

Service Tasmania Results of the Customer Survey



August 2014



Introduction

Twice annually, customers of Service Tasmania shops, telephone contact centre and Service Tasmania Online are invited to participate in a survey to measure customer satisfaction.

The most recent survey ran for two weeks, from 5-19 August 2014.

2 992 responses were returned, the highest number of responses ever received. This figure represents 1 239 shop users, 1 111 phone users, and 1 609 online customers. An incentive prize was offered for online completion; meaning just 91 mail back forms were returned for manual data entry.

The most common reasons for contact with Service Tasmania remained paying government bills (56.53%), or renewing a licence (20.09%).

Satisfaction with Service Tasmania increased from last year's result, with an overall satisfaction rate of 96.10% (December 2013 result 91.5%). Of the three channels the phone channel recorded the highest level of satisfaction with a 98.15% satisfaction ranking.

Service Tasmania is using the results to monitor service delivery performance and to compile a profile of its customers and how they want their services from government delivered. The survey also identifies areas for improvement across the channels. The surveys will continue to be conducted regularly to ensure Service Tasmania maintains an understanding of its customers' needs.

Research Objectives

The objectives of the survey are to:

- measure customer satisfaction with services and service delivery;
- build a Service Tasmania customer profile;
- provide an understanding of customer preferences and motivations for methods of contact; and
- collect measures that can be used comparatively with other jurisdictions to measure Service Tasmania's performance.

Methodology

Customers of Service Tasmania shops, the Government Contact Centre (phone service) and Service Tasmania Online were invited to provide feedback on the service they had received. Although primarily targeting online survey responses, customers unable to complete the survey online, were able to access a hard copy reply-paid mail back form. For the second time an

incentive was provided to engage customers to complete the survey online – with a chance to win an iPad mini. A copy of the poster promoting the survey is attached in Appendix 2.

Customers were made aware of the survey (and the chance to win) through posters, and verbal invitations; and through a link on the website. Additionally, an email invitation was sent to 7546 online bill payers during the survey period, seeking feedback on the online service. These customers had voluntarily supplied their email contact details at the time they made their initial online payment.

Service Tasmania shop and phone customers unable to access the internet were offered a mail-back card option which could be completed and posted back to Service Tasmania at no cost to the participant. It was emphasised that only surveys completed online were eligible to go into the draw for the prize.

The survey ran for two weeks, from 5-19 August 2014.

The Questionnaire

The questionnaire was first developed in 2011 and has been used repeatedly since then.

The questions included agreed Common Measurement Tool core questions to enable benchmarking across the Australian jurisdictions (agreed to at the Serve You Right (SYR) summit in Tasmania in 2009). The core questions focus on the areas of:

- satisfaction,
- performance, and
- outcome.

Most questions were closed category, with several verbatim questions included to further explore responses.

A copy of the full online questionnaire is available upon request. A copy of the mail back form is attached in Appendix 1.

Sample and Data Collection

The sample is made up of predominantly both shop and online customers. Customers who had recently used the phone service were less represented in the survey, however the phone sample size continues to steadily increase.

Customers were referred to a website to self-complete the survey.

At the end of the survey period a further week was allowed to collect any outstanding mail-back-forms, before final results were collated. 91 mailback forms were data entered by Service

Tasmania Unit staff. The surveys were completed anonymously and only fully completed surveys were entered into the database.

The relatively low take up of mailback surveys continues to demonstrate the benefits of an incentive prize, being markedly different to the 2012 survey which was made up of more than 800 mailback forms and just 200 online responses.

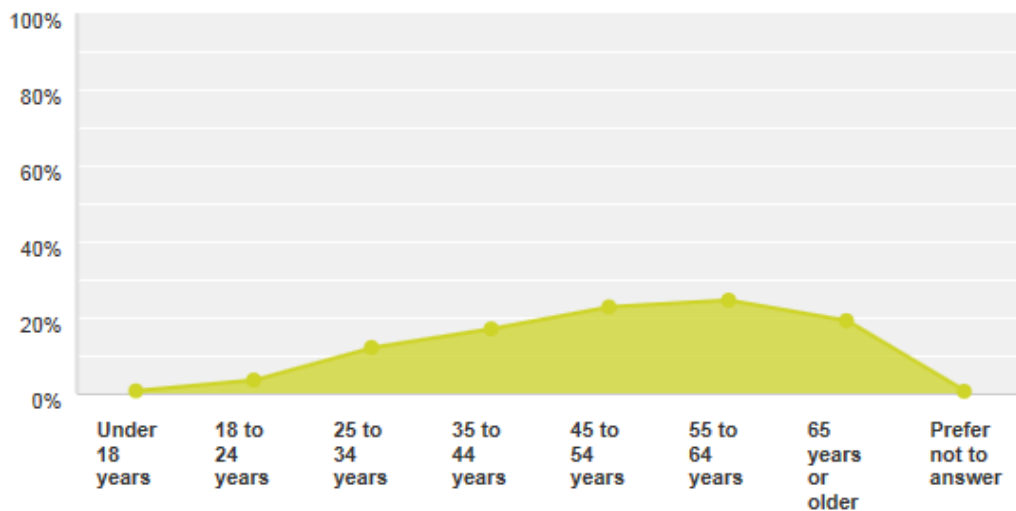
Names and email addresses were provided on an 'opt-in' basis for online respondents wishing to go in the prize draw. These details were collated separately and not used in conjunction with the general survey data.

2 992 surveys were commenced and 2 959 were fully completed. 1 239 respondents identified themselves as shop customers, 1 609 were identified as online service users and 111 were phone users. Please note the number of respondents does not always add up to 2 992. Dependant on the channel selected respondents are directed to questions relating to that channel only – effectively “skipping” the same questions for the channels they did not use.

Participant Profile

The survey once again reflected a greater representation of middle-aged and older residents, with approximately two thirds of participants aged 45 or over.

Please select your age group.



Survey Respondents August 2014: Age groups of respondents

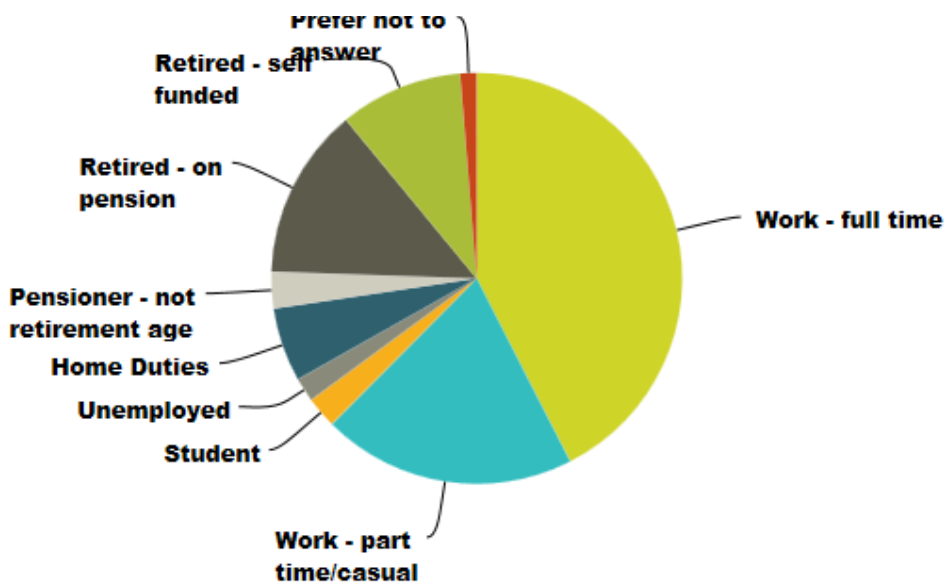
Slightly more responses were received from women (1 569 or 52.56) than men (1 398 or 47.01). Only 13 people elected not to answer this question.

Once again, the majority of the respondents were in the workforce, with 62.5% full-time, part-time or casual working participants. The bulk of the remaining respondents were retirees (23.19%).

The following table breaks down the groups according to their selected "household situation".

Which of the following categories best describes your current situation?

Answered: 2,954 Skipped: 38



Answer Choices	Responses
Work - full time	42.48% 1,255
Work - part time/casual	19.97% 590
Student	2.47% 73
Unemployed	1.90% 56
Home Duties	5.82% 172
Pensioner - not retirement age	2.88% 85
Retired - on pension	13.51% 399
Retired - self funded	9.68% 286
Prefer not to answer	1.29% 38
Total	2,954

Survey Respondents August 2014: Breakdown of occupation

The majority of respondents reported speaking English at home. 285 customers indicated they usually spoke another language at home (an increase from the 180 in 2013). 88 provided details of what that language was – the most common language stated was once again Chinese, followed by German, French and Italian.

Disability

Australian Bureau of Statistics data reports that disability affects almost one in five Australians (18.5%) but that in Tasmania that number is higher with 25% of Tasmanians having a disability (*Australian Bureau of Statistics 4430.0 Disability, Ageing and Carers Australia: Summary of Findings, 2012*). A question exploring disability and access to government services is included in the Service Tasmania customer survey, with the question clearly related just to the accessibility of government services.

2.12% (63 people) of the Service Tasmania survey responses stated that they had a disability or medical condition affecting their ability to access government services.

45 people answered the supplementary question, for those indicating their disability *affects* their access, seeking suggestions for how Service Tasmania could make it easier for them. The majority of comments received were positive. Comments included:

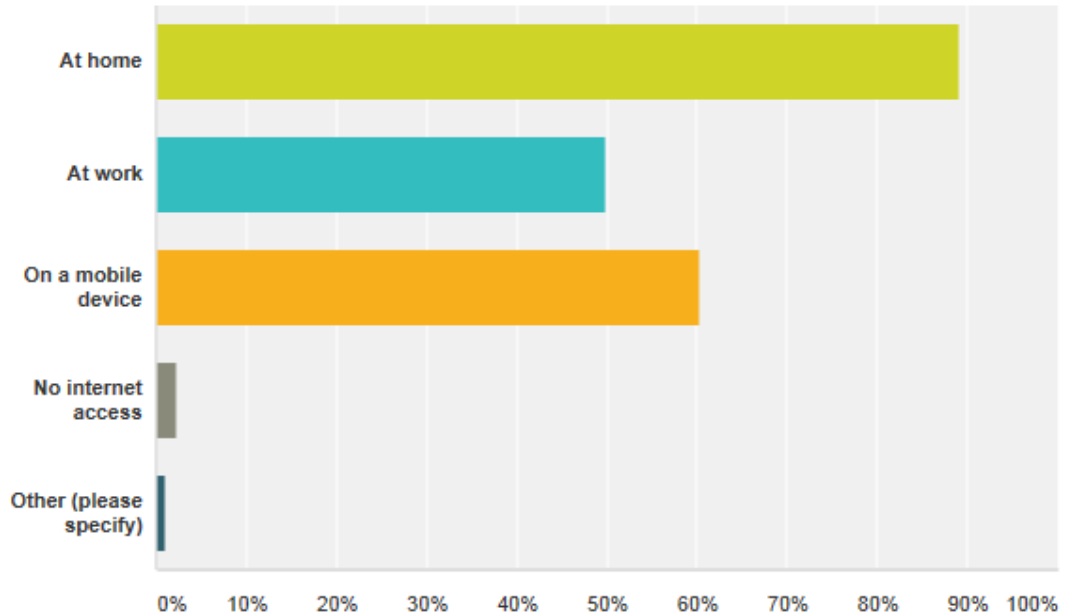
- calls for more parking, or specifically designated disabled parking close to shops;
- requests for chairs or seating for customers waiting;
- requests to make more services accessible online

The remaining comments either stated the disability or condition affecting the respondent, or noted that they either had no issues with access to Service Tasmania, or that nothing more could be done for them. A full listing of comments and suggestions cross-referenced with the shop visited, will be referred to the Shop Lead Agency for their information and is provided at Appendix 3.

Internet Access

In 2012-13, the Australian Bureau of Statistics reported that 7.3 million households (83% of all households in Australia) had internet access. Once again, Tasmania was ranked as having the lowest proportion of broadband access nationally, with access in of 78% of households (up from 65% in the previous year) (*8146.0 Household Use of Information Technology, Australia 2012-13*). The 2014 Customer Survey found that 89.10% of respondents had Internet access at home (up from 87.99% in 2013), 49.93% had access at work (47.5% in 2013) and 60.33% had access on a mobile device (up from 56.9% in 2013) (respondents could select all that applied). Just 71 (2.39%) people reported that they had no access at all. “Other” forms of access include at school or university, and the LINC.

Do you have internet access? (please indicate all)



The high level of internet accessibility reported may be skewed due to the incentive to complete the survey online.

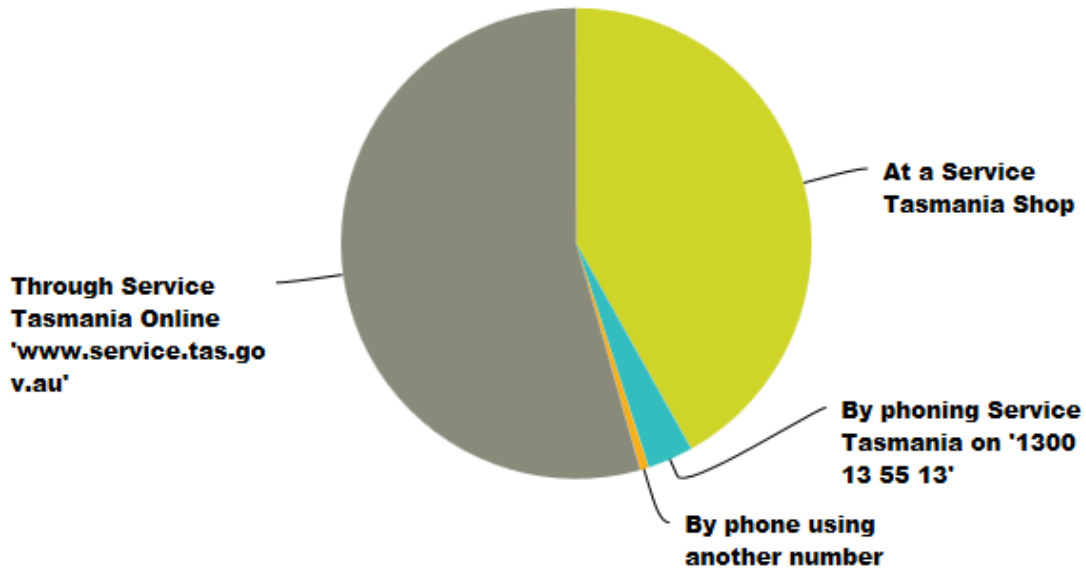
Use of Service Tasmania

Method of Communication

This report concentrates on both the general areas of response and individual channel responses.

Most people had completed the survey within two weeks of their service experience (79.01%), with the majority completed on the same day (30.19%) meaning that the recall of the service can be considered high, and therefore a more accurate reflection of their experience with Service Tasmania.

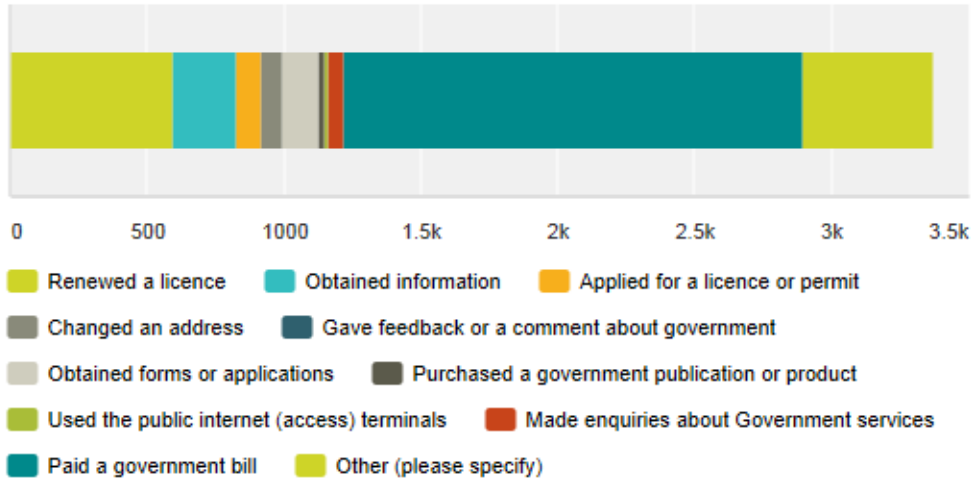
How did you make your most recent contact with Service Tasmania?



Answer Choices	Responses
At a Service Tasmania Shop	41.87% 1,239
By phoning Service Tasmania on '1300 13 55 13'	3.14% 93
By phone using another number	0.61% 18
Through Service Tasmania Online 'www.service.tas.gov.au'	54.38% 1,609
Total	2,959

Survey Respondents August 2014 Method of Communication

What was the reason for your most recent contact with Service Tasmania?



Answer Choices	Responses
Renewed a licence	20.09% 595
Obtained information	7.80% 231
Applied for a licence or permit	3.24% 96
Changed an address	2.43% 72
Gave feedback or a comment about government	0.17% 5
Obtained forms or applications	4.29% 127
Purchased a government publication or product	0.88% 26
Used the public internet (access) terminals	0.41% 12
Made enquiries about Government services	1.89% 56
Paid a government bill	56.53% 1,674
Other (please specify)	16.31% 483
Responses	
Total Respondents: 2,961	

Over the Counter Service Delivery

In total, 1 721 of the respondents had most recently used the shop service delivery channel with 1 713 indicating which shop they had visited. The shops recording the highest response rate were predominantly in the south of the state. The most visited shops (according to survey results **only**) were Hobart (250), Launceston (239), Glenorchy (176), Rosny (126), Sorell, Kingston (117) and Devonport (104). The table below shows the number of survey responses received from each shop.

Results of the Service Tasmania Customer Survey 2014

Answer Choices	Responses
Beaconsfield	0.32% 4
Bridgewater	0.65% 8
Burnie	4.69% 58
Campbell Town	0.32% 4
Currie, King Island	0.40% 5
Deloraine	2.10% 26
Devonport	7.60% 94
George Town	1.62% 20
Glenorchy	8.97% 111
Hobart	18.51% 229
Huonville	1.70% 21
Kingston	8.49% 105
Launceston	10.11% 125
Longford	1.54% 19
New Norfolk	1.94% 24
Oatlands	0.24% 3
Queenstown	2.67% 33
Rosny	8.00% 99
Scottsdale	1.21% 15
Sheffield	0.73% 9
Smithton	2.67% 33
Sorell	5.58% 69
St Helens	0.81% 10
Triabunna	1.46% 18
Ulverstone	2.26% 28
Whitemark, Flinders Island	1.13% 14
Wynyard	4.28% 53
Total	1,237

Survey Respondents August 2014 Number of Responses by shop visited

Respondents were asked to indicate why they chose to use the particular shop they visited. Most people (66.67%) used the shop closest to where they live.

When asked if this is their usual method of contact with Government, 77.17% of the shop-users responded 'yes'. When asked if there was anything preventing them from using the phone or internet for the service 79.80% indicated 'no'.

The 20.20% of respondents who indicated there was a reason for not using online or phones for their service were then prompted to suggest reasons for not using the phone or Internet. Reasons given ranged from not having computer access, to age or other perceived impairments hindering their ability to use electronic equipment; to preferring the face-to-face contact or personal service in a shop. A number of respondents stated that they were not able to do their transaction online - this particularly applied to services requiring signatures, photographs or the sighting of documents.

Over the Internet Service Delivery

1156 responses were received from customers who had recently used Service Tasmania Online.

Over the Phone Service Delivery

The phone channel remains the most difficult to engage customers to provide feedback, due to the nature of the customer contact. The number of responses decreased from 111 to 67 people indicating their most recent contact with Service Tasmania had been via phone.

Satisfaction

Overall satisfaction with Service Tasmania remains high. The overall satisfaction rating (based on an average of the satisfaction rating of each of the three channels) was 94.97%. The result is derived through a count of the satisfied and very satisfied responses.

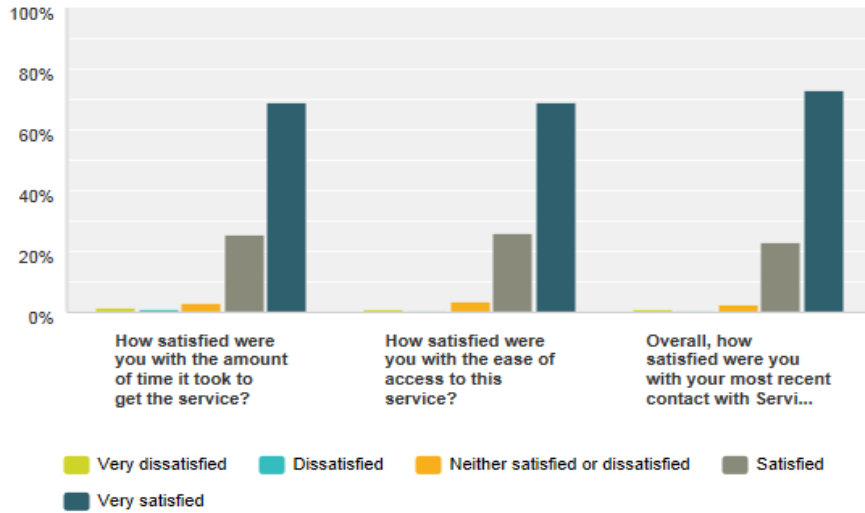
95.72% of shop customers reported being satisfied or very satisfied with their service.

The overall satisfaction figure for Service Tasmania Online was slightly lower, at 93.88%. The overall satisfaction rating for the phone channel was 95.32%. Of the three channels the shop channel recorded the highest level of satisfaction.

In addition to being asked to rate overall service, respondents were asked to rate their satisfaction with the amount of time it took to get the service, and the ease of access of the service.

The following graphs chart the satisfaction levels for shop, Internet and phone services.

Using the scale below please tell us....

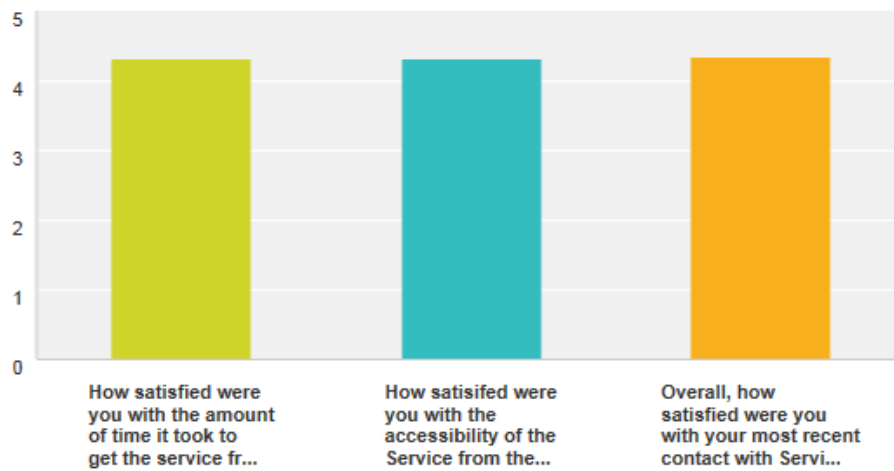


	Very dissatisfied	Dissatisfied	Neither satisfied or dissatisfied	Satisfied	Very satisfied	Total
How satisfied were you with the amount of time it took to get the service?	1.55% 19	0.90% 11	2.86% 35	25.49% 312	69.20% 847	1,224
How satisfied were you with the ease of access to this service?	0.98% 12	0.66% 8	3.28% 40	25.84% 315	69.24% 844	1,219
Overall, how satisfied were you with your most recent contact with Service Tasmania?	1.06% 13	0.65% 8	2.54% 31	22.83% 279	72.91% 891	1,222

Survey Respondents August: Satisfaction with shop services

Service Tasmania Online users reported 94.48% of customers being satisfied or very satisfied with the time it took to find their chosen service. Accessibility to services also scored highly with 93.25% of customers satisfied or very satisfied.

Using the scale below please tell us.....

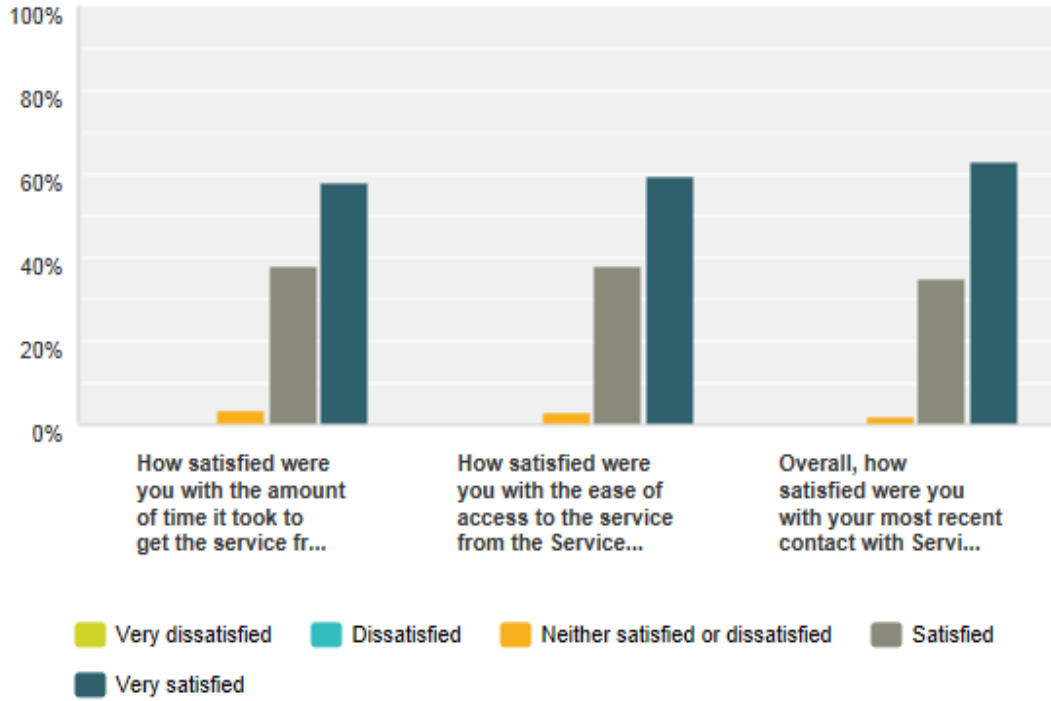


	Very dissatisfied	Dissatisfied	Neither satisfied or dissatisfied	Satisfied	Very satisfied	Total
How satisfied were you with the amount of time it took to get the service from Service Tasmania online?	1.26% 20	0.82% 13	4.35% 69	50.63% 804	42.95% 682	1,588
How satisfied were you with the accessibility of the Service from the website?	1.07% 17	1.51% 24	4.16% 66	50.82% 806	42.43% 673	1,586
Overall, how satisfied were you with your most recent contact with Service Tasmania online?	1.20% 19	0.57% 9	3.80% 60	50.79% 802	43.64% 689	1,579

Survey Respondents August: Satisfaction with online services

Service Tasmania phone customers reported 93.75% (96.36% in August 2014) of customers were satisfied or very satisfied with the time it took to find their chosen service. Accessibility to phone services also scored highly with 95.31% (97.22% in August 2014) of customers satisfied or very satisfied.

Using the scale below please tell us....



	Very dissatisfied	Dissatisfied	Neither satisfied or dissatisfied	Satisfied	Very satisfied	Total
How satisfied were you with the amount of time it took to get the service from the Service Tasmania phones?	0.00% 0	0.00% 0	3.64% 4	38.18% 42	58.18% 64	110
How satisfied were you with the ease of access to the service from the Service Tasmania phones on your most recent contact?	0.00% 0	0.00% 0	2.78% 3	37.96% 41	59.26% 64	108
Overall, how satisfied were you with your most recent contact with Service Tasmania?	0.00% 0	0.00% 0	1.85% 2	35.19% 38	62.96% 68	108

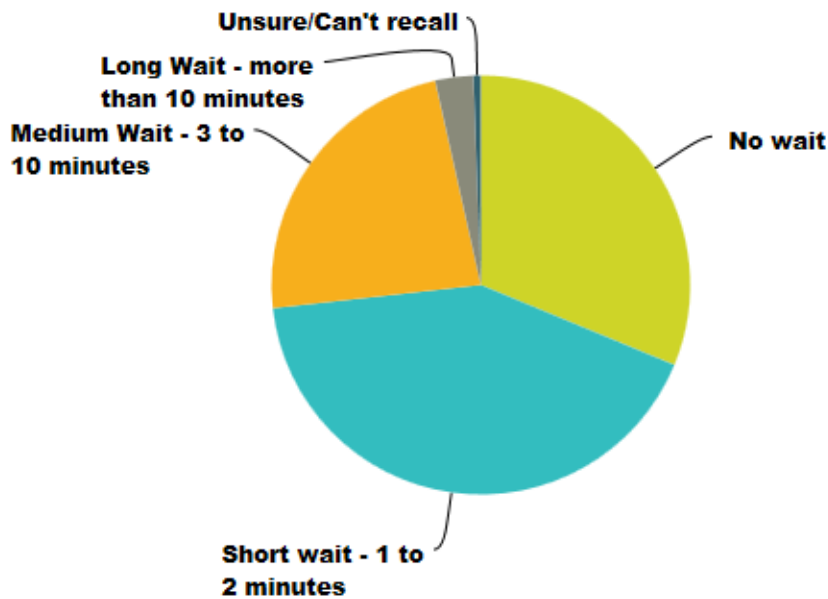
Survey Respondents August 2014 - Satisfaction with telephone services

Around 93.34% (previously 94.69%) of respondents were either satisfied or very satisfied with the amount of time it took to get the service from a Service Tasmania shop. 95.33 (previously 95.08%) of customers were satisfied or very satisfied with the accessibility of the service in the shops.

Timeliness

61.92% of respondents considered they waited a reasonable amount of time to receive the service they sought. When asked to specify how long their wait was, 29.37% (previously 31.24%) of shop customers reported no wait; 42.85% (previously 42.01%) had a short wait; and 23.9 (previously 23.25%) a medium wait.

How long did you wait to speak to a Customer Service Officer?



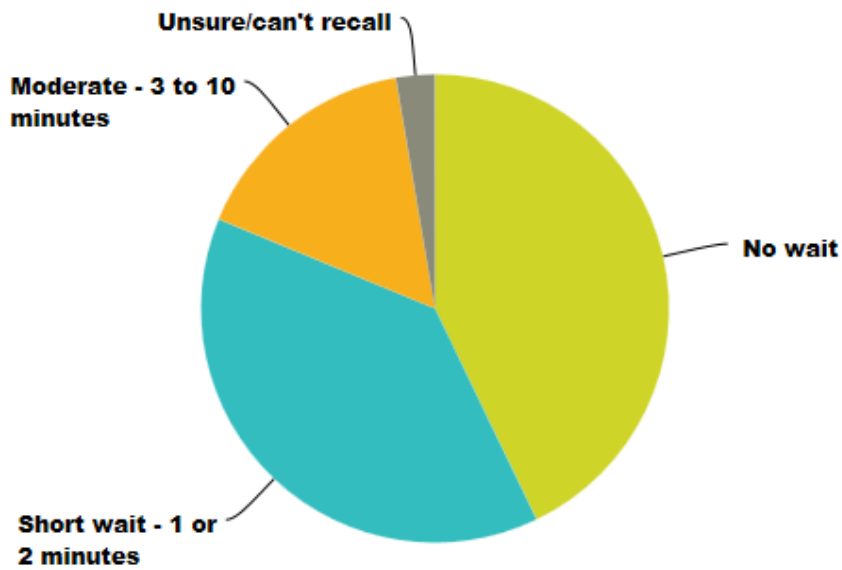
Answer Choices	Responses
No wait	31.24% 383
Short wait - 1 to 2 minutes	42.01% 515
Medium Wait - 3 to 10 minutes	23.25% 285
Long Wait - more than 10 minutes	2.94% 36
Unsure/Can't recall	0.57% 7
Total	1,226

Survey Respondents August 2014 Over the Counter service wait times

62.12 reported they waited a reasonable amount of time to speak to a customer service operator. 40.91% (previously 42.86%) of phone customers reported that they had no wait at

all, 33.33% (previously 38.39%) recalled a short wait (of 1 – 2 minutes), and 18.18% (previously 16.07%) indicated a moderate wait. 4 people were unsure or could not recall.

How long did you wait to speak to a Customer Service Officer?



Answer Choices	Responses
▼ No wait	42.86% 48
▼ Short wait - 1 or 2 minutes	38.39% 43
▼ Moderate - 3 to 10 minutes	16.07% 18
▼ Long wait - more than 10 minutes	0.00% 0
▼ Unsure/can't recall	2.68% 3
Total	112

Survey Respondents August 2014: Phone service wait times

Data was not collected from Service Tasmania Online users for this category as it was not applicable.

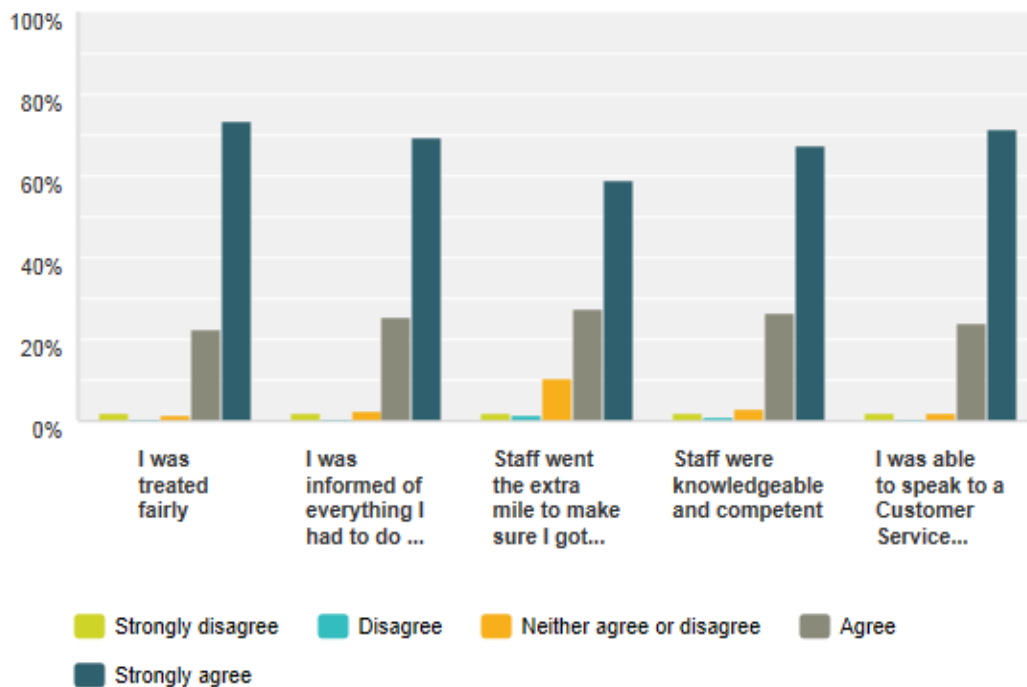
Agreement with Positive Service Attributes

To measure the quality of the service, respondents were asked to rate their agreement with a series of statements regarding service attributes.

96.98% (previously 96.32%) of respondents who had used the shop service either agreed or strongly agreed that they were treated fairly.. The results were almost as high for people feeling that they were informed of what they had to do with 95.65% (previously 94.74%) either agreeing or strongly agreeing with that statement.

The full spread of responses for shop customers is outlined in the following table: over

Thinking about your most recent contact with Service Tasmania, do you agree or disagree with the following?



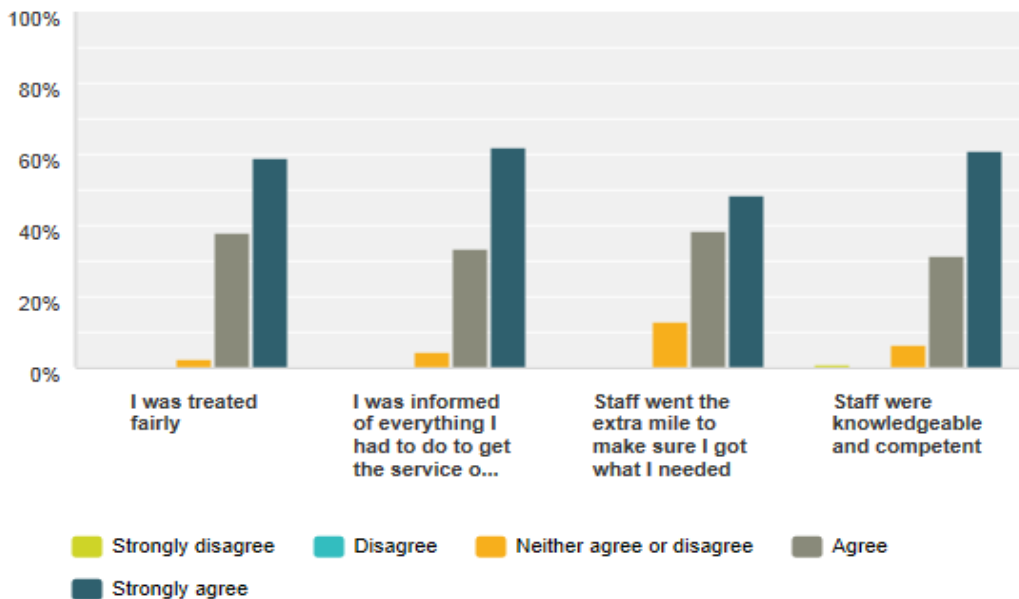
Results of the Service Tasmania Customer Survey 2014

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Total
I was treated fairly	1.80% 22	0.49% 6	1.39% 17	22.69% 278	73.63% 902	1,225
I was informed of everything I had to do to get the service or product	2.05% 25	0.58% 7	2.63% 32	25.39% 309	69.35% 844	1,217
Staff went the extra mile to make sure I got what I wanted	2.05% 25	1.47% 18	10.47% 128	27.25% 333	58.76% 718	1,222
Staff were knowledgeable and competent	1.89% 23	1.07% 13	2.79% 34	26.56% 324	67.70% 826	1,220
I was able to speak to a Customer Service Officer without difficulty	1.98% 24	0.41% 5	1.98% 24	24.03% 292	71.60% 870	1,215

Survey Respondents August 2014: Agreement with positive service attributes – over the counter

96.88% (previously 92.27%) of phone service respondents either agreed or strongly agreed that they were treated fairly,, and 93.75% (previously 95.46%) of respondents reported that they were informed of what they had to do. The chart below gives the full results of the service attribute agreements.

Thinking about your most recent contact with Service Tasmania, do you agree or disagree with the following?



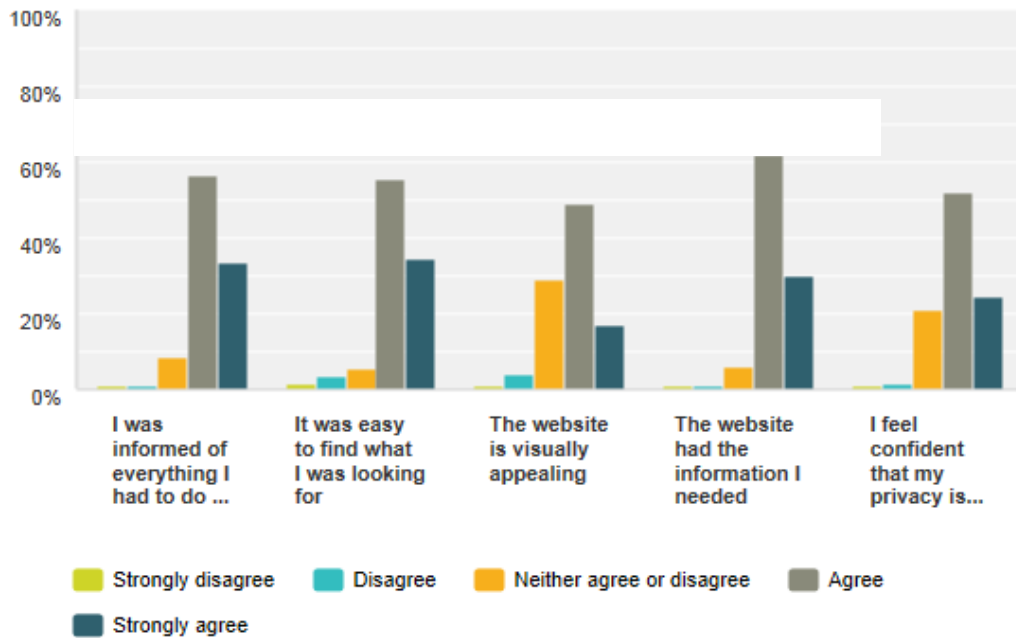
	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Total
I was treated fairly	0.00% 0	0.00% 0	2.73% 3	38.18% 42	59.09% 65	110
I was informed of everything I had to do to get the service or product	0.00% 0	0.00% 0	4.55% 5	33.64% 37	61.82% 68	110
Staff went the extra mile to make sure I got what I needed	0.00% 0	0.00% 0	12.84% 14	38.53% 42	48.62% 53	109
Staff were knowledgeable and competent	0.93% 1	0.00% 0	6.48% 7	31.48% 34	61.11% 66	108

Survey Respondents August 2014: Agreement with positive service attributes – over the phone

The online service attributes survey are presented below.

Thinking about your most recent contact with Service Tasmania online, do you agree or disagree with the following?

Answered: 1,594 Skipped: 1,398



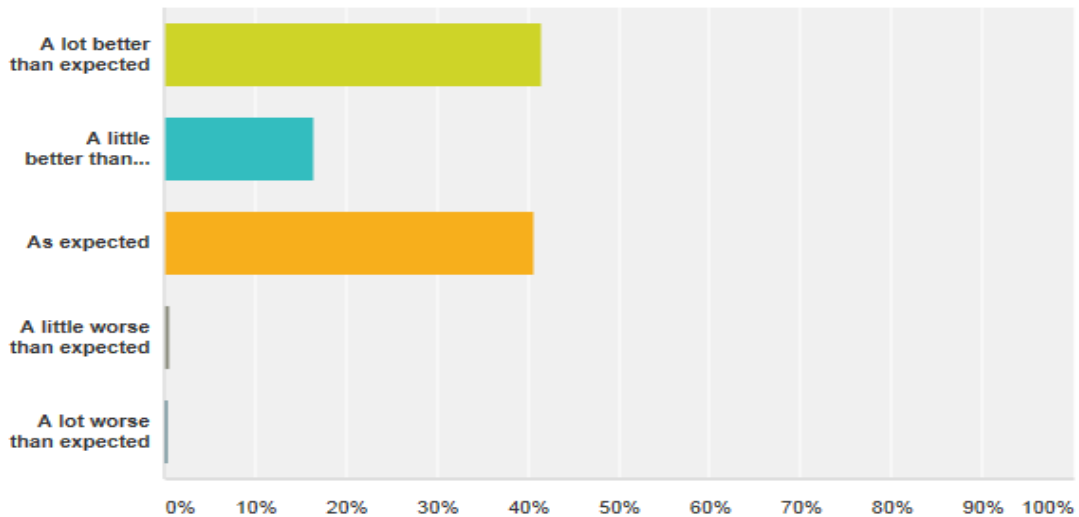
	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Total
I was informed of everything I had to do to get the service or product	0.82% 13	0.82% 13	8.40% 133	56.66% 897	33.29% 527	1,583
It was easy to find what I was looking for	1.26% 20	3.34% 53	5.36% 85	55.67% 883	34.36% 545	1,586
The website is visually appealing	0.89% 14	4.05% 64	28.84% 456	49.08% 776	17.14% 271	1,581
The website had the information I needed	0.88% 14	0.76% 12	6.01% 95	62.14% 983	30.21% 478	1,582
I feel confident that my privacy is fully protected on this site	1.01% 16	1.39% 22	20.93% 332	52.14% 827	24.53% 389	1,586

Survey Respondents August 2014 Agreement with positive service attributes – over the Internet

Expectations

Service Tasmania met or exceeded the expectations of 98.88% (previously 98.94%) of all shop customer respondents (1 699). 43.61% of customers felt the service was a lot better than expected, and 40.61% the service was as expected (indicating high expectations of the service).

Overall, would you say that the service you received from Service Tasmania was...?

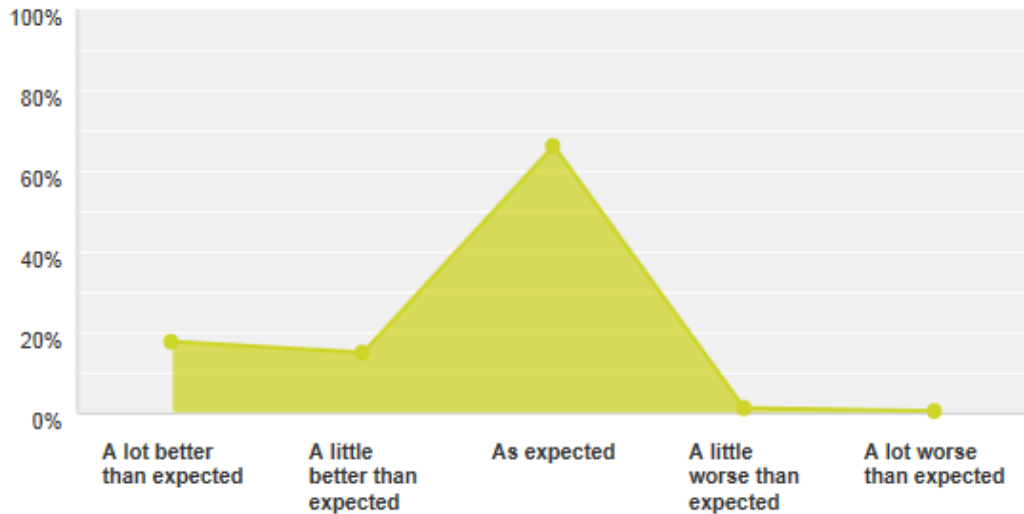


Answer Choices	Responses
A lot better than expected	41.60% 510
A little better than expected	16.56% 203
As expected	40.78% 500
A little worse than expected	0.57% 7
A lot worse than expected	0.49% 6
Total	1,226

Survey Respondents August 2014: Expectations – over the counter

Service Tasmania met the expectations of 99.13% (previously 98.5%) of the Internet respondents. This figure was made up of 65.416% rating the service “as expected” and 13.84% rating the service as “a little better than expected” and 19.88% rating it as a “lot better than expected”.

Overall, would you say that the service you received from Service Tasmania Online was...

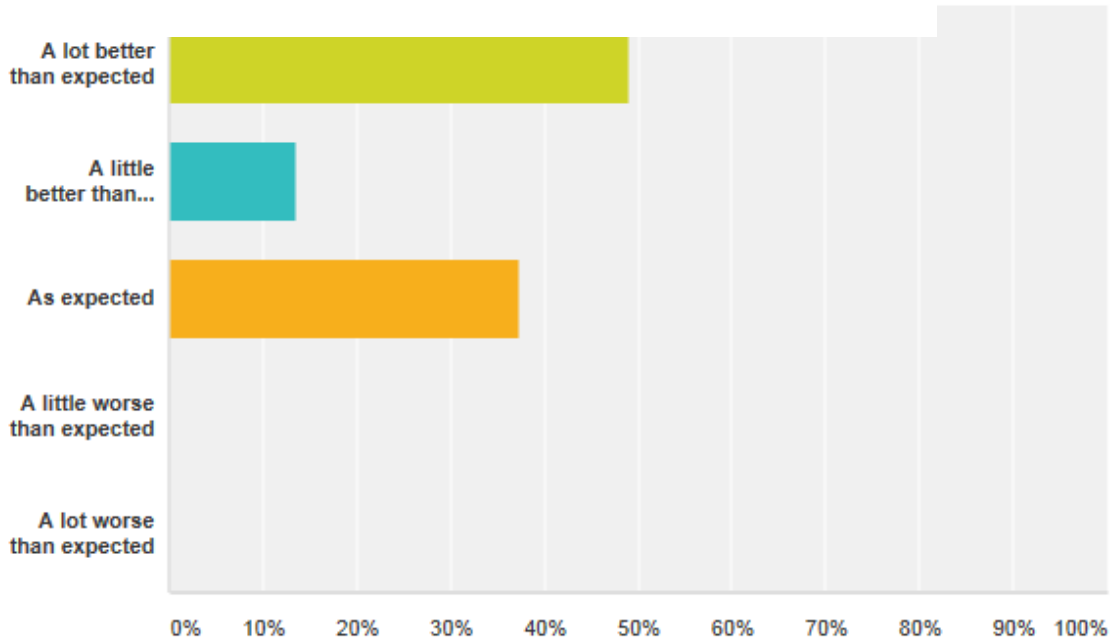


Answer Choices	Responses
▼ A lot better than expected	17.57% 280
▼ A little better than expected	14.87% 237
▼ As expected	66.06% 1,053
▼ A little worse than expected	1.13% 18
▼ A lot worse than expected	0.38% 6
Total	1,594

Survey Respondents August 2014: Expectations – online

Once again 100% of phone survey respondents considered Service Tasmania met or exceeded their expectations. The majority of respondents (43.75%) rated the service “as expected”.

Overall, would you say that the service you received from Service Tasmania was...



Answer Choices	Responses
▼ A lot better than expected	49.09% 54
▼ A little better than expected	13.64% 15
▼ As expected	37.27% 41
▼ A little worse than expected	0.00% 0
▼ A lot worse than expected	0.00% 0
Total	110

Survey Respondents August 2014: Expectations – phone

Feedback from customers

Customers were invited to provide verbatim comments, suggesting what Service Tasmania could do to improve their satisfaction with the service. 741 comments were received in total. A full listing of the comments is being prepared for distribution to lead agency managers – as part of this process this information will be linked to the shop or service the customer last used.

