

2010



IMMIGRATION NEW ZEALAND ANNUAL CUSTOMER SATISFACTION SURVEY JUNE 2010 SUMMARY OF KEY FINDINGS



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Department of Labour
TE TARI MAHI



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Summary of Key Findings

Acknowledgements

The Department of Labour acknowledges Christine Palmer of Premium Research for her analysis of the data.

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Department of Labour
PO Box 3705
Wellington
New Zealand
<http://dol.govt.nz>

For information on this report, contact:
Penny Stock
IMSED Research
Department of Labour

For Immigration Research visit
<http://immigration.govt.nz/research>

ISSN 2230-2530

1. PURPOSE

This report provides a summary of the key findings from the 2010 Immigration New Zealand (INZ) Customer Satisfaction Survey. This report contains information on the strength of INZ's relationship with customers, customer satisfaction with various aspects of service, identified service improvement priorities, and knowledge about and satisfaction with information on life in New Zealand. Due to a change in methodology and questionnaire in 2009, the 2009 results are the new baseline which this years results have been reported against.

2. BACKGROUND

Since 1996 the Workforce Group of the Department of Labour has undertaken an annual Customer Satisfaction Survey (previously called the Global Visa and Permit Survey). The purpose of this survey is to assist in evaluating and improving the level of customer service provided by INZ branches worldwide in relation to its visas and permits business. This includes providing clear direction on areas requiring improvement.

The objectives of the survey are to:

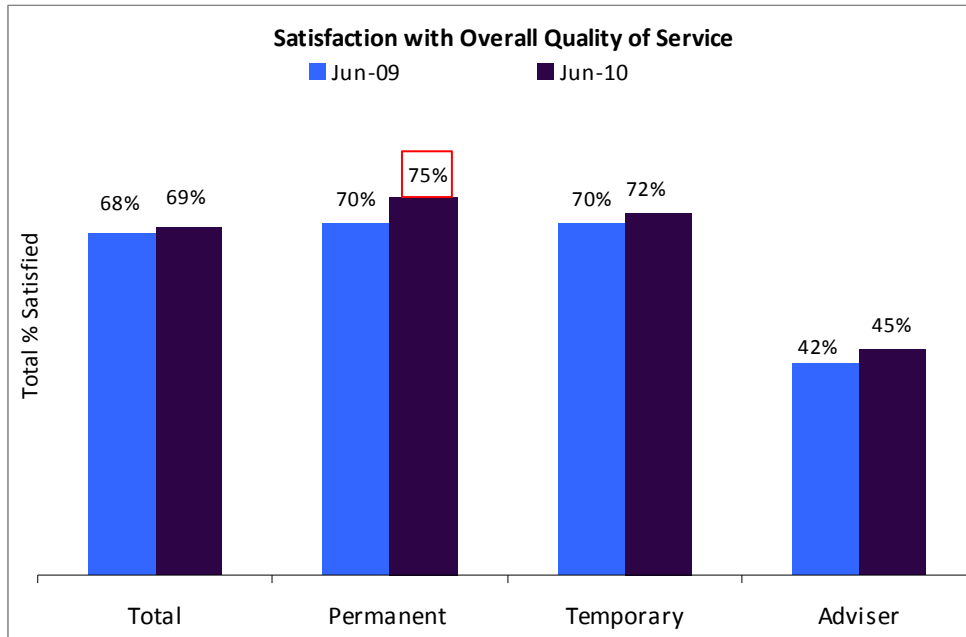
- determine whether customers are more or less satisfied with INZ's service overall at both a global and branch level
- determine whether customers are more or less satisfied with specific elements of service delivery
- determine what changes there have been, if any, in customer service delivery priorities.

3. KEY FINDINGS

Satisfaction with overall quality of service

Sixty-nine percent of customers were very satisfied or satisfied with the overall quality of the service they received. This result was similar to the 2009 result; however, permanent residence applicants rated their satisfaction as higher in 2010 than in 2009.

Figure 1: Satisfaction with overall quality of service by customer type



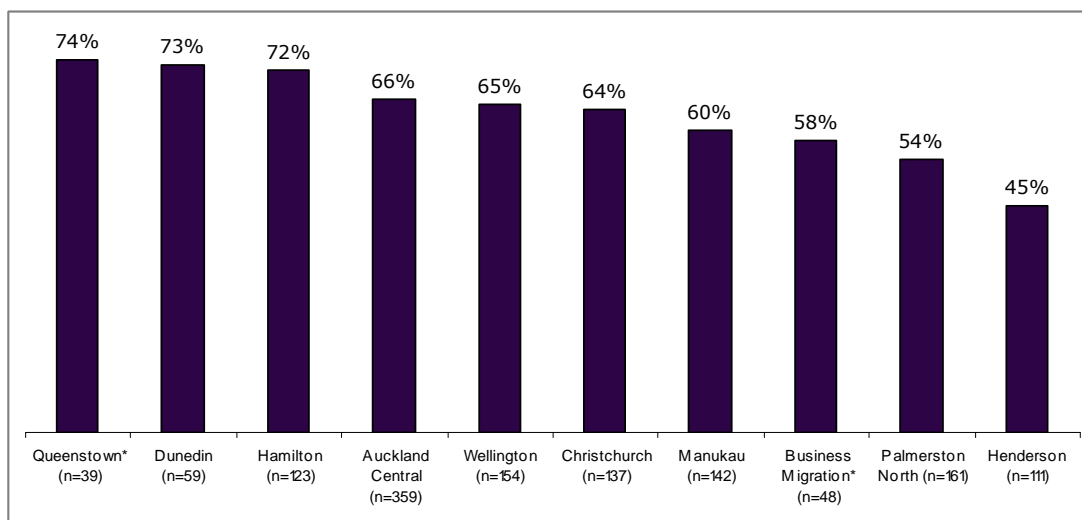
 = statistically significantly higher result compared to the June 2009 survey (at 95% confidence)

Satisfaction with overall quality of service by location of branch

In past surveys, offshore customers have consistently been more satisfied than onshore customers. This trend continues with 75 percent of offshore customers being satisfied or very satisfied with the overall quality of INZ's service compared with 69 percent of onshore customers.

The highest onshore branch results were Queenstown, Dunedin and Hamilton. The lowest rating onshore branches were Henderson and Palmerston North Student branch.

Figure 2: Satisfaction with the overall quality of service by onshore branch



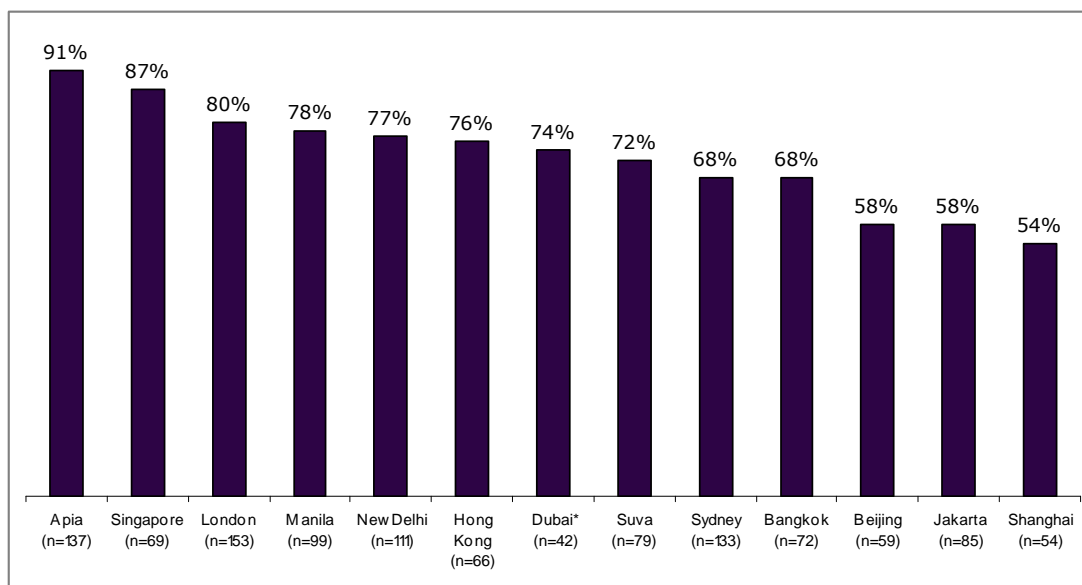
Base: Total sample (applicants and advisers)

* Caution: Small sample size of less than n=50 - results indicative only.

Results for the Pacific Division are not shown due to the very small sample size for this branch.

Offshore branch results also show variation in satisfaction levels, ranging from 91 percent for Apia down to 54 percent for Shanghai.

Figure 3: Satisfaction with the overall quality of service by offshore branch



Base: Total sample (applicants and advisers)

* Caution: Small sample size of less than n=50 - results indicative only.

Results for Nuku'alofa and Moscow are not shown due to very small sample sizes.

Results for Apia and Jakarta may not be directly comparable to other branches due to a different methodology.

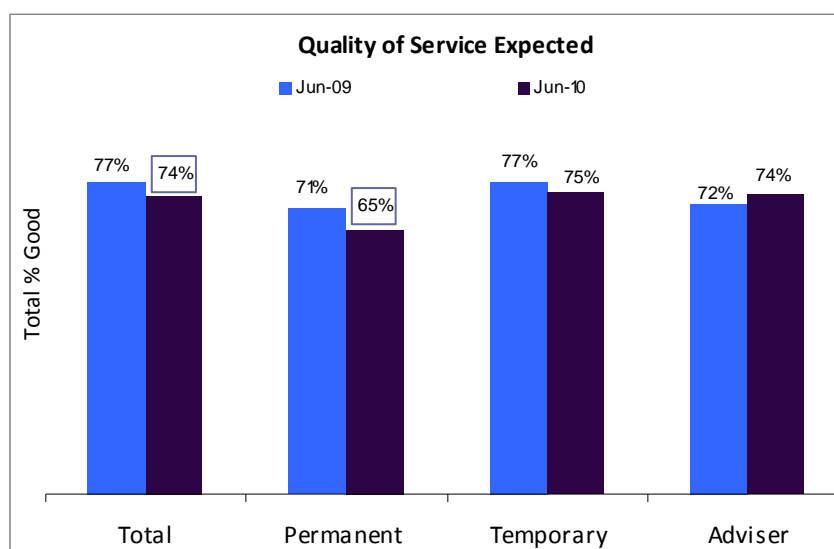
Bangkok is the only branch to show a statistically significant change compared to 2009 (up from 48 percent satisfied to 68 percent).

A higher proportion of advisers within a sample tends to result in lower overall satisfaction ratings. Branches that had the highest proportions of advisers were: Business Migration (73% advisers), Henderson (66%), Beijing (54%), Manukau (51%) and Shanghai (39%). The lower satisfaction scores evident for these branches are a reflection of the lower satisfaction level of advisers.

Meeting service expectations

All respondents were asked what quality of service they expected before going to INZ. In total, 74 percent of customers reported they expected the service to be either very good or good, down three percentage points from 2009.

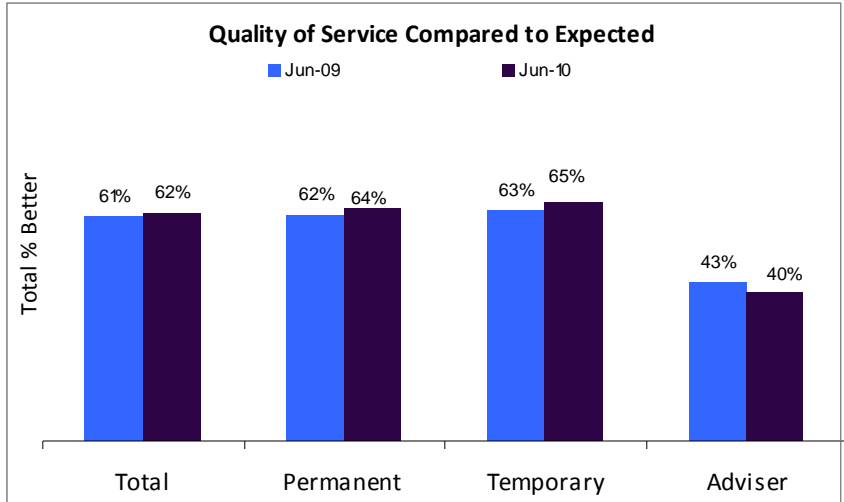
Figure 4: Quality of service expected before going to INZ



= statistically significantly lower result compared to the June 2009 survey (at 95% confidence)

All respondents were asked how the service they got from INZ compared to what they had expected. In total, 62 percent of applicants reported that the service was much better or better than they expected, similar to the 2009 result.

Figure 5: Quality of service compared to that expected



Performance service measures

All five performance service measures were regarded as important or very important by more than three-quarters of customers. Customers were also asked whether they agreed with the statements and all five measures showed lower agreement ratings, indicating there are gaps between expectation and delivery.

Table 1 below shows both the importance and agreement ratings as well as the gap between the two.

Table 1: Importance, agreement and performance gap for the five core performance service measures

	Importance*	Agreement^	Performance Gap ¹
I was treated fairly	91%	74%	17%
Staff were competent	88%	63%	25%
My individual circumstances were taken into account	87%	63%	24%
Staff did what they said they would	86%	63%	23%
This is an example of good value for tax dollars spent	79% ²	56%	23%

* regarded as important or very important

^ agreement or strong agreement

Importance ratings are similar to 2009 with three measures decreasing by just 2 percentage points (treated fairly, staff did what they said and individual circumstances taken into account).

Performance ratings are similar to 2009 with three measures showing an increase by 4 percentage points each (treated fairly, individual circumstances and example

¹ Performance gaps are the gap between the percentage of customers rating each aspect as 'important/very important' and the percentage of customers 'agreeing/strongly agreeing' that INZ provided this aspect of service.

² We would expect this to be rated lower as it is a social measure rather than an individual measure.

of good value) and one measure decreasing by three percentage points (staff did what they said they would).

Three of the five performance gaps show a small improvement since 2009 (being treated fairly, taking individual circumstances into account and an example of good value for tax dollars spent).

Service performance and improvement priorities

In addition to the core customer satisfaction measures, performance on a range of service areas was collected. The top priorities for service improvement are timely application processing, being kept informed on expected timeframes, and being able to easily access accurate information and advice from INZ staff. These priorities are similar to 2009, with adviser priorities unchanged and permanent residence applicants less concerned about timeliness.

Table 2: Largest service gaps by customer type

Service Gaps	Permanent	Temporary	Advisers
Easy to find what I was looking for on the website	✓	●	
Staff went the extra mile	✓	✓	
Received consistent information and advice	✓	✓	✓
Staff acknowledge and fix their mistakes	●	●	
INZ made me feel welcome	●		
Staff returned phone messages/emails		✓	
Able to get through to staff without difficulty		✓	✓
Kept up to date with how long application would take to process	✓	●	✓
Application was processed within reasonable time	✓		✓
Application decision delivered in timeframe I was told			✓

* Service priorities have been identified based on the top 5 attributes that have the largest gap between rated importance and performance.

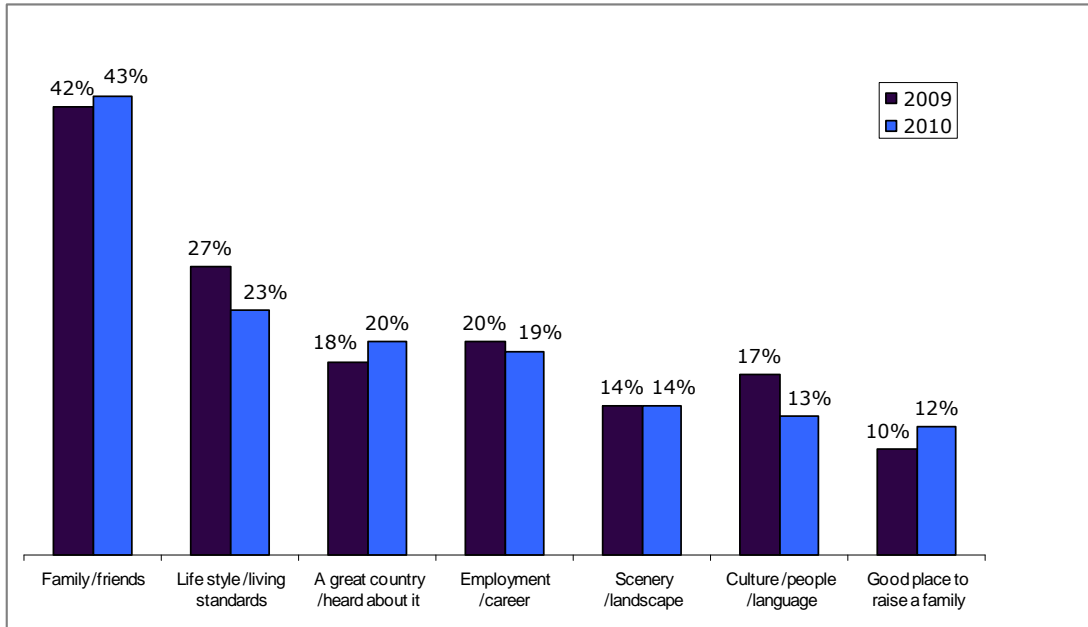
- Service priority in 2010
- ✓ Service priority in 2009

Note: 'Staff acknowledge and fix their mistakes' is a new measure in 2010.

Reasons for choosing to visit or move to New Zealand

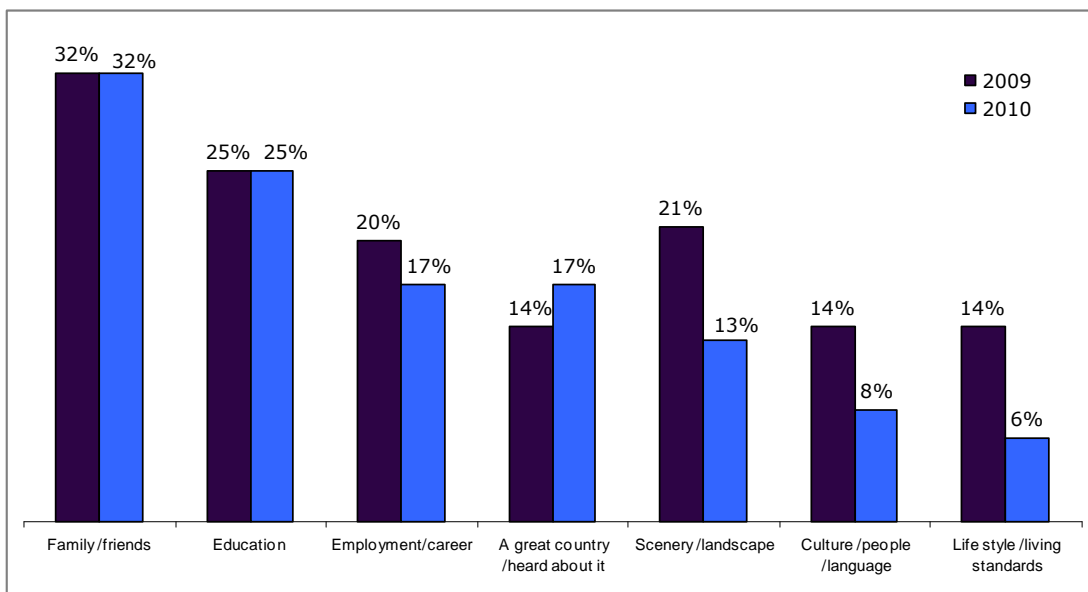
As in 2009, family and friends is the main reason for permanent residence applicants choosing New Zealand followed by lifestyle and living standards.

Figure 6: Main reason for choosing New Zealand for Permanent Residence Applicants



Family and friends are also the main reason for choosing New Zealand among temporary applicants. Education is the second most common reason.

Figure 7: Main reason for choosing New Zealand for Temporary Applicants



Information on life in New Zealand – before making application

Knowledge about New Zealand

Over three quarters (77 percent) of permanent residence applicants reported they knew what life in New Zealand would be like. Fewer temporary applicants (63 percent) reported this. Both of these proportions are up slightly compared to 2009 results.

Whilst around half of both permanent residence applicants (53 percent) and temporary applicants (51 percent) reported they found information on life in New Zealand to be easy or very easy to find, there were some aspects of life in New Zealand that were found to be difficult to obtain information about.

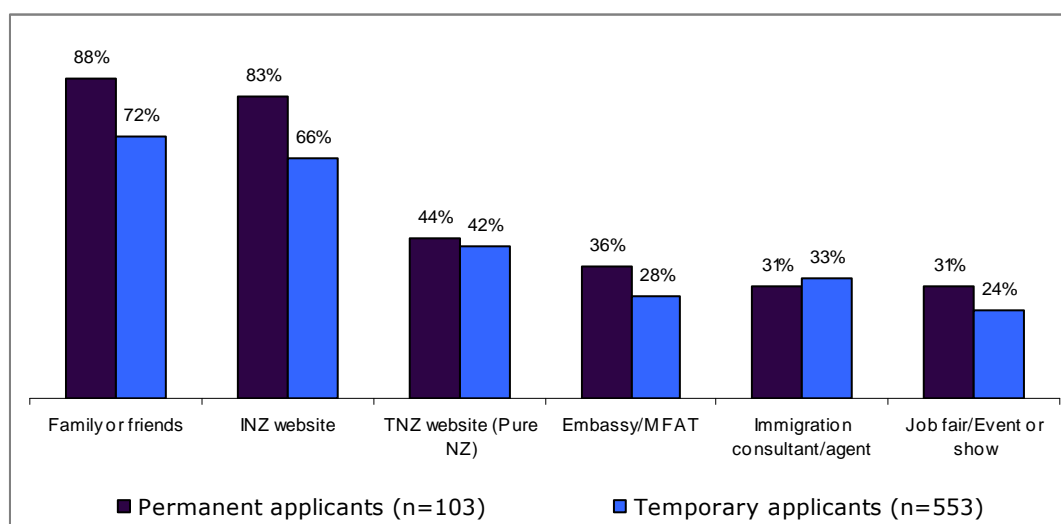
Aspects of life permanent residence applicants found most difficult to obtain information about were employment and business opportunities (15 percent), followed by economy/cost of living (12 percent) and the health system (10 percent).

The aspects of life temporary applicants found most difficult to obtain information about were employment and business opportunities (9 percent), followed by culture/people/language (7 percent) and lifestyle/standard of living (6 percent).

Sources of information

The importance of the INZ website remains high. The INZ website was second to only friends and family as the most frequently used information source about life in New Zealand for both permanent residence and temporary applicants. The Tourism New Zealand website is the third most used information source, used by around four in ten applicants.

Figure 8: Information sources used before making application



Base: Applicants who knew little about what life in NZ would be like

All sources continue to be rated as useful by the vast majority of permanent residence applicants (75% or more) with the INZ, NZ Now and TNZ websites being rated almost as highly as friends and family.

INZ information

Fifty-eight percent of permanent residence applicants received information about life in New Zealand directly from INZ, down from 66 percent in 2009. The number of temporary applicants receiving information about life in New Zealand from INZ, 22 percent, was also down from 2009 when it was 29 percent.

INZ information was rated highly in terms of covering the application process and for being accurate and high quality, but was only moderately rated for encouraging applicants to come to New Zealand and providing sufficient details about life in New Zealand.

Information on life in New Zealand – after making application

Information sources

The information source most used by permanent residence applicants after deciding to make an application was friends and family living in New Zealand (64 percent). The INZ website (55 percent), news/media (37 percent) and migrant websites/blogs (23 percent) were the other commonly used sources.

The information source most used by temporary applicants after deciding to make an application was friends and family living in New Zealand (56 percent). The INZ website (39 percent) and news/media (31 percent) were the other commonly used sources.

All information sources were rated as being valuable by at least 9 in 10 permanent residence applicants who used them. Temporary applicants also rate the information sources they have used highly with just two sources falling below a 90 percent rating (Ministry Of Health and Inland Revenue websites).

INZ publications

Around four in ten permanent residence applicants received 'A Guide for Migrants'. The number of permanent residence applicants receiving 'Welcome to New Zealand' has fallen to 25 percent compared to 40 percent in 2009. The Linkz magazine and Assistance from Settlement Support New Zealand were received by less than 10 percent of residence applicants.

All four settlement sources rate highly among those who used them, with around nine in ten permanent residence applicants rating these as useful.

Knowledge about New Zealand

Once those taking up residence had arrived in New Zealand, some still had trouble finding information. Although 34 percent had no problems finding information, others reported having difficulty finding information on:

- employment/business/careers information: 10%
- government laws/assistance: 6%
- the health system: 5%
- accommodation: 5%
- economy/cost of living: 5%.

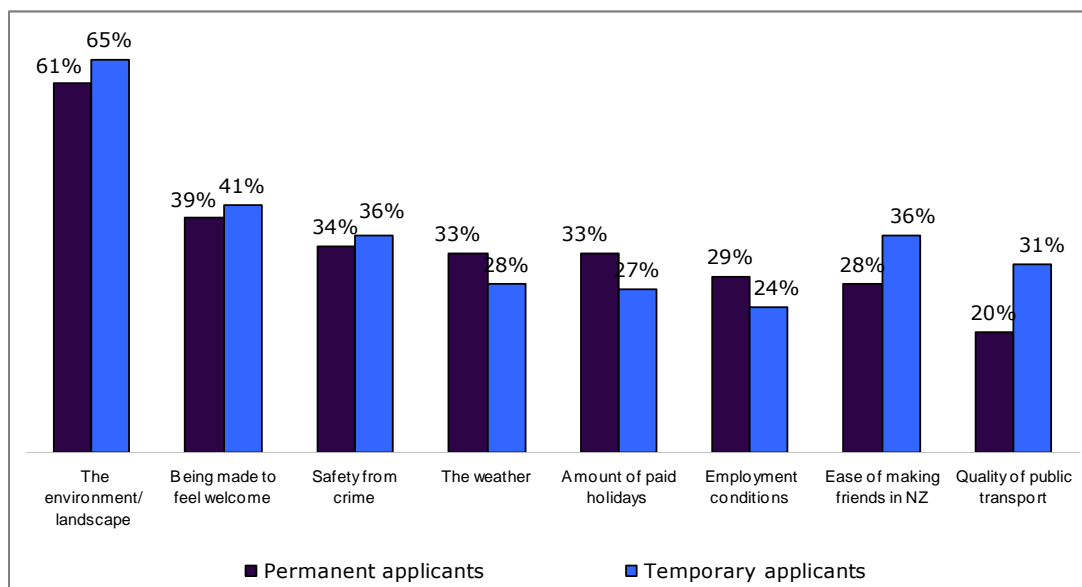
Temporary applicants also had some trouble finding information. Although 38 percent had no problems finding information, others reported having difficulty finding information on:

- employment/business/careers information: 10%
- immigration/visa/permits/customs: 4%
- lifestyle/standard of living: 4%
- economy/cost of living: 4%.

Meeting expectations of New Zealand

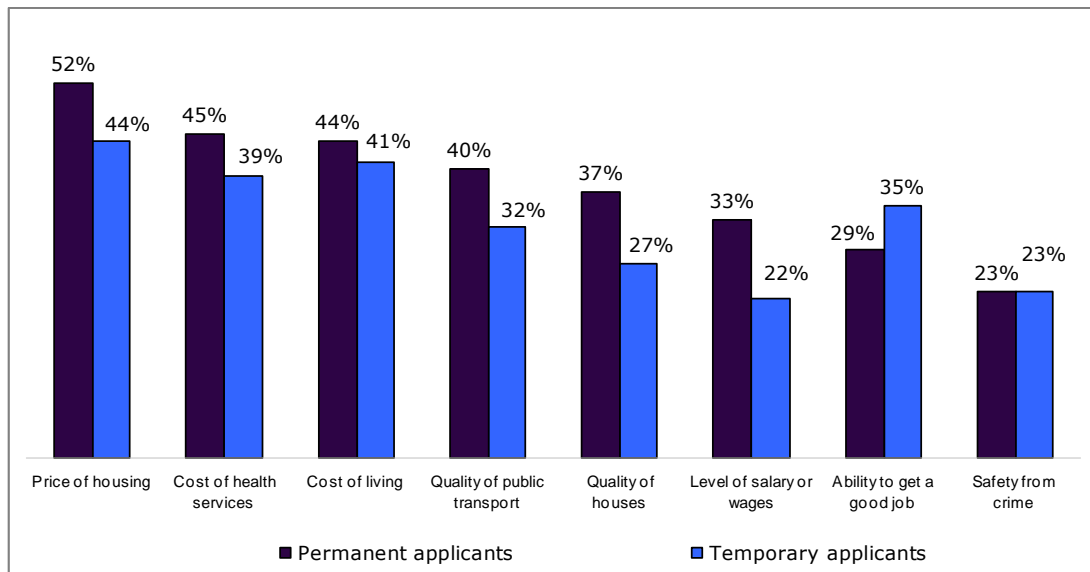
When asked whether a list of statements about life in New Zealand were better, worse or about the same as expected, applicants overall rated the environment or landscape as most likely to exceed expectations. In 2009, temporary applicants' overall were more likely than permanent residence applicants to have their expectations exceeded. In 2010, however, the two customer groups are similar. The top three aspects exceeding expectations were the same as among permanent residence applicants.

Figure 9: Aspects of life in New Zealand that most exceeded expectations among applicants



Temporary applicants were less likely than permanent residence applicants to rate aspects as worse than expected. However, both groups rated the same three aspects as worse than expected.

Figure 10: Aspects of life in New Zealand that least met expectations among applicants



APPENDIX 1: METHODOLOGY

The survey is contracted out to an external research supplier. Premium Research was contracted to undertake the 2010 Global Visa and Permit Survey.

The survey is made up of three (similar) online self-completion questionnaires for each of the following customer groups:

- Permanent residence applicants
- Temporary and Returning Resident's Visa (RRV) applicants
- Immigration advisers.

Previously the GVPS has been undertaken using paper-based questionnaires which were distributed to customers with their application decision by visa and permit branch staff. The 2009 and 2010 surveys used a new questionnaire and online methodology.

However, in 2010, the online survey was augmented with paper surveys for two branches (Apia and Jakarta) due to very low responses achieved via the online methodology in the 2009 survey.

Core to the questionnaire for the 2010 survey is the Common Measurements Tool (CMT), as advocated by the State Services Commission. The CMT is a set of survey questions and scales that allows organisations/agencies to measure client satisfaction and identify service delivery improvements for service users. By using a common set of questions, agencies will be able to compare their performance with other organisations/agencies, with the Kiwis Count national survey and also measure how they are progressing over time.

Distribution of the online surveys was centralised and managed by Premium Research.

Emails were sent to all customers on the list explaining the purpose of the survey and including a 'click here' link to the questionnaire. Covering emails were in English, and for applicants, a link to the survey in English and seven other languages³ was provided.

Surveying took place between 24 May and 8 June 2010.

A total of 27 branches were included in the 2010 survey. These comprised of the same branches as in 2009, with the removal of Taipei.

The sample

The Department provided Premium Research with a list of customers to be surveyed across 27 visa and permit branches. This list was comprised of both applicants and advisers who:

³ Chinese (Simplified and Traditional), Indonesian, Samoan, Tongan, Russian – Cyrillic and Thai.

- had received a decision on an application in the six weeks prior to survey fieldwork commencing (12 April to 21 May 2010); and
- had personal email addresses included in their contact details.

Weighting

Total results – Applicant data has been weighted to reflect the real distribution of applicants by branch. Permanent residence, temporary and adviser data has then been combined and a second layer of weighting applied to reflect the real distribution of customers by customer type (permanent residence, temporary and adviser).

Permanent residence and temporary Applicant results – data has been weighted by branch to reflect the real distribution of applicants by branch.

All adviser data has been reported unweighted. Region data and individual branch results have been reported unweighted. All sample base sizes shown within this report are unweighted.

Response rate

A total of 2,091 surveys were completed, equating to an overall response rate (excluding ineligible responses) of 31 percent. The response rate in 2009 was 32 percent. Of the 1,958 applicants who responded, 4 percent had had their application declined.

