

Customer Satisfaction Survey

Kiersten Anderson
UCSD Medical Center Dietetic Intern
Foodservice rotation
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Method: Survey

Selection Criteria: Participants will be customers at the Arbor Cafe.

Selection Method: Selection will be convenience-based. Whoever passes through the café on the days designated for the survey and decides to pick one up will participate. Surveys will be placed on a central table in the seating area with a box to place finished surveys in. Signs will be placed above table to try and attract customers. Survey will run for one week.

Purpose: To determine customer satisfaction levels regarding food and service in the Arbor Café.

Results: The total number of surveys received at the time of analysis was 57. Of these, 76.9% said they would recommend Arbor café to a visitor or coworker. Of the remainder, 10.3% said they might recommend the café, while 12.3% said that they would not recommend the café.

The quality of service from the cashier was rated on average as 4.17 on a scale of 1 to 5. The service of the cooks scored an average of 4.31 while cleanliness only scored an average of 3.78.

Food to Add

In the section where customers suggested new item to be added to the menu, there were quite a few requesting more ethnic foods, specifically Mexican, Filipino, and Chinese.

Comments

The comments contained covered a wide variety of issues, but a majority had to do with staff, food, cleanliness, and price. Prices were noted to be too expensive, with several comments comparing the prices to other hospitals in the area. Cleanliness was mentioned repeatedly, specifically relating to the seating area and the coffee/drink area. Several comments noted that the tables were always dirty and that more staff was needed to keep this area clean.

The customers had a lot of positive comments regarding the staff, with the exception of two negative comments about the cashiers. Specifically noted was the friendliness and helpfulness of staff. A few specific names were mentioned—four mentioned Renee (graveyard cook).

The comments regarding food were varied, though there were quite a few comments regarding salads—desiring more options, an extended salad bar, etc. More variety was a comment that was made regarding several items, including soups, omelets, fish, and lunchmeat. Customers seem to really enjoy the omelet bar; there were only positive comments about it.

Conclusions: The first thing that should be done is resolving the cleanliness issue. Lack of cleanliness can potentially drive away otherwise satisfied customers. The percentage of customer who would recommend the café needs to be higher than 75%. This can be quickly and easily raised simply through training the employees who are responsible for cleaning the tables.

The other issues should be addressed as time and funds permit. Some are simple requests, such as adding a clock to the seating area, or leaving the coffee area open throughout the afternoon, or having toothpicks available. These can be taken care of without much cost to the department.