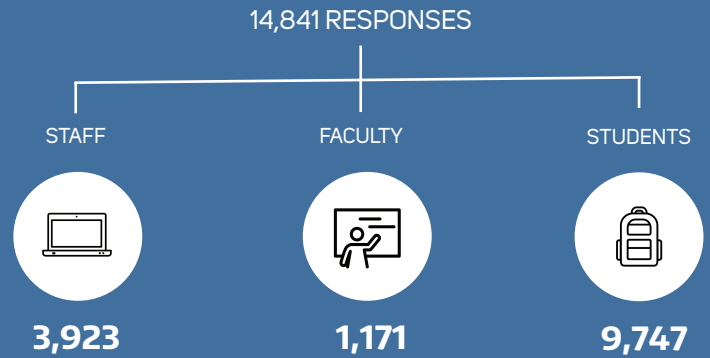


2019 TAP CUSTOMER SURVEY FOR CENTRAL ADMINISTRATION

A SERVICE-FOCUSED SURVEY

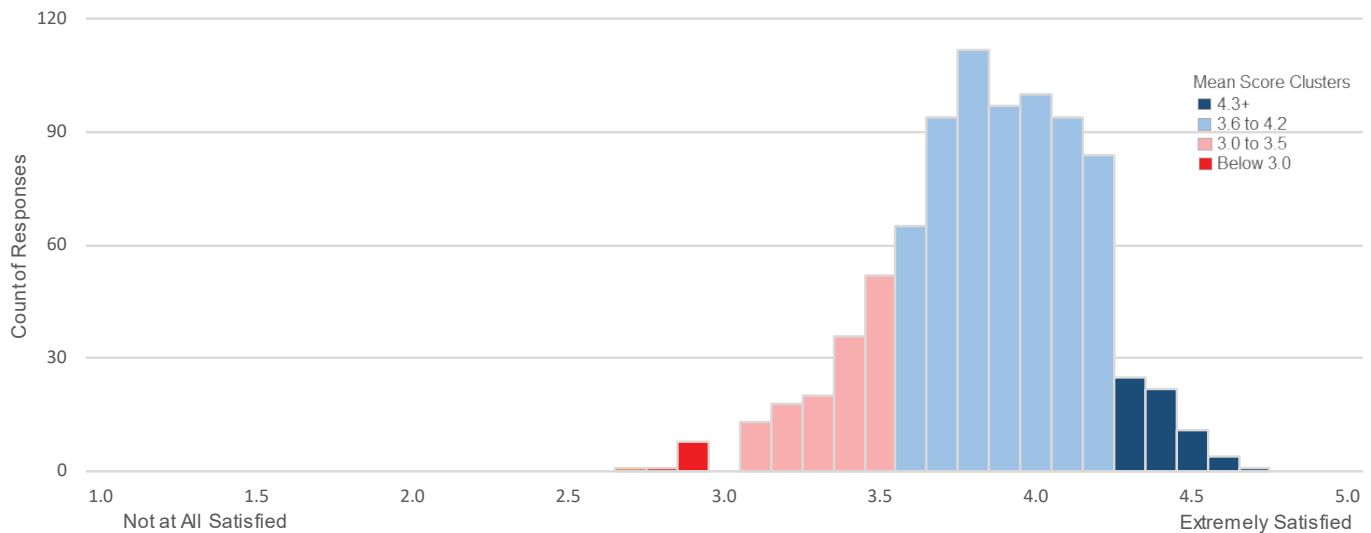
- The survey captured customers' experiences with 132 core services offered by 33 central administrative and service units.
- The goals of the survey were to measure improvement from the baseline 2017 survey, celebrate the achievements of great service providers, and allow for more effective response to customer needs and expectations.
- The survey was sent to more than 75,000 faculty, staff and students at all UW campuses in Winter Quarter 2019.
- Participating units presented their services in terms recognizable to their customers, rather than by organizational affiliation alone.

WHO WE HEARD FROM



DISTRIBUTION OF ALL SURVEY SCORES

MEAN SURVEY RESPONSES, ALL QUESTIONS, ALL SERVICES



SURVEY QUESTIONS AND OVERALL RESPONSE MEANS, BY QUESTION

Overall Experience	3.91
Understanding My Needs and Requirements	3.90
Providing Effective Online Documentation and Service Information	3.89
Responding to Requests or Problems Within an Acceptable Time	3.93
Courteous, Professional Staff	4.19
Resolving Problems Effectively	3.93
Making Changes in a Direction That Better Meets My Needs	3.82

TOP PERFORMERS

113 core services received 50 or more survey responses. Among these, 13 services scored in the top 10% in Overall Satisfaction:

1. **Interlibrary Loan and Scanning**, Libraries and Digital Initiatives, 4.53
2. **Custodial Services**, UW Bothell, 4.45
3. **Veterans Education Benefits**, Enrollment Management, 4.37
4. **Online Access**, Libraries and Digital Initiatives, 4.30
5. **Student Technology Loan Program**, Academic and Student Affairs, 4.29
6. **Disability Resources for Students**, UW Bothell, 4.23
7. **Records Management and Compliance Services**, UW Finance, 4.28
8. **IT Helpdesk**, UW Bothell, 4.23
9. **Printing & Copying Services**, Creative Communications, 4.23
10. **Mailing Services**, Creative Communications, 4.22
11. **Surplus Collection and Sales**, UW Facilities, 4.21
12. **eSignatures**, UWIT, 4.21
13. **Student Counseling Services**, UW Bothell, 4.20

STRENGTHS



78%

OF CORE SERVICES WERE RATED 4.0 OR HIGHER FOR COURTEOUS, PROFESSIONAL STAFF



69%

OF CORE SERVICES WERE RATED 3.6 OR HIGHER FOR OVERALL SATISFACTION

OPPORTUNITIES

Survey areas where improvements are most likely to lead to higher overall satisfaction for customers are identified as "Primary Opportunities." The following are the most frequently identified Primary Opportunities among all 132 core services rated on the survey.



MOVING IN A POSITIVE DIRECTION

PRIMARY OPPORTUNITY FOR 79% OF SERVICES*

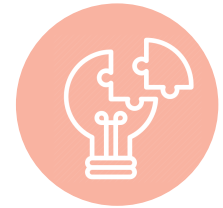
- 104 core services identified this as a Primary Opportunity.



UNDERSTANDING CUSTOMER NEEDS

PRIMARY OPPORTUNITY FOR 73% OF SERVICES*

- 97 core services identified this as a Primary Opportunity



RESOLVES PROBLEMS EFFECTIVELY

PRIMARY OPPORTUNITY FOR 79% OF SERVICES*

- 60 core services identified this as a Primary Opportunity.

*AMONG SERVICES WITH MORE THAN 25 RESPONSES

WHAT'S HAPPENING NEXT?

COMMUNICATE RESULTS



WE HEARD YOU!

Summary results for each service will be shared with unit leaders who have responsibility for them and with the University's executive leadership.

IMPROVEMENT PLANNING



RESULTS INFORM SERVICE IMPROVEMENTS

Unit leaders and staff can use survey results to inform continuous improvement efforts or seek additional feedback, as needed.

ASSESS



ASSESS SURVEY IMPACT

University leadership will assess the impact of the 2017 and 2019 surveys and determine next steps. Send your thoughts to assessuw@uw.edu