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**Air Cargo Clients
2006 Satisfaction Survey
Research Report**

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AIR CARGO CLIENTS - SATISFACTION SURVEY FINDINGS

SURVEY SAMPLE

Ten (10) clients of AQIS Air Cargo Client Services were contacted by telephone to participate in the Customer Satisfaction Survey in 2006. All 10 clients agreed to participate in the survey.

Please note that, because only 10 Air Cargo clients were interviewed in 2006, no statistically meaningful comparisons with historical satisfaction data (2004 and earlier) can be made.

SAMPLE CHARACTERISTICS

Length of time dealing with AQIS

Most respondents who participated in the survey were long-time clients of AQIS. Seven of the 10 had dealt with AQIS for 10 years or more. The remaining three had dealt with AQIS for five to nine years.

Frequency of contact with AQIS

The vast majority of Air Cargo clients have frequent contact with AQIS. Seven of the 10 have contact with AQIS on a weekly or more frequent basis.

Contact with AQIS	Frequency
Daily	5
Weekly	2
Fortnightly	1
Monthly	2
TOTAL	10

All 10 of the clients only had dealings with one AQIS office – Sydney.

OVERALL SATISFACTION

Respondents were asked to rate their overall satisfaction with the service provided by AQIS on a scale of 1 to 10 – 1 being 'extremely dissatisfied', and 10 being 'extremely satisfied'. **Most of the Air Cargo clients were satisfied with the service provided to them by AQIS, with 6 giving it a rating of 6 or more out of 10.**

Level of overall satisfaction with AQIS service (on a scale of 1-10)	Frequency
1 (Extremely Dissatisfied)	0
2-5	4
6-9	4
10 – extremely satisfied	2
TOTAL	10

Respondents' overall satisfaction with AQIS service was of an acceptable level, with an **average overall satisfaction rating of 7.0**. When compared with historical data, it is apparent that Air Cargo clients' overall satisfaction has steadily improved since 1997 (with the exception of 2003 which experienced a relative slump in satisfaction).

Changes in overall satisfaction over the last two years

The table below shows that six of the 10 clients said that their overall satisfaction had **improved** over the last two years. The remaining four clients were equally split – two said satisfaction stayed the same and two reported deterioration.

Change in overall satisfaction over last 2 years	Frequency
Improved	6
Stayed the same	2
Deteriorated	2
TOTAL	10

Main factors contributing to *improvement* in satisfaction

Of those (6 respondents) whose overall satisfaction had *improved*, most attributed this to the perception that AQIS **understands business needs**, they have had **more contact/personal service**, **staff are better trained**, and **more approachable/better communication**.

Main factors contributing to *deterioration* in satisfaction

The two clients whose overall satisfaction had *deteriorated* attributed this to availability of staff – i.e., **not enough staff/staff not being available when needed**.

Changes that AQIS could make to improve levels of service

Respondents were asked (an open-ended question) about improvements that could be made to AQIS services. Main suggestions made were:

- ❖ Being more accessible;
- ❖ Putting on more staff; and
- ❖ Being more flexible and understanding.

SATISFACTION WITH AND IMPORTANCE OF SPECIFIC AQIS SERVICE ATTRIBUTES

Respondents were asked to rate (i) the importance of, and (ii) their satisfaction with nine attributes of AQIS service on a 1-10 scale (1 being '*not at all important/extremely dissatisfied*', and 10 being '*extremely important/extremely satisfied*').

Asking clients to rate how important they perceive particular attributes of AQIS service to be enables AQIS to identify the needs of each client group, and to improve services to these groups. It is, in effect, developing a *client values framework* for each client group. By measuring client satisfaction against these values, AQIS can identify areas of service that are fulfilling clients' needs, or areas of service that need to be improved.

Most service attributes were rated as important. However, according to **respondents, the most important attribute of AQIS service is staff professionalism** (this achieved an average importance rating of **9.3** out of 10). Clients not only thought that this attribute was important, but were also *satisfied* with this aspect of AQIS service – it achieved a satisfaction rating of **7.6**.

A further six attributes also had average importance ratings of 8.0 (or more) out of 10. Satisfaction ratings for these six attributes were moderately healthy ranging from 6.3 to 7.8. In summary, **AQIS is generally meeting the needs of this client group**.

The weakest performing item re satisfaction was "value for money" (scoring 5.5). However, on a positive note, while value for money received the lowest satisfaction rating, it again rated the lowest in importance.

Attribute of AQIS service	Average rating - Satisfaction	Average rating - Importance
Staff professionalism	7.6	9.3
Staff technical competence	7.3	9.1
Timely & accurate invoices	7.6	9.0
Expectations are clear	7.8	8.9
Responsive to needs	6.7	8.6
Adopting team approach	6.4	8.4
Understand needs of business	6.8	8.3
Flexible	6.3	8.2
Value for money	5.5	8.1

ASSESSMENT OF SERVICE AGAINST AQIS VALUES

Respondents were asked to rate 25 attributes of AQIS service provision, which represent five key values that underlie AQIS service standards. These values are as follows:

Value	Description
1. Professionalism of staff (6 attributes)	Doing the best job we can, serving out clients in a practical, diligent, rigorous and outcomes-focussed way;
2. Integrity of staff (3 attributes)	Behaving ethically, acting with honesty, loyalty and courage;
3. Openness of staff & the organisation (7 attributes)	Building trust, being frank, open to ideas, and accessible to staff and clients
4. Fairness of staff (7 attributes)	Ensuring that people get a fair go, that all are treated equitably and justly;
5. Respect of staff (2 attributes)	Respecting each other, our families, our clients, those with different ideas and those from diverse backgrounds and cultures.

Respondents were presented with 25 statements about the attributes, and were asked to rate their level of agreement with each statement on a five-point agreement scale (with an additional 'don't know' option) as follows: 1 = Strongly agree, 2 = Agree, 3 = Neither agree nor disagree, 4 = Disagree, and 5 = Strongly disagree.

Professionalism of staff

Staff professionalism was generally **rated highly by Air Cargo clients in 2006:**

- ❖ Six of the 10 clients agree that staff are professional;
- ❖ Six also agree that AQIS staff adequately explained the available QA/CA/Co-regulation options; and
- ❖ Seven said staff are well trained and that AQIS helps them find solutions.

Professionalism statements	Number Agree/Strongly Agree (N = 10)
Staff are professional	6
Adequately explained QA/CA/Co-reg options	6
Helps me find solutions	7
Staff well trained	7
Tasks AQIS performs are value for money	4
Aim of AQIS is to raise revenue	2

Integrity of staff

Ratings of staff integrity were very positive in 2006:

- ❖ Half of the clients *disagreed* that AQIS do too many inspections and that staff take too long to do an inspection; and
- ❖ 8 of the 10 *agreed* that staff interpret rules and regulations consistently.

Integrity statements	Number Agree/Strongly Agree (N = 10)e
Staff interpret rules & regulations consistently	8
Too many inspections	3
Staff take too long to do inspection	2

Openness of staff and of the organisation

Opinion regarding the openness of AQIS staff, and of the organisation as a whole, was highly positive in 2006. Nine in ten clients agreed that AQIS expectations are clear. Eight in ten clients agree AQIS listens and are open about how they operate. Six in ten agree they can contact AQIS when needed and half of the clients agree AQIS responds to requests for assistance promptly.

Agreement in 2004 and 2006 was weakest with the statement 'hours of operation reflects needs'. While having improved since 2004, a significant proportion still (4 in 10) *disagrees* with this statement in 2006.

Openness statements	Number Agree/Strongly Agree (N = 10)
Expectations are clear	9
Listens	8
Respond promptly to requests for assistance	5
Open about how they operate	8
Can contact AQIS when needed	6
Hours of operation reflect needs	4
Consults enough with industry	5

Fairness of staff

In 2006, ratings of staff fairness were acceptable.

Six in ten Air Cargo clients agreed that AQIS:

- ❖ responds promptly to requests for information;
- ❖ takes business needs into account; and
- ❖ makes a positive contribution to business success;

Seven in ten clients disagree that AQIS staff apply rules and regulations too strictly; and half agree that AQIS should devote more time to assistance and less to policing/regulating.

Six in ten also agree that 'charge rates are too high.

Fairness statements	Number Agree/Strongly Agree (N = 10)
Responds promptly to requests for information	6
Take needs of business into account	6
Charge rates too high	6
Makes positive contribution to business success	6
Staff apply rules & regulations too strictly	1
Industry should meet all of AQIS's costs	5
Should devote more time to assistance and less to policing/regulating	5

Respect

Staff respect in 2006 remained positive. **The majority of respondents (6 in 10) still *disagreed* that AQIS staff treat their clients arrogantly.** Six in 10 respondents also *agreed* that AQIS is keen to develop a team approach with the industry.

Respect statements (N = 10)	Number Agree/Strongly Agree	Number Disagree/Strongly Disagree
Keen to develop team approach	6	3
Treats clients arrogantly	2	6

BROAD AQIS ISSUES

Primary role and function of AQIS

Primary role & function of AQIS	Number of clients (N = 10)
Protect Australia from incoming pests/diseases	6
Monitor quality of imports/exports	4
TOTAL	10

Respondents were asked what they perceived the primary role and function of AQIS to be. In 2006, six in 10 respondents felt that AQIS's main role is to protect Australia from incoming pests and/or diseases and the other four thought it was to monitor quality of imports and exports.

Value of AQIS Label

Respondents were asked, "If you are involved in export in any way, how much value if any do you see in having an AQIS label on or AQIS clearance of your products when it comes to accessing overseas markets?"

Seven Air Cargo clients were involved in exports, and of these seven, five felt that the AQIS label **does** add high or at least some value when it comes to accessing overseas markets.

Value of AQIS label	Number of clients (N = 10)
High value	4
Some value only	1
Low value	2
Not involved in exports	3
TOTAL	10

FEES/CHARGES AND VALUE FOR MONEY

Rating value for money of AQIS services

Rating of value for money (on a scale of 1 – 10)	Number of clients (N = 10)
1 (Very poor value for money)	0
2-5	6
6-9	1
10(very good value for money)	1
Not sure/Can't say	2
TOTAL	10

Respondents were asked to rate the value for money of AQIS services on a scale of 1 to 10 (where 1 = *very poor value for money*, and 10 = *very good value for money*).

Most clients (6 of the 10) gave AQIS service value for money a rating of 5 or less. The average rating was 5.5 out of 10.

Changes to AQIS charges over the last 12 months

Changes to AQIS charges over the past 12 months	Number of clients (N = 10)
Increased	5
Stayed the same	1
Decreased	0
Both increased and decreased	0
Don't know	4
TOTAL	10

The table above shows that five of the six clients who could answer this question felt that charges had increased since 2005.

AQIS SERVICE CHARTER

Awareness of AQIS Service Charter

Aware of AQIS Service Charter?	Number of clients (N = 10)
Yes	0
No	10
TOTAL	10

Respondents were asked whether or not they were aware that AQIS has a Service Charter. **None of the 10 Air Cargo clients were aware of the AQIS service charter.** If AQIS's intention is for clients to be aware of the service charter **the Air Cargo Client Service Area needs to communicate with clients about the AQIS Service Charter.**

How often Service Standards are met

All clients were read out three of the service standards contained within the Service Charter and asked to state to what extent AQIS had met each standard over the last 12 months.

How often Service Standard met	"Replies to your correspondence within 20 working days of receipt with an answer to your query or at least letting you know when you can expect an answer" Number of clients (N = 10)	"Answers your telephone calls or messages promptly during normal office hours" Number of clients (N = 10)	"Responds to your requests for printed information within 5 working days of receipt" Number of clients (N = 10)
Always	5	3	3
Often	3	4	4
Sometimes	1	2	2
Rarely	1	0	0
Never	0	1	1
Don't know	0	0	0
TOTAL	10	10	10
Always + Often 2006	8	7	7

The likelihood of AQIS meeting each of the three service standards (either always or often) either remained at a high level or had improved in the last year. This is a very positive result.

In 2006, eight of the ten Air Cargo clients said that AQIS 'always' or 'often' 'replies to your correspondence within 20 working days of receipt with an answer to your query or at least letting you know when you can expect an answer'.

Seven of the ten clients said that AQIS 'always' or 'often' 'responds to requests for printed information within 5 working days of receipt' and that AQIS 'always' or 'often' 'answers telephone calls or messages promptly during normal office hours'.

AQIS PRODUCTS

AQIS Bulletin

Receive AQIS Bulletin	Number of clients (N = 10)
Yes	1
No	8
Don't know	1
TOTAL	10

Only one Air Cargo client reported receiving the AQIS Bulletin in 2006. This client found the Bulletin 'somewhat useful, read every edition and always reads all of it.

Website Visitation

Three of the ten Air Cargo clients reported visiting the AQIS website in 2006. One of these clients visits the website weekly and the other two clients visit it only once or twice a year. Areas visited were live animals/reproductive material, Icon database and permits/permit application.

Have you visited the AQIS website	Number of clients (N = 10)
Yes	3
No	7
TOTAL	10

INDUSTRY CONSULTATION

Awareness of Peak Organisations that consult with AQIS

Three in ten of the Air Cargo clients were aware of Peak Industry Organisations that consult with AQIS to represent their interests.

Awareness of Peak Industry Organisations	Number of clients (N = 10)
Yes	3
No	6
Can't say	1
TOTAL	10

Of those three clients who were aware of these Peak Industry Organisations, two are currently members of these peak bodies.

AQIS PERMIT APPLICATION PROCESS

AQIS Permits

Air Cargo clients were asked whether they were required to apply for an AQIS permit. Three in ten said they *did* need to apply for an AQIS permit.

One of the three Air Cargo clients who did have to apply for a permit felt that the permit application process was completed within an acceptable time-frame. However, the other two felt it took too long.

Similarly two of the three felt that the permit conditions were *not* clear and easy to understand.

Rate the permit application process	Number of clients (N = 3)
Faster than expected	1
Took too long	2
TOTAL	3
Were the permit conditions clear and easy to understand?	Number of clients (N = 3)
Yes	1
No	2
TOTAL	3

SPECIAL INTEREST ISSUES

AQIS Approved Co-regulation/Quality Assurance/Compliance Agreement system

Air Cargo clients were asked if they have an AQIS approved Co-regulation, Quality Assurance, or Compliance agreement system in place. Four of the 10 reported that they did have in place such an agreement.

AQIS Approved Co-regulation/Quality Assurance/Compliance Agreement system	Number of clients (N = 10)
Yes	4
No	1
TOTAL	10

The Clients with AQIS approved QA/CA/Co-reg systems were asked:

- i) Whether AQIS was very **helpful** in the development of their QA/CA/Co-reg system; and
- ii) Whether AQIS is very **knowledgeable** about QA/CA/Co-reg systems.

The majority of responses to both of these items were positive, as can be viewed in the table below. Three of the four respondents (or all four) agreed with the two statements.

Co-regulation/Quality Assurance/ Compliance Agreement systems	Number Agree/ Strongly Agree (N = 4)	Number Disagree/ Strongly Disagree (N = 4)
AQIS was very helpful in the development of their QA/CA or co-regulation system	3	1
AQIS is very knowledgeable about QA/CA or Co-regulation systems	4	0

Furthermore, two of these four clients believed that the AQIS approved QA/CA/Co-reg systems system was working well while the other two did not.

Improvements to QA/CA/Co-reg systems

The four clients with AQIS approved QA/CA/Co-regulation systems were asked what improvements they could suggest to the system.

The comments and suggestions made by the four clients were:

- simplify the system;
- reduce costs;
- increase AQIS's presence in the system;
- provide more information/communication; and
- make the system more practical and flexible.

CLIENT COMMENTS

Air Cargo clients were also given the opportunity to supply an additional comment at the end of the survey. Only three clients took this opportunity. Their comments are presented 'as is' below.

1. IF THEY SENT OUT MORE INFORMATION ABOUT THE SERVICE AND THEIR STRUCTURE SO PEOPLE KNOW WHO TO RING AND WHICH DEPARTMENT THEY NEED TO TALK TO THAT WOULD BE BETTER. MAYBE EVEN A DIRECTORY FOR SYDNEY, THAT WOULD HELP. THEY JUST NEED TO KEEP PEOPLE INFORMED ABOUT THINGS;
2. THE GUYS THAT ARE HERE AT THE QANTAS FREIGHT TERMINAL WE HAVE A REALLY GOOD RELATIONSHIP WITH THEM. IN THE LAST FEW MONTHS WHEN WE'VE HAD PROBLEMS WITH ANYTHING THEY CAN COME OVER AND HELP US OUT IN PERSON AND GIVE US ANY ADVICE THAT WE NEED TO DEAL WITH; AND
3. THEY IMPOSE REGULATIONS, AND EXPECT ME TO POLICE THEM AND THEN CHARGE ME FOR THE PRIVILEGE. WHEN THINGS DON'T GO RIGHT THEY THEN IMPOSE FINES OR WHATEVER THEY NEED TO DO, WHEN THEY SHOULD HAVE BEEN THE ONES TO DO THE POLICING IN THE FIRST PLACE.