

Customer Education Survey Executive Summary

Focus of the Survey:

To receive feedback from our customer base on their perception of the education and education services provided by OSR with regard to the legislation we administer.

Basic Survey Details:

- * 15 questions
- * Launched - 23 April 2008
- * Closed - 25 May 2008
- * Visits - 281

Summary of Key Outcomes of the Survey:

Quantitative:

- OSR's website was the most heavily used source of information (89%), followed closely by education seminars (77%) and the 'Helplines' (73%) (See Q.3)
- In terms of effectiveness of the various information sources in satisfying customer needs (Q.4.):
 - Customer seminars - 76% Good/Very Good and 7% poor/very poor
 - OSR Website - 74% Good/Very Good and 9% poor/very poor
 - OSR E-Newsletters - 61% Good/Very Good and 8% poor/very poor
 - OSR Helplines - 56% Good/Very Good and 15% poor/very poor
- **OSR Website:**
 - Was frequently visited by survey respondents – 81% visited one or more times a month (Q.5.)
 - Had a wide range of utilised sources of information (Q.6.)
 - Was generally rated positively, especially for range and quality of information, although 30% of respondents indicated that 'Ease of locating information' 'Needs Improvement' (Q.7.)
- **OSR e-Newsletters:**
 - 59% of respondents had subscribed to one or both of the e-Newsletters, with almost all (58 out of 59%) having subscribed to the general OSR e-Newsletter (Q.9.)
 - Those who received the e-Newsletter rated them well. The 'Clarity of Content' was the best rated element of the e-Newsletter with 94 of 95 responses indicating it as Good or Fair. Very few respondents rated either e-newsletter as Poor (Q.10.)

- **OSR Customer Seminars:**

- 89% of respondents had attended one of OSR's seminars (Q.11.)
- In terms of informing potential participants of up-coming seminars, 'industry or professional organisation' and 'email from OSR' were the most effective methods – 54% and 36% of respondents indicating this as the means by which they learnt of the seminars (Q.13.)
- Seminars appear to be meeting expectations, with all seminar rating criteria given 'Good' or 'Satisfactory' by greater than 90% of respondents, with 'relevant to my business' and 'professionally conducted' both given 99% and 98% respectively (Q.14.)

Qualitative:

- A wide range of comments were provided in response to various questions that reflected the sentiments captured in the statistics.
- Some areas of concern that may require some investigation/fixing that we are well aware of:
 - Website needs better organisation, navigation
 - Website can be too technical, not explained in simple terms
 - Some sceptical comments were expressed about our Helplines in terms of accuracy and consistency of information
 - Need for customer education seminars outside of central Perth locale

OSR Response:

In response to the OSR Customer Education survey, we are doing the following to target areas of concern indicated by customers:

- Regional seminar program, visiting major regional centres, including:
 - Albany
 - Broome
 - Bunbury (twice)
 - Busselton
 - Esperance
 - Geraldton
 - Karratha
 - Kalgoorlie
 - Mandurah
 - Northam
 - Port Hedland
- Scheduled more time for questions and clarification of content in seminar presentations
- Conduct fortnightly refresher sessions to phone team staff and assessors in Duties Act matters to ensure technical accuracy from OSR officers
- Provided web-writing training to key web content authors to improve website accessibility and clarity
- Conducting data cleansing of subscription e-Newsletter database ensure it is received in a timely and consistent fashion by all subscribers.

- Further promote OSR e-Newsletter subscription service in order to keep customers informed of State revenue related changes.