Department of Veterans’ Affairs

2014 Client Service Survey
Summary Report

21 October 2014

Melbourne Canberra Sydney
www.orima.com
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I. Executive Summary

A. Background

The 2014 Client Service Survey was conducted in July-August 2014, comprising a core CATI (telephone) survey of n=2,820 clients, and an online survey which obtained n=253 responses. This summary report focuses primarily on the CATI survey results, which are representative of the broader client population.

The key objectives of the 2014 Client Service Survey were to:
◆ provide an indicator of satisfaction amongst the veteran community with DVA client services;
◆ better understand the communication experiences and expectations of client groups to assist in identifying opportunities for service delivery improvements; and
◆ form a baseline from which to measure the success of future changes to DVA’s service delivery environment.

B. Key findings

Overall satisfaction in 2014

In 2014, 89% of DVA clients indicated that they were satisfied overall with the service provided to them by DVA (see Figure 1).
◆ The majority of clients indicated that the quality of client service from DVA remained the same (82%) or had improved (16%) over the last 12 months.

Figure 1: Overall satisfaction with DVA service

Base: All respondents (n=2,818)
Historical comparison

The 2014 results for overall satisfaction (89%) were marginally below the ratings recorded in the 2010 (93%) and 2008 (92%) surveys.

- Despite this, there were signs of improvement among younger clients and the gap in satisfaction between the younger and older clients has narrowed – only 5 in 10 clients under 45 years were satisfied in 2008 and 2010 compared to 63% in 2014.

In 2008 and 2010, ‘timeliness’ was identified as a key driver of overall client satisfaction (irrespective of age). However, expectations of what constitutes ‘timeliness’ appear to be quite different for older and younger clients.

- In the 2010 General Survey, 88% were satisfied with DVA’s timeliness, consistent with 2014 results (88%). For the under 45 cohort, overall satisfaction was significantly lower but consistent across the last two survey cycles (54% in 2010 and 2014).

General impressions of DVA

The findings show that 9 in 10 clients agreed with a range of statements in relation to the integrity of DVA, including:

- DVA is honest and ethical in its dealings (90%);
- DVA is committed to providing high quality service to clients (90%); and
- DVA is an organisation that clients have confidence in (89% - see Figure 2).

Positive sentiment was lower in relation to DVA tailoring services to meet the changing needs of clients (81% agreed) and DVA responding to feedback (73%, with 21% providing a neutral rating).

Figure 2: General impressions of DVA

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree or disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q62h. Is honest and ethical in its dealings (n=2,770)</td>
<td>47%</td>
<td>43%</td>
<td>7%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Q62a. Is committed to providing high quality service to clients (n=2,785)</td>
<td>47%</td>
<td>42%</td>
<td>6%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62k. Clients have confidence in (n=2,790)</td>
<td>47%</td>
<td>42%</td>
<td>6%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62l. Provides reliable information and advice (n=2,787)</td>
<td>46%</td>
<td>42%</td>
<td>8%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62e. Sensitively acknowledges the service and sacrifice of veterans (n=2,760)</td>
<td>48%</td>
<td>41%</td>
<td>7%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62j. Delivers services in a timely manner (n=2,779)</td>
<td>45%</td>
<td>43%</td>
<td>7%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62g. Communicates clearly (n=2,790)</td>
<td>42%</td>
<td>46%</td>
<td>7%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62i. Is known for delivering the services that clients need (n=2,769)</td>
<td>43%</td>
<td>43%</td>
<td>9%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Q62b. Understands the needs of clients (n=2,787)</td>
<td>44%</td>
<td>42%</td>
<td>8%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Q62m. Is accountable for decisions it makes (n=2,668)</td>
<td>39%</td>
<td>45%</td>
<td>11%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62f. Puts clients first (n=2,773)</td>
<td>42%</td>
<td>42%</td>
<td>10%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Q62d. Tailors services to meet the changing needs of clients (n=2,642)</td>
<td>37%</td>
<td>44%</td>
<td>14%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62c. Responds to feedback (n=2,385)</td>
<td>34%</td>
<td>39%</td>
<td>21%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Base: All respondents
**Touchpoint satisfaction**

The 2014 survey measured respondents’ perceptions of the five key channels through which DVA interacts with clients (touchpoints) – telephone; letter; email; face-to-face; and the website. A Quality Service Index (QSI) was calculated for each touchpoint by converting the average result for overall satisfaction into an index out of 100.

♦ Touchpoint QSIs were weighted according to the volume of client traffic engaged via that touchpoint and combined into an aggregate QSI that provides an overall client service score for DVA as a whole - the overall QSI result for 2014 was 85.7.

The analysis shows that touchpoint service delivery was generally rated positively by clients who had interacted with DVA via each channel in the last 12 months, with the highest QSI recorded for **face-to-face** dealings (90.1), followed by **telephone** (86.7 – see diagram overleaf).

♦ **Email** (75.3) and **website** (72.2) recorded relatively lower QSI scores, although significantly fewer clients used these channel to interact with DVA.

Results for specific aspects of touchpoint service delivery indicate that timeliness was an area of concern – including in relation to the time taken to answer a client’s telephone call (78.7); and the time it took to receive a response via email (66.8).
Overall QSI: 85.7

Telephone service: 86.7
  - Time to answer call: 78.7
  - Ease of finding contact number: 85.8
  - Ease of getting to right person: 82.2
  - DVA staff: respectful: 91.9
  - DVA staff: helpful: 89.6
  - DVA staff: sensitive to needs: 88.3
  - DVA staff: treated fairly: 89.3
  - DVA staff: dealt with query in timely manner: 85.5
  - DVA staff: good listeners: 87.5
  - DVA staff: communicated clearly: 87.4
  - DVA staff: able to resolve query/answer questions: 83.5
  - DVA staff: provided relevant info: 85.2
  - DVA staff: provided accurate info: 85.9
  - DVA staff: provided complete info: 84.3

Letters: 87.4
  - Ease of understanding: 85.7
  - Way information was presented: 88.7
  - Accuracy of information: 88.8
  - Ease of finding important information: 85.3
  - Relevance of information: 85.6
  - Completeness of information: 86.6

Email: 75.3
  - Time it took to receive response: 66.8
  - Ease of finding DVA contact email: 81.9
  - DVA's response: easy to understand: 78.9
  - DVA's response: respectful: 81.4
  - DVA's response: communicated clearly: 80.3
  - DVA's response: able to resolve query/answer questions: 76.5
  - DVA's response: provided relevant info: 77.0
  - DVA's response: provided accurate info: 78.4
  - DVA's response: provided complete info: 80.5

Face-to-face: 90.1
  - Respectful: 94.1
  - Helpful: 91.1
  - Sensitive to needs: 90.9
  - Treated you fairly: 93.0
  - Dealt with query in timely manner: 90.9
  - Good listeners: 91.0
  - Communicated clearly: 92.4
  - Able to resolve query/answer questions: 88.3
  - Provided relevant information: 89.2
  - Provided complete information: 88.1
  - Provided accurate information: 88.9

Website: 72.2
  - Ease of finding information looking for: 65.1
  - Enough information to answer query/question: 69.8
  - Presentation of information: 72.8
  - Ease of understanding information presented: 70.9
Suggestions for improvement

The following suggestions for improvement for each touchpoint were commonly offered by respondents, although the volume of suggestions was generally low given the high levels of satisfaction with most touchpoints.

- **Telephone**: reduce on-hold and waiting times; ensure consistency in staff personal interactions skills (e.g. being polite/helpful/courteous); and allow queries to be dealt with via a single point of contact.

- **Letters**: provide more complete information; test relevance of content; and provide clarity about what the letter means and what the client needs to do in response.

- **Email**: requests for DVA to initiate contact with the client to follow-up on the email; provide relevant forms or details to allow the client to follow-up in turn; and be clear about what the email means in terms of actions clients need to take.

- **Face-to-face**: ensure consistency in staff personal interaction skills; ensure the availability of dedicated DVA staff at shared facilities; and ensure access to appropriate facilities in regional areas.

- **Online services**: improve client awareness of online services and DVA’s social media presence; and improve the navigation and layout of the website.
C. Topical findings

Under 45s

Lower satisfaction levels for clients aged under 45 years were evident across many measures in the survey (including just 63% being satisfied overall), pointing to a disconnect between initial expectations and service delivery experiences for this cohort.

- The results also indicate that clients aged under 45 have a different relationship with DVA in terms of the nature of their dealings with the Department – for example, they are more likely to be new clients, and making a claim for an incapacity payment that was still pending at the time of the survey.

- Client understanding of the claims process and expectations in relation to the length of the claims process are two areas that should be prioritised for improvement initiatives, as this cohort’s experience in relation to claims appears to ‘colour’ their views of the Department as a whole (see Figure 3 below).

Further analysis is warranted in order to confirm the service attributes that are the key determinants of client satisfaction in 2014 (at an overall level), including specific drivers for clients under 45. This will provide valuable insight when identifying priorities for service delivery improvement initiatives.

Figure 3: General impressions of DVA – by age
Contact with DVA

Approximately 1 in 3 clients had contacted DVA or sought information from DVA in the last 12 months. The most favoured channel of contact was by telephone, and this was generally in order to obtain information about a DVA service or benefit (28%); update personal or financial information (23%); organise for a service to be provided (15%); or to lodge a claim (14%).

- Almost 8 in 10 clients who had recent contact with DVA indicated that their first-contact fully provided the information or outcome they needed.
- Clients who did not feel that their first contact with DVA resolved their issue and had to follow-up the same matter more than once represented 12% of those that had contacted DVA in the last 12 months. Unsurprisingly, satisfaction levels among this cohort were significantly lower across a range indicators.

Claims processing

Results for submission of claims showed that claims for health services and reimbursement were generally quicker (up to 4 weeks) compared to compensation or pension claims – over 30% of compensation and pension claims were still pending at the time of the survey.

- The majority of clients who had submitted a claim or application indicated that the time taken to process their claim either met (62%) or exceeded (21%) their expectations. DVA performance against expectations began to fall after 4 weeks processing time.
- Those who had made a claim for compensation or application for a pension were less likely to feel that their expectations had been met (67% each, compared to over 8 in 10 for those who had submitted applications for health services or reimbursement).

Use of online services

Client usage of online channels was considerably lower than other channels. Just over half of clients indicated that they did not have an email address and did not use the internet, and over 8 in 10 did not use social media. Four per cent of clients had used the MyAccount service in the last 12 months, and 13% had used the DVA website.

- Predictably, clients aged under 45 were much more likely to have an email address, and to use the internet and social media (including being more likely to use the DVA website). They were also more likely to prefer contacting DVA (and to be contacted by DVA) by email, although telephone contact was still preferred by most.
- Despite their higher general online engagement, clients aged under 45 were no more likely to have used the MyAccount service, with most indicating they were either not aware of the service or that they had no need for the service. This latter result may indicate that clients are not fully aware of the range of facilities and functionality available through MyAccount, including the ability to make claims.
II. Introduction

A. Background and research objectives

The Department of Veterans’ Affairs’ (DVA) mission is to support those who serve or have served in defence of Australia as well as to commemorate their service and sacrifice. DVA provides support, information and access to health care and other care services for the veteran community (including their dependants, Australian Defence Force personnel, and war widows/widowers), to promote self-sufficiency, wellbeing and quality of life.

DVA’s service delivery environment includes a range of client ‘touchpoints’, including face-to-face channels (shopfront-type offices, outreach and contracted provision of services), online, telephone, email, and written communications.

Under DVA’s current strategic plan, DVA Towards 2020, the Department is working towards:

- becoming a more client-focused, responsive and connected organisation; and
- ensuring the financial sustainability of the Department.

The key objectives of the 2014 Client Service Survey were to:

- provide an indicator of satisfaction amongst the veteran community with DVA client services;
- better understand the communication experiences and expectations of client groups to assist in identifying opportunities for service delivery improvements; and
- form a baseline from which to measure the success of future changes to DVA’s service delivery environment.

B. Research methodology

The research methodology comprised:

- a core Computer Assisted Telephone Interviewing (CATI) survey of n=2,800 clients; and
  - This component of the survey was designed to enable statistically valid extrapolation representative of the DVA client base.
  - Potential respondents were also offered the option of participating via hard-copy self-completion questionnaire, reflecting the data collection mode utilised in past iterations of the survey.
- a supplementary online self-completion survey, accessed via a link on the MyAccount home page.
  - This component of the survey was designed to provide additional coverage of DVA clients engaging with the Department via the MyAccount mechanism.

The research was conducted with the approval of the DVA Human Research Ethics Committee (HREC) (reference number E014/012), under the requirements of the National Statement on Ethical Conduct in Research Involving Humans.
CATI survey

Questionnaire development
The questionnaire for the CATI survey was developed by ORIMA Research, in consultation with DVA. The final version of the questionnaire was cleared by the DVA Veterans’ Satisfaction Survey Reference Group before being programmed into the CATI format for testing by ORIMA Research.

Pilot testing
Pilot testing of the proposed Computer Assisted Telephone Interview (CATI) survey questionnaire for the 2014 Department of Veterans’ Affairs (DVA) Client Service Survey was undertaken between 2-6 July 2014. A total of 103 interviews were completed with a representative cross-section of the DVA client population.

The average interview length of the pilot survey was 23.6 minutes, considerably higher than the planned interview length of 15 minutes. As a result, a number of changes were made to reduce respondent burden, including:

◆ removal of questions;
◆ imposing quotas on modules relating to commonly used service channels; and
◆ conversion of some fully open-ended questions to partially open-ended questions.

A hard copy version of the final questionnaire is presented in Appendix A.

Fieldwork
The main fieldwork period (excluding the pilot survey) took place between 16 July and 25 August 2014. During this period a total of 2,802 interviews were completed, with an average interview length of 20.3 minutes.

In addition, a total of n=18 hard copy self-completion questionnaires were received, data entered and integrated with the CATI data, yielding a total of n=2,820 survey responses for analysis purposes.

Sampling design
Surveys were conducted via stratified random sampling of the DVA client population, with stratification by contact with DVA in the last 12 months, age, gender and State of residence as detailed in Table 1 below.
Table 1: Summary of sample design and quotas

<table>
<thead>
<tr>
<th></th>
<th>CCF (contact with DVA Client Contact Facility) in last 12 months</th>
<th>Non-CCF (no recorded contact in last 12 months)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>1,075</td>
<td>200</td>
<td>1,275</td>
</tr>
<tr>
<td>Female</td>
<td>1,275</td>
<td>250</td>
<td>1,525</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,350</td>
<td>450</td>
<td>2,800</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>140</td>
<td>35</td>
<td>175</td>
</tr>
<tr>
<td>35-44</td>
<td>140</td>
<td>35</td>
<td>175</td>
</tr>
<tr>
<td>45-54</td>
<td>170</td>
<td>40</td>
<td>210</td>
</tr>
<tr>
<td>55-64</td>
<td>375</td>
<td>70</td>
<td>445</td>
</tr>
<tr>
<td>65-74</td>
<td>575</td>
<td>100</td>
<td>675</td>
</tr>
<tr>
<td>75-84</td>
<td>375</td>
<td>70</td>
<td>445</td>
</tr>
<tr>
<td>85+</td>
<td>575</td>
<td>100</td>
<td>675</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,350</td>
<td>450</td>
<td>2,800</td>
</tr>
<tr>
<td><strong>State</strong></td>
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</tr>
<tr>
<td>NSW</td>
<td>720</td>
<td>130</td>
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<td>VIC</td>
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<td>Tas</td>
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</tr>
<tr>
<td>NT</td>
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<td>40</td>
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</tr>
<tr>
<td>ACT</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,350</td>
<td>450</td>
<td>2,800</td>
</tr>
</tbody>
</table>

**Response rates**
A total of 6,765 client records were subject to contact attempts being made.

The raw response rate for the survey was 43% (total number of completed interviews (n=2,802) divided by the total number of sample records used (n=6,508 – excluding live sample records)).

The adjusted response rate was 88% (total number of completed interviews (n=2,802) divided by the total number of completed interviews plus the total number of refusals/terminations (n=3,194)).

**Weighting**
Survey results have been weighted by population numbers of clients by age, gender, State of residence and CCF status to increase the accuracy of overall client population estimates.
Online survey

Questionnaire development
The questionnaire for the online survey was developed by ORIMA Research, in consultation with DVA. The final version of the questionnaire was cleared by the DVA Veterans’ Satisfaction Survey Reference Group before being programmed into the online format for testing by ORIMA Research.

Fieldwork
Fieldwork took place between 16 July and 25 August 2014. During this period a total of 253 survey responses were received.

C. Profile of respondents

Key characteristics of survey respondents are detailed in Table 2 below.

Table 2: Profile of CATI survey respondents (excluding self-completion survey returns)

<table>
<thead>
<tr>
<th></th>
<th>CCF (contact with DVA Client Contact Facility in last 12 months)</th>
<th>Non-CCF (no recorded contact in last 12 months)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>1,075</td>
<td>200</td>
<td>1,275</td>
</tr>
<tr>
<td>Female</td>
<td>1,276</td>
<td>251</td>
<td>1,527</td>
</tr>
<tr>
<td>Total</td>
<td>2,351</td>
<td>451</td>
<td>2,802</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>18-34</td>
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<td>35-44</td>
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<td>75-84</td>
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<td>85+</td>
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<td>649</td>
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<td>Total</td>
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<tr>
<td>Total</td>
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<td>451</td>
<td>2,802</td>
</tr>
</tbody>
</table>
D. Statistical precision

Overall percentage results for questions to the survey answered by all (n=2,802) respondents have a degree of sampling error (i.e. confidence interval) at the 90% level of statistical confidence of +/- 2.4 percentage points (pp). That is, there is a 90% probability (abstracting from non-sampling error) that the percentage results will be within +/- 2.4pp of the results that would have been obtained if the entire population had responded. Also note that higher degrees of sampling error apply to questions answered by fewer respondents.

Table 3 provides indicative confidence intervals (at the 90% level of statistical confidence) for different response sizes (for percentage results from the survey in isolation).

<table>
<thead>
<tr>
<th>Response size (n=)</th>
<th>Survey estimate</th>
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<tbody>
<tr>
<td>2,802</td>
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</tr>
<tr>
<td>2,000</td>
<td>+/-2.8pp</td>
</tr>
<tr>
<td>1,500</td>
<td>+/-3.3pp</td>
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<td>+/-4.0pp</td>
</tr>
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<td>500</td>
<td>+/-5.7pp</td>
</tr>
<tr>
<td>250</td>
<td>+/-8.0pp</td>
</tr>
</tbody>
</table>

E. Presentation of findings

The primary focus of this report is the CATI component of the project, in order to ensure the extrapolation of results to the broader DVA client population.

Percentages presented in this report are based on the total number of valid questionnaire responses made to the particular issue being reported on. This occasionally differs from the total number of completed surveys because of omissions in the completed questionnaires. The results reflect the responses of people who had a view and for whom the questions were applicable.

Percentage results throughout the report may not add up to 100% due to rounding. Frequency distributions of the final results for each survey question are presented in Appendix B.

F. Quality assurance

The project was conducted in accordance with international quality standard ISO 20252.
III. Overall satisfaction with DVA

A. Overall client experience

In the 2014 DVA Client Satisfaction Survey, almost 9 in 10 clients (89%) indicated that they were satisfied overall with the service provided by DVA - marginally below the ratings in the 2010 (93%) and 2008 (92%) surveys.¹

♦ Despite this small decline, a large majority of clients indicated that the quality of client service from DVA remained the same (82%) or had improved (16%) over the last 12 months (see Figure 4).

Although younger clients (under 45 years old) remain significantly more subdued in their positive sentiment (63%), there are encouraging signs of improvement as the gap between the younger and older cohorts closed – for example, 5 in 10 clients under 45 years were satisfied in 2008 and 2010.²

The findings also show that satisfaction levels tended to be lower amongst new clients (less than one year as a client, 77% satisfied).

♦ The subdued satisfaction levels among younger clients (and new clients - groups which overlap to a large extent) were evident throughout many measures in the survey and point to a disconnect between initial expectations and service delivery experiences.

In 2008 and 2010, ‘timeliness’ was identified as a key driver of overall client satisfaction (irrespective of age). However, expectations of what constitutes ‘timeliness’ appear to be quite different for older and younger clients.

♦ In the 2010 General Survey, 88% were satisfied with DVA’s timeliness, consistent with 2014 results (88%). For the under 45 cohort, overall satisfaction was significantly lower but consistent across the last two survey cycles (54% in 2010 and 2014).

➢ The findings suggest that the younger cohort have different experiences in relation to timeliness of service, as a result of the immaturity of the client-provider relationship and the need to establish how each deals with the other (discussed further below).

♦ Further analysis is warranted in order to confirm the service attributes that are the key determinants of client satisfaction in 2014. This will provide valuable insight when identifying the priorities for service delivery improvement initiatives.

¹ Source: Ipsos-Eureka “2010 VSS General Survey final report”
² Source: Ipsos-Eureka “2010 VSS Under 45s final report”. Note that there were methodological differences between the 2014 survey and earlier years (including in relation to the survey instrument), and as such comparisons should be treated with caution.
Figure 4: Overall satisfaction with DVA service

Q63. Considering your overall experience with DVA, how satisfied are you with the service they provide?

Very satisfied: 62%  
Satisfied: 27%  
Neither satisfied nor dissatisfied: 6%  
Dissatisfied: 0%  
Very dissatisfied: 1%

Q65. Thinking about your overall experience with DVA in the last 12 months, would you say that the quality of DVA client service you have experienced has...

Improved greatly: 4%  
Improved: 12%  
Stayed about the same: 82%  
Declined: 0%  
Declined greatly: 0%

Base: All respondents (n=2,818)

B. General impressions of DVA

The survey sought to gauge client impression of DVA beyond just their service delivery experience (taking into account reputational considerations).

The findings show that 9 in 10 clients agreed with a range of statements including:

♦ DVA is honest and ethical in its dealings (90%);  
♦ DVA is committed to providing high quality service to clients (90%); and  
♦ DVA is an organisation that clients have confidence in (89% - see Figure 5).

Positive sentiment was more subdued in relation to DVA tailoring services to meet the changing needs of clients (81% agreed) and DVA responding to feedback (73%, with 21% providing a neutral rating).

Clients aged under 45 years provided lower levels of agreement compared to older clients – particularly those aged over 65 years – for almost all statements about DVA (see Figure 6).

♦ For example, this cohort were the least likely to agree that DVA delivers services in a timely manner (54%), compared to 93% of those aged 65+.
Figure 5: General impressions of DVA

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree or disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q62h. Is honest and ethical in its dealings (n=2,770)</td>
<td>47%</td>
<td>43%</td>
<td>7%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Q62a. Is committed to providing high quality service to clients (n=2,785)</td>
<td>47%</td>
<td>42%</td>
<td>7%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Q62k. Clients have confidence in (n=2,790)</td>
<td>47%</td>
<td>42%</td>
<td>6%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62l. Provides reliable information and advice (n=2,787)</td>
<td>46%</td>
<td>42%</td>
<td>8%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62e. Sensitively acknowledges the service and sacrifice of veterans (n=2,760)</td>
<td>48%</td>
<td>41%</td>
<td>7%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62i. Delivers services in a timely manner (n=2,779)</td>
<td>45%</td>
<td>43%</td>
<td>7%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62g. Communicates clearly (n=2,790)</td>
<td>42%</td>
<td>46%</td>
<td>7%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62j. Is known for delivering the services that clients need (n=2,769)</td>
<td>43%</td>
<td>43%</td>
<td>9%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Q62b. Understands the needs of clients (n=2,787)</td>
<td>44%</td>
<td>42%</td>
<td>8%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Q62m. Is accountable for decisions it makes (n=2,668)</td>
<td>39%</td>
<td>45%</td>
<td>11%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Q62f. Puts clients first (n=2,773)</td>
<td>42%</td>
<td>42%</td>
<td>10%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Q62d. Tailors services to meet the changing needs of clients (n=2,642)</td>
<td>37%</td>
<td>44%</td>
<td>14%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q62c. Responds to feedback (n=2,385)</td>
<td>34%</td>
<td>39%</td>
<td>21%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Base: All respondents

Figure 6: General impressions of DVA – by age

Base: All respondents
Clients aged < 45 years

Further analysis suggests that DVA clients under 45 years of age experience a different relationship with the Department compared to older clients. For example:

- Those aged 18-34 are more likely to be new clients (i.e. have been receiving benefits for less than one year (22%) or 1-3 years (33%));
- They are more likely to have submitted a claim or application for a benefit or service to DVA in the last 12 months (38% of 18-34 year olds and 27% of 35-44 year olds);
  - The claim made was most likely to be a claim for compensation (50% for 18-34 year olds and 34% of 35-44 year olds);
  - The claim was most likely to have still been pending at the time of the survey (46% and 35% respectively);
- Their most recent contact with DVA was most likely to be in relation to an incapacity payment (22% and 14% respectively);
  - They were significantly less likely to feel that their contact with DVA provided them with the information they needed (61% and 41%); and were more likely to have had to contact DVA more than once on the same matter (68% and 73%);
- This cohort held less positive perceptions about DVA’s timeliness at an organisation-wide level (54% agreed DVA delivers services in a timely manner, compared to 88% overall); and
- They were more likely to have issues with understanding the information they were provided:
  - during the most recent contact (61%, compared to 87% overall);
  - in their most recent letter from DVA (72%, compared to 89% overall); and
  - on the DVA website (49%, compared to 71% overall).

These findings suggest that clients aged under 45 years begin their interactions with DVA in relation to complex and personally difficult matters. Client understanding of the claims process and their expectations in relation to the length of the claims process are two areas that should be prioritised for improvement initiatives, as this cohort’s experience in relation to claims appears to ‘colour’ their views of the Department as a whole.
C. Comments and improvement suggestions

The 2014 survey included a number of questions to capture client’s suggestions for improvement to DVA’s service delivery as well as broader comments about DVA’s strengths as an organisation.

“What do you think DVA does well?”

- Almost 1 in 3 respondents (n=855) provided general positive feedback about DVA, with most comments simply noting that DVA “looks after veterans”
  - n=230 also noted that DVA looks after widows and dependents/ families.
- A large number of respondents also commented positively about the health services and benefits (n=400) and payments (n=246) DVA provides.
- Respondents were also very positive regarding:
  - being kept informed (n=297);
  - timely and responsive service (n=285); and
  - friendly and helpful customer service (n=247).

“What do you think that DVA could do better or improve on?”

- The majority of respondents (n=1,806) had no suggestions to offer, either because they could not think of a suggestion, or because they felt that there was nothing DVA could improve upon.
- Common suggestions from other clients included improving:
  - understanding of or empathy with veterans’ needs (n=150);
  - timeliness of services and processes (n=143); and
  - staff and service quality (n=134).

“If you could make one change to improve DVA, what would that be?”

- Again, most respondents were unable to provide an improvement suggestion (n=1,646).
- The most common suggestions from other respondents were in relation to improving:
  - staff and service quality levels (n=148); and communication/ keeping clients informed (n=146);
  - improving understanding and empathy of veteran’s needs (n=134); and
  - improving timeliness (n=108).
IV. Quality Service Index

A. 2014 QSI Results

The 2014 survey measured respondents’ perceptions of the five key channels through which DVA interacts with clients (touchpoints) – telephone; letter; email; face-to-face; and the website.

Each touchpoint contained a question that captured respondents’ overall satisfaction with the particular touchpoint channel, taking into consideration all aspects of service provision. These questions fed into the calculation of a quality service index (QSI) for each of the individual touchpoints through which DVA interacts with clients.

The QSI is calculated by converting the average result for the overall satisfaction question into an index out of 100.

The individual QSIs have been weighted according to the volume of client traffic engaged via that touchpoint and combined into an aggregate QSI that provides an overall client service score for DVA as a whole.

This approach attaches a higher priority to the areas where DVA has most client contact traffic and a lower priority to areas with smaller service obligations.

QSI weighting

Recent contact statistics were used to broadly establish the volume of client contact via each touchpoint. Letters were determined to be the touchpoint with the highest volume. Other touchpoints were then weighted proportionally to letters, as shown in the table below. The effect of this weighting raises the overall QSI from 82.6 to 85.7.

<table>
<thead>
<tr>
<th>Touchpoint</th>
<th>Proportional weight (based on volume)</th>
<th>Rationale</th>
<th>Normalised weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>0.8</td>
<td>In line with client contact stats</td>
<td>0.38</td>
</tr>
<tr>
<td>Email</td>
<td>0.02</td>
<td>Broadly consistent with client contact and CATI stats</td>
<td>0.01</td>
</tr>
<tr>
<td>Face to face</td>
<td>0.07</td>
<td>Broadly consistent with client contact and CATI stats</td>
<td>0.03</td>
</tr>
<tr>
<td>Letters</td>
<td>1</td>
<td>Most common based on volume</td>
<td>0.48</td>
</tr>
<tr>
<td>Website</td>
<td>0.2</td>
<td>Consistent with contact stats</td>
<td>0.10</td>
</tr>
</tbody>
</table>

The diagram below presents the results for the overall QSI for 2014, QSIs for each touchpoint (at an overall level), and QSI scores for each individual aspect of touchpoint service delivery. Specific results for each touchpoint are analysed in more detail in subsequent sections of the report.

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3 A QSI of 100 is equivalent to all respondents indicating they were ‘very satisfied’, a QSI result of 75 is equivalent to all respondents indicating they were ‘satisfied’, a QSI result of 50 is equivalent to all respondents indicating they were ‘neither satisfied nor dissatisfied’, a QSI result of 25 is equivalent to all respondents indicating they were ‘dissatisfied’ and a QSI result of 0 is equivalent to all respondents indicating they were ‘very dissatisfied’.
Overall QSI: 85.7

Telephone service: 86.7
- Time to answer call: 78.7
- Ease of finding contact number: 85.8
- Ease of getting to right person: 82.2
- DVA staff: respectful: 91.9
- DVA staff: helpful: 89.6
- DVA staff: Sensitive to needs: 88.3
- DVA staff: Treated fairly: 89.3
- DVA staff: dealt with query in timely manner: 85.5
- DVA staff: good listeners: 87.5
- DVA staff: communicated clearly: 87.4
- DVA staff: able to resolve query/answer questions: 83.5
- DVA staff: provided relevant info: 85.2
- DVA staff: provided accurate info: 85.9
- DVA staff: provided complete info: 84.3

Letters: 87.4
- Ease of understanding: 85.7
- Way information was presented: 86.7
- Accuracy of information: 88.8
- Relevance of information: 85.6
- Completeness of information: 86.6

Email: 75.3
- Time it took to receive response: 66.8
- Ease of finding DVA contact email: 81.9
- DVA’s response: easy to understand: 78.9
- DVA’s response: respectful: 81.4
- DVA’s response: communicated clearly: 80.3
- DVA’s response: able to resolve query/answer questions: 76.5
- DVA’s response: provided relevant info: 77.0
- DVA’s response: provided accurate info: 78.4
- DVA’s response: provided complete info: 80.5

Face-to-face: 90.1
- Respectful: 94.1
- Helpful: 91.1
- Sensitive to needs: 90.9
- Treated you fairly: 93.0
- Dealt with query in timely manner: 90.9
- Good listeners: 91.0
- Communicated clearly: 92.4
- Able to resolve query/answer questions: 88.3
- Provided relevant information: 89.2
- Provided complete information: 88.1
- Provided accurate information: 88.9

Website: 72.2
- Ease of finding information looking for: 65.1
- Enough information to answer query/question: 69.8
- Presentation of information: 72.8
- Ease of understanding information presented: 70.9

Overall QSI: 85.7
B. Telephone service

Overall satisfaction

Approximately 3 in 10 clients (28%) indicated that they had contacted DVA by telephone in the last 12 months. The majority of these clients (89%) provided a positive rating for the overall quality of DVA’s service during their most recent telephone contact (see Figure 7) – 6% felt the service was ‘poor’ or ‘very poor’, resulting in a QSI of 86.7.

- Clients aged under 45 years were significantly less satisfied overall with the quality of DVA’s service on the telephone (67-69%), and less satisfied with most specific aspects of the service.

![Figure 7: Overall quality of telephone service](image)

**Q21. How would you rate the overall quality of DVA’s service during your most recent telephone contact with DVA?**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>66%</td>
</tr>
<tr>
<td>Good</td>
<td>23%</td>
</tr>
<tr>
<td>Neither poor nor good</td>
<td>6%</td>
</tr>
<tr>
<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Base: Respondents who had telephoned DVA in the last 12 months (n=1,055)**

Aspects of telephone service

Just over half of clients (56%) indicated that they only had to speak to one person during their call with DVA to get their query answered – a further 35% had to speak to two people, and 8% had to speak to three or more people.

- Of those who needed to speak to more than one person, 78% were satisfied with how well their query was described to the person or people their call was transferred to.

Ratings were very high for specific aspects of the telephone service clients received, as shown in Figure 8.

- Clients were particularly positive (over 90% rating ‘good’ or ‘very good’) about the personal attributes of DVA staff who took their call, including the extent to which DVA staff: were respectful (96%); treated them fairly (93%); were helpful (92%); communicated clearly (91%); and were sensitive to their needs (91%).

- Ratings were relatively lower for aspects of the call process, including: the ease of getting to the right person to answer the query (84%); and the time it took to answer the call (81%).

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4 64% of clients had not contacted DVA in the last 12 months.
### Figure 8: Aspects of telephone service

<table>
<thead>
<tr>
<th>Question</th>
<th>Very good</th>
<th>Good</th>
<th>Neither poor nor good</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q18d. Were respectful (n=1,056)</td>
<td>74%</td>
<td>22%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q18b. The ease with which you found the DVA contact number (n=1,052)</td>
<td>58%</td>
<td>32%</td>
<td>7%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q18k. Were good listeners (n=1,054)</td>
<td>64%</td>
<td>26%</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q18o. Provided accurate information (n=991)</td>
<td>62%</td>
<td>27%</td>
<td>6%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Q18n. Provided relevant information (n=996)</td>
<td>60%</td>
<td>29%</td>
<td>6%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Q18j. Dealt with your query in a timely manner (n=1,053)</td>
<td>63%</td>
<td>26%</td>
<td>6%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Q18p. Provided complete information (n=991)</td>
<td>60%</td>
<td>27%</td>
<td>6%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Q18m. Were able to resolve your query/ answer your questions (n=1,052)</td>
<td>61%</td>
<td>25%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Q18c. The ease of getting to the right person to answer your query (n=1,051)</td>
<td>55%</td>
<td>29%</td>
<td>9%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Q18a. The time it took to answer your call (n=1,037)</td>
<td>43%</td>
<td>38%</td>
<td>13%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Base:** Respondents who had telephoned DVA in the last 12 months

### Suggestions for improvement

Consistent with the high ratings for the telephone service, less than 1 in 4 clients who had telephone contact with DVA were able to offer suggestions for improvement. The top three suggestions from these respondents were:

- reduce on-hold and waiting times;
- ensure telephone staff are polite/ helpful/ courteous; and
- a preference to deal with a single point of contact when dealing with DVA.
C. DVA letters

Overall satisfaction

Approximately two thirds of clients indicated they had received a letter from DVA in the last 12 months. Of these, 92% provided a positive rating for the overall quality of the most recent letter they received (see Figure 9), and only 2% felt the service was ‘poor’ or ‘very poor’, resulting in a QSI of 87.4.

- Clients aged under 45 years were significantly less satisfied overall with the quality of their most recent letter from DVA (78%), and less satisfied with most aspects of the letter.

Figure 9: Overall quality of letter

![Figure 9: Overall quality of letter](image)

*Base: Respondents who had received a letter from DVA in the last 12 months (n=1,009)*

Aspects of letters

Ratings were very high for specific aspects of the letter, as shown in Figure 10.

- Clients were highly positive about the accuracy of the information contained in the letter (94% ‘good’ or ‘very good’); and the way that the information was presented (93%).

- Ratings were slightly lower for the ease of finding the important information (88%).
Suggestions for improvement

Only 1 in 10 clients who had received letters from DVA in the last 12 months were able to offer suggestions for improvement. The most common suggestion was to make letters easier to understand, however respondents also mentioned:

- providing more detailed information in the letters;
- ensuring relevant information is provided; and
- providing information about what the letter means and what the client needs to do in response.
D. Email service

Overall satisfaction

Just 1% of clients indicated they had contacted DVA by email in the last 12 months. While 81% of these clients rated the overall quality of DVA’s response to their most recent email as ‘good’ or ‘very good’, 15% rated the quality as ‘poor’ or ‘very poor’ (see Figure 11). As such, the QSI for this touchpoint was relatively low, at 75.3.

![Figure 11: Overall quality of email response](image)

**Base: Respondents who had received an email response from DVA in the last 12 months (n=75)**

Aspects of email response

Ratings were moderate to high for specific aspects of the email response clients had received, as shown in Figure 12.

- Clients were most positive about the extent to which DVA’s response to their email was respectful (87%), although 10% rated this aspect as ‘poor’ or ‘very poor’. Taking into account the low negative ratings, the ease of finding the DVA contact email address also performed well (81%).

- Negative ratings were also relatively high for the response being easy to understand (12% ‘very poor’ or ‘poor’) and the response actually resolving the query (14%).

- Ratings were lowest in relation to the time taken to receive a response from DVA, with 64% rating it ‘good’ or ‘very good’ and 21% rating response time as ‘poor’ or ‘very poor’.
Figure 12: Aspects of email response

<table>
<thead>
<tr>
<th>Question</th>
<th>Very good</th>
<th>Good</th>
<th>Neither poor nor good</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q27d. Was respectful (n=74)</td>
<td>57%</td>
<td>30%</td>
<td>2%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Q27e. Was communicated clearly (n=74)</td>
<td>54%</td>
<td>28%</td>
<td>8%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Q27b. The ease with which you found the DVA contact email address (n=74)</td>
<td>61%</td>
<td>20%</td>
<td>11%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Q27c. Was easy to understand (n=74)</td>
<td>50%</td>
<td>21%</td>
<td>7%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Q27f. Was able to resolve your query/answer your questions (n=74)</td>
<td>55%</td>
<td>21%</td>
<td>9%</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td>Q27a. The time it took to receive a response (n=73)</td>
<td>39%</td>
<td>25%</td>
<td>14%</td>
<td>6%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Base: Respondents who had received an email response from DVA in the last 12 months

Suggestions for improvement

Approximately 2 in 10 clients who had email contact with DVA were able to offer suggestions for improvement. The most common suggestions were to have DVA initiate contact with the client to follow-up on the email, following by providing relevant forms or details to allow the client to respond or follow up.

- Some clients also suggested providing information on what the email means in terms of actions they needed to take, or making emails easier to understand.
E. Face-to-face interactions

Overall satisfaction

Just 7% of clients indicated they had spoken to DVA in person in the last 12 months, primarily interacting at a DVA office. Ratings for these face-to-face interactions were very high, with 94% of clients rating the overall quality of DVA’s service as ‘good’ or ‘very good’ (see Figure 13). This touchpoint recorded the highest QSI, at 90.1.

Figure 13: Overall quality of face-to-face service

Q32. How would you rate the overall quality of DVA’s service during your most recent face-to-face contact?

Base: Respondents who had face-to-face interaction with DVA in the last 12 months (n=209)

Aspects of face-to-face interaction

Consistent with high overall satisfaction, ratings for specific aspects of face-to-face interactions all exceeded 90%, with at least two-thirds of clients ‘strongly agreeing’ (see Figure 14).

- As with the telephone service, clients were particularly positive about the personal attributes of DVA staff they engaged with, including the extent to which DVA staff:
  - treated them fairly (98%);
  - were respectful (97%); and
  - communicated clearly (96%).
- 96% agreed that staff dealt with their query in a timely manner, in contrast to the issues with timeliness experienced with the telephone and email service.
- 94% agreed that the information provided was complete.
- 91% agreed that DVA staff were able to resolve their query or answer their questions (6% disagreed).
Figure 14: Aspects of face-to-face interaction

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree or disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q31e. Treated you fairly (n=209)</td>
<td>76%</td>
<td></td>
<td></td>
<td>22%</td>
<td>1%</td>
</tr>
<tr>
<td>Q31a. Were respectful (n=210)</td>
<td>82%</td>
<td></td>
<td></td>
<td>15%</td>
<td>1%</td>
</tr>
<tr>
<td>Q31i. Communicated clearly (n=210)</td>
<td>75%</td>
<td></td>
<td></td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Q31g. Dealt with your query in a timely manner (n=209)</td>
<td>70%</td>
<td></td>
<td></td>
<td>26%</td>
<td>2%</td>
</tr>
<tr>
<td>Q31h. Were good listeners (n=209)</td>
<td>72%</td>
<td></td>
<td></td>
<td>24%</td>
<td>1%</td>
</tr>
<tr>
<td>Q31c. Were helpful (n=210)</td>
<td>72%</td>
<td></td>
<td></td>
<td>23%</td>
<td>3%</td>
</tr>
<tr>
<td>Q31k. Provided relevant information (n=199)</td>
<td>67%</td>
<td></td>
<td></td>
<td>27%</td>
<td>2%</td>
</tr>
<tr>
<td>Q31d. Were sensitive to your needs (n=209)</td>
<td>73%</td>
<td></td>
<td></td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>Q31m. Provided accurate information (n=195)</td>
<td>66%</td>
<td></td>
<td></td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Q31l. Provided complete information (n=196)</td>
<td>66%</td>
<td></td>
<td></td>
<td>28%</td>
<td>4%</td>
</tr>
<tr>
<td>Q31j. Were able to resolve your query/answer your questions (n=208)</td>
<td>71%</td>
<td></td>
<td></td>
<td>20%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: Respondents who had face-to-face interaction with DVA in the last 12 months

Suggestions for improvement

Consistent with the high ratings for face-to-face interactions, just 1 in 10 respondents who had this interaction with DVA were able to offer suggestions for improvement, which included:

- ensuring staff are polite/ helpful/ courteous;
- ensuring the availability of dedicated DVA staff at shared facilities; and
- ensuring access to appropriate facilities in regional areas.
F. DVA website

Overall satisfaction

Thirteen per cent of clients indicated they visited the DVA website in the last 12 months, commonly to find out general information about how to contact DVA (43%), to look up specific information about a benefit, payment or eligibility (7-11%), or to find a form (7%).

Ratings for the website were moderate, with 73% of website users rating the overall quality of the DVA website as ‘good’ or ‘very good’, and a further 19% providing a neutral rating (see Figure 15). The QSI for the website was the lowest of all touchpoints, at 72.2.

![Figure 15: Overall quality of DVA website](image)

Q43. How would you rate the overall quality of the DVA website based on your most recent experience?

Base: Respondents who had used the DVA website in the last 12 months (n=548)

Aspects of website

As shown in Figure 16, ratings for different aspects of the website varied.

- Almost three quarters felt that both the way the information was presented (72%) and the ease of understanding the information presented (71%) was ‘good’ or ‘very good’;
  - a slightly higher proportion rated ease of understanding as poor (12%);
- 70% felt that there was enough information available to answer their query or question – 16% rated this aspect as poor; and
- 58% positively rated the ease of finding the information they were looking for, with 28% providing a neutral rating and 14% rating it as poor.
DVA Online Services - MyAccount

The vast majority of clients (96%) indicated they had not used DVA’s online MyAccount service in the last 12 months, primarily because they do not use the internet (53%); they have no need to use the service (31%); or because they were not aware of DVA’s online services (11%).

For respondents to the Online survey (which was made available via a survey link on the MyAccount page), ratings of the MyAccount service were solid (see Figure 17):

- 75% agreed that the MyAccount service met their expectations of an online service; and
- 76% indicated that MyAccount had made dealing with DVA ‘easier’ or ‘much easier’, while 21% felt it made no difference.

Figure 17: Satisfaction with MyAccount (Online survey)

**q30. Based on your overall experience, please indicate the extent to which you believe that:** MyAccount met my expectations of an online service

- Strongly Agree: 33%
- Agree: 42%
- Neither agree or disagree: 17%
- Disagree: 4%
- Strongly disagree: 4%

**q31. Has using MyAccount made dealing with DVA...?**

- Far easier: 38%
- Easier: 38%
- No different: 21%
- More difficult: 2%
- Far more difficult: 2%
Ratings for specific aspects of MyAccount were also solid, ranging from 70% rating the online help/instructions provided by DVA as ‘good’ or ‘very good’, to 85% positively rating the ability to change personal information (see Figure 18).

- Negative ratings were relatively higher in relation to the ease of finding the information/process needed (13% ‘poor or very poor’).

![Figure 18: Aspects of MyAccount](image)

**Social media**

The majority of clients (86%) indicated that they do not use social media. Among social media users, awareness and usage of DVA social media content was low.

- Awareness of DVA presence among social media users ranged from 2% for Flickr, 6% each for Youtube and Twitter, and 20% for Facebook.

- 2% or less of social media users indicated they use DVA content via these channels.

**Suggestions for improvement**

2 in 10 of all respondents were able to offer suggestions for improvement regarding DVA’s online services, which commonly included improving:

- client awareness of online services;
- client awareness of DVA’s social media presence; and
- the DVA website, including in terms of improving navigation and layout.
Clients aged < 45 years

At an overall level, use of online channels was found to be low – just over half of clients indicated that they did not have an email address and did not use the internet, and over 8 in 10 did not use social media. Just 4% of clients had used the MyAccount service in the last 12 months, and 13% had used the DVA website.

- In contrast, clients aged under 45 were much more likely to have an email address, and to use the internet and social media (including being more likely to use the DVA website). They were also more likely to prefer contacting DVA (and to be contacted by DVA) by email, although telephone contact was still preferred by most.

- However, clients aged under 45 were no more likely to have used the MyAccount service, with most indicating they were either not aware of the service or that they had no need for the service. This latter result may indicate that clients are not fully aware of the facilities available through MyAccount, including the ability to make claims.
V. Client interactions and preferences

A. Use of DVA benefits and services

Just over 8 in 10 clients (85%) indicated they had received some form of payment, reimbursement or other compensation from DVA in the last 12 months (see Figure 19).

- The most common form of payment these clients recalled receiving was the service pension, invalidity service pension or age pension (47% - see Figure 20), followed by the war widow/ers pension (32%) and disability pension (22%).

The most common types of benefits and services clients recalled receiving were the pensioner concession card (56%); and health services (55%). Approximately 1 in 4 clients were also receiving home services (26%), Commonwealth seniors’ health card (26%) and transport services (25%).

Figure 19: Have you received any payments, reimbursements or other compensation from DVA in the last 12 months?

Base: All respondents (n=2,820)
Figure 20: Which types of DVA payments have you received in the last 12 months? (Multiple response)

Service/Partner Service/Invalidity Service/Age Pensions: 47%
War Widow/ers Pension: 32%
Disability Pension: 22%
Income Support Supplement: 5%
Reimbursement for treatment or travel: 5%
Incapacity payments: 4%
Clean Energy Advance/Supplement: 2%
Reimbursement for household services or attendant care: 2%
Permanent impairment: 2%
Veterans’ Supplement /Seniors Supplement: 1%
Rent Assistance: 1%
Wholly Dependent partner pension: 1%
Funeral benefit/Bereavement payment: 1%
Defence Force Income Support Allowance (DFISA): 1%
Other: 2%
Don’t know/Can’t remember: <1%
None of the above: <1%

Base: Respondents who have received payments, reimbursements or compensation in last 12 months (n=2,467)

Figure 21: Have you received any of the following DVA benefits and services in the last 12 months? (Multiple response)

Pensioner Concession Card: 56%
Health services: 55%
Home services: 26%
Commonwealth Seniors Health Card: 26%
Transport services (including reimbursement): 25%
Aids and appliances: 19%
Rehabilitation Services: 7%
Defence Service Homes (DSH) insurance: 7%
Lump Sum Advance: 2%
Education schemes: 1%
Other: <1%
Don’t know/Can’t remember: <1%
None of the above: 15%

Base: All respondents (n=2,817)
B. Contact with DVA

While the majority of respondents indicated that they deal with DVA personally (81%), the remainder generally noted that another person or organisation helps them deal with DVA ‘sometimes’ (52%) or ‘rarely’ (33%) - see Figure 22.

Figure 22: When you need to deal with DVA, how often is this done by someone else on your behalf?

<table>
<thead>
<tr>
<th>Always</th>
<th>Most of the time</th>
<th>Sometimes</th>
<th>Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td></td>
<td>33%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Base: Respondents who obtain assistance from others to deal with DVA on their behalf (n=278)

Reasons for contacting DVA

While a majority of clients (64%) had not contacted DVA or sought information from DVA in the last 12 months, telephone was the touchpoint most clients used when they did deal with DVA – in fact, for their most recent contact with DVA, 71% of clients indicated they had telephoned (see Figure 23).

♦ The primary reason clients had for contacting DVA most recently was to get information about a DVA service or benefit (28%); update personal or financial information (23%); organise for a service to be provided (15%); or to lodge a claim (14% - see Figure 24).
♦ Clients indicated they were contacting DVA in relation to a range of services or benefits, but most commonly for health services (17%); claims (12%) or ongoing payments (10%) for an income support pension (see Figure 25).
Figure 23: [In relation to the most recent contact] How did you first contact DVA regarding this matter?

- Telephoning DVA: 71%
- Speaking to a DVA representative outside of a DVA office: 8%
- Through a third party (e.g., through an agent, nominee, friend or...): 5%
- Visiting a DVA office in person: 5%
- Writing a letter to DVA: 4%
- Visiting the DVA website (www.dva.gov.au): 3%
- Filling in a form: 2%
- Contacting DVA via email: 2%
- Visiting another government agency or organisation that...: 1%
- Other: 0%
- Can’t remember: 1%

Base: Respondents who had contacted or sought information from DVA in the last 12 months (n=1,395)

Figure 24: What was the purpose of your most recent contact with DVA? (Multiple response)

- Get information about a DVA service or benefit: 28%
- Update your personal or financial information (e.g., to change your address, or provide income or asset details): 23%
- Organise for a service to be provided (e.g., transport arrangements): 15%
- Lodge a claim (e.g., for a benefit or for compensation): 14%
- Resolve a problem: 7%
- Speak to someone about a review of your personal or financial information: 6%
- Find out about the progress of a claim/application: 4%
- Ask a question about a letter I received from DVA: 2%
- Get a statement or letter from DVA (e.g., to help apply for a concession): 2%
- Provide feedback: 1%
- Other: 0%
- Can’t remember: 3%

Base: Respondents who had contacted or sought information from DVA in the last 12 months (n=1,397)
Satisfaction with most recent contact

Almost 8 in 10 clients who had recent contact with DVA indicated that their first contact fully provided the information or outcome they needed (77% - see Figure 26).

- Half of clients (50%) noted that they contacted DVA more than once on the same matter, primarily because they felt that the information given to them was not complete (32%); was not correct (22%); because they wanted to confirm the information previously given to them (21%); or because DVA asked them to contact again (20% - see Figure 27).

- Clients aged under 45 years were significantly less likely to feel that their first contact with DVA fully provided the information they needed, and were significantly more likely to have contacted DVA more than once about the same matter.
Figure 26: To what extent did your first contact with DVA provide the information or outcome you needed?

- Fully provide the information or outcome you needed: 77%
- Mostly provide the information or outcome you needed: 8%
- Partially provide the information or outcome you needed: 9%
- Or, not at all: 6%

Base: Respondents who had contacted or sought information from DVA in the last 12 months (n=1,396)

Figure 27: What were your reasons for contacting DVA more than once on the same matter?

(Multiple response)

- The information given to me was not complete: 32%
- The information given to me was not correct: 22%
- I wanted to confirm the information given to me: 21%
- I was asked to contact DVA with additional information: 20%
- DVA staff did not get back to me when they said they would: 16%
- I wanted to get information in writing: 8%
- I could not remember the information I was told before: 4%
- The information provided was not relevant to my query: 3%
- Other: 7%
- Can't remember: 1%

Base: Respondents who had recently contacted DVA more than once on the same matter (n=212)

As shown in Figure 28, satisfaction with the most recent contact with DVA was high, with
over 8 in 10 respondents agreeing that:
- the information provided was easy to understand (87% agreed);
- they understood the next steps they needed to take (87%);
- the information provided addressed their concerns (86%); and
- the matter was resolved (84% agreed, 11% disagreed).

Figure 28: Thinking about the dealings you had with DVA on this matter, to what extent do you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree or disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q17a. The information provided to me was easy to understand (n=1,381)</td>
<td>52%</td>
<td>35%</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Q17c. I understood the next steps that I needed to take, if any (n=1,362)</td>
<td>48%</td>
<td>39%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Q17b. The information addressed my concerns (n=1,372)</td>
<td>49%</td>
<td>37%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Q17d. The matter was resolved (n=1,369)</td>
<td>51%</td>
<td>33%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base: Respondents who had recently contacted DVA

Clients whose first contact with DVA did not fully provide them with the information or outcome they needed were less likely to provide positive ratings about their recent experiences.
- However, within this group, those who only contacted DVA once – compared to those who had multiple contacts with DVA about the same matter – were much more likely to agree that the information provided was easy to understand (76% vs 50% - see Figure 29).

They were also more likely to agree that:
- they understood the next steps they needed to take (68% vs 57%);
- the information provided addressed their concerns (65% vs 48%); and
- the matter was resolved (62% vs 52%).
Figure 29: Thinking about the dealings you had with DVA on this matter, to what extent do you agree or disagree with the following statements - by single or multiple contact where information needs were not fully met on first contact

<table>
<thead>
<tr>
<th>Q17a. The information provided to me was easy to understand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple contacts (n=207-211)</td>
</tr>
<tr>
<td>18% Strongly agree</td>
</tr>
<tr>
<td>32% Agree</td>
</tr>
<tr>
<td>11% Neither agree or disagree</td>
</tr>
<tr>
<td>27% Disagree</td>
</tr>
<tr>
<td>12% Strongly disagree</td>
</tr>
<tr>
<td>Single contact (n=130-133)</td>
</tr>
<tr>
<td>27% Strongly agree</td>
</tr>
<tr>
<td>49% Agree</td>
</tr>
<tr>
<td>12% Neither agree or disagree</td>
</tr>
<tr>
<td>7% Disagree</td>
</tr>
<tr>
<td>5% Strongly disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q17c. I understood the next steps that I needed to take, if any</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple contacts (n=207-211)</td>
</tr>
<tr>
<td>17% Strongly agree</td>
</tr>
<tr>
<td>40% Agree</td>
</tr>
<tr>
<td>15% Neither agree or disagree</td>
</tr>
<tr>
<td>14% Disagree</td>
</tr>
<tr>
<td>14% Strongly disagree</td>
</tr>
<tr>
<td>Single contact (n=130-133)</td>
</tr>
<tr>
<td>19% Strongly agree</td>
</tr>
<tr>
<td>49% Agree</td>
</tr>
<tr>
<td>13% Neither agree or disagree</td>
</tr>
<tr>
<td>15% Disagree</td>
</tr>
<tr>
<td>5% Strongly disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q17b. The information addressed my concerns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple contacts (n=207-211)</td>
</tr>
<tr>
<td>14% Strongly agree</td>
</tr>
<tr>
<td>34% Agree</td>
</tr>
<tr>
<td>18% Neither agree or disagree</td>
</tr>
<tr>
<td>15% Disagree</td>
</tr>
<tr>
<td>19% Strongly disagree</td>
</tr>
<tr>
<td>Single contact (n=130-133)</td>
</tr>
<tr>
<td>20% Strongly agree</td>
</tr>
<tr>
<td>45% Agree</td>
</tr>
<tr>
<td>13% Neither agree or disagree</td>
</tr>
<tr>
<td>12% Disagree</td>
</tr>
<tr>
<td>9% Strongly disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q17d. The matter was resolved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple contacts (n=207-211)</td>
</tr>
<tr>
<td>22% Strongly agree</td>
</tr>
<tr>
<td>30% Agree</td>
</tr>
<tr>
<td>9% Neither agree or disagree</td>
</tr>
<tr>
<td>18% Disagree</td>
</tr>
<tr>
<td>21% Strongly disagree</td>
</tr>
<tr>
<td>Single contact (n=130-133)</td>
</tr>
<tr>
<td>31% Strongly agree</td>
</tr>
<tr>
<td>31% Agree</td>
</tr>
<tr>
<td>8% Neither agree or disagree</td>
</tr>
<tr>
<td>17% Disagree</td>
</tr>
<tr>
<td>14% Strongly disagree</td>
</tr>
</tbody>
</table>

*Base: Respondents who had recently contacted DVA, and whose first contact did not fully provide the information/outcome needed*
C. Feedback about DVA

Respondents were asked whether they had provided feedback (complaints, compliments or suggestions for improvement) to DVA, or had considered doing so, in the last 12 months. The results showed that:

- Feedback rates were low, with 96% indicating they had felt no need to provide feedback, while just 3% had provided feedback.
- For those who had provided feedback or had considered doing so, most were aware that they could provide feedback by writing to DVA (83% ‘fully’ or ‘partially’ aware), or by calling the DVA general enquiries line (80%).
  - Awareness of other feedback channels ranged from 65% for DVA offices; 48% for email; and 26% for the MyAccount portal.

Client satisfaction with DVA’s response to their feedback was moderate, with 66% satisfied and 23% dissatisfied (see Figure 30).

- Reasons for dissatisfaction primarily related to the time taken to achieve an outcome or resolution (48%), or due to DVA staff not getting back to the client when they said they would (39%).
  - 24% were also dissatisfied due to having to deal with DVA on multiple occasions.

**Figure 30: Satisfaction with DVA’s response**

<table>
<thead>
<tr>
<th>Satisfied Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>45%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>21%</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>10%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>14%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Base: Respondents who had provided feedback to DVA in the last 12 months (n=107)*
D. Submitting a claim to DVA

Sixteen per cent of clients indicated they had submitted a claim or application for a benefit or service to DVA in the last 12 months. These respondents were asked further questions about the claims process.

- Most commonly, respondents had submitted an application for either health services (36%) or reimbursement (27% - see Figure 31).
- Most respondents indicated that their claim or application took 1-2 weeks (36%) or 3-4 weeks (19%) to be processed – for 18%, their claim or application was still pending (see Figure 32).
  - Applications for compensation (34%) or a pension (39%) were more likely to be still pending a decision, while applications for health services or reimbursement were most likely to have been processed within 1-2 weeks (42-45% respectively - see Table 5).

Figure 31: What was the most recent claim or application that you submitted to DVA about?

<table>
<thead>
<tr>
<th>Claim Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for health services</td>
<td>36%</td>
</tr>
<tr>
<td>Application for reimbursement</td>
<td>27%</td>
</tr>
<tr>
<td>Application for a pension</td>
<td>12%</td>
</tr>
<tr>
<td>Claim for compensation</td>
<td>10%</td>
</tr>
<tr>
<td>Application for a health care card</td>
<td>4%</td>
</tr>
<tr>
<td>Household services or aids</td>
<td>3%</td>
</tr>
<tr>
<td>Application for a lump sum advance</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

Base: Respondents who had submitted a claim or application to DVA in the last 12 months (n=612)

Figure 32: How long did it take for this claim or application to be processed?

<table>
<thead>
<tr>
<th>Processing Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 weeks</td>
<td>36%</td>
</tr>
<tr>
<td>3-4 weeks</td>
<td>19%</td>
</tr>
<tr>
<td>1-2 months</td>
<td>9%</td>
</tr>
<tr>
<td>3-6 months</td>
<td>6%</td>
</tr>
<tr>
<td>More than 6 months</td>
<td>3%</td>
</tr>
<tr>
<td>Still pending</td>
<td>18%</td>
</tr>
<tr>
<td>Not sure</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: Respondents who had submitted a claim or application to DVA in the last 12 months (n=612)
**Table 5: Time taken to process claim or application by application type**

<table>
<thead>
<tr>
<th>Time for claim/application to be processed</th>
<th>Compensation (n=83)</th>
<th>Pension (n=79)</th>
<th>Health services (n=194)</th>
<th>Reimbursement (n=144)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 weeks</td>
<td>18%</td>
<td>8%</td>
<td>42%</td>
<td>45%</td>
</tr>
<tr>
<td>3-4 weeks</td>
<td>17%</td>
<td>12%</td>
<td>17%</td>
<td>30%</td>
</tr>
<tr>
<td>1-2 months</td>
<td>5%</td>
<td>14%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>3-6 months</td>
<td>18%</td>
<td>16%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>More than 6 months</td>
<td>7%</td>
<td>6%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Still pending</td>
<td>34%</td>
<td>39%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Not sure</td>
<td>2%</td>
<td>5%</td>
<td>14%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Base: Respondents in top 4 application/claim categories*

The majority of clients who had submitted a claim or application indicated that the time taken to process their claim either met (62%) or exceeded (21%) their expectations.

- Respondent expectations were more likely to be met or exceeded within the 1-2 week and 2-4 week windows, however claims taking at least 1-2 months to process did not meet respondent expectations for approximately 30-55%.

  - The time taken to achieve an outcome or resolution was the primary reason respondent expectations were not met (78%) – 8% (n=14%) or less of these respondents provided another reason.

**Figure 33: Time taken to process claim by performance against expectations**

*Base: Respondents who had submitted a claim or application to DVA in the last 12 months (n=612)*
As shown in Figure 34, the majority of those who had submitted an application for health services or reimbursement considered that the time taken to process their application was in line with their expectations (92% and 84% respectively).

- In contrast, just 67% of both those who had made a claim for compensation and an application for a pension felt that the time taken to process their claim had met their expectations.

**Figure 34: Expectations against claim type**

![Bar chart showing expectations against claim type](chart.png)

- 59% of all claims processed within 4 weeks
- 75% of all claims processed within 4 weeks
- 35% of all claims processed within 4 weeks
- 20% of all claims processed within 4 weeks

**Base: Respondents in top 4 application/claim categories**
E. Communications preferences

Clients were asked a series of questions to establish their preferred communication channels with DVA.

- Consistent with current use of contact channels noted earlier, telephoning DVA was the preferred contact method for 79% of clients (see Figure 35).

- As shown in Table 6, telephone was generally preferred because clients like to speak to a person directly (41%) or because they find it easy to get information via this method (21%).

- Other methods were preferred primarily because of the direct interaction (62% for visiting a DVA office in person); because it allows for a record of information to be obtained (44% for writing a letter to DVA); or because of convenience (30% for contacting DVA by email).

Figure 35: What is your preferred way of contacting DVA?

Table 6: Preferred method of contact by reason for preference

<table>
<thead>
<tr>
<th>Reason for preference</th>
<th>Telephone (n=2,228)</th>
<th>DVA office (n=192)</th>
<th>Letter (n=105)</th>
<th>Email (n=133)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer speaking with a person directly</td>
<td>41%</td>
<td>62%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Easy to get information</td>
<td>21%</td>
<td>7%</td>
<td>5%</td>
<td>26%</td>
</tr>
<tr>
<td>It was convenient</td>
<td>11%</td>
<td>16%</td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td>This way is the only option available to me</td>
<td>13%</td>
<td>3%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Quickest way to get information</td>
<td>12%</td>
<td>2%</td>
<td>5%</td>
<td>14%</td>
</tr>
<tr>
<td>I’ve tried other contact methods but this way is best</td>
<td>2%</td>
<td>2%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>To get a record of information</td>
<td>&lt;1%</td>
<td>1%</td>
<td>44%</td>
<td>15%</td>
</tr>
<tr>
<td>Most accurate information</td>
<td>1%</td>
<td>7%</td>
<td>6%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: All respondents (n=2,816)

Base: Respondents in top 4 preferred communication channels
Client preferences in terms of the time of day most convenient for them to contact DVA generally varied (51% - see Figure 36), however 1 in 3 respondents preferred to contact DVA in the early or late morning.

Figure 36: When is the most convenient time for you to contact DVA?

![Bar chart showing time of day preferences]

*Base: All respondents (n=2,818)*

Almost one quarter of clients indicated that DVA had their current email address (23% - see Figure 37), however 54% noted that they did not even have an email address.

- Consistent with these findings and results in relation to preferred contact method with DVA, in terms of preferences for DVA contacting clients by email was the least preferred method, although was more heavily favoured among respondents aged under 45 years.
- As a first preference, clients indicated they would prefer DVA contact them by letter (47%) or telephone (40%).

Figure 37: To your knowledge, does DVA have your current email address?

![Pie chart showing email address knowledge]

*Base: All respondents (n=2,802)*