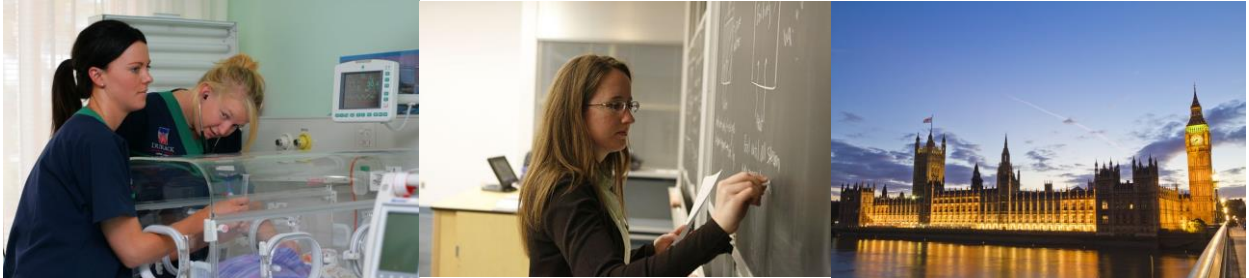


# Client Survey 2015 - 2016

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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.

Our clients are increasingly challenged by the ongoing reform of public services and are adopting ever more efficient means of delivery and smarter ways of working. The digitisation of front-line public services has created many excellent examples which illustrate the value of rethinking what had become well-established but less efficient practices. And more generally, yesterday's expensive innovations have become today's low-price commodities.

Both our clients' and the public's expectations are, therefore, changing, and will continue to change. So, unless we prepare for, and are open to, that change, we risk falling short of achieving our mission.

We are therefore committed to:

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

One year in to our five year strategic plan, our 2016 client satisfaction survey provides an opportunity to gauge our clients' views on how we are performing. We sent 188 invitations to 74 clients, and received 57 responses (30%) from 41 clients (55%).

The results, along with many face to face meetings, will help to shape our client priorities for 2016-17. Thank you to all clients who have responded to the survey. The results are summarised in the following pages, grouped under these headings:

- **Overall**
- **Our values**
- **Our service**
- **Our mission**

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**“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 is providing a high level of service to our clients – identifying their requirements and delivering them as effectively and efficiently as possible. We don't exist to make a profit or to grow 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 focussed 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 rated us for being 'Highly Valued'.**

*The results, where 10 is Excellent and 1 is Very Poor, are shown in the table below:*

| 2016 – 'Highly Valued'                      |     |
|---|-----|
| Average score out of 10                     | 8.7 |
| Percentage of scores of 8 or more out of 10 | 96% |

We also appreciated the suggestions for improvements from 8 of our respondents. These covered issues such as the need for clearer communication and a desire for more coordination across the public service pension schemes.

Other general comments were reassuringly positive. Here's a representative sample:

- **"excellent, value for money service"**
- **"very good at communicating complex information in clear terms"**
- **"a pleasure to work with"**
- **"personable, knowledgeable and efficient"**
- **"keep up the great work!"**

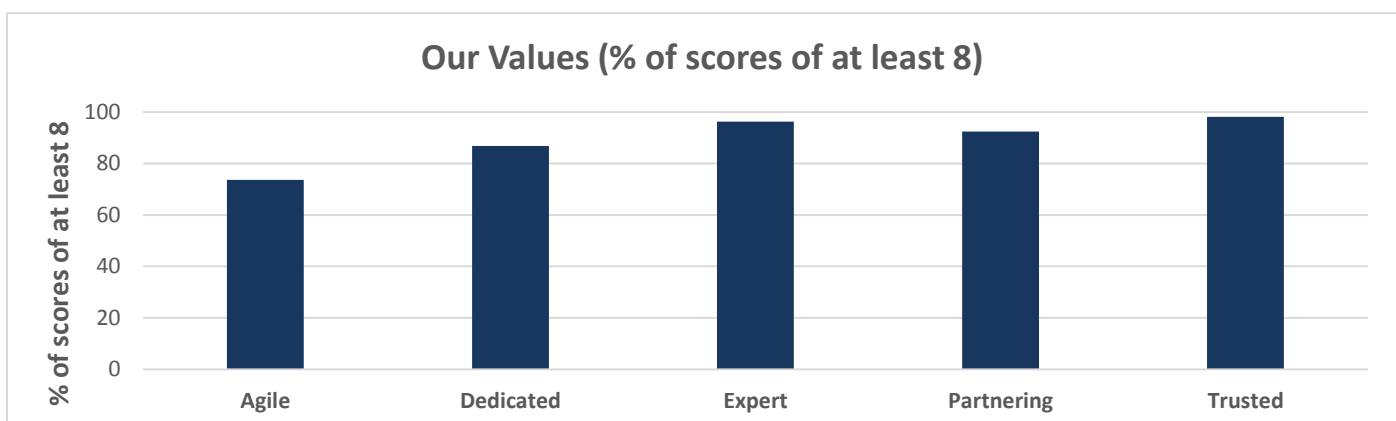
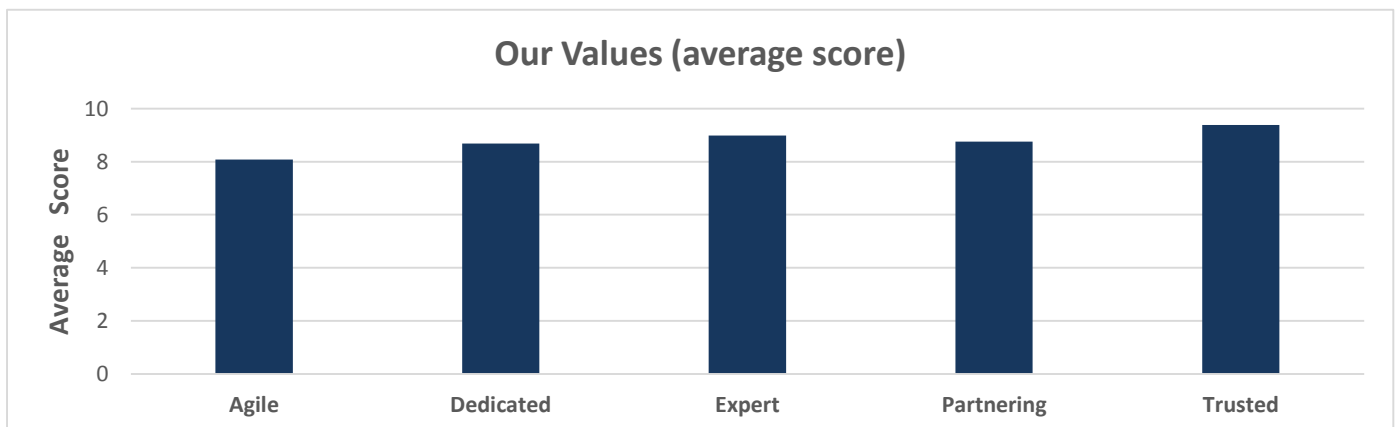
## Our Values

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 believed GAD had demonstrated each of these values in our interaction with them.

The results, where 10 is Excellent and 1 is Very Poor, are shown in the graphs below:



We note that we received lower scores for being Agile and recognise that this is something we need to work harder on. We've begun to rationalise the structure of our client-facing teams to make the organisational structure reflect a greater ambition for standardisation and innovation.

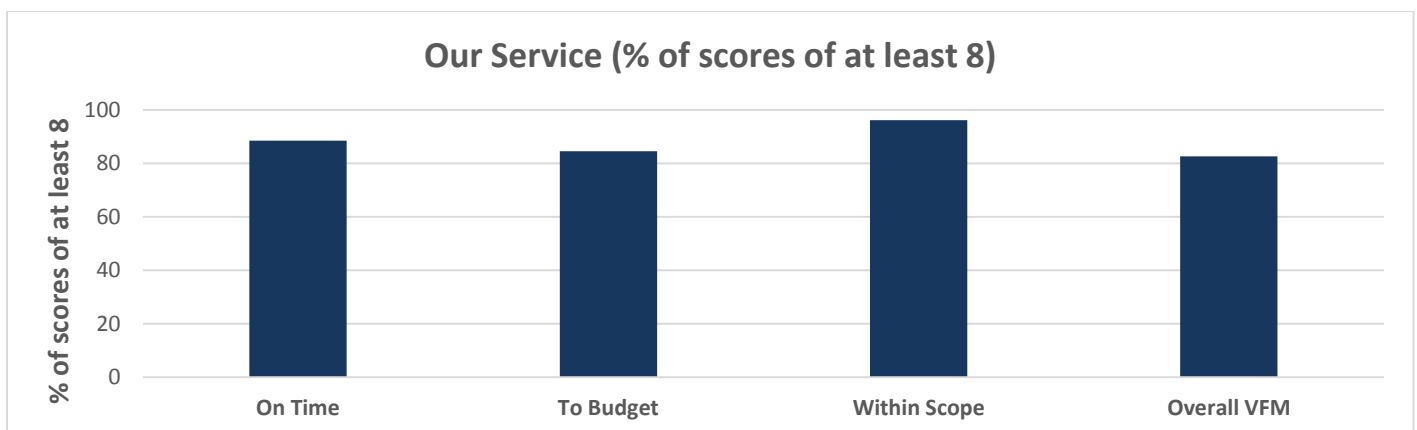
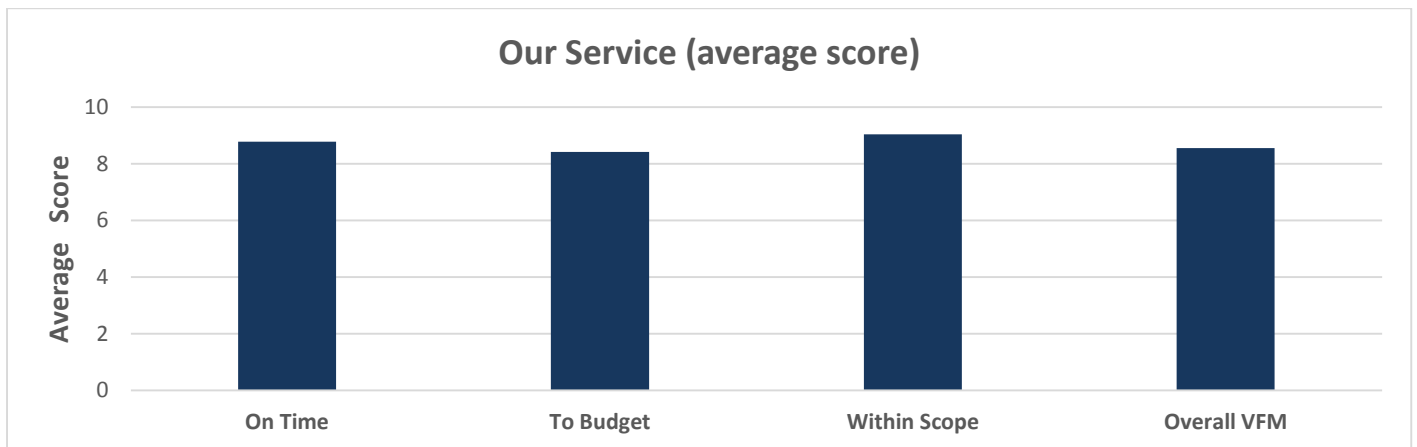
## Our Service

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 are also committed to providing a high quality service that is on time, to budget and within scope.

**We asked questions about our ‘Commitment to Service’ and, in particular, whether the service delivered was:**

- 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:



We received 18 responses to our question on how GAD compares to other service providers. A significant majority of these considered that we compare very favourably and the main reason cited was our value for money. Other advantages of GAD were our understanding of clients' business, our technical expertise, our professionalism and our timeliness. However, some respondents identified scope to improve our turnaround times, so we will explore ways to address this.

## 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 GAD for innovation and thought leadership?

The results, where 10 is Excellent and 1 is Very Poor, are shown in the table below:

| 2016 – 'Innovation & Thought Leadership'    |     |
|---|-----|
| Average score out of 10                     | 7.7 |
| Percentage of scores of 8 or more out of 10 | 62% |

This is one of the lowest scores we received in the survey and we want to improve in this area. To develop our profile across government, we are implementing a Thought Leadership programme to build on some of our more generic reputation and awareness building work completed in 2015-16.

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. All 30 respondents said that yes, our engagement was very good. Providing an onsite actuary was one way to ensure that we provided clients with a good level of ongoing engagement.

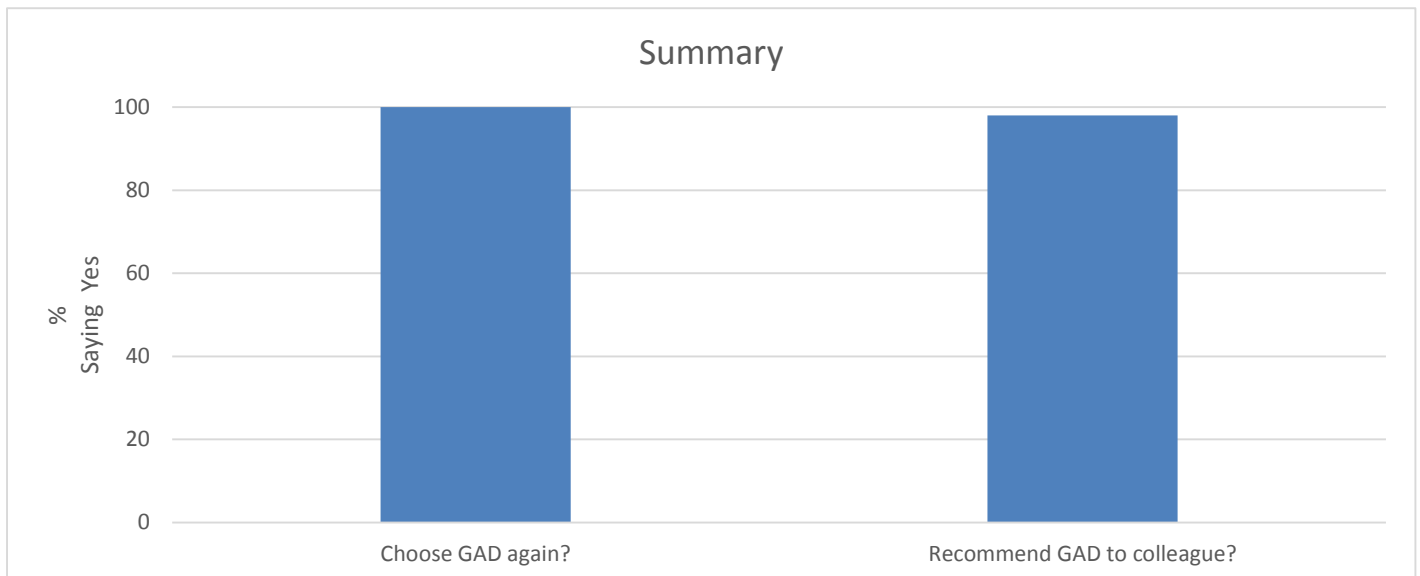
## Summary

Our top priority for 2016-17 will remain the efficient delivery of client needs whilst maintaining the quality of our work. At the same time we will ensure that we are trusted as a partner by our clients by delivering genuine insights. Our achievement of the 2020 vision for GAD will require the delivery of high quality actuarial expertise to our clients which satisfies their requirements, is provided in a timely way and is delivered within budget.

Clients should therefore demand that work is undertaken to scope (satisfying their requirements), to budget and in a timely way.

### **We asked our clients whether they would choose to use GAD again and would they recommend GAD services to colleagues?**

*The results are shown in the graphs below:*



**Finally**, I would to thank all those clients who have responded to the survey and also to thank all clients for their continued support. We will continue to seek regular feedback from our clients to ensure we are meeting their needs. The main source of objective feedback will be this comprehensive client survey. This will however be supplemented by client satisfaction surveys on completion of significant pieces of work and our ongoing client review programme.

If anyone wishes to know more about the survey, or indeed has any questions about GAD, we look forward to hearing from you.

**Martin Clarke**  
**Government Actuary**