

# NACUFS Benchmarking Customer Satisfaction Survey

Webster University -- Campus Dining Services

## Executive Summary

2006-07

### Response Rate

560 total responses at Webster University (90% student, 10% fac/staff; campus residents 54%). This is a large increase from 364 responses last year and a much larger percentage of resident students (54% v. 28%).

Nationally – 87 colleges and universities, 99,378 respondents, 12% contract operations, 23% private, 87% students, 64% campus residents.

### Scale

All numbers presented are on a scale of 1-5, with 5 being very satisfied or very important.

### Satisfaction

47% of respondents are satisfied or very satisfied with Campus Dining Services overall. 31% have mixed opinions and 22% are somewhat or very dissatisfied.

- Overall satisfaction lower than national average for privates (3.31 v. 3.73)
- Overall satisfaction lower than last year (3.31 v. 3.50)
- Females less satisfied than males (3.19 v. 3.47)
- Residents less satisfied than commuters (3.27 v. 3.36); reverse of last year
- Faculty more satisfied than students & staff (3.85 v. 3.20 & 3.18)
- Overall satisfaction higher than other contracted operations nationally (3.31 v. 3.22)
- Satisfaction with Marletto's lower than national average for dining halls (3.25 v. 3.65)
- Satisfaction with Jazzman's lower than national average for coffee shops (3.37 v. 3.91)
- Satisfaction with Crossroads lower than national average for food courts (3.33 v. 3.71)
- Satisfaction with Café a la Cart lower than nat'l avg for similar units (3.48 v. 3.80)

| Satisfaction                  | 2006 | National | 2005 |
|-------------------------------|------|----------|------|
| Overall satisfaction          | 3.31 | 3.72     | 3.50 |
| Very satisfied                | 13%  | 25%      | 15%  |
| Very or somewhat satisfied    | 47%  | 65%      | 54%  |
| Very or somewhat dissatisfied | 22%  | 14%      | 16%  |
| Very dissatisfied             | 8%   | 5%       | 3%   |

There is a significant difference in satisfaction between Marletto's Marketplace and the retail units. The retail units are rated higher. This is a reverse of last year.

|                |      |
|----------------|------|
| Marletto's     | 3.25 |
| UC Crossroads  | 3.33 |
| Jazzman's      | 3.37 |
| Café a la Cart | 3.48 |

### Importance – Top Ten

| Important Factors           | 2006 | National | 2005 |
|-----------------------------|------|----------|------|
| Cleanliness – overall       | 4.71 | 4.71     | 4.70 |
| Freshness                   | 4.70 | 4.69     | 4.72 |
| Taste                       | 4.69 | 4.68     | 4.66 |
| Cleanliness – seating areas | 4.63 | 4.60     | 4.63 |
| Food – overall              | 4.54 | 4.54     | 4.38 |
| Friendliness of staff       | 4.52 | 4.39     | 4.46 |
| Value                       | 4.49 | 4.34     | 4.46 |
| Service – overall           | 4.49 | 4.44     | 4.52 |
| Variety                     | 4.44 | 4.47     | 4.44 |
| Hours                       | 4.44 | 4.44     | 4.41 |

### Gap Analysis

The top items cited for needed improvement focus primarily on the food (gap = difference between importance and satisfaction). The gap for several items increased significantly (↑) from last year. The satisfaction for these items decreased from last year, across the board.

| Item                                | Gap  | Satisfaction | National Gap | 2005-06 |
|-------------------------------------|------|--------------|--------------|---------|
| Value                               | 1.55 | 2.94         | 0.95         | 1.37    |
| Variety of healthy menu choices (↑) | 1.28 | 3.11         | 0.95         | 1.05    |
| Nutritional content (↑)             | 1.26 | 3.17         | 0.93         | 1.02    |
| Freshness                           | 1.25 | 3.45         | 1.04         | 1.19    |
| Variety of menu choices             | 1.22 | 3.22         | 0.92         | 1.06    |
| Taste                               | 1.19 | 3.48         | 0.97         | 1.04    |
| Hours of operation (↑)              | 1.08 | 3.36         | 0.77         | 0.78    |
| Food overall (↑)                    | 1.07 | 3.41         | 0.80         | 0.78    |

### Satisfaction of Most Important Factors – By Unit

Generally, respondents were less satisfied with these most important factors at Marletto's than any of our retail units. All ratings for Webster units were significantly lower than the national average.

| Factor                | Marletto's | UC Crossroads | Café a la Cart | Jazzman's | National Avg |
|-----------------------|------------|---------------|----------------|-----------|--------------|
| Cleanliness (overall) | 3.92       | 4.07          | 4.26           | 4.40      | 4.71         |
| Freshness             | 3.33       | 3.57          | 3.67           | 3.63      | 4.69         |
| Taste                 | 3.24       | 3.80          | 3.65           | 3.77      | 4.68         |
| Food overall          | 3.33       | 3.53          | 3.53           | 3.49      | 4.54         |
| Friendliness          | 3.33       | 3.84          | 3.76           | 4.07      | 4.39         |
| Value                 | 3.00       | 2.88          | 2.91           | 2.84      | 4.34         |
| Service               | 3.46       | 3.75          | 3.68           | 3.96      | 4.44         |
| Variety               | 3.17       | 3.31          | 3.12           | 3.35      | 4.47         |
| Hours                 | 3.16       | 3.64          | 3.47           | 3.63      | 4.44         |

### Overall Strengths

The strengths of Campus Dining Services are focused on the facilities, cleanliness, and customer service. Several areas of strength experienced significant declines since last year (↓).

| <b>Item</b>                             | <b>Satisfaction</b> | <b>National</b> | <b>2005-06</b> |
|---|---------------------|-----------------|----------------|
| Appearance                              | 4.19                | 4.14            | 4.18           |
| Cleanliness of serving areas            | 4.11                | 4.15            | 4.12           |
| Layout of facilities                    | 4.06                | 4.11            | 4.18           |
| Cleanliness of seating areas            | 4.05                | 3.98            | 4.07           |
| Availability & comfort of seating areas | 4.04                | 3.98            | 4.11           |
| Location of facilities ↓                | 3.90                | 4.31            | 4.18           |
| Helpfulness of staff ↓                  | 3.60                | 4.14            | 3.93           |
| Friendliness of staff ↓                 | 3.58                | 4.19            | 3.98           |
| Speed of service ↓                      | 3.57                | 3.94            | 3.84           |