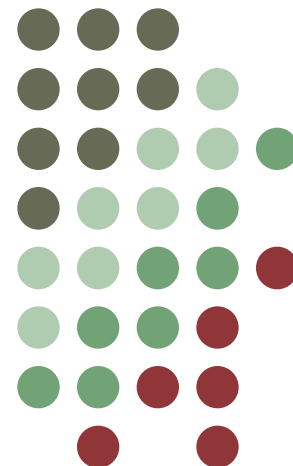


Summary of Key Results from the 2014/2015 Survey of Visa Applicants Who Used a Licensed Adviser

Survey undertaken by: Premium Research

Report prepared: August 2015

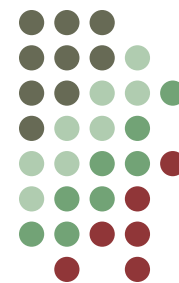


Background

- Since 2009 the Immigration Advisers Authority (IAA) has surveyed clients who have used a licensed immigration adviser.
- The aim of the research is to monitor licensed adviser performance and provide information that will assist IAA to regulate and support licensed advisers.
- This document provides a summary of the key findings of the surveys conducted in the 2014/2015 financial year. All results shown are for clients who used a licensed adviser (including any comparisons to earlier survey results).



Key Headlines



- The 2014/15 survey results show satisfaction with the service provided by licensed advisers remains high and stable.
- More than eight in ten clients were satisfied with the overall service they received and were willing to recommend their adviser.
- Positively, over the past three years small improvements have been made in seven adviser performance measures – primarily relating to written agreements and information provision.
- The main reasons for satisfaction were that the service was helpful, professional and timely.
- Just under one in ten clients were dissatisfied with the service. Primary reasons for dissatisfaction were because the service was too slow, an unhelpful service was provided and the adviser did not explain things clearly.
- As per the 2013/14 survey, the main suggested service improvements related to improved communication i.e. for advisers to give clearer and more detailed explanations and to provide clients with ongoing and regular updates on progress.

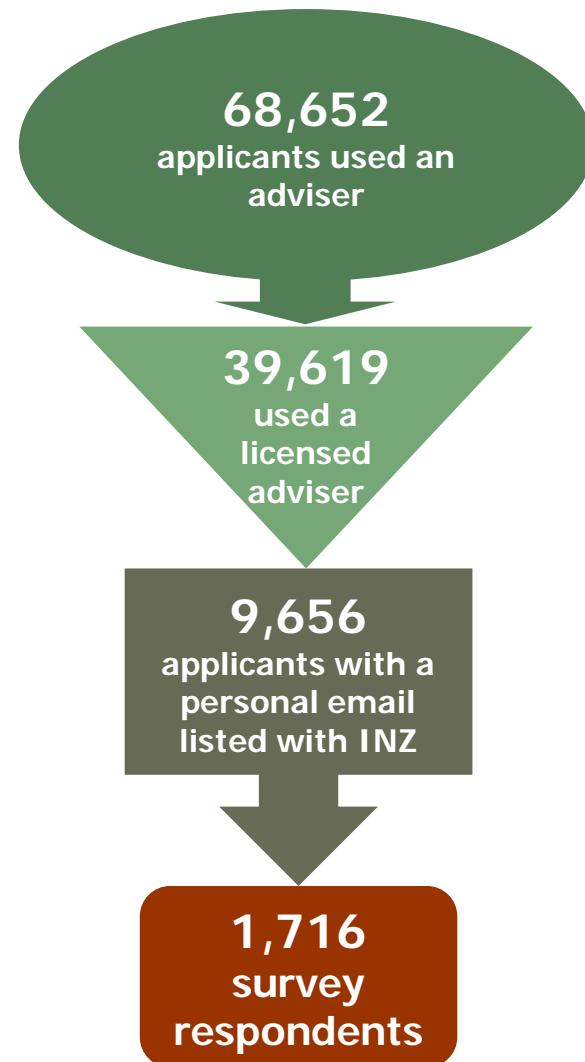
"Explain all the options available in more detail at the start."

" Always update us on what's going on with our application. Explain everything and always attend to our questions."

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 July 2014 and 30 June 2015) with a personal email addresses on record, were invited to participate. NB: 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 2014 and 2015.
- A response rate of 23% was achieved after excluding undelivered emails (827) and ineligible respondents (205) (compares to 22% for the 2013/14 survey).



* 24% of applicants who used a licensed adviser had a personal email recorded on the INZ database (an improvement from 16% in 2013/14 and 12% in 2012/13)

Overall Satisfaction



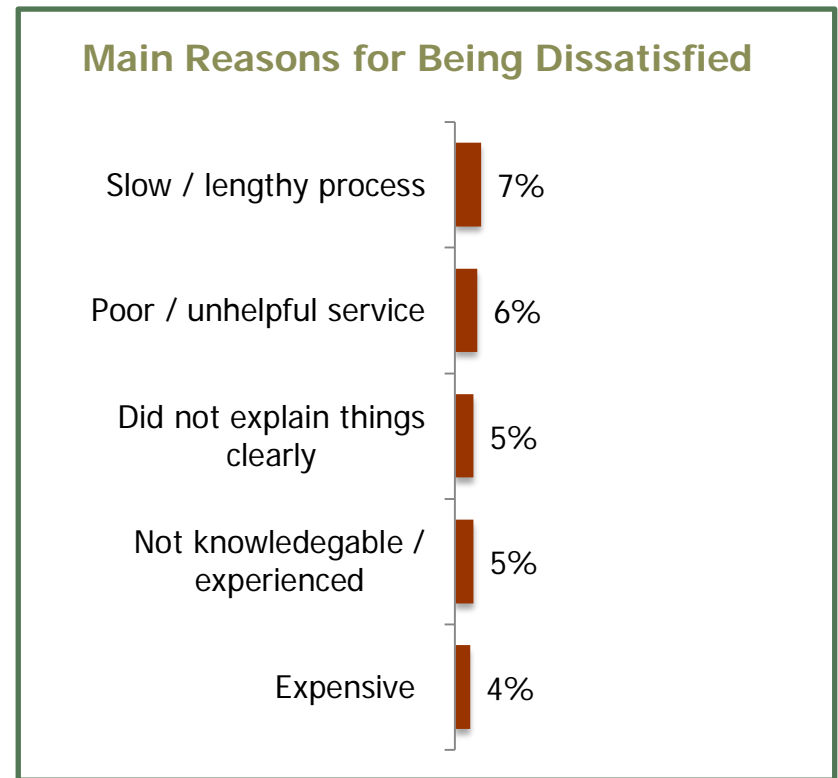
- 84% of applicants who used a licensed adviser were either very satisfied or satisfied with the overall quality of service received.
- 86% said they would be highly likely or likely to recommend their adviser.
- These results have remained fairly stable over the past three surveys, but an overall upward trend is evident since the inception of the research.



Drivers of Overall Satisfaction / Dissatisfaction



- The main reasons for being satisfied /dissatisfied overall with the service received are shown below. The reasons given remain largely unchanged over time.

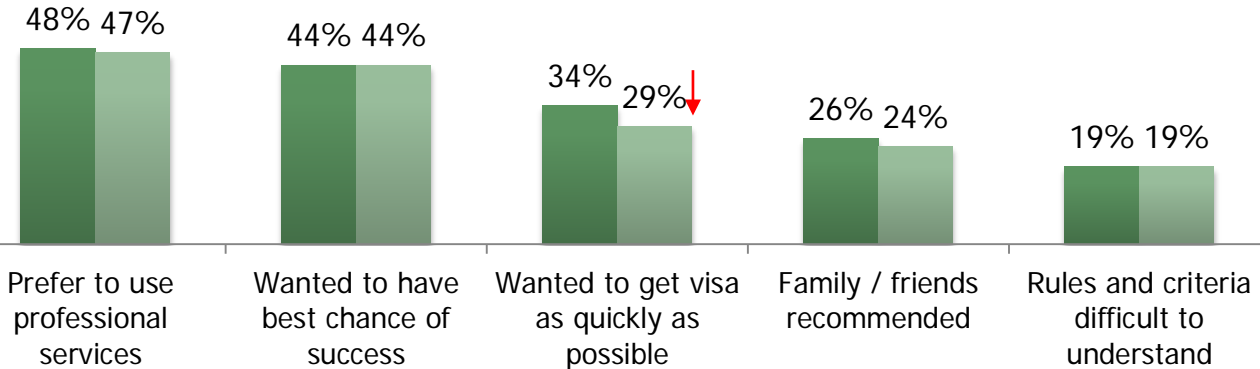


Reasons for & Benefits of Using a Licensed Adviser



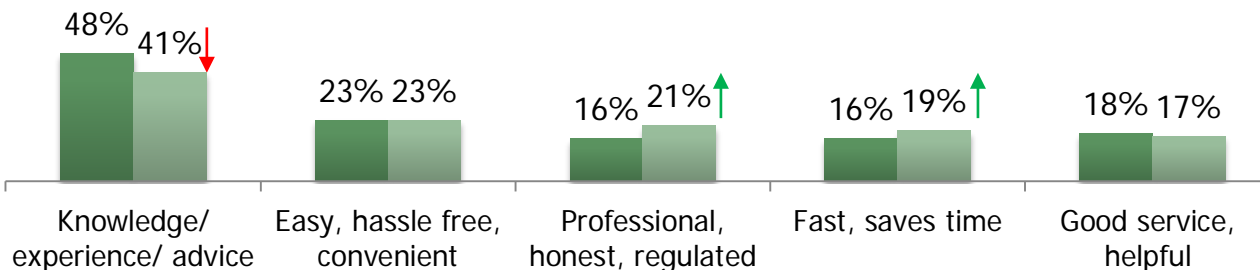
Top 5 Reasons for Using a Licensed Adviser

■ 2013/14 ■ 2014/15



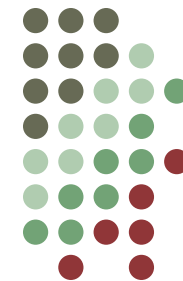
Top 5 Main Benefits of Using a Licensed Adviser

■ 2013/14 ■ 2014/15



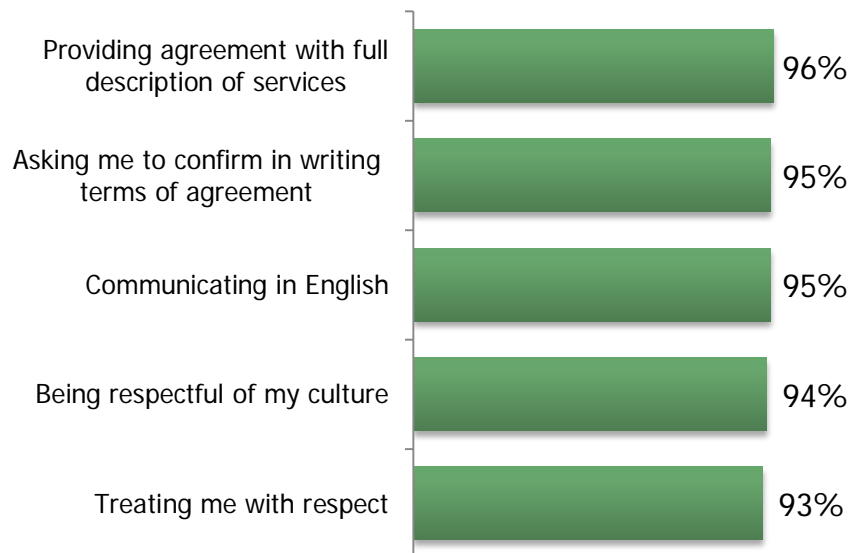
- The main **reasons** for using an adviser are in line with the 2013/14 survey results, with just a small drop in clients saying they used an adviser because they wanted to get their visa as quickly as possible.
- The top 5 main **benefits** for using a licensed adviser are the same as in 2013/14 but with a small amount of movement between survey years.

Adviser Performance

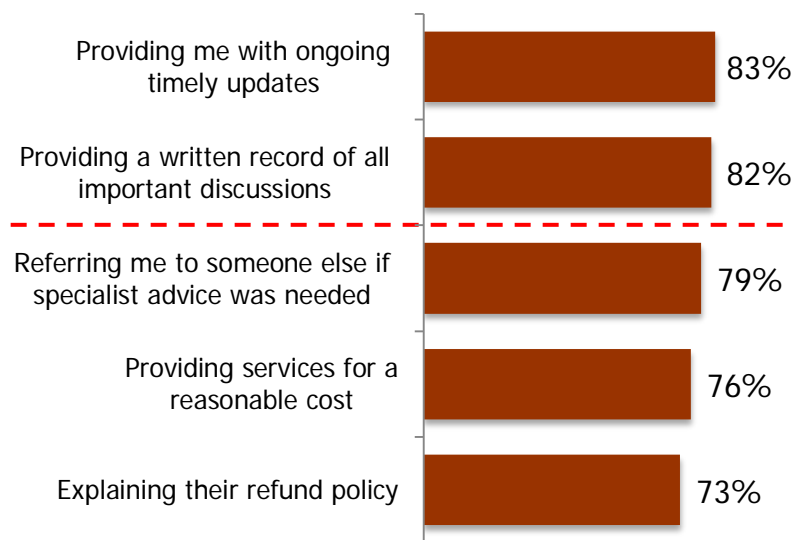


- Ratings of adviser performance on the 33 service attributes measured in the survey ranged from a high of 96% to 73%.
- Advisers were rated as performing 'very well' or 'well' by 80% or more of clients on all but 3 of the measures.

Top 5 Areas of Performance 2014/15



Bottom 5 Areas Performance 2014/15



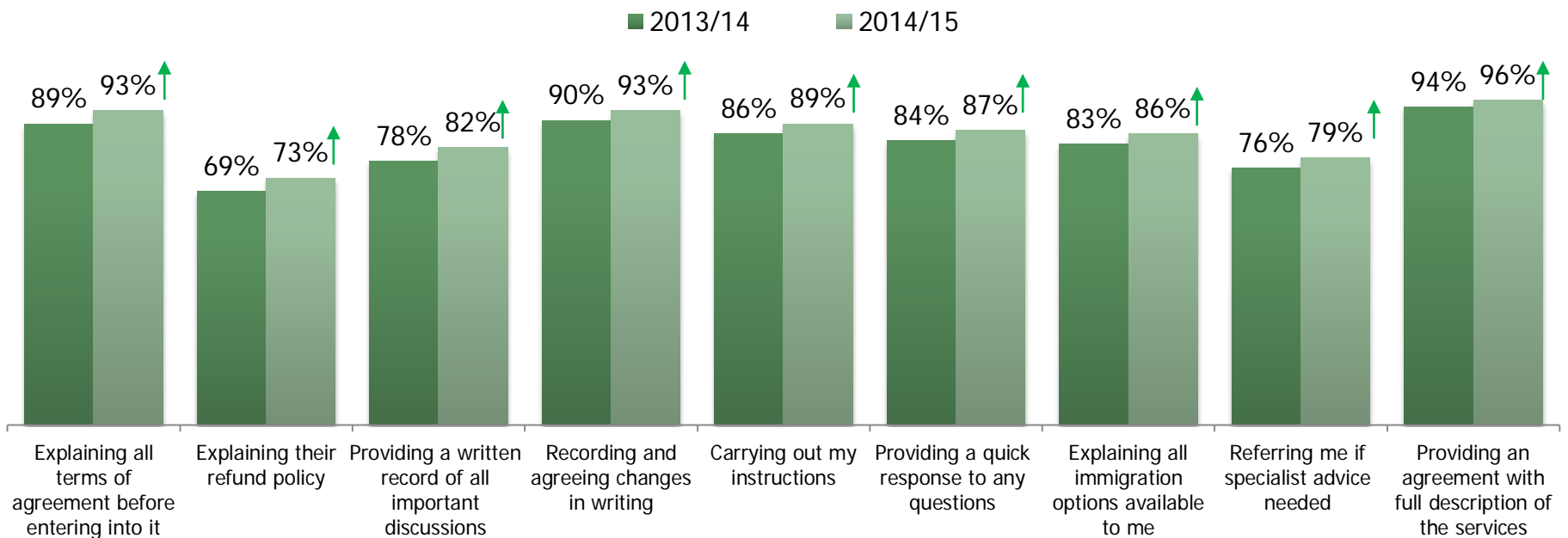
"There's no definite timeframe on my visa application and the I am the one who kept on calling them for an update on my status."

Adviser Performance Improvement



- Nine attributes (shown below) were rated higher this year, compared to the 2013/14 survey – none showed a decrease.
- In addition, small improvements have been made over the past three years for 7 measures – primarily related to information provision and written agreements.

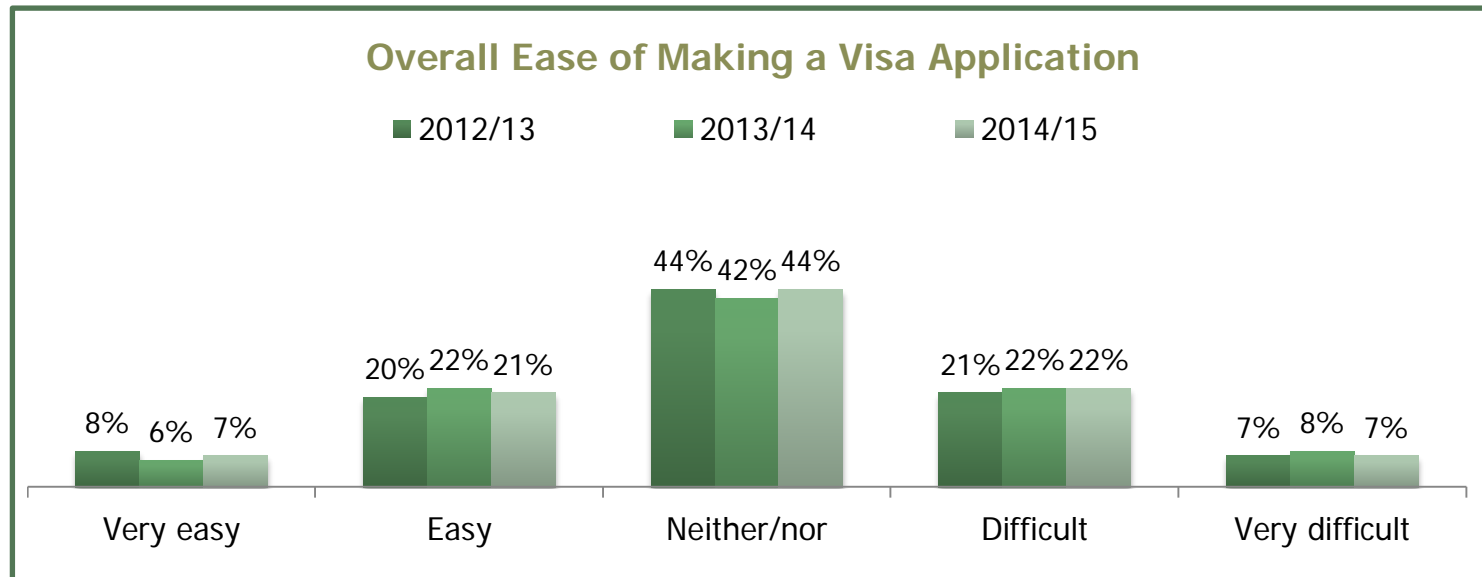
Adviser Performance Improvement from 2013/2014



Overall Ease of Making an Application



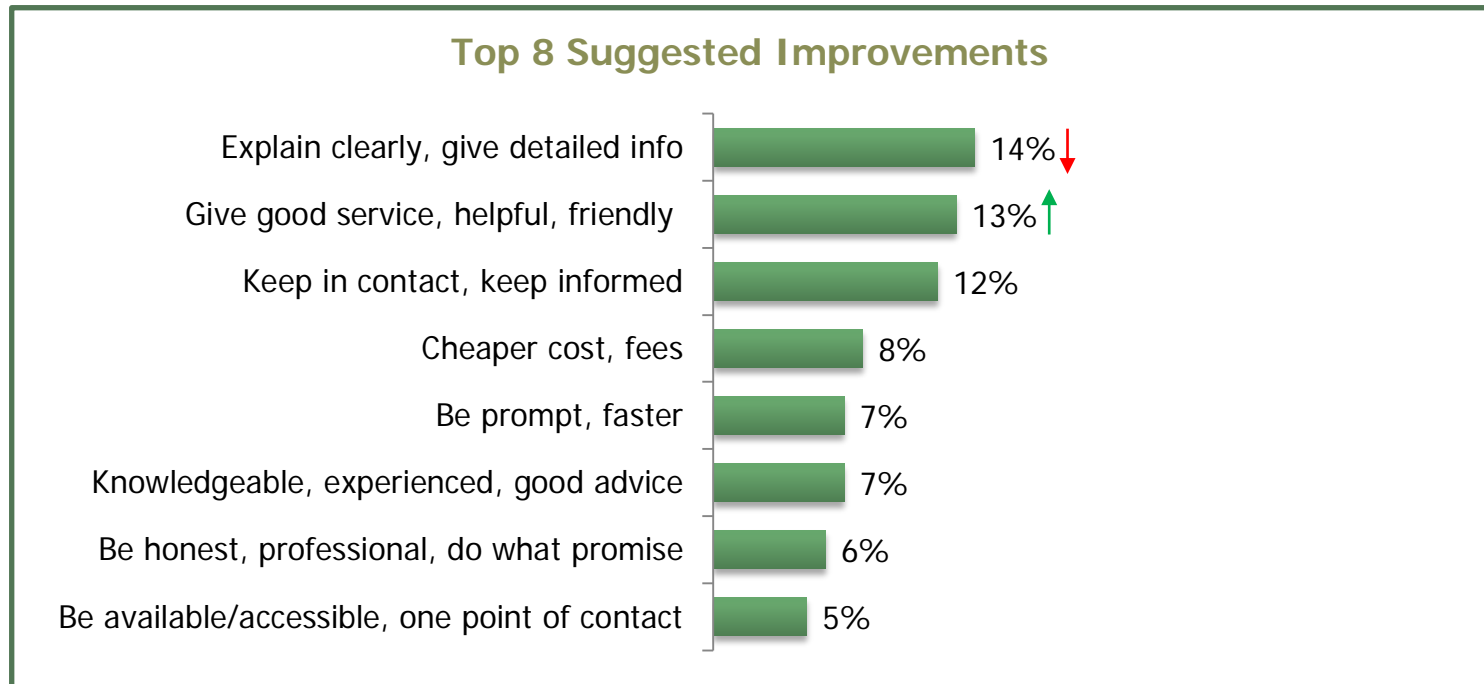
- Despite using an adviser, the overall process of applying for a visa is still not widely seen as 'easy'. Just 28% of clients felt it was easy or very easy, while a similar proportion (29%) felt it was difficult or very difficult.
- The reasons given for feeling it was easy was because: the adviser helped/did the work (13%) and that it isn't difficult if you follow the processes and rules (10%).
- The main reasons for feeling the process is difficult were: the overall process is complex (20%) and the amount of evidence/supporting documents that need to be provided (15%).



Suggested Improvements

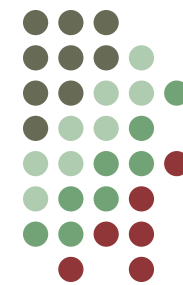


- The same themes in clients' suggested improvements were evident in this year's survey as in previous surveys. Slightly fewer clients this year mentioned the need to 'explain clearly' while slightly more mentioned the need to provide a 'good, helpful, friendly service.'



" They need to improve in communication skill and also they need to be clear in every single point. I mean they have to explain clearly everything, like the service fee and other things..."

Awareness and Compliance



Adviser performance on compliance aspects remains below ideal with evidence of a decline in some areas in this latest survey:

- 91% of clients were aware they had used a licensed adviser
- 82% were provided with a written agreement
- 57% had received a copy of the Licensed Advisers Professional Standards.
- 43% were aware of how to make a complaint if they were unhappy with the service they received.

