



**G-MW**

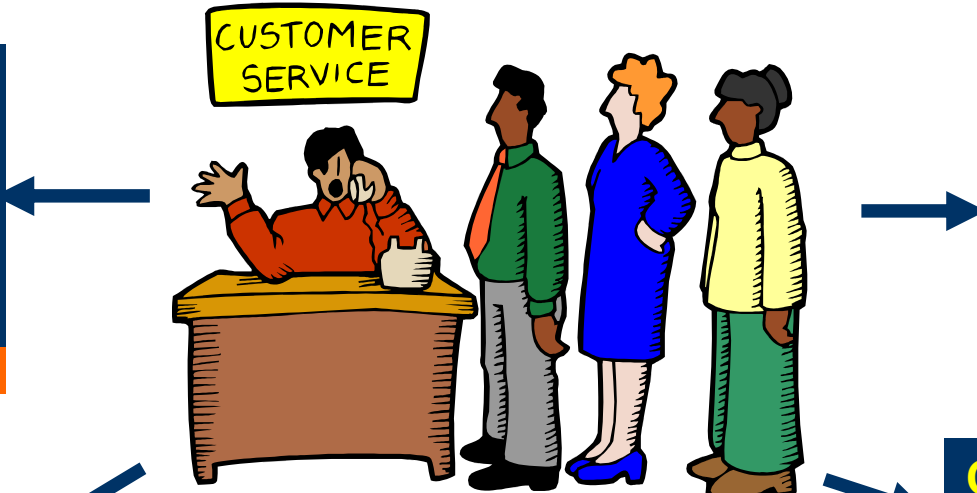
# **2011 Customer Satisfaction Survey**





# 'Points of contact'

**Resource Management**  
*Allocations, Rosters & restrictions, trading & trade processing*



**Consultation**  
*'listen to customers'*

**Water supply**  
*Water delivery, licensing*

**Communication**  
*'keep them informed'*

**Customer service and administration**  
*Included specific questions re billing, staff manner and knowledge*



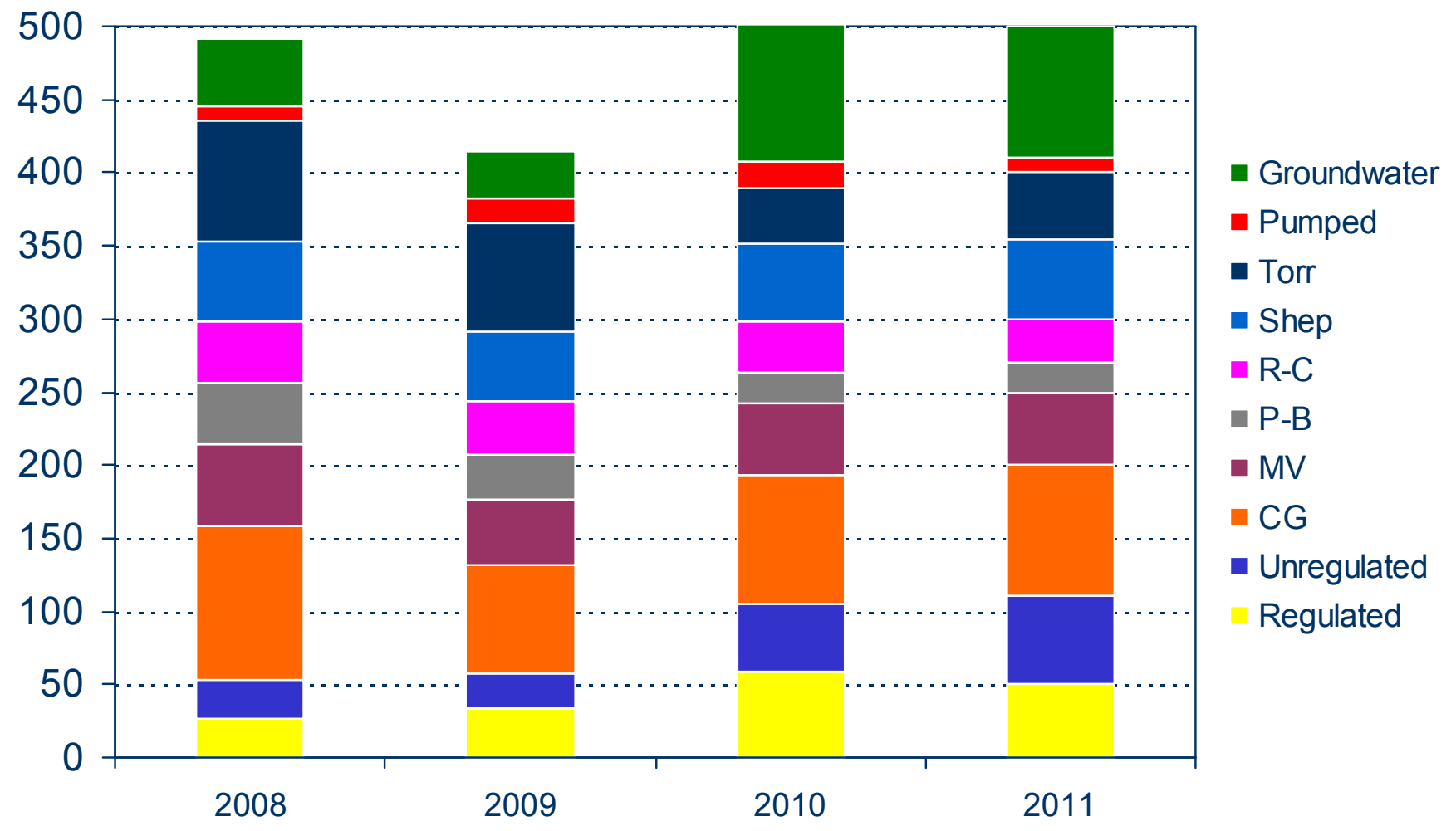
# Year to year comparison

	2008	2009	2010	2011
<b>Sample</b>	492	415	502	500
<b>Survey strike rate</b>	19% (returned)	15% (returned)	84% (16% refused)	TBA
<b>Format</b>	Mail	Mail	Telephone	Telephone
<b>Timing</b>	Aug/Sept	June/July	June	June
<b>Start to finish</b>	5 weeks	5 weeks	2 weeks	10 days
<b>Response scale &amp; terminology</b>	5 point Poor – very good	5 point Poor – very good	10 point Poor - excellent	10 point Poor - excellent
<b>Overall satisfaction</b>	3.7	3.8	3.7* <i>(out of 5)</i>	3.3* <i>(out of 5)</i>

- \* Calibrated to match 5 point scale



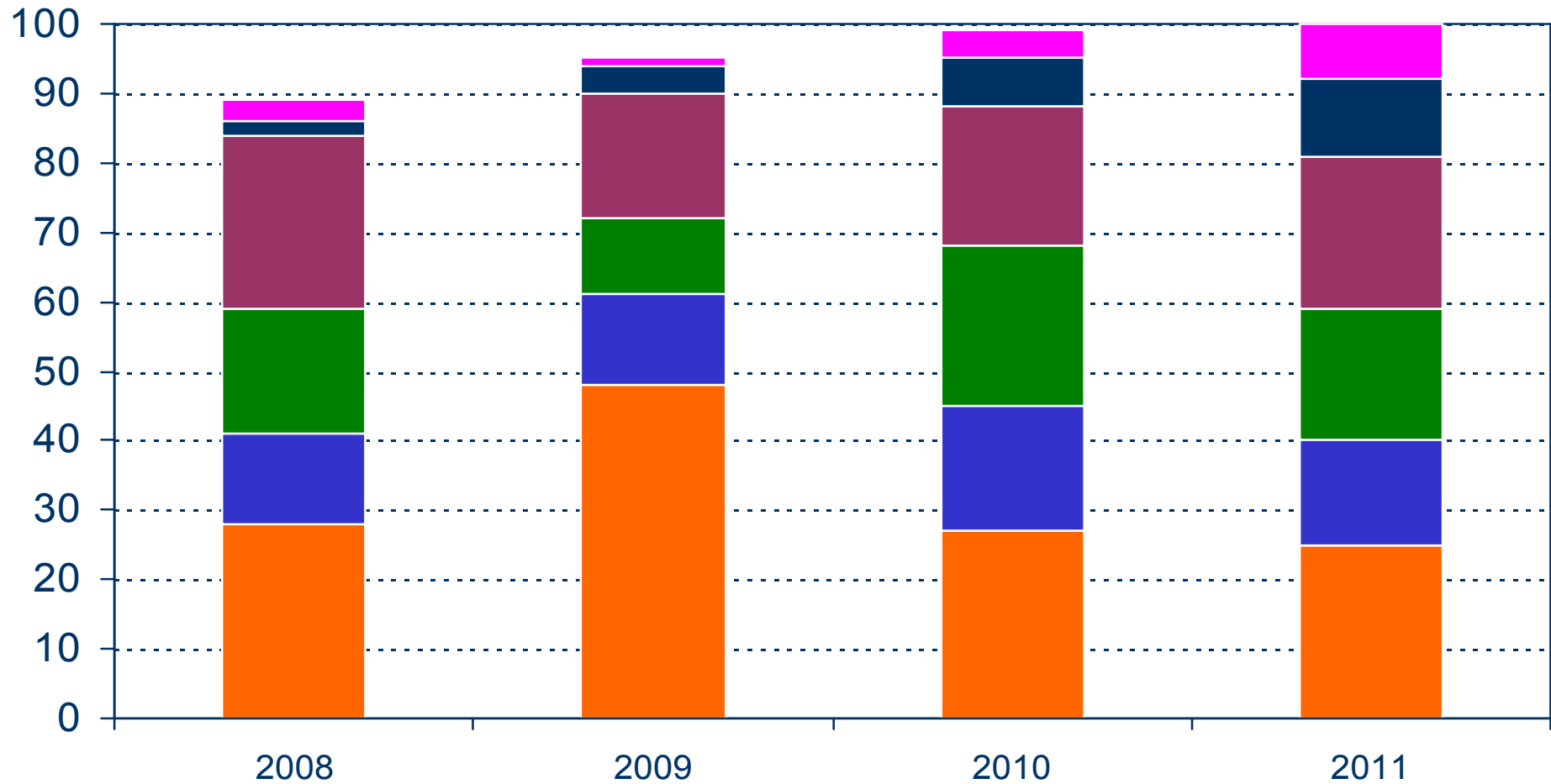
# Survey Samples





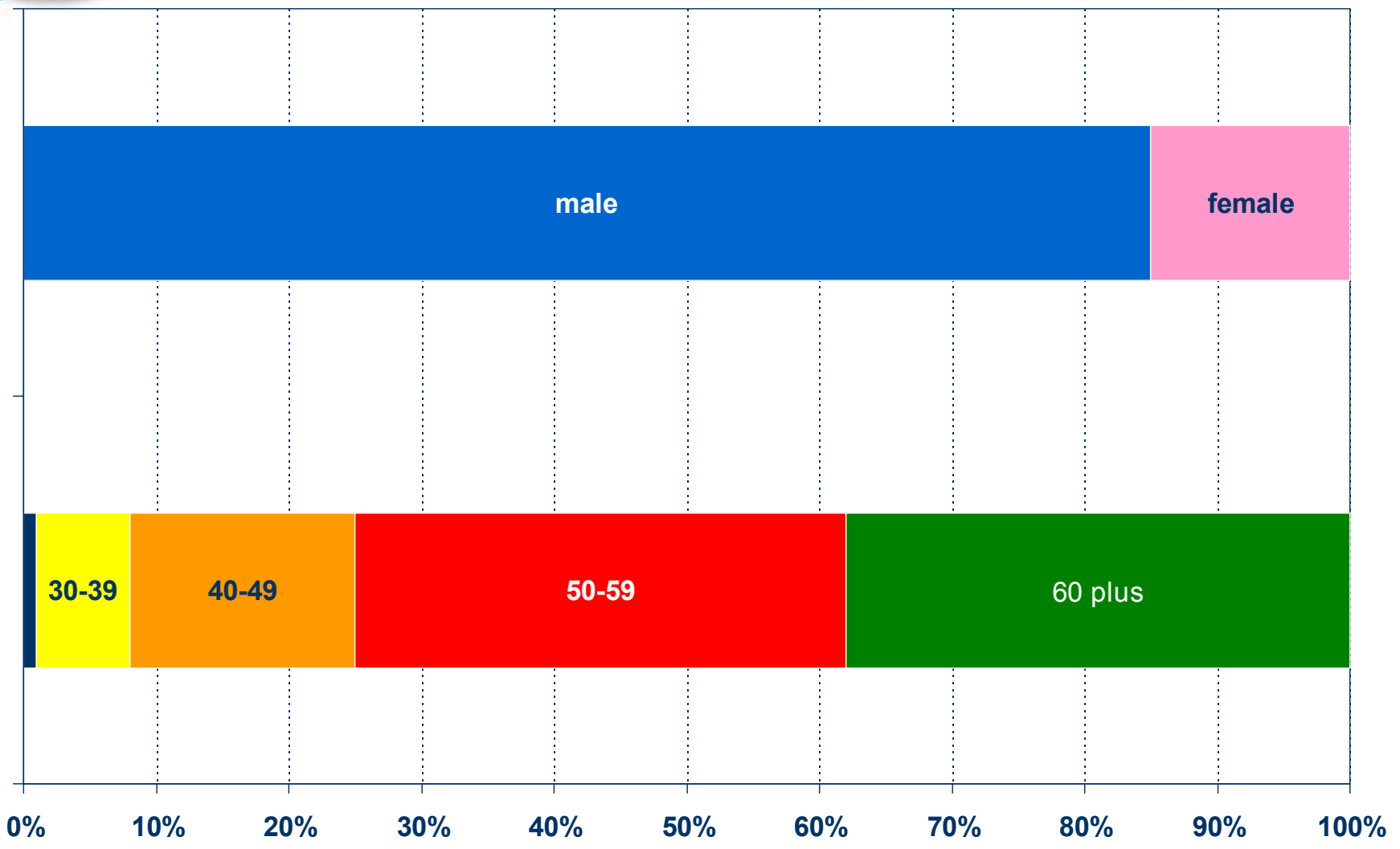
# Survey Samples Volume of entitlement

15 to 50 ML   51 to 100 ML   100 to 200 ML   200 - 500 ML   500 - 1000 ML   >1000 ML





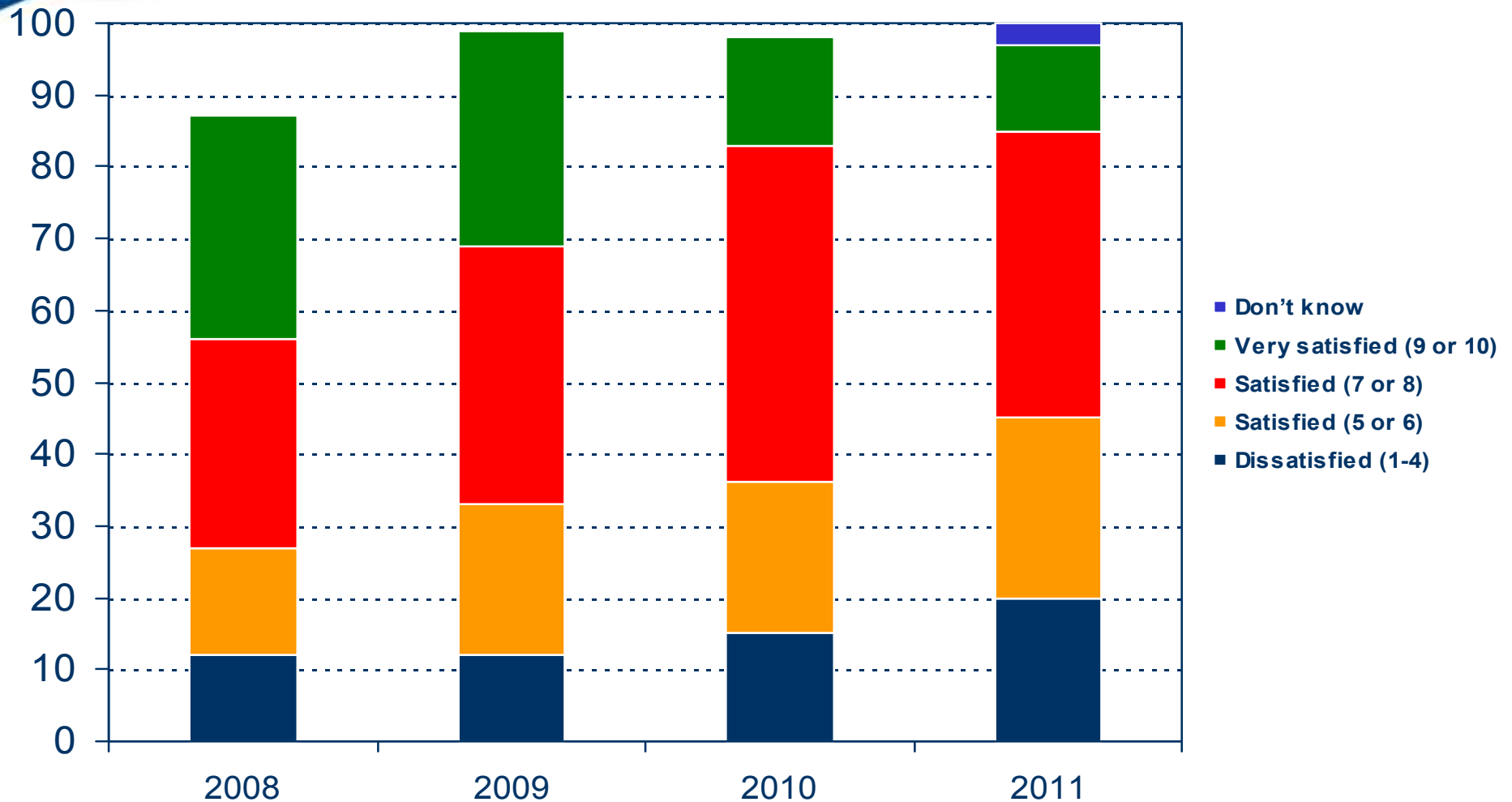
# Demographics 'key decision makers'





# Overall Satisfaction

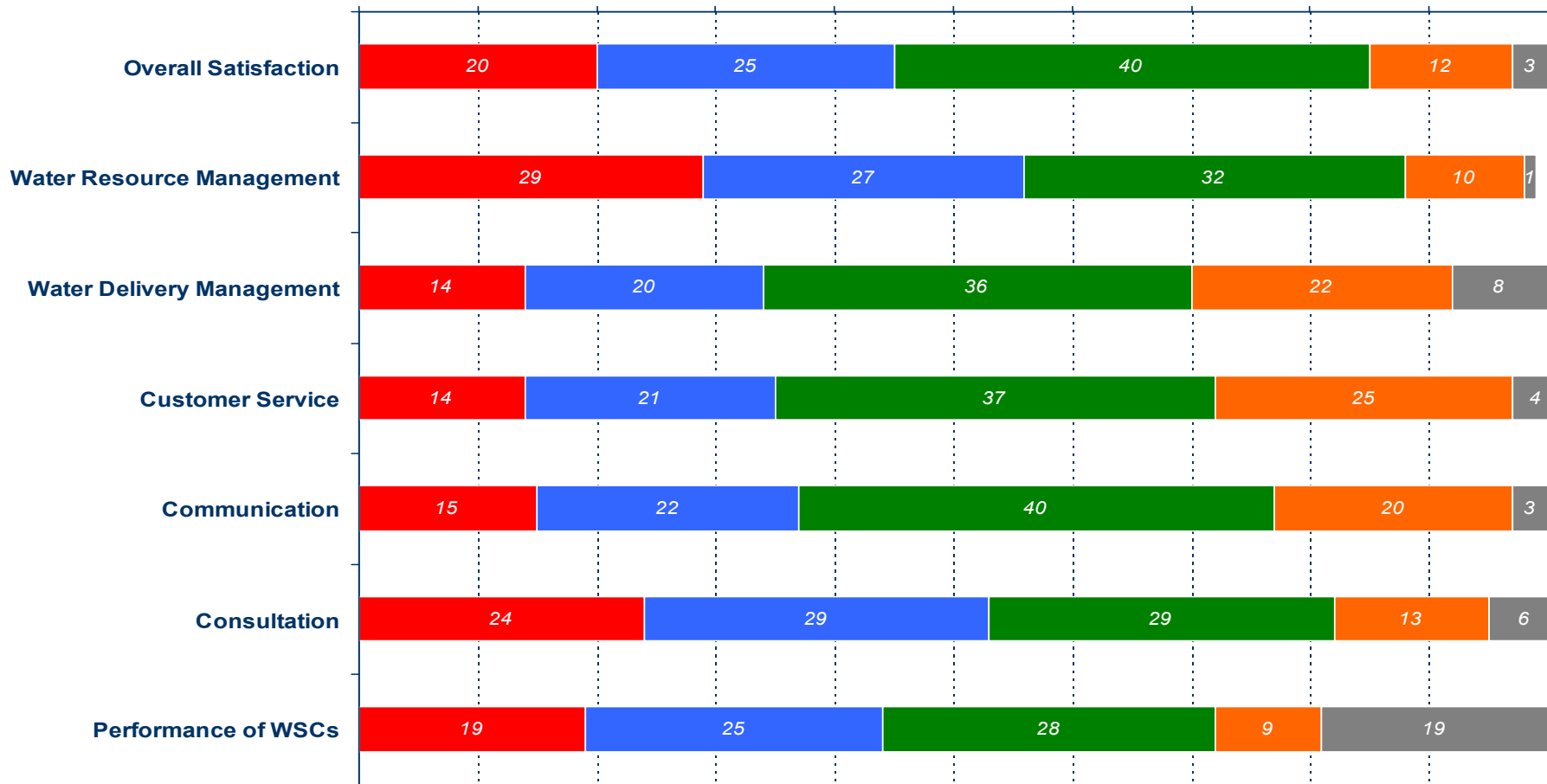
Year to year comparisons





# Results by section

■ Dissatisfied (1-4) 
 ■ Satisfactory (5 or 6) 
 ■ Satisfactory (7 or 8) 
 ■ Very satisfied (9 or 10) 
 ■ Don't know





# Management of Water Resources

What did we ask?

## All

- Applies the Water Sharing rules to allocate available water to meet the needs of all customers
- Effectively managing the region's water resources for a sustainable future

## Channel, Pumped & Regulated

- Effectively communicating decisions associated with water allocations

## Unregulated

- The fairness of the way they determine the rostering

## Groundwater

- The overall management of groundwater resources in your area
- The fairness of the way they manage groundwater licences

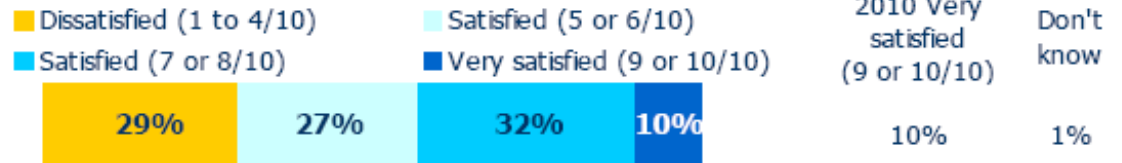


# Management of Water Resources

Overall satisfaction

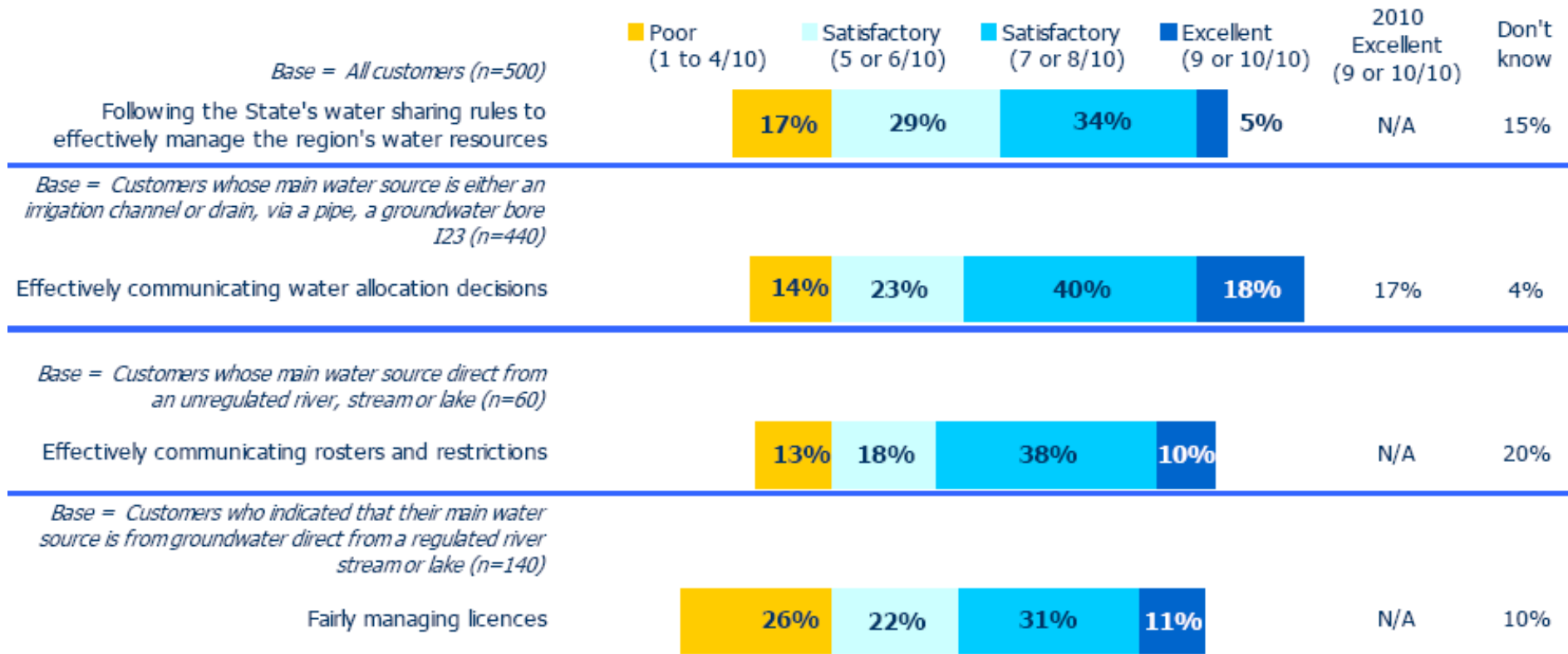
Base = All customers (n=500)

Overall management of water resources in the region





# Management of Water Resources

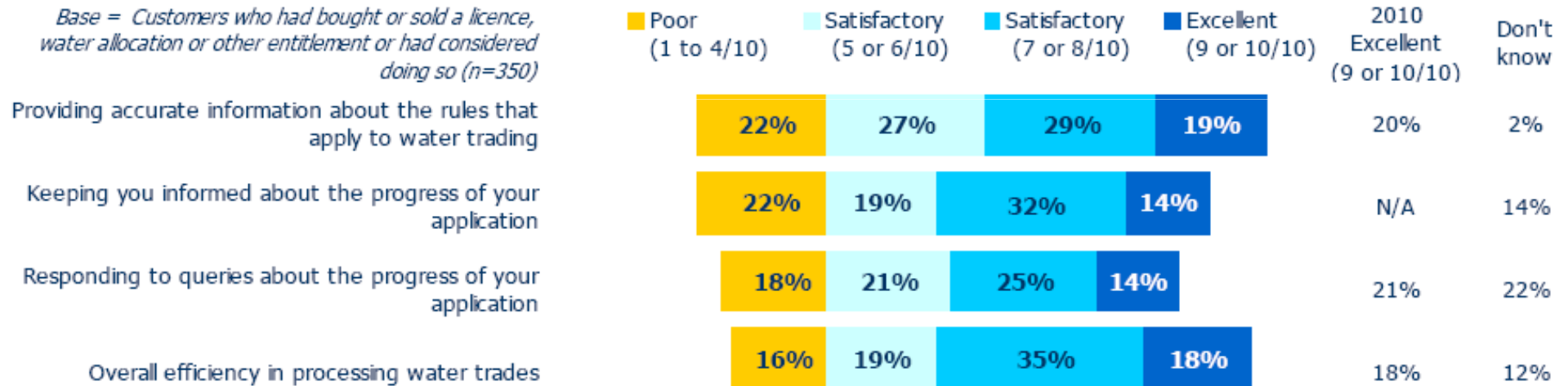




# Water Trading

## Overall satisfaction

*Base = Customers who had bought or sold a licence, water allocation or other entitlement or had considered doing so (n=350)*





# Water Supply (Delivery)

What did we ask?

## Channel, Pumped & Regulated

- The ease with which you can order/request water
- Delivering the volume of water you ordered
- Delivering water when you need it
- The flow rate of water delivered to your property
- Efficiently dealing with any requests to change your order
- Minimising interruptions to your supply

## Groundwater

- Keeping you informed about the amount of water you can use
- Responding to any issues you have about your groundwater supply



# Water Delivery

## Overall satisfaction

Base = All customers (n=500)

Overall management of the delivery, or access, to water





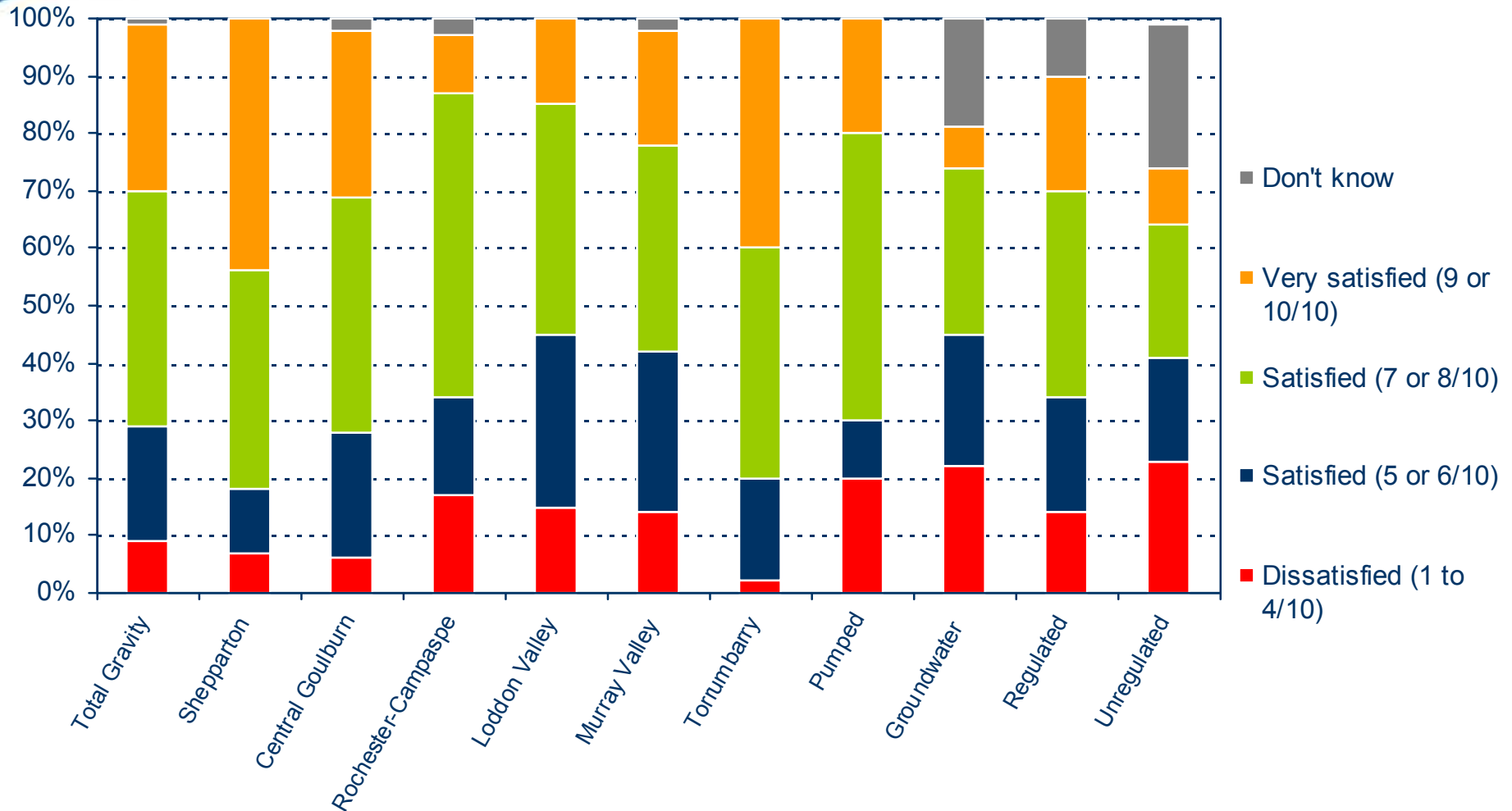
# Water Delivery

	Poor (1 to 4/10)	Satisfactory (5 or 6/10)	Satisfactory (7 or 8/10)	Excellent (9 or 10/10)	2010 Excellent (9 or 10/10)	Don't know
<i>Base = All customers (n=500)</i>						
The ease with which you can order/request water	6%	8%	31%	31%	36%	23%
Keeping you informed about the amount of water you can use	13%	19%	32%	24%	19%	11%
<i>Base = Customers whose main water source is either an irrigation channel or drain, or via a pipe (n=300)</i>						
Delivering the volume of water you ordered	12%	17%	29%	39%	30%	4%
Delivering water when you need it	7%	11%	40%	39%	36%	3%
The flow rate of water delivered to your property	11%	16%	36%	33%	28%	4%
Efficiently dealing with any requests to change your order	4%	9%	35%	43%	35%	9%
<i>Base = Customers whose main water source is either an irrigation channel or drain, via a pipe or direct from a regulated river, stream or lake (n=350)</i>						
Minimising interruptions to your access	5%	11%	35%	31%	33%	18%
<i>Base = Customers whose main water is groundwater (n=90)</i>						
Responding to any issues you have about your groundwater supply	26%	22%	22%	9%	10%	21%



# Water Delivery

## Overall satisfaction by area





# Customer Service

What did we ask?

- Ease of finding the right number to call?
- Getting through straight away?
- The manner of the person you spoke to?
- Listening to you?
- Understanding what you told them?
- Following up on complaints and enquiries?
- Responding to your query in a reasonable time?
- Providing you with a reasonable response to your query?
- The overall manner or attitude of their staff?



# Customer service

## Overall satisfaction

Base = All customers (n=500)

Standard of customer service

- Dissatisfied (1 to 4/10)
- Satisfied (7 or 8/10)
- Satisfied (5 or 6/10)
- Very satisfied (9 or 10/10)



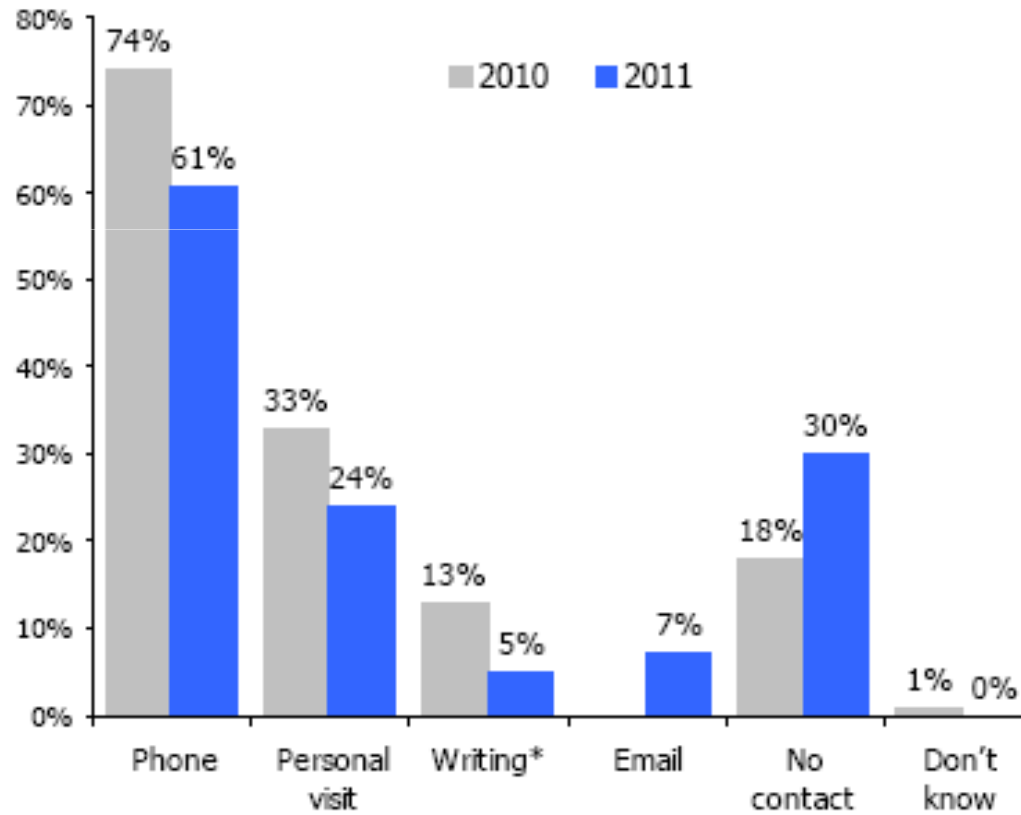
2010 Very satisfied (9 or 10/10) 25%  
Don't know 4%



# Customer Service

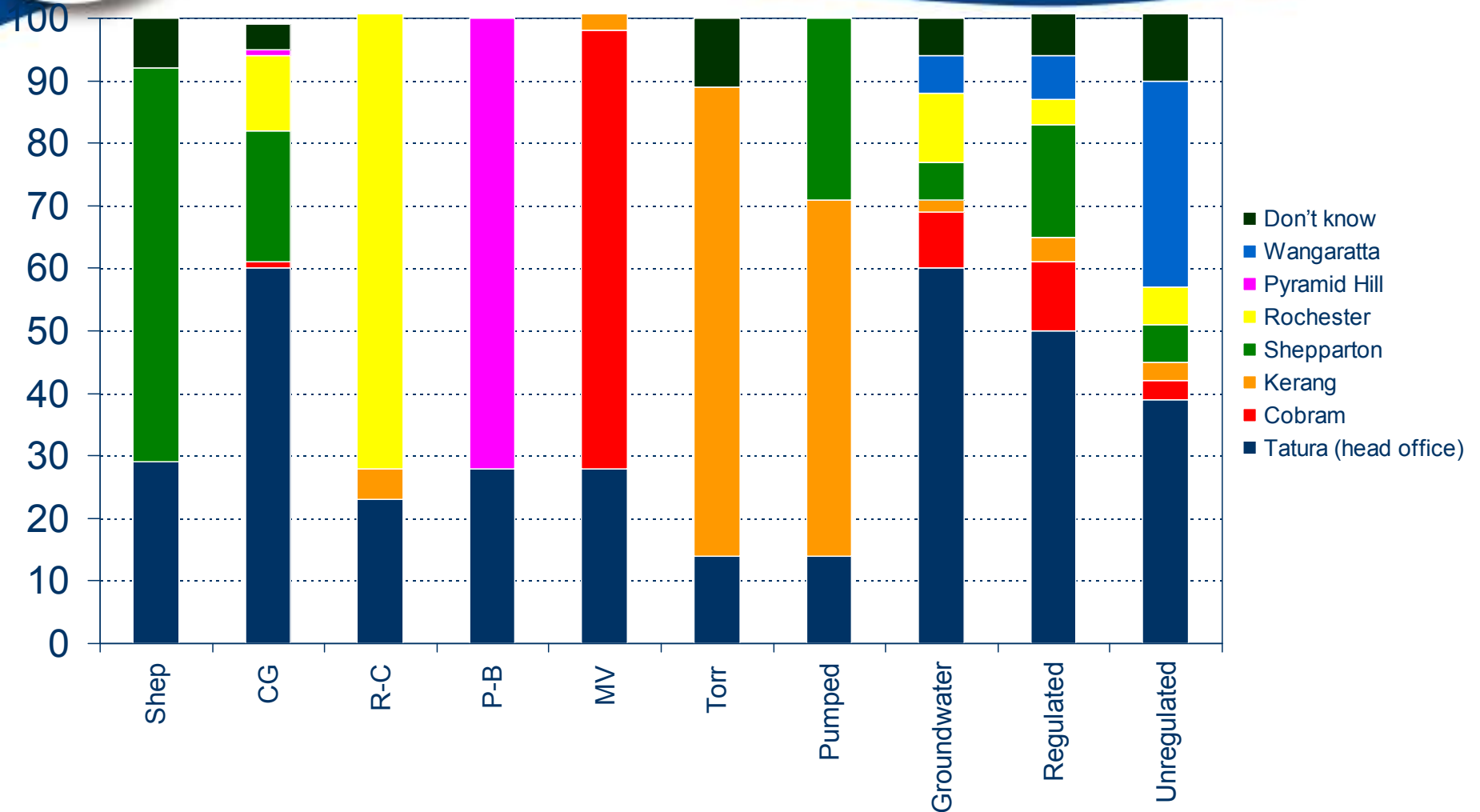
## Methods of contact

Methods of contact with G-MW





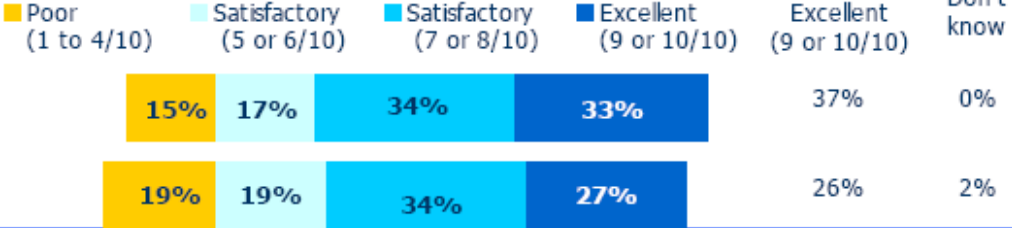
# Which office?



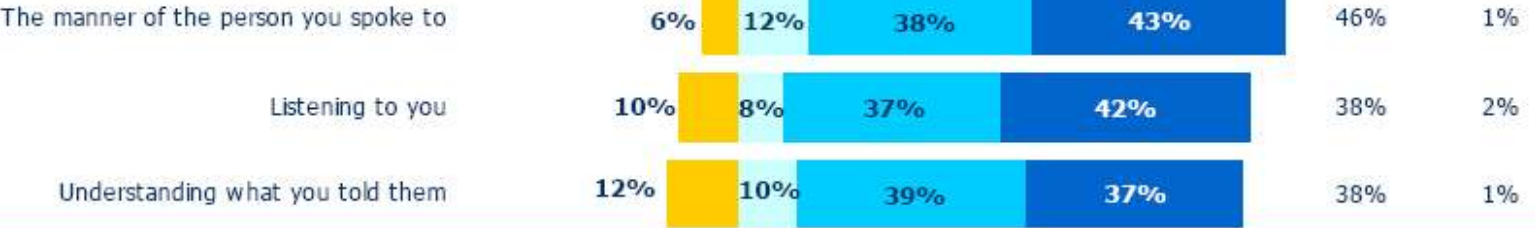


# Customer service

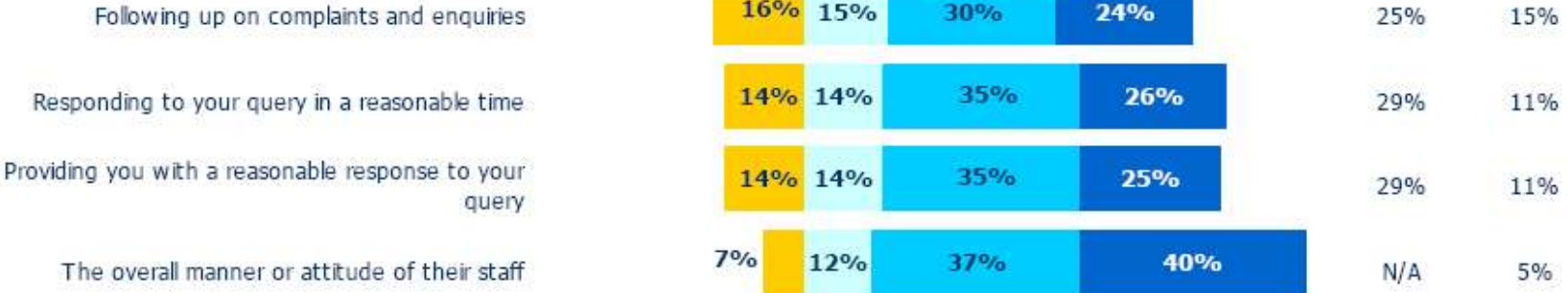
Base = Customers who had phone contact with G-MW over the last 12 months (n=305)



Base = Customers who had phone or face to face contact with G-MW over the last 12 months (n=337)



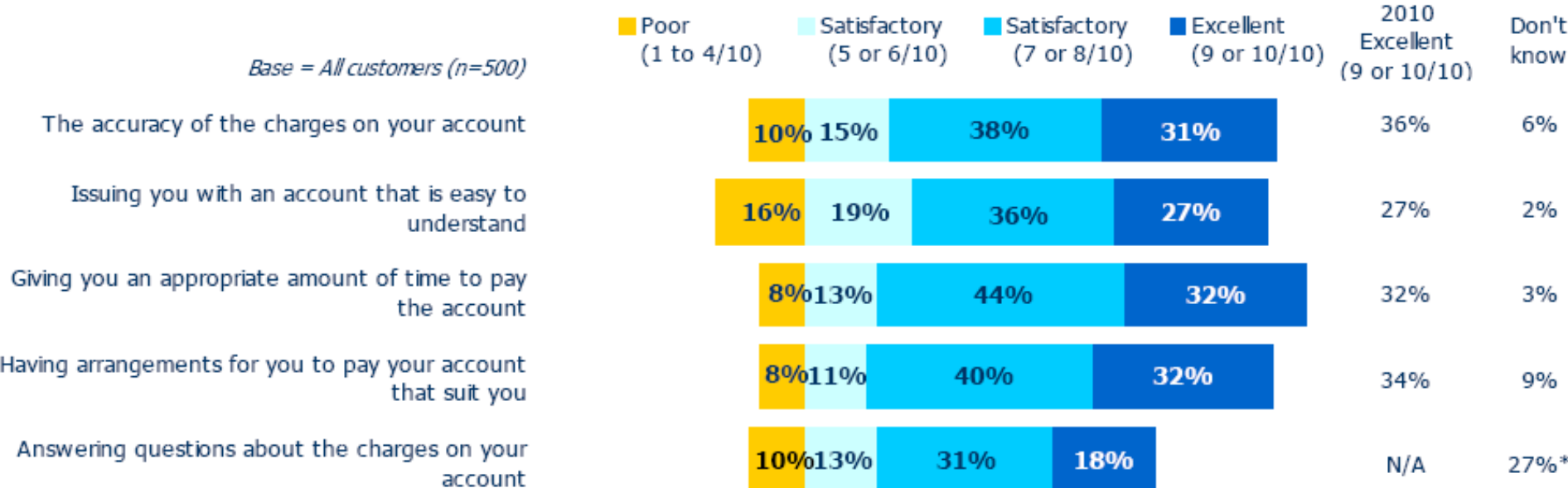
Base = All customers who had any form of contact with G-MW over the last 12 months (n=408)





# G-MW accounts

Base = All customers (n=500)





# Communications

What did we ask?

- Use of online services?
- Giving you information that helps you make timely decisions?
- Providing information that is easy to understand?
- Providing accurate information?
- Providing information that is relevant to you?
- Answering further questions arising from their written information?

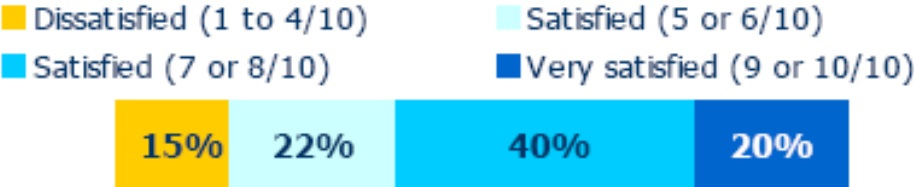


# Communications

## Overall satisfaction

Base = All customers (n=500)

Communication from G-MW

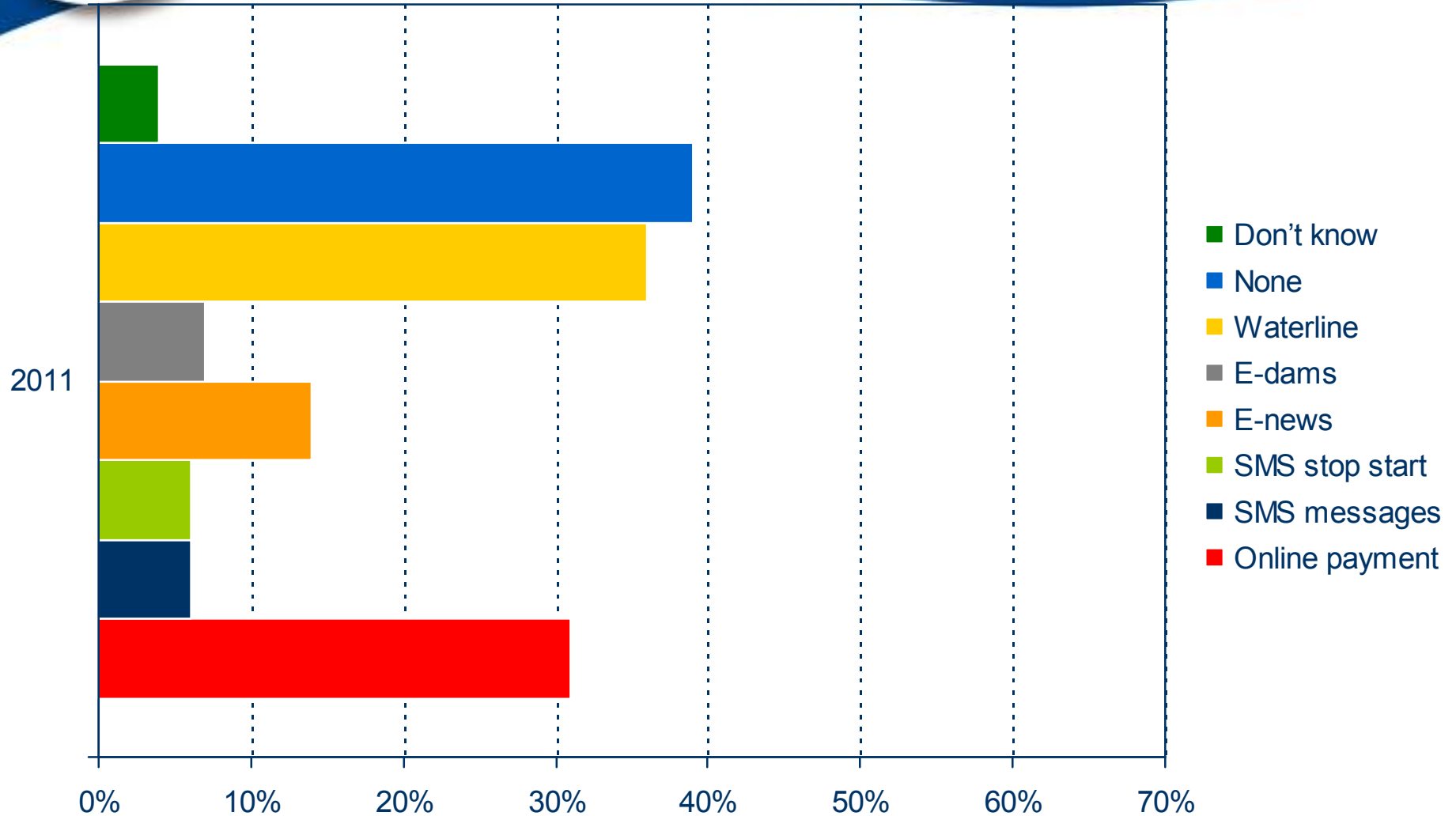


Very satisfied or 10/10) 20%  
Don't know 3%



# Communications

## Use of online services





# Consultation

What did we ask?

- Consulting with customers on issues affecting them?
- Providing opportunities for customers to express their views and concerns?
- Taking into account your ideas and concerns in the way they operate?
- What are your expectations of your WSC?
- Overall, how satisfied are you with the way that
  - Goulburn-Murray Water has consulted?
  - your Water Service Committee has represented your interests?

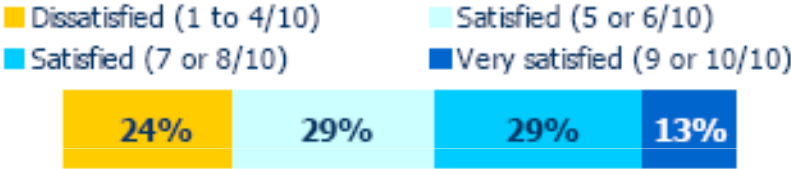


# Consultation

## Overall

Base = All customers (n=500)

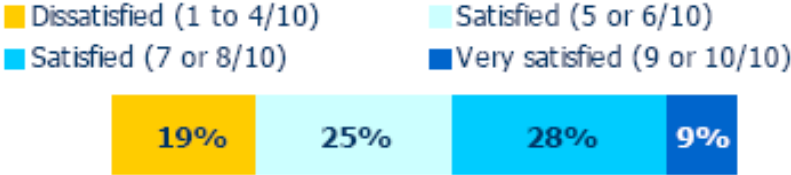
The way that G-MW has consulted with customers



2010 Very satisfied (9 or 10/10) 14%  
Don't know 6%

Base = All customers (n=500)

The way that Water Service Committees have represented customers' interests

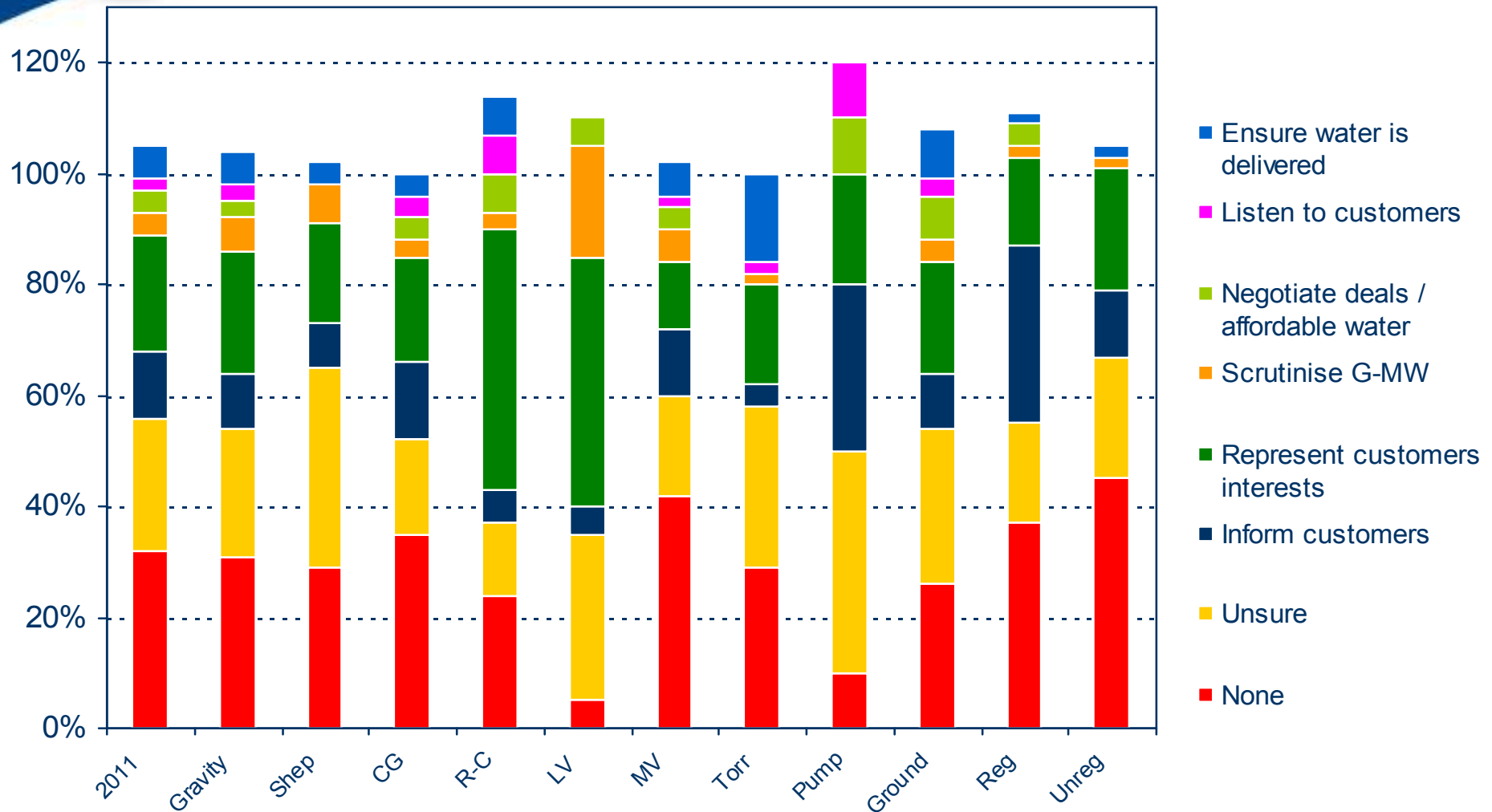


2010 Very satisfied (9 or 10/10) 16%  
Don't know 19%



# Consultation

What are your expectations of your WSC?





# G-MW

## 2011 Customer Satisfaction Survey

