



## LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

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STANDING COMMITTEE ON ECONOMY AND GENDER AND ECONOMIC EQUALITY  
Ms Leanne Castley MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),  
Mr Johnathan Davis MLA

### **Inquiry into Annual and Financial Reports 2020-2021** **ANSWER TO QUESTION TAKEN ON NOTICE** **3 March 2022**

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Asked by Leanne Castley MLA on 3 March 2022: David Pryce, Deputy Director-General, Access Canberra took on notice the following question(s):

[Ref: Hansard Uncorrected Proof Transcript 3 March 2022, Pages 56-58]

In relation to:

**MR CAIN:** So I mean, I think your official touched on this to a degree, so how will you measure the benefits to the people of Belconnen in terms of service outcomes of these new premises?

**Ms Cheyne:** Thank you, Mr Cain. Look as I already flagged, even with the considerable demand that we saw in January, the service centre is able to see more people, the experience overall is better, both for customers and for our staff which was an incredibly important consideration. We do take surveys about the Access Canberra experience, including at our service centres.

And when customers leave the service centre, they do have an opportunity to provide feedback as well. But also, on a general anecdotal level, we do provide a really strong customer service engagement from the outset when someone attends a service centre. So we have got some outstanding concierge services and security guards as well who work to assist with people to make sure it is a smooth an experience as possible.

But I think ensuring that we have got a place that people find safe and comfortable is part of that. But in terms of the metrics of measuring that, a little bit more difficult. But we are pleased with the feedback that we have had from the community so far.

**MR CAIN:** I am not sure why the metrics are difficult, surely it is—turn around time for particular categories of service requests, so surely there must be an objective way to evaluate the effectiveness and the improved effectiveness of this fitted out centre.

**Ms Cheyne:** Well I think that goes to what I was saying, Mr Cain, about that front end engagement that we have got, and that we are able to do it in a way that is safe and supportive of the community. That when people do arrive, they do select what they are there for and it is our concierge teams who engage with customers to ensure that they have got all the information that they need at hand.

Or perhaps, you know, if there is a bit of a longer wait, guiding them through the self-service kiosk if that is something that they might be minded to do. So all that said, there can be some transactions which are necessarily complex. Access Canberra does operate in the order or more than 400 transactions and customer satisfaction is not necessarily related to timeliness, sometimes it can be about outcomes.

So it can be a little bit more difficult to measure. But I will just check if Mr Pryce has anything further to add.

**Mr Pryce:** In addition to the things you have said, Minister, Mr Cain, obviously we take the live feedback from customers as they exit after their service transaction on the pedestals and we normally get very high scores, often averaging in the last financial year at 97 per cent on that. But for me, some key metric indicators that we check actively throughout each day is around is there a queue, what are the wait times and what are the service times and since Belconnen—the new Belconnen Service Centre has come online, we have seen wait times reduced dramatically during some of the impacts earlier this year.

You know, we saw up to nearly two hour wait times, they are down now I think around—averaging around 20 minutes or less, getting down to even 10 minutes at times. And we are seeing the time once they are inside the service centre, basically 10 minutes to actually complete the transaction with the customer.

And the QR, mobile QR technology which is quite innovative that we brought in because of COVID at the end of last year, and it is now rolled out across all of our service centres, is getting very positive feedback because it means that people, if there is a que or a delay, they do not have to physically stand and they are able to do other things while they are waiting and then turn up at the transaction service centre ready for their transaction when needed.

So that has been a really positive boost and the feedback, as I said, that I have been getting from that is that is a, sort of, a bit of a game changer in how we have been able to support our customers as they come to get service at our service centres.

**MR CAIN:** Thank you for that, I understand the metric on waiting time but surely, you would have a metric to measure, for example, the processing of a license renewal and if there are ways to improve the efficiency of that.

**Mr Pryce:** So we do have those metrics, and that is something that we are constantly reviewing across all our service transactions to look for efficiencies.

**Ms Cheyne:** And again, Mr Cain, that front end that I keep referring to, making sure that people have all the information that is needed to process the transaction is probably the biggest indicator of whether we are going to have a fast transaction or not.

**THE CHAIR:** Can we get a copy of those metrics, how the team is measured, how those timeframes are measured, the license or the different elements to the committee?

**Mr Pryce:** Yes, certainly, I guess, it just—we can give you our performance indicators and the metrics that we do have available, but if there was something specific—

**THE CHAIR:** I imagine they are all, sort of, rolled up into one monthly report to the minister, or to government, just wondering if we can get a copy of that.

**Mr Pryce:** Sure.

**THE CHAIR:** Thank you.

**MINISTER CHEYNE:** The answer to the Member's question is as follows:

Access Canberra Accountability Indicator results are published in the CMTEDD Annual Report.

The indicator for Service Centres is "*Efficient Service Delivery refers to the percentage of customers satisfied with Access Canberra*".

Customer Satisfaction is determined by the number of customers that respond either 'Very Satisfied' or 'Satisfied' to the annual independent customer survey questions.

All Service Centres also have an in-house feedback terminal. These terminals enable the customer to leave ratings from 1 to 5 (5 being the highest) on three elements of service:

- How did we do?
- Was it simple?
- Did you get it sorted?

Another metric is transaction times. Transaction times are influenced by the complexity of the transaction, customers requiring the completion of multiple transactions in one visit, the need to explain the process to customers and respond to questions, validating identity or paperwork among other factors. The average transaction time is calculated from when the ticket is called to a counter until completion of that transaction.

Approved for circulation to the Standing Committee on Economy and Gender and Economic Equality

Signature:



Date:

17/3/20

By the Minister for Business and Better Regulation, Tara Cheyne MLA