

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Human Services Portfolio

Additional Estimates 2006-2007, 13th and 16th February, 2007

Question: HS51

Agency: Centrelink

Outcome 1, Output 1.1

Topic: Opinion Polls/Market Research

Hansard Page/Written Question on Notice: Written Question on Notice

SENATOR WONG asked on 16/02/2007:

- (1) What sum was spent on opinion polls, focus groups or market research in 2006 by each department and agency in the Minister's portfolio?
- (2) Will the Minister provide a list of the opinion polls, focus groups, or market research agencies what are used by the department and agencies in the Minister's portfolio?
- (3) How much of the opinion polls, focus groups or market research expenditure of agencies or departments was conducted at the request of the Minister's office?
- (4) What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups of market research?

ANSWER:

- (1) Expenditure on Centrelink in 2006 was \$2,398,263 without GST (or \$2,636,717 with GST).
- (2) The following table lists the research, its benefit and the agencies used during 2006 by Centrelink:

Research Project	Benefit	Company name
<u>Centrelink Call Customer Satisfaction</u>	The findings are used to monitor performance, identify improvement opportunities and ensure customer service expectations are understood.	DBM Consultants
<u>Customer Service Centre Customer Satisfaction</u>	The findings are used to monitor performance, identify improvement opportunities and ensure customer service expectations are understood.	DBM Consultants
<u>National Customer Satisfaction Survey</u>	Annual survey to evaluate customer views on the Centrelink corporate image, reputation and the overall quality and delivery of service.	DBM Consultants
<u>Internal Customer Service Centre Audit Programme</u>	The findings are used to monitor, promote and reinforce the need for consistent presentation standards throughout Centrelink.	Synovate

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<u>Welfare to Work Communication Product Testing</u>	The findings were used to refine the products, which explained Welfare to Work impacts on and opportunities for customers.	Market Access Consulting and Research
<u>Marketing Makeover Evaluation</u>	The findings were used to highlight strengths and weaknesses of the Marketing Makeover project designs, to enable refinement prior to a national roll out.	NWC (Newton Wayman Chong) Research
<u>Corporate Wardrobe</u>	Collect staff views on the Corporate Wardrobe programme, including product quality and service delivery, to develop strategies and actions to further improve staff take up.	Mark Dignam & Associates
<u>Improving Customer Letters</u>	For the development of a 'best practice' approach to letters, including the tone and layout parameters. It also provided a structure to allow monitoring of the impacts of any subsequent changes to letters, by benchmarking customer responses to categories of letters.	Market Solutions
<u>Letters Production Review</u>	To identify how to improve processes for a responsive, sustainable and effective production and management environment for letters and equivalent communications.	Market Access Consulting and Research
<u>Customer Portal Design</u>	To support the refinement of the preferred design for the new Centrelink Customer Portal to ensure it is an inviting and appealing on-line experience.	Market Solutions
<u>Communication with Families Customers</u>	The findings are used to ensure continued development of realistic and effective communication strategies to promote and inform customers and potential customers about Families initiatives; services and processes and their obligations.	Woolcott Research
<u>Staff Attitudes and Perceptions to Self Service & Online Claims</u>	The findings were used to develop internal communication strategies and tools to support staff, which in turn is assisting Centrelink to maximise the use of the self service channels to focus on more complex customer interactions.	NWC (Newton Wayman Chong) Research
<u>Online Claims and Self Service - Customer Segmentation, campaign evaluation and brand research</u>	To develop market segmentations of customers for the likely take-up and continued use of self service options; to assist staff to more effectively promote the options in ways to suit individuals; testing proposed and possible brands, wants/benefits and language for each segment; techniques to complement the qualitative understanding of segments and to determine the success or otherwise of recent marketing activities with selected customer groups.	NWC (Newton Wayman Chong) Research

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<u>Time Boxes</u>	Assess time taken by small businesses to complete various Centrelink forms. Findings are used for mandated reporting, form and letter improvements and the ongoing development of business services.	Mark Dignam and Associates
<u>Reviewing News for Seniors</u>	The findings are used to ensure the publication remains an effective mechanism to communicate Australian Government and Centrelink information to Age and Department of Veteran's Affairs pensioners and self-funded retirees.	Worthington Di Marzio
<u>Community Attitudes Survey</u>	The results are used to inform Centrelink's broad communication and media strategies and to provide current information about what influences the community's perceptions of Centrelink.	Roy Morgan Research
<u>Centrelink Agents and Access Points Survey 2006</u>	The findings are used to inform ongoing promotion and management of the rural agent and access point services network.	NWC (Newton Wayman Chong) Research
<u>Financial Information Service (FIS) Seminar Evaluation</u>	These findings contribute to planning, refining and promoting future seminars.	Eureka Strategic Research
<u>Evaluation of the Centrelink Brand</u>	The findings assist to develop strategies to position the brand in Centrelink's role as a Department of Human Services agency.	TNS (Taylor Nelson Sofres) Social Research
<u>Welfare to Work Contact Model Trial and Work First Message Research</u>	The findings contributed to refinement of the Contact Model and related messages for customers.	DBM Consultants
<u>Contract and Intermittent Workers Factsheet Testing</u>	The findings ensured that this factsheet provided clear and effective communication on the extension of the Seasonal Work Preclusion Period to people with this pattern of work from 20 September 2006.	Market Access Consulting and Research
<u>Customer Experience of Complaint Handling</u>	This resulted from a recommendation of the 2005 ANAO Audit into Centrelink's Complaints Handling Systems and gathered information on customer satisfaction with Centrelink's customer complaints process.	DBM Consultants

(3) None of Centrelink's research was conducted at the request of the Minister's office.

(4) Please see the table in part (2).

To prepare this answer it has taken approximately 7 hours and 16 minutes at an estimated cost of \$384.