



Government Actuary's Department

Client Survey
2016 - 2017

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Foreword

Our mission at the Government Actuary's Department (GAD) is to support effective decision-making and robust reporting within government, as the first-choice provider of actuarial and specialist analysis, advice and assurance.

We are very aware of the challenges that our clients are facing from the ongoing reform of public services. These pressures mean they are having to adopt and embrace ever more efficient means of delivery and smarter ways of working.

At GAD we recognise that the expectations of both our clients and the public are changing. It is critical that we continue to change and remain alert to the new challenges and opportunities that it brings. Unless we embrace that change, we risk falling short of achieving our mission and of delivering what our clients need.

We therefore remain committed to:

- **continuously improving** both the quality and value of our professional services
- **enhancing our services** through new ideas and innovation
- continuing to grow and develop our **positive engagement with clients and stakeholders** across government

As we are now two years into our [five year strategic plan](#), this 2016-17 survey of client satisfaction provides an opportunity to gauge our clients' views on how we are performing.

We sent 126 invitations to 72 of our clients, to which we received 52 responses (41%) from 44 clients (61%). The results, along with many face to face meetings and other feedback, will help to shape our client priorities for 2017-18 and beyond.

The survey's results are summarised in the following pages, grouped under these headings:

- Overall
- Our values
- Our service
- Our mission

Thank you to all clients who have responded to the survey.

Martin Clarke
Government Actuary

"Our mission is to support effective decision-making and robust reporting within government, as the first choice provider of actuarial and specialist analysis, advice and assurance."



Overall

GAD's absolute priority continues to be providing a high level of service to our clients, by identifying their requirements and delivering them as effectively and efficiently as possible. We don't exist to make a profit or to grow our business for its own sake, but to do the best we can for the taxpayer. We believe being at the heart of government brings additional benefits for our clients.

We continue to remain focused on developing our relationships with our clients, whilst maintaining our clients' assessment of us as being 'highly valued'.

We therefore asked our clients how they rate us for being 'highly valued'.

The results, where 10 is 'excellent' and 1 is 'very poor', are shown in the table below:

'Highly valued'	2017
Average score out of 10	8.8
Percentage of scores of 8 or more out of 10	90%

We really appreciated the qualitative comments provided by 39 respondents (75%). These combined comments are illustrated by the word cloud below. We were delighted with the positive feedback, but we're not complacent and will strive to keep improving our service and overall value for money.



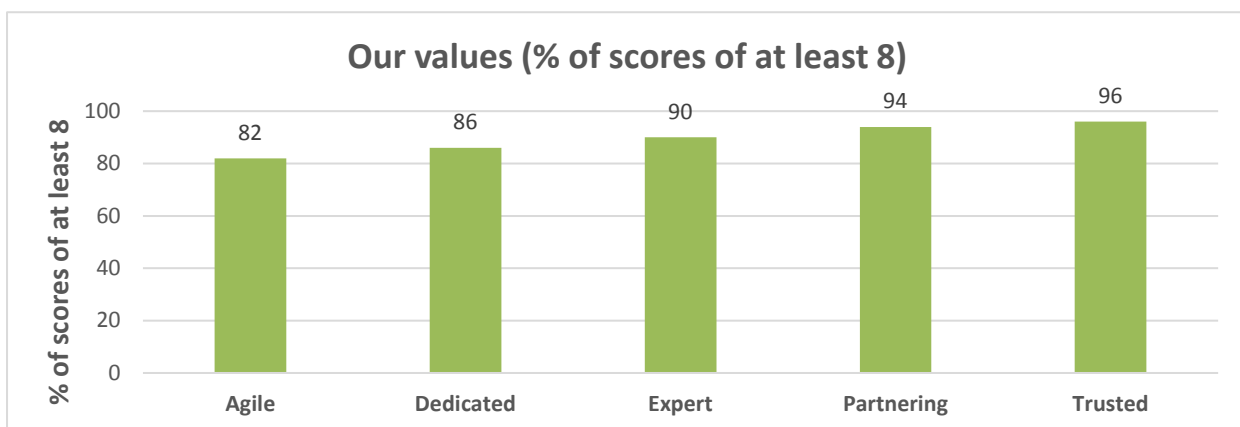
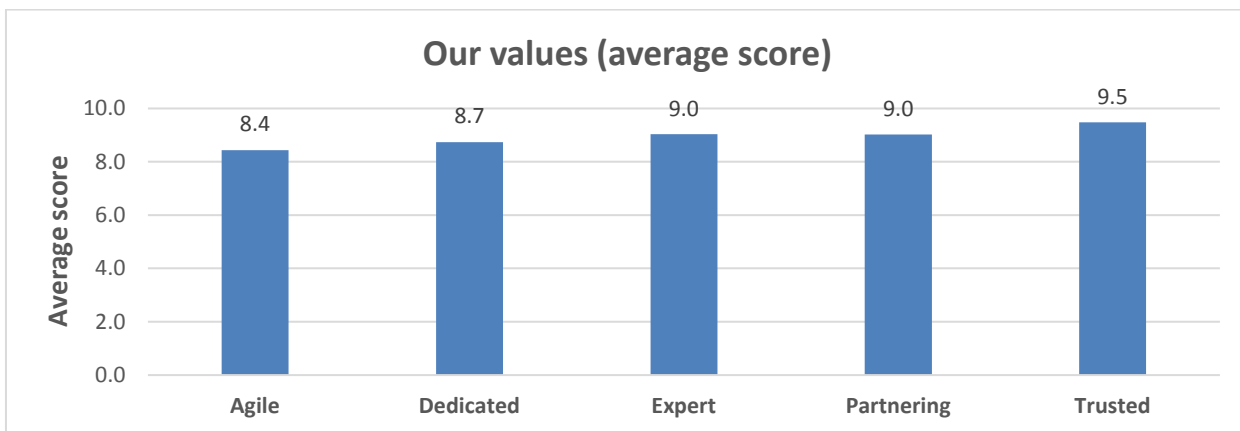
Our values

In addition to the core values of the civil service (integrity, honesty, objectivity and impartiality), GAD has values of:

- **Agile** through technical innovation and flexible working to meet evolving client needs
- **Dedicated** to delivering timely advice and first class and cost-effective customer service
- **Expert** and focused on quality of analysis to provide robust assurance on decision making
- **Partnering** with our clients to understand their business needs and develop solutions that add value for them
- **Trusted** to deliver a professional service with integrity

We asked our clients whether they believe we've demonstrated each of these values in our interaction with them.

The results, where 10 is 'always' and 1 is 'never', are shown in the graphs below:



We recognise that we need to work harder on being Agile. We've rationalised the structure of our client-facing teams to reflect a greater ambition for standardisation and innovation. Our score has improved significantly from last year and we'll continue to focus on this.

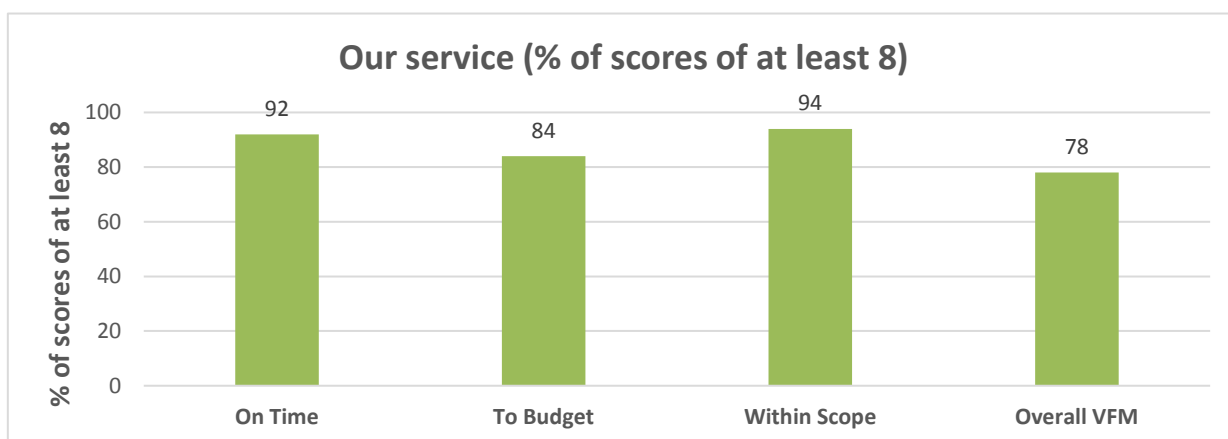
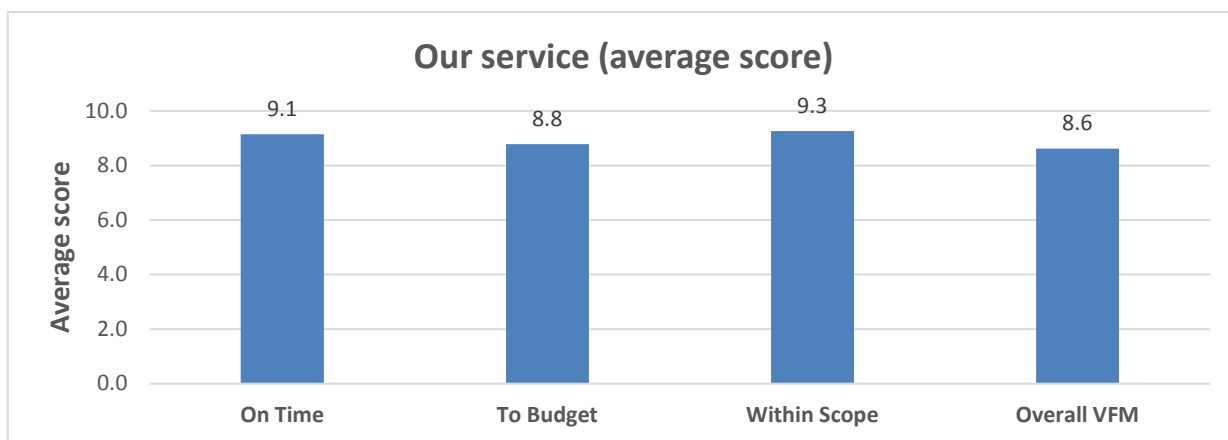
Our service

We strive to continuously improve both the quality and value of our professional services and to enhance those services through new ideas and innovation. We're also committed to providing a high quality service that is on time, to budget and within scope.

We asked our clients how they rate our ability to deliver a service that is:

- on time
- to budget
- within scope
- overall value for money

The results, where 10 is 'excellent' and 1 is 'very poor', are shown in the graphs below:



Last year some respondents identified scope to improve our turnaround times. To address this we've started introducing better project management discipline to our work and we're pleased to have been scored more highly for delivering on time, to budget and within scope.

Those clients who have experience of other service providers said that GAD compares very favourably on cost and benefits from being closer to the heart of government. However, as only 78% of clients rated us highly for overall value for money, we'll continue to explore ways to innovate and improve efficiency.

Our mission

Our mission is to support effective decision-making and robust reporting within government as the first choice provider of actuarial and specialist analysis, advice and assurance. Our comprehensive programme of continuous improvement is helping us to review, redesign and refresh the way we do things to ensure we continue to offer high quality and value for money.

We therefore asked our clients how they rate us for innovation and thought leadership.

The results, where 10 is 'excellent' and 1 is 'very poor', are shown in the table below:

'Innovation and thought leadership'	2017
Average score out of 10	8.1
Percentage of scores of 8 or more out of 10	74%

We've been working really hard to improve in this area, whether through our engagement with individual clients, our participation in events or the quality and quantity of our publications. Raising our profile in this way helps us to achieve our mission. We're encouraged that this effort has been reflected in these results, which have improved significantly from last year. However, this is still our lowest score, so we'll be intensifying our focus on innovation and thought leadership in 2017-18.

We also asked for comments on our engagement (up front, during delivery and at close). We wanted to know if we talk with you enough, for example to monitor progress or address issues. The overwhelming consensus was that our engagement is very good, with many respondents describing it as excellent.

Here's a representative sample of the comments received:

- "excellent in coming up with ideas"
- "the regular GAD newsletters are helpful"
- "excellent engagement – responsive to our needs"
- "proactive in identifying areas where advice may be required"

Summary

Our 2020 vision for GAD is to:

- be recognised throughout government as a high quality source of innovative thinking and specialist advice across many sectors
- substantially enhance our reputation for efficiency and value for money
- achieve high levels of consistency and standardisation in our operations and business processes
- be widely recognised for our development of analytical, actuarial and business skills in our people

To achieve this vision, our top priority for 2017-18 will continue to be the delivery of high quality actuarial expertise to our clients which satisfies their requirements and offers genuine insights, provided in a timely way and efficiently delivered within budget.

We asked our clients whether they would choose to use us again and whether they would recommend our services to colleagues.

The results are shown in the graph below:



Our clients are at the heart of everything we do, so we're grateful to everyone who responded to the survey this year and to all our clients for their continued support.

We'll continue to use our client survey and other channels to seek regular feedback from our clients so that we can achieve our mission and fully meet their needs.

If you want to know more about the survey, or the services we offer, we look forward to hearing from you.