



Customer Satisfaction Benchmarking Survey

National Association of College and
University Food Services
2008-2009



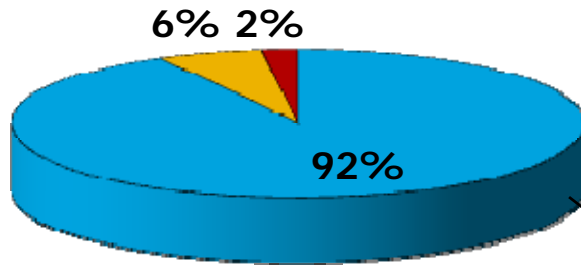
Benchmarking Analysis

Prepared by Industry Insights

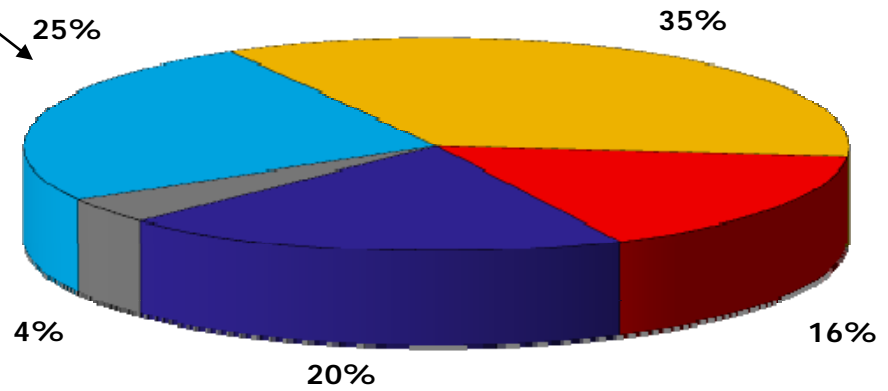
- 108 NACUFS Institutions Participated
- 145,567 Total Surveys Completed
- Over 1,549 Surveys Completed at UW-Stout

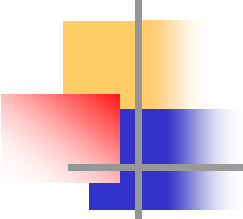
Demographics

■ Student ■ Staff ■ Other



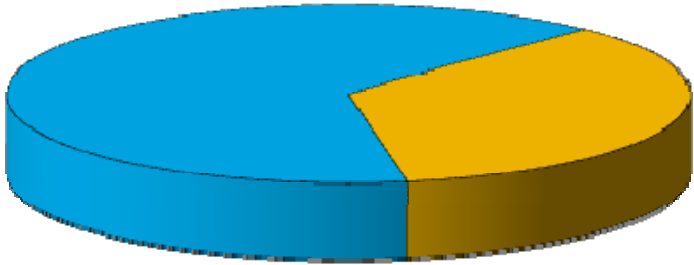
■ Freshmen ■ Sophomore ■ Junior ■ Senior ■ Graduate





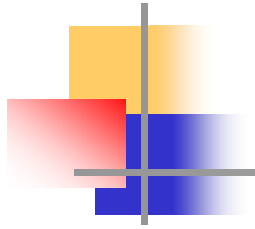
Demographics

■ On Campus ■ Off Campus



■ Males ■ Females





Satisfaction Rating Scale

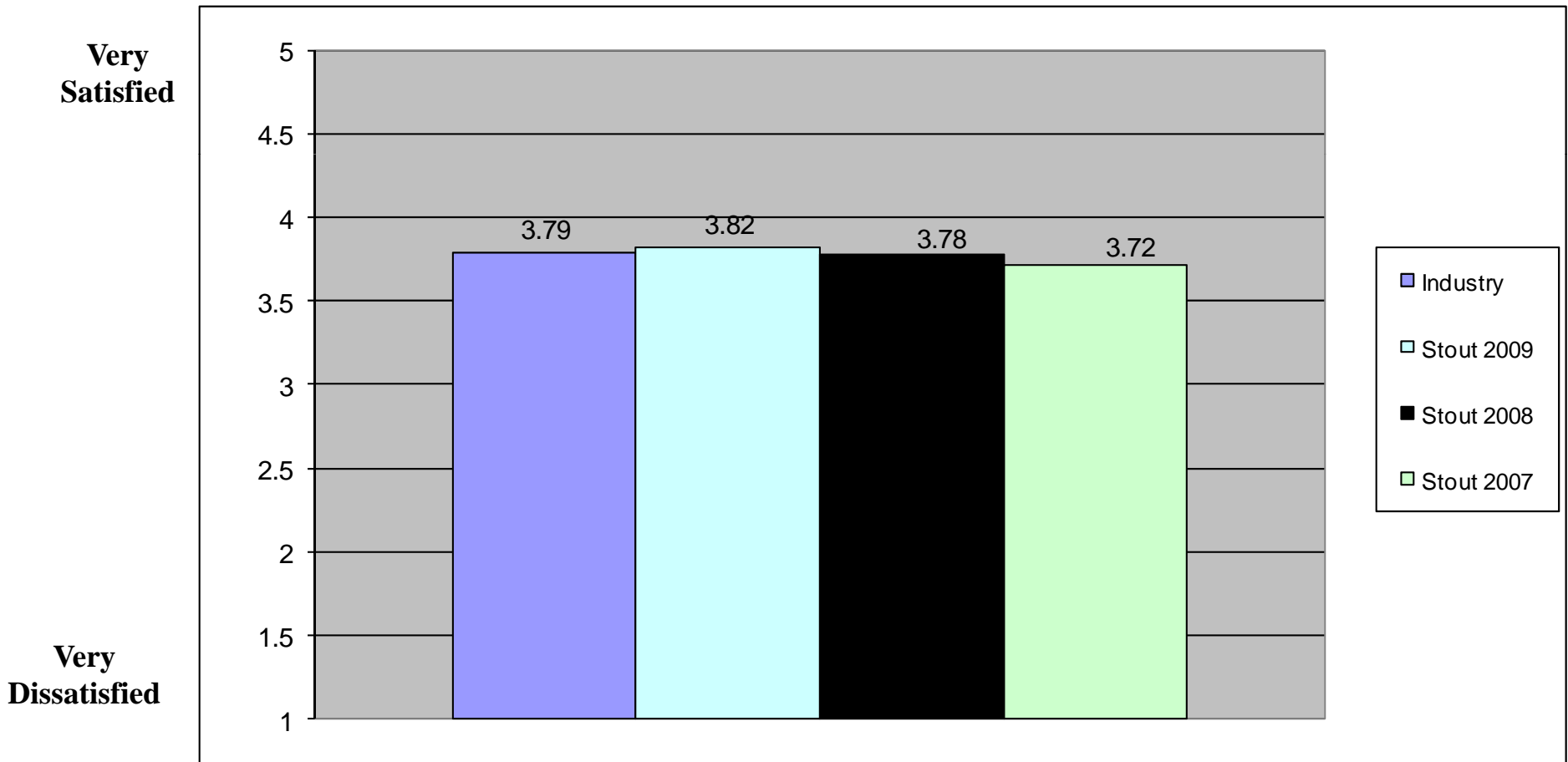
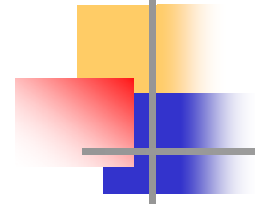
- Very Dissatisfied ----- Very Satisfied
1 ----- 5
- Satisfaction Categories Rated
 - Food
 - Menu
 - Service
 - Cleanliness
 - Environment



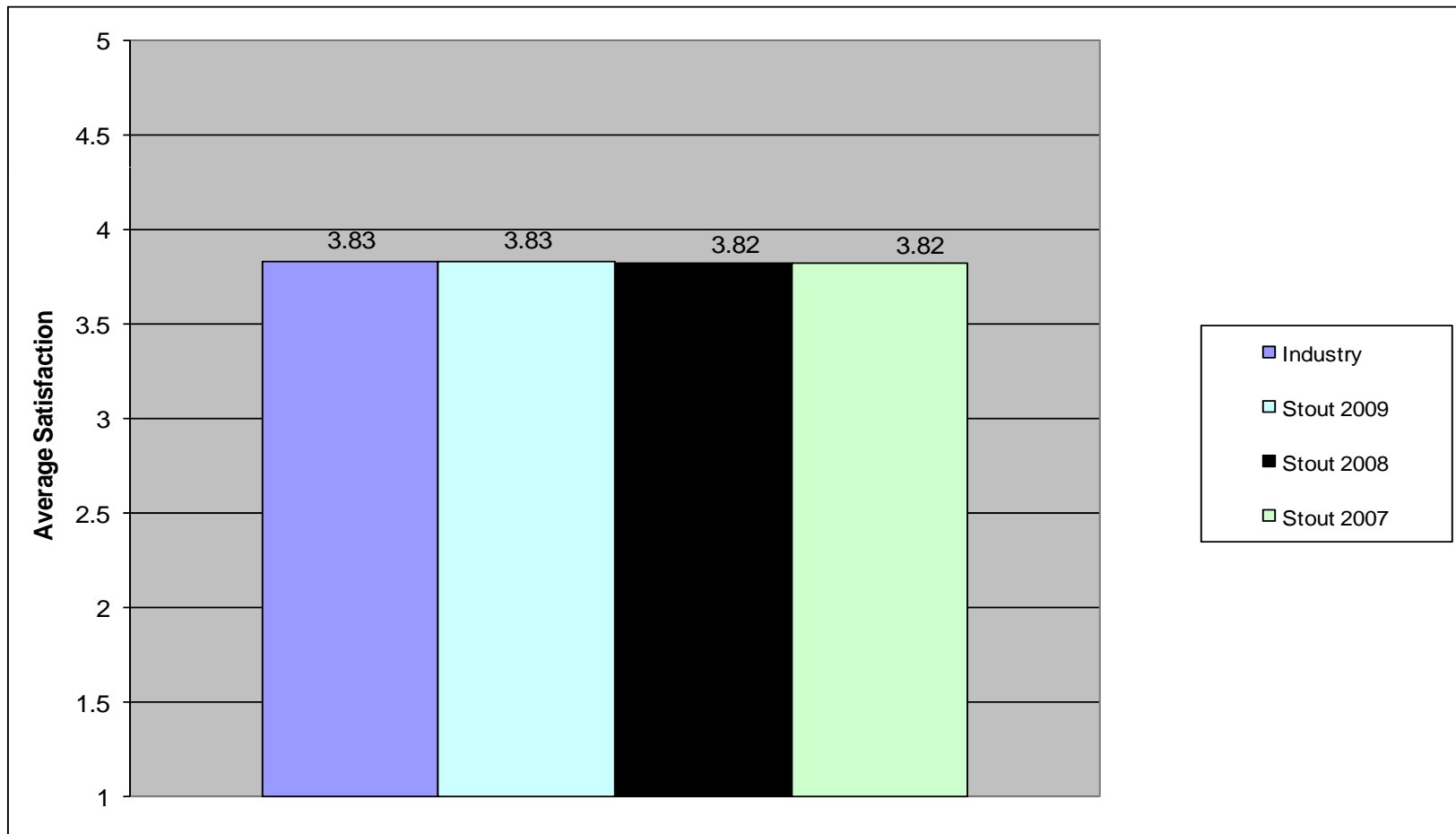
UW-Stout Operations Participating

Location	Industry Benchmark
Terrace Café	Food Court
Pawn	Convenience Store
Northern Express/Tainter PM	Convenience Store
Heritage Café	Sit-Down Restaurant
Commons Dining Hall	Cafeteria
Tainter Dining Hall	Cafeteria
Expressway Carts	Express Unit

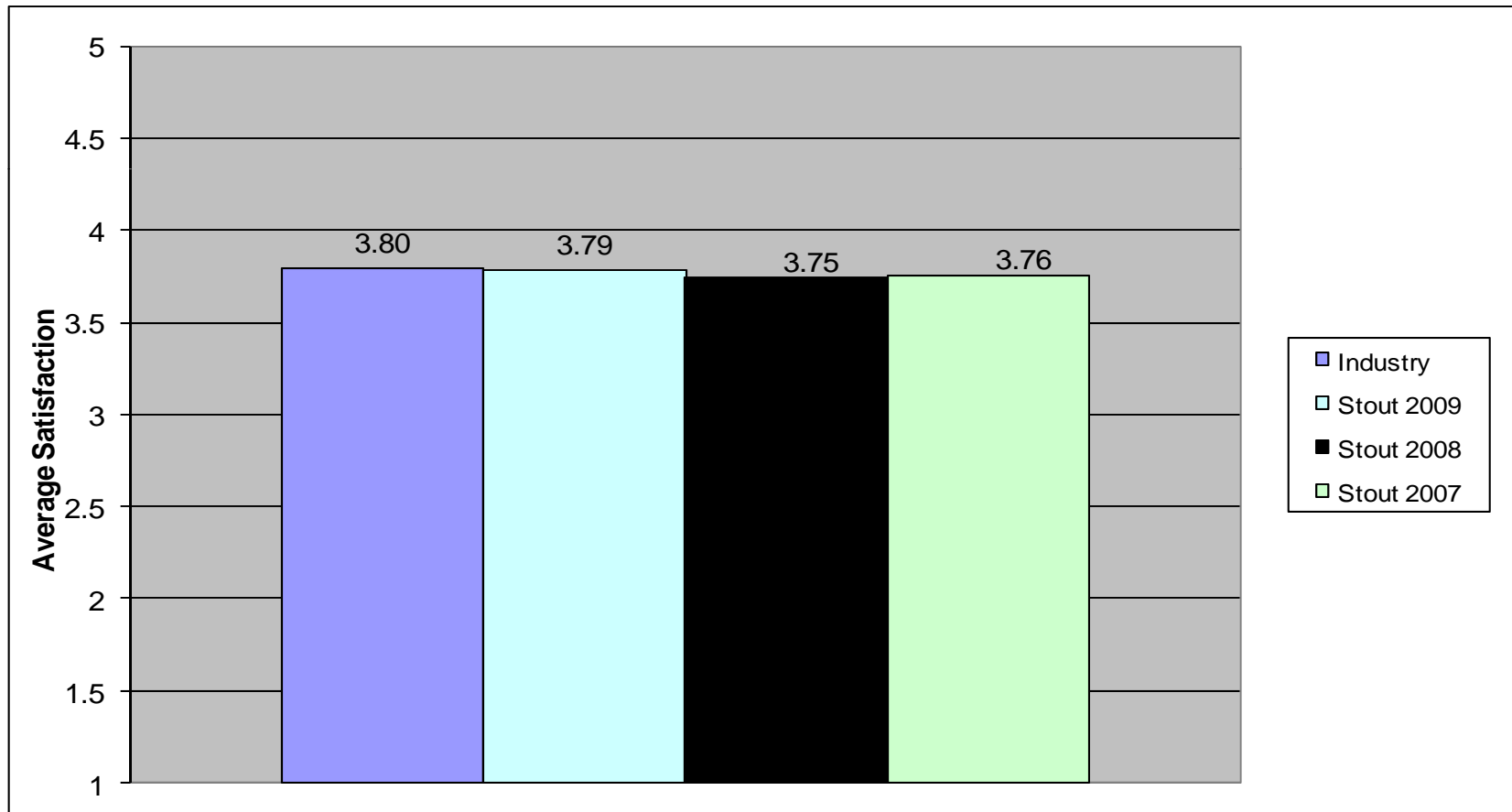
In General, How Satisfied Or Dissatisfied Are You With The Dining Services Provided By Your College/University?



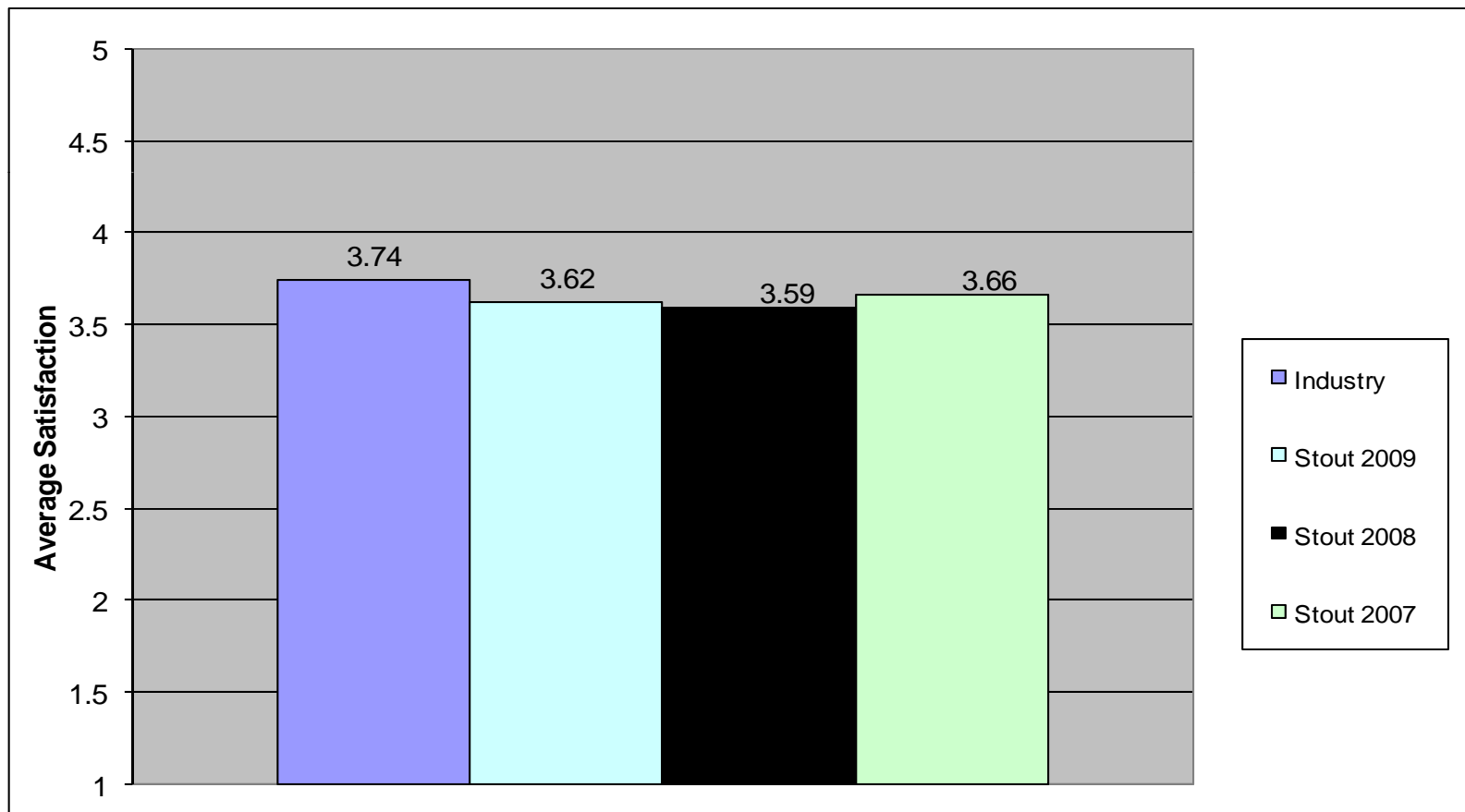
Mean Satisfaction Rating for Stout Compared to the General Industry For Food Overall



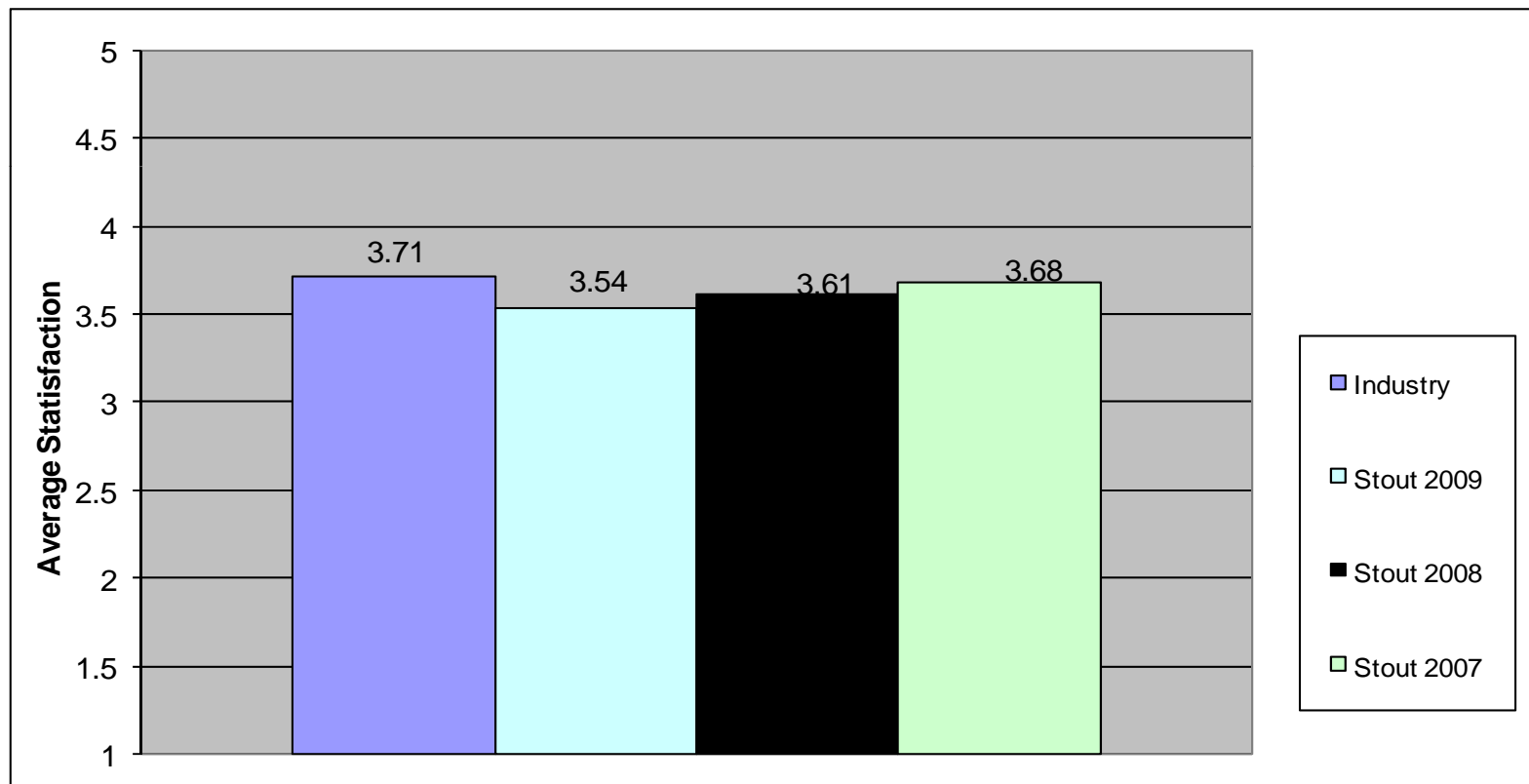
Mean Satisfaction Rating for Stout Compared to the General Industry For Taste of Food



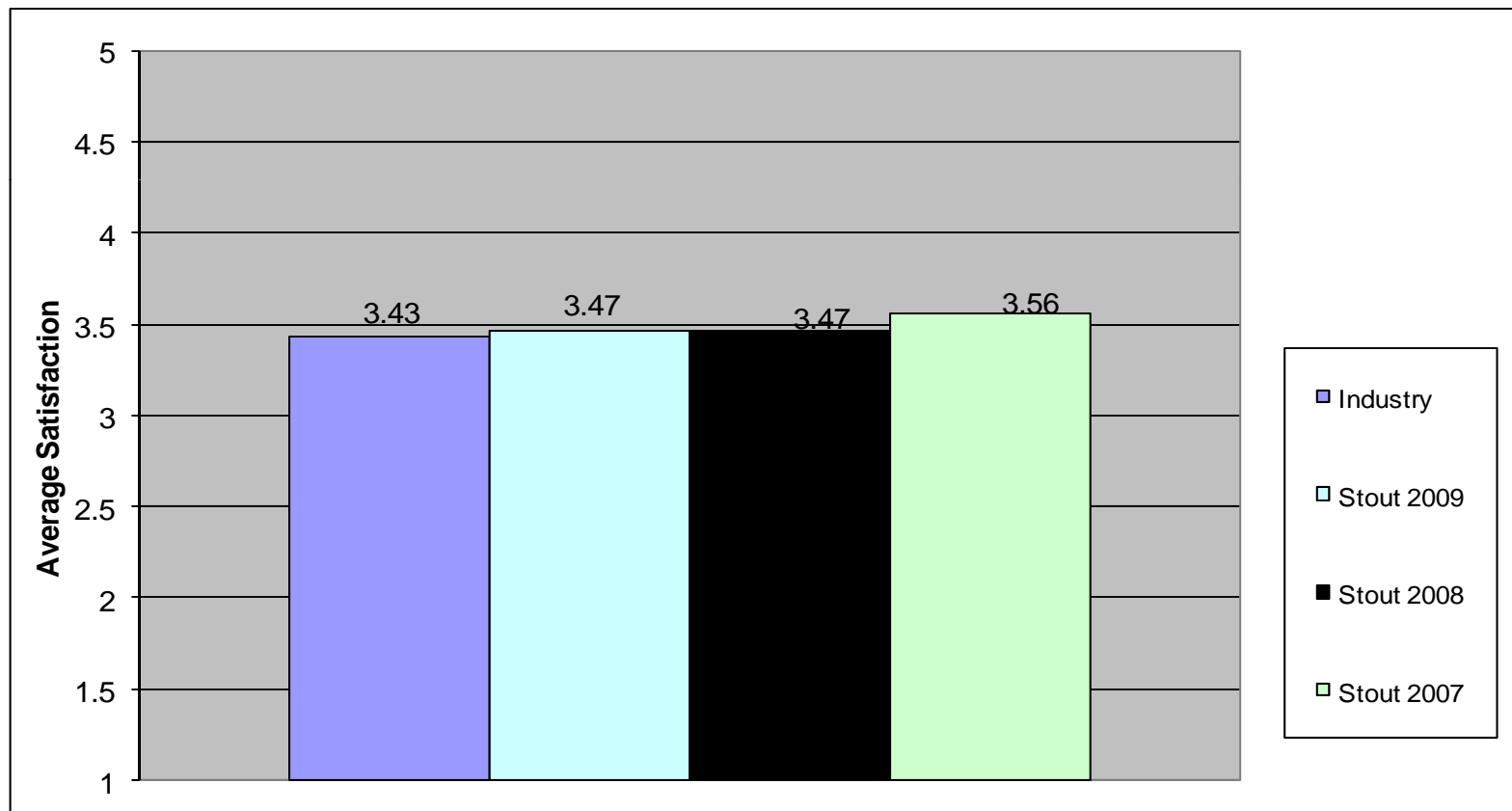
Mean Satisfaction Rating for Stout Compared to the General Industry For Eye Appeal of Food



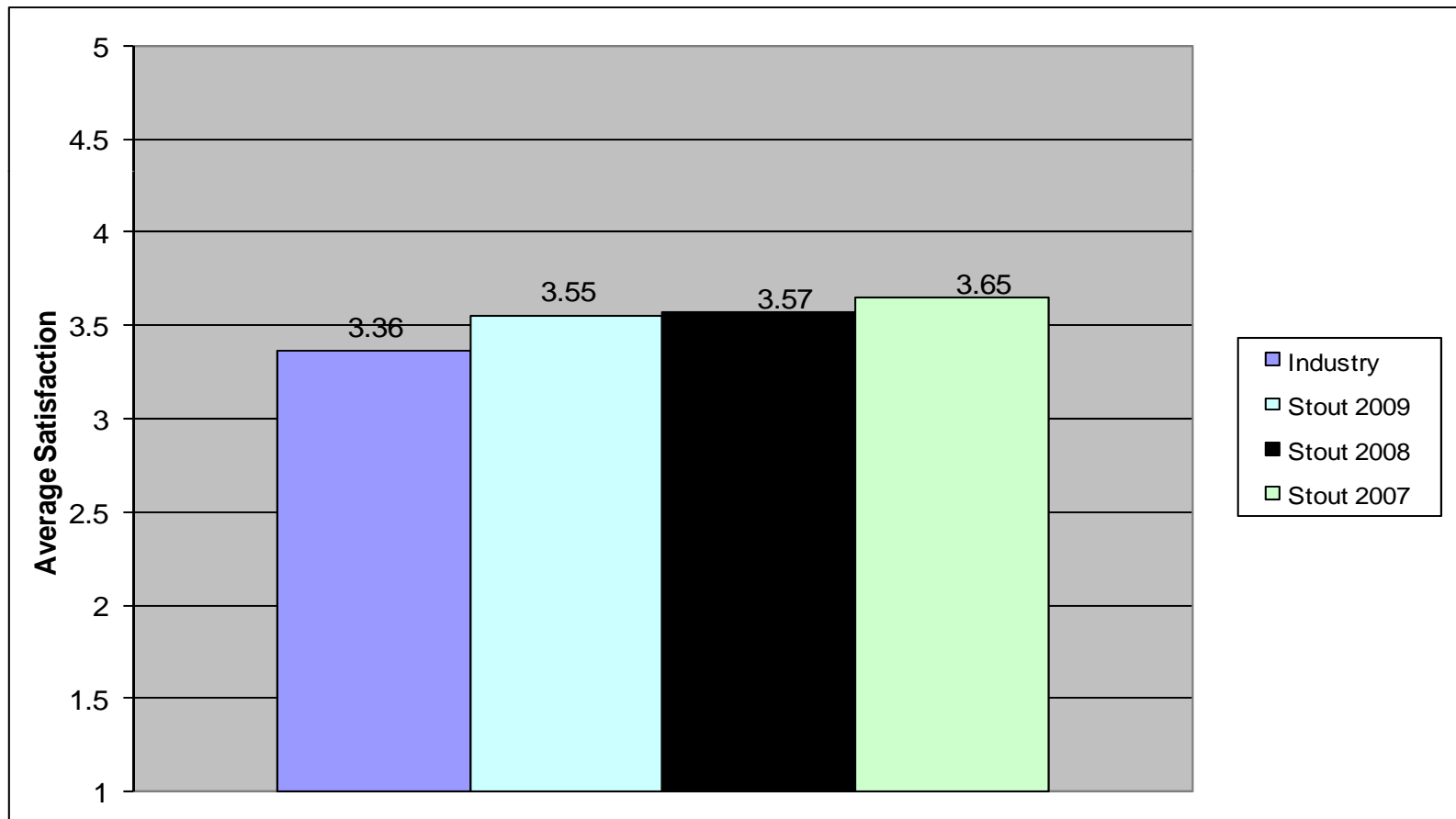
Mean Satisfaction Rating for Stout Compared to the General Industry For Freshness of Food



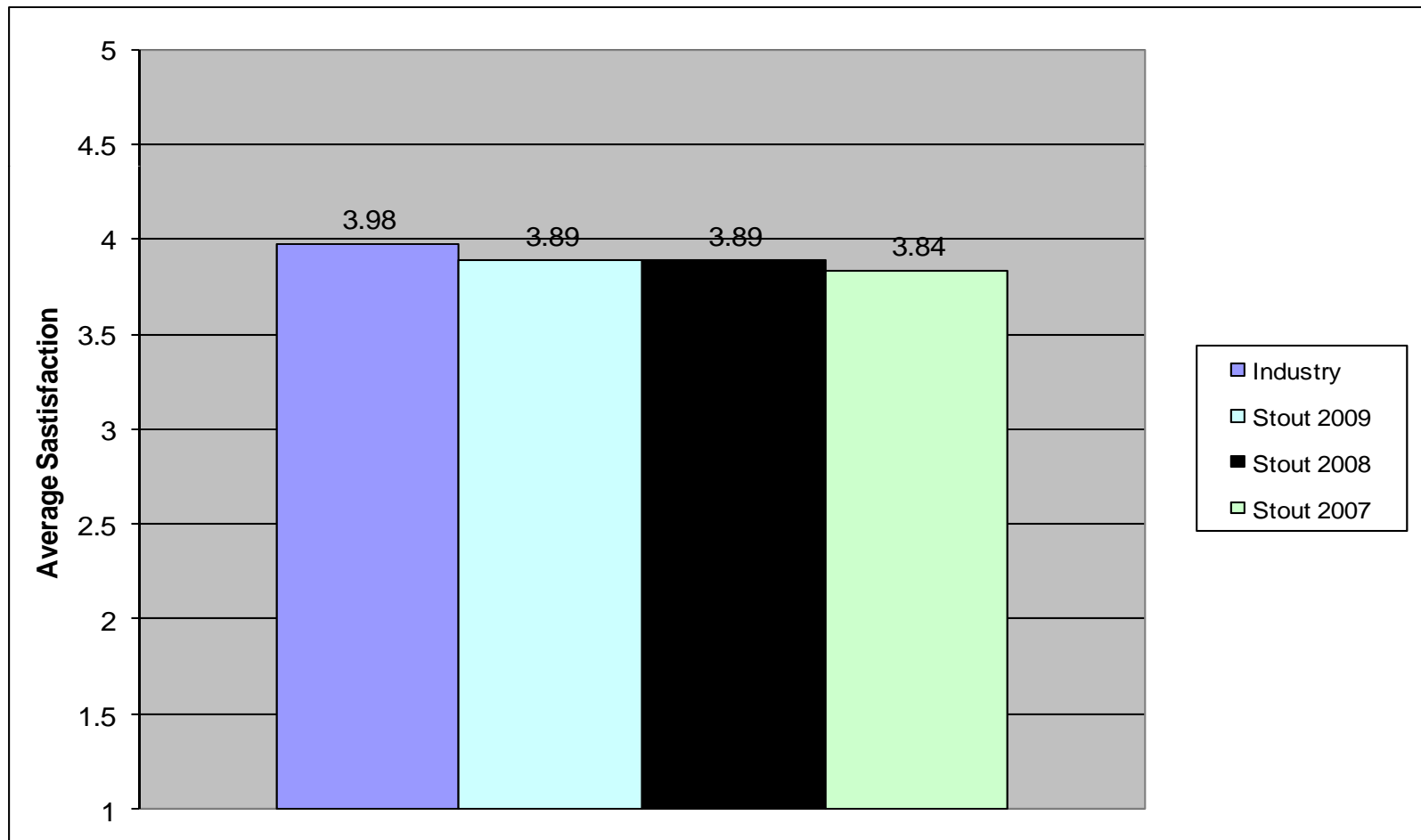
Mean Satisfaction Rating for Stout Compared to the General Industry For Nutritional Content of Food



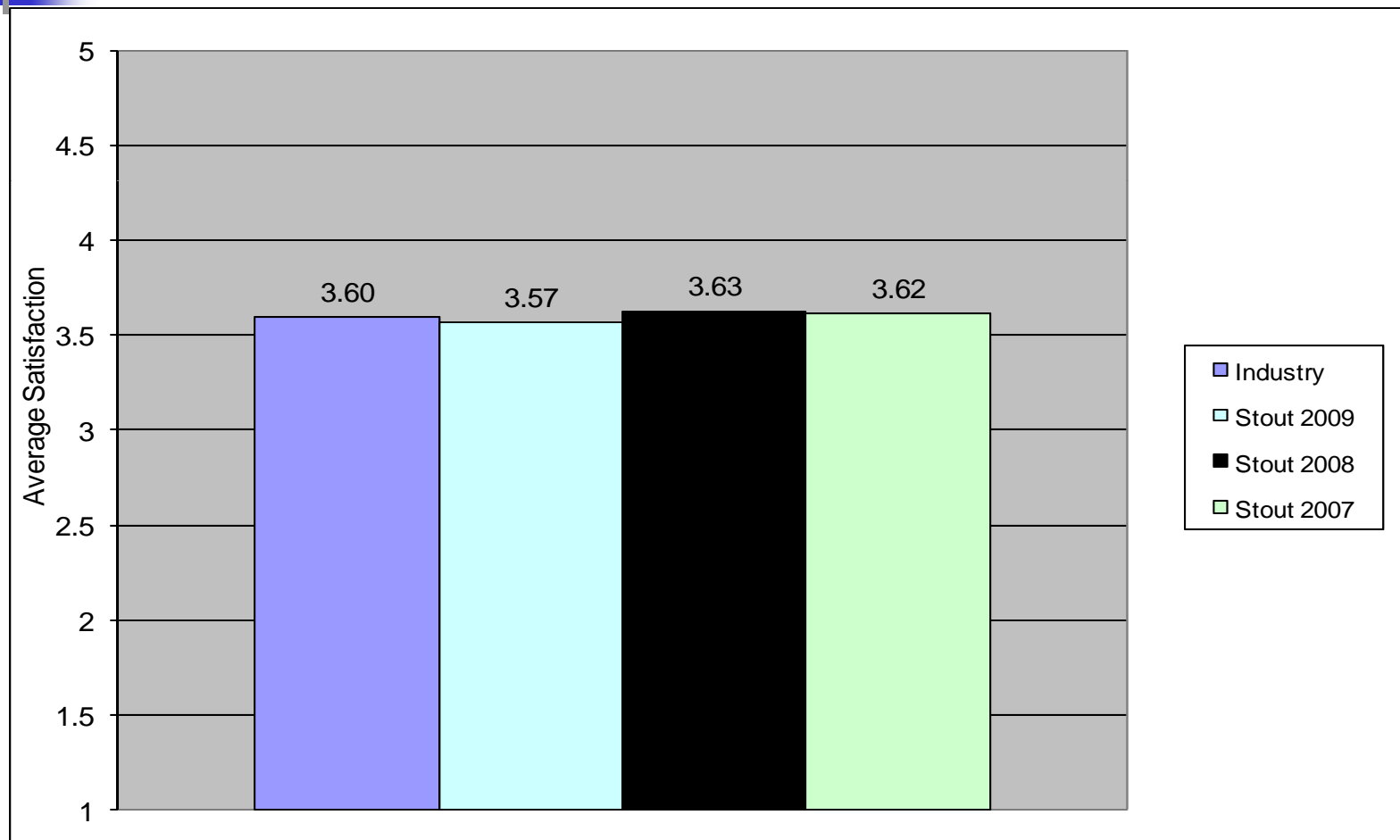
Mean Satisfaction Rating for Stout Compared to the General Industry For Value of Food



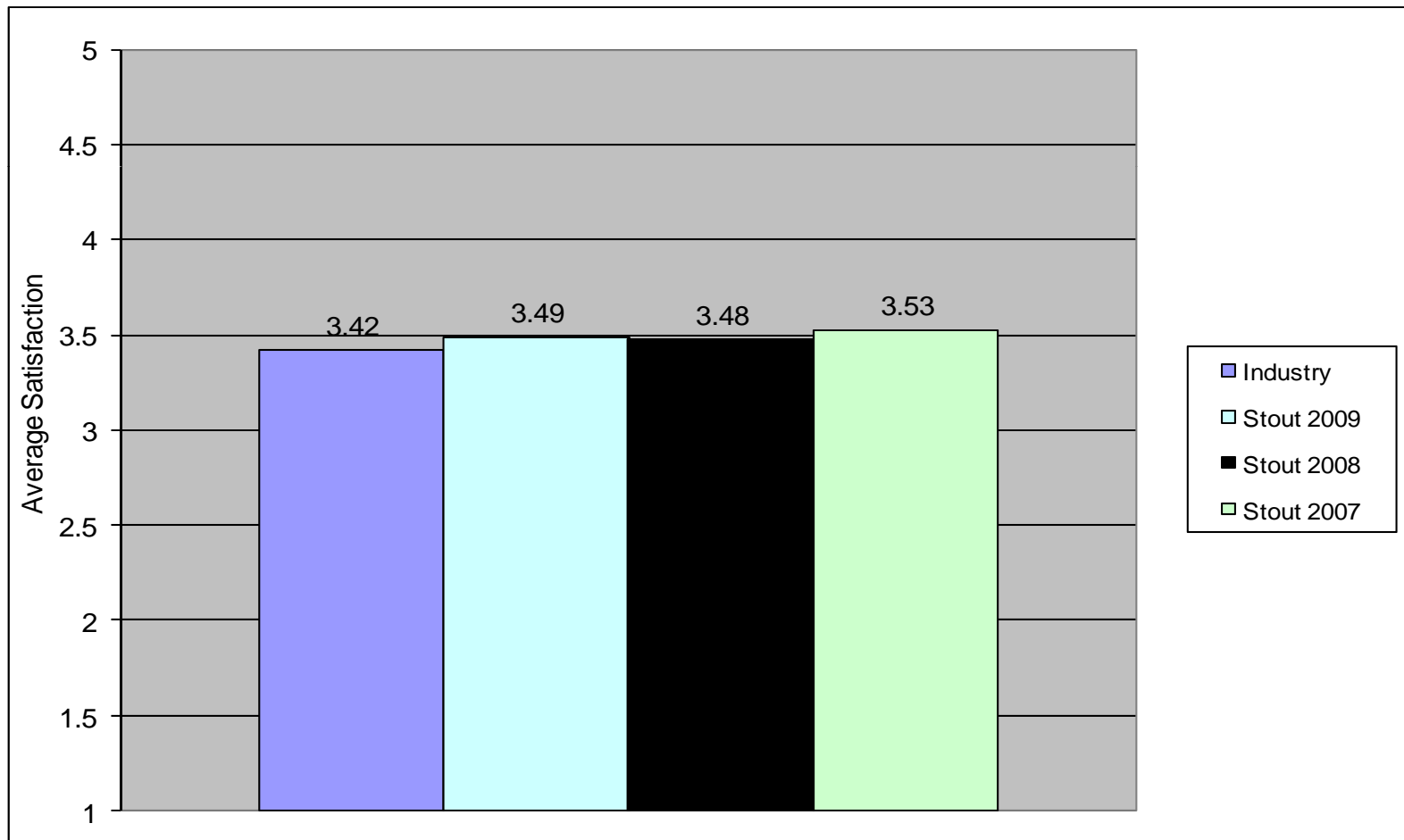
Mean Satisfaction Rating for Stout Compared to the General Industry For Availability of Posted Menu Items



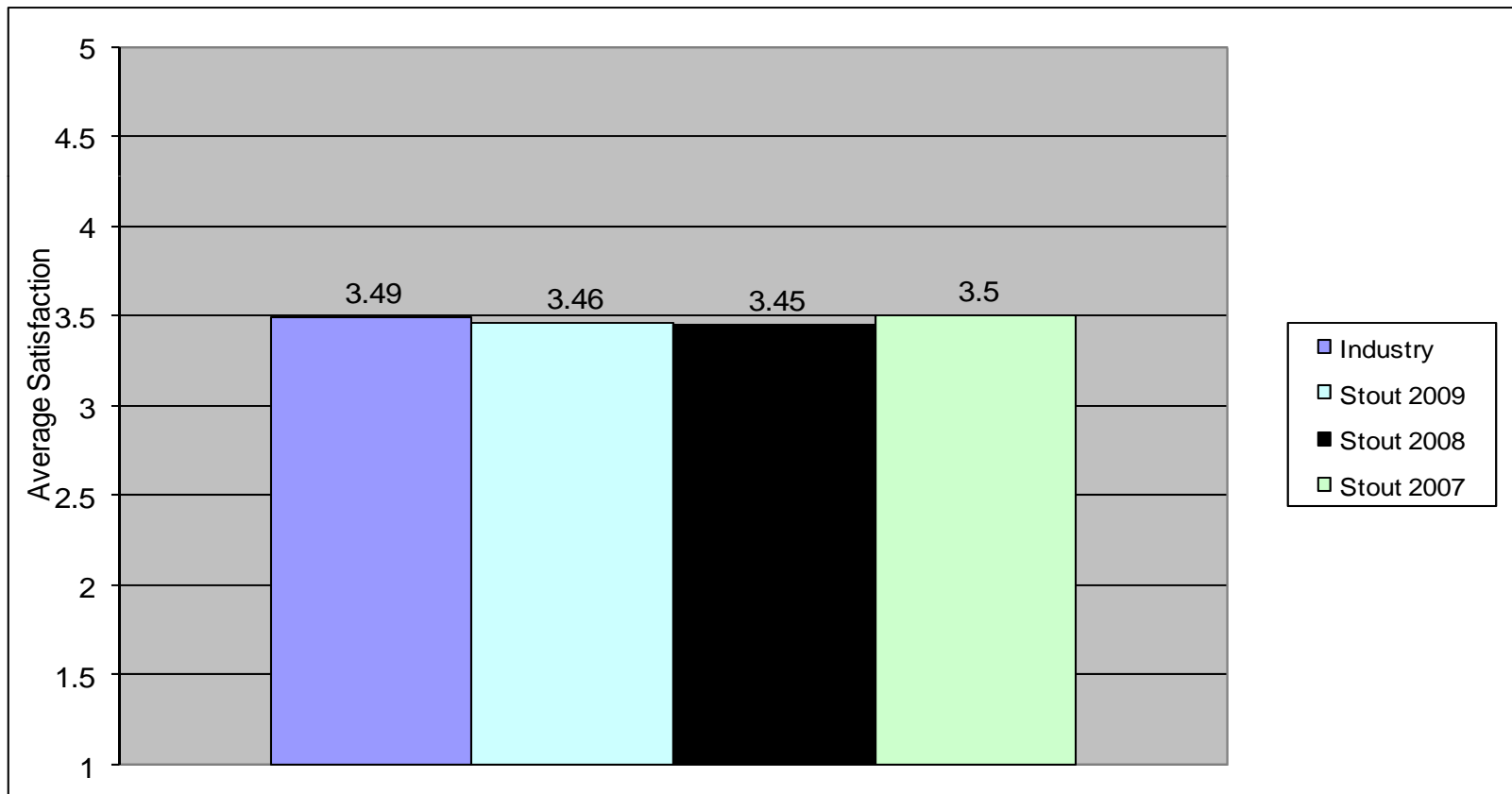
Mean Satisfaction Rating for Stout Compared to the General Industry For Variety of Menu Choices



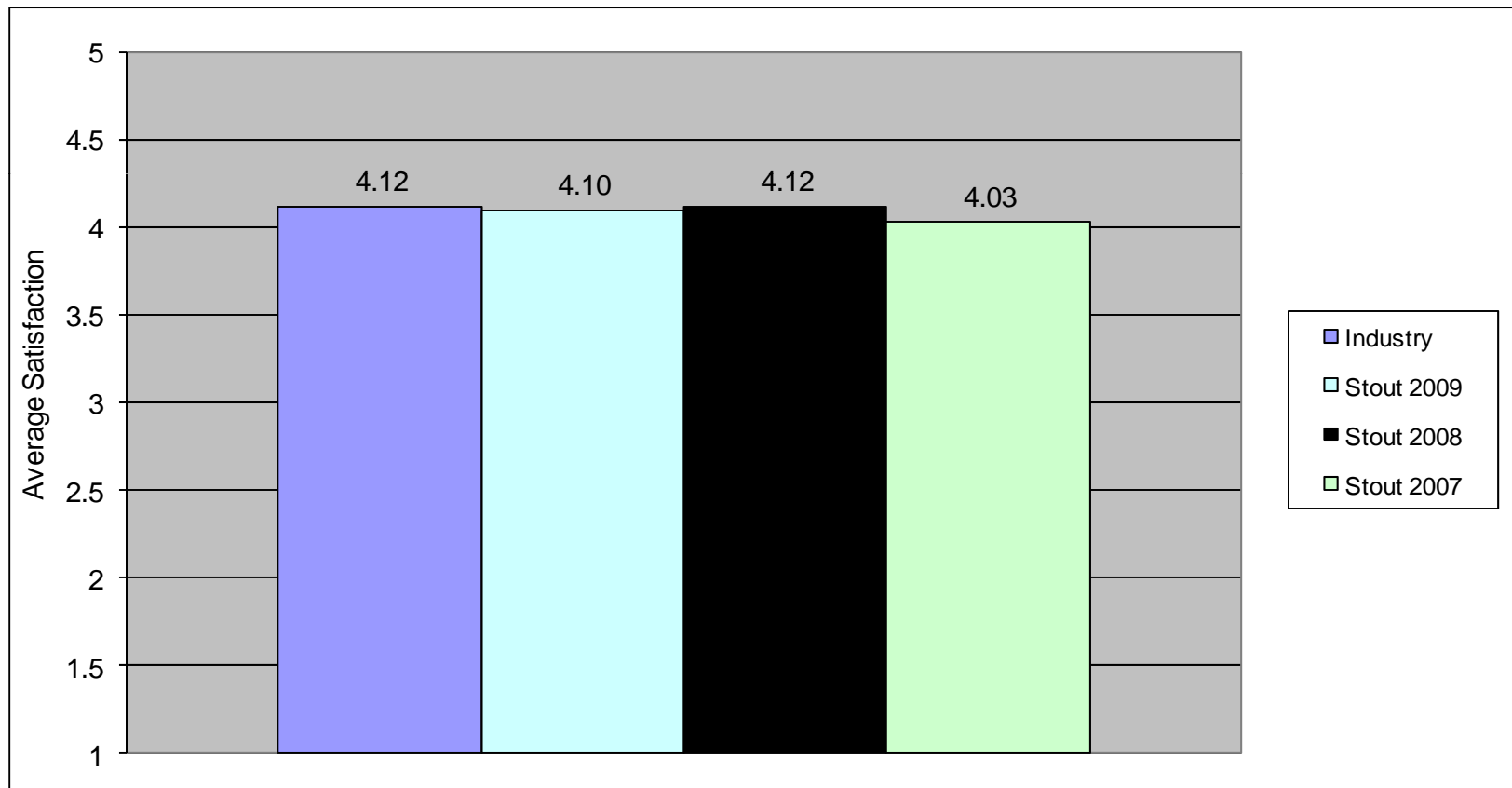
Mean Satisfaction Rating for Stout Compared to the General Industry For Variety of Healthy Menu Choices



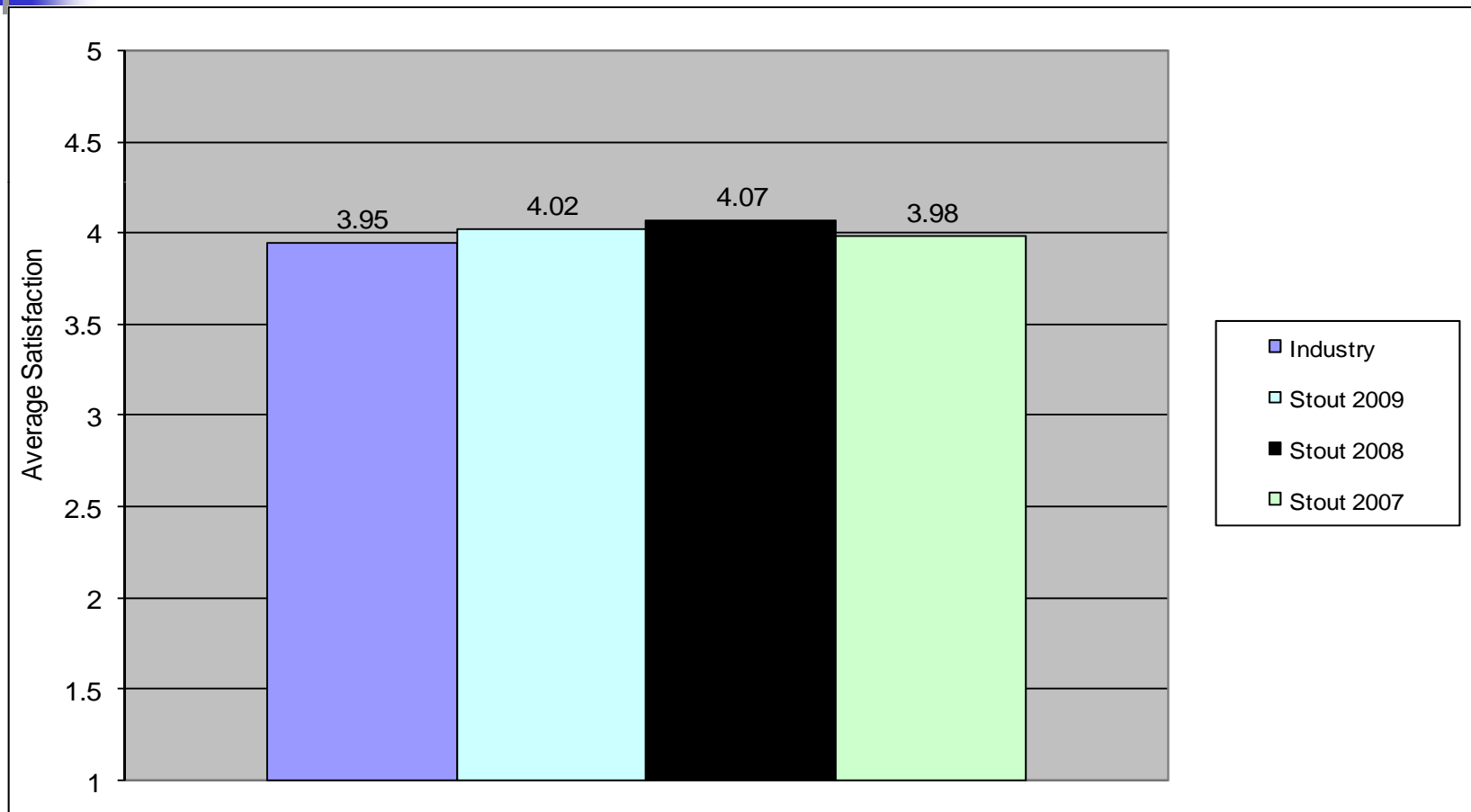
Mean Satisfaction Rating for Stout Compared to the General Industry For Variety of Vegetarian Menu Choices



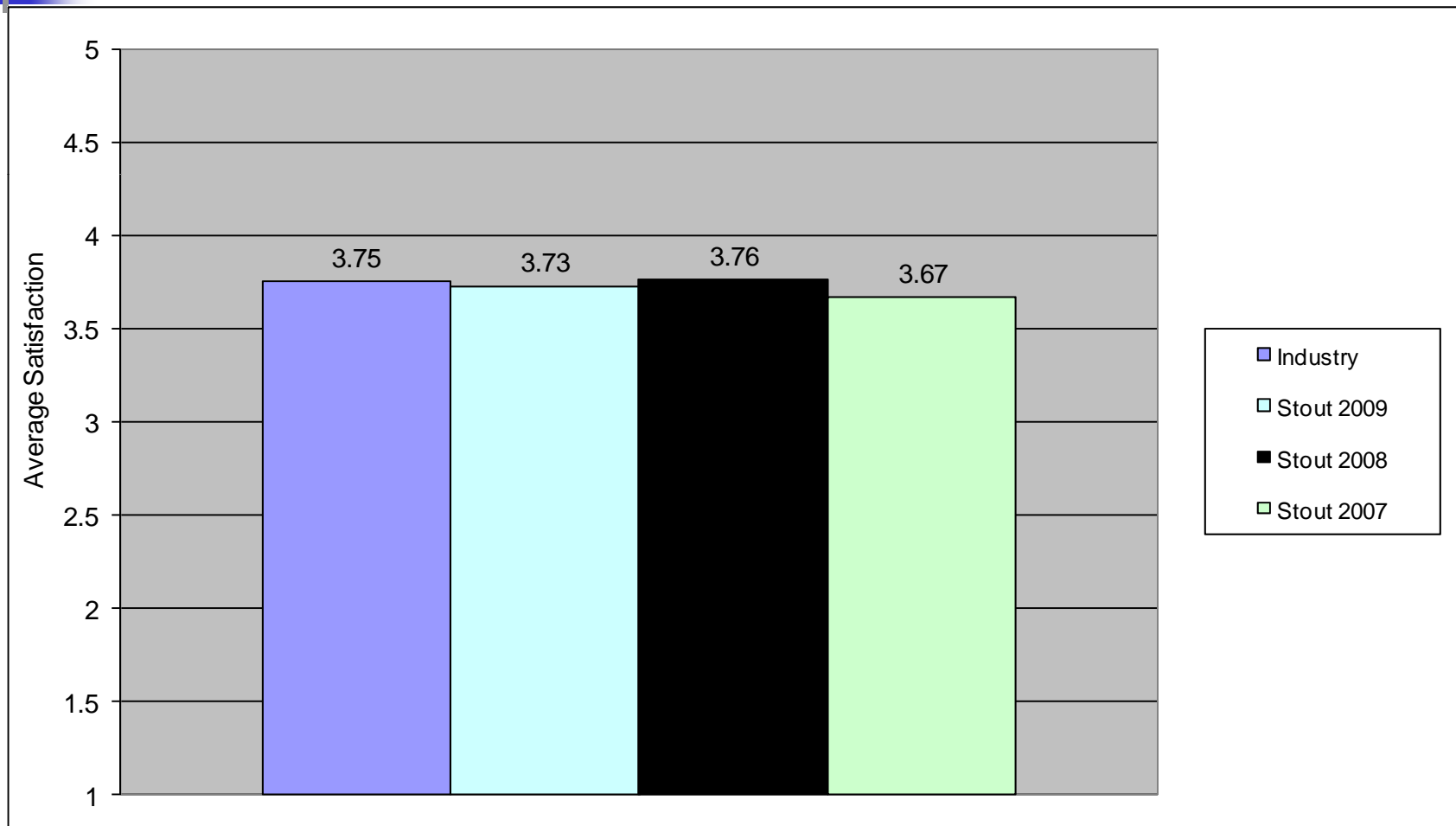
Mean Satisfaction Rating for Stout Compared to the General Industry For Overall Service



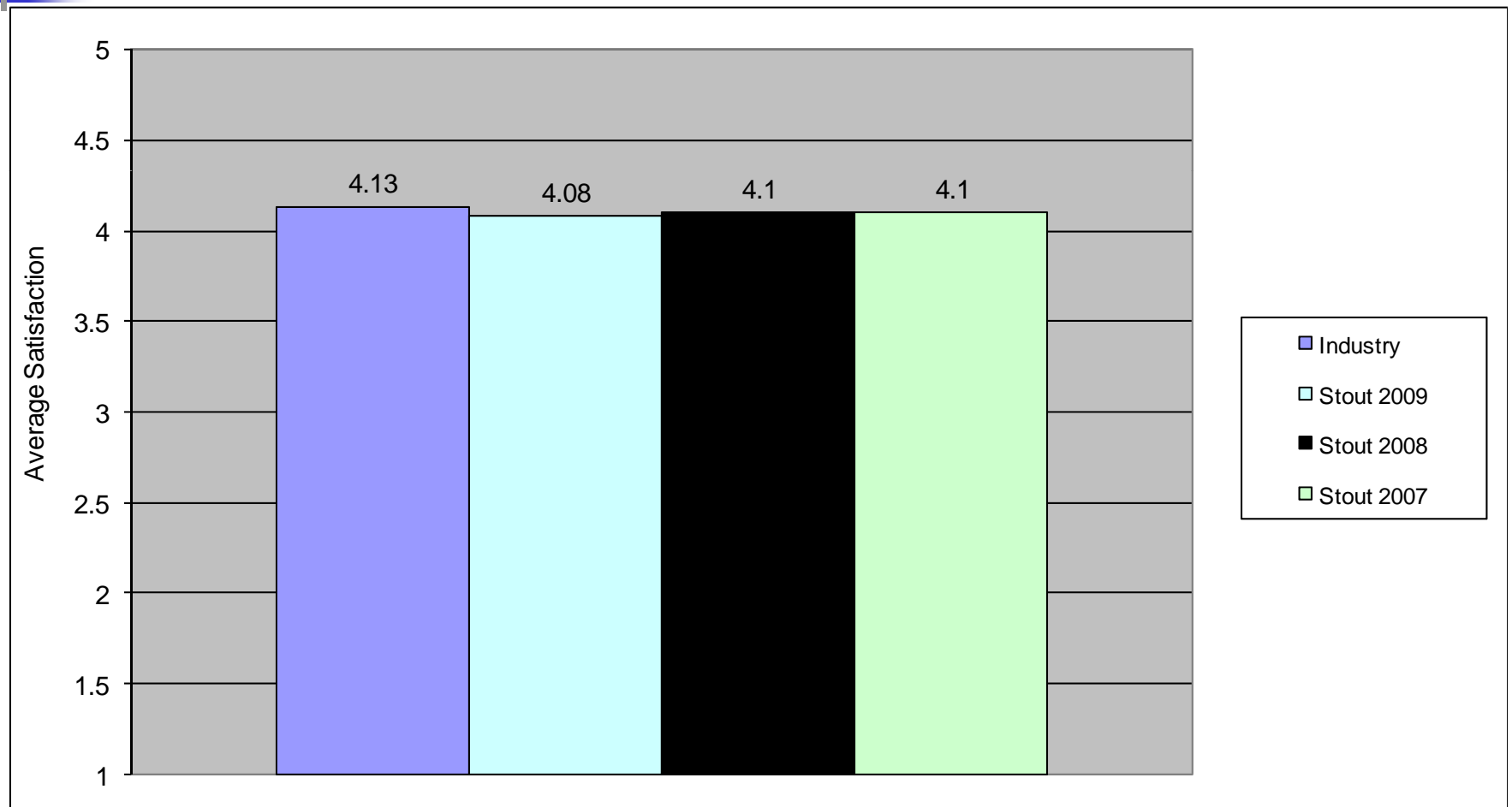
Mean Satisfaction Rating for Stout Compared to the General Industry For Speed of Service



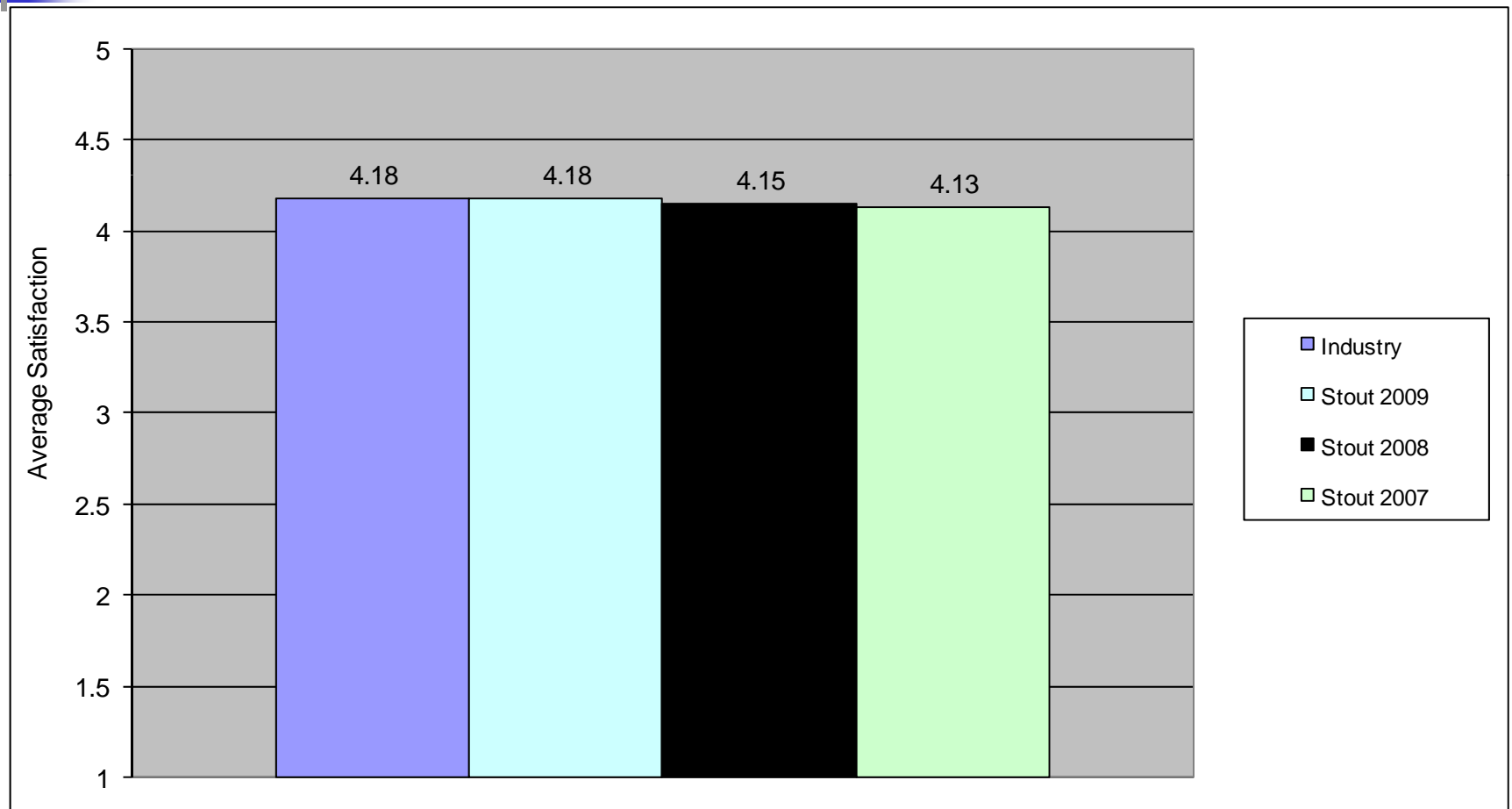
Mean Satisfaction Rating for Stout Compared to the General Industry For Hours of Operation



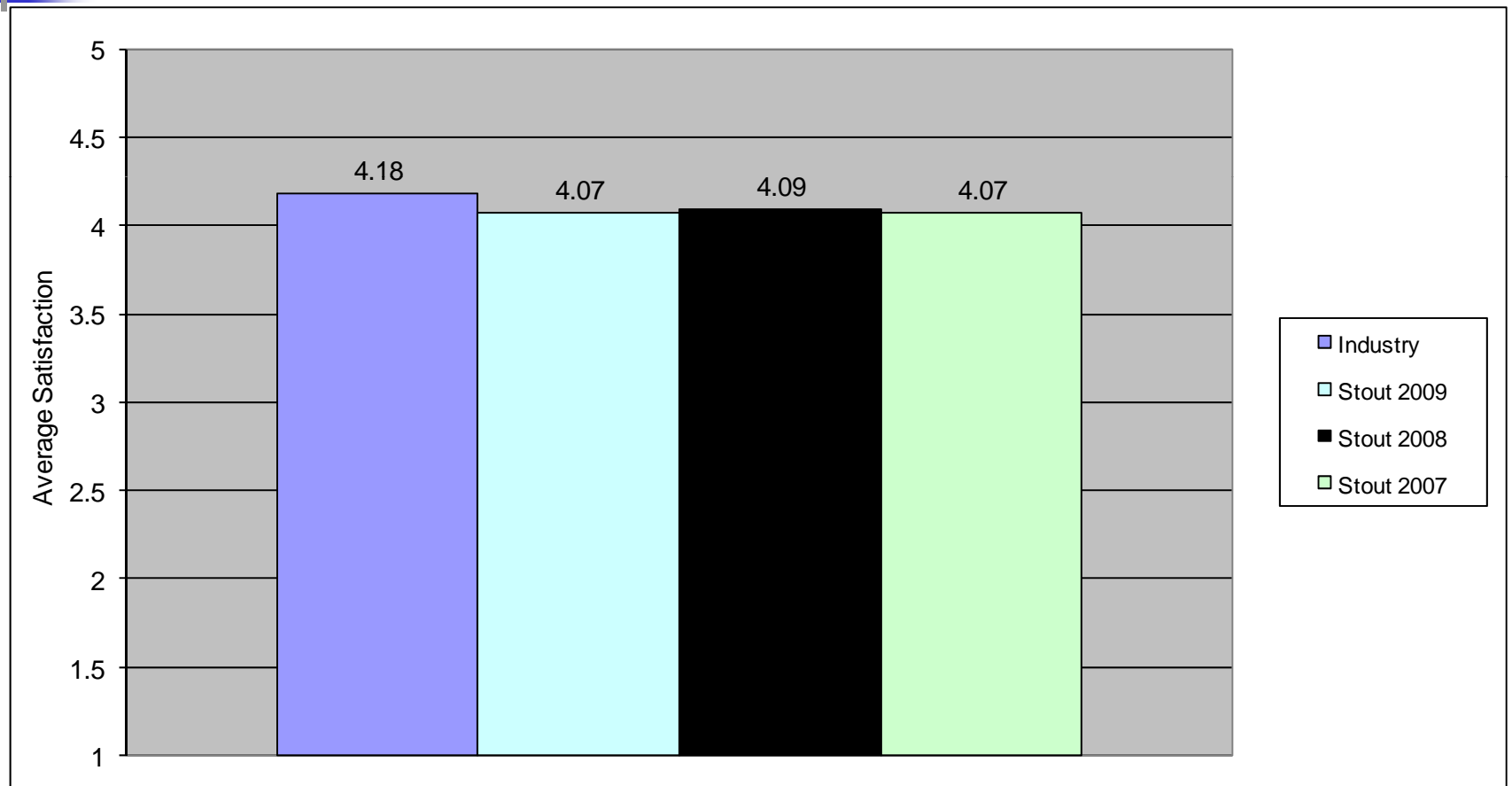
Mean Satisfaction Rating for Stout Compared to the General Industry For Helpfulness of Staff



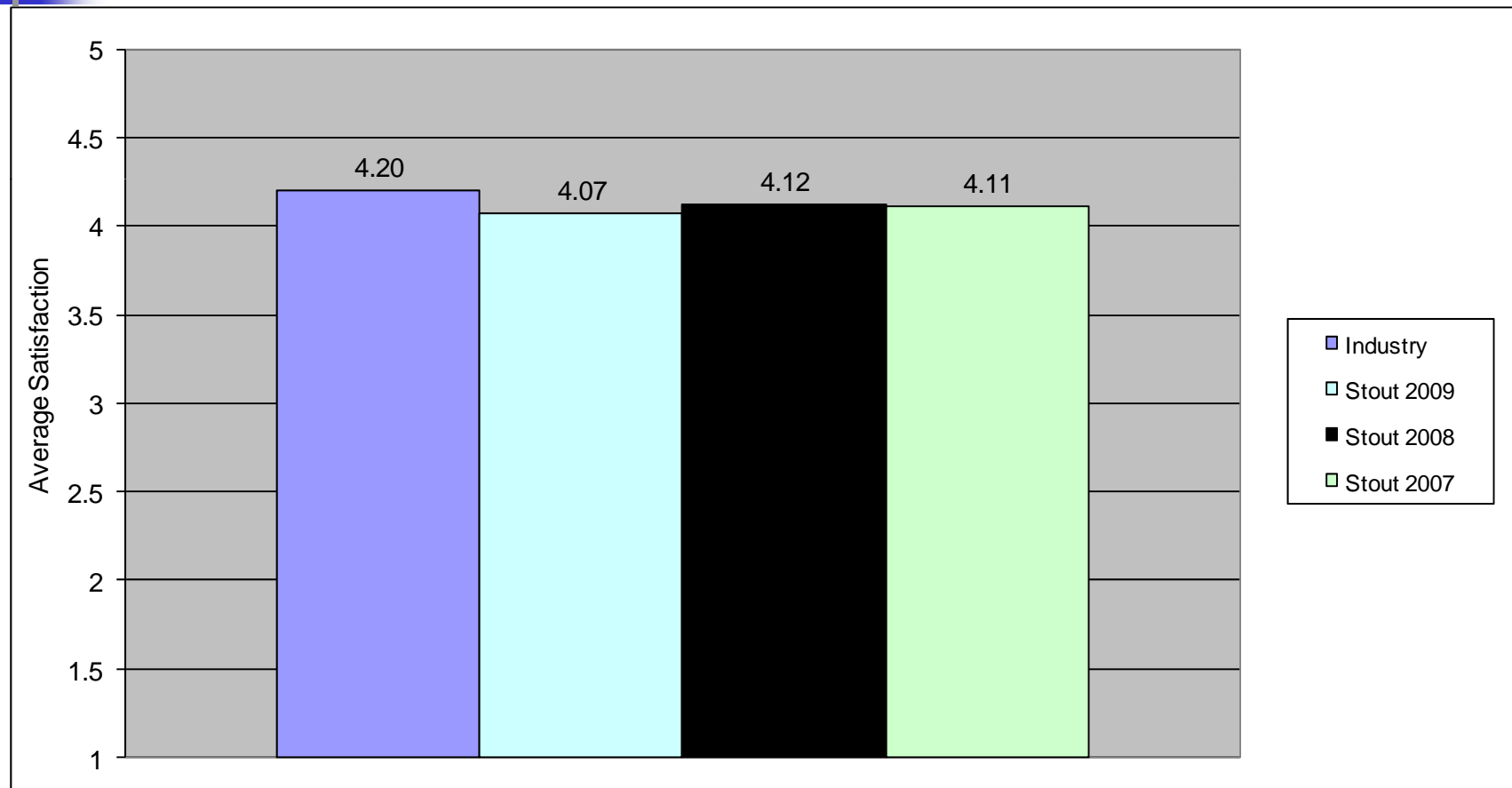
Mean Satisfaction Rating for Stout Compared to the General Industry For Friendliness of Staff



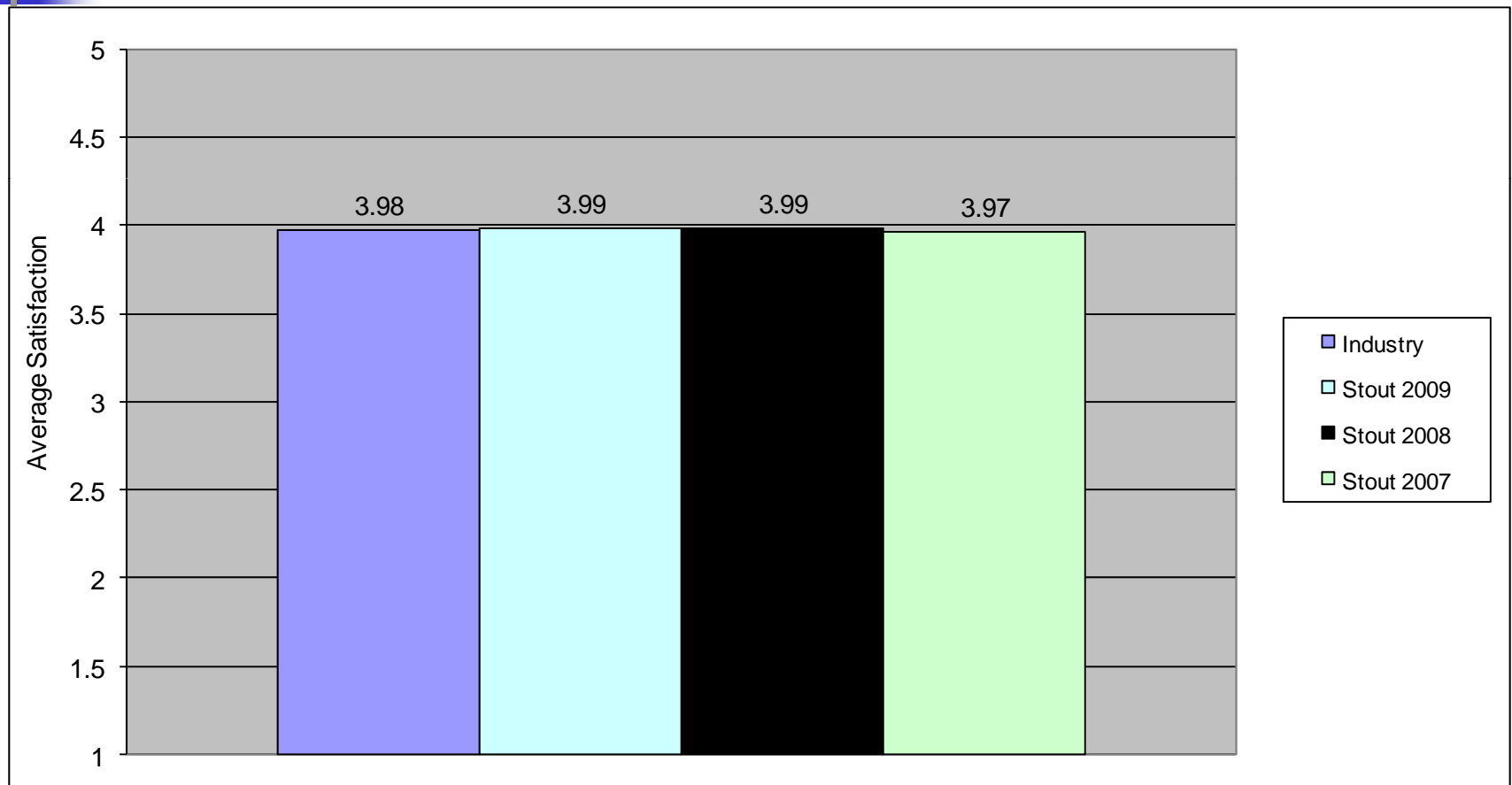
Mean Satisfaction Rating for Stout Compared to the General Industry For Overall Cleanliness



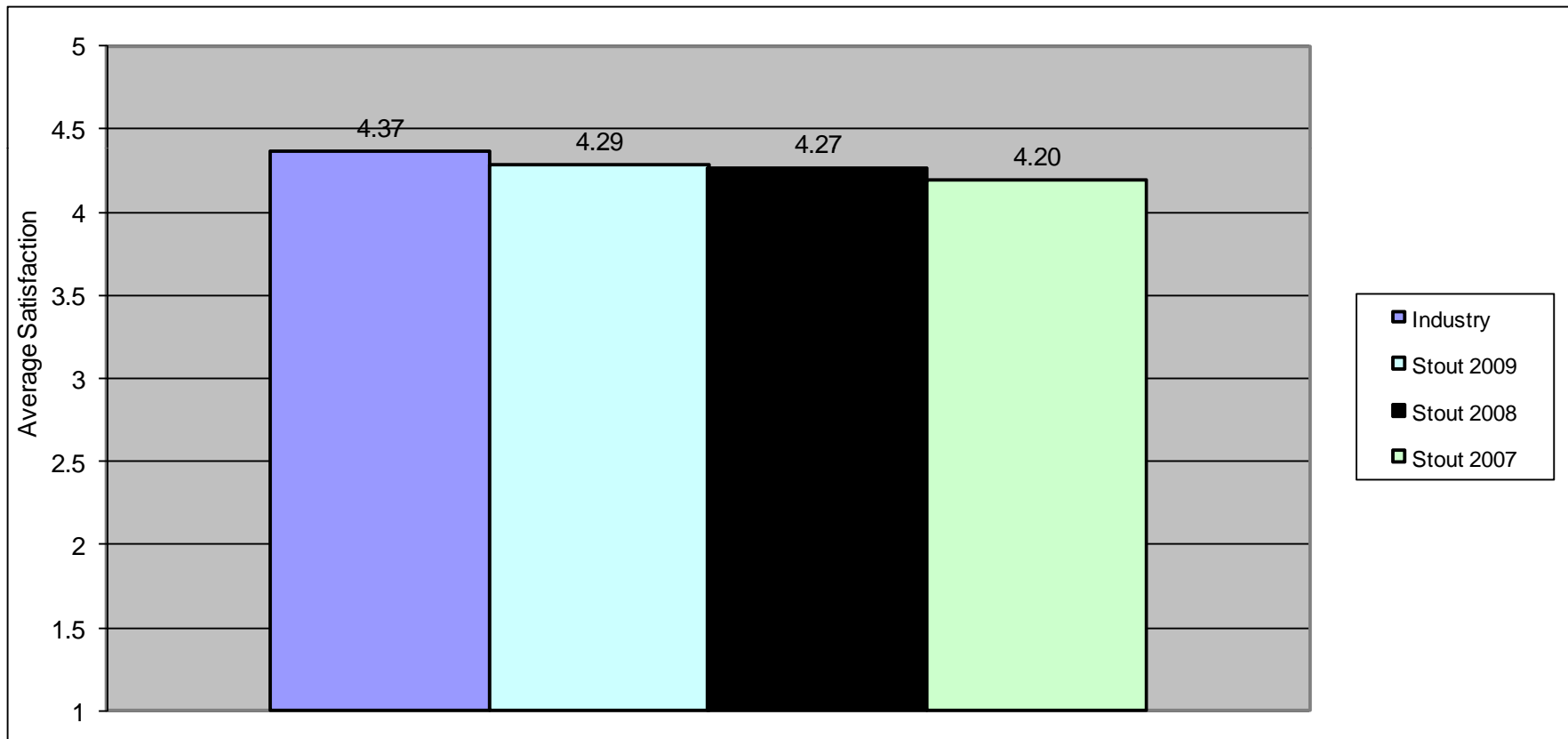
Mean Satisfaction Rating for Stout Compared to the General Industry For Cleanliness of Serving Areas



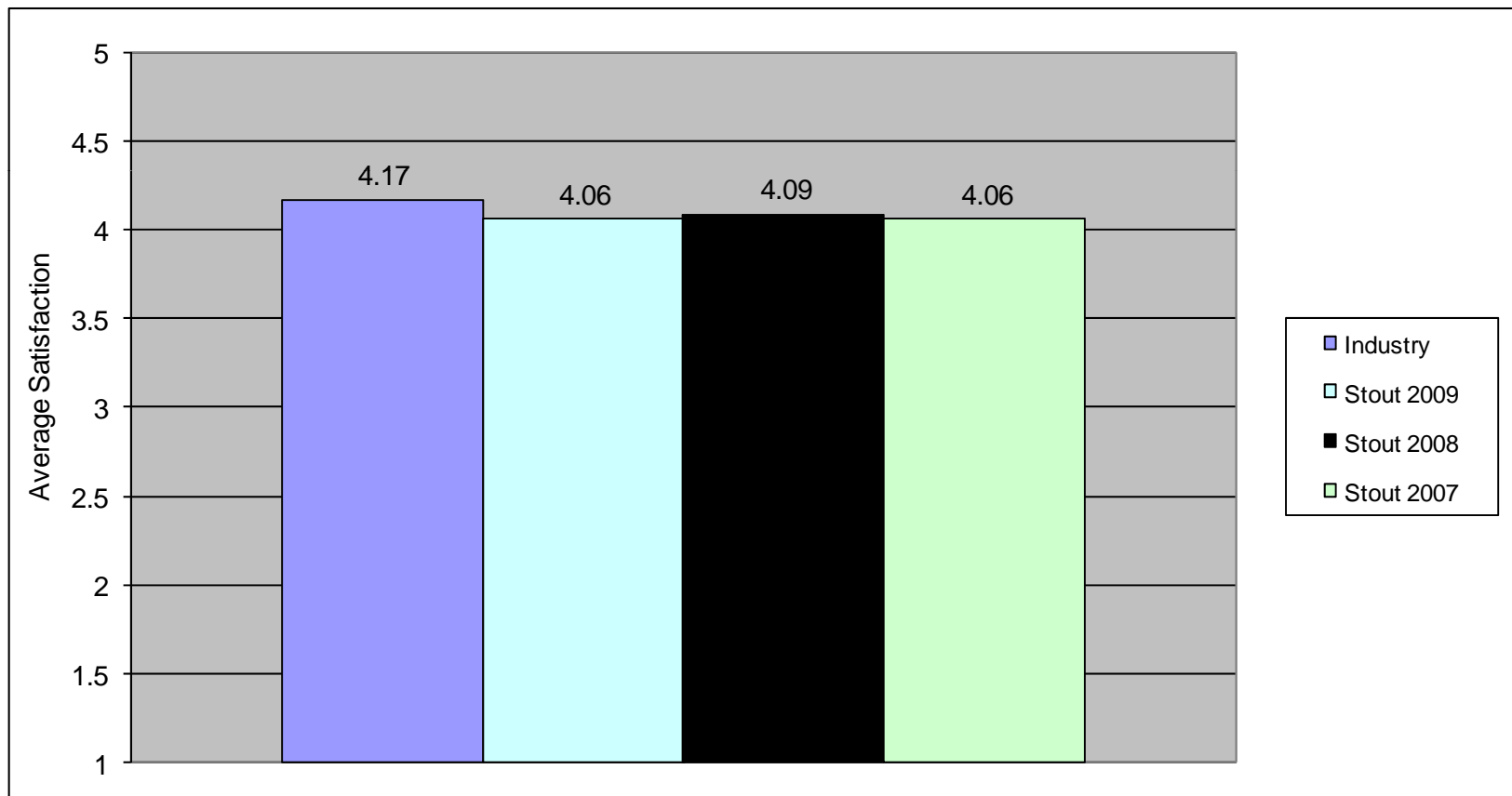
Mean Satisfaction Rating for Stout Compared to the General Industry For Cleanliness of Eating Areas



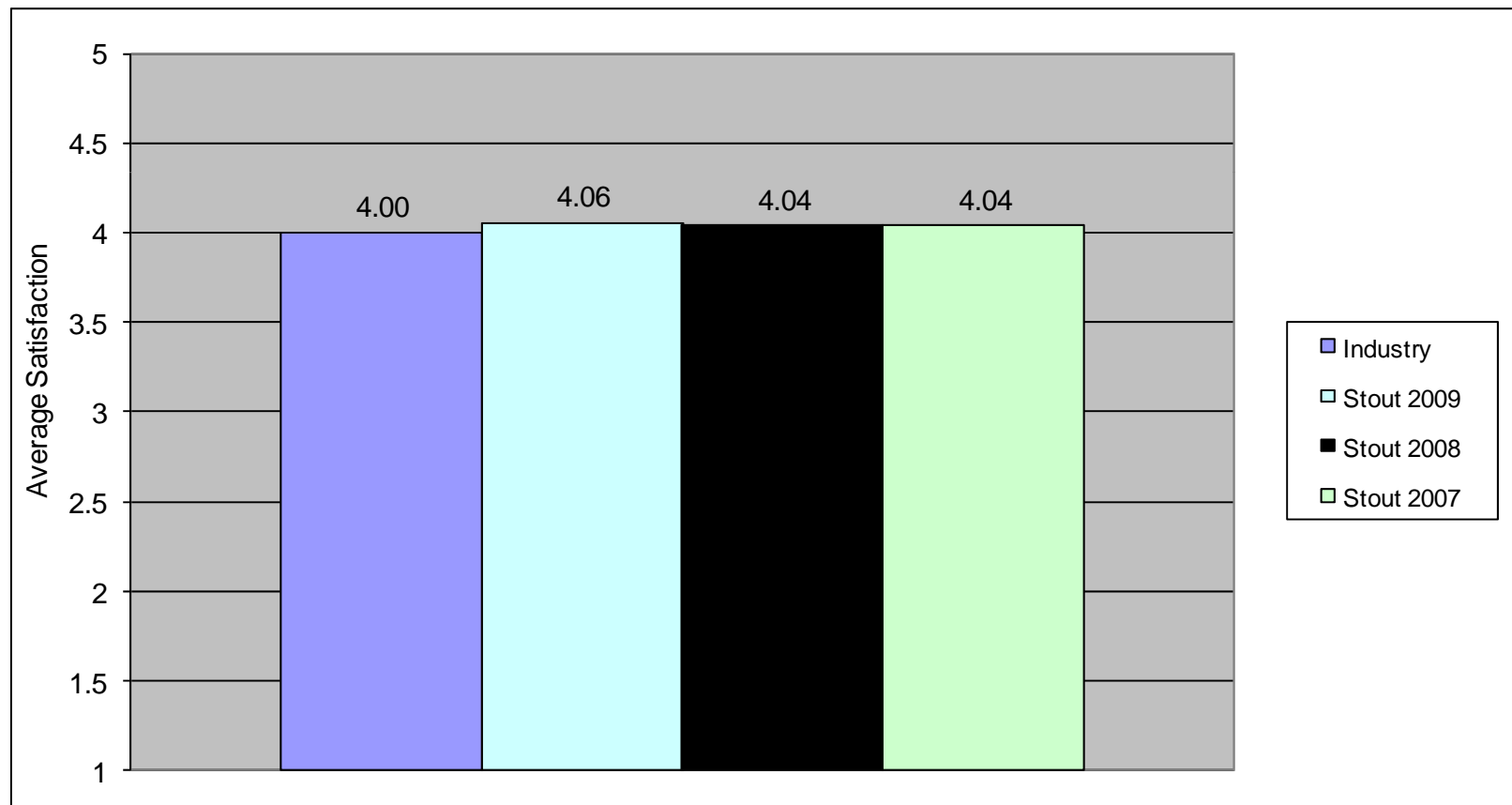
Mean Satisfaction Rating for Stout Compared to the General Industry For Dining Environment Location



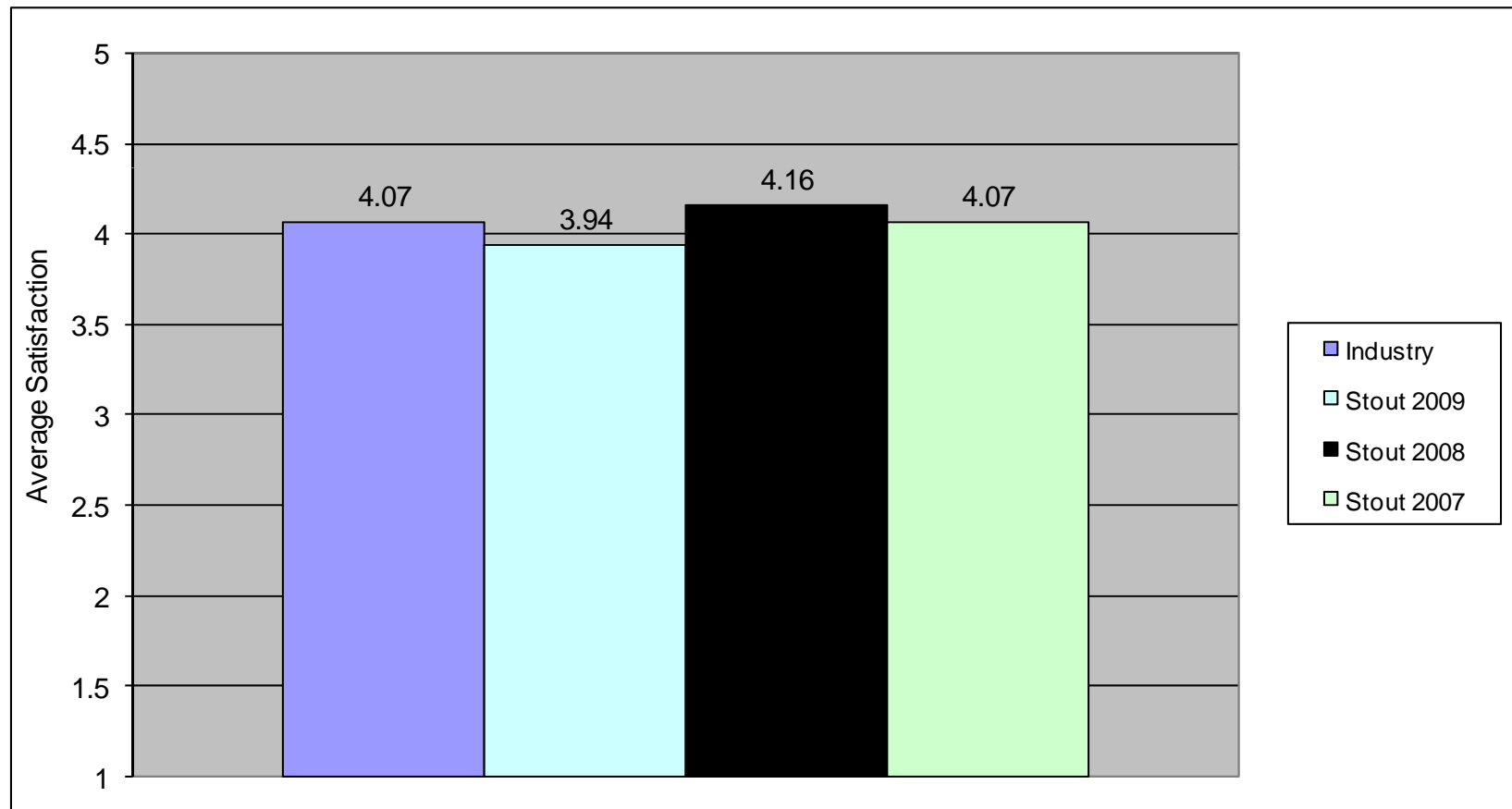
Mean Satisfaction Rating for Stout Compared to the General Industry For Dining Environment Layout of Facility



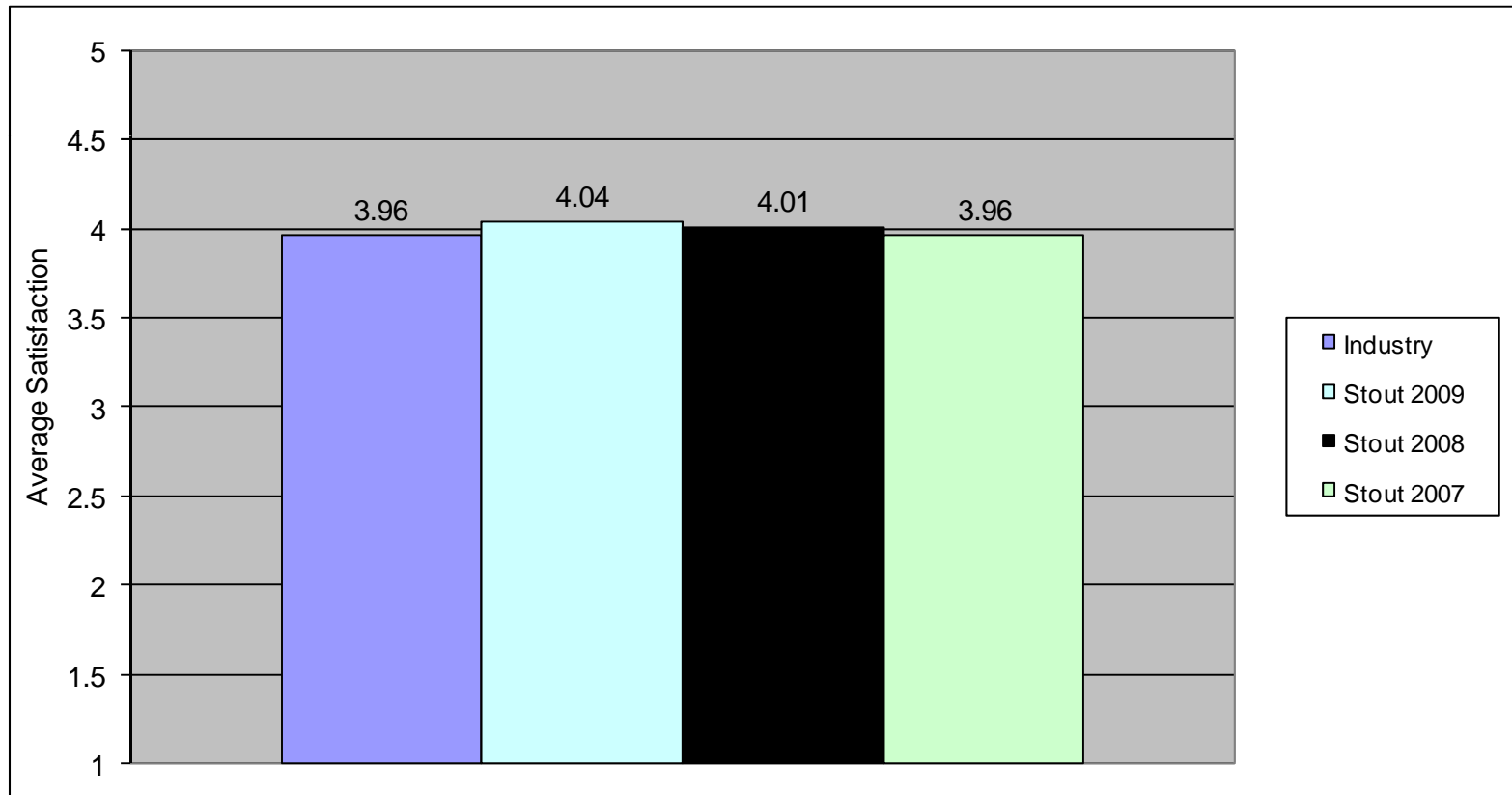
Mean Satisfaction Rating for Stout Compared to the General Industry For Dining Environment Appearance



Mean Satisfaction Rating for Stout Compared to the General Industry For Dining Environment Availability of Seating



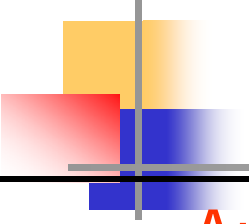
Mean Satisfaction Rating for Stout Compared to the General Industry For Comfort of Dining Environment



Summary of All Operations

UW-Stout Overall Satisfaction Ratings

UW-Stout Meets or Exceeds Industry Average



Area of Rating	UW-Stout	Industry Average	Contracted Operations
General Satisfaction	3.8	3.8	3.5
Food	3.8	3.8	3.6
Value	3.6	3.4	3.1
Menu Variety	3.6	3.6	3.4
Service	4.1	4.1	3.9
Cleanliness	4.1	4.2	4.0
Environment Appearance	3.9	4.2	4.1



Summary By Operation

Area of Rating	UW-Stout	Industry Avg
Cafeterias	3.7	3.7
Convenience Store	3.8	3.9
Food Courts	3.9	3.8
Sit-Down Restaurants	4.0	3.8
Express Units	4.0	3.9
All Retail Outlets	3.9	3.8

Gap Analysis- All Operations Top Five

Target Areas For Improvement

1. Freshness *
2. Value *
3. Nutritional Content*
4. Taste *
5. Variety of Menu Choice

* Also In The Industry's Top Five

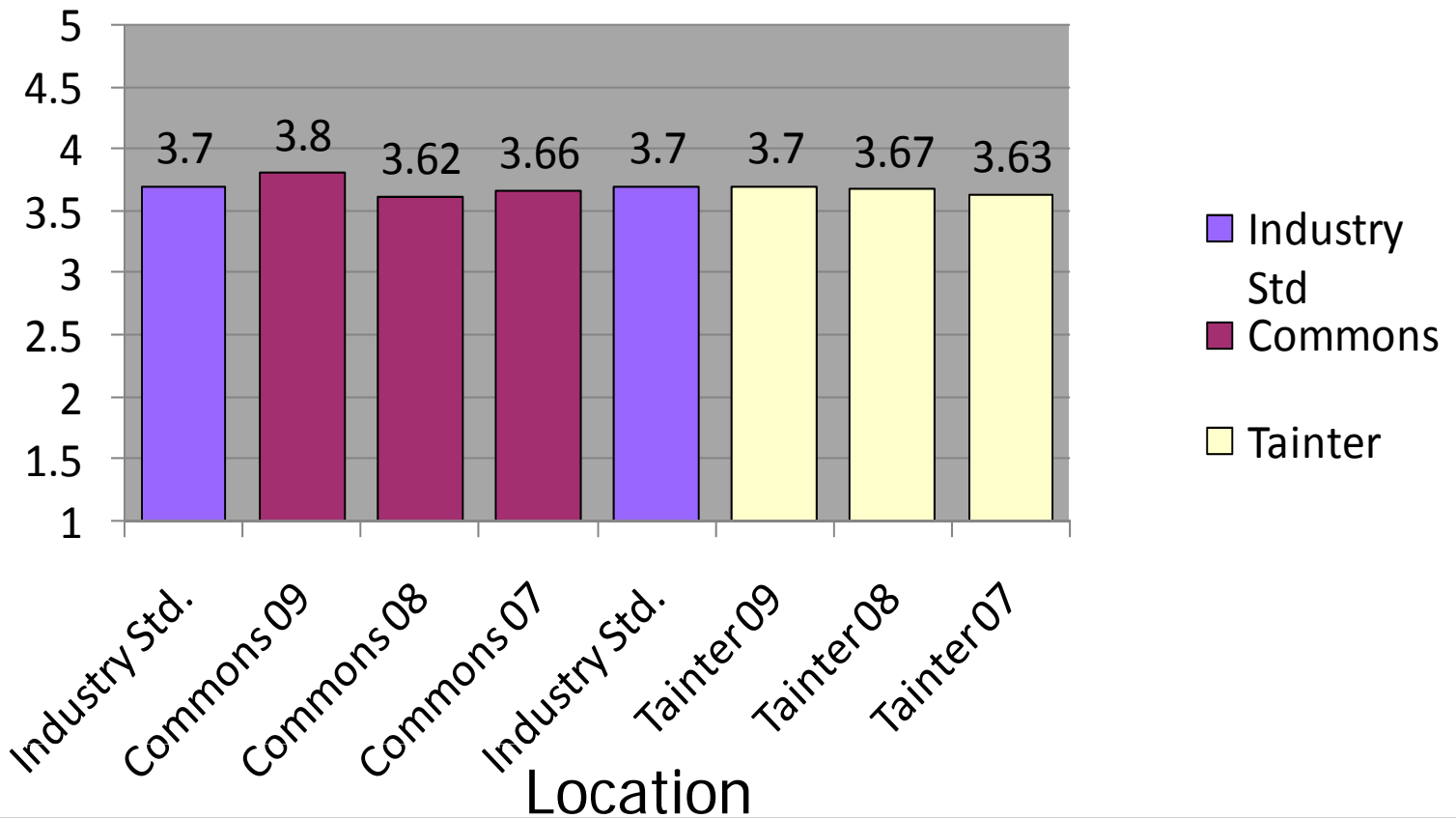


Cafeteria Results

- Commons Dining Hall
 - Tainter Dining Hall

Overall Satisfaction Ratings In Cafeterias

Average Response





Top Gap Analysis Factors- Cafeterias

Commons

1. Freshness
2. Taste
3. Variety of Menu Choices
4. Nutritional Content of Food
5. Variety of Healthy Menu Choices

Tainter

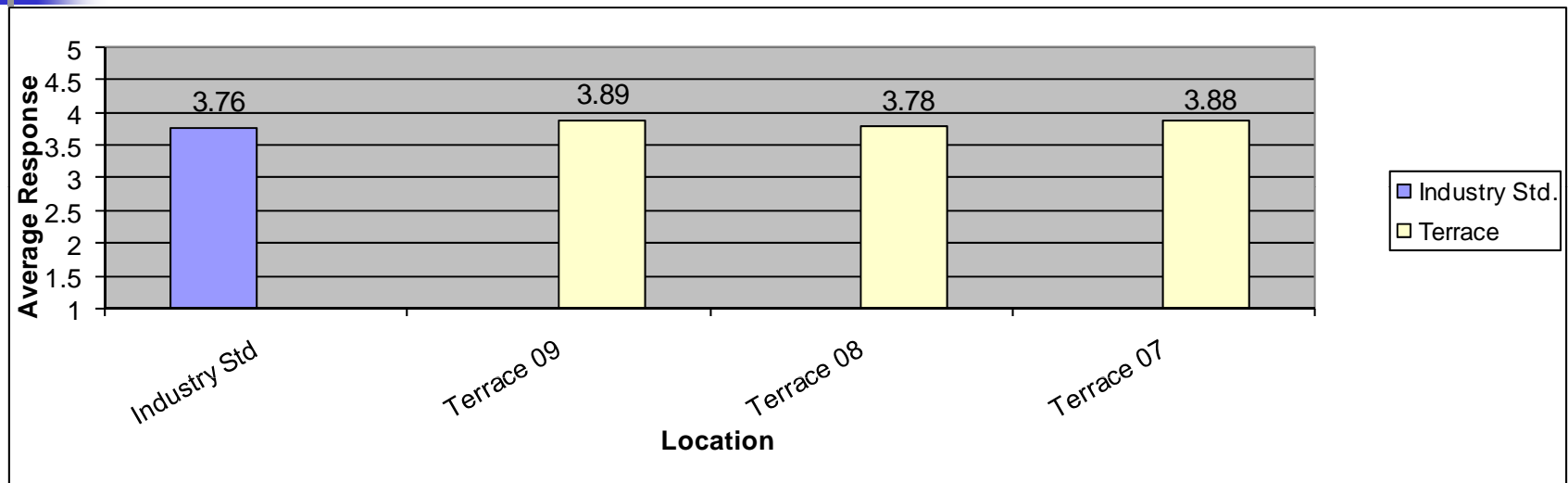
1. Freshness
2. Variety of Menu Choices
3. Taste
4. Nutritional Content of Food
5. Variety of Healthy Menu Choices



Food Court Results

- Terrace Café

Overall Satisfaction Ratings In Food Court





Gap Analysis Top Factors

Terrace Café

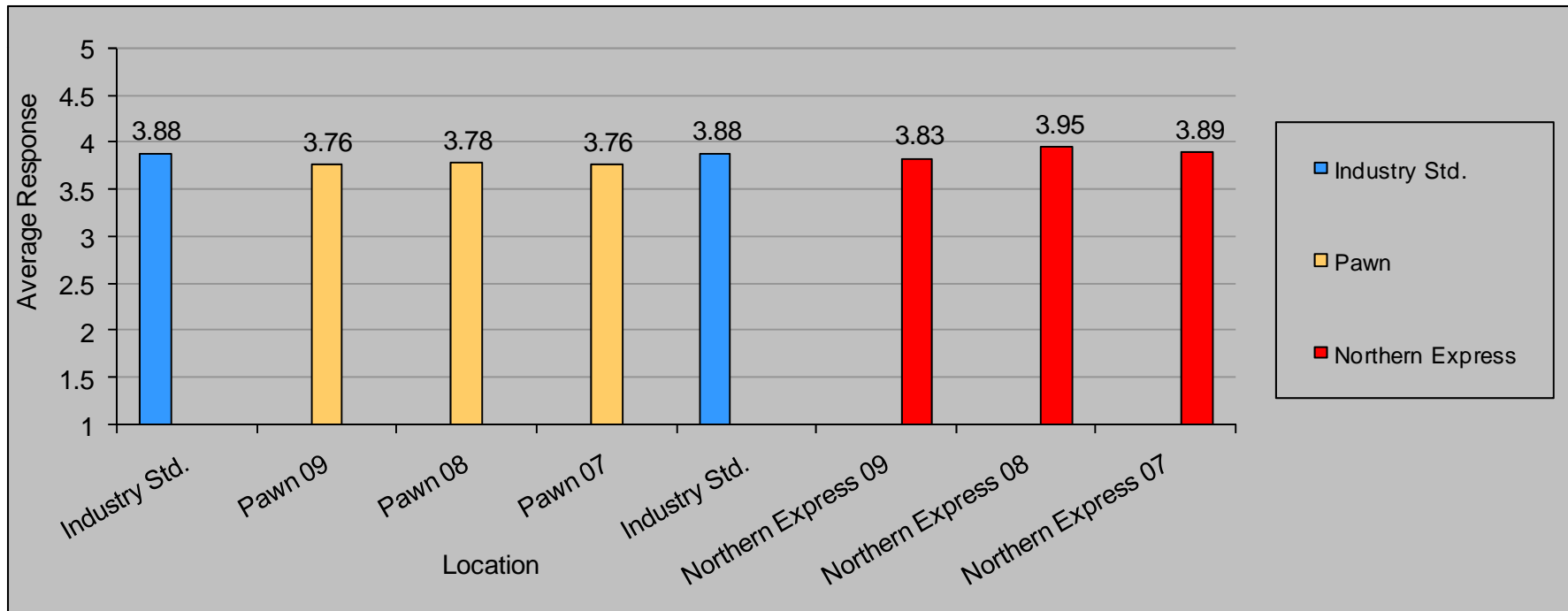
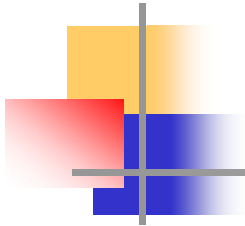
1. Value
2. Freshness
3. Nutritional Content of Food
4. Variety of Healthy Menu Choices
5. Variety of Menu Choices



Convenience Store Results

- Pawn and Northern Express

Overall Satisfaction Ratings In C-Store





Gap Analysis Top Factors

Pawn

1. Value
2. Freshness
3. Nutritional Content
4. Taste
5. Variety of Healthy Menu Choices

Northern Express

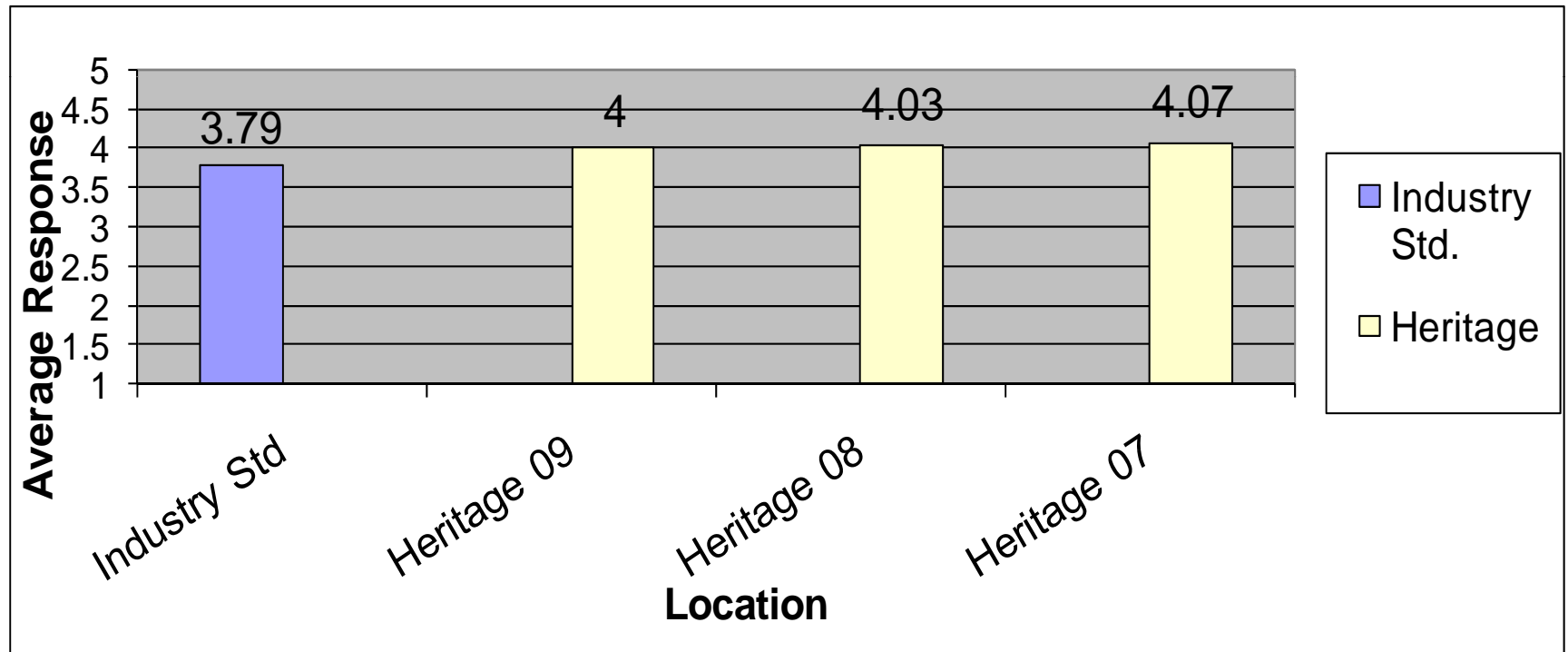
1. Freshness
2. Nutritional Content
3. Taste
4. Hours of Operation
5. Food Overall



Sit Down Restaurant Results

- Heritage Café

Overall Satisfaction Ratings In Sit Down Restaurant





Gap Analysis Top Factors

Heritage Café

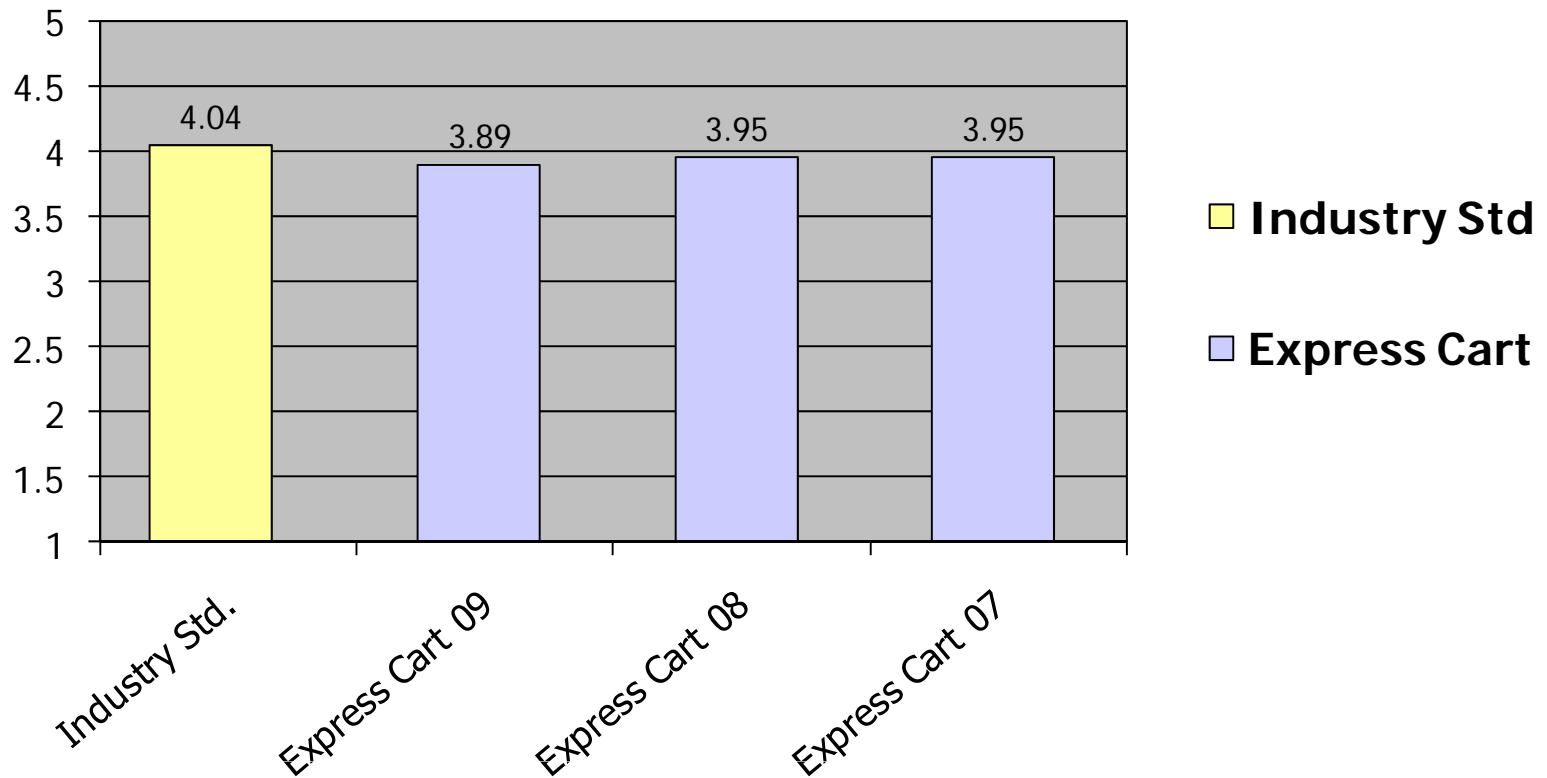
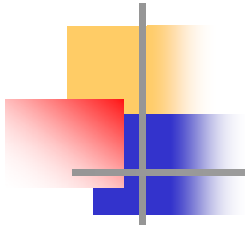
1. Value
2. Hours of Operation
3. Nutritional Content
4. Availability of Seating
5. Variety of Healthy Menu Choices



Express Unit

Expressway Carts

Overall Satisfaction Ratings In Express Units





Gap Analysis Top Factors

Expressway Carts

1. Value
2. Freshness
3. Variety of Menu Choices
4. Nutritional Content of Food
5. Variety of Healthy Menu Choices