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**Business & Government**

# **LAWACCESS NSW**

# **CUSTOMER SURVEY**

Monitoring Satisfaction

FINAL REPORT

Prepared by  
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## EXECUTIVE SUMMARY

According to the latest wave of customer satisfaction tracking research, LawAccess NSW has once again shown that its customers receive exceptional customer service.

Overall satisfaction with the service has remained above 90% for the fourth consecutive year – an outstanding achievement by any standard.

Within the broader context of the 40+ government and business organisations for which IRIS monitors customer service, LawAccess has maintained its status as one of the top performing organisations.

This report presents the results of the *LawAccess NSW Customer Survey, 2007*. As part of its ongoing monitoring of customer satisfaction, LawAccess commissioned IRIS Research to conduct a comprehensive telephone-based survey. The aim of the survey was to identify the relative importance of key components of the services provided by Customer Service Officers (CSOs) and Legal Officers to their customers, and evaluate their levels of satisfaction with respect to these elements of service. The results of the survey provide key inputs to management's performance monitoring and quality improvement process.

This survey marks the fourth wave of trend analysis of customer satisfaction levels with the service provided by LawAccess NSW. The baseline survey was conducted in 2004, with follow-ups conducted in each of the following years. As part of this report, the results of the 2007 survey are compared with the results of previous years.

Customers were surveyed within 48 hours of the initial enquiry to LawAccess. Survey fieldwork was carried out on the IRIS Computer Aided Telephone Interviewing (CATI) system during the period 12<sup>th</sup> – 23<sup>rd</sup> April 2007. A total of 603 completed interviews were conducted, with 99 speaking to both a CSO and Legal Officer.

The key findings from each section of the report are summarised over the next few pages.



## Customer Profile 2007

- In 2007, nearly 62% of customers were female, compared to the 38% share of male customers. This is a similar gender profile to that of previous years' surveys. Females between the ages of 40 and 54 years were the biggest users of the telephone service provided by LawAccess NSW, constituting nearly a quarter of all customers.
- The number of LawAccess customers surveyed that stated they were born overseas fell slightly from last year to stand at just under 24%.
- 3% of customers were either of Aboriginal or Torres Strait Islander origin.
- Of the 145 customers surveyed that were born overseas, 21% spoke a language other than English at home. Arabic (including Lebanese) was the most prevalent at 4.1%. However, 99% of LawAccess NSW customers would prefer to speak English when using the phone service.
- 12% of customers defined themselves as a person with special needs due to a disability. Of these, over two thirds indicated that their disability was physical.
- 44% of customers surveyed indicated that they were receiving a pension or government benefits, which is down from the levels reported in previous years. Of the persons receiving such payments, two thirds were female (68%). The sole parent payment was the most commonly received.
- Just over half of customers surveyed own or have purchased their home. The proportion of renters has fallen dramatically.
- 40% of customers surveyed stated that their take home pay per week was less than \$400. The average weekly take home pay for all clients surveyed was \$485. Breaking that down further, the most frequently nominated income bracket by LawAccess customers in 2007 was \$200-\$399 at nearly 30%.
- While the Yellow Pages continues to be the most nominated source of information about the LawAccess NSW service, an increasing number of people are finding out from the internet and the Legal Aid Commission.
- The 2007 survey revealed that 80% of LawAccess customers are first time users.



## Important Components of Customer Service

- Respondents were asked to rate the importance of ten key service attributes known to drive satisfaction with the call centre experience. The results of the 2007 survey reconfirmed that LawAccess NSW customers value certainty about often complex issues and expect the operator to have a thorough knowledge of the issues for which they are seeking advice.
- It is critical to note that, whilst 'waiting time' had low stated importance rating, it is a 'cost of entry' service attribute that can have a damaging impact on satisfaction if not effectively managed. Along the same lines, while measures of time and efficiency in dealing with the enquiry were also given relatively low importance ratings, the higher ratings in relations to certainty and helpfulness would seem to indicate that the time given to an enquiry must be appropriate to adequately deal with the complexity of the problem.

### IMPORTANCE RATINGS FOR SERVICE DELIVERY (N=603)

Attribute	Mean Score/ (Priority Ranking)	
Understanding of what to do next	9.4 (1)	Above Average Importance Rating
The operator understands the problem and the information I am looking for	9.3(1)	
The knowledge and competence of the operator	9.2 (1)	
The information provided by the operator is easy to understand	9.2 (1)	
Helpfulness of the operator	9.1 (1)	
Respect and sensitivity given to you by the operator	9.0 (2)	Average Importance Rating
Friendliness and courteous nature of staff	9.0 (2)	Below Average Importance Rating
The amount of time given to your enquiry	8.6 (3)	
The waiting time to reach an operator	8.6 (3)	
The efficiency or speed in dealing with the enquiry	8.5 (3)	



## Customer Service Officer Performance Indicators

### **SATISFACTION WITH KEY SERVICE COMPONENTS**

- The 'soft' service (i.e. interpersonal) skills of the LawAccess NSW CSOs are exceptional. In fact, the key interpersonal attributes of 'helpfulness', 'respect and sensitivity' and 'friendliness' achieved outstanding satisfaction ratings (>9 out of 10).
- Even those attributes categorized as 'below average' relative to the other ratings for LawAccess services are actually high in the broader context of customer satisfaction benchmarks. For instance, the two lowest satisfaction ratings -- 'knowledge of the operator' and their 'understanding of the problem' -- were both still above 8 out of 10 – considered generally to be a 'high' rating when setting organisational customer satisfaction benchmarks.
- Encouragingly, the rating for 'waiting time' has improved notably, from a mean of 7.7 in 2006 to 8.4 in 2007.

### SATISFACTION RATINGS FOR INDIVIDUAL SERVICE COMPONENTS (N=603)

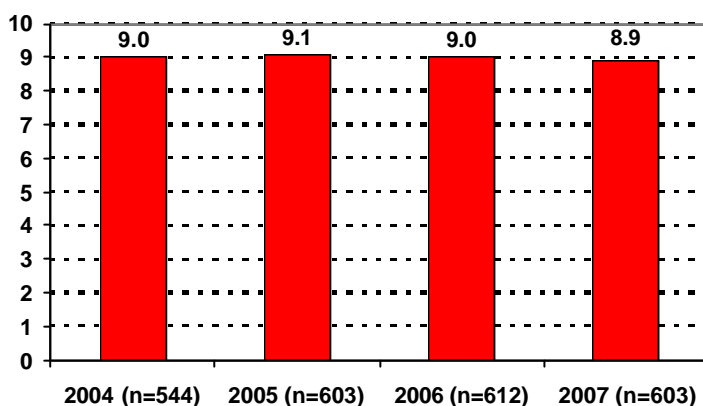
Attribute	Mean Score/ (Priority Ranking)	
Friendliness and courteous nature of staff	9.3 (1)	Above Average Performance Rating
Respect and sensitivity given to you by the operator	9.2 (1)	
Helpfulness of the operator	9.1 (1)	
The amount of time given to your enquiry	9.0 (2)	Average Performance Rating
The efficiency or speed in dealing with the enquiry	8.9 (2)	
The information provided by the operator is easy to understand	8.8 (2)	
Understanding of what to do next	8.8 (2)	
The operator understands the problem and the information I am looking for	8.7 (3)	Below Average Performance Rating
Knowledge and competence of the operator	8.6 (3)	
The waiting time to reach an operator	8.4 (3)	



**OVERALL SATISFACTION**

- Nearly 19 in every 20 customers (93%) are highly satisfied with the service delivered by LawAccess NSW Customer Service Officers.
- Whilst the overall mean score of 8.9 out of 10 is down fractionally on last year's result (9.0), the result is still in the top 10% of service officer customer satisfaction scores ever recorded for IRIS clients (based on a database of well over 100 individual client satisfaction survey reports).

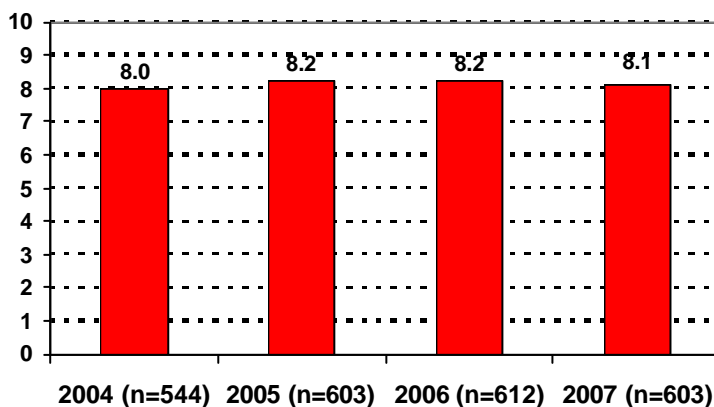
**OVERALL SATISFACTION: 2004 TO 2007**  
(Mean Score Out Of 10)



**MEETING CUSTOMER EXPECTATIONS**

- Once again customers rated LawAccess NSW CSOs highly in relation to meeting their expectations. The mean expectations score of 8.1 is good, though it has fallen marginally since last year's survey. In all, 82% of respondents gave a positive expectations rating, which is 6% pts less than was reported in 2006.

**MEETING CUSTOMER EXPECTATIONS: 2004 TO 2007**  
(MEAN SCORE OUT OF 10)





## Legal Officer Performance Indicators

### **SATISFACTION WITH KEY SERVICE COMPONENTS**

- The results for the LawAccess NSW Legal Officer team were also strong again this year. Whilst four of the ten results were slightly lower than last year, viewed in the broader context of how they perform relative to other service providers measured by IRIS, the LawAccess Legal Officers results remain at a consistently superior level.
- In particular, customers were satisfied with the 'Respect and sensitivity' shown to them during the conversation with the Legal Officer, and the 'Friendliness' of Legal Officer (both achieving a mean score of 9.4 out of 10).

#### SATISFACTION RATINGS FOR INDIVIDUAL SERVICE COMPONENTS (N=99)

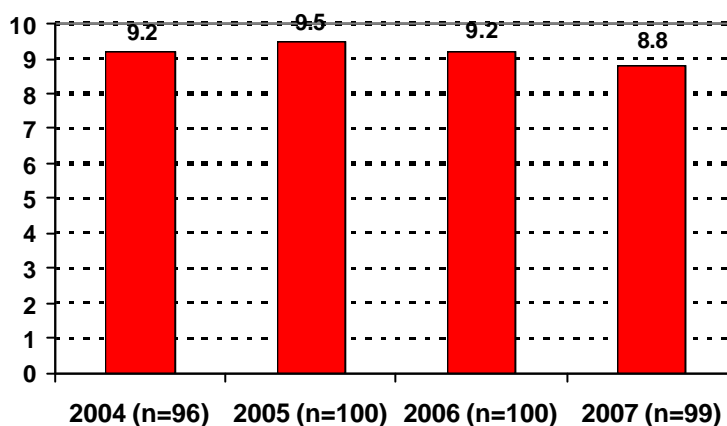
<b>Attribute</b>	<b>Mean Score/ (Priority Ranking)</b>	
Respect and sensitivity given to you by the Lawyer	9.4 (1)	Above Average Performance Rating
Friendliness and Courteous nature of the Lawyer	9.4 (1)	
The amount of time given to your enquiry by the Lawyer	9.1 (2)	Average Performance Rating
Helpfulness of the Lawyer	9.1 (2)	
The ease of understanding of the information provided	9.1 (2)	
Understanding of what to do next	9.0 (2)	
Legal Officers understanding of the problem and the information I was looking for	9.0 (2)	
Knowledge and competence of the Lawyer	8.9 (2)	
The efficiency and speed in dealing with the enquiry	8.9 (2)	



### OVERALL SATISFACTION

- 91% of customers who spoke to a Legal Officer gave a high satisfaction rating (7, 8, 9 or 10) for the service delivered.
- There was a small but notable decline in the mean overall satisfaction score for the Legal Officers – down from 9.2 (out of 10) in 2006 to 8.8 in 2007. Whilst the result is still in the very high range, there is evidence of a slight decline trend over time that should be monitored.

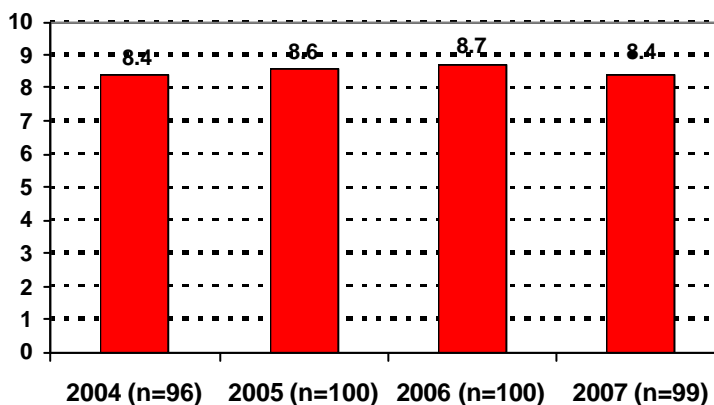
OVERALL SATISFACTION: 2004 TO 2006  
(Mean Score Out Of 10)



### MEETING CUSTOMER EXPECTATIONS

- 84% of LawAccess NSW customers that spoke to a Legal Officer suggested that the service they received exceeded their expectations. Overall, the mean expectation score was a more than acceptable 8.4 out of 10.

MEETING CUSTOMER EXPECTATIONS: 2004 TO 2007  
(MEAN SCORE OUT OF 10)





## Prioritising Service Components for Improvement

- In-depth analysis of importance and satisfaction ratings for key service components revealed the following service attributes as the key areas to focus on in order to maintain (and perhaps even further improve) overall customer satisfaction:

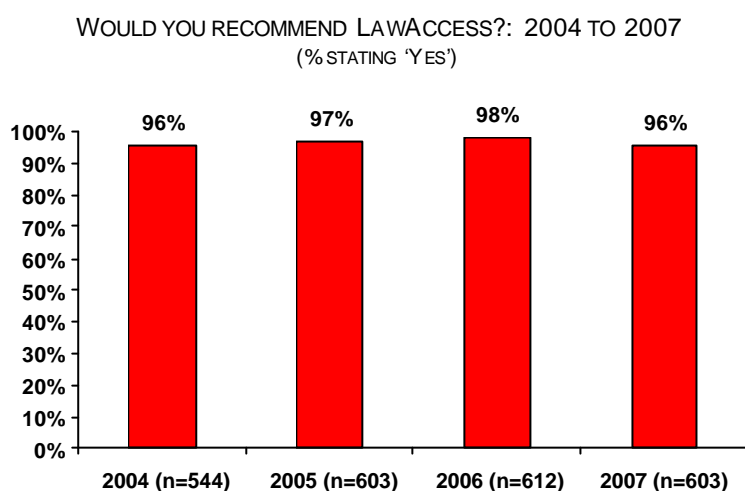
CUSTOMER SERVICE OFFICERS	LEGAL OFFICERS
1. Understanding of the problem	1. Understanding of what to do next
2. Understanding of what to do next	2. Knowledge and competence
3. Knowledge and competence	3. Understanding of the problem
4. <i>Information was easy to understand</i>	4. <i>Information was easy to understand</i>

- The key service attributes that provide opportunities for improvement are the same across CSO and Legal Officer experience.
- It is important that not only do the CSOs and Legal Officers have adequate knowledge about the law, but they must be able to competently apply it to the problem their customer presents, and make the law easy to understand. Customers expect clear direction from the CSOs and Legal Officers .



## Service Recommendation

- As in previous years, the vast majority of customers surveyed (96%) indicated that they would recommend the LawAccess NSW service to a friend or family member.



## LawAccess Online

- As internet access continues to increase, so too does use of the LawAccess website. In all, 22% of customers surveyed indicated they had accessed the LawAccess Online website in the last 12 months, which is up nearly 4% pts from the 2006 result.
- Nearly three quarters of customers who had used the site suggested that the website had helped them to understand their legal problem, which is a strong increase from the 69% reported in 2006.



# 1 INTRODUCTION

## 1.1 BACKGROUND

This survey was commissioned by LawAccess NSW to provide an on-going monitor of customer satisfaction with the delivery of services provided by Customer Service Officers and Legal Officers . The 2007 survey marks the fourth wave of this process, with surveys conducted each year from 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. All LawAccess NSW frontline staff rostered on during this period were involved in the survey, including new recruits that had joined after the last survey which was held in 2006.

IRIS Research completed surveys with 603 customers during the fieldwork period.

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 Legal Officers ;
- 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 Legal Officer 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 the 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 2007 a total of 603 completed interviews by telephone were collected from a sample of LawAccess NSW customers during April. Within this sample, 99 customers had spoken to both a Customer Service Officer and a Legal Officer. One interview was conducted with a non-English speaking customer 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 10 days of operation for Customer Service Officers and 9 days of operation for Legal Officers . 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 ttests have been applied and only variations where a statistical significant difference was identified have been highlighted in the report.

On reaching the potential participant, over 95% agreed to continue with the survey.



# **SURVEY RESULTS**

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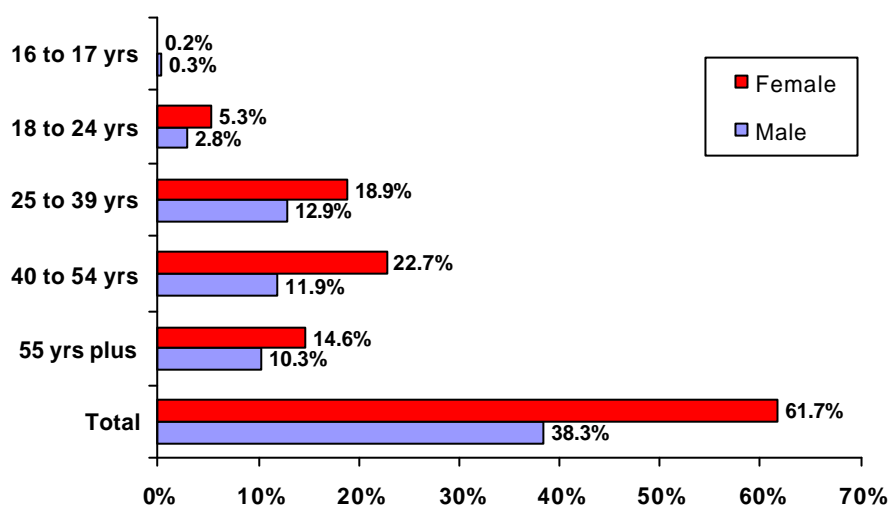


## 2 CUSTOMER PROFILE

This section provides an overview of respondent characteristics for the 2007 LawAccess NSW Customer Satisfaction Survey.

### 2.1 AGE & GENDER

FIGURE 2.1: AGE AND GENDER OF CUSTOMERS (N=603)



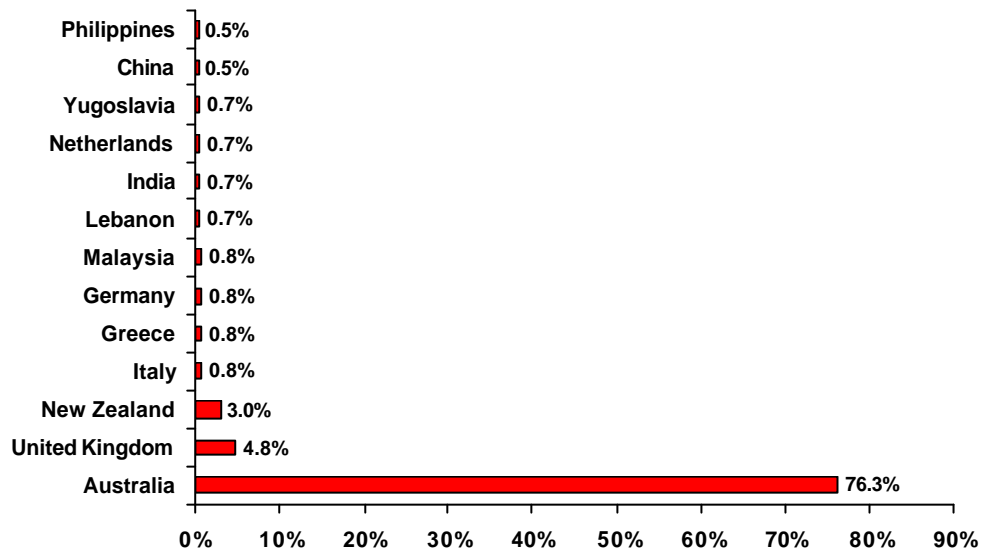
#### Key results:

- In 2007, nearly 62% of customers were female, compared to the 38% share of male customers. This is a similar gender profile to that of previous years' surveys.
- It appears that LawAccess NSW's customer base is aging slightly. In 2007 the most prevalent customer age bracket was 40-54 years, up from the 24-39 year group that was most common in the last few years.
- Females between the ages of 40 and 54 years were the biggest users of the telephone service provided by LawAccess NSW, constituting nearly a quarter of all customers.



## 2.2 NATIONALITIES

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



### **Key results:**

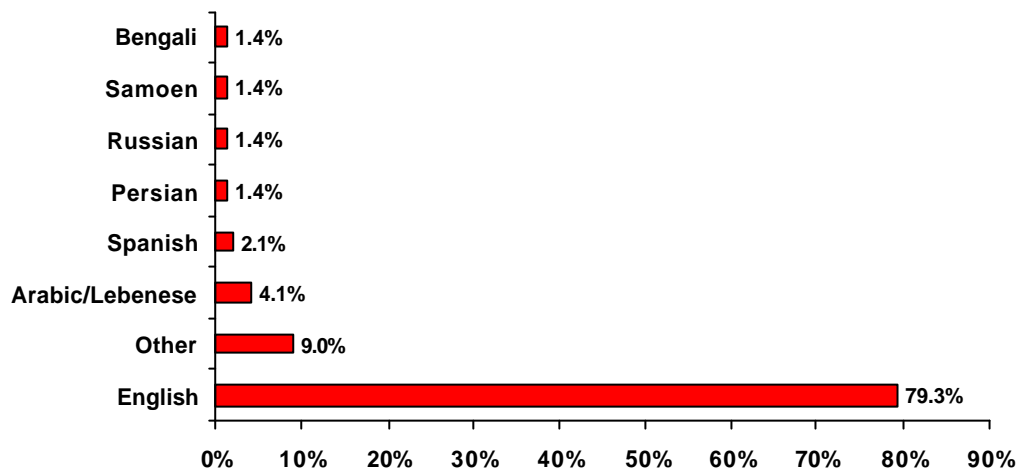
- The number of LawAccess customers surveyed that stated they were born overseas fell slightly from last year to stand at just under 24%.
- The 2007 survey covered individuals representing 55 different nationalities<sup>1</sup>.
- Of the overseas born, 26% had arrived in Australia prior to 1970; 20% between 1970-1979; 25% between 1980-1989; 17% between 1990-99 and, 12% since 2000.
- The rate of increase in the proportion of customers who arrived in Australia since 2000 has slowed, with only a 1% increase since the 2006 figure of 11%. In 2005 that proportion was 7%, and in 2004 it was 5%.
- 3% of customers surveyed indicated they were of Aboriginal or Torres Strait Islander origin. This is a slight increase from the 2% reported last year, and on par with the 2005 figure.

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<sup>1</sup> Nationalities mentioned by 0.50% or less of customers are not illustrated in Figure 2.2

## 2.3 LANGUAGES SPOKEN

**FIGURE 2.3 OTHER LANGUAGES SPOKEN AT HOME BY PERSONS BORN OVERSEAS (N=145)**

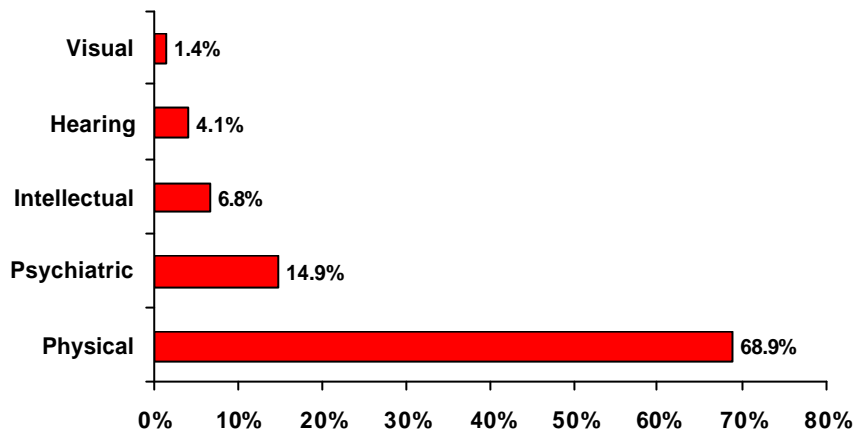


**Key results:**

- Of the 145 customers surveyed that were born overseas, 21% spoke a language other than English at home. Arabic (including Lebanese) was the most prevalent at 4.1%, followed by Spanish at 2.1%. On the whole, this proportion of overseas customers that speak a language other than English at home represents just 5% of all customers surveyed.
- Over 99% customers would prefer to speak in English when contacting LawAccess NSW.
- Only 2% of LawAccess customers have used an interpreter service in the past. Of those who haven't used such a service, 99% felt they did not need to because they were confident with using English. A few respondents stated that they did not know the service was available or that they did not feel confident using an interpreter.

## 2.4 SPECIAL NEEDS AND CARERS

**FIGURE 2.4 FORM OF DISABILITY (N=74)**

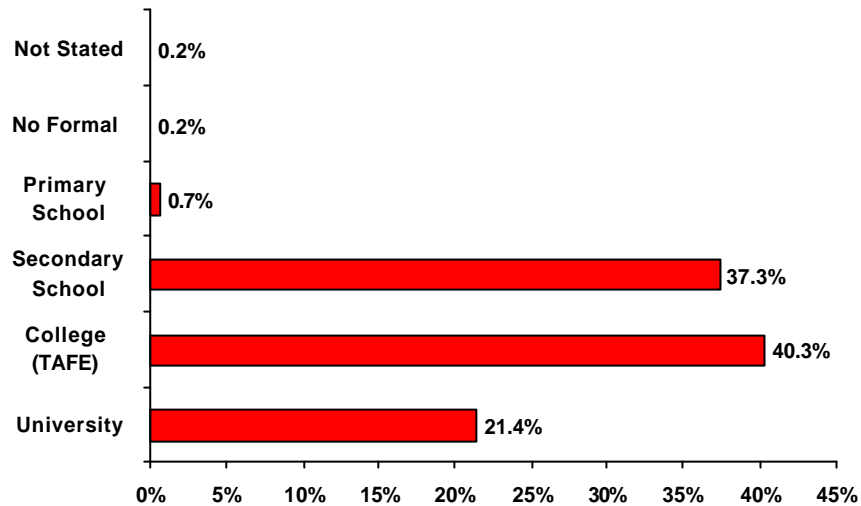


### **Key results:**

- 12% of customers interviewed stated they considered themselves to be a person with special needs due to a disability. This represents a small increase in from the 2006 figure of 11%, but is still lower than the 13% of reported cases in 2004.
- Just over two thirds of customers with special needs indicated they had a physical disability.
- Another 12% of customers interviewed indicated they were a prime carer or had carer responsibilities, which again is up from the 2006 level (10%). A carer was defined as an individual who had responsibilities for the support of a person who has a disability, a medical condition or who cannot care for themselves.
- The majority of carers (74%) were found to be female, and aged 40 years or older (71%), which is down slightly from last year.
- The main responsibilities for carers who had contacted LawAccess NSW were the care of children under the age of 18 years (32%, down 2%pts), care of a parent (19%, up 3%pts), or care of a spouse or de facto (21%, up 5%pts).

## 2.5 LEVEL OF EDUCATION

**FIGURE 2.5 HIGHEST LEVEL OF EDUCATION COMPLETED (N=603)**

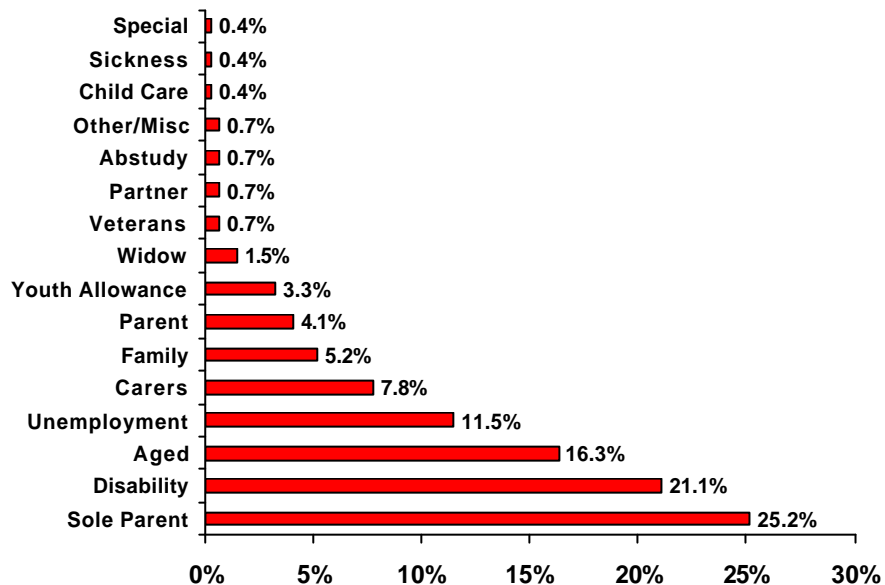


**Key results:**

- More than one third (37%) of customers surveyed, indicated that their highest level of education was Secondary School qualifications. This is unchanged from the 2006 survey.
- The 2007 survey indicated that 40% of LawAccess customers had College/TAFE qualification. This represents a large increase from the 34% reported last year.
- Similar education profiles were found across the gender of respondents, however in terms of age customers aged 16- 39 years were most likely to have attained University qualifications, while those over the age of 40 years were more likely to have a College qualification.

## 2.6 GOVERNMENT BENEFITS

**TABLE 2.6 TYPE OF GOVERNMENT BENEFIT (N=270)**

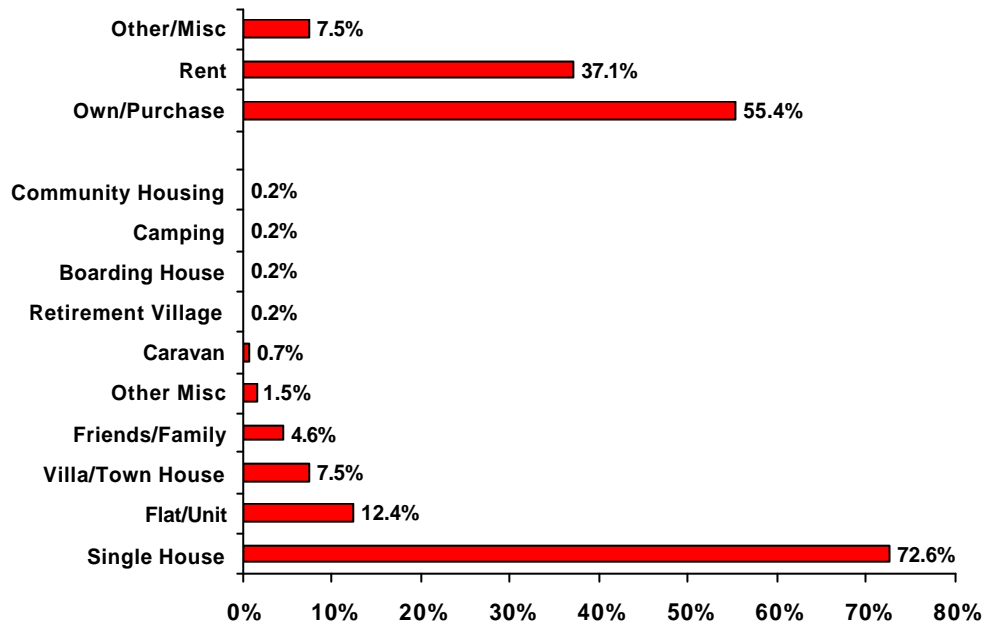


**Key results:**

- 44% of customers surveyed indicated that they were receiving a pension or government benefits, which is down from the proportions in 2006 (47%) and 2005 (45%). Of the persons receiving such payments, two thirds were female (68%).
- The 2007 survey revealed that just under half of female customers receive a government benefit. The sole parent pension was the dominant benefit received overall (34%), with another 10% of females indicating that they received either a parent or family allowance. While the sole parent pension remains the predominant benefit amongst customers, the overall reported incidence of receipt has continued its decrease since the 2004 survey.
- 36% of male customers are in receipt of a government benefit. One third received a disability pension, which was up from the 29% reported in 2006. The incidence of male customers in receipt of an unemployment benefit has fallen to 20% from last year's level of 28%.

## 2.7 TYPE OF ACCOMMODATION

**TABLE 2.7 HOUSING STATUS (N=603)**



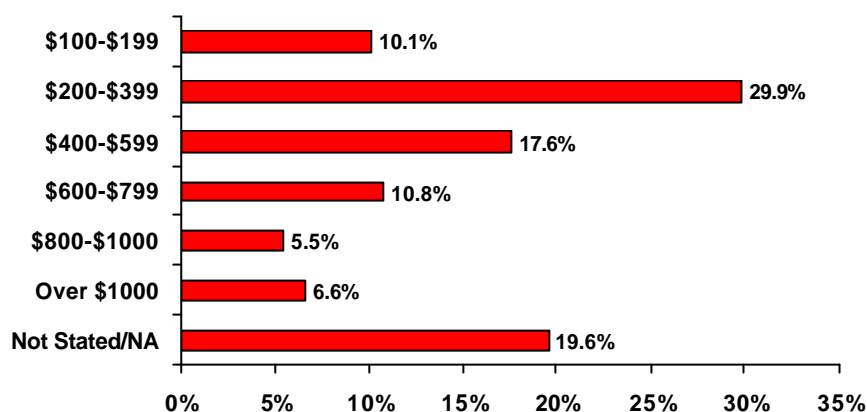
### Key results:

- 55% of LawAccess customers own or have purchased their accommodation dwelling. Just over a third stated that they rent.
- The proportion of customers that define themselves as ‘renters’ appears to have fallen dramatically from last year after three years of steady growth since 2004 (47.2% in 2004, 51.0% in 2005 and 51.6% in 2006). Renters are more likely to be females, persons aged 25-39 years, and those receiving a pension or government benefit.
- In the 2007 survey, 73% of customers lived in a single house. This is a slight increase from last year.



## 2.8 INCOME

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



**Key results:**

- 40% of the customers interviewed indicated their weekly take home pay was less than \$400. Breaking that down further, the most frequently nominated income bracket by LawAccess customers in 2007 was \$200-\$399 at nearly 30%. Only 5.5% of surveyed customers took home \$600-\$799 per week, while another 6.6% took home over \$1000.
- While male and females were both most represented in the \$200-\$399 weekly income bracket, there was a much higher ratio of men with incomes in excess of \$800 per week.
- Over 70% of individuals that receive either a government payment or pension have a weekly take home income of \$399 or less, compared to just 15% of those that do not (however, it must be noted that individuals who do not receive a government payment were less likely to indicate their income level in the survey).



## 2.9 AWARENESS OF SERVICE

**TABLE 2.9 FIND OUT ABOUT LAWACCESS NSW**

Source	2004	2005*	2006	2007
	N=544 %	N=603 %	N=612 %	N=603 %
Telstra white/yellow pages	19.1	22.7	19.8	16.4
Legal Aid Office	18.0	15.4	11.3	12.1
Other Government depts.	6.8	10.4	11.1	9.8
Internet	3.3	5.6	10.9	13.9
Local Court	8.1	9.0	10.1	10.9
Family/friends	7.4	7.1	7.5	9.3
Dept of Fair Trading	-	4.8	4.2	5.0
Law Society of NSW	7.2	3.5	3.3	3.3
Can't Remember/Don't Know	-	2.7	2.8	2.8
Community organisations	3.3	1.8	2.5	1.3
Other pamphlets/pub	2.4	2.0	2.3	1.8
Community Legal Centre	-	1.7	2.0	0.8
Court Attendance Notice	-	0.8	2.0	3.8
Police	-	2.2	1.6	1.3
Centrelink	-	1.8	1.6	1.0
Lawyer referral	3.7	1.7	1.6	2.0
Industrial Relations	-	1.8	1.5	-
Other Court (e.g. Family)	-	0.8	1.3	0.5
Counsellor	-	0.8	.5	-
Local Member	-	-	-	0.3
Local Council	-	-	-	0.7
LawAccess NSW wallet card	-	-	-	0.2
Other	20.7	3.4	2.1	2.7

*Note \*A more extensive list was utilised for the 2005, 2006 and 2007 surveys*

### **Key results:**

- The Telstra white or yellow pages continued to be nominated as the main source of how individuals found out about LawAccess NSW.

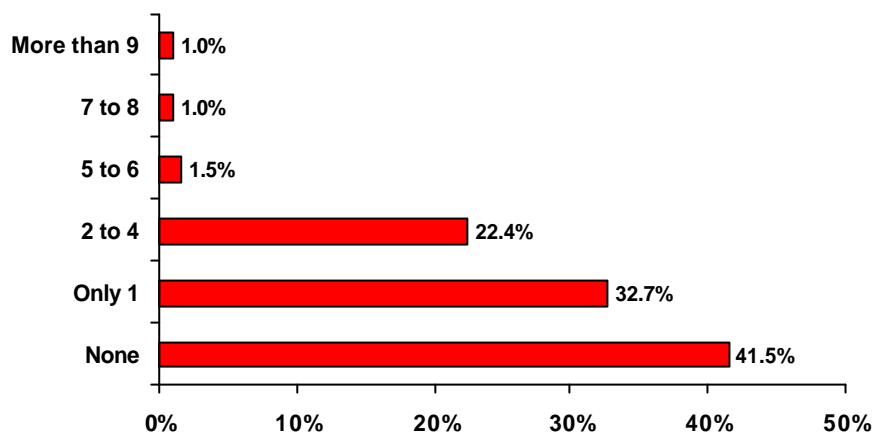


- The Internet appears to be an increasingly powerful tool in informing people, with the proportion of customers having found out about LawAccess NSW increasing significantly from 3.3% in 2004 to 14% in 2007. It is now the second main source of information, followed by Legal Aid (12%).
- Other government departments and the Local Courts system have also consistently proved to be important sources of information on the service. Word of mouth from family and friends has increased over recent years.
- No significant statistical differences were identified across age and gender of the customers in terms of how they became aware of the service, though younger people were more likely to get information from the local court or the internet.



## 2.10 CONTACTED OTHER ORGANISATIONS BEFORE LAWACCESS

**FIGURE 2.10. CONTACTED OTHER ORGANISATIONS FIRST (N=603)**

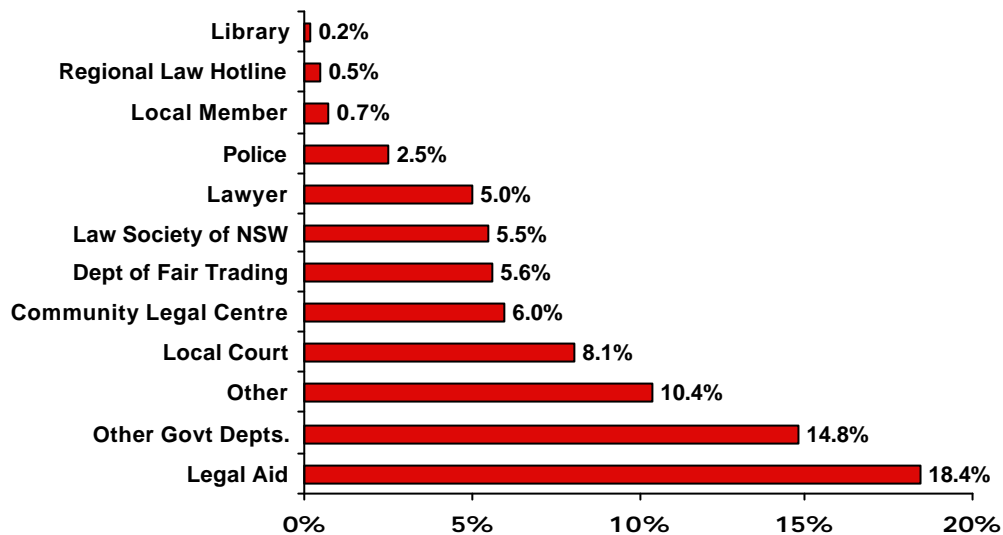


**Key results:**

- Over 40% of customers indicated that LawAccess NSW was the first organization they had telephoned for information about their legal matter. An additional 55% had telephoned between one and four 'other' organizations for information before contacting LawAccess NSW. This is on par with last year's results.



FIGURE 2.10A OTHER ORGANISATIONS CONTACTED FIRST (N=603)

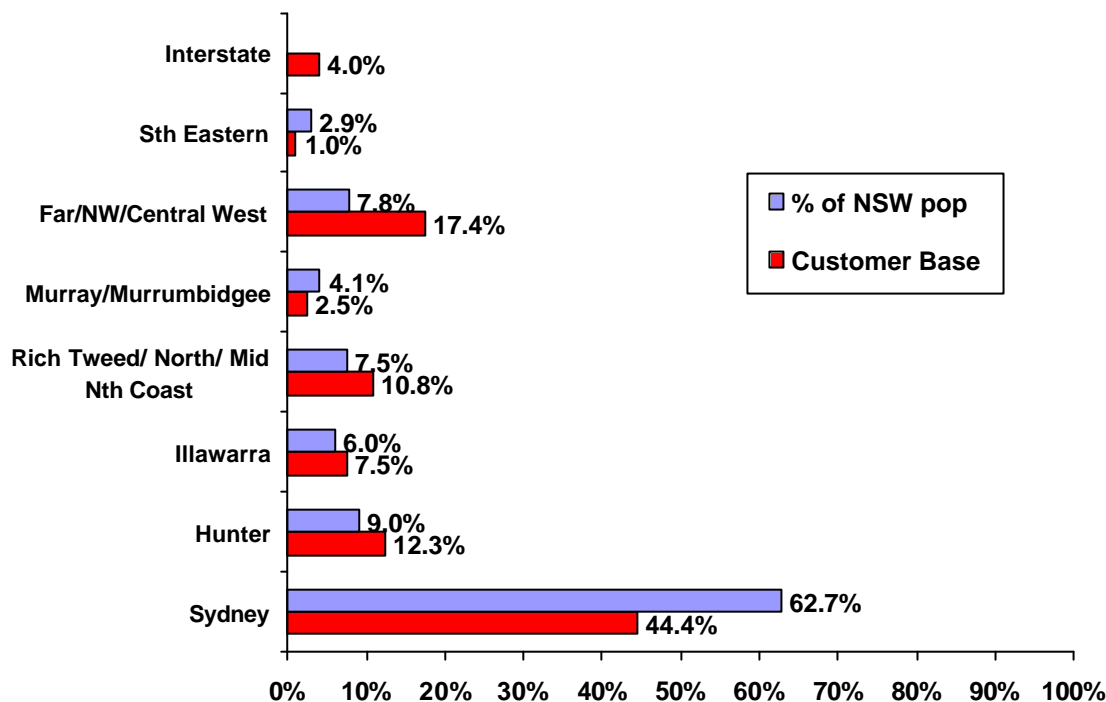


**Key results:**

- 58.5% of customers interviewed this year indicated that they had contacted at least one other organization to find out about their legal enquiry before contacting LawAccess. One third had made one contact, while another 22.4% had contacted 2 to 4 other organisations.
- The Legal Aid Commission was the most commonly cited other source of legal advice, with just over 18% of LawAccess customers having contacted it about their legal enquiry before calling LawAccess. Government departments seemed to be popular points of contact, while approximately 8% of customers had sought advice from the Local Court.

## 2.11 LOCATION

FIGURE 2.11 LOCATION OF CUSTOMERS (N=603)



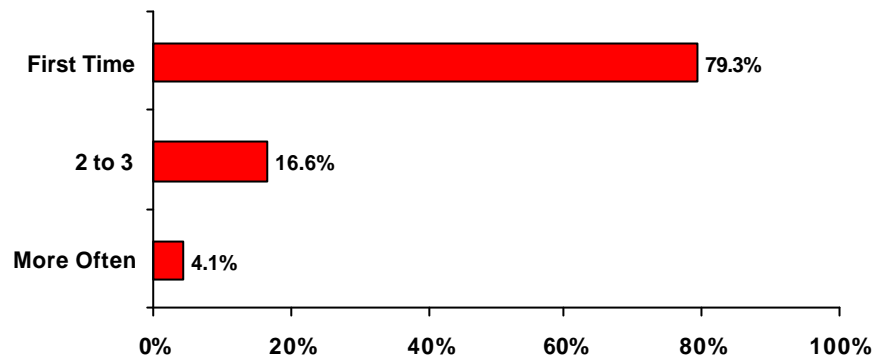
### Key results:

- Nearly 45% of LawAccess customers reside within the Sydney Statistical Division. Just over 17% of those surveyed were from the Far, North and Central West regions of New South Wales, while another 12% indicated that they lived in the Hunter region.
- The above chart, which also demonstrates the proportion of persons located in each of the major regions of NSW suggests that an increasing proportion of people living in regional New South Wales are utilizing the services of LawAccess NSW.



## 2.12 USE OF SERVICE

FIGURE 2.12 FREQUENCY OF CONTACTING LAWACCESS NSW IN LAST 12 MONTHS (N=603)

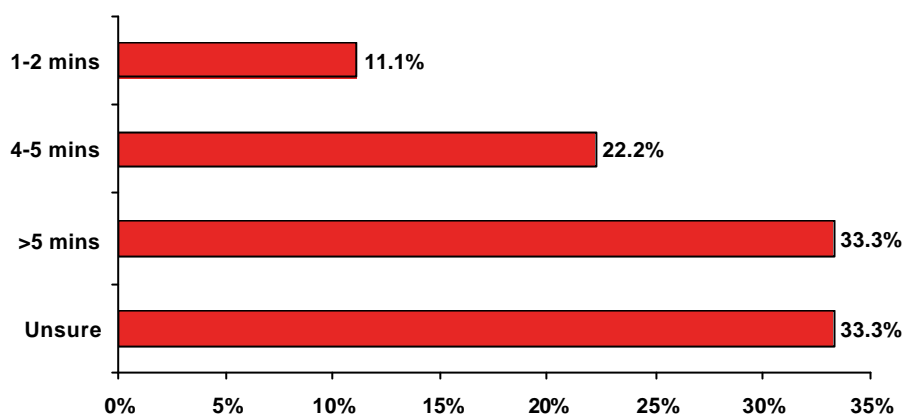


### **Key results:**

- As has been the case in previous years, customers of LawAccess in 2007 were predominately first time users (80%).
- 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. 25% of customers receiving a government benefit had used the service more than once in the last 12 months, compared to 17% of individuals who did not receive a government benefit.

## 2.13 HANG UPS WAITING FOR A CSO

**FIGURE 2.13 LENGTH OF TIME WAITED BEFORE HANGING UP (N=603)**



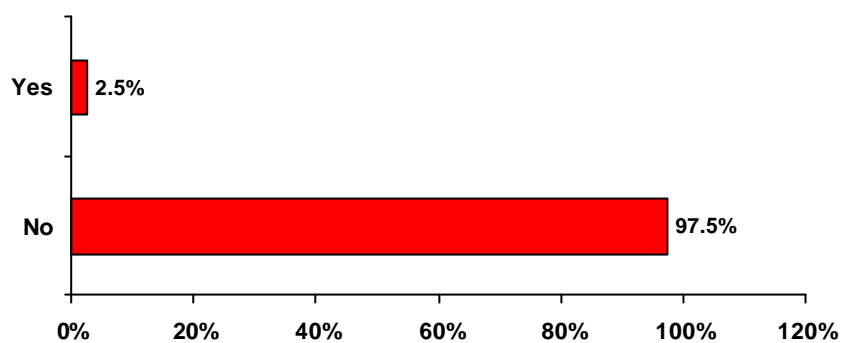
### **Key results:**

- Only 2.8% of LawAccess NSW customers surveyed indicated that they hung up while waiting in the queue to reach a CSO.
- Half of those customers stated the reason was because the wait was too long. The remainder indicated reasons such as:
  - *I had to go to the bathroom.*
  - *I had to attend to the children.*
  - *My problem did not fit into the menu options.*
- One third of those that hung up believed that they had waited for more than five minutes before doing so.



## 2.14 CALL MONITORING

**FIGURE 2.14 WOULD YOU HANG UP IF TOLD THE CALL MAY BE MONITORED (N=603)**



**Key results:**

- Only 2.5% of LawAccess customers surveyed indicated that they would not continue with their phone call if they were told by a recorded message that the call could be monitored even if they had the option to ask the CSO that it not be monitored.



### **3 OPINIONS ON CUSTOMER SERVICE**

This section presents LawAccess NSW customers' attitudes and opinions of the services delivered by Customer Service Officers and Legal Officers .

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 Legal Officers .

This method of analysis was also conducted for all previous waves of the survey.

#### **3.1 IMPORTANCE RATINGS**

Respondents to the 2007 survey were asked to rate the importance of a range of aspects concerning enquiries they have made to a service based organisation using a scale of 0 to 10 , where 0 = 'not important' and 10 = 'very important'. This was the same scale as was used in last year's survey. The 2004 and 2005 surveys engaged a different, but comparative scale of 1 to 5, where 1 was equal to 'not important' and 5 was equal to 'very important'. The results from 2004 and 2005 have been subject to a process of rescaling to allow results across all three surveys to be compared directly using the same measurement scale of 0 to 10. The findings of the 2004, 2005, 2006 and 2007 surveys are presented in table 3.1.1.



TABLE 3.1.1 IMPORTANCE RATINGS FOR SERVICE DELIVERY  
(N=544 IN 2004, N = 603 IN 2005, N=612 IN 2006 AND N=603 IN 2007)

Attribute	Survey	Importance rating (%)			Mean Score (Ranking)	
		N/R	Low	Medium		High
Understanding of what to do next	2004	0	0.4	1.5	98.2	9.5
	2005	0	0.7	2.2	97.1	9.5
	2006	0.5	0.2	2.6	96.8	9.2
	2007	0.2	0.3	2.0	97.5	9.4 (1)
Knowledge and competence of the operator	2004	0	1.4	6.3	92.3	9.3
	2005	0	1.1	3.4	95.5	9.4
	2006	0.3	0.4	5.2	94.1	9.2
	2007	0.2	0.5	4.8	94.5	9.2 (1)
The operator understands the problem and the information I am looking for	2004	0	1.6	5.7	92.6	9.2
	2005	0	1.0	3.2	95.8	9.4
	2006	0	0.5	7.2	92.3	9.2
	2007	0	0.2	2.2	97.7	9.3 (1)
Helpfulness of the operator	2004	0	1.5	5.1	93.4	9.1
	2005	0	0.9	3.2	96.0	9.3
	2006	0.3	0.4	3.2	96.1	9.2
	2007	0.2	0.5	3.5	95.9	9.1 (1)
The information provided by the operator is easy to understand	2004	0	0.6	7	92.5	9.2
	2005	0	1.0	2.8	96.1	9.3
	2006	0.3	0.3	4.4	94.9	9.2
	2007	0	0	5.0	95.0	9.2 (1)
Respect and sensitivity given to you by the operator	2004	0	1.6	10.1	88.3	8.8
	2005	0	5.2	5.2	93.6	9.1
	2006	0.2	0.7	5.1	94.1	9.1
	2007	0.2	0.7	5.6	93.5	9.0 (2)
Friendliness and courteous nature of staff	2004	0	1.9	8.1	90.1	8.8
	2005	0	1.0	9.9	89.1	8.8
	2006	0.2	0.3	6.8	92.8	8.9
	2007	0.2	0.7	5.1	94.0	9.0 (2)
The amount of time given to your enquiry	2004	0.6	3.2	12.5	83.8	8.4
	2005	0.7	2.0	9.5	87.7	8.7
	2006	0.5	10.2	89.2	0.5	8.7
	2007	0.5	1.7	8.8	89.5	8.6 (3)
The efficiency or speed in dealing with the enquiry	2004	0	2.6	13.8	83.6	8.3
	2005	0.2	1.7	11.2	87.0	8.6
	2006	0.5	0.7	9.3	89.5	8.6
	2007	0.2	1.0	8.5	90.4	8.5 (3)
The waiting time to reach an operator	2004	0.2	3.1	16.9	79.7	8.2
	2005	0.2	2.5	17.1	80.2	8.3
	2006	0.2	0.7	12.0	87.1	8.6
	2007	0	0.8	10.3	88.9	8.6 (3)

Note: There were no statistically significant shifts in score from 2005 to 2006 (at the 95% Confidence Interval).



**Key results:**

- In 2007 mean importance scores ranged from 8.5 (high) to 9.4 (very high) out of 10. The average of all individual attribute importance scores was 9.0.
- Attributes were given a priority ranking, based on whether their mean importance rating was significantly above or below the overall mean importance score. The attributes given a priority importance rating of 1 (significantly above the overall average importance score) 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'. LawAccess NSW customers identified these attributes as the most important aspects of the delivery of a service by a large customer service organisation.
- Female customers in general tended to rate the importance of the range of service components significantly higher than males. For instance, the gap between the mean importance ratings of the 'respect and sensitivity given to you by the operator' between females (9.3) and males (8.6) was higher in 2007 than last year. Similarly, females (9.3) rated Knowledge and competence of the operator' higher than males (8.9). Both indicated that they value the 'Understanding of what to do next' as the most important service attribute.



## 3.2 SATISFACTION RATINGS FOR CUSTOMER SERVICE OFFICERS

Customers were asked to think about their most recent enquiry and to rate their satisfaction with the previously listed features on a 0-10 scale. The findings are presented in Table 3.2.1.

TABLE 3.2.1 SATISFACTION RATINGS – CUSTOMER SERVICE OFFICER  
(N=544 IN 2004, N = 603 IN 2005 AND N=612 IN 2006, N=603 IN 2007)

Attribute	Survey	N/R	Satisfaction rating (%)			Mean Score (Ranking)
			Low	Medium	High	
Friendliness and courteous nature of staff	2004	0	0.4	2	97.6	9.6
	2005	0	1	1.7	97.3	9.5
	2006	0	0.2	2.1	97.7	9.4
	2007	0.5	1.2	2.5	95.9	9.3 (1)*
Respect and sensitivity given to you by the operator	2004	0.2	0.9	4.6	94.3	9.4
	2005	0.2	1.1	2.4	96.3	9.4
	2006	0.3	0.5	2.0	97.2	9.4
	2007	0.7	1.5	2.3	95.5	9.2 (1)*
Helpfulness of the operator	2004	0	1.5	3.7	94.9	9.3
	2005	0	1.2	2.4	96.4	9.4
	2006	0	1.1	3.3	95.6	9.2
	2007	0.5	1.7	3.3	94.5	9.1 (1)
The information provided by the operator is easy to understand	2004	0.4	2.3	5.3	92.1	8.9
	2005	0.3	1.7	6.3	91.7	9.1
	2006	0.5	0.3	5.2	94.0	9.1
	2007	0.7	2.0	6.1	91.2	8.8 (2)*
The amount of time given to your enquiry	2004	0	1.5	5.0	93.5	9.1
	2005	0.2	0.6	4.9	94.3	9.2
	2006	0.3	0.8	5.4	93.5	9.0
	2007	0.8	2.0	4.1	93.0	9.0 (2)
The efficiency or speed in dealing with the enquiry	2004	0	3.1	5.9	91.0	8.8
	2005	0	1.6	5.6	92.8	9.1
	2006	0.2	1.8	3.6	94.4	9.0
	2007	0.5	2.2	5.3	92.0	8.9 (2)
Understanding of what to do next	2004	0	4.2	9.0	86.7	8.7
	2005	0.2	4.7	6.8	88.3	8.9
	2006	0.3	2.3	5.9	91.5	8.9
	2007	1.5	3.5	6.1	88.9	8.8 (2)
Knowledge and competence of the operator	2004	0.4	3.2	9.7	86.8	8.6
	2005	0	2.7	8.1	88.8	8.8
	2006	0.3	1.5	6.9	91.3	8.8
	2007	1.0	2.8	8.0	88.2	8.6 (3)
The operator understands the problem and the information I am looking for	2004	0.4	3.1	8.8	87.7	8.6
	2005	0.2	2.8	7.6	89.4	8.8
	2006	0	2.0	8.0	90.0	8.7
	2007	0.5	2.7	6.1	90.7	8.7 (3)
The waiting time to reach an operator	2004	0.9	5.7	14.3	79.0	8.0
	2005	0.3	4.1	12.0	83.6	8.4
	2006	1.0	1.0	17.6	75.5	7.7
	2007	1.0	2.7	11.9	84.4	8.4 (3)*

\* Indicates a statistically significant shift in score from 2005 to 2006 (at the 95% Confidence Interval).

Note: Again as the 2004 and 2005 surveys engaged a different, but comparative scale of 1 to 5, their results have been subject to a process of rescaling to allow results across all four surveys to be compared directly using the same measurement scale.



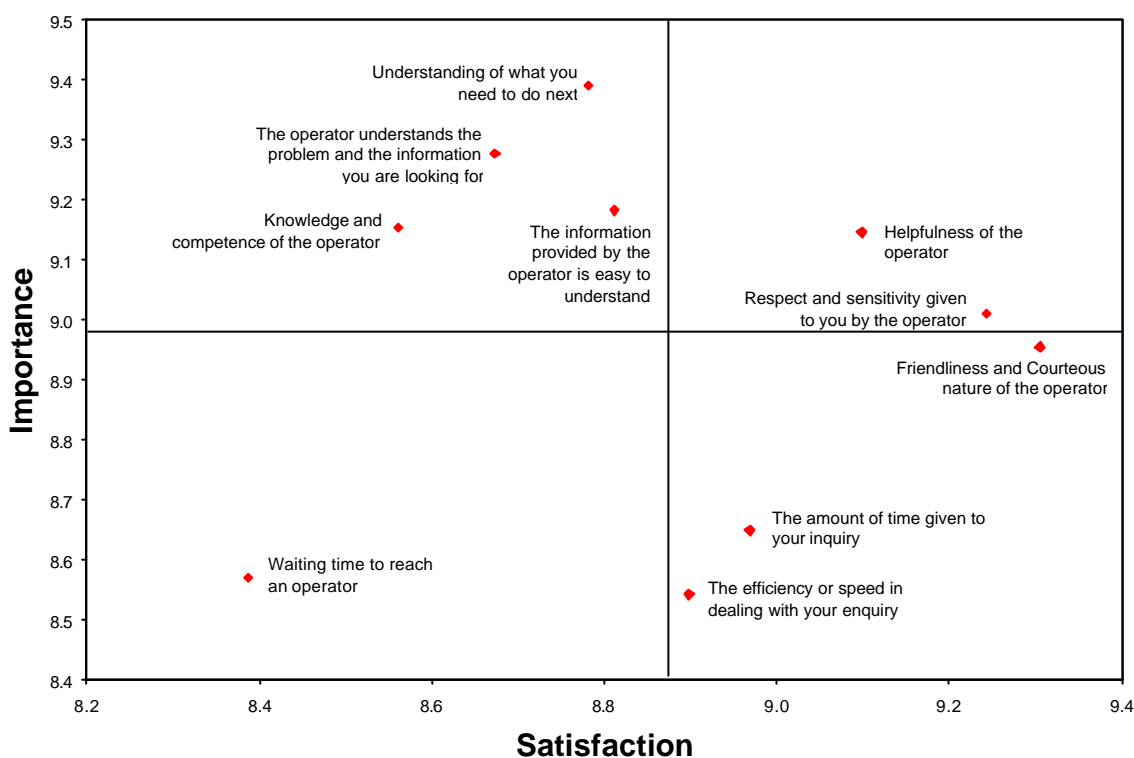
**Key results:**

- In 2007 satisfaction scores for Customer Service Officers ranged from 8.4 to a very high 9.3 range.
- While fairly on par with the results in previous years, the waiting time to reach an operator was the only service attribute to record an increase in satisfaction since the 2006 survey, up from 7.7 to 8.4 this year. Most attributes recorded a small fall in the mean score.
- There was evidence of a statistically significant fall in satisfaction levels in relation to three aspects of CSO customer service: 'Friendliness and courteous nature of staff', 'Respect and sensitivity given by the operator' and 'the information provided by the operator is easy to understand'.
- The overall means satisfaction score for the range of attributes measured was a high 8.9, which is on par with the 2006 result but down from 9.2 reported in 2005. Again attributes were categorized into three separate priority groups based on statistical testing of whether mean attribute scores were above or below the overall mean satisfaction score. 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', and the 'helpfulness of the operator'. Customers were found to be most satisfied with these aspects of the service's delivery.
- The attribute that experienced the most significant decline in its mean satisfaction score was 'The ease of understanding the information provided by the operator'. While this had a mean rating of 9.1 and was given a satisfaction rating of 1 in 2006, this year it fell to 8.8 and a rating of 2.
- Those attributes recording a satisfaction level below the overall average (ranking of 3) were 'the operator's understanding of the problem', 'knowledge and competence of the operator', and 'waiting time to reach an operator'. Despite having the lowest mean score, the 'waiting time' attribute reported the biggest improvement from last year, up from 7.7 to 8.4.
- Female customers were generally found to more satisfied than males across most attributes, most significantly so with regards to the 'waiting time to reach an operator' and the 'efficiency with which the enquiry was dealt'.

### 3.2.1 Relationship Between Performance and Importance-CSOs

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 2007.

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. In 2007, these components were 'Helpfulness of customer service operators' and 'Respect and sensitivity given by the operator'.
- 2) The upper left-hand quadrant (relatively higher importance and lower satisfaction) denotes service components where satisfaction could be improved. For LawAccess NSW these service components are 'Knowledge and competence of the operator'; 'Understanding of what to do next', the



'Operator's understanding of customers information needs' and 'The information provided by the operator is easy to understand'.

- 3) The lower left-hand quadrant (relatively lower importance but relatively lower satisfaction) represents lower priority areas. In 2007 only one attribute was found in this quadrant: 'waiting time'.
- 4) The lower right-hand quadrant (low importance but relatively higher satisfaction) is often interpreted as service components where delivery is exceeding expectations. Three attributes were found in this quadrant in 2006: 'Speed dealing with enquiry', 'Time given to enquiry', and 'Friendliness of the operator'.

### 3.2.2 Prioritising Service Components

Despite its usefulness, quadrant analysis is not a complete priority assessment tool. For example, it does not explicitly identify the gaps between importance and satisfaction. It is possible that a large gap could exist between importance and satisfaction, even though a service or facility appeared in the 'high importance and high satisfaction' quadrant.

Consequently, gap analysis was used as the second component in analysing the results. Gap measures were calculated by subtracting the mean importance score from the mean satisfaction score for each attribute. Usually, ***the larger the gap between importance and satisfaction, the larger the gap between the operator's performance in provision of a service and clients' expectations.***

Gap scores are presented in Table 3.2.2. The table ranks services and facilities from highest gaps to lowest gaps. Statistical testing was used to help categorise services as high, medium and lower priority for improvement. Those services with a gap score that was found to be significantly below overall mean gap score ( $\mu = -0.1155$ ) were given top priority (i.e. a rating of 1). Services with a gap score statistically equal to the overall mean gap score were given second priority (rating of 2). Services with a gap score that was found to be significantly above the overall mean gap score were given third priority (rating of 3).



TABLE 3.2.2 SATISFACTION GAPS FOR CUSTOMERS 2007

Attributes	Gap between Importance & Satisfaction		Significant Shift in Attitude 2006-2007	Priority Level
	2006	2007		
Understanding of the problem	-0.48	-0.61	-	1
Understanding of what to do next	-0.44	-0.61	-	1
Knowledge and competence	-0.46	-0.60	-	1
Information was easy to understand	-0.11	-0.37	↑	1
Helpfulness	0.15	-0.05	-	2
Waiting time to reach an operator	-0.86	-0.18	↓	2
Respect & sensitivity	0.35	0.24	-	3
Time given to inquiry	0.39	0.31	-	3
Efficiency dealing with enquiry	0.38	0.35	-	3
Friendliness & courtesy	0.54	0.35	↓	3

**Key results:**

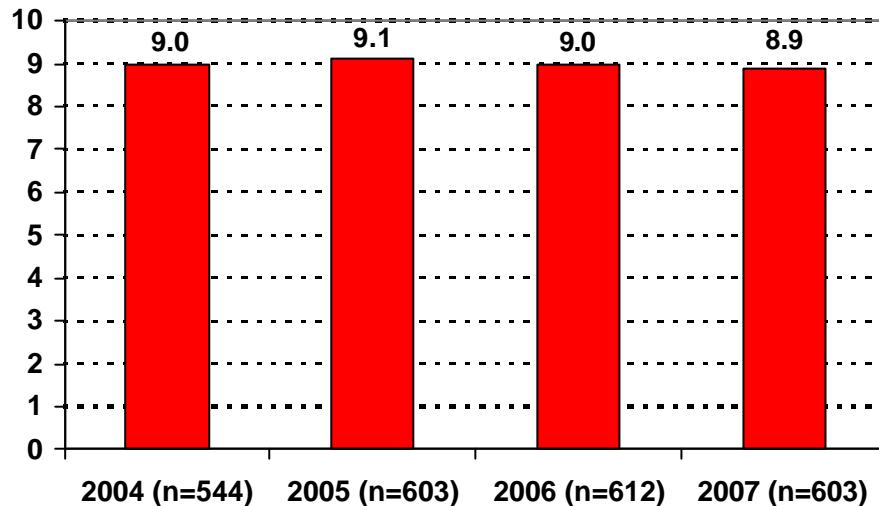
- The service attributes of the 'knowledge of the CSO', the 'CSO's understanding of the problem', the 'ease of understanding the information provided' and the 'understanding of what to do next' were given priority ratings of 1. This means that there was a significant negative gap between the importance rating and the satisfaction rating.
- There has been a significant increase in the gap score for the service attribute 'ease of understanding the information provided', making it a high priority for improvement. Meanwhile, the attribute of the 'friendliness of the CSO' experienced a significant fall in its gap score. This means that the extent that the satisfaction of customers with this attribute exceeds the importance score has fallen in the year since 2006.
- There is positive news however, with the gap score for the 'waiting time to reach an operator' falling significantly. This indicates a notable improvement in this service attribute.



### 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 0 to 10, where 0 is very dissatisfied and 10 means very satisfied".*

FIGURE 3.2.3: OVERALL SATISFACTION WITH CUSTOMER SERVICE OFFICER: MEAN SCORE COMPARISON



**Key results:**

- Nearly 19 in every 20 customers (93%) interviewed provided a high satisfaction rating (rating a 7, 8, 9 or 10) for the service delivered by LawAccess NSW Customer Service Officers, which is slightly down on the 2006 result. Half of all the callers provided the maximum satisfaction rating of 10 out of 10 for the service they received, which is impressive by comparison to customer service benchmarks.
- The overall mean satisfaction score was 8.9. This is considered a very high rating of satisfaction, regardless of the marginal decrease on previous years which is evident in Figure 3.2.3. The result is still in the top 10% of service officer customer satisfaction scores ever recorded for IRIS clients (based on a database of well over 100 individual client satisfaction survey reports)



- 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:
  - *The customer service operator did not understand the answer*
  - *They did not give me any resolution*
  - *They gave me incorrect information*
  - *The information did not make sense*
  - *Not impressed with the language*
  - *I was given the run-about*
  - *The operator was rude*
  - *The operator kept putting me on hold and couldn't answer my question*
  - *The operator showed no compassion or understanding*
  - *There was no one there who could help me. I was just referred on*
  - *The operator wanted to palm me off*
  - *The operator had to deal with me from a book*
  - *The operator was unable to offer and solutions or information for my problem.*

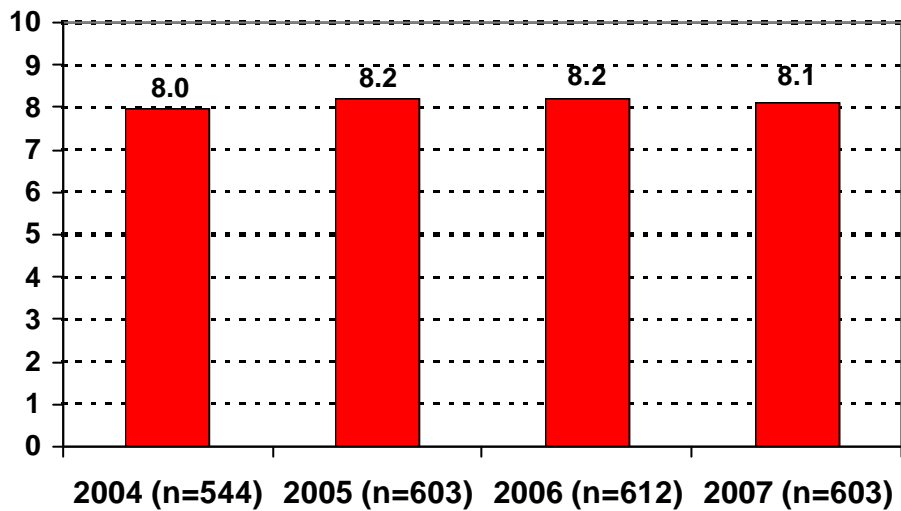


### 3.2.4 Customer Expectations

Respondents were asked the following question:

*"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 0 to 10, where 0 is much worse than expected and 10 is much better than expected".*

FIGURE 3.3: MEETING CUSTOMER EXPECTATIONS - CUSTOMER SERVICE OFFICERS



**Key results:**

- Once again customers rated LawAccess NSW CSOs highly in relation to meeting their expectations. 82% of customers interviewed suggested that the service they received from LawAccess NSW Customer Service Officer exceeded their expectations. This is a marginal decrease on the high of 83% that was reported last year.
- The overall mean expectation score was 8.1 which is only fractionally less than the 8.2 reported in 2006 and 2005. Figure 3.3 illustrates a comparison of the mean scores reported over the four survey years 2004-2007.



- 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 is provided below:
  - *The buck was passed on to another organization.*
  - *The CSO did not give me any useful advice.*
  - *I didn't get legal advice, only phone numbers to ring.*
  - *The CSO didn't understand what I was looking for.*
  - *I expected some positive guidelines but I just got passed over.*
  - *I was given the runabout by the CSO.*
  - *I expected some relevant information but did not get it.*
  - *They fobbed me off.*
  - *The CSO was not patient with my limited English.*
  - *I could not get any information at all.*
  - *I expected to speak to a legal person on procedural advice.*
  - *The CSO had no answer to my questions.*
  - *I didn't expect to get the wrong information.*
  - *I have no idea what to do next.*
  - *I thought it was free advice but it is a referral.*
  - *The information provided was inadequate.*
  - *LawAccess was highly recommended but the service did not match up.*
  - *I expected them to know more than they did.*
  - *My needs are complicated. I hear the same answers everywhere.*
  - *The problem was not resolved. I was just passed on to different people.*
  - *The CSO did not seem to understand judging from the poor response.*
  - *I didn't seem important to the CSO.*
  - *The CSO had no knowledge of the law.*
  - *The CSO seemed confused and gave me the wrong numbers.*
  - *They had to refer me to someone else.*
  - *The CSO told me nothing at all: they were no help at all and didn't seem to listen.*
  - *I thought I would get more information.*
  - *The CSO was unable to help me. They could only refer me somewhere else.*
  - *I was advised to go to LawAccess but got no help.*



### 3.3 SATISFACTION RATINGS FOR LEGAL OFFICERS

Customers who had also spoken with a LawAccess NSW Legal Officer were asked to rate their satisfaction with service components on a 0-10 scale. The findings are presented in Table 3.3.1.

TABLE 3.3.1 SATISFACTION RATINGS – LEGAL OFFICERS  
(N=96 IN 2004, N = 100 IN 2005, N= 100 IN 2006 AND N = 99 IN 2007)

Service Attribute	Survey	Satisfaction (%)				Mean Score (Rating)
		N/R	Low	Medium	High	
Respect and sensitivity given to you by the Lawyer	2004	0.0	0.0	1.0	99.0	9.6
	2005	0.0	1.0	2.0	97.0	9.5
	2006	0.0	0.0	3.0	97.0	9.5
	2007	0.0	1.0	2.0	97.0	9.4 (1)
Friendliness and Courteous nature of the Lawyer	2004	0.0	0.0	0.0	100.0	9.8
	2005	0.0	1.0	2.0	97.0	9.6
	2006	1.0	1.0	3.0	95.0	9.3
	2007	0.0	1.0	2.0	97.0	9.4 (1)
The amount of time given to your enquiry by the Lawyer	2004	0.0	2.0	4.2	93.7	9.4
	2005	0.0	0.0	4.0	96.0	9.4
	2006	1.0	0.0	3.0	96.0	9.3
	2007	0.0	1.0	5.1	93.9	9.1 (2)
Helpfulness of the Lawyer	2004	0.0	3.1	2.1	94.8	9.3
	2005	0.0	0.0	1.0	99.0	9.7
	2006	0.0	0.0	7.0	92.0	9.2
	2007	1.0	1.0	8.1	89.9	9.1 (2)
The efficiency and speed in dealing with the enquiry	2004	0.0	7.3	11.5	81.3	8.5
	2005	0.0	5.0	5.0	90.0	8.9
	2006	1.0	2.0	3.0	94.0	9.1
	2007	1.0	2.0	6.1	90.9	8.9 (2)
Knowledge and competence of the Lawyer	2004	0.0	1.0	5.2	93.7	9.2
	2005	0.0	0.0	4.0	96.0	9.3
	2006	0.0	0.0	4.0	96.0	9.1
	2007	2.0	2.0	8.1	87.9	8.9 (2)
Legal Officers understanding of the problem and the information I was looking for	2004	0.0	3.1	2.1	94.8	8.9
	2005	1.0	0.0	4.0	95.0	9.4
	2006	0.0	1.0	8.0	91.0	9.1
	2007	1.0	1.0	7.1	90.9	9.0 (2)
The ease of understanding of the information provided	2004	0.0	1.0	3.1	95.8	9.2
	2005	0.0	0.0	3.0	97.0	9.6
	2006	0.0	1.0	5.0	94.0	9.0
	2007	1.0	1.0	3.0	94.9	9.1 (2)
Understanding of what to do next	2004	0.0	2.1	7.4	90.5	9.0
	2005	0.0	0.0	3.0	97.0	9.4
	2006	0.0	2.0	7.0	91.0	9.0
	2007	1.0	3.0	4.0	91.9	9.0 (2)

Note: There were no statistically significant shifts in score from 2005 to 2006 (at the 95% Confidence Interval).



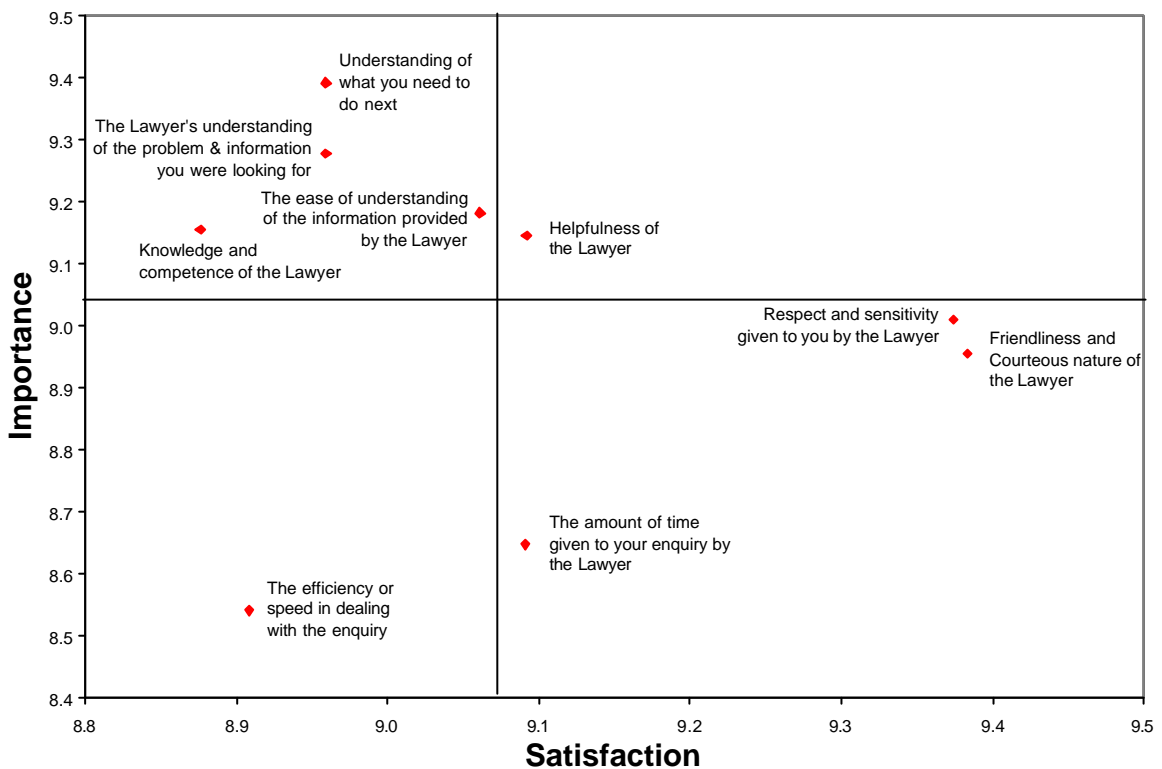
**Key results:**

- Satisfaction scores for Legal Officers were in the high to very high range (8.9 to 9.4). It appears that satisfaction levels with Legal Officers in regards to most service attributes have fallen. The mean satisfaction score for 'Understanding of what to do next' remained at 9.0, while the ratings for 'The ease of understanding of the information provided' and the 'Friendly and courteous nature of the operator' both increased by 0.1.
  
- The overall means satisfaction score for the range of attributes measured was a very high 9.1. As for CSOs, attributes were ranked based on whether they were significantly above or below the overall mean score. 'Respect and sensitivity given to you by the Lawyer' (9.4) and the 'Friendliness and Courteous nature of the Lawyer' (9.1) were the top rating service areas. The remaining attributes were all statistically insignificant from the mean.

### 3.3.1 Relationship Between Performance and Importance

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

FIGURE 3.4 LAWACCESS NSW LEGAL OFFICER PERFORMANCE IN RELATION TO THE MOST IMPORTANT SERVICE COMPONENTS FOR CUSTOMERS (N=99)



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 very strong service strengths. The 'Helpfulness of the lawyer' was the only service attribute rated in this quadrant. In 2006 there were no service attributes in the upper right quadrant.



- 2) The upper left-hand quadrant (high importance but relatively lower satisfaction) denotes service components where satisfaction can be improved. These components are 'Understanding what to do next', the 'Legal Officer's understanding of the problem', the 'Knowledge and competence of the lawyer' and the 'Ease of understanding the information'. The last of these attributes was only marginally short of being placed in the high importance and high satisfaction quadrant.
- 3) The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority areas. This service component related to the 'Efficiency and speed in which the Legal Officer dealt with the enquiry' and is likely to be associated with the amount of time lapsed between the initial enquiry and when the Legal Officer 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 Legal Officers these service components were, 'Respect and sensitivity', 'Friendliness' and the 'Amount of time given to the enquiry'.



### 3.3.2 Prioritising Service Components

As was applied to the CSO customer satisfaction analysis in section 3.2.2, a form of compositional modeling was used to develop 'satisfaction gap' measures for each service attribute for Legal Officers. The 'satisfaction gap' represents the relative need for improvement for each service component. Those services with a gap score that was found to be significantly below overall mean gap score ( $\mu=-0.1155$ ) were given top priority (i.e. a rating of 1), while services with a gap score that was found to be significantly above the overall mean gap score were given third priority (rating of 3).

TABLE 3.3.2 WEIGHTED SATISFACTION GAPS FOR CUSTOMERS-LEGAL OFFICERS

Attributes	Gap between Importance & Satisfaction		Significant Shift in Attitude 2006-2007	Priority Level
	2006	2007		
Understanding of what to do next	-0.38	-0.52	-	1
Knowledge and competence	-0.09	-0.39	-	2
Understanding of the Problem	-0.21	-0.36	-	2
Information was easy to understand	-0.25	-0.20	-	2
Helpfulness	0.00	-0.11	-	2
Respect & sensitivity	0.45	0.14	-	2
Time given to inquiry	0.64	0.18	-	2
Efficiency dealing with enquiry	0.25	0.34	-	2
Friendliness & courtesy	0.40	0.32	-	3

**Key results:**

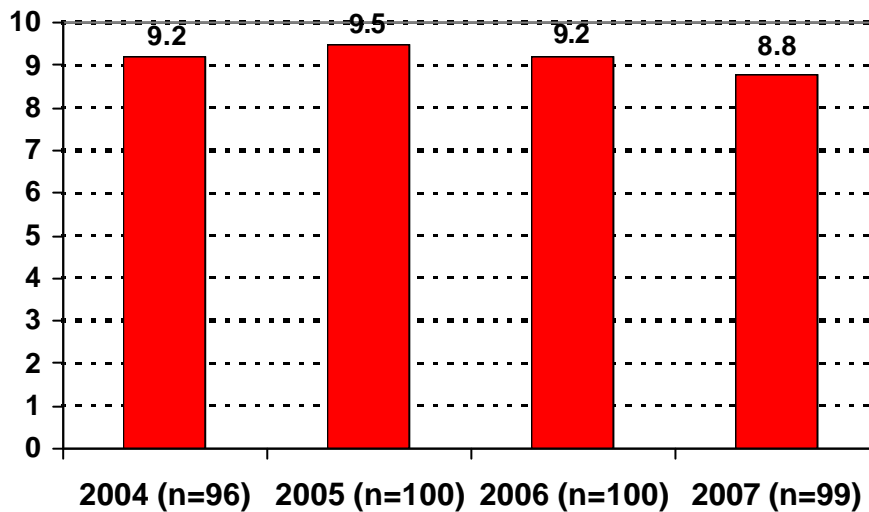
- The only Legal Officer service attribute rating to be given a priority ranking of 1 was the 'Understanding of what to do next'. The satisfaction rating for this attribute fell significantly short of the importance rating.
- There was no significant change in the gap scores from 2006.



### 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 0 to 10, where 0 is very dissatisfied and 10 means very satisfied."*

FIGURE 3.6: OVERALL SATISFACTION WITH LEGAL OFFICER (MEAN SCORE OUT OF 10)

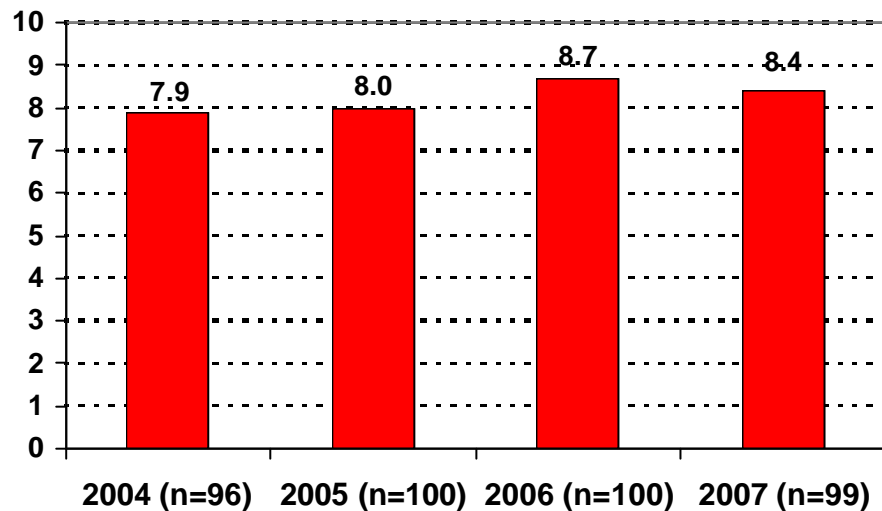


**Key results:**

- 91% of customers who spoke to a Legal Officer provided a high satisfaction rating (7, 8, 9 or 10) with the service delivered.
- There was a small but notable decline in the mean overall satisfaction score for the Legal Officers – down from 9.2 (out of 10) in 2006 to 8.8 in 2007. Whilst the result is still in the very high range, there is evidence of a slight decline trend over time that should be monitored.

*"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 0 to 10, where 0 is very dissatisfied and 10 means very satisfied".*

FIGURE 3.7: OVERALL SATISFACTION WITH A MOUNT OF TIME BETWEEN INITIAL CONTACT WITH LAWACCESS NSW AND WHEN LAWYER CALLED YOU BACK



**Key results:**

- An impressive 85% of LawAccess NSW customers who spoke to a Legal Officer indicated they were satisfied (rating of 7, 8, 9 or 10) with the amount of time between their initial contact with LawAccess NSW and when the Legal Officer called them back.
- The overall mean satisfaction score with time taken for the Legal Officer to call back was 8.4, which was lower than the 2006 score of 8.7 but still higher than results for 2005 and 2004.
- Overall half of the Legal Officers’ customers applied the highest rating of 10 out of 10 for this aspect of the service delivered (53%).



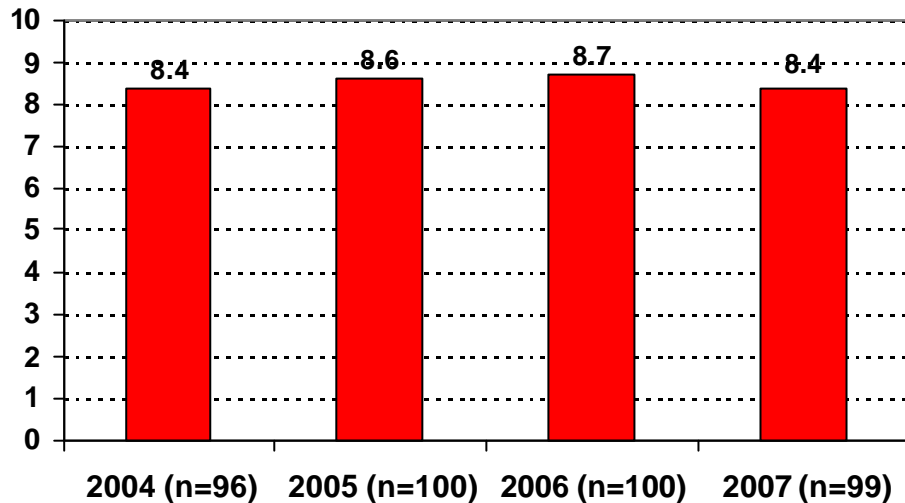
- The small number of respondents who indicated they were dissatisfied with the amount of time between their initial contact and when a Legal Officer called back were asked to indicate why they were dissatisfied. A list of their comments are provided below;
  - *It took over 24 hours*
  - *Contacted me at the wrong time*
  - *Took 3 days from initial contact to return the call*
  - *It was a very stressful time and I needed the information sooner.*
  - *I was expecting a phone call on the same day.*



### 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 0 to 10, where 0 is much worse than expected and 10 is much better than expected".*

FIGURE 3.8: MEETING CUSTOMER EXPECTATIONS - LEGAL OFFICERS



**Key results:**

- 84% of LawAccess NSW customers that spoke to a Legal Officer suggested that the service they received from the Legal Officer exceeded their expectations. This is also an outstanding result when compared to customer services benchmarks.
- The overall mean expectation score fell slightly to a more than acceptable 8.4, which is down from the 8.7 reported last year but on par with the 2005 result.
- 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 is provided below:
  - *I expected to get more information than I was given.*
  - *I was fobbed off to others.*
  - *The lawyer had no experience in family law.*



### 3.4 CUSTOMER PERCEPTIONS OF WAITING TIME

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

**TABLE 3.9: CUSTOMER PERCEPTIONS OF WAITING TIME \***

	2004 N= 544 %	2005 N= 603 %	2006 N=612 %	2007 N=603 %
Never on hold	22.1	22.2	10.6	19.9
<30 seconds	12.7	21.7	7.0	15.8
30-60 seconds	22.6	19.3	11.4	14.8
1-2 minutes	14.7	16.1	15.2	15.3
2-3 minutes	11.8	8.0	12.4	10.8
4-5 minutes	5.7	5.1	12.9	6.3
> 5 minutes	5.1	3.4	22.1	8.6
Unsure	5.3	4.4	8.3	8.6

*\* It should be noted that as this is a measure of perceived waiting time, there may be a significant variation from actual measured waiting time.*

**Key results:**

- The perceived waiting times to access a LawAccess Customer Service Officer have improved significantly since 2006.
- Half of the surveyed customers believed that it took less than one minute to access a Customer Service Officer, while the proportion of callers that took more than five minutes to reach a CSO fell significantly from 22.1% to 8.6%.
- It should be noted that this question measured perceptions of waiting time, which may vary significantly from actual measured waiting time.



## 3.5 REFERRALS

*"Were you referred to another organization to get further information or assistance?"*

### **Key results:**

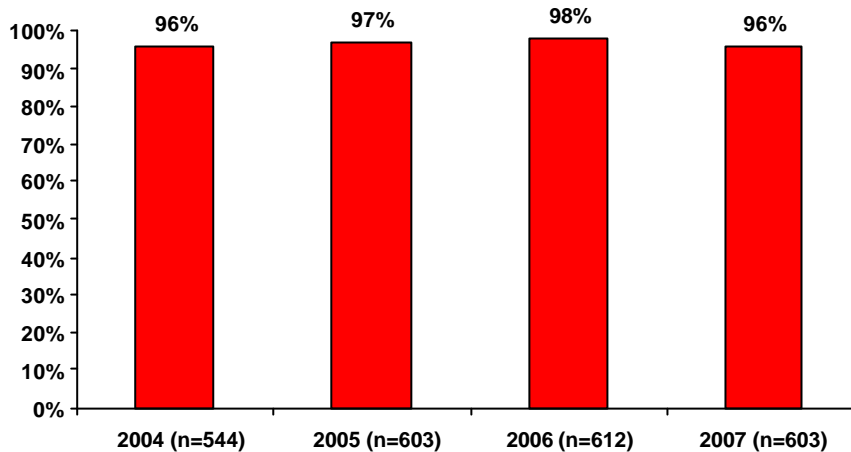
- 58% of the customers surveyed stated they were referred by LawAccess NSW to another organisation for further information and assistance. This is a 10% pt drop from the incidence of referrals in 2005.
- Of these customers, 60% indicated they had contacted the organisation they were referred to. This is also a marginal fall from previous years. 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.
- The proportion of 2007 survey customers who had not yet contacted the organisation they were referred to but suggested that they intended to do so fell to 56%. This amounts to a fall of 20% pts since the 2006 survey.
- According to these results, up to 83% of clients who had been referred to another organisation for information and assistance had already or were going to contact the relevant agency in the near future. In 2006 that level was an estimated 91%.
- Individuals who suggested they were not going to contact the referred organisation stated reasons for their inaction as:
  - *The problem was resolved/ it was no longer necessary*
  - *It depends if the need arises*
  - *I had received enough information already from LawAccess*
  - *I contacted someone else*
  - *I was unable to access the services of the other organisations because of the cost.*
- Of customers who had contacted an organisation referred to by LawAccess NSW, 77% stated the organisation was able to assist them. This was a lower result than in 2006 (80%), but significantly higher than was reported in earlier years.



- Customers who indicated the organisation they were referred to was unable to assist were asked why. The main reasons given included:
  - *The issue was beyond the scope of the organisation*
  - *I was referred on to another organization or back to LawAccess*
  - *The services were too expensive*
  - *They were unavailable*
  - *They have yet to call back.*

### 3.6 RECOMMENDATION

FIGURE 3.10: WOULD YOU RECOMMEND LAWACCESS NSW (% STATING YES)



**Key results:**

- As in previous years, the vast majority of customers surveyed (96%) indicated that they would recommend the LawAccess NSW service to another person. This is an exceptional result.
- Individuals who indicated they would not recommend LawAccess NSW were asked to provide a reason. The following lists the comments provided.
  - *I didn't get the help I needed*
  - *I didn't understand the information given*
  - *They only gave advice rather than actually help*
  - *Still waiting for call back from the lawyer*
  - *The customer service officer didn't understand my question very well*
  - *I got fobbed off*
  - *The customer service officer didn't have the knowledge of the law*
  - *They were not helpful*
  - *Very poor service*
  - *I got no information from them*
  - *I am unsure of what their role was*
  - *I still don't have the help I was looking for*
  - *I still don't know what the answer is for my problem*



## 4 LAWACCESS ONLINE

Customers using the LawAccess NSW 1300 number were asked a series of questions regarding their use and experience with LawAccess Online. Approximately one fifth of customers indicated that previously or subsequently to their telephone enquiry they had 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, 2005 AND 2006

CUSTOMER GROUP	2004	2005	2006	2007
<b>Overall</b>	54%	64%	68%	71%
<b>Gender</b>				
Male	53%	62%	70%	70%
Female	55%	64%	67%	71%
<b>Age</b>				
18-24 yrs	68%	81%	75%	76%
25-39 yrs	55%	64%	74%	77%
40-54 yrs	59%	66%	73%	72%
55+ yrs	36%	51%	49%	58%
<b>Country of Birth</b>				
Australian Born	51%	63%	67%	69%
Overseas Born	66%	66%	73%	75%
<b>Benefit Recipients</b>				
Receive Government benefit/ pension	42%	50%	55%	58%
<b>Home ownership</b>				
Own House	58%	67%	69%	73%
Rent	52%	60%	67%	69%
<b>Income (per week)</b>				
\$100-199	36%	47%	62%	61%
\$200-399	47%	52%	50%	59%
\$400-\$599	60%	64%	74%	67%
\$600-799	68%	80%	88%	79%
\$800-\$1000	90%	77%	86%	91%
\$1000+	89%	82%	92%	90%

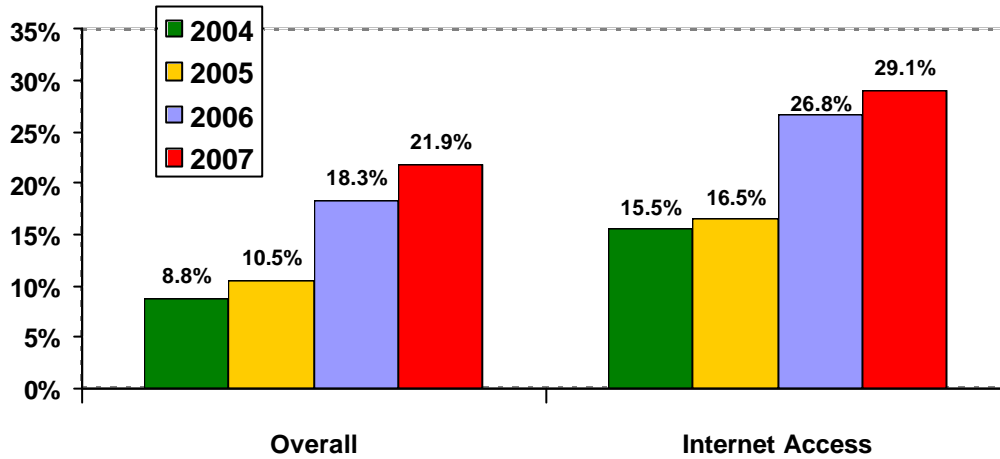


**Key results:**

- Table 4.1.1 demonstrates that now over 70% of LawAccess customers have access to the Internet. The most notable improvements occurred among home owners/purchasers (up 4% pts to 73%), females (up 4% to 71%) and persons aged at least 55 years (up 9% pts to 58%).
- Despite the improvement, persons aged 55 years and over continued to have the lowest levels of internet access, as well as those receiving government pensions.

## 4.2 VIEWED LAWACCESS ONLINE

FIGURE 4.2: VIEWED LAWACCESS ONLINE



### **Key results:**

- As internet access continues to increase, so to does use of the LawAccess website. 22% of customers surveyed indicated they had accessed the LawAccess Online website in the last 12 months, which is up nearly 4% pts from the 2006 result.
- This proportion increased to 29% for individuals who stated they had regular access to the Internet, which is a marginal increase from 2006.



## 4.3 SATISFACTION WITH WEBSITE

**TABLE 4.3.1 SATISFACTION RATINGS WITH FEATURES OF LAWACCESS ONLINE**

WEBSITE ATTRIBUTE	2004 N= 48		2005 N= 62		2006 N= 112		2007 N= 132	
	% Highly satisfied	Mean score	% Highly satisfied	Mean score	% Highly satisfied	Mean score	% Highly satisfied	Mean score
Website appealing <sup>2</sup>	-	-	58%	7.4	67%	7.8	75%	7.4
Ease of use	71%	7.3	55%	6.9	75%	7.6	81%	7.9
Usefulness	60%	6.7	55%	7.4	71%	7.5	81%	7.9

### **Key results:**

- It appears that the trend of increasing satisfaction with various attributes of the LawAccess website has continued in 2007. 75% of users found the website appealing (up 7% pts) while 81% indicated that they felt it was easy to use and useful (up 6% pts and 10% pts respectively).
- 74% of customers who had used the site suggested that the website had helped them to understand their legal problem, which is a strong increase from the 69% reported in 2006.
- Customers who indicated that they did NOT find the website helpful in understanding their legal problem were asked to describe the kind of assistance they were seeking from the website. The most common responses were:
  - *Wanting information about their rights with regards to family law matters.*
  - *Looking for more specific information about their legal problem.*
  - *Trying to find contact numbers.*
- One customer indicated that they had been expecting a 'live chat room' style communication with LawAccess staff.

<sup>2</sup> This attribute was not tested in the 2004 survey

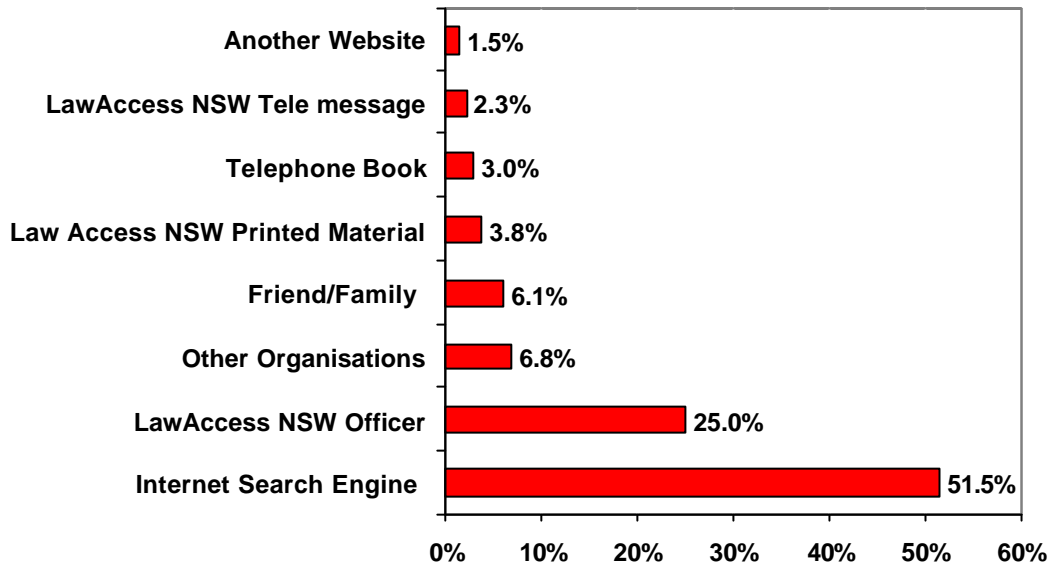


- Customers who had visited LawAccess Online were asked what they most liked about the site. The major likes included:
  - *The ease of use.*
  - *The ability to find needed information.*
  - *That forms could be downloaded.*
  - *The clear and relevant information.*
  
- In addition customers were asked was there anything they disliked about the site. Of customers who visited the site only 5% could identify anything they disliked about the site. Reasons for dislike included:
  - *Inability to find needed information.*
  - *The main page was cluttered.*
  - *Links didn't always work.*
  - *The difficulty in finding relevant information.*



## 4.4 HOW WEBSITE LOCATED

FIGURE 4.4: HOW LOCATED LAWACCESS ONLINE (N=132)

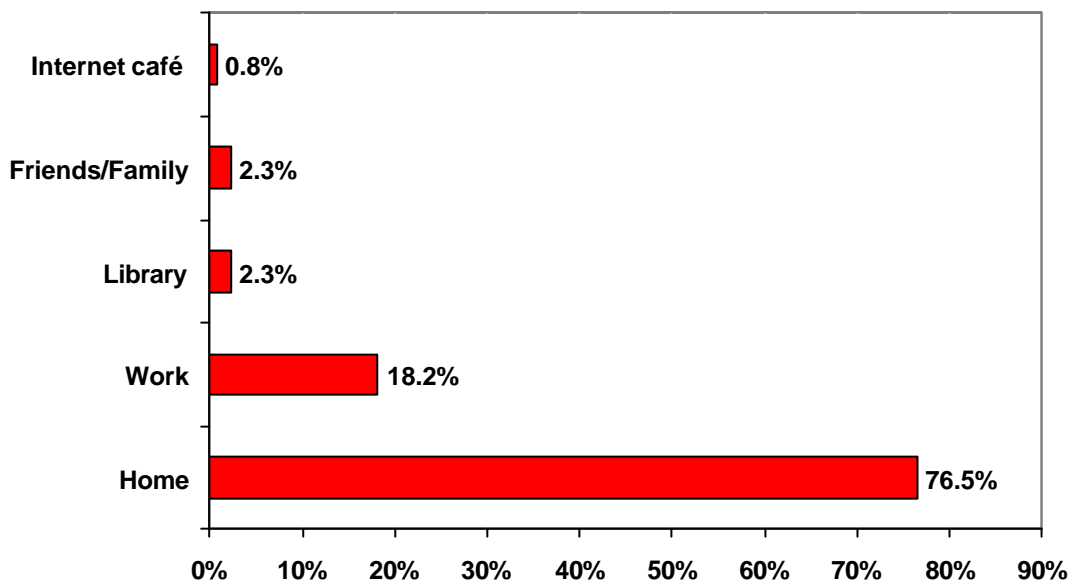


### Key results:

- Internet search engines continue to be the primary method by which customers find out about the LawAccess NSW website. Just over half of the group of customers who had visited LawAccess Online in 2006 indicated they had found the site in this manner.
- The number of customers who used the website after being informed about it by a LawAccess customer service operator increased dramatically to stand at 25% in 2007, up from the 9% reported last year.
- It appears that many other legal organisations, such as Legal Aid and the Law Society, are also informing people about the LawAccess NSW website, with 6.8% of users indicating that this was how they found out about the site.
- The telephone book and friends/family were also identified as ways customers had found LawAccess Online.

## 4.5 ACCESS WEBSITE

FIGURE 4.5: HOW ACCESSED LAWACCESS ONLINE (N=132)



**Key results:**

- Over three quarters of customers who had visited the LawAccess website in the last 12 months did so from their home. The majority of the remainder accessed the website from their place of work.



## **APPENDIX 1: SATISFACTION MEAN SCORES**



SATISFACTION RATINGS- LOCATION (OUT OF 10) – CUSTOMER SERVICE OFFICER (N=603)

Attribute	Regional NSW (N=308)	Sydney (N=267)	Interstate (N=24)	Total
Friendliness and courteous nature of staff	9.5	9.1	8.9	9.3
Respect and sensitivity given to you by the operator	9.5	9.0	9.0	9.2
Helpfulness of the operator	9.3	8.9	8.6	9.1
The information provided by the operator is easy to understand	9.0	8.7	8.3	8.8
The amount of time given to your enquiry	9.2	8.3	8.5	9.0
The efficiency or speed in dealing with the enquiry	9.1	8.7	8.2	8.9
Understanding of what to do next	9.0	8.6	8.2	8.8
Knowledge and competence of the operator	8.8	8.4	7.8	8.6
The operator understands the problem and the information I am looking for	8.8	8.6	7.6	8.7
The waiting time to reach an operator	8.5	8.3	8.0	8.4
Overall Satisfaction	9.1	8.7	8.0	8.9



SATISFACTION RATINGS - LOCATION (OUT OF 10) – LEGAL OFFICERS (N=99)

Attribute	Regional NSW (N=5)	Sydney (N=36)	Interstate (N=7)	Total
Respect and sensitivity given to you by the Lawyer	9.5	9.3	9.1	9.4
Friendliness and Courteous nature of the Lawyer	9.5	9.3	8.9	9.4
The amount of time given to your enquiry by the Lawyer	9.2	9.0	8.6	9.1
Helpfulness of the Lawyer	9.1	9.1	8.9	9.1
The efficiency and speed in dealing with the enquiry	9.0	8.8	8.6	8.9
Knowledge and competence of the Lawyer	8.9	8.8	9.3	8.9
Legal Officers understanding of the problem and the information I was looking for	8.9	9.1	8.9	9.0
Understanding of what to do next	9.1	8.7	8.7	9.0
The ease of understanding of the information provided	9.2	8.9	9.3	9.1
Overall Satisfaction	9.1	8.6	9.0	8.9



SATISFACTION RATINGS –TYPE OF ENQUIRY (OUT OF 10) – CUSTOMER SERVICE OFFICER (N=603)

Attribute	Civil (n=376)	Criminal (n=73)	Family (n=149)	Total
Friendliness and courteous nature of staff	9.2	9.5	9.6	9.3
Respect and sensitivity given to you by the operator	9.1	9.5	9.5	9.2
Helpfulness of the operator	8.9	9.4	9.3	9.1
The amount of time given to your enquiry	8.8	9.4	9.3	9.0
The information provided by the operator is easy to understand	8.7	9.2	8.8	8.8
The efficiency or speed in dealing with the enquiry	8.7	9.2	9.2	8.9
Understanding of what to do next	8.6	9.4	9.0	8.8
Knowledge and competence of the operator	8.4	8.8	8.9	8.6
The operator understands the problem and the information I am looking for	8.5	9.0	9.0	8.7
The waiting time to reach an operator	8.3	8.6	8.6	8.4
Overall Satisfaction	8.7	9.3	9.2	8.9



SATISFACTION RATINGS TYPE OF ENQUIRY (OUT OF 10 – LEGAL OFFICERS (N=99))

Attribute	Civil (n= 40)	Criminal (n=27)	Family (n=32)	Total
Respect and sensitivity given to you by the Lawyer	9.4	9.2	9.4	9.4
Friendliness and Courteous nature of the Lawyer	9.4	9.3	9.5	9.4
The amount of time given to your enquiry by the Lawyer	9.2	8.9	9.2	9.1
Helpfulness of the Lawyer	9.2	8.7	9.3	9.1
The efficiency and speed in dealing with the enquiry	9.0	8.6	9.1	8.9
Knowledge and competence of the Lawyer	8.7	8.6	9.3	8.9
Legal Officers understanding of the problem and the information I was looking for	8.9	8.7	9.3	9.0
Understanding of what to do next	9.0	8.7	9.2	9.0
The ease of understanding of the information provided	9.2	8.8	9.2	9.1
Overall Satisfaction	8.7	8.7	9.2	8.9