

Quality Service Provider

1. Introduction

This survey has been prepared to gauge stakeholders assessment of how well the characteristics of a "Quality Service Provider" are captured by a description developed at a workshop of the then ACIF Consumer Council, and to assess how well service providers perform against that description.

The survey is relatively short and will ask you to identify your relationship to service providers, then ask you your views overall on how well providers as a whole match the description and then ask how well providers match each element.

You will also be given the opportunity to provide an additional criterion of a quality service provider.

There is a final element where you are asked to provide an individual assessment of one of your telecommunications service providers.

It is hoped that the results will be presented at the Communications Policy and Research Forum in September. Thank you in advance for your participation.

2. About you

This survey is being addressed to three kinds of stakeholders, and this question is to identify which kind of stakeholder you are.

* 1. Please indicate which kind of stakeholder best describes you?

I work for a service provider

I work for a regulator or policy department

I work for neither, participating as a consumer

Quality Service Provider

3. Quality Service Provider Description

In answering this question please consider the definition of a Quality Service Provider below;

A quality service provider is a business that operates with an acute sense of socio-cultural awareness. It meets or exceeds its legal obligations adopting an approach "beyond compliance". It exhibits "best practice" by being open and transparent in its operations, by taking accountability for its actions, its products and services and its commitments and by being credible; acting with integrity. It ensures staff know what they need to know to deliver on these values.

The provider focuses on all their customers needs and develops products and services to meet those needs. It updates its customers on what's new and gives them options to meet new needs. It never oversells. It provides user friendly innovative products that are built to meet the current service standards and is inclusive of varying customer needs in the design. These products need to offer real value for money and be generally affordable but it is important for the customer that it is based on a sustainable business model because consumers incur real search and selection costs that are irrecoverable.

The provider invests in quality of service and the reliability of products and services. They deliver when and what they say they will, with simple instructions on how to use the product. They are proactive in managing quality, and prompt to repair faults. They take responsibility for the actions of their agents and contractors. Bills are easy to understand and accurate. Customer agreements are easy to understand and fair.

In direct dealing with customers the provider is culturally aware and appropriate in its conduct. Customer service is a company priority and it follows simple steps – the company is accessible to customers through the ease of being able to reach trained courteous staff, they listen to and hear the customers' concerns and genuinely respond to the customers' needs. Where there is dissatisfaction with the service the source of that dissatisfaction is properly addressed. Above all the provider is respectful in its service of the customer.

At all times a quality service provider keeps customers fully informed, of the provider's company policies, of the developments in products and services, and in the progress of any individual transaction between the provider and the customer.

2. Considering this description

	Very poorly	Poorly	Satisfactorily	Well	Very Well
How well does it meet your perception of a quality service provider?	jn	jn	jn	jn	jn
How well do you think service providers as a whole perform against this description?	jn	jn	jn	jn	jn

3. If you could add one other requirement to the definition what would it be?

Quality Service Provider

4. Detailed assessment

We would now like you to provide a detailed assessment of how important you think the elements of the description are and how well you think service providers as a whole perform against them. Please think of the totality or average service provider. You will be given a separate chance to comment about one of your own service providers.

Please consider how important you think each statement is in a quality service provider. Please try to use all the points in the rating scale.

4. Service Provider Culture

	Not at all important	Mostly unimportant	Neither	Important	Very Important
The service provider operates with an acute sense of socio-cultural awareness.	jn	jn	jn	jn	jn
The service provider meets or exceeds its legal obligations adopting an approach "beyond compliance".	jn	jn	jn	jn	jn
The service provider exhibits "best practice" by being open and transparent in its operations, by taking accountability for its actions, its products and services and its commitments and by being credible; acting with integrity.	jn	jn	jn	jn	jn
The service provider ensures staff know what they need to know to deliver on the values above.	jn	jn	jn	jn	jn

5. Products and Sales

	Not at all important	Mostly unimportant	Neither	Important	Very Important
The service provider focuses on all their customers needs and develops products and services to meet those needs.	jn	jn	jn	jn	jn
The service provider updates its customers on what's new and gives them options to meet new needs.	jn	jn	jn	jn	jn
The service provider never oversells.	jn	jn	jn	jn	jn
It provides user friendly innovative products that are built to meet the current service standards and is inclusive of varying customer needs in the design.	jn	jn	jn	jn	jn
The service provider's products offer real value for money and are generally affordable.	jn	jn	jn	jn	jn
The service provider only offers products based on a sustainable business model because consumers incur real search and selection costs that are irrecoverable.	jn	jn	jn	jn	jn

Quality Service Provider

6. After Sale Service

	Not at all important	Mostly unimportant	Neither	Important	Very Important
The service provider invests in quality of service and the reliability of products and services.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
The service provider delivers when and what they say they will, with simple instructions on how to use the product.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
The service provider is proactive in managing quality, and prompt to repair faults.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
The service provider takes responsibility for the actions of their agents and contractors.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
Bills are easy to understand and accurate.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
Customer agreements are easy to understand and fair.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ

7. Customer Service

	Not at all important	Mostly unimportant	Neither	Important	Very Important
In direct dealing with customers the provider is culturally aware and appropriate in its conduct.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
Customer service is a company priority and it follows simple steps – the service provider is accessible to customers through the ease of being able to reach trained courteous staff, they listen to and hear the customers' concerns and genuinely respond to the customers' needs.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
Where there is dissatisfaction with the service the source of that dissatisfaction is properly addressed.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
The service provider is respectful in its service of the customer.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ
At all times the service provider keeps customers fully informed, of the provider's company policies, of the developments in products and services, and in the progress of any individual transaction between the provider and the customer.	jᵩ	jᵩ	jᵩ	jᵩ	jᵩ

Quality Service Provider

5. Detailed Assessment Continued

This part focuses on how well you think service providers as a whole perform. Please state how well you think service providers as a whole perform against each statement. Please try to use all points in the response scale.

8. Service Provider Culture

	Very poorly	Poorly	Satisfactorily	Well	Very well
The service provider operates with an acute sense of socio-cultural awareness.	10	10	10	10	10
The service provider meets or exceeds its legal obligations adopting an approach "beyond compliance".	10	10	10	10	10
The service provider exhibits "best practice" by being open and transparent in its operations, by taking accountability for its actions, its products and services and its commitments and by being credible; acting with integrity.	10	10	10	10	10
The service provider ensures staff know what they need to know to deliver on the values above.	10	10	10	10	10

9. Products and Sales

	Very poorly	Poorly	Satisfactorily	Well	Very well
The service provider focuses on all their customers needs and develops products and services to meet those needs.	10	10	10	10	10
The service provider updates its customers on what's new and gives them options to meet new needs.	10	10	10	10	10
The service provider never oversells.	10	10	10	10	10
It provides user friendly innovative products that are built to meet the current service standards and is inclusive of varying customer needs in the design.	10	10	10	10	10
The service provider's products offer real value for money and are generally affordable.	10	10	10	10	10
The service provider only offers products based on a sustainable business model because consumers incur real search and selection costs that are irrecoverable.	10	10	10	10	10

10. Customer Service

	Very poorly	Poorly	Satisfactorily	Well	Very well
In direct dealing with customers the provider is culturally aware and appropriate in its conduct.	10	10	10	10	10
Customer service is a company priority and it follows simple steps – the service provider is accessible to customers through the ease of being able to reach trained courteous staff, they listen to and hear the customers' concerns and genuinely respond to the customers' needs.	10	10	10	10	10
Where there is dissatisfaction with the service the source of that dissatisfaction is properly addressed.	10	10	10	10	10
The service provider is respectful in its service of the customer.	10	10	10	10	10
At all times the service provider keeps customers fully informed, of the provider's company policies, of the developments in products and services, and in the progress of any individual transaction between the provider and the customer.	10	10	10	10	10

Quality Service Provider

11. After Sale Service

	Very poorly	Poorly	Satisfactorily	Well	Very well
The service provider invests in quality of service and the reliability of products and services.	jn	jn	jn	jn	jn
The service provider delivers when and what they say they will, with simple instructions on how to use the product.	jn	jn	jn	jn	jn
The service provider is proactive in managing quality, and prompt to repair faults.	jn	jn	jn	jn	jn
The service provider takes responsibility for the actions of their agents and contractors.	jn	jn	jn	jn	jn
Bills are easy to understand and accurate.	jn	jn	jn	jn	jn
Customer agreements are easy to understand and fair.	jn	jn	jn	jn	jn

Quality Service Provider

6. Evaluation of one of your service providers

In this part you will be asked to rate how well you think one of the service providers you are a customer of performs against the statements. You will not be asked to name the provider.

* 12. What services do you acquire from this service provider?

Fixed voice only

Mobile service only

Internet service only

A bundle of fixed voice and internet only

A bundle of mobile and at least one other service

Some other combination

Quality Service Provider

7. Evaluation of one provider continued

In this part you will be asked to rate how well you think one of the service providers you are a customer of performs against the statements.

Considering your service provider, how well do they meet the standards specified in each of the statements.

13. Service Provider Culture

	Very poorly	Poorly	Satisfactorily	Well	Very well
The service provider operates with an acute sense of socio-cultural awareness.	10	10	10	10	10
The service provider meets or exceeds its legal obligations adopting an approach "beyond compliance".	10	10	10	10	10
The service provider exhibits "best practice" by being open and transparent in its operations, by taking accountability for its actions, its products and services and its commitments and by being credible; acting with integrity.	10	10	10	10	10
The service provider ensures staff know what they need to know to deliver on the values above.	10	10	10	10	10

14. Products and Sales

	Very poorly	Poorly	Satisfactorily	Well	Very well
The service provider focuses on all their customers needs and develops products and services to meet those needs.	10	10	10	10	10
The service provider updates its customers on what's new and gives them options to meet new needs.	10	10	10	10	10
The service provider never oversells.	10	10	10	10	10
It provides user friendly innovative products that are built to meet the current service standards and is inclusive of varying customer needs in the design.	10	10	10	10	10
The service provider's products offer real value for money and are generally affordable.	10	10	10	10	10
The service provider only offers products based on a sustainable business model because consumers incur real search and selection costs that are irrecoverable.	10	10	10	10	10

15. After Sale Service

	Very poorly	Poorly	Satisfactorily	Well	Very well
The service provider invests in quality of service and the reliability of products and services.	10	10	10	10	10
The service provider delivers when and what they say they will, with simple instructions on how to use the product.	10	10	10	10	10
The service provider is proactive in managing quality, and prompt to repair faults.	10	10	10	10	10
The service provider takes responsibility for the actions of their agents and contractors.	10	10	10	10	10
Bills are easy to understand and accurate.	10	10	10	10	10
Customer agreements are easy to understand and fair.	10	10	10	10	10

Quality Service Provider

16. Customer Service

	Very poorly	Poorly	Satisfactorily	Well	Very well
In direct dealing with customers the provider is culturally aware and appropriate in its conduct.	jn	jn	jn	jn	jn
Customer service is a company priority and it follows simple steps – the service provider is accessible to customers through the ease of being able to reach trained courteous staff, they listen to and hear the customers' concerns and genuinely respond to the customers' needs.	jn	jn	jn	jn	jn
Where there is dissatisfaction with the service the source of that dissatisfaction is properly addressed.	jn	jn	jn	jn	jn
The service provider is respectful in its service of the customer.	jn	jn	jn	jn	jn
At all times the service provider keeps customers fully informed, of the provider's company policies, of the developments in products and services, and in the progress of any individual transaction between the provider and the customer.	jn	jn	jn	jn	jn

8. Thank You

That completes the survey. Should you have any questions or be interested in receiving advice on the results please e-mail me at david@havyatt.com.au.

Many thanks for your participation.

David Havyatt

17. Please feel free to provide any additional comment you like, either about the survey, service providers in general or your service provider.