Customer and stakeholder satisfaction

**Commitment**

Regular stakeholder and customer research is undertaken to provide greater insight into the needs and attitudes of our partners and purchasers. This is important for providing the Board, Executive and staff with information, insights and analysis to enable evidence-based, strategic decision making. Ongoing and targeted customer and stakeholder research, combined with market research and a strategic research program, delivers improved outcomes for customers and partners and improves our competitive position.

**Management approach**

**Relationship management approach**

We identify stakeholders in a variety of ways, including attribute based priority models, power and interest grids, stakeholder risk-based mapping, internal and external consultation, State Government round table sessions, project meetings, stakeholder planning sessions, open days where registrations of interest are taken, through our selling agents, electronic mailing lists or registrations of interest. The majority of our potential customers come through our website by completing a mailing list form. A series of corporate relationship management plans identify our approach for engaging with key stakeholders. Each stakeholder is also assigned a relationship owner who is responsible for the relationship health and stakeholder engagement. In addition to this, we have project based relationship plans.

**Customer Relationship Management System**

LandCorp have a Customer Relationship Management (CRM) system that helps to monitor, manage, capture public feedback, and report our stakeholder and relationship interactions. The system helps us to improve our understanding of stakeholders and stakeholder interactions and allows us to readily share information across the business. The information that we collect and hold is dependent on the kind of project or activity we are conducting. We are committed to protecting privacy and the confidentiality of stakeholder information in accordance with the Australian Privacy Principles contained in the Privacy Act 1988 (Cth).

**Stakeholder research**

We periodically undertake formal research to identify the views of our stakeholders. The stakeholder research aligns with our strategic goal to maintain strong, productive working relationships with all stakeholders from the public and private sectors. It is another layer in our pursuit to measure performance, collecting a broad range of stakeholder perspectives to ensure LandCorp is working effectively with Government in its role as a land delivery agency. The research seeks to identify the key issues facing the Western Australian land and property sector from a stakeholder perspective, and stakeholder priorities that would enable LandCorp to contribute maximum value. It gathers stakeholder perceptions towards our brand, role and functions and helps define opportunities for more effective collaboration to deliver long term projects.

**Post Purchase Research**

Through our quarterly post-purchase survey, residential customers are contacted within three months of settlement regarding their satisfaction with the sales, marketing and purchase process. This information has been collected since 2012, and is used to monitor LandCorp’s performance both overall and on an individual project level. The survey seeks to measure performance in relation to key customer touchpoints including our sales agents and sales offices, purchase and settlement processes and design guidelines. The research allows LandCorp to better understand purchasers’ complete customer journey and identifies particular concerns to rectify or strengths which we can learn from or apply more widely.

**Local community satisfaction research**

From time to time we undertake local community satisfaction research depending on the need or appropriateness to a particular project.
Role and responsibilities
Stakeholder and customer satisfaction is the responsibility of everyone within the organisation. We have a team that manages and promotes our strategic approach to customer and stakeholder relationship management and satisfaction. Our research team manages our research program to collect feedback and perspectives from our stakeholders and customers.

Evaluation approach
Mechanisms for monitoring our approach
LandCorp evaluates stakeholder and customer satisfaction through the results of regular stakeholder research, post-purchase research, public feedback, and local community satisfaction. LandCorp’s customer and stakeholder research provides a ‘participant-oriented’ evaluation so that we can understand our performance from the perspective and experience of our customers and partners. In order to embed research findings, satisfaction measures are shared with all staff with findings addressed through improvement steps included in our business action plan.

Measures and reporting disclosure areas
Customer and stakeholder surveys produce an overall satisfaction rating and provide a net promoter score. These enable a high level line of sight across our work and outcomes. A positive net promoter score reflects well on our ability to attract, retain and benefit partners and customers. LandCorp closely monitors a number of sub-indicators. In the post-purchase survey these include satisfaction with the sales agent, sales office, level of service, marketing materials, design guidelines and the settlement process. In the stakeholder research, LandCorp tracks a number of quantitative and qualitative performance measures including nature of the relationships, perceptions of LandCorp, our role and core functions, and the most important challenges to address as rated by stakeholders.

Results