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Intended Use of This Report

This report is intended to provide a brief overview of the highlights from the BEBC Customer Satisfaction Survey conducted in the fall of 2010 by the Close to the Customer Project. Only select data are reported within this document. For the full report, please contact Luke McIlvenny of the BEBC (541) 737-9959. For more information on the Close to the Customer Project and its research services, please contact Nikki Brown (541) 713-8041.

Research Objective

In 2009, the Business and Engineering Business Center (BC) was implemented to meet the accounting, finance, and human resource needs of the College of Business and the College of Engineering. As a part of self-evaluation, the BC seeks to better understand the satisfaction levels of faculty/staff regarding its services. The BC also seeks to understand where they are successful in meeting the needs of their customers (e.g., faculty/staff) as well as identify actionable areas for improvement.

Research Methods

To assess satisfaction levels of BC services, The Close to the Customer Project (C2C) was commissioned to conduct an online survey for faculty, staff, and student workers within the College of Business (COB) and the College of Engineering (COE). The questionnaire included 16 multiple choice questions and 2 open-ended questions.

On October 15\textsuperscript{th}, an email invitation containing a brief description and link to the survey was distributed to 632 recipients. \textsuperscript{1} Approximately one week after the initial email invitation was distributed, a reminder email was sent to those who had not yet responded.

The survey remained open for two weeks. A total of 215 complete responses were recorded for a response rate of 34%.

\textsuperscript{1} BC personnel also received the survey; however, for the purpose of this report, their responses have been removed from the final data set in order to reduce potential bias.
Executive Summary

Overall, respondents from both the COB and the COE report high levels of satisfaction with the BC and its services; although, there are a few areas in which respondents are seeking improvement. Below is a summary of the most compelling findings from the survey data.

Both COB and COE respondents Strongly Agree that their overall experience with the BC has been positive.

- Both COB and COE respondents Strongly Agree that BC representatives respond in a timely manner (Figure 6) and handle issues to their satisfaction (Figure 8).
- Both COB and COE respondents expressed satisfaction with the BC locations (i.e., ease of access). Several of the open-ended responses also support this finding as they speak to the value respondents place on having BC employees nearby (i.e., conveniently accessible).
- Both COB and COE respondents Strongly Agree that they know who to contact if they have a Finance and Accounting issue (Figure 15).

There are compelling differences between COB and COE respondents with regard to satisfaction levels and the ways in which the different colleges interact with the BC.

- COB respondents score the BC representatives higher than did COE respondents in these three areas:
  - respond in a timely manner (Figure 7)
  - professional (Figure 10)
  - knowledgeable (Figure 12)
- COB respondents are more comfortable approaching BC representatives with a question than are COE respondents (Figure 19).
- COB respondents are more likely to agree that the BC provides clear information on procedures and policies than do COE respondents (Figure 17).
- COE respondents feel they know who to contact if they have an HR question/issue, while COB respondents are less sure who to contact (Figure 14).
- When responding to the statement “The BC provides clear information on procedures and policies” the answers were more varied than the other statements (Figure 16). Respondents are seeking clarification of BC policies and procedures. Several of the open-ended responses recommend more formal communication efforts such as a BC handbook, brochure, or newsletter.

Q1. Please indicate which services you have previously used

Respondents were provided a list of five commonly used human resource services and eight commonly used finance and accounting services. An open-ended text field was also provided for respondents to
specify other, less commonly used services. Respondents were asked to select which services they had previously used at the BC in these areas and could check as many as they wished.

1a. Which services of Human Resources have you previously used?

Figure 1 illustrates that respondents use BC human resource services primarily for new hire/payroll signup and rehires/renewal processes. These same services were marked with an asterisk (*) because there was a statistically significant difference between the mean responses from COB and COE respondents, which is shown in Figure 2.

Based on a statistically significant difference between mean responses, Figure 2 shows that COE respondents report using human resources at the BC much more often than COB respondents for rehire/renewal processes and new hire/payroll signup.
1b. Which services of Finance and Accounting you have previously used?

![Figure 3](image)

Figure 3 illustrates that respondents use BC finance and accounting services primarily for procurement/placing orders, travel/expense reimbursements, and invoice processing/vendor payment.

Q2. How often do you use the Business Center services?

![Figure 4](image)

When respondents were asked to indicate how frequently they used the BC services, 87 of the 212 respondents (more than 41%) replied that they used the BC services either daily or weekly. Only 16 of the 212 respondents (less than 8%) replied that they never used the BC services.
Q3. When you contact the Business Center, how often do you typically use each of the following communication methods?

![Figure 5](image)

Figure 5 indicates that nearly half (49%) of respondents contact the BC through e-mail, 39% contact the BC in-person, 10% of respondents use telephone and only 2% of respondents use on-campus mail or the website.

Q4. Satisfaction regarding BC services

Respondents were asked to indicate their level of agreement with various statements about the BC. A five point scale was used to determine levels of agreement, with ‘1’ representing ‘Strongly Disagree’ and ‘5’ representing ‘Strongly Agree.’ Responses of ‘4’ or ‘5’ indicate the respondent agrees with the presented statement, a ‘3’ indicates the respondent was neutral about the statement, and responses of ‘1’ or ‘2’ indicate the respondent disagrees with the statement.
4a. Business Center representatives respond in a timely manner

Figure 6 primarily illustrates that the majority of respondents (65.8%) Strongly Agree that BC representatives respond in a timely manner. There was, however, a statistically significant difference between the mean responses of COB and COE respondents regarding this statement; shown in Figure 7.

Figure 7
Business Center representatives respond in a timely manner
COB vs. COE

Based on a statistically significant difference between the mean responses of COE and COB respondents, Figure 7 illustrates that COB respondents Strongly Agree more than COE respondents that BC representatives respond in a timely manner.
4b. Business Center representatives handle my issues to my satisfaction

Figure 8 primarily illustrates that the majority of respondents (67.9%) Strongly Agree that BC representatives handle their issues to their satisfaction.
4c. Business Center representatives are professional

Figure 9 primarily illustrates that the majority of respondents (75.6%) Strongly Agree that BC representatives are professional. There was, however, a statistically significant difference between the mean responses of COB and COE respondents regarding this statement; which is shown in Figure 10.

Based on a statistically significant difference between the mean responses of COE and COB respondents, Figure 10 illustrates that COB respondents selected Strongly Agree more often than COE respondents that BC representatives are professional.
4d. Business Center representatives are knowledgeable

Figure 11 primarily illustrates that the majority of respondents (65.8%) Strongly Agree that BC representatives are knowledgeable. There was, however, a statistically significant difference between the mean responses of COB and COE respondents regarding this statement; which is shown in Figure 12.

Based on a statistically significant difference between the mean responses of COE and COB respondents, Figure 12 illustrates that COB respondents Strongly Agree more than COE respondents that BC representatives are knowledgeable.
4e. I know who to contact at the Business Center when I have an HR question/issue

Figure 13 illustrates that 60.9% of respondents agree (a response of 4 or 5) that they know who to contact at the BC when they have an HR question or issue. There are, however, a moderate number of respondents that are neutral about the statement and a noticeable amount of respondents that disagree with the statement. There was also a statistically significant difference between the mean responses of COB and COE respondents regarding this statement, which is shown in Figure 14.

Based on a statistically significant difference between the mean responses of COE and COB respondents, Figure 14 illustrates that COE respondents Strongly Agree more than COB respondents that they know who to contact at the BC when they have an HR question or issue.
4f. I know who to contact at the Business Center when I have a Finance/Accounting question/issue

Figure 15 primarily illustrates that the majority of respondents (56.8%) Strongly Agree that they know who to contact at the BC when they have a finance/accounting question/issue.

Figure 15
I know who to contact at the Business Center when I have a Finance/Accounting question/issue

4g. The Business Center provides clear information on procedures and policies

Figure 16 illustrates that 58.3% of respondents agree (a response of 4 or 5) that the BC provides clear information on procedures and policies. There are, however, a moderate number of respondents that are neutral about the statement and a noticeable amount of respondents that disagree with the statement. There was also a statistically significant difference between the mean responses of COB and COE respondents regarding this statement, which is shown in Figure 17.

Figure 16
The Business Center provides clear information on procedures and policies
Based on a statistically significant difference between the mean responses of COE and COB respondents, Figure 17 illustrates that COB respondents Strongly Agree more than COE respondents that the BC provides clear information on procedures and policies.

4h. I am comfortable approaching the Business Center when I have a question or issue.

Figure 18 primarily illustrates that the majority of respondents (61.7%) Strongly Agree that they are comfortable approaching the BC when they have a question or issue. There was, however, a statistically significant difference between the mean responses of COB and COE respondents regarding this statement; which is shown in Figure 19.
Based on a statistically significant difference between the mean responses of COE and COB respondents, Figure 19 illustrates that COB respondents Strongly Agree more than COE respondents that they are comfortable approaching the BC when they have a question or issue.

4i. Overall, my experiences with the Business Center have been positive

Figure 20 primarily illustrates that the majority of respondents (57.5%) Strongly Agree that their overall experience with the BC has been positive.
Demographics

Q5. In which unit do you work?

Figure 21
In which unit do you work?

- College of Business: 27%
- College of Engineering Admin: 7%
- School of FTCS: 5%
- School of MIMF: 6%
- Dept. of Nuclear Engineering & Radiation Health Physics: 10%
- School of CBFF: 18%
- School of CCF: 10%

Figure 20 shows that 27% of respondents work in the COB and 73% of respondents work in the COE.
Q6. What is your position?

Figure 22
What is your position?

- Professor (Assistant/Associate/Full)
- Research Associate/Assistant
- Instructor/Senior Instructor
- Dean/School or Dept Head/Senior Administrator
- Professional Faculty
- Classified Staff
- Graduate Assistant
- Student Worker
Q7. How long have you worked for the college?

**Figure 23**
How long have you worked for the College of Business?

- 22% less than a year
- 12% 1-3 years
- 26% 4-9 years
- 40% 10 or more years

**Figure 24**
How long have you worked for the College of Engineering?

- 27% less than a year
- 35% 1-3 years
- 9% 4-9 years
- 29% 10 or more years
Open Ended Questions

Q8. Do you have some positive comments that you would like to pass on?
There are two main areas in which positive feedback can be categorized: personal compliments and an expressed satisfaction with BC locations (i.e., ease of access).

Positive comments were made about several BC staff. It appears as though some ‘non-BC’ employees were also mentioned, suggesting there might be some confusion among respondents about who is and who is not a BC employee. For a complete list of positive open-ended responses please refer to Appendix A.

There were multiple comments expressing appreciation for the convenient placement of BC staff. In others words, customers like to have BC staff close to their offices. Respondents cite efficiency and increased satisfaction due in part to the face-to-face interactions that come from proximity.

Q9. Please tell us what you think can be done to improve the Business Center services
When analyzing the constructive open-ended responses from both colleges, there is a clear desire for a better clarification of the roles and responsibilities of the BC staff. The COE respondents made many suggestions on how to provide better clarity of roles and responsibilities. These suggestions include: a brochure, a newsletter, and a handbook.

Each college also has some specific complaints. The COB respondents made numerous complaints regarding the HR and payroll processes while the COE respondents complained of the complexities and the lack of information about the grant/budget process. The COE respondents also seek more advanced website options to streamline information and communication to and from the BC. Some of the COE respondents also complained that the help time since the merge has been slower, seeking faster customer service. For a complete list of constructive open-ended responses please refer to Appendix B.
Appendix A: Positive Feedback *(A sample of the collected data)*

<table>
<thead>
<tr>
<th>Table 3</th>
<th>COB Positive Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>COB Finance and budgeting is responsive and immediately helpful.</td>
<td></td>
</tr>
<tr>
<td>I have dealt almost exclusively with the finance side (not so much with the HR side), and I think much of my positive experience can be attributed to Tara and Shari and to the fact that they are located in Bexell.</td>
<td></td>
</tr>
<tr>
<td>I have always found the staff of the various units within the Business Center to be helpful, and when there are questions of procedure or operations which are unknown, they explore and find options. The COB business center individuals are great to work with and very responsive to my questions and concerns. The ability to walk upstairs and resolve a financial issue. Personnel issues are more difficult to resolve with Fran located in Covell. Fran is extremely supportive, but email is too asynchronous, and playing phone-tag takes time. The convenience of having [BC employees] in Bexell cannot be understated. They are quick to clarify and provide solutions and I believe this would be hampered somewhat if they were located elsewhere. Thanks.</td>
<td></td>
</tr>
<tr>
<td>I like that [they] are in Bexell. The face-to-face meetings with them increase efficiency, productivity and convenience.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4</th>
<th>COE Positive Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>People that we interact with at School level are extremely nice and friendly.</td>
<td></td>
</tr>
<tr>
<td>It is hugely important to have the person physically located in our building. It is NOT simply to save me time; it affects also my students, TAs, etc. Any change to that will create inefficiencies in the system that would be buried and not visible. Thanks. Personnel really try to be helpful. Having HR closer to the college is a big help. Very friendly, helpful, and timely. Feel like they care about us and doing their job well. Is great to see!</td>
<td></td>
</tr>
<tr>
<td>Staff are friendly - this is appreciated. The personal attention is great and really helps when there is confusion and tight deadlines.</td>
<td></td>
</tr>
<tr>
<td>I was skeptical about the transition to the BEBC. However, I think overall the transition has been smooth and the times to process reimbursals, purchasing, travel, etc. have dramatically reduced. I also think that once we get to a point that all the accounting is up to date and the report generation for start-up, ROH, etc. is further streamlined we'll be in an even better place. It is essential to have the research/grants accountant &quot;in house&quot;. Also the new folks in the BEBC working for civil are doing a great job. Great professionalism and a can-do attitude!</td>
<td></td>
</tr>
<tr>
<td>The Business Center Staff is very friendly and helpful. Generally outstanding, competent and helpful people. A lot of the financial side of BEBC has become 'faceless' and I miss the interaction within our own unit. I think we're all going thru a transition period and overall the changes have been good. It's still a learning curve. It is very beneficial to both have people in a central location and also dispersed into the units. Keep the present model.</td>
<td></td>
</tr>
<tr>
<td>How nice and friendly all the staff are!</td>
<td></td>
</tr>
</tbody>
</table>

Close to the Customer Project  
C2C@bus.oregonstate.edu   (541) 713-8041  
Oregon State University BEBC: Service Satisfaction Survey
### Appendix B: Constructive Feedback *(A sample of data collected)*

<table>
<thead>
<tr>
<th>Table 5 COB Constructive Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need greater clarity of roles/responsibilities.</td>
</tr>
<tr>
<td>The internal customer service attitudes could be improved. Everyone is busy but we should still try to help everyone and not just say &quot;that's not my job. End of discussion.&quot; This may already exist but access to some sort of decision tree for contacting people might help. I think it is easy to call someone for everything because we know that person.</td>
</tr>
<tr>
<td>Improve interface with payroll. I had an unfortunate incident of overpayment due to no negligence on my part - the paperwork was just not done by the Business Center and/or payroll in a timely manner. I was forced to go through steps required to re-pay the overpayment. Not fun.</td>
</tr>
<tr>
<td>Stop consolidation, Make it more customer oriented by collocating support staff in the colleges</td>
</tr>
<tr>
<td>Need better HR help or clearer instructions about what responsibilities lie in which office</td>
</tr>
<tr>
<td>The only problems I have seen are occasional coordination issues with other campus services. A recent experience regarding one-or-two day late application for tuition waivers was downright insulting as people made me sign a form which in essence said 'I'll never make a clerical error again and if I do, you can reduce my compensation by thousands of dollars' - stupid, stupid HR policy. But I do NOT believe this is the fault of the Business Center - you all were most helpful.</td>
</tr>
<tr>
<td>Maintain the proximity of Business Center professionals to those of us who use them. It is meaningful to have a close professional relationship in order to know who to contact.</td>
</tr>
<tr>
<td>I believe it is important to provide faculty and staff easy access to members of the Business Center. This is one area where centralized office housed in one college over another college may not work</td>
</tr>
<tr>
<td>Keep them in Bexell</td>
</tr>
<tr>
<td>Nothing. The change in travel services that began today was well announced as have been others.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 6 COE Constructive Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>It would be good to have a short newsletter that listed any changes in rules and procedures. Now we only find the changes when something gets rejected.</td>
</tr>
<tr>
<td>Could you help clarify the travel policy/recommended procedures, especially after the mysterious email that came from the university as having changed the preferred travel services agency?</td>
</tr>
<tr>
<td>Provide communication on Website. This survey is my first exposure to it.</td>
</tr>
<tr>
<td>I need better access to my grant information. Much of this has been happening over the past few weeks, and I believe it will continue to improve moving forward.</td>
</tr>
<tr>
<td>Providing a faculty handbook that is both brief and information packed is the single most important thing that the BEBC could do to improve services. New faculty do not know which questions to ask to find the information and develop the questions they should be asking. A faculty handbook, perhaps no more than 15 to 20 pages, could be provided that lists the names of pertinent personnel, their positions and responsibilities, contact info, expense rules/regs, contracting rules/regs, etc. This handbook would essentially boil down the OSU rules (posted online, too voluminous to have new faculty comprehend) to the bare essentials.</td>
</tr>
<tr>
<td>Make proposal submittal process electronic and as streamlined as possible. Make grant-specific access to budget information available on-line that shows all grant expenditures.</td>
</tr>
<tr>
<td>More web resources related to policies. Outline of specific tasks of who to contact for what task.</td>
</tr>
<tr>
<td>Some training on how to setup an index and how the numbering system works for the index.</td>
</tr>
</tbody>
</table>