

## Report on Customer Service

### Mystery Shopper Program

Customer service satisfaction for current and prospective students was performed in August 2003. UTD invited a Dallas company to evaluate the performance of various administrative departments through the use of “mystery shoppers”. These shoppers were instructed to interact with the different departments at the university as if they were a current or potential student and scored those departments on the quality of customer service they received. The mystery shoppers evaluated 66 attempts ( 20 in person, 24 by telephone and 22 by e-mail) to interact with the different departments with 60 contacts made in the Student Affairs area and nine in other areas where students would likely have contact with university staff. Each contact was evaluated on the criteria of professional and friendliness of tone, courtesy, grammar usage, knowledge and ability to answer the question and responsiveness to the inquiry.

### Student Affairs Division Customer Service Data

#### UTD Student Counseling Center Student Satisfaction Survey

During a four week period during the fall of the 2003-2004 academic year, all new students who made an appointment at the Counseling Center completed the *Student Satisfaction Survey*, about their experience with our office. They completed the questionnaire after their first counseling session.

Respondents rated the items on a 5 point scale (1=very unsatisfied, 2=unsatisfied, 3=neutral, 4=satisfied and 5=very satisfied). Students also had the option to rate the item as “don’t know” or “NA.” The average score for each item is listed to the right of the question.

Ease of making appointment by phone	4.5
Friendliness of the reception staff	4.6
Helpfulness of the reception staff	4.7
Time between calling to make an appointment and being seen	4.5
The Check-In process	4.5
The waiting area	4.7

My counseling session was handled in a professional manner.	4.9
My counselor was knowledgeable	4.7
My counselor helped me clarify my problems	4.2
My first counseling session met my expectations	4.7
I believe my expectations for counseling will be met	4.5

Results of the survey indicate an overall high level of satisfaction by students with their initial experience at the Counseling Center. Scores suggest a very positive experience by students with their contact with counseling center support staff. Students also rated highly the professional manner and knowledge shown by counselors during their initial session. The scores are similar to the results of the same survey during previous semesters.

## Student Health Center Patient Satisfaction Survey

The University Health Center conducted a patient satisfaction survey during the period of October 13, 2003 thru October 31, 2003. There were 229 patients surveyed during this time period. Areas of review included the appointment process, the quality of the care provided by the health care professional and the overall impression of the health care facility.

The survey responses were rated on the following five point scale: 1= excellent; 2=very good; 3= good; 4= neutral; 5= poor. The results of the survey indicated that an average of 93% of the respondents rated the appointment process good to excellent. The quality of the care provided by the health care professional was rated by 91% of the respondents to be to be good to excellent. Communication with the patient was rated by the 83% of the respondents to be good to excellent. The overall impressions of the respondents concerning the facility and the privacy and confidentiality of their visit indicated that 91% rated the health center good to excellent. (Survey form attached)

## UTD Career Center Customer Service Evaluation

During the FY 03, students rated the service of the Career Center in the following customer service on a 4 point scale and 5 point scale in area of cooperative education/internship . Respondents rated the items on a 5 or 4 point scale (1=very unsatisfied, 2=unsatisfied, 3=neutral, 4=satisfied and 5=very satisfied); 4 point scale (1= poor, 2=fair, 3=good and 4= excellent. Areas evaluated included: seminars, cooperative education/internship, graduate/professional school fairs, career fairs and overall customer service evaluation. Below are the average score rating for each of these areas. The overall rating score of the service of the Career Center by students was a 3.88.

<b>Seminars</b> (on 4 point scale)	
Usefulness of Seminars	3.52
Presenter Well Informed	3.80
Presenter Gave Good Answers	3.71
Presenter Encouraged Participation	3.68
Relevant Information Presented	3.80
Presentation Easy to Understand	3.79
Quality of Support Materials	3.54
Time Allotted for Questions	3.64
<b>Cooperative Education /Internship</b>	
Overall Experience Rating(on a 5 point scale)	4.54
<b>Graduate/ Professional School Fair</b> (on 4 point scale)	
Time of Day	3.62
Location	3.75

Check In	3.69
Time to Meet with Schools	3.81
Career Center Staff	3.59
Publicity	2.99
<b>Career Fairs</b> (on 4 point scale)	
Time of Day	3.24
Location	3.49
Check In	3.28
Handouts	3.22
Number & Type of Employers	2.15
Time to Meet with Employers	2.76
Career Center Staff	3.19
Publicity	2.85
<b>Overall Customer Service Evaluation</b> (on 4 point scale)	
Career Center Resources	3.29
Computer Accessibility	3.33
Courteousness	4.00
Helpfulness	3.89
Professionalism	4.00
Promptness	3.63
Responsiveness	3.89
<b>Overall Quality of Service</b>	<b>3.88</b>

## International Student Services Office Customer Service Evaluation

Students receiving services from the International Student Services Office are asked to rate their agreement with the following statements. The rating is based on a 5 point scale, with 1 being strongly disagree and 5 being strongly agree. These evaluation results were received from all students who entered the International Student Services Office between April 22, 2004 and 6/15/04 and will continue to be distributed on an ongoing basis. The table below indicates the average score of all responses received during this defined survey period.

Question	Average Score
The ISS Office is a welcoming place to visit.	4.73 N= 175
The ISS Office staff is knowledgeable	4.54 N= 168
The ISS Office staff has my best interest in mind	4.41 N= 163
I am very satisfied with this visit to the ISS Office	4.73 N= 175
I am very satisfied overall with the ISS Office	4.59 N=170

In addition to the above quantitative questions, the International Student Services Office solicits qualitative data of student comments to validate that the office is addressing the changing needs of its student population. The student comments would suggest that the office is an excellent place for students to go for solving their problem and is like a home away from home. Concern was expressed related to the time that it takes to process I-20 travel documents.

On April 14, 2004, UTD's International Student Services Office conducted a focus group containing 10 international students from a diverse group of nationalities, ethnicities, levels of education, majors, etc. The goal of the focus group was to receive feedback from international students on areas where we might improve our services, and areas of least impact where we could cut back on our services if the budget requires it.

As a result of the input received, the ISS Office is in the process of implementing the following changes:

- 1) We have begun a new technology initiative, and are working with UTD's web developers to add features which will allow int'l prospective students, current students, and alumni to connect with one another electronically through a bulletin board on the ISS website. Another feature that we plan to employ is an immigration chat room, which will allow international students to have immediate access to an immigration advisor on a daily basis to ask questions on specific, commonly discussed immigration topics. We will also convert the ISS website to

the proscribed new templates and will change the structure of our website to include more information.

- 2) We have cut back on the programming initiatives of the ISS Office in an effort to save money on salaries, benefits, wages, and M&O. We will decrease the number of international mentors in the International Mentor program from 5 to 2 and we will discontinue the International Student Leadership program until funding is available.
- 3) We are working with community partners to provide a low budget “international mixer” party at the beginning of each semester to allow new international students to connect with other students and community members. This will be available in conjunction with a “Getting to know Americans, Understanding American Culture” presentation.
- 4) Student concerns about lost documents were shared with the Admissions Office, and we discussed ways to use the new scanning project work in favor of decreasing these problems.
- 5) Increased email traffic is now sent to prospective international students who have applied and been admitted to UTD. These emails include information about the ISS Office and its staff, other departments on campus, how to connect with student groups before arrival, how to transition effectively to UTD, tips for applying for visas, and other information that might be helpful to students overseas.

## **The Galerstein Women's Center Customer Satisfaction Survey**

The Galerstein Women's Center provides seminars, workshops, classroom presentations and counseling to university students and staff. Satisfaction survey data is collected on an ongoing basis for the services provided by the Women's Center. The survey instrument is based on a scale from 1 to 5, with 5 being the highest rating. The scale is as follows:

1= Did not meet my expectations; 2= Met my expectations; 3= Exceeded my expectations; 4= Was exceptional; 5= N/A. Below are the results of the 2003 counseling survey and the seminar/workshop/classroom satisfaction survey.

### **Questions: Counseling Survey**

**Did you receive satisfactory counseling/ resources/ services?**

38% -exceeded my expectations/ 62%- was exceptional

**Has the information/assistance received addressed your particular needs?**

8%- Met my expectations / 31% exceeded my expectations / 61%- was exceptional\*\*

**Has the counseling improved your campus experience (student or staff)?**

100%- Yes / 0%-No

**Did you learn behavioral tools to help you in your personal life?**

100%- Yes/ 0%- No

**Would you recommend/refer others to the services which the center provides?**

100%- Yes

\*\* There was a 36% increase over last year's evaluation in those who chose , "was exceptional" in the first two questions.

### **Questions for Seminar/ Workshop/ Classroom Presentations**

**Will the information presented be beneficial in your career/ job?**

33%- met my expectations      62%- exceeded my expectations      5% -was exceptional

**Was the information presented in a way that was understandable/educational?**

63%-met my expectations      33%- exceeded my expectations      4%- was exceptional

**Has the workshop addressed a particular need of yours?**

95%- Yes/ 5% No

**Did you learn valuable tools to help you in your work/personal life?**

99%- Yes/ 1% No

**Would you like to see more programming on this topic?**

96%- Yes/ 4% No

The Galerstein Women’s Center also solicits suggestions for future topics from the evaluation respondents.

**Student Development and Student Union Office Survey**

Office surveys are available for students to complete as they visit for services. The following survey results are indicated below. The data indicates that majority of students are satisfied or very satisfied with the services that they receive from these offices.

**STUDENT DEVELOPMENT/STUDENT UNION SUITE**

**“How are we doing?”**

**CUSTOMER SATISFACTION SURVEY**

**Please help us evaluate our work. Please mark your responses.**

<b>Services Available - Your Level of Satisfaction</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Unsatisfied</b>	<b>Very Unsatisfied</b>
<b>Accessibility of Staff</b>	<b>12</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>0</b>
<b>Room Reservation Process</b>	<b>11</b>	<b>7</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Helpfulness of staff</b>	<b>13</b>	<b>9</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>Questions answered to your satisfaction</b>	<b>12</b>	<b>10</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>Hours of Operation</b>	<b>13</b>	<b>6</b>	<b>2</b>	<b>3</b>	<b>0</b>
<b>Forms and materials availability</b>	<b>15</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>0</b>