



CUSTOMER SATISFACTION WITH IMMIGRATION NEW ZEALAND RELATIONSHIP MANAGERS

KEY FINDINGS FROM THE 2010 EMPLOYERS OF MIGRANTS SURVEY

IMMIGRATION SURVEY MONITORING PROGRAMME

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PURPOSE

This report provides the high-level findings from the 2010 Employers of Migrants Survey regarding customer satisfaction with Immigration New Zealand (INZ) relationship managers.

INTRODUCTION

The Employers of Migrants Survey assesses customer satisfaction with services provided by INZ, and the benefits and issues associated with employing migrants. This survey also monitors whether INZ meets the needs of employers, including their knowledge of work related immigration policies and the settlement services available to migrants.

Employers in New Zealand who had contacted an INZ relationship manager were selected to take part in the 2010 Employers of Migrants Survey. These employers were included because they were likely to have migrant employees and they had experience with services provided by the INZ relationship managers.

In total, 369 employers participated in the 2010 survey.¹ Of them, 99 percent employed at least one migrant employee at the time of the 2010 survey. The remaining 1 percent reported that they had employed at least one migrant employee in the last 12 months.²

¹ More information can be found in Appendix 1: Methodology.

² Of the 369 employers, 82 percent reported that they had at least one migrant employee within the last 12 months.

KEY FINDINGS FROM THE 2010 SURVEY

For all surveyed employers:

- Employers were most familiar with Work Permit Policy (93 percent), followed by the Skilled Migrant Category (89 percent) and Work to Residence Policy (87 percent). These policies were also seen as the most useful when recruiting migrants.

For employers who had made contact with INZ relationship managers in the last 6 months:

- Ninety-four percent were satisfied or very satisfied with the overall quality of service from the relationship managers. This result was significantly higher than in the 2009 survey (70 percent).
- Over 90 percent of employers agreed or strongly agreed that the relationship managers were competent (95 percent) and treated them fairly (94 percent). These results were also significantly higher than in the 2009 survey.

"... the relationship managers I deal with are just fabulous. They really do create an entirely different experience for my candidates due to their positive attitudes and helpfulness. These people serve as role models for other agents around the world."

An employer with 100 or more staff

RECENT EXPERIENCE WITH THE SERVICES PROVIDED BY INZ RELATIONSHIP MANAGERS

The results in this section are based on employers who had contacted an INZ relationship manager within the last 6 months (36 percent of employers).

Of those employers who had made contact with INZ relationship managers, the most common reasons for doing so were regarding immigration policy or process (61 percent) and immigration applications (53 percent).

Customer satisfaction increased

- Ninety-four percent of employers were satisfied or very satisfied with the overall quality of service in the 2010 survey. This result was significantly higher than in the 2009 survey (70 percent).
- Nine in 10 employers (90 percent) were satisfied or very satisfied with the amount of time it took to get the service overall.

*"In our experience, Immigration New Zealand has been excellent and the relationship manager is the key. We are grateful for all the work, time and effort put into our organisation by the relationship manager."
An employer with 100 or more staff*

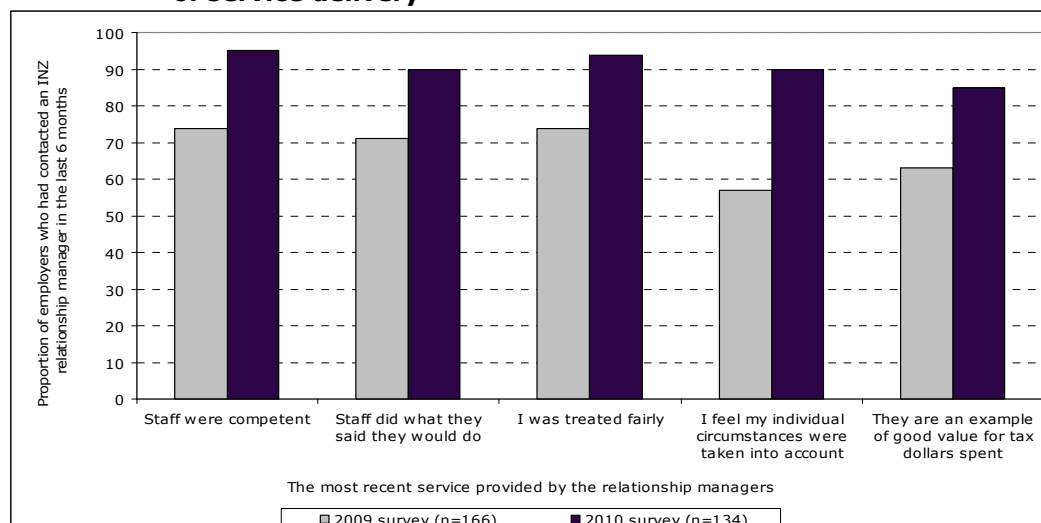
Customer service was very strong

- Over 90 percent of employers agreed or strongly agreed that the relationship managers were competent (95 percent) and treated them fairly (94 percent).
- Nine in 10 employers agreed or strongly agreed that the relationship managers did what they said they would do (90 percent) and they felt their individual circumstances were taken into account (90 percent).
- Eighty-five percent of employers agreed or strongly agreed that it was an example of good value for tax dollar spent.

The proportions of employers who agreed or strongly agreed with these five customer service criteria in the 2010 survey were all significantly higher than in the 2009 survey (see Figure 1).

*"I deal specifically with (the relationship manager's name). He is a fantastic resource to Immigration New Zealand. I cannot recommend him highly enough."
An employer with 1 to 5 staff*

Figure 1: Proportion of employers who agreed or strongly agreed with aspects of service delivery



Source: Department of Labour

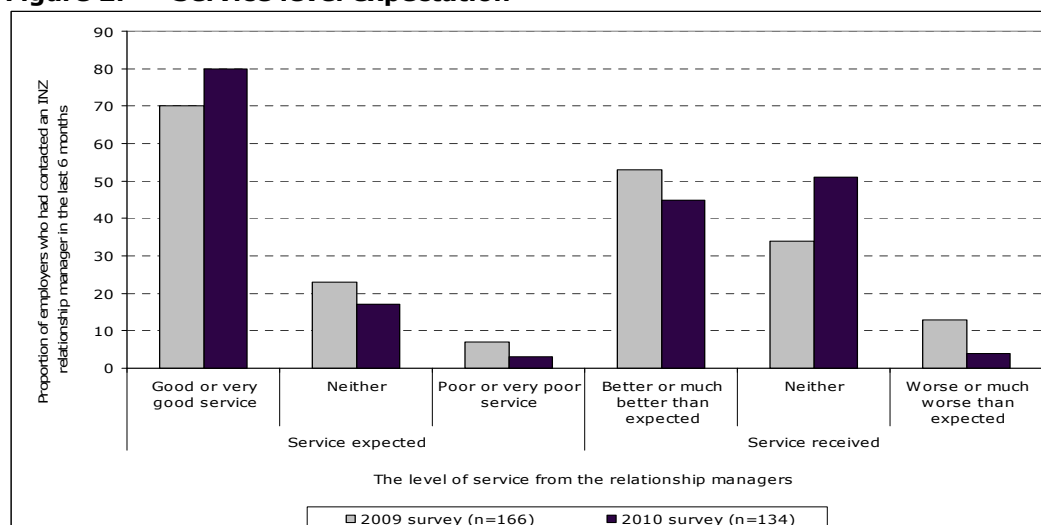
More employers expected good or very good service and fewer employers received the service worse or much worse than they expected

Employers were also asked what quality of service they had expected before going to the relationship managers and whether the expectation was met.

As shown by Figure 2:

- In the 2010 survey, more employers expected good or very good service than in the 2009 survey (80 percent compared with 70 percent).
- In addition, fewer employers received worse or much worse service than they expected (4 percent in the 2010 survey compared with 13 percent in the 2009 survey).

Figure 2: Service level expectation



Source: Department of Labour

COMPARISON WITH INZ CUSTOMER SATISFACTION SURVEY RESULTS

Like the 2010 Employer of Migrants Survey, the 2010 INZ Customer Satisfaction Survey also aims to understand customer satisfaction provided by all INZ branches and to identify improvements.

The Employers of Migrants Survey and INZ Customer Satisfaction Survey have the same core customer services questions. Therefore, these questions' results from the both surveys can be compared directly.

However, the core questions were based on the services provided by different population in both surveys (5 INZ relationship managers in the Employers of Migrants Survey compared with immigration officers across 26 branches onshore and offshore in the INZ Customer Satisfaction Survey).

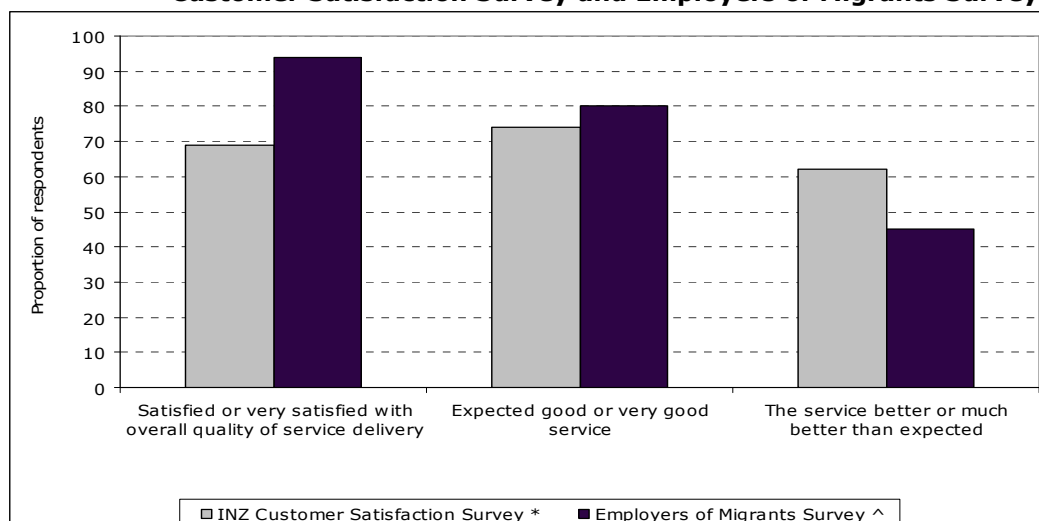
Moreover, the surveyed population in the Employer of Migrant Survey was 134, compared with 2,109 participants in the INZ Customer Satisfaction Survey.

Due to differences in methodology and population, results are indicative only. This section mainly compares the results of the core questions in the Employers of Migrants Survey with in the INZ Customer Satisfaction Survey.

Figure 3 presents the comparisons for the three core questions in the both surveys. These core questions were

- **satisfied or very satisfied with overall quality of service delivery:** the proportion of respondents in the Employers of Migrants Survey was significantly higher than in the INZ Customer Satisfaction Survey (94 percent compared with 69 percent).
- **expected good or very good service before contact INZ:** the proportion of respondents in the Employers of Migrants Survey was higher than in the INZ Customer Satisfaction Survey.
- **the services better or much better than expected:** the proportion of respondents in the INZ Customer Satisfaction Survey was significantly higher than in the Employers of Migrants Survey (62 percent compared with 45 percent).

Figure 3: Comparison of the results of three core questions in the 2010 INZ Customer Satisfaction Survey and Employers of Migrants Survey



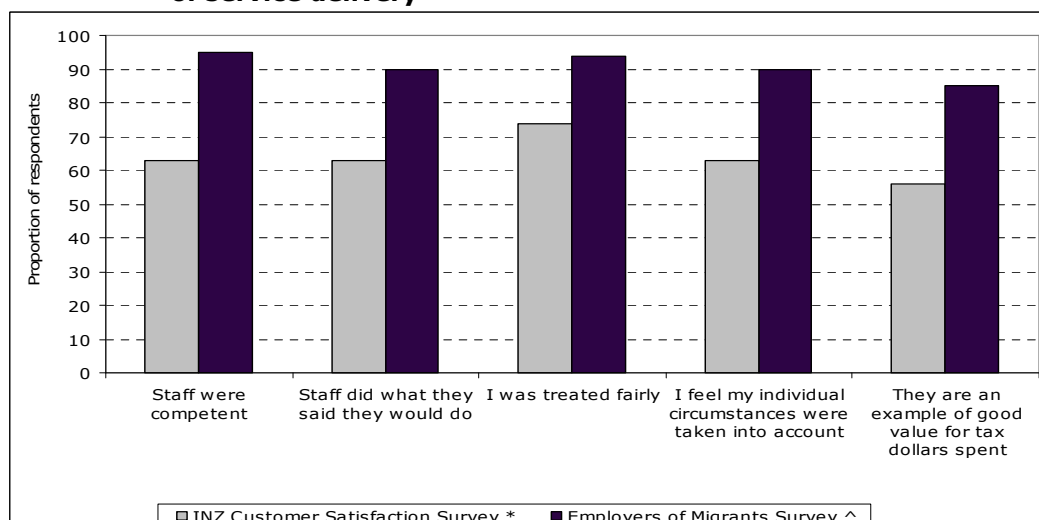
* Based on all respondents (n=2,109) to the 2010 INZ Customer Satisfaction Survey in regards to their most recent experience of the service they received from INZ.

^ Based on employers who (n=134) had contact with an INZ relationship manager in the last 6 months.

Source: Department of Labour

Figure 4 compares respondents who agreed or strongly agreed with the five statements regarding aspects of service delivery in both surveys. The proportions of respondents who agreed or strongly agreed with the five customer service criteria in the Employers of Migrants Survey were significantly higher than in the INZ Customer Satisfaction Survey.

Figure 4: Comparing respondents who agreed or strongly agreed with aspects of service delivery



* Based on all respondents (n=2,109) to the 2010 INZ Customer Satisfaction Survey in regards to their most recent experience of the service they received from INZ.

^ Based on employers who (n=134) had contact with an INZ relationship manager in the last 6 months.

Source: Department of Labour

FAMILIARITY WITH IMMIGRATION POLICIES

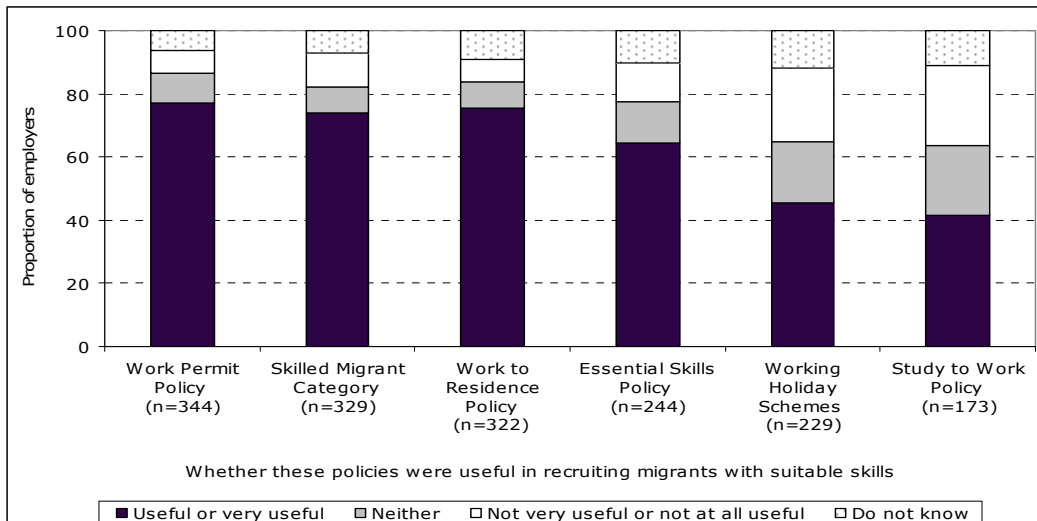
Just over one third of employers (36 percent) reported immigration policies had particular impact on the way the organisation recruited migrant employees. Of those who reported they had an impact, 17 percent reported the impact related to Work to Residence Policy, followed by Licensed Immigration Adviser Legislation (10 percent).

- **Work to Residence Policy:** Most impacted employers said Accredited Employer Policy was very helpful to recruit migrant employees.
- **Licensed Immigration Adviser Legislation:** The majority of affected employers reported they have not provided immigration advice to migrant candidates since the change in legislation for providing advice about New Zealand immigration matters.³

Employers were asked about their familiarity with a number of skilled migration policies. The level of awareness varied for different immigration policies. The top three immigration policies employers were the most familiar with were Work Permit Policy (93 percent), Skilled Migrant Category (89 percent) and Work to Residence Policy (87 percent).

Employers were also asked to rate the immigration policies for usefulness in recruiting migrants with suitable skills for their business. In general, the most familiar policies were the ones reported the most useful (see Figure 5).

Figure 5: Usefulness of immigration policies in recruiting migrants with suitable skills



Source: Department of Labour

³ From 4 May 2010, all advisers providing advice about New Zealand immigration matters must be licensed unless they are exempt, no matter where in the world they provide that advice. For more information visit website <http://www.iaa.govt.nz/news/2010/advisers-must-be-licensed.html>.

FUTURE WORK

The Employers of Migrants Survey is part of the Immigration Survey Monitoring Programme (ISMP). The ISMP monitors new migrants to New Zealand, employers, and the New Zealand public. The purpose of this programme is to build up an evidence base about migrants' settlement and labour market outcomes, employers' experiences with migrants, and community attitudes towards immigration.

The programme will be repeated each year to measure changes and respond to new information needs.

FURTHER INFORMATION

For other reports in the Immigration Survey Monitoring Programme series, please visit the INZ immigration research website <http://www.immigration.govt.nz/research> or email research@dol.govt.nz.

APPENDIX 1: METHODOLOGY

Research New Zealand, an independent market and social research company, was contracted to administer the 2010 Employers of Migrants Survey. The Department of Labour provided the contact details of employers who had contact with an INZ relationship manager to Research New Zealand under strict confidentiality.

Questionnaire

The 2010 survey questionnaire was designed by the Department of Labour to collect information about customer satisfaction with the INZ relationship managers, and whether immigration policies were useful in recruiting migrants with suitable skills for their business.

This survey uses the Common Measurement Tool (CMT) questions which are advocated by the State Services Commission. These are benchmark questions that will be used going forward and will allow for comparisons with other users of the CMT. These include internal users and external users of the Department of Labour, both nationally and global.

Response rate

Employers were selected from a database of those who had contact with an INZ relationship manager. These employers were likely to have migrant employees, and to have experience with services provided by the INZ relationship managers.

In total, 1,226 employers were invited to take part in the 2010 survey. Of them, 244 employers were ineligible or could not be reached. In final, 369 employers participated in the 2010 survey (259 online and 119 via telephone interview). The overall participation rate was 38 percent.

