



CARROLL UNIVERSITY

Carroll University Bookstore Customer Satisfaction Report

Spring 2017

Table of Contents



Methodology / Objectives	3
Overall Store Evaluation	4
Risk Assessment	5
Textbooks/Course Materials	11
<i>Purchasing Behaviors</i>	15
<i>Renting Behaviors</i>	16
<i>Buy Back Behaviors</i>	17
Shopping at Carroll University Bookstore	19
<i>Events/Sales Information Sources</i>	23
<i>Net Promoter Score (NPS)</i>	24
Respondent Demographics	26

Methodology and Objectives



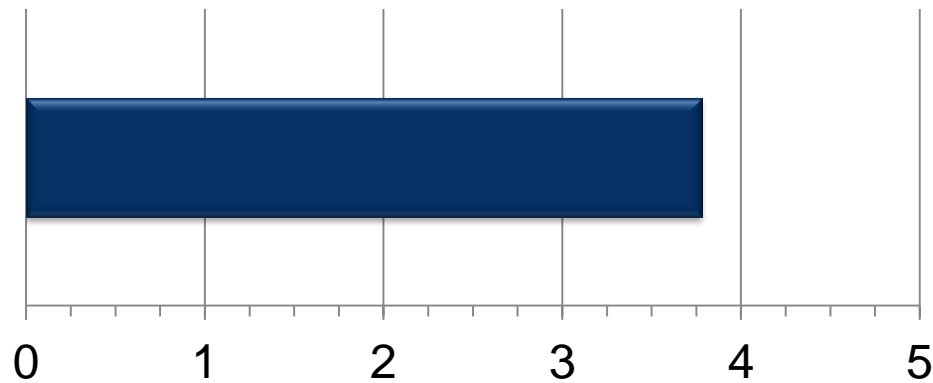
During the spring of 2017, Carroll University Bookstore conducted an online Customer Satisfaction Survey created by OnCampus Research, a division of indiCo. The survey fielded from March 21st through Sunday April 2nd, yielding a total of **231** completed surveys. All surveys were compiled, tabulated, and analyzed by OnCampus Research staff.

The objective of the Customer Satisfaction Survey was to assist Carroll University Bookstore in identifying and measuring factors essential to serving customers. This includes discovering store strengths and pinpointing areas for improvement.

Overall Store Evaluation

(scale of 1- Very Poor to 5-Excellent)

3.78



Risk Assessment

The Risk Assessment is designed to provide directional guidance by classifying store attributes into one of four performance categories. Individual attributes are classified based on how their specific importance and satisfaction ratings compare to the overall importance and satisfaction means for the store. The four performance categories include:

1. Areas of Success
2. Exceeding Expectations
3. Priority Improvement Opportunities
4. Less Priority Opportunities

When prioritizing attributes, you should first look at their importance rating (the higher the number, the greater the importance). Next, consider the overall gap between importance and satisfaction (the larger the gap, the greater the difference between customer expectations and what they are actually receiving). The attributes with the highest importance ratings and largest gaps should be considered among your top priorities.

Importance vs. Satisfaction Ratings

The average **satisfaction** rating for the attributes is a **3.91** on a scale of 1-Very dissatisfied to 5-Very satisfied. The satisfaction ratings ranged from a high of 4.51 and a low of 2.77.

The average **importance** rating for the attributes is a **3.94** on a scale of 1-Not at all important to 5-Extremely important. The importance ratings ranged from a high of 4.64 and a low of 2.47

Areas of Success



Areas of Success
(Above average importance and above average satisfaction)

This indicates where Carroll University Bookstore is **meeting expectations**. These items have a significant impact on overall satisfaction. Carroll University Bookstore should **maintain (or slightly increase) emphasis** on items in this area.

	Importance	Satisfaction	Gap	Industry Average Gap
Clean and organized store	4.24	4.51	-0.27	-0.11
Convenient location	4.13	4.48	-0.35	-0.12
Helpful, knowledgeable store staff	4.11	4.46	-0.35	-0.11
Quality of service	4.27	4.36	-0.08	-0.02
Confidence that textbook will be correct edition	4.62	4.33	0.28	0.35
Ease of locating items	4.01	4.28	-0.27	-0.04
Responsiveness to requests, issues, and complaints	4.20	4.14	0.06	0.09
Ease of checkout / placing order	4.15	4.10	0.05	0.11
Availability of textbook rentals	4.51	3.98	0.54	0.44
Refund/exchange policies	4.25	3.95	0.30	0.27
Convenient store hours	4.07	3.93	0.14	0.19

Exceeding Expectations



Exceeding Expectations
*(Below average importance
 and above average
 satisfaction)*

This indicates where Carroll University Bookstore is **performing significantly better** than expected.

These items do not significantly affect the overall level of satisfaction. Carroll University Bookstore should **maintain (or slightly decrease) emphasis** on items in this area.

	Importance	Satisfaction	Gap	Industry Averages Gap
Speed of service at other times	3.70	4.34	-0.63	-0.42
Visually appealing displays	3.70	4.25	-0.55	-0.43
Inviting shopping atmosphere	3.88	4.19	-0.32	-0.25
Selection of general and reference books	3.45	4.03	-0.58	-0.24
Selection of apparel and accessories	3.85	3.99	-0.14	-0.36
Selection of school supplies	3.24	3.99	-0.74	-0.18
Availability of digital/electronic course materials	3.80	3.97	-0.18	0.12
Selection of gift and novelty items	3.27	3.95	-0.68	-0.65

Priority Improvement Opportunities

Priority Improvement Opportunities
(Above average importance and below average satisfaction)

This indicates where Carroll University Bookstore is **not performing as well as students expect** it to perform.

These items have a significant impact on satisfaction, and Carroll University Bookstore should **increase emphasis** on items in this area.

	Importance	Satisfaction	Gap	Industry Averages Gap
Competitively priced course materials	4.54	2.77	1.78	1.43
Textbook buyback program	4.43	3.22	1.20	1.19
Ability to compare textbook prices on store website	4.04	3.46	0.58	0.40
Promotional offers	4.06	3.54	0.52	0.39
Course materials available when classes start (in stock)	4.64	3.67	0.97	0.69
Communication about expected arrival of late or out-of-stock course materials	4.53	3.73	0.80	0.70
Speed of service during first week of classes	4.11	3.77	0.34	0.23
Ease of website navigation	4.19	3.78	0.41	0.47
User-friendly website	4.15	3.79	0.36	0.30
Availability of used textbooks	4.53	3.83	0.69	0.82

Less Priority Opportunities

Less Priority Opportunities
(Below average importance and below average satisfaction)

This indicates where Carroll University Bookstore is not performing well relative to its performance in other areas; however, these items are generally considered to be less important to students.

This area does not significantly affect overall satisfaction because the items are less important.

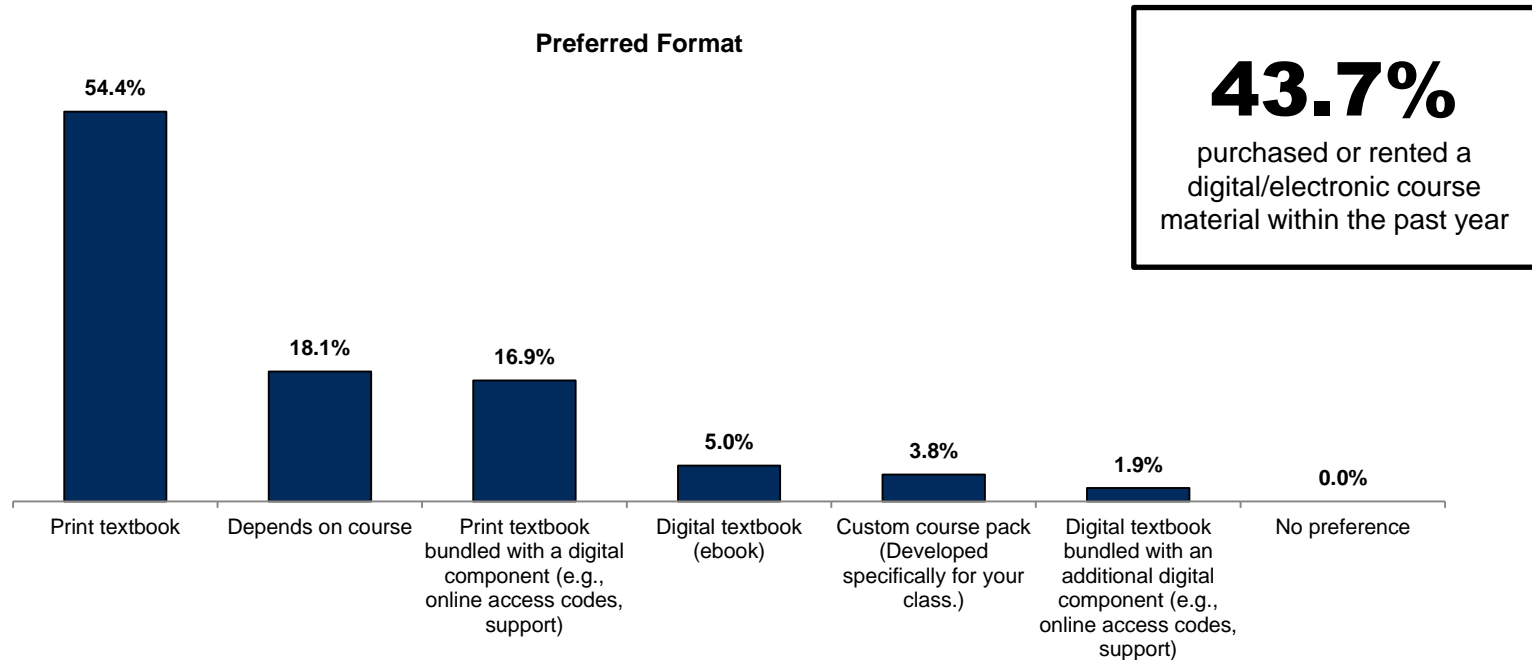
	Importance	Satisfaction	Gap	Industry Averages Gap
Competitively priced non-textbook products	3.46	3.52	-0.07	0.25
Good source for "one-stop shopping"	3.57	3.63	-0.06	-0.04
A portion of store sales go back to support the institution	3.76	3.72	0.04	0.20
Communication about store services, sales and events	3.91	3.75	0.16	0.19
Visually appealing website	3.76	3.78	-0.02	0.00
Selection of snacks and beverages	2.47	3.80	-1.33	-0.78
Overall variety of all non-textbook product selection	3.35	3.85	-0.50	-0.22
Selection of online merchandise (non-textbook)	3.65	3.86	-0.21	0.03
Selection of technology products and accessories	3.02	3.89	-0.86	-0.38

NOTE: While the above technically qualify as less important based on OnCampus Research criteria, it should be noted that almost all of the satisfaction ratings are higher than their respective importance ratings.

Textbooks/Course Materials

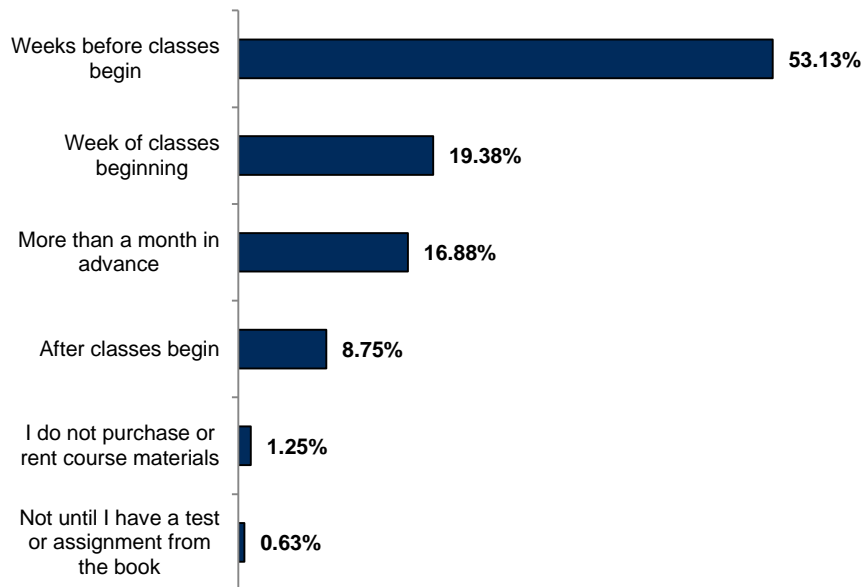
Content Format

More than half of students strictly prefer a printed version of their course materials while one-sixth prefer a print bundled with digital components. Digital preference typically grows with experience. Within the last 12 months, 43.7% of students have purchased or rented a digital/electronic course material.



Acquiring Course Materials

When Students Acquire Course Materials

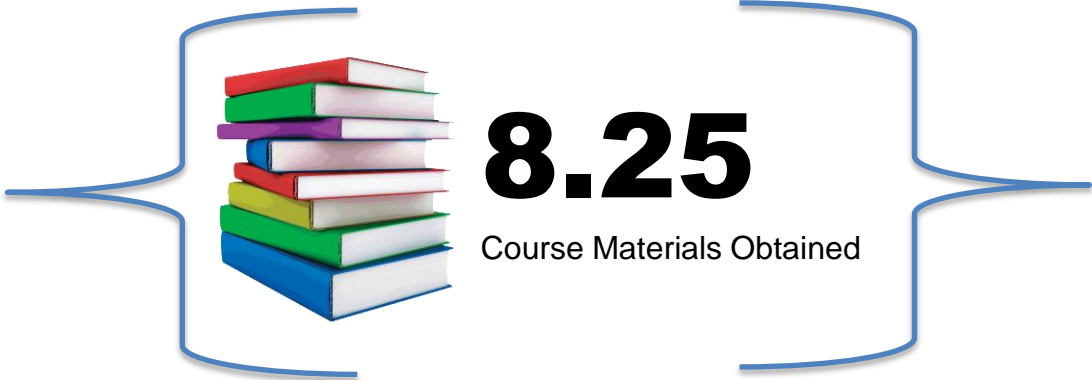


About half of students acquire their course materials before classes start. Meanwhile, more than one-fifth of students acquire their course materials the week of classes beginning.

With some students waiting until the last minute to obtain their materials and others getting their materials after classes begin, the Carroll University Bookstore Bookstore should continue to develop strategies regarding the delivery of course materials.

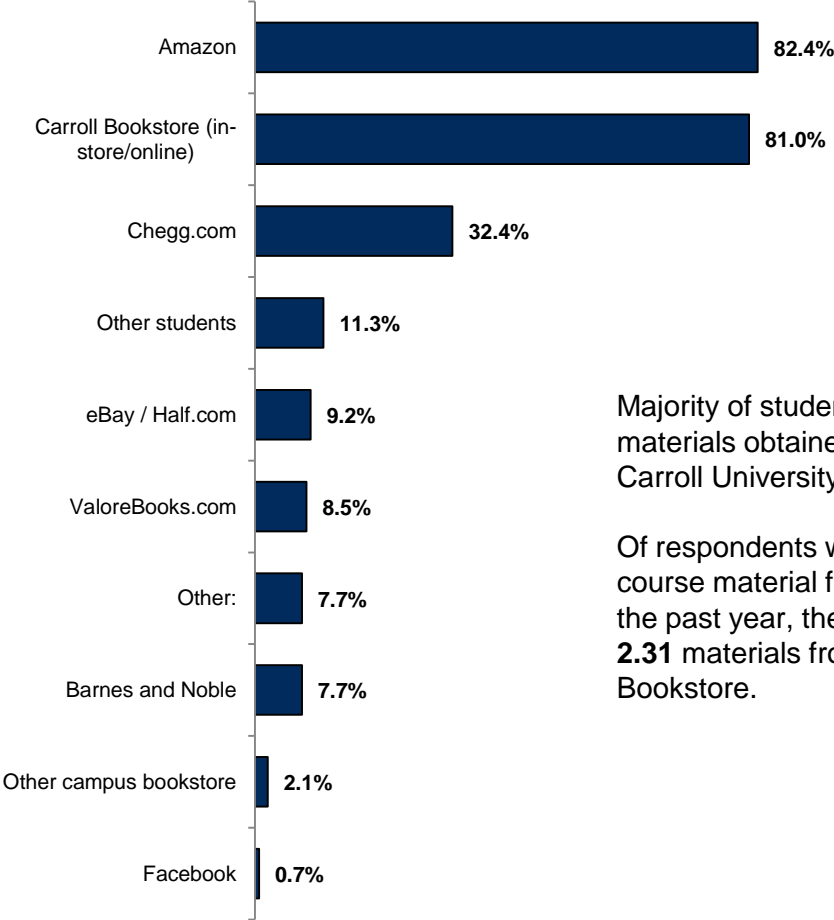
Methods to Obtain Course Materials

Students are using a variety of methods to obtain their course materials. In the past 12 months, students have acquired an average of 8.25 course materials. Similar to Student Watch data, most students are purchasing, some are renting and a few students have borrowed or downloaded their course materials.



	Purchase	Rent	Borrow	Free/Download from internet	TOTAL
Mean	4.13	3.61	0.26	0.25	8.25
Minimum	0	0	0	0	0
Maximum	20	20	6	3	49

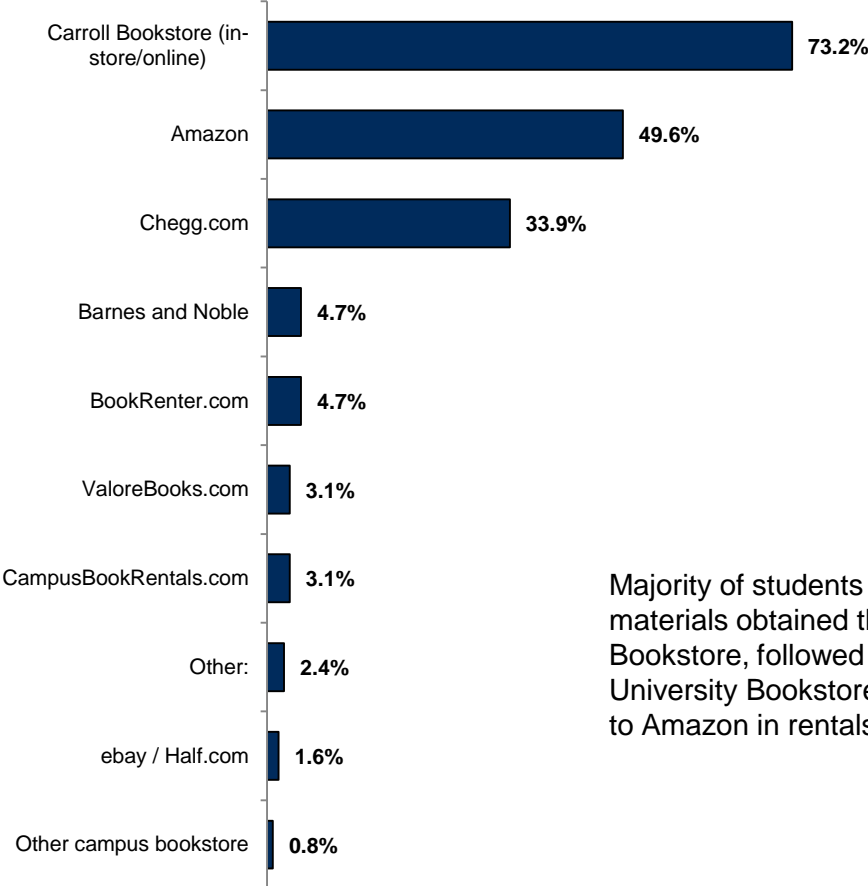
Where Students Purchased Their Textbooks



Majority of students who purchased their course materials obtained them from Amazon and/or Carroll University Bookstore.

Of respondents who indicated purchasing course material from the campus store within the past year, they purchased an average of **2.31** materials from Carroll University Bookstore.

Where Students Rented Their Textbooks

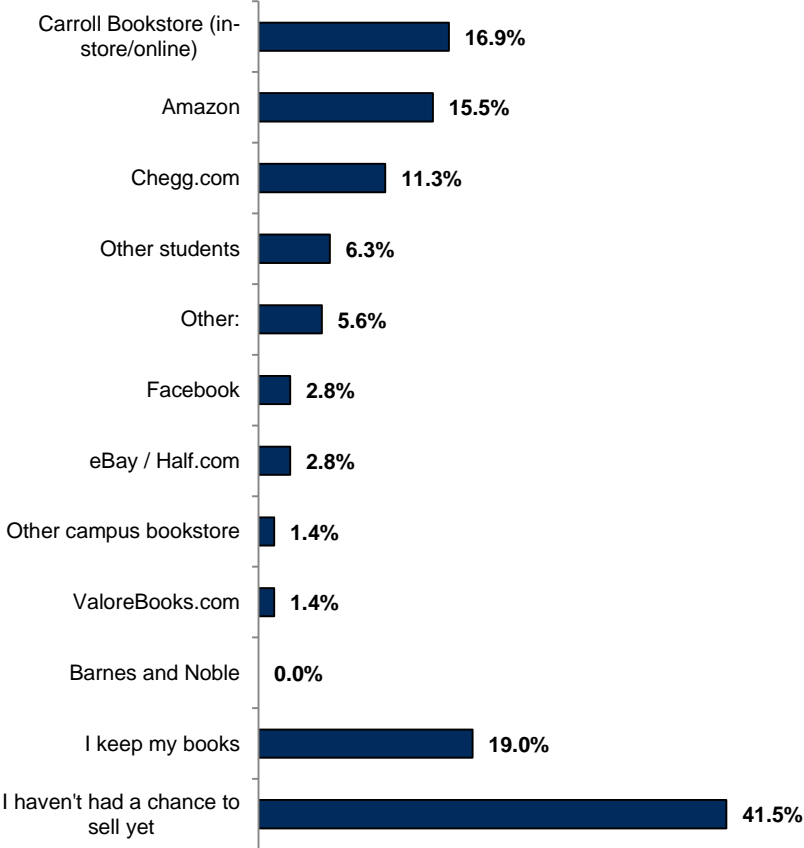


Majority of students who rented their course materials obtained them from Carroll University Bookstore, followed by Amazon. Carroll University Bookstore is doing better compared to Amazon in rentals than in purchases.

Buyback Behaviors

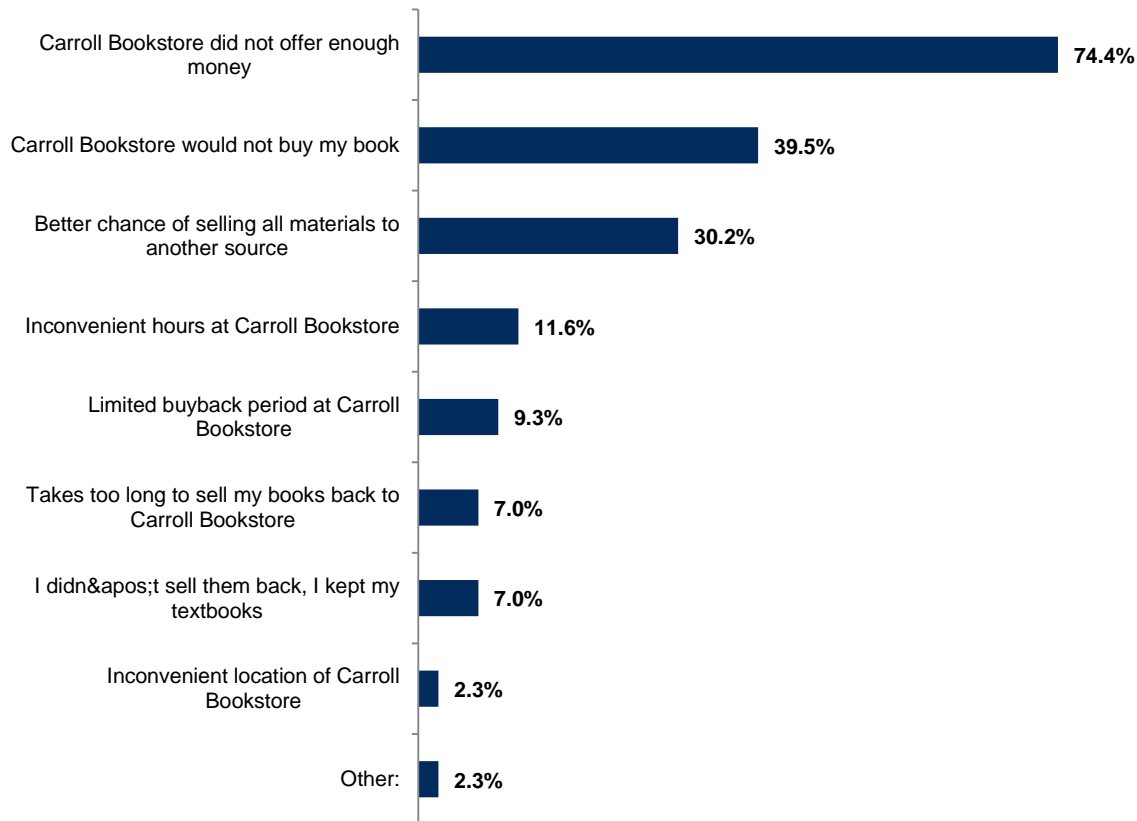


Where Students Sold Their Textbooks



# of Units Sold	Mean
Carroll University Bookstore	1.9
Sources other than Carroll University Bookstore	2.1
Total	4.1

Reasons Students Sold Textbooks Back Elsewhere



Course Materials Summary

According to Student Watch™, students are shopping around and looking for the best deals when it comes to acquiring and selling their course materials. The same is true for Carroll University Bookstore customers.

Amazon appears to be Carroll University Bookstore's biggest competitor when it comes to students buying and selling their course materials.

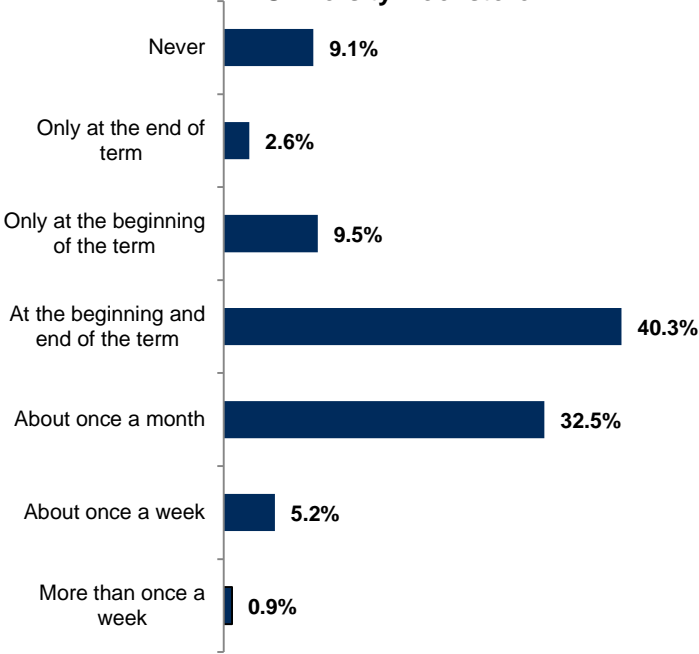
Carroll University Bookstore should consider strategies that highlight the advantages of buying/selling from the campus store versus online.

Shopping at Carroll University Bookstore

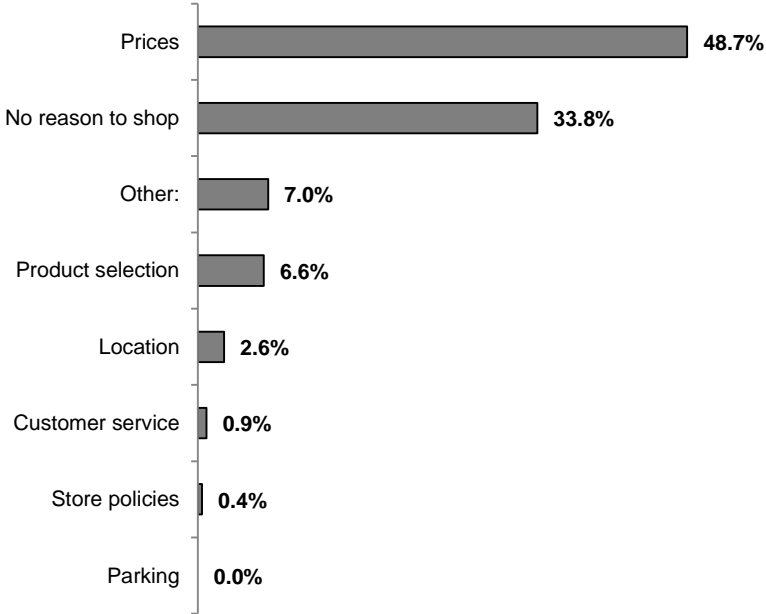
Frequency of Visits



Frequency of Customer Visits to Carroll University Bookstore



Main Reason for Not Shopping at Carroll University Bookstore More Often

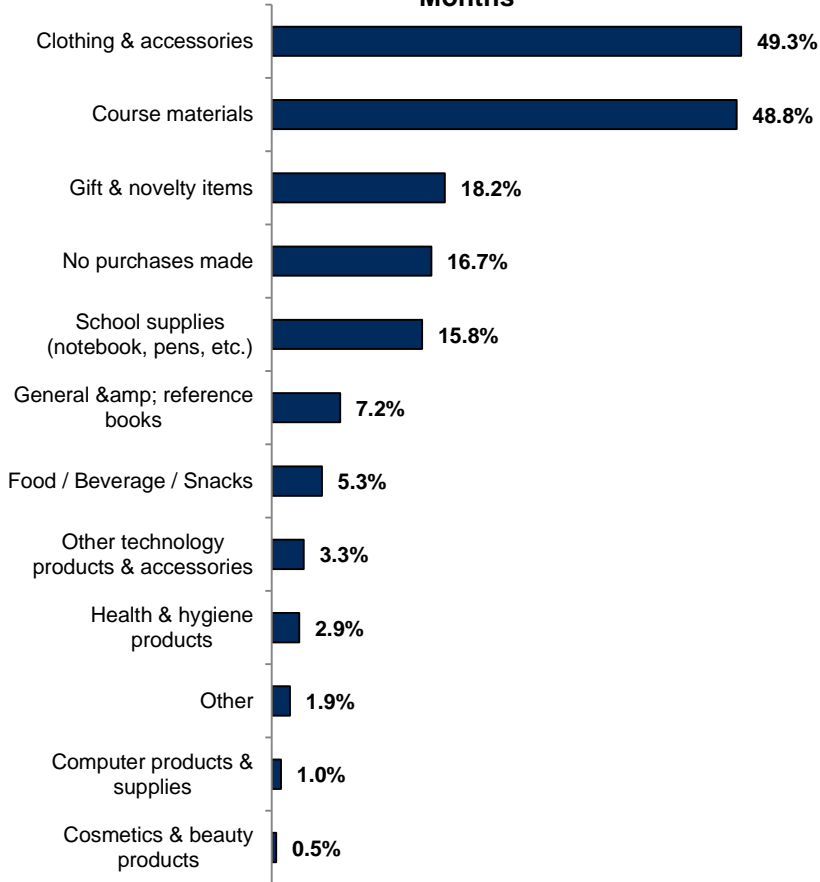


Approximately **62%** of customers visit the bookstore less than once a month, and half indicate they don't shop more often due to store prices. Carroll University Bookstore should investigate new ways to get customers into their store that would provide a reason for students to visit more often.

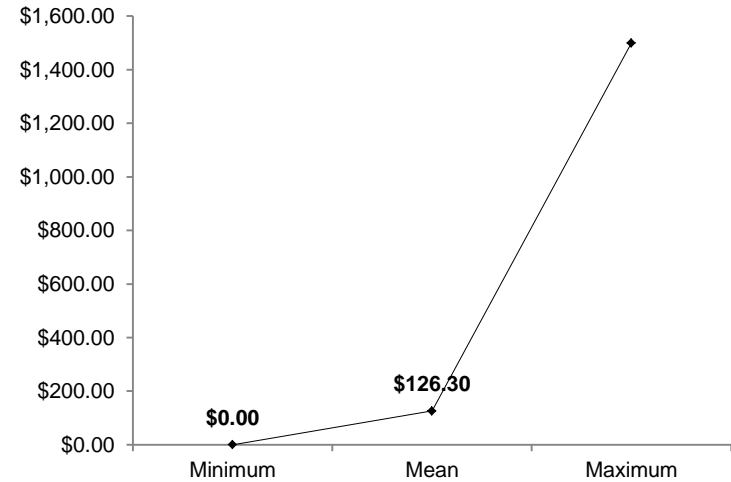
More than half of customers only visit the bookstore at the beginning and/or end of the term. Carroll University Bookstore should investigate new ways to get these customers returning throughout the term.

Store Purchases

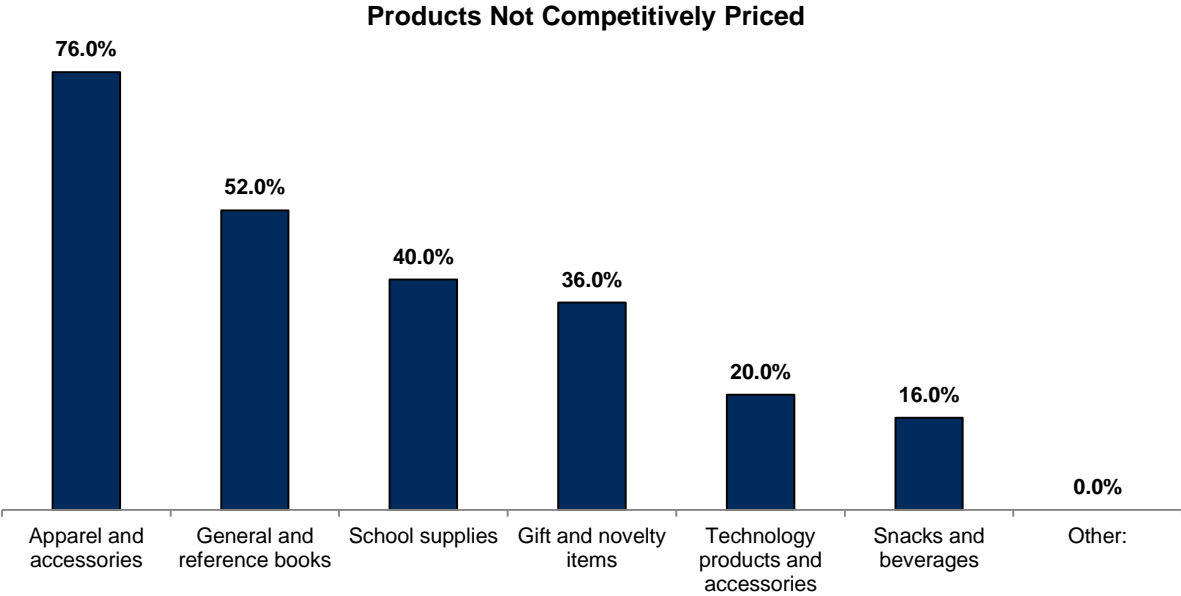
Carroll University Bookstore Purchase Within Past 3 Months



Money Spent at Carroll University Bookstore Within Past 3 Months



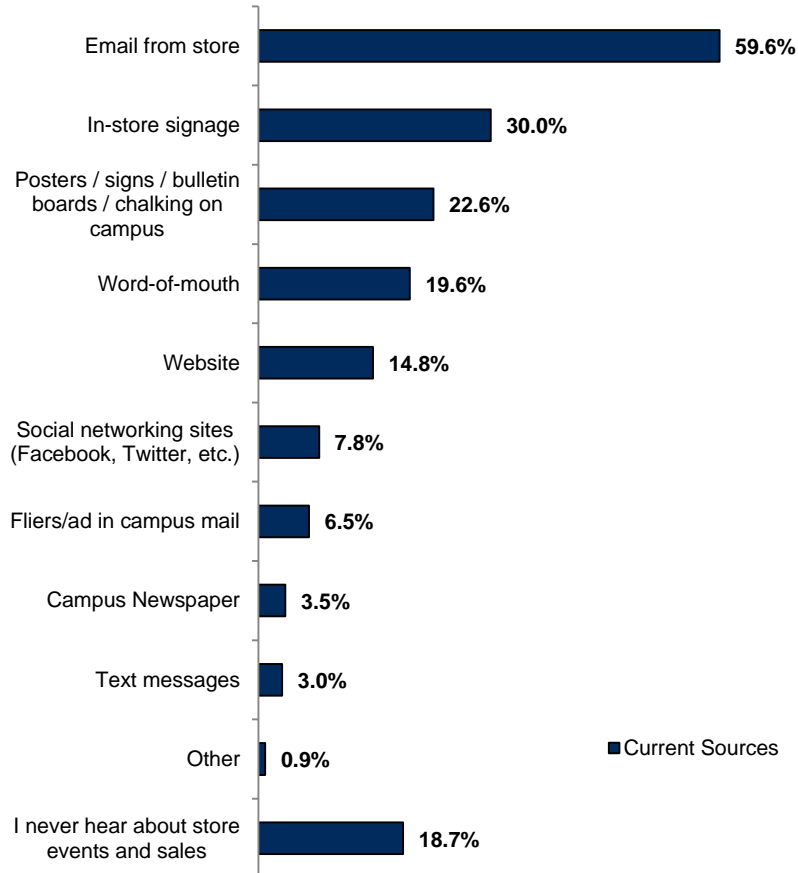
Price was the primary reason respondents stated they do not shop more often from Carroll University Bookstore. Consumers who were dissatisfied with the prices of store products were asked what products they felt were not competitively priced.



Sources for Events/Sales Information



Sources for Information



Nearly one-fifth of customers indicated they never hear about store events or sales.

Majority of customers are finding out about store events/sales through emails from the store.

Carroll University Bookstore should consider strategies to better advertise their events and promotions which could then drive more sales. According to a 2015 OCR student panel survey, 89% of students check emails on their phone. Thus, make sure emails are mobile friendly and actionable.

Word-of-Mouth advertising is also very powerful. Students trust and rely on recommendations from family and friends. Consider ways you can encourage or better facilitate this type of communication.

Net Promoter Score (NPS)



The Net Promoter Score is a loyalty metric. The Net Promoter Score uses a 0-10 scale and tracks how customers represent a company to their friends, families and associates. Research suggests that higher NPS scores indicate more loyal customers, which leads to more revenue and higher profits.

Promoters: customers who are loyal and enthusiastic about your company and will continue buying and referring others.

Passives: satisfied customers, but lack the enthusiasm seen in the Promoter group and are vulnerable to competitive offerings.

Detractors: unhappy customers who can diminish your brand through negative word of mouth.

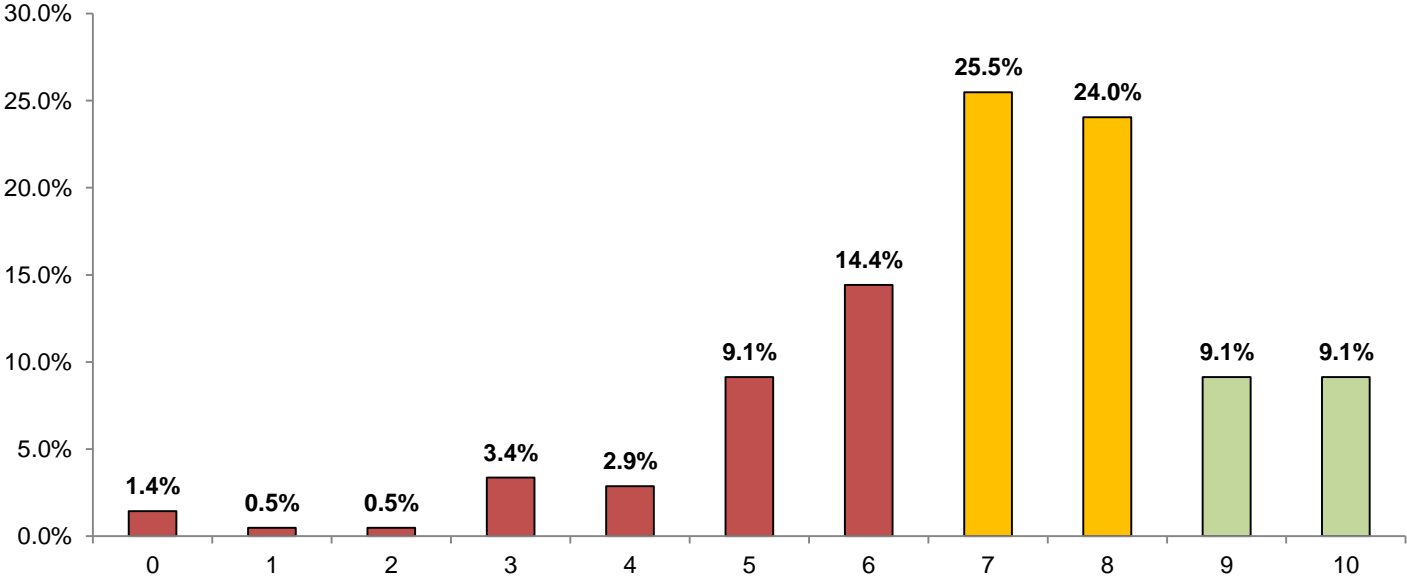


Source: <https://www.netpromoter.com/>; <https://www.qualtrics.com/>

Net Promoter Score (NPS)



Likelihood to Recommend Store
(0- Not at all to 10-Extremely likely)



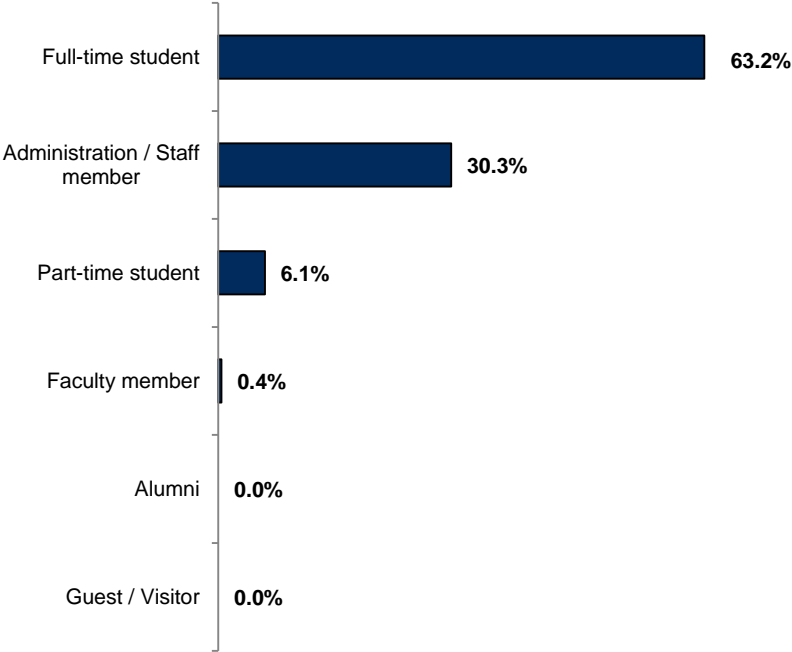
Detractors	Passive	Promoters	NPS
32.2%	49.5%	18.27%	-13.9%

Respondent Demographics

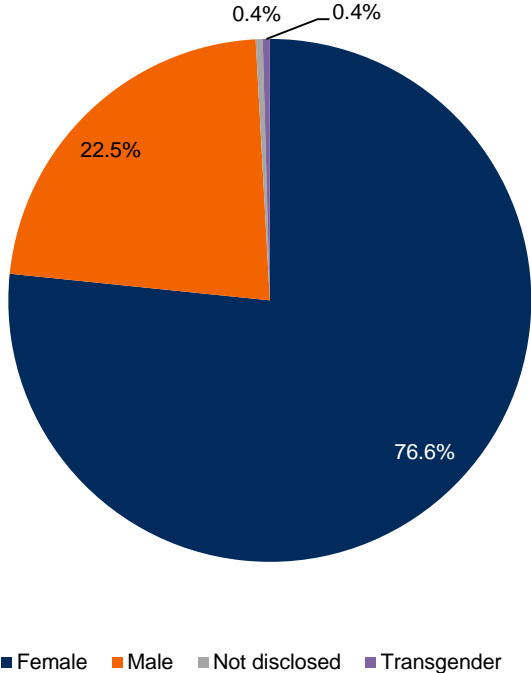
Respondent Demographics



Type of Customer



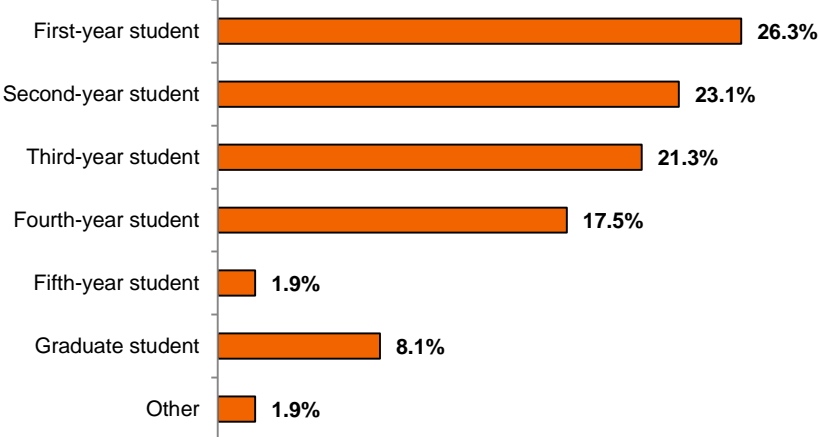
Gender



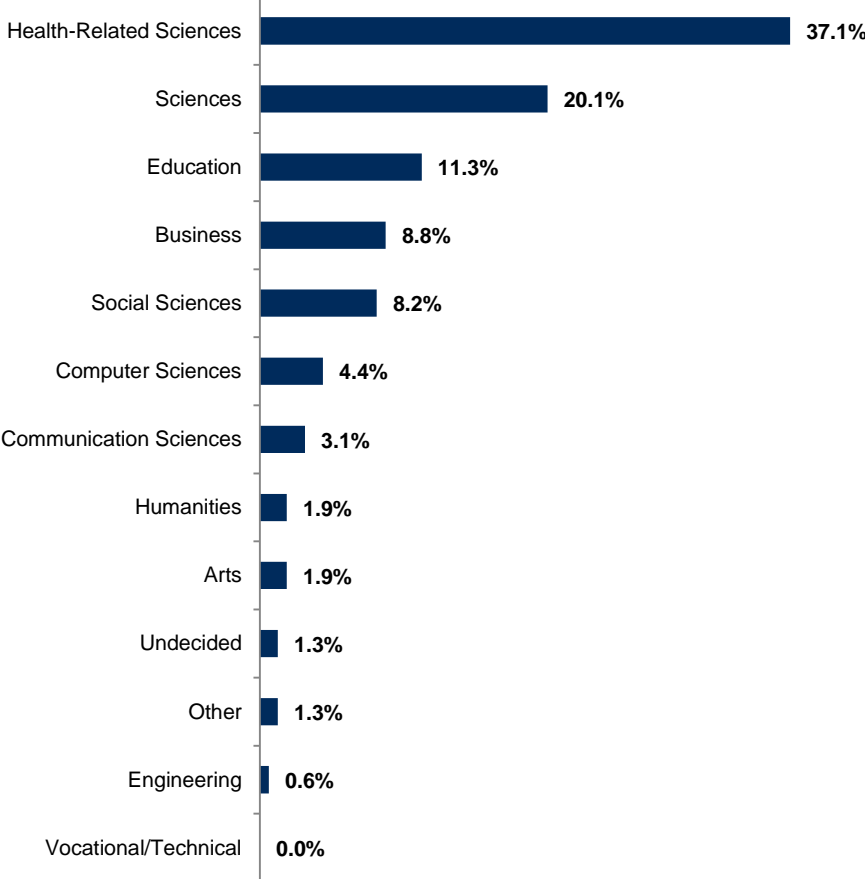
Respondent Demographics (continued)



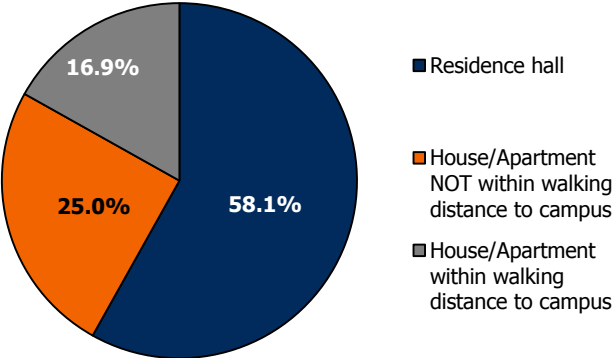
Student Classification



Major



Where do you live?



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