



ASIC

Australian Securities &
Investments Commission

REPORT 603

The consumer journey through the Internal Dispute Resolution process of financial service providers

December 2018

About this report

This report was commissioned by ASIC and produced by Nature.

It presents the findings of the qualitative and quantitative research to explore and measure consumer experiences of the Internal Dispute Resolution (IDR) process across a range of financial service sectors. It broadly maps the consumer journey through the IDR process and the obstacles many consumers encounter.

The consumer journey through the Internal Dispute Resolution (IDR) process of financial service providers

Executive Research Report

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1. Executive Summary

The Australian Securities and Investments Commission (ASIC) commissioned qualitative and quantitative research to explore and measure consumer experiences of the Internal Dispute Resolution (IDR) process across a range of financial service sectors. This report presents the findings of the research, focusing on a broad consumer journey map through the IDR process and the obstacles many consumers encounter on their journey.

Initiating a complaint

Approximately 3.2 million Australian adults considered making a complaint to a financial service provider in the preceding 12 months (considerers) and 1.5 million adults actually made a complaint (complainants).



The major reasons for complaints were the same among considerers and complainants: almost half were about fees and charges (47%), a quarter about customer service issues (25%) and one-in-five about a decision made by the company (17%).

But more than half of the consumers who contemplated making a complaint did not action their complaint with the financial services provider.

“Whoever receives the complaint shrugs it off... it would be my word against theirs... I'm just one person in the mind of a large bank/company.”

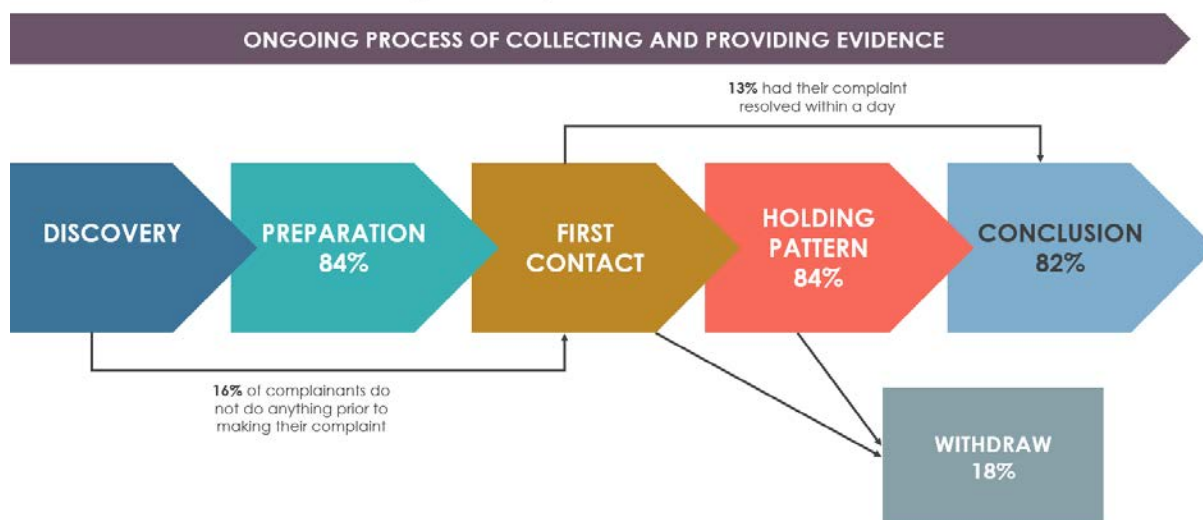
Almost half (47%) of these considerers did not proceed with their complaint because they did not think it would make a difference. Confusion and uncertainty about how long the IDR process would take, how to initiate the process or whether they should even be in the process discouraged 38% of considerers from making a complaint.

Nonetheless, almost one in five (19%) considerers expressed dissatisfaction to the firm in person, and a further 6% reported that they had messaged the company through social media. These two ways of expressing dissatisfaction could be considered the start of a complaint process, but their complaint was not actioned off the back of this contact.

The complainant journey

Individual consumer journeys were not always linear, as consumers could skip some steps, revisit old steps or simply withdraw a complaint at any stage. However, this is the typical consumer journey for IDR:

Overall consumer journey



The journey through the IDR process with financial firms involved many barriers or obstacles for consumers which had a significant impact on their stress levels, the effort required to navigate their complaint and their overall satisfaction with the process.

Almost one-in-five complainants (18%) withdrew from the process before reaching a conclusion. The leading reasons for withdrawing were not receiving a conclusion after chasing up the firm (45%), after not hearing from the company for an extended period of time (40%), or after receiving a poor response and realising that continuing with the complaint was too difficult (30%).



81% of complainants experienced at least one obstacle

Common obstacles encountered

Obstacles related to structural difficulties

- Most complainants (51%) first contacted the firm by telephone, but one in seven (14%) complainants found it difficult to find the firm's contact details to make a complaint;
- Having to follow up too many times (experienced by 62% of those who made a follow up); and
- Talking to too many contact people (experienced by 31% of complainants).

"After eight weeks of dialogue with the bank it was not progressing, and it appeared that I was continually being passed on to another division or person."

Obstacles related to transparency

- Almost a quarter of complainants (26%) did not have the IDR process explained well to them at first contact, and almost a third (31%) did not have the expected timings of the IDR process explained;
- Among all complainants in the holding pattern only one quarter (26%) indicated they received any update on the progress of their complaint from the firm, two in three (67%) were dissatisfied with this lack of information;
- Not enough progress updates (experienced by 53% of those who received a progress update);
- Being unsure of how long they would need to wait for a decision (27% of complainants);
- Most complainants (81%) had their complaint concluded within the statutory timeframe (45 days for most sectors, 90 days for superannuation). For the remaining complainants, only one in five (21%) had the External Dispute Resolution (EDR) process explained to them; and
- Three in four complainants receiving an unfavourable conclusion felt it was important to receive an explanation from the provider either in writing (75%) or over the phone/in person (78%). However, only 45% received an explanation of the outcome.

"I was annoyed and upset at the lack of information and everybody just telling me 'It was not their job'... it was obviously designed not to be accessible and make people give up."

Obstacles relating to customer service

- Encountering unhelpful staff (experienced by 29% of complainants);
- Feeling like they had not been listened to or heard (28% of complainants);
- Feeling like they were not being taken seriously (22% of complainants); and
- Feeling they had been passed around to too many people or strung along (22% of complainants).

"Not one person of the probably eight or nine people I had to deal with were actually listening."

The following report details each stage of the IDR journey and obstacles experienced, including case studies and quotations from financial services complainants. It also provides a more comprehensive understanding of those who discovered an issue though did not proceed to IDR.

2. Introduction

2.1 Background

Financial services and credit licensee firms must, by law, have an internal dispute resolution (IDR) framework with appropriate systems and processes in place to deal with consumer complaints. They must also have membership of an external dispute resolution (EDR) scheme to deal with complaints that they are not able to resolve internally. The Australian Securities and Investments Commission (ASIC) is responsible for administering these processes.

In response to the 2017 [review into the financial system external dispute resolution and complaints framework](#) (PDF 3.63 MB) the Australian Government has committed to making a number of changes to the dispute resolution framework; IDR and EDR. To inform its responsibilities, ASIC requires a comprehensive understanding of the experiences that consumers go through during IDR processes.

2.2 Research objectives

In 2017, ASIC commissioned Nature and The Lab to conduct a three-stage programme of research to explore and measure the journey consumers undertake prior to and during the IDR process with financial services providers.

The specific objectives of the research were to:

- estimate the size of the population who have made a complaint in the past 12 months or considered making a complaint, at the overall financial services level and within specific financial service sectors;
- describe the general population and sector specific characteristics of financial service provider actual or potential complainants;
- provide an in-depth view of the consumer journey and experiences of the IDR process, across all stages of the complaints process; and
- identify and understand points of friction and difficulty within consumers' IDR journeys, particularly those which lead to consumers discontinuing the process.

3. Methodology

3.1 Definitions and scope

The main research focused on two types of participants, complainants and considerers:

- **Complainants:** were consumers who have completed the complaint process with a financial service provider in the past 12 months or are currently in the process of making a complaint to a financial service provider.
- **Considerers:** were consumers who had thought about making a complaint to a financial service provider in the past 12 months but did not.

Furthermore, the research categorised the financial service provider sectors based on the products they provide:

- **banking:** including transaction or savings accounts, and term deposits;
- **credit:** including credit or charge cards, home loans, personal loans, pay day loans and mortgage broking services;
- **general insurance:** including house or contents insurance, vehicle insurance, travel insurance, and consumer credit insurance;
- **life insurance:** including term life insurance, total and permanent disability (TPD) insurance, trauma cover, income protection insurance, and funeral insurance;
- **financial advice:** including financial advice or planning services, advice on self-managed superannuation funds (SMSF) and advice on investment products; and
- **superannuation:** including managed superannuation accounts.

3.2 Research design

The research was conducted in three stages:

- a quantitative survey to determine the incidence in the Australian population of potential and actual complaints to financial service providers;
- a qualitative exploration of the consumer journey through the complaint process; and
- a quantitative survey to measure key components of the complaint process.

A summary of these research stages can be found in Table 1.

Table 1: Summary of the scope and purpose of each of the three stages of research

| Stage | Scope | Purpose |
|--|---|---|
| Stage one: Incidence measurement survey | Online survey with a nationally representative sample of n=1,000 Australians aged 18 and over | To estimate incidence of complainant and considerer populations to inform the design of subsequent primary research |
| Stage two: Qualitative exploration of the complaint journey | n=56 online in-depth interviews as well as n=4 face-to-face depth interviews with complainants or people considering making a complaint. Follow up face-to-face or telephone in-depth interviews with n=13 complainants or people considering making a complaint | To develop a deep understanding of consumer IDR journeys, including triggers, barriers, frustrations, information sources, pain points, experiences, emotions, and consumer expectations of the process within each stage |
| Stage three: Quantitative survey of complainants and considerers | Online survey with n=1,294 complainants or people considering making a complaint, aged 18 and over | To measure the consumer journeys identified in Stage two To quantify the prevalence and nature of consumer difficulties within IDR processes and barriers to making a complaint To describe the characteristics of financial service provider actual or potential complainants To estimate the size of the population undertaking IDR journeys or considering making a complaint |

Stage one: Incidence measurement survey

A quantitative survey was conducted with 1,000 Australians aged 18 years or above. The objective of this survey was to measure the incidence of complainants and people considering making a complaint to a financial services provider over the last 12 months.

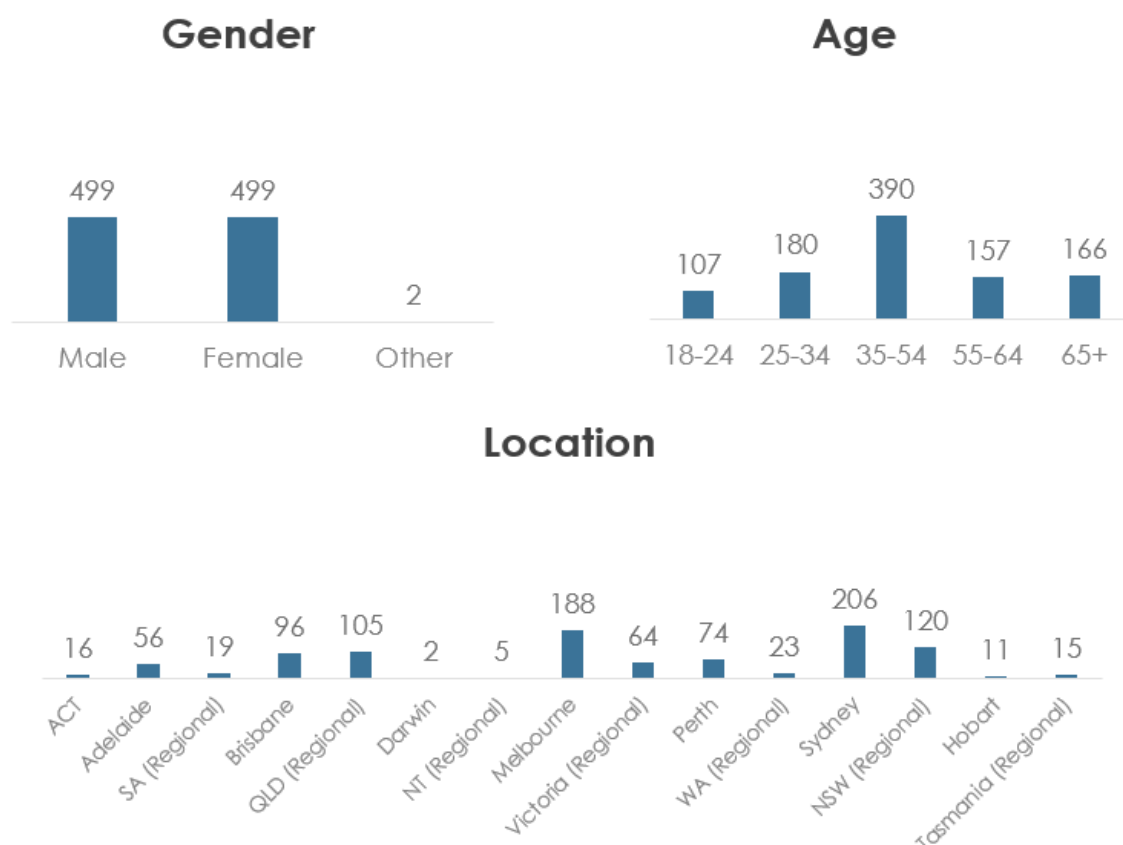
The results of this stage of the research were used to inform the design of the following research stages. Please note, the purpose of stage one of the research was not to generate IDR insights beyond incidence estimates.

The survey was conducted online and had an average duration of just over three minutes. The sample was structured to closely match the Australian population based on gender, age and location. The fieldwork was conducted between 20th

and 22nd November 2017. Figure 1 shows the sample achieved for the stage one survey.

The survey for stage one is shown in Appendix B.

Figure 1: Incidence measurement survey sample achieved



Stage two: Qualitative exploration of the complaint journey

Online qualitative and depth interviews were initially conducted with 60 people who had recently made a complaint to a financial services company (n=35), were currently in the process of complaining (n=14) or had considered making a complaint within the last 12 months (n=11).

The interviews with complainants were designed to explore their experiences of making a complaint and any issues experienced during the complaint process. Interviews with considerers were designed to explore any issues experienced that may have influenced their decision not to lodge a complaint.

Participants in the research were selected to represent a range of genders, age groups and financial sectors that the complaint was being made (or contemplated) about. Table 3 shows the sample achieved for the online qualitative research.

The average duration of participation in the online qualitative interviews was 2.5 hours, which included responding to pre-set questions and follow up probing questions. These interviews were conducted one on one between participants and a researcher from The Lab. As such, participants did not interact or influence each other's responses. The fieldwork was conducted between 24th November 2017 and 23rd May 2018.

Based on responses to the online interview, a sample of participants were selected for a more in-depth discussion regarding their complaint experiences. Participants were selected to represent a good cross section of demographics, sectors their complaint was associated with and the whether they were potential or actual complainants.

Thirteen follow up in-depth interviews were conducted (four face-to-face and nine by telephone) with a minimum of two participants drawn from each financial service sector of interest (with the credit sector having three interviews). Nine interviews were conducted with participants drawn from the online interviews, four interviews were conducted with consumers who had not participated in the online interviews.

The average duration of the in-depth interviews was 40 minutes and were conducted between 24th November 2017 and 23rd May 2018.

Interview guides for stage two are shown in Appendix C.

Table 2: Total qualitative interview sample achieved

| Credit | Banking | Super | Financial advice | General insurance | Life insurance |
|--------|---------|-------|------------------|-------------------|----------------|
| 29 | 13 | 5 | 5 | 7 | 5 |

| Male | Female |
|------|--------|
| 31 | 33 |

| Victoria | Queensland | New South Wales | South Australia | Western Australia |
|----------|------------|-----------------|-----------------|-------------------|
| 24 | 8 | 25 | 6 | 1 |

| Age 18-29 | Age 30-34 | Age 35-39 | Age 40-44 | Age 45-49 | Age 50-54 | Age 55-59 | Age 60-64 | Age 65+ |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|
| 9 | 8 | 12 | 10 | 8 | 7 | 5 | 3 | 2 |

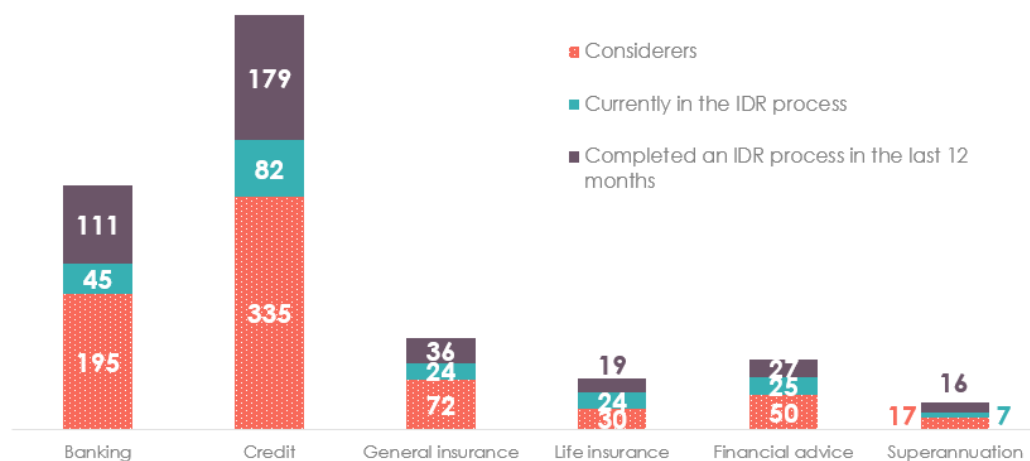
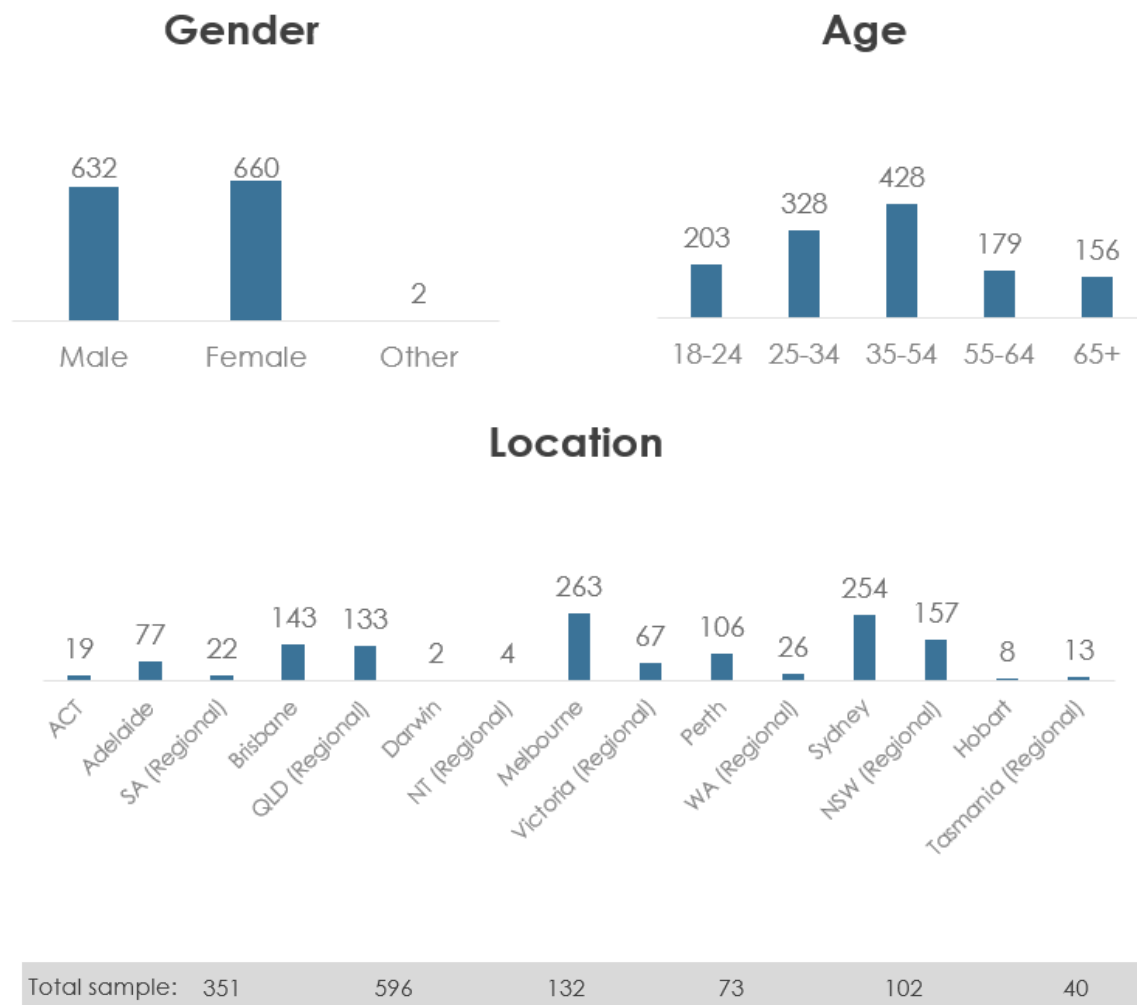
Stage three: Quantitative survey of complainants and considerers

The third stage of the research programme was an online survey designed to measure the stages of the consumer journey and relevant issues identified in Stage two. The survey was conducted among n=595 consumers who had made a complaint in the past 12 months and n=699 consumers who had considered making a complaint.

The survey was conducted online and had an average duration of twelve minutes. The sample was structured to match the results obtained from the stage one survey, particularly with reference to the financial sectors of interest. The fieldwork was conducted between 9th March and 2nd April 2018. Figure 2 shows the sample achieved for the stage three survey.

The survey for stage three is shown in Appendix D.

Figure 2: Survey of complainants and considerers sample achieved



3.3 Confidence of sample sizes

While the stage three quantitative sample in its entirety was substantial in size, subgroup analysis on individual financial sectors is more limited (most notably for superannuation and financial advice complainants). Due to the low bases sizes for some financial sectors, confidence intervals should be taken into consideration when interpreting the results. Where there are small sample sizes, results should be treated as indicative only.

| Respondent type: | Total | Banking | Credit | General insurance | Life insurance | Superannuation | Financial advice |
|------------------|-------|---------|--------|-------------------|----------------|----------------|------------------|
| Complainants | 595 | 156 | 261 | 60 | 43* | 23* | 52 |
| Considerers | 699 | 195 | 335 | 72 | 30* | 17* | 50 |

* Caution – small sample size, results should be considered indicative only

See Appendix E for full confidence interval calculations.

3.4 Limitations of the research

Inevitable limitations in the design and interpretation of this research programme include:

- self-report data: the data collected in this research was self-reported and therefore is limited to the subjective experiences and perceptions of participants;
- recall bias: the complainants sampled included consumers who had completed the complaint up to 12 months ago. It is possible that these participants may have experienced recall bias, which refers to recall errors caused by differences in the accuracy of participants' recollections of events which occurred in the past. The research attempted to minimise the recall bias by including a subgroup of participants who were currently in the IDR process; and
- fieldwork period: Stage two of the research was conducted over the Christmas and New Year holiday period for some participants. This meant that for a small number of participants there was a delay of up to two weeks between their initial response to the pre-set questions and responding to follow up probes (which may have contributed to recall bias for those participants)

4. The Complaints Landscape

According to the incidence survey, approximately 1.5 million (8%) Australians aged 18 or over had made a complaint to a financial company in the last 12 months, and a further 1.7 million (9%) considered making a complaint. This means that in the last 12 months 46% of people who thought about making a complaint went on to action their complaint.

Complainants were more likely to be male (62% versus the Australian population at 49%) and slightly younger in age, as shown in Table 2.

Table 3: Comparison between complainants and general population age bands

| Age bracket | Complainants | General population | Difference |
|-------------|--------------|--------------------|------------|
| Age 18-24 | 18% | 12% | +6% |
| Age 25-34 | 29% | 18% | +11% |
| Age 35-54 | 36% | 38% | -2% |
| Age 55-64 | 10% | 14% | -4% |
| Age 65+ | 8% | 18% | -10% |

Base: Complainants (n=596)

General population statistics sourced from 2016 ABS data

In addition to these demographic differences, complainants were also more likely to claim they were 'highly competent at managing' their finances (71% compared to the general population at 67%) and feel comfortable discussing their finances with others (55%; 46%).

As shown in Table 3, the credit sector had the highest incidence of considerers and complainants, with over 3% of consumers making a complaint regarding a credit product in the past 12 months and a further 8% considering doing so. In contrast, the superannuation sector had the lowest incidence of complainants and considerers.

While the life insurance and superannuation sectors had a relatively small incidence of overall consideration, concerned consumers appeared more likely to initiate a complaint in these sectors.

Regardless of the financial sector, there was a higher proportion of considerers aged between 25 and 34 years (32%) when compared to complainants (28%). Only 6% of considerers were aged 65 years and over.

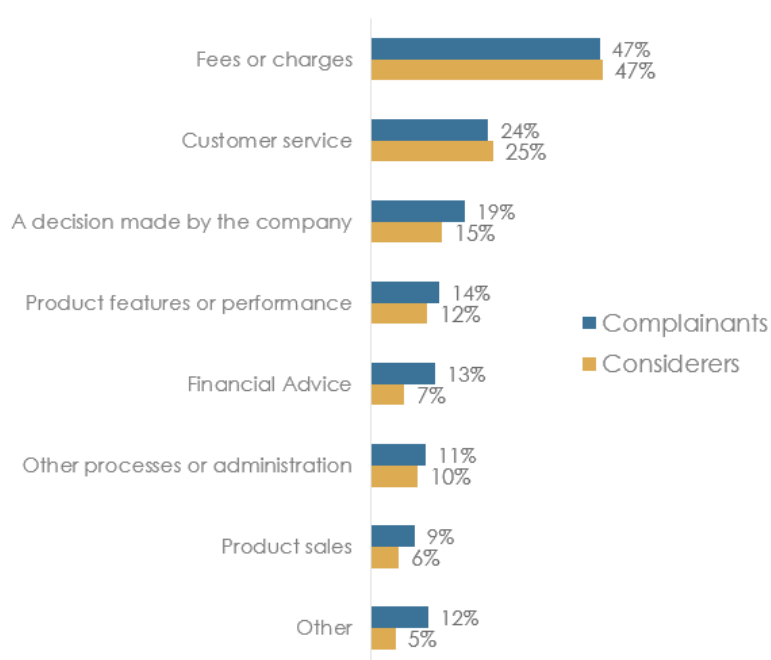
Complainants on the other hand included a higher proportion of consumers aged 65 and over (11%) and were more likely to be male (62%) than female (38%).

Table 4: Incidence of overall consideration and complaints by sector

| Sector: | Incidence of overall consideration | Incidence of complainants | Conversion from consideration to complaint |
|-------------------|------------------------------------|---------------------------|--|
| Banking | 4.68% | 2.08% | 44% |
| Credit | 7.95% | 3.48% | 44% |
| General insurance | 1.76% | 0.80% | 45% |
| Life insurance | 0.97% | 0.57% | 59% |
| Superannuation | 0.55% | 0.32% | 59% |
| Financial advice | 1.44% | 0.69% | 48% |

Question: Q4. Thinking about complaints to financial companies, have you ever...? (multiple response)
Base: Total sample from Stage three including screened respondents (n=7,499) Note: Incomplete surveys and surveys removed for quality control purposes were removed from all analysis

Figure 3: Reasons for complaint and considering a complaint



Question: Q9. Which of the following best describes what your complaint was about? Please select all that apply. (multiple response) Q13. Which of the following best describes what it was about? Please select all that apply. (multiple response)

Base: those who are currently or have recently completed a complaint (n=596), Considerers (n=699)

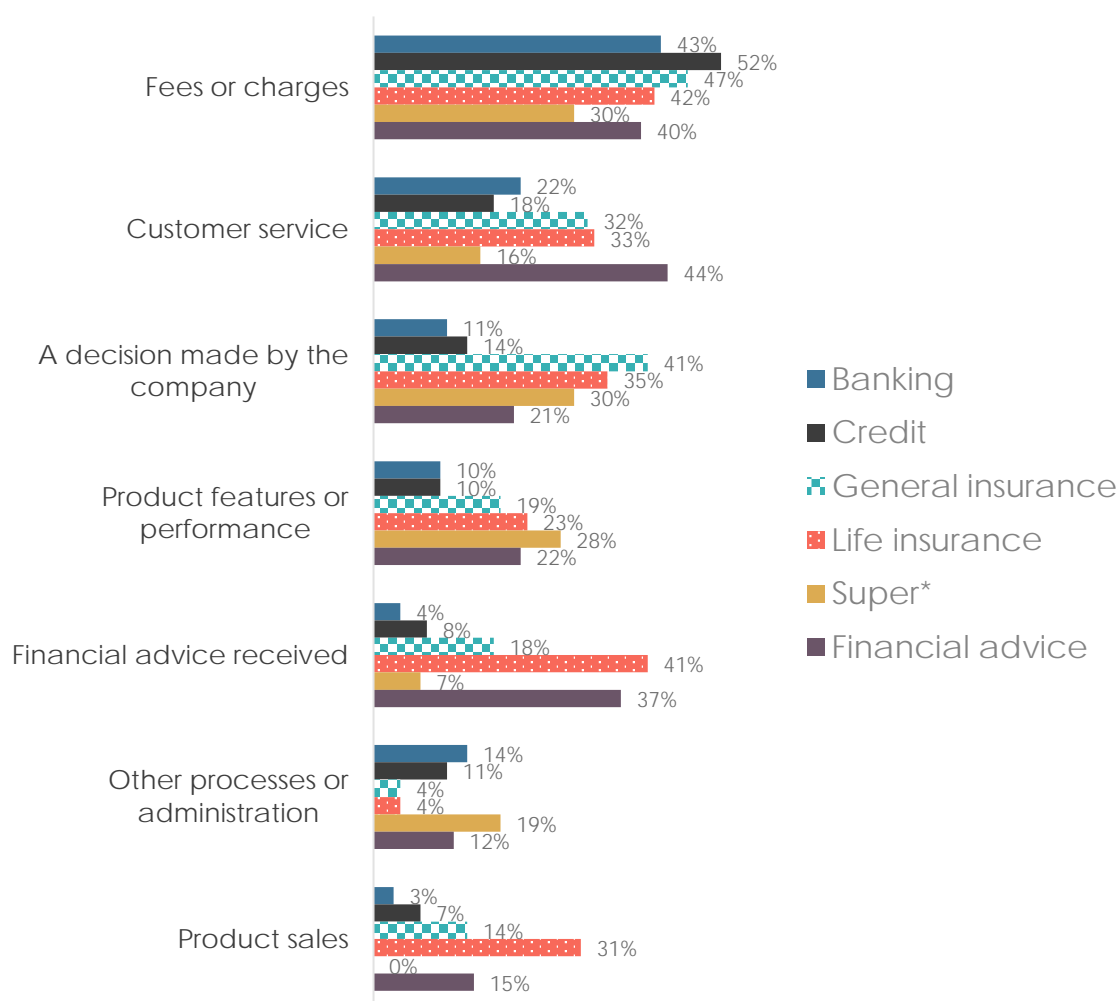
The most common reasons for consumers to make a complaint or consider making a complaint were fees and charges (47% made complaint; 47% considered complaining), customer service (24%; 25%) or a decision made by the company (19%; 15%).

As shown in Figure 4, there were significant differences in the reason for complaints across the financial sectors:

- fees and charges were more likely to be the reason for a credit complaint;
- customer service was the leading reason for a financial adviser complaint;
- a decision made by the company was more likely to be a reason for life and general insurance complaints;
- financial advice received was more likely to be the reason for life insurance and financial adviser complaints; and
- product sale was more likely to be the reason for a life insurance complaint.

While the sample size was relatively small for life insurance complaints and should be interpreted with some caution, these complainants provided on average more reasons for their complaint than complainants from any other financial sector.

Figure 4: Reason for complaint by sector



Question: Q9. Which of the following best describes what your complaint was about? Please select all that apply. (multiple response)

Base: those who are currently or have recently completed a complaint (n=596).

* Caution – small sample size, results should be considered indicative only

As consumers often had multiple reasons for making a complaint, understanding the overlap between different complaint reasons is also important. Almost half (46%) of those complaining about financial advice were also doing so due to fees and charges. Another substantial cross over was complaints about products sales and customer service (48%). For all overlap data see Table 4.

Table 5: Cross analysis of reason for complaint

| Column % | Fees or charges | Customer service | A decision made by the company | Product features or performance | Financial Advice | Other processes or administration | Product sales |
|-----------------------------------|-----------------|------------------|--------------------------------|---------------------------------|------------------|-----------------------------------|---------------|
| Fees or charges | 100% | 37% | 27% | 37% | 46% | 15% | 46% |
| Customer service | 19% | 100% | 31% | 43% | 38% | 27% | 48% |
| A decision made by the company | 11% | 25% | 100% | 29% | 25% | 16% | 43% |
| Product features or performance | 11% | 25% | 21% | 100% | 29% | 9% | 39% |
| Financial Advice | 13% | 21% | 17% | 27% | 100% | 4% | 45% |
| Other processes or administration | 3% | 13% | 9% | 7% | 4% | 100% | 2% |
| Product sales | 9% | 18% | 20% | 25% | 31% | 2% | 100% |
| Sample size | 267 | 134 | 110 | 81 | 68 | 70 | 47 |

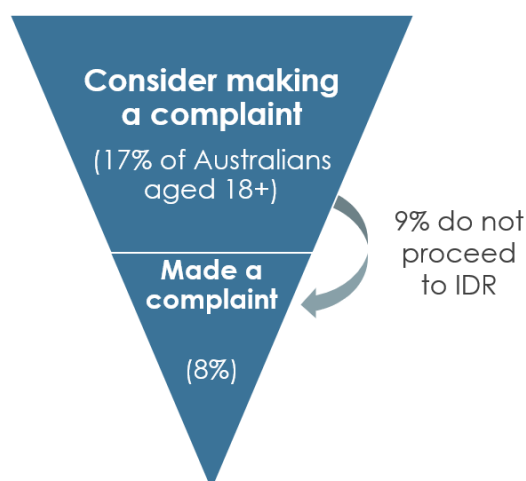
Question: Q9. Which of the following best describes what your complaint was about? Please select all that apply. (multiple response)

Base: those who are currently or have recently completed a complaint (n=596).

5. Complaint Considerers

5.1 Reasons for not making a complaint

As discussed in Section 4 of this report 9% of the population considered making a complaint to a financial service provider in the last 12 months but did not proceed to make a complaint.



Almost half (47%) of considerers did not make a complaint because they did not think it would make a difference. This was the most common reason for consumers not actioning a complaint and commencing IDR. The qualitative findings indicated that there was a perception that the financial services providers will make life difficult for potential complainants. This could be interpreted as a lack of faith in the system and the providers themselves.

"It would not be taken seriously because there was no financial loss, the only harm it caused was stress."

- Credit Considerer, New South Wales, Aged 40-44, Female

"That whoever receives the complaint shrugs it off - I'm assuming the branch manager would receive the complaint, but I don't know. In my mind, a financial advisor holds more weight/power/higher position than a bank teller & it would be my word against theirs. It's so ridiculous it doesn't even sound believable & still baffles me that it even happened! I'm just one person in the mind of a large bank/company."

- Banking Considerer, Queensland, Aged 35-39, Female

Figure 5: Reasons for not making a complaint



Base: Those who considered making a complaint in the past 12 months (n=699).

Question: Q50. Below is a list of reasons why people do not proceed with making a complaint. Please select all which you feel apply to your situation, including those you mentioned in the previous question. (multiple response)

More than a third of considerers did not think it was worth their time (38%) or did not have enough time (22%) to make a complaint. According to the qualitative research, these notions were underpinned by the perception that IDR would be a long and drawn out process.

"Time!!... Life doesn't stop and having to find the details and effort gathering evidence."

- Credit Considerer, Victoria, Aged 35-39, Female

"The work involved and having to gather the evidence that would require going back to the old owners and also getting the strata to provide me with the necessary information. I felt that having to rely on a third party to provide me with the information I require would be painful and it would only drive down my will to continue pursuing the issue."

- General Insurance Considerer, New South Wales, Aged 35-39, Male

One in five considerers (22%) indicated they did not complain because they wanted to avoid confrontation. The qualitative research found that a number of consumers expected the IDR process to be adversarial and that financial service providers are not inclined to be helpful.

"I have very low expectations of financial service providers. I think they are in it for the money and we, the customers, are just a conduit for them to make money,"

- General Insurance Considerer, New South Wales, Aged 35-39, Male

"I'm just one person. I wasn't assertive like I am now."

- Credit Considerer, Queensland, Aged 35-39, Female

Confusion and uncertainty about how long the IDR process would take, how to initiate the process or whether they should even be in the process prevented 38% of considerers from making a complaint. This was more common (45%) amongst younger considerers aged 18-29 years old.

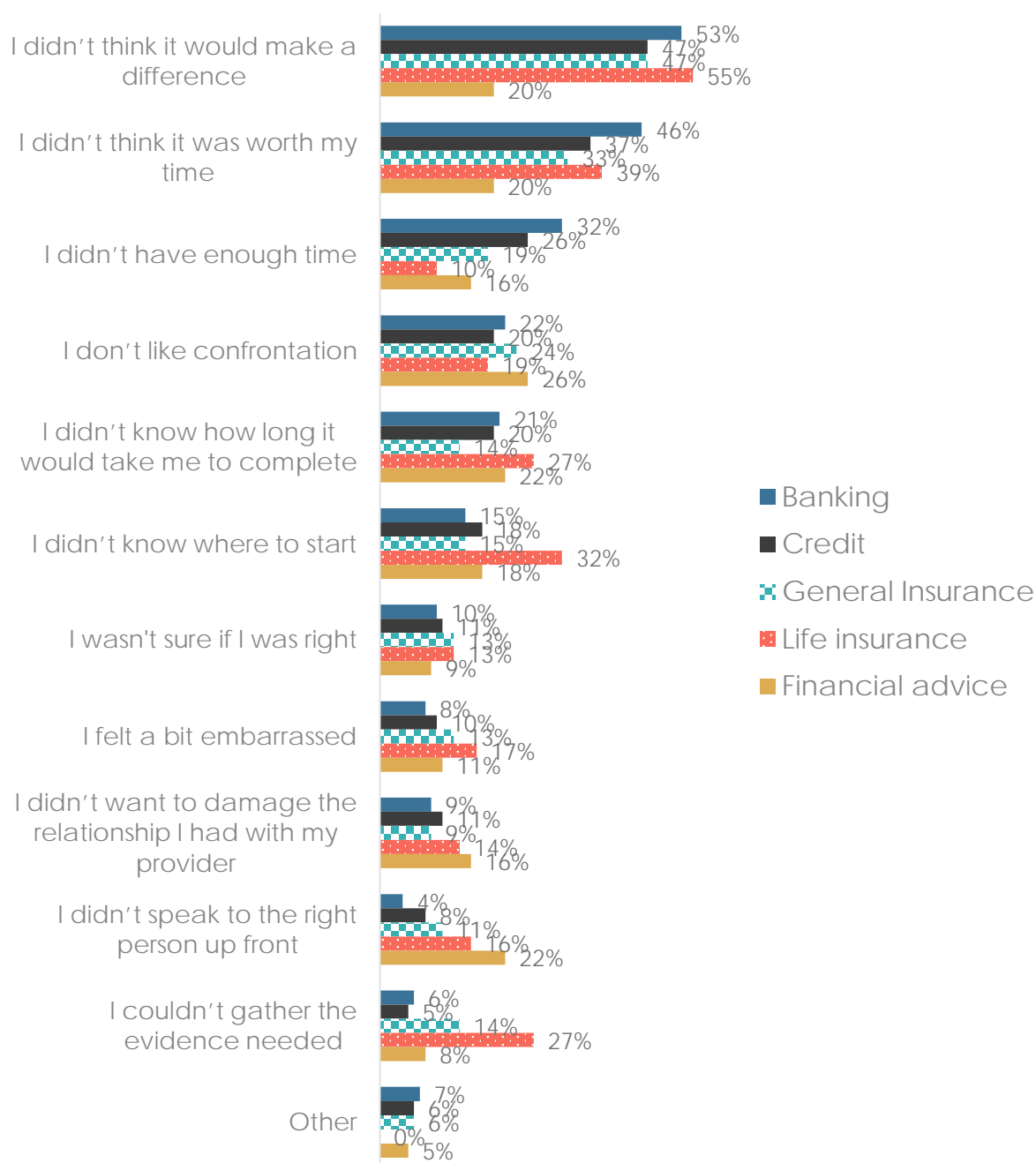
"Something that I lacked would be more information of what to expect and what to consider. I felt that I did not know what to do, who to speak to and what to expect. I didn't know how long it took, who were the authorities I should have spoken to and finding just a person I can speak to."

- General Insurance Considerer, New South Wales, Aged 35-39, Male

As shown in Figure 6, there were notable differences in the reasons for not making a complaint across financial sectors:

- time was more likely to be a reason for not complaining in the banking sector (thinking it was worth my time and having enough time);
- confusion over where to start was more likely to be a reason for not complaining in the life insurance sector;
- the effort to gather evidence was more likely to be a reason for not complaining in both the general insurance and life insurance sectors.

Figure 6: Reasons for not making a complaint by sector

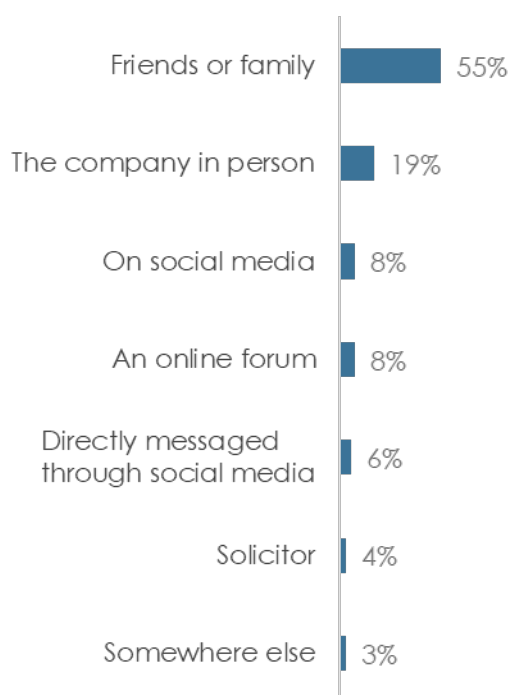


Base: Those who considered making a complaint in the last 12 months (n=699)

Question: Q50. Below is a list of reasons why people do not proceed with making a complaint. Please select all which you feel apply to your situation, including those you mentioned in the previous question. (multiple response)

While not making a complaint, most considerers (81%) aired their dissatisfaction elsewhere, primarily to friends or family (55%).

Figure 7: Proportion of considerers expressing their dissatisfaction in other forms



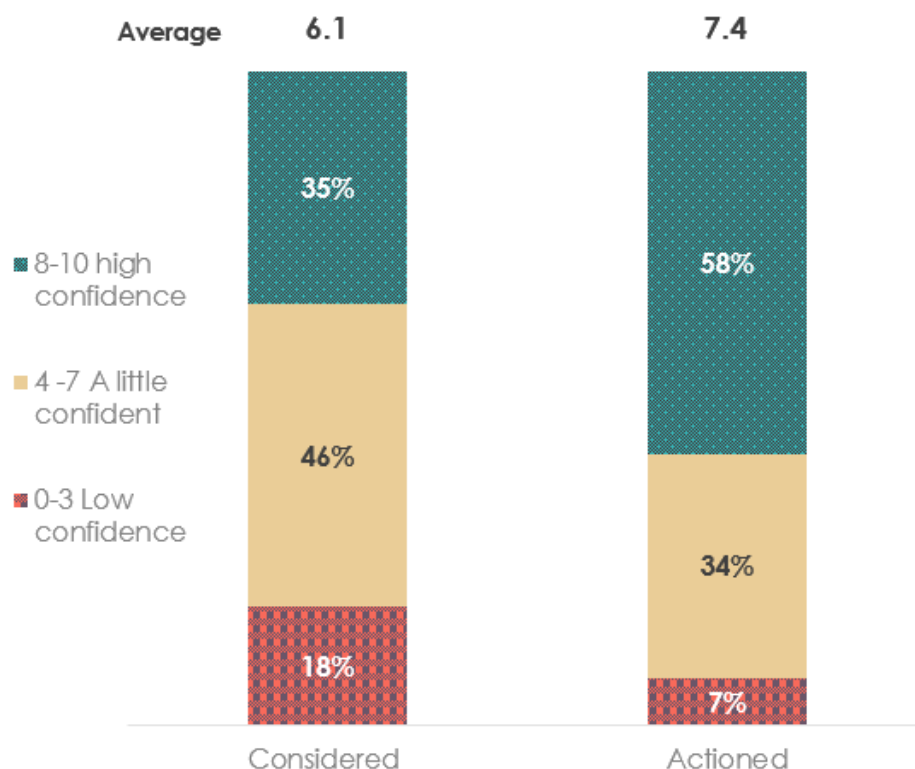
Base: Those who considered making a complaint in the last 12 months (n=699)

Question: Q51. Rather than making a complaint, did you express your dissatisfaction in any of the following ways? Please select all that apply. (multiple response)

Of note, almost one in five considerers (19%) reported they had expressed their dissatisfaction to the company in person, and a further 6% reported that they had messaged the company through social media. These two ways of expressing dissatisfaction should have been considered the start of a complaint process, however, their complaint was not actioned off this contact.

5.2 Confidence and attitudes

Figure 8: Reported levels of confidence with making complaints in general



Question: Q57. How confident do you feel making complaints in general? (single response)

Base: Those who have recently, or are currently completing a complaint (n=596) vs. those considering it (n=699).

Confidence in making complaints in general was strongly associated with whether consumers actioned their complaint. Considerers were more likely to report having low (18%) or a little confidence (46%) in making complaints in general when compared with complainants (7% and 34% respectively).

In addition to confidence in making complaints in general, the quantitative research found less considerers felt confident and competent managing their finances when compared to those making a complaint. Considerers were less likely to agree with the statements:

- I am highly competent managing my finances (59% of considerers versus 71% of complainants);
- I feel comfortable discussing my finances with others (44% versus 55%);
- I feel confident managing my finances (67% versus 77%);
- I am good at managing my finances (67% versus 77%); and
- I review my finances regularly.

"I would've had no idea where to start."

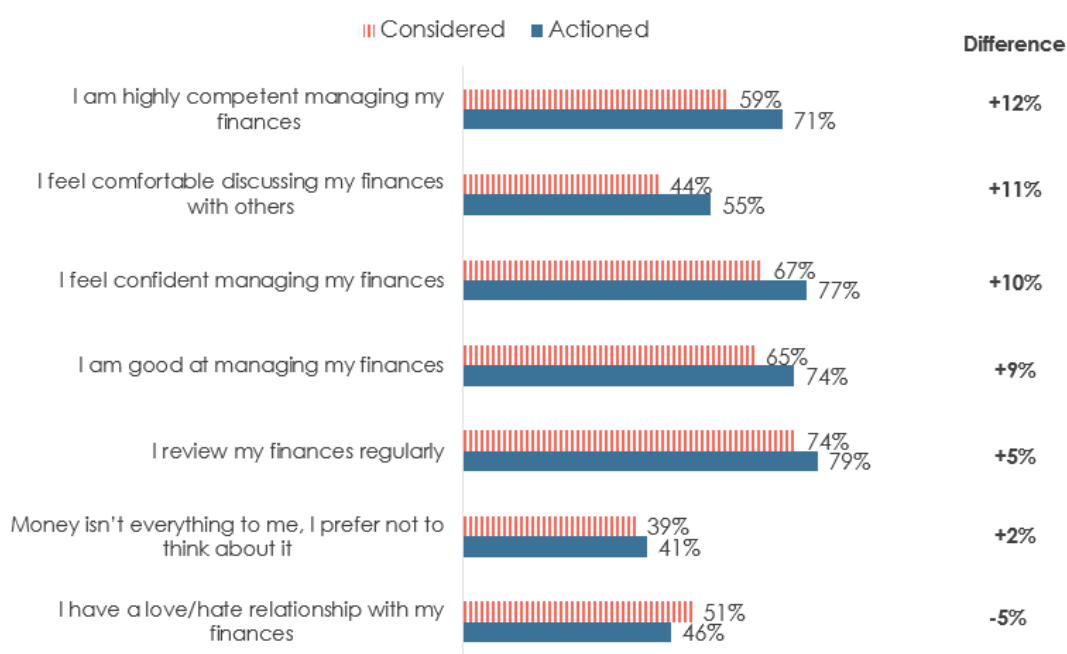
- Banking Considerer, Queensland, Aged 35-39, Female

"I'm hopeless at maths but give me a calculator & I'm fine. I wouldn't say I have high confidence - if I did I'd have a saving plan in place. That would mean being stricter & not emotional buying. I'm sure there could be improvements somewhere."

- Banking Considerer, Queensland, Aged 35-39, Female

These results indicate a lower overall self-perception of financial confidence may have contributed to some considerers not approaching financial service providers to initiate the IDR process.

Figure 9: Attitudes toward finances (considerers versus complainants)



Question: Q55. Please indicate how strongly you agree or disagree with the following statements about money/finances. (single response per item)

Base: Considerers (n=699), complainants (n=596)

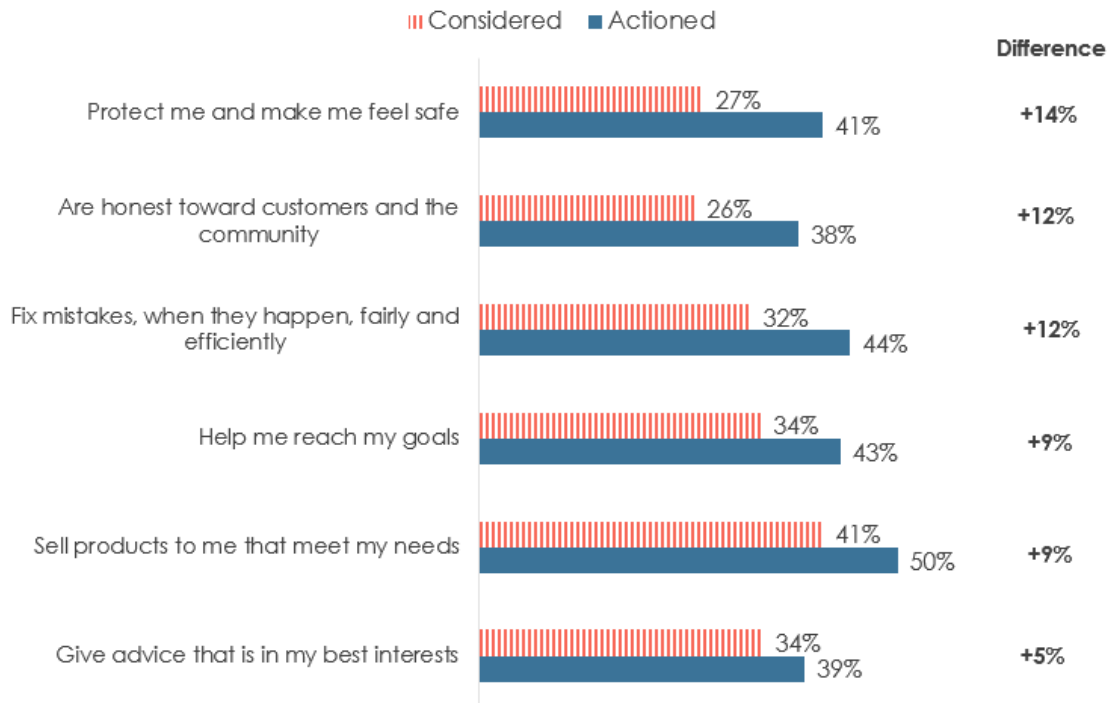
Considerers were also less likely to have positive perceptions of financial service providers when compared to complainants.

They were less likely to agree that financial companies:

- protect me and make me feel safe (27% for considerers versus 41% for complainants);
- are honest toward customers and the community (26% versus 38%);
- fix mistakes when they happen fairly and efficiently (32% versus 44%);
- help me reach my goals (34% versus 43%); and

- sell products to me that meet my needs (41% versus 50%).

Figure 10: Differences in positive perceptions of financial service providers (considerers versus complainants)



Question: Q59. Please indicate how strongly you agree or disagree with the following statements about how financial companies currently act. (single response per item)

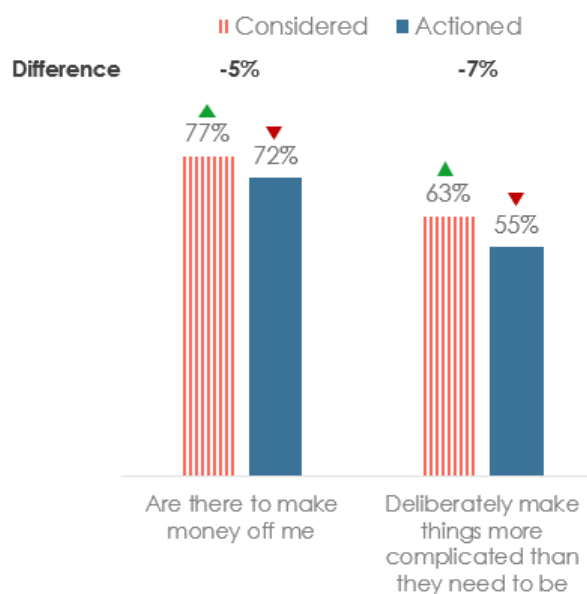
Base: Considerers (n=699), complainants (n=596)

And considerers were more likely to agree that financial service providers:

- are there to make money off me (77% versus 72%); and
- deliberately make things more complicated than they need to be (63% versus 55%).

It is reasonable to interpret that this lower level of comfort and trust associated with financial service providers, and a lower level of financial confidence had impacted considerers' decisions to not proceed with a complaint and initiate the IDR process.

Figure 11: Differences in negative perceptions of financial service providers (considerers versus complainants)



Question: Q59. Please indicate how strongly you agree or disagree with the following statements about how financial companies currently act. (single response per item)

Base: Considerers (n=699), complainants (n=596)

6. Complainant's Experience of the IDR Process

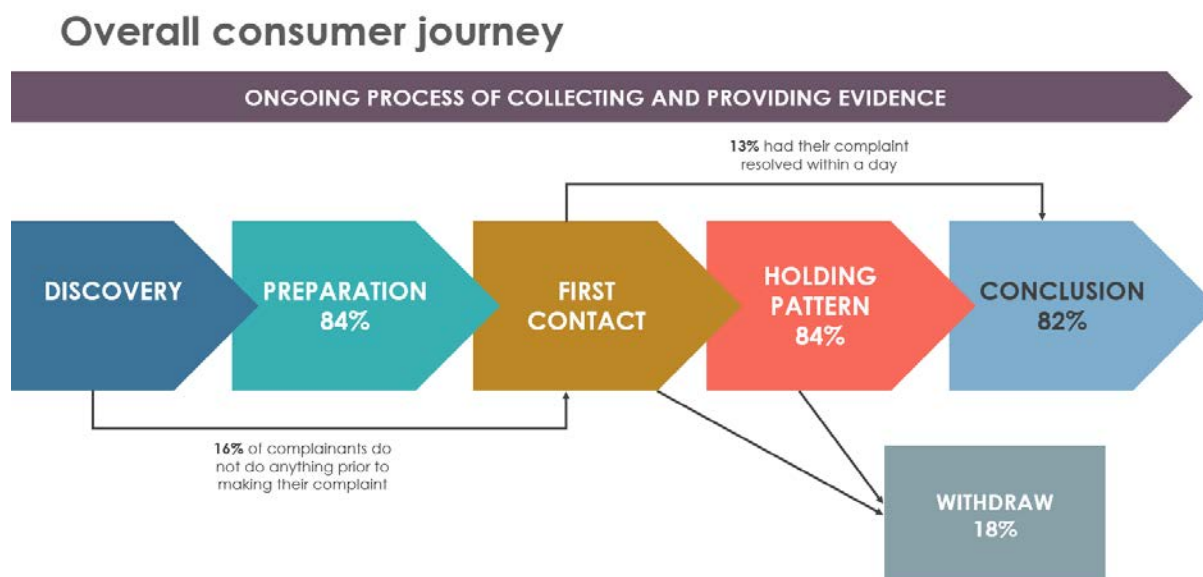
6.1 The IDR journey map

The qualitative research identified five potential phases that complainants pass through during the IDR journey:

- discovery;
- preparation;
- first contact;
- holding pattern; and
- conclusion.

The quantitative stage enabled us to understand the proportion of consumers who went through each of these stages, and the proportion who experienced difficulties or frictions throughout their IDR process.

Figure 12: The IDR journey map



The **discovery phase** was the point at which an issue was discovered that lead to a complaint. Reasons for complaints are discussed in Section 4 of this report.

The **preparation phase** refers to any activity that a complainant undertakes prior to making first contact with their financial service provider. This can be as simple as looking up a phone number through to seeking advice from a professional. Most complainants (84%) reported undertaking some preparation prior to making a complaint.

The **first contact phase** was when the complainant initially contacted the financial service provider to make a complaint. Almost all complainants (99%) made this initial contact themselves, with the remaining 1% having someone else make the complaint for them (e.g. a solicitor or family member).

Just under one in eight (13%) complainants had their complaint concluded at first contact. These complaints were more likely to be from the banking sector (19%) and the most common complaint reason was fees or charges (18%).

If the complaint was not concluded on first contact, complainants moved into the **holding pattern phase**. At this point, complainants either waited for the financial service provider to conclude their complaint, contact them with an update, or actively followed up with the financial service provider. Of all complainants, 84% moved into the holding pattern phase.

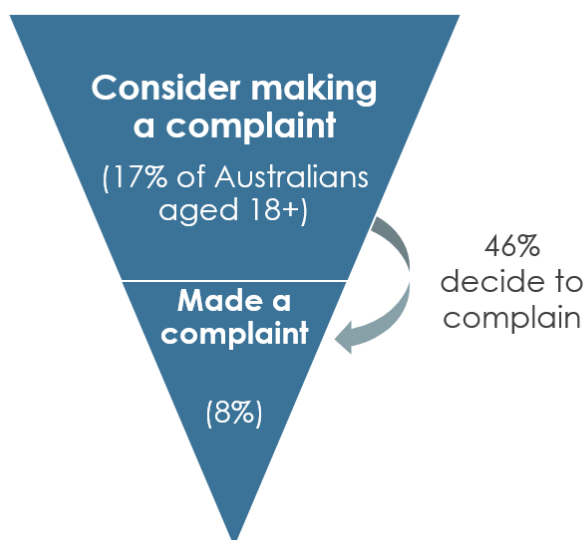
Active follow up behaviours included contacting the financial service provider, sometimes on multiple occasions, to seek clarity on progress of the complaint or to escalate the complaint to a more senior representative. Half (51%) of all complainants in the holding pattern engaged in at least one follow-up activity. The complainants who did not follow up (42%) may receive updates from the financial service provider, but they were not active in pursuing their complaint.

After the holding pattern complainants reached the **IDR conclusion phase**, which meant that the complaint had been finalised by the provider (which may or may not have been to the satisfaction of the complainant). The quantitative survey found that 82% of complainants reached this phase, meaning that they did not withdraw or abandon their complaint.

6.2 Discovery phase

Prior to commencing the IDR journey, consumers encountered or become aware of the issue with the financial service provider. Discovery was the first step in understanding the problem, but perhaps not enough for them to launch a complaint without further investigation. The qualitative research indicated that consumers typically moved into the next step of preparation quickly. However, qualitative research also identified several occasions where consumers contacted the financial service provider with a 'query' before discussing the complaint itself. Therefore, consumers often differentiated an initial query with the provider from a 'complaint'.

As outlined above, 17% of the Australian population, or approximately 3.2 million people, identified a *reason* to make a complaint about a financial service provider within the last 12 months. However, not all consumers who discovered an issue proceeded to IDR (or considered themselves having made a 'complaint'). Only 8% of the Australian population, or approximately 1.5 million people, went on to make a complaint.



However, almost one in five considerers (19%) who claimed they didn't make a 'complaint' reported they had expressed their dissatisfaction to the company in person. In addition to this, a further 6% reported that they had messaged the company through social media. These two ways of expressing dissatisfaction should have been considered the start of a complaint process, however, their complaint was not actioned off this contact.

The following case study illustrates a complainant who went back and forth on their decision to complain several times before officially doing so. They ended up choosing to make a complaint as they didn't feel their dissatisfaction was being taken seriously.

Case Study - Cameron, New South Wales, Aged 60-64, Banking Complaint

Cameron was living with a limited income and relying on Centrelink for his livelihood. He was being charged an account-keeping fee that he felt was entitled to have waived.

"Each month was a time to talk to someone again at the bank or make a complaint through their website, but each month rolled into next month and I was hoping for a positive answer..."

Cameron felt that he had made queries about the issues multiple times without the issue being taken seriously by the bank.

"The negative answer/ uncaring response from my initial call to the bank made me feel that the \$4.00 regular charge paled insignificantly as to why I needed to argue with Centrelink while I was approved by the NDIS/A. During this time, I also received a Disability mobility allowance each month (prior to NDIS/A approval) that I used to offset (or pretended to) the bank charge."

His circumstances continued to deteriorate financially, and he therefore felt that he was required to make a complaint. He didn't feel that his query was going to get results.

"As time evolved, cost of living caught up and I want to see if launching an official complaint would help."

Due to the treatment he had received, Cameron didn't feel like he had the strength to take on the Bank and take his issue further and file a complaint.

"I do not have the strength to take on Bank when I need all my strength to attend to more pressing matters such as sickness, physical health and strength.

For now, the NDIS/A has substituted and increased, slightly, my mobility allowance and I pretend that the issue with Bank is not important. Someday soon, when I have the time, patience, strength and aide, I will make a complaint."

"It remains a niggly issue that I have not been able to sort out. Just like David and Goliath, just waiting and hopefully, I will find a saviour who will help me get it taken off, or I get ODSP recognition that the bank so desires."

The qualitative research indicated that motivation played a key role in consumers taking the issue further. As highlighted by the consumer verbatim below, the consumer's context is important in establishing their emotional journey.

"I discovered the issue straight away and complained the very day because I was extremely angry."

Banking Complainant, Victoria, Aged 35-39, Male

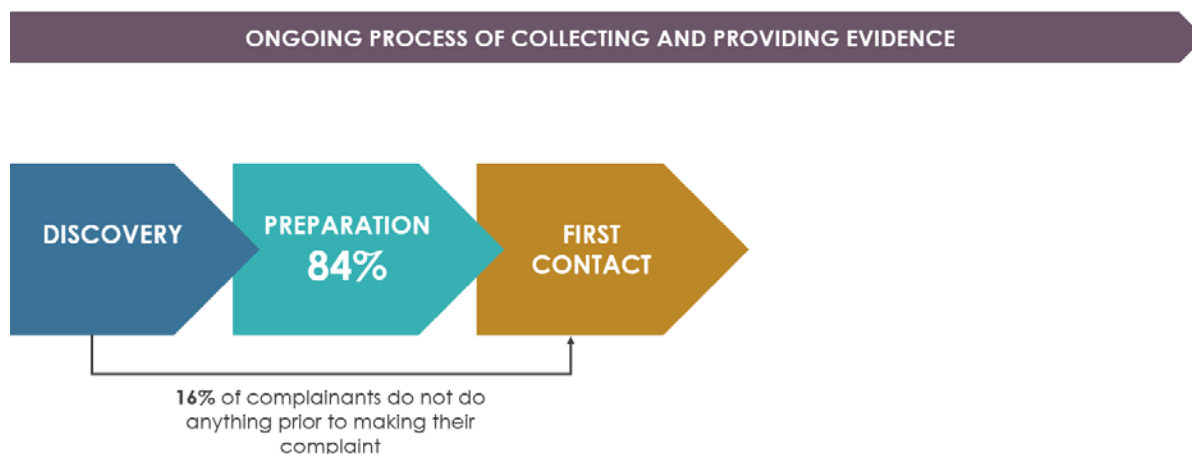
"We were in the process of selling the investment property and this issue was definitely interfering with it. It added so many challenging dimensions to what we thought was going to be a simple process. I was a wreck. I cried every day for around a week when I realised what we were dealing with. I had also just had a baby and was hoping that profits from the sale of our investment would relieve some financial pressure but instead it made things worse."

Financial Advice Complainant, South Australia, Aged 35-39, Female

6.3 Preparation

Most complainants (84%) engaged in some form of preparation before making first contact for their complaint.

Overall consumer journey



The 16% of complainants who did no preparation were more likely to be complaining about a credit/charge card (44% versus 26% of those prepared) or transaction/savings account (35% versus 19% of those prepared). They were also more likely to be commencing their complaint to 'get money back or a refund' (59% versus 40% of those who prepared).

Preparation could be as simple as reviewing the company's website through to consulting with a professional. On average, complainants who did at least one form of preparation accessed approximately two resources before making first contact with the provider. Life insurance and superannuation complainants accessed approximately three resources, which was higher than complainants from any other financial sectors.

"I spoke to my solicitor to see if he had the same notes I did, which would mean the bank was at fault and not us."

- Credit Complainant, New South Wales, Aged 30-34, Female

"A colleague at work who I had been discussing issue with - she is a lawyer and encouraged me to take the fight to them and not back off."

- Superannuation Complainant, Victoria, Aged 45-49, Male

"Online help from consumer affairs help tremendously and I used them quite early on in the process and they were a great help. I was looking for what my rights are and how to proceed. Online forums helped a great deal."

- Banking Complainant, Victoria, Aged 35-39, Male

Figure 13: Resources used in preparation for making first contact



Base: Those who are currently or have recently completed a complaint (n=596)
 Question: Q18. Which of the following did you do [have you done] prior to making your complaint?
 Please select all that apply. (multiple response)

The most common forms of preparation were reviewing product documentation (38%), reviewing the company's website (28%), or speaking to a friend or family member (25%).

"The first step was realising we had a problem and researching who it was that we needed to make contact with to discuss the issue. I looked through our old paperwork and emails to find contact information."

- Life Insurance Complainant, South Australia, Aged 40-44, Female

The qualitative research indicated that reviewing product documentation involved several different elements:

- account statements
- bills and invoices
- contracts and agreements
- brochures and pamphlets with product information
- personal notes taken during interactions with the financial service providers
- Product Disclosure Statements (PDS)

The qualitative research also specified that financial service providers referenced the PDS, however, consumers weren't often using this as an information source.

"Because I couldn't find the information in step one, I decided to call the organisation. I found the contact number in the documents I had and called the number. They advised me again the information was in the contract and PDS. I advised I couldn't see it. They said they would email it again. No real answer received to my initial enquiry."

- General Insurance Complainant, New South Wales, Aged 35-39, Female

One quarter (25%) of all complainants spoke with family or friends. Qualitative research suggested that this was often undertaken to understand if the family member or friend had been through a similar situation in the past.

"The most positive and helpful influence were family and friends' advice, online forum chats and government bodies to get additional information needed to make the complaint and they were instrumental in forming the case."

- Banking Complainant, Victoria, Aged 35-39, Male

By doing this, complainants were hoping to better understand the other person's experience and the IDR process before proceeding with a complaint themselves.

"They [family and friends] were very important from the start. And during the process too. More than the employers from the bank. I was looking for positive answers from their similar experiences. "

- Banking Complainant, Victoria, Aged 18-29, Female

However, some complainants were simply seeking emotional comfort or reassurance.

"After speaking with my husband, he gave me the confidence to be able to call the bank and have a conversation about my concerns. He was able to talk to me and reassure me that my concerns were valid and needed to be addressed."

- Credit Complainant, Queensland, Aged 40-44, Female

While only 16% of complainants in the quantitative survey indicated reviewing online forums prior to making a complaint, the qualitative research indicated that this resource could be important in building confidence to make a complaint.

Having access to case studies and examples of other consumers' experiences online played a key role in giving complainants confidence to proceed with a complaint. Consumer stories in online forums satisfied multiple needs for complainants:

- to make them feel that they have a chance with their complaint;
- to further educate them on their situation and rights;
- to understand the process of complaining and the timings involved;
- to understand the typical reaction from the financial service provider;
- to understand what they need to prepare before starting; and
- to understand what to expect.

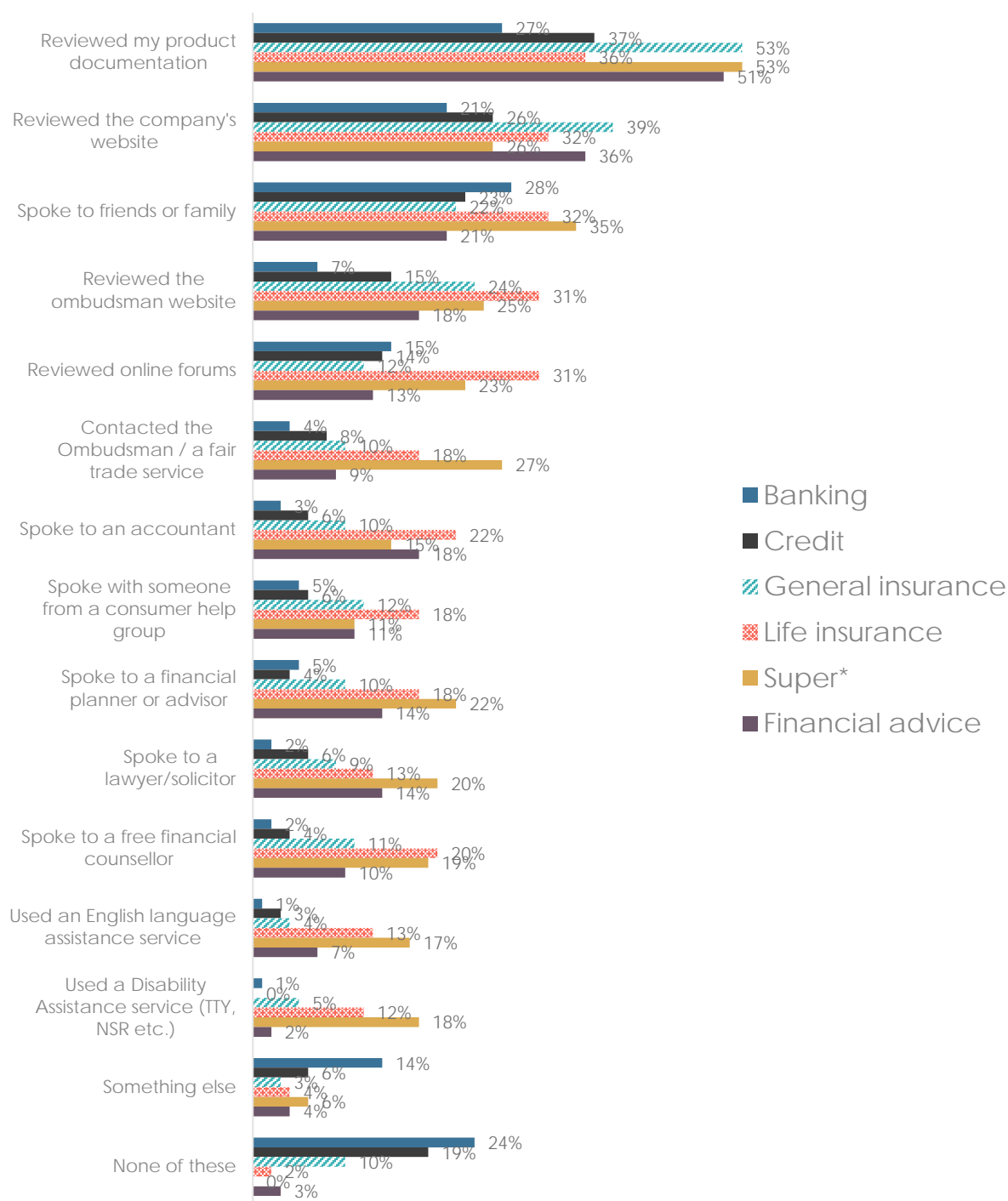
"I looked up Google by "complaints insurer" and found different blogs - I filtered it by country - Australia of course. I found "whirlpool" as a forum of discussion around insurers - some replies to questions asked by others were helpful to me. Most of the questions posted on the forum were about the 'authoritative stance' the insurers took - and it therefore made me feel not so alone. However, it also reaffirmed the insurers were powerful entities that were used to getting things their way and were able to do so because they were a corporation."

"I looked in Google and blogs for information. The questions were related to how to deal with a decision by an insurer and how to word a complaint. I was able to find that information through Google search."

- General Insurance Complainant, New South Wales, Aged 45-49, Female

There were some key differences in the sources used to prepare when looking across the different topic areas for commencing a complaint. Complainants who reviewed product documentation were more likely to be complaining about a decision made by the company (52%), while those who spoke to friends and family were more likely to be discussing a complaint about customer service (34%). Complainants who reviewed online forums were more likely to be complaining about product sales (41%).

Figure 14: Preparation taken prior to first contact by sector



Question: Q18. Which of the following did you do [have you done] prior to making your complaint?

Please select all that apply. (multiple response)

Base: Those who are currently or have recently completed a complaint (n=596)

* Caution – small sample size, results should be considered indicative only

Quantitative research indicated that people who conducted at least one form of preparation experienced a higher level of perceived effort (61% when compared to 38% of those who did no preparation) and stress (58%; 40%) involved with their IDR process. However, this did not make any difference to the satisfaction of their outcome. People who did not conduct any preparation were more likely to have their complaint concluded in the same day and be satisfied with their IDR process experience (49% 'highly satisfied' when compared to 34% of those who did some preparation). Therefore, it could be interpreted that those who conducted some form of preparation were dealing with a potentially more complex complaint (or at least one that was more likely to take greater than one day to conclude).

6.4 First contact

6.4.1 Channel used to make first contact

First contact with a financial service provider was typically made by telephone (51%), through email (25%) or in person (13%).

"I found that using the phone and speaking to people was the most effective. As our situation was quite unusual, online searching would have been of little benefit. Having little children (three years and one year.), going to meetings for face-to-face discussions wasn't an option."

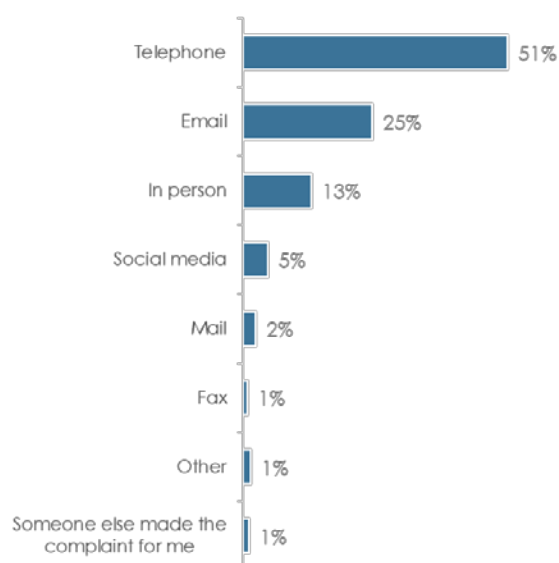
- Life Insurance Complainant, South Australia, Aged 35-39, Female

"Phone is my preference as I like to actually speak to someone and get immediate answers."

- Banking Complainant, Victoria, Aged 55-59, Male

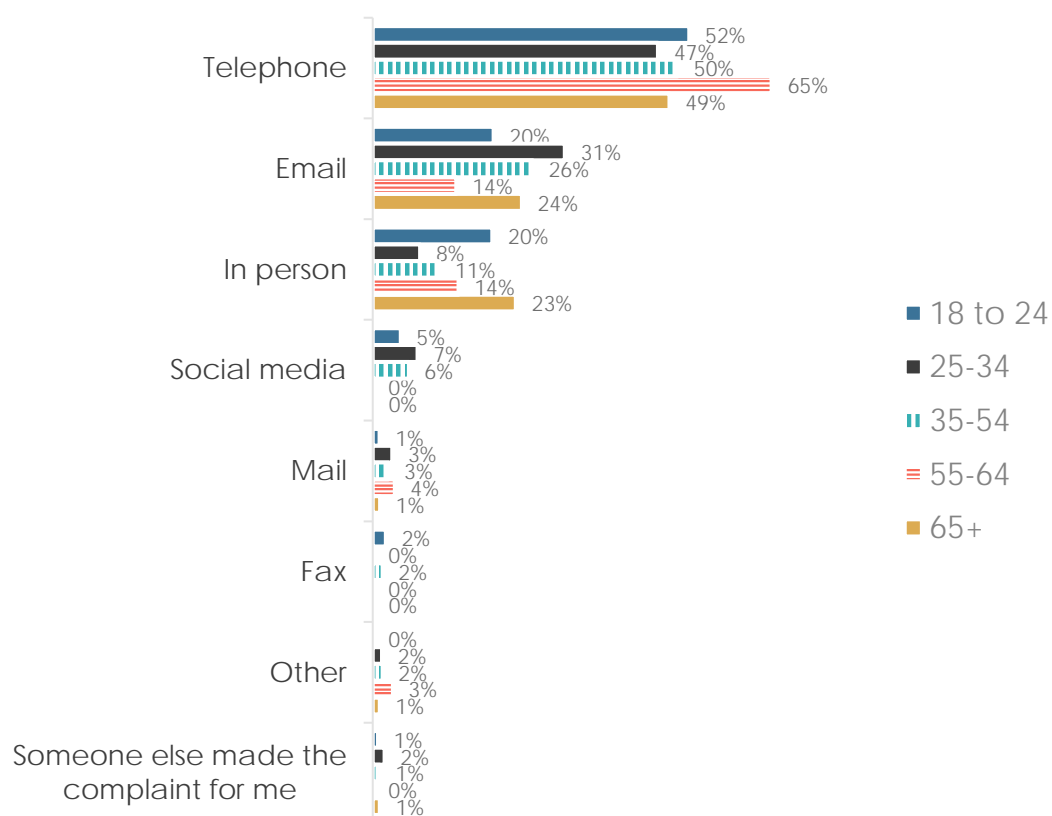
Although channel did differ slightly by age group, telephone contact was still overwhelmingly the most popular choice for complainants. See Figure 16 below for all channels used by different age brackets.

Figure 15: Channel used to first make contact



Base: those who are currently or have recently completed a complaint (n=596).
Question: Q19. How did you first make the company aware of your concern? (single response)

Figure 16: Channel used to first make contact by age

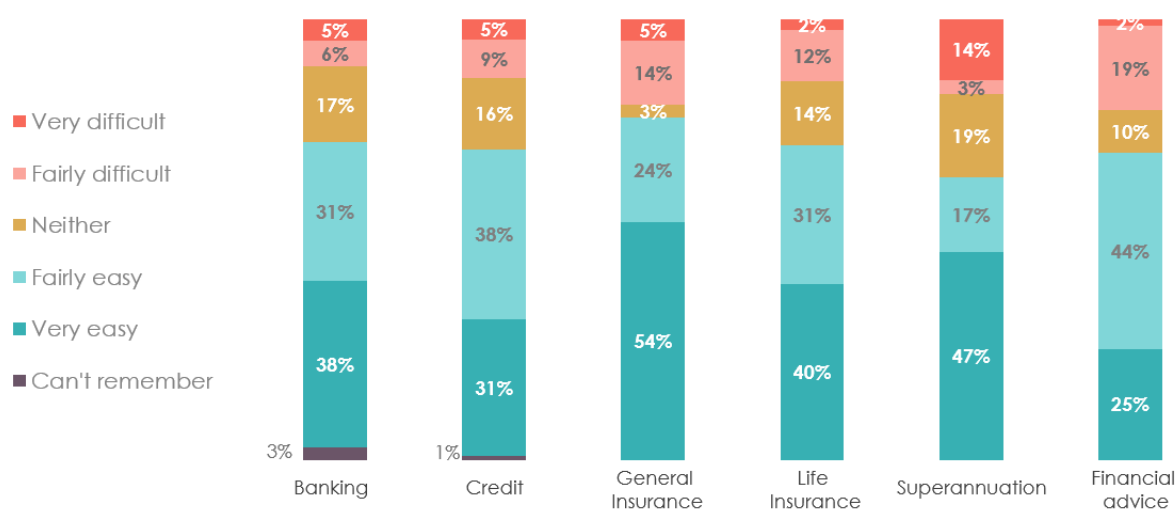


Base: those who are currently or have recently completed a complaint (n=596).
Question: Q19. How did you first make the company aware of your concern? (single response)

6.4.2 Ease of finding company's contact details

One in seven (14%) complainants found it very or fairly difficult to find the company's contact details to make a complaint. Complainants who found it difficult to find the company's contact details were more likely to be dissatisfied with the IDR process (66%) when compared to those who found the contact details easily (23%). They were also more likely to find the overall process stressful (78% versus 49% of those who found the details easily) and requiring a high level of effort from them (82% versus 49% of those who found the details easily).

Figure 17: Ease of finding the company's contact details



Question: Q20. How easy was it to find the company's contact details to make a complaint? (single response)

Base: Complainants in each sector; Banking (n=155), Credit (n=253), General Insurance (n=60), Life Insurance (n=43), Superannuation (n=24*), Financial advice (n=52).

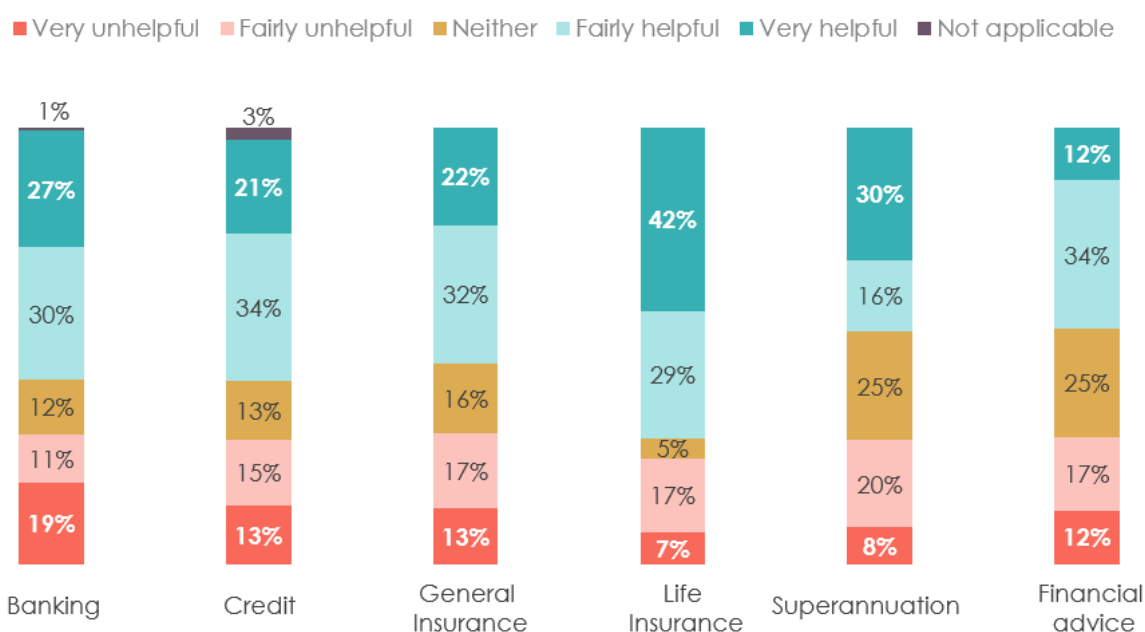
* Caution – small sample size, results should be considered indicative only

6.4.3 Attitude of staff

One in four complainants (25%) thought that the attitude of the staff member that they spoke to at first contact was 'very helpful'. On average, only half (56%) of complainants thought the initial contact person was either 'fairly' or 'very' helpful.

Many complainants (29% on average) found staff attitudes unhelpful overall, and 19% of banking complainants reported a 'very unhelpful' staff member.

Figure 18: Perception of staff attitude at first contact



Question: Q21. How did you find the attitude of the staff when you first made your complaint? (single response)

Base: Complainants in each sector; Banking (n=155), Credit (n=253), General Insurance (n=60), Life Insurance (n=43), Superannuation (n=24*), Financial advice (n=52).

* Caution – small sample size, results should be considered indicative only

The qualitative research identified that contact with an unhelpful initial contact person made the experience feel like the whole process required more effort on their behalf. The quantitative research found that 76% of those exposed to an unhelpful staff member found the process requiring a 'fairly high' or 'very high' level of effort from them versus 49% amongst those who found the contact person helpful.

In addition to having a higher level of perceived effort, this group of consumers also had a higher level of stress (71% versus 44%) and lower reported satisfaction with the IDR process overall (62% 'dissatisfied' versus 12%). People who perceived the initial contact as unhelpful were also more likely to escalate their complaint to a senior manager during IDR (56% versus 29%).

Complainants who perceived the initial contact person as unhelpful were also more likely to disagree with a range of attitudes toward financial service providers (that they're experts, they help me reach my goals, are honest, etc.). However, it is important to note that these results do not indicate causation in any direction. It is not confirmed whether exposure to unhelpful staff influenced their attitudes toward financial service providers or whether their attitudes toward financial service providers influenced their perception of staff helpfulness.

The following case study illustrates an experience by a banking complainant where the customer was left feeling the initial staff member had not been as helpful as she would have anticipated.

Case Study - Angela, New South Wales, Aged 18-29, Banking Complaint

Angela is young, ambitious and career driven. She loves to travel and is keen to explore the world to grow as a person.

Angela was on a trip with her girlfriends in Japan when she had over \$500 taken out of her account by a hotel they had cancelled. The hotel charge had left her short of funds to enjoy the rest of her trip.

"I had fraudulent activity on my credit card from an overseas transaction and the process to recover those funds is still ongoing. I had made an initial phone call to my bank which was extremely expensive to make and the customer service I received was extremely poor and lacked concern in any way."

Angela felt like she would be able to get the money back eventually however was worried about how long it would take to get back and if it would impact the trip.

"I was concerned but not completely overwhelmed because I know family and friends that have had this happened to them and got their money back. I was alarmed but not completely hysterical. There were enough security nets that if you had done the right thing you would eventually get your money back."

Angela was made to feel increasingly paranoid throughout the first call, wondering if she was going to be believed by the consultant she was speaking to. This was a stressful time for her in another country and borrowing a friend's phone. It made her feel like the 'little guy' and impacted her relationship with the financial service provider.

"I didn't have a phone, so I had to borrow a phone from a friend who had an international SIM. Then worry about how much it was costing her. So, it was a pretty time sensitive thing."

"Going into it I was nervous... that I wasn't going to be believed. So, when I got through I tried to emphasise the time sensitive nature of what I needed to get across. She couldn't have really cared that I was overseas and making a long-distance phone call and needed to wrap it up. I was getting asked the same questions reframed in a different way. It definitely felt like 'why are we going over this again and again?' I need to get to the next steps and move on."

"It makes you feel like the little guy, you are one microscopic chink in a huge machine. It can feel a bit daunting."

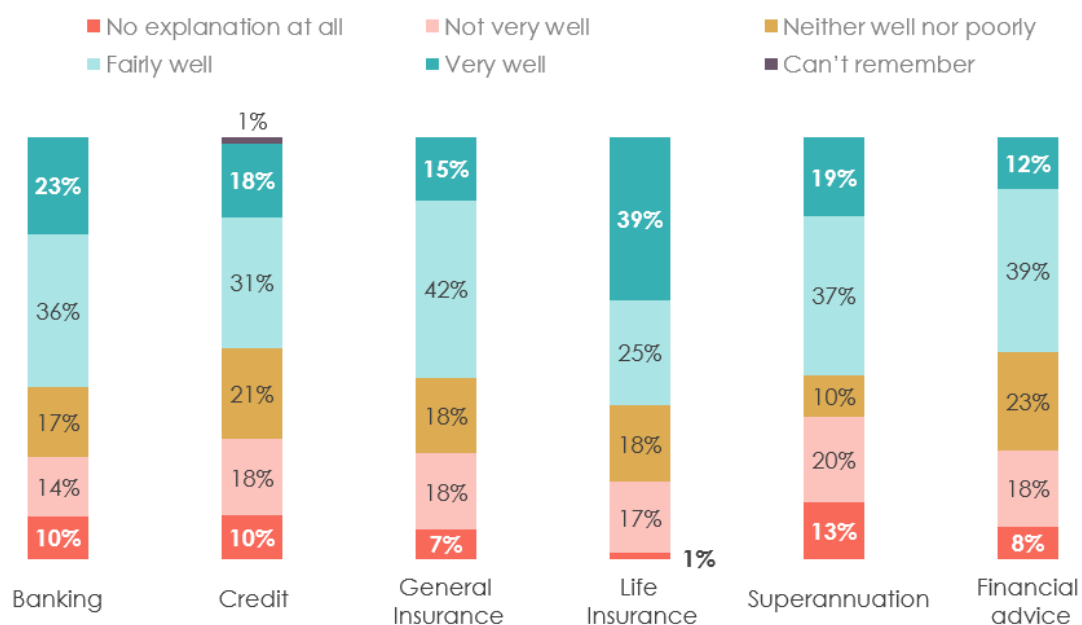
Angela tried to not let the fraudulent activity impact her trip. However, because of the delay in getting the money back she had to be more conservative with her spending. Angela also had to borrow \$200 from her father, which felt degrading. Angela expected the issue to be concluded quickly however after the first contact with the bank felt where she received no empathy, Angela wasn't satisfied with the service. Angela called to complain when she returned to Australia.

6.4.4 Explanation of complaint process

Upon initial contact, only one in two (54%) complainants felt the IDR process was explained either 'fairly well' or 'very well'.

Almost 1 in 10 (9%) complainants claimed there was 'no explanation at all' of the IDR process at first contact. These complainants were more likely to be dissatisfied with the process overall (68%) when compared to those who had at least some explanation given (26%). They were also more likely to state the process was 'very stressful' (38% versus 21% of complainants given an explanation).

Figure 19: How well the complaint process was explained at first contact



Question: Q22. How well would you say the complaint process was explained to you? (i.e. next steps, documentation required, etc.) (single response)

Base: Complainants in each sector; Banking (n=155), Credit (n=253), General Insurance (n=60), Life Insurance (n=43), Superannuation (n=24), Financial advice (n=52).

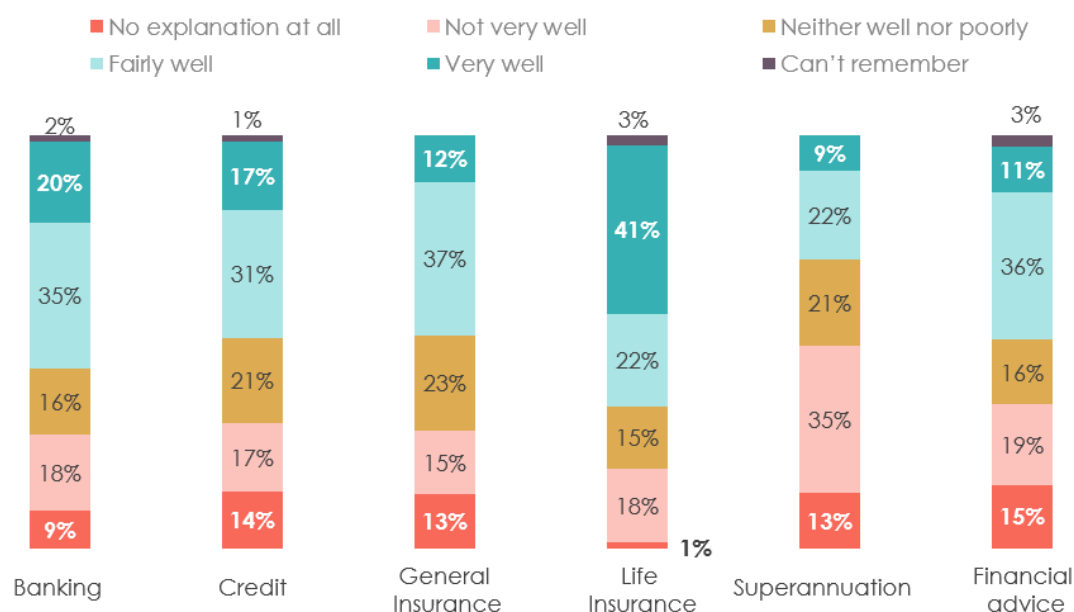
*Caution – small sample size, results should be considered indicative only

6.4.5 Explanation of complaint process timings

Similar to the explanation of the complaint *process*, only half of complainants (50%) found the IDR *timings* were explained very or fairly well.

However, dissatisfaction rates with the timing were much higher than the process, where on average, 3 in 10 complainants (30%) felt that the explanation of IDR timings was poor. Amongst those who requested an escalation of their complaint to management, 44% felt the timings were poorly explained compared with 20% amongst those who didn't escalate.

Figure 20: How well timings were explained at first contact



Question: Q23. And how well were the timings of the complaint process explained to you by the company? (i.e. when you might hear from them next, how long it would be until you were likely to have a resolution). (single response)

Base: Complainants in each sector; Banking (n=155), Credit (n=253), General Insurance (n=60), Life Insurance (n=43), Superannuation (n=24), Financial advice (n=52).

*Caution – small sample size, results should be considered indicative only

6.4.6 Complaints concluded within the same day

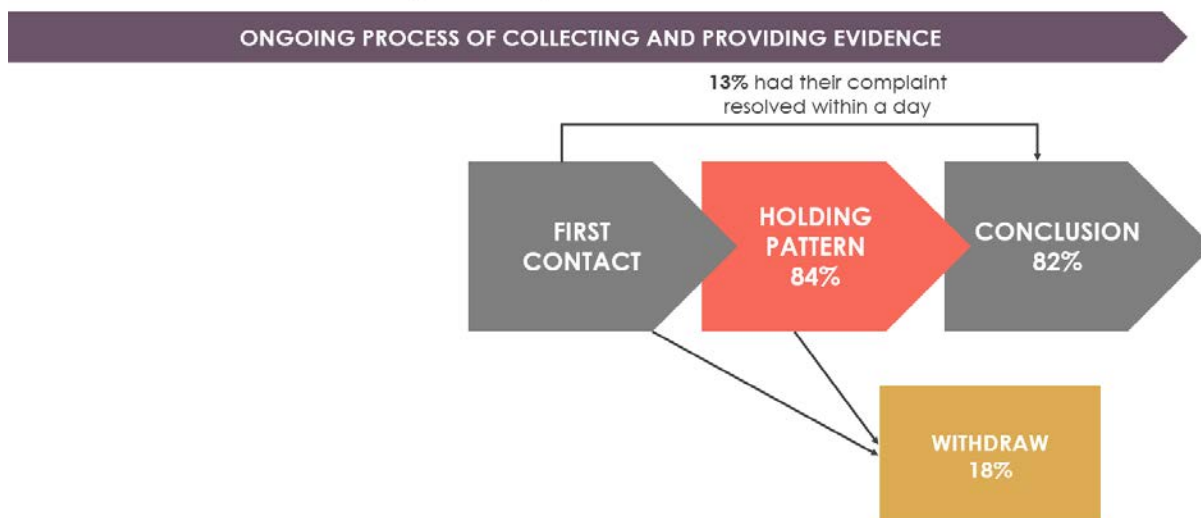
Just under one in five complainants (13%) reported having their complaint concluded within the same day. Almost two in three (62%) of those who had their complaint concluded within the same day were complaining about fees or charges (versus 44% of those who went through the 'holding pattern' phase). However, these complaints were less likely to be made about customer service (6% versus 25% of those who went through the 'holding pattern' phase).

These complainants were more likely to claim the initial staff member they were in contact with was very or fairly helpful (71%) when compared to those going through the holding pattern (54%). They were also more likely to be highly satisfied with their overall complaint process (57%) than for those who went into the holding pattern phase (32%). Almost 7 in 10 (68%) had their complaint finalised in their favour, with one in four (24%) receiving an apology either over the phone or in person, though this is not significantly different to those who went through the holding pattern.

6.5 The holding pattern phase

Most complaints (84%) took longer than a day to conclude. These complainants moved into the 'holding pattern' phase, where they awaited conclusion.

Overall consumer journey

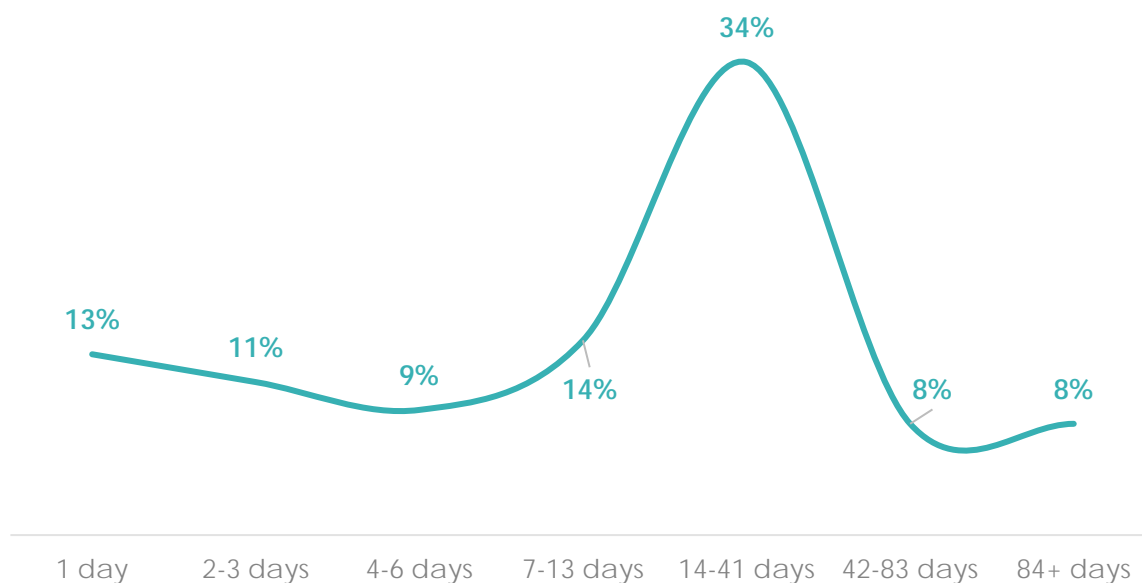


There were some key differences in the consumer perceptions of those who entered into the holding pattern when compared to those who didn't (and had their complaint concluded within the same day). Complainants who proceeded into the holding pattern phase were less likely to feel the IDR process was explained 'very well' to them (18% versus 32% of those who didn't enter this phase). These complainants were also less likely to feel the process timings were 'very well' explained to them (15% versus 37% of those who didn't enter the holding pattern phase).

The qualitative research found the complainants in this stage of the IDR process sought transparency. They wanted to understand what the process was, who was handling their complaint and what the status of their complaint was. They were also looking for information on the timeline for complaint conclusion and clarity on their role in getting the complaint concluded.

The majority of complainants had an IDR duration of under six weeks, with almost half completed within a week of first contact (47%). Below shows the distribution of complaint timings amongst all current and completed complainants.

Figure 21: Perceived duration of the complaint process



Question: Q6. [CURRENT] When did you make the complaint to the financial company? Q10.

[COMPLETED] How long did the complaint process take?

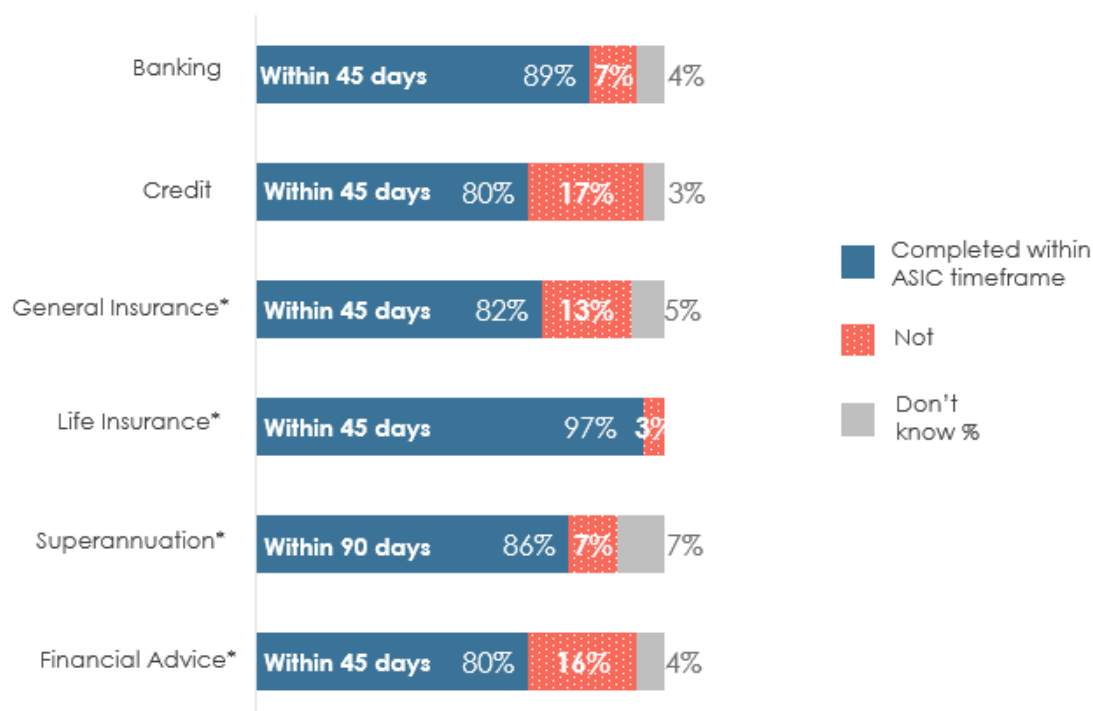
Base: those who are currently or have recently completed a complaint (n=596)

ASIC regulations require financial service providers to complete the IDR process within an allocated timeframe, as shown below:

- 45 days from the date of the complaint being made for banking, credit, general and life insurance, and financial advice; and
- 90 days from the date of the complaint being made for superannuation.

Depending on the financial sector, the reported proportion of complaints being concluded within this regulated timeframe ranged from 80% (credit and financial advice complaints) to 97% (life insurance complaints). Superannuation, with a required timeframe of 90 days for conclusion, recorded 86% of complaints concluded within this timeframe. See Figure 22 for a breakdown of the proportion of complaints concluded within these timeframes.

Figure 22: The reported proportion of IDR complaints across sector types which were concluded within the ASIC regulation timeframe



Base: those who have recently completed a complaint (n=389).

Question: Q10. How long did the complaint process take? I.e. from when you first made contact to when it was finished. (single response)

* Caution – small sample size, results should be considered indicative only

After the allocated timeframe has expired, financial service providers are required to provide complainants with an explanation of the EDR process (e.g. Ombudsman or Complaints Tribunal) so that they may progress their complaint further if required. However, the research indicated that of the complaints which extended beyond the 45-day requirement (13% of all complainants excluding superannuation), only one in five (21%) had the EDR process explained to them.

"When the resolution was reached that the charge back would not be actioned. The step was fast, around 10 minutes, I simply replied to the email. I never received a reply however, so over the course of the next 2 months sent several more, which also went unanswered... I did a Google search about the financial services Ombudsman to see and gain some understanding of what my options were."

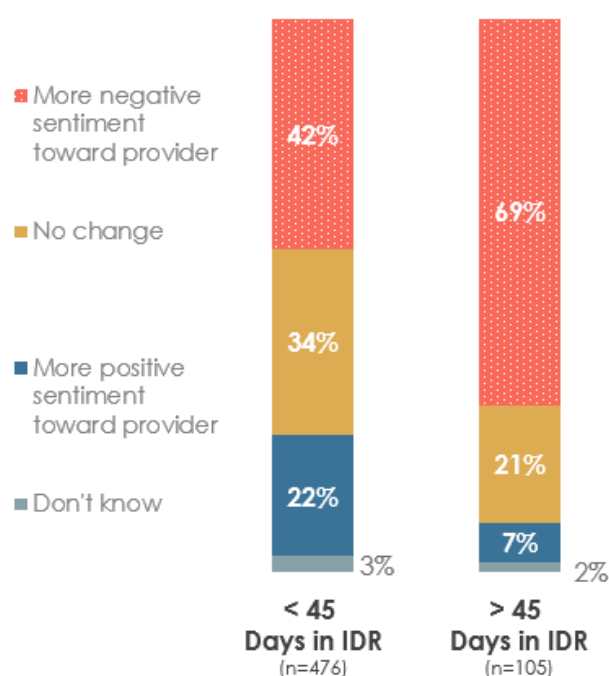
- Credit Complainant, Victoria, Aged 30-34, Male

6.5.1 The implications of extended complaint duration

The quantitative research suggested that the length of the complaint may negatively impact the consumer effort and stress caused by the process, while also affecting how complainants view the financial service provider.

After 45 days, significantly more consumers perceived the IDR process as requiring a 'very high' level of effort from them (31%) compared to those who had the complaint concluded within 45 days (18%). In addition, after 45 days more complainants regarded the process as being 'very stressful' (37%) compared to those with a complaint concluded in less than 45 days (21%). As can be seen in Figure 23, seven in ten (69%) complainants whose IDR process lasted more than 45 days felt that the process had a negative impact on their perception of the financial service provider. This was substantially more than amongst complainants whose IDR process was completed within the 45-day timeframe (42%).

Figure 23: The impact on financial service provider sentiment for those with a complaint duration above or below 45 days



Question: Q42. Has the complaint process changed how you feel about the company? (single response)

Base: those who are currently or have recently completed a complaint within 45 days (n=476), after 45 days (n=105).

We observed an increasing trend in level of stress, perceived effort and negative sentiment the longer the time spent in the IDR process. This trend is shown in figure 24, demonstrating the incline seen as the duration of complaint moves from 24 hours to greater than 12 weeks.

The qualitative research indicated that, as complaints took longer to conclude, the frustration and emotional impact increased. This could be due to the fact that trust and faith in the financial service providers completing their side of the agreement was increasingly diminished over time.

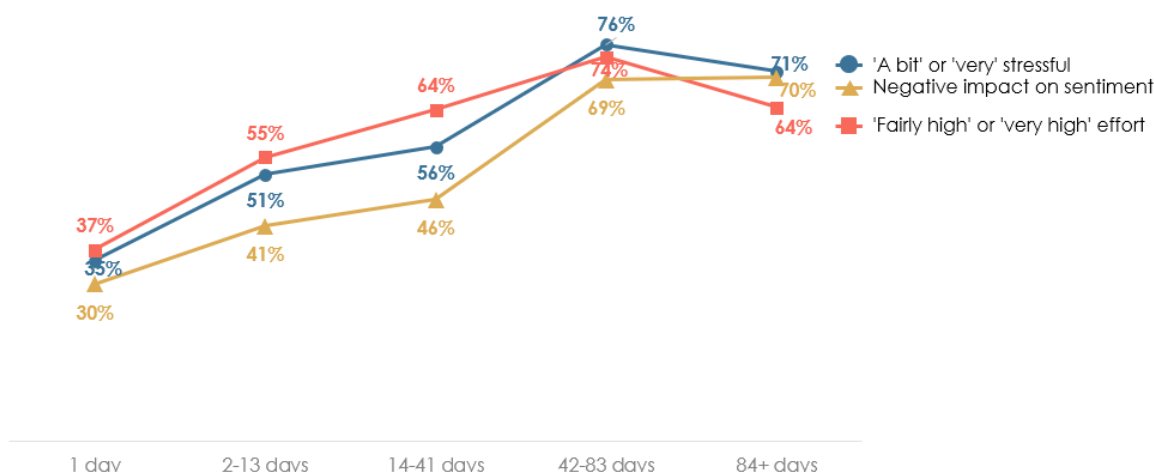
"Again, I had no way to push them as they wanted to do it in their own time it seemed. I was on the phone in these cases for 30 to 40 minutes I was very annoyed and over it but I knew I would get to the bottom of it if I just kept going. The length of the process was the biggest negative."

- Credit Complainant, New South Wales, Aged 45-49, Male

"I was feeling cheated, frustrated, annoyed. The frustration was the length of time it took nobody seemed to give a clear answer I had the debt collectors chasing me for money they said I owed the accounting firm even though I had already paid in full and wanted extra."

- Financial Advice Complainant, New South Wales, Aged 45-49, Male

Figure 24: Perceived stress and effort involved in the IDR process and negative sentiment toward the financial provider over the duration of the complaint process



Question: Q40. How much effort on your part do you feel was required [has been required so far] throughout the complaint process? Q41. And how stressful [are you finding] did you find the process? Q42. Has the complaint process changed how you feel about the company? (single response)
Base: those who are currently or have recently completed a complaint (n=596)

The below case study highlights a banking customer who was in the holding pattern phase for a prolonged period. As time went on, the consumer became more and more frustrated and in need of clarity from the financial provider.

Case Study - David, New South Wales, Aged 45-49, Home Loan

David leads a very busy life, working in the hospitality industry, his partner also working full-time and two kids both busy with high school studies and sports on the weekends. David looks after the 'big picture' financial matters in the household, of which their mortgage is the most important.

'I am the final decision maker at home when it comes to household finances although I always discuss these matters with my wife prior to execution. I make sure all our Banking & Insurance requirements are paid on time and upgraded when and where required. I would give myself a 7/10 - I am no expert but I feel I have a good general knowledge for the household finances. I want to pay off the mortgage and own my own home, but saving money is always a strain as the cost of living is so high nowadays and there are so many expenses beyond the routine mortgage'.

However, there was an issue last year when David changed his mortgage provider.

'My complaint pertains to fees charged for additional products and services associated with my [bank] mortgage as brokered with a [bank] financial planner. Upon my first direct debit payments, the fees were significantly more than previously quoted'.

This was the start of a long and, from David's perspective, convoluted process.

'Initially I complained directly to the financial planner, but he referred me on to the branch manager as the rejigged fee structure was implemented by the administration department of Financial Services. My complaint then was referred on to the Financial Services division and their representatives'.

'I was more than willing to complain and dispute the situation with the bank as it is a matter of principle, but as I was on duty during business hours it was difficult to get enough time to contact the bank directly and get some clarity on the matter'.

The length of time taken to get a conclusion was a key negative for David.

'I had read the Complaint procedure literature and I placed my faith in the system...but I was extremely disappointed and disillusioned by the whole ordeal. As I went through the process I ended up discovering a lot of new information in regard to the bank's obligations to disclose fees and charges up front and not adjust these without written notice and doing this feeling more reassured that my complaint was definitely justified, and I was more confident that I would get a fair resolution in the near future. I was allowing one to two weeks between each of the steps, as I understand the bank is a big organisation and I am mindful there are more than likely thousands of complaints similar to mine, so I wanted to keep realistic time frames in perspective'.

'After eight weeks of dialogue with the bank it was not progressing, and it appeared that I was continually being passed on to another division or person, so I contacted the Banking & Finance division of the NSW Ombudsman. It took around two days to hear back from them which was very reassuring and gave me confidence the matter would be ultimately resolved'.

'I have always remained determined and resolute throughout the entire process, however, I was very disappointed and frustrated with the extended time frame required to get an equitable resolution'

'There was an absolute failure of anyone at the bank to acknowledge and take responsibility and genuinely assist me, continually passing the buck to a range of other departments and associated staff etc.... which I simply didn't have the time to follow up'.

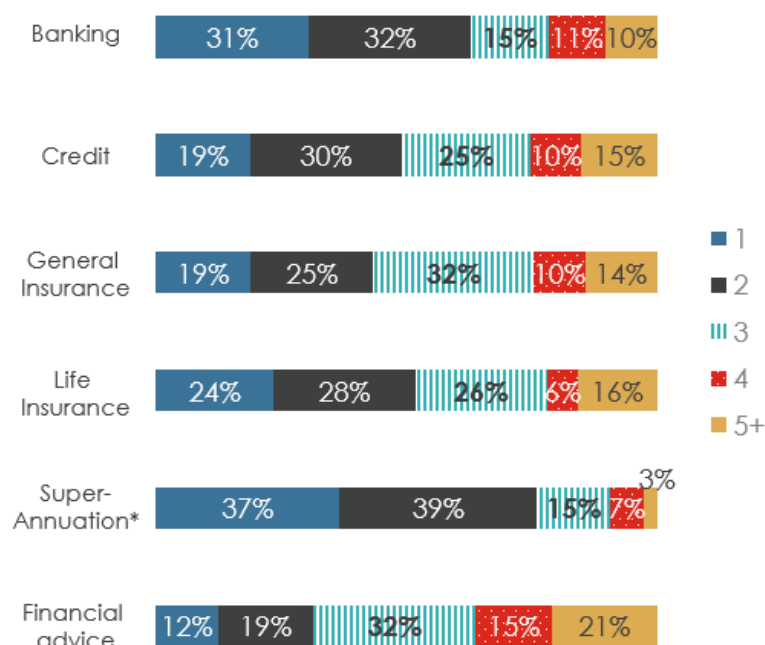
'In retrospect, I would go straight to the Banking & Finance division of the NSW Department of Fair Trading, as I could lodge a complaint with this organisation and have someone there represent me and give me clear and concise advice on how to proceed with the matter throughout the entire process'.

6.5.2 The impact of multiple contact touchpoints

While in the holding pattern phase, most complainants (78%) were in contact with multiple staff members from the financial service provider to which they had made a complaint. As can be seen in Figure 25, only 12% of financial advice complainants

spoke to one staff member, whereas banking complainants were more likely to have their complaint concluded by one staff member (31%). Figure 25 displays the number of complainants across each financial sector were in contact with.

Figure 25: Number of different contact people complainants have been in contact with throughout their IDR process



Base: Amongst those who are currently or have recently completed a complaint, within the holding pattern (n=513).

Question: Q24. Approximately how many different staff members from the company were you [have you been] in contact with during the complaint process [so far]? (single response)

* Caution – small sample size, results should be considered indicative only

Of complainants who needed to speak to three or more separate contacts within a financial service provider, more felt they had spoken to 'too many' contacts. The below diagram shows the perception of the number of contacts complainants were in contact with during the holding pattern.

From the qualitative research we found examples where complainants were left incredibly frustrated with speaking to multiple customer service representatives.

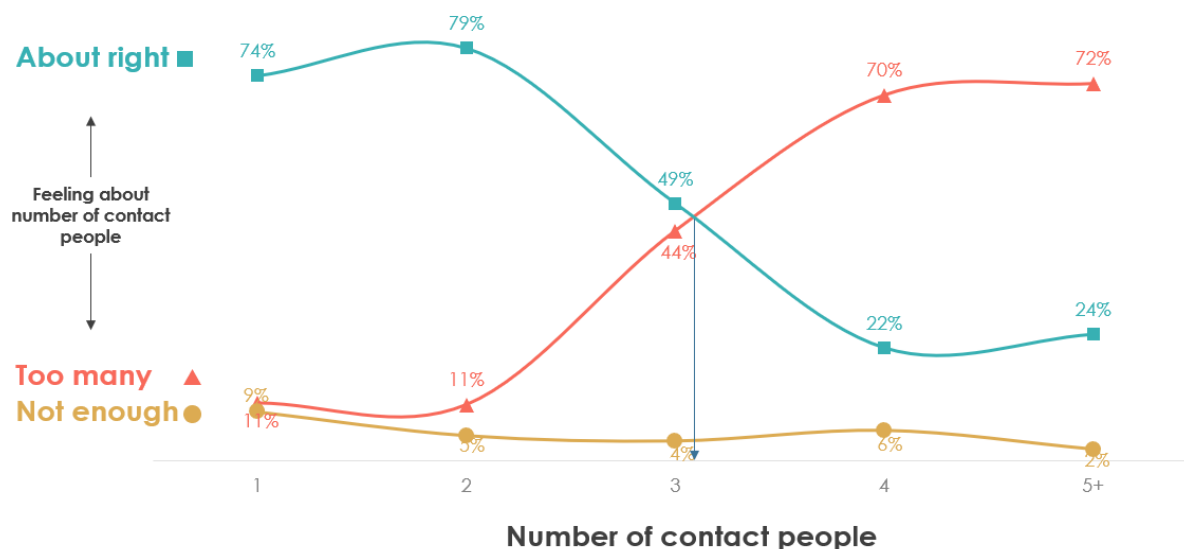
"After I spoke to three different customer service reps who directed me to the contract and product disclosure guide where I still couldn't find the relevant clauses, the last lady was rude, and I still didn't agree with the (dodgy) wording of the clause I was referred to."

"Frustration over speaking to so many customer service reps, with little understanding, plus the rudeness experienced in the last phone call. I decided to write a complaint letter as soon as the last phone

call ended, as I was unhappy with the outcome. I started writing a complaint letter after the last phone call. I posted it within the next week."

-General Insurance Complainant, New South Wales, Aged 35-39, Female

Figure 26: Feeling about number of different contact people complainants were in contact with throughout the holding pattern



Base: Amongst those who are currently or have recently completed a complaint, within the holding pattern (n=513).

Question: Q24. Approximately how many different staff members from the company were you [have you been] in contact with during the complaint process [so far]? (single response) Q25. And how did [do] you feel about speaking to this many people? (single response)

Qualitative research identified that after being "passed around" some consumers question whether the complaint was worth the time to continue through the IDR process. However, the quantitative research found no relationship between the number of contact people complainants spoke to and the proportion of those who withdrew their complaint before finalisation. The below case study highlights an instance when a consumer felt they had been 'passed around' during their IDR process.

Case Study - Rohan, New South Wales, Aged 35-39, Male, Transaction Or Savings Account

Rohan lives by himself and keeps busy through a lot of travel for both work and leisure. There was an issue that arose when travelling:

'I was travelling in Israel and made a withdrawal from a freestanding ATM. I was only given 25% of my withdrawal amount because the ATM was low on cash being the weekend. However, the full amount was deducted from my account'.

This was the start of a long and, from Rohan's perspective, convoluted process.

'I called immediately after the withdrawal. The call centres are not designed with travellers in mind, so was closed. With that I called the lost credit card number and got someone who took FOREVER to tell me there was nothing I could do. I kept trying to rush him, because I'm paying \$12 per minute to call him from the roaming mobile, but he didn't care and kept on going, so this proved expensive. The Israeli bank later said I was given the full amount. This was due to confusion created by my domestic bank as to the actual issue - it was VERY difficult to get someone to understand that I was NOT disputing the total amount, just the difference. Not one person of the probably eight or nine people I had to deal with were actually listening. All the paperwork showed they lodged the dispute as \$400 when I was only disputing \$300. This misinformation by my bank kept making the Israeli bank reject it based on incorrect value'.

Given the dispute, and the effort required to conclude it was 'only' AUD \$140, he began to question whether it was worth pursuing, and finally gave up.

'Given that I was long back in Australia and dealing with my bank, there weren't many options other than going to the Ombudsman - something I'd prefer not to do until I'm very fed up and given the amount was only equivalent to about \$140, I wasn't sure that I should bother. It started in January, however, it dragged out to April before I got fed up and just let it go. This was mainly because around March, work got busy and I didn't have the time'.

'It was only a measly \$140, so given the time I had wasted on it, I was already at a loss and just moved on. \$140 wasn't going to get me evicted or kill my grandmother. I'm usually someone who will flog the horse until I win but given the very long waits between contact points due to dealing with a foreign bank, it was hard to escalate the issue'.

'I wasn't very emotional as this wasn't a great deal of money, nor the last of my cash at hand, but I did feel very let down by my bank. It was apparent that they were not interested in helping a customer out'.

6.5.3 'Active' and 'Passive' complainants within the holding pattern phase

When in the holding pattern phase, complainants tended to broadly act in one of two ways:

- 51% **actively followed up** with the service provider on the complaint status or **escalated** the complaint to a more senior staff member; or
- 42% took **no action** and waited for the financial service provider to conclude the complaint or provide a progress update.

'Active' complainants within the holding pattern phase

Half (51%) of complainants in the holding pattern phase engaged in at least one type of active follow up with the financial service provider:

- approximately one third (35%) followed up their complaint with the financial service provider; and
- two in five (42%) escalated their complaint to someone more senior within the financial service provider.

However, there was cross over between the two actions, with 63% of those who followed up on progress also having escalated to someone more senior.

The qualitative research identified three key drivers for proactively following up with the financial service provider in the holding pattern phase:

- seeking clarity on timings for conclusion;
- to speed up the process; and
- to ensure action was being taken.

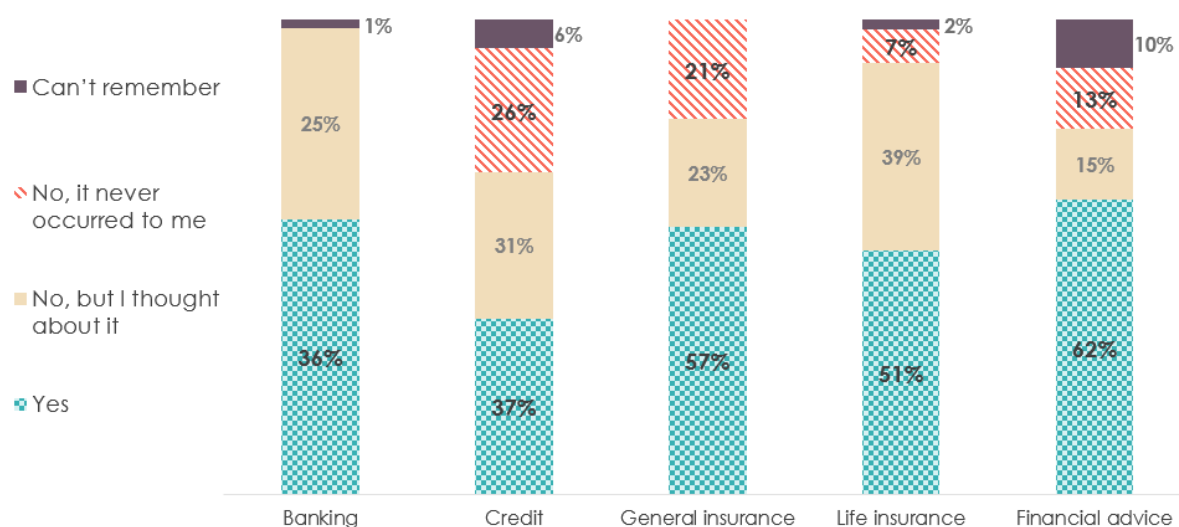
"I was looking for an acknowledgement, response and resolution to my dispute. I did not receive any of these. I had previously tried contacting the bank in writing via electronic messaging, and continued with the non-responsive call centre route, not actually getting to speak to anyone."

- Credit Complainant, New South Wales, Aged 50-54, Male

Proactive follow up was most likely to be taken (44%) by complainants who had an IDR process duration greater than one week (compared with only 22% of those who had their complaint finalised within one week). Those complainants proactively following up did so 2.9 times on average, though after following up once more complainants were likely to think they had contacted the provider 'too many times' in comparison to it being 'about right'. People most commonly followed up by telephone (69%), by email (47%) or in person (26%).

Escalation was more common amongst financial advice (62%) and general insurance (57%) complainants, as shown in Figure 27. In addition to the 42% who escalated their complaint, a further 28% of complainants thought of doing so at some stage during the IDR process but did not.

Figure 27: Proportion of complainants who have, or have thought about escalating, by sector.



Question: Q31. At any point, did you ask for your complaint to be escalated to someone more senior (e.g. manager/supervisor)? (single response)
Base: Complainants in the holding pattern (n=513).

Qualitative research indicated that escalation was often requested after a period where no information was provided to the complainant by the financial service provider. Often this created an impression amongst complainants that there was most likely no action being taken by the financial service provider.

"Here is where the issue started. Almost two weeks had passed, and I still didn't see my funds in the bank! I then had to call their call centre for an update. After waiting for 10/15 mins and being put on hold as they checked, they came back to me and said they would have to get back to me. I was already frustrated by then. I asked that their manager call me as my funds were stuck! I only got a call back next day advising me that the signatures I provided didn't match (HUH!). I asked why it has taken two weeks to realise that!!"

- Credit Complainant, Victoria, Aged 18-29, Female

As an aside, escalation was not limited to those people in the holding pattern phase. 18% of complainants who had their complaint concluded in the same day had escalated to someone more senior. The qualitative research found that some complainants escalated their complaint at the beginning of the IDR process to achieve faster results. Quantitative research showed that 7% of complainants who escalated their complaint had their complaint concluded within the same day.

The below case study highlights a customer who had their complaint fast-tracked to the conclusion phase once escalating to a senior person on the team. The customer chose to escalate their complaint after waiting for a conclusion in the holding pattern phase for several weeks with no perceived progress.

Case Study - Paul, Victoria, Aged 35-39, Superannuation

Paul is incredibly busy with managing his career, study and young family. He is from an Italian background and his parents primarily speak Italian. So, he is required to help them out with life admin and other processes that they need help with.

Paul is managing his parent's superannuation account for them. When trying to withdraw funds for them he ran into trouble. Two weeks after lodging the forms, no money had arrived in their accounts, so he called up the provider to complain.

"The issue arose in the context of me assisting my parents with the management of their super account. I have power of attorney and am authorised to act on their behalf. The issue in a nutshell was that my parents had asked me to make a partial withdrawal from their super account. I sought to apply for the withdrawal online and after no payment was received two weeks later I began to follow this up with the company. My parent's needed access to their money fairly urgently - so they were chasing me up."

The customer service agents told Paul that if he escalated the issue, they wouldn't be able to help him further. He was also told that the issue had already been escalated and they were looking into it. With no clear timeframe established.

"But also, I was far from satisfied with the initial explanations received by the superannuation provider contact centre staff as to the reasons for the delay I felt like I was given the absolute run around over the next 2-3 weeks."

"He struck me as a genuine and practical guy, I felt like he was trying to help me here. 'Don't escalate it we are trying to chase it up.' He was sympathetic and helpful, though what annoyed me with a couple of the chats was that I said, 'this is a joke now I am going to complain' - he would say 'if you put in a formal complaint I won't be able to speak with you'."

"I don't think he committed to calling back at that point. The second guy I spoke to certainly called me back several times. There wasn't an expectation set."

"The next time I called the guy I got was really matter of fact, it has been escalated and they are looking into it. There is nothing I can do."

Paul accepted the advice from the customer service agents and was stuck in the 'holding pattern' phase for two to three weeks. Before he was able to ascertain that a complaint would get results quicker. He felt he had done his due diligence to rectify the issue however it wasn't until he complained that the issue was rectified and actioned.

"In all of the chats I had with the call centre manager, he never once told me there was a form to fill out. Once I got to the complaints section that was the first time I heard about it."

"I should have lodged something formal earlier... Believing what that guy was telling me. I felt like I was alone while I was doing it. What I would have done differently, after the second time would have been to put something in formal in an email."

Most complainants who were active in the holding pattern phase (82%) undertook further research, by reviewing product documentation (31%), reviewing the financial service provider's website (25%) and speaking to friends and family (22%) during this time. In addition to this, one in five (22%) reviewed the Ombudsman website and 14% contacted the Ombudsman or an Office of Fair Trading directly during this time. See Figure 28 for all sources used by active and passive complainants in the holding pattern phase.

'Passive' complainants within the holding pattern phase

Not all complainants in the holding pattern phase proactively followed up or escalated their complaint, with four in ten (42%) waiting for a progress update or conclusion from the financial service provider.

Among all complainants in the holding pattern, only one quarter (26%) indicated they received any update on the progress of their complaint. While almost three quarters (74%) of these complainants who received an update were happy with this, almost one in four (22%) would have liked additional updates.

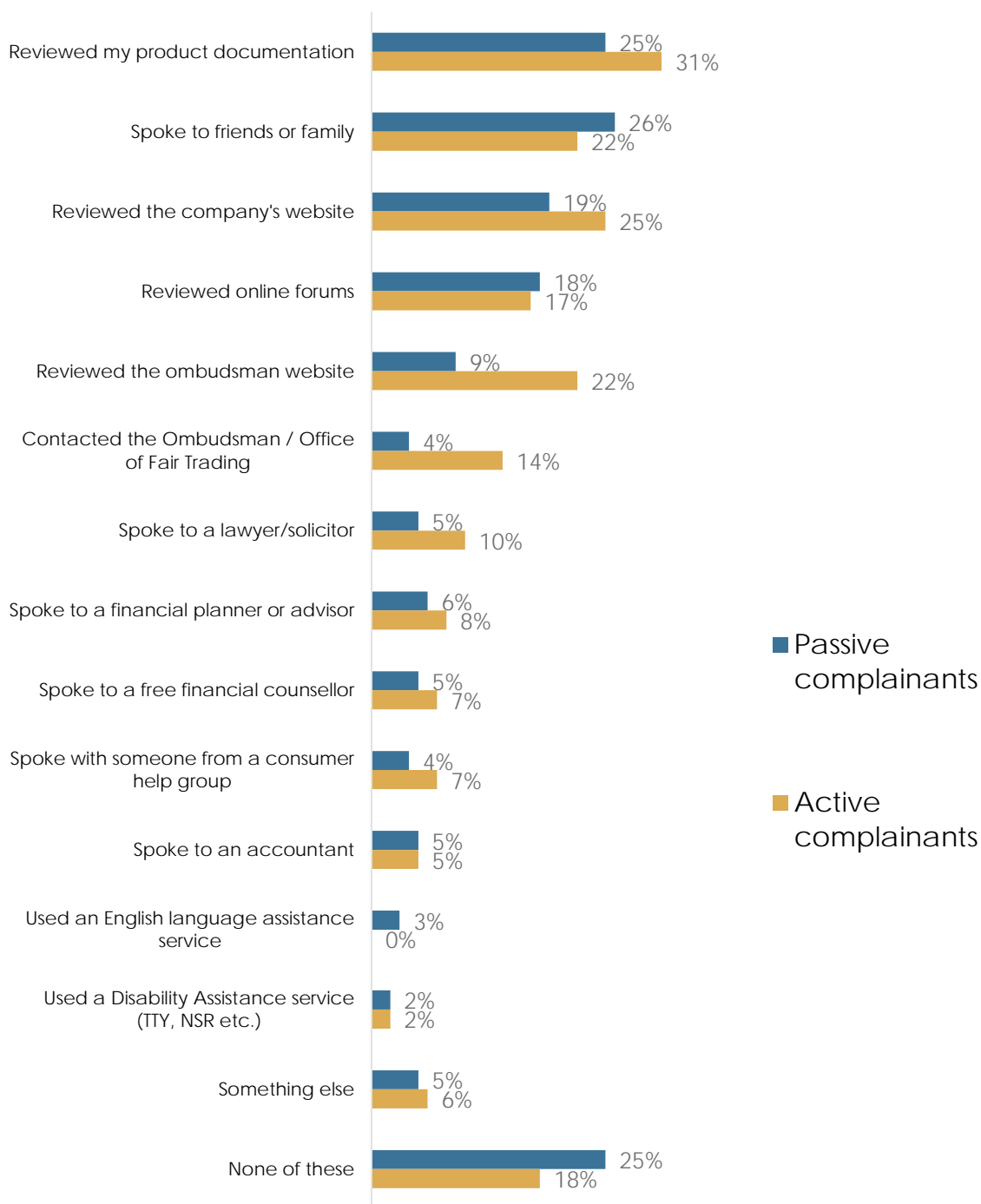
Among the 60% of complainants who indicated they did not receive an update, two in three (67%) were dissatisfied with this lack of information. Only 30% of those complainants not receiving an update felt comfortable with this.

"I was annoyed and upset at the lack of information and everybody just telling me "It was not their job," that I was sick of hearing it. It was a very negative experience, and the more I persevered, the more annoyed and frustrated at the bank's systems I became as it was obviously designed not to be accessible and make people give up."

- Credit Complainant, New South Wales, Aged 50-54, Male

While not actively following up on their complaint, most (75%) passive complainants also conducted research or utilised at least one additional resource while awaiting conclusion. Speaking to friends and family (26%), reviewing product documentation (25%) and reviewing the financial service provider's website (19%) were the most commonly utilised resources during this time. However, passive complainants were less likely to review the Ombudsman website (9% versus 22% of active complainants) or directly contact an Office of Fair Trading (4% versus 14% of active complainants) while waiting for a conclusion.

Figure 28: Additional resources used by passive and active complainants in the holding pattern



Question: Q34. Which, if any, of the following did you do [have you done] after making the initial complaint? (multiple response)
 Base: Complainants in the holding pattern (n=513).

6.6. Withdrawing from the process

Before reaching the conclusion phase or progressing to EDR, approximately 270,000 people (18% of complainants) withdrew their complaint. The complaint could be withdrawn in one of two ways:

- **formally**, whereby the complainant informs the financial service provider directly of their withdrawal; or,
- **informally**, where complainants simply 'give up' on the IDR process without informing the provider.

Our research found that 5% of complainants formally withdrew their complaint with the financial service provider, while 13% gave up without informing the provider. The proportion of complainants leaving the IDR process was highest amongst those aged 25 to 34 years (29%) and lowest amongst those aged 55 to 64 years (8%).

The qualitative research indicated that younger consumers (25-34 years) often had higher expectations of the complaints systems. The qualitative interpretation for this rise in younger complainants withdrawing is that there was a lower threshold for long and drawn out processes, and they demand faster and more efficient service.

"I expected the complaints system of [bank] to be efficient and professional, as they are a big banking brand they must have a good complaints system to deal with any complaints they get from their customers."

- Credit Complainant, Queensland, Aged 18-29, Male

Qualitative research also identified a number of complainants who withdrew from the IDR process (either formally or informally) when in the holding pattern phase due to a lack of transparency.

"I see no good faith from the company and they have not been open and transparent- the goal posts have moved all along. I found it quite staggering really. I was not able to speak openly or negotiate any way forward. In fact, I felt I was being "bullied" into accepting. Eventually they invoiced the cancellation fee and I had no option but to go to the Ombudsman. That is still in progress."

- Banking Complainant, New South Wales, Aged 18-29, Male

In addition, the quantitative research highlighted the key points when complainants withdrew from the IDR process, these included:

- after chasing the company and still not receiving a conclusion (45%);
- after not hearing from the company for an extended period (40%); and
- after receiving poor service and realising it was too difficult (30%).

However, 1 in 6 withdrawing complainants did so due to the realisation that the complaint was no longer valid (17%) or after seeing what documentation was required to continue (20%). There were a number of challenges experienced by complainants during their time in IDR which may have, either individually or in combination, led to their withdrawal from the IDR process. These included:

- feeling like they had not been listened to or heard;
- being unsure of how long they would need to wait for a decision;
- feeling like the complaint would not make any difference; and
- feeling like they were not being taken seriously, amongst others.

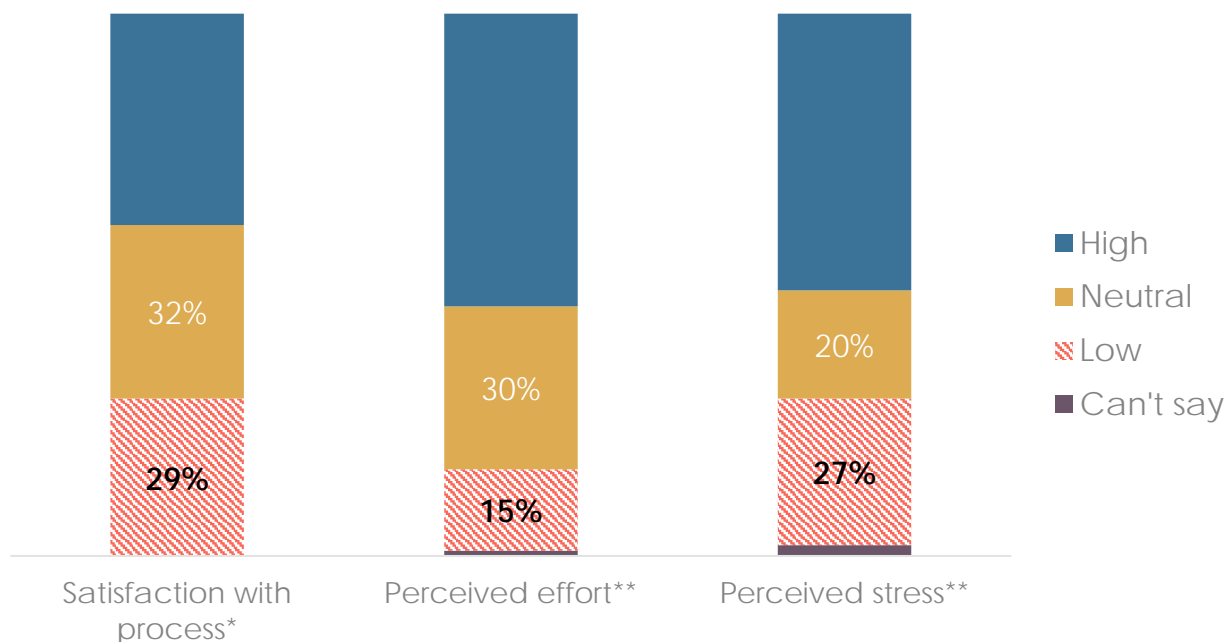
More detail on this is contained in Section 6.9.

6.7 Complaint Conclusion

Most (82%) IDR complaints were concluded and of those, two thirds (66%) were finalised in favour of the complainant.

It should be noted that finalisation in favour of the complainant does not mean the complainant achieved everything they set out to do. See Section 6.8 for more details.

Figure 29: Satisfaction, perceived effort and stress relating to complainants' IDR process



Q38: We'd like to understand your satisfaction of both the outcome of your complaint and the process you went through. Please use the scales below to indicate how satisfied you were with each. Q40: How much effort on your part do you feel was required throughout the complaint process? Q41: And how stressful did you find the process?

Base: Complainants who have finalised their complaint (n=321)

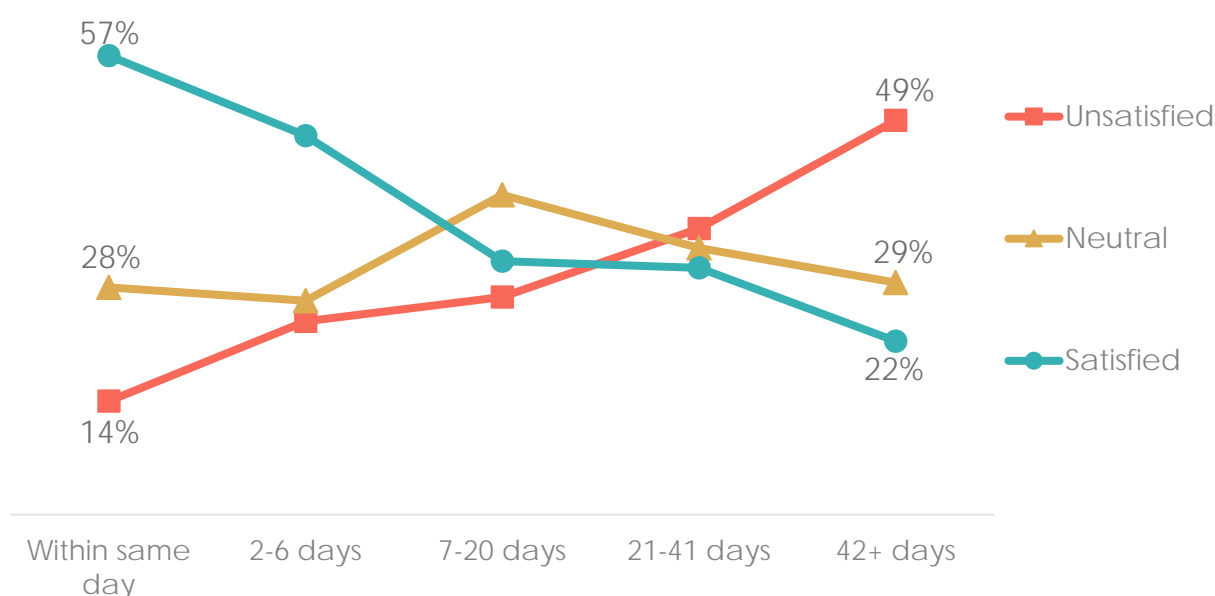
*High is a score of 8-10, Neutral 5-7 and Low 0-4 on a 11-point scale

**High is the top two scores, Neutral the mid score and Low the bottom two scores on a five-point scale

Half (55%) of complainants who received a conclusion indicated they were satisfied with the *outcome* (which was impacted by whether their complaint was finalised in their favour or not, see below). But only 39% of complainants indicated that they were satisfied with the *process*.

The gap between satisfaction with the outcome and satisfaction with the process indicates that complainants commonly encountered difficulties in the IDR process that impacts on their satisfaction regardless of the outcome. This is supported by 54% of complainants who concluded their complaint indicating that the process required fairly or very high effort on their part, and 51% found the process stressful. The difficulties experienced in the process are discussed in more detail in Section 6.9 below.

Figure 30: Satisfaction with the process over duration in IDR

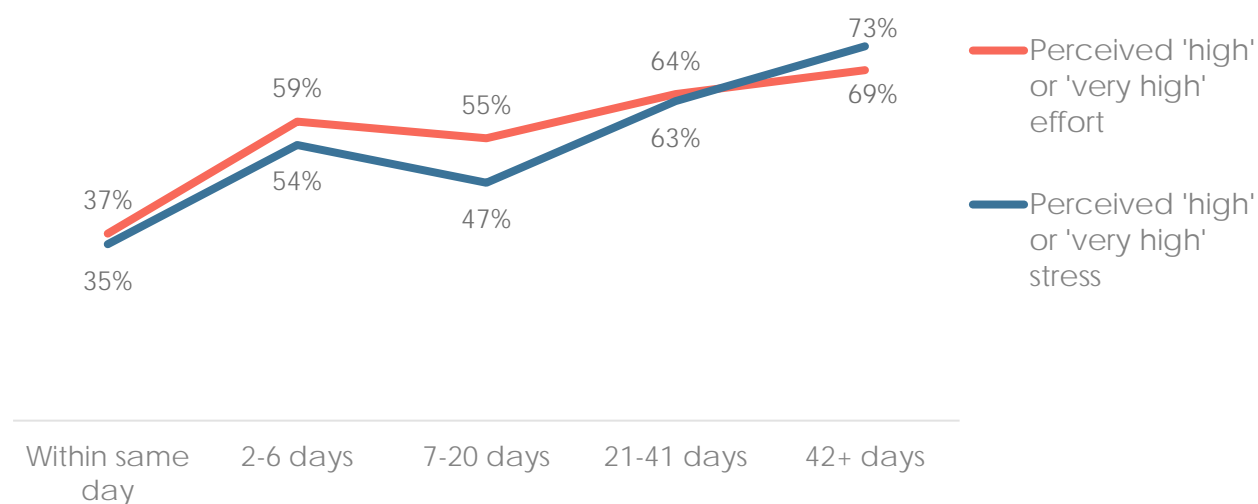


Question: Q38. We'd like to understand your satisfaction of both the outcome of your complaint and the process you went through. Please use the scales below to indicate how satisfied you were with each. (single response)

Base: All completed complainants (n=389).

As discussed earlier, perceived effort and stress also increased as the time taken to conclude a complaint increased. However, in this case there are two step changes of note: reported effort and stress was substantially higher if a complaint took more than one day to conclude, and substantially increased again if the complaint took more than two weeks to conclude.

Figure 31: Perceived effort and stress involved in the IDR process over duration in IDR



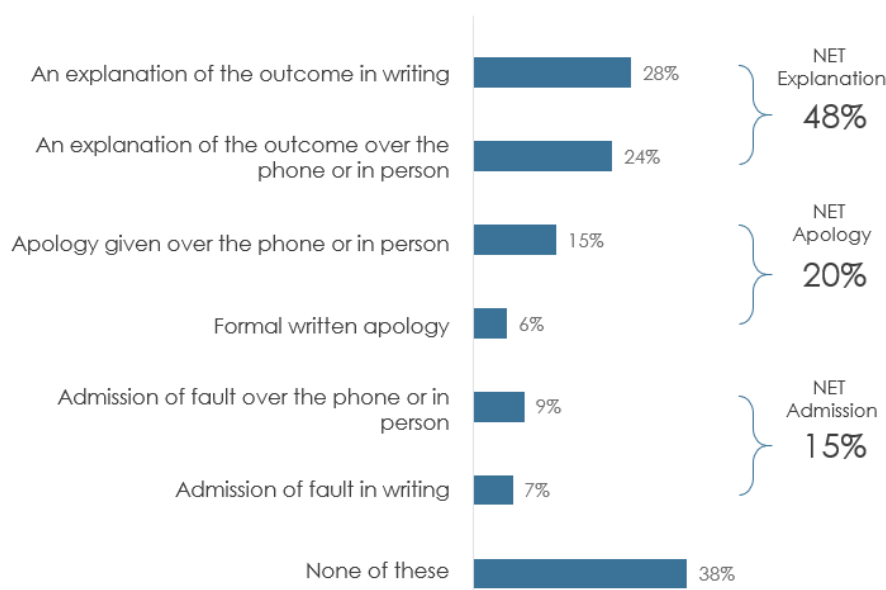
Question: Q40. How much effort on your part do you feel was required [has been required so far] throughout the complaint process? (single response) Q41. And how stressful [are you finding] did you find the process?

Base: All current and completed complainants (n=596).

More than half (62%) of those who had their complaint concluded received either an apology, admission of fault, or an explanation of the outcome from the financial service provider. These were provided to the complainant either in writing, over the phone or in person, see Figure 32.

Those who received an explanation (48%), apology (20%) or admission of fault (15%) were more likely to be satisfied with their IDR outcome (69%, 69% and 66% 'highly' satisfied, respectively) than complainants who did not receive any of these (only 37% 'highly' satisfied). These complainants were also more likely to feel favourably about the overall IDR process (48% 'highly' satisfied if given an explanation, 48% if given an apology and 50% if receiving an admission of fault versus 25% amongst those who didn't receive any of these).

Figure 32: Type of apology, explanation or admission received



Question: Q45. Did you receive any of the following from the financial company at the end of the complaint process? (multiple response)

Base: those who have completed a complaint in the past 12 months (n=321).

Whilst half of complainants did not receive an explanation of the IDR outcome upon conclusion, 4 in 10 (43%) deemed it was 'very important' to receive this. In fact, only 24% of these complainants felt this was 'not important' at the end of their IDR journey. In contrast to receiving an explanation of the outcome, receiving a formal written apology was significantly less important to complainants at the end of their IDR journey (only 25% considered this to be 'very important'). The qualitative research indicated that at the conclusion phase of the IDR journey complainants were looking for assurance that their complaint was taken seriously and sought information as to how the outcome was reached. The following case study is an example of this.

Case Study - Diana, New South Wales, Aged 45-49, Female, Vehicle Insurance

Diana lives by herself with her two dogs and has a very active social life with lots of work / study commitments that keep her busy. She has a desire to be independent / self-reliant, and this extends to her knowledge of her finances.

'There's a saying if you don't know the questions to ask you don't ask the questions. When it comes to financial planning or anything to do with money, I want to know all that I can, and I expect the institution to let me know what I don't know by telling me everything upfront. And in plain language, clear communication, no jargon, or inferences. I'm totally involved in the finances of the household. There's no other person. I research anything and almost everything before I buy it'.

There was an issue that arose when Diana was getting her car repaired.

'The complaint was about a no-fault accident that the insurer blamed me for - and refused to listen to me or be guided by the road rules. I discovered the complaint when they wrote to me to collect monies for a repair. The communication with them broke down. They "made a statement" and nothing I

said to them afterwards was considered by them. It was as if they wanted to wear you down and accept their 'ruling'.

A key part of the issue was the lack of information / transparency to support the position taken by the provider.

'I googled the issue to find out my rights as there was little assistance from the insurer. It was as if they held the superior position and I was to just accept their ruling. It was dictatorial and somewhat rude. Reason was not part of their process it appeared - as they made a ruling and without further explanation they decided to stick to it'.

'I think it was the without further explanation that got me. they didn't explain fully why they came to that decision. On top of that, if you wanted to challenge their decision it was a threat for them to say - take it to court, a costly exercise they seem to rely upon you not being able to do'.

'When I discovered the FOS - I thought it could be the best way to have the matter re-examined and perhaps have someone independent look through the material. I also thought that the financial company would have answered the questions they had refused when I asked them. I was therefore willing to continue on with the complaint. It was very, very stressful. To try to answer their letters and work out how convoluted they were explaining things - as well as being on the receiving end of threats. The company threatened legal action as a go to spot - to stop you trying to get to the core of the issues. It was kind of like a David and Goliath fight at times'.

Whether the claim was accepted or not was almost secondary, it was more so the principle of them needing to be open and transparent in their dealings with Diana.

'More than anything, I just wanted to be able to be heard, to have their view fully explained to me and to persuade them to see my point of view'.

6.7.1 Complainants receiving a favourable outcome

Whether a complaint was concluded in the complainant's favour or not affected their ratings of the IDR process. Those receiving an outcome in their favour (66%) gave more positive IDR ratings:

- more than half (55%) were 'highly satisfied' with the IDR process;
- only 17% felt the process was 'very stressful'; and
- less than half (46%) felt the effort required was 'fairly high' or 'very high'

Amongst those receiving a favourable outcome, 70% received an explanation, admission of fault or apology from the financial service provider. The different types of communication received were:

- an explanation of the outcome in writing (32%);
- an explanation of the outcome over the phone or in person (28%);
- apology given over the phone or in person (17%);
- admission of fault over the phone or in person (11%);
- formal written apology (9%); and
- admission of fault in writing (8%).

Amongst those who did not receive the above explanations, apologies or admissions of fault, the importance of receiving these differed slightly. Almost three

in four (74%) felt an explanation over the phone or in person would have been important to them upon conclusion. Almost the same proportion (70%) felt an admission of fault either over the phone or in person was also important. However, fewer complainants (52%) felt a formal written apology was important at the end of the IDR process.

While complainants who received a favourable conclusion were significantly more positive about the process and perceived effort or stress overall, we still saw a pattern of decreasing satisfaction over the increasing duration of the IDR process. Therefore, there is still a gap between satisfaction with the outcome and satisfaction with process amongst this group.

6.7.2 Complainants receiving an unfavourable outcome

Those whose complaint was not finalised in their favour (18%) provide more negative ratings of the IDR process:

- Only 6% were 'highly satisfied' with the IDR process;
- 37% felt the process was 'very stressful'; and,
- 75% felt the effort required to be either 'fairly high' or 'very high'.

Amongst complainants receiving an unfavourable outcome, only 45% received an explanation of this outcome. The qualitative research found complainants receiving an unfavourable outcome had a strong desire to understand the reason for the financial service provider's decision. Quantitatively, three in four complainants receiving an unfavourable outcome felt it was important to receive an explanation from the provider either in writing (75%) or over the phone/in person (78%).

" 'I wanted [to receive] a proper explanation as to the reason for delay in payment as I had been provided with different explanations by different [company] staff.'

Superannuation Complainant, Victoria, Aged 35-39, Male

'My expectations of the complaints process was that I would receive a timely response, a resolution and an apology for the maladministration of my account and dispute.'

Credit Considerer, New South Wales, Aged 50-54, Male

'My expectation is they should fix my problem ASAP and explain to me why it happened.'

Credit Considerer, Victoria, Aged 35-39, Female

A small proportion (16%) of complainants who received an unfavourable outcome subsequently took further action, such as making a complaint to the Ombudsman. Qualitative research found that some complainants who received an unfavourable

outcome also sought legal support to understand their options and to seek financial reimbursement for the potential damage caused.

The below case study illustrates an experience by a credit complainant who was left disappointed at the conclusion of his complaint with a bank.

Case Study - James, Queensland, Aged 50-54, Credit

James is looking forward to retirement. He has a large family and is enjoying spending time with his grandchildren.

"I'm currently based in Brisbane with my wife...We both work full time and we spend our spare time chasing our children and grandchildren all over the place. Can't wait to retire."

James feels that financial service providers play a key role in the world and you can't operate without them. However, James doesn't trust them and is opposed to risk as he heads towards retirement.

"A necessary evil... can't operate in this world without it... need it to do the things we want to do... I do all the research and we make decisions as a couple... we are looking for less risky investments as we get closer to retirement."

James had entered into a contract to purchase a piece of land after receiving pre-approval from a bank for the loan. When the contract had been signed the bank made the decision not to proceed with the loan. James complained in an attempt to get a result quickly and still acquire the land.

"A loan pre-approval that was not honoured by the bank. After we had entered into a contract for a block of land and the bank reneged on providing us the money. The fact that we incurred out of pocket expenses as a result of their refusal to honour the loan pre-approval."

"The decision to formally complain was made immediately so that we could still purchase the land. The complaint was escalated once The Bank refused to make amends through their dispute resolution processes."

James was incredibly upset over the situation, as this piece of land was to set them up in the next stage of life. James felt that this had reset their entire plans and they had incurred significant loss through the process.

"Very disappointing, we lost the block of land that we intended to build our retirement home on. Very frustrated when we had done nothing wrong and yet we had no control over the situation. Our future plans were all thrown into turmoil because of this issue. A lot of time and energy had to be invested in getting this resolved and then resetting our plans for the future. Costs incurred by us and the loss of the land that we wanted to purchase."

James didn't receive the result he wanted from the bank when he complained. James then escalated the situation to the Financial Ombudsman Service in an attempt to recoup their losses and force the bank to reimburse them.

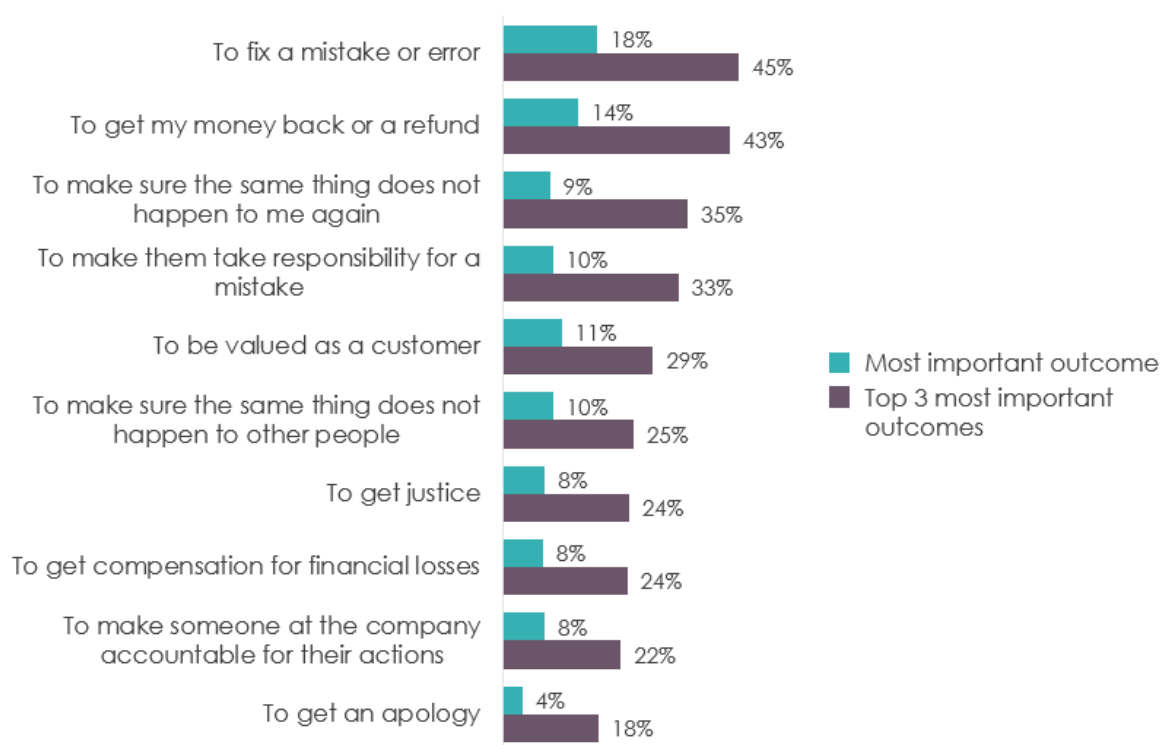
"Trigger point was the bank's refusal to accept responsibility for the error made by their staff."

"Formal complaint to the Financial Ombudsman. Objective was to recoup our financial losses and have The Bank accept responsibility for their error. Taken after the formal complaint process through The Bank had failed to achieve the result we desired. There were no time constraints with this part of the complaints process. All up this step took between six weeks and two months. The complaint was submitted online and involved a number of phone conversations with the Ombudsman."

6.8 Desired outcomes

As shown in Figure 33, complainants' expectations of what they would achieve through the IDR process varied. The items listed below for complainants to select were a prompted list informed by the qualitative research.

Figure 33: Outcomes complainants were hoping to achieve



Question: Q14. Of the following outcomes from making a complaint to a financial company, what are the top three you were hoping to achieve? Please select up to three reasons, indicating what level of importance they had (i.e. 'most important', 'second' and 'third'). (multiple response)
Base: Those who are currently or have recently completed a complaint (n=596).

The top four outcomes that complainants were hoping to achieve from the IDR process were:

- fixing an error or mistake (45%);
 "The mistake had happened, and it had to be rectified. It was deposited into one of my other kids accounts but I was just worried it went into someone else's."
 - Banking Complainant, New South Wales, Aged 40-44, Female
- getting money back (43%). People whose primary motivation was to get their money back or a refund were less likely to withdraw and more likely to achieve an outcome in their favour;

"I hate being ripped off... I believe you always need to question prices and rates."

- Banking Complainant, Victoria, Aged 55-59, Male

- making sure it doesn't happen again (35%); and

"I was more than willing to complain and didn't need to be convinced. I didn't want others to go through the same issue as I did so that was what convinced me that this was the right thing to do."

- Credit Complainant, Queensland, Aged 18-29, Male

- to make [the financial service provider] take responsibility for a mistake (33%).

"Trigger point was the banks refusal to accept responsibility for the error made by their staff."

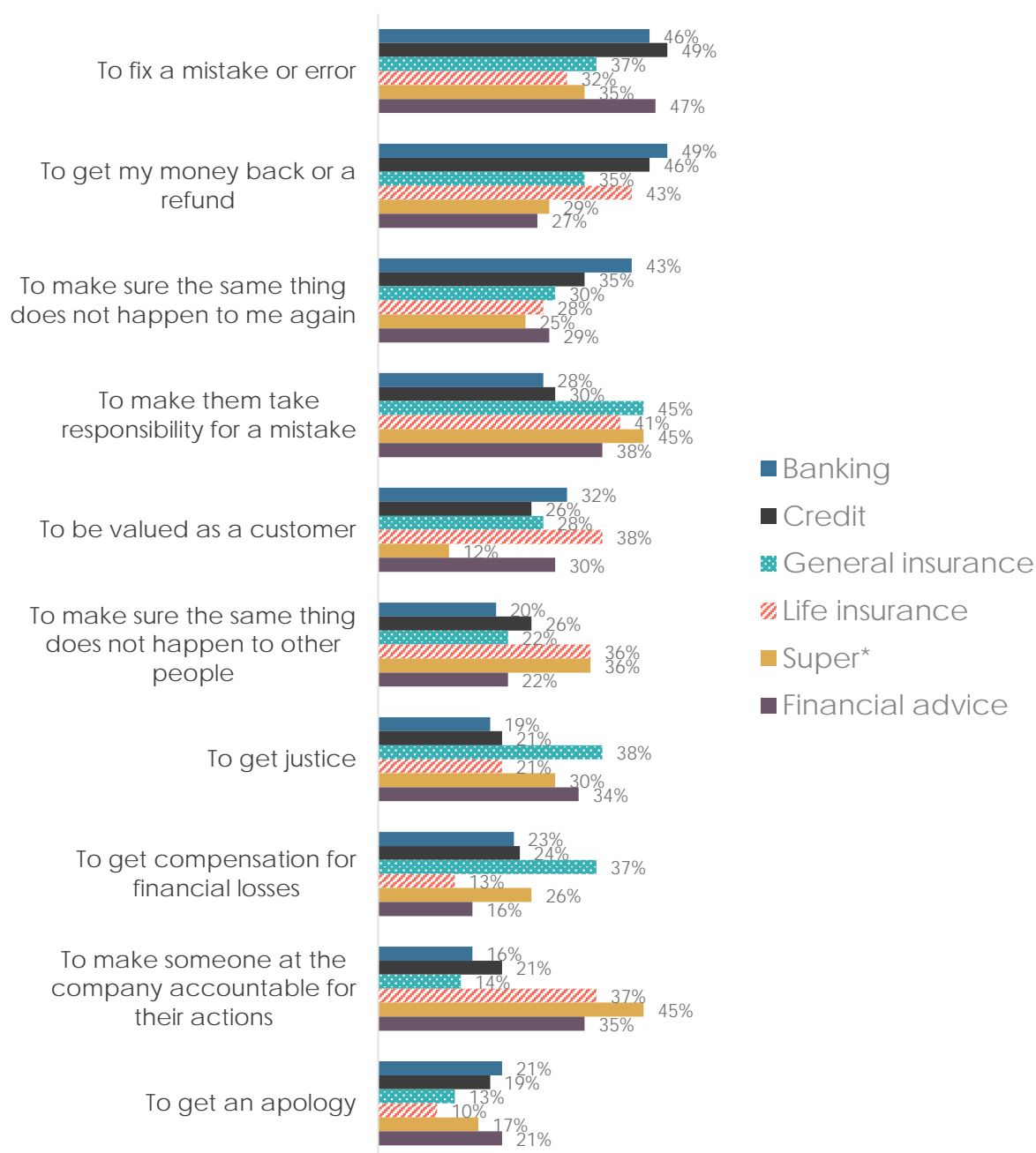
- Banking Complainant, Queensland, Aged 50-54, Male

As shown in Figure 34, life insurance and financial advice complainants (37% and 35% respectively) were more likely to be looking to make someone at the company accountable for their actions.

Figure 35 displays each desired outcome and whether it was achieved fully, partially or not at all among complainants who had reached a conclusion.

People seeking to have a mistake fixed or receive a refund were most likely to achieve their desired outcome, with 68% and 65% of such complainants fully achieving this outcome respectively.

Figure 34: Outcomes complainants were hoping to achieve by financial sector

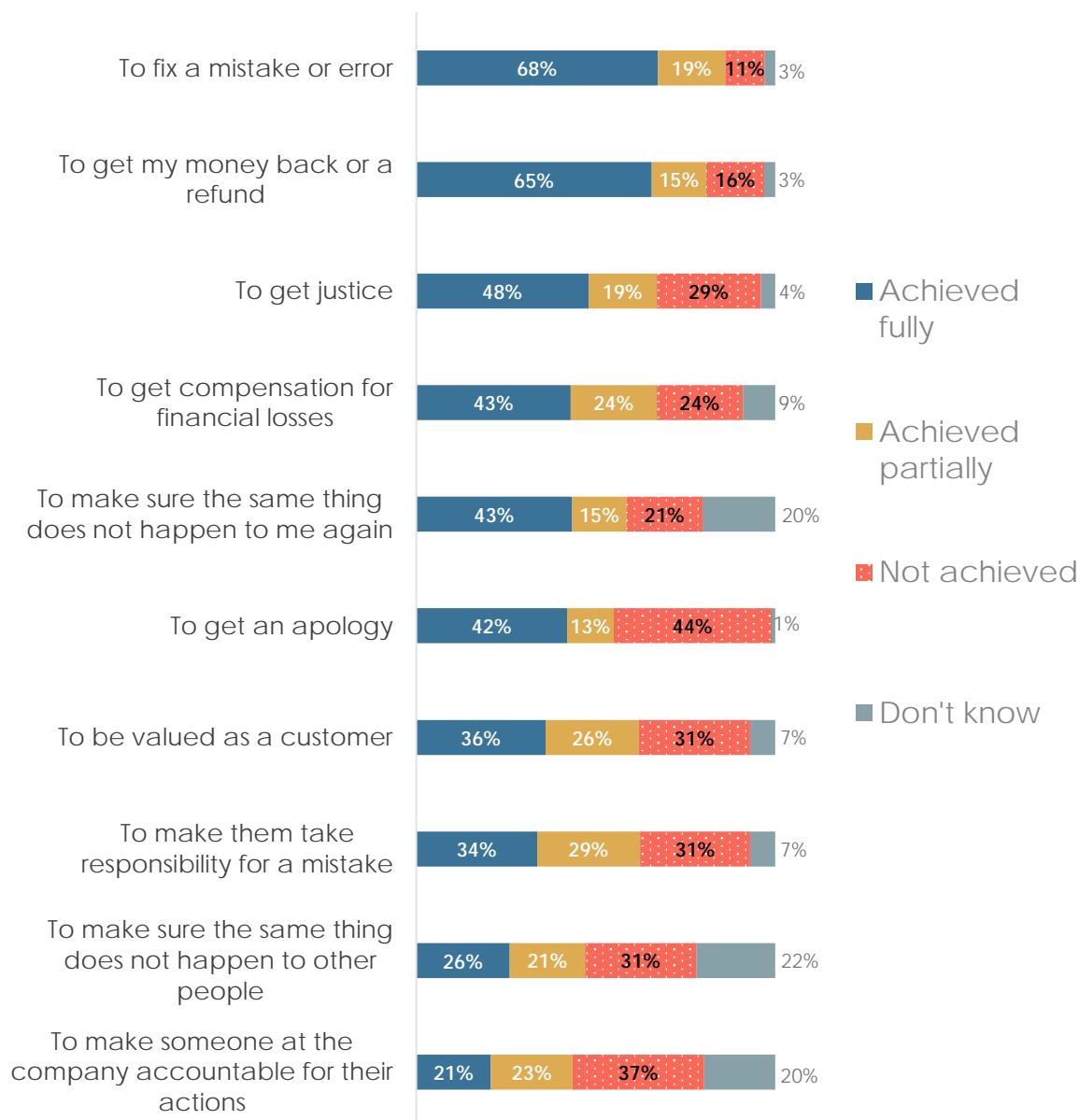


Question: Q14. Of the following outcomes from making a complaint to a financial company, what are the top three you were hoping to achieve? Please select up to three reasons, indicating what level of importance they had (i.e. 'most important', 'second' and 'third'). (multiple response)

Base: Those who are currently or have recently completed a complaint (n=596).

* Caution – small sample size, results should be considered indicative only

Figure 35: Proportion of desired outcomes which were achieved at the end of the IDR process



Question: Q44. Earlier you indicated the following outcomes were important to you. Were any of these achieved by the end of the complaint process? (single response per item)

Base: Those who have recently completed a complaint (n=321).

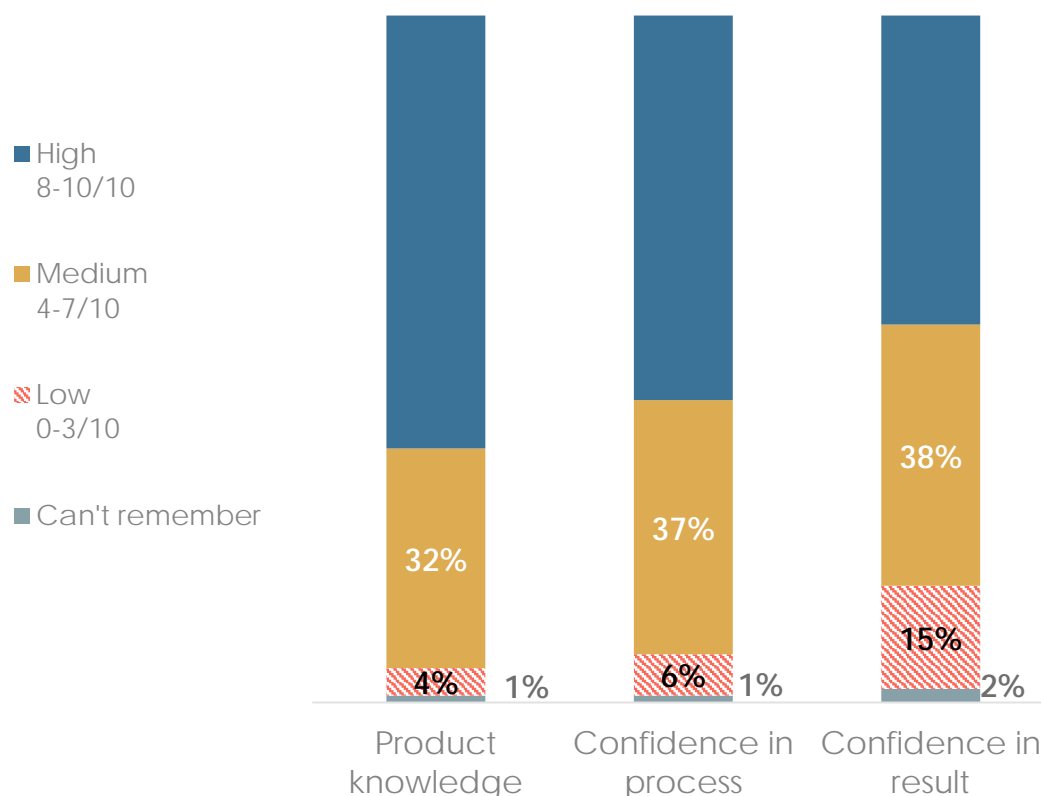
* Caution – small sample size, results should be considered indicative only

6.9 Obstacles experienced throughout the IDR process

There were a range of different obstacles that complainants experienced throughout their IDR journey. In the initial stages of the IDR process, only 45% of complainants felt confident in getting the conclusion they desired from the provider. Although higher than their confidence in the outcome, not all complainants felt confident in their knowledge of the product or service they were complaining about (63% confident). In addition to this, only half (56%) felt confident in their ability to

work through the IDR process, with 14% finding it difficult to find the contact details of the financial service provider.

Figure 36: Overall complainant confidence in their product knowledge, the IDR process and the likelihood of receiving the outcome they desire



Question: Q15. Before making the complaint, how confident did you feel about getting the outcome you hoped for? Q16. Before making the complaint, how confident were you in your knowledge about the product or service you were complaining about? Q17. How confident were you about your ability to work through the complaints process?

Base: Those who are currently or have recently completed a complaint (n=596)

Other difficulties experienced already highlighted within this report are:

- Unhelpful staff (experienced by 29% of complainants)
- Poorly explained process (experienced by 26% of complainants)
- Poorly explained timing (experienced by 30% of complainants)
- Talking to too many contact people (experienced by 31% of complainants)
- Not talking to enough people (experienced by 6% of complainants)
- Too many/not enough progress updates (too many experienced by 2% and not enough experienced by 53% of those who received a progress update)
- Having to follow up too many times (experienced by 62% of those who made a follow up)

In addition to those listed already throughout the report, we also prompted complainants with a list of 13 other obstacles they may have faced during their time in IDR. The obstacles experienced were initially identified in the qualitative stage, then measured in the quantitative stage. The research shows that the majority of complainants experienced at least one of these additional obstacles during their IDR journey (81%), with these complainants experiencing three on average.

Figure 37: Obstacles experienced by those within the IDR process



Question: Q26. Which, if any, of the following did you experience over the course of your complaint?
Please select all that apply. (multiple response)

Base: Those who are currently or have recently completed a complaint (n=596).

The obstacles experienced by complainants included:

- feeling like they had not been listened to or heard (28%);

"I thought they would at least listen and note down my grievances and give it some thought and consideration. I would have liked to have someone with some decision-making power to listen, adjudicate and provide me with recourse and a better explanation about how to proceed."

- General Insurance Considerer, New South Wales, Aged 35-39, Female

- being unsure of how long they would need to wait for a decision (27%);

"They still could not give me a clear timeframe and said that the issue with our payment had been escalated but they were still unsure of a timeframe. This step continued to repeat for a few weeks, with me making inquiries but not getting anywhere. I was doing most of this from my office at lunchtime."

- Superannuation Complainant, Victoria, Aged 35-39, Male

- feeling like the complaint would not make any difference (26%);
- feeling like they were not being taken seriously (22%);

"Easy to make complaints. Harder to get them taken seriously or to talk to someone that could do anything about it. I always call. Easy to get a contact number. Harder to then be put to the right person. You only ever seem to be able to get the basic 1300 or 13 numbers. I was told the same rubbish over and over all the time passed from one person to another."

- Credit Complainant, Queensland, Aged 45-49, Male

- feeling they had been passed around to too many people or strung along (22%);

"I spoke to a lot of people. Told they were putting me through to management and then again. Who knows who you were actually speaking with to be honest."

- Credit Complainant, Queensland, Aged 45-49, Male

"Honestly, I have not faced any instances where I felt any positive outcome was being achieved, it was simply a wasting time the team that was able to provide the answer, had to do their investigation(s), time given was up to 28 working days, and it was simply a waiting game, I have called several times during the process but was always given the same answer - it can take up to 28 working days."

Credit Complainant, South Australia, Aged 35-39, Male

- not being able to speak to the right people to get anything done (19%);
- feeling it was not worth their time or effort (18%). Financial advice complainants were more likely to feel this way (31%);
- dealing with staff with a perceived bad or unhelpful attitude (18%). Financial advice complainants were more likely to feel they had dealt with staff with a bad or unhelpful attitude (30%);

“The negative answer/ uncaring response from my initial call to the bank made me feel that the \$4.00 regular charge paled insignificantly as to why I needed to argue with Centrelink while I was approved by the NDIS/A. During this time, I also received a Disability mobility allowance each month (prior to NDIS/A approval) which I used to offset (or pretended to) the bank charge.”

- Banking Considerer, South Australia, Aged 60-64, Male

- feeling things had become more confrontational than they felt comfortable with (11%). Those making a complaint about general insurance were more likely to feel this way (22%);
- feeling embarrassed about making the complaint (9%);
- not having enough time to deal with the issue (9%);
- feeling it was damaging the consumers’ relationship with the financial provider (8%); and
- having difficulty gathering all required evidence and documentation (8%).

For each obstacle respondents experienced, they were asked whether they experienced it early in the process, in the middle, towards the end or throughout the entire process. Customer service related obstacles were more likely to be experienced at the start of the IDR journey. These included not speaking to the right people (67%), not feeling like they were being listened to or heard (64%), not being taken seriously (60%) and dealing with staff with a bad or unhelpful attitude (58%).

Obstacles more likely to be experienced in the middle of the IDR journey included the feeling of damaging the relationship with the provider (59%), things being more confrontational than the consumer was comfortable with (52%), gathering the evidence needed (51%) and having enough time to deal with the issue (65%).

Toward the end of the IDR journey, the feeling that the complaint was not worth the time or effort peaked (57%). However, this was an obstacle experienced by more than half of complainants throughout the IDR process (47% early in the process and 47% in the middle of the process).

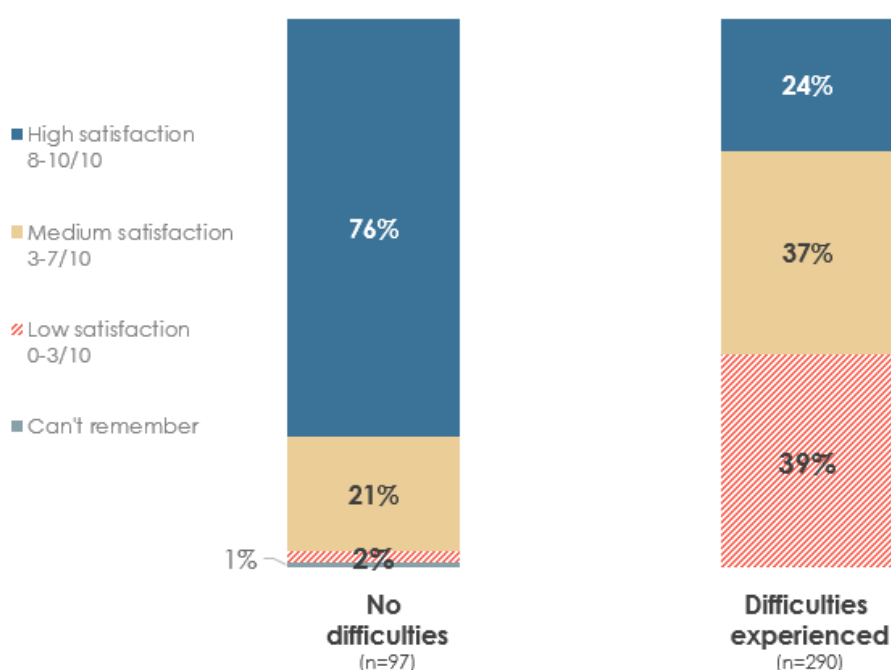
Experiencing any obstacle had a significant impact on complainant’s satisfaction with the IDR process and their perception of effort and stress. Significantly more complainants who experienced at least one obstacle indicated the IDR process was ‘very stressful’ and required a ‘very high’ level of effort compared to those complainants who had no difficulties. As can be seen in Figure 38, only one in four complainants experiencing an obstacle were ‘highly’ satisfied (24%) with the IDR process compared 76% of complainants who did not experience any difficulties.

Those complainants who escalated their complaint to someone more senior experienced more obstacles, on average, than those where escalation did not occur (3.4 obstacles versus 1.2 from a prompted list of 14 difficulties). Almost all complainants (95%) who escalated their complaint experienced at least one

obstacle, which is significantly higher than the proportion amongst those who didn't escalate their complaints (72%). The top three obstacles experienced by those who escalated their complaint were:

- feeling like they were not being listened to or heard (47%);
- feeling they were being passed around or strung along (39%); and
- dealing with staff with a bad or unhelpful attitude (35%).

Figure 38: Satisfaction with the process comparing those who experienced at least one obstacle with those who did not



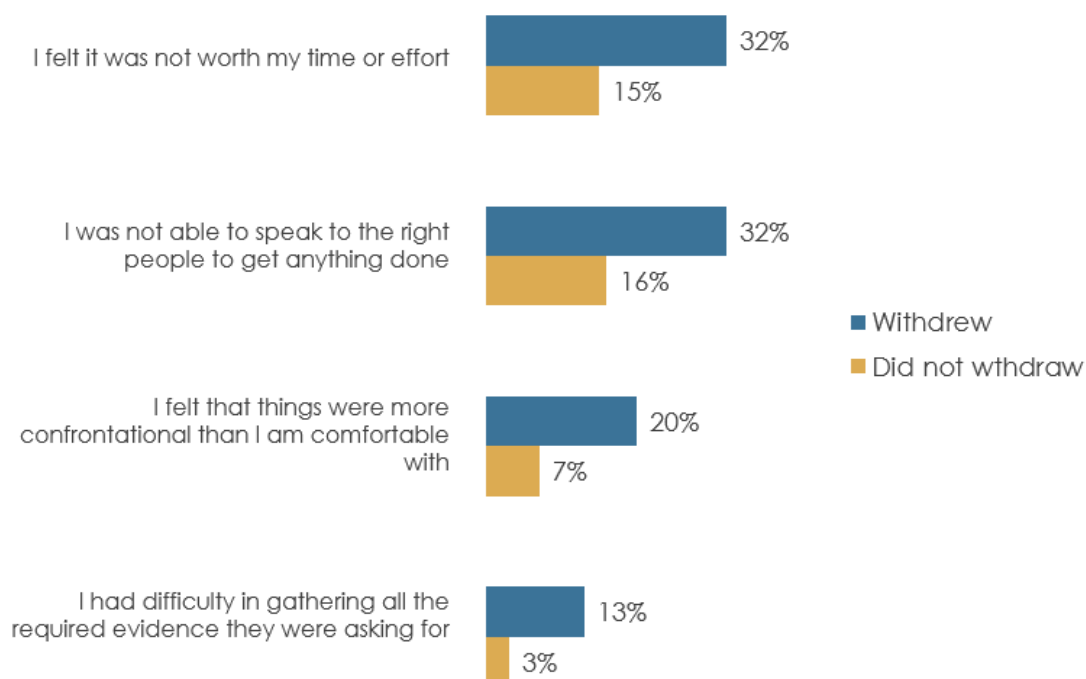
Base: those who have made a complaint in the past 12 months (n=387).

Question: Q26. Which, if any, of the following did you experience over the course of your complaint? Please select all that apply. (multiple response)

The number of obstacles experienced was also higher amongst those who withdrew from the complaint process (2.7 specific difficulties versus 2.0 for those who did not withdraw, from a prompted list of 14 common difficulties). When compared to complainants who remained in the IDR process, complainants who withdrew were more likely to experience the following obstacles:

- feeling it was not worth their time (32% versus 15% for those remaining in IDR);
- not being able to speak to the right people (32% versus 16% for those remaining in IDR);
- feeling things were becoming more confrontational than they were comfortable with (20% versus 7% for those remaining in IDR); and
- difficulty gathering the evidence needed (13% versus 3% for those remaining in IDR).

Figure 39: Difference in obstacles experienced when comparing those who withdrew from IDR versus those who didn't



Q26. Which, if any, of the following did you experience over the course of your complaint? Please select all that apply.

Base: Completed complainants who did not withdraw (n=321), those who withdrew (n=68).

7. Appendix A: Accessible Tables

Table 6: Incidence measurement survey sample achieved by age, gender and location

| Gender | Sample size |
|--------|-------------|
| Male | 499 |
| Female | 499 |
| Other | 2 |

| Location | Sample size |
|-------------------------------|-------------|
| Australian capital Territory | 16 |
| Adelaide | 56 |
| South Australia (Regional) | 19 |
| Brisbane | 96 |
| Queensland (Regional) | 105 |
| Darwin | 2 |
| Northern Territory (Regional) | 5 |
| Melbourne | 188 |
| Victoria (Regional) | 64 |
| Perth | 74 |
| Western Australia (Regional) | 23 |
| Sydney | 206 |
| New South Wales (Regional) | 120 |
| Hobart | 11 |
| Tasmania (Regional) | 15 |

| Age | Sample size |
|-------|-------------|
| 18-24 | 107 |
| 25-34 | 180 |
| 35-54 | 390 |
| 55-64 | 157 |
| 65+ | 166 |

Table 7: Number of respondents sampled in stage three by age, gender and location

| Gender | Sample size |
|--------|-------------|
| Male | 632 |
| Female | 660 |
| Other | 2 |

| Location | Sample size |
|-------------------------------|-------------|
| Australian capital Territory | 19 |
| Adelaide | 77 |
| South Australia (Regional) | 22 |
| Brisbane | 143 |
| Queensland (Regional) | 133 |
| Darwin | 2 |
| Northern Territory (Regional) | 4 |
| Melbourne | 263 |
| Victoria (Regional) | 67 |
| Perth | 106 |
| Western Australia (Regional) | 26 |
| Sydney | 254 |
| New South Wales (Regional) | 157 |
| Hobart | 8 |
| Tasmania (Regional) | 13 |

| Age | Sample size |
|-------|-------------|
| 18-24 | 203 |
| 25-34 | 328 |
| 35-54 | 428 |
| 55-64 | 179 |
| 65+ | 156 |

| Sample type | TOTAL (n) | Banking | Credit | General insurance | Life insurance | Superannuation | Financial advice |
|--|-----------|---------|--------|-------------------|----------------|----------------|------------------|
| Currently in the IDR process | 207 | 45 | 82 | 24 | 24 | 7 | 25 |
| Completed an IDR process in the last 12 months | 388 | 111 | 179 | 36 | 19 | 16 | 27 |
| Considerers | 699 | 195 | 335 | 72 | 30 | 17 | 50 |
| Total sample size | 1,294 | 351 | 596 | 132 | 73 | 40 | 102 |

Table 8: Reason for complaint by sector

| Reasons: | Banking | Credit | General insurance | Life insurance | Superannuation | Financial advice |
|-----------------------------------|---------|--------|-------------------|----------------|----------------|------------------|
| Fees or charges | 43% | 52%^ | 47% | 42% | 30% | 40% |
| Customer service | 22% | 18%^ | 32% | 33% | 16% | 44%^ |
| A decision made by the company | 11%^ | 14%^ | 41%^ | 35%^ | 30% | 21% |
| Product features or performance | 10% | 10%^ | 19% | 23% | 28% | 22% |
| Financial advice received | 4%^ | 8%^ | 18% | 41%^ | 7% | 37%^ |
| Other processes or administration | 14% | 11% | 4% | 4% | 19% | 12% |
| Product sales | 3%^ | 7% | 14% | 31%^ | 0% | 15% |
| Average number of reasons given | 1.3^ | 1.3^ | 1.8 | 2.1^ | 1.4 | 1.9^ |
| Sample size | (156) | (261) | (60) | (43) | (24*) | (52) |

Question: Q9. Which of the following best describes what your complaint was about? Please select all that apply. (multiple response)

Base: those who are currently or have recently completed a complaint (n=596).

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 9: Preparation taken prior to first contact by sector

| Type of preparation: | Banking | Credit | General insurance | Life insurance | Superannuation | Financial advice |
|--|---------|--------|-------------------|----------------|----------------|------------------|
| Reviewed my product documentation | 27%^ | 37% | 53%^^ | 36% | 53% | 51% |
| Reviewed the company's website | 21%^ | 26% | 39%^^ | 32% | 26% | 36% |
| Spoke to friends or family | 28% | 23% | 22% | 32% | 35% | 21% |
| Reviewed the ombudsman website | 7%^ | 15% | 24% | 31%^^ | 25% | 18% |
| Reviewed online forums | 15% | 14% | 12% | 31%^^ | 23% | 13% |
| Contacted the Ombudsman / a fair trade service | 4%^ | 8% | 10% | 18%^^ | 27% | 9% |
| Spoke to an accountant | 3%^ | 6% | 10% | 22%^^ | 15% | 18%^^ |
| Spoke with someone from a consumer help group | 5% | 6% | 12% | 18%^^ | 11% | 11% |
| Spoke to a financial planner or advisor | 5% | 4%^ | 10% | 18%^^ | 22% | 14% |
| Spoke to a lawyer/solicitor | 2%^ | 6% | 9% | 13% | 20% | 14%^^ |
| Spoke to a free financial counsellor | 2%^ | 4% | 11% | 20%^^ | 19% | 10% |
| Spoke to an English language assistance service/translator | 1%^ | 3% | 4% | 13%^^ | 17% | 7% |
| Used a Disability Assistance service (TTY, NSR etc.) | 1% | 0%^ | 5% | 12%^^ | 18% | 2% |
| Something else (please specify) | 14%^^ | 6% | 3% | 4% | 6% | 4% |
| None of these | 24%^^ | 19% | 10% | 2%^ | 0% | 3%^ |
| Sample size | 156 | 261 | 60 | 43 | 24* | 52 |

Question: Q18. Which of the following did you do [have you done] prior to making your complaint?

Please select all that apply. (multiple response)

Base: Those who are currently or have recently completed a complaint (n=596)

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 10: Ease of finding company's contact details

| Level of difficulty: | Banking | Credit | General Insurance | Life Insurance | Superannuation | Financial Advice |
|----------------------------|---------|--------|-------------------|----------------|----------------|------------------|
| Very difficult | 5% | 5% | 5% | 2% | 14%^^ | 2% |
| Fairly difficult | 6% | 9% | 14% | 12% | 3% | 19%^^ |
| Neither easy nor difficult | 17% | 16% | 3%^ | 14% | 19% | 10% |
| Fairly easy | 31% | 38% | 24% | 31% | 17% | 44% |
| Very easy | 38% | 31%^ | 54%^^ | 40% | 47% | 25% |
| Can't remember | 3%^^ | 1% | 0% | 0% | 0% | 0% |
| Sample size | 155 | 253 | 60 | 43 | 24* | 52 |

Question: Q20. How easy was it to find the company's contact details to make a complaint? (single response)

Base: Shown in table

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 11: Perception of staff attitude at first contact

| Perceived helpfulness: | Banking | Credit | General Insurance | Life Insurance | Superannuation | Financial Advice |
|-------------------------------|---------|--------|-------------------|----------------|----------------|------------------|
| Very unhelpful | 19% | 13% | 13% | 7% | 8% | 12% |
| Fairly unhelpful | 11% | 15% | 17% | 17% | 20% | 17% |
| Neither helpful nor unhelpful | 12% | 13% | 16% | 5% | 25% | 25%^^ |
| Fairly helpful | 30% | 34% | 32% | 29% | 16% | 34% |
| Very helpful | 27% | 21% | 22% | 42%^^ | 30% | 12%^ |
| Not applicable | 1% | 3% | 0% | 0% | 0% | 0% |
| Sample size | 155 | 253 | 60 | 43 | 24* | 52 |

Question: Q21. How did you find the attitude of the staff when you first made your complaint? (single response)

Base: Shown in table

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 12: Explanation of internal IDR process by initial staff member

| Perceived explanation: | Banking | Credit | General Insurance | Life Insurance | Superannuation | Financial Advice |
|-------------------------|---------|--------|-------------------|----------------|----------------|------------------|
| No explanation at all | 10% | 10% | 7% | 1% | 13% | 8% |
| Not very well | 14% | 18% | 18% | 17% | 20% | 18% |
| Neither well nor poorly | 17% | 21% | 18% | 18% | 10% | 23% |
| Fairly well | 36% | 31% | 42% | 25% | 37% | 39% |
| Very well | 23% | 18% | 15% | 39%^^ | 19% | 12% |
| Can't remember | 0% | 1% | 0% | 0% | 0% | 0% |
| Sample size | 155 | 253 | 60 | 43 | 24* | 52 |

Question: Q22. How well would you say the complaint process was explained to you? (i.e. next steps, documentation required, etc.) (single response)

Base: Shown in table

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 13: Explanation of IDR process timings by initial staff member

| Perceived explanation: | Banking | Credit | General Insurance | Life Insurance | Superannuation | Financial Advice |
|-------------------------|---------|--------|-------------------|----------------|----------------|------------------|
| No explanation at all | 9% | 14% | 13% | 1%^ | 13% | 15% |
| Not very well | 18% | 17% | 15% | 18% | 35%^^ | 19% |
| Neither well nor poorly | 16% | 21% | 23% | 15% | 21% | 16% |
| Fairly well | 35% | 31% | 37% | 22% | 22% | 36% |
| Very well | 20% | 17% | 12% | 41%^^ | 9% | 11% |
| Can't remember | 2% | 1% | 0% | 3% | 0% | 3% |
| Sample size | 153 | 257 | 60 | 42 | 24* | 50 |

Question: Q23. And how well were the timings of the complaint process explained to you by the company? (i.e. when you might hear from them next, how long it would be until you were likely to have a resolution) (single response)

Base: Shown in table

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 14: Proportion of complainants who have, or have thought about escalating, by sector.

| Thought about escalation: | Banking | Credit | General insurance | Life insurance | Financial advice |
|-----------------------------|---------|--------|-------------------|----------------|------------------|
| Yes | 36% | 37% | 57% | 51% | 62% |
| No, but I thought about it | 25% | 31% | 23% | 39% | 15% |
| No, it never occurred to me | 38%^^ | 26% | 21% | 7% | 13% |
| Can't remember | 1% | 6% | 0% | 2% | 10% |
| Sample size | 127 | 223 | 52 | 41 | 47 |

Question: Q31. At any point, did you ask for your complaint to be escalated to someone more senior (e.g. manager/supervisor)? (single response)

Base: Complainants in the holding pattern (n=513).

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

Table 15: Additional resources used by passive and active complainants in the holding pattern

| Type of research undertaken: | Passive complainants | Active complainants |
|--|----------------------|---------------------|
| NET: Additional research undertaken | 75% | 82% |
| Reviewed my product documentation | 25% | 31% |
| Spoke to friends or family | 26% | 22% |
| Reviewed the company's website | 19% | 25% |
| Reviewed online forums | 18% | 17% |
| Reviewed the ombudsman website | 9%^ | 22%^^ |
| Contacted the Ombudsman / Office of Fair Trading | 4%^ | 14%^^ |
| Spoke to a lawyer/solicitor | 5% | 10% |
| Spoke to a financial planner or advisor | 6% | 8% |
| Spoke to a free financial counsellor | 5% | 7% |
| Spoke with someone from a consumer help group | 4% | 7% |
| Spoke to an accountant | 5% | 5% |
| Spoke to an English language assistance service/translator | 3% | 0% |
| Used a Disability Assistance service (TTY, NSR etc.) | 2% | 2% |
| Something else (please specify) | 5% | 6% |
| None of these | 25% | 18% |
| Sample size | 250 | 263 |

Question: Q34. Which, if any, of the following did you do [have you done] after making the initial complaint? (multiple response)

Base: Complainants in the holding pattern (n=513).

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than the alternate column at 95% confidence

^ Significantly lower than the alternate column at 95% confidence

Table 16: Outcomes complainants were hoping to achieve by financial sector

| Desired outcome: | Banking | Credit | General insurance | Life insurance | Superannuation | Financial advice |
|--|---------|--------|-------------------|----------------|----------------|------------------|
| To fix a mistake or error | 46% | 49% | 37% | 32% | 35% | 47% |
| To get my money back or a refund | 49% | 46% | 35% | 43% | 29% | 27%^ |
| To make sure the same thing does not happen to me again | 43%^^ | 35% | 30% | 28% | 25% | 29% |
| To make them take responsibility for a mistake | 28% | 30% | 45%^^ | 41% | 45% | 38% |
| To be valued as a customer | 32% | 26% | 28% | 38% | 12% | 30% |
| To make sure the same thing does not happen to other people | 20% | 26% | 22% | 36% | 36% | 22% |
| To get justice | 19% | 21% | 38%^^ | 21% | 30% | 34% |
| To get compensation for financial losses | 23% | 24% | 37%^^ | 13% | 26% | 16% |
| To make someone at the company accountable for their actions | 16%^ | 21% | 14% | 37%^^ | 45% | 35%^^ |
| To get an apology | 21% | 19% | 13% | 10% | 17% | 21% |
| Sample size | 156 | 261 | 60 | 43 | 24* | 52 |

Question: Q14. Of the following outcomes from making a complaint to a financial company, what are the top three you were hoping to achieve? Please select up to three reasons, indicating what level of importance they had (i.e. 'most important', 'second' and 'third'). (multiple response)

Base: Those who are currently or have recently completed a complaint (n=596).

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 17: Proportion of desired outcomes which were achieved at the end of the IDR process

| Desired outcome: | Achieved fully | Achieved partially | Not achieved | Don't know | Base |
|--|----------------|--------------------|--------------|------------|------|
| To fix a mistake or error | 68%^^ | 19% | 11%^ | 3%^ | 155 |
| To get my money back or a refund | 65%^^ | 15% | 16%^ | 3%^ | 155 |
| To get justice | 48% | 19% | 29% | 4% | 71 |
| To get compensation for financial losses | 43% | 24% | 24% | 9% | 75 |
| To make sure the same thing does not happen to me again | 43% | 15% | 21% | 20%^^ | 128 |
| To get an apology | 42% | 13% | 44%^^ | 1%^ | 52 |
| To be valued as a customer | 36% | 26% | 31% | 7% | 93 |
| To make them take responsibility for a mistake | 34% | 29%^^ | 31% | 7% | 99 |
| To make sure the same thing does not happen to other people | 26%^ | 21% | 31% | 22%^^ | 60 |
| To make someone at the company accountable for their actions | 21%^ | 23% | 37% | 20%^^ | 64 |

Question: Q44. Earlier you indicated the following outcomes were important to you. Were any of these achieved by the end of the complaint process? (single response per item)

Base: Those who have recently completed a complaint (n=321).

* Caution – small sample size, results should be considered indicative only

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 18: Reasons for not making a complaint by sector

| Reason: | Banking | Credit | General insurance | Life insurance | Financial advice |
|---|---------|--------|-------------------|----------------|------------------|
| I didn't think it would make a difference | 53% | 47% | 47% | 55% | 20%^ |
| I didn't think it was worth my time | 46%^^ | 37% | 33% | 39% | 20%^ |
| I didn't have enough time | 32%^^ | 26% | 19% | 10%^ | 16% |
| I don't like confrontation | 22% | 20% | 24% | 19% | 26% |
| I didn't know how long it would take me to complete | 21% | 20% | 14% | 27% | 22% |
| I didn't know where to start | 15% | 18% | 15% | 32%^^ | 18% |
| I wasn't sure if I was right | 10% | 11% | 13% | 13% | 9% |
| I felt a bit embarrassed | 8% | 10% | 13% | 17% | 11% |

| Reason: | Banking | Credit | General insurance | Life insurance | Financial advice |
|---|---------|--------|-------------------|----------------|------------------|
| I didn't want to damage the relationship I had with my provider | 9% | 11% | 9% | 14% | 16% |
| I didn't speak to the right person up front | 4%^ | 8% | 11% | 16% | 22%^ |
| I couldn't gather the evidence needed | 6% | 5%^ | 14%^ | 27%^ | 8% |
| Something else (please specify) | 7% | 6% | 6% | 0% | 5% |

Base: Those who considered making a complaint in the last 12 months (n=699)

Question: Q50. Below is a list of reasons why people do not proceed with making a complaint. Please select all which you feel apply to your situation, including those you mentioned in the previous question. (multiple response)

^^ Significantly higher than other sectors at 95% confidence

^ Significantly lower than other sectors at 95% confidence

Table 19: Channel used to first make contact by age

| Channel | 18-24 | 25-34 | 35-54 | 55-64 | 65+ |
|--|-------|-------|-------|-------|-----|
| Telephone | 52% | 47% | 50% | 65% | 49% |
| Email | 20% | 31% | 26% | 14% | 24% |
| In person | 20% | 31% | 26% | 14% | 24% |
| Social Media | 5% | 7% | 6% | 0% | 0% |
| Mail | 1% | 3% | 3% | 4% | 1% |
| Fax | 2% | 0% | 2% | 0% | 0% |
| Other | 0% | 2% | 2% | 3% | 1% |
| Someone else made the complaint for me | 1% | 2% | 1% | 0% | 1% |

Base: those who are currently or have recently completed a complaint (n=596).

Question: Q19. How did you first make the company aware of your concern? (single response)

Table 20: Perceived stress and effort involved in the IDR process and negative sentiment toward the financial provider over the duration of the complaint process

| Statement Response | 1 day | 2-13 days | 14-41 days | 42-83 days | 84+ days |
|--------------------------------------|-------|-----------|------------|------------|----------|
| 'A bit' or 'very' stressful | 35% | 51% | 56% | 76% | 71% |
| Negative impact on sentiment | 30% | 41% | 46% | 69% | 70% |
| 'Fairly high' or 'very high' effort' | 37% | 55% | 64% | 74% | 64% |

Question: Q40. How much effort on your part do you feel was required [has been required so far] throughout the complaint process? Q41. And how stressful [are you finding] did you find the process?

Q42. Has the complaint process changed how you feel about the company? (single response)

Base: those who are currently or have recently completed a complaint (n=596)

Table 21: Number of different contact people complainants have been in contact with throughout their IDR process

| Number of contact people: | Banking | Credit | General Insurance | Life Insurance | Superannuation* | Financial Advice |
|---------------------------|---------|--------|-------------------|----------------|-----------------|------------------|
| 1 | 31% | 19% | 19% | 24% | 37% | 12% |
| 2 | 32% | 30% | 25% | 28% | 39% | 19% |
| 3 | 15% | 25% | 32% | 26% | 15% | 32% |
| 4 | 11% | 10% | 10% | 6% | 7% | 15% |
| 5+ | 10% | 15% | 14% | 16% | 3% | 21% |

Base: Amongst those who are currently or have recently completed a complaint, within the holding pattern (n=513).

Question: Q24. Approximately how many different staff members from the company were you [have you been] in contact with during the complaint process [so far]? (single response)

* Caution – small sample size, results should be considered indicative only

Table 22: Feeling about number of different contact people complainants were in contact with throughout the holding pattern

| Number of contact people: | About right | Too many | Not enough |
|---------------------------|-------------|----------|------------|
| 1 | 74% | 11% | 9% |
| 2 | 79% | 11% | 5% |
| 3 | 49% | 44% | 4% |
| 4 | 22% | 70% | 6% |
| 5+ | 24% | 72% | 2% |

Base: Amongst those who are currently or have recently completed a complaint, within the holding pattern (n=513).

Question: Q24. Approximately how many different staff members from the company were you [have you been] in contact with during the complaint process [so far]? (single response) Q25. And how did [do] you feel about speaking to this many people? (single response)

8. Appendix B: Stage One Quantitative Questionnaire

INTRO

This survey is being conducted by Nature, an independent market research company, on behalf of the Australian Securities and Investments Commission (ASIC), to gain a better understanding of how people interact with their financial service providers (e.g. banks, insurance companies, etc.).

Your responses to the survey are strictly confidential, no information will be collected that can identify you personally.

Nature complies with all relevant privacy legislation and the Code of Conduct described by the Australian Market & Social Research Society (AMSRS). To read our privacy policy please click here: <http://www.natureresearch.com.au/privacy-policy/>

If you have any concerns or queries about the survey, please contact Adrian Compton-Cook at Nature (adrian@natureresearch.com.au, 03 9867 5535).

GENDER (ASK ALL, SR)

1. Are you:

- Male 1
- Female..... 2
- Other 3

AGE (ASK ALL, 2 DIGIT OPEN BOX, TERMINATE DIRECT SAMPLE IF NOT 18-99)

2. How old are you?

ENTER NUMBER _____

LOCATION (ASK ALL, SR)

3. Where do you live?

- ACT 1
- Adelaide 2
- South Australia (Regional) 3
- Brisbane 4
- Queensland (Regional) 5
- Darwin 6
- Northern Territory (Regional) 7
- Melbourne..... 8
- Victoria (Regional) 9
- Perth 10
- Western Australia (Regional) 11
- Sydney 12
- New South Wales (Regional) 13
- Hobart 14
- Tasmania (Regional) 15

INTRO TEXT

We are now going to ask you some questions about your experience with financial service providers (i.e. banks, super funds, insurance companies, financial advisers etc), including times when you may have complained, or had cause to complain, about aspects of the service they have provided you with.

EVER MADE A COMPLAINT (ASK ALL, MR)**4. Thinking about complaints to financial service providers, have you ever...?**

Thought about making a complaint to a financial service provider,
but ended up not going through with it..... 1
Made a complaint to a financial service provider 2
Neither of these..... 3

SKIP INSTRUCTIONS:

IF CODE 2, CONTINUE

IF CODE 1 AND NOT CODE 2 SKIP TO Q12

IF CODE 3 AND NOT CODE 1 OR 2 SKIP TO Q17

TIMING OF MOST RECENT COMPLAINT (ASK IF HAVE MADE A COMPLAINT (CODE 1 AT PREVIOUS QUESTION), SR)**5. When did you make your most recent complaint to a financial service provider?**

Within the past month..... 1
2-3 months ago 2
4-6 months ago 3
7-12 months ago 4
1-2 years ago 5 IF CODE 1 AT Q4 SKIP TO
Q12, IF NOT CODE 1 AT Q4 SKIP TO Q17
3-4 years ago 6 IF CODE 1 AT Q4 SKIP TO
Q12, IF NOT CODE 1 AT Q4 SKIP TO Q17
5 or more years ago 7 IF CODE 1 AT Q4 SKIP TO
Q12, IF NOT CODE 1 AT Q4 SKIP TO Q17
Don't know.....99 IF CODE 1 AT Q4 SKIP TO
Q12, IF NOT CODE 1 AT Q4 SKIP TO Q17

NUMBER OF COMPLAINTS IN PAST YEAR (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q5), NUMERIC)

Q5a. How many complaints to financial service providers have you made in the past 12 months?

2 DIGIT NUMERIC BOX

MOST RECENT COMPLAINT PROVIDER (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q5), SR, RANDOMISE)**6. Thinking again about your most recent complaint to a financial service provider, what type of company was it?**

Bank..... 1 SHOW CODES 1-3 IN A BLOCK
Credit or charge card provider 2 SHOW CODES 1-3 IN A BLOCK
Other non-bank lender 3 SHOW CODES 1-3 IN A BLOCK
General insurance company (e.g. home, car, travel, consumer
credit insurance, etc.) 4
Superannuation fund 5
Financial adviser, planner or stockbroker..... 6
Life insurance company (incl TPD, income protection, trauma cover,
funeral insurance, etc)..... 7

| | |
|----------------------|----|
| Mortgage broker..... | 8 |
| Other (specify)..... | 97 |

MOST RECENT COMPLAINT TOPIC (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q5), MR, RANDOMISE)

7. Which of the following best describes what your complaint was about?

| | |
|--|-----------------------|
| Customer service | 1 |
| Financial Advice | 2 |
| Product sales | 3 |
| Product features or performance..... | 4 |
| Other processes or administration..... | 5 SHOW AT END OF LIST |
| A decision made by the company | 6 |
| Fees or charges..... | 7 |
| Something else (please specify) | 97 |

MOST RECENT COMPLAINT FINANCIAL ADVICE TYPE (ASK IF HAVE MADE A COMPLAINT ABOUT FINANCIAL ADVICE (CODE 2 AT PREVIOUS QUESTION), SR)

Q7a Which of the following advice types did your complaint primarily relate to?

| | |
|---------------------------------------|----|
| Financial adviser or planner..... | 1 |
| Stock broker | 2 |
| Mortgage broker..... | 3 |
| Insurance broker | 4 |
| Something else (please specify) | 97 |

MOST RECENT COMPLAINT PRODUCT (ASK IF HAVE MADE A COMPLAINT ABOUT A PRODUCT (CODES 3, 4, 5 OR 7 AT Q7, RANDOMISE, MR)

Q7b Which of the following product or service types did your complaint primarily relate to?

| | |
|---|----|
| Transaction or savings account | 1 |
| Term deposit | 2 |
| Credit or charge card..... | 3 |
| Home loan | 4 |
| Personal loan | 5 |
| Pay day loan | 6 |
| House or contents insurance | 7 |
| Vehicle insurance (car, boat, etc.) | 8 |
| Travel insurance | 9 |
| Consumer credit insurance (e.g. loan payment insurance) | 10 |
| Life insurance..... | 11 |
| Total and permanent disability (TPD) insurance | 12 |
| Trauma cover | 13 |
| Income protection insurance..... | 14 |
| Funeral insurance..... | 15 |
| Self-managed superannuation fund (SMSF)16 SHOW CODES 16-17 IN A BLOCK | |
| Other superannuation account.....17 SHOW CODES 16-17 IN A BLOCK | |
| Mortgage broker service..... | 18 |
| Financial advice or planning service..... | 19 |
| Investment products (property, managed funds, etc.) | 20 |
| Something else (please specify) | 97 |

MOST RECENT COMPLAINT FINANCIAL ADVICE TYPE (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q5), SR)

Q7c Did you get anyone to assist you with the complaint process?

| | |
|---|---|
| Yes, family member / friend..... | 1 |
| Yes, professional (e.g. accountant, lawyer, etc.) | 2 |
| Yes, someone else (please specify) | 3 |
| No | 4 |

COMPLAINT RESOLUTION (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q5), SR)

8. Has this complaint been finalised or is it still ongoing?

- Finalised in your favour 1
- Finalised, but not in your favour 2
- You withdrew the complaint before it was finalised 3
- Still ongoing 4
- Been referred to an external body (e.g. ombudsman, tribunal etc) 5
- Other (specify) 97

COMPLAINT PROCESS DURATION (ASK IF COMPLAINT HAS BEEN RESOLVED OR WITHDRAWN (CODES 1-3 AT PREVIOUS QUESTION, NUMERIC)

9. Approximately, how many days/months did it take from when you first made the complaint to completion? Please only use one of the boxes below to provide your answer.

SHOW TWO 2 DIGIT NUMERIC BOXES LABELLED 'DAYS' AND 'MONTHS'.

COMPLAINT PROCESS SATISFACTION (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q5), TAILOR QUESTION AND RESPONSE TEXT IF COMPLAINT ONGOING, SR)

PROGRAMMING NOTE: ASK THIS QUESTION FOR A RANDOM 50% OF THE SAMPLE JUST PRIOR TO Q5a

Q9a Thinking about the whole complaint process itself, was it:

Thinking about the complaint process so far, has it been:

- Much better than you expected 1
- Somewhat better than you expected 2
- About what you expected 3
- Worse than you expected 4

FINANCIAL SERVICES PROVIDER (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q5), OPEN)

10. Which financial services provider did you make your most recent complaint to?

SHOW RESPONSE TEXT BOX

INITIAL COMPLAINT CHANNEL (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q5), SR)

11. How did you first contact your provider in relation to this complaint?

- By telephone 1 SKIP TO Q17
- By email 2 SKIP TO Q17
- Via the website 3 SKIP TO Q17
- Via a member portal 4 SKIP TO Q17
- In person 5 SKIP TO Q17
- By letter 6 SKIP TO Q17
- By SMS 7 SKIP TO Q17
- By social media 8 SKIP TO Q17
- Web chat 9 SKIP TO Q17
- Other (specify) 97 SKIP TO Q17

TIMING OF MOST RECENT POTENTIAL COMPLAINT (ASK IF THOUGHT ABOUT MAKING A COMPLAINT (CODE 1 AT Q4), SR)

12. When did you most recently think about making a complaint to a financial service provider, but chose not to go through with it?

| | | |
|----------------------------|----|-------------|
| Within the past month..... | 1 | |
| 2-3 months ago | 2 | |
| 4-6 months ago | 3 | |
| 7-12 months ago | 4 | |
| 1-2 years ago | 5 | SKIP TO Q17 |
| 3-4 years ago | 6 | SKIP TO Q17 |
| 5 or more years ago | 7 | SKIP TO Q17 |
| Don't know..... | 99 | SKIP TO Q17 |

WHY DIDN'T MAKE A COMPLAINT (ASK IF NEVER WENT THROUGH WITH A POTENTIAL COMPLAINT (CODES 1-4 AT PREVIOUS QUESTION), MR, RANDOMISE)

13. Thinking about the last time you thought about making a complaint but did not go through with it, why did you decide not to make a complaint?

| | |
|--|----|
| Didn't know I could complain..... | 1 |
| Didn't know who to contact | 2 |
| Seemed like too much effort | 3 |
| My complaint only involved a small amount of money..... | 4 |
| Didn't think I would get anywhere with them | 5 |
| Didn't have the records/evidence required to back up my complaint..... | 6 |
| Other (specify)..... | 97 |

MOST RECENT POTENTIAL COMPLAINT PROVIDER (ASK IF THOUGHT ABOUT MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q12), SR, RANDOMISE)

14. Which of the following financial service providers were you thinking of making a complaint about most recently?

| | | |
|---|----|---------------------------|
| Bank..... | 1 | SHOW CODES 1-3 IN A BLOCK |
| Credit or charge card provider | 2 | SHOW CODES 1-3 IN A BLOCK |
| Other non-bank lender..... | 3 | SHOW CODES 1-3 IN A BLOCK |
| General insurance company (e.g. home, car, travel, consumer credit insurance, etc.) | 4 | |
| Superannuation fund | 5 | |
| Financial adviser, planner or stockbroker..... | 6 | |
| Life insurance company (incl TPD, income protection, trauma cover, funeral insurance, etc)..... | 7 | |
| Mortgage broker..... | 8 | |
| Other (specify)..... | 97 | |

MOST RECENT POTENTIAL COMPLAINT TOPIC (ASK IF THOUGHT ABOUT MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 1-4 AT Q12), MR, RANDOMISE)

15. Which of the following best describes what your complaint was about?

| | |
|--|-----------------------|
| Customer service | 1 |
| Financial Advice | 2 |
| Product sales | 3 |
| Product features or performance..... | 4 |
| Other processes or administration..... | 5 SHOW AT END OF LIST |
| A decision made by the company..... | 6 |
| Fees or charges..... | 7 |
| Something else (please specify) | 97 |

MOST RECENT POTENTIAL COMPLAINT FINANCIAL ADVICE TYPE (ASK IF THOUGHT ABOUT MAKING A FINANCIAL ADVICE COMPLAINT IN LAST 12 MONTHS (CODE 2 AT PREVIOUS QUESTION), SR)

Q15a Which of the following advice types did your complaint primarily relate to?

| | |
|---------------------------------------|----|
| Financial adviser or planner..... | 1 |
| Stock broker | 2 |
| Mortgage broker..... | 3 |
| Insurance broker | 4 |
| Something else (please specify) | 97 |

MOST RECENT COMPLAINT PRODUCT (ASK IF THOUGHT ABOUT MAKING A PRODUCT COMPLAINT IN LAST 12 MONTHS (CODES 3, 4 5 OR 7 AT Q15, MR)

Q15b Which of the following product or service types did your complaint primarily relate to?

| | |
|---|----|
| Transaction or savings account | 1 |
| Term deposit | 2 |
| Credit or charge card..... | 3 |
| Home loan | 4 |
| Personal loan | 5 |
| Pay day loan | 6 |
| House or contents insurance | 7 |
| Vehicle insurance (car, boat, etc.) | 8 |
| Travel insurance | 9 |
| Consumer credit insurance (e.g. loan payment insurance) | 10 |
| Life insurance..... | 11 |
| Total and permanent disability (TPD) insurance | 12 |
| Trauma cover | 13 |
| Income protection insurance..... | 14 |
| Funeral insurance..... | 15 |
| Self-managed superannuation fund (SMSF)16 SHOW CODES 16-17 IN A BLOCK | |
| Other superannuation account.....17 SHOW CODES 16-17 IN A BLOCK | |
| Mortgage broker service..... | 18 |
| Financial advice or planning service..... | 19 |
| Investment products (property, managed funds, etc.) | 20 |
| Something else (please specify) | 97 |

FINANCIAL SERVICES PROVIDER (ASK IF THOUGHT ABOUT MAKING A COMPLAINT IN LAST 12 MONTHS
(CODES 1-4 AT Q12), OPEN)

16. Which financial services provider did you think about making a complaint to most recently?

[SHOW RESPONSE TEXT BOX](#)

DEMOGRAPHICS (ASK ALL)

To make sure we have spoken with a good range of people, I'd like to ask you a final few questions.

EMPLOYMENT (ASK ALL, SR)

17. Which one of the following best describes your main activity at the moment? Are you mainly doing

| | |
|-------------------------------------|----|
| Paid full-time work | 1 |
| Paid part-time or casual work | 2 |
| Studying or training..... | 3 |
| Looking for work..... | 4 |
| Unpaid voluntary work..... | 5 |
| Retired | 6 |
| Home duties, or..... | 7 |
| Something else (specify) | 8 |
| Don't know/can't say..... | 9 |
| Rather not say | 99 |

ABORIGINAL / TORRES STRAIT (ASK ALL, SR)

18. Are you from an Aboriginal and / or Torres Strait Islander background?

| | |
|----------------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 3 |
| Rather not say | 99 |

NON-ENGLISH AT HOME (ASK ALL, SR)

19. Is a language other than English regularly spoken in your household?

| | |
|----------------------|----|
| Yes | 1 |
| No | 2 |
| Rather not say | 99 |

LANGUAGE AT HOME (ASK IF OTHER THAN ENGLISH IS SPOKE AT HOME CODE 1 IN PREVIOUS QUESTION, SR)

20. What language other than English is regularly spoken at home?

| | | |
|---------------------------|----|----|
| Arabic | 1 | |
| Cantonese | 2 | |
| Mandarin | 3 | |
| Greek | 4 | |
| Italian | 5 | |
| Vietnamese | 6 | |
| Spanish | 7 | |
| Turkish | 8 | |
| Serbian | 9 | |
| Croatian | 10 | |
| Macedonian..... | | 11 |
| Other (specify) | 12 | |
| Don't know/can't say..... | 13 | |
| Rather not say | 99 | |

LIVING ARRANGEMENT (ASK ALL, SR)

21. What are your current household living arrangements?

| | |
|---|----|
| I live with my parent(s)/guardian(s) | 1 |
| I share with other adults I'm not related to..... | 2 |
| I live alone | 3 |
| I live with my spouse/partner..... | 4 |
| I live with my spouse/partner and our child/children | 5 |
| I'm a sole parent/guardian living with my child/children..... | 6 |
| Other (specify) | 7 |
| Rather not say | 99 |

LEVEL OF EDUCATION (ASK ALL, SR)

22. What is the highest level of education you have completed?

| | |
|--|----|
| Primary school to Year 10..... | 1 |
| Year 11 or 12 | 2 |
| Trade / apprenticeship / TAFE / Technical Certificate..... | 3 |
| Diploma | 4 |
| Bachelor Degree..... | 5 |
| Post-Graduate Degree | 6 |
| Other (Specify) | 97 |
| Prefer not to say | 99 |

QUAL PHASE INTEREST (ASK ALL, SR)

23. Thanks for taking the time to complete the survey. There will shortly be a second phase of the research that involves longer online discussions on the same topic. All participants would be paid for their time. Would you be interested in potentially taking part in that?

| | |
|-----------|---|
| Yes | 1 |
| No | 2 |

IF 'YES', RECORD NAME, EMAIL AND BEST CONTACT NUMBER IN BOXES BELOW

THANK AND CLOSE

9. Appendix C: Stage Two Qualitative Discussion Guides

Face to face Depth discussion guide

ASIC Consumer Internal Dispute Resolution Research

Phase 4 – Qualitative journey mapping - 20th November 2017

1.5-hour face-to-face interviews

| TIME | THE DISCUSSION GUIDE | OBJECTIVE |
|------------|---|---|
| 10 minutes | <p><u>INTRODUCTIONS & ABOUT THEM</u></p> <ul style="list-style-type: none"> • Privacy and protection statement • We are from The Lab an independent research agency conducting this research on behalf of ASIC, a government agency. Honest answers are the best answers for us as we are not bias and independent. We have chosen to speak to you to understand your situation and journey. We will be recording the session however the video will only be used internally and as part of the project to report back to ASIC. Your privacy is completely protected under the AMSRS marketing guidelines. Any information you share will be reported back anonymously with your name removed. • To start off tell us about yourself. • Where do you live? Who do you live with? • What does a typical day or week look like for you? • Thinking about your life today – what are the big positives? • What are the big challenges or unknowns in your life at the moment? • What are your goals that you are hoping to achieve in life? The near and into the future. Probe: Financial Goals • Has this changed over the last 5 years of your life? What has created this change in your mind if anything? • What do you think is the role of financial service providers and your expectations of them in relation to these goals? • Now I would like to understand your attitude towards money. • How would you describe your relationship with money? Imagine it was another person – how would you describe the relationship between the two of you? • How involved in decision-making when it comes to household finances are you? What do you get involved with and what don't you get involved with? • How confident with finances are you in your mind? | <p>To put the respondent at ease and get an understanding of them, their motivations and mindset when it comes to finances.</p> |

| TIME | THE DISCUSSION GUIDE | OBJECTIVE |
|------------|--|---|
| 15 minutes | <p><u>CONTEXT, IMPACT AND EXPECTATIONS</u></p> <ul style="list-style-type: none"> • Now firstly, please feel free to disclose as much or as little information and detail as you feel comfortable with on anything you find sensitive • Tell us what the issue was about? Probe: Did this end up in a formal complaint? • Who was the complaint made to / against? • What was the product / service that you specifically made the complaint against/to? • When did you discover the issue that you complained about? • What prompted you to complain and start the process? • Were you considering options for a period? How long until you made the complaint from discovery? • What impact did the issue have on you and those around you if any? • Overall what did you want to get out of the complaints process? What did success look like for you going in? • What expectation of did you have of the process going in? Probe: Speed, Efficiency, Channel, Contact, Information, Advice etc. (Or no expectation) • How confident were you going into making the complaint? Was there anything that you were particularly comfortable or uncomfortable with? Probe: What and why? | <p>To understand the impact and motivation behind undergoing the complaints process.</p> |
| 20 minutes | <p><u>THE JOURNEY TO DATE</u></p> <ul style="list-style-type: none"> • Now I would like to map out the journey that you have undertaken so far. We are going to map out the steps on a page and build on them as we move through the journey. (Moderator instructions: Using an A3 piece of paper, with the respondent draw/write out in their words each step they have taken along the journey. Leave space for a breakdown of each step later in the discussion.) • So talk to us about the journey you have been on? What was the first step you took? Why? Probe: Channel used. • This first step could be formal or informal. Probe: Questions and information, browsing for information, speaking to friends and family. • How would you describe this first step that you took? • How did you feel going in? • What did you want to achieve? Probe: Confidence in achieving it. • What happened next? What have been the steps you have taken throughout the journey? Instruction: repeat and mark out each step of the journey. • Where are you at now in this process? How do you feel at this stage? What have you learnt along the way? • What do you think are the next steps to take? How clear are you on these next steps and how confident are you in taking them? | <p>To get an overall vision of the journey they have undertaken so far and what they feel are the logical next steps in the process.</p> |

| TIME | THE DISCUSSION GUIDE | OBJECTIVE |
|------------|---|---|
| 25 minutes | <p><u>BREAKING DOWN EACH STEP</u></p> <ul style="list-style-type: none"> • For each step that you have outlined on the journey I want to explore by itself. We are going to look at each step and build a picture of what was happening. <i>(Moderator instructions: build the journey map on the A3 piece of paper outlining the key points for each step from the questions below.)</i> • What were the key objectives you had during this point of the process? • When were you taking this step? (What time constraints were they under?) • Where were you taking this step? (What environmental constraints were they under?) • Who/what were you looking to for information and help? • What questions/information were you looking for? Were you able to find this information? • Probe: if not – what information gaps did you have during this step? What questions went unanswered? • What/who or where did you go to try and achieve your objective or answer your questions from this step? Probe: online, phone and face to face. • What were the positive elements to this stage of the process? If any? • What were the frustrations or negative parts of this step? If any? • Were there any issues that stopped you from continuing the process? • During this step how were you feeling? What was your emotional state at this point? Was it positive or negative? | <p>To comprehensively explore each step they have taken in the process to examine the resources, questions and channels they have used.</p> |

| TIME | THE DISCUSSION GUIDE | OBJECTIVE |
|------------|--|---|
| 15 minutes | <p><u>UNDERSTANDING THE NETWORK OF SUPPORT</u></p> <ul style="list-style-type: none"> For all of the people and places that we have outlined on this journey, we want to understand their role in helping you (Moderator instructions: refer to each of the people and places that they have sought information or answers throughout the journey) What was the role of this person/place that you went to for information? When did you use them to help you? Probe: Friends, family, legal, online resources, phone & face to face. What were the key questions that you were looking for them to answer? What information/tools/answers did they have that helped you? What do you see as the big knowledge gaps that you have had to try and overcome in your journey? Who/what has been the most positive and helpful influence on your journey so far? Why? Who/what has been the most negative and hindering on your journey so far? Why? Have there been any other barriers along the journey that have made you reconsider? Probe: Who, what, where and why? | To understand and explore the role and responsibilities of each part of their network and ecosystem of support. |
| 5 minutes | <p><u>WRAP UP & FINAL THOUGHTS</u></p> <ul style="list-style-type: none"> Thank you for everything today I just have a final few questions to wrap up the discussion. Overall what if anything would you do differently if you had your time over again? What advice would you give to someone who is about to enter into this process? How confident are you that you will be able to go through the rest of the process? What additional help would you value for the journey you are on? Any other final thoughts you would like to share on the journey as a whole? | To thank the respondent for their time and close the conversation. |

Current Complainants discussion guide

ASIC Consumer Internal Dispute Resolution Research

Phase 4 – Qualitative journey mapping – 15th December 2017 – 15th January 2018

Online one on one discussions with respondents who have [Recently Gone Through](#) IDR

| TIME | THE DISCUSSION GUIDE |
|------------|---|
| 10 minutes | <ul style="list-style-type: none"> • • INTRODUCTIONS & ABOUT THEM • • Privacy and protection statement • We are from The Lab an independent research agency conducting this research on behalf of ASIC, a government agency. Honest answers are the best answers for us as we are not bias and independent. We have chosen to speak to you to understand your situation and journey. We will be recording the session however the video will only be used internally and as part of the project to report back to ASIC. Your privacy is completely protected under the AMSRS marketing guidelines. Any information you share will be reported back anonymously with your name removed. • To start off tell us about yourself. • Where do you live? Who do you live with? • What does a typical day or week look like for you? • Thinking about your life today – what are the big positives? • What are the big challenges or unknowns in your life at the moment? • What are your goals that you are hoping to achieve in life? The near and into the future. Probe: Financial Goals • Has this changed over the last 5 years of your life? What has created this change in your mind if anything? • What do you think is the role of financial service providers and your expectations of them in relation to these goals? • Now I would like to understand your attitude towards money. • How would you describe your relationship with money? Imagine it was another person – how would you describe the relationship between the two of you? • How involved in decision-making when it comes to household finances are you? What do you get involved with and what don't you get involved with? • How confident with finances are you in your mind? |

| TIME | THE DISCUSSION GUIDE |
|------------|--|
| 15 minutes | <p><u>CONTEXT, IMPACT AND EXPECTATIONS</u></p> <ul style="list-style-type: none"> • Now firstly, please feel free to disclose as much or as little information and detail as you feel comfortable with on anything you find sensitive • Tell us what the issue was about? Probe: Did this end up in a formal complaint? • Who was the complaint made to / against? • What was the product / service that you specifically made the complaint against/to? • When did you discover the issue that you complained about? • What prompted you to complain and start the process? • Were you considering options for a period? How long until you made the complaint from discovery? • What impact did the issue have on you and those around you if any? • Overall what did you want to get out of the complaints process? What did success look like for you going in? • What expectation of did you have of the process going in? Probe: Speed, Efficiency, Channel, Contact, Information, Advice etc. (Or no expectation) • How confident were you going into making the complaint? Was there anything that you were particularly comfortable or uncomfortable with? Probe: What and why? |
| 20 minutes | <p><u>THE JOURNEY TO DATE</u></p> <ul style="list-style-type: none"> • Now I would like to map out the journey that you have undertaken so far. We are going to map out the steps on a page and build on them as we move through the journey. (Moderator instructions: Using an A3 piece of paper, with the respondent draw/write out in their words each step they have taken along the journey. Leave space for a breakdown of each step later in the discussion.) • So talk to us about the journey you have been on? What was the first step you took? Why? Probe: Channel used. • This first step could be formal or informal. Probe: Questions and information, browsing for information, speaking to friends and family. • How would you describe this first step that you took? • How did you feel going in? • What did you want to achieve? Probe: Confidence in achieving it. • What happened next? What have been the steps you have taken throughout the journey? Instruction: repeat and mark out each step of the journey. • Where are you at now in this process? How do you feel at this stage? What have you learnt along the way? • What do you think are the next steps to take? How clear are you on these next steps and how confident are you in taking them? |

| TIME | THE DISCUSSION GUIDE |
|------------|---|
| 25 minutes | <p style="text-align: center;"><u>BREAKING DOWN EACH STEP</u></p> <ul style="list-style-type: none"> For each step that you have outlined on the journey I want to explore by itself. We are going to look at each step and build a picture of what was happening. (<i>Moderator instructions: build the journey map on the A3 piece of paper outlining the key points for each step from the questions below.</i>) What were the key objectives you had during this point of the process? When were you taking this step? (What time constraints were they under?) Where were you taking this step? (What environmental constraints were they under?) Who/what were you looking to for information and help? What questions/information were you looking for? Were you able to find this information? Probe: if not – what information gaps did you have during this step? What questions went unanswered? What/who or where did you go to try and achieve your objective or answer your questions from this step? Probe: online, phone and face to face. What were the positive elements to this stage of the process? If any? What were the frustrations or negative parts of this step? If any? Were there any issues that stopped you from continuing the process? During this step how were you feeling? What was your emotional state at this point? Was it positive or negative? |
| 15 minutes | <p style="text-align: center;"><u>UNDERSTANDING THE NETWORK OF SUPPORT</u></p> <ul style="list-style-type: none"> For all of the people and places that we have outlined on this journey, we want to understand their role in helping you (<i>Moderator instructions: refer to each of the people and places that they have sought information or answers throughout the journey</i>) What was the role of this person/place that you went to for information? When did you use them to help you? Probe: Friends, family, legal, online resources, phone & face to face. What were the key questions that you were looking for them to answer? What information/tools/answers did they have that helped you? What do you see as the big knowledge gaps that you have had to try and overcome in your journey? Who/what has been the most positive and helpful influence on your journey so far? Why? Who/what has been the most negative and hindering on your journey so far? Why? Have there been any other barriers along the journey that have made you reconsider? Probe: Who, what, where and why? |
| 5 minutes | <p style="text-align: center;"><u>WRAP UP & FINAL THOUGHTS</u></p> <p>Thank you for everything today I just have a final few questions to wrap up the discussion.</p> <ul style="list-style-type: none"> Overall what if anything would you do differently if you had your time over again? What advice would you give to someone who is about to enter into this process? How confident are you that you will be able to go through the rest of the process? What additional help would you value for the journey you are on? Any other final thoughts you would like to share on the journey as a whole? |

Considerers discussion guide

ASIC Consumer Internal Dispute Resolution Research

Phase 4 – Qualitative journey mapping – 15th December 2017 – 15th January 2018

Online one on one discussions with respondents who [Contemplated However Didn't Start](#) IDR

| TIME | THE DISCUSSION GUIDE |
|------------|--|
| 15 minutes | <p><u>INTRODUCTIONS & ABOUT THEM</u></p> <p><u>WELCOME TO THE DISCUSSION</u></p> <p>Thank you for agreeing to be part of the study. My name is Mik, I'm a researcher on this project and I'm looking forward to speaking to you. We'll be asking you to jump online to this discussion community and complete a few different activities. You will be able to complete the discussions and activities when best suits you. However you will see questions and follow-ups from myself and other team members. This will require you to log back in and respond.</p> <p>It is really important you complete this discussion on a desktop or laptop as there will be a lot of typing involved and will make the process a lot easier and quicker. Importantly, there are no right or wrong answers. We have asked you to be here to understand your experiences. The more information you give us the better chance we don't have to follow up with any questions. So please provide as much detail as possible.</p> <p>If you have any questions about this project, please feel free to email me at mik@thelabstrategy.com or call 0408 558 939. Have fun, good luck, and we look forward to chatting to you soon!</p> <p>Kind Regards, Mik</p> <p>To start off tell us about yourself.</p> <ul style="list-style-type: none"> • Where do you live? Who do you live with? • What does a typical day or week look like for you? • Thinking about your life today – what are the big positives? • What are the big challenges or unknowns in your life at the moment? • What are your goals that you are hoping to achieve in life? The near and into the future. Probe: Financial Goals • Has this changed over the last 5 years of your life? What has created this change in your mind if anything? • What do you think is the role of financial service providers and your expectations of them in relation to these goals? • Now I would like to understand your attitude towards money. • How would you describe your relationship with money? Imagine it was another person – how would you describe the relationship between the two of you? • How involved in decision-making when it comes to household finances are you? What do you get involved with and what don't you get involved with? • How confident with finances are you in your mind? |

| TIME | THE DISCUSSION GUIDE |
|------------|--|
| 20 minutes | <p data-bbox="711 275 1150 300"><u>CONTEXT, ISSUE IMPACT AND BARRIERS</u></p> <p data-bbox="528 344 1430 405">Now firstly, please feel free to disclose as much or as little information and detail as you feel comfortable with on anything you find sensitive</p> <ul data-bbox="480 416 1430 1249" style="list-style-type: none"> <li data-bbox="480 416 935 441">• Tell us what the financial issue was about? <li data-bbox="480 450 1385 510">• Who was the issue with? What was the product / service that you specifically had an issue with? <li data-bbox="480 519 852 544">• When did you discover the issue? <li data-bbox="480 553 1337 613">• Were you considering options for a period? How long until you decided not to make a complaint? What were you considering at this point? <li data-bbox="480 622 1410 647">• How willing were you to complain? Did you need to be convinced it was the right thing to do? <li data-bbox="480 656 1414 716">• What in your mind was the thing or things that stopped you from pushing forward and making a complaint? <li data-bbox="480 725 991 750">• Did you know where to go to complain and how? <li data-bbox="480 759 1414 819">• What other jobs or tasks did you have on your mind at the time that this was going to interfere with? If any? Think about things that were going to be impacted either through time or effort. <li data-bbox="480 828 1337 889">• What impact did the issue have on you and those around you if any? Think about any emotional factors that might have been involved. <li data-bbox="480 898 1426 996">• Was there anything you would deem important going on in your world at the time that relied on this complaint being rectified? Think about things like work, study or anything around the home. <li data-bbox="480 1005 1326 1066">• Did you feel that you lacked any information or knowledge to push forward with your complaint? <li data-bbox="480 1075 1385 1135">• How confident were you going into making a complaint? Was there anything that you were particularly comfortable or uncomfortable with? <li data-bbox="480 1144 1406 1205">• What was your expectation of the complaints system and how yours would be handled if you had gone ahead? <li data-bbox="480 1214 1318 1238">• What are your perceptions of how you would have been treated while complaining? |

| TIME | THE DISCUSSION GUIDE |
|------------|---|
| 20 minutes | <p data-bbox="683 275 1182 300" style="text-align: center;"><u>UNDERSTANDING THE NETWORK OF SUPPORT</u></p> <p data-bbox="528 344 1430 405">For all of the people and places that we have outlined on this journey, we want to understand their role in helping you through it.</p> <ul data-bbox="480 450 1430 1249" style="list-style-type: none"> • Did you seek out any information before you decided not to make a complaint? • Who or where did you go for this information? • If you didn't seek out any information... why not? What stopped you from pushing ahead? • What do you see as the big knowledge gaps that you have had to try and overcome? • Who/what has been the most positive and helpful influence on the handling of the issue? • Who/what has been the most negative and hindering on the handling of the issue? • What in your mind is the role of friends/family in situations such as these? • What in your mind is the role of any online resources in situations such as these? • What in your mind is the role of legal counsel in situations such as these? • What if any do you see as the key questions that you are looking for them to answer? • If you did try to seek out information on your issue... what would have been the primary channel that you would have used? E.g. Phone, Online or Face-to-face • Did you feel that these spaces would have different roles if you sought out more information? If so how? • During your issue or information sourcing did you have any interactions or experience with ASIC? • Do you know who or what ASIC is and does? • Thinking about the issue you had ... do you feel that ASIC should or could play a role? Where and how? Or why not? • How comfortable would or do you feel connecting and engaging with ASIC for information or other resources in a situation such as yours? • Was there anywhere or anyone you didn't or wouldn't reach out to for answers? Why? Or Why not? |
| 10 minutes | <p data-bbox="683 1328 1182 1352" style="text-align: center;"><u>AREAS OF IMPROVEMENT & FINAL THOUGHTS</u></p> <p data-bbox="528 1397 1398 1422">Thank you for everything I just have a final few questions to wrap up the discussion.</p> <ul data-bbox="480 1467 1430 1704" style="list-style-type: none"> • Overall what if anything would you do differently if you had your time over again? • If you could go back to the time the issue started what would you need to help you go through the process and file a complaint? • What areas do you feel you lacked in information and clarity to proceed with a complaint? If any? • What systems or processes do you feel weren't available or approachable for you to proceed with your complaint? If any? |

Completed Complainants discussion guide

ASIC Consumer Internal Dispute Resolution Research

Phase 4 – Qualitative journey mapping – 15th December 2017 – 15th January 2018

Online one on one discussions with respondents who have [Recently Gone Through](#) IDR

| TIME | THE DISCUSSION GUIDE |
|------------|--|
| 15 minutes | <p><u>INTRODUCTIONS & ABOUT THEM</u></p> <p><u>WELCOME TO THE DISCUSSION</u></p> <p>Thank you for agreeing to be part of the study. My name is Mik, I'm a researcher on this project and I'm looking forward to speaking to you. We'll be asking you to jump online to this discussion community and complete a few different activities. You will be able to complete the discussions and activities when best suits you. However you will see questions and follow-ups from myself and other team members. This will require you to log back in and respond.</p> <p>It is really important you complete this discussion on a desktop or laptop as there will be a lot of typing involved and will make the process a lot easier and quicker. Importantly, there are no right or wrong answers. We have asked you to be here to understand your experiences. The more information you give us the better chance we don't have to follow up with any questions. So please provide as much detail as possible.</p> <p>If you have any questions about this project, please feel free to email me at mik@thelabstrategy.com or call 0408 558 939. Have fun, good luck, and we look forward to chatting to you soon!</p> <p>Kind Regards, Mik</p> <p>To start off tell us about yourself.</p> <ul style="list-style-type: none"> • Where do you live? Who do you live with? • What does a typical day or week look like for you? • Thinking about your life today – what are the big positives? • What are the big challenges or unknowns in your life at the moment? • What are your goals that you are hoping to achieve in life? The near and into the future. Probe: Financial Goals • Has this changed over the last 5 years of your life? What has created this change in your mind if anything? • What do you think is the role of financial service providers and your expectations of them in relation to these goals? • Now I would like to understand your attitude towards money. • How would you describe your relationship with money? Imagine it was another person – how would you describe the relationship between the two of you? • How involved in decision-making when it comes to household finances are you? What do you get involved with and what don't you get involved with? • How confident with finances are you in your mind? |

| TIME | THE DISCUSSION GUIDE |
|------------|--|
| 25 minutes | <p data-bbox="719 275 1142 300" style="text-align: center;"><u>CONTEXT, IMPACT AND EXPECTATIONS</u></p> <p data-bbox="528 344 1430 405">Now firstly, please feel free to disclose as much or as little information and detail as you feel comfortable with on anything you find sensitive</p> <ul style="list-style-type: none"> <li data-bbox="480 416 1214 441">• Tell us what the issue was about? Did this end up in a formal complaint? <li data-bbox="480 450 1426 510">• Who was the complaint made to / against? What was the product / service that you specifically made the complaint against/to? <li data-bbox="480 519 1107 544">• When did you discover the issue that you complained about? <li data-bbox="480 553 1050 577">• What prompted you to complain and start the process? <li data-bbox="480 586 1410 649">• What do you feel tipped you over the 'edge' so to speak to make a formal complaint? Do you feel there was a 'trigger' point for complaining? <li data-bbox="480 658 1362 719">• Were you considering options for a period? How long until you made the complaint from discovery? What were you considering at this point? <li data-bbox="480 728 1410 752">• How willing were you to complain? Did you need to be convinced it was the right thing to do? <li data-bbox="480 761 1426 822">• What other jobs or tasks did you have on your mind at the time that this was going to interfere with? If any? Think about things that were going to be impacted either through time or effort. <li data-bbox="480 831 1342 891">• What impact did the issue have on you and those around you if any? Think about any emotional factors that might have been involved. <li data-bbox="480 900 1426 999">• Was there anything you would deem important going on in your world at the time that relied on this complaint being rectified? Think about things like work, study or anything around the home. <li data-bbox="480 1008 1426 1068">• Overall what did you want to get out of the complaints process? What did success look like for you going in? <li data-bbox="480 1077 1426 1137">• What expectation of did you have of the process going in? Probe: Speed, Efficiency, Channel, Contact, Information, Advice etc. (Or no expectation) <li data-bbox="480 1146 1374 1171">• Did you have any expectations of the complaints system and how it would work going in? <li data-bbox="480 1180 1426 1240">• Did you feel that you lacked any information or knowledge to push forward with your complaint before you started or lodged it? <li data-bbox="480 1249 1410 1310">• How confident were you going into making the complaint? Was there anything that you were particularly comfortable or uncomfortable with? Probe: What and why? |

| TIME | THE DISCUSSION GUIDE |
|------------|---|
| 60 minutes | <p data-bbox="804 275 1056 300" style="text-align: center;"><u>THE JOURNEY TO DATE</u></p> <p data-bbox="528 344 1431 477">Now I would like to map out the journey that you have undertaken so far. I want you to outline each step you can remember taking from the very start of the journey to the very end. Please put a number at the start of each step. This first step could be formal or informal. (Questions to be repeated for as many steps as the respondent enters.)</p> <ul style="list-style-type: none"> <li data-bbox="480 521 1431 925">• For each step I would like you to tell us the following: <ul style="list-style-type: none"> <li data-bbox="584 557 1222 582">○ What did you do at this step in the process? Describe it for us. <li data-bbox="584 582 1302 607">○ What were the key objectives you had during this point of the process? <li data-bbox="584 607 1342 631">○ When were you taking this step? (What time constraints were they under?) <li data-bbox="584 631 951 656">○ Where were you taking this step? <li data-bbox="584 656 1161 680">○ Who/what were you looking to for information and help? <li data-bbox="584 680 1350 728">○ What questions/information were you looking for? Were you able to find this information? <li data-bbox="584 728 1161 752">○ Were there any questions unanswered during this step? <li data-bbox="584 752 1431 799">○ During this step how were you feeling? What was your emotional state at this point? Was it positive or negative? <li data-bbox="584 799 1382 846">○ What/who or where did you go to try and achieve your objective or answer your questions from this step? Where did you go to seek them? <li data-bbox="584 846 1286 871">○ What were the positive elements to this stage of the process? If any? <li data-bbox="584 871 1238 896">○ What were the frustrations or negative parts of this step? If any? <li data-bbox="584 896 1289 925">○ Were there any issues that stopped you from continuing the process? <li data-bbox="480 969 1385 1028">• So thinking back to the very start of the process how did you feel going in? How would you describe your life and mood at the time? <li data-bbox="480 1039 1310 1064">• What did you want to achieve? How confident were you that you would achieve it? |

| TIME | THE DISCUSSION GUIDE |
|------------|---|
| 20 minutes | <p style="text-align: center;"><u>UNDERSTANDING THE NETWORK OF SUPPORT</u></p> <p>For all of the people and places that we have outlined on this journey, we want to understand their role in helping you through it.</p> <ul style="list-style-type: none"> • What do you see as the big knowledge gaps that you have had to try and overcome in your journey? • Who/what has been the most positive and helpful influence on your journey so far? Why? • Who/what has been the most negative and hindering on your journey so far? Why? • What was the role of friends/family that you went to for information? When did you use them to help you • What were the key questions that you were looking for them to answer? • What information/tools/answers did they have that helped you? • What was the role of any online resources that you went to for information? (Please list them) When did you use them to help you • What were the key questions that you were looking for them to answer? • What information/tools/answers did they have that helped you? • What was the role of legal counsel that you went to for information? When did you use them to help you • What were the key questions that you were looking for them to answer? • What information/tools/answers did they have that helped you? • What was the role of phone, online or face-to-face when it came to information gathering? • Did you feel that these spaces had different roles? If so how? • During your journey did you have any interactions or experience with ASIC? • Do you know who or what ASIC is and does? • Thinking about the journey you have been on... do you feel that ASIC should or could play a role? Where and how? Or why not? • How comfortable would or do you feel connecting and engaging with ASIC for information or other resources in a situation such as yours? • Was there anywhere or anyone you didn't or wouldn't reach out to for answers on a journey like this? Why? Or Why not? |
| 5 minutes | <p style="text-align: center;"><u>WRAP UP & FINAL THOUGHTS</u></p> <p>Thank you for everything I just have a final few questions to wrap up the discussion.</p> <ul style="list-style-type: none"> • Overall what if anything would you do differently if you had your time over again? <ul style="list-style-type: none"> ◦ If you could go back to the start of the process and tell yourself 3 things to do differently what would they be? Why? |

10. Appendix D: Stage Three Quantitative Questionnaire

INTRO

This survey is being conducted by Nature, an independent market research company, on behalf of the Australian Securities and Investments Commission (ASIC), to gain a better understanding of how people interact with their financial service providers (e.g. banks, insurance companies, etc.).

Your responses to the survey are strictly confidential, no information will be collected that can identify you personally.

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If you have any concerns or queries about the survey, please contact Adrian Compton-Cook at Nature (adrian@natureresearch.com.au, 03 9867 5535).

Hi and welcome to our survey!

Your privacy is important to us. The information collected in this survey is reported in aggregate form only and you will not be personally identified. This survey complies with Australian (AMSRS) and International (ESOMAR) codes of practice for Market & Social Research

GENDER (ASK ALL, SR)

1. Are you:

| | |
|-------------|---|
| Male | 1 |
| Female..... | 2 |
| Other | 3 |

AGE (ASK ALL, 2 DIGIT OPEN BOX, TERMINATE DIRECT SAMPLE IF NOT 18-99)

2. How old are you?

ENTER NUMBER _____

LOCATION (ASK ALL, SR)

3. Where do you live?

| | |
|-------------------------------------|----|
| ACT | 1 |
| Adelaide | 2 |
| South Australia (Regional) | 3 |
| Brisbane | 4 |
| Queensland (Regional) | 5 |
| Darwin | 6 |
| Northern Territory (Regional) | 7 |
| Melbourne..... | 8 |
| Victoria (Regional) | 9 |
| Perth | 10 |
| Western Australia (Regional) | 11 |
| Sydney | 12 |
| New South Wales (Regional) | 13 |
| Hobart..... | 14 |
| Tasmania (Regional) | 15 |

We'd now like to understand whether or not you may have had a time when you have had an issue with a financial company (bank, insurance company, adviser, broker, etc.). We would like to understand whether or not this issue may have led to a complaint being made.

EVER MADE A COMPLAINT (ASK ALL, MR)

4. Thinking about complaints to financial companies, have you ever...?

| | | |
|--|----|-----------------|
| Thought about making a complaint to a financial company <u>in the past 12 months</u> , but didn't | 1 | GO TO Q11 |
| Thought about making a complaint to a financial company, more than <u>12 months ago</u> , but didn't | 2 | GO TO Q5 |
| Currently in the process of making a complaint to a financial company provider | 3 | GO TO SECTION 2 |
| Completed a complaint process with a financial company in the past 12 months | 4 | GO TO SECTION 2 |
| Completed a complaint process with a financial company over 12 months ago | 5 | CLOSE |
| None of these | 99 | SR - CLOSE |

IF ONLY CODE 5 (COMPLETED A COMPLAINT MORE THAN 12 MONTHS AGO) – CLOSE

NOT IN PAST 12 MONTHS (ASK ALL WHO CODE 2 @ Q4 AND DO NOT CODE 1, 3, 4, or 5, THEN TERMINATE, MR, RANDOMISE)

5. You mentioned you had previously thought about making a complaint but didn't. What prevented you from making this complaint? Please select as many that apply.

| | |
|---|----|
| I didn't have enough time | 1 |
| I couldn't gather the evidence needed | 2 |
| I didn't know how long it would take me to complete | 3 |
| I didn't think it would make a difference | 4 |
| I didn't know where to start | 5 |
| I didn't want to damage the relationship I had with my provider | 6 |
| I didn't think it was worth my time | 7 |
| I don't like confrontation | 8 |
| I felt a bit embarrassed | 9 |
| I didn't speak to the right person up front | 10 |
| I wasn't sure if I was right | 11 |
| Something else (please specify) | 99 |

IF MULTIPLE IN-SCOPE RESPONSES CODED AT Q4 (I.E. CODES 1, 3 AND 4) PRIORITISE ALLOCATION AS PER BELOW:

1ST – CURRENTLY IN COMPLAINT PROCESS (CODE 3)

2ND - COMPLETED COMPLAINT WITHIN PAST 12 MONTHS

3RD – THOUGHT ABOUT COMPLAINTING WITHIN PAST 12 MONTHS – IF ONLY 'THOUGHT ABOUT IN PAST 12 MONTHS' SKIP TO SECTION 4

COMPLETE: There may have been multiple occasions when you made a complaint about a financial company, we'd now like you to focus your attention on your most recent occasion.

***CURRENT:** There may have been multiple occasions when you made a complaint about a financial company, we would not like you to focus your attention on the complaint you are currently going through.*

TIMING OF MOST RECENT COMPLAINT (ASK IF THOUGHT ABOUT OR HAVE MADE A COMPLAINT (CODES 1, 3 OR 4 AT Q4), [CODE 1 Q4 WORDING ADJUSTMENTS], SR)

6. When did you make [think about making] the complaint to the financial company?

| | | |
|----------------------------|----|-------|
| In the last 24 hours | 1 | |
| 2-3 days | 2 | |
| 4-6 days | 3 | |
| 1 week..... | 4 | |
| 2 weeks..... | 5 | |
| 3-4 weeks..... | 6 | |
| 5-6 weeks..... | 7 | |
| 7-8 weeks..... | 8 | |
| 2-3 months..... | 9 | |
| 3-4 months..... | 10 | |
| 4-6 months..... | 11 | |
| 6-12 months ago | 12 | |
| 1-2 years ago | 13 | CLOSE |
| 2-4 years ago | 14 | CLOSE |
| 5 or more years ago | 15 | CLOSE |
| Don't know..... | 99 | CLOSE |

MOST RECENT COMPLAINT PROVIDER (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR, RANDOMISE)

7. Thinking again about your most recent complaint to a financial company, what type of company was it?

| | | |
|--|----|---------------------------|
| Bank..... | 1 | SHOW CODES 1-4 IN A BLOCK |
| Credit or charge card provider | 2 | SHOW CODES 1-4 IN A BLOCK |
| Building society / credit union | 3 | SHOW CODES 1-4 IN A BLOCK |
| Other non-bank lender | 4 | SHOW CODES 1-4 IN A BLOCK |
| General insurance company (e.g. home, car, travel, consumer credit insurance, etc.) | 5 | |
| Superannuation fund | 6 | |
| Financial adviser, planner or stockbroker..... | 7 | |
| Life insurance company (incl. TPD, income protection, trauma cover, funeral insurance, etc)..... | 8 | |
| Mortgage broker..... | 9 | |
| Other (specify)..... | 97 | |

MOST RECENT COMPLAINT PRODUCT (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4, RANDOMISE, SR)

8. Which of the following products or services did your complaint mainly relate to?

| | |
|---|--------------------------------|
| Transaction or savings account | 1 |
| Term deposit | 2 |
| Credit or charge card..... | 3 |
| Home loan | 4 |
| Personal loan | 5 |
| Pay day loan | 6 |
| House or contents insurance | 7 |
| Vehicle insurance (car, boat, etc.) | 8 |
| Travel insurance | 9 |
| Consumer credit insurance (e.g. loan payment insurance) | 10 |
| Life insurance..... | 11 |
| Total and permanent disability (TPD) insurance | 12 |
| Trauma cover | 13 |
| Income protection insurance..... | 14 |
| Funeral insurance..... | 15 |
| Self-managed superannuation fund (SMSF)..... | 16 SHOW CODES 16-17 IN A BLOCK |
| Other superannuation account..... | 17 SHOW CODES 16-17 IN A BLOCK |
| Mortgage broker service..... | 18 |
| Financial advice or planning service..... | 19 |
| Investment products (property, managed funds, etc.) | 20 |
| Something else (please specify) | 97 |

MOST RECENT COMPLAINT TOPIC (ASK IF HAVE MADE A COMPLAINT IN LAST 12 MONTHS OR ARE CURRENTLY (CODES 3-4 AT Q4), MR, RANDOMISE)

9. Which of the following best describes what your complaint was about? Please select all that apply.

| | |
|--|-----------------------|
| Customer service | 1 |
| Financial Advice | 2 |
| Product sales | 3 |
| Product features or performance..... | 4 |
| A decision made by the company | 5 |
| Fees or charges..... | 6 |
| Other processes or administration..... | 7 SHOW AT END OF LIST |
| Something else (please specify) | 97 |

DURATION OF MOST RECENT COMPLAINT (ASK ALL WHO HAVE COMPLETED A COMPLAINT (CODE 4 AT Q4), SR)

10. How long did the complaint process take? I.e. from when you first made contact to when it was finished.

| | |
|--|----|
| The complaint was resolved within the same day | 1 |
| 2-3 days | 2 |
| 4-6 days | 3 |
| 1 week..... | 4 |
| 2 weeks..... | 5 |
| 3-4 weeks..... | 6 |
| 5-6 weeks..... | 7 |
| 7-8 weeks..... | 8 |
| 2-3 months..... | 9 |
| 3-4 months..... | 10 |
| 4-6 months..... | 11 |
| More than 6 months | 12 |
| Can't remember/don't know..... | 99 |

MOST RECENT POTENTIAL COMPLAINT PROVIDER (ASK ALL WHO CODE 1 @ Q4, SR, RANDOMISE)

11. What type of company was it?

| | | |
|---|----|---------------------------|
| Bank..... | 1 | SHOW CODES 1-4 IN A BLOCK |
| Credit or charge card provider | 2 | SHOW CODES 1-4 IN A BLOCK |
| Building society / credit union | 3 | SHOW CODES 1-4 IN A BLOCK |
| Other non-bank lender..... | 4 | SHOW CODES 1-4 IN A BLOCK |
| General insurance company (e.g. home, car, travel, consumer credit insurance, etc.) | 5 | |
| Superannuation fund | 6 | |
| Financial adviser, planner or stockbroker..... | 7 | |
| Life insurance company (incl TPD, income protection, trauma cover, funeral insurance, etc)..... | 8 | |
| Mortgage broker..... | 9 | |
| Other (specify)..... | 97 | |

MOST RECENT POTENTIAL COMPLAINT PRODUCT (ASK ALL WHO CODE 1 @ Q4, RANDOMISE, SR)

12. Which of the following products or services did it mainly relate to?

| | | |
|---|----|-----------------------------|
| Transaction or savings account | 1 | |
| Term deposit | 2 | |
| Credit or charge card..... | 3 | |
| Home loan | 4 | |
| Personal loan | 5 | |
| Pay day loan | 6 | |
| House or contents insurance | 7 | |
| Vehicle insurance (car, boat, etc.) | 8 | |
| Travel insurance | 9 | |
| Consumer credit insurance (e.g. loan payment insurance) | 10 | |
| Life insurance..... | 11 | |
| Total and permanent disability (TPD) insurance | 12 | |
| Trauma cover | 13 | |
| Income protection insurance..... | 14 | |
| Funeral insurance..... | 15 | |
| Self-managed superannuation fund (SMSF)..... | 16 | SHOW CODES 16-17 IN A BLOCK |
| Other superannuation account..... | 17 | SHOW CODES 16-17 IN A BLOCK |
| Mortgage broker service..... | 18 | |
| Financial advice or planning service..... | 19 | |
| Investment products (property, managed funds, etc.) | 20 | |
| Something else (please specify) | 97 | |

MOST RECENT POTENTIAL COMPLAINT TOPIC (ASK ALL WHO CODE 1 @ Q4, MR, RANDOMISE)

13. Which of the following best describes what it was about? Please select all that apply.

| | | |
|---|----|---------------------|
| Customer service | 1 | |
| Financial Advice | 2 | |
| Product sales | 3 | |
| Product features or performance..... | 4 | |
| A decision made by the company | 5 | |
| Fees or charges..... | 6 | |
| Other processes or administration | 7 | SHOW AT END OF LIST |
| Something else (please specify) | 97 | |

3A – IDR INITIATION AND PREPARATION

INTRO: SHOWN ON SAME SCREEN AS Q11. We'd now like you to think about what motivated you to make a complaint, and how you felt at the beginning of this process.

REASONS FOR COMMENCING COMPLAINT (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN PAST 12 MONTHS (CODES 3-4 AT Q4), TOP 3 RANKING, RANDOMISE ROWS, SR PER COLUMN, DO NOT FORCE 3 RESPONSES)

14. **Of the following outcomes from making a complaint to a financial company, what are the top three you were hoping to achieve?** *Please select up to three reasons, indicating what level of importance they had (i.e. 'most important', 'second' and 'third').*

ROWS - RANDOMISE

| | |
|--|----|
| To fix a mistake or error | 1 |
| To be valued as a customer | 2 |
| To get justice..... | 3 |
| To get an apology..... | 4 |
| To make them take responsibility for a mistake | 6 |
| To get my money back or a refund | 7 |
| To get compensation for financial losses | 8 |
| To make someone at the company accountable for their actions | 10 |
| To make sure the same thing does not happen to me again | 11 |
| To make sure the same thing does not happen to other people | 12 |
| Something else (please specify) | 97 |

COLUMNS

| | |
|----------------------|---|
| Most important | 1 |
| Second | 2 |
| Third | 3 |

CONFIDENCE SCALE – RESULT (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SCALE 0-10, SR)

15. **Before making the complaint**, how confident did you feel about getting the outcome you hoped for?

| | |
|----------------------------|----|
| Not at all confident | 0 |
| | |
| A little confident..... | 5 |
| | |
| Very confident..... | 10 |
| I can't remember | 97 |
| I don't know | 99 |

KNOWLEDGE SCALE (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SCALE 0-10, SR)

16. **Before making the complaint**, how confident were you in your knowledge about the product or service you were complaining about?

| | |
|----------------------------|----|
| Not at all confident | 0 |
| | |
| A little confident..... | 5 |
| | |
| Very confident..... | 10 |
| I can't remember | 97 |
| I don't know | 99 |

CONFIDENCE SCALE – PROCESS (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SCALE 0-10, SR)

17. How confident were you about your ability to work through the complaints process?

| | |
|----------------------------|----|
| Not at all confident | 0 |
| A little confident..... | 5 |
| Very confident..... | 10 |
| I can't remember | 97 |
| I don't know | 99 |

PREPARATION (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), MR & OPEN, RANDOMISE CODES 1-4 WHILE RETAINING THESE AT TOP, RANDOMISE CODES 5-12 WHILE REMAINING AT BOTTOM)

18. Which of the following did **[have]** you do prior to making your complaint? *Please select all that apply...*

| | |
|---|----|
| Reviewed the company's website | 1 |
| Reviewed my product documentation..... | 2 |
| Reviewed online forums | 3 |
| Reviewed the ombudsman website | 4 |
| Spoke to friends or family | 5 |
| Spoke to a lawyer/solicitor..... | 6 |
| Spoke to an accountant..... | 7 |
| Spoke with someone from a consumer help group..... | 8 |
| Spoke to an English language assistance service/translator..... | 9 |
| Spoke to a free financial counsellor..... | 10 |
| Spoke to a financial planner or advisor..... | 11 |
| Contacted the Ombudsman / a fair trade service | 12 |
| Used a Disability Assistance service (TTY, NSR etc.) | 13 |
| Something else (please specify) | 97 |
| None of these..... | 99 |

Now we would like you to think about the steps that you went through when you actually began to make the complaint.

3B – FIRST CONTACT

CHANNEL USED TO INITIATE (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR & OPEN)

19. How did you **first** make the company aware of your concern?

| | |
|--|----|
| Via email..... | 1 |
| Via telephone..... | 2 |
| Via social media | 3 |
| Via fax | 4 |
| Via mail..... | 5 |
| In person, (e.g. inside a branch) | 6 |
| Someone else made the complaint for me (e.g. solicitor, family member) | 7 |
| Something else (please specify) | 97 |

EASE OF FINDING CHANNEL (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR)

20. How easy was it to find the company's contact details to make a complaint?

| | |
|----------------------------------|----|
| Very easy | 5 |
| Fairly easy | 4 |
| Neither easy nor difficult | 3 |
| Fairly difficult | 2 |
| Very difficult | 1 |
| Can't remember | 99 |

STAFF ATTITUDE (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR)

21. How did you find the attitude of the staff when you first made your complaint?

| | |
|-------------------------------------|----|
| Very helpful | 5 |
| Fairly helpful | 4 |
| Neither helpful nor unhelpful | 3 |
| Fairly unhelpful | 2 |
| Very unhelpful | 1 |
| Can't remember | 98 |
| Not applicable | 99 |

EXPLANATION OF INTERNAL PROCESS (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR)

22. How well would you say the complaint process was explained to you? (i.e. next steps, documentation required, etc.)

| | |
|-------------------------------|----|
| Very well | 5 |
| Fairly well | 4 |
| Neither well nor poorly | 3 |
| Not very well | 2 |
| No explanation at all | 1 |
| Can't remember | 99 |

EXPLANATION OF TIMINGS (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR)

23. And how well were the timings of the complaint process explained to you by the company? (i.e. when you might hear from them next, how long it would be until you were likely to have a resolution)

| | |
|-------------------------------|----|
| Very well | 5 |
| Fairly well | 4 |
| Neither well nor poorly | 3 |
| Not very well | 2 |
| No explanation at all | 1 |
| Can't remember | 99 |

NUMBER OF CONTACT POINTS (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), NUMERIC 1-200)

24. Approximately how many different staff members from the company were you [have you been] in contact with during the complaint process [so far]?

NUMERIC 1-200

FEELING ABOUT NUMBER OF CONTACT POINTS (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR)

25. And how did [do] you feel about speaking to this many people?

| | |
|----------------------------------|----|
| It [is] was too much [many]..... | 1 |
| It [is] was about right | 2 |
| It [isn't] wasn't enough | 3 |
| I don't know..... | 99 |

SET-BACKS EXPERIENCED (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS
(CODES 3-4 AT Q4), MR RANDOMISE ROWS)

26. Which, if any, of the following did you experience over the course of your complaint? Please select all that apply.

| | |
|---|----|
| I felt like I was not being listened to or heard | 1 |
| I felt like I was not being taken seriously | 2 |
| I felt my complaint would not make any difference in the end | 3 |
| I felt I was damaging my relationship with the provider..... | 4 |
| I felt it was not worth my time or effort..... | 5 |
| I felt that things were more confrontational than I am comfortable with ... | 6 |
| I felt embarrassed I was making the complaint | 7 |
| I had difficulty in gathering all the required evidence they were asking for8 | |
| I was unsure how long I would need to wait for a decision..... | 9 |
| I was passed around to too many people or strung along | 10 |
| I dealt with staff with a bad or unhelpful attitude | 11 |
| I was not able to speak to the right people to get anything done..... | 12 |
| I did not have enough time to deal with the issue | 13 |
| Something else that made it difficult (please specify) | 14 |
| None of these | 98 |

WHEN EXPERIENCED BARRIERS (ASK IF SELECTED ANY BARRIER (CODES 1-14) AT PREVIOUS QUESTION, MR PER ROW, RANDOMISE ROWS, SHOW CODES SELECTED AT PREVIOUS QUESTION)

27. When in the process did you experience each of the following?

SHOW CODES SELECTED AT PREVIOUS QUESTION

COLUMNS

| | |
|--------------------------------|----------------------|
| Early in the process | 1 |
| In the middle..... | 2 |
| Towards the end | 3 |
| Throughout entire process..... | 4 AUTOFILL CODES 1-4 |

3C – FOLLOW UP / ESCALATION

PROGRESS UPDATES (ASK IF SELECTED MORE THAN 1 DAY @ Q10 (CODES 2-11), SR)

28. Did you receive [Have you received] any progress updates from the company?

| | |
|--|----|
| Yes, (please specify approximate number of updates received) | 1 |
| No | 2 |
| Can't remember | 99 |

PROGRESS UPDATES - CONTENT (ASK IF SELECTED CODE 1 OR 2 @ AT PREVIOUS Qs, SR)

29. How did [do] you feel about the number of updates you [have] received?

| | |
|--------------------------|----|
| It was too much | 1 |
| It was about right | 2 |
| It wasn't enough | 3 |
| Can't remember | 99 |

FOLLOW/CHASE UP (ASK IF SELECTED MORE THAN 1 DAY @ Q10 (CODES 2-11), SR)

30. Within this timeframe, did you need [have you needed] to contact the company to follow up on progress?

Yes, (please specify approximate number of updates requested) 1
 No 2
 Can't remember 99

FEELING ABOUT NUMBER OF CONTACT POINTS (ASK IF YES AT Q30, SR)

31. And how did [do] you feel about the number of times you[ve] followed up?

It [is] was too much [many] 1
 It [is] was about right 2
 It [isn't] wasn't enough 3
 I don't know 99

CHANNEL OF FOLLOW UP (ASK IF SELECTED YES @ Q30, MR)

32. And how did you contact them for an update?

Via email 1
 Via telephone 2
 Via social media 3
 Via fax/mail 4
 In person, (e.g. inside a branch) 5
 Someone else contacted them on my behalf (e.g. solicitor, family member) 6
 Some other way (please specify) 97

ESCALATION (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR)

33. COMPLETED: At any point, did you ask for your complaint to be escalated to someone more senior (e.g. manager/supervisor)?
 CURRENT: At any point, have you asked for your complaint to be escalated to someone more senior (e.g. manager/supervisor)?

Yes 1
 No, but I thought about it 2
 No, it never occurred to me 3
 Can't remember 99

SUBSEQUENT ASSISTANCE & RESEARCH (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), MR, RANDOMISE CODES 1-4 WITHIN BLOCK, RANDOMISE CODES 5-12 WITHIN BLOCK)

34. Which, if any, of the following did you do [have you done] after making the initial complaint? Please select all that apply.

Reviewed the company's website 1
 Reviewed my product documentation 2
 Reviewed online forums 3
 Reviewed the ombudsman website 4
 Spoke to friends or family 5
 Spoke to a lawyer/solicitor 6
 Spoke to an accountant 7
 Spoke with someone from a consumer help group 8
 Spoke to an English language assistance service/translator 9
 Spoke to a free financial counsellor 10
 Spoke to a financial planner or advisor 11

| | |
|--|----|
| Contacted the Ombudsman / a fair trade service | 12 |
| Used a Disability Assistance service (TTY, NSR etc.) | 13 |
| Something else (please specify) | 97 |
| None of these | 99 |

EXPLANATION OF OMBUDSMAN (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4), SR)

35. At any point after initiating the complaint, was it explained to you that you would be able to contact the Ombudsman or Complaints Tribunal at the completion of the process if you weren't happy with how things went?

| | |
|----------------------|----|
| Yes | 1 |
| No | 2 |
| Can't remember | 99 |

COMPLAINT WITHDRAWAL (ASK IF FINALISED A COMPLAINT IN LAST 12 MONTHS (CODE 4 AT Q4), SR)

36. At any stage after initiating the complaint, did you do any of the following...?

| | |
|---|----|
| Formally withdrew the complaint | 1 |
| Gave up without informing the company | 2 |
| None of these | 99 |

COMPLAINT WITHDRAWAL STAGE (ASK IF SELECTED CODES 1-2 @ Q36, RANDOMISE, MR)

37. Which of the following describes why you withdrew or gave up on your complaint? *Please select all that apply.*

| | |
|---|----|
| After seeing what documentation was required to continue | 1 |
| After not hearing from the company for an extended period of time | 2 |
| After chasing the company and still not receiving a resolution | 3 |
| After realising the complaint was no longer valid | 4 |
| After receiving poor service and realising it was too difficult | 5 |
| Other (please specify) | 97 |

3D – COMPLETION / RESOLUTION

Now we'd like to move onto how you felt about the complaint process overall.

SATISFACTION WITH OUTCOME AND PROCESS (ASK IF HAVE FINALISED A COMPLAINT IN LAST 12 MONTHS (CODES 4 AT Q4, SCALE 0-10, SR, RANDOMISE OPTIONS))

38. We'd like to understand your satisfaction of both the outcome of your complaint and the process you went through. Please use the scales below to indicate how satisfied you were with each.

| | |
|-------------------|---------------------|
| The process | 1 |
| The outcome | 2 ONLY IF COMPLETED |

SCALE

| | |
|---|----|
| Very unsatisfied | 0 |
| Neither satisfied nor unsatisfied | 5 |
| Very satisfied | 10 |
| Don't know/can't say | 99 |

SATISFACTION WITH PROCESS EXPLAINED (ASK IF HAVE FINALISED A COMPLAINT IN LAST 12 MONTHS (CODES 4 AT Q4 AND GAVE A RATING AT Q38, OPEN))

39. And why did you give a rating of [X]/10 for the process you went through?
OPEN

PERCEIVED EFFORT (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4, SR)

40. How much effort on your part do you feel was required [**has been required so far**] throughout the complaint process?

| | |
|--|----|
| Very high effort..... | 5 |
| Fairly high effort..... | 4 |
| A little effort..... | 3 |
| Fairly low effort | 2 |
| Very low effort | 1 |
| Can't remember [Don't know] | 99 |

STRESSFUL (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4, SR)

41. And how stressful [**are you finding**] did you find the process?

| | |
|--|----|
| Very stressful..... | 5 |
| A bit stressful..... | 4 |
| Only a little stressful..... | 3 |
| Not very stressful..... | 2 |
| Not stressful at all..... | 1 |
| Can't remember [Don't know] | 99 |

IMPACT ON SENTIMENT (ASK IF HAVE MADE OR ARE MAKING A COMPLAINT IN LAST 12 MONTHS (CODES 3-4 AT Q4, SR)

42. Has the complaint process changed how you feel about the company?

| | |
|--------------------------------|----|
| Yes, more positive | 1 |
| Yes, more negative | 2 |
| Hasn't changed my opinion..... | 3 |
| Don't know..... | 99 |

OUTCOME (ASK IF HAVE FINALISED A COMPLAINT IN LAST 12 MONTHS (CODES 4 AT Q4, SR)

43. Now thinking about the actual outcome of your complaint, did you get the outcome you'd hoped for?

| | |
|---|----|
| Yes, it was finalised in my favour | 1 |
| It was finalised, but not in my favour..... | 2 |
| Something else (please specify) | 97 |
| Don't know/can't say | 98 |

IMPORTANCE OUTCOME (ASK IF HAVE FINALISED A COMPLAINT IN LAST 12 MONTHS (CODES 4 AT Q4), GRID, SR PER ROW, RANDOMISE ROWS)

44. Earlier you indicated the following outcomes were important to you. Were any of these achieved by the end of the complaint process?

ROWS

| | |
|-------------------------------|---|
| Most important at Q13..... | 1 |
| Second important at Q13 | 2 |
| Third important at Q13..... | 3 |

COLUMNS

| | |
|---------------------------|----|
| Achieved fully..... | 1 |
| Achieved partially | 2 |
| Not achieved | 3 |
| Don't know/Can't say..... | 99 |

APOLOGY RECEIVED (ASK IF HAVE FINALISED A COMPLAINT IN LAST 12 MONTHS (CODES 4 AT Q4, GRID, MR, RANDOMISE ROWS)

45. Did you receive any of the following from the financial company at the end of the complaint process?

| | |
|--|----|
| Formal written apology..... | 1 |
| Apology given over the phone or in person..... | 2 |
| Admission of fault in writing..... | 3 |
| Admission of fault over the phone or in person | 4 |
| An explanation of the outcome in writing | 5 |
| An explanation of the outcome over the phone or in person..... | 6 |
| None of these..... | 99 |

APOLOGY IMPORTANCE (ASK IF HAVE FINALISED A COMPLAINT IN LAST 12 MONTHS (CODES 4 AT Q4, GRID AND SELECTED AT LEAST ONE CODE FROM PREVIOUS QUESTION, SR, RANDOMISE ROWS)

46. And how important to you was it that they provided each of the below [this (if only one)]?

ROWS: SHOW ALL CODES SELECTED IN PREVIOUS Q – ALTERNATE WORDING IF ONLY SELECTED ONE

COLUMNS

| | |
|-----------------------------|---|
| Very important | 1 |
| Fairly important..... | 2 |
| Not important | 3 |
| I didn't receive this | 4 |

APOLOGY NEED (ASK IF HAVE FINALISED A COMPLAINT IN LAST 12 MONTHS (CODES 4 AT Q4) AND DID NOT RECEIVE ANY OF THE 4 FORMS OF APOLOGY AT Q45, ONLY SHOW ROWS NOT SELECTED AT Q45, SR PER ROW)

47. How important would have it been to receive the following from the company?

ROWS

| | |
|--|---|
| Formal written apology..... | 1 |
| Apology given over the phone or in person..... | 2 |
| Admission of fault in writing..... | 3 |
| Admission of fault over the phone or in person | 4 |
| An explanation of the outcome in writing | 5 |
| An explanation of the outcome over the phone or in person..... | 6 |

COLUMNS

| | |
|-----------------------|---|
| Very important | 1 |
| Fairly important..... | 2 |
| Not important | 3 |

EDR (ASK IF HAVE FINALISED A COMPLAINT IN LAST 12 MONTHS (CODES 4 AT Q4, SR)

48. After receiving the outcome, did you subsequently proceed to any further course of action (e.g. complaint to the Ombudsman)?

| | |
|-----------|---|
| Yes | 1 |
| No | 2 |

SECTION ONLY ASKED OF RESPONDENTS WHO HAVE ONLY THOUGHT ABOUT/EXPLORED MAKING A COMPLAINT IN THE PAST 12 MONTHS BUT HAVE NOT MADE A FORMAL COMPLAINT (CODE 1 @ Q4)

BARRIERS TO COMPLAINT - OPEN (ASK ALL WHO CODE 1 @ Q4, OPEN)

49. You mentioned you previously thought about making a complaint, though didn't. Why did you decide not to proceed with making a complaint?

OPEN

BARRIERS TO COMPLAINT – PROMPTED (ASK ALL WHO CODE 1 @ Q4, MR, RANDOMISE)

50. Below is a list of reasons why people do not proceed with making a complaint. Please select all which you feel apply to your situation, including those you mentioned in the previous question.

| | |
|---|----|
| I didn't have enough time | 1 |
| I couldn't gather the evidence needed | 2 |
| I didn't know how long it would take me to complete | 3 |
| I didn't think it would make a difference | 4 |
| I didn't know where to start | 5 |
| I didn't want to damage the relationship I had with my provider | 6 |
| I didn't think it was worth my time | 7 |
| I don't like confrontation | 8 |
| I felt a bit embarrassed | 9 |
| I didn't speak to the right person up front..... | 10 |
| I wasn't sure if I was right..... | 11 |
| Something else (please specify) | 99 |

COMPLAINED ELSEWHERE (ASK ALL WHO CODE 1 @ Q4, MR, RANDOMISE)

51. Rather than making a complaint, did you express your dissatisfaction in any of the following ways?
Please select all that apply.

| | |
|---|----|
| Directly messaged the company through social media | 1 |
| Posted or commented about the company on social media | 2 |
| To friends or family | 3 |
| To the company in person | 4 |
| To an online forum..... | 5 |
| To a solicitor | 6 |
| Somewhere else (please specify)..... | 97 |
| None of these..... | 99 |

DURATION WITH PROVIDER (ASK ALL, SR)

52. How long have you been a customer with the financial company you were [thinking of] making a complaint about?

| | |
|----------------------|----|
| 0-6 months..... | 1 |
| 7-11 months..... | 2 |
| 1 year | 3 |
| 2 years..... | 4 |
| 3 years..... | 5 |
| 4 years..... | 6 |
| 5 years..... | 7 |
| 6-10 years | 8 |
| >10 years | 9 |
| Can't say..... | 99 |
| Not a customer | 98 |

HINDSIGHT (ASK ALL WHO CODE 1 @ Q4, SR)

53. Looking back, do you think you should have made a complaint?

| | |
|----------------|----|
| Yes | 1 |
| No | 2 |
| Can't say..... | 99 |

HINDSIGHT EXPLAINED (ASK ALL WHO CODE 1 @ Q4, OPEN)

54. Why is that?

OPEN

SECTION 5: GENERAL FINANCIAL ATTITUDES / LITERACY / CONFIDENCE

GENERAL ATTITUDES TOWARDS MONEY/FINANCE (ASK ALL, SR PER ROW, RANDOMISE ROWS)

55. Please indicate how strongly you agree or disagree with the following statements about money/finances.

ROWS

| | |
|---|---|
| I feel confident managing my finances..... | 1 |
| I am highly competent managing my finances..... | 2 |
| I feel comfortable discussing my finances with others..... | 3 |
| I am good at managing my finances | 4 |
| I review my finances regularly..... | 5 |
| Money isn't everything to me, I prefer not to think about it..... | 6 |
| I have a love/hate relationship with my finances | 7 |

COLUMNS

| | |
|----------------------------------|----|
| Strongly disagree | 1 |
| Slightly disagree | 2 |
| Neither agree nor disagree | 3 |
| Slightly agree..... | 4 |
| Strongly agree..... | 5 |
| Don't know | 99 |

WHO MANGES FINANCES (ASK ALL, SR)

56. Who in your household tends to manage the finances?

| | |
|---|----|
| You | 1 |
| Your partner..... | 2 |
| Both you and your partner..... | 3 |
| Your parents/guardians..... | 4 |
| Your children..... | 5 |
| Someone outside your family (e.g. accountant, financial adviser, etc.) | 6 |
| Other (please specify) | 97 |

CONFIDENCE IN MAKING COMPLAINT (ASK ALL, SCALE 0-10, SR)

57. How confident do you feel making complaints in general?

| | |
|----------------------------|----|
| Not at all confident | 0 |
| A little confident..... | 5 |
| Very confident | 10 |
| Can't say..... | 99 |

CONFIDENCE IN MAKING COMPLAINT - EXPLAINED (ASK ALL, OPEN)

58. And why did you give your confidence a rating of [X]/10?

OPEN

GENERAL ATTITUDES TOWARDS FINANCIAL PROVIDERS (ASK ALL, SR PER ROW, RANDOMISE ROWS)

59. Please indicate how strongly you agree or disagree with the following statements about how financial companies currently act.

ROWS

| | |
|---|----|
| They are experts in financial matters | 1 |
| They help me reach my goals..... | 2 |
| They protect me and make me feel safe | 3 |
| They are there to make money off me | 4 |
| They are purely transactional..... | 5 |
| They give advice that is in my best interests..... | 6 |
| They sell products to me that meet my needs..... | 7 |
| They fix mistakes, when they happen, fairly and efficiently | 8 |
| They are honest toward customers and the community | 9 |
| They deliberately make things more complicated than they need to be | 10 |
| They are all the same as each other | 11 |

COLUMNS

| | |
|----------------------------------|----|
| Strongly disagree | 1 |
| Slightly disagree | 2 |
| Neither agree nor disagree | 3 |
| Slightly agree | 4 |
| Strongly agree | 5 |
| Don't know | 99 |

DEMOGRAPHICS (ASK ALL)

To make sure we have spoken with a good range of people, I'd like to ask you a final few questions.

EMPLOYMENT (ASK ALL, SR)

60. Which one of the following best describes your main activity at the moment? Are you mainly doing...

| | |
|-------------------------------------|----|
| Paid full-time work | 1 |
| Paid part-time or casual work | 2 |
| Studying or training..... | 3 |
| Looking for work..... | 4 |
| Unpaid voluntary work..... | 5 |
| Retired | 6 |
| Home duties, or..... | 7 |
| Something else (specify) | 8 |
| Don't know/can't say..... | 9 |
| Rather not say | 99 |

HOUSEHOLD INCOME (ASK ALL, SR)

61. Which one of the following best reflects your total annual HOUSEHOLD income (income from all people in the household) before taxes?

| | |
|-----------------------------|---|
| \$0 to \$10,000 | 1 |
| \$10,001 to \$20,000..... | 2 |
| \$20,001 - \$30,000 | 3 |
| \$30,001 - \$40,000 | 4 |
| \$40,001 - \$50,000 | 5 |
| \$50,001 - \$60,000 | 6 |
| \$60,001 - \$80,000 | 7 |
| \$80,001 - \$100,000 | 8 |
| \$100,001 - \$130,000 | 9 |

| | |
|-----------------------------|----|
| \$130,001 - \$150,000 | 10 |
| \$150,001 - \$200,000 | 11 |
| \$200,001 - \$250,000 | 12 |
| \$250,001 + | 13 |
| Prefer not to say | 99 |

LIVING ARRANGEMENT (ASK ALL, SR)

62. What are your current household living arrangements?

| | |
|--|----|
| I live with my parent(s)/guardian(s) | 1 |
| I share with other adults I'm not related to | 2 |
| I live alone | 3 |
| I live with my spouse/partner | 4 |
| I live with my spouse/partner and our child/children | 5 |
| I'm a sole parent/guardian living with my child/children | 6 |
| Other (specify) | 7 |
| Rather not say | 99 |

NUMBER OF CHILDREN (ASK IF HAVE CHILDREN IN HOUSEHOLD (CODES 5 OR 6 AT PREVIOUS), NUMERIC, 2 DIGITS FOR EACH AGE GROUP]

63. How many children, within each age group shown below, currently live in your household?

ROWS

| | |
|-------------------------|---|
| Under 18 years | 1 |
| 18 years or above | 2 |

LIVING SITUATION (ASK ALL, SR)

64. And which of the following best describes your current living circumstances?

| | |
|---|---|
| Live in a home you own and pay a mortgage on | 1 |
| Live in a home you own outright (not paying mortgage) | 2 |
| Live in a home you rent | 3 |
| Live in a home you don't own or rent | 4 |

CULTURAL HERITAGE (ASK ALL, SR)

65. Where were you born?

| | |
|-----------------------|----|
| Australia | 1 |
| Canada | 2 |
| China | 3 |
| Croatia | 4 |
| Denmark | 5 |
| Philippines | 6 |
| France | 7 |
| Germany | 8 |
| Greece | 9 |
| India | 10 |
| Indonesia | 11 |
| Ireland | 12 |
| Italy | 13 |
| Israel | 14 |
| Japan | 15 |
| Lebanon | 16 |
| Korea | 17 |
| New Zealand | 18 |
| Pacific Islands | 19 |

| | |
|-------------------------------|----|
| Russia | 20 |
| Scotland | 21 |
| Singapore | 22 |
| South Africa | 23 |
| Spain | 24 |
| Thailand | 25 |
| Turkey | 26 |
| UK | 27 |
| Vietnam | 28 |
| Malaysia | 29 |
| United States of America..... | 30 |
| Other Asian country | 31 |
| Other EU country..... | 32 |
| Somewhere else..... | 97 |

CLOSE SURVEY

11. Appendix E: Technical Information

11.1 Methodology and weighting

Stage 3: Core quantitative survey (validation stage)

The objectives of the core quantitative survey were to:

1. Estimate the size of each target group within the Australian population
2. Collect behavioural and attitudinal information from a representative sample of each target group

Online invitations were sent to a sample of Australians aged 18-84 between 15th March and 3rd April 2018. The contacts were sourced from an online panel partner. Total responses to the survey (completed surveys plus screen-outs on participation criteria) were weighted by age, gender and location as shown in Table 3 to ensure these total responses were nationally representative.

Table 23: Weighting Scheme 1 - Population weighting

| Descriptor | <i>Unweighted fallout</i> | Weighting applied to the data set of 'Total responses' (ABS population statistics, Dec. 2015) |
|------------------------------|---------------------------|--|
| Aged 18 – 29 | 17.8% | 22.6% |
| Aged 30 – 39 | 13.3% | 18.6% |
| Aged 40 – 49 | 15.1% | 17.7% |
| Aged 50 – 59 | 18.4% | 16.6% |
| Aged 60 – 69 | 20.7% | 13.7% |
| Aged 70+ | 13.6% | 10.9% |
| Male | 44.6% | 49.4% |
| Female | 55.4% | 50.6% |
| New South Wales | 28.6% | 32.0% |
| Australian Capital Territory | 1.3% | 1.7% |
| Victoria | 25.5% | 25.7% |
| Queensland | 22.2% | 19.8% |
| Western Australia | 10.1% | 10.5% |

| Descriptor | <i>Unweighted fallout</i> | Weighting applied to the data set of 'Total responses' (ABS population statistics, Dec. 2015) |
|--------------------|---------------------------|--|
| South Australia | 8.9% | 7.1% |
| Tasmania | 2.8% | 2.2% |
| Northern Territory | 0.7% | 1.0% |

Respondents qualified for the survey if they fell into one of the following three categories:

1. They were currently in the process of making a complaint to a financial services provider
2. They had completed a complaint process with a financial service provider in the last 12 months; or
3. They had considered making a complaint to a financial company in the last 12 months but had not done so

Qualifying respondents completed a 15-minute online survey.

A behavioural weighting was also applied to the 'Total responses' data set to ensure data from the aggregate completions was not skewed toward the allocated sub-groups as shown in Table 4. Note the weighting factors were applied to each variable separately, and that Weighting Scheme 2 also included the population weights from Weighting Scheme 1.

Table 24: Weighting Scheme 2 - Sub-group weighting

| Action variable | Weighting applied to Target Population (based on random stage) |
|--|--|
| Considered making a complaint to a financial company in the last 12 months, but didn't | 62.0% |
| Considered making a complaint to a financial company longer than 12 months ago, but didn't | 11.6% |
| Currently in the process of making a complaint to a financial company | 15.5% |
| Completed a complaint process with a financial company in the last 12 months | 29.7% |
| Completed a complaint process with a financial company more than 12 months ago | 5.0% |

The final sample sizes in the core quantitative stage are shown in Table 5.

Table 19: Final number of responses collected across each sector and complaint type in Stage three of the research

| Sample type: | Total | Banking | Credit | General Insurance | Life Insurance | Financial Advice | Superannuation |
|---|-------|---------|--------|-------------------|----------------|------------------|----------------|
| Currently in the IDR process | 207 | 45 | 82 | 24 | 24 | 25 | 7 |
| Completed an IDR process in the last 12 months | 388 | 111 | 179 | 36 | 19 | 27 | 16 |
| Considered making a complaint in the last 12 months but had not done so | 699 | 195 | 335 | 72 | 30 | 50 | 17 |
| TOTAL | 1,294 | 351 | 596 | 132 | 73 | 102 | 40 |

Application of both weighting schemes provides confidence that the total sample is representative of the true population as described above.

11.2 Market sizing

Table 26: Market sizing of the three complaint types

| Descriptor | Estimated percentage of population | Estimated population size | Estimated population interval |
|---|------------------------------------|---------------------------|---------------------------------|
| Australian Population aged 18-84 | 100% | 18,288,251 | |
| Completed complaint within past 12 months | 5.19% | 948,677 | POPINT: (856,870 – 1,040,484) |
| Currently completing a complaint | 2.76% | 504,823 | POPINT: (436,974 – 572,672) |
| Have considered though not actioned a complaint in the past 12 months | 9.40% | 1,719,325 | POPINT: (1,598,549 – 1,840,100) |
| Total | 17.35% | | |

The market sizing estimates are based on the first round of survey invitations sent (n=7,499; see Table 3). A population estimate is provided, and lower and upper intervals (POPINT) for the population figure at the 95% confidence level. The interpretation of the figure for 'Completed a complaint within past 12 months' is 'We are 95% certain that the true population of this group in Australia is between 856,870 and 1,040,484'.

11.3 Confidence intervals

Total:

Total sample

n=1294, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 2.8\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 3.9% | 6.4% |
| 10% | 8.4% | 11.7% |
| 20% | 17.9% | 22.3% |
| 30% | 27.5% | 32.6% |

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 40% | 37.3% | 42.8% |
| 50% | 47.2% | 52.8% |
| 60% | 57.2% | 62.7% |
| 70% | 67.4% | 72.5% |
| 80% | 77.7% | 82.1% |
| 90% | 88.3% | 91.6% |
| 95% | 93.6% | 96.1% |

Total banking

n=351, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 5.2\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 3.1% | 8.0% |
| 10% | 7.0% | 13.6% |
| 20% | 15.9% | 24.5% |
| 30% | 25.2% | 35.0% |
| 40% | 34.7% | 45.2% |
| 50% | 44.8% | 55.5% |
| 60% | 54.8% | 65.3% |
| 70% | 65.0% | 74.8% |
| 80% | 75.5% | 84.1% |
| 90% | 86.4% | 93.0% |
| 95% | 92.0% | 96.9% |

Total credit

n=596, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 4.1\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 3.4% | 7.1% |
| 10% | 7.8% | 12.8% |
| 20% | 17.0% | 23.6% |
| 30% | 26.4% | 33.9% |
| 40% | 36.0% | 44.0% |
| 50% | 45.9% | 54.1% |
| 60% | 56.0% | 64.0% |
| 70% | 66.1% | 73.6% |
| 80% | 76.6% | 83.2% |
| 90% | 87.2% | 92.2% |
| 95% | 92.9% | 96.6% |

Total general insurance

n=132, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 8.8\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 1.7% | 9.6% |
| 10% | 5.3% | 16.3% |
| 20% | 13.3% | 27.5% |
| 30% | 22.6% | 38.9% |
| 40% | 31.7% | 49.0% |
| 50% | 41.2% | 58.8% |
| 60% | 51.0% | 68.3% |
| 70% | 61.1% | 77.4% |
| 80% | 71.7% | 86.1% |

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 90% | 83.7% | 94.7% |
| 95% | 89.4% | 97.8% |

Total life insurance

n=73, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 11.3\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 1.5% | 13.4% |
| 10% | 3.9% | 18.8% |
| 20% | 12.0% | 31.6% |
| 30% | 19.9% | 42.0% |
| 40% | 28.5% | 51.9% |
| 50% | 38.7% | 62.6% |
| 60% | 48.1% | 71.5% |
| 70% | 58.0% | 80.1% |
| 80% | 68.4% | 88.0% |
| 90% | 81.2% | 96.1% |
| 95% | 86.6% | 98.5% |

Total financial advice

n=102, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 10.1\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 1.6% | 11.1% |
| 10% | 4.8% | 17.3% |
| 20% | 12.4% | 28.6% |
| 30% | 21.7% | 40.3% |

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 40% | 30.6% | 50.4% |
| 50% | 39.9% | 60.1% |
| 60% | 49.6% | 69.4% |
| 70% | 59.7% | 78.3% |
| 80% | 71.4% | 87.6% |
| 90% | 82.7% | 95.2% |
| 95% | 88.9% | 98.4% |

Total superannuation

n=40, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 16.2\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 0.6% | 16.9% |
| 10% | 2.8% | 23.7% |
| 20% | 9.1% | 35.6% |
| 30% | 16.6% | 46.5% |
| 40% | 24.9% | 56.7% |
| 50% | 33.8% | 66.2% |
| 60% | 43.3% | 75.1% |
| 70% | 53.5% | 83.4% |
| 80% | 64.4% | 90.9% |
| 90% | 76.3% | 97.2% |
| 95% | 83.1% | 99.4% |

Currently in IDR Process:

Total

n=207, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 6.8\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 2.3% | 8.7% |
| 10% | 6.4% | 15.1% |
| 20% | 14.6% | 25.9% |
| 30% | 23.8% | 36.7% |
| 40% | 33.4% | 47.1% |
| 50% | 43.2% | 57.2% |
| 60% | 52.9% | 66.6% |
| 70% | 63.3% | 76.2% |
| 80% | 74.1% | 85.4% |
| 90% | 84.9% | 93.6% |
| 95% | 91.3% | 97.7% |

Banking

n=45, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 15.3\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 0.5% | 15.1% |
| 10% | 3.7% | 24.1% |
| 20% | 9.6% | 34.6% |
| 30% | 18.2% | 46.6% |
| 40% | 25.7% | 55.7% |
| 50% | 33.7% | 64.2% |
| 60% | 44.3% | 74.3% |

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 70% | 55.7% | 83.6% |
| 80% | 65.4% | 90.4% |
| 90% | 75.9% | 96.3% |
| 95% | 84.9% | 99.5% |

Credit

n=82, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 11.3\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 1.3% | 12.0% |
| 10% | 4.3% | 18.3% |
| 20% | 11.6% | 29.7% |
| 30% | 20.8% | 41.6% |
| 40% | 29.6% | 51.7% |
| 50% | 38.7% | 61.3% |
| 60% | 48.3% | 70.4% |
| 70% | 58.4% | 79.2% |
| 80% | 70.3% | 88.4% |
| 90% | 81.7% | 95.7% |
| 95% | 88.0% | 98.7% |

Completed complaint last 12 months:

Total

n=388, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 5.1\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 3.0% | 7.5% |
| 10% | 7.2% | 13.5% |

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 20% | 16.2% | 24.4% |
| 30% | 25.4% | 34.7% |
| 40% | 35.0% | 45.0% |
| 50% | 44.9% | 55.1% |
| 60% | 55.0% | 65.0% |
| 70% | 65.3% | 74.6% |
| 80% | 75.6% | 83.8% |
| 90% | 86.5% | 92.8% |
| 95% | 92.5% | 97.0% |

Banking

n=111, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 10.1\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 2.0% | 11.4% |
| 10% | 5.1% | 17.0% |
| 20% | 12.9% | 28.5% |
| 30% | 21.4% | 39.1% |
| 40% | 30.5% | 49.4% |
| 50% | 39.9% | 59.2% |
| 60% | 50.6% | 69.5% |
| 70% | 60.9% | 78.6% |
| 80% | 71.5% | 87.1% |
| 90% | 83.0% | 94.9% |
| 95% | 88.6% | 98.0% |

Credit

n=179, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 7.8\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 2.3% | 9.3% |
| 10% | 6.1% | 15.4% |
| 20% | 14.5% | 26.7% |
| 30% | 23.5% | 37.5% |
| 40% | 33.0% | 47.8% |
| 50% | 42.7% | 57.8% |
| 60% | 52.2% | 67.0% |
| 70% | 62.5% | 76.5% |
| 80% | 73.3% | 85.5% |
| 90% | 84.6% | 93.9% |
| 95% | 90.7% | 97.7% |

General insurance

n=36, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 17.1\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 0.7% | 18.7% |
| 10% | 3.1% | 26.1% |
| 20% | 8.2% | 36.0% |
| 30% | 16.3% | 48.1% |
| 40% | 23.1% | 56.5% |
| 50% | 32.9% | 67.1% |
| 60% | 43.5% | 76.9% |

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 70% | 51.9% | 83.7% |
| 80% | 64.0% | 91.8% |
| 90% | 73.9% | 96.9% |
| 95% | 81.3% | 99.3% |

Considered complaint last 12 months:

Total

n=699, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 3.7\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 3.5% | 6.9% |
| 10% | 7.9% | 12.5% |
| 20% | 17.1% | 23.2% |
| 30% | 26.7% | 33.6% |
| 40% | 36.4% | 43.8% |
| 50% | 46.3% | 53.8% |
| 60% | 56.3% | 63.7% |
| 70% | 66.6% | 73.5% |
| 80% | 77.0% | 83.0% |
| 90% | 87.7% | 92.2% |
| 95% | 93.1% | 96.5% |

Banking

n=195, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 7.5\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 2.5% | 9.2% |
| 10% | 6.4% | 15.4% |

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 20% | 14.6% | 26.3% |
| 30% | 23.9% | 37.2% |
| 40% | 33.1% | 47.2% |
| 50% | 42.5% | 57.0% |
| 60% | 52.8% | 66.9% |
| 70% | 63.3% | 76.6% |
| 80% | 73.7% | 85.4% |
| 90% | 85.2% | 94.0% |
| 95% | 90.8% | 97.5% |

Credit

n=335, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 5.3\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 3.0% | 8.0% |
| 10% | 7.1% | 13.9% |
| 20% | 16.1% | 25.0% |
| 30% | 25.3% | 35.4% |
| 40% | 34.7% | 45.5% |
| 50% | 44.7% | 55.6% |
| 60% | 54.5% | 65.3% |
| 70% | 64.9% | 75.0% |
| 80% | 75.3% | 84.2% |
| 90% | 86.4% | 93.1% |
| 95% | 92.0% | 97.0% |

General insurance

n=72, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 12.0\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 1.5% | 13.6% |
| 10% | 4.0% | 19.0% |
| 20% | 11.1% | 30.5% |
| 30% | 20.2% | 42.5% |
| 40% | 28.9% | 52.5% |
| 50% | 38.0% | 62.0% |
| 60% | 47.5% | 71.1% |
| 70% | 57.5% | 79.8% |
| 80% | 69.5% | 88.9% |
| 90% | 81.0% | 96.0% |
| 95% | 86.4% | 98.5% |

Life insurance

n=30, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 18.7\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 0.8% | 22.1% |
| 10% | 2.1% | 26.5% |
| 20% | 7.7% | 38.6% |
| 30% | 14.7% | 49.4% |
| 40% | 22.7% | 59.4% |
| 50% | 31.3% | 68.7% |
| 60% | 40.6% | 77.3% |

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 70% | 50.6% | 85.3% |
| 80% | 61.4% | 92.3% |
| 90% | 73.5% | 97.9% |
| 95% | 77.9% | 99.2% |

Financial advice

$n=50$, confidence level = 95%, confidence interval (at 50% proportion) = $\pm 14.5\%$

| Proportion | Lower estimate | Higher estimate |
|------------|----------------|-----------------|
| 5% | 1.3% | 16.5% |
| 10% | 3.3% | 21.8% |
| 20% | 10.0% | 33.7% |
| 30% | 17.9% | 44.6% |
| 40% | 26.4% | 54.8% |
| 50% | 35.5% | 64.5% |
| 60% | 45.2% | 73.6% |
| 70% | 55.4% | 82.1% |
| 80% | 66.3% | 90.0% |
| 90% | 78.2% | 96.7% |
| 95% | 83.5% | 98.7% |