

CUSTOMER SATISFACTION SURVEY

SNAPSHOT



OVERVIEW OF THE RESEARCH

Throughout April-May 2022, an independent survey was conducted by Painted Dog Research of City of South Perth customers to measure the City's recent performance. Using contact details captured through the City's Request Database, over 11,000 customers that had interacted with the City within the last 9 months were invited via email or text to take part in an online survey. The survey took around 10 minutes to complete and received 805 responses.

The topline results of the survey are summarised in this document. The City's performance was rated highly by the majority of customers with very high satisfaction across the board.

75%

of customers felt satisfied with the overall experience provided by the City

**#1
Priority**

ranked by customers was to 'reduce wait times to resolve queries'

72%

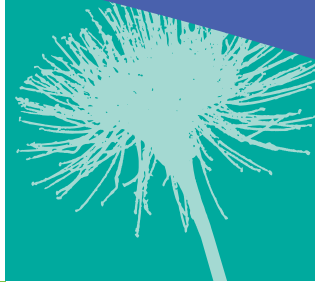
of interactions in responding to and resolving queries was rated 'good' or 'excellent'.

**#2
Priority**

More information available on the website

**#3
Priority**

24/7 access and interactions through improved self-service tools on the City's website, such as live chat functionality



REASONS FOR INTERACTING



62%

searching for info/making an enquiry



54%

making a request



48%

reporting an issue



26%

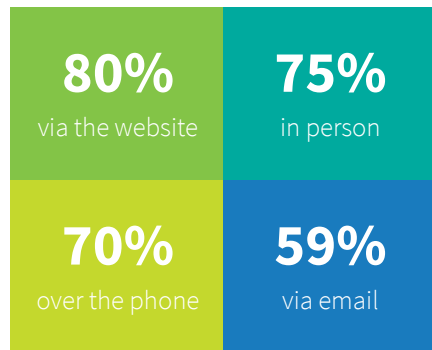
making a complaint/providing feedback



INTERACTION PERFORMANCE RATING

GOOD OR EXCELLENT

by interaction channel



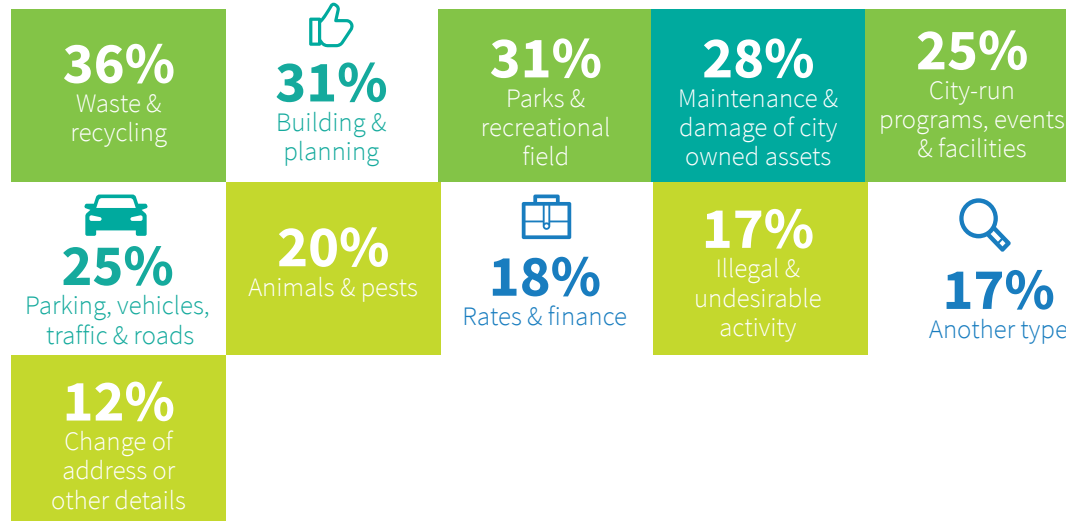
GOOD OR EXCELLENT

by interaction type



INTERACTION % BY REQUEST TYPE

% of customers that interacted about each topic



FUTURE PRIORITY AREAS

The following priority areas were identified for future improvement.

