



Voice of Customer Survey – Wave 1





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 1



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

Areas the Survey Covers



Wave 1 Results





Results Snapshot



Main Service Used in the Last 12 Months:
Hotshots, Insurance and Bounce



Development and Education was the service Clubs were most satisfied with

6.5

Overall Satisfaction (out of 10)

Council: 8.2
Club: 6.3
Coach: 5.4
Average: 6.1



Software and Systems was the service was identified overall as most dissatisfying



31% of respondents indicated that expectation of Tennis Queensland were Not Met, 58% Met and 10% Exceeded



Once a month is the preferred contact frequency from Tennis Queensland

What We Need To Do



More Respondents for Better Insights



More Clubs to Participate to Ensure Appropriate Representation



Data to be Used to Guide Tennis Resources and Priorities

Respondents (115 total)

