



Government
of South Australia

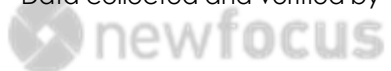


SA Water Customer Experience Survey

Quarter 1 FY 2017-2018



Data collected and verified by



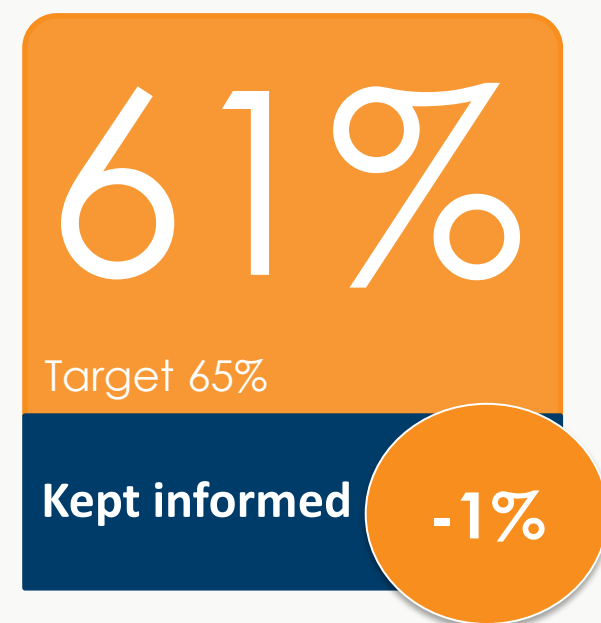
About this report

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

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

Customer experience performance

Q1 17-18



Executive Summary

Our overall satisfaction with customer experience performance has been stable, however we are not meeting our FY 17/18 targets in most areas.

Overall satisfaction with experience was unchanged from Q4 last financial year at 81%, and was below its target of 83%. Satisfaction with being kept informed decreased with 1%, and is now at 61%, below its target of 65%. For ease of query resolution the target was met as a result of a 2% increase from previous quarter (81%). The current result is 83%.

Our Promoters measure has been replaced by a new measure: CX NPS. This measure is created based on the likelihood of customers speaking positively about their interaction with us. Scores range from -100 to +100. The CX NPS result for this quarter was +18. This new measure will allow us to compare with the performance of other (water) utilities in Australia as well as the NPS from our Brand Health research, which will be put in place from next quarter.

The performance levels for general and account enquiries have decreased slightly, this may be linked to slight decrease in performance of the customer service staff (helpfulness and staff knowledge) and with written correspondence compared to the previous quarter.

The Faults and service incidents area has met its overall satisfaction and ease targets, however this is also the area that was lowest ranked for keeping customers informed.

After the dip in satisfaction levels in Q3 and Q4, customer satisfaction levels for Connections and minor land development have slightly improved. It appears this increase may have been influenced by the improvement in explanation of steps and helpfulness of staff.

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

Methodology

- Our market research supplier **newfocus** undertakes our customer experience research on a weekly basis.
- Lists with details of customers who have contacted us in the previous week are supplied to **newfocus**. Customers are contacted by phone to take part in a 6.5 minute phone survey to provide feedback on their service experience.
- The results are reported 24/7 through our CX Dashboard and, in addition, this report is provided to outline quarterly trends. The data in this report is suitable for corporate reporting.
- Interviewing takes place on an ongoing basis ensuring continued customer feedback is received. The number of interviews conducted in Quarter 1 FY 17/18:

Service area	Interviews conducted
Account / general enquiries	185
Faults	290
Connections and minor land development	75
Total	550

Reading this report

- In some instances, the proportions of answers to questions presented in this report will not sum to 100% due to rounding of decimal places.
- Historical data, where available, is presented in this report.
- Question wording is provided at the end of this report.

Overall results



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New measure: CX NPS

In this report we are introducing a new measure, which is our CX NPS. This measure replaces the Promoters measure that we reported previously.

We have made this change to allow us to make comparisons with our Brand Health and Perceptions results, the results from other utilities, and similar organisations and businesses. Comparisons will be included in our next report for the CX Research.

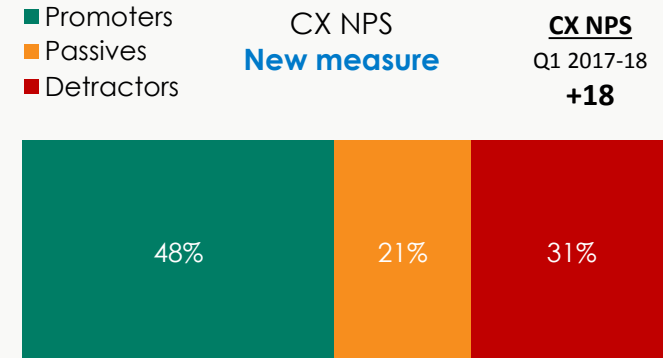
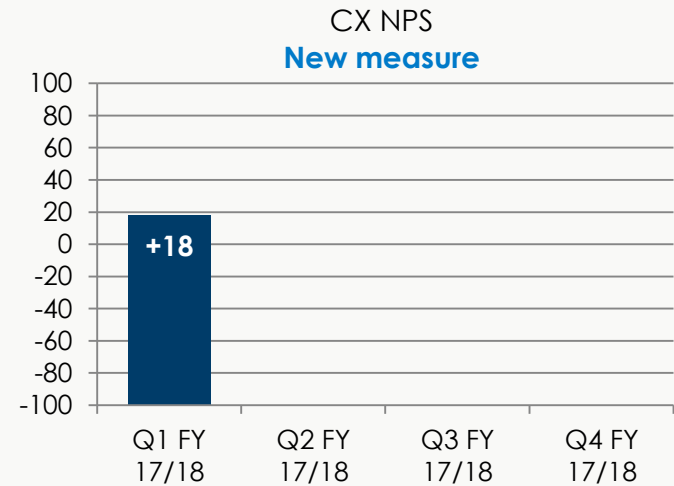
The CX NPS is very similar to NPS, but not the same as a “standard” NPS question. The CX NPS is an NPS question that is adapted to fit a CX environment. A standard NPS question reads as follows:

“How likely is it that you would recommend SA Water to a friend or colleague?”

Our CX NPS question uses the following wording:

“How likely or unlikely would you be to speak positively about your recent experience with SA Water?”

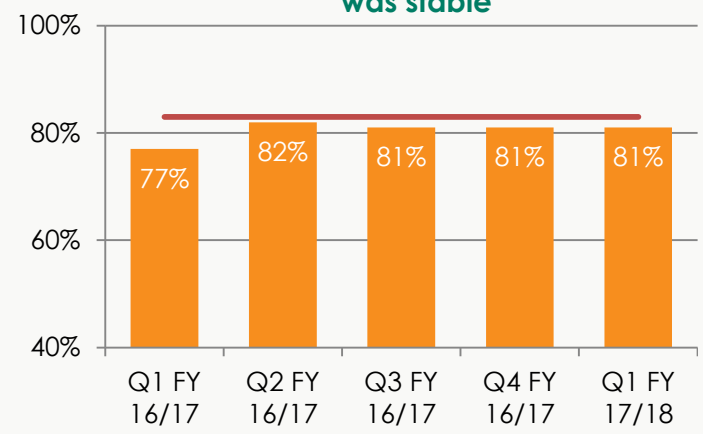
Both CX NPS and NPS are different from the Promoters score we have reported in the past and are not comparable.



Customer experience performance over time

Customer satisfaction with experience **was stable**

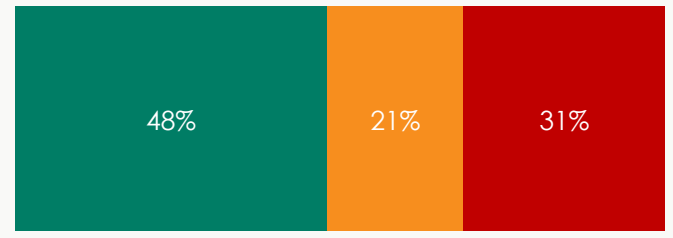
Target 83%



■ Promoters
■ Passives
■ Detractors

CX NPS
New measure

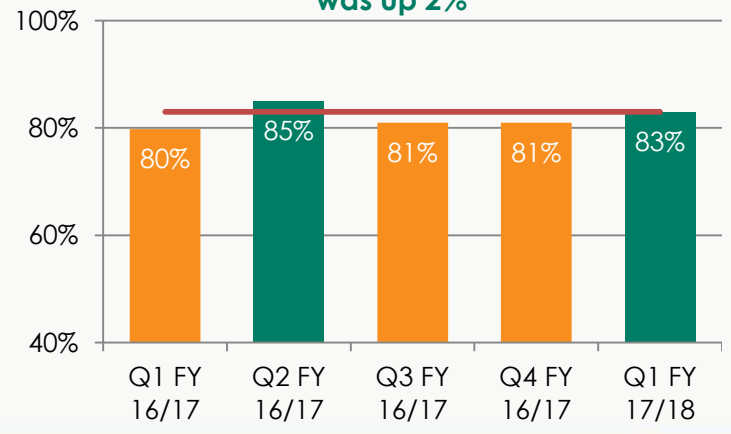
CX NPS
Q1 2017-18
+18



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

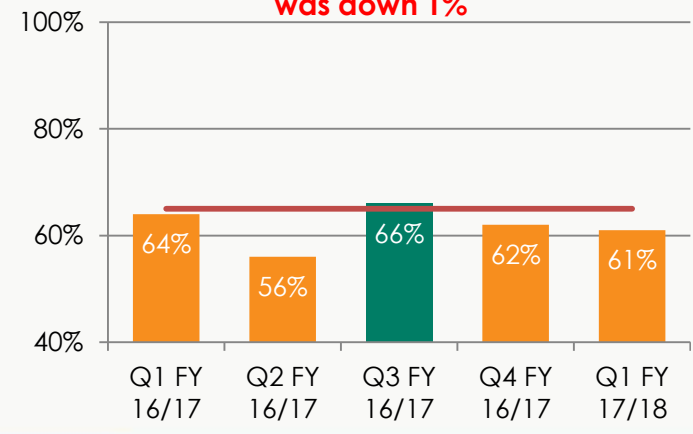
Ease **was up 2%**

Target 83%



Being kept informed **was down 1%**

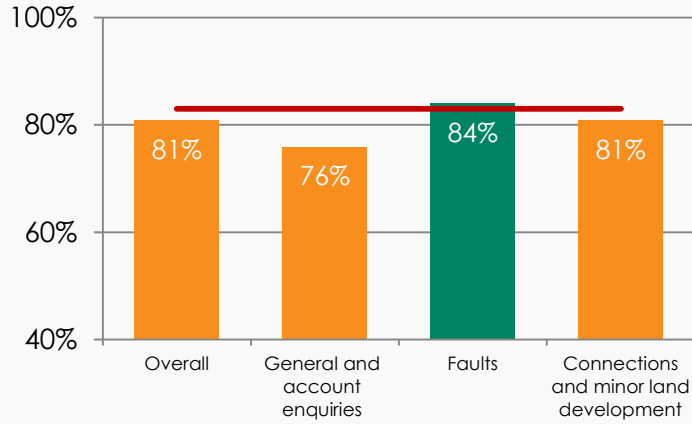
Target 65%



Customer experience performance by service area

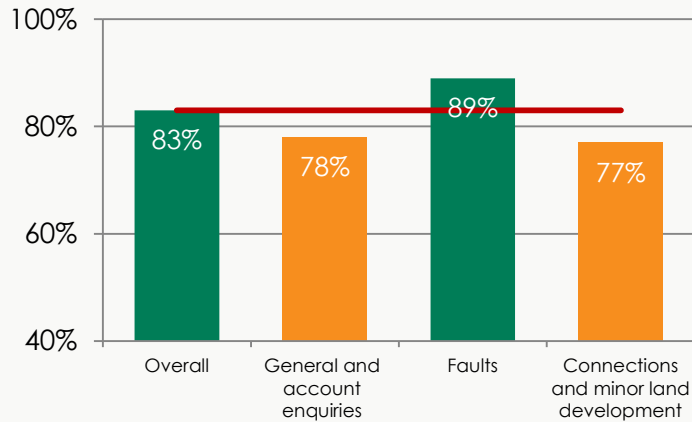
Customer satisfaction with experience

Target 83%

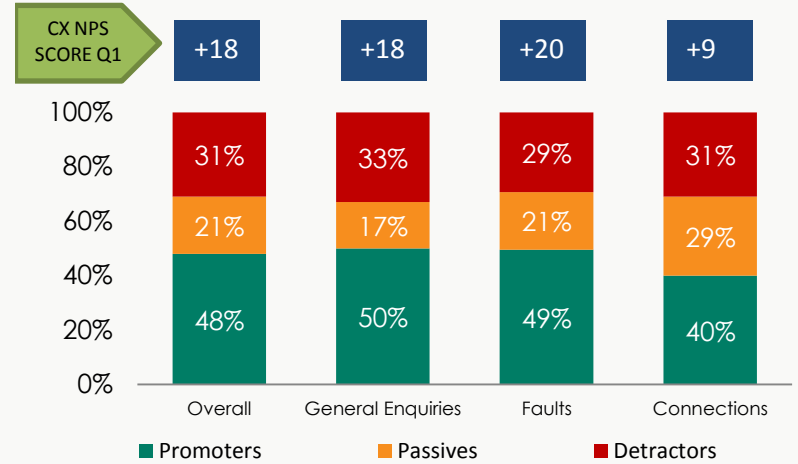


Ease

Target 83%

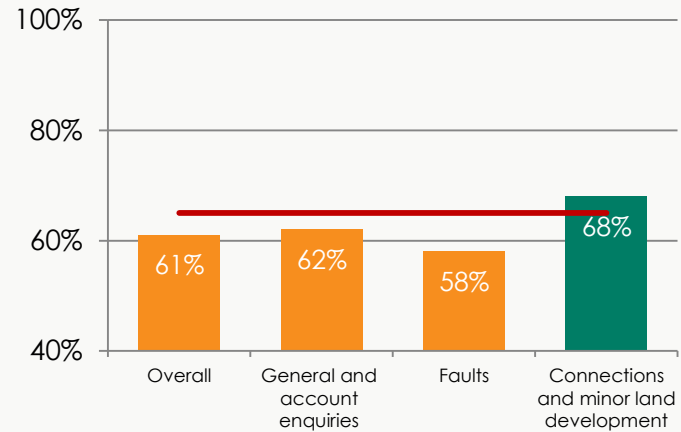


CX NPS
New measure



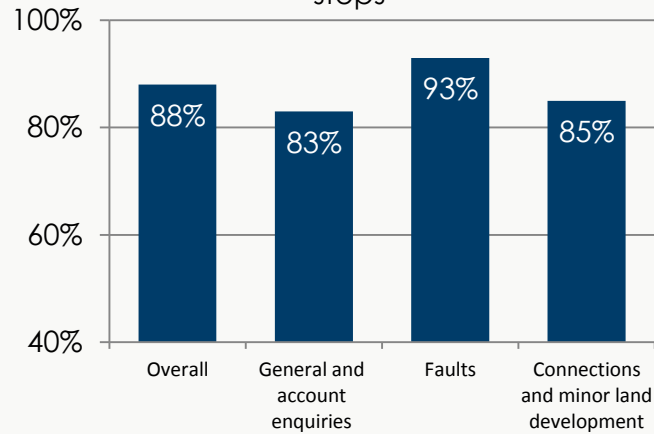
Being kept informed

Target 65%



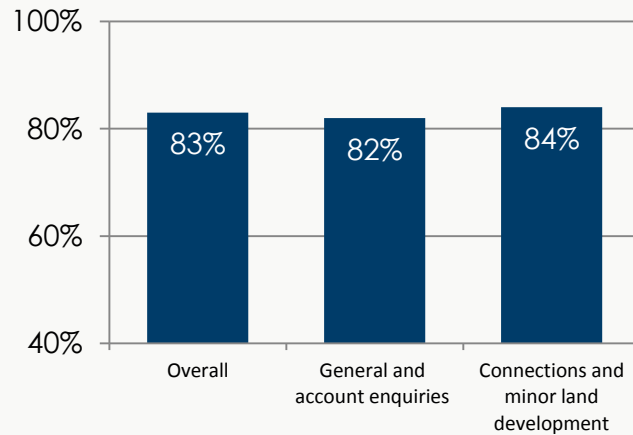
Overall performance – Customer Contact team

Explanation of situation and next steps

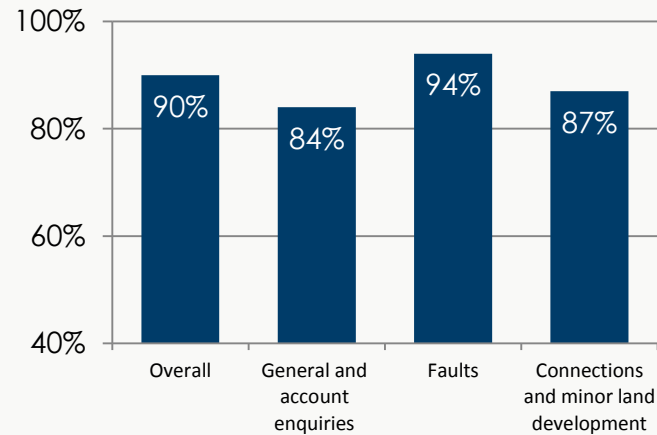


Note: Customer Contact teams include teams from the Customer Contact Centre as well as Connections and Minor land development

Staff knowledge



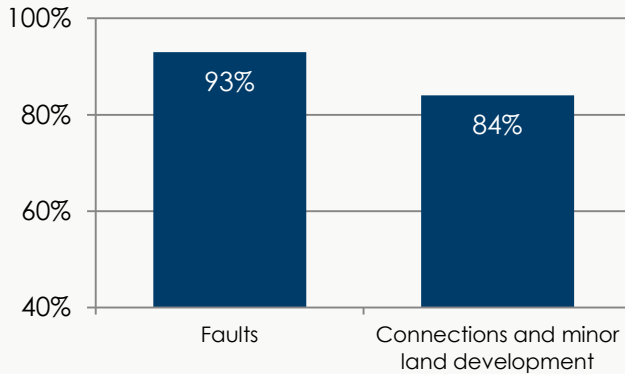
Helpfulness of staff



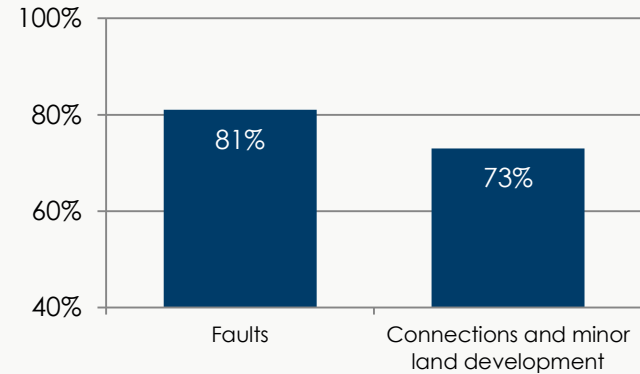
Note: Staff knowledge is only asked for areas where staff knowledge is relevant to the customer experience

Overall performance – Field Maintenance Crew

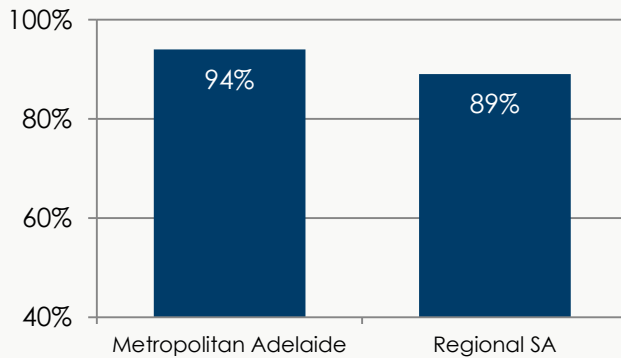
Overall satisfaction with field maintenance crew



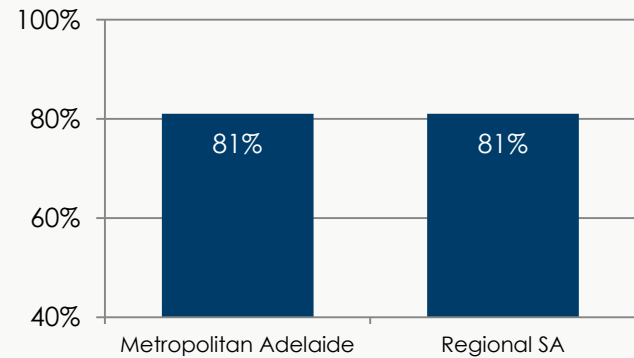
Time taken to complete the works



Overall satisfaction with field maintenance crew for faults



Time taken to complete the works for faults



Improving satisfaction with customers' experience

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

Why customers were satisfied with their experience

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

Compared to Q4 FY 16/17
 In Q1 17-18 friendly and helpful staff and short response time have both increased slightly as the reason as to why respondents gave that rating.

How to improve satisfaction

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



(Very) satisfied
 (score 7-10)
81%

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



Neutral
 (score 4-6)
11%

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



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

CX Principles



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

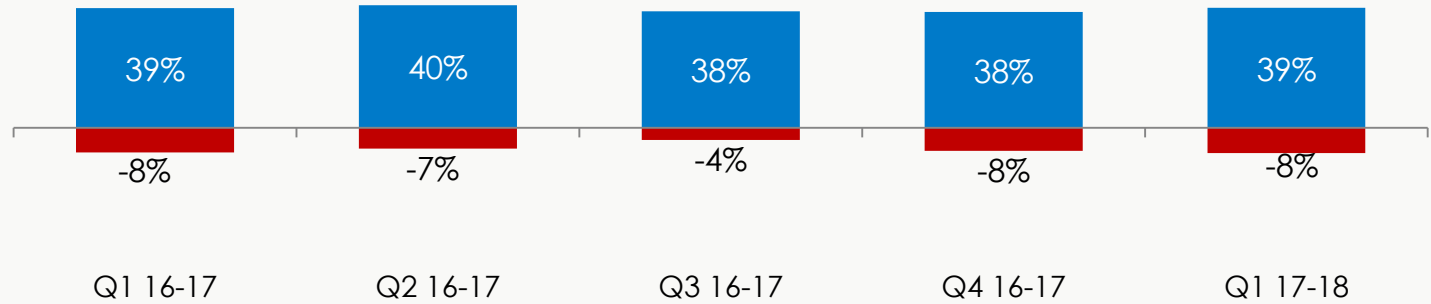


CX Principles - Overall

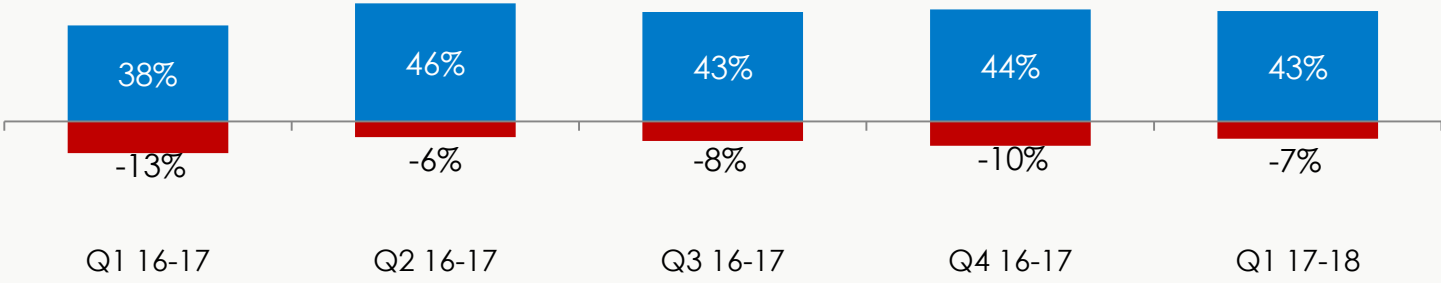
Listening



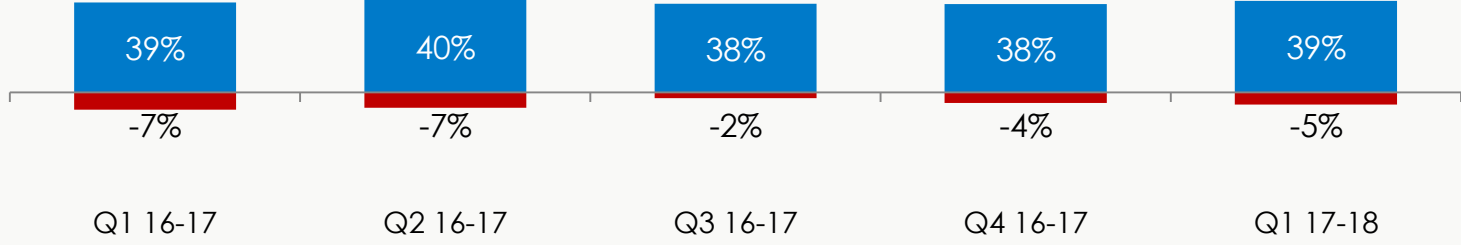
■ CX Principle observed ■ Absence of CX principle



Making things easy

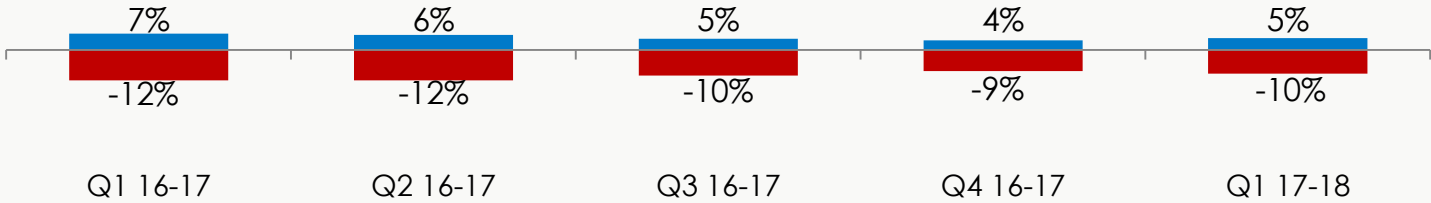


Doing what we say we'll do

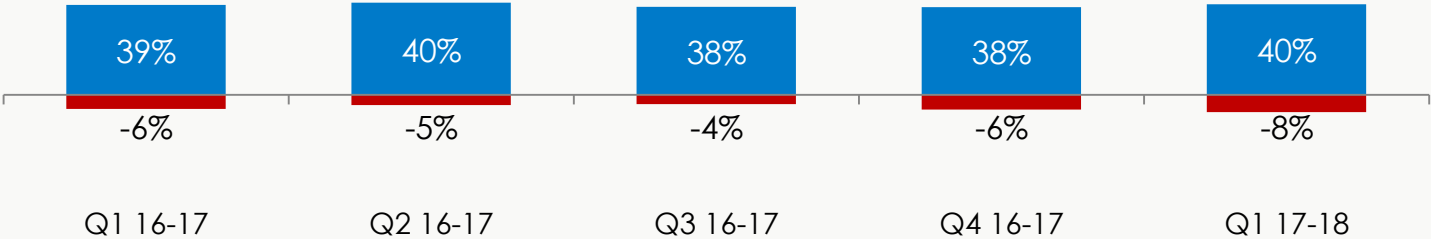


CX Principles - Overall

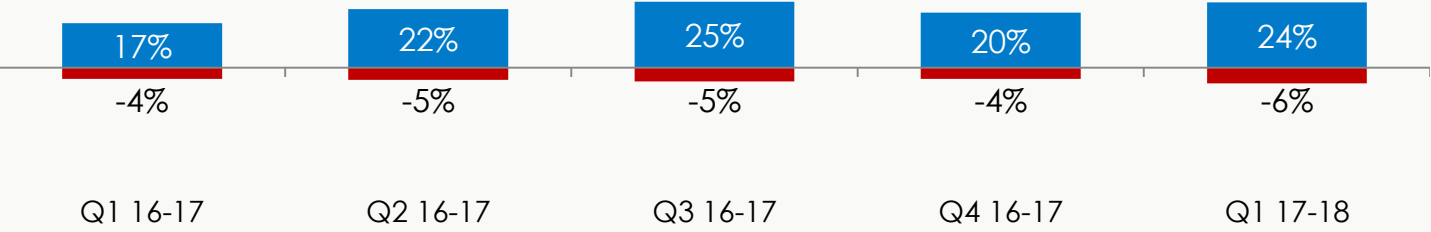
Keeping customers informed



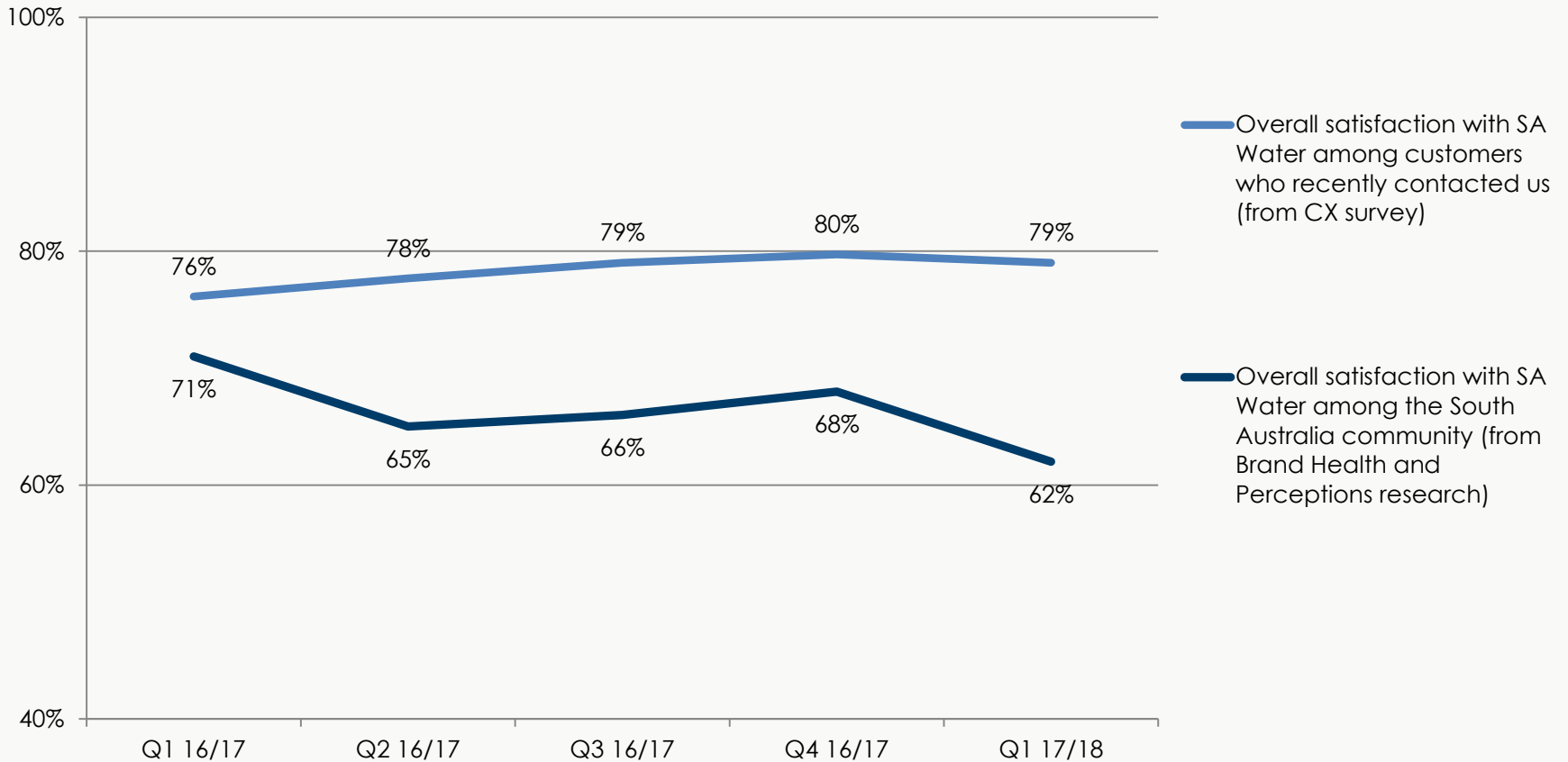
Being skilled




Being fair



Overall satisfaction with SA Water





General and account enquiries

General and accounts enquiries are any questions or requests that are related to SA Water in general or to a customer's account.



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General and account enquiries

Satisfaction with customer service staff and with written correspondence appears to have softened slightly in the latest quarter, however this does not appear to have had a significant negative impact on overall customer satisfaction.

The three CCC service elements, helpfulness of staff, staff knowledge and explanation of situation and next steps appears to have peaked in Q4 FY 2016-17, and have all now all decreased slightly, in particular:

- Staff knowledge (82%, 85% at the end of FY 16/17)
- Helpfulness of staff (84%, 88% at the end of FY 16/17)

Written correspondence continues to receive high satisfaction, that being said, within the last quarter there has been a decrease in satisfaction with the enquiry being sufficiently addressed (82% compared to 86% last quarter), professionalism of response (89% down from 100%), information easy to understand (89% from 97%).

Customers were most likely to be satisfied with their question being answered or issue being resolved in a timely manner. They were also satisfied with our friendly and helpful staff. Consistent with previous results, the main opportunities to improve satisfaction were:

- Providing progress updates or confirmation of issue resolution; and
- Ensuring that customers agree that an issue has been resolved.

The proportion of respondents who reported to have solved their issue having contacted SA Water once, decreased from 68% in Q4 16-17 to 63% in the current quarter; while those who had contact with SA Water twice to resolve a problem has risen from 10% to 17% in the current research.

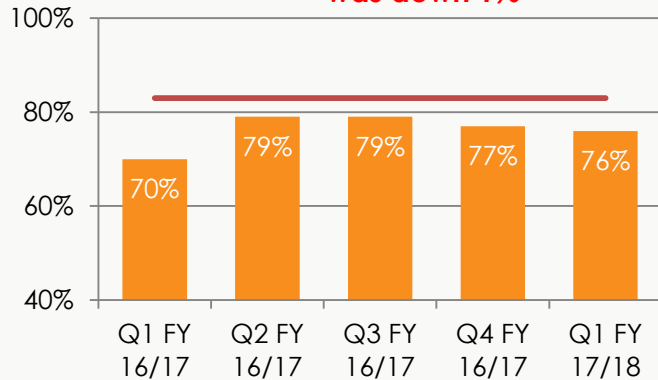
General and account enquiries

Customer experience performance

Customer satisfaction with experience

was down 1%

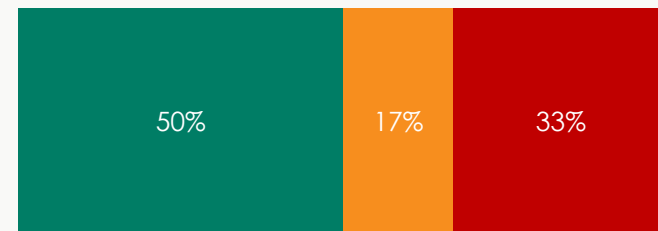
Target
83%



■ Promoters
 ■ Passives
 ■ Detractors

CX NPS
New measure

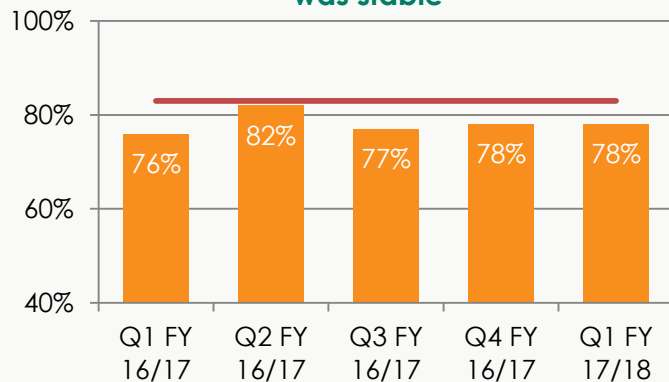
CX NPS
 Q1 2017-18
+18



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

Ease
was stable

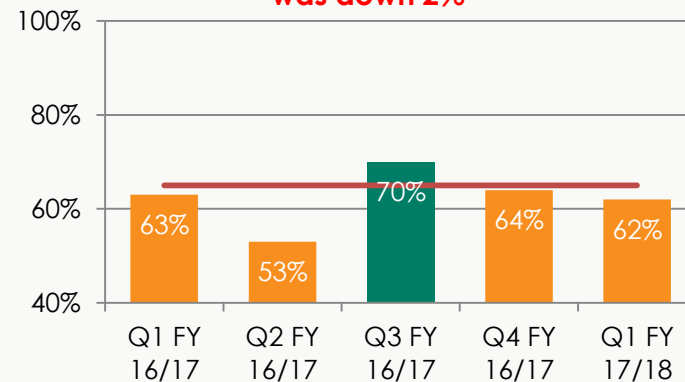
Target
83%



Being kept informed

was down 2%

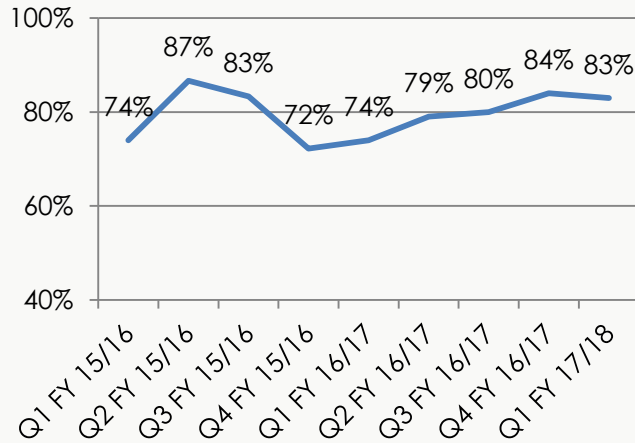
Target
65%



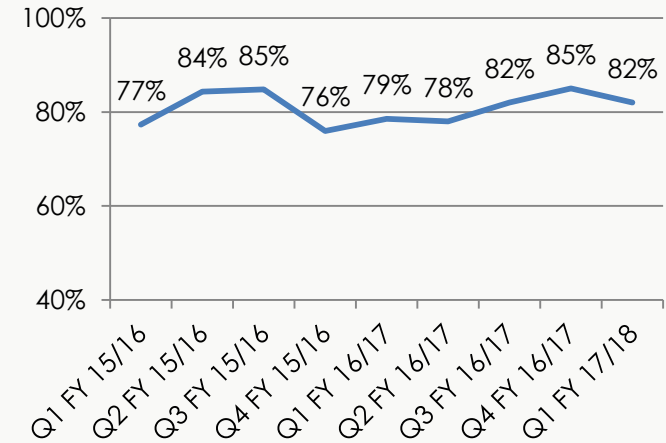
General and account enquiries

CCC service elements

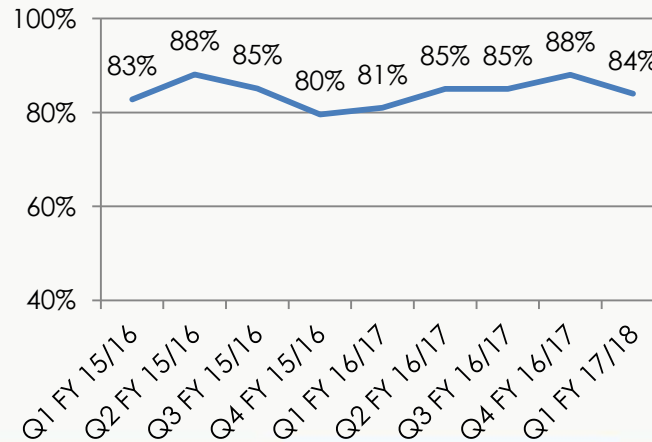
Explanation of situation and next steps



Staff knowledge



Helpfulness of staff



General and account enquiries

Improving satisfaction with customers' experience

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

Why customers were satisfied with their experience

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

Compared to Q4 FY 16/17

Since Q1 16-17 less and less customers are dissatisfied with being kept informed, and compared to Q4 more customers reported being dissatisfied with our resolution time.

How to improve satisfaction

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



(Very) satisfied
 (score 7-10)
76%

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



Neutral
 (score 4-6)
11%

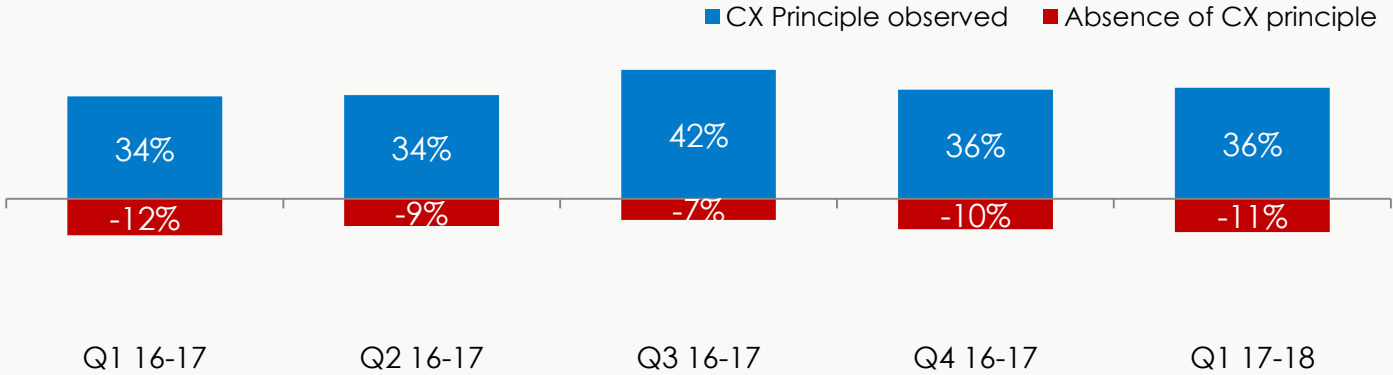
- Ensure that customer agrees that issue has been resolved
- Take less time to resolve issues
- Provide progress updates or resolution confirmation
- Work on solutions that better meet customers needs
- Improve meter reading services
- Improve staff communication skills



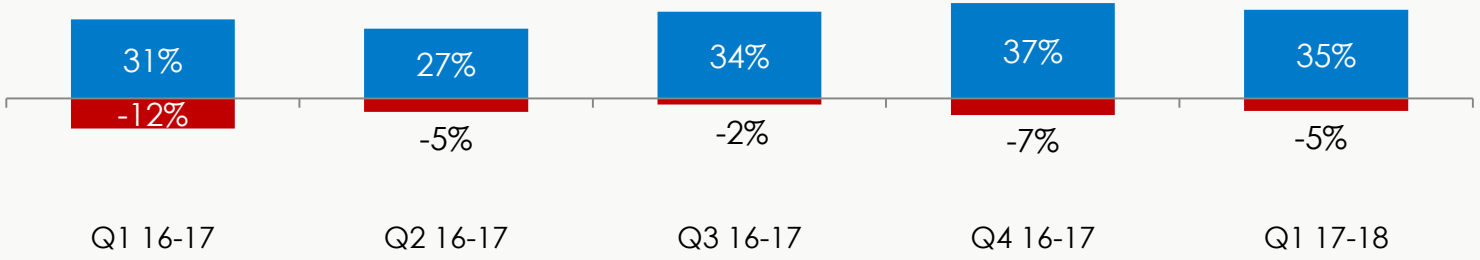
(Very) dissatisfied
 (score 0-3)
13%

CX Principles – General Enquiries

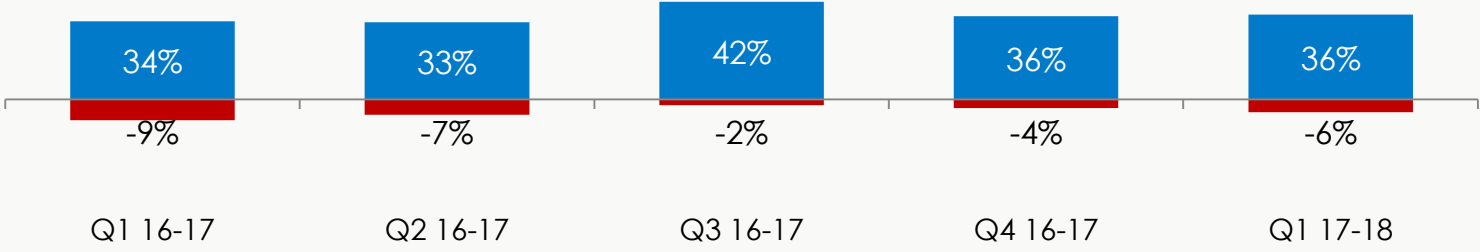
Listening



Making things easy

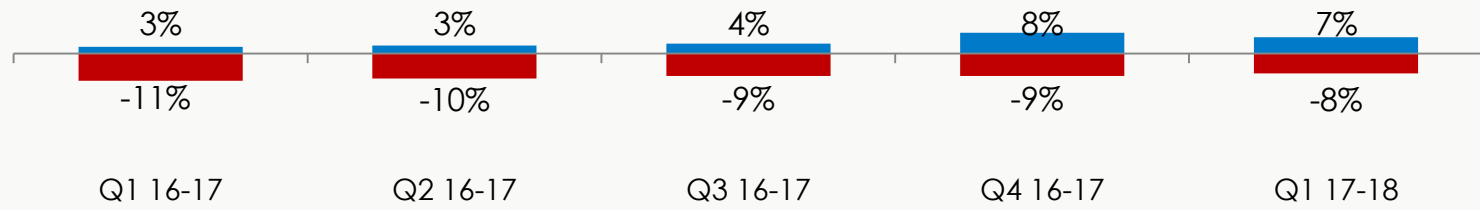


Doing what we say we'll do

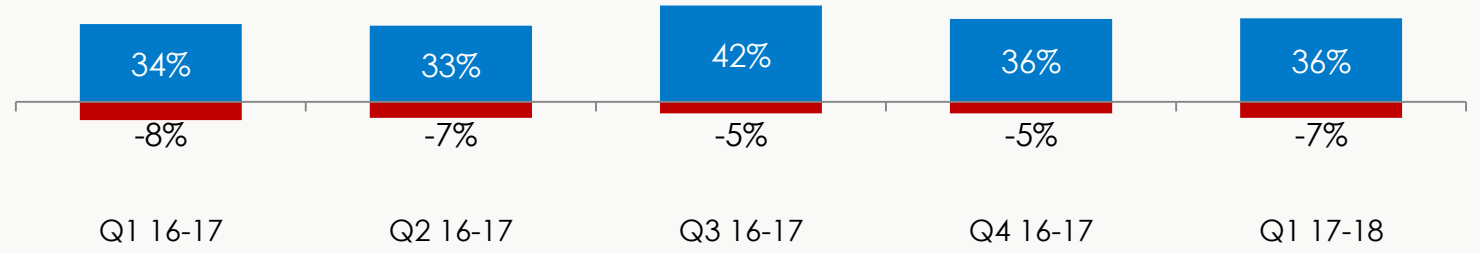
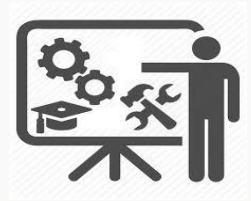


CX Principles – General enquiries

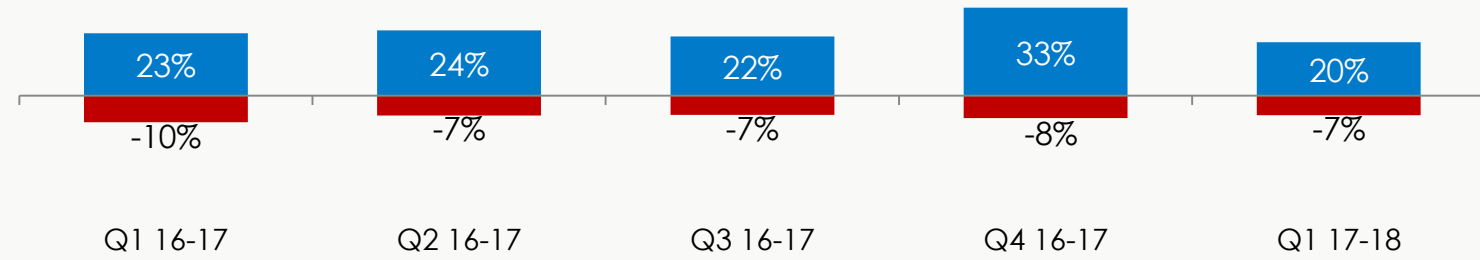
Keeping customers informed



Being skilled

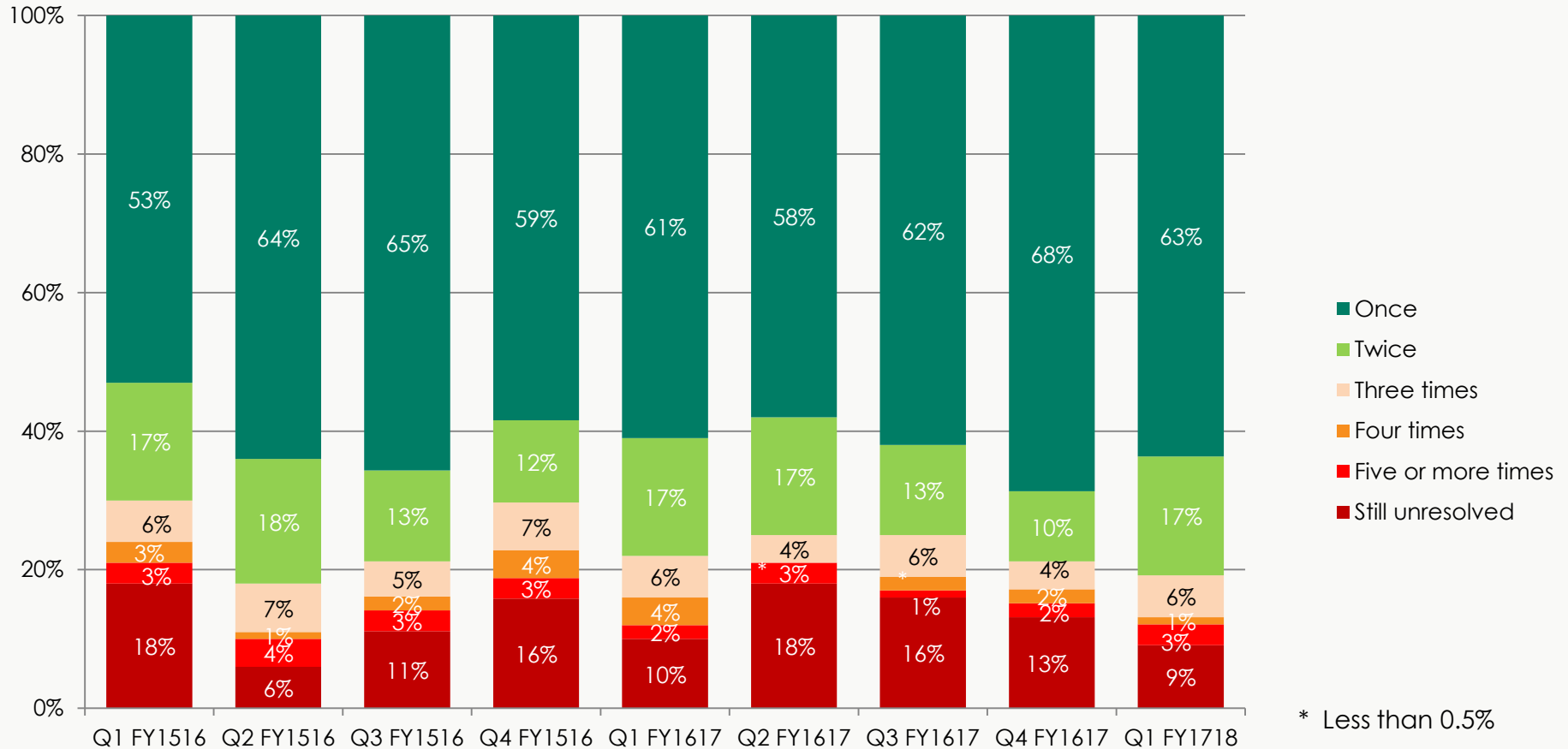


Being fair



General and account enquiries

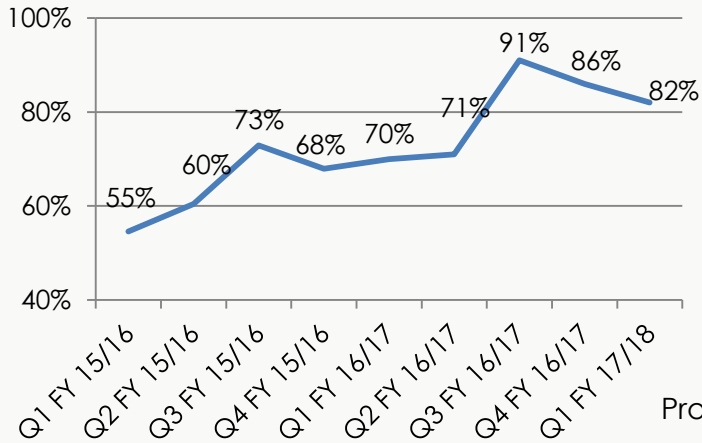
Times contacted to resolve issue



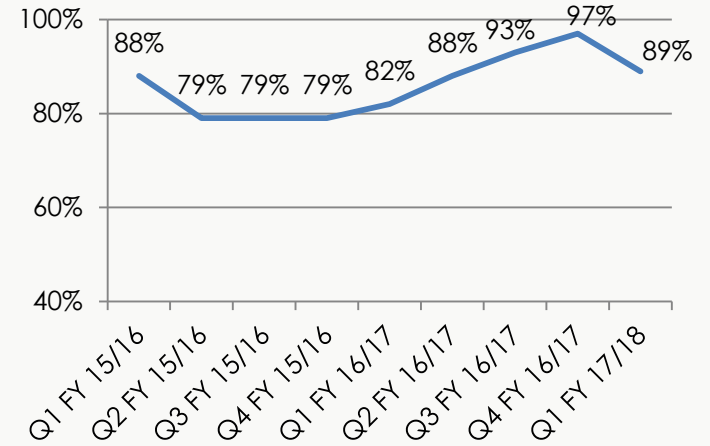
General and account enquiries

Written correspondence

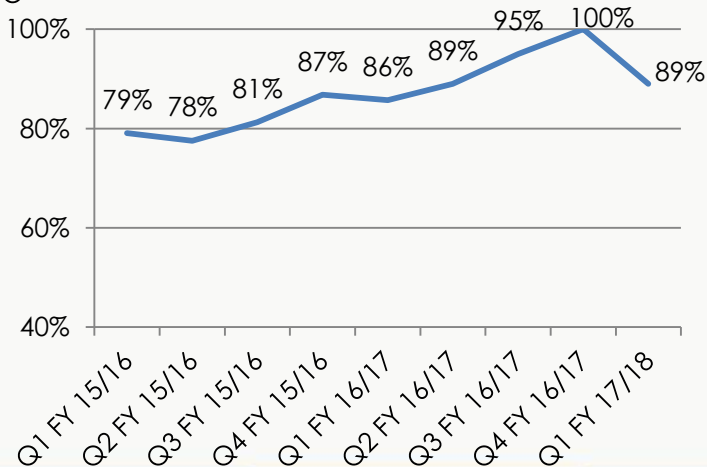
Response addressed enquiry



Information easy to understand

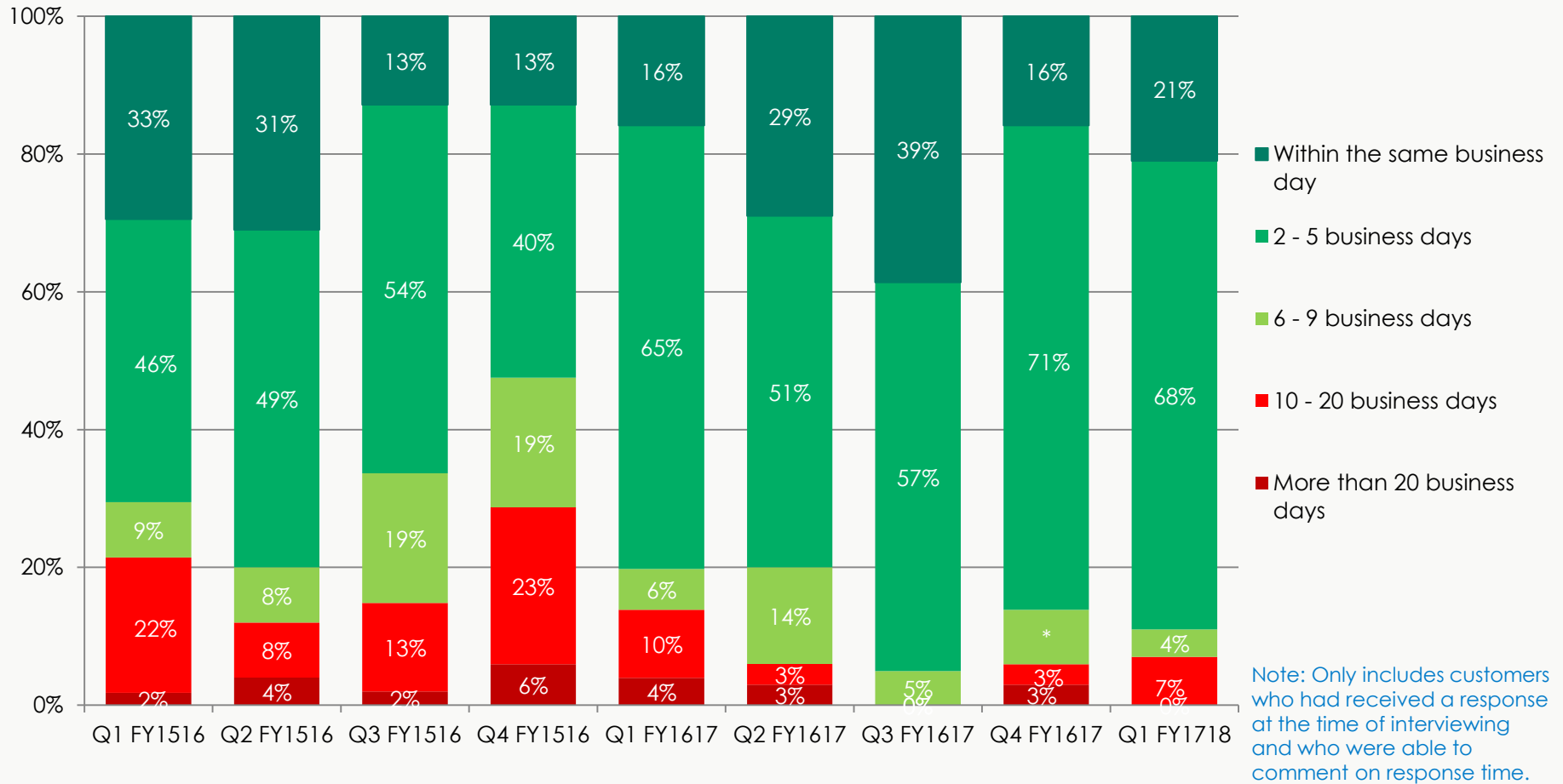


Professionalism of correspondence



General and account enquiries

Written correspondence



Front Counter



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



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SA Water

Front Counter

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

Overall satisfaction with the Front Counter was up 1% from Q4 to 99% (target 82.5%) and ease of having their issue resolved remained stable at 98% (target 85%).


Most satisfied customers commented on staff being very helpful, professional and polite and appreciate that there is someone available to listen and provide customer service.


The issues raised were mainly general comments about reducing the price of water and having access to bills and statements electronically.


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

WE'RE HERE TO LISTEN

Your feedback will help us improve the way we work.

- **How satisfied were you with the service you received today?**


Very Dissatisfied Very Satisfied
- **How easy was it to have your issue resolved?**




Very Hard Very Easy
- **Has your issue been resolved?**


No Yes

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

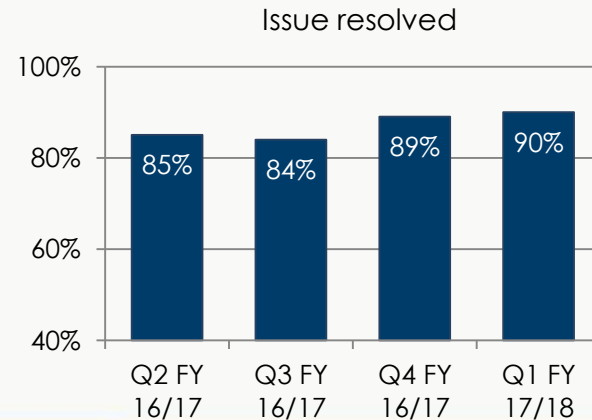
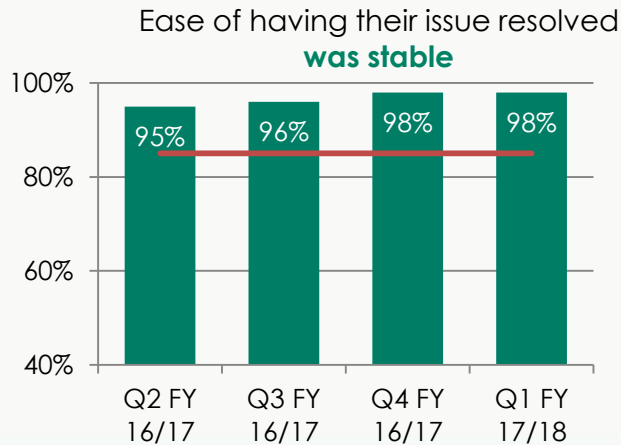
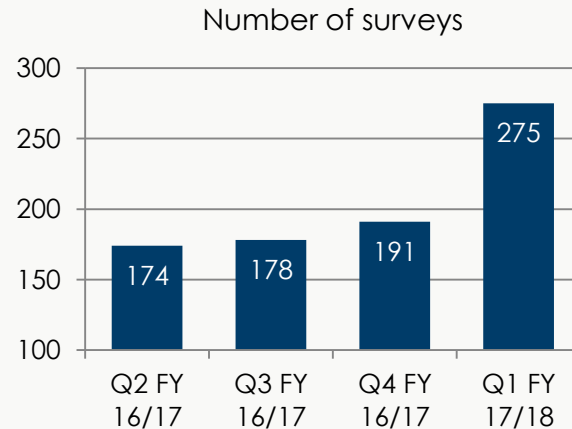
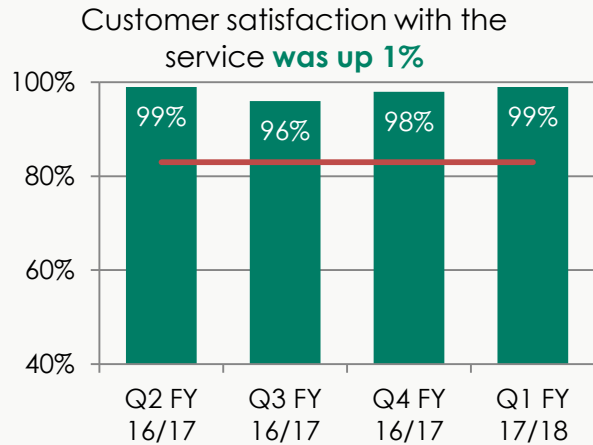
- **Why did you visit us today?**

<ul style="list-style-type: none"> <input type="radio"/> Account Payment <input type="radio"/> Account Query <input type="radio"/> Water Consumption <input type="radio"/> Conveyancer Query/Payment 	<ul style="list-style-type: none"> <input type="radio"/> Deceased Estate <input type="radio"/> Connection Enquiry <input type="radio"/> Other _____ (please specify)
--	---
- **If you would like someone to contact you about the feedback you have given, please provide your name and details**
 Name _____ Phone/Email _____

Thank you for taking the time to fill out this survey

Customer Experience Performance



Faults



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



Faults and service incidents

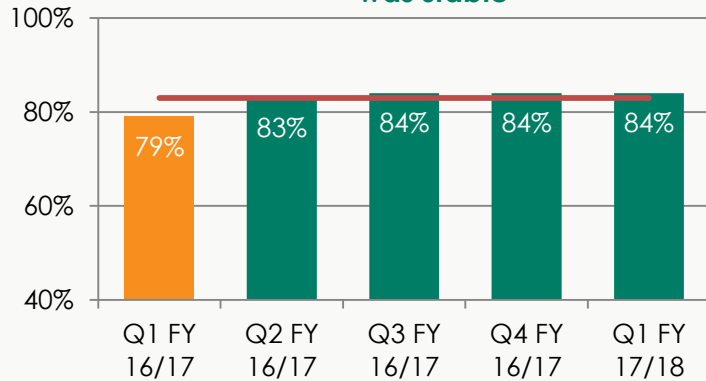
With overall satisfaction with faults and service incidents stable and on target, customers continue to indicate we fall down with keeping them informed of the progress of the work.

Overall satisfaction among customers who reported a fault or service incident was stable compared to Q4, and above target at 84%. Customers continue to be satisfied with receiving a prompt service, and issues being fixed within the timeframe given. Satisfaction with being kept informed throughout their query or problem remained relatively stable since Q4 (59% to 58% in Q1), and is the area where there is greatest opportunity for improvement.

In previous quarters, a key driver to improving customer satisfaction for fault and service maintenance was to provide progress and resolution updates. Pleasingly, clarity of the explanation of the situation and any next steps, significantly increased in satisfaction from 90% in Q4 2016-17 to 93% in the current quarter.

Customer experience performance

Customer satisfaction with experience
was stable

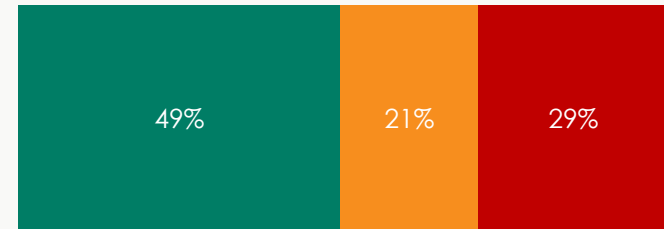


Target
83%

- Promoter
- Passives
- Detractors

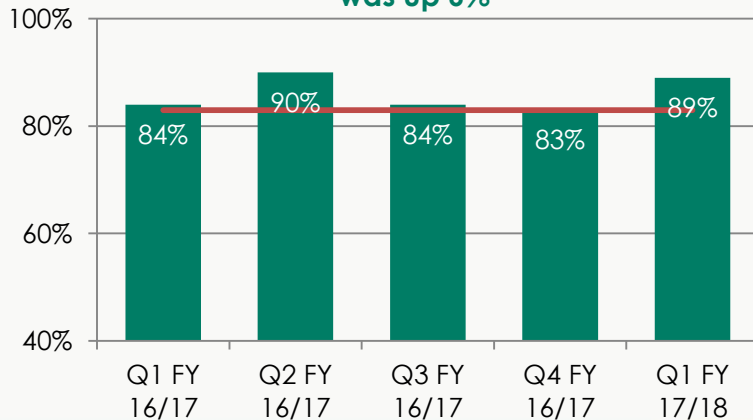
CX NPS
New measure

CX NPS
 Q1 2017-18
+20



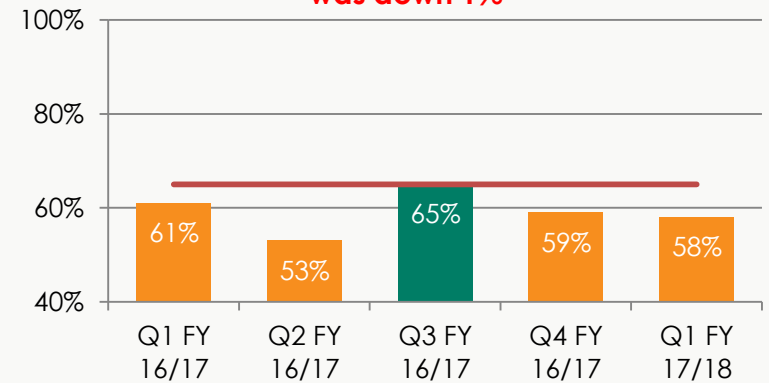
Please note:
 CX NPS is not
 directly
 comparable
 with standard
 NPS

Ease
was up 6%



Target
83%

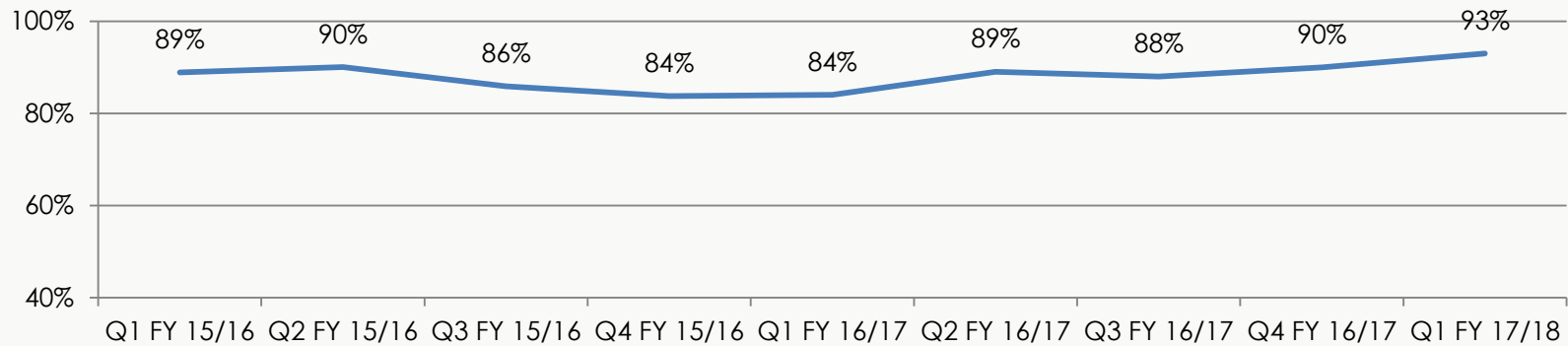
Being kept informed
was down 1%



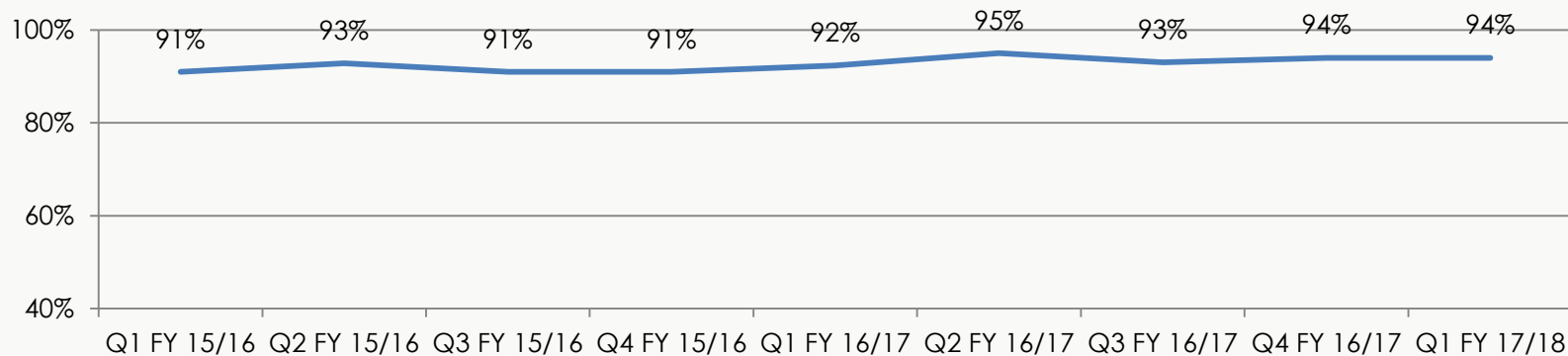
Target
65%

CCC performance by service element

Explanation of situation and next steps



Helpfulness of office staff



Improving satisfaction with customers' experience

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

Why customers were satisfied with their experience

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

Compared to Q4 FY 16/17

Customers in Q1 17-18 were significantly more likely to comment on the friendliness and helpfulness of our staff, and slightly more likely to mention they didn't receive any communication or confirmation of resolution provided

How to improve satisfaction

- Provide progress updates or resolution confirmation



(Very) satisfied
 (score 7-10)
84%

- Provide progress updates or resolution confirmation
- Ensure customer agrees that issue has been resolved
- Work on first contact resolution
- Ensure work site is left clean and tidy
- Work on meeting customers' expectation of resolution time
- Work on staff communication skills, in order to avoid distrust



Neutral
 (score 4-6)
11%

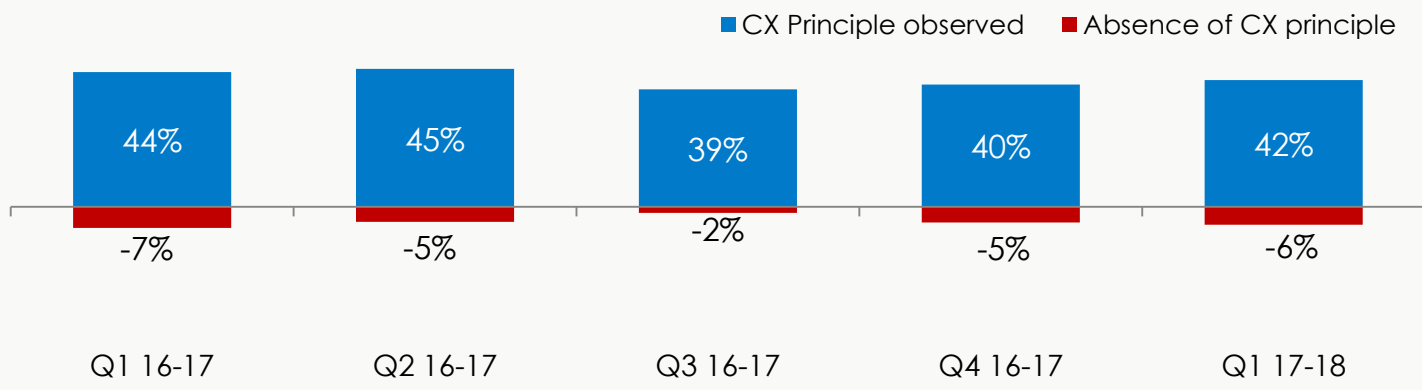
- Provide progress updates or resolution confirmation
- Ensure customer agrees that issue has been resolved
- Work on staff communication skills, in order to avoid distrust
- Work on meeting customers' expectation of resolution time
- Work on first contact resolution



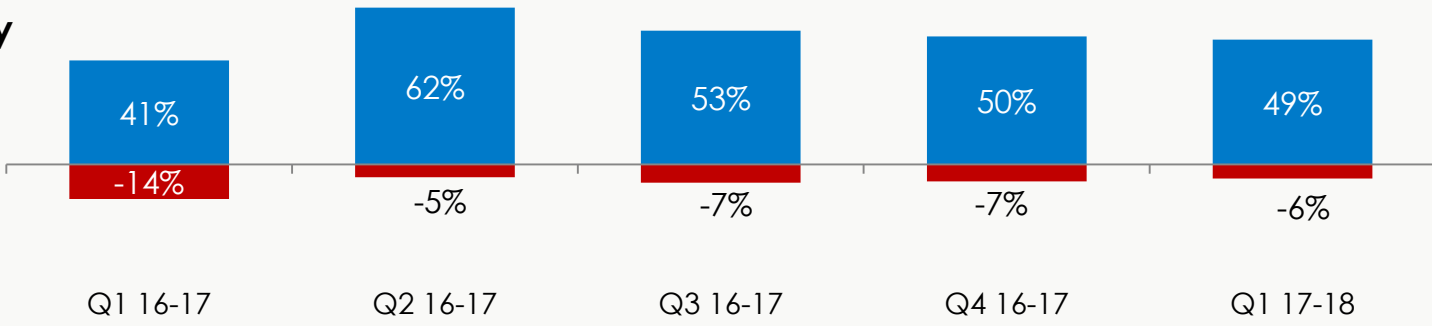
(Very) dissatisfied
 (score 0-3)
5%

CX Principles – Faults & service incidents

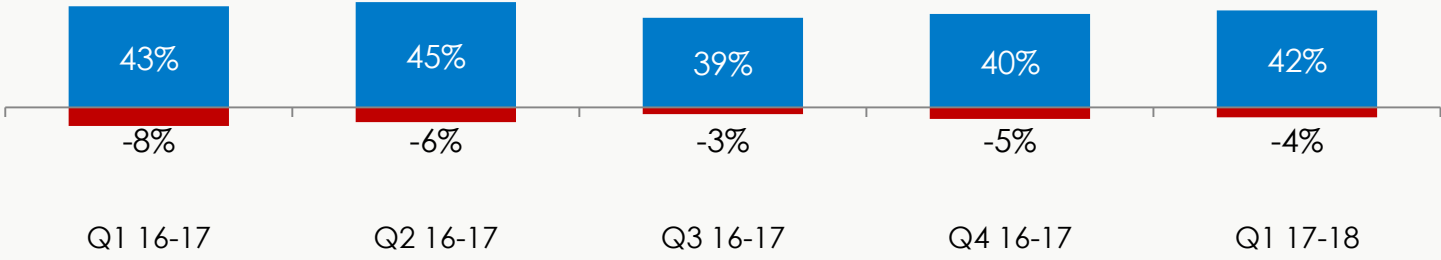
Listening



Making things easy

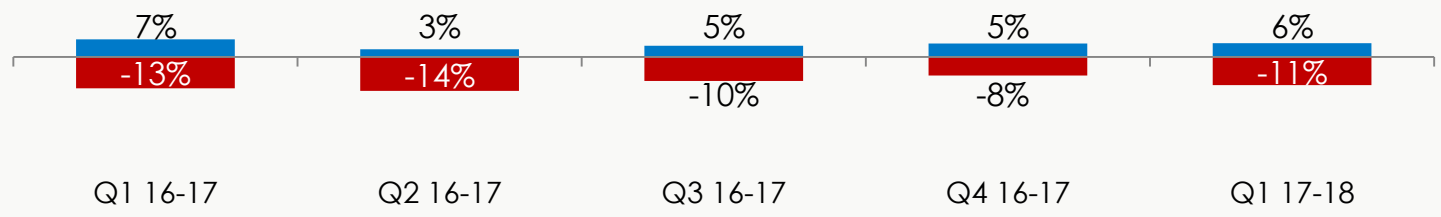


Doing what we say we'll do

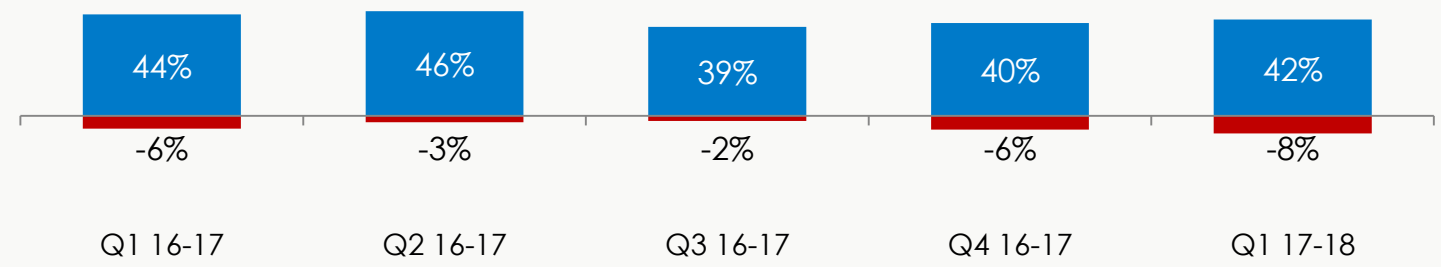
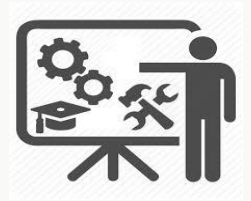


CX Principles - Faults & service incidents

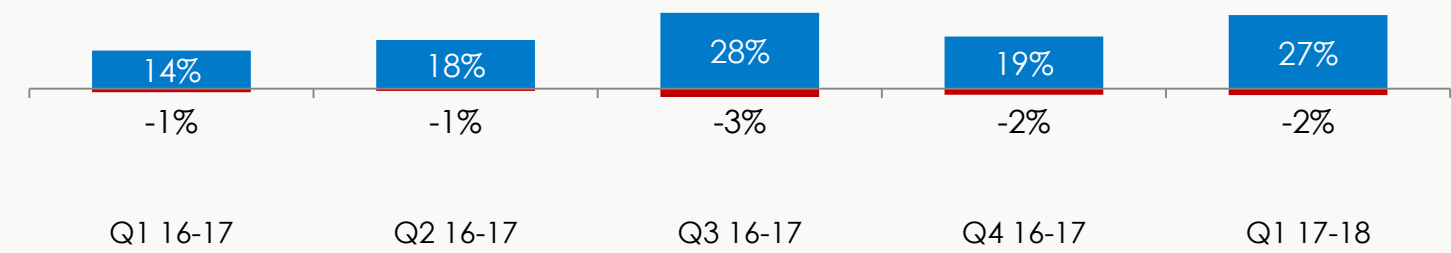
Keeping customers informed



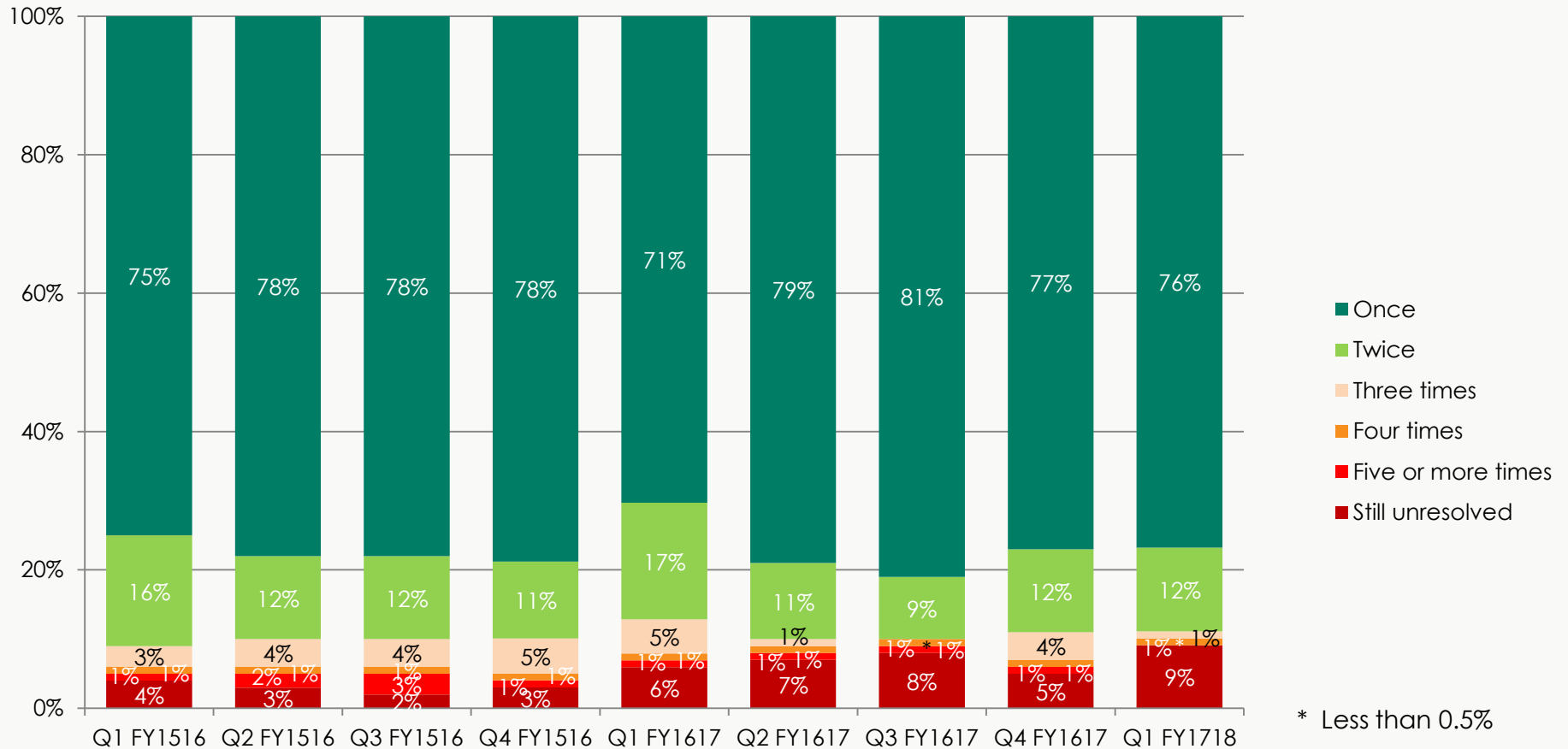
Being skilled



Being fair

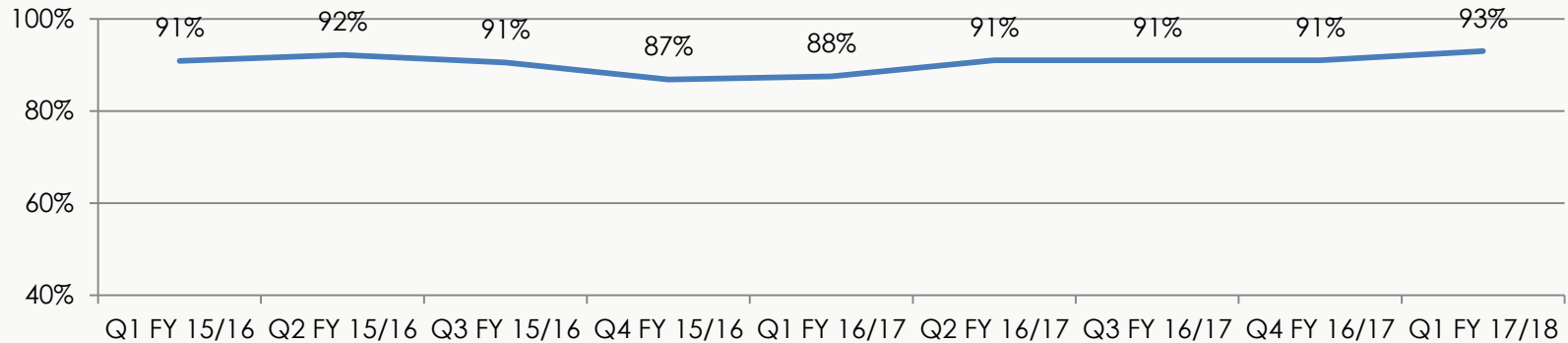


Times contacted to resolve issue

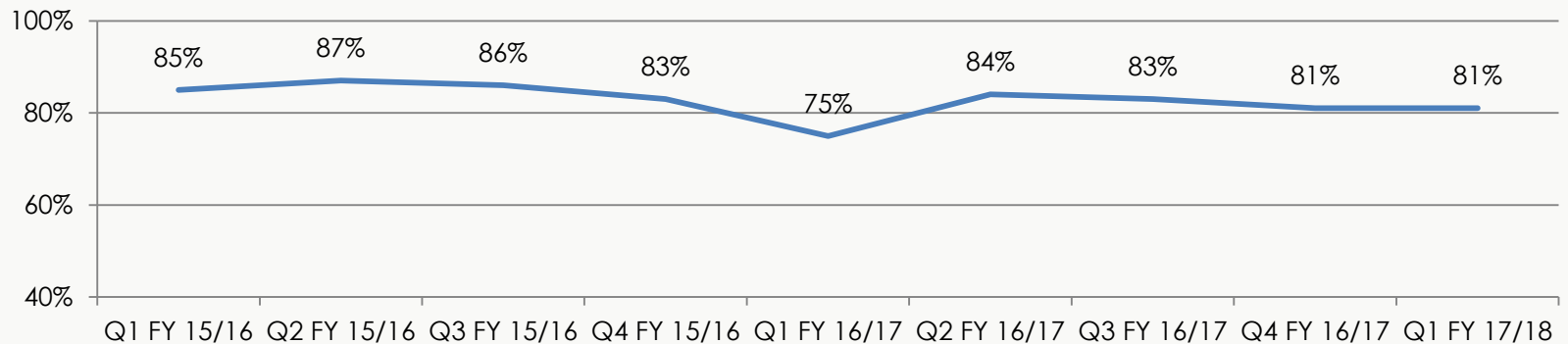


Field crews

Overall satisfaction with field maintenance crew

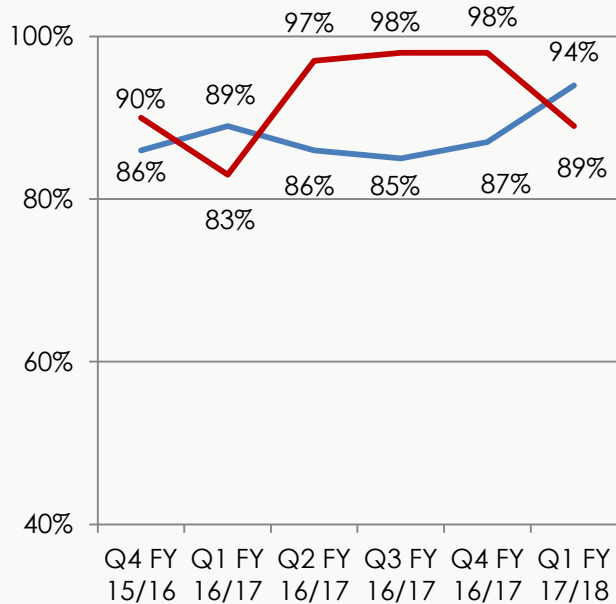


Time taken to complete works

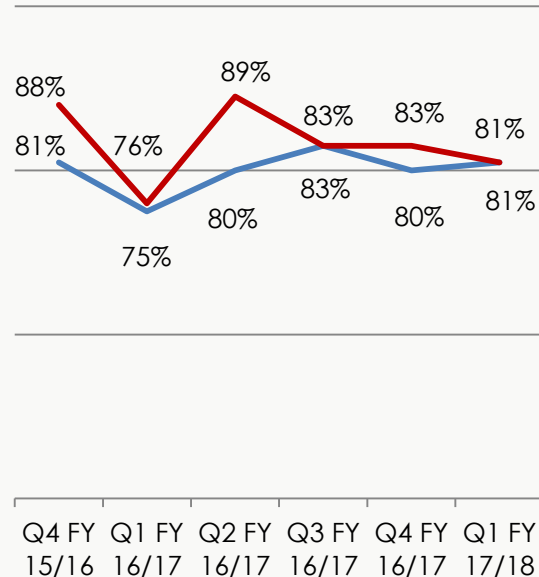


Field crews – metro versus regional areas

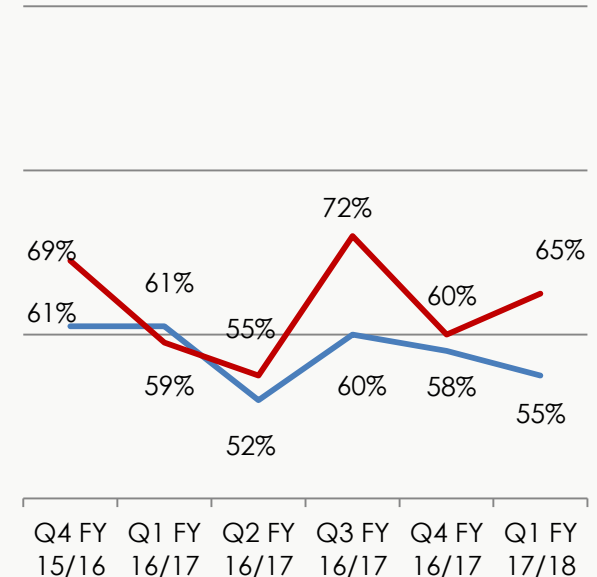
Overall satisfaction with field maintenance crew



Time taken to complete works



Keeping customers informed



— Metropolitan areas

— Regional areas

Connections & minor land development



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



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After a dip in satisfaction levels in Q3 and Q4 16-17, customer satisfaction levels for Connections and minor land development have improved in Q1 17-18. It appears this increase may have been influenced by the improvement in explanation of steps and helpfulness of staff.

Overall satisfaction increased from 76% to 81%, which is getting closer to our target (83%). Being kept informed has shown a gradual upward trend since Q3, rising from 60% to 65% and 68% in the latest quarter. On the other hand, satisfaction with ease is down slightly (77% from 80% in Q4), although this change is not significant.

The rise in satisfaction levels in the most recent quarter can be attributed to increasing levels for:

- Explanation of situation and next steps (85% versus 80% in Q4)
- Helpfulness of staff (87% versus 84% in the last quarter)

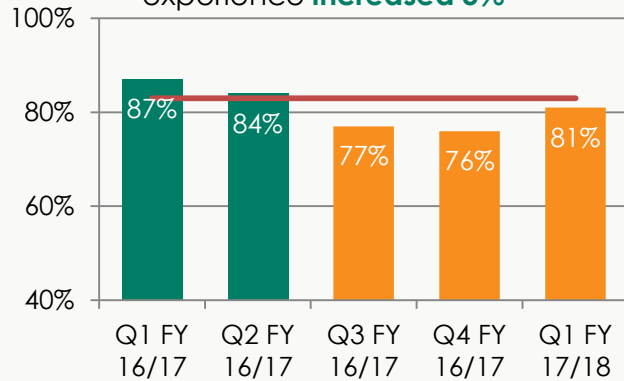
Over time, overall satisfaction for field maintenance crew for connections and minor land developments has been quite variable. In Q1 17-18 satisfaction decreased from 96% to 84%, reflecting results seen in Q3 16-17. Time taken to complete works has increased to 73% from an all time low of 65% in Q4 16-17.

Verbatim comments showed that customers were most satisfied with fixing issues quickly and friendly staff. Opportunities to improve satisfaction were improving our resolution time and decrease costs.

Customer experience performance

Customer satisfaction with experience **increased 5%**

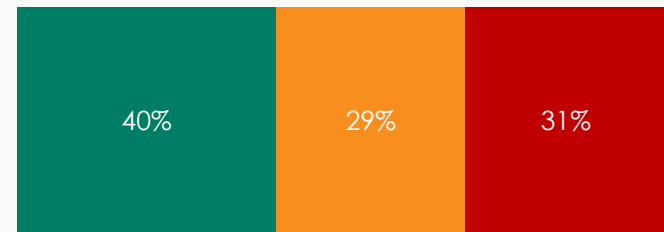
Target 83%



■ Promoter
■ Passives
■ Detractors

CX NPS
New measure

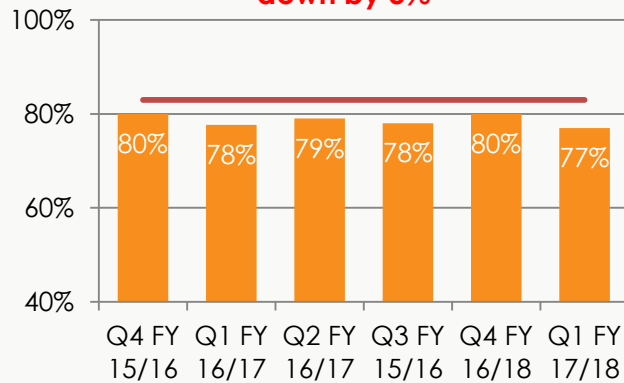
CX NPS
Q1 2017-18
+9



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

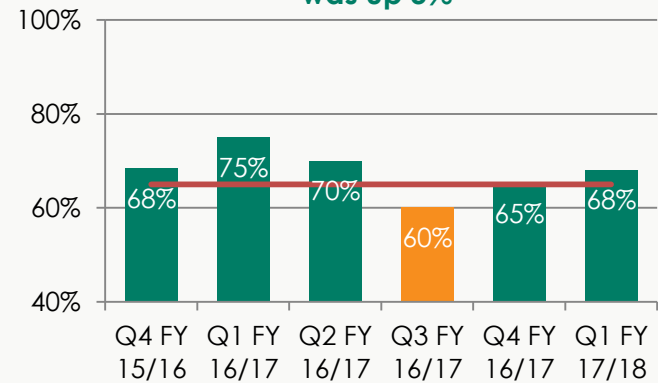
Ease **down by 3%**

Target 83%



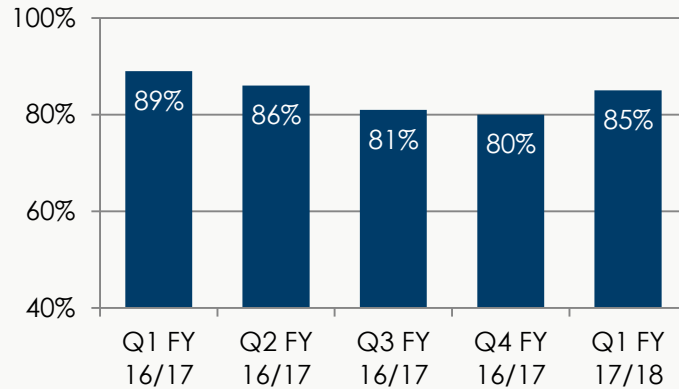
Being kept informed **was up 3%**

Target 65%

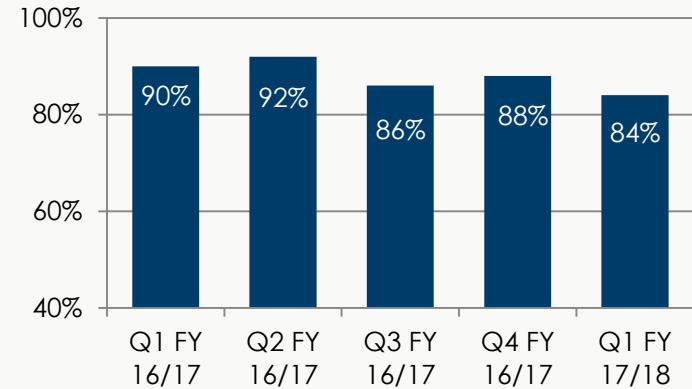


Performance by service element

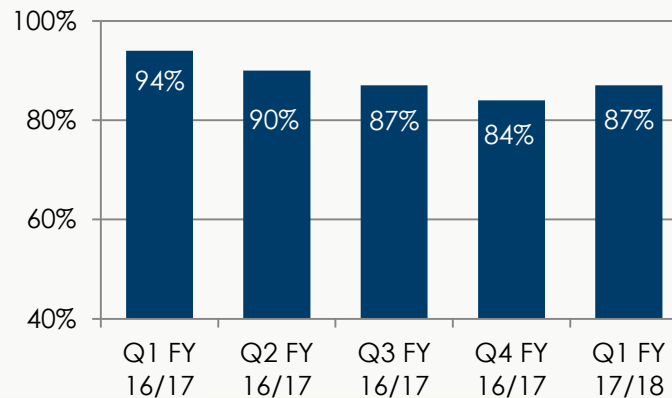
Explanation of situation and next steps



Staff knowledge



Helpfulness of staff



Improving satisfaction with customers' experience

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

Why customers were satisfied

- We fixed customers' issues or answered their question
- We responded quickly or in the timeframe we said we would
- Friendly and helpful staff

Compared to Q4 FY 16/17

More customers were satisfied this quarter because of our short response time, their issues or questions were addressed and there was an improvement in communication and confirmation of resolution.

How to improve satisfaction

- Decrease costs of services



(Very) satisfied
(score 7-10)
81%

Please note only 14 customers provided feedback with a neutral or (very) dissatisfied score. The following results are indicative only.

- Improve our resolution time
- Decrease costs of services
- Provide progress updates or resolution confirmation
- Ensure site is left clean and tidy
- Work on first contact resolution



Neutral
(score 4-6)
12%



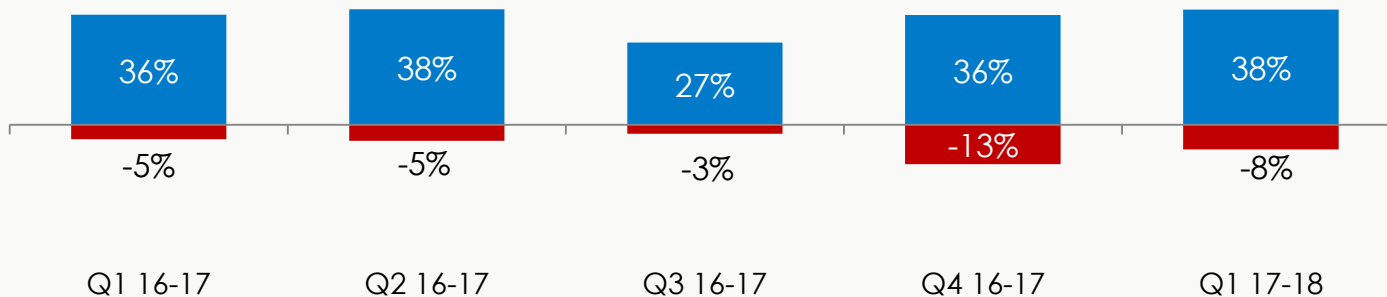
(Very) dissatisfied
(score 0-3)
7%

CX Principles – Connections & minor land development

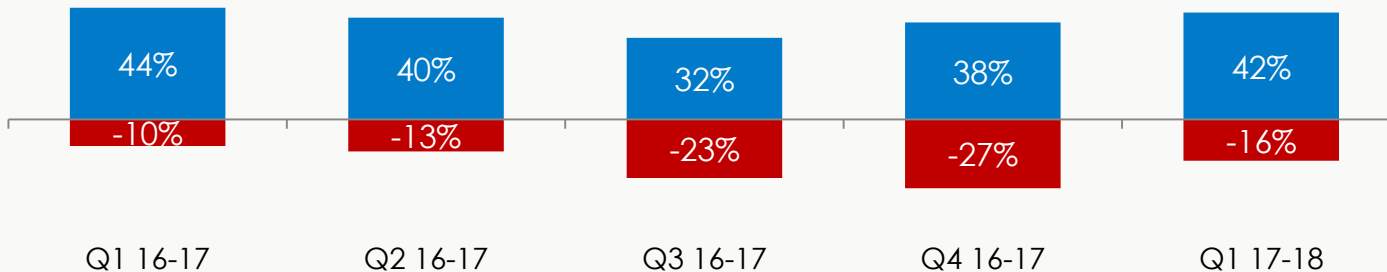
Listening



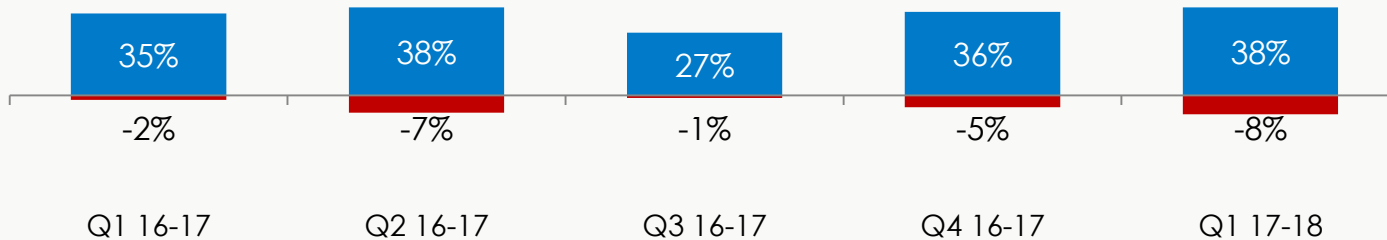
■ CX Principle observed ■ Absence of CX principle



Making things easy

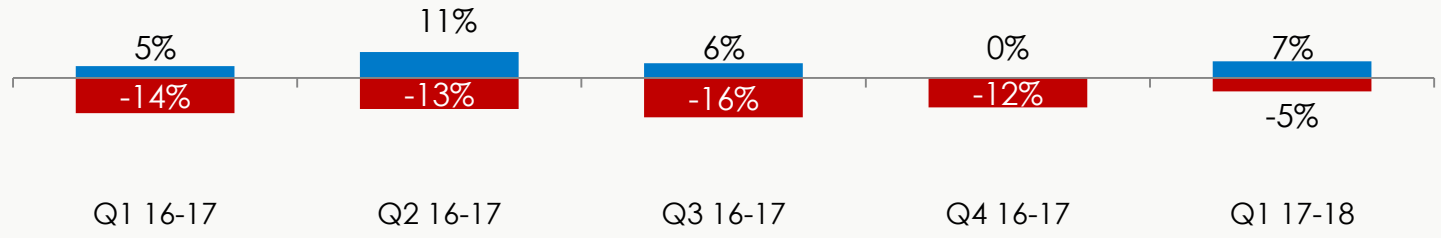


Doing what we say we'll do

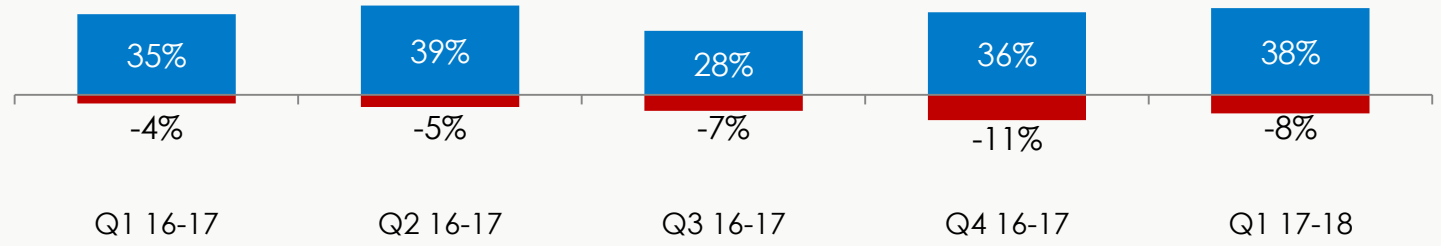


CX Principles – Connections & minor land development

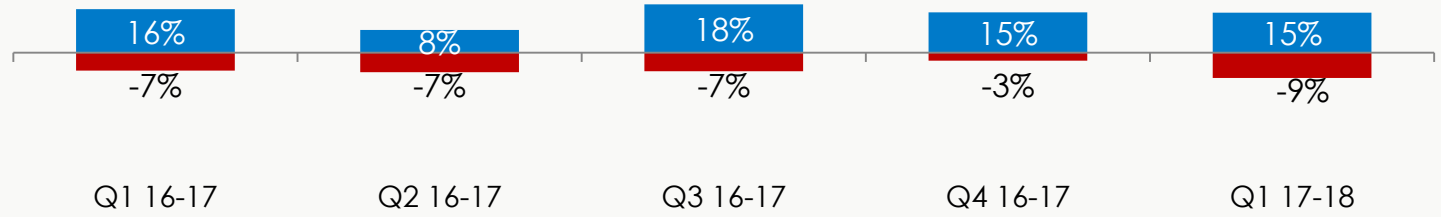
Keeping customers informed



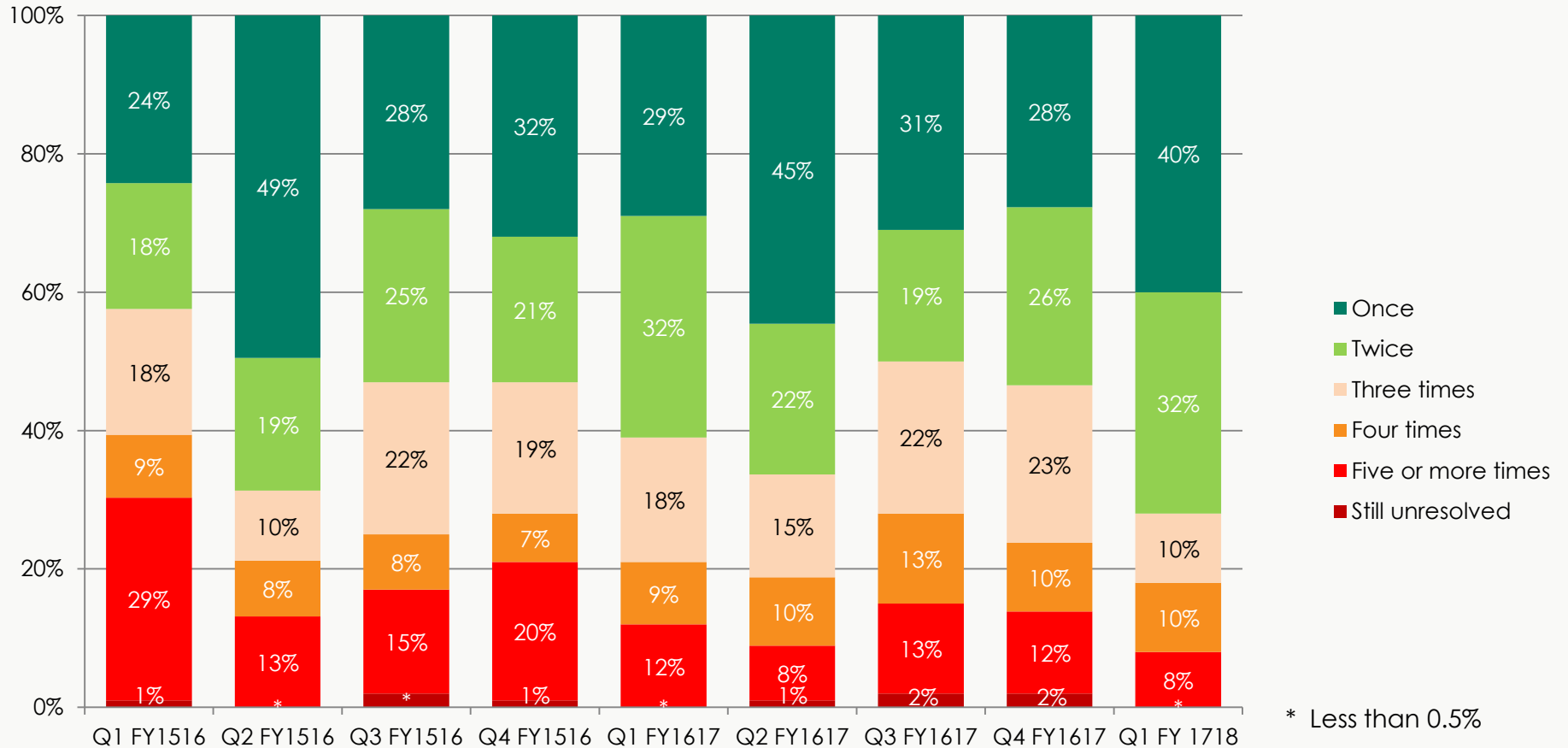
Being skilled



Being fair

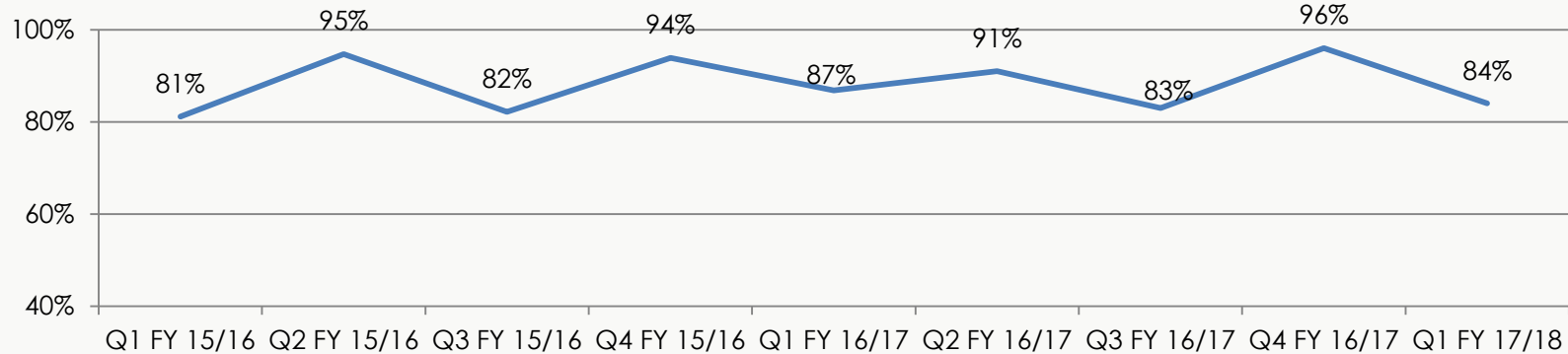


Times contacted to resolve issue

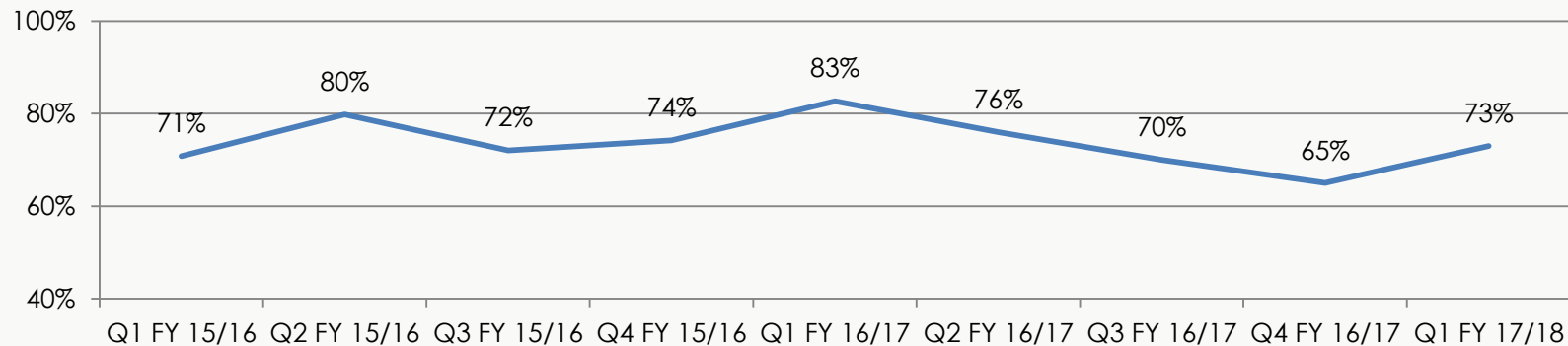


Field crews

Overall satisfaction with field maintenance crew



Time taken to complete works



Questionnaire

A photograph showing three people in a field of tall grass. A woman in a light-colored jacket is smiling and looking at a laptop. A man in a dark vest over a light shirt is pointing at the laptop screen. Another man in a khaki jacket is looking on. The laptop is resting on a white cylindrical water meter. The background shows trees and a cloudy sky.

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



Government of
South Australia



SA Water

Questionnaire

Customer satisfaction with experience

How satisfied are you with your most recent service experience with SA Water, on a scale of 10 to 0 where 10 = very satisfied and 0 = very dissatisfied? *Satisfied = 7-10*

CX NPS

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

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

Ease

How easy was it to have your issue resolved? *Easy + very easy*

Being kept informed

Overall, how satisfied were you with SA Water keeping you informed of the progress of your query or problem? *Satisfied + very satisfied*

Explanation of situation and next steps

When you contacted SA Water, how satisfied were you with clarity of the explanation of the situation and any next steps? *Satisfied + very satisfied*

Staff knowledge

When you contacted SA Water, how satisfied were you with staff knowledge of products and services? *Satisfied + very satisfied*

Helpfulness of staff

When you contacted SA Water, how satisfied were you with helpfulness of office staff? *Satisfied + very satisfied*

Questionnaire (continued)

Overall satisfaction with field maintenance crew

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

Time taken to complete the works - faults or service problems

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

Time taken to complete the works - connections or extensions

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

Customer comments (raves and rants)

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

Times contacted to resolve issue

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

Written correspondence - response addressed enquiry

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

Written correspondence - information easy to understand

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

Questionnaire (continued)

Written correspondence - professionalism of correspondence

Thinking about the response you received from SA Water, how satisfied were you with the following? The correspondence was professional

Satisfied + very satisfied

Written correspondence - response time

Recently you sent correspondence to SA Water either via letter or email. How long did it take for you to receive a response to your email/letter?