

Senate Community Affairs Legislation Committee

ADDITIONAL ESTIMATES - 27 FEBRUARY 2014 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Market Research

Question reference number: HS 103

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 24 April 2014

Number of pages: 5

Question:

List any market research conducted by the department/agency since 7 September 2013.

- a) List the total cost of this research.
- b) List each item of expenditure and cost, broken down by division and programme.
- c) Who conducted the research?
- d) How were they identified?
- e) Where was the research conducted?
- f) In what way was the research conducted?
- g) Were focus groups, round tables or other forms of research tools used?
- h) How were participants for these focus groups et al selected?

Answer:

The department has conducted four ad hoc market research projects, as well as the Integrated Customer Satisfaction Research Programme, with research activity performed in the period 7 September 2013 to 28 February 2014.

The total cost in 2013-14 (payments between 1 July 2013 and 28 February 2014) for those market research projects was \$760,541 (GST inclusive) of which \$650,789 (GST inclusive) relates to the Satisfaction Research Programme.

The table at Attachment A provides the requested details about the relevant market research activities.

ATTACHMENT A:

Market Research Project <i>(core purpose)</i>	(a) Total Research Supplier Cost (GST inclusive)¹	(b)(i) Expenditure (GST inclusive) 01.07.2013 to 28.02.2014²	(b)(ii) Division / Programme	(c) Research Conducted by	(d) How Identified	(e) Research Locations	(f) How Research Conducted	(g) Focus Groups, Round Tables or Other Tools	(h) Method/s of Participant Selection
Integrated Customer Satisfaction Programme	The Department's Customer Satisfaction Research Programme is a three-year contract (commenced in 2012-13) worth \$4,681,144.60 (GST inclusive).	In 2013-14, as at 28 February 2014, expenditure related to the Customer Satisfaction Research Programme was \$650,789 (GST inclusive).	Service Delivery Performance and Quality Division/ Medicare, Centrelink and Child Support Programme	DBM Consultants	Open Tender process in 2012	The Customer Satisfaction Research Programme is conducted nationally	Quantitative research is the predominant type of research used. The contract also allows for qualitative research	The research completed has been conducted via telephone surveys and post-call automated surveys	<i>Telephony Survey:</i> Customers who have recently interacted with the Department are contacted by the researcher. The customers are selected through a random sample. For the Transactional survey (the core survey of the Satisfaction Research Programme), the contact occurs two weeks after the interaction. For other surveys, a contact can occur three to six months after the interaction <i>Post Call IVR Survey:</i> During a call, a random sample of customers are invited to complete the survey and at the end of the

¹ This is the total or commissioning value - or approved research supplier cost - of the project

² Projects, or multiple stage projects, with total payments in 2013-14 that are below the reportable level (currently \$12,100) will not be reported in the 2013-14 Annual Report

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									call customers are transferred to the survey Post Call IVR Survey: During a call, a random sample of customers are invited to complete the survey and at the end of the call customers are transferred to the survey.
APS State of Service - Additional Remapping of DHS Responses (Stage 2) <i>(Re-calibrate data from 2013 APSC State of Service survey to provide revised report reflecting updated DHS organisational structure)</i>		People Capability Division - Workforce Planning Branch ³		ORC International	Sole supplier – ORC International conducted APSC survey	N/A	Data analysis only	N/A	N/A

³ This is not actual ‘market research’ but is included for completeness and ease of comparison with the original Additional Senate Estimates submission on Market Research Activities and Payments.

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Families Customer Behaviour Research <i>(to understand customer use of online service, in order to inform how to improve take-up)</i>	\$93,252.50	\$93,252.50	Families Division - Families Programme Assurance and Coordination Branch	Loneragan Research	Approach to five members of DHS Market and Social Research Panel	<u>Qualitative:</u> Qld - Cairns, Atherton, NSW - Illawarra, Baulkham Hills <u>Quantitative:</u> National	Two stages: Qualitative followed by Quantitative surveys	<u>Qualitative:</u> Focus groups, workshops and personal and phone depth interviews. <u>Quantitative:</u> Online survey, telephone and automated telephone interviews.	Customers were selected from listings of Family Payments customers using quotas based on payment types and geography / demographics. Staff who service families customers in three of the qualitative research locations.
Digital Wallet Trial <i>(To gauge reactions of concession providers to a proposed digital Concession Card)</i>	\$16,500	\$16,500	Digital Service Delivery Implementation Branch	Blue Planet Research and Consulting	Approach to three members of DHS Market and Social Research Panel	Personal interviews Sydney; telephone interviews were national	Qualitative	Personal interviews; followed by 30 semi-structured telephone interviews	Researcher recruited, ensuring inclusion of a range of industries that provide concessions to card holders
Australian Passport Information Service (APIS) Customer Satisfaction	\$35,000	Nil to DHS. DFaT invoiced for the full amount	Australian Passport Information Service ⁴	DBM Consultants	Sole supplier from DHS Market and Social Research Panel. This supplier conducted the similar project in 2013 and their use supports general	National	Quantitative research	Automated telephone interview	Invitation to complete survey at completion of call and immediate transfer to IVR based interview system. (To avoid potential for a bias towards invitations to 'agreeable callers', all staff are scheduled to invite all their callers for nominated time-frames in each survey

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					consistency with the Integrated Satisfaction Research Programme.				period)

⁴ The APIS Customer Satisfaction research is fully funded on a cost recovery basis by the Department of Foreign Affairs and Trade, Australian Passport Office