



Customer Satisfaction Research —Annual Report 2014-2015

Prepared for



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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 2014/15.

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

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.

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. The total sample achieved across the financial year 2014/15 included:

Customer Type	Location	Q1	Q2	Q3	Q4
Recent contact customers (residential)	Metro	400	407	401	401
	Regional	100	100	101	100
Sub-total		500	507	502	501
Recent contact customers (business)	Metro	140	101	112	108
	Regional	54	98	82	86
	Both	6	1	6	6
Sub-total		200	200	200	200
Land development/connections	Mix	80	69	100	100
Sub-total		80	69	100	100
TOTAL		780	776	802	801

Breakdown by touchpoint and call nature

Contact touch point	Call nature	Q1	Q2	Q3	Q4
Customer Service Centre	Fault/service problem	489	482	480	475
	Account and/or general enquiry	211	225	222	226
Land development and/or connection	Land development and/or connection	80	69	100	100
Written contact	Email	59	56	59	58
	Letter contact				
TOTAL		780	776	802	801

The research was carried out in compliance with International Standard AS ISO 20252:2012, meeting the requirements of the Privacy (Market and Social Research) Code 2014 under the Australian Privacy Principles, and the AMSRS Code of Professional Behaviour.

2. Key findings

2.1 Summary of overarching metrics

Outlined below is a summary of the overarching metrics benchmarked against newfocus' water industry results.

Figure 1: Summary table - overarching metrics

	2014/15 Results	2013/14 Results
Overall satisfaction with SA Water	80%	77%
Customer effort (mean score)	2.3	N/A
Advocacy (NPS)	18.3%	N/A
Water quality	79%	81%

*for customer effort, a lower score is a positive result

2.2 Overall satisfaction with SA Water

Overall, customer satisfaction with SA Water ranged from 78% to 81% throughout the financial year, with the benchmark and SA Water's Strategic Plan target of 82.5%. Satisfaction has increased slightly from the 2013/14 financial year.

When looking at satisfaction at a regional level, customers from the Eyre Peninsula were statistically less satisfied than customers from other regions.

Figure 2: Overall satisfaction by region

	% response					
	Metropolitan North (n=724)	Metropolitan South (n=678)	Outer Metro (n=196)	Northern (n=164)	South East (n=66)	Eyre (n=87)
+	85%	83%	85%	87%	91%	76% ↓
Neutral	9%	12%	10%	9%	3%	18% ↑
-	6%	4%	5%	4%	6%	6%

Note: ↑ ↓ represent statistically significant differences between quarters

Outlined below in the case study of a satisfied customer is an example of how SA Water is currently getting it right:

Case study: A satisfied customer

Harry is a metropolitan resident who called SA Water's Customer Service Centre regarding a sewerage blockage. Upon speaking to someone at the Customer Service Centre, he was satisfied (4 out of 5) or very satisfied (5 out of 5) with all elements of the customer service he received, rating the overall experience as 5 out of 5.

When the crew came out to look at the sewerage problem, he saw the maintenance crew at work and was extremely satisfied with the crew overall (5 out of 5) and with all aspects including working efficiently, being helpful, leaving the worksite in a safe and neat condition and treating his property with care. He was also extremely satisfied with the time taken to arrive and the time taken to fully restore services.

Overall, Harry was very satisfied with SA Water's efforts to resolve his issue with the sewerage blockage, however was neither satisfied nor dissatisfied with their effort to keep him informed of the progress.

He felt that it was very easy to do business with SA Water and was only required to put in low effort from his part to get the issue sorted – he only had to contact them once regarding the issue.

Harry is a vocal promoter of the brand, rating his experience as extremely positive (9 out of 10) and says that he is very likely to tell others of this positive experience (9 out of 10). Overall, he is very satisfied with SA Water (5 out of 5), and would like to compliment them on being polite and professional regarding the contact he had with them regarding this issue, and would be likely to choose SA Water if he had a choice of water and sewerage providers because 'they react quickly for high priority calls'.

Drivers of satisfaction

We know that overall satisfaction with SA Water is not always driven by a customer's experience with the service. As identified below in *Case study: a neutral customer*, the customer was very satisfied with SA Water's customer service, communication and effort to resolve her query, however only rated her satisfaction with SA Water as 3 out of 5 (neutral). This was due to her perceptions around the cost of water.

Case Study: A neutral customer

Jane, a regional resident, called the Customer Service Centre regarding an account/general enquiry and she was very satisfied with this contact, rating all elements 5 out of 5.

Jane is the person in the household who receives and/or pays the bill and would like to continue receiving the bill quarterly as a hard copy in the mail. She finds it neither appealing nor unappealing to read her own meter and provide the meter reading to SA Water and she knows what to do if she is having trouble paying her bill: 'ring the number'. Jane feels that the bill is 'not at all affordable' and would describe her experience upon receiving the bill as 'feeling mildly anxious but I pay the full amount by the due date'.

Jane was very satisfied with SA Water's efforts to resolve her enquiry and very satisfied with being kept informed. She felt it was very easy to deal with them however she rated the effort she had to put in as medium, despite only having to contact SA Water once to get her query resolved. She was non-committal regarding choosing SA Water as her sewerage and water provider if she had a choice and would look at another company if they were cheaper.

Jane is a promoter of the brand, having an extremely positive experience (10 out of 10) and being extremely likely to tell others about it (10 out of 10). She would like to compliment SA Water regarding her contact with them that they 'settled it in one call and did what they said they were going to do'.

Overall, Jane was neither satisfied nor dissatisfied with SA Water, despite her positive experience, with her satisfaction being driven by price, suggesting that SA Water 'reduce the price' in order for her satisfaction rating to improve.

However, we also know that that when customers are satisfied (particularly when very satisfied) with the effort by SA Water to resolve their issue, they are statistically more likely to be satisfied with SA Water overall. Therefore, it is important to take a look at what is driving satisfaction with SA Water's efforts.

Overall satisfaction with SA Water is influenced by a number of things, ranging from perceptions around affordability to the direct impact of a service experience with SA Water. Regression analysis has identified that the following were the strongest drivers of overall satisfaction (though results have provided only moderate correlation and should be interpreted as indicative only):

- SA Water's efforts to resolve your fault or enquiry
- the bill being affordable/very affordable
- ease of doing business with SA Water

In order to improve overall satisfaction, regression analysis suggests that SA Water should focus on the following attributes:

1. SA Water's effort to resolve faults or queries

Regression analysis has highlighted the following as strong drivers of satisfaction with the effort put forth by SA Water to resolve customer issues:

- overall satisfaction with the Customer Service Centre
- the time taken to arrive to address the fault/service problem
- being kept informed of the progress of the issue
- efficiency of the crew on site

The results show that efficiency of the crew is performing at best practice levels, however there is room for improvement regarding other areas.

Customer Service Centre

Whilst the Customer Service Centre is performing [REDACTED], the results suggest that the more times a customer is required to contact SA Water regarding a particular query or issue, the less they are satisfied with SA Water overall and with the effort to resolve their fault/enquiry. Therefore it will be important to look at what is happening at the Customer Service Centre to understand what situations are not being resolved on the spot and are causing the need for customers to contact SA Water more than once.

Time taken to arrive to address the fault/problem

In terms of the time taken to arrive to address the fault/service problem, results are currently [REDACTED] however in order to improve these levels, it will be important to effectively set expectations upon first contact. The Faults Customer Journey qualitative research has identified the importance of providing a timeframe, however it is important for Customer Service Centre staff to understand the individual situation and ensure that customers gain a good understanding of how SA Water categorises their particular situation, whilst making the customer feel as though their issue is being taken seriously.

Being kept informed of progress on the issue

Communication has been highlighted throughout the results as an area for SA Water to focus on going forward. In particular, keeping customers informed of the progress of their fault or enquiry has [REDACTED] and this has not only been identified as a driver of satisfaction with SA Water's effort to resolve the fault/enquiry, but also translates into overall satisfaction with SA Water. The importance of keeping customers informed has also been highlighted in the qualitative research conducted around the Faults Customer Journey, amongst both satisfied and dissatisfied customers. It will be important therefore to address this issue going forward. Some suggestions for improving the communication from SA Water included a system for customising contact on a customer by customer basis and possibly automating the process (ie SMS or email etc).

As outlined below in the case study of a dissatisfied customer, not keeping a customer informed can greatly influence their overall satisfaction:

Case Study: A dissatisfied customer

Mary is a regional customer who contacted the Customer Service Centre with an account enquiry. Overall, she was dissatisfied with the service received, particularly having her queries answered the first time. She was unhappy with the person she spoke to saying 'the person I spoke to at the call centre - his attitude was slightly abrasive. He should have communicated with me and been a little kinder as I was upset because I got a \$1,000 bill'.

Mary is the person in her household who receives and/or pays the bill and would like to receive a monthly hard copy bill in the post. She feels that the bill is 'not at all affordable' and feels 'mildly anxious but pays the full amount by the

due date'. She also knows what to do if she is having trouble paying her bill, which is *'just ring SA Water and ask for an extension'*.

Regarding her enquiry to SA Water, Mary is very dissatisfied with their effort to resolve her enquiry and with their effort to keep her informed of the progress. She is dissatisfied because *'SA Water haven't resolved my problem at all, I'm still waiting for a resolution as I have a \$1,000 bill'* and *'SA Water haven't kept me informed at all - no contact as to what is going to happen, no letter, nothing. That's why I'm dissatisfied'*.

Mary can't think of anything to compliment SA Water on regarding this contact, rating her effort required on this issue as 'high' – she had to call twice and the issue remains unresolved.

She would be very unlikely to choose SA Water if she had a choice of water and sewerage provider because *'the cost of water is too high and the customer service was not the best. I found them a bit harsh and I haven't had any communication from them. I would prefer not to have any dealings with them ever'*. Mary is classified as a vocal detractor, rating her experience with SA Water as very negative (0 out of 10) and is very likely to tell others of this experience (10 out of 10).

Overall, she was very dissatisfied with SA Water (rating 1 out of 5) and her suggestion for improving this rating includes *'more communication with me from the call centre and train their staff in people skills. My water meter is on the corner of the street where a car can hit it - I would like my meter moved onto my property'*.

2. Addressing perceptions of affordability

Affordability has been highlighted as an area that impacts on overall satisfaction with SA Water, however currently; only 1 in 5 customers believe their bill is affordable, whilst twice as many (2 in 5) believe it is not affordable.

Considering that rates are something that SA Water cannot change, in order to improve the perceptions of affordability it will be important to effectively communicate the *value* of the service customers are receiving in return for their rates.

3. Ease of doing business with SA Water

As can be expected, the number of times a customer is required to contact SA Water impacts on their perceptions of how easy it was to do business with SA Water, with those only requiring one contact statistically significantly more likely to consider it easy or very easy, whilst those requiring contact three or more times were statistically more likely to have found it difficult or very difficult to do business with SA Water.

2.3 Customer effort, advocacy and water quality

Customer effort

In the 2014/15 financial year, a question around customer effort was introduced. Overall, SA Water is performing well compared with other water utilities, achieving a mean score for the full financial year of 2.3 [REDACTED]. As a score of 1 = very low effort required, the lower the score, the better the result for SA Water. As with the metric 'ease of doing business with SA Water', outlined on the previous page, the customer effort metric is primarily driven by practical factors such as number of times the customer was required to contact SA Water regarding their enquiry or fault. However, the results suggest that for some customers, the service they received, SA Water's effort to resolve their query, the ease of doing business with SA Water or the number of times they were required to contact SA Water, do not necessarily translate into low effort, with customers regarding any contact required as an effort on their part (refer to *Case Study: A neutral customer* for an example of this).

Advocacy (NPS)

In 2014/15, advocacy questions were introduced to the SA Water customer survey, where respondents were asked to rate how positive or negative their experience was and how likely or unlikely they would be to tell others of this experience. With possible scores ranging from -100 to +100, any positive score is a good result and SA Water's overall score is 18.3% which is sitting [REDACTED].

This positive score is driven by a large proportion of promoters (47%) – people who have had a positive experience (7-10 out of 10) and are likely to tell others of this experience (7-10 out of 10). A further one quarter of respondents are classified as passively satisfied, that is, those who had a positive experience but are unlikely (0-6 out of 10) to tell others of this experience.

It is positive to note that the proportion of customers considered vocal detractors – those who had a negative experience and are likely to tell others of this experience - is small (12%) and there is a further 16% who are passive detractors – those who had a negative experience but are unlikely to tell others of this experience.

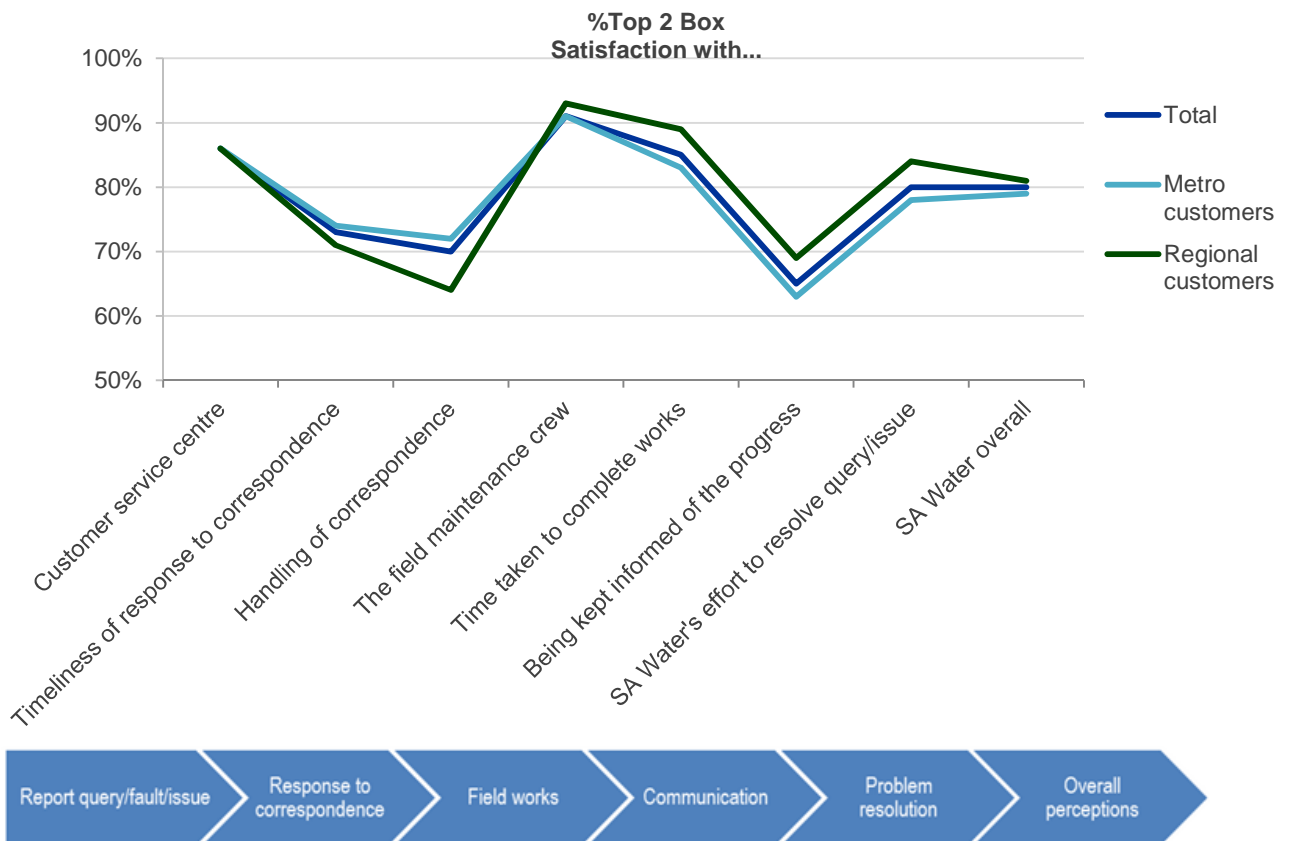
Water quality

In the 2014/15 financial year, satisfaction with the overall quality of the water dropped slightly to 79%, however this is sitting [REDACTED]. It is positive to note however that satisfaction with water quality increased in Q4 to 81% - [REDACTED].

2.4 A snapshot of the customer journey

As illustrated below, there are peaks and troughs in satisfaction throughout the life of the customer's journey with SA Water. A pattern can be seen regarding correspondence and communication, where satisfaction is lower. The initial Customer Service Centre experience is consistent across both metro and regional customers, however written correspondence drops off for regional customers but picks up again regarding the crew and work completed.

Figure 3: Customer journey



3. Summary of overall results

3.1 Overall satisfaction results

Figure 4: Total All Customers Satisfaction Results

		% response														
		Residential					Business					Total				
		Q1 14-15 (n=573)	Q2 14-15 (n=565)	Q3 14-15 (n=561)	Q4 14-15 (n=563)	2014- 2015 (n=2262)	Q1 14-15 (n=204)	Q2 14-15 (n=204)	Q3 14-15 (n=205)	Q4 14-15 (n=206)	2014- 2015 (n=819)	Q1 14-15 (n=777)	Q2 14-15 (n=769)	Q3 14-15 (n=766)	Q4 14-15 (n=769)	2014- 2015 (n=3081)
Overall satisfaction with SA Water	+	78	76	81	82	79	81	85	80	80	81	79	78	81	81	80
	Neutral	12	13	12	11	12	13	8	13	13	12	13	11	12	11	12
	-	10	11↑	7	8	9	6	7	6	8	7	9	10↑	7	8	8

Figure 5: Total All Customers Satisfaction Results – split by location

		% response									
		Metropolitan					Regional				
		Q1 14-15 (n=600)	Q2 14-15 (n=542)	Q3 14-15 (n=558)	Q4 14-15 (n=555)	2014-2015 (n=2255)	Q1 14-15 (n=172)	Q2 14-15 (n=226)	Q3 14-15 (n=202)	Q4 14-15 (n=208)	2014-2015 (n=808)
Overall satisfaction with SA Water	+	79	77	80	81	79	79	82	83	81	81
	Neutral	13	12	13	12	12	13	11	11	10	11
	-	9	11↑	7	7	9	8	7	6	10	8

Note: ↑ ↓ represent statistically significant differences between quarters

Annual satisfaction

In the 2014/15 financial year, overall satisfaction was higher in the latter part, recording 81% in both Q3 and Q4 – [REDACTED]. Satisfaction was generally higher amongst businesses, with Q1 and Q2 results for residents [REDACTED]. Businesses received the highest satisfaction score of all segments in Q2 (85%), the same quarter that residents saw a dip in satisfaction (76%). Regional respondents were slightly more satisfied than metro respondents, after metro saw a slight dip in Q2 to just 77% satisfaction.

Overall satisfaction with SA Water improved from 80% when customers....

- were very satisfied with SA Water's effort to resolve their fault or enquiry (to 94% overall satisfaction)
- were very satisfied with SA Water keeping them informed of the progress of their query/problem (to 90% overall satisfaction)
- only had to contact SA Water once to resolve their issue (to 87% overall satisfaction)

Areas of excellence and areas for future engagement

The results for SA Water have been classified throughout the report into newfocus' customer satisfaction benchmarks. These are categorised as:



The following channel achieved best practice satisfaction for the 2014/15 financial year and is an area of continued excellence:

- field maintenance crew (91%)

Overall satisfaction with the connections office staff and crew also achieved best practice satisfaction in quarter 4

SA Water should look to continue the great work achieved by the field maintenance crew and the work done by the connections team.

The following channels are areas for engagement

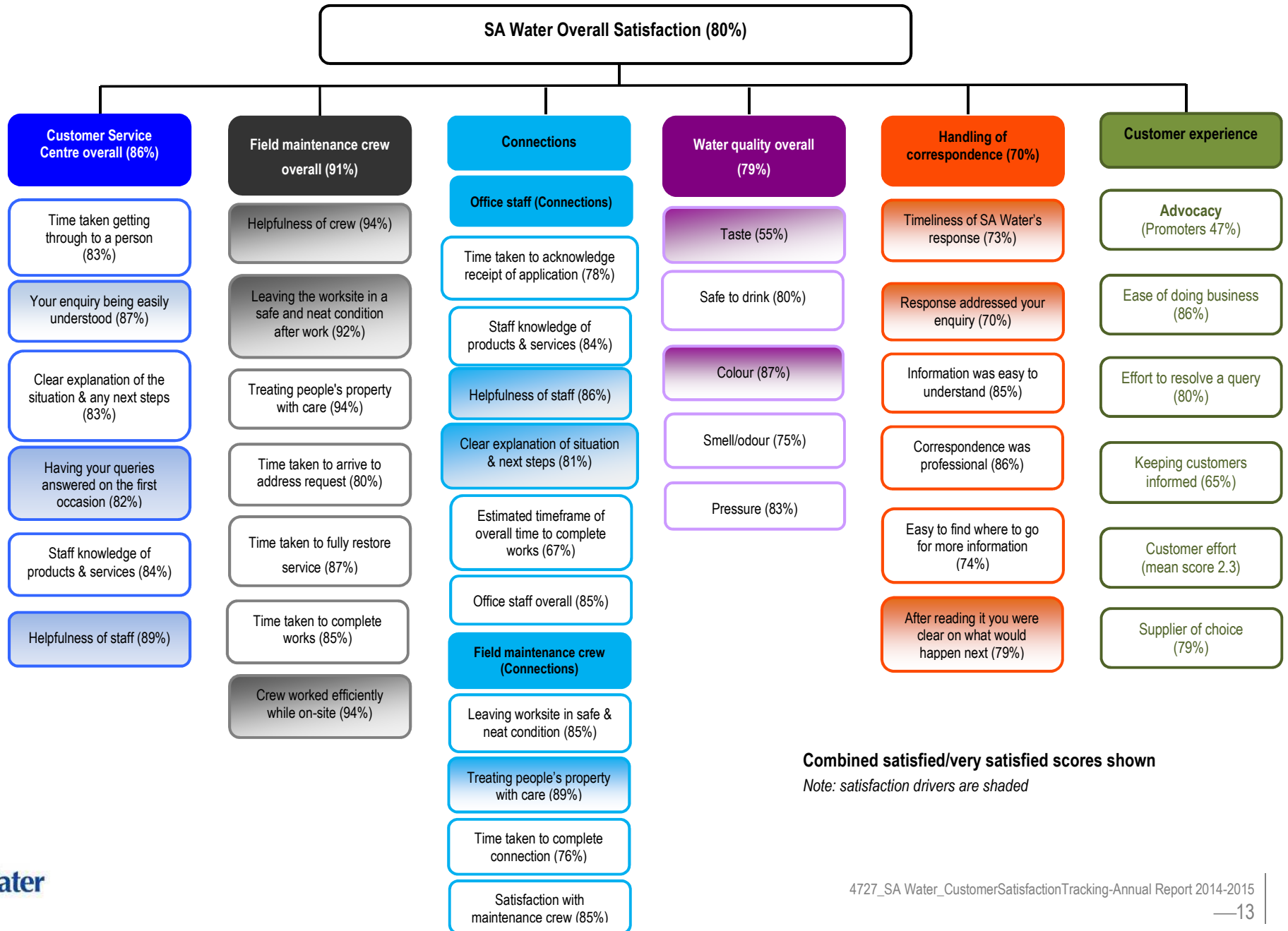
- SA Water keeping you informed of the progress of your query or problem
- overall satisfaction with the handling of written correspondence

Figure 6: Annual Results

		% response				
		Total 2014-2015	Qtr 1 2014-2015	Qtr 2 2014-2015	Qtr 3 2014-2015	Qtr 4 2014-2015
Overall satisfaction with the Customer Service Centre	+	86	85	85	87	89↑
	Neutral	7	7	9	7	6
	-	7	7	7	6	5
Overall satisfaction with the office staff (Connections)	+	86	84	87	78	94↑
	Neutral	10	9	10	17↑	5
	-	4	8	3	5	2
Overall satisfaction with field maintenance crew (Connections)	+	84	87	83	76↓	91
	Neutral	9	7	6	21↑	5
	-	7	7	12	3	5
Timeliness of service	+	85	84	85	86	86
	Neutral	7	6	8	6	6
	-	8	10	8	8	8
SA Water keeping you informed of the progress of your query or problem	+	65	63	66	65	65
	Neutral	13	13	13	13	12
	-	23	24	22	22	23
SA Water's efforts to resolve your query or problem	+	80	77	78	82	81
	Neutral	9	11	11	7	7
	-	11	12	11	12	12
Overall satisfaction with field maintenance crew	+	91	92	91	92	92
	Neutral	5	5	5	3	5
	-	4	4	4	5	3
The overall quality of the water	+	79	78	78	78	81
	Neutral	16	17	16	16	13
	-	6	5	6	6	6
Overall, satisfaction with the handling of your correspondence	+	70	76	67	71	65
	Neutral	7	7	9	7	7
	-	23	17	24	22	28
Ease of doing business with SA Water	+	86	84	86	87	87
	Neutral	8	10↑	7	7	7
	-	6	6	7	6	6
Overall satisfaction with SA Water	+	80	79	78	81	81
	Neutral	12	13	11	12	11
	-	8	9	10↑	7	8

		% response				
		Total 2014-2015	Qtr 1 2014-2015	Qtr 2 2014-2015	Qtr 3 2014-2015	Qtr 4 2014-2015
Advocacy	Promoters	47	44	49	46	47
	Passively satisfied	25	26	22↓	27	27
	Passive detractors	16	19↑	17	16	14↓
	Vocal detractors	12	11	13	11	12
	Advocacy score	18.3	13.9	18.8	18.8	21.8
Customer effort	Mean score	2.3	2.4	2.4	2.3	2.3

Note: ↑ ↓ represent statistically significant differences between quarters



Combined satisfied/very satisfied scores shown

Note: satisfaction drivers are shaded

3.2 Customer Satisfaction Results – Aligned with ESCOSA Service Standards

Figure 7: Customer Satisfaction with Timeliness

		Customer Satisfaction %				
		Total 2014- 2015 n~828	Qtr 1 2014- 2015 n~208	Qtr 2 2014- 2015 n~209	Qtr 3 2014- 2015 n~204	Qtr 4 2014- 2015 n~207
Telephone Responsiveness						
Time taken in getting through to a person	+	83	80↓	81	84	86↑
	Neutral	12	14	12	12	10
	-	6	6	7	4	4
Timeliness of Attendance at Water Breaks, Bursts and Leaks						
Time taken to attend to address fault/service problem	+	77	74	78	79	78
	Neutral	10	11	11	10	10
	-	12	15	11	11	12
Timeliness of Water Services Restoration						
Time taken to restore the water service	+	87	89	85	88	86
	Neutral	6	4	8	4	7
	-	7	7	7	7	7
Timeliness of the Connections						
Time taken to complete the connection	+	77	78	70	78	84
	Neutral	11	9	13	16	4
	-	12	13	17	6	12
Timeliness of Sewerage Service Restoration						
Time taken to restore the sewerage service	+	88	91	86	86	88
	Neutral	5	5	7	4	3
	-	7	3	6	10	9
Timeliness of Sewerage Overflow Attendance						
Time taken to attend to the sewerage overflow	+	88	86	93	89	85
	Neutral	5	7	3	4	6
	-	7	7	3	7	8
Timeliness of Sewerage Overflow Clean up						
Time taken to clean up the sewerage overflow	+	88	85	88	88	91
	Neutral	5	7	4	8	2
	-	7	7	8	4	7

Note: ↑ ↓ represent statistically significant differences between quarters

4. Results by Channel / Customer Service Area

4.1 Customer Service Centre (CSC)

All Customer Service Centre elements were rated positively this financial year, [redacted] range. Multiple regression analysis tells us that *helpfulness of staff* was the strongest driver of overall satisfaction with the Customer Service Centre and it is positive to note that in Q4 this attribute recorded best practice levels of satisfaction (91%) and has consistently received the highest satisfaction levels of all attributes each quarter.

Statistical changes over time:

There was minimal movement overall, with only a few statistically significant differences noted, most of which occurred during Q2. *Having your questions answered on the first occasion* recorded a statistically significant drop in satisfaction in Q2, before recovering to 84% in Q3 and Q4. This was largely due to a significant drop amongst residents in the metropolitan area.

Also during Q2, statistical changes were noted for *staff knowledge of products and service*, where satisfaction fell to a low of 80% and dissatisfaction increased to 11%. This drop was also due to a dip in satisfaction amongst metropolitan residential customers, but it is positive to note that satisfaction with this aspect amongst metro residential customers improved after Q2, recording the highest level of satisfaction in Q4.

Figure 8: Customer Satisfaction with the Customer Service Centre

		Total 2014- 2015 n~2572	% response			
			Qtr 1 2014- 2015 n~639	Qtr 2 2014- 2015 n~655	Qtr 3 2014- 2015 n~639	Qtr 4 2014- 2015 n~639
Time taken in getting through to a person	+	83	80↓	81	84	86
	Neutral	12	14	12	12	10
	-	6	6	7↑	4	4
Your enquiry being easily understood	+	87	87	86	87	89
	Neutral	7	7	8	6	6
	-	6	6	6	7	4
Clear explanation of the situation and any next steps	+	83	82	82	85	85
	Neutral	8	7	9	7	8
	-	9	11	10	8	8
Having your questions answered on the first occasion	+	82	80	79↓	84	84
	Neutral	7	8	8	6	7
	-	11	12	13	10	10
Staff knowledge of products and services	+	84	83	80↓	85	87
	Neutral	8	10	9	7	7
	-	8	7	11↑	8	6
Helpfulness of staff	+	89	87	87	88	91
	Neutral	6	7	6	6	4
	-	6	6	7	6	4
Overall satisfaction with customer service centre	+	86	85	85	87	89
	Neutral	7	7	9	7	6
	-	7	7	7	6	5

Note: ↑ ↓ represent statistically significant differences between quarters

Figure 9: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Customer Service Centre


Customer Service Centre
Helpfulness of staff
Having your queries answered on the first occasion
Your enquiry being easily understood

4.2 Faults and Service Problems

Faults and service key findings

Continuing the trend seen in the previous financial year, the following five attributes consistently scored at best practice levels across the quarters:

- helpfulness of crew (despite a statistically significant drop in satisfaction in Q3)
- leaving the worksite in a safe and neat condition after work
- treating people's property with care (despite a statistically significant drop in satisfaction in Q2)
- the crew worked efficiently while they were on site
- overall satisfaction with field maintenance crew

Time taken to clean up after the sewer overflow also scored at best practice in quarter 4, with satisfaction with all other aspects relating to the crew falling 

The *helpfulness of the crew* was identified as the strongest driver of overall satisfaction with the crew and it is very positive to note that this element is not only rated at best practice levels but is the element customers are most satisfied with (along with treating people's property with care). The drop in satisfaction recorded in Q3 can be attributed to a drop in satisfaction amongst metropolitan customers – particularly businesses but it is promising to see levels return to normal in Q4.

Treating people's property with care was significantly lower in Q2 however this was less to do with an issue in Q2 and more to do with the spike recorded amongst regional customers in the previous wave (through not statistically significant), meaning that the return to relatively normal levels in Q2 flags as significant (see figures 11, 13 & 14 for the metro/regional data).

Figure 10: Customer Satisfaction with faults and services

Fault/Service problem		Total 2014- 2015 (n~1223)	% response			
			Qtr 1 2014- 2015 (n~321)	Qtr 2 2014- 2015 (n~313)	Qtr 3 2014- 2015 (n~312)	Qtr 4 2014- 2015 (n~308)
Helpfulness of crew	+	94	94	96	91↓	96
	Neutral	4	4	2	5	4
	-	2	2	2	4	0
Leaving the worksite in a safe and neat condition after work	+	92	92	91	93	92
	Neutral	4	5	5	3	5
	-	4	3	4	4	3
Treating people's property with care	+	94	94	92↓	96	95
	Neutral	4	4	5	3	4
	-	2	2	3↑	1	1
The crew worked efficiently while they were on site	+	94	93	94	94	97
	Neutral	3	4	5	2	1
	-	3	3	1	4	2
Overall satisfaction with field maintenance crew	+	91	92	91	92	92
	Neutral	5	5	5	3	5
	-	4	4	4	5	3
Time taken to arrive to address the fault/service problem	+	80	77	80	81	82
	Neutral	9	10	9	9	8
	-	11	14	11	10	10
Time taken to fully restore your services	+	87	89	85	87	87
	Neutral	6	4	8↑	4	6
	-	7	7	7	8	8
Time taken to clean up after the sewer overflow	+	88	85	88	88	91
	Neutral	5	7	4	8	2
	-	7	7	8	4	7
The overall time taken to complete the works	+	85	84	85	86	86
	Neutral	7	6	8	6	6
	-	8	10	8	8	8

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

Note: ↑ ↓ represent statistically significant differences between quarters

Figure 11: Customer Satisfaction with faults and services – split by region

		% response									
		Metro					Regional				
		Total 2014- 2015 (n~941)	Qtr 1 2014- 2015 (n~242)	Qtr 2 2014- 2015 (n~218)	Qtr 3 2014- 2015 (n~235)	Qtr 2014- 2015 (n~246)	Total 2014- 2015 (n~354)	Qtr 1 2014- 2015 (n~89)	Qtr 2 2014- 2015 (n~107)	Qtr 3 2014- 2015 (n~87)	Qtr 4 2014- 2015 (n~71)
Helpfulness of crew	+	93	92	96	90↓	96	96	100	94	96	96
	Neutral	4	6	1	6	4	2	-	3	2	4
	-	3	3	2	4	1	1	-	3	2	-
Leaving the worksite in a safe and neat condition after work	+	91	90	91	92	92	94	98↑	91	95	92
	Neutral	5	6	5	3	4	4	1	5	3	7
	-	4	4	4	5	4	3	2	4	3	1
Treating people's property with care	+	94	92	92	97↑	94	96	99↑	94	94	98
	Neutral	4	5	5	2↓	4	3	1	4	6	2
	-	2	3	3	1	2	1	-	2	-	-
The crew worked efficiently while they were on site	+	93	90	94	93	96	97	100	94	96	100
	Neutral	4	6	5	2	1	2	-	5	2	-
	-	3	4	1	4	3	1	-	2	2	-
Overall satisfaction with field maintenance crew	+	91	90	91	91	91	93	97	90	94	93
	Neutral	5	6	4	3↓	5	4	2	7	4	4
	-	5	4	5	7	3	2	2	3	2	2
Time taken to arrive to address the fault/service problem	+	78	74↓	79	79	81	84	85	82	85	83
	Neutral	9	11	8	9	8	9	8	11	9	7
	-	13	16	13	12	11	7	8	7	6	9
Time taken to fully restore your services	+	85	87	84	85	85	91	93	87	93	92
	Neutral	6	5	8	4	6	5	4	8	6	3
	-	9	8	8	11	8	3	3	5	1	5
Time taken to clean up after the sewer overflow	+	89	87	91	87	90	75	75	50	100	100
	Neutral	5	4	4	9	2	13	25	-	-	-
	-	6	9	4	4	7	13	-	50	-	-
The overall time taken to complete the works	+	83	82	83	84	85	89	92	88	90	87
	Neutral	7	7	8	6	6	6	4	7	7	8
	-	10	12	9	10	9	4	3	5	3	5

Note: ↑ ↓ represent statistically significant differences between quarters

Figure 12: Customer Satisfaction with faults and services – split by Business and Residential

		% response									
		Residential					Business				
		Total 2014- 2015 (n~842)	Qtr 1 2014- 2015 (n~212)	Qtr 2 2014- 2015 (n~210)	Qtr 3 2014- 2015 (n~211)	Qtr 2014- 2015 (n~210)	Total 2014- 2015 (n~464)	Qtr 1 2014- 2015 (n~122)	Qtr 2 2014- 2015 (n~116)	Qtr 3 2014- 2015 (n~115)	Qtr 4 2014- 2015 (n~111)
Helpfulness of crew	+	94	91	95	92	96	95	99	96	90	94
	Neutral	4	6	2	4	4	4	1	3	7	4
	-	3	3	3	4	-	1	-	1	3	1
Leaving the worksite in a safe and neat condition after work	+	92	92	92	93	91	92	92	90	93	95
	Neutral	4	5	4	4	6	4	4	7	2	3
	-	4	3	4	4	4	4	4	3	5	2
Treating people's property with care	+	94	94	92	98	93	95	96	92	94	98
	Neutral	4	5	4	2	5	4	3	6	5	1
	-	2	2	4	1	2	1	2	1	1	1
The crew worked efficiently while they were on site	+	95	94	93	95	98	93	91	94	93	94
	Neutral	2	3	4	1	1	5	7	6	6	1
	-	3	3	2	5	1	2	3		1	4
Overall satisfaction with field maintenance crew	+	92	91	92	94	92	90	92	89	89	92
	Neutral	4	5	4	1	6	5	5	6	6	3
	-	4	4	4	5	3	4	3	4	6	4
Time taken to arrive to address the fault/service problem	+	81	79	76	86	84	77	72	86	73	78
	Neutral	8	10	9	7	7	10	10	9	12	11
	-	11	11	15	7	9	12	18	5	15	11
Time taken to fully restore your services	+	88	92	82	89	88	86	84	91	85	84
	Neutral	6	4	9	3	6	5	5	5	6	5
	-	7	4	9	8	6	9	12	4	9	10
Time taken to clean up after the sewer overflow	+	89	89	83	89	91	88	75	100	83	91
	Neutral	5	5	6	5	3	6	13	-	17	-
	-	7	5	11	5	6	6	13	-	-	9
The overall time taken to complete the works	+	87	88	83	89	89	82	80	87	79	80
	Neutral	6	6	8	4	5	8	6	7	10	9
	-	7	6	9	7	6	11	14	6	11	11

Figure 13: Customer Satisfaction with faults and services – Metro split by Business and Residential

		% response									
		Metro					Business				
		Total 2014- 2015 (n~676)	Qtr 1 2014- 2015 (n~157)	Qtr 2 2014- 2015 (n~160)	Qtr 3 2014- 2015 (n~175)	Qtr 2014- 2015 (n~185)	Total 2014- 2015 (n~265)	Qtr 1 2014- 2015 (n~85)	Qtr 2 2014- 2015 (n~58)	Qtr 3 2014- 2015 (n~60)	Qtr 4 2014- 2015 (n~62)
Helpfulness of crew	+	93	88	97	91	97	93	98	95	85	92
	Neutral	4	8	1	3	3	5	2	3	13	5
	-	3	4	2	5	-	2	-	3	3	3
Leaving the worksite in a safe and neat condition after work	+	91	89	92	93	90	92	91	89	91	97
	Neutral	5	7	3	3	6	4	5	8	3	-
	-	4	4	4	4	4	4	4	3	7	3
Treating people's property with care	+	93	91	92	98	93	95	94	91	96	97
	Neutral	4	6	4	1	5	3	3	7	3	1
	-	2	2	4	1	2	2	3	1	1	1
The crew worked efficiently while they were on site	+	94	92	94	94	98	90	87	92	93	89
	Neutral	2	4	4	1	1	7	9	8	7	3
	-	3	4	2	6	2	3	4	-	-	8
Overall satisfaction with field maintenance crew	+	91	89	92	92	91	89	91	87	86	91
	Neutral	4	6	3	2	6	6	7	7	5	4
	-	5	5	4	6	3	5	3	7	9	5
Time taken to arrive to address the fault/service problem	+	81	77	78	84	83	72	68	82	65	77
	Neutral	8	11	7	7	7	11	10	9	14	12
	-	11	12	15	8	10	16	22	9	21	11
Time taken to fully restore your services	+	87	90	83	87	87	81	81	87	79	78
	Neutral	6	5	8	3	6	5	4	7	4	7
	-	7	5	9	10	6	13	15	6	16	15
Time taken to clean up after the sewer overflow	+	90	93	88	89	91	86	75	100	75	90
	Neutral	4	-	6	5	3	7	13	-	25	-
	-	6	7	6	5	6	7	13	-	-	10
The overall time taken to complete the works	+	87	86	84	88	88	75	74	81	71	77
	Neutral	6	6	8	4	5	9	8	8	12	8
	-	8	8	8	8	7	16	18	12	17	14

Figure 14: Customer Satisfaction with faults and services – Regional split by Business and Residential

		% response									
		Residential					Business				
		Total	Qtr 1	Qtr 2	Qtr 3	Qtr	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
		2014-2015	2014-2015	2014-2015	2014-2015	2014-2015	2014-2015	2014-2015	2014-2015	2014-2015	2014-2015
		(n~165)	(n~55)	(n~50)	(n~40)	(n~28)	(n~188)	(n~39)	(n~64)	(n~51)	(n~46)
Helpfulness of crew	+	95	100	90	96	94	97	100	97	96	97
	Neutral	3	-	3	4	6	2	-	3	-	3
	-	2	-	7	-	-	1	-	-	4	-
Leaving the worksite in a safe and neat condition after work	+	95	100	91	94	94	93	94	90	96	91
	Neutral	3	-	5	4	6	4	2	5	1	7
	-	2	-	5	2	-	3	4	4	3	2
Treating people's property with care	+	97	100	94	98	97	95	98	93	92	98
	Neutral	2	-	3	2	3	5	2	5	8	2
	-	1	-	3	-	-	0	-	1	-	-
The crew worked efficiently while they were on site	+	97	100	91	100	100	97	100	97	92	100
	Neutral	2	-	6	-	-	2	-	3	4	-
	-	1	-	3	-	-	1	-	-	4	-
Overall satisfaction with field maintenance crew	+	95	97	89	100	94	92	96	91	90	93
	Neutral	4	3	8	-	6	5	-	6	7	3
	-	1	-	3	-	-	3	4	3	3	3
Time taken to arrive to address the fault/service problem	+	84	86	72	91	91	84	83	90	81	79
	Neutral	9	7	15	7	6	9	9	9	10	8
	-	7	7	13	2	3	7	9	1	9	13
Time taken to fully restore your services	+	91	97	79	98	93	92	88	97	90	91
	Neutral	6	2	13	2	3	5	7	2	8	4
	-	4	2	8	-	3	3	5	2	2	5
Time taken to clean up after the sewer overflow	+	67	75	50	-	-	100	-	-	100	100
	Neutral	17	25	-	-	-	-	-	-	-	-
	-	17	-	50	-	-	-	-	-	-	-
The overall time taken to complete the works	+	90	91	81	96	94	89	94	94	86	84
	Neutral	6	6	8	4	3	7	2	6	8	10
	-	5	3	11	-	3	4	4	-	6	7

Figure 15: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Faults and Services

Faults and Services
Helpfulness of crew
Leaving the worksite in a safe and neat condition after work
The crew working efficiently on-site

4.3 Customer experience

Satisfaction with SA Water’s effort to resolve your query or problem [redacted] for 2014/15 and was higher in the latter part of the year, whilst satisfaction with being kept informed of the progress of their query or problem [redacted]

Further analysis into these measures have highlighted that performing well in these two areas significantly increases overall satisfaction with SA Water. In particular, customers who were very satisfied with the effort to resolve their query and those who were satisfied (T2B) with being kept informed were statistically more likely to be satisfied with SA Water overall. The results have also shown that those who only needed to contact SA Water once to resolve their query were statistically more likely to be satisfied with SA Water’s efforts to resolve their query/problem and with SA Water overall, whilst those requiring 3 or more contacts were statistically less likely to be satisfied with both of those measures.

This tells us that improving satisfaction with SA Water’s efforts to resolve the query, being kept informed and only having to contact SA Water once could lead to higher satisfaction overall. Being kept informed of the progress of their query or problem therefore should be a key area of focus for SA Water. This was highlighted in the Faults Customer Journey research where communication from SA Water was uncovered as a key theme. Some suggestions to improve in this area include building a system capable of informing customers of changes throughout their entire journey from the first stage of reporting the issue/query through to resolution, including updates on expected arrival of crew (if applicable) an expected timeframe for resolution of the issue, information on what the issue was/meant for the customer and follow up upon resolution to let the customer know that the issue has been resolved. Satisfaction with this measure not only impacts on overall satisfaction but has been identified through regression analysis as the strongest driver of satisfaction with SA Water’s effort to resolve their query/problem.

This regression analysis also identified a number of other areas that influence satisfaction with the effort to resolve the fault or query, and these included overall satisfaction with the customer service centre, the time taken to arrive to address the fault/service problem and efficiency of crew on site (for customers with a fault or service issue).

These results also highlight the importance of getting it right the first time. Perhaps not surprisingly, the more times a customer is required to contact SA Water regarding a particular query or issue, the less they are satisfied. With overall satisfaction with the customer service centre highlighted as a driver of satisfaction with the effort to resolve the problem, it will be important to look at what is happening at the customer service centre to see if there is any room for improvement (refer to Customer Service Centre section on page 15), particularly around reasons for requiring contact more than once.

Figure 16: Customer Satisfaction with problem resolution

		% response				
		Total 2014- 2015 (n~2855)	Qtr 1 2014- 2015 (n~745)	Qtr 2 2014- 2015 (n~722)	Qtr 3 2014- 2015 (n~694)	Qtr 4 2014- 2015 (n~695)
Satisfaction with SA Water's efforts to resolve your query or problem	+	80	77	78	82	81
	Neutral	9	11↑	11↑	7↓	7↓
	-	11	12	11	12	12
SA Water keeping you informed of the progress of your query or problem	+	65	63	66	65	65
	Neutral	13	13	13	13	12
	-	23	24	22	22	23

Note: ↑ ↓ represent statistically significant differences between quarters

Figure 17: Customer Satisfaction with problem resolution - connections

		% response Connections				
		Total 2014- 2015 (n~279)	Qtr 1 2014- 2015 (n~78)	Qtr 2 2014- 2015 (n~69)	Qtr 3 2014- 2015 (n~66)	Qtr 4 2014- 2015 (n~67)
Satisfaction with SA Water's efforts to resolve your query or problem	+	77	74	72	77	85
	Neutral	15	14	19	16	13
	-	8	13	9	7	1
SA Water keeping you informed of the progress of your query or problem	+	64	57	59	66	76
	Neutral	18	26	12	18	17
	-	18	17	29	16	8

Figure 18: Customer Satisfaction with problem resolution – faults

		% response Faults				
		Total 2014- 2015 (n~1762)	Qtr 1 2014- 2015 (n~465)	Qtr 2 2014- 2015 (n~441)	Qtr 3 2014- 2015 (n~433)	Qtr 4 2014- 2015 (n~424)
Satisfaction with SA Water's efforts to resolve your query or problem	+	84	83	82	86	86
	Neutral	8	9	10	6	6
	-	8	8	8	8	8
SA Water keeping you informed of the progress of your query or problem	+	67	66	68	65	67
	Neutral	12	11	13	13	12
	-	21	23	19	22	20

Figure 19: Customer Satisfaction with problem resolution – Accounts/general enquiry

		% response Accounts/general enquiry				
		Total 2014- 2015 (n~813)	Qtr 1 2014- 2015 (n~202)	Qtr 2 2014- 2015 (n~213)	Qtr 3 2014- 2015 (n~196)	Qtr 4 2014- 2015 (n~204)
Satisfaction with SA Water's efforts to resolve your query or problem	+	70	65	71	75	69
	Neutral	10	16	11	5	8
	-	20	19	18	20	23
SA Water keeping you informed of the progress of your query or problem	+	61	59	62	66	57
	Neutral	11	12	12	10	11
	-	28	29	25	24	32

Figure 20: Customer Satisfaction with problem resolution – faults split by metro and regional

		% response									
		Faults									
		Metro					Regional				
		Total 2014- 2015 (n~1264)	Qtr 1 2014- 2015 (n~335)	Qtr 2 2014- 2015 (n~296)	Qtr 3 2014- 2015 (n~312)	Qtr 4 2014- 2015 (n~322)	Total 2014- 2015 (n~481)	Qtr 1 2014- 2015 (n~124)	Qtr 2 2014- 2015 (n~144)	Qtr 3 2014- 2015 (n~117)	Qtr 4 2014- 2015 (n~97)
Satisfaction with SA Water's efforts to resolve your query or problem	+	83	82	80	84	84	88	87	87	89	91
	Neutral	8	10	11	6	7	6	6	8	6	4
	-	9	8	9	10	9	6	6	6	5	6
SA Water keeping you informed of the progress of your query or problem	+	65	63	65	65	65	72	74	75	65	74
	Neutral	12	12	13	12	13	12	9	12	15	10
	-	23	25	22	23	22	17	17	13	20	16

4.4 Billing

Overall, the majority of customers do not believe their bill to be affordable, with only 1 in 5 rating it very affordable or affordable (4 or 5 out of 5). Further, 40% were neutral and 39% believed that their bill was not affordable or not at all affordable with the majority feeling comfortable when they receive their bill and paying the full amount by the due date. However for 22%, receiving their bill made them feel mildly anxious but they still pay their bill in full on time.

Receiving a quarterly hard copy bill in the mail is still the most popular method of receiving their bill, followed by email, whilst appeal for being able to read their own water meter and report the reading to SA Water was low overall.

Results were relatively consistent across all waves, with no significant differences recorded.

Figure 21: 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				
		Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
		2014-	2014-	2014-	2014-	2014-
		2015	2015	2015	2015	2015
		(n=2376)	(n=627)	(n=610)	(n=556)	(n=583)
Affordability	+	21	22	20	19	23
	Neutral	40	39	40	42	38
	-	39	39	40	39	39

Figure 22: Preference to SA Water bill (Q5n14)

		% response				
		Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
		2014-	2014-	2014-	2014-	2014-
		2015	2015	2015	2015	2015
		(n=2480)	(n=651)	(n=627)	(n=591)	(n=611)
Hard copy in the mail		77	79	77	74	77
Email		20	18	20	21	20
Via an App on your smartphone		2	2	2	2	1
Through an individual login on the SA Water website		1	1	0	1	1

Note: 0% represents n=2

Figure 23: Choice of meter reading frequency (Q7N14)

		% response				
		Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
		2014-	2014-	2014-	2014-	2014-
		2015	2015	2015	2015	2015
		(n=2480)	(n=651)	(n=627)	(n=591)	(n=611)
Quarterly		79	80	77	77	82
Once a month		11	12	12	11	10
Every two months		4	4	4	4	3
Every 6 months		4	3	5	4	4
Once a year		1	1	1	1	0
Don't care		0	1	-	-	-

Note: 0% represents n=5 or less

Figure 24: 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				
		Total 2014- 2015 (n=2414)	Qtr 1 2014- 2015 (n=638)	Qtr 2 2014- 2015 (n=608)	Qtr 3 2014- 2015 (n=569)	Qtr 4 2014- 2015 (n=599)
Appeal of reading own water meter and providing the reading to SA Water for your bill	+	38	38	38	38	37
	Neutral	20	19	20	22	18
	-	42	43	42	40	45

Figure 25: Awareness of what to do if have trouble paying SA Water bill (Q10N14)

	% response				
	Total 2014- 2015 (n=2480)	Qtr 1 2014- 2015 (n=651)	Qtr 2 2014- 2015 (n=627)	Qtr 3 2014- 2015 (n=591)	Qtr 4 2014- 2015 (n=611)
Yes	68	71	67	67	69
No	32	29	33	33	31

Figure 26: Financial stress indicator (Q9N14)

	% response				
	Total 2014- 2015 (n=2405)	Qtr 1 2014- 2015 (n=635)	Qtr 2 2014- 2015 (n=610)	Qtr 3 2014- 2015 (n=561)	Qtr 4 2014- 2015 (n=599)
You feel comfortable and pay the full amount by the due date	67	64	68	64	73
You feel mildly anxious but you pay the full amount by the due date	22	23	22	25	17
You feel comfortable but don't usually get around to paying by the due date	4	4	3	6	4
You ring SA Water immediately for a payment extension	3	5	3	3	2
You feel mildly anxious and you don't pay the full amount by the due date	2	2	2	1	2
You feel financially stressed and unable to pay by the due date	1	2	2	1	2
You avoid the bill altogether and don't pay by the due date	0	-	-	0	0

Note: 0% represents n=2 or less

4.5 Water quality

Water quality key findings

In Q4, it is positive to see that perceptions of the water being safe to drink improved to [redacted] range, pushing the overall 2014/15 score f [redacted]. The overall quality of the water also improved in Q4 [redacted], however the overall score for the financial year is [redacted].

The smell/odour of the water was statistically significantly higher in Q4 compared to the other quarters, after a low was recorded in Q2 (however the low was due to an increase in neutral ratings and not an increase in negative ratings).

The largest area of concern continues to be the taste of the water, [redacted] benchmark range and was this year identified as the strongest driver of overall satisfaction with water quality.

Figure 27: Customer Satisfaction with water quality

		% response				
		Total 2014-2015 (n~2923)	Qtr 1 2014-2015 (n~742)	Qtr 2 2014-2015 (n~743)	Qtr 3 2014-2015 (n~712)	Qtr 4 2014-2015 (n~727)
Taste	+	55	54	54	56	57
	Neutral	21	24	22	20	20
	-	24	23	24	23	24
Safe to drink	+	80	79	78	79	82
	Neutral	12	12	13	11	11
	-	9	9	9	10	7
Colour	+	87	85	87	87	88
	Neutral	9	10	9	9	9
	-	4	5	4	4	3
Smell/odour	+	75	75	72↓	75	79↑
	Neutral	15	14	19↑	14	14
	-	10	10	9	11	8↓
Pressure	+	83	83	84	81	85
	Neutral	10	11	9	11	9
	-	7	6	7	7	6
The overall quality of the water	+	79	78	78	78	81
	Neutral	16	17	16	16	13
	-	6	5	6	6	6

Note: ↑ ↓ represent statistically significant differences between quarters

Figure 28: Satisfaction of water quality based on regular vs. not regular tap water drinker

		% response									
		Total 2014-2015		Qtr 1 2014-2015		Qtr 2 2014-2015		Qtr 3 2014-2015		Qtr 4 2014-2015	
		Regularly drink tap water (n~1618)	Do not drink tap water regularly (n~1040)	Regularly drink tap water (n~415)	Do not drink tap water regularly (n~285)	Regularly drink tap water (n~413)	Do not drink tap water regularly (n~281)	Regularly drink tap water (n~409)	Do not drink tap water regularly (n~231)	Regularly drink tap water (n~382)	Do not drink tap water regularly (n~244)
Taste	+	68	33	67	30	67	35	67	34	71	35
	Neutral	19	24	20	29	20	23	21	17	15	26
	-	13	43	13	41	13	42	12	49	14	39
Safe to drink	+	88	66	89	65	87	67	87	64	90	69
	Neutral	8	17	8	17	9	19	9	14	6	17
	-	4	17	3	17	4	15	4	21	3	14
Colour	+	92	79	91	77	92	79	91	79	92	82
	Neutral	6	14	6	15	6	14	7	14	6	13
	-	2	7	3	8	2	7	2	8	2	5
Smell/odour	+	82	65	83	65	79	64	82	61	86	69
	Neutral	12	18	13	16	16	22	11	17	9	18
	-	5	17	4	19	5	14	6	21	5	13
Pressure	+	85	80	85	81	85	82	82	78	88	79
	Neutral	9	12	11	12	8	11	10	14	8	13
	-	6	8	4	7	7	7	7	8	4	8
The overall quality of the water	+	86	69	85	69	85	69	84	68	89	69
	Neutral	11	21	11	23	13	20	12	23	8	19
	-	3	10	3	8	2	11	4	9	3	12

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

Water Quality
Taste
Colour

4.6 Written correspondence

In comparison to 2013/14, this year customers who had written correspondence via email were generally more satisfied than those who wrote a letter (in all quarters other than Q4) although in all cases, bases for letter were low so results must be interpreted with caution.

These results are reflected in the response times for each type of correspondence, where email response was received generally within 2-5 business days, whilst response times for a letter varied between 6-20 days. In Q4, satisfaction with timeliness to receive a response to a letter improved, and this is reflected by the number of days for a response decreasing to just 2-5 business days for the majority.

Timeliness of the communication was identified as the strongest driver of satisfaction with the handling of written correspondence, [REDACTED]. SA Water could consider reviewing the process regarding response times to written correspondence in order to boost overall satisfaction in this area.

In terms of satisfaction with the written correspondence, a number of aspects peaked in Q1, with some aspects [REDACTED]. Overall, the correspondence being professional received the highest satisfaction, while the response addressing their enquiry was the lowest.

Seven in ten customers were satisfied with the handling of their correspondence, [REDACTED]
[REDACTED]

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

		Total 2014-2015			Qtr 1 2014-2015			% response Qtr 2 2014-2015			Qtr 3 2014-2015			Qtr 4 2014-2015		
		Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter
		n=206	to SA Water n=172	to SA Water n=34	n=51	to SA Water n=46	to SA Water n=5	n=48	to SA Water n=33	to SA Water n=15	n=56	to SA Water n=49	to SA Water n=7	n=51	to SA Water n=44	to SA Water n=7
Timeliness of SA Water's response	+	73	74	65	82	85	60	67	73	53	75	73	86	67	66	71
	Neutral	10	9	15	10	9	20	10	3	27	7	8	-	14	16	-
	-	17	16	21	8	7	20	23	24	20	18	18	14	20	18	29

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

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

	Total 2014-2015			Qtr 1 2014-2015			% response Qtr 2 2014-2015			Qtr 3 2014-2015			Qtr 4 2014-2015		
	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter	Total	Email	Letter
	n=232	to SA Water n=191	to SA Water n=41	n=59	to SA Water n=53	to SA Water n=6	n=56	to SA Water n=39	to SA Water n=17	n=59	to SA Water n=51	to SA Water n=80	n=58	to SA Water n=48	to SA Water n=10
Within the same business day	22	25	7	31	34	-	18	21	12	12	14	-	28	31	10
2 - 5 business days	34	38	20	34	36	17	29	33	18	41	45	13	34	35	30
6 - 9 business days	13	13	15	12	9	33	9	10	6	22	20	38	9	10	-
10 - 20 business days	13	9	27	10	8	33	16	8	35	12	10	25	12	13	10
More than 20 business days	7	6	15	-	-	-	14	13	18	10	10	13	5	2	20
Haven't received a response	11	9	17	14	13	17	14	15	12	3	2	13	12	8	30

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

		% response														
		Total 2014-2015			Qtr 1 2014-2015			Qtr 2 2014-2015			Qtr 3 2014-2015			Qtr 4 2014-2015		
		Total n~199	Email to SA Water n~167	Letter to SA Water n~33	Total n~50	Email to SA Water n~45	Letter to SA Water n~5	Total n~47	Email to SA Water n~33	Letter to SA Water n~15	Total n~54	Email to SA Water n~48	Letter to SA Water n~7	Total n~48	Email to SA Water n~42	Letter to SA Water n~7
After reading it, you were clear on what would happen next	+	79	82	67	88	87	100	83	84	79	70	74	43	77	83	43
	Neutral	8	8	6	2	2	-	7	6	7	13	13	14	10	12	-
	-	13	10	27	10	11	-	11	9	14	17	13	43	13	5	57
The response addressed your enquiry	+	70	72	58	69	70	60	73	79	60	67	69	50	71	73	57
	Neutral	13	13	15	22	22	20	6	3	13	15	14	17	10	9	14
	-	17	15	27	10	9	20	21	18	27	18	16	33	20	18	29
The information was easy to understand	+	85	88	71	92	91	100	79	85	67	86	88	71	84	88	57
	Neutral	6	4	18	2	2	-	4	-	13	7	4	29	10	7	29
	-	9	8	12	6	7	-	17	15	20	7	8	-	6	5	14
The correspondence was professional	+	86	89	70	90	93	60	85	88	79	84	86	71	84	89	57
	Neutral	7	6	15	8	7	20	4	3	7	9	6	29	8	7	14
	-	7	5	15	2	-	20	11	9	14	7	8	-	8	5	29
It was easy to find out where you could go if you needed more information	+	74	77	60	74	74	75	77	81	67	68	70	50	79	84	40
	Neutral	10	8	17	13	14	-	4	-	13	10	9	17	12	8	40
	-	16	15	23	13	12	25	19	19	20	22	20	33	10	8	20

Note: interpret with caution due to small sample size

Figure 33: After receiving a response from SA Water, did you need to contact SA Water about this issue again? (Q6n13)

	% response				
	Total 2014- 2015 (n=207)	Qtr 1 2014- 2015 (n=51)	Qtr 2 2014- 2015 (n=48)	Qtr 3 2014- 2015 (n=57)	Qtr 4 2014- 2015 (n=51)
Yes	34	33	38	39	25
No	66	67	63	61	75

Figure 34: Satisfaction with the handling of your correspondence (Q7n13)

		% response				
		Total 2014- 2015 (n=2414)	Qtr 1 2014- 2015 (n=638)	Qtr 2 2014- 2015 (n=608)	Qtr 3 2014- 2015 (n=569)	Qtr 4 2014- 2015 (n=599)
Overall satisfaction with the handling of your correspondence	+	70	76	67	71	65
	Neutral	7	7	9	7	7
	-	23	17	24	22	28

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

		% response									
		Total 2014-2015		Qtr 1 2014-2015		Qtr 2 2014-2015		Qtr 3 2014-2015		Qtr 4 2014-2015	
		Yes – more contact n=69	No more contact n=137	Yes – more contact n=17	No more contact n=34	Yes – more contact n=18	No more contact n=30	Yes – more contact n=21	No more contact n=35	Yes – more contact n=13	No more contact n=38
Satisfaction with handling of your correspondence	+	55	83	59	94	56	77	57	83	46	79
	Neutral	13	6	18	3	11	10	10	6	15	5
	-	32	11	24	3	33	13	33	11	38	16

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

Figure 36: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Written Correspondence

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

4.7 Connections

Satisfaction with the connection process overall [REDACTED] and was relatively consistent across the four quarters apart from Q3, which was statistically significantly lower than the other quarters. In fact, a number of elements saw reductions in satisfaction in Q3, including *helpfulness of staff*, *leaving the worksite in a safe and neat condition after work/completing the connection* and *treating people's property with care*, though it is pleasing to see that all elements returned to normal satisfaction levels in Q4, with *helpfulness of staff* and *treating people's property with care* even achieving best practice satisfaction in Q4. This is of particular importance given that regression analysis found *treating people's property with care* to be the most influential driver of satisfaction with the field maintenance crew.

In terms of satisfaction with Office Staff, the *helpfulness of staff* was identified as the main driver of satisfaction and it is positive to note that the most recent satisfaction scores for the elements were at best practice levels (92% for Q4).

Satisfaction with *the estimated timeframe of overall time to complete the works* consistently [REDACTED] [REDACTED] It is interesting that satisfaction with the actual time taken to complete the connection was higher than the estimated timeframe, which reflects findings from the Faults Customer Journey research, where some customers became unhappy on hearing the expected timeframe but in the majority of cases, SA Water actually exceeded these timeframes. SA Water could give some consideration to the timeframes given to customers, although this is difficult to manage given the importance of setting realistic expectations for customers from the beginning.

Figure 37: Customer satisfaction with connection

		% response				
		Total 2014- 2015 n~375	Qtr 1 2014- 2015 n~97	Qtr 2 2014- 2015 n~95	Qtr 3 2014- 2015 n~90	Qtr 4 2014- 2015 n~94
Time taken to acknowledge receipt of your application	+	78	76	76	80	81
	Neutral	11	9	15	13	7
	-	11	15	9	7	12
Staff knowledge of products and services	+	84	82	85	81	90
	Neutral	11	11	11	11	10
	-	5	7	4	8	-
Helpfulness of staff	+	86	85	89	78↓	92↑
	Neutral	10	11	6	16↑	6
	-	4	4	5	6	1
Clear explanation of the situation and any next steps	+	81	81	79	76	88
	Neutral	11	11	14	14	7
	-	8	8	7	11	5
Estimated timeframe of overall time to complete the works	+	67	64	66	61	78↑
	Neutral	15	14	11	24↑	11
	-	17	21	23	15	10
Overall satisfaction of the office staff	+	85	82	89	79	91
	Neutral	10	10	9	15	7
	-	4	8	2	5	2
Leaving the worksite in a safe and neat condition after work/completing the connection	+	85	86	88	76↓	88
	Neutral	9	8	6	18↑	4
	-	7	7	7	6	8
Treating people's property with care	+	89	91	89	82↓	93
	Neutral	6	3	5	12↑	4
	-	5	5	5	6	2
The time taken to complete the connection	+	76	78	72	72	81
	Neutral	11	8	12	17↑	6
	-	13	14	15	12	13
Overall satisfaction with field maintenance crew	+	85	87	85	77↓	89
	Neutral	9	5	6	18↑	6
	-	7	8	9	5	6

Note: ↑ ↓ represent statistically significant differences between quarters

Figure 38: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Office staff

Written Correspondence
Helpfulness of staff
Clear explanation of the situation and any next steps

Figure 39: Drivers of Satisfaction 2013-2014 (Ranked in order of importance) – Field Maintenance Crew

Written Correspondence
Treating people's property with care