

Customer Satisfaction Survey 2010 – A Summary

1. Background

HKIRC/HKDNR has commissioned Tiptop Consultants Limited to conduct a customer satisfaction survey to measure the agreement level of customers and service partners towards the service provided by HKDNR. This report presents the findings of the survey. The objectives of the survey are as follows:

- To assess the level of customer agreement on the service provided; and
- To learn customers' expectations and to identify areas for improvement.

2. Summary of Survey Results

Among customers and service partners surveyed, the average score of 22 surveyed attributes ranged from 6.81 to 9.17 on a 10-point scale. The overall satisfaction level was 7.82, while that of customers and service partners were 7.70 and 9.57 respectively. The overall scores for customers were 7.77 and for service partners were 9.15.

Among the 22 attributes, all of them were above average and 21 of them scored above 7 points (agreed). The attribute "Follow-up of account (Service Partners only)" attained the highest score (9.17), followed by "Flexibility to cope with special request (Service Partners only)" (8.50) and "Ability to provide tailor made service (Service Partners only)" (8.33). However, "Service fee (Customer) / Registration fee being value for money (Service Partners)" (6.81) received the lowest score.

Among customers only, they most agreed with "Stability of servers / systems" (8.19), followed by "Working knowledge of staff (technical enquiry)" (8.16) and "Working knowledge of staff (general customer enquiry)" (8.12). However, "Service fee being value for money (Customer)" (6.71) received the lowest score.

Among service partners only, the top 3 attributes were "Attentive to the needs (9.71)", "Service Attitude of staff" (9.57) and "Overall satisfaction level" (9.57). However, "Registration fee being value for money (Service Partners only)" (8.29) scored the lowest.

Among customers and service partners, 1 item scored lower than 7 point is listed as below:

- Service fee (Customer) / Registration fee being value for money (Service Partners)