



Government
of South Australia



SA Water Customer Experience Survey

Quarter 4 FY 2016-2017



Data collected and verified by

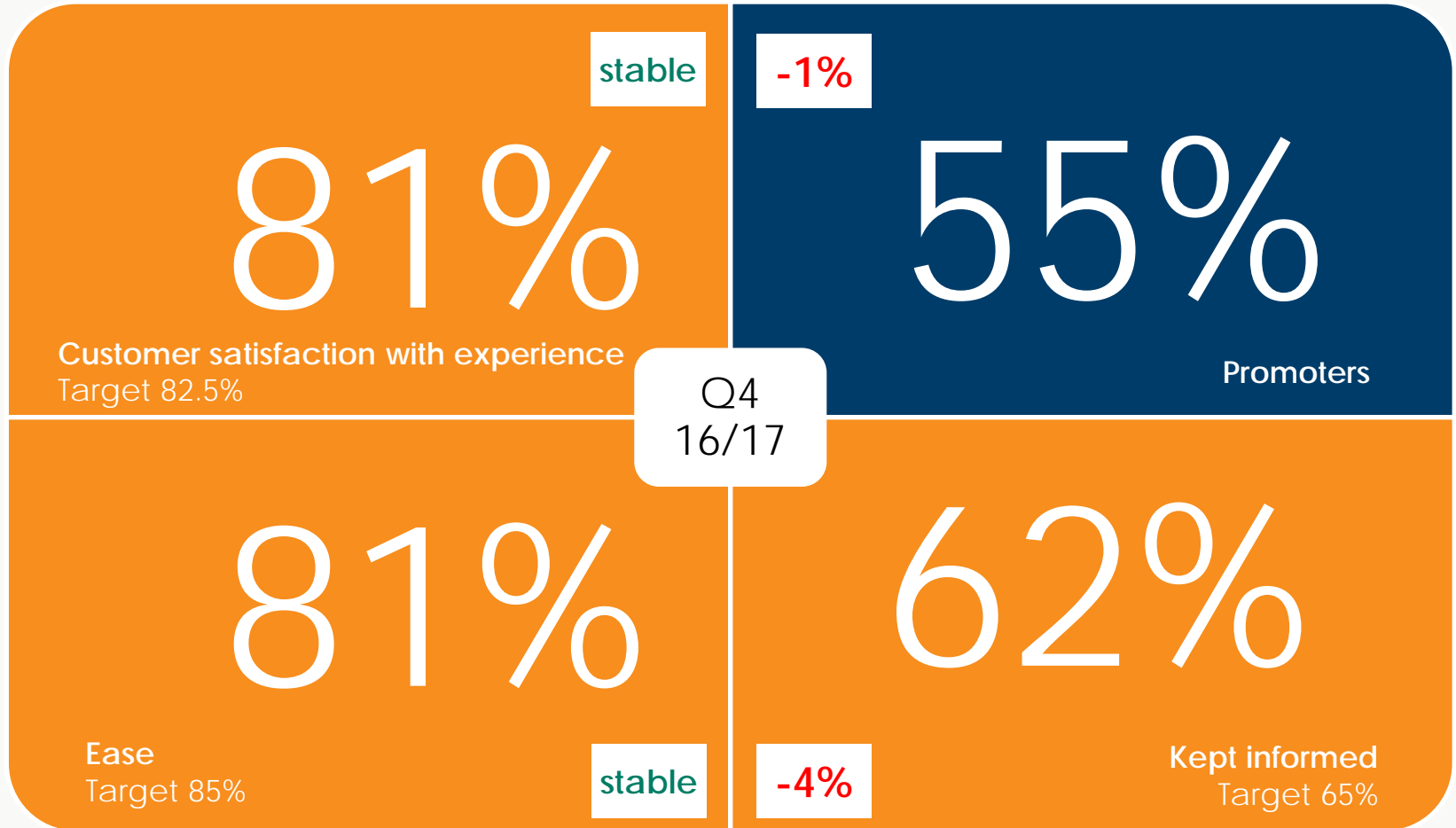


About this report

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



Executive Summary

Our overall satisfaction with customer experience performance has decreased from Q3, and we are not meeting our targets on any of our core performance measures. Overall satisfaction with experience and ease were unchanged from Q3 at 81%, and were below their targets of 82.5% and 85% respectively. Satisfaction with being kept informed decreased with 3%, and is now at 62%, below its target of 65%. Promoters were down 1%, and currently at 55%.

Customers were satisfied with our service because of our response times, problems being fixed and staff being friendly and helpful. Similar to previous quarters, the key opportunities to improve our customers' experience were:

- Keeping customers up to date of the progress of their issue and when it is resolved
- Either improve our resolution time or better explain how and why we prioritise jobs (across service areas)

Our performance in general and account enquiries has continued to improve for written correspondence, achieving high levels of satisfaction for customer service staff. While overall satisfaction with experience was above target for the Faults area (84%, target of 80%), customers tell us we are falling down in ease and being kept informed.

After the dip in satisfaction levels in Q3, customer satisfaction levels for Connections and minor land development have not improved. The survey results show that while satisfaction with ease (80%, up from 78%) and being kept informed (65%, up from 60%) improved, our delivery times have kept us from improving our overall satisfaction score (76%).

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

Methodology

- Our market research supplier new**focus** undertakes our customer experience research on a weekly basis.
- Lists with details of customers who have contacted us in the previous week are supplied to new**focus**. Customers are contacted by phone to take part in a 6.5 minute phone survey to provide feedback on their service experience.
- The results are reported 24/7 through our CX Dashboard and, in addition, this report is provided to outline quarterly trends. The data in this report is suitable for corporate reporting.
- Interviewing takes place on an ongoing basis ensuring continued customer feedback is received. The number of interviews conducted in Quarter 4 FY 16/17:

Service area	Interviews conducted
Account / general enquiries	250
Faults	350
Connections and minor land development	100
Total	700

Reading this report

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

Overall results



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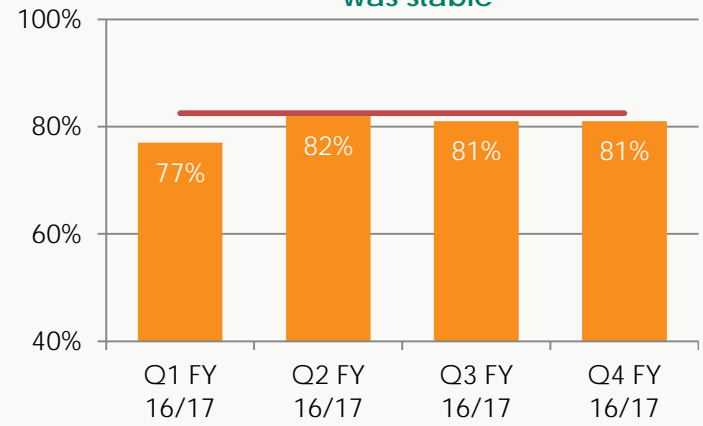


SA Water

Customer experience performance over time

Customer satisfaction with experience

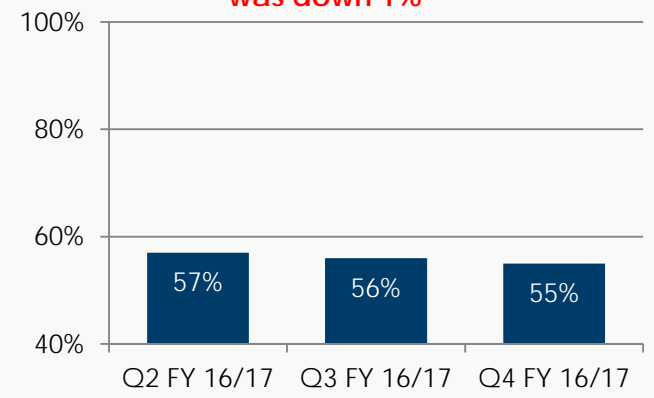
was stable



Target 82.5%

Promoters

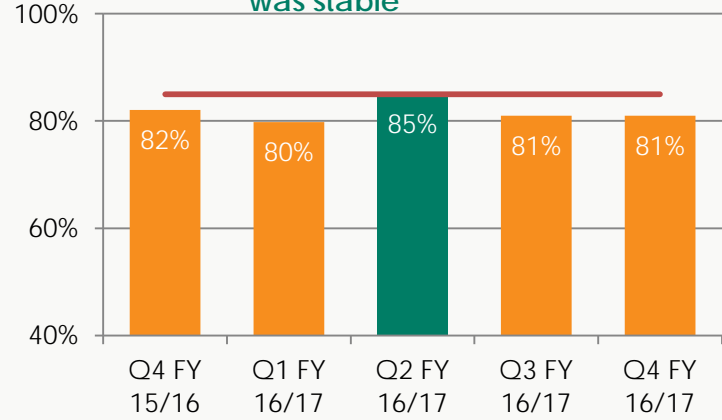
was down 1%



Note: Promoters data was unavailable for reporting in Q1

Ease

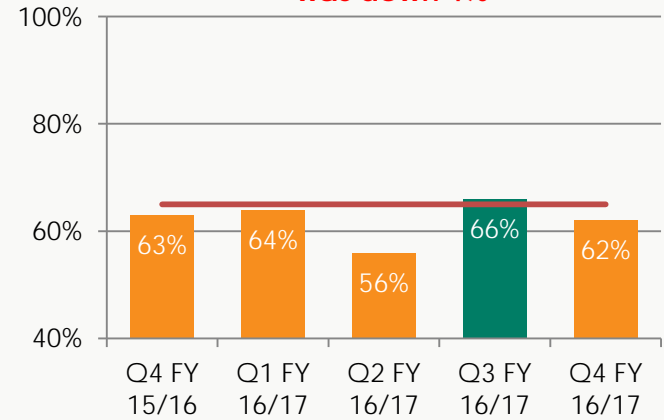
was stable



Target 85%

Being kept informed

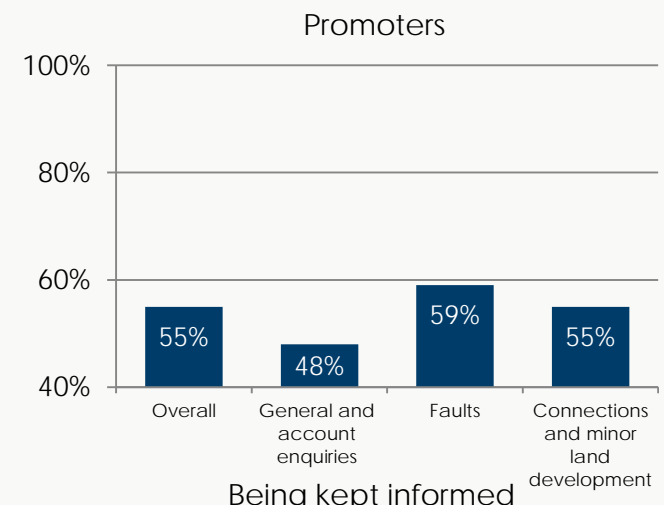
was down 4%



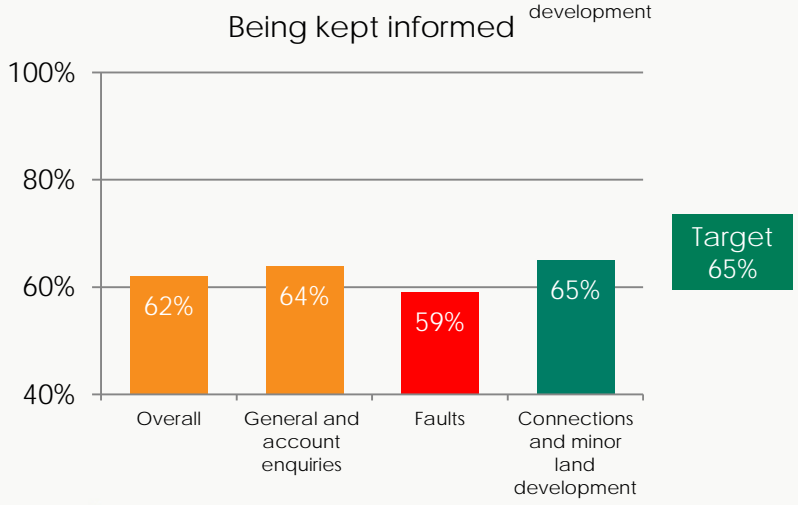
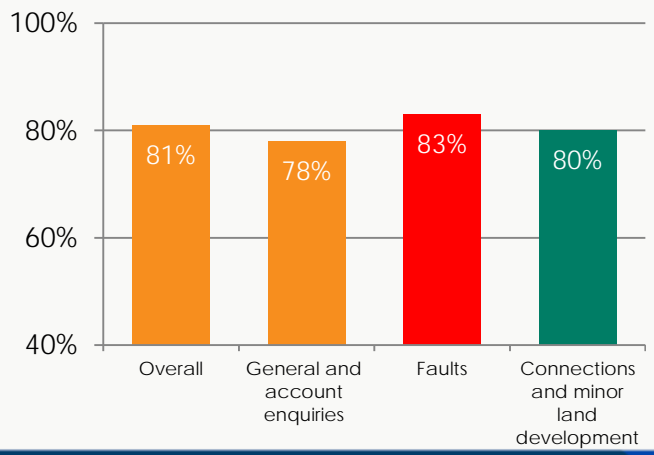
Target 65%

Customer experience performance by service

Targets
 All 82.5%
 GA 70%
 F 80%
 CMLD 76%

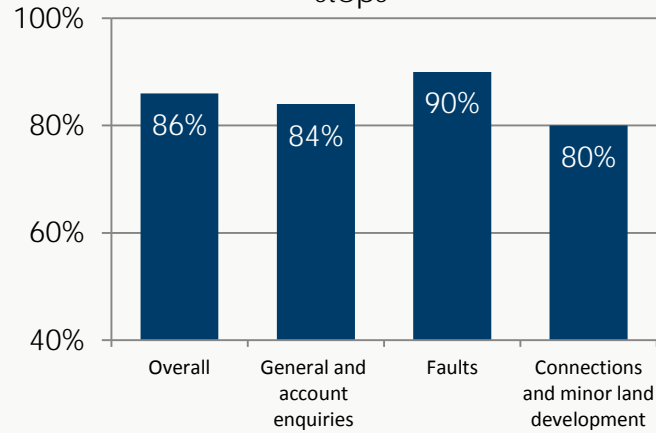


Targets
 All 85%
 GA 80%
 F 90%
 CMLD 80%



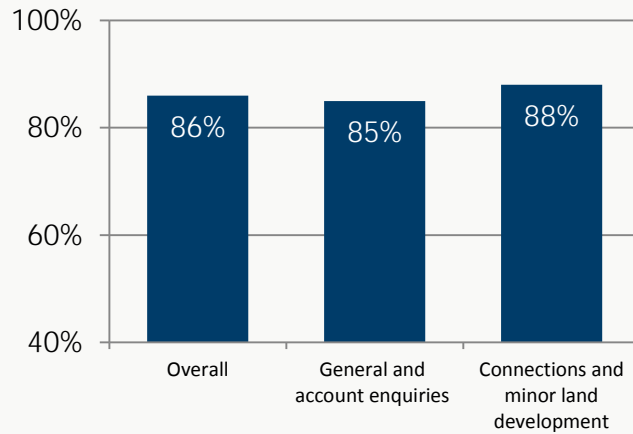
Overall performance – Customer Contact team

Explanation of situation and next steps

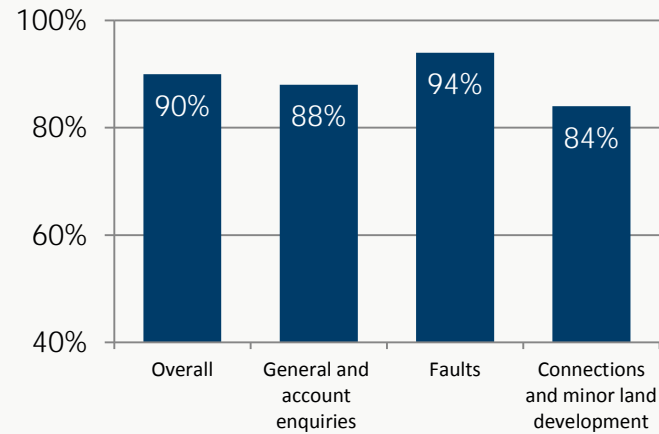


Note: Customer Contact teams include teams from the Customer Contact Centre as well as Connections and Minor land development

Staff knowledge



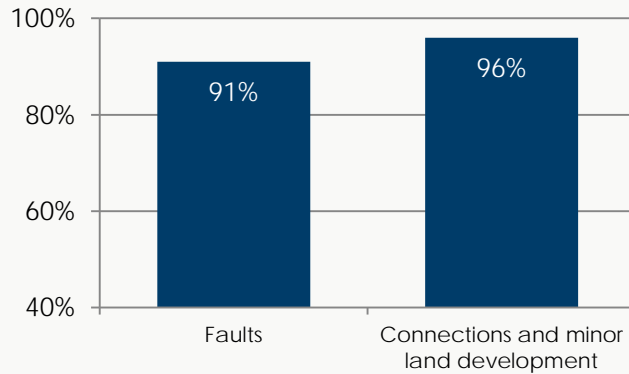
Helpfulness of staff



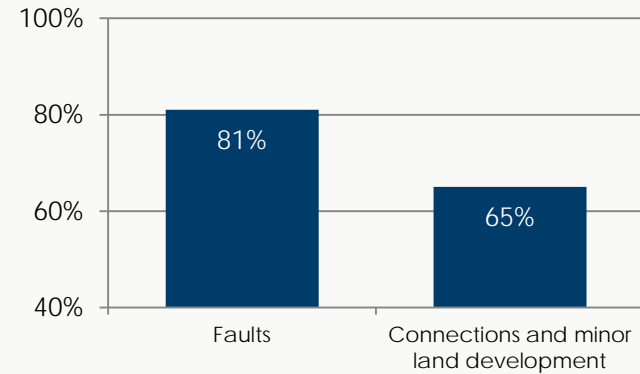
Note: Staff knowledge is only asked for areas where staff knowledge is relevant to the customer experience

Overall performance – Field Maintenance Crew

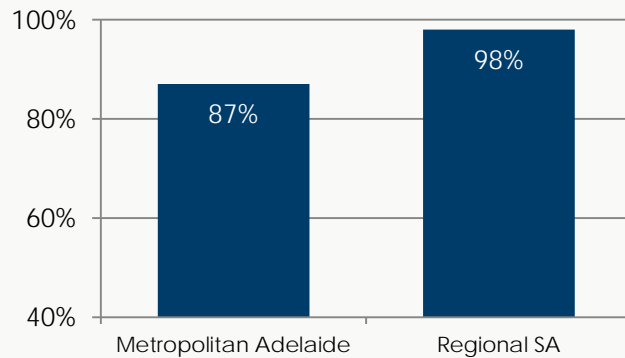
Overall satisfaction with field maintenance crew



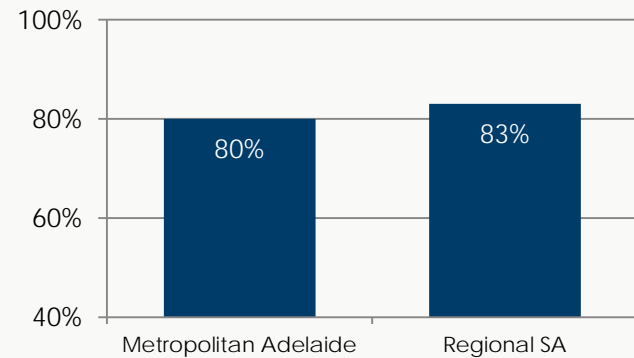
Time taken to complete the works



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 Q3 FY 16/17
 Since Q1 less and less customers are dissatisfied with being kept informed, and compared to Q3 more customers thought it was easy to deal with us.

How to improve satisfaction

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



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

- Provide progress updates or resolution confirmation
- Ensure that customer agrees that issue has been resolved
- Improve staff communication skills



Neutral
 (score 4-6)
12%

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



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

Please note: We're changing the way we measure customer commitments

We are working towards shorter surveys

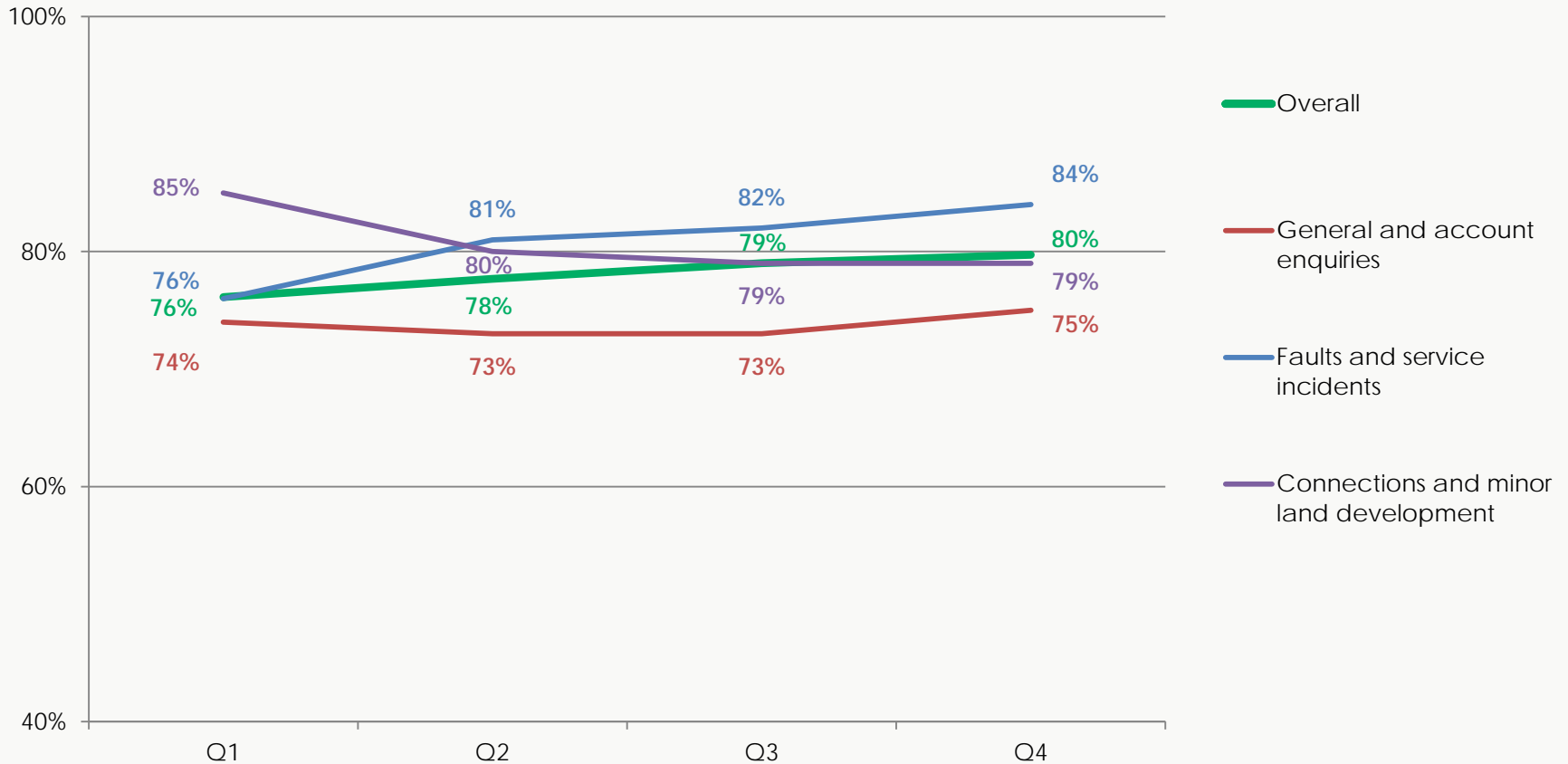
Our current CX phone survey is about 5 mins long. Our future CX surveys will be significantly shorter. We are already starting to collect CX feedback through short paper and online surveys, such as the front desk survey. We are planning on introducing more short surveys, such as after call and on resolution surveys that are sent by email or text message.

We are putting new measures and analysis in place

The customer commitments measures will be replaced by analysis of the verbatim comments and their alignment with the new CX principles as designed by our Customer Experience team. This will be included in our CX reports from Q1 FY 17/18.

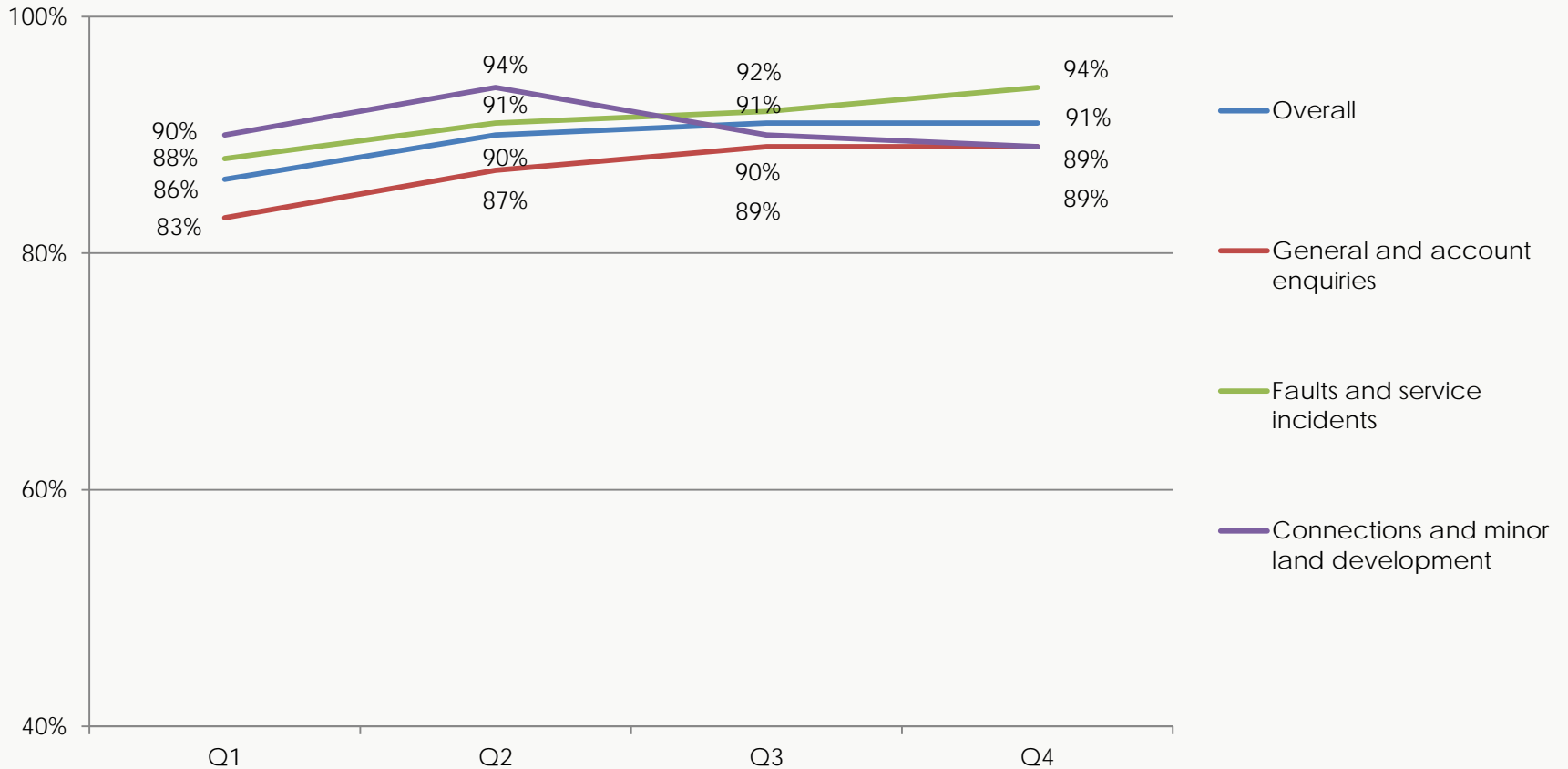
We are also including analysis of the overall satisfaction with SA Water among customers who have contacted us. This analysis will allow us to see how our customer experience contributes to customers' overall satisfaction with SA Water.

Overall satisfaction with SA Water (CX survey results)



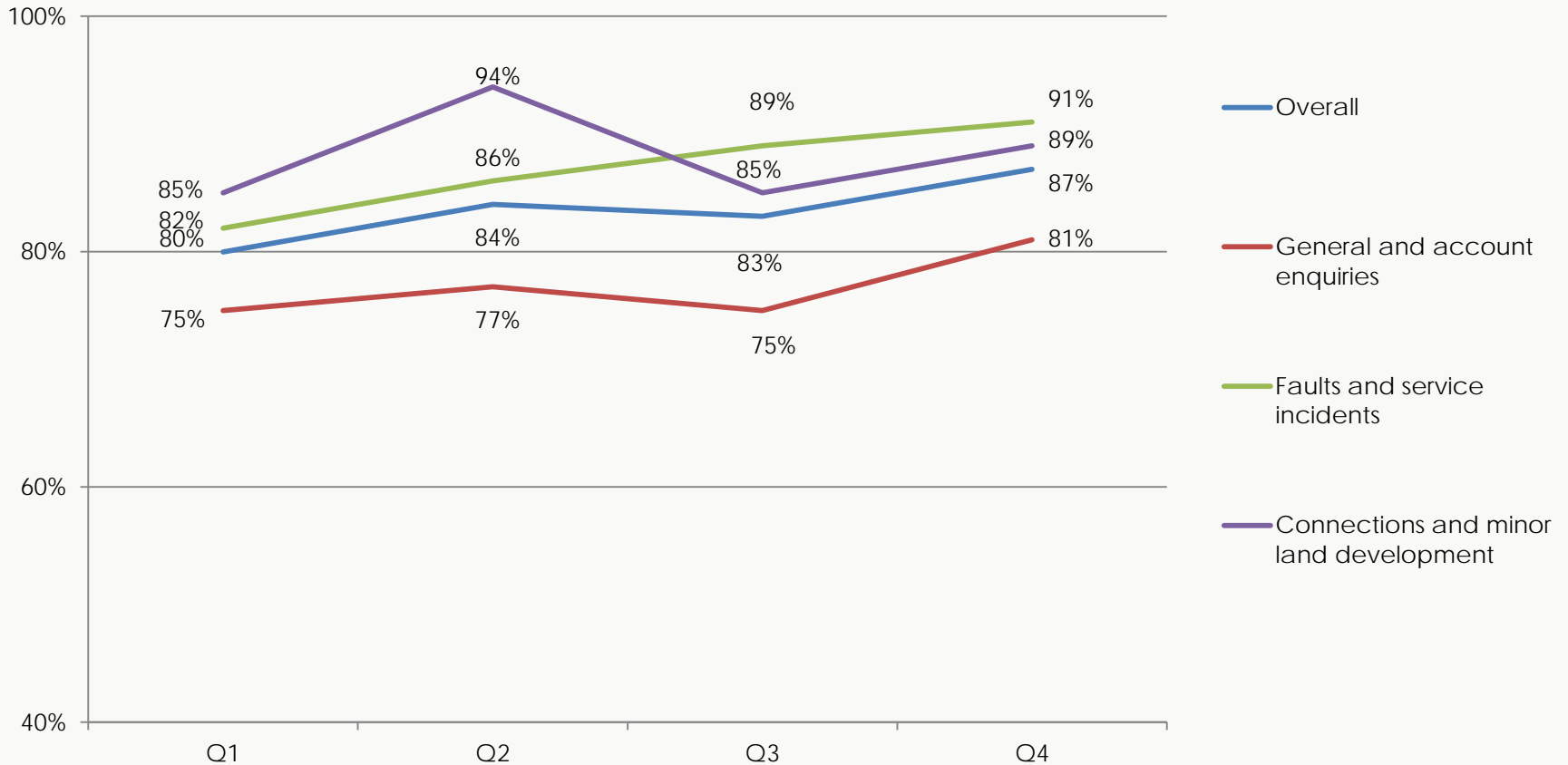
Customer commitments by service area

They are pleasant to deal with



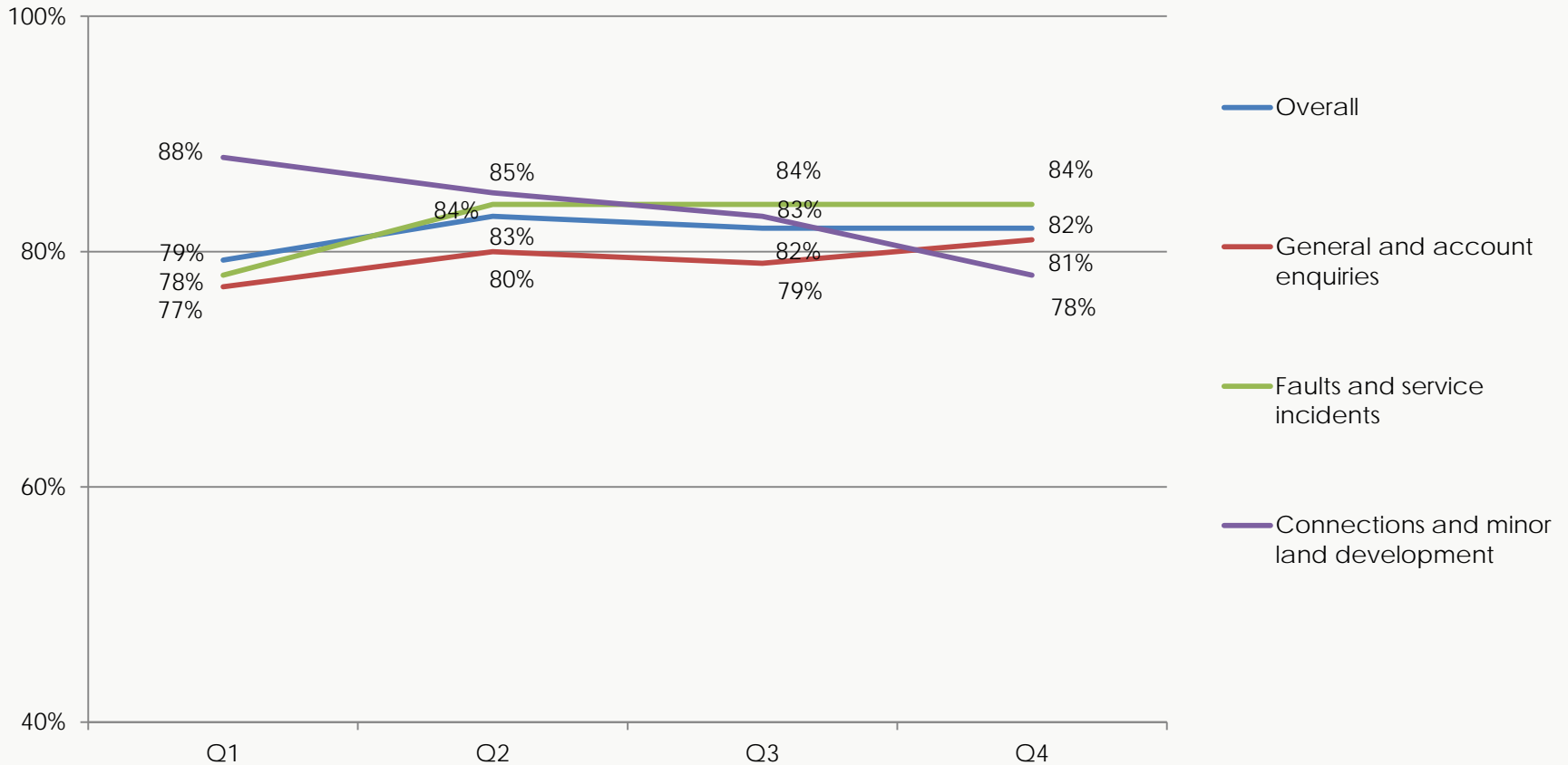
Customer commitments by service area

They are skilled at what they do



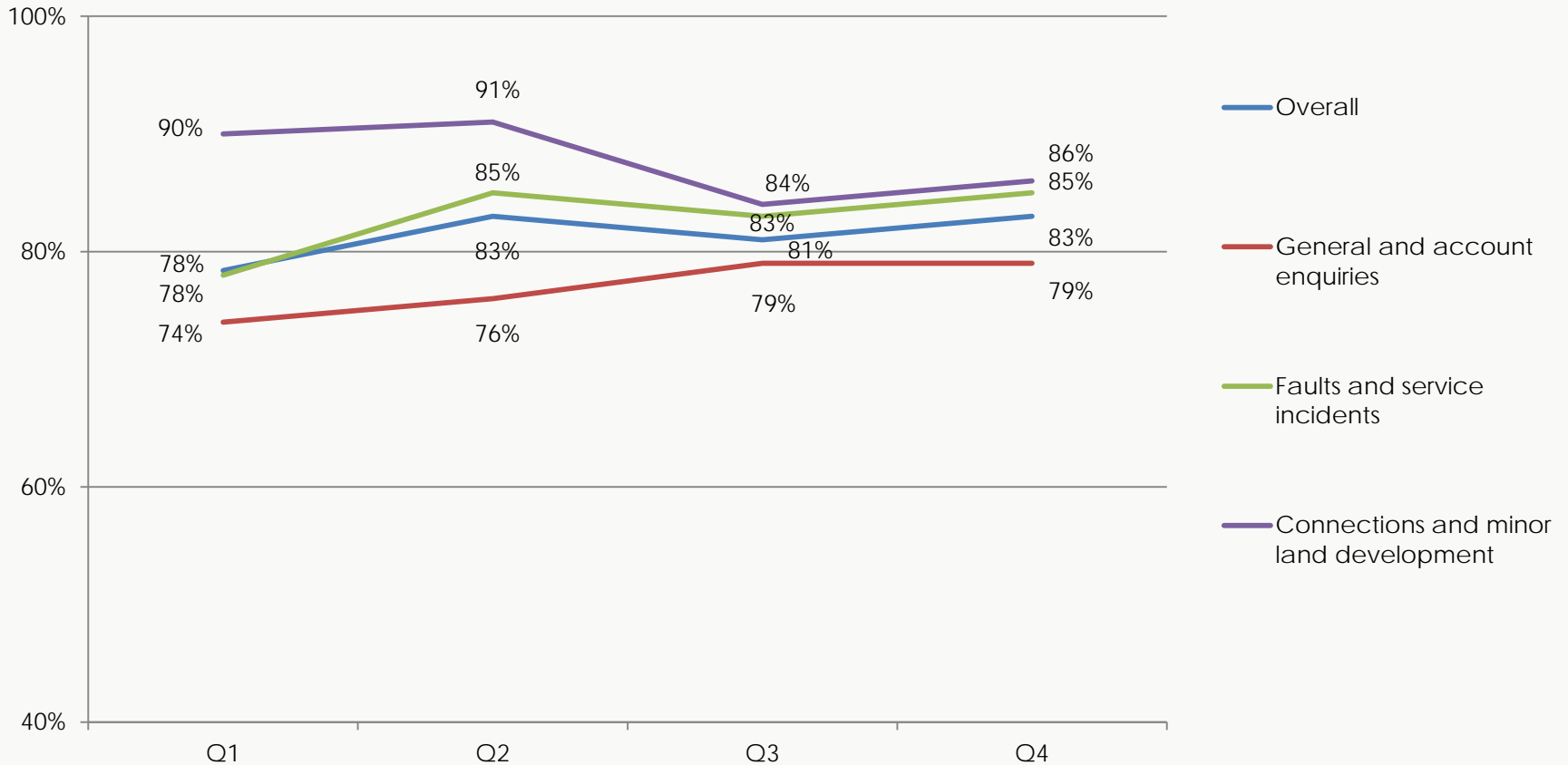
Customer commitments by service area

They listen to your needs



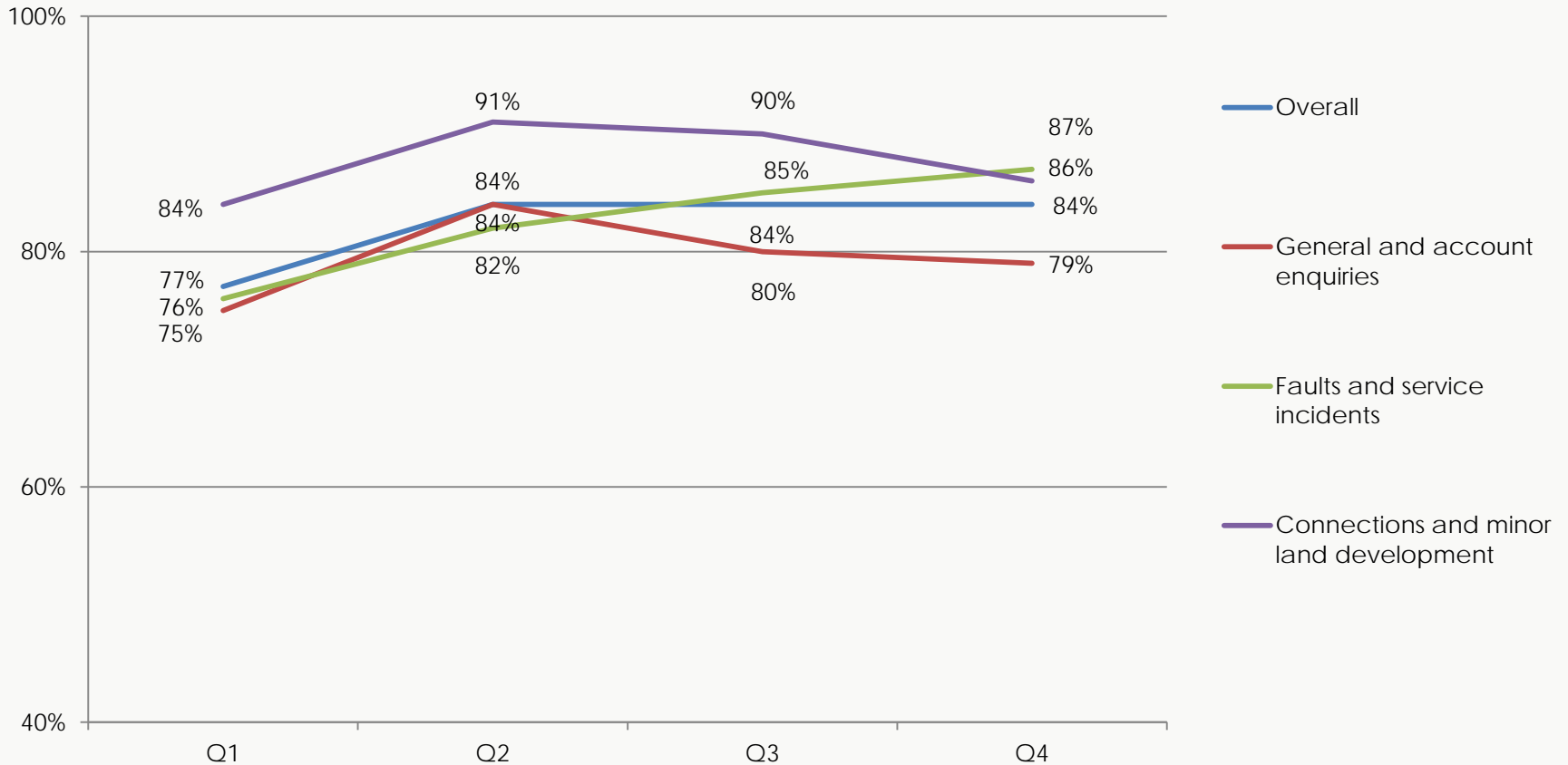
Customer commitments by service area

They do what they say they'll do



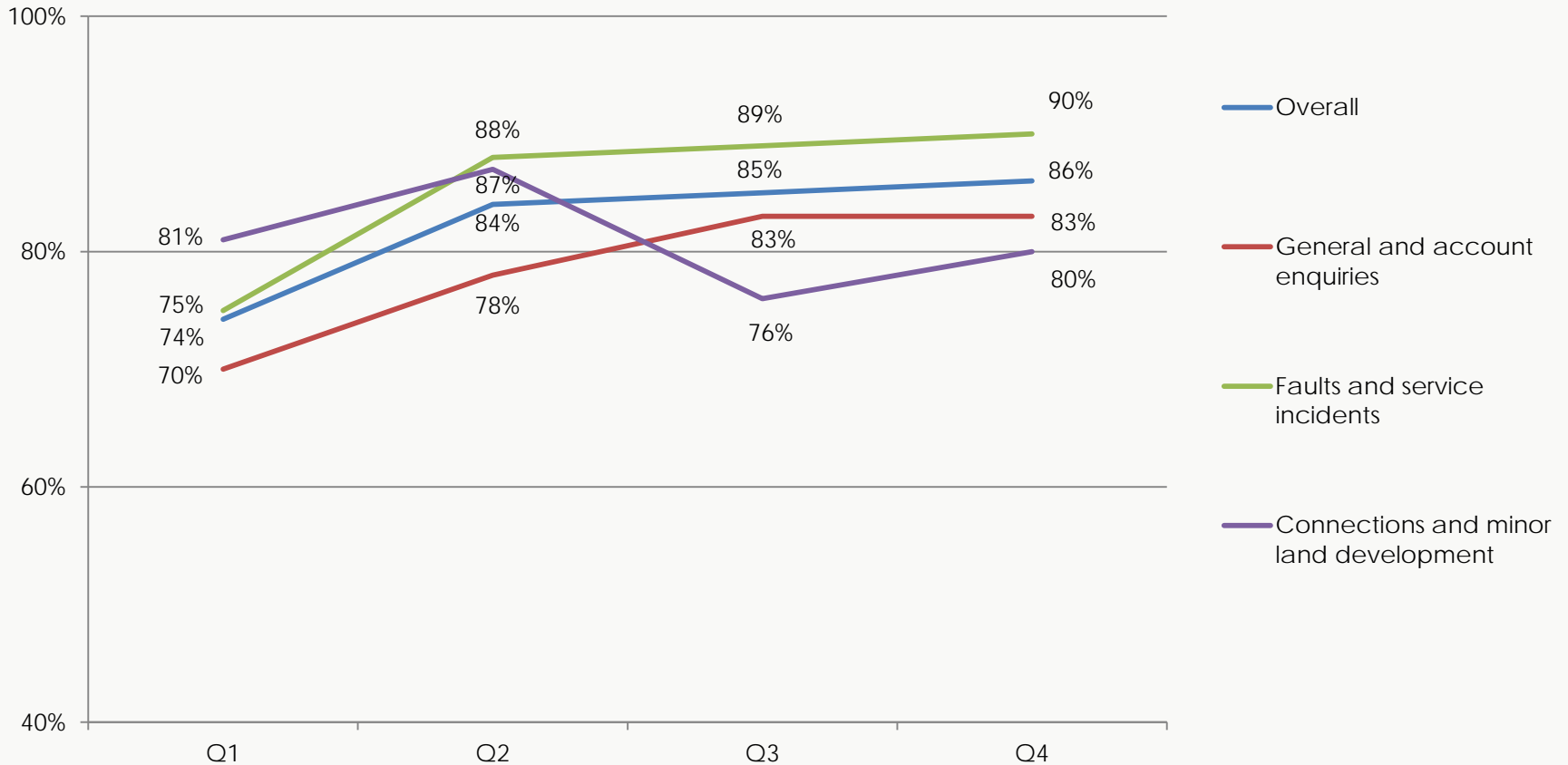
Customer commitments by service area

They are honest and open



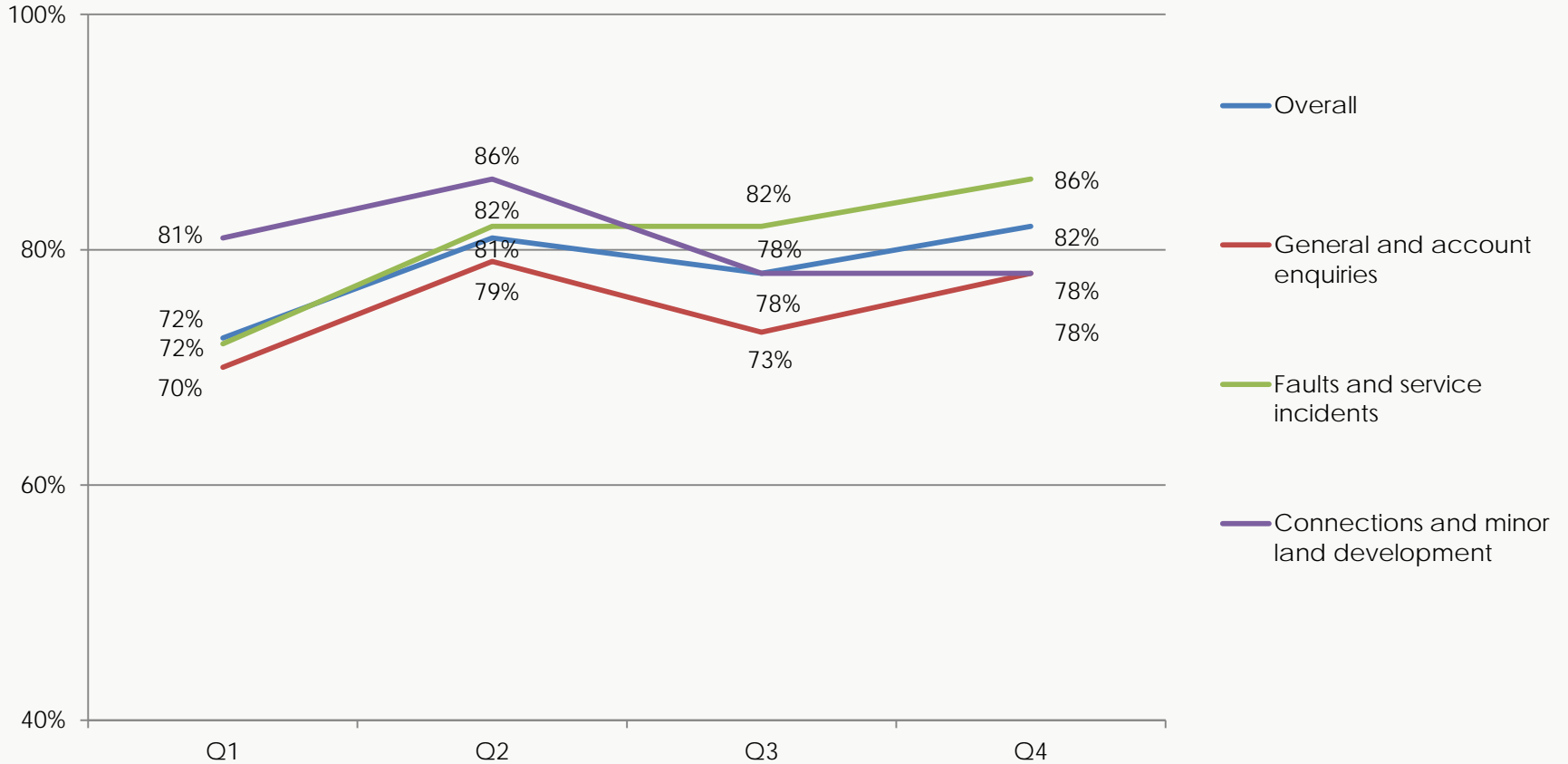
Customer commitments by service area

They make things easy



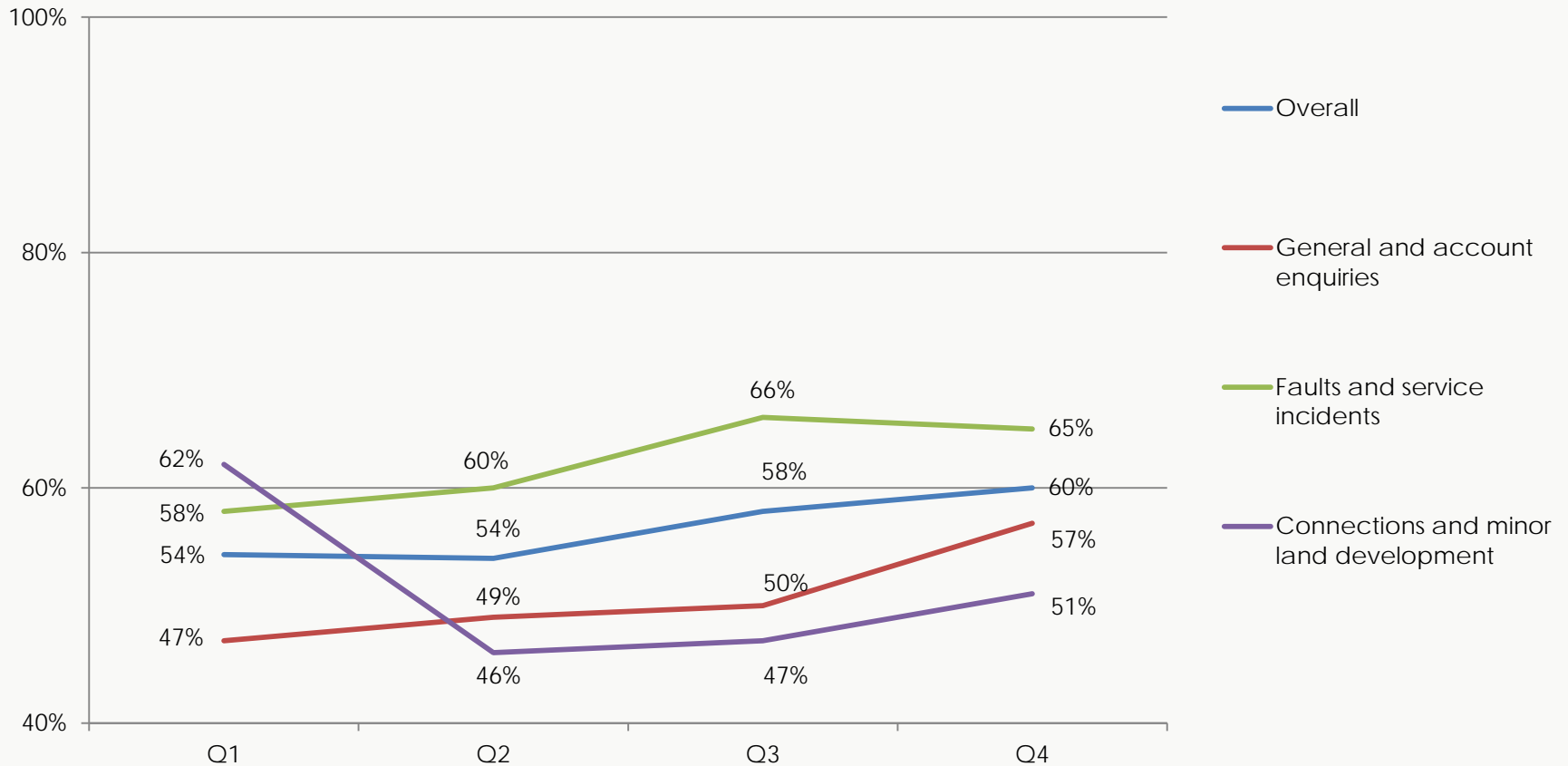
Customer commitments by service area

They are fair



Customer commitments by service area

They deliver value for money



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

Continued improved results for written correspondence, and high levels of satisfaction for customer service staff, indicate that the main opportunities for improvement lie in the processes and systems that are part of the customer service delivery.

Overall satisfaction with the customer experience with general and account enquiries decreased from 79% to 77%, while still meeting the area's target of 70%. Promoters was stable at 48% this quarter. A slight improvement was noted in ease from 77% to 78%. The result was, however, still below the target of 80%. Also below target was satisfaction with being kept informed at 64%. The measure had decreased by 6 percentage points compared to the previous quarter but was higher than other results received earlier this year.

Improved satisfaction levels were noted for staff related measures:

- Explanation of situation and next steps (84%, which has trended up from 72% in Q4 FY 15/16)
- Staff knowledge (85%, trended up from 76% at the end of FY 15/16)
- Helpfulness of staff (88%, trended up 80% at the end of FY 15/16)

Consistent with previous results, 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.

How we made significant improvements to the customer experience in this area.



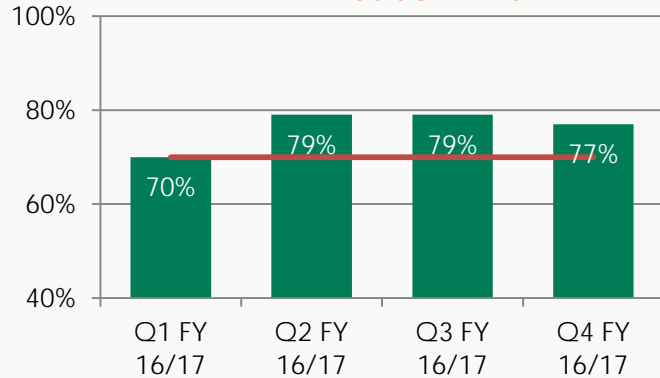
*We have made significant changes to the way we handle **written enquiries** in Q3. We improved our staff planning, training, knowledge sharing, documentation and introduced faster resolution methods. Customer satisfaction with our response to written enquiries addressing the enquiry improved significantly, from 71% in Q2 to 86% currently. This was a decrease after the Q3 result of 91%. Similarly, improvements were noted for agreement that the information was easy to understand (97% versus 88% in Q2, and 93% in Q3), and the satisfaction with professionalism of the correspondence (100% versus 89% in Q2, and 95% in Q3). Same day response time has dropped in the current quarter and moved into longer response times. This is something to keep an eye on to ensure it does not drop further.*

General and account enquiries

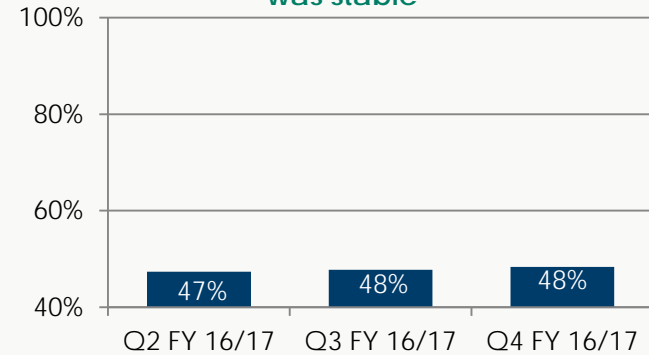
Customer experience performance

Customer satisfaction with experience
was down 2%

Target
70%

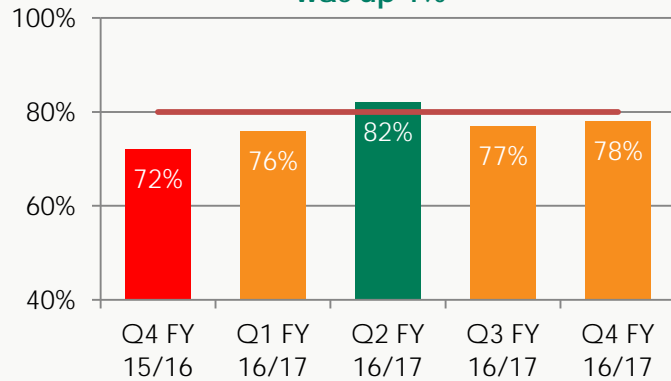


Promoters
was stable



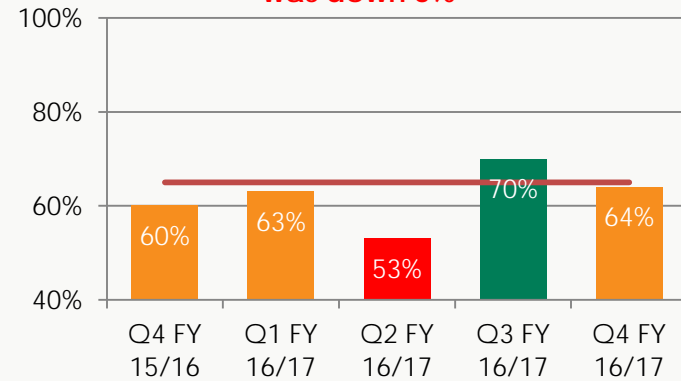
Ease
was up 1%

Target
80%



Being kept informed
was down 6%

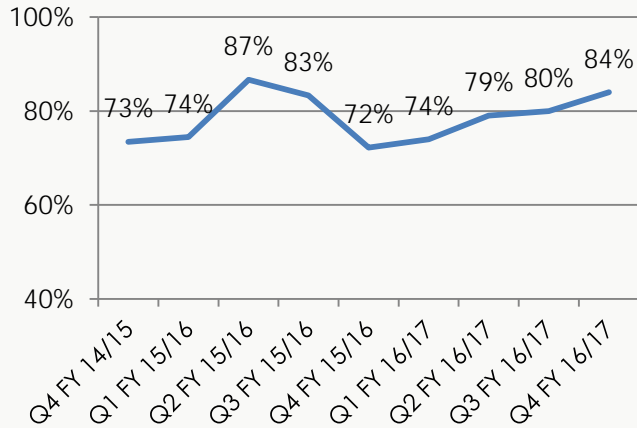
Target
65%



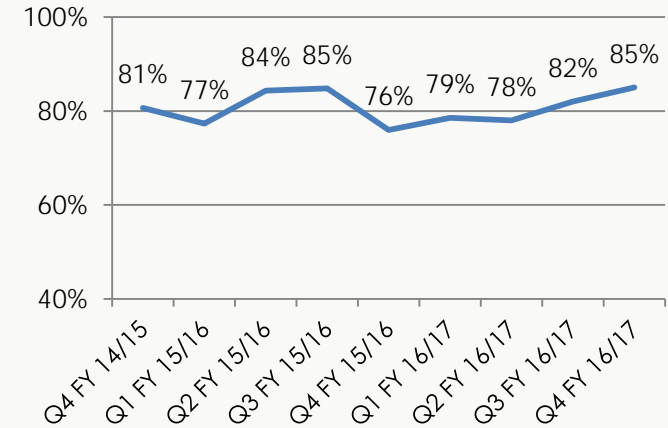
General and account enquiries

CCC service elements

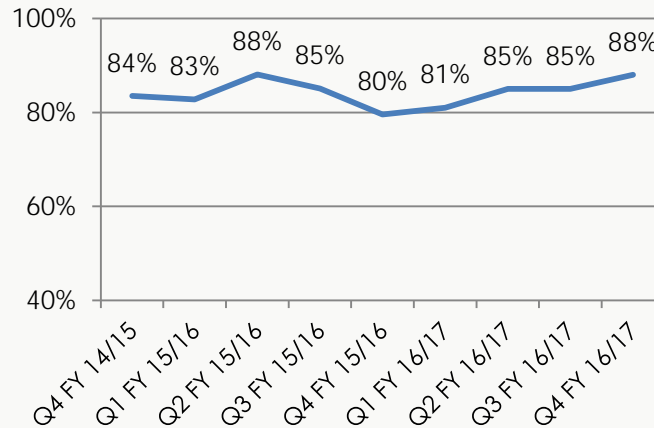
Explanation of situation and next steps



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 customers' issues or answered their question
- We did so quickly or in the timeframe we said we would
- Our staff was friendly and helpful

Compared to Q3 FY 16/17

More customers were dissatisfied with issues not being resolved yet, and affordability of services was also mentioned more often this quarter.

How to improve satisfaction

- Ensure that customer agrees that issue has been resolved



(Very) satisfied
 (score 7-10)
77%

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



Neutral
 (score 4-6)
14%

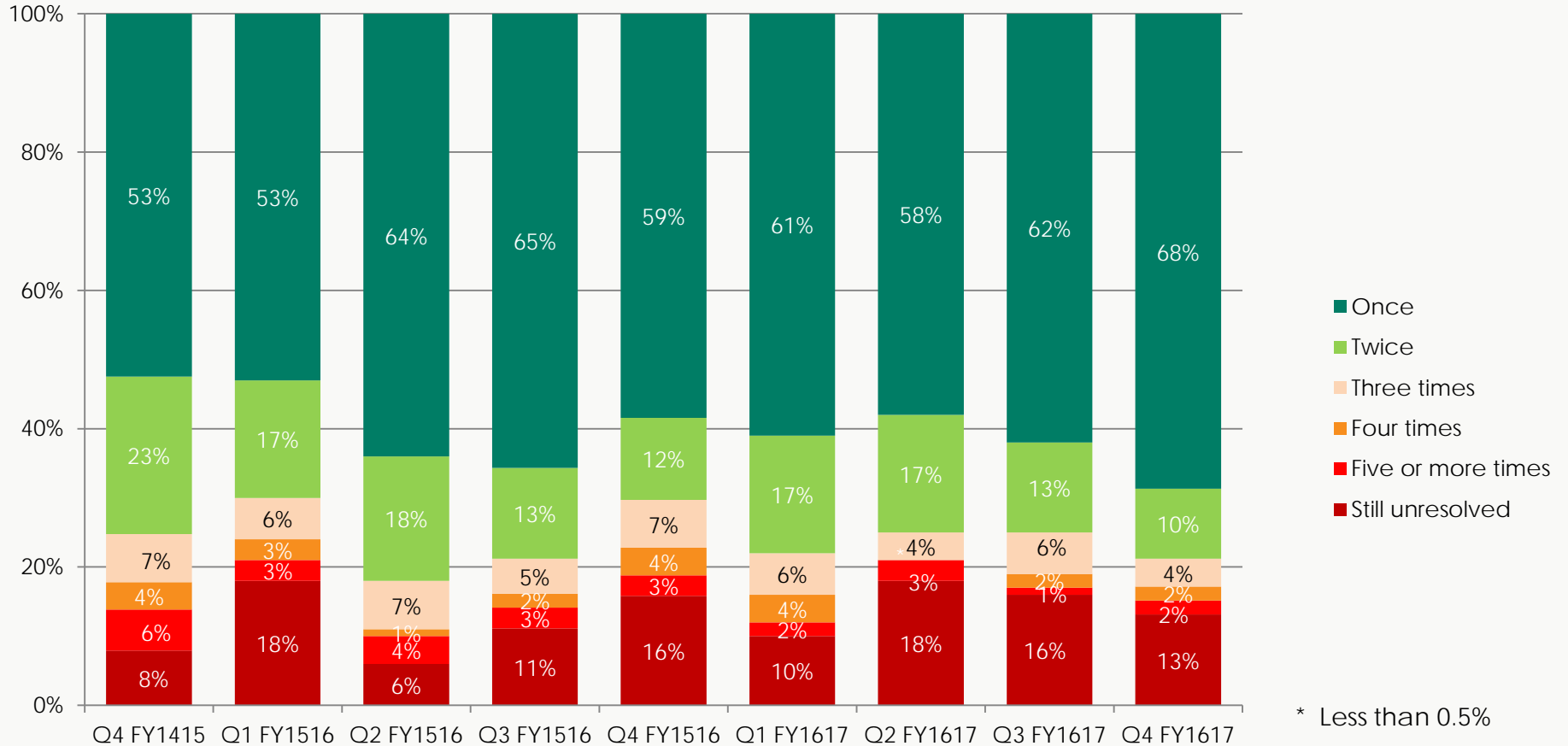
- Ensure that customer agrees that issue has been resolved
- Provide progress updates or resolution confirmation
- Investigate affordability of water rates and new connections
- Work on solutions that meet customers' needs



(Very) dissatisfied
 (score 0-3)
9%

General and account enquiries

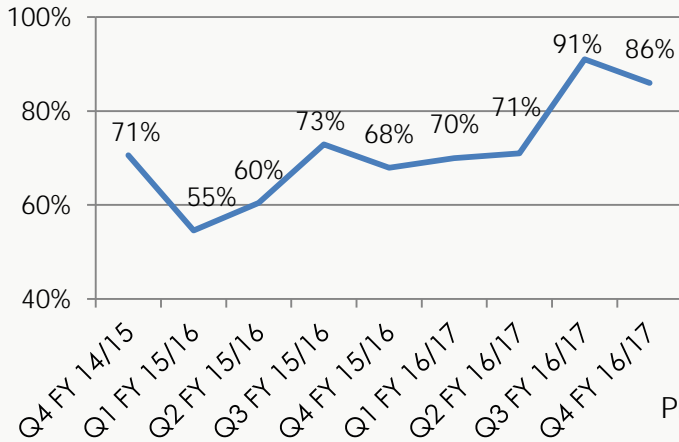
Times contacted to resolve issue



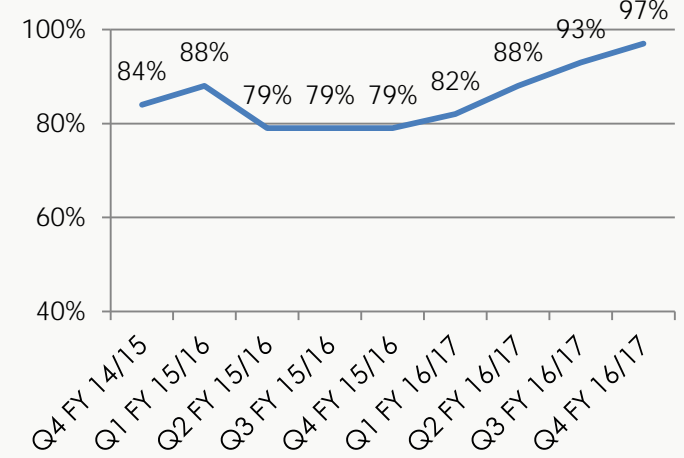
General and account enquiries

Written correspondence

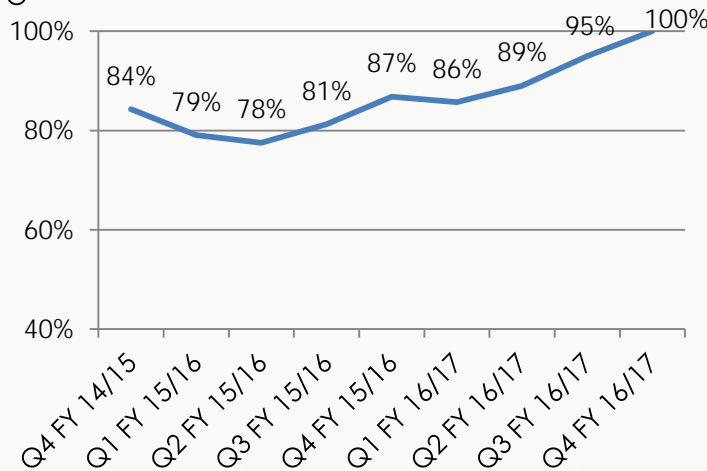
Response addressed enquiry



Information easy to understand

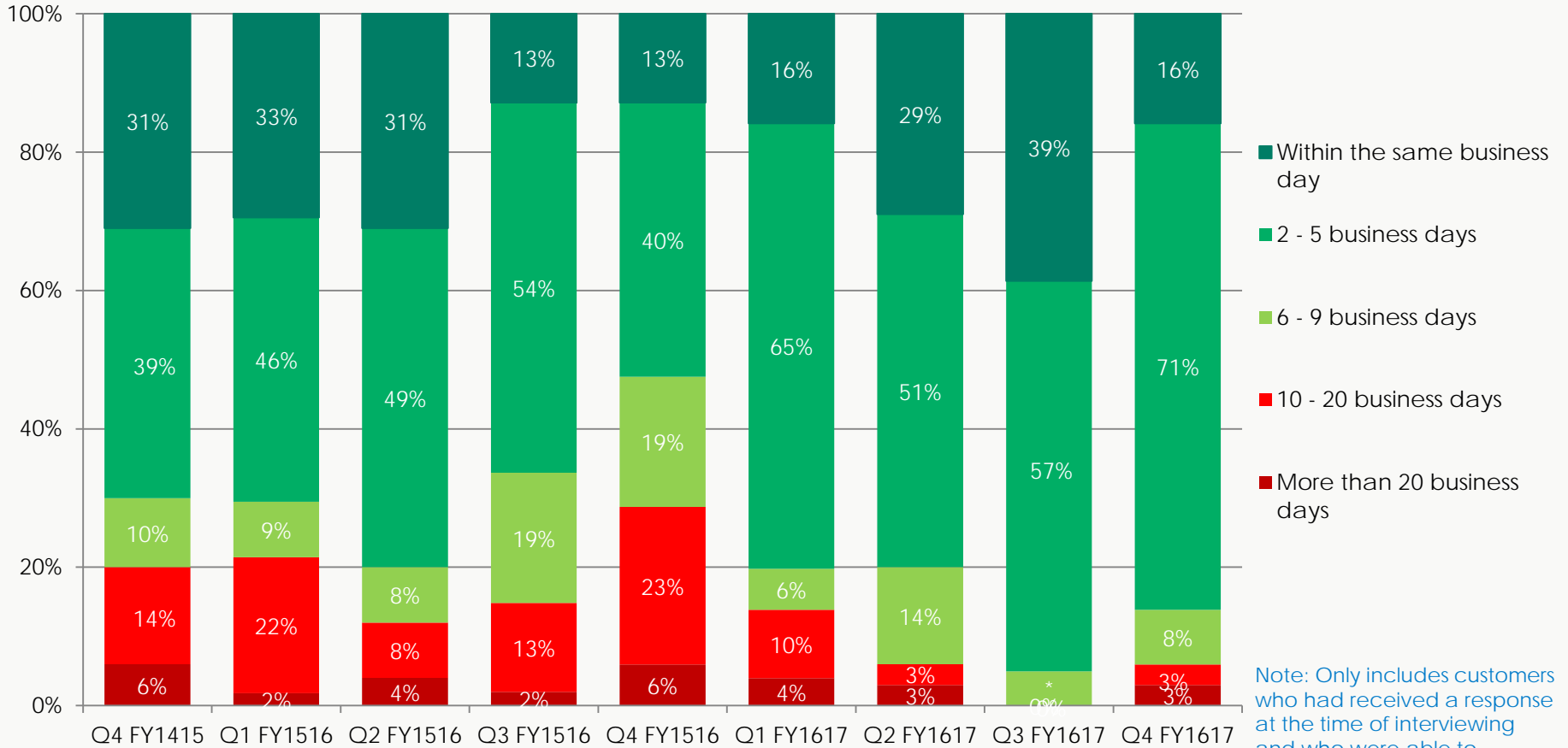


Professionalism of correspondence



General and account enquiries

Written correspondence



Note: Only includes customers who had received a response at the time of interviewing and who were able to comment on response time.

Front Counter



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



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Front Counter

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

Overall satisfaction with the Front Counter was up 2% from Q3 to 98% (target 82.5%) and ease of having their issue resolved was up 2% from Q3 to 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. 191 questionnaires were completed in Q4. The Front Counter at SA Water serviced 1003 customers in Q4. Nearly 10% of customers attended to pay their bill.

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?

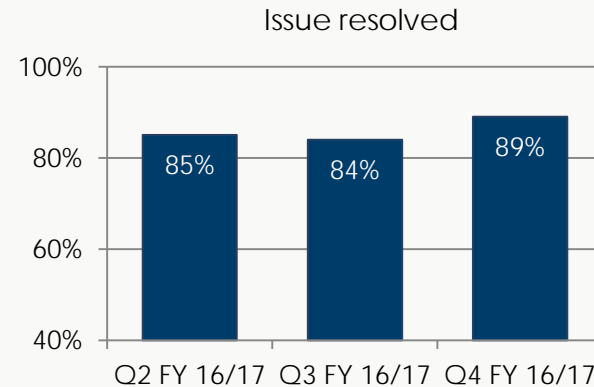
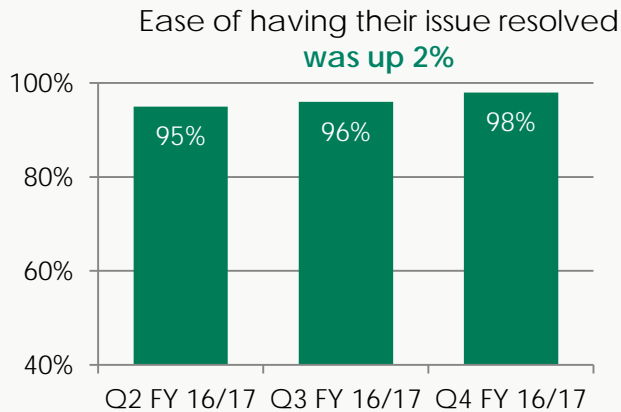
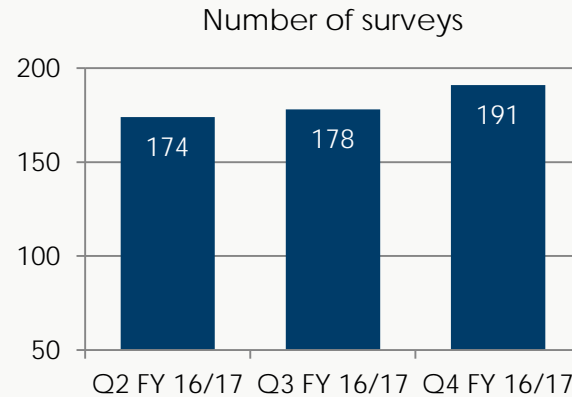
• Why did you visit us today?
 Account Payment Deceased Estate
 Account Query Connection Enquiry
 Water Consumption Other _____ (please specify)
 Conveyancer Query/Payment

• If you would like someone to contact you about the feedback you have given, please provide your name and details
Name _____ Phone/Email _____

SA Water

Thank you for taking the time to fill out this survey

Customer Experience Performance



Faults

Page 33



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



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Faults and service incidents

While overall satisfaction was on target, customers are still indicating we fall down in ease and being kept informed.

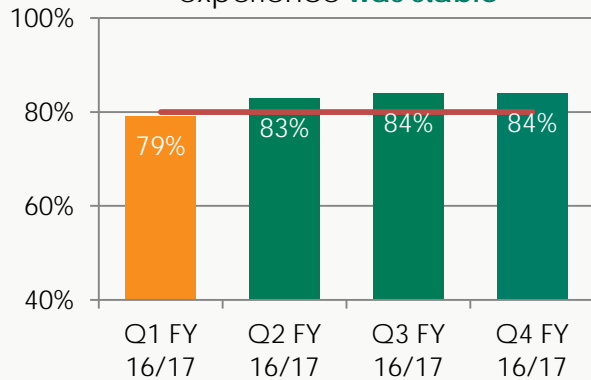
Overall satisfaction among customers who reported a fault or service incident was stable compared to Q3, and exceeding target at 84%. The proportion of promoters decreased from 61% to 59%. Satisfaction with ease in having an issue resolved decreased to 83% from 84%, which is below the target of 90% and at its lowest point this financial year.

After a peak in satisfaction with keeping customers informed in the previous quarter, this measure dropped again to 59%, well below target. This is a disappointing result after the introduction of improved calling cards in Q3. If this result continues at levels below target, it is recommended that this specific element is investigated further to identify underlying drivers for dissatisfaction.

Customers were most likely to be satisfied with our prompt service, and issues being fixed within the timeframe given. As in previous quarters, the key to improving customer satisfaction for fault and service incidents are to provide progress and resolution updates.

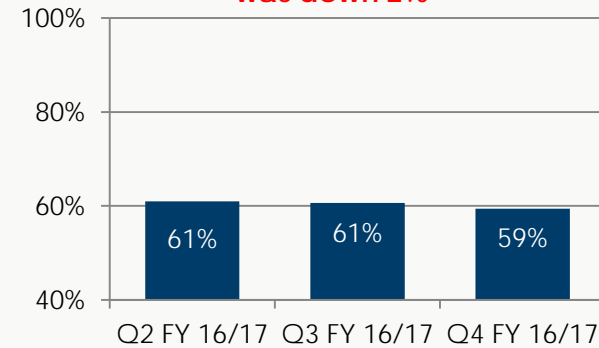
Customer experience performance

Customer satisfaction with experience **was stable**

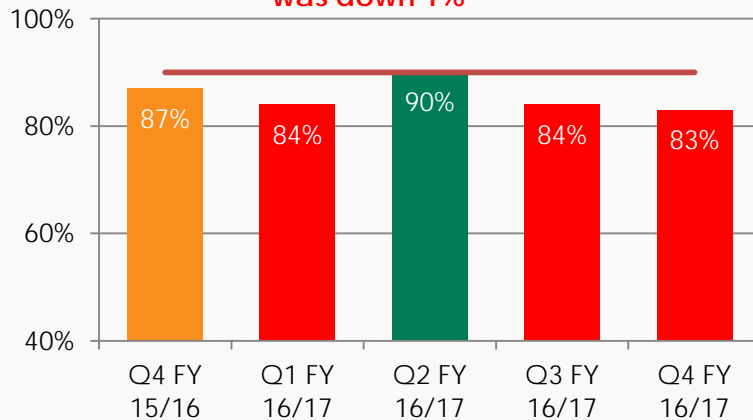


Target
80%

Promoters **was down 2%**

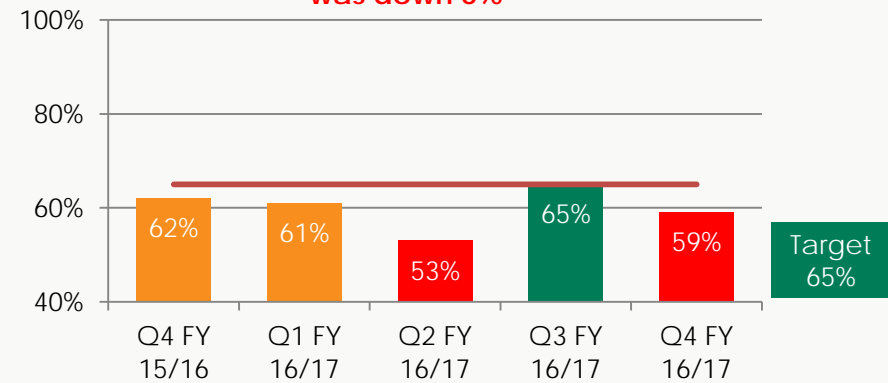


Ease **was down 1%**



Target
90%

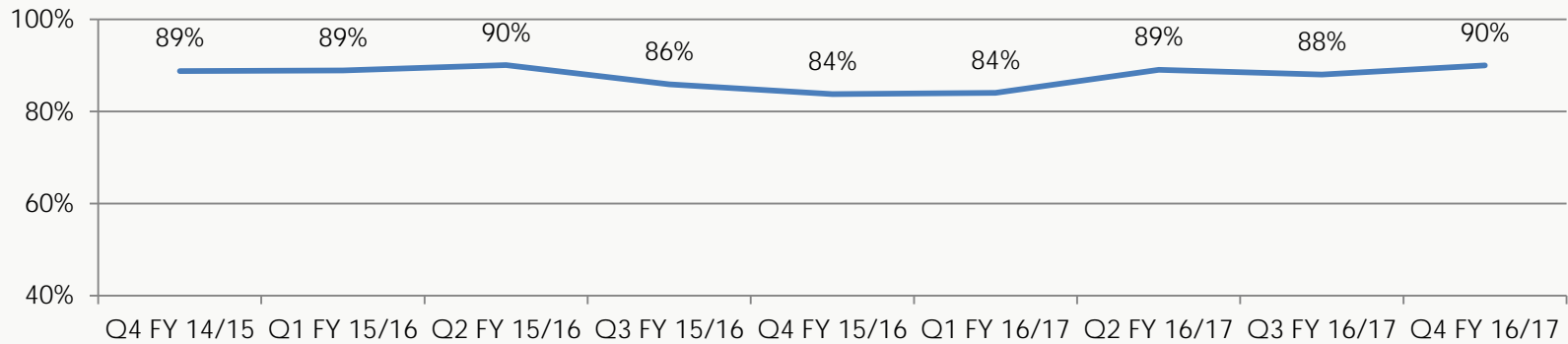
Being kept informed **was down 6%**



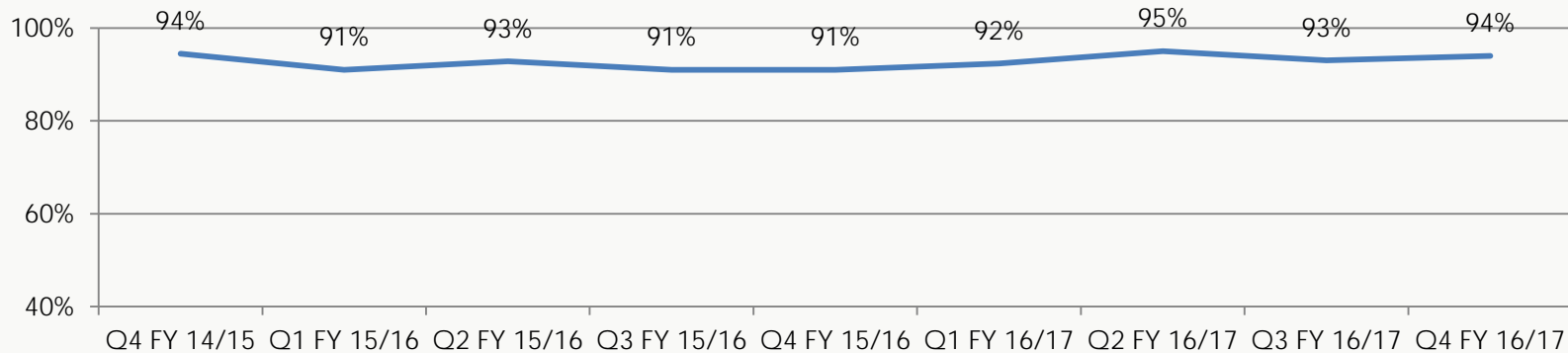
Target
65%

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 Q3 FY 16/17

Customers in Q4 were less likely to comment on the friendliness and helpfulness of our staff, and slightly more likely to be satisfied in general.

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 meeting customers' expectation of resolution time
- Work on staff communication skills, in order to avoid distrust
- Work on first contact resolution



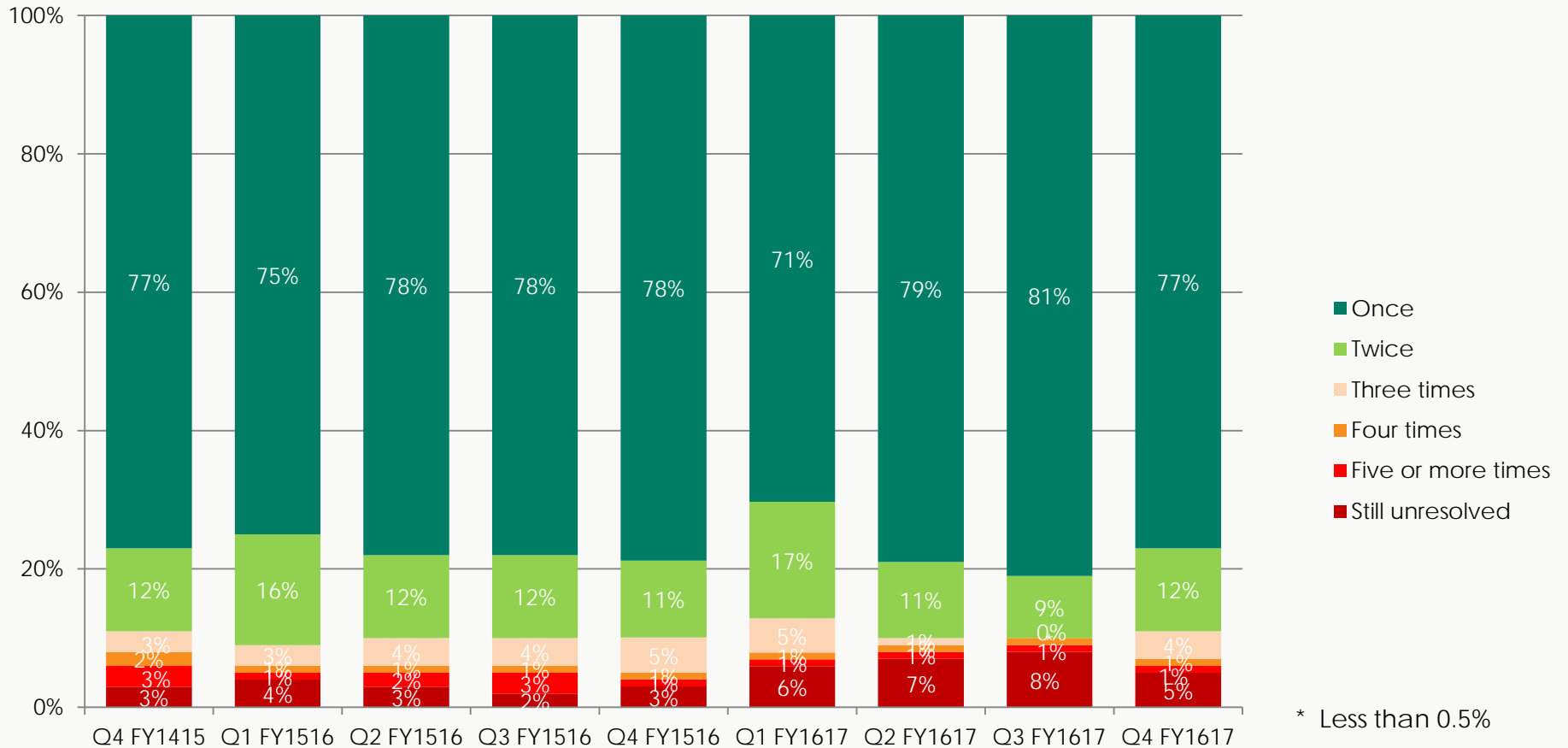
Neutral
 (score 4-6)
9%

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



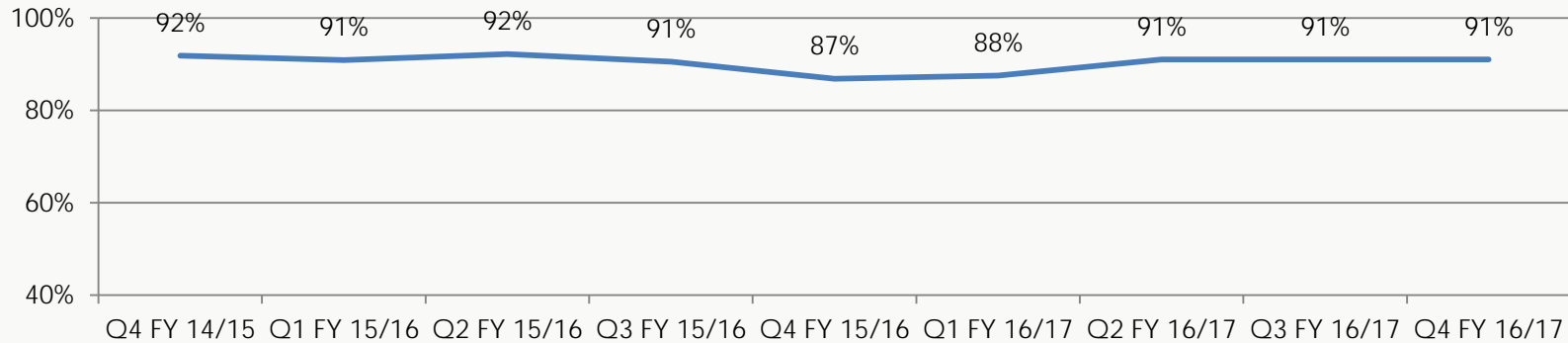
(Very) dissatisfied
 (score 0-3)
6%

Times contacted to resolve issue

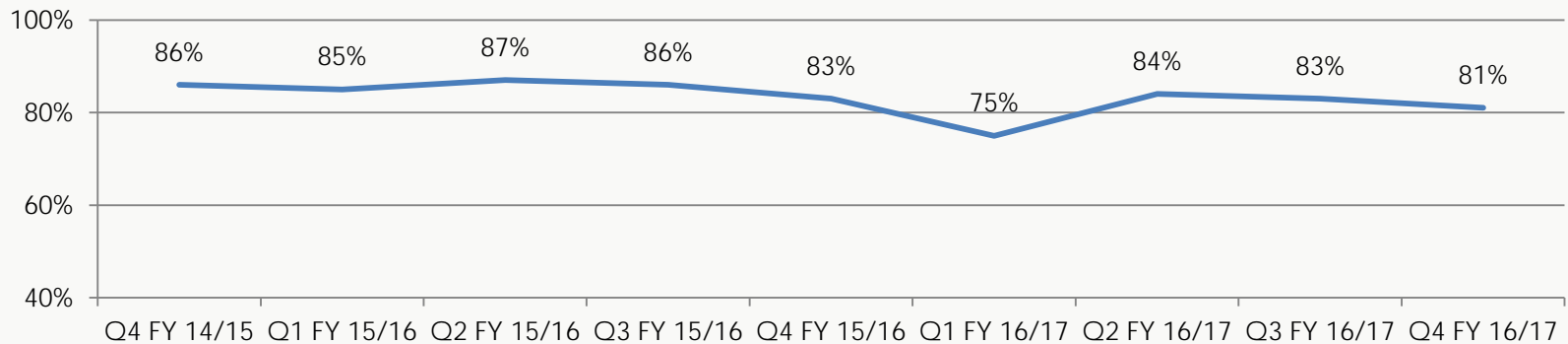


Field crews

Overall satisfaction with field maintenance crew

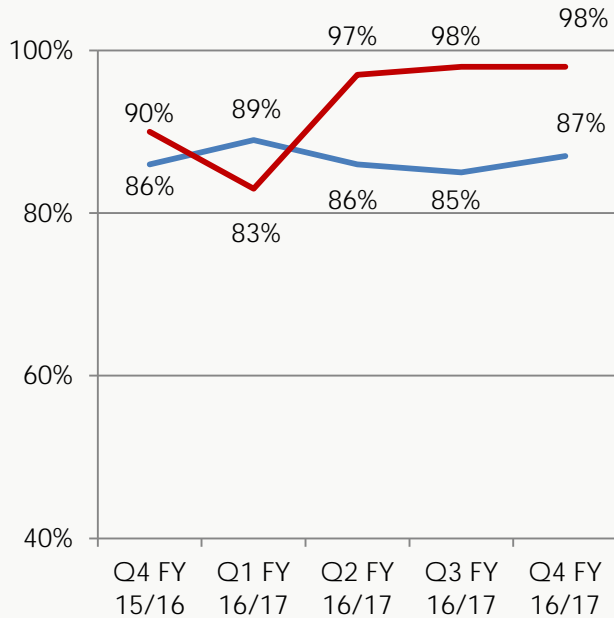


Time taken to complete works

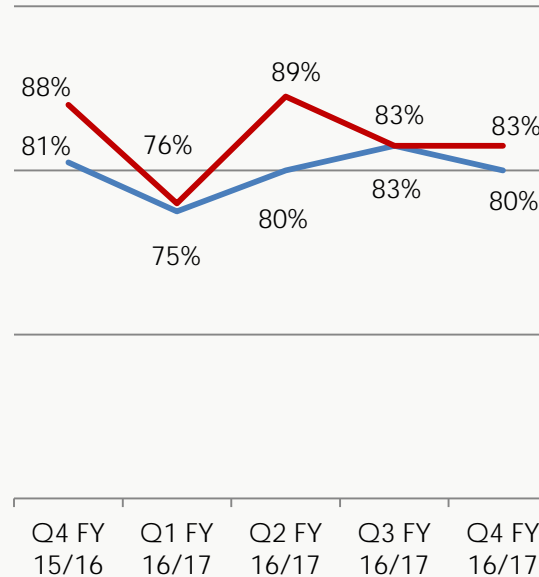


Field crews – metro versus regional areas

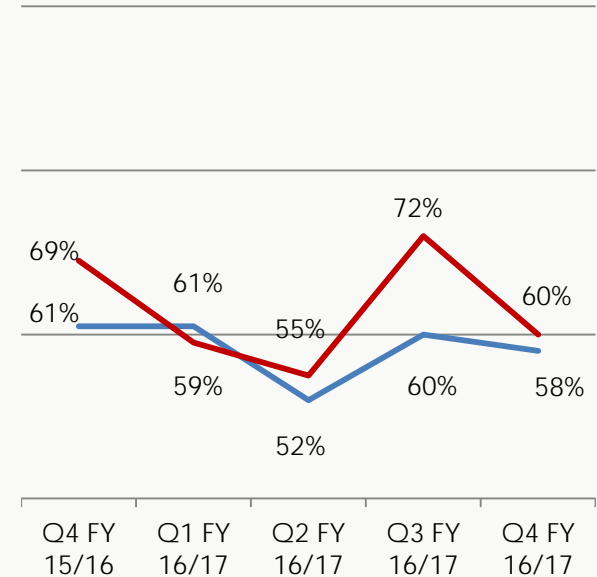
Overall satisfaction with field maintenance crew



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 the dip in satisfaction levels in Q3, customer satisfaction levels for Connections and minor land development have not improved. The survey results show that while satisfaction with the service received from the office team has improved, our delivery times have kept us from improving our overall satisfaction scores.

Overall satisfaction decreased slightly from 77% to 76%, which was right on target level (76%). The amount of Promoters dropped 7% to 55% currently. On the other hand, satisfaction with ease (80%, up from 78%) and being kept informed (65%, up from 60%) both increased and were on target this quarter.

The drop in satisfaction levels in the second half of this financial year were accompanied by decreasing levels for:

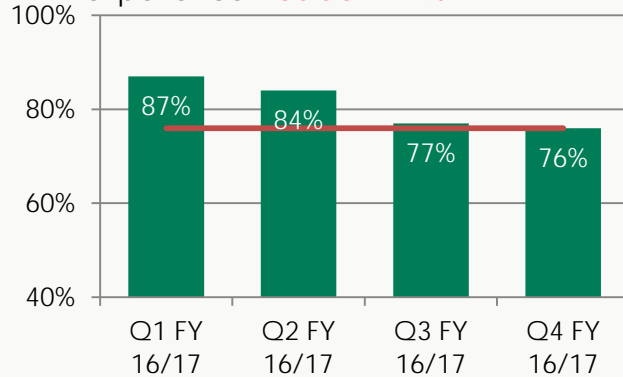
- Explanation of situation and next steps (80% currently versus 89% in quarter 1)
- Helpfulness of staff (84% versus 94% in quarter 1)

While overall satisfaction with the crews has improved (96% versus 83% previously), satisfaction with the time taken to complete works dropped further to 65%, the lowest levels achieved in the past two years.

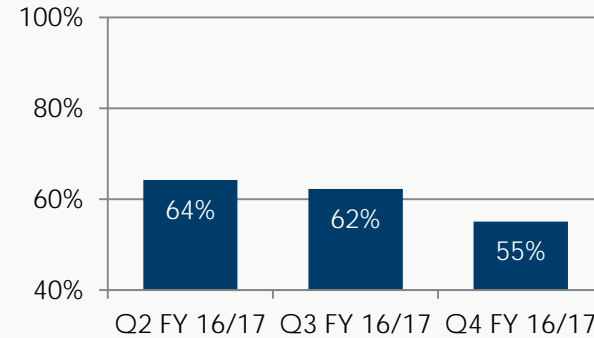
Verbatim comments showed that customers were more likely to be dissatisfied because of a slow response time, and on the other hand to be more satisfied with the ease of dealing with us. Opportunities to improve satisfaction were improving our resolution time, and improvement of our communication during and on completion of the works.

Customer experience performance

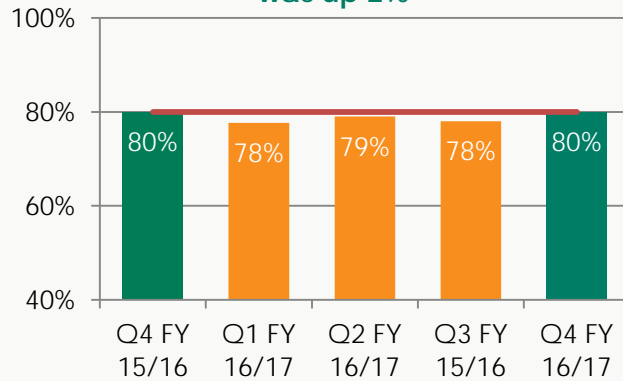
Customer satisfaction with experience **was down 1%**



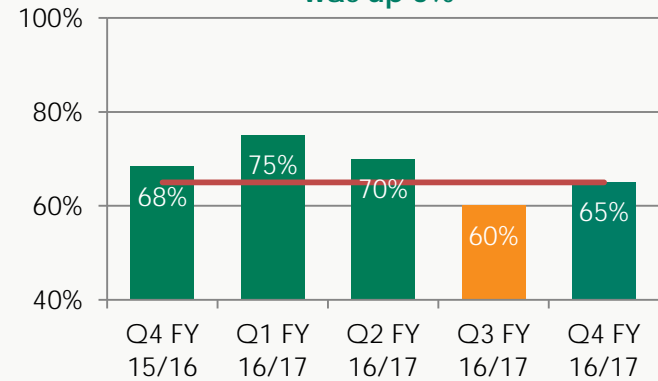
Promoters **was down 7%**



Ease **was up 2%**

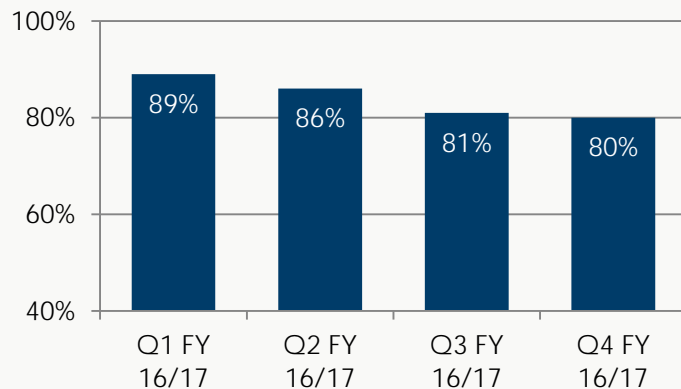


Being kept informed **was up 5%**

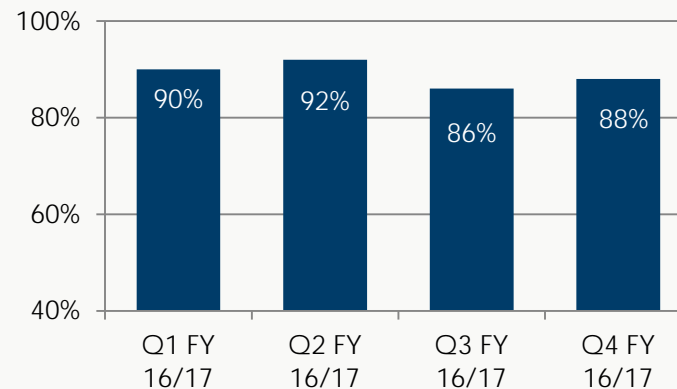


Performance by service element

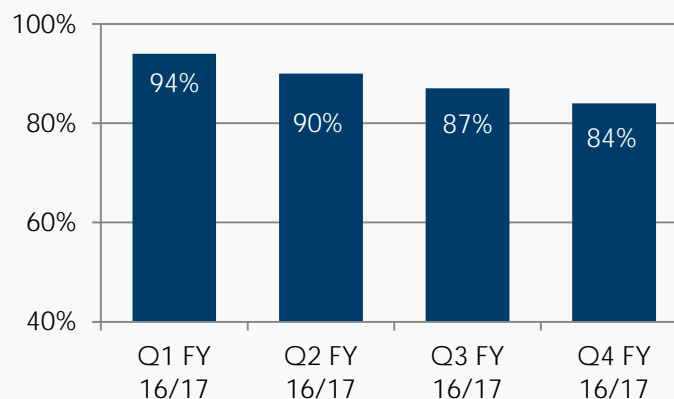
Explanation of situation and next steps



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
- It was easy to contact us and to have requests processed

Compared to Q3 FY 16/17

Less customers were satisfied this quarter because of our response time, and more customers were happy with the ease of dealing with us.

How to improve satisfaction

- Improve our resolution time
- Provide progress updates or resolution confirmation



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

Please note only 24 customers provided feedback with a neutral or (very) dissatisfied score. The following results are indicative only.

- Improve our resolution time
- Provide progress updates or resolution confirmation
- Work on staff communication skills
- Decrease costs of services

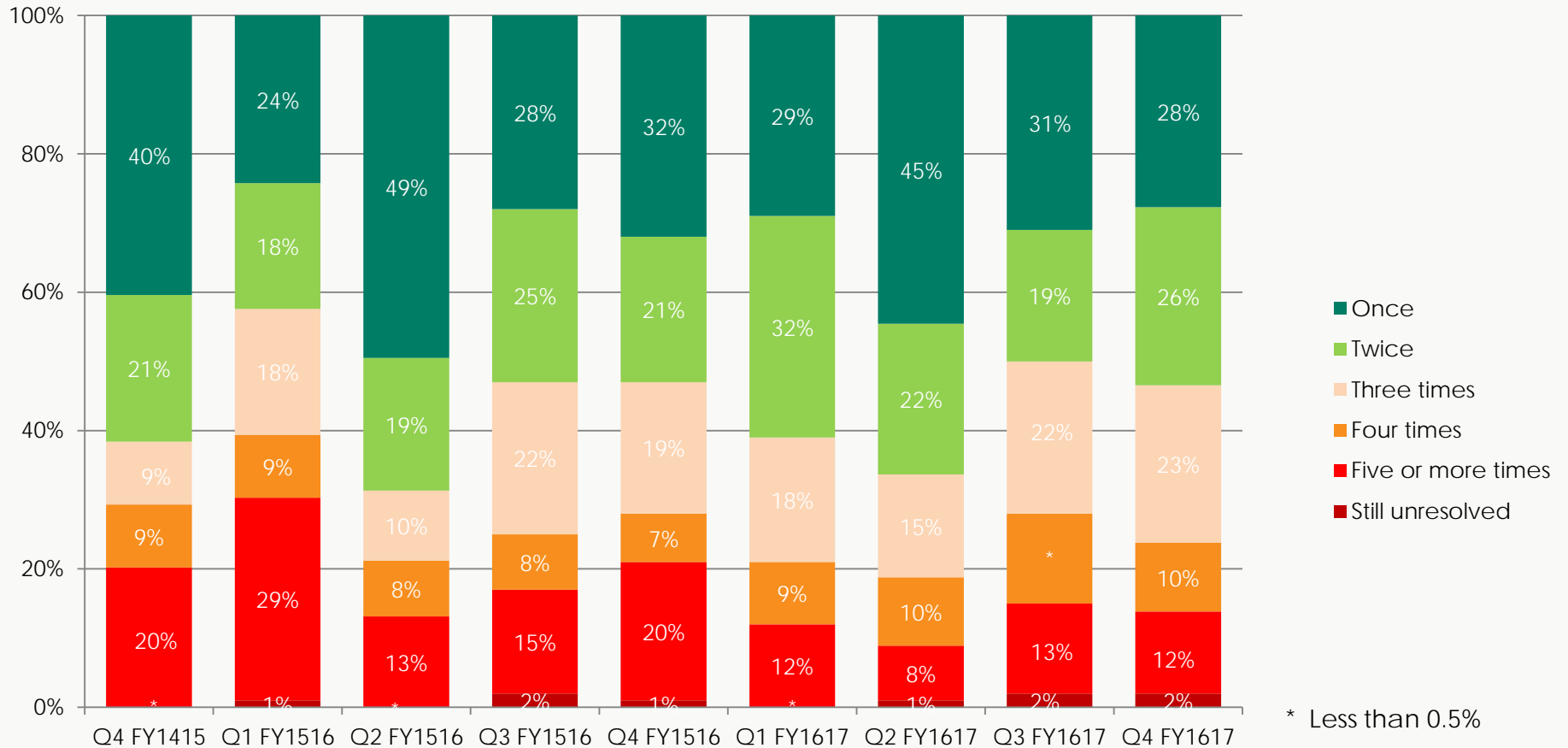


Neutral
(score 4-6)
19%



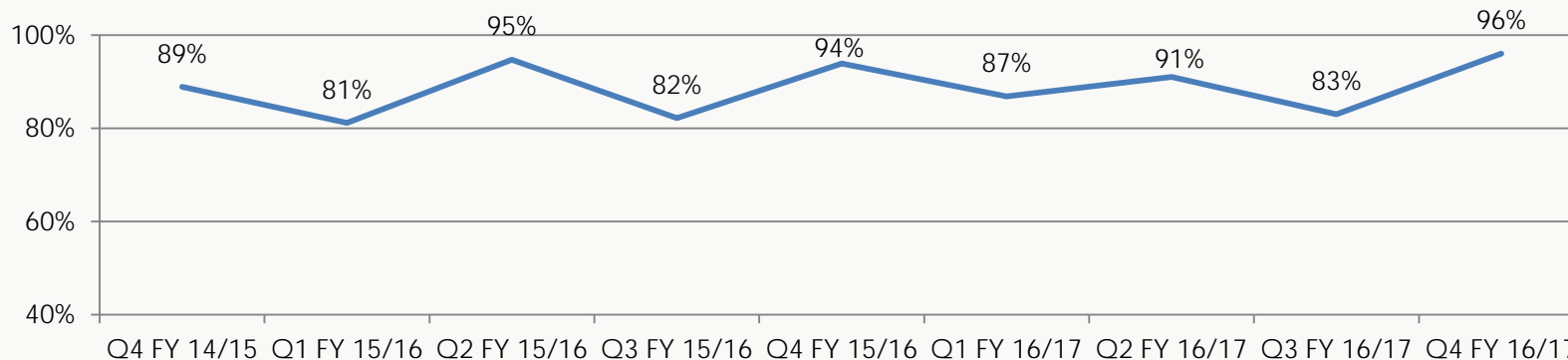
(Very) dissatisfied
(score 0-3)
5%

Times contacted to resolve issue

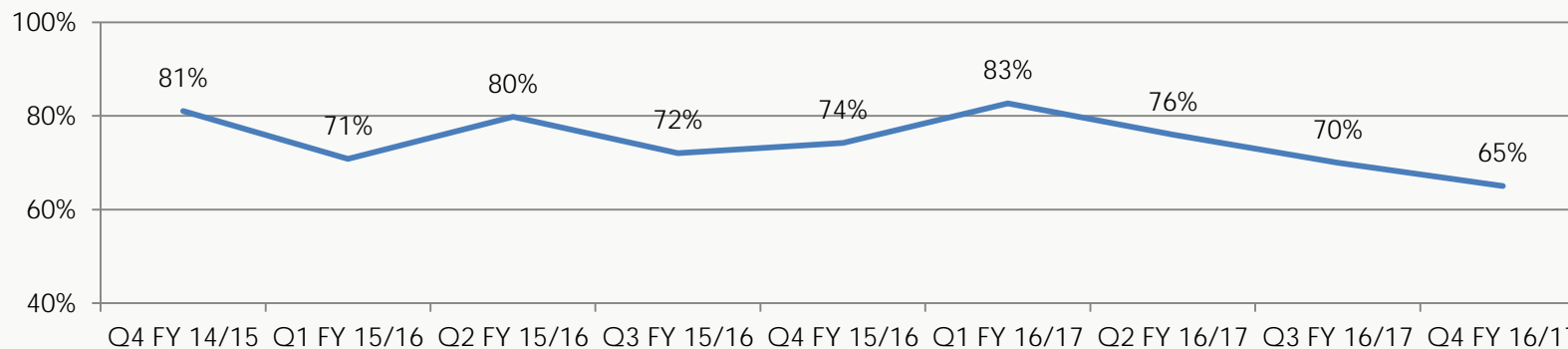


Field crews

Overall satisfaction with field maintenance crew



Time taken to complete works



Questionnaire

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



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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*

Promoters

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

Promoters = Satisfied 7-10 AND likely to tell others 7-10

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?

Customer commitments

Now thinking about SA Water as an organisation, please rate your level of agreement with the following statements using the scale of 10 to 0, where 10 is strongly agree, and 0 is strongly disagree

- They do what they say they'll do
- They are skilled at what they do
- They listen to your needs
- They make things easy
- They are fair
- They are honest and open
- They are pleasant to deal with
- They deliver value for money

Agreement = 7-10