



Dear [REDACTED]

On 9 July 2019, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982, the following information:

- *the results/details of the pilot survey study that MSD has been undertaking to get feedback from its clients*
- *this should include a copy of the survey that clients are asked to respond to, the overall results and any analysis of those results.*

The Ministry recognises that asking clients about their experience with us is crucial to meeting our clients' needs and the Ministry's strategic goals. These surveys will give thousands of clients a day the chance to tell us how we are doing. This is a big shift from our previous approach to measuring client satisfaction where we sent less than 1,000 surveys a month, anywhere between two and 6 weeks after their last interaction with us.

The Ministry began the pilot of the surveys on January 17th, 2019. Clients who visited one of eight service centres or called one of two contact centres were sent an invitation to a survey the day after they spoke to us. We started on a smaller scale while we tested the surveys with clients and staff. This allowed us to bring the client voice in to the design of the survey, from the design of the introduction, question wording and the look and feel of the survey.

Results for this period were positive, however the Ministry is aware that this was a small portion of its clients and expects that the numbers will fall as we survey a better cross-section of our clients. From January to June, clients received 105,139 survey invitations and the Ministry received 11,101 responses. This gave a response rate of 10.6% which is in line with similar surveys run by other organisations. During this period, we also had an overall Client Experience Score of 8.4 (scored out of 10) and Net Trust Score (NTS) (clients' trust in the Ministry) of 41 (Score ranges from -100 to 100).

Please find enclosed the following documents:

- Appendix 1: All questions – aggregated results 17 January and 30 June 2019
- A copy of the Heartbeat survey flow and format examples.

It is important to note that the results from the testing period were based on a small and limited sample of clients, this means that the results do not represent our whole client population and do not give us a representative baseline. The results from this initial period can be considered indicative only at this stage. There are good reasons we haven't included some clients in the survey. For example, if we have a note on file that a client might be in a situation where they are at risk of domestic violence, we

don't want to potentially jeopardise their safety by sending them a survey that indicates they have been in touch with the Ministry. The primary purpose of test period was to ensure that the IT system was working properly, and we were getting feedback from our clients. The Client Experience team will continue to develop and improve the survey to include more client's groups and types of interactions with the Ministry. For example, on July 2019 we began a rollout of surveys to clients that have had multiple interactions in a single day. The intention of the project is to now begin to set a baseline and to inform future service improvements.

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/details from the Client Experience Survey, 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



Matt McLay
Group General Manager
Client Experience and Service Design, Service Delivery

Appendix 1: All questions – aggregated results 17 January to 30 June 2019

Category	Question	Overall Score	Response Volume
		Out of 10	
Client Experience	How was your experience with the person you spoke with?	8.4	11,100
		-100 to 100	
Net Trust	How much trust do you have in the Ministry of Social Development	41	11,100
		Out of 10	
Contact Resolution	Did you get what you needed from this particular contact?	8.5	11,100
EMPATHY BANK	How would you rate this experience on the following?	Out of 5	
Empathy Question	I was treated with respect	4.7	11,100
Empathy Question	I felt listened to	4.5	1,979
Empathy Question	They took the time to understand my situation	4.5	1,801
Empathy Question	They were sensitive to my needs	4.5	1,637
Empathy Question	I felt like I mattered	4.4	1,513
Empathy Question	I trust them to do the best they can for me	4.3	1,468
Empathy Question	I felt welcomed	4.5	1,558
Empathy Question	I am confident they will do what they say	4.4	1,143
SERVICE BANK	And how would you rate your experience on the following?	Out of 5	
Service Question	It was easy and straightforward	4.3	11,100
Service Question	The time I had to wait was reasonable	3.6	1,489
Service Question	It helped me towards reaching my goals	4.2	1,362
Service Question	I am clear on what the next steps are	4.4	1,254
Service Question	The process was clearly explained to me	4.4	1,159
Service Question	I received consistent advice	4.3	1,286
Service Question	I got all the information I needed	4.3	1,180
Service Question	I understand the information I was given	4.6	1,127
Service Question	All my options were clearly explained	4.4	1,200
Service Question	My rights were clearly explained	4.3	1,043

Notes:

- The volumes for the Empathy Bank and Service Bank questions are lower than the overall response volume, this is because these two banks of questions are run in cycles. Each survey will present two questions from these banks for the client to answer. One question from each of these banks is always asked, from the empathy bank clients are always asked the “treated with respect” question, from the service bank clients are always asked the “easy and straightforward” question.
- What this does not tell us:
 - There are a number of changes that Heartbeat needs to make before these would more accurately reflect our clients’ opinions.
 - Results from the pilot phase do not include clients who have interacted with us more than once during the day. This means that clients that are calling multiple times or calling and then being asked to come into a service centre on the same day were not being asked for feedback.
 - We are also not yet surveying certain client groups until we are confident that we can make the survey as user friendly as possible and to avoid causing unnecessary stress to clients who might not be able to complete the survey but wish to give feedback. For example, non-English speaking clients are excluded until the survey is able to be translated in to other frequently used languages.



Heartbeat survey flow and format examples

SINGLE INTERACTIONS

This document gives a representation of the Heartbeat survey process from a client perspective.

Please note:

The final look and flow of the survey itself may change from publication of this document and may differ from the final product.

Change tracking:

02-08-19: Powerpoint version created from PDF ver 0.15, renamed to Ver 1.0

● Invitation Email on Desktop/Mobile.

Example for display purposes only.



From: Ministry of Social Development <noreply@surveys.msd.govt.nz>

Subject: How did we do?



Kia Ora Jane

You spoke with someone at Work and Income or Senior Services on Friday 18 December 2019. We are keen to know what you thought of our service.

The survey should only take a few minutes. It's up to you whether you answer it.

Your feedback will help us learn what we can do better for you and your whānau.

Ngā mihi

[Start Survey](#)

Note: If you have difficulty with the survey link above, please copy the URL shown below and paste it into your browser:

<https://ecol-na3.responsetek.com/collection/collection.aspx?guid=60a-4c1eefc3c0cf&LangID=1&rt=1>

The survey is available for the next five days (standard data charges will apply).

Please do not reply to this email address, as all responses go to an unattended mailbox and you will not receive a response. Instead, you can [contact us via our website](#).

Know more about this survey including [what we do with your information](#).

MSD will never ask you for information such as login details, PIN numbers or passwords by email.

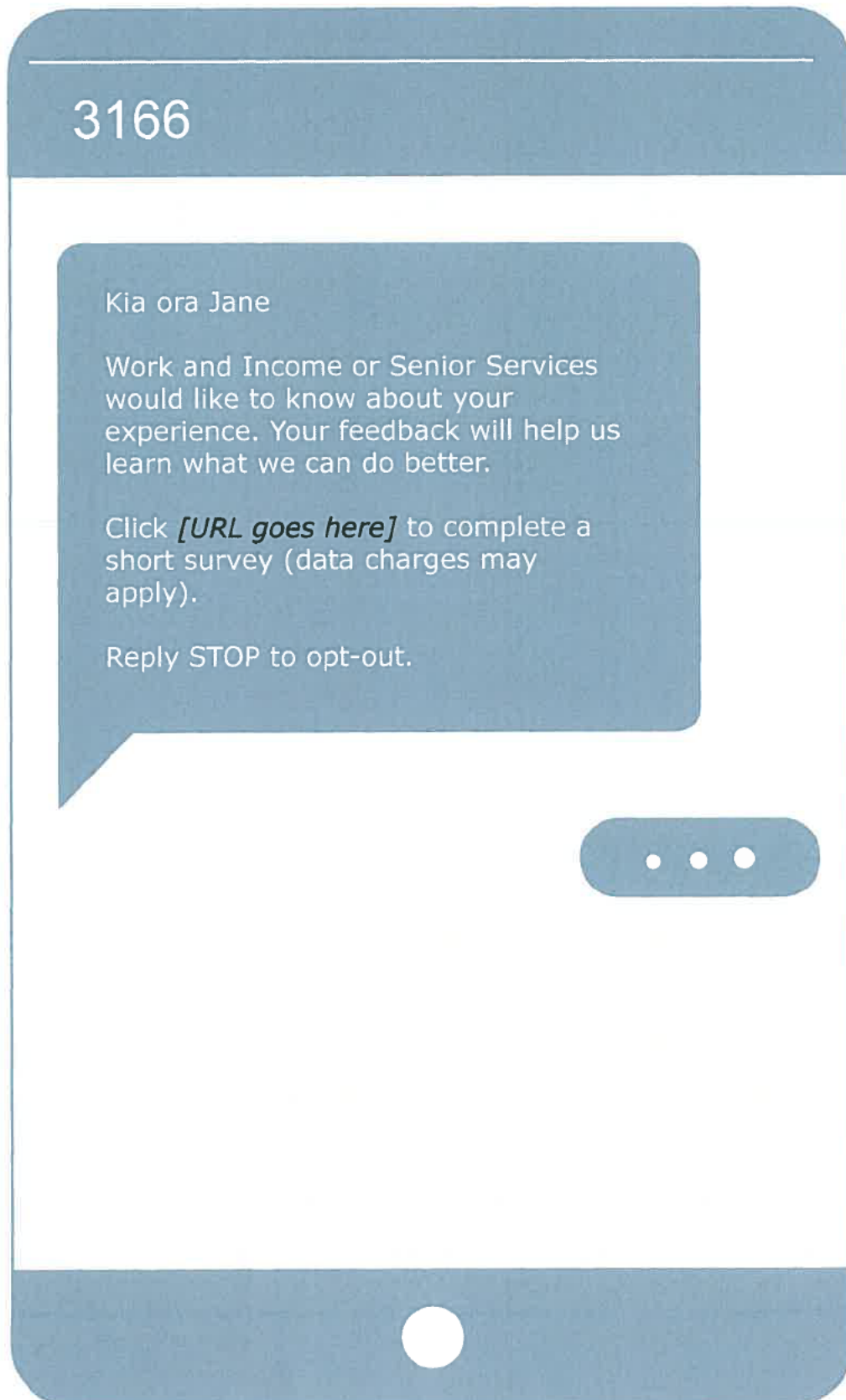
[Unsubscribe from these surveys from MSD about your experience](#).

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● Invitation Text Message on Mobile.

Example for display purposes only.



Examples of Survey Flow and Web Display

● Landing page



The screenshot shows a web browser window with a light blue header bar containing a close button (X) and window control icons. The main content area is white and features the Ministry of Social Development logo and name in the top left. The title 'Experience Survey' is centered. The text is organized into several paragraphs, followed by a prominent 'Start Survey' button. At the bottom, there are links for 'Privacy' and 'Powered by ResponseTek'.

 **MINISTRY OF SOCIAL DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Experience Survey

Kia ora Jane

Thanks for taking this chance to tell us about your experience with Work and Income or Senior Services on [DATE].

What you think about our service is important, whether it was good, bad, or just OK.

Your feedback will help improve our services, systems and the way we work with clients, whānau, and communities. It will also be used by your local office or contact centre, but your name will not be included. The survey team may get in touch to ask you more.

The survey should only take a few minutes. It's up to you whether you answer it.

If you want to tell us about changes, like your address, relationship or work situation, don't tell us here - please use MyMSD or call us.

Know more about this survey including what we do with your information.

Ngā mihi

[Start Survey](#)

[Privacy](#)

Powered by  ResponseTek

● Question 1

MINISTRY OF SOCIAL DEVELOPMENT
TE MANATU WHAKAHIATO ORA

0 % Completed

1. How was your experience with the person you spoke with?

Not at all positive Completely positive

0 1 2 3 4 5 6 7 8 9 10

Reset Survey Next

Privacy ResponseTek

- **Question 2a:** If Q1 marked 0-7

The screenshot shows a web browser window with a survey interface. At the top left is the logo of the Ministry of Social Development, with the text "MINISTRY OF SOCIAL DEVELOPMENT" and "TE MANATŪ WHAKAHIATO ORA" below it. A progress bar indicates "28 % Completed". The question text is "2. What could this person have done to make this a better experience for you?". Below the question is a large, empty text input field. At the bottom right, there are three buttons: "Back", "Reset Survey", and "Next". At the bottom left, there is a "Privacy" link. At the bottom right, there is a "Powered by" logo for "ResponseTek".

- **Question 2b:** If Q1 marked 8-10

The screenshot shows a web browser window with a survey interface. At the top left is the logo of the Ministry of Social Development, with the text "MINISTRY OF SOCIAL DEVELOPMENT" and "TE MANATŪ WHAKAHIATO ORA" below it. A progress bar indicates "28 % Completed". The question text is "2. What did this person do that made this a positive experience?". Below the question is a large, empty text input field. At the bottom right, there are three buttons: "Back", "Reset Survey", and "Next". At the bottom left, there is a "Privacy" link. At the bottom right, there is a "Powered by" logo for "ResponseTek".

● Question 3 - 4

MINISTRY OF SOCIAL DEVELOPMENT
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42 % Completed

3. How would you rate your experience on the following?

I was treated with respect

1 Not at all 2 3 4 5 Completely Not applicable

4. And how would you rate your experience on the following?

I felt listened to

1 Not at all 2 3 4 5 Completely Not applicable

Add Comment

Back Reset Survey Next

Privacy

ResponseTek

'I was treated with respect' is always asked, then one other question is randomly selected from the following list.

- I felt listened to
- They took the time to understand my situation
- They were sensitive to my situation and needs
- I felt like I mattered
- I trust them to do the best they can for me
- I felt welcomed
- I am confident they will do what they say

● Question 5 - 6

MINISTRY OF SOCIAL DEVELOPMENT
TE HANATU WHAKAHIATO ORA

57 % Completed

5. And how would you rate your experience on the following?

It was easy and straightforward

1 Not at all 2 3 4 5 Completely Not applicable

6. And how would you rate your experience on the following?

The time I had to wait was reasonable

1 Not at all 2 3 4 5 Completely Not applicable

Add Comment

Back Reset Survey Next

Powered by ResponseTek

Privacy

The time I had to wait was reasonable

It helped me towards reaching my goals

I am clear on what the next steps are

The process was clearly explained to me

I received consistent advice

I got all the information I needed


I understand the information I was given

All my options were clearly explained

My rights were clearly explained

'It was easy and straightforward' is always asked, then one other question is randomly selected from the following list.

● Question 7 - 8 - 9

 **MINISTRY OF SOCIAL DEVELOPMENT**
TE MANATU WHAKAHIATO ORA

71 % Completed

7. Did you get what you needed from this particular contact?

Yes

No

Too early to tell

Don't know/Not applicable

8. How much trust do you have in the Ministry of Social Development (MSD)?

No trust at all Full trust




0 1 2 3 4 5 6 7 8 9 10

9. Please tell us more about why you feel this way?

Back Reset Survey Next

[Privacy](#) 

● Question 10



MINISTRY OF SOCIAL DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA

85 % Completed


10. Do you have any other feedback that you would like to share? You can provide this in the box below.

Please don't tell us about changes here. If you want to tell us about changes, like your address, relationship or work situation, the best thing to do is use [MyMSD](#) or you can [call us](#).

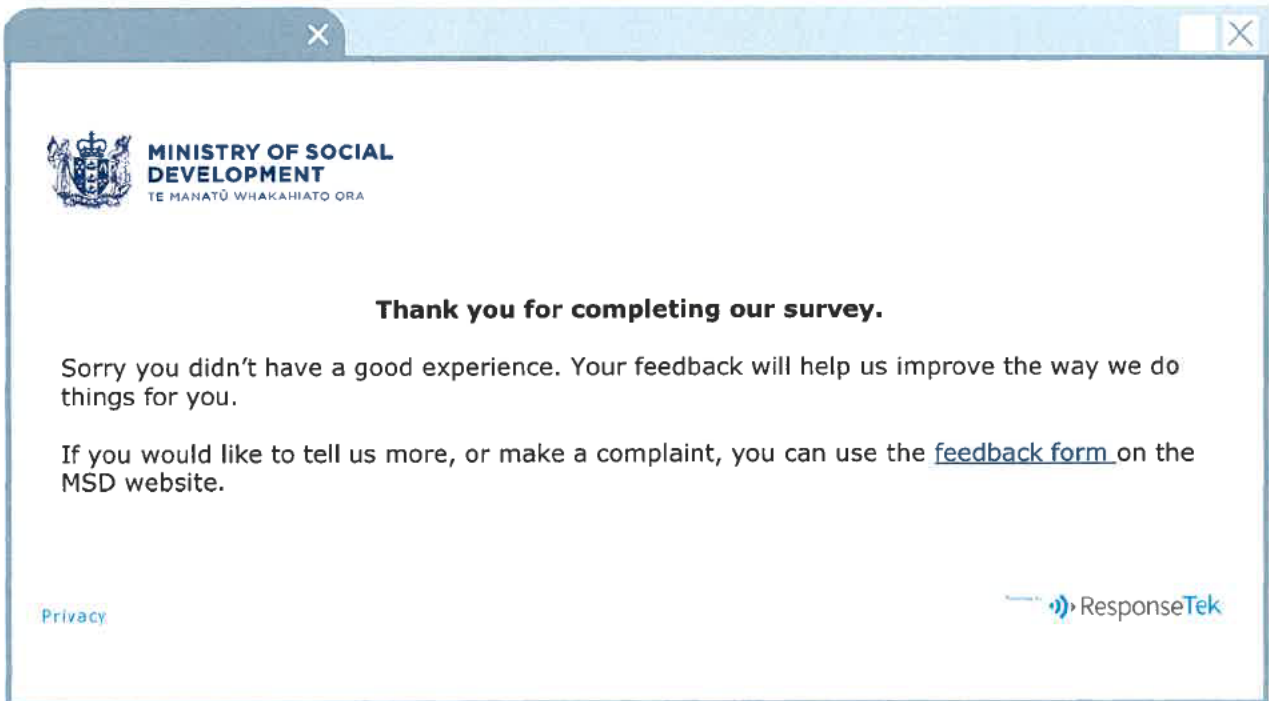
*You can check and change any comments which might identify you to your local site or contact centre by going **Back**.*

Click the **Submit** button to complete the survey.

Back Reset Survey Submit

[Privacy](#) Powered by  ResponseTek

- **Thank you page: If Q1 is 0-4**



- **Thank you page: If Q1 is 5-10**

