

# The Voice of Our Students

## Student Fiscal Services Student Satisfaction Survey Results Spring 2016

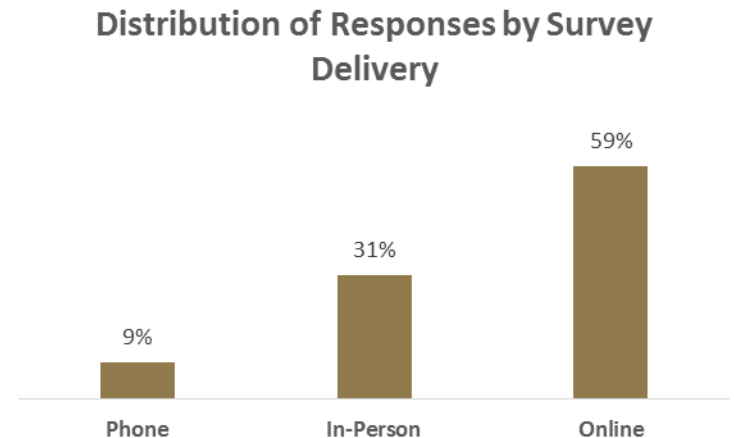
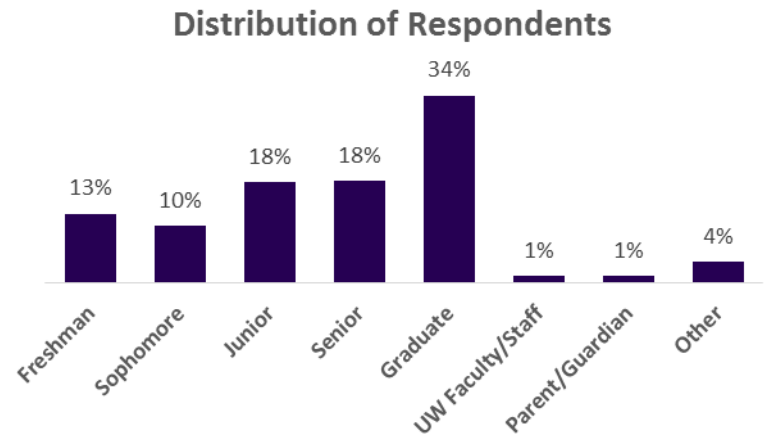
# Why We Do a Survey

- We value feedback from our students, parents, faculty and staff to inform our process improvement efforts on the many functions\* we perform to serve our students
- The feedback from the annual survey gives us a glimpse of what we are doing well, and areas we can further improve

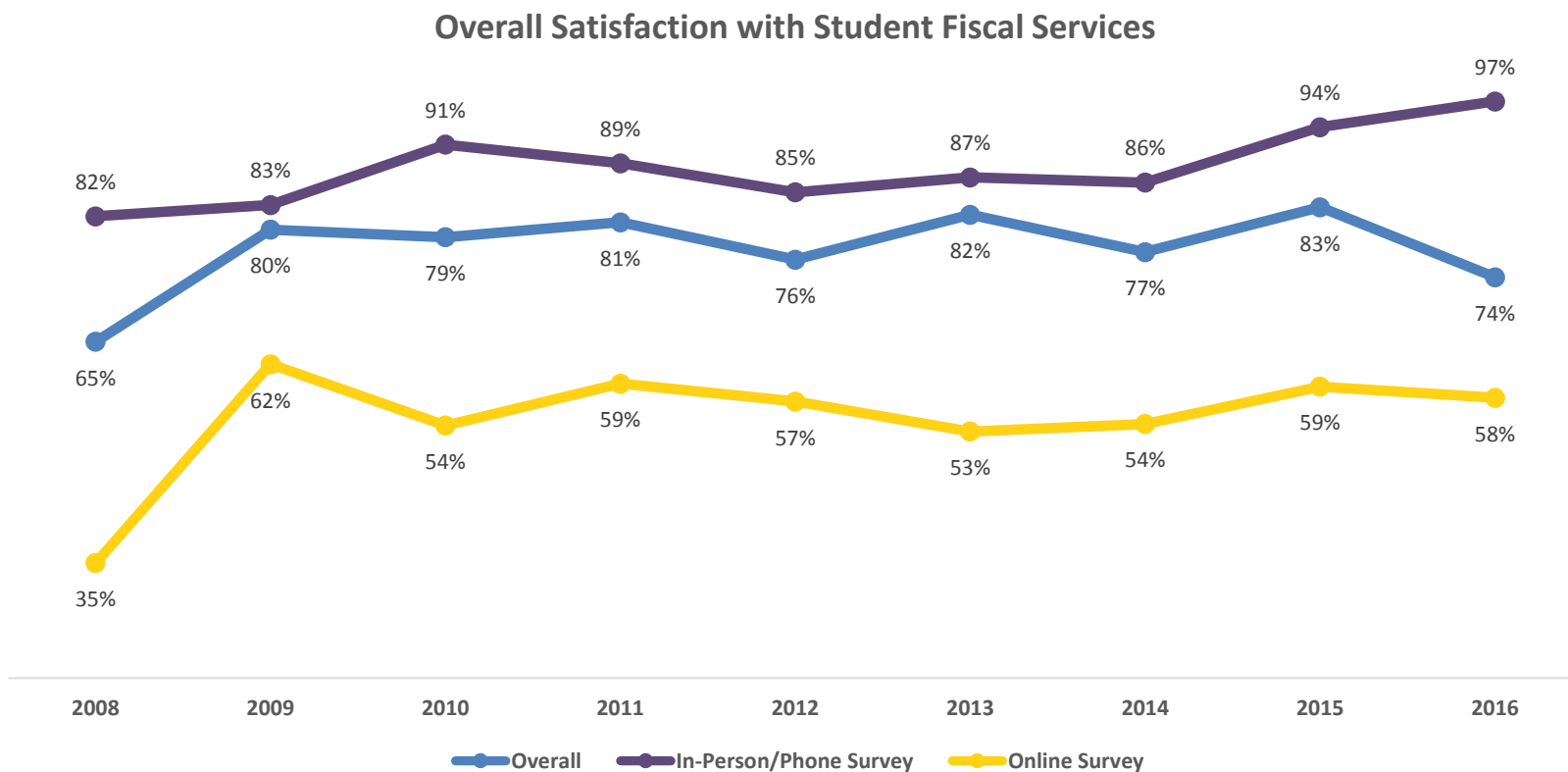
\*Student Fiscal Services manages student accounts, bills and collects tuition and fees, disburses loans and aid, manages student tax reporting, and manages 3<sup>rd</sup> party scholarships

# Who Took the Survey?

- 2,808 students responded representing 5.5% of the Spring quarter student population of 51,473, a big jump from 1,502 students (3.0%) in Spring, 2015
- 494 of the student responses included additional written comments
- Available for 33 Days during Spring Quarter



# Overall Service Satisfaction?



- Top two scores of a 7-point scale indicated “Satisfied”,
- Results above are divided by how the survey was taken: Online or In-person/over the phone
- The decrease in overall satisfaction is largely due to a very large increase (249%) in online survey responses: 480 in 2015 vs. 1,673 in 2016

# Overall Service Satisfaction?

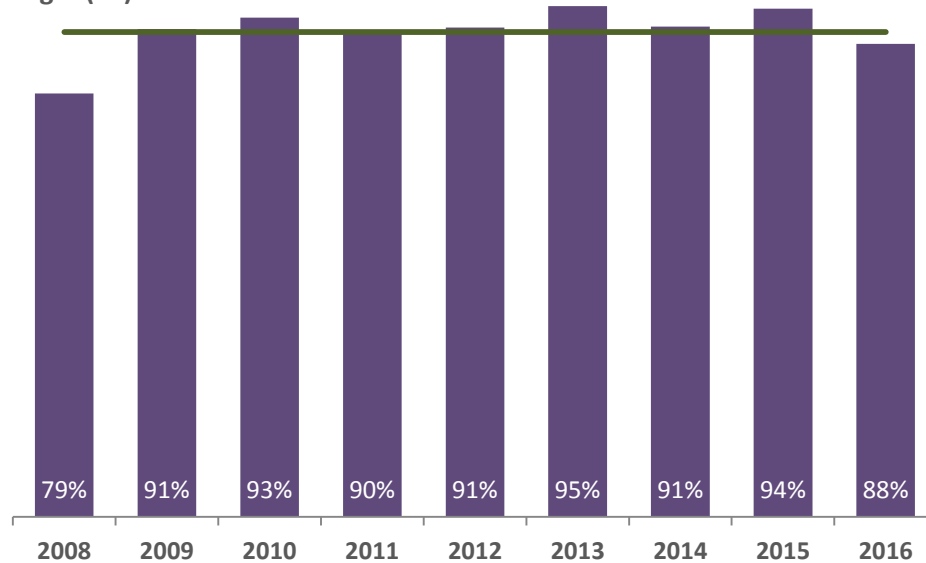
- Satisfaction levels of those taking the survey in-person or by phone have increased from 82% in 2008 to 97% in 2016
- Satisfaction levels of those taking the survey online have remained steady since 2009
- Satisfaction levels overall have remained relatively steady, with the drop in 2016 due to a large increase in online responses
- SFS' overall satisfaction is on par with three similar industry benchmarks\* from 2015, with an overall rating of 74%:
  - 75% Finance & Insurance
  - 64% Public Administration/ Government
  - 74% E-Business

\* American Customer Satisfaction Index® - Customer Satisfaction Benchmarks - Benchmarks by Sector  
<http://www.theacsi.org/customer-satisfaction-benchmarks/benchmarks-by-sector>

# What About Our Services?

Satisfaction With In-Person Services

Target ( $\geq$ ) 90%



Top two scores of a 5-point scale indicated "Satisfied"

## Survey Questions

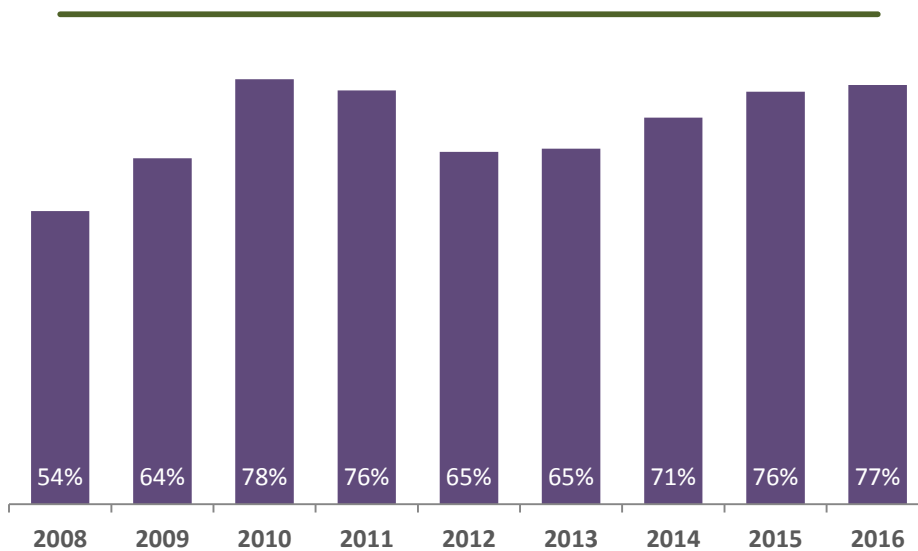
- When I visit Student Fiscal Services in person, my transactions are processed efficiently and accurately
- When I visit Student Fiscal Services in person, the staff is helpful and friendly
- When I visit Student Fiscal Services in person, the staff is knowledgeable about my inquiry
- Written communication I receive from Student Fiscal Service is clear and accurate

- In-Person Service Satisfaction is calculated using a composite of four questions listed below
- Students generally express greater satisfaction with our In-Person/Counter versus Online/Remote services

# What About Our Services?

Satisfaction With Online Services

Target ( $\geq$ ) 90%



Top two scores of a 5-point scale indicated "Satisfied"

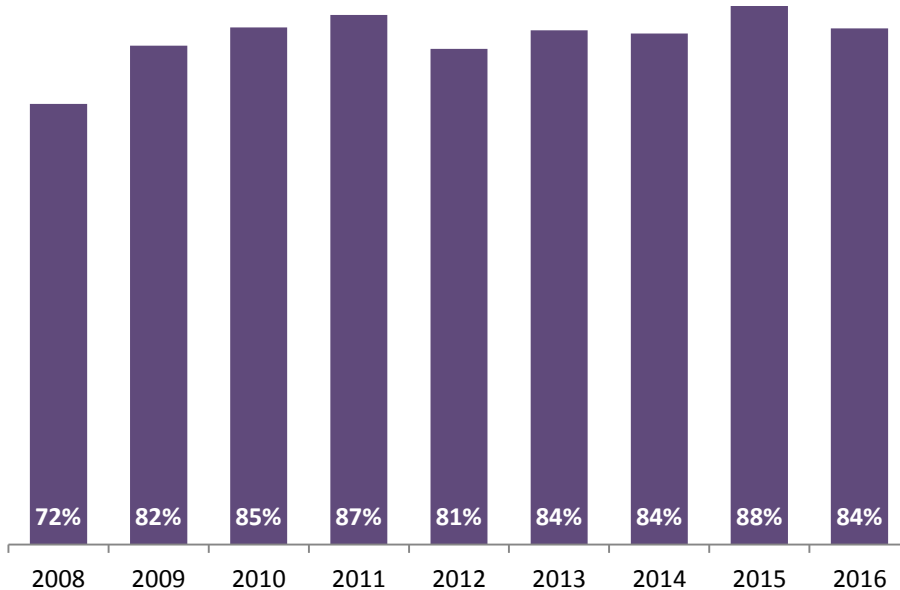
## Survey Questions

- Web transactions are processed efficiently and accurately
- When I initiate Live Chat, Email, etc., staff is helpful and friendly
- When I initiate Live Chat, Email, etc., staff is knowledgeable about my inquiry
- When Student Fiscal Services sends me email messages, they are clear and accurate

- Online services satisfaction is calculated using a composite of the four questions listed below
- Satisfaction with our online services has been steadily increasing over the last 5 years

# What About Our Communications?

Student Satisfaction with Written Communications



Top two scores of a 5-point scale indicated "Satisfied"

SFS proactively informs students of important information and dates via Email notifications as well as through our Website, their MyUW portal and via social media updates.

Students prefer to receive communications from SFS by:  
Email (77%), Website (18%), Other Means (4%), No Preference (1%)

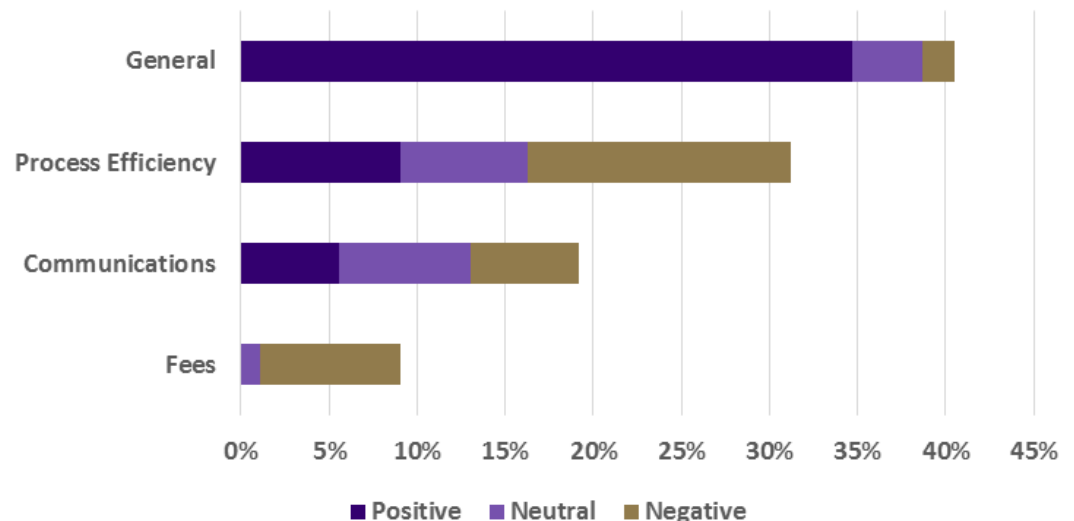


# What Did the Comments Tell Us?

- 494 of the student responses included comments
- Students' comments were:
  - 48% Positive
  - 20% Neutral
  - 32% Negative

Tone of Comments			
Class	Positive	Neutral	Negative
Freshman	44%	34%	22%
Sophomore	58%	19%	23%
Junior	52%	17%	31%
Senior	55%	25%	20%
Graduate	44%	15%	41%
<b>Grand Total</b>	<b>48%</b>	<b>20%</b>	<b>32%</b>

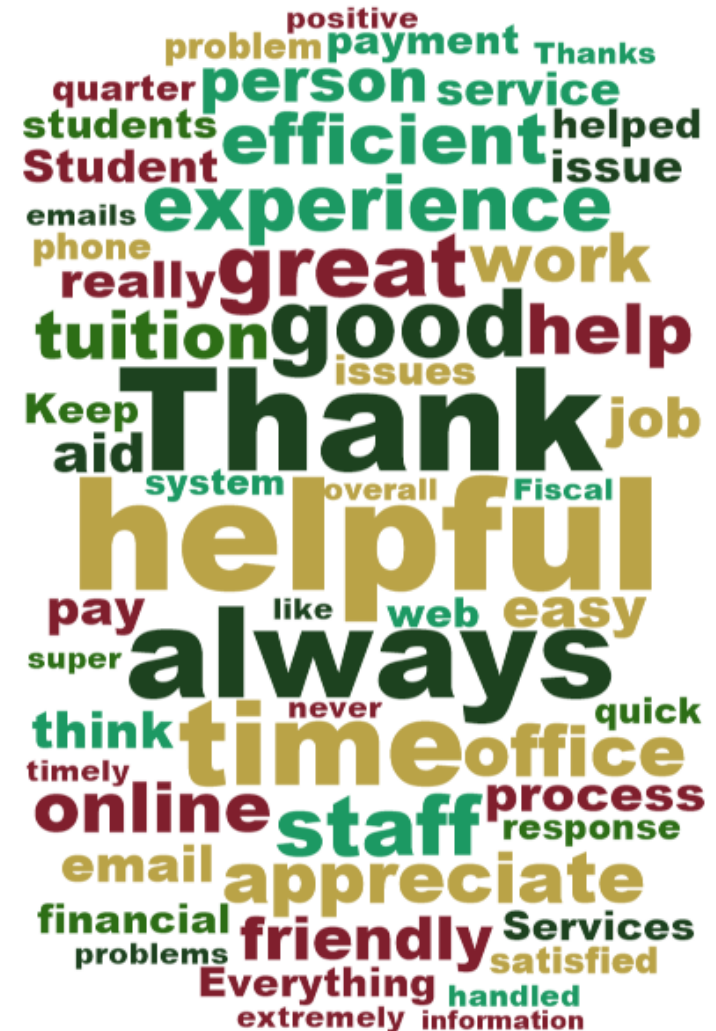
Distribution of Comments by Type by Tone



# What Did Students Like The Most?

Based on the comments, students liked...

- **Our Staff:**  
“reassuring”, “positive experience”,  
“helpful”, “accurate”, “responsive”
- **Payment Processing:**  
“highly efficient”, “fast”, “website is  
easy to use”, “timely”, “satisfied”
- **Direct Communications:**  
“very understanding”, “succinct  
emails”, “easy department to reach”,  
“great response time”



# What Did Students Like The Least?

Based on the comments, students would like us to improve...

- **Credit Card Surcharge:**  
“fee shouldn’t be charged for credit card transactions”, “lower credit card fees would be great”, “fees are ridiculously high”
- **Electronic/Web Communications:**  
“e-payment could be easier”, “Allow more methods for payment”
- **Process Efficiencies:**  
“find a way to shorten lines”, “seems backward to pay UPASS fee separately”



# Questions?

Please contact the individuals below via our website with questions:

- Policy, Strategy, Institutional Inquiries  
Roy Lirio, Director
- Customer Service, Process Improvements  
Marisa Martin, Assistant Director
- Survey Design, Delivery, Analysis  
Kyle Willoughby, Data Analyst

SFS Website Contact Us Form:

<http://f2.washington.edu/fm/sfs/contact>