



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

Program overview – Wave 3		
Survey dates: 20 May – 13 June 2021		
<ul style="list-style-type: none"> Clubs Councils 	<ul style="list-style-type: none"> Overall satisfaction Expectations Usage & Awareness 	<ul style="list-style-type: none"> Tennis Australia Programs Staff Support Development & Education Club Operations Marketing & Promotions Software & Systems
<ul style="list-style-type: none"> ACT NSW Qld SA Tas Vic WA 	<ul style="list-style-type: none"> Contact frequency Child Protection Policy NEW Hot Alerts NEW 	
(no Coaches or NT this wave)		

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

Respondents (97 total)

