



SafeWork NSW

Customer Satisfaction Results - Summary

Department of Customer Service



Objectives

Since 2012, SafeWork NSW has been conducting a Customer Satisfaction Survey to assess the extent to which its services are meeting the needs of its customers, their levels of satisfaction with the way services are delivered, and areas for improvement.

In 2019, Colmar Brunton was commissioned to conduct the Customer Satisfaction research in alignment with the Public Service Commissioner's methodology.

Customer Satisfaction Score

83.8%

SafeWork NSW

79.02%

NSW Public Service Commission
Target for 2019



Methodology – phone and online surveys

Total n=389	
Online	telephone interview
93	296

The research company contacts customers who have interacted with SafeWork Inspectors or received an Admin Response letter over the previous year to seek their views on the services provided. This year, a total of 389 people were surveyed across six key interaction types.

Interaction type	%	N=
Complaint – Inspector Response	18%	69
Complaint – Admin Response	4%	16
Incident – Inspector Response	24%	93
Incident – Admin Response	23%	91
Advisory visit	18%	71
Project/Visit related to a project	13%	49
	100%	389



Net Advocacy Score

How likely are you to speak well of SafeWork to family, friends or colleagues?

SafeWork score **+47.5**

Some Australian NPS results



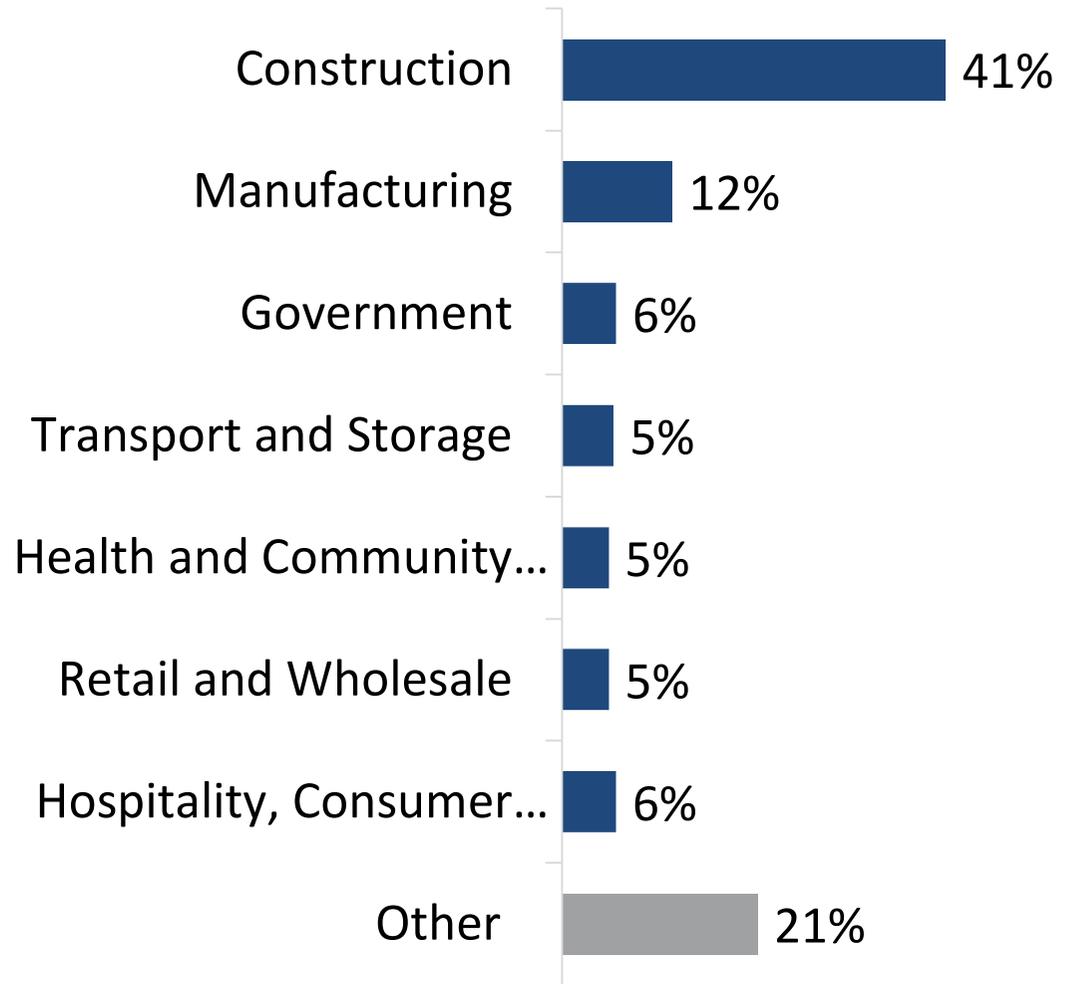
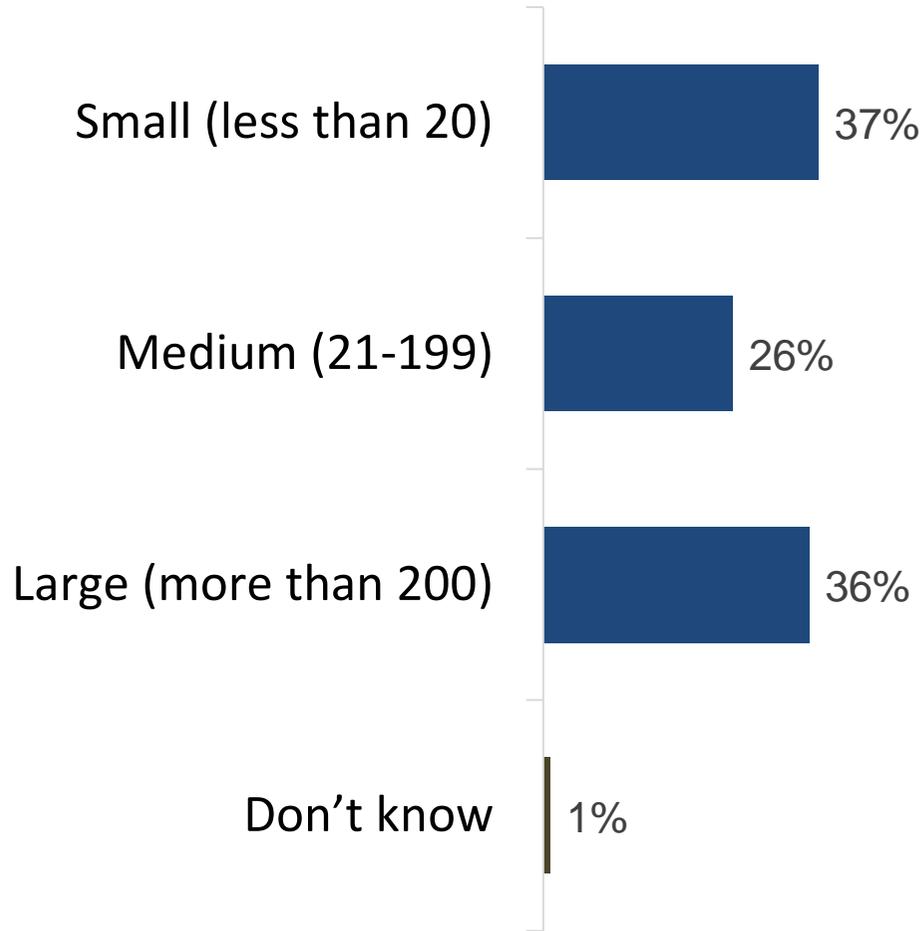
(Bain & Co NPS consumer survey, December, 2012)

Close to one in two reported that they would be extremely likely to speak well of SafeWork to family, friends or colleagues.

Less than one in ten indicated that they were not likely to speak positively about SafeWork NSW

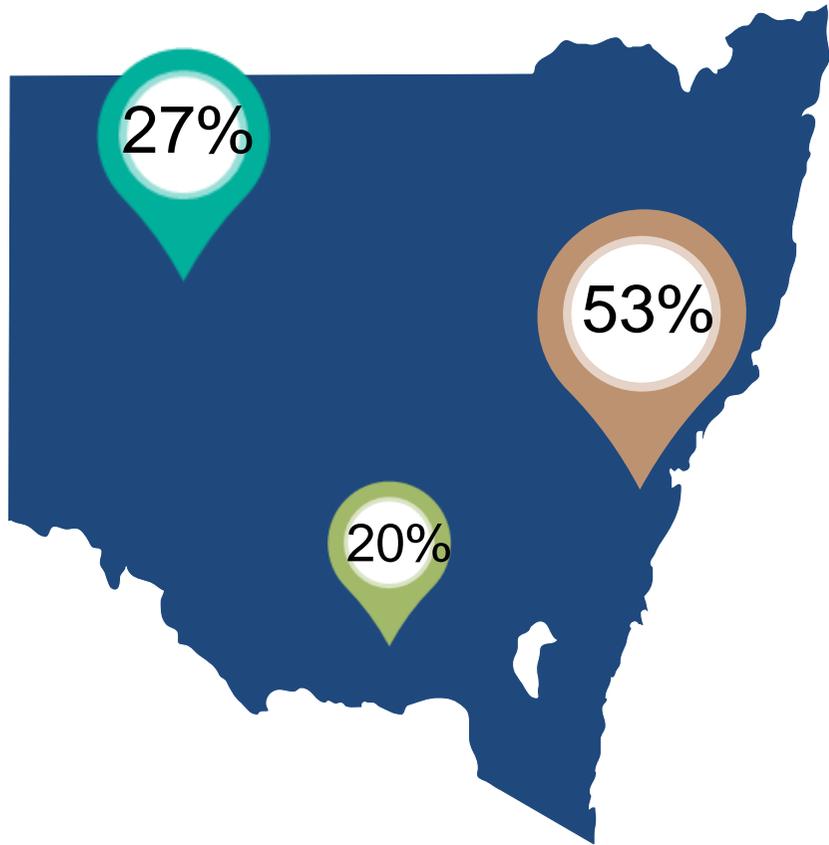


Size of business and Industry

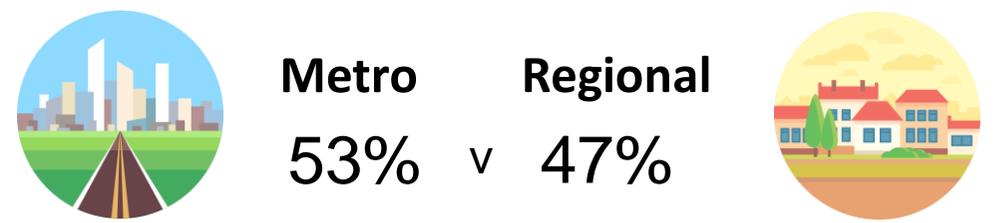




NSW Regions



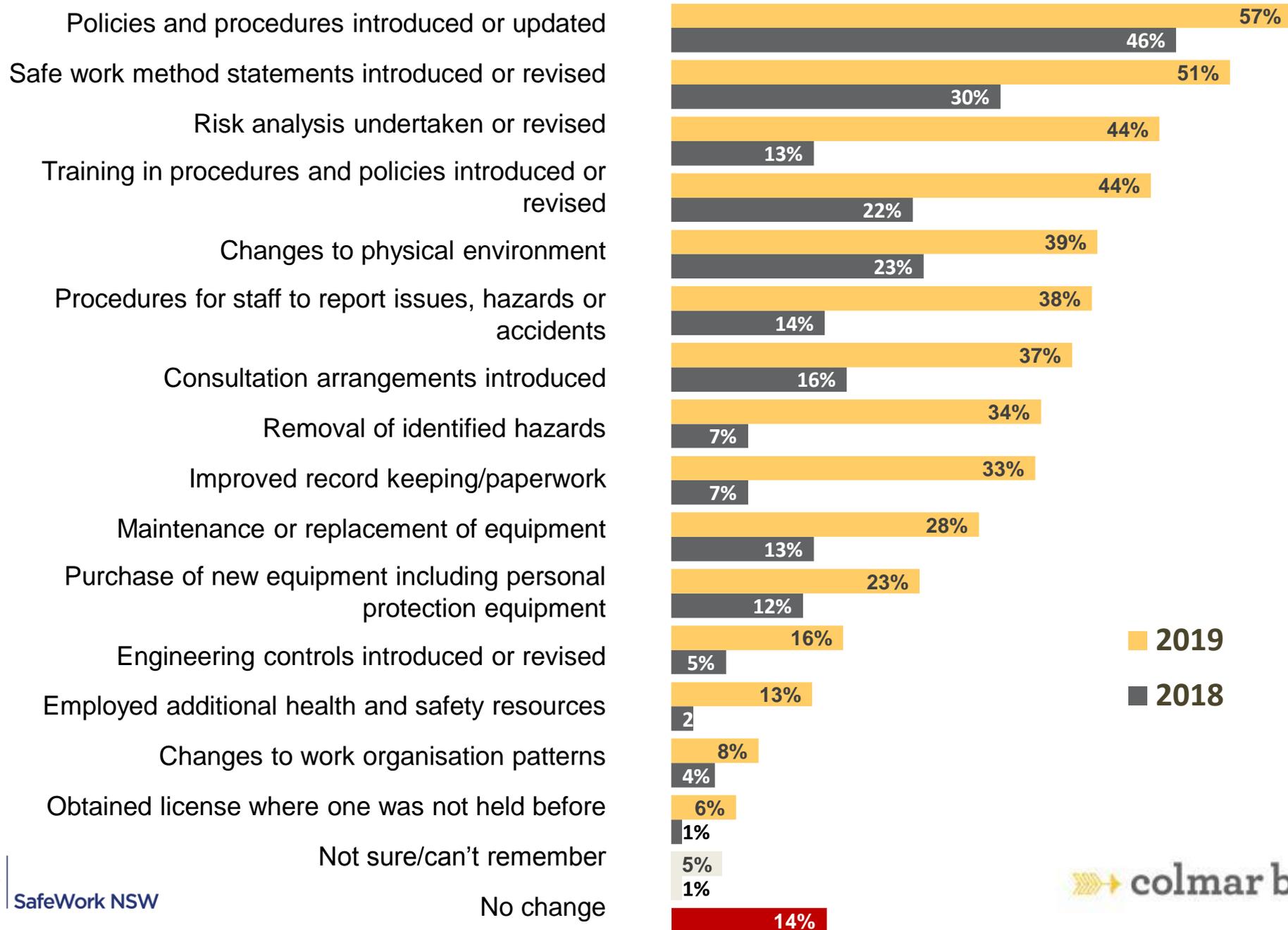
-  **Greater Sydney (Metro area)**
-  **Regional Service Delivery Area North**
-  **Regional Service Delivery Area South**



D4. What is your post code of your office?

Base: All respondents (n=373) excluding n=16 Other states

Type of Change as a result of interaction with SafeWork NSW

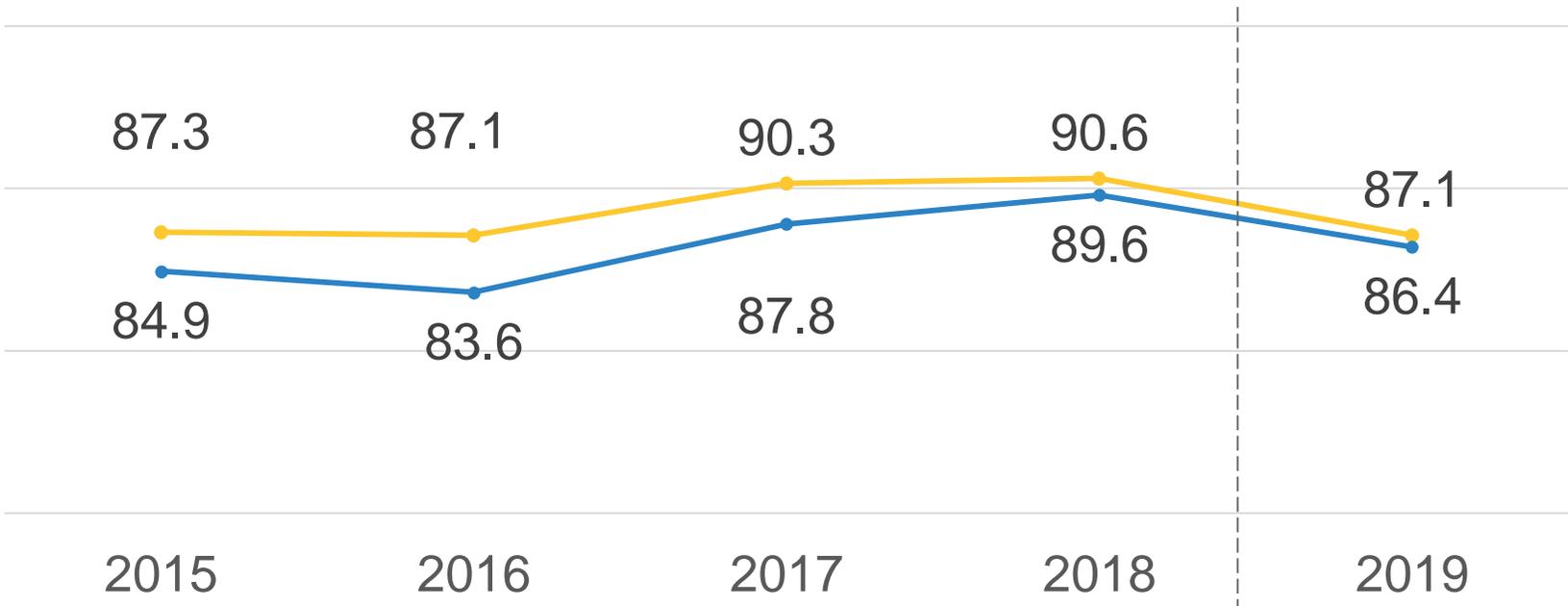


Customers generally agreed that 'improving safety' makes their businesses more productive or saves their businesses money

Agreement on Improving Workplace Safety

Improving safety makes my business more productive

Improving safety saves my business money





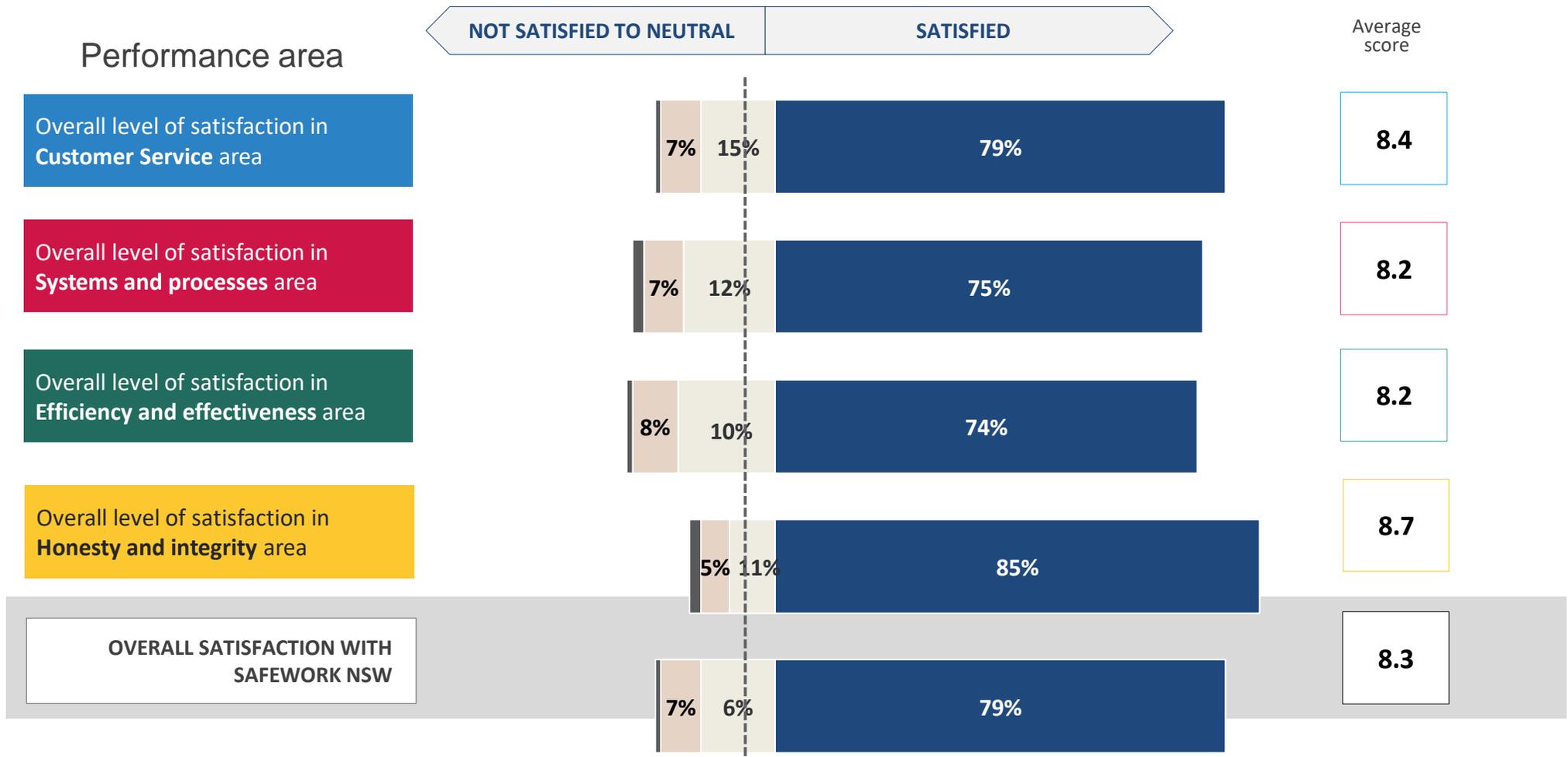
The four drivers of customer satisfaction

- **Customer service** (professionalism, providing expert advice)
- **Systems and processes** (responding in a timely way, being flexible)
- **Efficiency and effectiveness** (providing a consistent level of service, acknowledging efforts to improve safety, building confidence)
- **Honesty and integrity** (being trustworthy and fair)

These measures are used by the Customer Service Commissioner to measure customer satisfaction across NSW.



Satisfaction level of each performance area



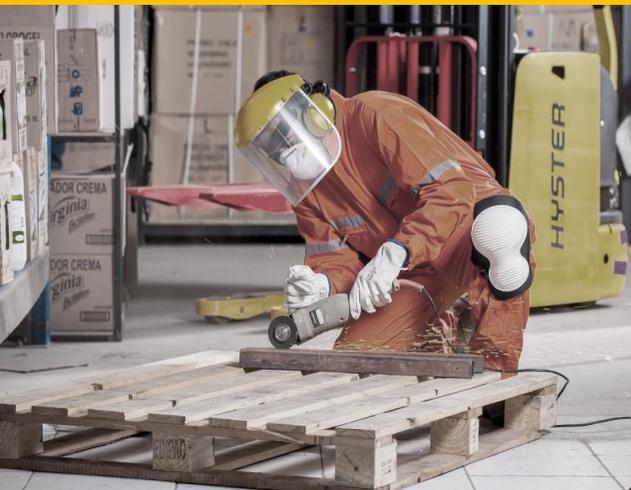


Summary

What we did well

There were several attributes that SafeWork performed well and should be leveraged further such as:

- ‘the level of **knowledge** the SafeWork officer had to address my issue’
- ‘the level of **fairness** provided by the SafeWork officer’
- ‘responded to my matter in a **timely manner**’
- ‘I felt that I could **trust** them’
- ‘the SafeWork officer **did what they said** they would do’
- ‘providing **flexible** arrangements to work with my business’.





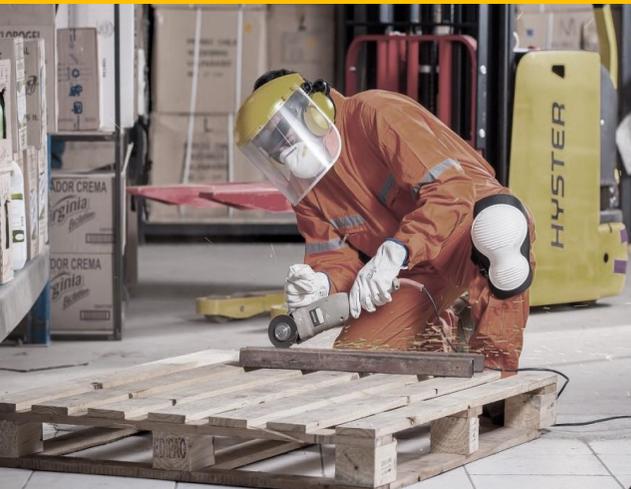
Recommendations

Where we can improve

Communication received from SafeWork to resolve my matter/issue' is highlighted in need of improvement.

Continuous improvement is critical to maintain and grow the overall satisfaction score against the performance areas - **efficiency and effectiveness, honesty and integrity, systems and processes and customer service.**

To improve customer service initiatives and satisfaction, it is recommended to conduct regular research to monitor and track progress on an annual basis.





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