



Providing research insight to
Business & Government

LawAccess NSW
2005
CUSTOMER SURVEY
Monitoring Satisfaction

Final Report

Prepared by
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EXECUTIVE SUMMARY

In January 2005, IRIS Research was commissioned by LawAccess NSW to conduct a telephone survey amongst customers. The survey was previously conducted by IRIS Research in 2004. LawAccess NSW provides free legal information, assistance and advice via its centralised telephone contact centre at Parramatta and via the Internet. Customers can contact LawAccess NSW on its 1300 number between 9am and 5pm, Monday to Friday.

As in 2004, the 2005 customer satisfaction survey was conducted during the busiest time of the year for LawAccess NSW when call volume peaks between December and February. All LawAccess NSW frontline staff rostered on during this period were involved in the survey, including an additional twelve staff who are employed each year as part of a summer clerkship program.

In general customers were surveyed within 48 hours of the initial enquiry to LawAccess NSW. Survey fieldwork was carried out on the IRIS Computer Aided Telephone Interviewing (CATI) system during the period 1st February to 14th February. For the 2005 study a total of 603 completed interviews were conducted, with 100 individuals speaking to both a customer service officer and lawyer.

The broad aim of the survey was to evaluate the satisfaction levels and needs of users with respect to key components of the service's delivery. The key results from the survey and comparisons with the 2004 study are summarised below under the heading of each section in this report:

Customer Profile

- Similar customer profiles were identified in the 2004 and 2005 surveys. For 2005 60% of customers surveyed were female, with females aged 25-39 years (25%) being the largest group seeking assistance.
- 24% (20% in 2004) of customers surveyed indicated they were born overseas. The majority of individuals using the service were from an Anglo or European background.
- 7% of respondents indicated they spoke a language other than English at home. 93% of these individuals indicated they prefer to speak in English when they contact LawAccess NSW.
- 45% of customers surveyed (down from 53% in 2004) indicated they received a pension or other form of government benefit. The sole parent pension for females was the dominant benefit



received, with 1 in 3 customers in receipt of this benefit. This was a much higher incidence than the 1 in 5 reported in 2004.

- The average weekly take home pay for customers interviewed was \$472, up 13% on the 2004 result. Individuals in receipt of a government benefit reported a significantly lower average weekly take home pay of \$327.
- 42% of customers surveyed lived outside metropolitan Sydney. Based on population densities, the service in 2005 is being utilised well by metropolitan, regional and country NSW.
- As in 2004 the Telstra white pages and Legal Aid were nominated as the two main sources of how individuals found out about LawAccess NSW.
- 79% of individuals surveyed were using the service for the first time.

Important Components of Customer Service

- As in 2004, to understand what customers perceived to be important in the delivery of this type of service, customers were asked to rate the importance (out of 5) of service attributes when contacting any large customer service organisation. In 2005 mean importance scores ranged from 4.31 (high) to 4.79 (very high) out of 5.
- Compared to the survey conducted in 2004, the mean importance ratings in 2005 were found to be significantly higher than 2004 for 5 of the 10 attributes measured. These were 'operator understands the problem and information I am looking for'; 'helpfulness of the operator'; 'respect and sensitivity given to you by the operator'; 'amount of time given to an enquiry'; and 'efficiency and speed in dealing with an enquiry'.
- The following table ranks the mean importance scores into three groups, depending on their relationship to the overall mean for all components.



IMPORTANCE RATINGS FOR SERVICE DELIVERY (N=603)

| Attribute | Mean Score/ Ranking (out of 5) | |
|---|--------------------------------------|---|
| Understanding of what to do next | 4.79 (1) | Above Average Importance |
| Knowledge and competence of the operator | 4.75 (1) | |
| The operator understands the problem and the information I am looking for | 4.75 (1) | |
| The information provided by the operator is easy to understand | 4.72 (1) | |
| Helpfulness of the operator | 4.73 (1) | |
| Friendliness and courteous nature of staff | 4.54 (2) | Average Importance |
| Respect and sensitivity given to you by the operator | 4.63 (2) | |
| The amount of time given to your enquiry | 4.47 (3) | Below Average Importance |
| The efficiency or speed in dealing with the enquiry | 4.45 (3) | |
| The waiting time to reach an operator | 4.31 (3) | |

Satisfaction Ratings For Customer Service Officers

- Customers were asked to think about their most recent enquiry to LawAccess NSW and to rate their satisfaction with the service components again on a scale of 1 to 5. Mean satisfaction scores were in the high (4.36) to very high (4.81) range (out of 5).
- Compared to the 2004 survey the performance of customer service officers in 2005 had improved for the attributes of 'the efficiency or speed in dealing with an enquiry' and 'waiting time to reach an operator'. LawAccess NSW customer service officers maintained their high level of performance for the remaining eight attributes. No attribute recorded a statistical significant fall in performance.



- The following table ranks the mean satisfaction scores into three groups depending on their relationship to the overall mean satisfaction score for all components.

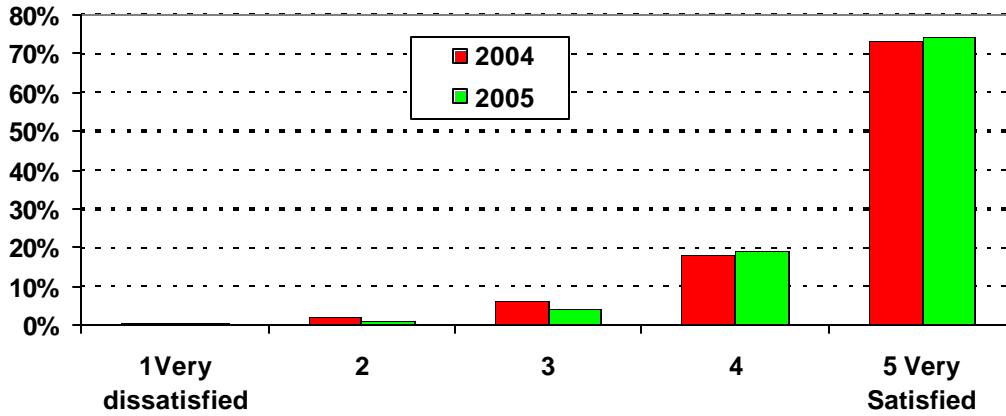
SATISFACTION RATINGS – CUSTOMER SERVICE OFFICER (N=603)

| Attribute | Mean Score/ Ranking (out of 5) | |
|---|--------------------------------------|--|
| Friendliness and courteous nature of staff | 4.81 (1) | Above Average Performance |
| Respect and sensitivity given to you by the operator | 4.77 (1) | |
| Helpfulness of the operator | 4.78 (1) | |
| The amount of time given to your enquiry | 4.68 (1) | |
| The information provided by the operator is easy to understand | 4.62 (2) | Average Performance |
| The efficiency or speed in dealing with the enquiry | 4.64 (2) | |
| Understanding of what to do next | 4.55 (3) | Below Average Performance |
| Knowledge and competence of the operator | 4.52 (3) | |
| The operator understands the problem and the information I am looking for | 4.52 (3) | |
| The waiting time to reach an operator | 4.36 (3) | |

- Ninety four percent of customers interviewed provided a high satisfaction rating (4 or 5 out of 5) for the overall service delivered by LawAccess NSW customer service officers. In 2004 the satisfaction rating was also a high 91%.

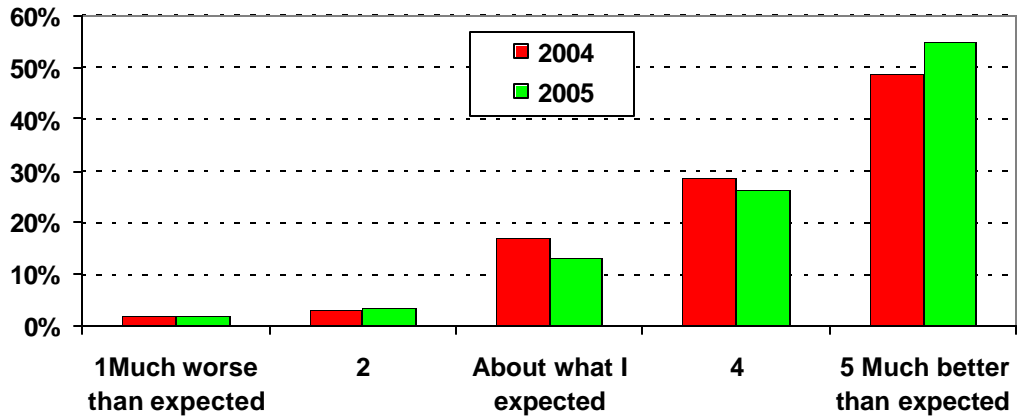


OVERALL SATISFACTION WITH CUSTOMER SERVICE OFFICER 2004 & 2005



- 81% (78% in 2004) of customers interviewed stated that the service they received from LawAccess NSW customer service officers exceeded their expectations.

MEETING CUSTOMER EXPECTATIONS- CUSTOMER SERVICE OFFICER 2004 & 2005



Satisfaction Ratings For Lawyers

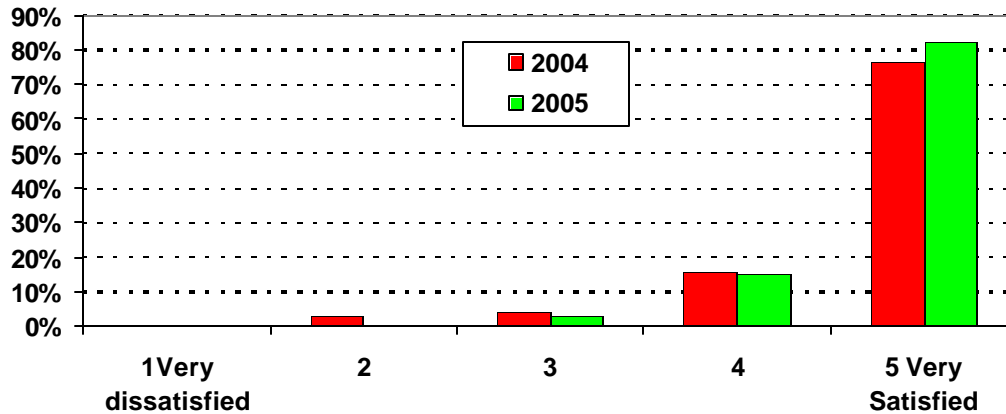
- Customers who had spoken to a LawAccess NSW lawyer were asked to rate their satisfaction with the same service components. Satisfaction scores for lawyers were in the very high range (4.57 to 4.88).
- Compared to 2004, the performance of lawyers significantly improved for the attributes of 'helpfulness'; 'ease of understanding of the information provided' and 'understanding of the problem and the information they were looking for'. Satisfaction ratings of the remaining attributes were on par with 2004.
- The following table ranks the mean satisfaction scores into three groups depending on their relationship to the overall mean satisfaction score for all components.

SATISFACTION RATINGS – LAWYERS (N=100)

| Attribute | Mean Score/ Ranking (out of 5) | |
|--|--------------------------------------|--|
| Helpfulness of the Lawyer | 4.88(1) | Above Average Performance |
| Friendliness and Courteous nature of the Lawyer | 4.83 (2) | |
| The ease of understanding of the information provided | 4.82 (2) | |
| Respect and sensitivity given to you by the Lawyer | 4.81 (2) | Average Performance |
| The amount of time given to your enquiry | 4.76 (2) | |
| Lawyers understanding of the problem and the information I was looking for | 4.75 (2) | |
| Knowledge and competence of the lawyer | 4.73 (2) | |
| Understanding what to do next | 4.74 (2) | |
| The efficiency and speed in dealing with the enquiry | 4.47 (3) | Below Average Performance |

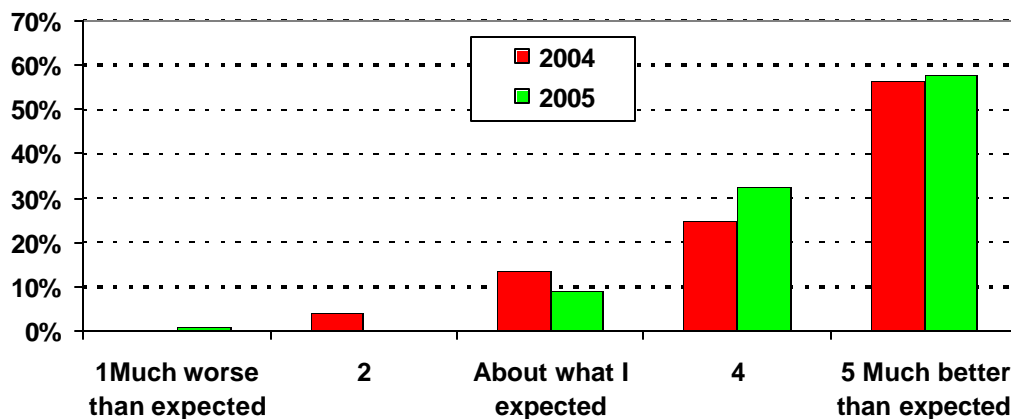
- Ninety seven percent of customers who spoke to a LawAccess NSW lawyer provided a high satisfaction rating (4 or 5 out of 5) for the overall service delivered.

OVERALL SATISFACTION WITH LAWYER 2004 & 2005



- 90% of customers (81% in 2004) interviewed stated that the service they received from a LawAccess NSW lawyer exceeded their expectations

MEETING CUSTOMER EXPECTATIONS- LAWYERS 2004 & 2005





Prioritising Service Components for Improvement

- As in 2004, both importance and satisfaction ratings were combined to develop a compositional model to determine those service components which require most improvement from the point of customer satisfaction (refer to page 34 for explanation of the methodology).
- The satisfaction ratings demonstrate that once again a high level of satisfaction was found with the services delivered by both customer service officers and lawyers.
- For customer service officers improvements were recorded across 9 of the 10 attributes measured. A slight fall in the satisfaction gap was found for 'friendliness and courteous nature'.
- For lawyers improvements were recorded across 7 of the 9 attributes measured. A slight increase in the satisfaction gap was identified for 'respect and sensitivity' and 'friendliness and courteous nature'.
- While the overall satisfaction amongst customers is extremely high, the analysis shows marginal improvement in overall satisfaction can be obtained if greater attention was given to the components listed below. It should be noted that 6 of the 7 areas identified in 2005 were also highlighted in the 2004 survey. For lawyers the aspect of 'improving knowledge and competence' replaced 'improving lawyers understanding of the problem and the information the customer is looking for'. Encouragingly in each of the areas identified for attention in 2004 an improvement was reported in 2005. This suggests a positive outcome of any changes in training or work practices implemented by LawAccess NSW as result of the 2004 survey findings.

| CUSTOMER SERVICE OFFICERS | LAWYERS |
|---|---|
| Improving Call Waiting times | Efficiency and Speed in dealing with the enquiry |
| Improving officers knowledge and competence | Ensuring the customer understands what to do next |
| Improving officers understanding of the problem and information the customer is seeking | Improving lawyer's knowledge and competence |
| Ensuring the customer understands what to do next | |



Service Recommendation

- 97% of customers interviewed indicated they would recommend the LawAccess NSW service to another person.

LawAccess Online

- While the survey captured a small number of LawAccess Online users, it should be recognised that the research was designed for measuring customer satisfaction with the telephone enquiry service. As such the results to the LawAccess Online questions should be treated with caution as their representation of LawAccess Online users is statistically questionable.
- 11% (9% in 2004) of customers surveyed indicated they had accessed the website in the last 12 months. 60% of customers who had used the site suggested that the website helped them understand their legal problem
- 36% had found the site via an Internet search engine, while a further 16% of customers had visited the site after speaking to a customer service officer. Almost 70% had accessed the site from home.



1 INTRODUCTION

1.1 BACKGROUND

This survey was commissioned by LawAccess NSW to provide the foundations of an on-going customer assessment of performance in the delivery of services. The survey was first conducted by IRIS Research in 2004. LawAccess NSW provides free legal information, assistance and advice via its centralised telephone contact centre at Parramatta and via the Internet. Customers can contact LawAccess NSW on its 1300 number between 9am and 5pm, Monday to Friday.

The customer satisfaction survey was conducted during the busiest time of the year for LawAccess NSW when call volume peaks between December and February. All LawAccess NSW frontline staff rostered on during this period were involved in the survey, including an additional twelve staff who are employed each year as part of a summer clerkship program.

During the survey period, 1-8th February 2005, LawAccess NSW assisted 301 customers. The average time customers spent speaking with a customer service officer was 6 minutes 56 seconds. The average time customers waited to speak with a customer service officer was 31 seconds. The percentage of customers who hung up was 1 percent. These results meet the performance standards that LawAccess NSW aims to achieve.

IRIS Research completed surveys with 500 customers in the first part of the survey period and continued to conduct interviews with customers who spoke to both a customer service officer and lawyer until 14th February. A total of 603 surveys were completed.

Overall the survey aimed to provide LawAccess NSW with an understanding of the satisfaction levels and needs of users with respect to key components of the services' delivery.

1.2 STUDY OBJECTIVES

The broad objectives for the survey were to:

- Provide a demographic and socio-economic profile of customers;
- Understand how customers are made aware of the service;
- Measure the importance of and satisfaction with key components of customer service for both the delivery of services by customer service operators and lawyers;



- Establish benchmark levels of satisfaction for the LawAccess NSW service;
- To identify areas for improving customer satisfaction;
- Measuring the usage level amongst customers and satisfaction with LawAccess Online.

1.3 DATA COLLECTION

The sample for the survey was collected using the following steps.

- On completion of the enquiry the LawAccess NSW customer service officer or lawyer asked the customer whether they would like to participate in the survey.
- On agreement the officer logged the customers contact details, which were forwarded in real time to IRIS secure Internet site. These details were automatically transferred to an IRIS interviewer.
- The customer was then called by an experienced IRIS interviewer and asked whether it was convenient to conduct the short survey. If the customer was not in a position to conduct the interview a more convenient time was arranged for the interview.
- In general customers were interviewed within 48 hours of the initial enquiry.
- The survey was implemented under Interviewing Quality Control Australia (IQCA) guidelines. Interviews were conducted using our computer-aided telephone interviewing (CATI) system. Continuous interviewer monitoring was used and post interview validations were conducted within five days of the close of the survey.

In 2005 a total of 603 completed interviews by telephone were collected from a sample of LawAccess NSW customers from the period 1st February to 14th February. Within this sample 100 customers had spoken to both a customer service officer and a lawyer. Three interviews were conducted with non-English speaking customers using the Translating and Interpreting Service (TIS).

1.4 SURVEY ACCURACY

The results of the survey are based on a sample of customers within the 6-days of operation for Customer Service Officers and 10 days of operation for lawyers. A sample of over 600 was chosen to provide accurate survey results that can be applied to the broader customer population. However as with all sample surveys, the results will be subject to some amount of sampling variability. When analysing results for the entire sample (603 responses), the maximum error rate will be about + or -



3.75% at the 95% confidence level, if a proportional response of 50% was achieved for any of the survey's questions. That is, we can be confident that if the survey were to be repeated there are approximately 95 chances in 100 that the new results would be within + or - 3.75% of the result achieved in this survey.

However, various breakdowns of the survey results by age, and gender and circumstance have also been provided. As these groups are based on smaller samples, a general rule of 10 percentage points or more should be employed before assuming differences across groups are significant at the 95% confidence level. Anova, Chi-square and t tests have been applied and only variations where a statistical significant difference was identified have been highlighted in the report.

On reaching the potential participant, an extremely high 98% agreed to continue with the survey.

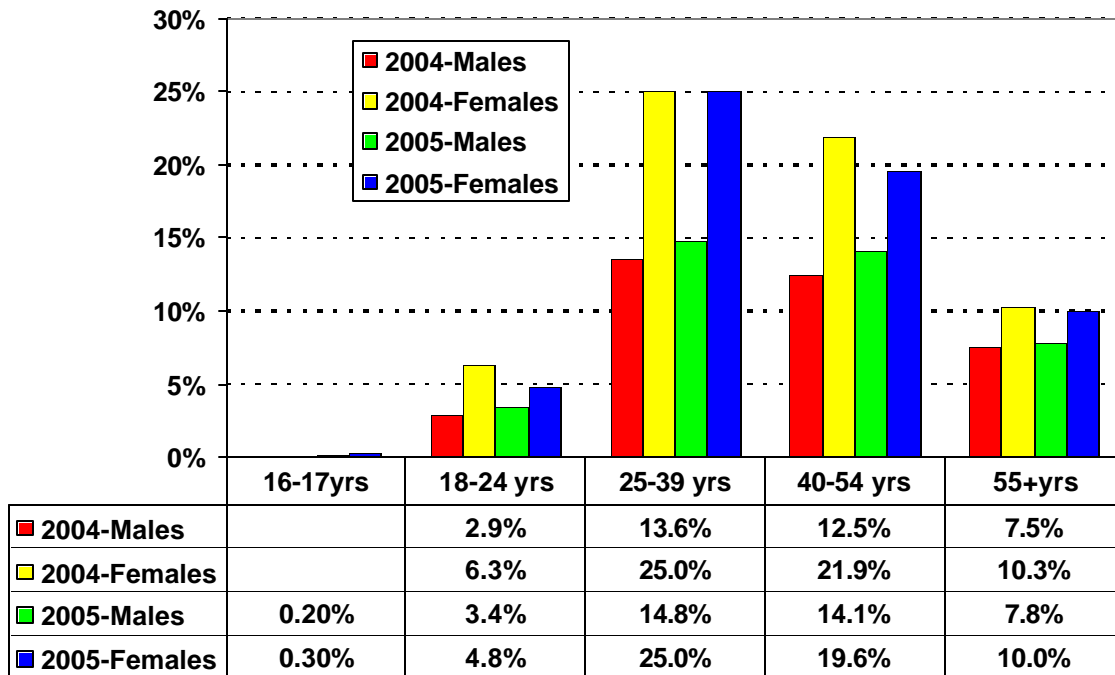


SURVEY RESULTS

2 CUSTOMER PROFILE

2.1 AGE & GENDER

FIGURE 2.1 AGE AND GENDER OF CUSTOMERS (PERCENT OF TOTAL SURVEYED IN 2004 & 2005)

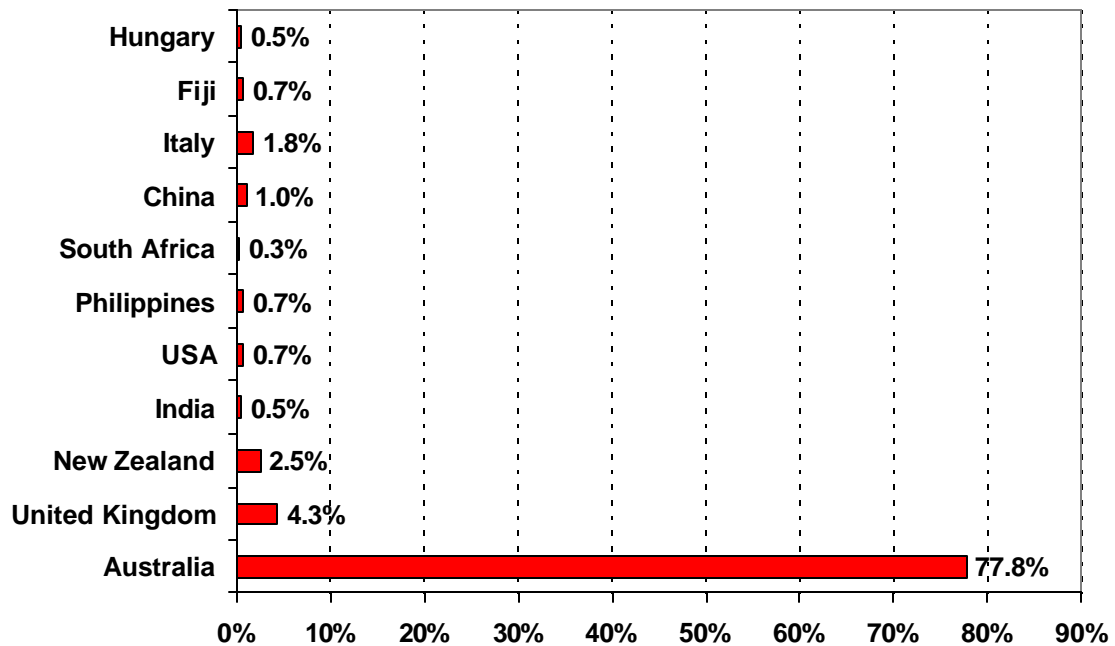


Key results:

- For the survey conducted in 2005 sixty percent of LawAccess NSW customers surveyed were females, a similar profile to 2004 survey, where 63% of respondents were female. In 2005, 40% (39% in 2004) were aged 25-39 years.
- Like 2004, the largest group seeking assistance was females aged 25-39 years (25%).

2.2 NATIONALITIES

FIGURE 2.2 BIRTH PLACE OF CUSTOMERS (PERCENT OF TOTALED SURVEYED N=603)

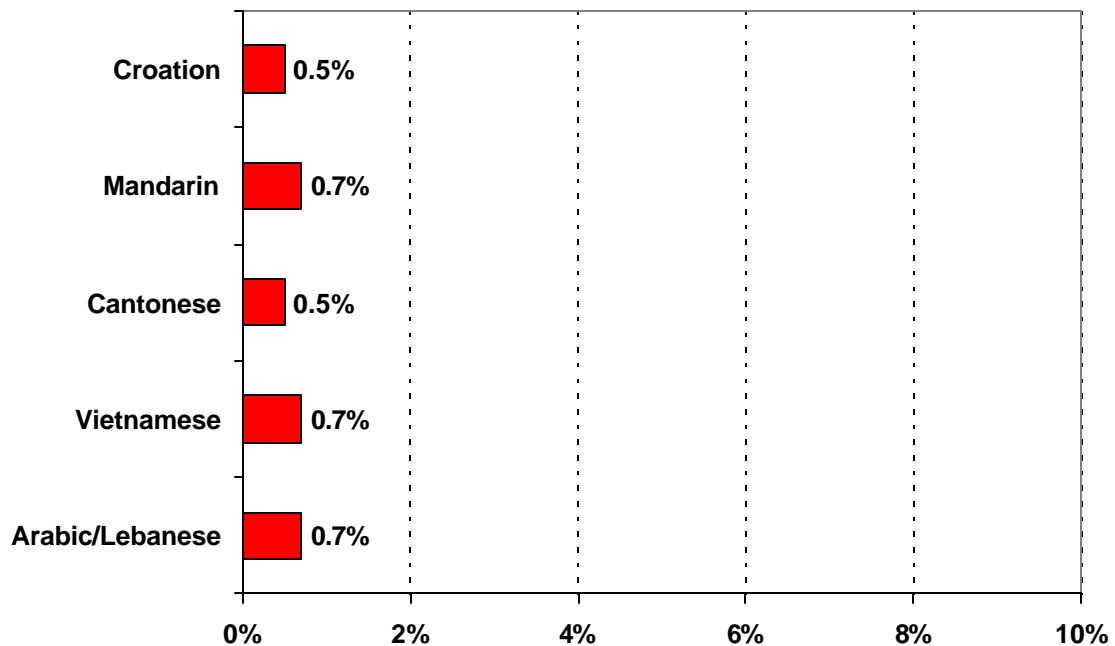


Key results:

- Twenty four percent of LawAccess NSW customers interviewed in 2005 stated they were born overseas. This result was only slightly higher than the 20% reported in 2004.
- As in 2004, the 2005 survey covered individuals representing 46 different nationalities. However the majority of individuals using the service are from an Anglo or European background.
- Of the overseas born, 27% (23% in 2004) had arrived in Australia prior to 1970; 22% (28% in 2004) between 1970-1979; 25% (23% in 2004) between 1980-1989; 20% (20% in 2004) between 1990-99 and ; 7% (5% in 2004) since 2000.
- 3% (5% in 2004) of customers surveyed indicated they were of Aboriginal or Torres Strait Islander origin.

2.3 LANGUAGES SPOKEN

FIGURE 2.3 OTHER LANGUAGES SPOKEN AT HOME (PERCENT OF TOTALED SURVEYED N=603)

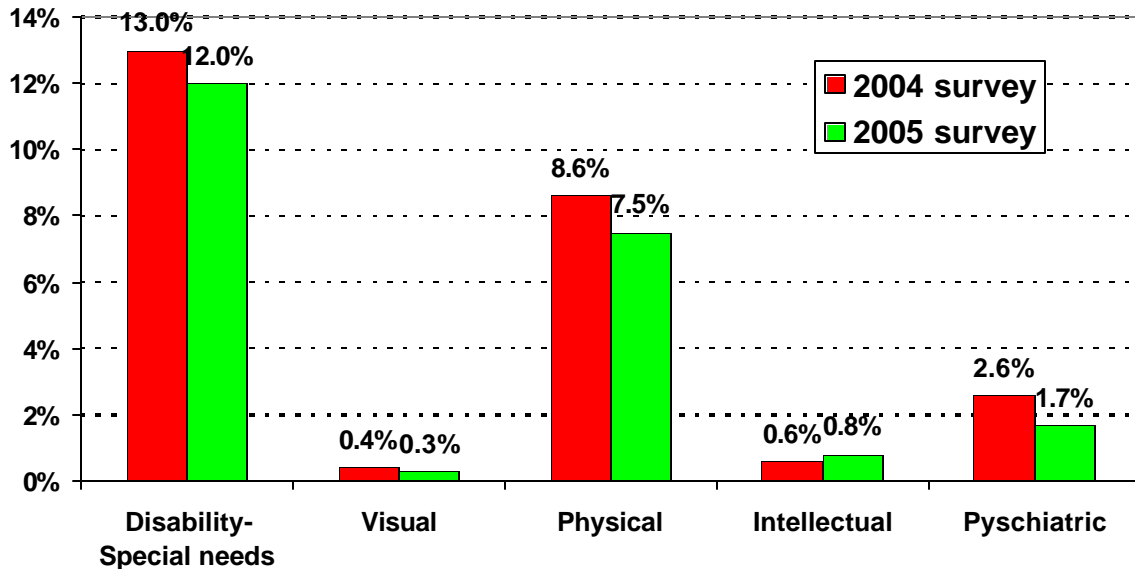


Key results:

- 7% of the customers interviewed stated they spoke a language other than English at home. Albeit minimal, Arabic (including Lebanese), Vietnamese and Mandarin were the main languages nominated by respondents.
- Of those respondents who spoke a language other than English at home, 88% indicated they prefer to speak in English when they contact LawAccess NSW. 7% suggested they would like to communicate in their own language through an interpreter, while 5% preferred the use of a bi-lingual customer service officer.
- Of those respondents who spoke a language other than English at home, only 5% had used the Translating and Interpreting Service. Of those individuals who hadn't used the service, 93% felt confident in using English when communicating with LawAccess NSW. The remainder indicated they didn't know it was available.

2.4 SPECIAL NEEDS AND CARERS

FIGURE 2.4 FORM OF DISABILITY (PERCENT OF TOTALED SURVEYED) (N=544 IN 2004 AND N = 603 IN 2005)

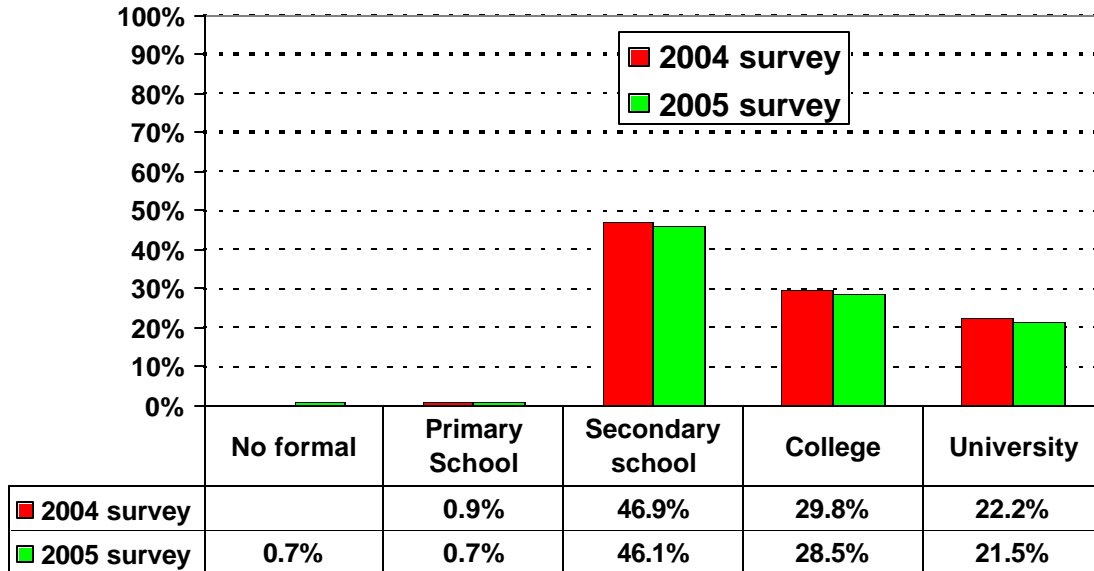


Key results:

- Twelve percent (13% in 2004) percent of customers interviewed stated they considered themselves to be a person with special needs due to a disability.
- The majority of customers with special needs indicated they had a physical disability.
- 12% of customers interviewed indicated they were a prime carer or had carer responsibilities. A carer was defined as an individual who had responsibilities for the support of a person with a disability, has a medical condition or cannot care for themselves.
- Two thirds of carers were female, with 62% of individuals aged 40 years or more.
- The main responsibilities for carers who had contacted LawAccess NSW were the care of children under the age of 18 years (46%), care of a parent (28%), or care of a spouse or defacto (12%).

2.5 LEVEL OF EDUCATION

FIGURE 2.5 HIGHEST LEVEL OF EDUCATION COMPLETED (N=544 IN 2004 AND N= 603 IN 2005)



Key results:

- The education profile of customers surveyed in 2005 was almost identical to the profile obtained in 2004. Forty six percent of customers surveyed indicated their highest level of education was secondary school. This proportion increased to 62% for customers aged 18-24 years.
- Similar education profiles were found across both age and gender of respondents.

2.6 GOVERNMENT BENEFITS

TABLE 2.6 TYPE OF GOVERNMENT BENEFIT BY GENDER (% OF GROUP SHOWN) (N=544 IN 2004 AND N= 603 IN 2005)

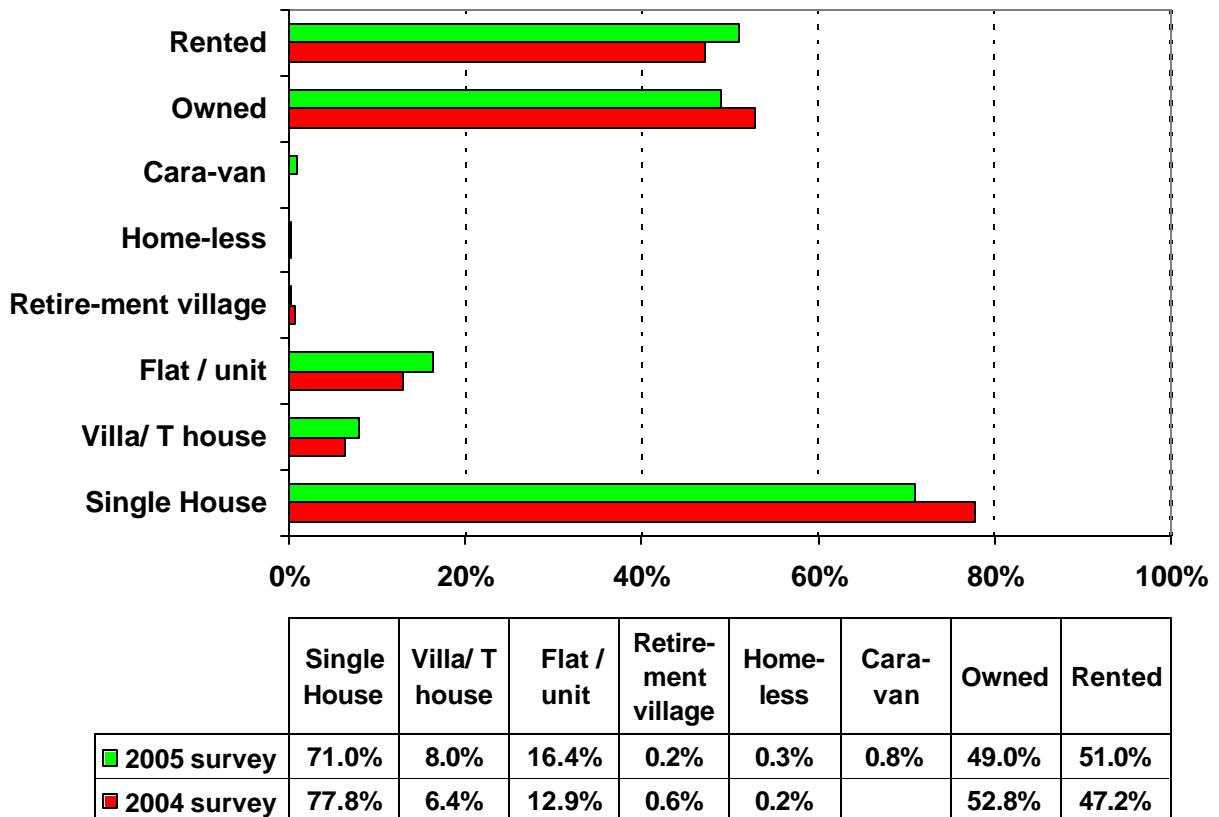
| Survey | MALE | | FEMALE | | TOTAL | |
|-------------------------------------|------|------|--------|------|-------|------|
| | 2004 | 2005 | 2004 | 2005 | 2004 | 2005 |
| Overall | 43.2 | 35.0 | 58.8 | 50.7 | 53.1 | 44.6 |
| Type (% of total in Receipt) | | | | | | |
| Aged | 16.3 | 9.6 | 8.4 | 11.4 | 10.7 | 10.7 |
| Sole Parent | 14.0 | 9.6 | 51.7 | 49.4 | 40.5 | 36.4 |
| Disability | 20.9 | 31.3 | 11.3 | 10.8 | 14.2 | 17.6 |
| Unemployment | 30.2 | 32.5 | 6.9 | 5.7 | 13.8 | 14.6 |
| Widow | 0.0 | 0.0 | 2.0 | 1.7 | 1.4 | 1.1 |
| Veterans | 3.5 | 2.4 | 1.5 | 1.1 | 2.1 | 1.5 |
| Sickness | 3.5 | 2.4 | 1.0 | 0.0 | 1.7 | 0.8 |
| Special | 1.2 | 0.0 | 0.0 | 0.6 | 0.3 | 0.4 |
| Family Allowance | 2.3 | 2.4 | 8.4 | 6.3 | 6.6 | 5.0 |
| Carers | 1.2 | 3.6 | 4.9 | 5.1 | 3.8 | 4.6 |
| Youth allowance | - | 2.4 | | 3.4 | - | 3.1 |
| Austudy | 2.3 | 0.0 | 1.0 | 1.7 | 1.4 | 1.1 |
| Other | 4.7 | 3.6 | 3.0 | 2.8 | 3.5 | 3.1 |

Key results:

- 45% of customers surveyed indicated they received a pension or other form of government benefit. This proportion was down on the 53% reported in 2004.
- As in 2004, female customers were more likely to receive a government benefit, with the sole parent pension being the dominant benefit received (49%). In fact 1 in 3 of the LawAccess NSW customers interviewed in 2005 were female sole parents. This was a significant increase on the 1 in 5 (19.3%) ratio identified in the 2004 survey.
- In the 2005 survey male customers in receipt of a government benefit were more likely to be in receipt of either unemployment benefits (32.5%) or a disability pension (31.3%). This was somewhat different to the 2004 profile, where a lower 21% of male customers were receiving a disability pension.

2.7 TYPE OF ACCOMMODATION

FIGURE 2.7 HOUSING STATUS (N=544 IN 2004 AND N= 603 IN 2005)

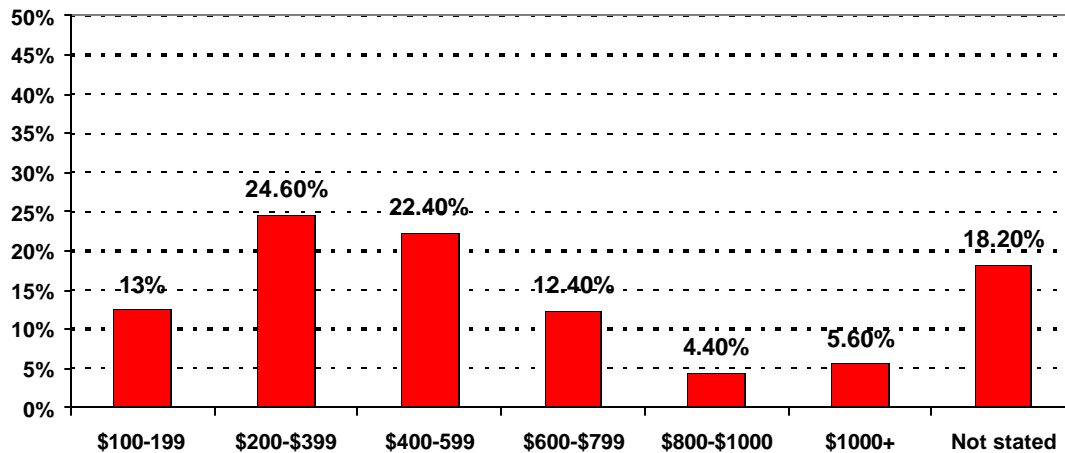


Key results:

- As in 2004 the housing situation for customers was relatively evenly split between rental accommodation and owning or purchasing. However the 2005 survey identified a slightly higher proportion of people living in rented accommodation. As in 2004, customers aged below 40 years and those individuals in receipt of a government benefit were more likely to be living in rental accommodation.
- In the most recent survey 71% of customers stated they lived in a single house, with slightly more in 2005 (compared to 2004) living in flats or units.

2.8 INCOME

FIGURE 2.8 TAKE HOME PAY EACH WEEK (N=603)



Key results:

- Thirty-eight percent of the customers interviewed indicated their take home pay per week was less than \$400. The average weekly take home pay for all customers who provided their income was \$472. This was about 13% higher than the average weekly take home pay calculated for the 2004 survey (\$418).
- As in 2004 a number of significant differences were identified in take home pay amongst key customer groups. On average females who had a direct income took home \$441 per week, compared to males with \$519. This represented an 11% and 15% increase on 2004 levels respectively.
- The difference between income levels of individuals born overseas and Australian born was not as great in the 2005 survey, as it was in the 2004 survey. In 2005 individuals born overseas reported an average weekly take home pay of \$488, compared to Australian born respondents with \$467. In 2004 the average weekly pay for overseas born was \$500 and \$398 for those who were Australian born.
- Individuals in receipt of a government benefit reported a significantly lower average weekly take home pay of \$327, compared to \$614 for those who were not.

2.9 AWARE OF SERVICE

TABLE 2.9 FIND OUT ABOUT LAWACCESS NSW (N=544 IN 2004 AND N = 603 IN 2005)

| Source | 2005* | 2004 |
|----------------------------|-------|------|
| | % | % |
| Telstra white/yellow pages | 22.7 | 19.1 |
| Legal Aid Office | 15.4 | 18.0 |
| Other Government depts. | 10.4 | 6.8 |
| Local Court | 9.0 | 8.1 |
| Family/friends | 7.1 | 7.4 |
| Internet | 5.6 | 3.3 |
| Dept of Fair Trading | 4.8 | - |
| Law Society of NSW | 3.5 | 7.2 |
| Can't Remember/Don't Know | 2.7 | - |
| Police | 2.2 | - |
| Other pamphlets/pub | 2.0 | 2.4 |
| Centrelink | 1.8 | - |
| Community organisations | 1.8 | 3.3 |
| Industrial Relations | 1.8 | - |
| Lawyer referral | 1.7 | 3.7 |
| Community Legal Centre | 1.7 | - |
| Counsellor | 0.8 | - |
| Court Attendance Notice | 0.8 | - |
| Family Court | 0.8 | - |
| LawAccess NSW Poster | 0.3 | - |
| LawAccess NSW wallet card | 0.3 | - |
| Television | 0.2 | - |
| Local Member | 0.2 | - |

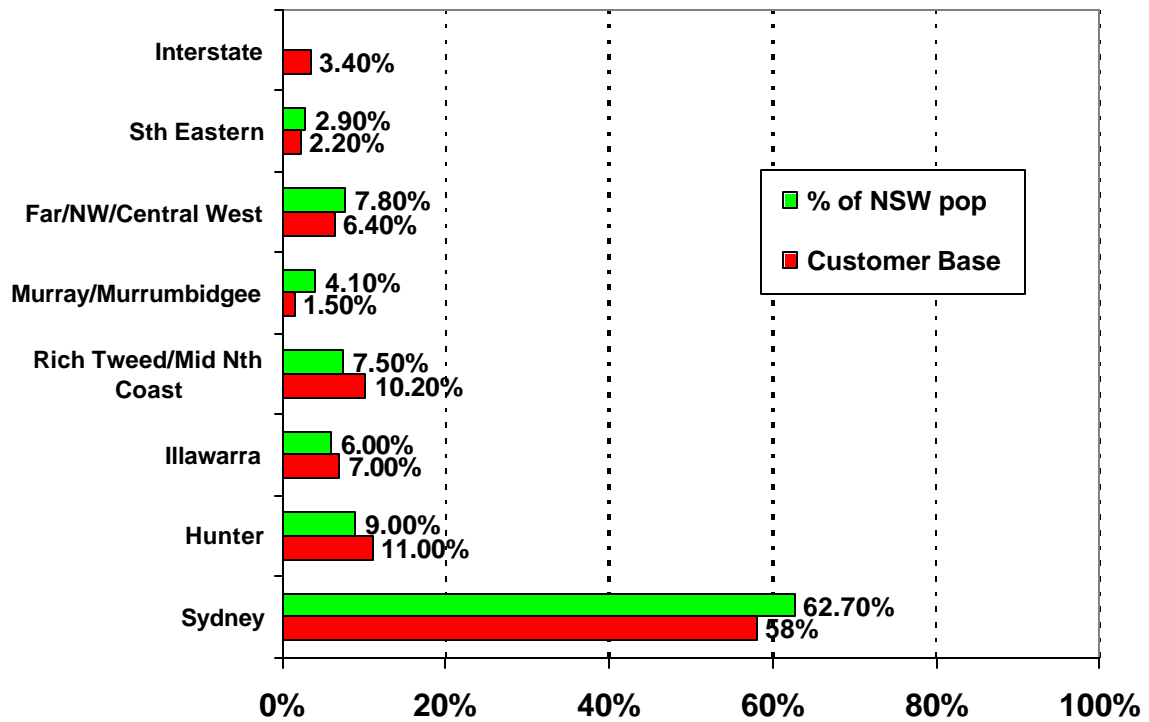
Note *A more extensive list was utilised for the 2005 survey

Key results:

- As in 2004 the Telstra white or yellow pages and Legal Aid were nominated as the two main sources of how individuals found out about LawAccess NSW. Other government departments and the local courts system were also important sources of information on the service.
- No significant statistical differences were identified across age and gender of the customers in terms of how they became aware of the service.

2.10 LOCATION

FIGURE 2.10 LOCATION OF CUSTOMERS (N=603)

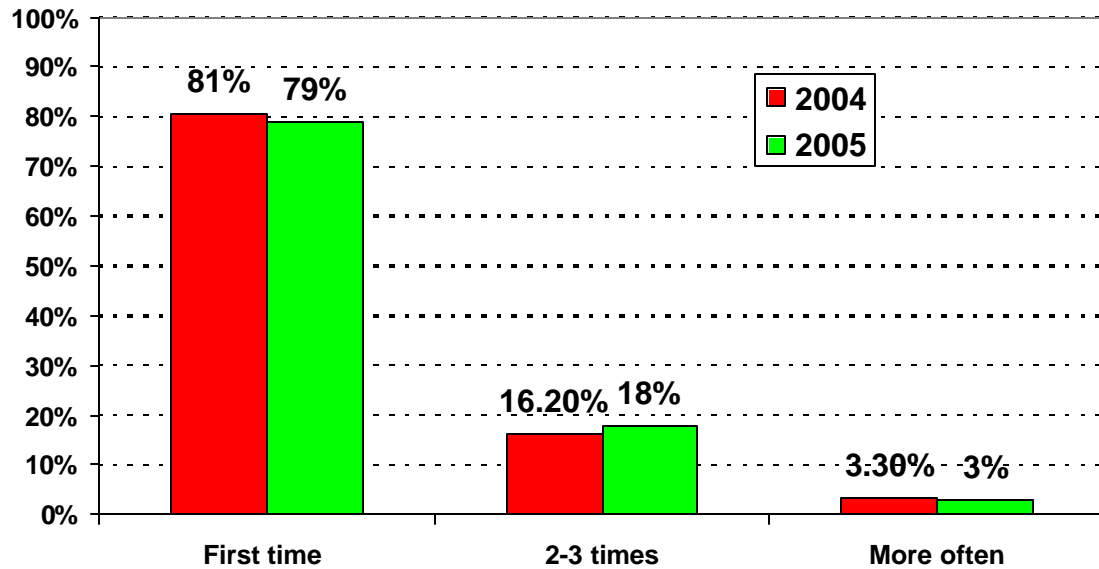


Key results:

- Fifty-eight percent of customers surveyed were living in the Sydney Statistical Division, with a further 11% located in the Hunter region and 6% residing in the Illawarra.
- The above chart also demonstrates the proportion of persons located in each of the major regions of NSW. The chart suggests that based on population densities, the service is being utilised well by residents of Sydney and regional or country NSW.

2.11 USE OF SERVICE

FIGURE 2.11 FREQUENCY OF CONTACTING LAWACCESS NSW IN LAST 12 MONTHS (N=544 IN 2004 AND N= 603 IN 2005)



Key results:

- As in 2004 customers surveyed in 2005 were dominantly first time users.
- Again frequency of using the service in the last 12 months was found to be slightly higher amongst individuals in receipt of a government benefit. 26% of customers receiving a government benefit had used the service more than once in the last 12 months, compared to 16.8% of individuals who did not receive a government benefit.



3 OPINIONS ON CUSTOMER SERVICE

This section presents LawAccess NSW customers' attitudes and opinions of the services delivered by customer service officers and lawyers.

To understand what customers perceived to be important in the delivery of this type of service, customers were first asked to rate the importance of key service attributes. To provide these ratings customers were asked to think about enquiries they had made to large customer service organisations such as banks and government departments and then to rate the perceived importance of the components. Using the same attributes customers were then asked to rate their satisfaction with the most recent enquiry they had made to LawAccess NSW.

In sections 3.2.2 and 3.3.2 of this report both importance and satisfaction ratings are combined to develop a compositional model to determine those components which require most improvement from the point of improving customer satisfaction with the services delivered by customer service officers and lawyers.

This method of analysis was also conducted for the 2004 survey.

3.1 IMPORTANCE RATINGS

Respondents were asked to rate the importance of a range of aspects concerning enquiries they have made to a service based organisation on a scale of 1 to 5, where 1 = 'not important' and 5 = 'very important'. The findings of the 2004 and 2005 surveys are presented in table 3.1.1.

TABLE 3.1.1 IMPORTANCE RATINGS FOR SERVICE DELIVERY (N=544 IN 2004 AND N= 603 IN 2005)

| Attribute | Survey | Importance rating | | | | Mean Score/ Ranking (out of 5) | Significant Change |
|---|--------|-------------------|--------------|---------------|---------------|--------------------------------------|--------------------|
| | | % | | | | | |
| | | N/R | Low (1-2) | Medium (3) | High (4-5) | | |
| Understanding of what to do next | 2004 | 0 | 0.4 | 1.5 | 98.2 | 4.79 (1) | - |
| | 2005 | 0 | 0.7 | 2.2 | 97.1 | 4.79 (1) | |
| Knowledge and competence of the operator | 2004 | 0 | 1.4 | 6.3 | 92.3 | 4.72 (1) | - |
| | 2005 | 0 | 1.1 | 3.4 | 95.5 | 4.75 (1) | |
| The operator understands the problem and the information I am looking for | 2004 | 0 | 1.6 | 5.7 | 92.6 | 4.67 (1) | - |
| | 2005 | 0 | 1 | 3.2 | 95.8 | 4.75 (1) | |
| The information provided by the operator is easy to understand | 2004 | 0 | 0.6 | 7 | 92.5 | 4.66 (1) | - |
| | 2005 | 0 | 1 | 2.8 | 96.1 | 4.72 (1) | |
| Helpfulness of the operator | 2004 | 0 | 1.5 | 5.1 | 93.4 | 4.64 (1) | - |
| | 2005 | 0 | 0.9 | 3.2 | 96 | 4.73 (1) | |
| Friendliness and courteous nature of staff | 2004 | 0 | 1.9 | 8.1 | 90.1 | 4.53 (2) | - |
| | 2005 | 0 | 1 | 9.9 | 89.1 | 4.54(2) | |
| Respect and sensitivity given to you by the operator | 2004 | 0 | 1.6 | 10.1 | 88.3 | 4.53 (2) | - |
| | 2005 | 0 | 5.2 | 5.2 | 93.6 | 4.63 (2) | |
| The amount of time given to your enquiry | 2004 | 0.6 | 3.2 | 12.5 | 83.8 | 4.36 (3) | - |
| | 2005 | 0.7 | 2 | 9.5 | 87.7 | 4.47 (3) | |
| The efficiency or speed in dealing with the enquiry | 2004 | 0 | 2.6 | 13.8 | 83.6 | 4.33 (3) | - |
| | 2005 | 0.2 | 1.7 | 11.2 | 87 | 4.45 (3) | |
| The waiting time to reach an operator | 2004 | 0.2 | 3.1 | 16.9 | 79.7 | 4.26 (3) | - |
| | 2005 | 0.2 | 2.5 | 17.1 | 80.2 | 4.31 (3) | |

* Arrows signify evidence of a statistically significant increase or decrease in importance scores since the 2004 survey (at the 95% C.I.).

Key results:

- In 2005 mean importance scores ranged from 4.31 (high) to 4.79 (very high) out of 5. The overall mean importance score for the range of attributes measured was 4.61.
- Compared to the survey conducted in 2004, the mean importance ratings in 2005 were found to be significantly higher than 2004 for 5 of the 10 attributes. These were 'operator understands the problem and information I am looking for'; 'helpfulness of the operator'; 'respect and sensitivity given to you by the operator'; 'amount of time given to an enquiry'; and 'efficiency and speed in dealing with an enquiry'.
- As conducted in 2004 a t test analysis using a confidence interval of 95% was undertaken to provide a ranking of the attributes into three groups. The priority importance rating derived in 2005 was found to be identical to 2004. The attributes given a priority importance rating of 1 (significantly above the overall average) were 'understanding what to do next', 'knowledge and competence of the operator', 'operator understands the problem and information I am looking for', 'the information provided by the operator is easy to understand', and 'helpfulness of the operator'. Amongst LawAccess NSW customers, these attributes were found to be the most important aspects of the delivery of a service by a large customer service organisation.
- Those attributes which were found to be below average in overall importance (priority 3) were 'waiting time to reach an operator', 'amount of time given to an enquiry', and 'efficiency and speed in dealing with an enquiry'.
- 'Friendliness and courteous nature of the staff' and the 'sensitivity given to you by the operator' were identified by customers to be 'average' (priority 2) in importance.
- In 2005 significant differences in importance ratings were identified for the following groups;
 - Female customers in general tended to rate the importance of the range of service components significantly higher than males. The exception was 'understanding what to do next', where both male and female customers provided similar ratings.
 - Individuals aged 40 years and above were more likely to provide higher importance ratings than other groups for 'the efficiency or speed in dealing with the enquiry' and 'waiting time to reach an operator'.



- Interestingly customers that were in receipt of a government pension rated the importance of 'the efficiency or speed in dealing with the enquiry' and 'friendliness and courteous nature of the operator' significantly higher than those that were not.

3.2 SATISFACTION RATINGS FOR CUSTOMER SERVICE OFFICERS

Customers were asked to think about their most recent enquiry to LawAccess NSW and to rate their satisfaction with the previously listed features on a scale of 1 to 5, where 1 = 'very dissatisfied' and 5 = 'very satisfied'. This process was conducted for both LawAccess NSW customer service officers and lawyers. The findings of the 2004 and 2005 surveys are presented in Table 3.2.1.

TABLE 3.2.1 SATISFACTION RATINGS – CUSTOMER SERVICE OFFICER (N=544 IN 2004 AND N = 603 IN 2005)

| Attribute | Survey | Satisfaction rating | | | | Mean Score/ Ranking (out of 5) | Significant Change |
|---|--------|---------------------|--------------|--------------|---------------|--------------------------------------|-----------------------|
| | | (%) | | | | | |
| | | N/R | Low (1-2) | Medium -3 | High (4-5) | | |
| Friendliness and courteous nature of staff | 2004 | 0 | 0.4 | 2 | 97.6 | 4.85 (1) | - |
| | 2005 | 0 | 1 | 1.7 | 97.3 | 4.81 (1) | |
| Respect and sensitivity given to you by the operator | 2004 | 0.2 | 0.9 | 4.6 | 94.3 | 4.74 (1) | - |
| | 2005 | 0.2 | 1.1 | 2.4 | 96.3 | 4.77 (1) | |
| Helpfulness of the operator | 2004 | 0 | 1.5 | 3.7 | 94.9 | 4.73 (1) | - |
| | 2005 | 0 | 1.2 | 2.4 | 96.4 | 4.78 (1) | |
| The amount of time given to your enquiry | 2004 | 0 | 1.5 | 5 | 93.5 | 4.63 (1) | - |
| | 2005 | 0.2 | 0.6 | 4.9 | 94.3 | 4.68 (1) | |
| The information provided by the operator is easy to understand | 2004 | 0.4 | 2.3 | 5.3 | 92.1 | 4.56 (2) | - |
| | 2005 | 0.3 | 1.7 | 6.3 | 91.7 | 4.62 (2) | |
| The efficiency or speed in dealing with the enquiry | 2004 | 0 | 3.1 | 5.9 | 91 | 4.54 (2) | - |
| | 2005 | 0 | 1.6 | 5.6 | 92.8 | 4.64 (2) | |
| Understanding of what to do next | 2004 | 0 | 4.2 | 9 | 86.7 | 4.47 (3) | - |
| | 2005 | 0.2 | 4.7 | 6.8 | 88.3 | 4.55 (3) | |
| Knowledge and competence of the operator | 2004 | 0.4 | 3.2 | 9.7 | 86.8 | 4.46 (3) | - |
| | 2005 | 0 | 2.7 | 8.1 | 88.8 | 4.52 (3) | |
| The operator understands the problem and the information I am looking for | 2004 | 0.4 | 3.1 | 8.8 | 87.7 | 4.46 (3) | - |
| | 2005 | 0.2 | 2.8 | 7.6 | 89.4 | 4.52 (3) | |
| The waiting time to reach an operator | 2004 | 0.9 | 5.7 | 14.3 | 79 | 4.20 (3) | - |
| | 2005 | 0.3 | 4.1 | 12 | 83.6 | 4.36 (3) | |

* Arrows signify evidence of a statistically significant increase or decrease in importance scores since the 2004 survey (at the 95% C.I.).



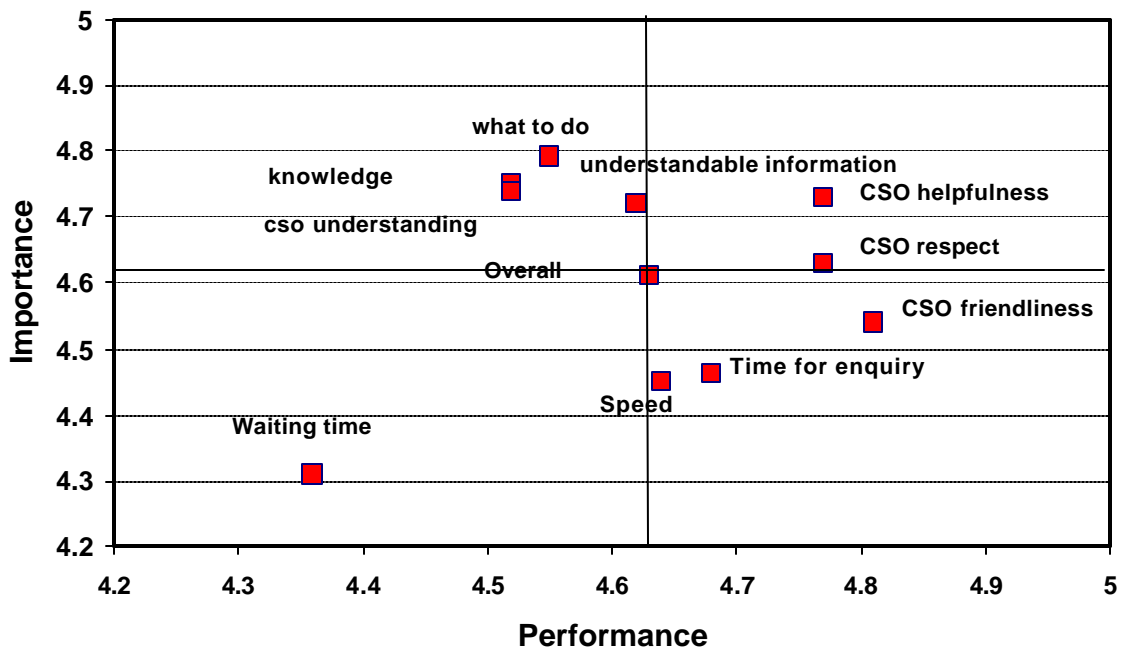
Key results:

- In 2005 satisfaction scores for Customer Service Officers were in the high (4.36) to very high (4.81) range.
- Compared to the 2004 survey the performance of customer service officers in 2005 had improved for the attributes of 'the efficiency or speed in dealing with an enquiry' and 'waiting time to reach an operator'. LawAccess NSW customer service officers maintained their high level of performance for the remaining eight attributes. No attribute recorded a statistical significant fall in performance.
- The overall means satisfaction score for the range of attributes measured was a high 4.63, up from 4.46 reported in 2005. Again a t test analysis using a confidence interval of 95% ranks the attributes into three separate groups. Attributes given a satisfaction rating of 1 (significantly above the overall average) were 'friendliness and courteous nature of the operator', 'respect and sensitivity given to you by the operator', 'helpfulness of the operator', and 'amount of time given to your enquiry'. Customers were found to be most satisfied with these aspects of the service's delivery.
- Those attributes recording an average satisfaction level below the overall average (ranking of 3) were 'understanding what to do next', 'knowledge and competence of the operator', 'the operator's understanding of the problem and the information I was looking for' and 'waiting time to reach an operator'.
- The 'ease of understanding of the information provided by the operator' and 'the efficiency or speed in dealing with an enquiry' was identified to be 'average' (ranking 2) in satisfaction.
- Female customers were found to be significantly more satisfied than males across all the measured attributes, apart from 'friendliness and courteous nature of staff', where the difference between mean scores was not statistically different.
- Customers in receipt of a government benefit or pension were found to be significantly more satisfied with the service attributes of 'amount of time given to the enquiry', 'the information provided by the operator is easy to understand', 'knowledge and competence of the operator', 'the operator understands the problem and the information I was looking for' and 'the waiting time to reach an operator'.

3.2.1 Relationship Between Performance and Importance-CSO

The figure below maps the relationship between the mean scores of importance and satisfaction for customer service officers as rated by LawAccess NSW customers in 2005.

FIGURE 3.1 LAWACCESS NSW CUSTOMER SERVICE OFFICER PERFORMANCE IN RELATION TO THE MOST IMPORTANT SERVICE COMPONENTS FOR CUSTOMERS (N=603)



Dividing the figure above into quadrants based on the overall mean scores for importance and performance allows a specific interpretation:

- 1) Upper right quadrant (high importance and high satisfaction) represents LawAccess NSW current service component major strengths. As in 2004, these components were 'helpfulness of customer service operators' and 'understanding of the information provided by the operator'. However in 2005 a further attribute has been added to this segment, which is 'respect and sensitivity given by the operator'.



- 2) The upper left-hand quadrant (high importance but relatively lower satisfaction) denotes service components where satisfaction should be improved. As in 2004 these components are 'knowing what to do next'; 'knowledge and competence of the operator'; and 'operators understanding of the problem and the information I was looking for'.
- 3) The lower left quadrant (relatively lower importance but relatively lower satisfaction) represents lower priority areas. In 2005 only one attribute found its way into this segment, which was 'waiting time to reach an operator'.
- 4) The lower right quadrant (relatively lower importance and high satisfaction) is often interpreted as service components where delivery is exceeding expectations. For LawAccess NSW these service components are 'respect and sensitivity provided by customer service operator'; 'friendliness of the operator', and 'the amount of time given to the enquiry'. In 2005 a further attribute 'efficiency and speed in dealing with the enquiry' shifted from the lower left quadrant into this segment.

3.2.2 Prioritising Service Components

A form of compositional modeling was used to develop 'satisfaction gap' measures for each service attribute. The 'satisfaction gap' represented the weighted relative need for improvement for each service component. It was arrived at by subtracting the average score given for performance level (satisfaction) on the service component from the maximum possible score for that service component (5) to arrive at the 'average gap'. Hence, an average gap of zero would indicate a perfect score, whilst an average gap of 4, (i.e. lowest average possible on 1 to 5 scale is 1) would represent the worst possible score.

The 'average gap' was then multiplied by the mean importance score for each service component to weight the 'average gap' scores according to importance as perceived by the customer. Hence, the higher importance the heavier the weight given to under performance in a given service component and therefore the higher would be the resulting 'satisfaction gap' score. This method therefore took into account both perceived performance and perceived importance from the customer's point of view for each service component.

The resulting 'weighted satisfaction gap' measure was a number expressed between 1 and 20 with higher scores attributed to those service components which require most improvement from the point of view of improving customer satisfaction.

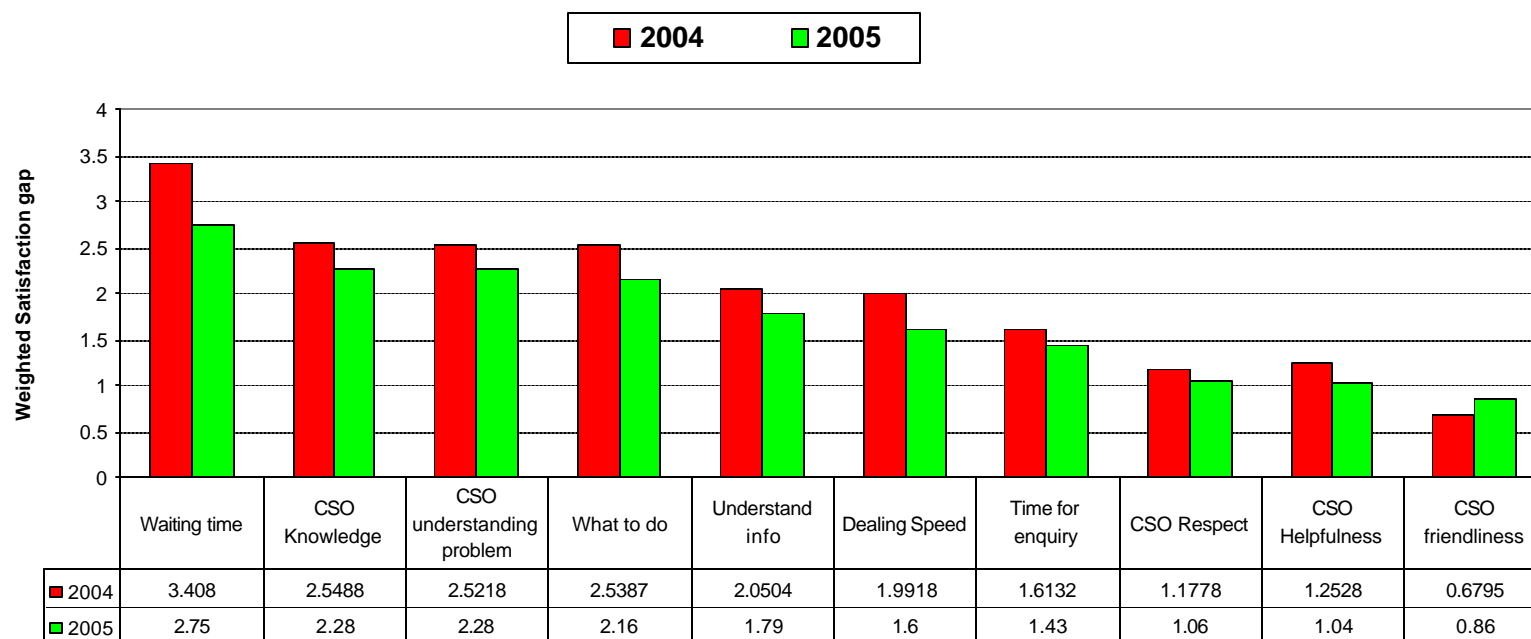
Table 3.2.2 displays the weighted satisfaction gaps for customers for 2005 . Figure 3.2 demonstrates the areas that have improved or deteriorated over the 2 survey periods and summarises where improvements in individual satisfaction components would yield the greatest gains in customer satisfaction.

Both figures illustrate the high level of customer satisfaction with each of the individual service components and shows improvements across 9 of the 10 attributes measured. However as in 2004 marginal improvements in overall customer satisfaction would be gained if greater attention was given to call waiting times, improving operator knowledge and interpretation of the customer's problem, and ensuring the customer is clear on what to do next. The analysis shows that customer service officers improved on the key personal and communication skills of 'helpfulness' and 'respect and sensitivity'. A slight deterioration in performance was identified for the attribute 'friendliness and courteous nature'.

TABLE 3.2.2 WEIGHTED SATISFACTION GAPS FOR CUSTOMERS 2005

| Attributes | Mean Score of Importance | Level of satisfaction | Average Gap | Satisfaction Gap |
|---|--------------------------|-----------------------|-------------|------------------|
| Friendliness and courteous nature of staff | 4.54 | 4.81 | 0.19 | 0.86 |
| Respect and sensitivity given to you by the operator | 4.63 | 4.77 | 0.23 | 1.06 |
| Helpfulness of the operator | 4.73 | 4.78 | 0.22 | 1.04 |
| The amount of time given to your enquiry | 4.47 | 4.68 | 0.32 | 1.43 |
| The information provided by the operator is easy to understand | 4.72 | 4.62 | 0.38 | 1.79 |
| The efficiency or speed in dealing with the enquiry | 4.45 | 4.64 | 0.36 | 1.60 |
| Understanding of what to do next | 4.79 | 4.55 | 0.45 | 2.16 |
| Knowledge and competence of the operator | 4.75 | 4.52 | 0.48 | 2.28 |
| The operator understands the problem and the information I am looking for | 4.75 | 4.52 | 0.48 | 2.28 |
| The waiting time to reach an operator | 4.31 | 4.36 | 0.64 | 2.75 |

FIGURE 3.2: CUSTOMER SERVICE OPERATORS-PRIORITISING SERVICE COMPONENTS TO BE IMPROVED ACCORDING TO CUSTOMER NEEDS

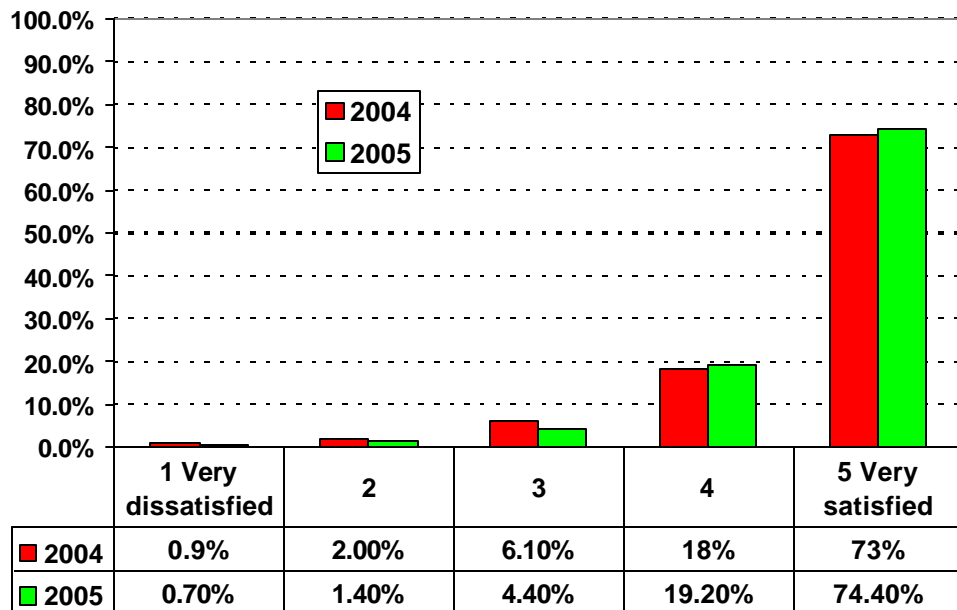


3.2.3 Overall Satisfaction

"How would you describe your level of satisfaction with the overall service that you received from the customer service operator? Please rate on a scale of 1 to 5, where 1 is very dissatisfied and 5 means very satisfied."

- Ninety four percent of customers interviewed provided a high satisfaction rating (4 or 5 out of 5) for the service delivered by LawAccess NSW customer service officers. As in 2004, 3 out of every 4 callers provided a satisfaction rating of 5 out of 5 for the service they received.
- The overall mean satisfaction score was a very high 4.65. This performance level was on par with the 4.6 reported in 2004.

FIGURE 3.2.3: OVERALL SATISFACTION WITH CUSTOMER SERVICE OFFICER (N=544 IN 2004 AND N= 603 IN 2005)





The small number of respondents who indicated they were dissatisfied with the overall service provided by LawAccess NSW customer service officers were asked to indicate why they were dissatisfied. A list of their comments is provided below;

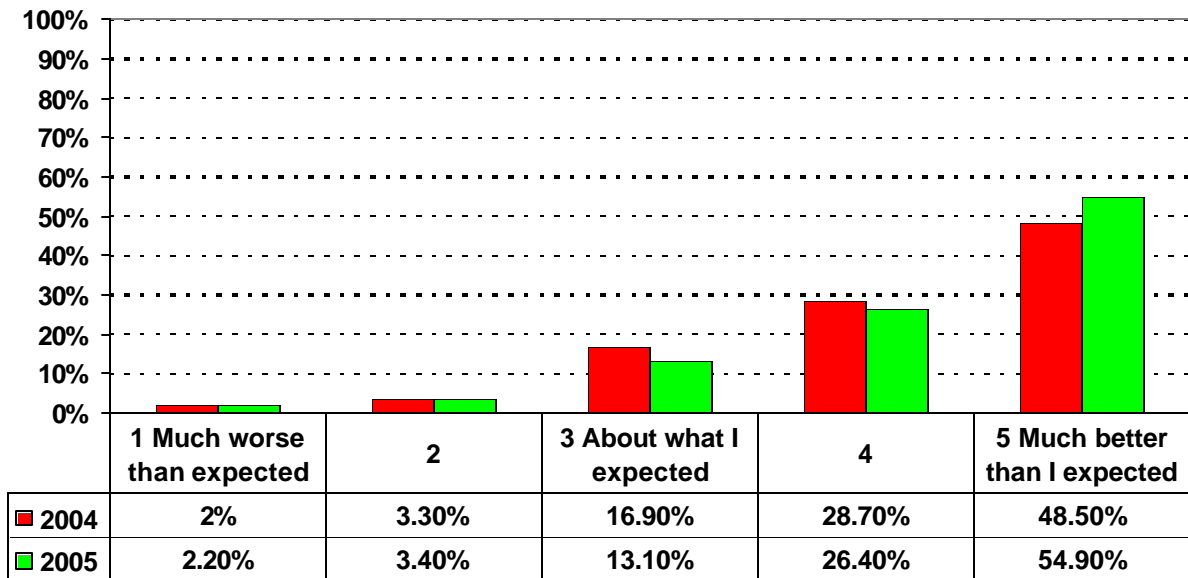
- *THEY DIDN'T DELIVER ON THIER PROMISE*
- *THEY COULDN'T HELP ME WITH MY ENQUIRY*
- *SHE WAS NOT VERY HELPFUL*
- *NO FURTHER INFORMATION PROVIDED*
- *LACK OF KNOWLEDGE OF LAW AND PROCEDURES RESPECTIVELY*
- *I WAS TOLD TO CONTACT A SOLICITOR WHICH I CAN'T AFFORD*
- *I CALLED TWICE BUT THEY HAVENT GOTTEN BACK TO ME YET*
- *THEY COULDN'T OFFER A LEGAL OPINION*
- *BECAUSE I WASNT GIVEN CORRECT INFORMATION*

3.2.4 Customer Expectations

"To what extent did the overall service that you received from the customer service operator meet your expectations? I would like you to use a scale of 1 to 5, where 1 is much worse than expected and 5 is much better than expected."

- Eighty one percent of customers interviewed suggested that the service they received from LawAccess NSW customer service officer exceeded their expectations. This was marginally higher than the 77% reported in 2004.
- The overall mean expectation score was a high 4.28 on par with the 4.2 reported in 2004.

FIGURE 3.3: MEETING CUSTOMER EXPECTATIONS - CUSTOMER SERVICE OFFICERS (N=544 IN 2004 AND N= 603 IN 2005)





- Respondents who indicated the service delivered by LawAccess NSW customer service officers was below their expectations, were asked to indicate why. A list of their comments are provided below;

- *I EXPECTED MORE, THEY PROVIDED VERY LITTLE OPTIONS*
- *I WAS EXPECTING THEM TO GIVE ME LEGAL ADVICE*
- *PROMISE OF 3 FAXES THAT DIDN'T COME THROUGH*
- *SHE DIDN'T UNDERSTAND WHAT I WAS TALKING ABOUT*
- *SHE GAVE ME USELESS INFORMATION: I THOUGHT SHE WAS A LAWYER*
- *THE INFORMATION THAT I NEEDED WASN'T PROVIDED*
- *THEY COULDN'T GIVE ME THE ADVICE NEEDED*
- *THEY DONT HAVE QUALIFIED LAWYERS THERE SO IT DIDNT HELP*
- *THEY GAVE ME INCORRECT INFORMATION*
- *THEY HAVENT ANSWERED MY CALLS YET*
- *THEY PASSED ME ON TO THE LEGAL SERVICE AND WERE ABRUPT*
- *I WAS HOPING TO GET MORE HELP AND I DIDN'T*
- *THEY COULD NOT GIVE YOU A LEGAL OPINON-COULDNT DEFINE JURY STATEMENT*
- *CSO DIDN'T KNOW SIMPLE STANDARD COURT PROCEDURES*
- *DIDN'T UNDERSTAND MY QUESTION*
- *DONT UNDERSTAND MY LANGUAGE- TREAT DIFFERENT*
- *EXPECTED MORE TECHNICAL INFORMATION*
- *FELT FAIRLY CONFUSED AND I WAS TOLD NOTHING TO HELP THE ISSUE*
- *I THOUGHT I WAS GOING TO TALK TO A LAWYER WHO HAD KNOWLEDGE*
- *I THOUGHT I WOULD GET MORE HELP*
- *I THOUGHT THE INFORMATION COULD HAVE BEEN MORE HELPFUL*
- *I WAS GIVEN A NUMBER TO CALL AND I FOUND IT NOT USEFUL*
- *RAN OUT OF TIME TO SEEK FURTHER LEGAL HELP*
- *REFERRED ELSEWHERE NOT SATISFACTORY*
- *SHE DID HER BEST BUT THE INFORMATION SHE GAVE WAS USELESS*
- *SHE DIDN'T UNDERSTAND LA YMANS TERMS*
- *SHE TOLD YOU ADVICE I DIDN'T WANT TO KNOW*
- *SHE WAS ABRUPT AND I DIDN'T GET THE ANSWERS*
- *THEY GAVE ME THE RUN AROUND AND NO ONE HAD THE ANSWERS*
- *THEY WERE NOT A LAWYER*
- *THEY WERE UNABLE TO GIVE THE ADVICE I NEEDED*
- *WASN'T THE ANSWER I THOUGHT I WOULD GET*
- *ALOT OF INFORMATION THAT MADE ME FEEL BETTER BUT I COULDN'T ACT ON*

3.3 SATISFACTION RATINGS FOR LAWYERS

Customers who had also spoken with a LawAccess NSW lawyer were asked to rate their satisfaction with service components on a scale of 1 to 5, where 1 = 'very dissatisfied' and 5 = 'very satisfied'. The finding of the 2004 and 2005 surveys are presented in table 3.3.1.

TABLE 3.3.1 SATISFACTION RATINGS – LAWYERS (N=96 IN 2004 AND N = 100 IN 2005)

| Attribute | | Satisfaction rating (%) | | | | Mean Score/ Ranking (out of 5) | Significance |
|--|------|-------------------------|-----------|-----------|------------|--------------------------------|--------------|
| | | N/R | Low (1-2) | Medium -3 | High (4-5) | | |
| Friendliness and Courteous nature of the Lawyer | 2004 | 0 | 0 | 0 | 100 | 4.92 (1) | - |
| | 2005 | 0 | 1 | 2 | 97 | 4.83 (2) | |
| Respect and sensitivity given to you by the Lawyer | 2004 | 0 | 0 | 1 | 99 | 4.85 (1) | - |
| | 2005 | 0 | 1 | 2 | 97 | 4.81 (2) | |
| The amount of time given to your enquiry by the Lawyer | 2004 | 0 | 2 | 4.2 | 93.7 | 4.74 (2) | - |
| | 2005 | 0 | 0 | 4 | 96 | 4.76 (2) | |
| Helpfulness of the Lawyer | 2004 | 0 | 3.1 | 2.1 | 94.8 | 4.72 (2) | - |
| | 2005 | 0 | 0 | 1 | 99 | 4.88 (1) | |
| Knowledge and competence of the Lawyer | 2004 | 0 | 1 | 5.2 | 93.7 | 4.68 (2) | - |
| | 2005 | 0 | 0 | 4 | 96 | 4.73 (2) | |
| The ease of understanding of the information provided | 2004 | 0 | 1 | 3.1 | 95.8 | 4.68 (2) | - |
| | 2005 | 0 | 0 | 3 | 97 | 4.82 (2) | |
| Understanding of what to do next | 2004 | 0 | 2.1 | 7.4 | 90.5 | 4.60 (2) | - |
| | 2005 | 0 | 0 | 3 | 97 | 4.74 (2) | |
| Lawyers understanding of the problem and the information I was looking for | 2004 | 0 | 3.1 | 2.1 | 94.8 | 4.55 (2) | - |
| | 2005 | 1 | 0 | 4 | 95 | 4.75 (2) | |
| The efficiency and speed in dealing with the enquiry | 2004 | 0 | 7.3 | 11.5 | 81.3 | 4.39 (3) | - |
| | 2005 | 0 | 5 | 5 | 90 | 4.57 (3) | |

Key results:

- Satisfaction scores for lawyers were in the very high range (4.57 to 4.88). Compared to 2004 the performance of lawyers significantly improved for the attributes of 'helpfulness'; 'ease of understanding of the information provided' and 'understanding of the problem and the information they were looking for'. Satisfaction ratings of the remaining attributes were on par with 2004.

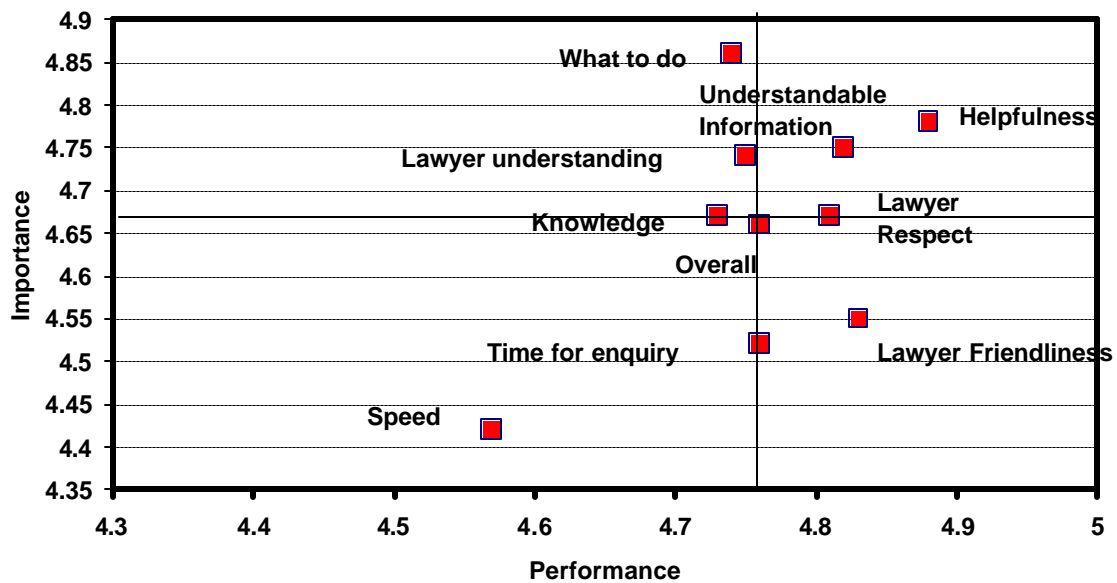


- The overall means satisfaction score for the range of attributes measured was a very high 4.76. This compared with the 2004 survey where a statistically similar 4.68 (at the 95% confidence level) were derived.
- As conducted in 2004 a t test analysis with a confidence interval of 95% provides a ranking of the service components. The major differences between the rankings were an improvement in the ranking of 'helpfulness of the Lawyer' from a two to a one and a drop in the ranking of the service component 'friendliness and courteous nature' from a 1 to a 2.
- As in 2004 the only service component to record an average satisfaction level below the overall average (ranking of 3) were 'the efficiency or speed in dealing with an enquiry'. This again demonstrated the relatively high performance shown by lawyers on all measured components of the service delivery.

3.3.1 Relationship Between Performance and Importance

The figure below maps the relationship between the mean scores of importance and satisfaction for lawyers as rated by LawAccess NSW customers.

FIGURE 3.4 LAWACCESS NSW LAWYER PERFORMANCE IN RELATION TO THE MOST IMPORTANT SERVICE COMPONENTS FOR CUSTOMERS (N=100)



Dividing the figure above into quadrants based on the overall mean scores for importance and performance again allows a specific interpretation:

- 1) Upper right quadrant (high importance and high satisfaction) represents the lawyer's current service strengths. These components are 'helpfulness'; 'the ease of understanding of the information provided by the lawyer' and 'respect and sensitivity'.
- 2) The upper left-hand quadrant (high importance but relatively lower satisfaction) denotes service components where satisfaction can be improved. These components are 'knowing what to do next'; and 'lawyers understanding of the problem and the information I was looking for' and 'knowledge and competence of the lawyer'. However the figure above shows that these attributes were found to be only a small margin away from being placed in the high importance and high satisfaction quadrant.



- 3) The lower left quadrant (relatively lower importance but relatively lower satisfaction) represents lower priority areas. This service component related to the 'efficiency and speed in which the lawyer dealt with the enquiry' and is likely to be associated with the amount of time lapsed between the initial enquiry and when the lawyer called back.

- 4) The lower right quadrant (relatively lower importance and high satisfaction) is often interpreted as service components where delivery is exceeding expectations. For LawAccess NSW lawyers these service components were, 'respect and sensitivity', 'friendliness' and 'the amount of time given to the enquiry'.

3.3.2 Prioritising Service Components

Again a form of compositional modeling was used to develop ‘satisfaction gap’ measures for each service attribute for lawyers. The ‘satisfaction gap’ represents the weighted relative need for improvement for each service component.

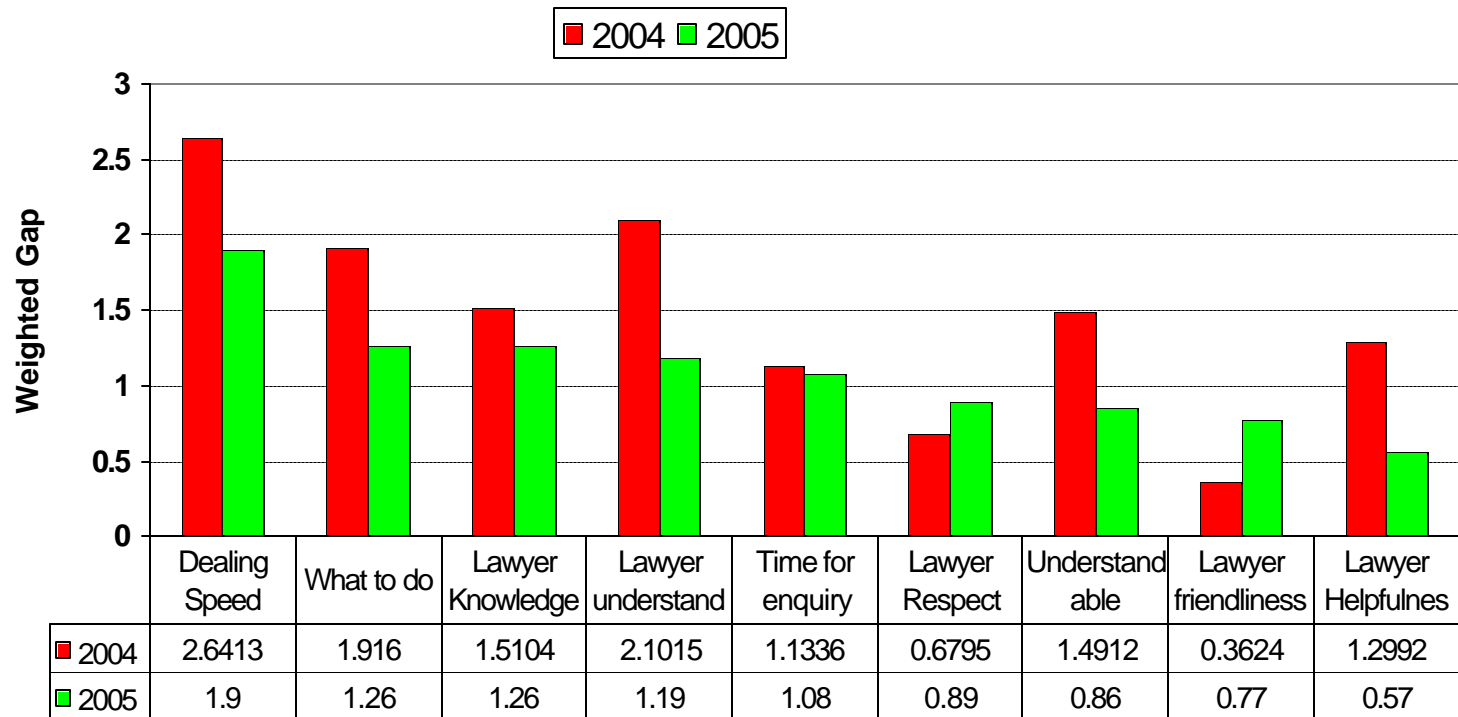
TABLE 3.3.2 WEIGHTED SATISFACTION GAPS FOR CUSTOMERS-LAWYERS

| Attributes | Mean Score of Importance | Level of satisfaction | Average Gap | Satisfaction Gap |
|---|--------------------------|-----------------------|-------------|------------------|
| Friendliness and courteous nature of Lawyer | 4.55 | 4.83 | 0.17 | 0.77 |
| Respect and sensitivity given to you by the Lawyer | 4.67 | 4.81 | 0.19 | 0.89 |
| Helpfulness of the Lawyer | 4.78 | 4.88 | 0.12 | 0.57 |
| The amount of time given to your enquiry | 4.52 | 4.76 | 0.24 | 1.08 |
| The information provided by the Lawyer is easy to understand | 4.75 | 4.82 | 0.18 | 0.86 |
| The efficiency or speed in dealing with the enquiry | 4.42 | 4.57 | 0.43 | 1.90 |
| Understanding of what to do next | 4.86 | 4.74 | 0.26 | 1.26 |
| Knowledge and competence of the Lawyer | 4.67 | 4.73 | 0.27 | 1.26 |
| The Lawyer understands the problem and the information I am looking for | 4.74 | 4.75 | 0.25 | 1.19 |

Key results:

- A marginal improvement in overall satisfaction with the service as delivered by lawyers may be gained if greater attention is given to ‘speed in dealing with the enquiry’, ‘making sure the person ‘knows what to do next’ and ‘demonstrating knowledge and competency’.
- A comparison with 2004 results indicates the satisfaction gap widened marginally for the attributes of ‘friendliness and courteous’ and ‘respect and sensitivity’ when dealing with customers. Interestingly the satisfaction gap for the ‘helpfulness’ attribute was reduced.

FIGURE 3.5 LAWYERS-PRIORITISING SERVICE COMPONENTS TO BE IMPROVED ACCORDING TO CUSTOMERS NEEDS

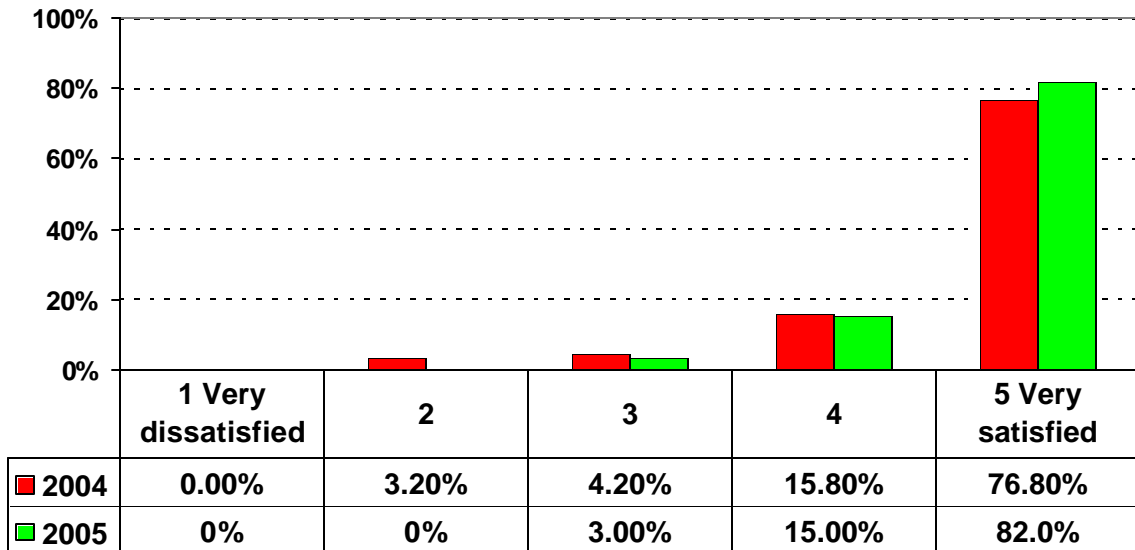


3.3.3 Overall Satisfaction

"How would you describe your level of satisfaction with the overall service that you received from the LawAccess NSW Lawyer? Please rate on a scale of 1 to 5, where 1 is very dissatisfied and 5 means very satisfied."

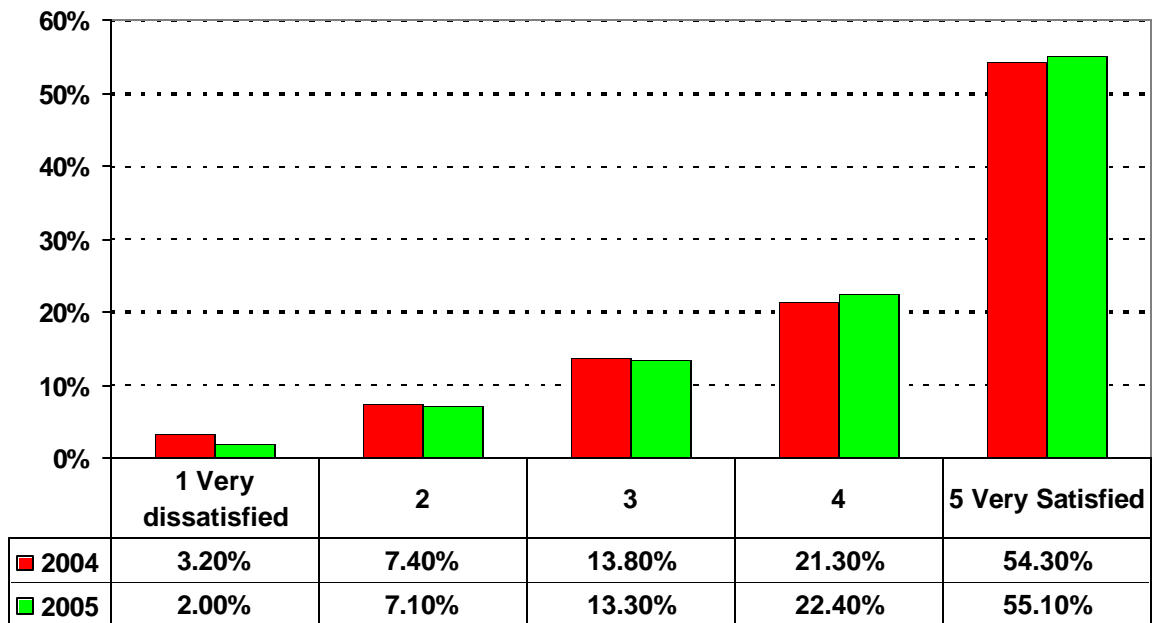
- Ninety seven percent of customers who spoke to a lawyer provided a high satisfaction rating (4 or 5 out of 5) with the service delivered. This was marginally higher than the 93% reported in 2004.
- The overall mean satisfaction score was a very high 4.79, statistically on par at the 95% confidence level with the 2004 result of 4.66.

FIGURE 3.6: OVERALL SATISFACTION WITH LAWYER (N=96 IN 2004 AND N= 100 IN 2005)



"Overall how satisfied were you with the amount of time between your initial contact with LawAccess NSW and when the lawyer called you back? Please rate on a scale of 1 to 5, where 1 is very dissatisfied and 5 means very satisfied."

FIGURE 3.7: OVERALL SATISFACTION WITH AMOUNT OF TIME BETWEEN INITIAL CONTACT WITH LAWACCESS NSW AND WHEN LAWYER CALLED YOU BACK (N=96 IN 2004 AND N = 100 IN 2005)



Key results:

- 78% of LawAccess NSW customers who spoke to a lawyer indicated they were satisfied (rating of 4 or 5) with the amount of time between their initial contact with LawAccess NSW and when the lawyer called them back.
- The overall mean satisfaction score with time taken for the lawyer to call back was 4.21 almost identical to the result found in 2004.



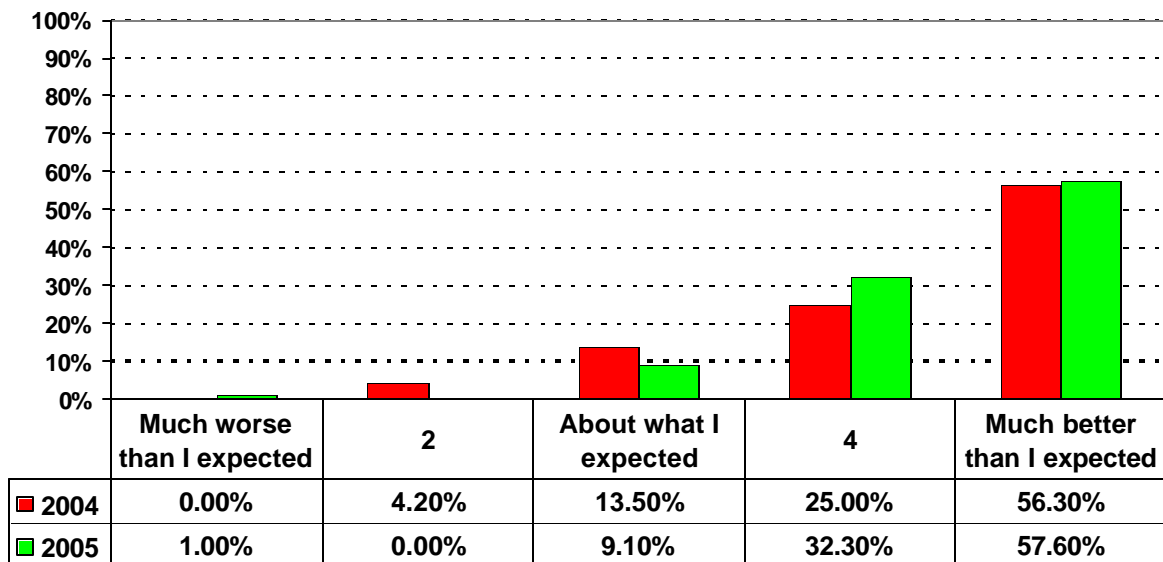
- Overall half of the lawyer's customers indicated they were highly satisfied (rating of 5 out of 5) with this aspect of the service delivered.

- Respondents who indicated they were dissatisfied with the amount of time between their initial contact and when a lawyer called back were asked to indicate why they were dissatisfied. A list of their comments are provided below;
 - *IT TOOK 2 DAYS TO CALL BACK AND I NEEDED THE ADVICE EARLIER*
 - *THEY TOLD ME THEY WOULD CALLBACK MONDAY BUT DIDNT CALL TILL WEDNESDAY*
 - *SHE WASNT ABLE TO CALL BACK AT THE APPOINTED TIME*
 - *IT TOOK A WEEK TO GET BACK TO ME*
 - *IT TAKES TOO LONG*
 - *I PHONED YESTERDAY THEY HAVEN'T CALLED ME BACK YET*
 - *I HAD TO WAIT 5 DAYS FOR THE SOLICITOR TO CALL BACK*
 - *BECAUSE I WAS WORRIED AND I NEEDED A QUICK ANSWER*

3.3.4 Customer Expectations

"To what extent did the overall service that you received from the LawAccess NSW lawyer meet your expectations? I would like you to use a scale of 1 to 5, where 1 is much worse than expected and 5 is much better than expected."

FIGURE 3.8: MEETING CUSTOMER EXPECTATIONS - LAWYERS (N=96 IN 2004 AND N= 100 IN 2005)



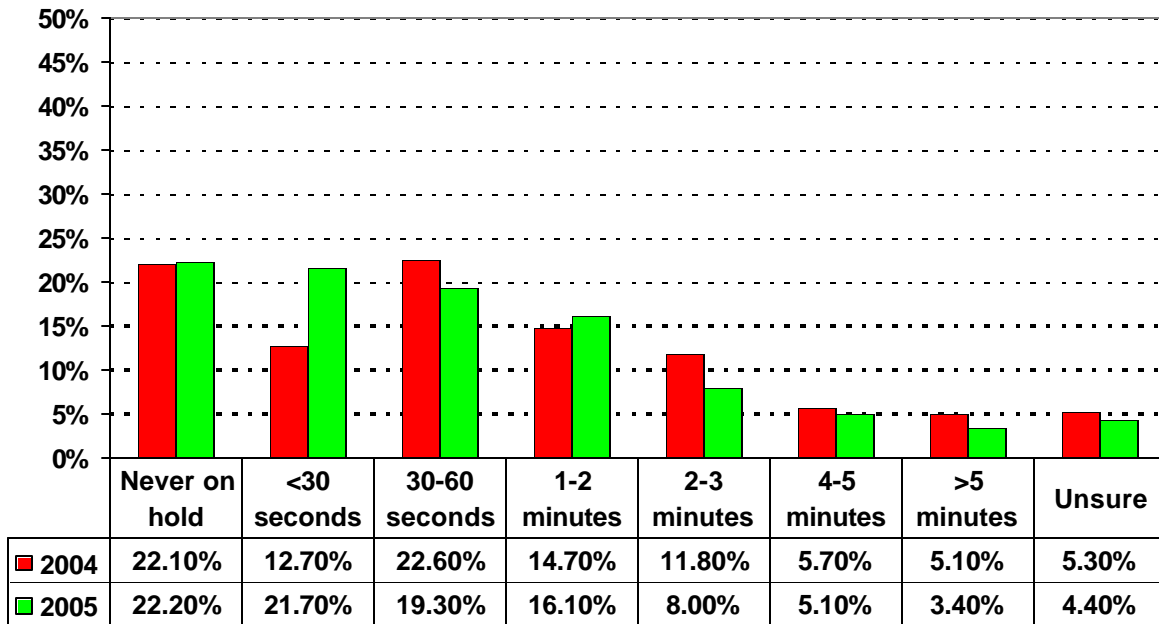
Key results:

- Ninety percent of LawAccess NSW customers that spoke to a lawyer suggested that the service they received from the lawyer exceeded their expectations, up from 81% reported in 2004. The overall mean expectation score was an extremely high 4.45 (out of 5), statistically on par with the 4.35 derived in 2004.
- In 2005, only one of the 100 customers interviewed that had spoken to a lawyer indicated the service was below their expectations.

3.4 CUSTOMER PERCEPTIONS OF WAITING TIME

"Approximately how long were you on hold for before you reached a customer service operator?"

FIGURE 3.9: CUSTOMER PERCEPTIONS OF WAITING TIME (N=96 IN 2004 AND N= 100 IN 2005)



Key results:

- A sizeable 44% of customers surveyed perceived they were on hold for less than 30 seconds. This was a significant improvement on the 34.8% reported in 2004. Overall the perceived efficiency rate for taking calls was found to be much improved in the 2005 survey, with an average perceived waiting time of 65 seconds, 16% below the 77 seconds perceived in 2004.

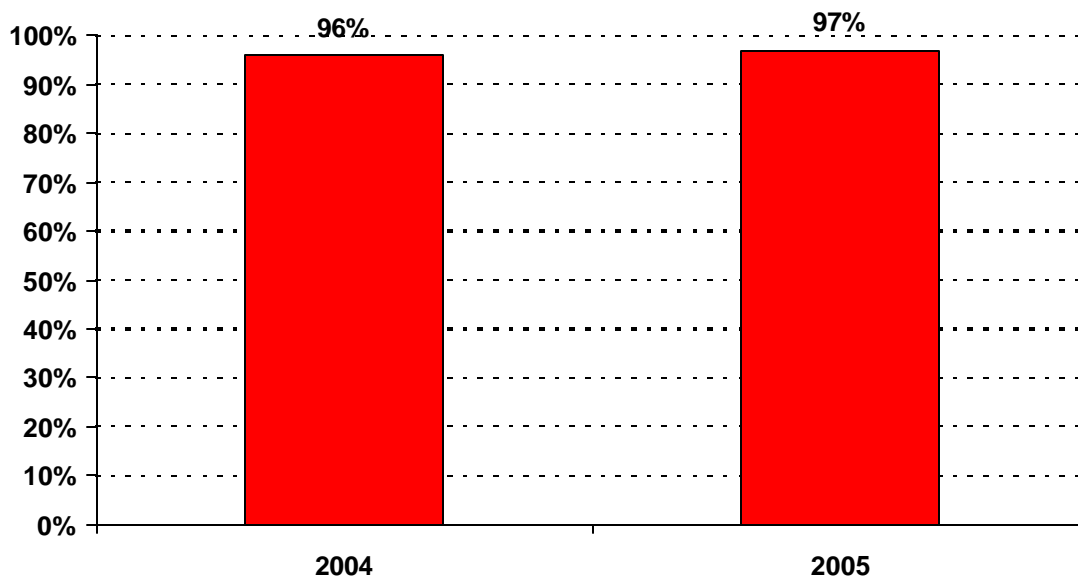
3.5 REFERRALS

- Sixty eight percent of the customers surveyed stated they were referred by LawAccess NSW to another organisation for further information and assistance. This was slightly up on the 64% reported in 2004.
- Of these customers, 61% indicated they had contacted the organisation they were referred to. This proportion was the exact outcome reported in the 2004 survey.
- It should be noted that survey interviews with customers were generally conducted within 48 hours of the initial enquiry. This suggests that the referral contact rate is likely to be slightly higher than shown here, as a number of customers may have been given insufficient time to make contact with the organisation. In fact in the 2005 survey customers who had yet contacted the organisation they were referred to were asked 'do they intend to contact'. Of these individuals 69% suggested they would contact the organisation shortly.
- These outcomes suggest as much as 88% of clients who had been referred to another organisation for information and assistance had already or was shortly going to contact the relevant agency.
- Individuals who suggested they were not going to contact the referred organisation stated reasons for their inaction as "the problem was resolved"; "couldn't afford legal advice"; "I was ringing on behalf of someone else"; 'didn't believe it was necessary at this stage to follow the contact through'; and "I found out more information from alternative sources".
- Of customers who had contacted an organisation referred to by LawAccess NSW, 73% stated the organisation was able to assist them. The finding in 2004 was a similar 72%.
- Customers who indicated the organisation they were referred to was unable to assist were asked why. The main reasons given were 'organisation didn't provide that type of information and generally referred them on'; 'they have yet to return the individual's call'; or 'the contact required a personal appointment and they would not give information or advice over the telephone'.

3.6 RECOMMENDATION

- An overwhelming 97% of customers interviewed indicated they would recommend the LawAccess NSW service to another person. The outcome in 2004 was 96%.

FIGURE 3.10: WOULD YOU RECOMMEND LAWACCESS NSW (% STATING YES) (N=96 IN 2004 AND N = 100 IN 2005)



- Individuals who indicated they would not recommend LawAccess NSW were asked to provide a reason. The following lists the comments provided.
 - *THEY WEREN'T ABLE TO HELP ME AT ALL*
 - *THEY DON'T GIVE ADVICE AND ONLY GAVE ME SOMEONE ELSE TO CALL*
 - *MY ENQUIRY WASN'T ANSWERED SATISFACTORY TO MY NEEDS*
 - *I WAS DISSATISFIED WITH THE SERVICE*
 - *I DON'T KNOW ENOUGH ABOUT IT*
 - *I DIDN'T GET ANY CORRECT INFORMATION*
 - *THEY DIDN'T DELIVER THEIR PROMISES*
 - *DIDN'T SATISFY HIS NEEDS*
 - *BECAUSE THERE NOT LAWYERS*
 - *BECAUSE OF MY OUTCOME*
 - *THEY DON'T HAVE ACCESS TO PEOPLE TO LINK TO THE RELEVANT LEGAL NEEDS*

4 LAWACCESS ONLINE

Customers using the LawAccess NSW 1300 number were asked a series of questions regarding their use and experience with LawAccess Online. A small number of customers were identified to have previously or subsequently to their telephone enquiry visited LawAccess Online. While the survey captured a small number of LawAccess Online users, it should be recognised that the research was designed for measuring customer satisfaction with the telephone enquiry service. As such the results to the LawAccess Online questions should be treated with caution as their representation of LawAccess Online users is statistically questionable.

4.1 INTERNET ACCESS

TABLE 4.1.1 INTERNET ACCESS BY CUSTOMER GROUPS 2004 AND 2005

| CUSTOMER GROUP | 2004 % | 2005 % | CUSTOMER GROUP | 2004 % | 2005 % |
|-----------------------------------|--------|--------|------------------------------------|--------|--------|
| Overall | 54.4 | 63.6 | Receive Government benefit/pension | 41.9 | 49.8 |
| Male | 52.8 | 62.4 | Own House | 58.0 | 67.1 |
| Female | 55.4 | 64.4 | Rent | 51.8 | 60.3 |
| 18-24 yrs | 68.0 | 81.3 | Income (per week) | | |
| 25-39 yrs | 55.2 | 64.1 | \$100-199 | 35.6 | 47.3 |
| 40-54 yrs | 59.4 | 66.0 | \$200-399 | 46.7 | 51.7 |
| 55+ yrs | 36.1 | 50.5 | \$400-\$599 | 60.2 | 64.4 |
| Australian Born | 51.2 | 62.7 | \$600-799 | 68.4 | 79.5 |
| Overseas Born | 65.8 | 66.2 | \$800-\$1000 | 89.5 | 76.9 |
| Aboriginal/Torres Strait Islander | 20.0 | 45.0 | \$1000+ | 88.9 | 81.8 |
| | | | | | |

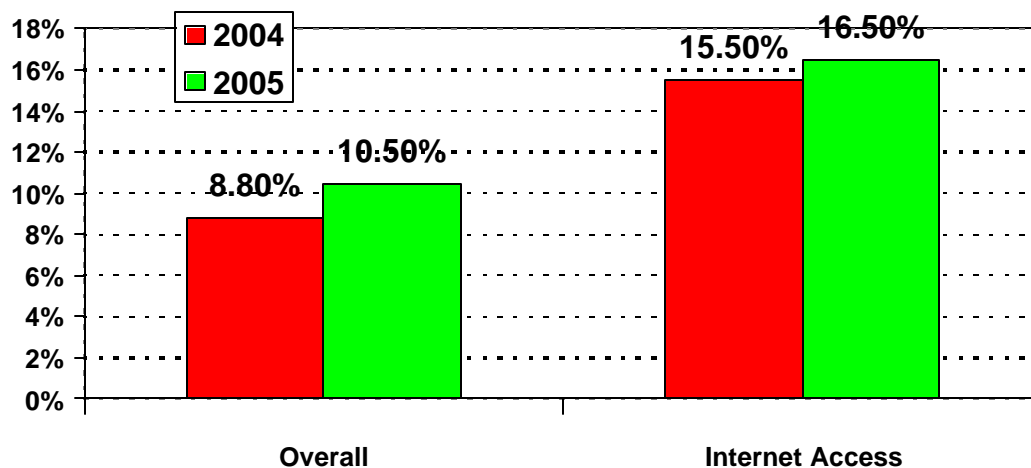
Key results:

- Table 4.1.1 demonstrates that access levels to the Internet for customers increased to 63.6%. Sizeable improvements in Internet access were found for customers aged 55 years and above, customers born in Australia, customers of Aboriginal and Torres Strait Islander origin and customers on lower incomes.

- As in 2004 significant differences in access to the Internet was identified for key customer groups. In general access to the Internet was significantly lower for
 - Individuals aged 55 years and above (albeit improving)
 - Aboriginal and Torres Strait Islander customers
 - Customers who receive a pension or government benefit and
 - Customers on low incomes.

4.2 VIEWED LAWACCESS ONLINE

FIGURE 4.2: VIEWED LAWACCESS ONLINE 2004 & 2005



Key results:

- Eleven percent of customers surveyed indicated they had accessed the LawAccess Online website in the last 12 months. This proportion increased to 16.5% for individuals who stated they had regular access to the Internet. These levels were only slightly up on the findings of 2004.

4.3 SATISFACTION WITH WEBSITE

TABLE 4.3.1 SATISFACTION RATINGS WITH FEATURES OF LAWACCESS ONLINE (N=48 IN 2004 AND N = 62 IN 2005)

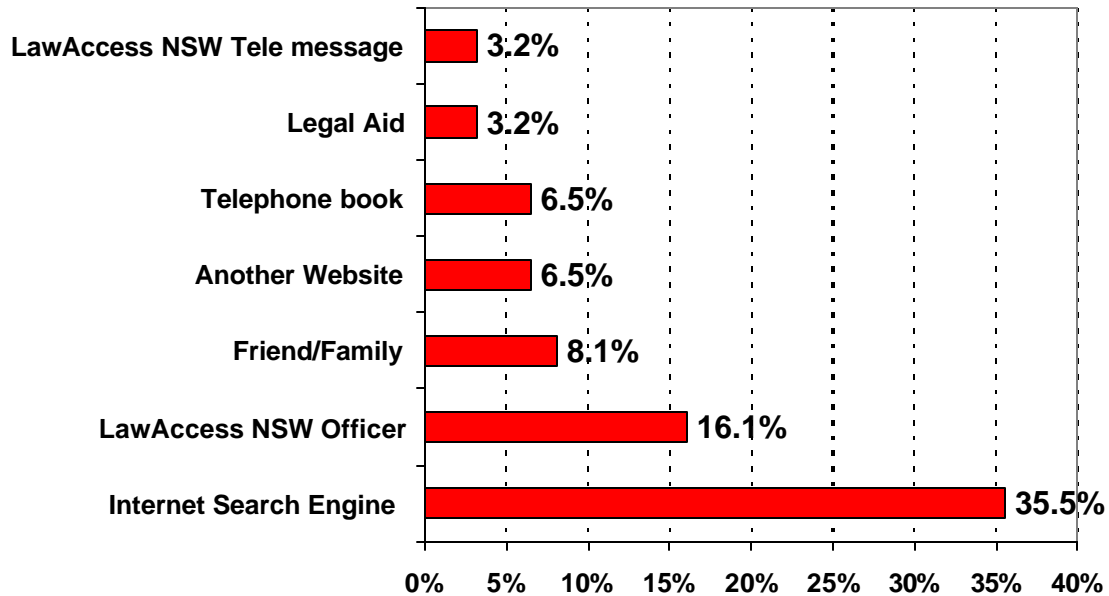
| Attribute | Survey | Satisfaction rating | | | |
|-------------------|--------|---------------------|--------------|---------------|---------------|
| | | N/R | (%) | | |
| | | | Low (1-2) | Medium (3) | High (4-5) |
| Ease of use | 2004 | 4.2 | 14.6 | 10.4 | 70.8 |
| | 2005 | 6.5 | 6.4 | 32.3 | 54.8 |
| Usefulness | 2004 | 6.3 | 16.6 | 16.7 | 60.4 |
| | 2005 | 11.3 | 6.4 | 27.4 | 54.8 |
| Website appealing | 2004 | - | - | - | - |
| | 2005 | 9.7 | 1.6 | 30.6 | 58.0 |

Key results:

- The small group of customers who had visited LawAccess Online in 2005 were more critical of the website than the small group of customers who had accessed in 2004. A significant decline in satisfaction was reported for the ‘ease of use’ of the website. The question concerning the ‘appeal’ of the website was not asked in 2004. However it should be noted that the samples for both years are quite small.
- 60% of customers who had used the site suggested that the website helped them to understand their legal problem. This proportion increased to 81% for individuals in receipt of a government pension. No other significant differences were identified with other characteristics of LawAccess NSW customers.
- Customers who had visited LawAccess Online were asked what they most liked about the site. The major likes were ‘easy to understand information’; ‘it provided the required information’ ‘accessibility of information’; ‘the contact numbers it provided’; and ‘the other links it provided’.
- Also customers were asked was there anything they disliked about the site. Of customers who visited the site almost two thirds could not identify anything they disliked about the site. The remainder mentioned aspects such as ‘didn’t provide the information I wanted’; ‘not user friendly’; ‘lacked clarity in some information’ and ‘provided too much information’.

4.4 HOW WEBSITE LOCATED

FIGURE 4.4: PERCENT HOW LOCATED LAWACCESS ONLINE (N=62)

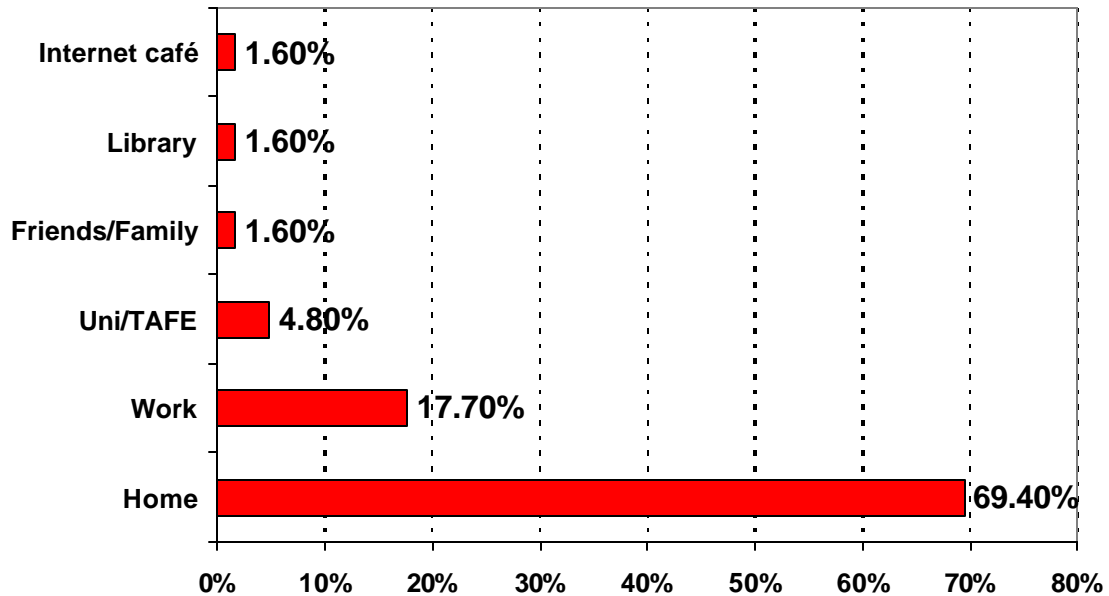


Key results:

- Over a third of the group of customers who had visited LawAccess Online in 2005 indicated they had found the site via an Internet search engine. 16% suggested they had gone to the site after speaking directly with a LawAccess NSW customer service officer.
- Family/Friends, Website link and the telephone directory were also identified as ways customers had found LawAccess Online.

4.5 ACCESS WEBSITE

FIGURE 4.5: PERCENT HOW ACCESSED LAWACCESS ONLINE (N=62)



Key results:

- Customers who had visited LawAccess Online in 2005 generally gained access to the site at home, with the remainder largely accessing it from work.
- Higher levels of access to LawAccess Online from home were found for female customers (75%) and customers in receipt of a government pension. This result is not surprising considering the large number of females on a sole parent pension who use the LawAccess NSW service.



APPENDIX 1: SATISFACTION MEAN SCORES



SATISFACTION RATINGS-LOCATION (OUT OF 5) – CUSTOMER SERVICE OFFICER (N=603)

| Attribute | Regional NSW Customers | Sydney Customers | Total |
|---|------------------------|------------------|-------|
| Friendliness and courteous nature of staff | 4.84 | 4.78 | 4.81 |
| Respect and sensitivity given to you by the operator | 4.79 | 4.76 | 4.77 |
| Helpfulness of the operator | 4.79 | 4.77 | 4.78 |
| The amount of time given to your enquiry | 4.70 | 4.67 | 4.68 |
| The information provided by the operator is easy to understand | 4.62 | 4.62 | 4.62 |
| The efficiency or speed in dealing with the enquiry | 4.62 | 4.65 | 4.64 |
| Understanding of what to do next | 4.50 | 4.60 | 4.55 |
| Knowledge and competence of the operator | 4.56 | 4.49 | 4.52 |
| The operator understands the problem and the information I am looking for | 4.51 | 4.53 | 4.52 |
| The waiting time to reach an operator | 4.38 | 4.35 | 4.36 |
| Overall Satisfaction | 4.67 | 4.64 | 4.65 |

*No significant differences identified.



SATISFACTION RATINGS LOCATION (OUT OF 5) – LAWYERS (N= 100)

| Attribute | Regional NSW Customers | Sydney Customers | Total |
|--|------------------------|------------------|-------|
| Friendliness and Courteous nature of the Lawyer | 4.87 | 4.78 | 4.83 |
| Respect and sensitivity given to you by the Lawyer | 4.84 | 4.78 | 4.81 |
| The amount of time given to your enquiry by the Lawyer | 4.82 | 4.69 | 4.76 |
| Helpfulness of the Lawyer | 4.87 | 4.89 | 4.88 |
| Knowledge and competence of the Lawyer | 4.8 | 4.64 | 4.73 |
| The ease of understanding of the information provided | 4.83 | 4.80 | 4.82 |
| Understanding of what to do next | 4.8 | 4.67 | 4.74 |
| Lawyers understanding of the problem and the information I was looking for | 4.75 | 4.75 | 4.75 |
| The efficiency and speed in dealing with the enquiry | 4.55 | 4.60 | 4.57 |
| Overall Satisfaction | 4.85 | 4.71 | 4.79 |

*No significant differences identified.



SATISFACTION RATINGS –TYPE OF ENQUIRY (OUT OF 5) – CUSTOMER SERVICE OFFICER (N=603)

| Attribute | Civil (n=365) | Criminal (n=51) | Family (n=187) | Total |
|---|---------------|-----------------|----------------|-------|
| Friendliness and courteous nature of staff | 4.78 | 4.88 | 4.83 | 4.81 |
| Respect and sensitivity given to you by the operator | 4.77 | 4.82 | 4.77 | 4.77 |
| Helpfulness of the operator | 4.77 | 4.86 | 4.76 | 4.78 |
| The amount of time given to your enquiry | 4.66 | 4.76 | 4.70 | 4.68 |
| The information provided by the operator is easy to understand | 4.61 | 4.63 | 4.65 | 4.62 |
| The efficiency or speed in dealing with the enquiry | 4.65 | 4.69 | 4.59 | 4.64 |
| Understanding of what to do next | 4.53 | 4.61 | 4.58 | 4.55 |
| Knowledge and competence of the operator | 4.50 | 4.47 | 4.58 | 4.52 |
| The operator understands the problem and the information I am looking for | 4.51 | 4.47 | 4.56 | 4.52 |
| The waiting time to reach an operator | 4.34 | 4.51 | 4.37 | 4.36 |
| Overall Satisfaction | 4.63 | 4.65 | 4.70 | 4.65 |

*No significant differences identified.

SATISFACTION RATINGS TYPE OF ENQUIRY (OUT OF 5) – LAWYERS (N=100)

| Attribute | Civil (n=37) | Criminal (n=7) | Family (n=56) | Total |
|--|--------------|----------------|---------------|-------|
| Friendliness and Courteous nature of the Lawyer | 4.81 | 5.0 | 4.82 | 4.83 |
| Respect and sensitivity given to you by the Lawyer | 4.78 | 4.86 | 4.82 | 4.81 |
| The amount of time given to your enquiry by the Lawyer | 4.62 | 5.0 | 4.82 | 4.76 |
| Helpfulness of the Lawyer | 4.89 | 5.0 | 4.86 | 4.88 |
| Knowledge and competence of the Lawyer | 4.70 | 4.57 | 4.77 | 4.73 |
| The ease of understanding of the information provided | 4.76 | 5.0 | 4.84 | 4.82 |
| Understanding of what to do next | 4.62 | 4.57 | 4.83 | 4.74 |
| Lawyers understanding of the problem and the information I was looking for | 4.72 | 4.43 | 4.80 | 4.75 |
| The efficiency and speed in dealing with the enquiry | 4.54 | 4.86 | 4.55 | 4.57 |
| Overall Satisfaction | 4.72 | 4.86 | 4.82 | 4.79 |

*No significant differences identified.