

Senate Standing Committee on Community Affairs

BUDGET ESTIMATES - 2 JUNE 2011 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Single Portfolio Website and Telephone Number

Question reference number: HS 8

Senator: Fifield

Type of question: Hansard page 71

Date set by the committee for the return of answer: 22 July 2011

Number of pages: 2

Question:

- a) **Senator FIFIELD:** Are you monitoring clients? How do you describe the people who interact with your unit?

Mr Tidswell: Customers.

Senator FIFIELD: The terminology is always changing.

Ms Campbell: We are standardising across portfolios.

Senator FIFIELD: Are you undertaking surveys of—

Mr Tidswell: We have good information from the last two budgets, and the feedback about how people have used the service and like the service, particularly how many people have been satisfied with getting their information either through the telephone number and hearing the information or through finding their way to the website and getting their information needs met. We can provide on notice how successful that has been.

- b) **Senator FIFIELD:** Thank you. If you could also provide on notice a breakdown of how the funds, the \$38.7 million, are being spent on this project, including any subcontractors and so on, that would be great.

Answer:

- a) The following table provides Single Portfolio Website and Single Portfolio Telephone Number usage metrics for the six weeks following the 2010-11 and 2011-12 Budget announcements.

	2010-11	2011-12	Change
Single Portfolio Website visitors	66,014	99,703	51% increase
Single Portfolio Telephone Number calls	2,282	14,384	530% increase

The following table shows customer satisfaction levels for the Single Portfolio Website and Single Portfolio Telephone Number for the six weeks following the 2010-11 and 2011-12 Budget announcements.

	2010-11	2011-12
Single Portfolio Website Customer Survey Response to question “How useful was the information you read?” – callers who answered “Useful” or “Very Useful”	47%	43%
Single Portfolio Telephone Number Customer Survey Response to question “How useful was the information you heard?” – callers who answered “Useful” or “Very Useful”	49%	80%

- b) The \$38.8 million for implementation of the Portfolio Channel Strategy in the period to 2014-15 is spread across three high level components.

Component	Budget Amount
Portfolio Channel Strategy The Portfolio Channel Strategy outlines an integrated portfolio channel management capability that will provide: <ul style="list-style-type: none"> • an ongoing continuous improvement capability for the integrated channel environment; • governance and business processes to support the integrated channel environment; and • redesigned job roles to support the integrated channel environment. 	\$13,826,639
Single Portfolio Website Future enhancements of the Single Portfolio Website focus on customer-centric portfolio information in an unauthenticated Single Portfolio Website, and the possible decommissioning of the unauthenticated elements of portfolio legacy websites. This includes continuous improvement and enhanced capabilities to maximise customer access and usability.	\$17,065,382
Single Portfolio Telephone Number Future enhancements of the Single Portfolio Telephone Number builds on deliverables already made for this project. This includes continuous improvement and enhanced capabilities to maximise customer access usability. The Single Portfolio Telephone Number will deliver a single enquiry line for people to access general portfolio information through self service. It has two components: <ul style="list-style-type: none"> • a single enquiry line for general portfolio information via self service; and • rationalisation of existing portfolio customer facing telephone numbers. 	\$7,945,974
TOTAL	\$38,837,995

To date, no subcontractor costs have been identified.