

Voice of Customer Survey – Wave 2





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 2









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

Areas the Survey Covers

Program overview – Wave 2

Clubs Coaches Councils	Overall satisfaction	 COVID support
Qld NSW ACT Vic Tas NT SA WA	Expectations	 Tennis Australia Programs
	Usage & Awareness	 Staff Support
	Contact frequency	 Development & Education
		 Club Operations
		 Marketing & Promotions
		 Software & Systems

Wave 2 Results

Wave 2		135 completes	
	6.5 overall satisfaction (out of 10) <i>+0.4 since wave 1</i>		'Grow the sport' Main purpose
Once a month Preferred contact frequency <i>+7.0 since Wave 1</i>		Software & Systems To improve	



Results Snapshot



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



Staff Support was the service Clubs were most satisfied with

6.5

Overall Satisfaction (out of 10)
Council: 7.8
Club: 6.8
Coach: 6.2
Average: 6.5 (+0.4 since wave 1)



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



25 % of respondents indicated that expectation of Tennis Queensland were Not Met, 64% 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 (135 total)

