



Government
of South Australia



SA Water Customer Experience Survey

Quarter 1 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

77%

Customer satisfaction with experience
Target 82.5%

Note: Promoters data currently
unavailable for reporting.

Q1
16/17

80%

Ease
Target 85%

-2%

+1%

64%

Kept informed
Target 65%

Executive summary

The overall performance of our Customer Service Centre was close to target for most Customer Experience KPIs in Q1 of 2016/17. Overall satisfaction with our customer experience was 77% (target 82.5%). This measure is new and should not be compared with previous customer satisfaction results. Customers comments indicated that customers are satisfied with:

- Staff being friendly and helpful
- Helping where we can and doing so quickly
- Doing our work well (fixing problems or answering questions)

Opportunities to improve what we do mentioned most often were:

- Keeping customers up to date of the progress of their issue and when it is resolved
- Either work on our resolution time or better explain how and why we prioritise jobs

Ease of query or issue resolution was rated at 80% (target 85%). The decreasing trend in satisfaction with ease is worrying and requires investigation into possible actions to turn this trend around. Satisfaction with being kept informed was the lowest performer at 64%, but closest of all KPIs to its target of 65%.

The area that performed best this quarter and that achieved their KPI for overall satisfaction (87%) and keeping customers informed (75%), was the Connections / extensions and land development area, possibly linked to recent changes in the way the Connections area deals with customers. For other areas KPIs were in the "amber zone" (just below the target – need to be monitored closely), except satisfaction with ease for the Faults area. This KPI was at 84%, 6 percentage points below the target of 90%.

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 quarterly 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 1 FY 16/17:

Service area	Interviews conducted
Account / general enquiries	271
Faults	375
Connections / extensions / land development	105
Total	751

Reading this report

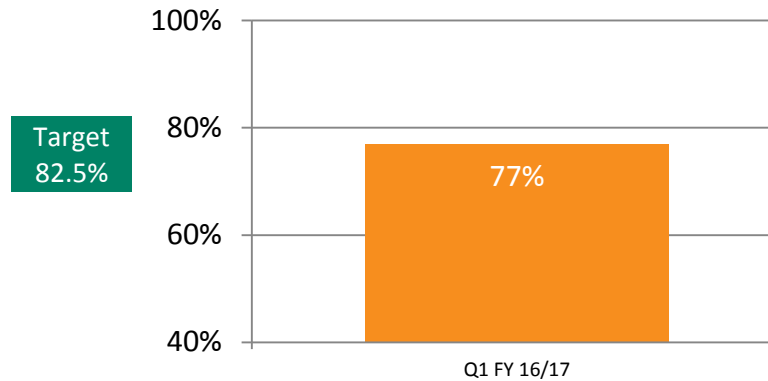
- In some instances, the proportions of answers to questions presented in this report will not sum to exactly 100% due to rounding of decimal places.
- Where historical data is available, this is presented in this report.
- Question wording is provided in the last section of this report.

Overall results

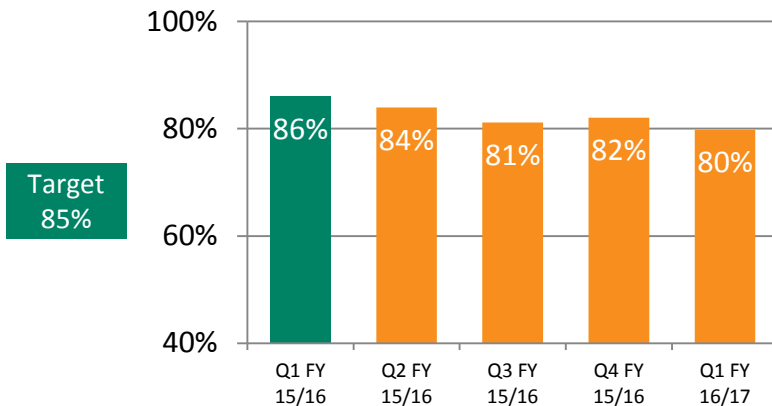


Customer Experience Performance over time

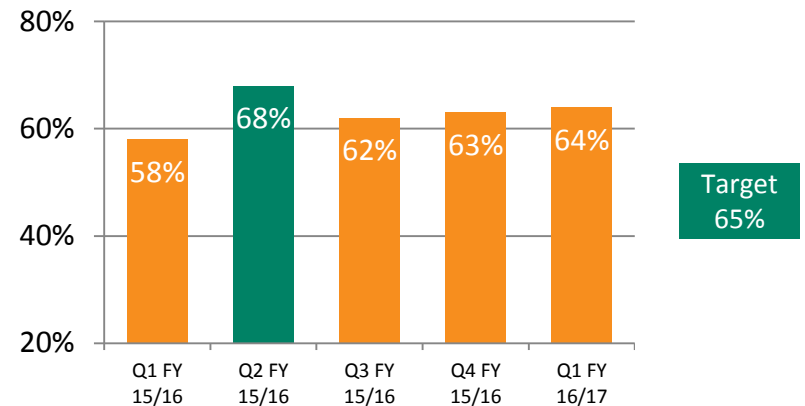
Customer satisfaction with experience



Ease **was down 2%**

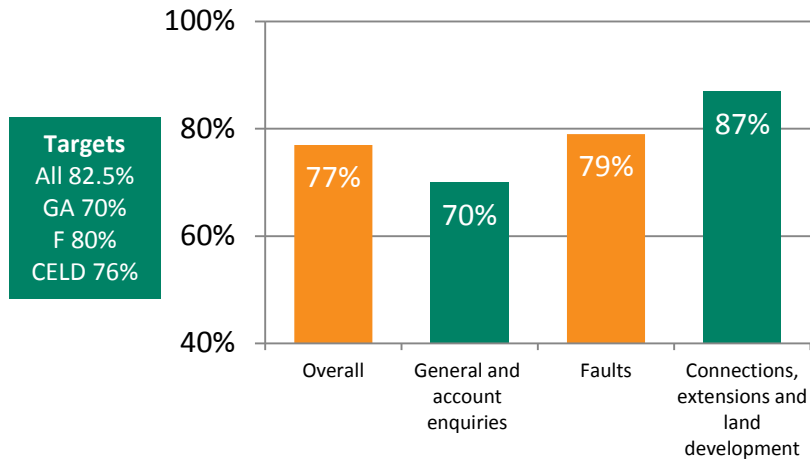


Being kept informed **was up 1%**

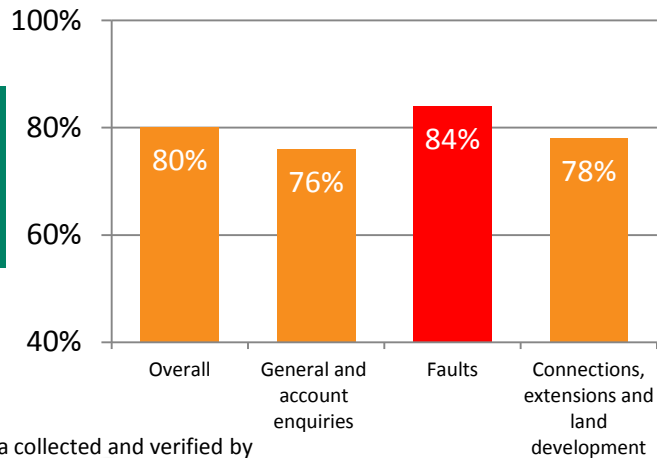


Customer Experience Performance by service area

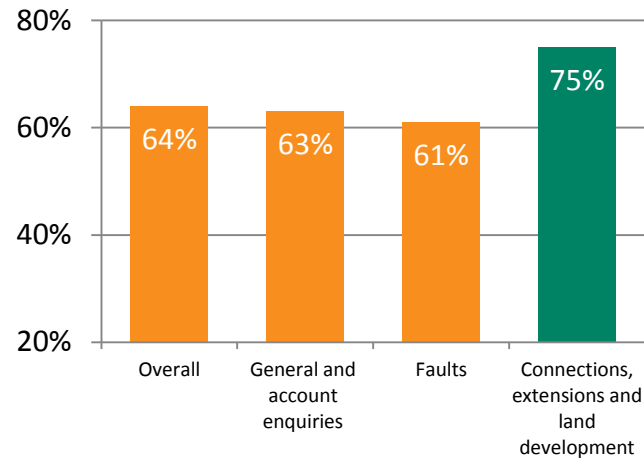
Customer satisfaction with experience



Ease

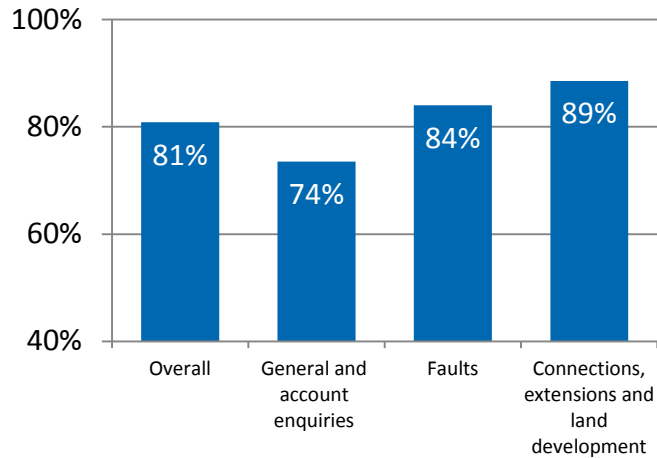


Being kept informed

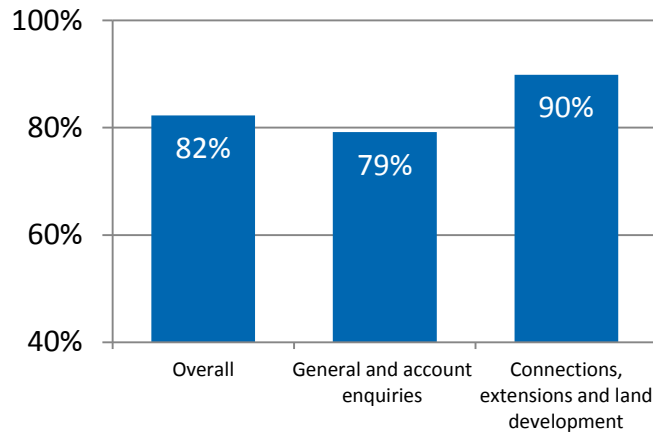


Overall performance Customer Service Centre

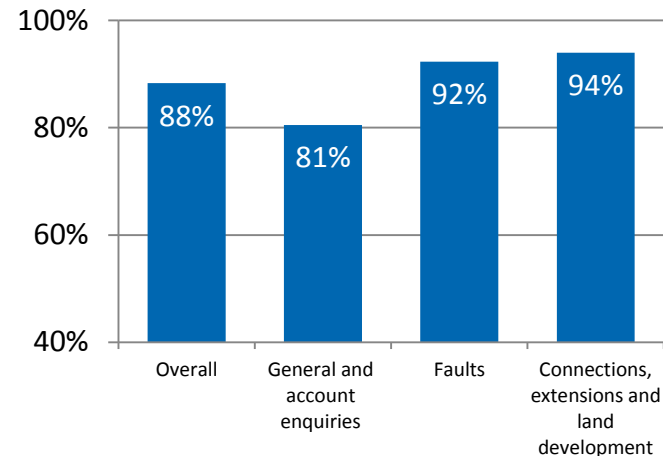
Explanation of situation and next steps



Staff knowledge

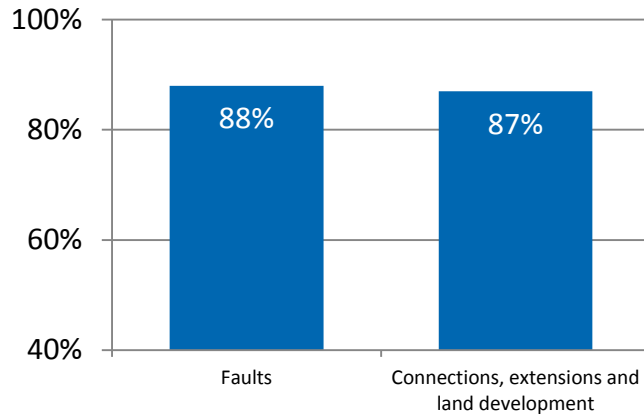


Helpfulness of staff

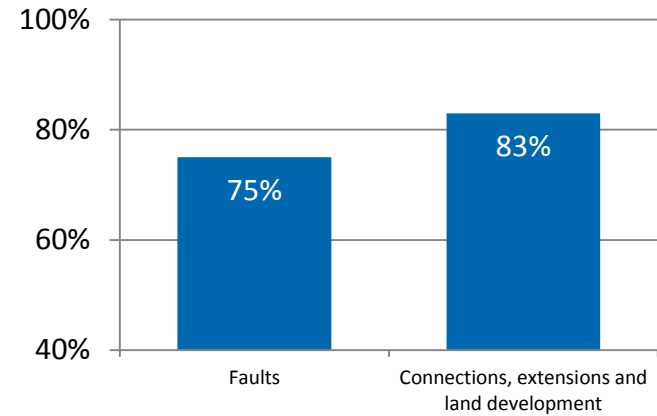


Overall performance Field maintenance crews

Overall satisfaction with field maintenance crew



Time taken to complete the works



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

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

How to improve satisfaction

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



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

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



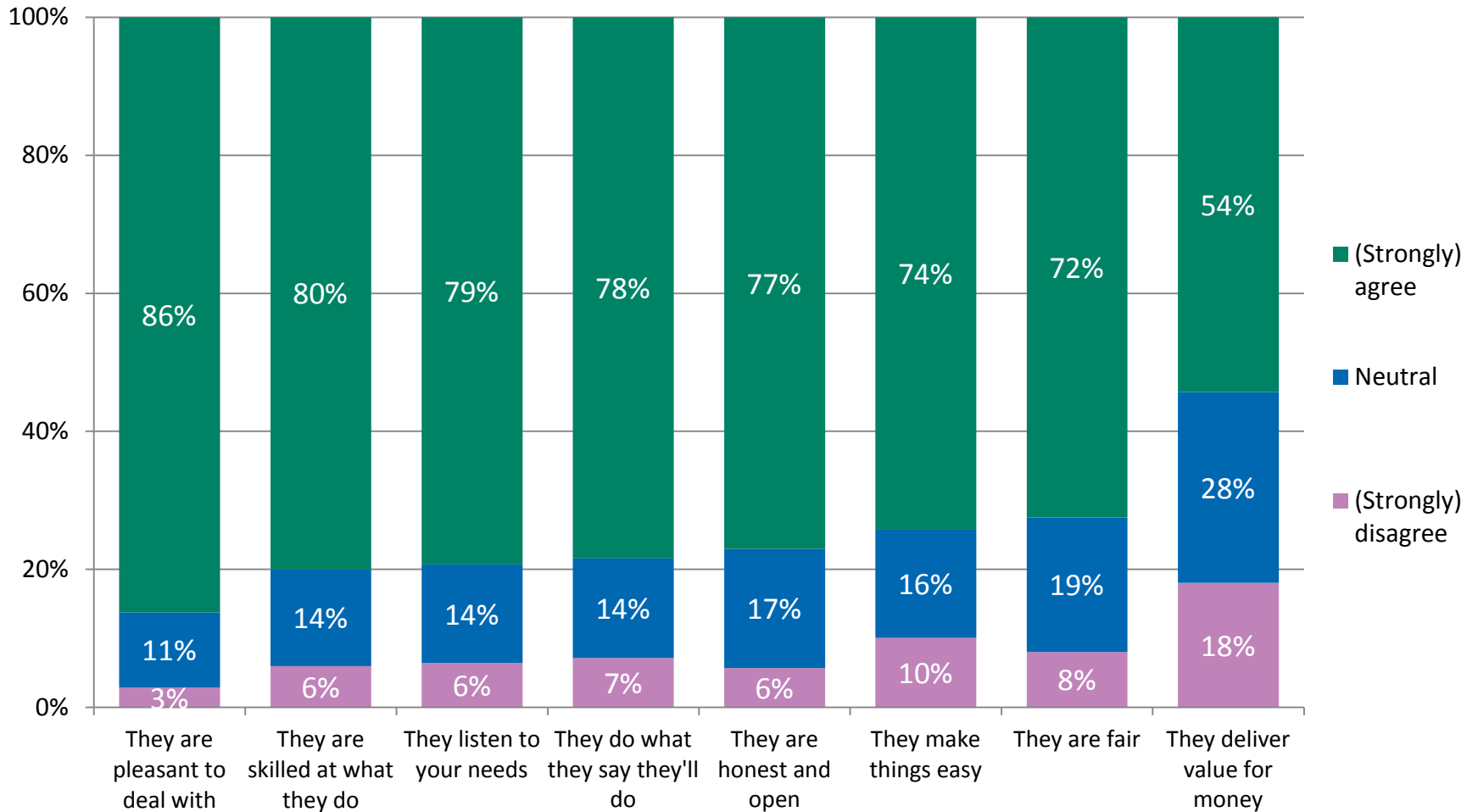
Neutral
 (score 4-6)
14%

- 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 staff knowledge or communication skills
- Improve first contact resolution



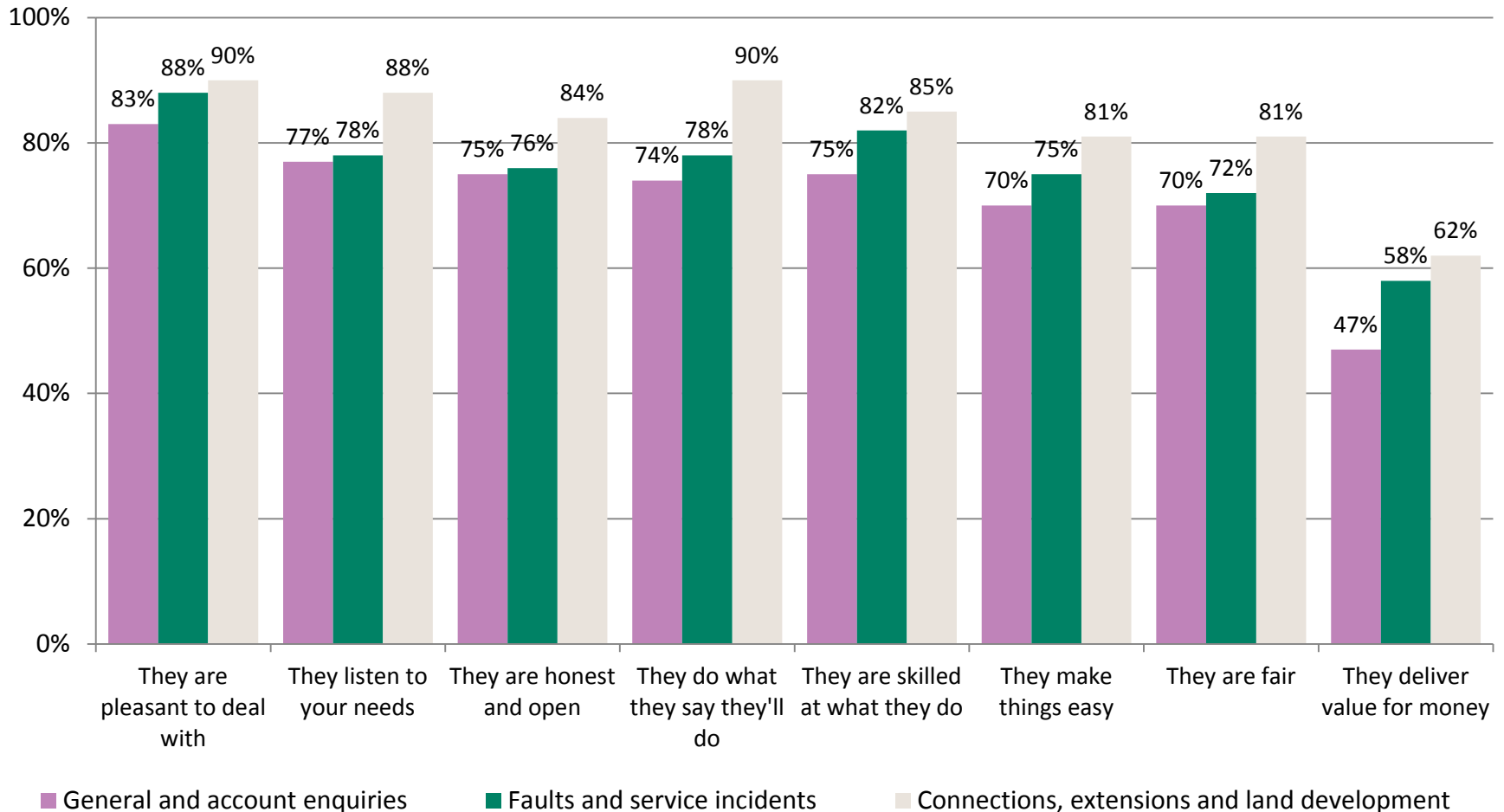
(Very) dissatisfied
 (score 0-3)
9%


Customer commitments



Data collected and verified by

Customer commitments by service area





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

At an overall level the General and Account enquiries area performed similar to Q1 in FY 15/16. Overall satisfaction with the customer experience was rated at 70% for this area. Satisfaction with explanation of situation and next steps was 74%, with staff knowledge 79% and helpfulness of staff 81%. First contact resolution continued to be at improved levels compared to FY 14/15 (61% contacted once to resolve issue versus 52%-55% in previous quarters in FY 14/15).

Results for written correspondence were similar to the previous quarter, with 70% of customers satisfied that the response addressed their enquiry, 82% satisfied with the information being easy to understand and 86% being satisfied with the professionalism of the correspondence.

Customers who contacted us with an enquiry related to their account or to SA Water in general were happy with their questions being answered in a timely manner, by staff who were friendly and helpful.

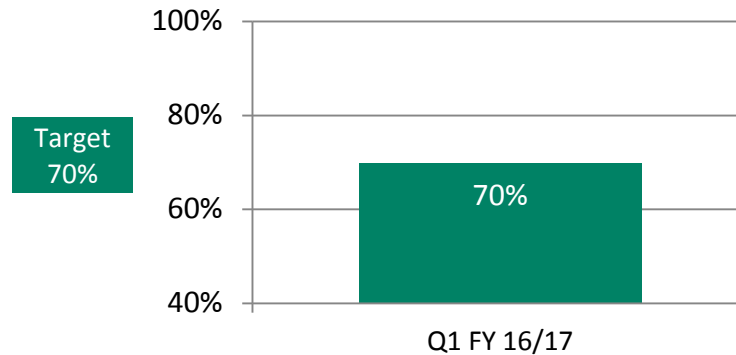
Improvements mentioned across satisfied and dissatisfied customers were to provide updates while the issue is resolved and once it has been resolved.

Customers who were not satisfied (18% neutral and 12% dissatisfied) were unhappy because:

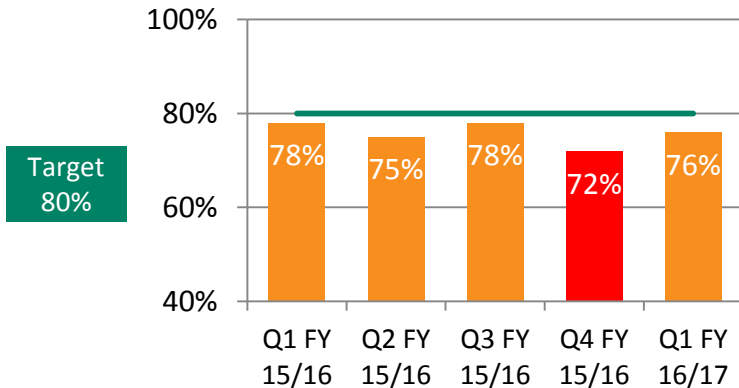
- We could not provide a solution that they were happy with
- We did not resolve the issue in a satisfactory timeframe
- Our staff's level of knowledge or communication skills did not fill them with trust

Customer Experience Performance

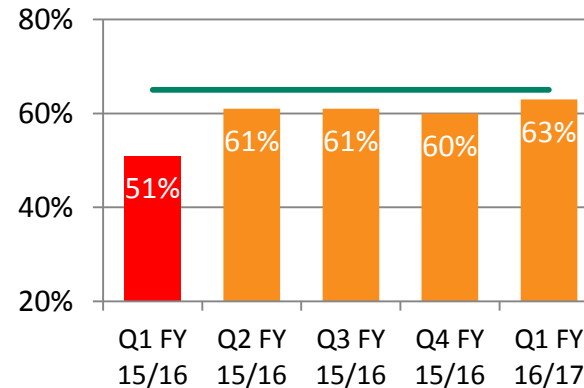
Customer satisfaction with experience



Ease was up 4%

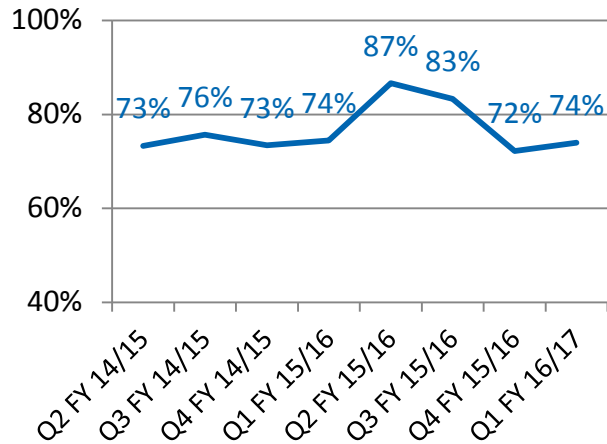


Being kept informed was up 3%

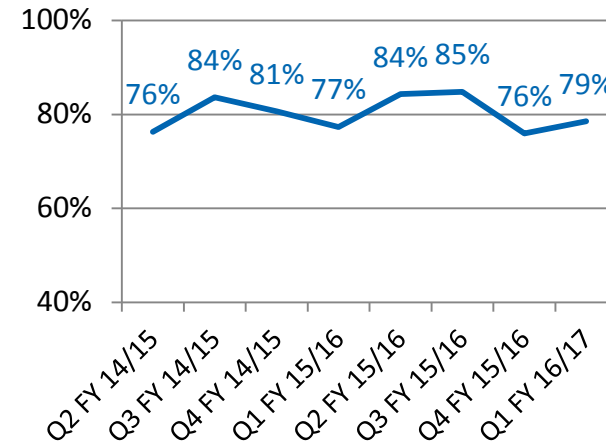


CSC Service elements

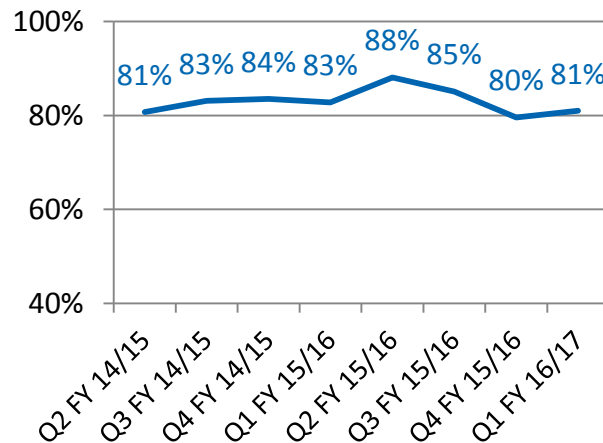
Explanation of situation and next steps



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 asking a general or account related question

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

How to improve satisfaction

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



(Very) satisfied
(score 7-10)
70%

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



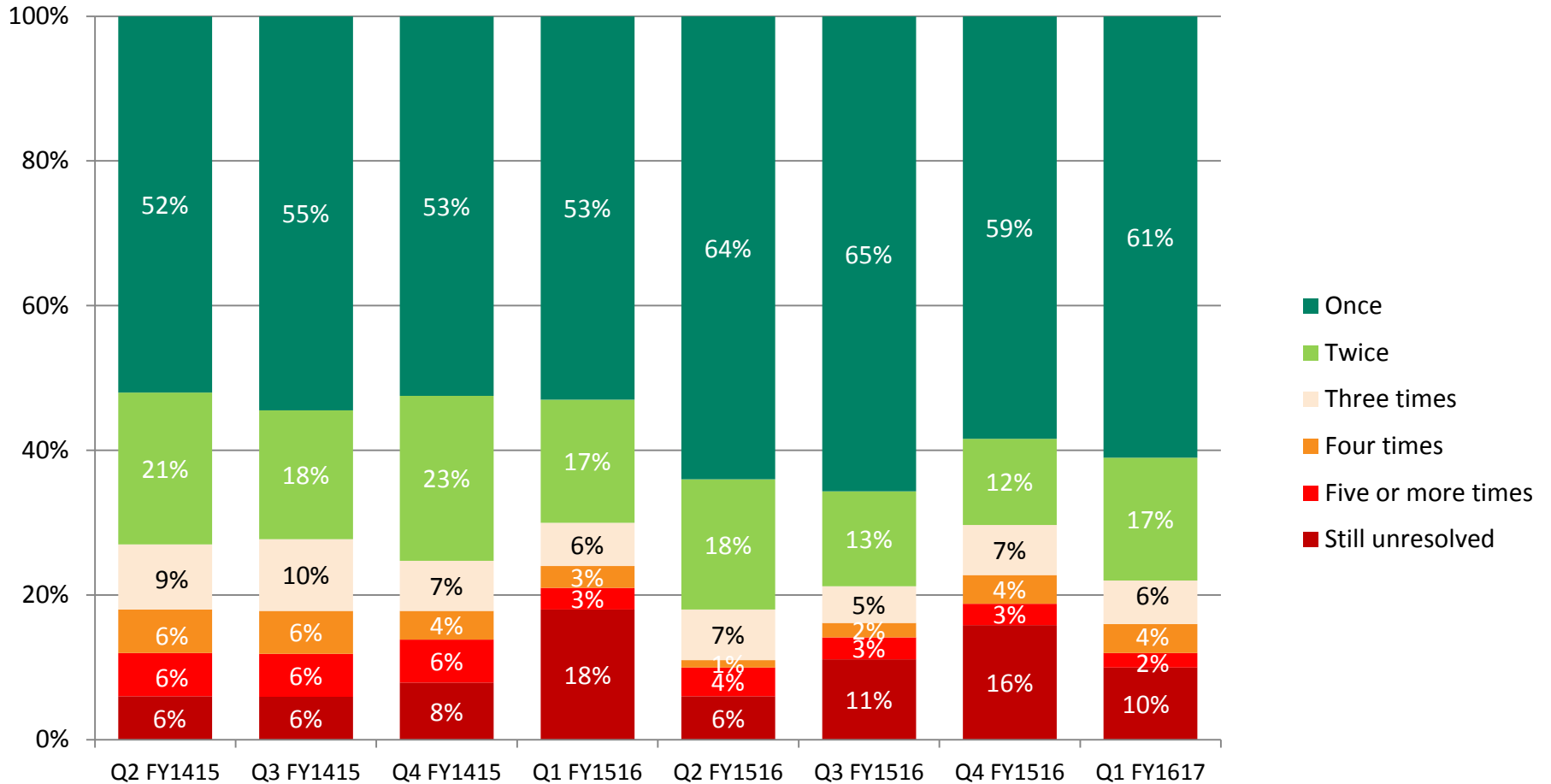
Neutral
(score 4-6)
18%

- 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 staff knowledge or communication skills
- Improve first contact resolution
- Improve customers' trust in water meter reading



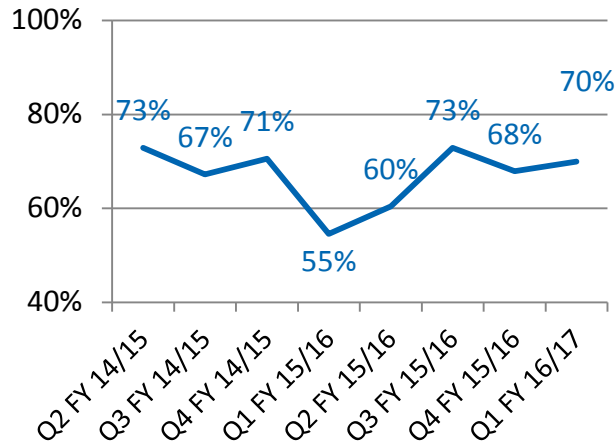
(Very) dissatisfied
(score 0-3)
12%

Times contacted to resolve issue

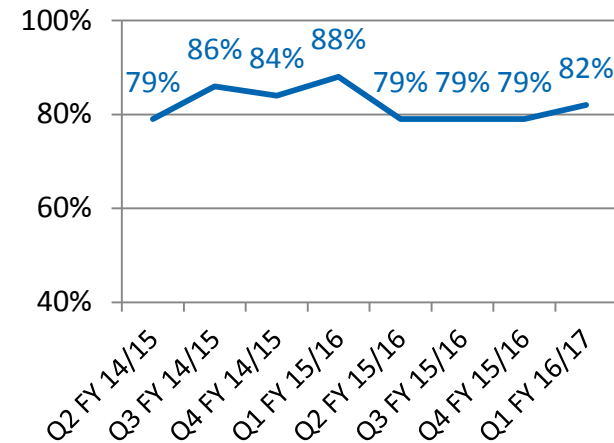


Written correspondence

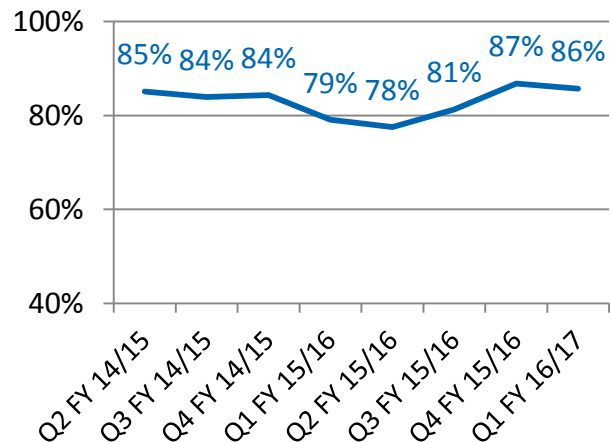
Response addressed enquiry



Information easy to understand

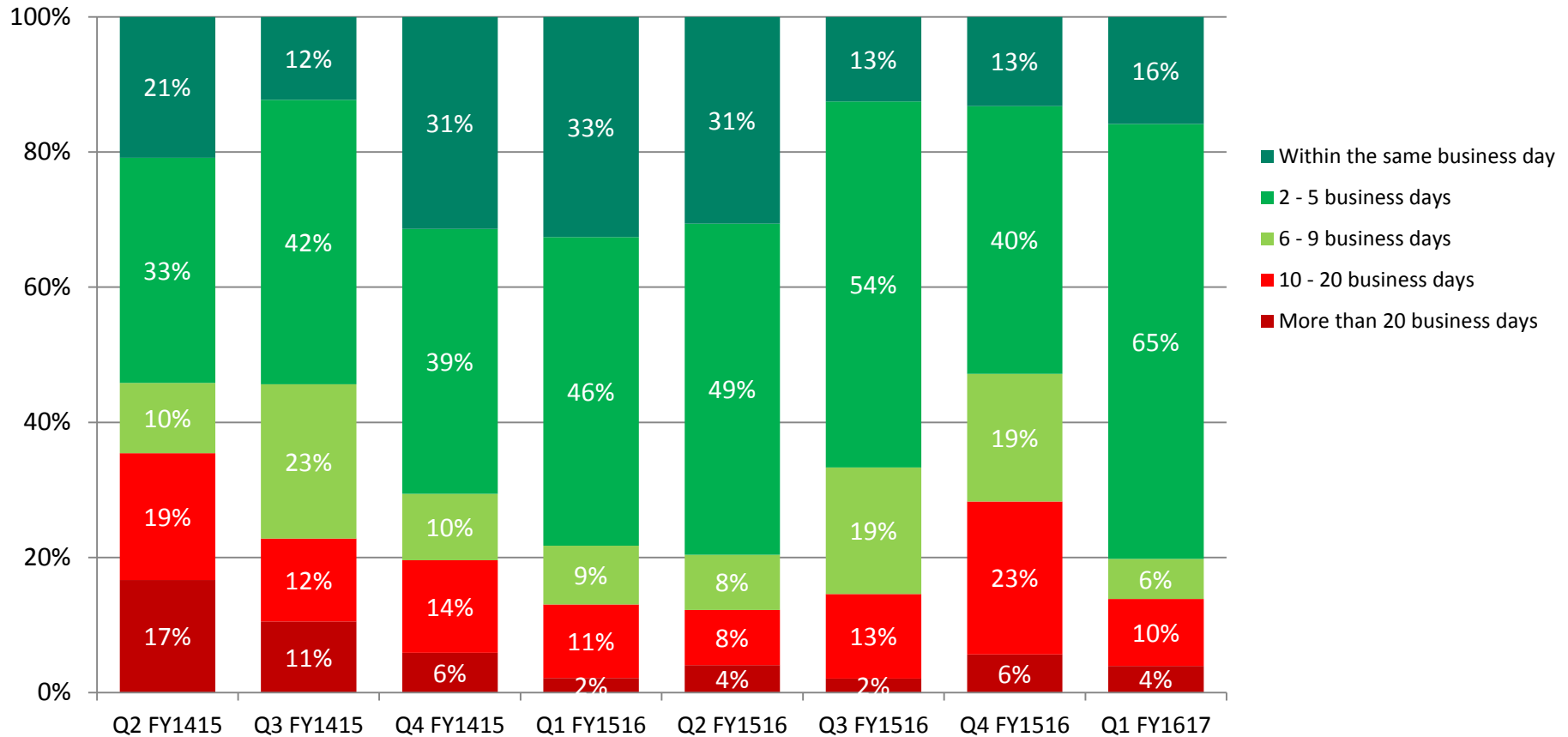


Professionalism of correspondence



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

Among customers reporting faults satisfaction with the Customer Experience was 79%, while satisfaction with ease was down 3% compared to previous quarter and currently at 84%. This has taken the result into the red zone with the target being 90% (for ease). Satisfaction with being kept informed was 61%, which was 1% lower than the previous quarter. First contact resolution dropped among Faults customers to 71% compared to 78% in the previous quarter.

Overall satisfaction with the field maintenance crew for this area was at 88% and still quite close to previous results (mostly 91% and 92%). The satisfaction with time taken to complete works has dropped to 75% this quarter. This decrease is in line with a drop in overall satisfaction with SA Water among customers reporting a fault, which at 76% is also at its lowest point in two years. While it is likely these decreases in satisfaction links in with a busy period for our field crews, it is possible that negative publicity about our infrastructure and maintenance program was also influential.

Customers who reported faults were satisfied with us fixing faults, and doing so quickly. They were also happy with our friendly and helpful staff. Keys points for improvement were:

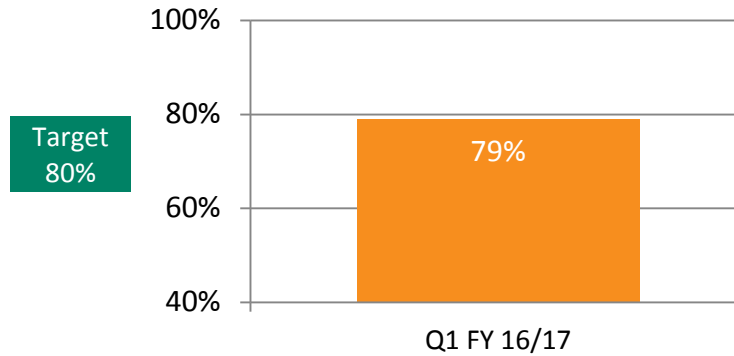
- Letting our customers know when issues are fixed and providing status updates

Main opportunities to improve were:

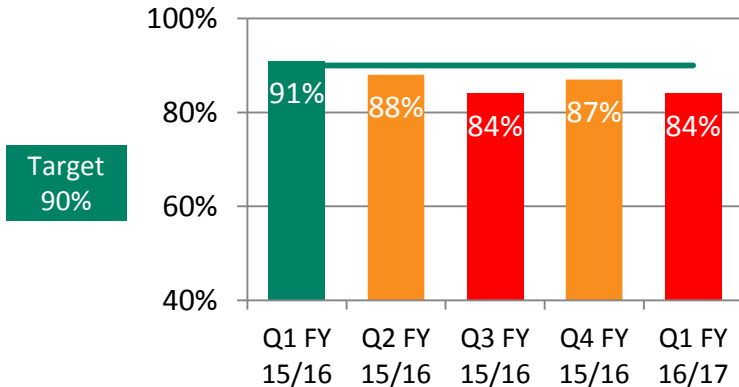
- Taking less time to resolve issues
- Improving first contact resolution
- Ensuring that customers agree that issues have been resolved

Customer Experience Performance

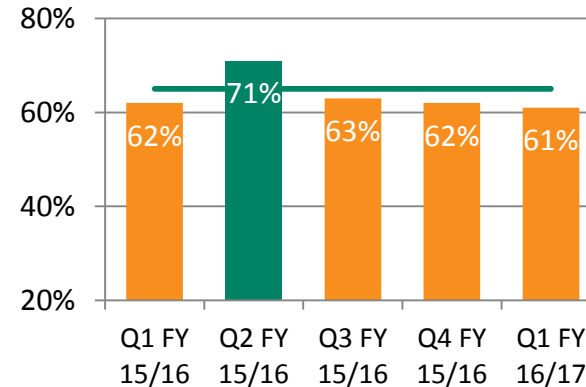
Customer satisfaction with experience



Ease **was down 3%**



Being kept informed **was down 1%**



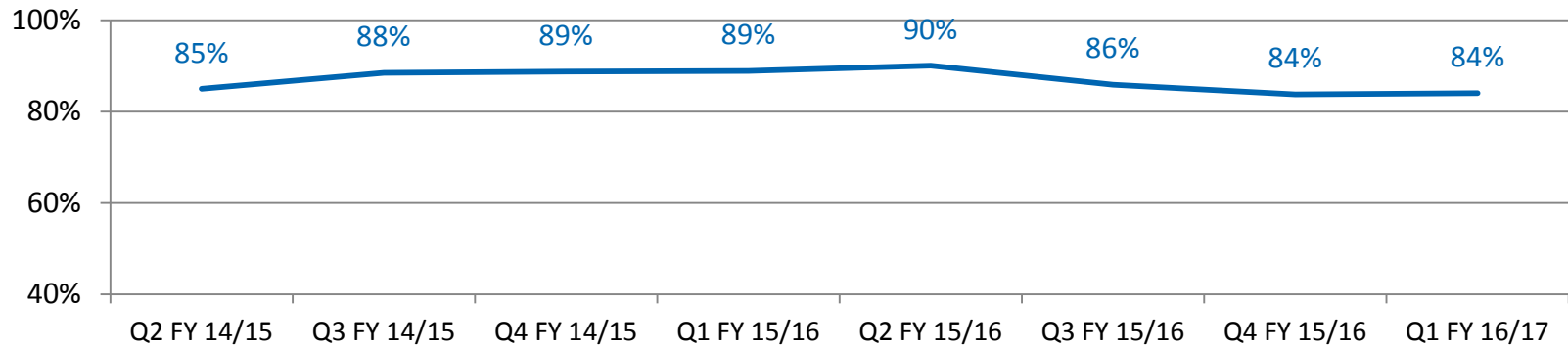
Data collected and verified by



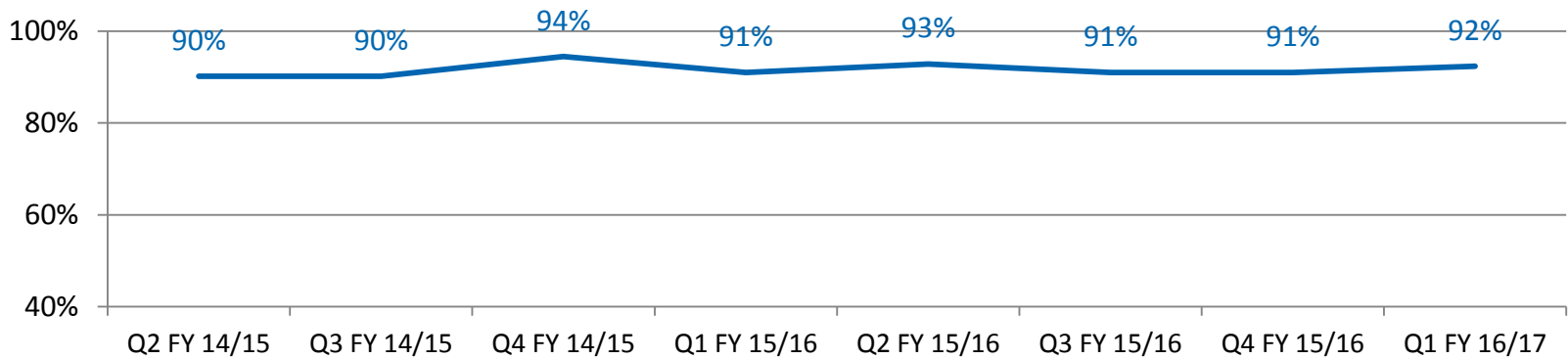
Note: Customer experience satisfaction question wording changed in Q1 FY 16/17
 Note: Promoters data currently unavailable for reporting

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 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 reporting a fault or service issue

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

How to improve satisfaction

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



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

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



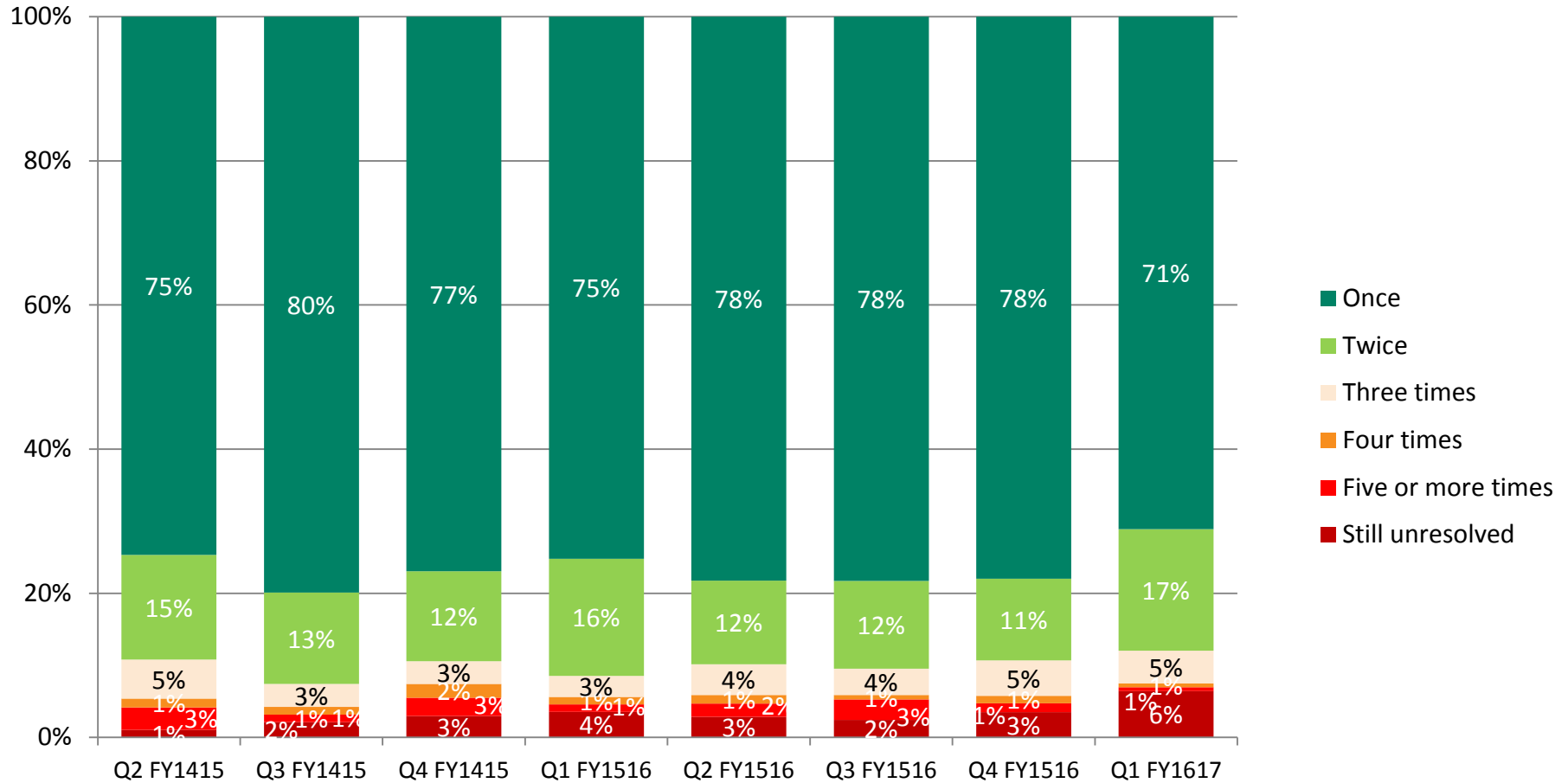
Neutral
(score 4-6)
12%

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



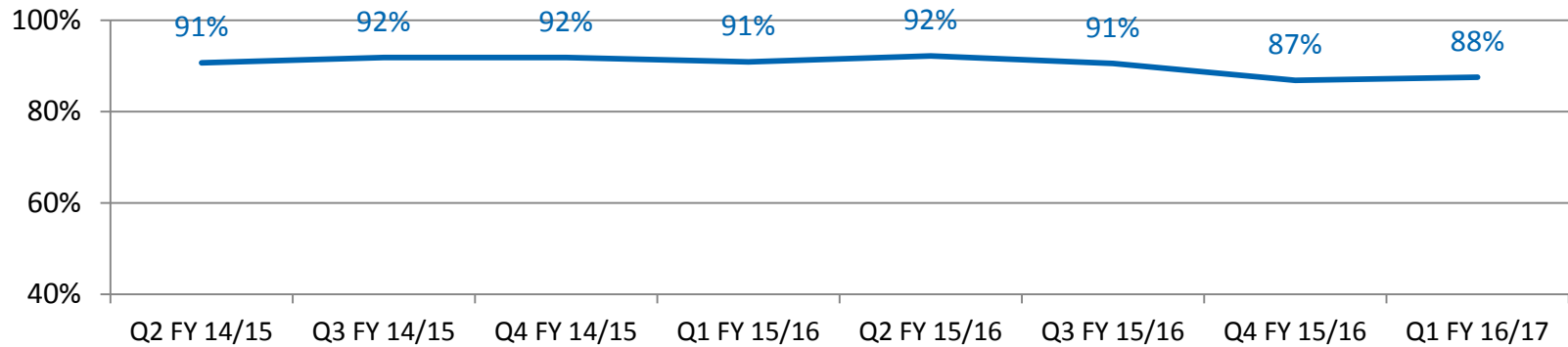
(Very) dissatisfied
(score 0-3)
9%

Times contacted to resolve issue

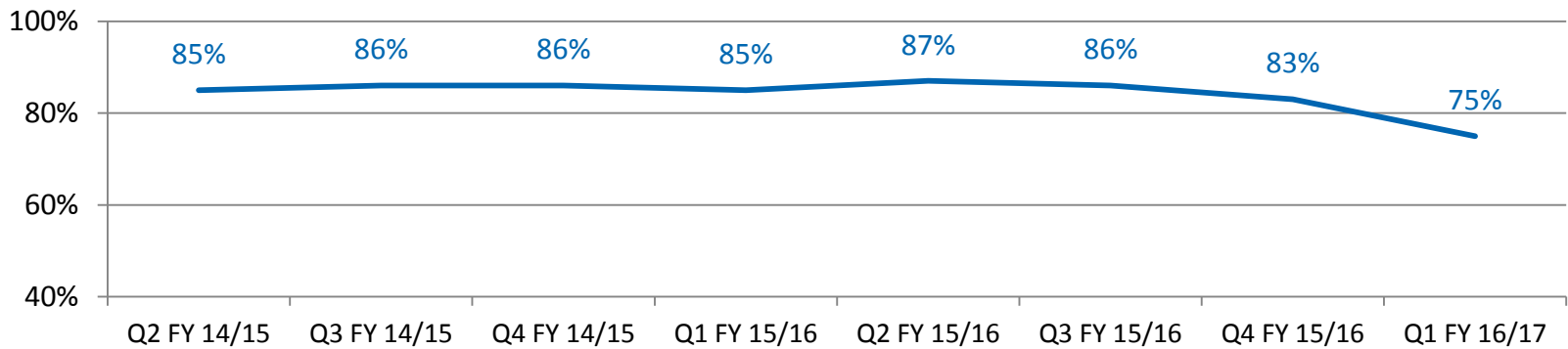


Field crews

Overall satisfaction with field maintenance crew

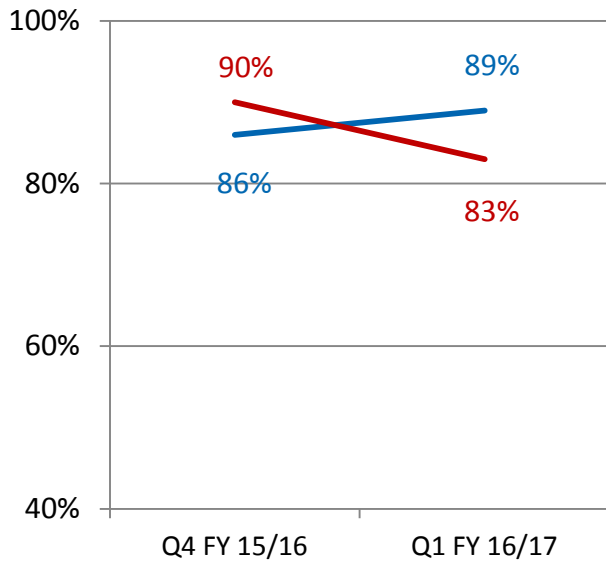


Time taken to complete works

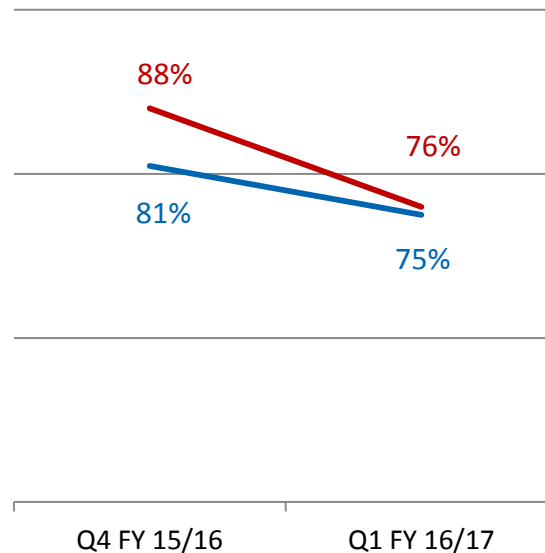


Field crews – metro versus regional areas

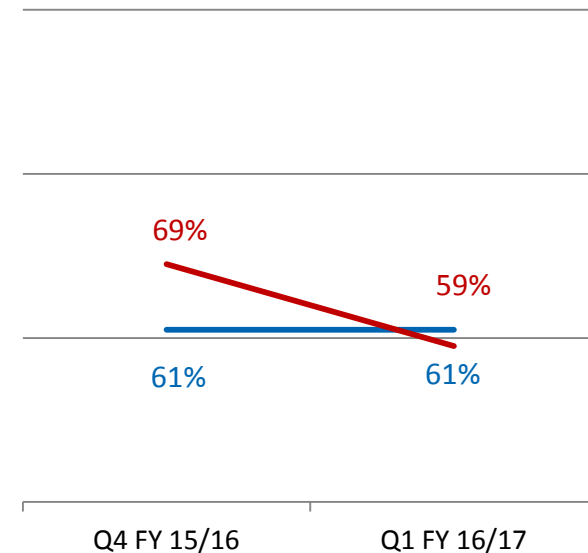
Overall satisfaction with field maintenance crew




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

Overall satisfaction with the customer experience was rated at 87% by customers of the connections / extensions and land development areas. This result is an achievement of their target of 76%.

The other KPI this area has continued to meet was satisfaction with being kept informed, which was up 7% to 75% currently (target of 65%). This positive result is possibly linked to changes in the Connections area that were implemented in Q4 of FY 15/16. Satisfaction with ease was down 2% and currently at 78%, in the amber zone. First contact resolution was at 29%, similar to the previous quarter and Q1 FY 15/16.

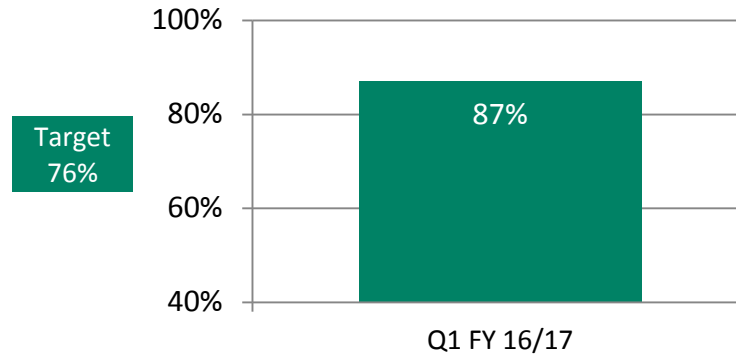
Satisfaction with the field crew was at 87% similar to some previous results although this measure fluctuates over the course of the year. Satisfaction with time taken to complete works was 83% which is the highest in the past two years.

Customers were satisfied with us resolving issues and answering their questions, doing so quickly and in the timeframe stated, and our staff being friendly and helpful.

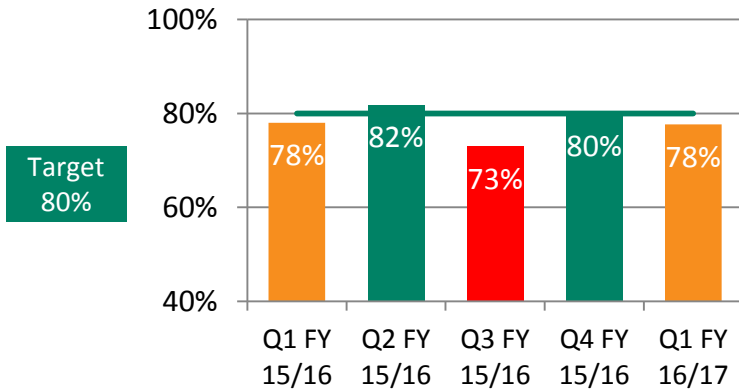
We can improve satisfaction by communicating better with our customers while we work on their requests and by letting them know we have completed the work.

Customer Experience Performance

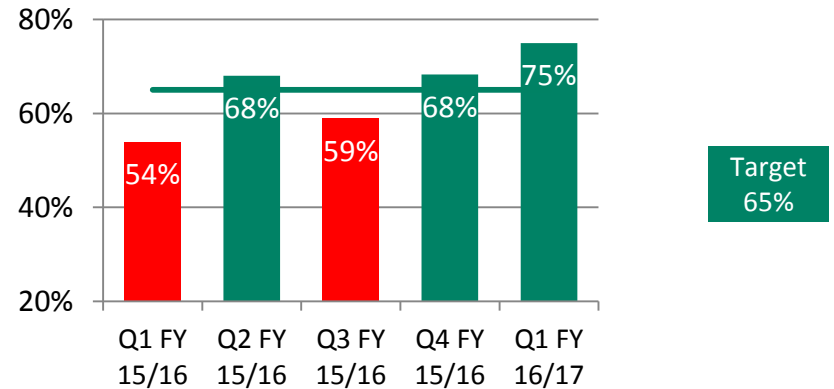
Customer satisfaction with experience



Ease **was down 2%**



Being kept informed **was up 7%**



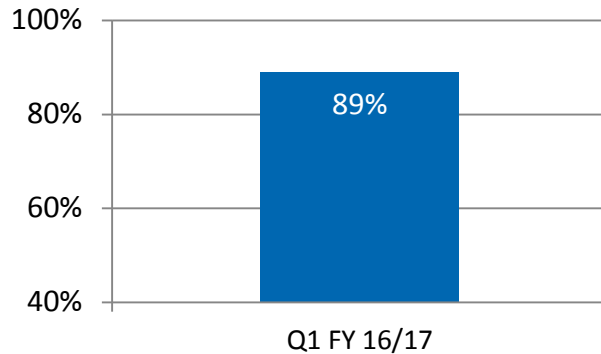
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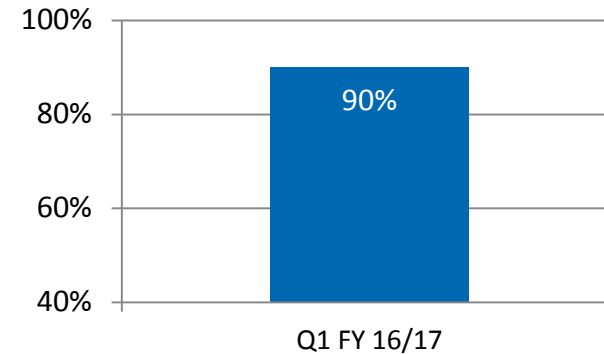
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CSC performance by service element

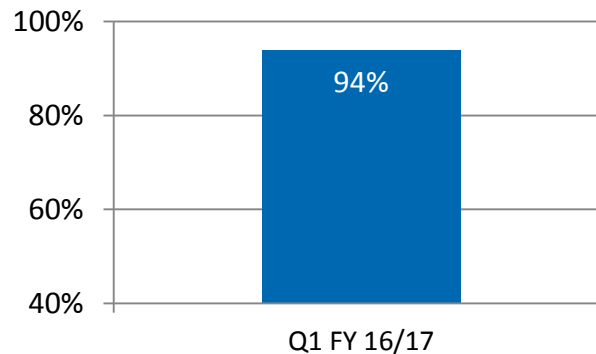
Explanation of situation and next steps



Staff knowledge



Helpfulness of staff



Improving satisfaction with customers' experience

Customers were asked to provide a comment 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 the connections, extensions and land development service

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

How to improve satisfaction

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



(Very) satisfied
(score 7-10)
87%

Please note only 14 customers provided feedback with a neutral or (very) dissatisfied score. These results are indicative only.

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

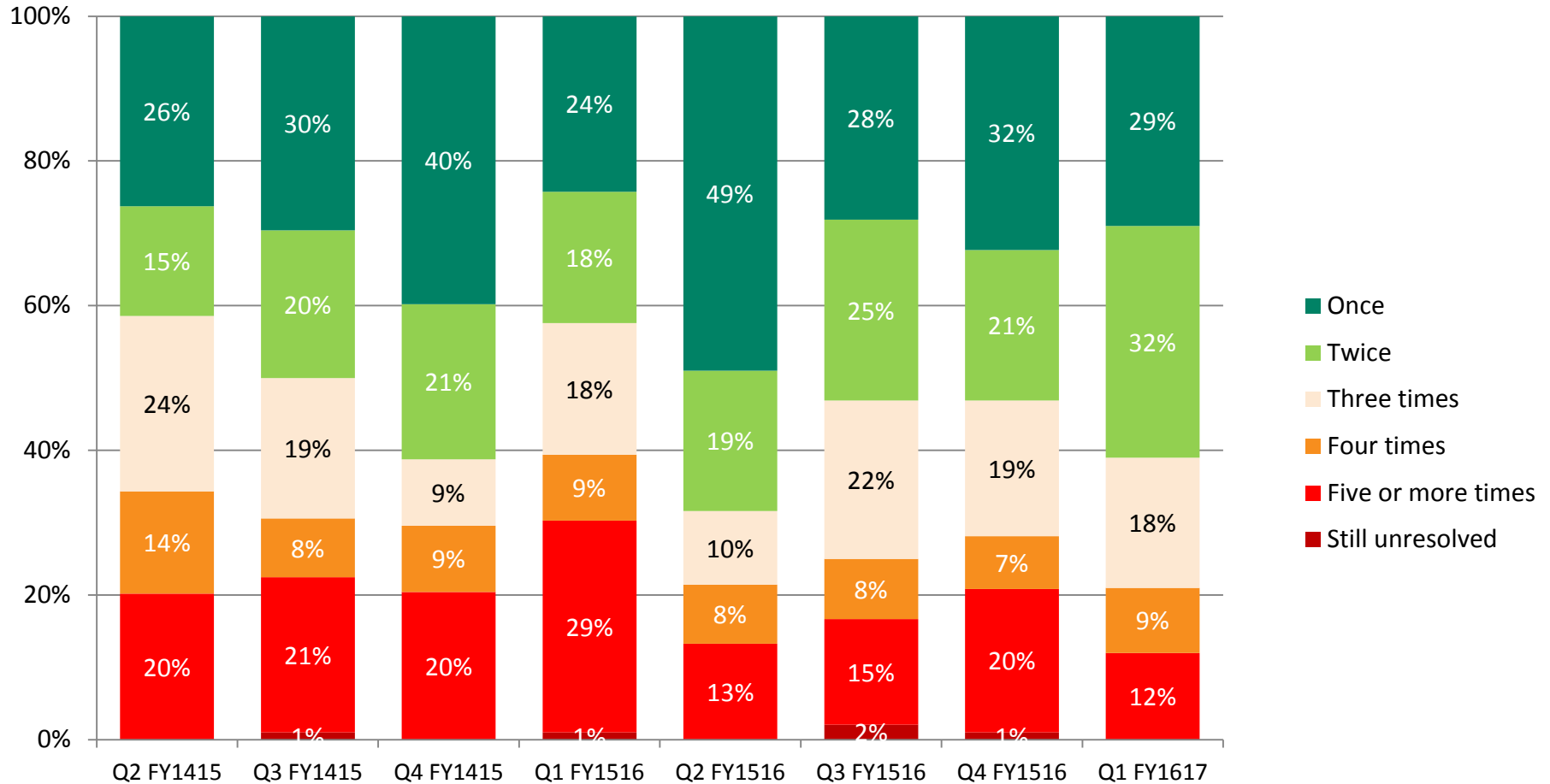


Neutral
(score 4-6)
10%



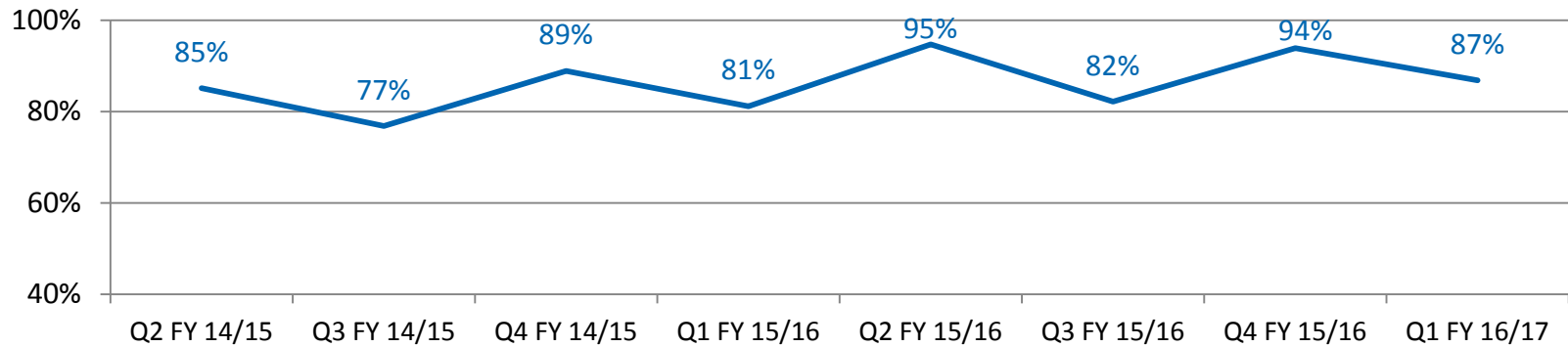
(Very) dissatisfied
(score 0-3)
4%

Times contacted to resolve issue

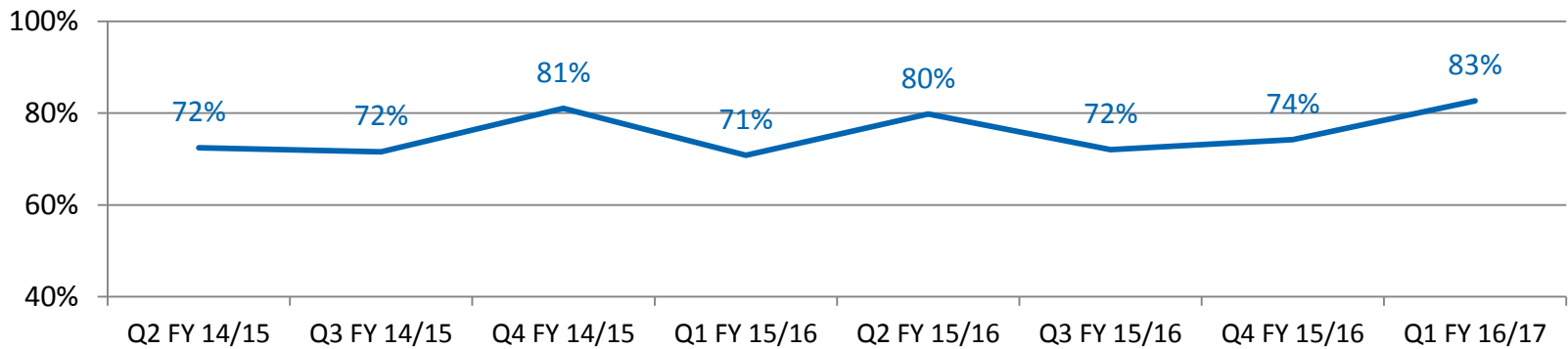


Field crews

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