



Government of **Western Australia**
Department of **Finance**

Customer Perception Survey 2016

CUSTOMER PERCEPTION SURVEY 2016

The 2016 Customer Perception Survey was conducted in November 2016 seeking feedback on the level of service State Revenue provided to its customers. Similar surveys have been conducted in previous years and results from this survey have been compared with the results from the 2015 survey.

Historically, payroll tax customers made up over 90 per cent of survey respondents due to State Revenue's ability to issue an email invite to all registered payroll tax customers. In 2015, State Revenue broadened the use of email invitations across all revenue and grants lines, delivering the most comprehensive feedback since the survey commenced in 2008.

While the overall satisfaction level remained positive in 2015, it decreased from previous survey results. This was attributed to a nearly 48 per cent increase in responses from duties and land tax customers who were dissatisfied with at least one area of customer service. The 2015 results are considered to provide a more accurate baseline of customer satisfaction levels due to the diverse representation from our customer base.

The 2016 survey was advertised in writing to key industry bodies, in State Revenue's e-Newsletter, on the Department's website, through telephone lead in messages and through the issue of over 40,000 email invites.

A total of 1,952 survey responses were received. This represented an increase of 22 per cent from the 1,597 survey responses received in 2015, and a 36 per cent increase from the 1,438 survey responses in 2014.

The survey was designed to obtain feedback from customers on the level of customer service provided by State Revenue. In addition, a number of core questions were included to measure the key drivers of customer satisfaction.

The core questions related to customer satisfaction about the overall quality of service received and the accessibility and timeliness of service, together with how customers felt about the way they were treated, the information provided to them, and staff knowledge and competence.

Summary

The survey asked participants to rate their level of satisfaction in relation to different aspects of service delivery provided by State Revenue. With the exception of Accountability and Transparency, which remained unchanged, all indicators improved on the 2015 results.

Overall satisfaction remains positive with **76 per cent** of respondents being either satisfied or very satisfied with the service provided to them in the last 12 months. This is a slight increase on the 2015 result of **74 per cent**.

Responses to how clients rate their dealings with State Revenue in relation to their treatment, the information provided and their perception of staff knowledge and competency all improved from last year.

Survey results show that:

- **76 per cent** of customers who responded indicated they were satisfied or very satisfied with the **quality of service** they received through the particular channel they used to contact State Revenue, an increase from the **74 per cent** in 2015.
- **79 per cent** of respondents indicated they were satisfied or very satisfied with the **accessibility of service** through the channel they used to contact State Revenue, an increase from the **77 per cent** in 2015.
- **75 per cent** of respondents indicated they were satisfied or very satisfied with **the amount of time it took to get the service** through the channel they used to contact State Revenue, a slight increase from the **72 per cent** in 2015.
- **74 per cent** of respondents indicated they were satisfied or very satisfied with **accountability and transparency of decision-making** through the channel they used to contact State Revenue, which represents no change from the 2015 result.

The survey also asked respondents to rate their dealings with State Revenue in relation to how they were treated, the information provided, and their perception of staff knowledge and service.

Responses show that:

- **73 per cent** of respondents agreed or strongly agreed they were **treated fairly**, up from **72 per cent** in 2015.
- **70 per cent** of respondents agreed or strongly agreed they were **informed of everything** that was required in order to comply with the legislation administered, up from **68 per cent** in 2015.
- **70 per cent** of respondents agreed or strongly agreed the staff were **knowledgeable and competent**, up from **68 per cent** in 2015.
- **49 per cent** of respondents agreed or strongly agreed that staff went the **'extra mile'** to make sure they got what they needed, up from **40 per cent** in 2015.

Survey Comments

In previous years the survey only captured verbatim comments from customers who were dissatisfied or very dissatisfied with any aspect of the product or service delivery they encountered. In 2016, we asked customers to comment on areas they felt we were doing well.

As a result 922 comments were received in respect to how we engage with our customers. Pleasingly, 602 comments complimented us on the quality of the service we provide.

Areas respondents were happy with include our online services offered through Revenue Online and our website. Another 55 comments praised the level of customer service received and the knowledge of State Revenue staff. The number of compliments reflects State Revenue's commitment to providing high quality customer service.

The 2016 feedback identified customer concerns about the quality of service provided, website and a lack of online services. An examination of the responses suggests activities conducted in the months prior to the survey may have addressed some customer concerns while other comments offer valuable insights on where we can improve.

Quality of Service

- The major theme for this category relates to the consistency of information provided and the capability and customer service levels of employees.
- There were also a number of comments about the time taken to return telephone calls, messages and emails.
- Twenty-six comments were received about the timeliness of issuing duties assessments notices.

Comments

State Revenue's commitment to providing quality customer service is reflected in the performance standards in its [Customer Service Charter](#) published on the Department's website, and through the monthly publication of its performance against the published standards.

The Charter will be reviewed in 2017 and the survey comments will be considered when evaluating the current standards and in assisting to develop new measures. State Revenue has committed to publishing a service standard on the assessment of transfer duty to improve transparency on our performance as part of the review.

State Revenue has a strong commitment to building staff capability. In 2016/17, the Department of Finance is developing a new capability framework to improve how we build staff capability and manage staff performance. The framework will assist State Revenue in maintaining a skilled workforce to deliver quality customer service.

State Revenue has continued to develop and implement new digital services aimed at reducing duties assessment times. These include:

- expanding Revenue Online in July 2016 to include a guided assessment process to support the self-assessment of certain mid-complexity transactions; and
- the introduction of an online lodgement facility in 2016/17 to streamline the duties lodgement and assessment process.

Website and Online Services

- There continues to be general comments regarding the website with the theme across all revenue lines that the website was slow, needs to be more user-friendly, navigation is difficult and information is hard to find or does not exist.
- There were a number of comments made about the lack of online payment options.
- Comments were made about the online payroll system and that it is not very user friendly.

Comments

In June 2016, a complete redevelopment of the State Revenue website was completed. The redevelopment reduced the number of web-pages, improved the navigation experience and ensured technical content is presented in a user-friendly manner. As a result, complaints relating to our website reduced by 80 per cent in 2016.

In October 2016, payment options were expanded to include payment by BPAY and BPoint (credit card) for most of our revenue lines.

A large number of the survey respondents' dealings with State Revenue took place prior to these changes. It is anticipated the number of comments relating to the website and payment options will diminish in future surveys following these improvements.

State Revenue is conducting a holistic review of its payroll tax system in 2016/17. Customer feedback will be considered as part of the review with the system improvements to form part of a planned body of work to refresh the system.

Conclusion

State Revenue acknowledges the need to continually seek to improve the manner in which it provides services to the community.

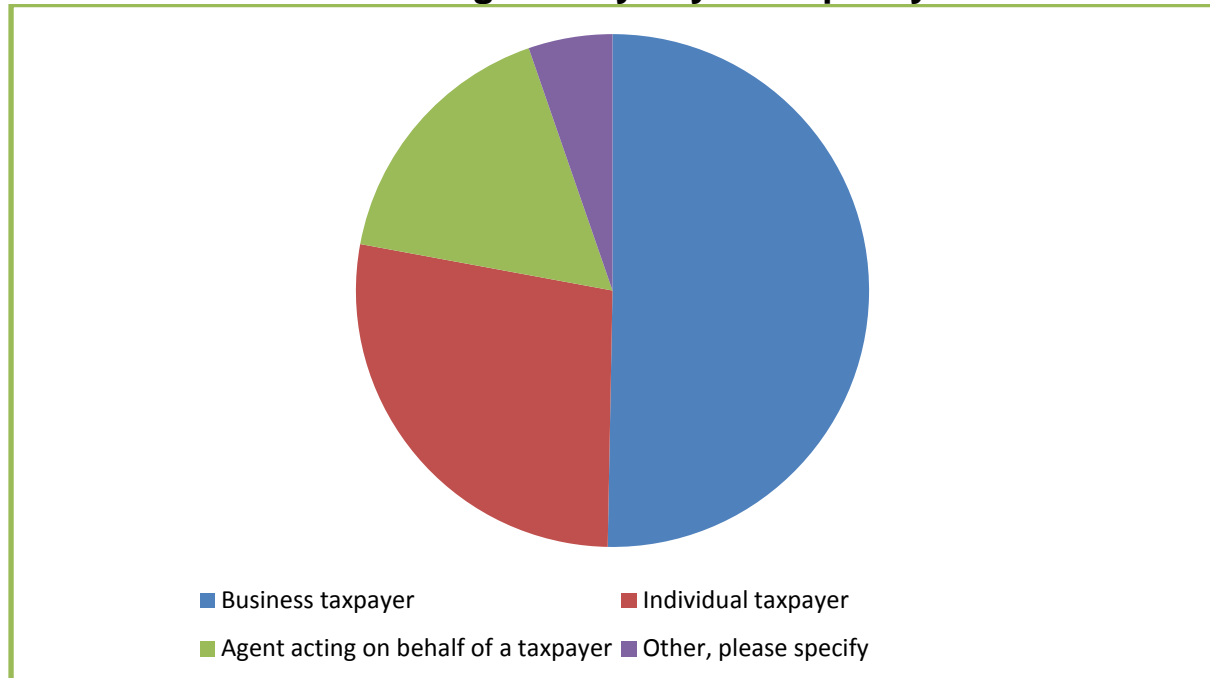
A number of State Revenue's existing strategies, including the website redevelopment and the expansion of duties transactions suitable for self-assessment through Revenue Online, are expected to improve customer satisfaction levels. A number of new digital strategies are expected to be implemented in 2017 and will increase the efficiency of our service delivery. These new services include the ability for to apply for a tax payment arrangement online and the ability for all duties transactions to be completed online.

Customers wishing to provide feedback on customer service outside the annual survey are encouraged to do so using the Department of Finance's online [feedback tool](#) feedback tool available at www.finance.wa.gov.au.

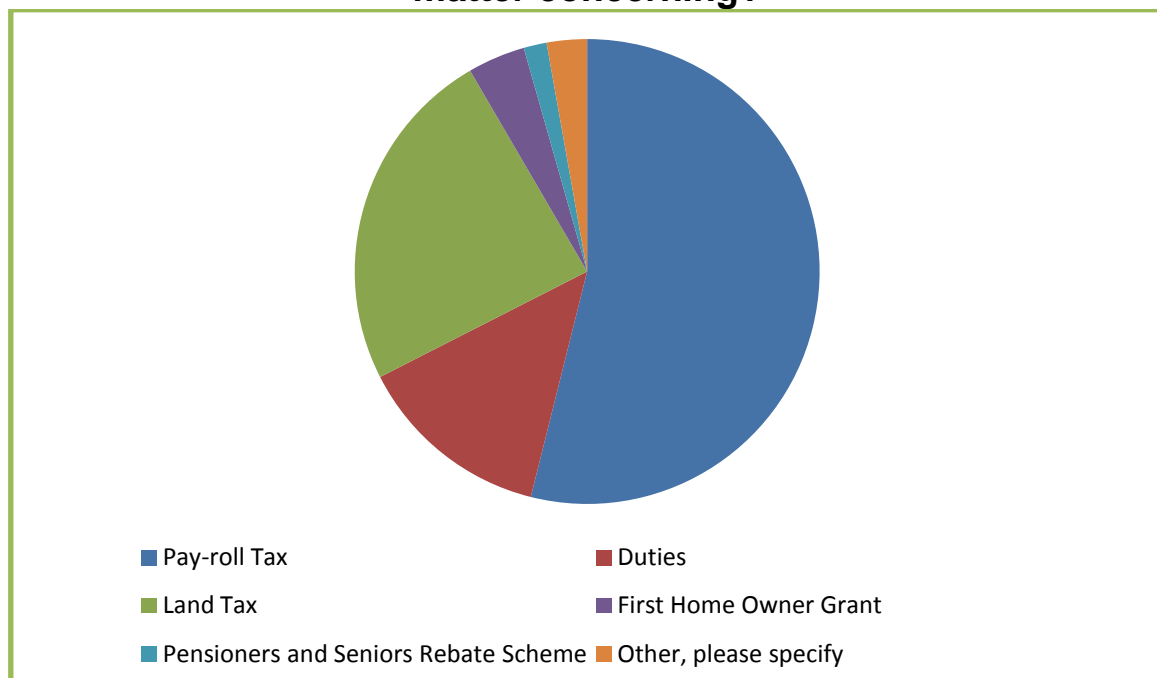
Overview of Responses

Graphical portrayals are provided to illustrate the answers provided for each of the survey questions.

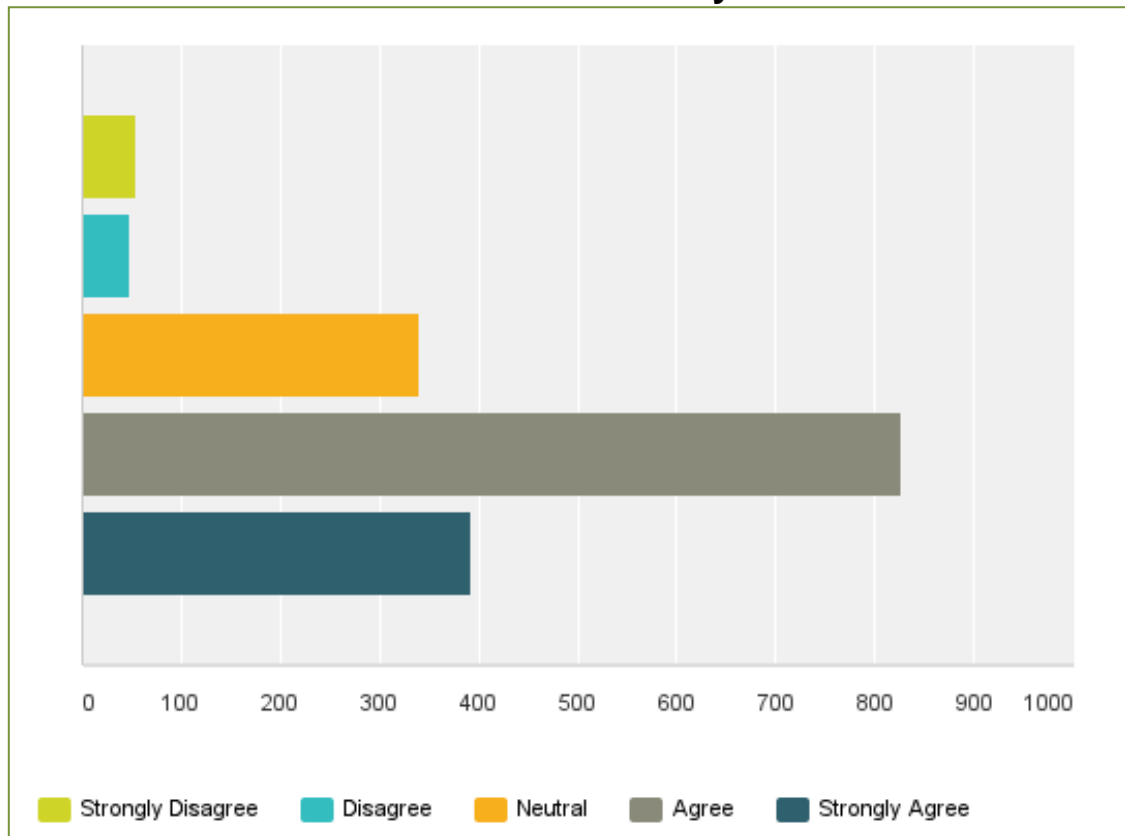
Your contact is generally in your capacity as a:



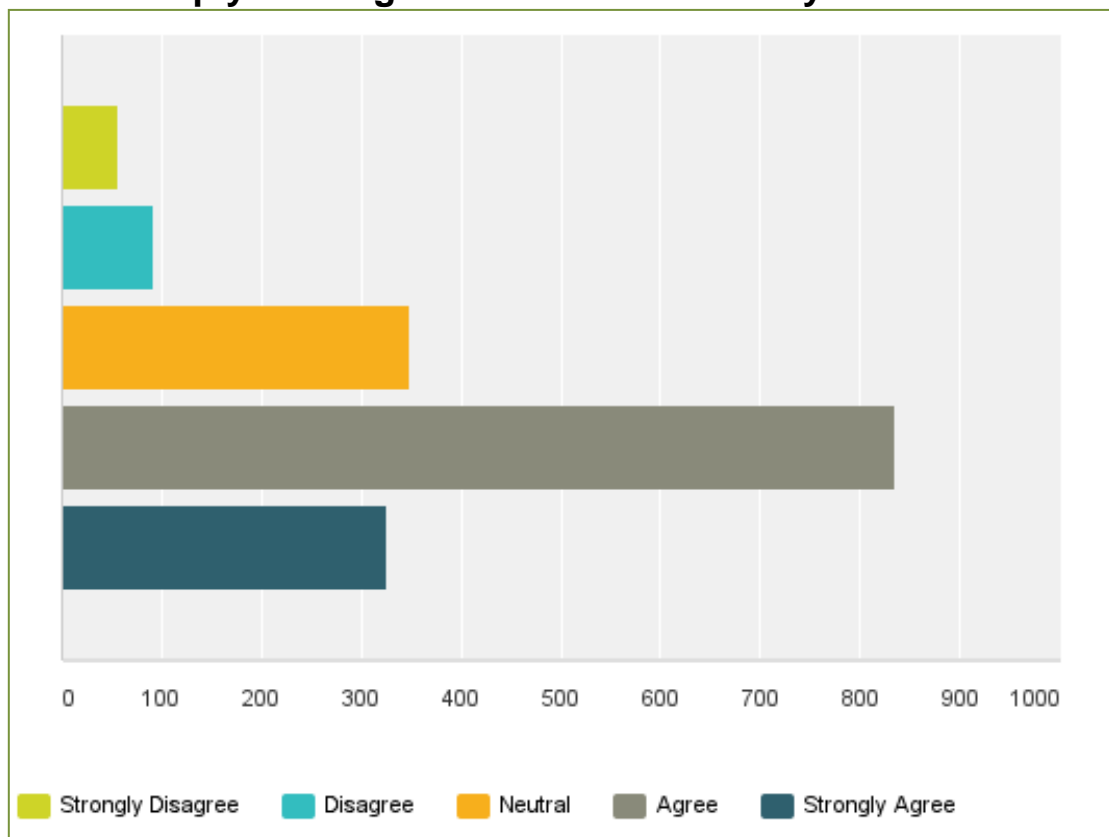
When you dealt with the WA Office of State Revenue, what was the matter concerning?



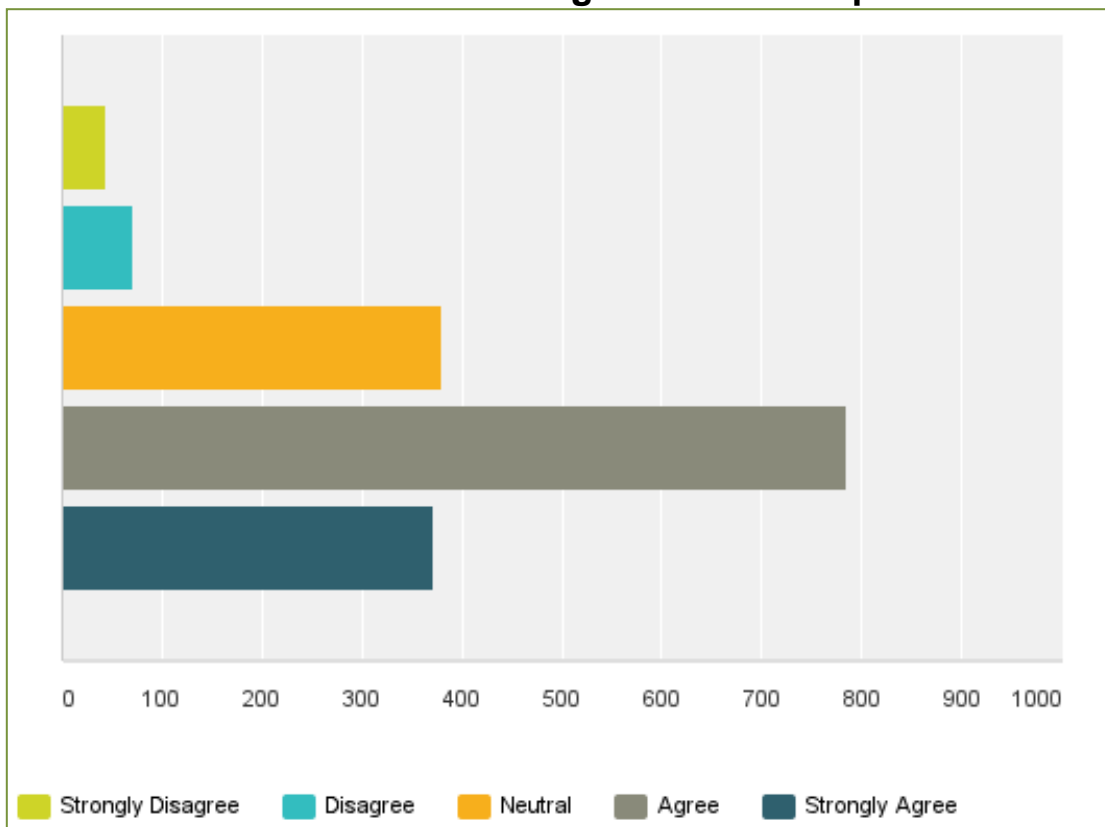
I was treated fairly



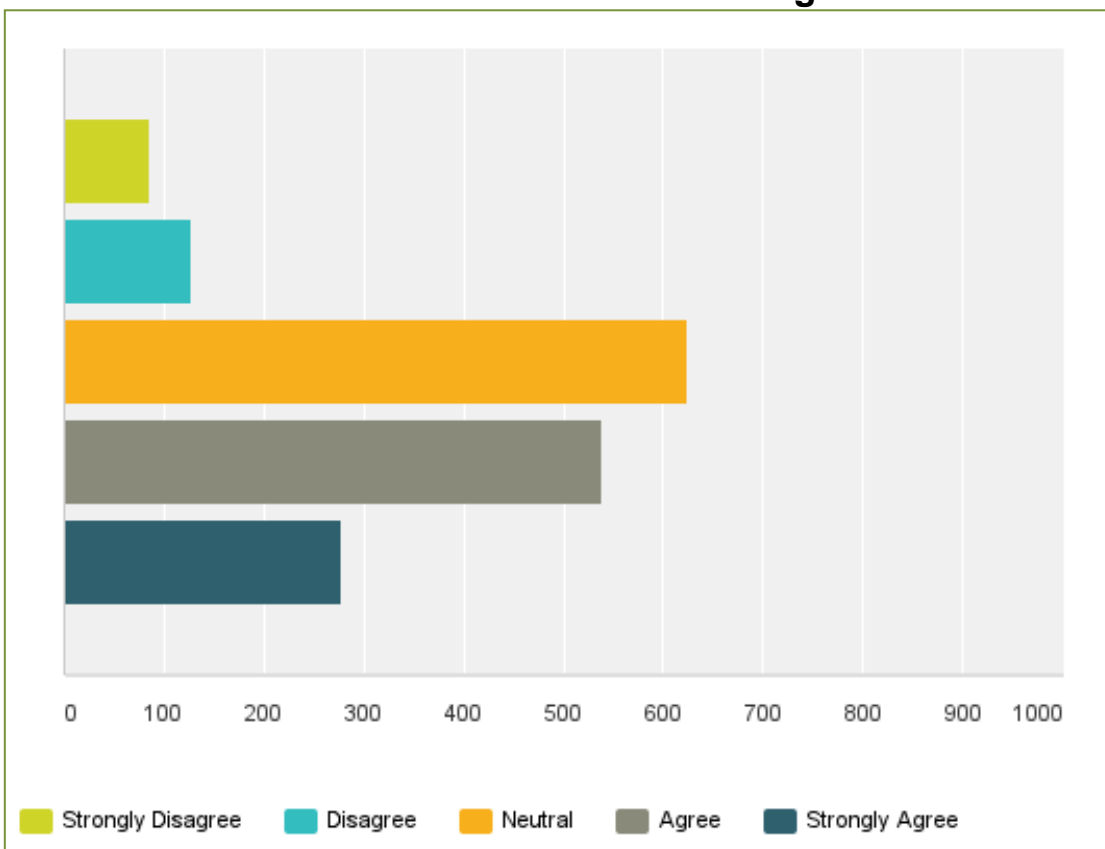
I was informed of everything I required in relation to my query in order to comply with legislation administered by the Commissioner



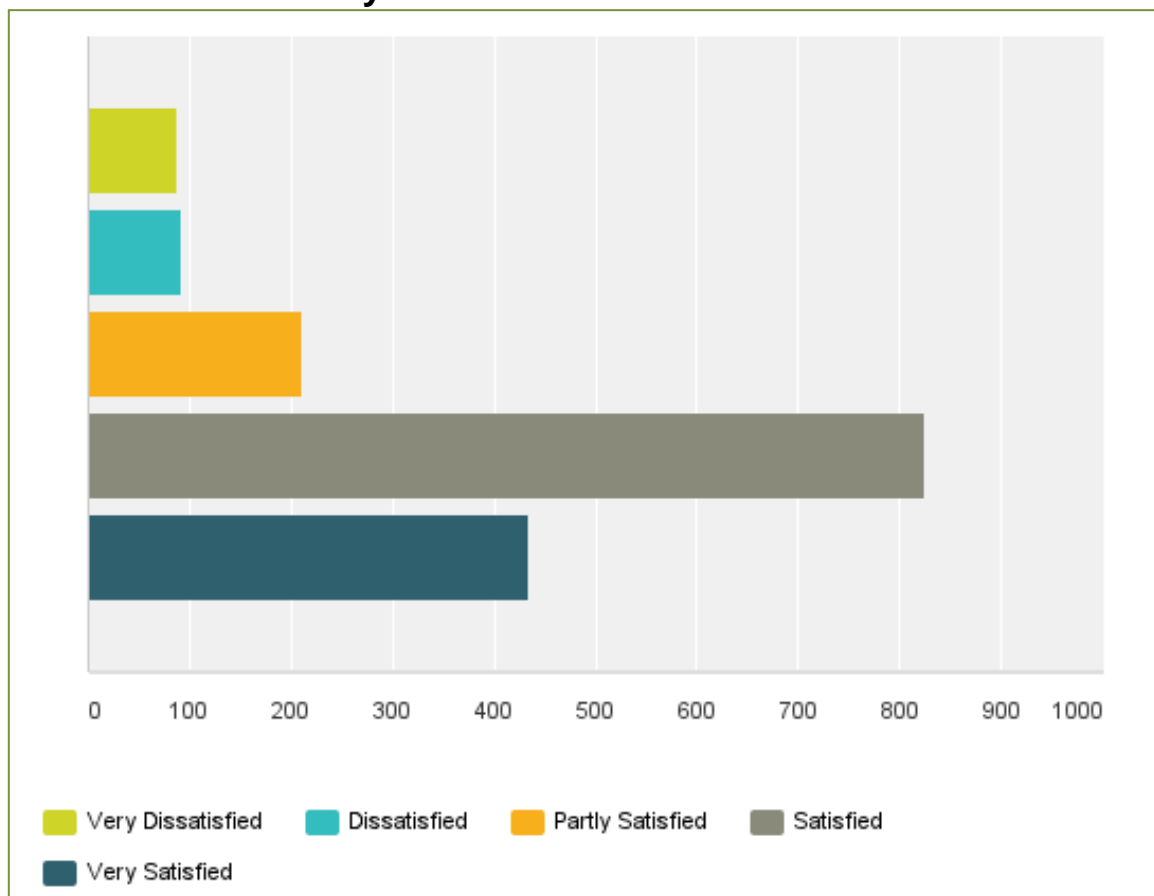
The staff were knowledgeable and competent



The Staff went the extra mile to make sure I got what I needed



How satisfied are you with the service provided to you in the last 12 months by the WA Office of State Revenue?



Please rate the performance of our customer education in terms of meeting your needs

