

Voice of Customer Survey - Wave 3





# Why Is It Important?



The Voice of Customer survey is a national customer satisfaction survey broken down to state level for our analysis

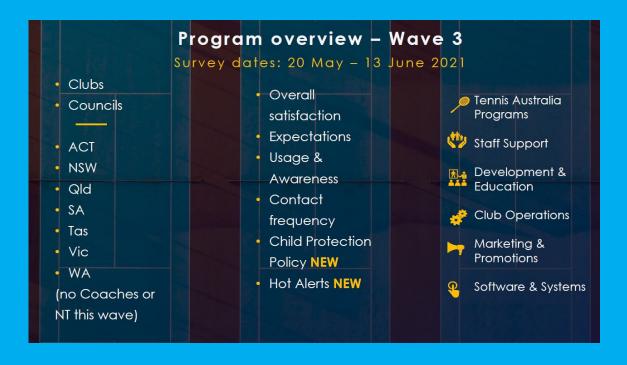


An external research partner, **Potentiate**, was engaged to conduct this 3-part survey, these are the highlights of Wave 3



Results from this survey will guide how Tennis Queensland manages resources and priorities across the state

### Areas the Survey Covers



### Wave 3 Results





# Results Snapshot



Main Services Used in the Last 12 Months:

Tennis Development Officer, MyTennis, Insurance, Marketing



Staff Support was the service Clubs were most satisfied with

6.5

Overall Satisfaction (out of 10)

**Council: 6**.8 **Club:** 6.6

Average: 6.7 (+0.4 since wave 1)



Development and Education was the service identified overall as

most dissatisfying



29 % of respondents indicated that expectation of Tennis Queensland were Not Met, 73% Met and 8% Exceeded



Once every 2 – 3 months is the preferred contact frequency from Tennis Queensland

#### What We Need To Do



Continue to get More Respondents for Better Insights



More Clubs to Participate from across all regions for fair share of voice



Data to be Used to Guide Tennis Resources and Priorities



