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Background

The service delivery environment at DVA includes interaction with clients and the delivery of services through a range of channels including face-to-face, online, telephone, email, and in writing. DVA is currently transforming to improve the way services are provided to veterans and their families. Capturing data on client service experience is a critical measure of DVA's transformation efforts, and inform the ongoing business transformation priorities.

DVA has measured client service satisfaction in a variety of ways since 1995, and has conducted a number of satisfaction surveys on services and/or channels since then. Previous DVA Client Satisfaction Surveys (CSS) have been the only full tracking survey that captures service satisfaction data from a representative sample of all agency clients. DVA is seeking to continue this important tradition with a new survey in 2018.

Project Details, objectives and Milestones

The parties are to work in partnership to design a comprehensive client satisfaction research program that forms an integral part of achieving the Department's long term goals of transformation.

The survey will be presented in a format that will track client satisfaction over the 2014, 2016 and 2018 surveys, providing DVA with insight into the priority areas for service delivery improvement from the client perspective.

A telephone methodology [a 20 minute Computer Assisted Telephone Interview (CATI)] will be used for the survey fieldwork allowing drill-down capacity in to the client groups with particular profiles or concerns. The survey will be conducted by a team of highly experienced researchers who will ensure quality and consistency in the research approach and be able to meet additional requirements and tight timeframes if required.

Reporting will include, but not be limited to, topline report and briefing, executive summary, fact sheet, presentation deck and mini decks as agreed.

Proposed Sample Design

Table 1: Indicative CATI sample design

Demographics	CCF (contact with DVA Client Contact Facility) in last 12 months	Non-CCF (no recorded contact in last 12 months)	2018 Total
Gender			
Male	1,350	250	1,600
Female	1,100	300	1,400
Total	2,450	550	3,000
Age			
18-34	225	50	275
35-44	225	50	275
45-54	170	80	230
55-64	275	80	355
65-74	700	140	840
75-84	330	70	400
85+	525	100	625
Total	2,450	550	3,000
State			
NSW	725	160	885
VIC	455	110	565
QLD	710	140	850
SA	190	45	235
WA	235	55	290
Tas	65		105
NT	15	40	15
ACT	55		55
Total	2,450	550	3,000

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