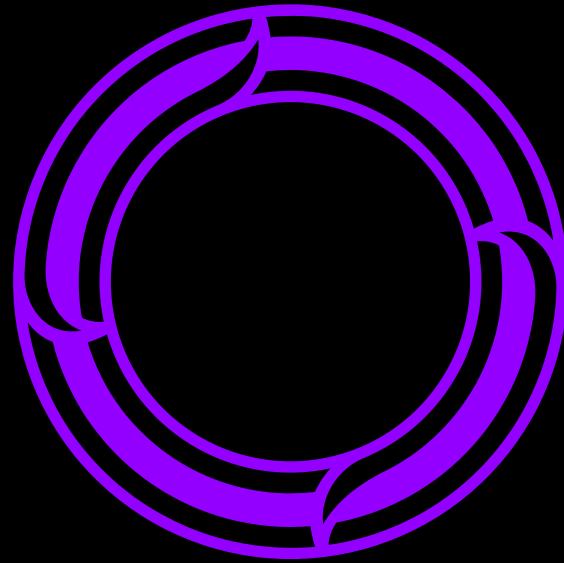




**TE
MAHI
AKO**

Ngā whakataunga | Outcomes
Customer Satisfaction Survey 2024

Towards the end of 2024, we circulated a newly designed customer satisfaction survey, customised for Ākonga, Assessors and Employers. 173 of you kindly took the time to reply:

Ākonga (47%)
Assessors (31%)
Employers (22%)

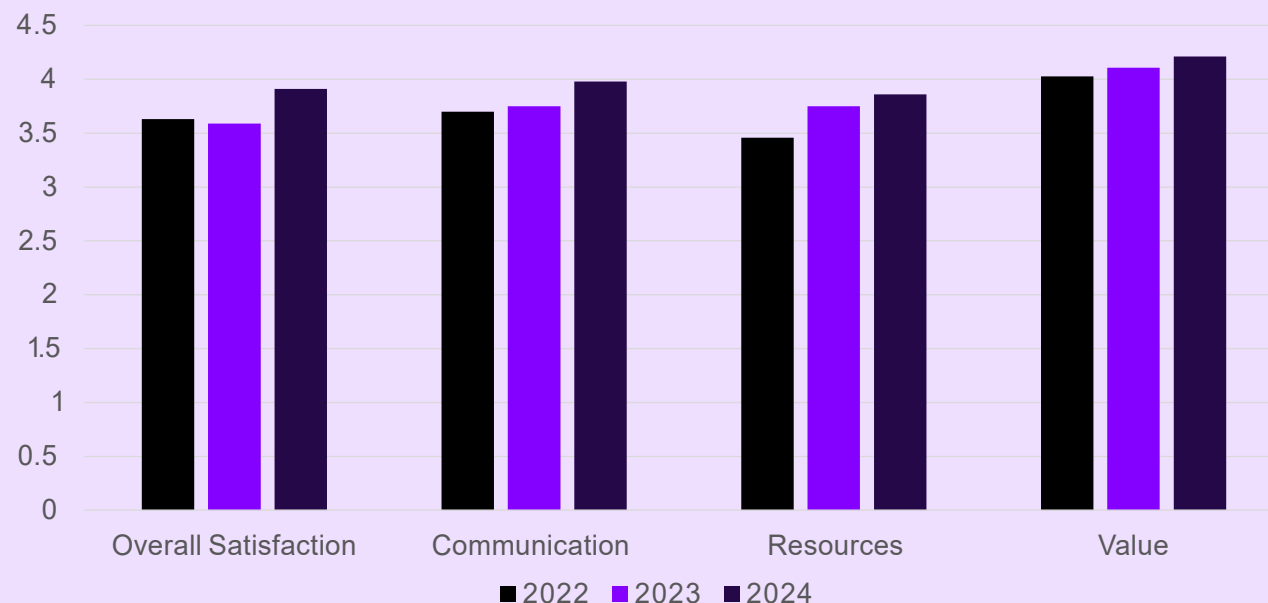
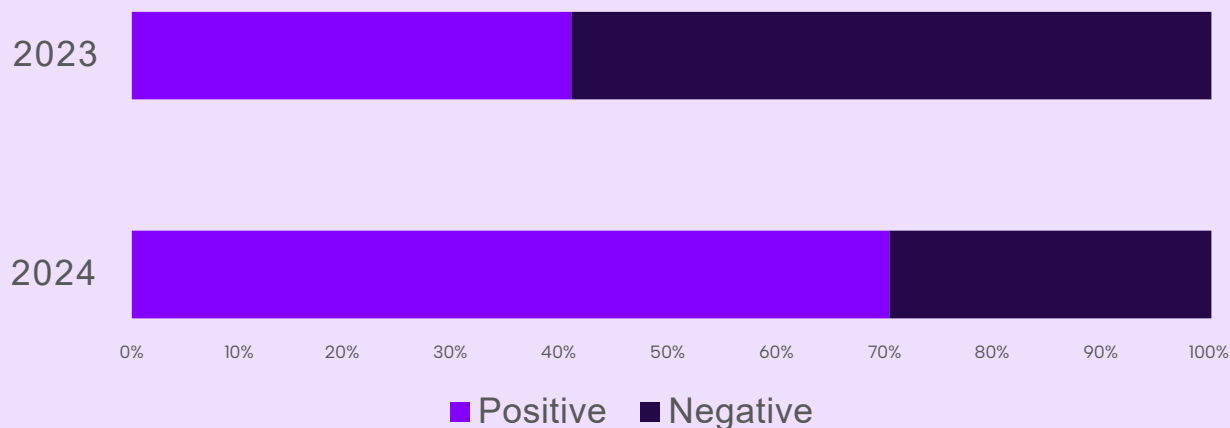
While we did change the way we asked questions which makes direct comparisons to last year difficult, the outcomes are encouraging. For example, you made more positive and fewer negative comments in response to our open-ended questions.

When we looked at four overall key measures of satisfaction we do seem to be seeing year on year improvements. Statistical analysis suggested that these changes are not big enough to be really meaningful, however they are all in the right direction.



NGĀ TATAU | BY THE NUMBERS

Are we doing better?



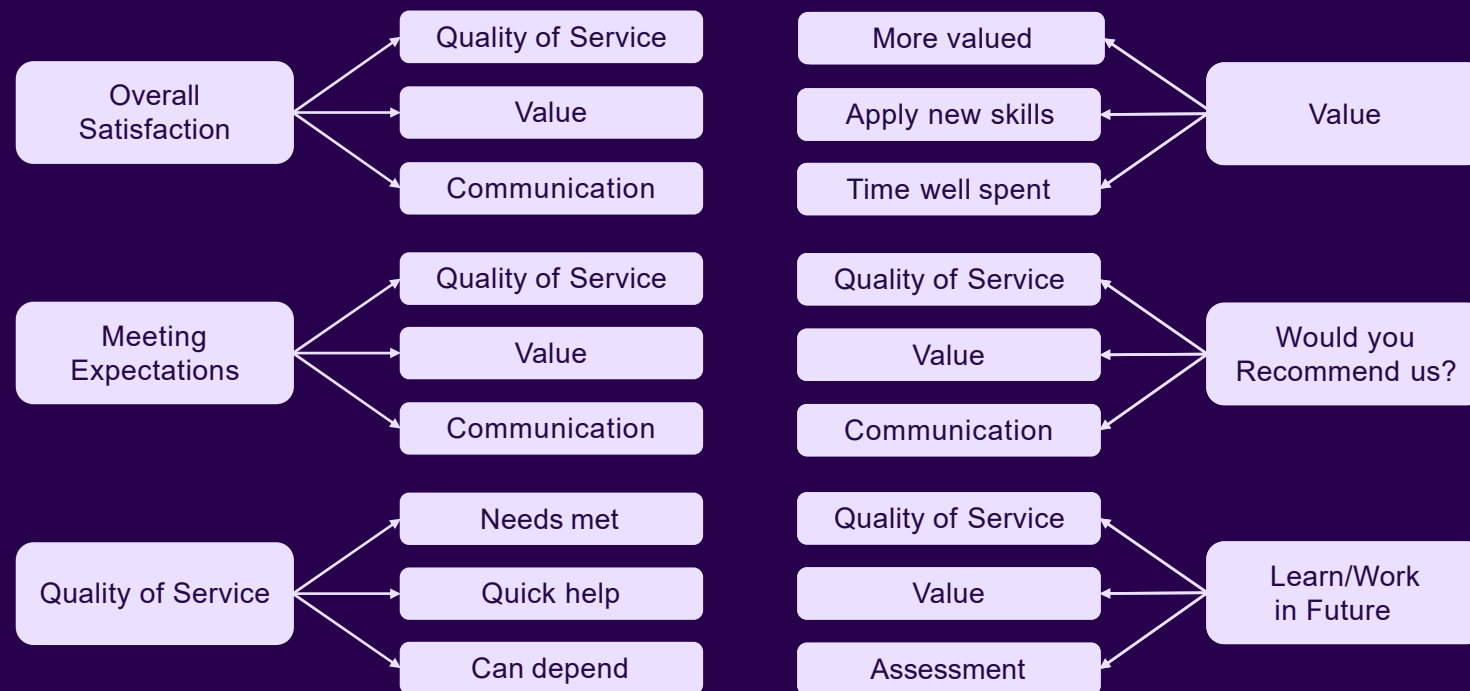
For the quantitative sections of the survey, we asked questions targeting:

Overall satisfaction, Meeting expectations, Quality of service, Value, Recommendation, and Willingness to work with Te Mahi Ako in future.

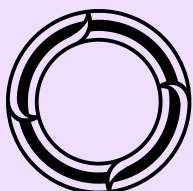
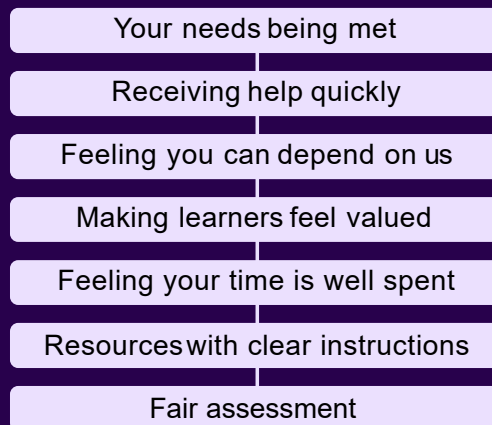
We used a technique called regression analysis to examine the influence these measures had on each other. The clearest message from our analysis was that Quality of service, Value and Communication really mattered to you.

While we seem to be performing well in these areas, it is clear we must keep directing attention and resources to them.

NGĀ WHAKAAWEAWENGA | WHAT INFLUENCES SATISFACTION



Issues that really matter to your satisfaction:



**TE
MAHI
AKO**

NGĀ HOHENGĀ | TAKING ACTION

We heard

You want updated Ākonga resources i.e. videos Industry guidelines/trends/information.

Electronic workbooks would be good training for Mentors/assessors

You would like more peer-to-peer discussion on specific industry assessments and how others in the same industry carry out assessments. You also wanted more opportunities to collaborate with others completing a qualification.

You wanted the Tikanga course back and you would like traditional Māori stories used

You wanted leadership qualifications

You would like us to revisit face-to-face moderation which includes exercises for assessors to complete on the day.

You would like training for external assessors on expectations and processes as well as a communication chain so that assessors know who to go to with queries.

You would like us to introduce more online trainer/assessor forums so that people can get together and discuss any developing trends, provide incident reviews, share training techniques etc.

We're doing

Implementing a new learning design team and framework in which the learning materials accessible for each programme are being closely considered.

Increasing the options for our team to develop content across digital, printed and online methods to better meet the needs of the sectors we work with.

We are currently considering various ways in which we could facilitate communities of practice for our respective audiences and hope to have some new initiatives in place for 2026.

We are proud to have launched our new Tikanga programme and micro-credentials in 2025. This includes traditional Māori myths and legends as well as waiata, karakia and more.

Talking with industries about opportunities - watch this space!

Looking at ways to bring this approach back to life, likely as a virtual event however, given the resources and logistics of in-person sessions which has been a barrier to previous success.

Currently enhancing our assessor induction with more detail on our values and expectations etc. We are also developing a welcome pack for new Assessors that provides key contacts and information along with exploring options for an online portal to host this info.

Loving this idea and will look to develop this further.

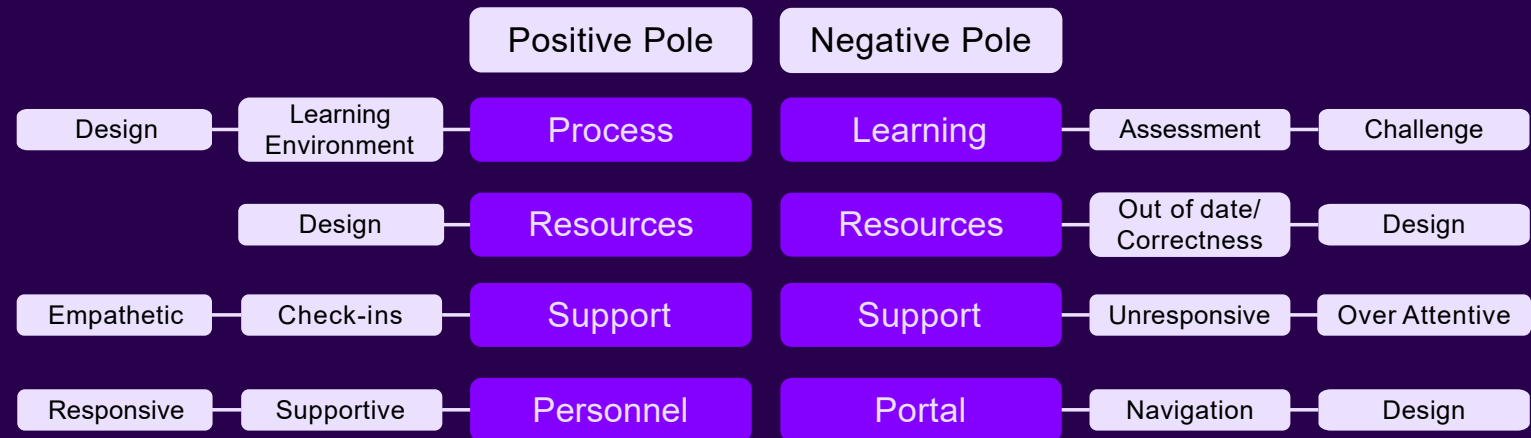
We took the data from your open-ended questions, categorised and summarised them using polar dimensions and word clouds.

We then looked at the positive and negative poles to see what mattered most for your satisfaction.

Through our 'Support', we saw you loved our check-ins but not when done too often. With our 'resources' we learned these are performing well however we need greater consistency across our offerings.

We also saw that some of you felt our learning could be more challenging.

NGĀ POU PAEARU MAHI | OUR PERFORMANCE POLLS

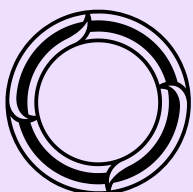


Positives

availability qualification knowledge
supportive navigation
check-ins sufficient
confidence skills
responsive other
advisor value
design knowledgeable
learning empathetic
feedback environment

Negatives

workload assessment enrolment
correctness
resources materials booklets
navigation
learning date
rpl paper general
challenge
support suggestion documentation insufficient
moderation availability unresponsive



**TE
MAHI
AKO**

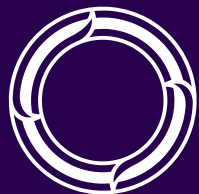
Kounga
Quality of service

Tautoko
Support

Whakawhiti kōrero
Communication

Rauemi
Resources

Uara
Value



TE
MAHI
AKO

KIA NGĀTAHI | TAKEN TOGETHER

Combining findings from qualitative and quantitative responses to our survey we found that these were the five things we should be focussing on in 2025.

Ngā mihi to you all for sharing, we are now looking forward to doing even better in 2025 thanks to you.

