



# Tiger Dining Customer Satisfaction Survey

# The Auburn Plainsman

Video





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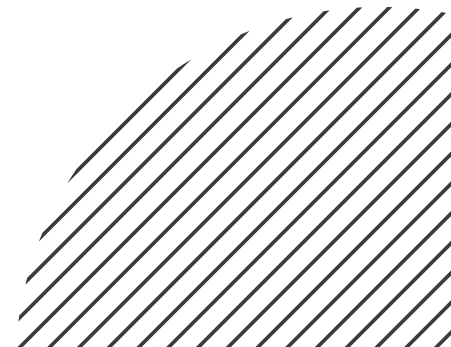
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# **introduction to campus dining needs**

## **creating a baseline**

College campus dining is one of the largest categories of the food service industry.





# foundation of survey design

## Aramark, Intelliscan Survey

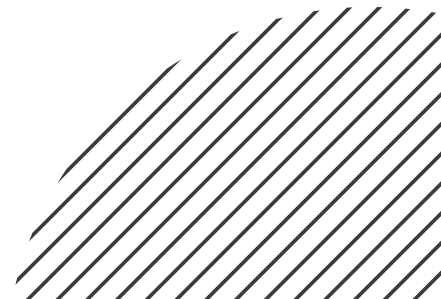
- Provide all possible answer choices
- Require no longer than 10 minutes if stated
- Provide specific instructions

**FAILURES, SUCCESS, FRUSTRATION, & SATISFACTION**



# methods used

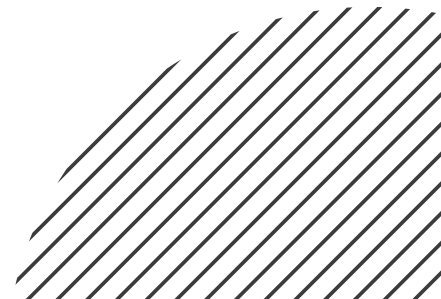
- Census study (entire Auburn University population)
- Existing Aramark survey to measure: experience, dining satisfaction, health, quality, personalization, convenience
- Continual meetings and communication between Tiger Dining staff, our team and Aramark





# methods cont.

- Initial email from SGA president Dane Block sent to student population
- Initial email from Tiger Dining Director Glenn Loughridge sent to faculty & staff
- Reminder email sent halfway through (1 week after initial)
- Use of Baseline- Campus Labs software for email scheduling
- No data collection through baseline- Aramark sole collector of data





# methods cont.

- Sought to obtain sample of population from institutional research- Aramark chose to continue with full census collection
- Courtesy notices sent to key administrators to let them know entire population would be surveyed
- Survey open for two weeks
- Marketing materials posted on social media & digitally posted on residence hall TV monitors
- Raw data collected and distributed to team by Aramark







# findings

2,320 total responses of 32,000 faculty, staff and students

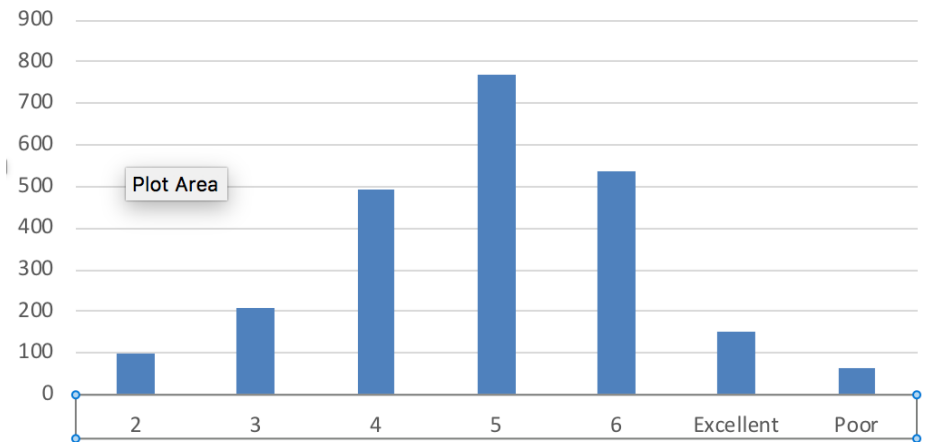
# findings

## PLEASE RATE THE PERFORMANCE OF THE OVERALL CAMPUS DINING PROGRAM AT YOUR SCHOOL.

### Overall Findings:

- Most students fairly satisfied with campus dining experience
- 767 students from all class levels rated overall dining experience a 5 (leading statistic)
- Scale range: poor, 2, 3, 4, 5, 6, excellent

Q9 Please rate the performance of the overall campus dining program at your school:



## IMPLICATIONS

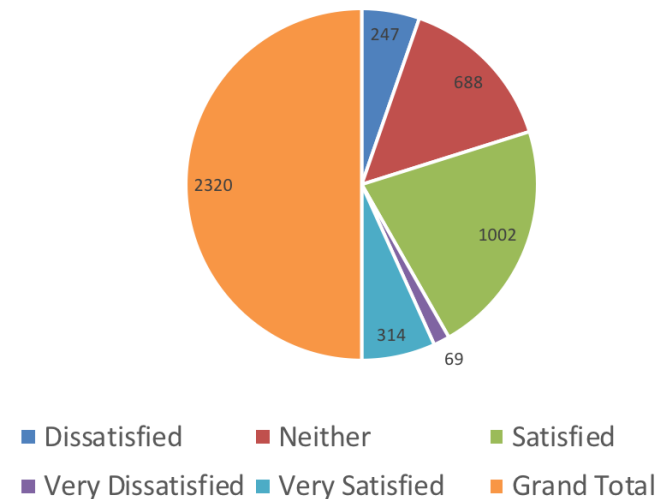
# findings

## PLEASE RATE YOUR OVERALL SATISFACTION WITH THE CAMPUS DINING SERVICE.

### Overall Findings:

- 1,002 of 2,320 participants were overall "satisfied"
- Only 69 were "very dissatisfied"

Q10 Please rate your overall satisfaction with the campus dining service.



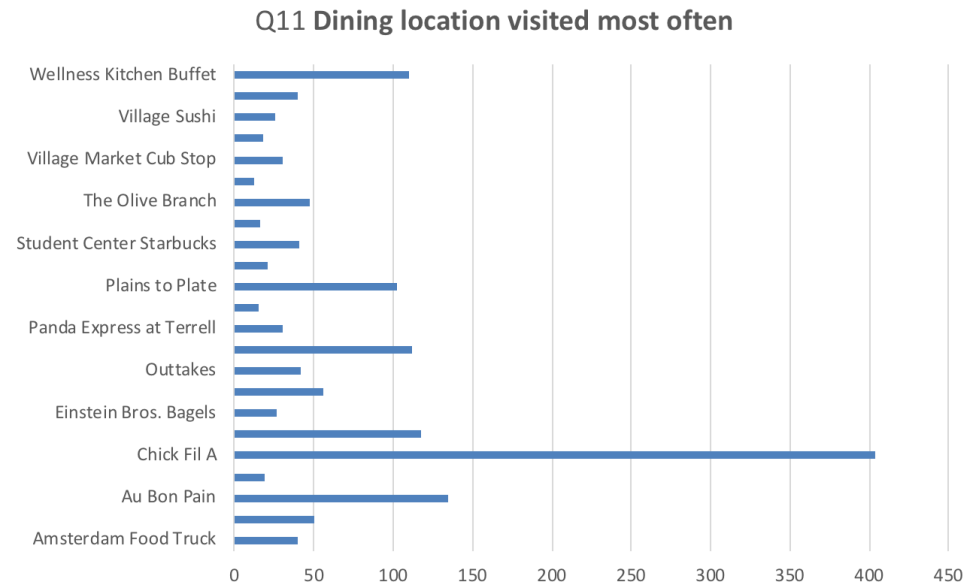
IMPLICATIONS

# findings

## DINING LOCATION MOST VISITED

### Overall Findings:

- Chick-fil-A held the overwhelming majority with 404 of 2,320 participants
- Next closest leading location: Au Bon Pain with 135 participants



IMPLICATIONS

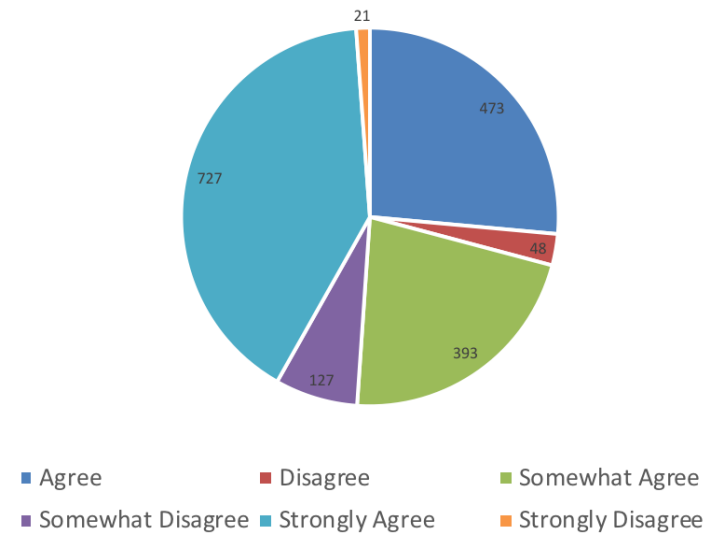
# findings

## HEALTHY EATING IS AN IMPORTANT PART OF MY LIFE.

### Overall Findings:

- Majority of students feel that healthy eating is an important part of their life
- 727 strongly agree, 473 agree, 393 somewhat agree

Healthy Eating is an Important Part of my Life



IMPLICATIONS

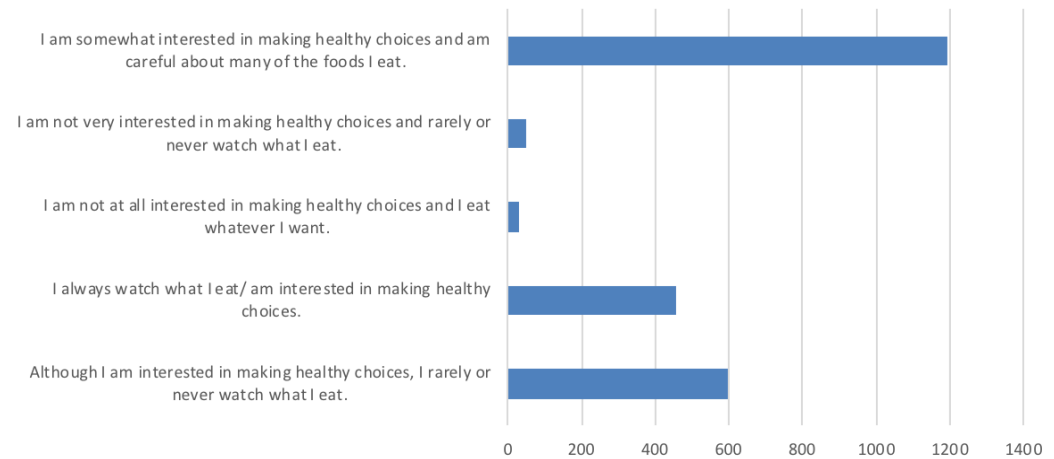
# findings

## MAKING HEALTHY CHOICES

### Overall Findings:

- More than half of respondents noted they were "somewhat interested" in making healthy choices
- Only 28 were not at all interested
- May be other factors

Which of the following best describes your interest in making healthy choices?



IMPLICATIONS

# findings

## PRICE IS THE MOST IMPORTANT FACTOR IN PURCHASING FOOD

### Overall Findings:

- Leading response was students "somewhat agree" that price is the most important factor with 553
- Only 47 strongly disagree, while 316 strongly agree




IMPLICATIONS



# dining

# recommendations

- Implement a 2nd Chik-Fil-A location
  - Offer more, convenient healthy food options
  - Add nutritional information to menu signs
  - Offer menus complete with vegan/allergy information online (ex: gluten-free locations)
  - Provide more meal plan options
  - Provide less-expensive grab-and-go/snack options
  - Increase seating (will benefit both those buying and non-buyers)
- 





**survey**


# recommendations

**1**

A progress bar allowing students and staff to track how much survey is left and would increase retention rates

**2**

When beginning a new section on a new topic, it may benefit students to include a short blurb letting them know what they are about to answer questions on.





**survey**


# recommendations

**3**

Leedy and Ormrod (2010) state to use “clear, unambiguous language” during questionnaires (p.194). Don't tackle two issues at once.  
e.g. living on/off campus or having a kitchen

**4**

Leedy and Ormrod (2010) state to provide clear instructions. These should communicate exactly how you want people to respond; a questionnaire should never assume a respondent understands a Likert scale.





# References



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**QUESTIONS?**

