

# FASSET CUSTOMER SATISFACTION RESEARCH REPORT 2009



IN PARTNERSHIP WITH



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# 1. BACKGROUND

## 1.1. Background

FASSET is a statutory body established through The Skills Development Act, 1998 (Act No 97 of 1998), which goal is to influence the effective operation of the labour market, through effective skills development, so as to ensure appropriate supply of competent labour necessary to compete in the global economy in the sub-sectors that fall within the industrial scope of FASSET.

South Africa not only needs to re-skill workers to remain abreast with, catch up to and surpass developed countries, but it also continues to face the enormous challenge of redressing the imbalances of the past so that all the citizens of the country can become skilled and enjoy the benefits they have previously been unable to.

To achieve this goal a Skills Development Policy was developed and implemented in 1998. A critical and integral part of that policy is the National Skills Development Strategy (NSDS). This strategy was in its second phase of implementation that covers the period, 1 April 2005 to 31 March 2010.

## 1.2. Primary objective of the research

The overall objective of this project is to conduct a Customer Satisfaction Survey with a sample of FASSET's stakeholders i.e. employers, learners, service providers, partners, professional bodies and staff. This survey is for the period of March 2008 – April 2009.

## 1.3. Secondary objectives of the research

1. Measure the level of satisfaction of FASSET:
  - Employers (Levy payers & registered non-levy payers).
  - Learners
  - Professional bodies.
  - Training providers

2. Identify any underlying issues of importance among all stakeholders which could **have a negative impact** on the way FASSET conducts its business.
3. Identify any underlying issues of importance or opportunities among all stakeholders, which could have **a positive impact** on the way FASSET conducts its business, and could be developed or enhanced by FASSET.
4. Assess services provided by FASSET's front and back line personnel including the FASSET Call Centre and IT outsource staff as well as FASSET Skills Advisors (FSAs).

## 1.4. Scope of work

The survey entailed a random sample of members from target groups in the sector. The service provider received the database to determine the sample. Specific sub-sectors and geographical spread is applicable.

The principal target groups are:

Table 1 – Survey Population

Levy-Paying Members
Registered Non-Levy Paying Members
Current learners
FSAs
Professional bodies
Training providers
Frontline personnel
Back-line personnel
Call centre Staff
IT outsource staff

The survey will be conducted nationwide (urban and rural).

## 1.5. Expected outcomes and deliverables

Table 2 – Expected outcomes and deliverables

TASK	POPULATIONS TO BE MEASURED	OUTCOMES/DELIVERABLE
Conduct interviews.	Front and back-line FASSET personnel (including FASSETs' Call Centre staff and IT outsource staff).	Assess the perception of the FASSET brand and level of service and customer satisfaction.
Conduct focus groups.	All target groups.	Provide insights into burning points and input into the questionnaire development.
Conduct a qualitative investigation.	Include but not be limited to identified customers.	Assess the service provided by the front and back line FASSET personnel (including FASSETs' Call Centre staff and IT outsource staff).
Conduct in-depth telephonic interviews.	With a selected sample of stakeholders.	Assess underlying factors that can impact either positively or negatively on FASSET's core business and the FASSET brand.
Using all necessary research mechanisms in conducting the customer satisfaction survey.	All target groups.	Measure and assess FASSET's standards of customer service.
Compare the customer satisfaction levels over the last two years.	All target groups.	Previous years Customer Satisfaction Reports will be made available to the service provider when the project commences.
Create a system that FASSET can, from year to year, use to compare customer satisfaction levels and thus maintain the value of research findings.	All target groups.	FASSET must be able to use this system independently of a specific service provider.
Devise and document the findings of the research.	All target groups.	Use the appropriate research, knowledge and skills.  Indicate specific methodology, process, tools etc.
Examine how FASSET could improve its brand through providing excellent customer service and value for money services.	All target groups.	Encourage members and learners to remain with FASSET as their partner of choice.
Provide recommendations.	All target groups.	To improve FASSET's customer service.
		The recommendations produced will, once adopted, form the basis for monitoring and, together with the satisfactory completion, be used to measure the performance of the project.
The survey is to be delivered in the format of a report to be used as a guide by the FASSET personnel,	All target groups.	

with clear easy-to-use process diagrams supported with examples of standard documentation and illustrative examples of the topic being discussed.		
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## 1.6. Research Methodology

- Contact lists with telephone numbers of respondents supplied
- Qualitative work was done in the form of focus groups as well as personal interviews. The information collected was used to update the questionnaire from the clients' perspective and provide additional information for the research document
- Interviews done through CATI (Computer Assisted Telephone Interviewing) system
- Customer satisfaction model was built on the results of the survey
- Results was also retro-fitted to 2008's results (where possible)
- Total sample realised:
  - Employers: 170
  - Service Providers: 10
  - Professional Bodies: 6

Below is a breakdown of the employers that were interviewed categorized by their SIC code descriptions.

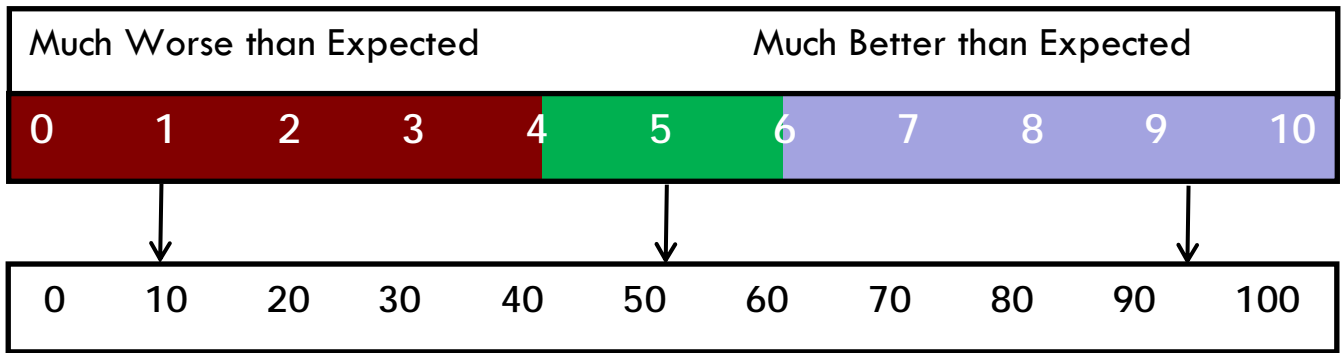
SIC Code Description	Number of Interviews
Accounting; bookkeeping and auditing activities;	58
Activities of accountants and auditors registered	33
Business and management consultancy activities	13
Investment entities and trusts	11
Bookkeeping activities; include relevant data	10
Asset portfolio management	8
Development corporations and organisations	6
Administration of financial markets	6
Activities auxiliary to financial intermediation	6
Tax services	5
Security dealing activities	4
Dept of State Expenditure and Finance	4
Stock broking activities	3
Company secretary services	2
Activities of cost and management accountants	1
Grand Total	170

## 1.7. RELIABILITY AND VALIDITY

### 1.7.1. Measuring Instrument Statistic

- Reliability
  - The extent to which a research instrument produces consistent results if repeated measures are made.
  - International benchmark: 70%
  - FASSET model: 94%
- Validity
  - The extent to which a research instrument measures what it intends to measure.
  - International benchmark: 60%
  - FASSET model: 62.4%

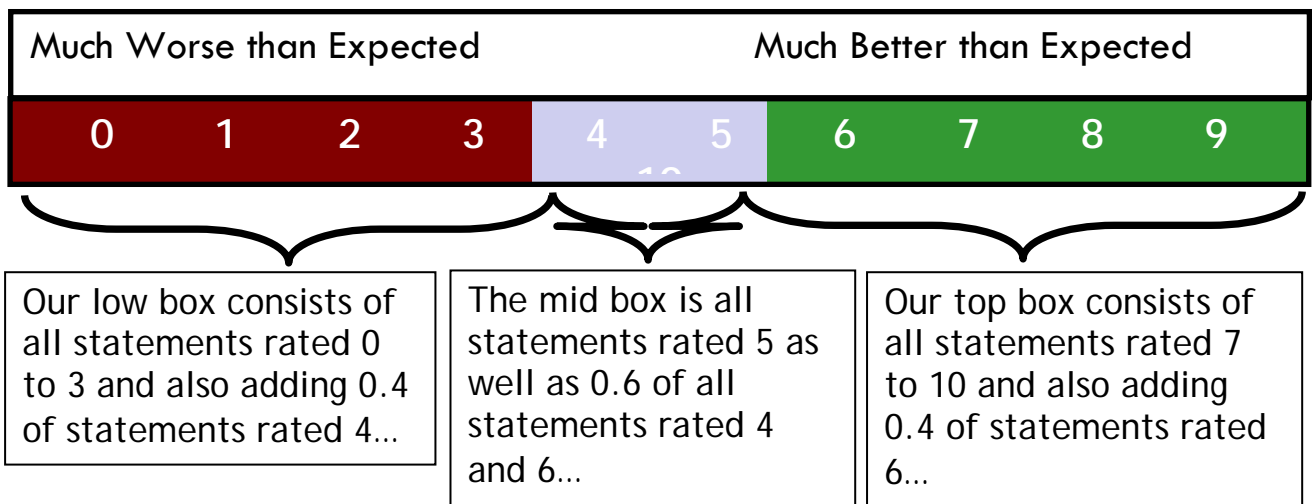
### 1.7.2. Statement: How scores were calculated



Scores are calculated as an average of all mentions on a specific statement. The statement score will be presented as an averaged score, for example 75.2. This must be interpreted as a number above or below 50 (which indicates the statement meets expectation).

- 50 = Good
- 75 = Great
- 90 = Superb (World Class)
- 100 = Perfect

### 1.7.3. Statement: How frequencies were calculated



## 1.7.4. Statement: Scale adjustment from 2008



To obtain a comparative score for 2008, we weighted the scores of 2008 as follows and took the average over all mentions:

Strongly Disagree	=	0
Disagree	=	25
Neither Agree nor Disagree	=	50
Agree	=	75
Strongly Agree	=	100

## 2. QUALITATIVE FOCUS GROUPS AND PERSONL INTERVIEWS

Before the commencement of the quantitative research phase a qualitative exploratory phase was conducted in the form of various focus groups with employers of development project learners and representatives of small, medium and large businesses. In-depth personal interviews were also done with staff members and various other stakeholders.

Although the main purpose of the qualitative phase was to identify attributes and issues to be included in the questionnaire for the quantitative phase some valuable information was gathered during this process.

Below are some of the main points discussed during these sessions.

### 2.1. Employers of Learners

The following main topics were addressed by participants during the learners' focus groups:



## **Service delivery**

It was indicated that FASSET is a transparent and professional institution which understands the industry and strive to meet those needs. FASSET staff has excellent knowledge about their organisation and are always quick to respond to e-mails and other requests.

## **Products and services offered**

Employers mentioned that FASSET, being a proactive SETA, has a unique approach in terms of the life long learning events that they offer. They also indicated that it is important that the training offered by FASSET should be continuously changed and improved in order to remain relevant to the market.

## **Availability of training material**

The convenience of having downloadable material on the FASSET website has been very beneficial to learners.

## **2.2. Small and medium business**

The following main topics were addressed by participants during the small and medium business focus groups:

### **Motivation and commitment to training**

When representatives from small and medium businesses were asked about their commitment to training and development they indicated that the benefit that learners and the organisation receive as a result of the training is the most important motivator for sending employees on training courses.

### **Interaction, information sharing and relevancy of training**

Participants mentioned that FASSET should always actively engage with them. The interaction between organisations and FASSET would ensure that the relationship between them is maintained.

Participants stated that they are very satisfied with the way in which FASSET keeps them informed and that they are always kept up to date of everything that happens and always know what to expect.

## Communication

Representatives referred to the Call Centre as the first point of contact in case of enquiries. They also mentioned that they need the role of the FSA to be clearly defined to aid FASSET with service delivery. Most participants were very impressed with the FASSET website as a communication tool but indicated that they would like the website to be more reliable for the generation of certificates.

## 2.3. Large business

The following main topics were addressed by participants during the large business focus groups:

### Service Delivery

The representatives of large businesses mentioned that FASSET is a very involved SETA and therefore their service, programs and seminars supersedes that of the other SETA's they have dealt with in the past. They mentioned that no other Seta has the same variety of programs and seminars. They also mentioned that FASSET staff delivers on the services that they promise.

**Verbatim:** *"I think people who belong to FASSET really don't realise how lucky are"*

### Communication

Interviewees state that FASSET should enquire from clients what their preferred means of communication is. One suggestion was to use other forms of media, like the radio, to send out reminders for the submission of forms and WSP.

### Shift to Dept. of Higher education

Some participants felt that it might be a good change and that there will be more focus on companies' skills developmental needs. Other participants indicated that FASSET is very effective at the moment and delivers an excellent service and were concerned that the change will have a negative impact on FASSET and the service they provide to organisations.

## 2.4. Personal interviews

The following main topics were addressed by participants during the personal interviews:

## **Stakeholders**

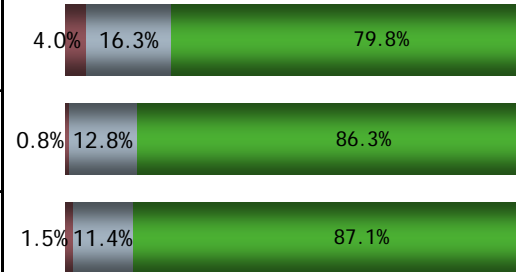
Stakeholders believe that they have a good relationship with FASSET. They would like the opportunity to give more input on the types of training offered to ensure that the training they receive is relevant to the sector and their organisation. They also indicated that some employers provide training for compliance reasons only.

## **Communication**

During the interviews with FASSET staff it was suggested that FASSET should make the employers aware of the processes when registering a learner on a Learnership. The FSA could play a huge part in “educating” in this regard.

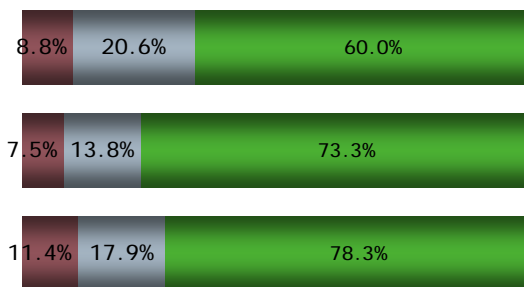
### 3. MANDATORY GRANTS

Mandatory Grants	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
The process of claiming a mandatory grant being clear and easy to follow	77.9	76.5	4.0%	16.3%	79.8%
Correspondence about the mandatory grants being clear and easy to follow	79.5	79.2	0.8%	12.8%	86.3%
Mandatory grants being paid out timeously	Not Measured	81.9	1.5%	11.4%	87.1%



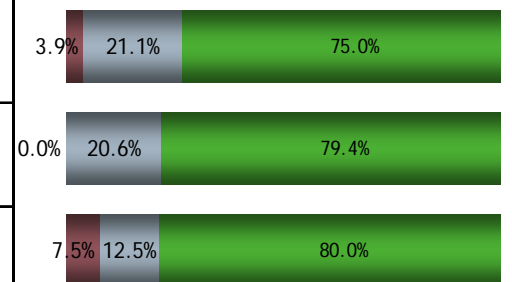
### 4. STRATEGIC CASH GRANTS

Strategic Cash Grants	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
The process of claiming a strategic cash grant being clear and easy to follow	66.4	72.2	8.8%	20.6%	60.0%
Correspondence about the strategic cash grant being clear and easy to follow	68.8	76.6	7.5%	13.8%	73.3%
Strategic cash grants being paid out timeously	66.0	72.1	11.4%	17.9%	78.3%



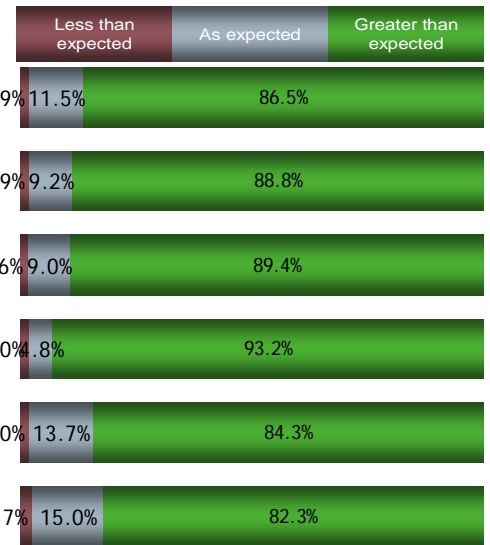
### 5. LEARNERSHIP CASH GRANTS

Learnership Cash Grants	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
The process of claiming a learnership cash grant being clear and easy to follow	71.9	74.4	3.9%	21.1%	75.0%
Correspondence about the learnership cash grant being clear and easy to follow	72.5	77.2	0.0%	20.6%	79.4%
Learnership cash grant being paid out timeously	69.7	77.8	7.5%	12.5%	80.0%



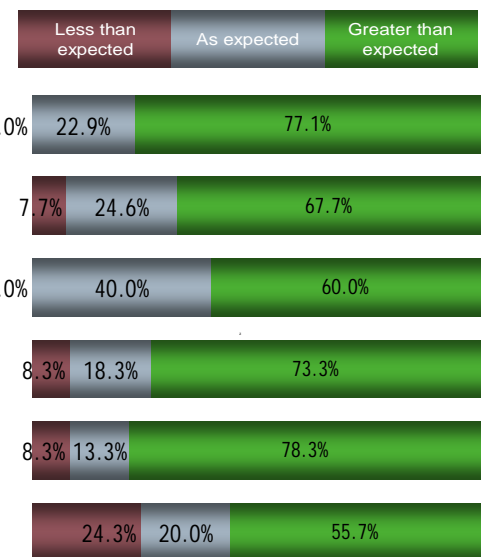
## 6. LEARNERSHIPS

Learnerships	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
The process for registering learners being clear and easy to follow	74.8	78.7	1.9%	11.5%	86.5%
Offering a variety of learnerships that is relevant to the needs of our business and the sector	72.4	79.6	1.9%	9.2%	88.8%
Sufficient communication between FASSET & professional bodies in terms of the learnership process	Not Measured	82.2	1.6%	9.0%	89.4%
Learners deriving benefits from their learnership	Not Measured	80.0	2.0%	4.8%	93.2%
Receiving adequate information for the implementation of learnerships in our company	70.9	78.8	2.0%	13.7%	84.3%
Criteria for participation in learnerships being appropriate	Not Measured	76.7	2.7%	15.0%	82.3%



## 7. DEVELOPMENT PROJECTS

Development Projects	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
Being sufficiently consulted to determine which development projects FASSET should undertake	Not Measured	77.1	0.0%	22.9%	77.1%
FASSET effectively tracks and monitors the success of development projects and provides regular updates	Not Measured	74.6	7.7%	24.6%	67.7%
Development projects are relevant and meet the needs of our business	Not Measured	70.7	0.0%	40.0%	60.0%
Development projects being managed effectively and efficiently	Not Measured	78.3	8.3%	18.3%	73.3%
Development courses are diverse enough to address different educational and work experience levels	67.9	70.8	8.3%	13.3%	78.3%
The support received by FASSET in taking on learners from the development projects	66.5	62.1	24.3%	20.0%	55.7%



## 8. LIFELONG LEARNING EVENTS

Lifelong Learning Events	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
The topic selection for the lifelong learning events have been relevant to our needs	80.6	80.6	1.3%	10.3%	88.5%
The technical content and quality of the life long learning events being of a high standard and relevant to my business needs	Not Measured	83.8	0.0%	2.0%	98.0%
The venues used for the lifelong learning events being convenient and easy to reach	79.8	82.8	2.6%	4.9%	92.6%
Receiving invitation and information on lifelong learning events timeously	Not Measured	90.1	1.3%	2.0%	96.8%
The dates and times of courses being convenient	Not Measured	86.4	1.3%	4.0%	94.8%



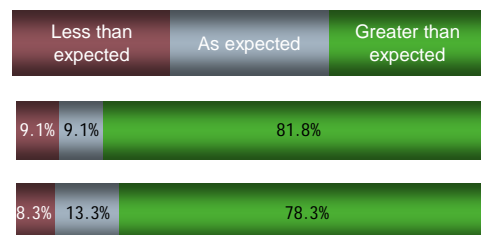
## 9. RESEARCH

Research	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
FASSET continuously conducts research relevant to the needs in the sector	73.5	76.4	1.4%	19.4%	79.2%
Research findings being effectively communicated to organisations	75.0	74.2	3.0%	22.5%	74.5%



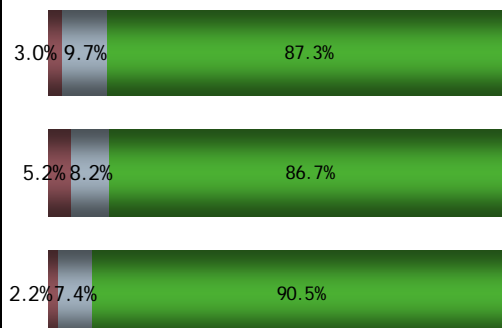
## 10. ADULT BASIC EDUCATION AND TRAINING (ABET)

Adult Basic Education and Training	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
The process of enrolling learners onto the FASSET Adult Basic Education and Training (ABET) programme being clear and easy to follow	75.4	76.4	9.1%	9.1%	81.8%
The service provider offering Adult Basic Education and Training ABET training being of good quality	65.7	70.0	8.3%	13.3%	78.3%



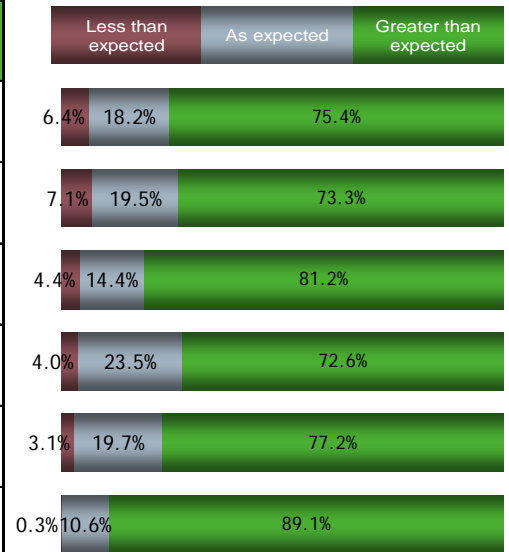
## 11. FASSET SKILLS ADVISORS

Fasset Skills Advisors	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
Assistance from the FASSET skills advisor with the completion of the Workplace Skills Plan being effective and helpful	84.1	82.7	3.0%	9.7%	87.3%
The guidance received from the FASSET skills advisor to complete the Workplace Skills Plan increases my understanding of the requirements and process	Not Measured	80.9	5.2%	8.2%	86.7%
FASSET skills advisors being knowledgeable and competent	Not Measured	83.5	2.2%	7.4%	90.5%



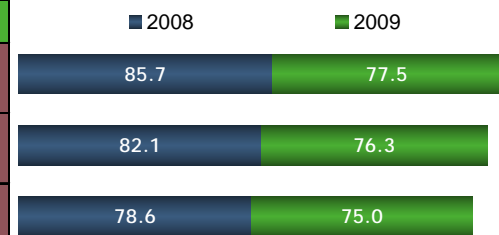
## 12. THE CALL CENTRE AND WEBSITE

Call Centre and Website	Scores		2009		
	2008	2009	Less than Expected	As Expected	Greater than Expected
Call centre agents have sufficient knowledge and experience to assist you in your query	77.5	72.2	6.4%	18.2%	75.4%
Resolving your query quickly and efficiently without referring you to somebody else	71.9	72.3	7.1%	19.5%	73.3%
Call centre agents showing patience and treating you as a valued customer	Not Measured	77.3	4.4%	14.4%	81.2%
Waiting time before your call to the call centre is answered	Not Measured	72.8	4.0%	23.5%	72.6%
FASSET's website being user friendly and easy to navigate (find what I'm looking for)	75.2	75.0	3.1%	19.7%	77.2%
The FASSET website being up to date and informative	76.8	79.8	0.3%	10.6%	89.1%



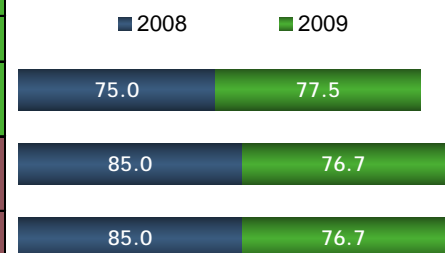
## 13. SERVICE PROVIDERS: Registering as a Training Provider

On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":	n = 7	n = 8
Total Sample	2008	2009
Fasset's process for registering as a training provider is clear and easy to follow	85.7	77.5
Fasset's training provider correspondence is clear and to easy follow	82.1	76.3
My registration as a training provider was processed quickly and efficiently	78.6	75.0



## 14. SERVICE PROVIDERS: Registering as an Assessor

On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":	n = 10	n = 4
Total Sample	2008	2009
Fasset's assessor correspondence is clear and easy to follow	75.0	77.5
Fasset's process for registering as an assessor is clear and easy to follow	85.0	76.7
My registration as an assessor was processed quickly and efficiently	85.0	76.7



## 15. SERVICE PROVIDERS: Registering as a Moderator

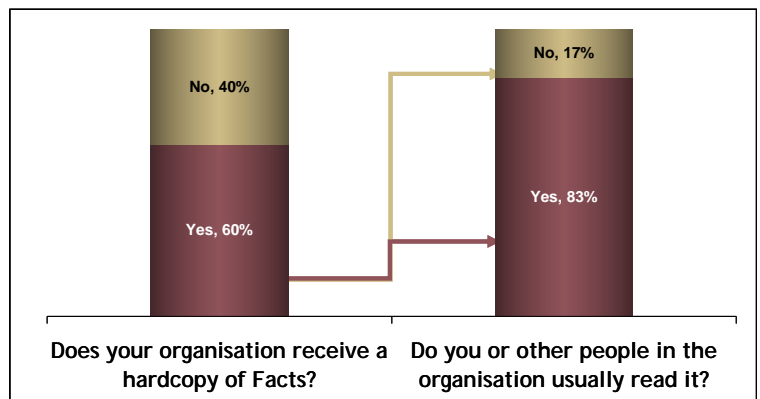
On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":

Total Sample	n = 3
Fasset's process for registering as a moderator is clear and easy to follow	70.0
Fasset's moderator correspondence is clear and easy follow	63.3
My registration as a moderator was processed quickly and efficiently	53.3

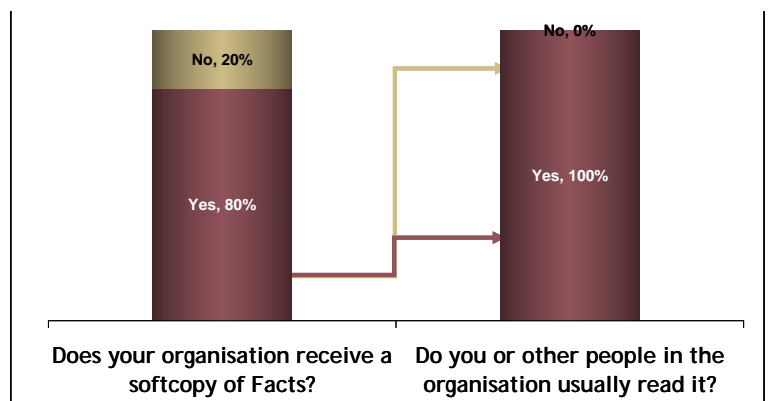
## 16. SERVICE PROVIDERS: Communication

### 16.1. Service providers: Facts Newsletter

Hard Copy: Facts







Soft Copy: e-Facts







## 16.2. Service providers: Call Centre

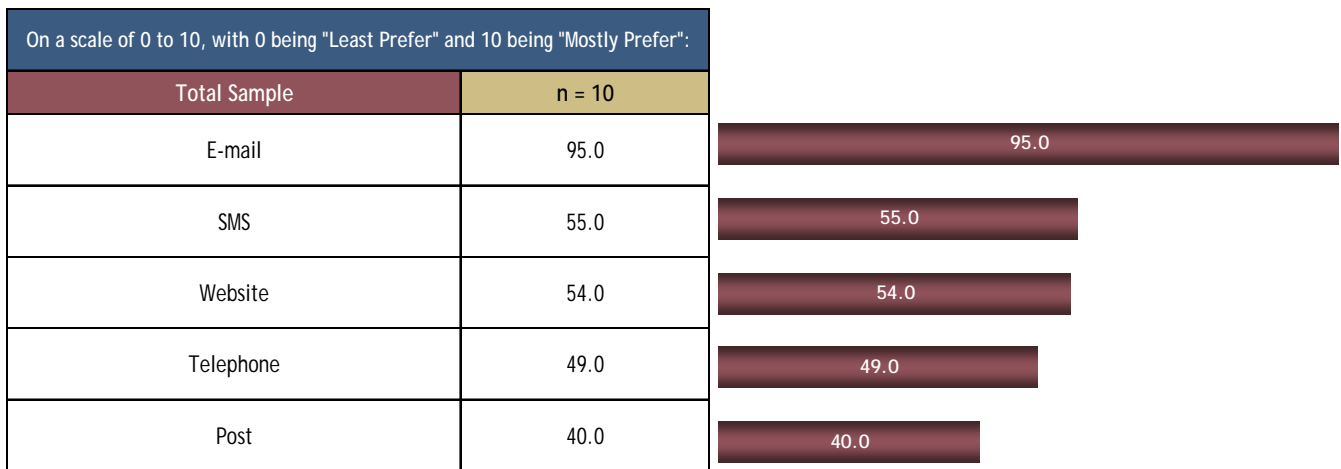
On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":	n = 101	n = 10	
Total Sample	2008	2009	
Call centre agents have sufficient knowledge and experience to assist you in your query	Not measured	75.0	
The call centre agents show patience and treat you as a valued customer	Not measured	72.5	
They resolve your query quickly and efficiently without referring you to somebody else	71.8	71.3	
The waiting time before your call to the call centre is answered	Not measured	67.1	

## 16.3. Service Providers: Administrative Staff & Workshops

On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":	n = 10	n = 10	
Total Sample	2008	2009	
Fasset administrative staff handling queries quickly and efficiently	72.5	81.4	
Fasset administrative staff being easily accessible and available	77.5	78.6	

## 17. SERVICE PROVIDERS: Improving the Relationship

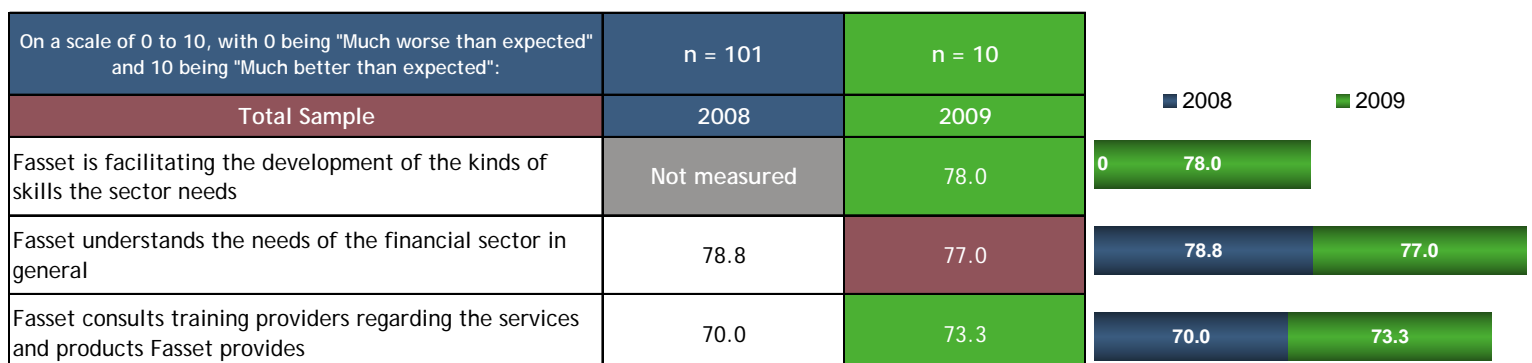
### 17.1. Service Providers: Communication and channel preference



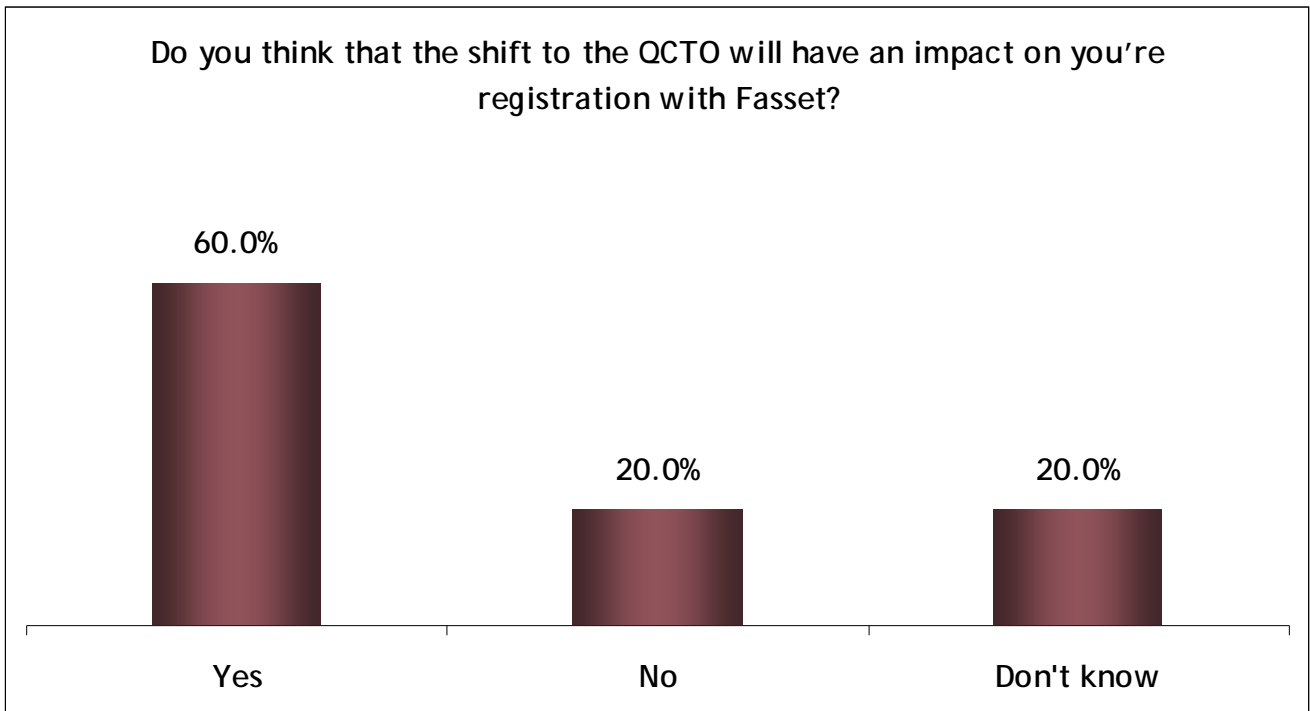
## 18. SERVICE PROVIDERS: Monitoring by FASSET



## 19. SERVICE PROVIDERS: Skills Development & Quality Assurance



## 20. SERVICE PROVIDERS: Quality Control For Trade & Occupation



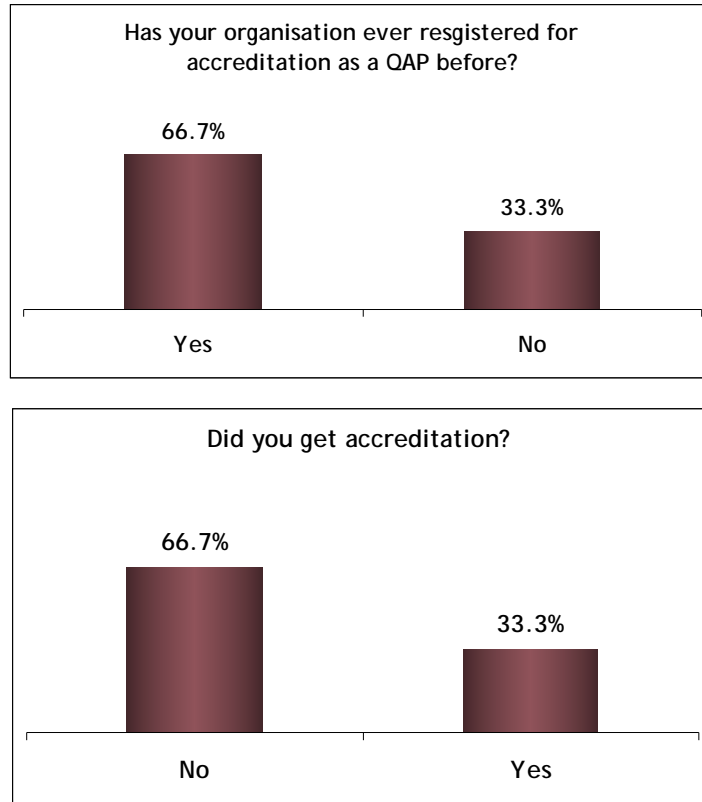
## 21. SERVICE PROVIDERS: Value Add

On a scale of 0 to 10, with 0 being "Very Poor" and 10 being "Excellent":	
Total Sample	n = 10
The value for money when comparing the levy you pay to the service you receive from Fasset	86.0
The quality of the service you receive from Fasset	82.0
Your overall satisfaction with Fasset	80.0
The quality of the relationship you have with Fasset	79.0

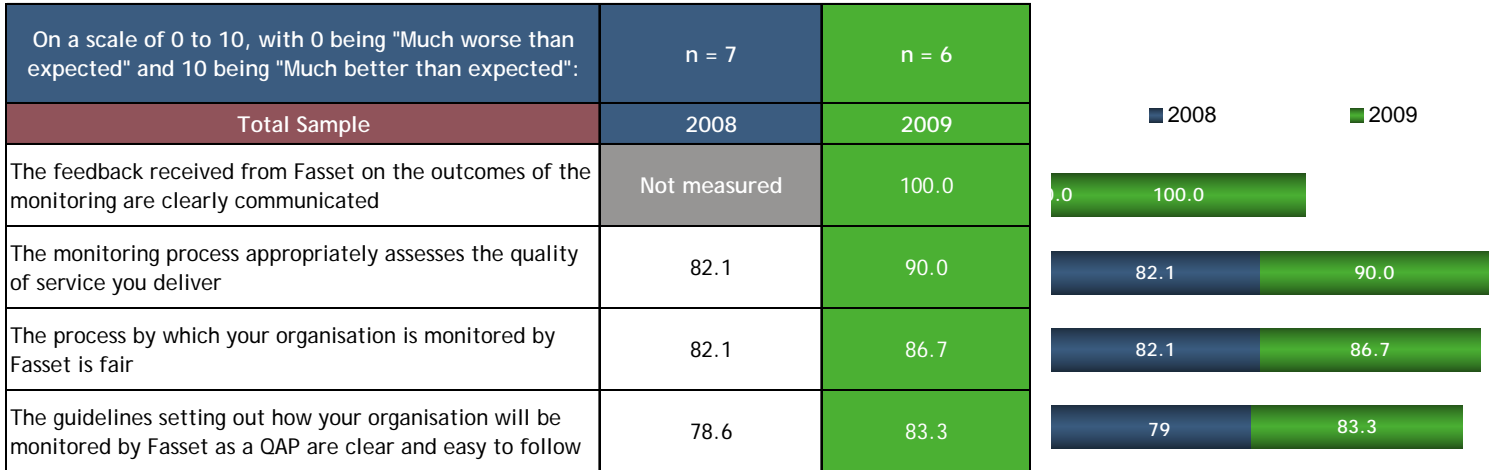
On a scale of 0 to 10, with 0 being "Not likely at all" and 10 being "Extremely Likely":	
Total Sample	n = 10
If you had a choice, would you continue your relationship with Fasset	86.0

On a scale of 0 to 10, with 0 being "Not likely at all" and 10 being "Extremely Likely":		NPS
Would you recommend Fasset as a SETA to other companies in the sector	84.0	30.0%

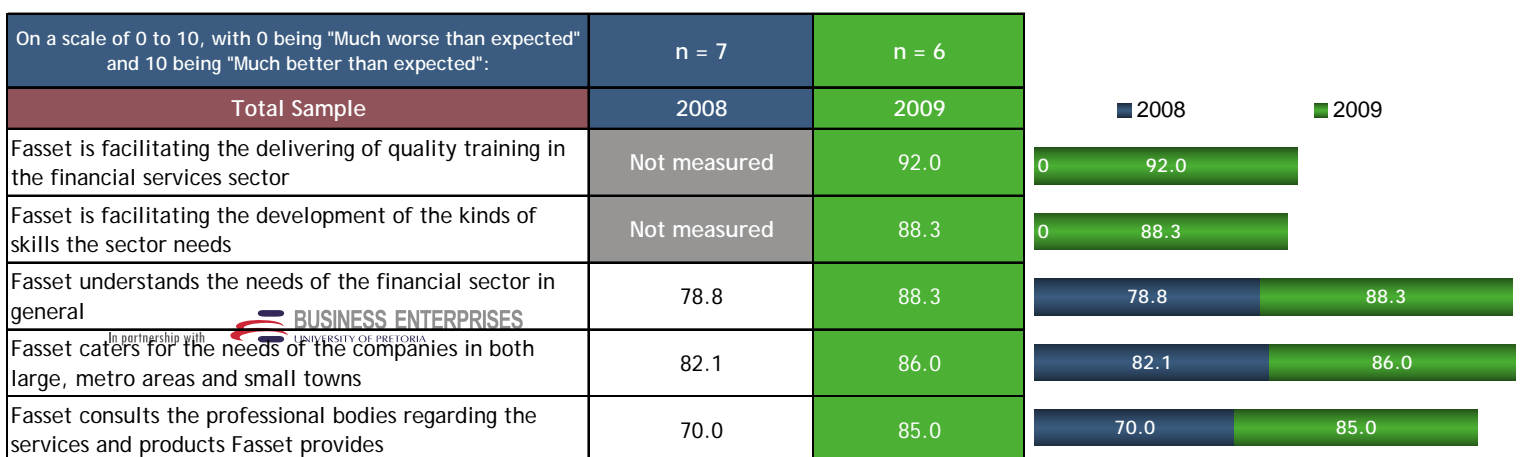
## 22. PROFESSIONAL BODIES: Registration as QAPs



## 23. PROFESSIONAL BODIES: Monitoring by FASSET



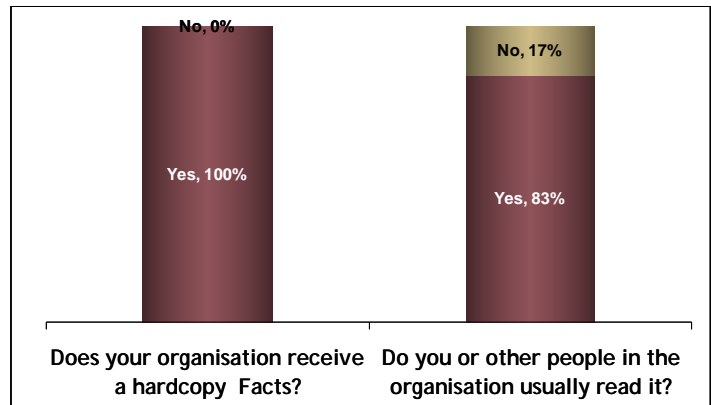
## 24. PROFESSIONAL BODIES: General Quality Assurance and Skills Development



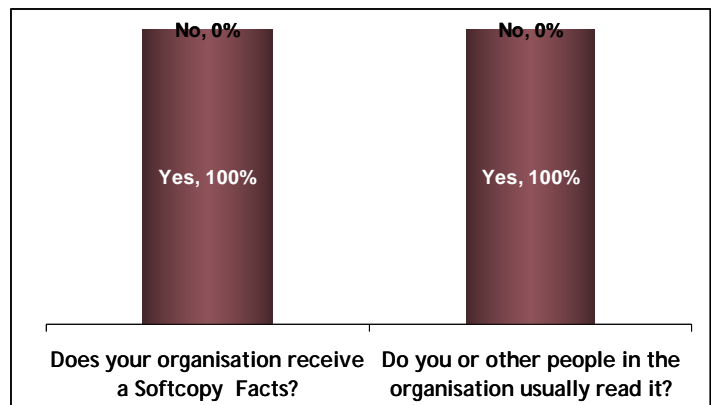
## 25. PROFESSIONAL BODIES: Communication

### 25.1. PROFESSIONAL BODIES: Newsletter

Hardcopy: Facts →



Softcopy: e-facts →

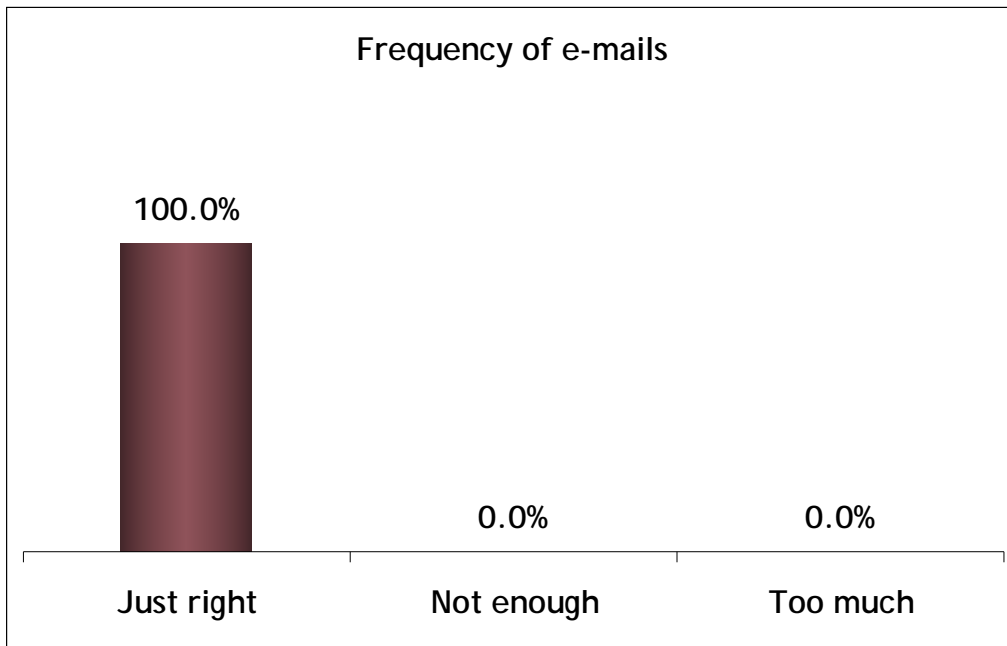


We asked to respondents to rate the communication material:

On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":	n = 6
Total Sample	2009
The communication material I receive from Fasset os relevant, informative and understandable	80.0

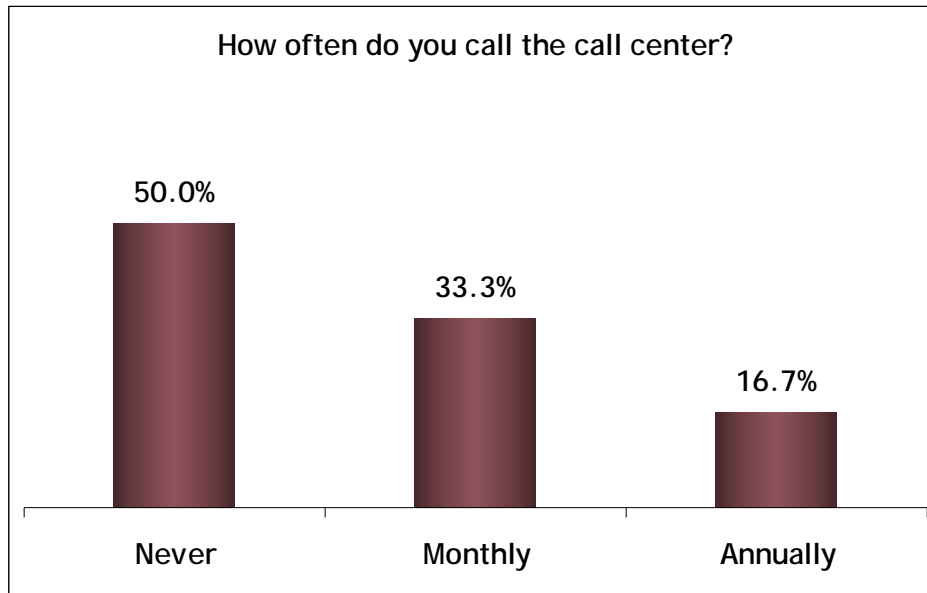
### 25.2. PROFESSIONAL BODIES: E-mails

Respondents were asked **how they feel about the frequency of email communication** they receive from FASSET, they responded as thus:



## 25.3. PROFESSIONAL BODIES: Call Centre

### 25.3.1. PROFESSIONAL BODIES: Frequency of Call Centre Usage

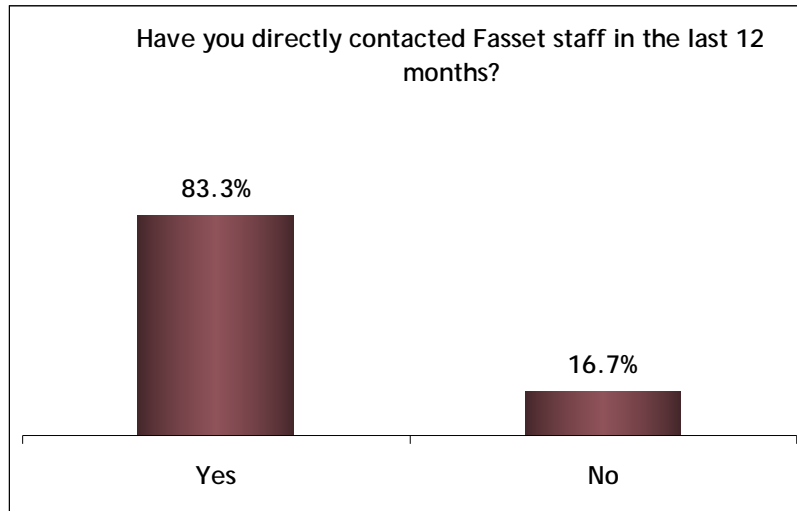


### 25.3.2. PROFESSIONAL BODIES: Call Centre usability

On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":	n = 101	n = 6	
Total Sample	2008	2009	
The call centre agents show patience and treat you as a valued customer	Not measured	100.0	
Call Centre agents have sufficient knowledge and experience to assist you in your query	Not measured	95.0	
The waiting time before your call to the call centre is answered	Not measured	90.0	
They resolve your query quickly and efficiently without referring you to somebody else	71.8	85.0	

## 25.4. PROFESSIONAL BODIES: Administrative Staff

### 25.4.1. PROFESSIONAL BODIES: General Communication



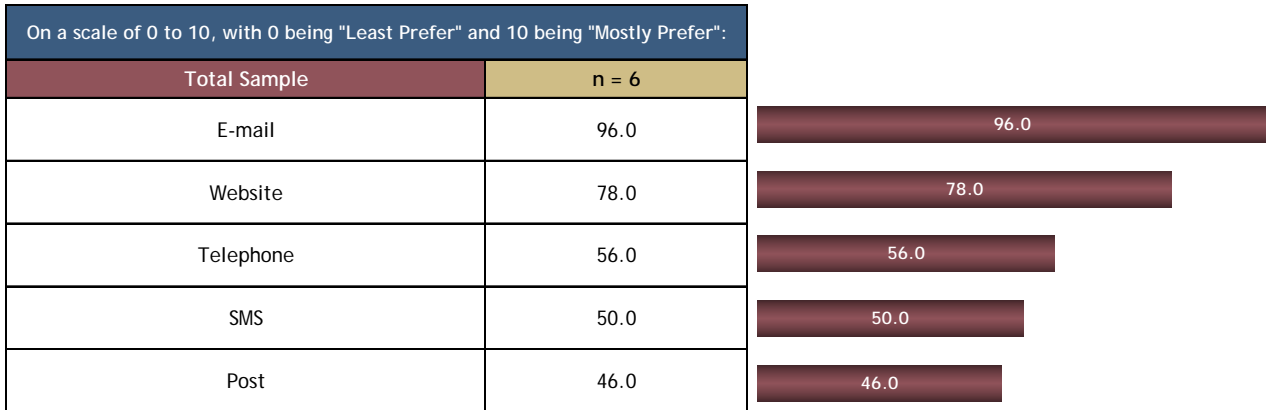
## 25.4.2. PROFESSIONAL BODIES: General Communication

On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":	n = 7	n = 6
Total Sample	2008	2009
Fasset administrative staff being knowledgeable and competent	Not measured	94.0
Fasset administrative staff being easily accessible and available	72.8	88.0
Fasset administrative staff handling queries quickly and effeciently	75.5	82.0

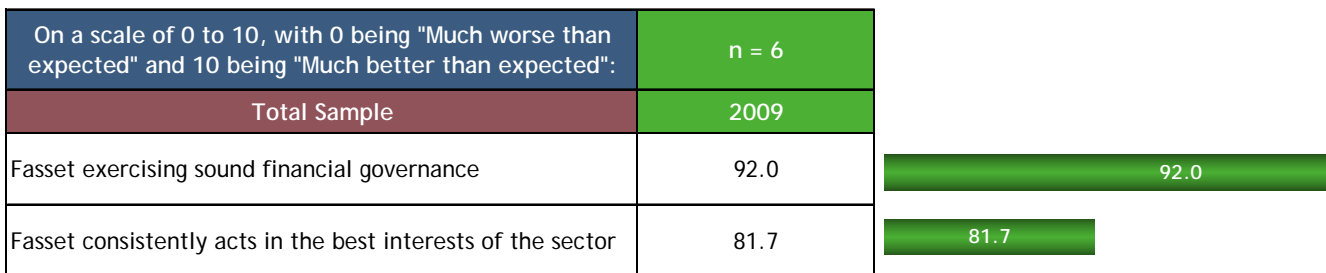
Category	2008	2009
Fasset administrative staff being knowledgeable and competent	Not measured	94.0
Fasset administrative staff being easily accessible and available	72.8	88.0
Fasset administrative staff handling queries quickly and effeciently	75.5	82.0



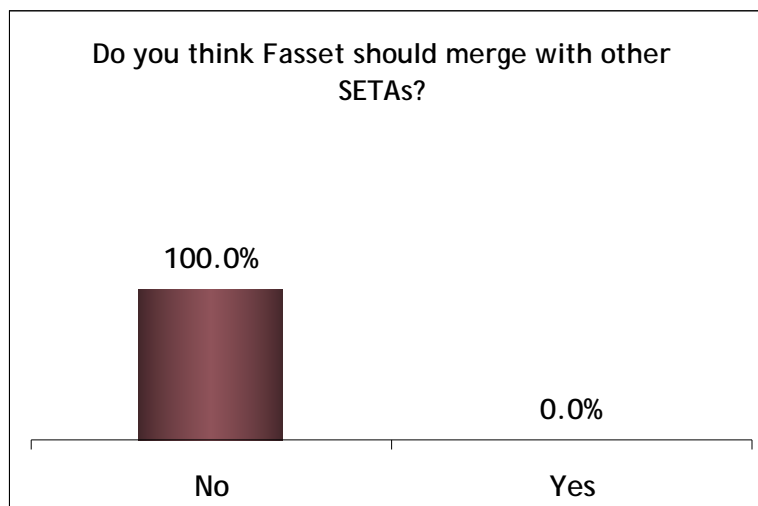
### 25.4.3. PROFESSIONAL BODIES: Communication media



### 26. PROFESSIONAL BODIES: Corporate Governance



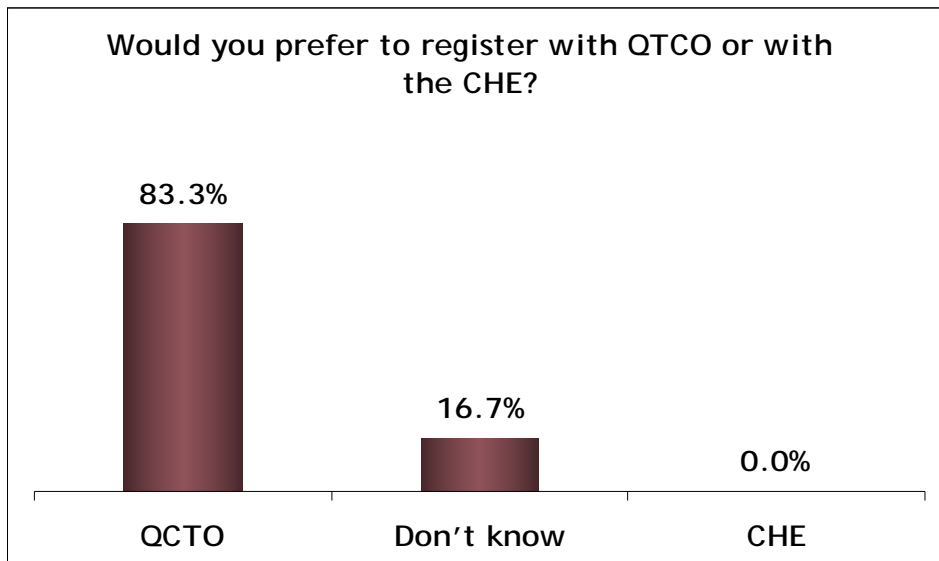
### 27. PROFESSIONAL BODIES: Merge with other SETA's



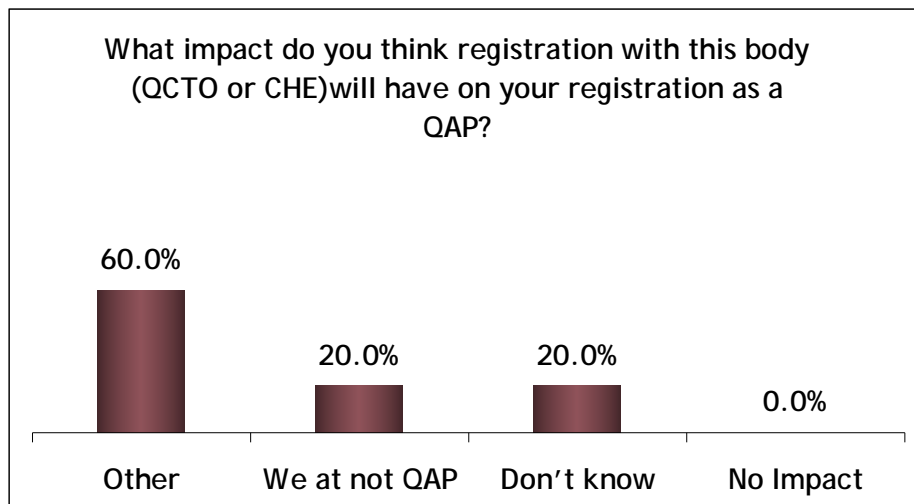
## 28. PROFESSIONAL BODIES: Quality Control for Trade and Occupation (QTCO)

### 28.1. PROFESSIONAL BODIES: Preferred registration body

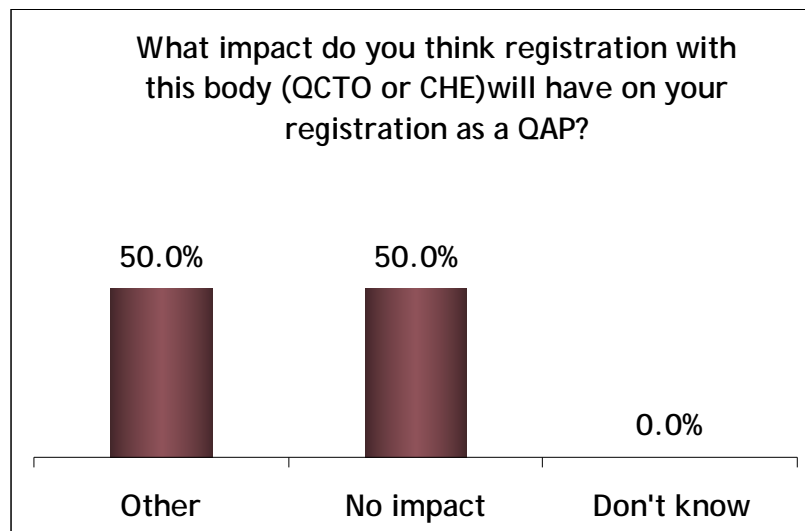
FASSET professional bodies were asked if whether they would you prefer to register with QTCO or with the CHE (Council for Higher Education) - Regarding the proposed Quality Council for Trade and Occupations (QTCO)?



## 28.2. PROFESSIONAL BODIES: Impact on registration



## 28.3. PROFESSIONAL BODIES: Impact on ability to function



## 29. PROFESSIONAL BODIES: Being a QAP is beneficial

On a scale of 0 to 10, with 0 being "Much worse than expected" and 10 being "Much better than expected":	n = 6
Total Sample	2009
It is beneficial to your organisation to be a QAP with Fasset	76.7

## 30. PROFESSIONAL BODIES: Value Add

On a scale of 0 to 10, with 0 being "Very Poor" and 10 being "Excellent":		
Total Sample	n = 6	
The quality of the service you receive from Fasset	88.0	88.0
The value for money when comparing the levy you pay to the service you receive from Fasset	88.0	88.0
Your overall satisfaction with Fasset	84.0	84.0
The quality of the relationship you have with Fasset	80.0	80.0