The Voice of Our Students

Student Fiscal Services
Student Satisfaction Survey Results
Spring 2014
Who took the Survey?

- Survey questions and format standardized since 2008
- Available for 58 Days during Spring Quarter
- 1,508 students responded representing 3.1% of the student population
- 128 of the student responses included additional written comments
What About Our Services?

- Students generally express greater satisfaction with our in-person versus online services.
- Results show that improvements to online services implemented since last year’s survey were effective.

Top two scores of a 5-point scale indicated “Satisfied”
What About Our Communications?

SFS proactively informs students of important information and dates via email notifications as well as by our web site, Facebook, Twitter, and MyUW updates.

Overall Satisfaction with Written Communications

Students consistently find our written communications helpful and informative.
What Did Students Tell Us?

• 128 of the student responses included comments

• Students’ comments were:
  – 30% Positive
  – 33% Neutral
  – 37% Negative
What Did Students Like The Most?

Based on the comments, students liked...

• **Our Staff:**
  Helpful, nice, friendly, understanding, and knowledgeable

• **Web Check Payments:**
  Convenient, easy to use, and efficient

• **Our Communication:**
  Great phone service, timely emails, and responsive communication
What Did Students Like The Least?

Based on the comments, students disliked...

• **Fees:**
  Online credit card convenience fee as a percentage of total transaction on high tuition and fees payments

• **Delays Involving:**
  Updates to bank account involving web check payments, or refunds or aid disbursements by direct deposit

• **Unexpected Changes:**
  To their MyUW billing statement
What Are We Doing?

• Student Fiscal Services has consistently sought to improve customer service. Over the years, we have reoriented ourselves from focusing on transactions to focusing on the needs of students, parents/guardians, and departments – improving how we manage our processes, our operations, our phone queue, our email and chat systems, our overall communications, and more.

• As a means to an end, we’ve adopted Lean management principles and reoriented ourselves following 20+ years of project-based quality and process improvement activities – further improving operations and empowering staff to better meet customer needs.

• SFS Leadership and Staff are continually looking at ways to improve the customer experience received through Student Fiscal Services – both via the Web and in person.
We’ve identified areas to further improve the experience of our students, which we’ve already started working on, including:

– Coordinating activities with process partners to create a more seamless student experience

– Contacting our students to better understand their communication and service needs through student focus groups, targeted surveys, and interviews to inform our process improvements

– Aligning and refreshing the information across our communication channels to ensure that our web site, email systems, and chat system all contain consistent and current information

– Continuously reviewing protocols for handling phone calls, emails, and chat session to identify best practices and methodologies to adopt and apply to customer communications

– Ongoing cross training of staff to ensure quality and consistent service delivery to students

– Improving the capabilities and efficiency of our business systems and processes to allow staff to focus more time on better serving students
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
  Colin Sachs, Financial Data Analyst

SFS Website Contact Us Form:
  http://f2.washington.edu/fm/sfs/contact