



ASSESS

IDENTIFY

DEFINE

INTRO

# SERVICES

2019 TAP Customer  
Satisfaction Survey

05.30.2018

**W** STRATEGIC CONSULTING  
UNIVERSITY of WASHINGTON

# INTRO

**01.** Kicking Off 2019!

**02.** 2017 in Summary

**03.** Guidance and Standardization Requested



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# ASSESS

What's the right organizational level for a survey service?

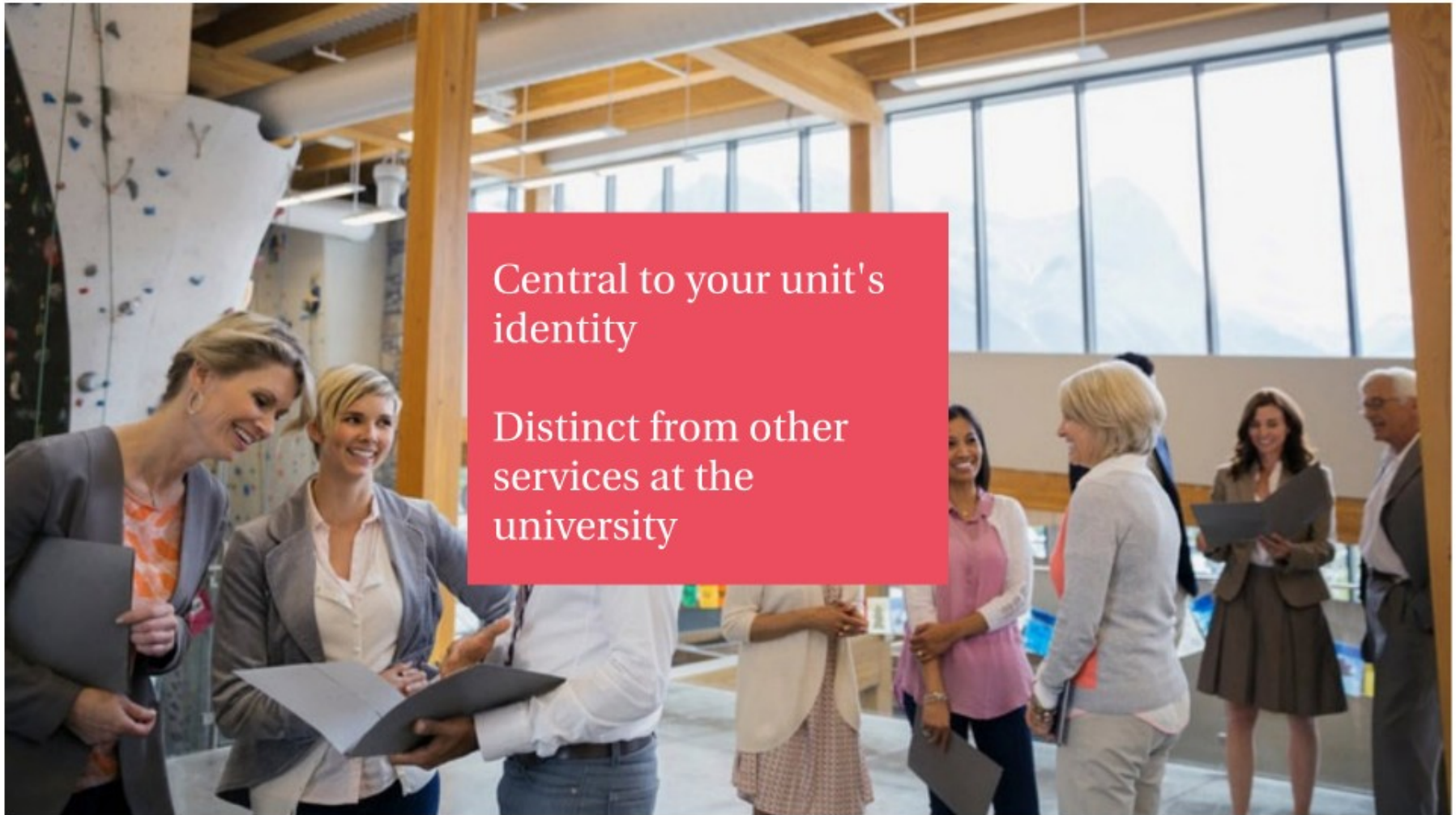
"Core"  
Services

Functional  
Areas

# of  
Services



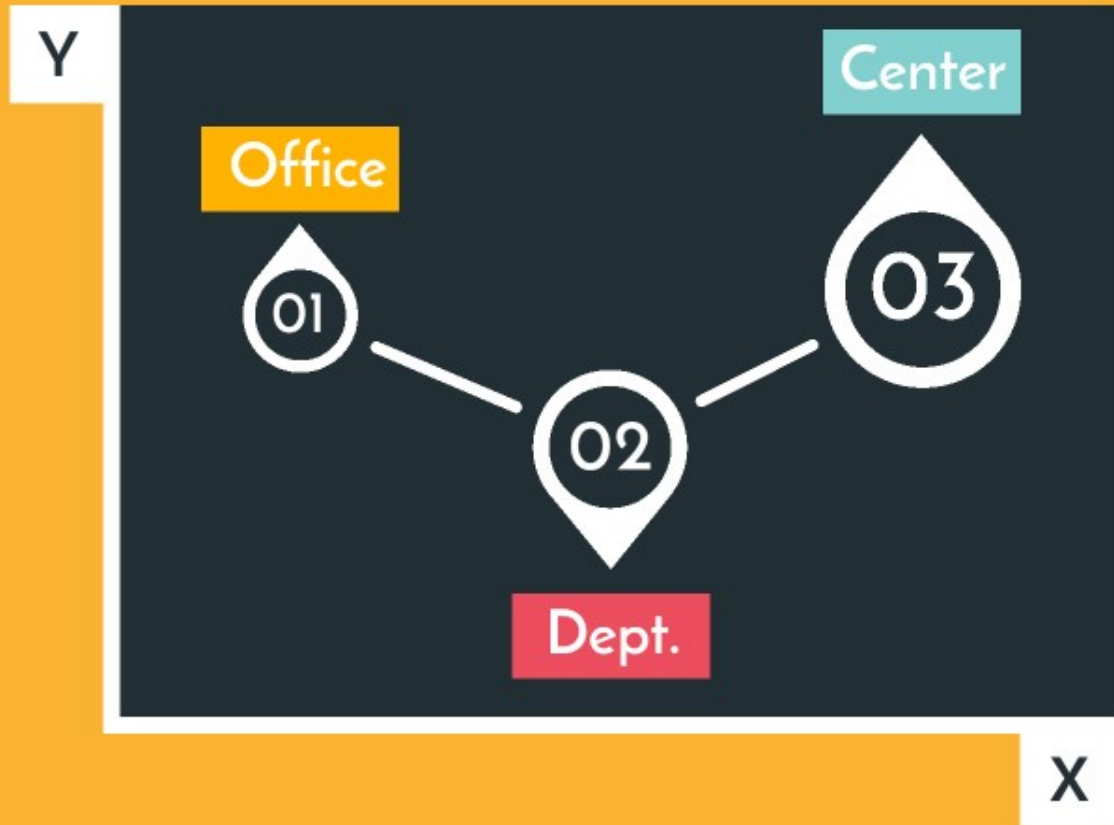




Central to your unit's  
identity

Distinct from other  
services at the  
university

# Functional Areas








**# of Services**





Aim for 1 per  
functional area,  
if appropriate



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IDENTIFY

what IS a  
core service?

what IS NOT  
a core service?

A core service is a system for adding value to the University by delivering outcomes the community wants to achieve so that individual stakeholders do not have to assume costs and risks associated with the outcomes\*

System

Adding Value

Delivering Outcomes

Individual Stakeholders

Costs and Risks

\* special thanks to UW-IT for support with this definition



# SYSTEM

Organized

Clear

Repeatable

## ADDING VALUE

Strategically important to the whole UW

Significantly important to a group of stakeholders

Something the University's reputation would suffer without



# DELIVERING OUTCOMES

A clear action verb with  
a clear end point

# INDIVIDUAL STAKEHOLDERS

A service has clearly  
identifiable customers

"Tenured faculty"

"First year students"

"Everyone at the UW"

# COSTS AND RISKS

Your customers can't,  
won't, or shouldn't do it  
for themselves



a core services  
**IS NOT**

Internal

External

Static

A function that *only* serves  
your unit

**INTERNAL**

A function that *only* or *mainly*  
serves stakeholders outside of UW

**EXTERNAL**

A service that you are not  
prepared to change

**STATIC**





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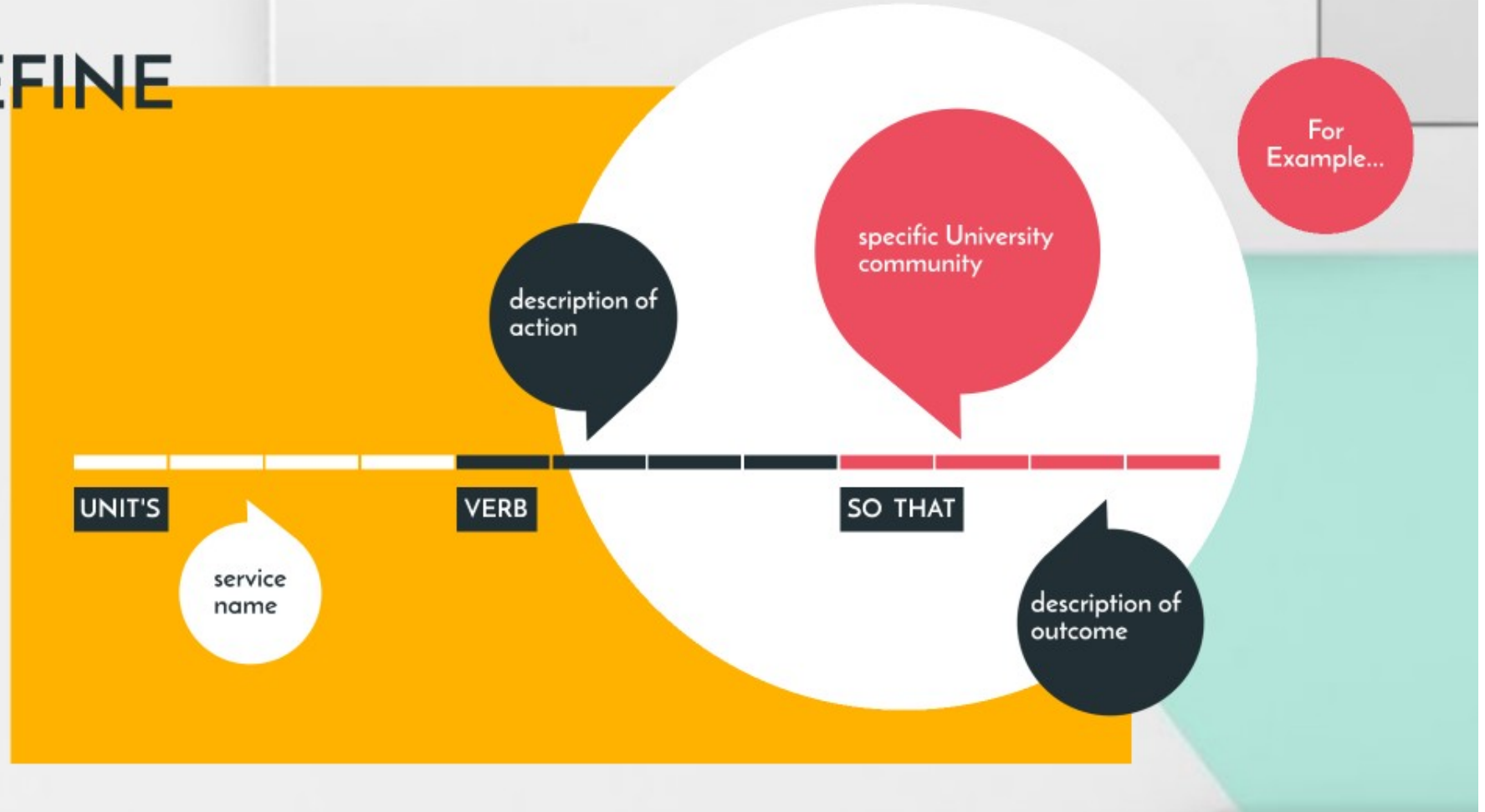
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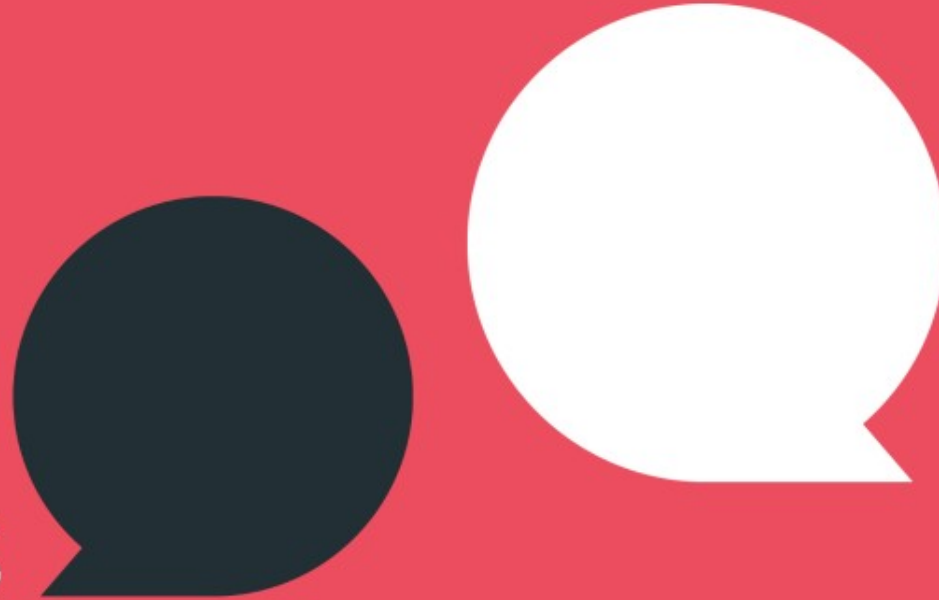


# DEFINE



Strategic Consulting's Consulting Services provide strategic planning, process improvement, and business plan development services so that UW schools and colleges and central administrative units can identify and solve problems, build capacity, and increase effectiveness.

EXAMPLES

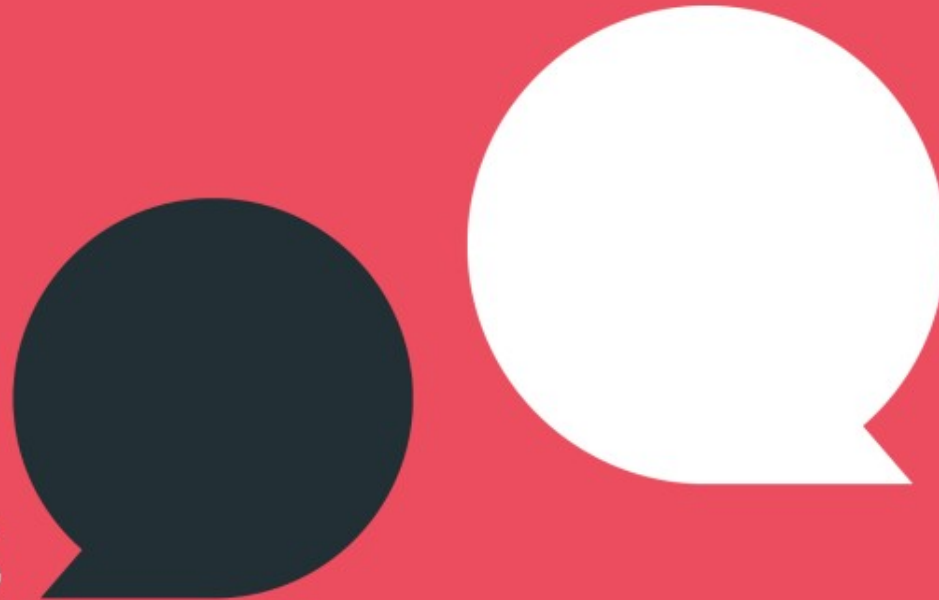


EXAMPLES



Global Affairs's UW Study Abroad offers advising, orientation, scholarships, and support so that UW students can engage in international study, research, and internships

EXAMPLES





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