



**“We have consistently used the NACS Customer and Faculty Satisfaction Survey Services over the years. This ongoing evaluation allows us to have very useful feedback to identify initiatives and improve future results.”**

Val Ross, Director  
ASU Bookstore  
Tempe, AZ

**“Thank you very much for this wonderful service. It saved me a ton of time, energy, and frustration!”**

Terri Meinel, CCR, Director  
UW-Whitewater Bookstore  
Whitewater, WI

**A low-cost investment. Invaluable results.**

Call us to order your surveys:

**(800) 622-7498, ext. 2246**

**research@nacs.org**

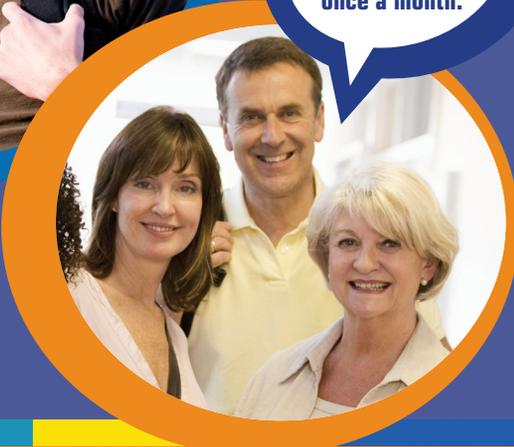
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*Transforming Knowledge into Sales*  
A division of the National Association of College Stores



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## Customer and Faculty SATISFACTION SURVEY SERVICES

**A proven solution to help you:**

- Identify your store's strengths and opportunities for improvement.
- Benchmark performance against the rest of the industry.
- Enhance your image with students, faculty, and administration.
- Build customer loyalty.

# We Help You Make Your Customers Happier.

Appreciates good service



Happier collegiate customers mean a healthier bottom line. Get the most **accurate, reliable, and trusted** results to help identify your store's strengths and opportunities—from a source that understands the college store industry. Plus, NACS' OnCampus Research Satisfaction Surveys are designed to provide **maximum convenience** to you and your customers.

## YOU RECEIVE:

- Survey questionnaires customized and printed for your campus (paper option)
- Survey hosting and response collection (online option)
- All data entry, tabulations, and in-depth analysis
- Personal consultation and assistance from OnCampus staff
- A comprehensive final report featuring:
  - [Templates for a PowerPoint presentation](#)—a fantastic tool to communicate your commitment to your customers and stakeholders!

*"We post the completed templates on our web page, which allows students, faculty, and administration to easily view the store's and industry's survey results."*

Tristy Hillestad, Director, University of Denver Bookstore

- Summary statistics and detailed explanations of findings
- Matrix analysis based on "Importance" and "Satisfaction" means
- Graphs, charts, and tables of selected results
- Peer recommendations for improvements
- Industry averages to benchmark performance

## All you need to plan and get the word out about your Survey!

- Step-by-step instructions and suggested timeline
- Sample questions to review and customize
- Templates for creating on-campus communications
- Screen reader-compatible online surveys are also available for visually impaired respondents

## Special Member Pricing!

NACS subsidizes research to help keep costs low for members.

*"We did the Customer and Faculty Surveys. They were quite comprehensive and helpful. The analysis, and depth and breadth of information were very valuable. It provides a different perspective to either validate or improve what you do."*

Douglas Carlsen, Director  
Whitman College Bookstore  
Walla Walla, WA

Show your  
campus your  
commitment.

Order your surveys today!

Contact us: (800) 622-7498, ext. 2246  
[research@nacs.org](mailto:research@nacs.org)

Visit us online: [www.nacs.org/research](http://www.nacs.org/research)



## Choose Your Survey

### 1 Customer Satisfaction Survey

Use this survey on your campus to help gather feedback and suggestions for improvement on issues such as store policies, pricing, textbooks, selection of merchandise, and overall customer service.

### 2 Faculty Satisfaction Survey

Use this survey as an excellent first step toward understanding and improving relations with faculty. Understand how faculty view your services and lines of communication, and how they perceive your store's strengths and weaknesses.

### 3 Customized Survey

OnCampus will customize a survey to meet your institution's unique needs.

## Choose Your Format

1 Paper

2 Online

3 Combination