



# Summary of Key Results from the 2018/2019 Survey of Visa Applicants Who Used a Licensed Adviser

Survey undertaken by: Premium Research

Report prepared: August 2019

# 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 2018/2019 financial year.

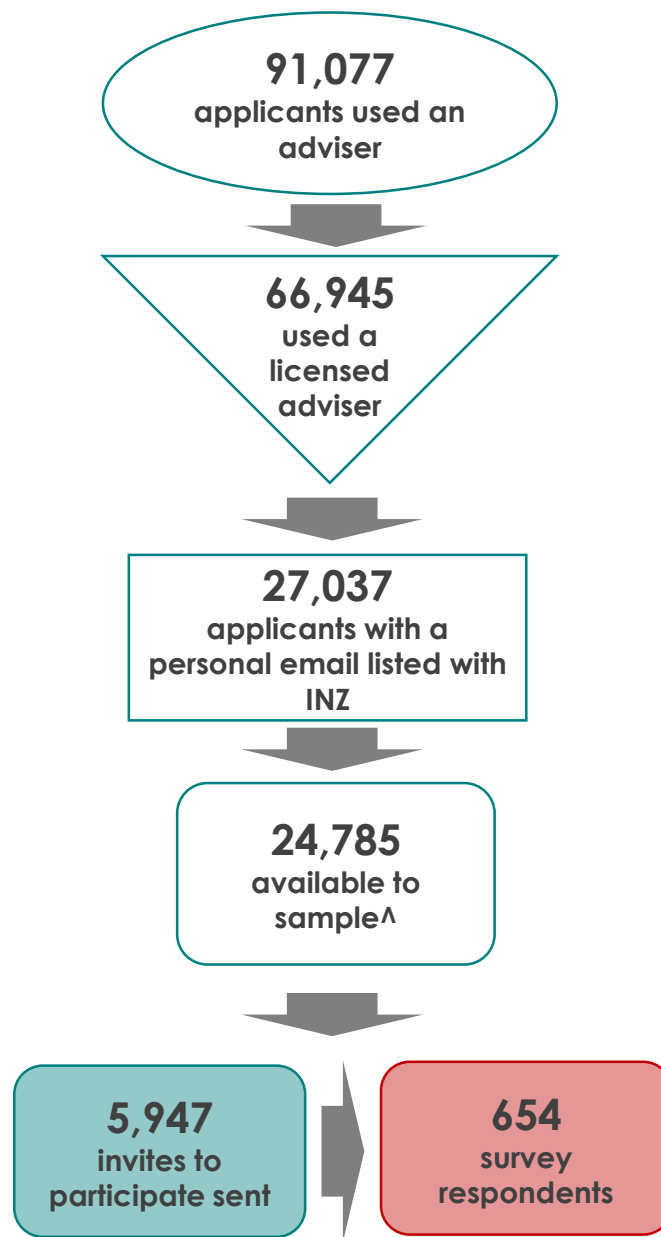
# Survey Approach & Sample

- The survey was undertaken using an online methodology.
- Visa applicants who have used a licensed adviser and have received a decision on their application (and have a personal email addresses on record) are invited to participate. (Note, results of the survey are only generalisable to clients with a personal email address\*).
- Survey data was collected over a 12-month period in two waves during 2018 and 2019.
- A response rate of 12% was achieved after excluding undelivered emails (440) and ineligible respondents (112). This response rate is lower than achieve in previous years when the survey fieldwork was conducted over three waves#.

\* 40% of applicants who used a licensed adviser had a personal email recorded on the INZ database (the same proportion as in 2016/2017 – 24%)

^ This figure excludes duplicate emails and those who had received an INZ survey in the last 183 days

# The lower response rate is likely due to most applicants receiving the survey invite several months after their visa decision.



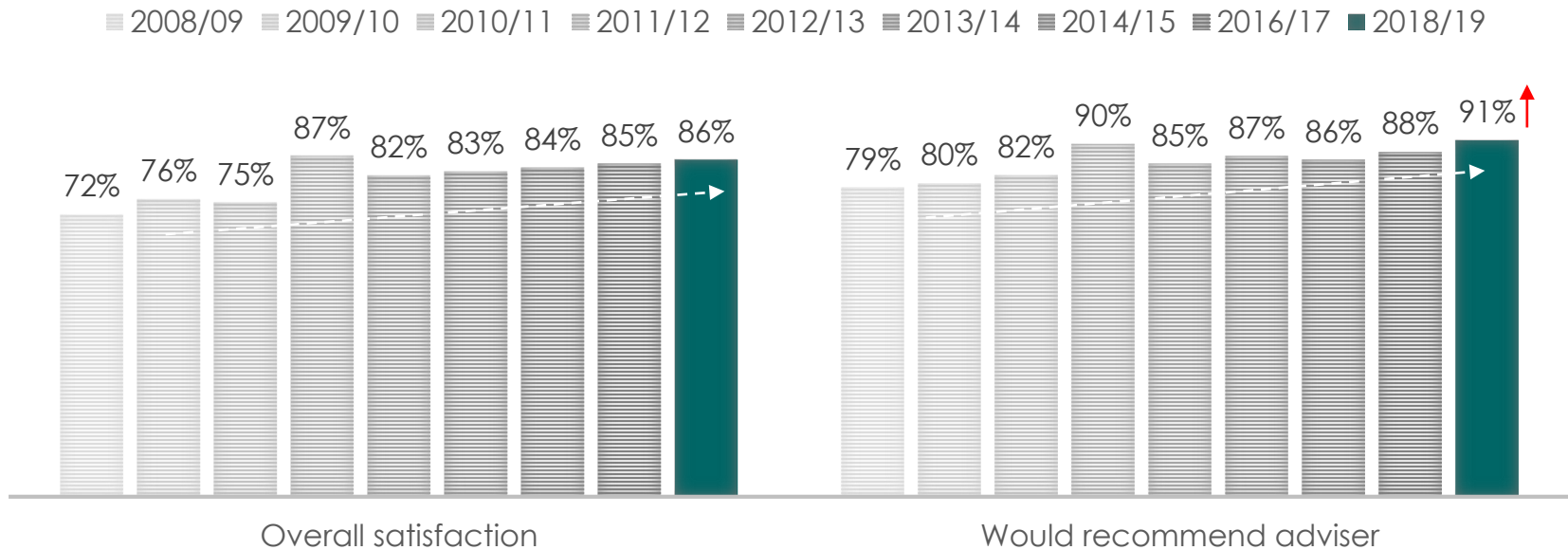
# Key Headlines

- 86% of clients were satisfied with the overall service they received from their licensed adviser and 91% were likely to recommend their adviser to friends and family. Both results show a slow, steady upward trend over time.
- Dissatisfaction remains low, with just 6% dissatisfied. The main reason for dissatisfaction was that the cost of services was too high.
- Adviser performance measures also remain high and show mostly small gains this year. Six measures have increased statistically significantly from 2017 and five show slow improvement over time.
- Adviser performance on compliance aspects, although remaining lower than ideal, show some indicative gains this year:
  - 89% said they had received a written agreement (up from 85% in 2017)
  - 58% had received a copy of the Professional Standards (compares to 54% in 2017)
  - 46% knew how to make a complaint if they were unhappy with the service they received from their adviser (compares to 42% in 2017).
- Overall, the visa application process remains somewhat difficult for many applicants (even with the help of an adviser), with a higher proportion this year saying the effort required was more than they expected. The key areas of difficulty continue to be the amount of documentation/evidence required and the overall complexity of the process.

# Overall Satisfaction

- 86% of applicants who used a licensed adviser were either very satisfied or satisfied with the overall quality of service received.
- 91% said they would be highly likely or likely to recommend their adviser.
- Both results have continued to show an overall upward trend since the survey's inception.

## Overall Satisfaction and Recommendation



# Drivers of Overall Satisfaction / Dissatisfaction

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

## Main Reasons for Being Satisfied

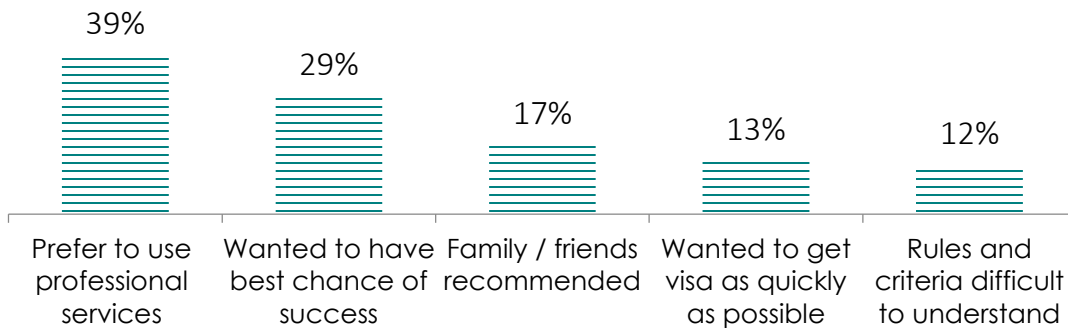


## Main Reasons for Being Dissatisfied

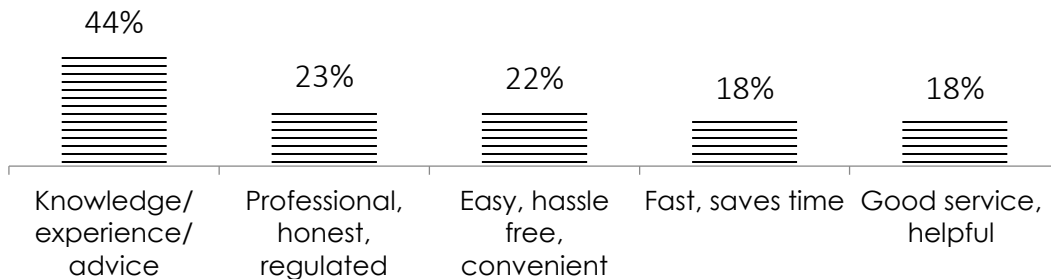


# Reasons for & Benefits of Using a Licensed Adviser

## Top 5 Reasons for Using a Licensed Adviser



## Top 5 Benefits of Using a Licensed Adviser



- The top 5 **reasons** for using an adviser remain the same as in previous years. Preference to use professional services and wanting to have the best chance of success are the key drivers.
- The top 5 main perceived **benefits** of using a licensed adviser are the same as in 2016/17, with the adviser's knowledge and experience the benefit most often mentioned.

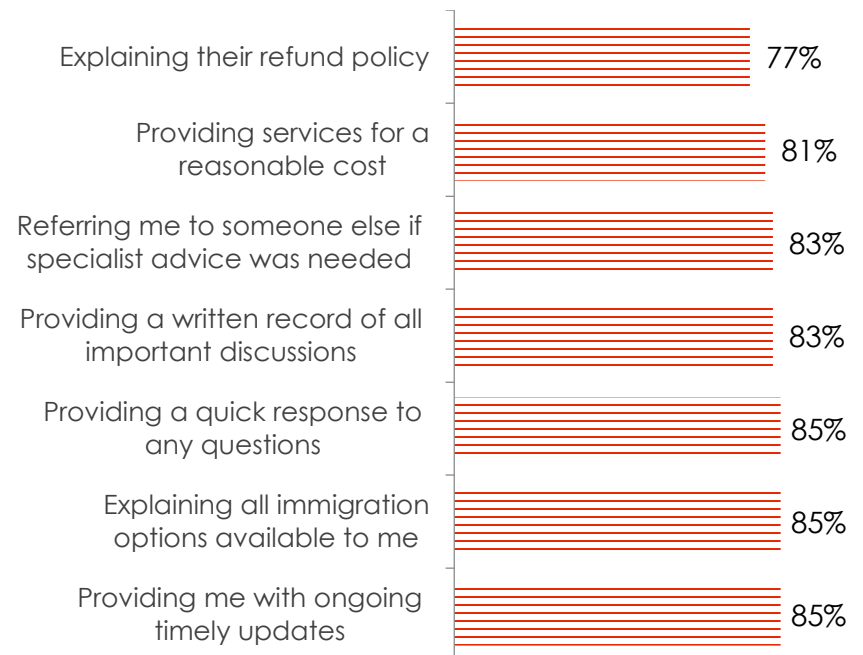
# Adviser Performance

- Ratings of adviser performance on the 34 service attributes measured in the survey ranged from a high of 96% to 77%.
- Advisers were rated as performing 'very well' or 'well' by 80% or more of clients on all but one of the measures.

## Top Areas of Performance 2018/19 (very well or well)



## Bottom Areas Performance 2018/19 (very well or well)

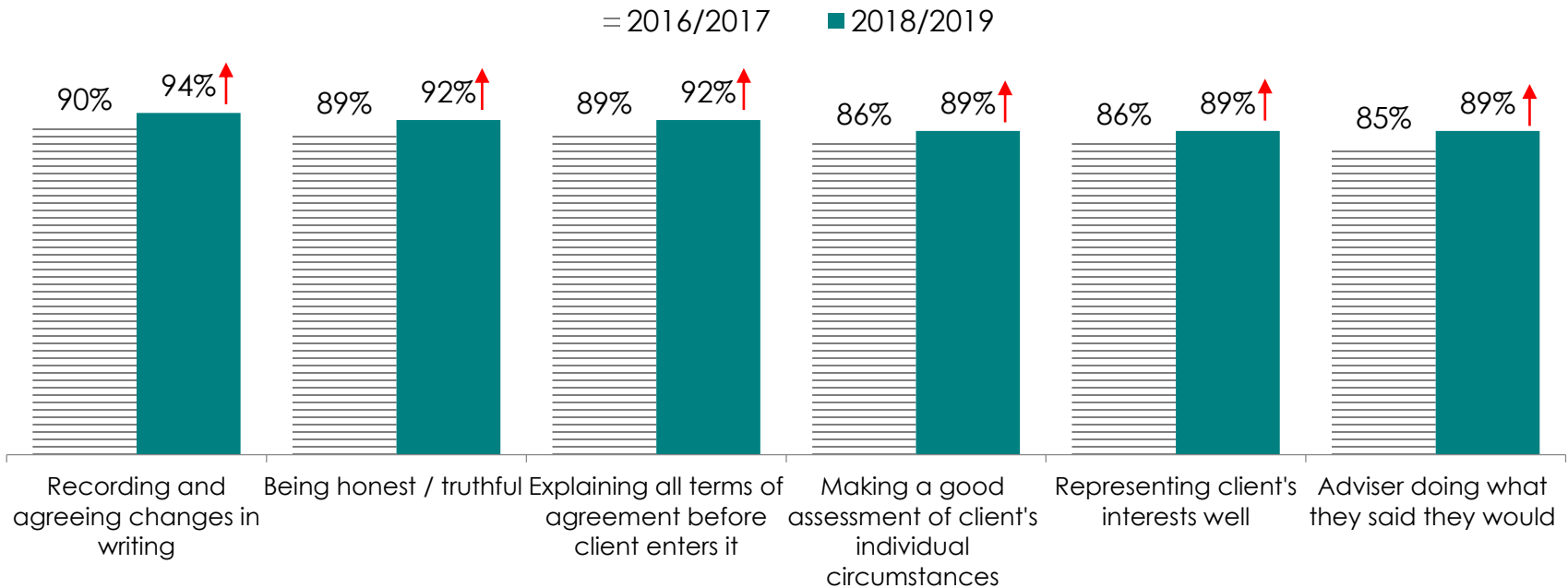




# Adviser Performance Improvement

- Adviser performance measures remain high and show mostly small gains this year.
- Six measures have increased statistically significantly from 2017 and five show slow improvement over time. The six measures that have increased are shown in the graph below.

## Adviser Performance Increases from 2016/2017

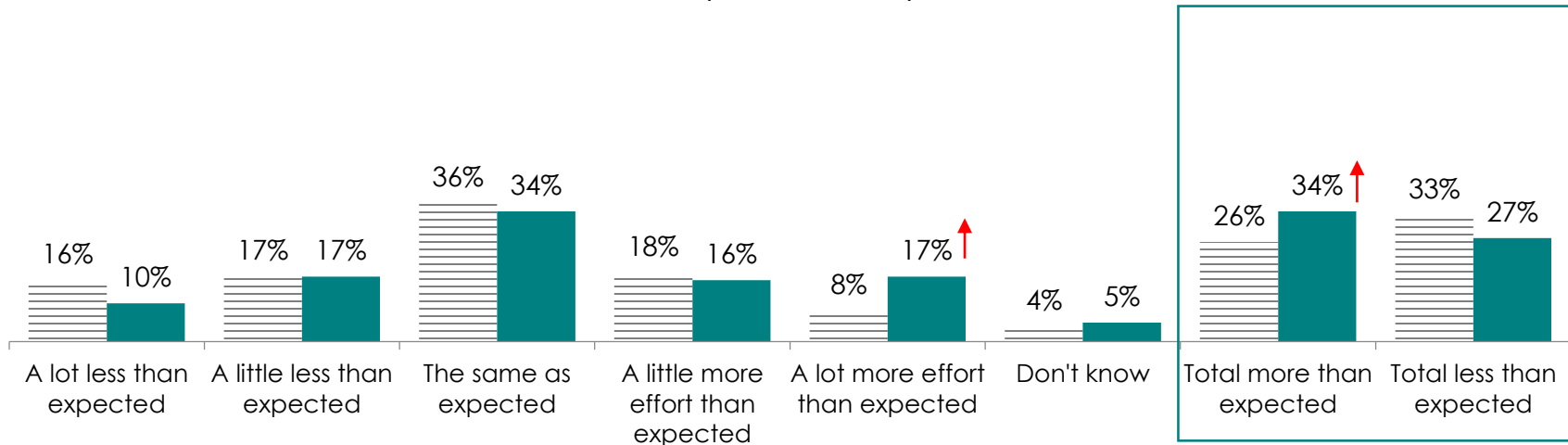


# Overall Ease of Making an Application

- Despite using an adviser, the overall process of applying for a visa is still seen as difficult by around a third of clients, with this result up from 2016/2017.
- The main reasons for feeling the process is difficult continue to be the amount of evidence/supporting documents that need to be provided (23%) and the difficult and complex overall process (10%).
- The reasons given for feeling it was less effort than expected were: the adviser helped/did the work (18%) and that it isn't difficult if you follow the processes and rules (7%).

## Effort Required to Make an Application Compared to Expected

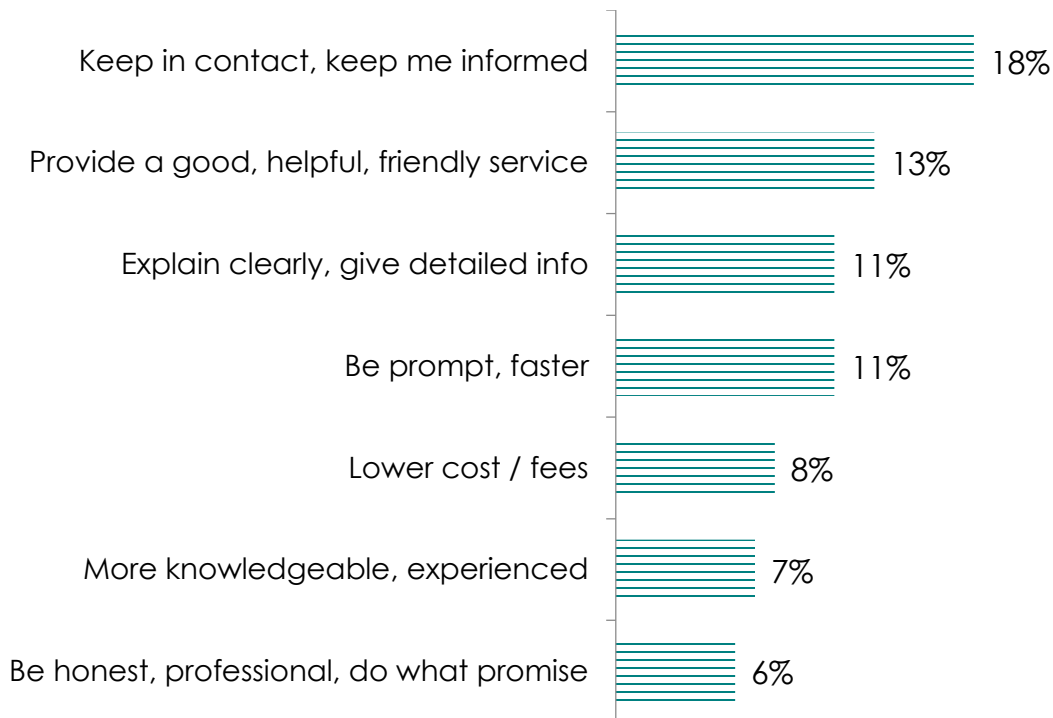
≡ 2016/2017 ■ 2018/2019



# Suggested Improvements

- The themes in clients' suggested improvements continue to be similar to previous surveys.
- Clients are seeking regular updates on progress, an overall friendly and helpful service, clear and detailed explanations and a faster service overall.

## Main Suggested Improvements



*"Just to contact me more and alerting me with what's going on, where I'm up to with everything about the visa."*

*"Try to explain in detail every aspect of my application."*

# Awareness and Compliance

- Adviser performance on compliance aspects remains below ideal in some areas, but this year we can see some gains reversing previous decreasing trends.
- 94% were aware they used an adviser who is licensed
- 89% (up from 85%) were provided with a written agreement
- 89% (up from 85%) were provided with a written agreement
- 58% received a copy of the Professional Standards
- 46% knew how to make a complaint if they were dissatisfied with the service they received.

## Awareness and Compliance

■ 2012/13 ■ 2013/14 ■ 2014/15 ■ 2016/17 ■ 2018/19

