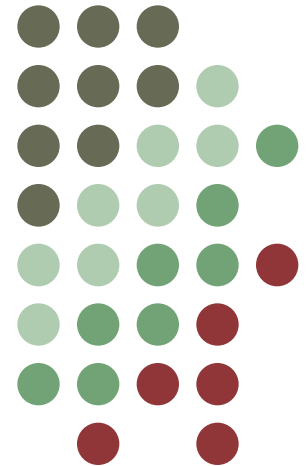


Summary of Key Results from the 2016/2017 Survey of Visa Applicants Who Used a Licensed Adviser

Survey undertaken by: Premium Research

Report prepared: August 2017

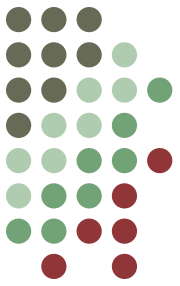


Background

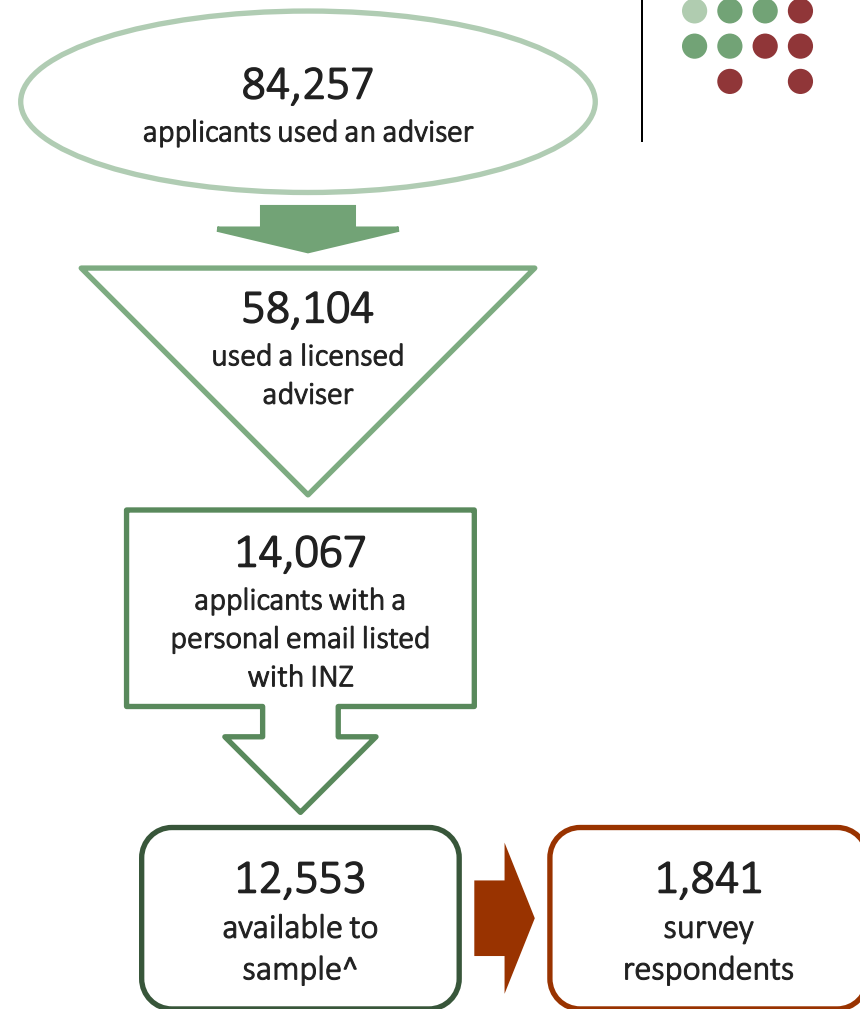
- The Immigration Advisers Authority (IAA) has surveyed clients who have used a licensed immigration adviser since 2009.
- The aim of the research is to monitor licensed adviser performance and provide information that will assist IAA to regulate and support licensed advisers.
- This document provides a summary of the key findings of the surveys conducted in the 2016/2017 financial year.



Survey Approach & Sample



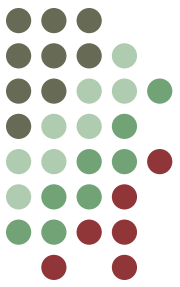
- The survey was undertaken using an online methodology.
- Applicants who had received a decision on their application (between 1 July 2016 and 30 June 2017) and were recorded by Immigration New Zealand as having used a licensed immigration adviser with a personal email address on record, were invited to participate. NB: The results of the survey are only generalisable to clients with a personal email address.*
- Survey data was collected over a 12 month period in three waves during 2016 and 2017.
- A response rate of 23% was achieved after excluding undelivered emails (592) and ineligible respondents (279) (the same response rate as in the 2014/15 survey).



* 24% of applicants who used a licensed adviser had a personal email recorded on the INZ database (the same proportion as in 2015/16 but up from 16% in 2013/14)

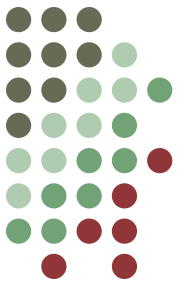
^ This figure excludes duplicate emails and those who had received an INZ survey in the last 183 days

Key Headlines

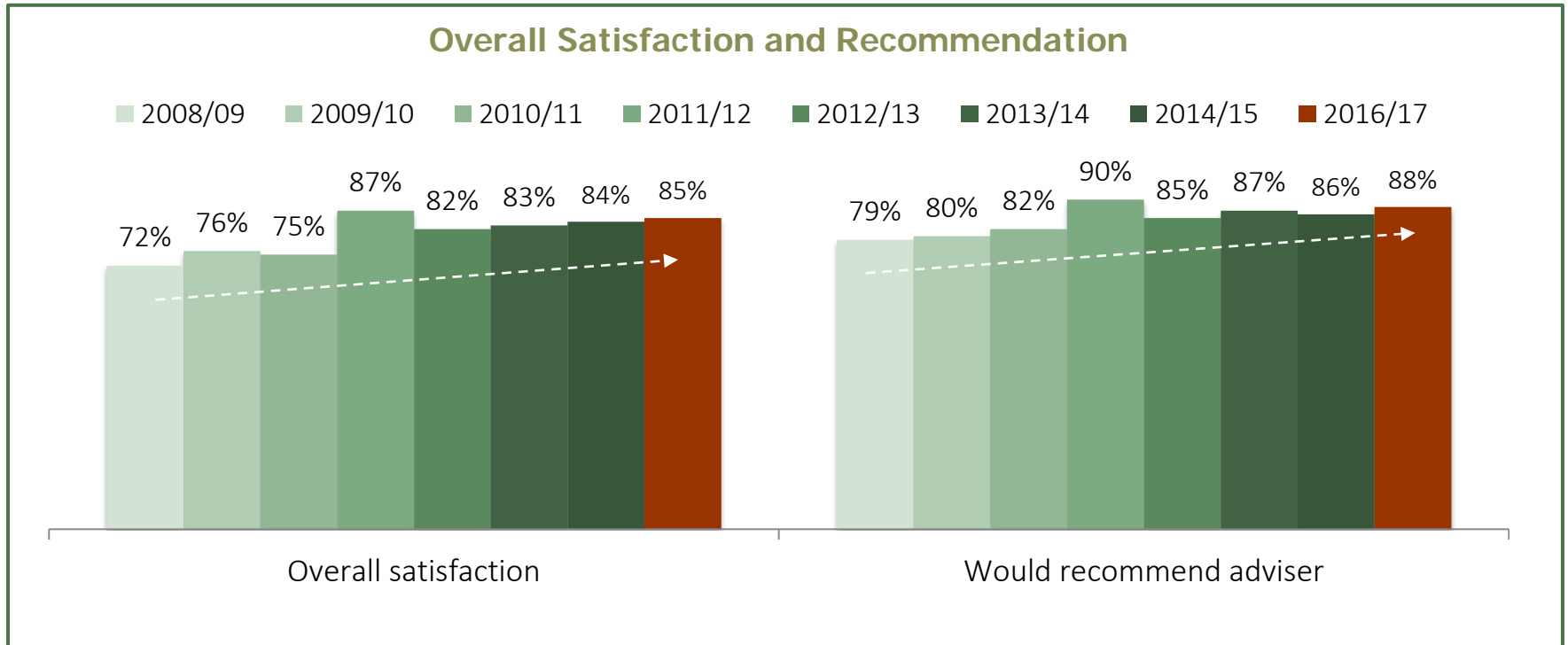


- The 2016/17 survey results show satisfaction with the service provided by licensed advisers remains high and stable.
- As in previous surveys, more than eight in ten clients were satisfied with the overall service they received and were willing to recommend their adviser.
- This year there has been an increase in satisfaction among clients who used an adviser located offshore, for the first time bringing satisfaction in line with clients who use an NZ-based adviser.
- Positively, dissatisfaction remains low, with just 6% dissatisfied. Primary reasons for dissatisfaction were that the process was too slow, the adviser was not knowledgeable and the cost was too high.
- Adviser performance measures remain high, but do show a small drop (of 4% or less) in ratings from 2014/15 for 12 of the 34 measures. Just one measure shows an increase.
- Adviser performance on compliance aspects remains below ideal and has slipped since 2014/15. Just 42% of clients said they were aware of how to make a complaint and just over half received a copy of the Licensed Advisers Professional Standards.
- Overall, the visa application process is somewhat difficult for many clients, with a quarter saying the effort required was more than they expected. The key areas of difficulty are around the amount of documentation required and the overall complexity of the process.

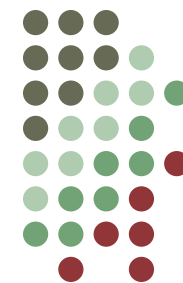
Overall Satisfaction



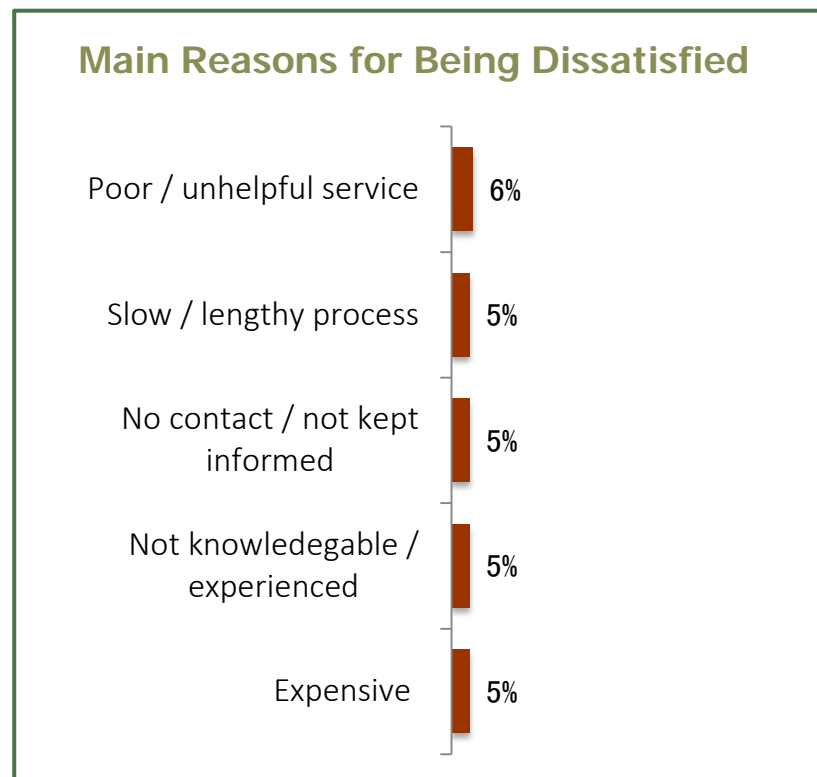
- 85% of applicants who used a licensed adviser were either very satisfied or satisfied with the overall quality of service received.
- 88% said they would be highly likely or likely to recommend their adviser.
- Both of these results have remained fairly stable over the past three surveys, but positively show an overall upward trend since the survey's inception.



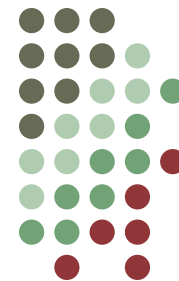
Drivers of Overall Satisfaction / Dissatisfaction



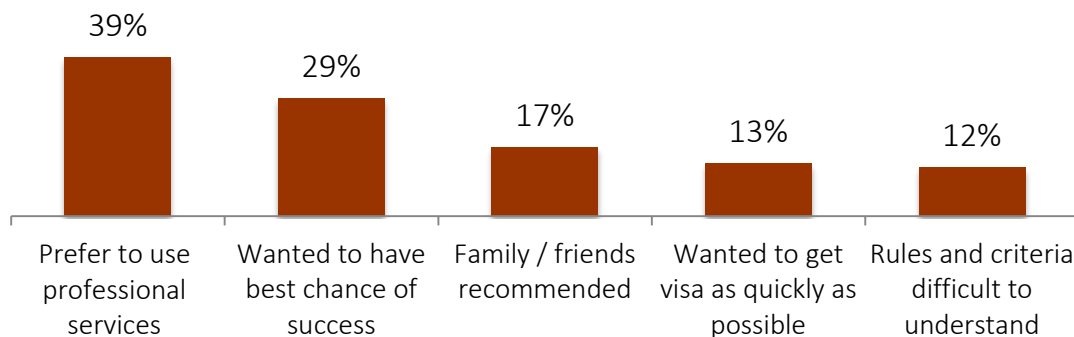
- The main reasons for being satisfied /dissatisfied overall with the service received are shown below.
- The reasons given for being both satisfied and dissatisfied have remained largely unchanged over time.



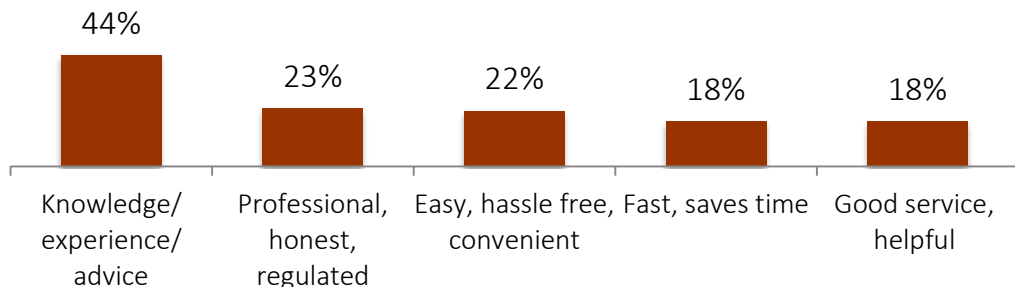
Reasons for & Benefits of Using a Licensed Adviser



Top 5 Reasons for Using a Licensed Adviser

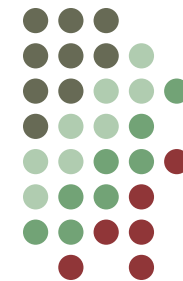


Top 5 Benefits of Using a Licensed Adviser



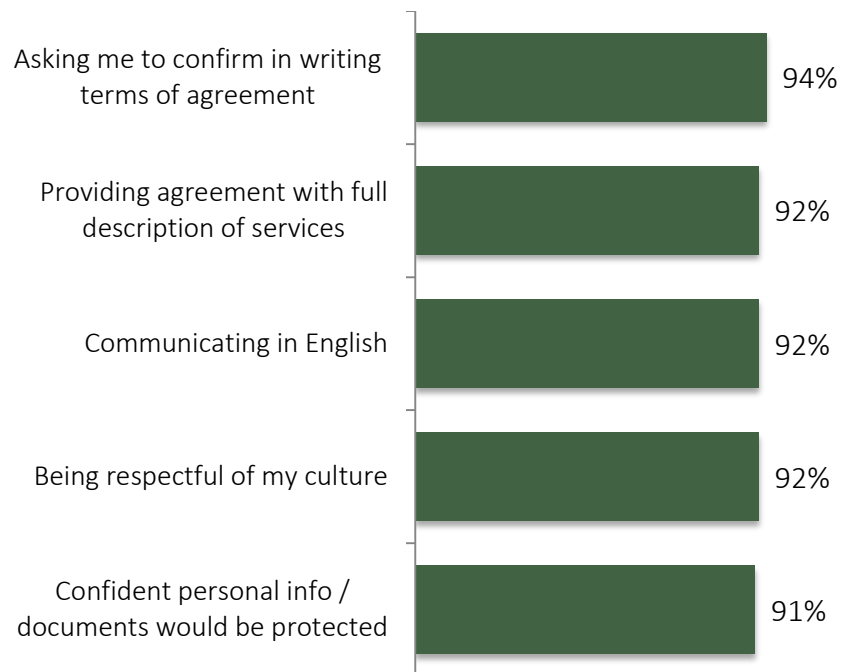
- The top 5 **reasons** for using an adviser remain the same as in previous years. Wanting to use professional services and wanting to have the best chance of success are the key drivers.
- The top 5 main **benefits** for using a licensed adviser are the same as in 2014/15 with 'professional, honest' continuing to show a small increasing trend over time.

Adviser Performance

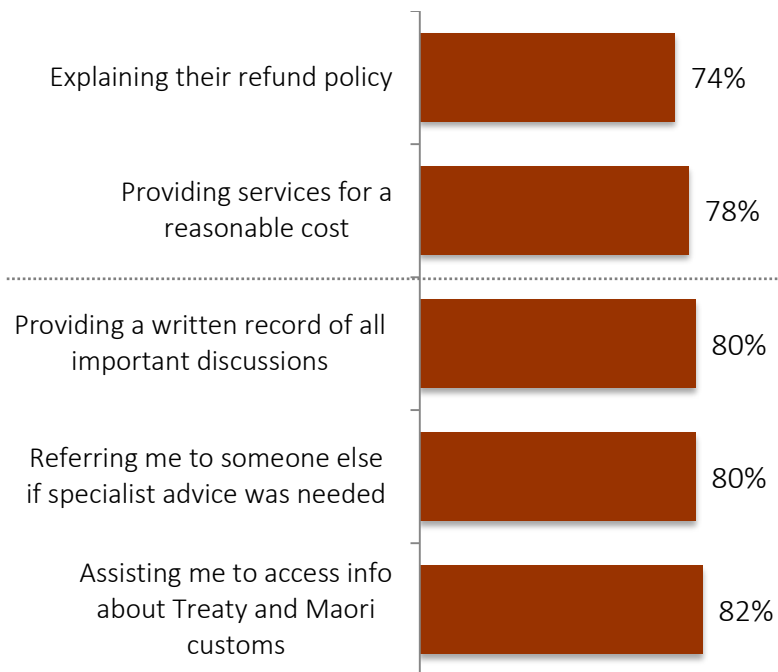


- Ratings of adviser performance on the 34 service attributes measured in the survey ranged from a high of 94% to 74%.
- Advisers were rated as performing 'very well' or 'well' by 80% or more of clients on all but two of the measures, both related to cost.

Top 5 Areas of Performance 2016/17



Bottom 5 Areas Performance 2016/17

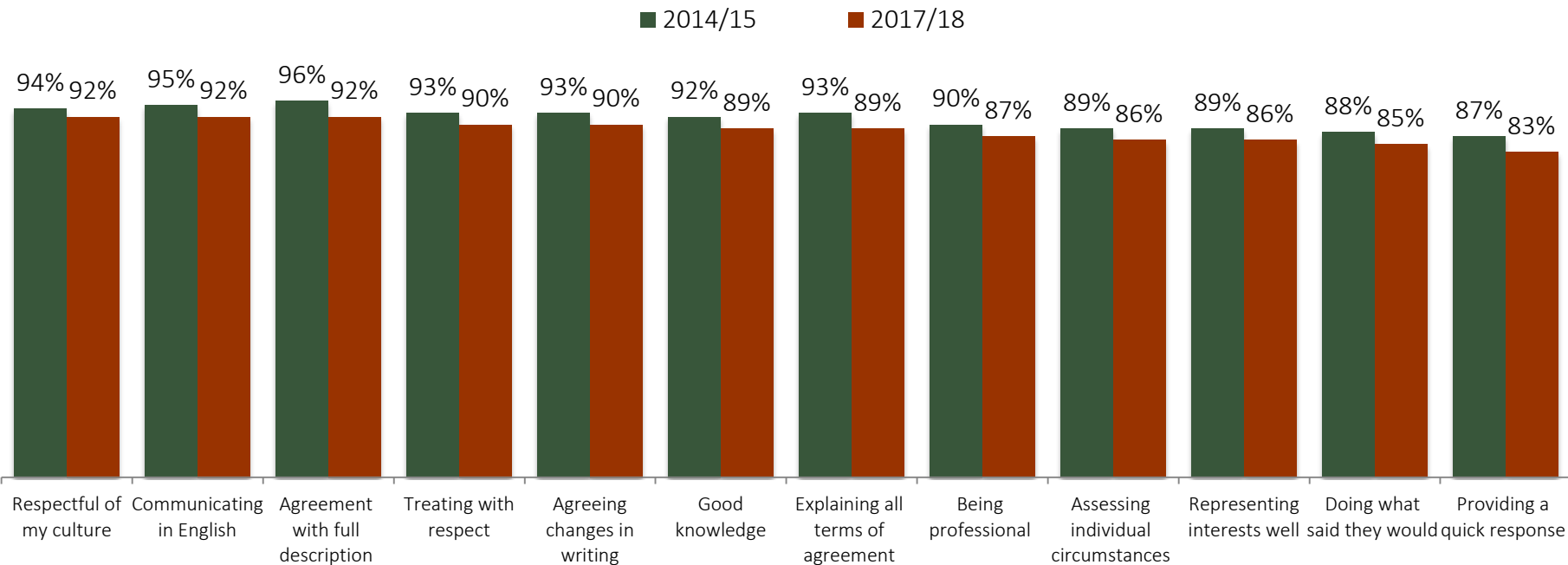


Adviser Performance Improvement



- Adviser performance continues to be rated highly, but with 12 attributes (shown below) rated a little lower than in 2014/15 and only one attribute (making it clear how much services would cost at the outset) showing an increase from the last survey.
- ‘Referring me if specialist advice is needed’, is the only attribute to show a consistent increasing trend over time (up from 73% in 2012/13 to 80% in this year’s survey).

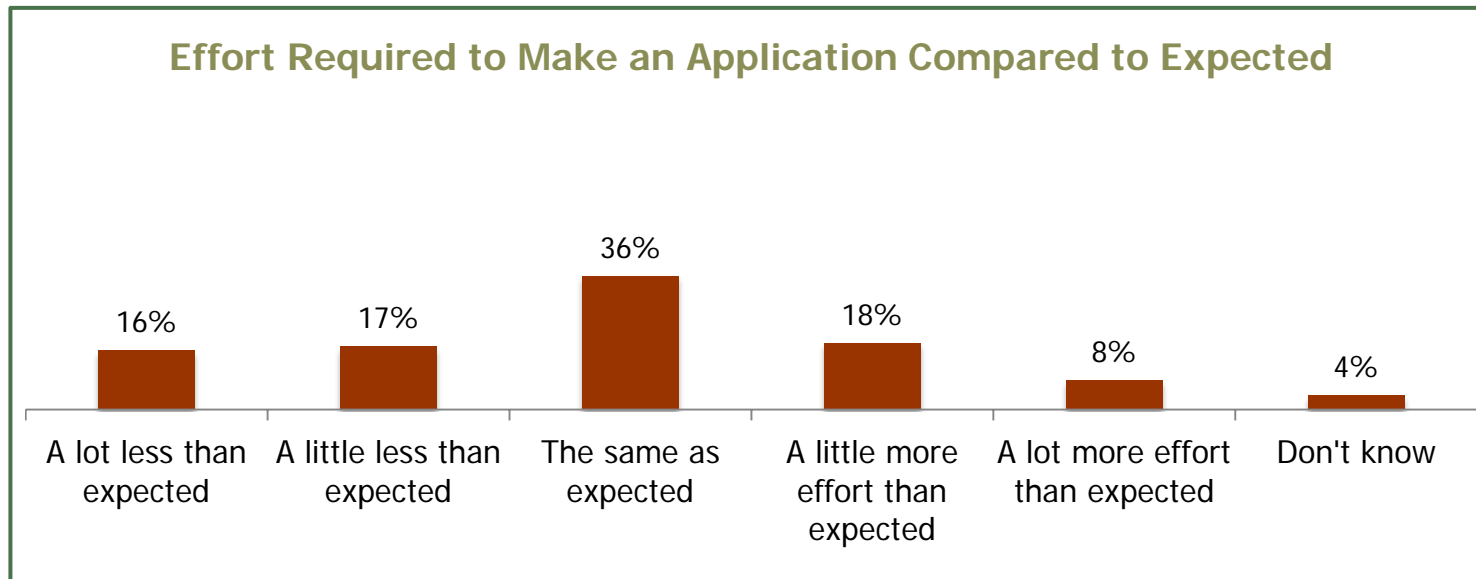
Adviser Performance Decreases from 2014/15



Overall Ease of Making an Application



- Despite using an adviser, the overall process of applying for a visa is still seen as difficult by around a quarter of clients (26%).
- The main reasons for feeling the process is difficult were: the amount of evidence/supporting documents that need to be provided (22%) and the difficult and complex overall process with lots of 'red tape' (16%).
- The reasons given for feeling it was less effort than expected were: the adviser helped/did the work (19%) and that it isn't difficult if you follow the processes and rules (9%).



Suggested Improvements

- The same themes in clients' suggested improvements were evident in this year as in previous years.
- Clients are seeking clearer and more detailed information on the process, a friendly/helpful service overall and ongoing proactive updates on progress.



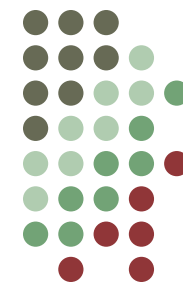
Top 8 Suggested Improvements



Let clients know all the steps in the process so that applicants know what will happen next, instead of telling them what to do right before it.

More regular updates of visa application status progress by email would be great.

Awareness and Compliance



- Adviser performance on compliance aspects remains below ideal, with evidence of a decreasing trend in clients being provided with a copy of the Licensed Advisers Professional Standards and ensuring clients are aware of how to make a complaint.
- Positively, the provision of written agreements has increased this year, back to earlier survey levels.

