

# **Customer Satisfaction with Student Accounts Receivables on Participating California State University Campuses Spring 2001**

## **Summary**

*A customer satisfaction survey of Student Accounts Receivables (SAR) was administered in spring 2001 and completed by over 3900 students on eight CSU campuses: Chico, Long Beach, Monterey Bay, Pomona, San Bernardino, San Jose, San Luis Obispo, and San Marcos. Comparisons revealed Chico, Monterey Bay, San Bernardino, San Marcos, and San Luis Obispo as the most highly rated campuses.*

*Survey results indicate low to moderate student satisfaction with SAR. The highest rated areas were: "Ease of purchasing a parking permit", "Availability of information on registration balance", "Accuracy of student account information", and "Clarity of the registration billing statement". Students were much less satisfied with "Timeliness of refunds" and "Availability of information on how to get a refund". Large gaps were found between customer need and satisfaction in "Timeliness of refunds" and "Timeliness of response to voice mail, email or faxed messages". Survey results also indicate moderate to high levels of satisfaction with staff expertise/knowledge, courtesy, communication skills, and resolving problems quickly in each of four SAR sub-areas: Cashiering, Collections, Accounts Receivable, and Receptionist Area. However, in these sub-areas a relatively high percentage of students expressed dissatisfaction with the length of lines/wait time.*

## **Survey Methods**

This section of the report briefly describes the SAR survey instrument, campus data collection methods, survey returns and response rates, and respondents to the survey.

## **Instrument**

The SAR survey instrument was developed jointly in fall 2001 by the CSU systemwide Customer Satisfaction Survey Committee and the CSU SAR Function Group. The survey contains 31 questions, of which 19 were designed to measure the level of student satisfaction with responsiveness of SAR (e.g., hours of operation, timeliness of service, etc.), availability of information, and quality of service delivery (e.g., staff courtesy, staff communication skills, etc.), among other measures of service effectiveness.<sup>1</sup> Students were also asked to rate the importance of each survey item to obtain an indicator of priority or need.<sup>2</sup> Student satisfaction with each of four sub-areas of SAR, Cashiering, Collections, Accounts Receivable, and Receptionist Area, was also assessed by questions measuring staff expertise, courtesy, communication skills, ability to resolve problems, and length of lines/wait time. Accompanying the main survey form

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<sup>1</sup> Satisfaction rating scale: 5=Very satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, 1=Very dissatisfied

<sup>2</sup> Importance rating scale: 5=Very important, 4, 3, 2, 1=Not at all important

was a separate four-page Student Booklet for gathering demographic information (e.g., gender, ethnicity, etc.) and written comments and suggestions for improving services. A copy of the survey instrument and Student Booklet can be found in **Appendix A: Customer Satisfaction Survey of Student Accounts Receivable**.

### Data Collection

Survey data collection methods, survey return counts and response rates are reported for each campus in Table 1 below:

**Table 1. Data Collection Methods, Survey Returns and Response Rates by Campus**

<b>Campus</b>	<b>Method</b>	<b>Sample Size</b>	<b>Return Count</b>	<b>Response Rate</b>
Chico	U.S. mail	2,000	357	17.9%
Long Beach	U.S. mail	4,000	590	14.8%
Monterey Bay	NAV	NA	167	NA
Pomona	Classroom	1,150	938	81.6%
San Bernardino	Classroom	1,200	781	65.1%
San Jose	Convenience	NA	257	NA
San Luis Obispo	Classroom	1,043	572	54.8%
San Marcos	U.S. mail	2,000	257	12.9%
<b>Total</b>		<b>11,393</b>	<b>3,919</b>	<b>34.4%</b>

NA=Not applicable  
NAV=Not available

Surveys were distributed to students by U.S. mail, administered in selected classrooms, or were passed out and completed at strategic on-campus locations (i.e., convenience sampling). The total number of students surveyed was 11,393. Of this number 3,919 surveys were completed for an overall response rate of 34.4 percent. Campus response rates ranged from a low of 12.9 percent to a high of 81.6 percent. Response rates were low by survey research standards at three campuses, Chico, Long Beach, and San Marcos. It is important to emphasize that survey samples from campuses with low response rates or from campuses that employed convenience sampling may not be representative of the target populations. These campuses, therefore, need to be very cautious about generalizing survey results beyond their sample data.

### Respondents

Students who responded to the survey were predominantly upper-division (63%), White (51%), female (61%), 21-25 years of age (43%), and currently working (69%). Freshmen and graduate/post-baccalaureate students each comprised about 11 percent and 13 percent of the respondents, respectively. There were also significant percentages of Hispanic (19%) and Asian (16%) students among the respondents. Additional survey detail describing the characteristics of survey respondents is provided in **Appendix B:**

## Demographic Characteristics of Respondents to the Customer Satisfaction Survey of Student Accounts Receivable.

### Results

Survey results presented below focus on addressing four key issues:

- **Overall Satisfaction:** Overall, how satisfied are students with SAR?
- **Strengths and Weaknesses:** In what areas of SAR are students most and least satisfied?
- **Gap Analysis:** To what extent is SAR meeting student needs or expectations?
- **Highly Rated Campuses:** How does student satisfaction with SAR compare across campuses?

Survey results pertinent to these issues are summarized in Table 2 and Table 3 that draw on more detailed results reported in **Appendix C: Student Satisfaction with Student Accounts Receivable by Campus**, **Appendix D: Gap Analysis of Student Accounts Receivable**, and **Appendix E: Customer Satisfaction in Student Accounts Receivable Sub-Areas: Cashiering, Collections, Accounts Receivable, and Receptionist Area.**

Under the column heading, “CSU Ratings” in Table 2 and Table 3, the following data are provided: number of respondents (**N**), the mean satisfaction rating (**Mean**), the percentage of students who reported they were either “very satisfied” or “satisfied” (**Sat**), the percentage of students who reported they were either “very dissatisfied” or “dissatisfied” (**Dis**), the relative standing (**Rank**) of the item based on the mean satisfaction rating (1=highest ranked item), and the numerical difference (**Gap**) between the mean score on “Importance” and the mean score on “Satisfaction”.

Under the heading, “Campus Ratings (Means)”, the mean score of the highest (**High**) and the lowest (**Low**) rated campus is given, along with the names of the four top-rated campuses (**Top Half**) in descending order of their mean satisfaction ratings.

The results shown in Table 2 and Table 3 are discussed below in terms of the four guiding questions outlined above. Results are presented first for items 1 to 10 on the survey that treat SAR as a general function area and then for items 14 to 18 that evaluate sub-areas of SAR: Cashiering, Collections, Accounts Receivable, and Receptionist Area.

## SAR Function Area Results

### Overall Student Satisfaction

Survey results indicate that students expressed low to moderate levels of satisfaction with SAR. Average satisfaction ratings range from 3.1 to 3.7, with ten ratings between 3.1 and 3.5. A majority of students (between 50% and 66%) reported they were either “very satisfied” or “satisfied” with SAR on eight items, while fewer than 50 percent (between 36% and 47%) reported satisfaction on the remaining six items. The percentage of students who indicated they were either “dissatisfied” or “very dissatisfied” is between 10 percent and 20 percent across nearly all measures.

### Strengths and Weaknesses

The highest rated areas of items (i.e., ratings from 3.6 to 3.7) were:

- Ease of purchasing a parking permit,
- Availability of information on registration balance,
- Accuracy of student account information, and
- Clarity of the registration billing statement.

More than 60 percent of students reported they were satisfied on these measures.

The lowest rated areas (3.1 to 3.2) were:

- Timeliness of refunds, and
- Availability of information on how to get a refund.

In these two areas, nearly 20 percent of students indicated they were dissatisfied.

### Gap Analysis

Students rated each survey item on both Importance and Satisfaction in order to explore if there is any difference or “gap” between how important a service is and their level of satisfaction with it. The areas identified as most important (4.0 or above) to students but gained least satisfaction were:

- Timeliness of refunds
- Availability of information on how to get a refund
- Timeliness of response to voice mail, email or faxed messages
- Office hours for walk-in services

These results suggest that in these areas student satisfaction is not at the same level with the quality of services they expect or need from SAR. **Appendix D: Gap Analysis of Student Accounts Receivable** reports detailed gap analysis results by campus.

### Highly Rated Campuses

Table 2 lists the campuses that achieved the highest level of student satisfaction with SAR. The campuses that are most consistently highly rated across all 13 general SAR function measures (i.e., potential “best practice” campuses) are:

- San Bernardino
- Chico
- San Marcos
- Long Beach

More detailed campus comparisons are reported in **Appendix C: Student Satisfaction with Student Accounts Receivable by Campus.**

### SAR Sub-Area Results

Table 3 displays student satisfaction results in four sub-areas, Cashiering, Collections, Accounts Receivable, and Receptionist Area on each of five measures:

- Staff expertise/knowledge,
- Courtesy of staff,
- Communication skills of staff,
- Resolving problems quickly, and
- Length of lines/wait time.

#### Cashiering

Students expressed moderate to high levels of satisfaction (3.6 – 3.9) with Cashiering staff expertise/knowledge, courtesy, and communication skills. The highest rated item (3.9) was “staff expertise/knowledge”. More than one out of three students (36%) were dissatisfied with the “length of lines/wait time”, the lowest rated area (2.9). San Marcos, Chico, San Bernardino, and Monterey Bay were consistently the most highly rated campuses in Cashiering.

#### Collections

The results for Collections are similar in overall pattern to those found for Cashiering. Overall ratings indicate moderate to high levels of satisfaction with staff expertise, courtesy and communication skills. Twenty percent of students indicated they were dissatisfied with the “length of lines/wait time”, the lowest rated area. The most consistently highly rated campuses in Collections were Chico, Monterey Bay, and San Luis Obispo.

### Accounts Receivable

Survey results in Accounts Receivable also follow the same general pattern as reported above in both Cashiering and Collections. Student satisfaction with the “length of lines/wait time”, however, is slightly more positive. The most highly rated campuses were Chico, Long Beach, Monterey Bay, San Luis Obispo, and San Marcos.

### Receptionist Area

Finally, the Receptionist Area mirror the overall pattern of findings reported above. Length of lines/wait time, which received a satisfaction rating of 3.3, does not appear to be as much a problem as in other SAR sub-areas, although 22 percent of students reported they were dissatisfied. The most highly rated campuses on Receptionist Area measures were San Marcos, San Bernardino, Chico, and Monterey Bay.

Comprehensive survey detail on customer satisfaction in each sub-area of SAR is presented in **Appendix E: Customer Satisfaction in SAR Sub-Areas: Cashiering, Collections, Accounts Receivable, and Receptionist Area.**

**Table 2. Summary of Student Accounts Receivable Customer Satisfaction Survey - Spring 2001**

Item	CSU Ratings						Campus Ratings (Means)		
	N	Mean	Sat (%)	Dis (%)	Rank	Gap *	High	Low	Top Half (descending)
Office hours for walk-in services	3,384	3.53	59	13	5	0.81	3.65	3.33	LB, SB, CHI, POM
Clarity of the registration billing statement	3,473	3.63	63	11	4	0.71	3.88	3.37	LB, SM, CHI, SB
Payment schedules for the registration installment plan	2,552	3.46	50	12	8	0.63	3.66	3.25	CHI, LB, POM, SB
Timeliness of response to your voice mail, email or faxed messages	2,440	3.33	45	17	11	0.91	3.50	3.07	MB, CHI, SM, SLO
Ease of purchasing a parking permit	3,312	3.74	66	15	1	0.47	4.01	2.22	LB, SB, POM, SM
Ease of applying for an emergency loan	1,475	3.31	37	12	12	0.61	3.60	3.14	CHI, SB, SM, POM
Availability of information on:									
Amount owed (registration balance)	3,041	3.70	64	9	2	0.58	4.07	3.35	SM, SB, LB, CHI
How to use the installment payment plan	1,901	3.34	41	11	10	0.57	3.49	3.12	LB, CHI, SB, POM
Payment deadlines	3,057	3.51	55	13	6.5	0.77	3.70	3.23	LB, CHI, SM, SB
How to get a refund	2,315	3.26	40	18	13	0.92	3.43	3.01	SB, LB, CI, SM
Services offered via the internet	2,827	3.51	54	15	6.5	0.75	3.97	3.26	SM, SLO, SB, CHI
Timeliness of refunds	2,034	3.19	36	19	14	0.93	3.34	3.11	SB, CHI, SM, SLO
Convenience of drop box locations	2,363	3.43	47	12	9	0.42	3.67	3.27	SM, LB, CHI, SB
Accuracy of student account information	3,276	3.69	65	11	3	0.84	3.93	3.33	SM, LB, SLO, SB

**Table 3. Summary of Student Accounts Receivable Customer Satisfaction Survey (Sub-Areas) - Spring 2001**

Item	CSU Ratings					Campus Ratings (Means)		
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Half (descending)
<b>Cashiering:</b>								
Staff expertise/knowledge	2,510	3.94	72	6	1	4.08	3.71	LB, SM, CHI, MB
Courtesy of staff	2,491	3.84	68	9	2	4.10	3.60	SM, MB, SB, CHI
Communication skills of staff	2,482	3.83	68	8	3	4.03	3.60	CHI, SM, SB, LB
Resolving problems quickly	2,469	3.67	60	13	4	3.79	3.36	MB, SM, SB, SLO/CHI
Length of lines/wait time	2,495	2.97	34	36	5	3.66	2.61	SM, CHI, SLO, SB
<b>Collections:</b>								
Staff expertise/knowledge	622	3.46	42	7	2.5	3.68	3.25	MB, SLO, CHI, LB
Courtesy of staff	608	3.48	44	9	1	3.73	3.31	SM, MB, CHI, SB
Communication skills of staff	609	3.46	44	10	2.5	3.72	3.31	CHI, MB, SLO, LB
Resolving problems quickly	602	3.34	39	14	4	3.60	3.09	CHI, MB, SLO, SB
Length of lines/wait time	600	3.16	34	20	5	3.63	2.92	MB, SLO, CHI, SM
<b>Accounts Receivable:</b>								
Staff expertise/knowledge	893	3.63	56	10	2	3.84	3.24	LB, SLO, MB, CHI/SB/SM
Courtesy of staff	888	3.64	55	9	1	3.88	3.34	SM, LB, MB, CHI
Communication skills of staff	884	3.58	53	10	3	3.77	3.33	CHI, LB, SLO, SM
Resolving problems quickly	877	3.44	47	15	4	3.64	3.16	LB, SLO, MB, CHI
Length of lines/wait time	884	3.21	39	21	5	3.65	3.00	SM, MB, SB, SLO

**Table 3. Summary of Student Accounts Receivable Customer Satisfaction Survey (Sub-Areas) - Spring 2001**

Item	CSU Ratings					Campus Ratings (Means)		
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Half (descending)
<b>Receptionist:</b>								
Staff expertise/knowledge	1281	3.77	63	10	1	4.39	3.53	SM, CHI, SB, SLO
Courtesy of staff	1268	3.71	61	13	2	4.21	3.40	SM, SB, CHI, MB
Communication skills of staff	1272	3.69	59	11	3	4.21	3.41	SM, SB, CHI, MB
Resolving problems quickly	1273	3.54	53	16	4	4.11	3.29	SM, SB, CHI, MB
Length of lines/wait time	1270	3.31	45	22	5	3.71	2.94	SM, SB, SLO, MB

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## Customer Satisfaction Survey

Spring 2001

### STUDENT ACCOUNTS RECEIVABLE

On some campuses, Student Accounts Receivable (SAR) may be known as Cash Management, Student Financial Services (SFS), Bursar, Cashier, or Student Aid Accounting.

#### BOOKLET ID

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#### IMPORTANT!

**COPY YOUR BOOKLET ID NUMBER HERE. THIS NUMBER IS PRINTED IN RED ON THE TOP OF YOUR BOOKLET.**

Listed below are services provided by your campus Student Accounts Receivable. On the **LEFT**, rate how **IMPORTANT** each service is to you. On the **RIGHT**, rate your **SATISFACTION** with the item during the last 12 months. If you cannot rate the item (or it's not applicable), darken the oval in the **Don't Know** column.

#### IMPORTANCE

#### SATISFACTION

Very Important					Not At All Important		SATISFACTION					Very Dissatisfied	Don't Know
	5	4	3	2			1	Very Satisfied	Satisfied	Neutral	Dissatisfied		
5	4	3	2	1	1	1. Office hours for walk-in services	~	~	~	~	~	~	~
5	4	3	2	1	1	2. Clarity of the registration billing statement	~	~	~	~	~	~	~
5	4	3	2	1	1	3. Payment schedules for the registration installment plan	~	~	~	~	~	~	~
5	4	3	2	1	1	4. Timeliness of response to your voice mail, e-mail or faxed messages	~	~	~	~	~	~	~
5	4	3	2	1	1	5. Ease of purchasing a parking permit	~	~	~	~	~	~	~
5	4	3	2	1	1	6. Ease of applying for an emergency loan	~	~	~	~	~	~	~
5	4	3	2	1	1	7. Availability of information on:							
5	4	3	2	1	1	a. Amount owed (registration balance)	~	~	~	~	~	~	~
5	4	3	2	1	1	b. How to use the installment payment plan	~	~	~	~	~	~	~
5	4	3	2	1	1	c. Payment deadlines	~	~	~	~	~	~	~
5	4	3	2	1	1	d. How to get a refund	~	~	~	~	~	~	~
5	4	3	2	1	1	e. Services offered via the Internet	~	~	~	~	~	~	~
5	4	3	2	1	1	8. Timeliness of refunds	~	~	~	~	~	~	~
5	4	3	2	1	1	9. Convenience of drop box locations	~	~	~	~	~	~	~
5	4	3	2	1	1	10. Accuracy of student account information	~	~	~	~	~	~	~

11. Select your **preferred** mode of payment:

**(Mark only one)**

- ~ Cash
- ~ Check
- ~ Credit card
- ~ Debit card
- ~ Automated Clearing House (a direct debit to your checking account)

12. Indicate your **preferred** payment options: **(Mark only two)**

- ~ Mail (check or credit card authorization)
- ~ In-person (cash, check, credit card, debit card)
- ~ Drop box on campus (check, credit card authorization)
- ~ Fax (credit card)
- ~ Internet (credit card)
- ~ Telephone automated registration (credit card)
- ~ Automated Clearing House (a direct debit to your checking account)

-Continue on back-

13. With which units have you had contact within the last 12 months? **(Mark all that apply)**

- Cashiering
- Receptionist area
- Collections
- None of these units - SKIP ITEMS 14 - 18. GO TO ITEM 19.
- Accounts Receivable

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For each of the units you marked above, rate your satisfaction with the items below using the following scale:

**Rating scale:** 5 - Very Satisfied; 4 - Satisfied; 3 - Neutral; 2 - Dissatisfied; 1 - Very Dissatisfied;

	<u>Cashiering</u>	<u>Collections</u>	<u>Accounts Receivable</u>	<u>Receptionist Area</u>
14. Staff expertise/knowledge	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
15. Courtesy of staff	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
16. Communication skills of staff	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
17. Resolving problems quickly	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
18. Length of lines/wait time	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

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19. Indicate your **preferred** methods of applying for a parking permit. **(Mark only two)**

- Mail
- Linked with telephone automated registration
- Internet
- E-mail
- In person at Student Financial Services/Bursar's Office
- In person at Traffic & Parking Operations
- In person at University Bookstore

22. Do you prefer to conduct your business in person for services provided by Student Accounts Receivable?

- No
- Yes, because... **(Mark all that apply)**
  - Convenience
  - To assure payment is received by the deadline
  - Need a receipt
  - Did not get a response to my telephone or e-mail inquiry
  - To ask questions
  - To apply for an emergency loan
  - Pick up checks or documents
  - Other: \_\_\_\_\_

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20. Indicate the **preferred** method of receiving your billing statement. **(Mark only one)**

- Mail
- E-mail
- Internet
- Walk-in

23. Indicate your **preferred** time to visit this department. **(Mark only one)**

- Weekday mornings (8 - 12)
- Weekday afternoons (12 - 5)
- Weekdays after 5 pm
- Saturdays

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21. Indicate your **preferred** method of applying for an emergency loan. **(Mark only one)**

- Mail
- E-mail
- Internet
- Walk-in
- Scheduled appointment
- Telephone

24. Compared to a year ago, the overall quality of services has:

- Improved
- Remained the same
- Declined
- Don't know

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25. For each type of business/transaction listed below, mark the oval under the office you think is responsible for that item.

	<u>Bursar/Cashier/SAR</u>	<u>Financial Aid</u>	<u>Don't Know</u>
Emergency loan application	~	~	~
Application for a Federal loan or grant	~	~	~
Application for a Stafford loan	~	~	~
Academic progress hold	~	~	~
Status of your Financial Aid award	~	~	~
How Financial Aid award was applied to your University charges	~	~	~

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Please make any written comments regarding your campus Student Accounts Receivable on pages 3 or 4 of your survey booklet and circle letter F. Comment on any areas of dissatisfaction or areas where you feel improvements are needed. For instance, indicate the services/forms/applications you might use if they were offered via the Internet.

## Appendix B: Demographic Characteristics of Respondents to the Customer Satisfaction Survey of Student Accounts Receivable - Spring 2001

<b>Class Level</b>	<b>N</b>	<b>%</b>
Freshmen	424	11.3
Sophomore	472	12.6
Junior	990	26.5
Senior	1352	36.1
Grad/Postbacc	502	13.4
All	3740	100.0

<b>Employment</b>	<b>N</b>	<b>%</b>
Not working	1147	30.7
1 - 10 hours	315	8.4
11 - 20 hours	902	24.2
21 - 30 hours	665	17.8
31 - 40 hours	465	12.5
More than 40 hours	239	6.4
All	3733	100.0

<b>Race/Ecnicity</b>	<b>N</b>	<b>%</b>
Amer.Ind./Alaskan Nat.	21	0.6
Asian	583	16.0
Black/African Amer.	147	4.0
Filipino	146	4.0
Mex. Amer./Hisp.	671	18.5
Pacific Islander	18	0.5
White	1839	50.6
Other	210	5.8
All	3635	100.0

<b>Day/Evening</b>	<b>N</b>	<b>%</b>
Day student	2040	54.9
Evening student	412	11.1
Both day & evening	1240	33.4
Weekend student	21	0.6
All	3713	100.0

<b>Redence</b>	<b>N</b>	<b>%</b>
On campus	366	9.8
Off campus	3374	90.2
All	3740	100.0

<b>Gender</b>	<b>N</b>	<b>%</b>
Female	2269	60.8
Male	1465	39.2
All	3734	100.0

<b>Age</b>	<b>N</b>	<b>%</b>
Under 18	6	0.2
18 - 20	1092	29.2
21 - 25	1612	43.1
26 - 30	433	11.6
31 - 40	331	8.8
Over 40	268	7.2
All	3742	100.0

<b>Years on Campus</b>	<b>N</b>	<b>%</b>
New student	174	4.7
Less than 1 year	897	24.0
1 - 2 years	1309	35.1
3 - 4 years	969	26.0
5 - 6 years	249	6.7
7 - 8 years	54	1.4
9 - 10 years	23	0.6
More than 10 years	55	1.5
All	3730	100.0

# Appendix C: Student Satisfaction with Student Accounts Receivable by Campus

Spring 2001

Table 1. Campus and Systemwide Mean Satisfaction Ratings

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Office hours for walk-in services	Mean	3.56	3.65	3.41	3.56	3.59	3.46	3.33	3.56	3.53
	S.D.	0.90	0.85	1.02	0.85	0.88	0.87	0.89	0.93	0.89
	N	317	524	148	728	673	229	526	239	3,384
Clarity of the registration billing statement	Mean	3.73	3.88	3.38	3.63	3.67	3.39	3.37	3.78	3.63
	S.D.	0.87	0.86	0.98	0.90	0.87	1.11	0.89	0.92	0.92
	N	328	541	152	793	673	229	514	243	3,473
Payment schedules for the registration installment plan	Mean	3.66	3.59	3.29	3.47	3.44	3.33	3.44	3.25	3.46
	S.D.	0.81	0.89	0.96	0.90	0.94	0.95	0.79	1.08	0.91
	N	218	314	102	609	528	184	419	178	2,552
Timeliness of response to your voice mail ... messages	Mean	3.45	3.32	3.50	3.21	3.33	3.07	3.42	3.43	3.33
	S.D.	0.97	0.95	1.01	0.97	1.00	1.07	0.81	1.05	0.97
	N	224	318	111	472	530	188	419	178	2,440
Ease of purchasing a parking permit	Mean	2.22	4.01	3.46	3.99	4.01	3.43	3.34	3.99	3.74
	S.D.	1.13	1.00	1.12	0.99	1.05	1.08	1.07	0.99	1.13
	N	198	524	147	810	698	200	488	247	3,312
Ease of applying for an emergency loan	Mean	3.60	3.18	3.19	3.25	3.46	3.14	3.20	3.37	3.31
	S.D.	1.03	0.97	1.05	0.90	0.90	0.96	0.78	0.81	0.91
	N	120	153	63	304	355	130	259	91	1,475
Information on: Amount owed (registration balance)	Mean	3.71	3.77	3.56	3.63	3.80	3.35	3.65	4.07	3.70
	S.D.	0.90	0.88	0.97	0.89	0.92	0.98	0.91	0.75	0.91
	N	269	415	129	678	620	209	511	210	3,041
Information on: How to use the installment plan	Mean	3.44	3.49	3.12	3.35	3.37	3.25	3.28	3.19	3.34
	S.D.	0.82	0.84	0.79	0.89	0.88	0.88	0.74	0.96	0.86
	N	146	228	75	458	387	159	324	124	1,901
Information on: Payment deadlines	Mean	3.68	3.70	3.23	3.46	3.49	3.33	3.46	3.60	3.51
	S.D.	0.91	0.91	1.05	0.98	1.01	1.02	0.86	1.09	0.98
	N	281	447	120	713	583	215	475	223	3,057
Information on: How to get a refund	Mean	3.27	3.38	3.01	3.17	3.43	3.15	3.15	3.27	3.26
	S.D.	1.05	0.99	1.03	0.96	0.97	1.01	0.84	1.07	0.98
	N	190	339	87	519	482	174	378	146	2,315

## Appendix C: Student Satisfaction with Student Accounts Receivable by Campus Spring 2001

### Table 1. Campus and Systemwide Mean Satisfaction Ratings

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Information on: Services offered via the internet	Mean	3.47	3.26	3.37	3.36	3.60	3.39	3.65	3.97	3.51
	S.D.	1.05	1.06	0.95	1.06	1.01	1.00	0.96	0.88	1.03
	N	264	372	99	605	576	193	498	220	2,827
Timeliness of refunds	Mean	3.21	3.12	3.13	3.11	3.34	3.11	3.20	3.21	3.19
	S.D.	1.01	1.01	1.08	0.98	0.95	0.97	0.89	0.99	0.97
	N	177	281	80	446	438	167	333	112	2,034
Convenience of drop box locations	Mean	3.48	3.54	3.27	3.28	3.47	3.41	3.39	3.67	3.43
	S.D.	0.91	0.94	0.93	0.96	0.91	0.90	0.84	0.89	0.92
	N	213	375	73	499	442	179	432	150	2,363
Accuracy of student account information	Mean	3.68	3.81	3.56	3.65	3.70	3.33	3.73	3.93	3.69
	S.D.	0.93	0.92	1.00	0.94	1.00	1.09	0.88	0.94	0.96
	N	293	508	133	739	636	214	520	233	3,276

**Appendix C: Student Satisfaction with Student Accounts Receivable by Campus  
Spring 2001**

**Table 2. Campus and Systemwide Percent Satisfaction Ratings**

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Office hours for walk-in services	Total N	317	524	148	728	673	229	526	239	3,384
	VS/S (%)	61.8	65.1	54.1	58.4	60.5	53.3	49.6	61.1	58.5
	Neutral (%)	25.2	24.8	23.6	31.9	28.7	33.6	31.7	22.2	28.6
	D/V/D (%)	12.9	10.1	22.3	9.8	10.8	13.1	18.6	16.7	13.0
Clarity of the registration billing statement	Total N	328	541	152	793	673	229	514	243	3,473
	VS/S (%)	70.7	73.4	52.0	62.3	64.2	56.8	49.8	71.2	63.1
	Neutral (%)	18.3	19.6	30.9	26.6	27.8	20.5	35.4	17.7	25.4
	D/V/D (%)	11.0	7.0	17.1	11.1	8.0	22.7	14.8	11.1	11.4
Payment schedules for the registration installment plan	Total N	218	314	102	609	528	184	419	178	2,552
	VS/S (%)	58.7	56.1	42.2	50.9	51.1	44.0	47.3	45.5	50.4
	Neutral (%)	34.9	36.0	41.2	37.9	35.6	40.2	43.7	32.0	37.8
	D/V/D (%)	6.4	8.0	16.7	11.2	13.3	15.8	9.1	22.5	11.8
Timeliness of response to your voice mail ... messages	Total N	224	318	111	472	530	188	419	178	2,440
	VS/S (%)	53.6	42.5	55.0	38.8	45.3	35.1	47.7	52.2	45.0
	Neutral (%)	30.8	41.8	31.5	42.4	36.8	39.9	42.2	29.8	38.4
	D/V/D (%)	15.6	15.7	13.5	18.9	17.9	25.0	10.0	18.0	16.6
Ease of purchasing a parking permit	Total N	198	524	147	810	698	200	488	247	3,312
	VS/S (%)	13.6	77.7	57.1	74.2	75.8	51.0	49.2	77.7	65.9
	Neutral (%)	24.7	13.5	23.1	17.9	14.2	32.5	29.7	12.6	19.3
	D/V/D (%)	61.6	8.8	19.7	7.9	10.0	16.5	21.1	9.7	14.8
Ease of applying for an emergency loan	Total N	120	153	63	304	355	130	259	91	1,475
	VS/S (%)	50.8	32.0	41.3	36.5	44.5	28.5	25.9	36.3	36.7
	Neutral (%)	38.3	52.3	41.3	49.3	46.8	52.3	64.9	57.1	51.3
	D/V/D (%)	10.8	15.7	17.5	14.1	8.7	19.2	9.3	6.6	12.0
Information on: Amount owed (registration balance)	Total N	269	415	129	678	620	209	511	210	3,041
	VS/S (%)	65.4	65.5	59.7	58.8	68.2	46.9	63.2	80.5	63.7
	Neutral (%)	25.7	27.5	29.5	32.6	23.7	37.8	25.8	17.6	27.5
	D/V/D (%)	8.9	7.0	10.9	8.6	8.1	15.3	11.0	1.9	8.8

**Appendix C: Student Satisfaction with Student Accounts Receivable by Campus  
Spring 2001**

**Table 2. Campus and Systemwide Percent Satisfaction Ratings**

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Information on: How to use the installment plan	Total N	146	228	75	458	387	159	324	124	<b>1,901</b>
	VS/S (%)	45.9	47.8	28.0	43.4	42.1	35.8	34.9	34.7	<b>40.6</b>
	Neutral (%)	46.6	44.3	57.3	44.3	47.3	48.4	55.6	48.4	<b>48.1</b>
	D/V/D (%)	7.5	7.9	14.7	12.2	10.6	15.7	9.6	16.9	<b>11.3</b>
Information on: Payment deadlines	Total N	281	447	120	713	583	215	475	223	<b>3,057</b>
	VS/S (%)	63.0	63.1	45.8	52.9	56.6	44.7	50.9	60.5	<b>55.4</b>
	Neutral (%)	28.1	28.4	32.5	32.7	28.6	36.7	37.3	24.2	<b>31.2</b>
	D/V/D (%)	8.9	8.5	21.7	14.4	14.8	18.6	11.8	15.2	<b>13.3</b>
Information on: How to get a refund	Total N	190	339	87	519	482	174	378	146	<b>2,315</b>
	VS/S (%)	43.7	47.5	34.5	35.1	48.8	36.8	30.7	40.4	<b>40.2</b>
	Neutral (%)	36.3	36.3	40.2	46.1	36.7	42.0	51.6	39.7	<b>41.9</b>
	D/V/D (%)	20.0	16.2	25.3	18.9	14.5	21.3	17.7	19.9	<b>18.0</b>
Information on: Services offered via the internet	Total N	264	372	99	605	576	193	498	220	<b>2,827</b>
	VS/S (%)	53.8	41.9	43.4	47.9	58.2	48.2	62.9	74.5	<b>54.3</b>
	Neutral (%)	28.0	37.4	41.4	34.5	29.3	37.8	25.5	19.5	<b>31.0</b>
	D/V/D (%)	18.2	20.7	15.2	17.5	12.5	14.0	11.6	5.9	<b>14.7</b>
Timeliness of refunds	Total N	177	281	80	446	438	167	333	112	<b>2,034</b>
	VS/S (%)	39.5	32.0	42.5	32.7	42.9	31.7	34.2	35.7	<b>36.1</b>
	Neutral (%)	40.7	45.6	35.0	46.2	41.8	48.5	51.7	46.4	<b>45.3</b>
	D/V/D (%)	19.8	22.4	22.5	21.1	15.3	19.8	14.1	17.9	<b>18.5</b>
Convenience of drop box locations	Total N	213	375	73	499	442	179	432	150	<b>2,363</b>
	VS/S (%)	50.7	50.9	38.4	40.7	47.5	44.1	45.8	56.7	<b>46.6</b>
	Neutral (%)	35.7	38.1	47.9	42.9	42.5	44.7	43.5	37.3	<b>41.5</b>
	D/V/D (%)	13.6	10.9	13.7	16.4	10.0	11.2	10.6	6.0	<b>11.9</b>
Accuracy of student account information	Total N	293	508	133	739	636	214	520	233	<b>3,276</b>
	VS/S (%)	65.9	68.9	54.9	60.9	65.4	48.6	67.7	75.1	<b>64.5</b>
	Neutral (%)	23.2	22.6	33.8	29.1	22.6	31.8	23.5	18.0	<b>25.0</b>
	D/V/D (%)	10.9	8.5	11.3	10.0	11.9	19.6	8.8	6.9	<b>10.5</b>

## Appendix D: Gap Analysis of Student Accounts Receivable - Spring 2001

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Office hours for walk-in services	Total N	313	516	145	706	653	221	521	237	3,312
	Importance	4.32	4.40	4.32	4.33	4.34	4.37	4.28	4.35	4.34
	Satisfaction	3.56	3.66	3.42	3.56	3.59	3.43	3.33	3.55	3.53
	Gap	0.76	0.75	0.90	0.77	0.75	0.94	0.95	0.80	0.81
Clarity of the registration billing statement	Total N	325	527	148	761	647	218	507	241	3,374
	Importance	4.38	4.44	4.41	4.39	4.28	4.46	4.04	4.49	4.34
	Satisfaction	3.73	3.88	3.39	3.63	3.67	3.38	3.38	3.78	3.63
	Gap	0.65	0.56	1.01	0.77	0.62	1.08	0.66	0.71	0.71
Payment schedules for the registration installment plan	Total N	215	301	100	581	512	170	408	175	2,462
	Importance	4.04	4.20	4.18	4.08	4.09	4.17	3.86	4.35	4.08
	Satisfaction	3.67	3.58	3.30	3.48	3.44	3.28	3.45	3.25	3.46
	Gap	0.37	0.61	0.88	0.60	0.65	0.89	0.41	1.11	0.63
Timeliness of response to your voice mail ... messages	Total N	222	309	108	456	511	179	415	177	2,377
	Importance	4.35	4.33	4.44	4.15	4.20	4.21	4.12	4.46	4.24
	Satisfaction	3.46	3.32	3.51	3.21	3.32	3.03	3.42	3.44	3.33
	Gap	0.89	1.01	0.93	0.94	0.87	1.18	0.69	1.02	0.91
Ease of purchasing a parking permit	Total N	195	505	144	776	669	189	482	244	3,204
	Importance	3.98	4.33	4.22	4.27	4.29	3.97	3.97	4.32	4.21
	Satisfaction	2.21	4.00	3.49	4.00	4.02	3.42	3.34	3.99	3.74
	Gap	1.77	0.34	0.73	0.27	0.27	0.54	0.63	0.33	0.47
Ease of applying for an emergency loan	Total N	118	145	62	290	340	125	253	89	1,422
	Importance	4.07	3.95	4.19	3.98	3.87	3.94	3.72	4.00	3.92
	Satisfaction	3.60	3.17	3.21	3.24	3.47	3.11	3.20	3.37	3.31
	Gap	0.47	0.79	0.98	0.73	0.40	0.83	0.51	0.63	0.61
Information on: Amount owed (registration balance)	Total N	262	402	127	656	592	192	502	203	2,936
	Importance	4.18	4.31	4.35	4.29	4.32	4.24	4.20	4.44	4.28
	Satisfaction	3.71	3.77	3.57	3.63	3.80	3.34	3.66	4.08	3.71
	Gap	0.47	0.54	0.79	0.66	0.52	0.90	0.54	0.35	0.58
Information on: How to use the installment plan	Total N	144	217	72	442	372	151	321	121	1,840
	Importance	3.94	3.92	4.13	4.02	3.82	4.03	3.66	4.07	3.91
	Satisfaction	3.44	3.51	3.11	3.35	3.36	3.22	3.29	3.19	3.34
	Gap	0.50	0.41	1.01	0.67	0.46	0.81	0.37	0.88	0.57
Information on: Payment deadlines	Total N	276	427	116	687	560	199	467	217	2,949
	Importance	4.29	4.31	4.41	4.33	4.26	4.32	4.09	4.51	4.29
	Satisfaction	3.68	3.70	3.27	3.47	3.50	3.31	3.45	3.62	3.52
	Gap	0.61	0.61	1.15	0.86	0.76	1.01	0.63	0.89	0.77

## Appendix D: Gap Analysis of Student Accounts Receivable - Spring 2001

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Information on: How to get a refund	Total N	186	328	83	494	461	162	371	143	2,228
	Importance	4.12	4.30	4.24	4.26	4.21	4.14	3.94	4.23	4.18
	Satisfaction	3.28	3.38	3.04	3.17	3.45	3.13	3.15	3.27	3.26
	Gap	0.84	0.91	1.20	1.10	0.76	1.01	0.78	0.97	0.92
Information on: Services offered via the internet	Total N	261	358	96	580	554	178	490	217	2,734
	Importance	4.18	4.27	4.09	4.25	4.25	4.25	4.23	4.47	4.25
	Satisfaction	3.47	3.27	3.39	3.35	3.59	3.37	3.65	3.99	3.51
	Gap	0.71	0.99	0.71	0.90	0.66	0.88	0.58	0.48	0.75
Timeliness of refunds	Total N	171	273	79	426	422	159	323	110	1,963
	Importance	4.02	4.25	4.33	4.17	4.14	4.07	3.90	4.28	4.12
	Satisfaction	3.23	3.12	3.11	3.10	3.35	3.12	3.18	3.20	3.19
	Gap	0.79	1.12	1.22	1.07	0.79	0.95	0.72	1.08	0.93
Convenience of drop box locations	Total N	208	364	70	484	424	169	428	148	2,295
	Importance	3.86	3.90	3.73	3.95	3.82	3.88	3.75	3.83	3.85
	Satisfaction	3.50	3.55	3.26	3.28	3.47	3.42	3.40	3.66	3.43
	Gap	0.36	0.35	0.47	0.67	0.36	0.46	0.35	0.17	0.42
Accuracy of student account information	Total N	288	489	129	708	611	199	510	229	3,163
	Importance	4.53	4.69	4.60	4.51	4.48	4.49	4.46	4.64	4.54
	Satisfaction	3.69	3.81	3.57	3.66	3.70	3.30	3.74	3.93	3.70
	Gap	0.85	0.88	1.04	0.85	0.78	1.19	0.73	0.71	0.84

## Appendix E: Customer Satisfaction in SAR Sub - Areas: Cashiering, Collections, Accounts Receivable, and Receptionist Area - Spring 2001

### Table 1. Campus and Systemwide Mean Satisfaction Ratings: Cashiering

Staff expertise/knowledge	Mean	4.06	4.08	4.05	3.81	3.89	3.71	4.00	4.07	<b>3.94</b>
	S.D.	0.87	0.87	0.90	0.88	0.95	1.02	0.84	0.90	<b>0.90</b>
	N	198	439	132	632	348	192	385	184	<b>2,510</b>
Courtesy of staff	Mean	3.96	3.84	4.10	3.72	3.97	3.60	3.80	4.04	<b>3.84</b>
	S.D.	1.06	1.02	0.90	0.98	1.00	1.02	0.94	0.86	<b>0.99</b>
	N	199	431	131	630	340	189	387	184	<b>2,491</b>
Communication skills of staff	Mean	4.03	3.88	3.96	3.72	3.85	3.60	3.82	3.98	<b>3.83</b>
	S.D.	1.00	0.97	0.98	0.95	1.03	1.04	0.86	0.88	<b>0.96</b>
	N	197	432	130	627	340	189	384	183	<b>2,482</b>
Resolving problems quickly	Mean	3.74	3.73	3.82	3.53	3.77	3.36	3.74	3.79	<b>3.67</b>
	S.D.	1.1	1.06	0.97	1.04	1.06	1.12	0.96	1.04	<b>1.05</b>
	N	198	427	131	622	341	188	379	183	<b>2,469</b>
Length of lines/wait time	Mean	3.37	2.92	2.95	2.61	3.07	2.65	3.12	3.66	<b>2.97</b>
	S.D.	1.20	1.23	1.25	1.17	1.23	1.21	1.15	0.99	<b>1.22</b>
	N	199	432	133	628	344	191	386	182	<b>2,495</b>

**Appendix E: Customer Satisfaction in SAR Sub - Areas: Cashiering, Collections, Accounts Receivable, and Receptionist Area - Spring 2001**

**Table 2. Campus and Systemwide Percent Satisfaction Ratings: Cashiering**

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Staff expertise/knowledge	Total N	198	439	132	632	348	192	385	184	2510
	VS/S (%)	82.3	76.8	78.8	65.7	69.8	62	74.3	79.3	72.2
	Neutral (%)	10.6	18.7	15.2	29.1	23.6	28.1	22.6	14.7	22.2
	D/VD (%)	7.1	4.6	6.1	5.2	6.6	9.9	3.1	6	5.6
Courtesy of staff	Total N	199	431	131	630	340	189	387	184	2491
	VS/S (%)	72.4	67.7	79.4	62.2	71.8	57.7	66.7	76.1	67.6
	Neutral (%)	16.6	21.1	15.3	27.1	21.2	30.2	25.6	19	23.2
	D/VD (%)	11.1	11.1	5.3	10.6	7.1	12.2	7.8	4.9	9.2
Communication skills of staff	Total N	197	432	130	627	340	189	384	183	2482
	VS/S (%)	74.6	69.7	74.6	61.9	66.8	60.3	70.1	74.9	67.7
	Neutral (%)	16.2	22	16.9	29	24.4	25.9	24.5	20.2	23.9
	D/VD (%)	9.1	8.3	8.5	9.1	8.8	13.8	5.5	4.9	8.4
Resolving problems quickly	Total N	198	427	131	622	341	188	379	183	2469
	VS/S (%)	61.6	63.2	66.4	55	63.3	46.8	63.1	62.8	59.9
	Neutral (%)	23.7	24.6	25.2	29.6	25.8	30.3	26.1	26.8	26.8
	D/VD (%)	14.6	12.2	8.4	15.4	10.9	22.9	10.8	10.4	13.3
Length of lines/wait time	Total N	199	432	133	628	344	191	386	182	2495
	VS/S (%)	48.2	34	34.6	22.6	36.6	23	38.1	59.9	34.3
	Neutral (%)	28.1	27.8	29.3	29.6	32.6	32.5	31.9	28.6	30.1
	D/VD (%)	23.6	38.2	36.1	47.8	30.8	44.5	30.1	11.5	35.6

**Appendix E: Customer Satisfaction in SAR Sub - Areas: Cashiering,  
Collections, Accounts Receivable, and Receptionist Area - Spring 2001**

**Table 3. Campus and Systemwide Mean Satisfaction Ratings: Collections**

Staff expertise/knowledge	Mean	3.63	3.57	3.68	3.25	3.51	3.35	3.67	3.36	<b>3.46</b>
	S.D.	0.87	0.98	0.89	0.74	0.85	0.97	0.93	1.03	<b>0.88</b>
	N	43	65	19	171	136	80	97	11	<b>622</b>
Courtesy of staff	Mean	3.65	3.44	3.68	3.31	3.59	3.41	3.57	3.73	<b>3.48</b>
	S.D.	0.90	0.91	0.82	0.86	0.93	0.95	1.00	1.49	<b>0.93</b>
	N	43	64	19	166	133	78	94	11	<b>608</b>
Communication skills of staff	Mean	3.72	3.48	3.63	3.31	3.49	3.43	3.58	3.45	<b>3.46</b>
	S.D.	0.91	1.00	0.83	0.91	0.98	1.00	0.96	1.44	<b>0.97</b>
	N	43	65	19	166	134	79	92	11	<b>609</b>
Resolving problems quickly	Mean	3.60	3.36	3.50	3.20	3.41	3.21	3.44	3.09	<b>3.34</b>
	S.D.	1.00	0.97	0.76	0.96	0.97	1.09	1.05	1.30	<b>1.00</b>
	N	43	66	20	163	134	77	88	11	<b>602</b>
Length of lines/wait time	Mean	3.37	2.92	3.63	2.94	3.26	3.09	3.37	3.36	<b>3.16</b>
	S.D.	1.00	1.18	0.83	1.01	1.07	1.22	1.05	1.03	<b>1.09</b>
	N	43	66	19	159	135	77	90	11	<b>600</b>

**Appendix E: Customer Satisfaction in SAR Sub - Areas: Cashiering, Collections,  
Accounts Receivable, and Receptionist Area - Spring 2001**

**Table 4. Campus and Systemwide Percent Satisfaction Ratings: Collections**

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Staff expertise/knowledge	Total N	43	65	19	171	136	80	97	11	<b>622</b>
	VS/S (%)	55.8	44.6	52.6	28.7	42.6	38.8	54.6	45.5	<b>41.6</b>
	Neutral (%)	34.9	46.2	42.1	64.9	52.2	51.3	40.2	45.5	<b>51.4</b>
	D/VD (%)	9.3	9.2	5.3	6.4	5.1	10.0	5.2	9.1	<b>6.9</b>
Courtesy of staff	Total N	43	64	19	166	133	78	94	11	<b>608</b>
	VS/S (%)	58.1	43.8	47.4	33.7	48.9	41.0	50.0	72.7	<b>44.4</b>
	Neutral (%)	34.9	46.9	52.6	56.0	45.1	48.7	41.5	9.1	<b>47.0</b>
	D/VD (%)	7.0	9.4	10.2	6.0	10.3	8.5	18.2	8.6	<b>8.6</b>
Communication skills of staff	Total N	43	65	19	166	134	79	92	11	<b>609</b>
	VS/S (%)	58.1	43.1	42.1	36.1	42.5	43.0	56.5	54.5	<b>44.3</b>
	Neutral (%)	37.2	47.7	57.9	51.2	48.5	44.3	33.7	27.3	<b>45.5</b>
	D/VD (%)	4.7	9.2	12.7	9.0	12.7	9.8	18.2	10.2	<b>10.2</b>
Resolving problems quickly	Total N	43	66	20	163	134	77	88	11	<b>602</b>
	VS/S (%)	53.5	39.4	35.0	31.9	42.5	36.4	43.2	45.5	<b>39.2</b>
	Neutral (%)	34.9	48.5	65.0	51.5	46.3	44.2	46.6	27.3	<b>47.2</b>
	D/VD (%)	11.6	12.1	16.6	11.2	19.5	10.2	27.3	13.6	<b>13.6</b>
Length of lines/wait time	Total N	43	66	19	159	135	77	90	11	<b>600</b>
	VS/S (%)	46.5	28.8	42.1	23.3	36.3	32.5	42.2	45.5	<b>33.5</b>
	Neutral (%)	37.2	43.9	57.9	52.2	48.1	42.9	43.3	45.5	<b>46.8</b>
	D/VD (%)	16.3	27.3	24.5	15.6	24.7	14.4	9.1	19.7	<b>19.7</b>

## Appendix E: Customer Satisfaction in SAR Sub - Areas: Cashiering, Collections, Accounts Receivable, and Receptionist Area - Spring 2001

**Table 5. Campus and Systemwide Mean Satisfaction Ratings: Accounts Receivable**

Staff expertise/knowledge	Mean	3.68	3.84	3.71	3.50	3.68	3.24	3.74	3.68	<b>3.63</b>
	S.D.	0.94	1.04	0.93	0.87	0.95	1.03	0.96	1.39	<b>0.98</b>
	N	65	114	38	240	184	76	142	34	<b>893</b>
Courtesy of staff	Mean	3.74	3.84	3.84	3.44	3.71	3.34	3.71	3.88	<b>3.64</b>
	S.D.	0.91	1.01	0.82	0.99	0.98	0.87	0.90	1.25	<b>0.98</b>
	N	65	114	38	237	185	76	139	34	<b>888</b>
Communication skills of staff	Mean	3.77	3.75	3.61	3.46	3.60	3.33	3.68	3.62	<b>3.58</b>
	S.D.	0.89	0.98	1.00	0.94	0.96	1.00	0.89	1.37	<b>0.97</b>
	N	64	113	38	235	186	76	138	34	<b>884</b>
Resolving problems quickly	Mean	3.49	3.64	3.53	3.32	3.43	3.16	3.60	3.48	<b>3.44</b>
	S.D.	1.02	1.05	1.01	1.03	1.05	1.00	1.02	1.50	<b>1.06</b>
	N	65	114	38	231	183	75	138	33	<b>877</b>
Length of lines/wait time	Mean	3.24	3.11	3.39	3.00	3.37	3.04	3.34	3.65	<b>3.21</b>
	S.D.	1.10	1.19	1.13	1.09	1.11	0.96	1.09	1.28	<b>1.12</b>
	N	66	116	38	232	184	75	139	34	<b>884</b>

**Appendix E: Customer Satisfaction in SAR Sub - Areas: Cashiering, Collections,  
Accounts Receivable, and Receptionist Area - Spring 2001**

**Table 6. Campus and Systemwide Percent Satisfaction Ratings: Accounts Receivable**

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Staff expertise/knowledge	Total N	65	114	38	240	184	76	142	34	<b>893</b>
	VS/S (%)	64.6	64.9	60.5	46.7	58.7	39.5	60.6	67.6	<b>55.8</b>
	Neutral (%)	23.1	26.3	28.9	45.8	33.2	40.8	32.4	8.8	<b>34.4</b>
	D/VD (%)	12.3	8.8	10.5	7.5	8.2	19.7	7.0	23.5	<b>9.9</b>
Courtesy of staff	Total N	65	114	38	237	185	76	139	34	<b>888</b>
	VS/S (%)	64.6	64.0	71.1	43.9	58.4	39.5	59.0	73.5	<b>55.3</b>
	Neutral (%)	24.6	28.1	26.3	45.6	35.1	48.7	35.3	11.8	<b>36.1</b>
	D/VD (%)	10.8	7.9	2.6	10.5	6.5	11.8	5.8	14.7	<b>8.6</b>
Communication skills of staff	Total N	64	113	38	235	186	76	138	34	<b>884</b>
	VS/S (%)	60.9	61.1	52.6	46.0	53.2	39.5	60.9	67.6	<b>53.4</b>
	Neutral (%)	34.4	31.0	36.8	43.0	38.2	46.1	31.9	11.8	<b>36.9</b>
	D/VD (%)	4.7	8.0	10.5	11.1	8.6	14.5	7.2	20.6	<b>9.7</b>
Resolving problems quickly	Total N	65	114	38	231	183	75	138	33	<b>877</b>
	VS/S (%)	47.7	58.8	50.0	39.4	45.9	33.3	55.1	63.6	<b>47.2</b>
	Neutral (%)	38.5	28.9	36.8	44.2	41.0	46.7	34.1	12.1	<b>38.2</b>
	D/VD (%)	13.8	12.3	13.2	16.5	13.1	20.0	10.9	24.2	<b>14.6</b>
Length of lines/wait time	Total N	66	116	38	232	184	75	139	34	<b>884</b>
	VS/S (%)	39.4	40.5	44.7	28.4	45.7	25.3	47.5	58.8	<b>39</b>
	Neutral (%)	43.9	31.9	39.5	46.1	37.5	56.0	33.8	23.5	<b>40</b>
	D/VD (%)	16.7	27.6	15.8	25.4	16.8	18.7	18.7	17.6	<b>20.9</b>

## Appendix E: Customer Satisfaction in SAR Sub - Areas: Cashiering, Collections, Accounts Receivable, and Receptionist Area - Spring 2001

### Table 7. Campus and Systemwide Mean Satisfaction Ratings: Receptionist Area

Staff expertise/knowledge	Mean	3.89	3.79	3.78	3.53	3.86	3.58	3.81	4.39	<b>3.77</b>
	S.D.	0.96	1.07	1.04	1.04	1.00	1.11	0.92	0.79	<b>1.03</b>
	N	106	170	45	284	332	134	140	70	<b>1,281</b>
Courtesy of staff	Mean	3.87	3.62	3.84	3.41	3.92	3.40	3.79	4.21	<b>3.71</b>
	S.D.	1.01	1.15	0.91	1.15	1.07	1.16	0.96	0.98	<b>1.11</b>
	N	107	165	44	279	331	134	138	70	<b>1,268</b>
Communication skills of staff	Mean	3.80	3.63	3.75	3.41	3.85	3.48	3.73	4.21	<b>3.69</b>
	S.D.	1.00	1.10	1.06	1.07	1.02	1.11	0.95	0.88	<b>1.06</b>
	N	106	167	44	278	333	135	139	70	<b>1,272</b>
Resolving problems quickly	Mean	3.63	3.49	3.55	3.29	3.67	3.37	3.61	4.11	<b>3.54</b>
	S.D.	1.08	1.20	1.09	1.13	1.09	1.18	0.92	0.97	<b>1.12</b>
	N	106	168	44	280	334	133	138	70	<b>1,273</b>
Length of lines/wait time	Mean	3.19	2.94	3.42	3.14	3.56	3.09	3.52	3.71	<b>3.31</b>
	S.D.	1.16	1.28	1.27	1.19	1.14	1.25	1.06	1.13	<b>1.20</b>
	N	105	169	45	278	334	131	138	70	<b>1,270</b>

**Appendix E: Customer Satisfaction in SAR Sub - Areas: Cashiering, Collections,  
Accounts Receivable, and Receptionist Area - Spring 2001**

**Table 8. Campus and Systemwide Percent Satisfaction Ratings: Receptionist  
Area**

Satisfaction with	Data Type	Chico	Long Beach	Monterey Bay	Pomona	San Bernardino	San Jose	San Luis Obispo	San Marcos	All
Staff expertise/knowledge	Total N	106	170	45	284	332	134	140	70	1,281
	VS/S (%)	68.9	62.9	62.2	51.4	67.2	55.2	66.4	87.1	62.8
	Neutral (%)	23.6	25.3	26.7	35.9	24.7	32.1	27.9	10.0	27.6
	D/VD (%)	7.5	11.8	11.1	12.7	8.1	12.7	5.7	2.9	9.6
Courtesy of staff	Total N	107	165	44	279	331	134	138	70	1,268
	VS/S (%)	68.2	59.4	63.6	46.6	68.9	49.3	64.5	78.6	60.5
	Neutral (%)	21.5	24.8	29.5	35.1	22.7	31.3	28.3	17.1	27.1
	D/VD (%)	10.3	15.8	6.8	18.3	8.5	19.4	7.2	4.3	12.5
Communication skills of staff	Total N	106	167	44	278	333	135	139	70	1,272
	VS/S (%)	65.1	61.1	61.4	43.5	66.4	48.1	64.0	80.0	59.0
	Neutral (%)	24.5	24.0	29.5	41.4	25.5	36.3	29.5	17.1	30.0
	D/VD (%)	10.4	15.0	9.1	15.1	8.1	15.6	6.5	2.9	11.1
Resolving problems quickly	Total N	106	168	44	280	334	133	138	70	1,273
	VS/S (%)	58.5	53.6	50.0	41.4	58.4	45.9	55.1	77.1	53.1
	Neutral (%)	26.4	26.2	36.4	37.5	29.0	33.1	36.2	15.7	31.0
	D/VD (%)	15.1	20.2	13.6	21.1	12.6	21.1	8.7	7.1	15.9
Length of lines/wait time	Total N	105	169	45	278	334	131	138	70	1,270
	VS/S (%)	43.8	36.1	48.9	37.8	54.8	35.9	50.0	62.9	45.4
	Neutral (%)	31.4	28.4	31.1	35.6	30.2	35.9	37.0	25.7	32.4
	D/VD (%)	24.8	35.5	20.0	26.6	15.0	28.2	13.0	11.4	22.2