CSBA Superannuation CX Benchmarking Program

Data requirements

2020

THE CUSTOMER EXPERIENCE EXPERTS

Data Provision Requirements

Please note: To ensure comparability and consistency of results, we expect that all sample provided is **random and representative of your fund** notwithstanding the below criteria of **Member Age** and **Employer Number of Employees**

Member Surveys	Employer Surveys
<u>1. Telephone survey – recent interaction with fund</u> Minimum 1,600 valid member contacts per survey wave, based on standard sample size of 200 member surveys. <u>2. Online survey – recent interaction with fund</u> Up to 3,000 valid member contacts. <u>3. Online survey – no (or no recent) interaction with fund</u> Up to 3,000 valid member contacts without recent contact with the fund.	<u>1. Telephone survey – recent interaction with fund</u> Minimum 800 valid employer contacts per survey wave, based on standard sample size of 100 employer surveys. <u>2. Online survey – recent interaction with fund</u> Up to 3,000 valid employer contacts.
→ Sample must include 50% of contacts aged 18-54 and 50% aged 55 or over. The exact age of the member is also required. → **Note** – for privacy reasons please <u>do not provide members' actual date of birth</u> or <u>members' fund balance</u> in the sample file. → Each contact requires at least member's first and last name, gender, valid phone number with area code, email address, state, member ID (or other unique ID) and age. → Members provided for survey 1 and 2 should have had recent contact with the fund within the past six months – this can be by phone, email, live chat or face to face meetings/workshops, to reflect the variety of touchpoints. → Members provided for survey 3 represents members without recent contact, or any contact, with the fund. → If relevant, you can also provide Investment Mix (Default/Custom) and/or Time in Fund (0-4 years/5+ years) – please ensure you provide a representative distribution of these in your contact list.	→ Sample must include the following breakdowns of the number of employees the employer is contributing to your fund for: ▪ 25% → 0-4 employees ▪ 25% → 5-10 employees ▪ 25% → 11-50 employees ▪ 25% → 51+ employees → Each contact requires at least the employer's first and last name, position, company name, valid phone number with area code, email address, state, Employer ID (or other unique ID) and number of employees contributing for.
Additional sample, extra questions or reporting by other variables that are included in the Member sample list may be requested at an additional cost.	Additional sample, extra questions or reporting by other variables that are included in the Employer sample list may be requested at an additional cost.

CONTACT LISTS – PRIVACY AND DATA SECURITY CLIENT GUIDE

Thank you for choosing CSBA for your CX study. This guide provides important information on privacy and data security requirements associated with providing CSBA with your members' and employers' contact details.

CSBA AND PRIVACY

CSBA adheres to the Australian Privacy Principles (APPs). For research studies that require clients to supply personal information about customers we ensure the APPs are at the forefront of our research design practices.

At CSBA potential respondents to our studies are actively made aware of their rights in relation to how they can access their personal information and the process for making a complaint about breaches of privacy.

As part of this commitment, CSBA requires that clients **supply ONLY information required for the successful implementation of the study**. For example, if age group is required for survey analysis supply only the age or age range the customer fits into rather than their full date of birth.

YOUR ORGANISATION'S PRIVACY POLICY

CSBA is committed to ensuring your organisation's privacy policy is adhered to when conducting research studies.

Critically, before providing contact lists to CSBA you should ensure that your policy does not prohibit the supply of personal information to any third party without consent from the individual.

If your organisation's privacy policy does not allow for the provision of personal information for research purposes you will need to seek the permission of customers prior to providing their details to us, and remove any customers from the list who have not provided permission.

The contact list you supply to CSBA should NOT have any names, numbers, or email addresses that appear on your organisation's Do Not Call register.

MAINTAINING DATA SECURITY

- To maintain data security CSBA adheres to a protocol for receiving and handling customer data.
- Access to contact lists is limited to the direct project team and the privacy officer. All team members have signed confidentiality agreements to ensure their compliance to privacy principles and codes of professional behaviour.
- Only information that is required for the project is loaded into our data collection platforms. For telephone interviewing the platform limits access to one record at a time.
- **To forward your contact list(s) to CSBA please upload the Excel file to the Citrix ShareFile folder that you have been given access to.**
- **You will receive a Quick Start guide to Citrix ShareFile, explaining the simple process of uploading your customer list to the secure ShareFile portal.**
- In order to maintain data security **please *do not* email contact lists directly to your CSBA Researcher**. CSBA staff have been trained to delete emails containing contact lists, and to re-supply you with this information sheet so that our protocols are not breached.
- If the contact list(s) provided contain details outside of what is specified in the template, if headers are changed or if column orders are altered, CSBA reserves the right to delete the list and request a corrected list that complies with the template provided.
- See overleaf for important details about preparing a contact list to send to CSBA.

CONTACT LISTS – PRIVACY AND DATA SECURITY CLIENT GUIDE

This guide provides important formatting information for contact lists supplied to CSBA.

CUSTOMER LIST FORMAT REQUIREMENTS

- **Member and Employer lists (contact lists) should ONLY include information required for the successful implementation of the study.** For example, if required for survey analysis, supply the respondent's age or age group rather than their date of birth; do not supply postal or residential addresses aside from State; avoid supplying membership numbers unless necessary (or alternatively allocate an alphanumeric code to each contact in the list as your reference).
- CSBA generally achieves response rates of between 10% to 40% (although this can vary considerably). As such, for every 100 completed surveys we need you to supply a minimum of 800 contacts in the contact list.
- Contact lists must only include contacts for whom there is at least one phone number for telephone interviewing, and one email address for online surveys.
- Any other details provided in your contact list will depend on the nature of the study. Your CSBA Researcher will work with you to finalise the details required for each contact in order to meet the project's design. You will receive an Excel template for your contact list that you must populate.
- Contacts must not be on your organisation's Do Not Call Register.
- The contact list you supply will be cleaned against CSBA's Do Not Call Register.
- Adhere to requirements around recent contact or general membership base, per the project and survey type requirements.
- Please fill all fields using the column order and headers displayed in the template supplied by CSBA (see below example of common details).
- Empty fields will be treated in the analysis as "missing data".
- Please follow the date and telephone number format shown below (Landline: xx xxxx xxxx and Mobile: xxxx xxx xxx, Date: DD/MM/YYYY).
- Please ensure contact lists are free of duplicate contacts.
- Any non-standard cleaning or reformatting of contact lists required by CSBA may incur additional fees.
- Please contact your CSBA Researcher if we can assist, or if you have any questions.

EXAMPLE ONLY - CUSTOMER LIST TEMPLATE

Title	FirstName	LastName	Telephone	Mobile	Email	State	Age	Investment Mix	Time in Fund
Ms	Faye	Kerr	02 9876 9876	0404 999 888	fk@email.com	NSW	40	Default	2
Mr	John	Citizen	03 9999 9999	0404 040 040	jc@email.com	VIC	50	Custom	17

Data Format Requirements

The following information refers to the Excel template provided (attached to your email). Please use this template, and follow the guidelines below:

- Member and Employer data is required in separate worksheets in an Excel format, using the template provided by CSBA.
- Only provide contacts for whom there is a valid name and phone number.
- Contacts must not be on your Do Not Call Register, and must be eligible for market research interviews.
- Only provide the columns included in the sample template provided by CSBA, without changing the headers or order of the columns.
- Empty fields will be treated in the analysis as "missing data".
- Please follow the phone format given in the examples (Landline: xx xxxx xxxx and Mobile: xxxx xxx xxx) .
- Please follow the age format given in the example (years).
- Please follow the time in fund format given below (years to one decimal place).
- All fields are required except those in red, which are optional.
- The 'Other' categories are to be used by funds who have any additional variables to add (e.g. member type, member profile etc.). You can populate these fields if you so choose, and we can attach them in your excel Response File, or conduct additional analysis on them upon request (subject to additional costs).

Please nominate one data contact

It is important that your Fund nominates one contact as the liaison for matters concerning data. Please provide the name, phone and email address of your Fund's contact to:

Vibeke Johansen (vibeke.johansen@csba.com.au), Nicole Linguey (nicole.linguey@csba.com.au) and Sam Monteath (sam.monteath@csba.com.au).

If you do not nominate an alternative contact, further communications around the sample will be sent to those parties who received the initial request for sample.

CSBA FEAL Customer Experience and NPS Benchmarking Survey Contacts:

Nicole Linguey	Sam Monteath	Vibeke Johansen
CX Director: Finance	Senior Customer Experience Consultant	Research Manager
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