THE CUSTOMER EXPERIENCE EXPERTS

**BETTER** THINKING.
**BETTER** DATA.
**BETTER** INSIGHTS.
**BETTER** EXPERIENCES.

# Local Government **Customer Experience Insights** Survey

Actionable insights to drive customer experience and efficiency improvements



# How CEI Supports Local Government Strategy



**Delivering high-quality community experiences has never been more important or more challenging.** As community expectations continue to rise, the experience your council provides directly influences trust, satisfaction, and engagement. With limited resources and increasing service demands, understanding where to focus time and investment is critical.

**CSBA's Customer Experience Insights (CEI) Survey** helps councils make more informed decisions by providing a clear, evidence-based view of how customers engage with your services, what matters most to them, and how your performance compares across the sector. The CEI equips Councils with trusted data and strategic insights enabling evidence-based decisions that improve customer experience, operational efficiency, and community outcomes.

# Customer Experience Insights (CEI) Survey:
# Actionable insights to drive customer satisfaction, engagement, and efficiency

1. **Boost customer satisfaction** by uncovering pain points in key interactions, from call wait times to service delivery
2. **Measure performance** of high-impact services like waste collection, planning and contact centres
3. **Align services with demand** by identifying underused digital tools vs. overburdened channels
4. **Deliver faster resolutions** by tracking repeat contacts and department bottlenecks
5. **Tailor your strategies** with insights into key differences across customer cohorts
6. **Benchmark against peers** on critical metrics like satisfaction, first-contact resolution and digital uptake



## CEI Supports Key Council Roles

# Empowering Council Leaders with Customer Experience Intelligence




| Council Role | How CEI Helps | Benefits of Participation |
|---|---|---|
| **Council Leadership** | **Gain a clear, evidence-based view of community satisfaction to inform strategic planning.** | • **Benchmark** performance against others to identify areas of strength and opportunity.<br>• **Target** investments and improvements to the areas that matter most to residents.<br>• **Track** the impact of major initiatives over time to demonstrate value and accountability. |
| **Operational Teams** | **Improve frontline service delivery and allocate resources where they will have the most impact.** | • **Analyse** drivers of satisfaction across specific council services.<br>• **Identify** underperforming services for focused improvement.<br>• **Improve** key interactions (e.g., waste, rates, trees etc.) by resolving known pain points.<br>• **Use** customer feedback to guide targeted website and process enhancements.<br>• **Determine** training needs to build staff capability and service consistency. |
| **CX Teams** | **Strengthen trust and satisfaction by aligning services with community expectations** | • **Uncover** the specific experiences that shape resident satisfaction.<br>• **Anticipate** and resolve service or communication issues before they escalate.<br>• **Align** service standards and messaging with community expectations and values. |
| **IT/ Digital** | **Enhance digital channels and UX based on direct customer feedback.** | • **Prioritise** digital improvements that deliver the greatest value to residents.<br>• **Fix** usability issues and pain points across key digital platforms and channels. |

# CEI Survey Overview



### SURVEY AUDIENCE
The CEI survey is completed by people aged 18+ who contacted their local council by telephone or via email/webform or Snap Send Solve app. Option to include additional sample information (e.g. interaction mode, service type etc.) to enhance analysis and insight opportunities.

### SURVEY METHOD
CSBA send customers email with survey link. If no email, via text. Survey takes approx. 7-10mins. Reminder emails/sms sent to encourage participation with option to include incentive prize draw.

### BENCHMARK INFORMATION
Results of each council are compared to aggregated results of all councils included in the CEI survey over time (i.e. past 3 years).

### TIMING
Participate whenever suits you. CEI fieldwork period is approx. 3-4 weeks.

### SURVEY DATA
A data file containing responses to all questions is provided following fieldwork.

### REPORT & PRESENTATION
A detailed report containing insights and recommendations to enhance customer experience. Benchmarking available at no extra cost.

### WHAT NEXT?
A kick-off meeting will be scheduled once you commission the CEI Survey with CSBA.

# CEI Survey Questionnaire

The following questionnaire is used for all participating Councils. One additional proprietary (custom) question can be added at no additional cost.

| | |
|---|---|
| **1. Service & Channel Usage** | • Most recently used services<br>• Channels used to access services<br>• Preferred methods for enquiries<br>• Reasons for contacting Council |
| **2. Service Experience & Satisfaction** | • Overall Satisfaction with Council<br>• Ease of dealing with Council<br>• Satisfaction with service response and resolution, and why<br>• Contact center performance: Hold times actual and perceptions<br>• Staff interaction ratings<br>• Number of contacts to resolve enquiry / issue<br>• Suggested service improvements |
| **3. Channel Preferences & Digital Experience** | • Website usage<br>• Website satisfaction & usability ratings, and why |
| **4. High-Impact Service Evaluation** | • Department-specific satisfaction ratings |
| **5. Community Engagement** | • Preferred methods for council updates |
| **6. Custom Council Questions** | Examples include:<br>• Local priorities (e.g., disaster preparedness, growth areas)<br>• Unique services (e.g., coastal councils) |
| **7. Demographic & Household Insights** | • Age<br>• Gender<br>• Household structure<br>• Business owner |

# CEI Reporting

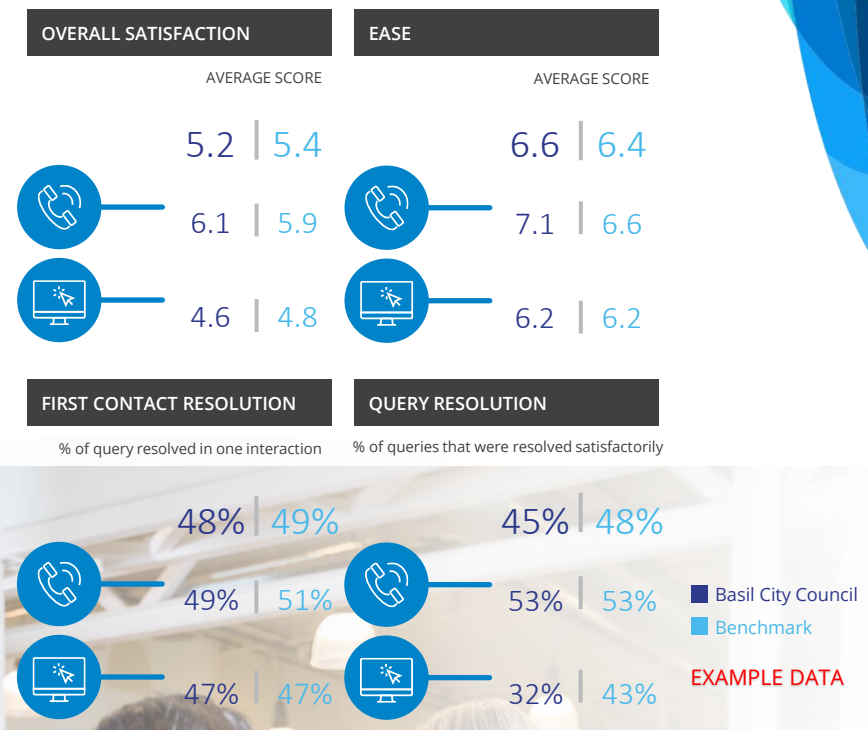
You'll receive a customised report containing key insights, benchmarking data, and targeted recommendations to support strategic decision-making across your Council.

*Reporting example shown here.*

## Basil City Council underperforms, with CSAT below benchmark

- Basil City Council First Contact Resolution (FCR) was on par with the benchmark.
- Less than half of queries resolved satisfactorily for Basil City Council, fewer than benchmark.
- Queries were less likely to be resolved satisfactorily by customers going online vs. via phone.

Despite customers being more satisfied & finding it easier to get help over the phone than online, all metrics require improvement. If estimated contact volume is 3,000 a month, over 1,500 customers do not receive first contact resolution &/or did not get their query resolved satisfactorily per month. This indicates a need to review all customer journeys in addition to enhancing online resolution pathways.






# CEI Survey Investment

Our fees are determined by resident population, which reflects the likely volume of contacts available for CSBA surveys. As a general guide, 'small' councils have populations under 100,000. However, actual fees are influenced by the availability of contact samples and the expected survey response rate.

## Small Council Fees

- **300** online survey responses*
- Full Report with Findings, Key Insights and Recommendations
- **1hr** Report Presentation**
- Council Benchmark results (Councils participating in the past 3 years)
- All verbatim comments plus thematic coding of Overall Satisfaction comments
- One custom question e.g. rating scale, single or multi choice, verbatim

$22,900 + GST

## Large Council Fees

- **800** online survey responses*
- Full Report with Findings, Key Insights and Recommendations
- **1hr** Report Presentation**
- Council Benchmark results (Councils participating in the past 3 years)
- All verbatim comments plus thematic coding of Overall Satisfaction comments
- One custom question e.g. rating scale, single or multi choice, verbatim

$36,050 + GST

* Number of completed surveys will be dependent on sample quantity and quality provided by the individual Council.

** In person presentations will incur travel expenses plus 10% handling fee.

# For better customer experiences

STRATEGY | RESEARCH | QUALITY ASSURANCE | TRAINING

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For over 20 years, CSBA has helped **hundreds of councils** across Australia improve customer experience and deliver better outcomes for their communities.

## What our Council clients say..

> *"The data collected in the annual Customer Experience Benchmarking Survey is vital to providing insights in how we are performing, and how our customers feel about our services. Service Excellence is one of our core values at Glen Eira City Council, and being able to measure critical performance metrics is one of the main ways we can track our progress and improvement across years of service. Benchmarking these metrics against other organisations allows us to further track evolving customer expectations and needs, and provides us with actionable data that we use to tailor our service delivery to meet their expectations".*
>
> **Kellie Vise – Director, Customer and Corporate Affairs, Glen Eira City Council**

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