



## **GPC's Service Excellence Results**

### **GPC Serves Customer Service Survey Summer 2015**

#### **GPC - Your Service is Showing!**

We received 143 completed customer service surveys for the Summer 2015 Semester from June-August 15, 2015. Thanks and keep those survey cards flowing.

Put the cards on your desk and visible in your departments. Ask students before you help them to give you feedback about your service after you've assisted them. Students will be surprised and impressed that you are asking for their opinion before you even know how the conversation will continue. It sends the message to students that you value their opinion and you want to provide excellent service or know how you can improve. The survey also is online at [www.gpcServes.com](http://www.gpcServes.com).

**In all categories, the GPC community received an overwhelming majority of EXCELLENT in the ratings and the Highest Marks in the Last 15 Months! This is continued proof why Georgia Perimeter College received the Chancellor's Silver Level Award for Service Excellence Institution of the Year. Congratulations and thanks.**

The complete results for Summer 2015 are listed below compared with ratings from Summer 2014-Spring 2015.

**Thanks for making Service Excellence a priority.** Follow the standards of service excellence to:

- **Greet** your customers promptly.
- **Listen** and verify your understanding of the customer's needs.
- **Help** customers with your answers and actions.
- **Honor** your commitments in a timely manner.

**Practice the following attributes in every interaction you have with our students and with each other.**

**Respectful – Accessible – Supportive – Responsive – Informed**

**How Surveys Are Used.** Completed surveys are recorded by the Office of Customer Service and returned to the appropriate departments for feedback. The customer service survey results also are used in GPC's Employee Recognition program: *Caught Doing Something Right*. Individuals who receive all excellent ratings on the surveys are recognized and included in a random drawing for a special recognition. Photos of six of these individuals selected to represent the Summer 2015 entries will be displayed soon on the GPC TVs at all GPC campuses and locations. Be on the lookout for an email about those individuals.

The following are the complete survey results for the Summer 2015 Semester compared with Summer 2014 - Spring 2014 Semesters.

Please note that "n/a" indicates the scorer did not experience that action or provide an opinion.

	Summer 2014	Fall 2014	Spring 2015	Summer 2015
Total Number of Surveys Received	312	152	362	
<b>I was greeted immediately.</b> <i>Our goal is to promptly greet students. Excellent and very good are positives.</i>				
<b>Excellent</b>	80%	72%	81%	89%
<b>Very Good</b>	7%	3%	6%	3%
Average	3%	4%	2%	2%
Needs Improvement	2%	3%	2%	3%
Failed	6%	12%	5%	3%
n/a	3%	6%	4%	0%

**The person assisting me was very friendly.** *Our goal is to be friendly and responsive in our interactions with students. Excellent and very good are positives.*

<b>Excellent</b>	83%	72%	85%	90%
<b>Very Good</b>	5%	3%	2%	3%
Average	3%	2%	1%	2%
Needs Improvement	1%	2%	3%	1%
Failed	6%	13%	5%	2%
n/a	2%	8%	4%	2%

**The person assisting me listened attentively.** *Our goal is to listen attentively and acknowledge students' concerns. Excellent and very good are positives.*

<b>Excellent</b>	82%	72%	84%	93%
<b>Very Good</b>	6%	3%	3%	0%
Average	1%	4%	2%	1%
Needs Improvement	3%	4%	2%	3%
Failed	5%	10%	5%	2%
n/a	3%	7%	4%	1%

**I received information that addressed my question(s) or concern(s).** *Our goal is to completely address students; questions and concerns. Excellent and very good are positives.*

<b>Excellent</b>	80%	72%	83%	90%
<b>Very Good</b>	6%	2%	4%	2%
Average	2%	6%	2%	1%
Needs Improvement	3%	2%	2%	2%
Failed	5%	10%	5%	3%
n/a	4%	8%	4%	2%

**The person assisting me was courteous.** *Our goal is to interact courteously and respectfully with students. Excellent and very good are positives.*

<b>Excellent</b>	83%	70%	84%	<b>91%</b>
<b>Very Good</b>	5%	6%	3%	<b>2%</b>
Average	2%	2%	4%	<b>2%</b>
Needs Improvement	2%	2%	1%	<b>3%</b>
Failed	5%	13%	6%	<b>1%</b>
n/a	3%	7%	4%	<b>1%</b>

**The person assisting me was knowledgeable.** *Our goal is to provide the information the student needs. Excellent and very good are positives.*

<b>Excellent</b>	83%	71%	83%	<b>90%</b>
<b>Very Good</b>	5%	3%	4%	<b>3%</b>
Average	1%	3%	2%	<b>1%</b>
Needs Improvement	3%	5%	2%	<b>1%</b>
Failed	4%	11%	5%	<b>3%</b>
n/a	4%	7%	4%	<b>2%</b>

**Today my overall experience was:** *Excellent and very good are positives.*

<b>Excellent</b>	81%	70%	80%	<b>90%</b>
<b>Very Good</b>	7%	4%	6%	<b>3%</b>
Average	1%	2%	2%	<b>1%</b>
Needs Improvement	2%	5%	2%	<b>1%</b>
Failed	7%	13%	6%	<b>4%</b>
n/a	2%	6%	4%	<b>1%</b>

The **Written Survey Comments** on the surveys also identify our strengths and opportunities for improvement. **These experiences impact student enrollment and retention.**

**Positive survey comments – These experiences are what we hope all our students have at GPC and what we want to experience as customers.**

She had helped me through a very challenging time. She listened to me and gave me the best advice on how to handle my issues, because of her help, my transition into a new phase of my life feels easier, and I can handle it the challenges better. Thank you for all your help.

He went above and beyond to help me with my financial aid hold to get me ready for the summer semester. On one of the days that I came in, he even stayed past his shift to answer my questions.

These nice ladies were very welcoming and went BEYOND my expectations. The office lost my paperwork and both times this month these ladies allowed me to print from that computer since I am an online student with no jCard. They also apologized to me for the office losing paperwork with my sensitive information.

Very knowledgeable and helpful. She has such a great attitude and was very patient and understanding of the issues I am having with my application. Thanks.

So friendly. Such a great listener. Helpful!! Cared about my daughter and her needs. I can tell she loves her job.

It was 4:05 and she had already clocked out as the department closes at 4 p.m. A new student walked in for assistance, and she gladly logged in to her computer to provide the student with what he needed. By 4:30 two more students came in for the same purpose and she took care of them, even know she was off the clock, she is a true GPC team player.

**Opportunities for improvement – Most of these comments address attitudes and processes that we can control and improve. These are not the experiences we want our students to have nor what we want as customers.**

I've experience a lackluster performance of this employee throughout my tenure at GPC. I know countless friends and acquaintances that have complained of specifically asking for help and still having no idea what they were doing at the college. This employee is rude and very unwelcoming as a person in general from my experiences and observations. This employee doesn't interact with you in a constructive and friendly way. I pay a lot of money to this school, and if I ask for help it shouldn't be an issue; which it obviously is.

I came in to complete my application to enroll. I have been a student before and decided to re-enroll after a few years of absence. She kept trying to over talk me, and referred me back to the paper (petition for in-state tuition) –vs- going ahead to ensure my application is completed. She was not helpful, polite and I would not recommend her to anyone who needed help with enrollment.

They sent me to two different places to get my information. I was here for more than an hour. I had to explain myself to three different people. GPC should really improve customer service.

To whom may help students get better courteous service. These departments always needs improvement. The staff is extremely rude and works and answers questions as if lazy to work. Mostly I always walk out feeling like I haven't been helped and questions hardly answered. I have only been helped by one person that is always friendly and goes above and beyond. She's always polite and helpful. Everyone else is extremely rude.