



Customer Satisfaction Research
—Annual Report
2013-2014

Prepared for



Prepared by
newfocus Pty Ltd

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1. 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 the financial year 2013/14.

Reading the results

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

Sample

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	Q1	Q2	Q3	Q4
Recent contact customers (residential)	Metro	575	606	575	608
	Regional	175	197	127	160
Sub-total		750	803	702	768
Recent contact customers (business)	Metro	97	71	99	80
	Regional	53	29	101	70
Sub-total		150	100	200	150
Land development/ connections	Mix	100	100	100	83
Sub-total		100	100	100	83
TOTAL		1,000	1,003	1,002	1,001

Breakdown by touchpoint and call nature

Contact touch point	Call nature	Q1	Q2	Q3	Q4
Customer Service Centre	Fault/service problem	581	668	566	661
	Account and/or general enquiry	262	235	336	257
	Complaint	6	-	-	-
Land development and/or connection	Land development and/or connection	100	100	100	83
Written contact	Email	51	64	84	30
	Letter contact				
TOTAL		1,000	1,003	1,002	1,001

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.

2. Summary of Results

2.1 Overall Customer Satisfaction Results

Overall customer satisfaction with SA Water ranged from 76% to 79%, [redacted] and just below SA Water's Strategic Plan target of 82.5%

newfocus benchmarks for customer satisfaction:



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

- field maintenance crew (ranging from 90% to 92%)
- customer service centre (ranging from 88% to 89%)
- office staff (ranging from 81% to 89%)
- technical knowledge/expertise of SA Water staff (ranging from 81% to 85%)

The area of customer service with [redacted]

- keeping you informed of the progress of your query or problem (ranging from 56% to 63%)
- handling of your correspondence (ranging from 63% to 69%)

Benchmarking data



Figure 1a: Total All Customers Satisfaction Results

		% response																	
		Residential						Business						Total					
		Q3 12-13 n=598	Q4 12-13 n=595	Q1 13-14 n=824	Q2 13-14 n=868	Q3 13-14 n=764	Q4 13-14 n=831	Q3 12-13 n=202	Q4 12-13 n=200	Q1 13-14 n=175	Q2 13-14 n=127	Q3 13-14 n=231	Q4 13-14 n=169	Q3 12-13 n=800	Q4 12-13 n=795	Q1 13-14 n=999	Q2 13-14 n=995	Q3 13-14 n=995	Q4 13-14 n=1000
Overall satisfaction with SA Water	+	83	74	78	79	78	79	75	68	69	63	73	80	81	72	76	77	77	79
	Neutral	9	13	13	13	12	12	14	20	23	24	17	14	10	15	15	14	13	13
	-	9	13	10	9	10	9	10	13	8	13	10	7	9	13	9	9	10	8

* SA Water Strategic Plan KPI

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

		% response																	
		Metropolitan						Regional						Total					
		Q3 12-13 n=498	Q4 12-13 n=509	Q1 13-14 n=738	Q2 13-14 n=739	Q3 13-14 n=730	Q4 13-14 n=744	Q3 12-13 n=302	Q4 12-13 n=286	Q1 13-14 n=261	Q2 13-14 n=256	Q3 13-14 n=265	Q4 13-14 n=256	Q3 12-13 n=800	Q4 12-13 n=795	Q1 13-14 n=999	Q2 13-14 n=995	Q3 13-14 n=995	Q4 13-14 n=1000
Overall satisfaction with SA Water	+	80	71	74	77	78	80	82	75	81	76	75	78	81	72	76	77	77	79
	Neutral	11	15	16	14	13	12	8	15	10	15	14	14	10	15	15	14	13	13
	-	9	14	9	9	10	8	10	10	9	9	11	8	9	13	9	9	10	8

* SA Water Strategic Plan KPI

Figure 2: Annual Results

		% response				
		Total 2013-2014 (n~2252)	Qtr 1 2013-2014 (n~566)	Qtr 2 2013-2014 (n~607)	Qtr 3 2013-2014 (n~602)	Qtr 4 2013-2014 (n~618)
Overall satisfaction with the Customer Service Centre	+	88	88	88	88	89
	Neutral	6	7	6	6	6
	-	5	5	5	7	5
Technical knowledge/expertise of SA Water staff	+	83	81	83	82	85
	Neutral	11	13	11	11	10
	-	6	5	6	8	6
SA Water keeping you informed of the progress of your query or problem	+	59	56	59	60	63
	Neutral	15	17	15	11	14
	-	26	27	26	28	23
SA Water's efforts to resolve your query or problem	+	80	78	80	79	82
	Neutral	9	10	8	9	8
	-	11	12	11	13	10
The website overall	+	81	77	81	87	77
	Neutral	15	18	14	8	18
	-	5	4	4	5	5
Overall satisfaction with field maintenance crew	+	91	90	92	92	92
	Neutral	4	5	4	3	4
	-	4	5	4	5	4
Overall satisfaction with the customer feedback team	+	50	50	-	-	-
	Neutral	-	-	-	-	-
	-	50	50	-	-	-
The overall satisfaction with the presentation of the bill	+	89	89	90	88	88
	Neutral	9	9	8	10	9
	-	2	2	3	2	2
The overall quality of the water	+	81	79	83	82	80
	Neutral	13	15	12	12	14
	-	6	5	6	6	6
Overall, how satisfied were you with the handling of your correspondence	+	67	63	69	68	67
	Neutral	8	10	5	9	7
	-	25	27	26	23	27
Overall satisfaction with the office staff	+	85	81	89	82	89
	Neutral	9	10	7	11	9
	-	6	9	4	7	3
Overall satisfaction with field maintenance crew (Connections)	+	86	86	91	79	86
	Neutral	8	8	3	11	11
	-	6	5	5	9	4
Overall satisfaction with SA Water	+	77	76	77	77	79
	Neutral	14	15	14	13	13
	-	9	9	9	10	8

Statistical changes:

The percentage of customers satisfied with SA Water keeping them informed of the process of their query or problem increased by 7% at the end the financial year (Quarter 4), whereas the percentage of dissatisfied or undecided (neither satisfied nor dissatisfied) customers significantly decreased as the year progressed.

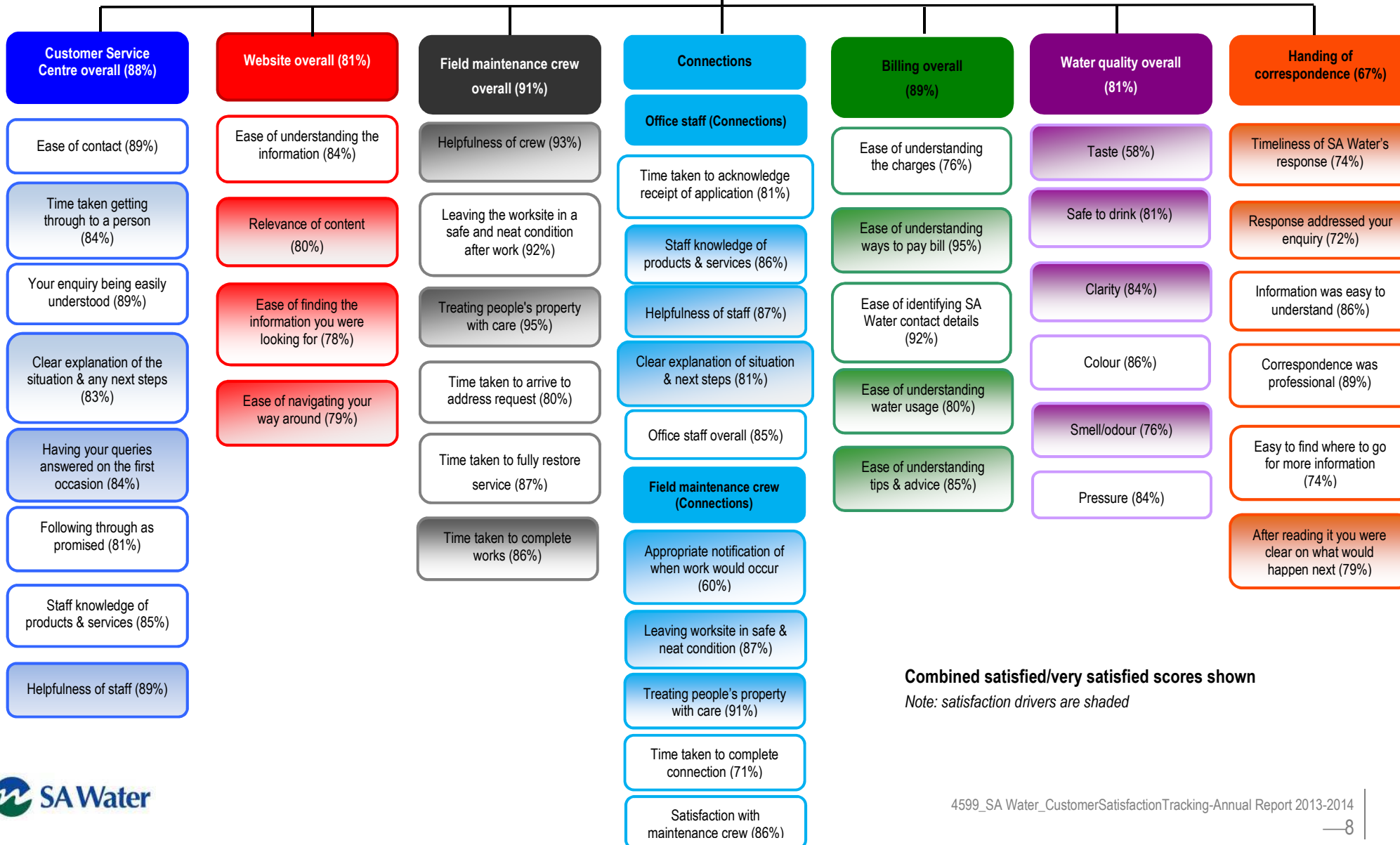
Compared to Quarter 1 2013/14, a significant increase in customer satisfaction was observed in Quarter 4 2013/2014 for *SA Water's efforts to resolve your query or problem*.

While there was a significant decrease in satisfaction with field maintenance crew between Quarter 2 and Quarter 3 (12%), there was a slight recovery in satisfaction rating in Quarter 4.

A significant increase in customer satisfaction was observed between Quarter 1 and Quarter 3 for *time taken to attend to address fault/service problem*, which also corresponded to a decrease in the percentage of dissatisfied and undecided (neither) customers for the above-mentioned timeframe.

Satisfaction with the time taken to complete the connection was higher in Quarter 1 and reduced significantly in Quarter 3, which was accompanied by a significant increase (14%) in the number of neutral customers.

SA Water Overall Satisfaction



Combined satisfied/very satisfied scores shown
Note: satisfaction drivers are shaded

2.2 Customer Satisfaction Results – Aligned with ESCOSA Service Standards

Figure 3: Customer Satisfaction with Timeliness

		Customer Satisfaction %				
		Total 2013- 2014 (n~1044)	Qtr 1 2013- 2014 (n~253)	Qtr 2 2013- 2014 (n~266)	Qtr 3 2013- 2014 (n~246)	Qtr 4 2013- 2014 (n~280)
Telephone Responsiveness						
Time taken in getting through to a person	+	84	83	85	85	84
	Neutral	10	11	8	10	11
	-	5	5	6	5	5
Timeliness of Attendance at Water Breaks, Bursts and Leaks						
Time taken to attend to address fault/service problem	+	76	68	78	80	78
	Neutral	9	11	9	6	9
	-	15	20	14	14	13
Timeliness of Water Services Restoration						
Time taken to restore the water service	+	86	83	87	87	87
	Neutral	6	7	6	3	6
	-	8	10	6	10	7
Timeliness of the Connections						
Time taken to complete the connection	+	71	78	73	60	72
	Neutral	16	11	12	25	17
	-	13	10	14	15	12
Timeliness of Sewerage Service Restoration						
Time taken to restore the sewerage service	+	91	90	91	91	93
	Neutral	5	7	5	3	4
	-	4	3	5	6	3
Timeliness of Sewerage Overflow Attendance						
Time taken to attend to the sewerage overflow	+	90	84	95	95	86
	Neutral	4	6	3	-	5
	-	7	10	3	5	9
Timeliness of Sewerage Overflow Clean up						
Time taken to clean up the sewerage overflow	+	84	84	78	85	89
	Neutral	8	5	16	3	11
	-	7	12	5	13	-

Statistical changes:

A significant increase in customer satisfaction was observed between Quarter 1 and Quarter 3 for *time taken to attend to address fault/service problem*, which also corresponded to a decrease in the percentage of dissatisfied and undecided (neither) customers for the above-mentioned timeframe.

Satisfaction with the time taken to complete the connection was higher in Quarter 1 and reduced significantly in Quarter 3, which was accompanied by a significant increase in the number of undecided (neither) customers (14%).

3. Results by Channel / Customer Service Area

3.1 Customer Service Centre (CSC)

As illustrated in Figure 4, all elements of the Customer Service Centre experience the four quarters of data collection with the exception of *following through as promised* which was rated range in Q1.

Statistical changes over time:

Despite a slight decrease between Quarter 3 and Quarter 4, satisfaction with *following through as promised* statistically increased between Quarter 1 and Quarter 3.

Figure 4: Customer Satisfaction with the Customer Service Centre

		Total 2013- 2014 (n~3322)	% response			
			Qtr 1 2013- 2014 (n~821)	Qtr 2 2013- 2014 (n~821)	Qtr 3 2013- 2014 (n~812)	Qtr 4 2013- 2014 (n~869)
Ease of contact - knowing how to contact SA Water	+	89	89	88	91	89
	Neutral	6	7	7	4	7
	-	5	4	5	5	4
Time taken in getting through to a person	+	84	83	85	85	84
	Neutral	10	11	8	10	11
	-	5	5	6	5	5
Your enquiry being easily understood	+	89	89	91	89	89
	Neutral	5	6	4	5	6
	-	5	5	5	6	6
Clear explanation of the situation and any next steps	+	83	81	85	83	84
	Neutral	8	12	7	7	8
	-	8	7	8	10	8
Having your questions answered on the first occasion	+	84	82	86	83	85
	Neutral	6	8	4	7	5
	-	10	9	10	10	10
Following through as promised	+	81	78	83	82	81
	Neutral	6	9	5	6	6
	-	12	13	11	12	13
Staff knowledge of products and services	+	85	82	86	84	87
	Neutral	8	11	7	9	8
	-	7	7	7	7	5
Helpfulness of staff	+	89	89	89	88	89
	Neutral	6	6	5	6	5
	-	6	5	5	6	6
Overall satisfaction with customer service centre	+	88	88	88	88	89
	Neutral	6	7	6	6	6
	-	5	5	5	7	5

Figure 5: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Customer Service Centre

Customer Service Centre
Helpfulness of staff
Having your questions answered on the first occasion
Clear explanation of the situation and any next steps
Time taken getting through to a person

Figure 6: Customer Responses for Dissatisfaction – Customer Service Centre

	% response				
	Total 2013- 2014 (n=187)	Qtr 1 2013- 2014 (n=42)	Qtr 2 2013- 2014 (n=45)	Qtr 3 2013- 2014 (n=55)	Qtr 4 2013- 2014 (n=45)
Staff/poor attitude/unhelpful/rude/disinterested/ lack knowledge/training/did not understand the problem	51	38	60	55	51
Problem resolution/slow/issue not resolved/do not take responsibility/I felt I was fobbed off	28	19	27	27	38
Follow up/poor/do not respond in an adequate timeframe/do what they say they will/have to chase them up	17	19	16	15	20
Information provided/unclear/not satisfactory/not forthcoming/incorrect/ inconsistent	12	14	7	11	18
Waiting time/takes too long to get through to a/correct staff member on the phone/no priority for reporting leakages	7	7	13	2	7
Internal communication/lacking/have to repeat information to each new department/staff member/no paper trail	5	2	-	5	13
Was not happy with the timeline given for repair work/said my issue was not urgent/could not attend for weeks	4	14	2	2	-
Difficult to deal with/over complicate things/waste their customers time	4	7	-	5	2
Location/based in Adelaide/difficult to explain issues occurring outside of the City	2	2	-	2	2

3.2 Website

Website key findings

On average 22% of residential and 29% of business customers generally visited the SA Water website prior to contacting SA Water.

Statistical changes over time:

Customer satisfaction with the *relevance of website's content, ease of understanding the information, ease of navigating around the website and satisfaction with the website overall* was at the highest level in Quarter 3 before dropping significantly in Quarter 4.

A statistically smaller proportion of customers in Quarter 4 chose not to visit the website because they wanted to speak to someone in comparison to Quarter 1.

Figure 7: Customer Satisfaction with the Website

		% response				
		Total 2013- 2014 (n~779)	Qtr 1 2013- 2014 (n~180)	Qtr 2 2013- 2014 (n~185)	Qtr 3 2013- 2014 (n~194)	Qtr 4 2013- 2014 (n~219)
Ease of finding the information you were looking for	+	78	76	77	79	79
	Neutral	15	16	18	12	16
	-	7	8	6	9	6
Relevance of content	+	80	81	78	87	77
	Neutral	14	15	16	6	18
	-	6	5	5	7	6
Ease of understanding the information	+	84	84	81	88	82
	Neutral	11	12	15	6	12
	-	5	4	5	6	5
Ease of navigating your way around the website	+	79	73	80	87	77
	Neutral	15	21	14	7	17
	-	6	6	6	6	6
The website overall	+	81	77	81	87	77
	Neutral	15	18	14	8	18
	-	5	4	4	5	5

Figure 8: Drivers of Satisfaction for 2013-2014 (Ranked in order of importance) – Website

Website
Ease of navigating your way around the website
Relevance of content
Ease of finding the information you were looking for

Figure 9: Reasons for dissatisfaction – Website

	n response				
	Total 2013- 2014 (n=36)	Qtr 1 2013- 2014 (n=8)	Qtr 2 2013- 2014 (n=8)	Qtr 3 2013- 2014 (n=10)	Qtr 4 2013- 2014 (n=10)
Navigation confusing/difficult to find information	16	4	4	5	3
Contact information/very generic/not clear who to call for what issues/no direct numbers available	13	5	2	3	3
Information provided/was not helpful/relevant/did not answer/fix my question/problem	9	-	1	4	4
Layout/poorly presented	2	-	-	-	2
Experienced technical difficulties/navigating to wrong page	1	1	-	-	-
Don't have a real time chat function to communicate with a customer service representative	1	-	1	-	-

Figure 9a: Reasons for not visiting website

	% response				
	Total 2013- 2014 (n=2689)	Qtr 1 2013- 2014 (n=682)	Qtr 2 2013- 2014 (n=679)	Qtr 3 2013- 2014 (n=670)	Qtr 4 2013- 2014 (n=658)
Wanted to speak to someone	53	63	49	52	48
Didn't have computer/reliable/internet access/at the time	14	13	16	13	15
Already had the number handy/shown on the bill/speed dial/on the wall/fridge	13	9	13	14	17
Minimal computer use/not confident using computers/dislike them/don't use them	4	2	5	5	3
Looked up the phone number in the phone book/internet/Google/easier/habit	4	2	5	4	4
Takes too long	3	3	1	3	4
Had no need to	2	1	2	2	3
Prefer phone contact/easier/quicker/for emergency/can call from work/while on the road	2	3	3	2	1
Don't know/just didn't think of it/habit to call	2	1	3	1	1
Did not think/know my enquiry/request could be dealt with via the internet	1	1	1	1	1
Did not know that SA Water had a website	1	1	1	1	1
Told to call/given phone number/received a letter informing me of the number to call	1	1	1	1	0
Don't visit websites/too much hassle/difficult to navigate around websites/information difficult to find	0	-	0	1	1
Easier to send letter/email already had the contact details to hand	0	1	0	-	0
Preferred to have communication in writing/for records	0	1	-	-	0
Went through third party/maintenance staff	0	0	-	-	0
Preferred to speak to someone face to face	0	-	-	0	-

Note: 0% represents n=11 or less

3.3 Faults and Service Problems

Faults and service key findings

The following four attributes consistently scored at best practice levels across the quarters:

- 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 following attributes consistently scored the quarters:

- time taken to fully restore your services
- the overall time taken to complete the works

A statistically significant increase between Quarter 1 and Quarter 3 satisfaction levels was observed for *arriving to address the fault/service problem* (10% increase).

A significantly larger proportion of customers in Quarter 4 (61%) than in Quarter 3 were dissatisfied with faults and services due to *response time after call out/too long, having to call multiple times, and misunderstanding the emergency of the situation*.

Figure 10: Customer Satisfaction with faults and services

Fault/Service problem		% response				
		Total 2013- 2014 (n~1728)	Qtr 1 2013- 2014 (n~409)	Qtr 2 2013- 2014 (n~459)	Qtr 3 2013- 2014 (n~394)	Qtr 4 2013- 2014 (n~467)
Helpfulness of crew	+	93	91	94	93	94
	Neutral	4	5	3	3	3
	-	3	4	3	4	3
Leaving the worksite in a safe and neat condition after work	+	92	90	94	94	91
	Neutral	4	3	4	3	5
	-	4	6	2	3	4
Treating people's property with care	+	95	94	96	96	95
	Neutral	3	3	2	2	3
	-	2	3	2	2	2
Overall satisfaction with field maintenance crew	+	91	90	92	92	92
	Neutral	4	5	4	3	4
	-	4	5	4	5	4
Time taken to arrive to address the fault/service problem	+	80	73	80	83	81
	Neutral	8	10	8	5	7
	-	13	16	11	12	12
Time taken to fully restore your services	+	87	85	87	88	89
	Neutral	6	7	6	3	5
	-	7	8	6	9	6
Time taken to clean up after the sewer overflow*	+	84	84	78	85	89
	Neutral	8	5	16	3	11
	-	7	12	5	13	-
The overall time taken to complete the works	+	86	83	86	87	88
	Neutral	5	6	6	3	5
	-	9	11	8	9	8

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

Figure 11: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Faults and Services

Faults and Services
Treating people's property with care
Helpfulness of crew
The overall time taken to complete the works

Results by location

Figure 14: Reasons for dissatisfaction with faults and services

	% response				
	Total 2013- 2014 (n=350)	Qtr 1 2013- 2014 (n=102)	Qtr 2 2013- 2014 (n=83)	Qtr 3 2013- 2014 (n=81)	Qtr 4 2013- 2014 (n=84)
Response time after call out/too long/had to call multiple times/misunderstood emergency of the situation	52	59	51	37	61
Problem has not been resolved	15	18	17	9	14
Time taken to complete works/resolve the problem/excessive/took too long	14	15	17	14	10
Workmanship/poor/did not fix issue properly the first time/it reoccurred/cost me to hire a plumber	13	14	7	16	17
Communication/poor/no follow up/not kept informed regarding status of the problem	9	11	11	7	5
Restoration of area/property/road/poor/left a mess/wrote on my windows	6	9	5	9	-
Timeframe for callouts/inability to choose/know what time/day technician will arrive	4	2	-	10	4
Staff/poor knowledge/could not give helpful advice/fobbed me off/no history kept of ongoing problem	3	2	1	2	7
Punctuality/did not arrive at time stated/arrived at a time that I advised I wouldn't be home	3	3	1	1	6
Had water turned off/for an extended period of time/many times/inconvenient/not informed when this would happen/forgot to turn water back on	2	3	2	2	1
Did not finish the job/said it was not their responsibility	2	1	2	2	2
Damage to our property/inlet pipe	1	1	1	1	-
Crew attended the wrong address	0	1	-	-	-
Crew were rude	0	1	-	-	-

Note: 0% represents n=1

3.4 Customer experience

In terms of problem resolution, *technical knowledge/expertise of SA Water staff* was consistently the highest performing attribute across the quarters (81% through to 85%) compared to *SA Water keeping you informed of the progress of your query or problem*

It is however good to notice this attribute trending upwards slowly over time.

Satisfaction with *SA Water's efforts to resolve your query or problem* varied – moving slightly

Statistical changes over time:

A statistically significant increase was observed in customer satisfaction with *SA Water's efforts to resolve your query or problem* and also *keeping them informed of the progress of the query or problem* in Quarter 4 compared to the beginning of the financial year (Quarter 1 2014).

Statistically more customers were dissatisfied with *SA Water's efforts to resolve your query or problem* because of *staff knowledge/lacking/misinformation/different answers from different staff/did not provide all information* in Quarter 4 than the other quarters. Dissatisfaction due to *SA Water not resolving the problem, having not done anything, or issue reoccurs* was statistically higher Quarter 3 (45%) than any other quarter.

The percentage of customers dissatisfied with the *technical knowledge/expertise of SA Water staff* because the *staff did not understand the issue/the urgency of the problem/could not provide answer* statistically reduced between Quarter 3 and Quarter 4.

Figure 16: Customer Satisfaction with problem resolution

		% response				
		Total 2013- 2014 (n~3473)	Qtr 1 2013- 2014 (n~897)	Qtr 2 2013- 2014 (n~846)	Qtr 3 2013- 2014 (n~845)	Qtr 4 2013- 2014 (n~885)
Satisfaction with SA Water's efforts to resolve your query or problem	+	80	78	80	79	82
	Neutral	9	10	8	9	8
	-	11	12	11	13	10
SA Water keeping you informed of the progress of your query or problem	+	59	56	59	60	63
	Neutral	15	17	15	11	14
	-	26	27	26	28	23
Technical knowledge/expertise of SA Water staff	+	83	81	83	82	85
	Neutral	11	13	11	11	10
	-	6	5	6	8	6

Figure 17: How many times did you contact SA Water to resolve this specific issue

	% response				
	Total 2013- 2014 (n=3972)	Qtr 1 2013- 2014 (n=996)	Qtr 2 2013- 2014 (n=993)	Qtr 3 2013- 2014 (n=990)	Qtr 4 2013- 2014 (n=993)
Once	63	59	62	64	66
Twice	18	20	18	16	18
Three times	9	11	10	9	7
Four times	3	4	3	3	3
Five or more times	5	4	5	5	4
Still unresolved	3	2	2	4	3

Figure 18: Reasons for dissatisfaction with SA Water's efforts to resolve query or problem

	% response				
	Total 2013- 2014 (n=448)	Qtr 1 2013- 2014 (n=118)	Qtr 2 2013- 2014 (n=110)	Qtr 3 2013- 2014 (n=126)	Qtr 4 2013- 2014 (n=94)
They did not resolve the problem/have not done anything/issue reoccurs	33	30	29	45	28
Response time/took too long/to attend/haven't arrived yet/had to call multiple times	19	25	19	11	23
Poor communication/lack of follow-up/not informed of status of problem/not heard back from SA Water	19	21	20	16	18
Time taken to resolve the problem/complete the works/issue credit	11	16	4	10	14
Would not take responsibility for the problem/I was left to deal with the issue/said it's not their problem	8	10	5	10	6
Staff knowledge/lacking/misinformation/different answers from different staff/did not provide all information	8	6	4	7	17
Bill/costs have gone up/incorrect reading/will not investigate/check meter/reading/no credit/discount/pension rate/would not help me pay the bill	7	5	5	8	11
Call centre staff attitude/no respect/unhelpful/fobbed me off/would not provide answers/got cut-off	6	5	9	6	2
Poor workmanship/did not fix the problem/had to come out multiple times/damaged the area/did not clean up/turn water back on	5	7	8	2	3
They did not do what they said they would/what I asked them to/did not listen to me/adhere to plans	4	3	3	6	3
Was not happy with the outcome	3	3	6	-	4
They don't give timeframes	0	-	-	1	-
Lost record of payment	0	-	-	1	-

Note: 0% represents n=1

Figure 20: Reasons for dissatisfaction with SA Water's efforts in keeping you informed of the progress of your query or problem

	% response				
	Total 2013- 2014 (n=806)	Qtr 1 2013- 2014 (n=229)	Qtr 2 2013- 2014 (n=185)	Qtr 3 2013- 2014 (n=205)	Qtr 4 2013- 2014 (n=187)
Not kept informed/no contact/response/not advised when query/problem resolved/don't know if it has been resolved	69	69	76	66	67
I was the one that had to follow them up/to find out the progress/outcome	13	16	10	12	14
Was not informed when someone would attend/the job would start/they just turned up/turned off water	10	11	9	11	9
Had to contact them multiple times/to get them to respond to the problem/get the information I needed	5	4	5	3	9
Query/problem is not resolved/waste of my time	4	3	3	5	4
They did not get back to me/at the time they said they would	4	7	3	0	5
Was not provided with all the information I needed/to get the works/issue completed	3	3	1	4	4
Took too long for them to follow up/respond	2	-	-	4	6
Only had final contact when job was complete/issues resolved/had no progress reports	1	1	4	-	2
Their system told me the job had been picked up but the work has not been completed	0	0	1	0	-
Had no record of my original contact/problem	0	-	1	0	-

Note: 0% represents n=3 or less

Figure 22: Reasons for dissatisfaction with technical knowledge/expertise of SA Water staff


	% response				
	Total 2013- 2014 (n=205)	Qtr 1 2013- 2014 (n=45)	Qtr 2 2013- 2014 (n=49)	Qtr 3 2013- 2014 (n=63)	Qtr 4 2013- 2014 (n=48)
Did not understand the issue/the urgency of the problem/could not provide answer/solution	33	36	43	30	23
I was provided with incorrect information/ conflicting information from different staff	19	16	8	25	23
Did not understand the issue/the urgency of the problem/could not provide answer/ solution	11	11	8	16	8
The problem/issue has not been resolved/ fixed	10	13	8	6	15
Staff not aware of works already taking place	9	2	24	-	10
Staff not aware our particular circumstances/ needs	7	7	2	3	19
Meter incorrectly read/should be able to read it correctly	7	11	2	5	13
Not able to provide details of works/ timeframe/location of pipes/explain issues	3	-	-	10	2
The problem/issue has not been resolved/ fixed	3	2	2	3	4
Could not find the right address/attended wrong address and insisted there was no problem	2	2	2	-	6
Staff not aware of works already taking place	1	2	-	2	-
Can't think of specifics	1	-	-	2	2

3.5 Water quality

Water quality key findings

Water quality was consistently performing 

The smell/odour of the water was regularly observed 

Taste was consistently the area of lowest satisfaction with results 

A statistically significant decrease (20%) was observed for *odour of water/bad/smells of chlorine/even after boiling* as a reason for dissatisfaction with water quality between Quarter 1 and Quarter 4.

Figure 24: Customer Satisfaction with water quality

		% response				
		Total 2013-2014 (n~3846)	Qtr 1 2013-2014 (n~966)	Qtr 2 2013-2014 (n~962)	Qtr 3 2013-2014 (n~954)	Qtr 4 2013-2014 (n~963)
Taste	+	58	59	57	55	61
	Neutral	19	20	18	20	17
	-	23	21	24	25	21
Safe to drink	+	81	79	82	80	81
	Neutral	11	12	11	10	10
	-	9	9	7	9	9
Clarity	+	84	83	85	85	84
	Neutral	11	13	10	10	12
	-	5	4	5	5	4
Colour	+	86	84	87	87	86
	Neutral	10	12	9	9	11
	-	4	4	4	4	3
Smell/odour	+	76	73	77	77	77
	Neutral	14	16	13	14	14
	-	10	11	10	9	9
Pressure	+	84	82	84	83	85
	Neutral	10	11	9	9	9
	-	7	7	7	8	6
The overall quality of the water	+	81	79	83	82	80
	Neutral	13	15	12	12	14
	-	6	5	6	6	6

Figure 25: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Water Quality

Water Quality
Smell/odour
Clarity
Safe to drink
Taste

Figure 27: Reasons for dissatisfaction


	Total 2013- 2014 (n=229)	% response			
		Qtr 1 2013- 2014 (n=54)	Qtr 2 2013- 2014 (n=58)	Qtr 3 2013- 2014 (n=59)	Qtr 4 2013- 2014 (n=58)
Taste of water/poor/repulsive/taste the chlorine	50	54	50	37	59
Odour of water/bad/smells of chlorine/even after boiling	31	41	31	34	21
Because it's chemically treated/levels too high/fluoride/chlorine	22	24	19	32	14
Clarity/poor/murky/brown/black in colour	20	19	21	19	22
Not fit for consumption/know where it comes from/condition of reservoir	9	4	14	8	9
High calcium build up/hard/damaged hot water system/appliances	8	11	12	5	5
It is high in solids/hard water	3	4	-	7	2
Building is old/rusty pipes	2	2	2	2	3
Salt concentration/very high/stains clothing/kills/damages plants/leaves	2	2	-	5	-
Notified by SA Water that they cannot guarantee the quality of the water	1	4	-	2	-
Water pressure/low/high/our pipes leak as a result	1	-	2	2	-

3.6 Billing

Billing key findings

Consistently across the quarters, SA Water achieved best practice satisfaction levels for:

- ease of understanding the ways to pay your bill
- ease of identifying SA Water contact details

The ease of understanding water usage and the tips and advice was 

Overall satisfaction with the presentation of the bill varied 

Ease of understanding the charges was the key area for focus with levels of satisfaction ranging from 74% through to 77%.

Figure 28: Customer Satisfaction with billing

		% response				
		Total 2013- 2014 (n~3386)	Qtr 1 2013- 2014 (n~847)	Qtr 2 2013- 2014 (n~844)	Qtr 3 2013- 2014 (n~851)	Qtr 4 2013- 2014 (n~844)
The ease of understanding the charges	+	76	75	76	74	77
	Neutral	16	19	14	17	15
	-	8	7	10	9	7
The ease of understanding the ways to pay your bill	+	95	96	95	95	95
	Neutral	4	3	4	4	4
	-	1	1	1	1	1
The ease of identifying SA Water contact details	+	92	93	92	91	92
	Neutral	6	6	7	6	6
	-	2	1	2	3	2
The ease of understanding your water usage	+	80	80	81	80	81
	Neutral	13	14	12	12	12
	-	7	6	7	8	7
The ease of understanding the tips and advice	+	85	86	87	83	83
	Neutral	11	11	9	12	13
	-	4	3	4	5	4
The overall satisfaction with the presentation of the bill	+	89	89	90	88	88
	Neutral	9	9	8	10	9
	-	2	2	3	2	2

Figure 29: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Billing

Billing
The ease of understanding tips & advice
The ease of understanding ways to pay the bill
The ease of understanding water usage

Figure 30: Reasons for dissatisfaction with the presentation of the bill overall

	% response				
	Total 2013- 2014 (n=74)	Qtr 1 2013- 2014 (n=15)	Qtr 2 2013- 2014 (n=24)	Qtr 3 2013- 2014 (n=18)	Qtr 4 2013- 2014 (n=17)
Bill is not clear/difficult to understand	46	53	46	50	35
Difficult to find what the actual usage is/how it's calculated	26	27	25	28	24
Too much content/general information not needed	18	7	21	11	29
Format/print/too small/makes bill difficult to read	7	-	-	17	12
Not enough helpful information/water quality/supply guarantee	7	7	-	11	12
Waste of paper with all the extra information/average usage etc	4	-	4	-	12
No payment record/pay fortnightly no record of what I have already paid	3	-	-	6	6
Water use not split out by meter/units/difficult to know what cost to pass on to tenants	3	7	4	-	-
Terminology too technical/use layman's terms	3	-	4	-	6
Concessions are not clear/difficult to follow	1	-	-	6	-
Graph/not useful	1	-	-	6	-
Would like the account sent electronically/online	1	-	-	6	-
Will be receiving multiple bills/one for service provision and one for water usage	1	-	4	-	-

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

3.7 Written correspondence

Of those customers who had written correspondence with SA Water, customers that made *email contact* were less satisfied with the *timeliness of SA Water's response* across the four quarters compared to those who *wrote a letter*. These results indicate expectations for response time are different between these two types, (email vs letter).

Those customers who *made contact only once* had much higher overall satisfaction levels with the *handling of their correspondence* than those who had to *contact SA Water about the same query multiple times* (includes those with queries still unresolved).

For customers who *emailed SA Water*, the following attributes were consistently rated [redacted]

[redacted] range:

- the correspondence was professional
- the information was easy to understand

Satisfaction with the *response addressing the email enquiry* was consistently poor [redacted]

The correspondence was consistently rated as *professional* [redacted] by customers that *sent a letter in to SA Water*. However the following attributes varied greatly across the quarters [redacted]

- the response addressed your enquiry
- after reading it, you were clear on what would happen next (downward trend observed)

Figure 31: Customer satisfaction with timeliness of SA Water’s response by customer contact type

		Total 2013-2014			Qtr 1 2013-2014			% response Qtr 2 2013-2014			Qtr 3 2013-2014			Qtr 4 2013-2014		
		Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter
		n=210	to SA Water n=129	to SA Water n=81	n=45	to SA Water n=22	to SA Water n=23	n=61	to SA Water n=36	to SA Water n=25	n=77	to SA Water n=52	to SA Water n=25	n=27	to SA Water n=19	to SA Water n=8
Timeliness of SA Water’s response	+	74	71	79	69	59	78	75	72	80	79	79	80	67	63	75
	Neutral	11	14	6	16	23	9	7	8	4	9	10	8	19	26	-
	-	15	15	15	16	18	13	18	19	16	12	12	12	15	11	25

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

Figure 32: How long did it take for you to receive a response to your email/letter?

	Total 2013-2014			Qtr 1 2013-2014			% response Qtr 2 2013-2014			Qtr 3 2013-2014			Qtr 4 2013-2014		
	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter
	n=229	to SA Water n=136	to SA Water n=93	n=51	to SA Water n=24	to SA Water n=27	n=64	to SA Water n=37	to SA Water n=27	n=84	to SA Water n=55	to SA Water n=29	n=30	to SA Water n=20	to SA Water n=10
Within the same business day	12	18	4	10	17	4	11	14	7	14	22	-	13	15	10
2 - 5 business days	41	46	33	43	46	41	41	46	33	39	45	28	40	45	30
6 - 9 business days	17	13	23	14	4	22	23	22	26	17	13	24	10	10	10
10 - 20 business days	14	10	19	14	17	11	16	11	22	14	7	28	10	10	10
More than 20 business days	7	7	6	6	8	4	5	5	4	6	5	7	17	15	20
Haven't received a response	9	6	14	14	8	19	5	3	7	10	7	14	10	5	20

Figure 32a: How long did it take for you to receive a response to your email/letter?

	Total 2013-2014			Qtr 1 2013-2014			n response Qtr 2 2013-2014			Qtr 3 2013-2014			Qtr 4 2013-2014		
	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter
	n=229	to SA Water n=136	to SA Water n=93	n=51	to SA Water n=24	to SA Water n=27	n=64	to SA Water n=37	to SA Water n=27	n=84	to SA Water n=55	to SA Water n=29	n=30	to SA Water n=20	to SA Water n=10
Within the same business day	28	24	4	5	4	1	7	5	2	12	12	-	4	3	1
2 - 5 business days	93	62	31	22	11	11	26	17	9	33	25	8	12	9	3
6 - 9 business days	39	18	21	7	1	6	15	8	7	14	7	7	3	2	1
10 - 20 business days	32	14	18	7	4	3	10	4	6	12	4	8	3	2	1
More than 20 business days	16	10	6	3	2	1	3	2	1	5	3	2	5	3	2
Haven't received a response	21	8	13	7	2	5	3	1	2	8	4	4	3	1	2

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

Figure 33: Satisfaction with written response from SA Water – split by contact type

		Total 2013-2014		Qtr 1 2013-2014			% response Qtr 2 2013-2014			Qtr 3 2013-2014			Qtr 4 2013-2014			
		Total n~164	Email to SA Water n~99	Letter to SA Water n~64	Total n~36	Email to SA Water n~19	Letter to SA Water n~17	Total n~47	Email to SA Water n~25	Letter to SA Water n~21	Total n~62	Email to SA Water n~42	Letter to SA Water n~20	Total n~19	Email to SA Water n~13	Letter to SA Water n~6
The response addressed your enquiry	+	72	72	71	71	65	78	77	69	86	71	81	52	63	62	67
	Neutral	7	7	8	13	15	11	6	8	5	3	-	10	11	15	-
	-	21	21	21	16	20	11	17	23	10	25	19	38	26	23	33
The information was easy to understand	+	86	90	79	87	85	89	88	92	83	84	93	67	84	85	83
	Neutral	6	5	7	8	10	6	10	8	13	3	2	5	-	-	-
	-	8	5	13	5	5	6	2	-	4	13	5	29	16	15	17
The correspondence was professional	+	89	92	85	87	85	89	90	96	83	89	93	81	95	92	100
	Neutral	5	2	9	5	5	6	10	4	17	2	-	5	-	-	-
	-	6	6	6	8	10	6	-	-	-	9	7	14	5	8	-
It was easy to find out where you could go if you needed more information	+	74	77	70	71	71	71	74	71	78	69	77	50	100	100	100
	Neutral	10	9	11	13	12	14	10	8	11	11	10	13	-	-	-
	-	16	14	19	16	18	14	17	21	11	20	13	38	-	-	-
After reading it, you were clear on what would happen next	+	79	82	74	84	80	88	83	84	82	78	86	60	63	69	50
	Neutral	10	6	15	8	5	12	11	8	14	6	2	15	21	15	33
	-	11	12	11	8	15	-	6	8	5	16	12	25	16	15	17

Note: interpret with caution due to small sample size

Figure 33a: Satisfaction with phone response from SA Water – split by contact type

		Total 2013-2014			Qtr 1 2013-2014			n response Qtr 2 2013-2014			Qtr 3 2013-2014			Qtr 4 2013-2014		
		Total n~37	Email to SA Water n~26	Letter to SA Water n~11	Total n~6	Email to SA Water n~2	Letter to SA Water n~4	Total n~12	Email to SA Water n~10	Letter to SA Water n=2	Total n~12	Email to SA Water n~9	Letter to SA Water n=3	Total n=8	Email to SA Water n=6	Letter to SA Water n=2
The SA Water representative addressed your enquiry	+	63	67	55	67	100	50	58	60	50	58	56	67	75	83	50
	Neutral	13	11	18	-	-	-	17	10	50	17	22	-	13	-	50
	-	24	22	27	33	-	50	25	30	-	25	22	33	13	17	-
The information provided by the SA Water representative was easy to understand	+	76	78	73	100	100	100	67	70	50	67	78	33	88	83	100
	Neutral	11	11	9	-	-	-	8	10	-	25	22	33	-	-	-
	-	13	11	18	-	-	-	25	20	50	8	-	33	13	17	-
The response from the SA Water representative was professional	+	78	70	100	100	100	100	67	60	100	75	67	100	88	83	100
	Neutral	8	11	-	-	-	-	8	10	-	17	22	-	-	-	-
	-	14	19	-	-	-	-	25	30	-	8	11	-	13	17	-
It was easy to find out where you could go if you needed more information	+	51	46	64	83	100	75	40	38	50	45	38	67	50	50	50
	Neutral	11	17	-	-	-	-	10	13	-	18	25	-	13	17	-
	-	37	38	36	17	-	25	50	50	50	36	38	33	38	33	50
After talking to the SA Water representative, you were clear on what would happen next	+	66	67	64	83	100	75	67	70	50	67	67	67	50	50	50
	Neutral	5	7	-	-	-	-	-	-	-	8	11	-	13	17	-
	-	29	26	36	17	-	25	33	30	50	25	22	33	38	33	50

Figure 34: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Written Correspondence

Written Correspondence	
Response addressed your enquiry	
After reading it you were clear on what would happen next	
Timeliness of SA Water’s response	

Figure 35: Satisfaction with handling correspondence by having to contact SA Water about this issue again for any reason

		% response									
		Total 2013-2014		Qtr 1 2013-2014		Qtr 2 2013-2014		Qtr 3 2013-2014		Qtr 4 2013-2014	
		Yes – more contact n=64	No more contact n=144	Yes – more contact n=16	No more contact n=28	Yes – more contact n=15	No more contact n=45	Yes – more contact n=22	No more contact n=55	Yes – more contact n=11	No more contact n=16
Satisfaction with handling of your correspondence	+	45	83	56	79	33	84	50	82	36	88
	Neutral	13	6	25	4	-	7	14	5	9	6
	-	42	12	19	18	67	9	36	13	55	6

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

Figure 36: Reasons for dissatisfaction with handling correspondence by having to contact SA Water about this issue again for any reason

	n response									
	Total 2013-2014		Qtr 1 2013-2014		Qtr 2 2013-2014		Qtr 3 2013-2014		Qtr 4 2013-2014	
	Yes – more contact n=27	No more contact n=17	Yes – more contact n=3	No more contact n=5	Yes – more contact n=10	No more contact n=4	Yes – more contact n=8	No more contact n=7	Yes – more contact n=6	No more contact n=1
I have not had a response from SA Water	4	1	-	-	2	1	2	-	-	-
Received a standard response/acknowledged receipt of my correspondence only/not personalised/did not address my query	1	2	1	1	-	-	-	1	-	-
I was not happy with the response/the outcome/didn't address my issue/came from the wrong department/I had to take further action	15	8	2	2	5	2	4	4	4	-
A lot of hassle involved/not worth it/had to provide additional information/I gained no further knowledge/information	1	4	-	2	-	1	1	1	-	-
Response time/took too long to get back to me	3	2	1	-	1	-	-	1	1	1
Staff attitude/tone of correspondence was condescending/did not appear concerned/did not try to help with my problem	3	2	-	1	2	-	1	1	-	-
I have not had a response from SA Water	4	1	-	-	2	1	2	-	-	-
Received a standard response/acknowledged receipt of my correspondence only/not personalised/did not address my query	1	2	1	1	-	-	-	1	-	-

Figure 37: Customer satisfaction with connection by location

		% response				
		Total 2013- 2014 (n~361)	Qtr 1 2013- 2014 (n~96)	Qtr 2 2013- 2014 (n~94)	Qtr 3 2013- 2014 (n~95)	Qtr 4 2013- 2014 (n~78)
Time taken to acknowledge receipt of your application	+	81	79	82	79	84
	Neutral	11	11	13	12	9
	-	8	10	5	8	7
Staff knowledge of products and services	+	86	88	87	80	88
	Neutral	8	4	8	12	6
	-	7	7	6	9	5
Helpfulness of staff	+	87	83	92	82	94
	Neutral	8	9	5	12	4
	-	5	8	3	6	2
Clear explanation of the situation and any next steps	+	81	82	86	71	87
	Neutral	10	10	3	18	8
	-	9	8	11	11	5
Overall satisfaction with the office staff	+	85	81	89	82	89
	Neutral	9	10	7	11	9
	-	6	9	4	7	3
Appropriate notification of when work would occur	+	60	65	60	53	64
	Neutral	15	18	17	15	12
	-	24	17	23	33	25
Leaving the worksite in a safe and neat condition after work/completing the connection	+	87	85	97	79	88
	Neutral	7	9	1	8	9
	-	6	6	2	13	3
Treating people's property with care	+	91	90	97	86	90
	Neutral	5	6	1	7	7
	-	4	5	2	7	3
The time taken to complete the connection	+	71	78	73	60	72
	Neutral	16	11	12	25	17
	-	13	10	14	15	12
Overall satisfaction with field maintenance crew	+	86	86	91	79	86
	Neutral	8	8	3	11	11
	-	6	5	5	9	4

Figure 38: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Land development/connections

Land development/connections – office staff
Helpfulness of staff
Clear explanation of the situation and any next steps
Staff knowledge of products and services
Land development/connections – field crew
Leaving the worksite in a safe and neat condition after work/completing the connection
Treating people's property with care
Appropriate notification of when work would occur

Figure 39: Why were you dissatisfied with the service?

	n response				
	Total 2013-2014 (n=48)	Qtr 1 2013-2014 (n=10)	Qtr 2 2013-2014 (n=14)	Qtr 3 2013-2014 (n=15)	Qtr 4 2013-2014 (n=9)
It took too long for them to start the dis/connection	19	5	9	2	3
It took too long to complete the dis/connection	19	3	5	8	3
The connection has not been completed/ still waiting	4	1	-	1	1
Poor follow-up/slow/did not get back to me I had to chase it up	3	-	-	2	-
Did not adhere to timeframe/disconnected water early/arrived without notification	2	-	-	2	2
Had to pay upfront/even though paid still took too long	1	-	-	1	-