7.

newfocus

Customer Satisfaction Research (Q1 2015/16)
Summary of Data
July - September 2015

Prepared for

Government of South Australia

SA Water

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1. Executive Summary (Key Insights)

Between 23rd July and 21st September 2015 telephone interviews were conducted with 802 customers who recently had a service experience with SA Water. These are the results from the first quarter 2015-2016.

Overall Q1 findings

There are several key findings that have emerged from the Q1 2015-2016 report:

- overall customer satisfaction with SA Water is at 74%, this being 11% below SA Water's Strategic Plan target of 85%
  - decrease in satisfaction recorded in both regional and metro areas. Regional satisfaction dropped 5% from 81% to 76%, with metro showing the greatest decline shedding 8% and moving from 81% to 73%
  - business and residential also showed a notable decline. Business dropping 6% from 80% to 74%, and residential moving from 82% to 74% showing an 8% decline
- the following channels have achieved the highest levels of overall satisfaction:
  - field maintenance crew 91%
  - customer service centre 89%
- the areas of customer service **with levels of overall satisfaction** [redacted] **were:**
  - handling of correspondence (56% satisfaction)
- overall, 41% of business and 44% of residential customers were likely to tell others about their SA Water experience and likely to speak positively (promoters)
  - 7% of business and 11% of residential customers were likely to tell others about their SA Water experience and likely to speak negatively (vocal detractors)
- if given a choice of provider, 78% of customers would choose SA Water

Overall satisfaction

Decrease in overall satisfaction seen, particularly amongst general enquiries and connections customers

A drop in overall satisfaction was seen across the board, in particular for:

satisfaction amongst general enquiries customers saw a statistically significant decrease (60%, down from 72% in the previous quarter)

- driven by a statistically significant increase in the number of disengaged customers (neutral responses growing from 12% in Q4 14-15 to 26% in Q1 15-16)
- general enquiries within the call centre in particular decreased (statistically significant) from 73% in Q4 14-15 to 62%. Written correspondence also saw a decrease (from 69% in Q4 to 56% in current wave, however this is not considered statistically significant)

connections customers also decreased dramatically, from 85% satisfied in Q4 14-15, to just 64% satisfied in Q1 15-16 (for more information see results on connections customers)

residential metropolitan customers in particular were less satisfied this quarter (81% last quarter to 73% Q1 15-16)

- again, this was driven by an increase in neutral ratings rather than an increase in dissatisfaction

Connections and written correspondence have seen significant decreases in satisfaction regarding being kept informed by SA Water

Past results have shown us that keeping customers informed is an important factor in driving overall satisfaction with SA Water. The Q1 results show the direct impact that satisfaction with being kept informed has on overall satisfaction:

		Satisfaction with SA Water keeping you informed of the progress of your query or problem					
		Total (n=1,251)	Very satisfied (n=482)	Satisfied (n=290)	Neither satisfied nor dissatisfied (n=184)	Dissatisfied (n=131)	Very dissatisfied (n=164)
Overall how satisfied are you with SA Water? Would you say...?	Very satisfied	36%	61%	32%	20%	14%	7%
	Satisfied	40%	33%	53%	54%	35%	27%
	Neither	15%	5%	11%	20%	26%	33%
	Dissatisfied	6%	1%	3%	5%	20%	18%
	Very dissatisfied	3%	0%	1%	1%	5%	15%
	TOP 2 BOX	76%	93%	85%	74%	49%	34%
	BOTTOM 2 BOX	9%	1%	3%	6%	25%	33%
	AVERAGE(MEAN)	4.0	4.5	4.1	3.9	3.3	2.9

Those very satisfied with being kept informed were the most likely to be satisfied with SA Water overall (93%), whilst those dissatisfied with being kept informed were more likely to be neutral or dissatisfied with SA Water overall.

Therefore, keeping customers informed of the progress of their query or problem is important:

a statistically significant decrease was seen in those satisfied with being kept informed of the progress of their query or problem (58%, down from 65% in Q4 14-15)

- driven by a statistically significant increase in those who were neither satisfied nor dissatisfied (17%, up from 12% in Q4 14-15), rather than an increase in dissatisfaction (which only increased by 2%, however now one quarter of respondents are dissatisfied)
- satisfaction has decreased across the board (for general enquiries, faults and connections) however connections saw the largest decrease – 52%, down from 76% in Q4 14-15 (a statistically significant decrease)
- one-third of general enquiry customers are dissatisfied with being kept informed (the highest of all segments)

- this is much higher amongst written correspondence customers (46% dissatisfied, compared with 28% call centre). Written correspondence general enquiries saw a statistically significant decrease in satisfaction since Q4 14-15 (with just 37% satisfied in Q1, down from 56% in Q4 14-15), whilst call centre general enquiry results remained consistent with the previous quarter

<u>Connections customers less satisfied across the board this quarter</u>

Statistically significant decreases seen for connections office staff, directly contributing to the decrease in satisfaction with SA Water overall that was seen amongst this segment in Q1 15-16:
staff knowledge of products and services – 81%, down from 95% in Q4 14-15
helpfulness of staff - 84%, down from 95% in Q4 14-15)
clear explanation of the situation and any next steps (69%, down from 91% in Q4 14-15)
estimated timeframe of overall time to complete works (64%, down from 84% in Q4 14-15)
overall satisfaction with the office staff (78%, down from 94% in Q4 14-15)
SA Water keeping them informed of the progress of their query/problem (52%, down from 76% in Q4 14-15
more likely to believe they had to put in a high or very high effort (32%, up from 16% in Q4 14-15)
satisfaction that the water is safe to drink (72%, down from 88% in Q4 14-15)

Customer Service Centre (CSC)

the CSC scored 89% satisfaction for Q1 2015-2016

- generally speaking satisfaction remains slightly higher among residential customers. Areas of future development include "having your questions answered on the first occasion" which registered a strong dissatisfaction rating
- the business segment shows several areas of possible improvement. This includes "staff knowledge of products and services" which had a much lower satisfaction rating. Additionally, "having your questions answered on the first occasion" showed a strong dissatisfaction rating

Faults and service problems

results for the field maintenance crews remain high with overall satisfaction of 91%. Although a strong result, it does represent a 1% decline from the previous year. Both businesses and residents showed equal satisfaction ratings. There were a high number of categories which registered in the best practice segment

timeliness was particularly strong for the regional segment (residential 96%, business 88%, overall 91%)

Customer experience

the total customer effort score for dealing with SA Water has remained consistent with the last 2 quarters at 2.3 overall, with the lowest effort rating being for residential faults customers (2.0) and highest for residential written correspondence and residential connections (both 3.0)

Water quality

- total satisfaction with water quality decreased by 1% this quarter to 80%
- “taste” continues to rate poorly across all segments (61% overall) in addition to “smell/odour” ratings (76% overall)
- [redacted]
- consistent with previous reports, regular tap water drinkers show much higher levels of satisfaction against non-regular drinkers (88% vs. 75%). The same low satisfaction for taste and smell/odour trends exist in this group
- a large variance in business regular vs. non-regular customers exists; with regular drinkers showing 89% satisfaction and non-regular, showing 68%. Similar negative results for taste and smell/odour were shown, with similar positive trends for pressure and colour. However the “safe to drink” category showed a particularly low rating for non-regular business drinkers of 66%

Billing

- there is a small decrease in the percentage of customers who feel that SA Water bills are affordable, declining from 23% in Q4 2014-2015 to 22% in Q1 2015-2016
- dissatisfaction with affordability was much higher for businesses than it was for residents – showing the price sensitive nature of businesses
- a total of 19% of users indicate being mildly anxious about paying the full amount by the due date
- businesses and residents prefer to receive bills via hardcopy in the mail (78% for both groups), with email preferences showing 17% for residential and 21% for businesses
- users widely prefer longer meter reading duration periods (79% quarterly, followed by 10% monthly)
- there is some interest shown in customers reading their own water meter (residents 37%, businesses 27%, total 36%), however the overall preference remains that this function is performed by SA Water (residents 42%, businesses 59%, total 45%)

Written correspondence

- of those customers who had written correspondence with SA Water, 56 customers made email contact compared to 5 who wrote a letter
- satisfaction with the timeliness of SA Water’s response continues to decline. Following the previous two quarters’ results of 75% for Q3 2014-2015, followed by 67% in Q4 2014-2015, the current result showed an overall rating of 61%
- for those who emailed SA Water, satisfaction with timeliness of SA Water’s response fell from 66% to 60% this quarter. However for those who sent a letter, satisfaction rose from 71% to 75% (however there were only 4 responses in this category)
- in terms of written responses – all subcategories show areas of concern [redacted]

Connections

- overall satisfaction with the office staff dropped from 91% to 79% bringing it out of best practice range and [redacted]
- the reduction was driven by lower satisfaction from metro customers, with satisfaction reducing from 89% in Q4 2014-2015 to 79% in this quarter
- overall satisfaction for the field maintenance crew has reduced from 89% previously to 81% this quarter. This was driven by a significant reduction in regional satisfaction which dropped from 100% to 77%, with metro satisfaction remaining stable at 83%

2. About this Report

Context

In 2012, SA Water commenced an ongoing customer research program to measure satisfaction on a quarterly basis. The survey used was designed in conjunction with key stakeholders to reflect business needs across the corporation, and in particular, how the business was aligned with ESCOSA service standards.

This report provides the results from Quarter 1 2015/16.

Reading the results

new**focus** benchmarks for customer satisfaction:

In most instances data is presented as percentages for:

- **satisfaction (+)** – total customers who have answered either satisfied or very satisfied on the scale
- **neutral satisfaction** – customers who have answerer neither satisfied nor dissatisfied on the scale
- **dissatisfaction (-)** – total customers who have answered with dissatisfied or very dissatisfied on the scale

Due to rounding some scores may range from 99% to 101%.

The size of a sample is represented by an "n" value; n representing the total number of respondents included in the study and the number of respondents who answered a specific question (excluding 'don't know' responses except where noted). When considering sample size and responses, low n values should not be considered as representative of the broader population, but rather an indicator of possible trends. In some cases n~ is used. This represents the average number of respondents across two or more questions.

Results are segmented by location and customer type (residential, business) where relevant.

The results reference:

industry accepted **benchmark ranges** for customer service
results which relate to **ESCOSA service standards**
SA Water Strategic Plan KPIs

Survey methodology

SA Water provided new**focus** with recent contact customer data using extracts from CSIS and Maximo. Data extracts consisted of customers who had contacted SA Water by phone and written correspondence.

Customer Type	Location	Sample size
Recent contact customers (residential)	Metro	399
	Regional	101
Sub-total		**500**
Recent contact customers (business)	Metro	111
	Regional	84
	Both	7
Sub-total		**202**
Land development/connections	Mix	100
Sub-total		**100**
TOTAL		**802 Customers**

Breakdown by touchpoint and call nature

Contact touch point	Call nature	Sample size
Customer Service Centre	Fault/service problem	483
	Account and/or general enquiry	219
	Complaint	-
Land development and/or connection	Land development and/or connection	100
Written contact	Email	61
	Letter contact	
TOTAL		**802**

Identifying drivers of customer satisfaction

Using statistical analysis techniques including regression and correlation analysis, the results have been analysed to identify drivers of customer satisfaction.

This is important to consider when interpreting the results because it identifies what is of most importance to customers. The best results deliver high satisfaction against the measures which are of most importance.

Where possible, regression results have been highlighted throughout this report.

3. Summary of Results

3.1 Overall Customer Satisfaction Results

Overall customer satisfaction with SA Water has slipped to 74%. This is well below SA Water's Strategic Plan KPI of 85%, and represents the lowest rating over the last 8 quarters, [redacted]

Business vs. Residential

The result was shown to be consistent with a drop in satisfaction across both business and residential segments:

- business: total satisfaction among business customers dropped 6% from 80% to 74%, with the category [redacted]. This is the lowest result in the last 6 quarters
- residential: total satisfaction among residential customers slipped from 82% to 74%, moving the category [redacted] category. Residential showed a greater decrease than the business segment, shedding 8% and recording the lowest rating across the recorded quarters

By location

The trend of decreasing satisfaction continued across all measured regions:

- regional: satisfaction declined 5% from 81% overall to 76%, [redacted] This decline was slightly higher for business customers with satisfaction moving from 79% to 74%, and residential from 82% to 78%
- metro: satisfaction showed a significant decline in this segment; dropping 8% from 81% to 73% and moving [redacted] Residential customers reflected this decline moving from 81% to 73%, however business customers showed a lesser decline moving from 79% to 73%

The following channels have achieved the highest levels of overall satisfaction:

- field maintenance crew 91%
- customer service centre 89%

The areas of customer service with levels of overall satisfaction [redacted] were:

- handling of correspondence 56%

Further information regarding a breakdown of the results can be found in the relevant sections of this report.

Figure 1a: Total All Customers Satisfaction Results (Q44)

Same time last year

Same time last year

Same time last year

% response

Residential

Overall satisfaction with SA Water		Q2 13-14 n=868	Q3 13-14 n=764	Q4 13-14 n=831	Q1 14-15 n=573	Q2 14-15 n=565	Q3 14-15 n=561	Q4 14-15 n=563	Q1 15-16 n=550
	+	79	78	79	78	76	81	82	74
	Neutral	13	12	12	12	13	12	11	18
	-	9	10	9	10	11	7	8	8

Business

Overall satisfaction with SA Water		Q2 13-14 n=127	Q3 13-14 n=231	Q4 13-14 n=169	Q1 14-15 n=204	Q2 14-15 n=204	Q3 14-15 n=205	Q4 14-15 n=206	Q1 15-16 n=209
	+	63	73	80	81	85	80	80	74
	Neutral	24	17	14	13	8	13	13	15
	-	13	10	7	6	7	6	8	11

Total

Overall satisfaction with SA Water		Q2 13-14 n=995	Q3 13-14 n=995	Q4 13-14 n=1000	Q1 14-15 n=777	Q2 14-15 n=769	Q3 14-15 n=766	Q4 14-15 n=769	Q1 15-16 n=759
	+	77	77	79	79	78	81	81	74
	Neutral	14	13	13	13	11	12	11	17
	-	9	10	8	9	10	7	8	9

** SA Water Strategic Plan KPI (85%)*

Figure 1b: Total All Customers Satisfaction Results – split by location (Q44)

Same time last year

Same time last year

Same time last year

% response

Metro

Overall satisfaction with SA Water		Q2 13-14 n=739	Q3 13-14 n=730	Q4 13-14 n=744	Q1 14-15 n=600	Q2 14-15 n=542	Q3 14-15 n=558	Q4 14-15 n=555	Q1 15-16 n=548
	+	77	78	80	79	77	80	81	73
	Neutral	14	13	12	13	12	13	12	19
	-	9	10	8	9	11	7	7	9

Regional

Overall satisfaction with SA Water		Q2 13-14 n=256	Q3 13-14 n=265	Q4 13-14 n=256	Q1 14-15 n=172	Q2 14-15 n=226	Q3 14-15 n=202	Q4 14-15 n=208	Q1 15-16 n=204
	+	76	75	78	79	82	83	81	76
	Neutral	15	14	14	13	11	11	10	14
	-	9	11	8	8	7	6	10	10

Total

Overall satisfaction with SA Water		Q2 13-14 n=995	Q3 13-14 n=995	Q4 13-14 n=1000	Q1 14-15 n=777	Q2 14-15 n=769	Q3 14-15 n=766	Q4 14-15 n=769	Q1 15-16 n=759
	+	77	77	79	79	78	81	81	74
	Neutral	14	13	13	13	11	12	11	17
	-	9	10	8	9	10	7	8	9

** SA Water Strategic Plan KPI (85%)*

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Figure 1c: Residential Customers Satisfaction Results – split by location (Q44)

Same time last year | Same time last year | Same time last year

% response

Metro

Overall satisfaction with SA Water		Q2 13-14 n=650	Q3 13-14 n=613	Q4 13-14 n=650	Q1 14-15 n=457	Q2 14-15 n=441	Q3 14-15 n=445	Q4 14-15 n=445	Q1 15-16 n=435
	+	79	79	80	78	75	81	81	73
	Neutral	12	12	11	12	13	12	11	19
	-	9	10	8	10	12	7	7	8

Regional

Overall satisfaction with SA Water		Q2 13-14 n=218	Q3 13-14 n=151	Q4 13-14 n=181	Q1 14-15 n=116	Q2 14-15 n=124	Q3 14-15 n=116	Q4 14-15 n=118	Q1 15-16 n=115
	+	78	77	76	79	80	81	82	78
	Neutral	14	12	15	13	10	11	9	14
	-	8	11	9	8	10	8	8	8

Total

Overall satisfaction with SA Water		Q2 13-14 n=868	Q3 13-14 n=764	Q4 13-14 n=831	Q1 14-15 n=573	Q2 14-15 n=565	Q3 14-15 n=561	Q4 14-15 n=563	Q1 15-16 n=550
	+	79	78	79	78	76	81	82	74
	Neutral	13	12	12	12	13	12	11	18
	-	9	10	9	10	11	7	8	8

** SA Water Strategic Plan KPI (85%)*

Figure 1d: Business Customers Satisfaction Results – split by location (Q44)

Same time last year | Same time last year | Same time last year

% response

Metro

Overall satisfaction with SA Water		Q2 13-14 n=89	Q3 13-14 n=117	Q4 13-14 n=94	Q1 14-15 n=143	Q2 14-15 n=101	Q3 14-15 n=113	Q4 14-15 n=110	Q1 15-16 n=113
	+	62	73	78	81	84	77	79	73
	Neutral	26	18	15	14	6	15	15	18
	-	12	9	7	5	10	8	5	10

Regional

Overall satisfaction with SA Water		Q2 13-14 n=38	Q3 13-14 n=114	Q4 13-14 n=75	Q1 14-15 n=56	Q2 14-15 n=102	Q3 14-15 n=86	Q4 14-15 n=90	Q1 15-16 n=89
	+	66	74	83	79	85	86	79	74
	Neutral	18	17	12	13	11	10	10	13
	-	16	10	5	9	4	3	11	12

Total

Overall satisfaction with SA Water		Q2 13-14 n=127	Q3 13-14 n=231	Q4 13-14 n=169	Q1 14-15 n=204	Q2 14-15 n=204	Q3 14-15 n=205	Q4 14-15 n=206	Q1 15-16 n=209
	+	63	73	80	81	85	80	80	74
	Neutral	24	17	14	13	8	13	13	15
	-	13	10	7	6	7	6	8	11

** SA Water Strategic Plan KPI (85%)*

Figure 2: Value for money (Q3N15)

		% response		
		Residential (n=513)	Business (n=189)	Total (n=702)
Water supply and provision of sewerage services represents value for money	+	44	47	45
	Neutral	26	32	28
	-	30	22	28

Figure 2a: Value for money – split by location (Q3N15)

		% response		
		Metropolitan (n=512)	Regional (n=183)	Total (n=702)
Water supply and provision of sewerage services represents value for money	+	45	45	45
	Neutral	28	26	28
	-	27	29	28

Figure 3: Summary Results

		% response				
		Residential	Business	Metropolitan	Regional	Total
Overall satisfaction with the Customer Service Centre	+	89	88	89	90	89
	Neutral	7	7	7	7	7
	-	4	5	4	3	4
SA Water keeping you informed of the progress of your query or problem	+	58	58	58	60	58
	Neutral	16	19	16	20	17
	-	26	23	27	20	25
SA Water's efforts to resolve your query or problem	+	80	80	79	83	80
	Neutral	8	10	9	8	8
	-	12	10	12	9	11
Overall satisfaction with field maintenance crew	+	91	91	91	91	91
	Neutral	5	6	6	3	5
	-	5	3	4	5	4
The overall quality of the water	+	82	77	82	75	80
	Neutral	13	16	13	16	14
	-	5	8	5	9	6
Overall, how satisfied were you with the handling of your correspondence	+	49	90	50	69	56
	Neutral	12	-	12	6	10
	-	39	10	38	25	34
Overall satisfaction with the connections office staff	+	79	71	69	95	78
	Neutral	16	29	26	-	17
	-	5	-	5	5	5
Overall satisfaction with field maintenance crew (Connections)	+	79	83	82	74	79
	Neutral	13	-	13	11	12
	-	8	17	5	16	9
Ease of doing business	+	87	84	86	86	86
	Neutral	7	11	8	8	8
	-	6	6	6	6	6
Supplier of choice	+	77	79	78	79	78
	Neutral	14	12	13	13	13
	-	9	9	9	9	9
Overall satisfaction with SA Water	+	74	74	73	76	74
	Neutral	18	15	19	14	17
	-	8	11	9	10	9

Figure 3: Summary Results continued

If you were to tell others of your recent experience with SA Water, how positively or negatively would you speak about it? (10-Very positive, 5-Neutral, 0-Very negative)

And how likely or unlikely would you be to tell others about your recent experience with SA Water? (10-Very likely, 0-Very unlikely)

		% response				
		Residential	Business	Metropolitan	Regional	Total
Advocacy	Promoters	44	41	45	40	43
	Passively satisfied	26	32	25	33	27
	Passive detractors	19	20	20	18	19
	Vocal detractors	11	7	10	9	10
	Advocacy score	14.1	13.9	14.2	12.8	14.1

How much effort did you personally have to put forth to handle your request?

Customer effort	Mean score	2.3	2.3	2.3	2.2	2.3

1.0 Very Low Effort	2.0	3.0	4.0	5.0 Very High Effort

Figure 3a: Advocacy by touchpoint

	% response																			
	Written correspondence					Faults					Account/general enquiry					Connections				
	Qtr 1 14-15 (n=56)	Qtr 2 14-15 (n=56)	Qtr 3 14-15 (n=58)	Qtr 4 14-15 (n=58)	Qtr 1 15-16 (n=60)	Qtr 1 14-15 (n=484)	Qtr 2 14-15 (n=473)	Qtr 3 14-15 (n=474)	Qtr 4 14-15 (n=466)	Qtr 1 15-16 (n=472)	Qtr 1 14-15 (n=205)	Qtr 2 14-15 (n=220)	Qtr 3 14-15 (n=212)	Qtr 4 14-15 (n=220)	Qtr 1 15-16 (n=208)	Qtr 1 14-15 (n=99)	Qtr 2 14-15 (n=99)	Qtr 3 14-15 (n=99)	Qtr 4 14-15 (n=99)	Qtr 1 15-16 (n=99)
Promoters	25	30	29	26	23	51	54	51	52	48	30	37	38	36	34	42	49	41	47	38
Passively satisfied	38	29	28	31	18	25	22	26	29	31	28	23	27	26	22	20	18	24	22	21
Passive detractors	25	14	21	26	40	16	16	15	11	14	25	19	18	19	28	21	15	22	15	26
Vocal detractors	13	27	22	17	18	8	8	8	8	7	17	22	18	20	16	16	18	12	16	14
Advocacy score	-12.5	-10.7	-13.8	-17.2	-35.0	26.2	30.4	27.6	32.2	26.9	-12.2	-3.6	2.8	-1.8	10.1	5.1	15.2	7.1	15.2	-2.0

SA Water Overall Satisfaction (74%)

- **Customer Service Centre overall (89%)**
  - Time taken getting through to a person (85%)
  - Your enquiry being easily understood (90%)
  - Clear explanation of the situation & any next steps (85%)
  - Having your queries answered on the first occasion (85%)
  - Staff knowledge of products & services (81%)
  - Helpfulness of staff (89%)
- **Field maintenance crew overall (91%)**
  - Helpfulness of crew (94%)
  - Leaving the worksite in a safe and neat condition after work (93%)
  - Treating people's property with care (95%)
  - Time taken to arrive to address request (80%)
  - Time taken to fully restore service (86%)
  - Time taken to complete works (85%)
  - Crew worked efficiently while on site (93%)
- **Connections**
  - **Office staff (Connections)**
    - Time taken to acknowledge receipt of application (79%)
    - Staff knowledge of products & services (81%)
    - Helpfulness of staff (83%)
    - Clear explanation of situation & next steps (71%)
    - Estimated timeframe of overall time to complete works (61%)
    - Office staff overall (79%)
  - **Field maintenance crew (Connections)**
    - Leaving worksite in safe & neat condition (84%)
    - Treating people's property with care (88%)
    - Time taken to complete connection (71%)
    - Satisfaction with maintenance crew (81%)
- **Water quality overall (80%)**
  - Taste (61%)
  - Smell/odour (76%)
  - Colour (89%)
  - Pressure (86%)
  - Safe to drink (81%)
- **Handing of correspondence (55%)**
  - Timeliness of SA Water's response (61%)
  - Response addressed your enquiry (55%)
  - Information was easy to understand (88%)
  - Correspondence was professional (79%)
  - Easy to find where to go for more information (70%)
  - After reading it you were clear on what would happen next (68%)
- **Customer experience**
  - **Advocacy** (Promoters 43%)
  - Ease of doing business (86%)
  - Effort to resolve a query (80%)
  - Keeping customers informed (58%)
  - Customer effort (mean score 2.3)
  - Supplier of choice (78%)

Combined satisfied/very satisfied scores shown

Note: Developers are included in Connections; satisfaction drivers are shaded

3.2 Customer Satisfaction Results – Aligned with ESCOSA Service Standards

Figure 4: Customer Satisfaction with Timeliness – split by location

		Customer Satisfaction % response		
		Metropolitan	Regional	Total
Telephone Responsiveness				
Time taken in getting through to a person	+	85	86	85
	Neutral	11	11	11
	-	4	4	4
Timeliness of Attendance at Water Breaks, Bursts and Leaks				
Time taken to attend to address fault/service problem	+	72	88	77
	Neutral	10	7	9
	-	18	6	13
Timeliness of Water Services Restoration				
Time taken to restore the water service	+	82	91	85
	Neutral	7	6	7
	-	10	3	7
Timeliness of the Connections				
Time taken to complete the connection	+	77	73	76
	Neutral	11	9	11
	-	11	18	14
Timeliness of Sewerage Service Restoration				
Time taken to restore the sewerage service* (Metro n=111, Regional n=9)	+	88	89	88
	Neutral	5	-	5
	-	6	11	7
Timeliness of Sewerage Overflow Attendance				
Time taken to attend to the sewerage overflow* (Metro n=38, Regional n=1)	+	82	100	82
	Neutral	8	-	8
	-	11	-	10
Timeliness of Sewerage Overflow Clean up				
Time taken to clean up the sewerage overflow* (Metro n=33, Regional n=2)	+	91	100	91
	Neutral	-	-	-
	-	9	-	9

**Note: please interpret results for these attributes with caution due to small sample sizes*

4. Results by Channel / Customer Service Area

4.1 Customer service centre (CSC)

Overall customer satisfaction with the CSC remains high for Q1 recording a result of 89%. The result remains and concurrently meets SA Water's overall strategic satisfaction goal.

Generally speaking, satisfaction remained strong across all residential components; with "your enquiry being easily understood" and "helpfulness of staff" achieving best practice satisfaction ratings. The item "staff knowledge of products and services" lagged behind the other factors however
Additionally, "having your questions answered on the first occasion" registered a strong negative satisfaction rating of 9%.

The business component overall was only 1% lower in satisfaction ratings than the residential segment, however the data more clearly indicates possible areas of improvement for the CSC. For business customers "staff knowledge of products and services" was well below the average with only a 75% satisfaction rating. This indicates that "staff knowledge of products and services" is a possible area of improvement for the CSC. Additionally, "having your questions answered on the first occasion" registered a strong dissatisfaction rating of 10%. This was again a trend for the residential customers, and suggests that answering questions the first time is a possible area of improvement for the CSC.

Assessing the regional/metro split "helpfulness of staff" and "your inquiry being easily understood" registered strong ratings.

Figure 5: Customer Satisfaction with the customer service centre (Q7)

			% response	
		Residential n~449	Business n~190	Total n~639
Time taken in getting through to a person	+	85	85	85
	Neutral	11	9	11
	-	3	5	4
Your enquiry being easily understood	+	92	85	90
	Neutral	4	10	6
	-	4	6	4
Clear explanation of the situation and any next steps	+	85	86	85
	Neutral	8	9	8
	-	8	5	7
Having your questions answered on the first occasion	+	86	81	85
	Neutral	5	8	6
	-	9	10	9
Staff knowledge of products and services	+	84	75	81
	Neutral	12	19	14
	-	4	6	5
Helpfulness of staff	+	90	86	89
	Neutral	5	9	6
	-	5	5	5
Overall satisfaction with customer service centre	+	89	88	89
	Neutral	7	7	7
	-	4	5	4

Figure 5a: Customer Satisfaction with the customer service centre – split by location (Q7)

		% response Metropolitan n~465	Regional n~168	Total n~639
Time taken in getting through to a person	+	85	86	85
	Neutral	11	11	11
	-	4	4	4
Your enquiry being easily understood	+	90	88	90
	Neutral	6	6	6
	-	4	5	4
Clear explanation of the situation and any next steps	+	86	83	85
	Neutral	6	13	8
	-	8	4	7
Having your questions answered on the first occasion	+	84	87	85
	Neutral	6	6	6
	-	10	7	9
Staff knowledge of products and services	+	83	76	81
	Neutral	12	19	14
	-	5	5	5
Helpfulness of staff	+	88	91	89
	Neutral	6	5	6
	-	5	4	5
Overall satisfaction with customer service centre	+	89	90	89
	Neutral	7	7	7
	-	4	3	4

Figure 5b: Customer Satisfaction with the customer service centre – split by call type

		Fault/service problem (Maximo data set)					Account and/or general enquiry (CSIS follow up data set)				
			Type		Location			Type		Location	
		Total (n~465)	Residential (n~289)	Business (n~176)	Metropolitan Adelaide (n~332)	Regional/rural South Australia (n~127)	Total (n~174)	Residential (n~160)	Business (n~14)	Metropolitan Adelaide (n~133)	Regional/rural South Australia (n~41)
Time taken in getting through to a person	+	88	90	85	88	89	78	78	85	79	74
	Neutral	9	8	10	9	8	16	18		15	21
	-	3	2	4	3	3	5	5	15	6	5
Your enquiry being easily understood	+	91	96	84	93	88	86	85	93	84	90
	Neutral	6	3	10	5	7	7	7	7	7	5
	-	3	1	6	2	5	8	8		9	5
Clear explanation of the situation and any next steps	+	89	89	88	90	87	74	76	57	75	71
	Neutral	7	7	8	5	13	10	9	21	9	12
	-	4	4	4	5	-	16	15	21	15	17
Having your queries answered on the first occasion	+	90	93	84	89	92	71	73	50	71	70
	Neutral	5	3	7	5	3	9	8	21	8	15
	-	6	4	9	6	5	20	19	29	21	15
Staff knowledge of products and services	+	83	87	77	85	76	77	80	46	78	74
	Neutral	13	10	18	11	18	16	14	38	14	21
	-	4	3	6	3	6	7	6	15	8	5
Helpfulness of staff	+	91	94	87	91	93	83	84	71	82	84
	Neutral	6	4	9	6	5	7	7	7	7	5
	-	3	3	4	3	2	11	10	21	10	12
Overall satisfaction with the call centre	+	93	95	89	93	93	78	79	71	78	79
	Neutral	6	4	8	5	5	11	12		11	12
	-	2	1	3	2	2	11	9	29	11	9

Figure 6: Drivers of Satisfaction (Ranked in order of importance) – Customer Service Centre

Customer Service Centre	Satisfaction Score (% satisfied)
Time taken getting through to a person (85%)	85
Having your queries answered on the first occasion (85%)	85
Helpfulness of staff (89%)	89

4.2 Faults and Service Problems

Field maintenance crews

The results for the field maintenance crew remain high, registering an overall satisfaction result of 91% overall, keeping satisfaction at best practice levels. Although satisfaction remains high, the result is a 1% decline from the Q4 2014-2015 result of 92%. Both residents and businesses show an equal level of satisfaction (91%).

Best practice satisfaction levels (above 90% combined satisfied and very satisfied results) were achieved for the following areas:

- helpfulness of crew (residential, business, total)
- leaving the worksite in a safe and neat condition after work (residential, total)
- treating people's property with care (residential, business, total)
- the crew worked efficiently while they were on site (residential, business, total)
- overall satisfaction with field maintenance crew (residential, business, total)

There was only one area which slipped [redacted] – this being the "time taken to arrive to address the fault/service problem" which for business customers showed a 79% rating.

Results by location

Results for Q1 2015-2016 showed a number of varying trends depending upon category:

- general satisfaction: generally speaking satisfaction for both areas was high for both residents and businesses, both in regional and metropolitan areas. The regional segment was particularly strong in "treating people's property with care" and "the crew worked efficiently while they were on site". The metro segment was particularly high in "the crew worked efficiently while they were on site", but also "helpfulness of crew"
- in terms of timeliness both regional and metro segments showed strong satisfaction ratings, and the regional segment [redacted] best practice rating (residential 96%, business 88%, overall 91%). The metro area's performance was significantly less (residential 85%, business 79%, overall 84%). The weakness for metro satisfaction was in the "time taken to arrive to address the fault/service problem" which recorded poor results overall "residential 79%, business 74%, overall 78%).

Figure 7: Customer Satisfaction with faults and services (Q16, Q17)

Fault/Service problem		% response Residential n~202	Business n~114	Total n~316
Helpfulness of crew	+	94 (n=117)	96 (n=64)	94 (n=181)
	Neutral	2 (n=3)	1 (n=1)	2 (n=4)
	-	4 (n=5)	3 (n=2)	4 (n=7)
Leaving the worksite in a safe and neat condition after work	+	95 (n=246)	89 (n=131)	93 (n=377)
	Neutral	3 (n=7)	9 (n=13)	5 (n=20)
	-	2 (n=6)	3 (n=4)	2 (n=10)
Treating people's property with care	+	96 (n=244)	93 (n=134)	95 (n=378)
	Neutral	3 (n=7)	6 (n=8)	4 (n=15)
	-	1 (n=2)	1 (n=2)	1 (n=4)
The crew worked efficiently while they were on site	+	93 (n=125)	91 (n=63)	93 (n=88)
	Neutral	4 (n=5)	1 (n=1)	3 (n=6)
	-	3 (n=4)	7 (n=5)	4 (n=9)
Overall satisfaction with field maintenance crew	+	91 (n=241)	91 (n=137)	91 (n=378)
	Neutral	5 (n=12)	6 (n=9)	5 (n=21)
	-	5 (n=13)	3 (n=4)	4 (n=17)
Time taken to arrive to address the fault/service problem	+	81 (n=217)	79 (n=125)	80 (n=342)
	Neutral	9 (n=25)	8 (n=13)	9 (n=38)
	-	10 (n=26)	13 (n=21)	11 (n=47)
Time taken to fully restore your services	+	88 (n=201)	82 (n=109)	86 (n=310)
	Neutral	5 (n=12)	9 (n=12)	7 (n=24)
	-	7 (n=15)	9 (n=12)	7 (n=27)
Time taken to clean up after the sewer overflow*	+	89 (n=25)	100 (n=7)	91 (n=32)
	Neutral	-	-	-
	-	11 (n=3)	-	9 (n=3)
The overall time taken to complete the works	+	87 (n=221)	82 (n=123)	85 (n=344)
	Neutral	5 (n=12)	7 (n=11)	6 (n=23)
	-	8 (n=21)	11 (n=16)	9 (n=37)

please interpret results for this attribute with caution due to small sample size

Note: we spoke to 42 customers (33 residents, 9 businesses) about sewer overflow incidents, 7 of whom were unable to rate SA Water on the time taken to clean up after the incident.

Figure 8: Drivers of Satisfaction (Ranked in order of importance) – Faults and Services

Faults and Services	Satisfaction Score (% satisfied)
Helpfulness of crew	94
Leaving the worksite in a safe and neat condition after work	93

Results by location

Figure 9: Customer Satisfaction with faults and services – split by location (Q16, Q17)

		% response					
		Metropolitan			Regional		
		Resident (n~165)	Business (n~62)	Total (n~227)	Residential(n~37)	Business(n~56)	Total (n~87)
Helpfulness of crew*	+	94 (n=100)	95 (n=40)	95 (n=140)	89 (n=17)	96 (n=24)	93 (n=41)
	Neutral	2 (n=2)	-	1 (n=2)	5 (n=1)	4 (n=1)	5 (n=2)
	-	4 (n=4)	5 (n=2)	4 (n=6)	5 (n=1)	-	2 (n=1)
Leaving the worksite in a safe and neat condition after work	+	96 (n=201)	89 (n=70)	94 (n=271)	92 (n=45)	88 (n=59)	90 (n=104)
	Neutral	2 (n=5)	8 (n=6)	4 (n=11)	4 (n=2)	10 (n=7)	8 (n=9)
	-	2 (n=4)	4 (n=3)	2 (n=7)	4 (n=2)	1 (n=1)	3 (n=3)
The crew worked efficiently while they were on site	+	97 (n=197)	91 (n=70)	95 (n=267)	96 (n=47)	95 (n=62)	96 (n=109)
	Neutral	3 (n=6)	8 (n=6)	4 (n=12)	2 (n=1)	3 (n=2)	3 (n=3)
	-	0 (n=1)	1 (n=1)	1 (n=2)	2 (n=1)	2 (n=1)	2 (n=2)
Treating people's property with care	+	93 (n=106)	86 (n=36)	91 (n=142)	95 (n=19)	100 (n=27)	98 (n=46)
	Neutral	4 (n=4)	2 (n=1)	3 (n=5)	5 (n=1)	-	2 (n=1)
	-	4 (n=4)	12 (n=5)	6 (n=9)	-	-	-
Overall satisfaction with field maintenance crew	+	91 (n=197)	89 (n=72)	91 (n=269)	88 (n=44)	94 (n=63)	91 (n=107)
	Neutral	5 (n=10)	9 (n=7)	6 (n=17)	4 (n=2)	3 (n=2)	3 (n=4)
	-	4 (n=9)	2 (n=2)	4 (n=11)	8 (n=4)	3 (n=2)	5 (n=6)
Time taken to arrive to address the fault/service problem	+	79 (n=174)	74 (n=64)	78 (n=238)	88 (n=43)	88 (n=61)	88 (n=104)
	Neutral	10 (n=22)	7 (n=6)	9 (n=28)	6 (n=3)	6 (n=4)	6 (n=7)
	-	11 (n=23)	19 (n=16)	13 (n=39)	6 (n=3)	6 (n=4)	6 (n=7)
Time taken to fully restore your services	+	87 (n=160)	79 (n=55)	85 (n=215)	91 (n=41)	89 (n=54)	90 (n=95)
	Neutral	6 (n=11)	7 (n=5)	6 (n=16)	2 (n=1)	10 (n=6)	7 (n=7)
	-	7 (n=12)	14 (n=10)	9 (n=22)	7 (n=3)	2 (n=1)	4 (n=4)
Time taken to clean up after the sewer overflow*	+	88 (n=23)	100 (n=7)	91 (n=30)	100 (n=2)	-	100 (n=2)
	Neutral	-	-	-	-	-	-
	-	12 (n=3)	-	9 (n=3)	-	-	-
The overall time taken to complete the works	+	85 (n=176)	79 (n=62)	84 (n=238)	96 (n=45)	88 (n=61)	91 (n=106)
	Neutral	6 (n=12)	5 (n=4)	6 (n=16)	-	7 (n=5)	4 (n=5)
	-	9 (n=19)	15 (n=12)	11 (n=31)	4 (n=2)	4 (n=3)	4 (n=5)

**please interpret results with caution due to small sample sizes*

Figure 10: Customer Satisfaction with faults and services - split by region (Q16, Q17)

		% response					
		Metro North n~139	Metro South n~103	Outer Metro n~41	Northern n~28	South East n~8	Eyre n~19
Helpfulness of crew	+	95 (n=86)	95 (n=57)	94 (n=16)	88 (n=14)	100 (n=2)	100 (n=6)
	Neutral	2 (n=2)	-	6 (n=1)	6 (n=1)	-	-
	-	3 (n=3)	5 (n=3)	-	6 (n=1)	-	-
Leaving the worksite in a safe and neat condition after work	+	94 (n=160)	94 (n=117)	93 (n=42)	86 (n=31)	100 (n=9)	86 (n=18)
	Neutral	4 (n=6)	4 (n=5)	4 (n=2)	11 (n=4)	-	14 (n=3)
	-	3 (n=5)	2 (n=3)	2 (n=1)	3 (n=1)	-	-
Treating people's property with care	+	94 (n=155)	96 (n=118)	98 (n=43)	94 (n=33)	100 (n=9)	95 (n=20)
	Neutral	5 (n=8)	3 (n=4)	2 (n=1)	3 (n=1)	-	5 (n=1)
	-	1 (n=2)	1 (n=1)	-	3 (n=1)	-	-
Overall satisfaction with field maintenance crew	+	89 (n=155)	92 (n=120)	96 (n=44)	89 (n=32)	100 (n=9)	86 (n=18)
	Neutral	6 (n=11)	5 (n=6)	2 (n=1)	3 (n=1)	-	10 (n=2)
	-	5 (n=8)	3 (n=4)	2 (n=1)	8 (n=3)	-	5 (n=1)
Time taken to arrive to address the fault/service problem	+	75 (n=131)	79 (n=109)	87 (n=40)	97 (n=34)	60 (n=6)	96 (n=22)
	Neutral	7 (n=13)	12 (n=17)	9 (n=4)	-	30 (n=3)	4 (n=1)
	-	18 (n=31)	9 (n=12)	4 (n=2)	3 (n=1)	10 (n=1)	-
Time taken to fully restore your services	+	85 (n=126)	84 (n=93)	88 (n=36)	94 (n=30)	78 (n=7)	95 (n=18)
	Neutral	6 (n=9)	6 (n=7)	12 (n=5)	3 (n=1)	11 (n=1)	5 (n=1)
	-	9 (n=14)	10 (n=11)	-	3 (n=1)	11 (n=1)	-
Time taken to clean up after the sewer overflow	+	88 (n=21)	100 (n=9)	-	100 (n=2)	-	-
	Neutral	-	-	-	-	-	-
	-	13 (n=3)	-	-	-	-	-
The overall time taken to complete the works	+	82 (n=136)	84 (n=106)	92 (n=44)	91 (n=30)	80 (n=8)	95 (n=20)
	Neutral	6 (n=10)	6 (n=7)	6 (n=3)	3 (n=1)	10 (n=1)	5 (n=1)
	-	12 (n=20)	10 (n=13)	2 (n=1)	6 (n=2)	10 (n=1)	-

Note: please interpret results with caution due to some small sample sizes

Figure 10a: Customer Satisfaction with faults and services - split by fault (Q16, Q17)

Metropolitan		% response																				
		Business							Residential							Total						
		Water			Sewer			Other (n~7)	Water			Sewer			Other (n~1)	Water			Sewer			Other (n~7)
		Meter (n~28)	Road (n~3)	Other (n~9)	Block (n~18)	O/flow (n~7)	Other (n~1)		Meter (n~65)	Road (n~12)	Other (n~27)	Block (n~56)	O/flow (n~29)	Other (n~3)		Meter (n~93)	Road (n~15)	Other (n~36)	Block (n~74)	O/flow (n~35)	Other (n~4)	
Helpfulness of crew	+	100	100	100	93	100	-	80	89	67	100	97	96	100	-	92	75	100	96	97	100	80
	Neutral	-	-	-	-	-	-	-	4	33	-	-	-	-	-	3	25	-	-	-	-	-
	-	-	-	-	7	-	-	20	7	-	-	3	4	-	-	5	-	-	4	3	-	20
Leaving worksite in safe & neat condition after work	+	91	50	100	95	100	-	71	96	81	100	98	93	100	100	94	75	100	97	95	75	75
	Neutral	9	25	-	5	-	100	-	4	-	-	2	3	-	-	6	5	-	3	3	25	-
	-	-	25	-	-	-	-	29	-	19	-	-	3	-	-	-	20	-	-	3	-	25
Treating people's property with care	+	97	33	100	95	100	-	71	97	82	100	100	90	100	100	97	71	100	99	92	75	75
	Neutral	3	67	-	5	-	100	14	3	9	-	-	10	-	-	3	21	-	1	8	25	13
	-	-	-	-	-	-	-	14	-	9	-	-	-	-	-	-	7	-	-	-	-	13
Overall satisfaction with field maintenance crew	+	97	50	90	90	100	-	71	88	63	100	98	93	100	-	91	60	97	96	95	75	63
	Neutral	3	50	-	10	-	100	14	4	31	-	2	3	-	-	4	35	-	4	3	25	13
	-	-	-	10	-	-	-	14	8	6	-	-	3	-	100	6	5	3	-	3	-	25
Time taken arrive/ address fault/ service problem	+	62	50	100	80	71	100	88	78	59	68	88	84	100	100	73	57	77	86	82	100	89
	Neutral	9	25	-	10	-	-	-	8	6	21	9	10	-	-	8	10	15	9	8	-	-
	-	29	25	-	10	29	-	13	14	35	11	3	6	-	-	19	33	8	5	11	-	11
Time taken to fully restore your services	+	85	50	80	71	100	-	80	85	67	82	88	100	100	-	85	60	82	84	100	67	80
	Neutral	7	-	10	12	-	-	-	5	-	14	7	-	-	-	6	-	13	8	-	-	-
	-	7	50	10	18	-	100	20	10	33	4	5	-	-	-	9	40	5	8	-	33	20
Time taken to clean up after sewer overflow	+	-	-	-	-	100	-	-	-	-	-	-	88	-	-	-	-	-	-	91	-	-
	Neutral	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	12	-	-	-	-	-	-	9	-	-
Overall time taken to complete works	+	73	50	91	83	88	-	86	81	71	75	93	93	100	100	79	67	79	91	92	100	88
	Neutral	7	25	-	-	13	-	-	6	-	19	3	-	-	-	6	6	14	3	3	-	-
	-	20	25	9	17	-	-	14	13	29	6	3	7	-	-	15	28	7	6	6	-	13

Note: please interpret results with caution due to small sample sizes

Figure 10b: Customer Satisfaction with faults and services - split by fault (Q16, Q17) continued

Regional		% response																
		Business				Residential						Total						
		Water			Other	Water			Sewer			Water			Sewer			Other
		Meter (n~36)	Road (n~6)	Other (n~16)	(n~2)	Meter (n~29)	Road (n~1)	Other (n~4)	Blockage (n~8)	Overflow (n~2)	Other (n~1)	Meter (n~65)	Road (n~7)	Other (n~20)	Blockage (n~8)	Overflow (n~2)	Other (n~1)	(n~2)
Helpfulness of crew	+	91	100	100	100	90	-	100	100	100	-	90	100	100	100	100	-	100
	Neutral	9	-	-	-	-	-	-	-	-	100	5	-	-	-	-	100	-
	-	-	-	-	-	10	-	-	-	-	-	5	-	-	-	-	-	-
Leaving worksite in safe & neat condition after work	+	88	83	89	100	91	-	100	100	100	-	89	71	91	100	100	-	100
	Neutral	10	17	11	-	3	100	-	-	-	-	7	29	9	-	-	-	-
	-	3	-	-	-	6	-	-	-	-	-	4	-	-	-	-	-	-
Treating people's property with care	+	93	100	100	100	94	-	100	100	100	100	93	100	100	100	100	100	100
	Neutral	5	-	-	-	3	-	-	-	-	-	4	-	-	-	-	-	-
	-	3	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-	-
Overall satisfaction with field maintenance crew	+	93	100	94	100	85	100	100	100	100	-	89	100	95	100	100	-	100
	Neutral	5	-	-	-	3	-	-	-	-	100	4	-	-	-	-	100	-
	-	2	-	6	-	12	-	-	-	-	-	7	-	5	-	-	-	-
Time taken arrive/ address fault/ service problem	+	85	88	94	100	85	100	100	89	100	100	85	89	95	89	100	100	100
	Neutral	10	-	-	-	9	-	-	-	-	-	9	-	-	-	-	-	-
	-	5	13	6	-	6	-	-	11	-	-	5	11	5	11	-	-	-
Time taken to fully restore your services	+	92	83	88	-	91	-	100	88	100	-	91	83	90	88	100	-	-
	Neutral	5	17	12	100	3	-	-	-	-	-	4	17	10	-	-	-	100
	-	3	-	-	-	6	-	-	13	-	-	4	-	-	13	-	-	-
Time taken to clean up after sewer overflow	+	-	-	-	-	-	-	-	-	100	-	-	-	-	-	100	-	-
	Neutral	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overall time taken to complete works	+	90	71	89	100	94	100	100	100	100	-	92	75	91	100	100	-	100
	Neutral	5	14	11	-	-	-	-	-	-	-	3	13	9	-	-	-	-
	-	5	14	-	-	6	-	-	-	-	-	5	13	-	-	-	-	-

Note: please interpret results with caution due to small sample sizes

Figure 10c: Customer Satisfaction with faults and services - split by fault (Q16, Q17) continued

Total		% response												
		Residential							Business					
		Water			Sewer			Other (n~1)	Water			Sewer			Other (n~9)
		Meter (n~95)	Road (n~12)	Other (n~30)	Blockage (n~65)	Overflow (n~30)	Other (n~3)		Meter (n~64)	Road (n~10)	Other (n~26)	Blockage (n~19)	Overflow (n~7)	Other (n~1)	
Helpfulness of crew	+	89	67	100	97	96	67	-	95	100	100	93	100	-	83
	Neutral	3	33	-	-	-	33	-	5	-	-	-	-	-	-
	-	8	-	-	3	4	-	-	-	-	-	7	-	-	17
Leaving worksite in safe & neat condition after work	+	94	76	100	99	94	100	100	89	70	93	95	100	-	80
	Neutral	4	6	-	1	3	-	-	10	20	7	5	-	100	-
	-	2	18	-	-	3	-	-	1	10	-	-	-	-	20
Treating people's property with care	+	96	82	100	100	91	100	100	94	78	100	95	100	-	80
	Neutral	3	9	-	-	9	-	-	4	22	-	5	-	100	10
	-	1	9	-	-	-	-	-	1	-	-	-	-	-	10
Overall satisfaction with field maintenance crew	+	87	65	100	99	94	75	-	94	80	93	90	100	-	80
	Neutral	4	29	-	1	3	25	-	4	20	-	10	-	100	10
	-	9	6	-	-	3	-	100	1	-	7	-	-	-	10
Time taken arrive/ address fault/ service problem	+	80	61	72	88	84	100	100	75	75	90	76	71	100	82
	Neutral	8	6	19	8	9	-	-	9	8	6	10	-	-	9
	-	11	33	9	4	6	-	-	16	17	3	14	29	-	9
Time taken to fully restore your services	+	87	67	84	88	100	100	-	89	70	82	67	100	-	67
	Neutral	4	-	13	6	-	-	-	6	10	14	11	-	-	17
	-	9	33	3	6	-	-	-	5	20	4	22	-	100	17
Time taken to clean up after sewer overflow	+	-	-	-	-	89	-	-	-	-	-	-	100	-	-
	Neutral	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	11	-	-	-	-	-	-	-	-	-
Overall time taken to complete works	+	85	73	78	94	93	100	100	83	64	87	79	88	-	80
	Neutral	4	-	17	3	-	-	-	6	18	10	-	13	-	10
	-	11	27	6	3	7	-	-	11	18	3	21	-	-	10

Note: please interpret results with caution due to small sample sizes

Figure 11: Tracking: Customer Satisfaction with faults & services – metro areas – split by quarter (Q16, Q17)

		% response															
		Metropolitan North								Metropolitan South							
		Q2 2014	Q3 2014	Q4 2014	Q1 2014	Q2 2014	Q3 2015	Q4 2015	Q1 15-16	Q2 2014	Q3 2014	Q4 2014	Q1 2014	Q2 2014	Q3 2015	Q4 2015	Q1 15-16
Helpfulness of crew	+	93	93	94	93	97	91	99	95	96	92	94	91	95	89	94	95
	Neutral	5	3	3	6	-	6	1	2	2	2	3	5	3	5	5	-
	-	2	4	3	1	3	2	-	3	2	6	2	4	3	6	1	5
Leaving the worksite in a safe and neat condition after completing the work	+	94	95	91	91	89	95	90	94	94	93	91	88	94	89	93	94
	Neutral	3	2	4	8	5	2	6	4	5	2	5	5	3	5	3	4
	-	3	3	5	1	5	2	4	3	2	4	3	7	3	6	4	2
Treating people's property with care	+	97	97	95	94	92	97	93	94	94	95	95	91	91	96	95	96
	Neutral	2	2	3	5	3	2	5	5	3	1	3	5	5	2	4	3
	-	1	1	3	1	4	1	2	1	2	4	2	4	4	2	1	1
Overall satisfaction with field maintenance crew	+	93	93	92	90	90	92	91	89	89	92	90	88	91	91	92	92
	Neutral	3	3	4	6	5	4	5	6	6	3	6	7	4	1	5	5
	-	3	4	4	4	5	5	4	5	5	5	4	5	5	8	3	3
Time taken to arrive to address the fault/service problem	+	78	85	81	71	79	76	78	75	81	81	80	75	77	84	87	79
	Neutral	9	6	6	12	10	11	11	7	8	4	7	10	6	7	5	12
	-	13	10	12	17	12	13	11	18	12	15	13	15	17	8	8	9
Time taken to fully restore your services	+	88	88	91	88	84	84	83	85	85	86	85	85	84	87	88	84
	Neutral	6	3	3	5	8	4	8	6	7	4	9	5	9	3	4	6
	-	6	9	7	7	8	12	9	9	8	10	6	10	7	10	8	10
Time taken to clean up after the sewer overflow	+	74	75	96	90	92	85	86	88	80	95	83	83	82	92	100	100
	Neutral	21	-	4	-	-	8	4	-	13	5	17	8	9	8	-	-
	-	5	25	-	10	8	8	11	13	7	-	-	8	9	-	-	-
The overall time taken to complete the works	+	84	88	89	81	84	80	85	82	87	86	85	81	82	88	87	84
	Neutral	6	3	5	8	8	9	7	6	6	4	5	5	7	3	4	6
	-	10	9	7	11	8	11	8	12	7	11	10	13	11	9	9	10

Figure 11a: Tracking: Customer Satisfaction with faults & services – by region – split by quarter (Q16, Q17)

		% response															
		Metropolitan								Regional							
		Q2 2014	Q3 2014	Q4 2014	Q1 2014	Q2 2014	Q3 2015	Q4 2015	Q1 15-16	Q2 2014	Q3 2014	Q4 2014	Q1 2014	Q2 2014	Q3 2015	Q4 2015	Q1 15-16
Overall satisfaction with field maintenance crew	+	92	92	91	90	91	91	91	91	93	90	95	97	90	94	93	91
	Neutral	4	3	5	6	4	3	5	6	3	3	2	2	7	4	4	3
	-	4	4	4	4	5	7	3	4	4	7	3	2	3	2	2	5
The overall time taken to complete the works	+	86	87	87	82	83	84	85	84	88	87	93	92	88	90	87	91
	Neutral	6	4	5	7	8	6	6	6	6	3	3	4	7	7	8	4
	-	9	9	8	12	9	10	9	11	6	10	4	3	5	3	5	4

Figure 11b: Satisfaction with being kept informed of the progress of their query/problem – Metro customers (all faults)

		% response Total (n=271)	Residential (n=182)	Business (n=89)
Satisfaction with being kept informed of the progress	+	61%	64%	56%
	Neutral	15%	15%	17%
	-	23%	21%	27%

Figure 11c: Satisfaction with being kept informed of the progress of their query/problem – Metro customers (meter faults)

		% response Total (n=96)	Residential (n=61)	Business (n=35)
Satisfaction with being kept informed of the progress	+	55%	59%	49%
	Neutral	13%	13%	11%
	-	32%	28%	40%

4.3 Customer experience

Customer experience key findings

Measuring customer effort is based on the idea that trying to 'delight' customers does not necessarily fit in with their expectations; rather, the majority of customers simply want a satisfactory solution to a particular issue/request/interaction with an organisation. This has led to the development of a specific tool to measure not only the effort a customer must employ to complete a service task overall but also the effort for each particular action.

The Customer Effort Score is calculated by producing the mean score for the question: *"How much effort did you personally have to put forth to handle your request?"* Scored on a 5-point scale where 5 is 'very high effort' and 1 is 'very low effort', the target score for all service interactions for SA Water is a mean score of 2.0 (ie represents 'low' to 'very low effort' on behalf of the customer). This is a new**focus** target suggestion.

The total customer effort score for dealing with SA Water has remained consistent with the last 2 quarters at 2.3 overall. Of the various touchpoints measured, customer effort was lowest for the residential faults customers (2.0), and highest for the residential written correspondence, and residential connections group (both 3.0).

	Mean score		
	Residential	Business	Total
Faults	2.0	2.3	2.1
Accounts/general enquiries	2.5	2.5	2.5
Written correspondence	3.0	2.1	2.8
Connections	3.0	2.9	3.0
Total customer effort	2.3	2.3	2.3

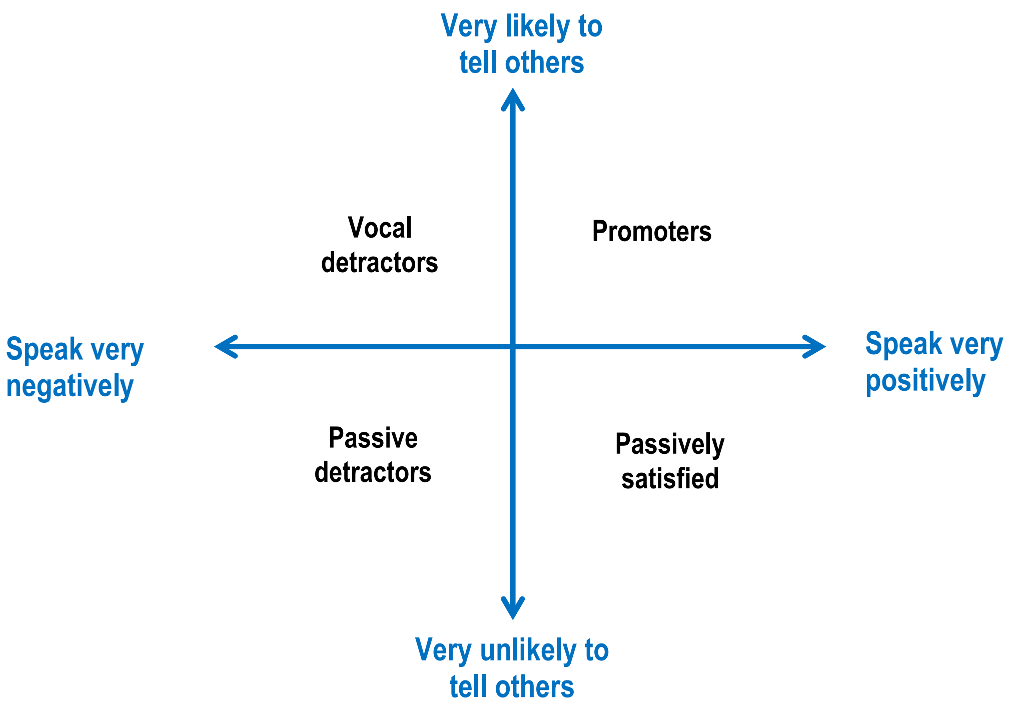
1.0 Very Low Effort	2.0	3.0	4.0	5.0 Very High Effort

Advocacy

In order to measure advocacy in the context of an organisation operating where there is only limited control over the purchasing decision (to buy or not), and there is no choice in who provides the product/service, new**focus** recommended applying a combination of questions:

- if you were to tell others of your experience with SA Water, how positively or negatively would you speak about it, where 10=very positive, 5=neutral and 0=very negative; and
- how likely or unlikely would you be to tell others about your experience with SA Water, where 10 = very likely and 0=very unlikely

Customers are categorized into one of the four quadrants as shown in the diagram below.



A number of key findings came from the advocacy results:

overall: 43% of customers would positively promote SA water, whereas 10% registered as vocal detractors

business: 41% of business customers would positively promote SA Water, down 3% from the last quarter result of 44%. Alternatively, 7% of these customers would be vocal detractors (previous quarter was 12%)

residential: 44% of residential customers would positively promote SA Water, down 4% from last quarter's result of 48%. Vocal detractors were 11% (previous quarter was 12%)

metro vs regional: 45% of customers would positively promote SA Water, while 10% are vocal detractors. Comparatively for regional, 40% are vocal promoters while 9% are vocal detractors

Supplier of choice

If given a choice of provider 78% of customers would choose SA Water – this figure has dropped 3% from 81% in Q4 2014-2015.

Figure 12: Customer Satisfaction with problem resolution (Q10N13)

		% response Residential n~486	Business n~188	Total n~674
Satisfaction with SA Water's efforts to resolve your query or problem	+	80	80	80
	Neutral	8	10	8
	-	12	10	11
SA Water keeping you informed of the progress of your query or problem	+	58	58	58
	Neutral	16	19	17
	-	26	23	25

Figure 12a: Satisfaction with SA Water's effort by touchpoint (Q10N13)

	% response Residential	Business	Metro	Regional	Total
Faults	89	84	86	90	87
Accounts/general enquiries	69	47	68	65	67
Written correspondence	45	67	40	67	48
Connections	73	71	64	87	71
Total effort by SA Water to resolve your query or problem	80	80	79	83	80

Figure 13: How many times did you contact SA Water to resolve this specific issue (Q14N13)

	% response Residential n=556	Business n=207	Total n=763
Once	64	67	65
Twice	15	20	16
Three times	5	5	5
Four times	3	2	2
Five or more times	5	1	4
Still unresolved	8	5	7

Figure 14: Ease of doing business (Q19N14)

Thinking about your recent contact with SA Water, how easy was it to do business with SA Water? (5-Very easy, 4-Easy, 3-Neither, 2-Difficult, 1-Very difficult)

		% response Residential n=553	Business n=208	Total n=761
Ease of doing business with SA Water	+	87	84	86
	Neutral	7	11	8
	-	6	6	6

Figure 15: Customer effort by touchpoint (Q21N14)

How much effort did you personally have to put forth to handle your request?

	Mean score Residential	Business	Total
Faults	2.0	2.3	2.1
Accounts/general enquiries	2.5	2.5	2.5
Written correspondence	3.0	2.1	2.8
Connections	3.0	2.9	3.0
Total customer effort	2.3	2.3	2.3

1.0 Very Low Effort	2.0	3.0	4.0	5.0 Very High Effort

Figure 16: Supplier of choice (Q22N14)

If you had a choice of water and sewerage providers, how likely would you be to choose SA Water? (5-Very likely, 4-Likely, 3-Neither, 2-Unlikely, 1-Very unlikely)

		% response Residential n=457	Business n=187	Total n=644
Likelihood to choose SA Water for a water and sewerage provider	+	77	79	78
	Neutral	14	12	13
	-	9	9	9

Figure 17: Last contact type (Q51) - was this the preferred way of contact (Q35N14)

	% response			
	Phone		Written	
	Yes	No	Yes	No
Residential	98	2	84	16
Business	98	2	50	50
Total	98	2	79	21

**please interpret results for Business – written correspondence with caution due to small sample size*

Figure 18: Preferred way to be contacted by SA Water (Q18N14)

	n response Contacted by phone n=9	Contacted by written correspondence n=13
Over the phone	-	10
Email	4	1
Live chat on the internet	1	-
Other (not specified)	4	2

Figure 19a: Advocacy – Total (Q36n14, Q37n14)

If you were to tell others of your recent experience with SA Water, how positively or negatively would you speak about it? (10-Very positive, 5-Neutral, 0-Very negative)
And how likely or unlikely would you be to tell others about your recent experience with SA Water? (10-Very likely, 0-Very unlikely)

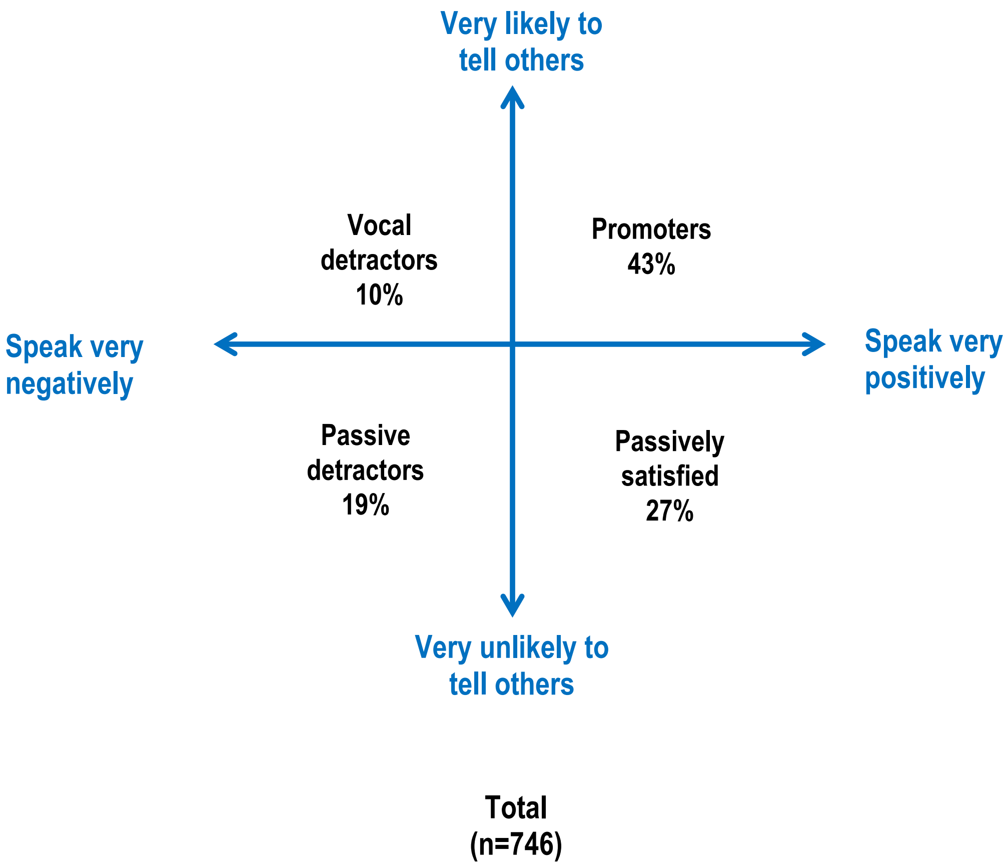


Figure 19b: Advocacy – Residential (Q36n14, Q37n14)

If you were to tell others of your recent experience with SA Water, how positively or negatively would you speak about it? (10-Very positive, 5-Neutral, 0-Very negative)
And how likely or unlikely would you be to tell others about your recent experience with SA Water? (10-Very likely, 0-Very unlikely)

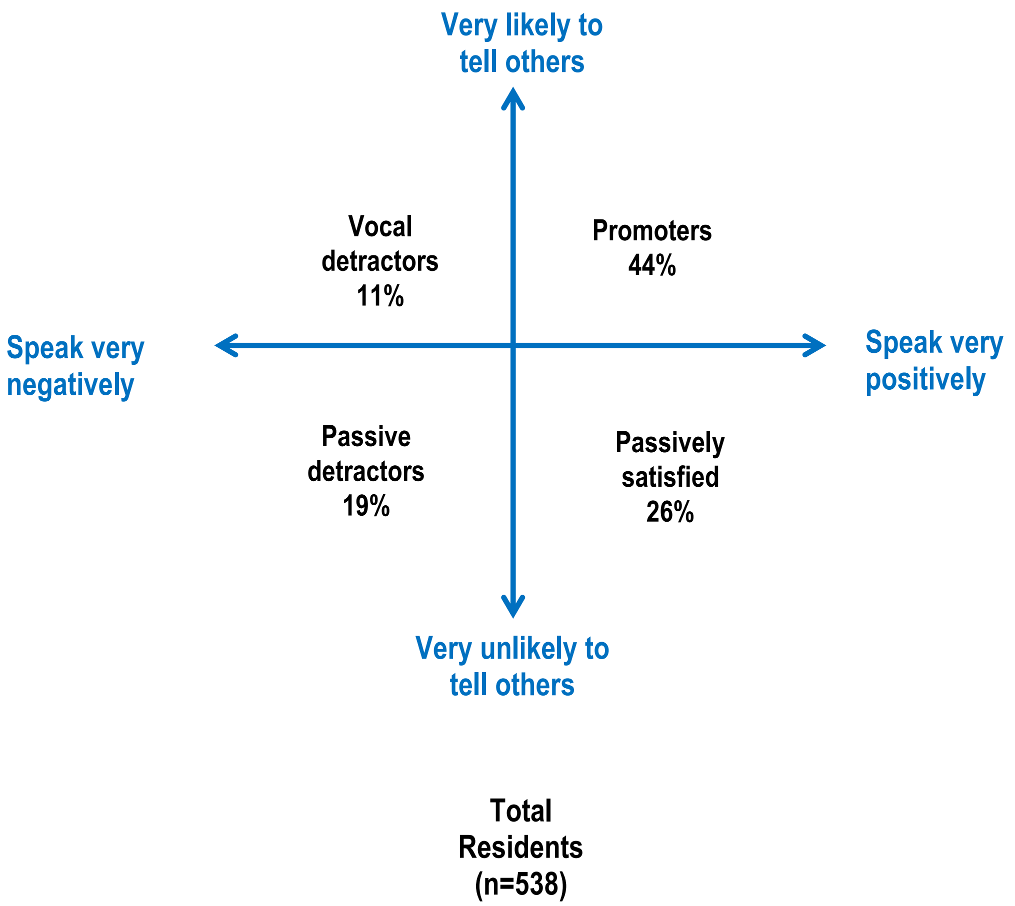
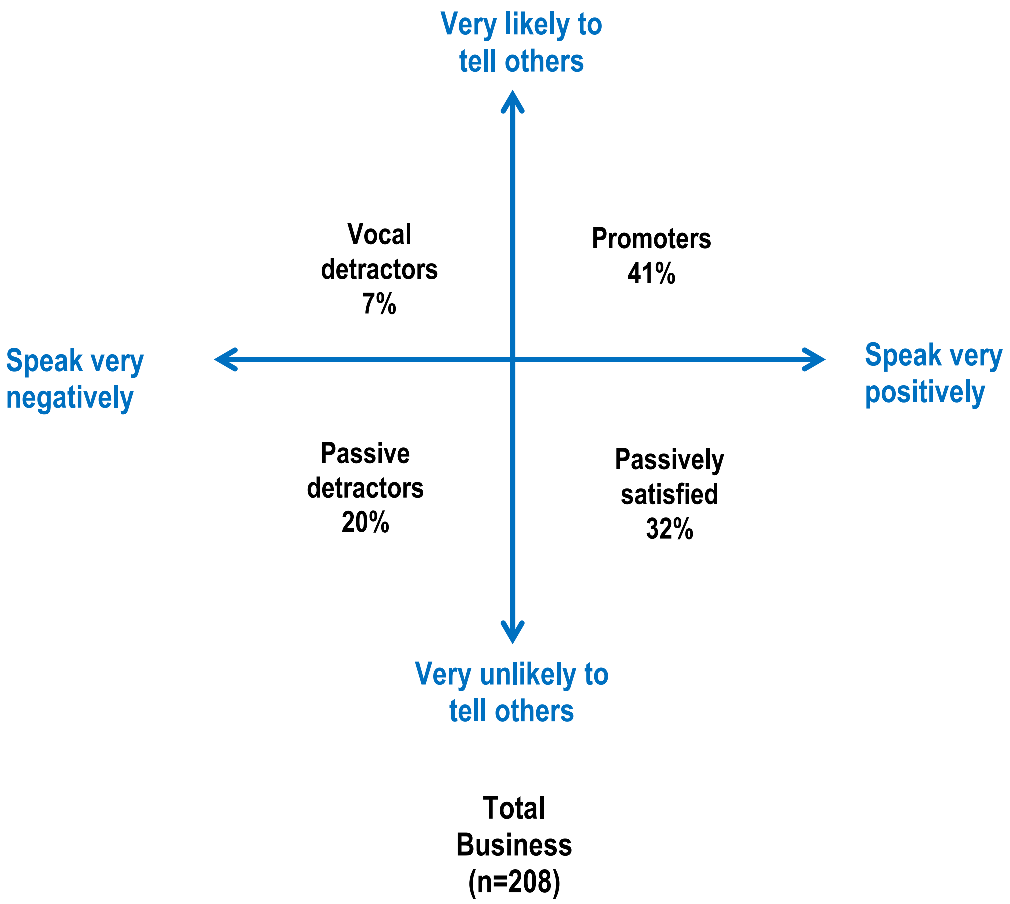


Figure 19c: Advocacy – Business (Q36n14, Q37n14)

If you were to tell others of your recent experience with SA Water, how positively or negatively would you speak about it? (10-Very positive, 5-Neutral, 0-Very negative)

And how likely or unlikely would you be to tell others about your recent experience with SA Water? (10-Very likely, 0-Very unlikely)



4.4 Water quality

Water quality key findings

Total satisfaction with water quality decreased by 1% this quarter to 80%. The result is underlined by significantly low satisfaction ratings for "taste" across all segments (61% overall) and also low "smell/odour" ratings (76% overall).

Generally speaking, regular tap water drinkers show much higher levels of satisfaction than non-regular drinkers with several trends noted below:

- resident regular vs. non-regular: large variance in overall satisfaction, with regular drinkers showing 88% satisfaction and non-regular 75%. Taste is a concern for both segments; however satisfaction for taste varies greatly with regular drinkers showing 76% satisfaction with 30% for non-regular drinkers. Smell/odour shows a similar trend with 83% for regular drinkers and 66% for non-regular. Safe to drink, colour and pressure remain high in both
- business regular vs. non-regular: a larger variance is shown among the business segment; with regular drinkers showing 89% satisfaction and non-regular showing 68%. Similar negative results for taste and smell/odour were shown, with similar positive trends for pressure and colour. However the "safe to drink" category showed a particularly low rating for non-regular business drinkers of 66%

Figure 20: Customer Satisfaction with water quality (Q38)

		% response		
		Residential n~527	Business n~185	Total n~712
Taste	+	60	65	61
	Neutral	21	22	21
	-	18	13	17
Safe to drink	+	83	76	81
	Neutral	9	14	10
	-	8	10	9
Colour	+	90	87	89
	Neutral	7	9	7
	-	4	5	4
Smell/odour	+	76	78	76
	Neutral	15	14	15
	-	9	8	9
Pressure	+	86	85	86
	Neutral	8	8	8
	-	6	6	6
The overall quality of the water	+	82	77	80
	Neutral	13	16	14
	-	5	8	6

Figure 21: Drivers of Satisfaction (Ranked in order of importance) – Water Quality

Water Quality	Satisfaction Score (% satisfied)
Taste	61
Smell/odour	76
Safe to drink	81

Figure 22: Satisfaction of water quality based on regular vs. not regular tap water drinker – Residential (Q38, Q17N14)

Residential		% response	
		Regularly drink tap water n~301	Do not drink tap water regularly n~160
Taste	+	76	30
	Neutral	16	32
	-	8	38
Safe to drink	+	92	70
	Neutral	6	13
	-	2	16
Colour	+	95	85
	Neutral	5	8
	-	0	7
Smell/odour	+	83	66
	Neutral	14	17
	-	3	16
Pressure	+	87	86
	Neutral	7	9
	-	6	5
The overall quality of the water	+	88	75
	Neutral	10	16
	-	2	9

Note: 0% represents n=1

Figure 23: Satisfaction of water quality based on regular vs. not regular tap water drinker - Business (Q38, Q17N14)

Business		% response Regularly drink tap water n~80	% response Do not drink tap water regularly n~78
Taste	+	78	51
	Neutral	18	24
	-	4	24
Safe to drink	+	87	66
	Neutral	10	16
	-	3	18
Colour	+	91	83
	Neutral	9	8
	-	-	9
Smell/odour	+	86	70
	Neutral	11	15
	-	2	15
Pressure	+	86	83
	Neutral	11	8
	-	2	9
The overall quality of the water	+	89	68
	Neutral	9	19
	-	2	13

Figure 24: Customer Satisfaction with water quality by location (Q38)

		% response					
		Metropolitan			Regional		
		Residential n~421	Business n~102	Total n~523	Residential n~107	Business n~78	Total n~185
Taste	+	62	66	63	52	62	56
	Neutral	20	26	21	27	17	23
	-	18	9	16	21	21	21
Safe to drink	+	84	78	83	77	73	76
	Neutral	9	16	10	10	13	11
	-	7	7	7	12	14	13
Colour	+	89	86	89	92	87	90
	Neutral	6	9	7	8	8	8
	-	5	5	5	-	5	2
Smell/odour	+	77	80	77	71	75	73
	Neutral	14	16	14	20	12	16
	-	9	5	8	9	13	11
Pressure	+	86	88	87	85	80	83
	Neutral	8	7	8	10	11	10
	-	6	4	6	5	9	7
The overall quality of the water	+	82	81	82	79	71	75
	Neutral	12	15	13	15	16	16
	-	6	4	5	5	13	9

Figure 25a Awareness of 'Take the Tap Test' (Q1n15)

		% response		
		Residential n=559	Business n=209	Total n=768
Have you heard about 'Take the Tap Test'?	Yes	1	2	1
	No	99	98	99

Figure 25b Awareness of 'Take the Tap Test' – split by location (Q1n15)

		% response					
		Metropolitan			Regional/rural		
		Residential n=441	Business n=113	Total n=554	Residential n=118	Business n=89	Total n=207
Have you heard about 'Take the Tap Test'?	Yes	1	3	1	1	1	1
	No	99	97	99	99	99	99

Figure 25c Participation of 'Take the Tap Test' (Q2n15)

		% response		
		Residential n=559	Business n=209	Total n=768
Have you participated in the 'Take the Tap test'?	Yes	1	2	1
	No	99	98	99

Figure 25d Participation of 'Take the Tap Test' – split by location (Q2n15)

		% response					
		Metropolitan			Regional/rural		
		Residential n=4	Business n=3	Total n=7	Residential n=1	Business n=1	Total n=2
Have you participated in the 'Take the Tap test'?	Yes	-	33	14	-	-	-
	No	100	67	86	100	100	100

4.5 Billing

Billing key findings

This quarter has seen a slight decrease in the percentage of customers who feel that SA Water bills are affordable, from 23% in Q4 2014-2015 to 22% in Q1 2015-2016. Although satisfaction ratings were equal for both residential and business segments, dissatisfaction with affordability was much higher for businesses than it was residents – showing the price sensitive nature of businesses. A total of 19% of users indicate being mildly anxious about paying the full amount by the due date.

Customers are feeling less comfortable to pay their bill in full by the due date with a decrease from 73% to 71% this quarter, with the resident group showing 70% while the business group was much more comfortable to pay in full, showing 77%. Both businesses and residents prefer to receive bills via hardcopy in the mail (78% for both), with email preferences showing 17% for residential and 21% for businesses. Users widely prefer long meter reading duration periods (79% quarterly, followed by 10% monthly).

There is some interest shown in customers reading their own water meter (resident 37%, business 27%, total 36%), however the overall preference remains that this function is performed by SA Water (resident 42%, business 59%, total 45%).

Figure 26: Affordability of SA Water bill (Q4N14)

How affordable do you think your SA Water bill is? (5-Very affordable, 1-Not at all affordable)

		% response Residential n=474	 Business n=98	 Total n=572
Affordability	+	22	22	22
	Neutral	44	35	42
	-	35	43	36

Figure 27: Preference to receive SA Water bill (Q5N14)

	% response Residential n=497	 Business n=101	 Total n=598
Hard copy in the mail	78	78	78
Email	17	21	18
Via an App on your smartphone	2	-	2
Through an individual login on the SA Water website	0	-	0

Note: 0% represents n=1

Figure 28: Choice of meter reading frequency (Q7N14)

	% response Residential n=497	 Business n=101	 Total n=598
Quarterly	78	83	79
Once a month	10	10	10
Every two months	3	3	3
Every 6 months	4	2	4
Once a year	2	2	2

Figure 29: Appeal to read own meter for bill (Q8N14)

How appealing would it be if you could read your own water meter and provide the reading to SA Water for your bill? (5-Very appealing, 4-Appealing, 3-Neither, 2-Unappealing, 1-Very unappealing)

		% response		
		Residential n=478	Business n=100	Total n=578
Appeal of reading own water meter and providing the reading to SA Water for you bill	+	37	27	36
	Neutral	20	14	19
	-	42	59	45

Figure 30: Awareness of what to do if have trouble paying SA Water bill (Q10N14)

	% response		
	Residential n=497	Business n=101	Total n=598
Yes	70	65	69
No	30	35	31

Figure 31: Financial stress indicator (Q9N14)

	% response		
	Residential n=477	Business n=97	Total n=574
You feel comfortable and pay the full amount by the due date	70	77	71
You feel mildly anxious but you pay the full amount by the due date	19	18	19
You feel comfortable but don't usually get around to paying by the due date	4	3	4
You ring SA Water immediately for a payment extension	3	-	2
You feel mildly anxious and you don't pay the full amount by the due date	3	1	2
You feel financially stressed and unable to pay by the due date	2	1	2
You avoid the bill altogether and don't pay by the due date	0	-	0

Note: 0% represents n=1 or less

4.6 Written correspondence

Written correspondence key findings

Of those customers who had written correspondence with SA Water, 56 customers made email contact compared to 5 who wrote a letter.

Satisfaction with the timeliness of SA Water's response continues to decline. Following the previous two quarter's results of 75%, followed by 67%, the current result showed an overall rating of 61%.

For those who emailed SA Water, satisfaction with timeliness of SA Water's response fell from 66% to 60% this quarter. However for those who sent a letter satisfaction rose from 71% to 75% (however there were only 4 responses in this category).

In terms of written responses – all subcategories show areas of concern

Figure 32: Customer satisfaction with timeliness of SA Water's response by customer contact type (Q4N13)

		% response		
		Email to SA Water n=42	Letter to SA Water n=4	Total n=46
Timeliness of SA Water's response	+	60	75	61
	Neutral	14	25	15
	-	26	-	24

Figure 33: How long did it take for you to receive a response to your email/letter? (Q3N13)

	% response		
	Email to SA Water n=56	**Letter to SA Water n=5**	**Total n=61**
Within the same business day	27	-	25
2 - 5 business days	36	20	34
6 - 9 business days	5	20	7
10 - 20 business days	5	40	8
More than 20 business days	2	-	2
Haven't received a response	25	20	25

Note: please interpret results on this page with caution due to small sample sizes

Figure 34: Satisfaction with written response from SA Water – split by contact type (Q5N13)

		% response		
		Email to SA Water n~38	Letter to SA Water n~3	Total n~42
The response addressed your enquiry	+	53	75	55
	Neutral	18	25	18
	-	30	-	27
The information was easy to understand	+	87	100	88
	Neutral	5	-	5
	-	8	-	7
The correspondence was professional	+	77	100	79
	Neutral	15	-	14
	-	8	-	7
It was easy to find out where you could go if you needed more information	+	68	100	70
	Neutral	15	-	14
	-	18	-	16
After reading it, you were clear on what would happen next	+	67	100	68
	Neutral	15	-	15
	-	18	-	17

Figure 35: Drivers of Satisfaction (Ranked in order of importance) – Written Correspondence

Written Correspondence	Satisfaction Score (% satisfied)
The response addressed your enquiry	56

Figure 36: Satisfaction with handling correspondence by having to contact SA Water about this issue again for any reason (Q7N13, Q6N13)

		% response	
		Yes – more contact n=18	No more contact n=27
Satisfaction with handling of your correspondence	+	28	93
	Neutral	22	4
	-	50	4

Note: please interpret results on this page with caution due to small sample size

4.7 Connections

Connections key findings

This quarter, overall satisfaction with the office staff dropped from 91% to 79%, [redacted]. The reduction was driven by lower satisfaction from metro customers, with satisfaction reducing from 89% in Q4 2014-2015 to 79% in this quarter.

Overall satisfaction for the field maintenance crew has reduced from 89% previously to 81% this quarter. This was driven by a significant reduction in regional satisfaction which dropped from 100% to 77%, with metro satisfaction remaining stable at 83%. The factor driving down results for both residential and business customers is "the time taken to complete the connection".

This quarter, the combined business/residential results showed no categories in the overall "best practice" segment – with Q4 2014-2015 registering 3 categories in this segment.

Figure 37: Customer satisfaction with connection by location

		% response Metro n~65	Regional n~28	Total n~93
Time taken to acknowledge receipt of your application	+	74	90	79
	Neutral	19	7	15
	-	7	3	6
Staff knowledge of products and services	+	78	89	81
	Neutral	15	11	14
	-	7	-	5
Helpfulness of staff	+	79	93	83
	Neutral	15	7	13
	-	6	-	4
Clear explanation of the situation and any next steps	+	66	83	71
	Neutral	22	14	20
	-	12	3	9
Estimated timeframe of overall time to complete	+	56	73	61
	Neutral	21	13	18
	-	24	13	20
Overall satisfaction with the office staff	+	72	97	79
	Neutral	21	-	15
	-	7	3	6
Leaving the worksite in a safe and neat condition after work/completing the connection	+	84	85	84
	Neutral	7	7	7
	-	10	7	9
Treating people's property with care	+	88	86	88
	Neutral	5	9	6
	-	7	5	6
The time taken to complete the connection	+	70	73	71
	Neutral	15	7	13
	-	15	20	17
Overall satisfaction with field maintenance crew	+	83	77	81
	Neutral	12	8	11
	-	5	15	8

[redacted]

Figure 38: Contacted and advised of the date the work would occur (Q29N14)

	% response		
	Metro n=70	Regional n=30	Total n=100
Yes	54	50	53
No	46	50	47

Figure 39: Connection request for vacant land (Q30N14)

	% response		
	Metro n=32	Regional n=15	Total n=47
Yes	66	47	60
No	34	53	40

Note: please interpret results with caution due to small sample size

Figure 40: Notice given (number of days) (Q31N14)

	% response		
	Metro n=32	Regional n=11	Total n=43
1	19	18	19
2	19	9	16
3	16	9	14
4	3	9	5
5	9	27	14
6	-	-	-
7	28	27	28
8	-	-	-
9	-	-	-
10	-	-	-
10+	6	-	5

Note: please interpret results with caution due to small sample size

Figure 41: Notice preference (number of days) (Q32N14)

	% response		
	Metro n=70	Regional n=30	Total n=100
1	10	17	12
2	20	7	16
3	10	17	12
4	7	7	7
5	19	27	21
6	-	-	-
7	27	27	27
8	-	-	-
9	-	-	-
10	3	-	2
10+	4	-	3

Figure 42: Drivers of Satisfaction (Ranked in order of importance) – Land development/connections

Regression analysis did not find any drivers of satisfaction strong enough to report on for Q1 2015/16.

Land development/connections – office staff	Satisfaction Score (% satisfied)
Helpfulness of staff	92
Clear explanations of situation and next steps	88

Appendix 1 – Analysis of verbatim comments on improving satisfaction (Q25n14)

Suggestions for improving overall satisfaction scores

There was a large increase in Q1 15-16 in respondents who suggested a reduction in fees. This could be related to the announcement made by during the quarter of a possible reduction in water fees, which could have prompted some of these responses.

- neutral customers in particular were likely to cite this as a way to improve their satisfaction (there was a spike in neutral customers this wave)
- customers who were dissatisfied were more likely to cite service reasons than anything to do with water pricing

When removing the responses related to the cost of water, the following results were seen:

- those who were satisfied were most likely to be unable to offer any suggestions for improvement. When they could, they spoke about improving the follow-up communication
- neutral respondents were most likely to offer up suggestions around the call centre (Staff/call centre/more highly trained/knowledgeable/consistent service/more accountability/respect/more supportive/honest)
- dissatisfied customers were more likely to suggest an improvement in efficiency of service and problem resolution

Q25n14 – what could SA Water do to improve on the overall satisfaction rating provided (asked of those who answered 1-4 out of 5)

	Qtr 4 14-15 (n=449)	Qtr 1 15-16 (n=573)
Reduce cost of water/bill/rates/services/extra charges/levees/more competitive/better value/change pricing structure	31%	41%
Don't know	6%	8%
Communication/follow-up information regarding works or requests/progress/changes/work times	9%	8%
Faster/efficient/more timely/prompt service/response time/sense of urgency/especially high priority issues	11%	7%
Nothing/no suggestions/no complaints/can`t think of anything	6%	7%
Staff/call centre/more highly trained/knowledgeable/consistent service/more accountability/respect/more supportive/honest	6%	5%
Reduce cost of sewerage/rates/wealth tax/alternative methods of charging/better value	3%	5%
Resolve my problem/on first occasion/to my satisfaction	8%	5%
Pay for water/sewerage by usage/user pays option/based on consumption/not value of house/property/location etc.	4%	4%
Improve water quality/taste/smell/pH/remove chemicals e.g. fluoride, calcium etc.	4%	4%
Better communication	5%	3%
Meter readings/more accurate/more frequent/reduce reading charges/SA Water to read meters/know location of	3%	2%
Improve water flow/pressure/pressure regulators	0%	2%
Infrastructure/improve maintenance of pipes/sewers/water mains/drains/unclog/improve appearance	2%	2%
Better customer service/customer-focused	1%	2%
More qualified/trained field crew/do their job/announce their arrival/work scheduled times/leave work area clean	3%	2%
More accessible/easier to contact/direct no/better voice options/reduce waiting time on phone/more local contacts/phone no accurate	2%	1%
Reduced water prices/regional areas/for farmers/livestock water etc.	1%	1%

	Qtr 4 14-15 (n=449)	Qtr 1 15-16 (n=573)
Reward customers with discounts/incentives/for using water saving devices, paying bills on time, based on water usage	1%	1%
Online management of requests/more/better/faster systems to track jobs/requests e.g. apps, emails for specific problems, more prompt email responses	2%	1%
Staff/employ more	1%	1%
Written notification/SMS/email/regarding any works/interruption to services/update on works etc.	1%	1%
Nothing specific/no one is perfect/never give a perfect rating/always room for improvement	1%	1%
Meters/better quality/brass/replace when needed/burglar proof/on and off switch/more accessible/easier to read	1%	1%
More personalised contact/phone contact/less automated/less generic replies	1%	1%
Connection/installation costs/reduce/lower/more accurate estimates/1 connection fee per meter	2%	1%
Provide water/sewerage services/depot to my home/area	0%	1%
Monitor expenses/more conservative/don`t waste money e.g. on desal plant/invest in business instead	-	1%
Bill/monitor/view/receive online/notifications by email/app/via login on website	-	1%
Stop overcharging/charging for services that should be free	0%	1%
Reliable/do as they say they will/e.g. follow up calls, emails, refunds etc.	2%	1%
Website/improve/more user friendly/more info/more accurate info e.g. water saving/services available/phone numbers/links to email	0%	1%
Billing info/explain pricing/charges and what they cover/bill increases/make bills easier to read	1%	1%
Bills/more accurate/get it right the first time e.g. customer details/cost/billing address etc.	1%	1%
Leakages/leaking meters/better policies/discounts/leak allowances/should fix leaks themselves	0%	1%
Payments/payment methods/streamline/Userpay for connections/automatic credit card payments	-	1%
Less administrative costs	-	1%
More options/choice/ways to monitor/control water usage e.g. reading own meter	-	1%
Support/provisions/discounts for certain customers e.g. for domestic users, concession card for carers etc.	0%	0%
Speed up application process/less paperwork/faster turn-around time/response/updates on status	2%	0%
Less bureaucracy/more simplified systems/processes	0%	0%
Privatise/become privately owned/break away from government	-	0%
Nothing/have no choice of provider anyway	0%	0%
Communicate changes to bill or account/high usage/overdue bills etc.	1%	0%
Communication/better internal/between contractors/surveyors and SAW	1%	0%
Don`t use contractors/employ staff to carry out work e.g. connections etc.	-	0%
Consult stakeholders before any decisions made on processes	-	0%
Stay in public hands	-	0%
Bills/billing period/decrease/monthly instead of quarterly	-	0%
Bills/billing period/increase/six monthly/more notice prior to due date e.g. more than 2 weeks	0%	-
More/better resources for service crew	0%	-
Provide new meters for new connections	0%	-
More recycling/water saving devices/allow bio tanks for recycling water	0%	-
Computer systems/processes/more accurate/provide reference numbers/to track complaints/problems/back-up their systems	1%	-
Increase trading hours/an hour later/not just 9-5	0%	-
Service crews/more accessible especially in regional areas	0%	-
Multiple account holders/combine all accounts in to one	0%	-

Q25n14 – what could SA Water do to improve on the overall satisfaction rating provided (asked of those who answered 1-4 out of 5) – Quarter 1 2015-16 results

	% response							
	Dataset		Region			Contact type		
	Residential (n=404)	Business (n=144)	Metro (n=418)	Regional (n=151)	Both (n=4)	Fault/ service problem (n=315)	Land development and/ or connection (n=78)	Account and/ or general enquiry (n=180)
Reduce cost of water/bill/rates/services/extra charges/levees/more competitive/better value/change pricing structure	45	31	44	34	-	40	42	42
Don't know	8	6	7	11	25	9	9	7
Communication/follow-up information regarding works or requests/progress/changes/work times	7	8	8	6	50	8	12	6
Faster/efficient/more timely/prompt service/response time/sense of urgency/especially high priority issues	5	15	7	7	-	9	5	5
Nothing/no suggestions/no complaints/can`t think of anything	7	6	7	6	-	10	1	3
Reduce cost of sewerage/rates/wealth tax/alternative methods of charging/better value	7	1	6	4	-	3	3	9
Staff/call centre/more highly trained/knowledgeable/consistent service/more accountability/respect/more supportive/honest	4	7	5	5	-	3	13	5
Resolve my problem/on first occasion/to my satisfaction	5	6	4	6	-	4	1	8
Pay for water/sewerage by usage/user pays option/based on consumption/not value of house/property/location etc.	5	2	5	3	-	3	5	7
Improve water quality/taste/smell/pH/remove chemicals e.g. fluoride, calcium etc.	4	5	4	5	-	4	3	4
Better communication	2	4	4	2	-	3	8	2
Meter readings/more accurate/more frequent/reduce reading charges/SA Water to read meters/know location of	2	3	2	3	-	1	-	7
Improve water flow/pressure/pressure regulators	2	4	1	6	-	3	-	2
Infrastructure/improve maintenance of pipes/sewers/water mains/drains/unclog/improve appearance	2	2	2	2	-	3	-	1
Better customer service/customer-focused	2	2	2	1	-	1	3	3
More qualified/trained field crew/do their job/announce their arrival/work scheduled times/leave work area clean	1	3	1	1	25	2	4	-
More accessible/easier to contact/direct no/better voice options/reduce waiting time on phone/more local contacts/phone no accurate	0	4	1	3	-	2	-	1

	% response							
	Dataset		Region			Contact type		
	Residential (n=404)	Business (n=144)	Metro (n=418)	Regional (n=151)	Both (n=4)	Fault/ service problem (n=315)	Land development and/ or connection (n=78)	Account and/ or general enquiry (n=180)
Reduced water prices/regional areas/for farmers/livestock water etc.	0	4	0	4	-	2	1	1
Online management of requests/more/better/faster systems to track jobs/requests e.g. apps, emails for specific problems, more prompt email responses	1	-	1	-	-	0	1	2
Reward customers with discounts/incentives/for using water saving devices, paying bills on time, based on water usage	1	1	1	-	-	1	-	1
Staff/employ more	1	-	1	-	-	1	1	1
Bill/monitor/view/receive online/notifications by email/app/via login on website	1	-	0	2	-	-	-	2
Written notification/SMS/email/regarding any works/interruption to services/up date on works etc.	1	1	1	-	-	1	-	-
Meters/better quality/brass/replace when needed/burglar proof/on and off switch/more accessible/easier to read	1	1	1	1	-	0	-	2
Monitor expenses/more conservative/don`t waste money e.g. on desal plant/invest in business instead	1	1	1	-	-	0	-	2
Nothing specific/no one is perfect/never give a perfect rating/always room for improvement	0	1	0	1	-	1	-	1
More personalised contact/phone contact/less automated/less generic replies	0	1	0	1	-	0	3	1
Connection/installation costs/reduce/lower/more accurate estimates/1 connection fee per meter	0	1	1	1	-	-	4	1
Provide water/sewerage services/depot to my home/area	0	1	0	2	-	1	3	
Stop overcharging/charging for services that should be free	1	-	0	1	-	0	1	1
Website/improve/more user friendly/more info/more accurate info e.g. water saving/services available/phone numbers/links to email	1	-	1	-	-	1	-	1
Leakages/leaking meters/better policies/discounts/leak allowances/should fix leaks themselves	1	-	1	-	-	-	-	2
Payments/payment methods/streamline/Userpay for connections/automatic credit card payments	1	-	1	-	-	0	1	1

	% response							
	Dataset		Region			Contact type		
	Residential (n=404)	Business (n=144)	Metro (n=418)	Regional (n=151)	Both (n=4)	Fault/ service problem (n=315)	Land development and/ or connection (n=78)	Account and/ or general enquiry (n=180)
Less administrative costs	1	-	0	1	-	-	1	1
More options/choice/ways to monitor/control water usage e.g. reading own meter	1	-	1	-	-	-	-	2
Reliable/do as they say they will/e.g. follow up calls, emails, refunds etc.	0	-	1	-	-	1	1	-
Billing info/explain pricing/charges and what they cover/bill increases/make bills easier to read	0	1	0	1	-	1	-	1
Bills/more accurate/get it right the first time e.g. customer details/cost/billing address etc.	0	1	0	1	-	1	-	1
Support/provisions/discounts for certain customers e.g. for domestic users, concession card for carers etc.	0	-	0	-	-	1	-	-
Privatise/become privately owned/break away from government	0	-	0	1	-	-	-	1
Less bureaucracy/more simplified systems/processes	0	1	-	1	-	-	3	-
Speed up application process/less paperwork/faster turn around time/response/up dates on status	-	-	0	-	-	-	3	-
Nothing/have no choice of provider anyway	0	-	0	-	-	0	-	-
Communicate changes to bill or account/high usage/overdue bills etc.	0	-		1	-	-	-	1
Don`t use contractors/employ staff to carry out work e.g. connections etc.	0	-	0	-	-	-	1	-
Bills/billing period/decrease/monthly instead of quarterly	0	-	0	-	-	-	-	1
Communication/better internal/between contractors/surveyors and SAW	-	1	0	-	-	-	-	1
Stay in public hands	-	1	-	1	-	0	-	-
Consult stakeholders before any decisions made on processes	-	-	0	-	-	-	1	-

Q25n14 – what could SA Water do to improve on the overall satisfaction rating provided (asked of those who answered 1-4 out of 5) – Quarter 1 2015-16 results

	% response										
	Residential					Business					
	Region		Contact type			Region			Contact type		
	Metro (n=326)	Regional (n=78)	Fault/ service problem (n=192)	Land development and/ or connection (n=47)	Account and/ or general enquiry (n=165)	Metro (n=71)	Regional (n=69)	Both (n=4)	Fault/ service problem (n=123)	Land development and/ or connection (n=6)	Account and/ or general enquiry (n=15)
Reduce cost of water/bill/rates/services/extra charges/levees/more competitive/better value/change pricing structure	48	33	45	47	45	30	35	-	33	33	13
Don't know	7	13	10	9	6	4	7	25	6	-	13
Communication/follow-up information regarding works or requests/progress/changes/work times	6	10	7	11	6	11	1	50	9	-	-
Faster/efficient/more timely/prompt service/response time/sense of urgency/especially high priority issues	5	4	6	6	2	21	10	-	13	17	33
Nothing/no suggestions/no complaints/can`t think of anything	7	8	13	-	3	7	4	-	6	-	7
Reduce cost of sewerage/rates/wealth tax/alternative methods of charging/better value	6	8	5	-	10	1	-	-	1	-	-
Staff/call centre/more highly trained/knowledgeable/consistent service/more accountability/respect/more supportive/honest	4	4	2	13	4	8	6	-	6	17	13
Resolve my problem/on first occasion/to my satisfaction	4	6	3	2	7	6	6	-	5	-	13
Pay for water/sewerage by usage/user pays option/based on consumption/not value of house/property/location etc.	6	5	3	9	7	3	1	-	2	-	-
Improve water quality/taste/smell/pH/remove chemicals e.g. fluoride, calcium etc.	4	4	4	4	4	3	7	-	5	-	7
Better communication	2	3	2	6	2	7	1	-	5	-	-
Meter readings/more accurate/more frequent/reduce reading charges/SA Water to read meters/know location of	2	3	-	-	6	1	4	-	2	-	13

	% response											
	Residential					Business						
	Region		Contact type			Region			Contact type			
	Metro (n=326)	Regional (n=78)	Fault/ service problem (n=192)	Land development and/ or connection (n=47)	Account and/ or general enquiry (n=165)	Metro (n=71)	Regional (n=69)	Both (n=4)	Fault/ service problem (n=123)	Land development and/ or connection (n=6)	Account and/ or general enquiry (n=15)
Improve water flow/pressure/pressure regulators	1	5	2	-	2	1	7	-	5	-	-
Infrastructure/improve maintenance of pipes/sewers/water mains/drains/unclog/improve appearance	2	1	4	-	1	1	3	-	2	-	-
Better customer service/customer-focused	2	1	1	4	2	3	1	-	1	-	13
More qualified/trained field crew/do their job/announce their arrival/work scheduled times/leave work area clean	1	1	1	4	-	6	-	25	4	-	-
More accessible/easier to contact/direct no/better voice options/reduce waiting time on phone/more local contacts/phone no accurate	0	1	1	-	1	3	6	-	5	-	-
Reduced water prices/regional areas/for farmers/livestock water etc.	0	-	-	-	1	-	9	-	4	17	-
Online management of requests/more/better/faster systems to track jobs/requests e.g. apps, emails for specific problems, more prompt email responses	1	-	1	-	2	-	-	-	-	-	-
Reward customers with discounts/incentives/for using water saving devices, paying bills on time, based on water usage	1	-	2	-	-	3	-	-	1	-	7
Staff/employ more	1	-	1	2	1	-	-	-	-	-	-
Bill/monitor/view/receive online/notifications by email/app/via login on website	0	4	-	-	2	-	-	-	-	-	-
Written notification/SMS/email/regarding any works/interruption to services/up date on works etc.	1	-	2	-	-	1	-	-	1	-	-
Meters/better quality/brass/replace when needed/burglar proof/on and off switch/more accessible/easier to read	1	-	-	-	2	-	1	-	1	-	-

	% response											
	Residential					Business						
	Region		Contact type			Region			Contact type			
	Metro (n=326)	Regional (n=78)	Fault/ service problem (n=192)	Land development and/ or connection (n=47)	Account and/ or general enquiry (n=165)	Metro (n=71)	Regional (n=69)	Both (n=4)	Fault/ service problem (n=123)	Land development and/ or connection (n=6)	Account and/ or general enquiry (n=15)
Monitor expenses/more conservative/don`t waste money e.g. on desal plant/invest in business instead	1	-	1	-	1	1	-	-	-	-	7
Nothing specific/no one is perfect/never give a perfect rating/always room for improvement	1	-	1	-	-	-	3	-	1	-	7
More personalised contact/phone contact/less automated/less generic replies	0	1	-	2	1	1	-	-	1	-	-
Connection/installation costs/reduce/lower/more accurate estimates/1 connection fee per meter	1	-	-	2	1	-	1	-	-	17	-
Provide water/sewerage services/depot to my home/area	0	1	-	4	-	-	3	-	2	-	-
Stop overcharging/charging for services that should be free	1	1	1	2	1	-	-	-	-	-	-
Website/improve/more user friendly/more info/more accurate info e.g. water saving/services available/phone numbers/links to email	1	-	1	-	1	-	-	-	-	-	-
Leakages/leaking meters/better policies/discounts/leak allowances/should fix leaks themselves	1	-	-	-	2	-	-	-	-	-	-
Payments/payment methods/streamline/Userpay for connections/automatic credit card payments	1	-	1	2	1	-	-	-	-	-	-
Less administrative costs	1	1	-	2	1	-	-	-	-	-	-
More options/choice/ways to monitor/control water usage e.g. reading own meter	1	-	-	-	2	-	-	-	-	-	-
Reliable/do as they say they will/e.g. follow up calls, emails, refunds etc.	1	-	1	-	-	-	-	-	-	-	-
Billing info/explain pricing/charges and what they cover/bill increases/make bills easier to read	0	1	1	-	1	1	-	-	1	-	-

	% response										
	Residential					Business					
	Region		Contact type			Region			Contact type		
	Metro (n=326)	Regional (n=78)	Fault/ service problem (n=192)	Land development and/ or connection (n=47)	Account and/ or general enquiry (n=165)	Metro (n=71)	Regional (n=69)	Both (n=4)	Fault/ service problem (n=123)	Land development and/ or connection (n=6)	Account and/ or general enquiry (n=15)
Bills/more accurate/get it right the first time e.g. customer details/cost/billing address etc.	0	-	-	-	1	-	3	-	2	-	-
Support/provisions/discounts for certain customers e.g. for domestic users, concession card for carers etc.	1	-	1	-	-	-	-	-	-	-	-
Privatise/become privately owned/break away from government	0	1	-	-	1	-	-	-	-	-	-
Less bureaucracy/more simplified systems/processes	-	1	-	2	-	-	1	-	-	17	-
Speed up application process/less paperwork/faster turn around time/response/up dates on status	-	-	-	-	-	-	-	-	-	-	-
Nothing/have no choice of provider anyway	0	-	1	-	-	-	-	-	-	-	-
Communicate changes to bill or account/high usage/overdue bills etc.	-	1	-	-	1	-	-	-	-	-	-
Don`t use contractors/employ staff to carry out work e.g. connections etc.	0	-	-	2	-	-	-	-	-	-	-
Bills/billing period/decrease/monthly instead of quarterly	0	-	-	-	1	-	-	-	-	-	-
Communication/better internal/between contractors/surveyors and SAW	-	-	-	-	-	1	-	-	-	-	7
Stay in public hands	-	-	-	-	-	-	1	-	1	-	-
Consult stakeholders before any decisions made on processes	-	-	-	-	-	-	-	-	-	-	-