Overview
UC San Diego is the first university in the UC System to annually assess customer and staff satisfaction and campus climate. UC San Diego was inducted into the Balanced Scorecard Hall of Fame in 2004 for its use and application of quantitative and qualitative information to enable data-driven decision making for operational excellence. More recently, the surveys and analytics program received the Focus on Efficiency Award in 2015 from the California Higher Education Collaborative, and again in 2018 with UCSD’s Operational Strategic Initiatives. All assessments and analytics are built in-house by a dedicated team of experts in Industrial/Organization Psychology, Social Science Research, Statistics, and Software Architecture.

The Tritonlytics Mission is to inspire organizations to transform and improve their employee and customer experience through insights provided by state-of-the-art assessments, analytics, and AI that clearly inform actions, track progress, and drive best practices.

Why 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?”

Why Climate Surveys?
UC San Diego is committed to creating a climate that is inclusive and welcoming that encourages respectful and open dialogue. Surveys help understand and track perceptions of climate in order to make improvements and monitor progress.

Tritonlytics Services:
• Higher Education Surveys & Benchmarking Program
• Custom Surveys Design and Administration
• Proprietary Survey Platform, AI, Machine Learning
• Interactive BI Reports and Dashboards
• Predictive Analytics
• Surveys/Crowdsourcing Integration
• Data Presentations and Action Planning
• Balanced Scorecard Consultation

We won’t know if we don’t ask.
Impact and Benefits Examples

- Equipment and Management created a new inventory process to alleviate the burden on departments
- Cashier Office changed their operating hours to better meet the needs of the students
- Facilities Management instituted a client response system to more quickly address customer requests
- Transportation Services introduced a real time shuttle arrival system to save customers time
- Staff Education and Development updated and refreshed 70% of existing pages to meet customer's needs for new information
- Procurements created a Department Outreach program to address the specific needs of targeted customers
- Career Services Center updated their Port Triton system for students seeking quality internships
- Bookstore refreshed their store layout and customer service training
- Staff Education and Development established customer service response time standards to insure timely feedback to customer inquiries
- The Human Subjects Division at UW restructured their teams and replaced an inefficient paper-based application in order to streamline compliance, giving UW researchers more time to do research
- A new ticketing system at UW enabled Institutional Data & Analysis to more quickly turn around data requests from across campus, and improved communications among teams

Quotes from our leaders:

- “The Staff@Work/EDI Survey responses help enable campus leaders and department heads to understand the baseline for their respective units, implement department-specific interventions, and monitor progress.” – Becky Petitt, Vice Chancellor of Equity, Diversity and Inclusion, UC San Diego
- “The presentation of the results, broken down and organized by areas of interest proved enormously useful. This transparency to campus, showing the impact of their feedback on the services that we provide to them, represents a unique opportunity to demonstrate that improvements to our services are client driven.” – Cheryl Watt, Director, Client Services Division, Office of Information Technology (OIT), UC Irvine
- “The Staff@Work survey has provided a roadmap to help guide our entire team toward improved results, least of which is accomplishing the largest fundraising year for Health Sciences in the history of UC San Diego!” – Nathan Chappell, former Sr. Executive Director of Health Sciences Development, UC San Diego
- “The results from our first year of participating in the customer satisfaction and Staff@Work surveys have helped Business & Finance departments use data to prioritize initiatives and identify opportunities for improvement. Initiatives include reviewing department mission and goals, offering additional training and professional development opportunities and reviewing key processes. Several departments have already begun work on quick-wins and developing improved processes at the Chancellor’s Office.” – Steven Relyea, Executive Vice Chancellor and Chief Financial Officer, Business & Finance, California State University

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Interactive Dashboards

Intuitive and Actionable Reports

Strength & opportunity analysis: These are the items where people are saying, “I am not as happy about these things as they are also very important drivers of my satisfaction.”

Correlational analysis to identify drivers

Arrows indicate positive or negative movement and potential analysis offers year of significant trends

Employees “Net Promoter Score” to understand your workplace profile of detractors and promoters

How to integrate Surveys and Crowdsourcing:
- Survey to understand pain points and opinions on various subjects. Crowdsourcing to deep dive into the issues identified and explore solutions.
- Survey to gather confidential or anonymous feedback on work climate. Crowdsourcing to have a transparent discussion about the issues discovered in the survey.
- Survey to collect objective data on customer needs and requirements. Crowdsourcing to follow up with virtual focus groups on the survey results.