

## SUMMARY OF TRAFFIC

### 82,000+ Total Interactions



~60,000 Phone Calls



12,032 Total Office Visits



8,279 Total Chats



2,518 Total Outreach

## CUSTOMER SERVICE SATISFACTION

### Year One:

- 91% of survey respondents stated that One-Stop provided exceptional service.
- 93% of survey respondents stated that One-Stop answered their question(s).
- During highest traffic (August 15, 2015 – September 15, 2015) only 6 respondents felt that they did not receive exceptional service, and only 3 respondents felt that their questions were not fully answered.
- The first 82 student respondents to the One-Stop survey stated that they were offered exceptional service.

## Year Two:

- 92% of survey respondents stated that One-Stop provided exceptional service.
- 95% of survey respondents stated that One-Stop answered their question(s).
- **100% of survey respondents stated that One-Stop answered their question(s) in 3 out of the last 6 months.** (October 2015- March 2016)
- Average chat satisfaction rating of 4.51/5. (Increased from 4.24 under previous model)

## National Survey of Student Engagement

- Spring 2013 (prior to One-Stop opening) Freshmen who rated “Other administrative staff and offices (registrar, financial aid, etc.) with a 6 or 7: 30%
- Spring 2015 (after One-Stop opening) Freshmen who rated “Other administrative staff and offices (registrar, financial aid, etc.) with a 6 or 7: 39%
- **9 percentage point increase in satisfaction**

## RETENTION

### Student Population:

#### Any undergraduate student enrolled in Fall 2014 or Spring 2015

- 80% of students that have interacted with One-Stop are still enrolled or have graduated as of Spring 2016.
- Only 67% of students that have **never** interacted with One-Stop are still enrolled or have graduated as of Spring 2016.

### Student Population:

#### Any new freshmen or transfer student that started Fall 2014 or Spring 2015

- 76% of students that have interacted with One-Stop are still enrolled or have graduated as of Spring 2016.
- Only 61% of students that have never interacted with One-Stop are still enrolled or have graduate as of spring 2016.

## Student Population:

### New freshmen that started Fall 2014 or Spring 2015 with PAR score that predicted likelihood of being still enrolled as of Spring 2016

- Of students with a One-Stop interaction, PAR predicted 1,251 would still be enrolled or have graduated as of spring 2016. **1,290 were actually enrolled or had graduated as of spring 2016. A positive difference of 39 students (n=1571).**
- Of students that had **not** interacted with One-Stop in the same timeframe, actual retention did **not** exceed PAR prediction by even 1 student (n=258).

## QUOTABLE FEEDBACK

*NDUS tweeted recognition of the One-Stop data provided to the legislature by UND on student satisfaction survey results.*

*“My son had a question about his scholarship and how it might impact his scholarship...I told my son to go to One-Stop because I was confident that they would know. He did. He called me and said, ‘Wow, mom they know everything. They knew the answer right away and gave me some great options.’”*

**- Parent**

*One-Stop--never had bad experience. I went there 4 times this semester. My question always gets answered.*

**-Student during March 2016 Student Affairs Marketing student focus group**

*Referring to other student services at UND: You should promote it all in one place under one umbrella. Why not use One-Stop?*

**-Student during March 2016 Student Affairs Marketing student focus group**

*“It really was a one stop trip. My questions were answered and within 5 minutes I was on my way out satisfied.”*

**-Student survey response**

*“Wonderful and very helping staff. Really nice to have a place like this.”*

**-Student survey response**

*“Was the best help and feedback I’ve received anywhere in a long time. Well done!”*

**-Student survey response**

*“UND One stop is exceptional, every time I speak to a representative they are extremely helpful.”*

**-Student survey response**