Figure 4

Customer Focus Opportunities for Improvement

![Category 3 - Customer Focus - Areas Most Needing Improvement - Pareto Chart](image)

**Chart Legend Key**

- **3A** Listening to Students and Other Customers to Obtain Feedback and Actionable Information (Buildings ref: 3.1g[65])
- **3B** Determining Student and Other Customer Satisfaction, Engagement, and Dissatisfaction (Buildings ref: 3.1a[65])
- **3C** Identifying and Improving Educational Programs and Services to meet the Requirements of Students and Other Customers (Buildings ref: 3.1a[65])
- **3D** Determining Student and Other Customer Groups and Stances and Using Student and Other Customer Data (Buildings ref: 3.2a[65])
- **3E** Building Better Student and Other Customer Relationships and Contributing to Student and Other Customer Engagement (Buildings ref: 3.2b[65])
- **3F** Managing and Resolving Student and Other Customer Complaints Effectively and Promptly (Buildings ref: 3.2b[65])