

Summary of Key Results from the 2012/2013 Survey of Visa Applicants Who Used a Licensed Adviser

Undertaken by Premium Research

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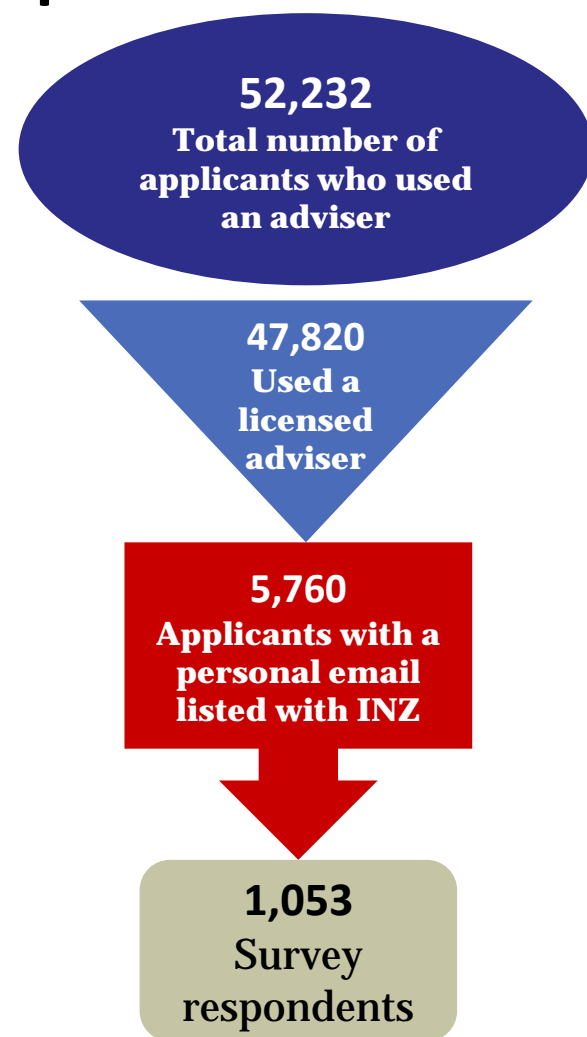


Background

- Since 2009 the Immigration Advisers Authority has surveyed clients who have used a licensed immigration adviser.
- This document provides a summary of the key findings of the surveys conducted in the 2012/2013 financial year. All results shown are for clients who used a licensed adviser (including any comparisons to the 2011 and 2012 surveys).

Survey Approach & Sample

- The survey was undertaken using an online methodology.
- Applicants who had received a decision on their application and were recorded by Immigration New Zealand as having used a licensed immigration adviser (between 1 May 2012 and 30 April 2013) with a personal email addresses on record, were invited to participate. As such the results of the survey are only generalisable to clients with a personal email address.*
- Survey data was collected over a 12 month period in three waves during 2012 and 2013.
- A response rate of 24% was achieved – higher than in previous years when the survey data was collected in just one wave.

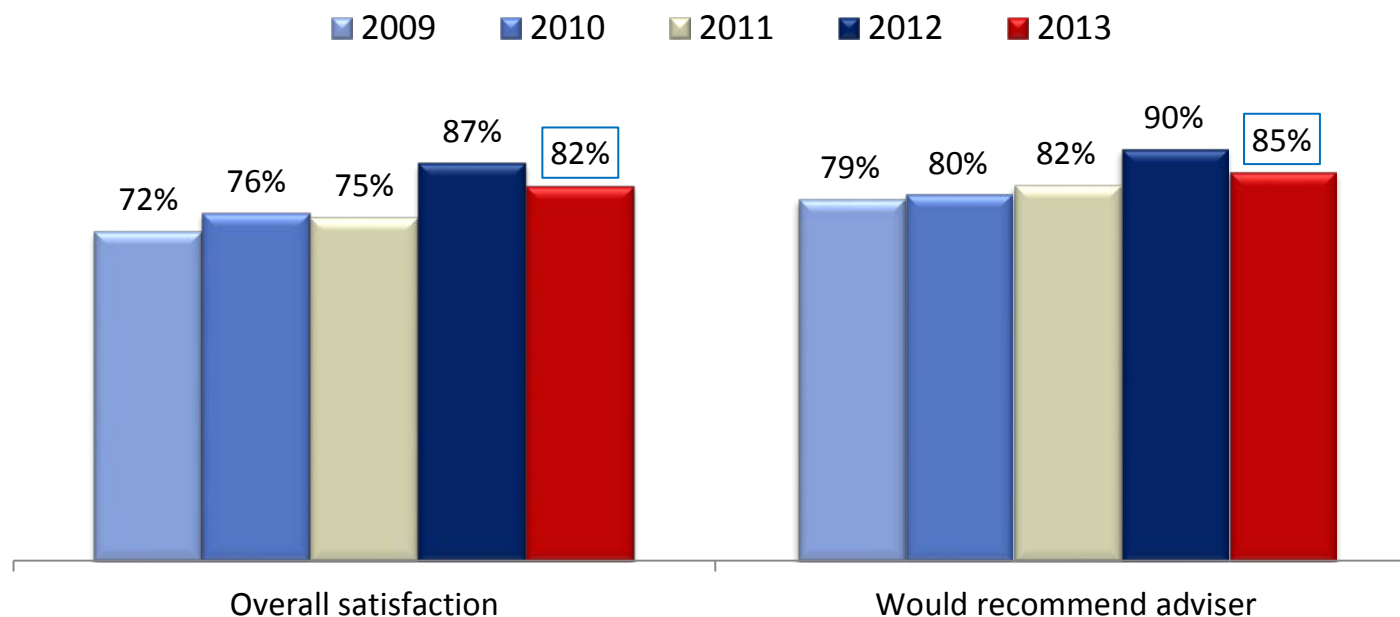


Key Headlines

- **Most applicants were satisfied with the service provided by licensed advisers and would recommend their adviser:**
 - 82% of applicants said they were either very satisfied or satisfied with the service provided by their adviser
 - 85% said they would be highly likely or likely to recommend their adviser
 - Both results are down on 2012 levels, but remain higher than 2011 results.
- **Areas of adviser performance rated the highest and lowest remain similar to previous years.**
 - The highest levels of dissatisfaction were for: explaining the refund policy, referring me to someone else if specialist advice was needed and providing services for a reasonable cost.
- **Reasons for satisfaction, dissatisfaction and suggested improvements are also all largely unchanged from previous surveys.**
 - The primary improvements sought were to: provide clear and detailed explanations, offer good/friendly service and keep in touch.
- **Awareness and compliance results indicate further improvement is needed in these areas i.e.:**
 - Only 59% had received the Code of Conduct, 85% a written agreement and just 49% knew how to make a complaint if they were unhappy with the service received.

Overall Satisfaction

- 82% of applicants who used a licensed adviser were either very satisfied or satisfied with the overall quality of service received.
- 85% said they would be highly likely or likely to recommend their adviser.
- Both of these results are statistically significantly lower compared to 2012, but with satisfaction remaining well above 2009-2011 results and recommendation still showing an overall increasing trend over time.



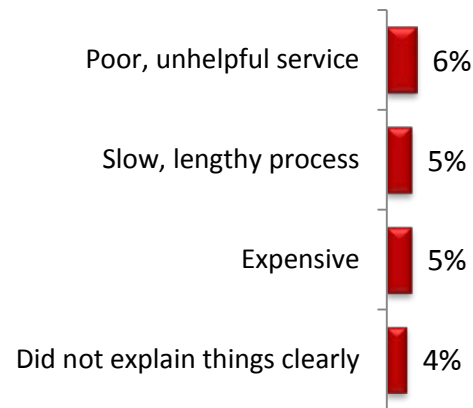
Reasons for Satisfaction / Dissatisfaction

- The top 5 reasons for being satisfied /dissatisfied overall with the service received are shown below. The reasons given remain largely unchanged from earlier surveys.
- However, this year there was an increase in clients saying they were satisfied overall because their adviser explained things clearly (18%, up from 11% in 2012 and 10% in 2010).

Main Reasons for Being Satisfied



Main Reasons for Being Dissatisfied



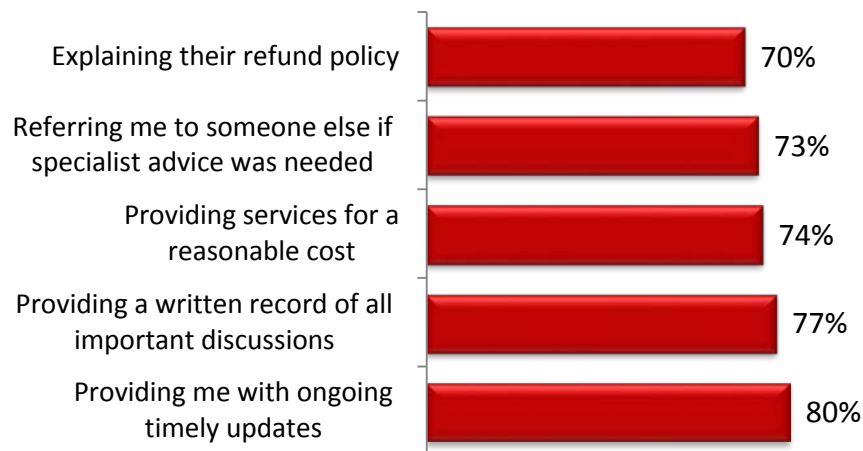
Adviser Performance

- Ratings of adviser performance ranged from a high of 93% to a low of 70%.
- Advisers were rated as performing very well or well by 80% or more of clients on all but four of the 37 measures.
- Performance was mostly stable or showed small declines (no attributes showed a statistically significant increase from 2012).
- Attributes with the greatest decline from 2012 ratings were:
 - Returning personal information on request (84%; down from 92% in 2012);
 - Delivering services within the agreed timeframe (83%, down from 88%);
 - Representing my interests well (86%, down from 90%);
 - Recording and agreeing any changes to the agreement in writing (86%, down from 90%); and
 - Delivering services within a reasonable amount of time (84%, down from 88%).

Top 5 Areas of Performance 2012/13



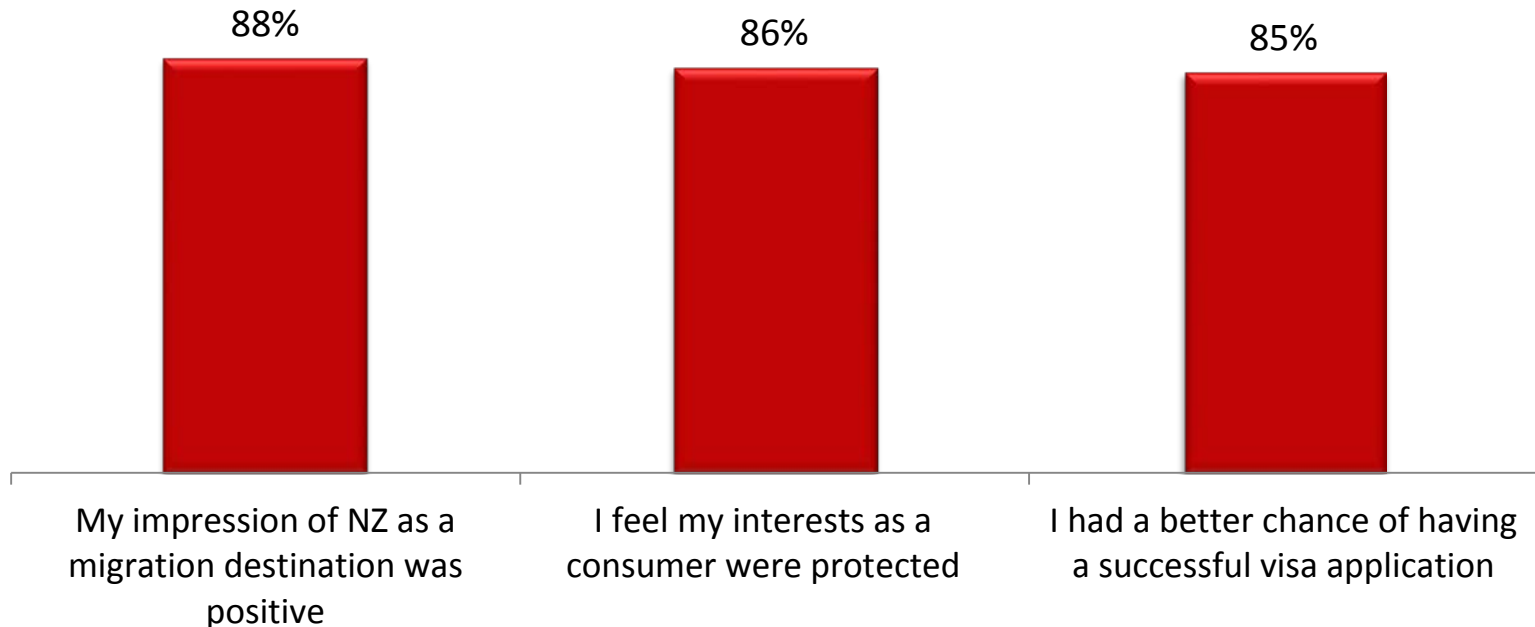
Bottom 5 Areas Performance 2012/13



Base: Total sample (used a licensed adviser) 2013 n=1,053

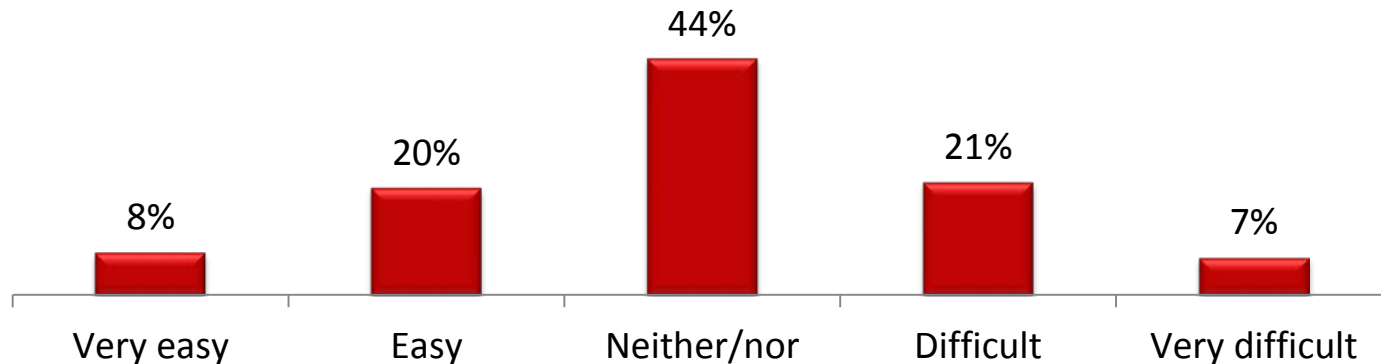
Perceived Benefits of Using a Licensed Adviser

- Unprompted, the benefits of using a licensed adviser most commonly mentioned were: knowledge/experience/advice (44%) ; easy/hassle-free (25%); good/helpful service (17%); and fast/saves time (16%).
- More than eight in ten clients agreed or strongly agreed with the statements shown below:



Overall Ease of Making an Application

- Clients were divided on the ease of making an application for a visa. Just over a quarter felt it was 'very easy' or 'easy' while a similar proportion felt it was 'very difficult' or 'difficult'.
- The main reasons clients felt it was easy (unprompted) were: the adviser helped/did the work (18%); it's not difficult if you follow the processes/rules (12%); and the overall process is not difficult (8%).
- The main reasons clients felt it was difficult (unprompted) were: the overall process is difficult/complex (19%); the evidence/supporting documents required (13%); and it's a slow/lengthy process (11%).



Suggested Improvements

- The main suggested improvements were similar to those given in earlier surveys – with just some small increases in those asking for advisers to:



“Give more information on the steps they are taking, provide information on the process, advise clearly what information they need and when. How long the process will take.”

Awareness and Compliance

- More clients were aware they had used a licensed adviser than in 2012.
- Fewer had received a copy of the Code of Conduct .
- The same proportion were provided with a written agreement.
- Just under half were aware of how to make a complaint if they were unhappy with the service they received.

