



## *NISRA Customer Survey 2008*

**Prepared by  
Central Survey Unit**

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## Executive summary

Overall, 99% of respondents were either very satisfied or satisfied with the services provided by NISRA branches in the last year. (76% Very Satisfied and 23% Satisfied)

Almost all 98% of respondents were satisfied/very satisfied with the '*skills of staff*' in the relevant NISRA branch. (75% Very Satisfied and 23% Satisfied)

97% of respondents were satisfied/very satisfied with the '*accessibility of staff*' in the relevant NISRA branch. (71% Very Satisfied and 26% Satisfied)

95% of respondents were satisfied/very satisfied with the '*timeliness of response*' from staff in the relevant NISRA branch. (68% Very Satisfied and 27% Satisfied)

Of those respondents who had used the products/services of NISRA branches in the previous year (i.e. 2007), over three quarters (78%) thought the service provided in 2008 was '*about the same*' as that provided in 2007. 19% thought the service provided was '*better/much better*' while 3% considered the service to be '*much worse/worse*' than in the previous year.

Only 3 % of respondents had complained about any aspect of the service provided by the relevant NISRA branch in the last 12 months. Of those respondents who complained about any aspect of the service provided, the majority were satisfied with how their complaint was handled.

## **Background to the Survey**

Each year NISRA carries out a telephone customer survey with its key customers and a sample of casual customers. This is the fifth year that the survey has been carried out by Central Survey Unit (CSU).

## **NISRA Branches**

NISRA is an Agency with the Department of Finance and Personnel (DFP) and approximately one third of all NISRA statisticians work in NISRA branches within DFP – these are known as ‘Core’ branches, of which CSU is one. The remaining two-thirds of statisticians are located in a number of Northern Ireland Government Departments and Agencies – these are known as NISRA ‘Out-posted’ staff. The customer survey focuses on the customers of both NISRA Core and Out-posted Branches.

## **NISRA Customers**

With such a diverse range of work undertaken by NISRA staff in the various departments it is not surprising that NISRA’s customer database is also wide and varied. Customers currently on the database include the following:

- NI Government Departments/Agencies
  - Including those within which a NISRA branch resides
- Non-government Agencies
  - E.g. NI Policing Board
- Educational establishments
  - E.g. QUB, UUJ, Education and Library Boards
- Private sector
  - E.g. PricewaterhouseCoopers, Consultancy firms

It is also possible that a NISRA statistician in one branch may be a customer of another NISRA branch - for example, if their branch has commissioned Central Survey Unit to carry out a survey on their behalf. One such survey is the Family Resources Survey, which is carried out on behalf of the Statistics & Research Branch (a NISRA branch) within the Department for Social Development (DSD).

Each NISRA Branch has provided us with a comprehensive database of their customers over the past 12 months (i.e. from **January to December 2008**) and these have been combined into a NISRA Customer Database for 2008.

## **Compiling the NISRA Customer Database**

In order to facilitate the compilation of the NISRA Customer Database each NISRA branch was supplied with a blank excel spreadsheet and a set of instructions giving details on how to complete the database for each of their customers in 2008. The general format of the database has remained largely unchanged since the initial telephone survey carried out by CSU in 2004, however in 2008 the questionnaire was restructured.

## **Branch returns**

Of the 36 NISRA Branches:

31 branches returned a customer database

Five branches did not provide a customer list. Of these, two of the branches previous years customers list was included in place of a 2008 list. The remaining three branches which did not provide a customer list also did not have a customer list in 2007. These branches were not included in the final database. A total of 33 branches were included in the NISRA Customer Survey 2008.

## **Validation**

Crucial to the success of the survey was the provision of telephone numbers, where possible, for all customers. The original NISRA customer database contained 1748 customers. Customers with no telephone numbers provided or telephone numbers listed as unavailable were removed from the database. Additionally, duplicate customers were removed from the database (i.e. a customer that was included twice on a branch list). In total, 309 cases were removed from the database. Cases which did not indicate if a customer was a key customer or a casual customer, were recoded to 'key customer' by default.

After validation, the final customer database consisted of 1439 customers:

828 Key Customers and 611 Casual Customers= 1439 Customers.

All key customers and a sample of casual customers were to be interviewed.

## **Selecting the sample of Casual Customers**

In line with the methodology from the previous years, all key customers and a sample of casual customers were selected to take part in the survey. Therefore, with 828 key customers to be interviewed, the sample of casual customers was limited to approximately 122, or 1 in 5 of all casual customers. A proportionate random sample (based on the proportion of casual customers per branch) was selected consisting of 131 customers. The final number of 131 is higher than 122 in order to ensure all branches with casual customers had at least one casual customer included in the sample.

The total sample of customers to be contacted was  $828 + 131 = 959$ .

## Fieldwork

The field period ran from Monday 19<sup>th</sup> January to Friday 9th February 2009 using CSU's trained survey interviewers. All sampled customers with valid email addresses received an advanced email introducing the survey and explaining that an interviewer from CSU would be calling to conduct the survey in the next few weeks. Similarly, given that a number of customers were also NISRA staff, an advanced email was circulated to all NISRA staff preceding the fieldwork period.

## Response (unweighted)

The response to the 2008 NISRA Customer Survey was as follows:

|                      | <b>Complete</b> | <b>%</b>    | <b>Unproductive</b> | <b>%</b>    | <b>Total</b> | <b>Total %</b> |
|----------------------|-----------------|-------------|---------------------|-------------|--------------|----------------|
| Key Customer         | 538             | 65.0        | 290                 | 35.0        | 828          | 100.0          |
| Casual Customer      | 84              | 64.1        | 47                  | 35.9        | 131          | 100.0          |
| <b>All Customers</b> | <b>622</b>      | <b>64.9</b> | <b>337</b>          | <b>35.1</b> | <b>959</b>   | <b>100.0</b>   |

## Non-response (unweighted)

Interviewers were asked to code the reason for non-response to the survey. The following table details the breakdown of outcomes for those unproductive cases.

**Table NR1: Non-response outcomes.**

|       |   | Frequency | Percent |
|-------|---|-----------|---------|
| Valid | Refusal   | 9         | 2.7     |
|       | Telephone Number Incorrect - line dead/wrong number             | 71        | 21.1    |
|       | Contact Person not available and no other colleague available   | 189       | 56.1    |
|       | Named respondent has no recollection of using this NISRA branch | 68        | 20.2    |
|       | Total   | 337       | 100.0   |

Over one-fifth (21.1%) of all non-response outcomes were due to the telephone number supplied by branches being incorrect. In addition, considerable work was done by CSU staff in researching correct or alternative telephone numbers where the numbers supplied by branches were incorrect or missing, or where the respondent had moved job or post. This led to a number of complete interviews being achieved. The unavailability of the contact person (or an alternative colleague) accounted for over half (56.1%) of all non-responses. Additionally, one fifth of non response outcomes (20.2%) were due to the named respondent having no recollection of using the NISRA branch. Only 9 customers refused to take part in the survey.

## Weighting

Unless stated, the figures presented in the results section of this summary report have been weighted to reflect the proportions of key and casual customers per branch in the full NISRA database.

## Results

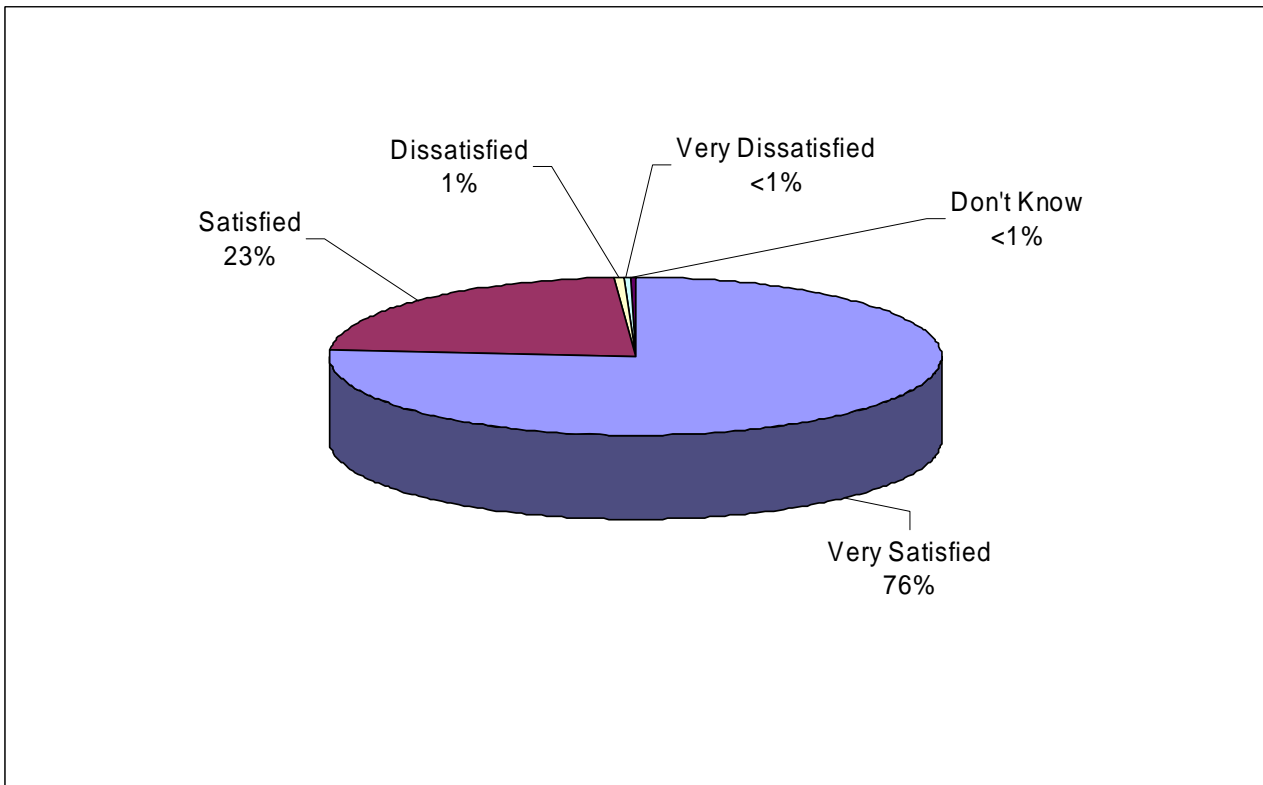
### Core Questions

Each respondent was asked the following core questions relating to the products and services they had received from the branch in the previous year 2008.

**Table R1: Overall, how satisfied were you with the products and services provided by [branch]?** [CoreQ1]

| <i>Base = 100%</i>       | <b>Count</b> | <b>Col %</b> |
|--------------------------|--------------|--------------|
| <b>Very Satisfied</b>    | <i>473</i>   | <i>76%</i>   |
| <b>Satisfied</b>         | <i>141</i>   | <i>23%</i>   |
| <b>Dissatisfied</b>      | <i>5</i>     | <i>1%</i>    |
| <b>Very Dissatisfied</b> | <i>2</i>     | <i>0%</i>    |
| <b>Don't Know</b>        | <i>1</i>     | <i>0%</i>    |
| <b>Total</b>             | <i>621</i>   | <i>621</i>   |

**Figure R1: Overall, how satisfied were you with the products and services provided by [branch]?**



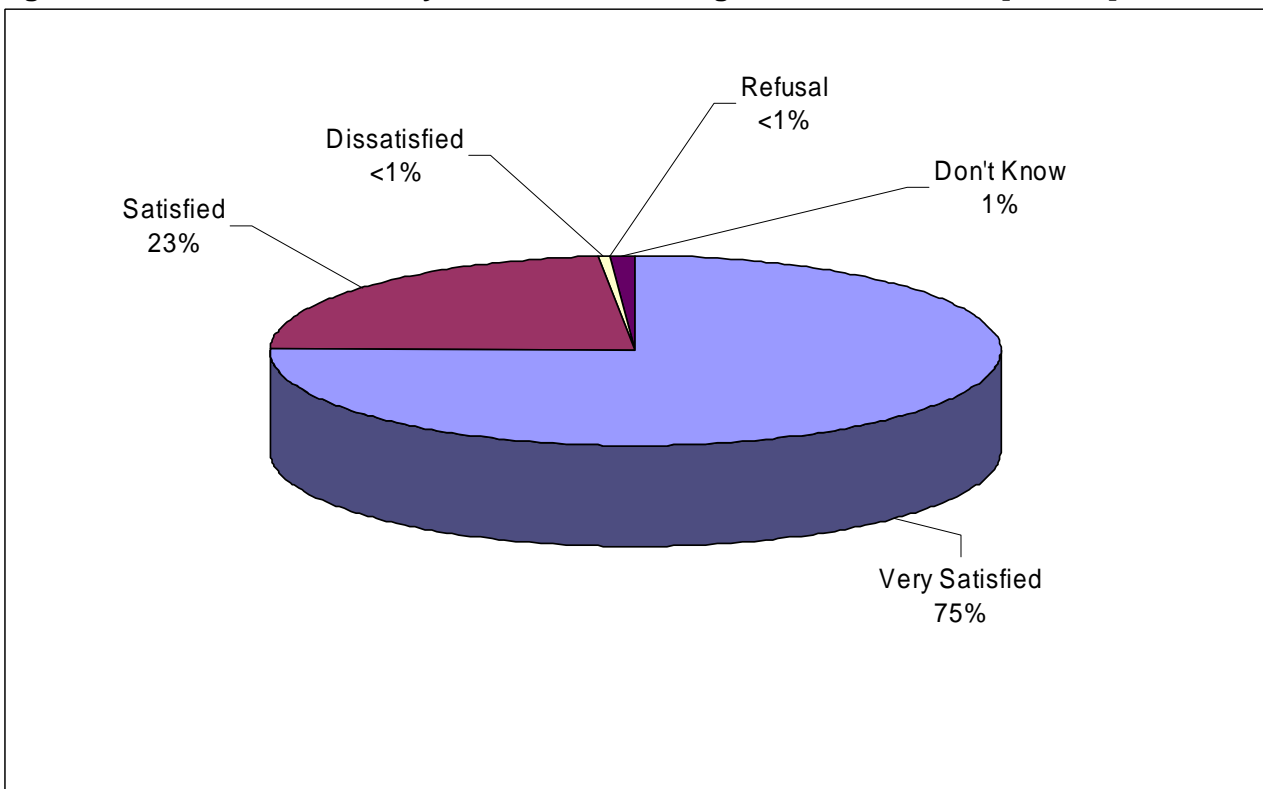
Overall, 99% of respondents were either 'very satisfied' or 'satisfied' with the products and services provided by NISRA branches.

The questionnaire then proceeded to ask customers their views *on skills, accessibility and timeliness of response* of staff in their branch.

**Table R2: How satisfied were you with the following ..... skills of staff in [branch]? [CoreQ2]**

| <i>Base = 100%</i>    | Count      | Col %       |
|-----------------------|------------|-------------|
| <b>Very Satisfied</b> | <b>466</b> | <b>75%</b>  |
| <b>Satisfied</b>      | <b>144</b> | <b>23%</b>  |
| <b>Dissatisfied</b>   | <b>3</b>   | <b>0%</b>   |
| <b>Refusal</b>        | <b>1</b>   | <b>0%</b>   |
| <b>Don't Know</b>     | <b>7</b>   | <b>1%</b>   |
| <b>Total</b>          | <b>621</b> | <b>100%</b> |

**Figure R2: How satisfied were you with the following..... skills of staff in [branch]?**

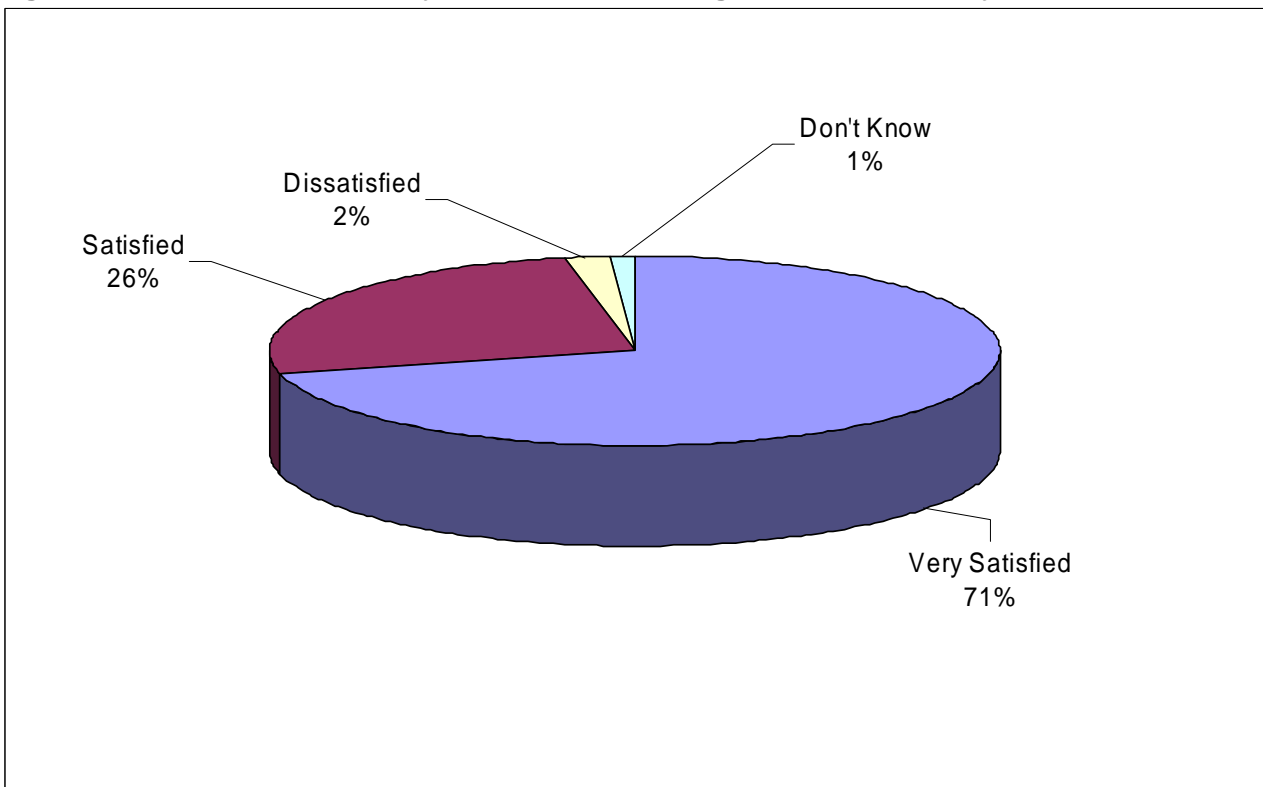


Three quarters (75%) of respondents were ‘very satisfied’ with the *skills of staff* in the relevant NISRA Branch, whilst the majority of the remaining (23%) respondents were ‘satisfied’. Only 3 customers were dissatisfied with the skills of NISRA staff

**Table R3: How satisfied were you with the following.....the accessibility of [branch] staff?**  
[CoreQ3]

| <i>Base = 100%</i>    | <b>Count</b> | <b>Col %</b> |
|-----------------------|--------------|--------------|
| <b>Very Satisfied</b> | <i>443</i>   | <i>71%</i>   |
| <b>Satisfied</b>      | <i>162</i>   | <i>26%</i>   |
| <b>Dissatisfied</b>   | <i>12</i>    | <i>2%</i>    |
| <b>Don't Know</b>     | <i>5</i>     | <i>1%</i>    |
| <b>Total</b>          | <i>621</i>   | <i>100%</i>  |

**Figure R3: How satisfied were you with the following.....the accessibility of [branch] staff?**

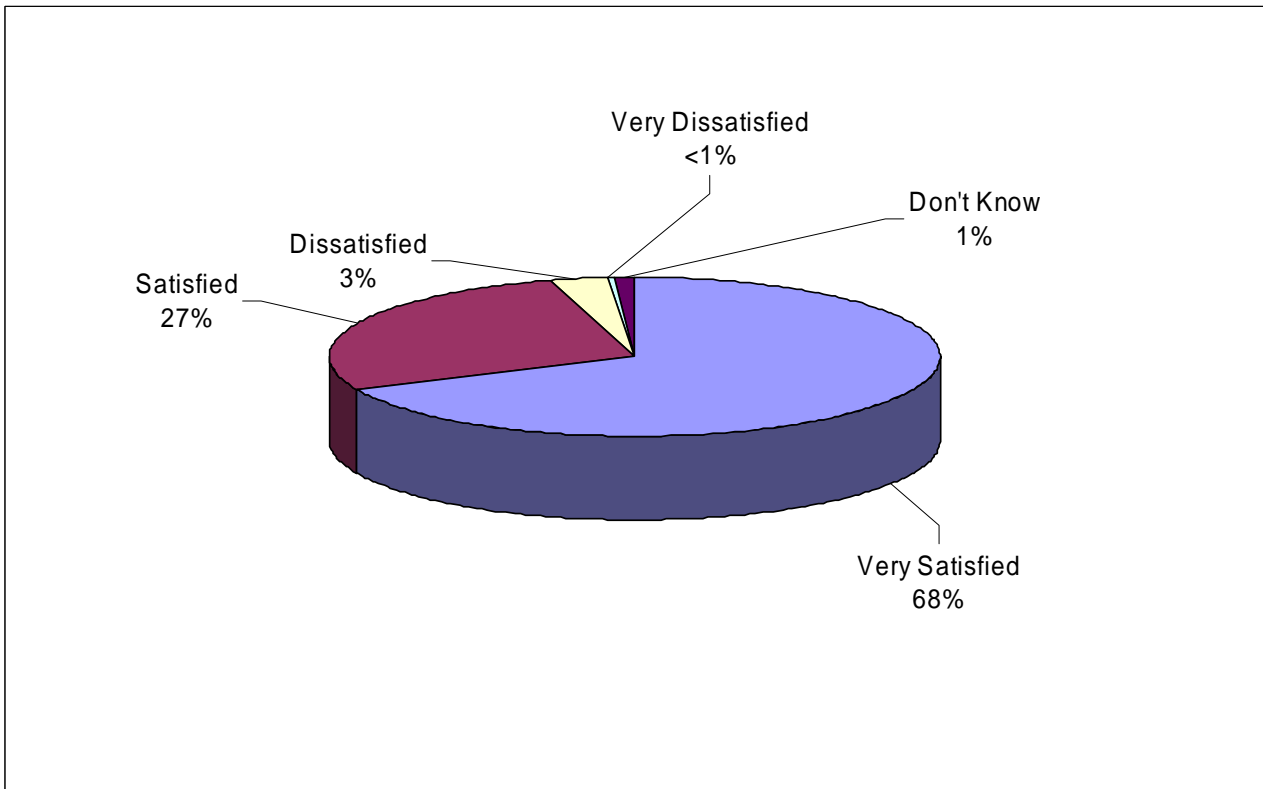


Almost all (97%) respondents were 'very satisfied/ satisfied' with the accessibility of NISRA staff in the relevant branches.

**Table R4: How satisfied were you with the following .....the timeliness of response from [branch] staff? [CoreQ4]**

| <i>Base = 100%</i>       | <b>Count</b> | <b>Col %</b> |
|--------------------------|--------------|--------------|
| <b>Very Satisfied</b>    | <i>425</i>   | <i>68%</i>   |
| <b>Satisfied</b>         | <i>169</i>   | <i>27%</i>   |
| <b>Dissatisfied</b>      | <i>22</i>    | <i>3%</i>    |
| <b>Very Dissatisfied</b> | <i>2</i>     | <i>0%</i>    |
| <b>Don't Know</b>        | <i>4</i>     | <i>1%</i>    |
| <b>Total</b>             | <i>621</i>   | <i>100%</i>  |

**Figure R4: How satisfied were you with the following .....the timeliness of response from [branch] staff?**



Almost all (95%) respondents were 'very satisfied/ satisfied' with the *timeliness of response* from NISRA staff in the relevant branches.

**Table R5: Did you also use [branch] services in the previous year, that is 2007? [CoreQ5]**

| <i>Base = 100%</i> | <b>Count</b> | <b>Col %</b> |
|--------------------|--------------|--------------|
| <b>Yes</b>         | <i>471</i>   | <i>76%</i>   |
| <b>No</b>          | <i>147</i>   | <i>24%</i>   |
| <b>Don't Know</b>  | <i>4</i>     | <i>1%</i>    |
| <b>Total</b>       | <i>621</i>   | <i>100%</i>  |

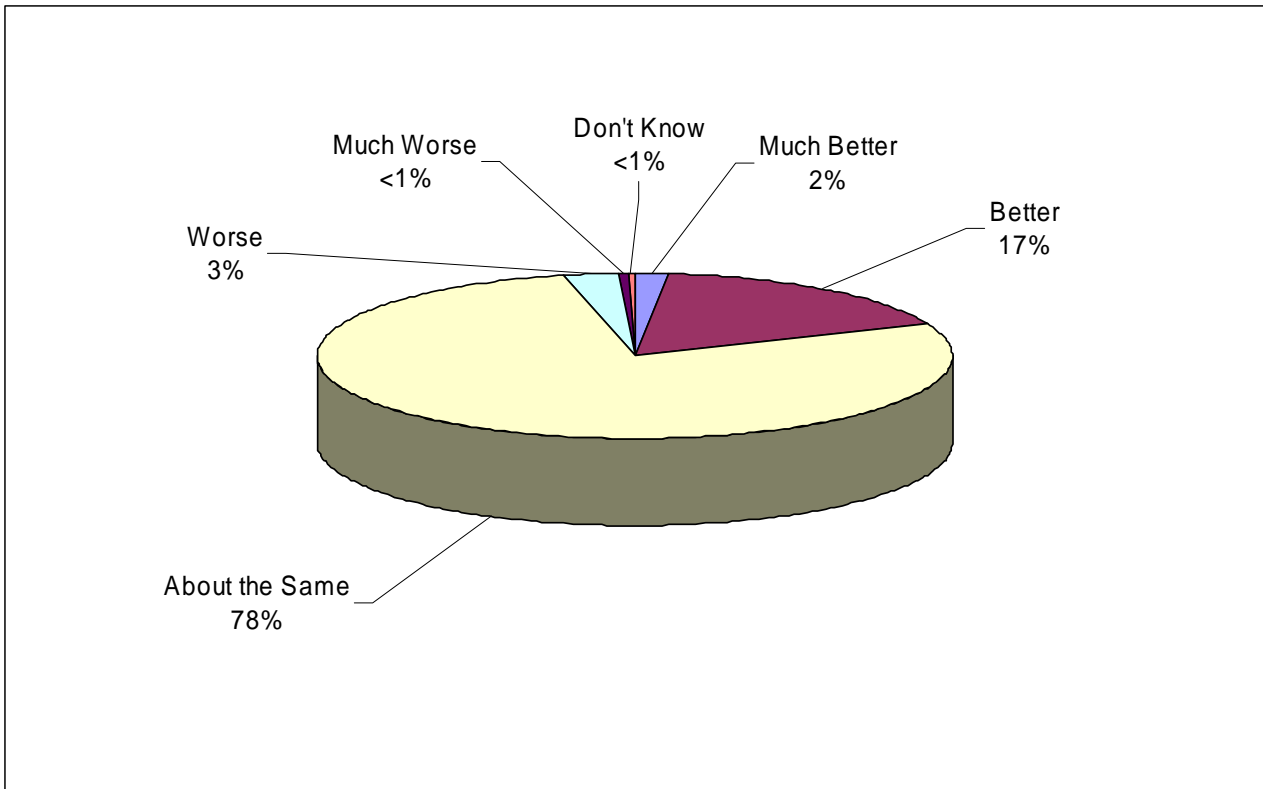
Over three quarters (76%) of respondents had used NISRA services in 2007.

Those respondents who had used the products/services of the NISRA branch in the previous year were then asked to rate whether the service provide in 2008 was 'better', 'worse' or had remained 'about the same'.

**Table R6: Do you think the service provided by [branch] in 2008 was better, worse or about the same as the service provided in 2007? [CoreQ5d]**

| <i>All customers who had used NISRA services in previous year</i> | <b>Count</b> | <b>Col %</b> |
|---|--------------|--------------|
| <b>Much Better</b>  | <i>7</i>     | <i>2%</i>    |
| <b>Better</b>   | <i>80</i>    | <i>17%</i>   |
| <b>About the Same</b>   | <i>367</i>   | <i>78%</i>   |
| <b>Worse</b>  | <i>13</i>    | <i>3%</i>    |
| <b>Much Worse</b>   | <i>2</i>     | <i>0%</i>    |
| <b>Don't Know</b>   | <i>2</i>     | <i>0%</i>    |
| <b>Total</b>  | <i>471</i>   | <i>100%</i>  |

**Figure R5: Do you think the service provided by [branch] in 2008 was better, worse or about the same as the service provided in 2007? [CoreQ5d]**



Just over three quarters (78%) of respondents who had used NISRA services in the previous year thought that the service provided in 2008 was ‘about the same’ as that provided in 2007, while 19% thought that the service provided was ‘much better/ better’. Only 3% of respondents considered the service to be ‘much worse/worse’ than that provided in 2007.

**Table R7: How likely are you to use the services provided by [branch] in the future? [CoreQ6]**

| <i>Base = 100%</i>    | <b>Count</b> | <b>Col %</b> |
|-----------------------|--------------|--------------|
| <b>Very likely</b>    | <b>533</b>   | <b>86%</b>   |
| <b>Quite likely</b>   | <b>72</b>    | <b>12%</b>   |
| <b>Quite unlikely</b> | <b>4</b>     | <b>1%</b>    |
| <b>Very unlikely</b>  | <b>5</b>     | <b>1%</b>    |
| <b>Don't Know</b>     | <b>8</b>     | <b>1%</b>    |
| <b>Total</b>          | <b>621</b>   | <b>100%</b>  |

Almost all (98%) respondents stated they were ‘very likely’ or ‘quite likely’ to use the services provided by the relevant NISRA branch in the future. Only 2% of respondents stated that they would be ‘quite unlikely’ or ‘very unlikely’ to avail of the services in the future. The majority of

these respondents stated that this was because they no longer require the service, or that they had moved (or will be moving) to a new post.

**Table R8: Are there any additional products/services not yet mentioned, that you would like [NISRA branch name] to provide? [CoreQ7]**

| <i>Base = 100%</i> | <b>Count</b> | <b>Col %</b> |
|--------------------|--------------|--------------|
| <b>Yes</b>         | <i>72</i>    | <i>12%</i>   |
| <b>No</b>          | <i>546</i>   | <i>88%</i>   |
| <b>Don't Know</b>  | <i>3</i>     | <i>1%</i>    |
| <b>Total</b>       | <i>621</i>   | <i>100%</i>  |

For those who selected ‘Yes’ at CoreQ7, respondents were asked to describe the products or services they would like the NISRA branch to provide. The additional products or services included [Core7d]:

- Additional information available on relevant websites.
- Further breakdowns of statistical data (e.g. by area/ regions etc).
- A more user friendly website.
- Seminars to update and inform them of NISRA developments.

## Complaints

**Table R9: Did you complain about any aspect of the service provided by [branch]?** [CoreQ8]

| <i>Base = 100%</i> | <b>Count</b> | <b>Col %</b> |
|--------------------|--------------|--------------|
| <b>Yes</b>         | <i>16</i>    | <i>3%</i>    |
| <b>No</b>          | <i>605</i>   | <i>97%</i>   |
| <b>Don't Know</b>  | <i>1</i>     | <i>0%</i>    |
| <b>Total</b>       | <i>621</i>   | <i>100%</i>  |

Only 3% of respondents had complained about the service provided by NISRA staff.

**Table R10: How satisfied were you with the way your complaint was handled?** [CoreQ9]

|                       | <b>Count</b> | <b>Col %</b> |
|-----------------------|--------------|--------------|
| <b>Very Satisfied</b> | <i>7</i>     | <i>43%</i>   |
| <b>Satisfied</b>      | <i>5</i>     | <i>32%</i>   |
| <b>Dissatisfied</b>   | <i>3</i>     | <i>19%</i>   |
| <b>Don't Know</b>     | <i>1</i>     | <i>5%</i>    |
| <b>Total</b>          | <i>16</i>    | <i>100%</i>  |

Of those who complained about the service provided, the majority were 'very satisfied' or 'satisfied' with the way their complaint was handled.

**Table R11: Would you be happy for your replies to be forwarded to [branch] and for them to contact you directly regarding this? [Contact]**

| <i>Base = 100%</i> | <b>Count</b> | <b>Col %</b> |
|--------------------|--------------|--------------|
| <b>Yes</b>         | <b>585</b>   | <b>94%</b>   |
| <b>No</b>          | <b>34</b>    | <b>6%</b>    |
| <b>Don't Know</b>  | <b>2</b>     | <b>0%</b>    |
| <b>Total</b>       | <b>621</b>   | <b>100%</b>  |

The majority of respondents (94%) were content for their replies to be forwarded to the branch.

**Table R12: Would you be happy for your replies to be forwarded to [branch] and for them to contact you directly regarding this by key or casual customer? [Contact]**

| <i>Base = 100%</i> | <b>Key Customer</b> |              | <b>Casual Customer</b> |              | <b>Total</b> |              |
|--------------------|---------------------|--------------|------------------------|--------------|--------------|--------------|
|                    | <b>Count</b>        | <b>Col %</b> | <b>Count</b>           | <b>Col %</b> | <b>Count</b> | <b>Col %</b> |
| <b>Yes</b>         | <b>510</b>          | <b>95%</b>   | <b>74</b>              | <b>89%</b>   | <b>585</b>   | <b>94%</b>   |
| <b>No</b>          | <b>26</b>           | <b>5%</b>    | <b>8</b>               | <b>10%</b>   | <b>34</b>    | <b>6%</b>    |
| <b>Don't Know</b>  | <b>1</b>            | <b>0%</b>    | <b>1</b>               | <b>1%</b>    | <b>2</b>     | <b>0%</b>    |
| <b>Total</b>       | <b>537</b>          | <b>100%</b>  | <b>84</b>              | <b>100%</b>  | <b>621</b>   | <b>621</b>   |

95% of key customers and 90% of casual customers were happy for their replies to be forwarded to the NISRA branch for which they are a customer.

Finally, customers were asked how they would prefer to complete this survey in the future

**Table R13: Finally, how would you prefer to complete this survey in the future? [Complete]**

| <i>Base = 100%</i>    | <b>Count</b> | <b>Col %</b> |
|-----------------------|--------------|--------------|
| <b>1 By Telephone</b> | <b>372</b>   | <b>60%</b>   |
| <b>2 Online</b>       | <b>240</b>   | <b>39%</b>   |
| <b>3 On paper</b>     | <b>5</b>     | <b>1%</b>    |
| <b>Refusal</b>        | <b>1</b>     | <b>0%</b>    |
| <b>Don't Know</b>     | <b>2</b>     | <b>0%</b>    |
| <b>Total</b>          | <b>621</b>   | <b>100%</b>  |

Three fifths of respondents stated that they would prefer to complete the NISRA Customer Survey by telephone, with the remaining two fifths stating that they would prefer an online survey in the future. Only five respondents stated that they wished to complete the survey in paper format in future.



## **Appendix I**

### **Paper Version of NISRA Customer Survey Questionnaire 2008**

**NISRA Customer Survey 2008**  
**Final Questionnaire<sup>1</sup> - February 2008**

SerNo:

Serial number: 1..3000

IntNum:

Interviewer number: 1..999

**Customer Details**

FirstName: \_\_\_\_\_

Surname: \_\_\_\_\_

Organisation: \_\_\_\_\_

First: CUSTOMER INFORMATION FOR INTERVIEWER DISPLAYED ON SCREEN

CustBr.

The following list represents the NISRA branches for which the [TextFill: Organisation] has been identified as a customer.

NOTE: THE QUESTIONNAIRE ALLOWS FOR 'MULTIPLE' CUSTOMERS TO BE INCLUDED – I.E. THOSE WHO ARE CUSTOMERS OF A NUMBER OF NISRA BRANCHES

[TextFill: Branch(1)]

[TextFill: Branch(2)]

[TextFill: Branch(3)]

[TextFill: Branch(4)]

[TextFill: Branch(5)]

Intro:

This questionnaire is designed to ask you (in turn) about the level of service you received, in 2008, from (each of) the NISRA branch(es) who have identified you as a customer

INTERVIEWER: Press 1 to continue

NOTE: LOOP THROUGH **CORE QUESTIONS CoreQ1 TO CoreEnd** FOR EACH BRANCH WHO HAVE IDENTIFIED THIS PERSON/ORGANISATION AS A CUSTOMER

---

<sup>1</sup> This is a simplified paper version of the CAPI questionnaire that was used on the survey.

## Core Questions

IntCore:

Can you confirm you were a customer of [TextFill: **Branch**] in 2008?

Yes

No [IF SELECT 'Yes' THEN GOTO CoreQ1]

CoreQ1.

Overall, how satisfied were you with the products and services provided by [TextFill: **Branch**]?

Very Satisfied

Satisfied

Dissatisfied

Very Dissatisfied [IF SELECT '3' OR '4' THEN GOTO CoreQ1d]

CoreQ1d

Please tell me why you were dissatisfied?:

---

---

---

CoreQ2.

How satisfied were you with the following.....

.....skills of staff in [TextFill: **Branch**]?

Very Satisfied

Satisfied

Dissatisfied

Very Dissatisfied [IF SELECT '3' OR '4' THEN GOTO CoreQ2d]

CoreQ2d.

Please tell me why you were dissatisfied?:

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CoreQ3.

How satisfied were you with the following.....

.....accessibility of [TextFill: **Branch**] staff?

Very Satisfied

Satisfied

Dissatisfied

Very Dissatisfied [IF SELECT '3' OR '4' THEN GOTO CoreQ3d]

CoreQ3d.

Please tell me why you were dissatisfied?:

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CoreQ4.

How satisfied were you with the following.....

.....timeliness of response from [TextFill: Branch] staff?

1. Very Satisfied
2. Satisfied
3. Dissatisfied
4. Very Dissatisfied [IF SELECT '3' OR '4' THEN GOTO CoreQ4d]

CoreQ4d.

Please tell me why you were dissatisfied?:

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## Branch modules

### Statistics Research Branch – DETI

detiq1.

Have you read the DETI Northern Ireland Labour Market Report (2008)?

1. Yes [IF SELECT '1' THEN GOTO detiq2]
2. No

detiq2.

How satisfied were you with the Northern Ireland Labour Market Report?

- 1 Very Satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very Dissatisfied [IF SELECT '3' OR '4' THEN GOTO detiq2a]

detiq2a.

Please tell me why you were dissatisfied.

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detiq3.

Are there any additional sections or improvements that you would like the DETI Northern Ireland Labour Market Report to include?

1. Yes      **[IF SELECT '1' THEN GOTO detiq3a]**
2. No

detiq3a.

Please describe this/these section(s), articles and/or chapters.

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detiq4.

Are there any additional comments you would like to make about the DETI Northern Ireland Labour Market Report (2008)?

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Detiq5. Apart from the monthly Labour Market Report, please indicate which other DETI statistical publication you use most:-

Select one answer:-

Other Labour Force Survey publications

Name

[.....]

Quarterly Employment Survey (QES)

Census of Employment

Annual Survey of Hours and Earnings (ASHE)

Quarterly Index of Production (IOP)

Quarterly Index of Services (IOS)

Annual Business Inquiry

Manufacturing Sales and Exports Survey

Exporting Northern Ireland Services

Community Innovation Survey (biennial)

Research and Development Survey

Inter-Departmental Business Register

Other

Name

[.....]

None

Don't know

Detiq6. How satisfied were you with the [NAME SELECTED PUBLICATION ABOVE]?

- 5 Very Satisfied
- 6 Satisfied
- 7 Dissatisfied
- 8 Very Dissatisfied [IF SELECT '3' OR '4' THEN GOTO detiq2a]

Detiq6a.

Please tell me why you were dissatisfied.

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Detiq7.

Are there any improvements you would like to see or any additional comments you would like to make about the DETI [NAME SELECTED PUBLICATION ABOVE]?

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END OF DETI MODULE

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NI Court Service (NICtS)

courtq1. Do you make use of the annual Judicial Statistics Report or Quarterly Bulletins for each court tier?

- 1. Yes [IF SELECT '1' THEN GOTO courtq2]
- 2. No

courtq2. Do these reports meet the statistical needs of your business policy area?

- 1. Yes [IF SELECT '1' THEN GOTO courtq3]
- 2. No [IF SELECT '2' THEN GOTO courtq4]

courtq3. Please tell me in what way they meet your needs.

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courtq4. Please tell me how might we improve these reports for you? :

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END OF NICtS MODULE

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Human Resource Consultancy Services (HRCS)

hrcspro1

Project/Product 1 : [TextFill : **Project1**]

hrcscon1

HRCS Contact Person 1 : [TextFill : **Contact Person1**]

hrcspro2

Project/Product 2 : [TextFill : **Project2**]

hrcscon2

HRCS Contact Person 2 : [TextFill : **Contact Person2**]

hrcspro3

Project/Product 3 : [TextFill : **Project3**]

hrcscon3

HRCS Contact Person 3 : [TextFill : **Contact Person3**]

Inthres.

The following questions will ask how satisfied you were with the product(s) you received from HRCS in 2007.

For your information I will tell you the name of the project/product and the name of the HRCS Branch contact person : PRESS '1' TO CONTINUE

CustHRCS

INTERVIEWER: PROJECT AND HRCS BRANCH CONTACT.....

1. Project/Product: [TextFill : **Project1**] Contact: [TextFill : **Contact Person1**]
2. Project/Product: [TextFill : **Project2**] Contact: [TextFill : **Contact Person2**]
3. Project/Product: [TextFill : **Project3**] Contact: [TextFill : **Contact Person3**]

TO CONTINUE WITH INTERVIEW PRESS '1'.

hrcs1

Project/Product: [TextFill : **Project1**] Contact: [TextFill : **Contact Person1**]

How satisfied were you with the provision of this product?:

1. Very Satisfied
2. Satisfied
3. Dissatisfied
4. Very Dissatisfied

[IF CUSTOMER RECEIVES TWO HRCS PRODUCTS THEN GOTO hrcs2]

hrcs2

Project/Product: [TextFill : **Project2**] Contact: [TextFill : **Contact Person2**]  
How satisfied were you with the provision of this product?:

1. Very Satisfied
2. Satisfied
3. Dissatisfied
4. Very Dissatisfied

[IF CUSTOMER RECEIVES THREE HRCS PRODUCTS THEN GOTO hrcs3]

hrcs3

Project/Product: [TextFill : **Project3**] Contact: [TextFill : **Contact Person3**]  
How satisfied were you with the provision of this product?:

1. Very Satisfied
2. Satisfied
3. Dissatisfied
4. Very Dissatisfied

END OF HRCS MODULE

### Core Questions Continued

CoreQ5.

Did you also use [TextFill: **Branch**] services in the previous year, that is 2007?

1. Yes [IF SELECT '1' THEN GOTO CoreQ5d]
2. No [IF SELECT '2' THEN GOTO CoreQ6]

CoreQ5d.

Do you think the service provided by [TextFill: **Branch**] in 2008 was better, worse or about the same as the service provided in 2007?

- 1 Much Better
- 2 Better
- 3 About the Same
- 4 Worse
- 5 Much Worse

CoreQ6.

How likely are you to use the products/services provided by [TextFill: **Branch**] in the future?

1. Very likely
2. Quite likely
3. Quite unlikely
4. Very unlikely
5. Don't Know [IF SELECT '3' OR '4' THEN GOTO CoreQ6a]

CoreQ6a.

For what reason(s) is it unlikely that you will use the products/services provided by [TextFill: Branch] in the future?:

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CoreQ7.

Are there any additional product/services, not yet mentioned, that you would like [TextFill: Branch] to provide?

1. Yes [IF SELECT '1' THEN GOTO CoreQ18d]
2. No [IF SELECT '2' THEN GOTO CoreQ19]

CoreQ7d.

Please describe this/these product(s)/service(s):

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CoreQ8.

Did you complain about any aspect of the service provided by [TextFill: Branch]?

1. Yes [IF SELECT '1' THEN GOTO CoreQ9]
2. No [IF SELECT '2' THEN GOTO CoreQ10]

CoreQ9.

How satisfied were you with the way your complaint was handled?

- 1 Very Satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very Dissatisfied [IF SELECT '3' OR '4' THEN GOTO CoreQ20d]

CoreQ9a.

Please tell me why you were dissatisfied?:

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CoreQ10.

Are there any additional comments you would like to make about the service provided by [TextFill: Branch] in 2008?:

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Coreend.

Finally, would you be happy for your replies to be forwarded to [TextFill: Branch] and for them to contact you directly regarding issues arising from this survey?

1. Yes
2. No [IF SELECT '1' OR '2' GOTO ContNex2]

Complete Finally, how would you prefer to complete this survey in the future?

- 1 By telephone
- 2 On-line
- 3 On paper

ContNex1.

INTERVIEWER: Press '1' to move on to next branch (if applicable) or end of questionnaire.

1. Continue [GOTO IntroCore/CorQ1???? (for next branch, if applicable) OR EndQ]

ContNex2.

INTERVIEWER: Press '1' to move on to next branch (if applicable) or end of questionnaire.

1. Continue [GOTO (for next branch, if applicable) OR EndQ]

EndQ.

This is the end of the questionnaire.

INTERVIEWER: Thank respondent for their time.

## **Appendix II**

### **Instructions for completing Branch Spreadsheets**

## NISRA Customer Survey 2008 – Branch Spreadsheets

Information required by each branch to allow for completion of the NISRA Customer Survey.

One excel file was forwarded to each NISRA branch. The excel file contained the customers for the relevant branch from the previous years NISRA Customer Survey. Each branch was asked to amend the excel file with the branches updated customer list (2008 customer list). The excel file was then sent back to CSU.

### Excel File : Branch Database

The table below describes the format of the information required for each of the fields in the customer database template supplied to your branch.

Key fields are highlighted in grey.

**Note:**

Branch Name: We are aware that some branches may not be known to their customers by the name with which they are associated within NISRA. In this field please enter the branch name that is most familiar to your customers.

| <b>FIELD</b>              | <b>Format/Description/Answer Categories</b>  |
|---------------------------|--|
| Title                     | Mr/Mrs/Ms/Miss/Dr.   |
| First Name                | In full – otherwise accept initials.   |
| Surname                   | In full.   |
| Organisation              | Full Name & acronym where applicable<br>E.g. Northern Ireland Statistics & Research Agency (NISRA)   |
| Key Customer              | Yes = Key Customer .<br>No = Casual Customer.  |
| Address No. & Street Name | Full address details to be provided if available<br>E.g. 2-14 Castle Street.   |
| City/Town                 | E.g. Belfast.  |
| Postcode                  | E.g. BT1 1SA.  |
| Telephone No.             | Including Area Codes & direct extension number if applicable<br>e.g. 028 9034 8100<br>(Please note extensions only are not acceptable as staff carrying out survey will not be on the NICS dial line). |
| E-mail Address            | Include (for advanced e-mail)<br>Definitely include if phone number not available!   |
| Branch Name               | See note above re. Branch Name   |
| Department                | Parent department of <b><u>your</u></b> branch.  |
| Surveyed in 2007?         | Was this customer also included in last year's customer survey?<br>Answer Categories = Yes/No.   |

