



2022

**Australian
Service
Index**

**We spoke to
10,000**

**Australians about
their service
experiences**

(and the results might surprise you)



Introducing the Australian Service Index

CSIA is excited to announce the launch of the inaugural 2022 Australian Service Index (ASI) as part of our commitment to supporting and improving customer service delivery in Australia.

The ASI is robust survey of over ten thousand consumers, surveyed about the good, the bad and the ugly of service delivery in Australia, across 15 key service industries including automotive, banking & finance, home insurance, streaming services, betting, government services, mobile phone services, airlines / cruise lines, energy providers, superannuation funds, internet services, health insurance, NDIS services, aged care services and car insurance.

Our team is currently analysing the data and compiling the full results for the inaugural ASI report which will include the best performing brands in the surveyed categories along with consumer trends and insights.

The full report is expected to be released in August and we look forward to sharing the results with our community. In the interim we are delighted to share some high level insights.

About the Index

This research was conducted by independent research agency Antenna in May 2022 with a nationally representative sample of n=10,124 Australians aged 18+ years

95% of Australians have told others about a poor service experience

Dealing with issues 'in person' is still Australia's favourite channel for dealing with customer service issues

30% of Australians prefer to deal with customer service issues 'in person... at the store / offices', while 26% prefer phone and 20% prefer email.

Chatbots and crowd-sourced customer services are of limited appeal with just 2% preferring to use chatbots and less than 1% preferring to use crowd-sourced options

Australians are more likely to leave a positive than a negative review for customer service interactions

6 in 10 Australians stated that they'd be likely to leave a customer review for a business that has provided great customer service, compared with 5 in 10 Australians that stated that they'd leave a customer review for a business that has provided poor customer service. 1 in 5 Australians reported often leaving reviews.

9 in 10 Australians think it's important to personalise customer service communications when communicating with customers

Good **online reviews** (41%) and **recommendations** from family, friends and colleagues (36%) are seen as high value tools for customers to help predict an organisation's ability to deliver good customer service.

Australians see customer service staff as the key to getting service delivery right

96% of Australians think customer service training is important in ensuring staff deliver good customer service and 92% of Australians think it's important to reward staff for providing good customer service

The majority of Australians think having a local call centre is important

86% of Australians think having a local call centre is important with 58% of Australians having an Australian based call centre is seen as helping them predict if a company will deliver great customer service

Australians have been most engaged with government services (46%), banking and finance providers (45%) and mobile phone services (37%) in the past 12 months.

Home Insurance (82%) and **Banking & Finance** (80%) customers reported the highest levels of satisfaction.

Car Insurers, Streaming Services providers and Home Insurers are leading the pack when it comes to first contact resolution

85% of car insurer, 81% of streaming and 80% of home insurer customers reporting their needs were resolved the first time they contacted the provider

84% of Banking & Finance, Home Insurance and Streaming Services customers reporting that their service providers were easy to deal with

This compares to 64% of government services and 69% of internet services customers, with caring industries well behind average at 55% for NDIS and 53% for aged care customers

When asked about what could be done to improve service delivery, our respondents gave a consistent message of being better **rewarded for their loyalty**, wanting a **greater level of proactivity** from service providers and **greater access to contact options** including Live Chat

