

Tell Us- Spring 2011  
Customer Service Executive Summary

In an effort to assess the perception of customer service provided by Union locations, five survey students were hired to administer surveys to customers at the location of service. The survey students approached customers at various days and times of day. The survey students were asked to collect at least 40 survey responses per Union location. The students collected surveys from two to three locations per week. There was one standard survey used for all Dining locations and individual surveys for the Gallagher, U-Mart/Boost, and Games Room. Customers who completed the survey received a free drink coupon. Survey responses were collected from January 17, 2011 until May 2, 2011. A total of 907 complete responses were collected from this survey. The same survey can be found online, though the results from the online survey are not included in this report because they are viewed as critical incidences that do not necessarily reflect the everyday customer experience. The survey included items about service, quality, and improvement. The full survey is appended to the end of this summary.

**Survey Respondents**

Of the 907 responses, 71.3% were daily Union visitors, while another quarter visited weekly. The total number of male and female customers surveyed varied by 6.4%. More females were surveyed than males. Only 17 respondents visited the Student Unions less than a few times per month.

**Table 1. User Demographics**

	Gender (%)		Classification (%)						Housing (%)		
	M	F	Fresh	Soph	Jr	Sr	Grad Student	Faculty/ Staff	None of the above	On Campus	Off Campus
Daily	45.7	54.3	54.5	23.6	10.9	7.6	1.4	1.7	0.3	53.2	46.8
Weekly	50.2	49.8	22	31.2	23.9	15.1	4.6	2.3	0.3	16.1	83.9
Few times per month	54.5	45.5	18.2	4.5	45.5	22.7	4.5	4.5	0	9.1	90.9
Once a month or less	35.3	64.7	5.9	5.9	29.4	5.9	11.8	11.8	29.4	0	100

Source: 2011 Arizona Student Unions Tell Us Survey

Customers were asked, “Have you visited this location before?” with the response choices of “Yes” or “No.” 92.1% of the customers surveyed responded “Yes”, indicating a large number of returning customers. The majority of daily visitors are Freshman and Sophomore students. Very few daily visitors are graduate students or faculty/staff. Upper classmen, graduate students, and faculty/staff visit less frequently. About half of the daily visitors live on campus. Customers living off campus visit less frequently.

**Findings**

The surveys included up to seven satisfaction questions. Using a correlation analysis with overall satisfaction, it was found that customers surveyed in the restaurants most often associated employee

friendliness, wait time, employee attentiveness, and quality with their overall satisfaction. An r value of 0.49 is not a strong correlation, but it is significant compared to other factors. The data indicates that the strongest correlations appear for trainable employee behaviors and speediness of service.

**Table 2. Correlation Analysis**

Factor v. overall satisfaction			
Dining	r-value	U-Mart/Boost	r-value
Employee appearance	0.4206	<b>Employee appearance</b>	<b>0.7081</b>
<b>Employee friendliness</b>	<b>0.4982</b>	<b>Employee friendliness</b>	<b>0.7060</b>
Promptness of service	0.3750	Promptness of service	0.6405
<b>Employee attentiveness</b>	<b>0.4274</b>	<b>Employee attentiveness</b>	<b>0.6904</b>
Order completed correctly	0.1865	Product quality	-0.4804
<b>Food quality</b>	<b>0.4266</b>	Service quality	0.5702
<b>Wait time</b>	<b>0.4472</b>	Wait time	0.1656

Gallagher Theater	r-value	Games Room	r-value
<b>Employee friendliness</b>	<b>0.8722</b>	Employee appearance	0.1779
<b>Employee attentiveness</b>	<b>0.7561</b>	<b>Employee friendliness</b>	<b>0.5420</b>
<b>Quality of service</b>	<b>0.8574</b>	<b>Promptness of service</b>	<b>0.4780</b>
<b>Picture and sound quality</b>	<b>0.6765</b>	<b>Employee attentiveness</b>	<b>0.5182</b>
Movie selection	-0.1438	Game selection	0.3671
<b>Concession selection</b>	<b>0.8924</b>	Quality of gaming equipment	0.0359
		Environment	0.3637

Source: 2011 Arizona Student Unions Tell Us Survey

Customers surveyed at U-Mart and Boost appear to associate employee appearance, employee friendliness, and employee attentiveness with overall satisfaction. The data indicates that the strongest correlations appear for trainable, employee behaviors rather than conditions that are outside of the scope of employee control. There is a negative correlation of product quality and overall satisfaction, suggesting that product quality hardly influences overall satisfaction.

The data for the Gallagher Theater indicates that concession selections, employee friendliness, quality of service, employee attentiveness, and picture and sound quality correlated with overall satisfaction for surveyed customers. For the most part, these are employee-relatable behaviors, but there are also other factors that influence the overall satisfaction.

The factors that correlated the strongest with overall satisfaction in the Games Room were employee friendliness, employee attentiveness, and promptness of service. These are also, mostly, employee trainable behaviors. There was low correlation between the quality of gaming equipment and overall satisfaction for the Games Room. There were fewer customers surveyed in the U-Mart, Boost, Gallagher Theater, and Games Room than Dining, which may skew the data. The reason was because the dining results compiled all the survey data from all 18 restaurants whereas U-Mart/Boost, Gallagher, and the

Games Room correlation data was based off of the 40 or so survey responses for each of those locations. Compared to the Fall 2010 semester, the correlation values have increased for employee behaviors. In Dining Services, for example, the correlation between satisfaction with employee friendliness and overall satisfaction has increased from  $r=0.3938$  to  $r=0.4981$  (an increase of 0.1044).

Keeping in mind these quality dimensions, this report examines five areas of customer service: Union employee service; promptness of service; menu options and quality; and marketing and improvement qualities.

### **Union Employee Assessment**

In an effort to assess the Customer Service Trainings developed by the Professional Development committee, the survey includes five questions concerning the greetings and thanks provided by employees, as well as satisfaction questions about the employees' appearances, friendliness, and attentiveness.

Customers were asked, "Did we greet you with a smile?" with the response options "Yes" or "No." Out of the total respondents (907), 81.0% replied "Yes," 15.9% replied "No," and 3.1% did not respond. This is a 4.6% increase in customers greeted with smiles from the Fall 2010 semester.

**Table 3. Union Employee Assessment- Smile**

Q6. Were you greeted with a smile?	Percent (%)		# Respondents
	Yes	No	
Redington Restaurant	100.0	0.0	40
Cellar Bistro	97.5	2.5	40
Chik-fil-A	92.9	4.8	42
Café Sonora	92.7	4.9	41
Core	92.5	5.0	40
Eller Deli	92.5	7.5	40
Fuel	92.5	2.5	40
Cactus Grill*	87.4	12.6	87
On Deck Deli	85.4	7.3	41
3 Cheese	85.0	15.0	40
Canyon Cafe	78.3	17.4	46
Starbucks	78.0	19.5	41
BookEnd Cafe	77.5	22.5	40
Bagel Talk	75.6	19.5	41
Core at PSU	72.5	25.0	40
Highland Market	66.7	31.0	42
IQ Fresh	59.5	35.7	42
Park Avenue Market (PSU)	50.0	47.5	40
U-Mart/Boost	79.5	15.9	44
Gallagher Theater	57.1	33.3	42
Game Room	93.9	6.1	33

Source: 2011 Arizona Student Union Tell Us Survey

*\*The number of respondents for Cactus are higher because this includes data from a resurvey that was requested by the unit supervisor.*

All of the locations (Retail and Dining) were asked “Did we greet you with a smile?” and “How satisfied are you with employee friendliness?” Overall, a large majority of customers surveyed (95.6%) were either somewhat or strongly satisfied with employee friendliness if they were greeted with a smile. The number drops to 74.3% if the customer was not greeted with a smile. While this is still a majority, differentiating the overall satisfaction reveals that a smile is often the difference between a strongly satisfied customer and somewhat satisfied customers See Table 4 below for a detailed breakdown.

**Table 4. Smile v. Satisfaction**

Q6. Were you greeted with a smile?	Percent (%)		Employee Friendliness Satisfaction (Scale 1-5)	Overall satisfaction (Scale 1-5)
	Strongly Satisfied	Somewhat Satisfied		
Yes (734)	70.2	25.5	4.66	4.61
No (144)	14.6	59.7	3.85	4.22

Source: 2011 Arizona Student Union Tell Us Survey

Of those who were greeted with a smile, 70.2% were strongly satisfied with employee friendliness and 25.5% were somewhat satisfied. Of those who were not greeted with a smile, only 14.6% were strongly satisfied while 59.7% were somewhat satisfied. In this case, the lack of greeting with a smile appeared to cause 55.6% of customers who would have been strongly satisfied with employee friendliness to lower their level of satisfaction. The employee friendliness satisfaction falls from a 4.66 when customers were greeted with a smile to a 3.85 when they were not greeted. Employee friendliness correlates positively with overall satisfaction for Union restaurants ( $r$  equals 0.4982). When customers were greeted with a smile, the overall satisfaction was a 4.61, which falls to a 4.22 when customers were not greeted with a smile.

Customers were asked “Did the employee thank you?” with the response options “Yes” or “No.” Out of the total respondents, 70.0% replied “Yes,” 26.1% replied “No,” while 4.0% chose not to respond.

**Table 5. Union Employee Assessment- Thank You**

Q8. Were you thanked?	Percent (%)		# Respondents
	Yes	No	
Core	95.0	5.0	40
Eller Deli	95.0	2.5	40
BookEnd Cafe	90.0	10.0	40
Café Sonora	87.8	7.3	41
Redington Restaurant	87.5	5.0	40
Cactus Grill*	86.2	10.3	87
Chik-fil-A	85.7	9.5	42
Canyon Cafe	78.3	19.6	46
Bagel Talk	75.6	17.1	41

3 Cheese	70.0	27.5	40
Core at PSU	65.0	35.0	40
Fuel	65.0	35.0	40
Highland Market	61.9	38.1	42
On Deck Deli	61.0	31.7	41
Park Avenue Market (PSU)	50.0	50.0	40
Starbucks	48.8	48.8	41
Cellar Bistro	45.0	42.5	40
IQ Fresh	19.0	73.8	42
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U-Mart/Boost	81.8	18.2	44
Gallagher Theater*	14.3	85.7	35

Source: 2011 Arizona Student Union Tell Us Survey

\*The number of respondents for Cactus are higher because this includes data from a resurvey that was requested by the unit supervisor.

\*Customers at Gallagher Theater were asked "Did we tell you to 'enjoy your movie?'" since this is what employees at Gallagher are trained to say. Unlike greeting with a smile, none of the locations had 100% of their customers thanked.

Customers were not asked "Did we thank you?" at the Games Room because surveys were taken before customers paid for their games, so they are not included in the results below. Customers were asked "How satisfied are you with employee friendliness?" at restaurants, U-Mart, Boost, and Gallagher Theater. Overall, a large majority of customers (95.5%) are either somewhat or strongly satisfied with employee friendliness if they are thanked. The number drops to 82.4% somewhat or strongly satisfied if the customer is not thanked.

**Table 6. Thanks v. Satisfaction**

Q8. Were you thanked	Percent (%)		Employee Friendliness Satisfaction (Scale 1-5)	Overall Satisfaction (Scale 1-5)
	Strongly Satisfied	Somewhat Satisfied		
Yes (596)	71.5	24.0	4.68	4.68
No (238)	30.3	52.1	4.08	4.23

Source: 2011 Arizona Student Union Tell Us Survey

To a lesser degree than "greeting with a smile," a "thank you" appears to sometimes be the difference between a strongly satisfied customer and a somewhat satisfied customer. Of those who were thanked, 71.5% were strongly satisfied and 24.0% were somewhat satisfied. Of those who were not thanked, 30.3% were strongly satisfied and 52.1% were somewhat satisfied, a loss of 41.2% of customers strongly satisfied with employee friendliness. The overall satisfaction falls from a 4.68 to a 4.23 if the customer was not thanked.

### **Promptness of Service**

To test the promptness of service, or rather, how quickly services are provided, customers were asked a series of questions regarding their time. One type of question was a "rate your level of satisfaction" question with categories of "promptness of service" and "wait time." The "promptness of service" category was intended to determine the customer's satisfaction with how quickly they were greeted,

while the “wait time” category was intended to determine the amount of time the customer waited for their order.

Of the 783 total responses for Dining Services, a majority of customers (64.0%) were “strongly satisfied” with the promptness of service. The promptness question was not asked of Gallagher Theater or Games Room customers because it does not apply to the function of those locations.

**Table 7. Promptness of Service**

	Scale 1-5
Chik-fil-A	4.86
On Deck Deli	4.80
3 Cheese	4.80
U-Mart	4.77
Core	4.73
Redington Restaurant	4.73
Starbucks	4.68
Café Sonora	4.63
Canyon Cafe	4.63
Cactus Grill	4.59
Bagel Talk	4.59
BookEnd Cafe	4.58
IQ Fresh	4.52
Fuel	4.50
Highland Market	4.43
Park Avenue Market (PSU)	4.43
Core at PSU	4.40
Eller Deli	4.20
Cellar Bistro	3.75

Source: 2011 Arizona Student Union Tell Us Survey

Customers were asked “approximately how long did you wait for your order?” with the response options in blocks of five minutes. Customers were also asked to “Please rate the level of satisfaction for the following: Wait time” with five response options on a scale of “Strongly Dissatisfied” to “Strongly Satisfied” with a “not applicable” option.

**Table 8. Wait time v. Satisfaction**

Please rate the level of satisfaction for the following: wait time	Minutes				Avg. Wait Time (mins)
	5 minutes or less	6-10 minutes	11-15 minutes	16-20 minutes	
Strongly Satisfied (490)	443	43	0	1	3.5
Somewhat satisfied (209)	80	114	12	3	6.5
Neither (71)	22	26	20	2	8.0
Somewhat dissatisfied (6)	0	3	1	2	12.2
Strongly dissatisfied (5)	0	1	0	4	16.0

Source: 2011 Arizona Student Union Tell Us Survey

Wait time is one of the dimensions that correlates strongest with overall satisfaction ( $r$  equals .4472). 70% of surveyed Dining customers were served in less than 5 minutes, suggesting that the Union restaurants do a good job of serving many of its customers quickly. The overall average time waited is 4.8 minutes. The average time waited of a customer strongly satisfied with wait time was 3.5 minutes. The average time waited for those strongly dissatisfied was 16 minutes.

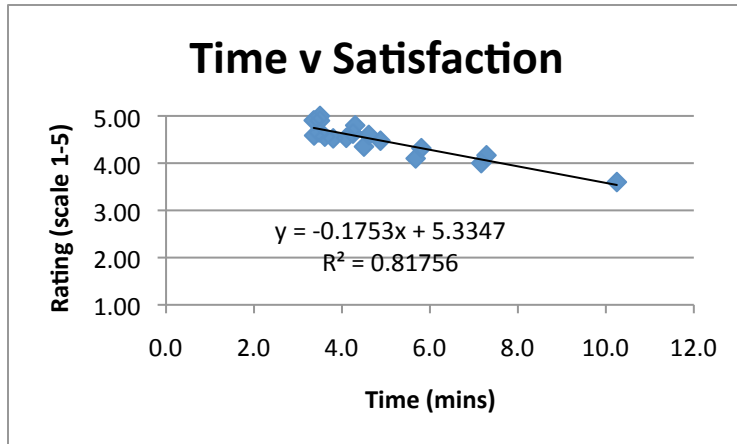
**Table 9. Average Wait Time Per Location**

Location	Avg. Time Waited (mins)	Wait Time Satisfaction (scale 1-5)
3 Cheese	3.5	5.00
Chik-fil-A	3.4	4.90
Redington Restaurant	3.5	4.90
Park Avenue Market	4.3	4.80
Canyon Cafe	3.5	4.65
Core at PSU	4.3	4.63
Cactus Grill	4.6	4.60
Bagel Talk	3.4	4.59
Café Sonora	3.6	4.56
On Deck Deli	4.1	4.54
Core	3.8	4.53
BookEnd Cafe	4.9	4.48
Fuel	4.5	4.35
Starbucks	5.8	4.32
IQ Fresh	7.3	4.17
Eller Deli	5.7	4.10
Highland Market	7.2	4.00
Cellar Bistro	10.3	3.60

Source: 2011 Arizona Student Union Tell Us Survey

The average wait time for most restaurants was less than ten minutes. The Cellar Bistro was the only restaurant with an average wait time longer than ten minutes. This could be justified by the fact that the Cellar Bistro serves customers in a typical restaurant fashion with entrees that require longer cooking times.

**Figure 1. Wait Time v. Wait Time Satisfaction Rating**



As the average wait time increased for each location, the wait time satisfaction decreased (r equals 0.8176). While not uniform for all restaurants, the longer a surveyed individual waited for their order, the less satisfied they were with the wait time. The majority of Union locations appear to complete orders in less than five minutes.

Wait time and promptness of service were not relevant to the Games Room or the Gallagher Theater.

**Menu options and quality**

The survey asked customers to rate their level of satisfaction with “order completed correctly.” This information was used to measure whether or not the product the customer requested was the product that they received. Many locations received near-perfect scores for this characteristic. The survey also asked customers to rate their level of satisfaction with “quality of food/drink.” This information was used to measure the quality of the materials used in making the product. Some of the locations received near-perfect scores in both of these categories and none of the locations received a score below 4.40 out of 5. The dimension of food quality was one of the stronger correlations with overall satisfaction (r equals 0.4266), suggesting that quality was important to the customer. This was a stronger correlation than the Fall 2010 semester.

**Table 10. Food/Drink Quality**

Q7. Please rate the level of satisfaction with the following:	Order completed correctly (scale 1-5)	Food quality (scale 1-5)	
Café Sonora	5.00	Fuel	5.00
Fuel	4.98	BookEnd Cafe	4.95
Chik-fil-A	4.95	Highland Market	4.79
Cellar Bistro	4.95	Core at PSU	4.78
Bagel Talk	4.93	Park Avenue Market	4.78
3 Cheese	4.93	On Deck Deli	4.76
Eller Deli	4.93	Starbucks	4.73
BookEnd Cafe	4.90	IQ Fresh	4.71
Redington Restaurant	4.90	Café Sonora	4.68
Cactus Grill	4.90	Cellar Bistro	4.65
IQ Fresh	4.88	Chik-fil-A	4.64
On Deck Deli	4.85	Bagel Talk	4.63



Canyon Cafe	4.83	Redington Restaurant	4.60
Core	4.83	Cactus Grill	4.45
Park Avenue Market (PSU)	4.83	Canyon Cafe	4.43
Starbucks	4.76	3 Cheese	4.43
Highland Market	4.64	Core	4.43
Core at PSU	4.55	Eller Deli	4.40

Source: 2011 Arizona Student Union Tell Us Survey

Customers were asked “Was the location clean?” with the response choices “Yes,” or “No.” Overall, 98.0% of the customers marked that the location was clean. Only 10 customers of the 783 surveyed, marked “No” (Cactus Grill, Café Sonora, Cellar Bistro, Core, Eller Deli and On Deck Deli). Of those who marked “No,” the primary complaint was dirty tables or counters.

### **Marketing and Improvement Opportunities**

Union customers were presented with four reasons why they may have chosen to visit the Union restaurant, including “convenient location”, “convenient hours”, “I like the menu options”, and “I like the pricing”, with an option of “other” and room for comments. A majority of the customers surveyed visited Union restaurants because they liked the menu options (67.7%). Many customers also visited because of the convenient locations (49.5%). Some of the comments for “other” included words such as: quick, healthy, meeting place, and Wednesday \$3 special. Often customers would comment about specific food items for each of the restaurants. Many customers visited the Union restaurants for special events, including: \$3 Savvy Student Wednesday, \$4 Evening meals, and \$5 Fridays, signifying that many customers are aware of these meal deals. One of the more frequent comments was “my friend wanted to come.” Perhaps there are potential marketing opportunities for friends-referring-friends.

**Table 11. Reasons for Choosing Location**

Why did you choose this restaurant? (Check all that apply):	Percent*				#
	Convenient Location	Convenient Hours	I like the menu options	I like the pricing	Responses
3 Cheese	26.9	23.1	<b>84.6</b>	26.9	26
Bagel Talk	52.9	2.9	<b>58.8</b>	0.0	34
BookEnd Café	<b>78.4</b>	24.3	59.5	32.4	37
Cactus Grill	40.5	13.9	<b>63.3</b>	7.6	79
Café Sonora	10.3	0.0	<b>75.9</b>	17.2	29
Canyon Café	<b>58.5</b>	29.3	48.8	39.0	41
Cellar Bistro	9.4	21.9	<b>78.1</b>	15.6	32
Chik-fil-A	33.3	0.0	<b>70.4</b>	29.6	27
Core	35.3	14.7	<b>73.5</b>	0.0	34
Core @ PSU	45.9	13.5	<b>94.6</b>	5.4	37
Eller Deli	<b>94.9</b>	20.5	15.4	12.8	39
Fuel	<b>73.0</b>	32.4	45.9	13.5	37
Highland Market	<b>81.8</b>	9.1	75.8	3.0	33
IQ Fresh	36.8	21.1	<b>97.4</b>	2.6	38
On Deck Deli	25.0	12.5	<b>90.0</b>	30.0	40
Park Avenue Market	57.5	47.5	<b>60.0</b>	0.0	40

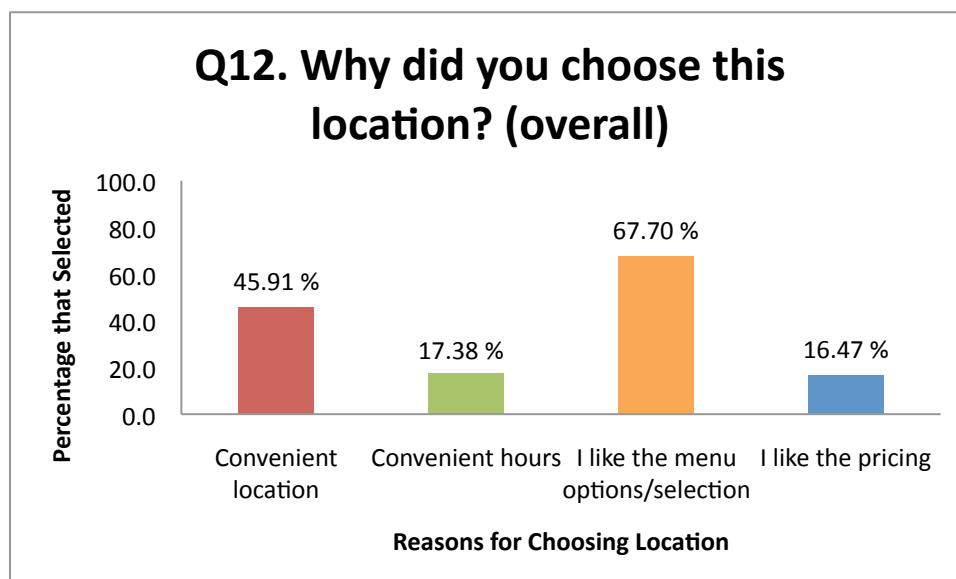
Redington Restaurant	25.0	5.0	<b>80.0</b>	5.0	20
Starbucks	36.8	21.1	<b>89.5</b>	0.0	38
	Convenient location	Convenient hours	I like the selection	I like the pricing	
U-Mart/Boost	<b>70.7</b>	22.0	43.9	0.0	44
Gallagher	9.5	0.0	69.0	<b>83.3</b>	42
Games Room	37.0	18.5	<b>74.1</b>	22.2	27

Source: 2011 Arizona Student Union Tell Us Survey

The reasons for choosing each particular restaurant can be seen in Table 11. Surveyed customers were not required to answer this question or could select multiple answers hence the varied number of responses. The highlighted break down includes the main reason customers chose each location. These trends may be usable for further marketing of restaurants. For example, the Satellite and C-Store locations have a high percentage of customers visiting because of their “convenient location”: Bagel Talk (52.9%), Bookend Café (78.4%), Eller Deli (94.9%), Fuel (73.0%), Highland Market (81.8%), and Park Avenue Market (57.5%). These units are satellite locations around campus and are not attached to or housed within the Memorial Center building. Few customers come to Union restaurants because of restaurant hours or pricing. It is possible that customers do not feel the hours are convenient, but the question as not worded in a way that this conclusion can be explicitly drawn; only that customers do not come to the restaurant particularly for the hours.

Customers chose the retail locations for various reasons. U-Mart and Boost, as convenience stores, were most often selected because of their convenient location on campus. Customers chose the Gallagher Theater because of the pricing. Gallagher often shows screenings either free or at discounted prices from theaters around Tucson.

**Figure 2. Reasons for Choosing Location**



Source: 2011 Arizona Student Union Tell Us Survey

Survey respondents were also presented with a question asking about areas that they feel might need improvement, including “food quality”, “menu pricing”, “menu selection”, “employee friendliness”, “wait time”, and “restaurant cleanliness.” This was an optional question. Of the 608 customers responding to this question, 46.5% said that pricing needs improvement. In Dining Services, half of the customers responding to this question felt that pricing needs improvement.

**Table 12. Areas Needing Improvement**

What areas need improvement? (Check all that apply):	Percent (%)*						# Responses
	Quality	Pricing	Selection	Employee Friendliness	Wait Time	Cleanliness	
3 Cheese	51.9	<b>63.0</b>	7.4	22.2	0.0	0.0	27
Bagel Talk	42.9	<b>38.1</b>	4.8	28.6	4.8	0.0	21
BookEnd Café	4.5	27.3	31.8	27.3	<b>40.9</b>	0.0	22
Cactus Grill	5.8	<b>38.5</b>	13.5	1.9	9.6	0.0	52
Café Sonora	<b>33.3</b>	14.3	23.8	4.8	9.5	0.0	21
Canyon Café	<b>68.2</b>	4.5	36.4	22.7	18.2	0.0	22
Cellar Bistro	9.7	29.0	16.1	0.0	<b>54.8</b>	0.0	31
Chik-fil-A	29.4	<b>70.6</b>	17.6	11.8	5.9	0.0	17
Core	4.0	<b>68.0</b>	0.0	0.0	20.0	0.0	25
Core @ PSU	13.5	<b>75.7</b>	2.7	43.2	8.1	0.0	37
0Eller Deli	13.6	31.8	13.6	4.5	<b>45.5</b>	0.0	22
Fuel	0.0	<b>48.1</b>	22.2	18.5	18.5	0.0	27
Highland Market	0.0	<b>87.9</b>	6.1	54.5	51.5	0.0	33
IQ Fresh	5.9	<b>91.2</b>	0.0	47.1	82.4	0.0	34
On Deck Deli	3.6	28.6	<b>42.9</b>	10.7	21.4	3.6	28
Park Avenue Market	25.0	<b>80.0</b>	15.0	37.5	5.0	0.0	40
Redington Restaurant	5.0	45.0	<b>50.0</b>	0.0	5.0	0.0	20
Starbucks	10.3	<b>74.4</b>	5.1	23.1	30.8	0.0	39
U-Mart/Boost	34.4	<b>71.9</b>	3.1	18.8	6.3	3.1	32
Gallagher Theater	Service quality	Pricing	Movie selection	Employee friendliness	Showing frequency	Other	34
	<b>67.6</b>	0	0	20.6	52.9	11.8	
Games Room	Game quality	Pricing	Game selection	Employee friendliness	Environment	Other	24
	<b>50.0</b>	16.7	20.8	12.5	20.8	25.0	

Source: 2011 Arizona Student Union Tell Us Survey

\*Row percents do not add up to 100% because multiple responses are allowed.

For nearly all Union restaurants, pricing was highlighted as the area most needing improvement. Employee friendliness was not the top improvement suggestion for any of the restaurants. Restaurant cleanliness was only marked by one customer at On Deck Deli and one customer at U-Mart as needing improvement. Few customers marked that selection or quality need improvement.

For the retail locations, the quality of the service or product being provided was marked as “needs improvement” more-so than pricing.

## **Conclusions**

The results of the "Tell Us Spring 2011" customer service survey demonstrated overall satisfaction of surveyed customers at the Arizona Student Unions. Generally, the results from this semester suggested that customers value friendly employees and prompt service. All locations, Dining and Retail, showed stronger correlations of employee friendliness and overall satisfaction. These correlations were stronger this semester than they were in Fall 2010, perhaps suggesting an increased emphasis on customer service. Customers surveyed looked towards attentive and friendly employees to determine overall satisfaction. For the Union restaurants, satisfaction with wait time was one of the stronger correlations with overall satisfaction. Of the customers surveyed, 70% were served in less than 5 minutes. The majority of customers (68.2%) were strongly satisfied with their wait time at the restaurants. The satisfaction dimensions include: employee appearance, employee friendliness, promptness of service, employee attentiveness, order completed correctly, food quality, and wait time. Over half of the customers surveyed were strongly satisfied in each of these categories.

The Union restaurants were found to be clean by 98% of the customers surveyed. Of the few that did not find the restaurants clean, the primary complaint was dirty tables. Only 2 of the customers suggested that restaurant cleanliness needed improvement. Looking towards improvement in the restaurants, the most common complaint was pricing.

This is the second semester that the "Tell Us survey" has been used for the Games Room and Gallagher Theater. Overall, the results suggest that customers valued employee friendliness and attentiveness, more-so than quality of products. The majority of customers were strongly satisfied in all of the quality dimensions for the individual locations. Unlike Dining Services, pricing was not often marked as "needs improvement" at these retail locations. Instead, service quality or game quality was marked by more of the customers surveyed. Most of the improvement suggestions that were made were specific to the individual location. Please see individual summaries for more information.

In all, 93% of the customers surveyed in the restaurants and retail locations were returning customers. A large majority, 98%, planned to return to the location on a regular basis. Of those not returning, the main comments included "too expensive," "graduating," and "only here for a special occasion." The customers indicated that they often visit a location on a weekly or a few times per month basis. Customers at the Games Room were usually weekly or daily visitors, while many customers at the Gallagher Theater were first-time customers, or visit the Theater only once a semester.

The individual assessments produced from this survey were useful in determining the individual strengths and weaknesses for each location. Suggestions for improvement are usually individualized for each location. For further customer comments, please see individual survey summaries.

## **Program Assessment**

This is the second semester that the “Tell Us survey” has been successfully used to assess Union restaurants, U-Mart, Boost, Games Room, and Gallagher Theater. In the Spring of 2011, two students started off the semester working 10-15 hours per week, collecting 40 surveys per location. In March, three new students were added to the team, each working only 5 hours per week. Surveys were collected for each location of the Student Union, excluding Off Campus Housing, Meal Plan Office, USA Café, Nucleus, the Post Office, Fast Copy/Design, and the Union Galleries. Surveys for each location were collected during various time and days, collected within a 1-2 week period. This method allowed for assessment of the individual restaurants. Results were delivered to managers in a timely manner so that the results would still be relevant to be used for improvement. Results for Dining Services are sent to the managers, Dining Services Supervisors, and Senior Management.

There is an online component to this survey. The survey can be found at the [union.arizona.edu/tellus](http://union.arizona.edu/tellus) on the Unions’ webpage. Responses from this survey were sent immediately to supervisors and senior management. The data from this survey was not included in this report because they were viewed as isolated incidents.

The method may be changed in Fall 2011. The Assessment Coordinator expects to review the process with Dining Services supervisors to ensure that the methods used for the survey are relevant and efficient for supervisors. There will be three total survey students next semester with the continued goal of collecting 40 surveys per location. There will be new locations added to the list of restaurants to be surveyed. The program will also attempt to incorporate more of the retail units listed above in its assessment.