



SA Water Customer Experience Survey

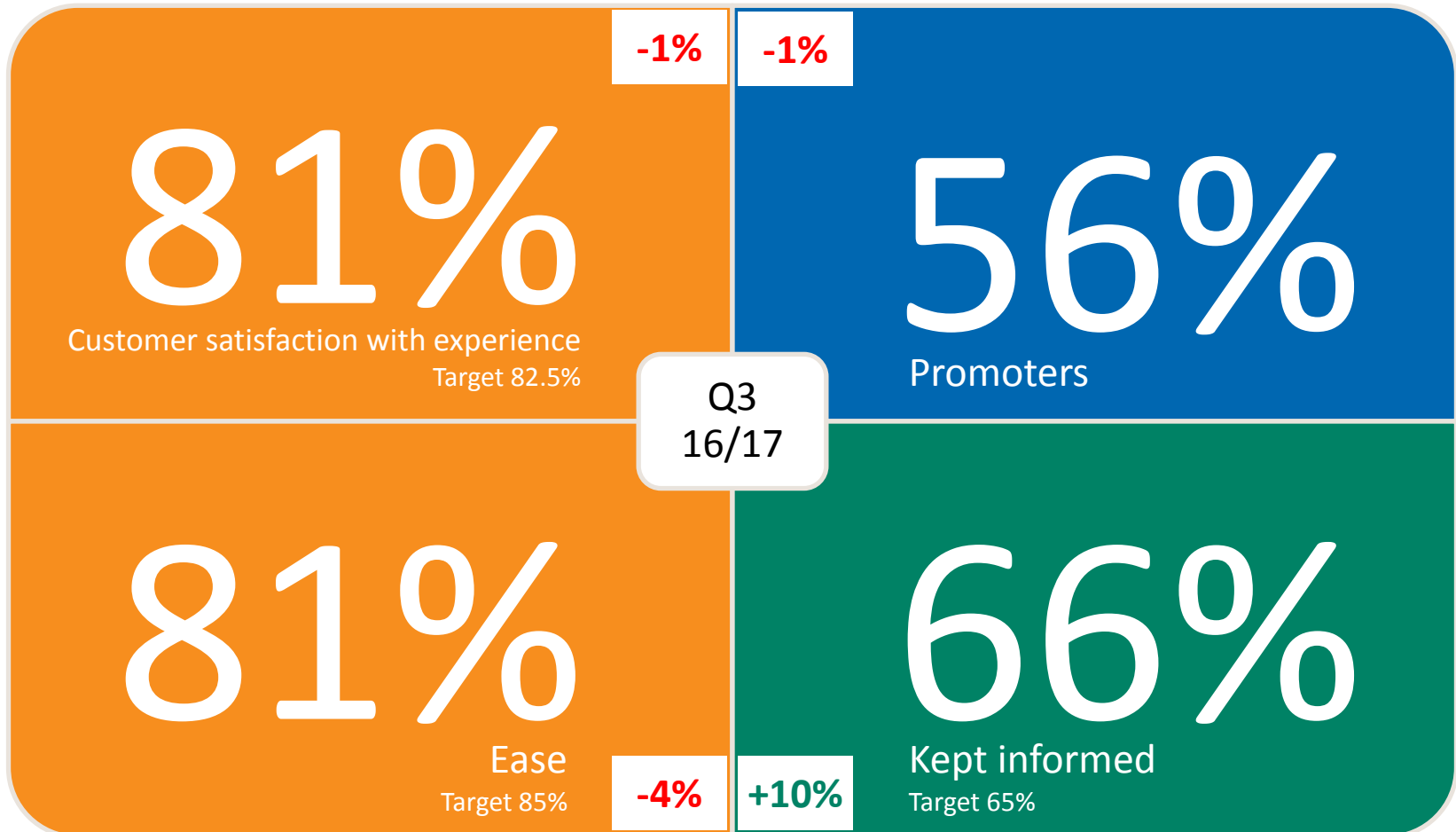
Quarter 3 2016-2017



About this report

This report has been prepared by SA Water with the data that **newfocus** Market Research collects from customers on behalf of SA Water.
newfocus Market Research has validated the data presented in this report as true and correct.

Customer Experience Performance



Executive summary

The overall customer experience performance was close to target at 81% (target 82.5%) in Q3 of 2016/17. These results are slightly lower than in Q2 (82%) but still well above our performance in Q1 (77%). Similar to the previous quarter, customers' comments indicated satisfaction with our response times, problems being fixed and staff being friendly and helpful.

Similar to the previous quarter, the opportunities mentioned most often to improve our customers' experience were:

- Keeping them up to date of the progress of their issue and when it is resolved
- Either improve our resolution time or better explain how and why we prioritise jobs (across service areas)

This quarter we saw mixed results for the general and accounts enquiries but also significant improvements for written correspondence. Changes in how we communicate with customers after attending their property has lead to improvements in keeping customers informed for faults and incidents. Increased workload has brought down satisfaction levels for the Connections and Minor land development area in this quarter.

New to this quarter is the inclusion of results for the front desk at SA Water House. This service interaction is rated highly, due to the face to face interaction with friendly staff. Overall satisfaction for the Front Desk was 96% this quarter.

The Customer Experience Survey measures satisfaction with the experience customers received when asking a question, reporting a fault or applying for a new connection. It measures how customers see how we have helped them resolve their issue. These results reflect on the way our staff has talked to customers, helped them, the systems we have in place to serve our customers efficiently, and - to some extent - our image.

Methodology

- Our market research supplier **newfocus** undertakes our customer experience research on a weekly basis.
- Lists with details of customers who have contacted us in the previous week are supplied to **newfocus**. Customers are contacted by phone to take part in a 6.5 minute phone survey to provide feedback on their service experience.
- The results are reported 24/7 through our CX Dashboard and, in addition, this report is provided to outline quarterly trends. The data in this report is suitable for corporate reporting.
- Interviewing takes place on an ongoing basis ensuring continued customer feedback is received. The number of interviews conducted in Quarter 3 FY 16/17:

Service area	Interviews conducted
Account / general enquiries	250
Faults	350
Connections and minor land development	100
Total	700

Reading this report

- In some instances, the proportions of answers to questions presented in this report will not sum to 100% due to rounding of decimal places.
- Historical data, where available, is presented in this report.
- Question wording is provided at the end of this report.

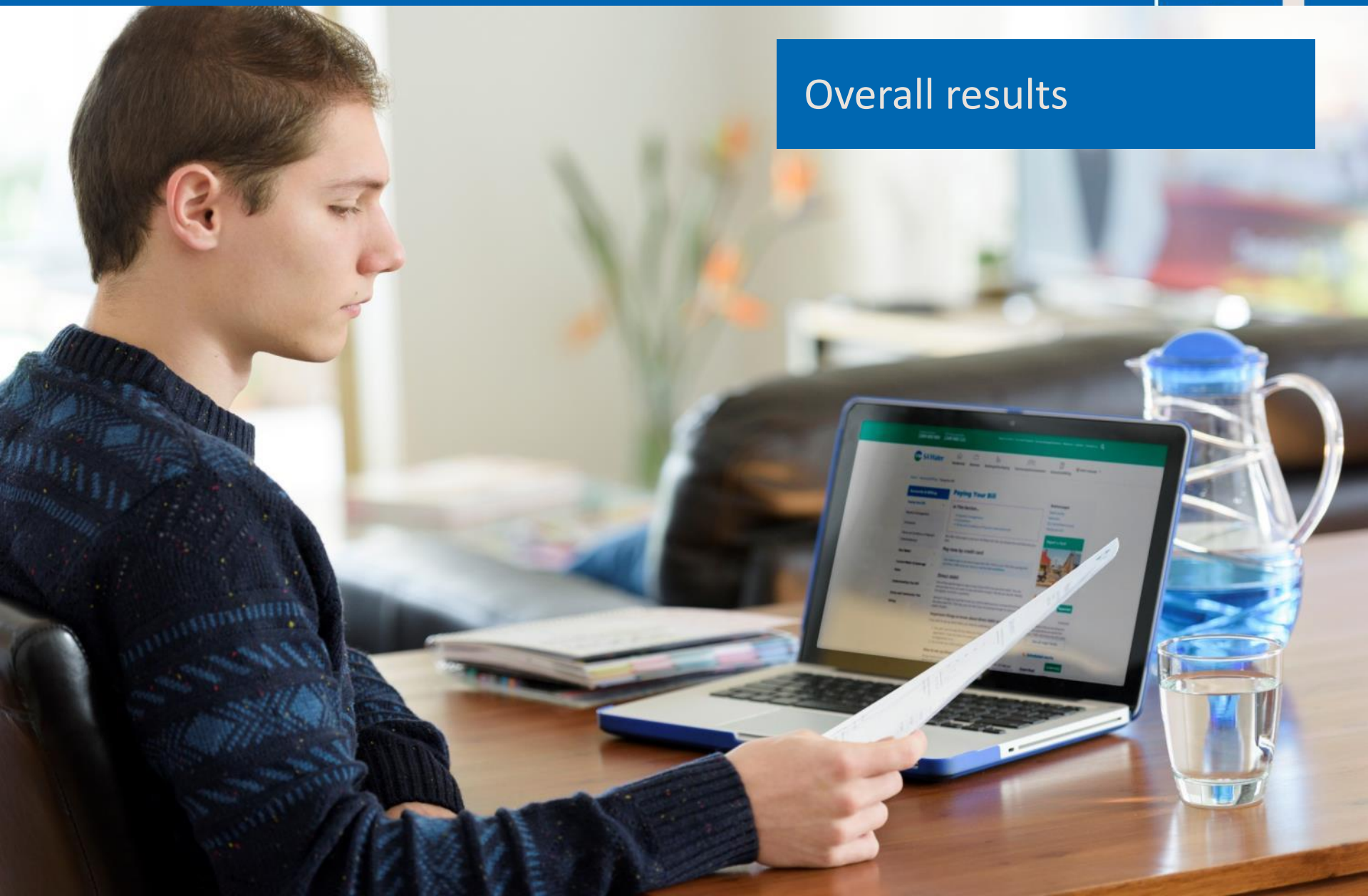


Government
of South Australia



SA Water

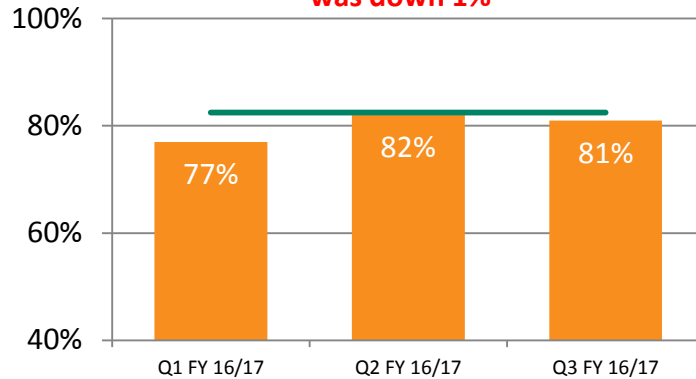
Overall results



Customer experience performance over time

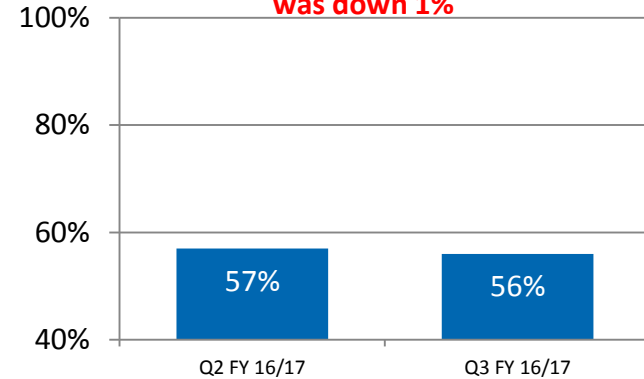
Customer satisfaction with experience

was down 1%

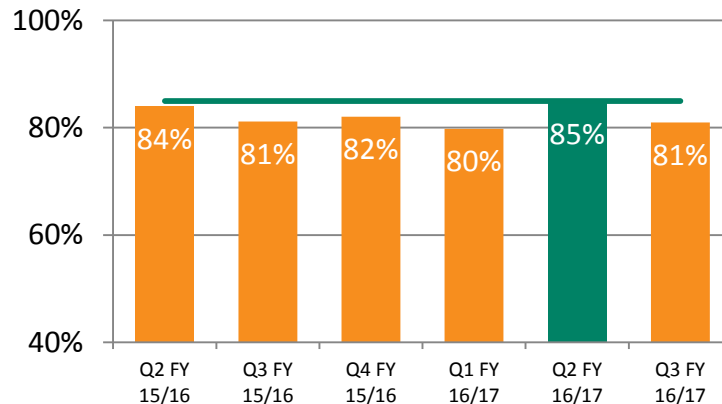


Promoters

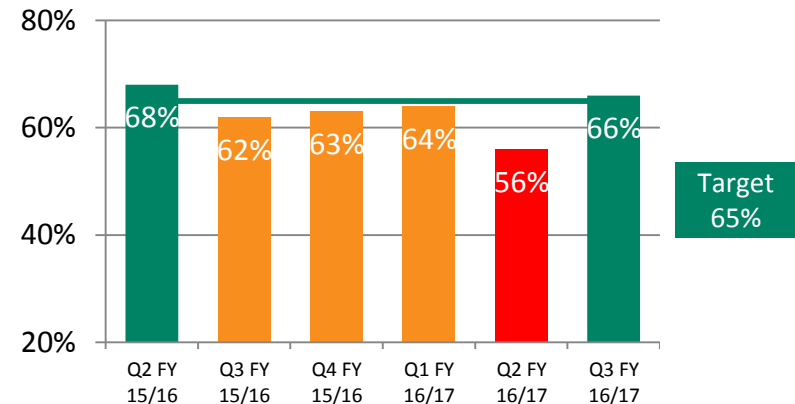
was down 1%



Ease **was down 4%**

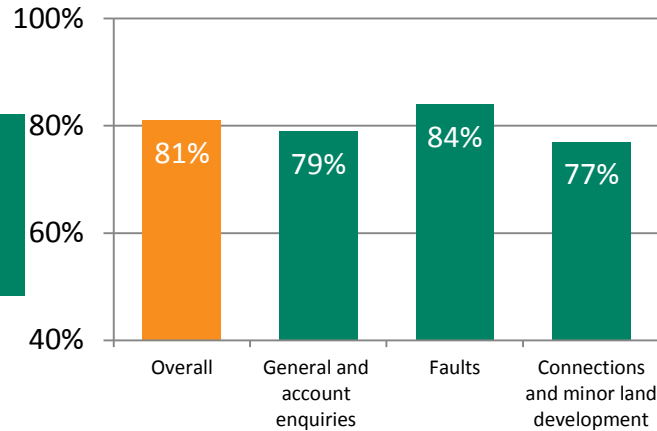


Being kept informed **was up 10%**

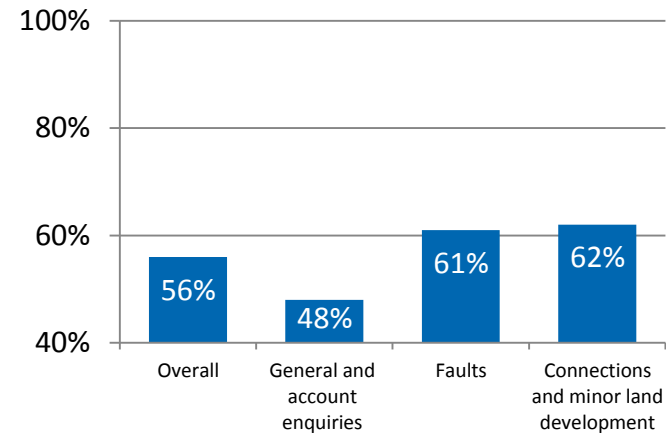


Customer experience performance by service area

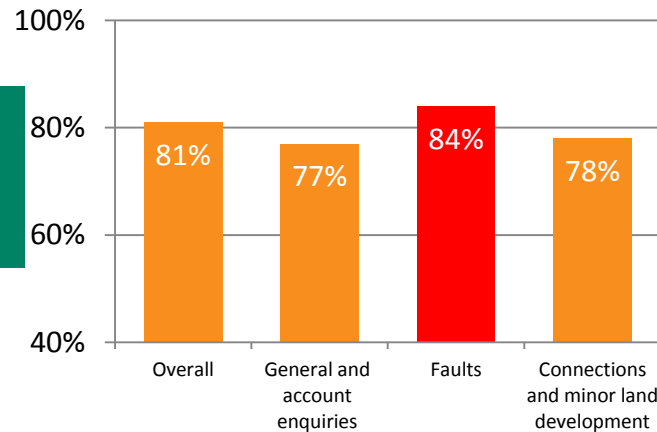
Customer satisfaction with experience



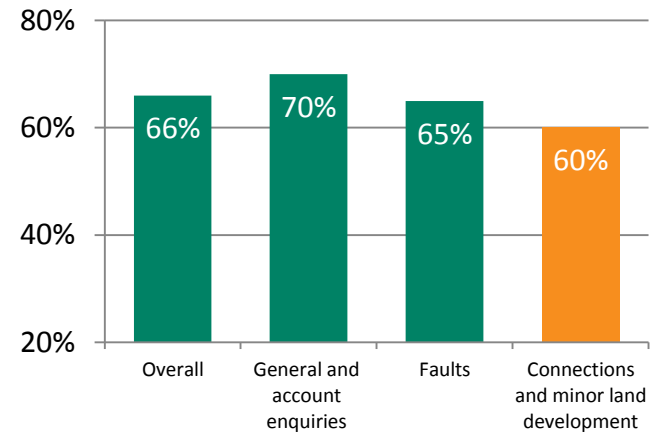
Promoters



Ease

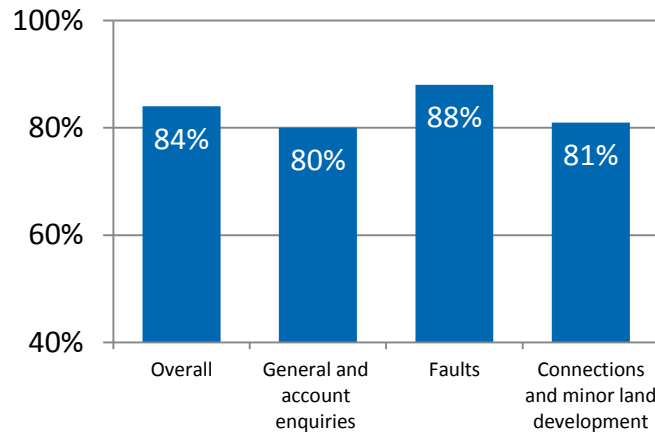


Being kept informed

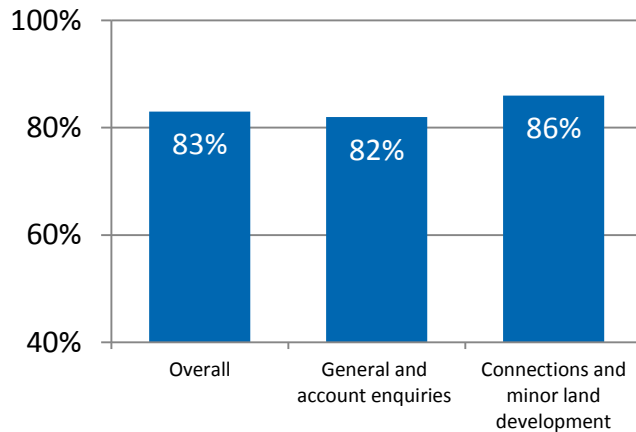


Overall performance Customer Contact teams

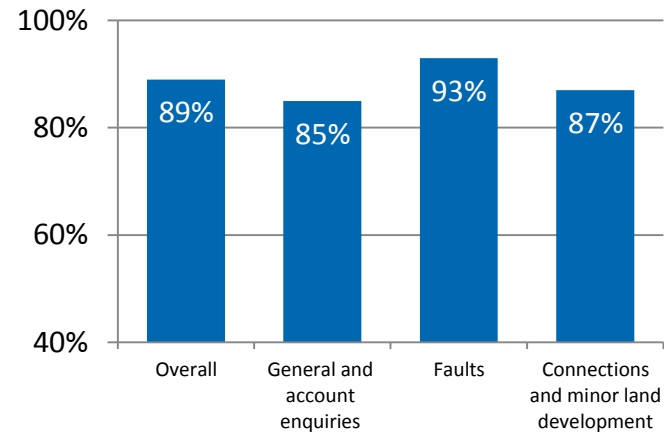
Explanation of situation and next steps



Staff knowledge



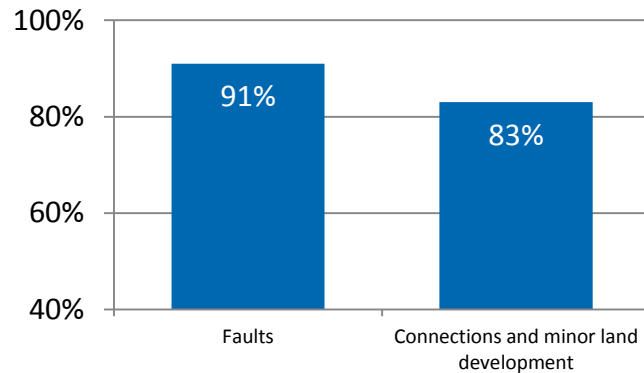
Helpfulness of staff



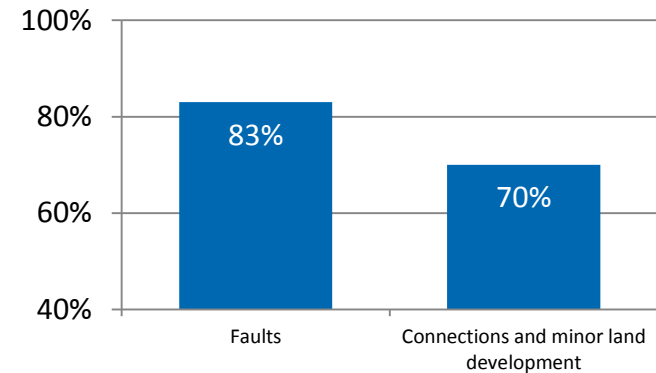
Data collected and verified by

Overall performance Field Maintenance Crews

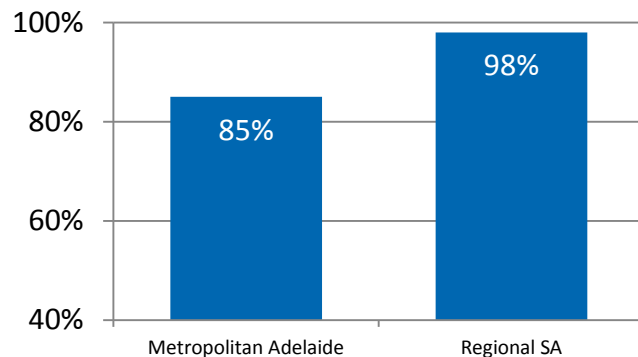
Overall satisfaction with field maintenance crew



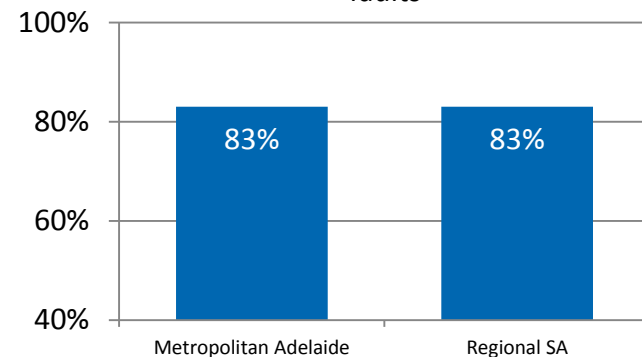
Time taken to complete the works



Overall satisfaction with field maintenance crew for faults



Time taken to complete the works for faults



Improving satisfaction with customers' experience

Customers were asked to provide a comment about their satisfaction rating to explain why they were satisfied or dissatisfied. Analysis of these comments helps us understand how we can improve customer satisfaction.

Why customers were satisfied with their experience

- We responded quickly or within the timeframe we said we would
- We fixed our customers' problem or answered their question
- Our staff was friendly and helpful

Compared to Q2 FY 16/17

In Q3 customers continued to be satisfied because of our quick response times, and friendly and helpful staff.

How to improve satisfaction

- Provide confirmation that issue has been resolved
- Take less time to resolve issues



(Very) satisfied
(score 7-10)
81%

- Take less time to resolve issues
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Ensure that customer agrees that issue has been resolved



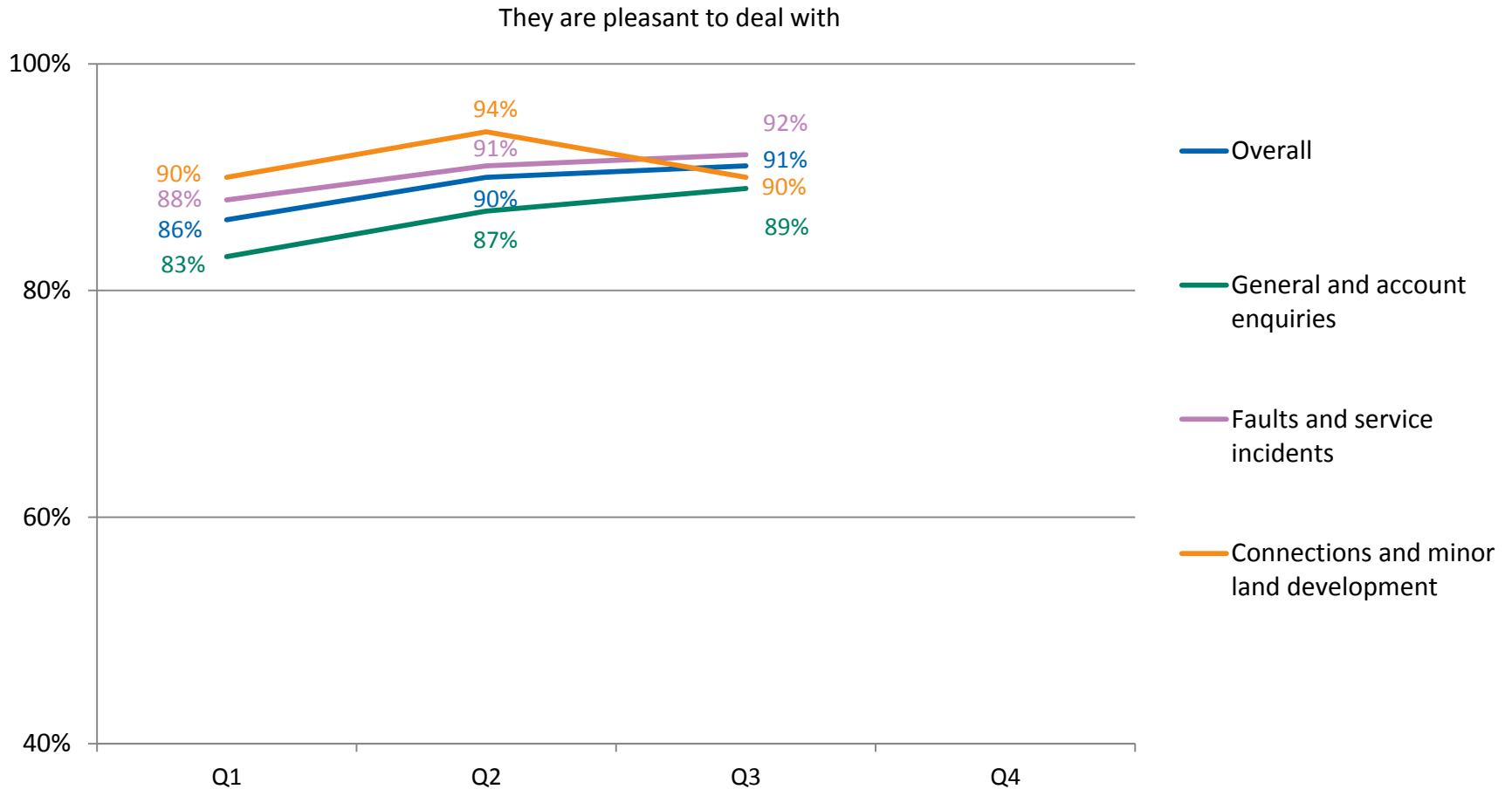
Neutral
(score 4-6)
10%

- Ensure that customer agrees that issue has been resolved
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Take less time to resolve issues



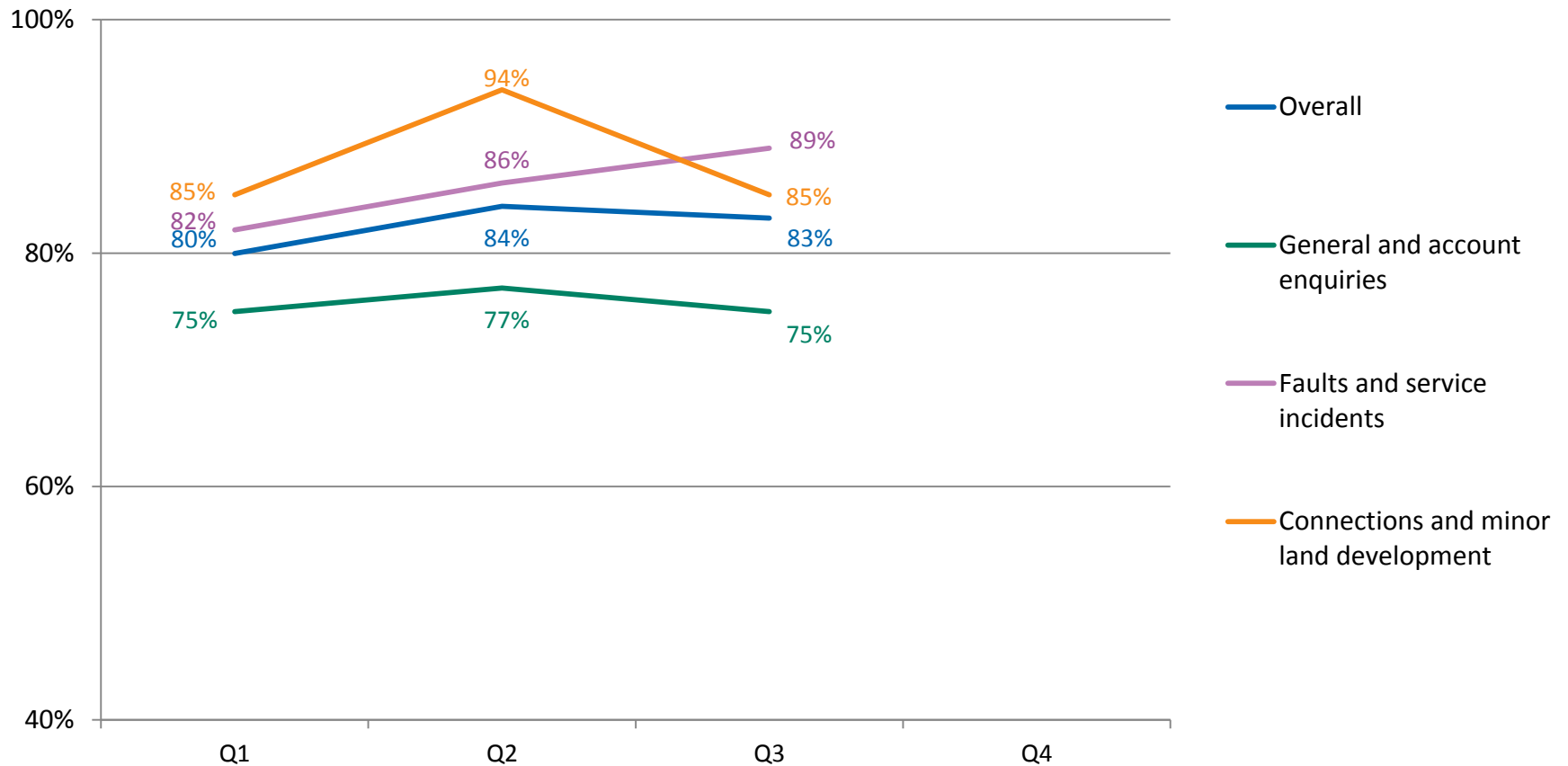
(Very) dissatisfied
(score 0-3)
9%

Customer commitments by service area



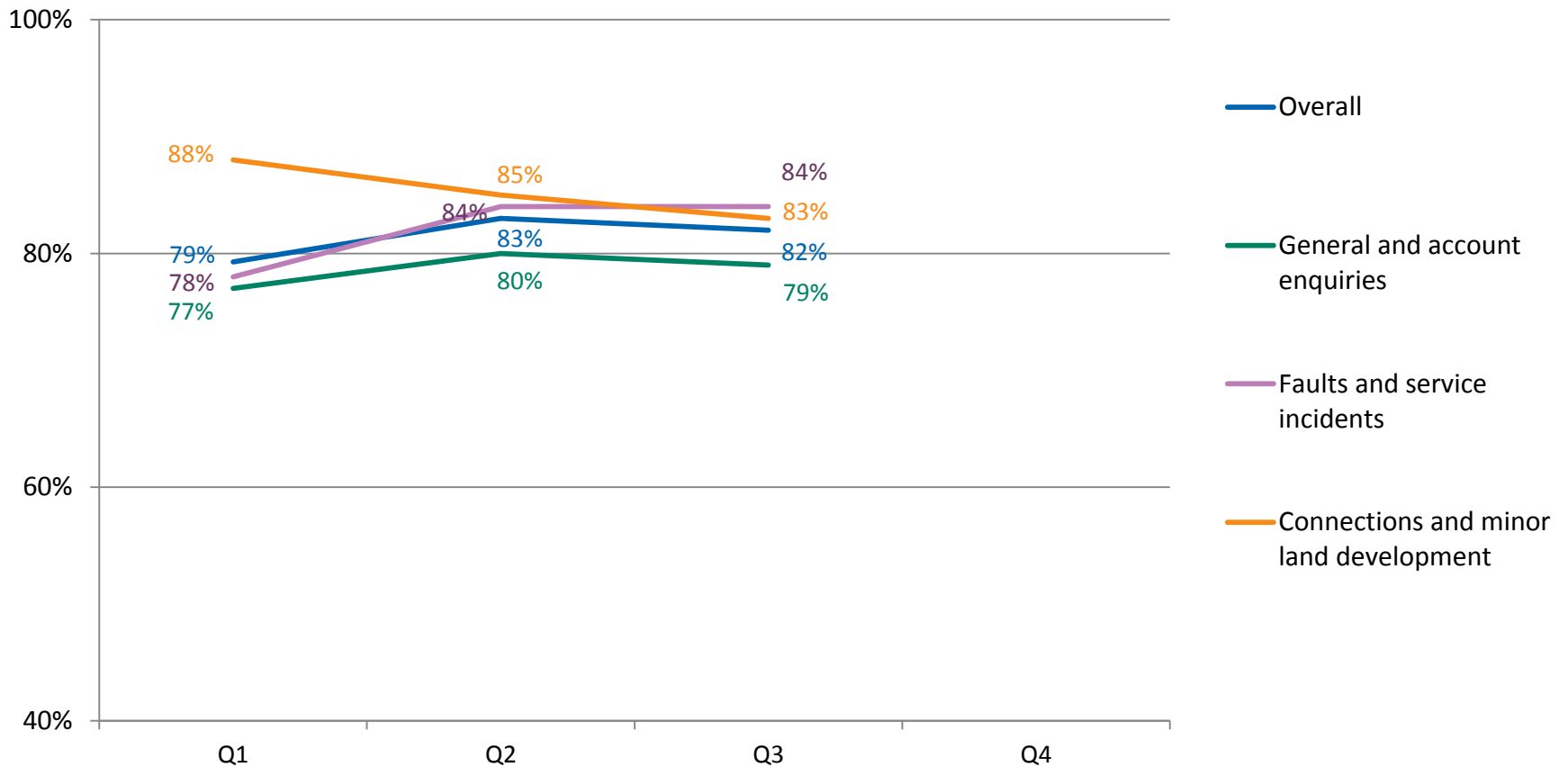
Customer commitments by service area

They are skilled at what they do



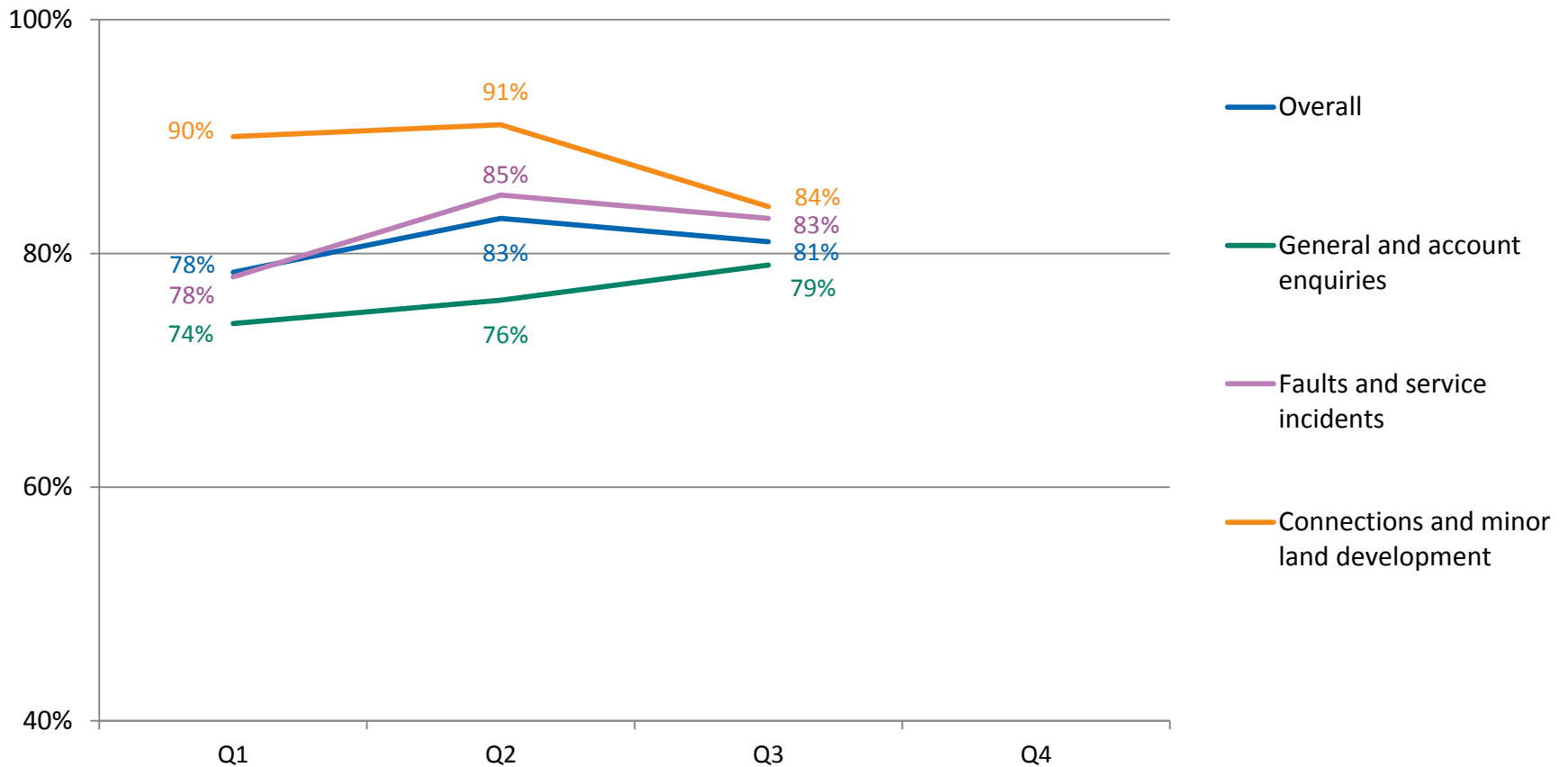
Customer commitments by service area

They listen to your needs

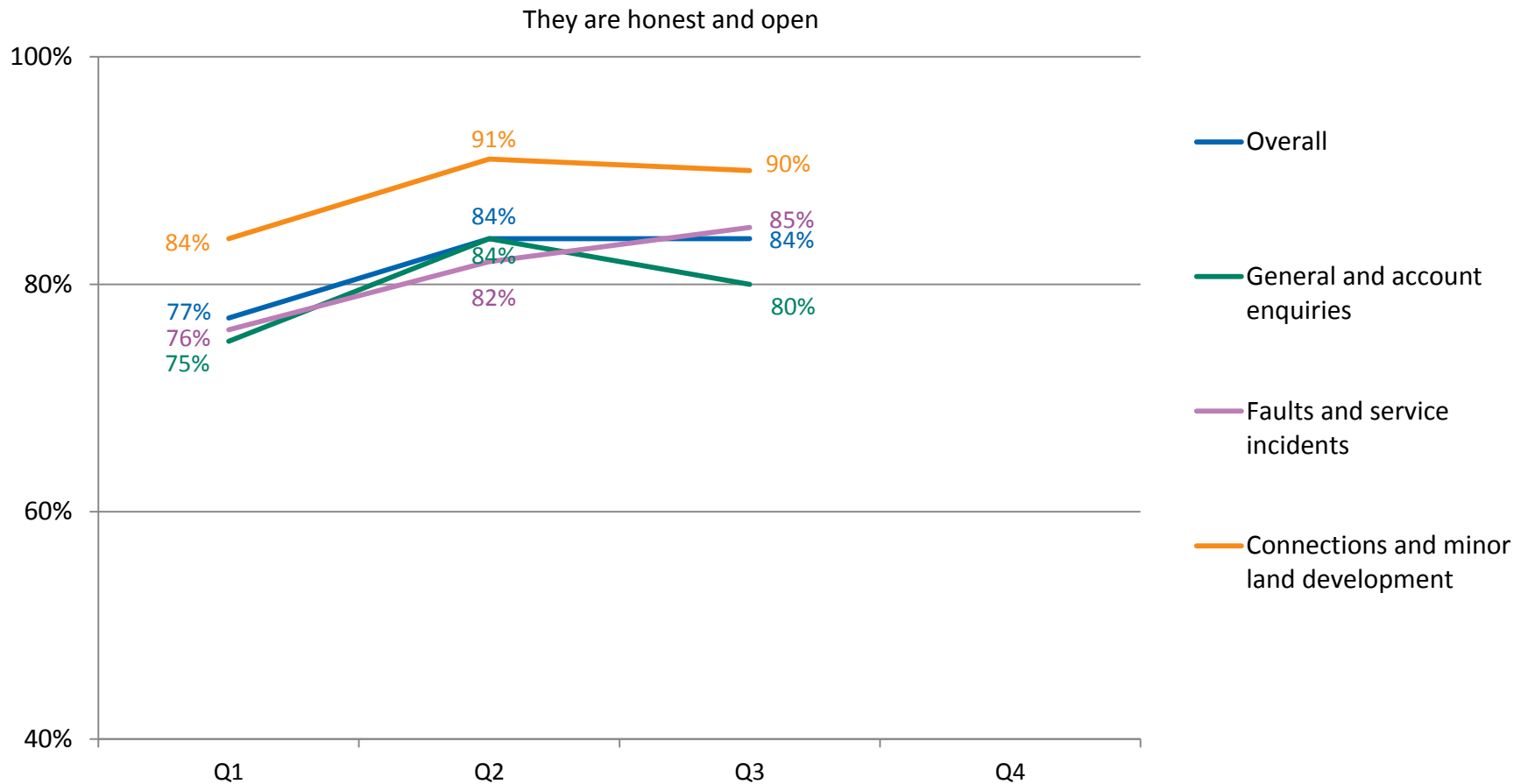


Customer commitments by service area

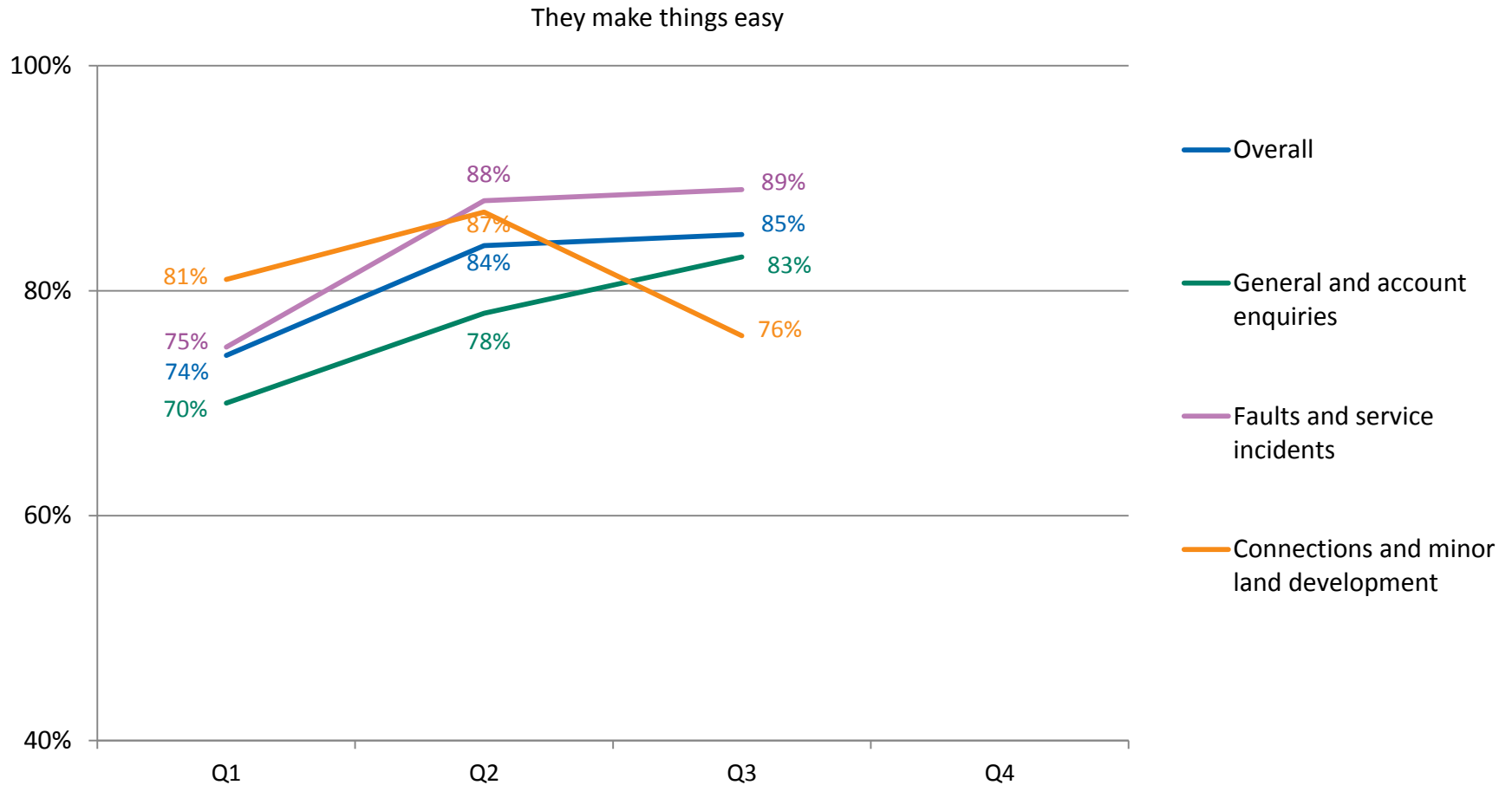
They do what they say they'll do



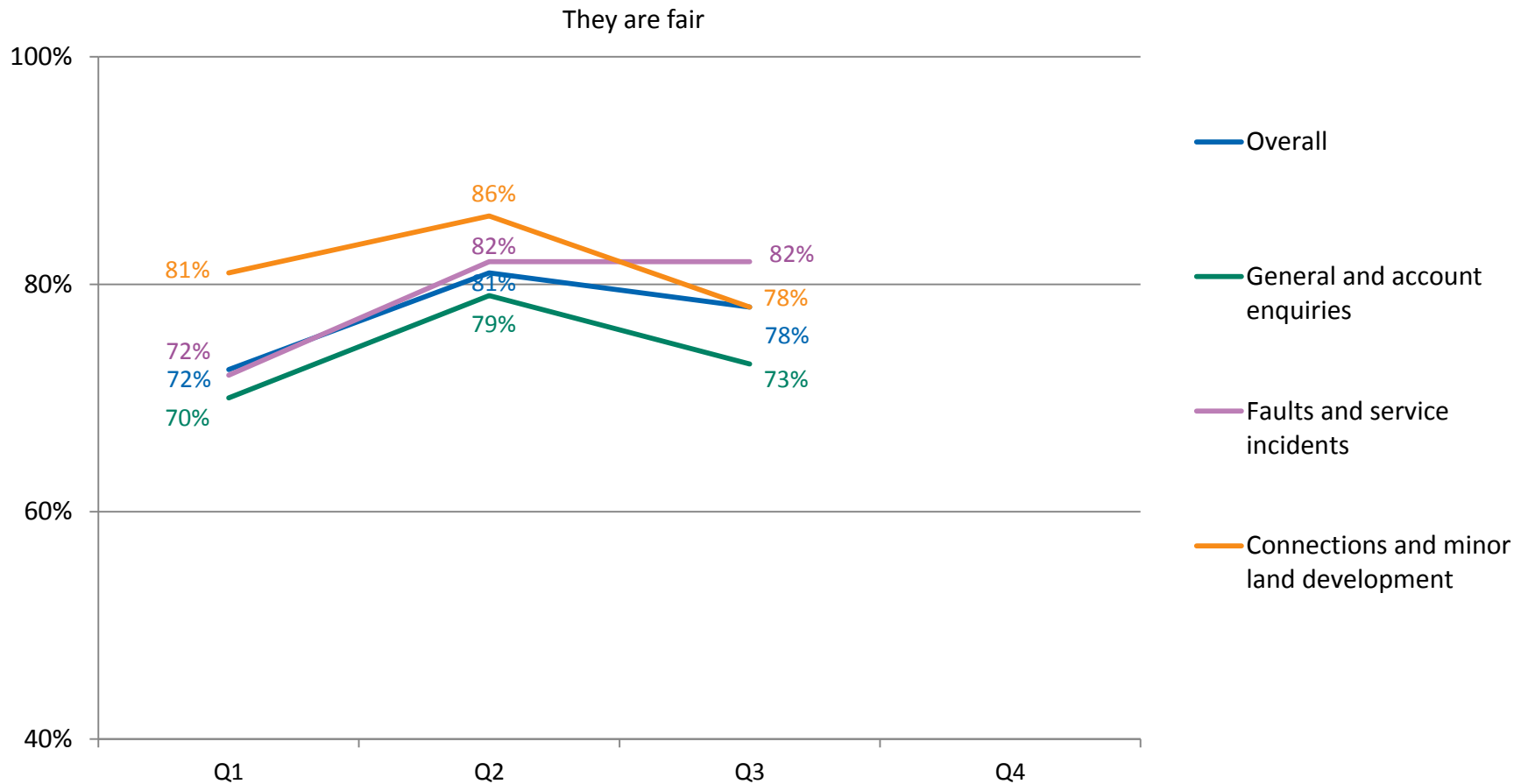
Customer commitments by service area



Customer commitments by service area

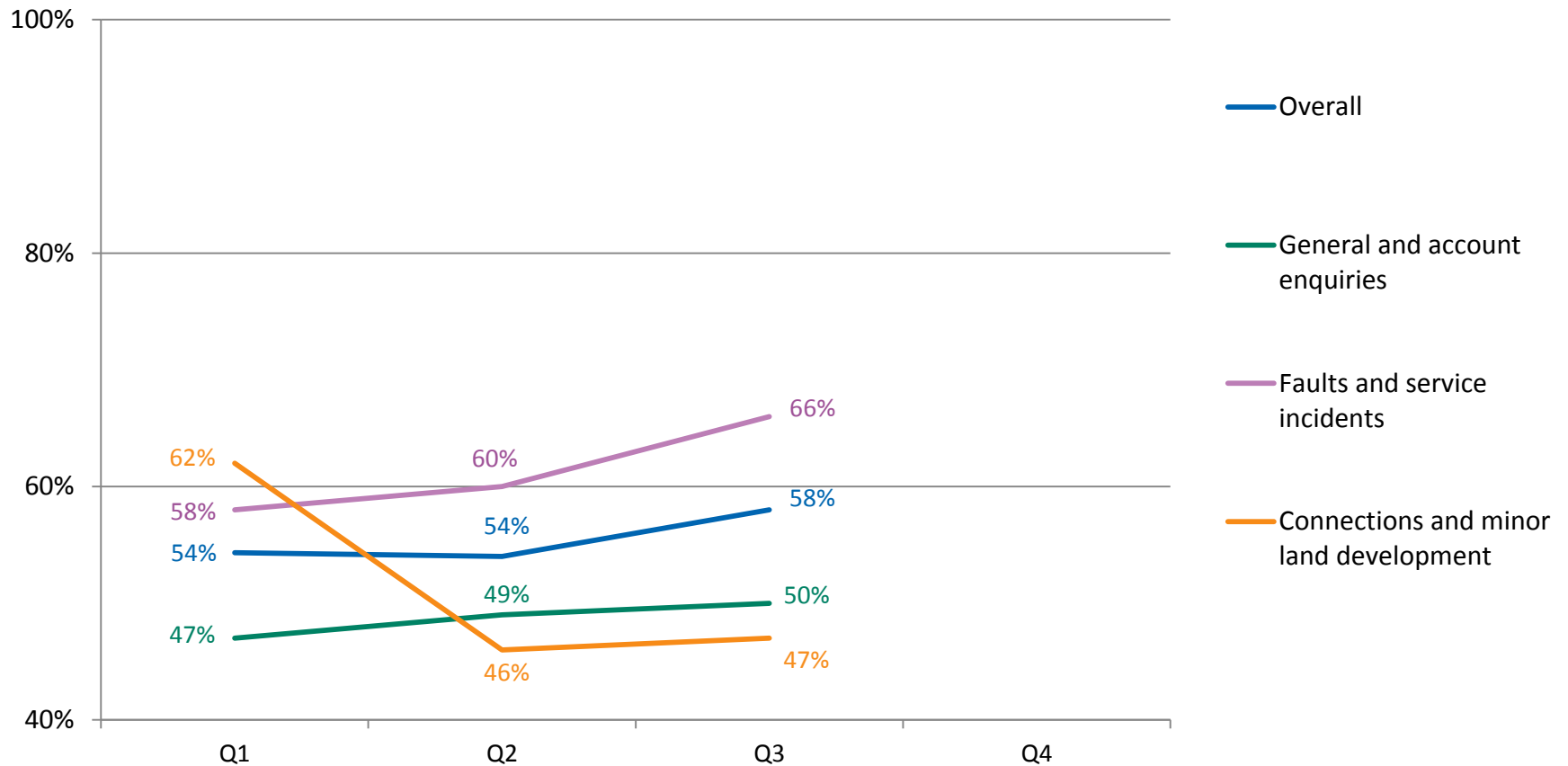



Customer commitments by service area



Customer commitments by service area

They deliver value for money




A photograph of a call center environment. In the foreground, a man with short brown hair, a beard, and glasses is wearing a black headset with a microphone. He is looking slightly to his right with a pleasant expression. Behind him, several other employees are visible, also wearing headsets, though they are out of focus. The background is bright and appears to be a modern office or call center setting.

General and account enquiries

General and accounts enquiries are any questions or requests that are related to SA Water in general or to a customer's account.

General and accounts enquiries

How we made significant improvements to our customer experience in Q3



This quarter we saw mixed results for general and accounts enquiries but also significant improvements for written correspondence.

Overall satisfaction with the customer experience with general and account enquiries was stable at 79%, exceeding the area's target of 70%. After a peak in satisfaction with ease last quarter, the results have decreased to levels comparable with other previous results (77%, below the 80% target).

About half (48%) of customers fell into the Promoters category, meaning they are customers who are satisfied and likely to talk to others about their experience. Satisfaction with being kept informed saw a significant improvement from 53% in the previous quarter to 70% currently, which is above its target of 65%.

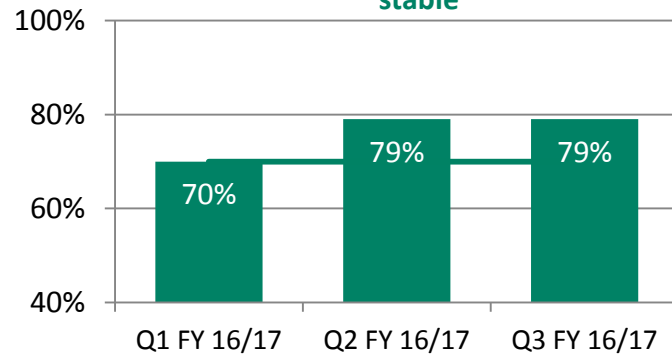
Compared to the previous quarter, customers were more likely to be satisfied because we fixed their issues or answered their questions, and we did so quickly. Consistent with previous results, the main opportunities to improve satisfaction were:

- Ensuring that customers agree that an issue has been resolved; and
- Providing progress updates or confirmation of resolution.

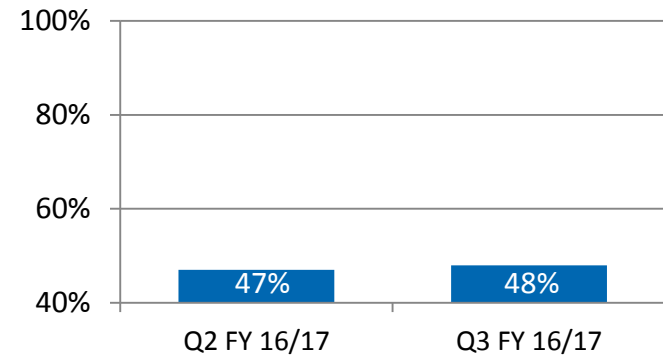
In January 2017 a Complex Correspondence team was created to better serve customers who contact us through email or written letter. As a result, there have been significant improvements of satisfaction with written correspondence. The satisfaction with the response addressing the enquiry improved significantly, from 71% in previous quarter to 91% currently. Similarly, improvements were noted for agreement that the information was easy to understand (93% versus 88% previously), and the satisfaction with professionalism of the correspondence (95% versus 89% previously). In previous results the perceived response time would usually contain more than 10% of customers indicating a response time longer than 10 business days. Currently all customers noted a response time under 10 business days, with 39% quoting a same business day response.

Customer experience performance

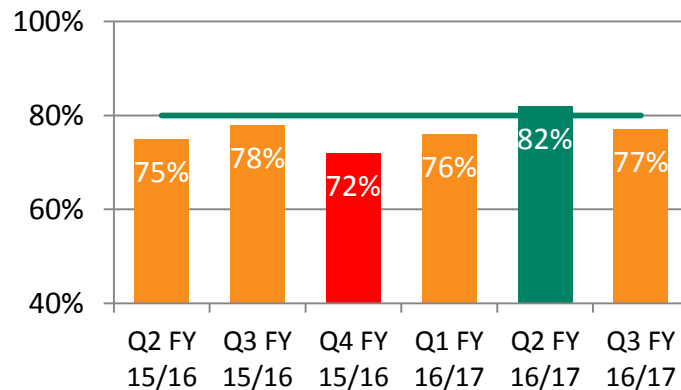
Customer satisfaction with experience **was stable**



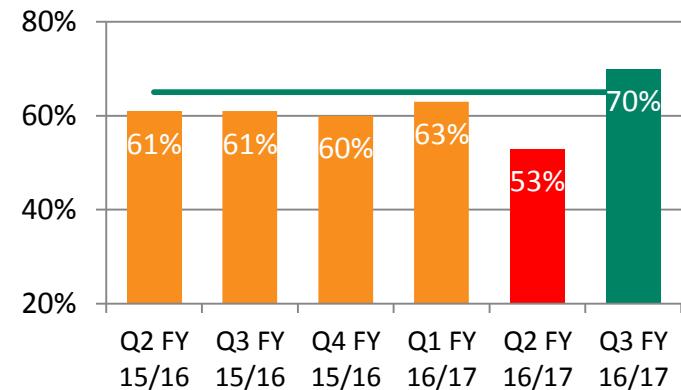
Promoters



Ease **was down 5%**

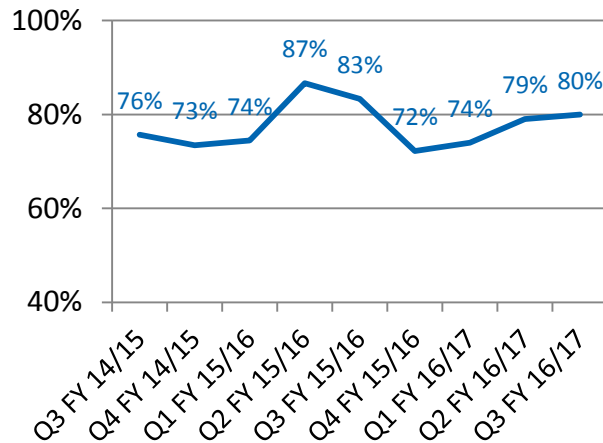


Being kept informed **was up 17%**

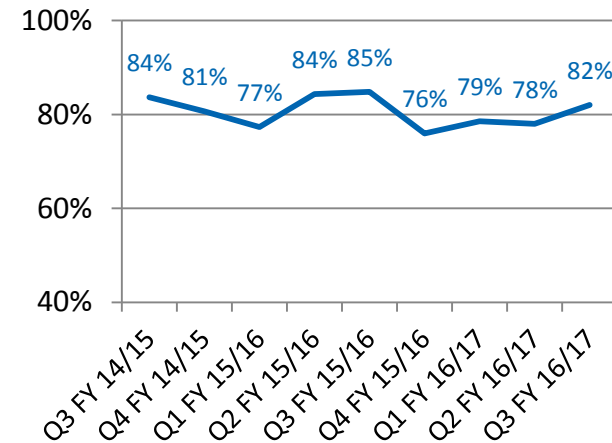


CCC service elements

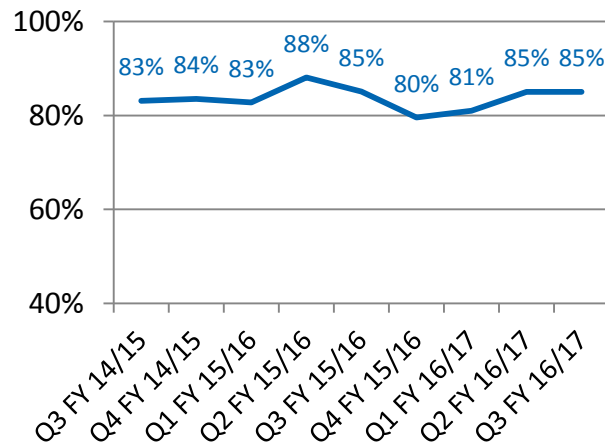
Explanation of situation and next steps



Staff knowledge



Helpfulness of staff



Improving satisfaction with customers' experience

Customers were asked to provide a comment with their satisfaction to explain why they were satisfied or dissatisfied. Analysis of these comments helps us understand how we can improve customer satisfaction.

Why customers were satisfied with their experience

- We fixed customers' issues or answered their question
- We did so quickly or in the timeframe we said we would
- Our staff was friendly and helpful

Compared to Q2 FY 16/17

In Q3 customers were more likely to be satisfied because we fixed their issues and did so quickly.

How to improve satisfaction

- Ensure that customer agrees that issue has been resolved
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved



(Very) satisfied
(score 7-10)
79%

- Ensure that customer agrees that issue has been resolved
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Work on solutions that meet customers' needs
- Improve customers' trust in water meter reading



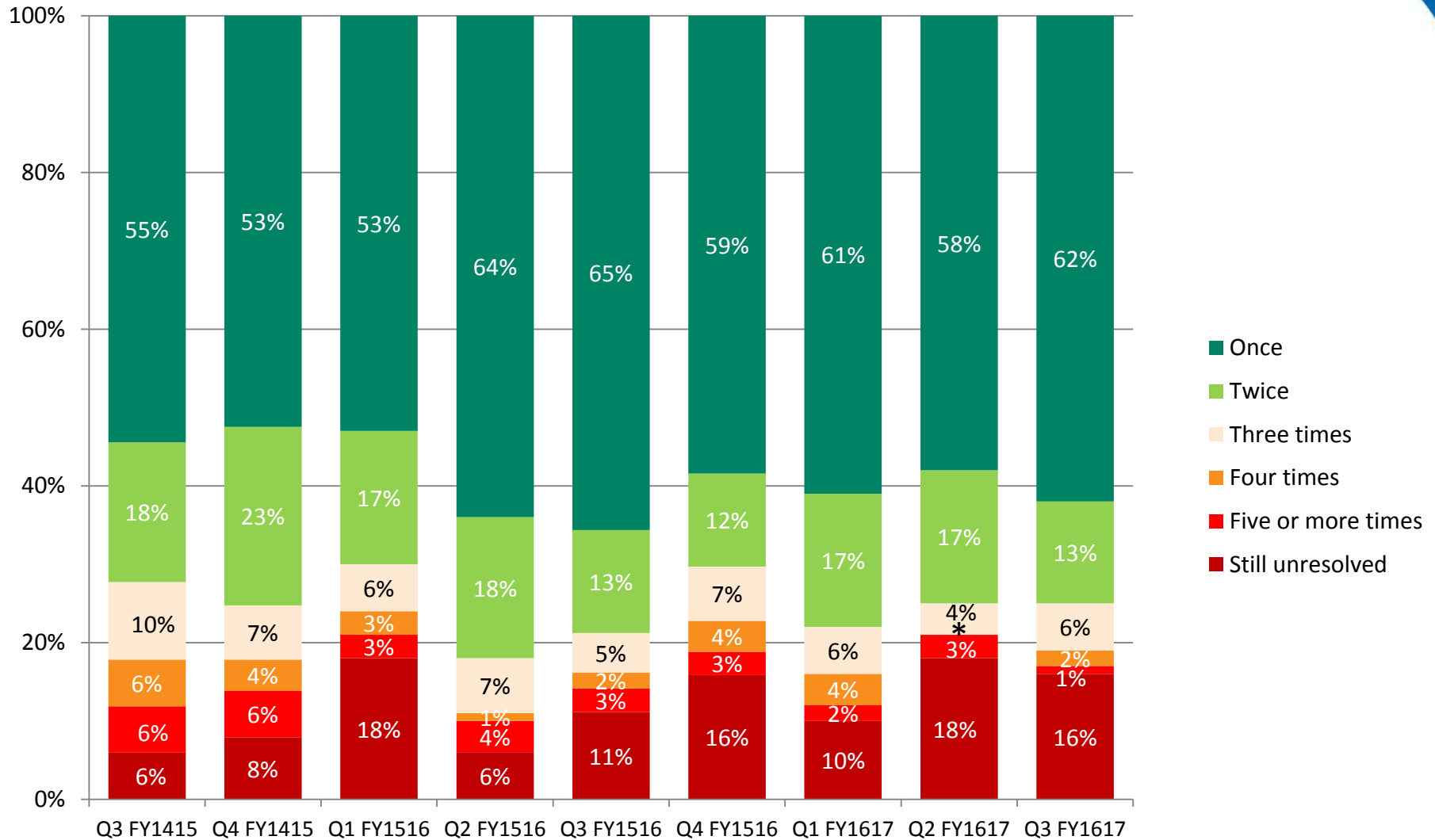
Neutral
(score 4-6)
9%

- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Ensure that customer agrees that issue has been resolved
- Work on solutions that meet customers' needs
- Work on staff friendliness



(Very) dissatisfied
(score 0-3)
12%

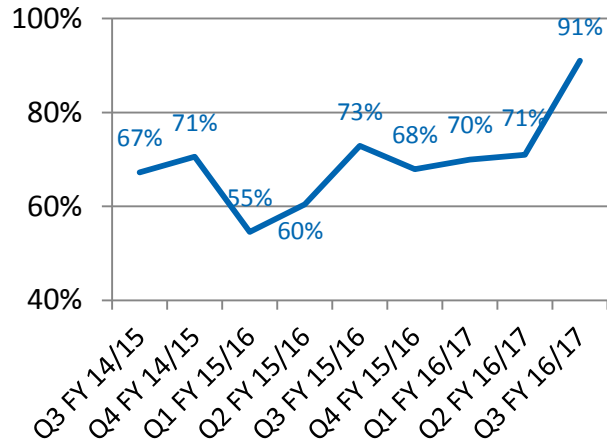
Times contacted to resolve issue



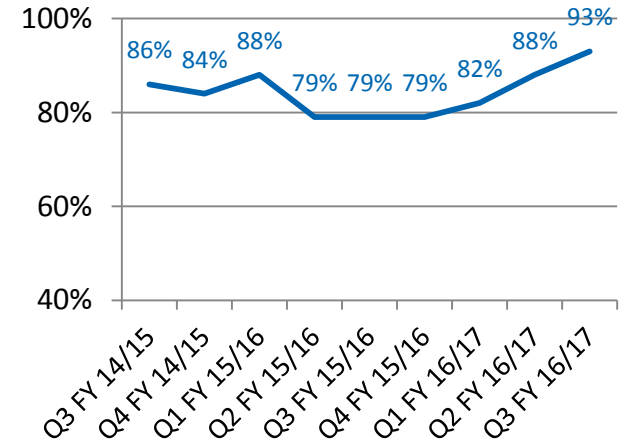
Data collected and verified by

Written correspondence

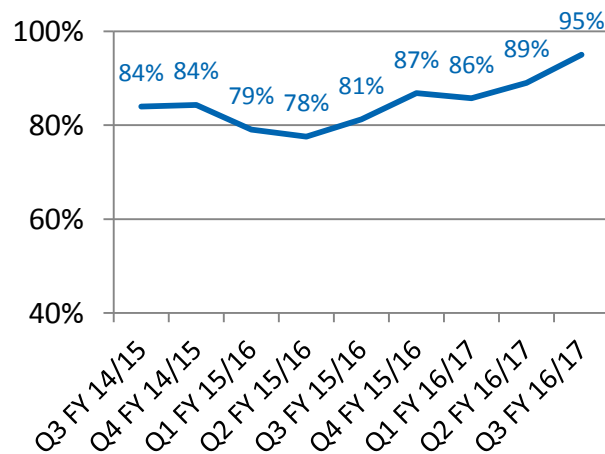
Response addressed enquiry



Information easy to understand

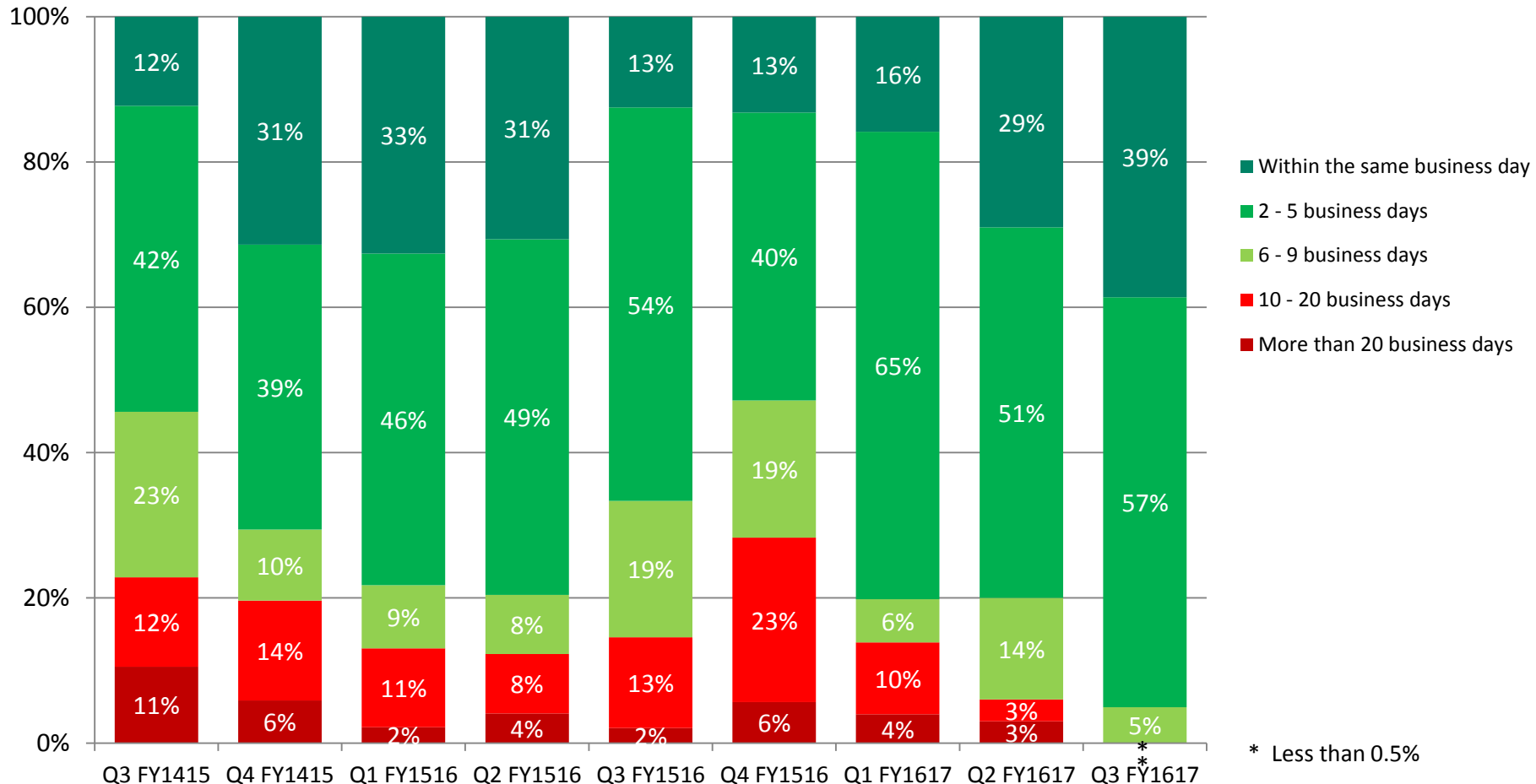


Professionalism of correspondence



Written correspondence

Response time (perceived)



Data collected and verified by

Front Counter



Front counter survey











The Front Counter at SA Water serviced 1321 customers in Q3. Customer predominantly attend the front counter with a general or account enquiry. Customers have the option to fill out a short questionnaire about their experience with this service. 178 questionnaires were completed in Q3.






Overall satisfaction with the Front Counter was down 3% from Q2 to 96% (target 82.5%) and Ease of having their issue resolved was up 1% from Q2 to 92% (target 85%).



Most satisfied customers commented on staff being very helpful, professional and polite and appreciate that there is someone they can talk to face to face.

The issues raised were mainly general comments about the price of water for pensioners and wanting to access their bill by email.

WE'RE HERE TO LISTEN
Your feedback will help us improve the way we work.

• How satisfied were you with the service you received today?
         
Very Dissatisfied Very Satisfied



• How easy was it to have your issue resolved?
    
Very Hard Very Easy

• Has your issue been resolved?  
No Yes

Is there anything we can do differently next time to improve your experience?

• Why did you visit us today?
☐ Account Payment ☐ Deceased Estate
☐ Account Query ☐ Connection Enquiry
☐ Water Consumption ☐ Other _____ (please specify)
☐ Conveyancer Query/Payment

• If you would like someone to contact you about the feedback you have given, please provide your name and details
Name _____ Phone/Email _____

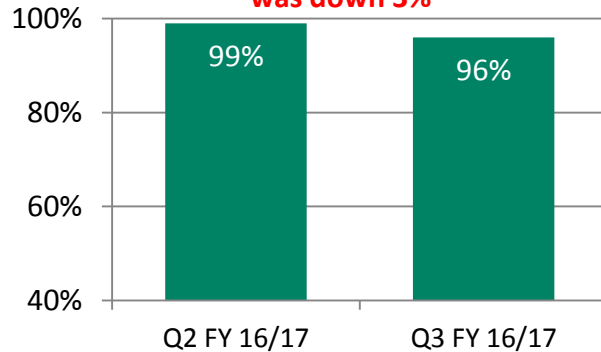
 

Thank you for taking the time to fill out this survey

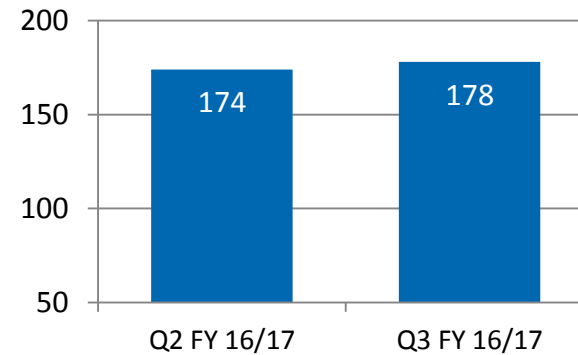
Customer Experience Performance

Customer satisfaction with the service

was down 3%

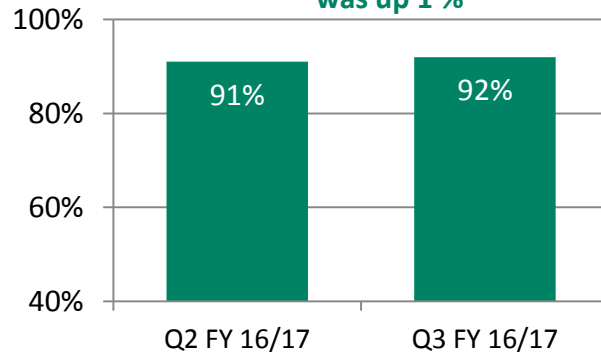


Number of surveys

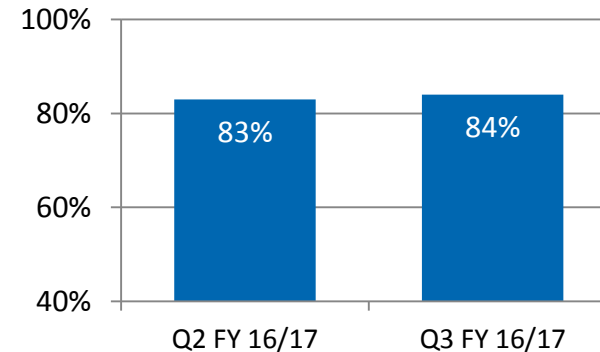


Ease of having their issue resolved

was up 1%



Issue resolved



A photograph of a city street scene. In the foreground, a worker in an orange high-visibility shirt and white hard hat is kneeling, working on a pipe. Another worker in a similar outfit stands to the left. A large white vacuum truck with a black hose is on the right. In the background, there are tall apartment buildings, a red car, a yellow bus, and a traffic light. A green text box with the word 'Faults' is in the upper right.

Faults

The Faults and service incidents results relate to customer contacts with our Customer Care Centre to report a fault or incident with our water supply and sewer networks.

Faults and service incidents

How we made significant improvements to our customer experience in Q3

Changes in how we communicate with customers lead to improvements in keeping customers informed for faults and incidents.

Overall satisfaction among customers who reported a fault or service incident improved slightly to 84% (83% previously). The proportion of Promoters among these customers was stable at 61%. Satisfaction with ease in having an issue resolved decreased by 6% to 84%, which is below the target of 90%.

In Q3 new calling cards for crews were introduced to improve how we communicate with customers when we attend faults or incidents on their property. The satisfaction amongst customers with being kept informed increased to 65%, from 53% in the previous quarter. This measure was on target for this quarter.

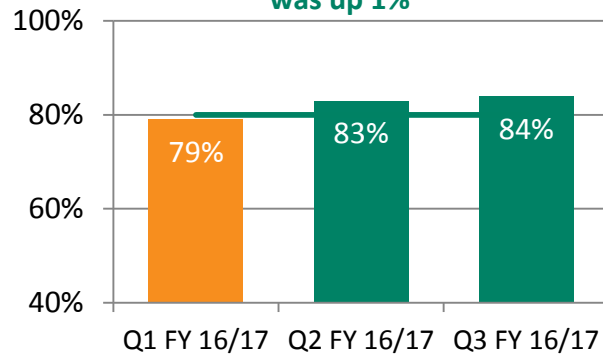
Customers were most likely to be satisfied with our prompt service, and issues being fixed within the timeframe given. In Q3 customers were more likely to be satisfied because of our friendly and helpful staff, and less likely because of our quick response and their issue being resolved compared to previous quarters.

Options for improving satisfaction as mentioned by customers were our communication while we resolve the issue, and providing a confirmation after issue resolution.

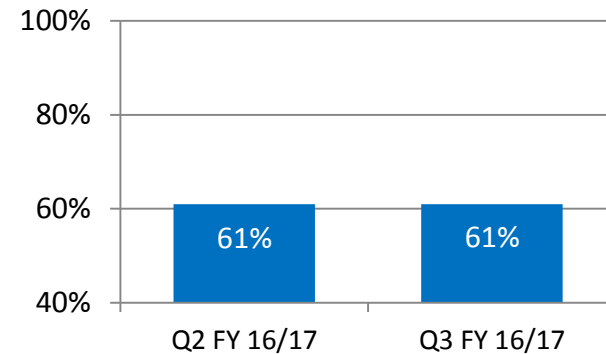
Customer experience performance

Customer satisfaction with experience

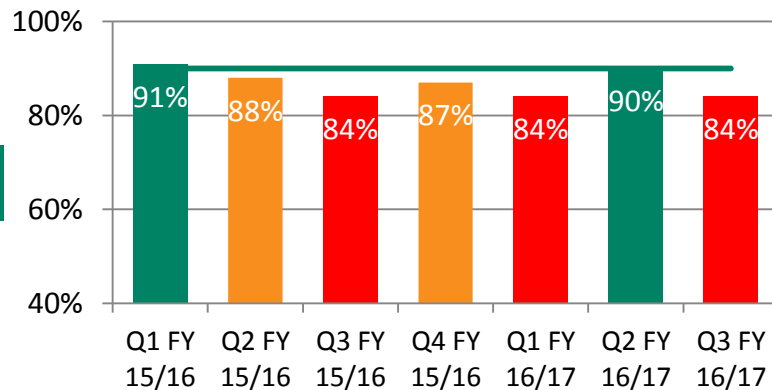
was up 1%



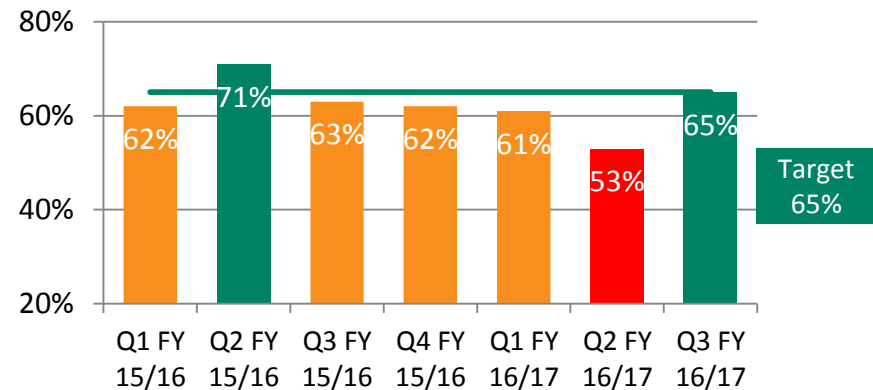
Promoters



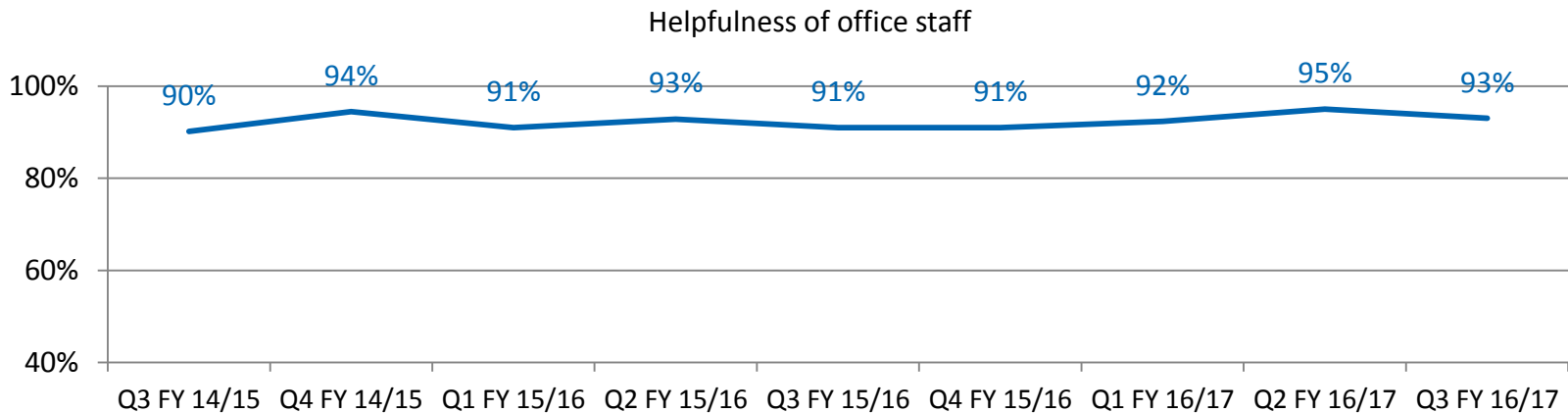
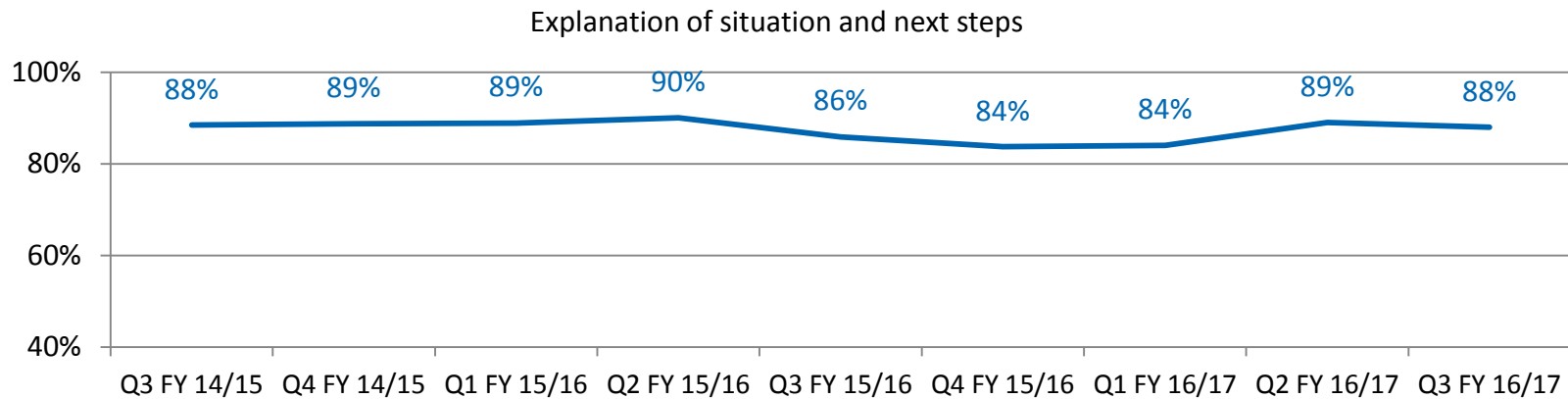
Ease was down 6%



Being kept informed was up 12%



CCC performance by service element



Improving satisfaction with customers' experience

Customers were asked to provide a comment about their satisfaction rating to explain why they were satisfied or dissatisfied. Analysis of these comments helps us understand how we can improve customer satisfaction.

Why customers were satisfied with their experience

- Our service was prompt and issues were fixed within the timeframe
- We fixed customer's issues or answered their question
- Our staff was friendly and helpful

Compared to Q2 FY 16/17

In Q3 customers were more likely to be satisfied because of our friendly and helpful staff, and less likely because of our quick response and their issue being resolved.

How to improve satisfaction

- Provide confirmation that the issue has been resolved
- Improve communication while the issue is being resolved



(Very) satisfied
(score 7-10)
84%

- Ensure that customer agrees that issue has been resolved
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Work on solutions that meet customers' needs
- Improve customers' trust in water meter reading



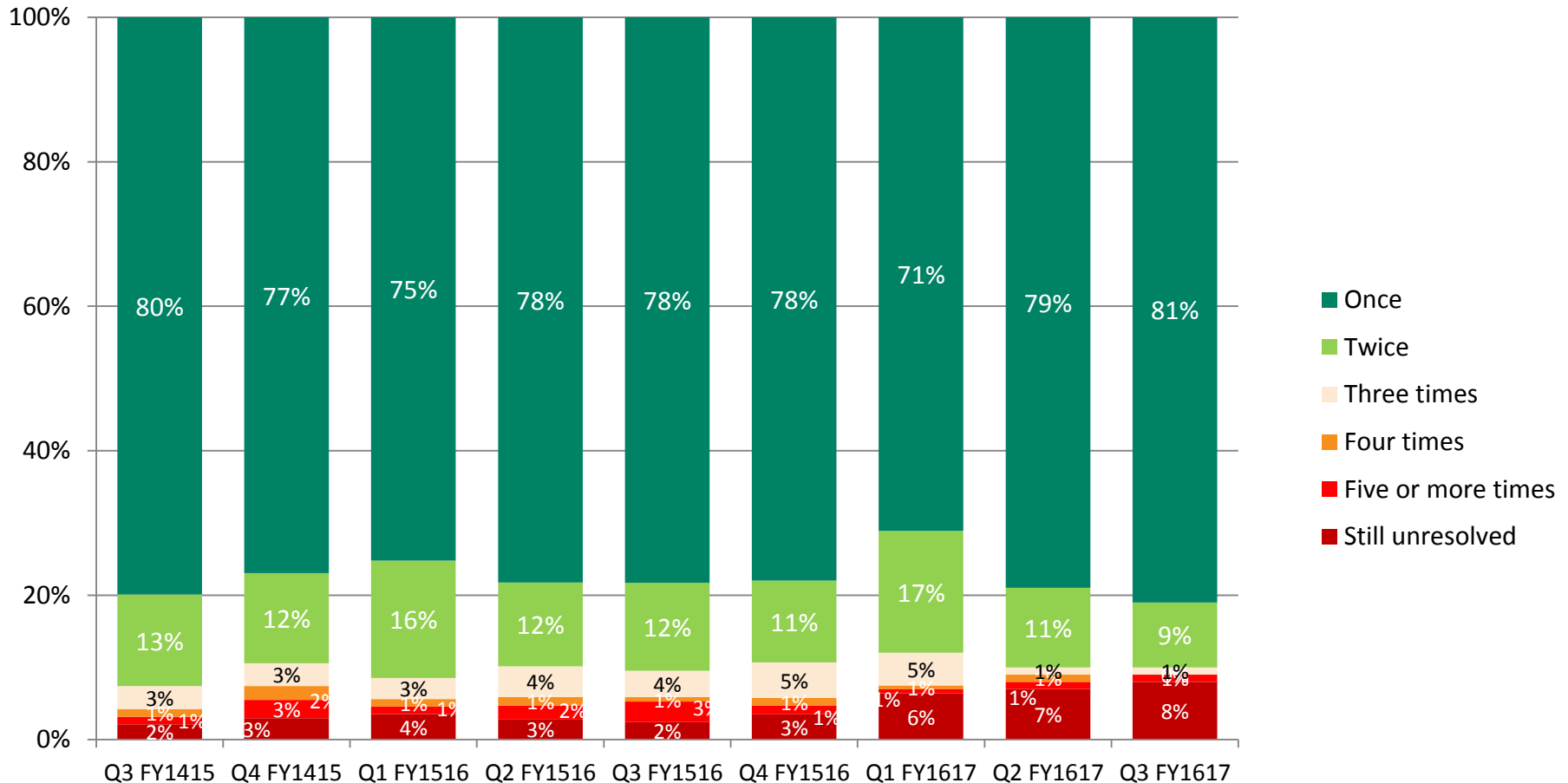
Neutral
(score 4-6)
8%

- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Work on staff communication skills to remove distrust
- Work on solutions that meet customers' needs
- Work on staff friendliness



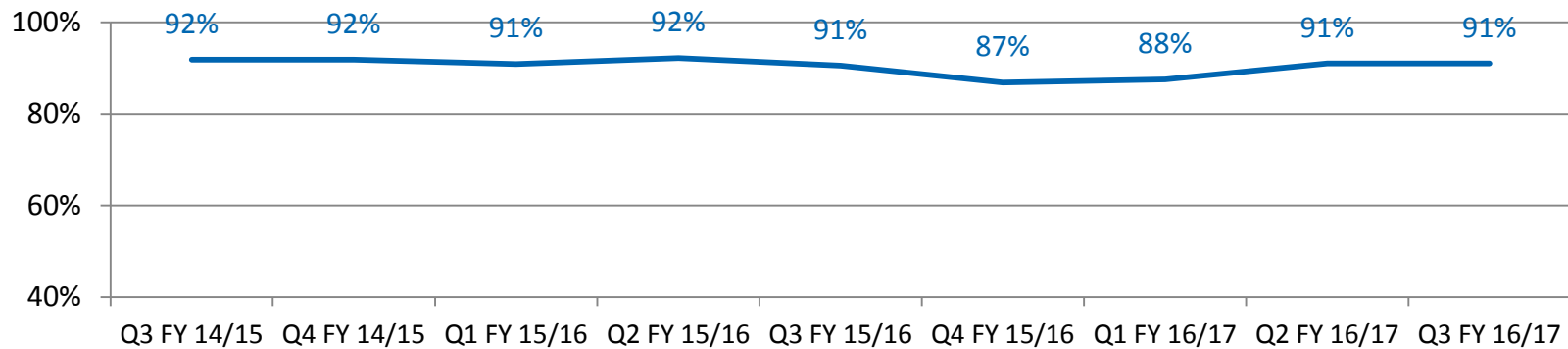
(Very) dissatisfied
(score 0-3)
8%

Times contacted to resolve issue

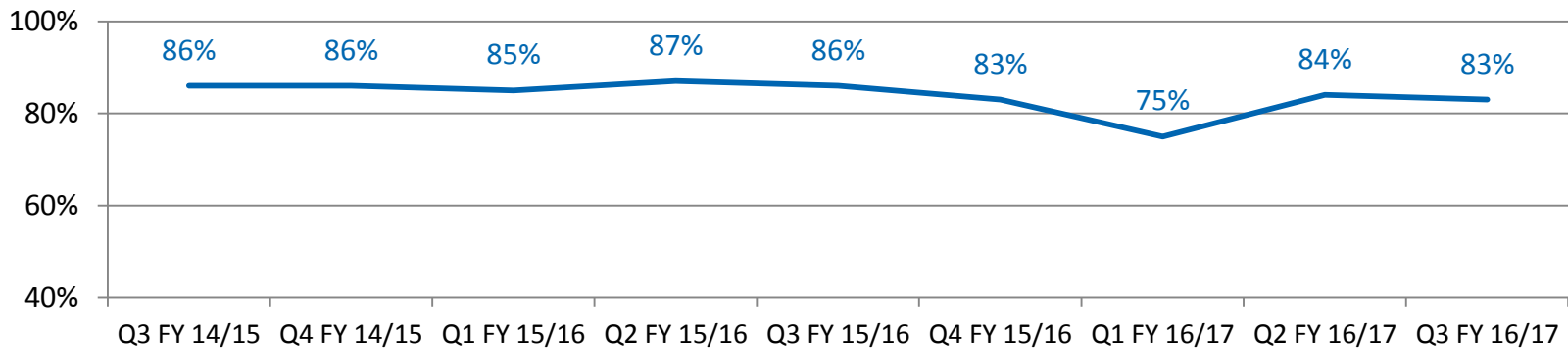


Field crews

Overall satisfaction with field maintenance crew

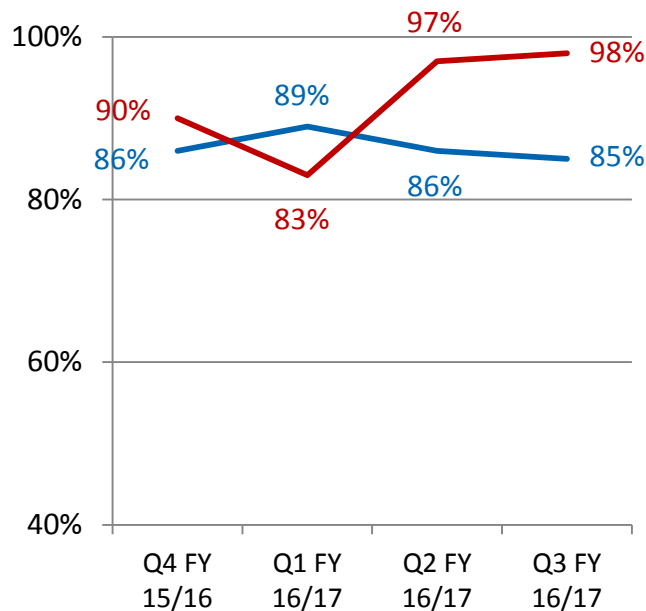


Time taken to complete works

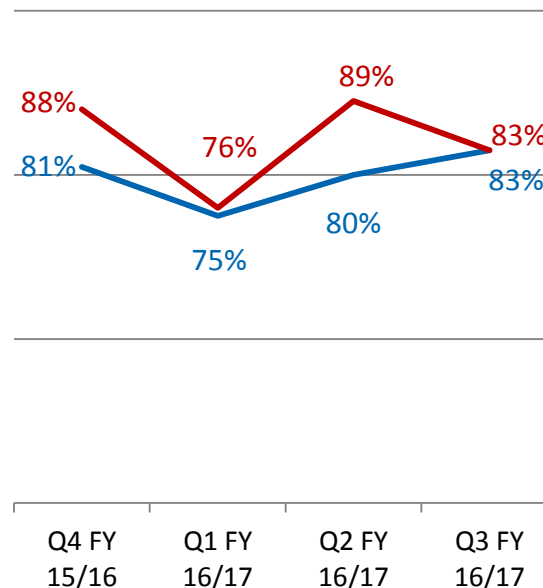


Field crews – metro versus regional areas

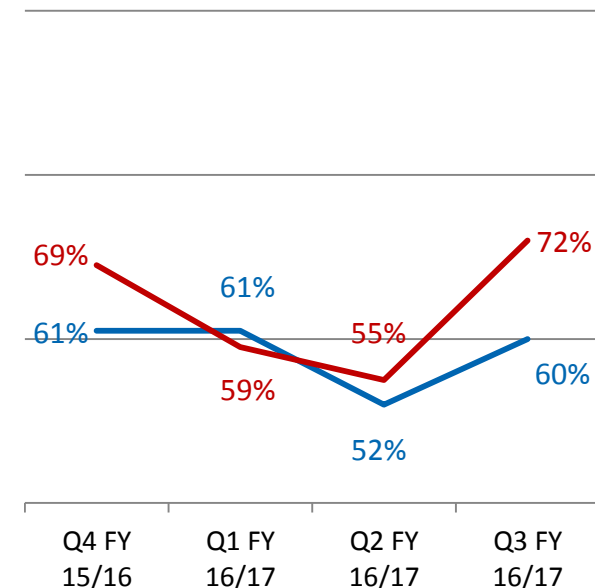
Overall satisfaction with field maintenance crew



Time taken to complete works



Keeping customers informed



— Metropolitan areas

— Regional areas

A photograph of a construction site. In the foreground, a worker in a white hard hat and a high-visibility yellow vest is kneeling, holding a clipboard. Another worker in an orange safety vest stands nearby. In the background, a white truck with 'ALDOM ENGINEERING' on its side and a white excavator are visible. Orange traffic cones are placed along the edge of a road. The scene is outdoors with trees in the distance.

Connections and minor land development

The Connections and minor land development results relate to customer contacts for those who are applying for a new connection or an extension of an existing connection to our networks.

Connections and minor land development

Increased workload has brought down satisfaction levels for the Connections and Minor Land Development area in this quarter.

Overall satisfaction decreased from 84% to 77%, which was still above the target of 76%. The proportion of Promoters changed slightly from 64% to 62%. Ease of query resolution decreased by 1% to 78% currently, just below the target of 80%. Satisfaction with being kept informed decreased from 70% to 60%, below the 65% target.

Customers were less likely to be satisfied with:

- Explanation of situation and next steps (81% versus 86%)
- Staff knowledge (86% versus 92%)
- Helpfulness of staff (87% versus 90%)

Customers were also less likely to be satisfied with the field maintenance crew (83% versus 91% previously), and time taken to complete works (70% versus 76%).

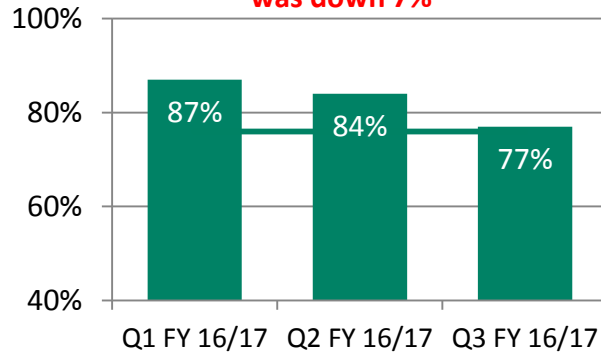
Customers were satisfied because we fixed their issues or requests, and we did so quickly or within the timeframes stated. Compared to the previous quarter, more customers were satisfied because of the friendliness and helpfulness of staff. Opportunities to improve satisfaction were improving our resolution time, and improvement of communication during and after issue resolution.

Customer experience performance

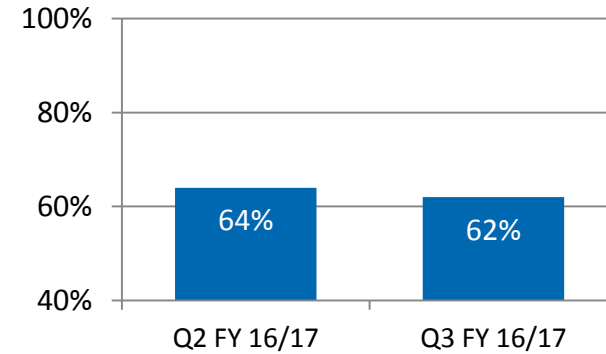
Customer satisfaction with experience

was down 7%

Target 76%

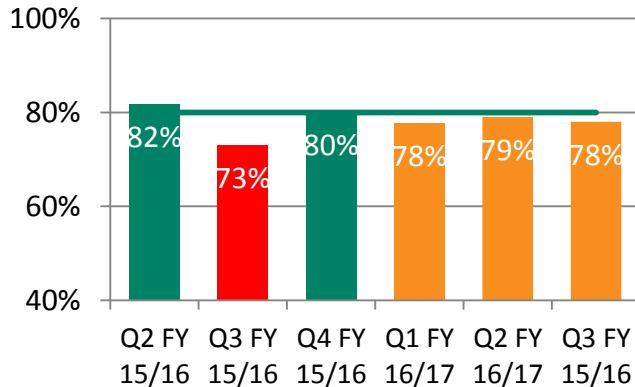


Promoters



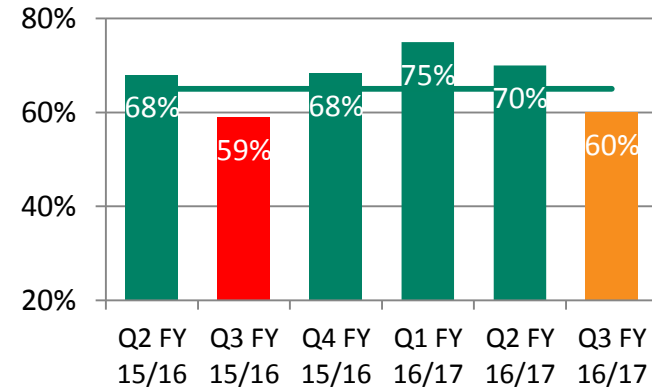
Ease was down 1%

Target 80%



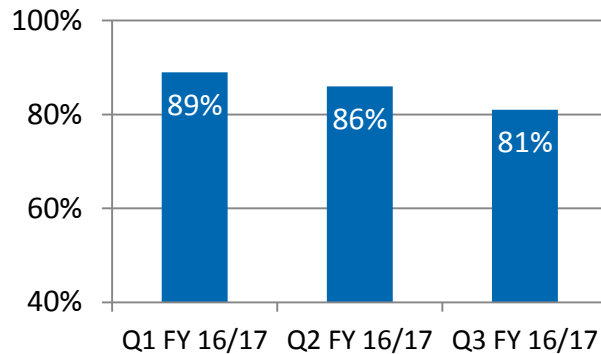
Being kept informed was down 10%

Target 65%

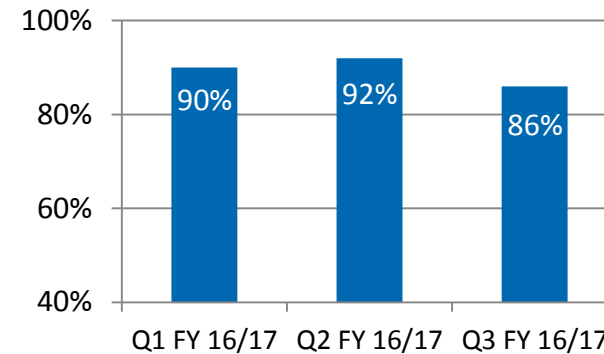


Performance by service element

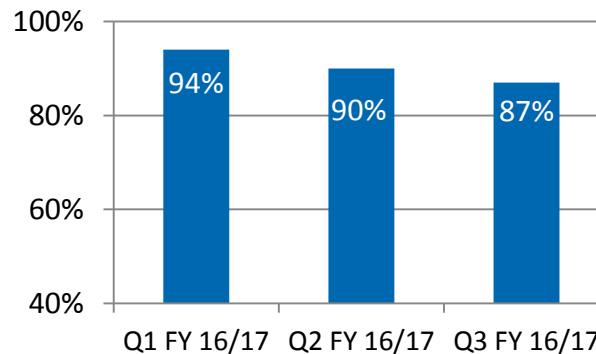
Explanation of situation and next steps



Staff knowledge



Helpfulness of staff



Improving satisfaction with customers' experience

Customers were asked to provide a comment about their satisfaction rating to explain why they were satisfied or dissatisfied. Analysis of these comments helps us understand how we can improve customer satisfaction.

Why customers were satisfied

- We responded quickly or in the timeframe we said we would
- We fixed customer's issues or answered their question
- Our staff was friendly and helpful

Compared to Q2 FY 16/17

In Q3 customers were more likely to be satisfied because of the friendliness and helpfulness of our staff.

How to improve satisfaction

- Improve our resolution time
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved



(Very) satisfied
(score 7-10)
77%

Please note only 23 customers provided feedback with a neutral or (very) dissatisfied score. The following results are indicative only.

- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Improve our resolution time
- Ensure we leave the worksite in a good state
- Decrease costs of services

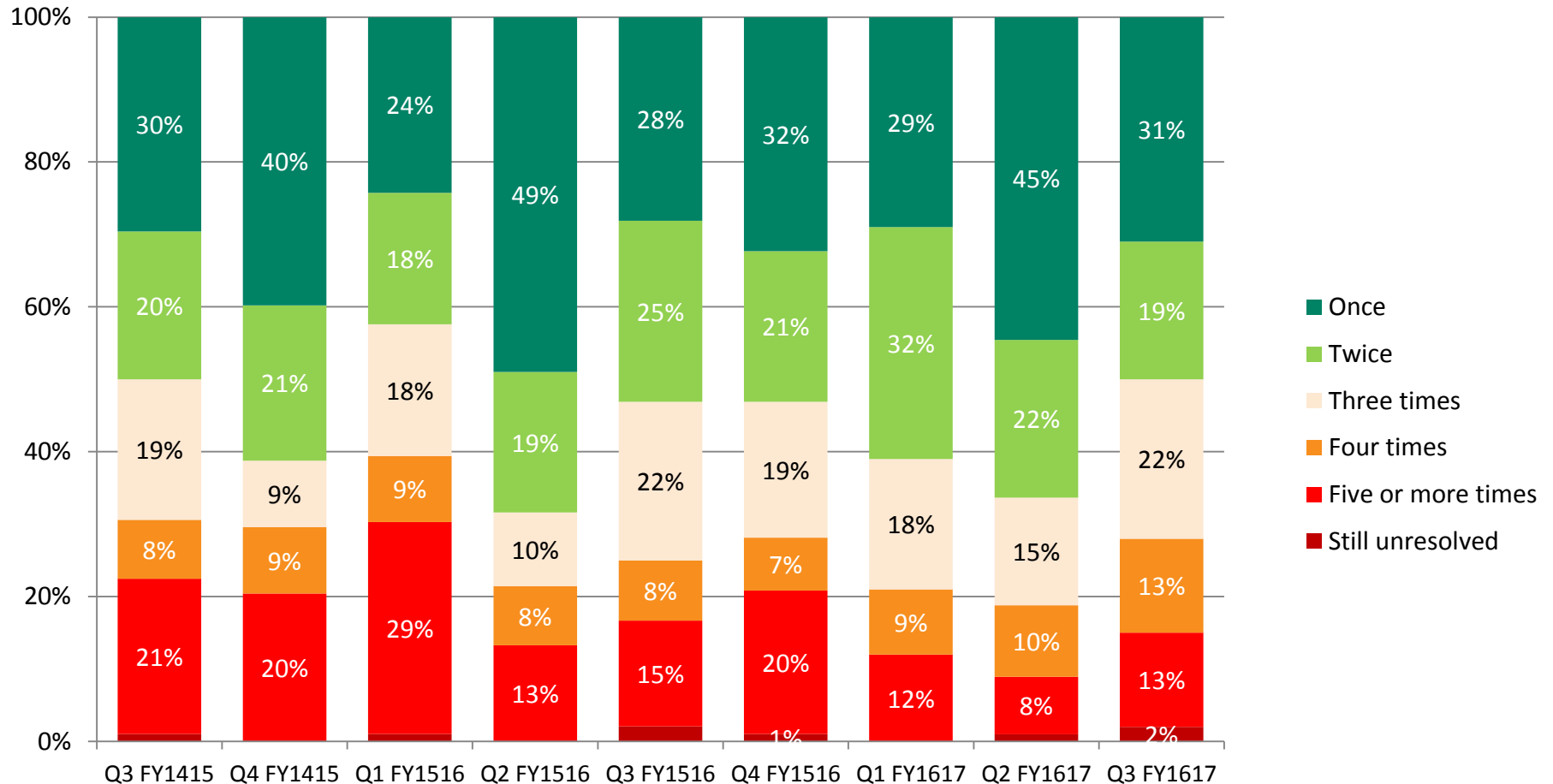


Neutral
(score 4-6)
18%



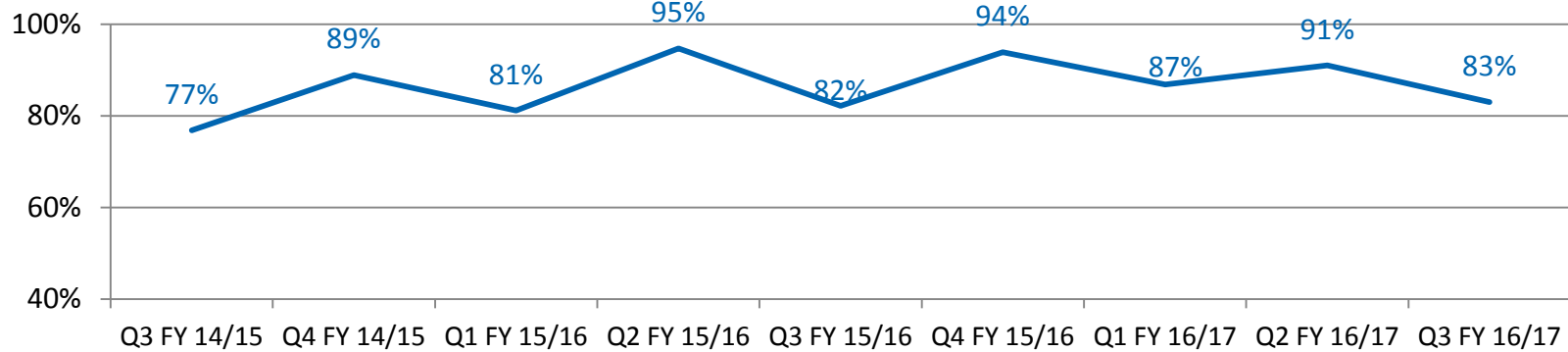
(Very) dissatisfied
(score 0-3)
5%

Times contacted to resolve issue

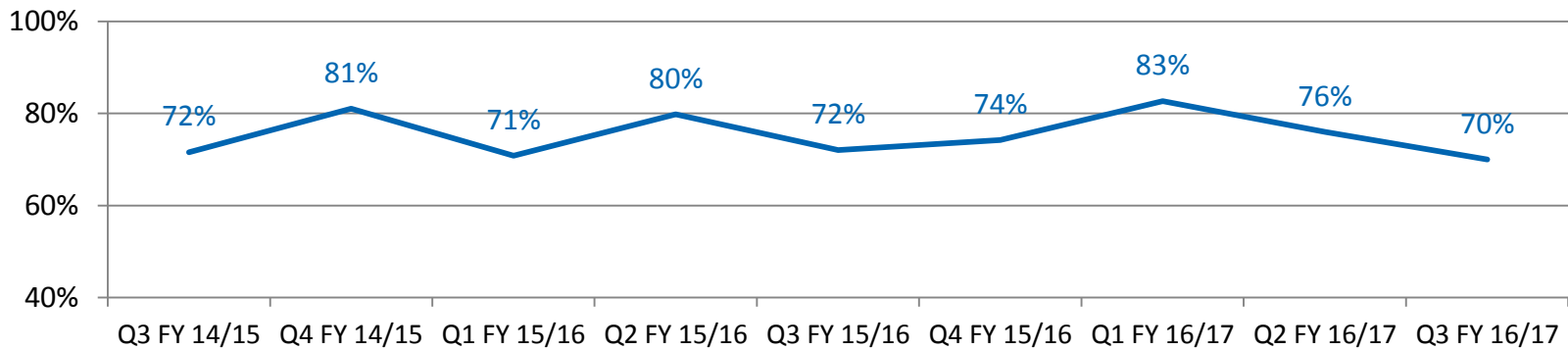


Field crews

Overall satisfaction with field maintenance crew



Time taken to complete works





Question wording

This section of the report provides the question wording used in our customer experience survey.

Question wording

Customer satisfaction with experience

How satisfied are you with your most recent service experience with SA Water, on a scale of 10 to 0 where 10 = very satisfied and 0 = very dissatisfied?

Satisfied = 7-10

Promoters

And how likely or unlikely would you be to tell others about your recent experience with SA Water, where 10 = very likely and 0=very unlikely?

Promoters = Satisfied 7-10 AND likely to tell others 7-10

Ease

How easy was it to have your issue resolved? *Easy + very easy*

Being kept informed

Overall, how satisfied were you with SA Water keeping you informed of the progress of your query or problem? *Satisfied + very satisfied*

Explanation of situation and next steps

When you contacted SA Water, how satisfied were you with clarity of the explanation of the situation and any next steps? *Satisfied + very satisfied*

Staff knowledge

When you contacted SA Water, how satisfied were you with staff knowledge of products and services? *Satisfied + very satisfied*

Helpfulness of staff

When you contacted SA Water, how satisfied were you with helpfulness of office staff? *Satisfied + very satisfied*

Question wording (continued)

Overall satisfaction with field maintenance crew

Using a scale of 5 to 1, with 5 being very satisfied, and 1 being very dissatisfied how would you rate your overall satisfaction with the field maintenance crew? *Satisfied + very satisfied*

Time taken to complete the works - faults or service problems

Recently you lodged a fault or service problem with SA Water. How satisfied were you with the time taken to complete the works? *Satisfied + very satisfied*

Time taken to complete the works - connections or extensions

Overall how satisfied were you with the time taken to complete the connection or extension from the time that payment was made? *Satisfied + very satisfied*

Customer comments (raves and rants)

Why did you give this rating? *Open ended question*

Times contacted to resolve issue

Thinking about your recent contact with SA Water, how many times did you contact them to resolve this specific issue? This includes phone calls, letters and emails.

Written correspondence - response addressed enquiry

Thinking about the response you received from SA Water, how satisfied were you with the following? The response addressed your enquiry *Satisfied + very satisfied*

Written correspondence - information easy to understand

Thinking about the response you received from SA Water, how satisfied were you with the following? The information was easy to understand *Satisfied + very satisfied*

Question wording (continued)

Written correspondence - professionalism of correspondence

Thinking about the response you received from SA Water, how satisfied were you with the following? The correspondence was professional
Satisfied + very satisfied

Written correspondence - response time

Recently you sent correspondence to SA Water either via letter or email. How long did it take for you to receive a response to your email/letter?

Customer commitments

Now thinking about SA Water as an organisation, please rate your level of agreement with the following statements using the scale of 10 to 0, where 10 is strongly agree, and 0 is strongly disagree

- They do what they say they'll do
- They are skilled at what they do
- They listen to your needs
- They make things easy
- They are fair
- They are honest and open
- They are pleasant to deal with
- They deliver value for money

Agreement = 7-10