



Customer  
Service

# 2020 NSW Customer Satisfaction Measurement Survey top-line results

December 2020

[www.customerservice.nsw.gov.au](http://www.customerservice.nsw.gov.au)



# Overview of 2020 NSW Customer Satisfaction Measurement Survey (CSMS) results



## Consumer results

### Customer Satisfaction Index

82.0 ↑+1.4

- Consumer CSI **increased significantly** from 2019.
- Significant increase in consumer satisfaction and stable consumer expectations have contributed to this result.

### Effort

5.6 ↓-0.3

- Consumer effort to deal with NSW Government services has made a positive shift, **declining significantly**.
- NSW ranks **second** when benchmarked against three other Australian jurisdictions.

### Trust

7.8 ●+0.1

- Consumer trust in NSW Government services remains **stable**.
- NSW ranks **first** when benchmarked against three other Australian jurisdictions.

### NSW Public Service brand

7.3 ↑+0.2

- Consumers' perception of the NSW Public Service has **increased significantly**, ranking first compared to other industries.



## Business results

### Customer Satisfaction Index

80.7 ↑+3.1

- Business CSI has **increased significantly** for the first time since 2016.
- Significant increase in business satisfaction and stable business expectations have contributed to this result.

### Effort

6.3 ●-0.1

- Businesses' effort to deal with NSW Government services remains **stable**.
- NSW ranks **third** when benchmarked against three other Australian jurisdictions.

### Trust

7.7 ↑+0.3

- Business trust in NSW Government services has **increased significantly**.
- NSW has taken the **lead** for business trust when benchmarked against three other Australian jurisdictions.

### NSW Public Service brand

7.3 ↑+0.4

- Businesses' perception of the NSW Public Service has **increased significantly**, ranking first compared to other industries.



From 2015-2020, the **CSMS** has provided a **robust whole-of-government measurement of customer experience** with NSW Government services

## The CSMS...

Is conducted annually online with a representative sample of:

**Consumers**  
(based on age, gender, region)

NSW: ~4000

Other jurisdictions: ~2000

**Businesses**  
(based on location and size)

NSW: ~1000

Other jurisdictions: ~500

Tracks 22 government services against:

- Satisfaction
- Expectation
- Comparison to ideal
- Trust
- Effort

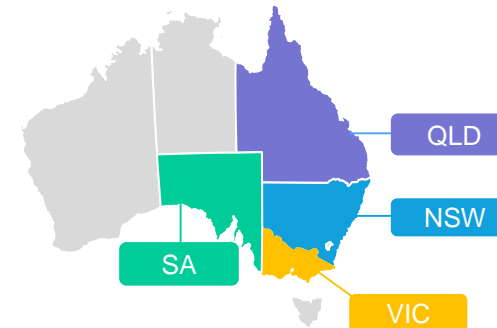
Respondents rate 1-2 government services used over the past 12 months

## In 2020, the CSMS was...

Reflective of previous 12 months:

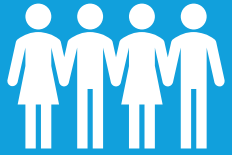
Surveys were completed between **21 July to 17 August 2020** to reflect experiences from **July 2019 – July 2020**

Conducted in:\*



Jurisdictions	Consumer (n=)	Business (n=)
NSW	4023	992
QLD	2011	504
VIC	2024	505
SA	1995	484

\*Two international jurisdictions were captured in the survey from 2015-2019, from either the United Kingdom, Canada or New Zealand. In 2020 only Australian jurisdictions have been captured.



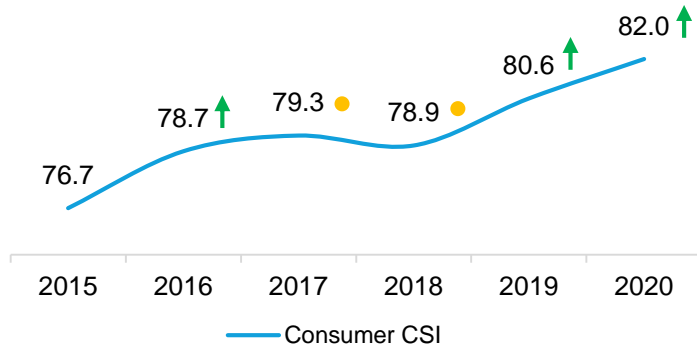
## 2020 NSW CSMS results: **Consumer**



# Consumers' overall experience with NSW Government services continues to rise

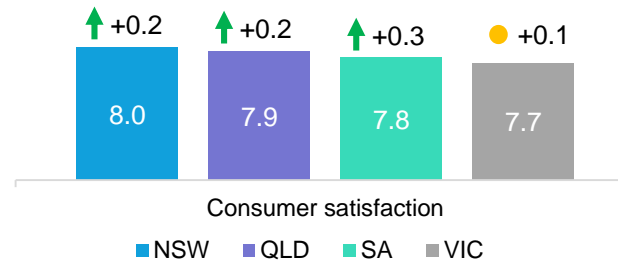
## Consumer: NSW Customer Satisfaction Index (CSI)

CSI is a combination of satisfaction, expectation and comparison to ideal service



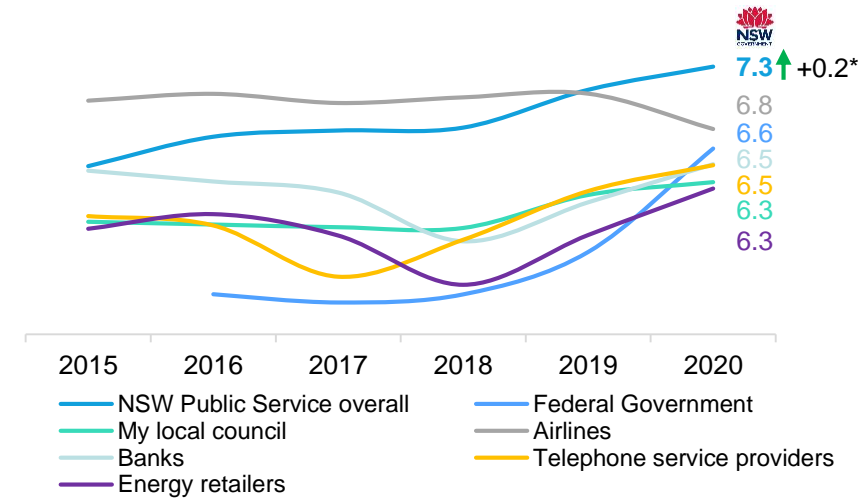
Source: CSMS 2015-2020 – consumer results. Scores subject to rounding. The CSI provides a measure of NSW Government performance in service delivery taking into account: how satisfied customers are; how close their experience is to the expectations of that service; and how close their experience is to an ideal service. An individual score across these three components is calculated for each respondent and rebalanced to be on a scale of 0 to 100. Each individual score is the averaged across the total population to provide a WofG measure.

## Consumer: comparison of satisfaction across jurisdictions



Source: CSMS 2020 – consumer results. Scores out of 10 and subject to rounding. Q3.1. Thinking about your experiences in the last 12 months, how satisfied would you say you are with each of the following services in [state]? [1 = very dissatisfied; 10 = very satisfied]

## Consumer brand perceptions of NSW industries and public service



Source: CSMS 2015-2020 – consumer results. Scores out of 10 and subject to rounding Q6.2. Thinking about all your experiences with each of the following NSW industries and public services over the previous 12 months, how satisfied would you say you are with them? [1 = very dissatisfied; 10 = very satisfied].

### Insight

- While expectation with government services has remained stable, satisfaction has increased closer to expectation levels. This has contributed to a significant increase in the CSI.
- NSW continues to lead other jurisdictions in consumer satisfaction
- NSW Public Service brand perception has improved significantly over the past 2 years

↑ ↓ Statistically significant increase / decrease in avg. from previous year (at 99% level of Confidence).  
 ● No significant change in avg. from previous year (at 99% level of Confidence).

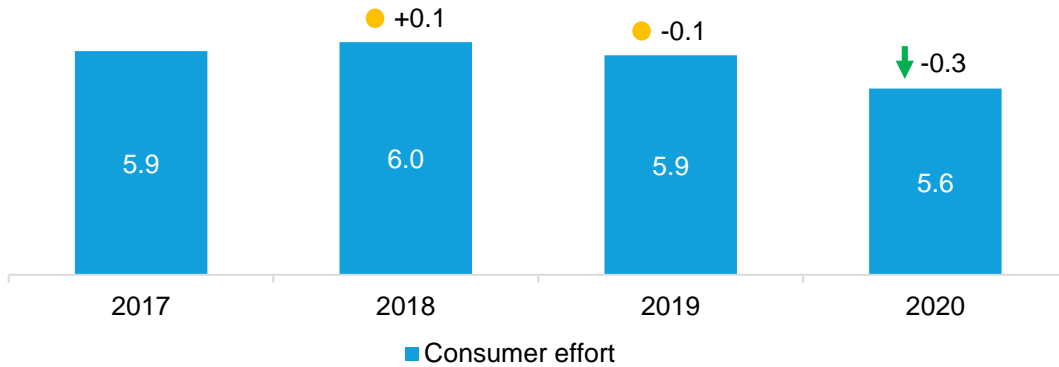
\*Statistical significance is only reported for 'Public Service Overall' for the purpose of this report



# Consumer effort when interacting with NSW Government services has **decreased** significantly

## Consumer effort to deal with NSW Government services

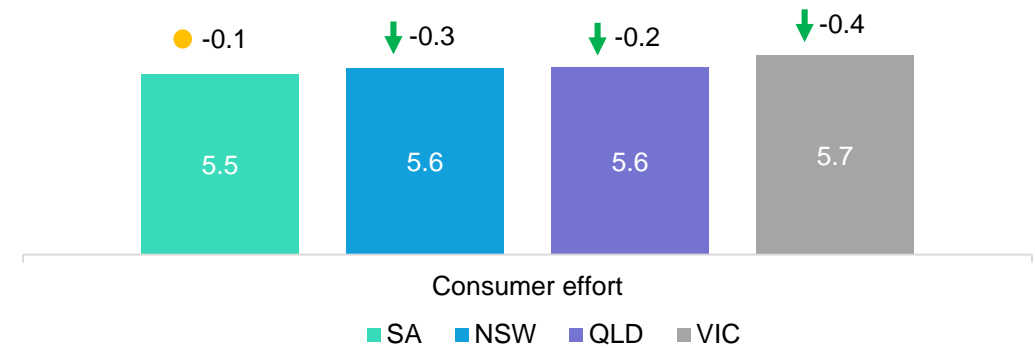
A lower score is better



Source: CSMS 2017-2020 - consumer results. Score is out of 10 and subject to rounding.

## Jurisdictional comparison of consumer effort to deal with government services

A lower score is better



Source: CSMS 2020 - consumer results. Score is out of 10 and subject to rounding.

### Insight

- NSW has moved from third to second rank for consumer effort – a positive shift

Q4.0 Thinking now about your direct dealings with [state] [service], how much effort did you personally have to put forth? [1 = very low effort; 10 = very high effort]. Effort was measured for the first time in 2017.

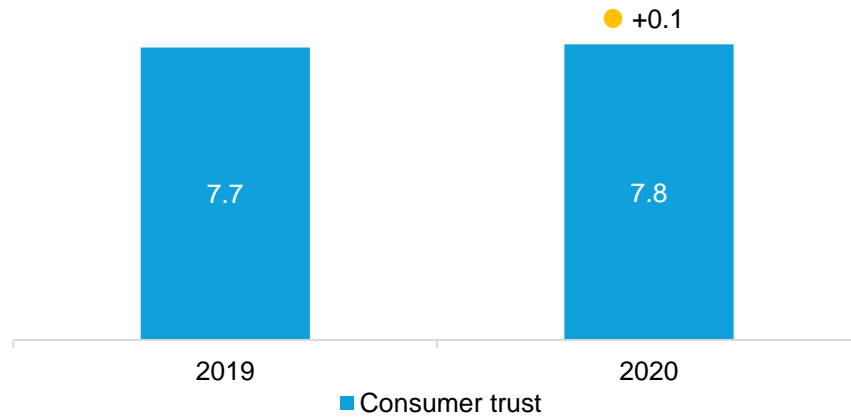
↑↓ Statistically significant increase / decrease in avg. from previous year (at 99% level of Confidence). For effort, a decrease is positive.

● No significant change in avg. from previous year (at 99% level of Confidence).



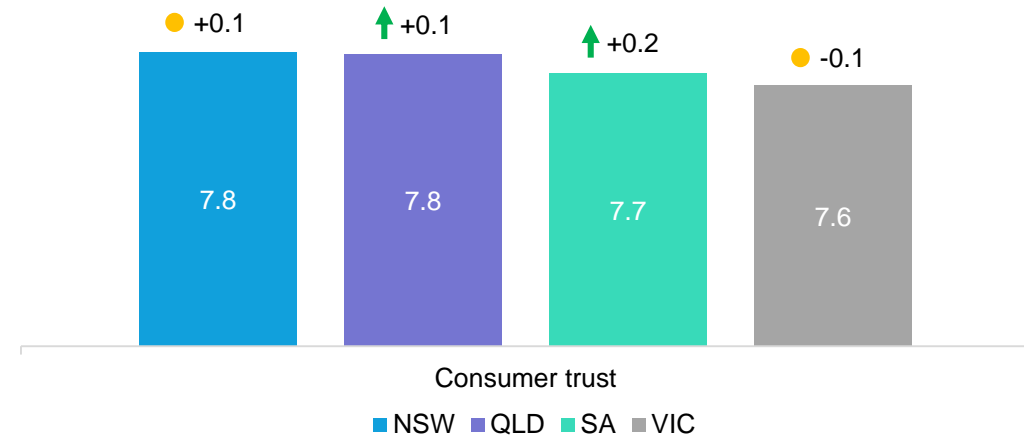
# Consumers continue to have high trust in NSW Government services

## Consumers' trust in NSW Government services



Source: CSMS 2019-2020 - consumer results. Score is out of 10 and subject to rounding.

## Jurisdictional comparison of consumers' trust in government services



Source: CSMS 2020 - consumer results. Score is out of 10 and subject to rounding.

### Insight

- Consumer trust in NSW Government services has remained stable
- NSW continues to rank first for trust in government services

Q3.3. Please indicate how much you trust the following services in [state] to do what is right? [1 = Do not trust them at all; 10 = trust them a great deal]. Trust was measured for the first time in 2019.

↑↓ Statistically significant increase / decrease in avg. from previous year (at 99% level of Confidence).

● No significant change in avg. from previous year (at 99% level of Confidence).



## 2020 NSW CSMS results: **Business**

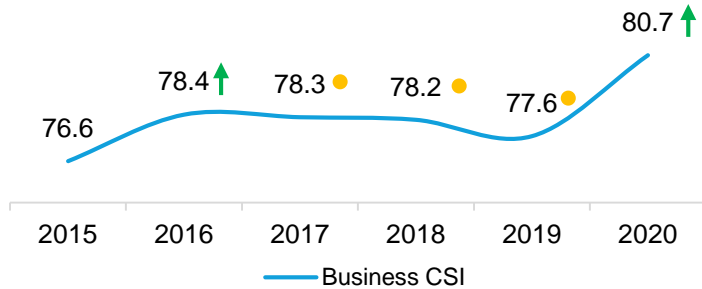




# Businesses' overall experience with NSW Government services has improved significantly

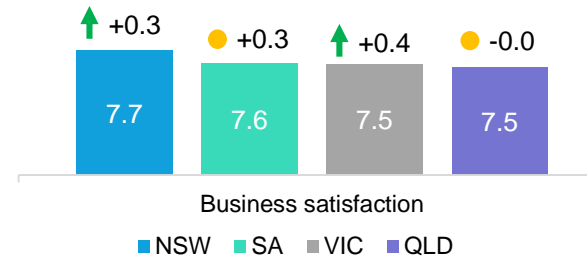
## Business: NSW Customer Satisfaction Index (CSI)

CSI is a combination of satisfaction, expectation and comparison to ideal service



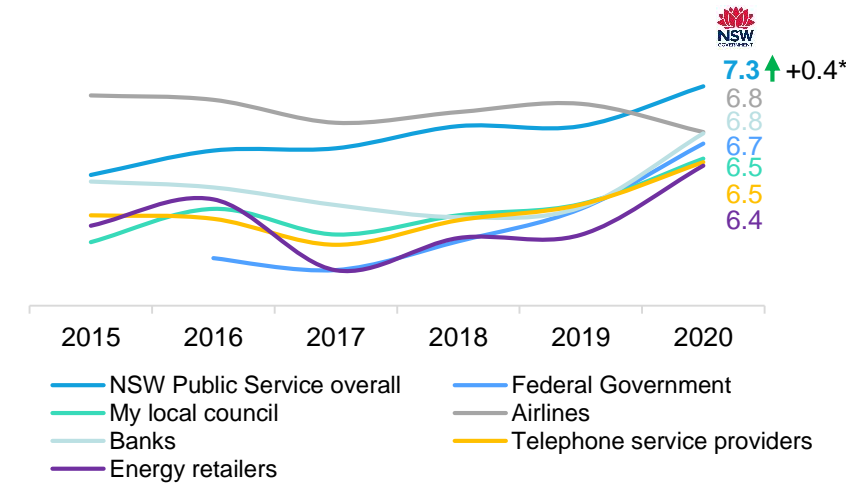
Source: CSMS 2015-2020 – business results. Scores subject to rounding. The CSI provides a measure of NSW Government performance in service delivery taking into account: how satisfied customers are; how close their experience is to the expectations of that service; and how close their experience is to an ideal service. An individual score across these three components is calculated for each respondent and rebalanced to be on a scale of 0 to 100. Each individual score is the averaged across the total population to provide a WofG measure.

## Business: comparison of satisfaction across jurisdictions



Source: CSMS 2020 – business results. Scores out of 10 and subject to rounding. Q3.1. Thinking about your experiences in the last 12 months, how satisfied would you say you are with each of the following services in [state]? [1 = very dissatisfied; 10 = very satisfied].

## Business brand perceptions of NSW industries and public service



Source: CSMS 2020 – business results. Q6.2. Thinking about all your experiences with each of the following NSW industries and public services over the previous 12 months, how satisfied would you say you are with them? [1 = very dissatisfied; 10 = very satisfied].

### Insight

- While expectation with government services has remained stable, satisfaction has increased closer to expectation levels. This has contributed to a significant increase in the CSI.
- NSW ranks first for business satisfaction, overtaking QLD which was leading in 2019
- NSW Public Service brand perception has improved significantly, with NSW leading other industries

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● No significant change in avg. from previous year (at 99% level of Confidence).

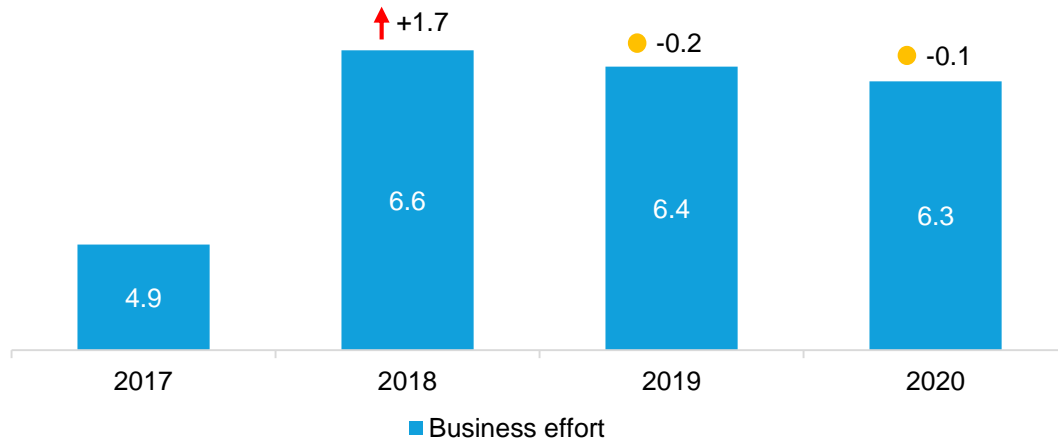
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# Businesses' effort to deal with NSW Government services is stable

## Business effort to deal with NSW Government services

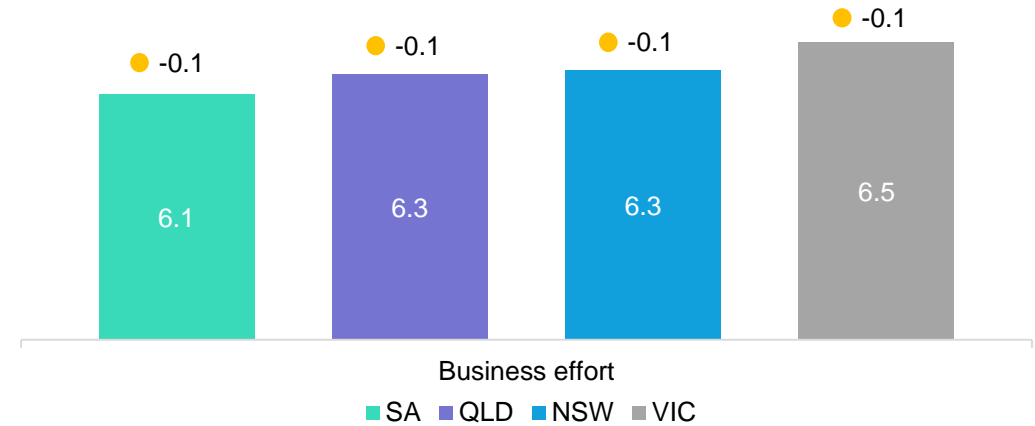
A lower score is better



Source: CSMS 2017-2020 – business results. Scores is out of 10 and subject to rounding.

## Jurisdictional comparison of business effort to deal with government services

A lower score is better



Source: CSMS 2020 - business results. Score is out of 10 and subject to rounding.

### Insight

- NSW continues to rank third for business effort

Q4.0 Thinking now about your direct dealings with [state] [service], how much effort did you personally have to put forth? [1 = very low effort; 10 = very high effort]. Effort was measured for the first time in 2017.

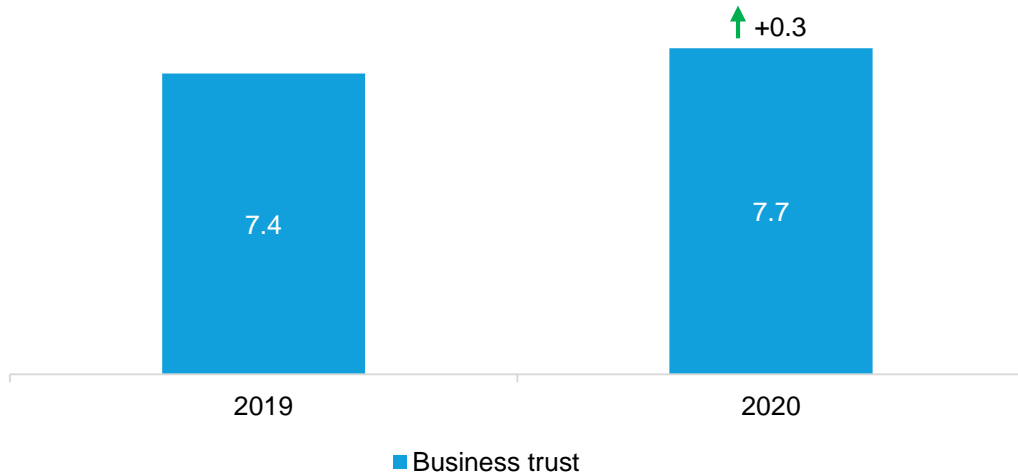
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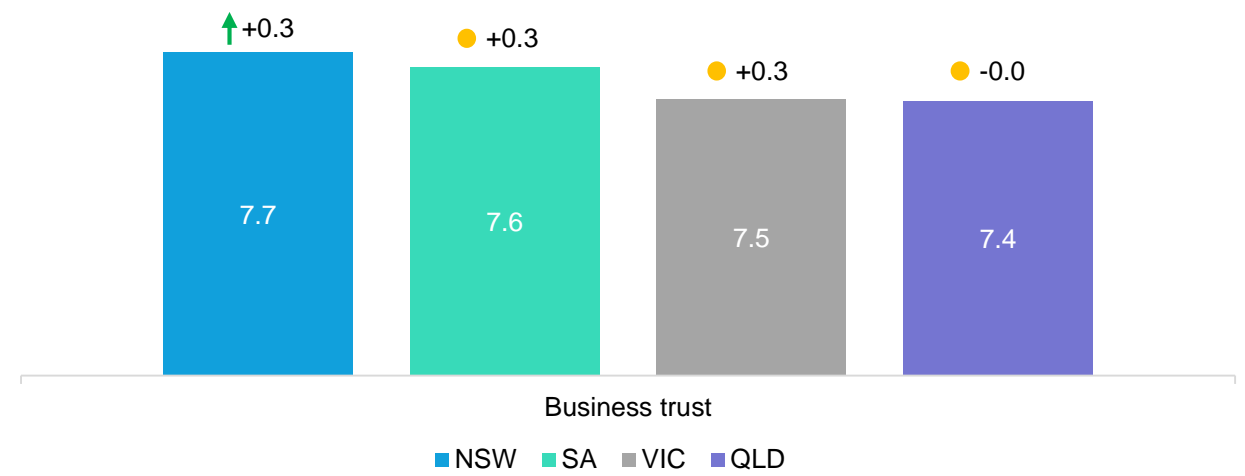


# Businesses' trust in NSW Government services has increased significantly since last year

## Business trust in NSW Government services



## Jurisdictional comparison of businesses' trust in government services



Source: CSMS 2019-2020 – business results. Score is out of 10 and subject to rounding.

Source: CSMS 2020 - business results. Score is out of 10 and subject to rounding.

### Insight

- NSW has moved from second to first rank for business trust in government services

Q3.3. Please indicate how much you trust the following services in [state] to do what is right? [1 = Do not trust them at all; 10 = trust them a great deal]. Trust was measured for the first time in 2019.

↑↓ Statistically significant increase / decrease in avg. from previous year (at 99% level of Confidence).

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