

BUILDING AND RESOURCE CONSENTS

CUSTOMER SATISFACTION SURVEY 2023

DRAFT

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Objectives and Methodology

Introduction

- Hauraki District Council has an ongoing need to measure customer satisfaction with the building and resource consents process.

Objectives

The primary research objectives are to:

- Measure levels of satisfaction with all aspects of the process;
- Determine and explore reasons for dissatisfaction;
- Identify the most important factors that are driving satisfaction, or dissatisfaction;
- Explore the key areas for improvement.

Methodology

- A statistically robust quantitative survey conducted online with a sample of n=144 customers for building consent (n=116) and resource consent (n=28).
- Email invitation to residents who recently completed the process of obtaining a building or resource consent (quarterly).
- The overall results have a margin of error of 7.26% at the 95% confidence level.
- The ratings between 6 and 10 on the scale signify total satisfaction, while ratings from 1 to 5 indicate total dissatisfaction.
- Due to rounding, percentages may add to just over or under +/- 1%.

Executive Summary

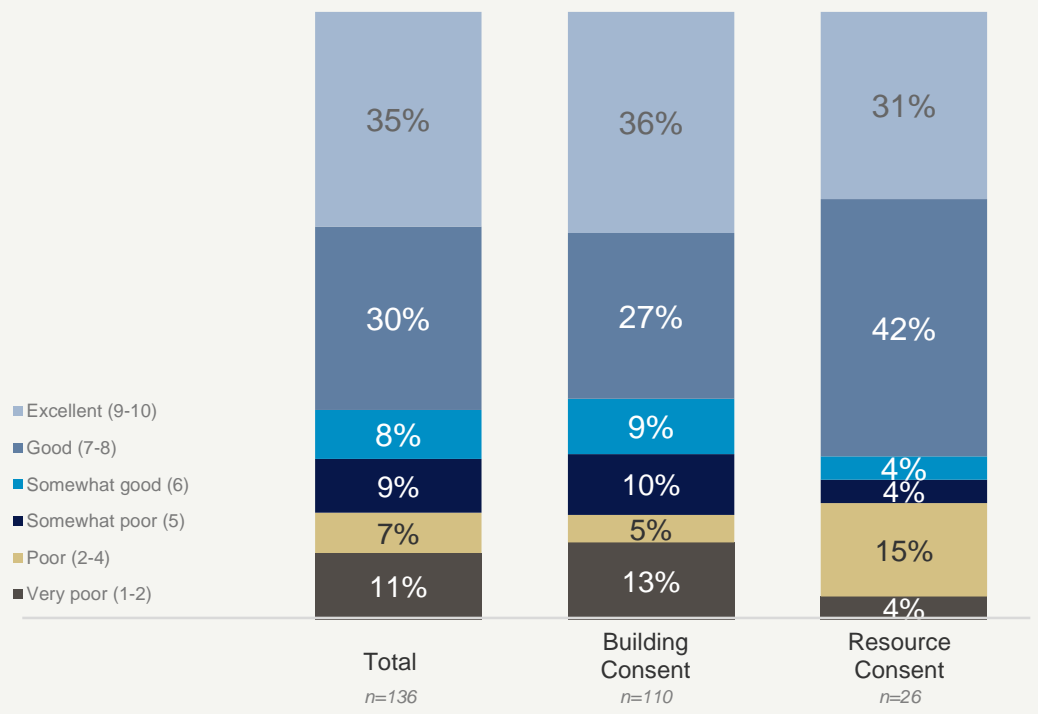
- The majority of applicants (74%) are *satisfied*, overall, with the overall customer experience, with Resource Consent applicants more satisfied (77%) than Building Consents applicants (73%).
- Apart from *Timeliness* and *Frequency of contact*, Resource Consent applicants are noticeably more satisfied with the specific aspects of the overall application process.
- Overall, the survey responses reveal some key differences in satisfaction with the customer experience between resource and building consents applicants.
- The majority of respondents are *satisfied* with each aspect of the overall process. However, *The frequency of contact to inform you about progress with the application* is the aspect with the highest overall dissatisfaction (36%).
- For building consent applicants, the area for priority for improvement is *'The timeliness of the process'*.
- For resource consent applicants, *'The frequency of contact to inform you about progress with the application'* is an aspect of priority for improvement.

Overall Satisfaction

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Overall Satisfaction with the Customer Experience

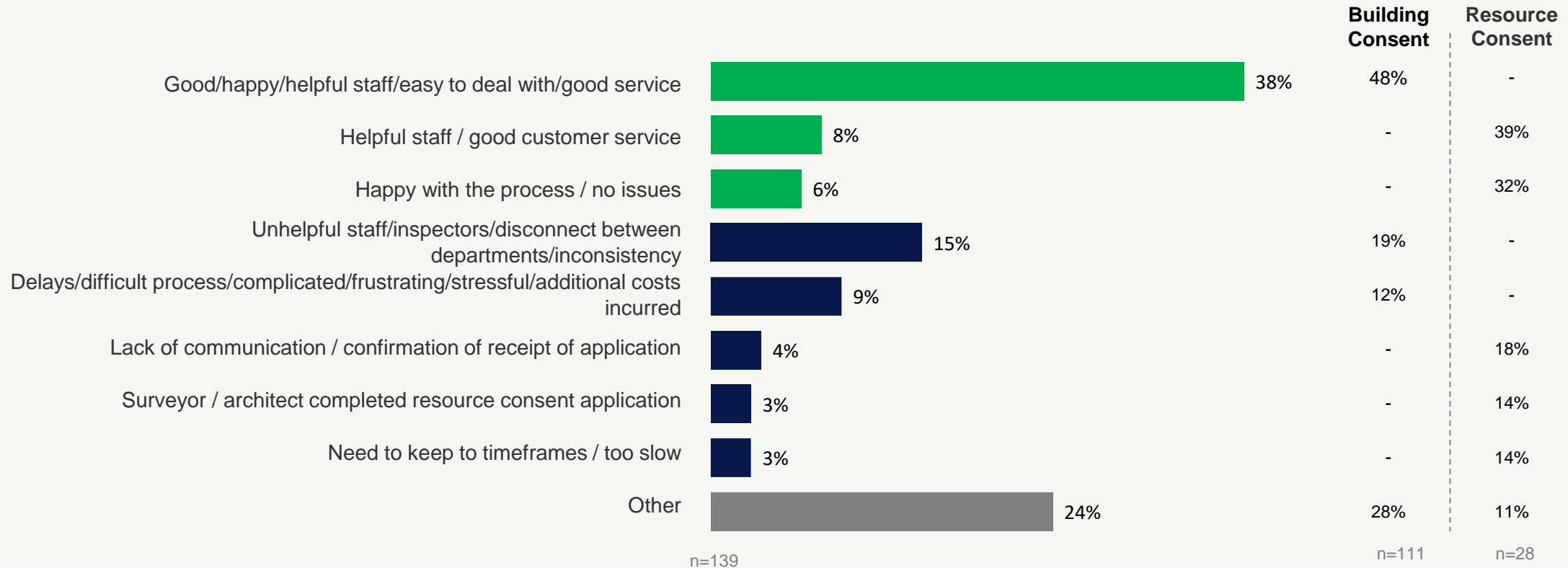
Most respondents (74%) rated their overall customer experience as somewhat good, good or excellent. Resource Consent applicants have rated their satisfaction with their overall customer experience as higher (77%) than Building Consents applicants (73%).



Notes:
 Q7. Now, thinking about the overall experience of your customer service, using a scale of 1 to 10 where 1 is 'Very poor' and 10 is 'Excellent', how would you rate your customer experience?
 Excludes 'don't knows'

Reasons for Rating

Respondents gave a wide variety of reasons for their customer experience rating, with responses also differing quite significantly between Resource Consent and Building Consent applicants.



Notes:
Q7A. Can you tell us why you gave that rating? (Please provide as much detail as possible).

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Satisfaction with the Overall Process

Apart from *Timeliness* and *Frequency of contact*, Resource Consent applicants are noticeably more satisfied with the various aspects of the overall application process.

	Total		Building Consent		Resource Consent	
	%6-10	Mean	%6-10	Mean	%6-10	Mean
The clarity of the forms you had to fill in	81%	7.6	79%	7.4	86%	8.2
The advice given to you to help complete forms	76%	7.3	74%	7.1	84%	7.9
The information given to you initially about all the requirements you would need to meet	68%	6.8	65%	6.6	82%	7.8
The timeliness of the process	66%	6.6	67%	6.6	60%	6.4
The frequency of contact to inform you about progress with the application	64%	6.5	64%	6.5	64%	6.4
	n=138	n=144	n=113	n=116	n=25	n=28

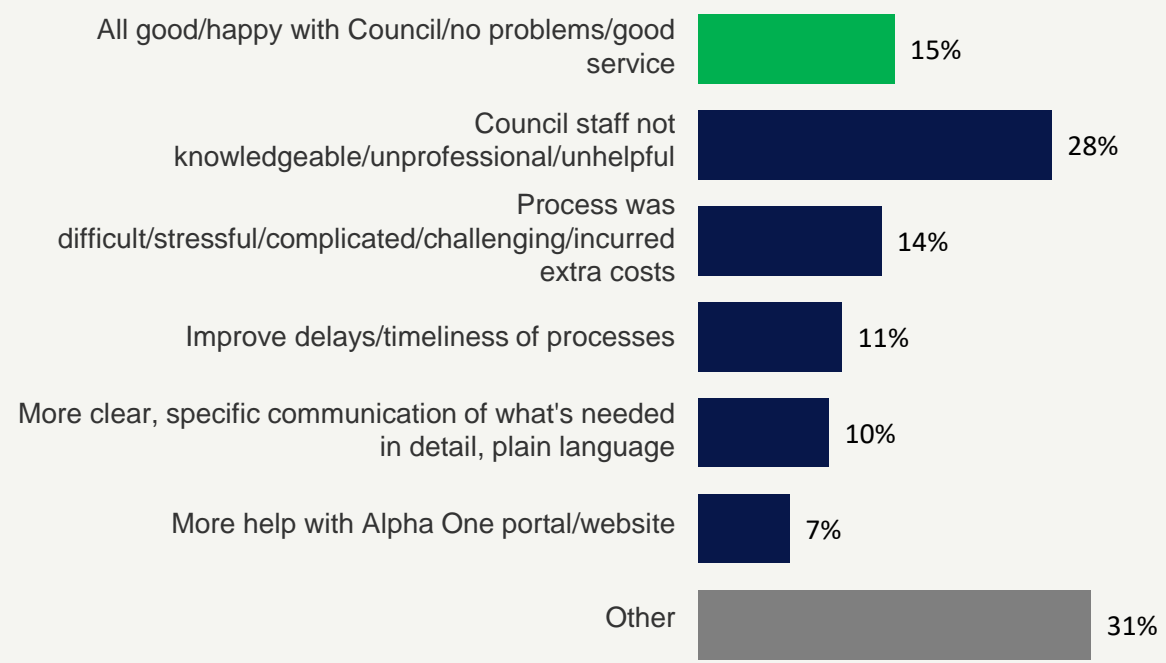
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Suggestions for Improvement

'Council staff not knowledgeable/unprofessional/unhelpful' is a priority area for building consent applicants.

'Better communication / provide updates' is an area of focus for resource consent applicants.

Building Consent n=98



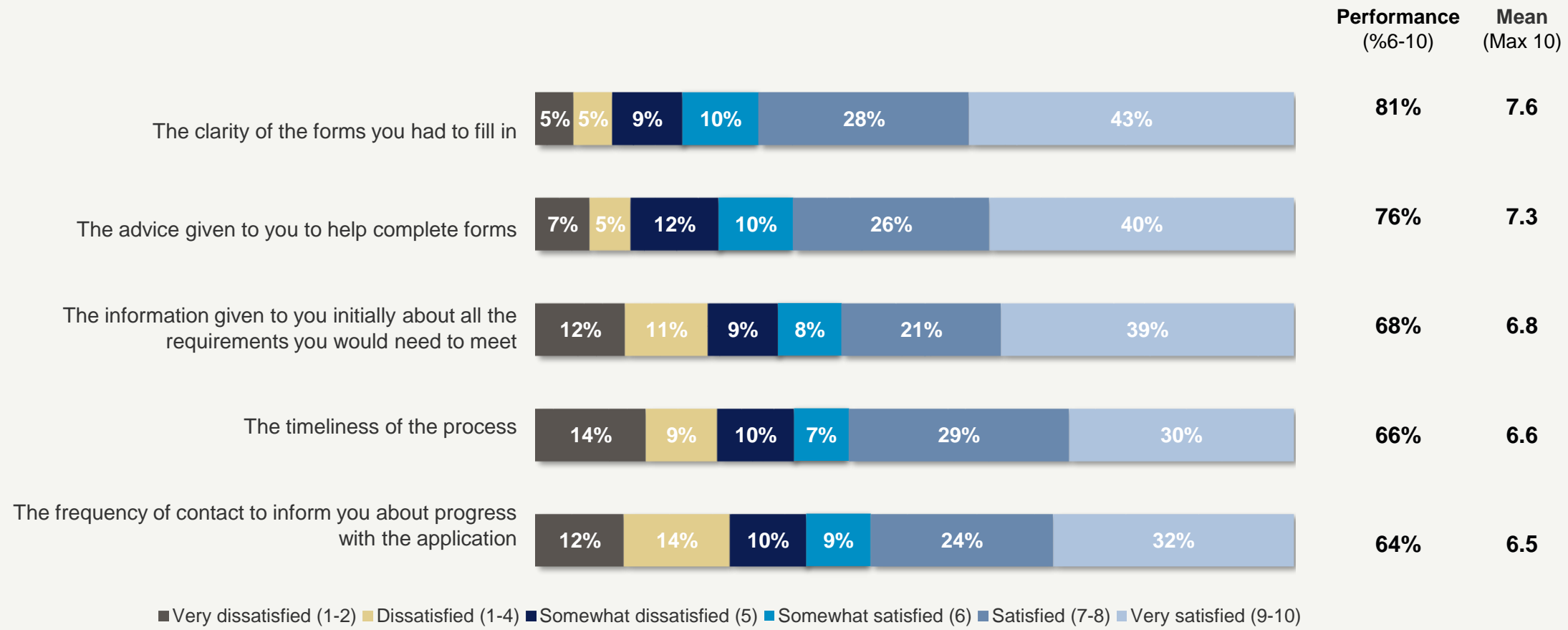
Resource Consent n=22



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Satisfaction with the Overall Process: Total

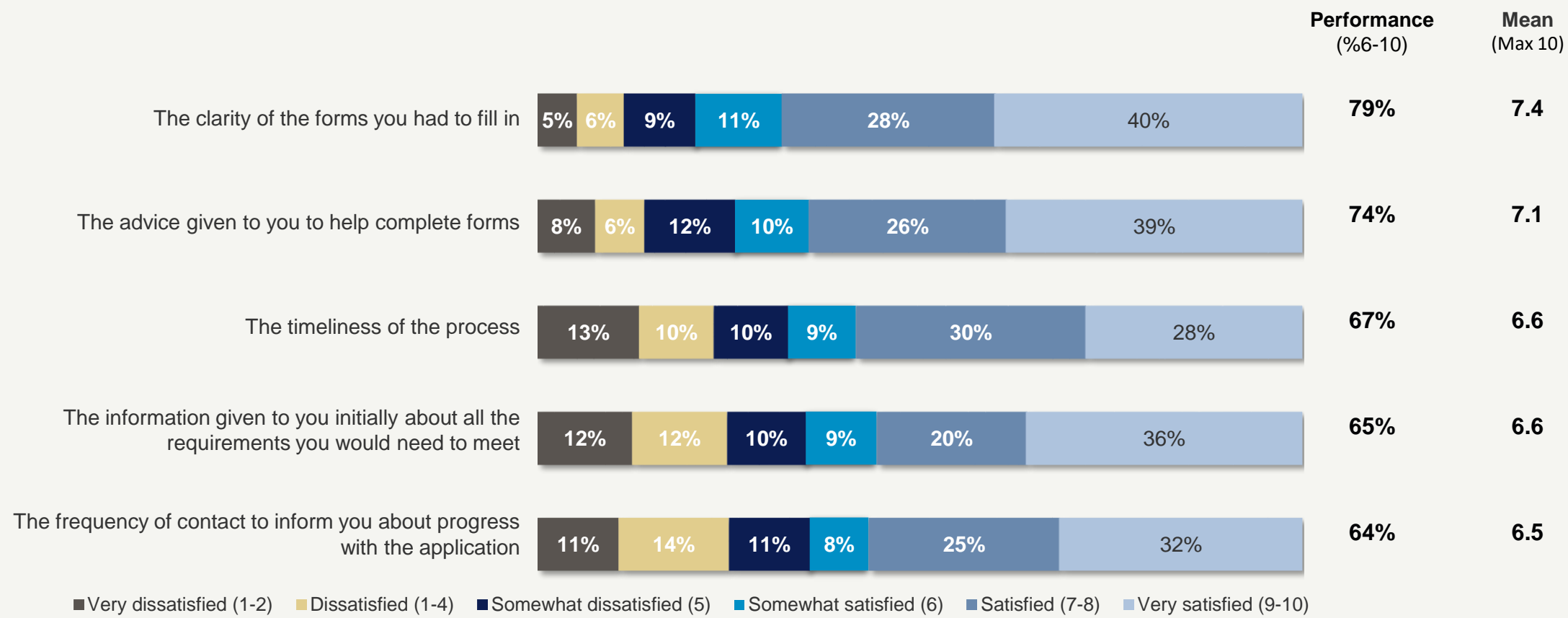
The majority of respondents are somewhat satisfied, satisfied or very satisfied with each aspect of the overall process. However, *The frequency of contact to inform you about progress with the application* is the aspect with the highest overall dissatisfaction (36%).



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Satisfaction with the Overall Process: Building Consent

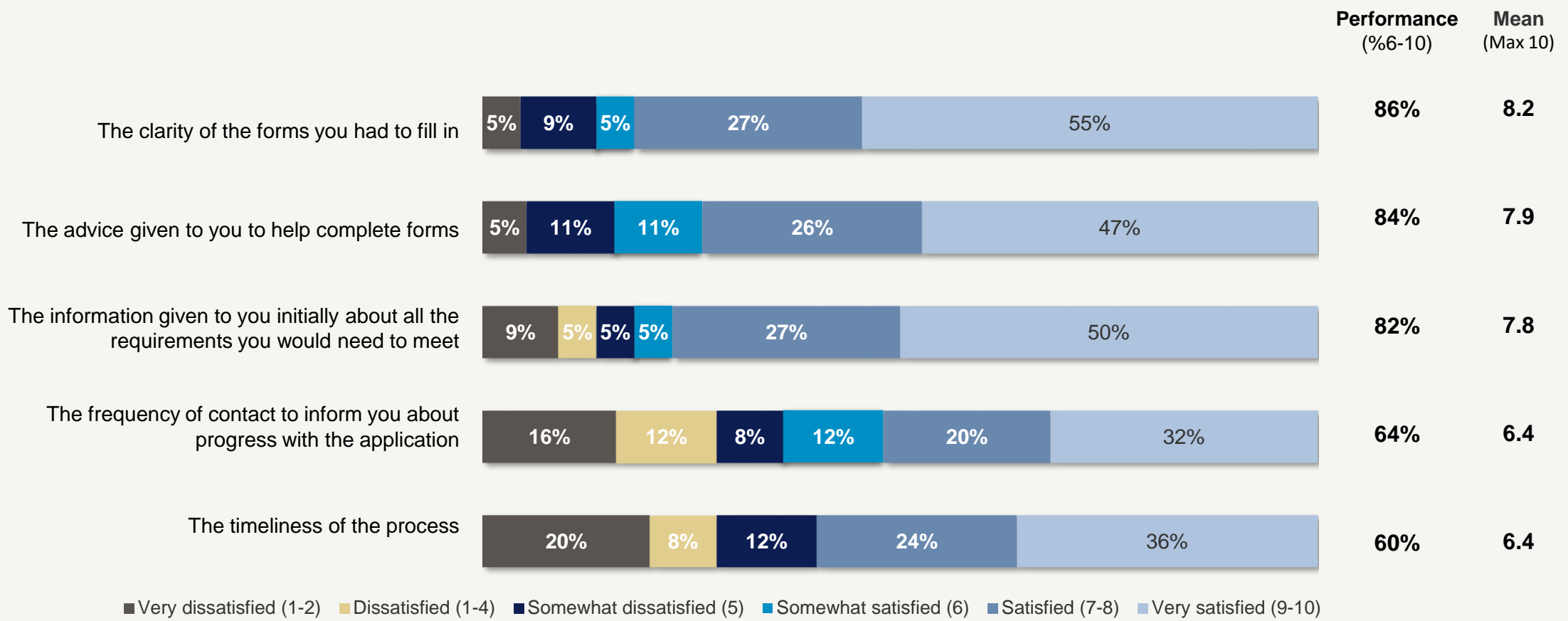
For building consent applicants, the area with the most potential for improvement is 'The frequency of contact to inform you about progress with the application'.



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Satisfaction with the Overall Process: Resource Consent

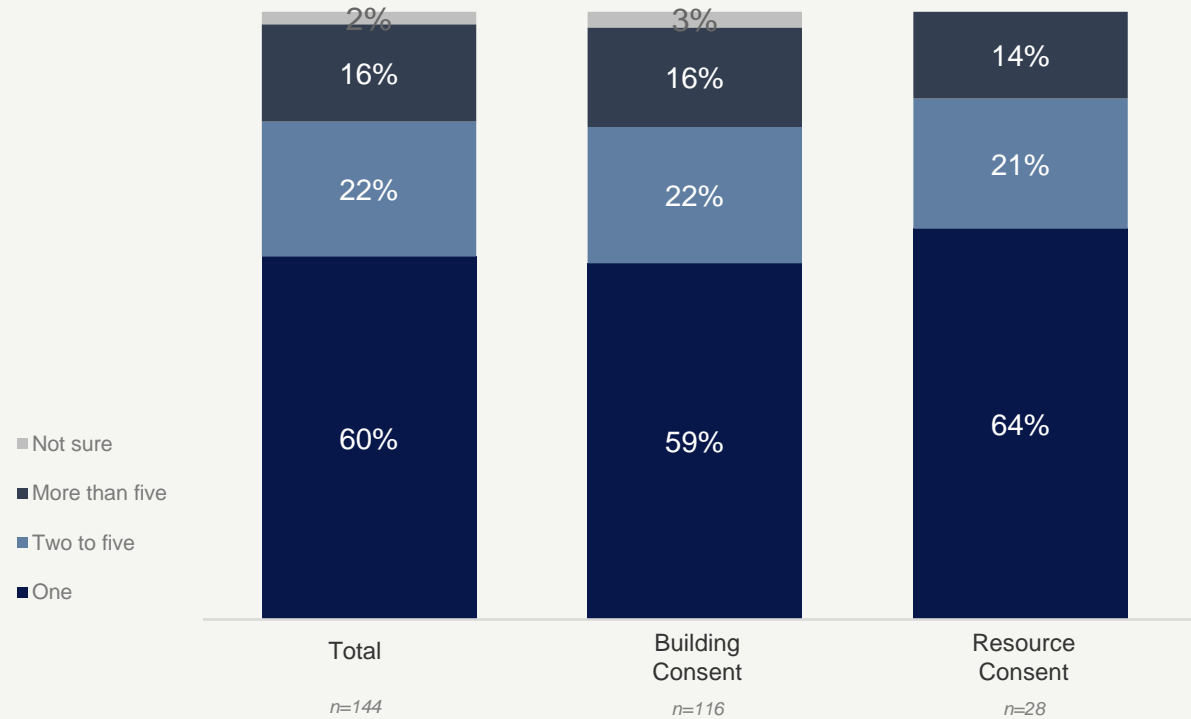
For resource consent applicants, ‘The frequency of contact to inform you about progress with the application’ and ‘The timeliness of the process’ are the aspects with the most potential for improvement.



Projects

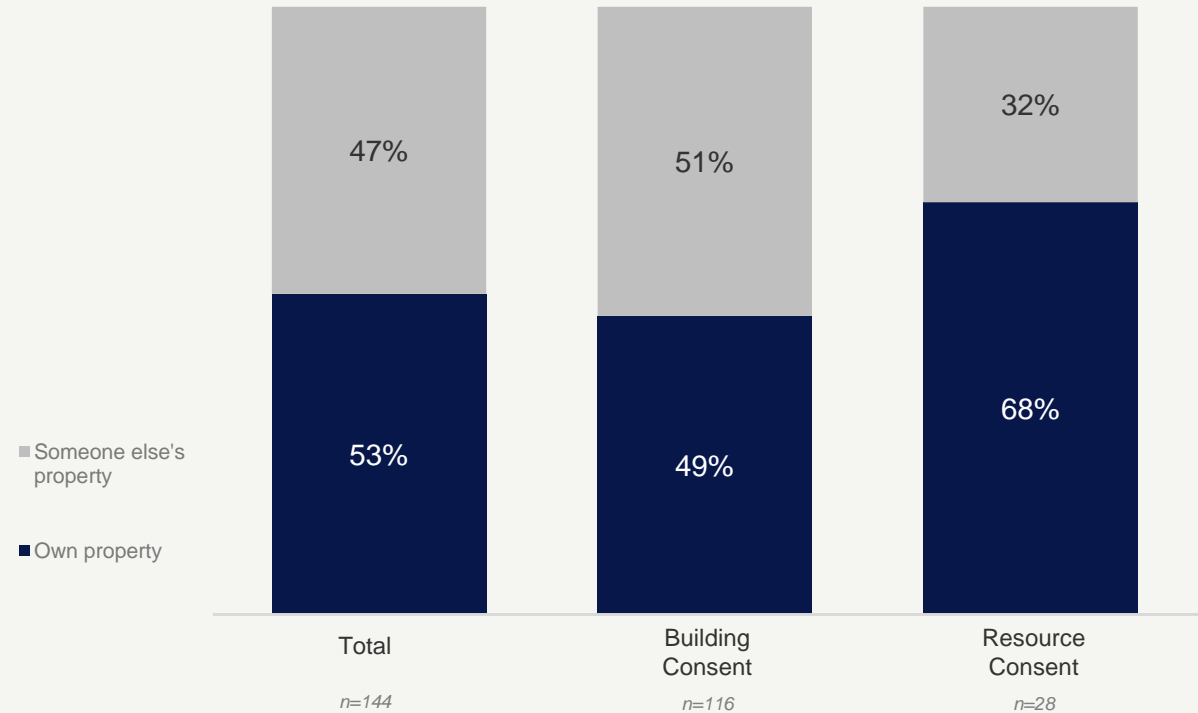
Number of Projects

The majority of respondents have submitted applications for a building (59%) or resource consents (64%) for a single property.



Property type

More than two in three resource consent applications were for their own property (68%), whilst building consent applicants were equally likely to be for their own property as for someone else's.



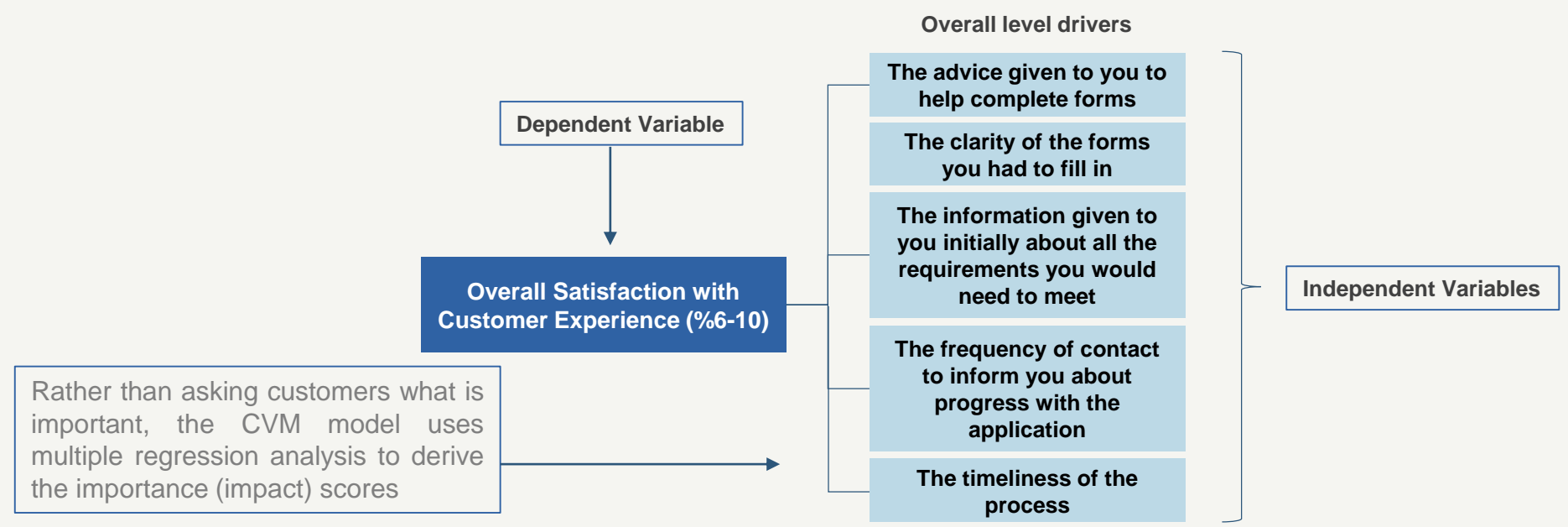
Drivers of Perception

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Drivers of Perception

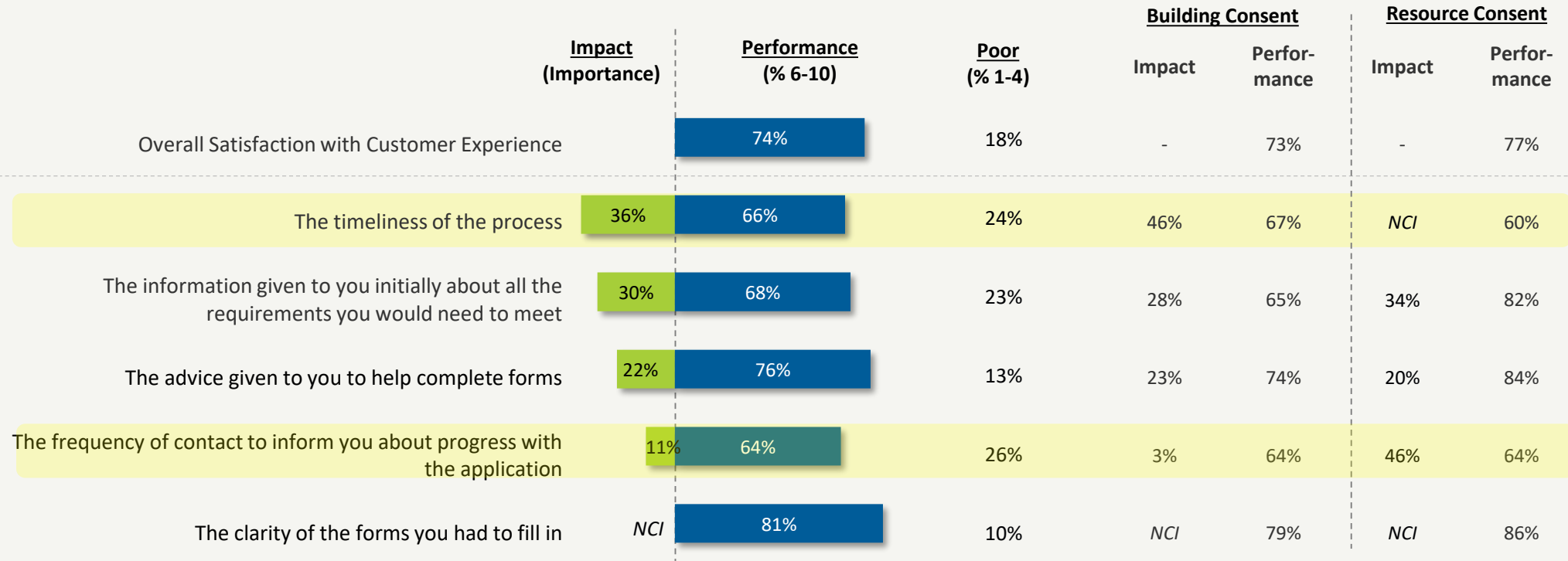
Customer Value Management (CVM) Model

- In determining the drivers of perception, the overall satisfaction score is analysed using multiple regression analysis within a Customer Value Management (CVM) model. Multiple regression is a statistical technique used to analyse the relationship between a single dependent variable, in this case, 'overall satisfaction' with several independent variables, these being the various elements within the CVM model otherwise known as the overall level drivers.
- The objective of the analysis is to use the independent variables to predict the overall satisfaction score thereby understanding the relative influence that each of these independent variables has on explaining satisfaction. Each independent variable is weighted by the regression analysis with these weights denoting the contribution (or **impact**) of each of the independent variables.



Drivers of Perception

For resource consent applicants, *Timeliness of the process* has the greatest impact on overall satisfaction. Whilst for building consent applicants, *The frequency of contact to inform you about progress with the application* has the biggest impact on satisfaction.

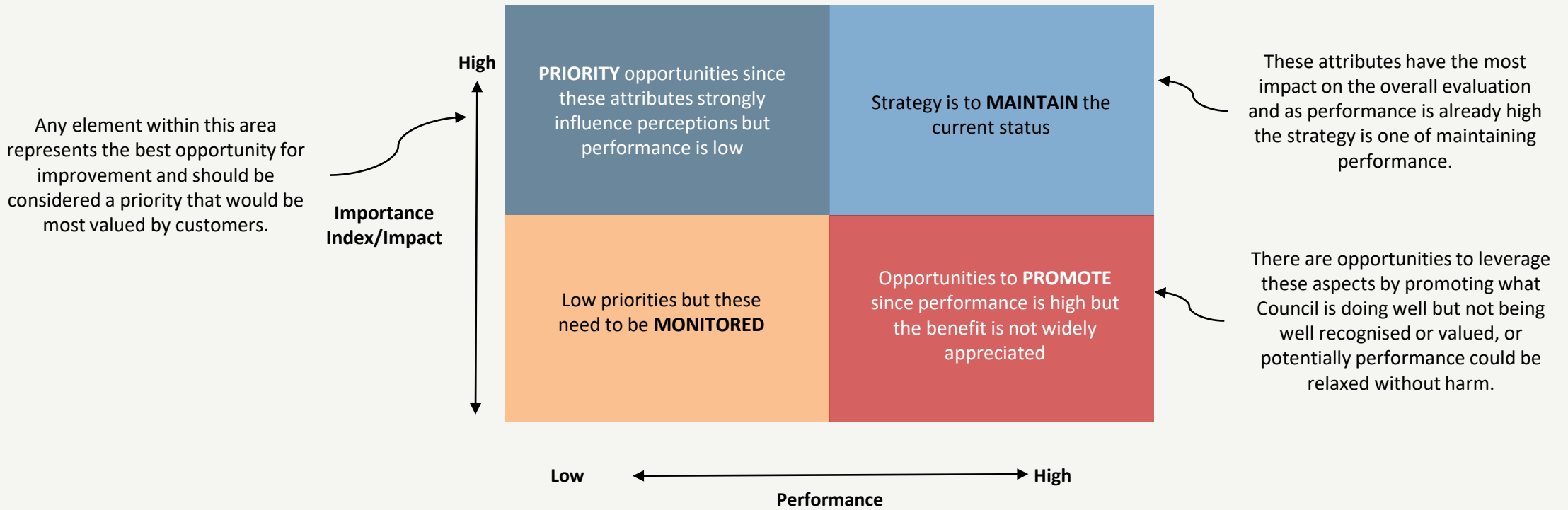


Priority Matrix

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Priority Matrix: Interpreting the results

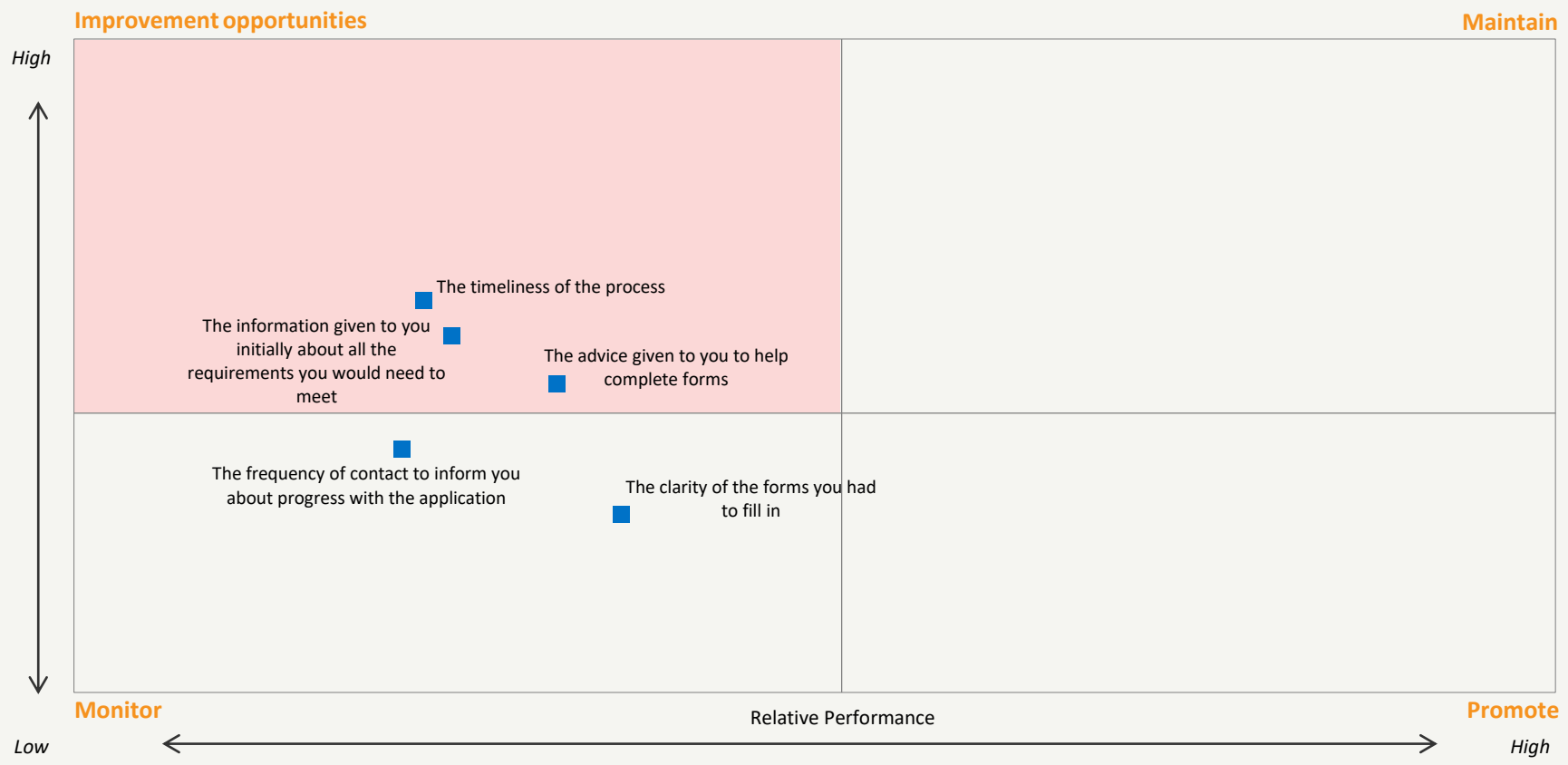
Priority opportunities to improve performance can be identified by doing an analysis of the performance measures altogether.



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Priority Matrix – all respondents

Overall, there are several areas for improvement amongst both sets of applicants.

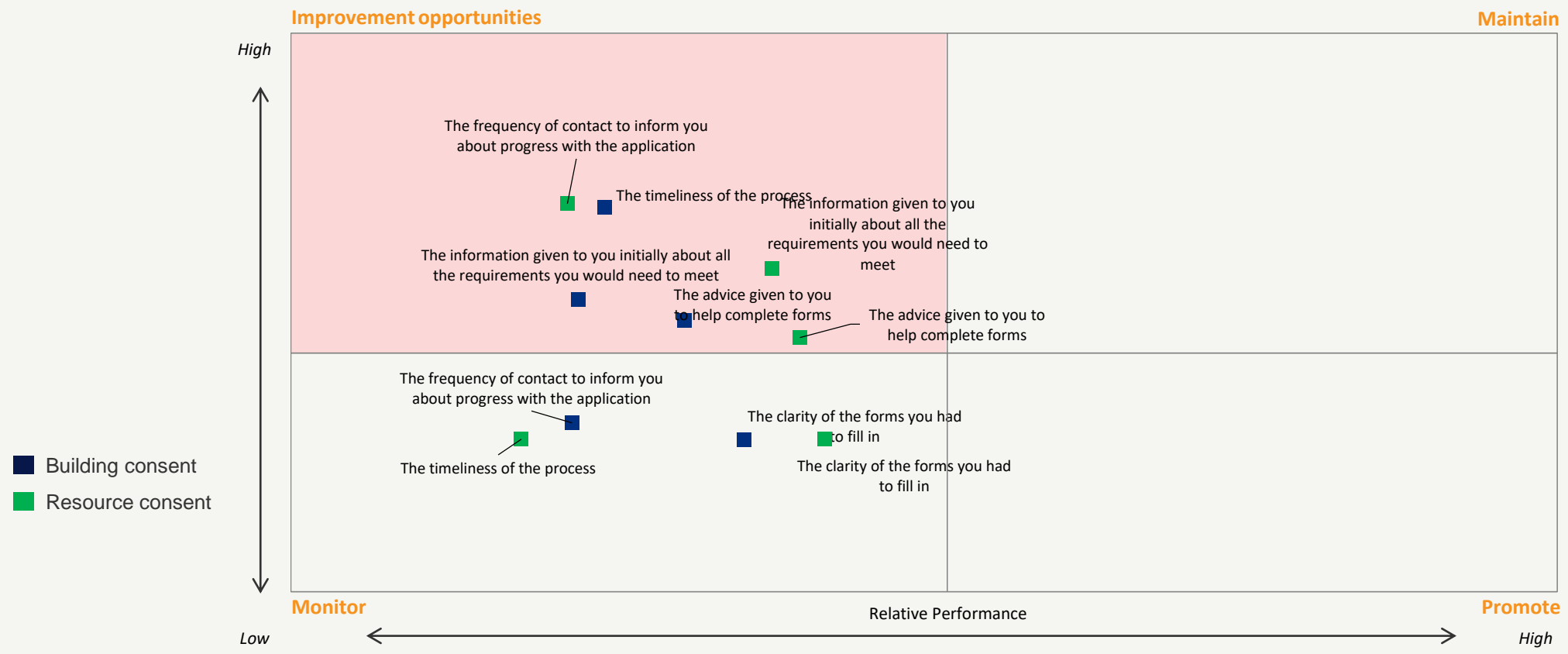


All performance measures are analysed altogether. Impact scores are adjusted by the higher impact scores (overall level drivers). The matrix is calibrated based on the minimum, maximum and average scores for the y-axis (adjusted impact) and x-axis (performance).

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Priority Matrix: Building and Resource consent

Given the variation in responses, each type of application requires a slightly different emphasis on their specific priorities for focus and improvement.

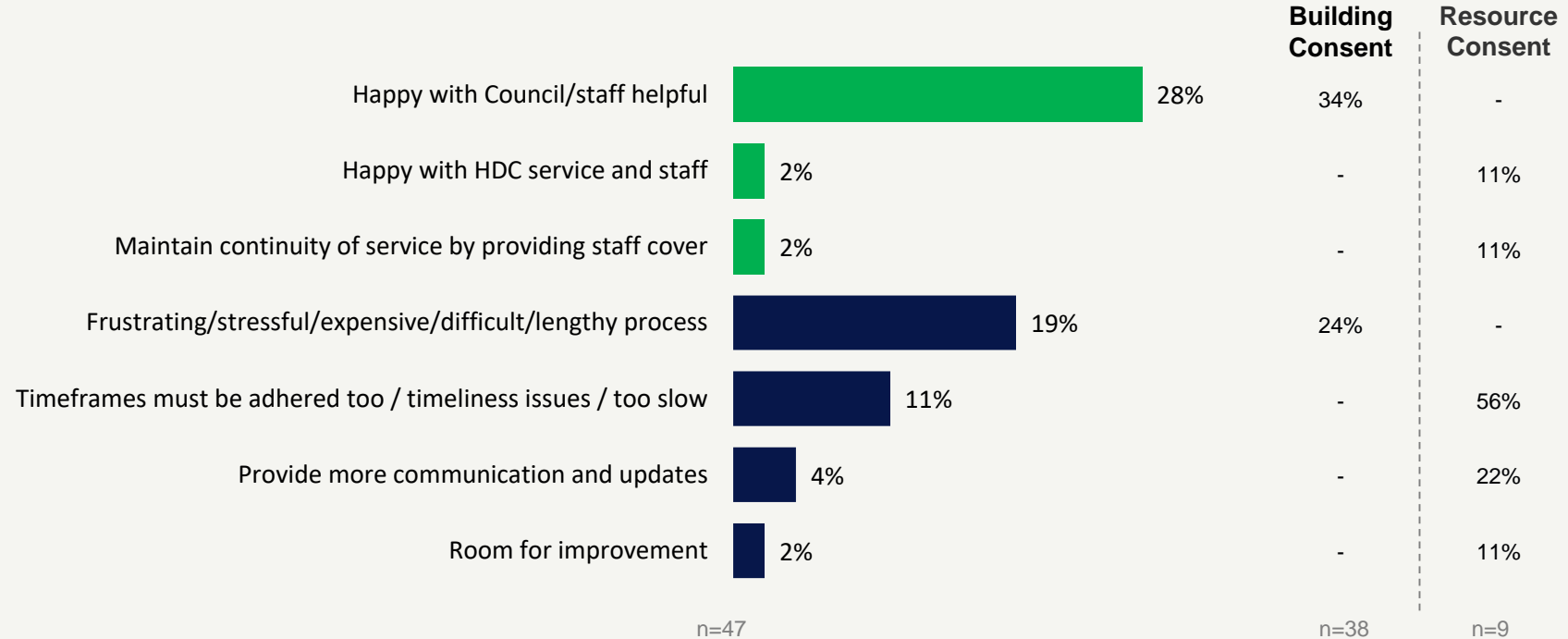


All performance measures are analysed altogether. Impact scores are adjusted by the higher impact scores (overall level drivers). The matrix is calibrated based on the minimum, maximum and average scores for the y-axis (adjusted impact) and x-axis (performance).

General Comments

General Comments

Whilst Council staff receive positive feedback, the wider process and timeframes are areas for future improvement.



Sample Profile

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Sample Profile

		Total	
		%	Counts
1	Building Consent	81%	116
2	Resource Consent	19%	28
	TOTAL	100%	144

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Sample Profile: Profession

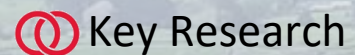
	Application profession	Total		Building Consent		Resource Consent	
		%	Counts	%	Counts	%	Counts
1	Professional (surveyor, planner, engineer, etc.)	82%	56	81%	48	89%	8
2	Developer or property manager	10%	7	10%	6	11%	1
3	On behalf of someone else but not as professional	4%	3	5%	3	-	-
4	Others	3%	2	3%	2	-	-

	Application process	Resource Consent	
		%	Counts
1	Notified application	11%	3
2	Non-notified application	50%	14
4	Don't know	25%	7
5	Others	14%	4

Sample Profile: Area

	Area	Total		Building Consent		Resource Consent	
		%	Counts	%	Counts	%	Counts
	Plains						
1	Kaiaua	28%	10	33%	10	-	-
2	Kaihere	6%	2	7%	2	-	-
3	Kerepehi	14%	5	7%	2	50%	3
4	Ngatea	39%	14	37%	11	50%	3
5	Turua	14%	5	17%	5	-	-
	Waihi						
6	Waihi	69%	43	67%	33	77%	10
7	Waikino	13%	8	14%	7	8%	1
8	Waitakaruru	3%	2	2%	1	8%	1
9	Whiritoa	15%	9	16%	8	8%	1
	Paeroa						
10	Paeroa	100%	35	100%	31	100%	4
11	Others	8%	11	5%	6	18%	5

Thank you



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