



Insight for
Business & Government

2008 LawAccess NSW Customer Survey

Monitoring satisfaction

Prepared for

LawAccess NSW

Prepared by
IRIS Research Ltd

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IRIS Research ABN 16 002 278 793

Porter Street Annex, The University of Wollongong, 22 Porter Street, Nth Wollongong

Postal address: Northfields Ave, Wollongong, NSW 2522 Telephone: (02) 4229 4777 Fax: (02)4227 2987

Net: <http://www.iris.org.au> Email: research@iris.org.au

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EXECUTIVE SUMMARY

This report presents the results of the *LawAccess NSW Customer Survey, 2008*. 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 fifth 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 2008 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 9th – 16th April 2008. A total of 603 completed interviews were conducted, with 127 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 2008, 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 25 and 54 years were the biggest users of the telephone service provided by LawAccess NSW, constituting 43% of all customers.
- The number of LawAccess customers surveyed that stated they were born overseas accounted for 28%.
- 2% of customers surveyed indicated they were of Aboriginal or Torres Strait Islander origin.
- Of the 167 customers surveyed that were born overseas, 30% spoke a language other than English at home. Mandarin was the most prevalent at 4.8%, followed by Arabic (including Lebanese) at 2.4%. On the whole, this proportion of overseas customers that speak a language other than English at home represents 8% of all customers surveyed.
- 12% of customers interviewed stated they considered themselves to be a person with special needs due to a disability.
- 42% of customers surveyed indicated that they were receiving a pension or government benefits. Of the persons receiving such payments, 71% were female.
- 54% of LawAccess customers own or have purchased their accommodation dwelling. About 42% stated that they rent.
- 35% 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 2008 was \$200-\$399 at 25%. Around 7% of surveyed customers took home \$800-\$1000 per week, while 12% took home over \$1000.
- The Telstra white or yellow pages continued to be nominated as the main source of how individuals found out about LawAccess NSW.

- As has been the case in previous years, customers of LawAccess in 2008 were predominately first time users (78%).

Important Components of Customer Service

- In 2008 mean importance scores ranged from 9.4 to 8.6 out of 10. The average of all individual attribute importance scores was 9.0.
- The number one important attribute was 'understanding of what to do next' with 98% providing a 'high' importance rating score.

Table E1 Importance Ratings for Service Delivery

Attribute	N/R	Low	Medium	High	Mean Score
Understanding of what to do next	0.2	0.3	1.7	97.9	9.4
Knowledge and competence of the operator	0.0	0.3	4.1	95.5	9.3
The operator understands the problem and the information I am looking for	0.2	0.3	3.6	95.9	9.2
Helpfulness of the operator	0.2	0.2	4.3	95.4	9.2
The information provided by the operator is easy to understand	0.0	0.2	5.4	94.4	9.2
Respect and sensitivity given to you by the operator	0.2	0.3	6.1	93.4	9.0
Friendliness and courteous nature of staff	0.3	0.3	6.8	92.6	8.9
The efficiency or speed in dealing with the enquiry	0.2	1.2	7.1	91.6	8.7
The waiting time to reach an operator	0.2	0.5	9.2	90.1	8.7
The amount of time given to your enquiry	0.3	1.3	10.7	87.6	8.6

Overall satisfaction – both Customer service officers and Lawyers

- Overall customer satisfaction with both customer service officers and lawyers combined was 9.18 out of 10. This was broken down into 95.6% of customers providing a 'high' satisfaction rating, 3.4% a 'medium' rating and 1.0% a 'low' rating.

Customer Service Officer Performance Indicators

- In 2008 mean satisfaction scores for Customer Service Officers ranged from 9.5 to 8.8. The average of all individual attribute satisfaction scores was 9.09. Overall these satisfaction scores are considered quite high compared to other customer satisfaction surveys that IRIS has done in the past. The challenge for LawAccess NSW will be to continue to maintain such a high standard of service to its customers.
- The attribute with the highest mean satisfaction score was 'friendliness and courteous nature of staff', with a score of 9.5
- The attribute with the lowest mean satisfaction score was 'the waiting time to reach an operator', with a score of 8.8.
- All service attributes, with the exception of 'the amount of time given to your enquiry' and 'respect and sensitivity given to you by the operator', reported significantly higher satisfaction scores from the 2007 measure.

Table E2 Satisfaction Ratings – Customer Service Officer

Attribute	N/R	Low	Medium	High	Mean Score
Friendliness and courteous nature of staff	0.3	0.5	2.6	96.5	9.5
Respect and sensitivity given to you by the operator	0.0	0.5	2.6	96.5	9.4
Helpfulness of the operator	0.2	1.0	2.3	96.5	9.3
The efficiency or speed in dealing with the enquiry	0.0	1.2	3.1	95.7	9.1
The amount of time given to your enquiry	0.0	0.8	4.8	94.4	9.1
Understanding of what to do next	0.7	2.1	5.3	91.9	9.0
The information provided by the operator is easy to understand	0.3	1.0	4.0	94.7	9.0
Knowledge and competence of the operator	0.0	1.3	5.0	93.7	8.9
The operator understands the problem and the information I am looking for	0.2	1.2	6.1	92.6	8.9
The waiting time to reach an operator	0.8	0.7	6.8	91.7	8.8

Lawyer's Performance Indicators

- Satisfaction scores for Legal Officers were in the high to very high range (9.0 to 9.4). The average of all individual attribute satisfaction scores was 9.2. As with the results for the customer service officers, these satisfaction scores are in the high to very high range, presenting the challenge to continue to deliver such high standards across the organisation.
- Statistically mean satisfaction scores remained unchanged from 2007 with the exception of 'knowledge and competence of the lawyer' increasing significantly.

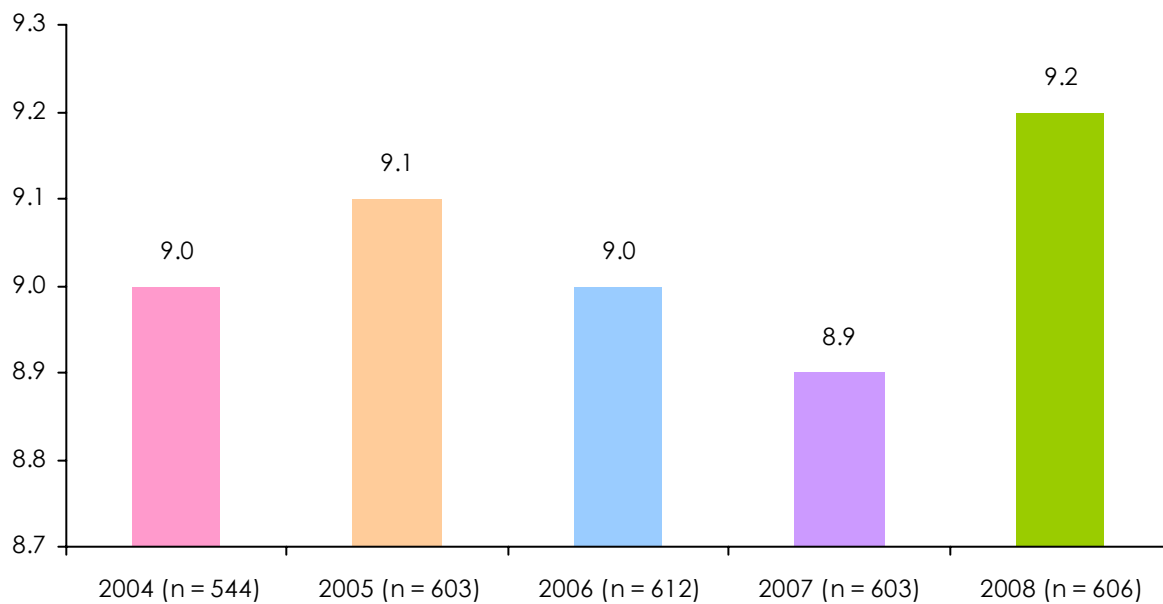
Table E3 Satisfaction Ratings – Lawyers

Attribute	N/R	Low	Medium	High	Mean Score
Friendliness and courteous nature of staff	0.0	0.0	3.4	96.6	9.4
Respect and sensitivity given to you by the lawyer	0.0	0.9	1.7	97.4	9.4
Helpfulness of the lawyer	0.0	1.7	5.2	93.1	9.2
The efficiency or speed in dealing with the enquiry	0.0	1.7	3.4	94.8	9.1
The amount of time given to your enquiry	0.0	2.6	3.4	94.0	9.1
Understanding of what to do next	0.0	2.6	5.2	92.2	9.0
The information provided by the operator is easy to understand	0.0	0.0	6.0	94.0	9.1
Knowledge and competence of the lawyer	0.0	0.0	4.3	95.7	9.3
The lawyer understands the problem and the information I am looking for	0.0	0.9	5.2	94.0	9.1

Overall satisfaction – Customer service officer

- 95.5% of customers interviewed provided a high satisfaction rating (rating a 7, 8, 9 or 10) for the service delivered by LawAccess NSW customer service officers.
- The overall mean satisfaction score of 9.17 was a significant increase over the 2007 survey measure.

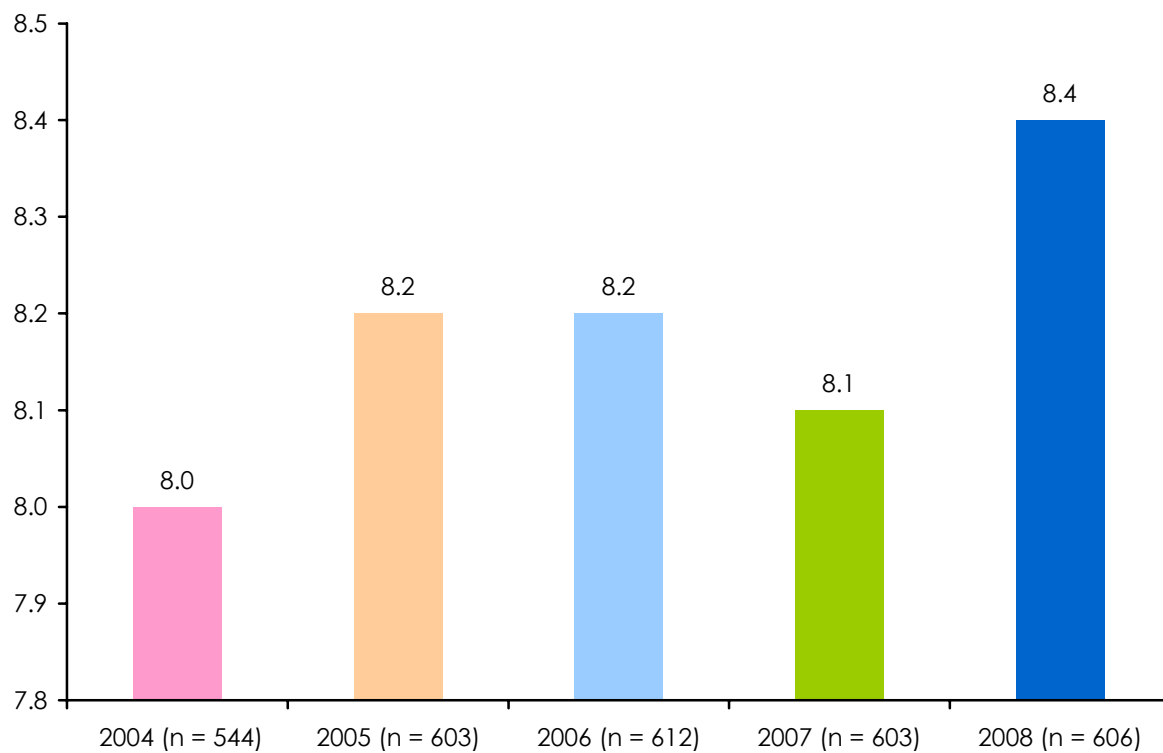
Graph E1 Overall satisfaction with customer service officer: Mean score comparison



Meeting customer expectations – Customer service officer

- The overall mean expectation score was 8.4 which is significantly higher than the 8.1 reported in 2007.

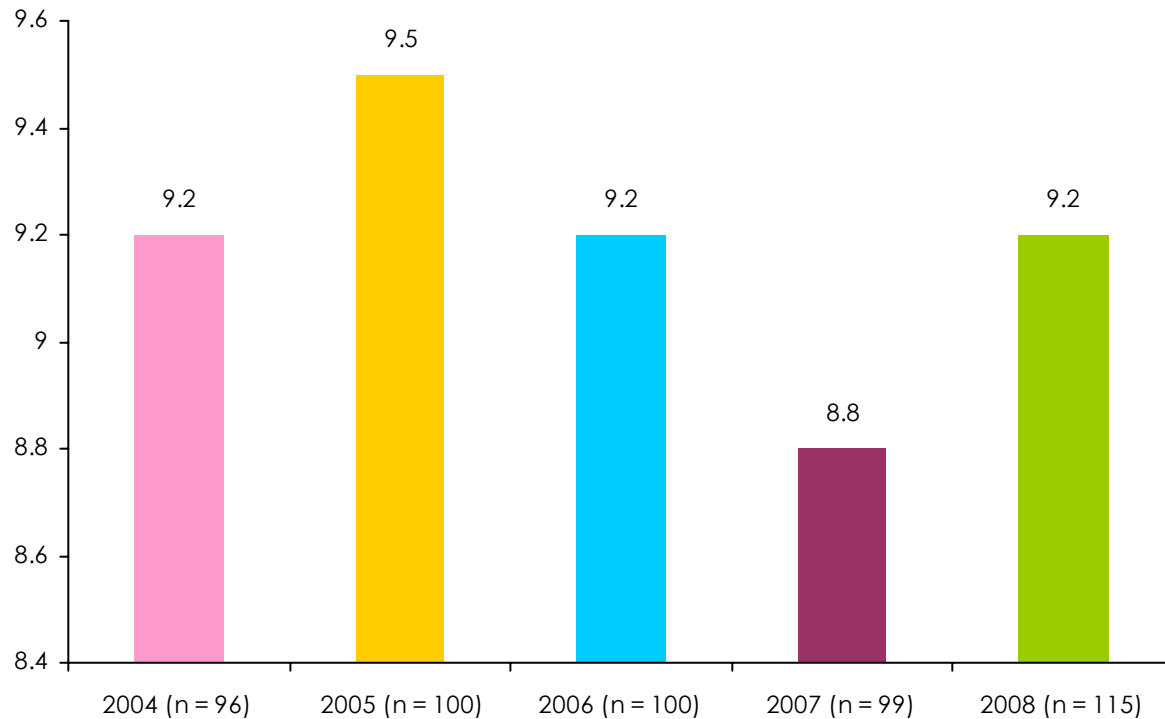
Graph E2 Meeting customer service expectations – CSO



Overall satisfaction – Lawyer

- 94.8% of customers who spoke to a lawyer provided a high satisfaction rating (7, 8, 9 or 10) with the service delivered. This was an improvement from 2007.
- The overall mean satisfaction score of 9.22 was a significant improvement over the 8.8 reported in 2007.

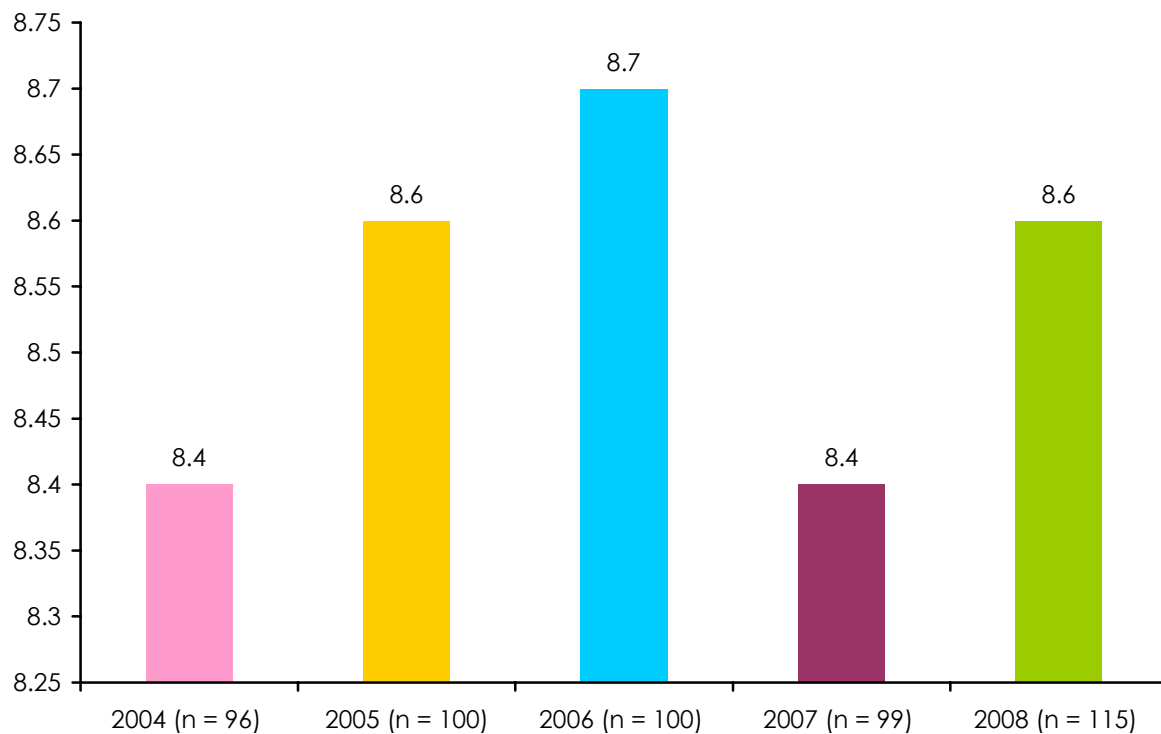
Graph E3 Overall satisfaction Lawyer (Mean score out of 10)



Meeting customer expectations – Lawyers

- 88.7% of LawAccess NSW customers that spoke to a Legal Officer suggested that the service they received from the Legal Officer exceeded their expectations.
- The overall mean expectation score rose significantly from the 2007 result of 8.4 to currently stand at 8.6.

Graph E4 Meeting customer service expectations – Lawyers



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:

Table E4 Top Priorities for Improvement – Customer Service Officer

Priority Rank	Service/Facility	Identified as not meeting customer expectations in...	
		Quadrant Analysis	Gap Analysis
		(Higher importance/Lower satisfaction)	(Higher than average gap b/w importance & satisfaction)
1	Understanding of what you need to do next	X	X
2	Knowledge and competence of the operator	X	X
3	The operator's understanding of the problem and the information you were looking for	X	X
4	The ease of understanding of the information provided by the operator	X	X

- The four service/facilities mentioned in table E4 were identified as areas to improve in both the quadrant and gap analysis.

Table E5 Top Priorities for Improvement – Lawyers

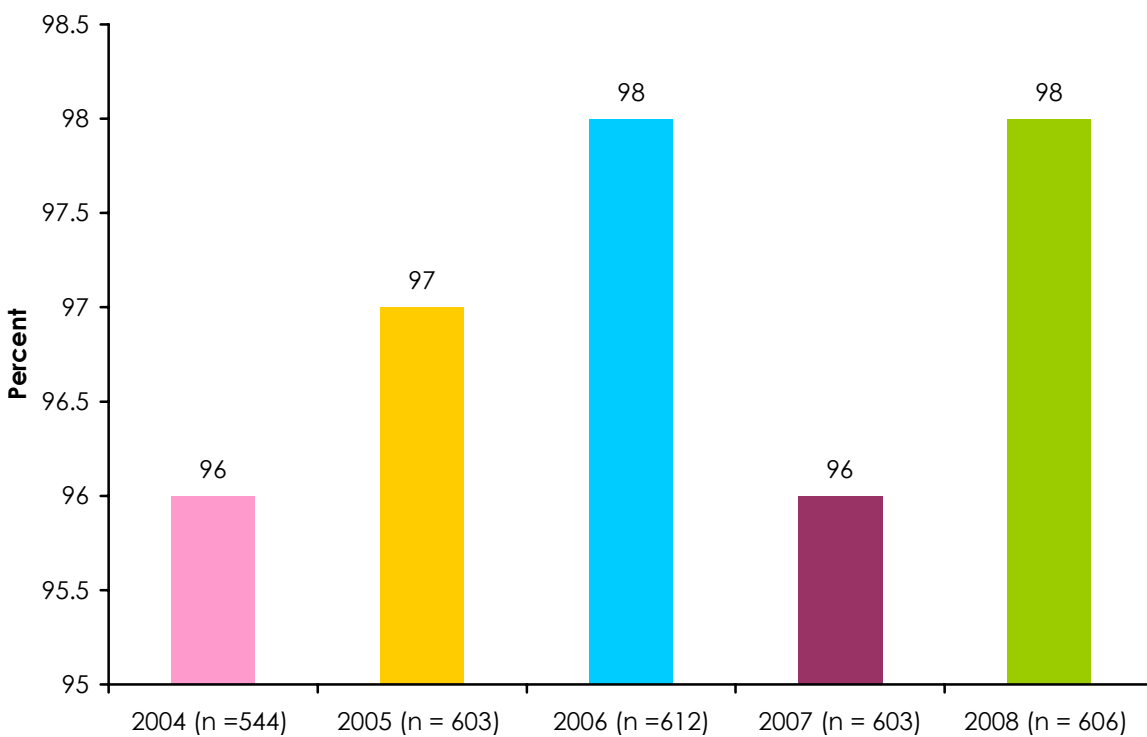
Priority Rank	Service/Facility	Identified as not meeting customer expectations in...	
		Quadrant Analysis	Gap Analysis
		(Higher importance/Lower satisfaction)	(Higher than average gap b/w importance & satisfaction)
1	Understanding of what you need to do next	X	X
2	The lawyer's understanding of the problem and the information you were looking for	X	X
3	The ease of understanding of the information provided by the lawyer	X	

- The areas that were identified for improvement in both the quadrant and gap analysis were 'understanding of what you need to do next' and 'the lawyer's understanding of the problem and the information you were looking for'.

Recommendation

- As in previous years, the vast majority of customers surveyed (98%) indicated that they would recommend the LawAccess NSW service to another person. This is an exceptional result.

Graph E5 Would you recommend LawAccess NSW (% Stating Yes)



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 2008 survey marks the fifth 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 2007.

IRIS Research completed surveys with 606 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 IRIS' 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 2008 a total of 606 completed interviews by telephone were collected from a sample of LawAccess NSW customers during April. Within this sample, 127 customers had spoken to both a Customer Service Officer and a Legal Officer.

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. As with all sample surveys however, the results will be subject to some amount of sampling variability. When analysing results for the entire sample (617 responses), the maximum error rate will be about + or – 4.1% 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 – 4.1% of the result achieved in this survey.

However, various breakdowns of the survey results by age, and sex 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, over 95% agreed to continue with the survey.

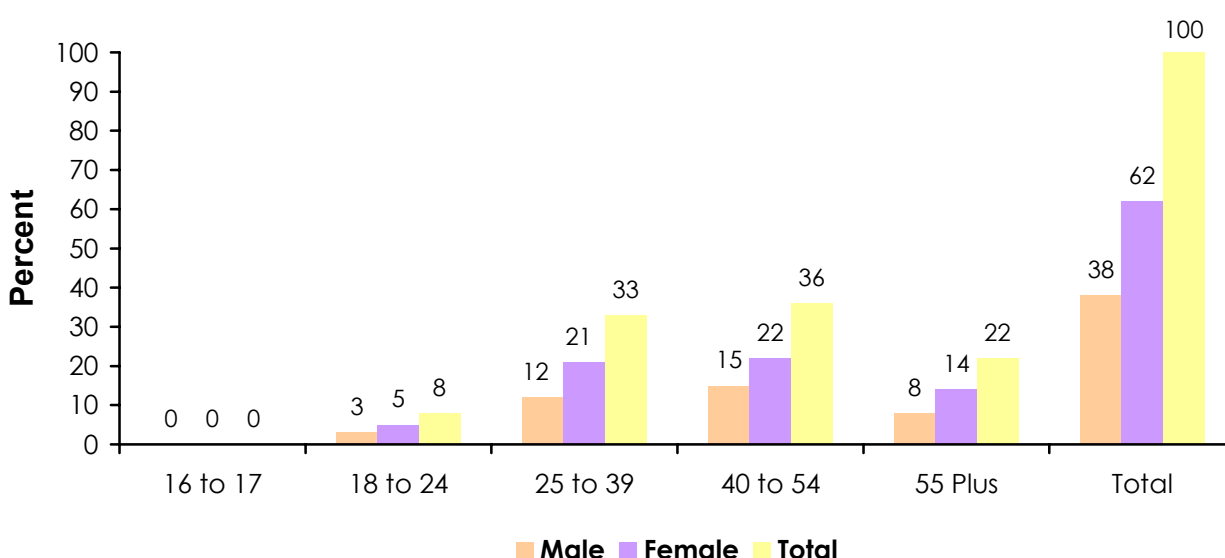
SURVEY RESULTS

2 CUSTOMER PROFILE

This section provides an overview of respondent characteristics for the 2008 LawAccess NSW Customer Satisfaction Survey.

2.1 AGE AND SEX

Graph 2.1 Age and Gender of Customers (n = 606)

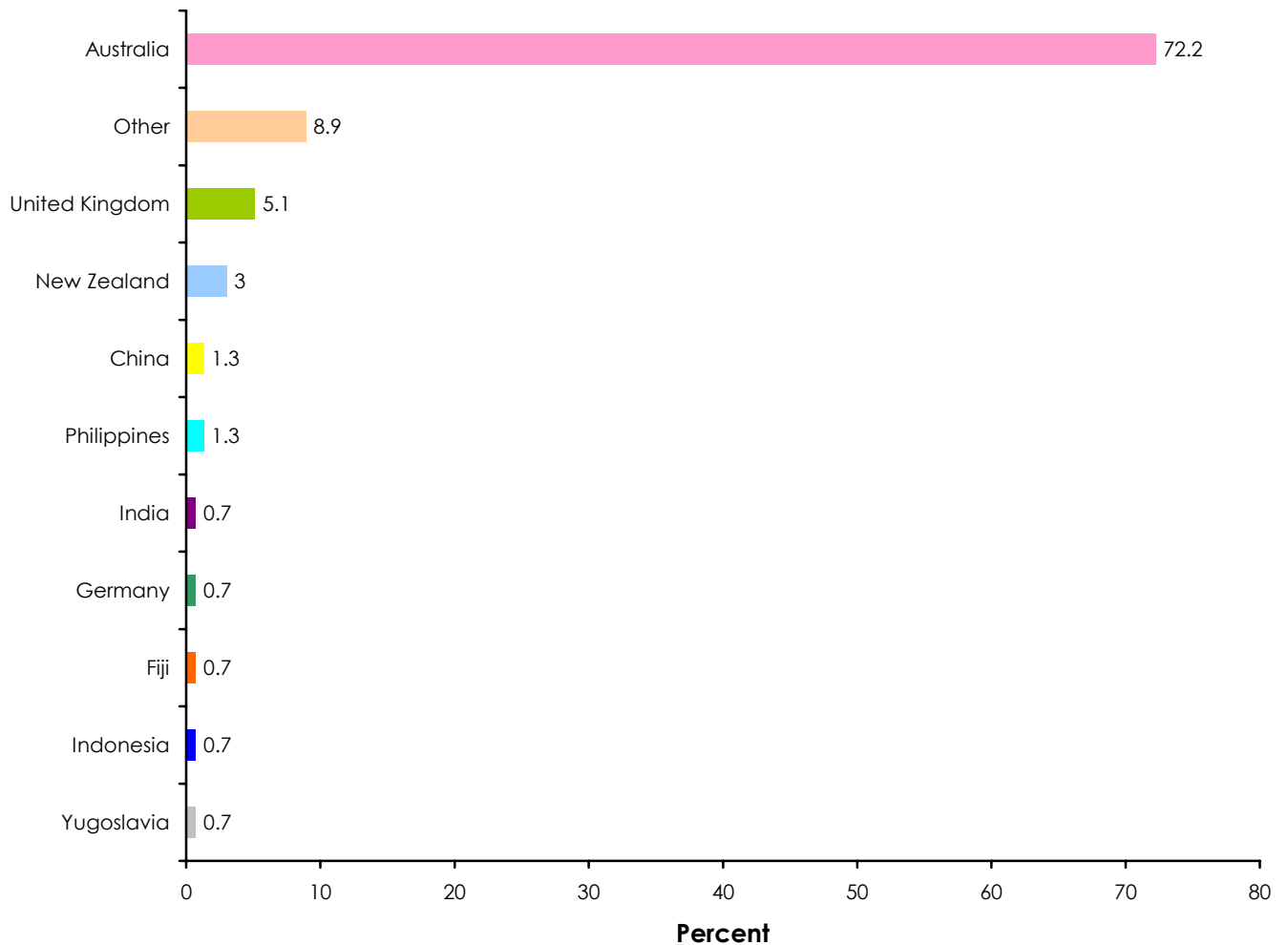


Key results:

- In 2008, 62% of customers were female, compared to the 38% share of male customers. This is the same gender profile to that of the previous years' survey.
- In 2008 the most prevalent customer age bracket was 40-54 years. This group was also the most prevalent during 2007.
- Females between the ages of 25 and 54 years were the biggest users of the telephone service provided by LawAccess NSW, constituting 43% of all customers.

2.2 NATIONALITIES

Graph 2.2 Birth Place of Customer (Percent of Total Surveyed n = 606)



Key results:

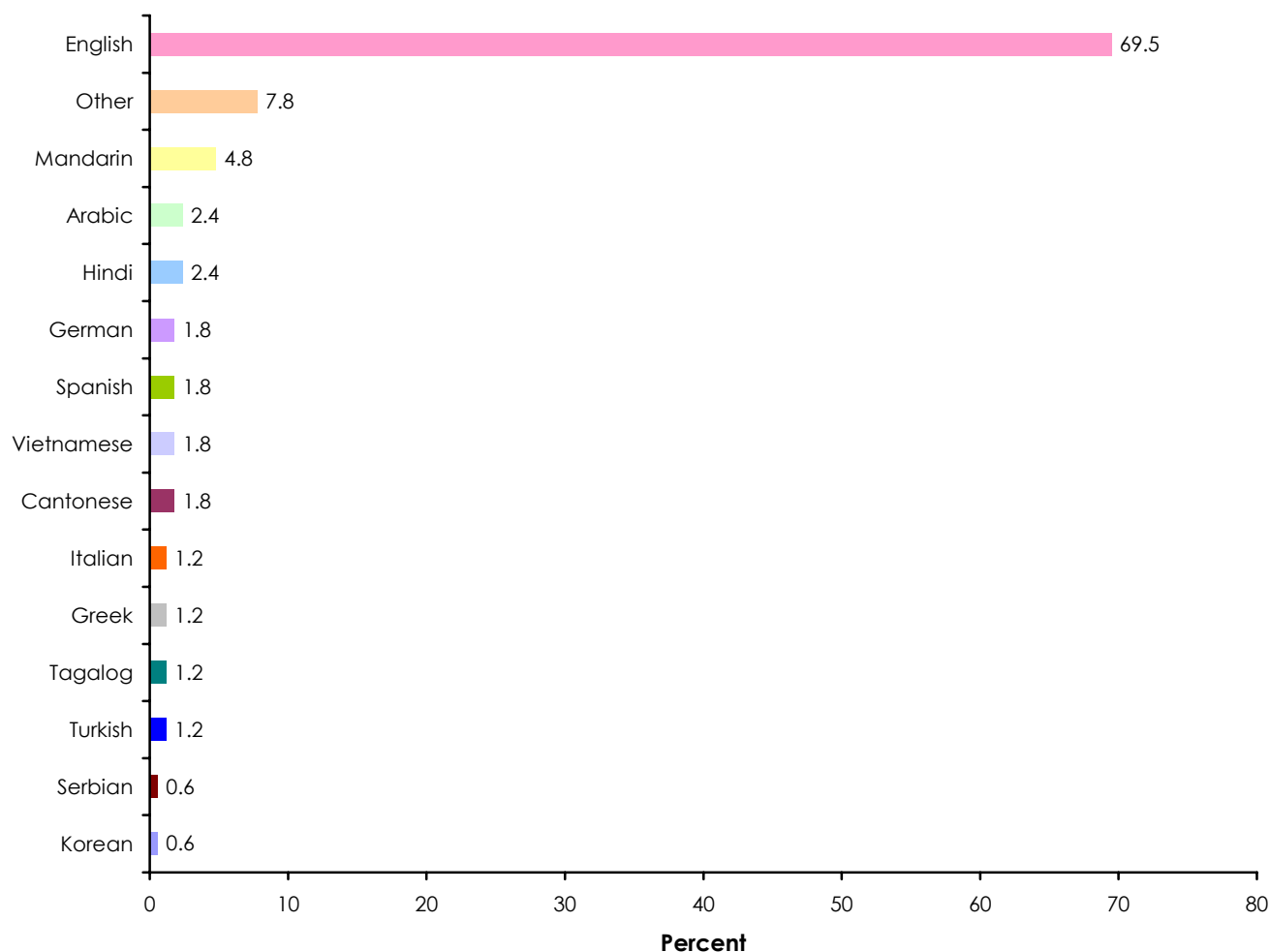
- The number of LawAccess customers surveyed that stated they were born overseas rose from just under 24% last year to 28% this year.
- The 2008 survey covered individuals representing 56 different nationalities¹.

¹ Nationalities mentioned by 0.50% or less of customers are not illustrated in Graph 2.2

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- Of the overseas born, 24% had arrived in Australia prior to 1970; 17% between 1970-1979; 21% between 1980-1989; 19% between 1990-99 and, 19% since 2000.
 - The proportion of customers who arrived in Australia in the year 2000 or more recently has increased from 12% in the last survey to 19% currently.
 - 2% of customers surveyed indicated they were of Aboriginal or Torres Strait Islander origin, compared to the 3% reported last year.

2.3 LANGUAGE SPOKEN

Graph 2.3 Other Languages Spoken at Home by Persons Born Overseas (n = 167)

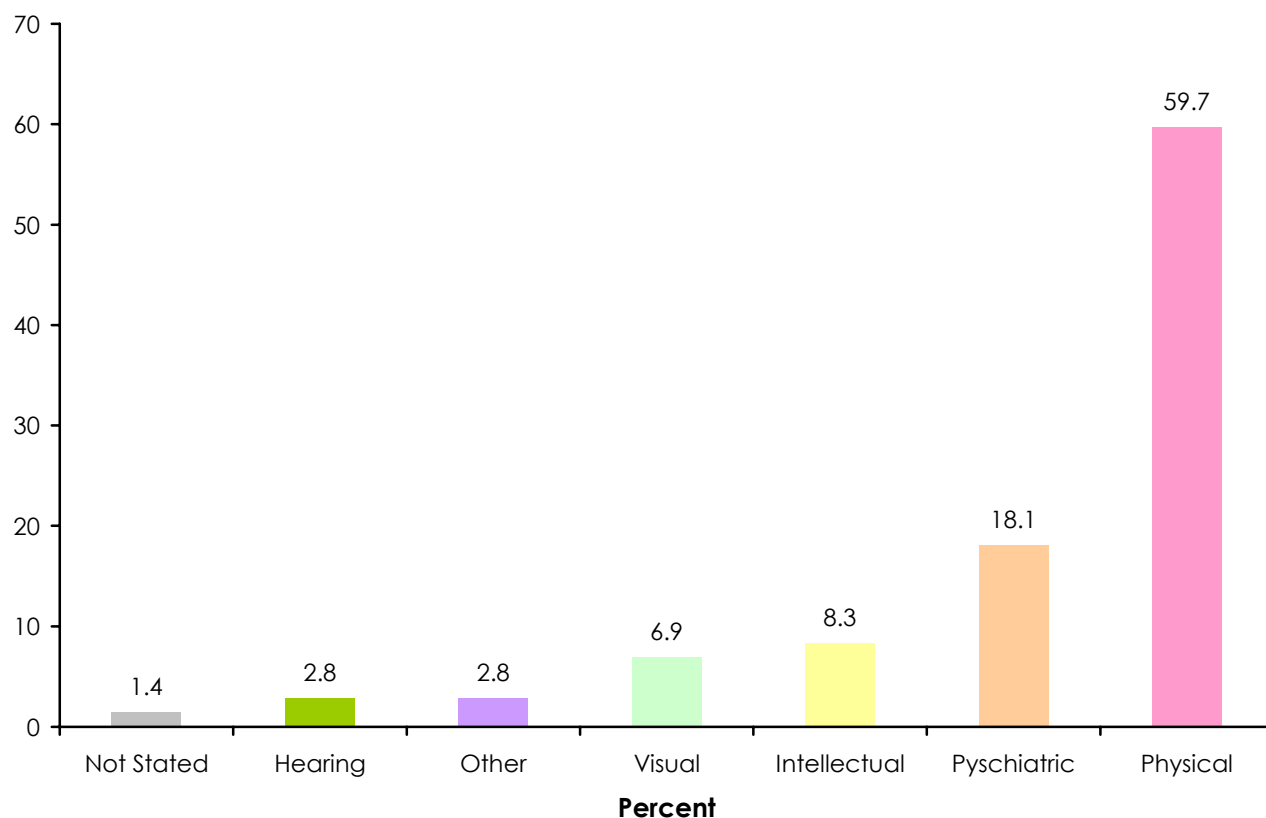


Key results:

- Of the 167 customers surveyed that were born overseas, 30% spoke a language other than English at home. Mandarin was the most prevalent at 4.8%, followed by Arabic (including Lebanese) at 2.4%. On the whole, this proportion of overseas customers that speak a language other than English at home represents 8% of all customers surveyed.
- 99% of customers would prefer to speak in English when contacting LawAccess NSW.
- Only 3% of LawAccess customers have used an interpreter service in the past. Of those who haven't used such a service, 97% felt they did not need to because they were confident with using English. Other 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

Graph 2.4 Form of disability (n = 73)



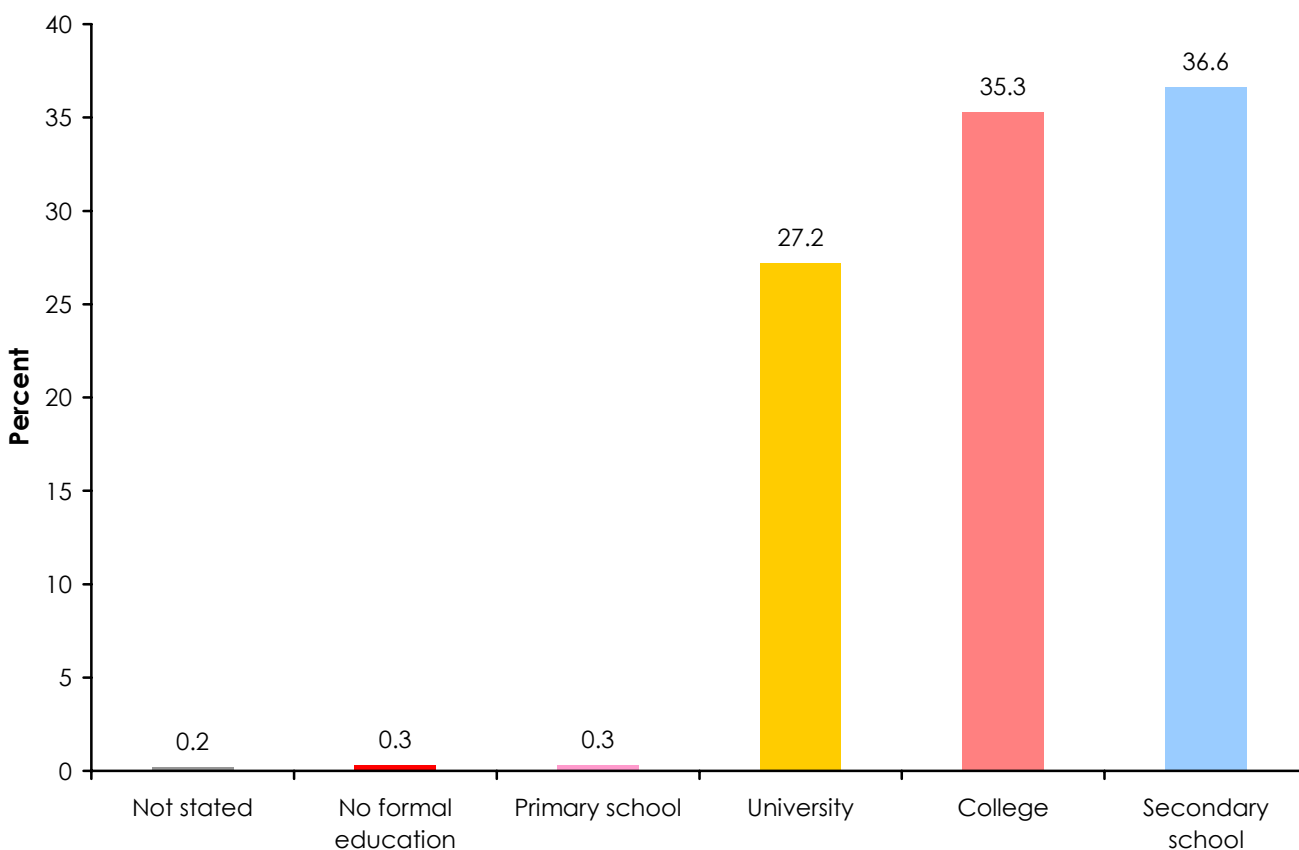
Key results:

- 12% of customers interviewed stated they considered themselves to be a person with special needs due to a disability. This was the same finding that was reported in the 2007 survey measure.
- Three out of five customers with special needs indicated they had a physical disability.
- A total of 13% 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 who has a disability, a medical condition or who cannot care for themselves.
- The majority of carers (86%) were found to be female.

-
- The majority of carers were aged 40 years or older (42%).
 - The main responsibilities for carers who had contacted LawAccess NSW were the care of a parent (39%), care of their child under 18 (29%) and their spouse or de facto (15%).

2.5 LEVEL OF EDUCATION

Graph 2.5 Highest level of education completed (n=606)

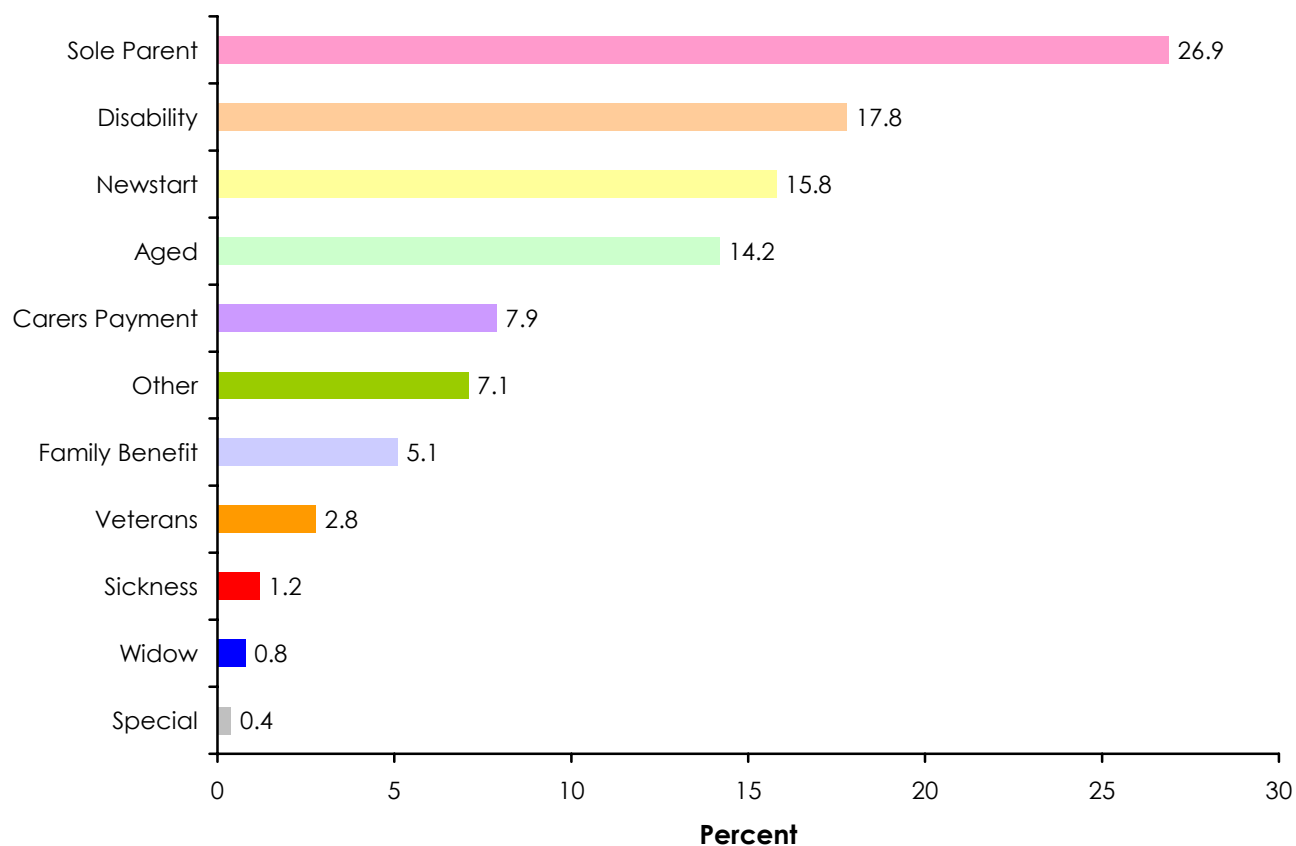


Key results:

- More than one third (37%) of customers surveyed, indicated that their highest level of education was Secondary School qualifications. This is unchanged from the 2007 survey.
- The 2008 survey indicated that 35% of LawAccess customers had College/TAFE qualification.

2.6 GOVERNMENT BENEFITS

Graph 2.6 Type of Government Benefit (n = 253)

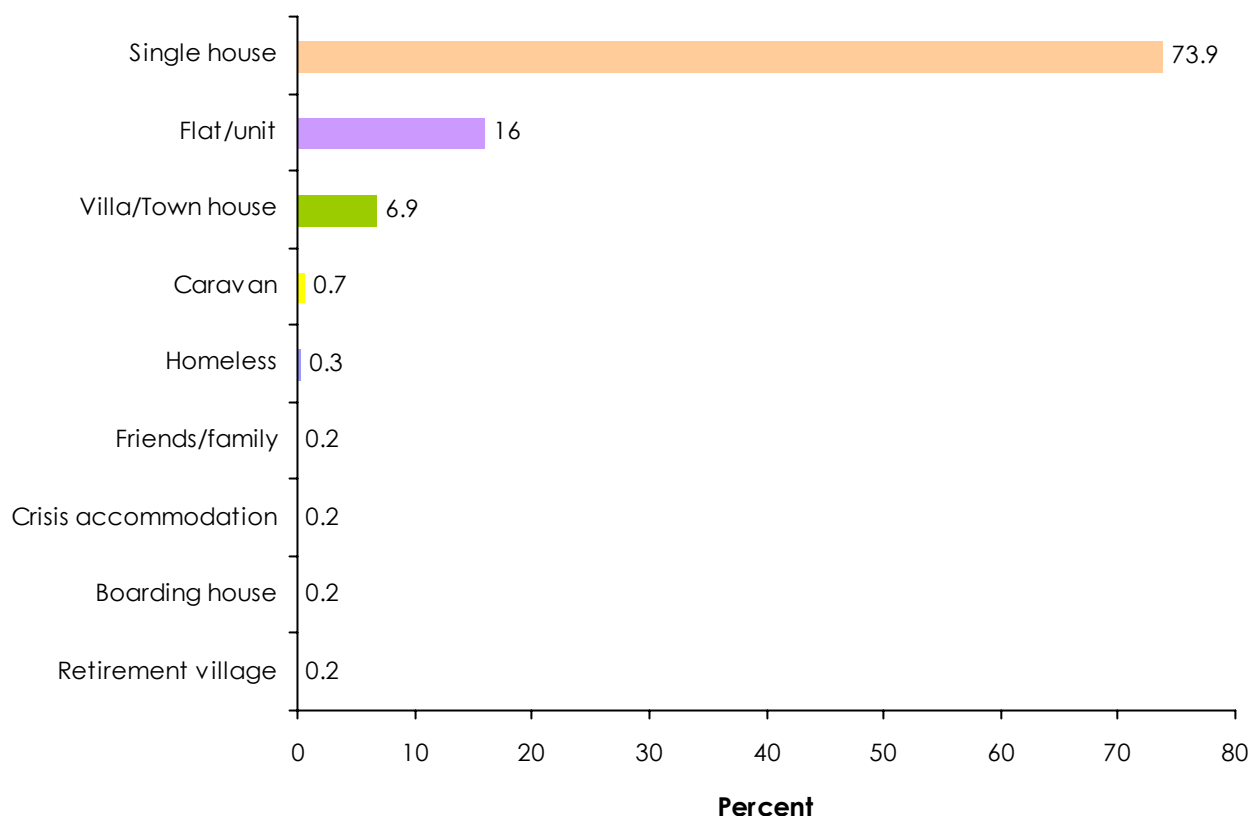


Key results:

- 42% of customers surveyed indicated that they were receiving a pension or government benefits. Of the persons receiving such payments, 71% were female.
- The 2008 survey revealed that just under half of female customers (48%) receive a government benefit, compared to 32% for males.
- The sole parent pension was the dominant benefit received overall (27%), this was followed by disability pension (18%), Newstart (16%) and aged (14%).

2.7 TYPE OF ACCOMMODATION

Chart 2.7 Housing Status (n = 606)

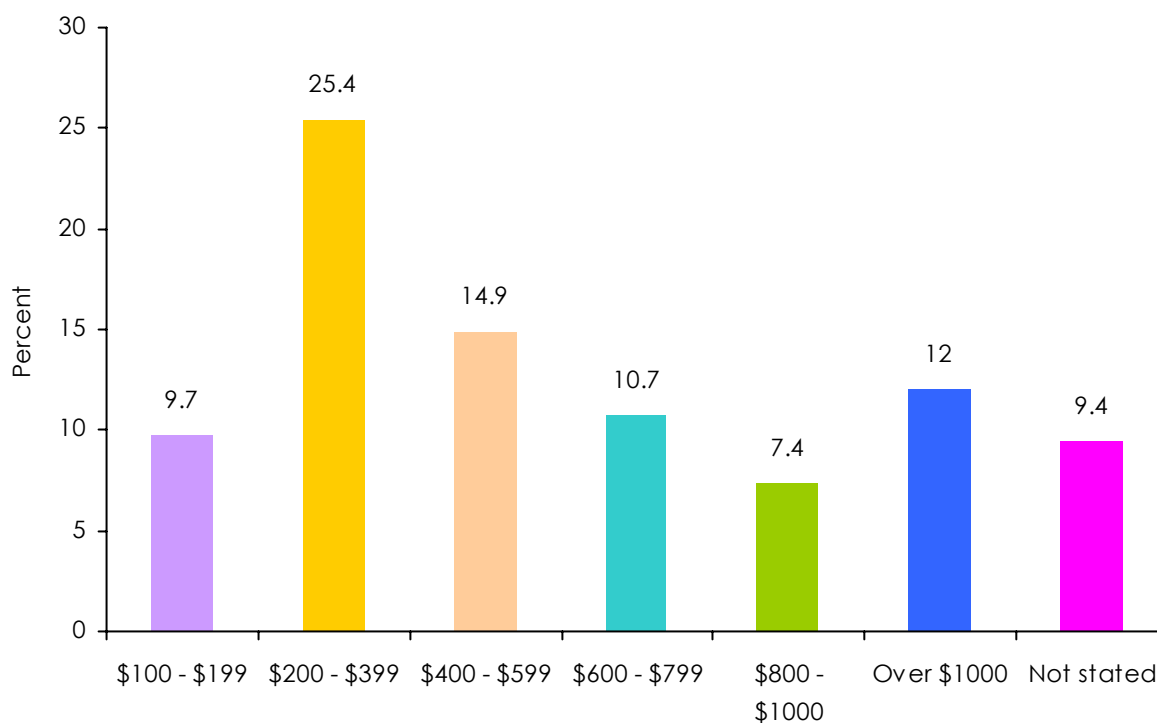


Key results:

- 54% of LawAccess customers own or have purchased their accommodation dwelling. About 42% stated that they rent.
- The proportion of customers that define themselves as 'renters' appears to have risen from 37% in 2007 to 42% in 2008. This figure is down on the three years prior to 2007, that is, 52% in 2006, 51% in 2005 and 47% in 2004. Of the people that said they rent 62% were female, compared to 38% male.
- Results showed that 44% of people that rent were aged 25 to 39 years of age.
- In the 2008 survey, 74% of customers lived in a single house, compared to 73% measured in the 2007 survey.
- A further 16% indicated that they live in a flat or unit.

2.8 INCOME

Chart 2.8 Take home pay each week (n = 606)



Key results:

- The average take home pay per week was \$532.06, while the estimated median take home pay was \$465.60.
- 35% 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 2008 was \$200-\$399 at 25%. Around 7% of surveyed customers took home \$800-\$1000 per week, while 12% took home over \$1000.
- Results showed that males were significantly more likely to be taking home over \$1000 per week compared to females.
- Over three out of five individuals (63%) 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 2.1 How did you find out about LawAccess

Source	2004 n =544 %	2005* n =603 %	2006 n =612 %	2007 n =603 %	2008 n =607 %
Telstra white/yellow pages	19.1	22.7	19.8	16.4	15.2
Internet	3.3	5.6	10.9	13.9	13.5
Local Court	8.1	9.0	10.1	10.9	10.9
Legal Aid Office	18.0	15.4	11.3	12.1	10.0
Other Government depts.	6.8	10.4	11.1	9.8	9.7
Family/friends	7.4	7.1	7.5	9.3	7.6
Dept of Fair Trading	-	4.8	4.2	5.0	4.3
Court Attendance Notice	-	0.8	2.0	3.8	3.6
Law Society of NSW	7.2	3.5	3.3	3.3	3.1
Police	-	2.2	1.6	1.3	2.1
Community organisations	3.3	1.8	2.5	1.3	1.5
Lawyer referral	3.7	1.7	1.6	2.0	1.5
Other pamphlets/pub	2.4	2.0	2.3	1.8	1.0
Community Legal Centre	-	1.7	2.0	0.8	1.0
Industrial Relations	-	1.8	1.5	-	1.0
Centrelink	-	1.8	1.6	1.0	0.8
Local Council	-	-	-	0.7	0.8
Workplace Authority	-	-	-	-	0.7
LawAccess NSW wallet card	-	-	-	0.2	0.5
NSW Ombudsman	-	-	-	-	0.5
Insurance company	-	-	-	-	0.5
Counsellor	-	0.8	.5	-	0.3
Other Court (e.g. Family)	-	0.8	1.3	0.5	0.3
Local Member	-	-	-	0.3	0.2
Regional Law Hotline	-	-	-	-	0.2
Library	-	-	-	-	0.2
Other	20.7	3.4	2.1	2.7	6.6
Can't Remember/Don't Know	-	2.7	2.8	2.8	2.6

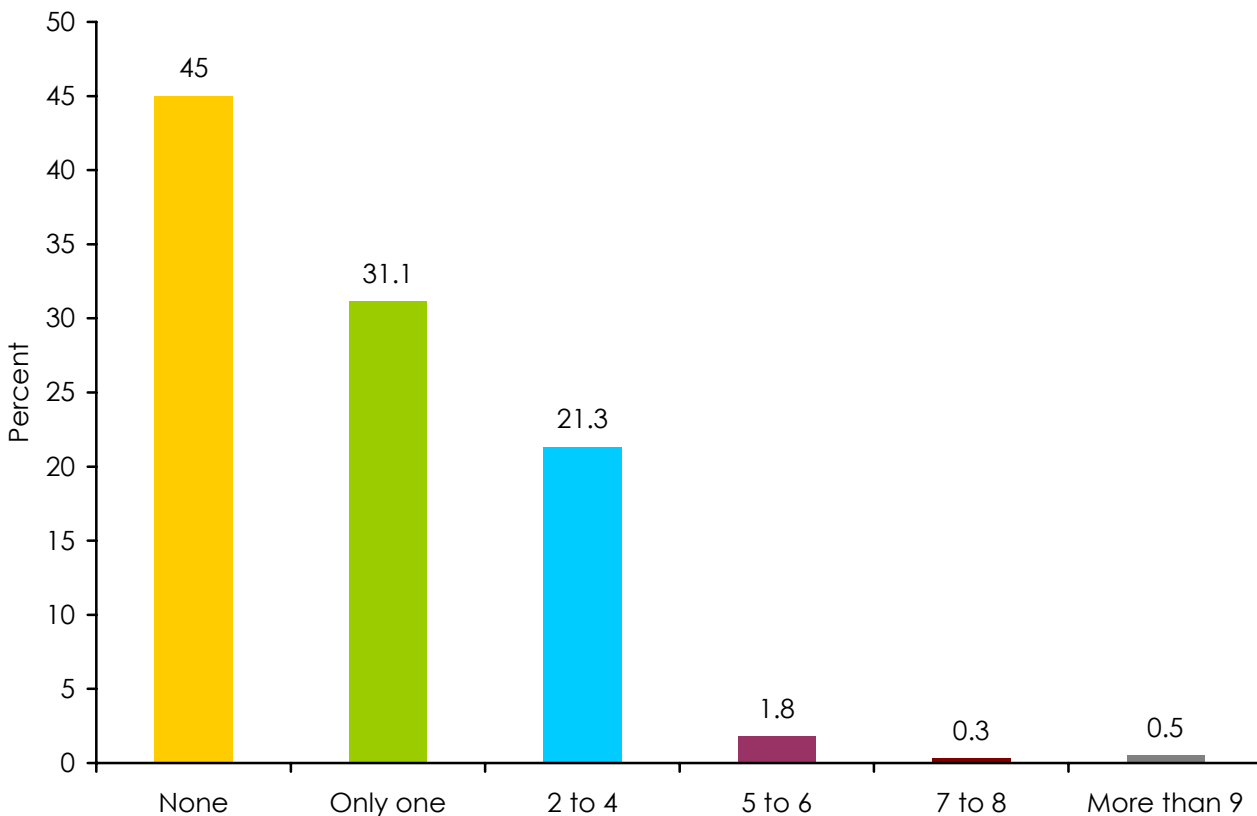
Note *A more extensive list was utilised for the 2005, 2006 and 2007 surveys

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, as a way of finding out about LawAccess NSW has remained stable from 2007, with the latest results showing 13.5% of people used this medium. It has remained the second main source of information, followed by Local Court (10.5%).
- The Legal Aid Office as well as other government departments have consistently proved to be important sources of information on the service.
- Further analysis found that 16 to 24 year olds were less likely to use the Telstra white/yellow pages to find out about LawAccess NSW. They were also found to be less likely to use the local court. On the other hand this age group was significantly more likely to use the internet or family or friends.

2.10 CONTACTED OTHER ORGANISATIONS BEFORE LAWACCESS

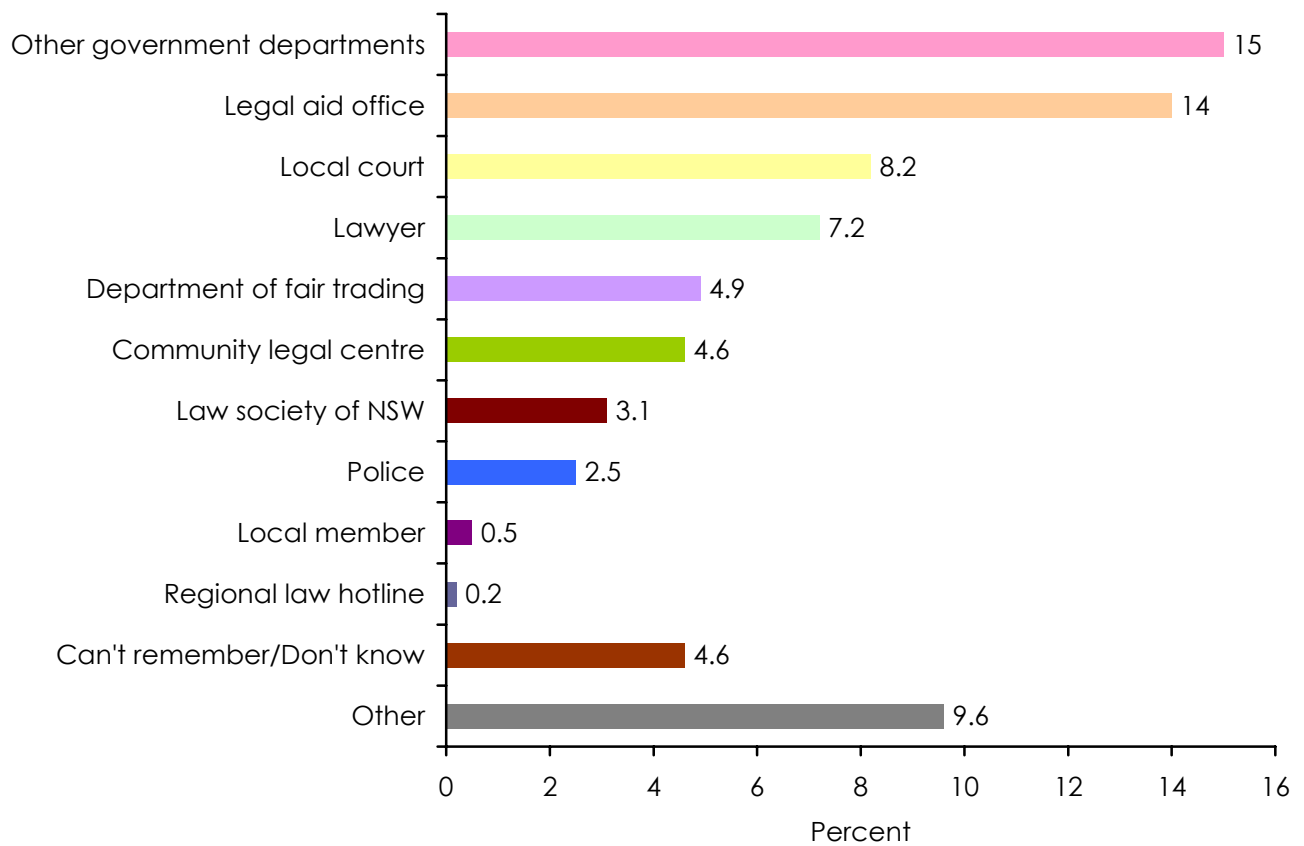
Graph 2.9 Contacted other organisations (n = 606)



Key results:

- A total of 45% of customers indicated that LawAccess NSW was the first organisation they had telephoned for information about their legal matter. An additional 52% had telephoned between one and four 'other' organisations for information before contacting LawAccess NSW. This is on par with last year's results.

Graph 2.9a Other organisations contacted first (n = 606)

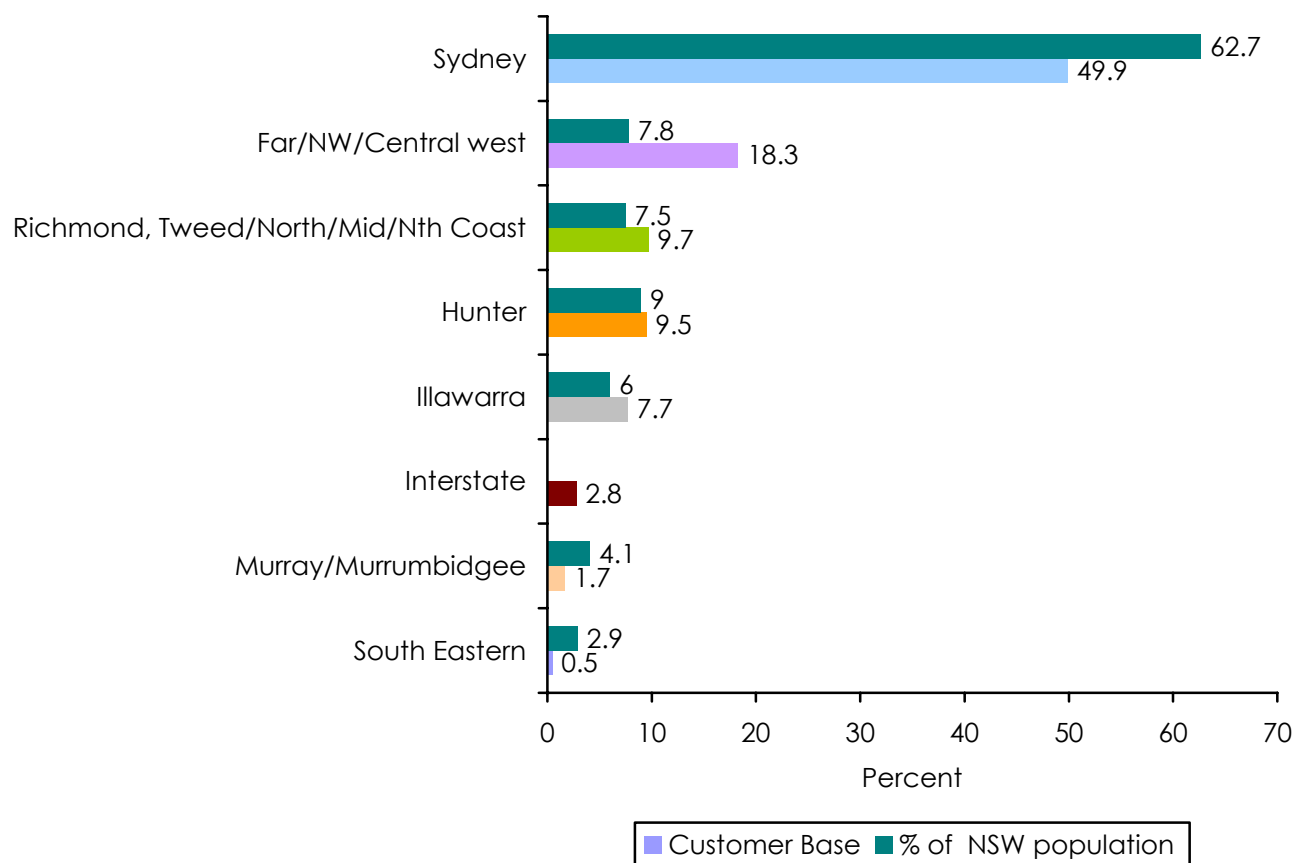


Key results:

- 55% of customers interviewed this year indicated that they had contacted at least one other organisation to find out about their legal enquiry before contacting LawAccess. As can be seen graph 2.9a, 15% mentioned 'other government departments', while an additional 14% said 'legal aid office'.

2.11 LOCATION

Graph 2.10 Location of customers (n = 601)

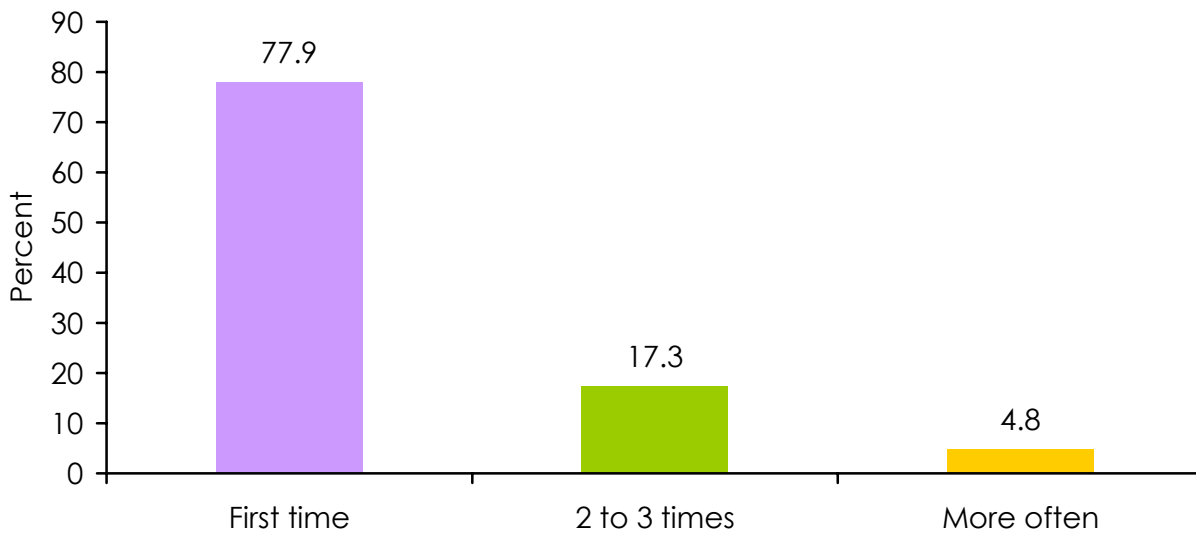


Key results:

- Half of LawAccess customers reside within the Sydney Statistical Division. Just over 18% of those surveyed were from the Far, North and Central West regions of New South Wales, while another 10% indicated that they lived in the Richmond, Tweed, North, Mid coast.
- 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 utilising the services of LawAccess NSW.

2.12 USE OF SERVICE

Graph 2.11 Frequency contacting LawAccess NSW in last 12 months (n = 606)



Key results:

- As has been the case in previous years, customers of LawAccess in 2008 were predominately first time users (78%).
- Results showed that females were significantly more likely to have contacted LawAccess NSW 2 to 3 times in the last 12 months compared to their male counterparts.

3 OPINIONS ON CUSTOMER SERVICE

This section presents the attitudes and opinions of LawAccess NSW customers towards 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 3.1 and 3.2 of this report both importance and satisfaction ratings are presented in collapsed category contingency tables, where proportions have been assigned to one of the following categories: *N/R (non-response)*, *low*, *medium* and *high* - based on the attitude rating given by the respondent. That is, a rating of 0 through to 4 would be considered a 'low' score, a rating of 5 would be a 'medium' score, while points 6 through 10 would be a 'high' rating score. Secondly, the numeric values recorded for each attribute have been converted into an *overall mean score* out of ten. To derive the mean score for an attribute, all respondents' answers are 'averaged' to produce an overall rating that conveniently expresses the result of scale items in a single numeric figure. This makes data interpretation considerably easier when comparing multiple services and facilities.

3.1 IMPORTANCE RATINGS

Respondents to the 2008 survey were asked to rate the importance of a range of aspects concerning enquiries that have been 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 the 2006 and 2007 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, 2007 and 2008 surveys are presented in table 3.1.

Table 3.1 Importance ratings for service delivery

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
	2008	0.2	0.3	1.7	97.9	9.4
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
	2008	0.0	0.3	4.1	95.5	9.3
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
	2008	0.2	0.3	3.6	95.9	9.2
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
	2008	0.2	0.2	4.3	95.4	9.2
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
	2008	0.0	0.2	5.4	94.4	9.2
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
	2008	0.2	0.3	6.1	93.4	9.0
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
	2008	0.3	0.3	6.8	92.6	8.9
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
	2008	0.3	1.3	10.7	87.6	8.6
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
	2008	0.2	1.2	7.1	91.6	8.7
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
	2008	0.2	0.5	9.2	90.1	8.7

Key results:

- In 2008 mean importance scores ranged from 9.4 to 8.6 out of 10. The average of all individual attribute importance scores was 9.0.
- The number one important attribute was 'understanding of what to do next' with 98% providing a 'high' importance rating score.
- Female customers were significantly more likely to place greater importance on all service attributes, with the exception of 'the waiting time to reach an operator', compared to male customers.

3.2 SATISFACTION RATINGS FOR CUSTOMER SERVICE OFFICERS

Table 3.2 SATISFACTION RATINGS – CUSTOMER SERVICE OFFICER

Attribute	Survey	Satisfaction rating (%)			Mean Score (Ranking)	
		N/R	Low	Medium		High
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
	2008	0.7	2.1	5.3	91.9	9.0
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
	2008	0.0	1.3	5.0	93.7	8.9
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
	2008	0.2	1.2	6.1	92.6	8.9
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
	2008	0.2	1.0	2.3	96.5	9.3
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
	2008	0.3	1.0	4.0	94.7	9.0
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
	2008	0.0	0.5	2.6	96.5	9.4
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
	2008	0.3	0.5	2.6	96.5	9.5
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
	2008	0.0	0.8	4.8	94.4	9.1
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
	2008	0.0	1.2	3.1	95.7	9.1
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
	2008	0.8	0.7	6.8	91.7	8.8

 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

Key results:

- In 2008 mean satisfaction scores for Customer Service Officers ranged from 9.5 to 8.8 out of 10. It should be noted that these scores are considered quite high compared to other customer satisfaction surveys. The challenge for LawAccess NSW will be to continue to maintain such high standards.
- The attribute with the highest mean satisfaction score was 'friendliness and courteous nature of staff', with a score of 9.5
- The attribute with the lowest mean satisfaction score was 'the waiting time to reach an operator', with a score of 8.8.
- All service attributes, with the exception of 'the amount of time given to your enquiry' and 'respect and sensitivity given to you by the operator', reported significantly higher satisfaction scores from the 2007 measure.
- There was statistically no change in the level of satisfaction reported for 'the amount of time given to your enquiry' and 'respect and sensitivity given to you by the operator' from the 2007 measure.
- The overall mean satisfaction score for the range of attributes measured was a high 9.1, which was significantly higher than the 8.9 reported back in 2007.
- Female customers were found to be significantly more satisfied than males with regards to 'knowledge and competence of the operator', 'the operator's understanding of the problem and the information you were looking for', 'the efficiency or speed in dealing with the enquiry', 'the waiting time to reach an operator' and 'understanding of what you need to do next'.

3.3 PRIORITISING SERVICES AND FACILITIES

Given the range of service attributes that LawAccess NSW has to manage, it can often be a difficult task to prioritise. The number of service attributes can diffuse focus and distract attention away from the areas of critical importance to improving customer satisfaction. This section of the report aims to identify the key drivers of satisfaction via a deeper analysis of the importance and satisfaction scores presented in the previous section.

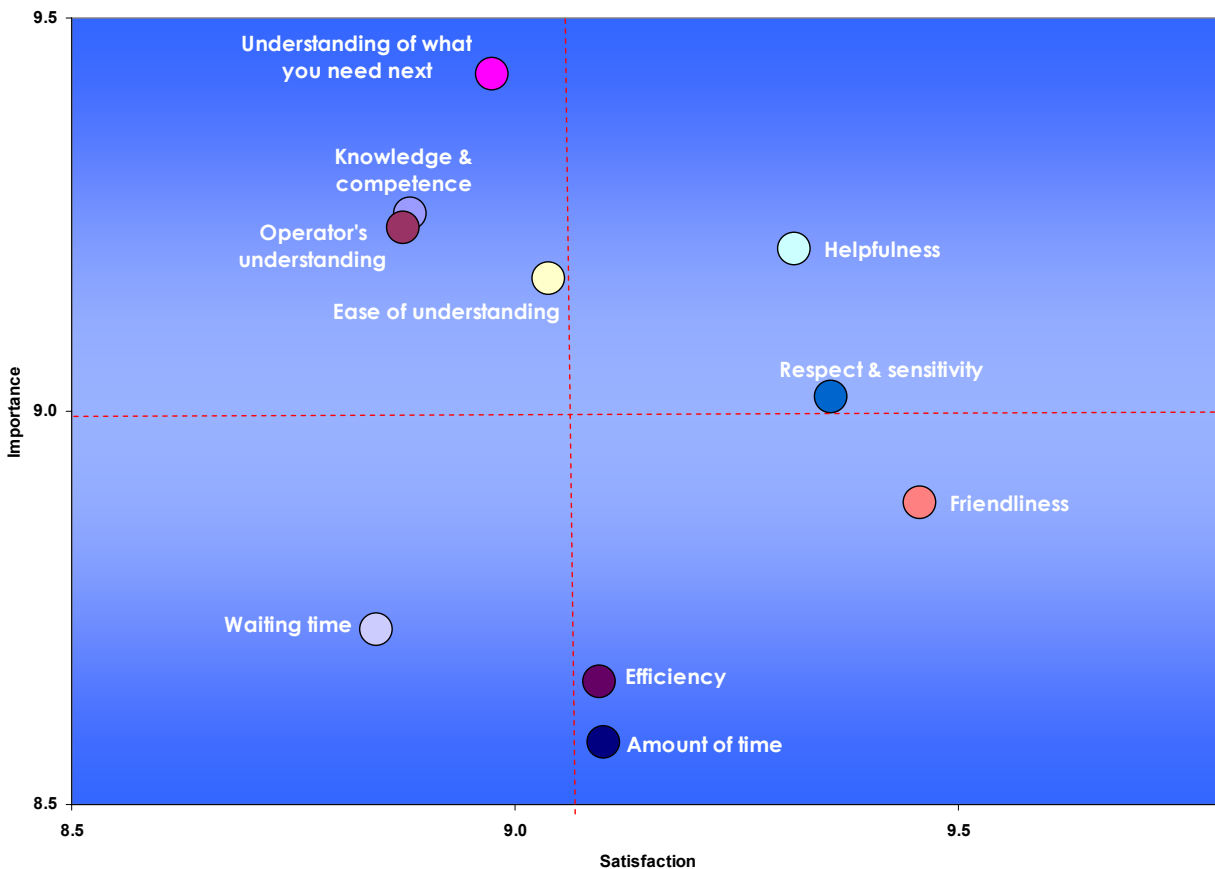
3.3.1 Quadrant Analysis

Quadrant analysis is a useful way of analysing both the level of importance that a service attribute holds for customers and the satisfaction they have with the provision of that service. To do this, mean satisfaction scores are plotted against mean importance scores for each service attribute. In order to form the quadrants (or opportunity matrix) that separate higher and lower level priority services, combined mean importance and satisfaction scores were calculated for the entire set of 10 attributes. These scores were: *Importance score = 9.01 & Satisfaction score = 9.09*. Thus for example, service attributes with a mean importance score of less than 9.01 (i.e. a score lower than the overall mean importance score), were classified as having 'lower' importance. Conversely, service attributes with a mean score above 9.01 were classified as having 'higher' importance. The results of the quadrant analysis are displayed in Graph and Table 3.3.1. Each of the four quadrants has a specific interpretation:

1. The upper right quadrant (high importance and high satisfaction) represents current service strengths.
2. The upper left quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority services.
4. The lower right quadrant (relatively lower importance and high satisfaction) is often interpreted as representing 'overkill' services where effort exceeds expectations.

The attributes in the upper left quadrant are all candidates for immediate attention. Customers placed a high importance on these attributes but also reported relatively lower satisfaction.

Graph 3.3.1 Quadrant analysis for All Services Attributes



Key results:

It needs to be pointed out that while we make reference to services with low satisfaction, these services are only low relative to the average overall satisfaction of all LawAccess services combined. Compared to other customer service surveys that IRIS has run in the past, these results are high.

- Service areas where LawAccess NSW is performing well (high satisfaction/high importance) are:
 - Helpfulness of the operator
 - Respect and sensitivity given to you by the operator

- Priority service areas for improvement (relatively lower satisfaction/high importance) are:
 - Understanding of what you need to do next
 - Knowledge and competence of the operator
 - The operator's understanding of the problem and the information you were looking for
 - The ease of understanding of the information provided by the operator.

Table 3.3.1 Opportunities matrix for service attributes

2. RELATIVELY HIGHER IMPORTANCE RELATIVELY LOWER SATISFACTION	1. RELATIVELY HIGHER IMPORTANCE RELATIVELY HIGHER SATISFACTION
<ul style="list-style-type: none"> ■ Understanding of what you need to do next ■ Knowledge and competence of the operator ■ The operator's understanding of the problem and the information you were looking for ■ The ease of understanding of the information provided by the operator. 	<ul style="list-style-type: none"> ■ Helpfulness of the operator ■ Respect and sensitivity given to you by the operator
3. RELATIVELY LOWER IMPORTANCE RELATIVELY LOWER SATISFACTION	4. RELATIVELY LOWER IMPORTANCE RELATIVELY HIGHER SATISFACTION
<ul style="list-style-type: none"> ■ The waiting time given to your enquiry 	<ul style="list-style-type: none"> ■ Friendliness and courteous nature of the operator ■ The efficiency or speed in dealing with the enquiry ■ The amount of time given to your enquiry

3.3.2 Gap analysis

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 satisfaction score from the mean importance score for each attribute. Usually, ***the larger the gap between importance and satisfaction, the larger the gap between LawAccess NSW performance in the provision of a service and the customer's expectations***

Gap scores are presented in Table 3.3.2. The table ranks services and facilities from highest gaps to lowest gaps. Those services with a gap score that was found to be significantly below overall mean gap score ($\xi=0.0732$) 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 3.3.2 Satisfaction gaps for customers 2008 - CSO

LawAccess Service Attributes	Performance Gap 2007	Performance Gap 2008	Priority Level	Gap result
The ease of understanding of the information	-0.37	-0.14	1	Improved
Knowledge and competence of the operator	-0.60	-0.37	1	Improved
Operator's understanding of the problem	-0.61	-0.36	1	Improved
Understanding of what you need to do next	-0.61	-0.45	1	↔
Helpfulness of the operator	-0.05	0.11	2	↔
The waiting time to reach an operator	-0.18	0.11	2	Improved
Friendliness and courteous nature of the operator	0.35	0.56	3	Improved
The amount of time given to your enquiry	0.31	0.52	3	Improved
The efficiency or speed in dealing with the enquiry	0.35	0.44	3	↔
Respect and sensitivity given to you by the operator	0.24	0.34	3	↔

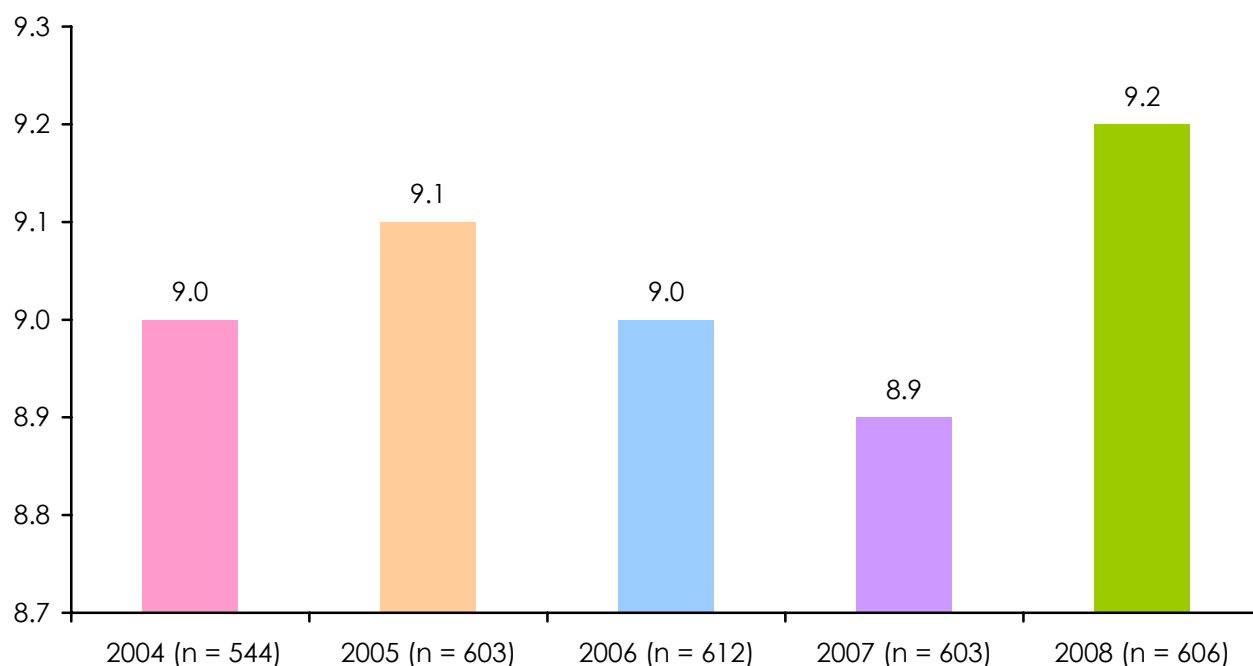
Key results:

- The service attributes of 'the ease of understanding of the information', 'knowledge and competence of the operator', 'operator's understanding of the problem' and 'understanding of what you need 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 improvement in the gap scores of a number of service attributes for LawAccess NSW. These are 'the ease of understanding of the information', 'knowledge and competence of the operator', 'operator's understanding of the problem', 'the waiting time to reach an operator', 'friendliness and courteous nature of the operator' and 'the amount of time given to your enquiry'.

3.3.3 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".

Graph 3.3.2 Overall satisfaction with customer service officer: Mean score comparison



Key results:

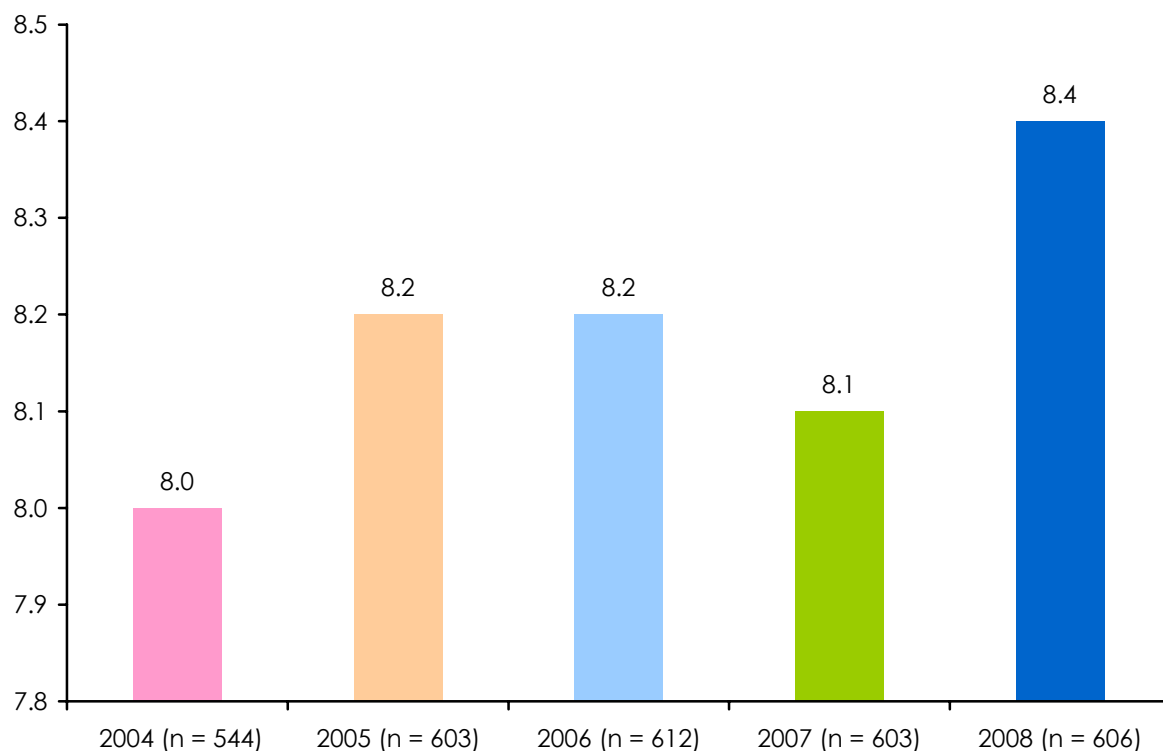
- 95.5% of customers interviewed provided a high satisfaction rating (rating a 7, 8, 9 or 10) for the service delivered by LawAccess NSW customer service officers.
- The overall mean satisfaction score of 9.2 was a significant increase over the 2007 survey measure.

-
- 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:
 - ☒ *Because he misdirected me, but was nice in his manner.*
 - ☒ *I didn't get what I wanted. Promised to ring me back.*
 - ☒ *Lack of knowledge, understanding, experience and the time given.*
 - ☒ *She had no idea, just wanted me to read a brochure.*
 - ☒ *She was asking very inappropriate questions I felt.*
 - ☒ *They kept me on hold, they didn't know how to help me.*

3.3.4 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 0 to 10, where 0 is much worse than expected and 10 is much better than expected".

Graph 3.3.3 Meeting customer service expectations – CSO



Key results:

- The overall mean expectation score was 8.4 which is significantly higher than the 8.1 reported in 2007. Graph 3.3.4 illustrates a comparison of the mean scores reported over the five survey years 2004-2008.
- 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:



-
- Because they referred me to an organisation that could not help me.*
 - Didn't expect too much, but didn't get any satisfaction.*
 - Expected that they could answer my questions.*
 - Expected to speak to a lawyer.*
 - Frustrated by her limited advice.*
 - I didn't get the answers I thought I'd get.*
 - I felt rushed and put off.*
 - Information was not really what I needed.*
 - No resolution.*
 - Questions not answered. Unable to help, no depth answer.*
 - She explained the process, but I expected to speak to someone else.*
 - She didn't give me the right information.*
 - She made me feel uncomfortable by asking personal questions.*
 - Talking too quickly to keep time low; had to repeat myself.*
 - The operator was not qualified to help with enquiry.*
 - Thought it was like legal aid. Needed specific advice.*
 - Very limited knowledge by the customer service officer.*
 - Wanted advice rather than a referral.*
 - Wasn't legally competent as with my last call to legal aid office.*

3.4 SATISFACTION RATINGS FOR LEGAL OFFICERS

Customers who had also spoken with a LawAccess NSW lawyer were asked to rate their satisfaction with service components on a 0-10 scale. The findings are presented in Table 3.4.1.

Table 3.4.1 SATISFACTION RATINGS – LEGAL OFFICERS

Attribute	Survey	Satisfaction rating (%)				Mean Score (Ranking)
		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
	2008	0.0	0.9	1.7	97.4	9.4
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
	2008	0.0	0.0	3.4	96.6	9.4
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
	2008	0.0	2.6	3.4	94.0	9.1
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
	2008	0.0	1.7	5.2	93.1	9.2
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
	2008	0.0	1.7	3.4	94.8	9.1
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
	2008	0.0	0.0	4.3	95.7	9.3
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
	2008	0.0	0.9	5.2	94.0	9.1
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
	2008	0.0	0.0	6.0	94.0	9.1
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
	2008	0.0	2.6	5.2	92.2	9.0

 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

Key results:

- Satisfaction scores for Legal Officers were in the high to very high range (9.0 to 9.4). It appears that satisfaction levels with Legal Officers in regards to all service attributes have remain statistically unchanged from 2007 with the exception of 'knowledge and competence of the lawyer' increasing significantly.
- As with the results for the customer service officers, these scores are considered quite high compared to other customer satisfaction surveys. The challenge for LawAccess NSW will be to continue to maintain such high standards.
- The overall mean satisfaction score for the range of attributes measured was a very high 9.2. 'Respect and sensitivity given to you by the Lawyer' (9.4) and the 'Friendliness and Courteous nature of the Lawyer' (9.4) were the top rating service areas.

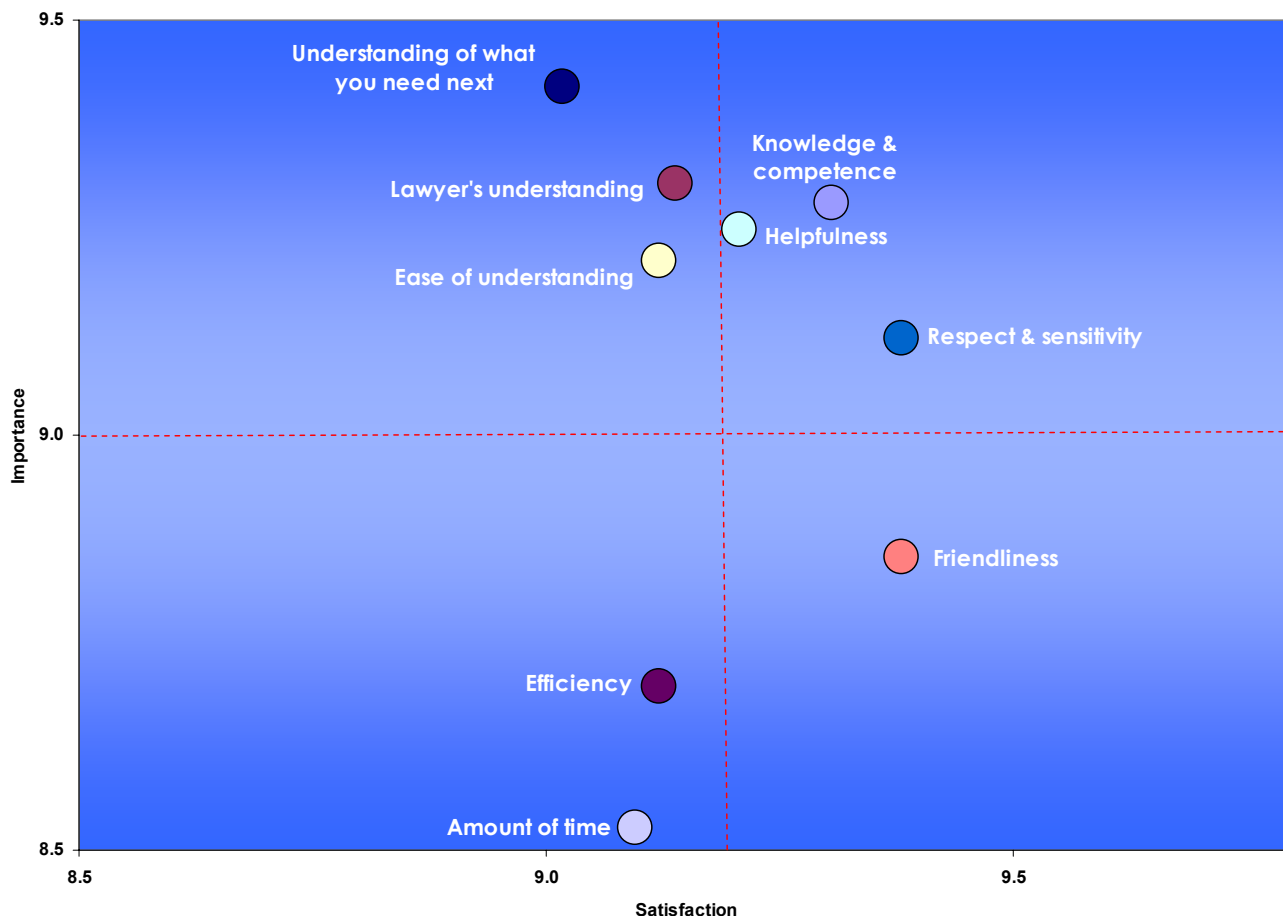
3.4.1 Relationship Between Performance and Importance

Graph 3.4.1 maps the relationship between the mean scores of importance (9.0) and satisfaction (9.2) for Legal Officers as rated by LawAccess NSW customers. Each of the four quadrants has a specific interpretation:

1. The upper right quadrant (high importance and high satisfaction) represents current service strengths.
2. The upper left quadrant (high importance but relatively lower satisfaction) denotes services where satisfaction should be improved.
3. The lower left quadrant (relatively lower importance and relatively lower satisfaction) represents lower priority services.
4. The lower right quadrant (relatively lower importance and high satisfaction) is often interpreted as representing 'overkill' services where effort exceeds expectations.

The attributes in the upper left quadrant are all candidates for immediate attention. Customers placed a high importance on these attributes but also reported relatively lower satisfaction.

Graph 3.4.1 LawAccess NSW Lawyer Performance In Relation To The Most Important Service Components For Customers (n=116)



Key results:

While reference is made to services with low satisfaction, these services are only low relative to the average overall satisfaction of all LawAccess services combined.

- Service areas where LawAccess NSW is performing well (high satisfaction/high importance) are:
 - Knowledge and competence of the lawyer
 - Helpfulness of the lawyer
 - Respect and sensitivity given to you by the lawyer

- Priority service areas for improvement (relatively lower satisfaction/high importance) are:
 - Understanding of what you need to do next
 - The lawyer's understanding of the problem and the information you were looking for
 - The ease of understanding of the information provided by the lawyer.

3.4.2 Prioritising Service Components

As was applied to the CSO customer satisfaction analysis in section 3.3.2, 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 the overall mean gap score ($\mu=0.1393$) 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 3.4.2 Satisfaction gaps for customers 2008 - Lawyers

LawAccess Service Attributes	Performance Gap 2007	Performance Gap 2008	Priority Level	Gap result
GAP - Understanding of what you need to do next	-0.52	-0.32	1	↔
GAP - Lawyer's understanding of the problem	-0.36	-0.12	1	↔
GAP - The ease of understanding of the information	-0.20	-0.04	2	↔
GAP - Helpfulness of the lawyer	-0.11	0.02	2	↔
GAP - Knowledge and competence of the lawyer	-0.39	0.05	2	Improved
GAP - Respect and sensitivity given to you	0.14	0.26	3	↔
GAP - Efficiency or speed in dealing with the enquiry	0.34	0.44	3	↔
GAP - Amount of time given to your enquiry	0.18	0.56	3	↔
GAP - Friendliness and courteous nature	0.32	0.45	3	↔

Key results:

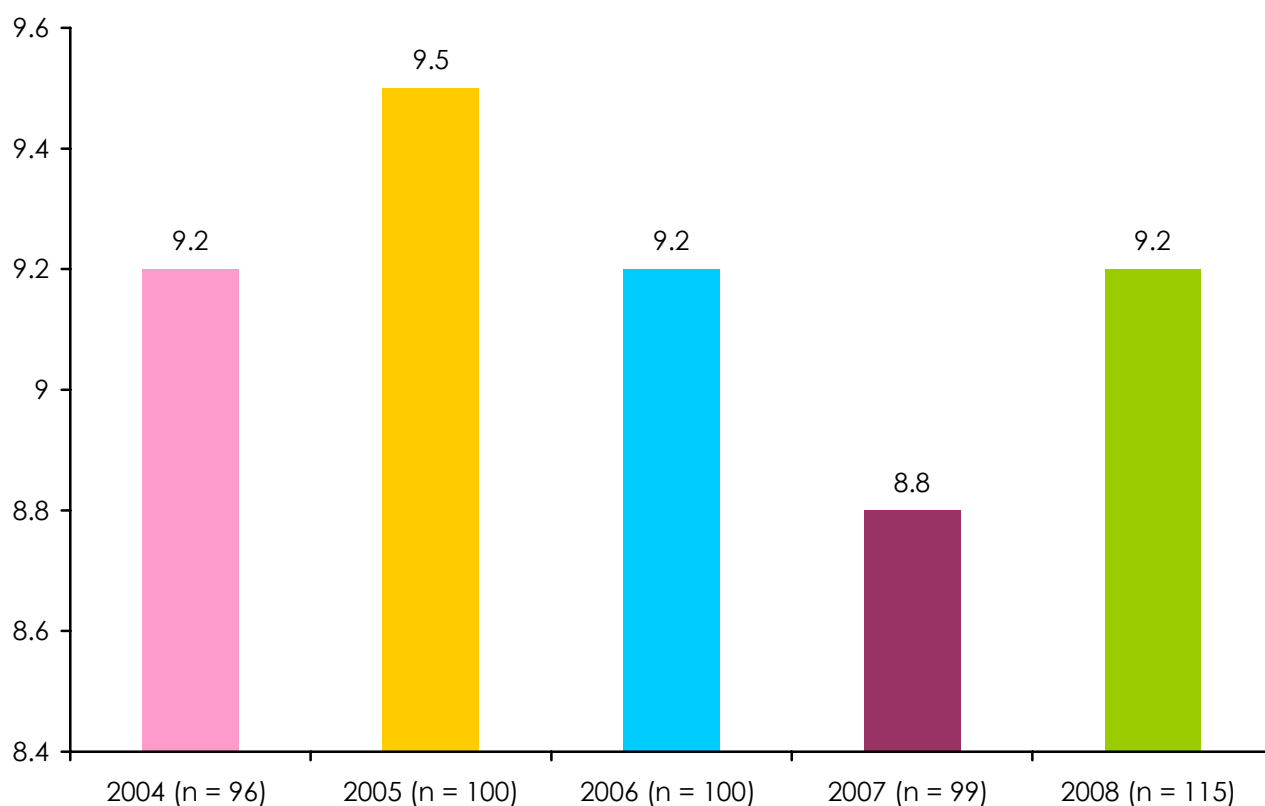
- Analysis found that there were only two lawyer service attribute ratings to be given a priority ranking of 1; these were 'understanding of what you need to do next' and 'lawyer's understanding of the problem'.
- All service attribute ratings, with the exception of 'knowledge and competence of the lawyer', remained unchanged from the 2007 survey.
- 'Knowledge and competence of the lawyer' achieved a significant improvement in its gap score from the 2007 survey measure.

3.4.3 Overall satisfaction

This section of the report measures three aspects concerning customer satisfaction: 1) Customer satisfaction with the overall service they received when dealing with a LawAccess NSW Lawyer; 2) Customer satisfaction with the amount of time between their initial contact with LawAccess and when the lawyer called back; and 3) The extent the overall service they received from the LawAccess NSW lawyer met their expectations.

"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."

Graph 3.4.3 Overall satisfaction Lawyer (Mean score out of 10)



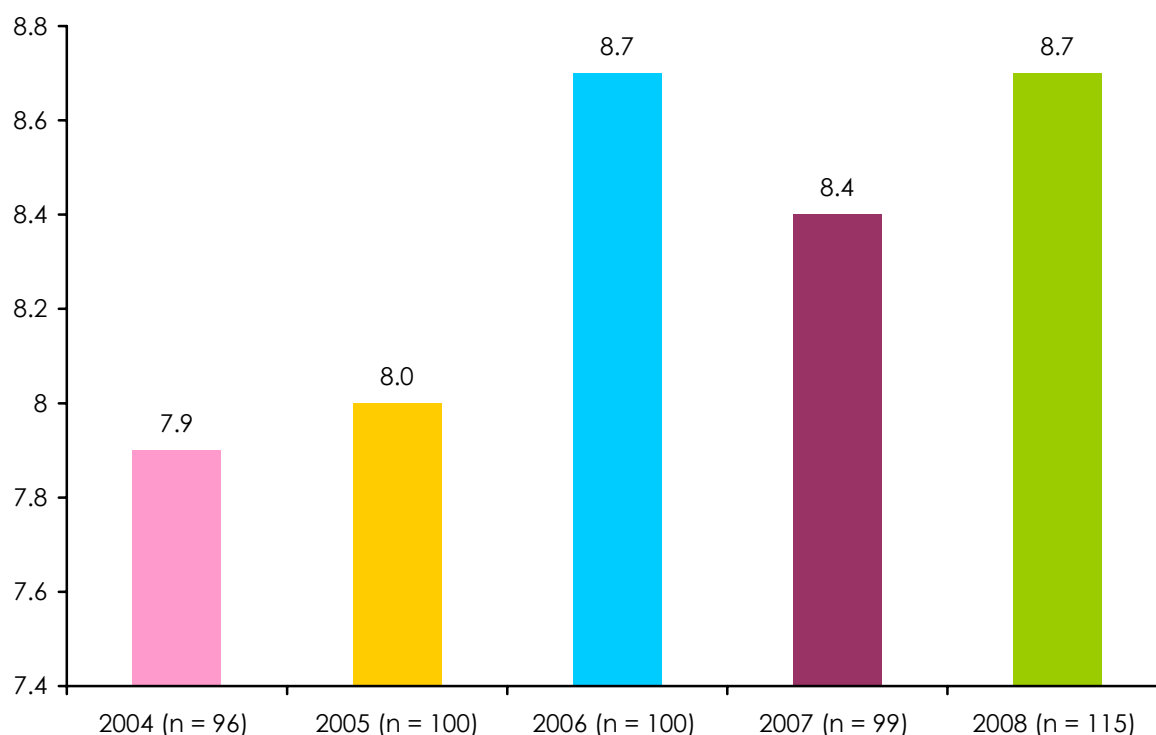
Key results:

- 94.8% of customers who spoke to a lawyer provided a high satisfaction rating (7, 8, 9 or 10) with the service delivered. This was an improvement from 2007.

-
- The overall mean satisfaction score of 9.2 was a significant improvement over the 8.8 reported in 2007.
 - The small number of respondents who indicated they were dissatisfied with the overall service that they received from the LawAccess NSW lawyer were asked to indicate why they were dissatisfied. A list of their comments are provided below;
 - ☒ *CSO was more compassionate.*
 - ☒ *Felt she presumed to know what my problem was and rushed me.*
 - ☒ *Was explaining and then was cut short because 10 minutes was up.*

"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".

Graph 3.4.4 Overall Satisfaction with Amount of Time Between Initial Contact With LawAccess NSW and When Lawyer Called You Back



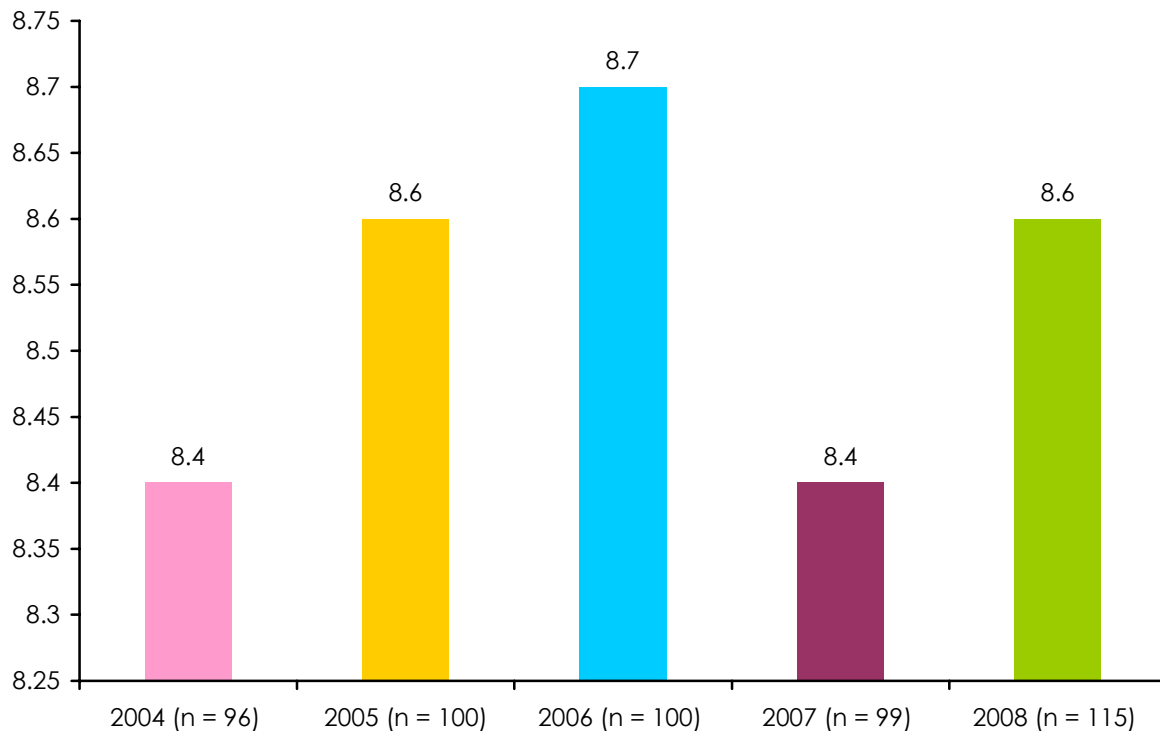
Key results:

- An impressive 88.3% 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 8.7, which was significantly higher than the 2007 score of 8.4 and back on par with the 2006 result.
- A total of 46 of the Legal Officers's customers applied the highest rating of 10 out of 10 for this aspect of the service delivered.

-
- 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;
 - ☒ *Because I thought I didn't have to wait for a phone call.*
 - ☒ *It took two days to call me back.*
 - ☒ *More time needed.*
 - ☒ *They said a lawyer would ring in an hour, but I had to ring back in four hours.*
 - ☒ *Took a bit longer than anticipated.*

3.4.4 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".



Key results:

- 88.7% of LawAccess NSW customers that spoke to a Legal Officer suggested that the service they received from the Legal Officer exceeded their expectations.
- The overall mean expectation score rose significantly from the 2007 result of 8.4 to currently stand at 8.6.

-
- Respondents who indicated the service delivered by LawAccess NSW lawyers was below their expectations were asked to indicate why. A list of their comments is provided below:
 - ☒ *CSO was better than the lawyer. Told different information.*
 - ☒ *No time to explain, told to return to old solicitor.*
 - ☒ *She rushed me through.*
 - ☒ *Spoke too fast. Had to repeat themselves.*

3.5 CUSTOMER PERCEPTIONS OF WAITING TIME

In order to improve customer waiting times respondents were asked about the length of time they were placed on hold before they reached a customer service operator. The results are shown in table 3.5.

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

Table 3.5 Customer perceptions of waiting time

	2004 N= 544 %	2005 N= 603 %	2006 N=612 %	2007 N=603 %	2008 N=606 %
Never on hold	22.1	22.2	10.6	19.9	21.5
<30 seconds	12.7	21.7	7.0	15.8	18.2
30-60 seconds	22.6	19.3	11.4	14.8	19.6
1-2 minutes	14.7	16.1	15.2	15.3	17.2
2-3 minutes	11.8	8.0	12.4	10.8	8.4
4-5 minutes	5.7	5.1	12.9	6.3	5.9
> 5 minutes	5.1	3.4	22.1	8.6	3.6
Unsure	5.3	4.4	8.3	8.6	5.6

** 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 since the last measure in 2007.
- 59% 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 from 8.6% to 3.6%.
- It should be noted that this question measured perceptions of waiting time, which may vary significantly from actual measured waiting time.

3.6 REFERRALS

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

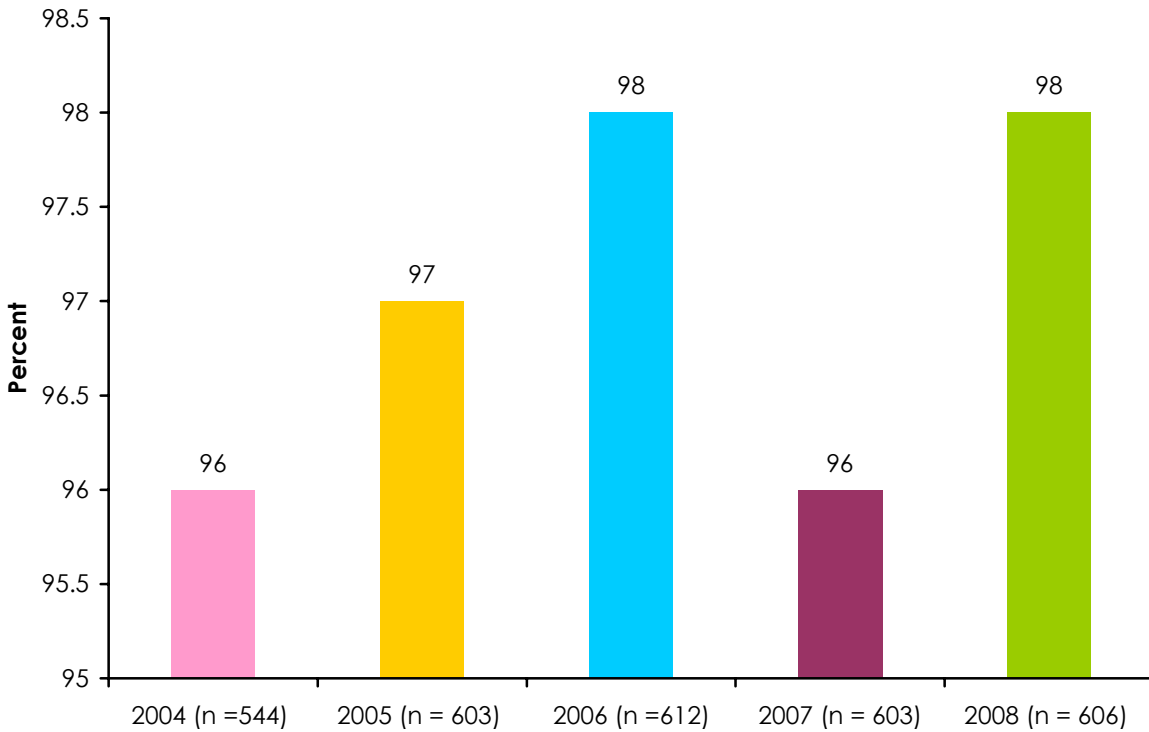
Key results:

- 62% of the customers surveyed stated they were referred by LawAccess NSW to another organisation for further information and assistance. This is a 4% point increase from the incidence of referrals in 2007.
- Of these customers, 58% indicated they had contacted the organisation they were referred to. 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 2008 survey customers who had not yet contacted the organisation they were referred to but suggested that they intended to do so was 67%.
- According to these results, up to 86% 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 2007 that level was an estimated 83%.
- Of customers who had contacted an organisation referred to by LawAccess NSW, 69% stated the organisation was able to assist them. This was a lower result than the 77% recorded in 2007.
- Individuals who suggested they were not going to contact the referred organisation stated reasons for their inaction as:
 - All information I needed I got.
 - All questions were answered.
 - Am going to see a lawyer.
 - Because it was for a friend and they will call them.
 - Court case is complete.
 - Circumstances have changed.
 - Didn't need to, information was good enough from LawAccess
 - Don't think I need their services yet.

- Don't need to contact, have solved.*
- Don't wish to deal with that organisation.*
- Have 1 week to decide.*
- Have passed on info to someone else.*
- Have until June to make up my mind.*
- Haven't had time to contact yet.*
- I already got the answers from law access.*
- I am going on holidays when I get back I will if I remember.*
- I didn't need to.*
- I don't need them now.*
- I'm going to try to get information elsewhere as the information wasn't what I needed.*
- I got info from my solicitor.*
- I will use my own contact.*
- It is for my client to do.*
- It is up to my son. My enquiry was for him.*
- It won't change much. I will have to spend more money which I don't want to.*
- It's a lawyer and it costs too much.*
- Just making an enquiry don't need to follow up at moment.*
- Law access confirmed the information I needed.*
- LawAccess said someone will call me.*
- May not have to contact them due to the result.*
- My daughter needs to do it. She needs access to a telephone.*
- My daughter's concern not mine.*
- Needs more information.*
- Not in my interest.*
- Not sure if I need to yet.*
- Not sure yet if I will contact them.*
- Reached an agreement.*
- Solution was resolved via mediation.*
- The matter was resolved with info received from law access.*
- Third party call.*
- Too far away these services.*
- Unsure about it.*

3.7 RECOMMENDATION

Graph 3.7 Would you recommend LawAccess NSW (% Stating Yes)



Key results:

- As in previous years, the vast majority of customers surveyed (98%) indicated that they would recommend the LawAccess NSW service to another person. This is an exceptional result.



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 subsequent 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. The sample size is small and 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 Internet access by customer groups

CUSTOMER GROUP	2004	2005	2006	2007	2008
Overall	54%	64%	68%	71%	77%
Gender					
Male	53%	62%	70%	70%	76%
Female	55%	64%	67%	71%	77%
Age					
18-24 yrs	68%	81%	75%	76%	82%
25-39 yrs	55%	64%	74%	77%	79%
40-54 yrs	59%	66%	73%	72%	81%
55+ yrs	36%	51%	49%	58%	65%
Country of Birth					
Australian Born	51%	63%	67%	69%	75%
Overseas Born	66%	66%	73%	75%	82%
Benefit Recipients					
Receive Government benefit/ pension	42%	50%	55%	58%	65%
Home ownership					
Own House	58%	67%	69%	73%	79%
Rent	52%	60%	67%	69%	74%
Income (per week)					
\$100-199	36%	47%	62%	61%	71%
\$200-399	47%	52%	50%	59%	64%
\$400-\$599	60%	64%	74%	67%	80%
\$600-799	68%	80%	88%	79%	85%
\$800-\$1000	90%	77%	86%	91%	84%
\$1000+	89%	82%	92%	90%	94%

 Cells with sig. higher scores relative to yellow cells.
 Cells with sig. lower scores relative to green cells.

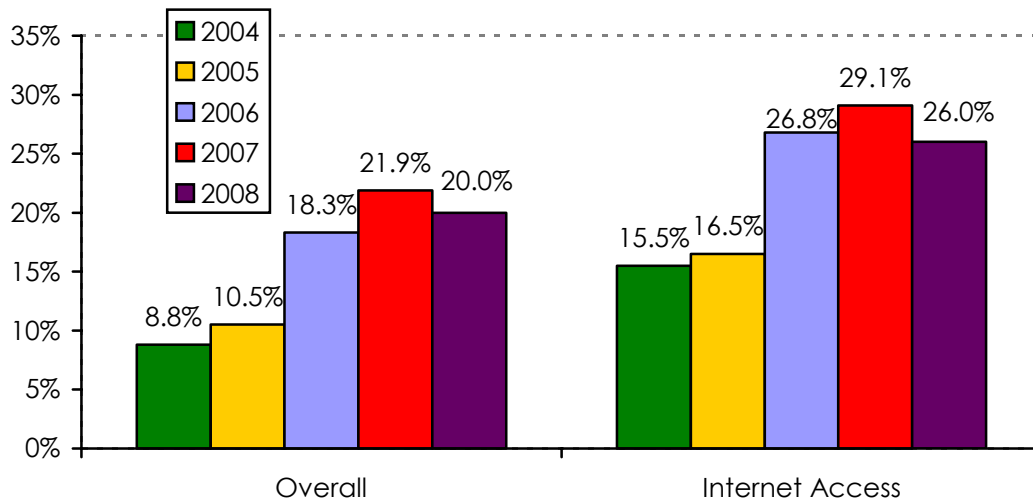
Key results:

- Table 4.1 demonstrates that 77% of LawAccess customers have access to the Internet.
- While a greater proportion of people aged 55 years and over now have access to the internet compared to 2007, they continued to have the lowest levels of internet access.
- People that receive Government benefits or a pension were significantly less likely to have access to the internet, compared to those that don't receive these benefits.
- Those people that take home \$1000 plus per week were also significantly more likely to have access to the internet.

4.2 VIEWED LAWACCESS ONLINE

The graph below shows the proportion of LawAccess customers that have internet access and compares it with the proportion of people that have viewed the LawAccess online website.

Graph 4.2 Viewed LawAccess online



Key results:

- One fifth of all of all respondents mentioned that they had accessed the online website.
- Of the people that have internet access, 26% had been to the LawAccess website in the last 12 months.

4.3 SATISFACTION WITH WEBSITE

Table 4.3 Satisfaction ratings with features of LawAccess online

WEBSITE ATTRIBUTE	2004 N= 48		2005 N= 62		2006 N= 112		2007 N= 132		2008 N= 132	
	% Highly satisfied	Mean score	% Highly satisfied	Mean score	% Highly satisfied	Mean score	% Highly satisfied	Mean score	% Highly satisfied	Mean score
Website appealing ²	-	-	58%	7.4	67%	7.8	75%	7.7	72%	7.5
Ease of use	71%	7.3	55%	6.9	75%	7.6	81%	7.9	75%	7.7
Usefulness	60%	6.7	55%	7.4	71%	7.5	81%	7.9	82%	8.2

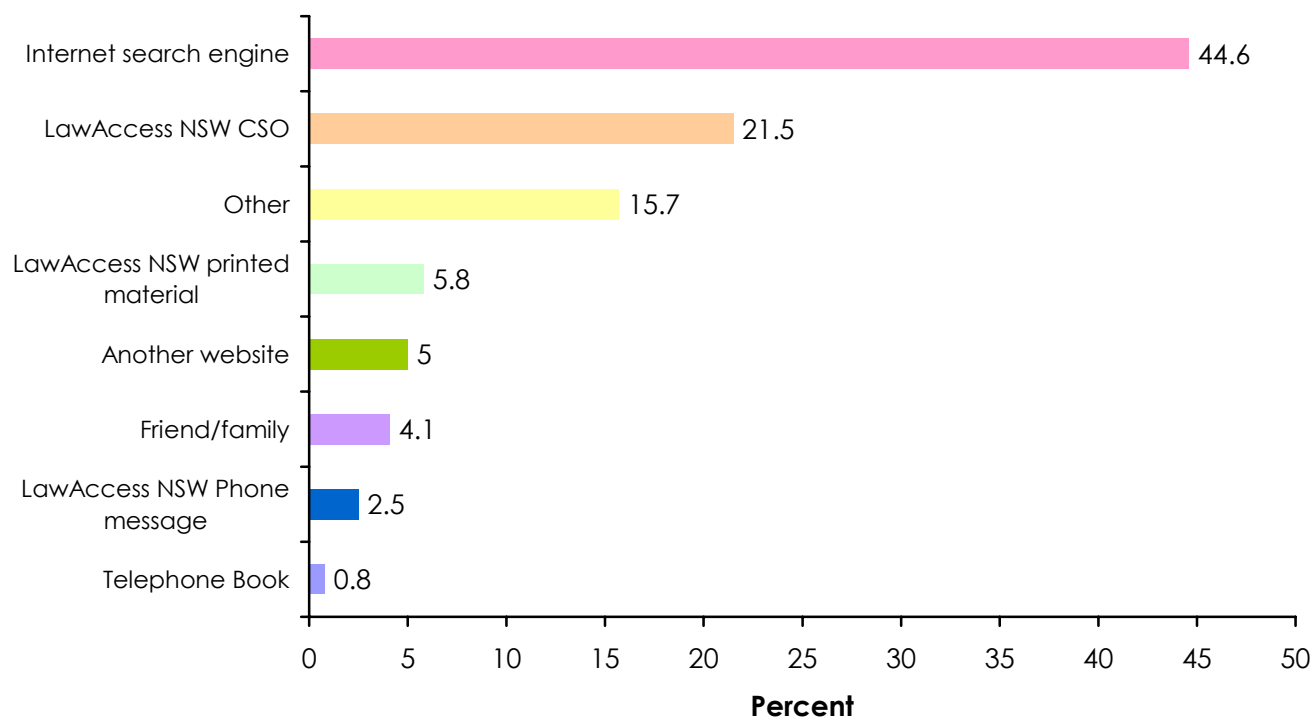
Key results:

- Results showed an increase in satisfaction over the 2007 survey with regards to 'usefulness of the information' found on the LawAccess website. A total of 82% gave a 'high' rating (7,8,9,10).

² This attribute was not tested in the 2004 survey

4.4 HOW YOU FOUND OUT ABOUT THE WEBSITE

Graph 4.4 How you found out about the website (n = 485)

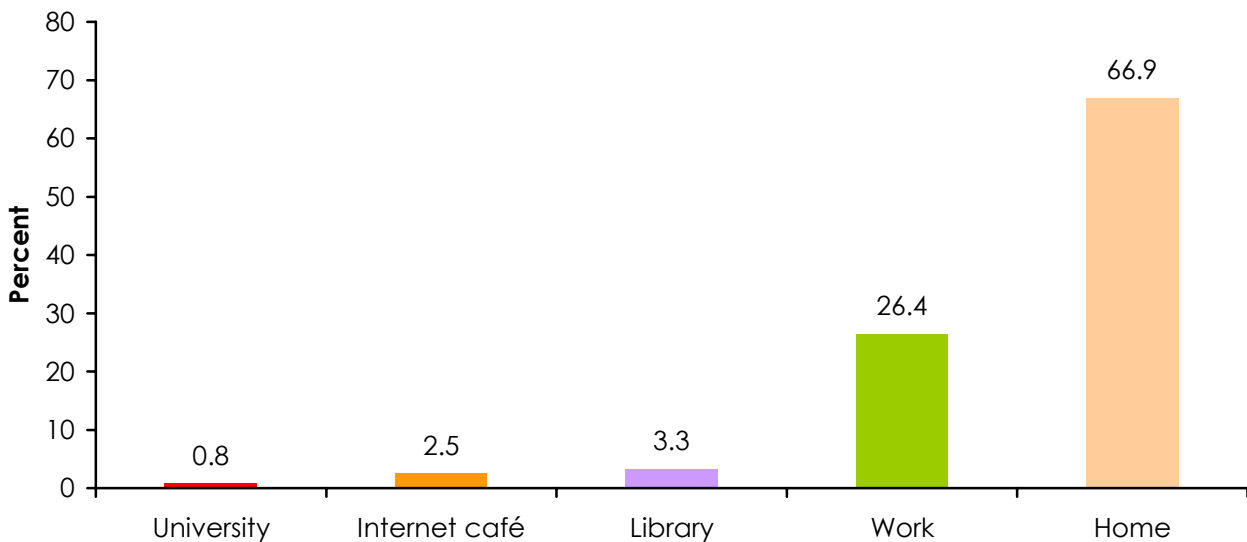


Key results:

- Internet search engines continue to be the primary method by which customers find out about the LawAccess NSW website. Just under half of the group of customers (45%) who had visited LawAccess Online in 2008 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 decreased slightly to stand at 22%, which is down from the 25% 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 16% of users indicating that this was how they found out about the site.

4.5 ACCESS WEBSITE

Graph 4.5 Where did you access the website from?



Key results:

- Over two thirds 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.