

# NGS SUPER MEDIA RELEASE

10 February 2011

## Survey reveals key drivers of positive customer experience for NGS Super

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Giving the right information, being courteous and polite, and resolving issues quickly, are the top three drivers behind a strong Net Promoter Score (NPS), NGS Super found in a recent survey.

The survey, facilitated by the Fund Executives Association Ltd and now in its second year, asked members how likely they were to recommend their fund on a scale from 0–10 and reasons for their score. The scores were then calculated based on the proportion of ‘promoters’, ‘detractors’ and ‘passives’ for 19 super funds, with final Net Promoter Scores (proportion of promoters less proportion of detractors) ranging from +30 to –11.

NGS Super emerged as the most improved fund in the survey, improving their score by 11 points in 2010, and rising to 4<sup>th</sup> position – just four points behind the leading fund.

Analysis of the results revealed that giving the right information, being courteous and polite, and resolving issues quickly were the top drivers of customer satisfaction for ‘promoters’. Holding time on the phone and investment performance were relatively weak drivers, ranked 8 and 10 respectively. According to NGS Super, these insights will help drive the fund’s member service in 2011.

“The most important finding was that the major factors driving customer satisfaction are actually the small things over which we have control. For example, 46% of promoters said that “the ability to receive the right information” and being “courteous and polite” are their major drivers. So if we continue to do these things, our NPS will continue to increase,” said Mr Anthony Rodwell-Ball, CEO of NGS Super.

NGS Super points out that its call centre, managed by outsourcing partner Mercer, was closely linked to the NPS results. When surveyed, the fund members had all contacted the call centre in the previous month.

“There is no doubt that the service provided by the Mercer Customer Service Team has played a big part in our improved results. Since beginning our partnership in November 2009, we’ve worked very closely with Mercer to make sure they have a deep understanding of the fund and our culture. This is an example of how outsourcing, when done well, genuinely improves the member experience,” Mr Rodwell-Ball said.

He adds that both the fund and Mercer have invested significant time and resources to make the partnership work.

“Members of the Management Team regularly visit the call centre to update staff on internal developments, we provide incentives for customer service excellence, and we invite employees to give feedback about processes such as forms. These kinds of ongoing initiatives are central to our partnership approach,” said Mr Rodwell-Ball.

Sandy McCarthy, Asia-Pacific Leader for Mercer’s Outsourcing business, said that customer service is at the heart of member satisfaction and retention.

“High-quality customer service is a core focus of Mercer’s partnership with NGS Super. Ultimately, if we want members to be engaged with their super, we need to make their interaction with the fund a positive experience. These results demonstrate that this is increasingly the case for NGS Super and its members,” she said.

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