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UNIVERSIDADE DE MACAU

## 2013 Performance Pledge Report

### I. Project Progress

#### 1. Focus of 2013:

- a. Involved units 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.
- f. Modifications on the pledged items, based on the reorganization of the University.

### II. Implementation and Evaluation of Services

1. With the aim of satisfying users' needs, constantly strive to raise service quality.



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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.
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 Expectation Survey about the New Campus was conducted in 2013, units could make detailed analysis on the data collected, to find out users' expectations on services in the New Campus. Besides, the survey also serves as the important basis for further improvement on services and introduction of new Indicators planned in 2014.
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. As the University is going to move into the New Campus, a more comprehensive review and reflection on the PP plan will be conducted in 2014, and the main direction as below:
  - a. Invite newly established departments or units to join into the program;



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- b. Increase the number of pledged items, especially the main and core services of each units;
- c. Review and further shorten the handling time of some pledged items;
- d. Taking reference from the experiences of implementing the PP program of the other higher education institutions and government units, strike to further improve the University's service pledges, in order to sustainably improve service quality and increase customers' satisfaction.

Note: Data as of December 2013.