

CUSTOMER SENTIMENT MEASUREMENT - BENCHMARKING

City of Adelaide CEO Performance KPI measures:

- Voice of Customer Surveys achieve a rating of 3.5 or higher
 - Customer satisfaction six month average to be 60%
 - Customer Ease / Effort six month average to be >66%
- Overall satisfaction with delivery of Council services >70% (sources Baseline City User Profile (CUP Survey), Resident and Business surveys)

1. WHAT WE CURRENTLY MEASURE (AND WHY)

CoA has continued to evolve the way that it surveys residents and customers. In 2022, City of Adelaide changed the survey structure to the current Qualtrics Survey structure:

- How satisfied were you with the City of Adelaide? (1-5)
- How easy was it to interact with the City of Adelaide? (1-5)
- Please let us know any other feedback or suggestions for improvement? (verbatim)

In September 2022, City of Adelaide launched a measurement of Customer Satisfaction, and has been reporting on this since. This measurement was reviewed in line with other council metrics, and a recorded decision made to have a 70% scoring for CEO KPI. *(More information can be found on this process via #1 References)

We currently use CSAT (Customer Satisfaction) and CES (Ease) for our VoC (Voice of Customer) Program. CSAT is a commonly used metric that indicates how satisfied customers are with a company's products and services and is expressed as a percentage.

Currently, the satisfaction survey is sent to customers who interact with council services through the **Customer Centre, integrated/non integrated forms, PlanSA and Ungerbeock**.

This survey methodology was chosen to reduce customer confusion (previous survey was found to be too long) and meet industry standards. It also was chosen to address the pain points experienced in the initial survey.

2. WHAT OTHERS DO

Other councils across Australia show an annual survey metric on their website, and include this metric in annual reports. These results average around 70%, and the result is reflective of an overall sentiment metric.

Minimal reporting on CSAT specific to council interactions with the Customer Centre are included (Victor Harbor City Council, City of Marion) and are often only documented in a public report, or a council meeting report.

When CSAT scores (specific to a customer interaction) have been displayed, these average between 50-60% scores.

City of Marion (SA) provided the most robust metrics with an Annual Survey, CSAT Score, CES Score, and Stretch targets.

Australian Capital Cities

Council	Annual Survey	CSAT/CES	Things to note
City of Melbourne	70%	CSAT 68%	CoM adjusts their CSAT each year, based on previous year results + 5% CoM also 'weight' results based on legislation and customer relevance.



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City of Sydney	NA	NA	SLA Target: 95% 'Customer requests actioned within agreed service standards'
City of Hobart	62%	NPS 88	
City of Perth	75%	85%	CoP remove CSO, Parking, and Expiations from their CSAT measurements as these are not reflective of the customer centre – and measure these separately. CoP have a diverse range of measurements to report to CEO. CoP also focus on 'branding' sentiment to ensure they can remain relevant and have even been able to broaden feedback collection for teams on street, CSO's interacting with customers.
City of Darwin	No Answer	No Answer	

Councils of interest

Council	Annual or Customer Survey Result?	Score	Reference
City of Port Adelaide Enfield	Interaction	CES: 80% NPS: 40 (+40 is considered on the higher end of 'neutral')	Direct Contact (email)
Victor Harbor Council	Annual (2023 results) Satisfaction with Customer Centre	Annual 29% CSAT 57%	PowerPoint Presentation (victor.sa.gov.au)
Renmark Paringa Council	Annual	Annual 71%	Renmark Paringa Council 2023 Community Satisfaction Survey Report
City of South Perth	Annual	Annual 75%	customer-satisfaction-survey-snapshot.pdf (southperth.wa.gov.au)
City of Marion	Per Request	CES 75% "Time taken to address and action request" 65% CSAT 55%	GC240625 - General Council Meeting - 25 June 2024 (marion.sa.gov.au)
City of Marion	Annual	Annual 75%	
City of Onkaparinga	Per Request	'Ease of submitting feedback' 75%	Annual-Report-2022-23.pdf
Melton City Council	Annual	CSAT 6.9/10	Community Satisfaction Survey Melton City Council
City of TeaTree Gully	Annual	72% Annual Survey *Report also lists benchmarks	TeaTree Gully CSAT Report 2021



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Findings:

- Most councils display results from an annual survey on their website, along with key learnings and outcomes presented (often) by a third party that has been engaged (such as McGregor Tan).
- Minimal councils displayed an individual CSAT Customer Service metric per experience (with the exception of Victor Harbor Council and City of Marion) – all metrics were shown as a rating on overall experience in an annual survey. This shows that any previous Benchmarking was potentially done relating to overall annual surveys.



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