



# NISRA Customer Satisfaction 2015

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## Key Points

**97%**  
of respondents  
were satisfied  
with the service  
provided by  
NISRA.

- The great majority of customers (**97%**) were satisfied with the **overall service** provided by NISRA in 2015, with similar levels of satisfaction found for various aspects of that service.
- Some **96%** of customers were satisfied with the **quality of statistics** they received.
- **57%** of customers had accessed statistics and research services from NISRA through a website (Departmental website, NISRA website or NINIS website), and just over three quarters of them found it easy to find the information they required.
- Most customers used the information obtained from NISRA for research (57%) and responding to information requests (49%).
- No customers stated that they had complained about the service provided by NISRA in 2015.



# Introduction

## Background

The 2015 NISRA Customer Satisfaction Survey is the twelfth in a series of annual customer surveys. The report details the level of customer satisfaction and provides NISRA with feedback on how it is performing and how it can make improvements.

In line with the Chief Executive Targets contained within the 2015/16 NISRA Business Plan, a review of the NISRA Customer Satisfaction Survey was carried out. Its recommendations were implemented with updates made to both the questionnaire<sup>1</sup> and the methodology<sup>2</sup>.

## Notes

Key Customers<sup>3</sup> were identified by NISRA branches and provided to Human Resource Consultancy Services (HRCS). The questionnaire was issued by email through SNAP Webhost to 957 individuals who had been identified as key customers during 2015. The fieldwork was carried out over a three week period in February 2016.

## Response

A total of 335 customers submitted a response, amounting to a response rate of 36% of the valid email addresses supplied<sup>4</sup>. Around one quarter of those who responded were staff from within NISRA and half were from an NICS Department or other agency. Some individuals were identified as being a customer by more than one NISRA branch. Consequently, some customers reviewed more than one branch, and as such a total of 377 cases were recorded.

<sup>1</sup> A neutral option 'neither' has been added to all satisfaction questions and the questions on the overall service and staff have been reworded. Questions have been included relating to websites and uses of statistics/research. Questions have been excluded on using NISRA in the future and words to describe NISRA.

<sup>2</sup> Only Key Customers were surveyed.

<sup>3</sup> A 'key customer' is a customer with whom branch staff have regular contact about important information.

<sup>4</sup> 37 email addresses were not valid.

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## Download

This report along with, earlier NISRA customer satisfaction surveys can be found at this link:

[www.nisra.gov.uk/publications/NISRA\\_Customer\\_Satisfaction.html](http://www.nisra.gov.uk/publications/NISRA_Customer_Satisfaction.html)



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## Results - Service Provided and Quality of Statistics

The overall results from the 2015 customer survey are detailed in Figure 1. The question wording and response categories have been revised for 2015 with the inclusion of a neutral option, therefore any comparative data for 2011, 2012, 2013 and 2014 must be treated with caution. A further breakdown is available in Appendix I.

The majority of customers were satisfied with the overall service provided by NISRA, and all aspects of that service, as well as the quality of the statistics provided.

Figure 1

	% Very Satisfied	% Satisfied	% Neither	% Dissatisfied	% Very Dissatisfied	% Satisfied / V satisfied (Combined)				
						2015	2014	2013	2012	2011
<b>Overall, how satisfied or dissatisfied were you with the service provided by the Branch?</b> <sup>1</sup>	71	26	3	1		97	98	97	97	97
<b>How satisfied or dissatisfied were you with staff in the branch in terms of ...</b>										
... politeness/courtesy? <sup>2</sup>	83	16	1			99	100	99	99	-
... knowledge? <sup>3</sup>	74	24	1	1		98	98	99	99	99
... timeliness of response? <sup>4</sup>	70	24	4	2		94	97	96	96	97
... professionalism? <sup>5</sup>	78	19	2	1		97	99	99	99	-
<b>How satisfied or dissatisfied were you with the quality of the statistics you received from the Branch?</b>	70	26	3	1		96	-	-	-	-

- the question was not asked in this year.

<sup>1</sup> 2011-2014 wording 'Overall, how satisfied were you with the services provided by the branch?'

<sup>2</sup> 2011-2014 wording 'How satisfied were you with the politeness/courtesy of staff in the branch?'

<sup>3</sup> 2011-2014 wording 'How satisfied were you with the knowledge of staff in the branch?'

<sup>4</sup> 2011-2014 wording 'How satisfied were you with the timeliness of response from the branch?'

<sup>5</sup> 2011-2014 wording 'How satisfied were you with the professionalism of staff in the branch?'



## Results - Service Provided and Quality of Statistics - NISRA versus non-NISRA respondents

Table 1

	% Satisfied / Very satisfied (Combined)	
	2015	
	NISRA Staff	non-NISRA
<b>Overall</b> , how satisfied or dissatisfied were you with the service provided by the Branch?	96	97
<b>How satisfied or dissatisfied were you with staff in the branch in terms of ...</b>		
... politeness/courtesy?	99	99
... knowledge?	99	98
... timeliness of response?	93	95
... professionalism?	97	97
How satisfied or dissatisfied were you with the <b>quality of the statistics</b> you received from the Branch?	99	96

Just over one in four customers who responded to the survey were **staff within NISRA**.

**Table 1** compares the survey responses from NISRA staff and non-NISRA staff who were customers of the Agency during 2015. Views were similar for NISRA staff and non- NISRA staff.



## Results - Use of Websites

Just under six out of ten customers said that they had used a website to access the Statistics and Research services from the Branch, with four out of ten using Departmental websites, three out of ten using the NISRA website and just under two out of ten using the NINIS website. Just under eight in ten users of the Departmental websites and NISRA website had found it easy to find the information they required, with slightly fewer finding it easy to find information on the NINIS website. Further breakdowns are available in Appendix I.

Figure 2

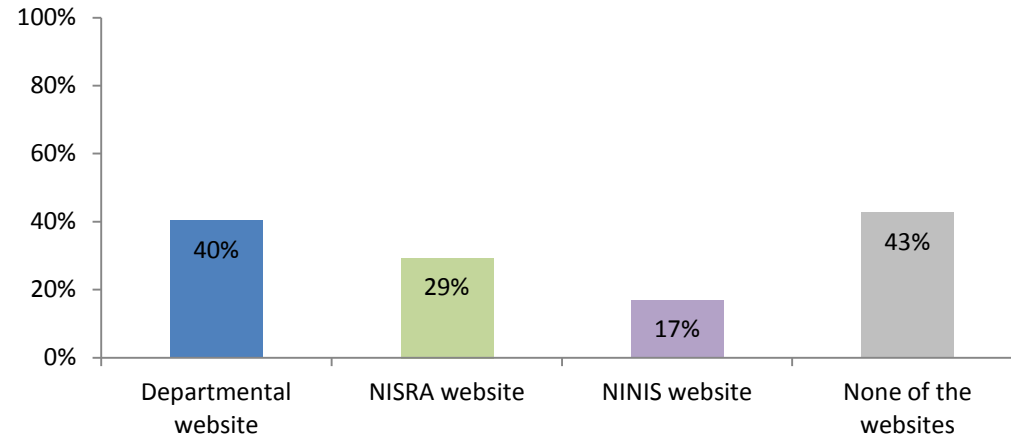


Figure 3

	% Very easy	% Quite easy	% Neither	% Quite difficult	% Very difficult	% Very easy/ Quite easy (Combined)
<b>How easy or difficult was it to find the information you required on:</b>						<b>2015</b>
NISRA website	23	56	6	9	7	79
NINIS website	24	49	14	12	2	73
Departmental website	22	56	10	12		78



## Results - Websites - NISRA versus non-NISRA respondents

Non- NISRA Customers were more likely to use a website to access the Statistics and Research services from the Branch (62%) than NISRA customers (44%).<sup>1</sup> (Figure 4).

Figure 4

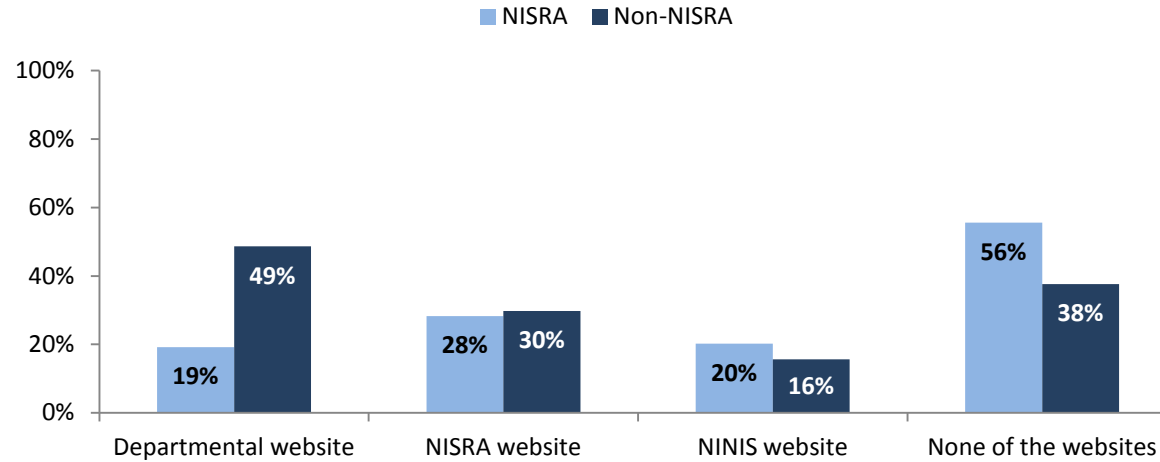


Table 2

How easy or difficult was it to find the information you required on:	% Very easy/ Quite easy (Combined)	
	2015	
	NISRA Staff	non-NISRA
NISRA website	82	78
NINIS website	75	72
Departmental website	89	76

<sup>1</sup>This is the percentage who used any of the websites.

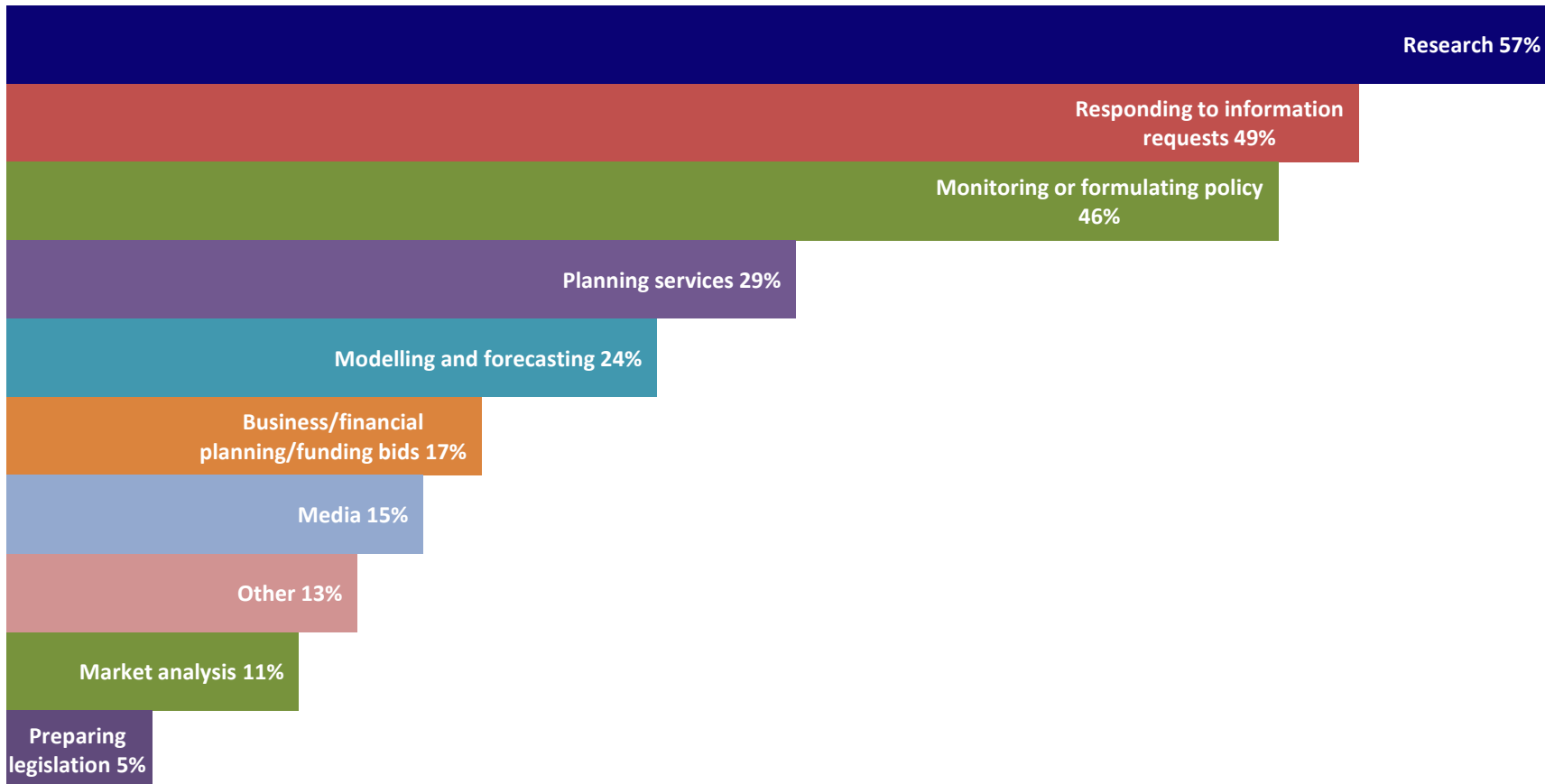




## Results - Uses of Statistics/Research

In response to the question, 'What do you use the Statistics/Research for?', the results are displayed below in figure 5. Most customers use the information obtained from the branch for research, followed by responding to information requests and monitoring or formulating policy.

Figure 5 - Frequency of the uses of the Statistics/Research





## Results - Top 5 Uses of Branch Statistics/Research by NISRA and Non - NISRA customers

Figures 6 and 7 show the top five uses of Statistics/Research by customers who are NISRA respondents and non- NISRA respondents. NISRA staff were most likely to use the Statistics/Research to respond to information requests and for research (figure 6) and non- NISRA customers were most likely to use it for research and monitoring or formulating policy (figure 7).

Figure 6 - NISRA staff - Frequency of the uses of the Statistics/Research

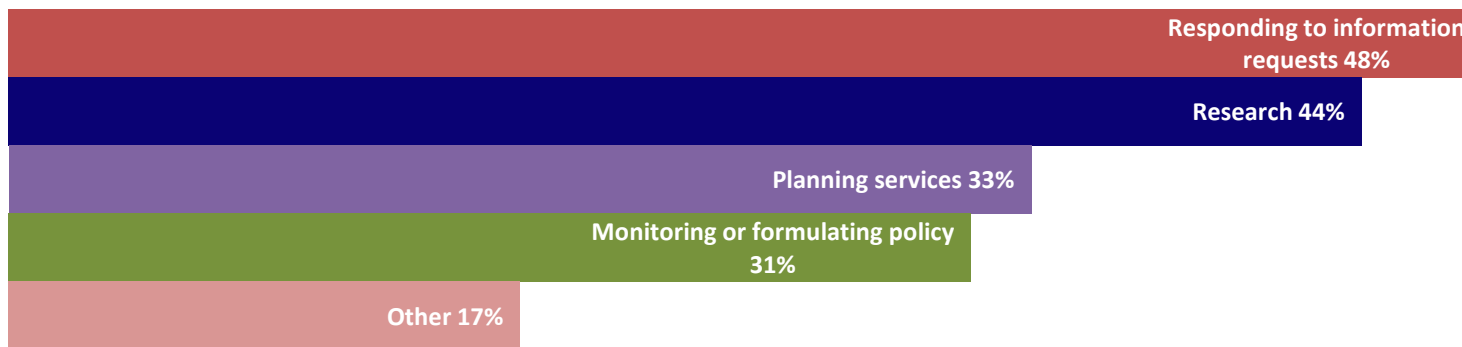
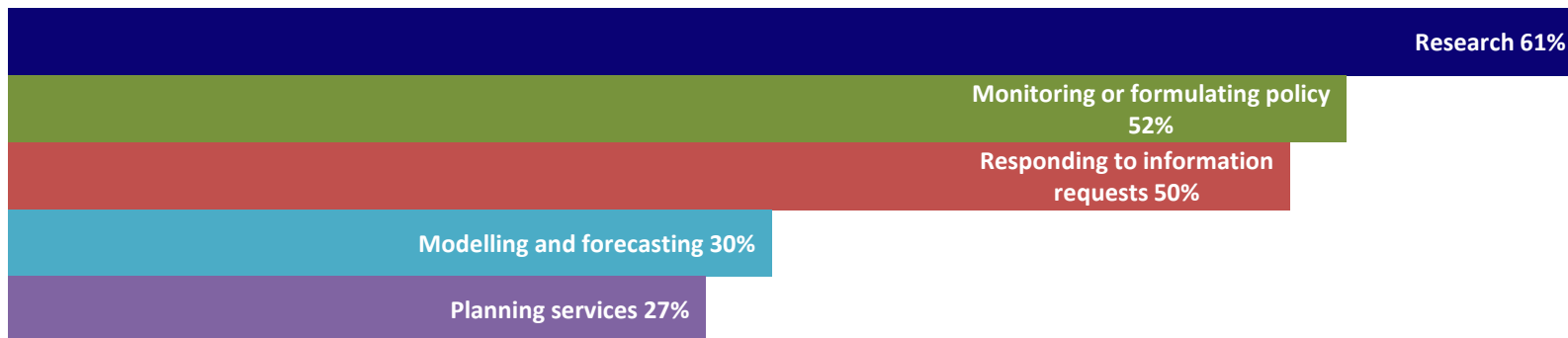


Figure 7 - Non-NISRA staff - Frequency of the uses of the Statistics/Research





## Appendix I - All responses including comparison with previous years

Results from the 2015 customer survey showing all response options are detailed below, with comparative data for 2014, 2011, 2012 and 2013 also included where possible. Please treat any comparative data with caution due to a rewording of questions on the overall service and staff and a neutral option 'neither' being added to all satisfaction questions.

**Table 3**

<b>Overall, how satisfied or dissatisfied were you with the services provided?<sup>1</sup></b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
Very satisfied (%)	71	68	59	70	61
Satisfied (%)	26	30	38	27	36
Neither (%)	3	-	-	-	-
Dissatisfied (%)	1	2	2	2	2
Very Dissatisfied (%)	0	0	1	1	1
<b>Number of cases ^</b>	<b>377</b>	<b>489</b>	<b>529</b>	<b>529</b>	<b>679</b>

**Table 4**

<b>How satisfied or dissatisfied were you with staff in the Branch in terms of <i>politeness/courtesy</i> ?<sup>3</sup></b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
Very satisfied (%)	83	81	75	81	-
Satisfied (%)	16	19	24	18	-
Neither (%)	0	-	-	-	-
Dissatisfied (%)	1	0	0	1	-
Very Dissatisfied (%)	0	0	0	0	-
<b>Number of cases ^</b>	<b>377</b>	<b>489</b>	<b>529</b>	<b>538</b>	<b>-</b>

<sup>1</sup> 2011-14 wording 'Overall, how satisfied were you with the services provided by [the Branch]?'

<sup>3</sup> 2011-14 wording 'How satisfied were you with the politeness/courtesy of staff in [the Branch]?'

^ Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases, for example.

- This question was not asked in this year.

## Appendix I - All responses including comparison with previous years

Table 5

How satisfied or dissatisfied were you with staff in the Branch in terms of <i>knowledge</i> ? <sup>4</sup>	2015	2014	2013	2012	2011
Very satisfied (%)	74	72	65	70	61
Satisfied (%)	24	26	34	28	37
Neither (%)	1	-	-	-	-
Dissatisfied (%)	1	1	0	1	1
Very Dissatisfied (%)	0	0	1	0	0
<b>Number of cases ^</b>	<b>377</b>	<b>489</b>	<b>529</b>	<b>531</b>	<b>677</b>

Table 6

How satisfied or dissatisfied were you with staff in the Branch in terms of <i>timeliness of response</i> ? <sup>5</sup>	2015	2014	2013	2012	2011
Very satisfied (%)	70	67	58	66	57
Satisfied (%)	24	29	39	30	40
Neither (%)	4	-	-	-	-
Dissatisfied (%)	2	2	3	4	3
Very Dissatisfied (%)	0	1	1	0	0
<b>Number of cases ^</b>	<b>377</b>	<b>489</b>	<b>529</b>	<b>532</b>	<b>668</b>

<sup>4</sup> 2011-14 wording 'How satisfied were you with the *knowledge* of staff in [*the Branch*] ?'

<sup>5</sup> 2011-14 wording 'How satisfied were you with the *timeliness of response* from [*the Branch*] ?'

^ Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases, for example.

## Appendix I - All responses including comparison with previous years

Table 7

How satisfied or dissatisfied were you with staff in the Branch in terms of <i>professionalism</i> ? <sup>6</sup>	2015	2014	2013	2012	2011
Very satisfied (%)	78	78	69	75	-
Satisfied (%)	19	21	30	23	-
Neither (%)	2	-	-	-	-
Dissatisfied (%)	1	1	1	1	-
Very Dissatisfied (%)	0	0	0	0	-
<b>Number of cases ^</b>	<b>377</b>	<b>489</b>	<b>529</b>	<b>534</b>	<b>-</b>

Questions in Table 8 to 13 were only asked in 2015.

Table 8

How satisfied or dissatisfied were you with the <i>quality of the statistics</i> you received from the Branch?	2015
Very satisfied (%)	70
Satisfied (%)	26
Neither (%)	3
Dissatisfied (%)	1
Very Dissatisfied (%)	0
<b>Number of cases ^</b>	<b>377</b>

<sup>6</sup>2011-14 wording 'How satisfied were you with the *professionalism* of staff in [the Branch] ?'

<sup>7</sup>Respondents could select more than one option.

<sup>^</sup>Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases, for example.

## Appendix I - All responses including comparison with previous years

**Table 9**

Which, if any, of the following websites did you use to access Statistics and Research services from [Branch]? <sup>7</sup>	2015
NISRA website (%)	29
NINIS website (%)	17
Departmental website (%)	40
None of the websites (%)	43
<b>Number of cases ^</b>	<b>377</b>

**Table 10**

How easy or difficult was it to find the information you require on the <i>NISRA website</i> ?	2015
Very easy (%)	23
Quite easy (%)	56
Neither (%)	6
Quite difficult (%)	9
Very difficult (%)	7
<b>Number of cases ^</b>	<b>104</b>

**Table 11**

How easy or difficult was it to find the information you require on the <i>NINIS website</i> ?	2015
Very easy (%)	24
Quite easy (%)	49
Neither (%)	14
Quite difficult (%)	12
Very difficult (%)	2
<b>Number of cases ^</b>	<b>59</b>

<sup>^</sup> Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases, for example.



## Appendix I - All responses including comparison with previous years

**Table 12**

How easy or difficult was it to find the information you require on the <i>Departmental website</i> ?	2015
Very easy (%)	22
Quite easy (%)	56
Neither (%)	10
Quite difficult (%)	12
Very difficult (%)	0
<b>Number of cases ^</b>	<b>142</b>

**Table 13**

What do you use [Branch] Statistics/Research for? <sup>7</sup>	2015
Research (%)	57
Responding to information requests (%)	49
Monitoring or formulating policy (%)	46
Planning services (%)	29
Modelling and forecasting (%)	24
Business/financial planning/funding bids (%)	17
Media (%)	15
Market analysis (%)	11
Preparing legislation (%)	5
Other (%)	13
<b>Number of cases ^</b>	<b>377</b>

<sup>7</sup> Respondents could select more than one option.

^ Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases, for example.

## Appendix I - All responses including comparison with previous years

Table 14

Did you complain about any aspect of the service provided by this branch?	2015	2014	2013	2012	2011
Yes (%)	0	1	1	2	1
No (%)	99	99	99	98	98
Don't know (%)	1	0	0	1	1
<b>Number of cases ^</b>	<b>377</b>	<b>489</b>	<b>529</b>	<b>521</b>	<b>665</b>

Table 15

How satisfied were you with the way your complaint was handled? ( <i>number of respondents</i> ) <sup>8,9</sup>	2015	2014	2013	2012	2011
Very satisfied	0	1	1	0	2
Satisfied	0	2	3	3	2
Neither	0	-	-	-	-
Dissatisfied	0	2	1	4	2
Very Dissatisfied	0	1	0	0	1
<b>Number of cases ^</b>	<b>0</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>7</b>

<sup>^</sup> Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases, for example.

<sup>8</sup> Due to small base, counts are provided rather than percentages.

<sup>9</sup> This question was only asked of those who said that they had complained about aspects of the service provided by the branch.

## Appendix II - Data Quality

### Relevance

The questionnaire was approved by NISRA Corporate Services and captures the data considered necessary to measure the level of satisfaction with the Agency overall. This is in line with requirements outlined by DFP Departmental Board and with various dimensions of customer service. In line with the Chief Executive Targets contained within the 2015/16 NISRA Business Plan, a review of the NISRA Customer Satisfaction Survey was carried out. Its recommendations were implemented with updates made to both the questionnaire and the methodology.

### Accuracy

The figures represent the online survey responses received during the period Monday 1st February to Friday 19th February 2016. SNAP 11 Survey Software was used to produce the survey, with SNAP Webhost used to administer the survey online to customers.

Staff in Human Resource Consultancy Services (HRCS) carried out validation checks on the email lists supplied by each NISRA branch, as well as the electronic responses.

Questions were routed and respondents were required to answer only those questions that applied to them. Certain questions were compulsory, which eliminated the possibility of a respondents accidentally omitting to answer.

The SNAP survey saved a small text file (cookie) on a respondent's computer, which saved their position in the survey and prevented them completing multiple copies of the questionnaire.

The customer list was dependent on participating NISRA branches supplying a comprehensive list of their key customers. Thirty two branches within NISRA were asked to supply such a list. Invalid email addresses were queried and where possible corrected. In a small number of cases, these addresses could not be corrected, so the survey did not reach the full list of customers.

Some individuals were identified as being a customer of up to five NISRA branches.

The response rate for the survey was 36%.

## Appendix II - Data Quality

### **Timeliness and Punctuality**

This report relates to customers of NISRA during 2015. The survey was carried out between the Monday 1st and Friday 19th February 2016. The report was published on Thursday 12th May 2016.

### **Accessibility and Clarity**

The questionnaire was administered electronically to each email address supplied and was available in text format to aid users of most screen-reading software. Survey administrators were also available to assist and advise respondents by both telephone and email should they require additional assistance. The questionnaire was also available in other formats upon request.

These findings include tables, charts and text highlighting key facts and are available in other formats upon request.

### **Coherence and Comparability**

The 'NISRA Customer Satisfaction 2015' differed from previous years in that the satisfaction questions moved from a '4-point' scale to a '5 point scale' with a neutral option 'neither' category included. This brought the questionnaire in line with DFP. There has also been a rewording of questions on the overall service and staff. This means that the results are not directly comparable with previous surveys and any comparisons must be treated with caution. A number of new questions have been included relating to websites and uses of statistics/research. The questions on using NISRA in the future and words to describe NISRA were not included in 2015.

### **Confidentiality**

The results are presented in such a way that no respondent is identifiable.

### **Rounding**

Percentages are presented as whole numbers for ease of reading. Due to the rounding process, totals may not be exactly 100%. For example, if you add together the % Strongly agree, % Agree, % Neutral, % Disagree and % Strongly disagree these will not total 100% on each occasion. To give maximum accuracy, rounding is performed at the final stage of calculation.

## Appendix II - Data Quality

### Abbreviations

<b>NISRA</b>	Northern Ireland Statistics and Research Agency
<b>HRCS</b>	Human Resource Consultancy Services
-	This question was not asked.
^	Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases, for example.

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