



Summary of Key Results from the 2012 Survey of Visa Applicants Who Used an Adviser

August 2012

Background

- The Immigration Advisers Authority has conducted an annual survey of visa applicants who have used an adviser since 2009. The purpose of the survey has been to measure immigration adviser performance and to assess the effects of licensing over time.

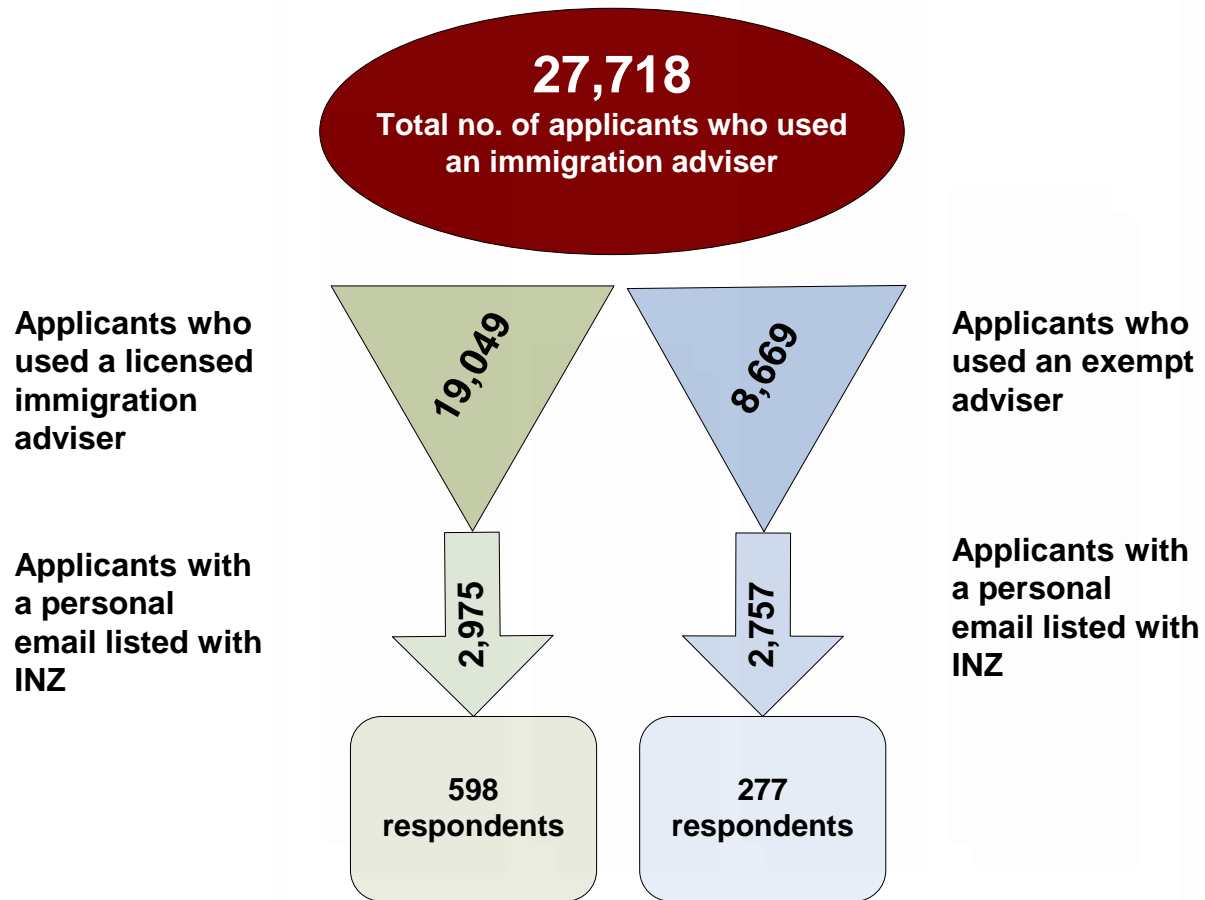


- **NZ advisers:** voluntary licensing for 12 months
- **Offshore:** no licensing
- **NZ advisers:** compulsory licensing for 1 year
- **Offshore:** licensing just introduced
- **NZ advisers:** licensing for 2 years
- **Offshore:** 1 year
- **NZ advisers:** licensing for 3 years
- **Offshore:** 2 years

- Only applicants with a personal email address on the Immigration New Zealand (INZ) database used are able to be invited to participate. As such the results of the survey are only generalisable to clients with a personal email address.

You can help ensure the survey is able to include as many clients as possible by recording clients' email addresses on applications!

Survey Sample

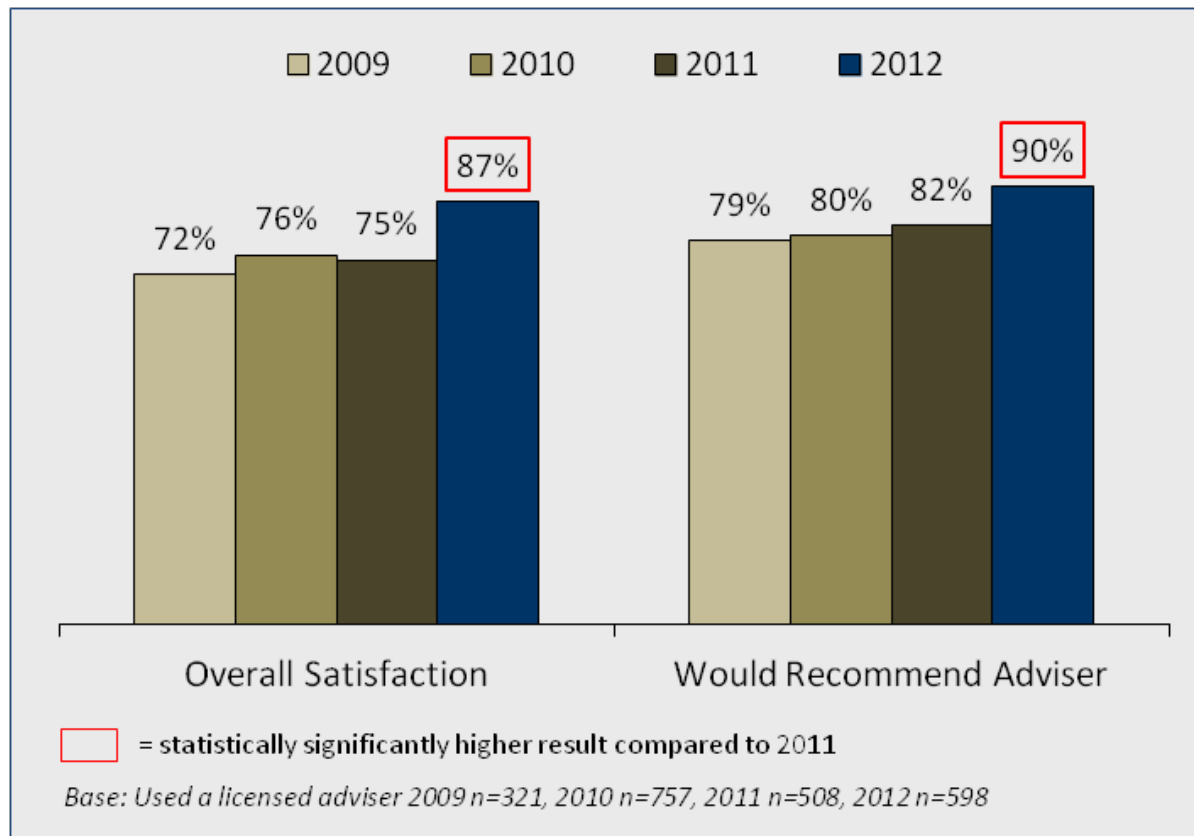


Key Headlines

- In 2010 the survey showed significant improvement in overall satisfaction since the establishment of the IAA, but between 2010 and 2011 results were static.
- In the 2012 survey overall satisfaction and adviser performance measures again show significant improvement.
- Ratings of licensed advisers' performance on 25 of the 27 service areas measured in the survey have increased compared to 2011.
- Areas of performance rated the highest and lowest remain similar to previous years.
- Reasons for satisfaction, dissatisfaction and suggested improvements are also all largely unchanged from previous surveys.

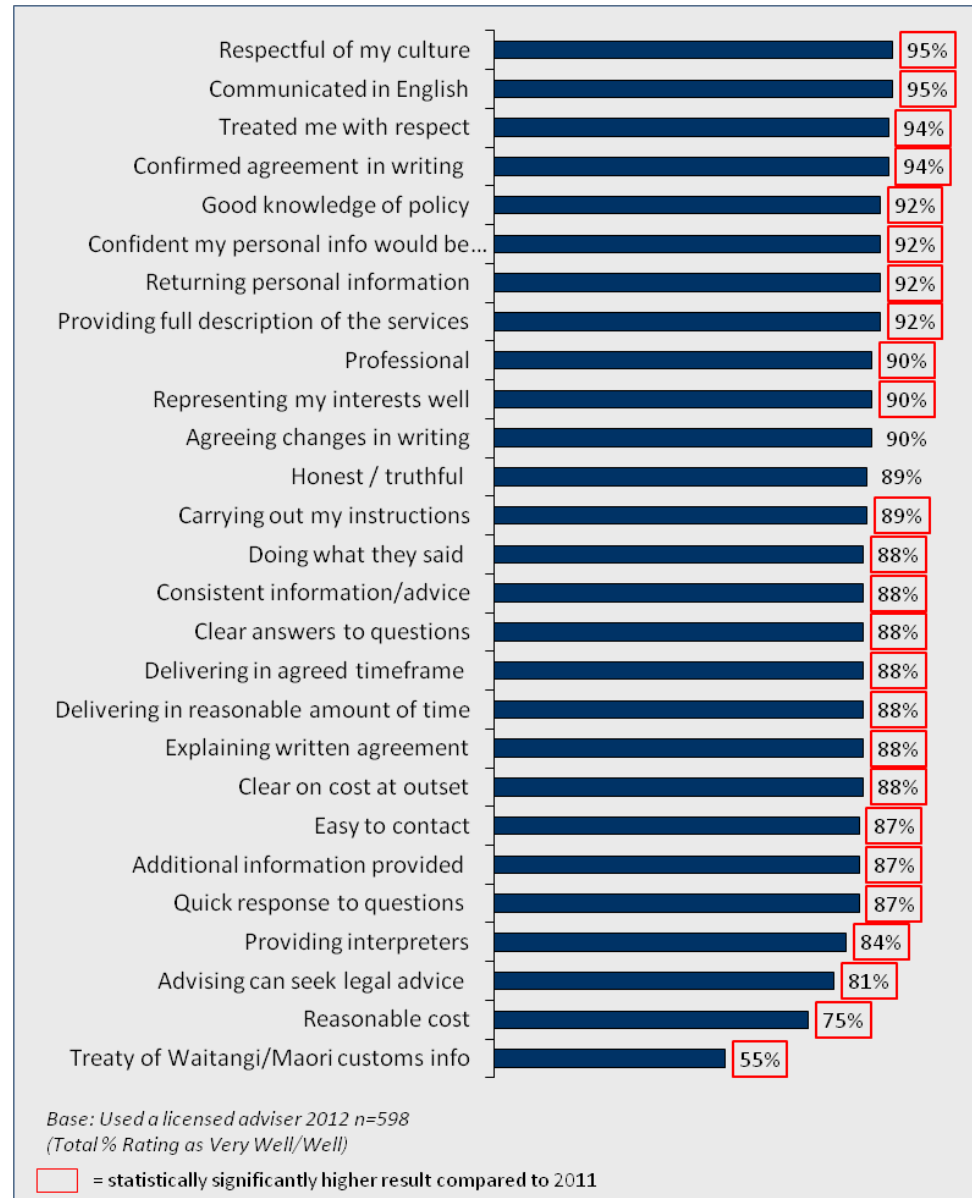
Overall Satisfaction

- 87% of clients who used a licensed adviser were either very satisfied or satisfied with the overall quality of service received.
- 90% said they would be highly likely or likely to recommend their adviser.
- Both of these results are up significantly compared to 2011.



Adviser Performance

- 27 out of the 29 adviser performance measures received higher ratings in 2012 than in 2011.
- Advisers were rated as performing very well or well by 80% or more of clients on all but two measures.
- Areas with the greatest improvement (10% or more) from 2011 were:
 - confirming in writing acceptance of the terms of the agreement
 - providing services for a reasonable cost
 - assisting me to access Treaty of Waitangi/Maori customs and traditions information
 - providing clear answers to any questions
 - providing services for a reasonable amount of time
 - giving a quick response to any questions.



Main Reasons for Satisfaction with Overall Service Provided

Good/helpful service provided (46%)

“The adviser helped me so that my visa processing could go on smoothly.”

“Being nice and friendly, trying their best to help applicants.”

Adviser was professional/honest (24%)

“Attended to all my needs in a professional manner.”

“Very professional, helpful, courteous - efficient and accurate in the information given at each stage.”

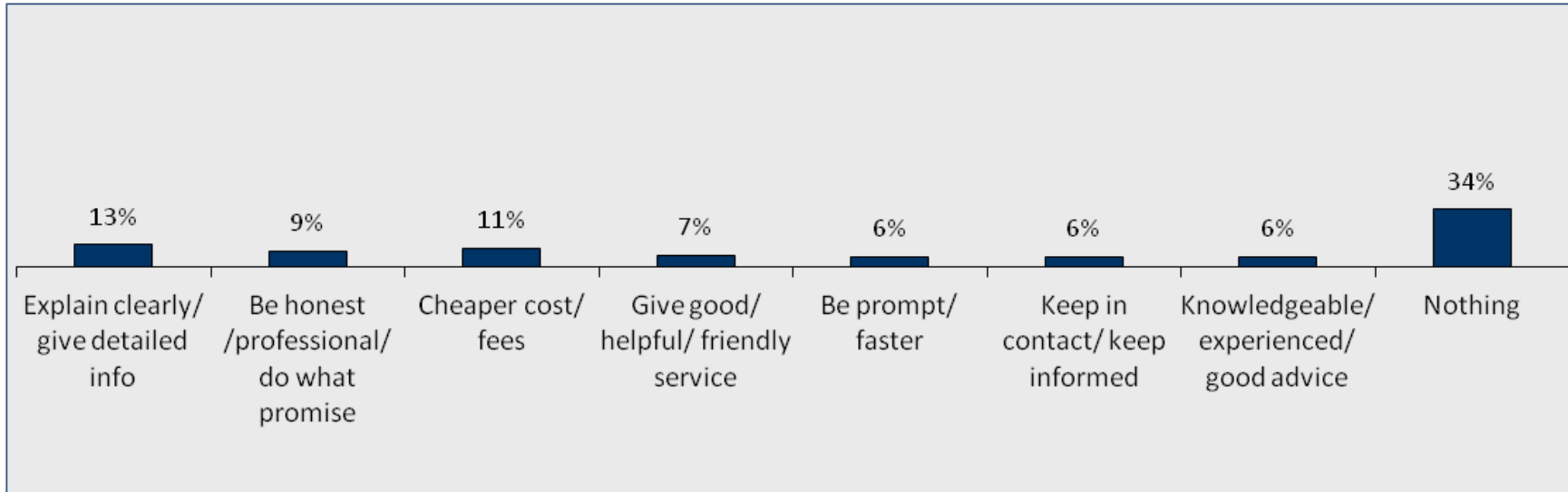
Fast/timely service provided (20%)

“Because he delivered what he said he would in the time frame he said he would deliver it in. Once we had sent him the required information everything happened very quickly.”

“Efficient service - the work visa was obtained very quickly for me to enable me to work whilst awaiting permanent residency.”

Suggested Improvements

- The main suggested improvements were similar to those given in earlier surveys:



” More detailed explanations of what the applicant should do.”

“Responsiveness, communication, ownership, and HONESTY.”

Main Reasons for Dissatisfaction with Overall Service Provided

Expensive (6%)

“All he done for me is sign his name and he wants \$585 - he never said how much before I started.”

“I completed all the necessary forms myself. All the agent had to do was send the documents to the High Commission and yet I was charged £400 when the required fee by New Zealand for the visa was £75.”

Poor/unhelpful service (4%)

“She wasn't professional at all times and she doesn't have idea about New Zealand law.”

Slow/lengthy process (3%)

“They did not stick to the timeframes first outlined, did not request all the necessary information at the start of the process and took a 2 week holiday at the crucial time in my process.”

Did not explain things clearly (3%)

” Provided misleading information. She sound very assuring when I'm still in the Philippines but when I'm already in NZ things went very differently and you have to live with it because you have no other choice.”

Compliance

- Similar to previous years' results:
 - 71% of clients checked if their adviser was licensed or not
 - 78% were aware that they had used a licensed adviser
 - 67% received a copy of the Code of Conduct
 - 76% were provided with a written agreement.

