

Customer Satisfaction Survey: RESULTS SNAPSHOT

Overview of the Research

Throughout November 2024, an independent survey was conducted by Painted Dog Research among n=593 City of South Perth customers, to gather feedback on the City's recent performance. This was a repeat of the same research that was run in 2022 and 2023, now aiming to provide an updated measure of the City's performance and highlight any areas of improvement over time.

Using contact details captured through the City's Request Database, over 10,000 customers that had interacted with the City within the last 12 months were invited via email or text to take part in an online survey. The survey took around 11 minutes to complete.

To encourage survey participation and quality engagement, all participants were offered the opportunity to enter a prize draw to win 1 of 5 \$100 vouchers, each for a local City of South Perth restaurant. An anonymous draw was conducted to select the five winners at the conclusion of the survey.

The topline results of this most recent survey are summarised in this document. Results are largely in line with those seen in 2023, with the majority of customers rating the City's performance highly, and satisfaction very high across the board.

79% 

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



The City's performance in responding to and resolving queries was rated 'good' or 'excellent' for

74%

of all interactions

Interaction Channels

% customers who interacted through each channel over the last 12 months

Phone	mySouthPerth or Website	Email	In-person	Mail
43%	37%	35%	21%	6%

Reasons for Interacting

% customers who interacted for each reason over the last 12 months



#1 Priority

ranked by customers was to

'provide timely and accurate information and resolutions to interactions'

#2 Priority

Provide user-friendly platforms and mobile applications to interact with the City

#3 Priority

Include live chat functionality on the website / mySouthPerth

RATINGS OF THE CITY'S PERFORMANCE

% of customer interactions that received a rating of 'good' or 'excellent'

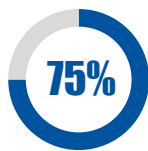
By Interaction Channel...



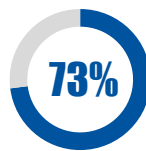
% 'Good' or 'Excellent'



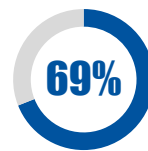
In-person



Via the website / mySouthPerth



Over the phone

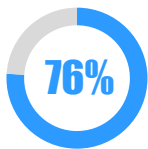


Via email

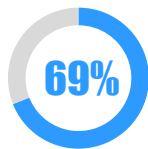
By Interaction Type...



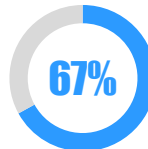
% 'Good' or 'Excellent'



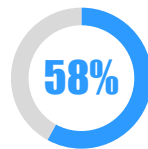
Searching for information



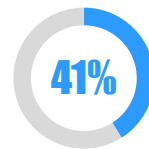
Making a request



Reporting an issue



Providing feedback



Making a complaint

INTERACTIONS TOPICS

% of customers that interacted about each topic



CRITICAL DRIVERS OF SATISFACTION

Prioritised based on their stronger impact on increasing overall satisfaction and decreasing satisfaction



Timeliness of addressing customers' issues or requests



Knowledge and ability of staff to assist customers and answer queries



How **easy** customers find it to **understand the information provided** to them



Professionalism of staff