

Keller School District Customer Survey Results

Loyalty
the measure of great!

March 2007

274 HS, 434 MS, and 819 Elementary School Participants

High School

Becoming a preferred provider

Our strategy is to become the preferred provider in the food service industry. Customer satisfaction is key to our success.

Where we're great! - let's celebrate

75% satisfaction* and above

How can you improve customer satisfaction?

Based on statistical analysis, the difference between what our customers expect and our performance identify issues where improvement measures are most likely to increase satisfaction. The top three gaps between importance and satisfaction (bold issues in tables) are;

1. value for price paid
2. taste/flavor of food
3. variety of choices

Where we're good- let's make them great!

61-74% satisfaction*

2007 2006

	2007	2006
cold food cold	72	67
courteous staff	72	70
staff appearance	70	68
helpful staff	68	69
hot food hot	67	61
responsive management	67	67
variety of choices	65	60
food presentation	63	58
taste/flavor of food	63	58
portion size	61	54

Moving from good to great!

These tables show how satisfied our customers are with the quality of our products and service.

Some of these areas are *great!* - celebrate these successes. Some of these areas are 'good' - if you work on them, you can make them great. And finally, there are some areas that we need to improve. These are listed under Key Focus Areas.

Key focus areas - first priority for improvement

60% satisfaction* and below

2007 2006

value for price paid	57	46

Action Planning

Action planning will help you in your journey to be *great!*

1. Communicate the results of this survey to your associates.
2. Complete the action planning to improve these areas.
3. Implement the actions.

All Questions Combined - % Satisfaction*: 65%

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Middle School

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Where we're great! - let's celebrate

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1. value for price paid
2. taste/flavor of food
3. portion size

Where we're good- let's make them great!

61-74% satisfaction*

	2007	2006
cold food cold	72	68
courteous staff	70	69
responsive management	69	66
helpful staff	68	68
hot food hot	67	66
staff appearance	67	65
variety of choices	66	62
taste/flavor of food	64	63
food presentation	62	59
portion size	61	57

Moving from good to great!

These tables show how satisfied our customers are with the quality of our products and service.

Some of these areas are *great!* - celebrate these successes. Some of these areas are 'good' - if you work on them, you can make them great. And finally, there are some areas that we need to improve. These are listed under Key Focus Areas.

Key focus areas - first priority for improvement

60% satisfaction* and below

	2007	2006
value for price paid	58	49

Action Planning

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All Questions Combined - % Satisfaction*: 65%

Keller School District Customer Survey Results



March 2007

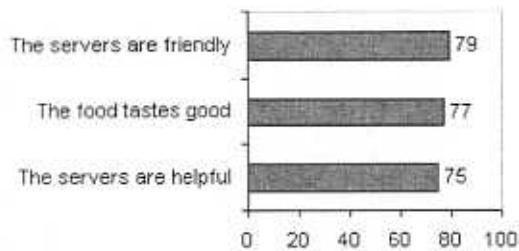
274 HS, 434 MS, and 819 Elementary School Participants

Elementary School

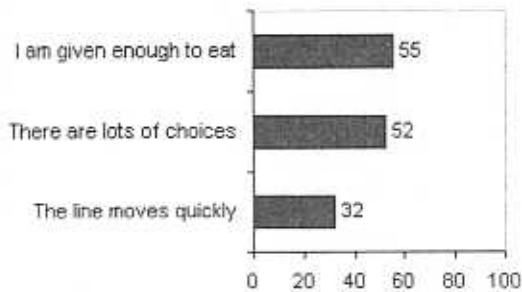
Elementary School students were given the following scale and asked to rate the food and service in the lunchroom.

Scale: *Good* *Needs Improvement* *I Don't Know*

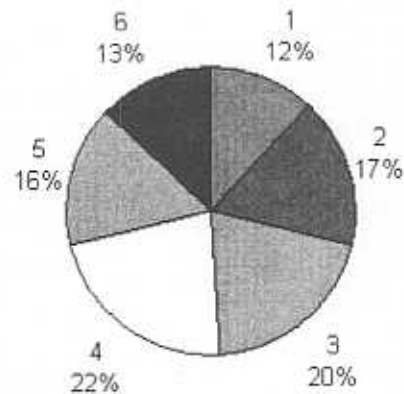
Top 3 Issues



Lowest 3 Issues



Grade Level Participation



Issue	Good	Good 2006	Needs Improvement	I Don't Know
The food looks good	71.5%	68.7%	17.7%	10.8%
The food tastes good	76.9%	68.2%	13.1%	9.9%
There are lots of choices	51.7%	51.7%	36.0%	12.3%
The food is the right temperature	56.1%	59.3%	26.5%	17.3%
I am given enough to eat	55.1%	51.7%	35.2%	9.7%
The servers are friendly	78.8%	82.1%	12.3%	8.9%
The servers are helpful	75.3%	78.7%	13.6%	11.0%
The line moves quickly	32.3%	28.9%	55.1%	12.6%
The lunchroom has clean tables & chairs	56.5%	49.8%	32.8%	10.7%
The lunchroom is a fun place to eat	65.5%	62.7%	25.2%	9.4%
Overall, I think the food is ...	70.3%	64.3%	17.9%	11.9%

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Overall Importance/Satisfaction Table

Each issue is rated for Importance and Satisfaction based on a 5 pt scale;
very important/very satisfied, important/satisfied, neutral, unimportant/dissatisfied, very unimportant/dissatisfied

These scores represent the average of ALL 5 pts.

The Gap between Importance and Satisfaction identifies the level at which we meet the expectations of our customers. By taking action on those issues with the largest gap, we can improve customer satisfaction.

High School

Issue	Importance	Satisfaction	2006 Satisfaction	Imp/Sat Gap
food presentation	77.53	63.31	58.41	-14.22
variety of choices	88.24	65.20	60.26	-23.04
taste/flavor of food	91.38	63.00	58.25	-28.38
portion size	82.75	61.01	53.98	-21.74
hot food hot	88.90	66.75	61.49	-22.15
cold food cold	85.67	72.28	66.99	-13.39
value for price paid	89.92	49.64	46.18	-40.28
staff appearance	78.64	70.24	68.41	-8.40
courteous staff	82.73	72.05	70.01	-10.68
helpful staff	82.48	68.43	68.51	-14.05
responsive management	80.32	66.85	66.85	-13.47

Middle School

Issue	Importance	Satisfaction	2006 Satisfaction	Imp/Sat Gap
food presentation	77.91	61.87	58.41	-16.04
variety of choices	89.88	65.90	60.26	-23.98
taste/flavor of food	93.43	64.00	58.25	-29.43
portion size	86.68	60.84	53.98	-25.84
hot food hot	90.97	66.52	61.49	-24.46
cold food cold	88.23	72.27	66.99	-15.96
value for price paid	88.35	53.30	46.18	-35.05
staff appearance	81.55	67.00	68.41	-14.55
courteous staff	85.84	69.70	70.01	-16.15
helpful staff	84.79	67.65	68.51	-17.13
responsive management	83.61	68.72	66.85	-14.90

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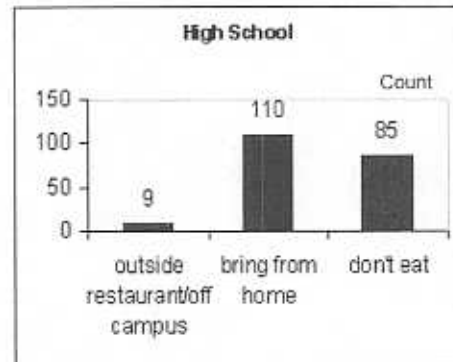
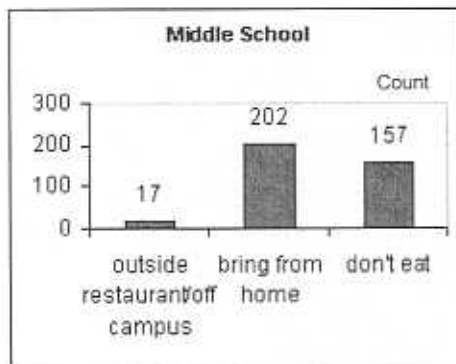
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Demographics

Respondents for Upper Grades Survey

	High School	Middle School
Student	241	415
Parent	1	3
Faculty/Staff	2	6

Dining Options



Responses to Parent Questions *note: most responses in this section were completed by students*

Middle School	Importance	Satisfaction	2006 Satisfaction	Imp/Sat Gap
served nutritious meals	80.00	66.45	60.30	-13.55
receives nutrition info and education	75.17	71.72	58.58	-3.45
likes the variety	80.00	70.40	57.12	-9.60
dining occasions are fun, festive	72.41	65.38	57.36	-7.03
overall satisfaction with dining program		70.77	56.90	
High School	Importance	Satisfaction	2006 Satisfaction	Imp/Sat Gap
served nutritious meals	84.00	63.00	61.70	-21.00
receives nutrition info and education	77.33	63.53	60.00	-13.80
likes the variety	81.25	64.00	57.22	-17.25
dining occasions are fun, festive	69.33	60.00	56.62	-9.33
overall satisfaction with dining program		52.00	54.74	



School Food Service Progress Report

DM Manning

Number Surveyed: 14

Elementary Grade Level

Special Data - Customized only

	Excellent	Very Good	Good	Fair	Poor
Quality of food	36	50	7	0	7
Variety of menu	29	36	29	7	0
Selection of available choices	36	43	14	7	0
Range of healthy eating options	29	50	21	0	0
Taste of food	29	64	0	7	0
Temperature of food	36	50	14	0	0
Menu overall	29	43	21	7	0
Nutrition education	29	21	29	21	0
Student input	21	21	43	7	7
Cleanliness of food counter	57	36	7	0	0
Cleanliness of dining room	50	43	0	7	0
Quality of kitchen staff	64	21	0	14	0
Friendly service	71	14	0	14	0
Responsiveness to requests	57	29	7	7	0
Speed of service	50	43	0	7	0
School Kitchen Manager Performance	71	14	0	7	7
District-wide Food Service Director support	50	36	14	0	0
Your District-wide Director's District Manager support	50	29	21	0	0
Overall quality of services	50	29	14	7	0
Overall value of services	50	29	14	7	0
OVERALL AVERAGE	45	35	13	6	1

Data shown as percents.

OVERALL AVERAGE: 80
% Favorable (Excellent + Very Good)



School Food Service Progress Report

DM Manning

Number Surveyed: 5

Middle School Grade Level

Download Data - Questionnaire order

	Excellent	Very Good	Good	Fair	Poor
Quality of food	0	80	20	0	0
Variety of menu	0	60	20	20	0
Selection of available choices	0	60	20	20	0
Range of healthy eating options	0	40	40	0	20
Taste of food	0	80	20	0	0
Temperature of food	40	60	0	0	0
Menu overall	0	60	20	20	0
Nutrition education	0	20	40	0	40
Student input	40	20	20	0	20
Cleanliness of food counter	60	40	0	0	0
Cleanliness of dining room	60	40	0	0	0
Quality of kitchen staff	60	40	0	0	0
Friendly service	80	20	0	0	0
Responsiveness to requests	60	20	0	0	20
Speed of service	60	40	0	0	0
School Kitchen Manager Performance	60	20	20	0	0
District-wide Food Service Director support	20	20	40	0	20
Your District-wide Director's District Manager support	20	20	40	0	20
Overall quality of services	0	80	0	20	0
Overall value of services	0	60	20	20	0
OVERALL AVERAGE	28	44	16	5	7

Data shown as percents.

OVERALL AVERAGE: 72
 % Favorable (Excellent + Very Good)



School Food Service Progress Report

DM Manning

Number Surveyed: 5

High School Grade Level

Sorted by Data - Questionnaire order

	Excellent	Very Good	Good	Fair	Poor
Quality of food	50	50	0	0	0
Variety of menu	50	0	50	0	0
Selection of available choices	50	25	25	0	0
Range of healthy eating options	50	25	25	0	0
Taste of food	50	25	25	0	0
Temperature of food	50	25	25	0	0
Menu overall	50	25	25	0	0
Nutrition education	25	25	25	25	0
Student input	25	25	25	25	0
Cleanliness of food counter	75	0	25	0	0
Cleanliness of dining room	50	25	25	0	0
Quality of kitchen staff	75	25	0	0	0
Friendly service	75	25	0	0	0
Responsiveness to requests	75	25	0	0	0
Speed of service	75	25	0	0	0
School Kitchen Manager Performance	67	33	0	0	0
District-wide Food Service Director support	25	75	0	0	0
Your District-wide Director's District Manager support	0	100	0	0	0
Overall quality of services	50	50	0	0	0
Overall value of services	50	25	25	0	0
OVERALL AVERAGE	51	32	15	3	0

Data shown as percents.

OVERALL AVERAGE: 83
 % Favorable (Excellent + Very Good)