



NEW ZEALAND
GOVERNMENT PROCUREMENT

EXTERNAL

2021 agency satisfaction survey report

All-of-Government contracts

Summary report on results and recommendations



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
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Agency satisfaction survey overview

The survey in context

Listening to our stakeholders and using their feedback to inform our priorities is an important part of the way we work at New Zealand Government Procurement (NZGP). This survey is one of the ways we collect data to measure our progress and performance in delivering All-of-Government (AoG) solutions that meet agency needs, deliver value for suppliers and improve the way we do business.

We use the feedback and data to address specific issues and engage with individual agencies to work through their comments and responses. We use the survey results in the planning and strategy of the respective business units to improve service delivery, customer focus and communications.

Key metrics in 2021 Agency satisfaction survey

We have again exceeded our target of 70% for agency satisfaction with the value of AoG contracts (Question 4). In 2021, overall agency satisfaction was 71.2% across the 20 AoG and two common capability contracts. This is a slight decrease by just under 2% from last year's 72.9% and puts this year's results back in line with 2019.

The other key metrics haven't changed significantly to last year's results - most notably:

- Quality of service from AoG suppliers has not changed at all.
- Quality of communications from NZGP has declined from 55.8% to 51.1%.
- Quality of relationship management has improved from 46.2% to 49%.

Survey sample and response rates

The 2021 AoG agency satisfaction survey ran from 20 May to 16 June.

We sent the survey to 3,708 individual contacts across 1,350 agencies and schools. We received 378 individual responses from 348 agencies and schools. The survey covered all 20 AoG contracts and two common capability contracts. Respondents answered questions in relation to each of the contracts that they deal with.

The response rate increased from 9.3% to 10.2% in 2021. While it's encouraging to see an uptake in the response rate and responses from agencies, this is still very low and below our target of a 25% response rate. This could be indicative of survey fatigue and of our stakeholders feeling overwhelmed by requests for information from NZGP. We continue to look at ways we can improve agency response rates.

2021 Agency satisfaction survey results









‘Question 4: Agency satisfaction with value AoG contracts are delivering’ (see in bold below) is a key performance measure for NZGP. This metric decreased by an increment of 1.7% to 71.2% from 2020.

‘Question 7: Agency satisfaction with quality of service from AoG suppliers’ remained unchanged.

‘Question 13: The quality of communications from NZGP has improved over the last 12 months’ showed the highest drop in ratings by almost 5% from 55.8% to 51.1%.

‘Question 14: The quality of relationship management has improved over the last 12 months’ showed the highest increase in ratings from 46.2% to 49%.

Questions 5, 8, 10 and 12 are contract specific questions and are not featured in this report.

Questions	Overall scores 2018/19 (sum of satisfied/agree and very satisfied/strongly agree)	Overall scores 2019/20 (sum of satisfied/agree and very satisfied/strongly agree)	Overall scores 2020/21 (sum of satisfied/agree and very satisfied/strongly agree)
Question 3: Agency satisfaction with range of products and services included in scope meeting agency needs	83.6%	80.0%	 81.6%
*Question 4: Agency satisfaction with value AoG contracts are delivering	71.1%	72.9%	 71.2%
Question 6: Agency satisfaction with suppliers responding to their issues (e.g. questions, feedback and complaints)	81.2%	78.1%	 79.3%
*Question 7: Agency satisfaction with quality of service from AoG suppliers	81.2%	75.3%	 75.3%
*Question 9: Agency satisfaction with the quality of service from the team managing the AoG contracts	65.8%	59.4%	 61.5%
Questions 11: Information about the AoG contract is easy to access and meets needs	71.6%	60.9%	 59.5%
Question 13: The quality of communications from NZGP has improved over the last 12 months.	55.5%	55.8%	 51.1%
Question 14: The quality of relationship management has improved over the last 12 months.	48.5%	46.2%	 49%

Note: * denotes compulsory MBIE Common Measurement Tool (CMT) questions, which are used across all MBIE customer satisfaction surveys.

Supplementary questions

This year we asked respondents to comment on their satisfaction with the data, insights and current digital tools and how we can better support agencies to get more value from AoG contracts and broader outcomes:

- On average, 30% of respondents are unaware of any data/ insight reports, while those who use data and insights through the AoG programme find price comparisons and quality assessments of goods and services most useful and valuable.
- Respondents also mentioned that data sets can lack consistency, are not easy to use and hard to find on the website. Respondents would like to see more comparative and benchmarking data on pricing and supplier performance, and reviews and ratings by other agencies on respective contracts.
- 30% of respondents don't seem to be aware or don't use any of our digital tools. Those who use digital tools find them clunky, limited and hard to access and use. Respondents are looking for digital tools to be easy to access and use.
- The search functionality on our website could be better. Respondents find it hard to search for content, overly complicated and lots of jargon.

Key themes from 2021 Agency satisfaction survey

Where NZGP is doing well

Overall, respondent feedback is positive regarding the value AoG contracts are delivering for their agencies, despite the slight drop in the agency satisfaction scores.

Analysing feedback from agencies, we understand that the **AoG model is working**. The overall sentiment was that the AoG model saves agencies time and money, represents good value and makes the procurement process easy.

A lot of respondents commented on the cost savings and good pricing they've received through the AoG programme. The majority thought that the programme helped with budgeting, provided certainty and access to services. It also provides a simplified and streamlined procurement process that removes complexity and effort to agencies.

A few representative comments:

"As a smaller agency, procurement is made simpler for us and it takes the pressure away from approaching the market, saving us time and money."

"We are making savings on quality products which are always available when we need them."

"A solid procurement framework that gives us more confidence in the suppliers."

"Good communication across the contract catalogues"

A number of responses told us they're 'very satisfied' and 'it's easy to go through the tendering process'.

Where NZGP can do better

Agencies have provided helpful feedback and contract suggestions for improvements. This includes suggestions on improving supplier diversity and the range of products and services that were in scope in each contract.

Respondents indicated that time, cost and 'value for money' are significant drivers for them and they'd like to see further information on supplier performance benchmarks and comparative data tables on pricing and service offerings. Respondents commented that they'd like to see more diversity in supplier panels, specifically for Māori and small business providers. Respondents are also looking for suppliers with a stronger focus on sustainable product options.

Overall, ease of use and ease of access have been dominant themes throughout all questions with a particular focus on digital tools, communication and the website.

A few representative comments:

"It would be really helpful if we could identify Māori owned businesses that we can invite to respond."

"Information on the website is hard to find, late to come and unclear and at times inconsistent."

"More focus on sustainable and carbon neutral products, and suppliers who support social enterprises."

"It would be great if there was someone to talk to rather than an email only relationship."

Need for supplier diversity and improved selection

Respondents feel that supplier panels should include more Māori and Pasifika owned- businesses, and small businesses. Most respondents were satisfied with the performance of suppliers but mentioned that it would be easier to select suppliers based on ratings or reviews. Respondents also find it difficult to identify Māori and Pasifika owned- businesses, small businesses or suppliers with a sustainable approach.

Need for easy access to data

Respondents feel that our website and digital tools could be more user-friendly and easier to understand. They are looking for easy access to information, contracts, data and tools and for ease of use in terms of searchability, benchmarking and comparisons of contract data (such as pricing and supplier performance).

Our digital road map addresses many of these issues. We have initiatives in the pipeline to improve and enhance user experiences across all our channels and activities, including web properties and e-procurement tools.

Need for better communication

The consistent finding across all responses was the need for less complexity (in contracts and in engagement) and simpler written communication. Communications could be more pro-active, clear, targeted and in simple English.

Respondents request easier access to clear and consistent information and more frequent and detailed reporting on pricing and supplier performance.

Some respondents feel that a lot of the information we provide is irrelevant, not informative or targeted. Some comments indicated that information on our website was out-of-date and advice inconsistent.

Respondents are also looking for more active support, responsiveness and pro-active engagement from the team managing the AoG contract.

Initial recommendations / next steps

We have started several branch-wide initiatives to improve the service we provide to our customers. These centred around the themes we've identified and include:

Supplier diversity:

- Ongoing efforts to increase supplier diversity, such as filtering for Māori identifiers in Online Panel Directory (OPD).
- Supporting initiatives to increase the number of Māori, Pasifika and small businesses supplying to government by including broader outcomes into our supply chain and the recently refreshed consultancy contract.

Easy access to data

- Improving transparency and accountability through the release of data such as publishing benchmarking data for External Recruitment Services, GETS contract award data (EV dashboards)
- Improving reporting provided to agencies.
- Ongoing enhancements to creating a consistent user experience across all of our web properties (GETS, Online Panel Directory and our website) to provide an intuitive and easy to follow user experience framework. This will make it easier and faster for visitors to find information, functionality or guidance they need.
- Delivery of e-procurement tools creating an ecosystem that makes it easier for government and suppliers to do business, including improvements to the GETS user interface.
- Ongoing enhancements to website content and functionality, including enhancements to website search functionality.

Better communication

- Ongoing efforts to improve the way we communicate, including improving the accessibility of our content.
- A push for better engagement with agencies to better understand their needs and tailor relevant solutions.

Procurement 2.0

As part of Procurement 2.0, we also have initiatives underway that will deliver an integrated e-procurement ecosystem, and high-quality data and insights.