

ACMA customer satisfaction survey 2025

25ACMA095

4 February 2025

RFQ Detailed statement of work

This RFQ Detailed statement of work provides key details of the requirements for the RFQ 25ACMA095 ACMA customer satisfaction survey 2025. It must be read in conjunction with “Schedule 5 – Request for Quotation” in the Management Advisory Services Panel Request for Quote.

This document provides details of the requirements in relation to the following sections of the RFQ:

- > Statement of work:
 - > Background and objectives
 - > Scope of services
 - > Key requirements
- > Deliverables
- > Milestones
- > Fees
- > Key Personnel requirements

Statement of work

Background

The Australian Communications and Media Authority (ACMA) launched its Customer Service Centre (CSC) in March 2014 to provide a single point of contact for customers. Customers engage with the ACMA’s CSC by phone, letter, e-mail and webform, and the CSC provides information, products and services across a range of issues, most commonly licensing, followed by interference and reception issues.

A customer satisfaction survey is a standard tool for monitoring the quality-of-service provision and is a valuable input into continuous improvement processes. As part of an ongoing quality assurance program, the ACMA will in 2025 conduct its 8th customer satisfaction survey.

Research objectives

The ACMA is seeking to commission research that provides the ACMA with reliable information to gauge the performance of the CSC and customers’ experience with the ACMA website. The research will investigate the experiences of customers who engaged with the ACMA’s CSC via each of its service channels (phone, letter, email and online form) and to note any areas for potential performance or process improvement from previous measures.

Findings will need to be directly comparable to the research conducted between 2016 and 2023 (de-identified data will be provided by the ACMA). The sample is to be drawn from a pool of customers who have contacted the ACMA's CSC in the 6 months# prior to the fieldwork period (#6 month or other time period will be determined based on the balance of recall and sufficient sample). All sample provided will be customers who have not opted out from research.

Target Population

Respondents will be randomly selected from a list of customers who have engaged with the CSC within the 6 months prior (or other agreed time period as noted) to commencement of the survey period. The time frame may be adjusted to reach the required sample size, noting that recall is better for more recent interactions. The ACMA will provide the list to the Successful Supplier.

Research method

The key components of the research fieldwork are to conduct:

- A quantitative survey with total completed interviews of n=1,250, including:
 - an online survey of customers of n=1,000 who have engaged with the CSC within the agreed time period.
 - an additional CATI phase to reach more of the customer base (approximately n=250 via CATI).

The survey will be approximately 8 minutes duration. Suppliers are to provide a detailed approach and costings for various length options: 6, 8 minute and 10-minute survey.

- [an option to be confirmed by the ACMA] Five in-depth interviews with customers who are dissatisfied with their experience with the CSC and agree to participate following the survey. There may be additional selection criteria on the invited participants. The interviews would each be approximately 20–25 minutes in duration. Potential Suppliers are to provide a detailed approach and costs for this option separately.

More details regarding the suggested methodological approach are included below. Alternatives to meet the key objectives of this RFQ that offer the best value for money for the ACMA are welcome.

Sample

The sample for the survey will comprise of customers who have engaged with the CSC over an agreed time period (approximately previous 6 months). The sample file will include contact details (name, email address and phone number, where available) and will be supplied to the successful Supplier.

The final sample is to be weighted by customer type (private citizen or organisation) and contact method (email, phone or online enquiry) so that it is representative of the original sample database provided by the ACMA.

Questionnaire development

The ACMA will provide the Successful Supplier a copy of the draft questionnaire which will be largely based on previous years' surveys, with potential changes from 2023 tracked. Potential changes are currently in an internal consultation stage and will be discussed with the Successful Supplier.

The ACMA aims to maintain maximum comparability of key measures from previous waves of this research conducted each year between 2016 and 2021, and again in 2023. Questionnaire refinements and updates may be suggested to ensure the survey addresses the key ACMA priorities in 2025. In previous waves, the questionnaire has contained mostly closed questions with a small number of partially open-ended questions and 5 open text field responses.

The Successful Supplier will review the draft questionnaire and provide input to finalise this in collaboration with the ACMA. This will include recommendations on the processes, the structure and wording of the questionnaire, approach letters and reminders during the design phase to ensure objectives are met, and responses are maximised.

The ACMA will review the questionnaire in both MS Word and online formats (via a link to the live survey) and provide feedback, and with final approval from the ACMA. The Successful Supplier will be responsible for conducting quality processes on the questionnaire, programming into a suitable format for multiple device types, and undertaking appropriate testing.

A discussion guide for in-depth interviews, if commissioned, will be developed by the Successful Supplier and with feedback and final approval from the ACMA.

Fieldwork

The Successful Supplier will be responsible for setting up and conducting the online survey and CATI fieldwork phase. The process will be discussed with the ACMA prior to fieldwork commencing.

Fieldwork will ideally be undertaken in April/May 2025, to be in line with the previous waves of the research.

Data processing

The Supplier should perform all data checking and processing, including conducting back-coding and suggesting any appropriate code frame extensions for ACMA approval.

Alternative approaches

As noted in the Scope of services section of this document, Potential Suppliers are to provide at least one option that they recommend uses the full budget effectively – noting that comparability of key aspects in previous waves is a priority.

The ACMA would also welcome alternative options that add value, or in an alternative way (within the stated requirements) that can be conducted within the total budget. All options are to be clearly labelled, detailed, include the benefits and any risks, and costed separately. Potential Suppliers should clearly identify which option is their recommended approach and justify why that is the preferred option to meet the objectives within the budget.

All options presented must be provided with detailed separate costings, including a breakdown of costs for each option and for the key components within each option. Each option should be presented in a clear manner that allows for the budgeted components to be adjusted to provide the maximum value for money for the research overall.

All costs must be shown including GST.

Deliverables

The table below is a proposed broad timeline for service deliverables.

1	<p>A Project Plan outlining the scope of the work including detailed research design and agreed timeframes (including allocating time for consultation with and approvals from the ACMA).</p> <p>It should contain details about the project, project administration, timelines, key milestones, project methodology including sampling, respondent selection processes, quotas and weighting as applicable, data collection methodology, details of processes that ensured the research complied with all ethical standards, privacy and other legal and industry requirements, sample size and key subgroup sizes, questionnaire length, fieldwork dates, any stimulus material used, response maximisation strategies, as well as non-response minimisation processes and quality control measures within budget and timeframe (including allocating time for consultation with and approvals from the ACMA).</p> <p>The ACMA should have an opportunity to provide feedback on this document.</p>
2	<p>Provision of regular weekly work in progress reports/updates throughout the life of the project. The supplier is to send Agenda prior to weekly WIP meeting and follow-up with a brief summary of the meeting discussion and actions items.</p> <p>Provision of twice-weekly updates of fieldwork progress while in field (details for inclusion in each report to be agreed with the ACMA).</p>
3	<p>Provision of a final draft questionnaire along with any issues or alternative options for consideration. ACMA will provide an initial first draft of the questionnaire for the successful Supplier to review and develop into a final version with input from the ACMA, and with the ACMA to provide final approval.</p>

	ACMA to review final programmed questionnaire in online format (via a link to a test version of the survey) and approve all final questionnaire scripting for both the online and the CATI surveys, and key processes. The Supplier will be responsible for programming into a suitable format for multiple device types and conducting quality checks and testing of the survey and key processes.
4	Provision of operational testing as either a small pilot test or a soft launch. The Successful Supplier to debrief the ACMA, noting key issues encountered in the questionnaire and suggestions to address them.
5	Development of extended code frames and coding of fully or partially open-ended responses (if relevant). Extended code frames should be agreed with the Agency during and immediately after fieldwork by sending a clearly labelled and set out file (ideally in Q, but to be agreed) of all responses that were in 'Other specify' or open response fields, with suggested back coding and code frame extensions or the Agency to review and provide any input and approval. Final extended code frames are to be included appropriately in all reporting (i.e. noted as unprompted, developed from other responses). The majority of coding should occur prior to the end of fieldwork to avoid delays at the end of fieldwork.
6	Topline/preliminary findings Topline data to be provided in a usable format to be agreed, such as Microsoft (MS) Word or Excel, as negotiated and agreed between the Supplier and the ACMA: > unweighted, pre-coded topline data > weighted and coded topline data > a short summary of the key findings emerging at the topline.
7	Provision of clean data file in SPSS format and/or Q as agreed with all variable and value labels/counts clearly noted along with constructions and filters used in the analysis and reporting (including definitions) – a clean and checked version prior to coding, and then a final version with all final coding and constructions. The inclusion of the relevant question number in the variable label is also required. All de-identified verbatims from open-ended responses to be included in the data file, cleaned for readability.
8	A report of findings in either MS Word or MS PowerPoint (To be produced in a form that will be agreed by the ACMA before reporting begins) aligned to analysis undertaken in previous years, with appropriate amendments to ensure a fresh and comprehensive approach to the 2025 reporting. The report should compare 2025 results to the previous 2016–2021 and 2023 results where appropriate (to be provided by the ACMA) and integrate quantitative and qualitative findings (depending on research components commissioned). The report should include a concise methodology, theme-based sections as agreed with the ACMA, conclusions and recommendations. The report should be prepared and/or endorsed by senior and experienced members of the project team, with strong reporting skills. The report should be provided a preliminary draft, then second draft to incorporate ACMA feedback, and then final form, incorporating ACMA feedback. Final is to be approved by the ACMA.
9	[To be costed separately, as an option] If commissioned: Presentation of the results to ACMA staff (from the ACMA Sydney or Melbourne office or remotely as agreed with the ACMA). The MS PowerPoint presentation is to be provided to the ACMA prior to the presentation (date to be agreed with ACMA) and then final version to be presented to be approved by ACMA at least 3 working days prior to the presentation. Any queries or issues from the presentation should be addressed in a final post-presentation version to be delivered to the ACMA within one week of the presentation. [To be costed separately, as an option] If commissioned: A second MS PowerPoint presentation that is based on the main presentation but tailored towards the managers and staff

	members in the CSC. Any queries or issues from the presentation should be addressed in a final version to be delivered to the ACMA within one week of the presentation.
10	A summary methodology report in MS Word describing key survey details of the research methodology including sampling, any quotas or weighting, response rate calculations, response maximisation strategies, as well as quality control measures, any limitations or methodological issues of note, achieved sample characteristics and suggestions for improvement of the methodology or research processes. Also included should be details of how the research complied with all ethical standards, privacy and other legal and industry requirements.
11	[To be costed separately, as an option] If commissioned: Follow-up in-depth interviews - Provision of interview/discussion guide for follow-up interviews, recruitment, management, conduct and analysis of the qualitative interviews. The guide should include modules as relevant to agreed subgroups to allow a deeper dive into certain topics. Provision of a de-identified summary of the available sample and final sample, and a de-identified summary of each discussion. Key findings across all interviews should be incorporated into the final report and presentations. All materials to be sent to potential participants and the guide to be pre-approved by the ACMA.
12	All research instruments and any supporting material that is used to undertake the research, including any pre-testing, quantitative questionnaires, briefing notes, qualitative recruitment specs and materials sent to participants, guides, or other material produced in preparing, conducting or analysing the research to be provided to the ACMA.

Methodology and reporting notes:

- All deliverables should be fully checked by the Supplier and signed off by the Supplier's Project Director. Final deliverables need to be of sufficient quality to be presented to executive staff and other business areas in the ACMA, with minimal change from the ACMA.
- Formats for the reports and communication materials are to use ACMA report templates or another agreed format. Any templates needed by the consultant will be provided prior to the reporting phase.
- All reports, presentations and key deliverables must be written clearly and concisely and be well structured and accessible to meet [Australian government standards](#), with styles to be consistent with the latest [Government style manual](#).
- Report tables and charts generated in Excel with the data able to be viewed and edited from the report.
- Two drafts of the report/presentation deck should be provided, plus a final version – to allow input and review within the ACMA.
- Where possible, reports should incorporate some visual representations of key findings and icons to enhance the understanding and visually look of reports. The ACMA's intent is to make its research accessible to a wide range of audiences. Where appropriate, the ACMA produces infographics and creative digital presentations of key research findings (research snapshots) that appeal to different audiences.
- Unweighted data should contain total respondents for each question as well as number of respondents for each response.
Weighted data should contain total unweighted respondents who were asked each question as well as weighted equivalent numbers and weighted percentages for each response.
All data should be provided unrounded, with data formatted to display as whole numbers in cells and reports, unless otherwise agreed with the ACMA– i.e. there may be particular instances where decimal places are appropriate.
- Significance testing conducted at the 95 per cent confidence interval using the effective base sizes and z-tests at 95 per cent. The effect of sampling and weighting (WEFF) should be calculated and provided to the ACMA and agreed as appropriate prior to commencement of fieldwork and noted in relevant reporting. Unless otherwise agreed with the ACMA, significance testing should be

undertaken between categories (or agreed groups). There may be instances where it is appropriate to compare categories to the total, or where multiple comparisons are appropriate – to be agreed with the ACMA.

- Provision of an explanation of the approach to calculating margins of error for estimates, as well as provision of the margin of error for key analysis groups (i.e. the total level and each key sample group).
- Throughout reporting, relevant significance markers should be included and to be agreed with the ACMA prior to reporting. Relevant significance markers should be included in reporting. Additional explanatory notes should be provided to alert the reader to small bases (≤ 100 unless otherwise agreed with the ACMA), or non-robust findings, or other issues that should be noted to appropriately interpret the data.
- Reporting of qualitative data findings must follow best practice techniques, including relevant thematic coding and other relevant analysis mechanisms for structured, semi-structured and unstructured qualitative data.
- All reporting to the ACMA should be de-identified as per the Standards noted.

The ACMA welcomes alternative options that provide a cost-effective format to deliver the services and to provide results clearly, enabling collaboration with the ACMA.

Milestones

The table below is a proposed broad timeline for service deliverables. Dates to be confirmed with the ACMA.

Potential Suppliers are required to demonstrate how key deliverables will be provided within the required timeline showing a timeline that includes all key processes. Therefore, Potential Suppliers' responses should include a more detailed timeline of key activities and tasks and estimated dates for completion. This includes identifying any considerations, issues or risks with the timeframe for the services.

Adequate time should be allowed for consultation, input and approvals by the ACMA for key project milestones. Proposals may include alternative timings if required, justifying reasons for timings needed.

The preference is for delivery of early findings/drafts etc closely followed by another round of more progressed versions as key inputs into ACMA activities. Potential Suppliers are encouraged to present a response that includes an option/s that allow the ACMA to receive robust findings from this research as early as possible.

Potential Suppliers should also note any period when their office or fieldwork agency is closed or only partly operating during a holiday period, or any known periods of leave or limited availability for key project staff. The impact of this on timings should be clearly explained and justified. Any additional risks to the timeline and mitigation strategies should be noted.

Milestone	Completion date
Work Order start date	11 March 2025
Agreement on Project scope and design, delivery of project plan	17 March
Questionnaire finalised for fieldwork, programmed and testing	4 April
Set up and pilot testing of online questionnaire	7–11 April
Quantitative/Qualitative fieldwork	14 April – 4 May
Quantitative fieldwork – CATI surveys	28 April – 4 May
Qualitative fieldwork	5–9 May

Analysis and reporting: delivery of summary fieldwork report, top line results, Excel tables and data file	20 May
Draft presentation for ACMA review	26 May
Presentations to the ACMA staff and CSC team	w/c 6 June
Draft report for ACMA review	w/c 6 June
Final deliverables provided – Report, final data files	23 June
Queries and finalising all materials for CSC 2025	30 June 2025

Final project timeline and milestone dates will be confirmed with the successful Supplier.

The ACMA reserves the right to renew the contract for two further CSC surveys and/or directly-related services. This is dependent on the satisfactory completion of the previous services and availability of budget. A quote will be requested for any subsequent services prior to any contract extensions and subject to a value for money assessment and final confirmation by the ACMA.

Fees

No budget is specified in this RFQ for these services.

The agency is seeking competitive responses that cover the services described in this RFQ. All costs provided should be broken down into key components as well as showing totals separately for the quantitative and the qualitative components and all aspects noted as options.

The ACMA has provided details of the objectives and specifications in this RFQ, and requests competitive responses that address those requirements and provide value for money, with suggestions to meet the objectives to a high standard and at the lowest competitive cost. Each option presented should explain the benefits over other options in meeting the objectives of the research to provide value to the ACMA. Potential Suppliers should clearly identify which option is their recommended approach and justify why that is the preferred option.

Responses will be evaluated in accordance with the evaluation criteria for the Management Advisory Services (MAS Panel) - SON3751667 and comply with the Commonwealth Deed of Standing Offer Terms and Conditions under that Panel arrangement (including pricing). Only responses that meet these criteria to a high level will be shortlisted to be evaluated for value for money and risk. Fees must be a whole of life cost for the procurement of the 2025 services and should be presented inclusive of GST.

Payment milestones

Payments can only be made after receipt of agreed deliverables. The ACMA proposes the following schedule for milestone payments noting the final milestone for CSC 2025 must be completed prior to 30 June 2025:

Milestone	Date due#	Percentage of total service fees
Agreement on scope and design. Participation in start-up meeting, delivery of Project Plan, input into questionnaire development and questionnaire finalised	22 April 2025	30%
Fieldwork completed and delivery of summary report of breakdowns achieved. Delivery of top line results and data file	22 May 2025	55%

Delivery of final report and presentation of results and all final deliverables	23 June 2025	15%
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Final project timeline and milestone dates will be confirmed with the successful Supplier.

The ACMA needs to receive a correctly rendered tax invoice that is consistent with the agreed project milestones. The ACMA will pay via electronic funds transfer as that is the arrangement established with our contracted banker.

Key Personnel and Supplier requirements

For each of the key personnel proposed by the Potential Supplier to provide the services, please provide details of their role in this research, estimated percentage of total project time working on the project, qualifications, expertise and experience with similar work, including publicly available examples of this work where possible.

Key requirements:

- The Supplier and all of their personnel and any contractors (if applicable) will be bound by all relevant legislation including the Privacy (Market and Social Research) Code 2021, The Research Society Code of Professional Behaviour (2020), the Australian Privacy Principles under the Privacy Act 1988 (Cth), and the Telecommunications (Telemarketing and Research Calls) Industry Standard 2017. Desirable: QPR members of The Research Society, membership of Australian Data & Insights (formerly AMSRO), ISO accreditations or other relevant quality standards.
- The Supplier will be required to have each person who will come into any contact with or have access to any identifiable, sensitive or confidential information as part of this contract to sign a specific Conflict of Interest declaration and Confidentiality agreement prior to any such information being provided to the Supplier. In addition, the Supplier's nominated contract manager will be required to sign such an agreement on behalf of the Supplier overall.
- All personnel working on these services must uphold required ethical standards as required under The Research Society Code of Professional Behaviour, including only appropriately trained and experienced researchers interacting with any participants, and all other ethical requirements in the Code.
- Taking into account the high-quality processes and outputs required, the Supplier must ensure that all project outputs forwarded to the Agency have been approved by the Panel Member's specified Project Director.

Any amendments to the specified personnel, or subcontractors, must be agreed with the ACMA, with any substitute staff being of an equivalent level of experience and qualifications.

- Potential Suppliers should provide the details of 2 recent clients who are prepared to act as a referee and have direct working knowledge of the consultant's capabilities in relation to the provision of similar services to those required for this project.

Details for each referee should include full name, phone number and email address, role at their organisation, short description of the work the consultant has conducted for them and the value added.

Decisions to contact referees are at the ACMA's discretion.

- Security clearance required: No