



Government  
of South Australia



# SA Water Customer Experience Survey

Quarter 2 2016-2017

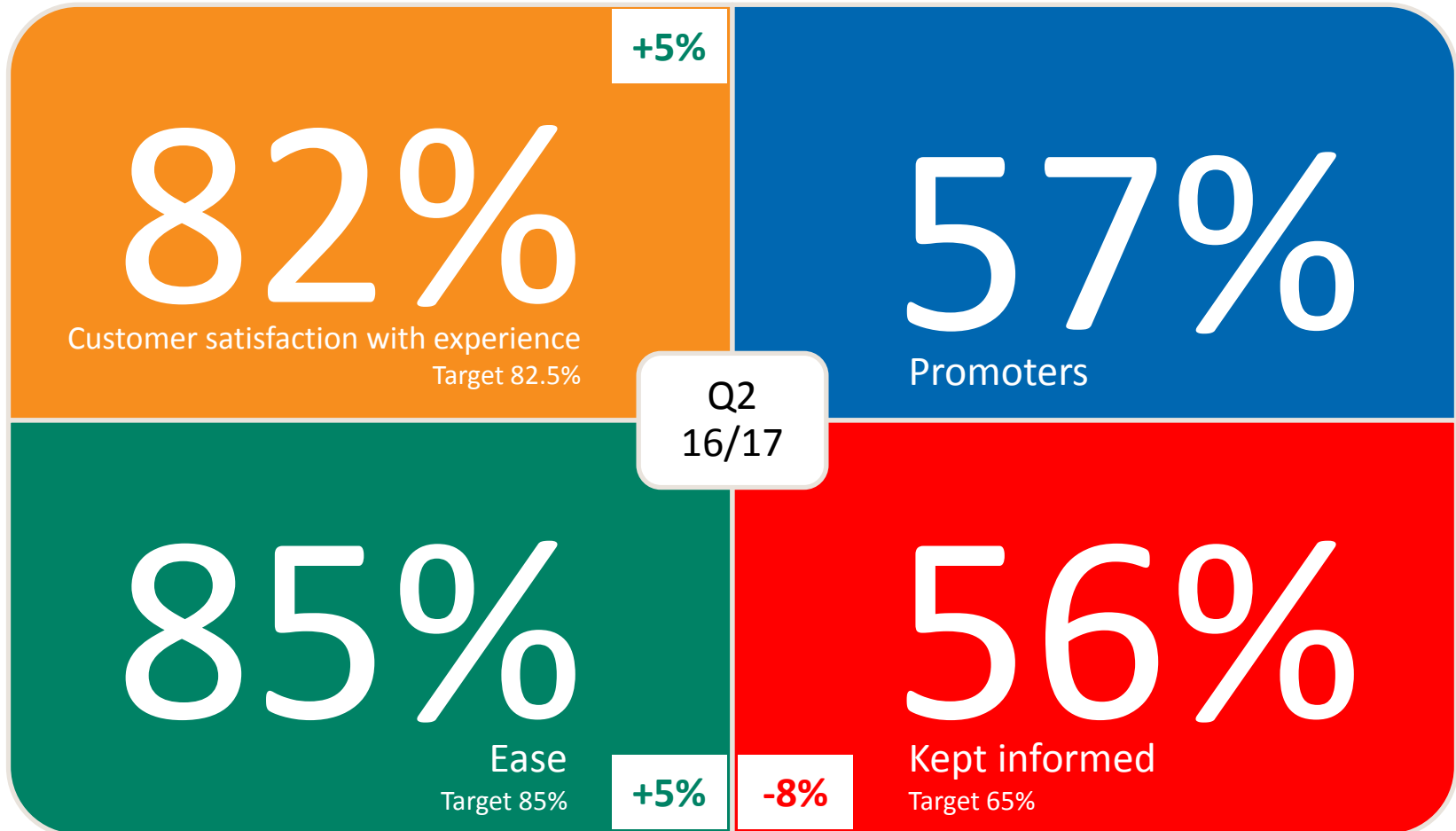




## About this report

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 performance of our Customer Service Centre was close to target at 82% (target 82.5%) in Q2 of 2016/17. These results are an improvement compared to Q1 (77%). Similar to the previous quarter, customers' comments indicated satisfaction with our response times, problems being fixed and staff being friendly and helpful. The change in comments show that customers were more likely to be satisfied with our response time across areas in Q2 compared to Q1. The increase in satisfaction could be linked to a reduction in the amount of calls received in the call centre in October and November.

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)

Ease of query or issue resolution was on target at 85%. This result ended a downward trend and is possibly also linked to the decrease in demand in the call centre. Satisfaction with being kept informed was the lowest performer at 56%, and a decrease of 8% compared to Q1.

Similar to the previous quarter, the Connections / Extensions and Land Development area was the best performer this quarter, achieving highest scores for overall satisfaction (84%), keeping customers informed (70%) and the proportion of customers who would speak positively about their experience to family and friends, classified as Promoters (64%). However other areas saw increased performance this quarter with many KPIs currently on or above target.

*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 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 2 FY 16/17:

Service area	Interviews conducted
Account / general enquiries	233
Faults	326
Connections / extensions / land development	95
<b>Total</b>	<b>654</b>

## 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.

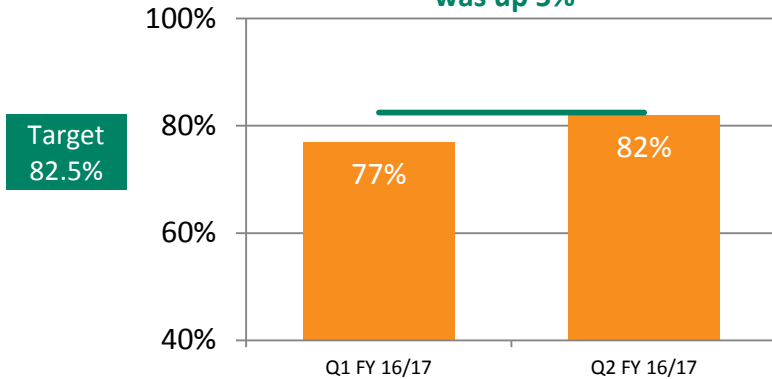
## Overall results



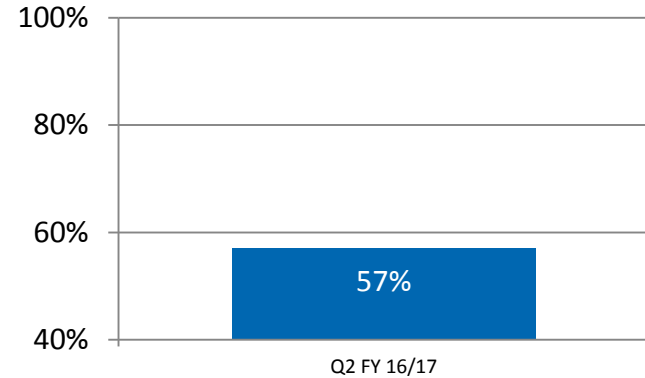
# Customer Experience Performance over time

Customer satisfaction with experience

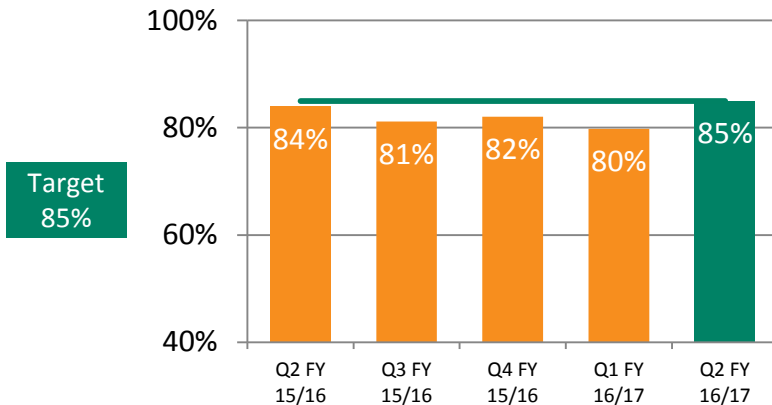
was up 5%



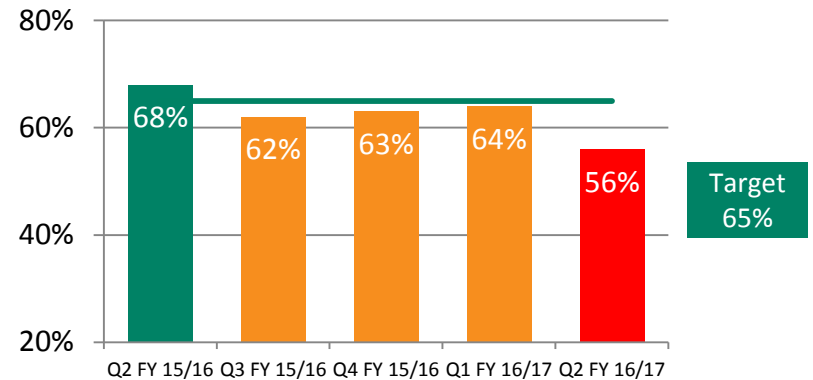
Promoters



Ease was up 5%

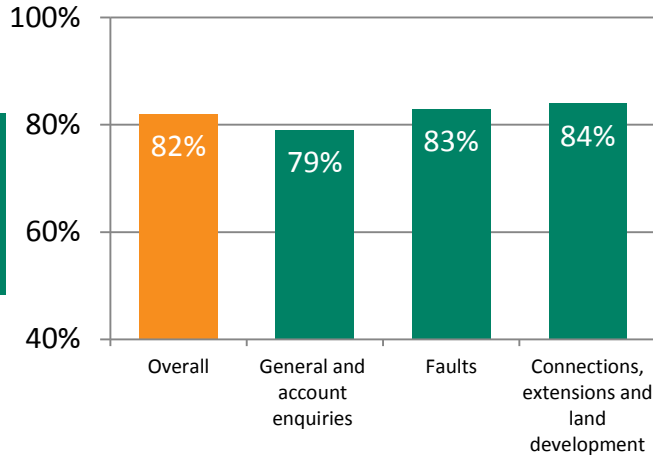


Being kept informed was down 8%



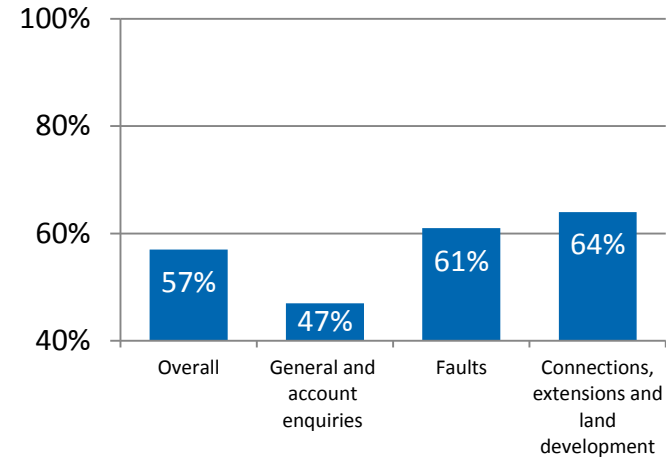
# Customer Experience Performance by service area

Customer satisfaction with experience

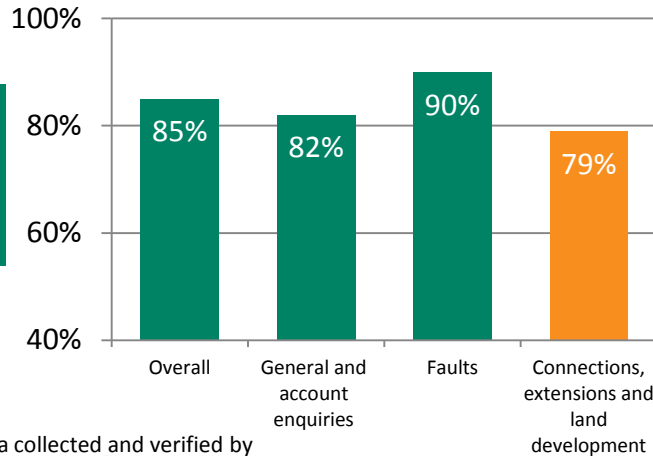


**Targets**  
 All 82.5%  
 GA 70%  
 F 80%  
 CELD 76%

Promoters

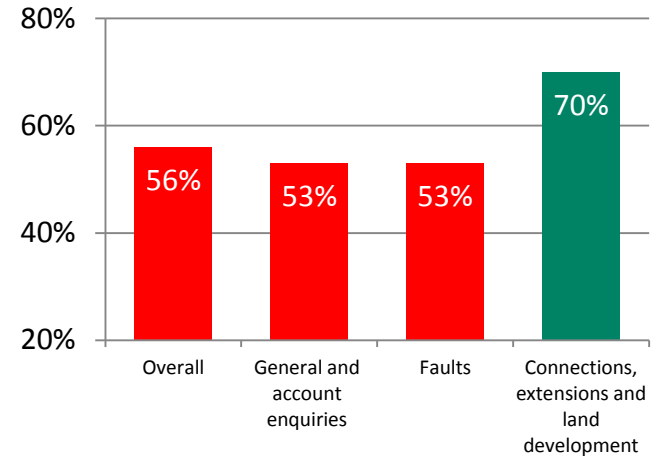


Ease



**Targets**  
 All 85%  
 GA 80%  
 F 90%  
 CELD 80%

Being kept informed

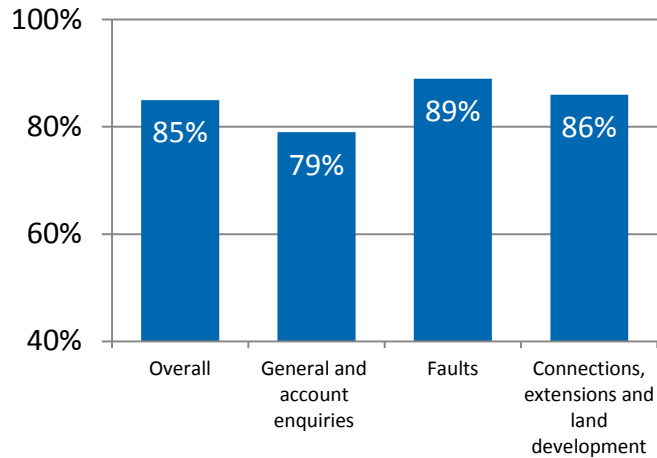


**Target**  
 65%

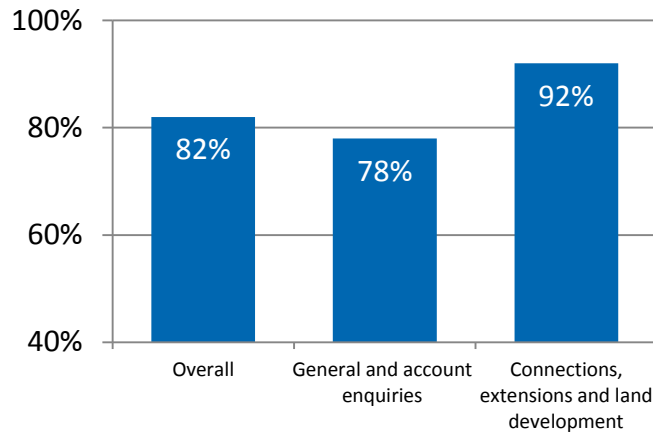


# Overall performance Customer Service Centre

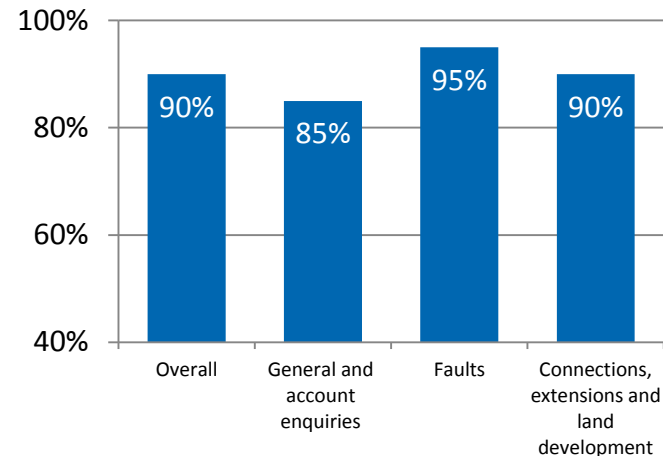
Explanation of situation and next steps



Staff knowledge

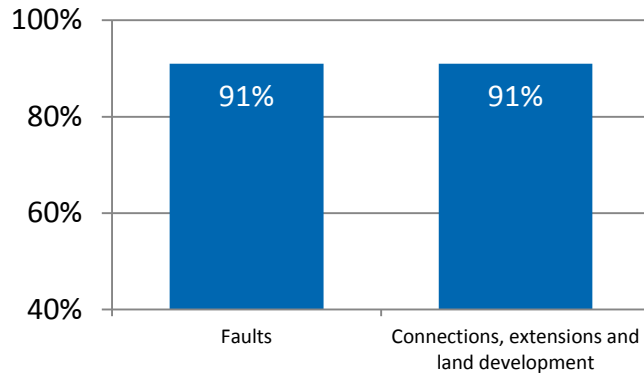


Helpfulness of staff

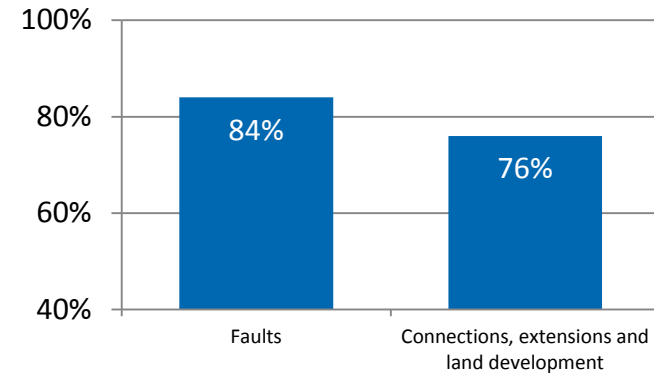


# Overall performance Field maintenance crews

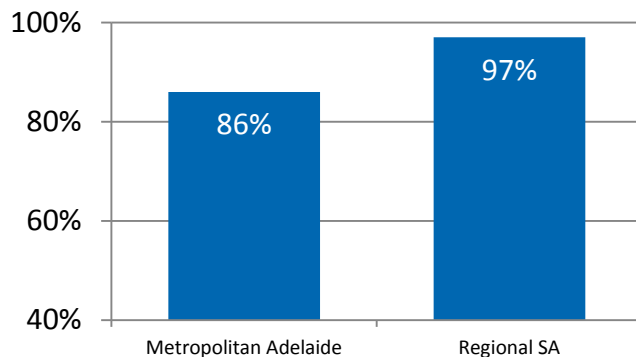
Overall satisfaction with field maintenance crew



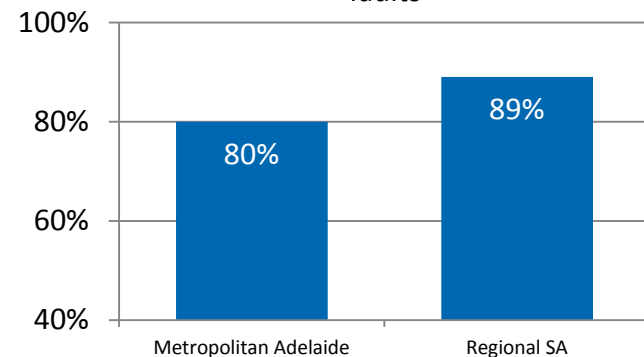
Time taken to complete the works



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 help 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 Q1 FY 16/17

In Q2 customers were more likely 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)  
**82%**

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



**Neutral**  
(score 4-6)  
**10%**

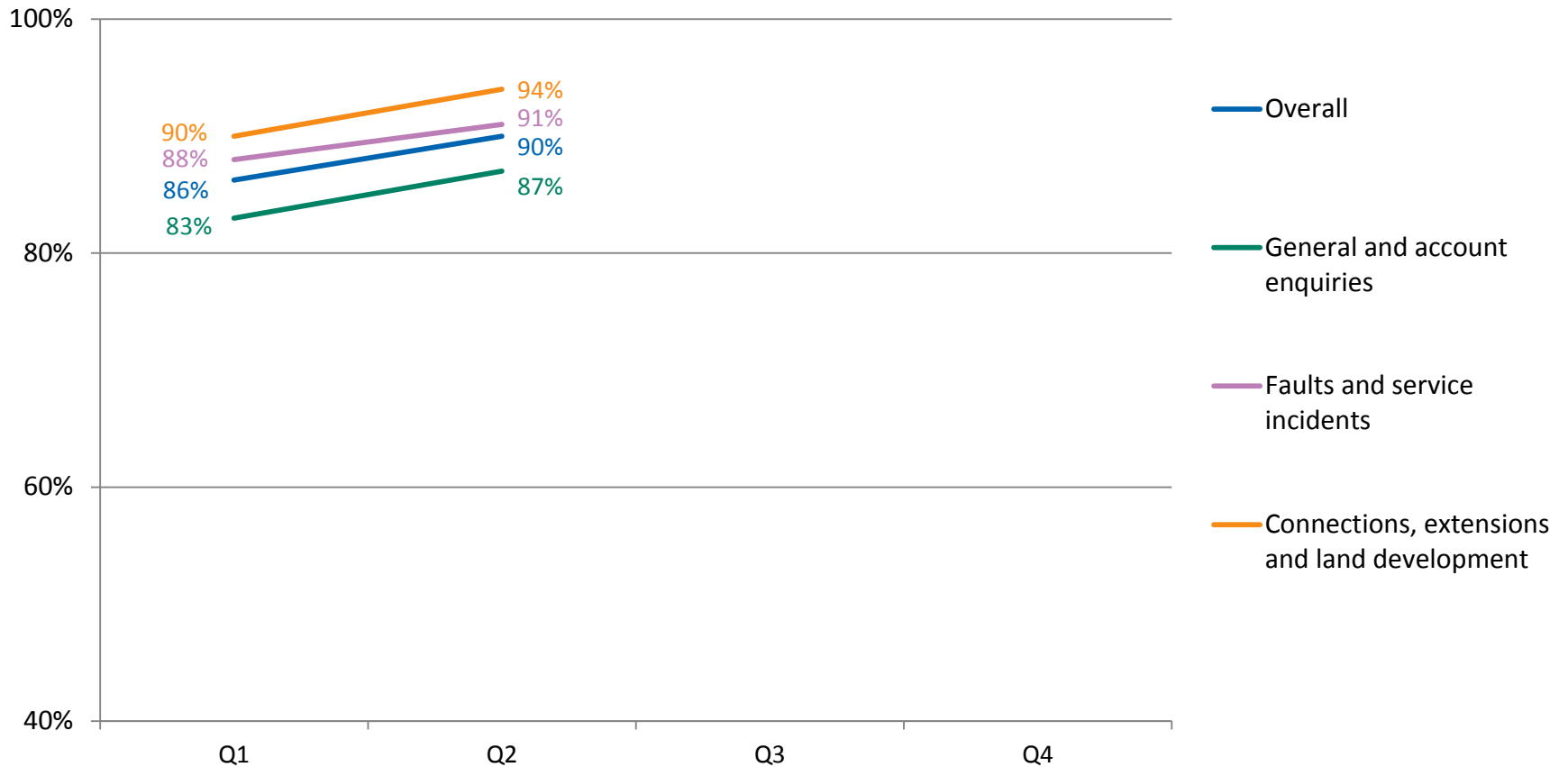
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Ensure that customer agrees that issue has been resolved
- Take less time to resolve issues
- Improve first contact resolution



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

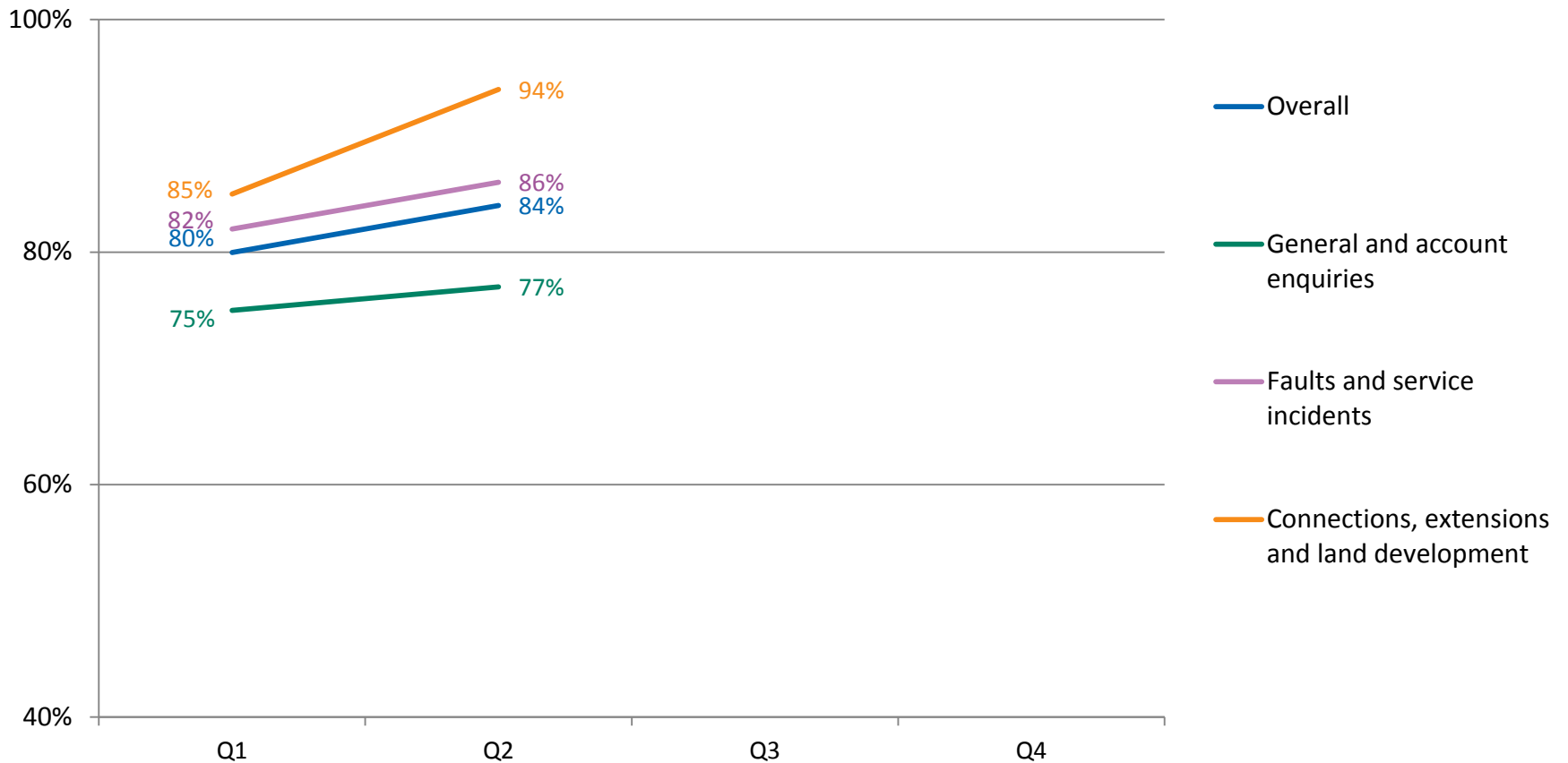
# Customer commitments by service area

They are pleasant to deal with



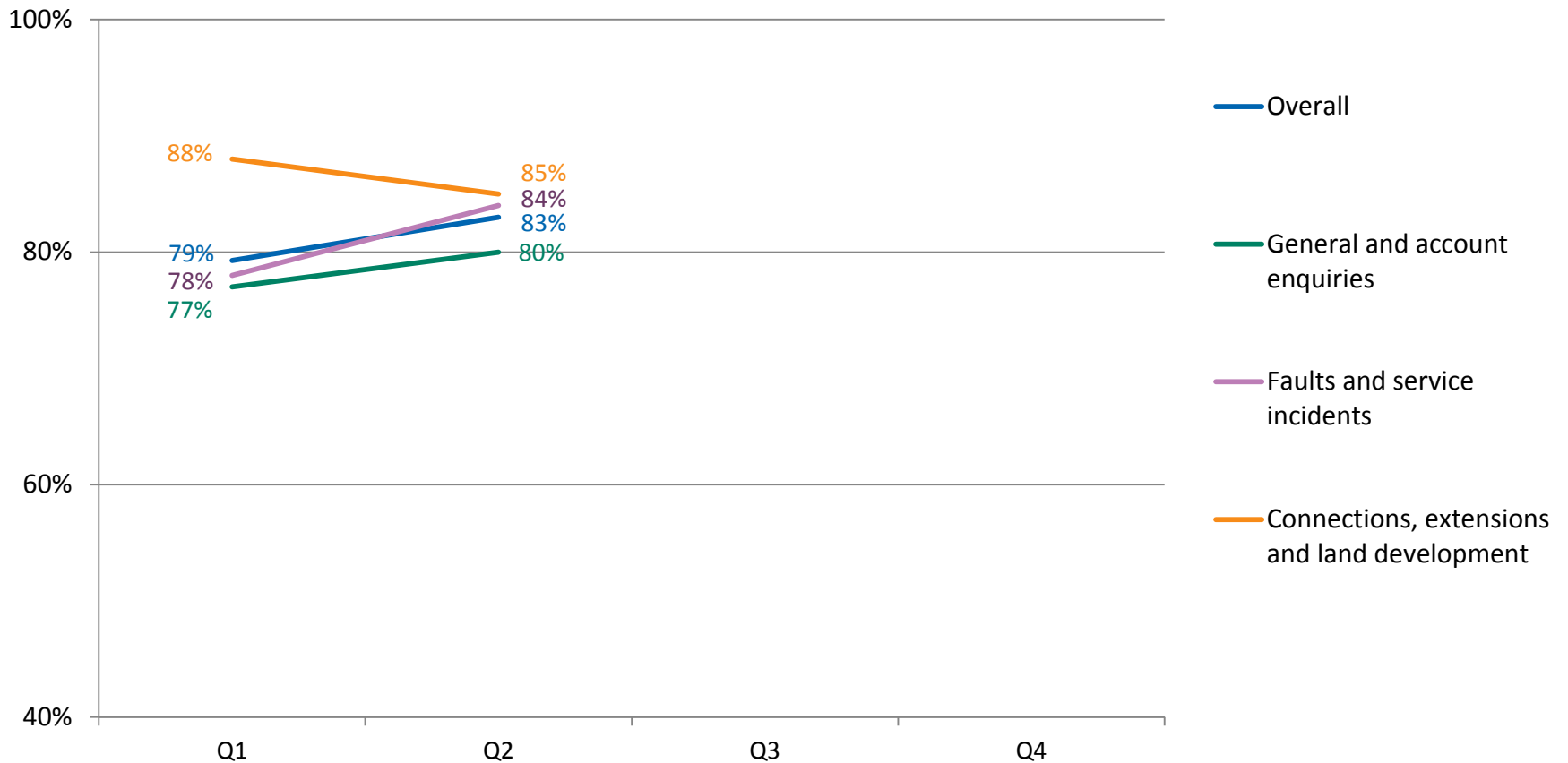
# Customer commitments by service area

They are skilled at what they do



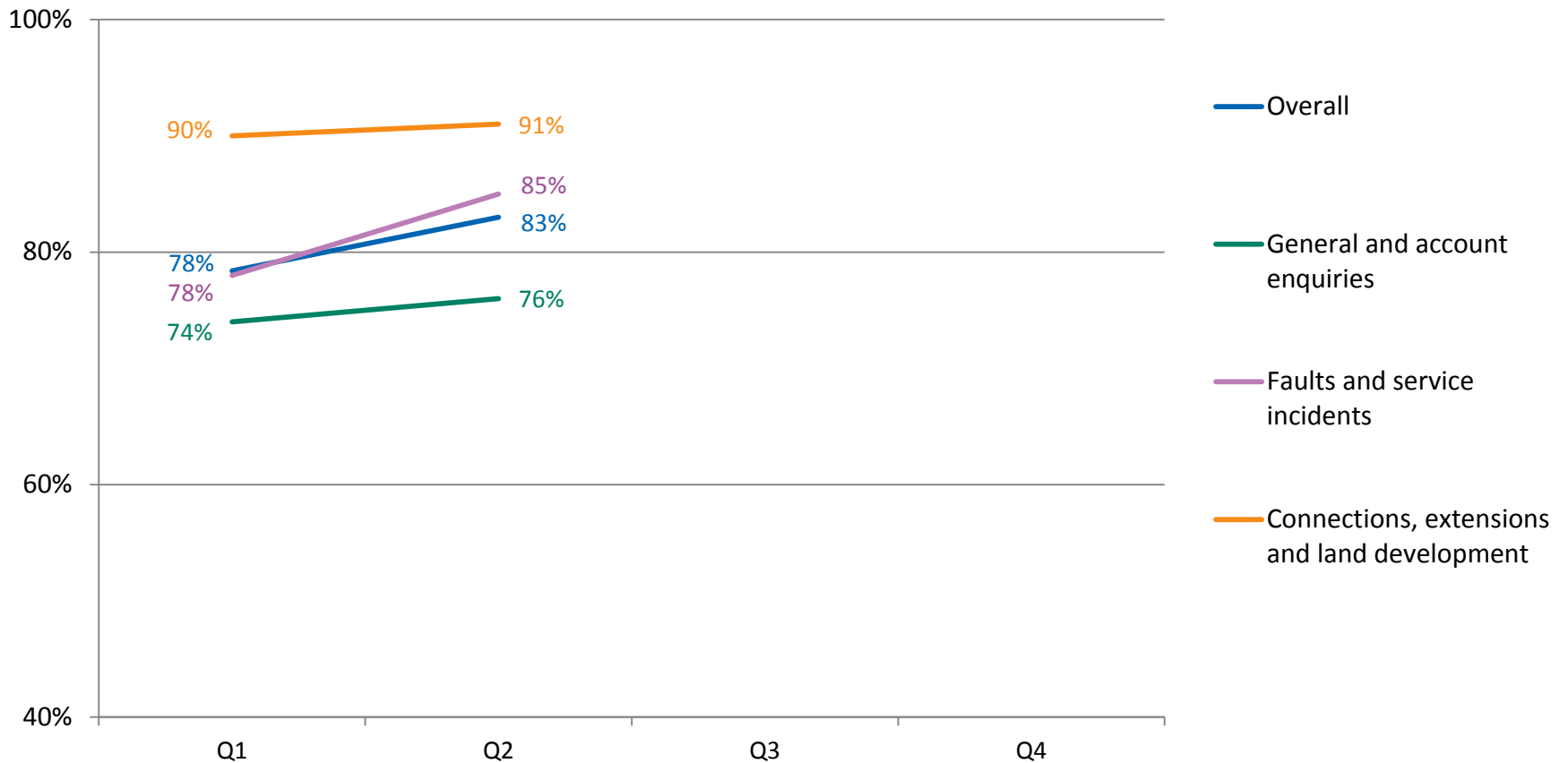
# Customer commitments by service area

They listen to your needs

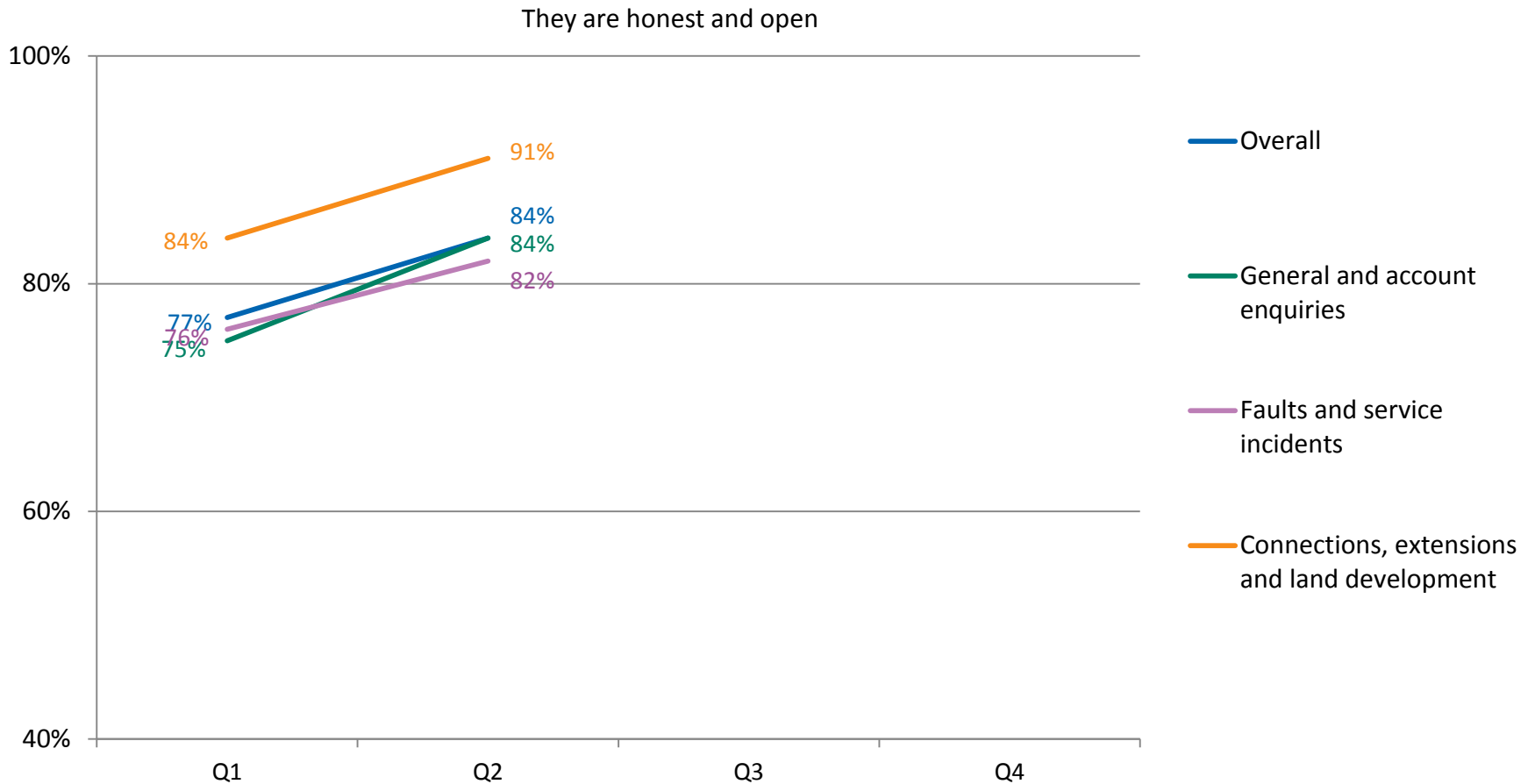


# Customer commitments by service area

They do what they say they'll do



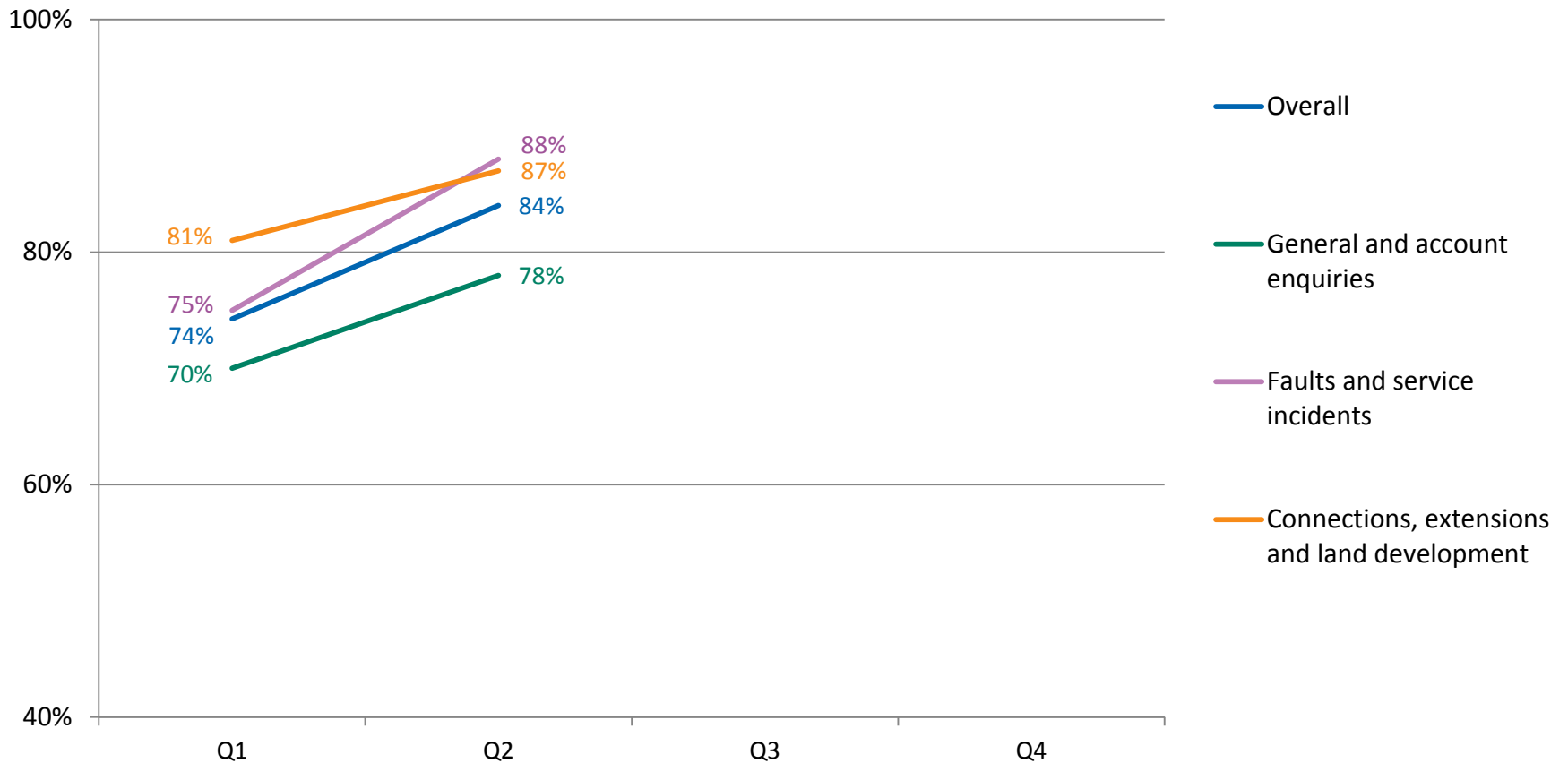
# Customer commitments by service area



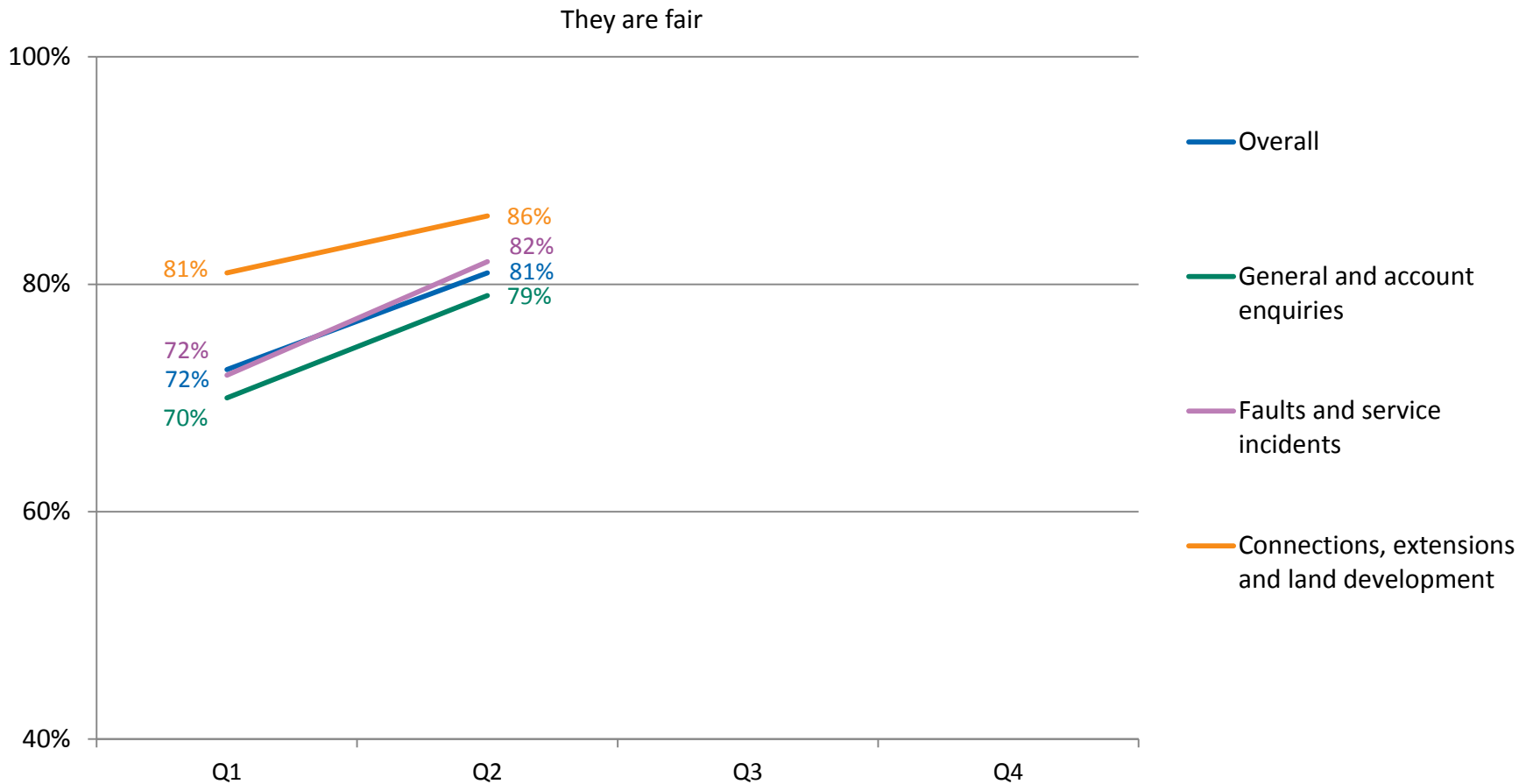


# Customer commitments by service area

They make things easy

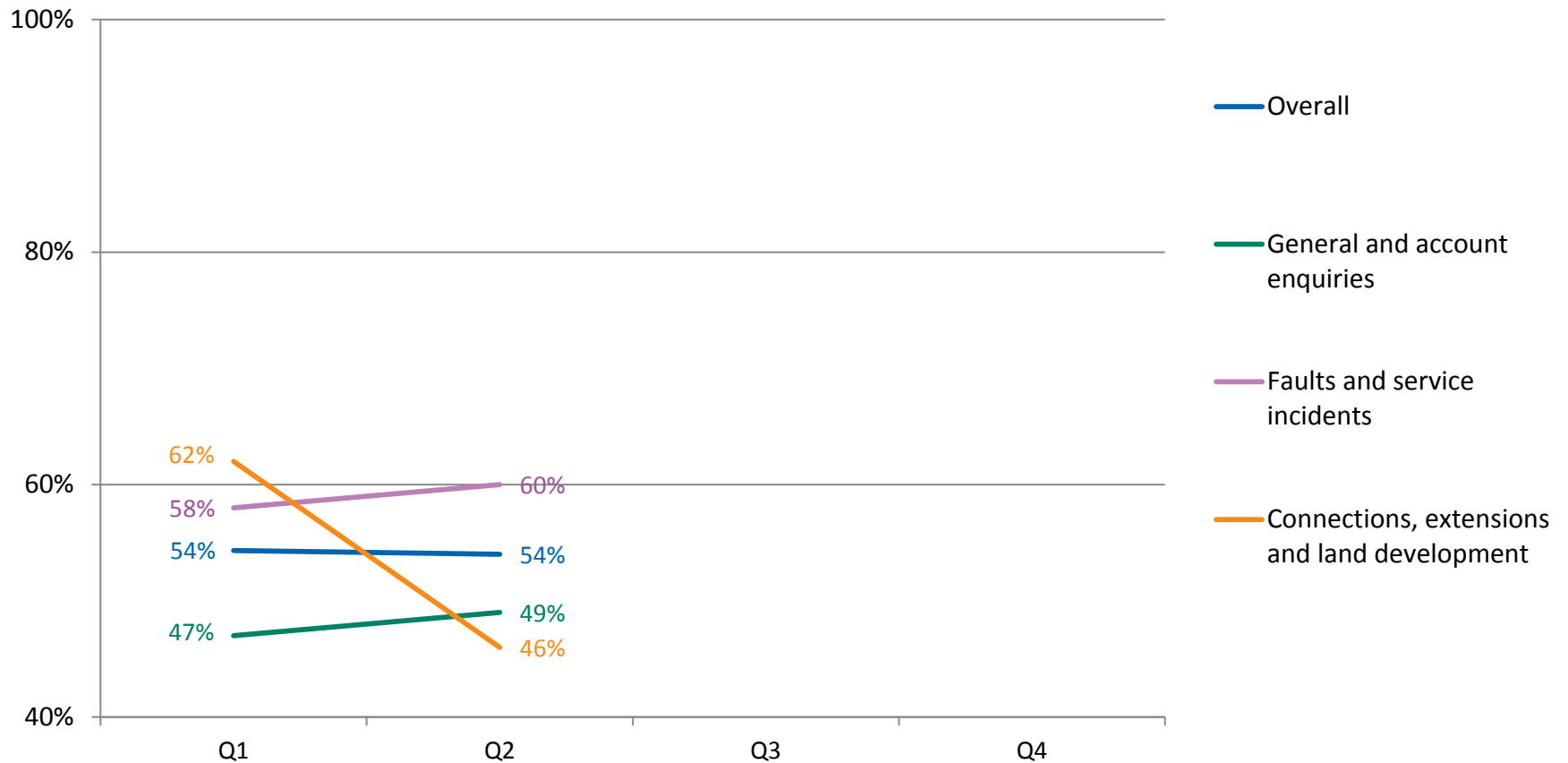



# Customer commitments by service area



# Customer commitments by service area

They deliver value for money





## 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

The rating for ease increased from 76% to 82%, meeting the target for this measure this quarter. About half (47%) of customers fell into the Promoters category, meaning they are customers who are satisfied and likely to talk to others about their experience. However, satisfaction with being kept informed decreased by 10% to 53%, which was below target and the lowest result in the past year.

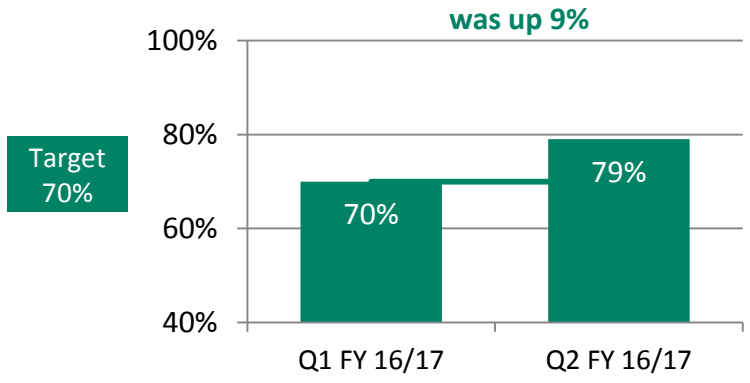
Satisfaction with staff helpfulness (85% vs 81% in Q1) and with explanation of situation and next steps (79% vs 74%) both increased this quarter.

In Quarter 2 customers were more likely to be satisfied because of our friendly and helpful staff, compared to previous results. The main opportunity to improve satisfaction this quarter was to ensure that customers agree that an issue has been resolved. Further improvements could be made in our communication with customers, with customers requesting progress updates or confirmation of resolution.

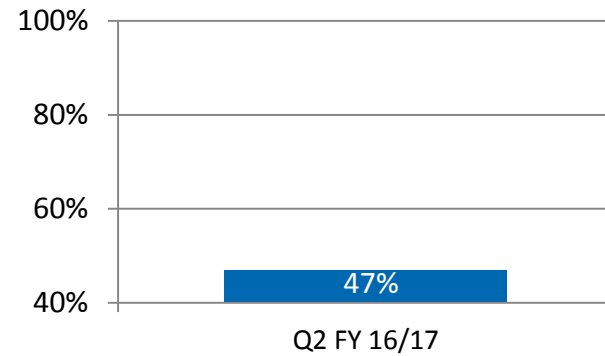
For **written correspondence** satisfaction had gone up as well, with customers more satisfied with the professionalism of correspondence (89% versus 86%) and with the information being easy to understand (88%). In line with these results, perceived response time was quicker with 29% having received a response the same business day (versus 16% in Q1).

# Customer Experience Performance

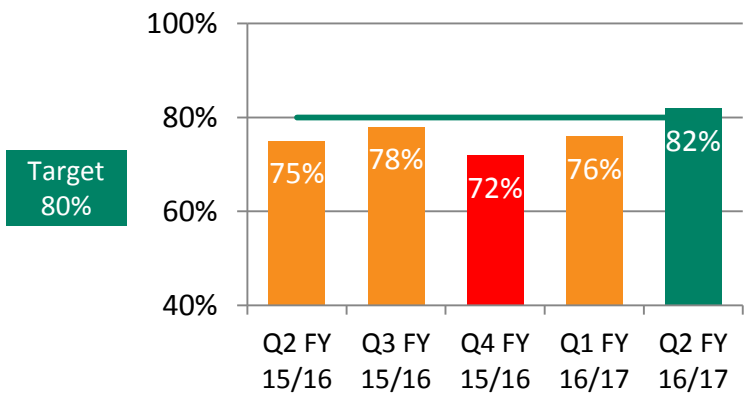
Customer satisfaction with experience



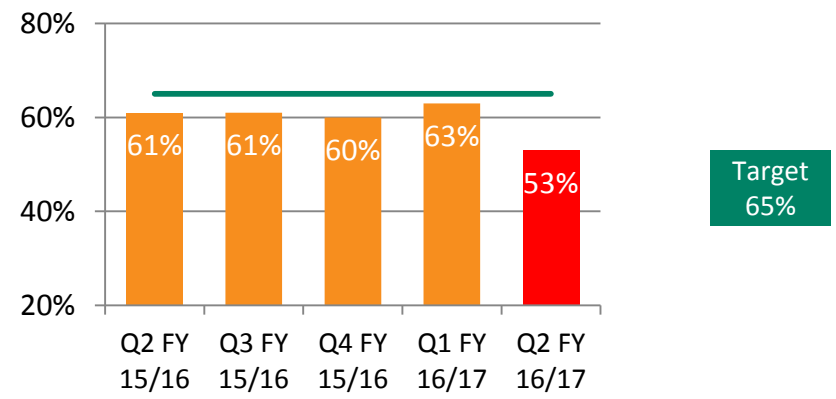
Promoters



Ease **was up 6%**

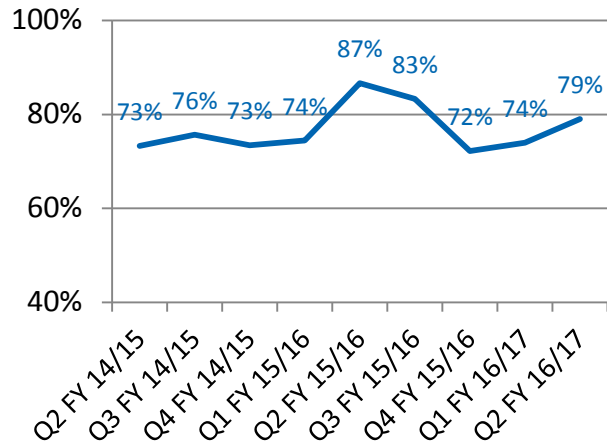


Being kept informed **was down 10%**

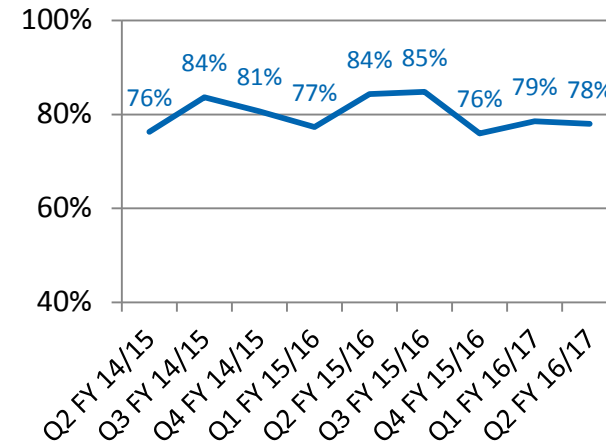


# CSC Service elements

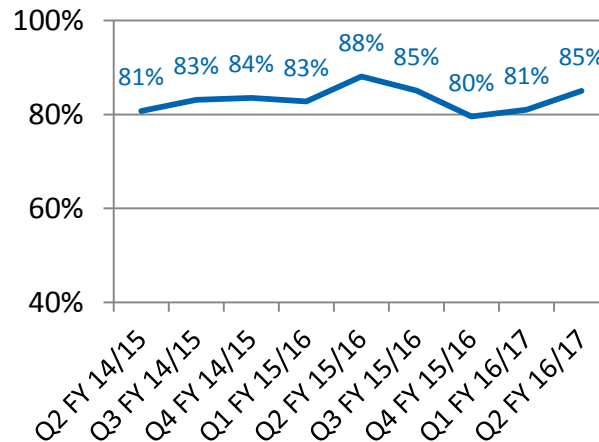
Explanation of situation and next steps



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 help us understand how we can improve customer satisfaction.

## Why customers were satisfied with their experience

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

## Compared to Q1 FY 16/17

In Q2 customers were more likely to be satisfied because of our friendly and helpful staff.

## 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
- Improve first contact resolution
- Improve customers' trust in water meter reading



**Neutral**  
(score 4-6)  
**12%**

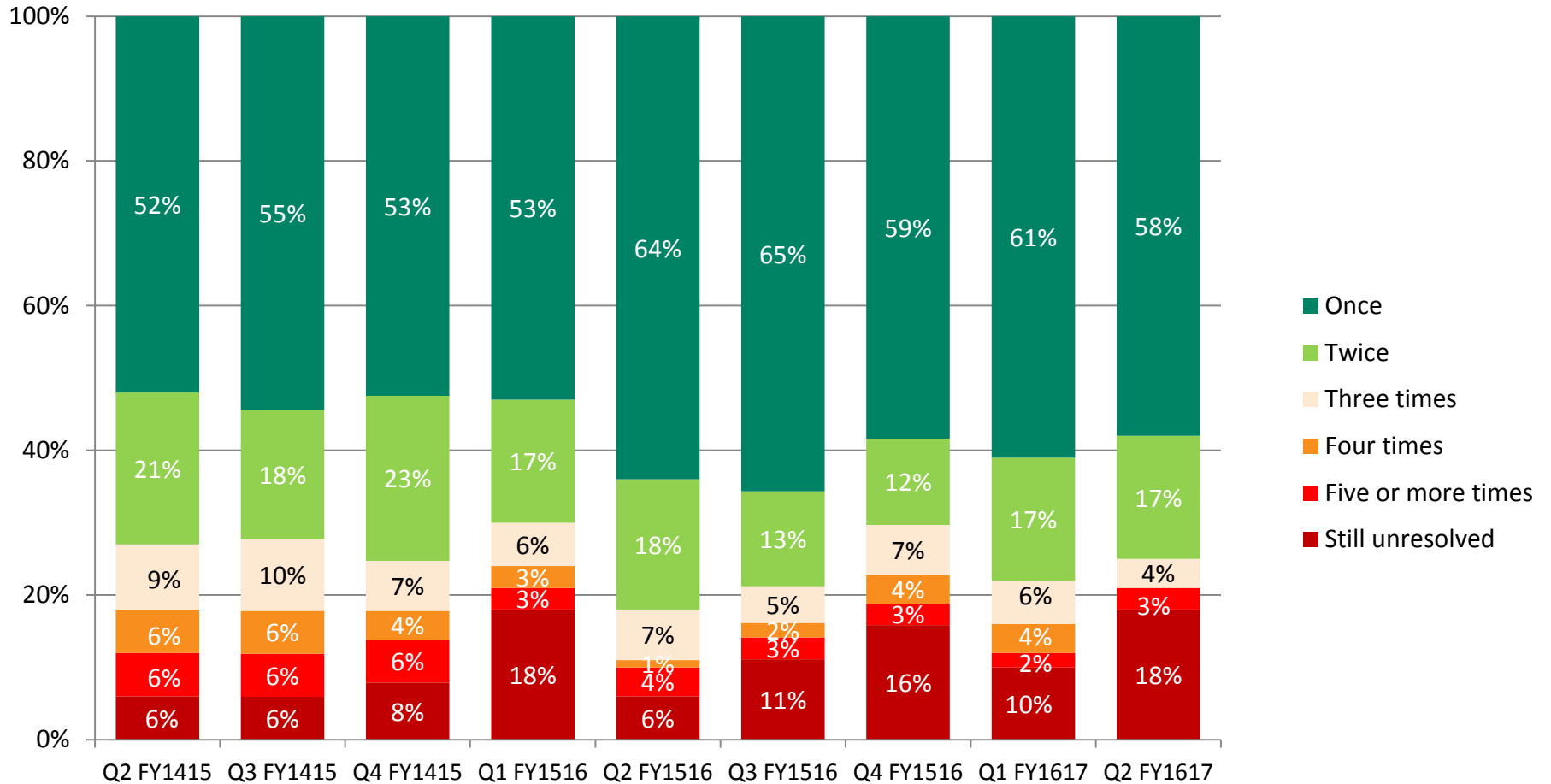
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Ensure that customer agrees that issue has been resolved
- Work on staff friendliness
- Improve customers' trust in water meter reading



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

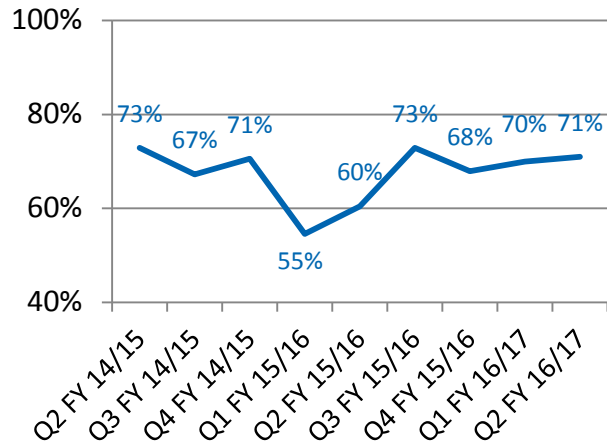


# Times contacted to resolve issue

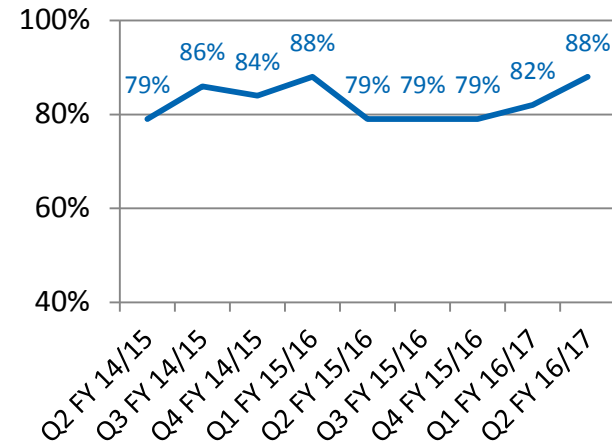


# Written correspondence

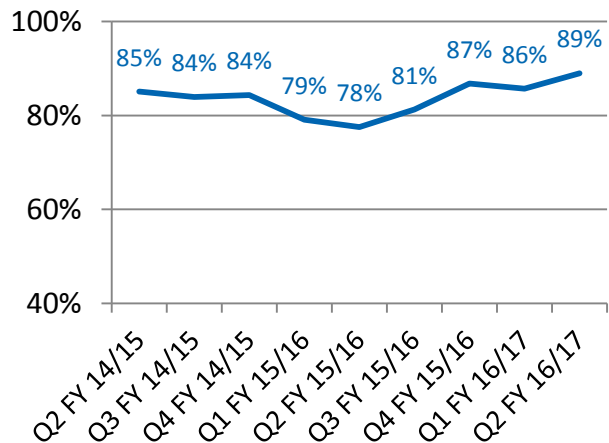
Response addressed enquiry



Information easy to understand

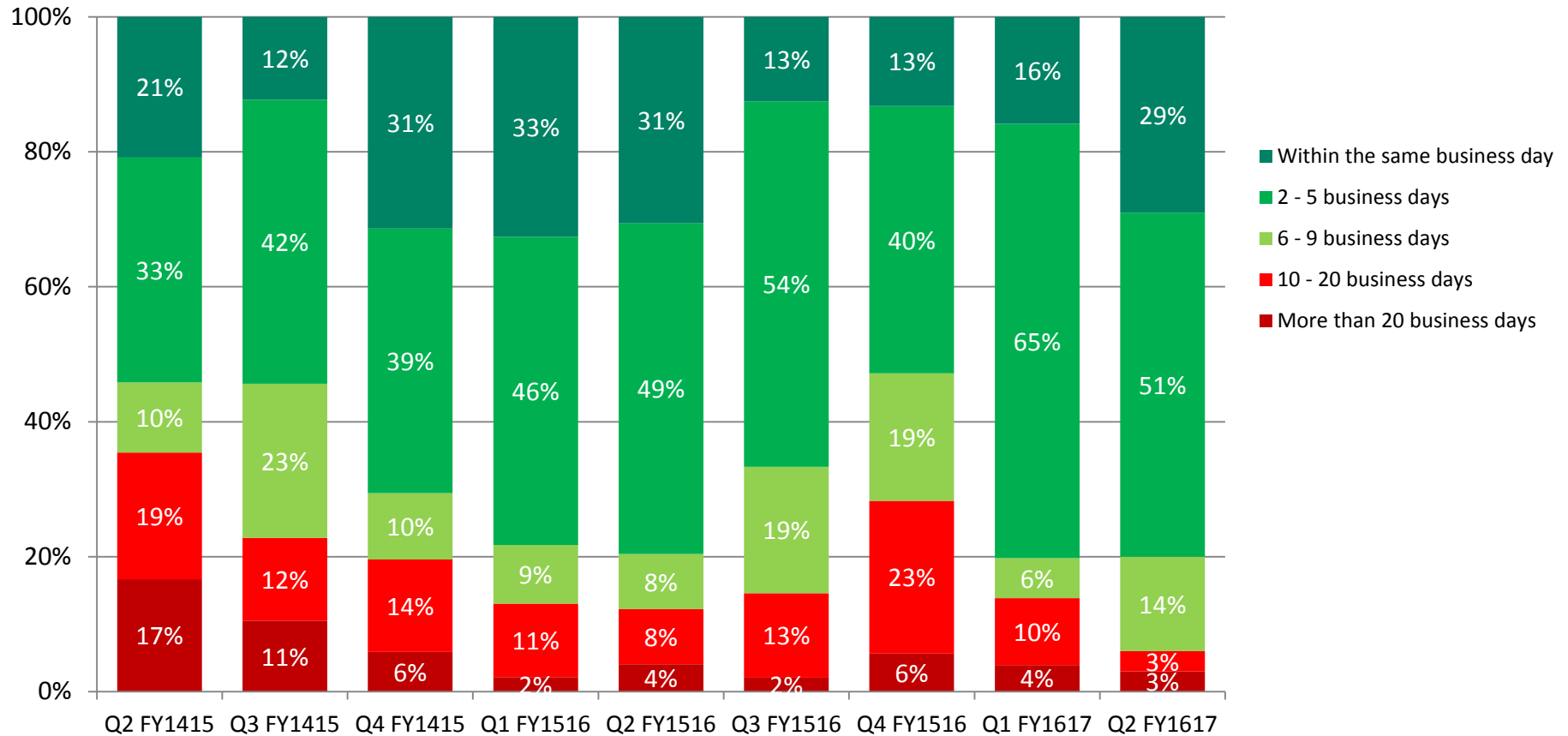


Professionalism of correspondence



# Written correspondence

Response time (perceived)





## Faults

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

## Faults and service incidents

Customers reporting a fault in the current quarter were more satisfied with their service experience than in Q1.

Overall satisfaction increased by 4% to 83%, while ease was up 6% and is currently on target at 90%. Of customers reporting faults, 61% were classified as a promoter, being satisfied and likely to tell others about their experience. Similar to results and customers with a general or account enquiry, a decrease was noted in satisfaction with being kept informed. The current result is 53% which was 8% below the previous result and below the target of 65%.

Satisfaction of the explanation of the situation and next steps had increased with 5% to 89%. Similarly, satisfaction with helpfulness of office staff had gone up from 92% to 95%.

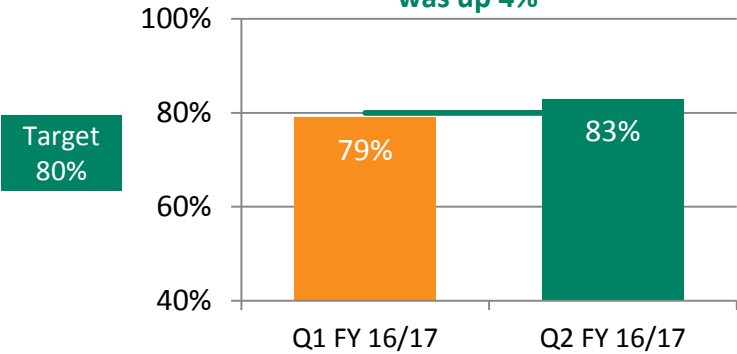
The satisfaction with the field crews has increased to 91% from 88% in the previous quarter. This result was in line with most previous results. After a dip in the previous quarter (75%), satisfaction with time taken to complete the works increased to 84% which was in line with most previous results (83%-87%).

Customers were most likely to be satisfied with our prompt service, and issues being fixed within the timeframe given. Compared to the previous quarter, our quick service was mentioned more often as a reason for satisfaction. Options for improving satisfaction as mentioned by customers were our communication while we resolve the issue, and providing a confirmation after issue resolution.

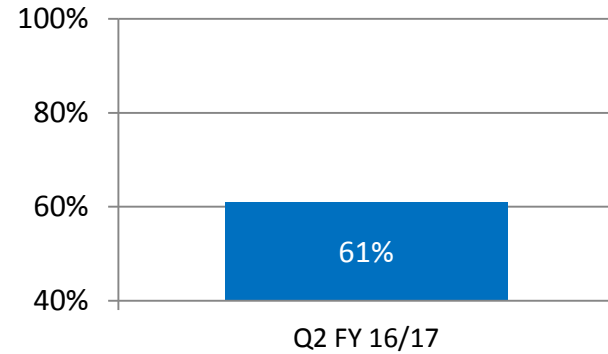
# Customer Experience Performance

Customer satisfaction with experience

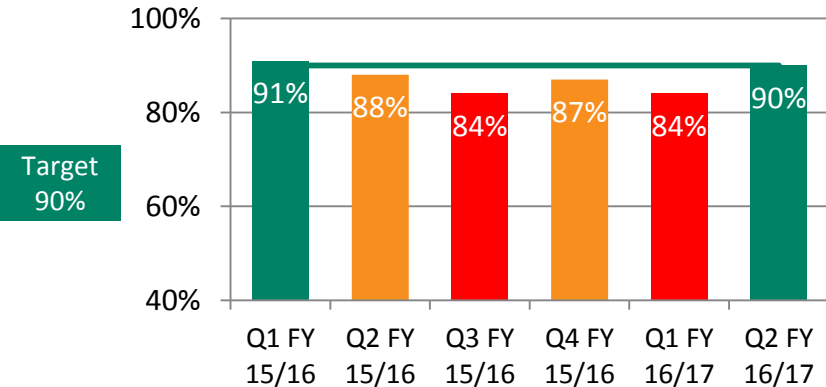
was up 4%



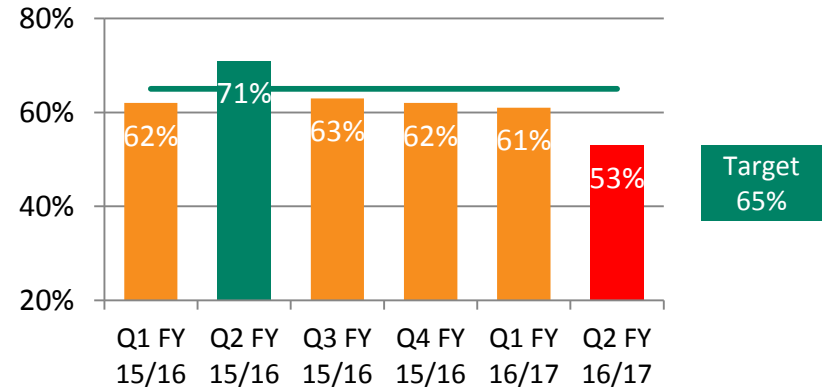
Promoters



Ease was up 6%

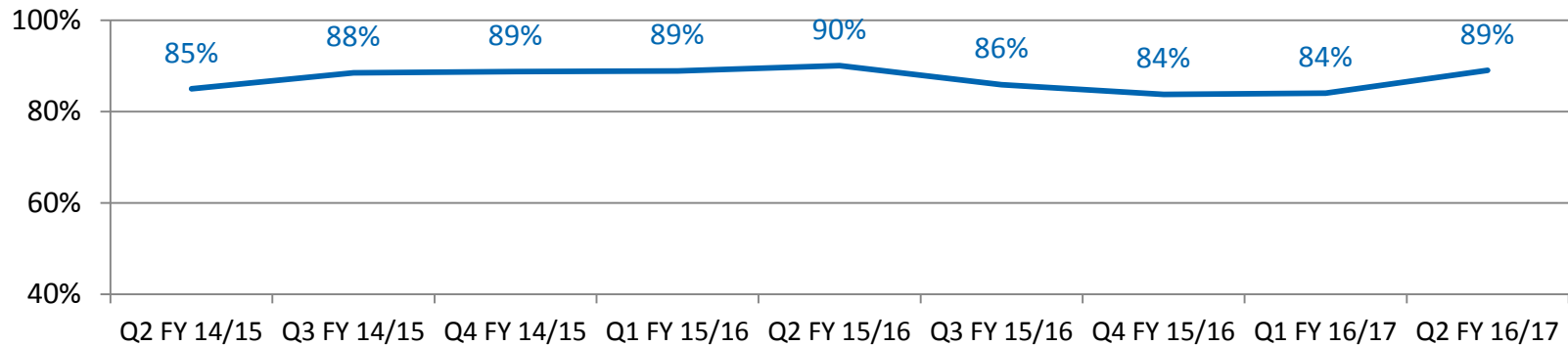


Being kept informed was down 8%

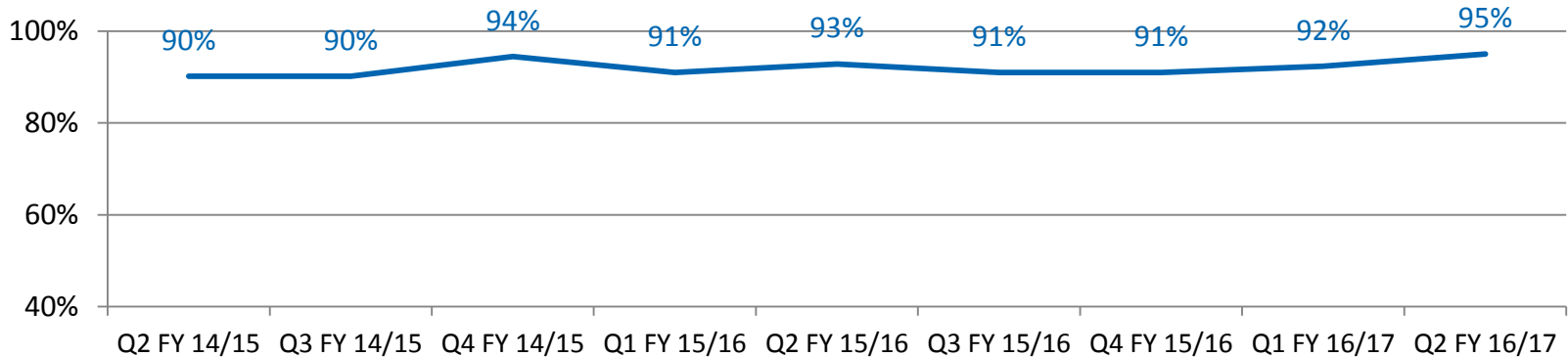


# CSC performance by service element

Explanation of situation and next steps



Helpfulness of office 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 help 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 Q1 FY 16/17

In Q2 customers were more likely to be satisfied because of our quick service.

## How to improve satisfaction

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



**(Very) satisfied**  
(score 7-10)  
**83%**

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



**Neutral**  
(score 4-6)  
**8%**

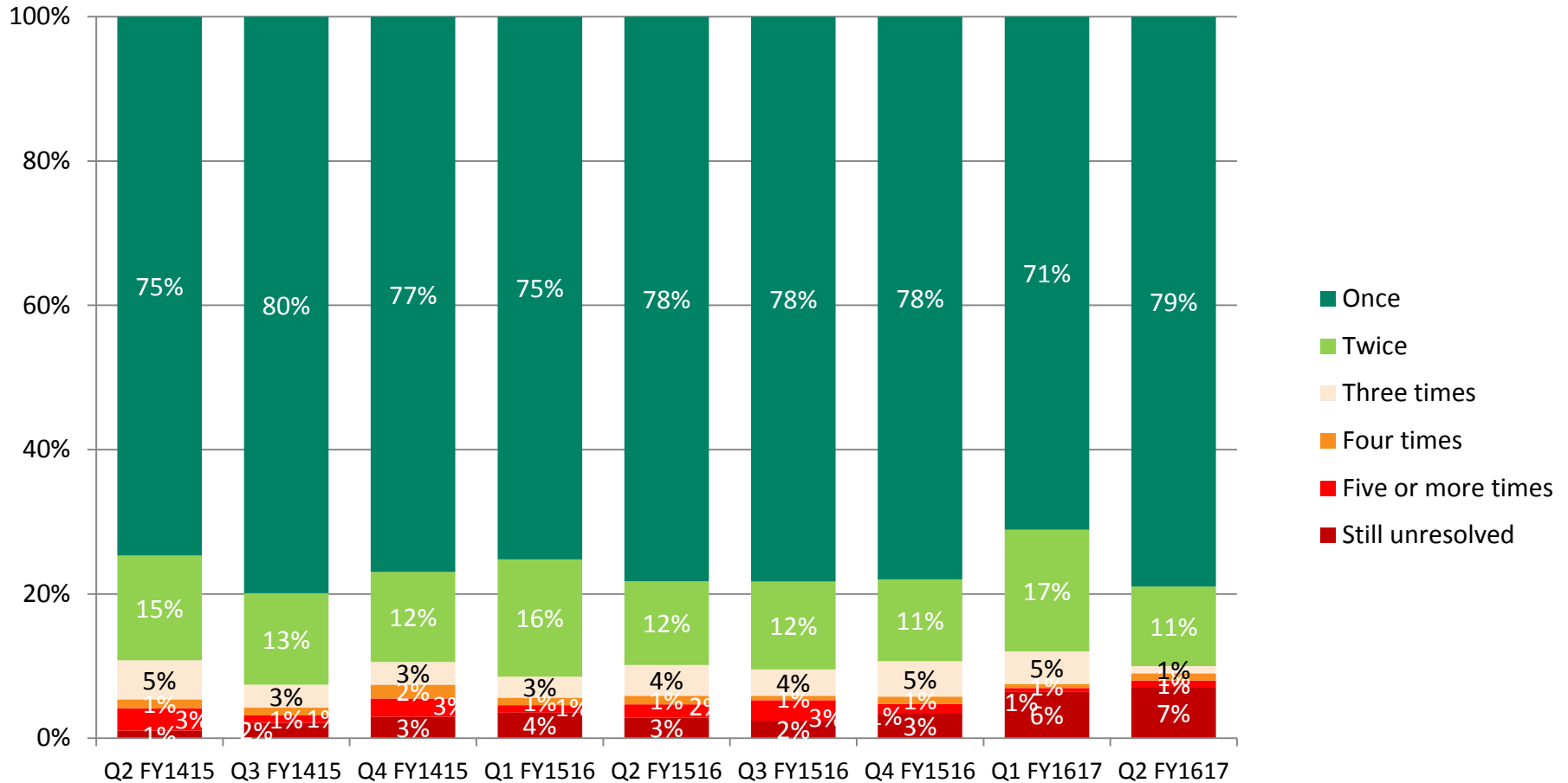
- Provide confirmation that issue has been resolved
- Improve communication while issue is being resolved
- Improve first contact resolution
- Ensure that customer agrees that issue has been resolved
- Work on time to resolve issues



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

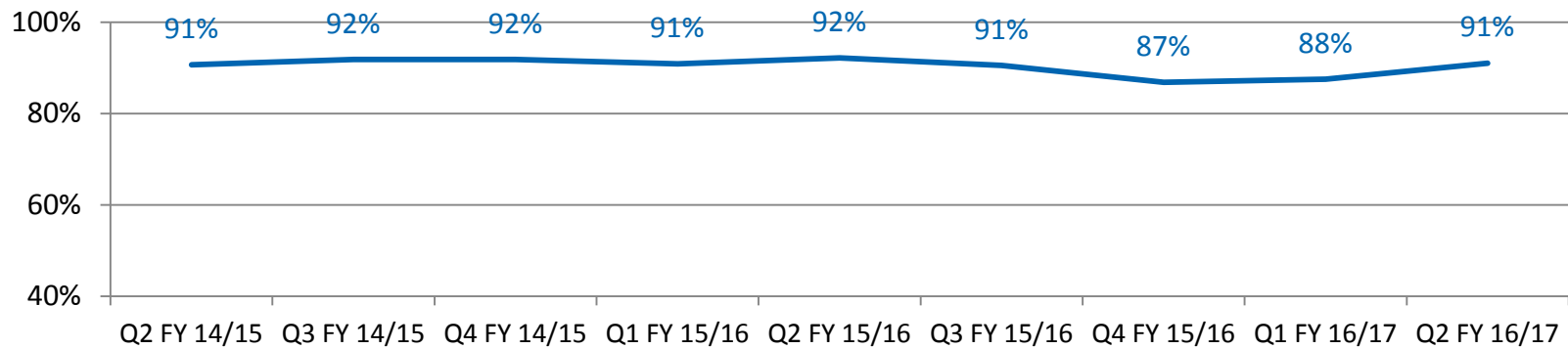


# Times contacted to resolve issue

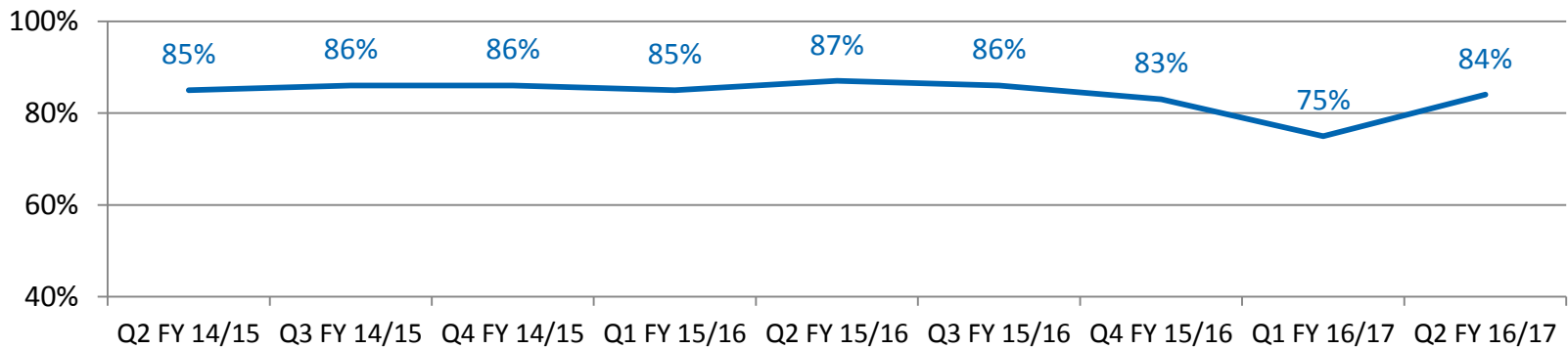


# Field crews

Overall satisfaction with field maintenance crew

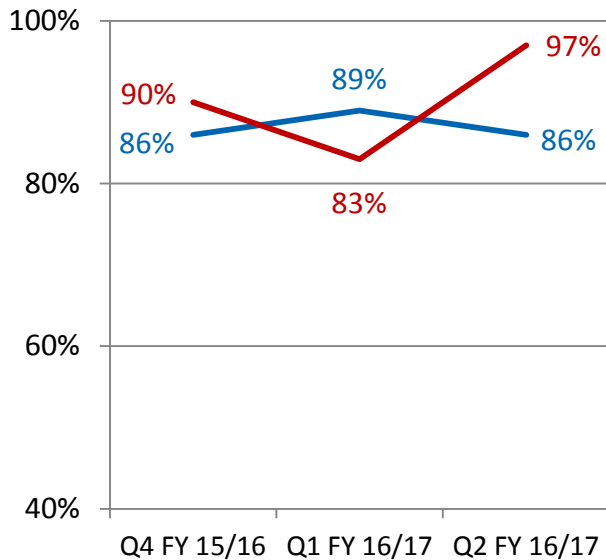


Time taken to complete works

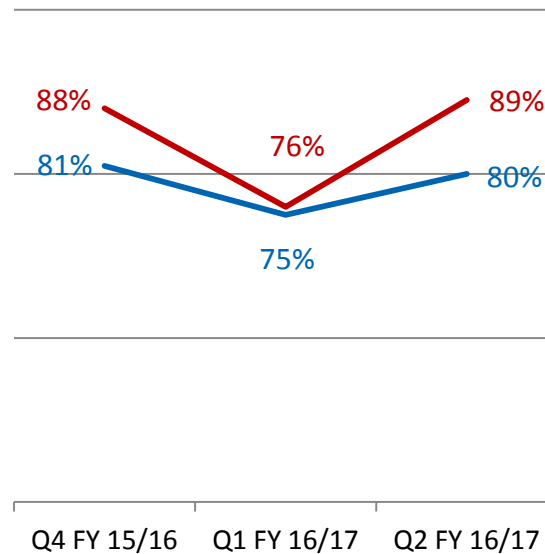


# Field crews – metro versus regional areas

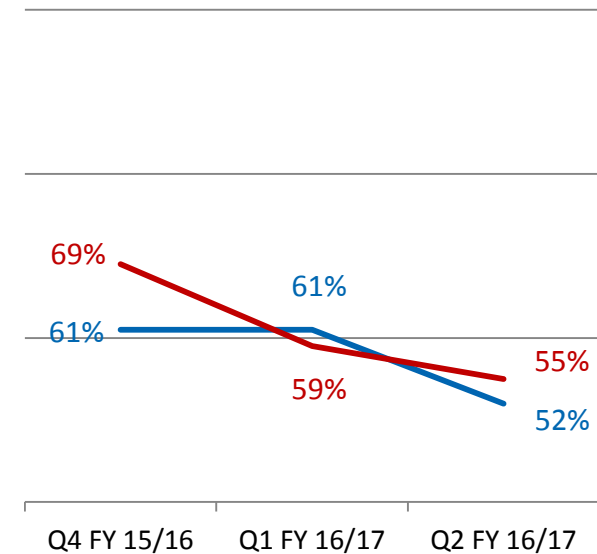
Overall satisfaction with field maintenance crew






Time taken to complete works



Keeping customers informed



 Metropolitan areas  
 Regional areas



## Connections, extensions and land development

The connections, extensions and land development results relate to customer contacts with our Customer Service Centre for those who are applying for a new connection or an extension of an existing connection to our networks.

# Connections, extensions and land development

The connections, extensions and land development areas saw mixed results this quarter. While targets for overall satisfaction and being kept informed were met, both positive and negative changes in satisfaction levels were seen compared to the previous quarter.

Overall satisfaction with the service experience was down 3% to 84%, but still meeting the area's target of 76%. Ease was up 1% to 79% currently, and only slightly under target (80%). Satisfaction with being kept informed was down 5% to 70% currently, and still meeting the target of 65%. Among the customers contacting this area, 64% were classified as Promoters.

Satisfaction with the explanation of the situation and next steps decreased from 89% to 86%, as did helpfulness of staff from 94% to 90%, however staff knowledge increased from 90% to 92%.

The satisfaction with the field crews moved up to 91% (versus 87% previously), while satisfaction with time taken to complete the works decreased to 76% (from 83%).

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 they experienced no difficulties having their issue resolved, and less customers mentioned the friendliness and helpfulness of staff. Opportunities to improve satisfaction were improvement of communication during and after issue resolution.

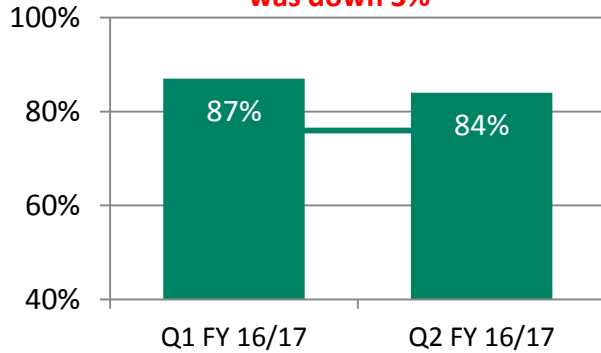
Overall it seems that the changes made in the Connections area in 2016 have resulted in improved feedback from customers, however results across the areas need to be monitored closely to ensure the improved satisfaction levels are maintained.

# Customer Experience Performance

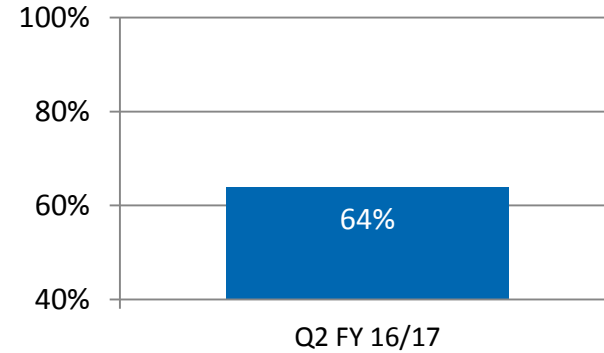
Customer satisfaction with experience

was down 3%

Target 76%

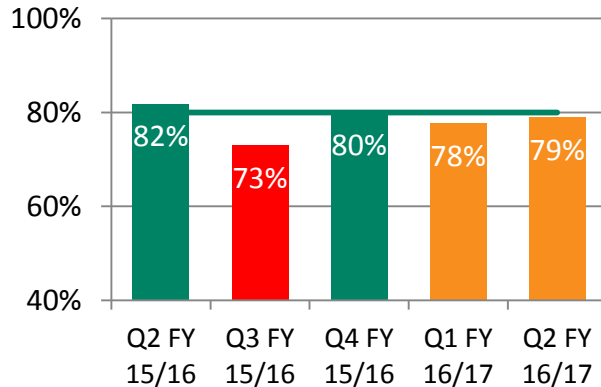


Promoters



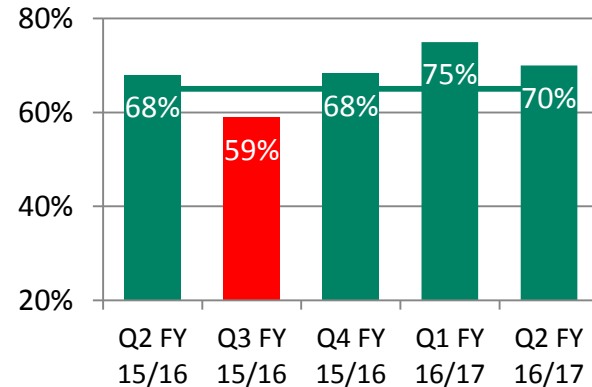
Ease was up 1%

Target 80%



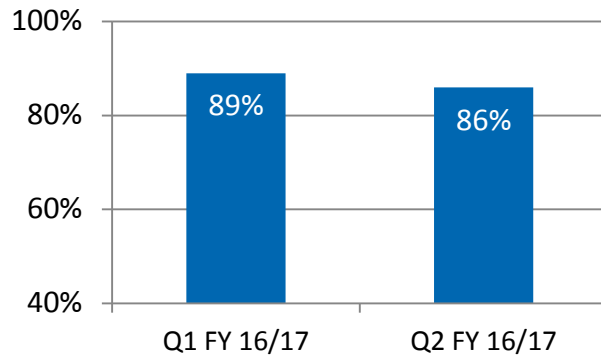
Being kept informed was down 5%

Target 65%

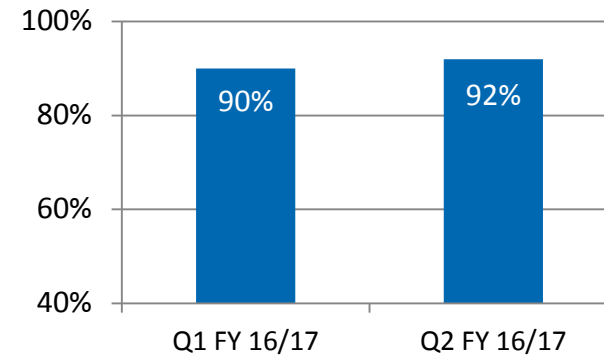


# CSC performance by service element

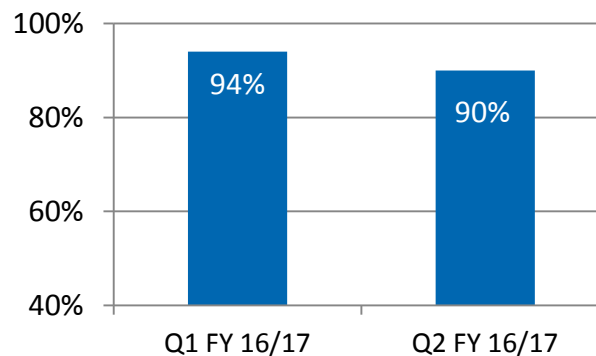
Explanation of situation and next steps



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 help us understand how we can improve customer satisfaction

## Why customers were satisfied

- We fixed customer's issues or answered their question
- We did so quickly or in the timeframe we said we would
- Customers experienced no difficulties having their issue resolved

## Compared to Q1 FY 16/17

In Q2 customers were more likely to be satisfied because they experienced no difficulties having their issue resolved. They were less likely to mention the friendliness and helpfulness of our staff.

## How to improve satisfaction

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



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

Please note only 15 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
- Decrease costs of services



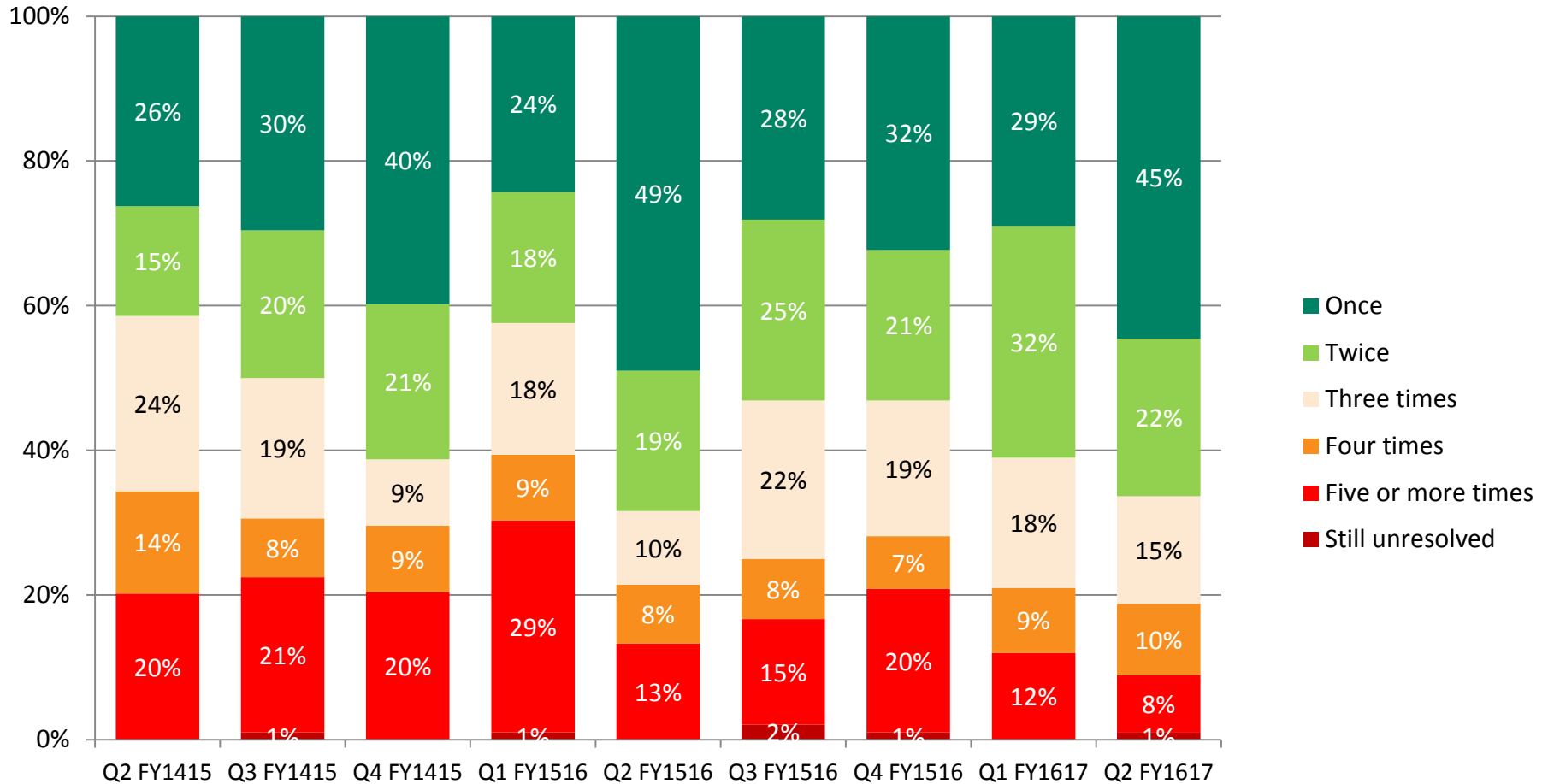
**Neutral**  
(score 4-6)  
**9%**



**(Very) dissatisfied**  
(score 0-3)  
**6%**

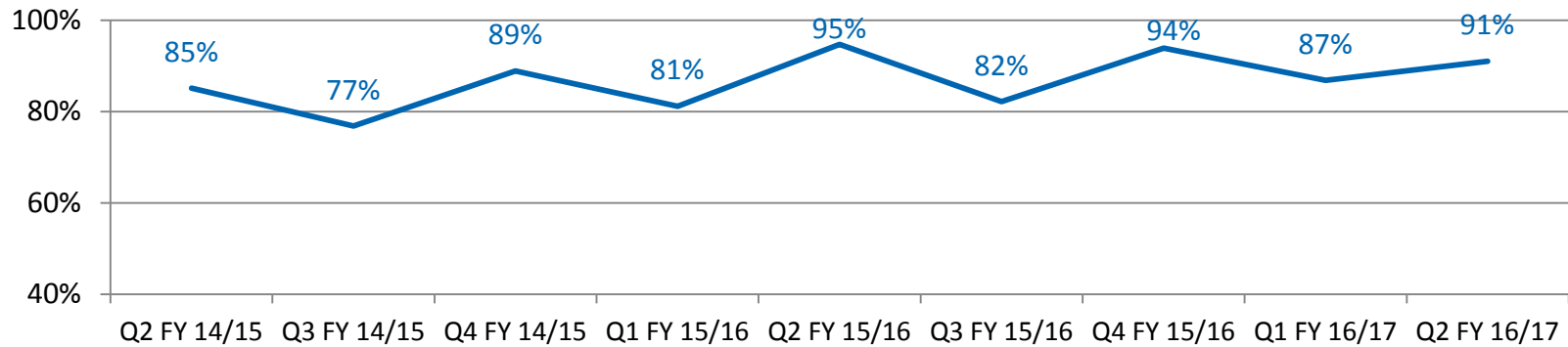


# Times contacted to resolve issue

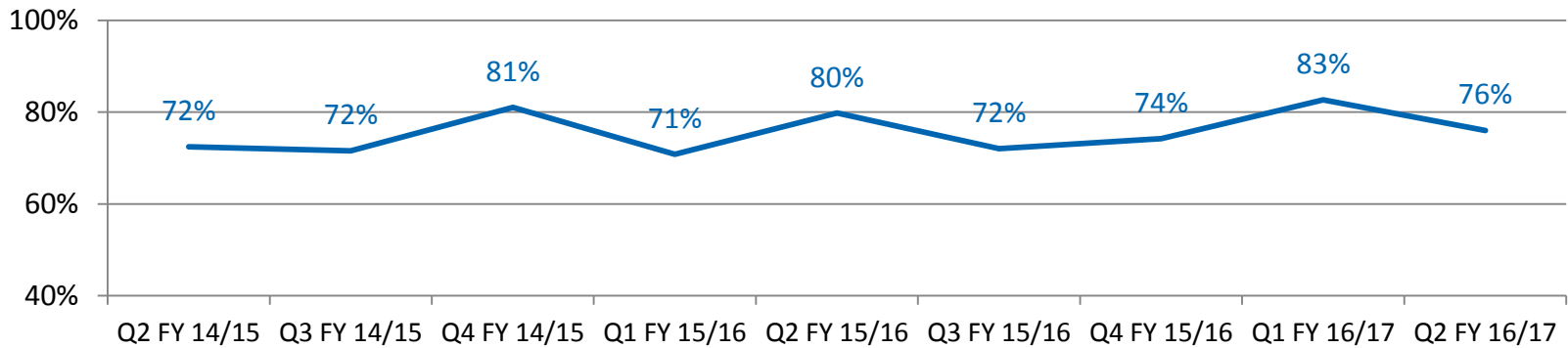


# Field crews

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

Data collected and verified by

## 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*