring Services**  
4.81, 36 responses (Undergraduate Academic Affairs)
2. **Library Services**  
4.52, 963 responses (Libraries and Digital Initiatives)
3. **HUB Games**  
4.29, 179 responses (Student Life)
4. **Husky Card**  
4.27, 892 responses (Student Life)
5. **UW NetID**  
4.22, 1463 responses (UW Information Technology)
6. **Records Management and Compliance Services**  
4.12, 275 responses (Financial Management)
7. **Student Fiscal Services**  
4.10, 177 responses (Research and Student Accounting)
8. **UW Worklife and Carelink**  
4.09, 365 responses (UW Human Resources)
9. **Global Travel Security Management**  
4.09, 80 responses (Global Affairs)

## STRENGTHS



**53% OF SERVICES\***  
**WERE RATED 3.6 OR HIGHER**  
**FOR OVERALL SATISFACTION**



**69% OF SERVICES\***  
**WERE RATED ABOVE 4.0 FOR**  
**PROFESSIONAL, COURTEOUS**  
**STAFF**

Respondents highlighted the value of individual relationships to their work at UW

## OPPORTUNITIES



**MOVING IN A POSITIVE DIRECTION**  
**PRIMARY OPPORTUNITY FOR**  
**81% OF SERVICES\***

*Customers expressed*

- Having little knowledge about a service's efforts to change
- Feeling disconnected from intent, direction, or process behind a change



**UNDERSTANDING CUSTOMER NEEDS**  
**PRIMARY OPPORTUNITY FOR**  
**73% OF SERVICES\***

*Customers expressed*

- That nobody had asked them for input on a service
- That a specific need was not being met by the service offered



**ONLINE DOCUMENTATION**  
**PRIMARY OPPORTUNITY FOR**  
**21% OF SERVICES\***

*Results showed*

- The lowest rating for many services
- Less influence on overall satisfaction than the topics mentioned previously

**\*AMONG SERVICES WITH MORE THAN 25 RESPONSES**

## WHAT'S HAPPENING NEXT?

### COMMUNICATE RESULTS



#### **WE HEARD YOU!**

Summary results are shared on the survey website. Each unit is encouraged to share more detailed results internally in a thoughtful way.

### ACTION PLANS



#### **UNITS ARE CURRENTLY DEVELOPING ACTION PLANS**

Action plans are due to UW Leadership by August 1, 2017 and information will about them be shared on the survey website in Fall 2017.

### FUTURE SURVEYS



#### **THE NEXT SURVEY WILL BE CONDUCTED IN THE 2018 – 2019 ACADEMIC YEAR**

For suggestions, or details about the survey methodology, please visit: <http://tap.uw.edu/tap-admin-survey/>