



Government
of South Australia

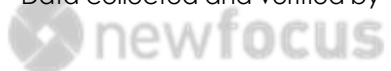


SA Water Customer Experience Survey

Quarter 4 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

Q4 17-18



Executive Summary

Overall satisfaction with experience, ease of experience and being kept informed have all increased this quarter and hitting targets in all three measures. These increases can be mainly attributed to improvements in the Connections and Faults service areas. Our main opportunity to improve customer service experience continues to be keeping customers informed across all service areas.

Overall satisfaction with experience has increased by 5% this quarter to 85%, above our 83% target. In Q4 17-18 ease has increased slightly to 83%, hitting target, while being kept informed has increased 7% to 66% (1% above our 65% target).

Being kept informed has increased across every service area this quarter, in line with increases in satisfaction with experience, indicating a close relationship between the two.

Looking at results by service area, satisfaction with General and Account enquiries has increased this quarter from 78% in Q3 17-18 to 82% in the current quarter, just below the 83% target. Ease has remained consistent at 78% while being kept informed has bucked the downward trend shown in the previous three quarters, and returned to levels seen at the same time last financial year (63% Q4 17-18).

Among customers who reported a fault or service incident overall satisfaction with experience increased to 86%, above our 83% target. In Q4 17-18 Ease increased by 4% and has continued to remain above target for the past 2 financial years. Being kept informed has increased by 5% this quarter to 64% (just below the target of 65%), the highest it's been this financial year.

Within the Connections and Minor Land Development service area customer satisfaction with experience has increased significantly, increasing to just under nine in ten respondents being satisfied, well above the 83% target. Ease continues to be the measure which remains below target but is relatively stable at 79%. Being kept informed increased again this quarter and currently sits at 78%, well beyond the 65% 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 new**focus** 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 new**focus**. 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 4 FY 17/18:

Service area	Interviews conducted
Account / general enquiries	187
Faults	292
Connections and minor land development	75
Total	554

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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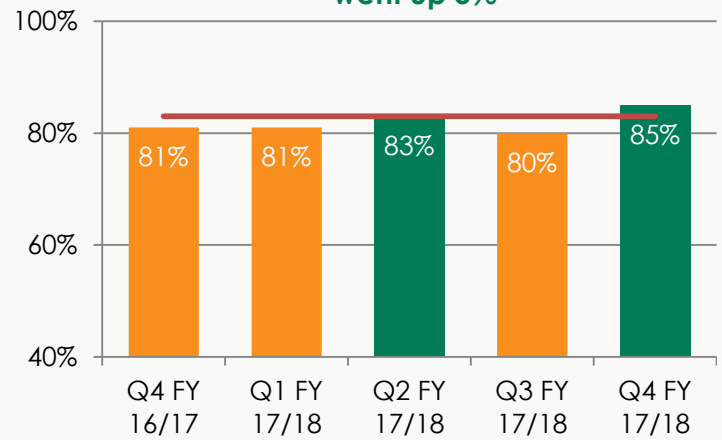


SA Water

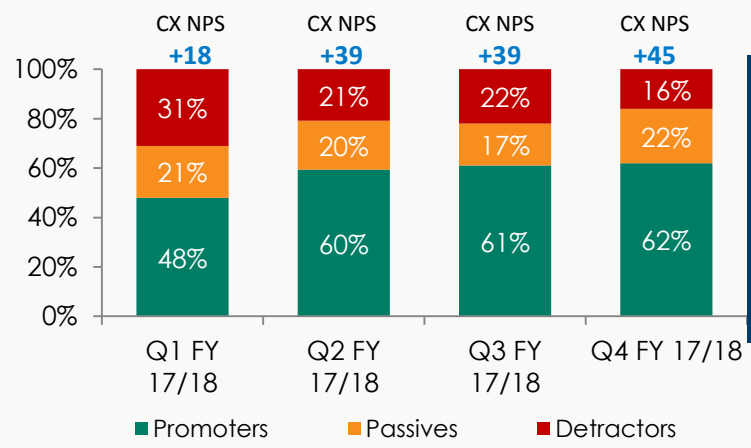
Customer experience performance over time

Customer satisfaction with experience
went up 5%

Target 83%



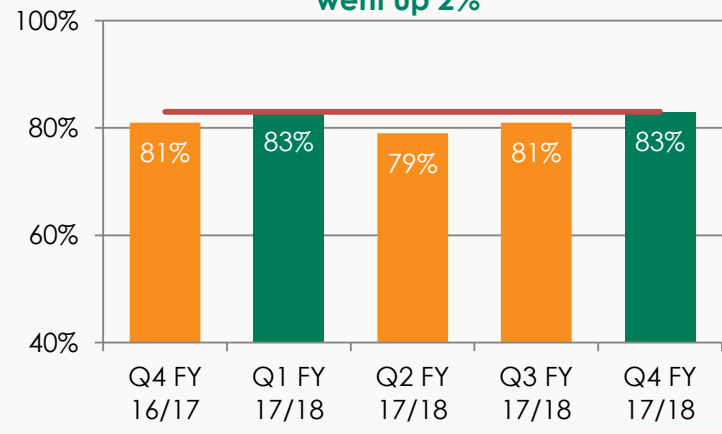
CX NPS



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

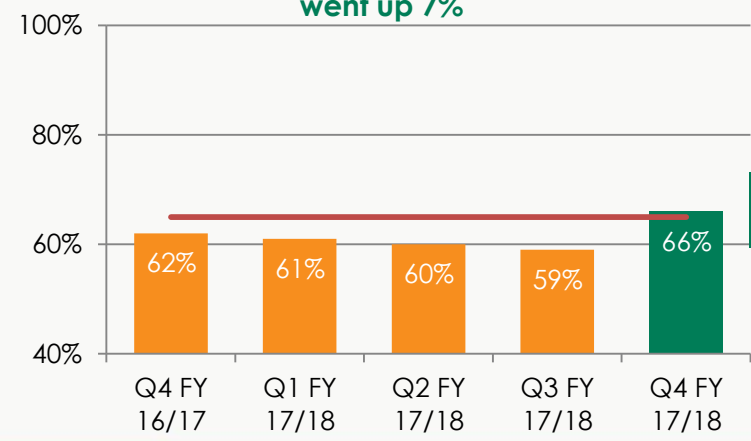
Ease
went up 2%

Target 83%



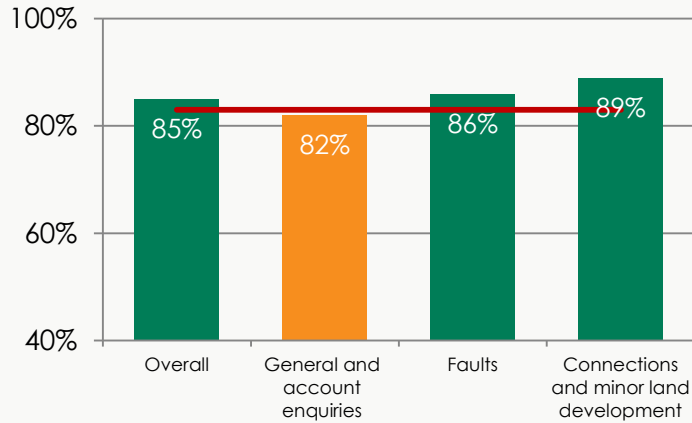
Being kept informed
went up 7%

Target 65%



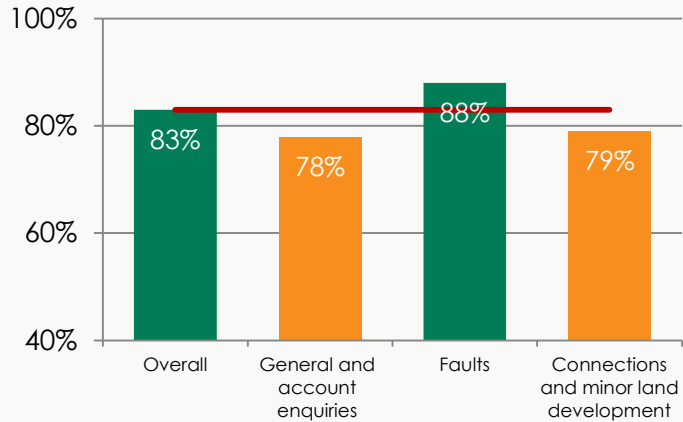
Customer experience performance by service area

Customer satisfaction with experience



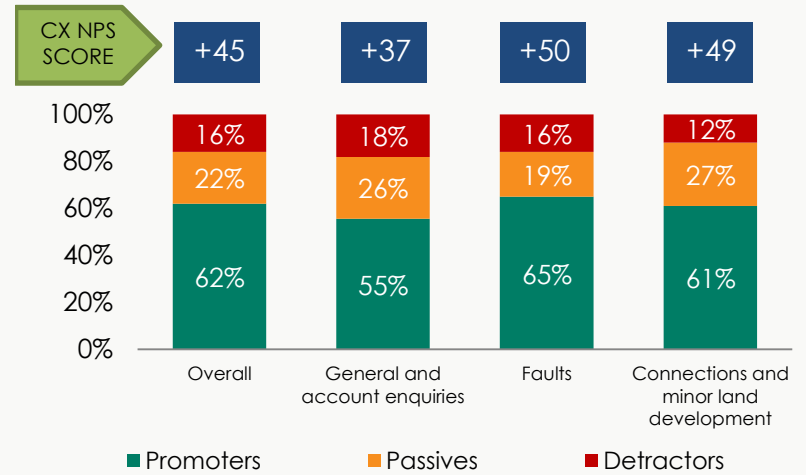
Target 83%

Ease

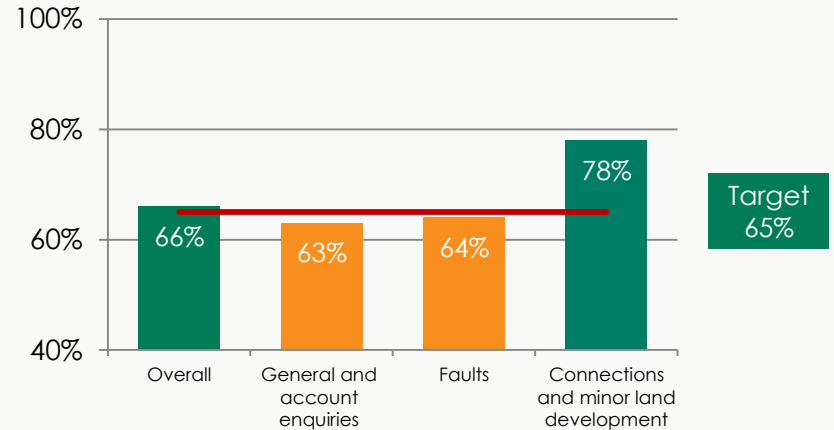


Target 83%

CX NPS



Being kept informed

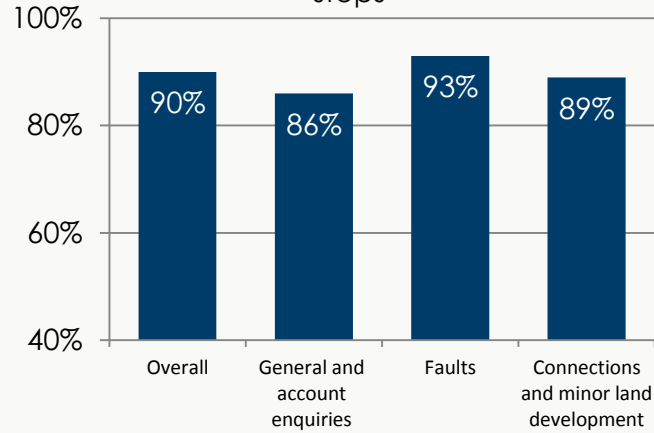


Target 65%



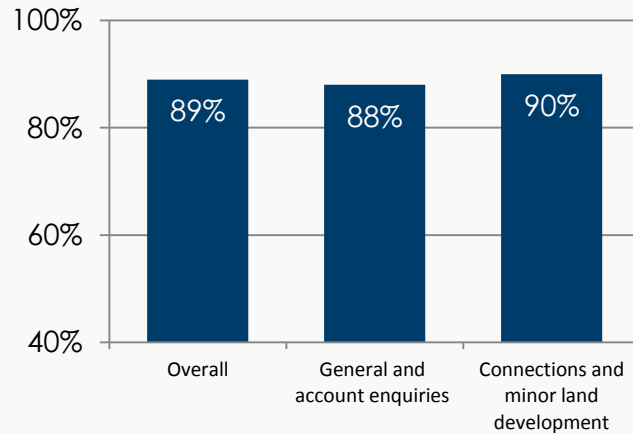
Overall performance – Customer Contact team

Explanation of situation and next steps

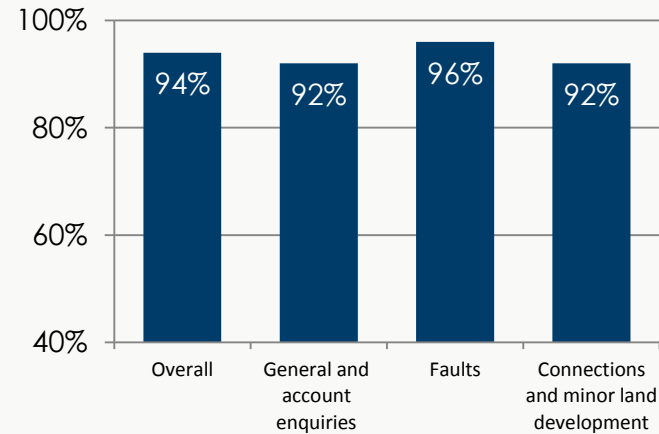


Note: Customer Contact teams include teams from the Customer Contact Centre as well as Connections and Minor land development

Staff knowledge



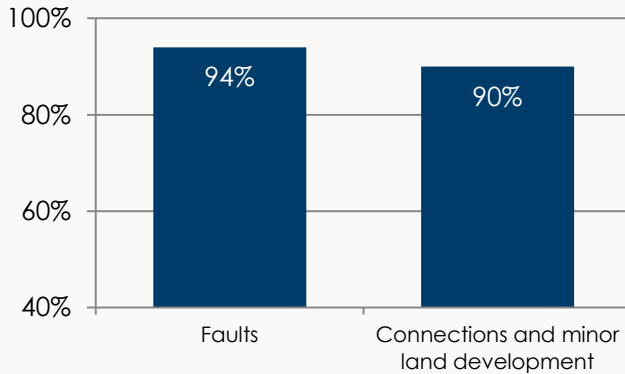
Helpfulness of staff



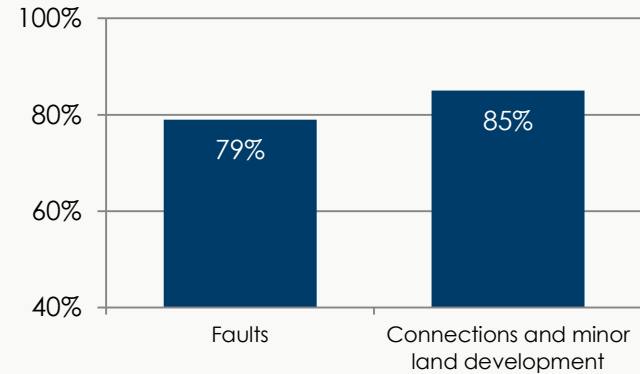
Note: Staff knowledge is only asked for areas where staff knowledge is relevant to the customer experience

Overall performance – Field Maintenance Crew

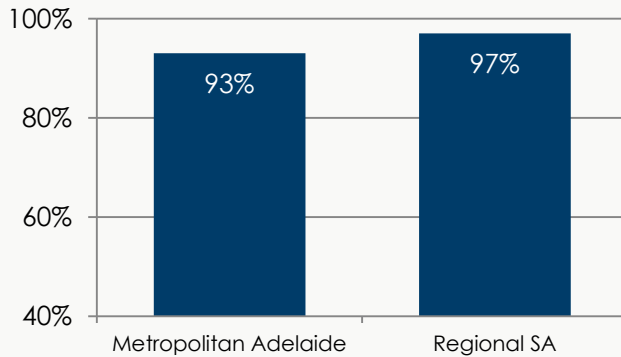
Overall satisfaction with field maintenance crew



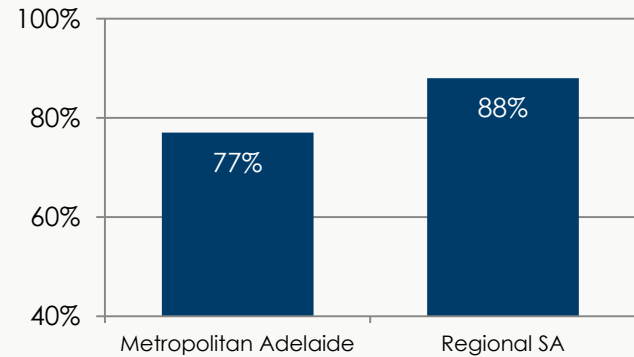
Time taken to complete the works



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
- Our staff was friendly and helpful
- We fixed our customers' problem or answered their question

Compared to Q3 FY 17/18
 In Q4 17-18 short or good response time decrease by 8%, while problem was fixed or question was answered and friendly and helpful staff remained relatively consistent.

How to improve satisfaction

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



(Very) satisfied
 (score 7-10)
85%

- Provide progress updates or resolution confirmation
- Ensure that customer agrees that issue has been resolved
- Take less time to resolve issues
- Work on first contact resolution
- Improve staff communication skills



Neutral
 (score 4-6)
9%

- Provide progress updates or resolution confirmation
- Work on first contact resolution
- Take less time to resolve issues
- Ensure that customer agrees that issue has been resolved
- Improve staff communication skills



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

CX Principles



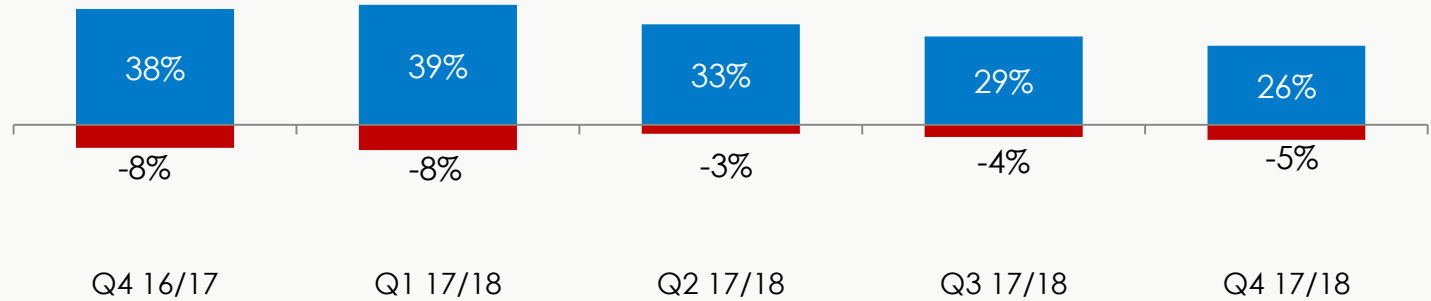
Through our CX survey we measure how well we meet our CX principles. Customers are asked to explain why they were satisfied or dissatisfied with their experience. Their comments are aligned with the CX principles. After aligning them they are categorised as either “Observed” when the feedback shows we 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.



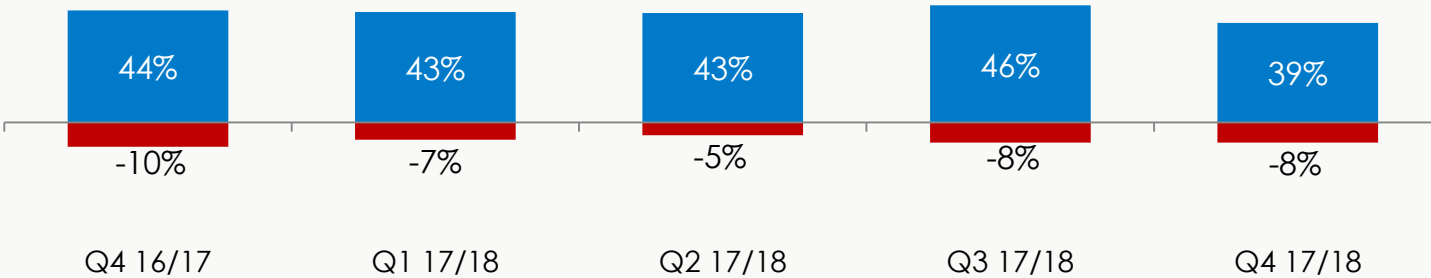
CX Principles - Overall

■ CX Principle observed ■ Absence of CX principle

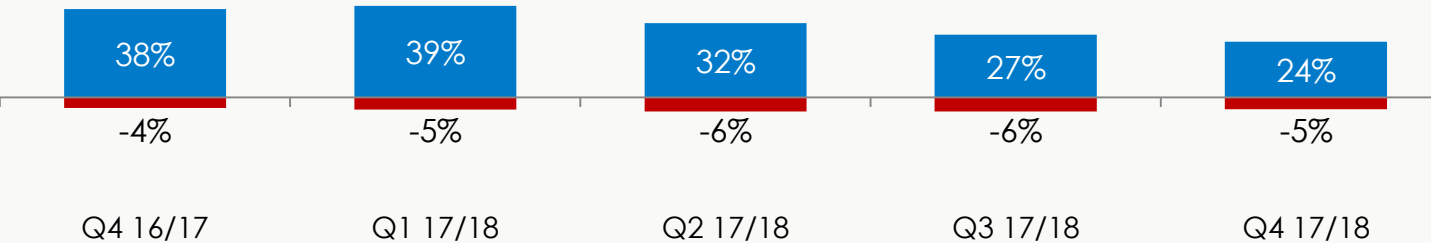
Listening



Making things easy

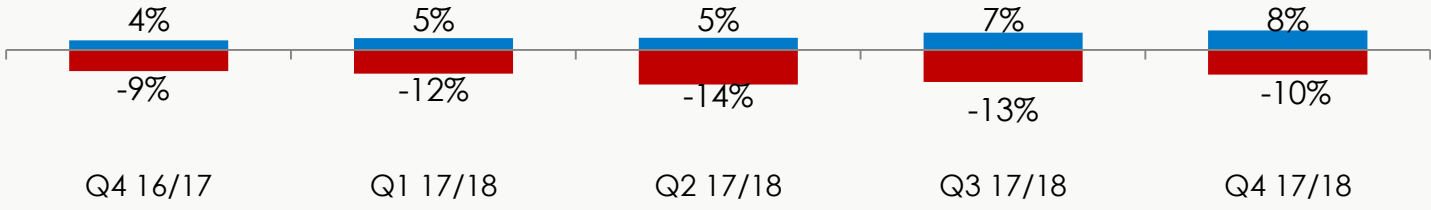


Doing what we say we'll do

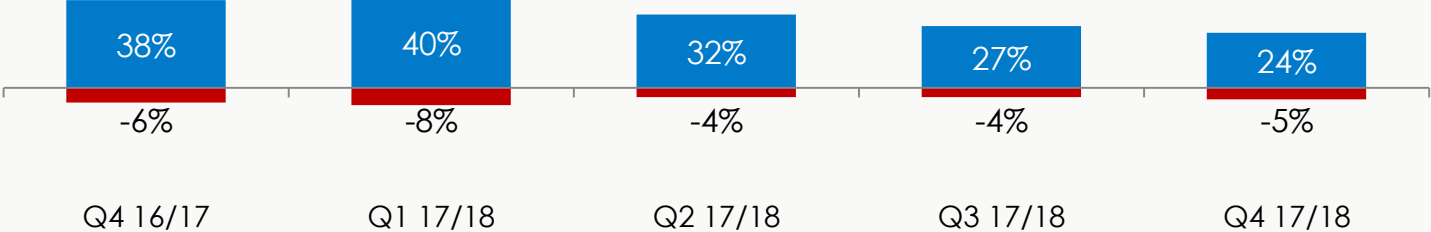


CX Principles - Overall

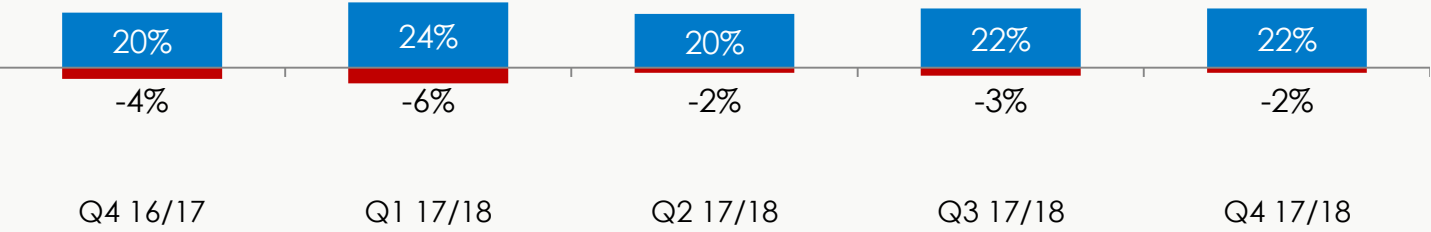
Keeping customers informed



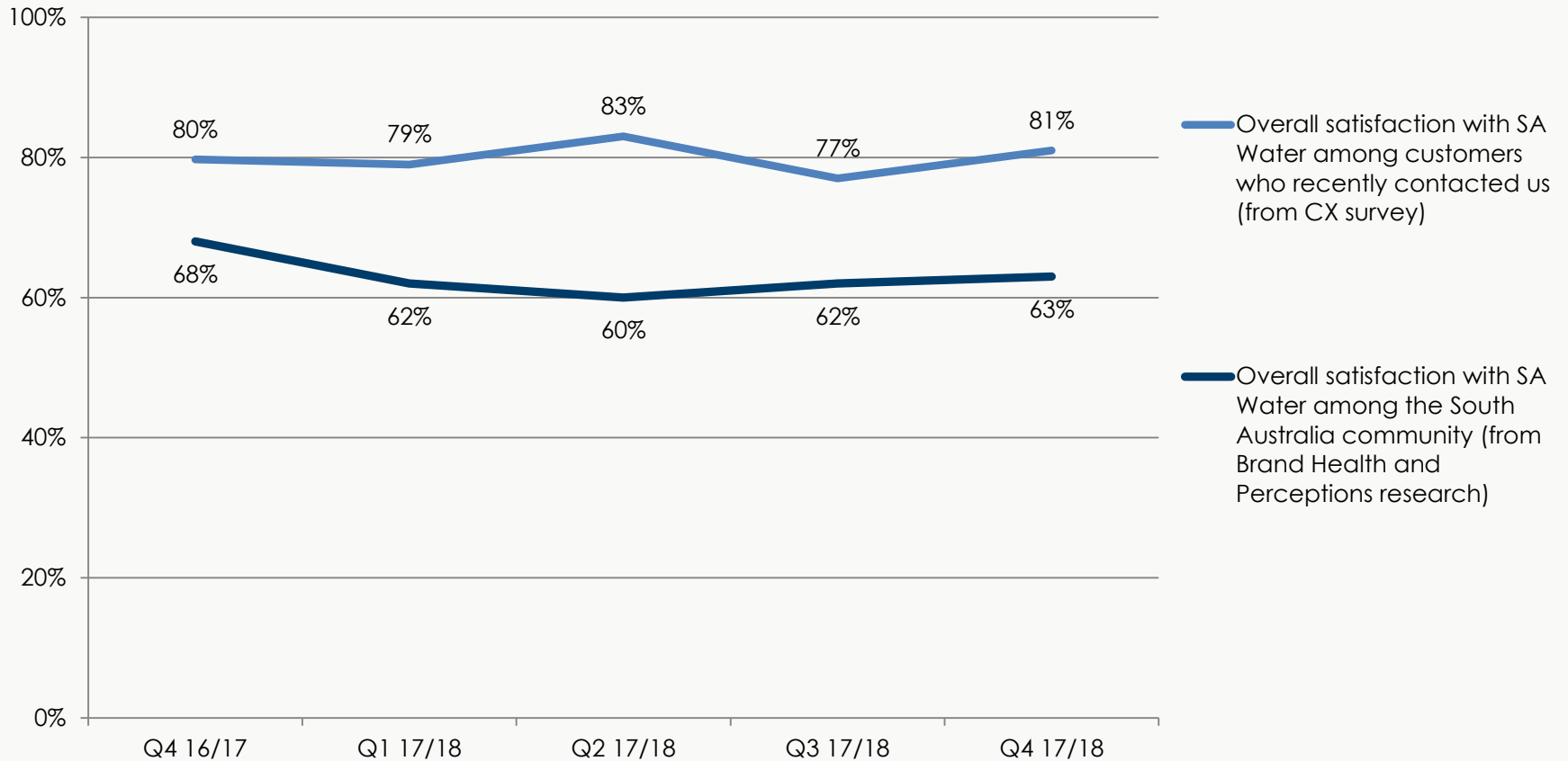
Being skilled



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

Overall satisfaction with experience within General and Account enquiries have increased slightly this quarter, while ease has remained stable. Being kept informed has a significant increase, reflecting results seen at the same time last year

Satisfaction with experience has increased from 78% in Q3 17-18 to 82% in the most recent quarter, while ease has remained at 78% this quarter. Being kept informed has increased significantly in Q4 17-18 by 10% and currently sits at 63%, similar to results seen at the same time last year.

Customer Care Centre staff elements; explanation of next steps, helpfulness of staff and staff knowledge have all increased this quarter (5%, 9% and 7% respectively) as have all written correspondence measures; response addressed enquiry, professionalism of correspondence and information is easy to understand (7%, 2% and 6% respectively). It should be noted that sample sizes for written respondents are very low (30 respondents in the latest quarter) and results should be viewed with caution.

CX NPS for General Enquiries increased this quarter from +34 in Q3 to +37 in Q4 17-18, and the proportion of detractors decreased from one quarter to just 18%.

Customers were most likely to be satisfied due to our friendly and helpful staff, that we fixed our customers' problem or answered their question or that we responded quickly. Ways in which to improve satisfaction among our dissatisfied customer include:

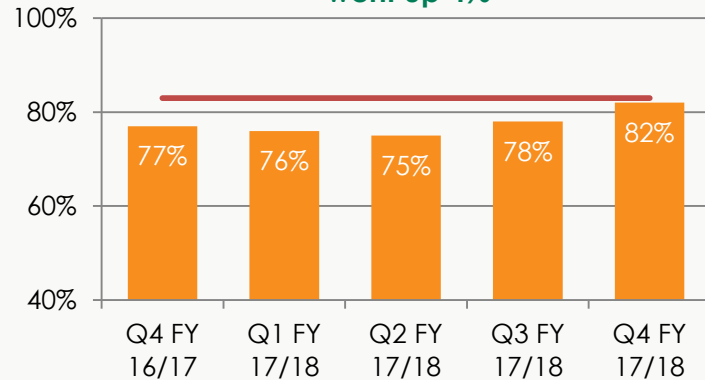
- Provide progress updates or resolution confirmation.
- Improve first contact resolution.
- Ensure that the customer agrees that issue has been resolved.

General and account enquiries

Customer experience performance

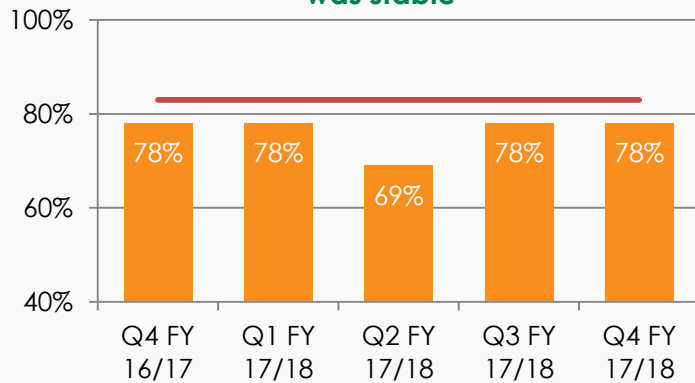
Customer satisfaction with experience

went up 4%



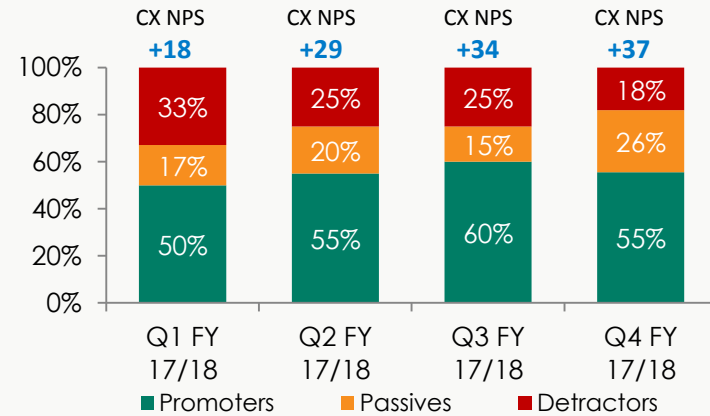
Target 83%

Ease was stable



Target 83%

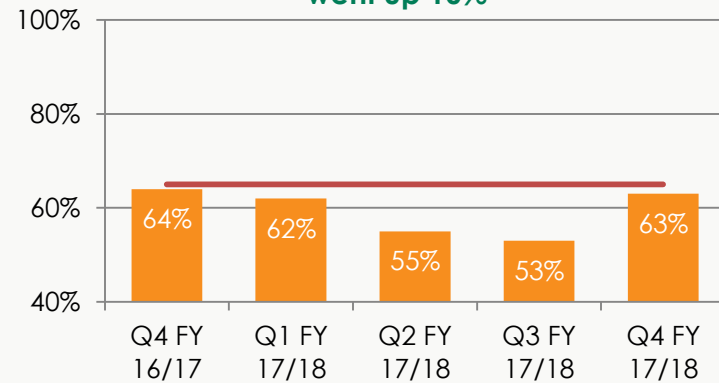
CX NPS



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

Being kept informed

went up 10%

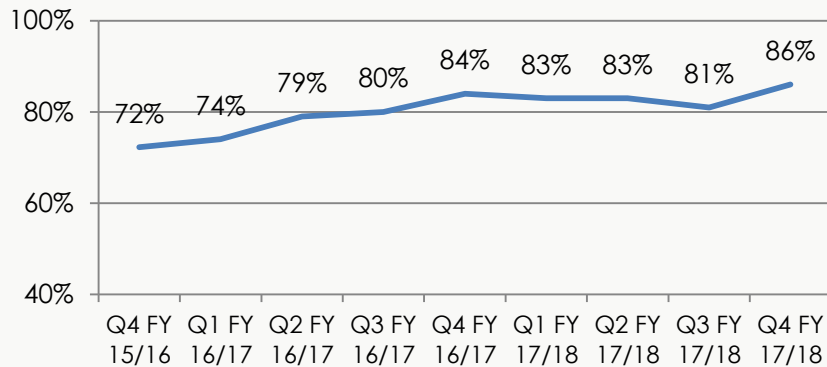


Target 65%

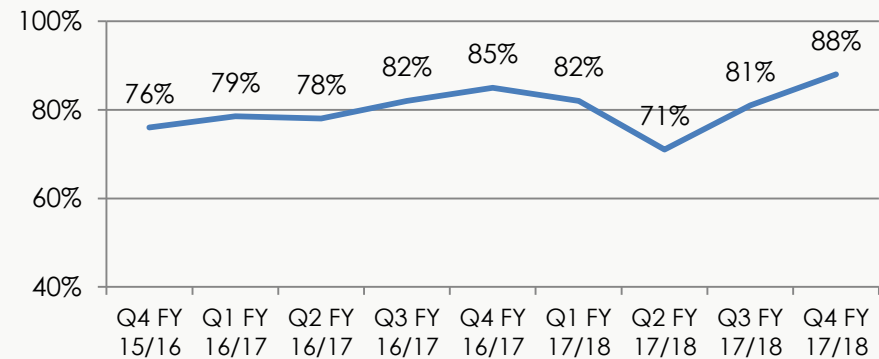
General and account enquiries

CCC service elements

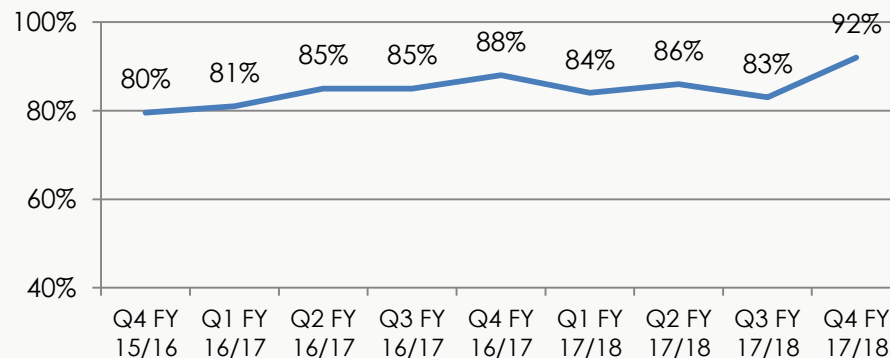
Explanation of situation and next steps



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 Q3 FY 17/18

In Q4 17-18 short or good response time has decreased from 24% to 15% while issue not resolved yet increased 3% to 14%.

How to improve satisfaction

- Ensure that customer agrees that issue has been resolved



(Very) satisfied
 (score 7-10)
82%

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



Neutral
 (score 4-6)
10%

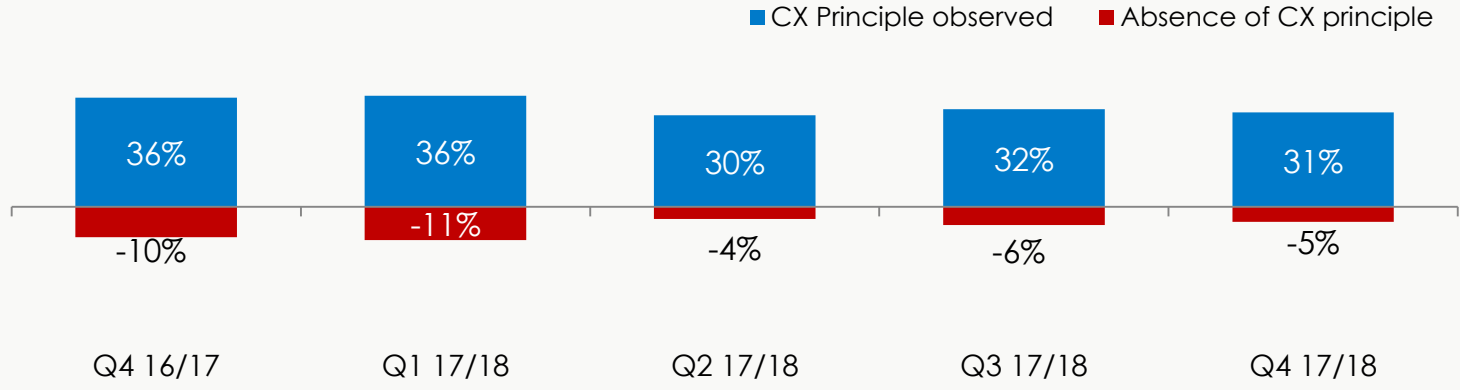
- Provide progress updates or resolution confirmation
- Improve first contact resolution
- Ensure that customer agrees that issue has been resolved
- Take less time to resolve issues
- Improve staff communication skills



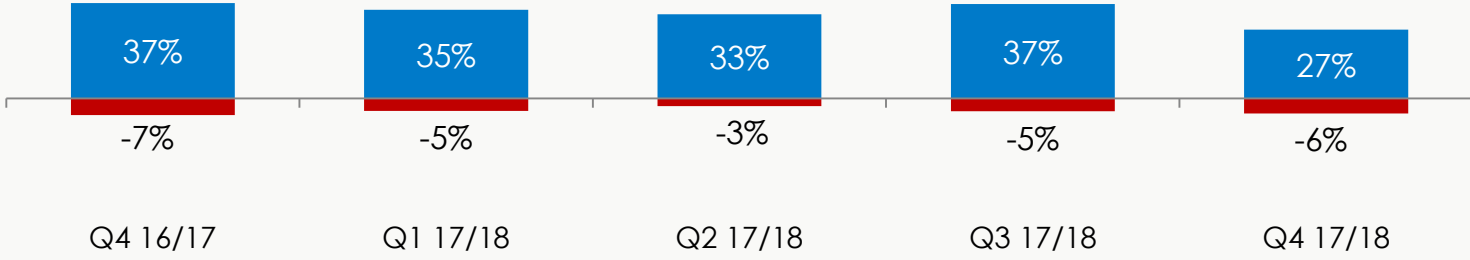
(Very) dissatisfied
 (score 0-3)
8%

CX Principles – General Enquiries

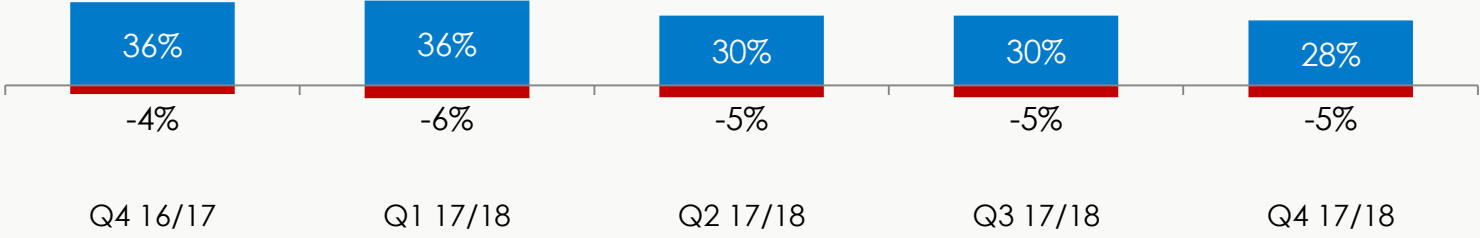
Listening



Making things easy

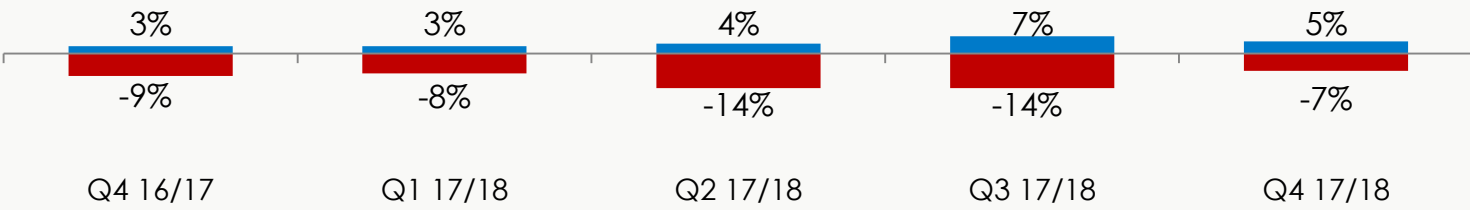


Doing what we say we'll do

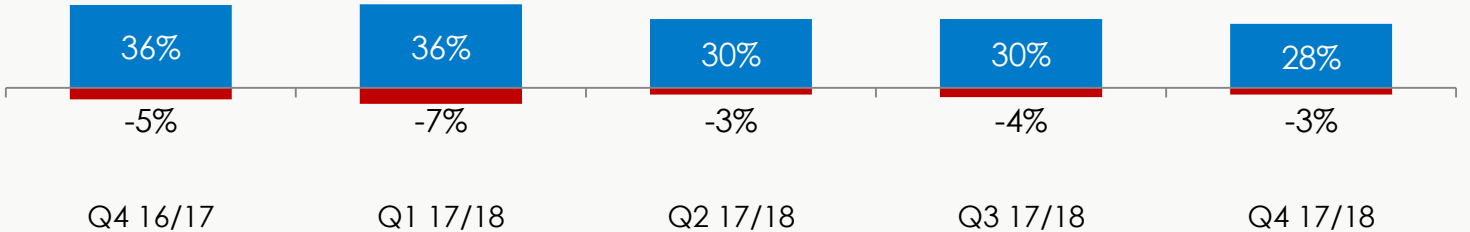


CX Principles – General Enquiries

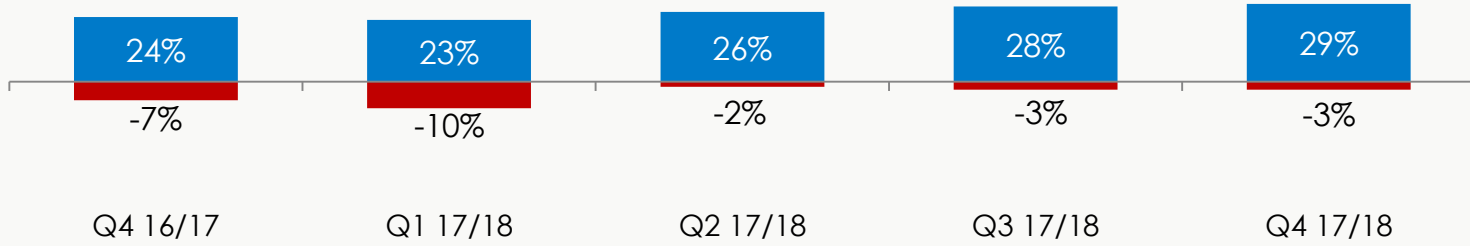
Keeping customers informed



Being skilled

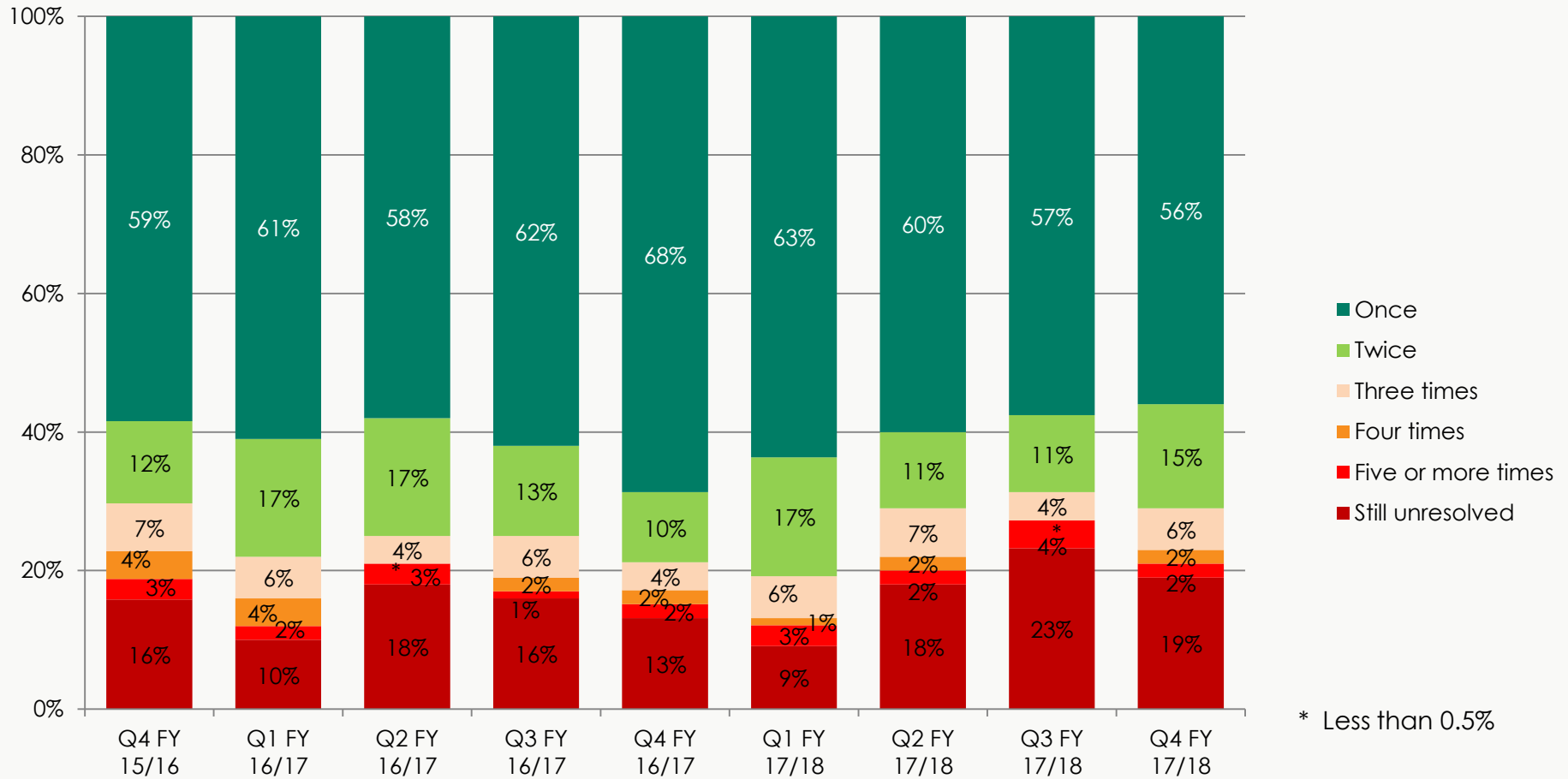


Being fair



General and account enquiries

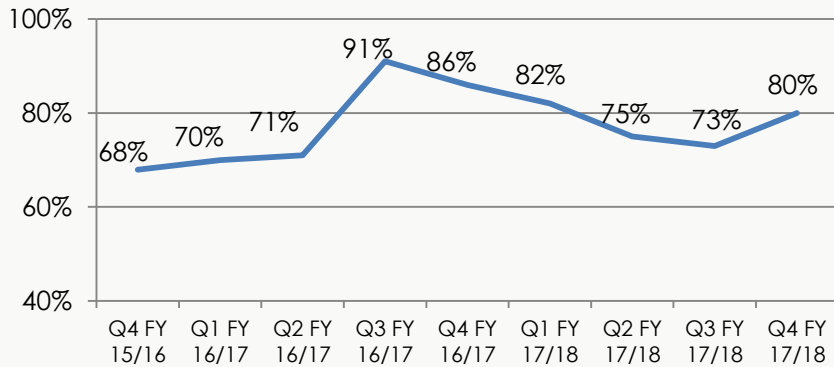
Times contacted to resolve issue



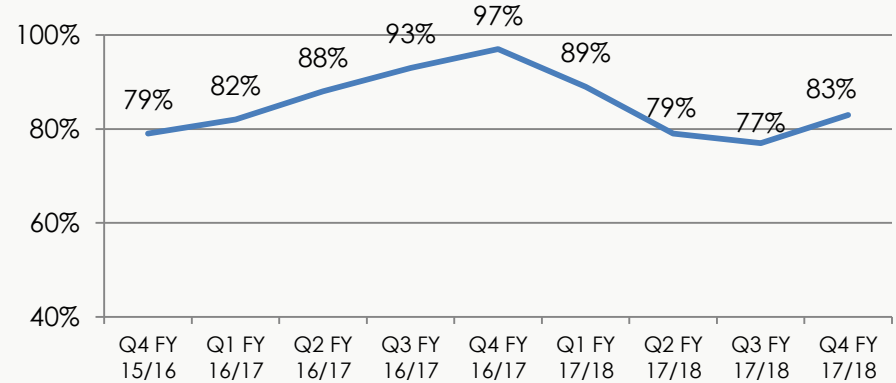
General and account enquiries

Written correspondence

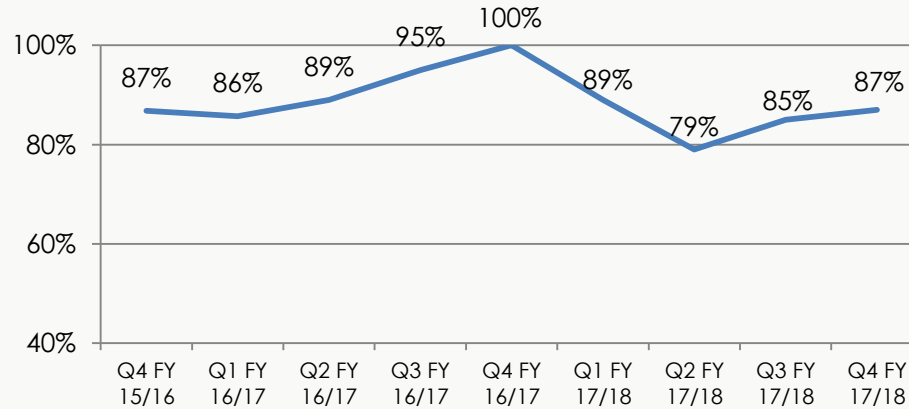
Response addressed enquiry



Information easy to understand



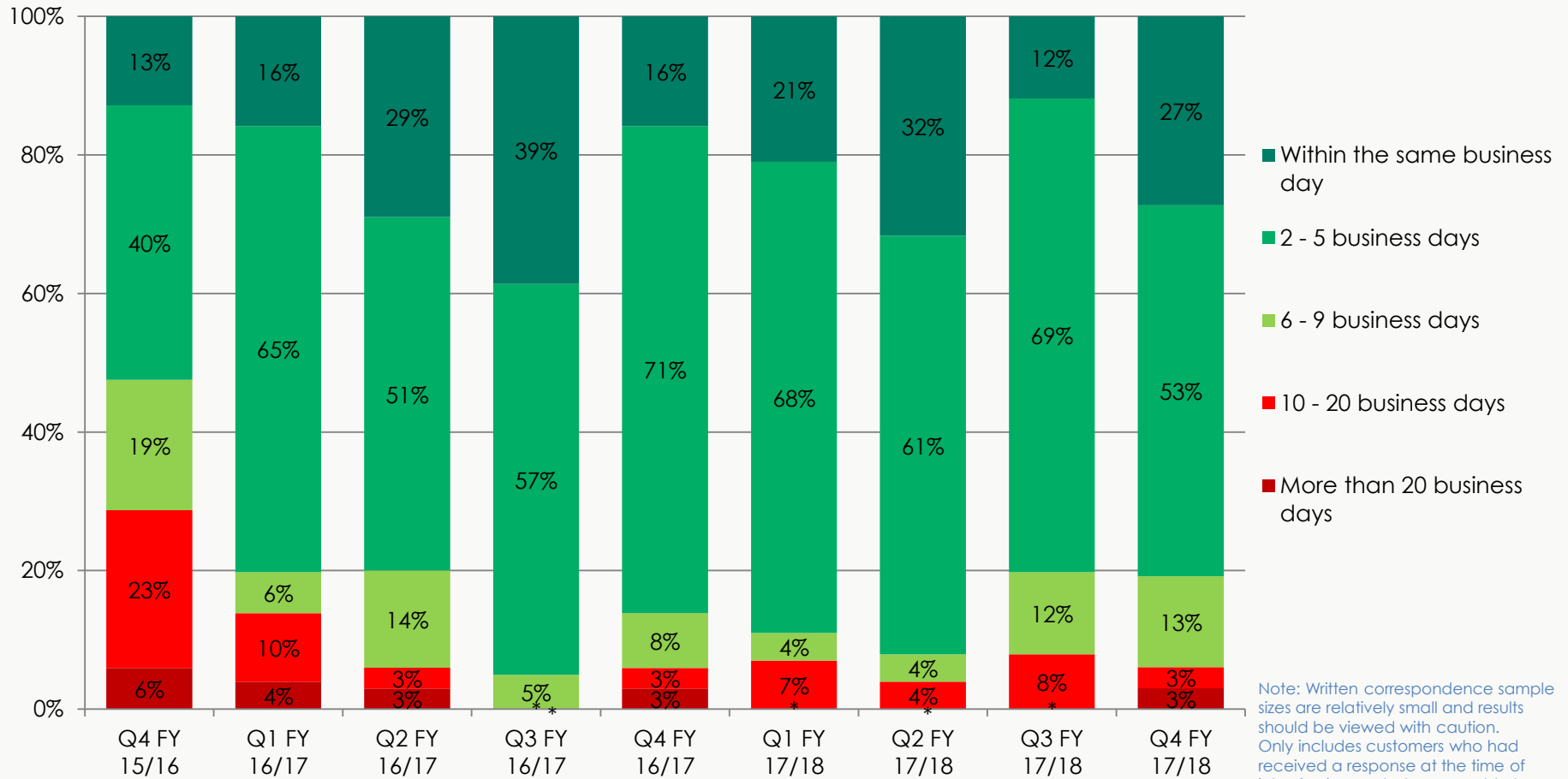
Professionalism of correspondence



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 increased by 1% in Q4 to 95% (target 83%) and ease of having their issue resolved increased 2% to 93% (target 83%). 81% had their issue resolved at the Front Counter with another 15% stating their issue is still in progress.

Most satisfied customers commented that they really appreciate the efficiency and helpfulness of staff.

The issues raised were mainly general comments regarding the price of water.

Customers who attend the front counter have the option to fill out a short questionnaire to provide feedback on their experience. 127 questionnaires were completed in Q4 (compared to 70 in Q3).

SA Water

We're here to listen

Your feedback will help us improve the way we work.

How satisfied were you with the service you received today?

very dissatisfied very satisfied

How easy was it to have your issue resolved?

very hard very easy

Has your issue been resolved? Yes In progress No

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

Why did you visit us today?

Account Payment Deceased Estate
 Account Query Connection Enquiry
 Water Consumption Other
 Conveyancer Query/Payment (please specify)

If you would like to be contacted about the feedback you have given, please provide your details below:

Name Phone/Email

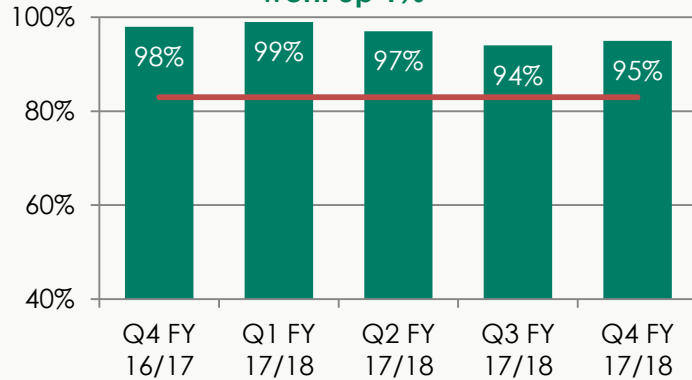
Thank you for taking the time to fill out this survey.

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Customer Experience Performance

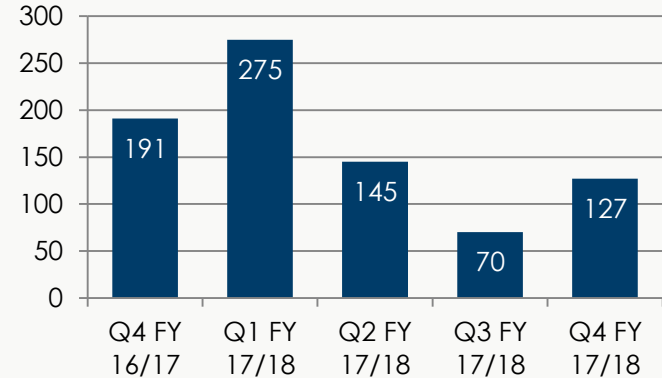
Customer satisfaction with the service

went up 1%



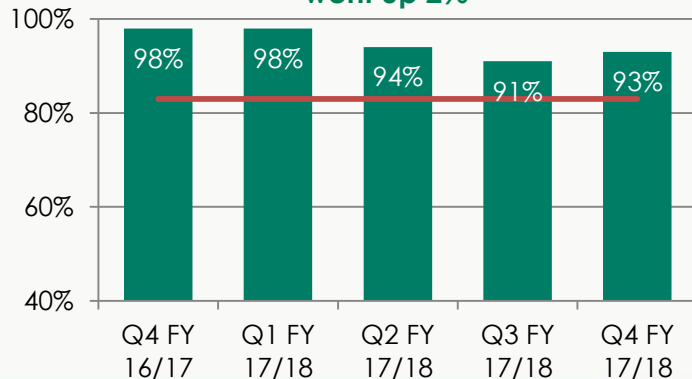
Target
83%

Number of surveys



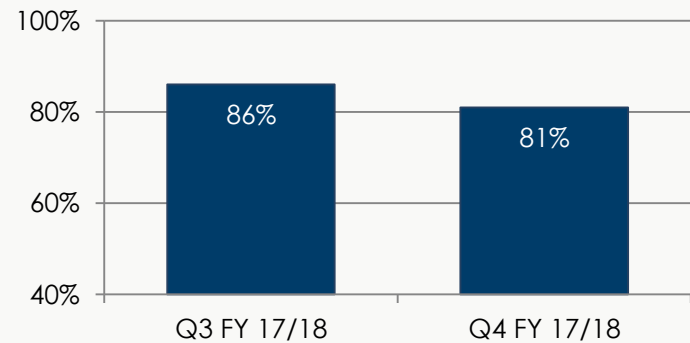
Ease of having their issue resolved

went up 2%



Target
83%

Issue resolved



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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Faults and service incidents

Within the Faults and service incidents area satisfaction with overall experience, satisfaction with ease and satisfaction with being kept informed have all increased in Q4 17-18.

Satisfaction with overall experience has increase this quarter from 82% in Q3 17-18 to 86% in Q4 17-18. Ease has increased by 4% and currently sits at 88%, well above the 83% target. Being kept informed has increased by 5% since Q3 17-18, just below the 65% target at 64%.

The CX NPS for faults and service incidents has remained strong at +50, a slight increase from last quarter. There has been a minor decrease of promoters (65%) but the proportion of detractors has decreased from 20% to 16%, leading to the increase in NPS score.

Both explanation of next steps and helpfulness of office staff have increased in the current quarter and currently sit at 93% and 96% respectively.

Overall satisfaction with the field maintenance crews has remained relatively consistent at 94% while time taken to complete the works has decreased slightly from 82% in Q3 17-18 to 79% in Q4 17-18.

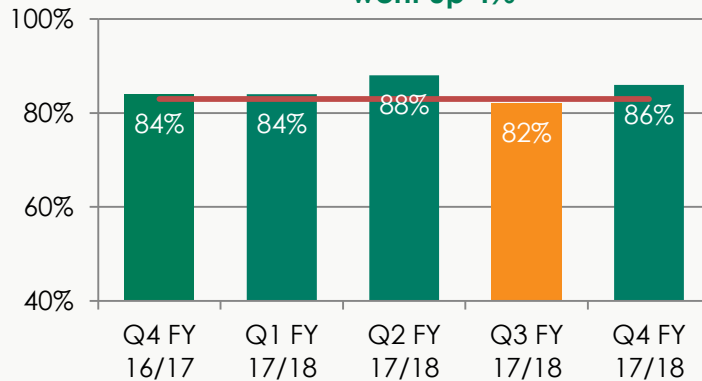
Our verbatim shows the top ways to increase satisfaction include;

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

Customer experience performance

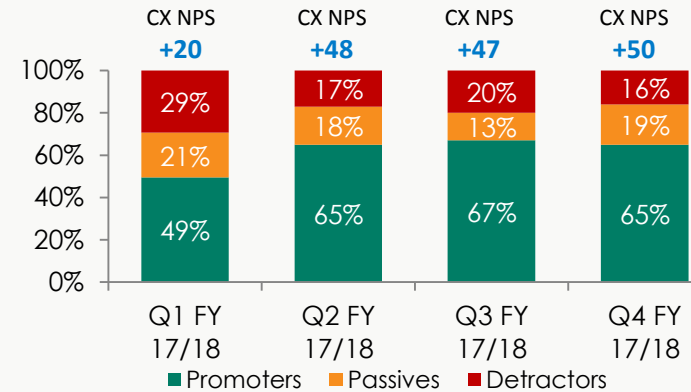
Customer satisfaction with experience

went up 4%



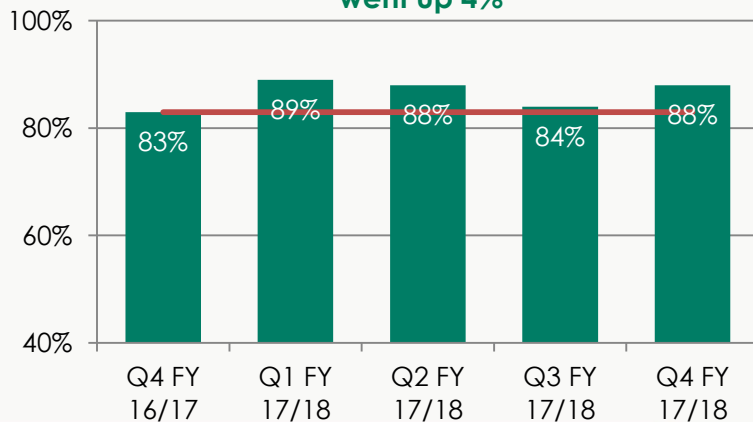
Target
83%

CX NPS



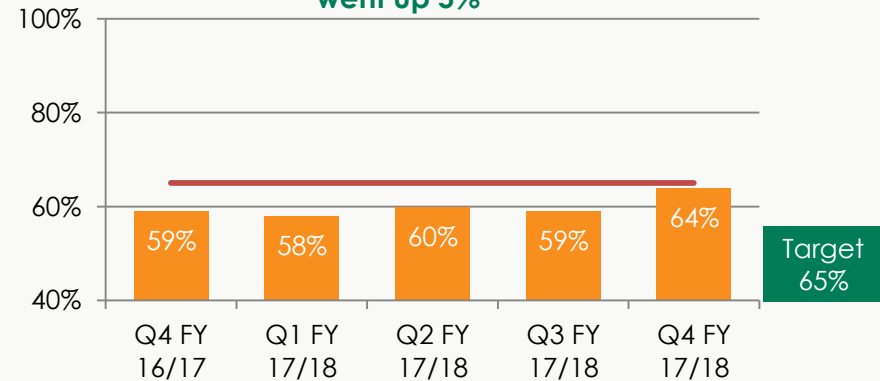
Please note:
CX NPS is not
directly
comparable
with standard
NPS

Ease
went up 4%



Target
83%

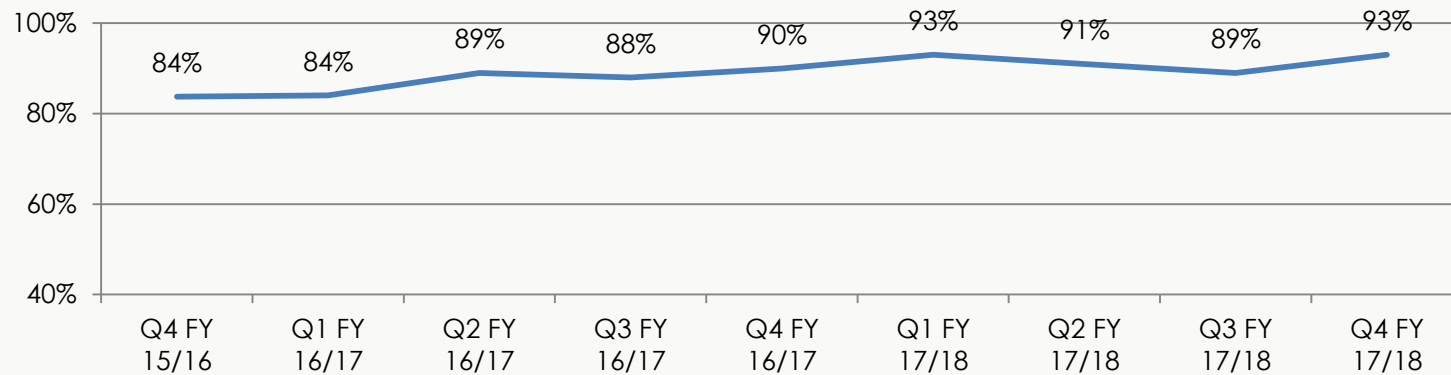
Being kept informed
went up 5%



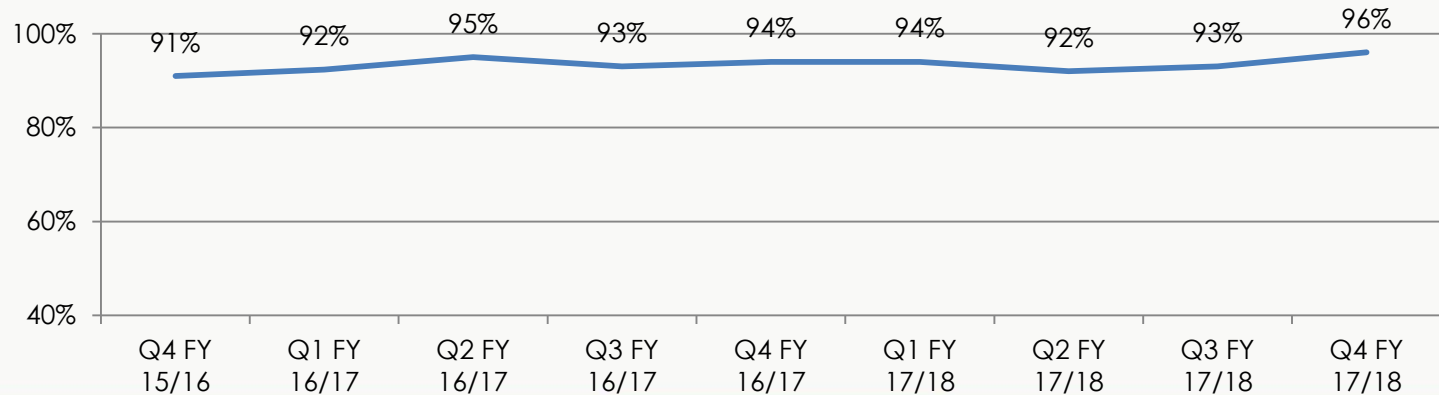
Target
65%

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
- Our staff was friendly and helpful
- We fixed customer's issues or answered their question

Compared to Q3 FY 17/18

In Q4 17-18 customer were less likely to mention they had experienced a short response time or their problem was fixed or question was answered.

How to improve satisfaction

- Provide progress updates or resolution confirmation



(Very) satisfied
 (score 7-10)
86%

- Provide progress updates or resolution confirmation
- Ensure customer agrees that issue has been resolved
- Take less time to resolve issues
- Improve staff communication skills
- Work on first contact resolution



Neutral
 (score 4-6)
10%

- Ensure customer agrees that issue has been resolved
- Provide progress updates or resolution confirmation
- Work on meeting customers' expectation of resolution time
- Improve staff communication skills



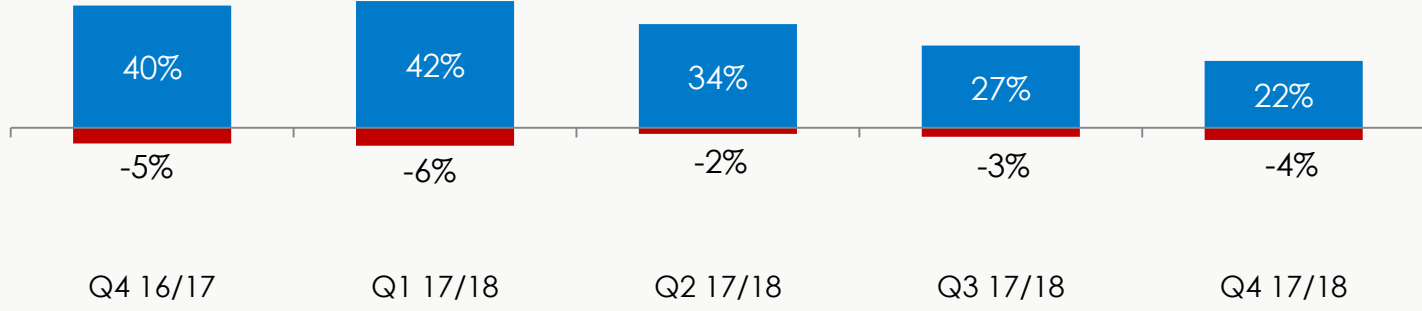
(Very) dissatisfied
 (score 0-3)
4%

CX Principles – Faults & service incidents

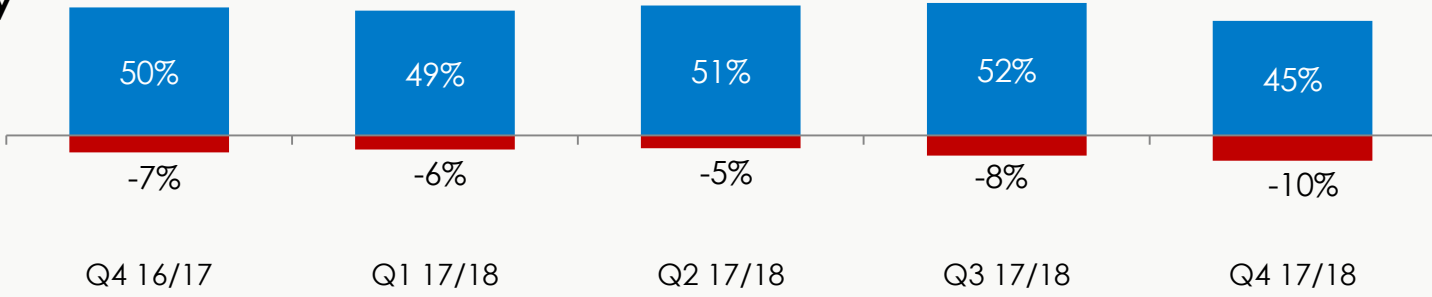
Listening



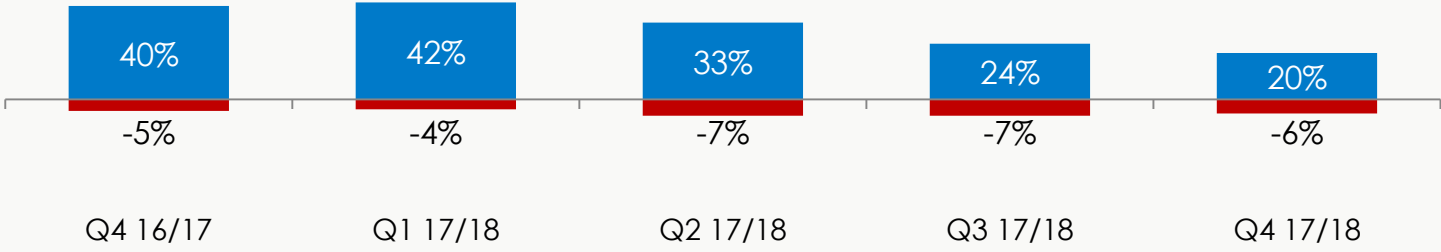
■ CX Principle observed ■ Absence of CX principle



Making things easy

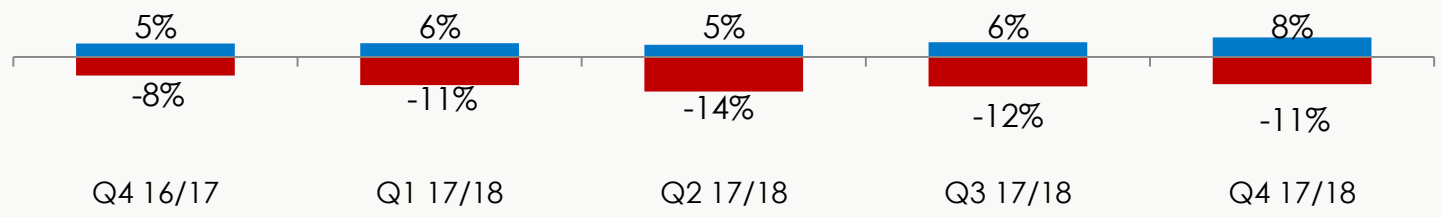


Doing what we say we'll do

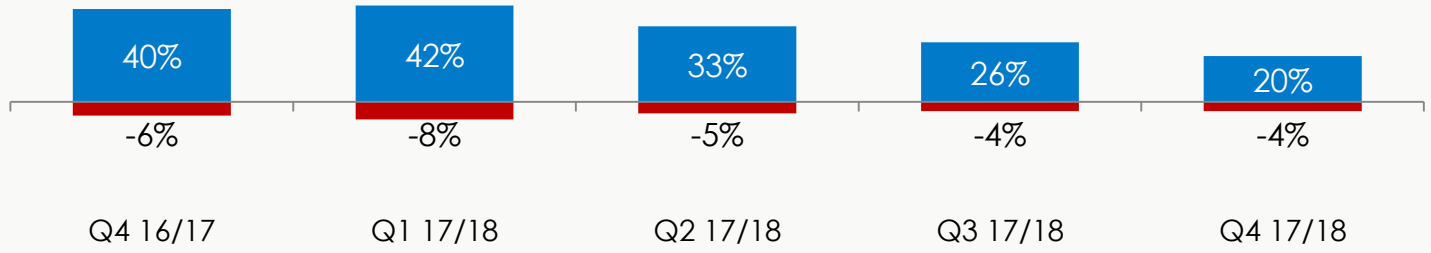
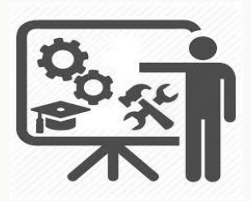


CX Principles - Faults & service incidents

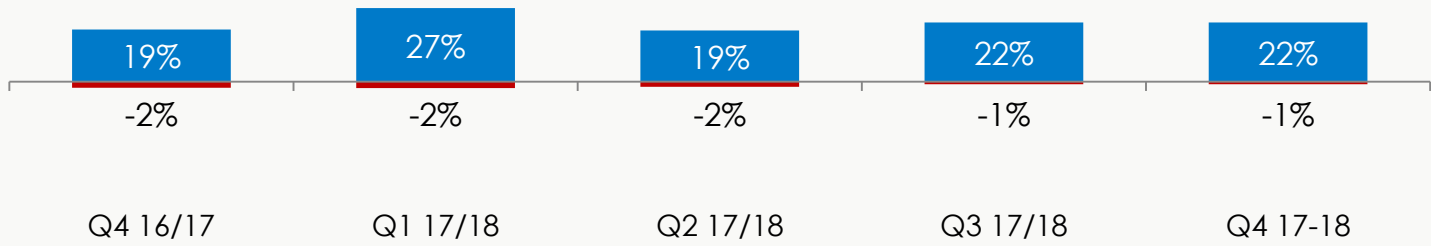
Keeping customers informed



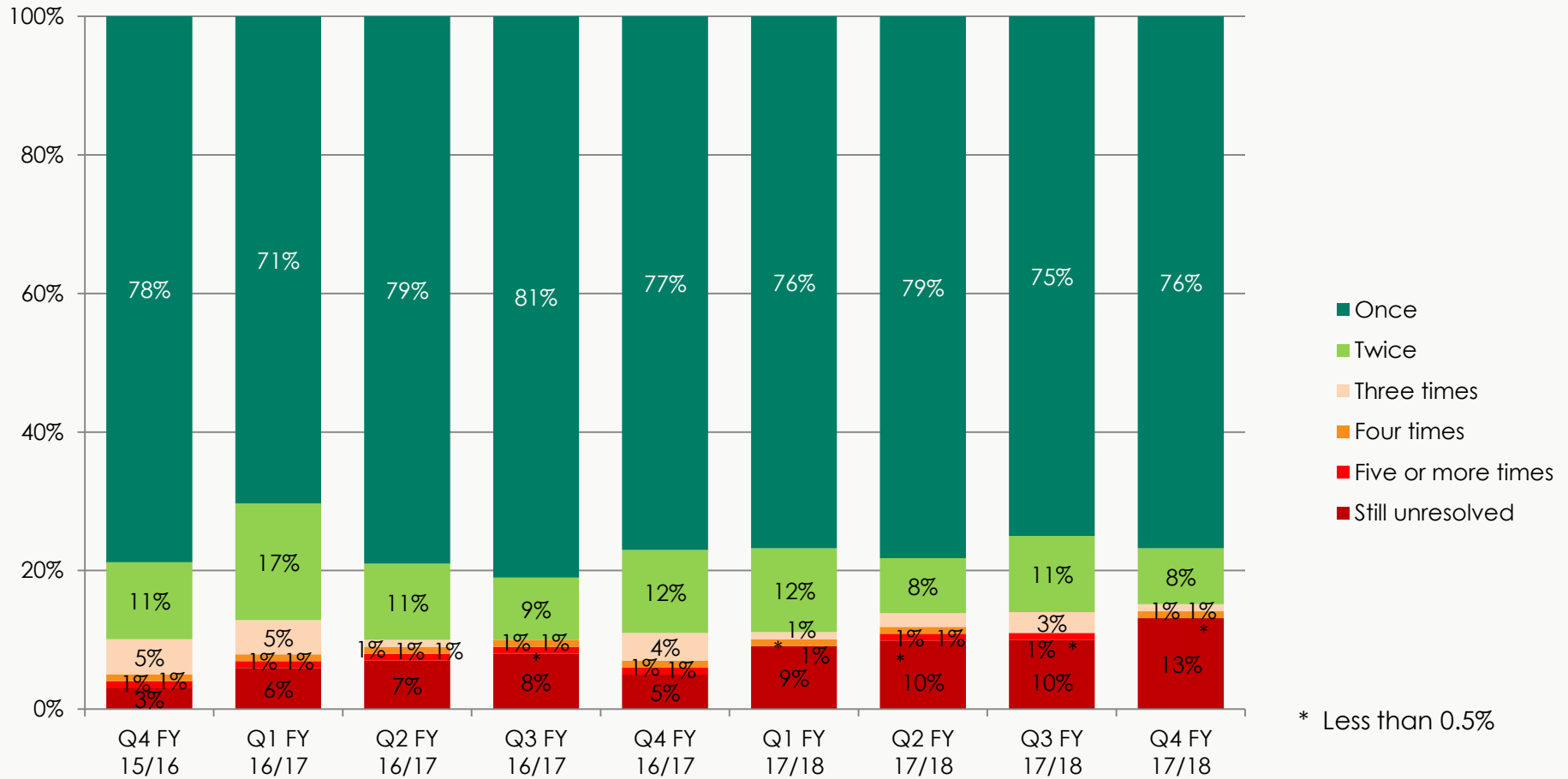
Being skilled



Being fair

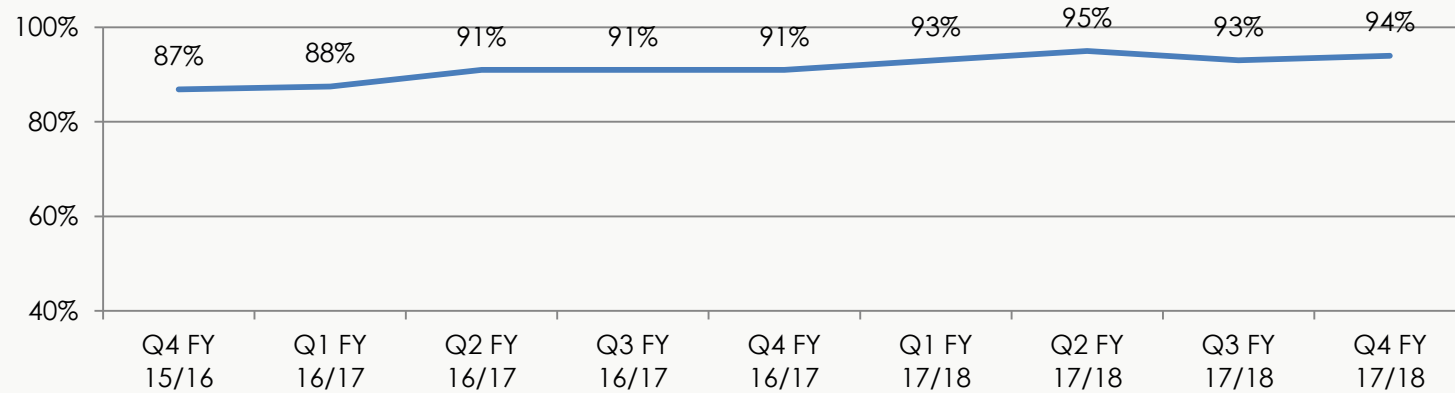


Times contacted to resolve issue

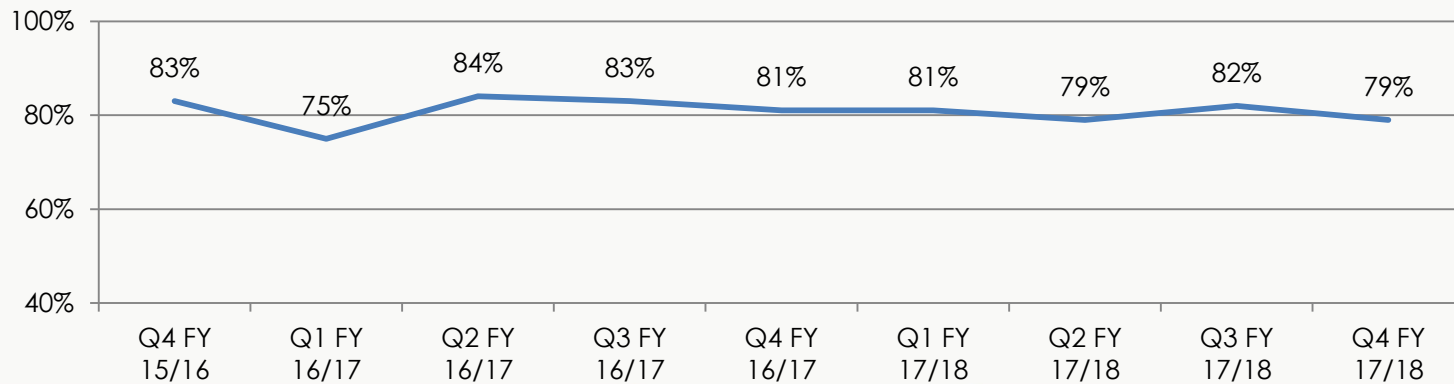


Field crews

Overall satisfaction with field maintenance crew



Time taken to complete works

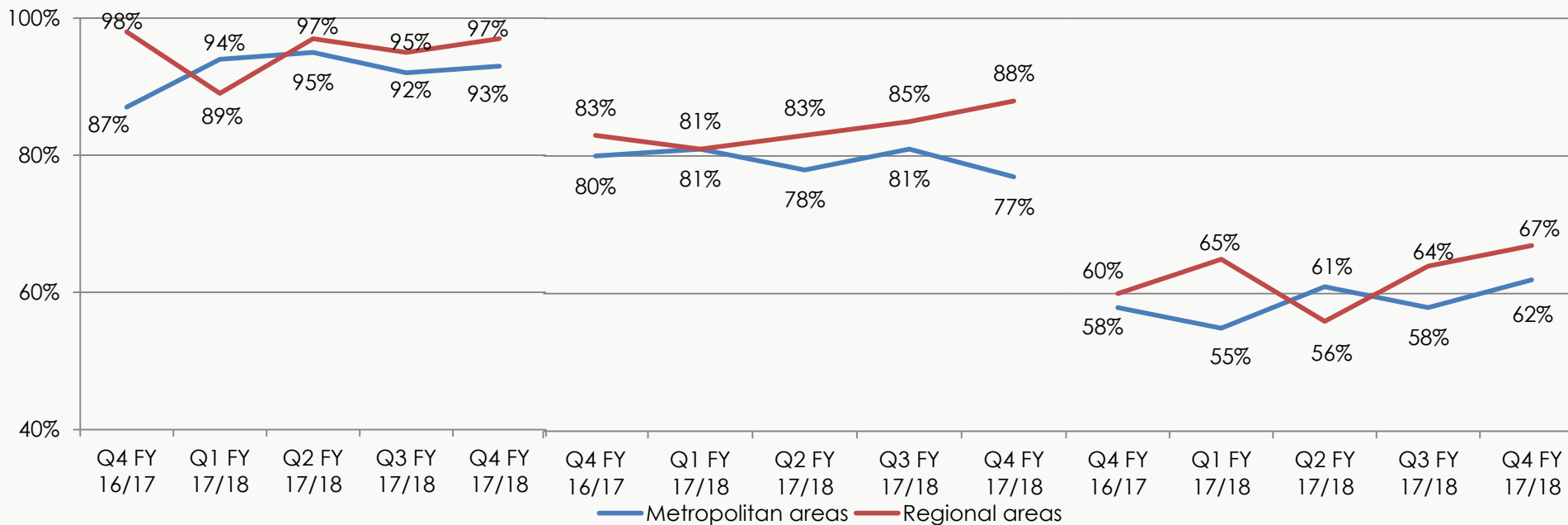


Field crews – metro versus regional areas

Overall satisfaction with field maintenance crew

Time taken to complete works

Keeping customers informed



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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SA Water

Customer experience among the Connections and Minor Land Development has increased this quarter with approximately nine in ten respondents satisfied with their experience. Customer perception of ease and being kept informed during their interaction with us have increased, particularly being kept informed where satisfaction is the highest on record.

Overall satisfaction has increased from 80% in Q3 17-18 to 89% in Q4 17-18, above target for the first time since Q2 16-17. Ease has increased by 2% this quarter (79%) and being kept informed has increased to 78%, a significant increase from 70% in Q3 17-18.

CX NPS for Connections and Minor Land development has increased from +17 in Q3 17-18 to +49 in the latest research. Promoters have increased from 40% to 61% and similar to other service areas, detractors have decreased by 11%.

Explanation of next steps, helpfulness of staff and staff knowledge have all increased this quarter (89%, 92% and 90% respectively).

Verbatim comments showed that customers were most satisfied when we:

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

Opportunities to improve satisfaction were to provide progress updates or resolution confirmation and improve our staff communication skills.

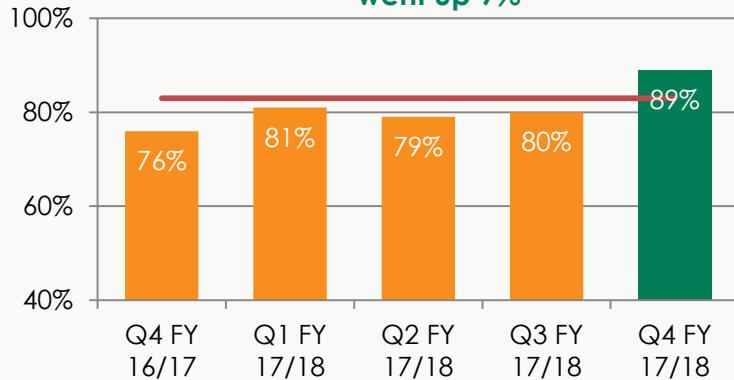
Overall satisfaction and satisfaction with time taken to complete the works for field maintenance crew have both increased in Q4 17-18 (90% and 85% respectively).

Customer experience performance

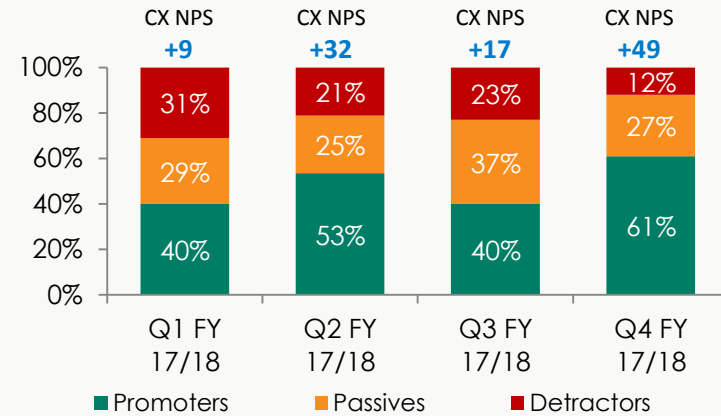
Customer satisfaction with experience

went up 9%

Target 83%



CX NPS

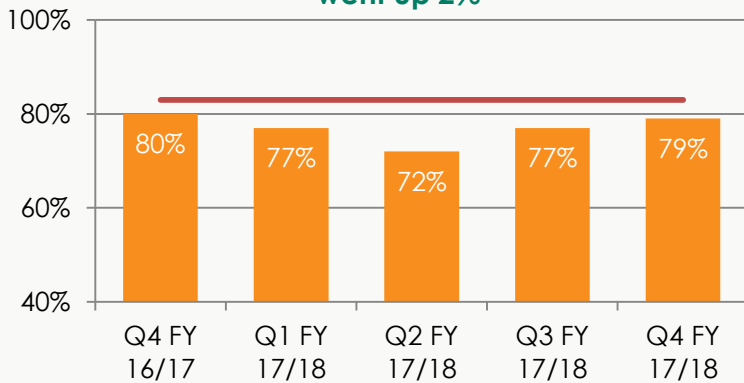


Please note: CX NPS is not directly comparable with standard NPS

Ease

went up 2%

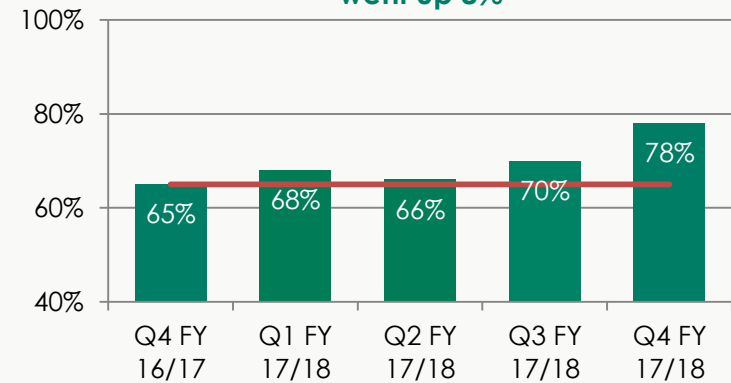
Target 83%



Being kept informed

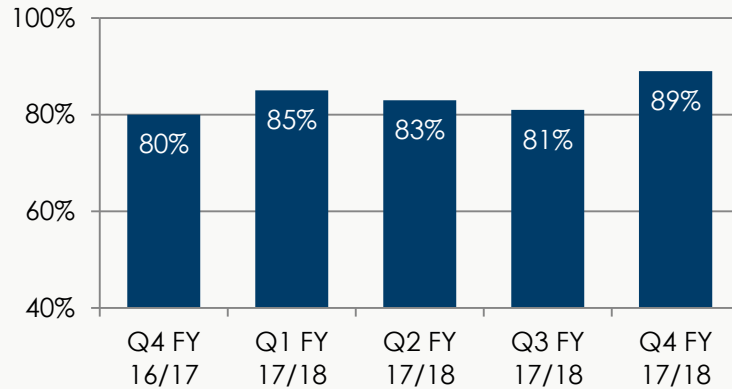
went up 8%

Target 65%

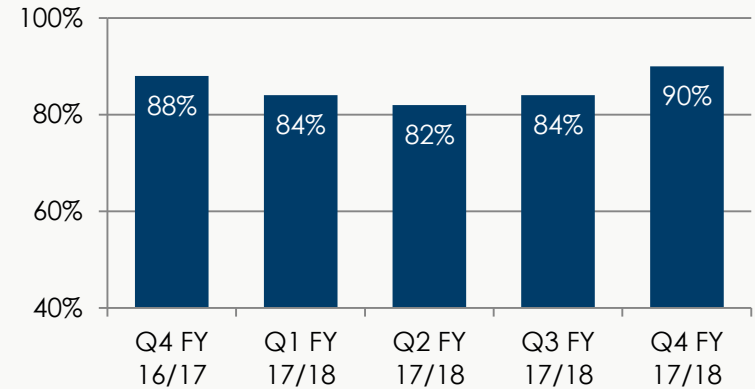


Performance by service element

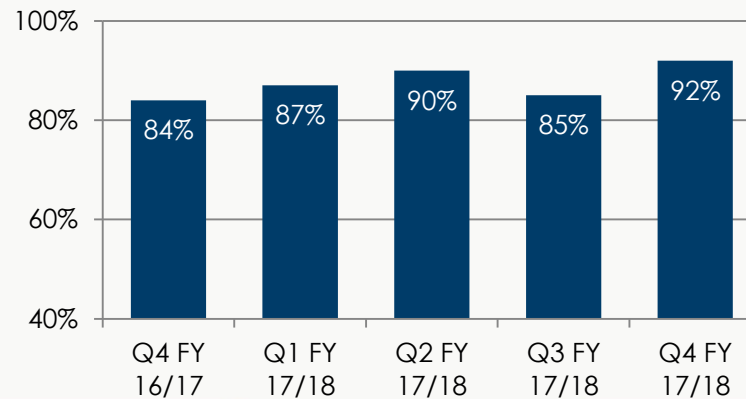
Explanation of situation and next steps



Staff knowledge



Helpfulness of staff



Improving satisfaction with customers' experience

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

Why customers were satisfied

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

Compared to Q3 FY 17/18

Mentions relating to problem being fixed or question answered increased this quarter, while lack of communication or confirmation of resolution decreased by 8%.

How to improve satisfaction

- Provide progress updates or resolution confirmation



(Very) satisfied
(score 7-10)
89%

Please note only 8 customers provided feedback with a neutral or (very) dissatisfied score. The following results are indicative only.

- Provide progress updates or resolution confirmation
- Improve staff communication skills



Neutral
(score 4-6)
5%

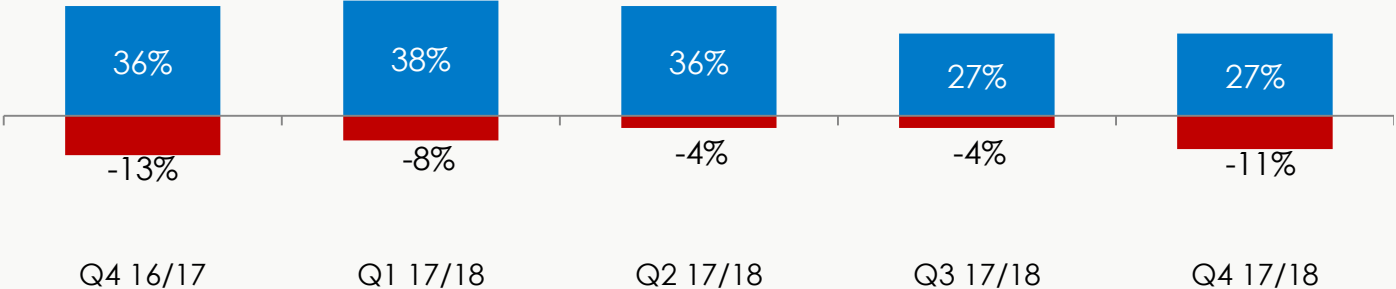


(Very) dissatisfied
(score 0-3)
5%

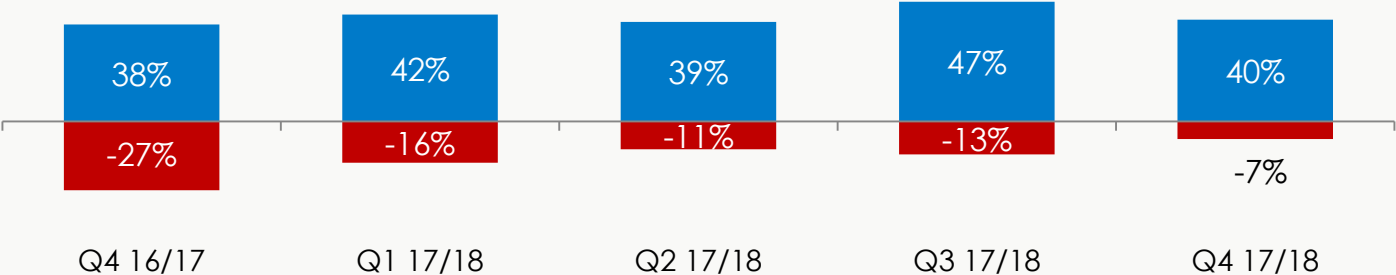
CX Principles – Connections & minor land development

■ CX Principle observed ■ Absence of CX principle

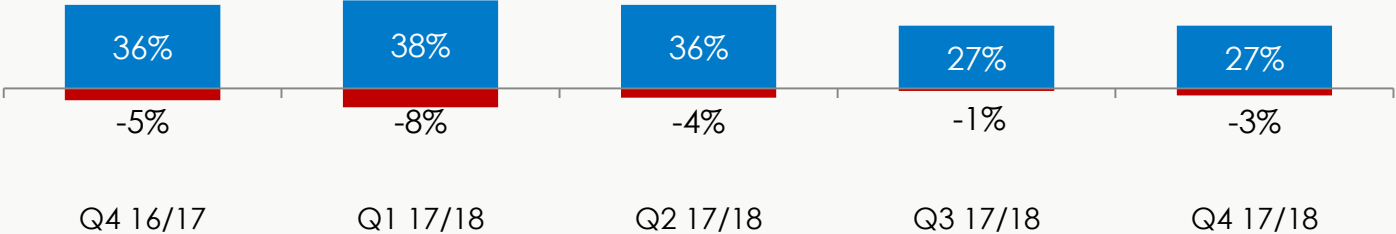
Listening



Making things easy

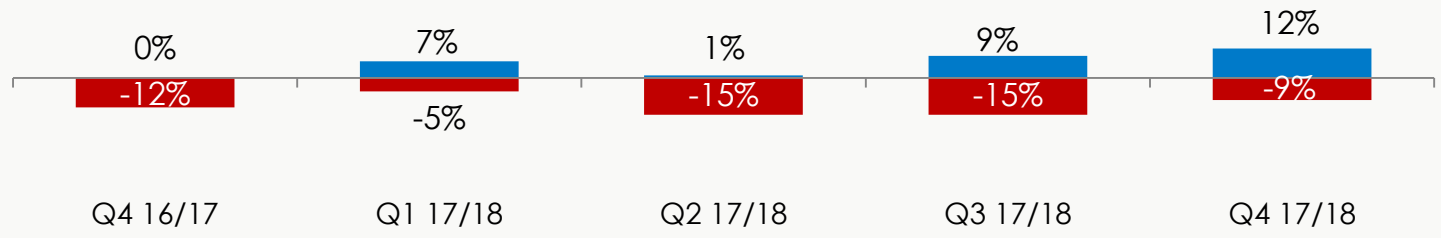


Doing what we say we'll do

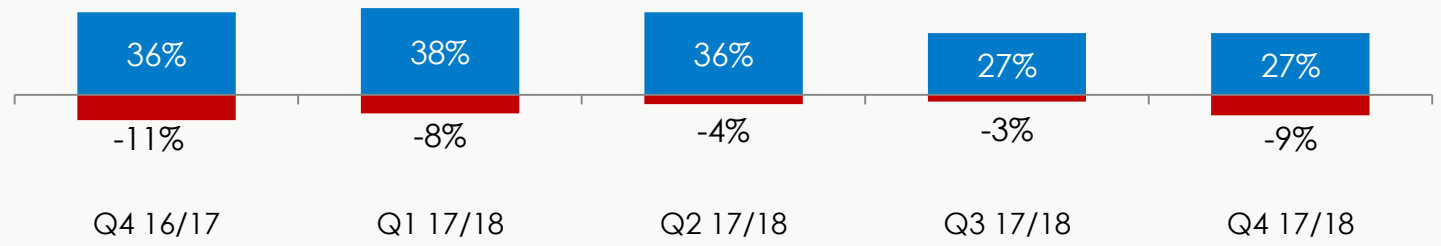


CX Principles – Connections & minor land development

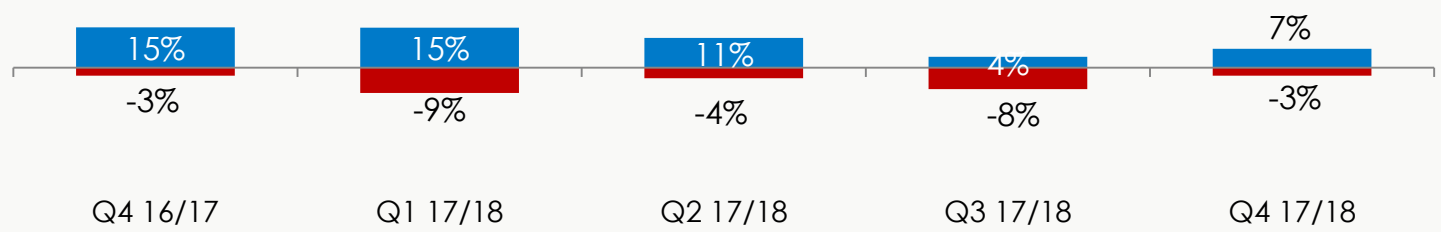
Keeping customers informed



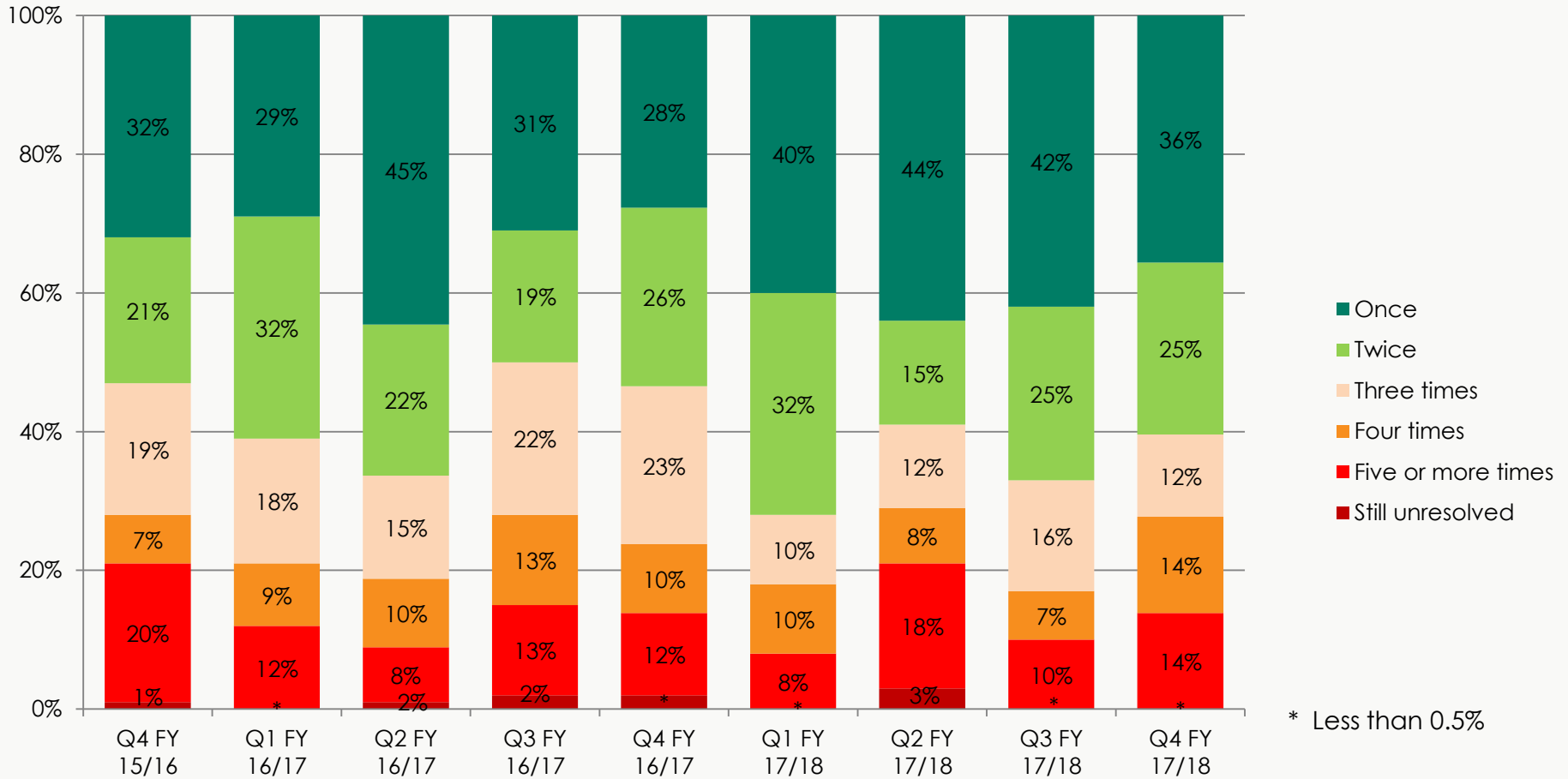
Being skilled



Being fair



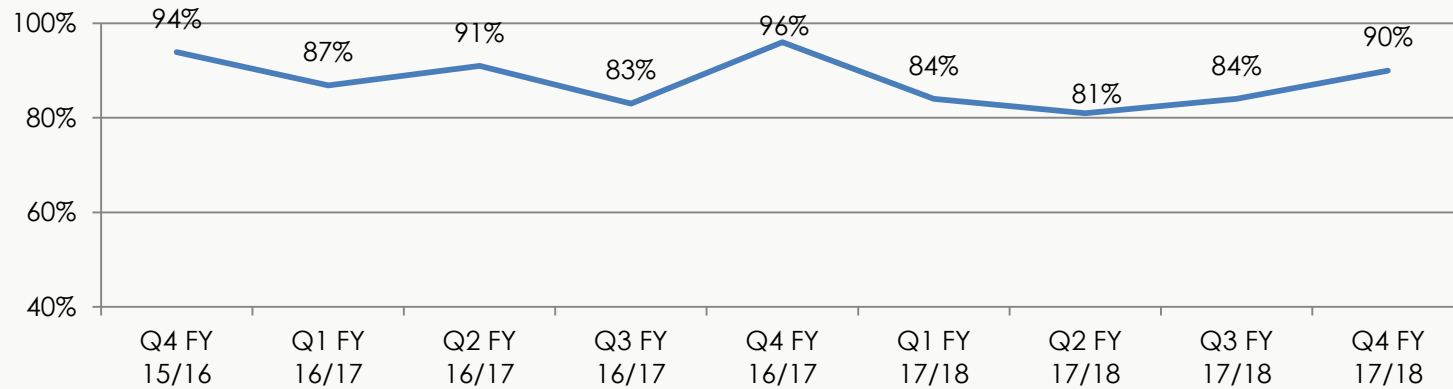
Times contacted to resolve issue



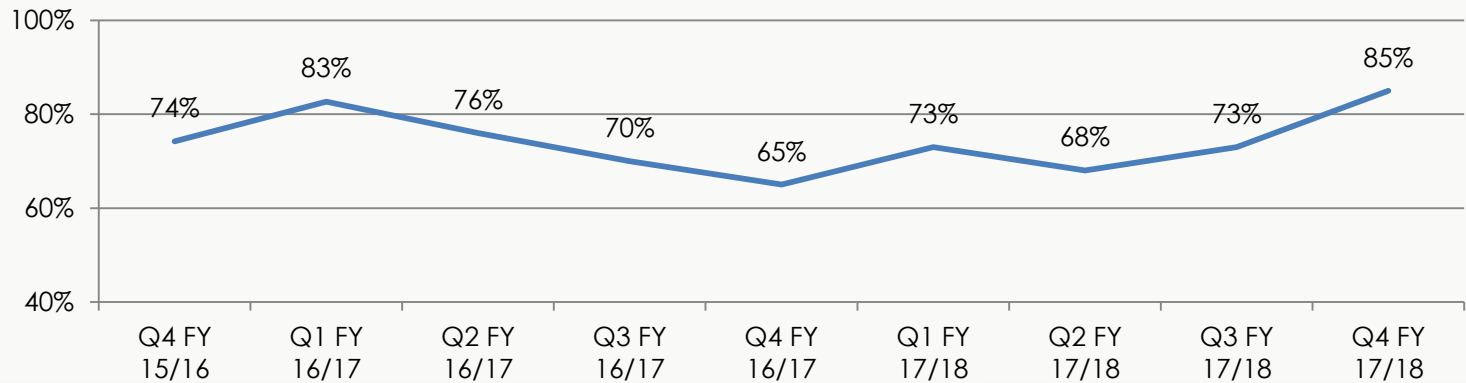
* Less than 0.5%

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.



Government of
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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 (Advice and Accolades)

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?