



NATIONAL YOUTH DEVELOPMENT AGENCY  
**OUR YOUTH. OUR FUTURE.**



# THE NYDA CUSTOMER SATISFACTION SURVEY REPORT

2024



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**Division:**

**Corporate Strategy and Planning**

Produced by:

Research & Policy Unit

# THE NYDA CUSTOMER SATISFACTION SURVEY

## Executive Summary

The NYDA has embarked on a customer satisfaction survey to determine general customer satisfaction, product & service feedback, beneficiary profiling (target market) and marketing positioning. Studies show that satisfied clients often utilize products and develop loyalty to a particular brand and often spread the word by recommending products and services to friends and family as an informal referral process. Therefore, the results of the survey will assist NYDA to better improve its relationship with its clients mainly young people, particularly women and people living with disabilities.

This customer satisfaction survey aims to give specific information about positive and negative perceptions, which could improve the delivery of products and services within the NYDA. These perceptions are especially important because of the increased use of social media by young people, therefore it becomes important for the NYDA to gauge, learn and understand these perceptions and improve on delivery.



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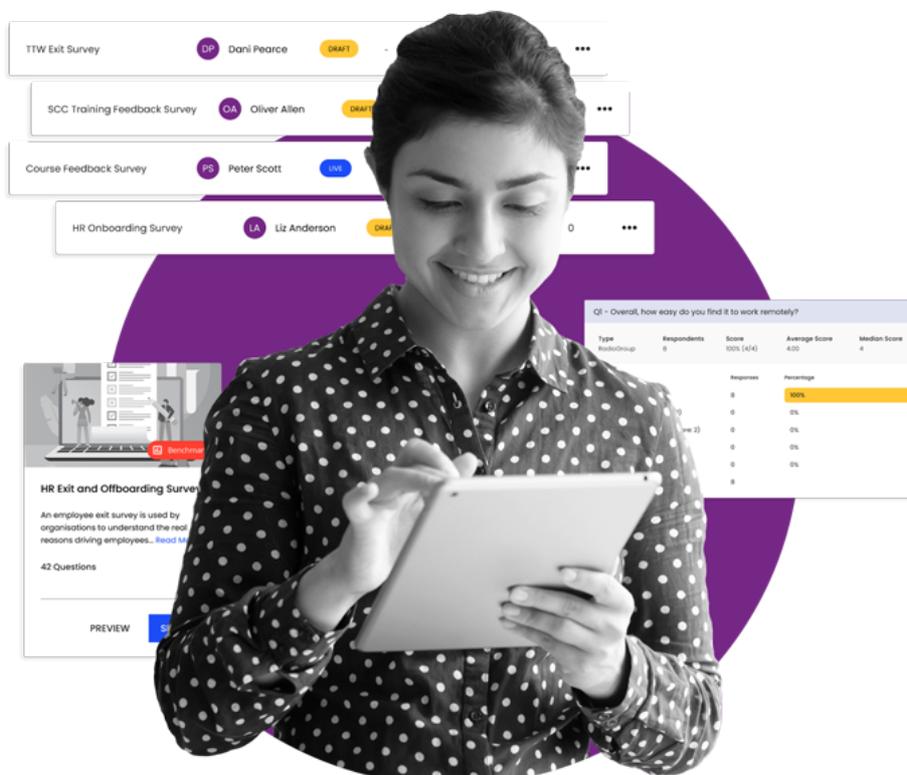
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## List of Abbreviation

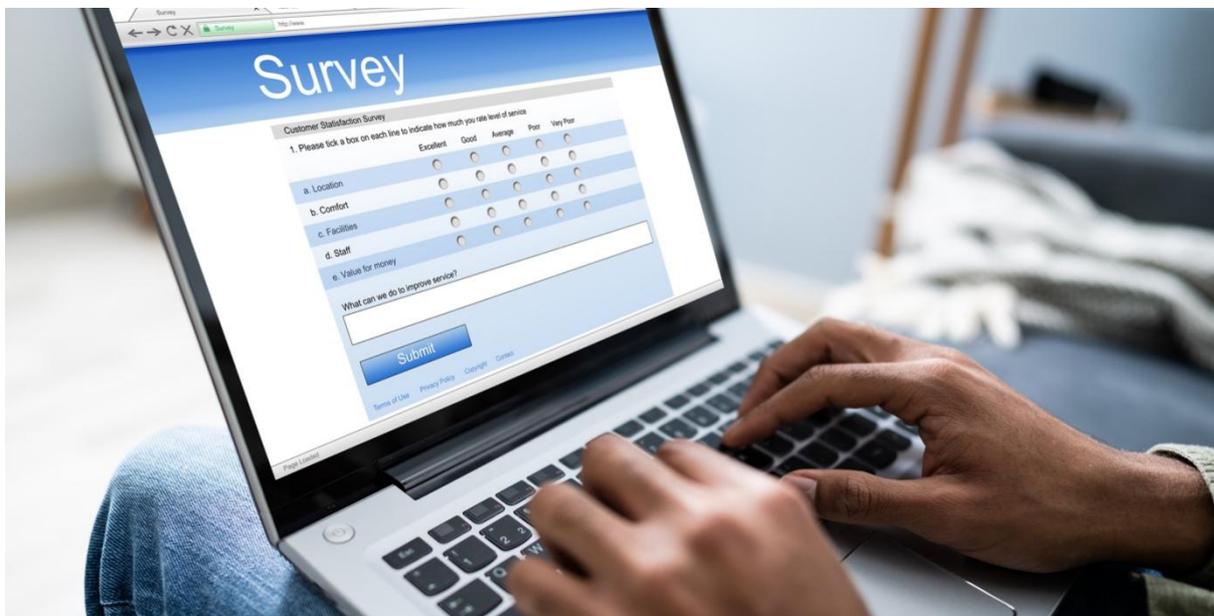
Abbreviation	Meaning
AI	Artificial Intelligence
CSS	Customer Satisfaction Survey
DFIs	Development Financial Institutions
FY	Financial Year
IYDS	Integrated Youth Development Strategy
NYDA	National Youth Development Agency
NYP	National Youth Policy

## Definition of Terms

Terms	Definition
<b>Ancillary Objectives</b>	Subordinate or subsidiary objectives.
<b>Focus Groups</b>	A group of people assembled to participate in a discussion about a particular topic.
<b>Likert Scale</b>	A scale used to represent people's attitudes to a topic
<b>Open Ended Questions</b>	Questions that allow participants to give a free-form text answer.
<b>Questionnaire</b>	A set of printed or written questions with a choice of answers devised for a survey or statistical study.
<b>Qualitative Research Methodology</b>	A form of research that gathers participants', experiences, perceptions and behaviour.
<b>Survey</b>	An activity in which many people are asked a series of questions to gather information about a particular topic.

## 1. Introduction and Background

One of the key objectives for the establishment of the National Youth Development Agency (NYDA) as prescribed in the NYDA Act 54 of 2008 is to develop an Integrated Development Plan as well as a Strategy for youth in South Africa. Develop guidelines for the implementation of an integrated National Youth Development Policy and initiate, design, coordinate, evaluate and monitor all programmes aimed at integrating the youth in the economy as well as society in general. The NYDA plays a leading role in ensuring that all major stakeholders, i.e., government, private sector, and civil society, prioritize youth development and contribute towards identifying and implementing lasting solutions which address youth development challenges.



Furthermore, the NYDA designs and implements programmes aimed at improving the lives and opportunities available to youth. The NYDA is directly responsible for maintaining healthy living conditions and improving the quality of life for young people in communities. If young people are dissatisfied, for whatever reason, either by services provided by the NYDA or services beyond the control of the Agency, unfortunately, this directly impacts the image of the organization. Therefore, by getting regular client feedback from different touch-points (e.g., focus groups, email surveys, and social media), to better understand how customers feel about products and services in the long term.

Given this complexity, it is, therefore, necessary to constantly monitor and measure the level of client satisfaction. Of note is that in as much as client complaints can be associated with and/or viewed as a common indicator of a low level of satisfaction, their absence, however, does not necessarily imply high-level satisfaction. Customer or stakeholder satisfaction is subjective and is not always proportionate to the quality of services provided to customers/stakeholders. Even when requirements have been agreed with the NYDA customers and fulfilled, this does not necessarily ensure high customer satisfaction. Therefore, working towards exceeding the expectations of customers, coupled with continuous measuring of the level of satisfaction is the NYDA's goal towards achieving and maintaining high satisfaction levels.

This document is a report that highlights the findings of the customer satisfaction survey (CSS) commissioned by the NYDA. The survey findings refer to the 2023/24 financial year.



## 2. Aims and objectives of the survey

The aim of the CSS survey was to get young people's perceptions of the quality of products and services delivered by the NYDA. The findings of this survey will be used to initiate strategies that will improve services to the NYDA clients.

*The ancillary objectives of the survey were to:*

- To identify and understand young peoples' expectations and perceptions of the quality of services delivered by the NYDA
- To identify young peoples' perceived service delivery gaps and determine strategies to meet their expectations, where they are not met.
- Influence the development of performance standards based on these findings.
- Provide feedback to the staff and management of NYDA based on the results obtained for improvement purposes.

The survey is, therefore, a measure of the correlation relationship between the services delivered by the NYDA and the perception of young people who receive the services. It is a barometer of how and to what extent the NYDA understands, considers, and responds to its customers' legitimate needs and interests.



### 3. Methodology and design

The survey was conducted using predominately the qualitative research methodology. The survey participants were randomly selected from the NYDA beneficiary data list of customer services calls to register and centre consultations in 2022/23 and 2023/24 (FY). A sample of **8314** NYDA beneficiaries which constitutes **20%** were randomly selected from a population of **41484** across all NYDA centers. The NYDA service centres were represented in the survey with a total **659** number of responses within one week-long data collection process.



The survey was anonymous, in that the participants were not required to identify themselves or where they come from. The participants were assured that their responses would be treated with utmost confidentiality, meaning that their responses were not going to be linked to the respondent. It is, therefore, assumed that the survey findings are a true reflection of the NYDA, customers provided objective and honest responses without fear of being disadvantaged or hope of being advantaged by the NYDA for their responses.

A questionnaire with predominately closed-ended questions was developed and administered through emailing and bulk short message service. The questionnaire consisted of nine (9) close-ended questions and three (3) open-ended questions, which enabled the survey participants to express their perceptions in their own words and suggest service delivery improvements.

The questions were divided into four main thematic areas or main categories that were considered essential by the NYDA;

- General Customer Satisfaction;
- Product & Service Feedback;
- Beneficiary Profiling (target market) and
- NYDA Market Positioning.



The questionnaire used a five-point Likert scale. A question/statement was posed to the respondents, giving them a single choice to be satisfied or unsatisfied with the statement or neutral. The choices ranged from Extremely Easy to Extremely Not Easy. **As indicated in the figure below:**

Extremely Easy	Somewhat Easy	Neutral	Somewhat Not Easy	Extremely Not Easy
1	2	3	4	5

The Likert scale included a mid-point, meaning that the participant neither agreed nor disagreed with the statement. The questions allowed the respondents to have only a single choice for answer, therefore, the number of responses or the percentage of responses per question was synonymous with the number of people who responded to that particular Likert scale. An electronic data capturing and analysis system was created for the Customer Satisfaction Survey (CSS). The electronic system enabled immediate data capturing and immediate data analysis.

#### 4. Survey limitations

The study was digital therefore issues of data and network could have been a challenge, particularly for young people who did not have internet access. The NYDA CSS was conducted under immense time pressure and within a short period to complete. The month of August 2024 was allocated for the entire project, from questionnaire development to presentation of the report, so that the report could be shared with management. Furthermore, the survey could not be conducted through focus groups or face-to-face across NYDA centres due to limited time and budgetary constraints, only an online self-administered questionnaire with a link was utilized to reach a larger sample size, however, this method did not compromise data integrity. It should be noted that the survey was confidential and anonymous, without any predetermined unique identifier of NYDA beneficiaries. It is also noted that face-to-face interviews through branch or centre visits could have been a preferred method, however, such a process would have been expensive for this purpose.



## 5. Survey Findings

### 5.1 General Customer Satisfaction

Overall Experience with NYDA

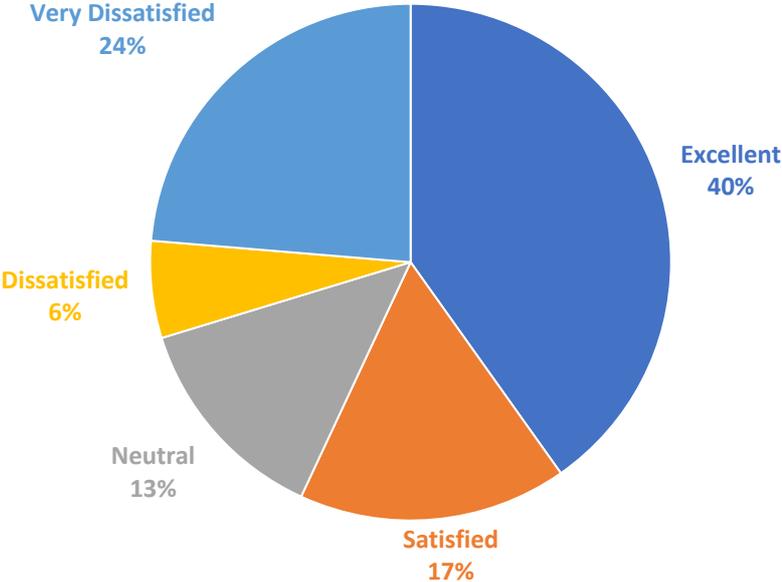
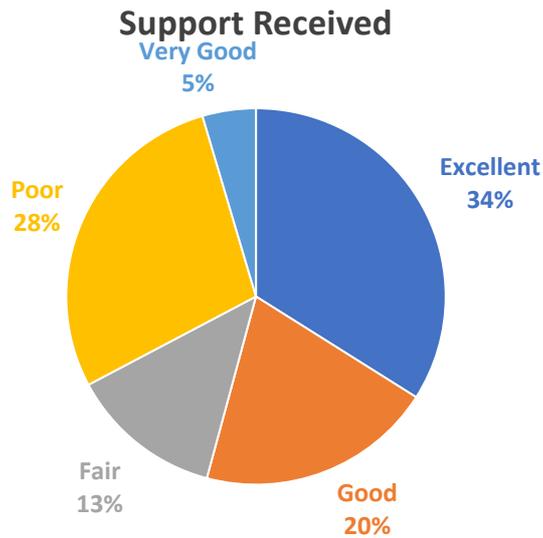


Figure 2 Overall experience with NYDA

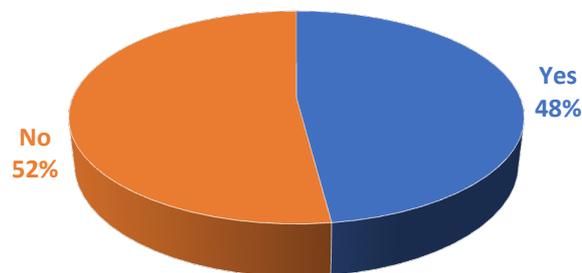
The figure above illustrates how young people rated their experience with the NYDA call centre service as well as centre consultations. At least 40% of the survey respondents noted that they experienced excellent service when interacting with the NYDA, 13% could not tell whether they were satisfied or not, and 24% were very dissatisfied with the experience received from the NYDA.



**Figure 3 Support received from NYDA**

As illustrated in figure 3 above, respondents are the most satisfied (at 34%) with the type of support received from the NYDA during telephonic and centre consultations. At least 28% of survey respondents rated the NYDA service poorly and 13% indicated that the service was fair.

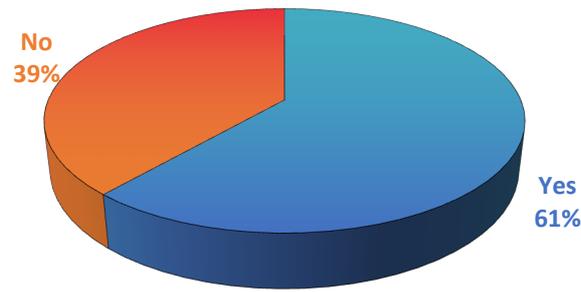
### Speed of Product & Service Delivery



**Figure 4 satisfaction with the speed of product & service delivery**

The figure above illustrates at least 52% of survey respondents were unsatisfied with the speed at which the NYDA delivered its products and services. 48% indicated their satisfaction with the speed of product delivery.

## Overall Communication With NYDA

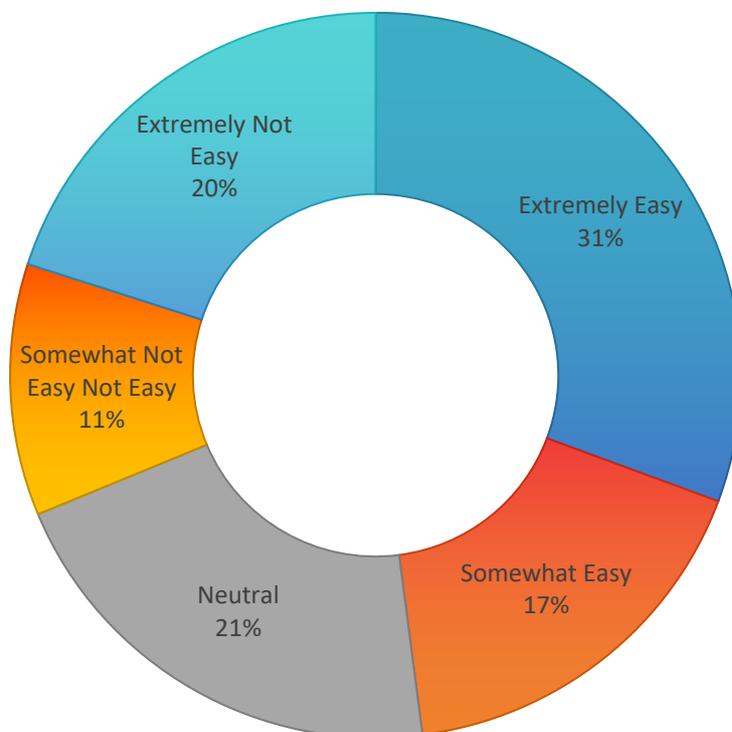


**Figure 5 Satisfaction with communication throughout the process**

The NYDA has over the years refined the call center service as well as front-line consultants to provide effective service. The figure above illustrates (at 61%) levels of satisfaction from the survey respondents, with at least 39% of respondents who were not happy with communication with the NYDA.

## 5.2 Feedback on Products and Services

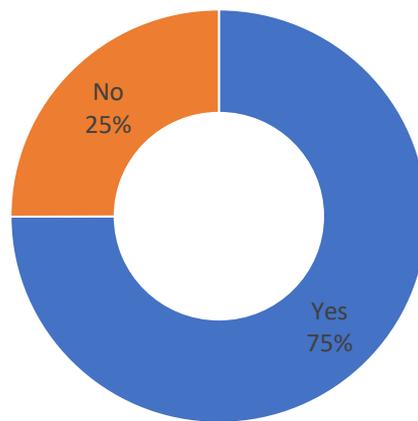
### Products & Services Accessibility



**Figure 6 how easy was accessing products and services of NYDA**

The figure above illustrates percentages of survey respondents who found it easy and those who did not find it easy to access NYDA products and services. The CSS indicates at least 31% of survey respondents did not struggle accessing NYDA products and services, with 21% of respondents who could not tell if the process was easy or not. It is noted that 20% of responses indicated that the accessibility of NYDA products and services was not easy.

### Information on Website

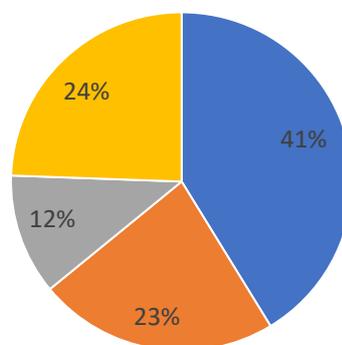


**Figure 7 how easy was it to find information on the NYDA website.**

As illustrated in the figure above respondents exhibited a large percentage of 75% of satisfaction finding information on the NYDA website. With at least 25% showing dissatisfaction.

### Satisfaction with NYDA Products & Services

■ Very Satisfied   ■ Somewhat Satisfied   ■ Somewhat Dissatisfied   ■ Very Dissatisfied



**Figure 8 satisfaction with products and services of NYDA.**

The figure above shows that 41% of survey respondents are happy with the current NYDA product offerings, with 24% of respondents not satisfied with NYDA product offerings, 13% somewhat satisfied and 23% who are somewhat dissatisfied with product offerings.

*Responses on how to improve our product and service offerings (thematic classification).*

Thematic Classification	Responses
Services	<p>Communication between NYDA and clients should be improved because the turnaround time for applications is too long.</p> <p>The waiting period for responses takes long.</p> <p>Feedback needs improvement.</p> <p>Create more opportunities for women.</p> <p>Minimize fraudulent activities</p> <p>Reduce red tape</p> <p>Improve accessibility</p>
Staff	<p>NYDA staff needs training some are incompetent.</p> <p>Create mechanisms to guard against fraud by staff members</p> <p>Staff members must be trained on Batho Pele principles.</p> <p>Have a mechanism to deal with incompetent staff</p>
Products	<p>The grant application form should be reviewed to make it more user-friendly.</p> <p>Review blacklisted applicants</p> <p>Make it easy to access Grant</p>
Data	<p>NYDA should consider giving free data for youth in rural areas to be able to apply for services.</p>
Additional Measures	<p>The NYDA should accommodate people living with disabilities.</p> <p>Create more skills for unemployed youth.</p> <p>The grant application process is slow it needs to be reviewed.</p> <p>Improve service delivery.</p> <p>We do not get responses from Facebook and that is the area where young people spend time.</p>

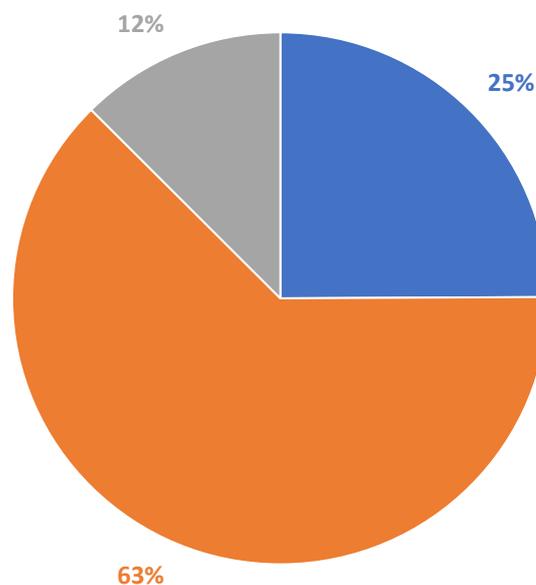


**Table 1 how to improve products and services offerings.**

The table above illustrates some of the solutions from survey respondents to assist NYDA improve on product offerings. Young people also referred to as clients in this report are very key stakeholders in identifying their special economic needs, therefore it is pivotal to take their suggestions into consideration to better augment our performance.

**5.3 Beneficiary Profile (Target Market)**

**Previous Access to NYDA Services**



**Figure 9 to test if respondents previously accessed NYDA offerings.**

In terms of previous access to NYDA offerings, 63% of the respondents indicated that they had not accessed NYDA product offerings before. The NYDA always encourages young people to access products and services as espoused in the National Youth Policy, NYDA Act 54 of 2008 as well as the Integrated Youth Development Strategy. These legal frameworks give young people an opportunity to fully access NYDA services from time to time, therefore it is imperative to encourage young people to constantly reuse NYDA products and services available to them.

**5.4 Market Positioning**

One of the key ethos for development institutions is to communicate fresh or emerging ideas, to distil expert opinions into digestible format, and to put new

ideas and solutions in the youth development sector. Artificial intelligence is exerting a significant influence on how we conduct business and interpret what we receive from young people, competitors, business partners and other development financial institutions (Bawumia, 2023). For NYDA to remain relevant and competitive it was vital for the survey respondents to give information on the benefit of using NYDA services comparatively to other institutions that offer similar services.

***The benefit of using NYDA products & services compared to other institutions.***

Thematic Classification	Survey Responses
Service	<p>Excellent.</p> <p>Services are for free which is a good thing for unemployed young people.</p> <p>Very unique.</p> <p>Competitive.</p> <p>Very helpful.</p> <p>Grant offering is the best as opposed to loans by other institutions.</p>
Processes	<p>More work still needs to be done at NYDA.</p> <p>NYDA is very restrictive in terms of its internal processes.</p> <p>NYDA offers training before grant issuance, unlike other institutions.</p> <p>NYDA is still behind in terms of digitization.</p> <p>Very good but other branches perform better than others there is no standardization.</p>
Other matters	<p>Poor service compromises the integrity of the NYDA.</p> <p>Untrained and incompetent staff within NYDA.</p> <p>NYDA mentor-ship is only on paper.</p> <p>Very hard to access especially in rural areas.</p> <p>NYDA lack innovation and runs a risk of being left behind.</p>

**Table 3 the benefit of NYDA products and services compared to other institutions**

## Which other sectors can benefit from NYDA products and services?

Thematic Classification	Survey Responses
Economic Sectors	Agroprocessing, Mining, Transport, Entertainment, Arts & Culture, Tenders, Gaming, Renewable Energy, Hospitality, Textile, Auto Paint, Recycling, Technology.

**Table 4 Other economic sectors that can benefit NYDA**



## 6. Conclusion and Recommendations

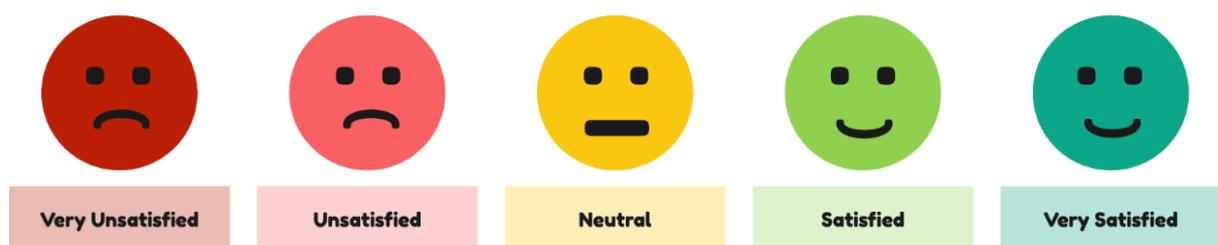
The NYDA must strengthen its communication effort with customers also referred to in the report as young people. The CSS report has indicated that the general customer satisfaction has been fairly excellent, for example, service from NYDA centres, communication with customers, access to the website, products & services, and accessibility. There is a high dissatisfaction level of more than 50%. to the speed at which the NYDA deliver its products and services. The customers raised the issue of a slow turnaround time in terms

of overall delivery of our services across all centres. Whilst this may be so, based on the findings, it can be concluded that this area requires special attention, it may also mean that the perception of customers is based on a lack of or limited information on the services delivered.

Towards the end of the survey questionnaire, customers were asked, in an open-ended question, to suggest what must the NYDA do to improve service delivery. A large majority of respondents noted the need for improved communication and the solving of complaints. Therefore, the NYDA must communicate extensively with customers on the services provided. The NYDA must also utilize the social media platform effectively since young people spend more time on the platform, the survey illustrated that young people do not receive responses when they ask for more information on Facebook. The findings show that people living with disabilities need more attention.

In the open-ended questions, customers suggested predominately the fixing of slow turnaround time, reduction of red tape, reduction of fraudulent activities, training of incompetent staff, and grant application process be reviewed. New economic sectors must be included to assist more young people such as recycling, auto-paint, tenders, renewable energy, textile, gaming, agro-processing and arts and culture.

The NYDA must continue implementing the performance improvement programme and focus on the motivation of employees. The next CSS must take into consideration face-to-face data collection methods and reasonable timelines. The NYDA, need to emphasize the importance of conducting the CSS annually not only for governance purposes but also for a fair customer perception assessment. The timing of the survey was also a challenge.



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