

## The 2011 GAD client satisfaction survey

### Foreword by Trevor Llanwarne, the Government Actuary

In such difficult times, it is heartening to note that the responses to this year's survey are broadly in line with, and in some respects significantly better than, those in the 2010 survey. Some survey highlights and key messages are:

- ¾ of respondees rated us at least 8 out of 10 for being Highly Valued – in line with the pattern of responses in both 2010 and 2009.
- Around 50% of clients consider GAD to be "Best in Class", the corresponding proportion in 2010 being 32%.
- The positive responses to last year's survey on our Commitment to Service have been broadly maintained.

Of course there continue to be aspects of our service to certain clients over the past year which demonstrate that we need to continue to focus on further improving our flexibility and responsiveness. In an ever more demanding financial context, we recognise that we need to maintain our focus on identifying opportunities for improved efficiency, in the interests of all our clients. This is indeed our strategy for the three years to 2014.

I would like to thank everyone who participated in this year's survey – all responses received have been carefully reviewed and action taken as necessary to seek to address any concerns raised.

We look forward to continuing to work with you over the coming year.



Trevor Llanwarne

## The results of the 2011 GAD client satisfaction survey

Date: November 2011



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## **The 2011 client satisfaction survey**

GAD provides actuarial analysis for the public sector from the public sector, and we aim to be highly valued. We therefore take our clients' views seriously. Our annual client satisfaction survey is very important for us to gauge our clients' views. The results, along with many face to face meetings, will help to shape our client service strategy for 2012.

Thank you to all clients who have responded to the 2011 survey. The results are summarised below.

### **Response**

We received 119 responses to our 2011 survey, compared to 137 in 2010.

### **Results**

The results of the survey are set out in the pages that follow:

|  | Page |
|--|------|
| How highly valued are we?                      | 2    |
| Are we "First Port of Call"/Best in Class?     | 3    |
| Questions on service delivery                  | 5    |
| Do we live up to our values?                   | 7    |
| Do we offer a comprehensive range of services? | 8    |

The results of the 2011 GAD client satisfaction survey

**We asked our clients how they rated us for being Highly Valued**

(a) All responses

|               | 2011                    |                                 | 2010                    |                                 |
|---------------|-------------------------|---------------------------------|-------------------------|---------------------------------|
|               | Average Score out of 10 | Scores of 8 or more out of 10 % | Average Score out of 10 | Scores of 8 or more out of 10 % |
| Highly Valued | 8.0                     | 76                              | 8.0                     | 74                              |

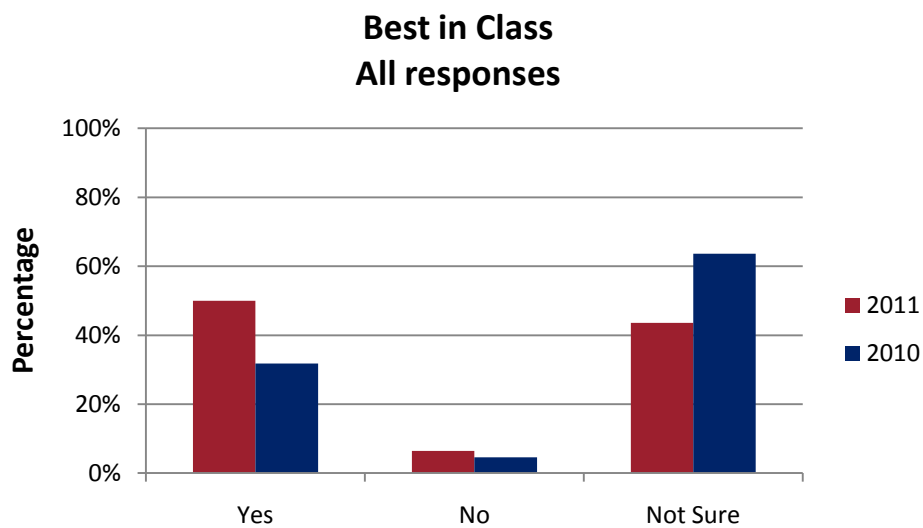
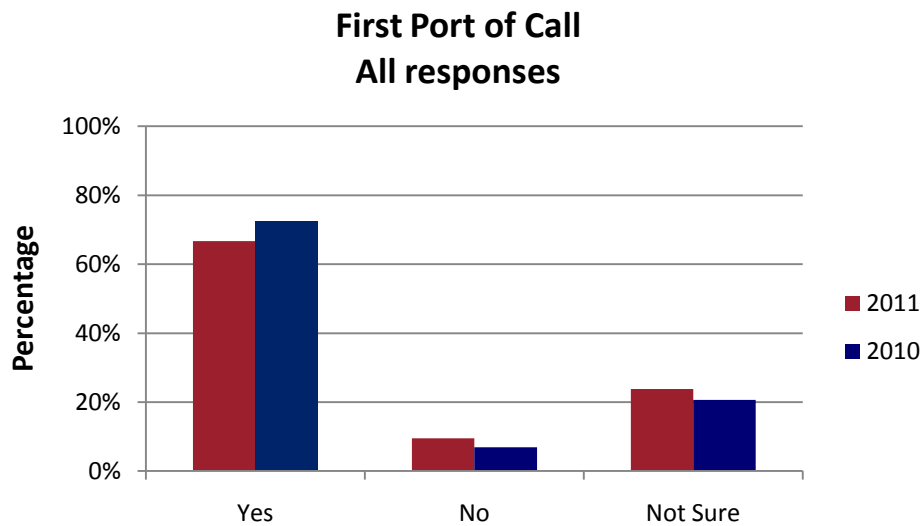
(b) Amongst those who responded in both 2010 and 2011

|               | 2011                    |                                 | 2010                    |                                 |
|---------------|-------------------------|---------------------------------|-------------------------|---------------------------------|
|               | Average Score out of 10 | Scores of 8 or more out of 10 % | Average Score out of 10 | Scores of 8 or more out of 10 % |
| Highly Valued | 8.2                     | 83                              | 8.2                     | 83                              |

The results of the 2011 GAD client satisfaction survey

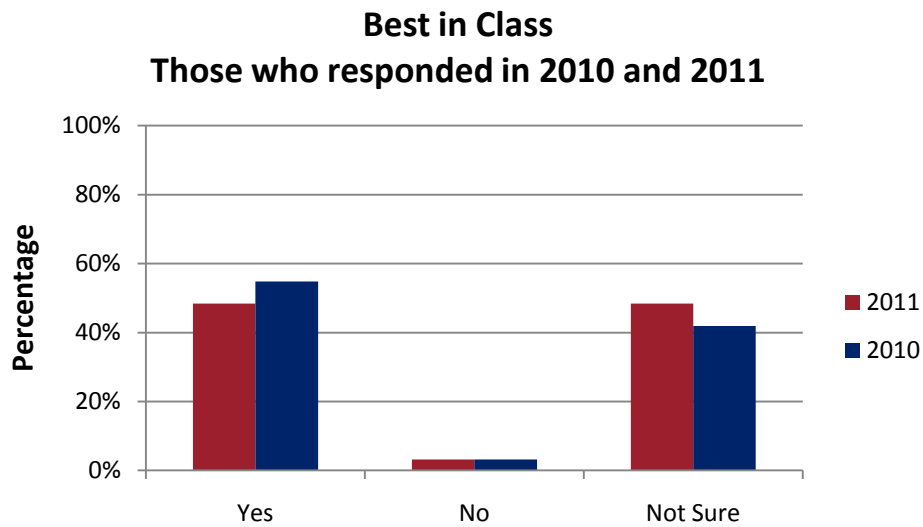
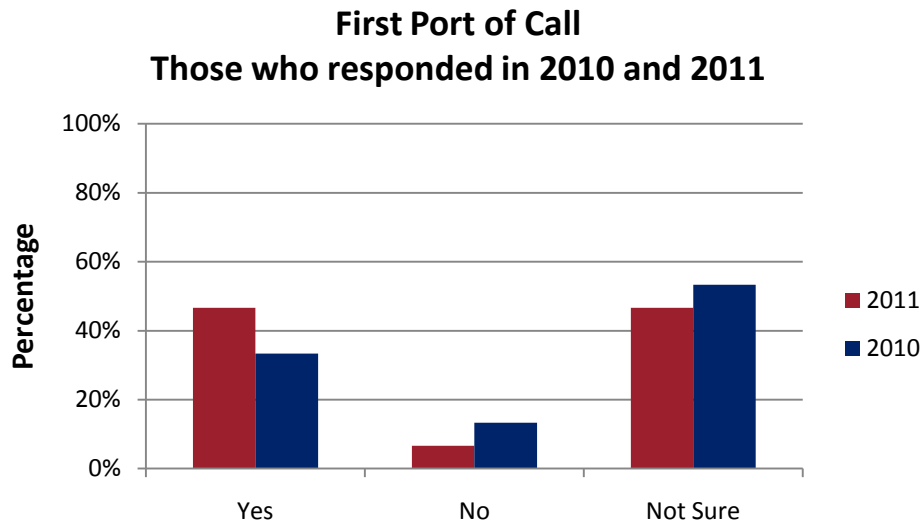
**We asked our core public sector clients whether they considered GAD to be their “First Port of Call” for actuarial advice on pensions / social security policy and other actuarial matters. For other clients we asked whether GAD was considered “Best in Class”.**

(a) All responses



The results of the 2011 GAD client satisfaction survey

(b) Amongst those who responded in both 2010 and 2011

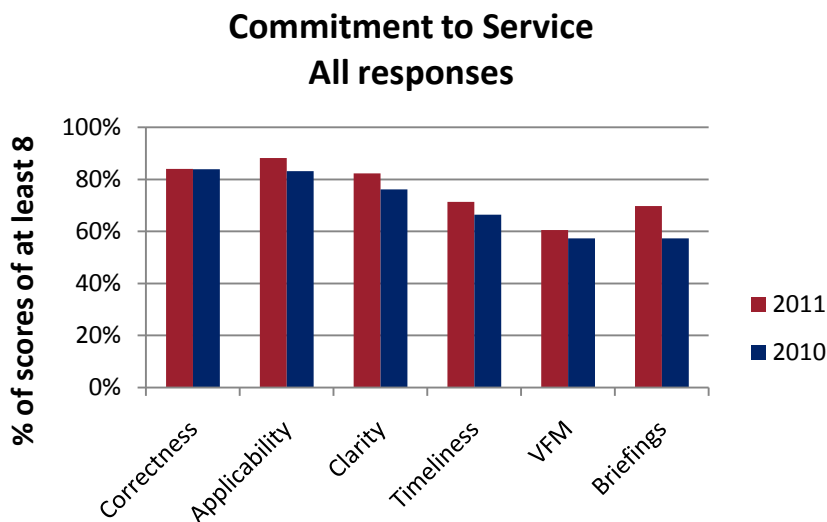
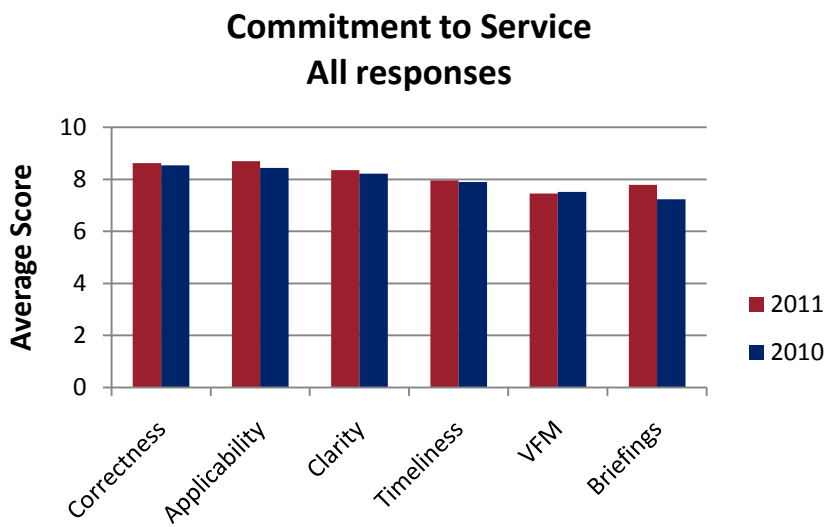


The results of the 2011 GAD client satisfaction survey

We asked questions about our Commitment to Service and, in particular, whether the service we delivered was:

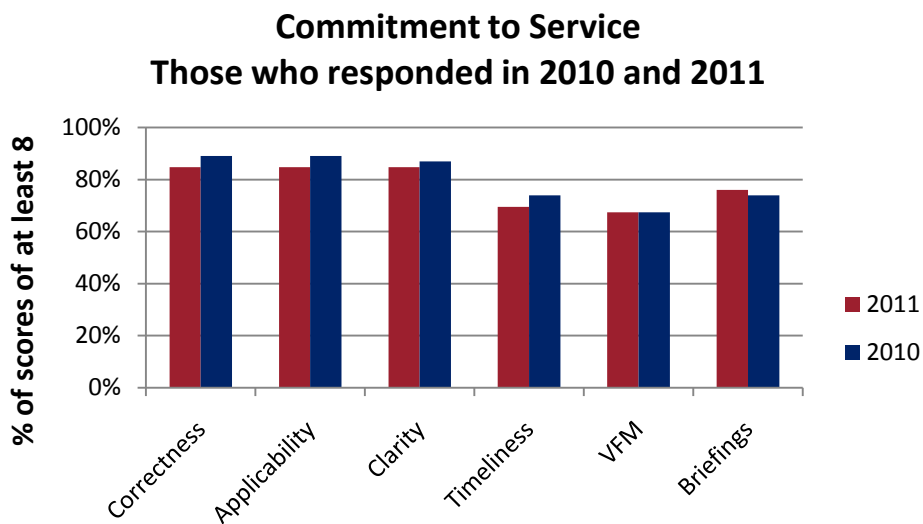
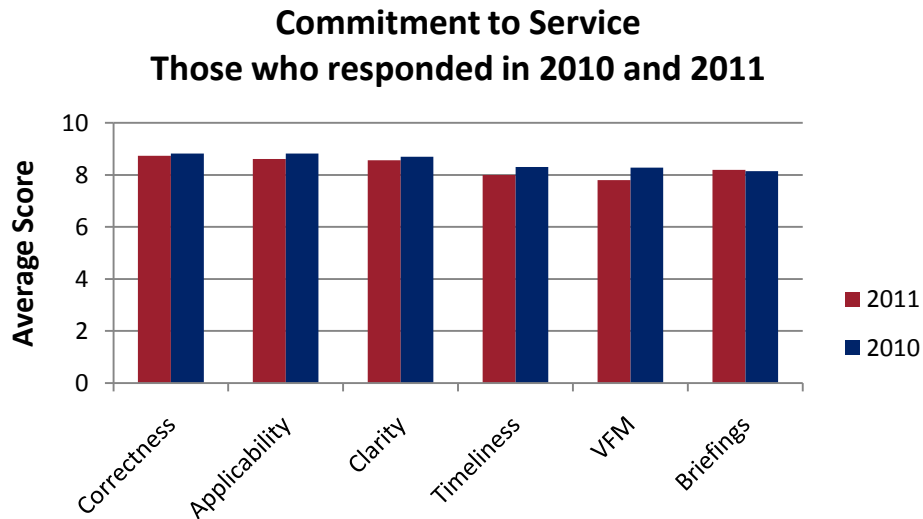
- Correct
- Applicable
- Clear
- On time
- Value for money
- Properly discussed at regular status briefings

(a) All responses



The results of the 2011 GAD client satisfaction survey

(b) Amongst those who responded in both 2010 and 2011

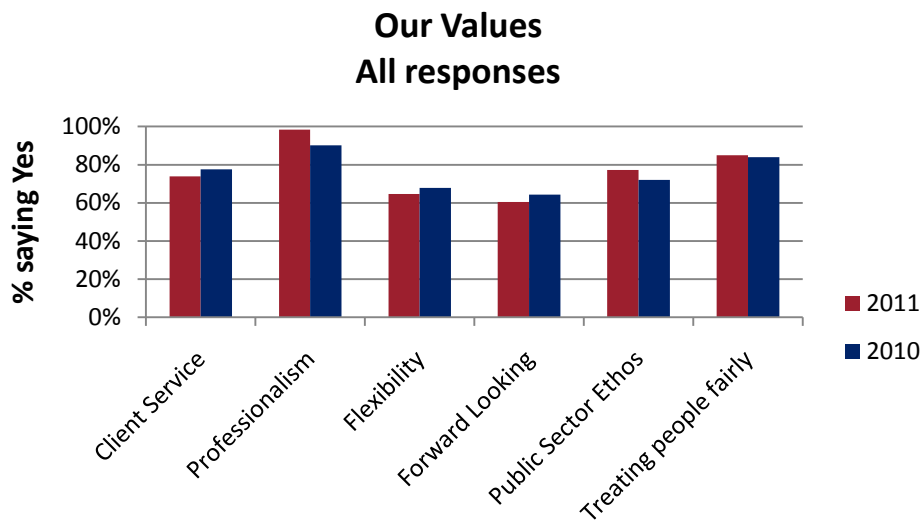


The results of the 2011 GAD client satisfaction survey

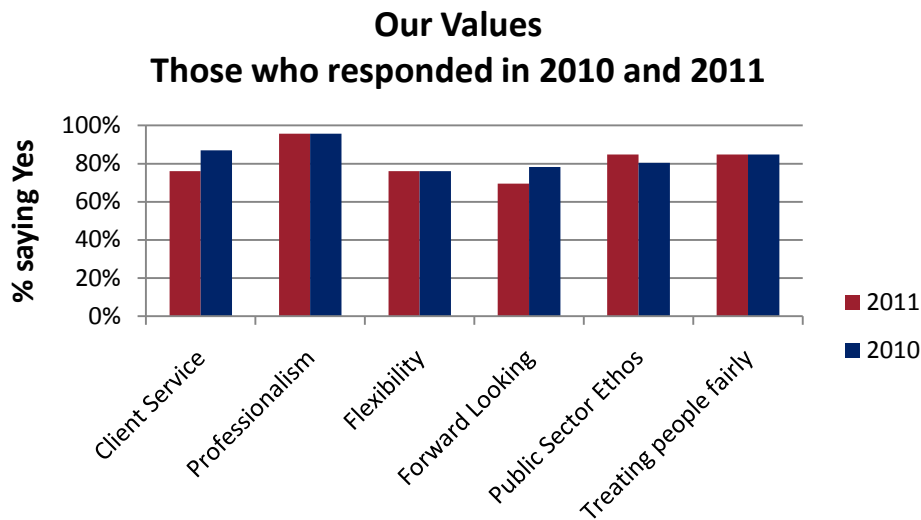
We asked questions about whether GAD had lived up to our six Values:

- Making client service a priority
- Professionalism
- Being flexible; sharing as individuals and as an organisation
- Being forward looking and proactive
- Having a strong public sector ethos
- Treating people fairly and with respect

(a) All responses



(b) Amongst those who responded in both 2010 and 2011



The results of the 2011 GAD client satisfaction survey

**We asked our clients whether there were any other services we should be offering**

(a) All responses

|                    | <b>2011</b>       | <b>2010</b>       |
|--------------------|-------------------|-------------------|
|                    | Percentage<br>Yes | Percentage<br>Yes |
| Any extra services | 8%                | 3%                |

(b) Amongst those who responded in both 2010 and 2011

|                    | <b>2011</b>       | <b>2010</b>       |
|--------------------|-------------------|-------------------|
|                    | Percentage<br>Yes | Percentage<br>Yes |
| Any extra services | 4%                | 4%                |