

NEW ZEALANDERS'
EXPERIENCE
RESEARCH PROGRAMME



Kiwis Count 2009:

New Zealanders'
satisfaction with
public services

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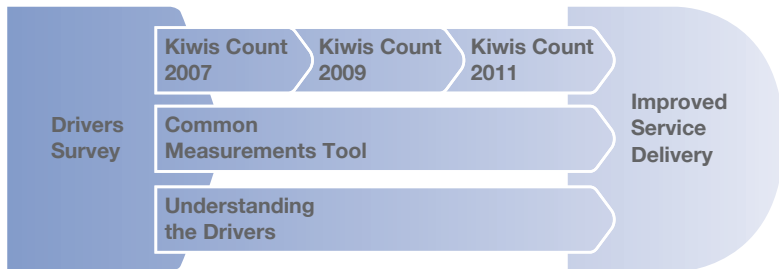
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1 Introduction

In 2007, for the first time, the State Services Commission asked a large number of New Zealanders about their experiences and their views of public services. Known as the *Kiwis Count* survey, this provided rich information on how New Zealand's public services were performing in the eyes of the people who use them. In 2009, the survey was run for a second time. Both times, an independent company collected the survey data.

Kiwis Count is part of wider research, the *New Zealanders' Experience Research Programme* (NZE), which is designed to find out how New Zealanders experience public services and to develop tools through which services can improve.

NEW ZEALANDERS' EXPERIENCE RESEARCH PROGRAMME



Kiwis Count is based on *Citizens First*, a Canadian Government project that measures satisfaction and identifies areas for improvement in public services. In this report, public services means all services provided by the government and includes central and local government services, tertiary institutions, schools and hospitals.

In 2007, *Kiwis Count* compared New Zealanders' experiences of public services with those of Canadians, providing us with a valuable benchmark against a recognised leader in citizen-centred public services.

In 2009, the international comparison is still relevant, but even more useful is seeing what progress has been made in New Zealanders' experiences in the two years since the first survey.

While it is interesting to understand how New Zealanders experience public services, the real value of *Kiwis Count* is the insight it provides into how services can be improved. *Kiwis Count 2007* gave rise to a number of initiatives across the public service which would have contributed to the areas of improvement shown in the 2009 results. In the same way, government agencies will use the 2009 data to assist with further service enhancements.

The 2009 survey was completed by 3,724 people, slightly more than in 2007. Interestingly, the proportion choosing to complete the survey online in 2009 was more than double that of the earlier survey.

This booklet is a summary of the findings of the 2009 *Kiwis Count* survey. It tracks changes from the 2007 results and talks about what can be done to further improve public services for New Zealanders. Through this report results from 2009 are compared with those from 2007. Some, but not all of the changes between the two surveys are 'statistically significant'. Statistical significance is the test used to determine whether a change might have occurred by chance or not. A result that is statistically significant is unlikely to have happened by chance. In this report any change that is described as 'significant' is a meaningful change and one that meets the test for statistical significance.

2 Highlights

Service quality is improving

- New Zealanders experienced a small improvement in service quality from public services overall in 2009 compared to 2007.
- Nine services had significant increases in service quality while four services had significant decreases.

Trust in public services is improving

- New Zealanders trusted public services more in 2009 than they did in 2007.
- New Zealanders indicated higher levels of trust when asked about their own experiences, rather than their perceptions, which can be influenced by family, friends or the media.

We know what New Zealanders want from their dealings with public services

- *Kiwis Count 2007* and 2009 show that we consistently value the same things in public services.
- New Zealanders want their expectations met, they want the staff they deal with to be competent and to keep their promises, they want to be treated fairly and to have their individual circumstances taken into account, and they want to feel that services are providing good value for their tax dollars.

New Zealanders use a range of ways to find information about and to access public services

- Internet is the most popular way to look for information about public services, although telephone is still widely used and people prefer to carry out transactions in person.
- Making online services user-friendly, providing follow-up confirmation to avoid misunderstandings, protecting privacy and improving online security could encourage greater use of online services.

3 What New Zealanders value about public services

In order to assess how well public services are performing, we need to understand what New Zealanders value in their public services.

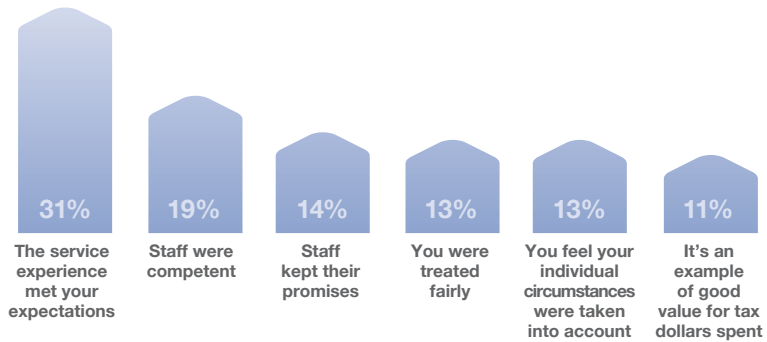
Satisfaction

In both 2007 and 2009, researchers asked what aspects of New Zealanders' experience with public services were the most important contributors to their overall satisfaction or dissatisfaction. These are called the 'drivers' of people's satisfaction with public services. Across both surveys, two things stood out.

- The most important single contributor to satisfaction was that *the service experience met your expectations*. Expectations include being listened to, being treated in a friendly and understanding way by knowledgeable and competent staff, and having a sense that the process was focused on finding a solution.
- The process, that is how people had been treated during the service experience, had a greater impact on their satisfaction than the outcome. People who got what they wanted, but didn't like the way they were treated, were not satisfied.

Other important drivers of satisfaction were being assisted by competent staff who kept their promises, feeling you were treated fairly and having individual circumstances taken into account.

RELATIVE CONTRIBUTION OF DRIVERS OF SATISFACTION WITH PUBLIC SERVICES



Trust

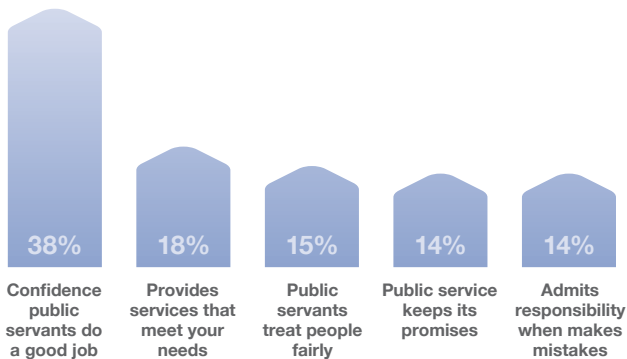
Public services need to be trusted to be effective. In order to improve public services it is essential to know what it is about services that promotes trust.

Research in 2007 identified these as the main ‘drivers’ that influence trust in public services:

- You have confidence that public servants do a good job.
- The public service provides services that meet your needs.
- Public servants treat people fairly.
- The public service keeps its promises – that is, it does do what it says it will do.
- The public service admits responsibility when it makes mistakes.

Of these, the most important influence on trust in public services is having confidence that public servants do a good job.

RELATIVE CONTRIBUTION OF DRIVERS OF TRUST IN PUBLIC SERVICES



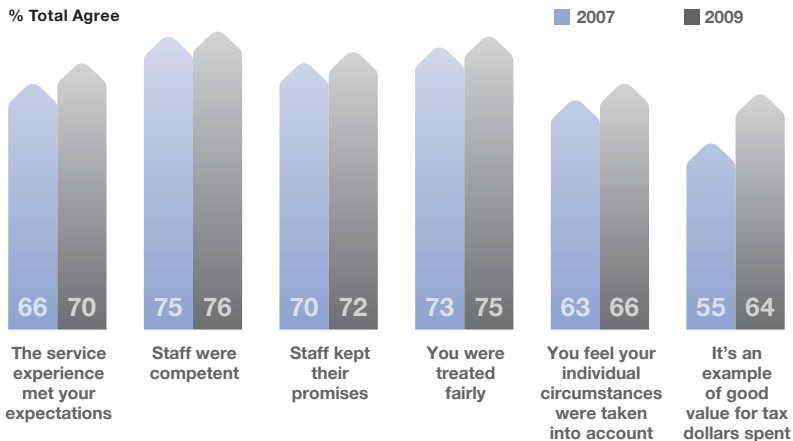
4 Overall performance

The overall quality score for public services in 2009 was 69, a small but significant improvement over the 2007 score of 68. A small improvement is a good result given the challenging environment public services were operating in – a change in government, a global financial crisis and an influenza pandemic, among other things.

The *Kiwis Count* survey data has been analysed to produce a single service quality score. However, there is no one target score which can give confidence that public services are meeting the needs of those who use them. More important is the comparison of scores across the years to give an indication of whether or not New Zealanders' experience with public services is improving.

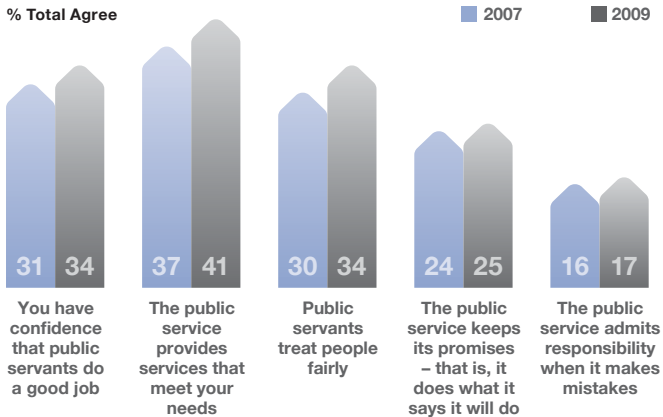
There was some improvement across all the drivers of satisfaction but two areas made particularly significant improvement. In 2009, people were more likely to say that the service was an example of good value for tax dollars spent, and to agree that the service met their expectations.

PERFORMANCE OF PUBLIC SERVICES ON DRIVERS OF SATISFACTION WITH SERVICE QUALITY, 2007 AND 2009



As can be see below, people expressed more trust in public services in 2009 than two years before. 2009 saw an improvement in all the elements of trust, with most progress being in made in the areas of *'public services that meet your needs'*, *'public servants treat people fairly'* and *'confidence that public servants do a good job'*. Around 3% more people agreed with the three statements above in 2009 than in 2007.

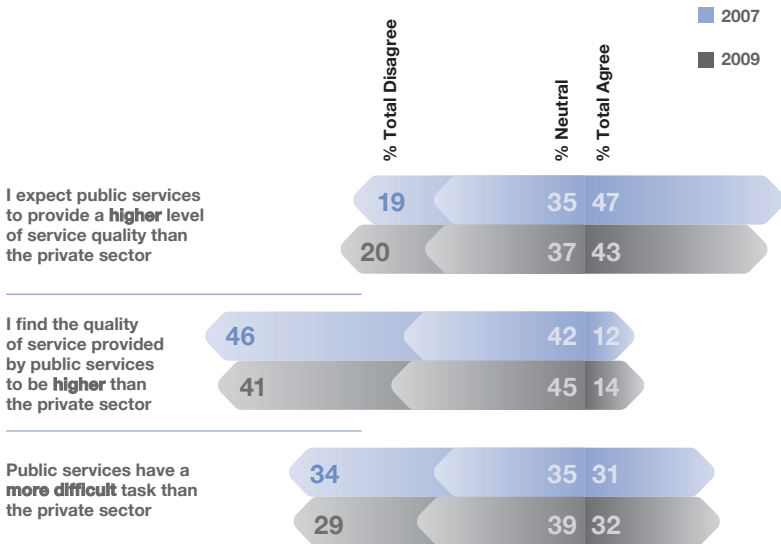
PERFORMANCE OF PUBLIC SERVICES ON DRIVERS OF TRUST, 2007 AND 2009



New Zealanders have high expectations of their public services and many expect public services to provide a higher service quality than the private sector. However, there was a slight softening of expectations between 2007 and 2009 with fewer people expecting a higher level of service from public services than from the private sector. 2009 also saw a slight increase in the proportion who found the quality of public services higher than that of private services.

Overall expectations remain very high. This is vital information since the most important driver of whether New Zealanders are satisfied with a public service is that the service experience met their expectations.

EXPECTATIONS OF PUBLIC SERVICES



5 How groups performed

Service groups

Kiwis Count looks at the service quality and performance of groups of services rather than of the individual government agencies that provide them. In 2007, 42 services were organised into nine service groups.

In 2009, a few little-used services were replaced with two more commonly used services, and a new group ‘border services’ was created. The 10 service groups in 2009, which still contained 42 services, were:

- Passports and citizenship
- Education and training
- Health
- Local government
- Environment and recreation
- Social assistance
- Border services
- Justice and security
- Motor vehicles
- Taxation and business.

In 2009, those who completed the *Kiwis Count* survey had, on average, used more than seven services each, more than the average use of those who completed the 2007 survey. Reported use was higher in almost every group of services.

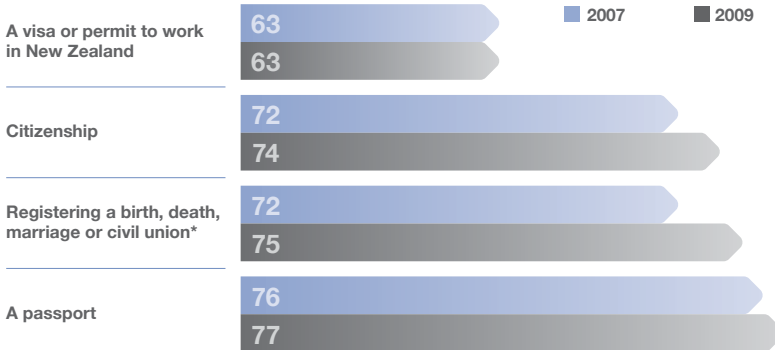
Some differences in service quality scores are to be expected. A decade of results from Canada shows that dealings with some services will always be more positive than dealings with others. We can all appreciate that sorting out tax obligations will never be as satisfying as visiting a national park. Interestingly, in Canada the services that began with the lowest quality ratings showed the greatest improvements, while services with higher ratings have had to work hard to maintain those ratings against rising expectations.

Passports and citizenship

Service quality scores in the Passports and Citizenship group were high in comparison with other service groupings and have improved since 2007. The overall service quality score in 2009 for the group was 75, a two point increase on 2007, and above the survey average of 69.

Three of the four services improved on their 2007 scores. However, the only significant improvement was in *registering a birth, death, marriage or civil union*. *A visa or permit to work in New Zealand* had the lowest score in the group in both 2007 and 2009.

SERVICE QUALITY SCORES PASSPORTS AND CITIZENSHIP GROUP



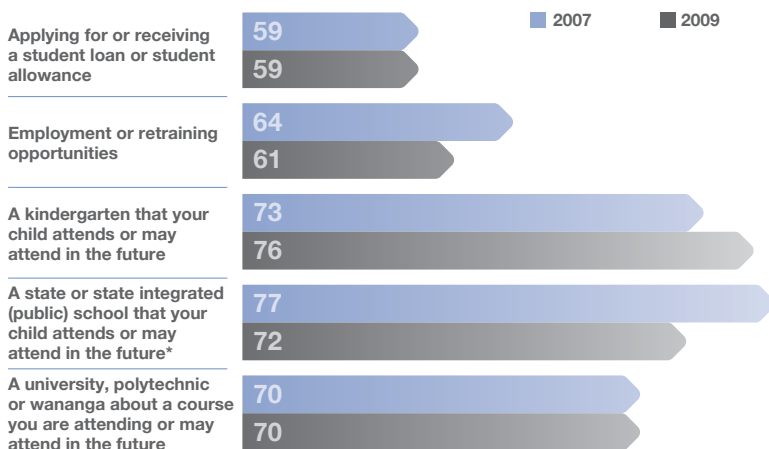
Satisfaction with passport and citizenship services compares well to Canada where satisfaction with these services has fluctuated over the years their Citizens First survey has been run.

* Service with statistically significant change in service quality score between 2007 and 2009.

Education and training

The Education and Training group was one of only two service groups to have a lower overall service quality score in 2009 than in 2007. The score slipped from 69 in 2007 to 68 in 2009, just below the survey average. There was a significant decline in the service quality score for *a state or state integrated (public) school*, from 77 in 2007 to 72 in 2009. The scores for other services in this group remained fairly steady.

SERVICE QUALITY SCORES EDUCATION AND TRAINING GROUP



In comparison with Canada, New Zealand's tertiary institutions score well. However, while *public schools* in Canada have improved their ratings significantly over the last decade, results from the 2009 survey suggest that they are heading in the opposite direction in New Zealand. *Employment and retraining opportunities* scores declined a little in New Zealand between the two surveys as they have done in Canada, but the change in New Zealand is insignificant.

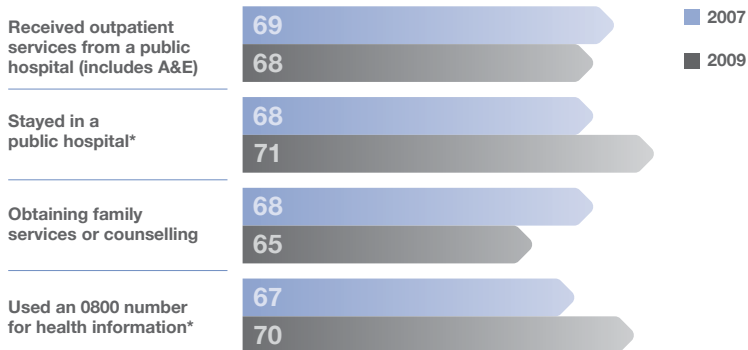
* Service with statistically significant change in service quality score between 2007 and 2009.

Health

In 2009, the overall service quality score for the Health group was 69, up from 68 in 2007. In both 2007 and 2009 the Health group had the same score as the average for all services.

Two services, *using an 0800 number for health information* and *staying in a public hospital*, improved their 2007 scores significantly. However, these positive results were offset by decreases in the other two services, *receiving outpatient services from a public hospital*, and *obtaining family services or counselling*. However, the declines are not significant.

SERVICE QUALITY SCORES HEALTH GROUP



* Service with statistically significant change in service quality score between 2007 and 2009.

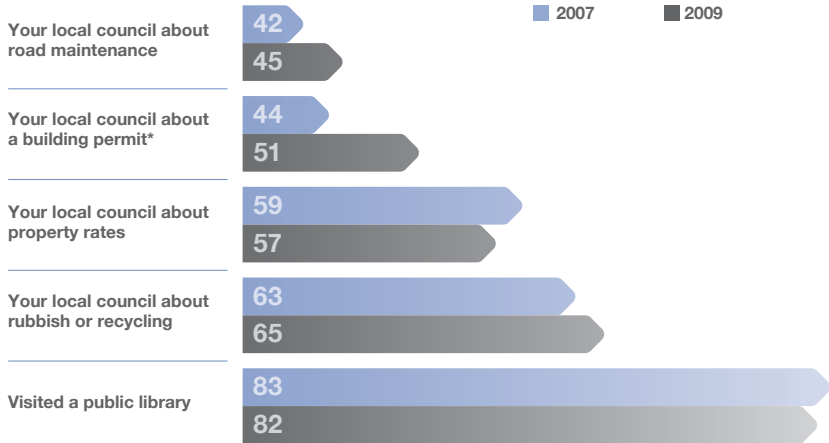
Canada has experienced a steady increase in service quality ratings for *using an 0800 number for health information* since this was first measured in 1998. It is pleasing to see that within just two years New Zealand is approaching the 2007 Canadian level of satisfaction with this service. However, unlike Canada where improvement in *obtaining family services or counselling* has also steadily improved, New Zealand saw a drop in this service quality score between 2007 and 2009 although the change is not significant. Satisfaction with public hospital services has been fairly stable in Canada over recent years whereas in New Zealand we have seen an improvement in scores for *inpatient services* and a decline in those for *outpatient services*.

Local government

While the focus of *Kiwis Count* is on services provided by central government, the single largest service grouping is Local Government. As previous research has shown, because many New Zealanders do not differentiate between services provided by central or local government, local government obviously has an important role to play in determining whether New Zealanders continue to experience improvements in the quality of public service delivery.

In 2009 the overall service quality score for the Local Government service group was 69, matching the survey average, and up on 68 in 2007. The only significant improvement was in the area of contacting or dealing with *your local council about a building permit*. A small improvement was also seen in dealing with *your local council about road maintenance*, and dealing with *your local council about rubbish or recycling*. Balancing these improvements were small declines in satisfaction with *your local council about property rates* and *visited a public library*, which was the second most commonly used service in the survey.

SERVICE QUALITY SCORES LOCAL GOVERNMENT GROUP



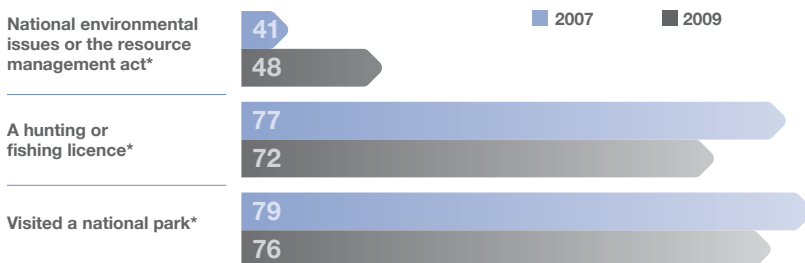
Public libraries have consistently scored highly in Canadian surveys and indications are that it will be the same here. In most other local government services measured through *Kiwis Count* New Zealand services still have a way to go to reach the most recent satisfaction scores measured in Canada.

* Service with statistically significant change in service quality score between 2007 and 2009.

Environment and recreation

The overall service quality score for the Environment and Recreation group in 2009 was 72, down from 74 in 2007, but still above the survey average of 69. Two services, *a hunting or fishing licence*, and *visited a national park*, saw significant declines in 2009, whereas *national environmental issues or the Resource Management Act*, the lowest scoring service in the group, was the only one to improve significantly on its 2007 score.

SERVICE QUALITY SCORES ENVIRONMENT AND RECREATION GROUP



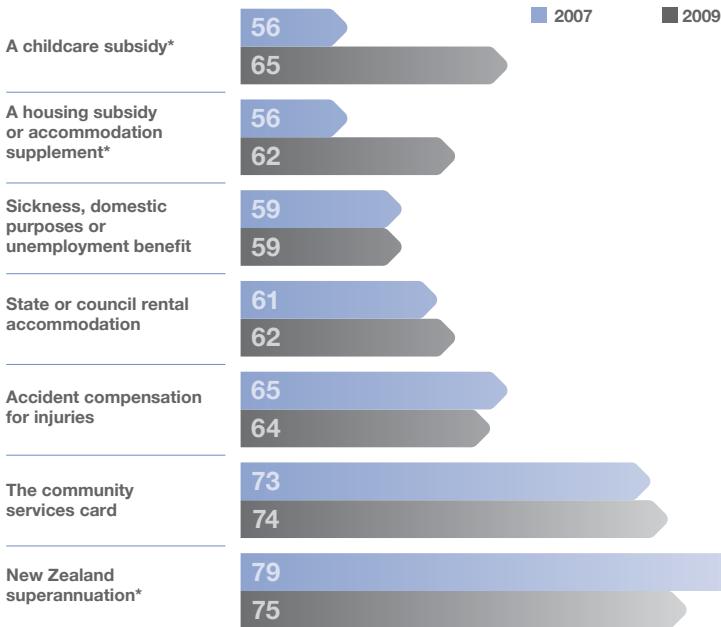
Over the years it has been measured in Canada, the service quality of visiting a national park has remained relatively steady with scores around the mid 70s. Service quality with hunting and fishing licences has fluctuated enormously in Canada, and it will be interesting to see whether quality scores in New Zealand for this service can rebound in the next *Kiwis Count* survey. Comparisons with our *national environmental issues or the Resource Management Act* are difficult at this stage as Canada has only recently started measuring the service which best aligns with these services.

* Service with statistically significant change in service quality score between 2007 and 2009.

Social assistance

The Social Assistance group made a small overall improvement from 67 in 2007 to 68 in 2009. However, the group sits just below the 2009 survey average. *Childcare subsidies* and *housing subsidy or accommodation supplement*, the services that scored lowest in 2007, showed the most significant improvement in 2009. *New Zealand superannuation*, a high scorer in 2007, dropped significantly from 79 in 2007 to 75 in 2009. Changes in other services in this group are not significant

SERVICE QUALITY SCORES SOCIAL ASSISTANCE GROUP



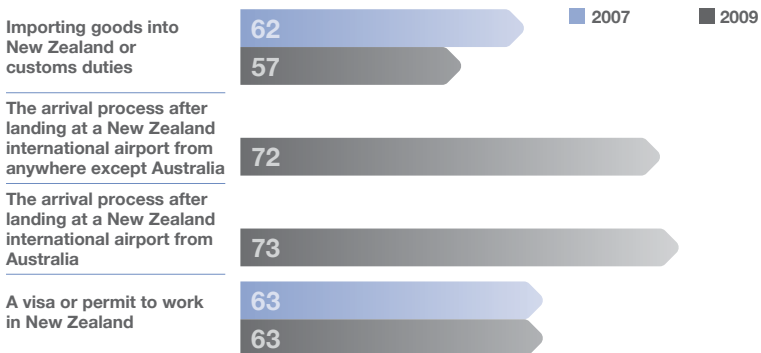
* Service with statistically significant change in service quality score between 2007 and 2009.

Since 1998, scores for the Canadian equivalent of *New Zealand superannuation* have improved considerably but in New Zealand this service has not managed to improve between 2007 and 2009. *Sickness, domestic purposes or unemployment benefits* improved across four successive surveys in Canada, but in New Zealand this service received the same quality score in both years of *Kiwis Count*.

Border services

The Border Services group was introduced in the 2009 *Kiwis Count* survey. Overall service quality with Border Services was 71, which is above the survey average. There were two new services in this group in 2009, both to do with landing at international airports, both of which scored above the survey average. The score for *importing goods into New Zealand or custom duties* fell somewhat between 2007 and 2009, but not significantly.

SERVICE QUALITY SCORES BORDER SERVICES GROUP

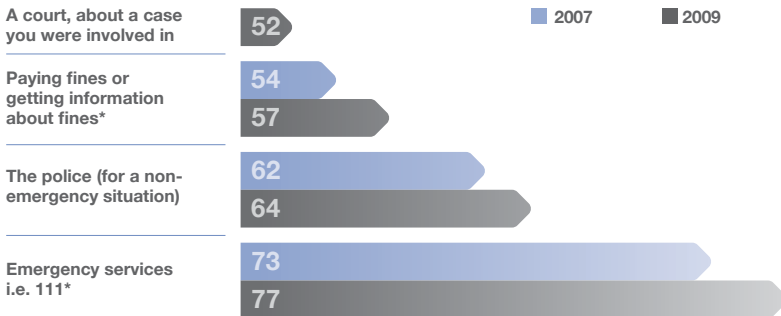


With the exception of *importing goods into New Zealand or custom duties*, the other services in this group compare favourably to the scores gained by similar services in Canada in 2007.

Justice and security

In 2009 the overall service quality score for the Justice and Security group was 63, up from 62 in 2007, but below the survey average. All three services within the group that were included in the 2007 survey made improvements on their scores; two of them, *emergency services* and *paying fines or getting information about a fine* made significant improvement. The new service in this group, *a court, about a case that you were involved in*, had the lowest score in the group.

SERVICE QUALITY SCORES JUSTICE AND SECURITY GROUP



The service quality score for police non-emergency response has fluctuated considerably over the years data has been collected in Canada but was last measured at 63. After a good start in 2003, scores for emergency services in Canada have decreased slowly ever since. New Zealand's pattern is different, as our emergency services scores improved significantly between 2007 and 2009. Similarly, service quality with *paying fines or getting information about fines* has declined in Canada over the years, but has improved in New Zealand. *A Court, about a case you were involved in*, was first measured here in 2009, and has started off with the same score Canada achieved in 2007.

* Service with statistically significant change in service quality score between 2007 and 2009.

Motor vehicles

The Motor Vehicle service group includes just one service, *a driver's licence, registering a vehicle or changing ownership of a vehicle*. This is the largest single service in *Kiwis Count* and 70% of all respondents had used this service in the past 12 months. Service quality of this service remained steady at 74 in 2009, well above the survey average of 69.

Motor vehicle registration wasn't included in the Canadian survey until 2007 when the service scored 74, the same score as in *Kiwis Count* for both 2007 and 2009.

Taxation and business

The overall quality score for the Taxation and Business group in 2009 was 62, up two points on their score in 2007 but still below the survey average.

Four new services were included in the group in 2009, two of which, *registered a business entity for tax purposes or filed a tax return* and *help or information about starting a small business*, performed reasonably well at 64 and 65 respectively. The other new services, *funding assistance for a business or a business grant* and *enquired about tax, receiving tax credits, student loan repayments or KiwiSaver* had scores at the lower end of the scale. Of services previously measured, *importing goods into New Zealand or customs duties* showed the greatest decrease in the group but it is not significant.

SERVICE QUALITY SCORES TAXATION AND BUSINESS GROUP



Comparisons with Canada are limited, either because the equivalent Canadian services have only recently been added to their survey or because there is no obvious counterpart. However, with *help or information for starting a small business*, Canadian results showed steady improvement until 2005, followed by a drop in 2007. In New Zealand this service scored reasonably well in 2009 and established a good benchmark upon which future improvements can be measured. There has been no significant change in *importing goods into New Zealand or customs duties* between 2007 and 2009. Similarly, in Canada this service score has remained very steady during the years it has been measured.

6 How New Zealanders are accessing services

Kiwis Count asked New Zealanders how they had contacted services, their preferred ways of contacting services and their satisfaction with the communication channels they had used.

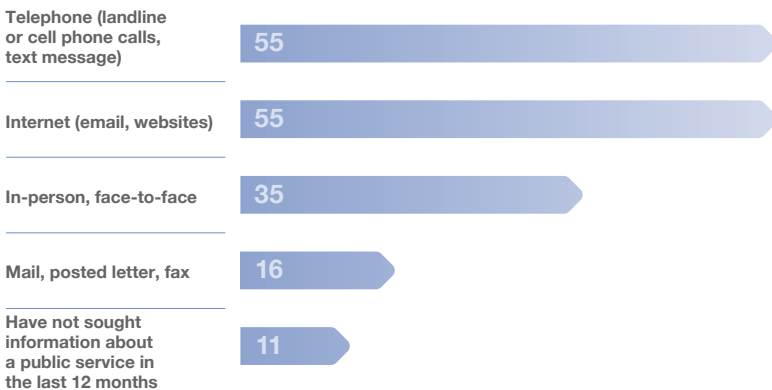
The survey asked how New Zealanders access public services across four different contact methods: in-person, telephone (including landline, cell phone and text), internet and mail/fax. It asked New Zealanders how they had looked for information about public services, and how they had carried out their transactions or dealings with services; whether the means they had used was their preference, or whether they would have preferred to use another method. Finally, the survey asked how satisfied they were with the communication channel they had used and how online public services can improve.

Looking for information

By far the most commonly used ways to seek information about public services were telephone and the internet. Each of these communication channels had been used to find information in the previous 12 months by more of than half of those who responded to *Kiwis Count*.

METHODS USED TO LOOK FOR INFORMATION ABOUT PUBLIC SERVICES

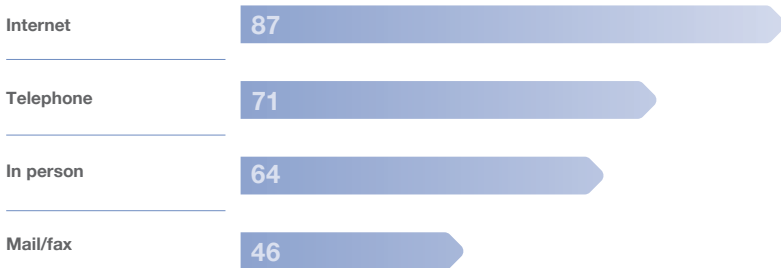
% of respondents



Kiwis Count also asked people about their preferred means of accessing information in order to find out whether services can improve their accessibility.

Of those who used the internet to look for information 87% indicated that this was their preferred way. Of those who had used the telephone, 71% indicated that this was their preferred contact method. Those who had sought information in person were fairly evenly divided in their preferred means of communication between face-to-face, internet and telephone. Mail/fax was the only contact method in which the people who used it would have preferred to use a different method (telephone).

PERCENTAGE OF PEOPLE WHO PREFER THE METHOD THEY USED TO LOOK FOR INFORMATION



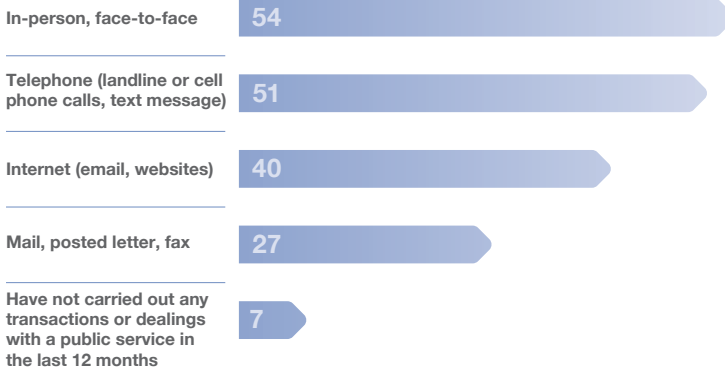
More than half (56%) of those who participated in *Kiwis Count* were satisfied with their experience in looking for information about public services, and this increased to 62% for those who had used the online channel.

Dealing with public services

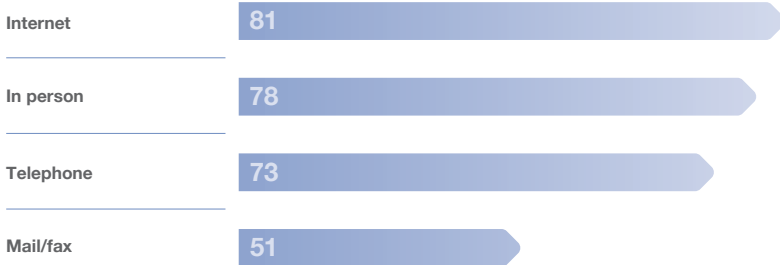
A rather different picture emerges when people described their dealings or other transactions with public services. The most common way of actually using a service was in person (54%), with the telephone in second place (51%).

METHODS USED TO CARRY OUT TRANSACTIONS OR DEALINGS WITH PUBLIC SERVICES

% of respondents



For all four contact channels, a majority of users indicated that the method they used was one of their preferred contact methods. 81% of Internet users selected the Internet as a preferred communication channel, and almost three-quarters of telephone users confirmed that telephone was one of their preferred channels. Of the people who had accessed services in person in the previous 12 months, 78% confirmed face-to-face dealings as their preferred option. About half of the people who had used mail/fax in the last 12 months had a preference for this method, but a slightly higher proportion of mail/fax users would have preferred either telephone or in-person.

PERCENTAGE OF PEOPLE WHO PREFER THE METHOD THEY USED TO CARRY OUT TRANSACTIONS WITH PUBLIC SERVICES

More than half (58%) of those who participated in *Kiwis Count* were satisfied with their experience in undertaking a transaction or carrying out dealings with public services. This increased to 64% of those who had used the online channel.

These results clearly show that there is no single preferred means of accessing information or dealing with public services, although the Internet is becoming the most popular way of finding information about public services. With no one preferred way of accessing services, agencies need to ensure that they can provide a range of options, all of which work well. When New Zealanders were asked what would encourage them to use public services over the Internet, ease of use and assurance of privacy and security emerged as the two main areas for improvement.

7 Improving service delivery

Improving satisfaction

The *New Zealanders' Experience Research Programme* tells us what New Zealanders want from their public services. They want their expectations met, they want the staff they deal with to be competent and to keep their promises, they want to be treated fairly and have their individual circumstances taken into account. They also want the service to be good value for tax dollars spent.

Since these factors combined to account for 75% of New Zealanders' satisfaction with public services, it is in these areas that services must look for improvement.

The things that drive satisfaction with public services have been thoroughly explored and more detailed information can be found in *Understanding the Drivers*.¹ These highlights are drawn from that work.

Improvements that could enhance overall performance include:

- Select the right people for the job. Services need front line staff who want to help, have good people skills and are solutions focused.
- Ensure staff are adequately trained in how to deal with customers. Training should cover how to greet and treat customers with politeness and respect, how to determine people's needs, how to deal with difficult customers and how to treat each customer as an individual.
- Make certain staff have the knowledge and experience to meet customer needs. This means staff are well trained across the range of service enquiries they will receive, and that adequate back up is in place when an unexpected or more complicated situation occurs.
- In situations where customers are dealing with several agencies, ensure staff are trained to handle basic enquiries about other government agencies.

¹ *Understanding the Drivers* available at www.ssc.govt.nz/understanding-drivers-report.

- Ensure all communications are clear and easy to understand.
- Where a promise has been broken or a mistake has been made, an apology should be given. There should also be an explanation of what happened and, if possible, an outline of what has been done to ensure it won't happen again.

Meeting expectations

The single most important driver of satisfaction with public services is that services meet expectations. People are more likely to say that a service meets their expectations when staff:

- listen to them, understand their circumstances and treat them as an individual
- know about the services their organisation offers and can help
- communicate in a clear and simple way
- treat them with respect
- are customer focused – friendly, polite and approachable
- follow through or do what they say they will do.

In order to improve, services should set and monitor service standards so that staff know what is expected of them and the public are aware of the standards they can expect to receive.

Competent staff

There is considerable overlap between meeting customer expectations and what it means to have competent staff. Competent staff:

- know about the services their organisation offers and can help the customer, or direct them to someone who can help
- listen to and understand their customer's circumstances
- are customer focused – friendly, polite and approachable
- can communicate in a clear and simple manner.

In order to improve, services need staff who can clearly explain processes and inform people, including speakers of other languages, of their entitlements.

Keeping promises

A ‘promise’ is any undertaking or commitment made by a staff member or organisation. Keeping promises involves:

- staff who do what they say they will do
- service standards (particularly for response times) so that staff know what is expected of them and the public are aware of the standard of service they can expect to receive.

In order to improve, services need a transparent and open complaints process and to ensure customers know about it. Complaints need to be investigated promptly and customers kept fully informed of the process and when they can expect a response.

Treating people fairly

New Zealanders generally assume that public servants treat people fairly. *Kiwis Count* showed that what matters most is the service experience rather than the outcome. Being treated fairly is the single most important driver for Māori. Treating people fairly involves:

- staff who treat all customers with respect, are non-judgmental and have a reasonable degree of flexibility
- treating people in the same circumstances the same
- explaining the reasons for decisions in a reasonable manner; this is particularly important if it is not possible to meet a customer’s expectations.

In order for services to improve, New Zealanders have to feel they have been listened to and not treated like a number. What matters most is the actual service experience rather than the outcome.

Individual circumstances

When staff took the time to listen and ask questions in order to fully understand an individual's situation, people felt their circumstances were being taken into account. This was not about providing a different outcome but about exercising flexibility. Being flexible in these circumstances puts a human face on public services and leaves a strong positive impression. People feel that their circumstances are taken into account when:

- staff are able to exercise some flexibility, particularly in relation to scheduling appointments
- senior and more experienced staff with the authority to exercise discretion are available when individual circumstances need to be taken into consideration
- staff are professional at all times, for example showing customers respect by being on time and keeping appointments.

In order to improve in the area of taking individual circumstances into account services need to enable staff to exercise some flexibility and discretion around processes. This is flexibility in how people are dealt with, which may not necessarily affect the outcome of their dealings with the service.

Good value for tax dollars

People considered services to be good value for tax dollars either when the services were essential 'core' services or where they had received a high quality service. As well as this, New Zealanders placed higher value on tangible or visible services that they know about, so front-line staff were valued more than advisory or administrative staff. Television programmes about services such as Police, Customs and Fisheries had helped people appreciate the value of those organisations.

Ways to increase the perception of value include:

- improve service delivery through meeting expectations
- inform customers about what fees cover and the benefits the service provides
- look for ways to improve public awareness of the services an agency provides and how its funds are spent.

Improving trust

New Zealanders' trust in public services is strongly influenced by media reports and anecdotal accounts as well as stereotypes of the public services from some television programmes. This makes trust difficult to earn. While levels of trust can increase over time as satisfaction with personal experiences improves, other influences mean that improving trust will remain a challenge.

People felt that trustworthy organisations were those that did a good job. They were also the ones that treated people fairly, did what they said they would do and admitted responsibility for and rectified mistakes. To improve trust agencies should continue to work on strengthening performance in these areas.

Few people were aware that public services have to meet standards for integrity and conduct. Although these standards are designed for internal purposes, there was support for them to be made more visible so that the public can hold staff accountable to them. Some participants had seen similar codes in hospitals advising of patients' rights and had found them reassuring. People also wanted to be able to complain if the standards were not upheld.

Finally, to improve levels of trust, it is important that *visible* action is taken promptly to address breaches when they are discovered.

8 Find out more

The New Zealanders' Experience Research Programme (NZE) is designed to provide the evidence that can be used to improve public services. There are a number of ways you can find out more about the programme.

Common Measurements Tool

As well as producing a range of reports on New Zealanders' experiences, NZE has also developed the Common Measurements Tool to help public agencies get a better understanding of how their own services perform.

The Common Measurements Tool is a set of survey questions and scales that allows public agencies to measure client satisfaction and to identify areas for improvements. By using a common set of questions, agencies can compare their performance with other public services, with the *Kiwis Count* national survey and measure how they are progressing over time.

More information about the Common Measurements Tool can be found at www.ssc.govt.nz/common-measurements-tool or by contacting commonmeasurementstool@ssc.govt.nz.

Drivers of satisfaction

Fact sheets, a video and other publications have been produced to provide more information on the drivers of satisfaction with public services. Engaging with more than 40 focus groups across New Zealand, this research explored in depth what contributed to people's satisfaction with and trust in public services, and therefore the areas that services need to concentrate on in order to improve.

More information about the drivers research, and all the publications, can be found at www.ssc.govt.nz/nzers-experience or by contacting newzealanders.experience@ssc.govt.nz.

Kiwis Count data

It is planned to release raw data from the 2007 and 2009 *Kiwis Count* surveys online in 2010.

Appendix:

Kiwis Count service groupings

Motor Vehicle

- A drivers licence, registering a vehicle or changing ownership of a vehicle

Passports & Citizenship

- A passport
- Registering a birth, death, marriage or civil union
- Citizenship
- A visa or permit to work in New Zealand

Environment & Recreation

- Visited a national park
- A hunting or fishing licence
- National environmental issues or the resource management act

Education & Training

- A university, polytechnic or wananga about a course you are attending or may attend in the future
- A state or state integrated (public) school that your child attends or may attend in the future
- A kindergarten that your child attends or may attend in the future
- Employment or retraining opportunities
- Applying for or receiving a student loan or student allowance

Health

- Used an 0800 number for health information
- Obtaining family services or counselling
- Stayed in a public hospital
- Received outpatient services from a public hospital

Local Government

- Visited a public library
- Your local council about rubbish or recycling
- Your local council about property rates
- Your local council about a building permit
- Your local council about road maintenance

Social Assistance

- New Zealand superannuation
- The community services card
- Accident compensation for injuries
- State or council rental accommodation
- Sickness, domestic purposes or unemployment benefit
- A housing subsidy or accommodation supplement
- A childcare subsidy

Justice & Security

- Emergency services i.e. 111
- The police (for a non-emergency situation)
- Paying fines or getting information about fines
- A court, about a case you were involved in

Taxation & Business services

- Registered a new company or filing an annual return for a registered company
- Contact with Statistics New Zealand for information about taking part in a survey
- Importing goods into New Zealand or customs duties
- Enquired about tax, receiving tax credits (such as working for families), student loan repayments or KiwiSaver
- Funding assistance for a business or a business grant
- Help or information for starting a small business
- Registered a business entity for tax purposes or filed a tax return

Border Services

- A visa or permit to work in New Zealand
- The arrival process after landing at a New Zealand international airport from Australia
- The arrival process after landing at a New Zealand international airport from anywhere except Australia
- Importing goods into New Zealand or customs duties

Notes

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New Zealand Government

