2012-2013 Bama Dining Customer Survey Results Summary:

- Overall Experience scores increased (up .08) from Spring 2012 to Fall 2012
- Convenience and hours of operation improved (both up .04) from Fall 2011 to Fall 2012
  - Possible causes: Food Truck introduced on campus Fall 2012
  - Extended hours of operation with Dunkin Donuts and Julia’s until 2am- aggressively marketed this in the fall on Gotcha Ride and catering truck
- Fall 2012 Affordability score increased by .24 vs. PY and Price Value increased by .16 vs. PY
  - Last year we heavily promoted $5 dollars specials at the Ferg food court and Stewart’s, bundles at the c-stores, $5 Fridays at dining halls, BOGO Fresh 2 Go Fridays, etc
- Fall 2012 Welcoming & Friendly Staff improved by .11 vs. PY and Knowledge/ Helpful Staff improved by .10 vs. PY
  - Due to new Costumer Service and Suggestive Selling training at the Employee Orientation.
  - Secret Shoppers audited each location every 2 weeks and customer service if highly focused on the report
- Fall 2012: 12 out of 14 individual location scores increased vs. PY.
- Convenience (up .06) and hours of operation (up .09) improved from Spring 2012 to Spring 2013
  - Breakfast at Fresh Food Company
  - Food Truck
- Spring 2013 Affordability score increased by .08 vs. PY
  - Continued with $5 specials, pasta specials at Topio’s, bundles at C-store
- Spring 2013 Welcoming & Friendly Staff improved by .15 vs. PY and Knowledge/ Helpful Staff improved by .11 vs. PY
  - Due to new Costumer Service and Suggestive Selling training at the Employee Orientation
  - Secret Shoppers audited each location every week and customer service if highly focused on the report
  - Marketing Champion Team created- each location has a Marketing Champion Employee that is responsible for customer service at their location
- Spring 2013 Comfortable Atmosphere score (up.04) and A Place to Socialize (up.05) both improved vs. PY
  - Changed the Late Night events at Lakeside based on customer feedback
  - Update to Burke- TV wall, new furniture, new lay out
  - Created a lobby at Dunkin Donuts
  - Larger Starbucks with more seating
  - Events at Starbucks, such as: Open Mic Night, Express Night, Musical Performers, etc.
- Spring 2012: Availability of Vegetarian Options score improved by .06 vs. PY
  - Created the Vegetarian/ Vegan Brochure
  - Expanded vegetarian stations at dining halls
- Spring 2012: 9 out of 12 individual location scores increased vs. PY.