

MARYMOUNT AT YOUR SERVICE: INTERPRETING THE RESULTS

Spring 2012

Who completed MAYS?

- 1075 completed surveys (31% Return Rate)
 - Level
 - 67% are undergraduates
 - 33% are graduate students
 - Residency
 - 27% live on campus
 - 73% are commuters
 - Admit Status of Undergraduates
 - 54% are first college students
 - 46% are transfer students

What did MAYS ask?

- Students were asked to indicate how strongly they agreed with the five elements of service quality.
 - ▣ Does things properly the first time
 - ▣ Takes responsibility for resolving a problem or issue when it arises
 - ▣ Is eager to work with or help me
 - ▣ Treats me like a person, not a number
 - ▣ Always acts professionally
- Students were asked about the overall commitment to providing excellent customer service
- Students were provided a space for additional comments

What did students think?

	Mean	Sig	Correlation to Overall
Does things properly the first time	4.01	*	.813
Takes responsibility for resolving a problem or issue when it arises	4.04		.848
Is eager to work with or help me	4.02	*	.879
Treats me like a person, not a number	4.04		.859
Always acts professionally	4.09	*	.870
Overall, is committed to providing excellent customer service	4.06		--

Significance measured using a one-sample t-test with a test value of 4.043 (grand mean for all six measures) with $\alpha = .95$ and $p < .05$.

What's the next step in process?

- Offices develop Action Plans
 - ▣ Analyze the results
 - ▣ Articulate ways of improving service quality
 - ▣ Identify needed resources
- Goals of the Action Plans
 - ▣ Clarify thinking around service quality
 - ▣ Facilitate conversation within the division
 - ▣ Inform the Marymount discussion of service quality

How can an office evaluate its results?

- Compare each of the five service quality measures.

	<u>Average</u>
Does things properly the first time	4.02
Takes responsibility for resolving a problem or issue when it arises	4.03
Is eager to work with or help me	3.79
Treats me like a person, not a number	4.06
Always acts professionally	4.10

How can an office evaluate its results?

□ Compare differences in perceptions by groups.

	<u>UG</u>	<u>GR</u>
Does things properly the first time	3.98	4.04
Takes responsibility for resolving a problem or issue when it arises	4.03	4.03
Is eager to work with or help me	3.77	3.85
Treats me like a person, not a number	3.91	4.12
Always acts professionally	4.12	4.05

How can an office evaluate its results?

- Compare to a benchmark of similar offices.

	<u>Unit</u>	<u>Benchmark</u>
Does things properly the first time	4.02	3.95
Takes responsibility for resolving a problem or issue when it arises	4.03	3.83
Is eager to work with or help me	3.79	3.84
Treats me like a person, not a number	4.06	4.24
Always acts professionally	4.10	4.15