

Oregon State
UNIVERSITY

College of Business

The Close to the
Customer Project

C2C@bus.oregonstate.edu
(541) 713-8041



Oregon State University ASBC

Service Satisfaction Survey

June 24, 2011

Table of Contents

- Research Methods 2
- Overview of Key Findings..... 3
- 1. Please indicate which services you have previously used 4
 - 1a. Which Human Resources services have you previously used? 4
 - 1b. Which Finance and Accounting services have you previously used? 6
- 2. How often do you use the Business Center services? 9
- 3. When you contact the Business Center, how often do you typically use each of the following communication methods? 11
- 4. Satisfaction regarding BC services 12
 - 4a. Business Center representatives respond in a timely manner. 12
 - 4b. Business Center representatives handle my issues to my satisfaction 13
 - 4c. Business Center representatives are professional. 14
 - 4d. Business Center representatives are knowledgeable 14
 - 4e. I know who to contact at the Business Center when I have an HR question/issue 15
 - 4f. I know who to contact at the BC when I have a Finance and Accounting question or issue 16
 - 4g. The Business Center provides clear information on procedures and policies 17
 - 4h. I am comfortable approaching a BC representative when I have a question or issue. 17
 - 4i. Overall, my experiences with the Business Center have been positive. 18
- 5. Satisfaction regarding BC reports 19
 - 5a. The Business Center delivers reports in a timely manner 19
 - 5b. The Business Center reports provide useful information needed to monitor financial status. 20
 - 5c. The Business Center reports provide useful information needed to make decisions 20
- 6. In which unit do you work? 21
- 7. What is your position? 21
- 8. How long have you worked for the college? 22
- 9. Do you have some positive comments that you would like to pass on? 22
- 10. Please tell us what you think can be done to improve the Business Center services 23

Research Objective

In 2009, the Arts and Sciences Business Center (ASBC) was implemented to meet the accounting, finance and human resource support needs of the Colleges of Liberal Arts, Science, Education, and the University Honors College. 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 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 Science (COS) College of Liberal Arts (CLA), the College of Education (COE), and the University Honors College (UHC). The questionnaire included 19 multiple-choice questions and 2 open-ended questions.

On May 2nd, an email invitation containing a brief description and link to the survey was distributed to 1,293 recipients. 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. While there were 360 surveys opened and started, a total of 266 complete responses were recorded for a response rate of 20%.

Overview of Key Findings

Overall, respondents from all four colleges 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.

Respondents from all four colleges Agree or Strongly Agree that their overall experience with the BC has been positive.

1. A majority of respondents Agree or Strongly Agree that the BC representatives respond in a timely manner (Figure 11) and handle issues to their satisfaction (Figure 12), are professional (Figure 13) and are knowledgeable (Figure 14).
2. A majority of respondents Agree or Strongly Agree that they know who to contact if they have a Finance and Accounting issue (Figure 16) and are comfortable approaching BC representatives with questions (Figure 19).
3. In compiling open-ended feedback comments from respondents, the general consensus is that many respondents are very satisfied with the helpfulness and reliability of the staff.

There were also areas where lower satisfaction levels among respondents were noted.

1. “The BC provides clear information on procedures and policies”: 34% of respondents Agree, 36.5% remain neutral, and 29% Disagree with the statement (Figure 18).
2. “The BC delivers reports in a timely manner”: While over 44% reacted positively to this statement, 25.4% remained neutral, and over 30% Disagree (Figure 21).
3. “BC Reports provide useful information for decision-making”: Over 47% of respondents Agree with this, but over 30% remained neutral and over 22% Disagree (Figure 22).

1. 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 Human Resources services have you previously used?

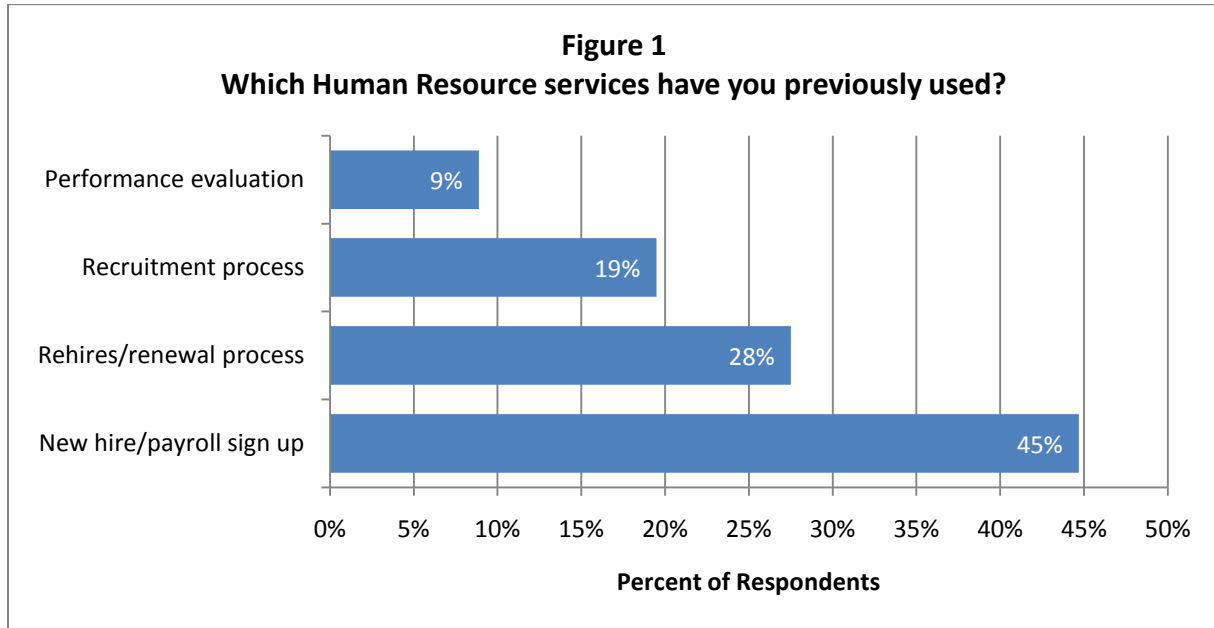


Figure 1 illustrates that respondents use BC human resource services primarily for new hire/payroll sign up and rehires/renewal process.

Table 1 Other Human Resources Text Responses		
COE Respondents	CLA/UHC Respondents	COS Respondents
Consultation	Contracts for international visiting speakers	Postdoc scholars, request salary increase, employee leave
OSU ID Card	Dependent tuition registration	Apply for FMLA
Personal Questions	Ecampus Pay Policy	Faculty Tuition Discount
Time Reporting	Faculty Leave	FTE Adjustment
Tuition Reduction	FMLA/OMLA extended leave	Name Change
	HR: benefits	Payroll issuance and discrepancies
	Overload Compensation Request	Promotion title change
	Reclass	Selling vacation time
	Staff Tuition Forms	Staff fee, supervisor updates
	Time Entry	Transfer of faculty/staff tuition privileges to family member

Table 1 depicts the open-ended text responses from respondents regarding other less common human resource related services that they use at the BC. The responses are organized vertically by college.

1b. Which Finance and Accounting services have you previously used?

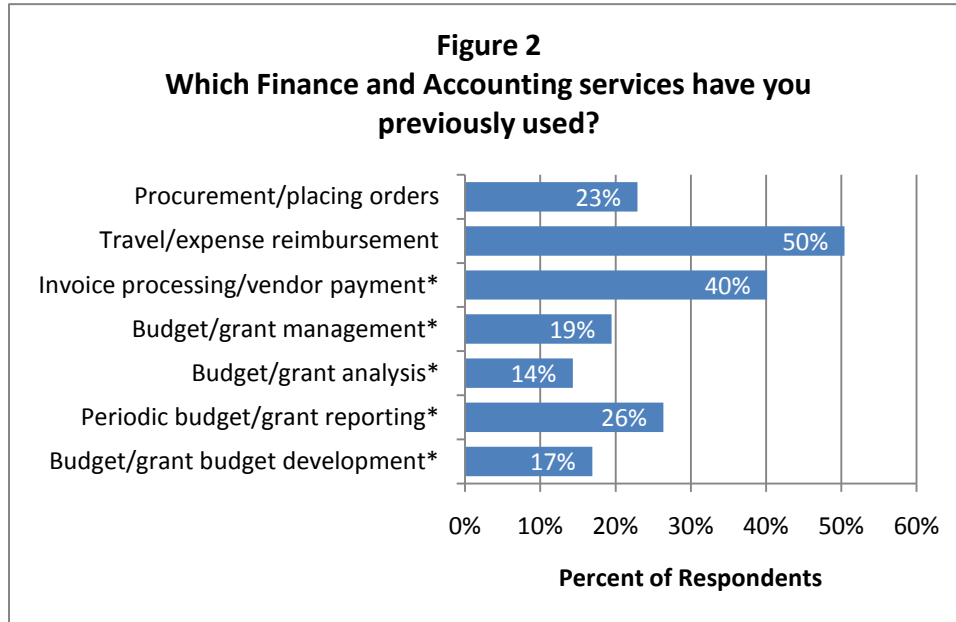


Figure 2 illustrates that respondents use BC finance and accounting services primarily for travel/expense reimbursements and invoice processing/vendor payment. The areas that are marked with an asterisk* indicate there was statistical difference in the number of responses from each college for that aspect of the Business Center. This breakdown of the use of services is shown in Figures 3 through 7.

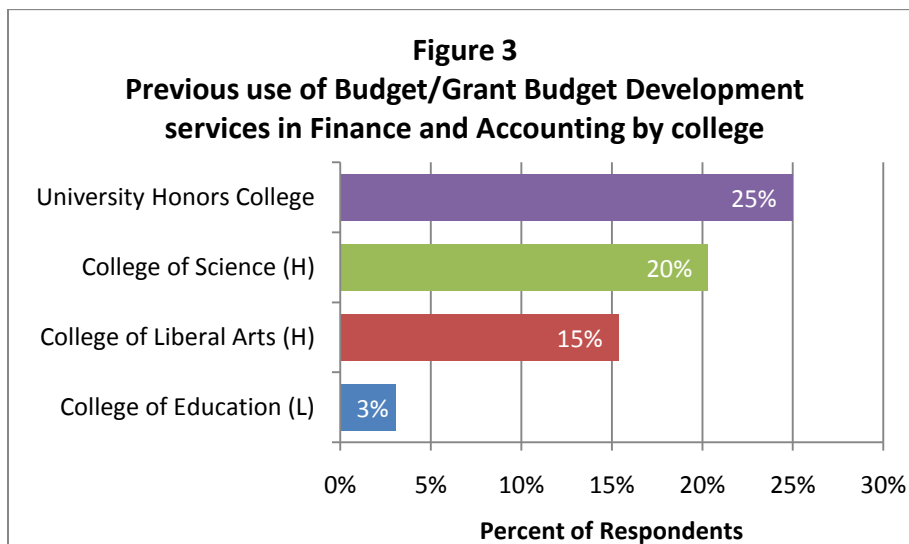


Figure 3 depicts the breakdown of use by college for the budget/ grant budget development services in finance and accounting. As the UHC returned a very small sample size (four responses), its high percentage is not statistically different than the other colleges. The use by respondents from the COS and the CLA are significantly higher than the 3% usage found reported by COE respondents.

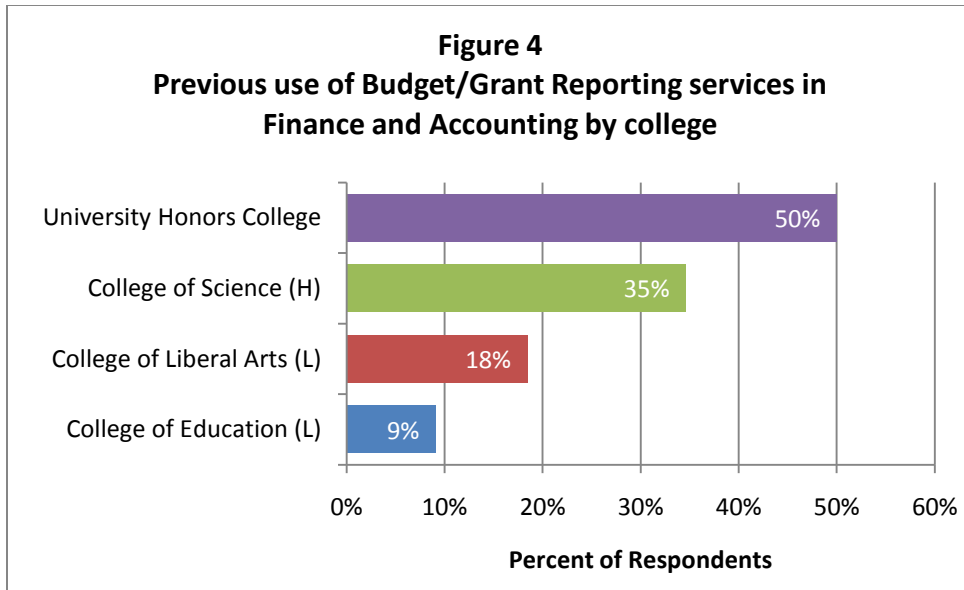


Figure 4 depicts the breakdown by college of the responses given for the use of budget/grant reporting services in finance and accounting. As the UHC returned a very small sample size, its high percentage is not significant. Use by COS respondents is significantly higher than use reported by CLA and the COE respondents.

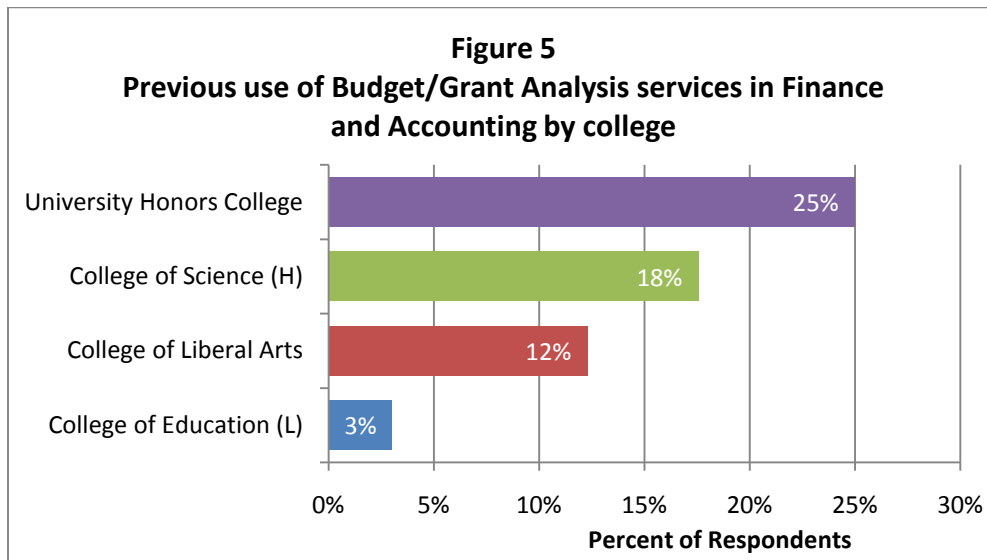


Figure 5 depicts the breakdown by college of the responses given for the use of budget/ grant analysis services in finance and accounting. As the UHC returned a very small sample size, its high percentage is not significant. The usage among COS respondents is significantly higher than usage reported by COE respondents.

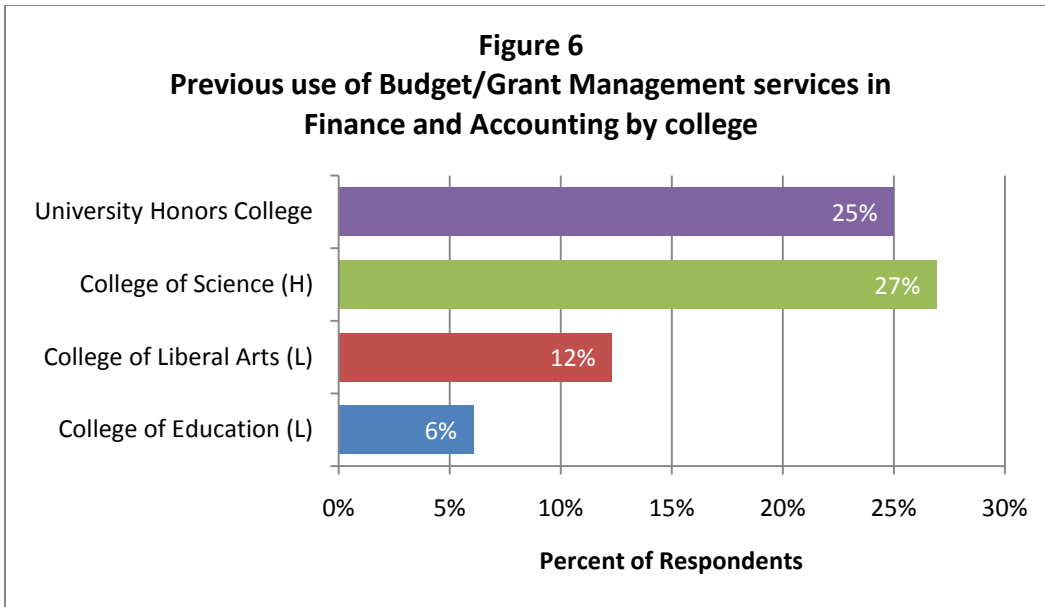


Figure 6 depicts the breakdown by college of the responses given for the use of budget/ grant management services in finance and accounting. As the UHC returned a very small sample size, its high percentage is not significant. Respondent use among COS is significantly higher than the use among CLA and the COE respondents.

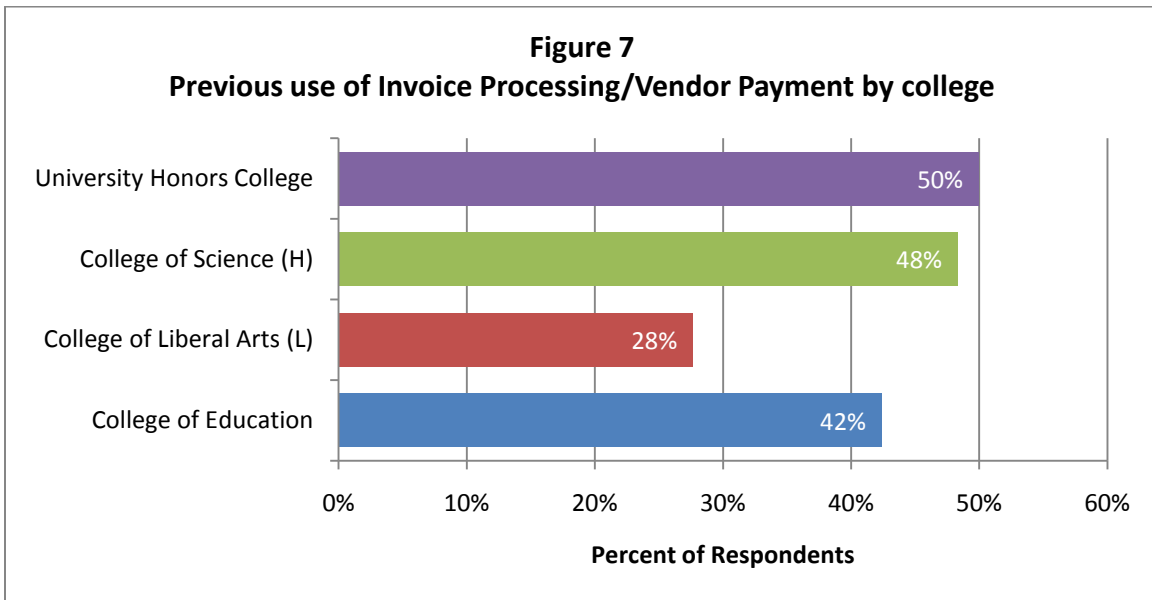


Figure 7 depicts the breakdown by college of the responses given for the use of invoice processing/vendor payment. As the UHC returned a very small sample size, its high percentage is not significant. Usage by COS respondents is significantly higher than the usage reported by CLA respondents.

Table 1 Other Finance and Accounting Text Responses		
COE Respondents	CLA/UHC Respondents	COS Respondents
Auto Deposits	Honors course reimbursement	Payroll issues
Beginning of budget analysis	JV's	Visa purchase and statement
Timesheet	New index/activity code	PAR Forms
Research budget development	OSU Foundation invoices, reimbursements, travel	Procurement Card
Scholarship assistance	Study abroad program budget	Scholarships, OSUF reports

Table 2 depicts the open-ended text responses from COE, CLA/UHC, and COS respondents regarding other more specific finance and accounting services that they use at the BC. The responses are organized vertically by college.

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

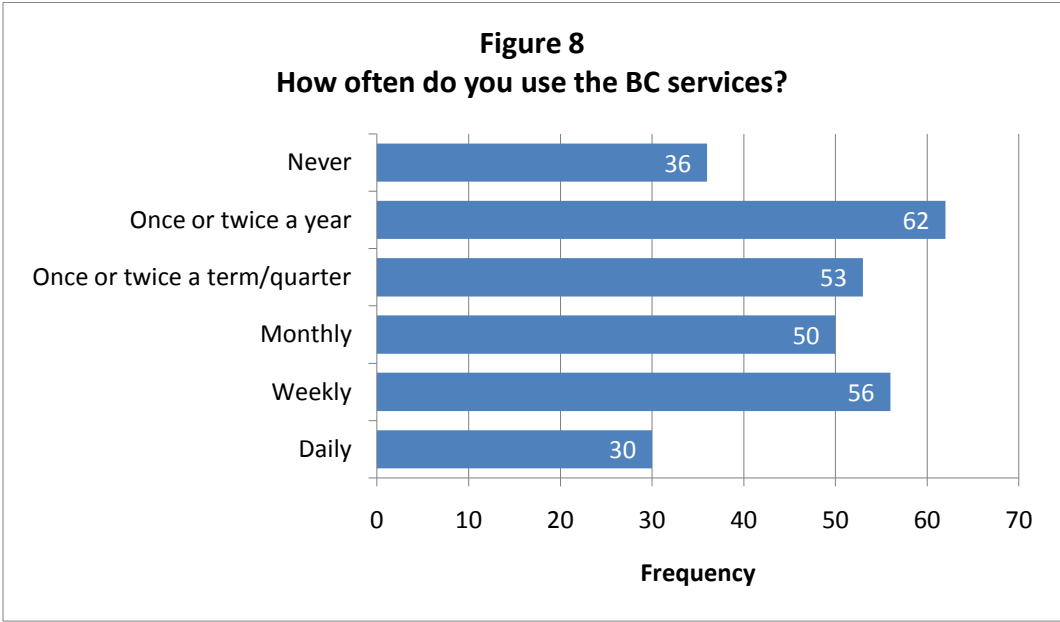
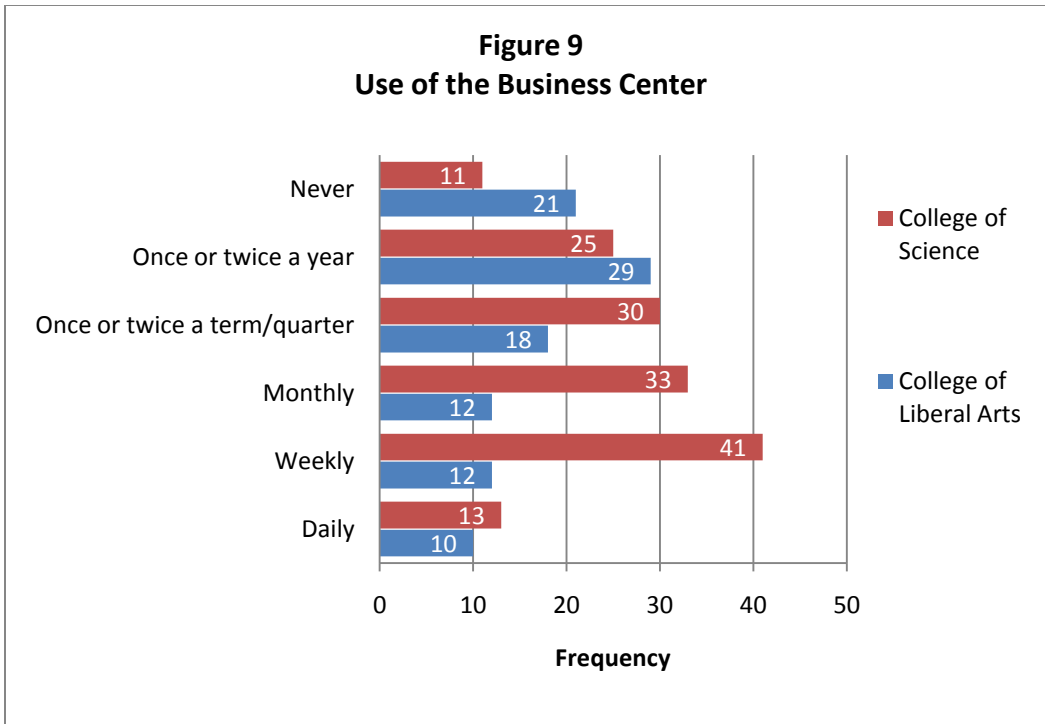


Figure 8 depicts the relatively even usage distribution of the BC services among respondents. Of the 287 responses, 86 (just under 30%) replied that they used the BC services either daily or weekly. Also, 103 respondents (over 35%) use the BC services from monthly to once or twice a term. Finally, 98 respondents (over 34%) either use the BC once or twice a year or never.



There was a significant difference in the frequency of usage reported by the 153 respondents from the College of Science and the 102 respondents from the College of Liberal Arts. Figure 9 shows the difference between the colleges. More than half of the College of Science respondents reported at least monthly use while about 21 percent of College of Liberal Arts respondents reported no use (“never”) and respondents reporting use as low as once per year and once or twice a term accounted for 46 percent of the CLA responses.

3. When you contact the Business Center, how often do you typically use each of the following communication methods?

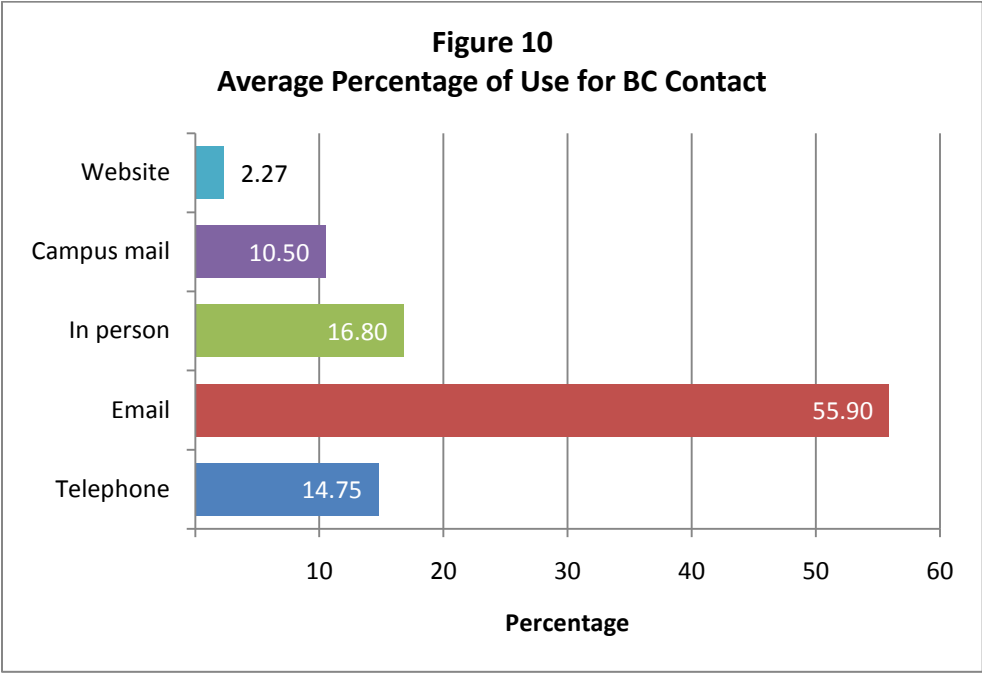


Figure 10 indicates that over half (55.9%) of respondents contact the BC through e-mail, 16.8% contact the BC in-person, 14.75% of respondents use telephone and only 2% of respondents use on-campus mail or the website.

4. 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.

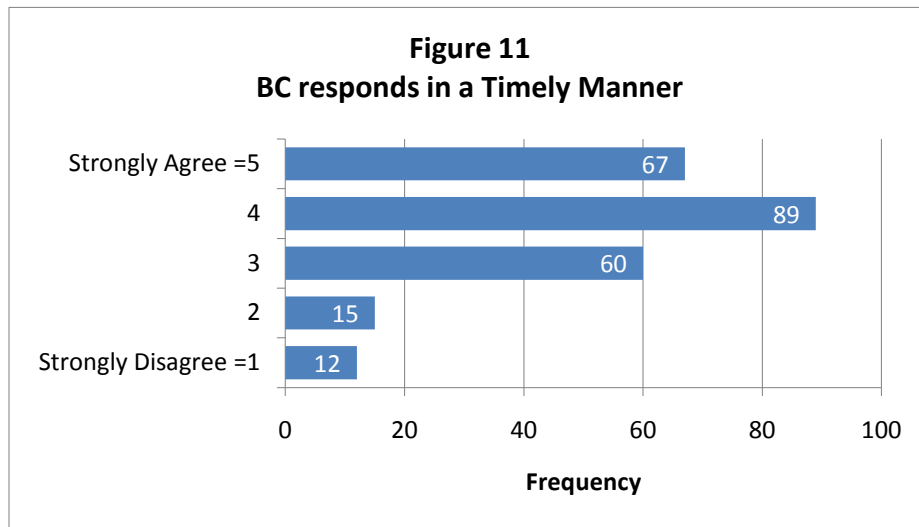


Figure 11 illustrates that out of 243 total responses, the majority of respondents (64.2%) either Agree (4) or Strongly Agree that BC representatives respond in a timely manner.

4b. Business Center representatives handle my issues to my satisfaction

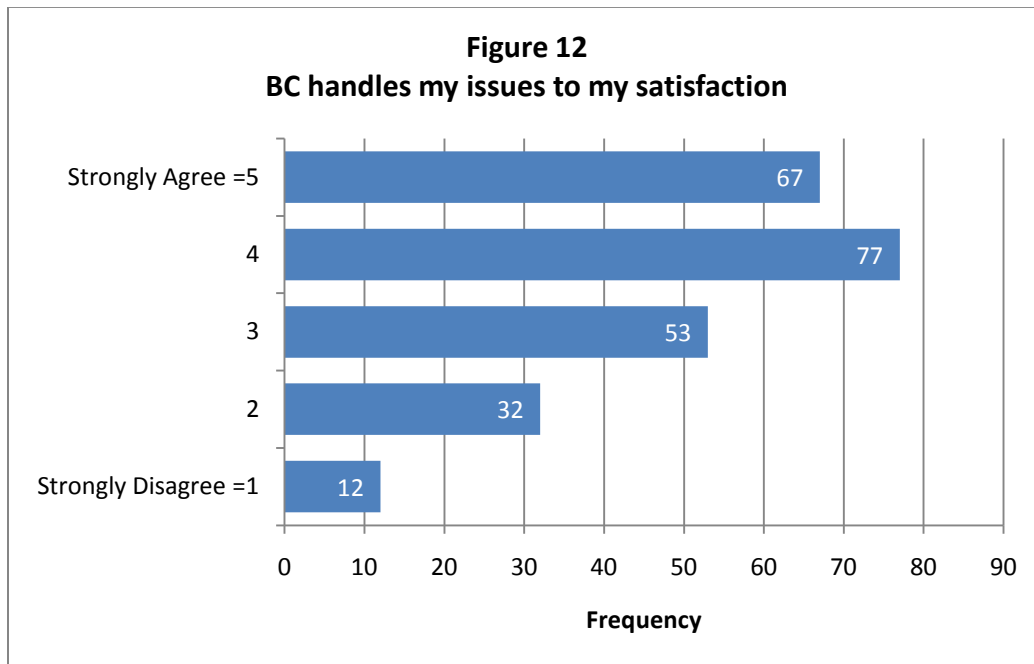


Figure 12 illustrates that out of 241 total responses, the majority of respondents (59.7%) either Agree (4) or Strongly Agree that BC representatives handle issues to their satisfaction.

4c. Business Center representatives are professional.

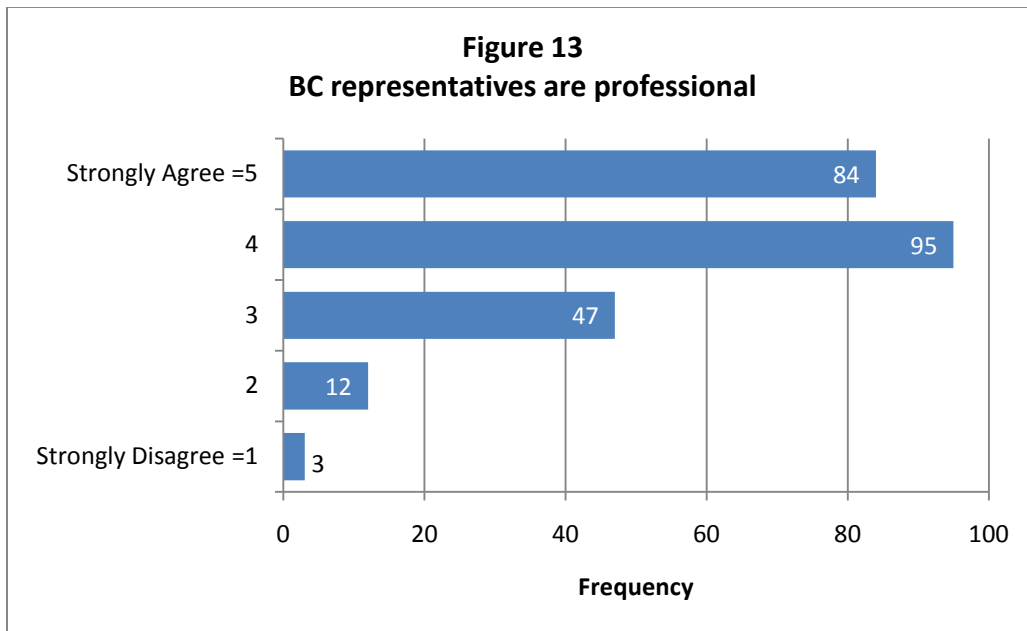


Figure 13 illustrates that out of 241 total responses, the majority of respondents (74.3%) either Agree (4) or Strongly Agree that BC representatives are professional.

4d. Business Center representatives are knowledgeable

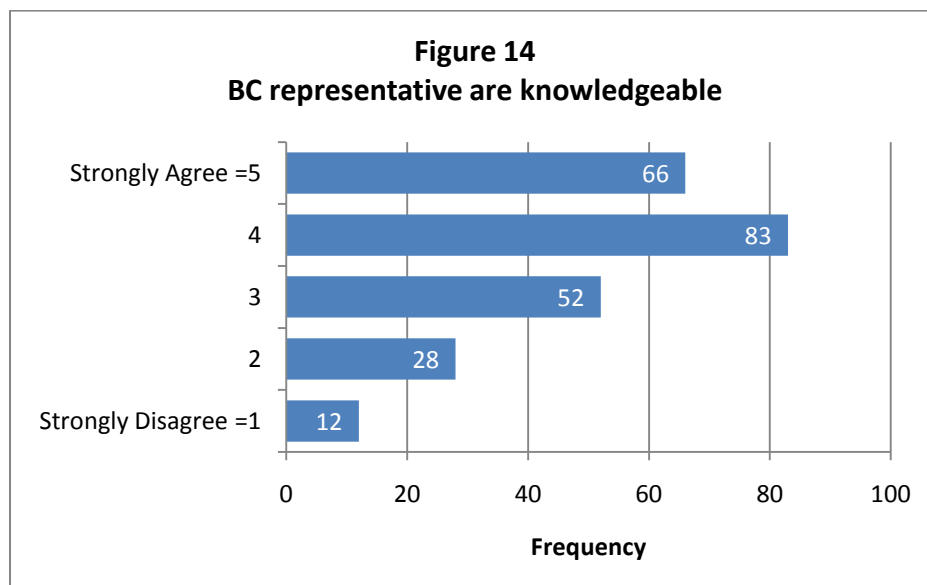


Figure 14 illustrates that out of 241 total responses, the majority of respondents (61.8%) either Agree (4) or Strongly Agree that BC representatives are knowledgeable.

4e. I know who to contact at the Business Center when I have an HR question/issue

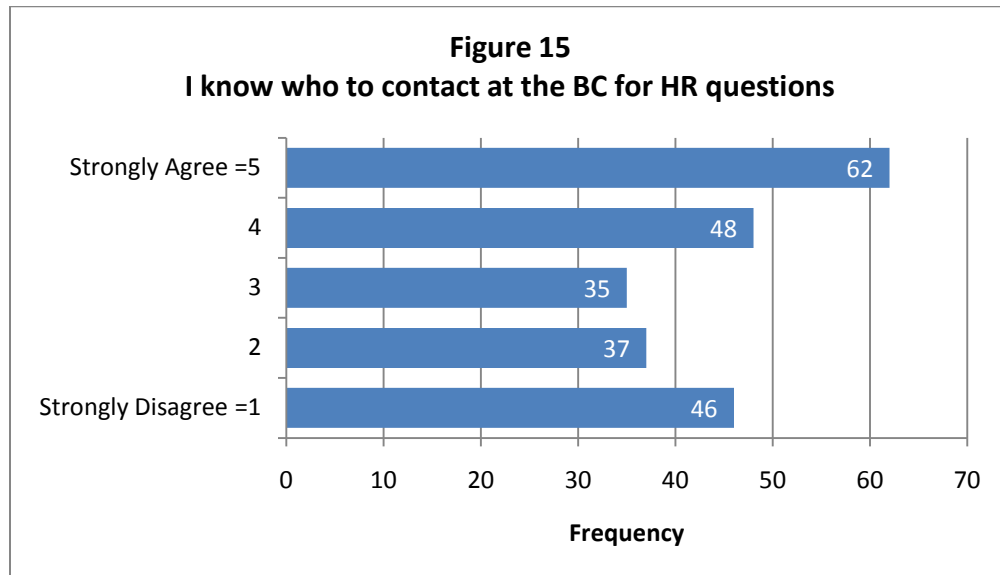


Figure 15 illustrates that out of 228 total responses, nearly half (48.2%) either Agree (4) or Strongly Agree that they know who to contact in the BC for human resource questions while more than a third (36.4 %) Disagree or Strongly Disagree with the statement and 15% were “neutral” (3) which should be interpreted as “unsure.”

4f. I know who to contact at the BC when I have a Finance and Accounting question or issue

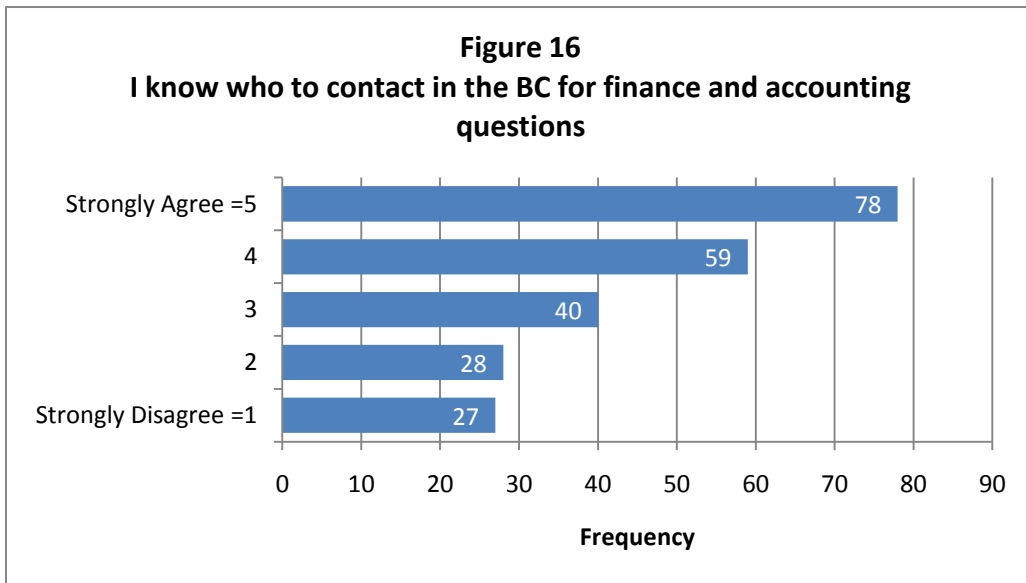
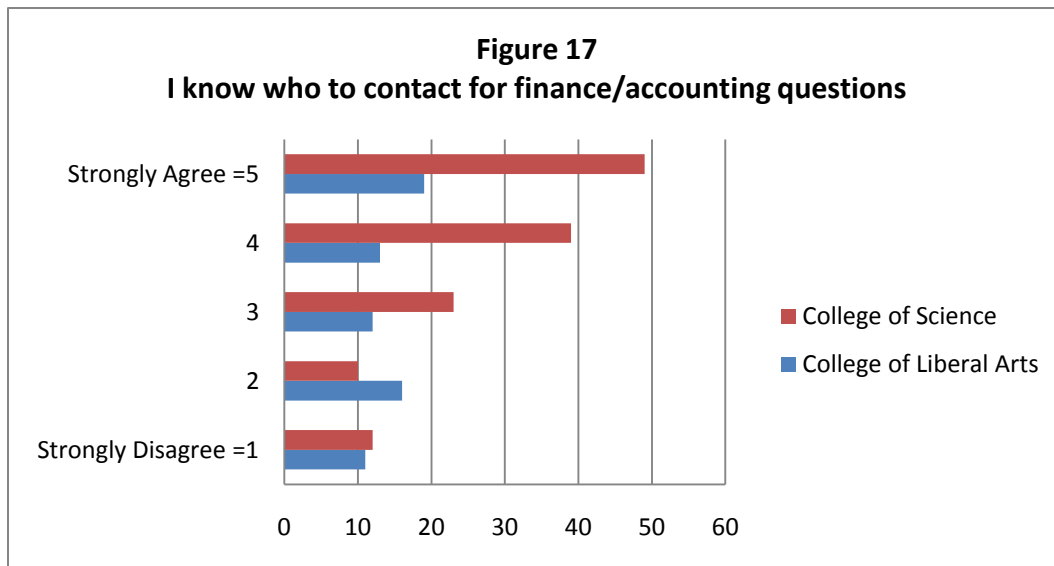


Figure 16 illustrates that out of 232 total responses, the majority of respondents (59%) either Agree or Strongly Agree that they know who to contact in the BC for finance and accounting questions.



Respondents from CLA and COS responded significantly differently to this question. As shown in Figure 17, roughly the same number of CLA respondents selected each of the five response categories. In contrast, the College of Science had about 10 responses in each of the two disagree responses, more than twenty “neutral” (3) responses, nearly forty Agree (4) responses and almost fifty Strongly Agree responses. In total, only 45 percent of CLA respondents Agreed or Strongly Agreed while 66% of COS respondents Agreed or Strongly Agreed.

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

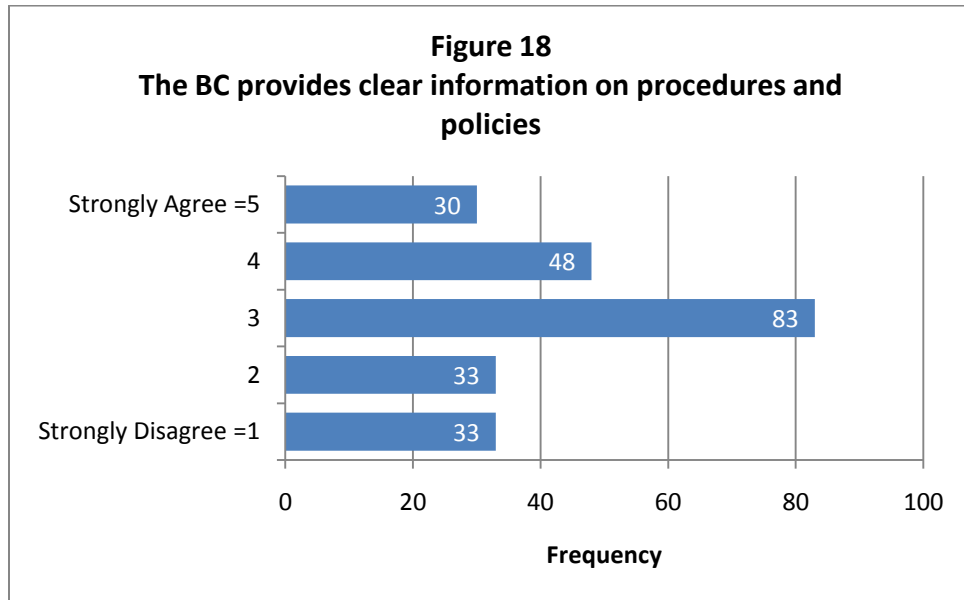


Figure 18 illustrates that out of 227 total responses, 83 (36.5%) remain neutral, 66 (29%) either Disagree or Strongly Disagree, and 78 (34%) either Agree or Strongly Agree that BC provides clear information on procedures and policies.

4h. I am comfortable approaching a BC representative when I have a question or issue.

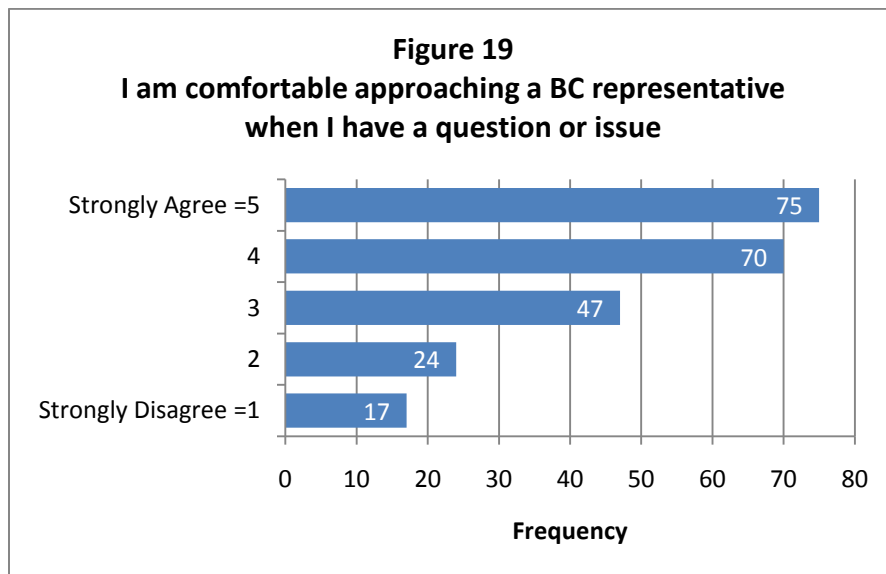


Figure 19 illustrates that out of 233 total responses, 145 (62.2%) either Agree or Strongly Agree that they are comfortable approaching a BC representative with questions or issues.

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

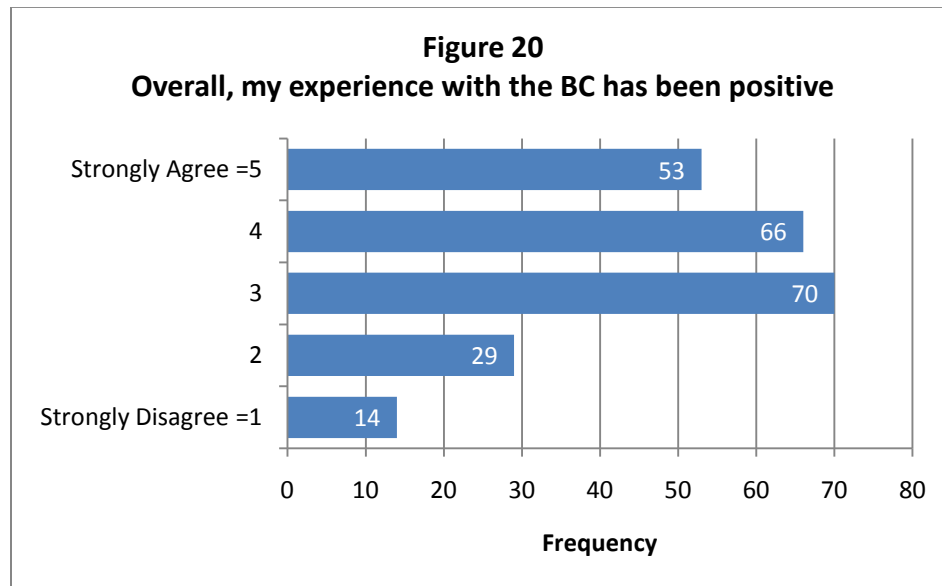


Figure 20 illustrates that out of 232 total responses, 119 (51.3%) either Agree or Strongly Agree that overall, their experience with the BC has been positive, while 70 respondents (over 30%) remain neutral, and only 43 respondents (18.5%) Disagree or Strongly Disagree.

5. Satisfaction regarding BC reports

Respondents were asked to indicate their level of agreement with various statements about BC reports. 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.

5a. The Business Center delivers reports in a timely manner

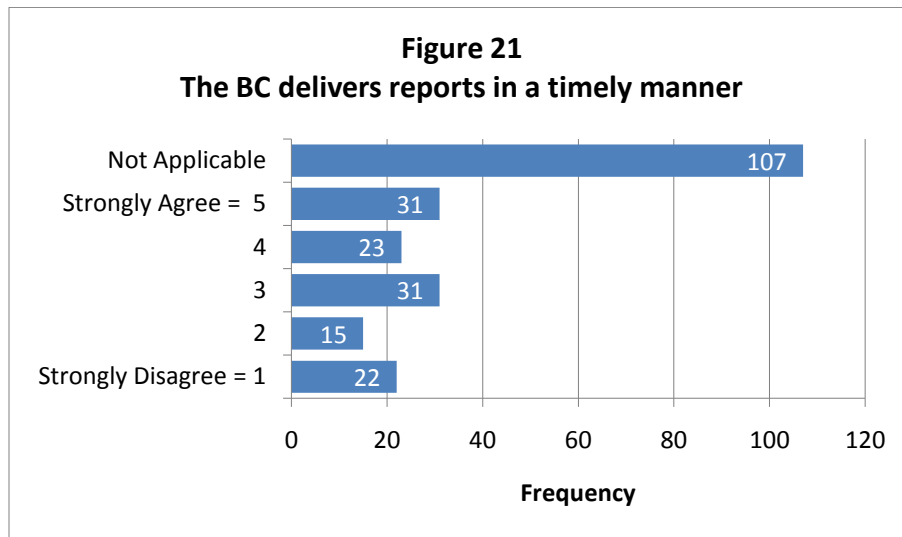


Figure 21 illustrates that 46.7% of respondents feel that the question is not applicable to their work in their unit. Of respondents who did answer the question, from the 122 valid responses, 54 (44.3%) either Agree or Strongly Agree that the business center delivers reports in a timely manner, while 31 respondents (25.4%) remain neutral, and 37 (30.3%) Disagree or Strongly Disagree.

5b. The Business Center reports provide useful information needed to monitor financial status.

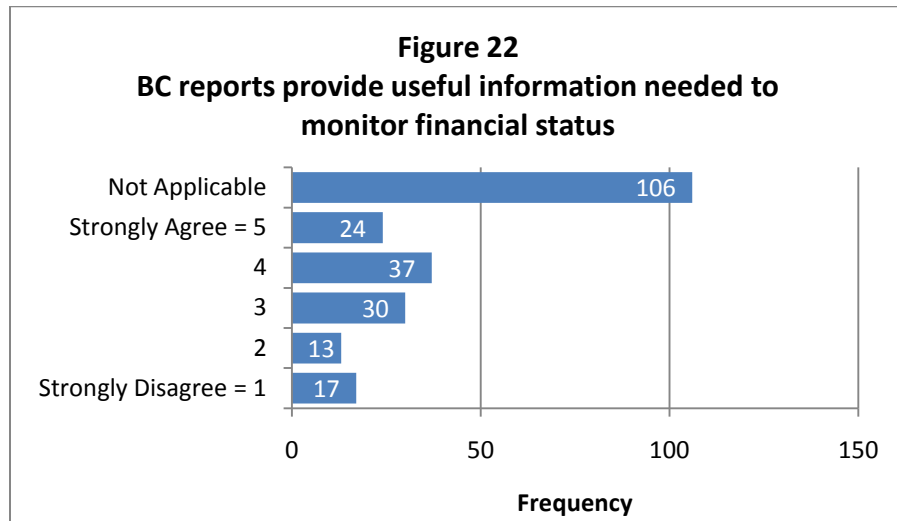


Figure 22 illustrates that 106 respondents feel that the question is not applicable to their work in their unit. Of the 121 valid responses, 61 (50.4%) either Agree or Strongly Agree that BC reports provide useful information needed to monitor financial status while 37 respondents (30.6%) were neutral, and 30 (24.8%) Disagree or Strongly Disagree.

5c. The Business Center reports provide useful information needed to make decisions

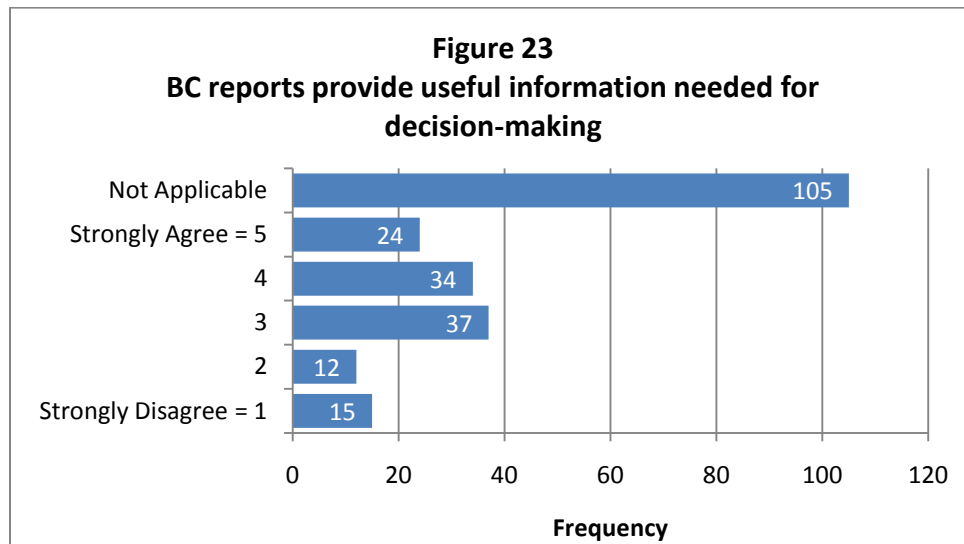


Figure 23 illustrates that 105 respondents feel that the question is not applicable to their work in their unit. Of the 122 valid responses, 58 (47.5%) either Agree or Strongly Agree that BC reports provide useful information needed for decision making, while 37 respondents (30.3%) were neutral, and 27 (22.1%) Disagree or Strongly Disagree.

6. In which unit do you work?

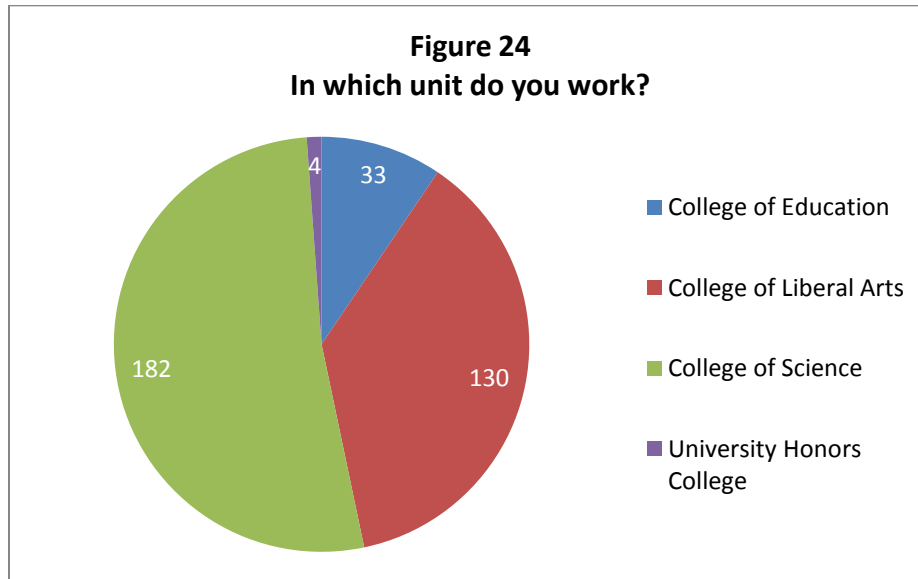


Figure 24 shows that 52.1% of respondents work in the COS, 37.2% of respondents work in the CLA, 9.5% of respondents work with the COE, and 1.1% work with the UHC.

7. What is your position?

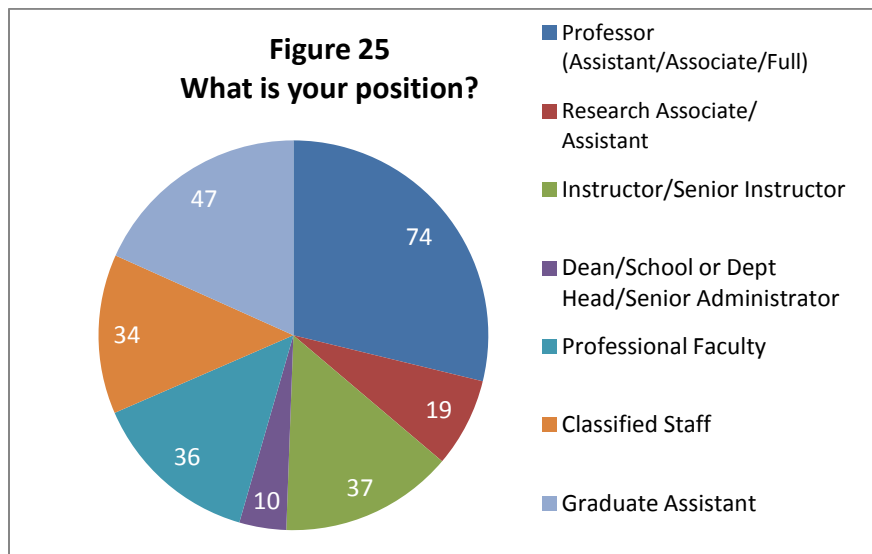


Figure 25 indicates that the two positions which responded in the largest numbers were Professors at 27.7% and Graduate Assistants at 17.6%. The next largest groups of respondents were Instructors/Senior Instructors at 13.9%, Professional Faculty at 13.5%, and Classified Staff at 12.7%. The smallest representation comes from the Research Associates/Assistants at 7.1% and the Dean/School or Department Head/Senior Administrator category at 3.7%.

8. How long have you worked for the college?

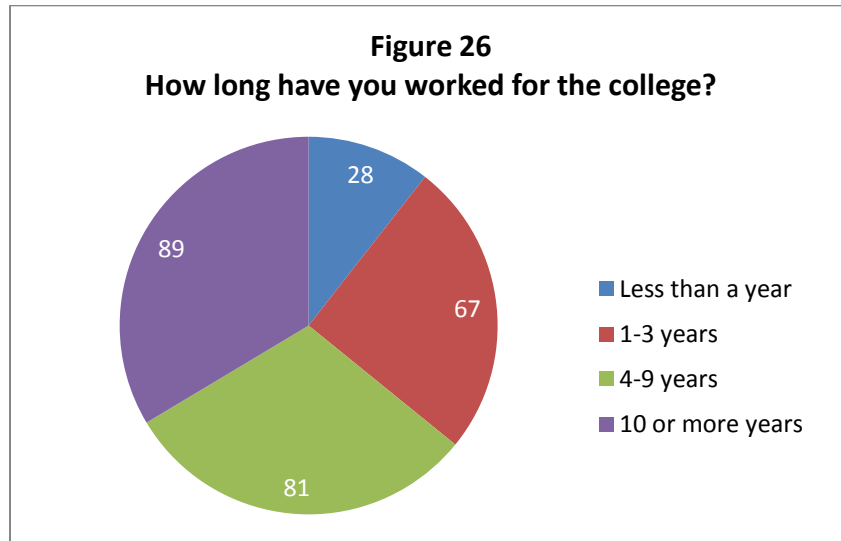


Figure 26 indicates that the greatest percentage (33.6%) of respondents have worked in their college for 10 or more years while 30% have worked in their college 4-9 years, 25.3% for 1-3 years, and 10.6% for less than one year.

9. Do you have some positive comments that you would like to pass on?

When analyzing the positive comments, many personal compliments were made regarding the helpfulness and reliability of the staff members especially in times of restructuring. Overall, respondents seem considerably satisfied with the people they work with and the contacts they are assigned to in the Business Center.

Some specific words that were used to describe BC staff and services are as follows:

- Knowledgeable
- Responsive
- Professional
- Flexible
- Friendly
- Timely
- Efficient
- Helpful
- Supportive
- Considerate
- Patient

For a complete list of positive open-ended responses please refer to Appendix A, Tables 3, 4, and 5. The responses are split up by College.

10. Please tell us what you think can be done to improve the Business Center services

When analyzing the constructive open-ended responses from all colleges, there is a desire for a better stream of communication as well as consistency in protocol and procedures both within the Business Center and also between the Business Center and each college.

Also, various respondents commented on their lack of knowledge of BC staff jobs as well as the array of services offered by the BC. Ways in which respondents suggested improvement in this area included:

- Online bios of staff and job descriptions
- Workshops on services offered
- Instructional documents
- More consistency of procedures and policies both within the BC and with other university BC's
- More open communication from BC to colleges as well as between BC's
- Better understanding of people's jobs and expectations for procedures
- Many requested timely response to emails just so they know the email was received (even if they can't help them right away)
- Many commented on issues with how slow direct deposit was in getting set up

For a complete list of constructive open-ended responses, please refer to Appendix B, Tables 6, 7, and 8. The responses are split up by College.