


# background




September 30  
to October 24



31 years of  
customer feedback



29 departments  
assessed



6 vice  
chancellor areas



3,340  
academics & staff  
responded



## 2025 Academic & Staff Customer Satisfaction Survey

### department highlights

#### top 5 departments

("good" and "excellent" overall satisfaction scores)

- 4.39

Scripps Institution of Oceanography Office of Contracts and Grants (SIO OCGA)
- 4.33

Triton Print & Digital Media - Campus Copier Services
- 4.32

Triton Print & Digital Media - Print & Copy Centers
- 4.28

International Services and Engagement Office (ISEO)
- 4.23

Library

#### academic & staff testimonials

"I love the nostalgia of walking through a university bookstore - there's no better feeling than picking out a sweatshirt and wearing it proudly. The store offers a great selection of different items, which makes the experience enjoyable. Knowledgeable and friendly staff."

*ABOUT THE BOOKSTORE*

"The individuals I work with are professional, friendly, and work very hard to provide exceptional service to the research community at UCSD."

*ABOUT THE SPONSORED PROJECTS OFFICE (SPO)*

"Incredibly positive, enthusiastic staff, always available to help make the job of instruction more effective. They make me care more about my job. I don't think I would enjoy teaching half as much as I do (or be nearly as effective) without the support of this crucial organization."

*ABOUT TEACHING AND LEARNING COMMONS*

"IR's team is exceptionally knowledgeable and responsive, consistently supporting our staff. We trust the accuracy of their data and dashboards, which we rely on for report writing, comparison work, and highlighting both accomplishments and challenges. They're also careful in how they describe results, providing specific outputs and thoughtful narrative that make the data easier to interpret."

*ABOUT INSTITUTIONAL RESEARCH*

"Commute Solutions are great. The transit passes, the free shuttles that move us around campus. I use these services frequently and appreciate their ease of use."

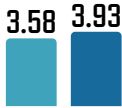
*ABOUT PARKING AND COMMUTE SOLUTIONS*



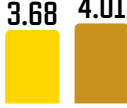
#### improved ratings

(≥ 0.1 improvement in overall satisfaction from 2023 to 2025)

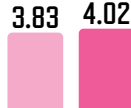
Early Childhood Education Center (ECEC)



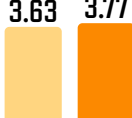
Campus Sustainability



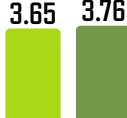
Campus Utilities Enterprise



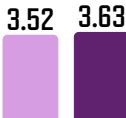
Risk Management Office



Project Management, Facilities Management



Academic Personnel Services



LIBRARY customers rate "helpful staff" very highly - highest score among all departments (4.53 "excellent").

International Services and Engagement Office (ISEO) has the highest score among all departments for "moving in a positive direction" (4.22 "good" in 2023 to 4.31 "excellent" in 2025).

All scores are in the "good" range (3.60 to 4.29) for Environment, Health & Safety (EH&S).

"Understands my needs and requirements" jumped from a primary opportunity in 2023 to an influential strength in 2025 for four departments - no other indicator showed such a transition. To provide good customer service, it is important to be able to define what your customers expect.

## key opportunities identified to improve customer experience (and actions that can drive change!)



#### EFFECTIVELY USES WEBSITE

Useful indicator to understand how easily customers can navigate and find relevant info on website.

**ACTION:** Enhance website clarity and navigation to support smoother self-service.

#### EXAMPLES:

- Add quick-action buttons for the most commonly requested items.
- Rewrite dense or outdated content so users understand next steps without calling for help.



#### MOVING IN A POSITIVE DIRECTION

Useful indicator assessing how well a department is evolving and adapting to serve new and changing needs.

**ACTION:** Reinforce consistency and strengthen areas that support long-term improvement.

#### EXAMPLES:

- Proactively communicate with customers on key initiatives and changes (e.g. via newsletter, Blink updates).
- Build simple feedback loops so small issues get corrected before they become trends.

Useful indicator to understand customers' overall experience and perception of services.

**ACTION:** Prioritize key drivers of the customer experience to lift overall sentiment.

#### EXAMPLES:

- Identify top pain points (e.g., communication delays, unclear instructions) and address them first.
- Offer periodic updates on service enhancements so customers see progress in real time.



#### OVERALL SATISFACTION

Useful indicator of how easily customers can find and access the services and appropriate staff (contact person).

**ACTION:** Streamline touch points so customers can get the information they need in a timely manner.

#### EXAMPLES:

- Create standardized email messages (e.g. out of office dates in signature line, contact person if not available).
- Make sure contact information on websites is up to date with correct emails and phone numbers (e.g. Blink).



#### ACCESSIBLE TO CUSTOMERS



#### RESPONDS TO REQUESTS WITHIN AN ACCEPTABLE TIMEFRAME

Useful indicator to gauge how quickly and reliably customers receive support.

**ACTION:** Improve response workflows to deliver faster, more predictable turnaround times.

#### EXAMPLES:

- Establish internal standards for turnaround time for specific type of customer requests, and send acknowledgment email to customer (e.g. "Thank you for your email. We should have a response for you in three days.").
- Set and publish expected response windows to manage customer expectations.