

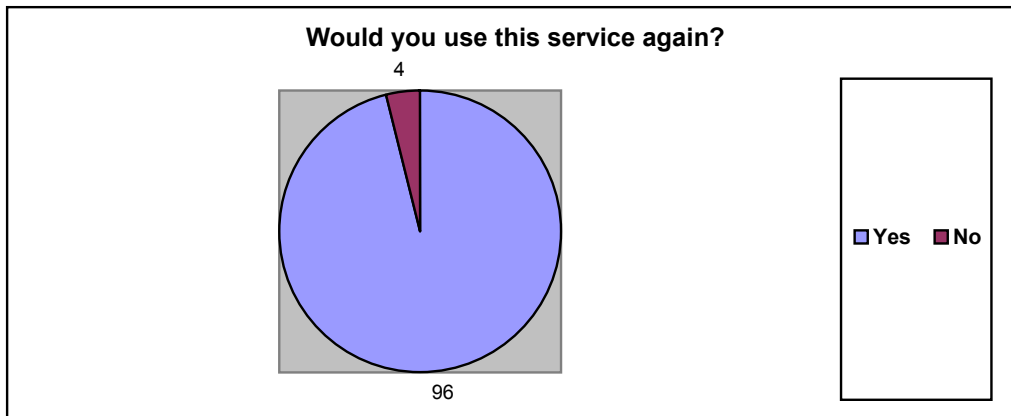
## Trips & Tours Customer Satisfaction Report 2006

Trips and Tours provided 20 separate trips, tours and activities for the year 2006. This included 13 Discover Victoria day trips, 5 adventure activities, 1 Discover Australia interstate tour and 1 ski trip. A total of 585 passengers enjoyed the services on offer with 433 completing a feedback survey for the trip, tour or activity they participated in. This represents a 74% customer response rate.

### Customer Satisfaction Results 2006

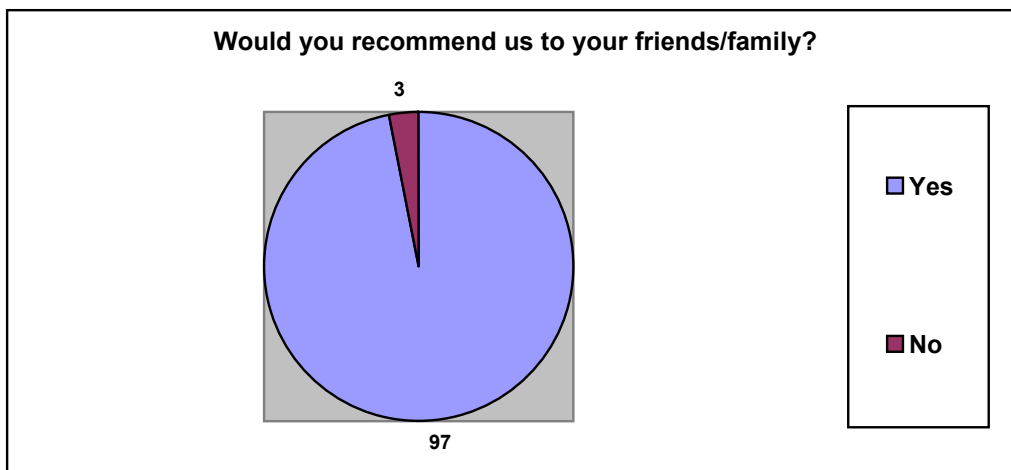
#### Service Targets – Use service again, Recommend us

We aim to achieve 95%+ of responses as 'Yes' to using this service again and recommending us to friends and family.



#### **Would you use this service again?**

2% of responses for this question indicated that they would not use the service again as they would be leaving Australia for good.

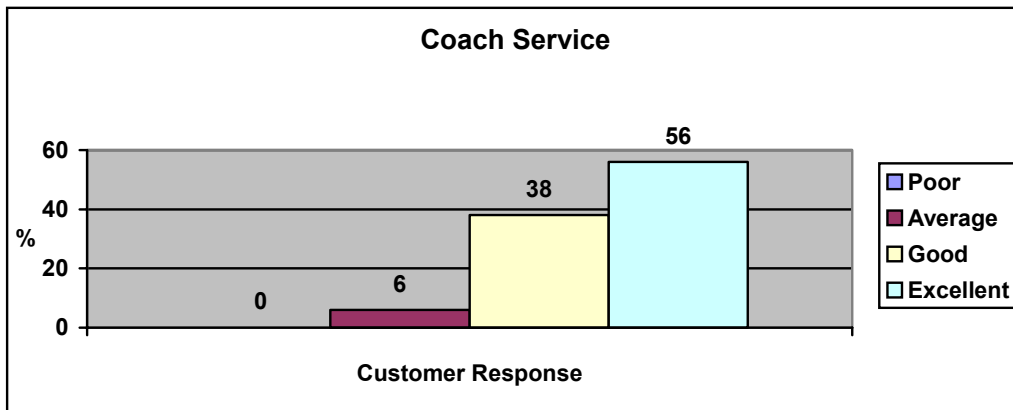
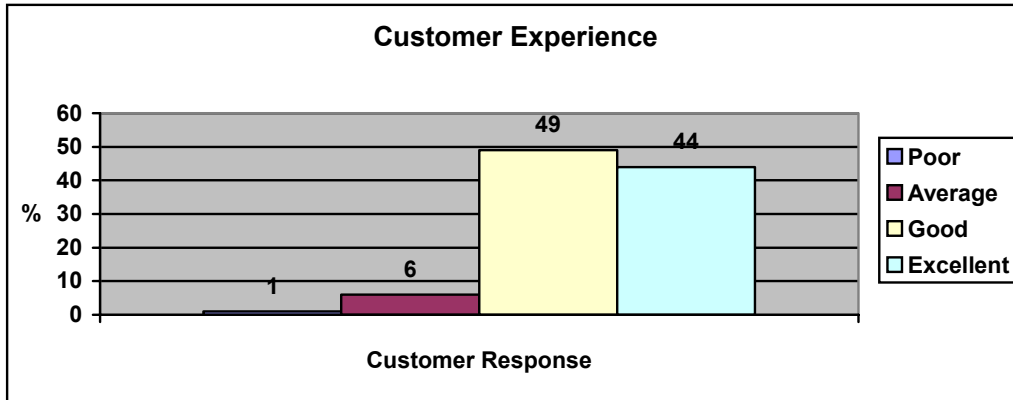


#### **Conclusion**

Service targets for 2005 achieved for both areas with approximately 98% of customers indicating that they would use our service again and recommend us to family and friends.

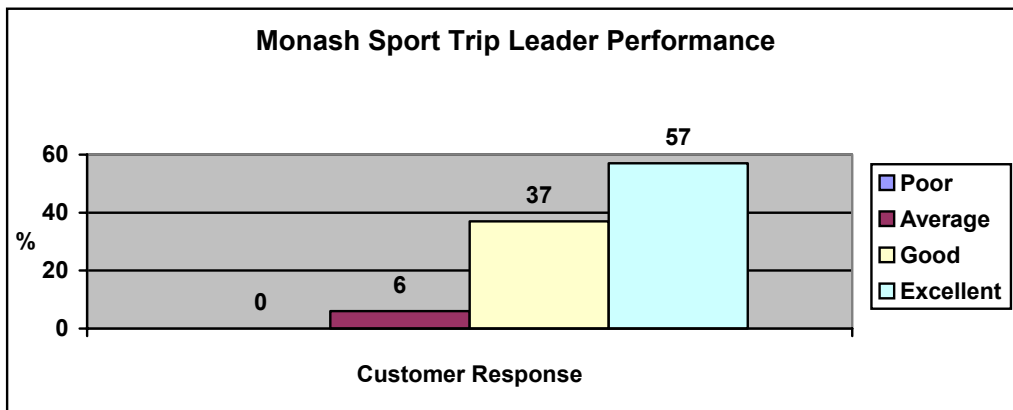
**Service Targets – Customer experience, Coach service, Trip leader performance**

We aim to achieve 90%+ of responses as Good or Excellent in rating.



**Coach Service**

This includes coach facilities and driver professionalism and attitude.

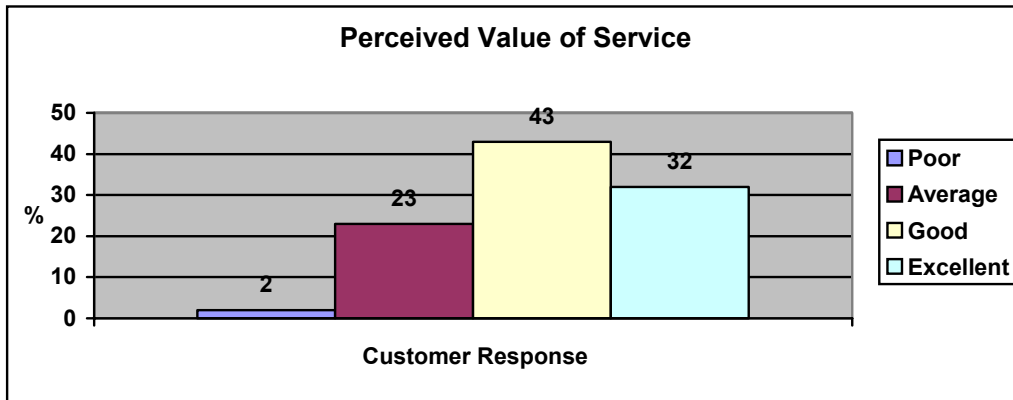


**Conclusion**

Service targets for 2006 were achieved for all areas. Particular attention should be paid to the great job done by Monash Sport staff and volunteers as well as the new coach operators used in 2006. We must keep an eye out on the perceived experience of our customers as this is on the lower end of our service level targets.

**Service Targets – Perceived value**

We aim to achieve 80%+ of responses as Good or Excellent in rating.

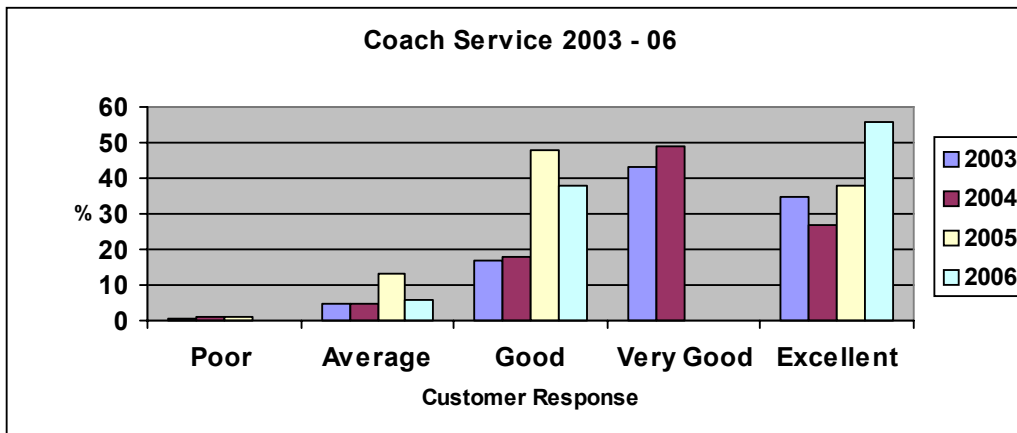


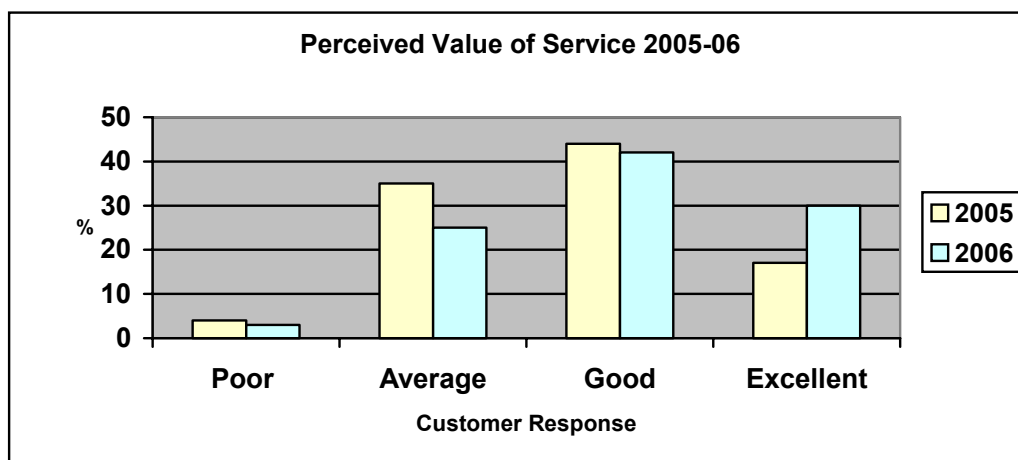
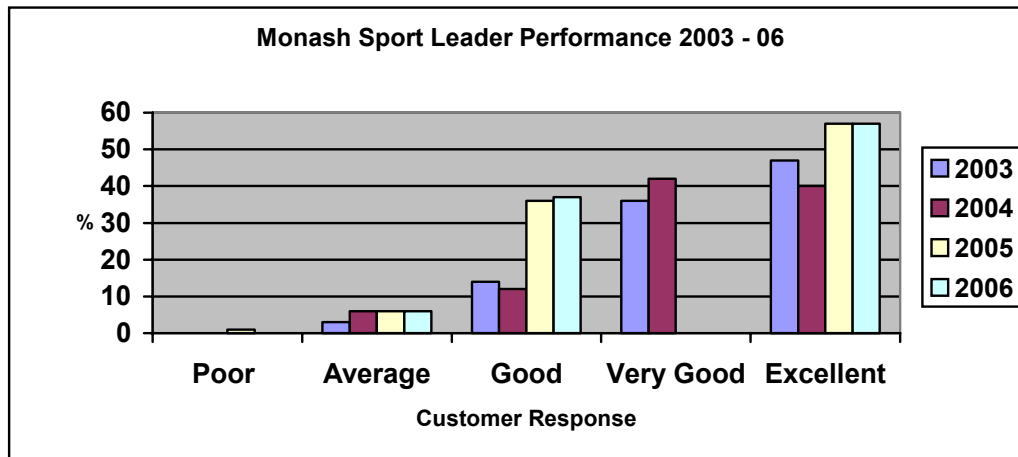
**Conclusion**

Service targets for 2006 have not been achieved for this area. It is the second year we have asked this question in our survey and it is a great improvement on results from 2005. We need to continue working and improving our service in order to provide greater value for all of our customers.

**Customer Satisfaction Comparisons 2003 - 06**

*NB. 2005/06 data DOES NOT include a 'Very Good' column.*





**Conclusion**

**Customer Experience** - in the Good to Excellent columns our customer rating has decreased from around 95% in 2004 to 93% in 2005 and to 90% in 2006. Although still above our service target of 90% it is worth revisiting our operating and service procedures to not only arrest the slide but improve to our 2004 customer experience levels and above.

**Monash Sport Leader Performance** - in the Good to Excellent columns our customer rating has also decreased from 97% in 2003 to 93% in 2005/06. 93% is still well above our service target however it is important to investigate the possible reasons for the decrease in perceived staff performance before it becomes a greater issue. More of our customers rate our trip leaders performance as excellent however.

**Coach Service** – there was a marked decrease in the perceived level of coach/bus service between 2003-05 causing us to change coach operators in 2006. The ratings in the Good to Excellent categories picked up from 86% in 2005 to 92% in 2006 with a huge increase in customers rating the coach service as excellent.

**Perceived Value of Service** – although we have not met our service level targets in this area there has been a huge improvement from last year. 72% of our customers now rate the value of our service as Good or Excellent compared to only 61% in 2005.