



# Greater Sydney Local Land Services Customer Satisfaction Survey Results



**73%**  
of private land managers had heard of Local Land Services

**78%**  
of private land managers said contact from Greater Sydney Local Land Services was about right



**77%**  
of private land managers were satisfied with their most recent use of our services

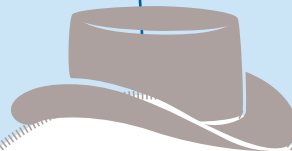


**89%**  
of private land managers want to pass on their land in better condition than the received it

## How did we do?



**70%**  
of Private Land Managers are highly likely to use Local Land Services again



**200**  
Private Land Managers were surveyed



The most used services were **pest and animal management & agricultural services**

# Greater Sydney Local Land Services Customer Satisfaction Survey Results

## The survey in context:

In October 2015, the Customer Satisfaction Cross Regional Team engaged consultants Instinct & Reason to contact 2,200 private land managers and 100 public land managers to measure customer satisfaction via a telephone survey.

The Local Land Services Act 2013, our mission statement and our statewide Strategic Plan 2016 identify customer satisfaction as a long-term indicator of success, so we needed a benchmark to track our customer service performance over time.

Questions covered our overall performance, complaints, communication methods, satisfaction with our services, employee values and behaviour and brand awareness.

The results show how we have performed as an entire organisation and regionally, so we will use the survey as an opportunity to improve key areas of service.

## How did we do?

- 73 percent of private landholder respondents had heard from us
- 77 percent were extremely satisfied with their most recent interaction with us
- Our most used services were pest and animal management programs (27 per cent) and Agricultural advisory services (27 per cent)
- 70 percent are likely to use us again
- 78 percent said contact was "about right" and 20 percent want more
- 77 percent of land managers said our forms are easy to complete

## What did customers say about us?

Statewide customers felt that staff reflected our corporate values:

- Honest: 77 percent
- Wanting to help the customer: 71 percent
- Reliable: 71 percent

## Where we need to improve:

Complaints handling: 13 percent of respondents had made a complaint to us with 50 percent stating their complaints were handled "very well."

Satisfaction over the last 12 months: 77 percent of private land managers were either extremely satisfied or satisfied with us over the past year.

Our challenge: We need to remain accountable for our decisions and responsibilities and continue to provide our customers with the latest information and offer new ways of doing things.

## What are we doing about this?

Local Land Services' regions are in the process of developing strategies to improve their services to increase customer satisfaction. Regions will build on their strengths and focus on key areas of improvement such as complaints handling, performing functions well and introducing customers to new ways of doing things.

Underpinning these strategies will be our organisational values: accountability, collaboration, innovation, integrity, performance, service and trust.

These Customer Survey results are a valuable source of data that will assist us in further improving our customer service levels. With measures already in place and priority areas for improvement clearly identified from the survey, I am confident over the next 12 months, the levels of customer satisfaction on the wide range of services provided by Local Land Services will be even higher.

**David Hogan, General Manager**

