



Government
of South Australia

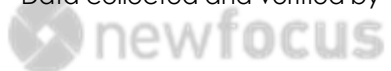


SA Water Customer Experience Survey

Quarter 2 FY 2017-2018



Data collected and verified by



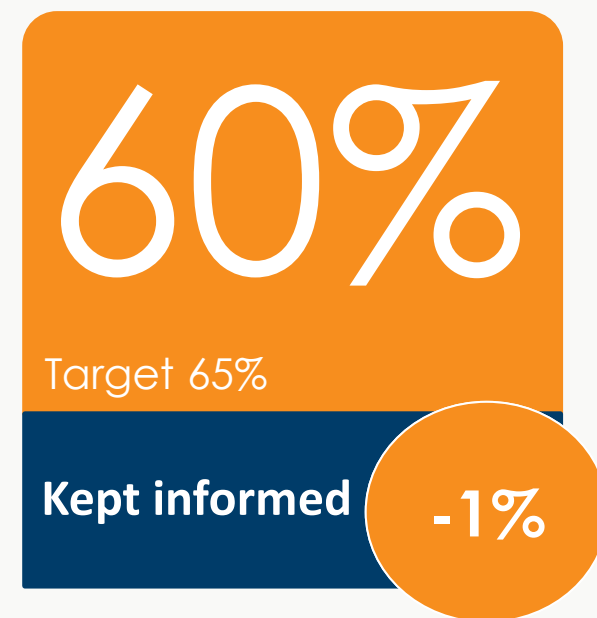
About this report

This report has been prepared by SA Water with the data that new**focus** Market Research collects from customers on behalf of SA Water.

new**focus** Market Research has validated the data presented in this report as true and correct.

Customer experience performance

Q2 17-18



Executive Summary

Overall satisfaction with experience across all service areas has increased slightly but there are decreases in satisfaction in both ease and being kept informed.

Overall satisfaction with experience has increased by 2% reaching our target of 83%, while ease has decreased significantly (by 4%) in the latest quarter and is now below our 83% target and sits at 79%. Being kept informed has decreased slightly (60%) and is below our target of 65%.

Communication is the number one driver for our customers' satisfaction (providing progress updates and ensuring our customer agrees that their issue has been resolved); yet keeping customers informed remains our lowest scoring customer experience element. Procedural steps and training may need to be implemented in order to consistently notify and communicate with our customers, particularly within the Customer Call Centre.

Looking at results by service area, satisfaction with General and Account enquiries have remained relatively stable in Q2 17-18, but there appears to be a decrease in satisfaction with both ease and being kept informed. There is also a sudden decrease in satisfaction with staff knowledge and written correspondence.

Within the Faults and service incidents area overall satisfaction and ease remain strong while keeping customers informed continues to be below target. Overall satisfaction with field maintenance crew increased marginally, largely due the improvement in satisfaction within regional areas (increase from 89% in Q1 to 97% in this quarter). These results can be attributed to changes made by Allwater including an increase in fieldwork staff and an addition of an afternoon shift.

Overall satisfaction and ease remain below target for connections and minor land development interactions, while being kept informed continues to track quite well.

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

Methodology

- Our market research supplier **newfocus** undertakes our customer experience research on a weekly basis.
- Lists with details of customers who have contacted us in the previous week are supplied to **newfocus**. Customers are contacted by phone to take part in a 6.5 minute phone survey to provide feedback on their service experience.
- The results are reported 24/7 through our CX Dashboard and, in addition, this report is provided to outline quarterly trends. The data in this report is suitable for corporate reporting.
- Interviewing takes place on an ongoing basis ensuring continued customer feedback is received. The number of interviews conducted in Quarter 2 FY 17/18:

Service area	Interviews conducted
Account / general enquiries	186
Faults	291
Connections and minor land development	75
Total	552

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



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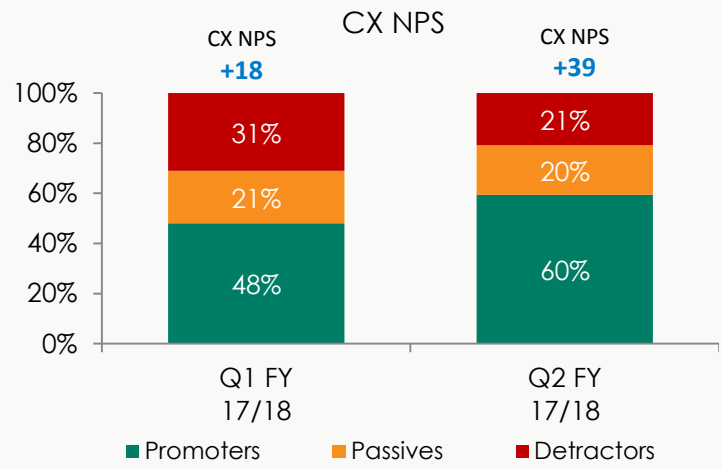
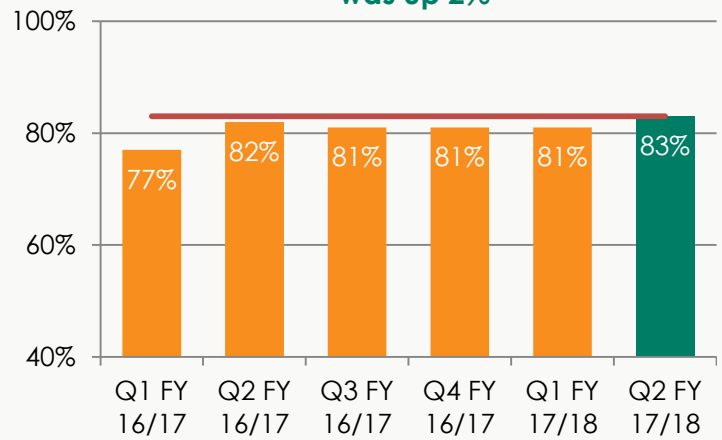


SA Water

Customer experience performance over time

Customer satisfaction with experience **was up 2%**

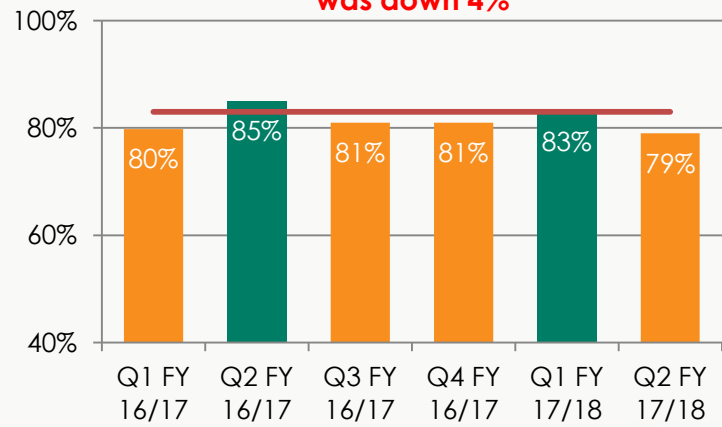
Target 83%



Please note: CX NPS is not directly comparable with standard NPS

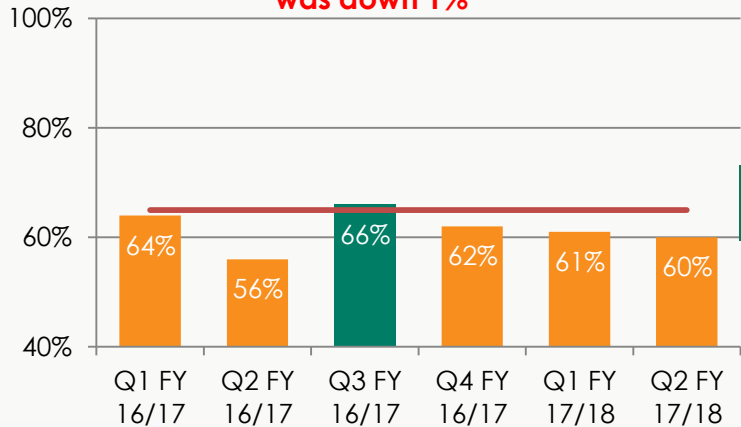
Ease **was down 4%**

Target 83%



Being kept informed **was down 1%**

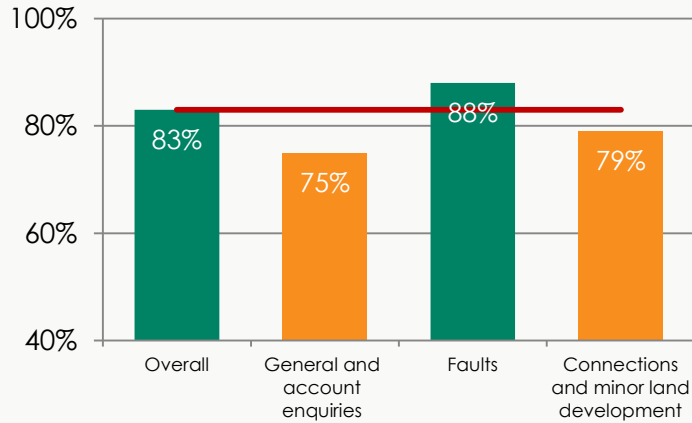
Target 65%



Customer experience performance by service area

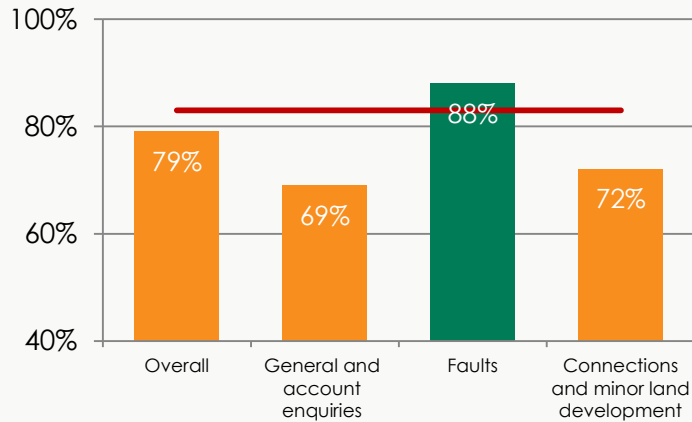
Customer satisfaction with experience

Target 83%

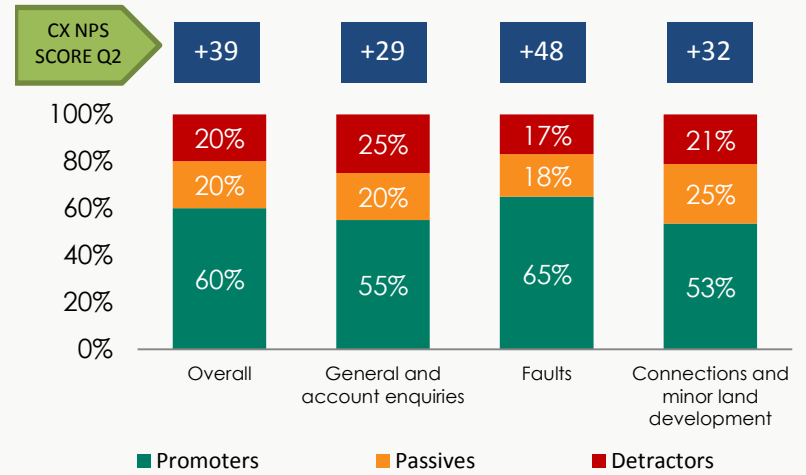


Ease

Target 83%

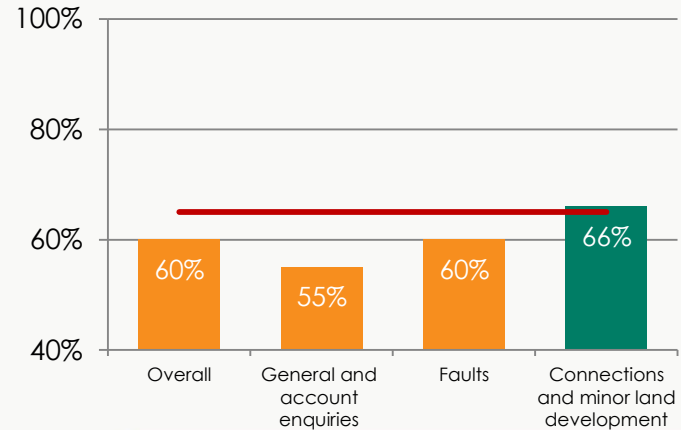


CX NPS



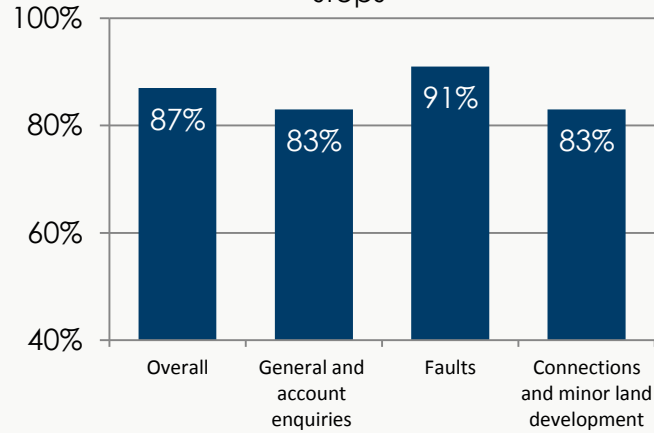
Being kept informed

Target 65%



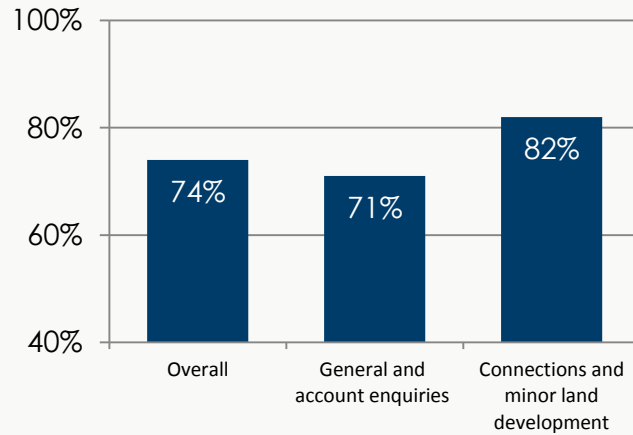
Overall performance – Customer Contact team

Explanation of situation and next steps

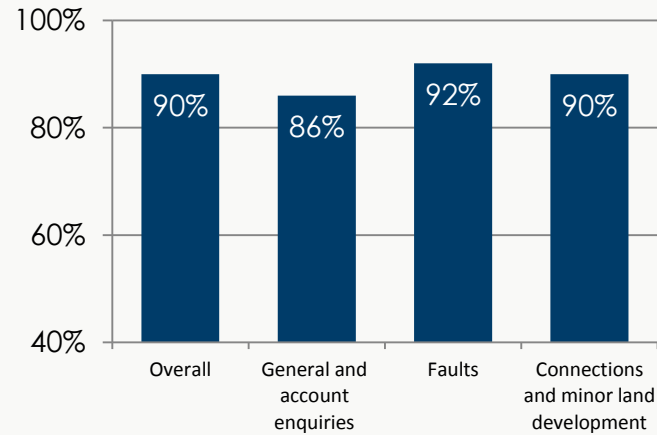


Note: Customer Contact teams include teams from the Customer Contact Centre as well as Connections and Minor land development

Staff knowledge



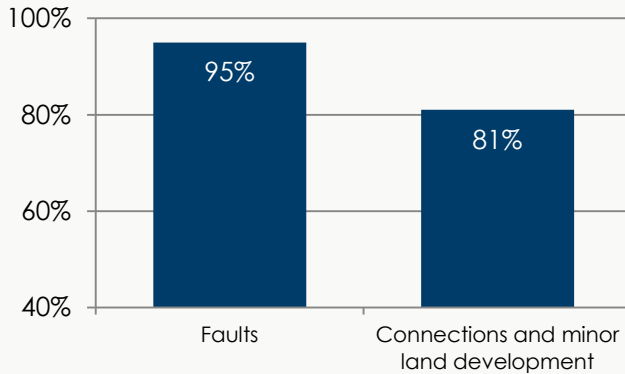
Helpfulness of staff



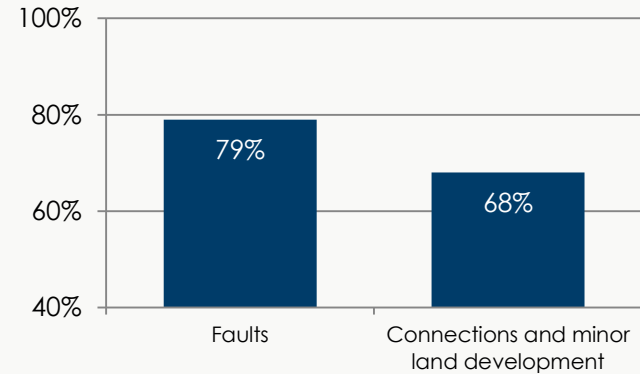
Note: Staff knowledge is only asked for areas where staff knowledge is relevant to the customer experience

Overall performance – Field Maintenance Crew

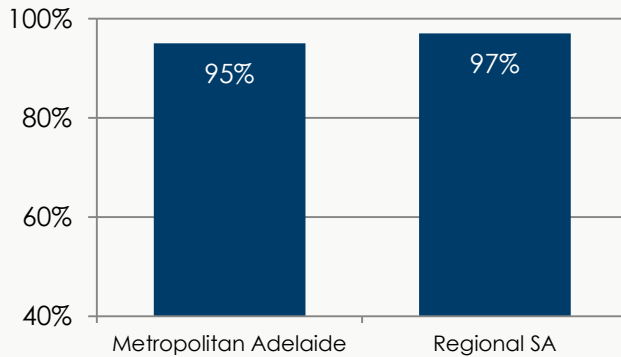
Overall satisfaction with field maintenance crew



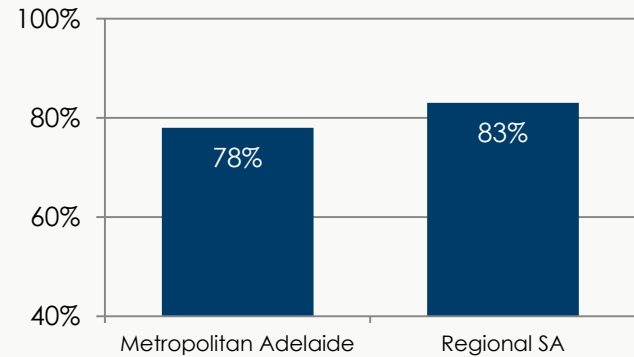
Time taken to complete the works



Overall satisfaction with field maintenance crew for faults



Time taken to complete the works for faults



Improving satisfaction with customers' experience

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

Why customers were satisfied with their experience

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

Compared to Q1 FY 17/18

In Q2 17-18 short or good response time, problem was fixed or question was answered and friendly or helpful staff have all decreased slightly, while no communication or confirmation of resolution provided has increased.

How to improve satisfaction

- Provide progress updates or resolution confirmation



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

- Provide progress updates or resolution confirmation
- Ensure that customer agrees that issue has been resolved
- Take less time to resolve issues
- Work on solutions that better meet customers needs



Neutral
(score 4-6)
10%

- Provide progress updates or resolution confirmation
- Ensure that customer agrees that issue has been resolved
- Work on solutions that better meet customers needs
- Improve staff communication skills
- Take less time to resolve issues
- Improve meter reading services



(Very) dissatisfied
(score 0-3)
7%

CX Principles



Through our CX survey we measure how well we meet our CX principles. Customers are asked to explain why they were satisfied or dissatisfied with their experience. Their comments are aligned with the CX principles. After aligning them they are categorised as either “Observed” when the feedback shows we have displayed the principle, or as “Absent” when the customer told us we haven’t displayed it. In case of absent display of the principle, the proportions are presented as negative numbers.

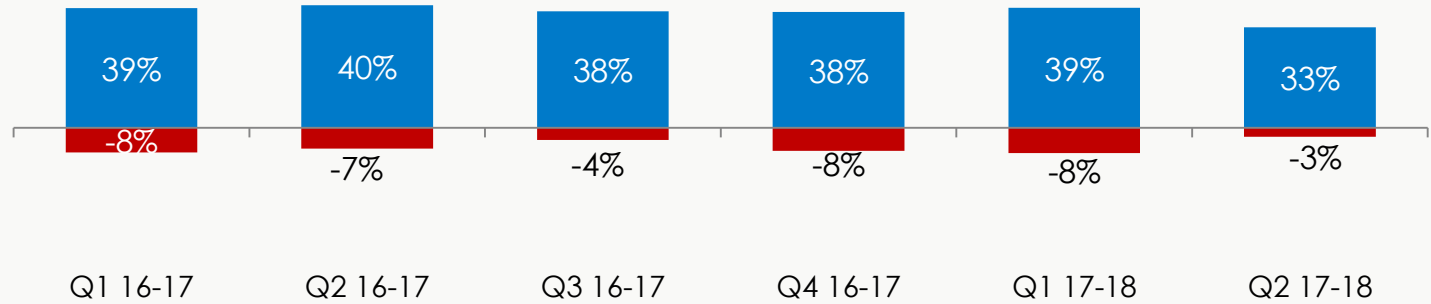


CX Principles - Overall

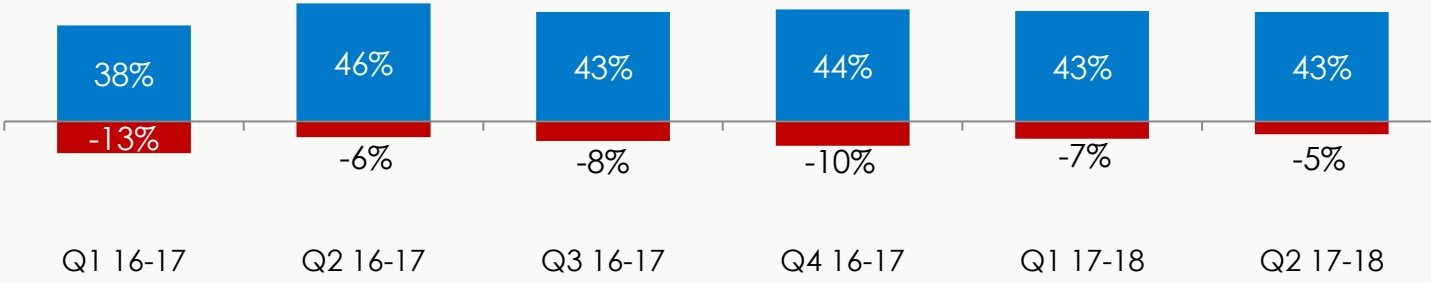
Listening



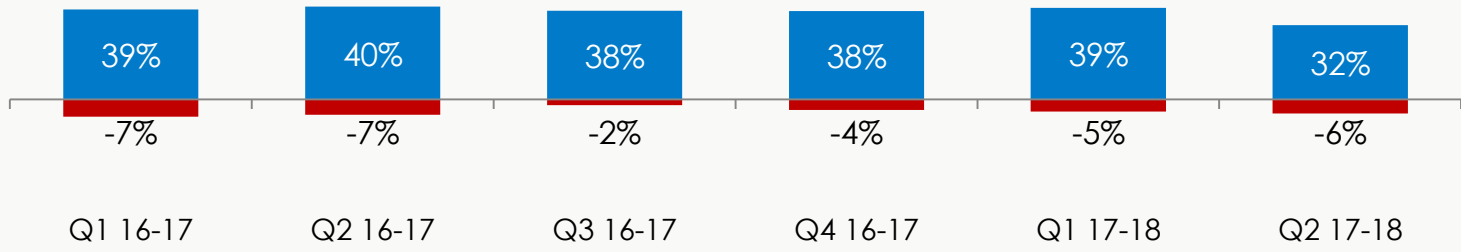
■ CX Principle observed ■ Absence of CX principle



Making things easy

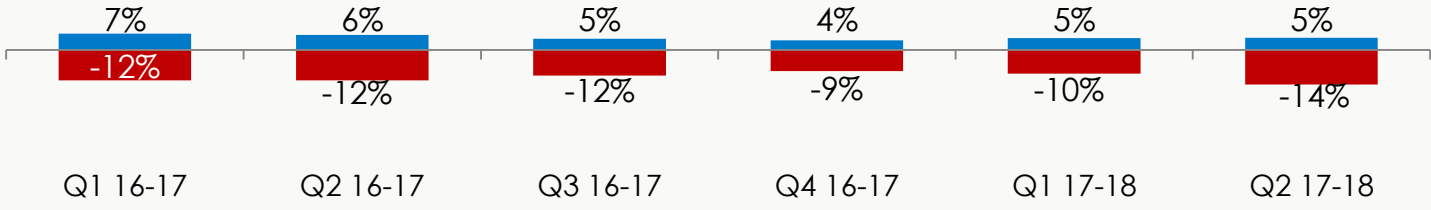


Doing what we say we'll do

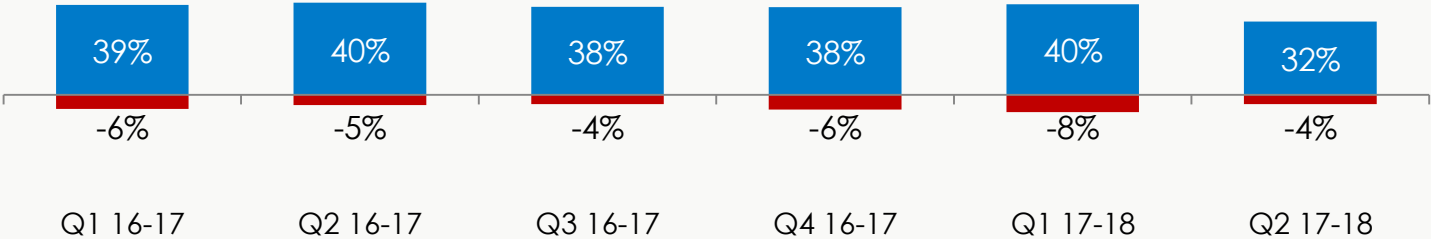


CX Principles - Overall

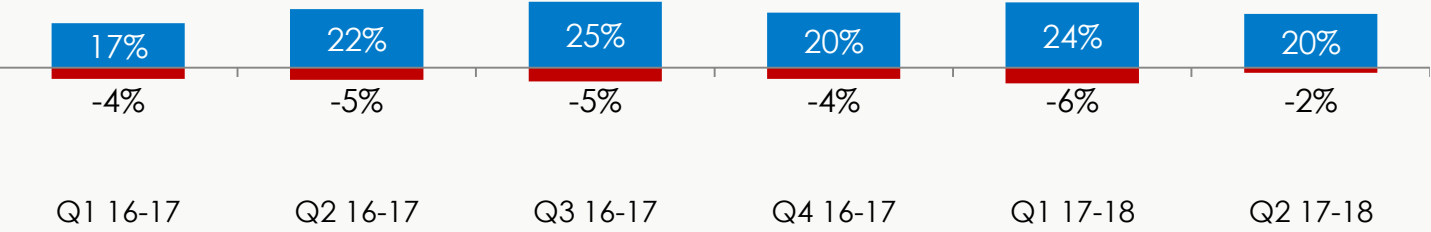
Keeping customers informed



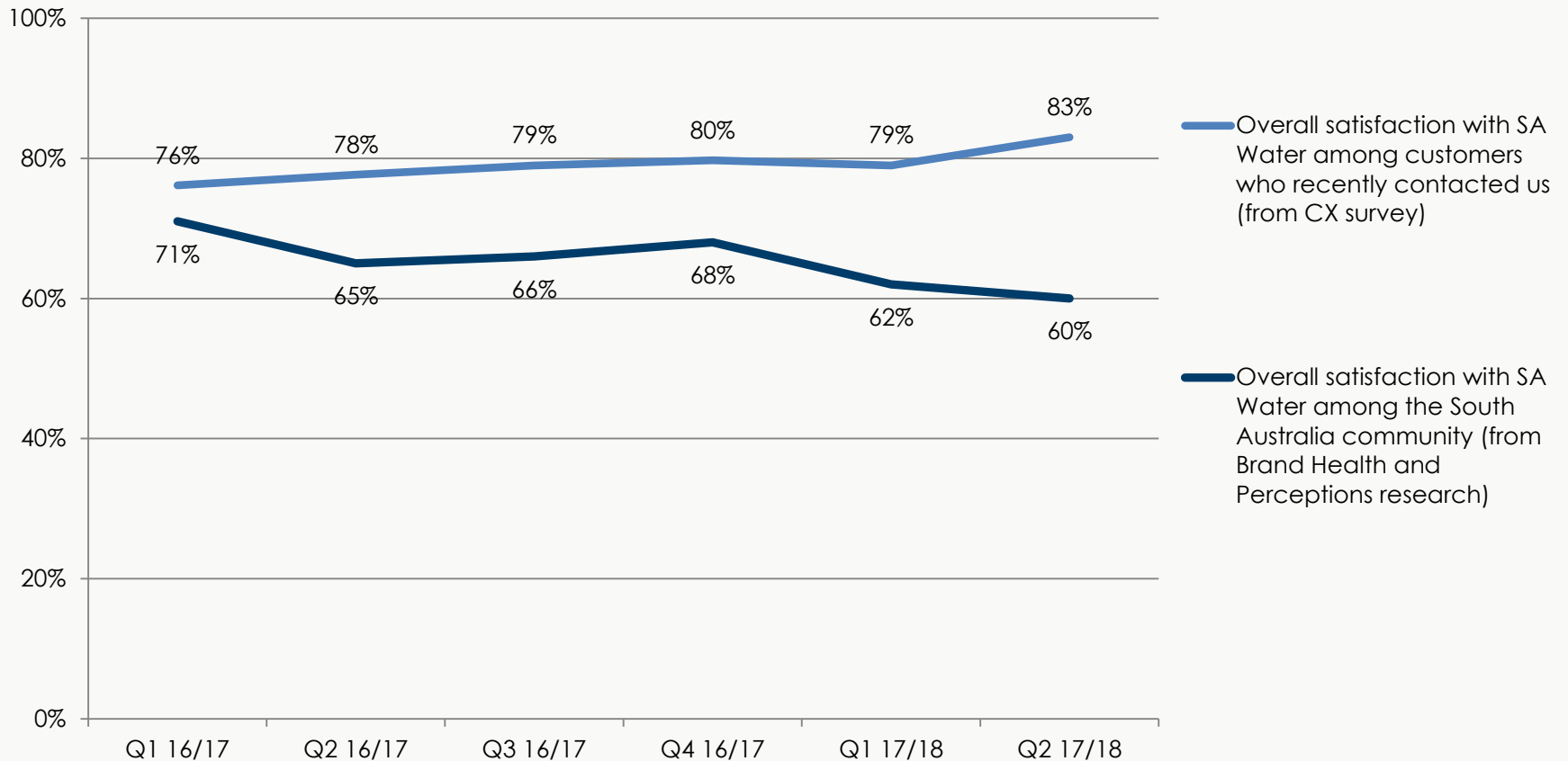
Being skilled



Being fair



Overall satisfaction with SA Water



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.



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General and account enquiries

Satisfaction with experience within General and Account enquiries have remained relatively stable, but there appears to be a decrease in satisfaction with both ease and being kept informed. Results also reveal a sudden decrease in satisfaction with staff knowledge and written correspondence.

Two of the three CCC service elements, helpfulness of staff and explanation of situation and next steps appears to have either remained stable or slightly increased in this quarter (86% and 83% respectively), whereas staff knowledge has seen a decline of 11% (82% to the 71% in Q2 17-18).

Similar to Q1, written correspondence elements have all decreased again this quarter; response addressed enquiry, information is easy to understand and professionalism of correspondence (75%, 79% and 79%) have declined sharply since the peak seen in Q3 and Q4 16-17. It should be noted that sample sizes for written respondents are relatively low (35 respondents in the latest research) and results should be viewed with caution. That being said, the decrease seen from the peak in Q4 with both information is easy to understand and professionalism of correspondence is a significant one.

Customers were most likely to be satisfied with our friendly and helpful staff, that we fixed our customers problem or answered their question or that we answered their question or resolved their issue in a timely manner. Ways in which to improve satisfaction among our dissatisfied customer include:

- Ensure that customer agrees that issue has been resolved
- Take less time to resolve issues
- Provide progress updates or resolution confirmation

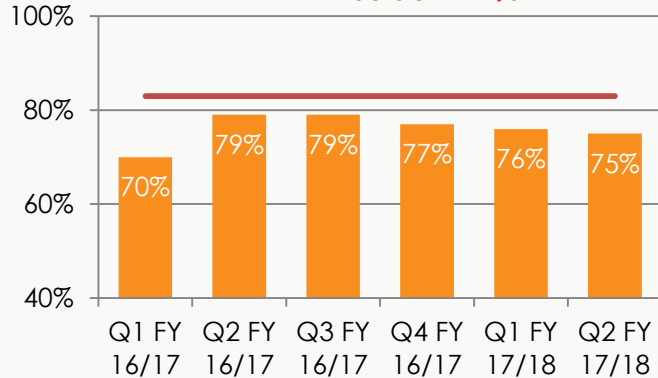
The proportion of respondents who reported to have solved their issue having contacted SA Water once, decreased from 68% in Q4 16-17 to 63% in Q1 17-18 to 60% in the current quarter.

General and account enquiries

Customer experience performance

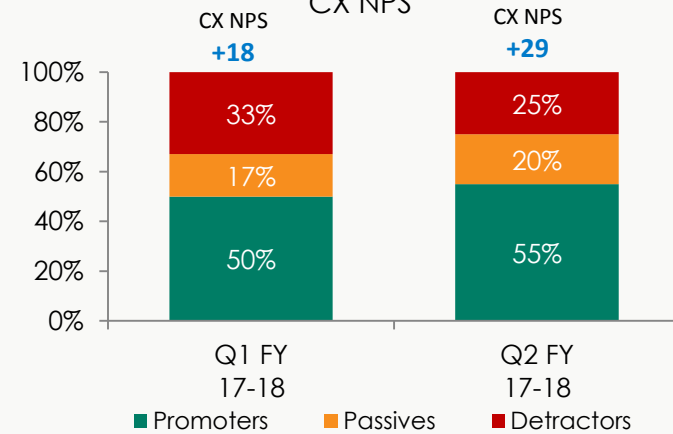
Customer satisfaction with experience

was down 1%



Target
83%

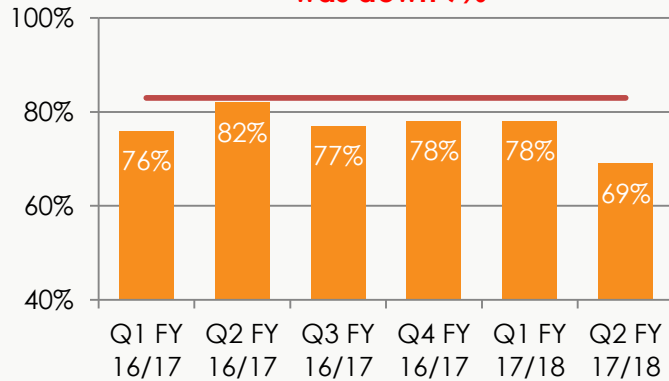
CX NPS



Please note:
CX NPS is not
directly
comparable
with standard
NPS

Ease

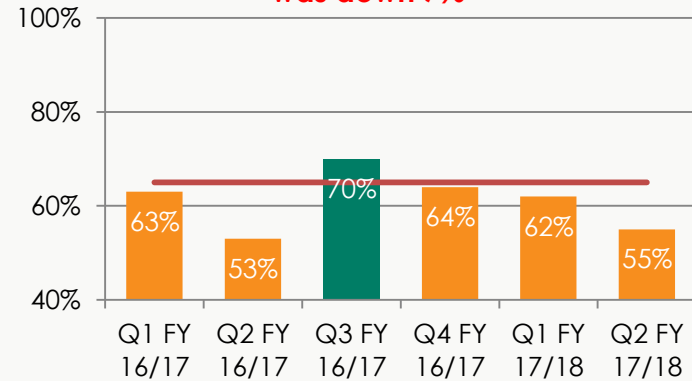
was down 9%



Target
83%

Being kept informed

was down 7%



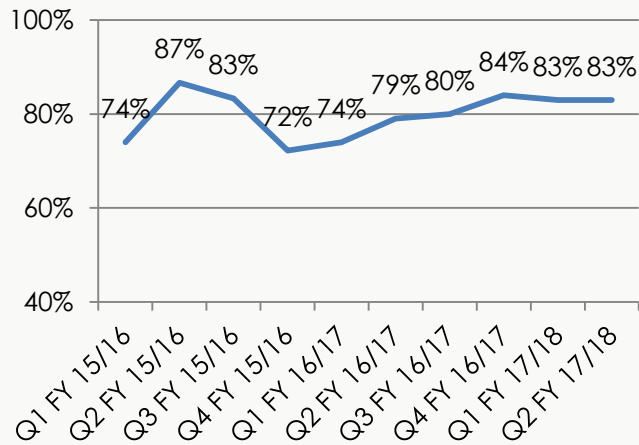
Target
65%



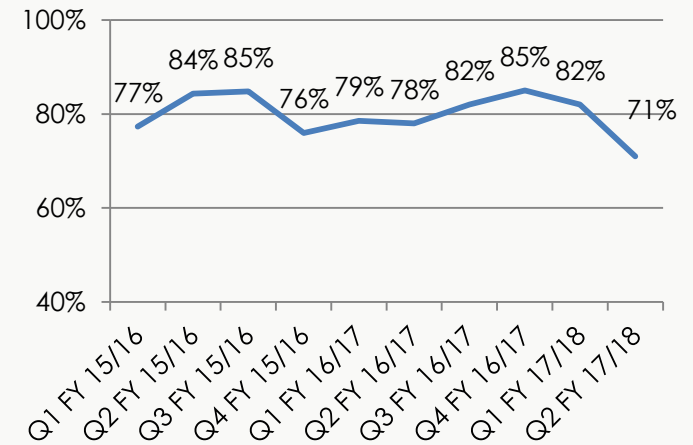
General and account enquiries

CCC service elements

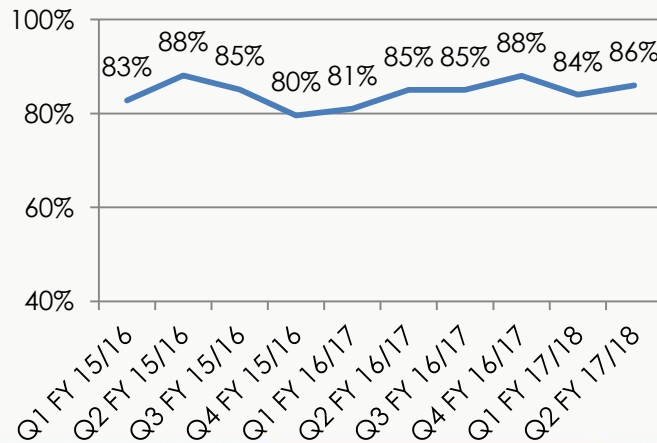
Explanation of situation and next steps



Staff knowledge



Helpfulness of staff



General and account enquiries

Improving satisfaction with customers' experience

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

Why customers were satisfied with their experience

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

Compared to Q1 FY 17/18

Since Q1 16-17 dissatisfaction with communication or confirmation of resolution provided increased by 6%, while issue is not yet resolved decreased by 7%.

How to improve satisfaction

- Take less time to resolve issues
- Ensure that customer agrees that issue has been resolved



(Very) satisfied
 (score 7-10)
75%

- Ensure that customer agrees that issue has been resolved
- Provide progress updates or resolution confirmation
- Work on solutions that better meet customers needs



Neutral
 (score 4-6)
14%

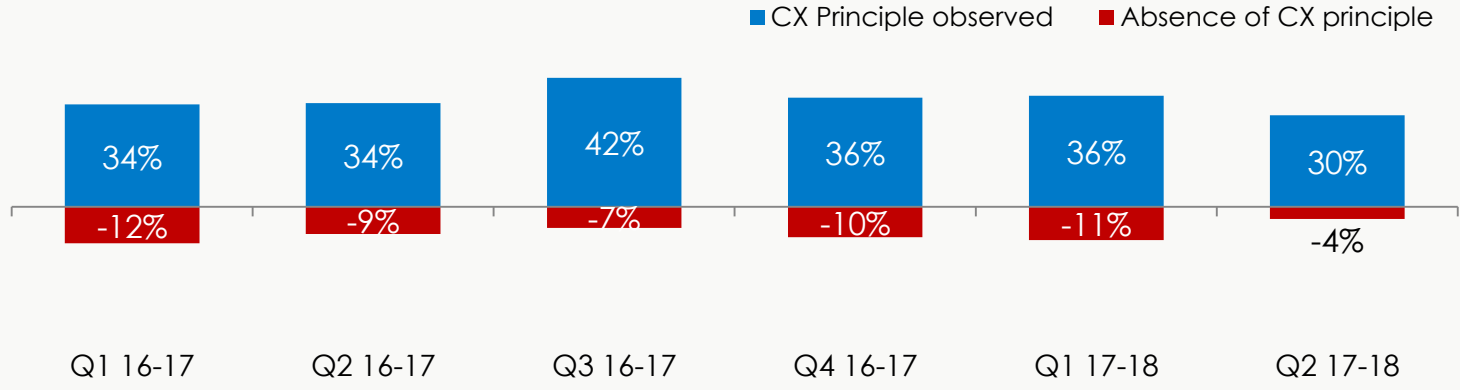
- Ensure that customer agrees that issue has been resolved
- Take less time to resolve issues
- Provide progress updates or resolution confirmation
- Work on solutions that better meet customers needs
- Improve meter reading services
- Improve staff communication skills



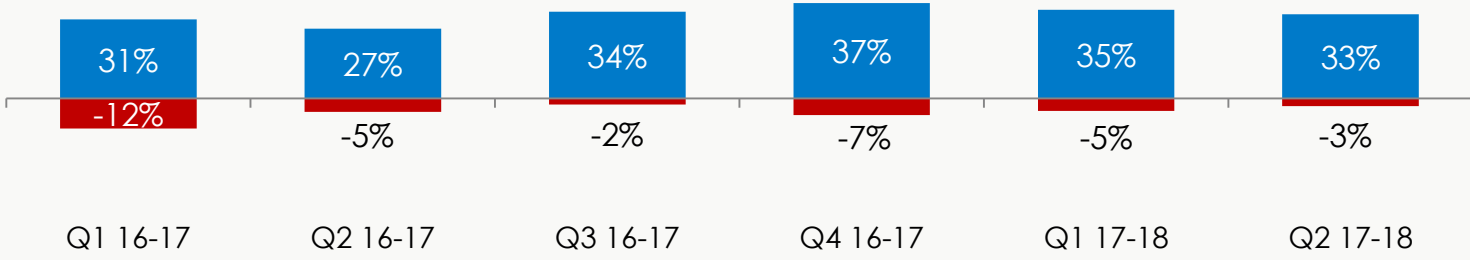
(Very) dissatisfied
 (score 0-3)
1%

CX Principles – General Enquiries

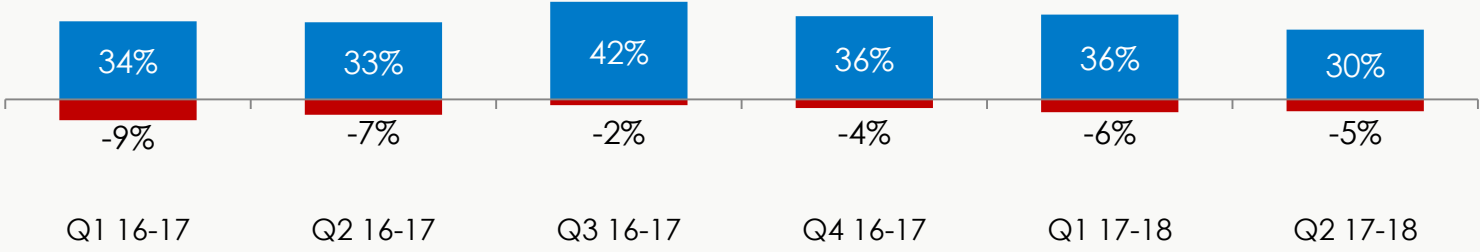
Listening



Making things easy

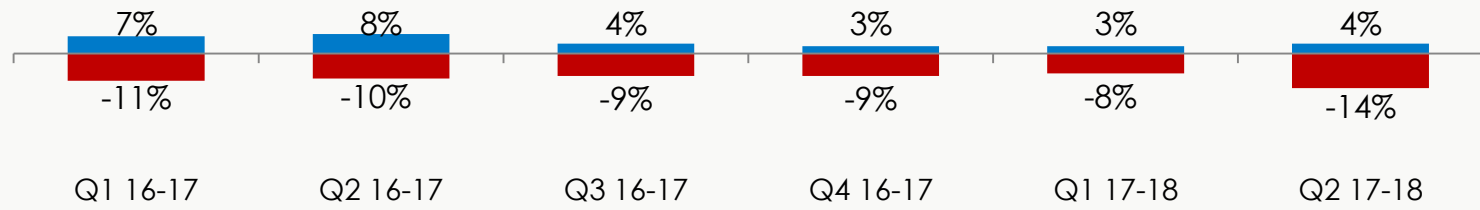


Doing what we say we'll do

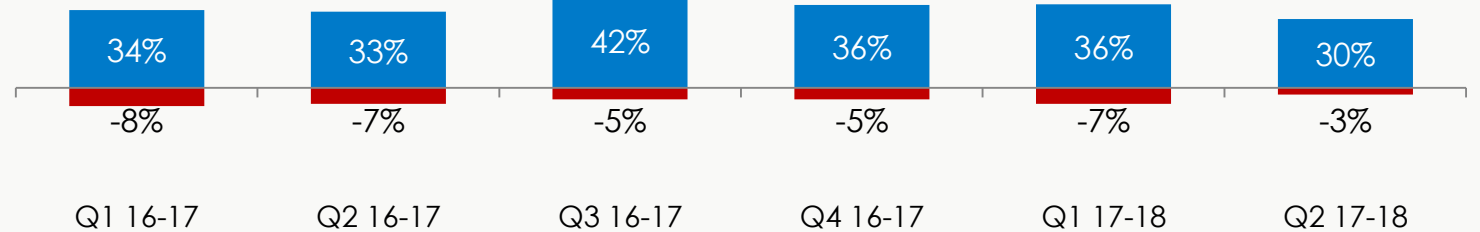


CX Principles – General enquiries

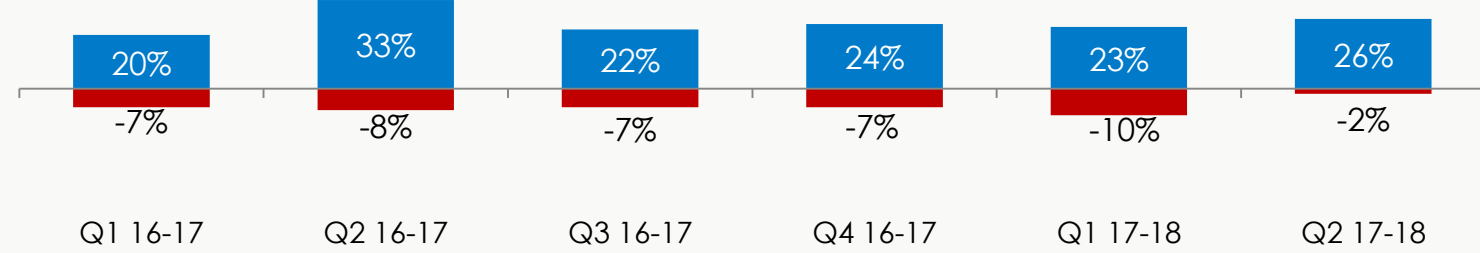
Keeping customers informed



Being skilled

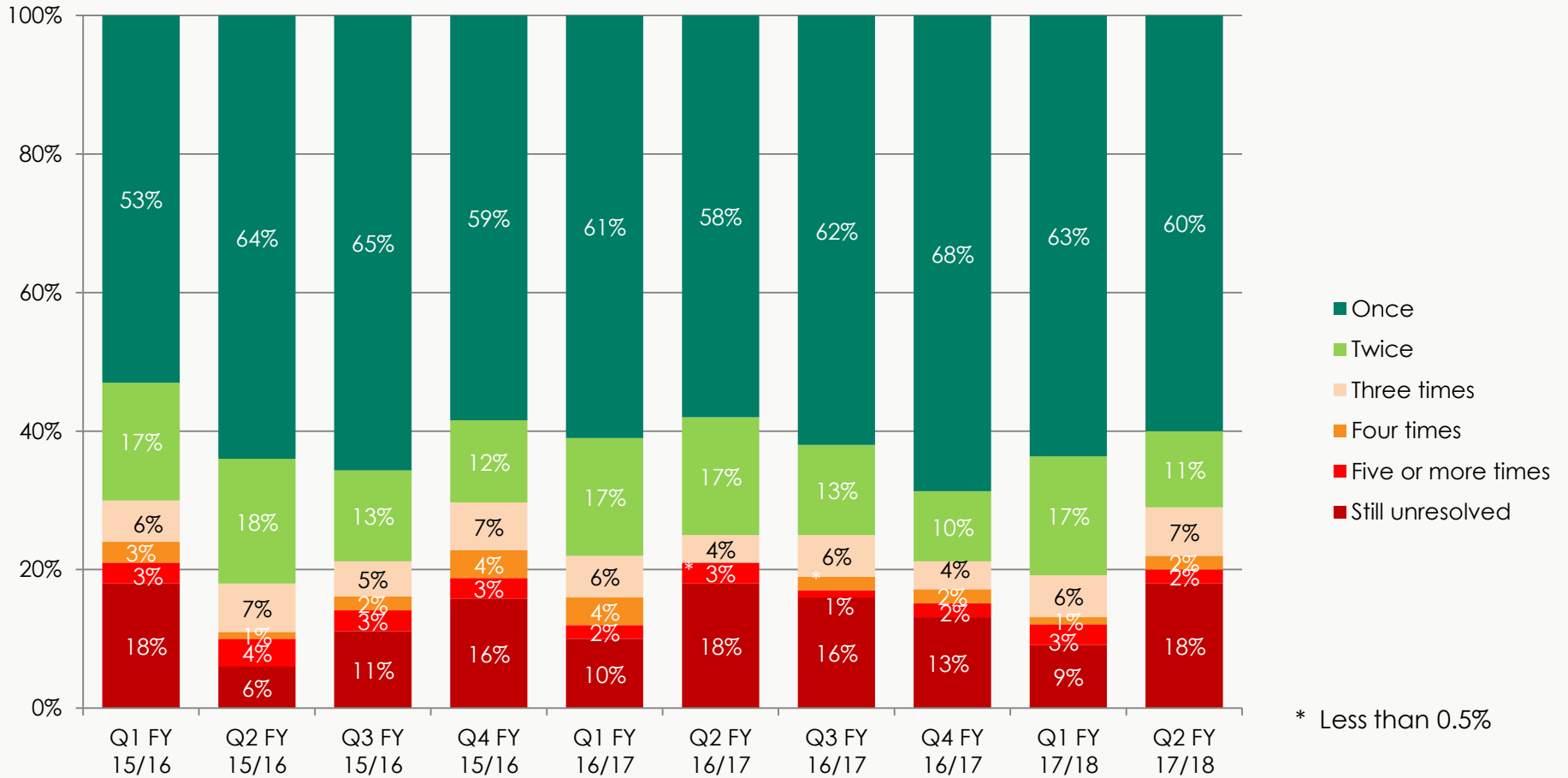


Being fair



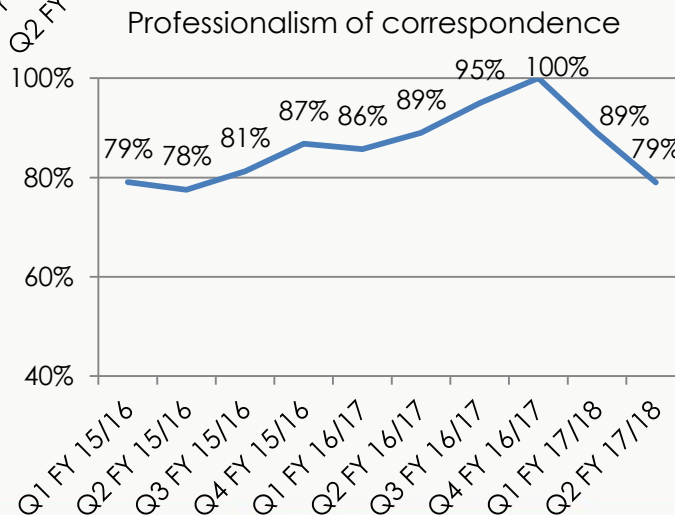
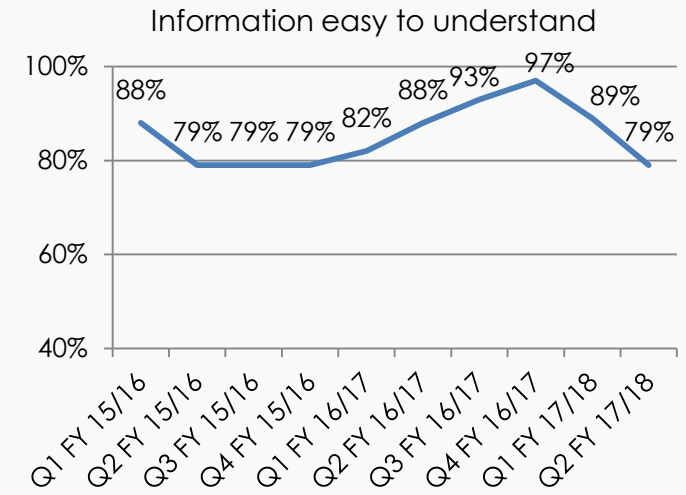
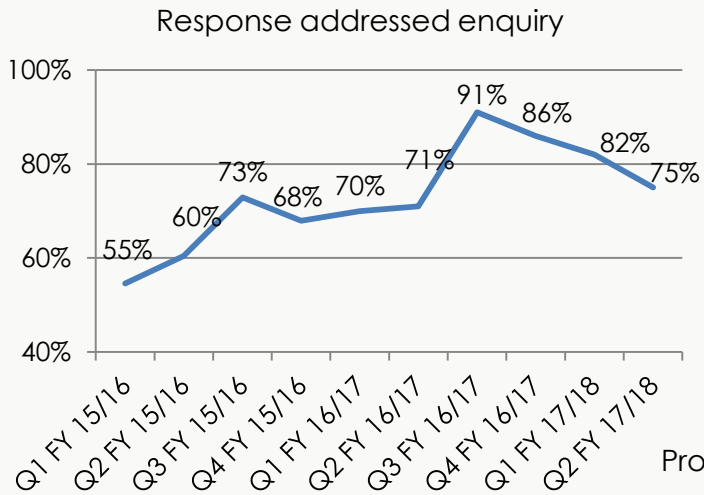
General and account enquiries

Times contacted to resolve issue



General and account enquiries

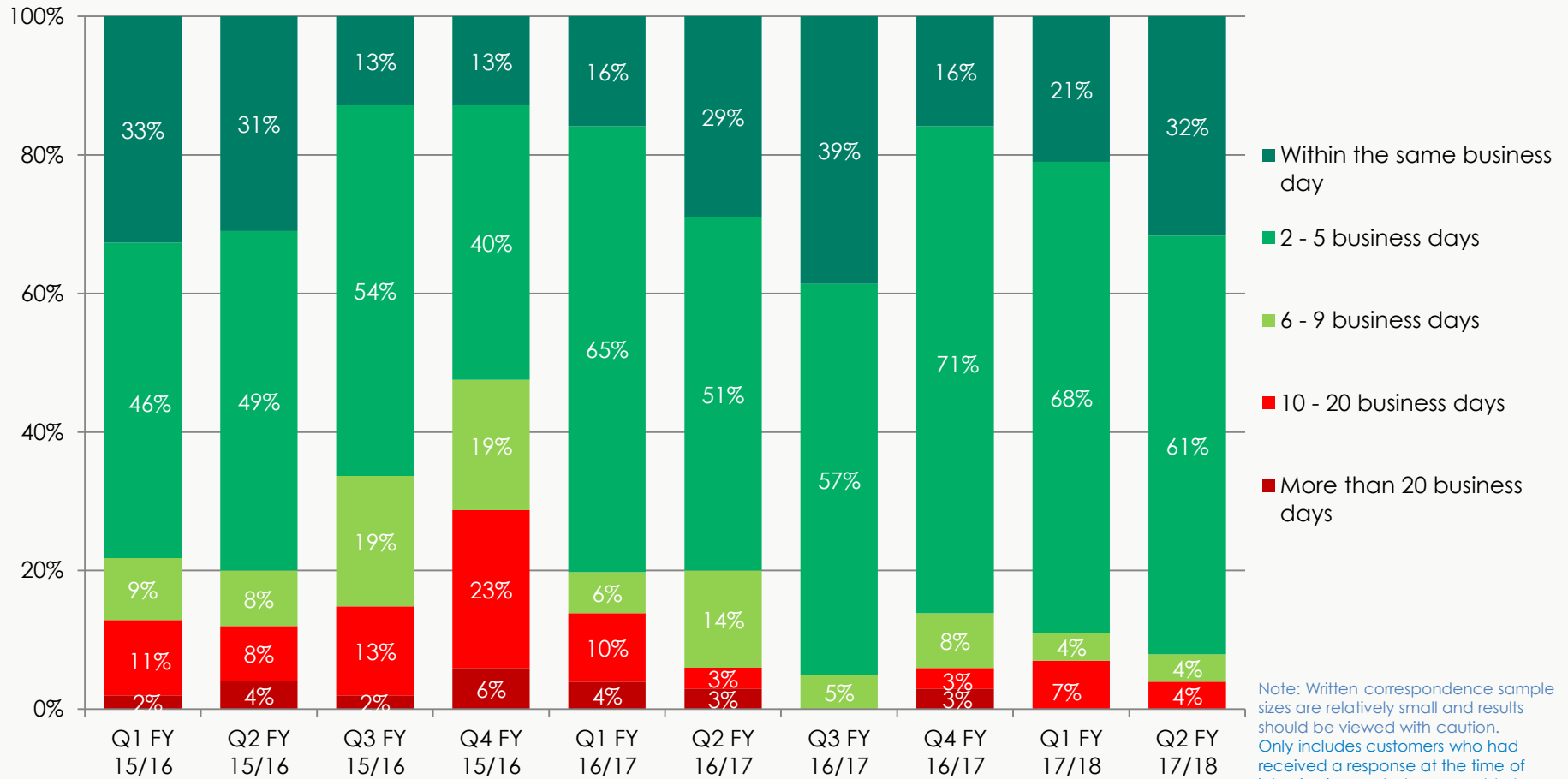
Written correspondence



Note: Written correspondence sample sizes are relatively small and results should be viewed with caution.

General and account enquiries

Written correspondence



Note: Written correspondence sample sizes are relatively small and results should be viewed with caution. Only includes customers who had received a response at the time of interviewing and who were able to comment on response time.

Front Counter



Our Front Counter is located in our head office on Victoria Square in Adelaide. Customer service staff is available to serve customers during business hours.



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Front Counter

The SA Water House Front Counter continues to be an area that achieves very high levels of satisfaction among customers and is greatly appreciated by those using the service.

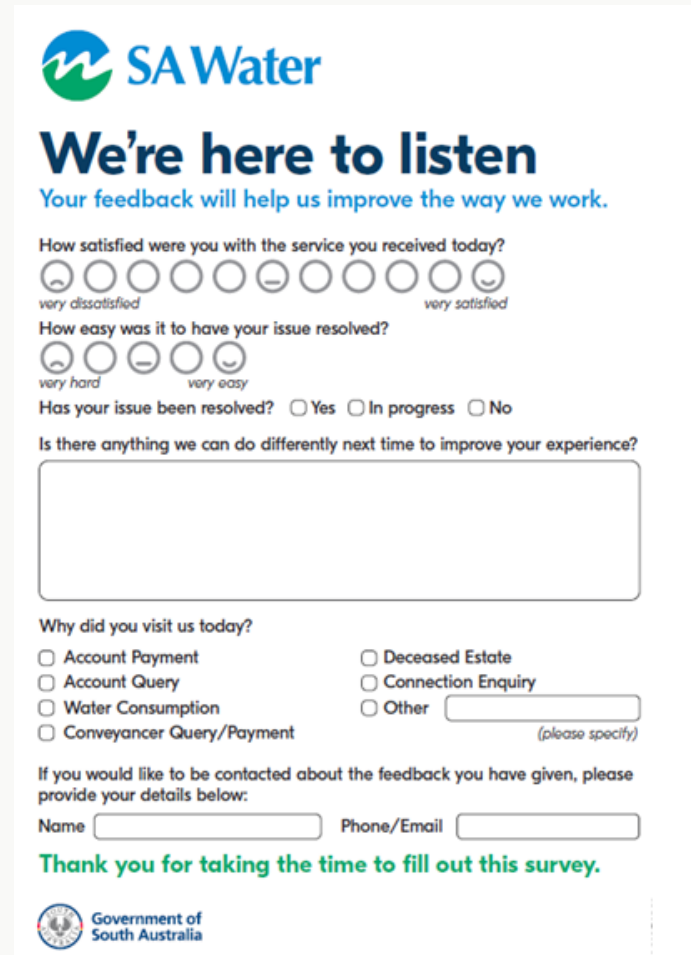
Overall satisfaction with the Front Counter decreased 2% from Q1 to 97% (target 83%) and ease of having their issue resolved decreased 4% to 94% (target 83%).

Most satisfied customers commented on staff being very fast and helpful and that the service is amazing and don't need to do anything to improve it.

The issues raised were mainly about reducing the price of water and that there is not enough staff at the counter.

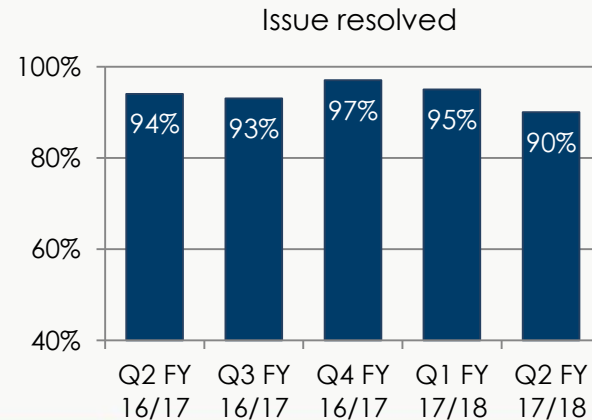
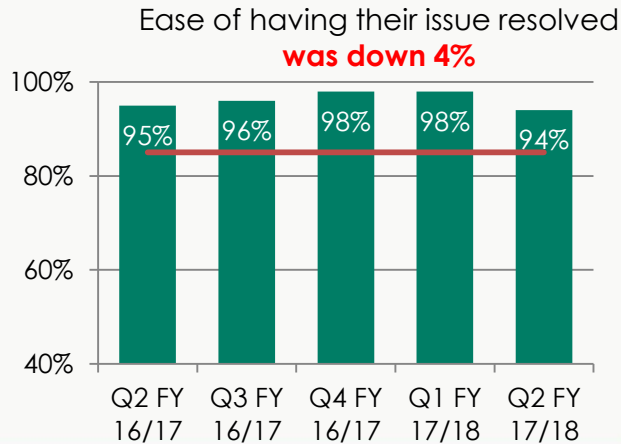
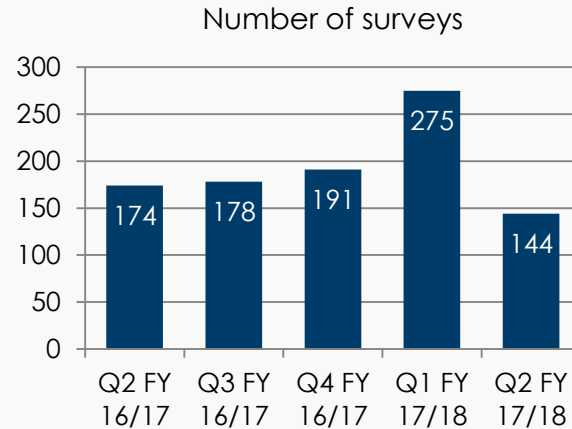
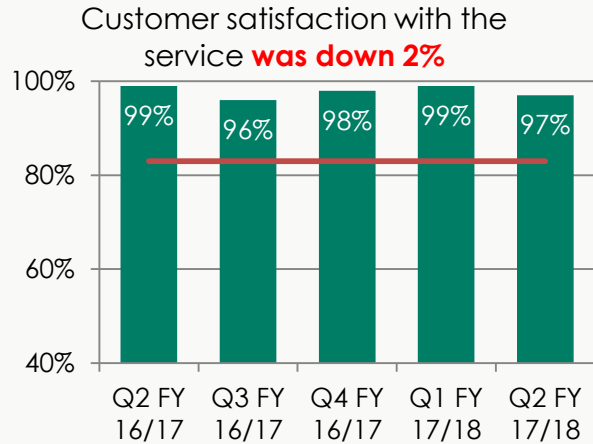
Customers who attend the front counter have the option to fill out a short questionnaire to provide feedback on their experience. 144 questionnaires were completed in Q2 (275 in Q1).

The questionnaire was updated with the new branding.



The image shows a feedback questionnaire from SA Water. At the top is the SA Water logo. Below it is the heading "We're here to listen" with the subtext "Your feedback will help us improve the way we work." The questionnaire contains several sections: 1. "How satisfied were you with the service you received today?" with a 7-point smiley face scale from "very dissatisfied" to "very satisfied". 2. "How easy was it to have your issue resolved?" with a 5-point smiley face scale from "very hard" to "very easy". 3. "Has your issue been resolved?" with radio button options for "Yes", "In progress", and "No". 4. "Is there anything we can do differently next time to improve your experience?" with a large text input box. 5. "Why did you visit us today?" with radio button options for "Account Payment", "Account Query", "Water Consumption", "Conveyancer Query/Payment", "Deceased Estate", "Connection Enquiry", and "Other" (with a text input field and "(please specify)" note). 6. "If you would like to be contacted about the feedback you have given, please provide your details below:" with input fields for "Name" and "Phone/Email". At the bottom, there is a green "Thank you for taking the time to fill out this survey." message, the Government of South Australia logo, and the SA Water logo.

Customer Experience Performance



Faults



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



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SA Water

Faults and service incidents

Satisfaction with overall experience and ease remains strong in the Faults and service incidents area, while keeping customers informed needs improvement.

Overall satisfaction with faults received an all time high of 88% this quarter, well above the 83% target. Despite being down 1% ease still remains high at 88%, while being kept informed remains below the 65% target it has increased 2% (60%) in Q2 17-18.

The CX NPS for faults and service incidents received +48, with 65% of customers surveyed classified as promoters, the highest of any other service area.

Explanation of next steps and helpfulness of office staff have both decreased slightly (2%) to 91% and 92% respectively.

Overall satisfaction with field maintenance crew increased marginally from 93% in Q1 to 95% in the current quarter, largely due the improvement in satisfaction within regional areas (increase from 89% in Q1 to 97% in this quarter). These results can be attributed to changes made in the previous quarter including:

- an increase in the amount of fieldwork staff by Allwater
- Allwater introduced an afternoon shift, rather than relying on the use of overtime of subcontractors

These amendments have led to a reduction in fatigue amongst staff, decreased costs and delays due to arranging emergency staff.

Satisfaction with time taken has decreased by 2% to 79%, namely due to metropolitan satisfaction.

Within CX Principles, keeping customers informed continues to be the area in which we are under performing (gets very few naturally derived mentions). A key driver of overall satisfaction is being kept informed or communicated with, therefore it is extremely important to improve this area.

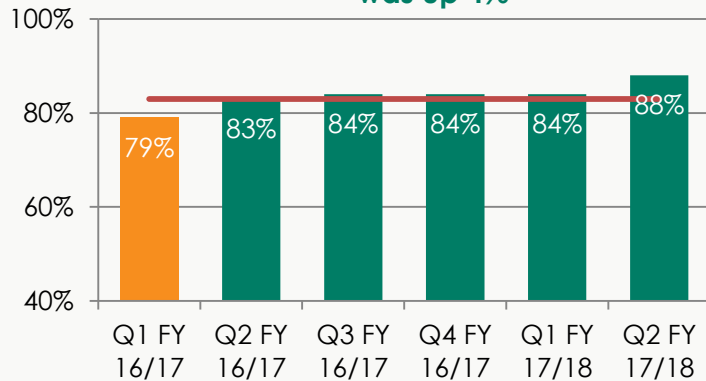
Our verbatim shows the top ways to increase satisfaction include;

- Ensure customer agrees that issue has been resolved
- Provide progress updates or resolution confirmation

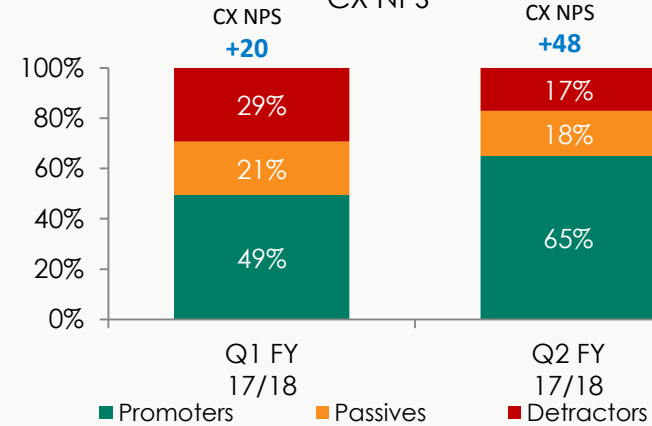
Customer experience performance

Customer satisfaction with experience

was up 4%



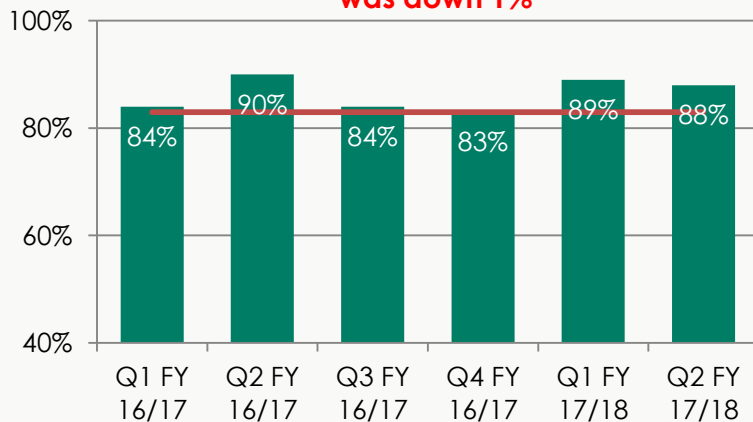
CX NPS



Please note: CX NPS is not directly comparable with standard NPS

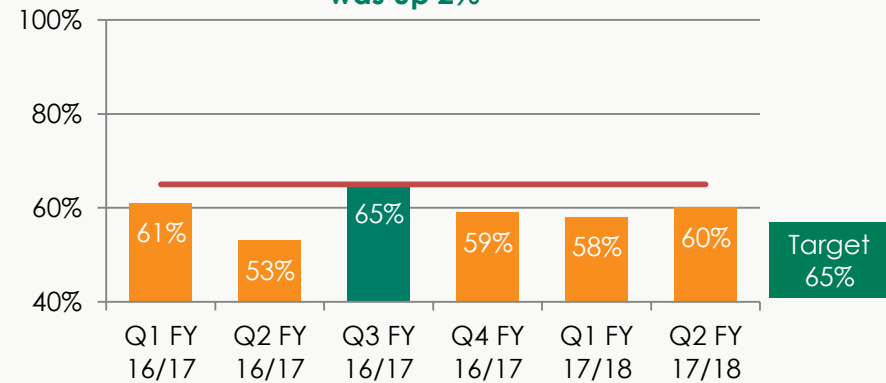
Ease

was down 1%



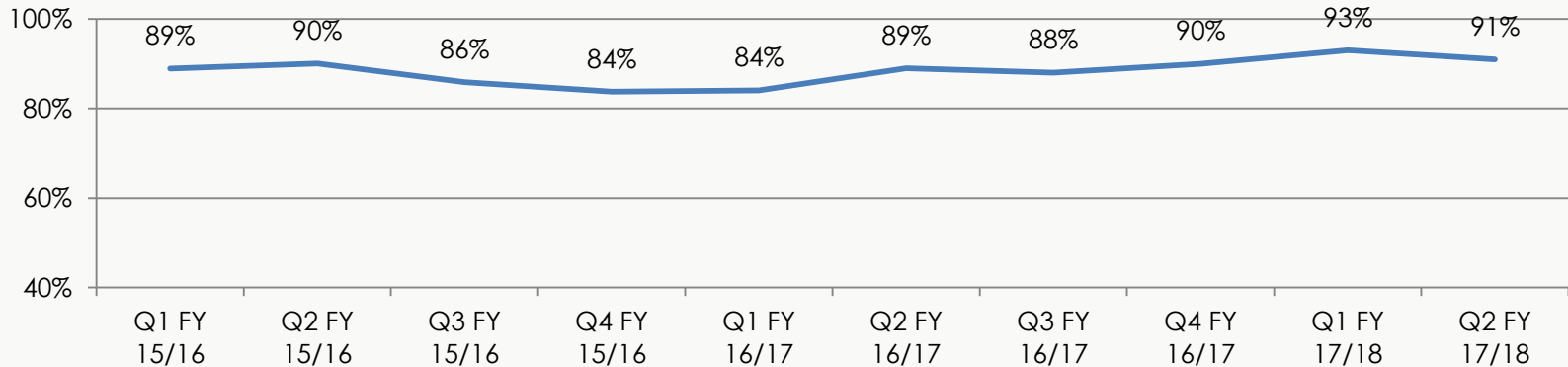
Being kept informed

was up 2%

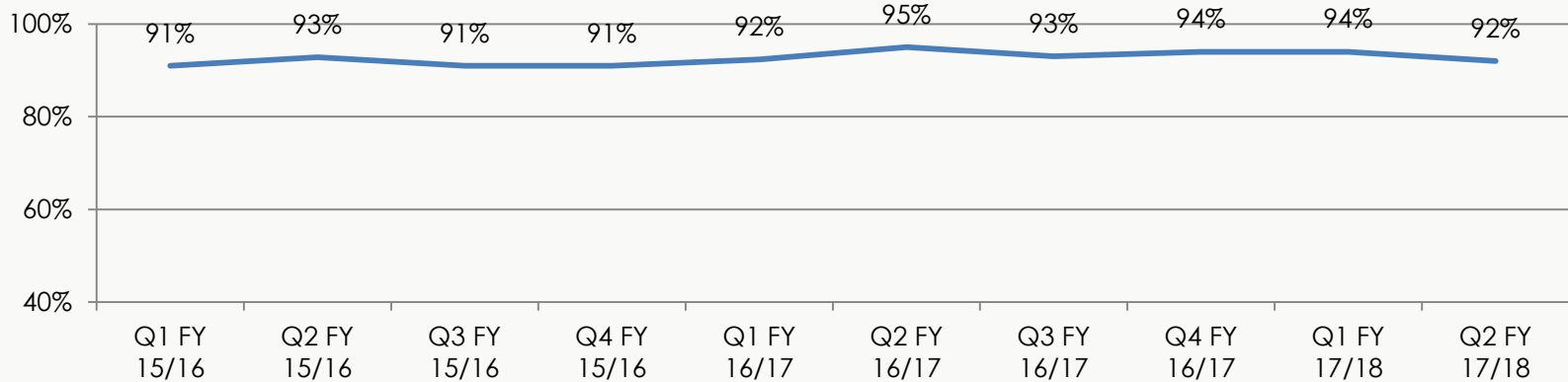


CCC performance by service element

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 helps us understand how we can improve customer satisfaction.

Why customers were satisfied with their experience

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

Compared to Q1 FY 17/18

Customers in Q2 17-18 were significantly less likely to comment on the friendliness and helpfulness of our staff, and slightly more likely to mention they didn't receive any communication or confirmation of resolution provided.

How to improve satisfaction

- Provide progress updates or resolution confirmation



(Very) satisfied
 (score 7-10)
88%

- Provide progress updates or resolution confirmation
- Ensure customer agrees that issue has been resolved
- Work on meeting customers' expectation of resolution time
- Manage customers' expectation in relation to the services we provide
- Work on first contact resolution



Neutral
 (score 4-6)
8%

- Ensure customer agrees that issue has been resolved
- Provide progress updates or resolution confirmation
- Work on first contact resolution
- Manage customers' expectation in relation to the services we provide
- Work on meeting customers' expectation of resolution time



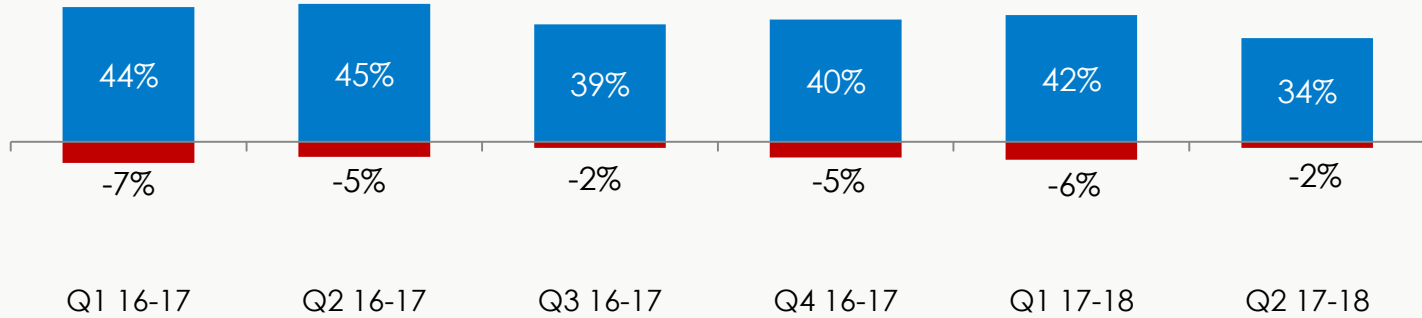
(Very) dissatisfied
 (score 0-3)
4%

CX Principles – Faults & service incidents

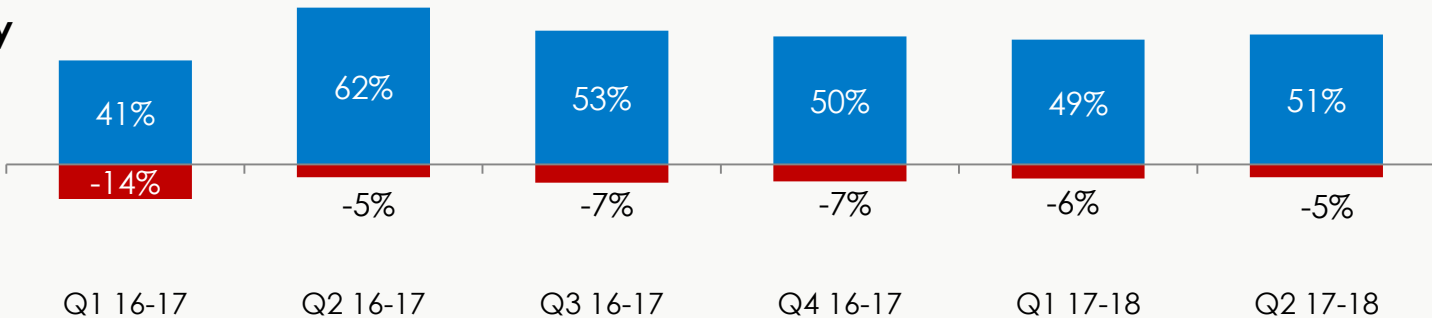
Listening



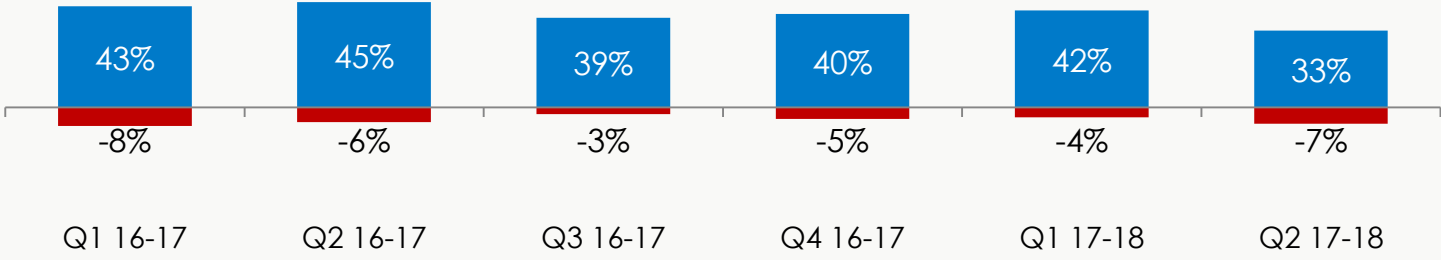
■ CX Principle observed ■ Absence of CX principle



Making things easy

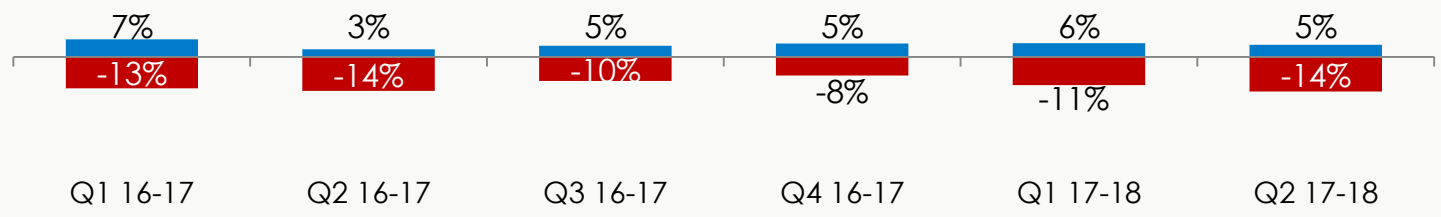


Doing what we say we'll do

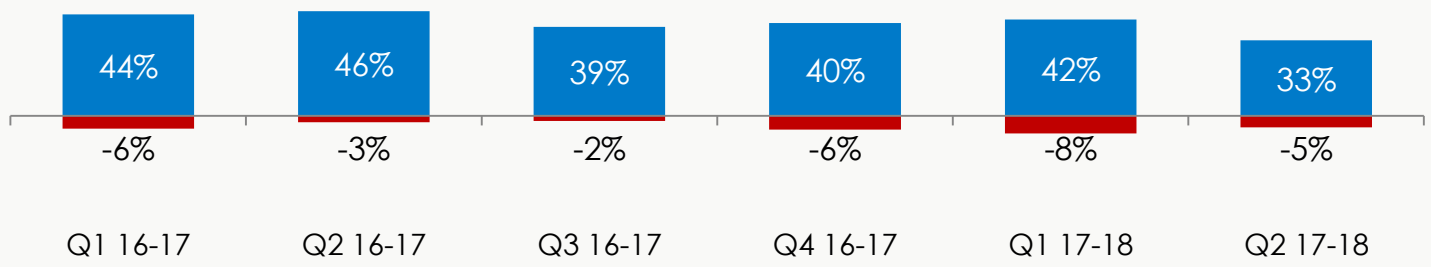
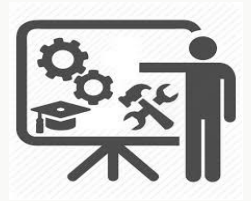


CX Principles - Faults & service incidents

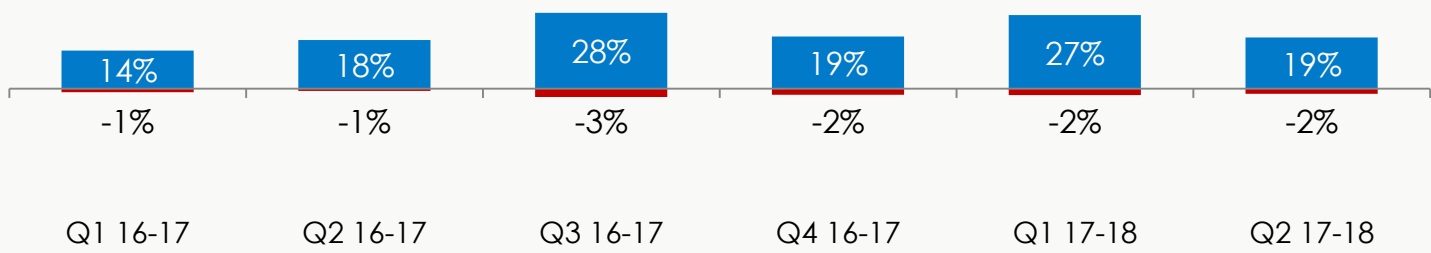
Keeping customers informed



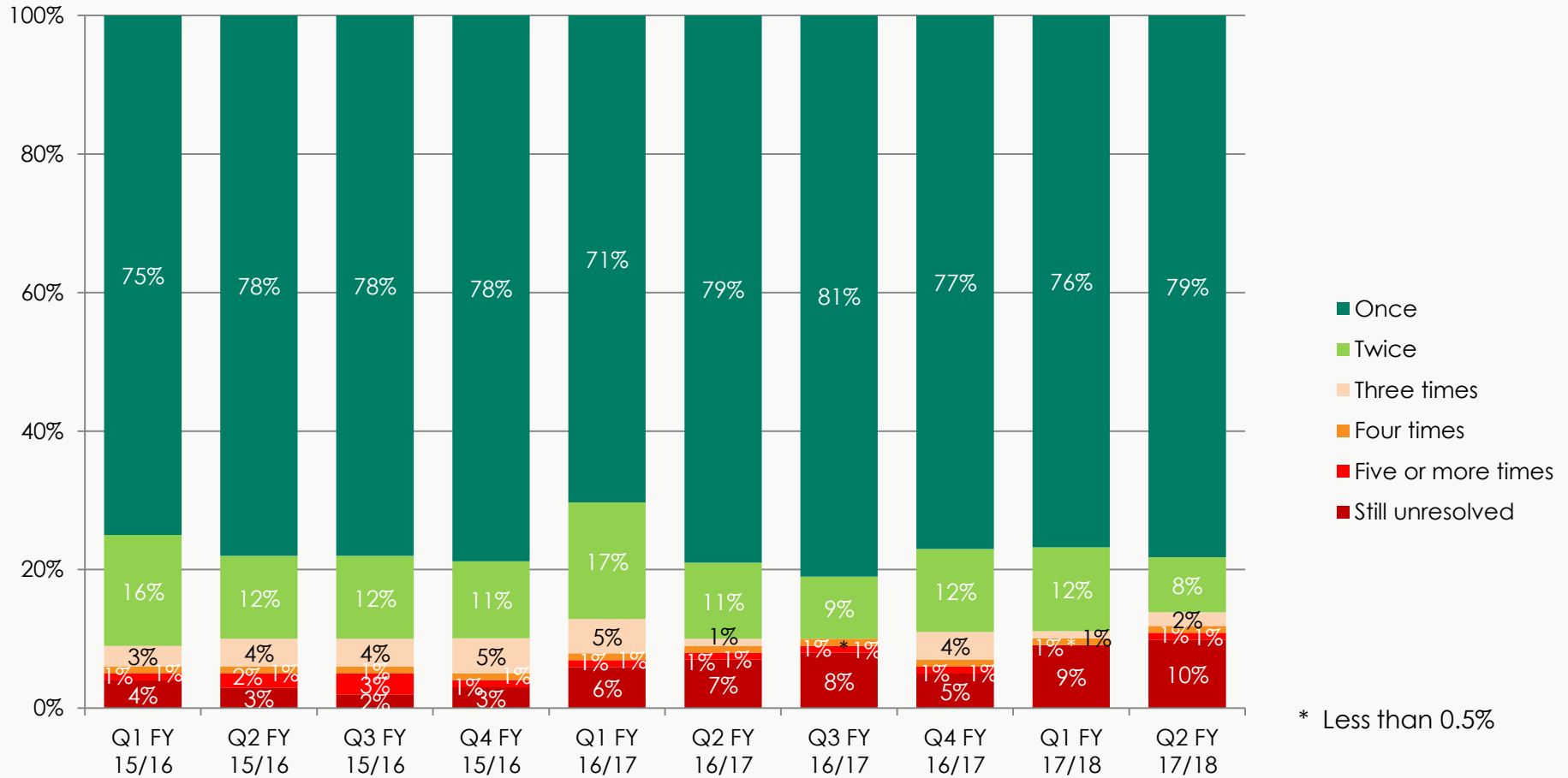
Being skilled



Being fair

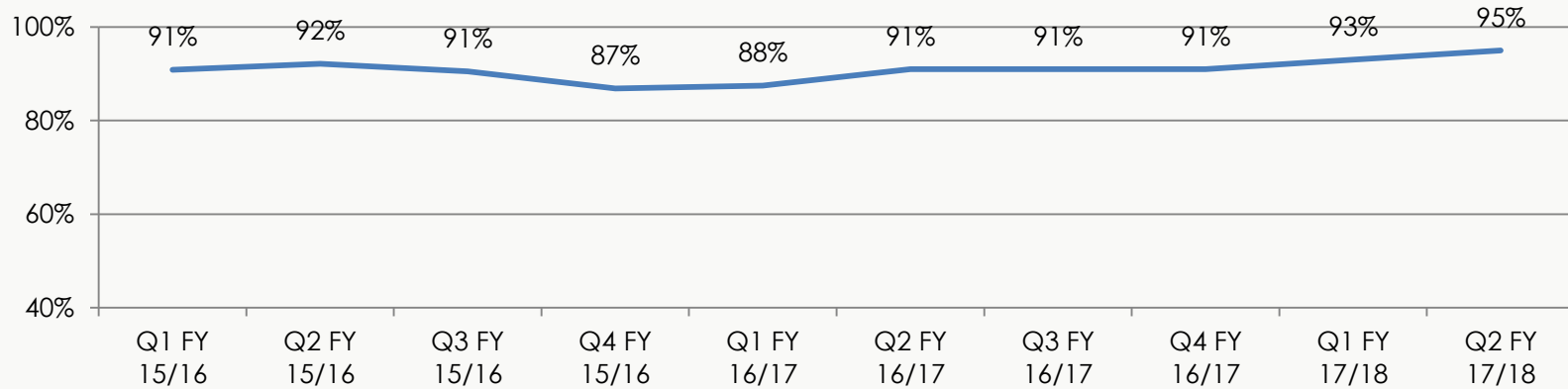


Times contacted to resolve issue

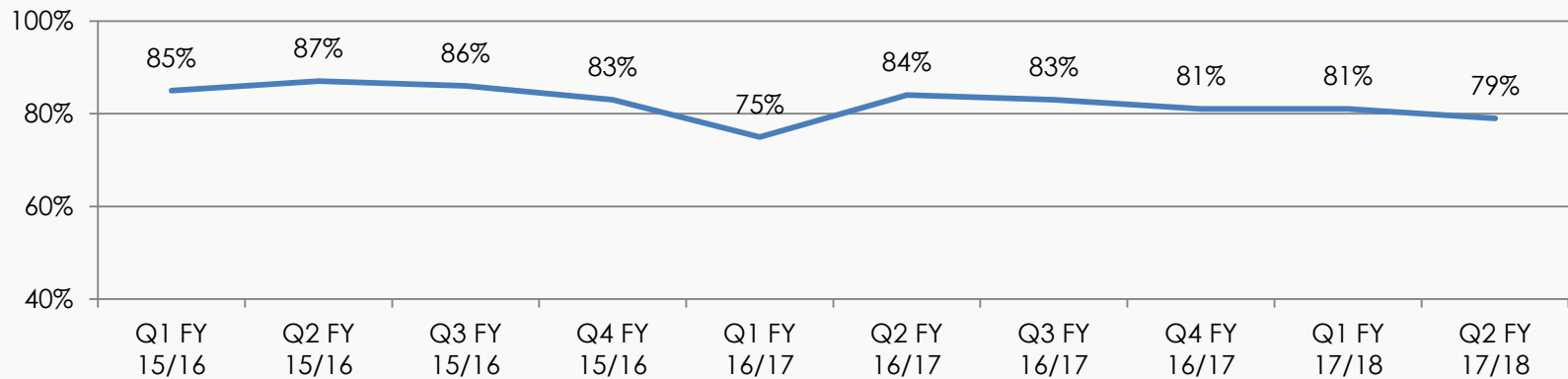


Field crews

Overall satisfaction with field maintenance crew

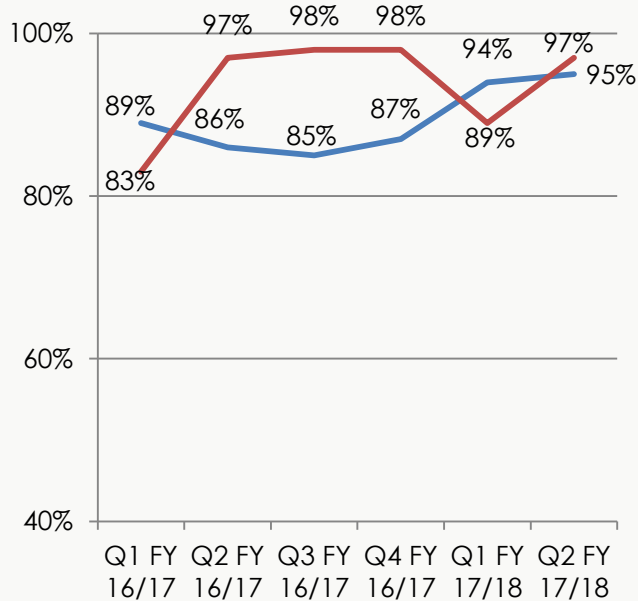


Time taken to complete works

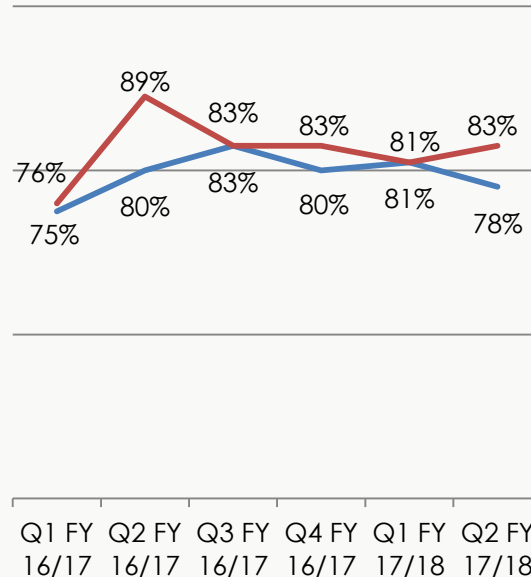


Field crews – metro versus regional areas

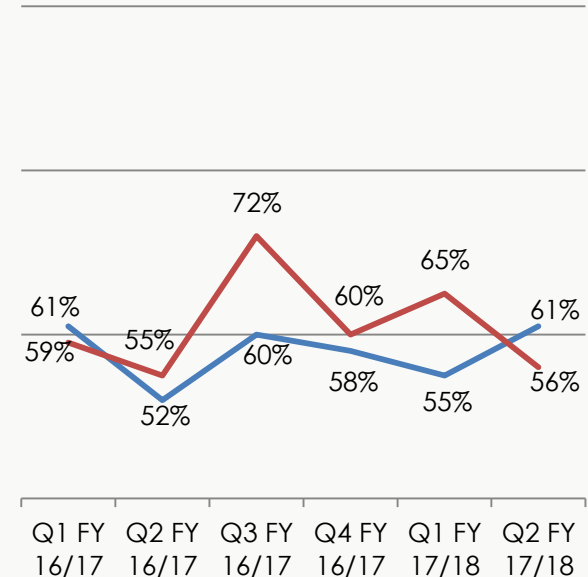
Overall satisfaction with field maintenance crew



Time taken to complete works



Keeping customers informed



— Metropolitan areas
 — Regional areas

Connections & minor land development



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



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Overall satisfaction and ease remain below target this quarter, while being kept informed continues to track quite well.

Overall satisfaction among Connections and Minor Land Development interactions has decreased slightly from 81% to 79% in the latest quarter, while ease has decreased (72%), showing a declining trend since Q4 16-17. Being kept informed has remained above target at 66%.

The Connections and Minor Land Development team are implementing steps to enhance communication with their customers and to increase the amount of updates via the phone as well as replacing some e-mail updates to phone call updates. There is hope this initiative will lead to improvement in being kept informed and satisfaction with the area overall in Q3.

Helpfulness of staff has increased to 90%, comparable with results seen a year earlier in Q2 16-17. Staff knowledge and explanation of next steps have both decreased slightly, although not significantly.

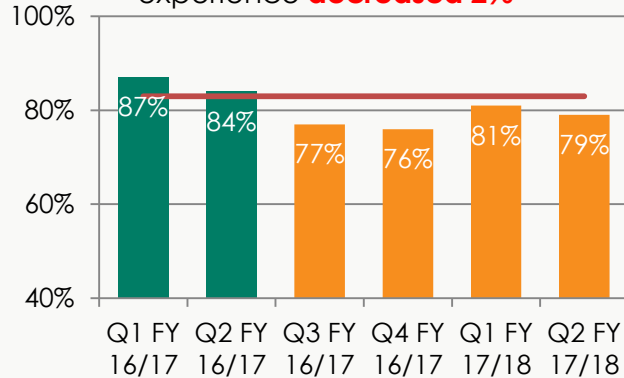
Over time, overall satisfaction for field maintenance crew for connections and minor land developments has been quite variable. In Q2 17-18 satisfaction has decreased to 81% (from 84% in the previous quarter) and time taken to complete the works has dropped from 73% in Q1 to 68% in Q2 17-18.

Verbatim comments showed that customers were most satisfied when we fixed customers' issues or answered their question or we responded quickly or in the timeframe.

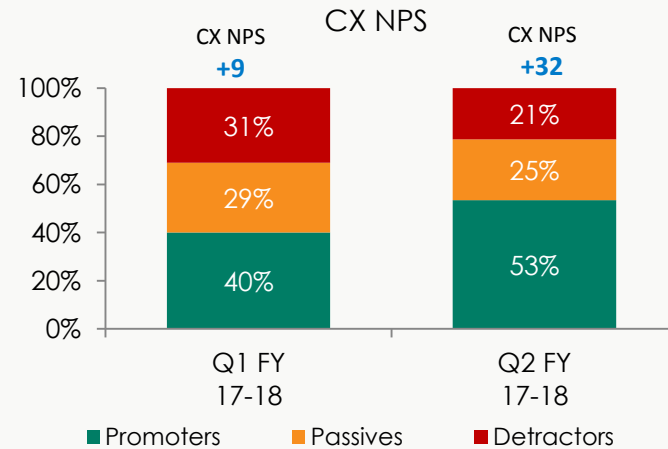
Opportunities to improve satisfaction were provide progress updates or resolution confirmation and Improve our resolution time.

Customer experience performance

Customer satisfaction with experience **decreased 2%**

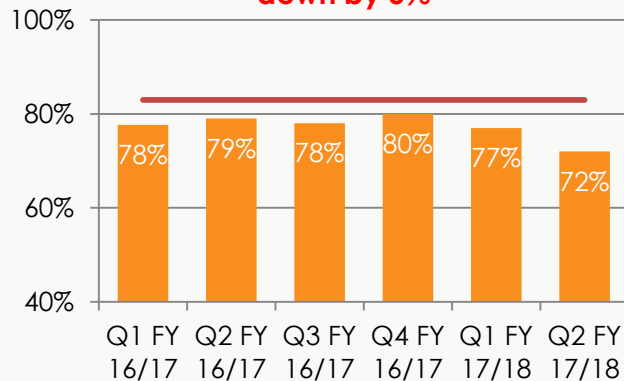


Target 83%



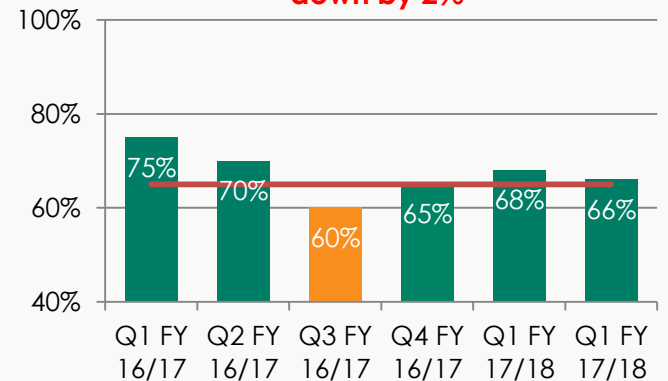
Please note: CX NPS is not directly comparable with standard NPS

Ease **down by 5%**



Target 83%

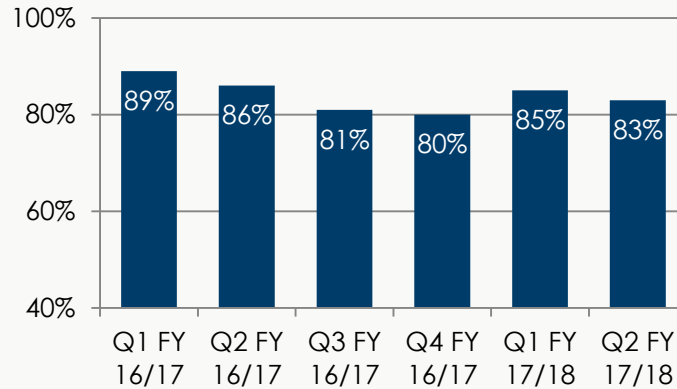
Being kept informed **down by 2%**



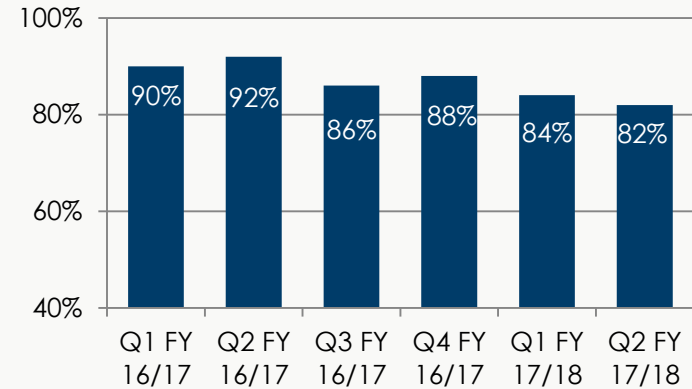
Target 65%

Performance by service element

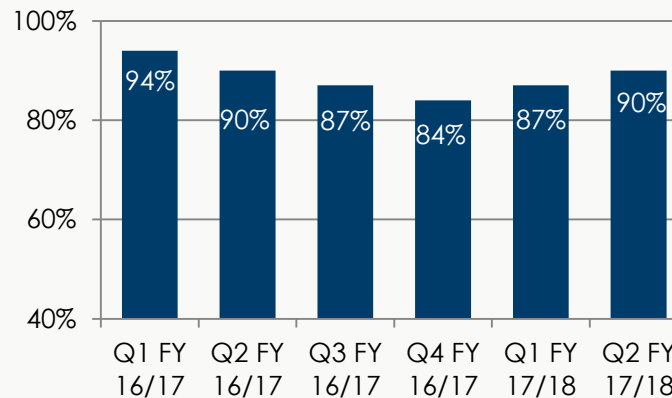
Explanation of situation and next steps



Staff knowledge



Helpfulness of staff



Improving satisfaction with customers' experience

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

Why customers were satisfied

- We fixed customers' issues or answered their question
- We responded quickly or in the timeframe we said we would
- Easy to contact / to get issue resolved

Compared to Q2 FY 17/18

Mentions relating to short response time and ease to get issue resolved both decreased this quarter, while concerns regarding adequate communication and confirmation of resolution increased.

How to improve satisfaction

- Provide progress updates or resolution confirmation
- Improve our resolution time



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

Please note only 16 customers provided feedback with a neutral or (very) dissatisfied score. The following results are indicative only.

- Provide progress updates or resolution confirmation
- Improve our resolution time



Neutral
(score 4-6)
12%

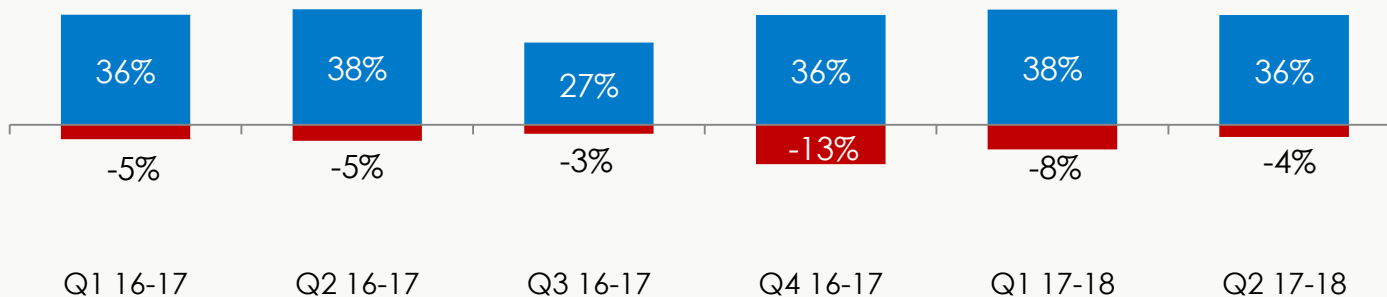


(Very) dissatisfied
(score 0-3)
9%

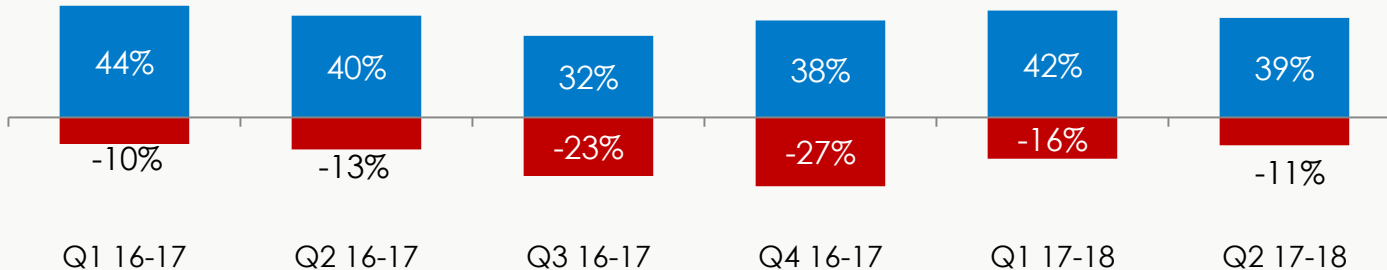
CX Principles – Connections & minor land development

■ CX Principle observed ■ Absence of CX principle

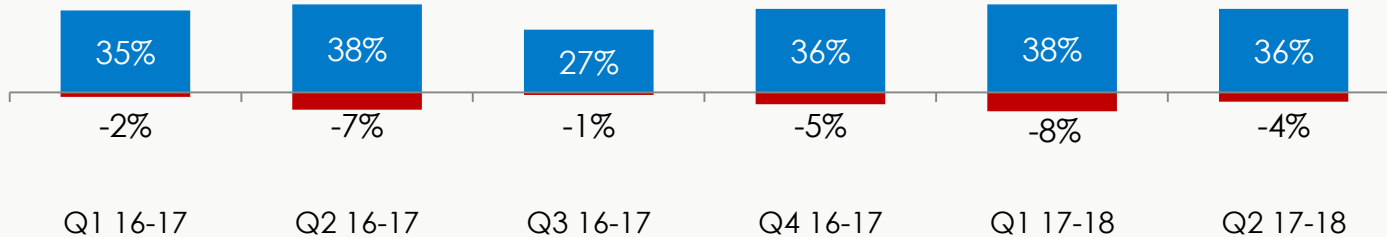
Listening



Making things easy

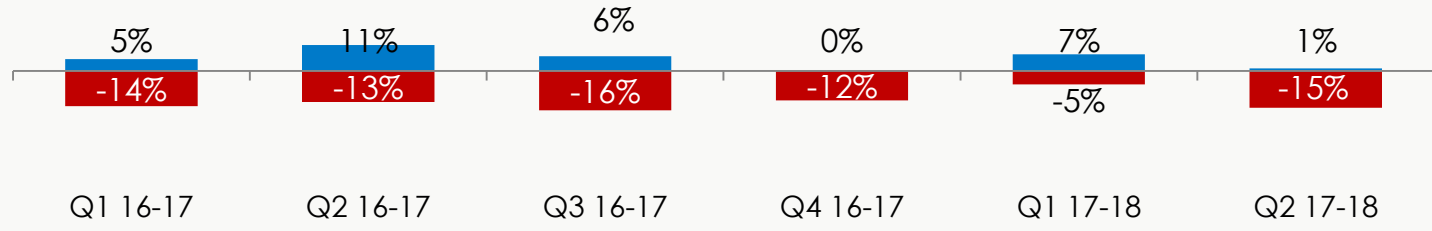


Doing what we say we'll do

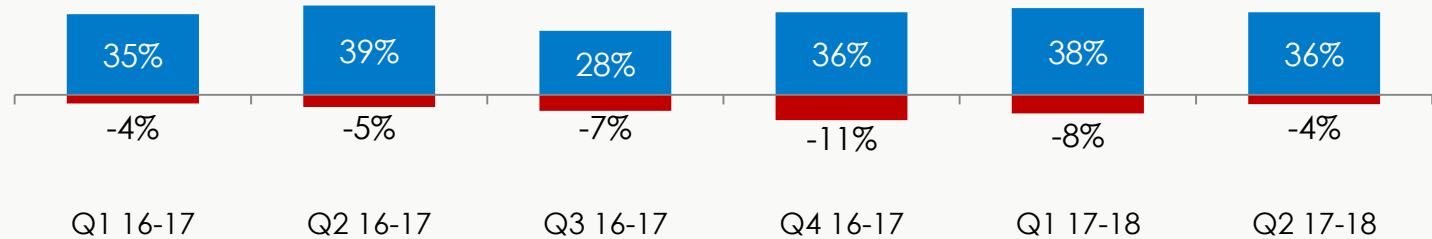


CX Principles – Connections & minor land development

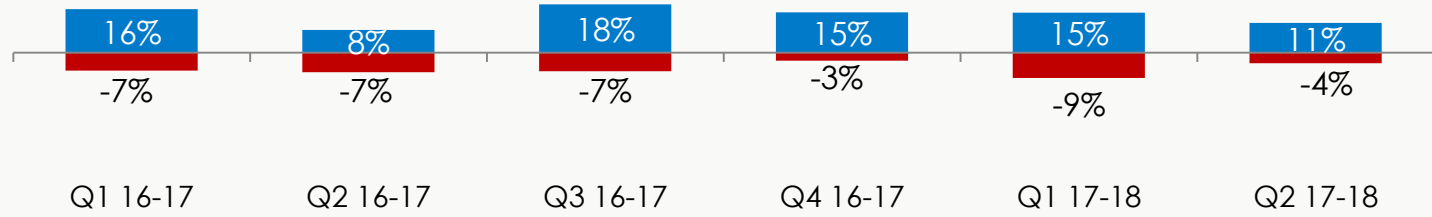
Keeping customers informed



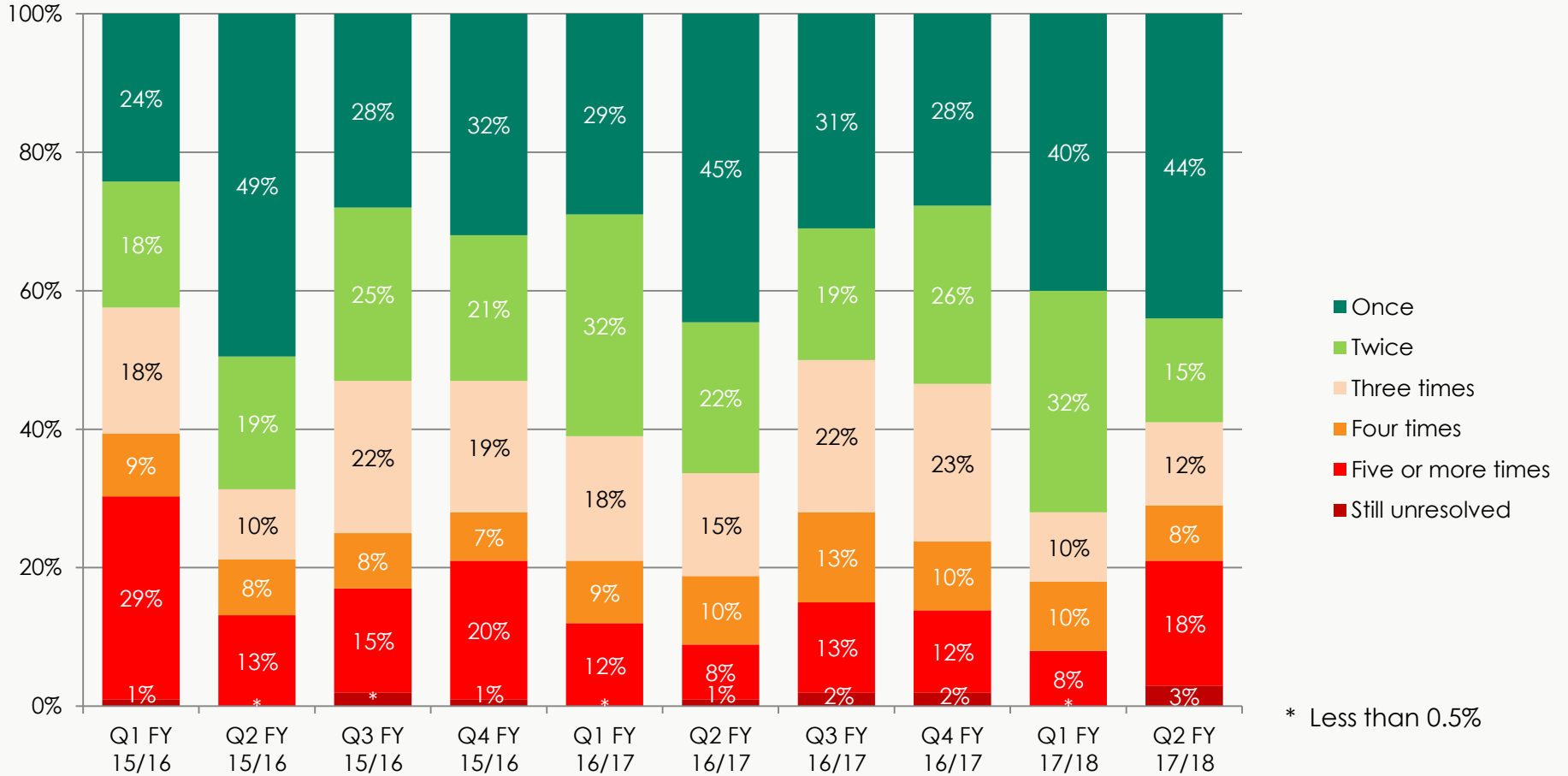
Being skilled



Being fair

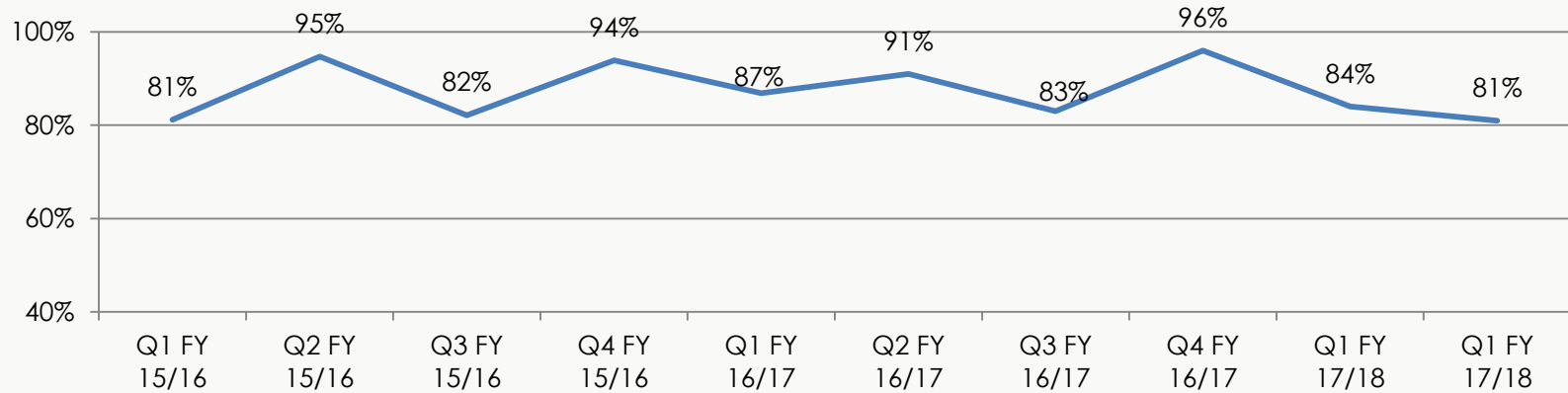


Times contacted to resolve issue

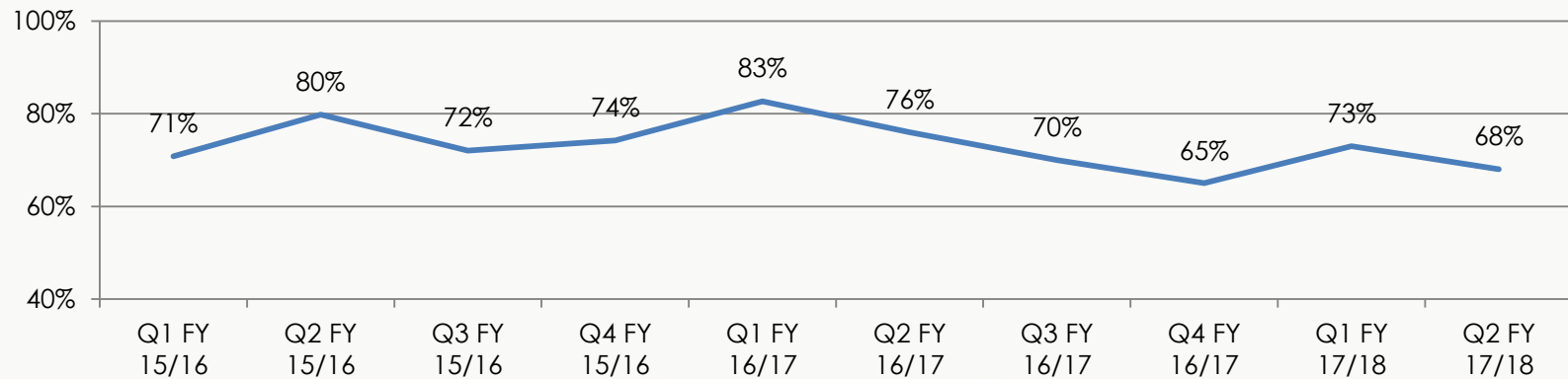


Field crews

Overall satisfaction with field maintenance crew



Time taken to complete works



Questionnaire



This section of the report provides the questionnaire used for our customer experience survey.



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SA Water

Questionnaire

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*

CX NPS

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

CX NPS = proportion of customers that answered 9-10 (very likely) – proportion of customers that answered (0-6) very unlikely

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*

Questionnaire (continued)

Overall satisfaction with field maintenance crew

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

Time taken to complete the works - faults or service problems

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

Time taken to complete the works - connections or extensions

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

Customer comments (raves and rants)

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

Times contacted to resolve issue

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

Written correspondence - response addressed enquiry

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

Written correspondence - information easy to understand

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

Questionnaire (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?