



Customer Satisfaction Report

October 2002

EXECUTIVE SUMMARY

A two stage Customer Satisfaction Survey was undertaken in the week of 21 – 25 October 2002 involving an initial independent customer satisfaction response and a second survey administered one week later to confirm the customer's original response and explore the impact of LawAccess NSW on solution finding.

A total of 455 customers participated in stage one of the survey - 45% of total callers to LawAccess NSW during Survey Week. A total of 163 customers participated in the second stage of the survey – 36% of all respondents. In statistical terms, the survey can be relied on with a high degree of accuracy.

Overall the following conclusions can be drawn –

- there is a high level of satisfaction with customer and legal service delivery and content reflected in 96% of respondents being willing to recommend LawAccess NSW to another person in the initial survey and a week later,
- automated telephone systems need further refinement to make them more accessible and relevant, rather than 'covering the field',
- web services need to be evaluated independently by web users,
- communication strategy needs to specially target service intermediaries and build confidence and consistency in referring customer's to LawAccess NSW,
- information services should be reviewed to ensure information delivery is timely and information is specific to the customer's inquiry.

In general, the survey results will allow LawAccess NSW to target specific gaps in service delivery as a strategic priority over the coming year. The quality of the survey results supports the continued use of this mechanism to ensure services remain targeted to customer needs and expectations.

Arising from this, it is proposed to evaluate the acquisition of a relational surveying tool to support future surveying activities that will allow for results to be generated in a timely manner and responses to be cross correlated against factors such as area of law, age, gender and other demographic data to deliver a higher level of granularity in survey results.

DETAILED OVERVIEW

Overview

A Customer Satisfaction Survey was undertaken in the week of 21 – 25 October 2002. This is the second customer survey undertaken by LawAccess NSW. The survey consisted of two parts: (1) customers were asked to voluntarily participate in an initial survey of their satisfaction with the services provided by LawAccess NSW after completion of their inquiry with a Customer Service Officer or Legal Officer; and (2) respondents were asked if they wished to participate in a second survey a week later to explore the impact of contacting LawAccess NSW on finding a solution to their inquiry. The survey was administered by independent contractors (in accordance with the recommendation approved by the Board arising from the administration of the first survey) and the survey instrument was developed by the Operations Committee of LawAccess NSW with the participation of all stakeholder organisations.

Participation Rates

A total of 455 customers participated in stage one of the survey - 45% of total callers to LawAccess NSW during Survey Week. A total of 163 customers participated in the second stage of the survey – 36% of all stage one survey participants. In statistical terms, the survey can be relied on with a high degree of accuracy.

Business Impact

During the Survey Week, average talk times increased to 6 minutes 27 seconds – approximately 90 seconds more than average talk times. This represents the total amount of time required by Customer Service Officers and Legal Officers to introduce and promote participation in the survey to customers.

Demographics of Survey Participants

On the categories of 'age' and 'location', the survey participants reflected the general demographic profile of LawAccess NSW's general customer base, reinforcing the validity of the sample pool. In the survey pool, 42% of all customers were from regional and rural NSW, 6% from interstate and 52% were from the Sydney Basin.

SPECIFIC RESULTS

Profile of Customer Help Seeking and Customer Awareness

An important objective of the Survey was to understand customer help-seeking behaviour prior to contacting LawAccess NSW. LawAccess NSW was established to reduce the difficulty customer's experience finding an appropriate service for their legal needs by providing a central point of access to legal assistance.

Overall, while 23% of customer contacted LawAccess NSW directly, the significant majority of customers continue to need to contact other assistance services prior to contacting LawAccess NSW (77%). This underlies the importance of ensuring that service

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intermediaries, such as community organisations and government departments, are aware of the availability of services from LawAccess NSW.

Of those customers that contacted another organisation, 22% were referred from Legal Aid and 12% were referred from the Law Society. After Legal Aid, the majority of customers found about LawAccess NSW via the Telstra White Pages (18%) with relatively smaller proportions of customers being referred from what would be expected to be 'traditional feeder' organisations such as community legal centres, local courts and community organisations.

While the Survey took place after only 4 months of advertised services, there is a significant disparity in rates of referral from organisations such as the Legal Aid Commission and Law Society, and localised services such as Local Courts and community sector organisations. This may be attributed to the direct involvement of those organisations in the development of LawAccess NSW, and the referral of existing customer base to LawAccess on migration of services.

Recommendation 1

Communications Strategy should identify key service providers as target group for communication campaign.

What do our customers want?

Unsurprisingly, the majority of customers contacting LawAccess NSW were seeking some form of legal advice, direction or professional assistance with a problem (53%). 46% of respondents stated that they wanted legal advice/opportunity to talk to a legal officer and 7% of customers said they wanted help to make a decision.

Less than half of the respondents (45%) stated that they wanted only information/ referral for their inquiry.

While initial customer expectations were focussed on obtaining some form of legal advice, on average only 10% of customers are referred to an in-house legal officer for legal advice. Despite this, 90% of customers said they were successful in meeting their expectations and 96% of all customers said they would recommend LawAccess NSW to another person.

The percentage of customers who indicated that they would recommend LawAccess NSW to another person remained consistent between participants in the first stage survey and the second stage survey (96%) demonstrating that customer attitudes remain consistent overall when an opportunity is provided to think on the services provided more fully.

Overall, the scope and grade of services currently provided appear to be supported overall by customers and are appropriately matched to their needs.

Satisfaction with Intake procedures

The average time on hold during the survey week was slightly longer than 'wait times' in the proceeding and preceding weeks. Of all respondents, 9% of were placed directly through to a Customer Service Officer (CSO) during this week and 91% experienced a wait time of up

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to 2:58min. While satisfaction with services overall are indicated in other parts of the survey, respondent comments provide some direction on areas for improvements in the management of waiting periods including: "Waiting on hold for too long: it should say estimate waiting time" and "Except for the long wait time the service was good. I would like to know where I am in the queue or what the wait times are".

Recommendation 2

Evaluate inclusion of generic information about average wait times and alternative call times (eg. Monday AM very busy, call back Monday PM if you are in a hurry).

IVR Acceptance

The results of the IVR acceptance component of the survey showed distinct differences to the first survey undertaken soon after the launch of the IVR in February 2002.

A total of 74% of respondents made a selection on the automatic telephone service (82% in previous survey) and 49% said that were able to navigate the automatic telephone service. Of all customer surveyed, more than half (62%) indicated that they would prefer the automatic telephone service to music on hold (compared to 74% in the first survey). The disparity in the results may reflect initial positive reactions to improvements in availability, answering times and reduced 'busy out rates'.

Overall, while the results of the surveys show differing levels of consumer support for the IVR, the majority of respondents in both surveys support the use of the IVR overall. The findings are consistent with industry observations that initial resistance to automated systems for call management is declining as consumer become more experienced in using these systems and they become more widespread.

Of the 17% of customers that did not make a selection on the IVR, the following reasons were stated: options were not appropriate (36%, 27% previous survey); they didn't understand the options (15%, 59% previous survey); they didn't want to make a selection (10%, 4% previous survey); they thought it would be quicker not to make a selection (6%, 8% previous survey) or; they made a mistake (3%, 4% previous survey).

Where respondents were dissatisfied with the IVR comments included: "Would prefer to go directly to a CSO. Too many options", "Automatic service was spoken too fast to understand especially the numbers", "The automated system puts people in custody before victims. The whole legal system puts offenders first. This is offensive", "Very good but don't like automation. Wasn't sure of criteria or where to go", "Would prefer to have a person as a first point of contact to put through to correct officer".

Recommendation 3

Review IVR in light of survey findings with particular regard to: (1) reducing options to major inquiry areas only; (2) consolidating LawTalks to 'most requested' only; (3) review appropriateness of voice talent; (4) examine placement of information options to ensure sensitivity to consumer needs.

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LawAccess Online

Respondent were asked if they would use a web site to get information. 56% of respondents indicated they would seek information via the web, however, only 11% of all customers surveyed had visited the LawAccess website. Importantly, 43% of those respondents that indicated that they would use the internet to obtain information did not have access to a computer or the internet. Respondents that had used LawAccess Online provided a range of comments on the useability and accessibility of the service, which will provide direction to a separate web customer satisfaction survey being developed to assess the performance of web systems.

Recommendation 4

Incorporate responses from survey into web customer satisfaction survey.

Satisfaction with Customer Service Unit

97% of customers were satisfied with the service provided by the Customer Service Officers.

Satisfaction with services was segmented by different aspects of service including –

- 100% customers said CSOs were friendly and responsive;
- 98% customers said CSOs understood the problem;
- 96% customers said they understood how CSOs could help them;
- 97% customers said the information was given in a way that could be easily understood;
- 95% customers were confident in the information that was provided;
- 95% customers knew what to do next and who to contact for more assistance,
- 85% customers said the CSO was able to answer their query.

On average 3% of customers were not satisfied with the service they received from the Customer Service Officer. The survey, however, did not seek to classify reasons for dissatisfaction (ie. whether it was related to the performance of the CSO or limits on the services able to be delivered). It is proposed that the next Customer Satisfaction Survey collects customer responses as to why a customer disagrees with each statement.

The major area for attention arising from the survey is related to the question of whether the CSO was able to answer the customer's query (15% disagreed). Following on from the observation above, more detailed responses from customers are required to understand the customer's expectations of LawAccess NSW and relate dissatisfaction to specific aspect of service delivery.

Respondent comments about the service provided tended to be very supportive of the approach taken to customer service delivery, even where the customer was not satisfied that their expectations had been met. Comments included – "CSO was well informed. The referral was good and worked out well", "CSO was very helpful, polite and professional", "First time he heard about it. Looking for legal aid as on a pension. Needed other information and everything was provided by CSO, including forms", "CSO was able to identify information the customer did not yet have", "I would have liked to talk directly to a

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solicitor", "I now have more of an idea as to whether it is worth applying for legal aid, however I wanted more information", "When the situation is complicated better information should be available", "Pleased overall. Problem is confusing", "Service is good for basic issues. Does not address more involved problems", "Helpful, friendly. Could not answer legal question. Directed in correct way", "Would be good if they had more knowledge of proceedings to make law more accessible to individuals".

Satisfaction with Legal and Information Services Unit

96% of customers were satisfied with the service provided by the legal officers.

Satisfaction levels with the legal officers are as follows –

- 99% customers said the legal officers were friendly and responsive
- 95% customers said the legal officers understood the problem
- 95% customers said the advice was given in a way that could be easily understood
- 93% customers were confident in the information that was provided
- 97% customers knew what to do next and who to contact for more assistance.

An average 5% of customers were not satisfied with the service they received from the legal officer. As with the customer services area, more detailed responses from customers are required to understand the customer's expectations. It is recognised that at LawAccess NSW, legal officers will often deal with more difficult customers, escalated calls and are asked complex legal questions. The legal officers must also assist customers to understand the "reality" of their legal situation including the costs and likely outcomes. It is expected that not all customers will be happy with the advice provided and that this may be reflected in dissatisfaction rates, however, the survey instrument needs to identify clearly levels of 'service dissatisfaction' (as opposed to outcome dissatisfaction) to ensure it provides a basis for driving service improvement.

The following is a sampling of respondent comments with respect to legal services: "The problem was completely solved due to advice the legal officer", "More information received from your lawyer than from any other government department", "The advice given was absolutely spot on", "Pleased overall. Problem is confusing. Solicitor helped but not entirely", "Would have liked to know how much to ask in a person injury claim".

Satisfaction with Time Available

In summary –

- 98% of all customers said the amount of time spent speaking with Customer Service Officers (a target of approximately 4-6 minutes per call) was adequate,
- 96% of customers who received legal advice said that the amount of time speaking with a legal officer was adequate.

Information Resources

The major areas for further examination arose from the experience of customers in the second stage of the survey completed a week after the initial survey.

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22% of respondents in the 2nd stage survey had not received the information package sent by LawAccess NSW within one week of their call, despite all outgoing mail being processed within 24 hours of customer contact by LawAccess NSW.

For those who had received information from LawAccess NSW, 88% indicated that the information they received was useful and timely and 84% said they had a better understanding of their legal problem and how to resolve it.

However, 29% disagreed with the statement that the information package they received from LawAccess NSW was useful, 12% of customer disagreed with the statement "I have a better understanding of my legal problem and how to resolve it" and 15% disagreed that they were "able to act on the information I was given"

While respondents were satisfied with overall scope and grade of customer service, a framework for the delivery of information resources to consumers needs to be developed to improve customer satisfaction in this area.

It is noted that the survey was undertaken prior to the restructuring of the legal advice section into the Legal and Information Services Unit, and the appointment of a new manager to this area with an extensive background in information development is expected to enhance performance in information delivery over time.

Recommendation 5

Review information development and delivery systems to address identified issues in information services.

Survey Methodology and Impact

This is the second survey undertaken by LawAccess NSW. Arising from the First Customer Acceptance Survey conducted in January – February 2002 (which focussed on the IVR specifically) the Board approved two general recommendations with respect to customer surveying –

- conduct a survey three times a year at one week intervals, and
- employ independent staff to administer survey.

In response to these recommendations, LawAccess NSW has established four surveying periods across the 2003 calendar year (one per quarter) and employed independent contractors to manage the survey administration. The latter has resulted in a more independent and reliable survey report.

Given the complexity and time associated with analysing the results of survey data (the current survey took a single officer 3 months to finalise) LawAccess NSW proposed to evaluate relational surveying software to assist with statistical collection and analysis. This may also provide a future capacity for LawAccess NSW to undertake outbound surveys for stakeholder organisations.

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Recommendations 6 & 7

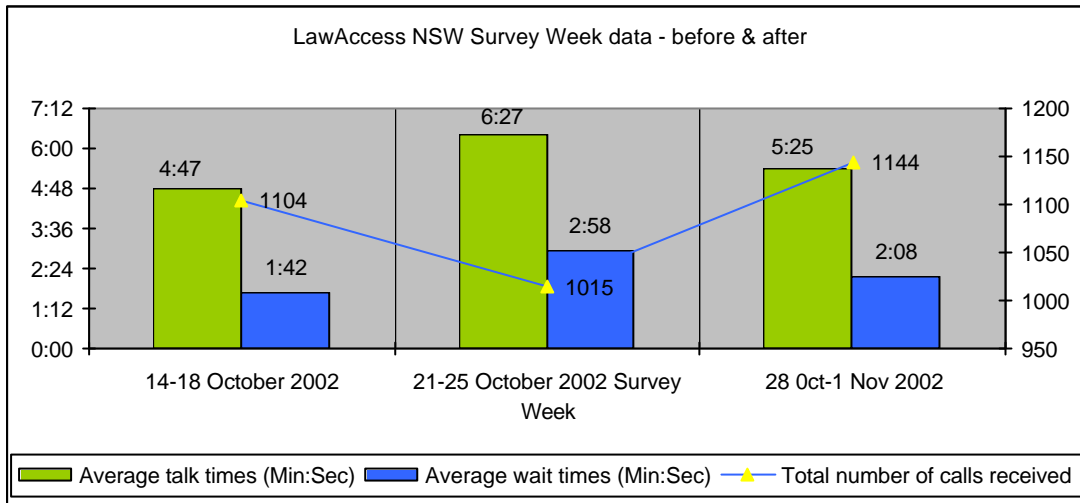
LawAccess NSW explore options for acquiring a surveying application to assist in the development of customer surveys, and compilation of detailed statistical results.

Future surveys should measure satisfaction levels against the type of legal inquiry, and examine customer expectations relative to the scope of service provided by LawAccess NSW.

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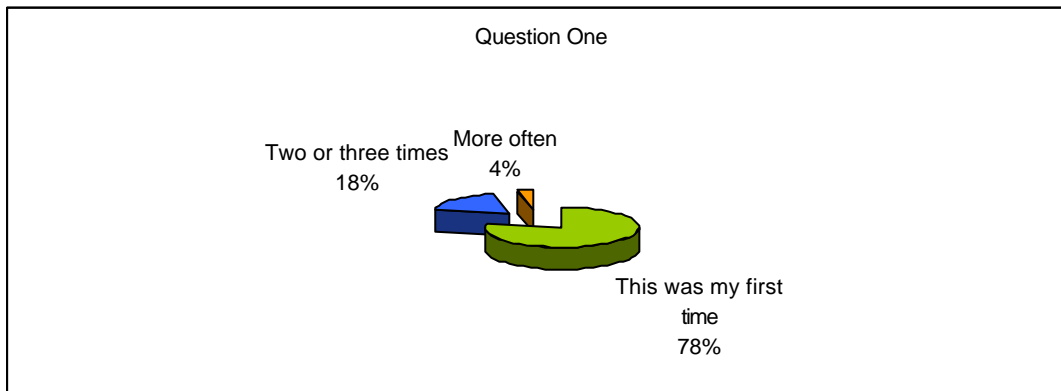
Statistical Results

LawAccess NSW call data - October 2002



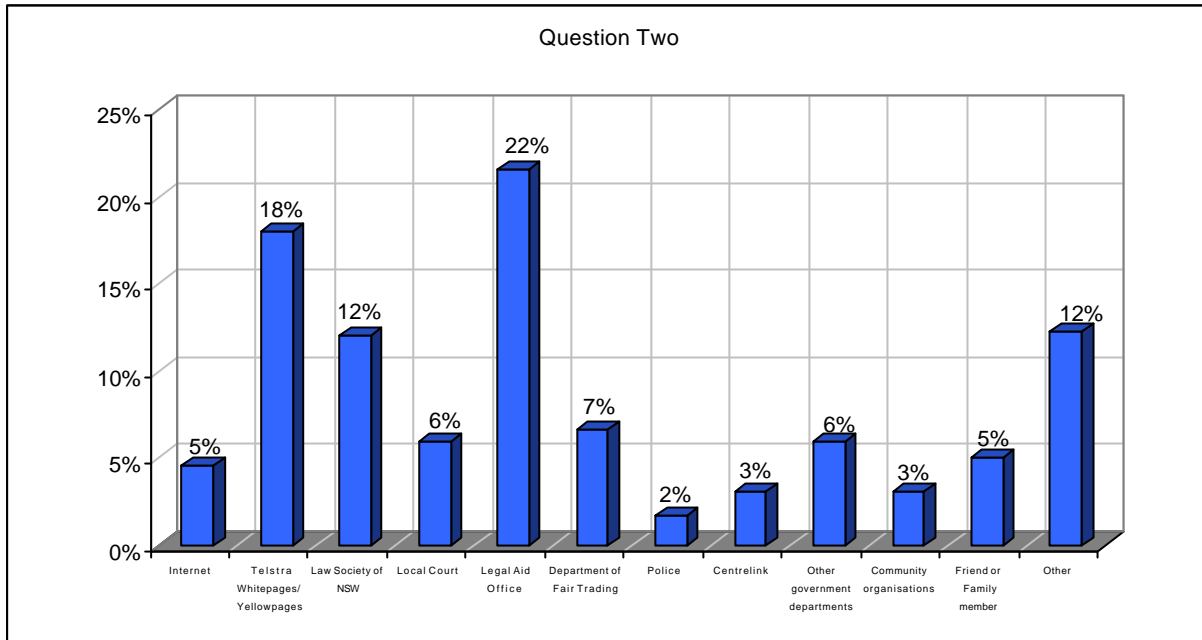
Satisfaction Survey data

1. How many times have you called LawAccess NSW in the last year?

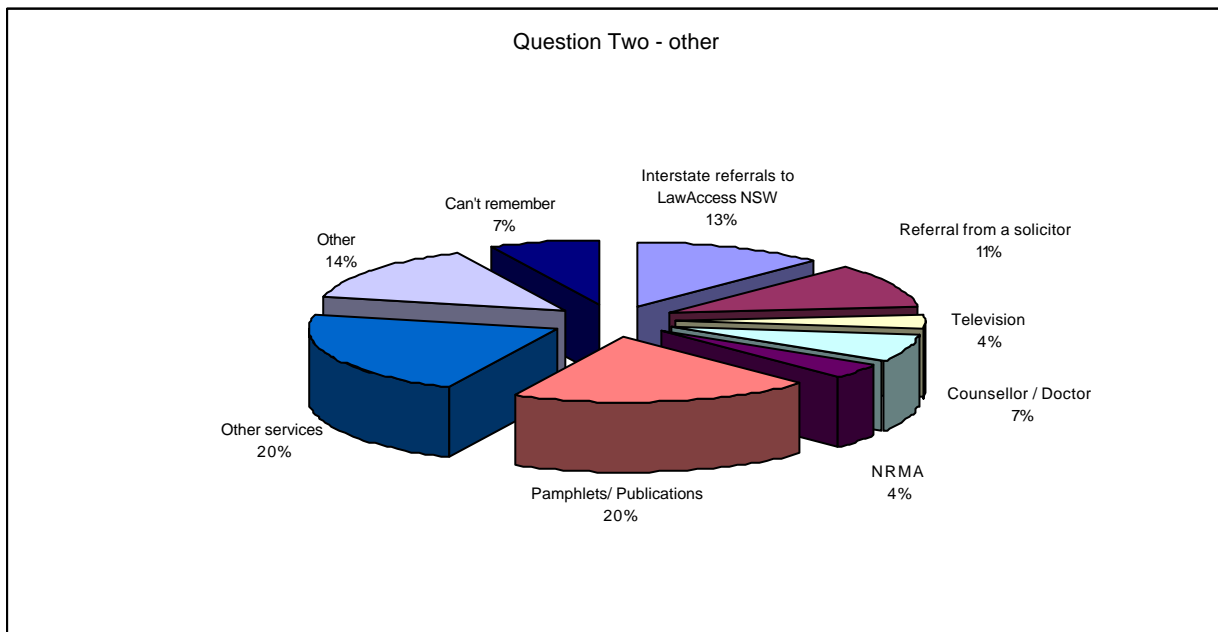


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2. How did you find out about LawAccess NSW?

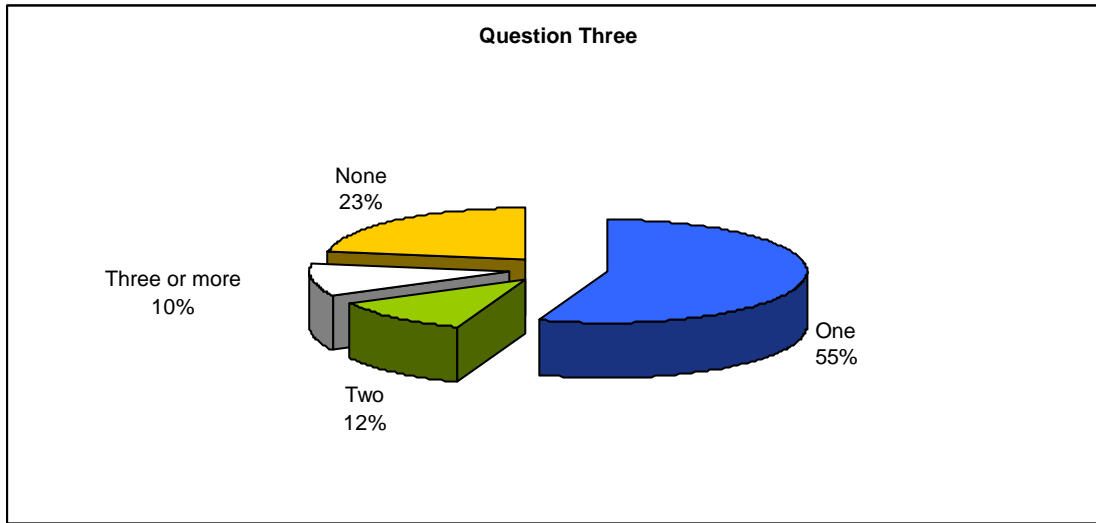


2. How did you find out about LawAccess NSW – 'other' sources

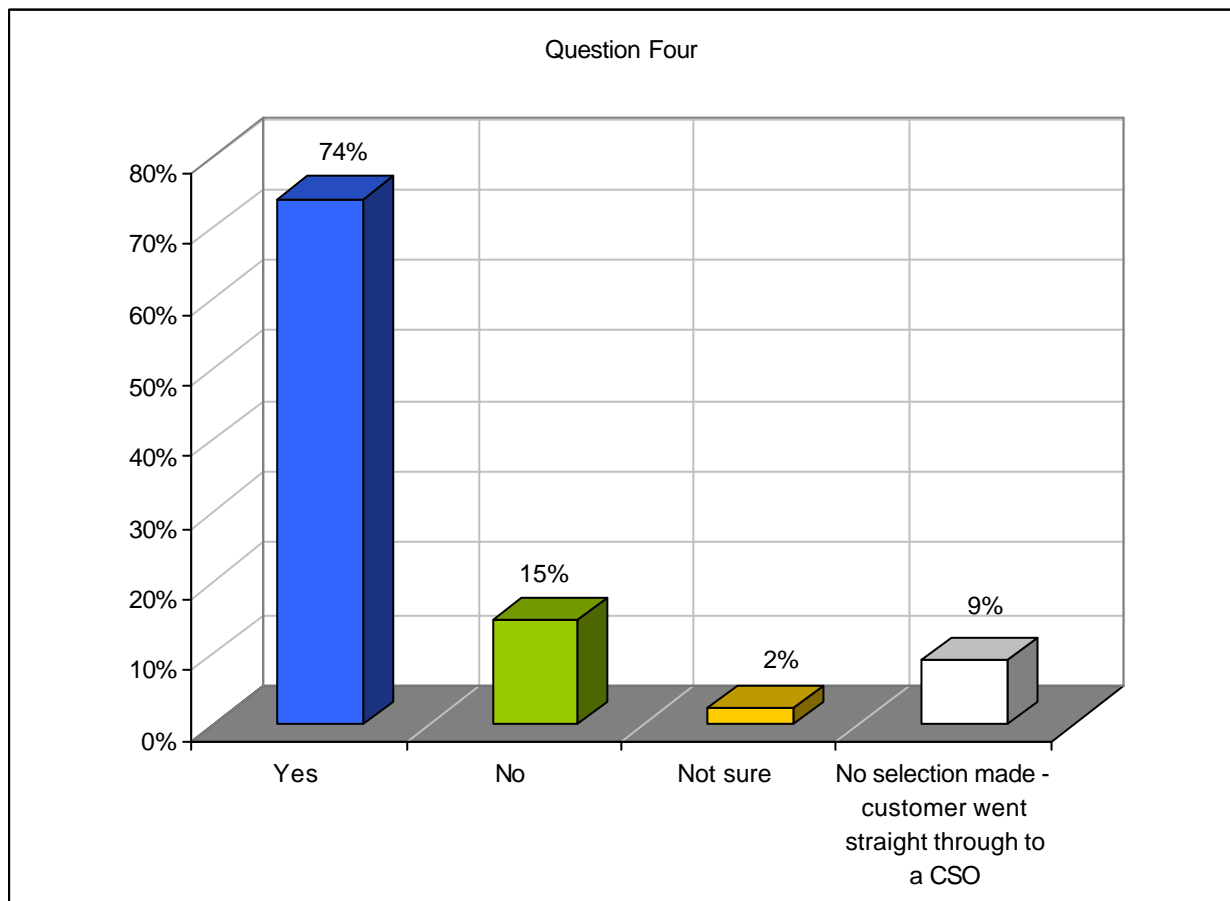


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3. How many services did you contact about your inquiry before you rang LawAccess NSW?

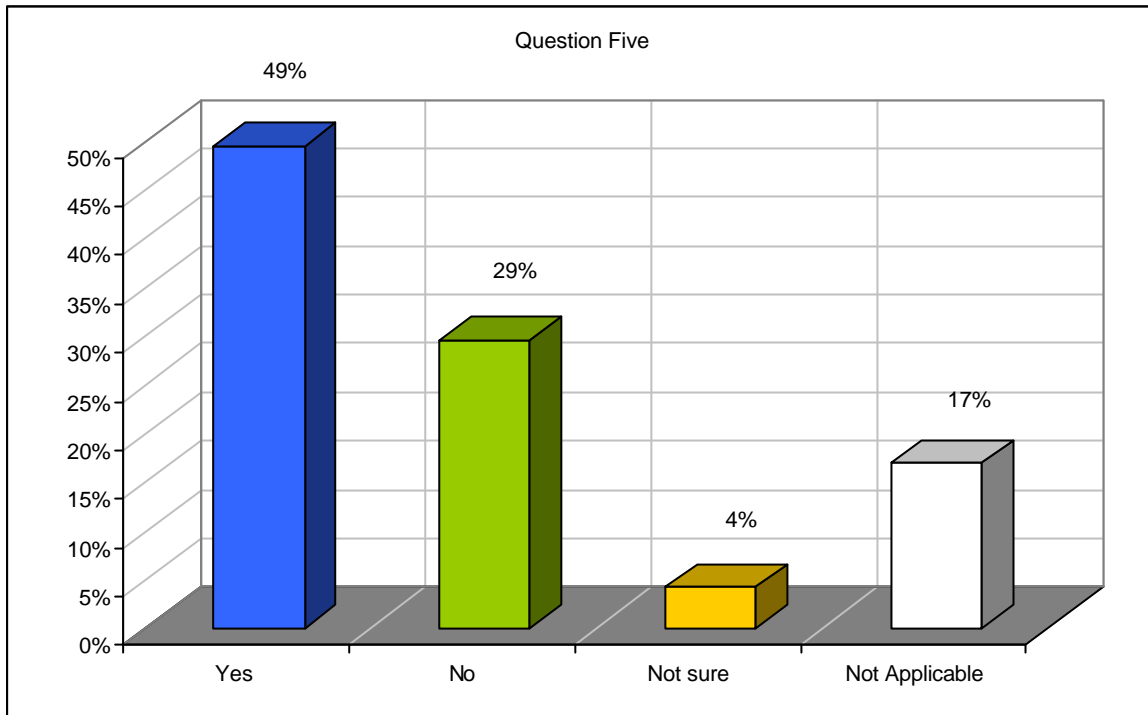


4. When you called LawAccess NSW did you make a selection on the automatic telephone service?



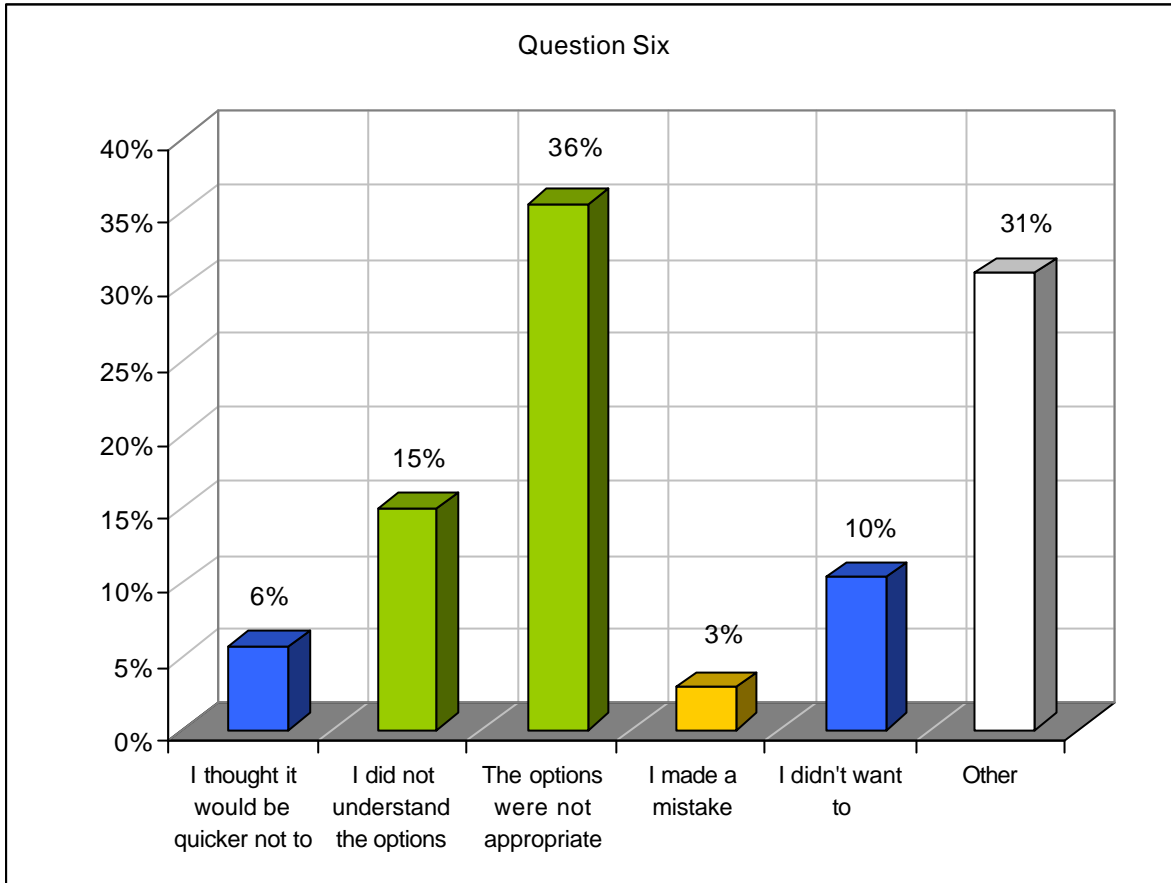
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5. Did you find an option that addressed your problem?



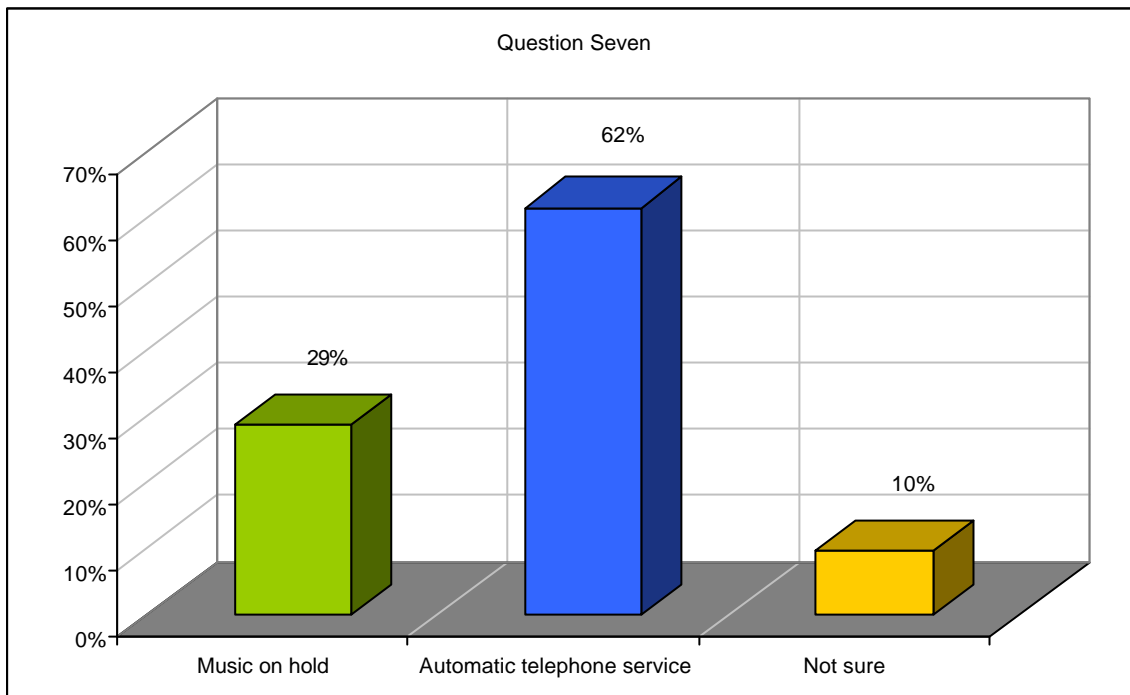
6. If you did not make a selection why was that?

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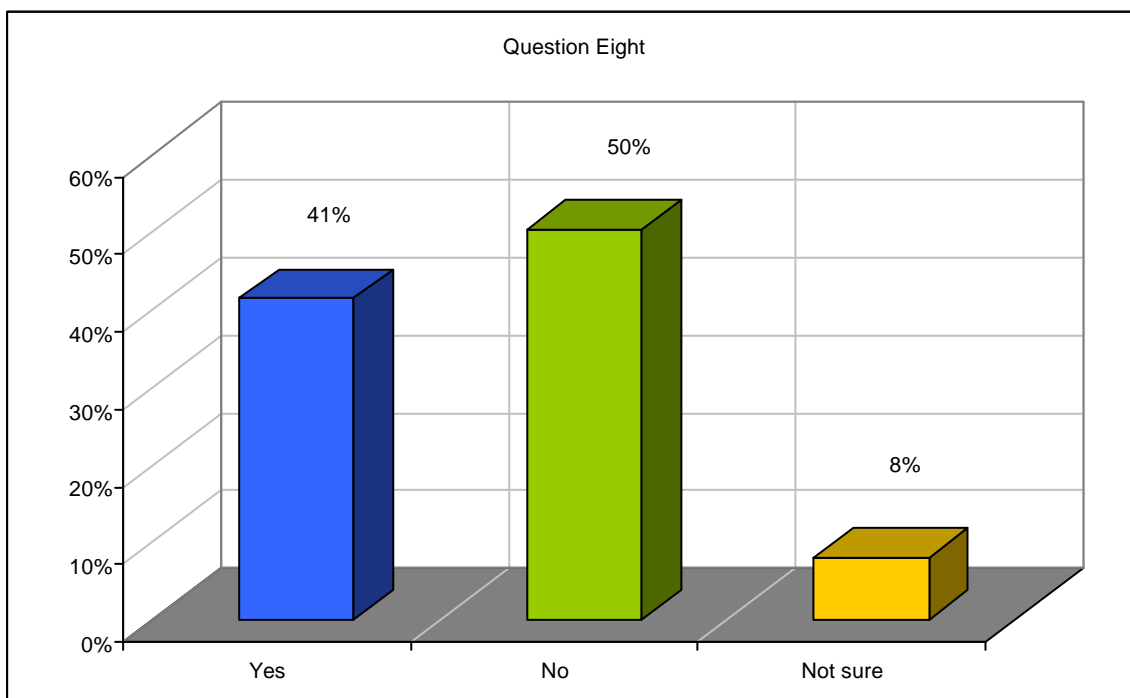


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7. If you were given the option, would you prefer to listen to music on hold, or make a selection from the LawAccess NSW automatic telephone service?

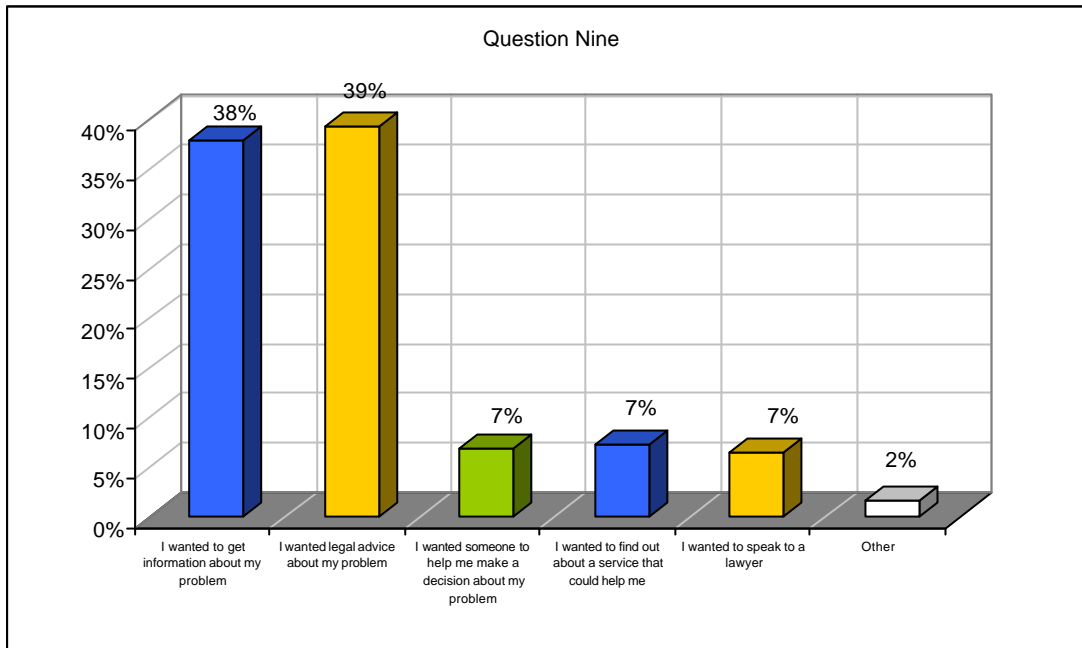


8. If you selected music on hold, would your answer be different if listening to music on hold also meant that you had to wait longer to speak with a Customer Service Officer?

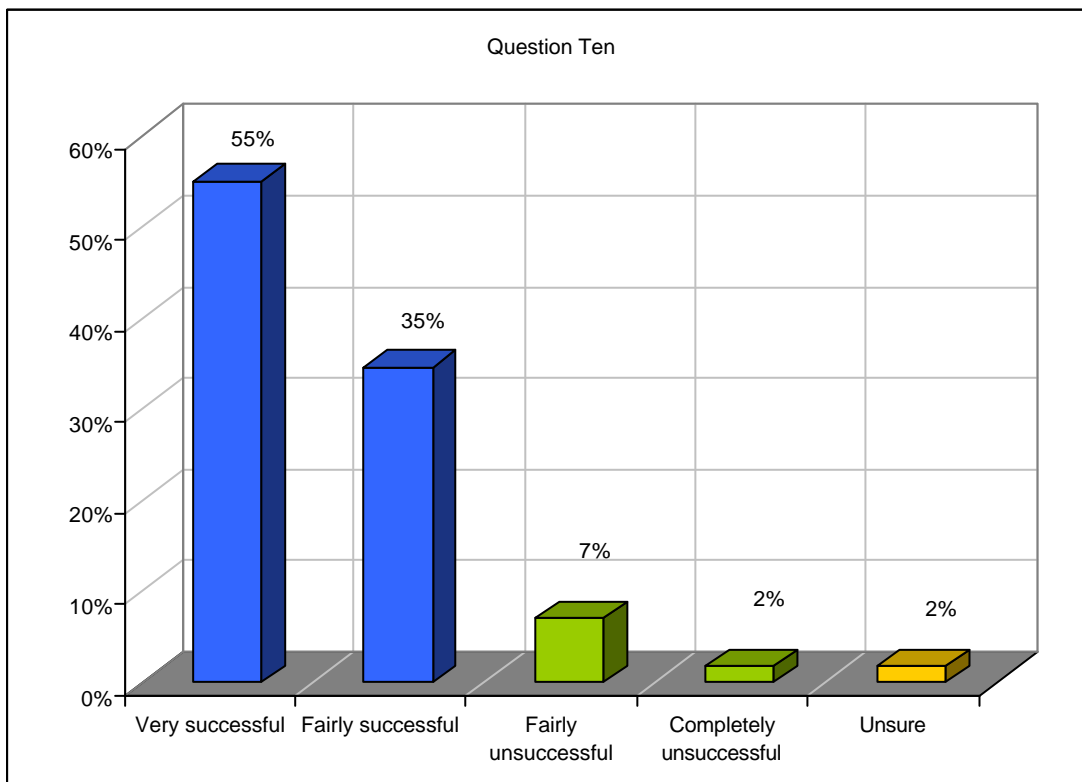


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9. When you originally called LawAccess NSW, what were you hoping to achieve?



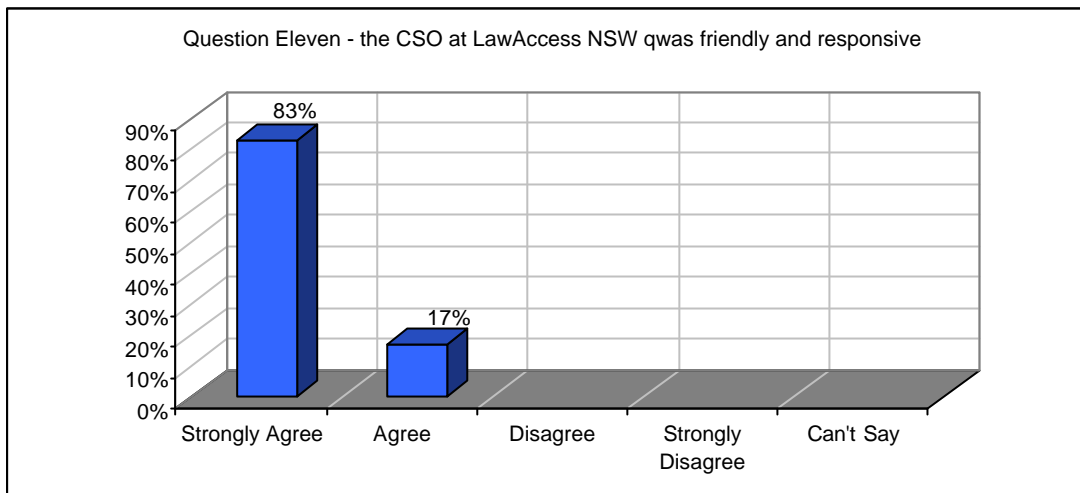
10. Overall, how successful do you think you were in achieving that original objective?



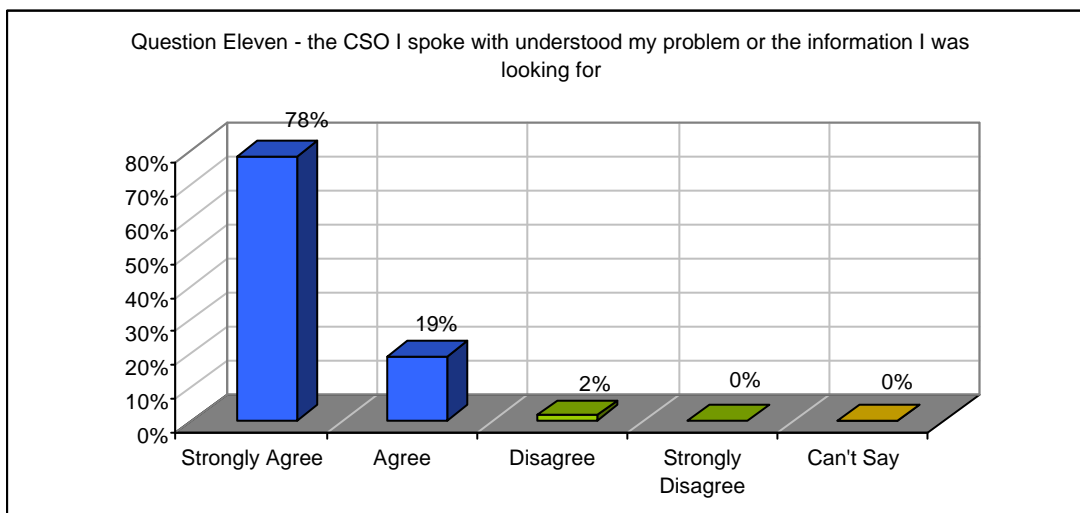
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11. Customer comments about the service provided by the CSO.

11.1 The CSO at LawAccess NSW was friendly and responsive

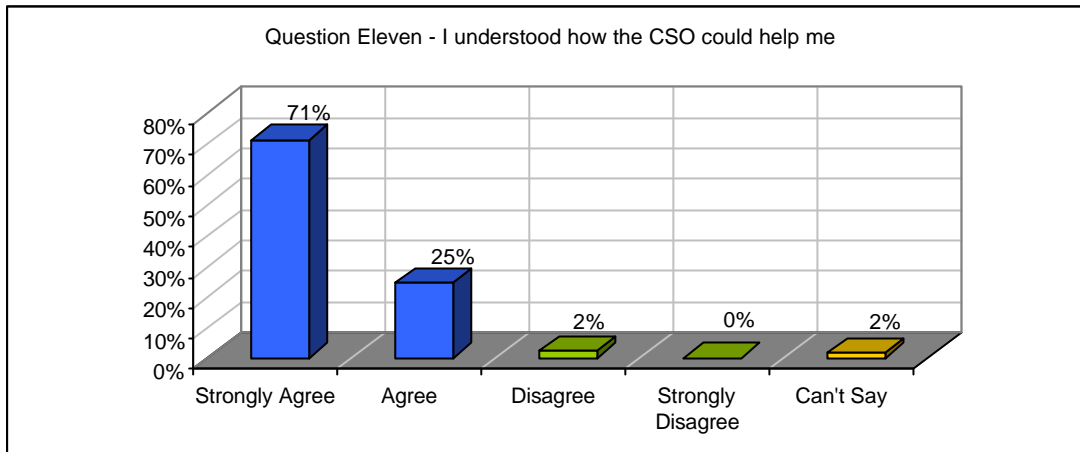


11.2 The CSO I spoke with understood my problem or the information I was looking for

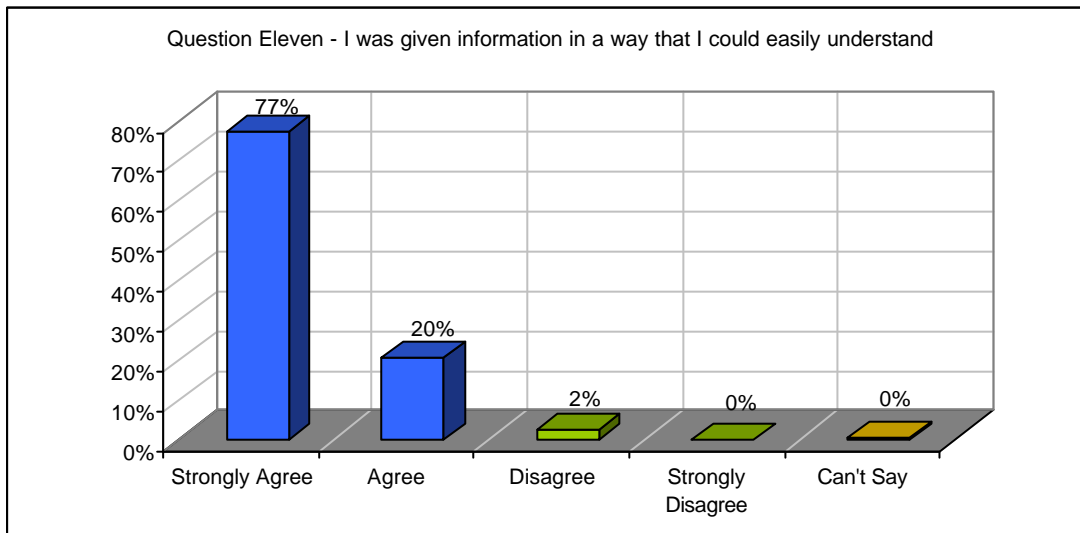


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11.3 I understood how the CSO could help me

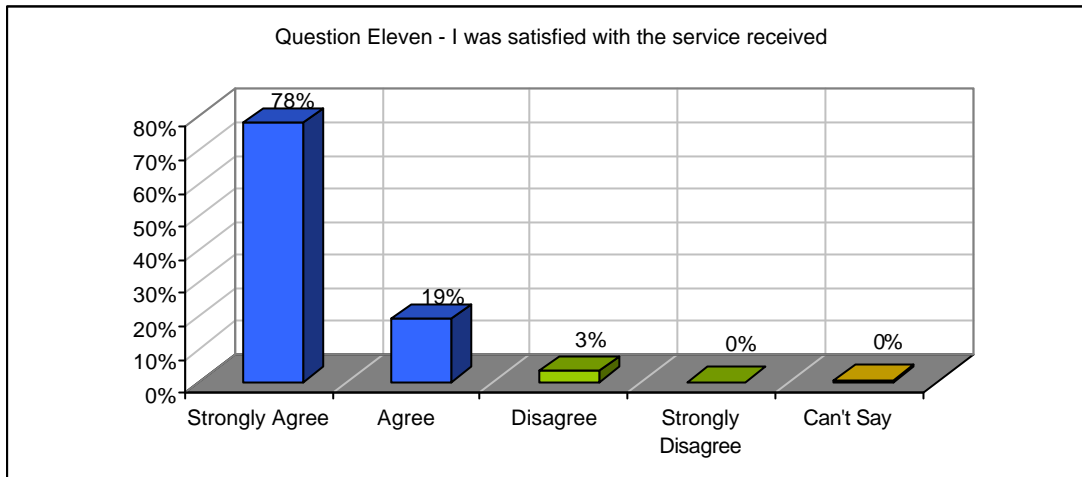


11.4 I was given information in a way that I easily understand

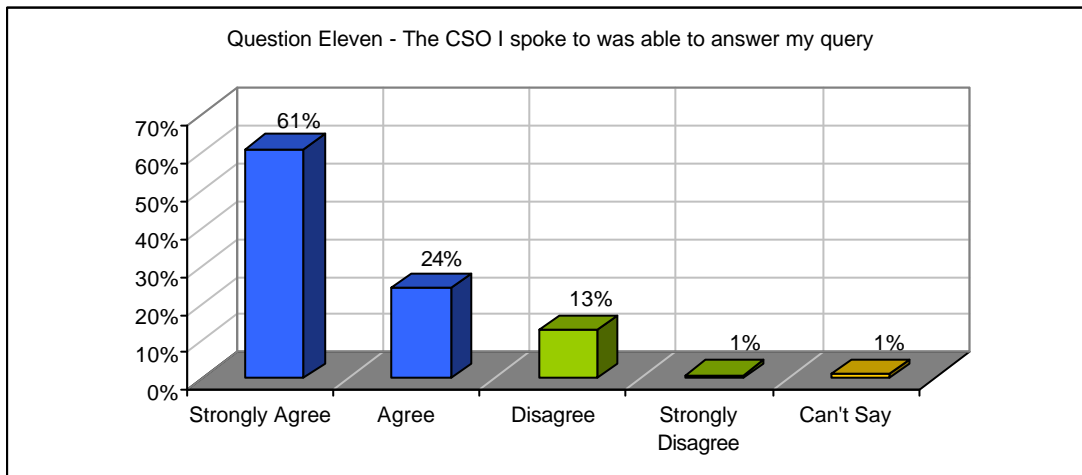


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11.5 I was satisfied with the service received

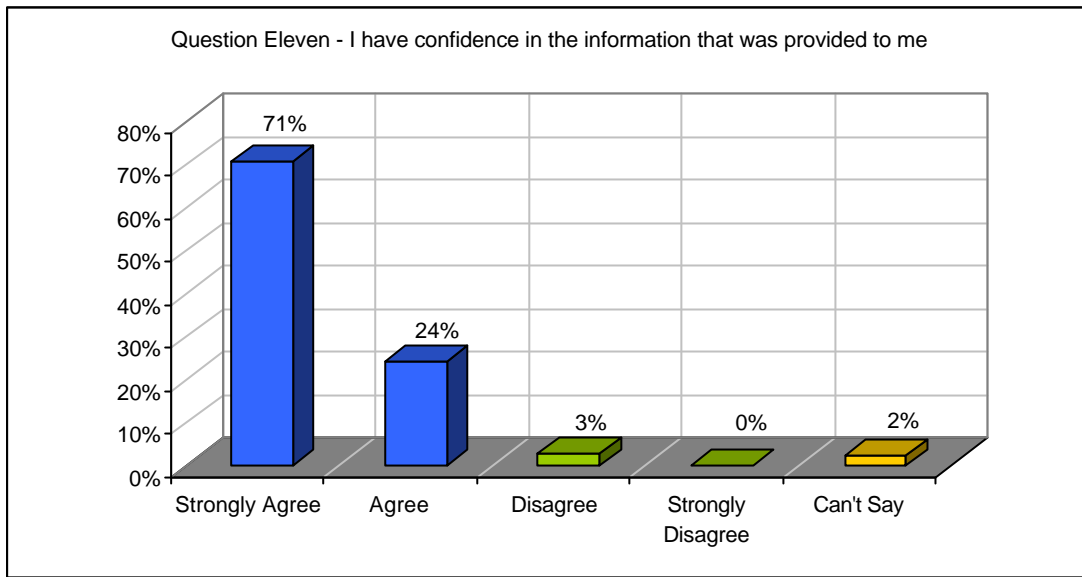


11.6 The CSO I spoke to was able to answer my query

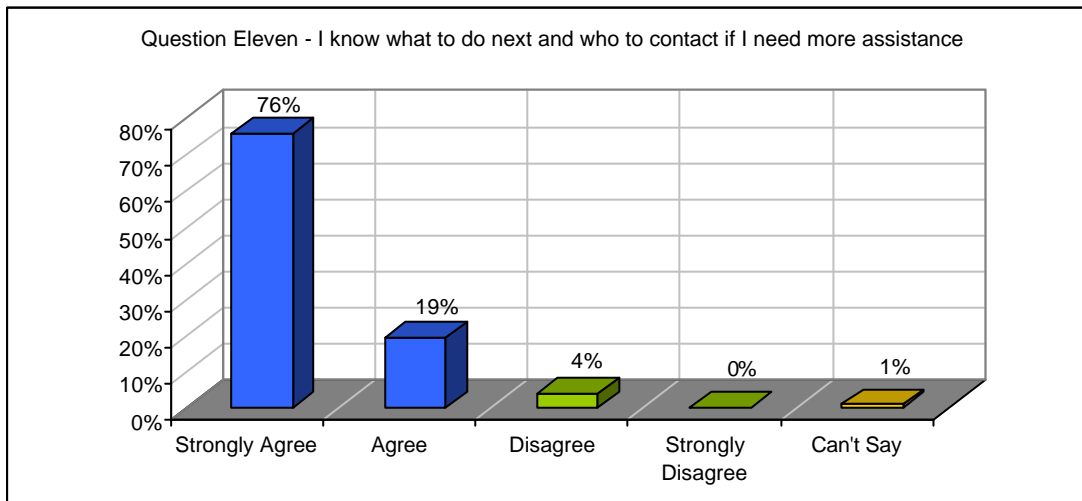


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11.7 I have confidence in the information that was provided to me

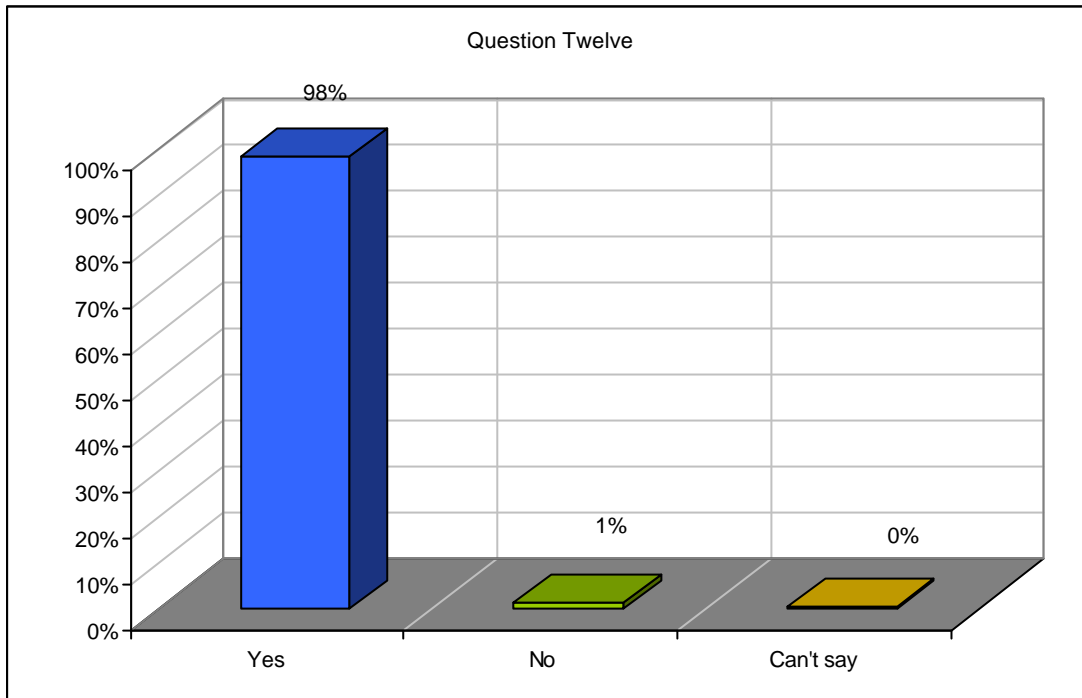


11.8 I know what to do next and who to contact if I need more assistance

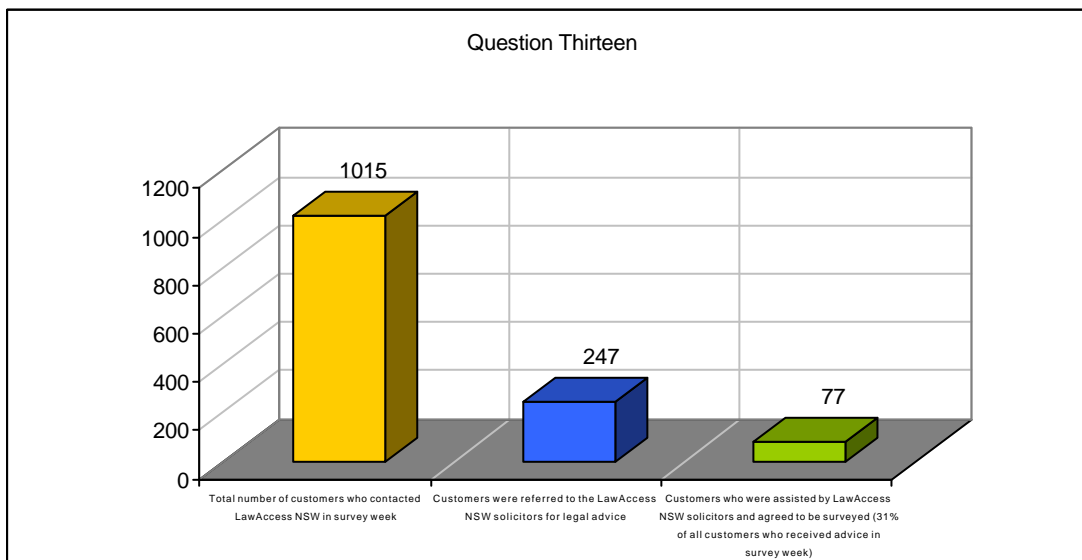


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12. Do you feel the amount of time you spent speaking with the Customer Service Officer was adequate?



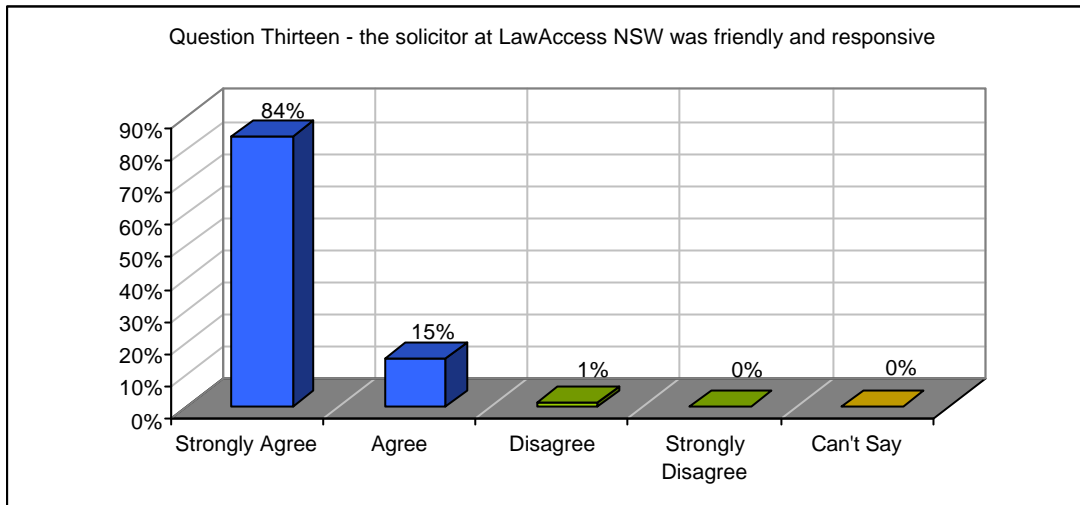
13. Number of customers interviewed by LawAccess NSW solicitors who participated in survey.



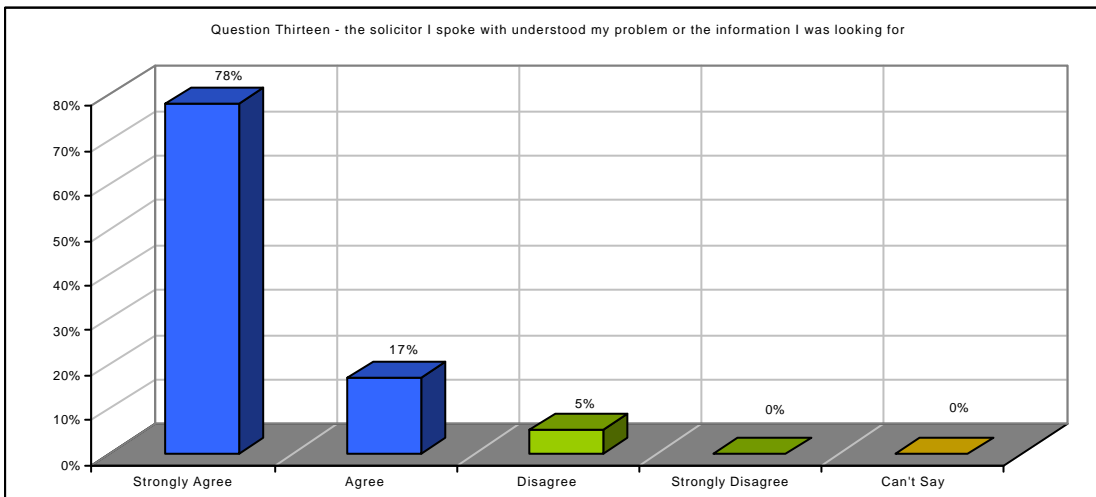
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13. Customer comments about the service provided by the solicitor

13.1 The solicitor at LawAccess NSW was friendly and responsive

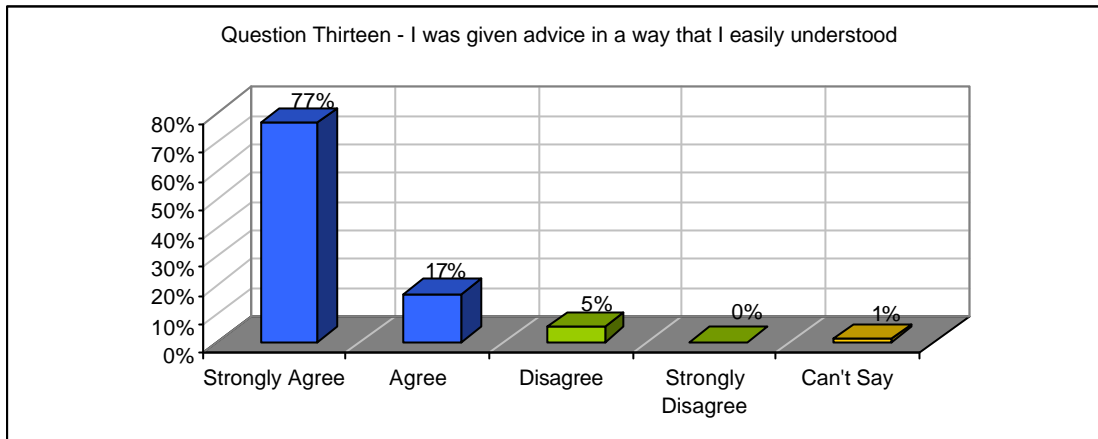


13.2 The solicitor I spoke with understood my problem or the information I was looking for

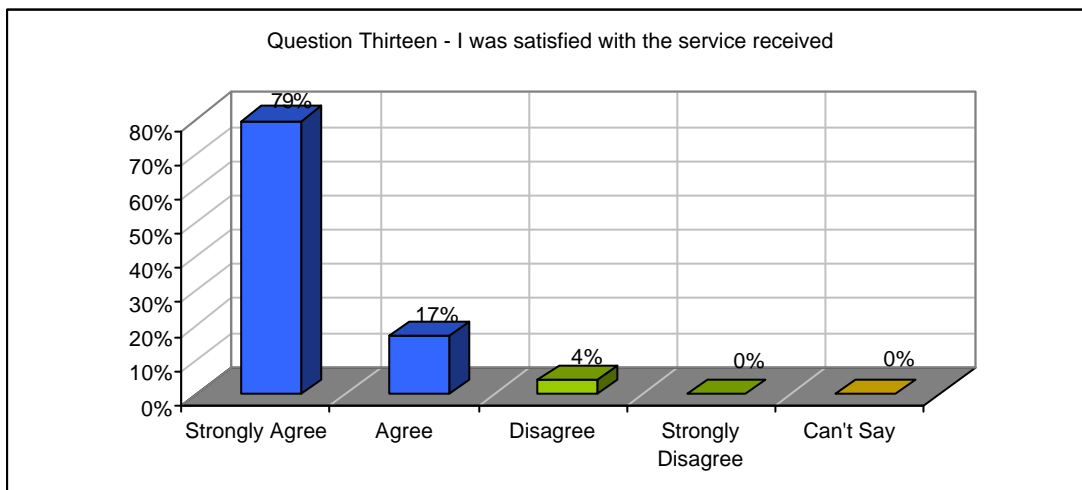


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13.3 I was given advice in a way that that I easily understood

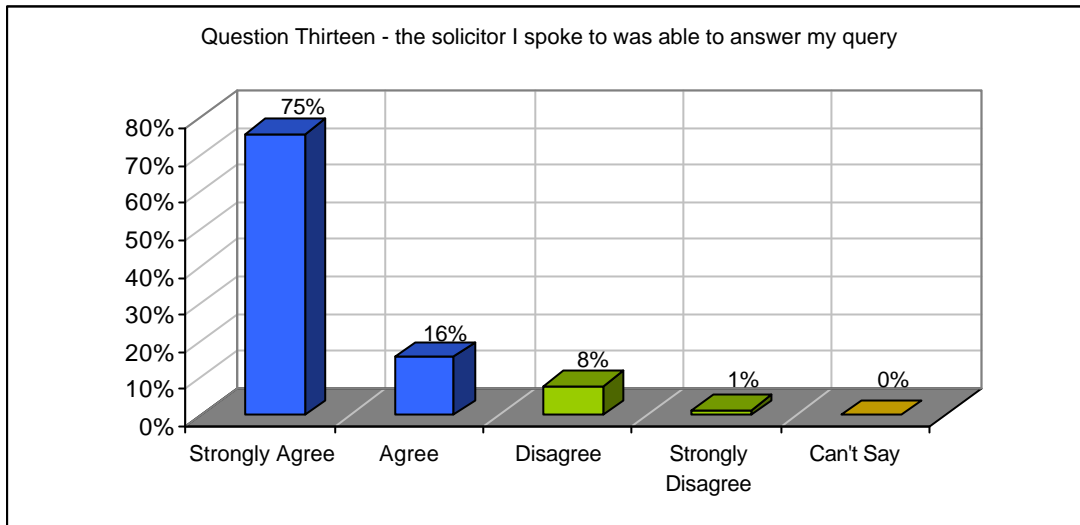


13.4 I was satisfied with the service received

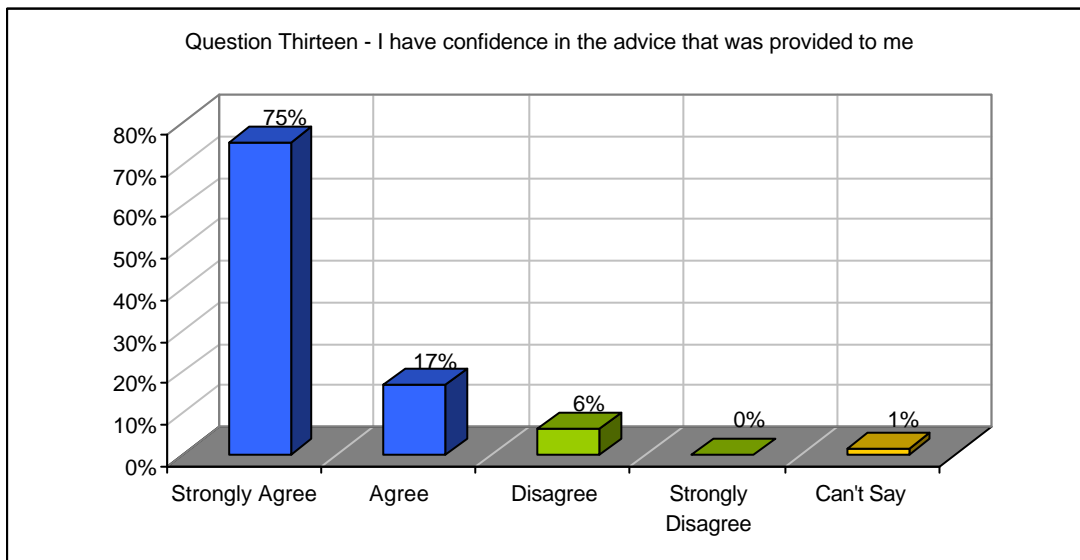


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13.5 The solicitor I spoke to was able to answer my query

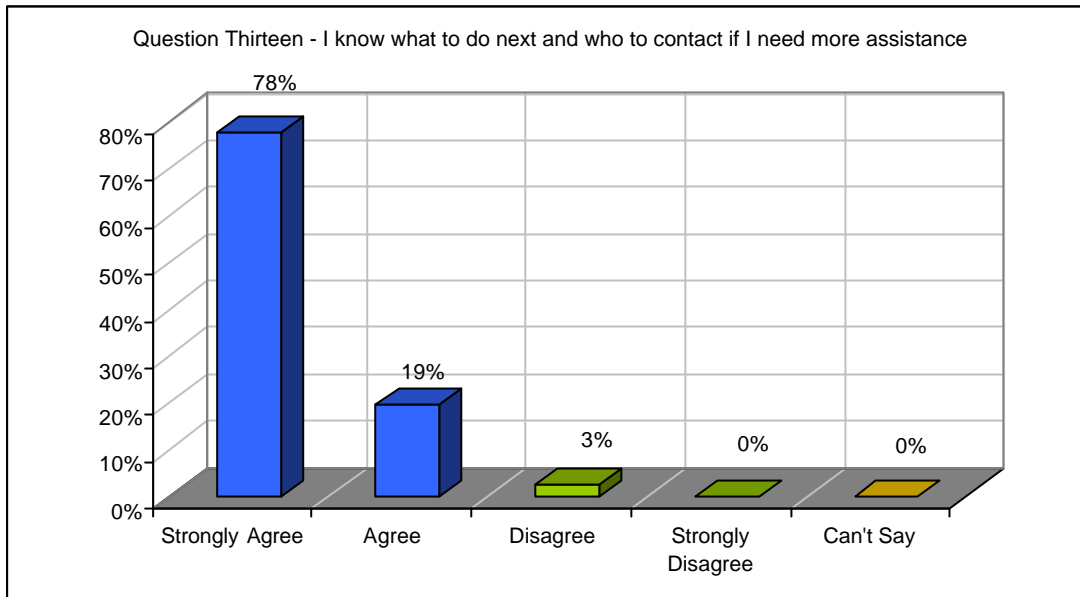


13.6 I have confidence in the advice that was provided to me

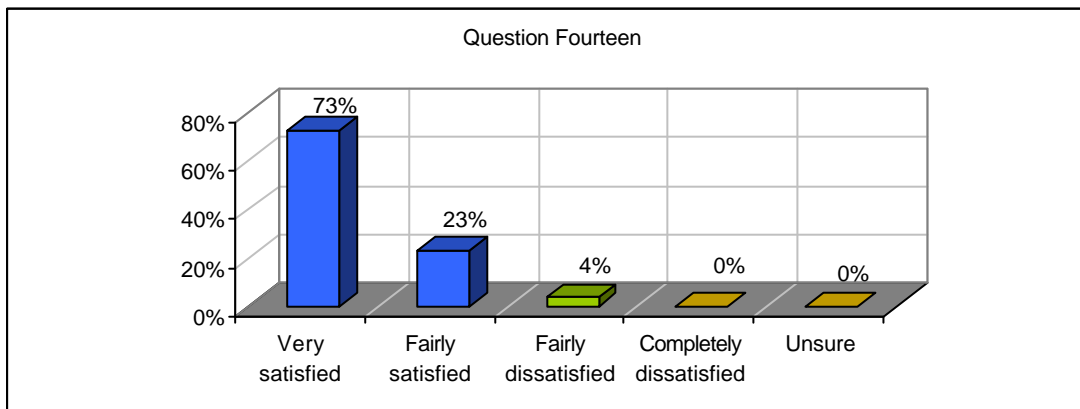


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13.7 I know what to do next and who to contact if I need more assistance

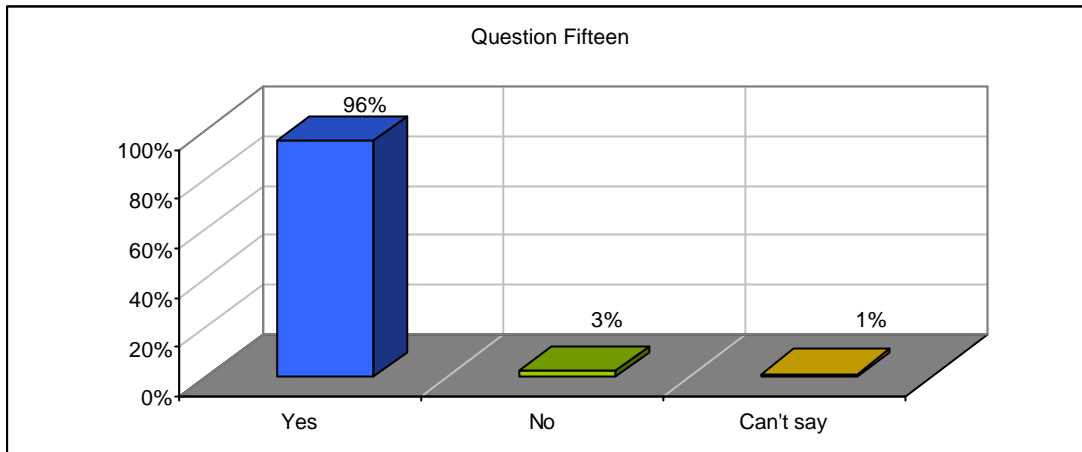


14. Overall how satisfied were you with the amount of time between your initial contact with LawAccess NSW and when the solicitor called you back?

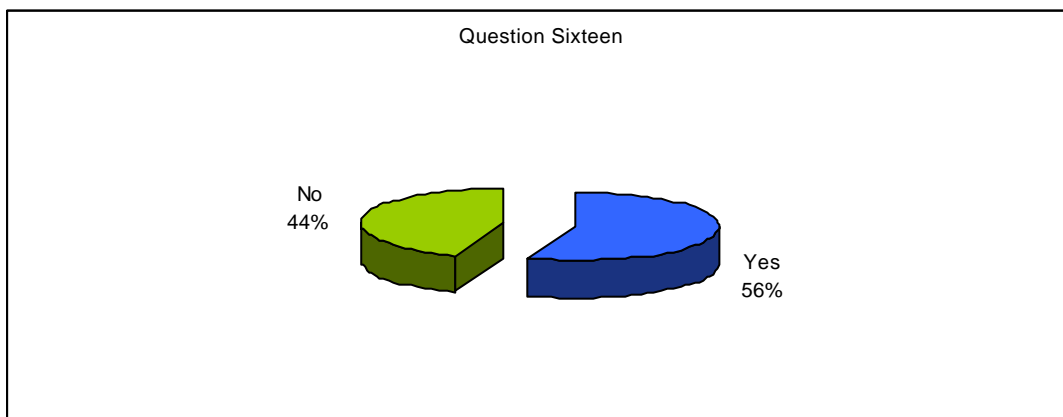


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15. Do you feel the amount of time you spent speaking with the solicitor was adequate?

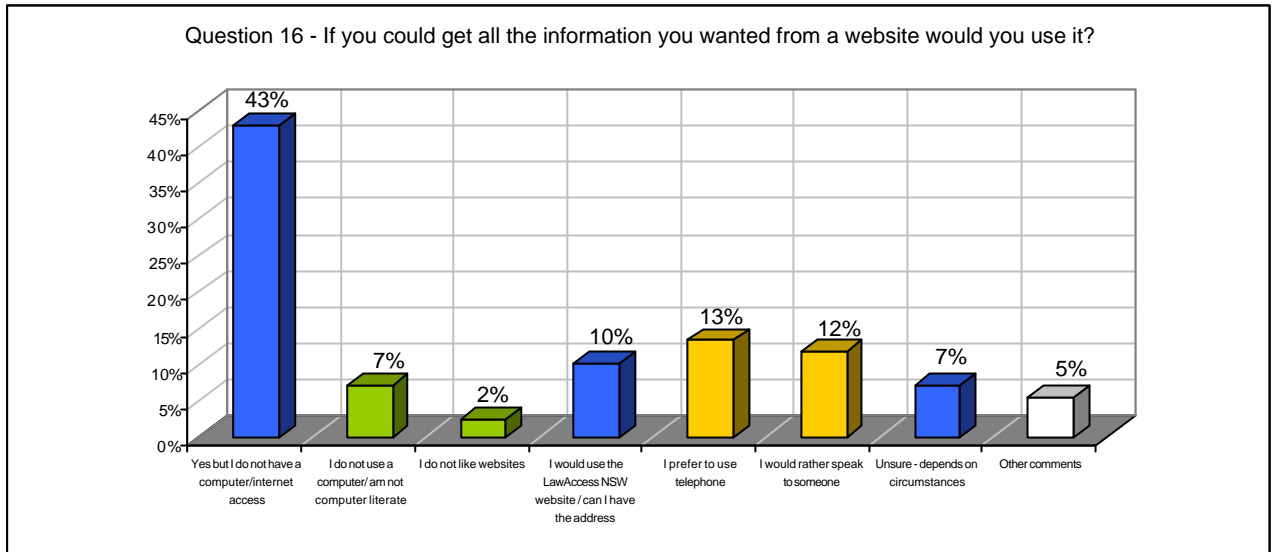


16. If you could get all the information you wanted from a website would you use it?

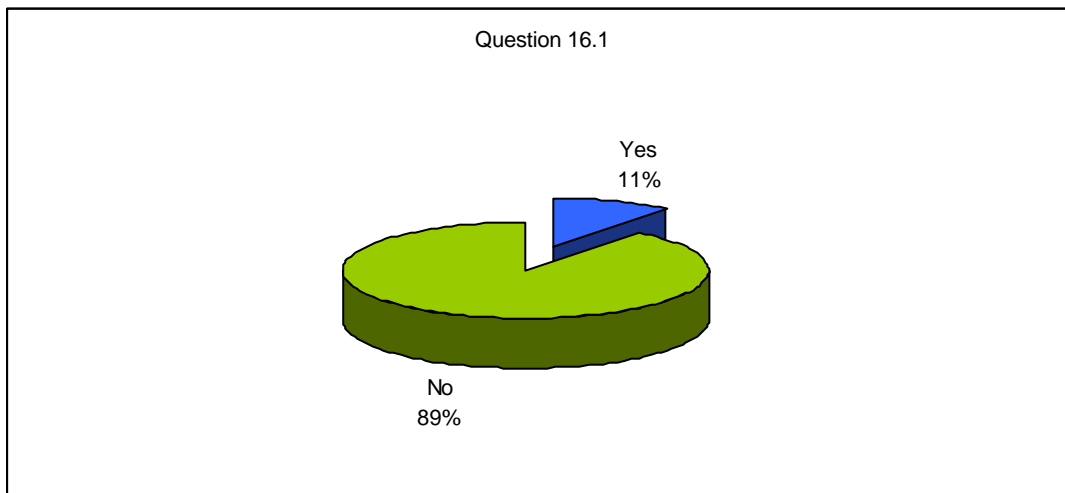


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16. Comments



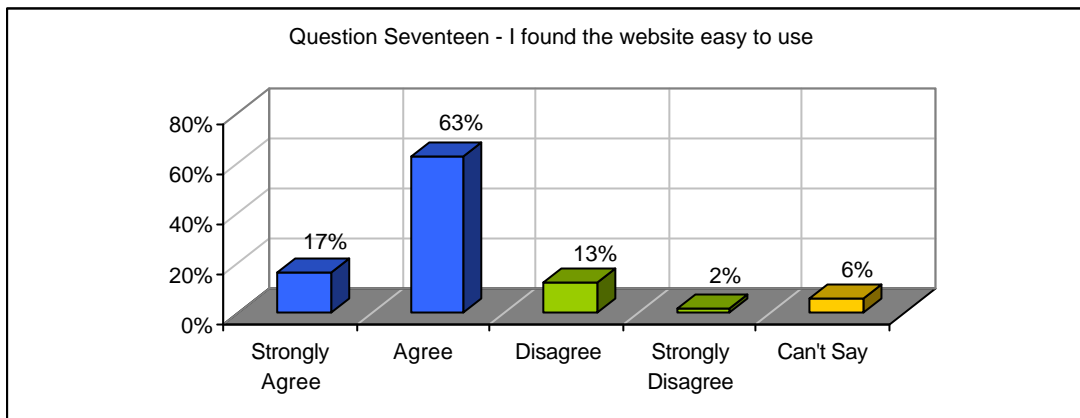
16.1 Have you ever used the LawAccess NSW website?



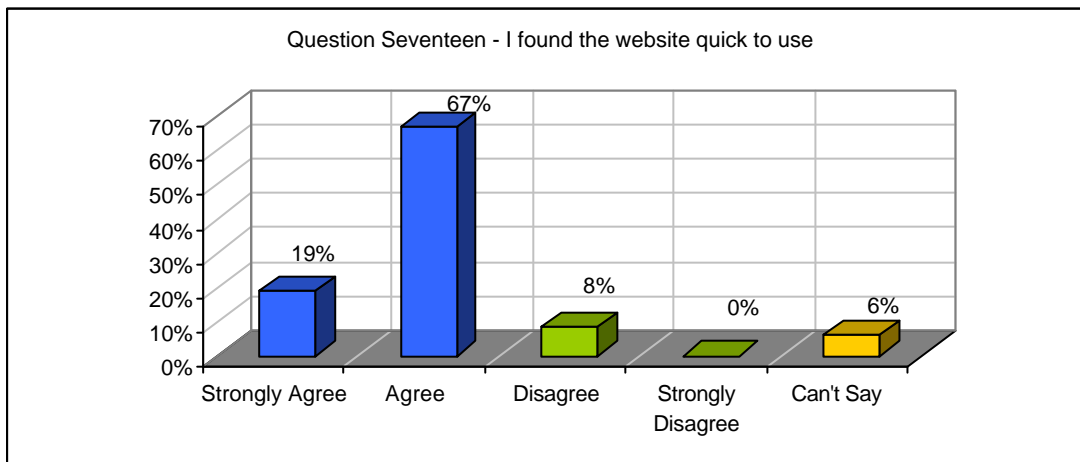
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17. Comments from customers who had used the LawAccess NSW website

17(a) **I found the website easy to use**

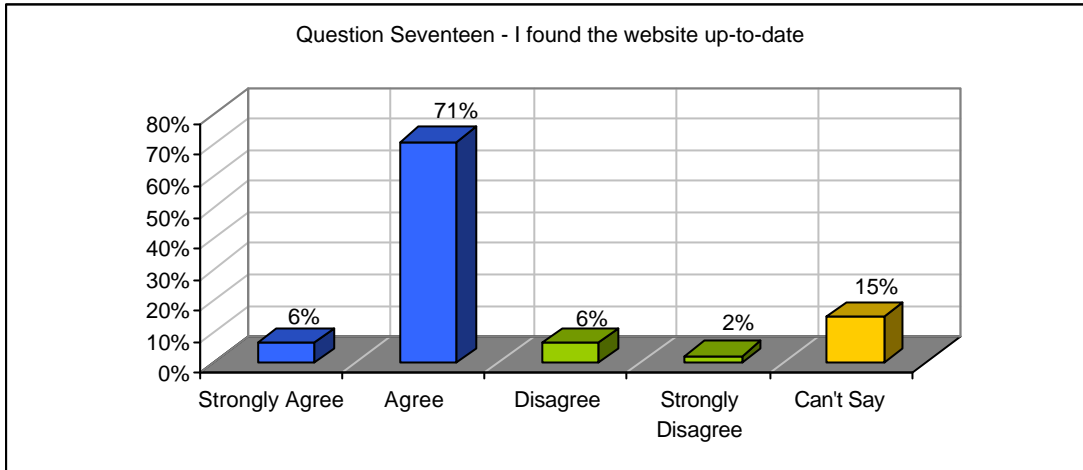


17(b) **I found the website quick to use**



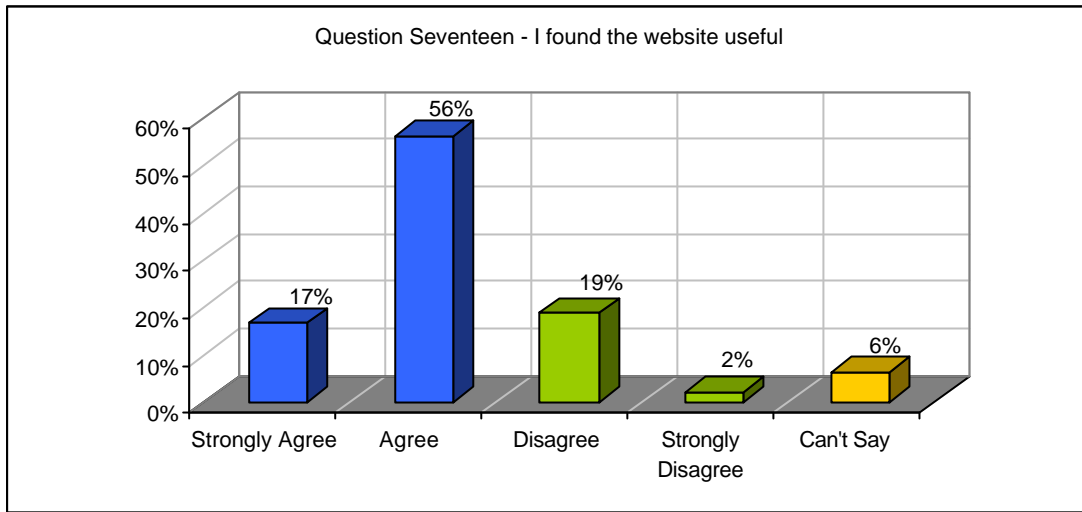
17(c) **I found the website up-to-date**

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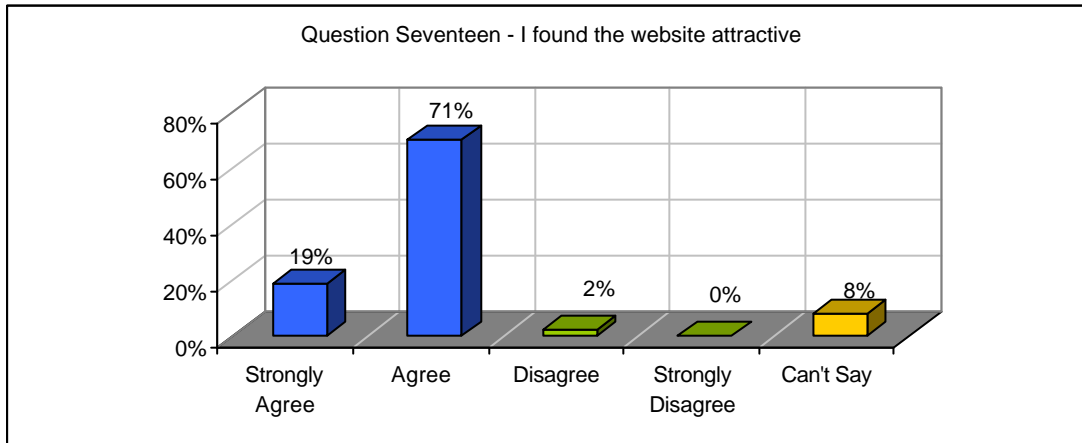


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17(d) I found the website useful

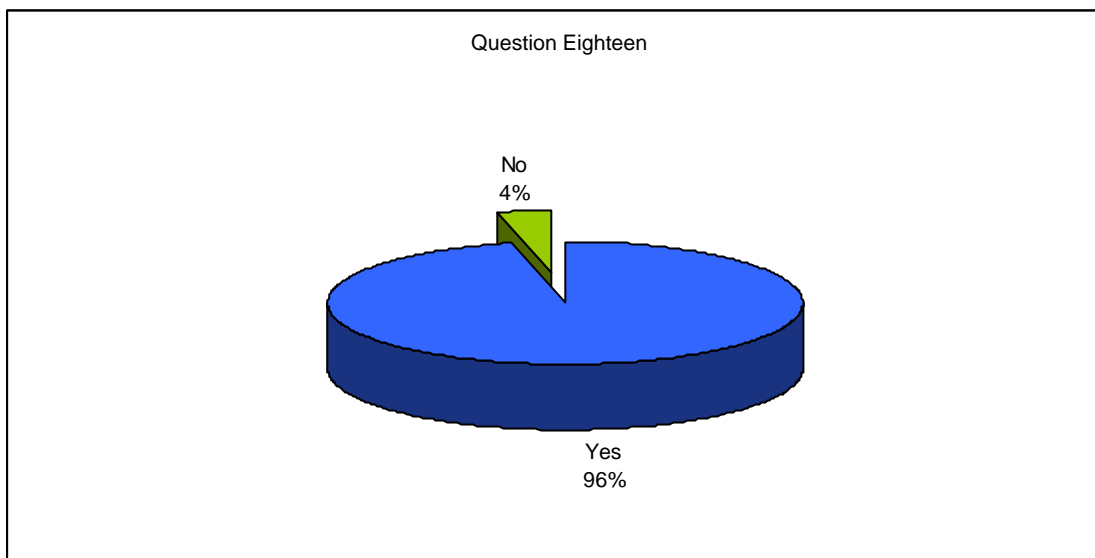


17(e) I found the website attractive

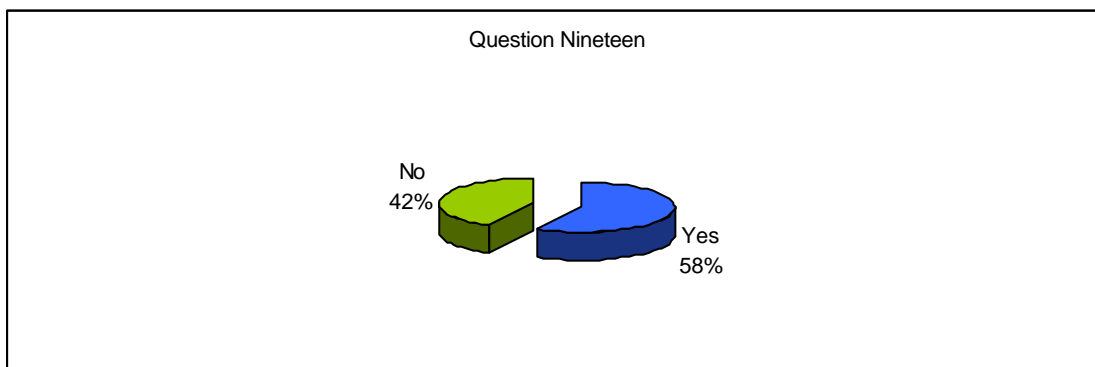


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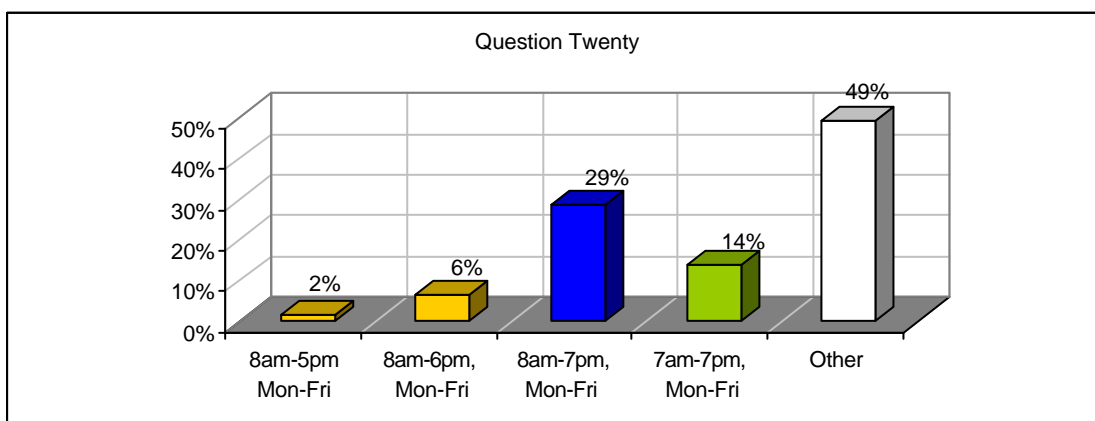
18. Would you recommend LawAccess NSW to another person?



19. LawAccess NSW is currently open from 9am – 5pm, Monday to Friday. Do you think these hours are adequate for the type of service provided?

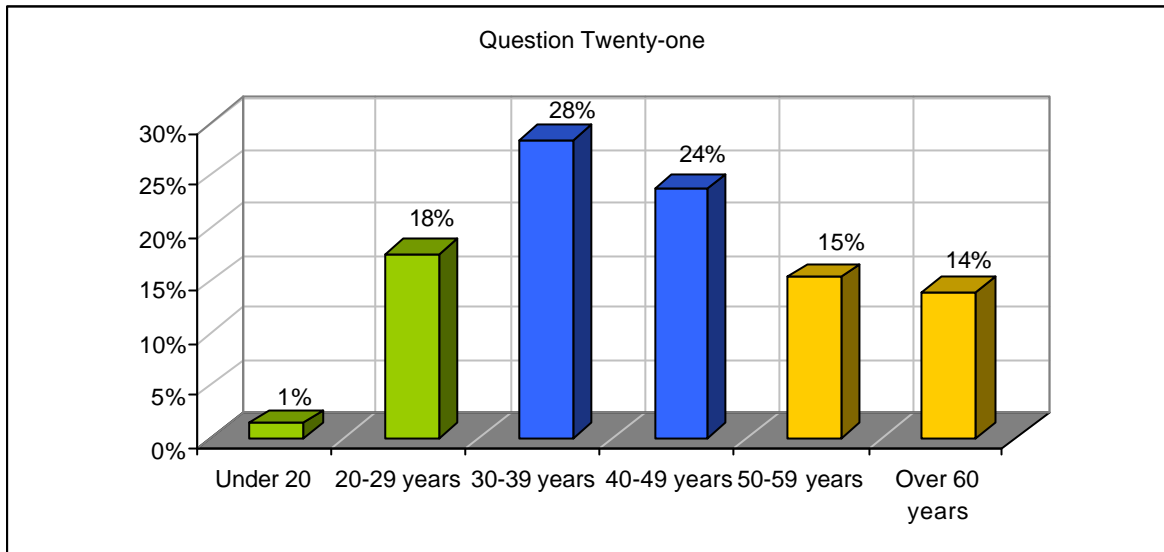


20. If no, what do you think would be more appropriate hours of operation for you and people that you know for contacting LawAccess NSW?

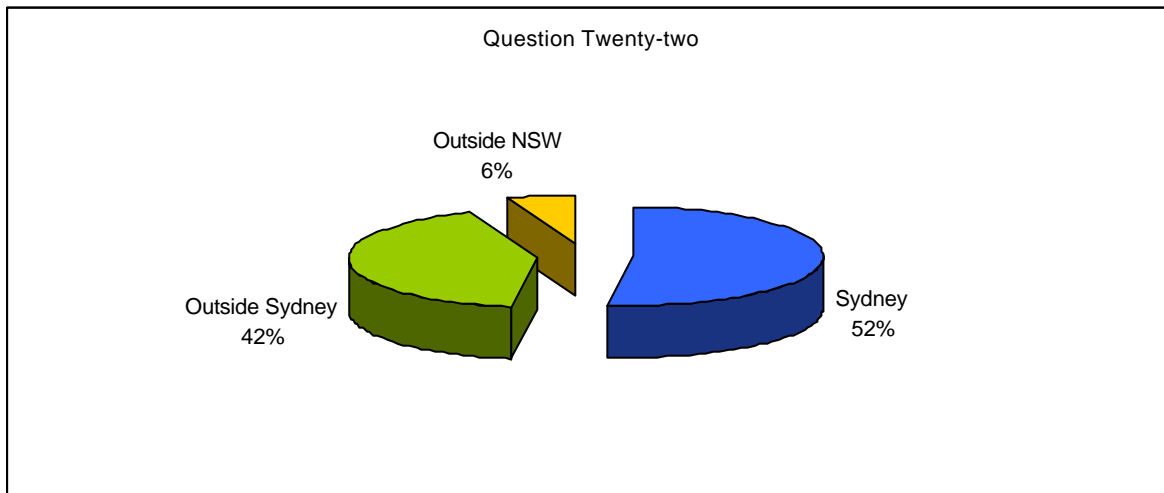


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21. Age group of survey participants

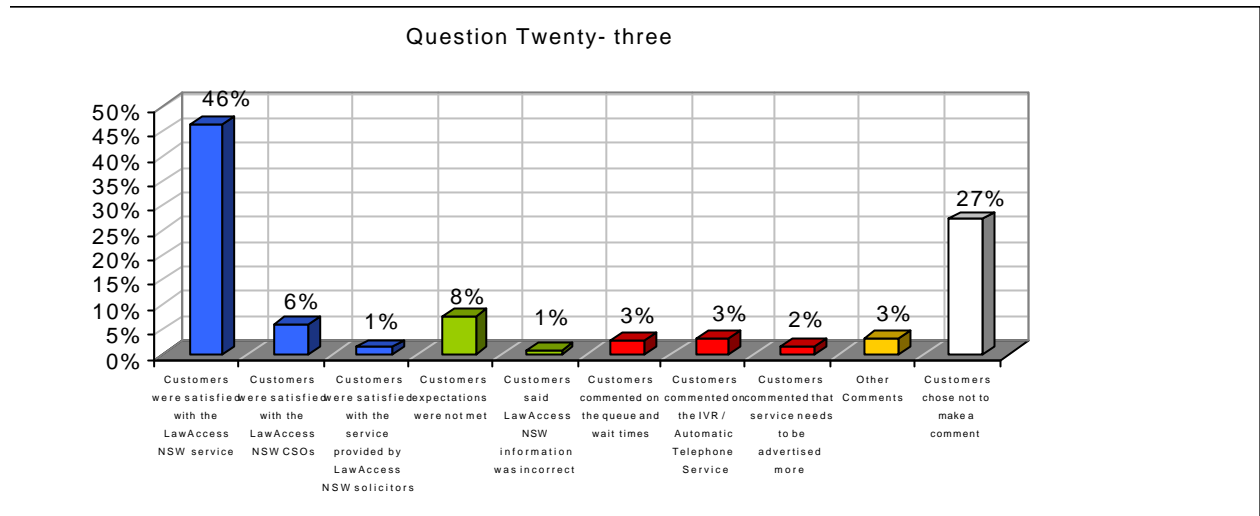


22. Origin of calls in Survey Week

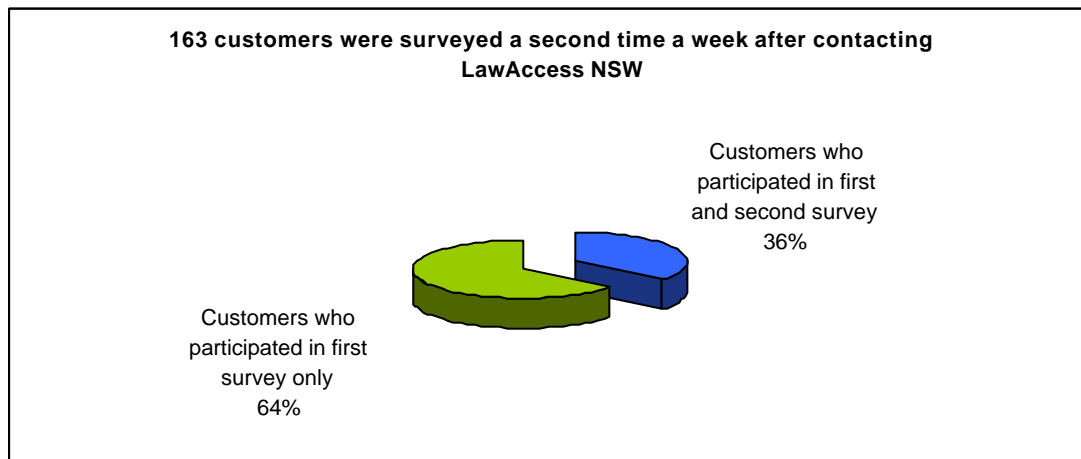


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23. Customer comments about LawAccess NSW (according to themes)



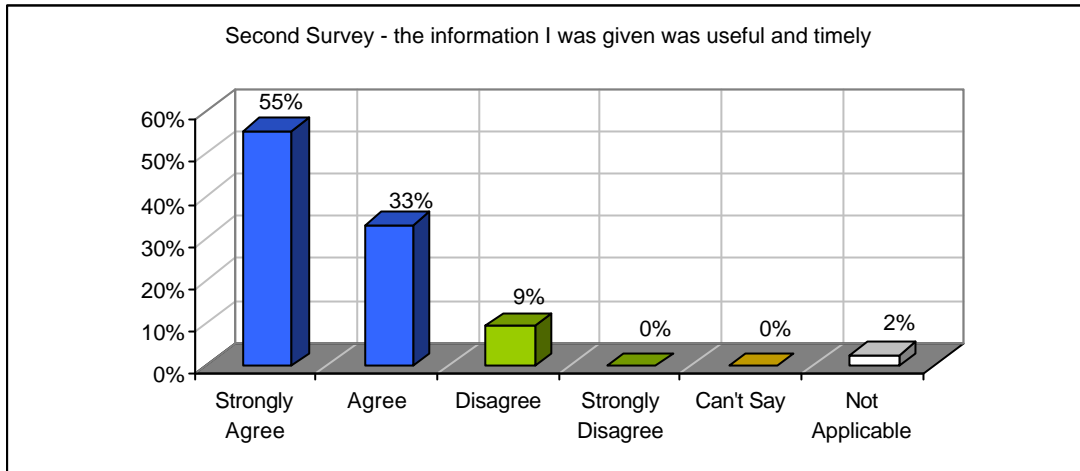
Responses from customers who participated in the Second Survey



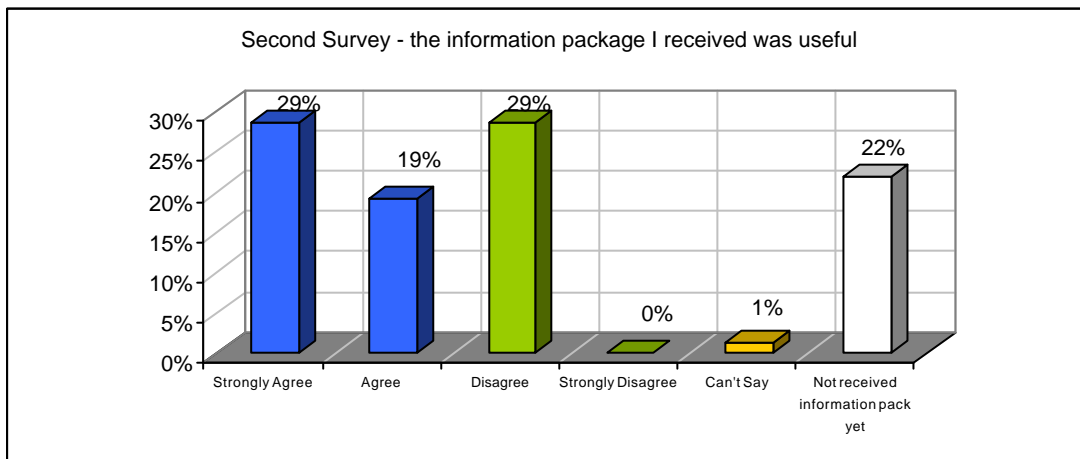
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Question 1 Comments from customers (surveyed one week later) about their experience after they had telephoned LawAccess NSW

1(a) The information I was given was useful and timely

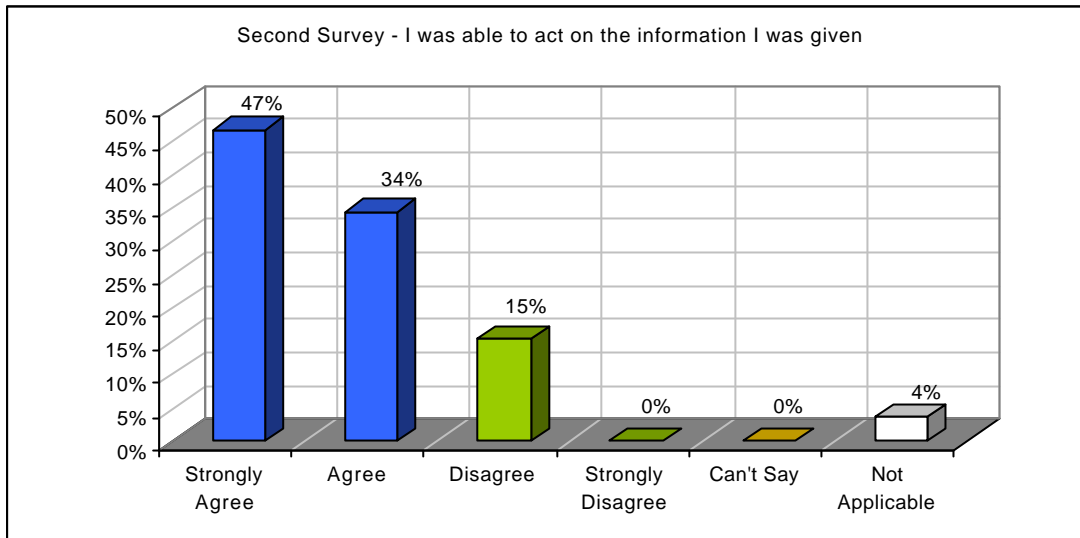


1(b) The information package I received was useful

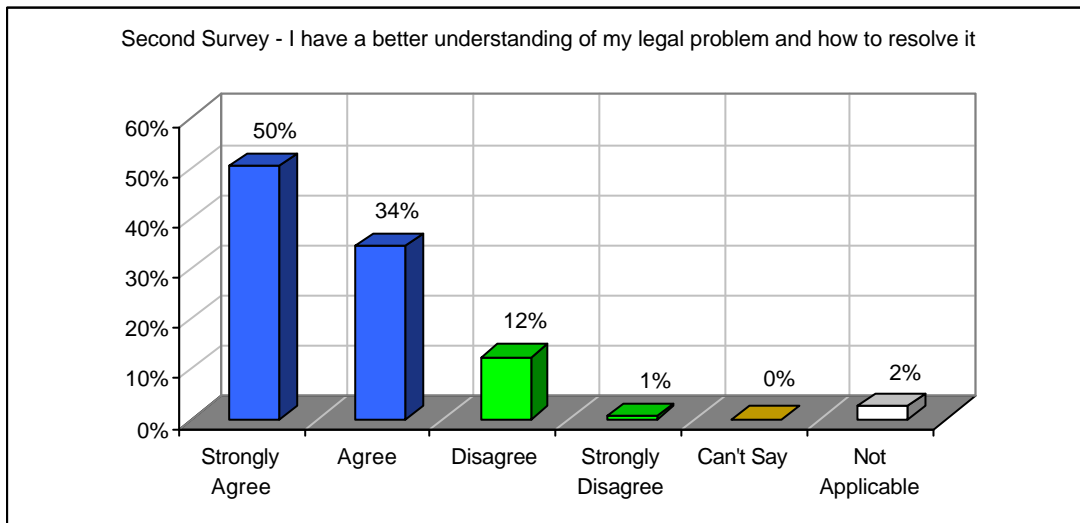


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1(c) I was able to act on the information I was given

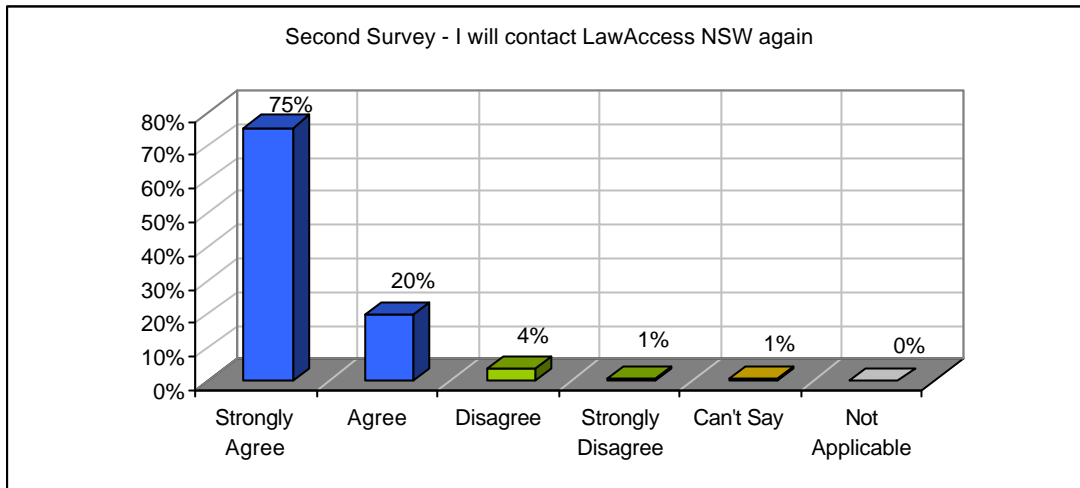


1(d) I have a better understanding of my legal problem and how to resolve it

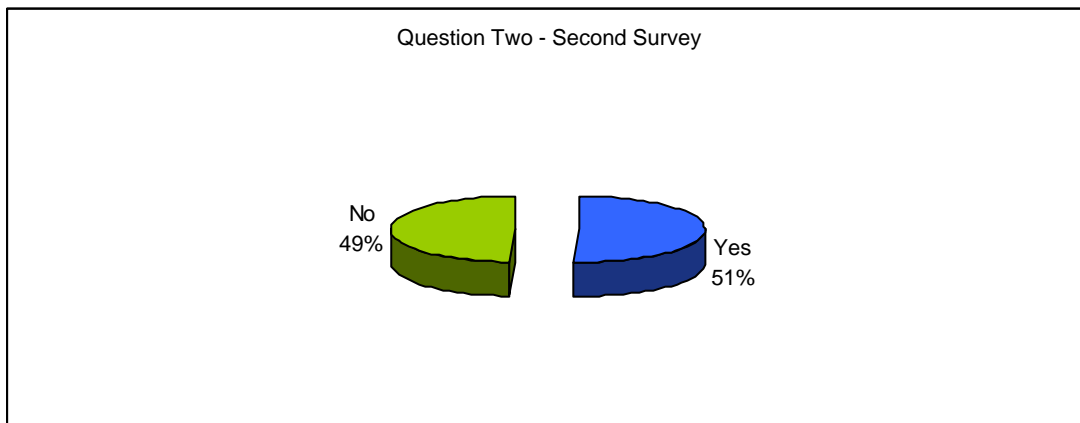


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1(e) I will contact LawAccess NSW again when I have a legal question

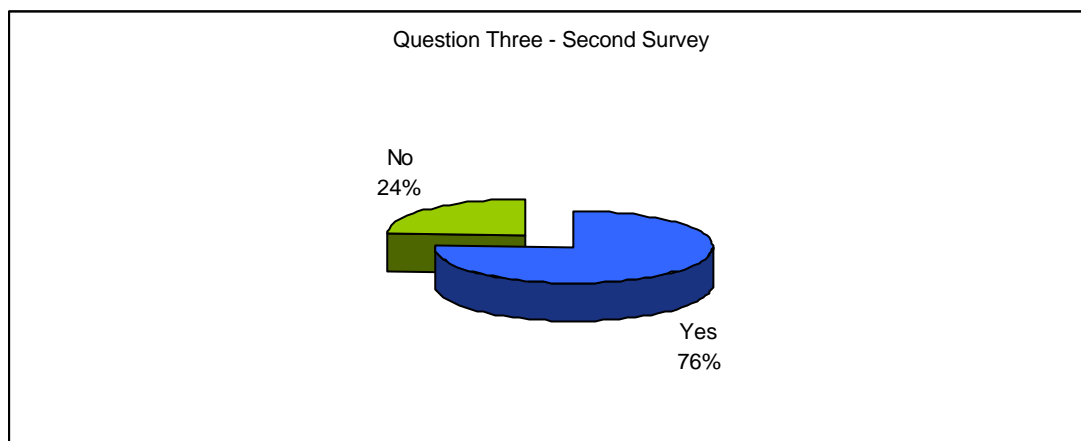


Question 2 Were you referred to another organisation to get further information or assistance?



Question 3 Have you been able to contact the organisation you were referred to?

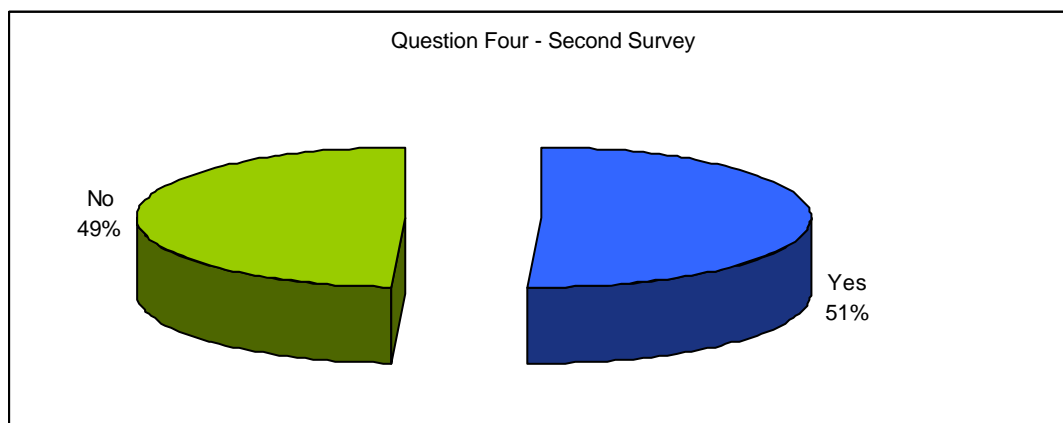
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Summary of customer comments where the customer has been referred to an Assistance Service:

- **Customer has not yet contacted the organisation** eg she needs to travel to the city (296), No opportunity to do so (287), Hours not suitable (271), haven't contacted barrister yet (424).
- **Customers have contacted the organisation** and is awaiting more information, eg waiting for legal aid to answer (407), awaiting information from LawAccess NSW (293)
- **Customer tried to contact the organisation** with limited success, eg no one answered the phone (419), Hours not suitable (271), Can't until further facts are known (276), Will pay for private legal assistance (297).

Question 4 Was the organisation you were referred to able to assist you?



Summary of customer comments about the assistance received from Assistance Services:

- **Customer has not yet contacted the organisation** eg Not yet. Hours difficult but will contact (271), No contact made as yet (339)

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- **Customer has contacted the organisation** and is awaiting more information/appointment, eg Still waiting for info (319), Have appointment (331), haven't got the form from OLSC yet (422), Waiting for Police to get back (311)
- **Customer tried to contact the organisation** with limited success, eg Solicitor said he acted for Council so did not want to act for customer. Will get another solicitor (285), still waiting to be contacted (435), Came to a dead end as she does not know where the father of the kids is (313)

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