

Annual Report
Center for the Advancement of Learning (CAL)
Customer Service Performance
December 2022 – December 2023

CAL Team:

Fatma Elshobokshy: Director

Patrick Kittrell: Information Technology Specialist & Blackboard Administrator

Julian King: Instructional Designer & QM Coordinator

Grace Kent: Instructional Designer & Outcomes Assessment Coordinator

David Serna: Instructional Technologist & PD Coordinator

Executive Summary

This report analyzes faculty and staff feedback on CAL's customer service, focusing on maintaining satisfaction amid growing demand. Insights from 154 responses highlight CAL's key role in supporting UDC's excellence through responsive, high-quality services. Conducted over two weeks in December, the feedback affirms CAL's effectiveness in meeting the community's needs.

Introduction

The survey aimed to evaluate the performance of CAL in several key areas, including response time to inquiries, issue resolution satisfaction, user experience, and the likelihood of recommending CAL services. This report synthesizes quantitative data and qualitative feedback to offer a comprehensive overview of CAL's impact, areas of excellence, and potential avenues for further improvement.

Methodology

The survey was conducted using Qualtrics, with the Office of Planning and Institutional Effectiveness (OPEI) assisting in forming the questions. It was distributed through multiple channels, including the Blackboard dashboard, CAL Newsletter, email, Teams, and LinkedIn messages, ensuring a wide reach among staff and faculty. The analysis is based on 154 responses and focuses on both qualitative and quantitative aspects to derive a holistic understanding of CAL's customer service performance.

Findings

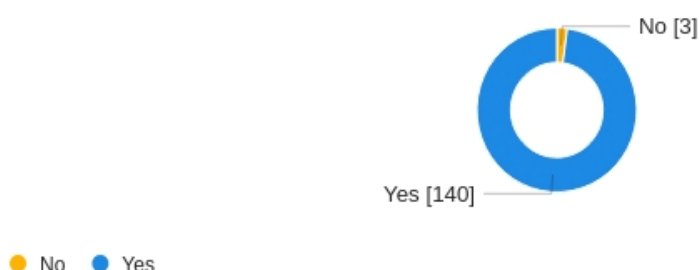
The CAL team's performance over the past year demonstrates a deep commitment to customer service excellence, supported by both quantitative data and qualitative feedback. Recommendations tailored to the department's needs will guide enhancements for the 2024-2025 goals.

Response Time and Satisfaction

The findings began with CAL's swift responsiveness, a critical aspect of customer service excellence. Quantitatively, 140 respondents indicated that their inquiries were addressed within 24 hours, showcasing CAL's commitment to timely support. This rapid response capability is not merely a statistic but a reflection of CAL's operational efficiency and dedication to meeting the community's needs promptly.

Qualitative reflections enhance this picture, with faculty and staff sharing their appreciation for CAL's immediate attention to their queries. Statements like, "Excellent. The answer to my question was prompt and effective."; and "Always there when I need help!" highlight the personal impact of CAL's responsiveness. These anecdotes underscore the reliability and effectiveness of CAL's services, aligning with the high quantitative measures of satisfaction.

"My experience with CAL has been extremely professional. The staff was responsive to all of my requests and the issues (if any) have been resolved in a timely manner."



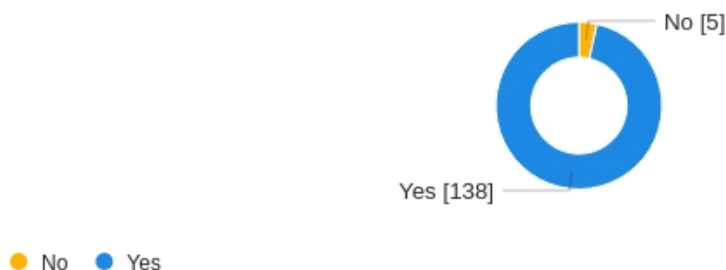
140 respondents confirmed receiving a response within 24 hours.

Issue Resolution and Expertise

The results captured CAL's effectiveness in resolving issues, with 138 out of 143 respondents reporting satisfaction with the solutions provided to their concerns. This high level of issue-resolution satisfaction is vividly illustrated through qualitative feedback emphasizing CAL's problem-solving skills and deep expertise.

Faculty and staff responses such as "CAL has always been very helpful and knowledgeable about the situation."; and "Very helpful, with pragmatic suggestions and solutions." reveal the team's ability to offer insightful, practical support that addresses specific needs. These quotes of satisfaction and successful problem resolution reflect the quantitative data, painting a comprehensive picture of CAL's proficiency and expertise.

"For over two years, every time I have needed CAL assistance, it has been extremely professional and courteous. I always leave the experience more knowledgeable and empowered!"



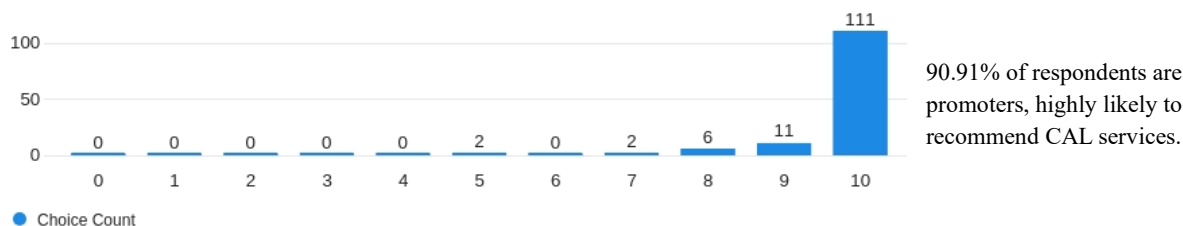
138 of 143 respondents reported satisfaction with how their issues were resolved.

Likelihood to Recommend and Positive Experiences

The responses also delve into the community's strong endorsement of CAL, highlighted by the fact that 90.91% of respondents are promoters, highly likely to recommend CAL services. This statistic is brought to life through qualitative feedback that lauds CAL's professionalism, helpfulness, and the impactful support provided.

Comments such as, *"The Team is always responsive, helpful, attentive, and patient."* and *"CAL staff are thoughtful, creative, dedicated, and proactive."* not only validate the high likelihood of recommendation but also showcase the positive experiences and satisfaction among CAL's users. These personal testimonials illuminate the quantitative findings, showcasing the widespread appreciation for CAL's contributions to the UDC community.

"CAL is one of the best teams on campus! You are always so helpful, kind, and thorough."



Recommendations

1. Enhancing Resource Allocation

"The University needs to find a way to add additional team members," echoes the sentiment for expanding CAL's capabilities to meet growing demands. This, paired with the call for *"additional budget to help with the special technology needs/applications for each particular school,"* underscores the necessity for CAL to evolve resource-wise. *"Hire additional staff with the same qualities. Purchase additional HyFlex equipment and software so that all faculty can have access."* further illuminates the path for enhancing CAL's resource allocation. This ensures that our team is not just larger but better equipped to adopt more technologies and serve the increasing demand.

"Hire additional staff with the same qualities."

2. Expanding Training and Support

Feedback such as, *"Offer pre-recorded short skills-building resource recordings/courses or webinars."* and *"I would like more training."* paints a clear picture of the community's desire for accessible and varied learning resources. *"Love the webinars. Maybe some micro-learning sessions? 30 mins or less."* suggests a move towards more digestible yet impactful training sessions, highlighting the need for CAL to expand its training and support in innovative and user-friendly ways.

"Love the webinars. Maybe some micro-learning sessions? 30 mins. or less"

3. Improving Visibility and Outreach

The suggestion to *"have a CAL liaison for each college"* spotlighted the desire for more pervasive visibility of CAL's services. This feedback guides us towards a more comprehensive marketing strategy that ensures every member of the UDC community is aware of and can engage with CAL's offerings. *"Work directly with faculty and academic programs to identify needs and match them with resources."* offers a blueprint for fostering continuous feedback, ensuring that CAL's services remain responsive and aligned with the community's evolving needs.

"Work directly with faculty and academic programs to identify needs and match them with resources or less."

4. Increasing Accessibility

"Having access to a person could expedite an immediate response even through chat." underscores the call for increasing accessibility to CAL's services. This is about more than just technology, it's about creating pathways for immediate support that cater to the community's needs in real-time. *"Posting days and hours online and physically that staff are available on-campus for hands-on assistance would be helpful in planning interactions."* further highlights the importance of clear, accessible support structures within CAL.

"Provide Q&A hands-on sessions during a workshop or meeting for faculty related to Blackboard concerns or new strategies."

Conclusion

This report not only highlights the commendable efforts and achievements of the CAL team in delivering exceptional customer service but also outlines a forward-looking agenda for the academic years 2024-2025. The recommendations underscore CAL's strategic direction and ground future actions in the expressed needs and experiences of our community.

[Click here](#) to download the raw data report.

For questions, please contact Fatma.elshobokshy@udc.edu.