



UPES | 2019

NPS / SATISFACTION STUDY

UPES NPS & Satisfaction | Project Specs

Data Collection, Target & Sample Size

	NPS	Satisfaction
Data Collection Method	Online surveys (hosted by QuestionPro®)	Online surveys (hosted by QuestionPro®)
Questionnaire	Self-completion – 2 minutes length	Self-completion – 10 minutes length
FW Date	Feb 27 th to April 1 st , 2019	Feb 27 th to April 1 st , 2019
Target	UPES students currently enrolled who answered the NPS questions	UPES students currently enrolled who answered the optional Satisfaction questions.
Sampling Method	Stratified Random Sampling (weighted by campus, program, cycle of enrollment and degree)	Stratified Random Sampling (weighted by campus, program, cycle of enrollment and degree)
Sample Size	N = 12,399 n = 9209 Sampling Error: 0,5%	N = 12,399 n = 8991 Sampling Error: 0,5%

NPS

- The NPS Score for UPES 2019 is **(-1,6)**, an increase of +21,6 points YoY from 2018 **(-23,2)**.
- Across the various breakouts, there are notable opportunities for converting passives (scores of 7 or 8) into promoters (scores of 9 or 10). Focus on the open-ended responses for passives!
- NPS and Satisfaction rates appear higher at the Bidholi campus than the Kandoli campus. Consider the differences, strengths, and weaknesses between these two campuses that may drive this difference.
- NPS & Satisfaction rates are lowest among students who started their programs in 2015. This may be due to their programs lasting many years without yet completing.
- The school of Law has the lowest NPS score and satisfaction rates across all of the UPES schools. Consider exploring the reasons why this may be the case.

UPES NPS & Satisfaction | NPS & Satisfaction Executive Summary

For NPS Metrics Negative Score Positive Score	UPES															
		CAMPUS		SCHOOL					TYPE		START YEAR					
	TOTAL	BIDHOLI	KANDOLI	BUSINESS	COMPUTER SCIENCE	DESIGN	ENGINEERING	LAW	UG	PG	2013	2014	2015	2016	2017	2018
NPS	-1,6	7,9	-20,1	-10,8	5	32	8,3	-29,4	-2,1	3,1	-19,8	-50	-33,6	-4,2	7,5	16,3
GENERAL PERCEPTION	70.7%	74.0%	64.4%	70.9%	71.8%	75.6%	75.8%	57.8%	70.0%	77.4%	74.8%	51.4%	58.7%	70.2%	74.0%	77.4%
ACADEMIC EXPERIENCE	66.3%	68.5%	62.2%	66.0%	66.8%	74.8%	69.3%	58.4%	65.6%	74.2%	63.3%	49.8%	50.8%	63.0%	70.8%	76.4%
INDUSTRY EXPERIENCE	59.8%	64.5%	50.5%	60.9%	64.9%	69.7%	63.6%	39.9%	59.1%	66.7%	42.5%	34.4%	46.3%	56.8%	63.0%	70.4%
FACULTY EXPERIENCE	69.6%	70.8%	67.3%	73.3%	66.3%	80.6%	73.9%	61.2%	68.6%	79.4%	78.4%	58.9%	57.0%	66.1%	73.3%	78.0%
INTERNATIONALITY	61.3%	67.8%	48.5%	55.9%	65.9%	65.2%	69.9%	41.1%	61.2%	61.5%	42.9%	30.0%	49.5%	62.2%	63.7%	69.0%
ACADEMIC SUPPORT	69.6%	75.9%	57.3%	60.8%	75.3%	71.6%	76.9%	53.8%	69.1%	74.5%	60.6%	53.8%	64.8%	66.7%	71.7%	74.5%
CAMPUS LIFE	73.3%	77.6%	64.9%	67.8%	76.6%	83.2%	77.8%	61.9%	72.6%	79.2%	66.6%	53.6%	65.7%	72.5%	75.0%	78.9%
LIBRARY	75.5%	80.8%	65.2%	75.8%	81.2%	86.8%	79.6%	54.5%	74.6%	84.1%	80.5%	47.6%	66.3%	71.6%	79.5%	83.1%
STUDENT RECORD & EVAL	69.7%	72.6%	64.1%	70.1%	70.3%	77.7%	74.2%	58.1%	69.0%	76.9%	72.3%	52.5%	59.5%	65.9%	71.8%	78.9%
CAMPUS FACILITIES	69.1%	76.2%	55.4%	59.0%	74.1%	77.5%	77.9%	51.8%	68.8%	72.0%	72.7%	48.1%	66.1%	68.6%	70.3%	72.0%
IT SERVICES	62.1%	65.4%	55.7%	59.5%	64.4%	60.0%	66.9%	51.9%	61.7%	65.6%	68.1%	52.3%	58.7%	61.9%	59.6%	67.7%

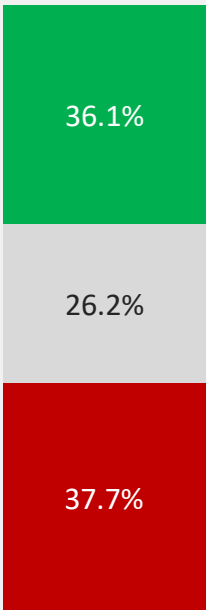
UPES NPS & Satisfaction | NPS

The overall UPES NPS score is -1,6. This gives UPES a YoY adjustment of +23,2, which is a notable accomplishment. The 'Bidholi' segment has a higher NPS score than the 'Kandoli' segment. The 'Law' segment has the lowest NPS score of all the segments profiled below.

Overall NPS (n = 9209)

NPS Index

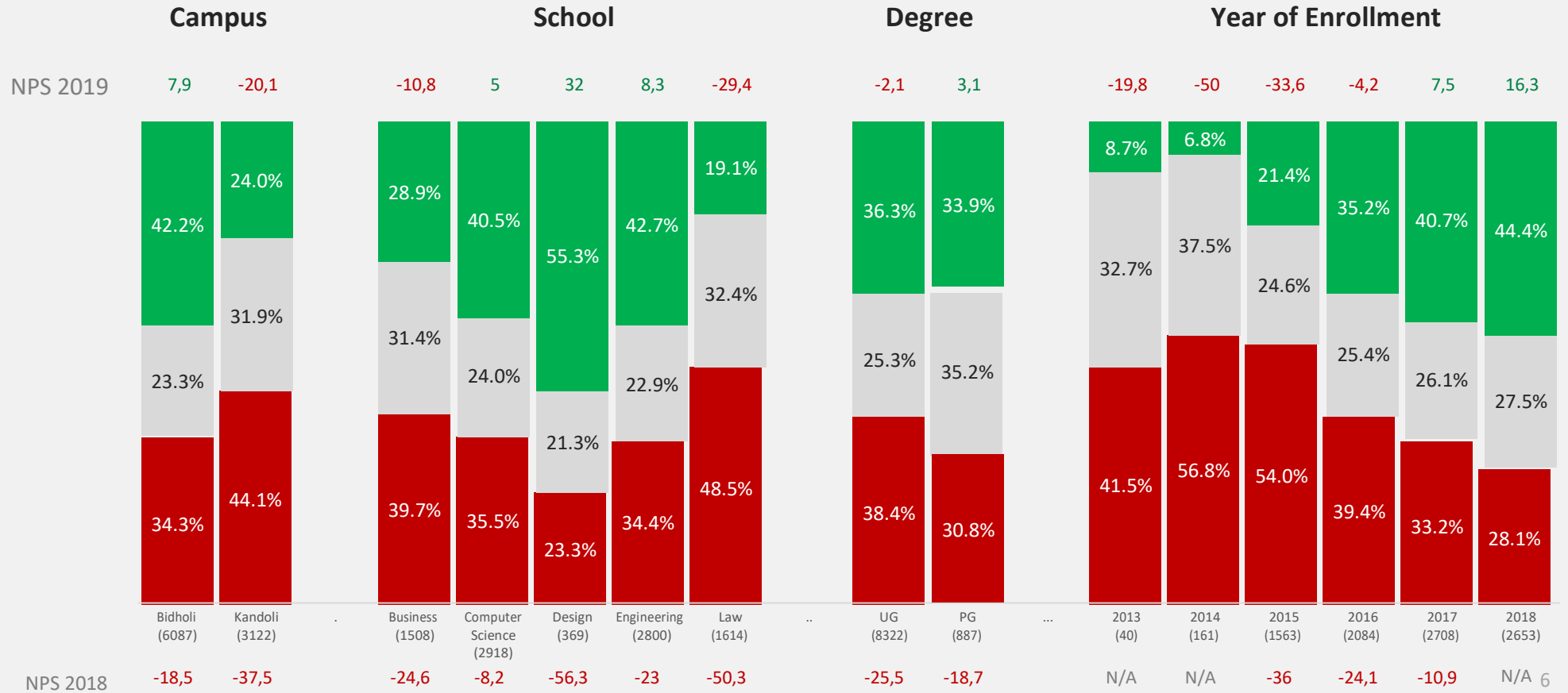
-1,6



Total

2018 = -24,8
2019 = -1,6
YoY = +23,2

NPS by Breaks (n = 9209)



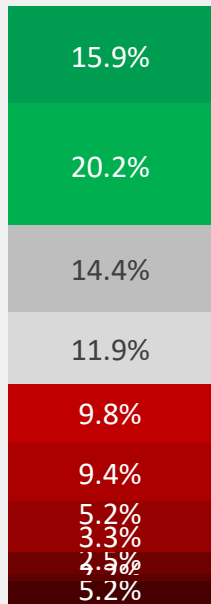
UPES NPS & Satisfaction | NPS Detailed

The overall UPES NPS score is -1,6., a YoY adjustment of +23,2. NPS scores appear to decrease as students progresses through their courses and programs. There is a notable opportunity to convert many 'passives' into 'promoters' in the next NPS cycle.

Overall NPS (n = 9209)

NPS Index

-1,6

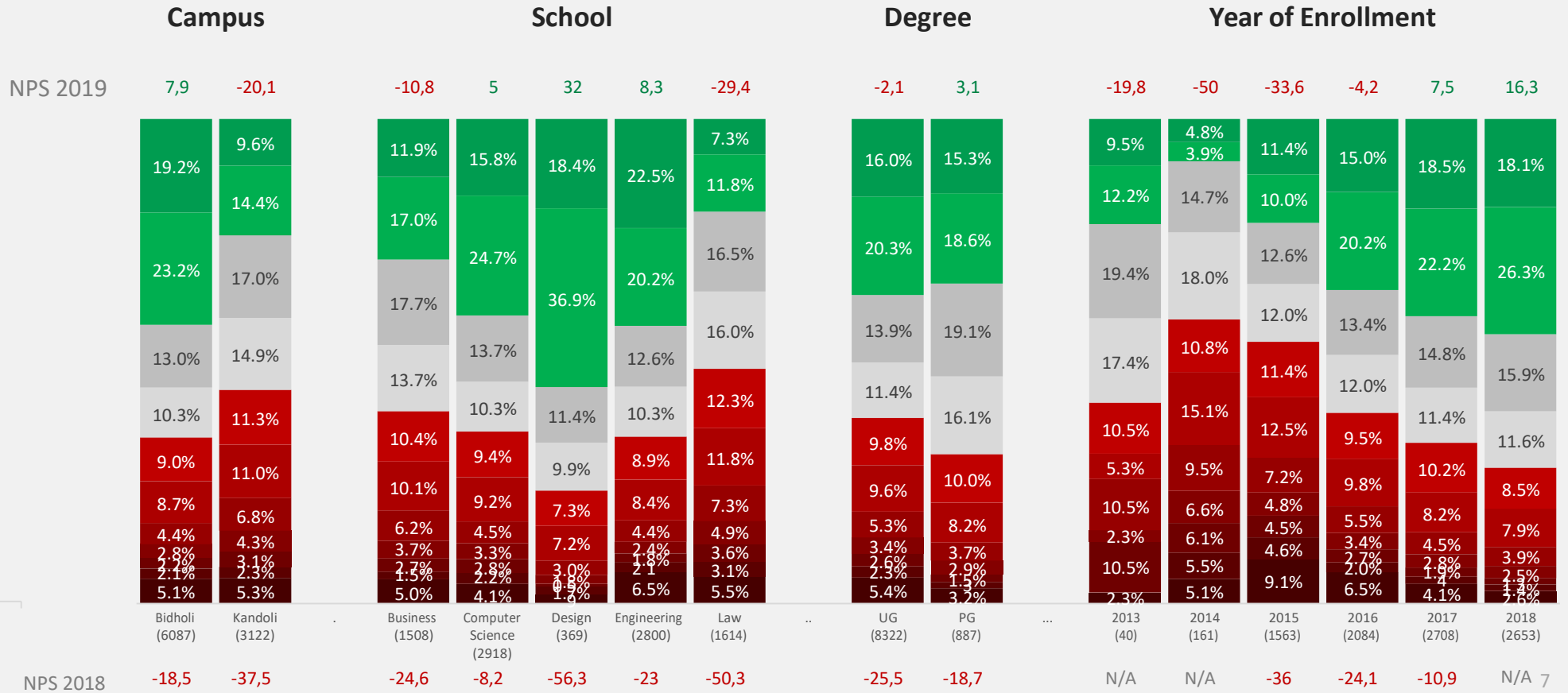


Total

2018 = -24,8
2019 = -1,6
YoY = +23,2

NPS by Breaks (n = 9209)

■ (0) Not Likely at All ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Likely



SATISFACTION

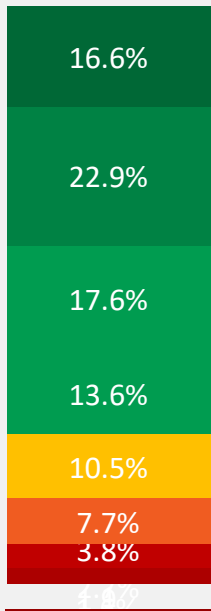
UPES NPS & Satisfaction | Satisfaction with General Perception

Overall satisfaction with 'General Perception' is above 70%. The segment with the highest satisfaction with 'General Perception' is '2018 year of Enrollment,' followed closely by 'Design' and 'Engineering. The segment with the lowest satisfaction with 'General Perception' is '2014 year of enrollment.'

Satisfaction with General Perception by Total (n = 8936)



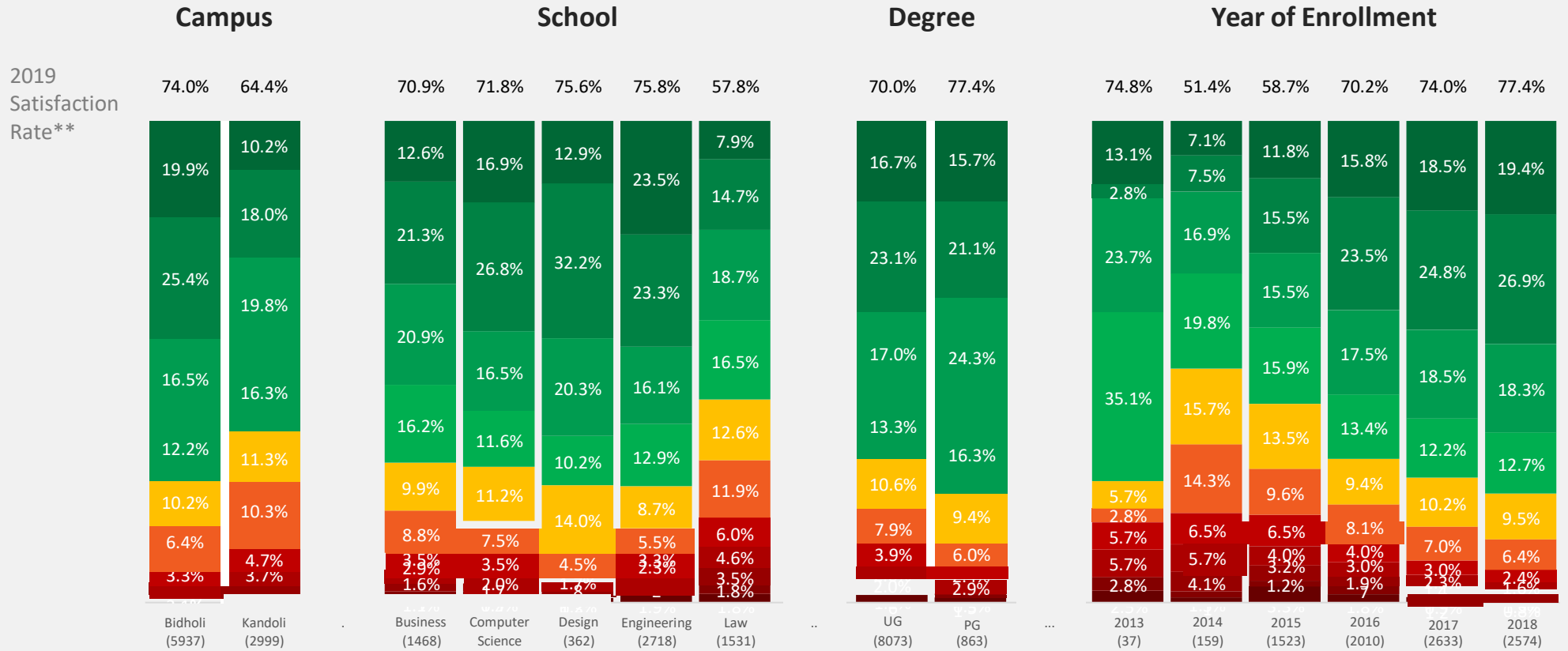
2018 = 7%
2019 = 7%
YoY = 0%



Total

Satisfaction with General Perception by Breaks (e.g. Reputation of UPES in India & Abroad, Recognition by Industry, Rankings, etc) (n = 8936)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied



** Answered 7, 8, 9 or 10 in a 10-point scale

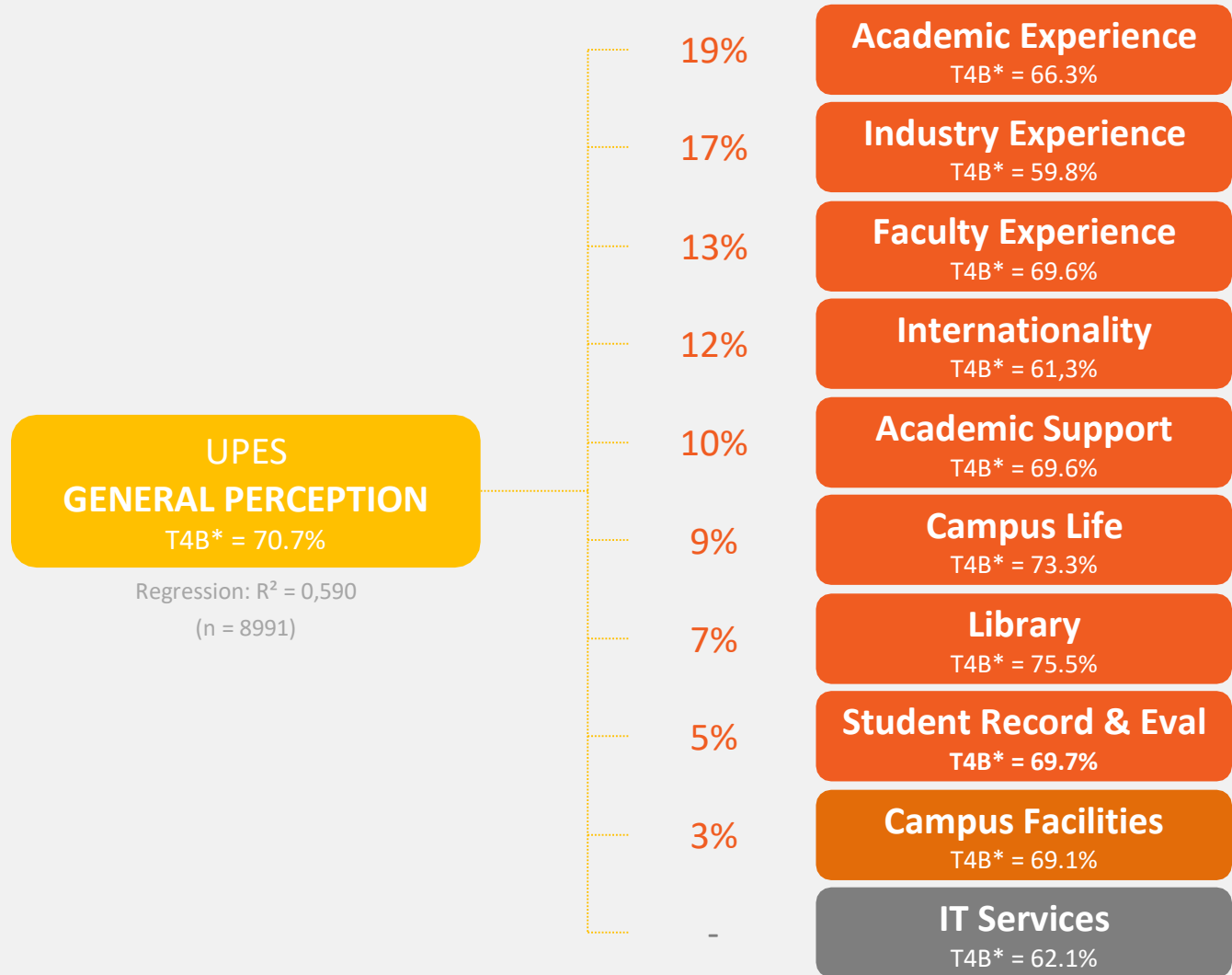
UPES NPS & Satisfaction | Key Drivers of Satisfaction – Impact on Overall Satisfaction

Lorem ipsum

Regression Analysis is used to explore the relationship among attributes. It verifies if there is a functional relation between a dependent variable (here it is Overall Satisfaction) and independent variables (such as Career Services, Facilities, Faculty and so on).

The micro drivers' impact shows how much each one contributes to the overall satisfaction.

*The attributes without a % of impact do not statistically contribute to the overall satisfaction, since there was no correlation (association) enough between them and overall satisfaction.



* Answered 7, 8, 9 or 10 in a 10-point scale

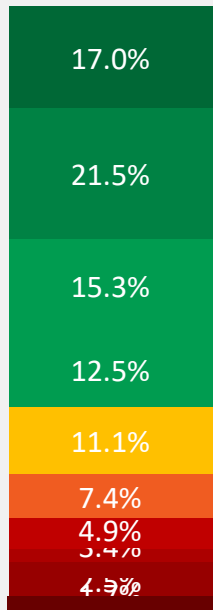
UPES NPS & Satisfaction | Satisfaction with Academic Experience

Overall satisfaction with 'Academic Experience' is above 66%. The segment with the highest satisfaction with 'Academic Experience' is '2018 year of Enrollment,' followed closely by 'Design.' The segment with the lowest satisfaction with 'Academic Experience' is '2014 year of enrollment.'

Satisfaction with Academic Experience by Total (n = 8863)

Satisfaction Rate**

66.3%

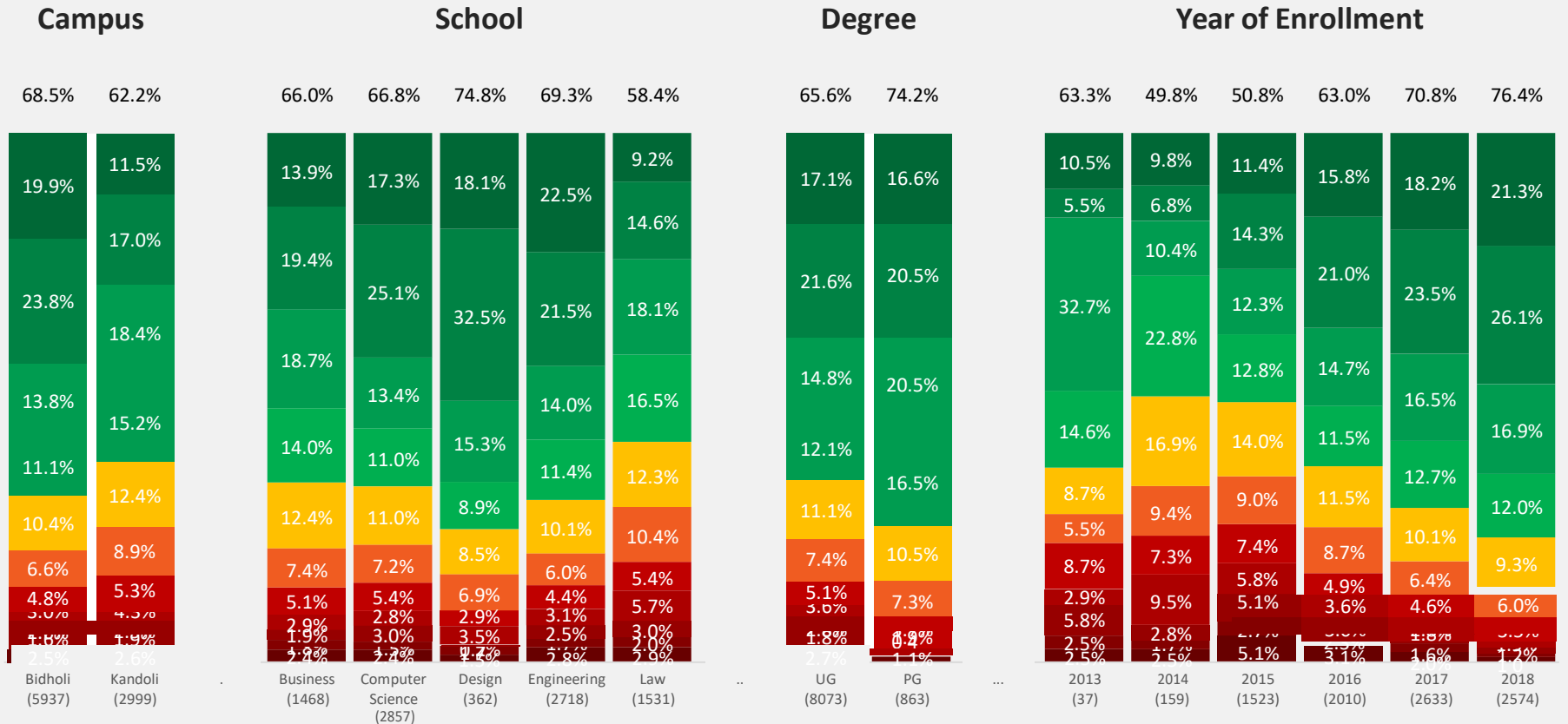


Total

2019 Satisfaction Rate**

Satisfaction with Academic Experience by Breaks (e.g. Curriculum, Focus on Specialization, Practical Content of the Course, Teaching Methods, Evaluation System, etc) (n = 8863)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied



** Answered 7, 8, 9 or 10 in a 10-point scale

UPES NPS & Satisfaction | Satisfaction with Industry Experience

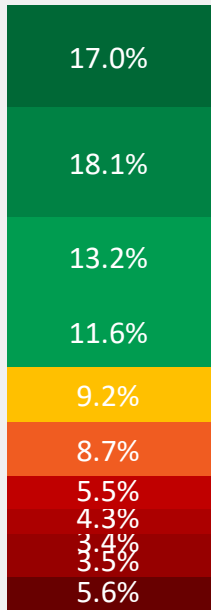
Overall satisfaction with 'Industry Experience' is above 59%. The segment with the highest satisfaction with 'Industry Experience' is '2018 year of enrollment,' followed closely by 'Design.' The segment with the lowest satisfaction with 'Industry Experience' is '2015 year of enrollment.'

Satisfaction with Industry Experience by Total

(n = 8867)

Satisfaction Rate**

59.8%



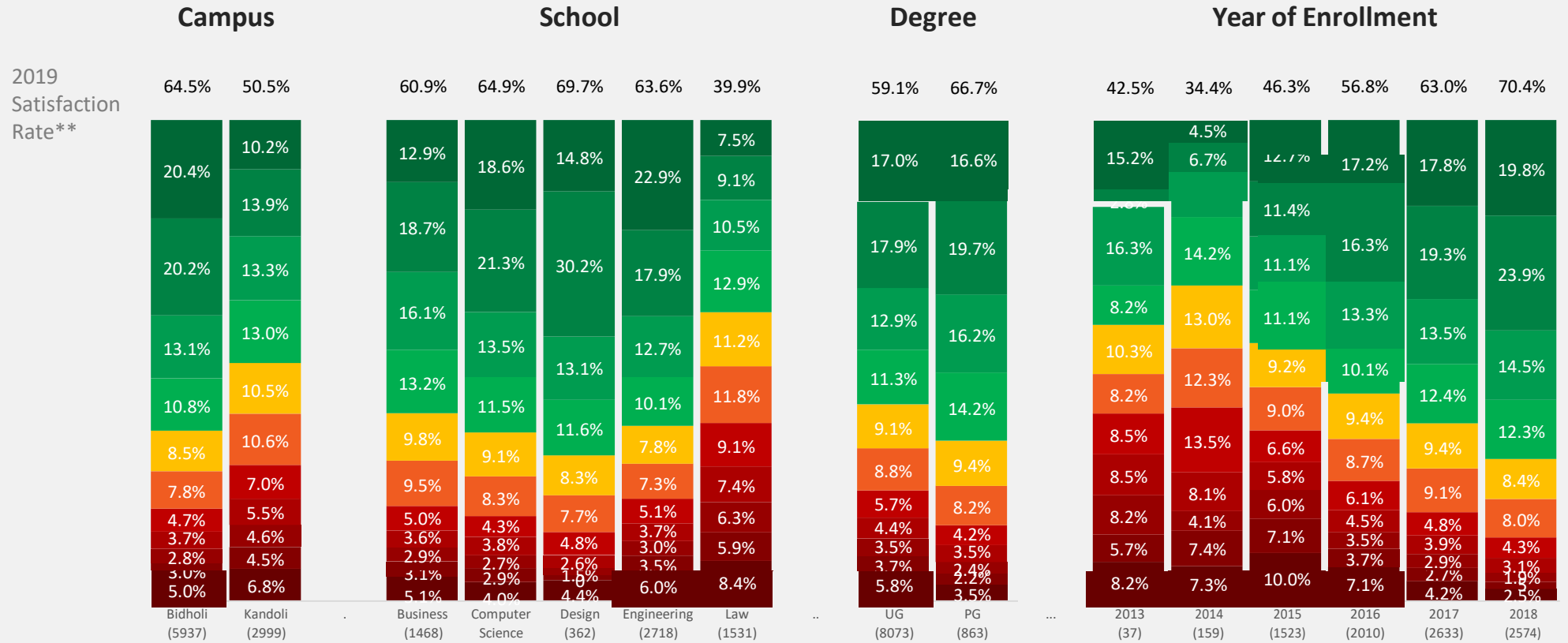
Total

Satisfaction with Industry Experience by Breaks

(e.g. Career Services, Placement Opportunities, Internship Opportunities, Linkage with Industry, Opportunities for Industry Projects, etc)

(n = 8867)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied



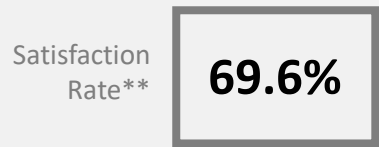
2018 Rate

** Answered 7, 8, 9 or 10 in a 10-point scale

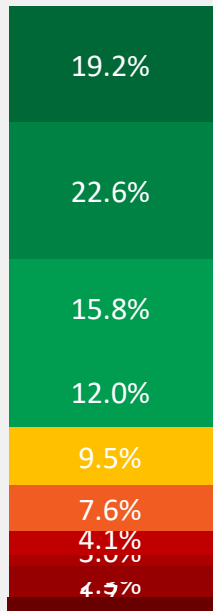
UPES NPS & Satisfaction | Satisfaction with Faculty Experience

Overall satisfaction with 'Faculty Experience' is above 69%. The segment with the highest satisfaction with 'Faculty Experience' is 'Design,' followed closely by 'UG.' The segment with the lowest satisfaction with 'Faculty Experience' is '2015 year of enrollment.'

Satisfaction with Faculty Experience by Total (n = 8933)



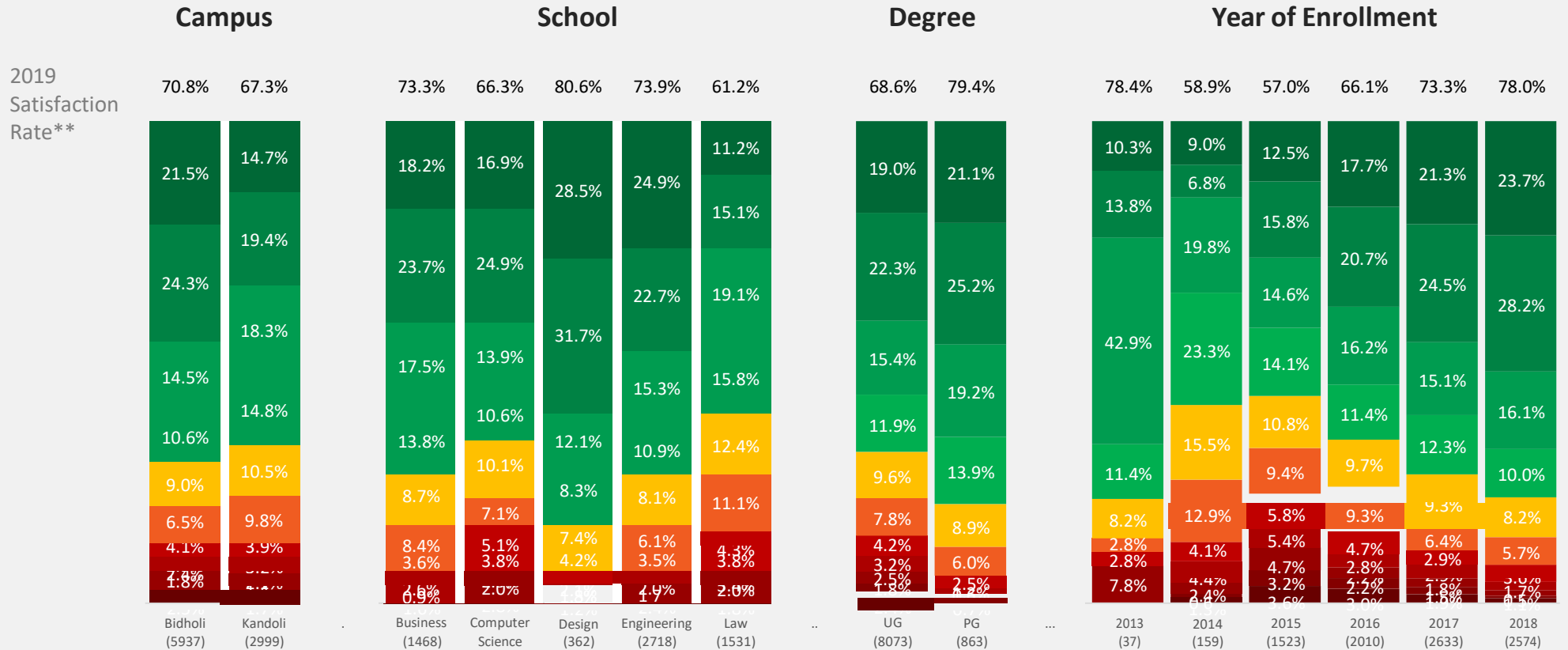
2018 = ?%
2019 = ?%
YoY = ?%



Total

Satisfaction with Faculty Experience by Breaks (e.g. Faculty Knowledge, Faculty Qualification, Faculty Professionalism & Helpfulness, General Perception of Faculty, etc) (n = 8933)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied



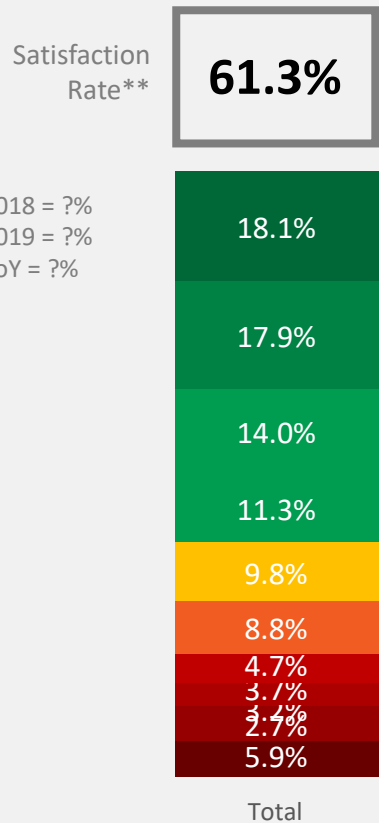
2018 Rate

** Answered 7, 8, 9 or 10 in a 10-point scale

UPES NPS & Satisfaction | Satisfaction with Internationality

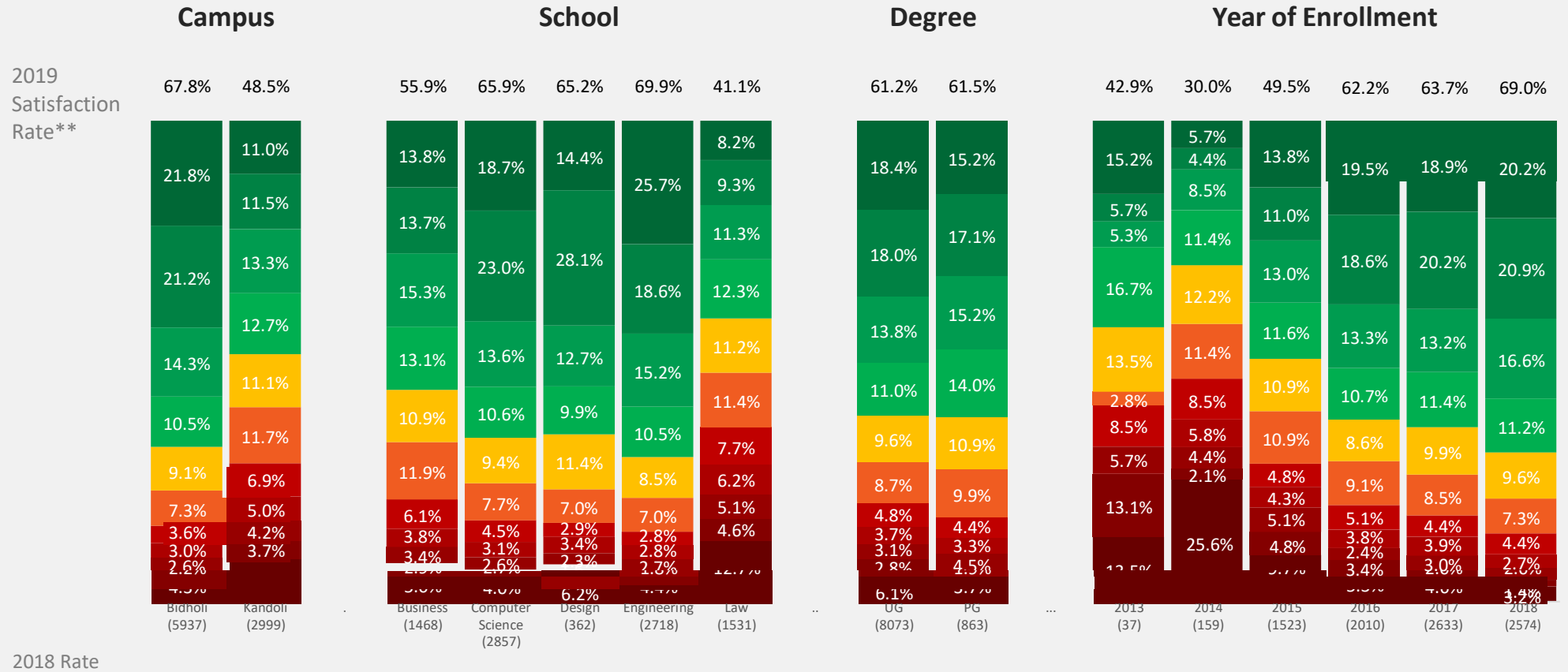
Overall satisfaction with 'Internationality' is above 61%. The segment with the highest satisfaction with 'Internationality' is 'Engineering,' followed closely by '2018 year of enrollment.' The segment with the lowest satisfaction with 'Internationality' is '2015 year of enrollment.'

Satisfaction with Internationality by Total (n = 8731)



Satisfaction with Internationality by Breaks (e.g. International Opportunities, Exposure, Exchange Programmes, Collaboration with Foreign Institutions, etc) (n = 8731)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied



** Answered 7, 8, 9 or 10 in a 10-point scale

UPES NPS & Satisfaction | Satisfaction with GENERAL EXPERIENCE | Academic Support Service

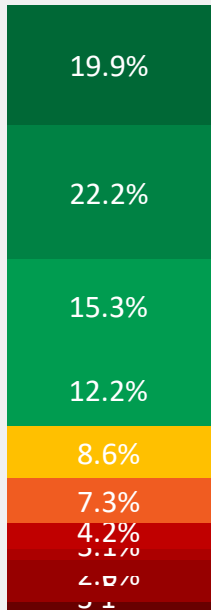
Overall satisfaction with 'Academic Support' is above 69%. The segment with the highest satisfaction with 'Academic Support' is 'Engineering,' followed closely by 'Bidholi.' The segment with the lowest satisfaction with 'Academic Support' is '2015 year of enrollment,' followed closely by 'Kandoli.'

Satisfaction with Academic Support by Total

(n = 8932)

Satisfaction Rate**

69.6%



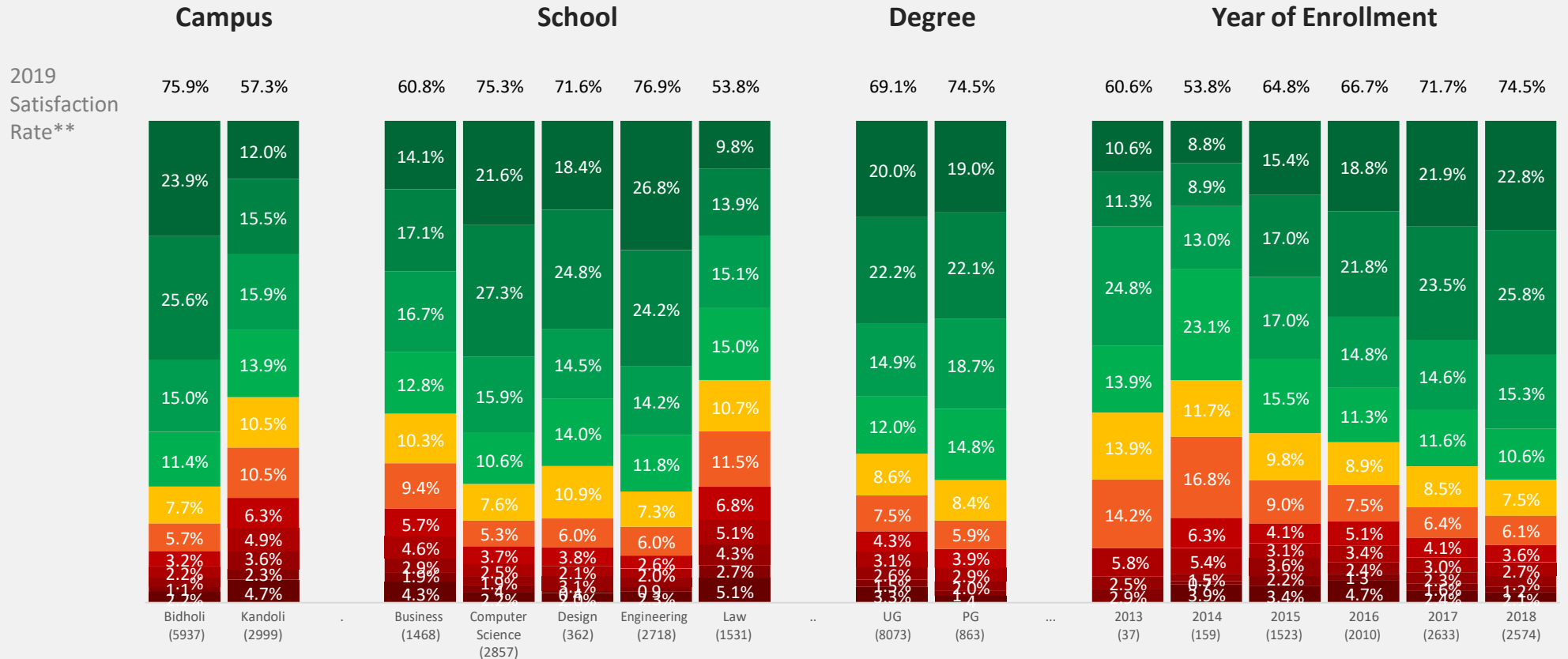
Total

Satisfaction with GENERAL EXPERIENCE | Academic Support Service by Breaks

(e.g. Timetable, Classroom Availability, Labs, etc)

(n = 8932)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied



2018 Rate

** Answered 7, 8, 9 or 10 in a 10-point scale

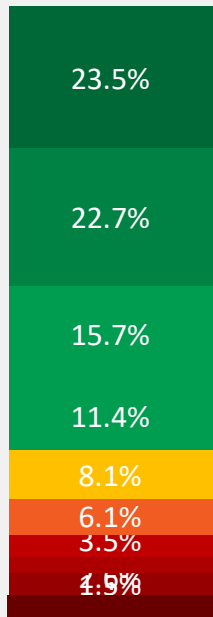
UPES NPS & Satisfaction | Satisfaction with GENERAL EXPERIENCE | Campus Life Experience

Overall satisfaction with 'Campus Life' is above 73%. The segment with the highest satisfaction with 'Campus Life' is 'Design.' The segment with the lowest satisfaction with 'Campus Life' is '2015 year of enrollment.'

Satisfaction with Campus Life by Total
(n = 8907)



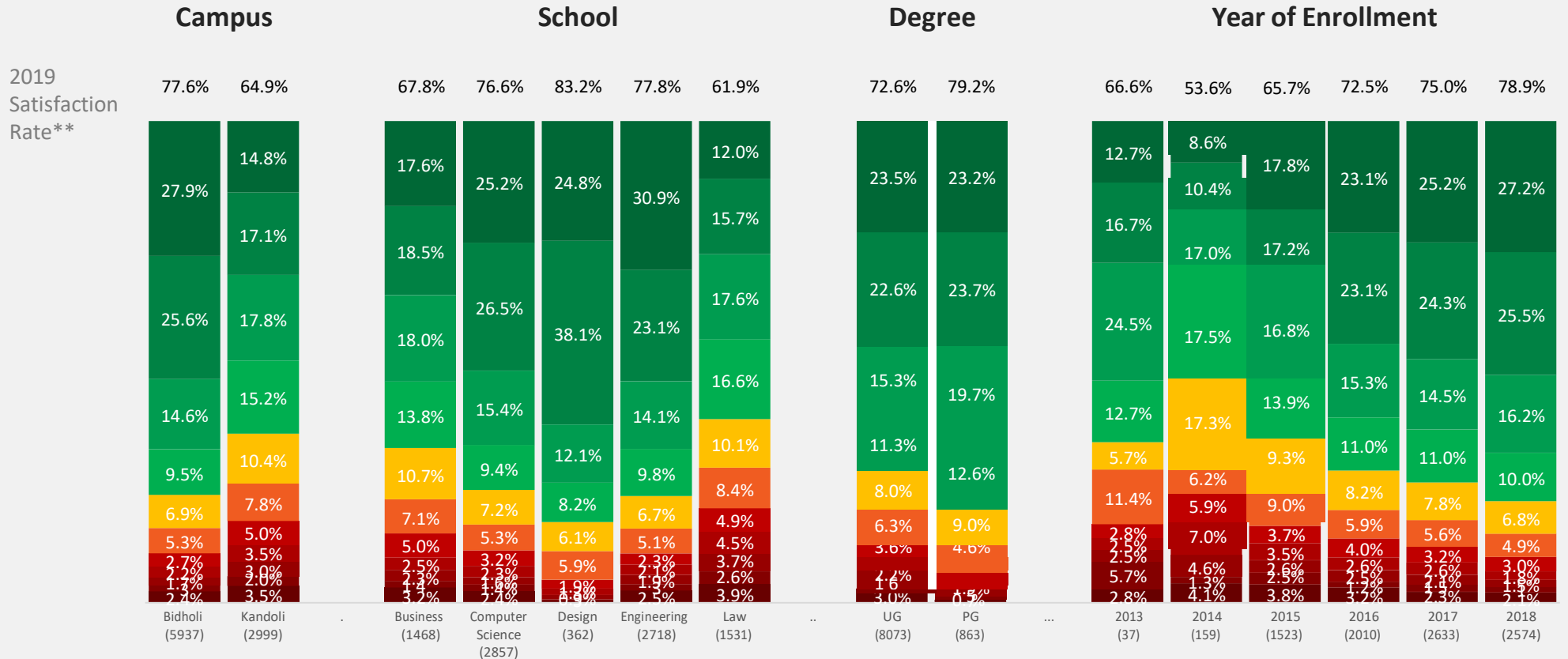
2018 = 72.7%
2019 = 73.3%
YoY = 0.8%



Total

Satisfaction with GENERAL EXPERIENCE | Campus Life Experience by Breaks
(e.g. Culture, Campus Life, MAC, Opportunities for Co-curricular and Extra-curricular Activities, Sports, etc)
(n = 8907)

Legend: (0) Extremely Dissatisfied, (1), (2), (3), (4), (5), (6), (7), (8), (9), (10) Extremely Satisfied



2018 Rate

** Answered 7, 8, 9 or 10 in a 10-point scale

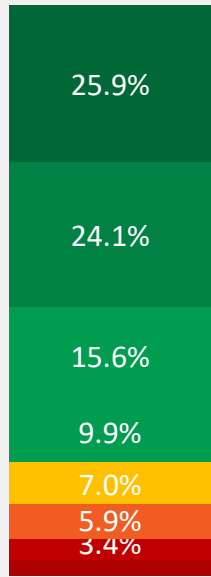
UPES NPS & Satisfaction | Satisfaction with GENERAL EXPERIENCE | Library

Overall satisfaction with 'Library' is above 75%. The segment with the highest satisfaction with 'Library' is 'Design.' The segment with the lowest satisfaction with 'Library' is '2015 year of enrollment.'

Satisfaction with Library by Total (n = 8913)

Satisfaction Rate**
75.5%

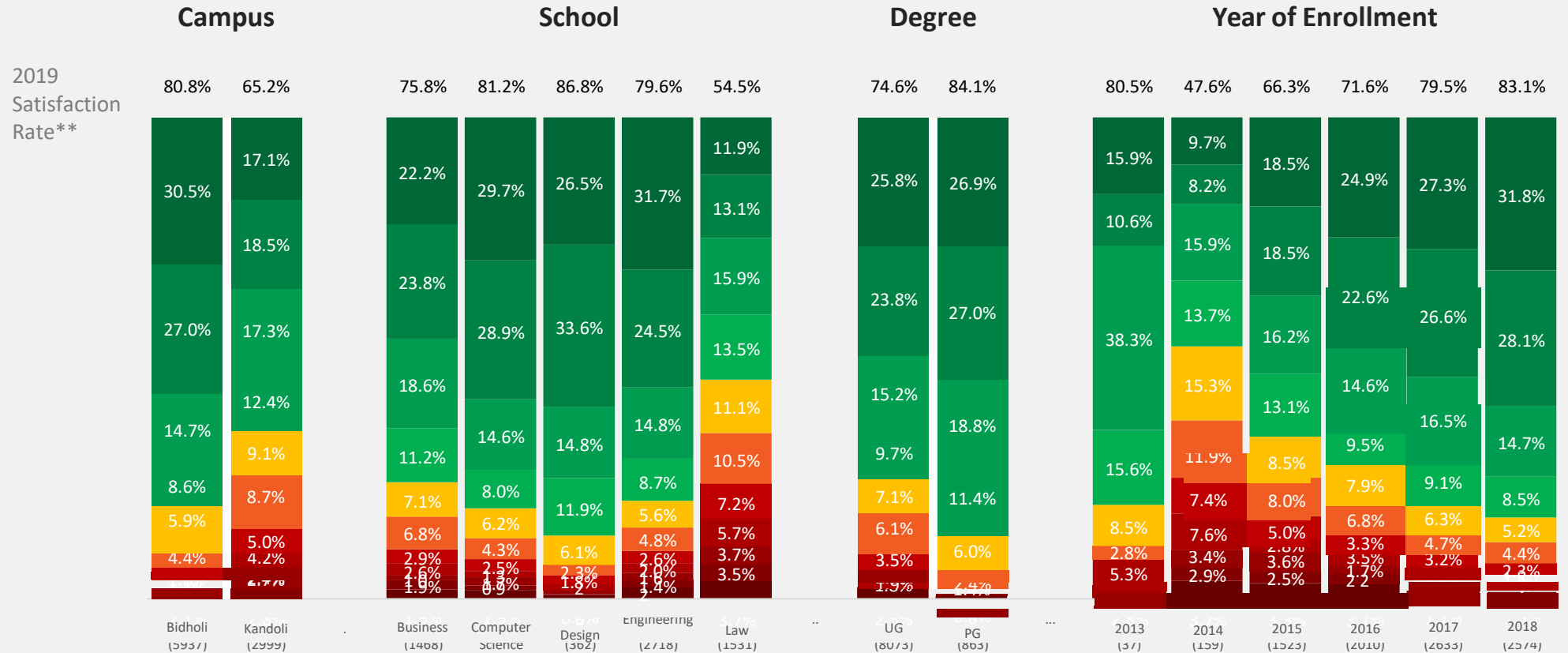
2018 = 7%
2019 = 7%
YoY = 0%



Total

Satisfaction with GENERAL EXPERIENCE | Library by Breaks (e.g. Availability of Books, Timings, Automation, etc) (n = 8913)

Legend: (0) Extremely Dissatisfied, (1), (2), (3), (4), (5), (6), (7), (8), (9), (10) Extremely Satisfied



2018 Rate

** Answered 7, 8, 9 or 10 in a 10-point scale

UPES NPS & Satisfaction | Satisfaction with GENERAL EXPERIENCE | Student Record and Evaluation

Overall satisfaction with 'Student Record and Evaluation' is above 69%. The segment with the highest satisfaction with 'Student Record and Evaluation' is '2018 year of enrollment,' followed closely by 'Design.' The segment with the lowest satisfaction with 'Student Record and Evaluation' is '2015 year of enrollment.'

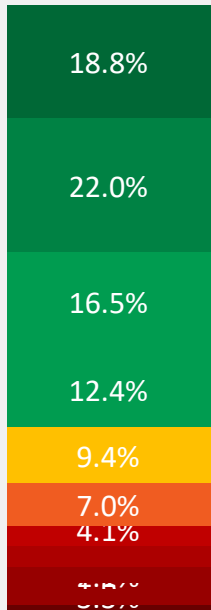
Satisfaction with GENERAL EXPERIENCE | Student Record and Evaluation by Breaks (e.g. Student Facilitation Centre- Fairness, Promptness, Helpfulness; Examination Process, etc) (n = 8929)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied

Satisfaction with Student Record and Evaluation by Total (n = 8929)

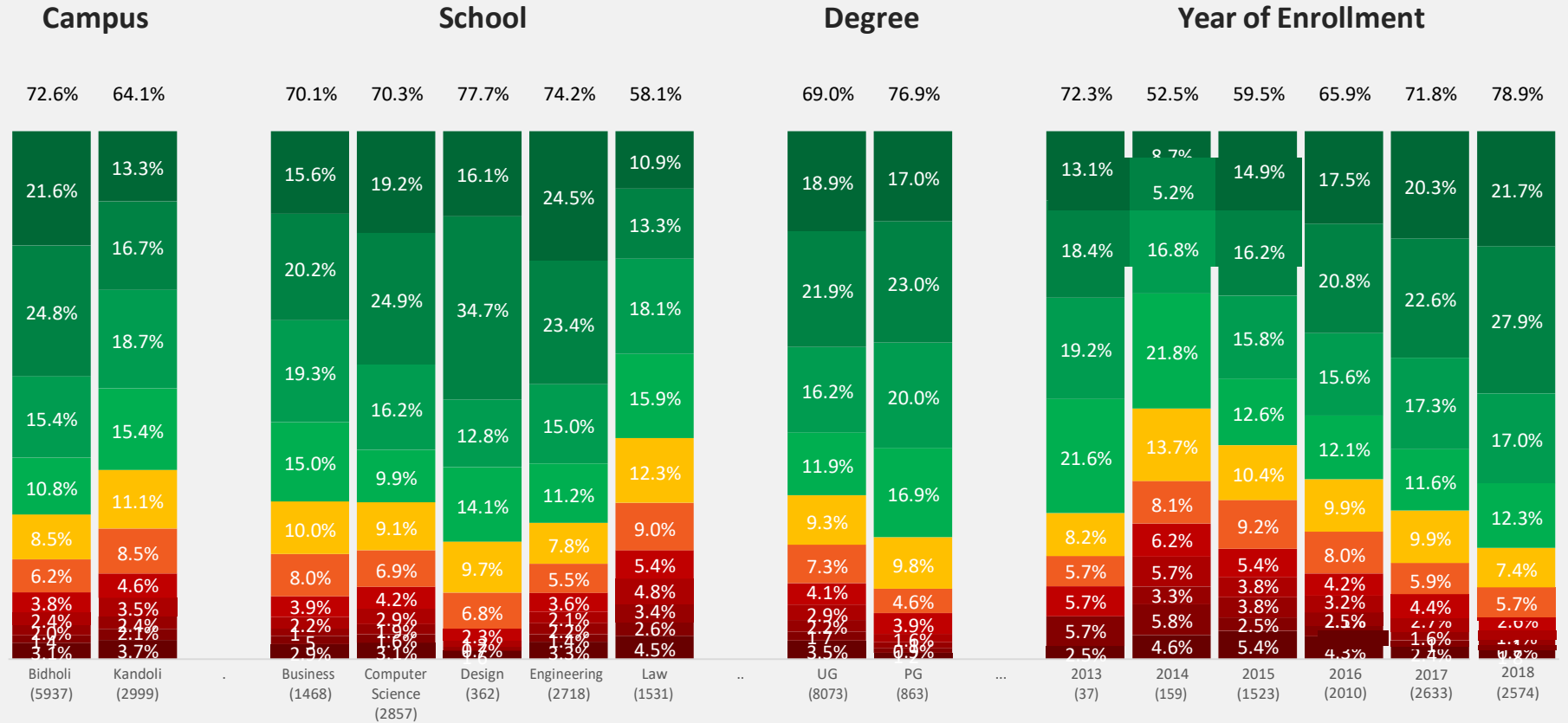
Satisfaction Rate**

69.7%



Total

2019 Satisfaction Rate**



2018 Rate

** Answered 7, 8, 9 or 10 in a 10-point scale

UPES NPS & Satisfaction | Satisfaction with GENERAL EXPERIENCE | Campus Facilities

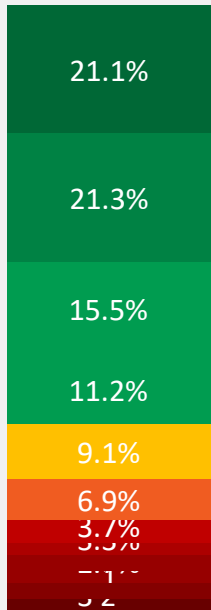
Overall satisfaction with 'Campus Facilities' is above 69%. The segment with the highest satisfaction with 'Campus Facilities' is 'Engineering,' followed closely by 'Design.' The segment with the lowest satisfaction with 'Campus Facilities' is '2015 year of enrollment.'

Satisfaction with Campus Facilities by Total

(n = 8901)

Satisfaction Rate**

69.1%

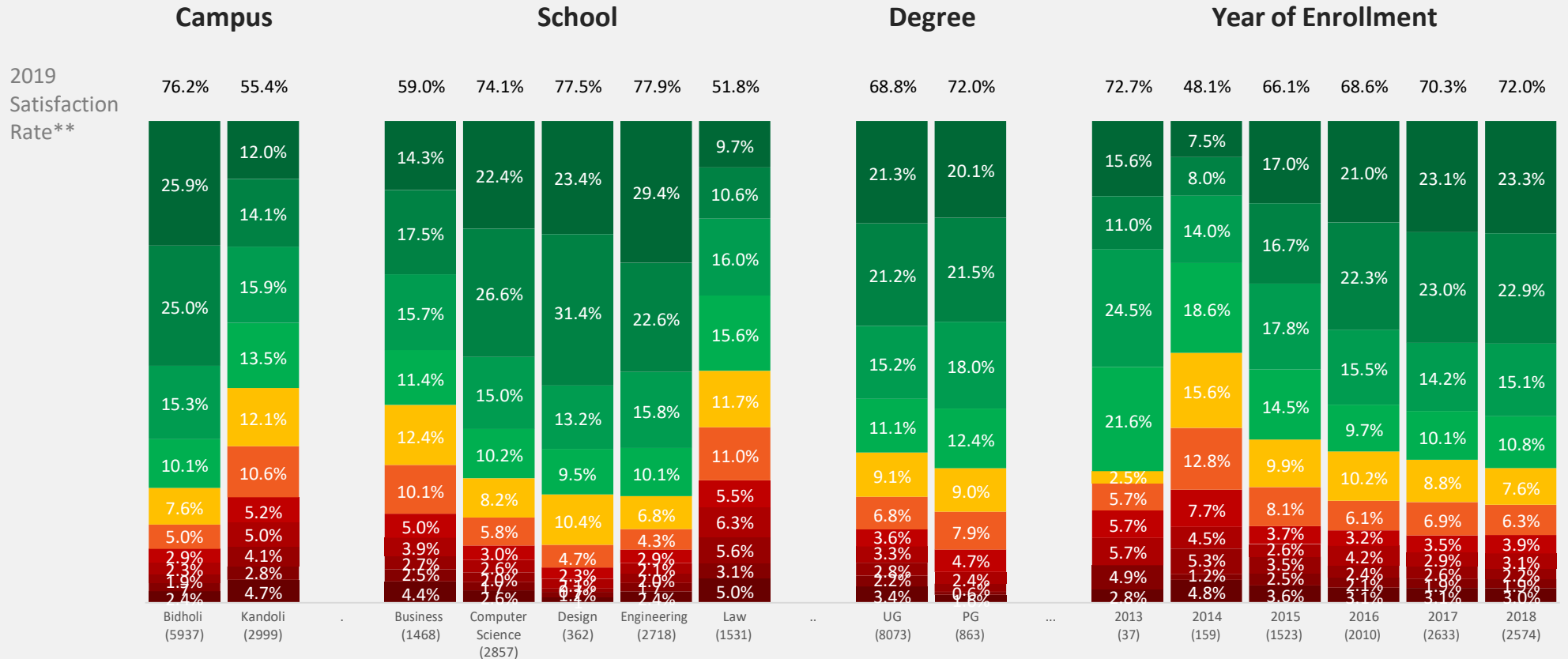


Total

Satisfaction with GENERAL EXPERIENCE | Campus Facilities by Breaks

(e.g. Transport, Food Court, Campus Security, Shopping Complex, Lounging Areas, CIMG, Hostel Facilities, Medical Services, etc)
(n = 8901)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied



2018 Rate

** Answered 7, 8, 9 or 10 in a 10-point scale

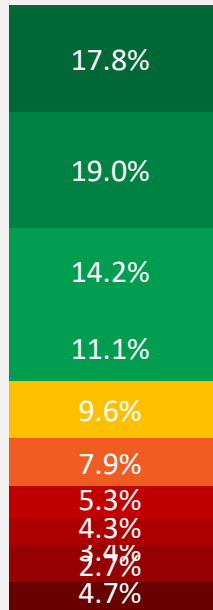
UPES NPS & Satisfaction | Satisfaction with GENERAL EXPERIENCE | IT Services

Overall satisfaction with 'IT Services' is above 62%. The segment with the highest satisfaction with 'IT Services' is '2014 year of enrollment,' followed closely by '2014 year of enrollment.' The segment with the lowest satisfaction with 'IT Services' is 'Law,' followed closely by '2015 year of enrollment.'

Satisfaction with IT Services by Total (n = 8915)

Satisfaction Rate**

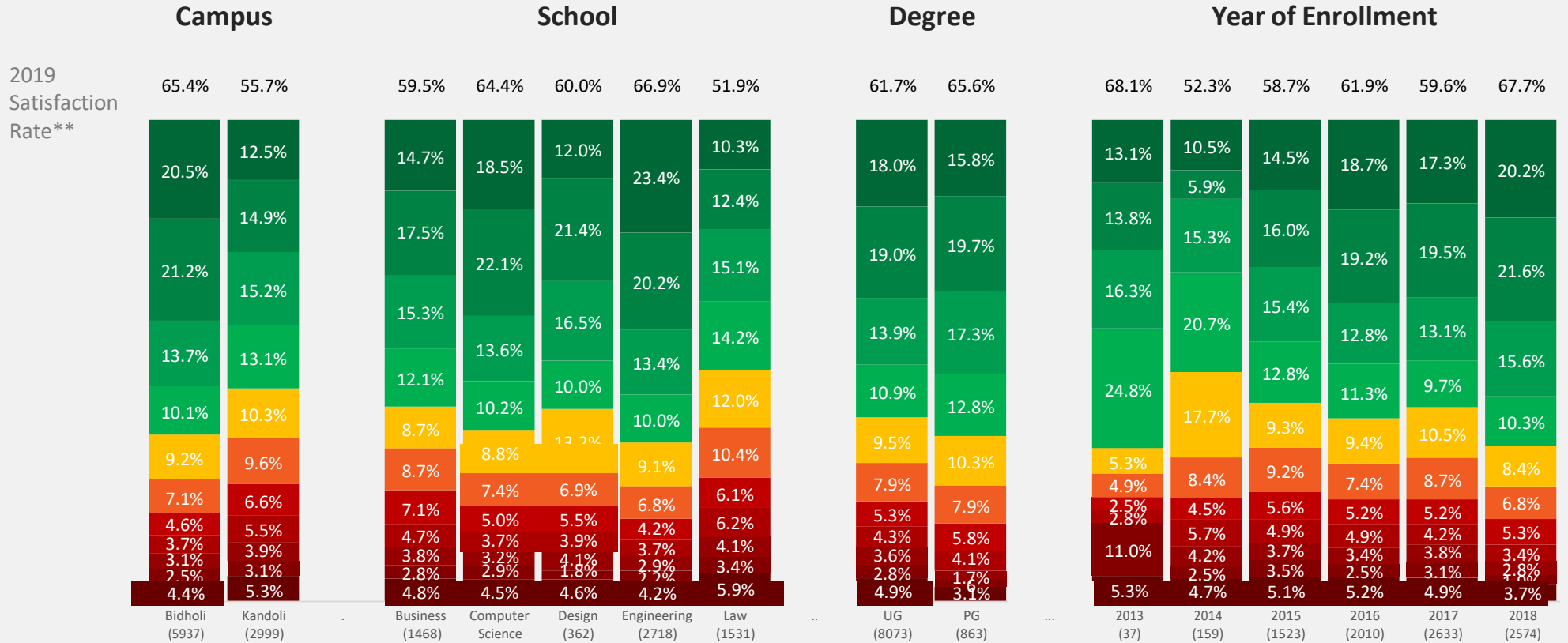
62.1%



Total

Satisfaction with GENERAL EXPERIENCE | IT Services by Breaks (e.g. Wi-Fi Connectivity, Student Portal, LMS/Black Board, UPES IT Policy) (n = 8915)

■ (0) Extremely Dissatisfied ■ (1) ■ (2) ■ (3) ■ (4) ■ (5) ■ (6) ■ (7) ■ (8) ■ (9) ■ (10) Extremely Satisfied



2018 Rate

** Answered 7, 8, 9 or 10 in a 10-point scale



THANK YOU!