



# 2022 Net Promotor Survey

Hawaii Readout

# NIC Hawaii NPS 2022 Survey

## What

- A Net Promoter Score (NPS) is a customer satisfaction benchmark that measures how likely your customers are to recommend your business
- Typical benchmark that companies use to measure, evaluate and improve customer loyalty

## Why

- Master Portal Contract
- Different from other benchmarks, such as customer satisfaction score or customer effort score, in that it measures a customer's overall sentiment about a brand, versus their perception of a singular interaction or purchase.
- NIC Hawaii has historically captured feedback for individual services
- Establish a baseline and quantify metrics

# NIC NPS 2022 Survey

## HAWAII RESULTS

### Goal

- Baseline current satisfaction with NIC services using NPS (Net Promoter Score)
- Deliver insights and recommendations to the Hawaii State Enterprise

### Methodology

- Survey consists of an NPS question and 2 additional questions
- Participants included decision and non-decision makers
- Responses tracked via SurveyMonkey and data analysis in PowerBI

# Hawaii NPS Survey Results



## NUMBER OF RESPONSES

RECIPIENTS

264

RESPONDERS

34

AGENCIES

28

PROMOTERS

29 | 85%

PASSIVE

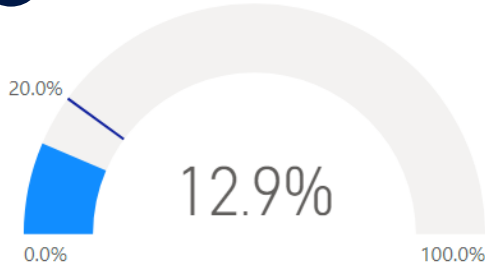
2 | 6%

DETRACTORS

3 | 9%



## RESPONSE RATE



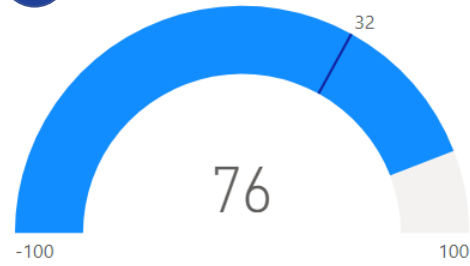
Industry average NPS survey response rate: 20%



NIC average NPS survey response rate: 26%



## NPS SCORE



NPS benchmark for software industry: 32

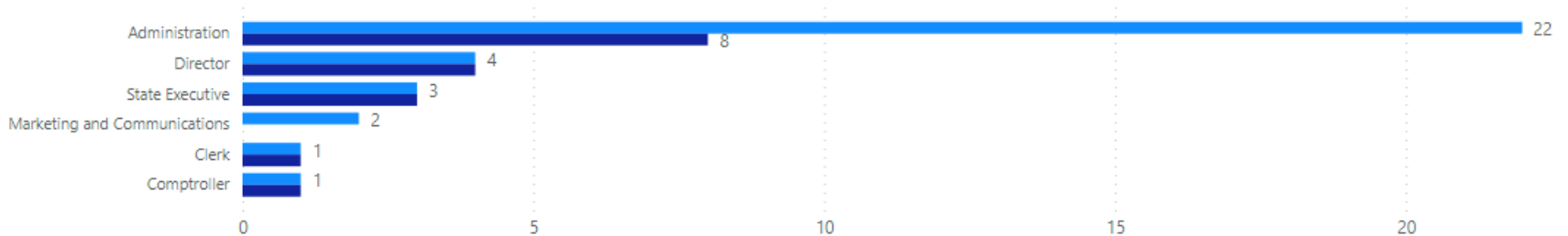


NPS benchmark for NIC Division: 46



## RESPONDERS BY JOB TITLE CATEGORY

● Responders ● Decision Makers





# Response Breakdown

- NPS Score is **above target** at 76
- **53%** of Responders are **Decision Makers**
- **85%** of Responders are **Promoters**
- **65%** of Responders have the Job Title Category of 'Administration'
- **68%** of Responders are **overall satisfied** with NIC Hawaii's services

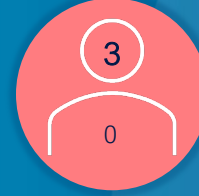
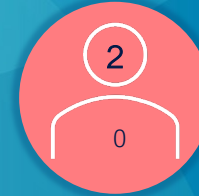
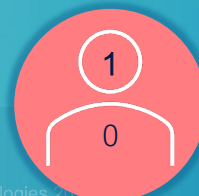
## PROMOTERS



## PASSIVES



## DETRACTORS

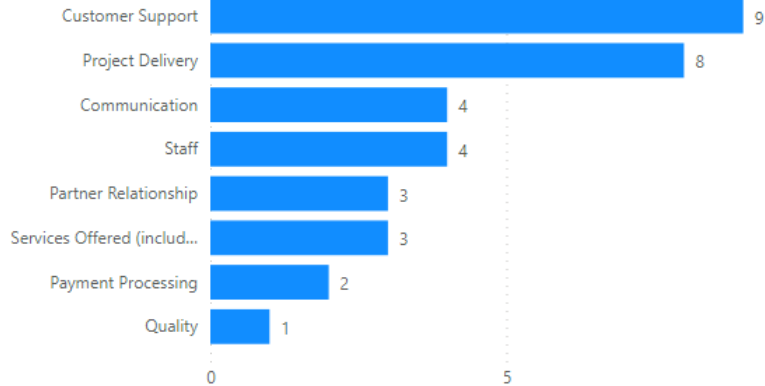


# Key Insights

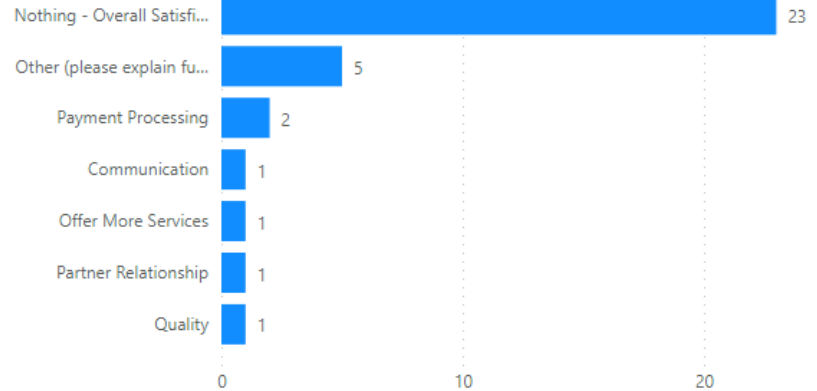
## HAWAII SURVEY RESULTS



### Satisfaction Themes



### Constructive Feedback Categories



# Top 3 Satisfaction Areas

## Customer Support



“Jamie Kinion and her CS group have always gone above and beyond for our staff and customers. We appreciate them greatly!”

“Overall, customer support, communication, and the sense of partnership that we have established has made working with NIC staff and my program's application, I believe a user friendly product that meets my program needs. We are hoping the next phase of this project that the public will also find it useful and easy to use.”

## Project Delivery



“Most everything on the list is great! Knowledge staff/ team /IT and really collaborative in all aspects especially coming up with customized fixes and solutions that answers to needs”

“I appreciate the high attention given to testing and the user experience.”

“On time and on budget!”

## Communication



“Our project manager (Steffi), along with the rest of the development team has been so supportive and responsive in addressing our needs to make the system work for us and our users. Thank you!”

# Top 3 Constructive Feedback Areas

## Nothing – Overall Satisfied



“NIC under Burt Ramos has been outstanding and getting excellent results. We appreciate his team’s flexibility to adapt requirements and be willing to work with the State to get our online delivery in a better place.

We have been working with the NIC staff since the Abercrombie administration and have been very satisfied with the working relationship we have established. I especially like that they have set up for us whenever, we do updates a test site to simulate new application updates that I am able to present and demo to staff, this has allowed us to make small changes that we have missed and allows staff to feel that they have a say on application changes that has made buy in and use more successful.

## Other



- Improve service delivery
- Improve timelines
- Lower processing fees
- Standardize technology

The eCheck/ACH processing fee needs to be lower. Even if you make it up with a higher processing fee for credit cards, our County would be able to absorb eCheck processing fees making it more attractive for customers to use this service if we could offer a free way to pay. As it stands, the processing fee is too high for the County to absorb.

“Faster sprint times.”

## Payment Processing



- Improve communication
- Improve processing times

“Private agents are waiting 1 2 months to receive compensation. Phone and email inquiries are met with no response or passed off to mainland counterparts.



**Questions?**