

# Customer Satisfaction Survey Results



**89%** private land managers and **97%** public land managers had heard of Local Land Services

**75%** of land managers were **extremely satisfied** or satisfied with their most recent use of Local Land Services



**63%** of private land managers are highly likely to use Local Land Services again

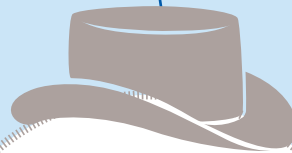


**95%** of private land managers want to **pass on their land in better condition** than they received it

**How did we do?**



**79%** of respondents said the frequency of contact with Local Land Services **was about right**



**2,200** private land managers and 100 public land managers surveyed



The most used services were **pest and animal management programs**

# Customer Satisfaction Survey Results

## The survey in context

In October 2015, the Customer Satisfaction Cross Regional Team (CRT) engaged consultants Instinct & Reason to contact 2,200 private land managers and 100 public land managers to measure customer satisfaction via a telephone survey.

The *Local Land Services Act 2013*, our mission statement and our statewide Strategic Plan 2016 identify customer satisfaction as a long-term indicator of success, so we needed a benchmark to track our customer service performance over time.

Questions covered our overall performance, complaints, communication methods, satisfaction with our services, employee values and behaviour and brand awareness.

The results show how we have performed as an entire organisation and regionally, so we will use the survey as an opportunity to improve key areas of service.

## How did we do?

- 89 per cent of private landholder respondents have heard of us
- 62% of private land managers and 86% of public land managers have used LLS within the last 12 months
- 75 per cent were satisfied or extremely satisfied with their most recent interaction with us
- Our most used services were pest and animal management programs (43 per cent) and administration (37 per cent)
- Pest, plant and animal management programs were the most recently used services (36 per cent)
- Most of our contact with customers was over the phone (47 per cent) or in person at one of our offices (26 per cent)
- 79 per cent of land managers said contact by our officers was "about right" and 19 per cent want more
- 75 per cent of land managers said our forms are easy to access and complete
- 63 per cent are highly likely to use us again.

## What did customers say about us?

Overall, customers felt that staff reflected our corporate values. These are our top-rated values:

- Honest: 77 per cent
- Wanting to help the customer: 71 per cent
- Reliable: 71 per cent.

## Where we need to improve:

**Complaints handling:** 13 per cent of respondents had made a complaint to us and were generally unhappy with the way it was handled.

**Satisfaction over the last 12 months:** 60 per cent of private land managers and 74 per cent public land managers were either satisfied or extremely satisfied with us over the past year.

**Our challenge:** We need to prove the good value of our services to customers, remain accountable and continue to alert our customers to new ways of doing things.

## What are we doing about this?

Local Land Services' regions are in the process of developing strategies to improve their service to increase customer satisfaction. Regions will build on their strengths and focus on key areas of improvement such as complaints handling, performing functions well and introducing customers to new ways of doing things.

Underpinning these strategies will be our organisational values: accountability, collaboration, innovation, integrity, performance, service and trust.

**“These are impressive results for an organisation, which at the time of the survey, had only been in existence for 18 months.”**

Rob Kelly

**Key staff contacts:** Rob Kelly, General Manager, Riverina Local Land Services and Gillian Earl, Senior Land Services Officer, Murray Local Land Services.

