Oakland Community College
CQI on College Phone System
Spring 1995 Student Survey Results

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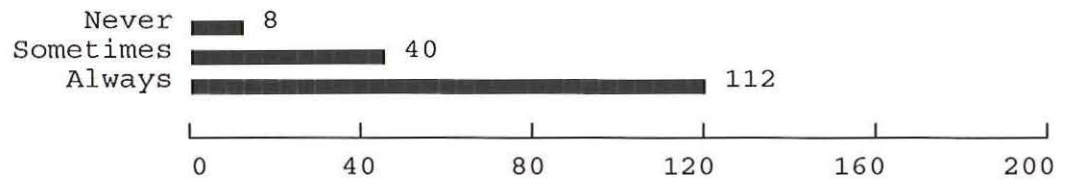Spring 1995 Student Survey Results

Overview

This study was conducted on behalf of the college-wide CQI team responsible for reviewing the college phone system. A total of 160 students enrolled during the Spring 1995 term were interviewed by phone between June 26 and 29, 1995. Respondents were randomly selected among all enrolled students.

Executive Summary

- The vast majority of callers report that once they reach the correct person or department, OCC employees are courteous and helpful on the telephone. The information provided over the phone is in general accurate, and callers feel that they are treated politely by OCC staff members.

- There appears to be inconsistency in the way incoming calls are handled. Specifically, callers responding to the survey indicated that they are not always initially put in touch with the appropriate person or department, and are not always told that someone will call them back if their question cannot be answered immediately. Of those reporting that they are told someone will call them back, a substantial number never received a call.

- The most frequently noted technical problem with OCC's telephone system is the existence of automated "loops" in which callers do not have the option of speaking with a real person but are instead transferred from one recording to the next. The majority of callers reported experiencing this problem at least occasionally.

- Callers expressed concern over the difficulty of reaching particular departments and staff members, especially at certain times during the semester. When calling the financial aid office, many callers reported difficulty in reaching someone able to answer their questions. Also, numerous callers voiced frustration over the fact that many adjuncts do not currently have voice mail and are at times impossible to reach.

- Most callers reported relatively infrequent telephone contact with OCC, with over half of respondents calling once a month or less. While this indicates that most callers are not experiencing daily difficulty with OCC's phone system, it also suggests that callers' perceptions of OCC's telephone service may be based on a single call experience.

Table 1: When calling the College, are you <u>Always</u>, <u>Sometimes</u>, or <u>Never</u> put in touch with the appropriate individual who can answer your questions?

	Value	Frequency	Percent	Valid Percent	Cum Percent
Never	1	8	5.0	5.0	5.0
Sometimes	2	40	25.0	25.0	30.0
Always	3	112	70.0	70.0	100.0
	Total	160	100.0	100.0	

```
    Never  ██  8
Sometimes  ████████  40
   Always  ████████████████████████  112

           L_____L_____L_____L_____L_____L
           0        40       80       120      160      200
```
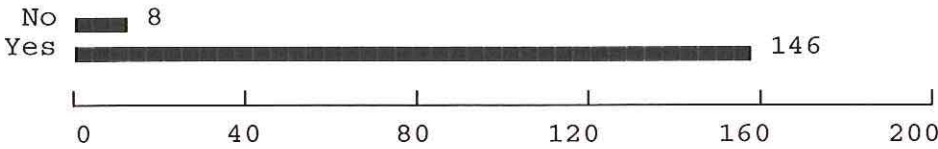
Valid cases   160   Missing cases   0

Summary

The majority (70%) of respondents indicated that they are always put in touch with the appropriate individual who can answer their question. However, one quarter of respondents sometimes reach the appropriate individual. This finding suggests that while incoming calls are generally directed correctly, there is some inconsistency.

Table 2:   **In your experience, are OCC employees <u>courteous</u> when answering your phone calls?**

	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	8	5.0	5.2	5.2
Yes	2	146	91.3	94.8	100.0
No response	9	6	3.8	Missing	
	Total	160	100.0	100.0	

```
No  ▤ 8
Yes ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮ 146

    L       I       I       I       I       J
    0      40      80     120     160     200
```
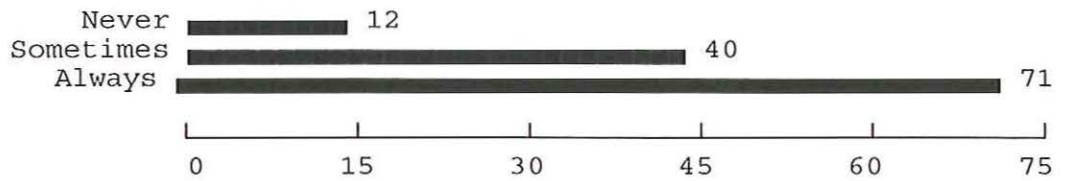
Valid cases   154   Missing cases   6

Summary

The majority of respondents (94.8%) believe that OCC employees are courteous when answering their phone calls.

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Table 3: When you call the college and no one answers the phone, are you <u>Always</u>, <u>Sometimes</u>, or <u>Never</u> given the opportunity to leave a voice mail message?

	Value	Frequency	Percent	Valid Percent	Cum Percent
Never	1	12	7.5	9.8	9.8
Sometimes	2	40	25.0	32.5	42.3
Always	3	71	44.4	57.7	100.0
No Response	9	37	23.1	Missing	
		-------	-------	-------	
	Total	160	100.0	100.0	

```
      Never  ██████████ 12
  Sometimes  ████████████████████████████ 40
     Always  ████████████████████████████████████████████ 71

             └───────┴───────┴───────┴───────┴───────┘
             0      15      30      45      60      75
```
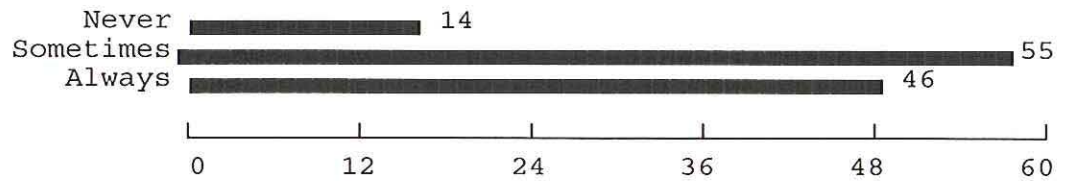
Valid cases   123   Missing cases   37

Summary

Nearly 1 in 6 respondents indicated that they are always given the opportunity to leave a voice mail message (when appropriate), while one third are sometimes given the opportunity to do so. Slightly under ten percent are never given the chance to leave a voice mail message. The relatively large number (almost one third) of respondents reporting that they only sometimes have the option to leave voice mail again suggests a degree of inconsistency in OCC's telephone services.

Table 4: When you have the opportunity to leave a voice mail message, do you <u>Always</u>, <u>Sometimes</u>, or <u>Never</u> leave a message?

```
                                                      Valid      Cum
                       Value  Frequency  Percent    Percent   Percent

Never                    1         14       8.8       12.2      12.2
Sometimes                2         55      34.4       47.8      60.0
Always                   3         46      28.8       40.0     100.0
No Response              9         45      28.1    Missing
                                  -------   -------    -------
               Total             160      100.0      100.0
```

```
     Never  ██████████  14
 Sometimes  █████████████████████████████████████████ 55
    Always  ██████████████████████████████████ 46
            L____I____I____I____I____I____J
            0    12   24   36   48   60
```

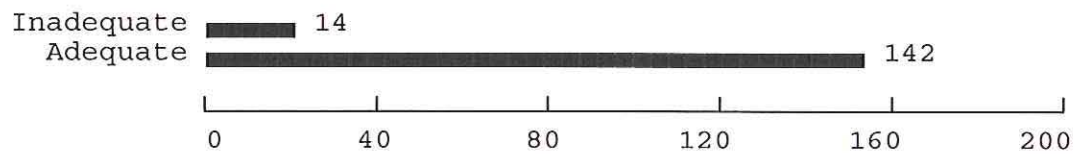Valid cases   115   Missing cases   45

Summary

Among those who are given the opportunity to leave a voice mail message, forty percent always leave a message, nearly half sometimes leave a message, while twelve percent never leave a message. The relatively small number who never leave messages suggest that OCC's voice mail system is well-utilized. However, the fact that the largest group of respondents only sometimes leave a message is perhaps an indication that voice mail alone is not adequately meeting the needs of callers.

Table 5: **Typically, do OCC employees who answer your phone calls provide you with <u>adequate</u> or <u>inadequate</u> answers to your specific questions?**

	Value	Frequency	Percent	Valid Percent	Cum Percent
Inadequate	1	14	8.8	9.0	9.0
Adequate	2	142	88.8	91.0	100.0
No response	9	4	2.5	Missing	
	Total	160	100.0	100.0	

```
Inadequate  ████  14
  Adequate  ████████████████████████  142

            └────┴────┴────┴────┴────┴
            0    40   80   120  160  200
```
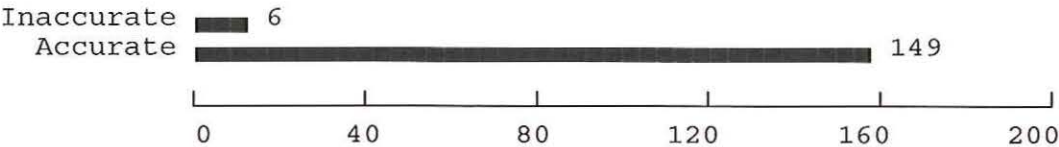
Valid cases   156   Missing cases   4

Summary

The majority (91%) of respondents indicated that OCC employees typically provide them with adequate answers to their questions.

Table 6: In general, is the information you receive on the phone <u>accurate</u> or <u>inaccurate</u>?

	Value	Frequency	Percent	Valid Percent	Cum Percent
Inaccurate	1	6	3.8	3.9	3.9
Accurate	2	149	93.1	96.1	100.0
No response	9	5	3.1	Missing	
	Total	160	100.0	100.0	

```
Inaccurate  ███  6
  Accurate  ██████████████████████████████████  149
            L_____L_____L_____L_____L_____L
            0       40       80      120      160      200
```

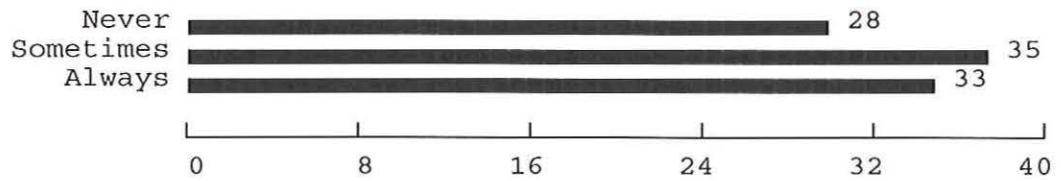Valid cases   155   Missing cases   5

Summary

Ninety-six percent of respondents indicate that the information they receive is accurate.

Table 7:   **If your question cannot be answered immediately, are you <u>Always</u>, <u>Sometimes</u>, or <u>Never</u> told that someone from the College will call you back with the answer?**

	Value	Frequency	Percent	Valid Percent	Cum Percent
Never	1	28	17.5	29.2	29.2
Sometimes	2	35	21.9	36.5	65.6
Always	3	33	20.6	34.4	100.0
No Response	9	64	40.0	Missing	
	Total	160	100.0	100.0	

```
         Never  ████████████████████████████ 28
     Sometimes  ██████████████████████████████████ 35
        Always  █████████████████████████████████ 33

                L       I       I       I       I       I
                0       8       16      24      32      40
```
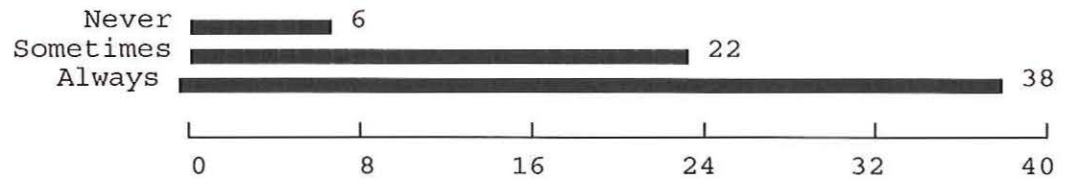
Valid cases   96   Missing cases   64

Summary

Roughly one third of respondents are always told that someone from OCC will call them back to answer their question (when appropriate), while the same percentage of respondents are sometimes told that someone will call them back. The remaining twenty-nine percent of respondents are never told that someone will call them back to answer their questions. Once again, this indicates inconsistency in OCC employees' phone service.

Table 8:   **Do you <u>Always</u>, <u>Sometimes</u>, or <u>Never</u> receive this follow-up call?**

	Value	Frequency	Percent	Valid Percent	Cum Percent
Never	1	6	3.8	9.1	9.1
Sometimes	2	22	13.8	33.3	42.4
Always	3	38	23.8	57.6	100.0
No Response	9	94	58.8	Missing	
Total		160	100.0	100.0	

```
      Never  ██████████  6
  Sometimes  ████████████████████████  22
     Always  ██████████████████████████████████████  38
             └─────┬─────┬─────┬─────┬─────┬─────┘
             0     8    16    24    32    40
```
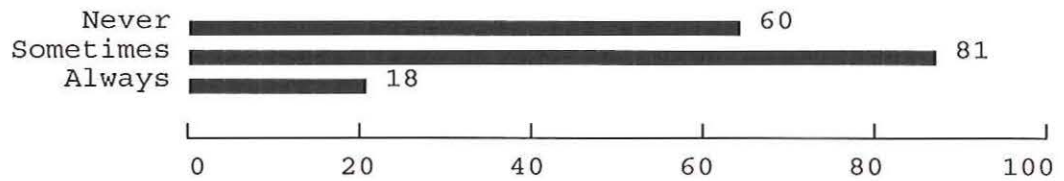
Valid cases   66   Missing cases   94

Summary

Among respondents who are always or sometimes told that someone will call them back to answer their questions, nearly 1 in 6 always receive the call, one third will sometimes get the call, while nearly ten percent never get the return call.

Table 9: When calling the College, do you <u>Always</u>, <u>Sometimes</u>, or <u>Never</u> get caught in an automated voice mail recording which prevents you from reaching a "real" person?

	Value	Frequency	Percent	Valid Percent	Cum Percent
Never	1	60	37.5	37.7	37.7
Sometimes	2	81	50.6	50.9	88.7
Always	3	18	11.3	11.3	100.0
No Response	9	1	.6	Missing	
Total		160	100.0	100.0	

```
          Never  ████████████████████ 60
      Sometimes  ███████████████████████████ 81
         Always  ██████ 18

              L_____L_____L_____L_____L_____L
              0    20    40    60    80   100
```

Valid cases   159   Missing cases   1

Summary

Slightly over one third of respondents never get caught in an automated voice mail recording which prevents them from reaching a "real" person. However, half of the respondents sometimes find themselves in this situation, while eleven percent are always in this position when calling the college. The fact that over 90% of callers at least sometimes find themselves caught in a automated "loop" indicates a need for changes in the configuration of the voice mail system.

Table 10:   On average, how many times per month do you call the college?

	Value	Frequency	Percent	Valid Percent	Cum Percent
Do not call the college	0	5	3.1	3.1	3.1
	1	81	50.6	50.6	53.8
	2	29	18.1	18.1	71.9
	3	18	11.3	11.3	83.1
	4	9	5.6	5.6	88.8
	5	10	6.3	6.3	95.0
	6	2	1.3	1.3	96.3
	7	2	1.3	1.3	97.5
	10	4	2.5	2.5	100.0
		-------	-------	-------	
	Total	160	100.0	100.0	

Mean   2.156
Mode   1.000
Median   1.000

Valid cases   160   Missing cases   0

Summary

On average, respondents call the college slightly over twice a month. However, the majority of respondents call the college once per month. Because this suggests that most callers have relatively infrequent phone contact with the college, this means that appropriate treatment of each individual call may be of greater significance to the caller.

Table 11:   **Finally, do you have any suggestions on how OCC can improve the phone system to better serve you?**

- Direct lines to nursing facility.
- I've called and asked for a department, and if I don't specify which campus-I sometimes am connected to the department I want at the wrong campus.
- Remind instructors to review their voice mail systems more often.
- Train younger people in phone etiquette.
- Have a "real" person answer the phone.
- Switchboard person should be able to screen calls and direct them accordingly. Admissions should always have someone on duty, especially during lunch time when a lot of people try to get info.
- Should correct problems with IVRU for touch-tone registration. Also, employees should be better informed so they don't send people off on a merry-go-round.
- OCC should eliminate the technology and have a real person greet the people right off the bat.
- When calling OCC you should be able to talk to the right person and not (a) get the runaround (b) be disconnected or (c) get stuck in a voice mail trap.
- All the multi-choice voice mail should be reviewed. A caller should have the option of reaching a real person at the end of everything-even though it might be just the operator.
- Have real people answering phones.
- The hours for the switchboard should be correct. Friday hours are wrong. Offer Saturday or Sunday hours in computer lab.
- More operators so voice mail doesn't have to be utilized so much.
- It's hard to reach adjunct faculty if they don't have access to voice mail.
- Shorten the messages-i.e. the voice mail- instructors voices etc.
- A directory would be helpful. Sometimes I call after hours and would like to leave a message but I don't know the instructor's extension.
- During touch tone registration, I don't always have enough time to dial in my information before it hangs up on me.
- Make sure all part-time instructors have voice mail. It's almost impossible to get hold of some of them.
- Have a more complete phone directory.
- Dispatch - who can transfer your call or tell you that person is not there and when that person would be available.
- When calling the counselor office for a brief question told to call back. This is often not possible, I think you should be able to get through.
- Operators don't give extension numbers.
- Irritated with automatic mail recordings during regular business hours.
- Often messages are not made correctly. Made appointments but not recorded and when I arrive no appointment is made.
- Financial Aid office does not answer phone when they get real busy. They should do something so you can at least leave a message.
- Calls should be transferred to the right dept. Instead of giving person another phone number to call.
- For Touch-tone registration there should be an automatic "help" button when you made a mistake so that you can immediately correct your mistake.
- When I call in to register, the computer hangs up on me if I make a mistake.

- Have a standard procedure - across all departments - on how to answer the phone or respond to questions.
- When I call the operator for a specific number they put me through without telling me the number so, if there's no answer, I have to start the process all over again.
- On touch tone eliminate # key function.
- The people who answer the phones need to be nicer.
- More people answering the phones in financial aid during registration.
- Find a way to get messages to adjunct faculty via voice mail.
- I can't check my voice mail from pay phones at OCC - for some reason the connection doesn't go through.
- Make sure calls get returned all the time.
- Instructors don't pick up their messages often enough.
- Registration system (phone) was down - I called another number to ask for assistance - the person I spoke with told me there was nothing they could do for me, and they offered no assistance.
- If you reach offices like Financial Aid often there is no answer or you are told to call back and this isn't always possible. I'm not sure what but it does need some improvements.
- Whenever I call in, I always get the impression that OCC employees have to deal with a large volume of calls and they try to solve that problem by telling people to come in person to campus.
- Why do they have only one operator for all 5 campuses? They should have a separate operators for each campus.