



5 JUN 2018

Dear [REDACTED]

On 7 March 2018, you emailed the Ministry requesting, under the Official Information Act 1982, the results of the latest Work and Income client survey of staff attitudes and helpfulness. On 6 April 2018, you clarified your request to include only working-age group results.

Each year the Ministry contracts an independent research provider to obtain feedback from clients about the quality of our services in order to understand what we can do better. The Service Quality Monitor (SQM) shows the overall satisfaction of more than 11,000 clients based on their feedback on the quality of service delivered by Work and Income. Satisfaction results are reported for each stream of service, namely Contact Centre, Frontline, and our online service, MyMSD. Enclosed is a copy of the latest SQM report as at the time of your request.

Historically, the SQM was surveyed through telephone interviews. However, in line with the Ministry's focus to increase online uptake, a pilot online survey was run in 2017. Based on the response rates, overall results achieved and cost efficiency, it was decided to move the total sample of online users to online surveying from November 2017. Results are generally lower for online surveys in comparison to those of telephone interviews as online surveys lose the positive bias from one on one interviewing. While the level of dissatisfaction remains relative across both methodologies, we also see a shift of those who are satisfied into neutral responses in online surveying. The results for MyMSD reflect this.

Overall, the SQM results for February 2018 show that three out of four clients are satisfied or very satisfied with their experience with the Work and Income Contact Centre and Frontline services.

You will note that in February 2018, approximately 95 per cent of Ministry clients were satisfied or very satisfied with Work and Income Contact Centre and Frontline services when it came to being treated with respect, while an average of 87 per cent of clients were satisfied or very satisfied with the helpfulness of the staff. The results also indicate an overall satisfaction of 87 per cent with respect to Work and Income staff taking their time to listen to clients.

The Ministry is committed to continuous improvement. One notable area for improvement is timeliness. The results show a relatively high level of client dissatisfaction in the time taken to answer calls in Contact Centres and to be seen by staff in Service Centres. You may note a drop in Contact Centre results in February 2017. This was a result of long wait times due to technical issues related to the new case management system which was introduced in February 2016.

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The long wait times intensified in January and February 2017 as it is the Ministry's busiest time of the year. This consequently impacted client satisfaction for that period. However, improvement is seen in the February 2018 results following an increase in staff numbers, training and system upgrades.

The results also show that there is room for improvement in how well the individual circumstances of clients are taken into account, the level of responsibility taken by staff to resolve issues and informing clients of all assistance that is available to them.

It is always disappointing to hear of situations when a client is unhappy with the service they receive from the Ministry. The Ministry interacts with 28,000 people a day and want this to be a positive interaction every time. There are a number of initiatives the Ministry is working on to strengthen its service culture, some of which will be implemented immediately while others will take a little longer.

Some of these initiatives include a new way to obtain immediate client feedback so the Ministry can respond to and resolve any unexpected issues. Ministry staff have been talking to clients and stakeholders to understand what they would like us to focus on to ensure they have the experience they want. Over the last month, Ministry staff have shared these ideas at workshops about service culture with all people across the Ministry service lines. Other initiatives implemented with the aim of improving client experiences include meeting with some of our most outstanding case managers to identify common strengths, refining ongoing staff training and development, system upgrades and improving online and telephone services.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public shortly. The Ministry will do this by publishing this letter and attachments on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response regarding the results of the Work and Income client satisfaction survey for February 2018, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Ruth Bound', with a large, stylized flourish above the name.





Ruth Bound
Deputy Chief Executive, Service Delivery

Monthly Report: February 2018

PREPARED BY COLMAR BRUNTON



Performance Scorecard

	12 month rolling March 17 - Feb 18	Year to date Jul 16 - Feb 17	Year to date Jul 17 - Feb 18	February 2017	February 2018	
% SATISFIED / VERY SATISFIED	 Work and Income Contact Centre	77%	78%	70%	77%	
		 Work and Income Frontline	84%	84%	83%	83%
			 MyMSD	74%	73%	75%
Out of scope						
% RESOLVED ON FIRST CONTACT	65%	67%	65%	65%	64%	
	 Contact resolution					

*Interpret with caution, small sample size (n=30)



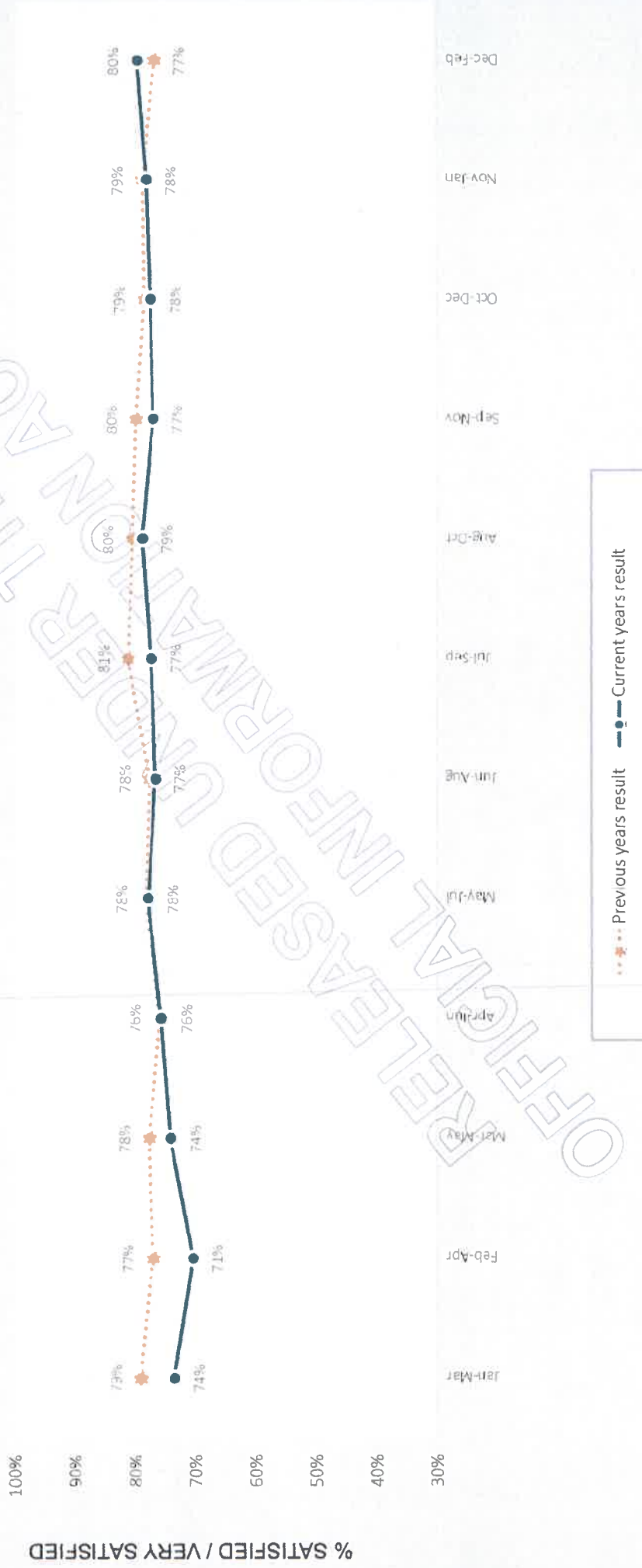
DEPARTMENT FOR INTERNATIONAL TRADE

CONTACT CENTRE

| Contact Centre



Overall rating of Contact Centre experience – three month average



*significantly different from the previous rolling 3 month.
Source: Q3a. Thinking about all aspects of your most recent call to a Work and Income 0800 number, overall how do you feel about your experience?
Base: All clients who've called a Work and Income 0800 number in the last four weeks, n=660 per month. %s exclude don't know.



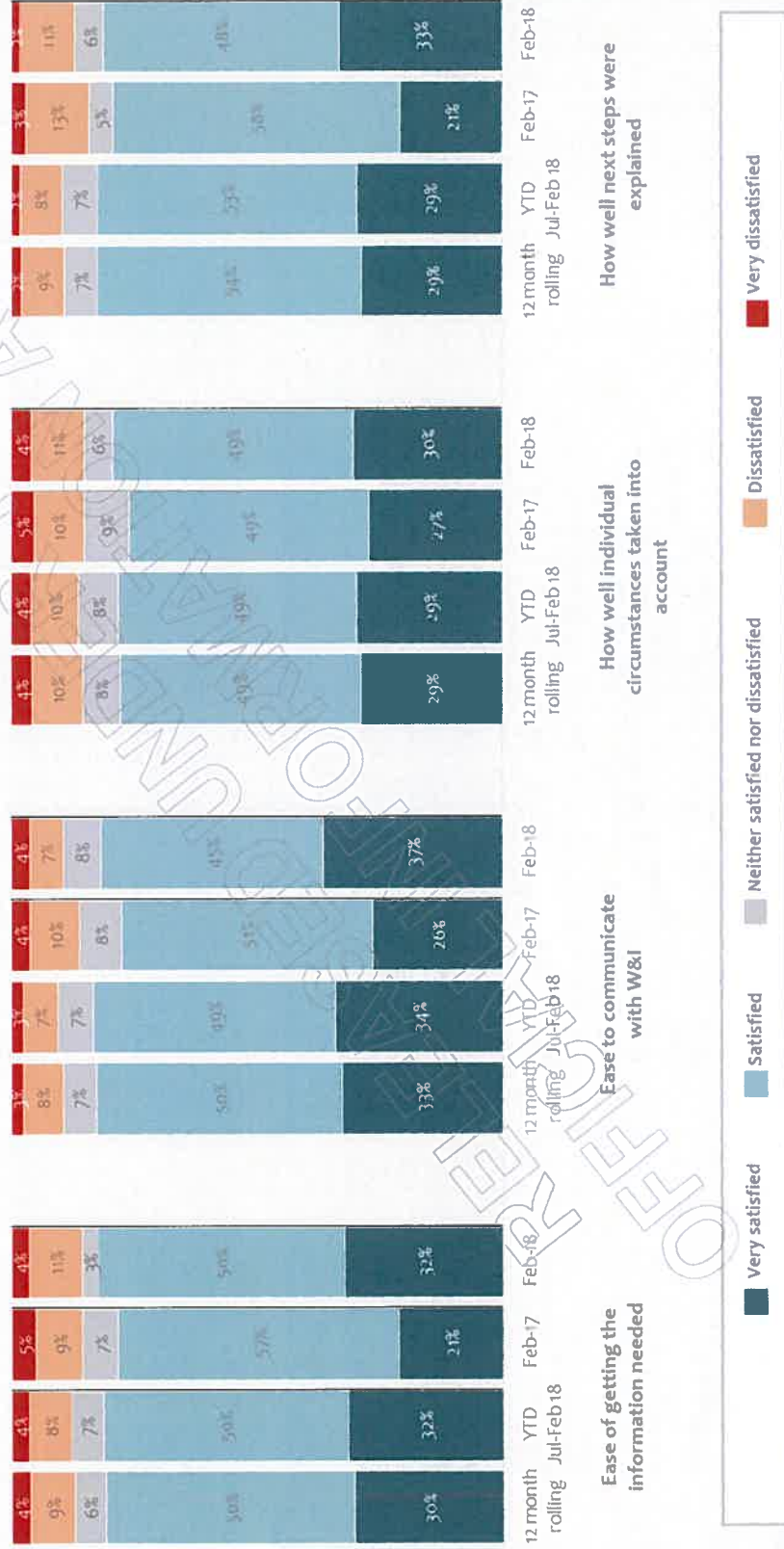
Overall rating of experience - individual contact centre rolling three month average



*significantly different from the previous rolling three months.
 Source: Q3a: Thinking about all aspects of your most recent call to a Work and Income 0800 number, overall how do you feel about your experience?
 Base: All clients who've called a Work and Income 0800 number in the last four weeks, approximately n= 132 per region. %s exclude don't know.



Rating of individual aspects of Contact Centre experience



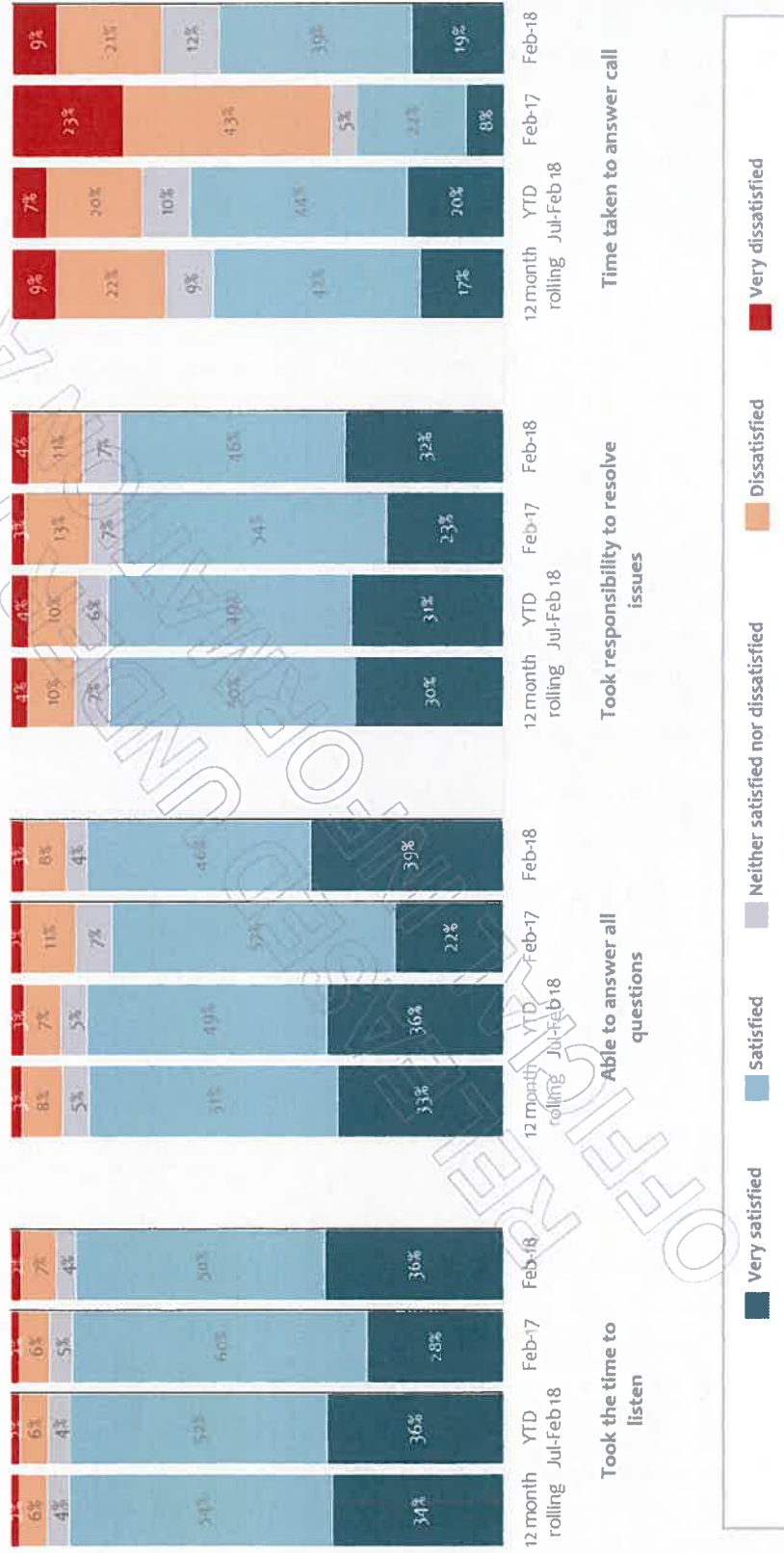
Source: Q4i
Base: All clients who've called a Work and Income 0800 number, n=220 per month. %s exclude don't know.



Rating of individual aspects of Contact Centre experience



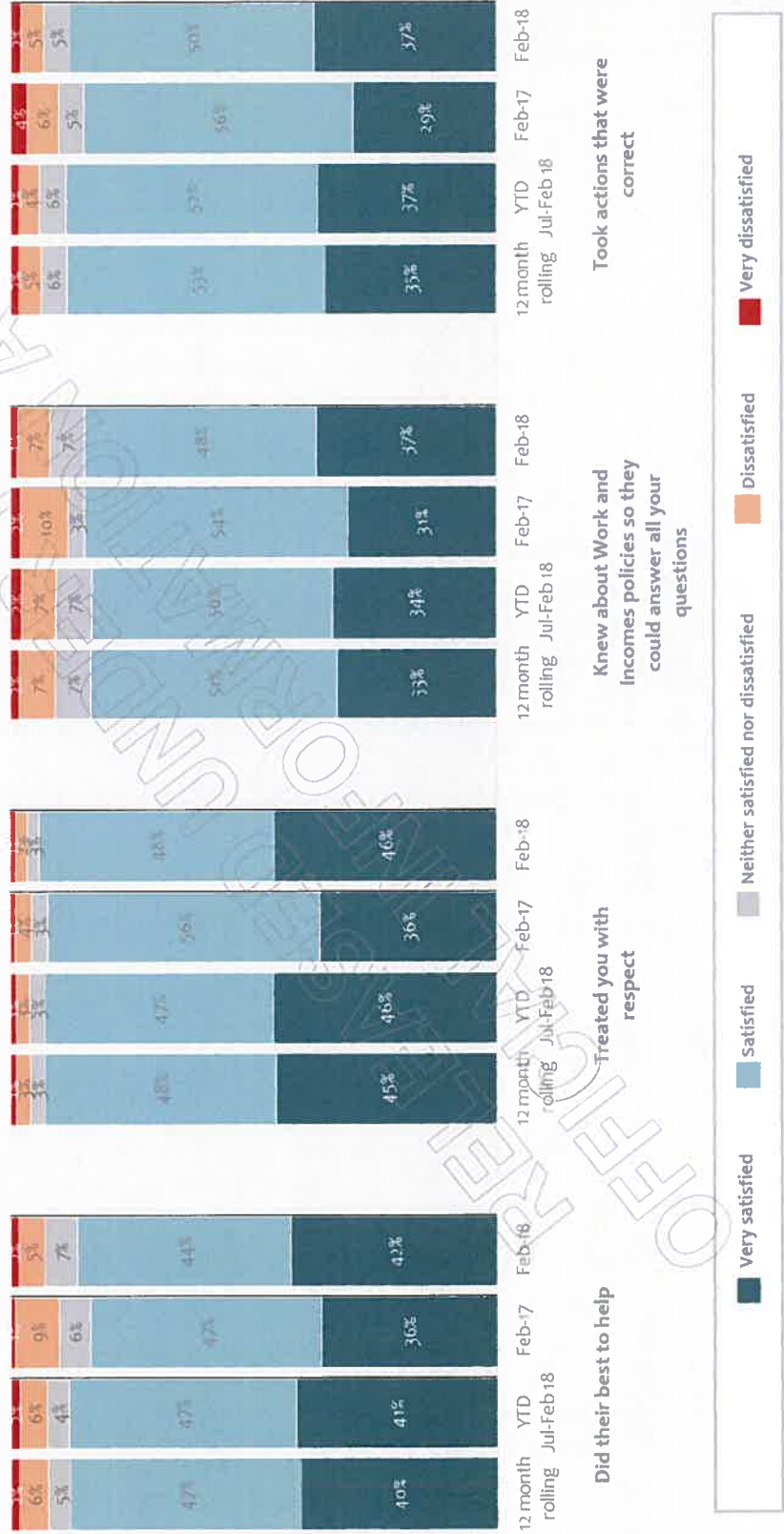
MINISTRY OF SOCIAL
DEVELOPMENT
Te Kaitiaki Take Kōwhiri
1862 372



Source: O6, Q7.
Base: All clients who've called a Work and Income 0800 number, n=220 per month. %s exclude don't know.



Rating of individual aspects of Contact Centre experience



Source: Q8
Base: All clients who've called a Work and Income 0800 number, n=220 per month. %s exclude don't know.



Positive experiences – Represents 77% of all experiences this month



Helpful

"It was the individual that I spoke to, she had my information to hand and they are well trained and could answer all my questions."

"The girl I spoke to was very friendly and she answered all my questions."

"I found out what I needed to quickly and easily, and the person I was talking to gave me information, more than I needed."

"They gave me the right information and steered me in the right direction of what to do."

"They helped me a lot and managed to fit my appointments together instead of two separate appointments, they really worked hard to help me."

Customer Service

"She was amazing. She was understanding, compassionate, and made me feel that everything was going to be ok."

"Their friendly manner and they listen, seem to know what they were doing."

"When I spoke to the gentleman he was very helpful and polite."

"They gave great customer service, and explained everything to my understanding."

"I always find everyone very pleasant - ready to listen - overall I get good help when I do talk to them."

Quick and easy

"It was very quick and to the point and sorted on the spot."

"Prompt service. Helpful and informative."

"That it was quick, easy, and information was given straight away- a very quick call."

"The person I talked to was very helpful and got it done quickly."

"They knew what to do straight away and they handled my call quickly."

"The person I dealt with was really informative. She made it feel like it was quick and easy."



Areas for improvement – Represents 12% of all experiences this month



Problem not resolved on the phone / No call back

"I called the emergency funding office for help. They said they would contact me within 24 hours. Didn't hear from them, rang again on the Thursday about 4 or 5 days later, and they said they would call me again within 24 hours, and didn't hear back from them until after the weekend."

"I spoke to someone who couldn't help me. She said someone else needed to help me. She would pass my query onto her and she would ring me back, and she never rang me back. So the second person was going to ring me back, so somehow it got lost in the system."

"Because she was going to call me back when she got me an appointment but she never called back."

"I rang them 4 times over two days for emergency health-related services and they never rang me back although they said they would, 4 people told me they would and none have."

Wrong / Inconsistent information

"The fact that there was a huge miscommunication within their internal department and the fact that in this call and consensus of my other calls the information given by the operators is unreliable when it comes to my benefit and inconsistent."

"The person I spoke to was nice enough but the problem was not solved. So IRD told me that I could have the \$90 reimbursed which is tax credit as it is not the end of the tax year.

And the guy that I spoke to worked in the Work and Income office after the earthquakes and he said it was easy enough to reimburse but the person on the phone said no."

When you go off the benefit and look for a job they aren't very helpful. The biggest thing is the 0800 and the case manager, they tell you different things and it has ended up costing a lot of money. Its not consistent.

Not helpful

"She didn't offer me any other assistance that I may be entitled to - just basically answered the question and that was it."

"They didn't update what they were meant to update and payments didn't come through."

"Their information wasn't clear - so we were trying to get a client number to apply for Super and the Superannuation Office told me to ring the IRD and the IRD said to ring the Superannuation Office."

"I think it was that she was not working with me on the situation... more or less she did not give me enough information to know that she would take care of it."

BASED UNDER THE
INFORMATION ACT

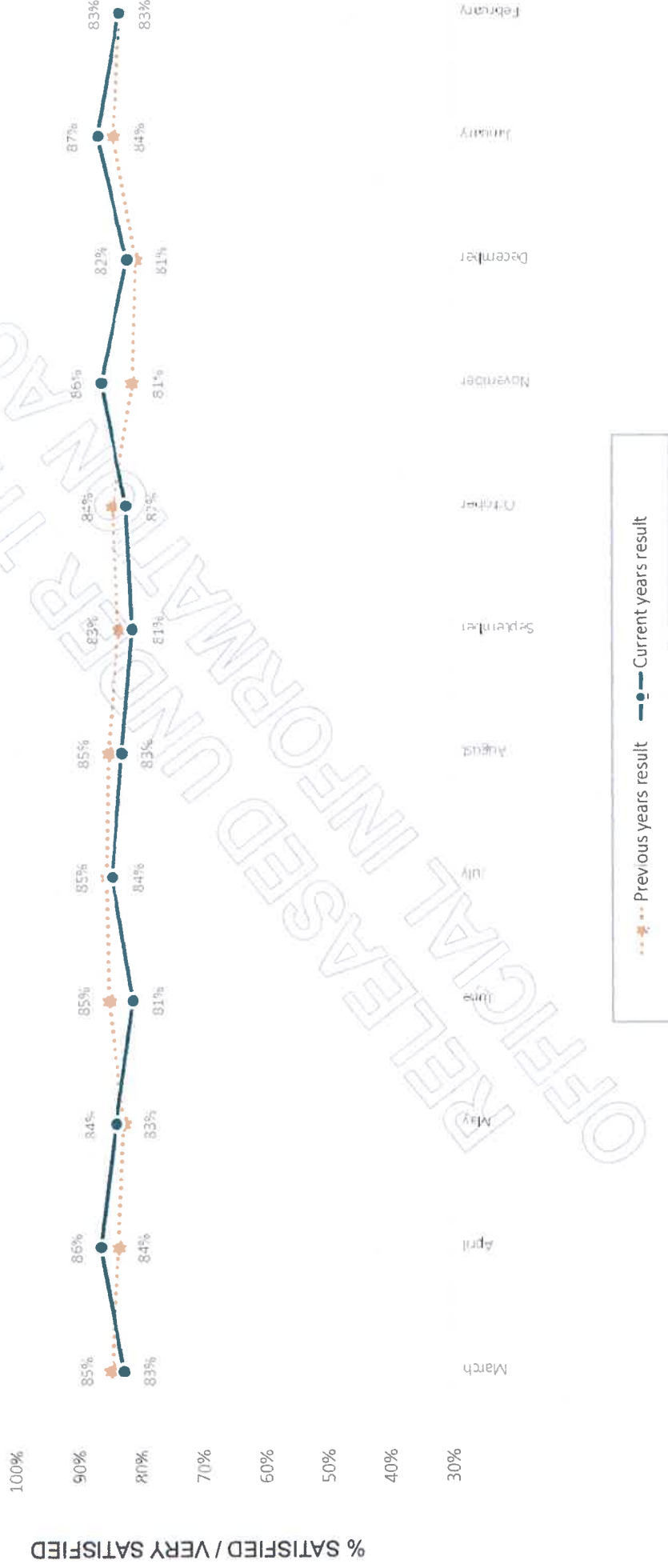
 | Frontline



Overall rating of experience: Frontline



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DEVELOPMENT
TE Minitaki Whakaitiaki



*significantly different from the previous month.

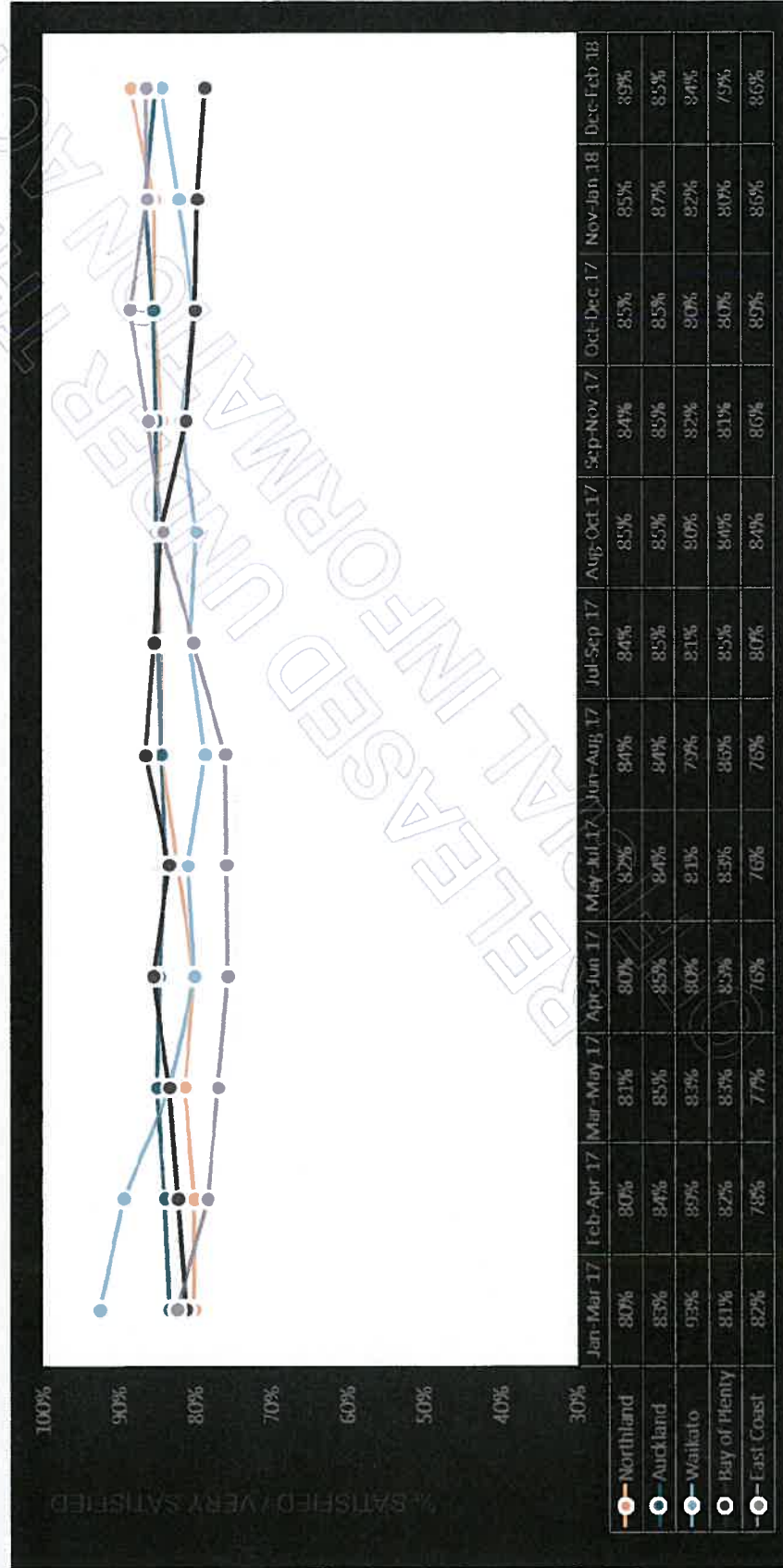
Source: Q3a1. Thinking about all aspects of your most recent [...meeting with a Work and Income Case Manager / contact with the staff you saw at Work and Income ...], overall how do you feel about your experience?
%s exclude don't know.



Overall rating of experience - individual region rolling three month average



MINISTRY OF SOCIAL DEVELOPMENT
 Te Mana o Te Whakawhanake Ora



*Significantly different from the previous rolling three months.

Source: Q3a1. Thinking about all aspects of your most recent [...] meeting with a Work and Income Case Manager / contact with the staff you saw at Work and Income [...], overall how do you feel about your experience?
 Respondents who've visited a Frontline office in the last four weeks, Auckland n=290 per three month roll, other regions n=96 per three month roll. %s exclude don't know.



Overall rating of experience - individual region rolling three month average



MINISTRY OF SOCIAL
DEVELOPMENT
TE PAHI KAITIAKI TAKE KŌWHIRI



*Significantly different from the previous rolling three months
 Source: Q3a. Thinking about all aspects of your most recent [...] meeting with a Work and Income Case Manager / contact with the staff you saw at Work and Income [...], overall how do you feel about your experience?
 88% of clients who've visited a Frontline office in the last four weeks, n=86 per three months roll. %s exclude don't know



Overall rating of experience - individual region 12 month rolling average

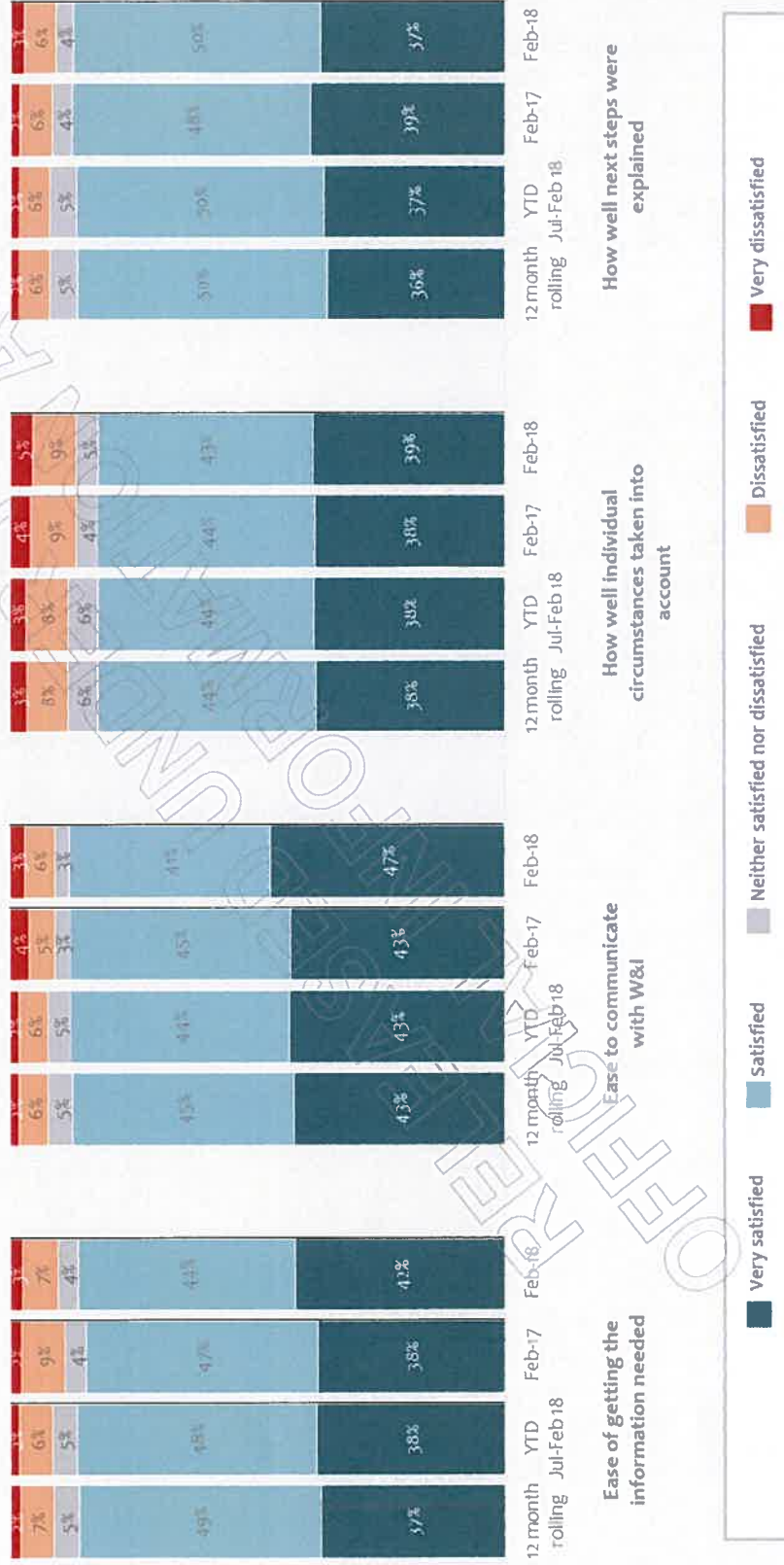
12 month rolling March 17 - Feb 18			
	Number of respondents (n=)	Total very satisfied / satisfied	KPI target
WI Frontline NZ Weighted	5085	84%	80%
Auckland	1153	85%	80%
Bay of Plenty	382	82%	80%
Canterbury	383	79%	80%
Central	383	87%	80%
East Coast	383	81%	80%
Nelson	383	84%	80%
Northland	385	85%	80%
Southern	383	85%	80%
Taranaki	383	80%	80%
Waikato	382	82%	80%
Wellington	382	84%	80%



Note: NZ base and percentages are weighted data; base and percentages by region are unweighted
 Source: Q3a: Thinking about all aspects of your most recent [...] meeting with a Work and Income Case Manager / contact with the staff you saw at Work and Income [...], overall how do you feel about your experience?
 Base: all clients who've visited a Frontline office in the last four weeks. %s exclude don't know.



Rating of individual aspects of Frontline experience



Source: Q41

Base: All clients who've visited a Frontline office in the last four weeks, n=417 per month. %s exclude don't know.



Rating of individual aspects of Frontline experience



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DEVELOPMENT
TE Kaitiaki Take Kōwhiri



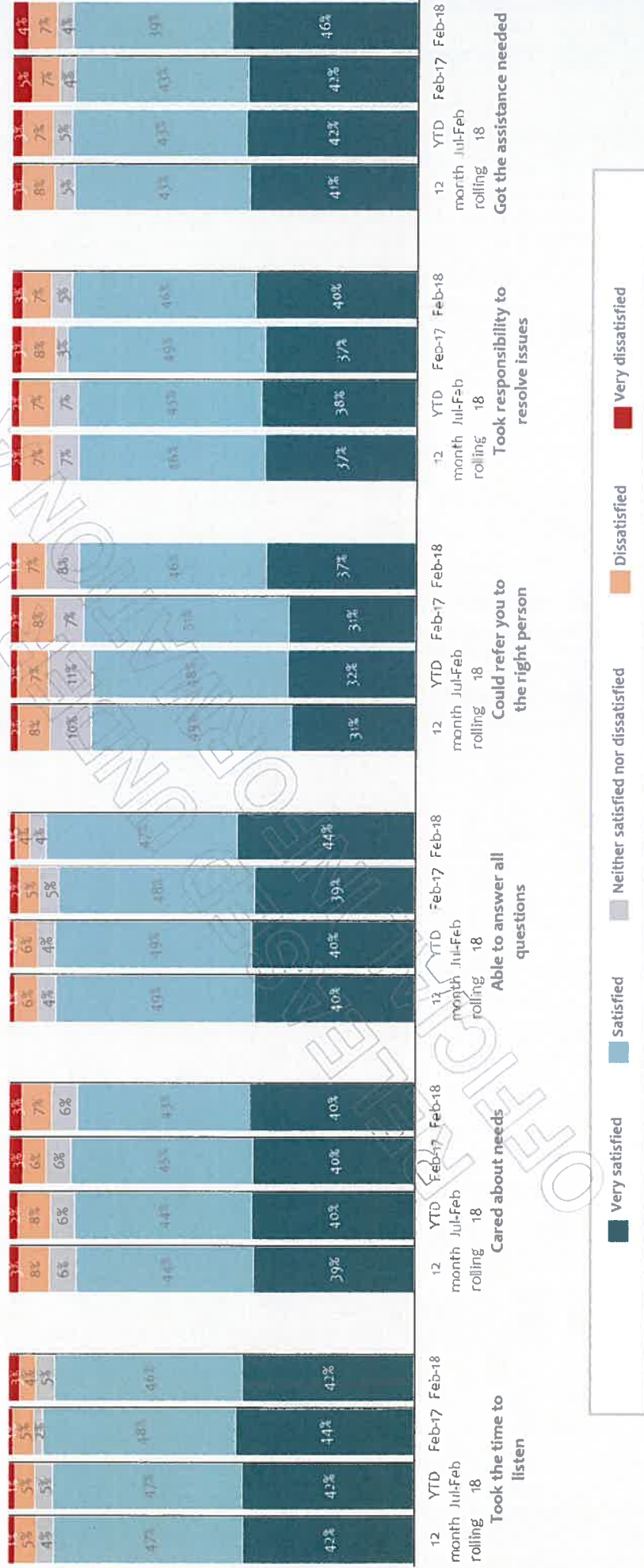
Source: Q6
Base: All clients who've visited a Frontline office in the last four weeks, n=417 per month. %s exclude don't know.



Rating of individual aspects of Frontline experience



MINISTRY OF SOCIAL DEVELOPMENT
TE HĀKATI MŌHIOHIO



Source: O7

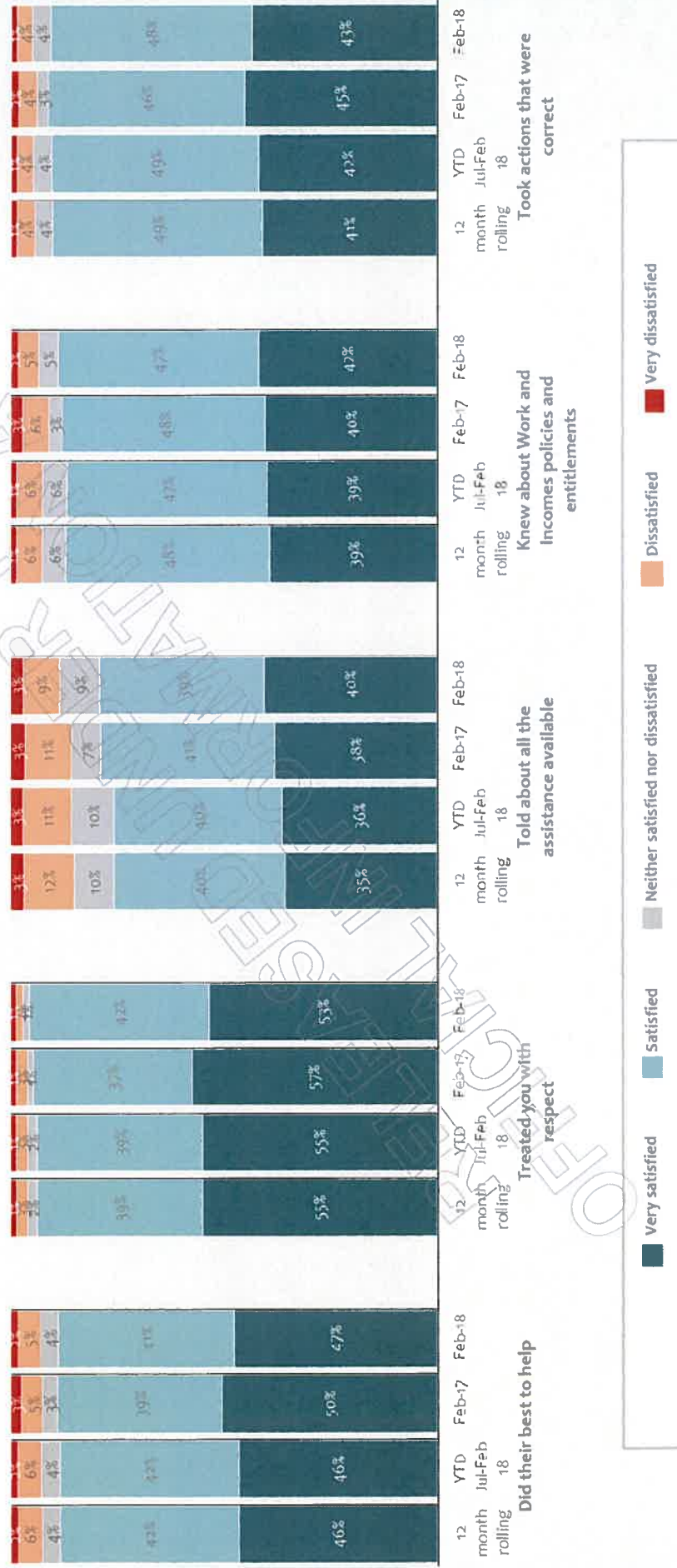
Base: All clients who've visited a Frontline office in the last four weeks, n=417 per month. %s exclude don't know



Rating of individual aspects of Frontline experience



MINISTRY OF SOCIAL DEVELOPMENT
Te Whakahiwhiri i te Ora



Source: Q8

Base: All clients who've visited a Frontline office in the last four weeks, n=417 per month. %s exclude don't know.



Positive experiences – Represents 83% of all experiences this month



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DEVELOPMENT
Lebanon's Wellbeing



Helpful / had all the information

"Just that I got the help I needed in my situation- they were very helpful."

"The lady I spoke with was very helpful and showed me step-by-step how to set up MSD and how to apply."

"Helping with suggestions for work and stuff like that."

"He was very helpful and he just tried everything that he could - he looked into everything."

"They provided all the information that I needed to know - they were really good."

"She was great, she gave us all the relevant information we needed and made sure that we were up to date with our CVs."

"Well they gave us plenty of information about how to apply for a benefit - it was very clear."

Understanding / Caring / Friendly

"That day I just found out that my cousin had passed away and she was really good to me."

"General demeanor of the staff members, attitude helpfulness and friendliness."

"She was very polite. She explained everything I did not understand and made me feel comfortable."

"Very friendly, answered any queries I had and I was very comfortable."

"The lady that I had was really helpful and nice and she has kept in contact while she is trying to find out what she can do for me."

"The way she was talking to me - she respected everything I was saying."

"Very kind and approachable and helpful."

Efficient / simple / straight-forward
"It was pretty straight-forward and I was pretty happy with everything."

"Just the quick and efficient service"

"Got the application processed quickly and everything was ok."

"For me personally it was the fact that we got through what I needed very quickly and was easily explained."

"Just there was no hassle. I had everything ready, it went through no problems at all."

"They were just very prompt and on time, you didn't have to sit round for 1/2 an hour and wait. They were very informative and they answered my queries and gave me all the information I needed."



Areas for improvement – Represents 12% of all experiences this month



MINISTRY OF SOCIAL
DEVELOPMENT
Te Rauwhākiata Rauwhākiata

“

Staff attitude

“The lady I was dealing with was rude and abrupt about my situation and she was not very compassionate. I didn't understand what she was saying because her English was quite poor and then the second lady that I dealt with was OK but a bit patronising.”

“Just ended up being a number not a person - that's my feelings on it.”

“The way they were approaching the help I was asking for, it felt like they were bullying us and taking advantage because I was young.”

“She challenged everything, treated me as if I was nothing and was incredibly rude.”

Timeliness

“We had to hand in some payslips before Christmas and they have only just sorted it out now for our accommodation supplement, so that has taken over a month.”

“I just felt that I got the run around since December last year - it has only been sorted this morning.”

Not helpful

“Just didn't offer what I could get / received no information.”

“It was just a lack of clear help or direction, my husband left me and I had no income at all and I felt I needed immediate help, I've still got no help.”

“I got no help at all, I was left to sit for an hour.”

“They couldn't help us at all out of our situation.”



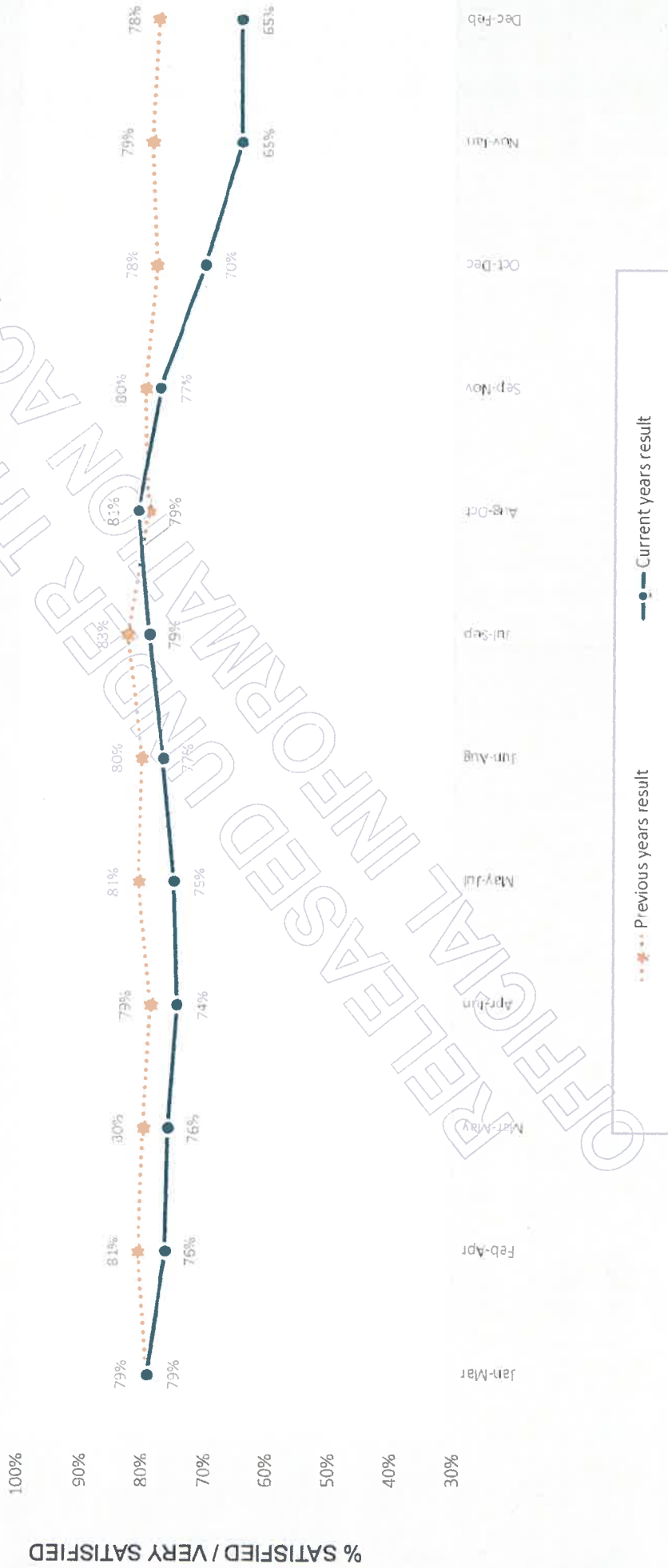
KEEP THE FLOW

OFFICE

 | MYMSD



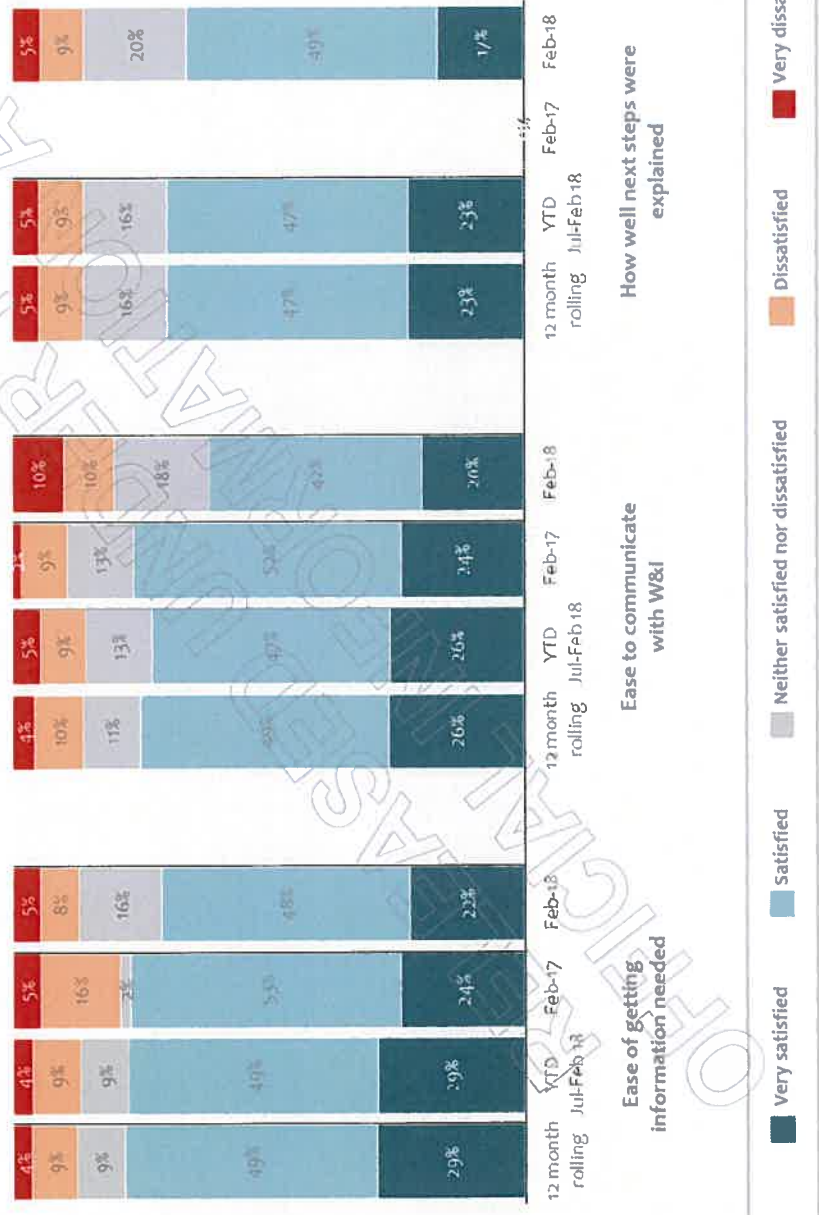
Overall rating of MyMSD experience – three month average



*significantly different from the previous month. NOTE: MyMSD first asked about in August 2016, in November 2017 My Account and My MSD were merged
Source: Q3a1. Thinking about all aspects of your most recent login to MyMSD/ My Account, overall how do you feel about your experience?
Base: All clients who used My MSD or My Account in the last 4 weeks. n=399 per rolling three month. %s exclude don't know.



Rating of individual aspects of MyMSD experience



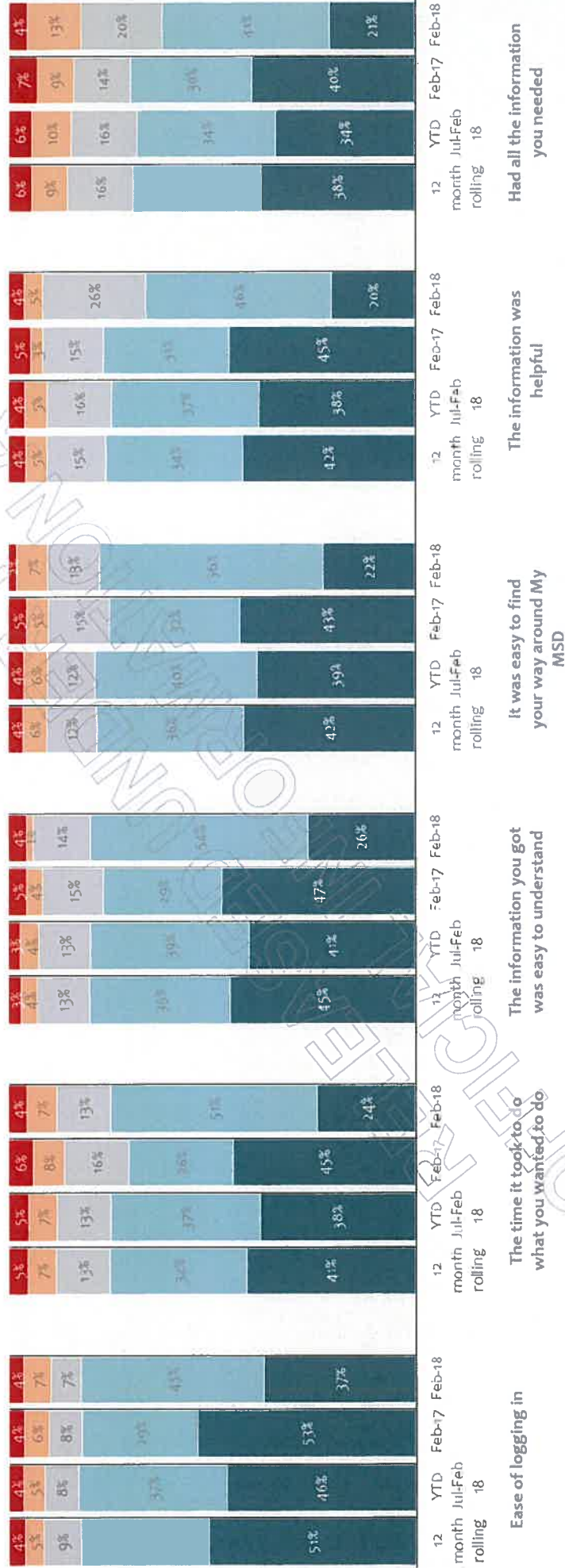
NOTE: MyMSD first asked about in August 2016, in November 2017 My Account and My MSD were merged
 Source: Q4
 Base: All clients who used My MSD or My Account in the last 4 weeks, n=133 per month. %s exclude don't know



Rating of individual aspects of MyMSD experience



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DEVELOPMENT
LEARNING THROUGH TOGETHERNESS



Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

NOTE: MyMSD first asked about in August 2016, in November 2017 My Account and My MSD were merged.

Source Q10

Base: All clients who used My MSD or My Account in the last 4 weeks, n=133 per month %s exclude don't know



Positive experiences – Represents 69% of all experiences this month



"I had no problem getting onto my personal account, easy to find out what is happening and whether I am expected to attend a meeting or seminar."

"Quickly able to check. No mail going missing. No waiting for hours for a call centre. Tells me exactly how long and the time of next appointment so reminder."

"Could easily find out the information I needed to."

"Quick and easy to inform WINZ of new contact details... didn't have to ring and waste their time or mine."

"Very clear and easy to understand user interface."

"Able to submit my re-application and make appointment so my benefit would not get cut off."

"I can keep up-to-date with all my Work and Income related business in one space."

"I personally find it to be very user friendly and straight forward. I think it is a great system and it definitely made my experience with WINZ a lot easier. It used to be so frustrating waiting 20-40 minutes to speak to someone on the phone or getting all of the correspondence via snail mail, just prolonging the whole process."

"It had all the information I needed. I also didn't have to make a trip into town - it was all done online and over the phone, much more convenient."

"It was easy to use and I was able to find out the information I was looking for quickly and easily."

"Was able to check my next due payment amount as Job Seeker support had expired and I would only be getting a part-payment."

"That I was able to send my documents in rather than driving an hour just to drop-off."



Areas for improvement – Represents 14% of all experiences this month



"I tried to book an appointment. The date was correct but I couldn't change the time from 9.30am as I work until 11am, I must have tried about ten times - it wouldn't change!

"Filling out form to apply for benefit. Can't fill out certain areas until IRD send my last 52 weeks of earnings. By time I get this information my application will have expired."

"Whenever I ring the call centre for something, they always tell me to log into MyMSD but when I do I can't make or do anything because it always says to ring the 0800 number which I end up waiting for up to 30 mins for. I can never apply for anything on MyMSD."

"When applying for or re-applying for sole parent support, you have to go through so many different tabs to get to the application. It's frustrating because there should be a specific tab for application or re application forms. Its not easily accessible so I had to call and be put through to tech support."

"I can't make appointments through MyMSD. When you want to apply for hardship, you have to make an appointment (which is usually 2 weeks later)."

"Had to exit and log on again five times to complete my change in income."

"My request has still not been responded to. Over a week since I applied for some urgent help and nothing. I do not ask for help very often, I appreciate the support but even a 'no we can't help' would be better than no response."

"Old cancelled payments from over 2 weeks ago are still showing. Never received email notifications when there are new letters to read online. Cannot book appointments online. Reported this to the online support team who escalated it to the IT team to have it fixed but no response after two weeks."



DEPARTMENT FOR INTERNATIONAL TRADE

MINISTRY OF SOCIAL DEVELOPMENT



Trust and confidence and contact resolution



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AN ACTIVITY OF THE STATE



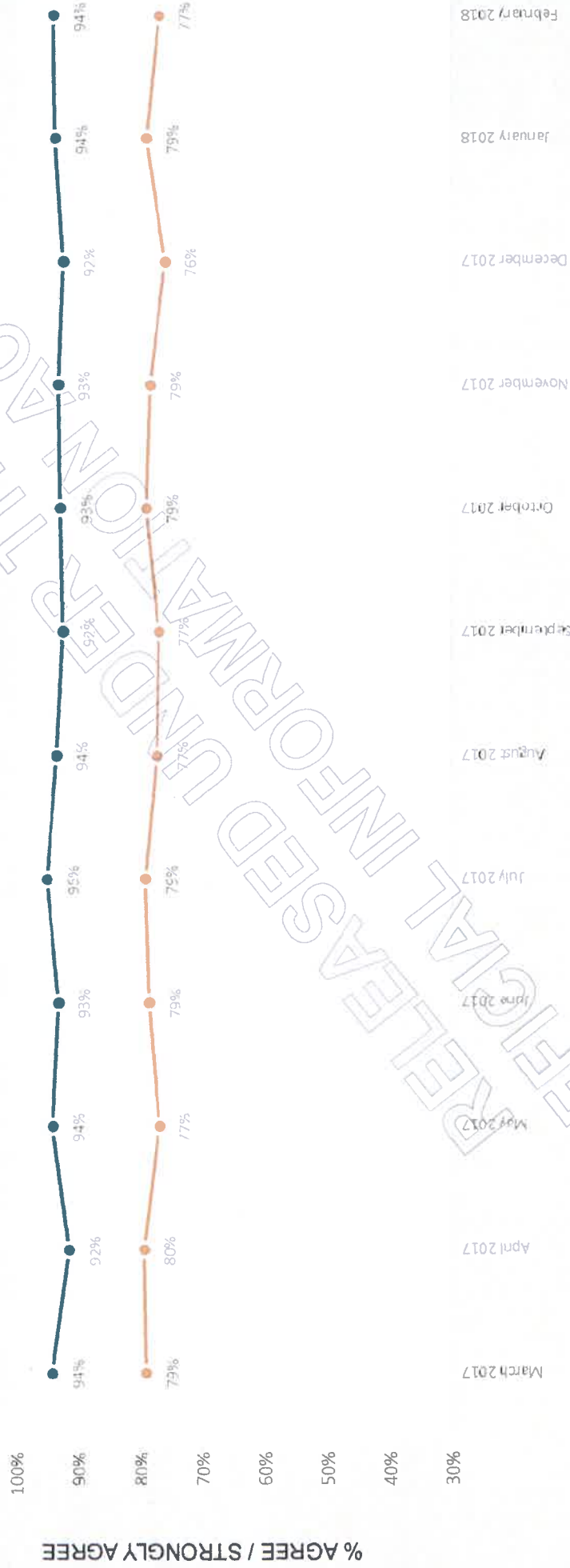
COLMAR BRUNTON
A UK Style Intelligence Solutions Company



Trust and confidence module



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Te Kaitiaki Take Kōwhiri



●— Overall trust in Work and Income*
 ●— Feeling safe and secure on most recent visit to a W&I office**

*Significantly different from the previous month.

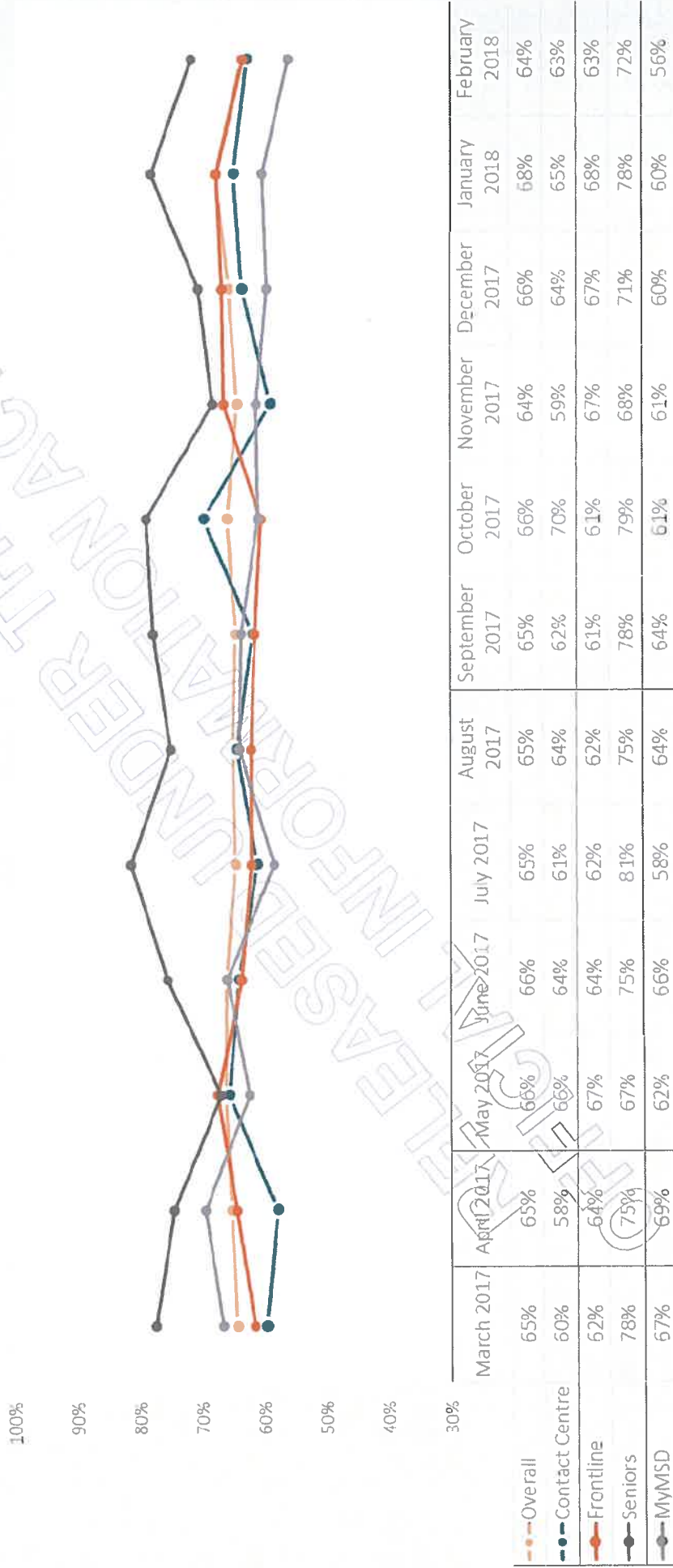
Source: Q11ai and Q11ai.

Base: *Q11ai asked to frontline clients only (both senior and working aged), n=550 per month. **Q11ai asked to all clients, n=833 per month. %s exclude don't know.



Contact resolution

% ABLE TO RESOLVE ISSUE ON FIRST CONTACT



*significantly different from the previous month.
 Source: Source Q20.
 Base: Overall service delivery n=933, Contact Centre n=220, Frontline n=417, Seniors combined n=163. Excludes don't know.

**FOR FURTHER
INFORMATION PLEASE
CONTACT:**

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IMPORTANT INFORMATION

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Confidentiality

Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

Research Information

Article 25 of the Research Association NZ Code states:

- a. The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
- b. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
- c. They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

Publication of a Research Project

Article 31 of the Research Association NZ Code states:

Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:

- a. Refuse permission for their name to be quoted in connection with the published findings
- b. Publish the appropriate details of the project
- c. Correct any misleading aspects of the published presentation of the findings

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Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a Colmar Brunton document. The authorised original of all electronic copies and hard copies derived from these are to be retained by Colmar Brunton.

Colmar Brunton™ New Zealand is certified to International Standard ISO 20252 (2012). This project will be/have been completed in compliance with this International Standard.



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