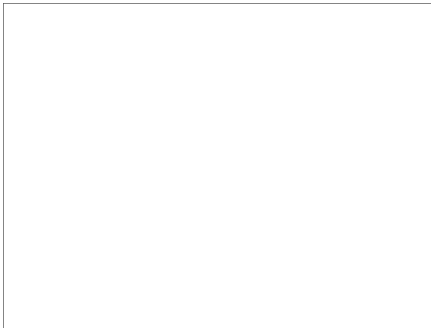




- 3 AUG 2016



On 9 June 2016 you emailed the Ministry requesting, under the Official Information Act 1982, a copy of the Student Satisfaction Monitor (SSM).

You will find enclosed a summarised version of the SSM which provides a monthly breakdown of overall satisfaction and service driver results for the 2015/16 fiscal year ending May 2016. The enclosed table also provides overall satisfaction and service driver percentages for the fiscal year to date (ending May 2016).

The SSM is a survey carried out by independent research company, Ipsos Limited to measure overall satisfaction with StudyLink's services. The survey is tailored towards students and is designed to gain insight across all services and contact channels.

As per the e-mail you received on 12 July 2016, the SSM is conducted online, with results and data delivered to the Ministry via an online dashboard. There is no standalone SSM report provided to the Ministry. Extracting information from the dashboard in its entirety would require substantial manual collation and as such, your request for a copy of the SSM is refused under section 18(f) of the Official Information Act. However in the interests of transparency, a summarised version of the results was collated for your information.

StudyLink are continuously looking for ways to improve their services and interactions with clients, part of that process included changing the way the SSM is conducted. As the preferred contact channel for the majority of students is via online services and as StudyLink operates primarily online, from July 2015 the SSM moved to an online survey. The online survey has replaced the telephone interview process and it now offers greater flexibility and allows students to complete the survey in their own time.

Each year 2,800 students, from a random sample who have had contact with StudyLink in the preceding 14 days, are surveyed and asked about their overall satisfaction as well as a series of service driver questions regarding:

- access to information
- interactions online and with staff
- understanding of entitlements and next steps required
- whether they were encouraged to only borrow what they need.

Annually, StudyLink aims to achieve an 85 per cent rating for overall satisfaction. For the fiscal year to date (ending May 2016), 87.2 per cent of surveyed students indicated that they were satisfied or very satisfied with the service they had received from StudyLink. Overall satisfaction results for those surveyed who had a Student Loan recorded in our system were 87.0 per cent.

For Student Loans specifically, students are asked whether they were encouraged by StudyLink to only borrow what they require. Results for the fiscal year to date confirm 80 per cent of students agree or strongly agree with that statement.

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 after ten working days. The Ministry will do this by publishing this letter 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.

I hope you find this information regarding student satisfaction helpful. You have the right to seek an investigation and review of my response by the Ombudsman, whose address for contact purposes is:

The Ombudsman  
Office of the Ombudsman  
PO Box 10-152  
Wellington 6143

Yours sincerely



Ruth Bound  
**Deputy Chief Executive, Service Delivery**

**Overall satisfaction percentages for the fiscal year to date (ending May 2016)**

<b>Percentage of surveyed students who were satisfied or very satisfied with the overall service they received the last time they had contact with StudyLink.</b>	<b>Jul-15</b>	<b>Aug-15</b>	<b>Sep-15</b>	<b>Oct-15</b>	<b>Nov-15</b>	<b>Dec-15</b>	<b>Jan-16</b>	<b>Feb-16</b>	<b>Mar-16</b>	<b>Apr-16</b>	<b>May-16</b>	<b>YTD End-May 16</b>
Total Satisfied	85.1%	90.0%	87.0%	87.8%	88.8%	92.9%	87.1%	86.4%	87.1%	85.5%	82.4%	87.2%
Student Loan*Total Satisfied	84.3%	90.7%	86.6%	87.5%	89.5%	92.0%	87.9%	85.5%	87.0%	85.6%	81.8%	87.0%

**Note**

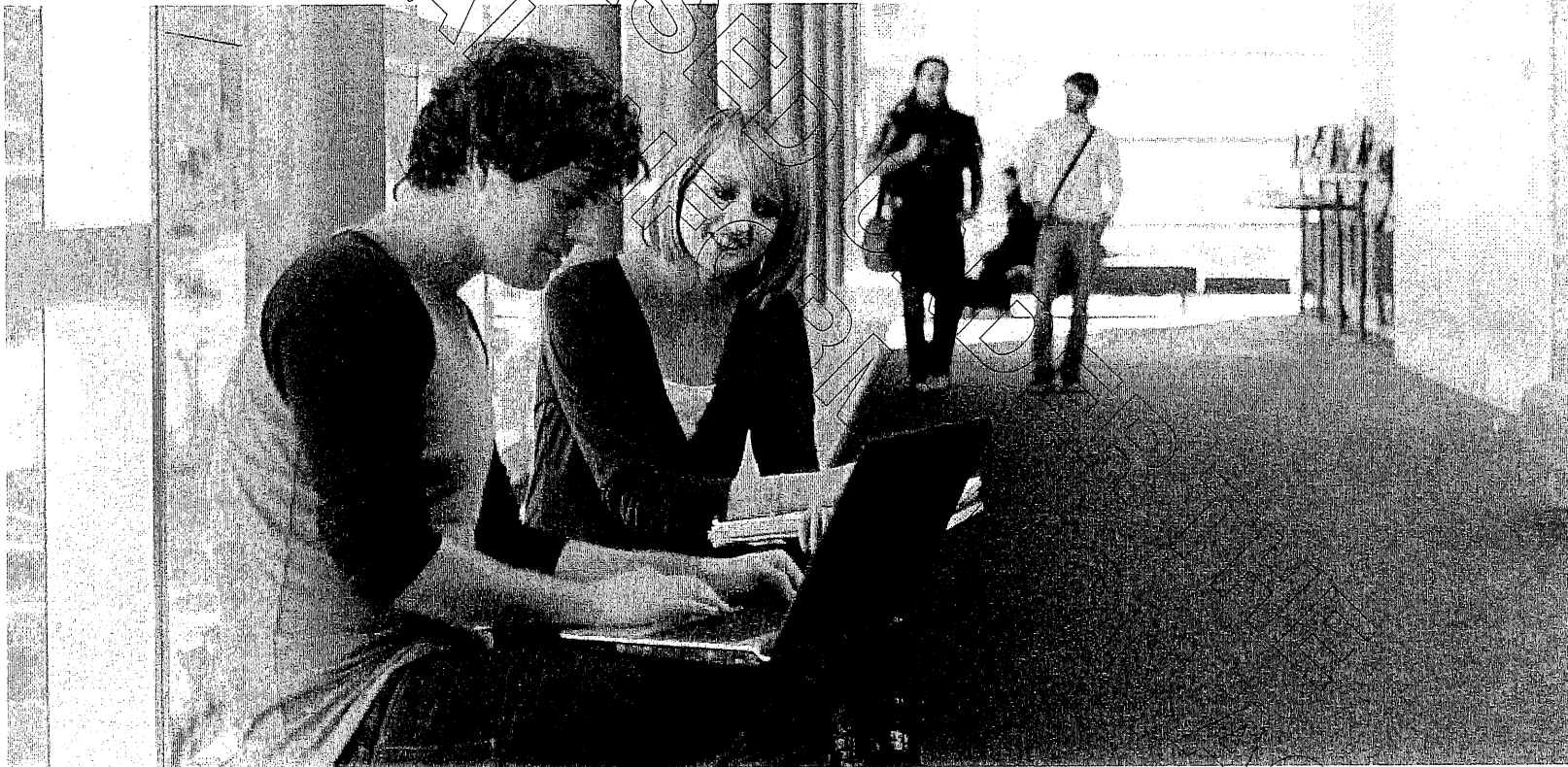
The percentage of surveyed students who had a Student Loan may also have other forms of assistance for example: Student Allowance or Jobseeker Support Student Hardship.

**Overall satisfaction and service driver percentages for the fiscal year to date (ending May 2016)**

<b>Percentage of surveyed students who agree or strongly agree that...</b>	<b>Jul-15</b>	<b>Aug-15</b>	<b>Sep-15</b>	<b>Oct-15</b>	<b>Nov-15</b>	<b>Dec-15</b>	<b>Jan-16</b>	<b>Feb-16</b>	<b>Mar-16</b>	<b>Apr-16</b>	<b>May-16</b>	<b>YTD End-May 16</b>
You were provided with a clear understanding of what you are entitled to from StudyLink.	75.6%	81.9%	78.5%	79.6%	83.2%	80.4%	81.7%	82.5%	81.5%	74.1%	77.0%	79.9%
If you are applying or have applied for a Student Loan, StudyLink encouraged you to only borrow what you need.	80.5%	72.9%	81.7%	79.8%	81.6%	83.5%	84.4%	84.4%	80.6%	78.0%	77.5%	80.6%
It is easy for you to get information from StudyLink.	81.9%	79.9%	77.4%	72.1%	79.0%	79.1%	72.4%	79.2%	75.5%	74.0%	72.1%	76.0%
StudyLink is easy to interact with online.	79.0%	80.0%	77.9%	74.2%	76.2%	81.9%	76.0%	79.4%	72.7%	78.4%	73.0%	76.6%
StudyLink staff are helpful, knowledgeable and professional.	78.0%	84.7%	84.8%	76.9%	82.5%	78.6%	80.2%	80.7%	80.6%	78.0%	82.1%	80.4%
The next steps you should take were clearly explained to you.	81.0%	82.7%	79.8%	80.8%	81.2%	83.4%	80.3%	85.6%	80.1%	72.3%	76.9%	80.3%

Prepared by Performance and Reporting | 19 June 2016

# STUDENT SATISFACTION MONITOR RESULTS





# PERFORMANCE MEASURE

Satisfaction with last contact



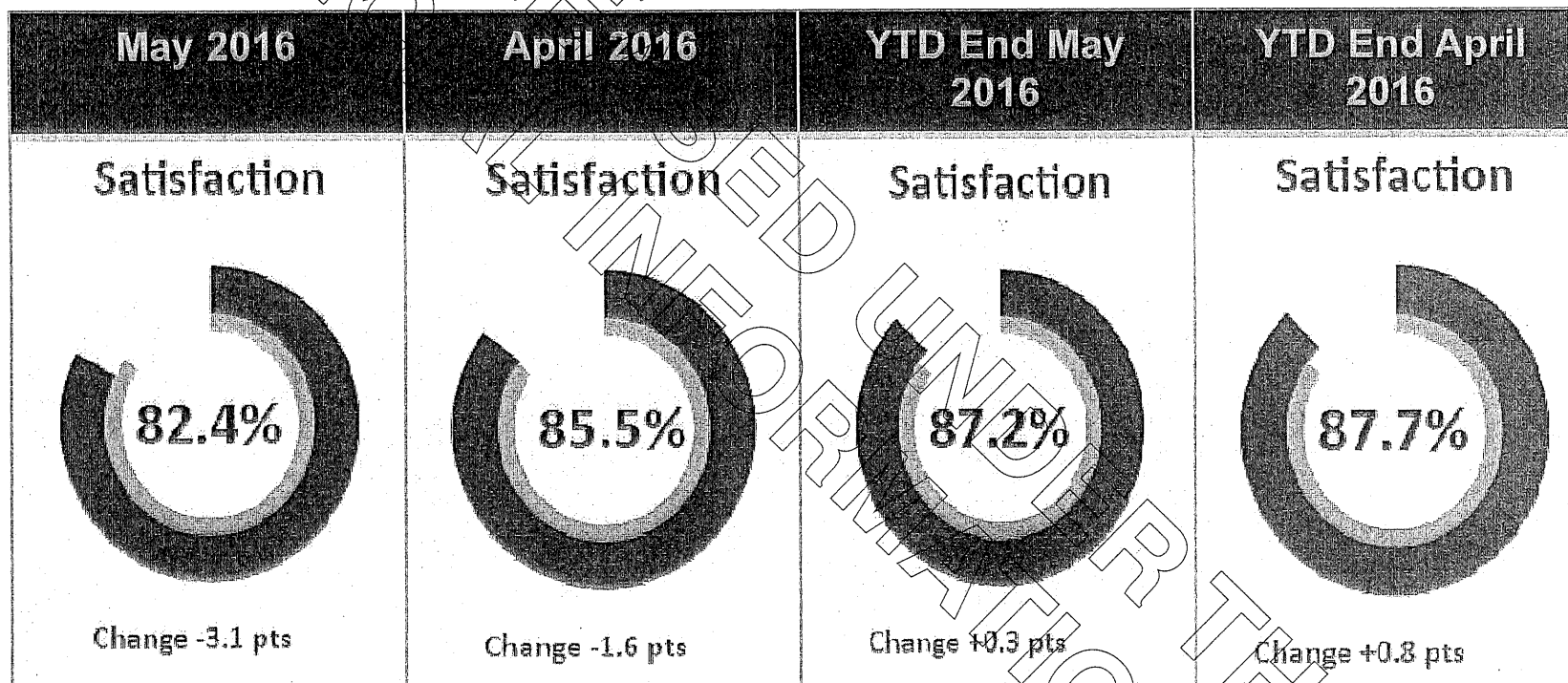
Student Satisfaction Monitor Results



# PERFORMANCE MEASURE

## Overall satisfaction

Overall, how satisfied are you with the service you received the LAST TIME you had contact with StudyLink?



'Change' is difference compared to the previous month or full fiscal year

- Green is target score of 85%.
- Blue is latest KPI from the tracker.

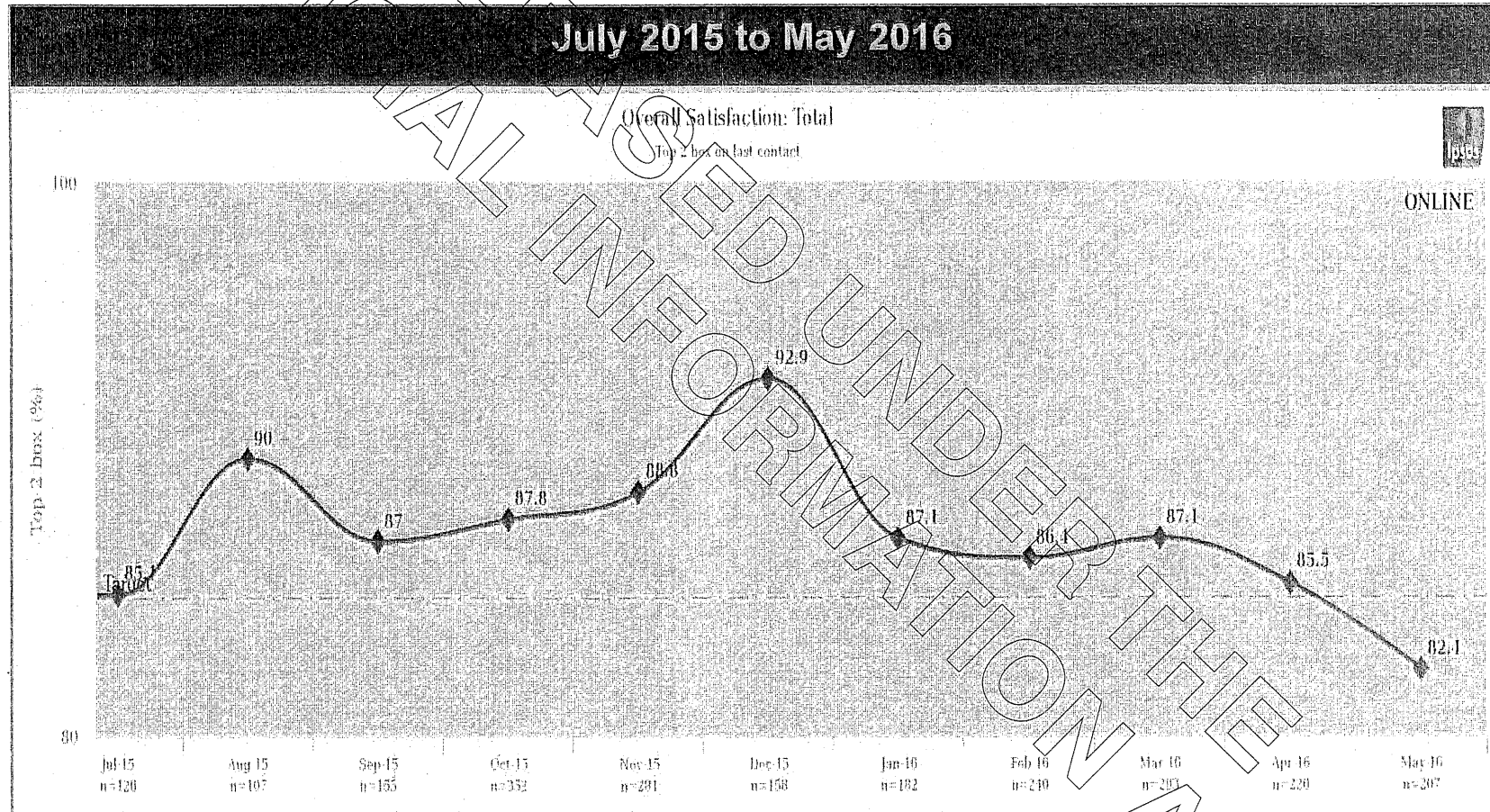


Student Satisfaction Monitor Results



# PERFORMANCE MEASURE

## Overall satisfaction



Student Satisfaction Monitor Results

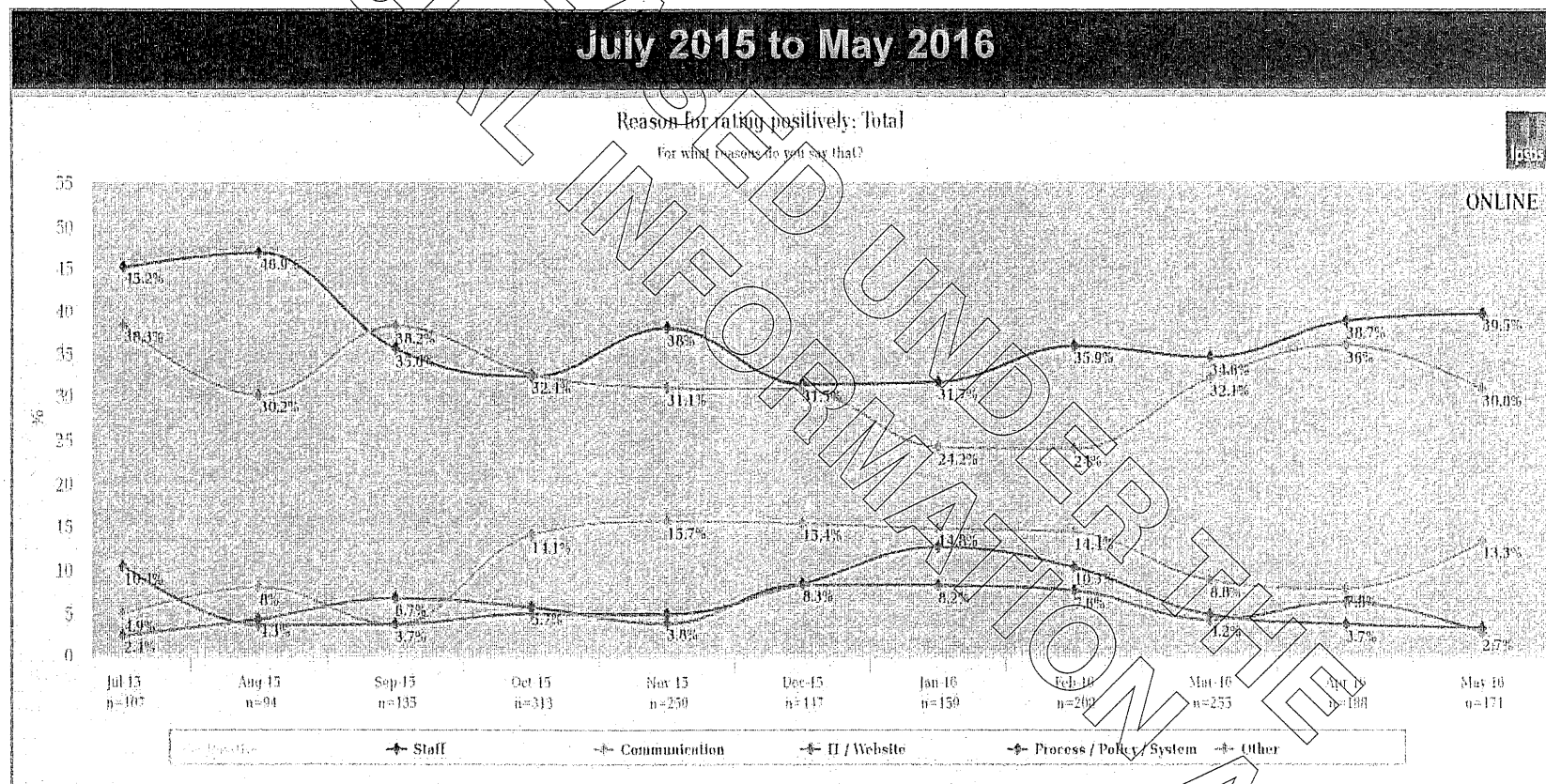
**STUDYLINK**  
Hoto Akoranga  
A service of the Ministry of Social Development



# PERFORMANCE MEASURE

## Reason for satisfaction

For what reasons do you say that you are satisfied with the service you received the LAST TIME you had contact with StudyLink?



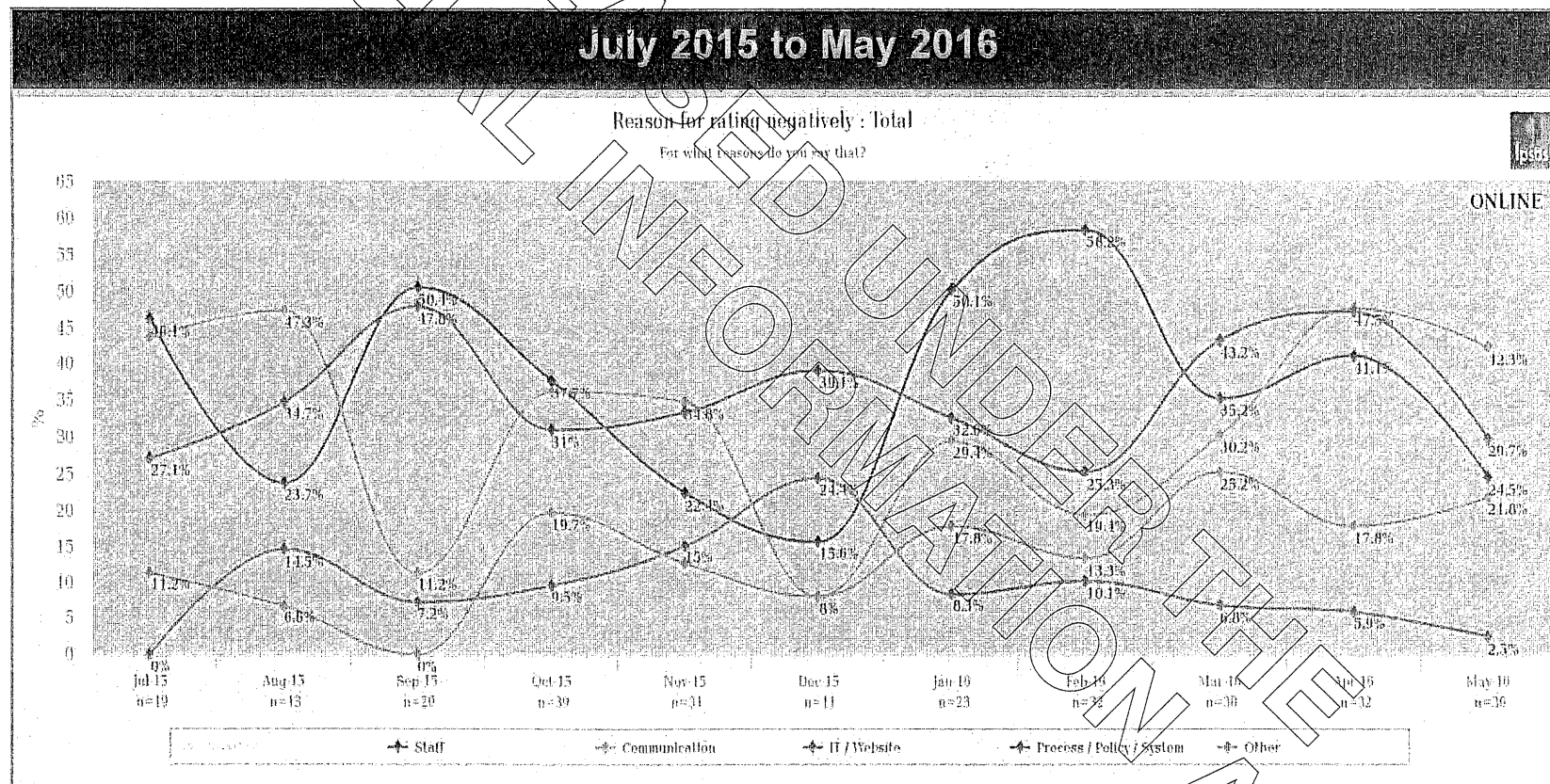
Student Satisfaction Monitor Results



# PERFORMANCE MEASURE

## Reason for dissatisfaction

For what reasons do you say that you are dissatisfied with the service you received the LAST TIME you had contact with StudyLink?



Student Satisfaction Monitor Results



**STUDYLINK**

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# SERVICE DRIVERS

Overall experience



Student Satisfaction Monitor Results



**STUDYLINK**

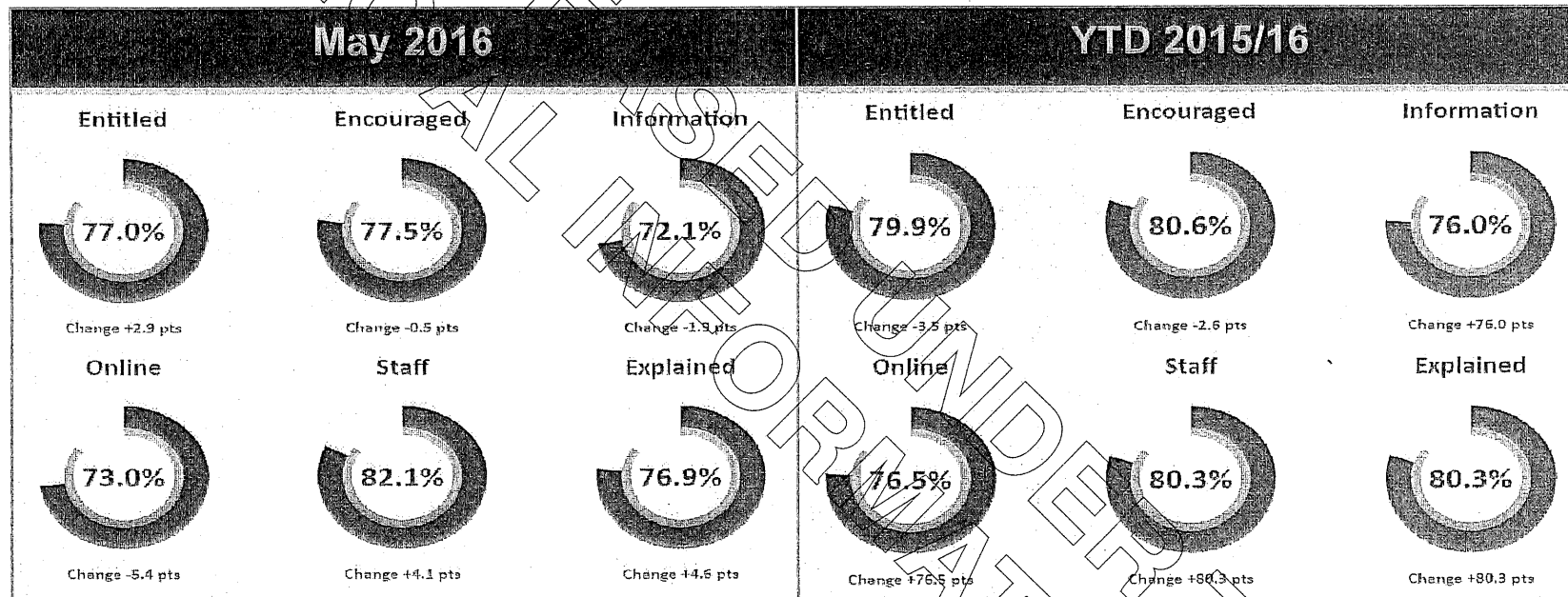
Hoto Akoranga

A service of the Ministry of Social Development

# SERVICE DRIVERS

## Overall experience

Thinking about your overall experience (not just your last contact), how much do you agree that...



### Key

**Entitled** – You were provided with a clear understanding of what you were entitled to from StudyLink.

**Encouraged** – If you were applying or have applied for a Student Loan, StudyLink encouraged you to only borrow what you need.

**Information\*** – It is easy for you to get information from StudyLink.

**Online\*** – StudyLink is easy to interact with online.

**Staff\*** – StudyLink staff are helpful, knowledgeable and professional.

**Explained\*** – The next steps you should take were clearly explained to you.

*\*these outcome measures were introduced from 1 July 2015 therefore there is no data available to compare to previous year to date period*

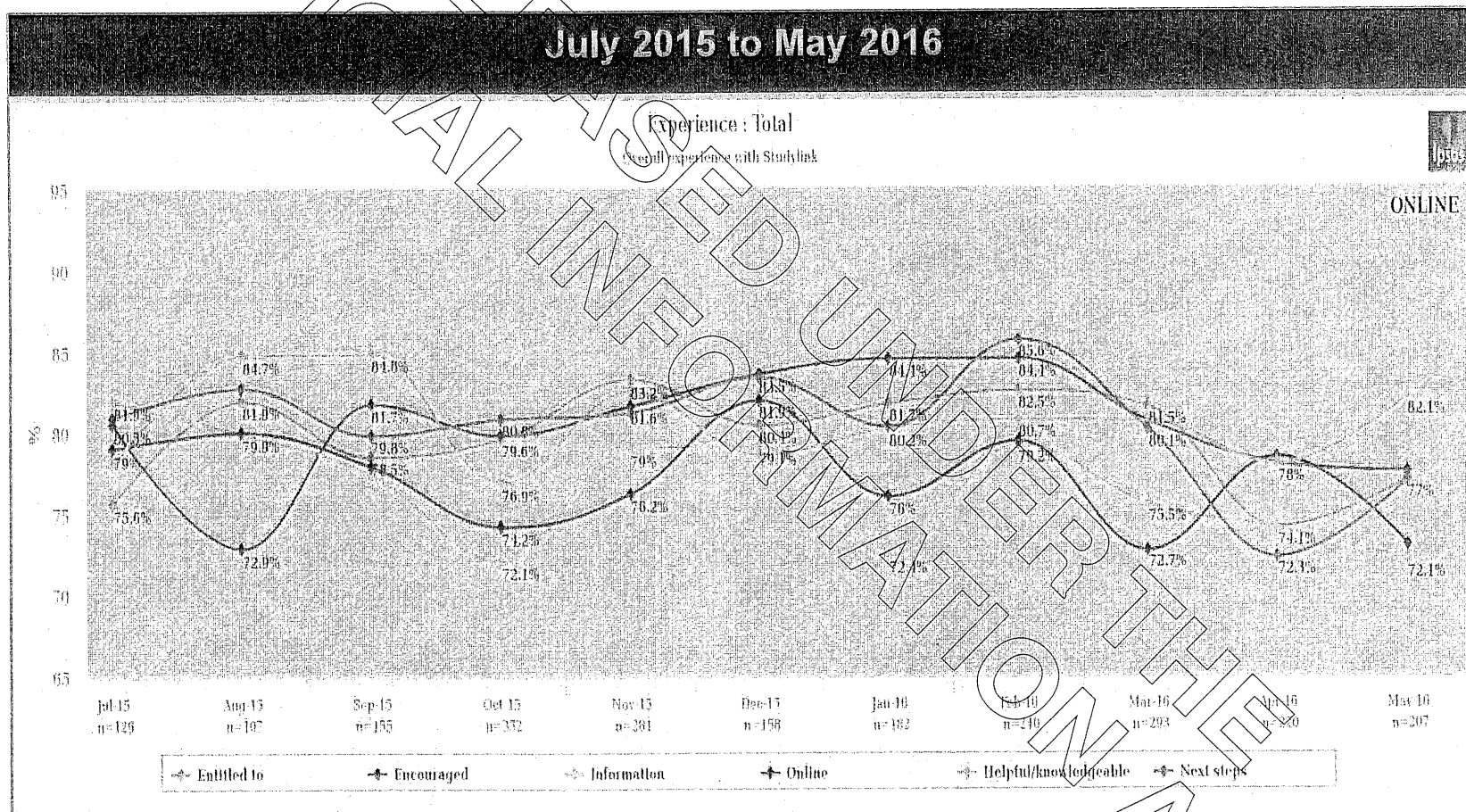


Student Satisfaction Monitor Results



# SERVICE DRIVERS

## Overall experience







Project	StudyLink Student Satisfaction
Client	Ministry of Social Development
Ipsos project no	15-026760
Questionnaire no	SLRED July
Method and sample	Online, n=1,400
Quotas	~ n=115 Online surveys per week for 12 weeks
Duration	5 minutes in total
Date	3 July 2015
Version	Draft

**EMAIL INVITE – Not part of Survey**

Dear [student first name]

Thanks for agreeing to do our survey – we greatly appreciate your views and opinions

You have been randomly selected to take part in a survey for StudyLink, a service of the Ministry of Social Development.

The aim of the survey is to find out how satisfied students are with StudyLink's services, and to identify ways to improve.

In return for your time and comments, if you complete the survey you will go into the draw to win a monthly prize of a \$50 Whitcoulls gift card. The draw will take at the end of each month. If your name is randomly selected, we will contact you via this email address.

Your participation is confidential and only anonymous responses will be provided unless you have given permission for us to identify your individual response to StudyLink. Your participation is in no way related to your entitlement to any service offered by StudyLink or the Ministry of Social Development.

The survey should take only five minutes or less.

If you have any questions or queries please feel free to contact me personally.

Sara Beccari  
Research Manager  
Ipsos

[sara.beccari@ipsos.com](mailto:sara.beccari@ipsos.com)

**Start Survey**  
(TIME STAMP)

Thanks for agreeing to do our StudyLink survey.

It should take only five minutes or less.

Your invitation email tells you all about the survey, but if you want to know more please get in touch.

## Survey Questions

### Satisfaction

**HALF THE SAMPLE TO BE ASKED Q1a and Q1b (~n=700), A QUARTER OF THE SAMPLE ASK Q1c and Q1d (~n=350), AND THE REMAINDER OF THE QUARTER OF THE SAMPLE ASK Q1e and Q1f (~n=350)**

**Q1a. Overall, how satisfied are you with the service you received the LAST TIME you had contact with StudyLink?**

Single Code

Very satisfied	1
Satisfied	2
Neither satisfied nor dissatisfied	3
Dissatisfied	4
Very dissatisfied	5

**Q1b. What are your reasons for that rating? Please type in your answer.**

Open ended:

**Q1c. Overall, how satisfied are you with the service you received the LAST TIME you had contact with StudyLink?**

Single Code

Very satisfied	1
Satisfied	2
Dissatisfied	3
Very dissatisfied	4

**Q1d. What are your reasons for that rating? Please type in your answer.**

Open ended:

**Q1e. Overall, would you say you are satisfied with the service you received the LAST TIME you had contact with StudyLink?**

Single Code

Yes	1
No	2

**Q1f. What are your reasons for that rating? Please type in your answer.**

Open ended:

ASK ALL

**Q2. By which of the following ways were you LAST in contact with StudyLink?**

Multi Response

Contact Channel	Initiated by	
Calling the 0800 number	Student	1
Receiving a phone call	StudyLink	2
In person at a StudyLink or Work and Income office	Student	3
Visiting StudyLink's website	Student	4
Receiving a text message	StudyLink	5
Logging on to MyStudyLink	Student	6
Receiving a letter	StudyLink	7
Emailing StudyLink	Student	8
Receiving an email from StudyLink	StudyLink	9
Another way(Please type in)		10

### Q3. What were the reasons for your LAST contact with StudyLink?

Multi Response

Contact Reason	
Check eligibility and/or apply for assistance	1
Check status of application	2
Update or confirm details	3
Get information or advice	4
Get or change RealMe password or User ID	5
Solve a problem	6
Another reason (Please type in)	7

*Outcome questions and satisfaction drivers*

**IF ASKED Q1a and Q1b ASK Q4a**

**Q4a. Thinking about your overall experience (not just your last contact), how much do you agree or disagree that...**

ROTATE

PROGRAMMER NOTE: AS WE ARE OPTIMISING FOR MOBILE THESE MAY NEED TO BE PRESENTED AS SEPARATE QUESTIONS WITH A VERTICAL SEMANTIC SCALE.

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Doesn't apply
You were provided with a clear understanding of what you are entitled to from StudyLink.	1	2	3	4	5	99
If you are applying or have applied for a Student Loan, StudyLink encouraged you to only borrow what you need.	1	2	3	4	5	99
It is easy for you to get information from StudyLink.	1	2	3	4	5	99
StudyLink is easy to interact with online.	1	2	3	4	5	99
StudyLink staff are helpful, knowledgeable and professional.	1	2	3	4	5	99
The next steps you should take were clearly explained to you.	1	2	3	4	5	99

**If Code 4 or 5 @ Q4a ASK:**

**Q4b. You DISAGREED that:**

<insert list of items>

**What are your reasons? Please type them in.**

DO NOT CODE

Open ended:

**IF ASKED Q1c and Q1d ASK Q4c**

**Q4c. Thinking about your overall experience (not just your last contact), how much do you agree or disagree that...**

ROTATE

PROGRAMMER NOTE: AS WE ARE OPTIMISING FOR MOBILE THESE MAY NEED TO BE PRESENTED AS SEPARATE QUESTIONS WITH A VERTICAL SEMANTIC SCALE.

	Strongly agree	Agree	Disagree	Strongly disagree	Doesn't apply
You were provided with a clear understanding of what you are entitled to from StudyLink.	1	2	3	4	99
If you are applying or have applied for a Student Loan, StudyLink encouraged you to only borrow what you need.	1	2	3	4	99
It is easy for you to get information from StudyLink.	1	2	3	4	99
StudyLink is easy to interact with online.	1	2	3	4	99
StudyLink staff are helpful, knowledgeable and professional.	1	2	3	4	99
The next steps you should take were clearly explained to you.	1	2	3	4	99

**If Code 4 or 5 @ Q4c ASK:**

**Q4d. You DISAGREED that:**

<insert list of items>

**What are your reasons? Please type them in.**

DO NOT CODE

Open ended:

**IF ASKED Q1e and Q1f ASK Q4e**

**Q4e. Thinking about your overall experience (not just your last contact), how much do you agree or disagree that...**

ROTATE

PROGRAMMER NOTE: AS WE ARE OPTIMISING FOR MOBILE THESE MAY NEED TO BE PRESENTED AS SEPARATE QUESTIONS WITH A VERTICAL SEMANTIC SCALE.

	Agree	Disagree	Doesn't apply
You were provided with a clear understanding of what you are entitled to from StudyLink.	1	2	99
If you are applying or have applied for a Student Loan, StudyLink encouraged you to only borrow what you need.	1	2	99
It is easy for you to get information from StudyLink.	1	2	99
StudyLink is easy to interact with online.	1	2	99
StudyLink staff are helpful, knowledgeable and professional.	1	2	99
The next steps you should take were clearly explained to you.	1	2	99

If Code 4 or 5 @ Q4e ASK:

Q4f. You DISAGREED that:

<insert list of items>

What are your reasons? Please type them in.

DO NOT CODE

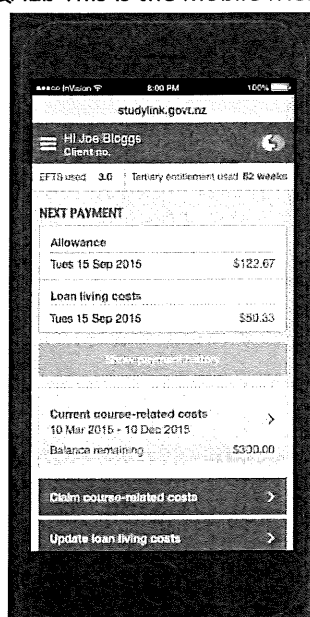
Open ended:

## Mobile Updates Section – March to June 2016

QA1a Have you logged into MyStudyLink using a mobile device since 1 February 2016?

Yes	1	Go to QA1b
No	2	Go to QA1c

QA1b This is the mobile friendly version of MyStudyLink (Mobile View).



Have you used this version on your mobile device to update your details?

Yes	1	Go to QA2
No	2	Go to QA1c

IF ANSWERED NO TO QA1a or QA1b

QA1c You can now **update your details** using the Mobile View of MyStudyLink. Would this make you more inclined to use MyStudyLink on a mobile device in the future?

Yes	1	Go to Q5
No	2	

QA2 Of the following, what details did you update using the Mobile View?

Multiple responses

Bank Account	1
Address and Contact details	2
Income	3
Study details	4
Course Related Costs	5
Loan Living Costs	6



#### ASK ALL

**Q5. Do you have any additional comments to make about StudyLink or this survey? Please type them in** Please note that specific enquiries need to be directed to [www.studylink.govt.nz](http://www.studylink.govt.nz) or 0800 88 99 00.

PROGRAMMER NOTE: THIS QUESTION NOT COMPULSORY

**Q6. Do you give permission for us to identify your individual survey responses to StudyLink?**

Yes	1
No	2

**Q6a. Do you give permission for StudyLink to contact you about your survey responses?**

Yes	1
No	2

**Q7. What device have you used to complete this survey?**

Single Code

Desktop Computer	1
Laptop	2
Tablet (such as iPad etc.)	3
Smart Phone – iPhone	4
Smart Phone – Android	5
Smart Phone – Other	6
Something else (Please type in)	7

**DEMOGRAPHIC INFO TO BE PRE CODED FROM StudyLink SAMPLE LISTS**  
**DP to fill out QD1 to QD10 from sample by MSD**

**QD1. MSD ID**

**QD2. First Name**

**QD3. Email Address**

**QD4. Age group**

15-17	1
18-23	2
24-39	3
40-54	4
55 years and over	5

**QD5. Gender**

Male	1
Female	2

**QD6. Returning or first time student**

First time student	1
Returning student	2

**QD7. Has current Student Loan/Student Allowance or JSSH?**

Student Loan	1
Student Allowance	2
JSSH	3

**QD8. Provider details**

Other	1
Other/PTE	2
Other/PTE/Wananga	3
Other/Polytech	4
Other/Polytech/University	5
Other/University	6
Other/Wananga	7
PTE	8
PTE/University	9
PTE/University/Wananga	10
PTE/Wananga	11
Polytech	12
Polytech/PTE	13
Polytech/PTE/University	14

Polytech/PTE/Wananga	15
Polytech/University	16
Polytech/University/Wananga	17
Polytech/Wananga	18
University	19
University/Wananga	20
Wananga	21

#### QD9. City/Town, District, StudyLink Outreach Region

Northland	1
Auckland	2
Waikato	3
Bay of Plenty	4
Taranaki	5
Central North Island	6
East Coast North Island	7
Wellington	8
Nelson/Marlborough	9
West Coast South Island	10
Canterbury	11
Otago	12
Southland	13

#### QD10. Ethnicity

European	1
Maori	2
Pacific peoples	3
Asian	4
Other	5
European and Maori	6
European and Pacific	7
Maori and Pacific	8
European and Asian	9
Maori and Asian	10
Pacific and Asian	11
European and Other	12
Maori and Other	13
Pacific and Other	14
Asian and Other	15
3 ethnic groups	16
4 ethnic groups	17
All 5 ethnic groups	18
Unspecified	19

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