

## Senate Community Affairs Legislation Committee

### BUDGET ESTIMATES – 6 MAY 2016 ANSWER TO QUESTION ON NOTICE

#### Department of Human Services

**Topic:** Customer satisfaction – international benchmarking

**Question reference number:** HS 5

**Senator:** Cameron

**Type of question:** Hansard pages 176-177

**Date set by the committee for the return of answer:** 14 September 2016

**Number of pages:** 2

#### **Question:**

Senator CAMERON: What is the international standard for customer service organisations?

Mr Tidswell: We often benchmark against other like organisations around the world, and we are commensurate with those like organisations: Work and Pensions in the UK, Service Canada in Canada, and the American equivalent, the Social Security Administration.

Senator CAMERON: On notice, can you provide me details of the benchmarking that you have undertaken on customer satisfaction.

Mr Tidswell: We will take that on notice, yes.

Senator CAMERON: And not just the details of it but the results that you have of that benchmarking, so it can be compared on why you cannot meet your targets of customer satisfaction.

#### **Answer:**

There is no single international standard for customer service organisations.

The department's satisfaction scores and calculation methodology was recently compared with those of Service Canada's Income Assistance Services, the United Kingdom's Department for Work and Pensions Claimant Service and the United States Social Security Administration.

The department's current customer satisfaction survey aligns to the Common Measurement Tool methodology. Results indicate the department's Financial Year 2014-15 score of 74 per cent for overall quality of service delivered is in line with the performance of other large public service organisations which use a similar metric, and in line with the overall performance scores of other welfare providers globally, although various methodologies are used to calculate this score. A comparison is provided in Table A.

**Table A – Customer satisfaction scores of other organisations around the world**

Organisation	Methodology	Score	Year
Department of Human Services (Transactional Survey, 2015)	Common Measurement Tool	74% rated their satisfaction with the overall quality of service as 4 or 5 out of 5	FY 2014 - 2015
Kiwis Count (State Services Commission, 2015)	Common Measurement Tool	74%	2015
United States, Social Security Administration (ACSI LLC, 2016)	American Customer Satisfaction Index (ACSI)	62 %	2014
Queensland Shared Services (QSS) (TNS Research, 2014)	Common Measurement Tool	60 %	2014
UK, Department for Work & Pensions Claimant Service (Thornton, Fitzgerald, Lloyd, & Rose, 2011)	Transaction based satisfaction survey (overall satisfaction score)	81% who rate their overall satisfaction as very satisfied or fairly satisfied on a four point scale	2013
NZ Ministry of Justice (Colmar Brunton, 2010)	Common Measurement Tool	77%	2010
Service Canada, Income Assistance Services (Service Canada, 2010)	Common Measurement Tool	80% rated their satisfaction with the overall quality of service as 4 or 5 out of 5	2010
United States, Social Security Administration (Social Security Administration, 2015)	Transaction based satisfaction survey (overall satisfaction score)	80% who rate overall service as Excellent, Very Good, or Good by the total number of responders providing a rating on a six point scale	2013