The Voice of Our Students

Student Fiscal Services

Student Satisfaction Survey Results

Spring 2015
Who took the Survey?

• Survey questions and format standardized since 2008
• Available for 77 Days during Spring Quarter
• 1,502 students responded representing ~3.0 % of the Spring quarter student population of 50,728
• 100 of the student responses included additional written comments
Overall Service Satisfaction?

SFS compares favorably to three similar industry benchmarks* from 2014:

- 75% Finance & Insurance
- 65% Public Administration/Government
- 73% E-Business

And out performs the last AAU Bursar’s survey benchmark of 64%

* American Customer Satisfaction Index® - Customer Satisfaction Benchmarks - Benchmarks by Sector
What About Our Services?

- Students generally express greater satisfaction with our In-Person/Counter versus Online/Remote services.
- Results indicate that improvements implemented across all services since last year’s survey have been 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 through our Website, their MyUW portal and via social media updates.

Students prefer to receive communications from SFS by: Email (80%), Website (15%), Other Means (3%), No Preference (2%)
What Did Students Tell Us?

• 100 of the student responses included comments

• Students’ comments were:
  – 41% Positive
  – 36% Neutral
  – 23% Negative
What Did Students Like The Most?

Based on the comments, students liked...

- **Our Staff:**
  Friendly, very helpful, awesome, fantastic, fast, courteous, incredible, knowledgeable, professional

- **Payment Processing:**
  Convenient, efficient, easy, accurate, smooth, reliable

- **Direct Communications:**
  Helpful reception on calls, fast and helpful email response, helpful tuition reminders, no hassle communications
What Did Students Like The Least?

Based on the comments, students disliked...

- **Credit Card Surcharge:** Absurd, exorbitant, massive charge, dislike, please remove, eliminate it
- **Electronic/Web Communications:** Clearer instructions for online payments, better parent payment information, clearer information about aid disbursements
- **Process Efficiencies:** Web payment portal not as user friendly as it could be for students or parents
What Are We Doing?

• We continuously seek to improve our customer service on a daily basis using Lean management principles. Our teams meet for a daily huddles, and monitor key processes for issues to ensure customer needs are met in a timely and efficient manner.

• In conjunction with our process partners across all three UW campuses, we work hand-in-hand to proactively identify issues and solve them before they impact students, parents, faculty and staff.

• Through our Lean processes improvement efforts, our staff identifies and implements a variety of initiatives and projects to continually improve our processes to enhance our customer service, increase efficiencies, and lower costs.
We’ve identified areas to further improve the experience of our students, which we’ve continuously focused on:

– Coordinating activities with process partners to create a more seamless student experience
– Contacting our students to better understand their communication and service needs through feedback provided in daily communications, targeted surveys, the annual survey, and interviews to inform our process improvements
– Aligning and refreshing information across all our communication channels to ensure that our website, email systems, and chat system 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 and professional development 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