



Customer Satisfaction Research (Q4 2014/15) Summary of Data April – June 2015

Prepared for



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Contents

1.	Executive Summary (Key Insights)	1
2.	About this Report	4
3.	Summary of Results	6
3.1	Overall Customer Satisfaction Results	6
3.2	Customer Satisfaction Results – Aligned with ESCOSA Service Standards	12
4.	Results by Channel / Customer Service Area	13
4.1	Customer service centre (CSC)	13
4.2	Faults and Service Problems	16
4.3	Customer experience	25
4.4	Water quality	32
4.5	Billing	36
4.6	Written correspondence	38
4.7	Connections	40
<hr/>		
	Figure 1a: Total All Customers Satisfaction Results (Q44)	7
	Figure 1b: Total All Customers Satisfaction Results – split by location (Q44)	7
	Figure 1c: Residential Customers Satisfaction Results – split by location (Q44)	8
	Figure 1d: Business Customers Satisfaction Results – split by location(Q44)	8
	Figure 2: Summary Results	9
	Figure 2a: Advocacy by touchpoint	10
	Figure 3: Customer Satisfaction with Timeliness – split by location	12
	Figure 4: Customer Satisfaction with the customer service centre (Q7)	13
	Figure 4a: Customer Satisfaction with the customer service centre – split by location (Q7)	14
	Figure 5: Drivers of Satisfaction (Ranked in order of importance) – Customer Service Centre	15
	Figure 6: Customer Satisfaction with faults and services (Q16, Q17)	17
	Figure 7: Drivers of Satisfaction (Ranked in order of importance) – Faults and Services	17
	Figure 8: Customer Satisfaction with faults and services – split by location (Q16, Q17)	18
	Figure 9: Customer Satisfaction with faults and services - split by region (Q16, Q17)	19
	Figure 9a: Customer Satisfaction with faults and services - split by fault (Q16, Q17)	20
	Figure 9a: Customer Satisfaction with faults and services - split by fault (Q16, Q17) continued	21
	Figure 9a: Customer Satisfaction with faults and services - split by fault (Q16, Q17) continued	22
	Figure 10: Tracking: Customer Satisfaction with faults & services – metro areas – split by quarter (Q16, Q17)	23
	Figure 10a: Tracking: Customer Satisfaction with faults & services – by region – split by quarter (Q16, Q17)	24
	Figure 11: Customer Satisfaction with problem resolution (Q10N13)	27
	Figure 11a: Satisfaction with SA Water’s effort by touchpoint (Q10N13)	27
	Figure 12: How many times did you contact SA Water to resolve this specific issue (Q14N13)	27
	Figure 13: Ease of doing business (Q19N14)	27
	Figure 14: Customer effort by touchpoint (Q21N14)	28
	Figure 15: Supplier of choice (Q22N14)	28
	Figure 16: Last contact type (Q51) - was this the preferred way of contact (Q35N14)	28
	Figure 17: Preferred way to be contacted by SA Water (Q18N14)	28
	Figure 18a: Advocacy – Total (Q36n14, Q37n14)	29
	Figure 18b: Advocacy – Residential (Q36n14, Q37n14)	30
	Figure 18c: Advocacy – Business (Q36n14, Q37n14)	31
	Figure 19: Customer Satisfaction with water quality (Q38)	32
	Figure 20: Drivers of Satisfaction (Ranked in order of importance) – Water Quality	33
	Figure 21: Satisfaction of water quality based on regular vs. not regular tap water drinker – Residential (Q38, Q17N14)	33
	Figure 22: Satisfaction of water quality based on regular vs. not regular tap water drinker - Business (Q38, Q17N14)	34
	Figure 23: Customer Satisfaction with water quality by location (Q38)	35
	Figure 24: Affordability of SA Water bill (Q4N14)	36
	Figure 25: Preference to receive SA Water bill (Q5N14)	36
	Figure 26: Choice of meter reading frequency (Q7N14)	36
	Figure 27: Appeal to read own meter for bill (Q8N14)	37
	Figure 28: Awareness of what to do if have trouble paying SA Water bill (Q10N14)	37
	Figure 29: Financial stress indicator (Q9N14)	37
	Figure 30: Customer satisfaction with timeliness of SA Water’s response by customer contact type (Q4N13)	38
	Figure 31: How long did it take for you to receive a response to your email/letter? (Q3N13)	38
	Figure 32: Satisfaction with written response from SA Water – split by contact type (Q5N13)	39
	Figure 33: Drivers of Satisfaction (Ranked in order of importance) – Written Correspondence	39
	Figure 34: Satisfaction with handling correspondence by having to contact SA Water about this issue again for any reason (Q7N13, Q6N13)	39
	Figure 35: Customer satisfaction with connection by location	40
	Figure 36: Contacted and advised of the date the work would occur (Q29N14)	41
	Figure 37: Connection request for vacant land (Q30N14)	41
	Figure 38: Notice given (number of days) (Q31N14)	41
	Figure 39: Notice preference (number of days) (Q32N14)	41
	Figure 40: Drivers of Satisfaction (Ranked in order of importance) – Land development/connections	42

1. Executive Summary (Key Insights)

Between 22nd April and 15th June 2015 telephone interviews were conducted with 801 customers who recently had a service experience with SA Water. These are the results from the fourth quarter 2014-2015.

Overall Q4 findings

The key findings from the research are as follows:

- overall customer satisfaction with SA Water is at 81%, only 4% below SA Water's Strategic Plan target of 85% (highest score recorded for SA Water)
 - satisfaction growth has been halted by the regional sector which last quarter dropped 2% in satisfaction and saw a growth of 4% in those who are dissatisfied
- the following channels have achieved the **highest levels of overall satisfaction** (illustrated in figure 2):
 - field maintenance crew - faults (92% resident satisfaction, 92% business satisfaction)
 - connections office staff (93% resident satisfaction, 100% business satisfaction)
 - field maintenance crew - connections (90% resident satisfaction, 100% business satisfaction)
- the areas of customer service with **levels of overall satisfaction** were:
 - handling of correspondence (63% residential satisfaction)
 - keeping you informed of the progress of your query or problem (69% residential satisfaction, 55% business satisfaction)
- overall, 44% of business and 48% of residential customers were likely to tell others about their SA Water experience and likely to speak positively (promoters)
 - 12% of business and 12% of residential customers were likely to tell others about their SA Water experience and likely to speak negatively (vocal detractors)
- if given a choice of provider, 81% of customers would choose SA Water

Customer Service Centre (CSC)

- the CSC scored 90% positive satisfaction among residents and 86% among businesses both of which
 - results were slightly higher among residential customers compared to the business sample across most of the attributes measured
 - similarly, metropolitan callers remain slightly more satisfied than their regional counterparts

Faults and service problems

- for faults and service issues, results remain at best practice standards with 92% overall satisfaction with the service provided by the field maintenance crews
 - best practice satisfaction levels (above 90% combined satisfied and very satisfied results) were achieved among both the residential and business segments for crew performance with regard to:
 - helpfulness of crew
 - leaving the worksite in a safe and neat condition after work
 - treating people's property with care
 - overall satisfaction with field maintenance crew
 - the crew working efficiently while they were on site
- faults and services timeliness:
 - this quarter has seen improvement in satisfaction with timeliness, especially amongst the business group:
 - time taken to arrive to address the fault/service problem has increased by 5% to 78% this quarter
 - overall time taken to complete the works has increased 1% to 80% to [REDACTED]
- analysis by region:
 - satisfaction among regionally based businesses and residents are directionally higher than those for metropolitan businesses and residents
 - across metropolitan and regional many measures achieved best practice satisfaction. Differences to this across locations include:
 - *the crew worked efficiently while they were on site* is less positive for metropolitan businesses, [REDACTED]
 - time taken to arrive to address the fault/service problem achieved higher satisfaction with residents when compared to business (metropolitan businesses – 77%, rural business – 79%)
 - satisfaction with time taken to fully restore your services [REDACTED] for metropolitan businesses (78%) while rural customers overall are more satisfied (regional – 92%, metropolitan – 85%)
 - satisfaction with the overall time taken to complete the works [REDACTED] for metropolitan business (77%)

Water quality

- total satisfaction with water quality increased by 3% this quarter to 81%, [REDACTED] range:
 - this quarter, there is a 7% difference in satisfaction between customer types (83% residential, previously 79%; 76% business, previously 76%)
 - *tap water with an additional filter* (46%), *tap water* (28%) and *rain water/tank water* (18%) were the main sources of drinking water across the samples
 - *colour and pressure of water* remain the top performing attributes in regard to water quality [REDACTED]
[REDACTED]
 - smell/odour
 - overall quality (business only)
 - *taste* continues to be the area of lowest satisfaction with results **Clause 7(1)(a), Clause 7(1)(b)** across both customer types and locations:
 - taste is also a concern for regular drinkers of tap water with no additional filter
 - taste has the highest levels of dissatisfaction among customers surveyed (nearly a quarter of all respondents are dissatisfied with taste)
 - regular drinkers of tap water (with no additional filter) were much more satisfied with the water quality attributes tested compared to those who do not regularly drink tap water

Billing

- in terms of billing:
 - this quarter has seen a slight increase in the percentage of customers who feel SA Water bills are affordable, from 19% to 23%
 - this has been supported by a lift in resident perceptions, which have moved from 18% to 23%. Business has remained relatively stable with a 1% decrease to 21% this quarter
 - customers are feeling more comfortable to pay their bill in full by the due date, with an increase from 64% to 73% this quarter
 - 77% of customers (residential and business alike) have a preference to receive a hard copy in the mail. However, 20% would like to receive their bill by email
 - 37% find the concept of reading their own meter and providing the reading to SA Water appealing (more so residential than business customers)

Written correspondence

- in terms of written correspondence, 48 customers made email contact compared to 10 who wrote a letter
 - last quarter, overall satisfaction with the timeliness of SA Water's response experienced significant increases. This quarter we are experiencing a decrease that has put most levels back to where they were before increases seen last quarter
 - for those who emailed SA Water, satisfaction with timeliness of SA Water's response fell from 73% to 66% this quarter and for those who sent a letter from 86% to 71%
- customers who had emailed SA Water were generally more satisfied with the written response provided by SA Water compared to those who had submitted a letter
- consistent with past results, customers who made contact only once are much more satisfied with the handling of their correspondence compared to those who are required to contact SA Water multiple times to seek resolution (79% vs. 46%)

Connections

- this quarter, overall satisfaction with the office staff rose from 79% - 91%, bringing it within the best practice range. This is driven slightly more by regional customers (97%) compared with metropolitan customers (89%)
- overall satisfaction with field maintenance crew is also almost at best practice levels at 89% this quarter. Again, this is driven by a more positive regional sector (100%) compared to metropolitan (83%)
- other measures sitting within the best practice range include:
 - staff knowledge of products and services – 90%
 - helpfulness of staff – 92%
 - treating people's property with care – 93%

2. About this Report

Context

In 2012, SA Water commenced an enhanced customer research program with a commitment to include quarterly customer satisfaction research with recent contact customers. A new survey was designed in consultation with key internal stakeholders to reflect business needs across the Corporation, in particular regulatory needs and alignment with ESCOSA service standards.

This report provides the results from Quarter 4 2014/15.

Reading the results

newfocus benchmarks for customer satisfaction:



In most instances data is presented as percentages for:

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

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

Sample sizes have been included in all tables as “n”. The n value represents the total number of respondents included in the study and the number of respondents who answered a specific question (excluding ‘don’t know’ responses except where noted). Where sample sizes are small, results should not be considered on their own, rather as an indicator only. In some cases n~ is used. This represents the average number of respondents across two or more questions.

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

The results reference:

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

Survey methodology



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

Customer Type	Location	Sample size
Recent contact customers (residential)	Metro	401
	Regional	100
Sub-total		501
Recent contact customers (business)	Metro	108
	Regional	86
	Both	6
Sub-total		200
Land development/connections	Mix	100
Sub-total		100
TOTAL		801 Customers

Breakdown by touchpoint and call nature

Contact touch point	Call nature	Sample size
Customer Service Centre	Fault/service problem	475
	Account and/or general enquiry	226
	Complaint	-
Land development and/or connection	Land development and/or connection	100
Written contact	Email	58
	Letter contact	
TOTAL		801

Identifying drivers of customer satisfaction

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

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

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

3. Summary of Results

3.1 Overall Customer Satisfaction Results

As illustrated in Figure 1a over the page, overall customer satisfaction with SA Water has remained stable this quarter at 81%. This is still below the SA Water Strategic Plan KPI of 85% [REDACTED]. However, looking back over the last 2 years the longer term trend paints a positive picture with directional uplifts with both residential and business customers.

Further growth in satisfaction is currently being halted by the regional sector which in the last quarter dropped 2% in satisfaction and saw a growth of 4% in those who are dissatisfied. This drop is being driven by regional business where satisfaction has fallen 7% over the last quarter to 79%, [REDACTED].

The following channels have achieved the **highest levels of overall satisfaction** (illustrated in figure 2 overleaf):

- *field maintenance crew - faults (92% resident satisfaction, 92% business satisfaction)*
- *connections office staff (93% resident satisfaction, 100% business satisfaction)*
- *field maintenance crew - connections (90% resident satisfaction, 100% business satisfaction)*

The areas of customer service [REDACTED] were:

- *handling of correspondence (63% residential satisfaction)*
- *keeping you informed of the progress of your query or problem (69% residential satisfaction, 55% business satisfaction)*

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

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

		Residential								Business								Total															
		Q1 13-14 n=824				Q2 13-14 n=868				Q3 13-14 n=764				Q4 13-14 n=831				Q1 14-15 n=573				Q2 14-15 n=565				Q3 14-15 n=561				Q4 14-15 n=563			
		Q1 13-14 n=175				Q2 13-14 n=127				Q3 13-14 n=231				Q4 13-14 n=169				Q1 14-15 n=204				Q2 14-15 n=204				Q3 14-15 n=205				Q4 14-15 n=206			
		Q1 13-14 n=999				Q2 13-14 n=995				Q3 13-14 n=995				Q4 13-14 n=1000				Q1 14-15 n=777				Q2 14-15 n=769				Q3 14-15 n=766				Q4 14-15 n=769			
Overall satisfaction with SA Water	+	78	79	78	79	78	76	81	82	69	63	73	80	81	85	80	80	76	77	77	79	79	78	81	81								
	Neutral	13	13	12	12	12	13	12	11	23	24	17	14	13	8	13	13	15	14	13	13	13	11	12	11								
	-	10	9	10	9	10	11	7	8	8	13	10	7	6	7	6	8	9	9	10	8	9	10	7	8								

* SA Water Strategic Plan KPI (85%)

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

		Metro								Regional								Total															
		Q1 13-14 n=738				Q2 13-14 n=739				Q3 13-14 n=730				Q4 13-14 n=744				Q1 14-15 n=600				Q2 14-15 n=542				Q3 14-15 n=558				Q4 14-15 n=555			
		Q1 13-14 n=261				Q2 13-14 n=256				Q3 13-14 n=265				Q4 13-14 n=256				Q1 14-15 n=172				Q2 14-15 n=226				Q3 14-15 n=202				Q4 14-15 n=208			
		Q1 13-14 n=999				Q2 13-14 n=995				Q3 13-14 n=995				Q4 13-14 n=1000				Q1 14-15 n=777				Q2 14-15 n=769				Q3 14-15 n=766				Q4 14-15 n=769			
Overall satisfaction with SA Water	+	74	77	78	80	79	77	80	81	81	76	75	78	79	82	83	81	76	77	77	79	79	78	81	81								
	Neutral	16	14	13	12	13	12	13	12	10	15	14	14	13	11	11	10	15	14	13	13	13	11	12	11								
	-	9	9	10	8	9	11	7	7	9	9	11	8	8	7	6	10	9	9	10	8	9	10	7	8								

* SA Water Strategic Plan KPI (85%)

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

		Same time last year								Same time last year								Same time last year							
		Metro								Regional								Total							
		Q1 13-14 n=624	Q2 13-14 n=650	Q3 13-14 n=613	Q4 13-14 n=650	Q1 14-15 n=457	Q2 14-15 n=441	Q3 14-15 n=445	Q4 14-15 n=445	Q1 13-14 n=200	Q2 13-14 n=218	Q3 13-14 n=151	Q4 13-14 n=181	Q1 14-15 n=116	Q2 14-15 n=124	Q3 14-15 n=116	Q4 14-15 n=118	Q1 13-14 n=824	Q2 13-14 n=868	Q3 13-14 n=764	Q4 13-14 n=831	Q1 14-15 n=573	Q2 14-15 n=565	Q3 14-15 n=561	Q4 14-15 n=563
Overall satisfaction with SA Water	+	76	79	79	80	78	75	81	81	84	78	77	76	79	80	81	82	78	79	78	79	78	76	81	82
	Neutral	14	12	12	11	12	13	12	11	8	14	12	15	13	10	11	9	13	13	12	12	12	13	12	11
	-	10	9	10	8	10	12	7	7	9	8	11	9	8	10	8	8	10	9	10	9	10	11	7	8

* SA Water Strategic Plan KPI (85%)

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

		Same time last year								Same time last year								Same time last year							
		Metro								Regional								Total							
		Q1 13-14 n=114	Q2 13-14 n=89	Q3 13-14 n=117	Q4 13-14 n=94	Q1 14-15 n=143	Q2 14-15 n=101	Q3 14-15 n=113	Q4 14-15 n=110	Q1 13-14 n=61	Q2 13-14 n=38	Q3 13-14 n=114	Q4 13-14 n=75	Q1 14-15 n=56	Q2 14-15 n=102	Q3 14-15 n=86	Q4 14-15 n=90	Q1 13-14 n=175	Q2 13-14 n=127	Q3 13-14 n=231	Q4 13-14 n=169	Q1 14-15 n=204	Q2 14-15 n=204	Q3 14-15 n=205	Q4 14-15 n=206
Overall satisfaction with SA Water	+	67	62	73	78	81	84	77	79	72	66	74	83	79	85	86	79	69	63	73	80	81	85	80	80
	Neutral	27	26	18	15	14	6	15	15	16	18	17	12	13	11	10	10	23	24	17	14	13	8	13	13
	-	6	12	9	7	5	10	8	5	11	16	10	5	9	4	3	11	8	13	10	7	6	7	6	8

* SA Water Strategic Plan KPI (85%)

Figure 2: Summary Results

		% response				
		Residential	Business	Metropolitan	Regional	Total
Overall satisfaction with the Customer Service Centre	+	90	86	89	88	89
	Neutral	5	9	6	5	6
	-	6	5	5	7	5
SA Water keeping you informed of the progress of your query or problem	+	69	55	64	68	65
	Neutral	11	16	12	12	12
	-	20	29	24	20	23
SA Water's efforts to resolve your query or problem	+	81	81	80	83	81
	Neutral	7	7	8	5	7
	-	12	12	12	12	12
Overall satisfaction with field maintenance crew	+	92	92	91	93	92
	Neutral	6	3	5	4	5
	-	3	4	3	2	3
The overall quality of the water	+	83	76	81	80	81
	Neutral	12	17	14	13	13
	-	5	7	6	6	6
Overall, how satisfied were you with the handling of your correspondence	+	63	75	68	58	65
	Neutral	8	-	5	11	7
	-	29	25	26	32	28
Overall satisfaction with the connections office staff	+	93	100	93	95	94
	Neutral	5	-	5	5	5
	-	2	-	2	-	2
Overall satisfaction with field maintenance crew (Connections)	+	90	100	86	100	91
	Neutral	5	-	7	-	5
	-	5	-	7	-	5
Ease of doing business	+	88	85	87	87	87
	Neutral	6	9	7	7	7
	-	6	6	6	6	6
Supplier of choice	+	80	84	80	83	81
	Neutral	12	13	13	11	12
	-	8	4	7	6	7
Overall satisfaction with SA Water	+	82	80	81	81	81
	Neutral	11	13	12	10	11
	-	8	8	7	10	8

Figure 2: Summary Results continued

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

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

		% response				
		Residential	Business	Metropolitan	Regional	Total
Advocacy	Promoters	48	44	46	50	47
	Passively satisfied	26	32	28	26	27
	Passive detractors	14	13	14	14	14
	Vocal detractors	12	12	12	10	12
	Advocacy score	22.7	19.2	19.5	25.6	21.8

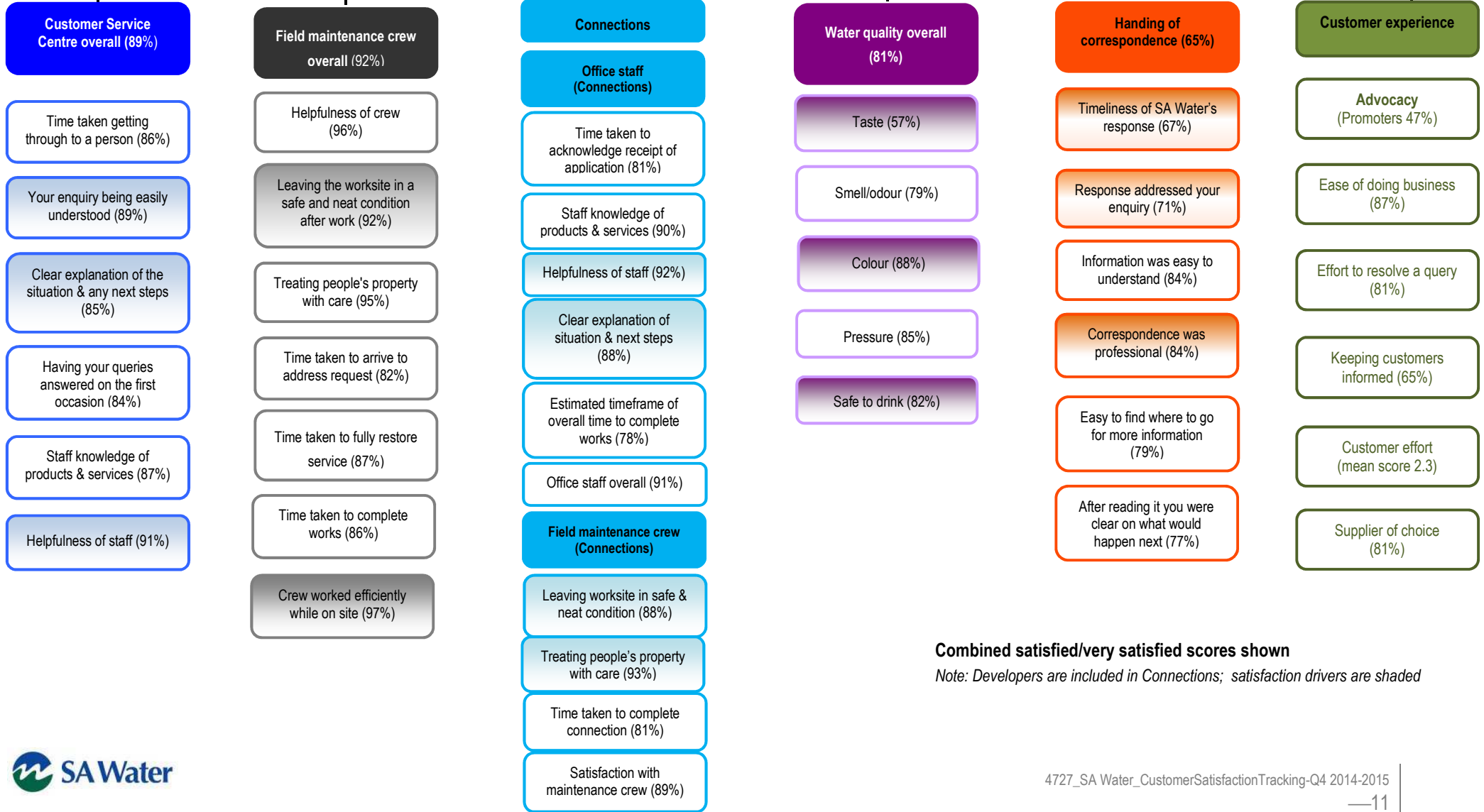
How much effort did you personally have to put forth to handle your request?

Customer effort	Mean score	2.3	2.3	2.3	2.4	2.3
1.0 Very Low Effort	2.0	3.0	4.0	5.0 Very High Effort		

Figure 2a: Advocacy by touchpoint

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

SA Water Overall Satisfaction (81%)



Combined satisfied/very satisfied scores shown

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

3.2 Customer Satisfaction Results – Aligned with ESCOSA Service Standards

Figure 3: Customer Satisfaction with Timeliness – split by location

		Customer Satisfaction % response		
		Metropolitan	Regional	Total
Telephone Responsiveness				
Time taken in getting through to a person	+	86	84	86
	Neutral	10	11	10
	-	4	5	4
Timeliness of Attendance at Water Breaks, Bursts and Leaks				
Time taken to attend to address fault/service problem	+	75	83	78
	Neutral	12	8	10
	-	13	10	12
Timeliness of Water Services Restoration				
Time taken to restore the water service	+	83	92	86
	Neutral	9	4	7
	-	8	5	7
Timeliness of the Connections				
Time taken to complete the connection	+	80	91	84
	Neutral	4	5	4
	-	15	5	12
Timeliness of Sewerage Service Restoration				
Time taken to restore the sewerage service* (Metro n=112, Regional n=2)	+	88	100	88
	Neutral	3	-	3
	-	9	-	9
Timeliness of Sewerage Overflow Attendance				
Time taken to attend to the sewerage overflow* (Metro n=40, Regional n=1)	+	85	100	85
	Neutral	6	-	6
	-	9	-	8
Timeliness of Sewerage Overflow Clean up				
Time taken to clean up the sewerage overflow* (Metro n=38, Regional n=1)	+	90	100	91
	Neutral	2	-	2
	-	7	-	7

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

4. Results by Channel / Customer Service Area

4.1 Customer service centre (CSC)

All CSC attributes continue to sit [redacted] for both customer types and in both locations as illustrated in Figure 4. Of the CSC attributes measured, *having questions answered on the first occasion* have the highest levels of dissatisfaction (10%).

Residential customers continue to respond more positively compared to the business sample across most of the attributes measured. Similarly, metropolitan callers remain slightly more satisfied than their regional counterparts.

Encouragingly, overall satisfaction with the customer service centre is [redacted] at 89%, driven up by residents who are 4% more satisfied than business. Businesses are in line with residents with the proportion of dissatisfied customers. There is only a small difference between metro and regional customers with metro only 1% more satisfied than regional.

Figure 4: Customer Satisfaction with the customer service centre (Q7)

		% response		
		Residential n~452	Business n~187	Total n~639
Time taken in getting through to a person	+	87	81	86
	Neutral	8	16	10
	-	5	3	4
Your enquiry being easily understood	+	91	86	89
	Neutral	5	9	6
	-	4	5	4
Clear explanation of the situation and any next steps	+	86	81	85
	Neutral	6	11	8
	-	7	8	8
Having your questions answered on the first occasion	+	85	82	84
	Neutral	5	9	7
	-	10	8	10
Staff knowledge of products and services	+	89	84	87
	Neutral	5	10	7
	-	6	6	6
Helpfulness of staff	+	92	91	91
	Neutral	4	5	4
	-	5	4	4
Overall satisfaction with customer service centre	+	90	86	89
	Neutral	5	9	6
	-	6	5	5

Figure 4a: Customer Satisfaction with the customer service centre – split by location (Q7)

		% response		
		Metropolitan n~468	Regional n~165	Total n~639
Time taken in getting through to a person	+	86	84	86
	Neutral	10	11	10
	-	4	5	4
Your enquiry being easily understood	+	90	88	89
	Neutral	7	7	6
	-	4	5	4
Clear explanation of the situation and any next steps	+	86	81	85
	Neutral	8	9	8
	-	7	10	8
Having your questions answered on the first occasion	+	83	86	84
	Neutral	6	7	7
	-	10	8	10
Staff knowledge of products and services	+	88	85	87
	Neutral	7	8	7
	-	6	7	6
Helpfulness of staff	+	92	90	91
	Neutral	4	5	4
	-	4	5	4
Overall satisfaction with customer service centre	+	89	88	89
	Neutral	6	5	6
	-	5	7	5

Figure 5: Drivers of Satisfaction (Ranked in order of importance) – Customer Service Centre

Customer Service Centre	Satisfaction Score (% satisfied)
Your enquiry being easily understood	89
Helpfulness of staff	91
Clear explanation of the situation and any next steps	85

4.2 Faults and Service Problems

Faults and service problems key findings

Field maintenance crews

Overall, results remain at best practice standards with 92% overall satisfaction with the service provided by field maintenance. Residents and businesses both rate satisfaction at the same level (92%).

Best practice satisfaction levels (above 90% combined satisfied and very satisfied results) were achieved among both the residential and business segments for crew performance with regard to:

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

Faults and service problems timeliness

This quarter has seen improvement in satisfaction with timeliness, especially amongst the business group:

- time taken to arrive to address the fault/service problem has increased by 5% to 78% this quarter
- overall time taken to complete the works has increased 1% to 80%

Results by location

Satisfaction among regionally based businesses and residents are directionally higher than those for metropolitan businesses and residents.

Across metropolitan and regional many measures achieved best practice satisfaction. Differences to this across locations include:

- the crew worked efficiently while they were on site is less positive for metropolitan businesses, [redacted]
- time taken to arrive to address the fault/service problem achieved higher satisfaction with residents when compared to business (metropolitan businesses – 77%; rural business – 79%)
- satisfaction with time taken to fully restore your services is [redacted], with rural customers overall are more satisfied (regional – 92%; metropolitan – 85%)
- satisfaction with the overall time taken to complete the works [redacted]

Figures 8–10a provide a summary of the results by location (metro and regional) and by region. Analysis of the segmented data provides further details.

Figure 6: Customer Satisfaction with faults and services (Q16, Q17)

Fault/Service problem		% response		
		Residential n~210	Business n~111	Total n~321
Helpfulness of crew	+	96 (n=132)	94 (n=68)	96 (n=200)
	Neutral	4 (n=5)	4(n=3)	4 (n=8)
	-	-	1 (n=1)	0 (n=1)
Leaving the worksite in a safe and neat condition after work	+	91 (n=240)	95 (n=128)	92 (n=368)
	Neutral	6 (n=15)	3 (n=4)	5 (n=19)
	-	4 (n=10)	2 (n=3)	3 (n=13)
Treating people's property with care	+	93 (n=238)	98 (n=132)	95 (n=370)
	Neutral	5 (n=13)	1 (n=2)	4 (n=15)
	-	2 (n=4)	1 (n=1)	1 (n=5)
The crew worked efficiently while they were on site	+	98 (n=136)	94 (n=67)	97 (n=203)
	Neutral	1 (n=1)	1 (n=1)	1 (n=2)
	-	1 (n=2)	4 (n=3)	2 (n=5)
Overall satisfaction with field maintenance crew	+	92 (n=249)	92 (n=132)	92 (n=381)
	Neutral	6 (n=16)	3 (n=5)	5 (n=21)
	-	3 (n=7)	4 (n=6)	3 (n=13)
Time taken to arrive to address the fault/service problem	+	84 (n=229)	78 (n=116)	82 (n=345)
	Neutral	7 (n=19)	11 (n=16)	8 (n=35)
	-	9 (n=26)	11 (n=17)	10 (n=43)
Time taken to fully restore your services	+	88 (n=221)	84 (n=113)	87 (n=334)
	Neutral	6 (n=15)	5 (n=7)	6 (n=22)
	-	6 (n=15)	10 (n=14)	8 (n=29)
Time taken to clean up after the sewer overflow*	+	91 (n=29)	91 (n=10)	91 (n=39)
	Neutral	3 (n=1)	-	2 (n=1)
	-	6 (n=2)	9 (n=1)	7 (n=3)
The overall time taken to complete the works	+	89 (n=232)	80 (n=119)	86 (n=351)
	Neutral	5 (n=13)	9 (n=13)	6 (n=26)
	-	6 (n=17)	11 (n=16)	8 (n=33)

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

Note: we spoke to 54 customers (42 residents, 12 businesses) about sewer overflow incidents, 11 of whom were unable to rate SA Water on the time taken to clean up after the incident.

Figure 7: Drivers of Satisfaction (Ranked in order of importance) – Faults and Services

Faults and Services	Satisfaction Score (% satisfied)
The crew worked efficiently while they were on site	97
Leaving the worksite in a safe and neat condition after work	92

Results by location

Figure 8: Customer Satisfaction with faults and services – split by location (Q16, Q17)

		% response					
		Metropolitan			Regional		
		Resident (n~185)	Business (n~62)	Total (n~246)	Residential (n~28)	Business (n~46)	Total (n~71)
Helpfulness of crew*	+	97 (n=116)	92 (n=35)	96 (n=151)	94 (n=16)	97 (n=32)	96 (n=48)
	Neutral	3 (n=4)	5 (n=2)	4 (n=6)	6 (n=1)	3 (n=1)	4 (n=2)
	-	-	3 (n=1)	1 (n=1)	-	-	-
Leaving the worksite in a safe and neat condition after work	+	90 (n=209)	97 (n=74)	92 (n=283)	94 (n=31)	91 (n=50)	92 (n=81)
	Neutral	6 (n=13)	-	4 (n=13)	6 (n=2)	7 (n=4)	7 (n=6)
	-	4 (n=10)	3 (n=2)	4 (n=12)	-	2 (n=1)	1 (n=1)
The crew worked efficiently while they were on site	+	98 (n=119)	89 (n=33)	96 (n=152)	100 (n=17)	100 (n=33)	100 (n=50)
	Neutral	1 (n=1)	3 (n=1)	1 (n=2)	-	-	-
	-	2 (n=2)	8 (n=3)	3 (n=5)	-	-	-
Treating people's property with care	+	93 (n=207)	97 (n=74)	94 (n=281)	97 (n=31)	98 (n=54)	98 (n=85)
	Neutral	5 (n=12)	1 (n=1)	4 (n=13)	3 (n=1)	2 (n=1)	2 (n=2)
	-	2 (n=4)	1 (n=1)	2 (n=5)	-	-	-
Overall satisfaction with field maintenance crew	+	91 (n=218)	91 (n=73)	91 (n=291)	94 (n=31)	93 (n=54)	93 (n=85)
	Neutral	6 (n=14)	4 (n=3)	5 (n=17)	6 (n=2)	3 (n=2)	4 (n=4)
	-	3 (n=7)	5 (n=4)	3 (n=11)	-	3 (n=2)	2 (n=2)
Time taken to arrive to address the fault/service problem	+	83 (n=199)	77 (n=63)	81 (n=262)	91 (n=30)	79 (n=49)	83 (n=79)
	Neutral	7 (n=17)	12 (n=10)	8 (n=27)	6 (n=2)	8 (n=5)	7 (n=7)
	-	10 (n=25)	11 (n=9)	11 (n=34)	3 (n=1)	13 (n=8)	9 (n=9)
Time taken to fully restore your services	+	87 (n=193)	78 (n=58)	85 (n=251)	93 (n=28)	91 (n=51)	92 (n=79)
	Neutral	6 (n=14)	7 (n=5)	6 (n=19)	3 (n=1)	4 (n=2)	3 (n=3)
	-	6 (n=14)	15 (n=11)	8 (n=25)	3 (n=1)	5 (n=3)	5 (n=4)
Time taken to clean up after the sewer overflow*	+	91 (n=29)	90 (n=9)	90 (n=38)	-	100 (n=1)	100 (n=1)
	Neutral	3 (n=1)	-	2 (n=1)	-	-	-
	-	6 (n=2)	10 (n=1)	7 (n=3)	-	-	-
The overall time taken to complete the works	+	88 (n=203)	77 (n=64)	85 (n=267)	94 (n=29)	84 (n=51)	87 (n=80)
	Neutral	5 (n=12)	8 (n=7)	6 (n=19)	3 (n=1)	10 (n=6)	8 (n=7)
	-	7 (n=16)	14 (n=12)	9 (n=28)	3 (n=1)	7 (n=4)	5 (n=5)

*please interpret results with caution due to small sample sizes

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

		% response					
		Metro North n~132	Metro South n~124	Outer Metro n~33	Northern n~29	South East n~10	Eyre n~14
Helpfulness of crew	+	99 (n=70)	94 (n=82)	91 (n=20)	100 (n=14)	80 (n=4)	100 (n=10)
	Neutral	1 (n=1)	5 (n=4)	9 (n=2)	-	20 (n=1)	-
	-	-	1 (n=1)	-	-	-	-
Leaving the worksite in a safe and neat condition after work	+	90 (n=141)	93 (n=140)	94 (n=33)	91 (n=29)	90 (n=9)	100 (n=16)
	Neutral	6 (n=10)	3 (n=4)	6 (n=2)	6 (n=2)	10 (n=1)	-
	-	4 (n=6)	4 (n=6)	-	3 (n=1)	-	-
Treating people's property with care	+	93 (n=142)	95 (n=139)	97 (n=31)	100 (n=32)	91 (n=10)	100 (n=16)
	Neutral	5 (n=7)	4 (n=6)	3 (n=1)	-	9 (n=1)	-
	-	2 (n=3)	1 (n=2)	-	-	-	-
Overall satisfaction with field maintenance crew	+	91 (n=148)	92 (n=144)	92 (n=33)	94 (n=30)	91 (n=10)	100 (n=16)
	Neutral	5 (n=8)	5 (n=8)	8 (n=3)	3 (n=1)	9 (n=1)	-
	-	4 (n=7)	3 (n=5)	-	3 (n=1)	-	-
Time taken to arrive to address the fault/service problem	+	78 (n=129)	87 (n=135)	69 (n=27)	91 (n=31)	91 (n=10)	76 (n=13)
	Neutral	11 (n=19)	5 (n=8)	18 (n=7)	-	-	6 (n=1)
	-	11 (n=18)	8 (n=13)	13 (n=5)	9 (n=3)	9 (n=1)	18 (n=3)
Time taken to fully restore your services	+	83 (n=130)	88 (n=122)	88 (n=29)	93 (n=28)	100 (n=11)	88 (n=14)
	Neutral	8 (n=12)	4 (n=6)	9 (n=3)	3 (n=1)	-	-
	-	9 (n=14)	8 (n=11)	3 (n=1)	3 (n=1)	-	13 (n=2)
Time taken to clean up after the sewer overflow	+	86 (n=24)	100 (n=14)	-	-	-	100 (n=1)
	Neutral	4 (n=1)	-	-	-	-	-
	-	11 (n=3)	-	-	-	-	-
The overall time taken to complete the works	+	85 (n=140)	87 (n=129)	80 (n=28)	91 (n=31)	100 (n=11)	75 (n=12)
	Neutral	7 (n=11)	4 (n=6)	20 (n=7)	3 (n=1)	-	6 (n=1)
	-	8 (n=14)	9 (n=14)	-	6 (n=2)	-	19 (n=3)

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

Figure 9a: Customer Satisfaction with faults and services - split by fault (Q16, Q17)

Metropolitan		% response																						
		Business							Residential							Total								
		Water			Sewer				Other (n~3)	Water			Sewer				Other (n~2)	Water			Sewer			Other (n~5)
		Meter (n~28)	Road (n~5)	Other (n~13)	Block (n~13)	O/flow (n~9)	Other (n~1)	Meter (n~73)		Road (n~20)	Other (n~18)	Block (n~66)	O/flow (n~33)	Other (n~4)	Meter (n~101)	Road (n~25)		Other (n~30)	Block (n~79)	O/flow (n~43)	Other (n~5)			
Helpfulness of crew	+	92	60	100	100	100	100	100	100	100	82	98	100	100	-	97	88	87	98	100	100	75		
	Neutral	-	40	-	-	-	-	-	-	-	18	2	-	-	100	-	12	13	2	-	-	25		
	-	8	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-		
Leaving worksite in safe & neat condition after work	+	100	80	100	100	91	100	100	90	81	79	96	91	75	100	93	81	87	96	91	80	100		
	Neutral	-	-	-	-	-	-	-	6	19	11	-	3	25	-	4	15	6	-	2	20	-		
	-	-	20	-	-	9	-	-	4	-	11	4	6	-	-	3	4	6	4	7	-	-		
Treating people's property with care	+	100	100	92	100	90	100	100	91	82	83	99	97	75	100	94	86	87	99	95	80	100		
	Neutral	-	-	8	-	-	-	-	6	12	11	1	3	25	-	5	9	10	1	2	20	-		
	-	-	-	-	10	-	-	-	3	6	6	-	-	-	-	2	5	3	-	2	-	-		
Overall satisfaction with field maintenance crew	+	97	60	79	100	91	100	100	90	91	85	96	92	75	50	92	86	82	97	91	83	80		
	Neutral	-	40	7	-	-	-	-	4	9	10	4	8	25	-	3	14	9	3	6	17	-		
	-	3	-	14	-	9	-	-	6	-	5	-	-	-	50	5	-	9	-	2	-	20		
Time taken arrive/ address fault/ service problem	+	83	50	63	79	80	100	100	80	62	74	93	86	100	50	81	59	69	91	85	100	75		
	Neutral	10	33	19	7	10	-	-	6	24	16	3	5	-	-	7	26	17	3	6	-	-		
	-	7	17	19	14	10	-	-	14	14	11	4	8	-	50	12	15	14	6	9	-	25		
Time taken to fully restore your services	+	87	60	64	69	88	100	100	86	80	89	91	94	25	-	86	76	78	88	93	40	100		
	Neutral	3	-	21	-	13	-	-	8	15	11	-	3	50	-	7	12	16	-	5	40	-		
	-	10	40	14	31	-	-	-	6	5	-	9	3	25	-	7	12	6	13	2	20	-		
Time taken to clean up after sewer overflow	+	-	-	-	-	90	-	-	-	-	-	-	91	-	-	-	-	-	-	90	-	-		
	Neutral	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	2	-	-		
	-	-	-	-	-	10	-	-	-	-	-	-	6	-	-	-	-	-	-	7	-	-		
Overall time taken to complete works	+	88	50	56	79	82	100	100	88	75	83	93	97	50	-	88	70	71	90	94	60	75		
	Neutral	6	33	19	-	-	-	-	4	17	6	1	3	25	100	4	20	12	1	2	20	25		
	-	6	17	25	21	18	-	-	9	8	11	6	-	25	-	8	10	18	9	4	20	-		

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

Figure 9a: Customer Satisfaction with faults and services - split by fault (Q16, Q17) continued

Regional		% response												
		Business					Residential			Total				
		Water			Sewer		Water			Water			Sewer	
		Meter (n~34)	Road (n~8)	Other (n~11)	Blockage (n~1)	Overflow (n~1)	Meter (n~20)	Road (n~4)	Other (n~6)	Meter (n~54)	Road (n~12)	Other (n~17)	Blockage (n~1)	Overflow (n~1)
Helpfulness of crew	+	100	75	100	100	100	50	100	100	67	100	100	100	
	Neutral	-	25	-	-	-	50	-	-	33	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	
Leaving worksite in safe & neat condition after work	+	97	67	90	-	100	95	80	100	96	71	94	100	
	Neutral	-	33	10	-	-	5	20	-	2	29	6	-	
	-	3	-	-	-	-	-	-	-	2	-	-	-	
Treating people's property with care	+	100	88	100	100	100	75	100	100	83	100	100	100	
	Neutral	-	13	-	-	-	25	-	-	17	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	
Overall satisfaction with field maintenance crew	+	92	100	91	100	100	91	100	100	91	100	94	100	
	Neutral	6	-	-	-	-	9	-	-	7	-	-	-	
	-	3	-	9	-	-	-	-	-	2	-	6	-	
Time taken arrive/ address fault/ service problem	+	71	89	92	100	100	91	100	83	78	93	89	100	
	Neutral	11	11	-	-	-	5	-	17	8	7	5	-	
	-	18	-	8	-	-	5	-	-	13	-	5	-	
Time taken to fully restore your services	+	89	100	92	100	100	95	100	83	91	100	89	100	
	Neutral	6	-	-	-	-	-	-	17	4	-	5	-	
	-	6	-	8	-	-	5	-	-	5	-	5	-	
Time taken to clean up after sewer overflow	+	-	-	-	-	100	-	-	-	-	-	-	100	
	Neutral	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	
Overall time taken to complete works	+	79	89	92	100	100	95	100	83	85	92	89	100	
	Neutral	11	11	8	-	-	-	-	17	7	8	11	-	
	-	11	-	-	-	-	5	-	-	8	-	-	-	

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

Figure 9a: Customer Satisfaction with faults and services - split by fault (Q16, Q17) continued

Total		% response													
		Residential							Business						
		Water			Sewer			Other (n~2)	Water			Sewer			Other (n~4)
		Meter (n~93)	Road (n~24)	Other (n~23)	Blockage (n~66)	Overflow (n~33)	Other (n~4)		Meter (n~64)	Road (n~13)	Other (n~24)	Blockage (n~15)	Overflow (n~10)	Other (n~1)	
Helpfulness of crew	+	100	93	88	98	100	100	-	97	67	100	100	100	100	
	Neutral	-	7	13	2	-	-	100	-	33	-	-	-	-	
	-	-	-	-	-	-	-	-	3	-	-	-	-	-	
Leaving worksite in safe & neat condition after work	+	91	81	84	96	91	75	100	99	71	95	100	92	100	
	Neutral	6	19	8	-	3	25	-	-	21	5	-	-	-	
	-	3	-	8	4	6	-	-	1	7	-	-	8	-	
Treating people's property with care	+	93	81	88	99	97	75	100	100	92	96	100	91	100	
	Neutral	5	14	8	1	3	25	-	-	8	4	-	-	-	
	-	2	5	4	-	-	-	-	-	-	-	-	9	-	
Overall satisfaction with field maintenance crew	+	90	93	88	96	92	75	50	94	86	84	100	92	100	
	Neutral	5	7	8	4	8	25	-	3	14	4	-	-	-	
	-	5	-	4	-	-	-	50	3	-	12	-	8	-	
Time taken arrive/ address fault/ service problem	+	82	69	76	93	86	100	50	77	73	76	81	82	100	
	Neutral	6	19	16	3	5	-	-	10	20	10	6	9	-	
	-	12	12	8	4	8	-	50	13	7	14	13	9	-	
Time taken to fully restore your services	+	88	83	88	91	94	25	-	88	80	78	73	89	100	
	Neutral	6	13	13	-	3	50	-	4	-	11	-	11	-	
	-	6	4	-	9	3	25	-	7	20	11	27	-	-	
Time taken to clean up after sewer overflow	+	-	-	-	-	91	-	-	-	-	-	-	91	-	
	Neutral	-	-	-	-	3	-	-	-	-	-	-	-	-	
	-	-	-	-	-	6	-	-	-	-	-	-	9	-	
Overall time taken to complete works	+	89	79	83	93	97	50	-	83	73	71	81	83	100	
	Neutral	3	14	8	1	3	25	100	8	20	14	-	-	-	
	-	8	7	8	6	-	25	-	8	7	14	19	17	-	

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

Figure 10: Tracking: Customer Satisfaction with faults & services – metro areas – split by quarter (Q16, Q17)

		% response															
		Metropolitan North								Metropolitan South							
		Q1 2013- 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2014	Q2 2014	Q3 2015	Q4 2015	Q1 2013- 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2014	Q2 2014	Q3 2015	Q4 2015
Helpfulness of crew	+	87	93	93	94	93	97	91	99	92	96	92	94	91	95	89	94
	Neutral	7	5	3	3	6	-	6	1	4	2	2	3	5	3	5	5
	-	6	2	4	3	1	3	2	-	3	2	6	2	4	3	6	1
Leaving the worksite in a safe and neat condition after completing the work	+	86	94	95	91	91	89	95	90	93	94	93	91	88	94	89	93
	Neutral	5	3	2	4	8	5	2	6	2	5	2	5	5	3	5	3
	-	10	3	3	5	1	5	2	4	4	2	4	3	7	3	6	4
Treating people's property with care	+	91	97	97	95	94	92	97	93	98	94	95	95	91	91	96	95
	Neutral	5	2	2	3	5	3	2	5	1	3	1	3	5	5	2	4
	-	5	1	1	3	1	4	1	2	1	2	4	2	4	4	2	1
Overall satisfaction with field maintenance crew	+	84	93	93	92	90	90	92	91	93	89	92	90	88	91	91	92
	Neutral	7	3	3	4	6	5	4	5	4	6	3	6	7	4	1	5
	-	9	3	4	4	4	5	5	4	3	5	5	4	5	5	8	3
Time taken to arrive to address the fault/service problem	+	60	78	85	81	71	79	76	78	78	81	81	80	75	77	84	87
	Neutral	12	9	6	6	12	10	11	11	11	8	4	7	10	6	7	5
	-	28	13	10	12	17	12	13	11	11	12	15	13	15	17	8	8
Time taken to fully restore your services	+	80	88	88	91	88	84	84	83	84	85	86	85	85	84	87	88
	Neutral	6	6	3	3	5	8	4	8	10	7	4	9	5	9	3	4
	-	13	6	9	7	7	8	12	9	6	8	10	6	10	7	10	8
Time taken to clean up after the sewer overflow	+	76	74	75	96	90	92	85	86	86	80	95	83	83	82	92	100
	Neutral	6	21	-	4	-	-	8	4	5	13	5	17	8	9	8	-
	-	18	5	25	-	10	8	8	11	10	7	-	-	8	9	-	-
The overall time taken to complete the works	+	74	84	88	89	81	84	80	85	89	87	86	85	81	82	88	87
	Neutral	8	6	3	5	8	8	9	7	5	6	4	5	5	7	3	4
	-	18	10	9	7	11	8	11	8	6	7	11	10	13	11	9	9


Figure 10a: Tracking: Customer Satisfaction with faults & services – by region – split by quarter (Q16, Q17)

		% response															
		Metropolitan								Regional							
		Q1 2013- 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2014	Q2 2014	Q3 2015	Q4 2015	Q1 2013- 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2014	Q2 2014	Q3 2015	Q4 2015
Overall satisfaction with field maintenance crew	+	88	92	92	91	90	91	91	91	95	93	90	95	97	90	94	93
	Neutral	6	4	3	5	6	4	3	5	3	3	3	2	2	7	4	4
	-	6	4	4	4	4	5	7	3	2	4	7	3	2	3	2	2
The overall time taken to complete the works	+	80	86	87	87	82	83	84	85	91	88	87	93	92	88	90	87
	Neutral	7	6	4	5	7	8	6	6	5	6	3	3	4	7	7	8
	-	13	9	9	8	12	9	10	9	4	6	10	4	3	5	3	5

4.3 Customer experience

Customer experience key findings

Customer satisfaction with SA Water's efforts to resolve a query or problem was 81% (consistent for residents and business). The majority of customers only had to contact SA Water once about their query (66%).

SA Water's efforts in keeping customers informed about the progress of their query continues to receive poor ratings  Business customers continued to be less satisfied with SA Water's efforts with a 5% decrease from last quarter. This has extended the gap on this measure between residential (69%) and business (65%).

Customer effort

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

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

The total customer effort score for dealing with SA Water has remained consistent with last quarter at 2.3. Of the customer touchpoints measured, the customer effort score is lowest for faults customers (2.1) and highest for written correspondence (2.8).

More effort is required for businesses when dealing with accounts/general enquires (business 3.0, residential 2.6), this is assumingly due to the more complex nature of business accounts and enquiries.

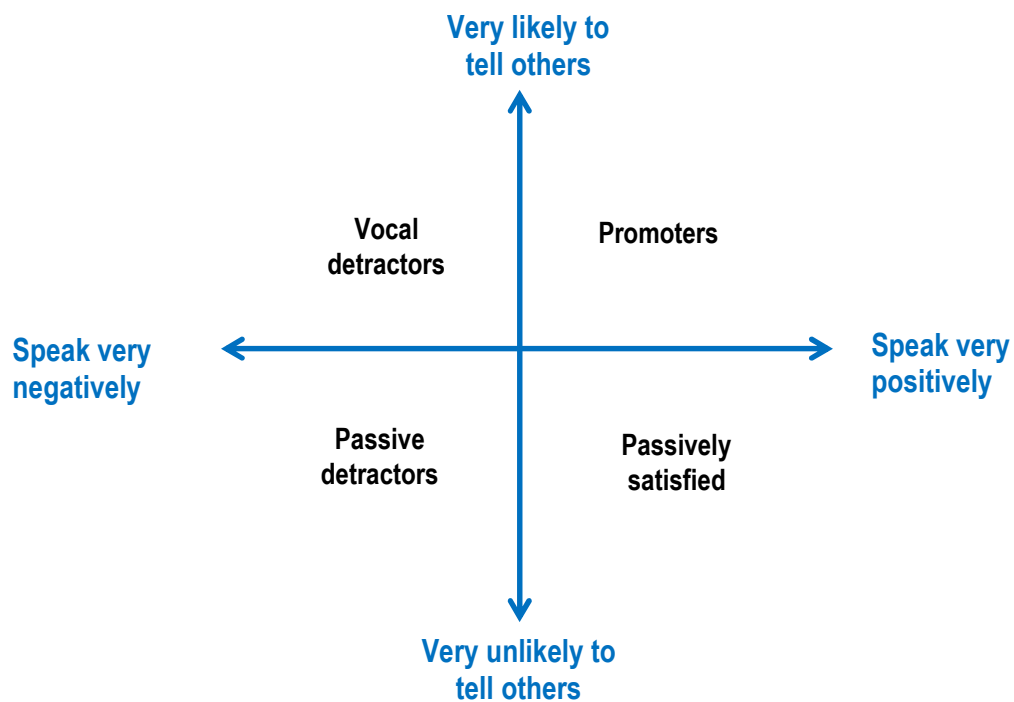
	Mean score		
	Residential	Business	Total
Faults	2.0	2.2	2.1
Accounts/general enquiries	2.6	3.0	2.6
Written correspondence	2.8	2.9	2.8
Connections	2.6	2.7	2.6
Total customer effort	2.3	2.3	2.3
1.0 Very Low Effort	2.0	3.0	4.0
			5.0 Very High Effort

Advocacy

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

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

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



Overall, 44% of business and 48% of residential customers were likely to tell others about their SA Water experience and likely to speak positively. Conversely, 12% of business and 12% of residential customers were likely to tell others about their SA Water experience and likely to speak negatively.

Supplier of choice

If given a choice of provider 84% of customers would choose SA Water. These levels have increased since last quarter (was 80%).

Figure 11: Customer Satisfaction with problem resolution (Q10N13)

		% response		
		Residential n~510	Business n~185	Total n~695
Satisfaction with SA Water's efforts to resolve your query or problem	+	81	81	81
	Neutral	7	7	7
	-	12	12	12
SA Water keeping you informed of the progress of your query or problem	+	69	55	65
	Neutral	11	16	12
	-	20	29	23

Figure 11a: Satisfaction with SA Water's effort by touchpoint (Q10N13)

	% response				
	Residential	Business	Metro	Regional	Total
Faults	87	83	84	91	86
Accounts/general enquiries	70	63	70	69	69
Written correspondence	61	75	63	63	63
Connections	84	100	78	88	82
Total effort by SA Water to resolve your query or problem	81	81	80	83	81

Figure 12: How many times did you contact SA Water to resolve this specific issue (Q14N13)

	% response		
	Residential n=560	Business n=205	Total n=765
Once	66	68	66
Twice	17	16	17
Three times	5	4	5
Four times	3	4	3
Five or more times	5	4	5
Still unresolved	5	3	4

Figure 13: Ease of doing business (Q19N14)

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

		% response		
		Residential n=561	Business n=206	Total n=767
Ease of doing business with SA Water	+	88	85	87
	Neutral	6	9	7
	-	6	6	6

Figure 14: Customer effort by touchpoint (Q21N14)

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

	Mean score		
	Residential	Business	Total
Faults	2.0	2.2	2.1
Accounts/general enquiries	2.6	3.0	2.6
Written correspondence	2.8	2.9	2.8
Connections	2.6	2.7	2.6
Total customer effort	2.3	2.3	2.3

1.0 Very Low Effort 2.0 3.0 4.0 5.0 Very High Effort

Figure 15: Supplier of choice (Q22N14)

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

		% response		
		Residential n=465	Business n=165	Total n=630
Likelihood to choose SA Water for a water and sewerage provider	+	80	81	84
	Neutral	12	12	13
	-	8	7	4

Figure 16: Last contact type (Q51) - was this the preferred way of contact (Q35N14)

	% response			
	Phone		Written	
	Yes	No	Yes	No
Residential	98	2	77	23
Business	96	4	100	-
Total	98	2	80	20

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

Figure 17: Preferred way to be contacted by SA Water (Q18N14)

	n response	
	Contacted by phone n=16	Contacted by written correspondence n=11
Over the phone	4	8
Email	6	1
Other (not specified)	2	1

Figure 18a: Advocacy – Total (Q36n14, Q37n14)

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

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

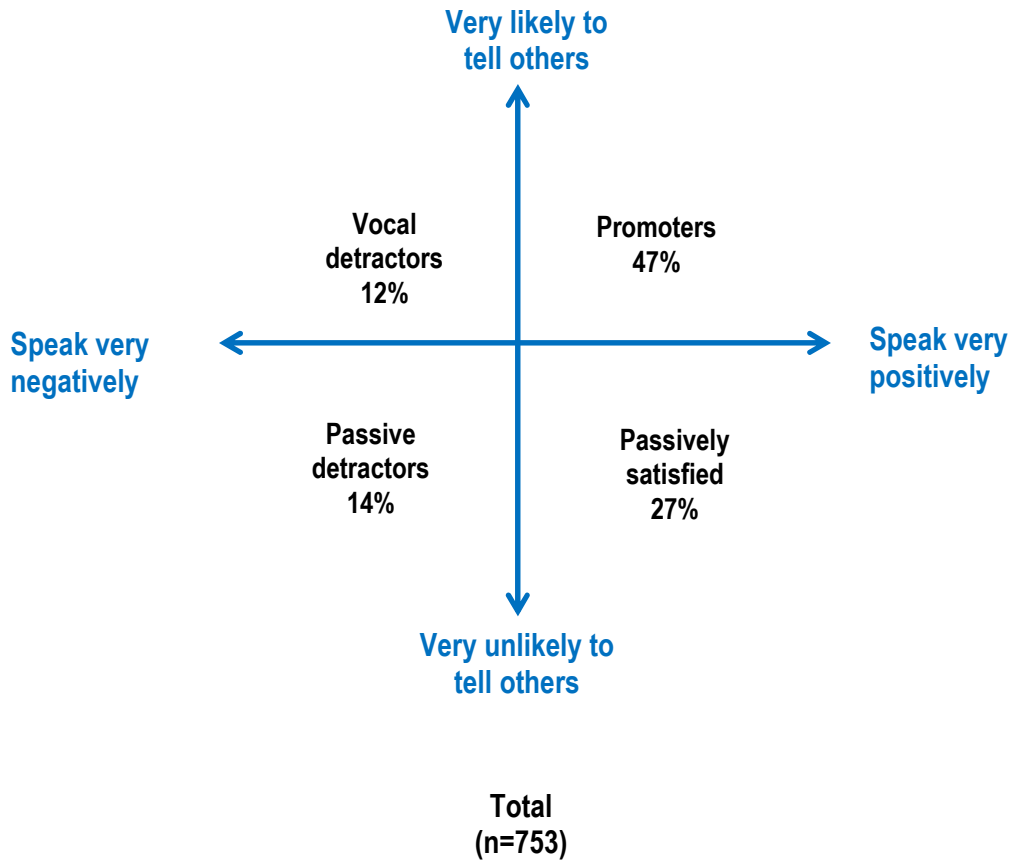


Figure 18b: Advocacy – Residential (Q36n14, Q37n14)

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

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

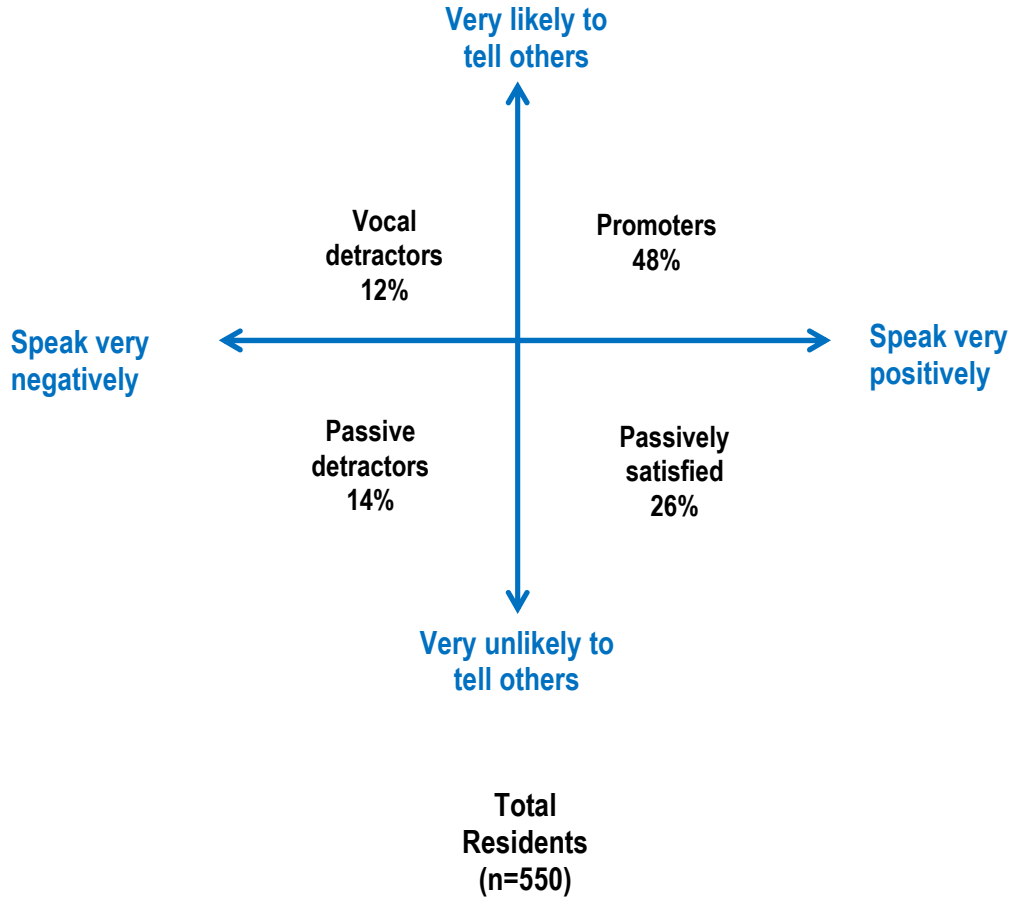
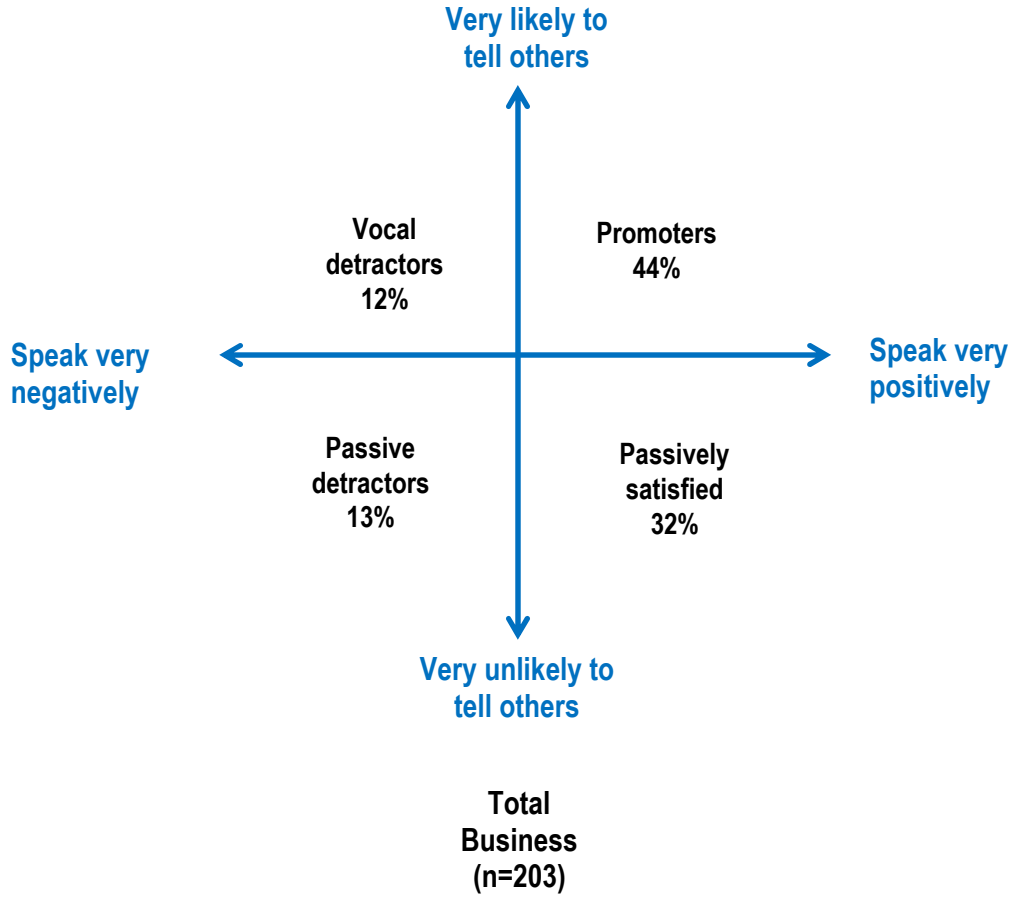


Figure 18c: Advocacy – Business (Q36n14, Q37n14)

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

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



4.4 Water quality

Water quality key findings

Total satisfaction with water quality increased by 3% this quarter to 81%, [redacted]. The increase seen at the total level has been influenced by an increase in resident satisfaction with water quality which went from 79% to 83% this quarter whilst business stayed consistent at 76%.

Tap water with an additional filter (46%), tap water (28%) and rain water/tank water (18%) were the main sources of drinking water across the samples.

Colour and pressure of water remain the top performing attributes in regard to water quality ([redacted])

- smell/odour
- overall quality (business only)

Taste continues to be the area of lowest satisfaction with [redacted] both customer types and locations. Taste is also a concern for regular drinkers of tap water with no additional filter. In addition, taste has the highest levels of dissatisfaction among customers surveyed (nearly a quarter of all respondents are dissatisfied with taste). These measures remain consistent with what we saw last quarter.

Those who regularly drink tap water are more positive on water quality overall than those who do not regularly drink tap water, particularly in the business sector.

Figure 19: Customer Satisfaction with water quality (Q38)

		% response		
		Residential n~541	Business n~186	Total n~727
Taste	+	57	55	57
	Neutral	19	21	20
	-	23	25	24
Safe to drink	+	82	82	82
	Neutral	11	11	11
	-	7	6	7
Colour	+	88	86	88
	Neutral	9	9	9
	-	3	5	3
Smell/odour	+	79	77	79
	Neutral	12	17	14
	-	8	6	8
Pressure	+	85	85	85
	Neutral	9	9	9
	-	6	6	6
The overall quality of the water	+	83	76	81
	Neutral	12	17	13
	-	5	7	6

Figure 20: Drivers of Satisfaction (Ranked in order of importance) – Water Quality

Water Quality	Satisfaction Score (% satisfied)
Taste	57
Colour	88
Safe to drink	82

Figure 21: Satisfaction of water quality based on regular vs. not regular tap water drinker – Residential (Q38, Q17N14)

Residential		% response	
		Regularly drink tap water n~313	Do not drink tap water regularly n~160
Taste	+	69	35
	Neutral	16	27
	-	15	38
Safe to drink	+	89	68
	Neutral	7	17
	-	4	15
Colour	+	92	84
	Neutral	7	13
	-	2	4
Smell/odour	+	86	69
	Neutral	10	16
	-	5	15
Pressure	+	87	79
	Neutral	8	14
	-	5	7
The overall quality of the water	+	88	75
	Neutral	9	14
	-	3	11

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

Business		% response	
		Regularly drink tap water n~69	Do not drink tap water regularly n~84
Taste	+	78	34
	Neutral	10	23
	-	12	43
Safe to drink	+	97	70
	Neutral	1	17
	-	1	13
Colour	+	96	78
	Neutral	1	15
	-	3	8
Smell/odour	+	88	69
	Neutral	6	22
	-	6	9
Pressure	+	93	79
	Neutral	7	11
	-	-	10
The overall quality of the water	+	93	59
	Neutral	6	28
	-	1	13

Figure 23: Customer Satisfaction with water quality by location (Q38)

		% response					
		Metropolitan			Regional		
		Residential n~429	Business n~99	Total n~528	Residential n~112	Business n~81	Total n~193
Taste	+	59	59	59	50	46	48
	Neutral	18	20	18	25	24	25
	-	23	22	23	25	30	27
Safe to drink	+	83	84	83	78	79	79
	Neutral	10	10	10	15	14	15
	-	7	6	7	6	8	7
Colour	+	88	87	88	90	84	87
	Neutral	9	9	9	9	9	9
	-	3	4	3	1	7	3
Smell/odour	+	79	83	80	80	70	76
	Neutral	12	15	12	15	19	17
	-	9	3	8	5	11	8
Pressure	+	83	85	84	90	85	88
	Neutral	10	10	10	7	9	8
	-	7	6	7	3	6	4
The overall quality of the water	+	82	78	81	86	72	80
	Neutral	13	17	14	9	19	13
	-	6	5	6	4	9	6

4.5 Billing

Billing key findings

This quarter has seen a slight increase in the percentage of customers who feel that SA Water bills are affordable, from 19% to 23%. This has been supported by a lift in resident perceptions, which have moved from 18% to 23%. Business has remained relatively stable with a 1% decrease to 21% this quarter.

Customers are feeling more comfortable to pay their bill in full by the due date with an increase from 64% to 73% this quarter. In terms of receiving the bill, 77% of customers (residential and business alike) have a preference to receive a hard copy in the mail. However, 20% would like to receive their bill by email. Whilst the majority of customers have a preference for quarterly meter reading (82%), 37% find the concept of reading their own meter and providing the reading to SA Water appealing (more so residential than business customers). However, with 45% of customers finding this suggestion unappealing there is still a way to go before people are ready for changes like this.

Figure 24: Affordability of SA Water bill (Q4N14)

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

		% response		
		Residential n=472	Business n=111	Total n=583
Affordability	+	23	21	23
	Neutral	38	36	38
	-	38	43	39

Figure 25: Preference to receive SA Water bill (Q5N14)

	Residential n=497	Business n=114	Total n=611
Hard copy in the mail	77	77	77
Email	20	22	20
Via an App on your smartphone	2	-	1
Through an individual login on the SA Water website	1	1	1

Figure 26: Choice of meter reading frequency (Q7N14)

	Residential n=497	Business n=114	Total n=611
Quarterly	81	83	82
Once a month	10	12	10
Every two months	3	1	3
Every 6 months	5	2	4
Once a year	0	1	0

Note: 0% represents n=3 or less

Figure 27: Appeal to read own meter for bill (Q8N14)

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

		% response		
		Residential n=487	Business n=112	Total n=599
Appeal of reading own water meter and providing the reading to SA Water for you bill	+	40	24	37
	Neutral	18	20	18
	-	42	56	45

Figure 28: Awareness of what to do if have trouble paying SA Water bill (Q10N14)

	% response		
	Residential n=497	Business n=114	Total n=611
Yes	68	69	69
No	32	31	31

Figure 29: Financial stress indicator (Q9N14)

	% response		
	Residential n=491	Business n=108	Total n=599
You feel comfortable and pay the full amount by the due date	73	76	73
You feel mildly anxious but you pay the full amount by the due date	17	18	17
You feel comfortable but don't usually get around to paying by the due date	5	2	4
You ring SA Water immediately for a payment extension	2	2	2
You feel mildly anxious and you don't pay the full amount by the due date	2	1	2
You feel financially stressed and unable to pay by the due date	2	1	2
You avoid the bill altogether and don't pay by the due date	-	1	0

Note: 0% represents n=1 or less

4.6 Written correspondence

Written correspondence key findings

Of those customers who had written correspondence with SA Water, 48 customers made email contact compared to 10 who wrote a letter.

Last quarter, overall satisfaction with the timeliness of SA Water's response experienced significant increases. This quarter we are experiencing a decrease that has put most levels back to where they were before increases seen last quarter.

For those who emailed SA Water, satisfaction with timeliness of SA Water's response fell from 73% to 66% this quarter and for those who sent a letter from 86% to 71%.

Customers who had emailed SA Water were generally more satisfied with the written response provided by SA Water compared to those who had submitted a letter. The key area for improvement in relation to written correspondence generally:

- *the response addressed your enquiry*
- *it was easy to find out where you could go if you needed more information (letter enquiry only)*
- *after reading it, you were clear on what would happen next (letter enquiry only)*

Consistent with past results, customers who made contact only once are much more satisfied with the handling of their correspondence compared to those who are required to contact SA Water multiple times to seek resolution (79% vs. 46%).

Figure 30: Customer satisfaction with timeliness of SA Water's response by customer contact type (Q4N13)

		% response		
		Email to SA Water n=44	Letter to SA Water n=7	Total n=51
Timeliness of SA Water's response	+	66	71	67
	Neutral	16	-	14
	-	18	29	20

Figure 31: How long did it take for you to receive a response to your email/letter? (Q3N13)

	% response		
	Email to SA Water n=48	Letter to SA Water n=10	Total n=58
Within the same business day	31	10	28
2 - 5 business days	35	30	34
6 - 9 business days	10	-	9
10 - 20 business days	13	10	12
More than 20 business days	2	20	5
Haven't received a response	8	30	12

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

Figure 32: Satisfaction with written response from SA Water – split by contact type (Q5N13)

		% response		Total n~48
		Email to SA Water n~42	Letter to SA Water n~7	
The response addressed your enquiry	+	73	57	71
	Neutral	9	14	10
	-	18	29	20
The information was easy to understand	+	88	57	84
	Neutral	7	29	10
	-	5	14	6
The correspondence was professional	+	89	57	84
	Neutral	7	14	8
	-	5	29	8
It was easy to find out where you could go if you needed more information	+	84	40	79
	Neutral	8	40	12
	-	8	20	10
After reading it, you were clear on what would happen next	+	83	43	77
	Neutral	12	-	10
	-	5	57	13

Figure 33: Drivers of Satisfaction (Ranked in order of importance) – Written Correspondence

Written Correspondence	Satisfaction Score (% satisfied)
Correspondence was professional	84
The response addressed your enquiry	71
Timeliness of SA Water's response	67

Figure 34: Satisfaction with handling correspondence by having to contact SA Water about this issue again for any reason (Q7N13, Q6N13)

		% response	
		Yes – more contact n=13	No more contact n=38
Satisfaction with handling of your correspondence	+	46	79
	Neutral	15	5
	-	38	16

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

4.7 Connections

Connections key findings

This quarter, overall satisfaction with the office staff rose from 79% - 91%, This is driven slightly more by regional customers (97%) compared with metropolitan customers (89%). Overall satisfaction with field maintenance crew is also almost at best practice levels at 89% this quarter. Again, this is driven by a more positive regional sector (100%) compared to metropolitan (83%).

Other measures sitting within the best practice range include:

- staff knowledge of products and services – 90%
- helpfulness of staff – 92%
- treating people's property with care – 93%

Figure 35: Customer satisfaction with connection by location

		% response		
		Metro n~64	Regional n~39	Total n~93
Time taken to acknowledge receipt of your application	+	78	85	81
	Neutral	8	6	7
	-	14	9	12
Staff knowledge of products and services	+	91	87	90
	Neutral	9	13	10
	-	-	-	-
Helpfulness of staff	+	89	100	92
	Neutral	10	-	6
	-	2	-	1
Clear explanation of the situation and any next steps	+	88	88	88
	Neutral	9	3	7
	-	3	9	5
Estimated timeframe of overall time to complete	+	75	84	78
	Neutral	14	6	11
	-	11	9	10
Overall satisfaction with the office staff	+	89	97	91
	Neutral	8	3	7
	-	3	-	2
Leaving the worksite in a safe and neat condition after work/completing the connection	+	84	97	88
	Neutral	5	3	4
	-	11	-	8
Treating people's property with care	+	90	100	93
	Neutral	7	-	4
	-	3	-	2
The time taken to complete the connection	+	76	91	81
	Neutral	6	6	6
	-	18	3	13
Overall satisfaction with field maintenance crew	+	83	100	89
	Neutral	8	-	6
	-	8	-	6

Figure 36: Contacted and advised of the date the work would occur (Q29N14)

	Metro n=66	% response Regional n=34	Total n=100
Yes	79	44	67
No	21	56	33

Figure 37: Connection request for vacant land (Q30N14)

	Metro n=14	% response Regional n=19	Total n=33
Yes	79	58	67
No	21	42	33

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

Figure 38: Notice given (number of days) (Q31N14)

	Metro n=46	% response Regional n=15	Total n=61
1	11	27	15
2	20	13	18
3	24	13	21
4	4	-	3
5	7	13	8
6	-	-	-
7	20	20	20
8	-	-	-
9	-	-	-
10	2	7	3
10+	13	7	11

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

Figure 39: Notice preference (number of days) (Q32N14)

	Metro n=66	% response Regional n=34	Total n=100
1	14	18	15
2	18	15	17
3	20	9	16
4	6	3	5
5	9	21	13
6	-	-	-
7	21	21	21
8	-	-	-
9	-	-	-
10	3	9	5
10+	9	6	8

Figure 40: Drivers of Satisfaction (Ranked in order of importance) – Land development/connections

Land development/connections – field crew	Satisfaction Score (% satisfied)
Treating people's property with care	93
Leaving the worksite in a safe and neat condition after work/completing the connection	88

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