Customer Surveys in a Service Environment

We should be challenging ourselves to ask: "Will what we did or decide today improve the researcher, faculty, student, or administrator experience and if not, why are we doing it? What are we doing well, what should we do differently?"

RESEARCHER

Did we help a researcher spend more time in their lab? (i.e., rather than track down policies and fill out confusing forms)?

ADMINISTRATOR

Did we help an administrator focus on their most mission critical work (i.e., rather than getting bounced around from desk to desk to get an issue resolved)?

FACULTY MEMBER

Did we help a faculty member concentrate their efforts toward their student's learning (i.e., rather than spend hours on processing administrative paperwork)?

STUDENT

Did we enhance a student's overall experience (i.e., rather than stressing them with red tape, hoops, and waiting in lines)?