



Government
Actuary's
Department

Client feedback

April 2019 to March 2020



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At GAD, we seek to achieve a high standard in all our work. We are accredited under the Institute and Faculty of Actuaries' Quality Assurance Scheme. Our website describes **the standards** we apply.

Foreword

Our purpose at the Government Actuary's Department (GAD) is to meet the UK public sector's needs for actuarial advice, supporting effective decision-making and robust financial reporting. We provide actuarial solutions including financial risk analysis, modelling and advice. As actuarial experts within the public sector, we aim to partner effectively with our clients to help them wherever we can add value.

We therefore appreciate feedback from our clients to gauge how we are performing and to better meet their changing business needs. We seek and welcome their feedback throughout the year. As well as providing specific comments, our client survey allows us to look consistently across all our services and draw valuable insights.

Over the last year we have invested heavily in our technology and our people in order to continue meeting evolving client needs and modernise the way we work. For example, we have transferred calculation processes to our central actuarial services team to provide improved efficiency, consistency and quality assurance.

We recognise the challenges our clients face in a time of fast technological improvement, vast data and economic uncertainty. The demand for GAD's services continues to grow as we expand the areas of work where we support decision makers with professional analysis and insight. One example is where [we apply advanced techniques](#) to interrogate and interpret data.

We are encouraged by the excellent feedback we have received. This latest set of client survey results will help us to evaluate our successes and areas for further improvement. We 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**

During the 12 months to March 2020 we sent 326 survey invitations to 160 of our clients, to which we received 93 responses (29%) from 61 clients (38%).

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

- **Overall**
- **Our mission and vision**
- **Our service**
- **Our values**
- **Summary**

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

Martin Clarke
Government Actuary

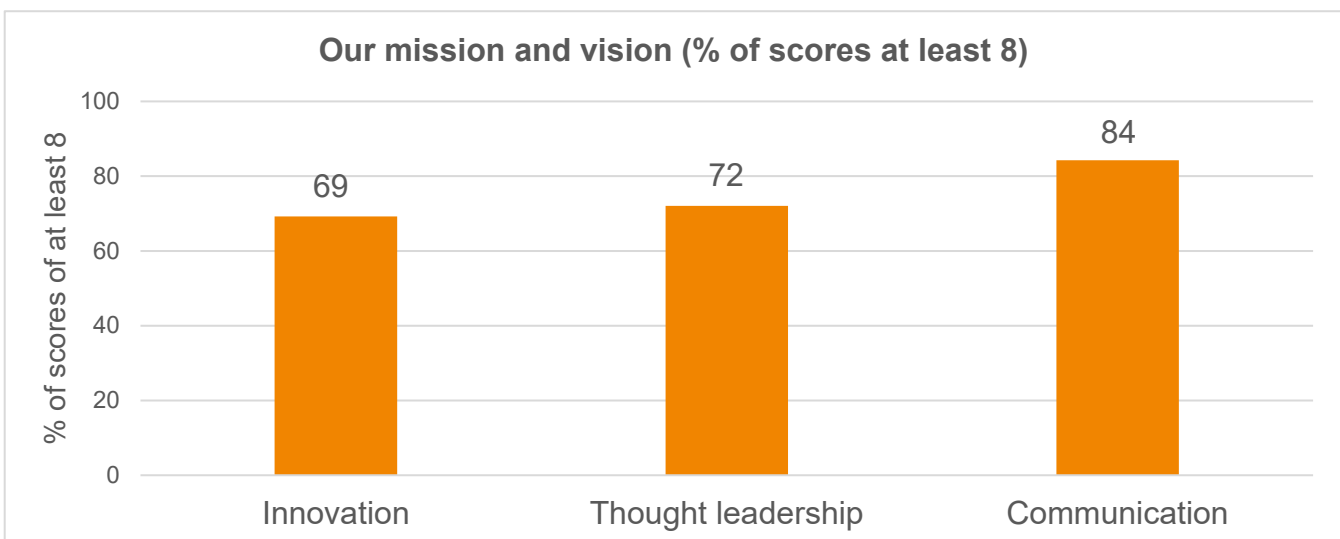
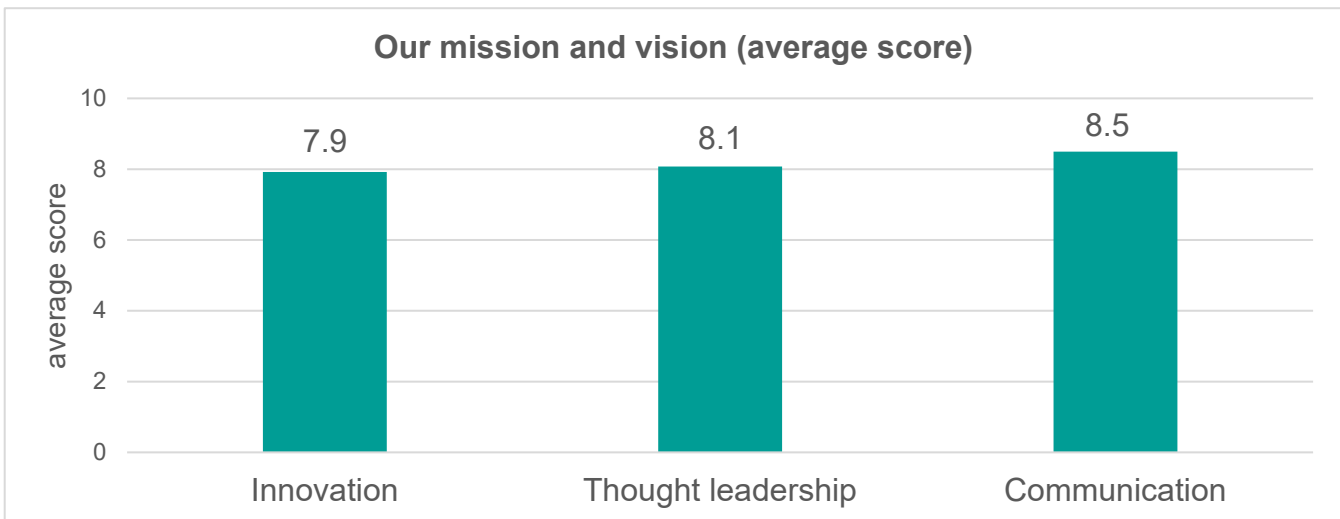
Our mission and vision

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. At the heart of our vision is for GAD to be recognised throughout government as a high quality source of innovative thinking and specialist advice across many sectors.

We therefore asked our clients how they rate us for:

- innovation
- thought leadership
- clear and effective communication

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



We strive to be seen throughout government as a source of high quality thought leadership, at the forefront of innovation. We aim to effectively contribute to debates where our specialist analysis and advice add value.

Innovation is about applying better solutions to new and existing client needs. One example is the way we've embraced new technology for data visualisation. This has enabled us to communicate the insights from our complex analysis in a more engaging and interactive way.

We have also updated our approach to communications more broadly, maintaining an engaging website with news stories and case studies, publishing regular newsletters, and posting on our new blog site [Actuaries in government](#).

Looking forward, we intend to build on the progress made, especially in thought leadership and innovation where the scores highlight the most potential for improvement.

At the same time, we are pleased that the feedback from our clients generally welcomes the progress made, especially with our approach to innovation. Here's a representative sample of the comments received:

- "Very impressed by the innovation introduced by GAD colleagues. This is in addition to the great leadership and communication work."
- "The approach taken to modelling what was quite a difficult area, with considerable uncertainty, was interesting and innovative."
- "I really valued GAD taking the time to re-vamp their report, ensuring it was better presented and easier to use than in previous years. We were closely involved in this process and GAD actively sought our comments and feedback, which was really appreciated."
- "We highly value the input from our GAD team. We can be confident that we have given everything due consideration because of the excellent communication."
- "Communication around delays, and delivery on time is not always as good as it could be. Idea generation and innovation are excellent. Senior GAD people are considered as an extension of the team, and interaction is good."
- "My interactions with GAD are always thoughtful and considered."

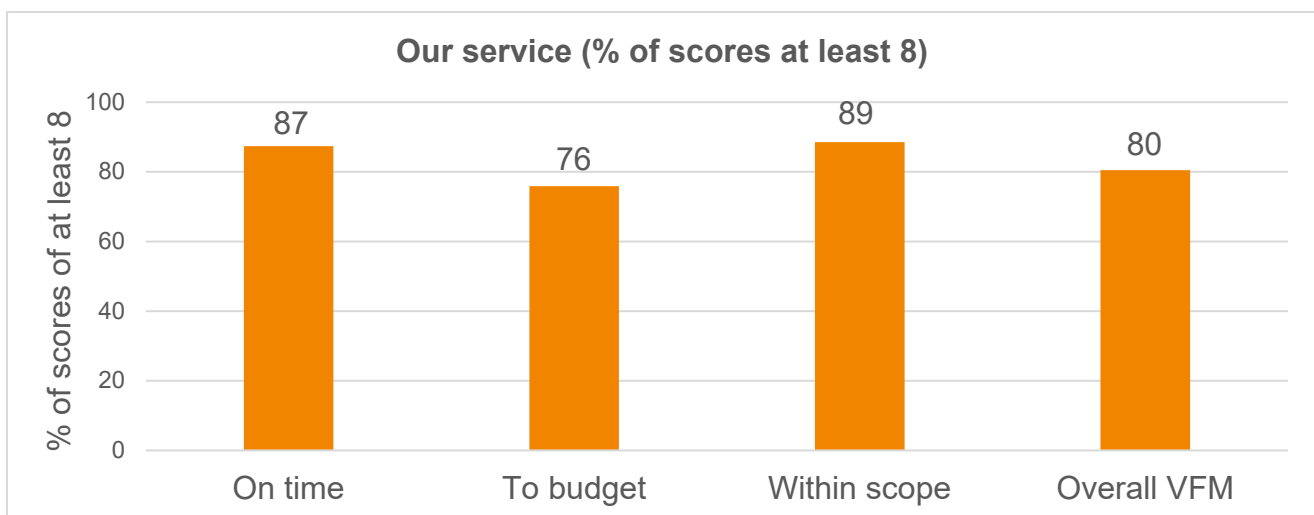
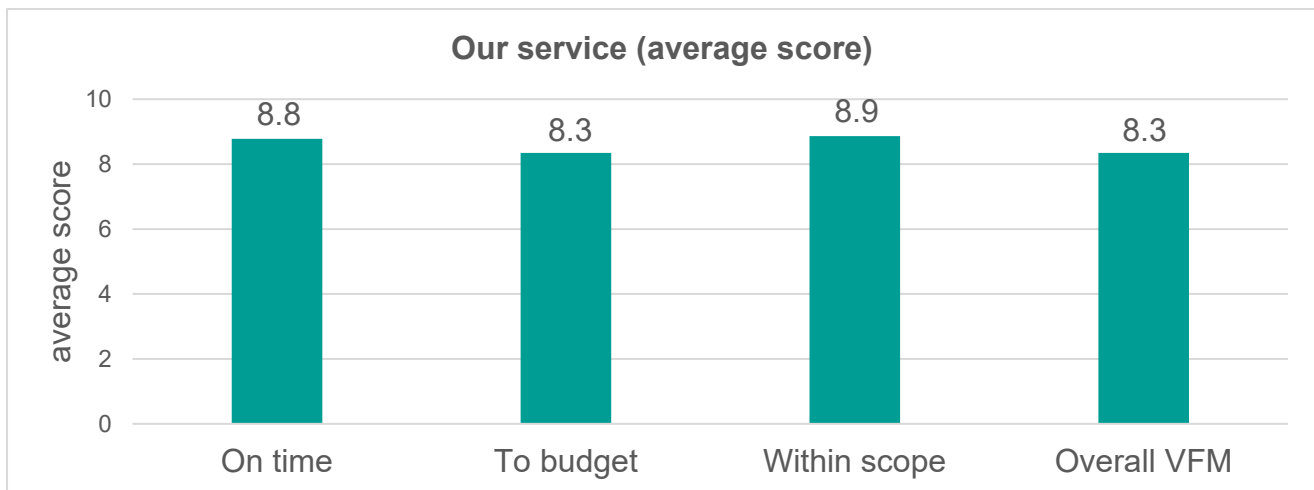
Our service

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 table below:



We are pleased to see that GAD continues to deliver work in time (with 87% of respondents scoring us at least 8) and within scope (89% scoring us at least 8).

However, there remains room for improvement, particularly in delivery of work to budget which remains a relatively weaker area. To address this, we'll continue working on our project management skills.

Some of our clients have experience of other service providers and we asked how GAD compares. The overwhelming majority of comments were positive, and we also received some useful pointers on how we could improve further. Here's a selection from the comments received.

“

In my experience of a few actuarial reviews with GAD and one with another provider, GAD provided better in all four areas.

”

“

Compared to other actuaries I have been involved with the team I work with are by far the best.

”

“

The value for money, expertise and service provided by GAD simply can't be compared by other services. It is in another league.

”

“

GAD services and pricing are very competitive.

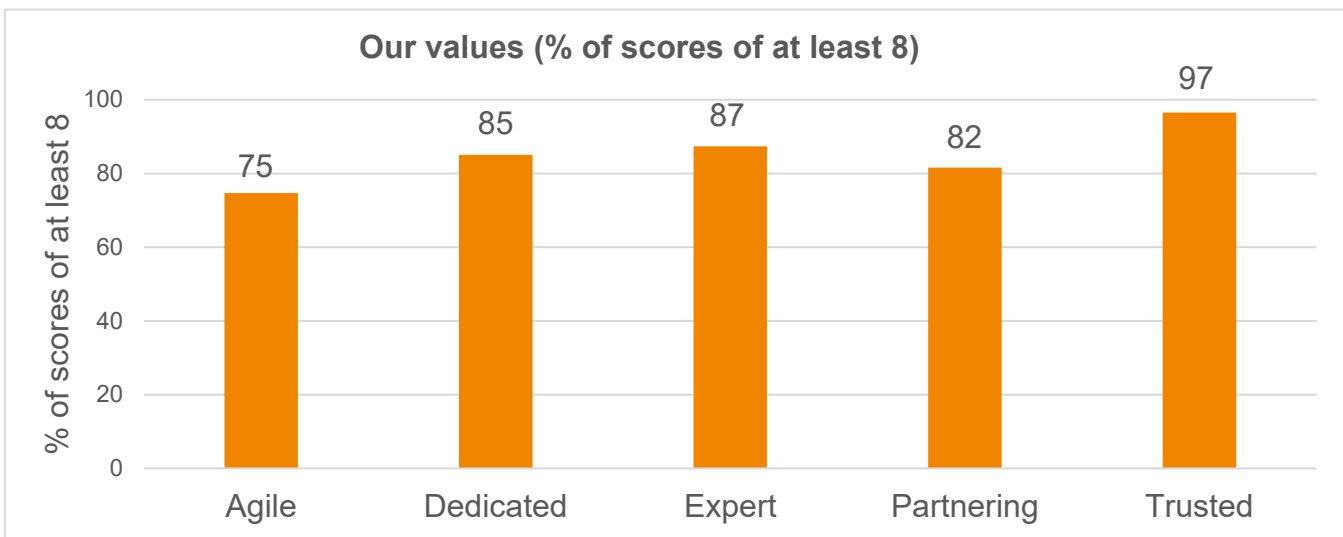
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Our values

In addition to the [core values of the Civil Service](#) (integrity, honesty, objectivity and impartiality), people in GAD deliver work that reflects our values of agile, dedicated, expert, partnering and trusted.

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 are pleased to be rated highly for demonstrating our values by most of our clients and especially pleased that 97% rate us highly for being trusted. We have been taking steps to become more agile in the way we work, and while there is more to do, we are encouraged by the progress made over the last year.

Summary

Our clients are the core of GAD's work and we'd like to reiterate our thanks to everyone who has provided feedback. This annual survey is invaluable to GAD as it provides pointers for potential and highlights areas for improvement. The mix of constructive suggestions and positive comments is particularly welcome.

We asked our clients whether they would recommend our services to colleagues.

The results are shown in the table below:

Recommend GAD services	
Percentage saying yes	99

For the year ahead, our top priority will continue to be the delivery of high quality actuarial expertise to our clients that satisfies their requirements. This should also offer genuine insights, be provided in a timely way and be efficiently delivered within budget. We'll continue to seek regular and meaningful feedback from our clients in our pursuit of this objective.

For more details about the survey or about the services we offer contact us at: enquiries@gad.gov.uk.