



IMMIGRATION NEW ZEALAND
ANNUAL GLOBAL VISA AND PERMIT
SURVEY 2008
SUMMARY OF KEY FINDINGS

Kim Allen and Claire Harkess

IMSED Research
Department of Labour

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Department of Labour
PO Box 3705
Wellington
New Zealand

www.dol.govt.nz

For Immigration Research visit
www.immigration.govt.nz/research

1 PURPOSE

This report provides a summary of the key findings from the 2008 Global Visa and Permit Survey. This report contains information on the strength of our relationship with customers, customer satisfaction with various aspects of service, identified service improvement priorities, and knowledge about and satisfaction with information on life in New Zealand.

2 BACKGROUND

Since 1996 the Workforce Group of the Department of Labour has undertaken an annual Global Visa and Permit Survey. The purpose of this survey is to assist in evaluating and improving the level of customer service provided by Immigration branches worldwide in relation to its visas and permits business.

The objectives of the survey are to:

- Determine whether customers are more or less satisfied with Immigration New Zealand (INZ)'s service overall at both a global and branch level.
- Determine whether customers are more or less satisfied with specific elements of service delivery.
- Determine what changes there have been, if any, in customer service delivery priorities.

3 KEY FINDINGS

3.1 Strength of Customer Relationships

INZ uses TRI*M methodology which determines the strength of our relationship with customers with four key questions based on aspects that contribute to customer satisfaction. Most customers gave INZ a rating of either a 4 or a 5 out of 5 on the four questions, meaning overall customers show a high level of satisfaction and support for INZ.

Table 1: TRI*M Index Question Ratings¹

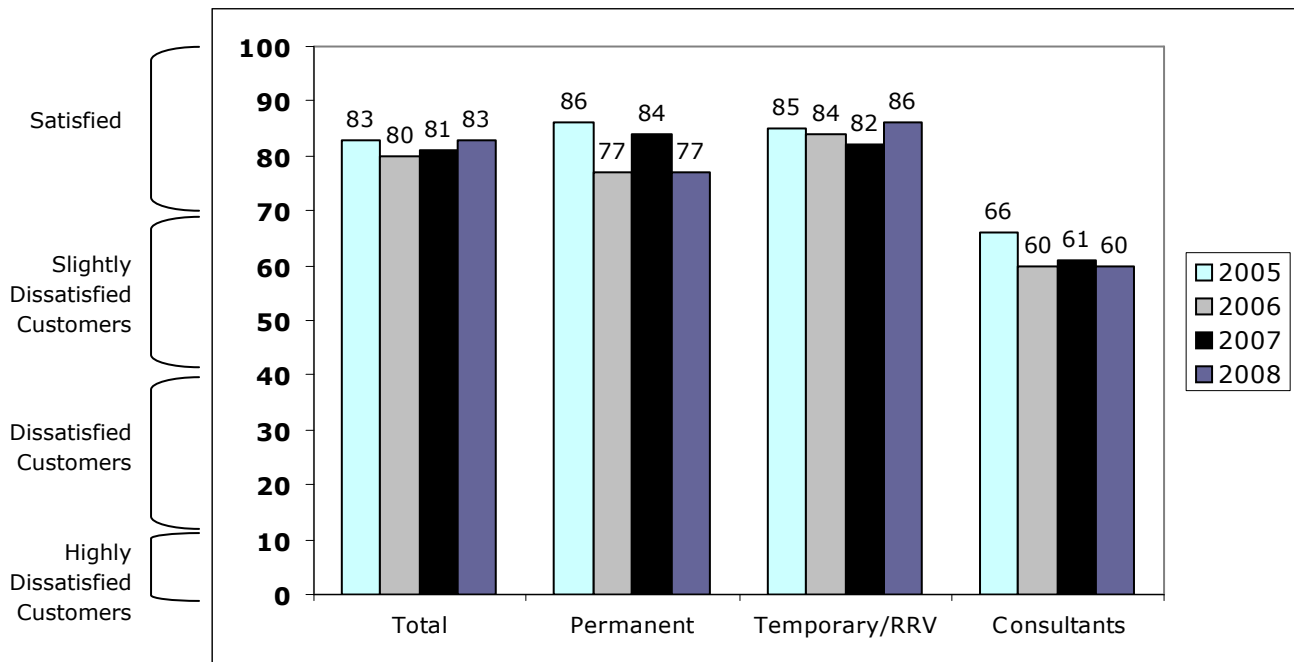
	Mean Score 2006	Mean Score 2007	Mean Score 2008
Overall satisfaction with Immigration NZ	4.0	4.0	4.0
Opinion of Immigration NZ if asked by friends/family	3.9	3.9	4.0
Fulfilling the role of helping applicants come to NZ	3.8	3.8	3.9
Comparison with other government departments	3.9	4.0	4.0

This year's results show a positive increase in INZ's already healthy TRI*M Index score (up two points to 83), returning it to the same level as 2005. This index score indicates the majority of customers are very satisfied and hold a favourable opinion of Immigration New Zealand as an organisation.

The higher overall score this year has been driven by Temporary/Returning Resident's Visa (RRV) applicants. The Index score for Permanent Residence applicants has dropped back to 2006 levels. The Consultants/Agents' result is similar to 2006 and 2007 and continues to show this customer group is 'slightly dissatisfied'.

¹ TRI*M is a proprietary measurement tool of TNS Conversa which summarises the commitment (ongoing loyalty) of key stakeholder groups to company or organisation. It provides the opportunity to benchmark results that is comparable across countries, industries and stakeholder groups, and provides reliable and robust identification of key commitment drivers.

Figure 1: TRI*M Index Scores



2008 Bases (unweighted): Total n=3,953, Permanent n=645, Temporary n=3,076, Consultants n=232

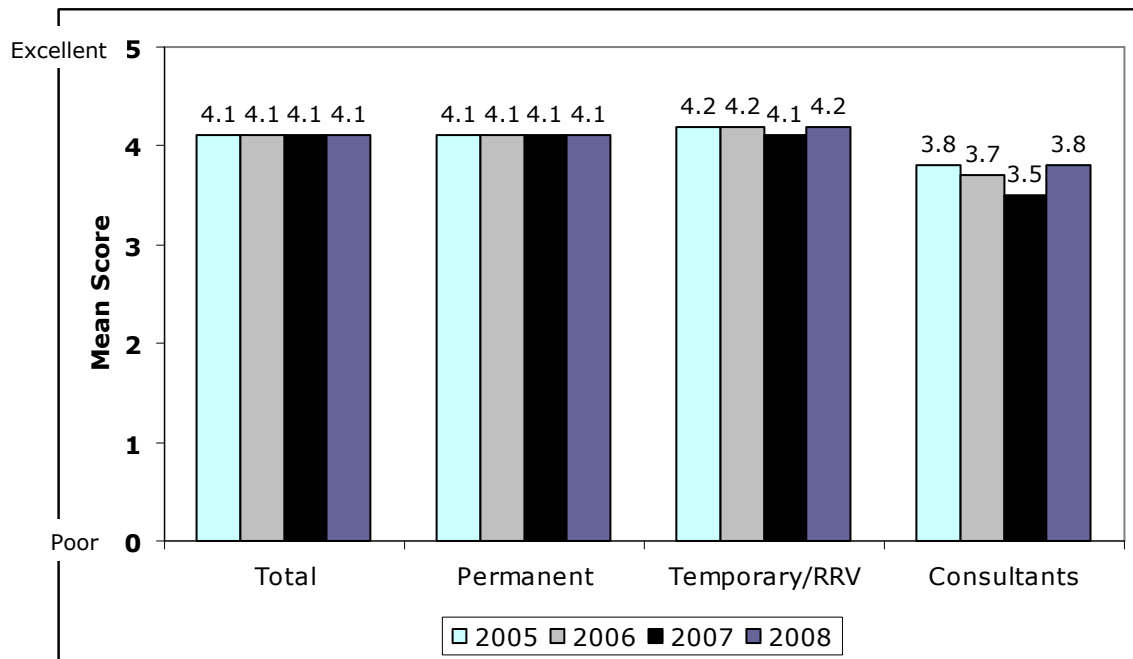
In general, INZ's TRI*M results compare favourably to global benchmarks for Public Sector organisations in Europe. INZ is in the top ten percent of organisations in terms of customer satisfaction. Permanent Residence and Temporary/RRV applicants also fit into this category. The exception is the Consultants/Agents' TRI*M result which places INZ in the bottom 33 percent of organisations for whom TRI*M studies have been conducted.

3.2 Satisfaction with Service

3.2.1 Helpfulness and Efficiency

Customers continue to rate INZ highly in terms of the overall helpfulness and efficiency of its service (mean rating of 4.1 out of 5.0). This year's results show Temporary/RRV applicants and Consultants/Agents have a higher level of satisfaction than in 2007, although the Consultants/Agents rating still remains lower than that of applicants.

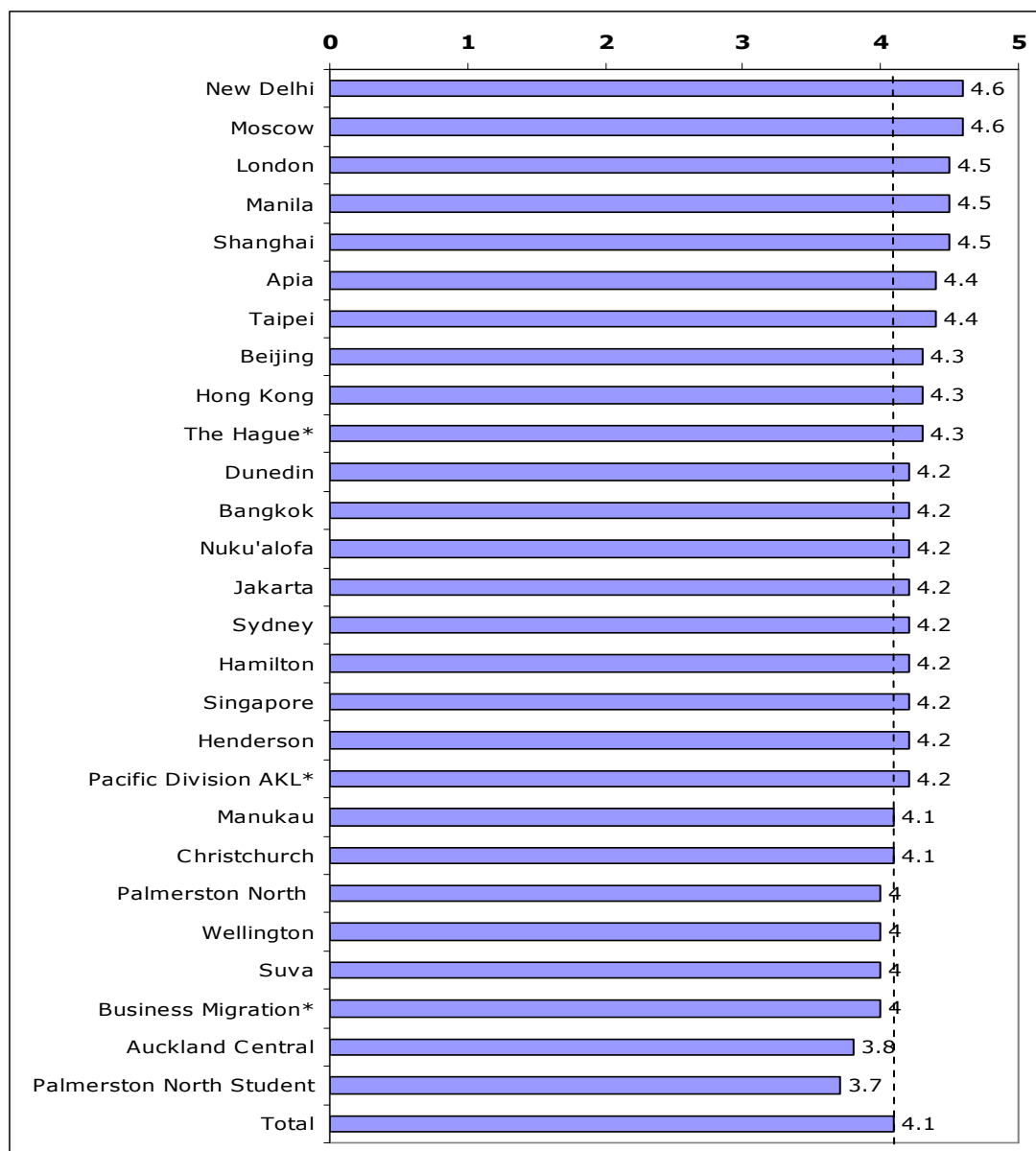
Figure 2: Overall Helpfulness and Efficiency



2008 Bases (unweighted): Total n=3,953, Permanent n=645, Temporary n=3,076, Consultants n=232

In line with TRI*M results, offshore customers are more satisfied with INZ's overall helpfulness and efficiency than onshore customers.

Figure 3: Helpfulness and Efficiency Scores by Branch



* Caution: Small sample size of n=50 or less

3.2.2 Application Process

The application process is now largely regarded as 'easy' by all three customer groups, with the Consultants/Agents rating (4.0 out of 5.0) now exceeding that of Permanent Residence applicants (3.8). Overall customers rate INZ as 4.0 out of 5.0, with Temporary/RRV applicants giving the highest average rating of 4.1.

INZ continues to be rated highly for providing help with solving application problems (4.0 out of 5.0). Consultants/Agents remain much less satisfied than applicants with a rating of 3.5. The Permanent Residence applicants' rating is similar to that of Temporary/RRV applicants (3.9 compared to 4.0).

3.2.3 Comparisons with other Immigration Services

Compared to other Immigration services, INZ's service is seen on average as being 'somewhat better' than other services (rated 4.0 out of 5.0). Results among both Permanent Residence and Temporary/RRV applicants show good improvements compared to 2007. These customers feel INZ compares more favourably to other Immigration Services than in the past. Consultants/Agents continue to rate INZ lower than applicants do (3.5 compared to 3.9 for Permanent Residence applicants and 4.1 for Temporary/RRV applicants).

3.2.4 Service Improvements

A positive result for Consultants/Agents this year is the higher proportion who believe the service provided by INZ has improved in the last 12 months. The perception of improved service is much higher among Consultants/Agents who are customers of offshore branches than customers of onshore branches.

All customers were asked about how INZ could improve its service. As in previous years, the most commonly suggested improvement by both applicants and Consultants/Agents was 'faster processing/quicker decision making' (14 percent). Other suggestions included 'friendlier/more helpful staff' (6 percent), 'more staff/faster service' (4 percent) and 'keeping applicants updated on application status' (4 percent).

3.3 Service Improvement Priorities

The TRI*M results show INZ staff are performing highly overall. The improvements required to improve overall satisfaction are similar across all three customer groups: improving processing times and keeping customers updated on progress; making it easy for customers to contact someone who can answer their queries; and ensuring all branches provide consistent information and advice.

Additional improvements Consultants/Agents sought are to have calls answered promptly, consistently interpret and apply policy, and provide updates on policy and procedure changes.

3.4 Information on Life in New Zealand

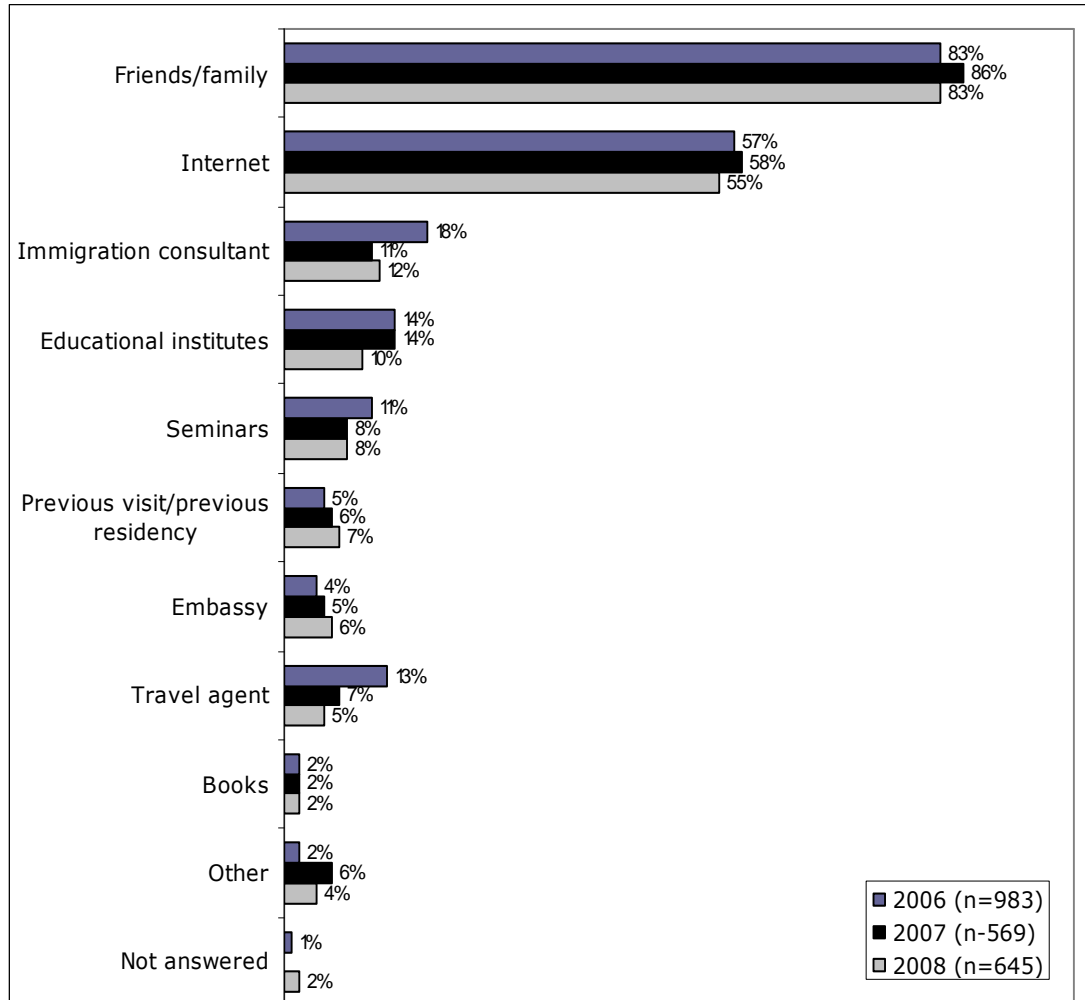
3.4.1 Knowledge about New Zealand

Migrants' knowledge of life in New Zealand before applying for residence is similar to previous years, with 58 percent rating their level of knowledge as either a 4 or 5 out of 5.

3.4.2 Satisfaction with INZ Information and Information Sources

Permanent Residence applicants who received information from INZ were largely satisfied with the information they were provided with. The majority agree 'that information is readily accessible on the INZ website' (70 percent) and 'INZ information helps meet their needs' (62 percent). Results are similar to 2007.

For Permanent Residence applicants, the most common information source, besides Immigration New Zealand, remains friends and family (83 percent). The Internet is the second most commonly used source (57 percent). This year more applicants had received information from Immigration Consultants/Agents (18 percent) and travel agents (13 percent).



Family or friends (living in New Zealand) are the most significant influencer on the decision to immigrate to New Zealand (65 percent). INZ is the second most significant influencer (21 percent), followed by a New Zealand employer (19 percent) and Tourism New Zealand (15 percent). These results are unchanged from 2007.

The INZ website is by far the most preferred channel for accessing information on New Zealand among Temporary/RRV applicants (with preference for email at 21 percent). Demand for face-to-face contact is notable at 25 percent, indicating there is still a need for information to be provided by Immigration Officers in person.

3.4.3 Surprises and Shocks of life in New Zealand

The most common pleasant surprises of life in New Zealand are New Zealanders' positive attitudes to migrants (30 percent). Other surprises experienced mainly related to the New Zealand landscape (16 percent) and New Zealand's 'clean, green' environment (7 percent). These messages can be used to encourage migration to New Zealand.

Three aspects stand out as being the most common unwelcome shocks or surprises. These are all cost related and indicative of the 'price squeeze' New Zealanders are experiencing at the moment: high tax rates (59 percent), higher housing costs (58 percent) and a higher cost of living (56 percent). Of the comparable statements from 2007, a higher cost of living, lower salary/wages and less paid sick leave and holidays are now more common shocks experienced by migrants.

APPENDIX 1: SURVEY INFORMATION

The survey is made up of three (similar) paper-based self-completion questionnaires for each of the following customer groups:

Permanent Residence applicants

Temporary and Returning Resident's Visa (RRV) applicants

Immigration Consultants and Agents.

A total of 28 branches were included in the 2008 survey. These comprised of the same branches as in 2007, with the addition of Manila and Dubai.²

A total of 11,181 questionnaires were distributed by branches. The response rate was 35 percent (compared to 31 percent in 2007).

The 2008 survey sample consisted of a similar customer mix as previous surveys:

Permanent Residence applicants	n=645
Temporary/RRV applicants	n=3,076
Consultants/Agents	n=232

² However, no surveys were received from Dubai due to a reported lack of understanding of surveys in this market in addition to the absence of a reliable postal system.

APPENDIX 2: METHODOLOGY

The methodological approach remains unchanged from previous surveys:

The survey is contracted out to an external research supplier. Premium Research was contracted to undertake the 2008 Global Visa and Permit Survey.

Paper-based methodology with questionnaires printed into A5 booklet form.

Questionnaires are translated into 11 languages to ensure applicants with a lower level of English are able to participate and fully understand the survey questions.

Questionnaires are provided to onshore and offshore branches for distribution to applicants with their visa or permit decision (i.e. at the end of the Visa/Permit service process) and to the Consultants/Agents they deal with.

Questionnaire distribution numbers are determined by anticipated number of decisions each branch will process during the six week fieldwork period, and the desire to have a minimum sample of n=100 completed questionnaires per branch.

A maximum limit of questionnaires for distribution is placed on larger branches given there are minimal benefits in having a sample size larger than n=250 to n=300 per branch.

Return of questionnaires is direct to the research agency from onshore customers via freepost envelopes. For offshore customers, questionnaires are returned via branch drop boxes or post-paid envelopes provided by each branch.

Survey fieldwork is conducted over a six week period (9 June to 18 July) and at a similar time to previous surveys.

To encourage participation, a prize draw incentive is provided (NZ\$1,000 travel voucher for offshore customers, NZ\$500 travel voucher for onshore).

