

# **CUSTOMER SATISFACTION SURVEY ANALYSIS REPORT**

**2009**



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# 1. BACKGROUND

A customer satisfaction survey needs to be conducted annually to obtain statistical data for the quality indicators developed within the Performance Management Framework of the Municipality. The customer satisfaction index is further required to review annual performance targets for services delivered by the Municipality.

The total number of households in the uMhlathuze area of jurisdiction used for national indicators (38 023 households) according to the uMhlathuze Water Services Development Plan was used as the basis. The Geographical distribution and the following population sample size survey, as reflected in the number of questionnaires, were utilized to ensure the statistical accuracy of the survey:

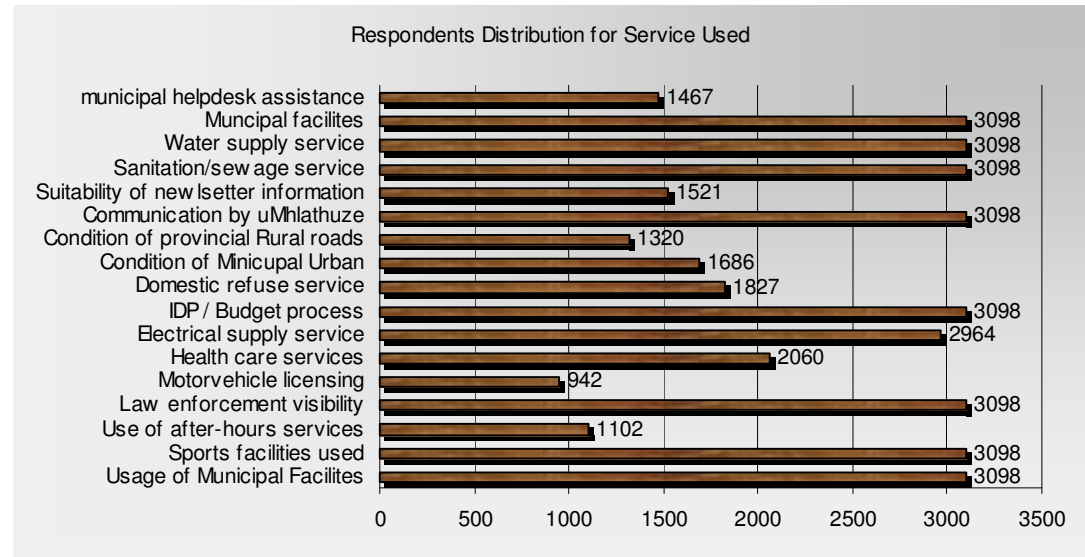
<b>Urban Areas</b>	<b>Number of households</b>	<b>% of total population</b>	<b>Required Number of questionnaires per area</b>	<b>Actual Number of questionnaires per area</b>
Richards Bay	6142	16.0%	480	512
Empangeni	3529	9.0%	270	298
Nseleni	1872	5.0%	150	150
Esikhawini	7359	20%	600	601
Ngwelezane	2187	6.0%	180	182
Vulindlela	286	1.0%	30	35
	21375	57%	1710	1778
<b>Traditional Areas</b>	<b>Number of households</b>	<b>% of total population</b>	<b>Number of questionnaires per area</b>	<b>Actual Number of questionnaires per area</b>
Bhejane Khoza	3794	10.0%	300	327
Dube	1586	4.0%	120	125
Madlebe	6209	16.0%	520	483
Mkhwanazi North	5059	13.0%	175	204
Mkhwanazi South			175	181
	16648	43%	1290	1320
<b>Total</b>	<b>38023</b>	<b>100%</b>	<b>3000</b>	<b>3098</b>

For the purpose of this report the results will be illustrated for the total area of jurisdiction as well as separate responses for the urban areas and for the Traditional areas. Information on all the questions is available on all the different areas, with a further breakdown per suburb in Richards Bay. This information is available upon request.

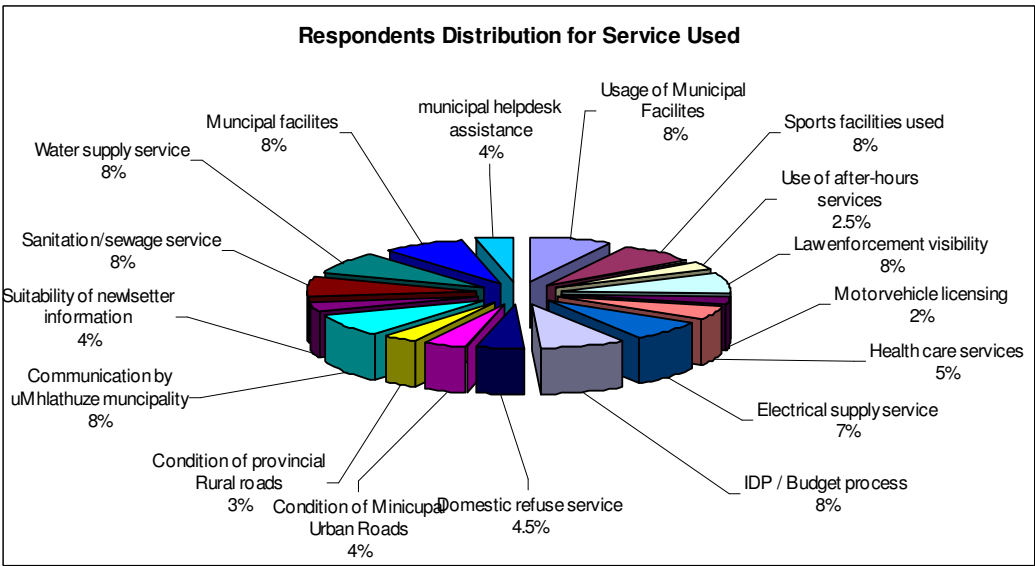
# 2. SURVEY RESPONSE

A total of 3098 households responded to the twenty four survey questions. The satisfaction level of these households with regard to the services is illustrated throughout this report. The following services were regarded as high priority: water supply, health care, sanitation/sewerage, electricity supply, domestic refuse removal, condition of roads, communication with the community, Municipal assistance, sports facilities, licensing services, law enforcement visibility and after-hours emergency services. Most of these services are

also identified to be National Key Performance Indicators. The following figures illustrate the number of responses to the survey's thirteen questions concerning satisfaction with particular services:



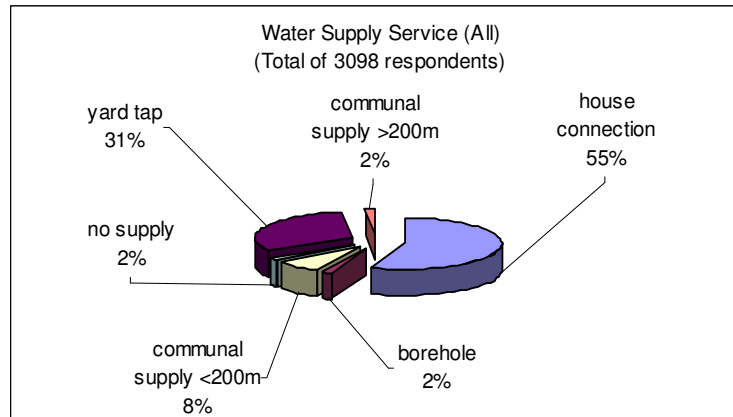
The above figure illustrates the number of respondents for each of the services as well as the percentage contributed towards the total number of the 38 023 population data.



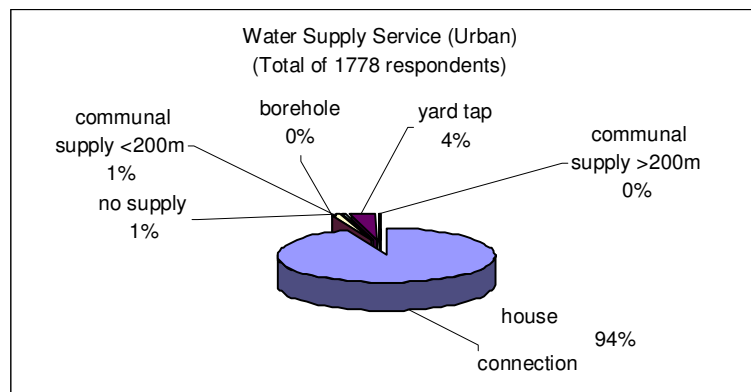
The levels of customer satisfaction with the above services are discussed and illustrated individually below.

## WATER SUPPLY SERVICE

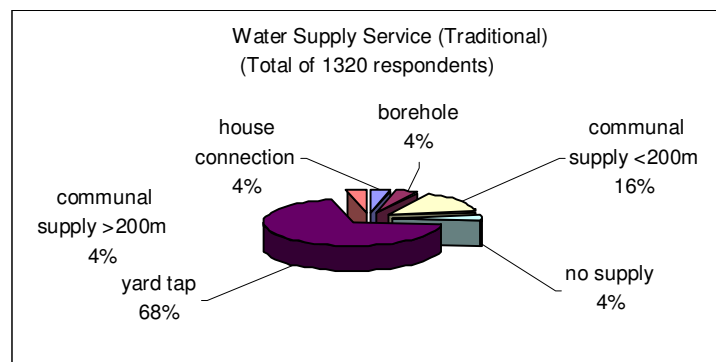
The water supply service currently delivered to the community by the City of uMhlathuze is categorized in terms of National regulations. The categories are divided and measured as follows: house connections, yard connections, communal supply within 200 metres distance (RDP level); communal supply further than 200 metres distance, boreholes. The aim is to improve and upgrade the standard of water supply services level. The survey recorded customer satisfaction with the current service delivered to the community. The following figure illustrates the type of water supply service rendered to the 3098 households that were approached during the survey.



The following figure illustrates the type of water supply service rendered to the households that were approached during the survey in the urban areas. The responses from the 1778 households currently served with water, are expressed as a percentage.

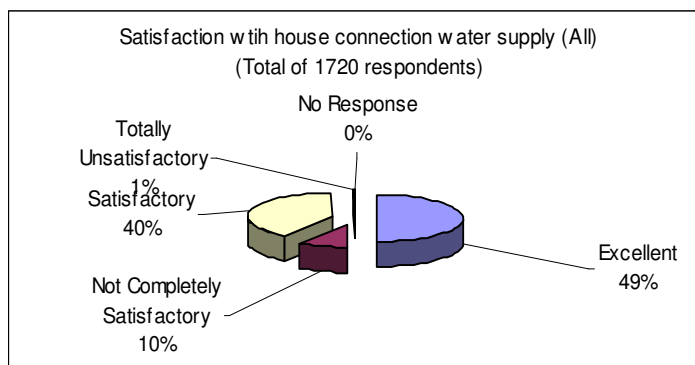


The following figure illustrates the type of water supply service rendered to the households that were approached during the survey in the traditional areas. The responses from the 1320 households currently served with water, are expressed as a percentage. 47 of the respondents do not have water supply.

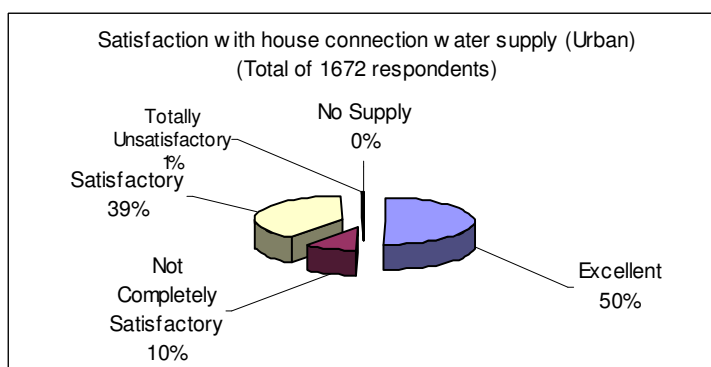


## House connection water supply

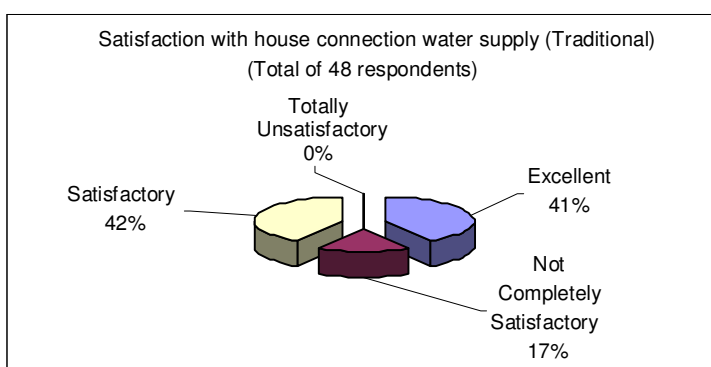
The number of households in the survey with this type of connection was 1720. The following figure illustrates a high satisfaction level among the respondents currently receiving this service.



The following figure illustrates the satisfaction level among the 1672 respondents currently receiving this service in the urban areas.

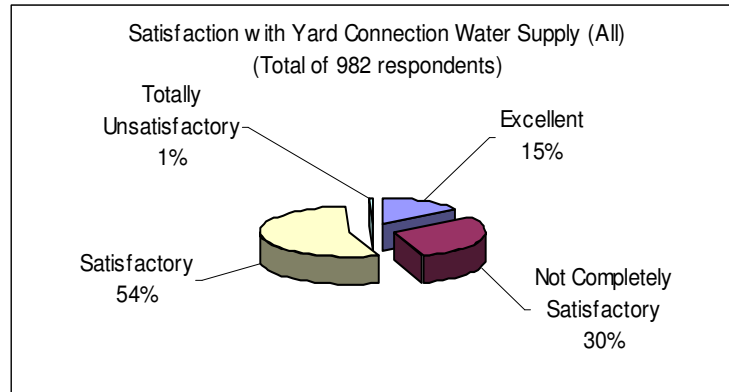


The following figure illustrates the satisfaction level among the 48 respondents currently receiving this service in the traditional areas.

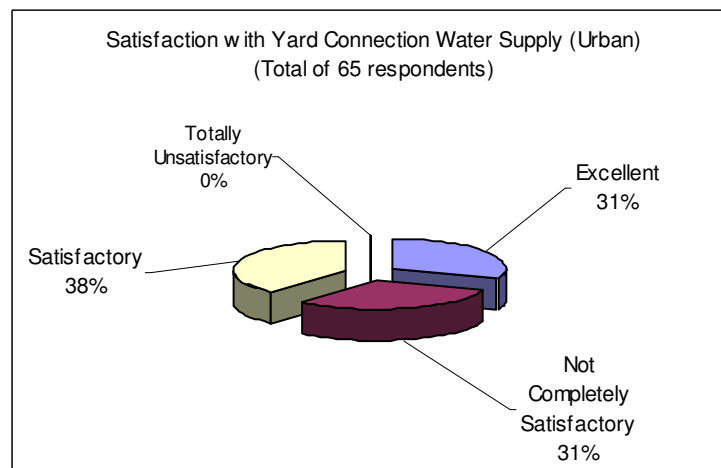


## ***Yard Connection***

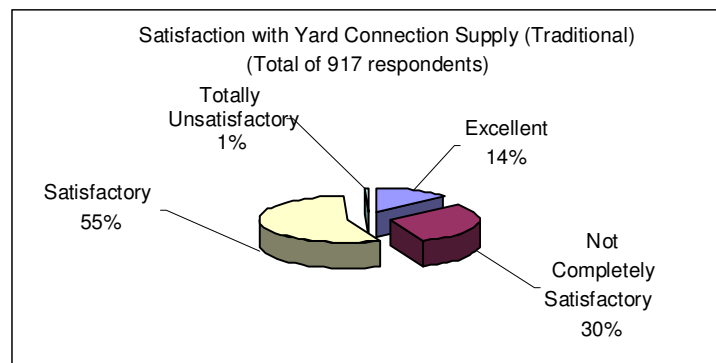
The number of households in the survey with yard connection was 982. The satisfaction level of the households currently receiving yard connection water supply is illustrated as follows.



The following figure illustrates the satisfaction level among the 65 respondents currently receiving this service in the urban areas.



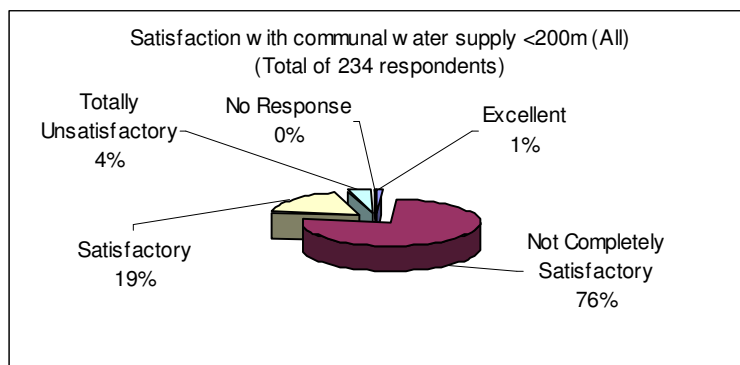
The following figure illustrates the satisfaction level among the 917 respondents currently receiving this service in the traditional areas.



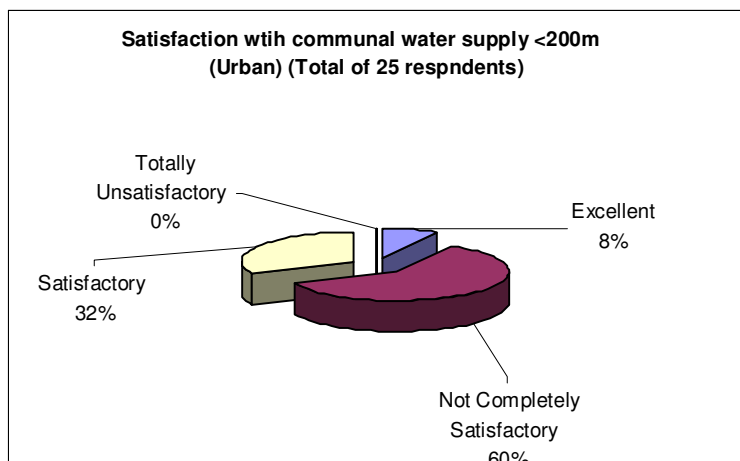


## ***Communal Water Supply within 200metres***

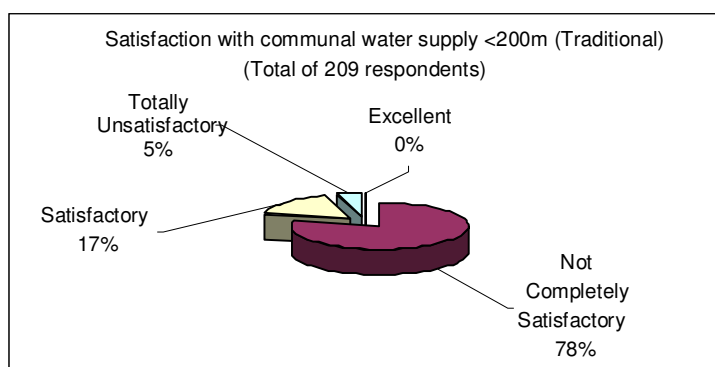
This level of service is as per RDP standard where running water is supplied via a communal water supply of a distance of no more than 200 metres from the residence. The satisfaction level of the 234 respondents currently receiving this service is illustrated as follows.



The following figure illustrates the satisfaction level among the 25 respondents currently receiving this service in the urban areas.

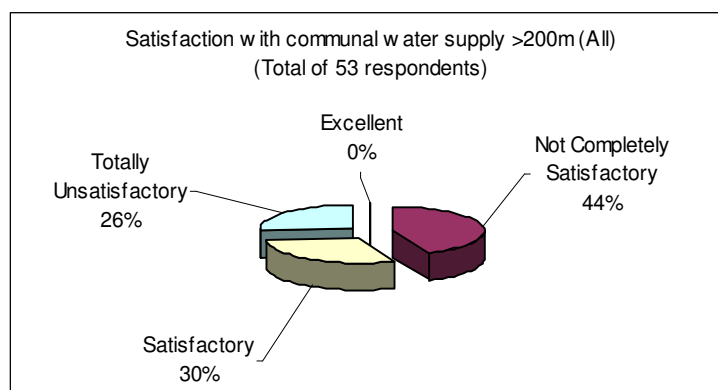


The following figure illustrates the satisfaction level among the 209 respondents currently receiving this service in the traditional areas.

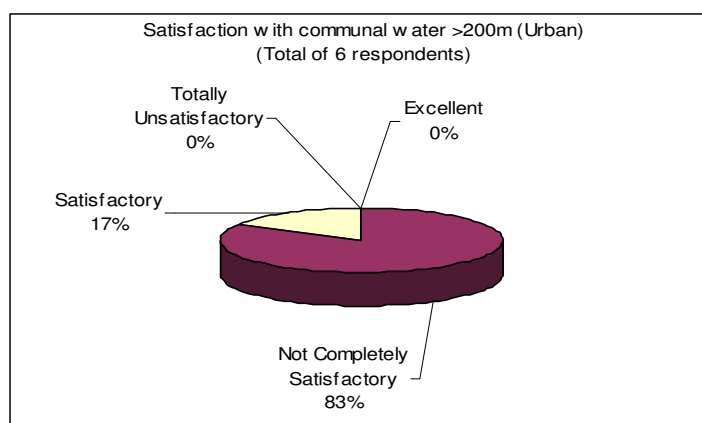


## ***Communal water supply further than >200metres***

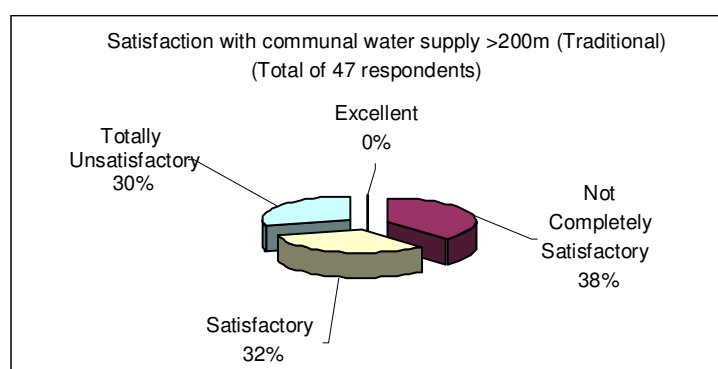
The number of households in the survey with communal water supply was 53.



The following figure illustrates the satisfaction level among the 6 respondents currently receiving this service.



The following figure illustrates the satisfaction level among the 47 respondents currently receiving this service.

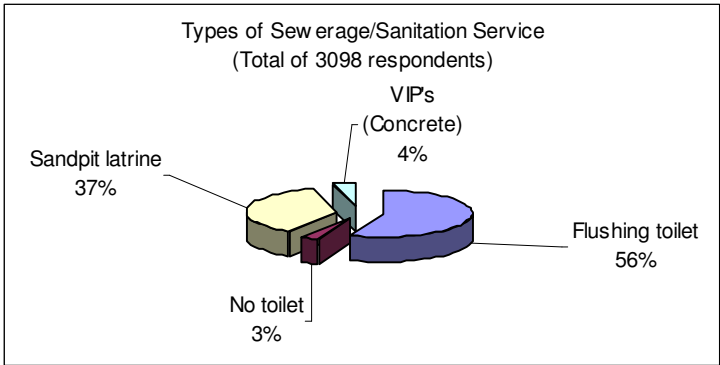


Respondents in urban areas who were not satisfied with their water supply complained variously about: lack of notification when the supply is interrupted; variable pressure; bad taste; cost of water.

Respondents in the traditional areas voiced similar complaints. An additional concern is that boreholes are too far away.

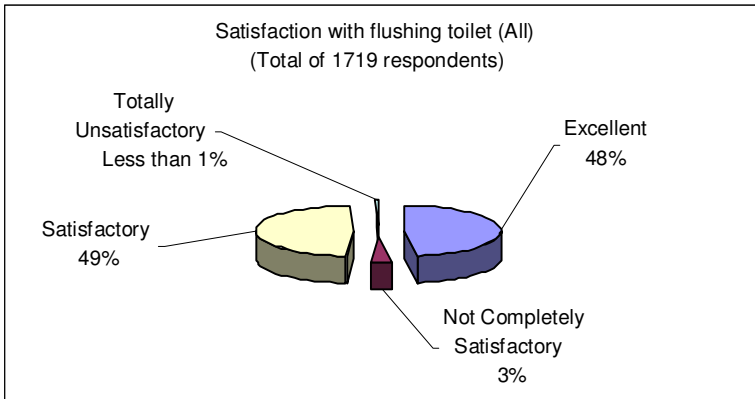
# SANITATION SERVICE

The following figure illustrates the distribution of the type of sanitation service delivered to the households surveyed. The total number of respondents was 3098. The 3% of households with no sanitation service are from the traditional areas and comprise 82 respondents.

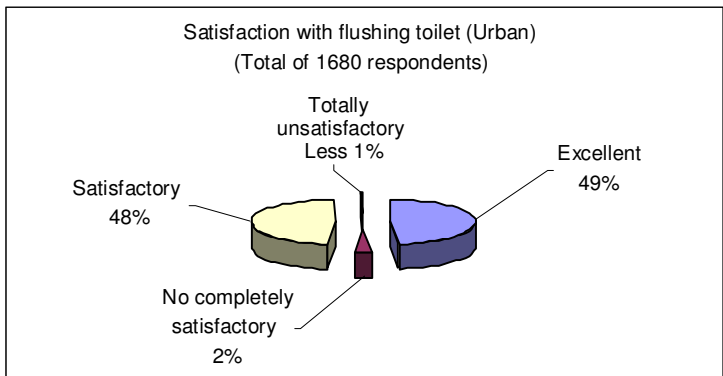


## Flushing toilet service

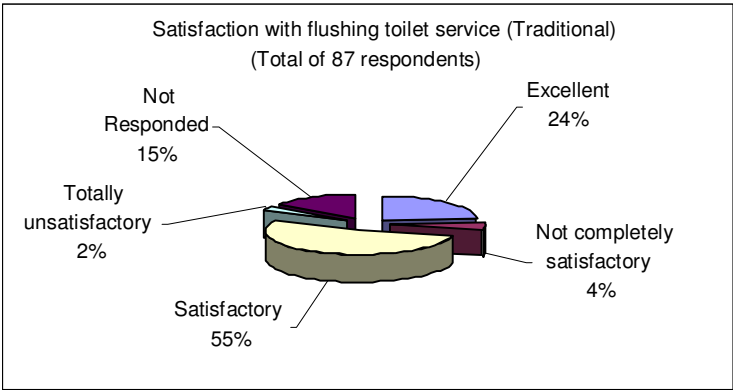
A flushing toilet service is delivered to households in the urban and developed areas. The following figure illustrates the satisfaction rating of the 1719 respondents currently receiving this service. The satisfaction level for this service is exceptionally good.



The following figure illustrates the satisfaction level among the 1680 respondents currently receiving this service in the urban areas.

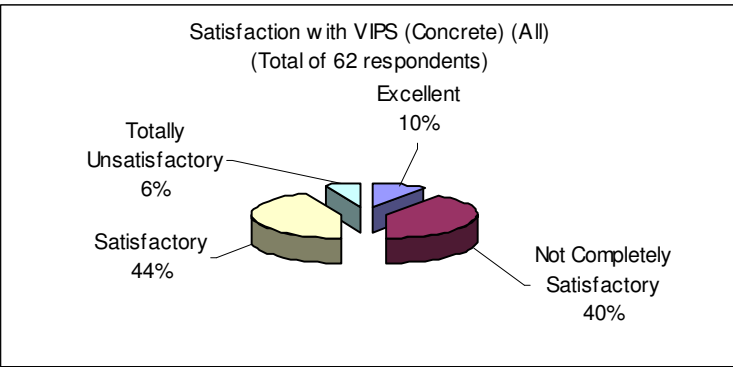


The following figure illustrates the satisfaction level among the 87 respondents currently receiving this service in the traditional areas.

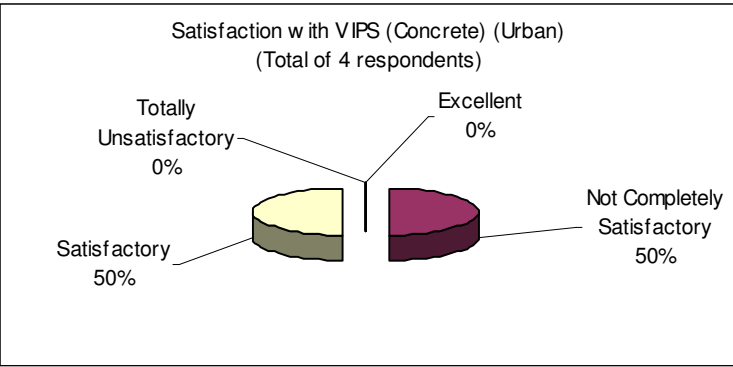


**VIPs (Concrete)**

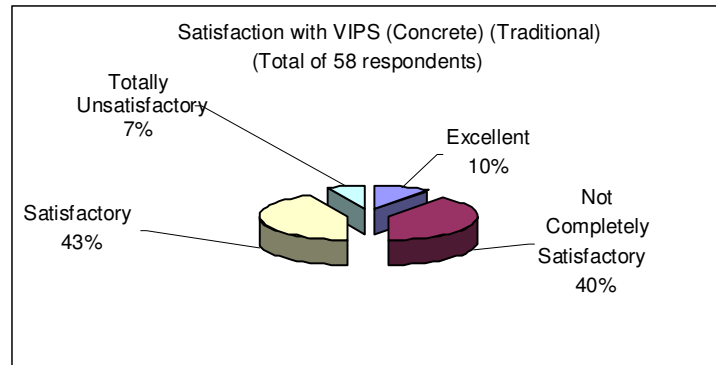
The VIPs (Concrete) service is predominantly delivered in the traditional areas. The number of respondents with this facility is 62.



The following figure illustrates the satisfaction level among the 4 respondents currently receiving this service in the urban areas.



The following figure illustrates the satisfaction level among the 58 respondents currently receiving this service in the traditional areas.



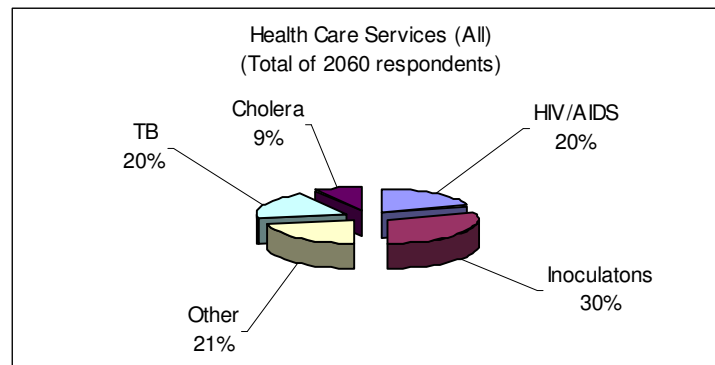
### ***Sandpit Latrine (Own)***

The VIPs (Concrete) service is not delivered to the whole community in the traditional and informal developed areas. Consequently, 1980 respondents reported having sandpits or having constructed their own sandpit latrines.

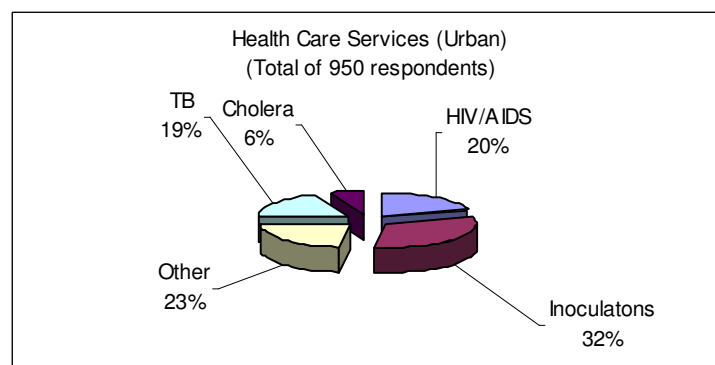
Lack of satisfaction with sanitation services in the urban areas generally concerned poor and/or blocked drainage systems. The predominant concern in traditional areas is with dilapidated, leaking and full VIPs.

## HEALTH CARE SERVICE

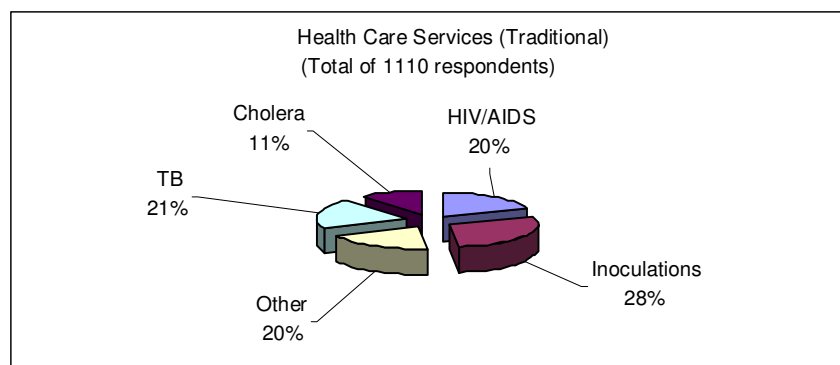
2060 households from the total number of 3098 households approached during the survey reported having made use in the previous 12 months of the health care services provided by the uMhlathuze Municipality. 1038 respondents did not make use of any health care services provided by the uMhlathuze Municipality. The following figure illustrates the distribution of services used by the 2060 respondents. The services reported on in the survey are TB treatment, HIV/AIDS counseling, cholera treatment, health education (other than HIV/AIDS) and inoculations. Usage of, and satisfaction levels with, these services are illustrated in the next 18 charts.



The following figure illustrates the distribution of health care services used by the 950 respondents in the urban areas.

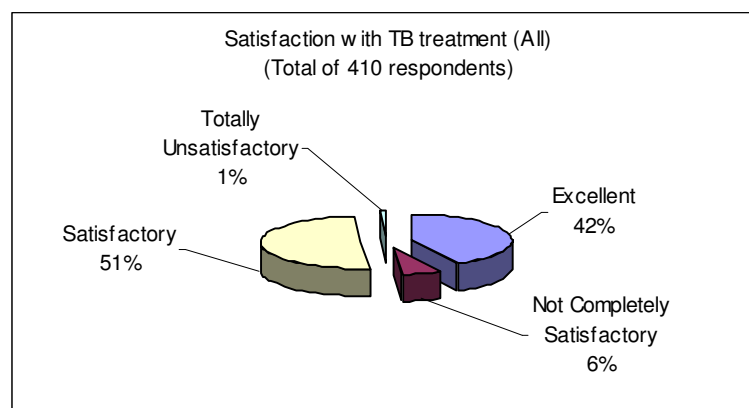


The following figure illustrates the distribution of health care services used by the 1110 respondents in the traditional areas.

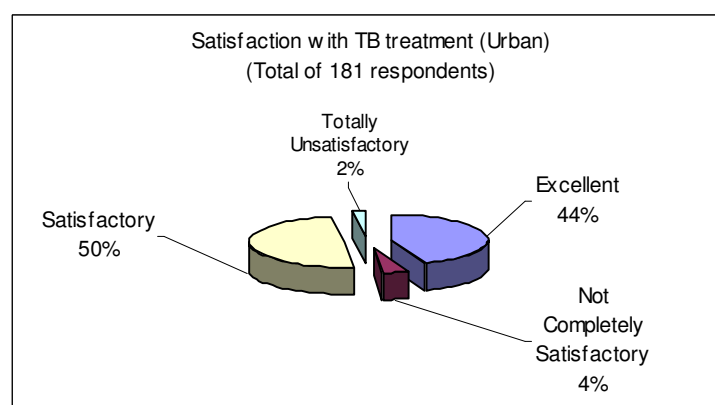


## TB Treatment

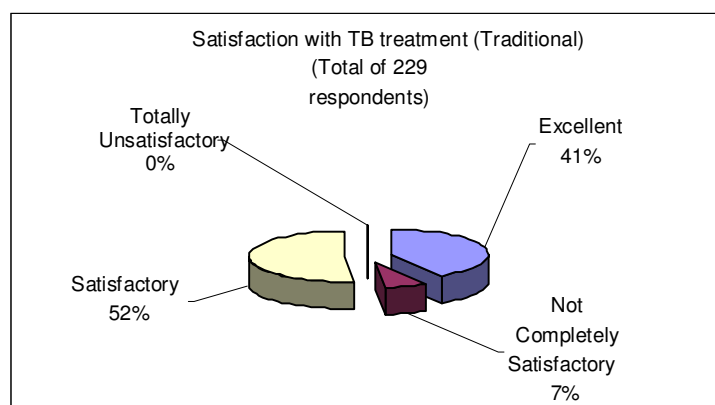
The satisfaction levels of the 410 households which reported having made use of the TB treatment service is as follows.



The following figure illustrates the satisfaction level among the 181 respondents who made use of the TB treatment service in the urban areas.

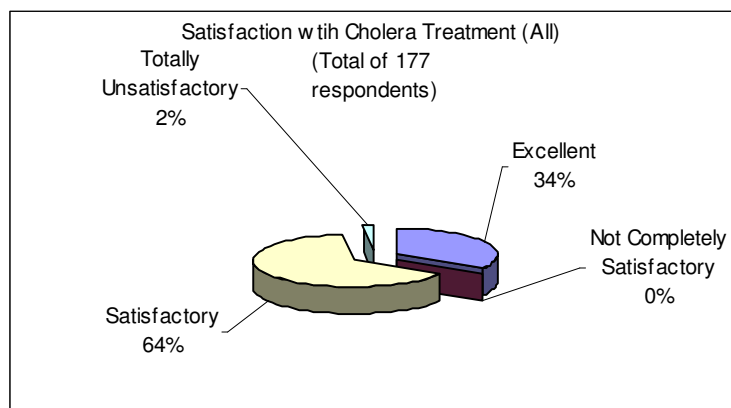


The following figure illustrates the satisfaction level among the 229 respondents who made use of the TB treatment service in the traditional areas.

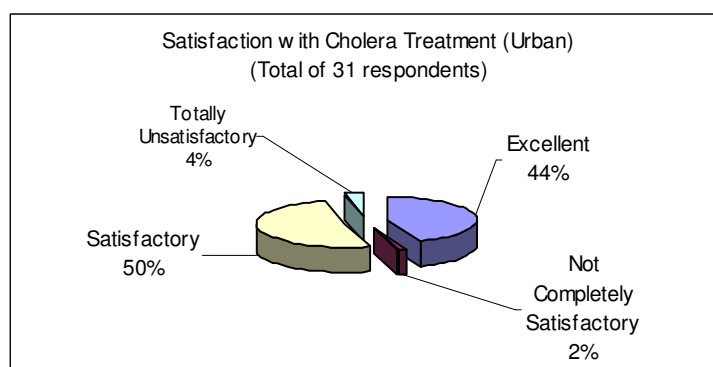


## ***Cholera Treatment***

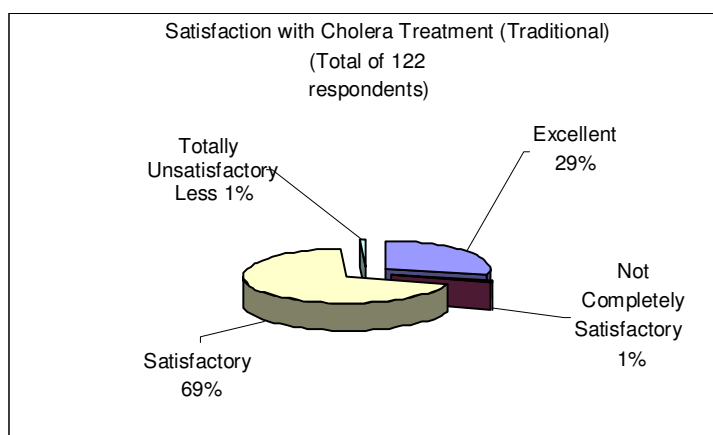
The number of households who reported having used this service was 177. Satisfaction levels are illustrated below.



The following figure illustrates the satisfaction level among the 31 respondents who made use of the cholera treatment service in the urban areas.



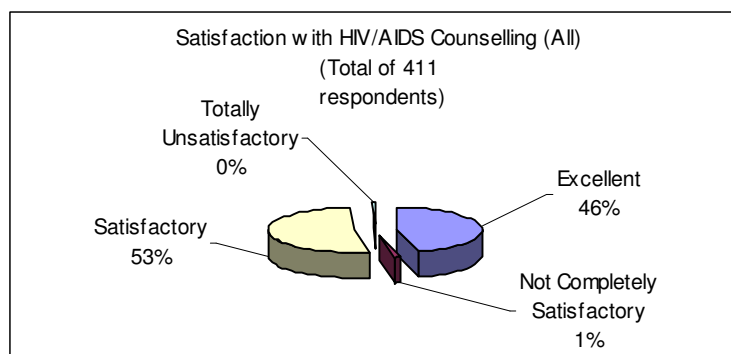
The following figure illustrates the satisfaction level among the 122 respondents who made use of the Cholera treatment service in the traditional areas.



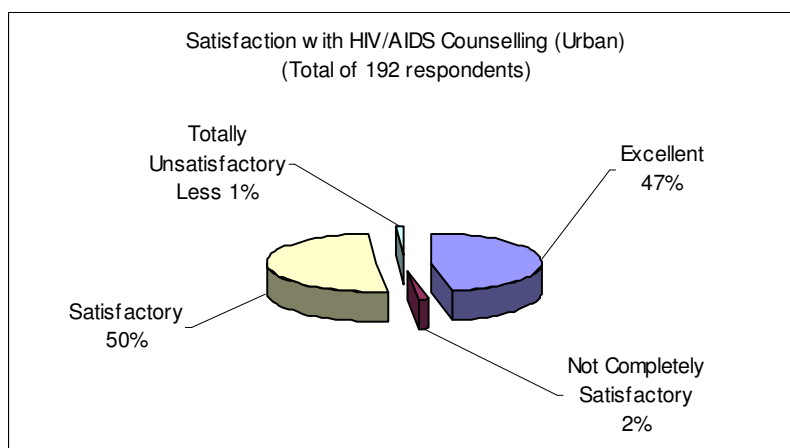


## HIV/AIDS Counseling

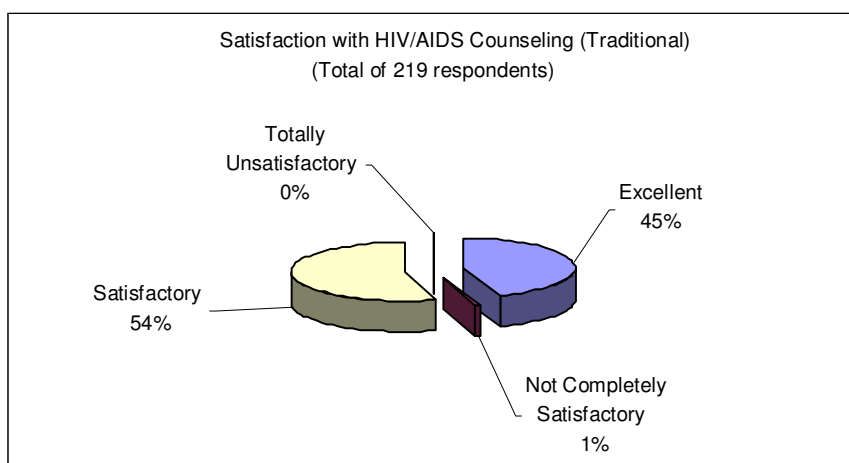
The number of households who reported having used this service was 411. Satisfaction levels are illustrated below.



The following figure illustrates the satisfaction level among the 192 respondents who made use of the HIV/AIDS counseling service in the urban areas.

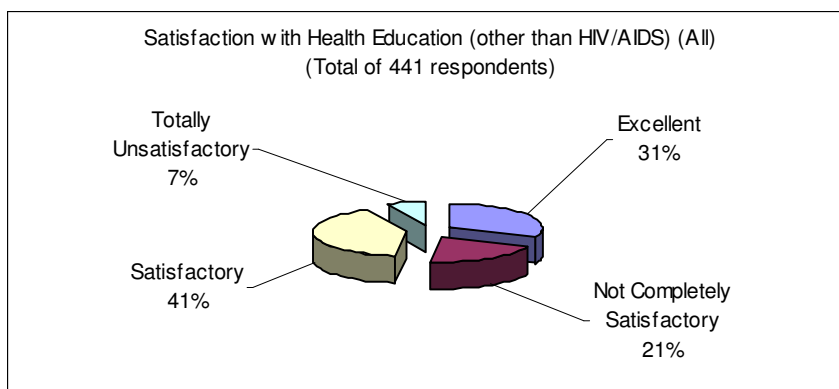


The following figure illustrates the satisfaction level among the 219 respondents who made use of the HIV/AIDS counseling service in the traditional areas.

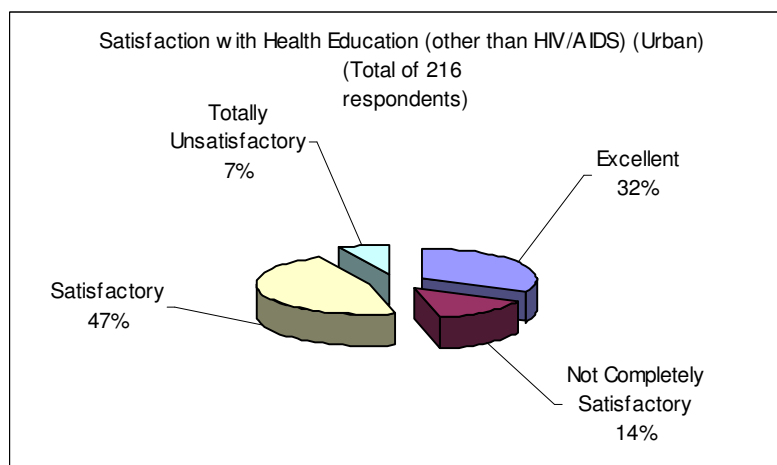


## ***Health Education (other than HIV/AIDS)***

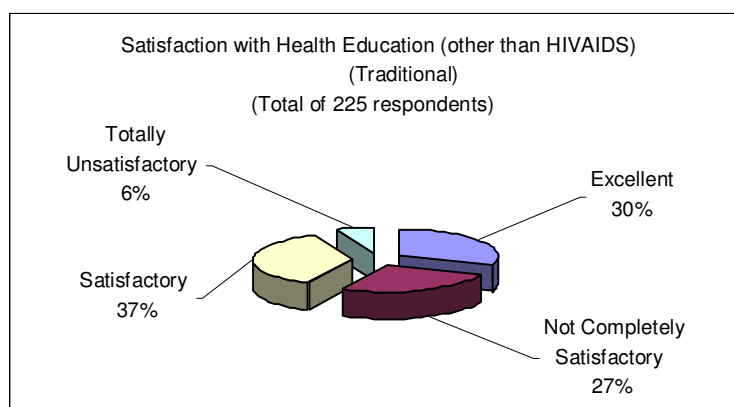
The number of households responding to this question was 441 . Satisfaction levels are illustrated below.



The following figure illustrates the satisfaction levels among the 216 respondents who made use of the health education service in the urban areas.

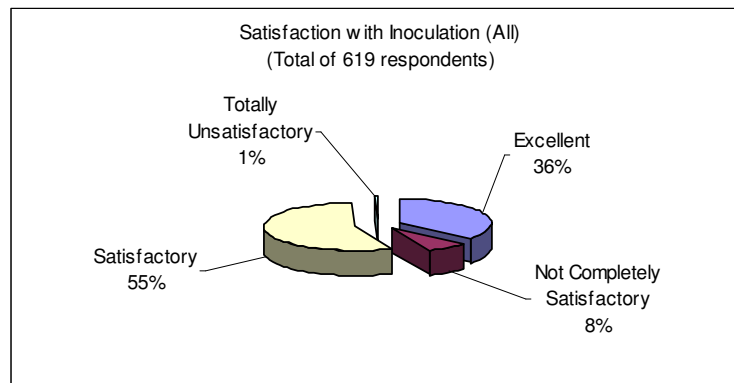


The following figure illustrates the satisfaction level among the 225 respondents who made use of the health education service in the traditional areas.

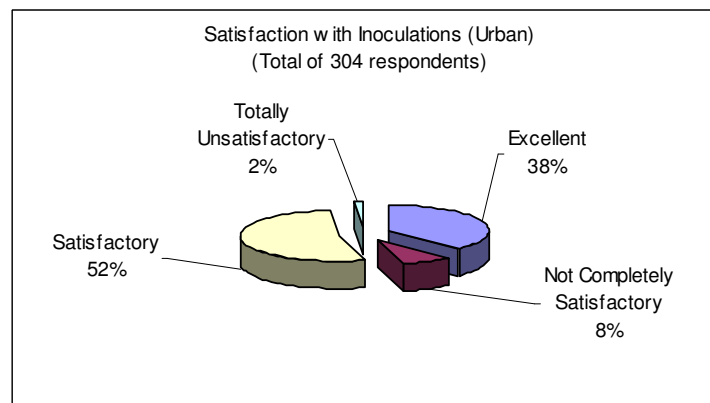


## ***Inoculations***

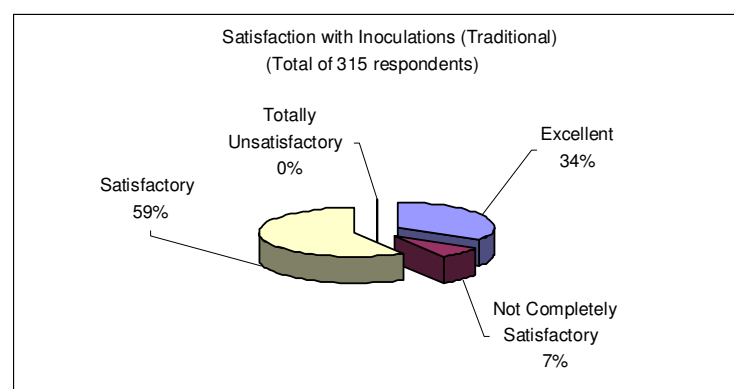
The number of households who responded to this question was 619. Satisfaction levels are illustrated below.



The following figure illustrates the satisfaction level among the 304 respondents who made use of the inoculations service in the urban areas.



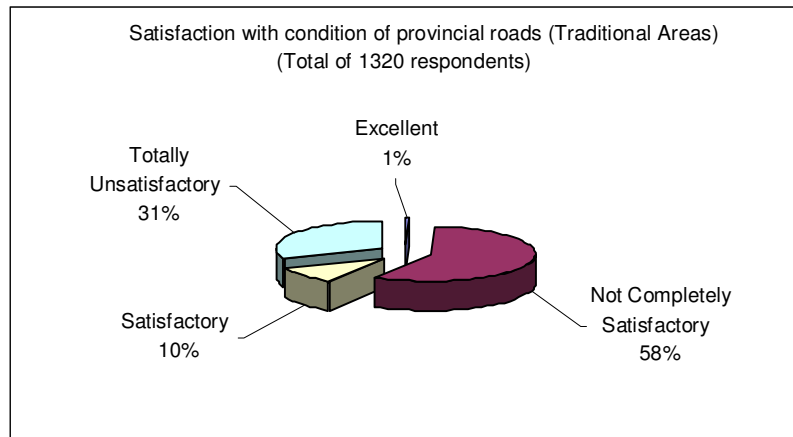
The following figure illustrates the satisfaction level among the 315 respondents who made use of the inoculations service in the traditional areas.



Complaints about the Municipality's Health Services centre around the Clinics, and include: staff shortages (leading to long queues); shortage of medicaments; poor and uncivil service; inflexible opening times; distance from community.

## PROVINCIAL ROADS

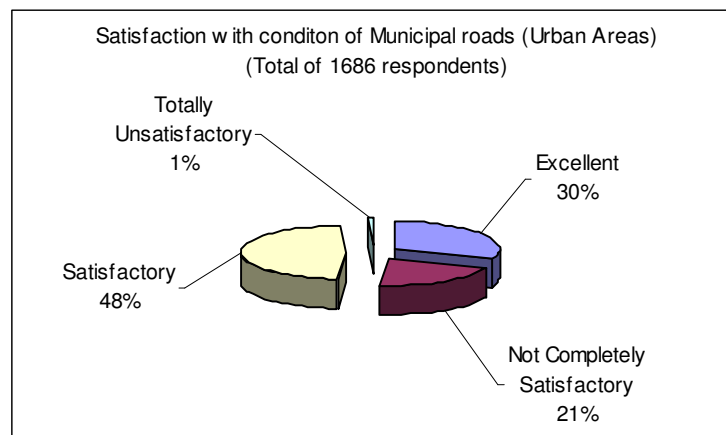
The perception of the community with regard to their satisfaction with the provincial road infrastructure was measured in general. The number of households which responded to this question in the survey was 1320. The following figure illustrates the satisfaction response received.



The high levels of dissatisfaction concern the fact that in many areas there are no tarred roads. Existing roads are dusty in dry conditions and muddy when it rains. Potholes are an additional cause for complaint. Many houses have no access roads from main roads.

## MUNICIPAL ROADS

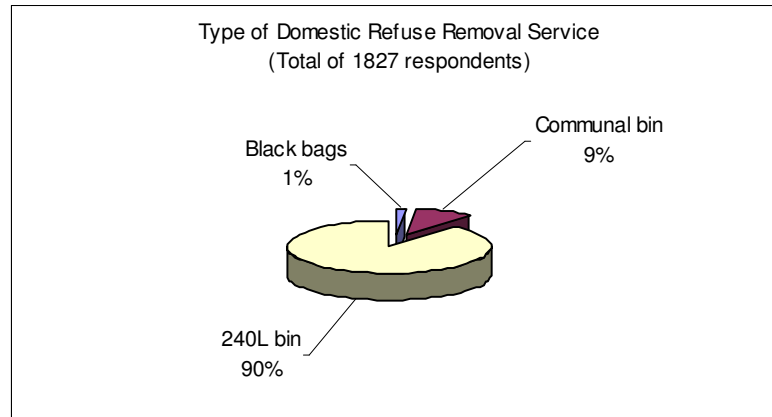
The perception of the community with regard to their satisfaction with the roads infrastructure and condition of roads in their immediate vicinity was measured in general. This included tarred as well as gravel roads and streets. The number of households which responded to this question in the survey was 1686. The following figure illustrates the satisfaction response received.



Complaints most commonly voiced by those respondents not satisfied with the state of Municipal roads include: potholes and uneven surfaces; lack of speed humps; poorly maintained verges; inadequate and/or poorly maintained street lighting; poor signage.

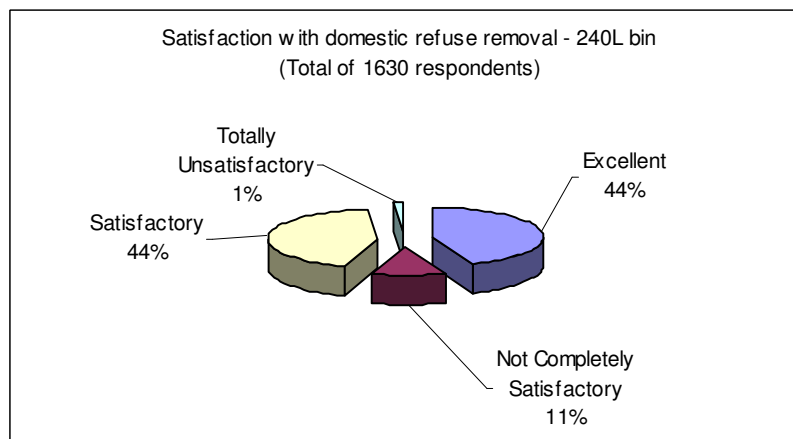
## DOMESTIC REFUSE REMOVAL

The domestic refuse removal service currently delivered by the City of uMhlathuze to households in urban areas is either 240 liter bins, black bags or communal bins. The total number of respondents to this question was 3098, of whom 1827 receive a domestic refuse removal service. Distribution of the type of refuse removal service received by these respondents is illustrated below.



### **240 litre Bin service**

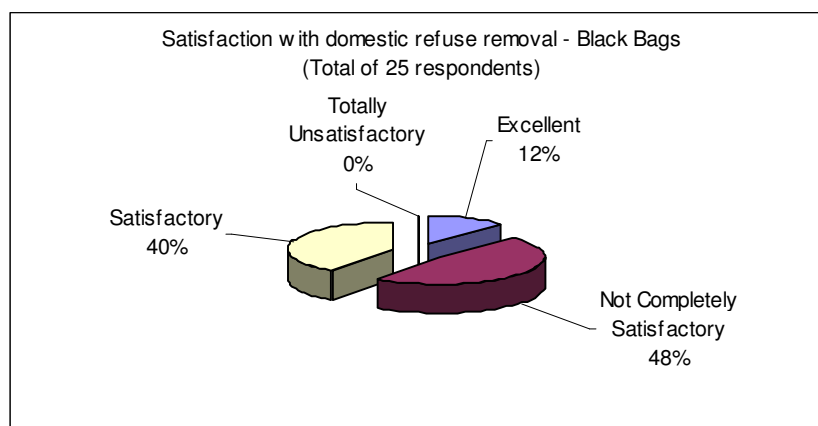
This service is delivered predominantly in the Richards Bay and Empangeni areas once per week. The service satisfaction level as experienced by the 1630 of the 1827 respondents receiving this service is illustrated below.



The most common cause for complaint is the mistreatment of the bins by the refuse collectors. Respondents are also not pleased that when the bins are full additional black bags of rubbish are not removed. Others complain of erratic and sloppy service. Some respondents complained about the rudeness of refuse removal staff ("like they're doing us a favour") and expressed the opinion that only one removal per week is inadequate.

### ***Black bag service***

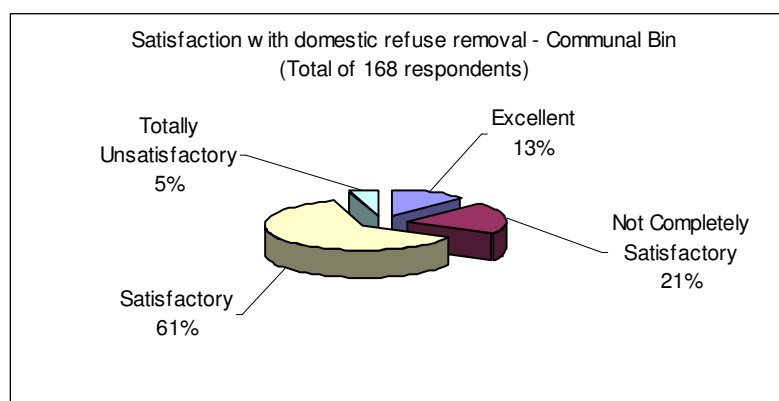
This service is delivered in other Municipal areas once per week. The satisfaction level with this service as experienced by 25 of the 1827 respondents receiving a domestic refuse service is as follows.



Complainants about the Black Bag service are mainly concerned with the fact that collection is not regular and that black bags are not provided.

### ***Communal bin service***

This service is delivered in some of the traditional Municipal areas once per week. The satisfaction level with service delivery as experienced by the 168 of the 1827 respondents receiving a domestic refuse service is as follows.



Those respondents who expressed dissatisfaction with the Communal Bin facility consider the bins to be too far away from their houses and of insufficient capacity for the number of households they are allocated to.

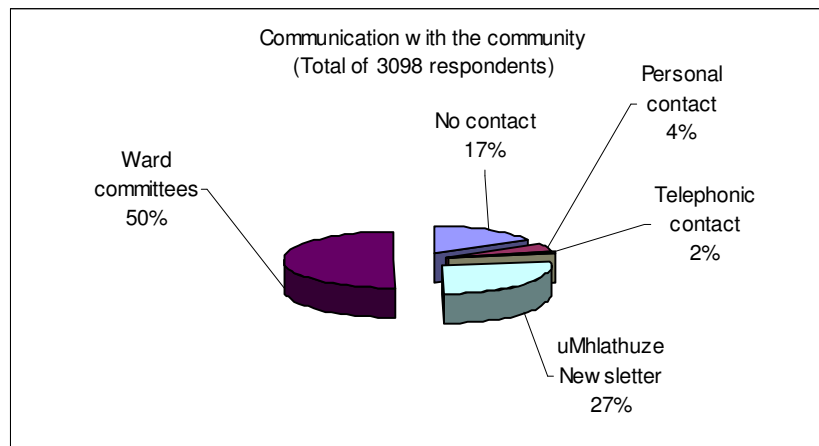
### ***No Service***

1271 of the households who participated in the survey receive no domestic refuse removal service. These households are in the traditional areas.

## COMMUNICATION WITH THE COMMUNITY

Communication between the City of uMhlathuze and the community is very important for public participation. The public need to be informed regularly on all issues and their inputs and participation must be obtained to make informed decisions for the future.

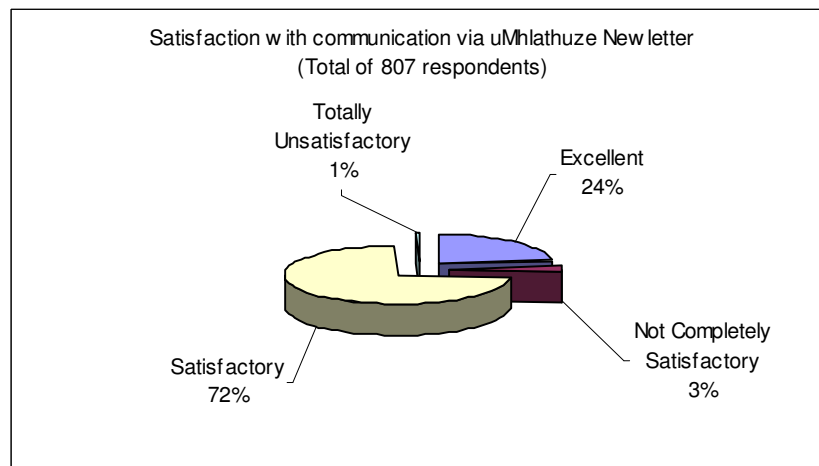
Communication between the Municipality and its inhabitants was classified in the survey as follows: personal contact; telephonic contact; ward committees; the uMhlathuze newsletter; no contact. The following chart illustrates the response distribution per category from the 3098 households which responded to the question.



### ***uMhlathuze newsletter***

The newsletter seems to be quite popular and is generally well accepted. Of the 3098 respondents who signaled that they receive communication from the Municipality, 807, receive it via the newsletter. However, 789 of these are from the urban areas, and only 18 are from the traditional areas.

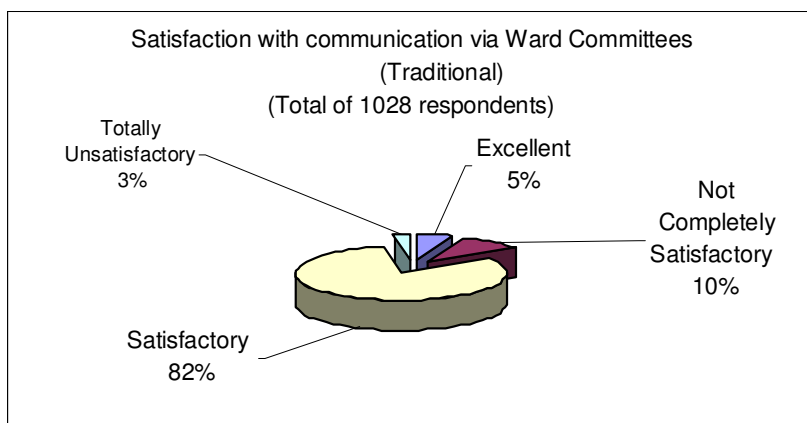
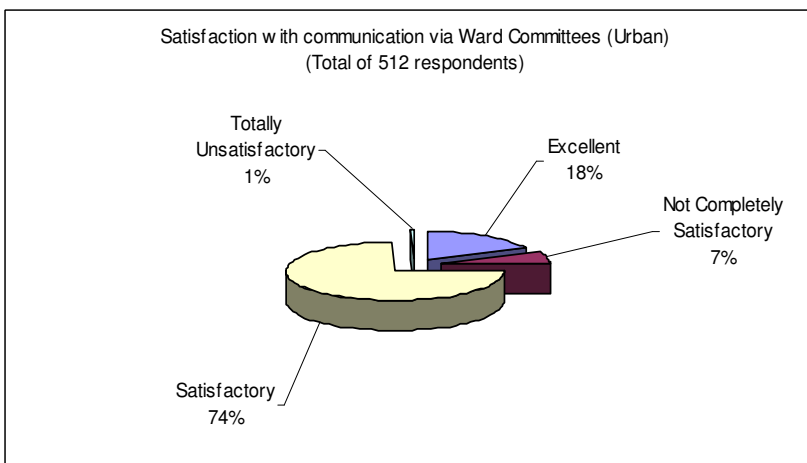
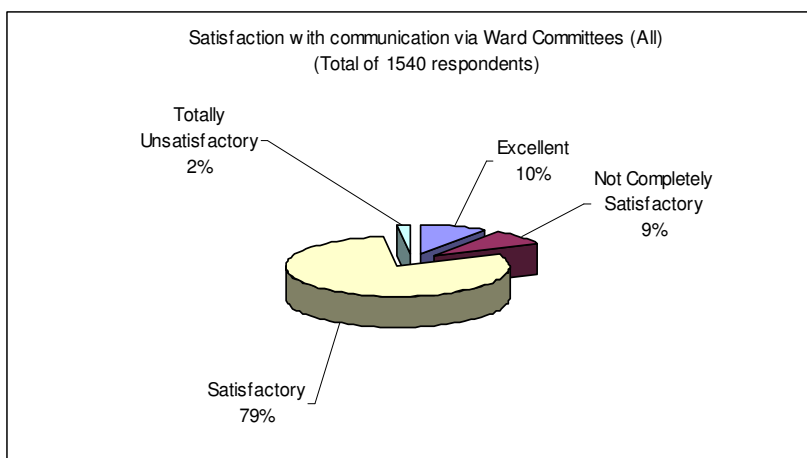
The satisfaction level of the 807 respondents receiving the newsletter in all areas is as follows.



The majority of respondents who receive the uMhlathuze Newsletter are satisfied with it. The few complaints received concern its availability and its accessibility (in terms of language).

## ***Ward committees***

1540 of those who responded to the question on communication receive information from the Municipality via the ward committee system. Of these, 512 live in urban areas and 1028 live in traditional areas. Satisfaction levels with this system are as follows.

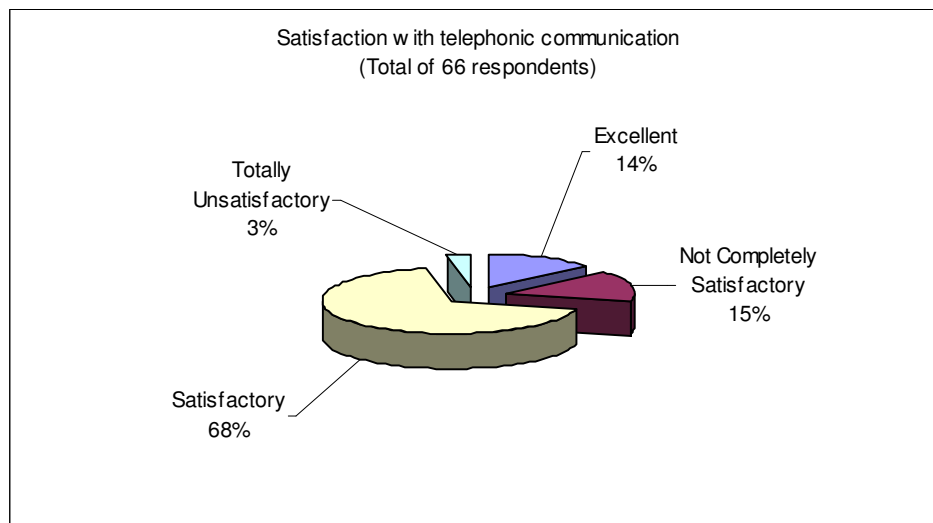


Those respondents expressing dissatisfaction with their Ward Committees are in the minority, but concerns voiced include the infrequency of meetings and the fact that they are called at short notice, and the inaccessibility of Councillors.



### ***Telephonic Communication***

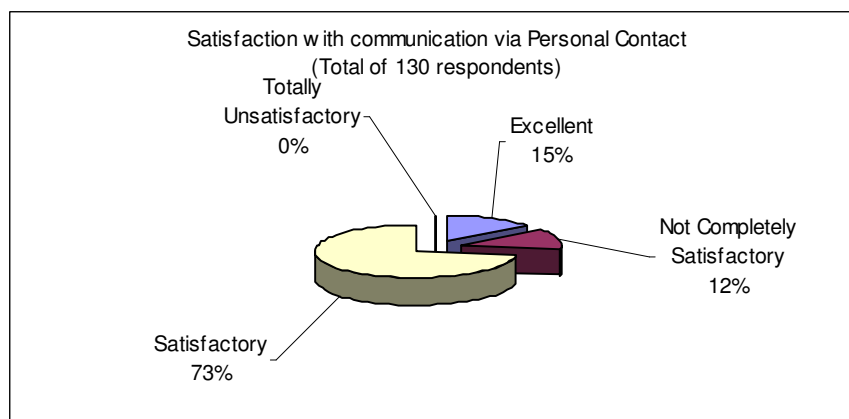
In the survey, 66 of the respondents indicated that they receive communication from the uMhlathuze Municipality telephonically. Of these, 59 live in urban areas and 7 live in traditional areas. Satisfaction levels with this form of communication are recorded below.



### ***Personal Contact***

130 respondents cited “personal contact” as the means by which the Municipality keeps in touch with them. Of these, 119 live in urban areas.

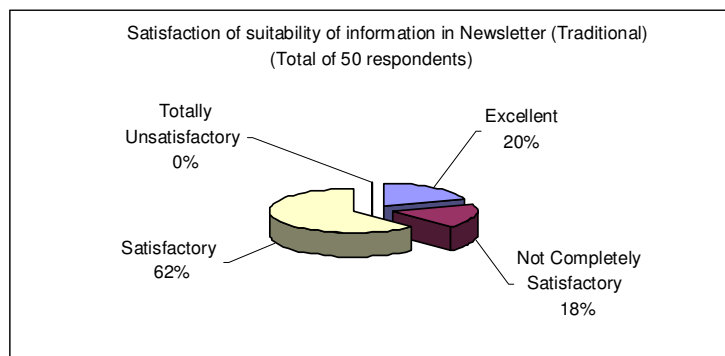
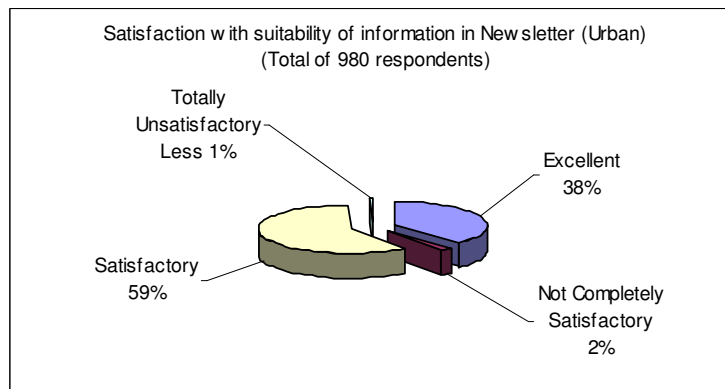
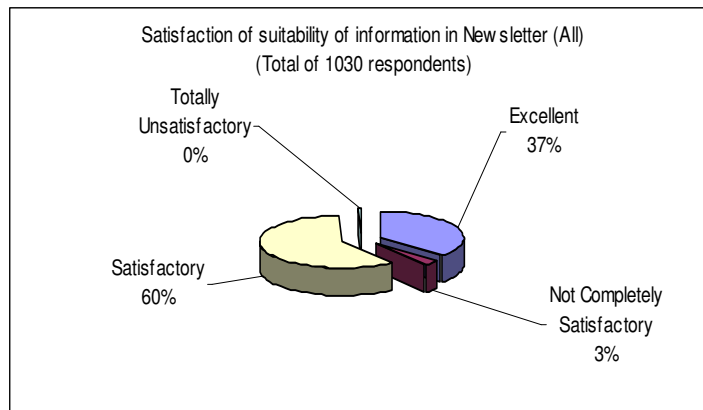
Satisfaction levels with this form of communication are recorded below.



### ***No communication with the Municipality***

42 respondents do not have any communication with the Municipality. Of these, 41 respondents are from urban areas and 1 from traditional areas.

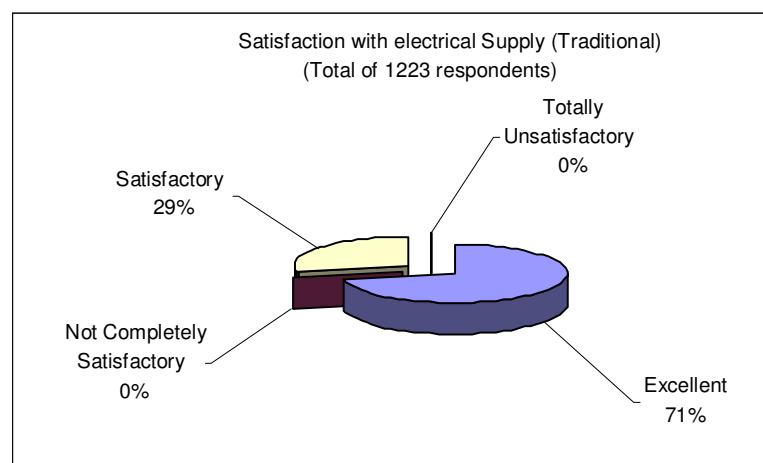
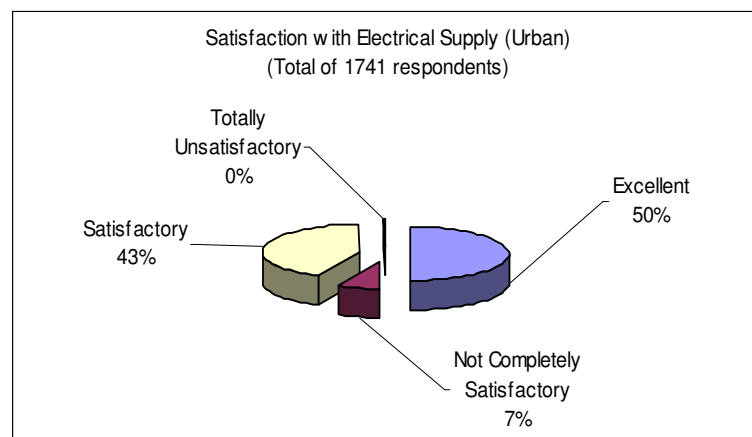
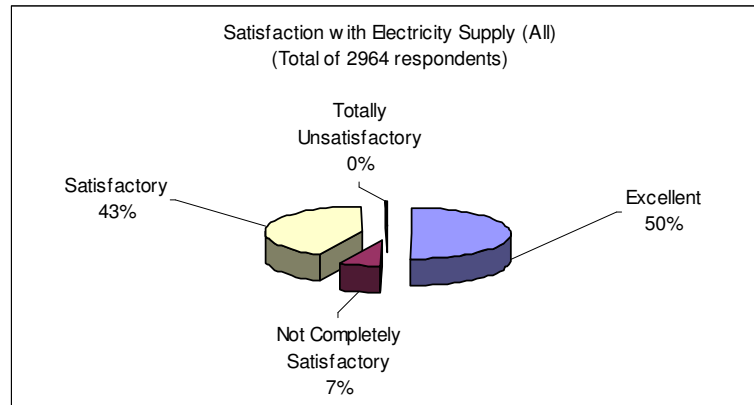
## Suitability of information in the Newsletter



Those respondents in the traditional areas who expressed dissatisfaction with the Newsletter questioned its relevance for rural areas.

## ELECTRICITY SUPPLY

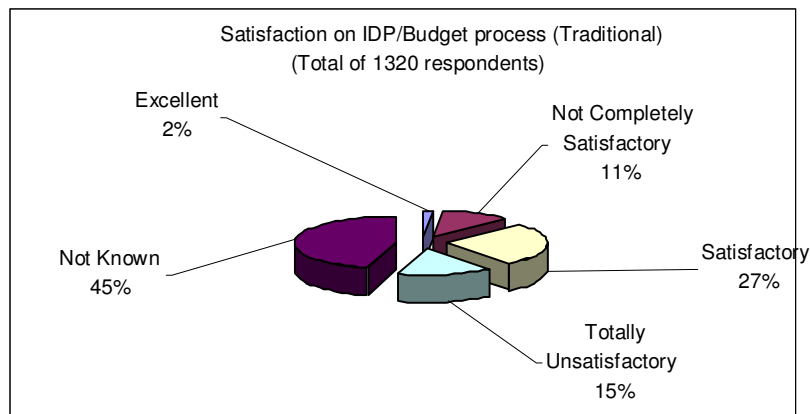
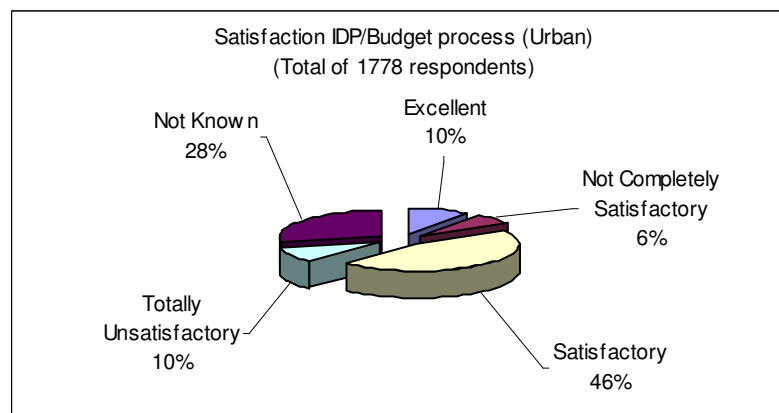
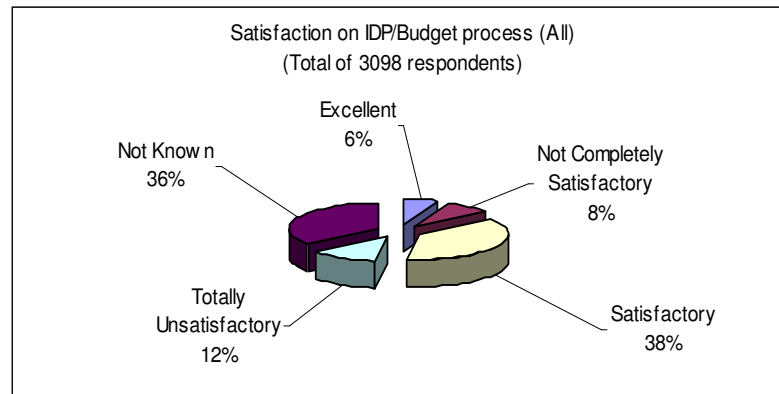
Of the 3098 households surveyed, 2964 reported having electricity. (1741 of these were in the urban areas and 1223 in the traditional areas). Customer satisfaction with the quality of their Municipal electricity supply is recorded in the three charts below: A total of 1246 respondents receive their power from Eskom.



By and large, there were few complaints expressed about the supply electricity. Complaints voiced concerned cost, fluctuations in voltage, and the fact that power was cut without notice.

## IDP / Budget Process

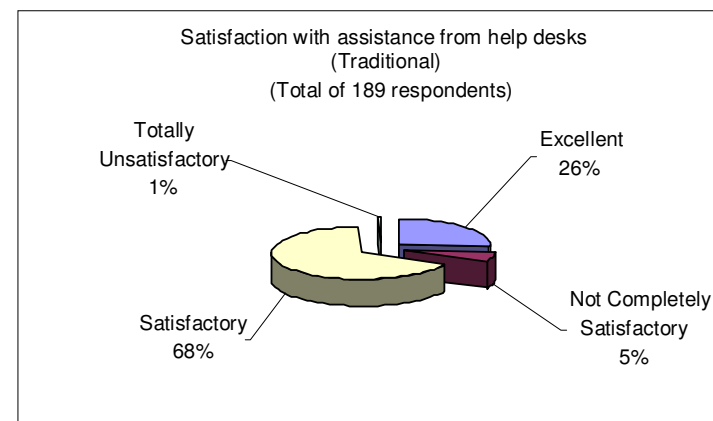
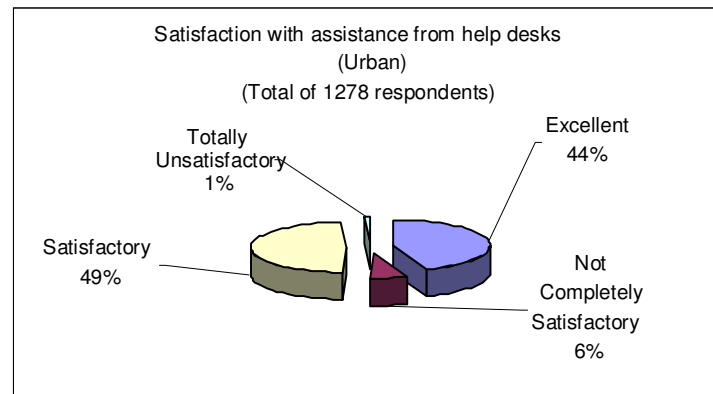
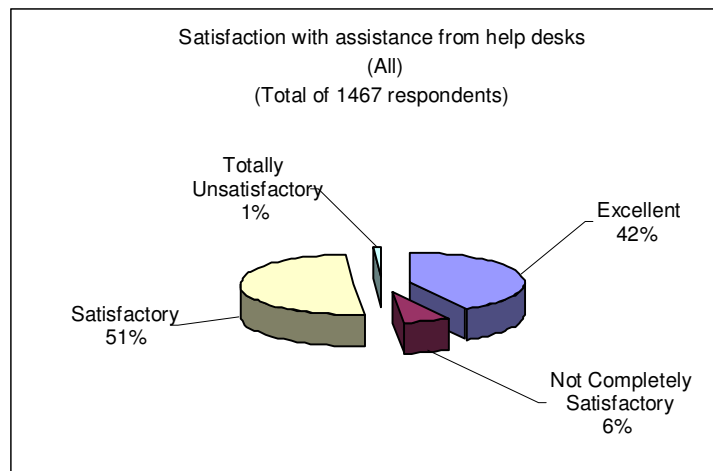
:



As the charts above show, a significant number of respondents, particularly in the traditional areas, are not aware of the IDP/budget process. Those who are aware, but who expressed dissatisfaction with the process cited 'empty promises', a lack of action, no visible change, and no consultation on the budget.

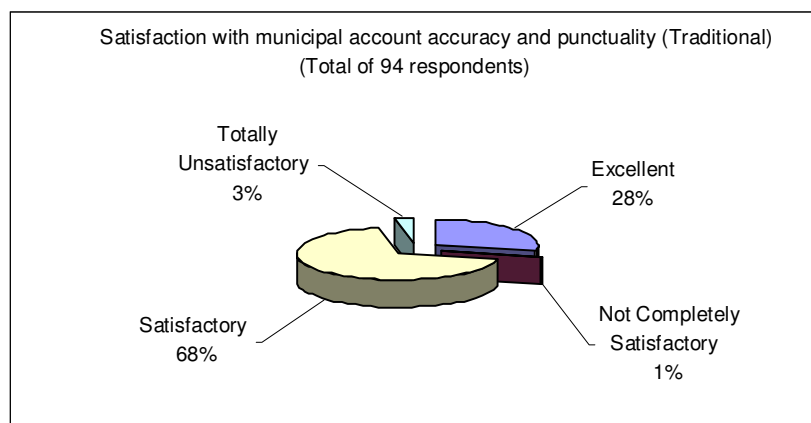
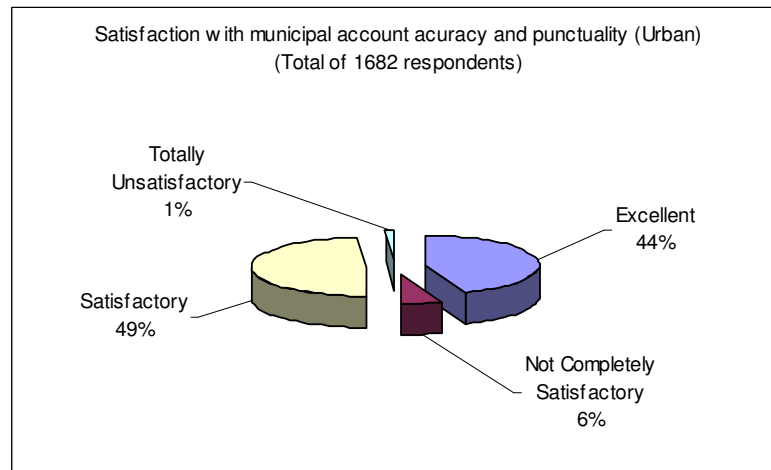
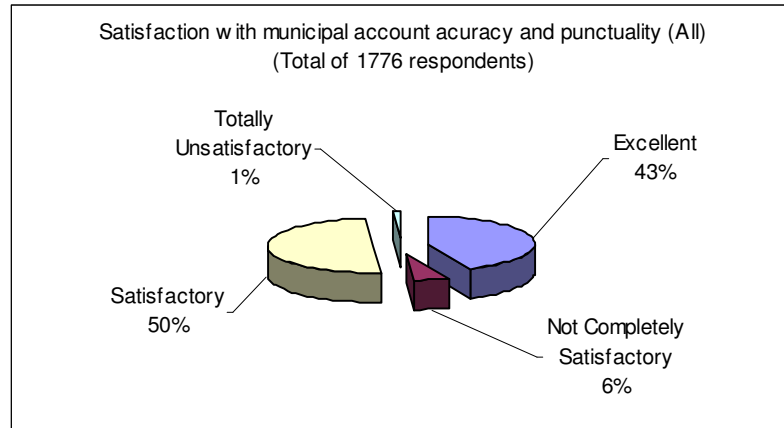
## MUNICIPAL ASSISTANCE FROM HELP DESKS

A Total of 1467 made use of Municipal Help Desk facilities. Of these, 1278 are urban dwellers. Satisfaction levels with regard to the Help Desks are recorded in the charts below:



A relatively small number of respondents expressed dissatisfaction with the assistance rendered by the Municipality's Help Desks. Some respondents were dissatisfied with the attitude of Help Desk staff, finding them 'rude', 'impatient', 'not helpful', 'not customer-focused', and 'slow'. Other respondents expressed the desire for a weekend service. Some respondents objected to the voice prompts on the automatic answering service.

## MUNICIPAL ACCOUNT ACCURACY



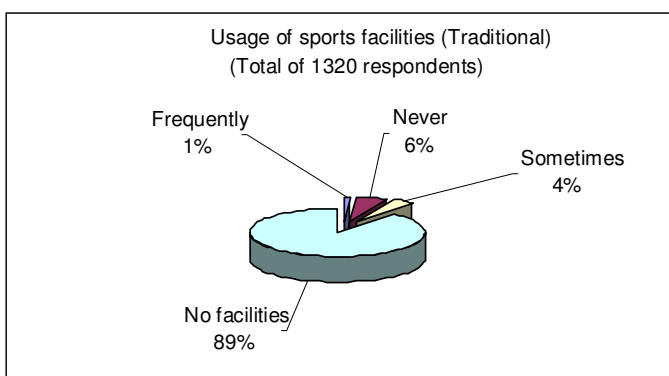
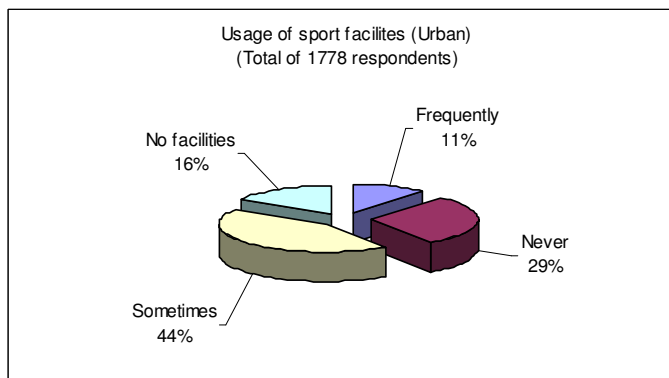
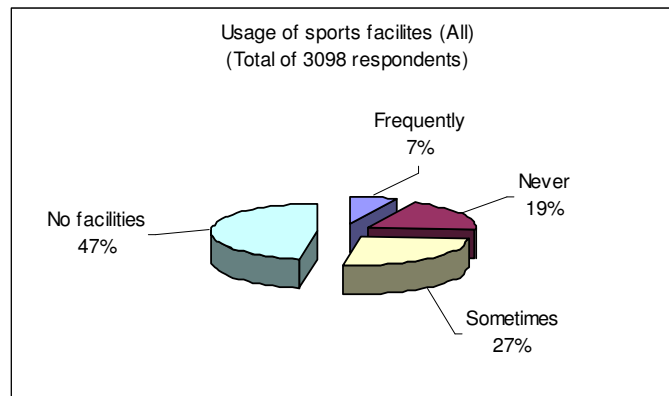
The majority of respondents expressed themselves as satisfied with the accuracy and punctuality of their Municipal accounts. Causes of dissatisfaction were: seeming fluctuations in amounts and rates, and accounts and statements not delivered on time.

## SPORTS FACILITIES

The following charts illustrate levels of respondent satisfaction with the availability and quality of Municipal sports facilities, and usage thereof.

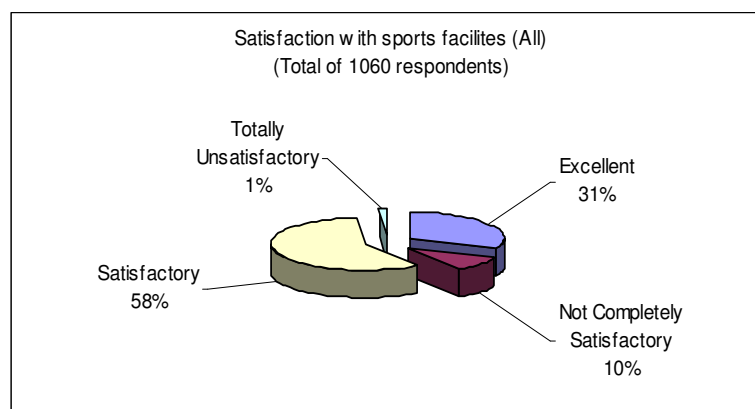
1459 of respondents indicated that there are no sports facilities in their area. Of these responses, 1173 were from the traditional areas.

### *Usage of sports facilities*

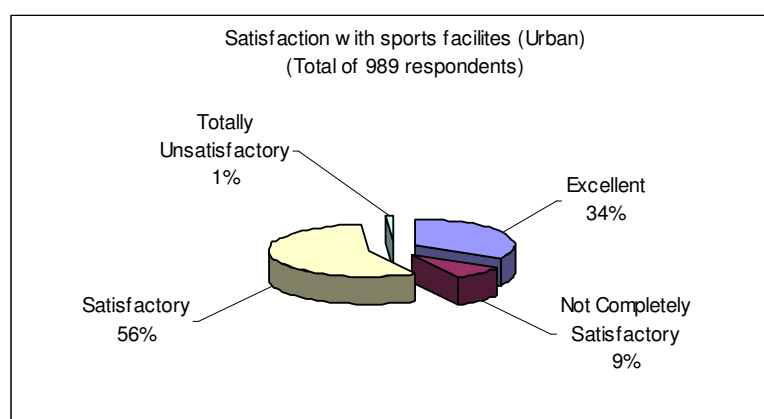


### ***Satisfaction with sport facilities***

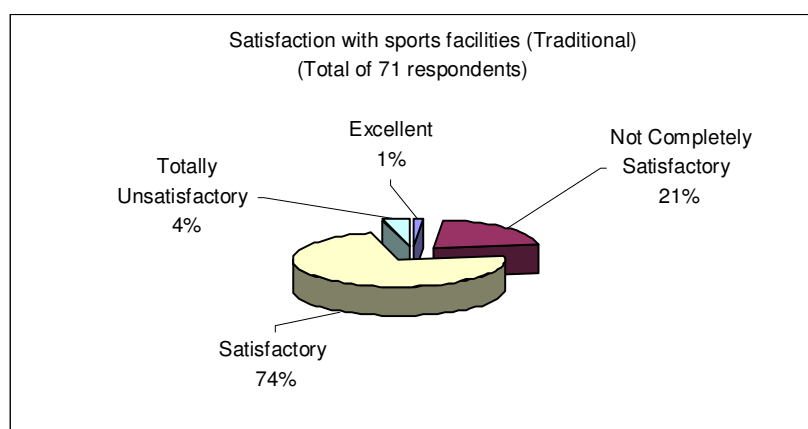
There were 1060 responses regarding the quality of sporting facilities. (2038 respondents did not offer comment, either because there are no facilities, or they do not use them).



The following figure illustrates satisfaction levels among the 989 respondents in urban areas. (789 respondents did not offer comment, either because there are no facilities, or they do not use them).



The following figure illustrates the satisfaction level among the 71 respondents in the traditional areas. (1249 respondents did not offer comment, either because there are no facilities, or they do not use them).

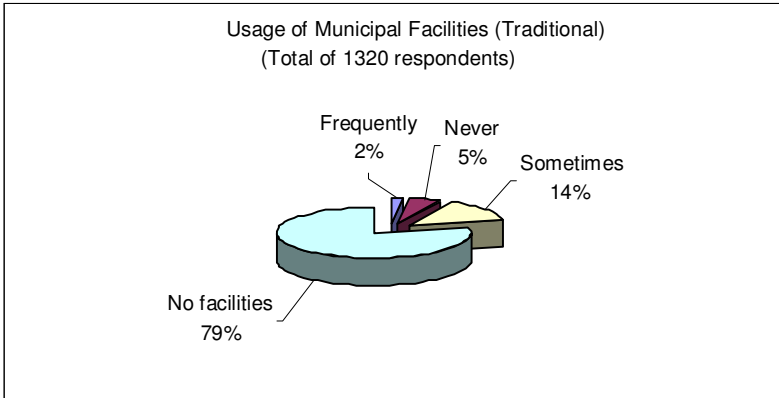
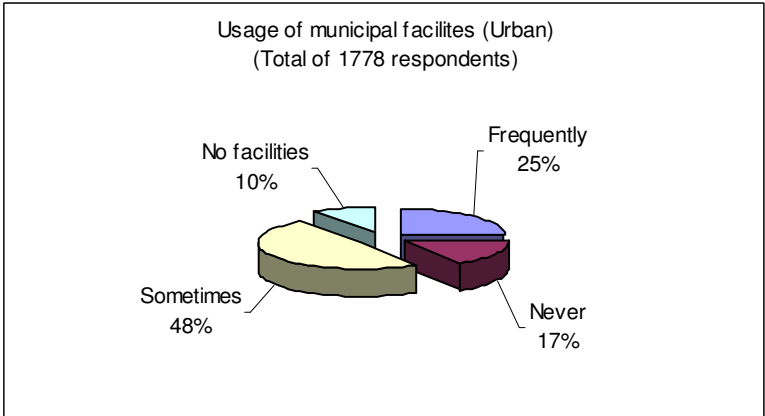
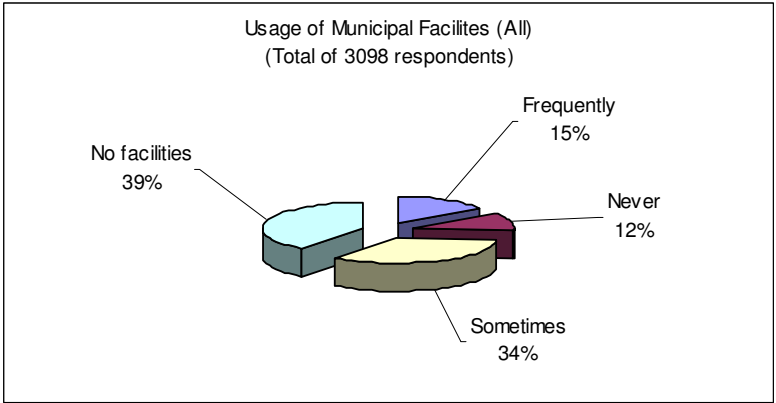




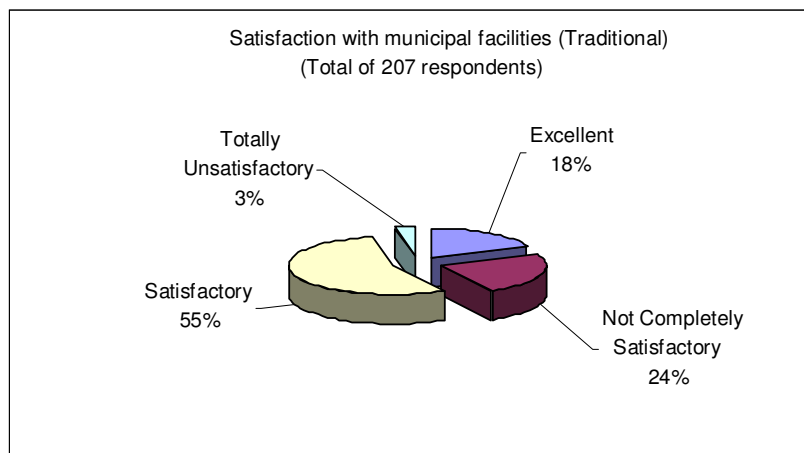
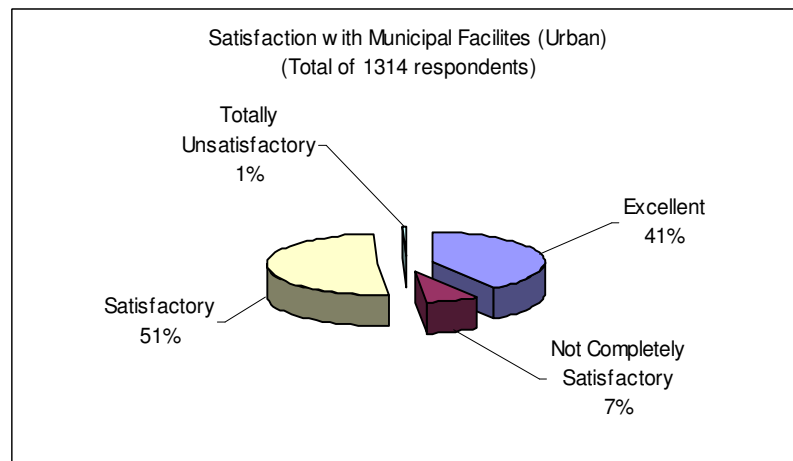
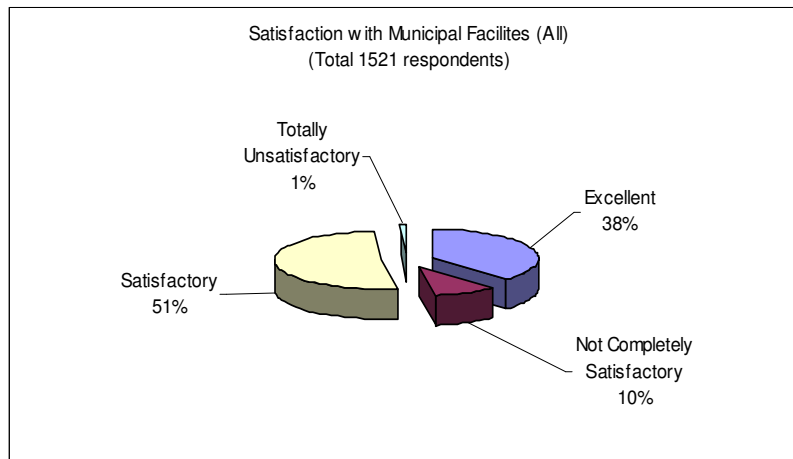
There is still clearly a disparity in the sports facilities available in urban as opposed to traditional areas, where such facilities are often either rudimentary or non-existent. Feedback from urban respondents lists the following causes of dissatisfaction with sports facilities: poor general maintenance (including dirty or broken toilets); lack of lights, changing rooms and scoreboards; no accommodation of sports other than soccer, such as volleyball, basketball, netball or tennis.

**Community facilities**

***Usage of facilities***



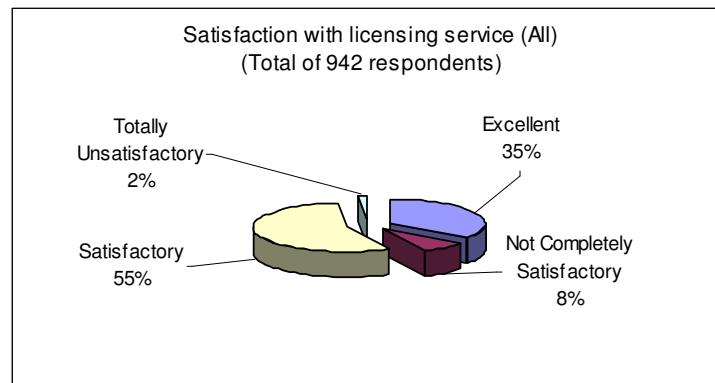
## ***Satisfaction with Municipal facilities***



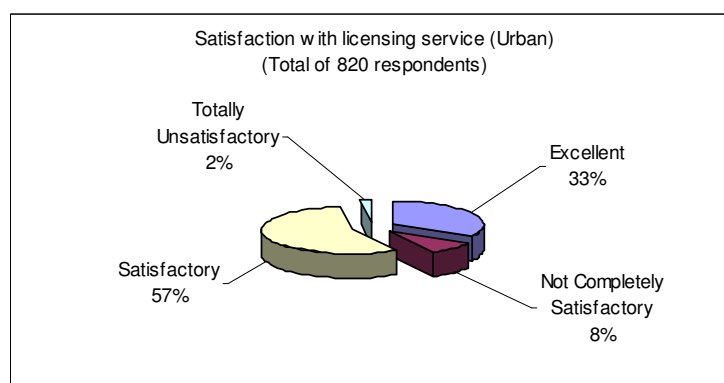
A similar picture emerges with community facilities, with urban respondents faring better than traditional. Common complaints include: poor maintenance; too small, (particularly libraries in terms of up-to-date books and other information resources); too far away.

## VEHICLE LICENSING SERVICE

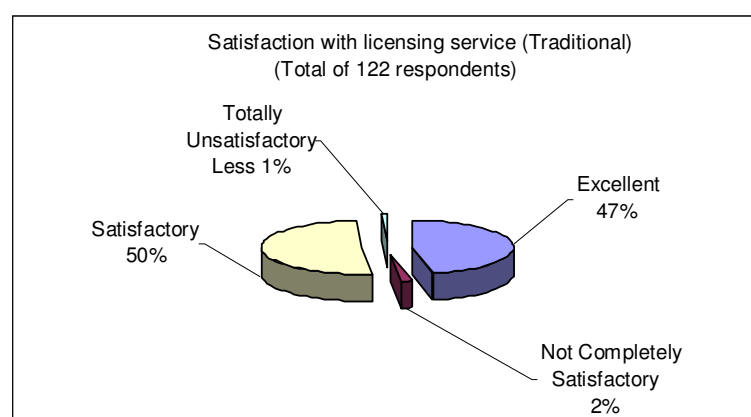
942 respondents indicated that they had made use of the Municipality's vehicle licensing service. (2156 respondents indicated that they did not make use of the Municipality's vehicle licensing service). Their levels of satisfaction with the service are indicated in the following figure.



The following figure illustrates the satisfaction level among the 820 respondents from the urban areas. (958 respondents did not make use of this service).



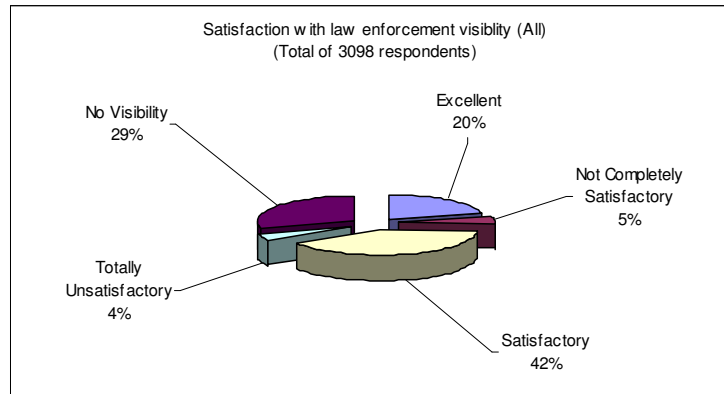
The following figure illustrates the satisfaction level among the 122 respondents from the traditional areas. (1198 respondents did not make use of this service).



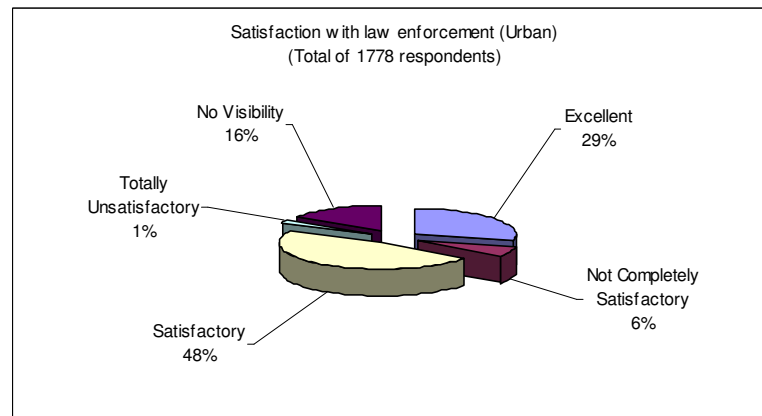
Respondents were largely satisfied with the Licensing service. The relatively few complaints received centered around queues being too long, the facility closing too early, and staff being 'disrespectful'.

## LAW ENFORCEMENT VISIBILITY

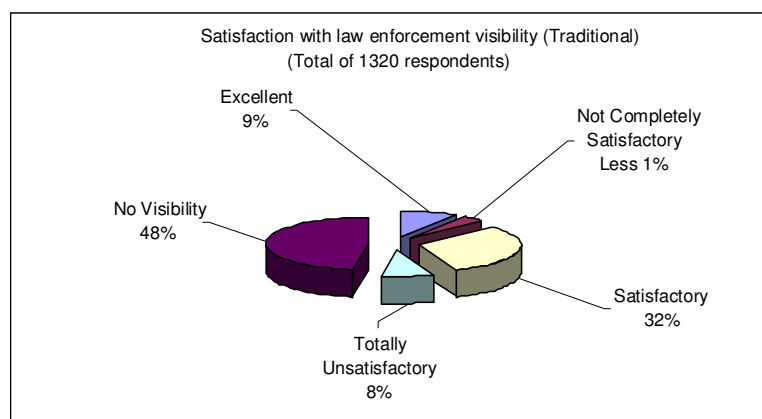
The following figure illustrates the response received from 3098 respondents from all areas expressing their satisfaction level with regard to the visibility of the Municipality's law enforcement service.



The following figure illustrates the satisfaction level among the 1778 respondents of the total above living in the urban areas.



The following figure illustrates the satisfaction level among the 1320 respondents of the total above living in the traditional areas



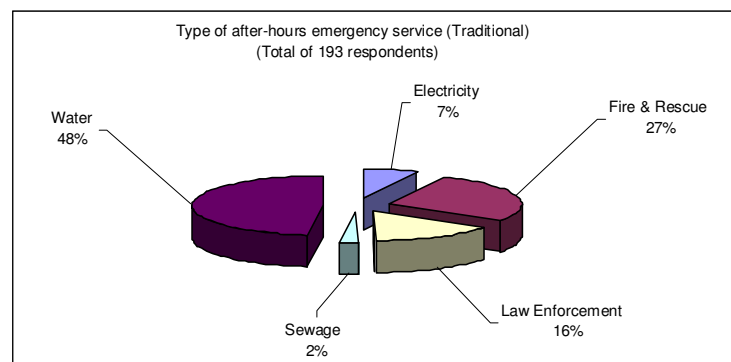
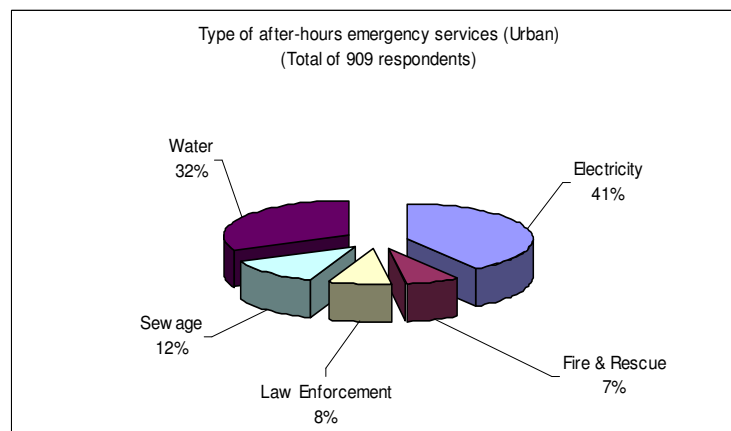
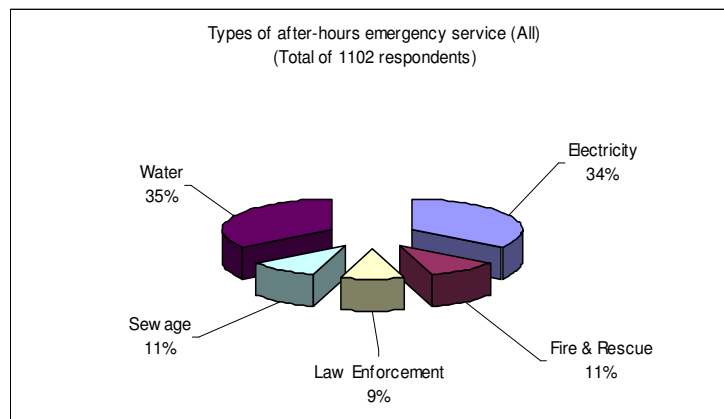
The question of Traffic Law Enforcement attracted its customary share of trenchant criticism, with the most common complaint being that it is rarely seen, if at all, and then mainly at night and on main roads only. Respondents asked why traffic police are not present at schools and high-accident robots and intersections. Other vociferous criticism spoke of rudeness, laziness, aggressiveness and susceptibility to being bribed.

## AFTER-HOURS EMERGENCY SERVICES

1102 respondents indicated that they had called upon the Municipality's after-hours emergency services in the past 12 months (1996 respondents did not make use of this service).909 of the responses were received from the urban areas, and 193 from the traditional areas.

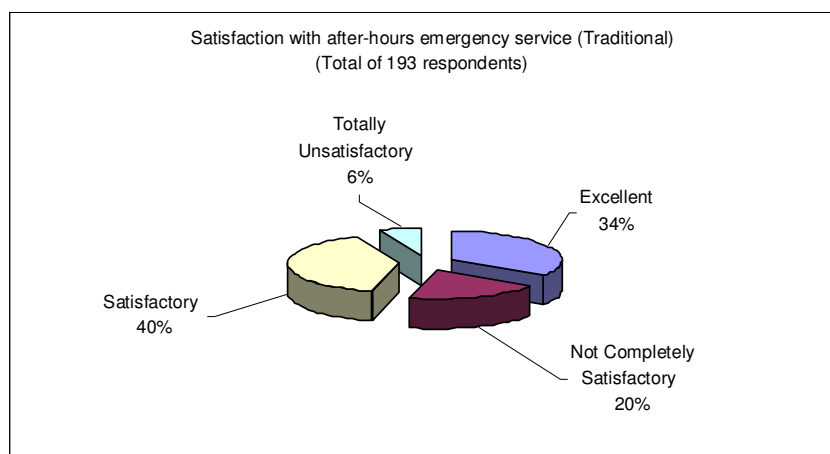
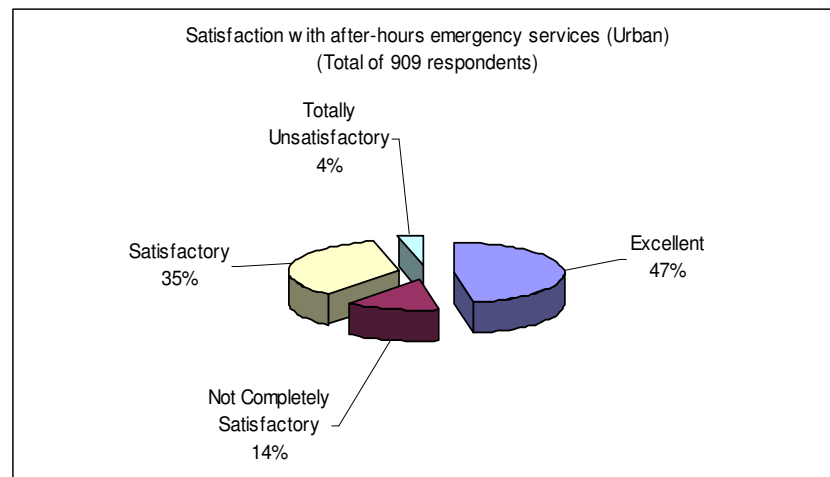
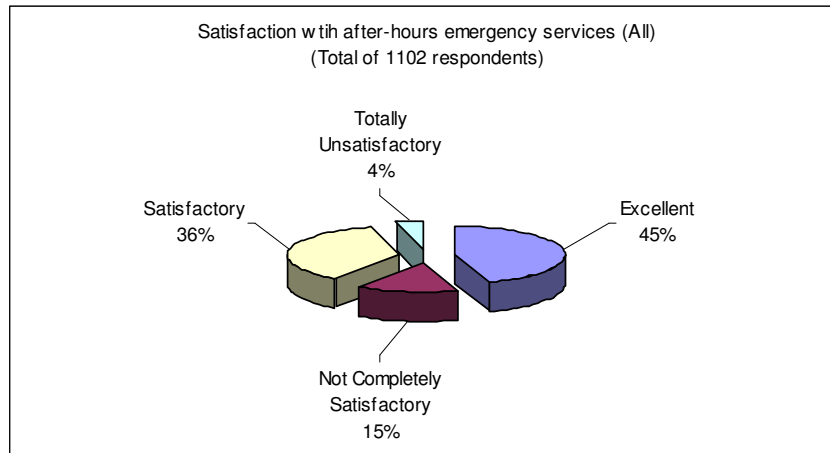
It should be noted that the vast majority, if not all, of the responses with reference to use of after-hours emergency services refer to the SAPS rather than to the Municipality's law enforcement.

The following figures illustrate the type of after-hours emergency services called upon.



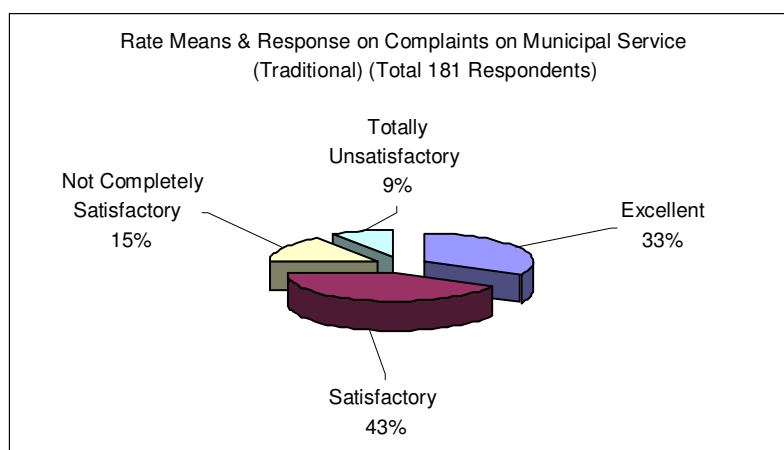
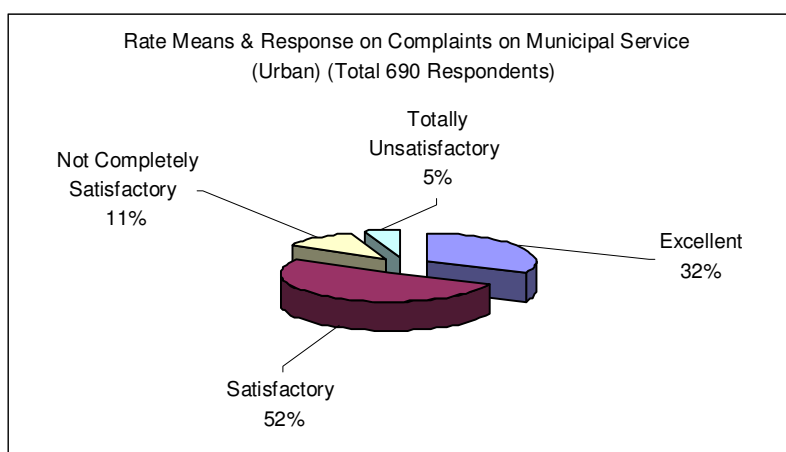
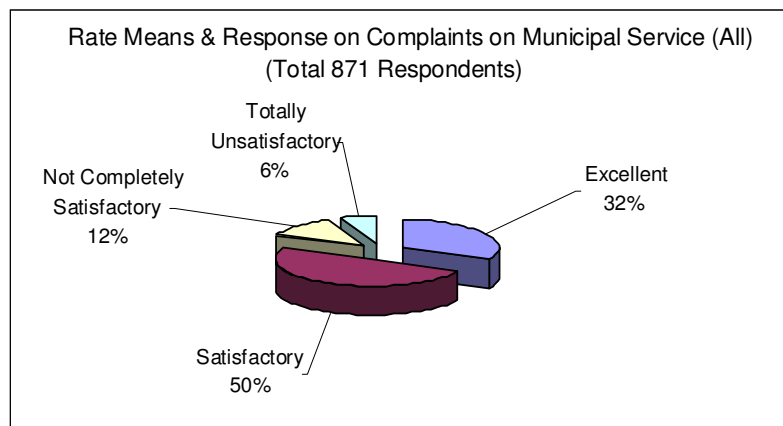
### ***Satisfaction with after-hours emergency services***

The following figures illustrate the satisfaction level of all responses received, urban and traditional.



A majority of respondents were satisfied with the Municipality's after-hours emergency service. Those who were not satisfied most commonly cited the following reasons: no response to telephone calls; late or non-arrival of service personnel.

## Means and response on dealing with complaints on Municipal services



The majority of those respondents who made use of the complaints facility were satisfied with the quality of the service. Those who were not satisfied spoke of the difficulty of making contact and the slow response time.

## **CONCLUSION**

The survey confirms that in the more developed areas of the Municipality people are, by and large, satisfied with the services they receive. In the less well developed urban areas, levels of satisfaction drop. Dissatisfaction is greatest in the traditional areas.