



Evaluation

Evaluating customer satisfaction and engagement is a key metric, and success will continue to be measured across the following areas:

Customer satisfaction and engagement
<ul style="list-style-type: none"> • Customer satisfaction survey, complaints, contact centre feedback, service metrics. • Digital analytics, community engagement.
Employee satisfaction and engagement
<ul style="list-style-type: none"> • Culture survey. • Engagement survey.
Brand, advocacy and reputation
<ul style="list-style-type: none"> • Complaints, customer satisfaction survey, Brand and reputation survey, Corporate reputation index, Aboriginal employment.
Operational and performance efficiency
<ul style="list-style-type: none"> • Service metrics. • Operating costs.
Service equity
<ul style="list-style-type: none"> • New survey instrument to be developed to track all cohorts.
Collaboration and continuous improvement
<ul style="list-style-type: none"> • Culture survey. • Engagement survey.

