

## The 2009 GAD client satisfaction survey

### Foreword by Trevor Llanwarne, the Government Actuary

The responses to our 2009 survey were generally good but as can be seen from the report that follows they do not show a significant overall improvement on the previous years' scores. Nevertheless when we speak to our clients individually face to face many are telling us that we are providing a better service than we were last year. In other words, this has been a year in which we have had to improve the way we do things simply to stand still in terms of our clients' expectations.

Some of the survey highlights and key messages are that:

- The number of responses is up by 80% on last year and I am delighted that many more of our clients are taking the time to engage with us and tell us what they think – in a balanced way, telling us both good and not so good.
- $\frac{3}{4}$  of respondees rated us at least 8 out of 10 for being Highly Valued. This is good news. However we recognise that there is still work to be done, particularly amongst those who have not rated us highly in this area.
- More work is needed to ensure that we are seen as Principal Provider / Best in Class amongst some of our core public sector clients. The results in this area were disappointing amongst those who were responding for the first time this year.
- Scores around our Commitment to Service and our Values have generally held up well in a year in which we have faced increasing demands for better and more cost-effective delivery from clients who themselves are facing similar pressures.

We have been looking over the detail of the responses to ensure that we pick up and respond to individual concerns. We also intend to engage closely with our clients to learn more about what they need from us, so that we can ensure better delivery in line with those needs.

This past year has one of growth for GAD and I am confident that as we embed this growth it will lead to the even better delivery that our clients expect. I and the rest of GAD are committed to ensuring that we get it right for our clients and I am confident that in 2010 our clients will see a noticeable and continual improvement in the way we do things.

I would like to thank everyone who participated in the survey. We know that there is more to do to ensure that we remain a highly valued provider of actuarial services in the public sector, but without your help we would struggle to know where to focus our efforts.



Trevor Llanwarne

## The results of the 2009 GAD client satisfaction survey

Date: February 2010



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## **The 2009 client satisfaction survey**

GAD is the actuarial consultancy in the public sector for the public sector, and we aim to be a highly valued provider. 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 2010.

Thank you to all clients who have responded to the 2009 survey. The results are summarised below.

### **Response**

We received 175 responses to our 2009 survey, compared to 98 in 2008.

### **Results**

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

	Page
How highly valued are we?	2
Are we Principal Provider / 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 2009 GAD client satisfaction survey

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

(a) All responses

	<b>2009</b>		<b>2008</b>	
	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	7.9	73%	7.9	72%

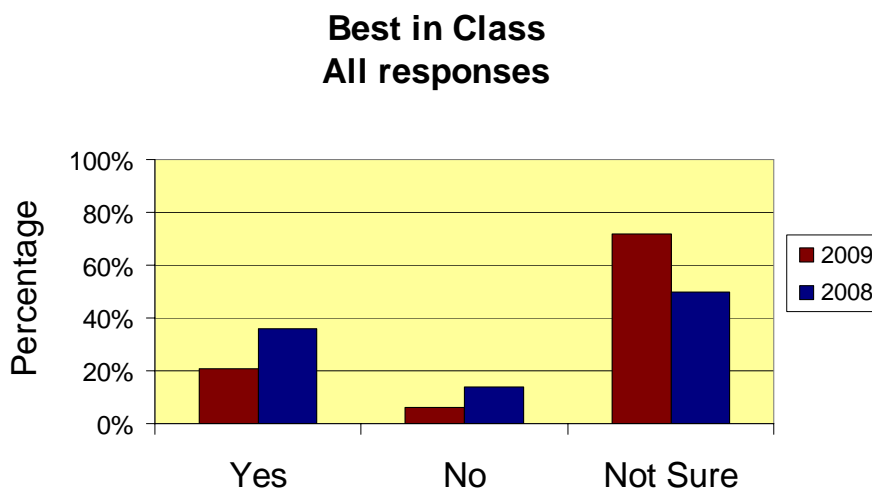
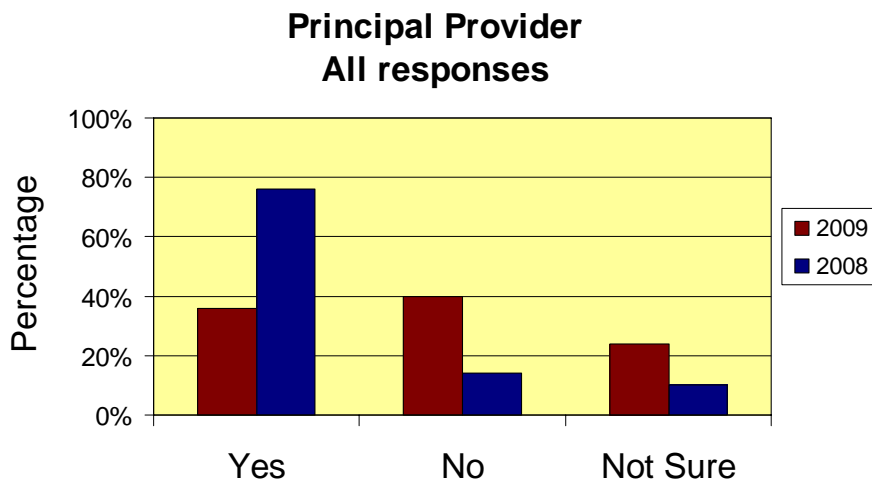
(b) Amongst those who responded in both 2008 and 2009

	<b>2009</b>		<b>2008</b>	
	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	7.9	76%	8.0	76%

The results of the 2009 GAD client satisfaction survey

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

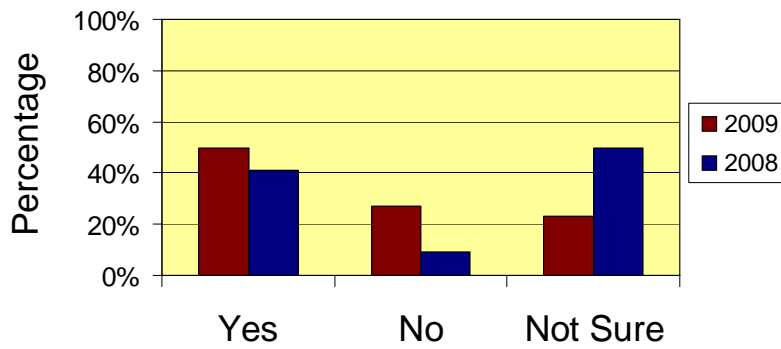
(a) All responses



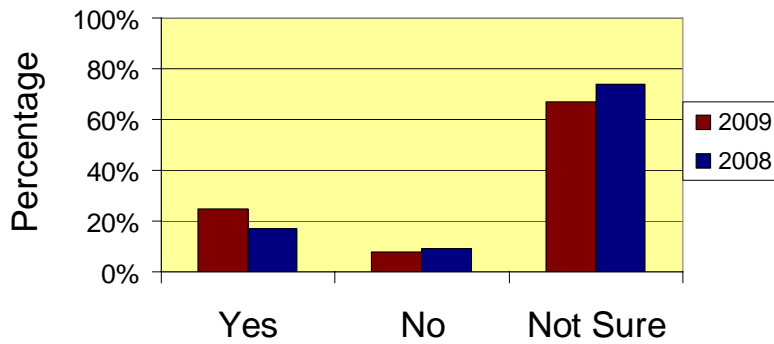
The results of the 2009 GAD client satisfaction survey

(b) Amongst those who responded in both 2008 and 2009

**Principal Provider**  
**Those who responded in 2008 and 2009**



**Best in Class**  
**Those who responded in 2008 and 2009**

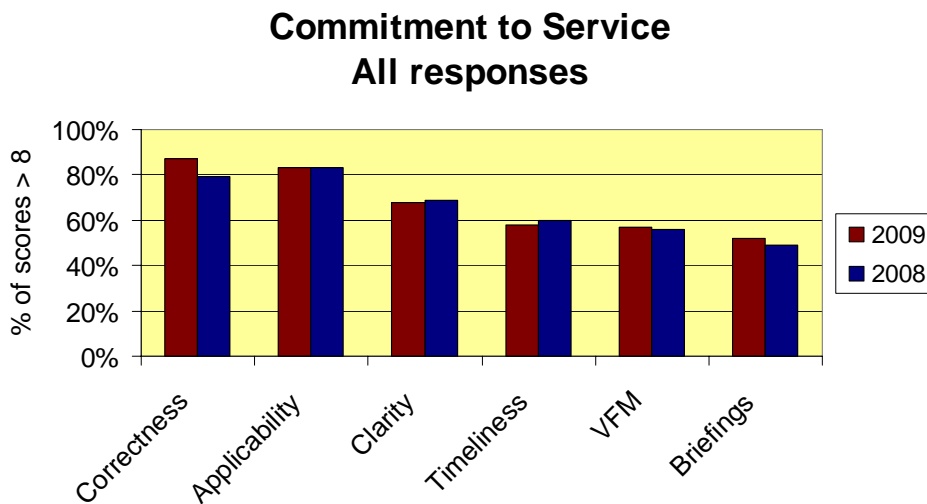
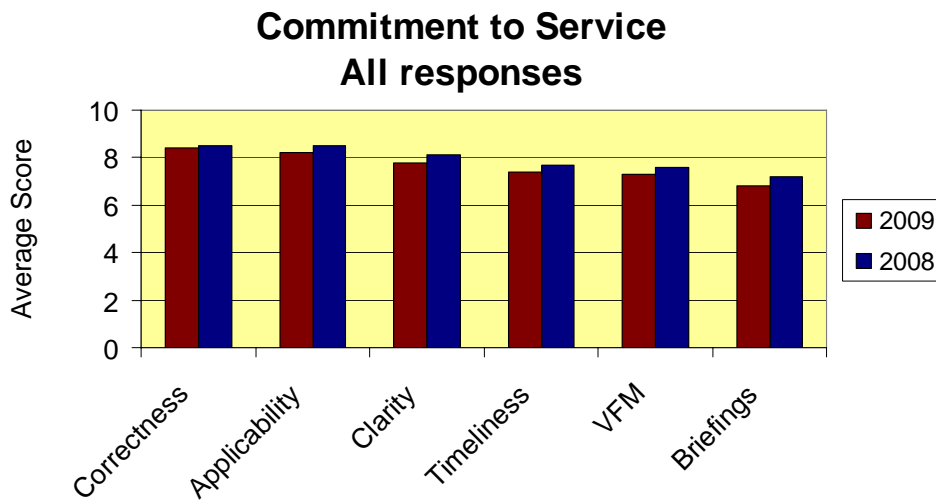


The results of the 2009 GAD client satisfaction survey

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

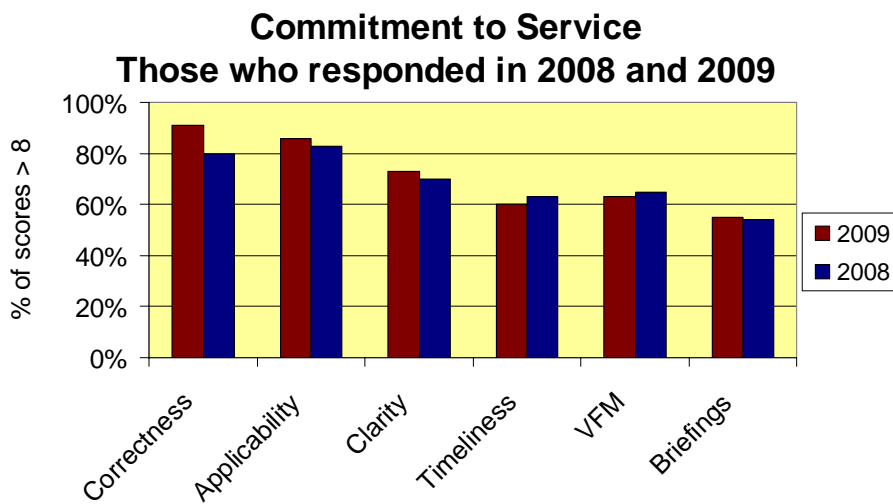
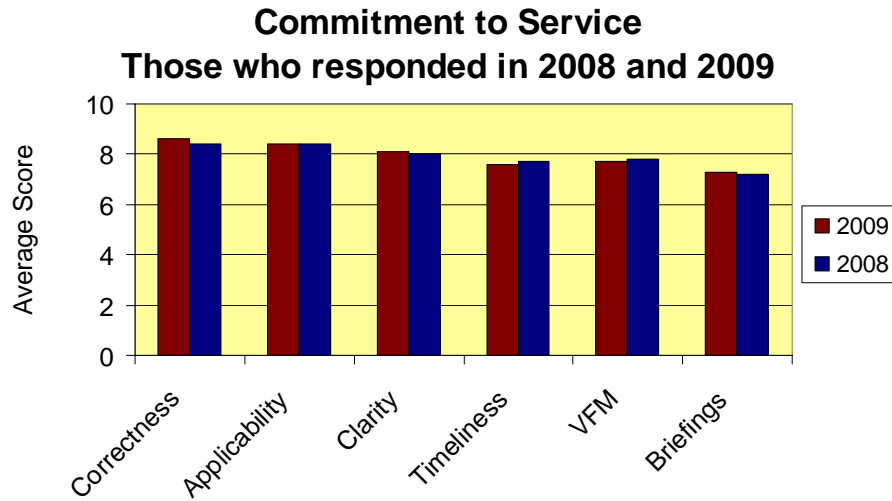
- **Correct**
- **Applicable**
- **Clear**
- **On time**
- **Value for money**
- **Properly discussed at regular status briefings**

(a) All responses



The results of the 2009 GAD client satisfaction survey

(b) Amongst those who responded in both 2008 and 2009

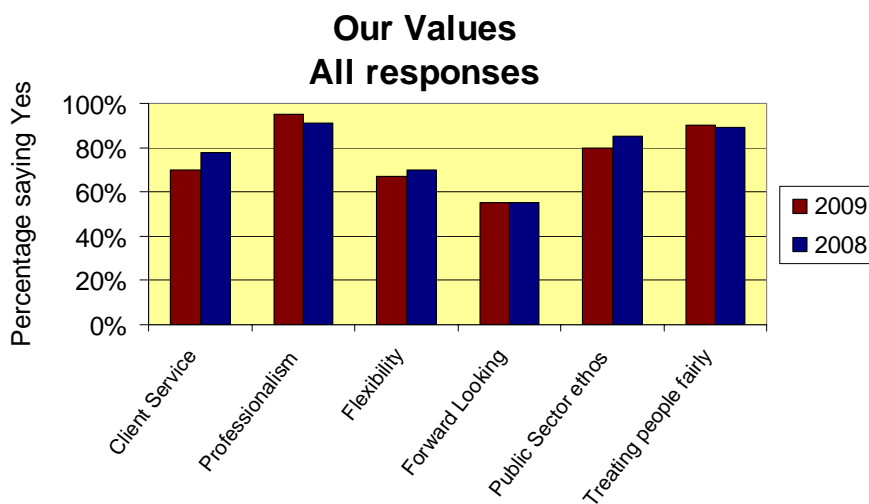


The results of the 2009 GAD client satisfaction survey

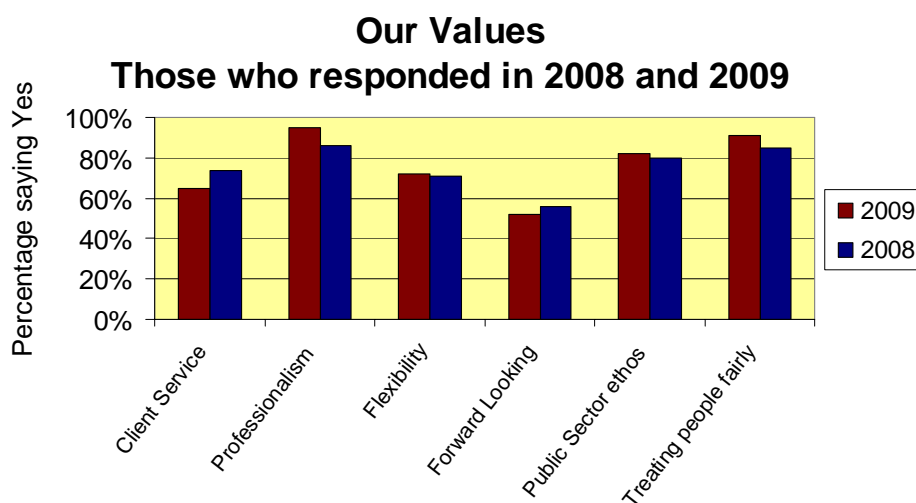
**We asked questions about whether GAD had lived up to our six Values:**

- **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 2008 and 2009



The results of the 2009 GAD client satisfaction survey

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

(a) All responses

	<b>2009</b>	<b>2008</b>
	Percentage Yes	Percentage Yes
Any extra services	6%	21%

(b) Amongst those who responded in both 2008 and 2009

	<b>2009</b>	<b>2008</b>
	Percentage Yes	Percentage Yes
Any extra services	7%	23%