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UNIVERSIDADE DE MACAU

## 2012 Performance Pledge Report

### I. Project Progress

#### 1. Focus of 2012:

- a. Continuously implemented the performance pledges, regularly published the updated information about services to users, in order to enhance communication and publicity.
- b. Optimized working procedures and offered more electronic services, aiming to provide higher quality, more efficient and convenient customer services.
- c. Regularly reviewed the Service Quality Indicators, with continuous modification based on the latest and actual status, in order to ensure effective compliance to the requirements.
- d. According to users' needs, considered adding in new Service Quality Indicators and shortening the processing time for existing items, thereby enhancing users' satisfaction.
- e. Continued to adopt "user-oriented" and "continual improvement" approaches, committed to improving the efficiency of the department, implementing items that meet users' needs and improving service quality.

### II. Implementation and Evaluation of Services

1. With the aim of satisfying users' needs, constantly strive to raise service quality.
2. Aside from exceptional cases, most of the Service Quality Indicators reached the preset target compliance of 95% or above. For several services which did not meet the standard compliance, relevant PP units had analyzed the causes in detail, reflections and improvements were made to rectify the deficiencies.



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3. The following evaluation mechanisms were deployed:
  - a. Intra-unit evaluation: Unit head and concerned staff members performed regular reviews, monitored the execution of pledged items, and evaluated its compliance based on the Service Quality Indicator; Meanwhile, users' feedbacks were collected (complaints, suggestions, research findings etc), and necessary follow-ups and continuous improvement were carried out.
  - b. The PP Workgroup regularly inquired and evaluated each unit's execution of PP.
  - c. The Quality Management Workgroup evaluated overall progress of each unit.
4. Looked into users' needs, reviewed the current work processes, every pledged items and Service Quality Indicators, and considered adjusting the service items based on actual situation, in order to achieve better allocation of resources and higher users' satisfaction.
5. The 5<sup>th</sup> "User Satisfaction Survey" will be conducted in the coming year, units could make detailed analysis on the data collected, to find out users' satisfaction on services and the areas for improvement. Besides, the survey also serves as the important basis for further improvement on services and introduction of new Indicators planned in 2013.
6. Reviewed the PP work plans with each unit, revised their short-term and long-term work plans based on latest status, and establish more specific targets.
7. In addition, after moving into the new campus, University of Macau would to do a more comprehensive review, hoping to better and effectively set up interim and long-term targets, as well as work plans, so as to meet the University's sustainable development.

Note: Data as of December 2012.