



NISRA Customer Satisfaction 2014

Produced March 2015

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Key Points

98%
of respondents
were satisfied
with the service
provided by
NISRA.

- The great majority of customers (**98%**) were satisfied with the overall service provided by NISRA, with similar levels of satisfaction found for various aspects of that service.
- Some **96%** of customers said that they were likely to use NISRA's services again.
- Satisfaction with the service provided by NISRA was higher amongst respondents who were not NISRA staff, than those who were NISRA staff.
- The proportion of respondents who were very satisfied with the overall service provided by NISRA increased to **68%** in 2014, compared to 59% in 2013.

Introduction

Background

The 2014 NISRA Customer Satisfaction Survey is the eleventh 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 April 2012, the DFP Departmental Board agreed that customer surveys should include three core questions. NISRA has included these questions in this and previous customer surveys. The findings from the customer survey are also used to monitor achievement of one of NISRA's 2014/2015 Chief Executive Targets, "To achieve no less than 96% of users rating NISRA's services and products as satisfactory or better".

Notes

Customers were identified by NISRA branches and provided to Human Resource Consultancy Services (HRCS). The questionnaire was issued by email through SNAP Webhost to 2,010 individuals who had been identified as a customer during 2014. The fieldwork was carried out over a three week period during January and February 2015.

Response

A total of 437 customers submitted a response, amounting to a response rate of 24% of the valid email addresses supplied¹. This is comparable with the same survey in the previous year. Around one fifth of those who responded were staff from within NISRA.

Some individuals were identified as being a customer by more than one NISRA branch. Consequently, some customers reviewed more than one branch, and a total of 489 cases were recorded.

¹178 email addresses were not valid.

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http://www.nisra.gov.uk/publications/NISRA_Customer_Satisfaction.html

Earlier NISRA customer satisfaction surveys can be found at this link:

www.nisra.gov.uk/publications/NISRA_Customer_Satisfaction.html



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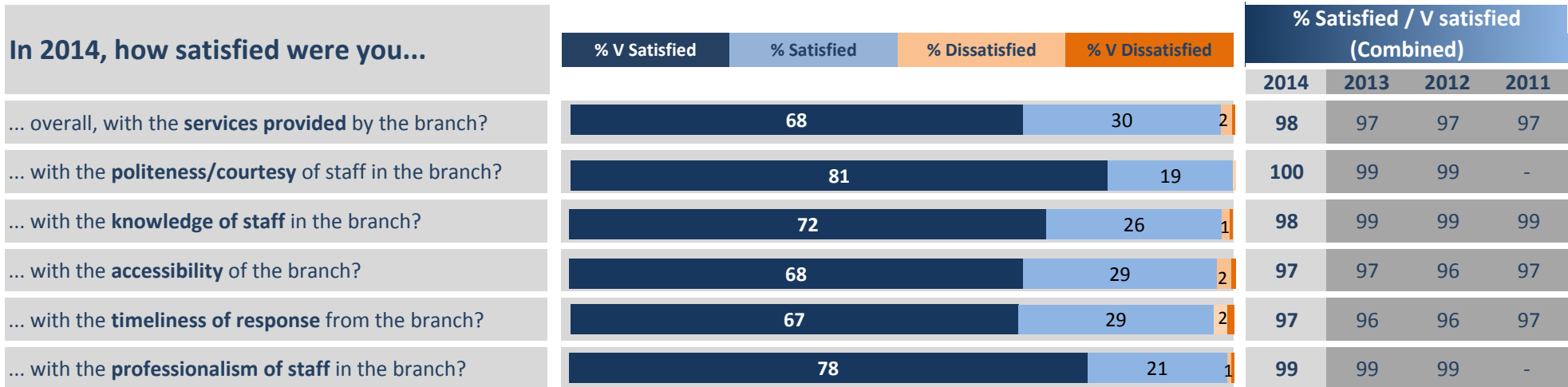
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Results - overall

The overall results from the 2014 customer survey are detailed in Figure 1. Comparative data for 2011, 2012 and 2013 are also included. A further breakdown is available in Appendix II.

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

Fig 1



- this question was not asked.

Results - NISRA versus non-NISRA respondents

Table 1

In 2014, how satisfied were you...		% Satisfied / Very satisfied (Combined)
		2014
... overall, with the services provided by the branch?	NISRA Staff	96
	non-NISRA	99
... with the politeness/courtesy of staff in the branch?	NISRA Staff	99
	non-NISRA	100
... with the knowledge of staff in the branch?	NISRA Staff	96
	non-NISRA	100
... with the accessibility of the branch?	NISRA Staff	96
	non-NISRA	98
... with the timeliness of response from the branch?	NISRA Staff	97
	non-NISRA	97
... with the professionalism of staff in the branch?	NISRA Staff	97
	non-NISRA	100

Around **one fifth** of customers who responded to the survey were **staff within NISRA**.

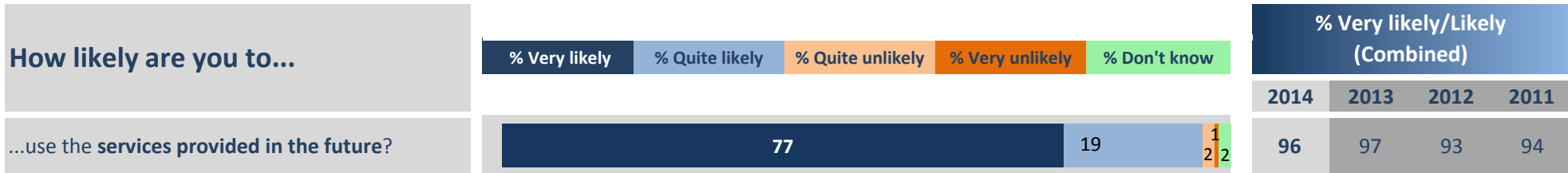
Table 1 compares the survey responses from NISRA staff and non-NISRA staff who were customers of the Agency during 2014.

A breakdown of results in terms of 'key' and other 'non key' customers identified by NISRA is provided in Appendix I.

Results - use of NISRA in the future

The majority of respondents said that they would be likely to use the services provided by NISRA again (Figure 2). Further breakdowns are available in Appendix II.

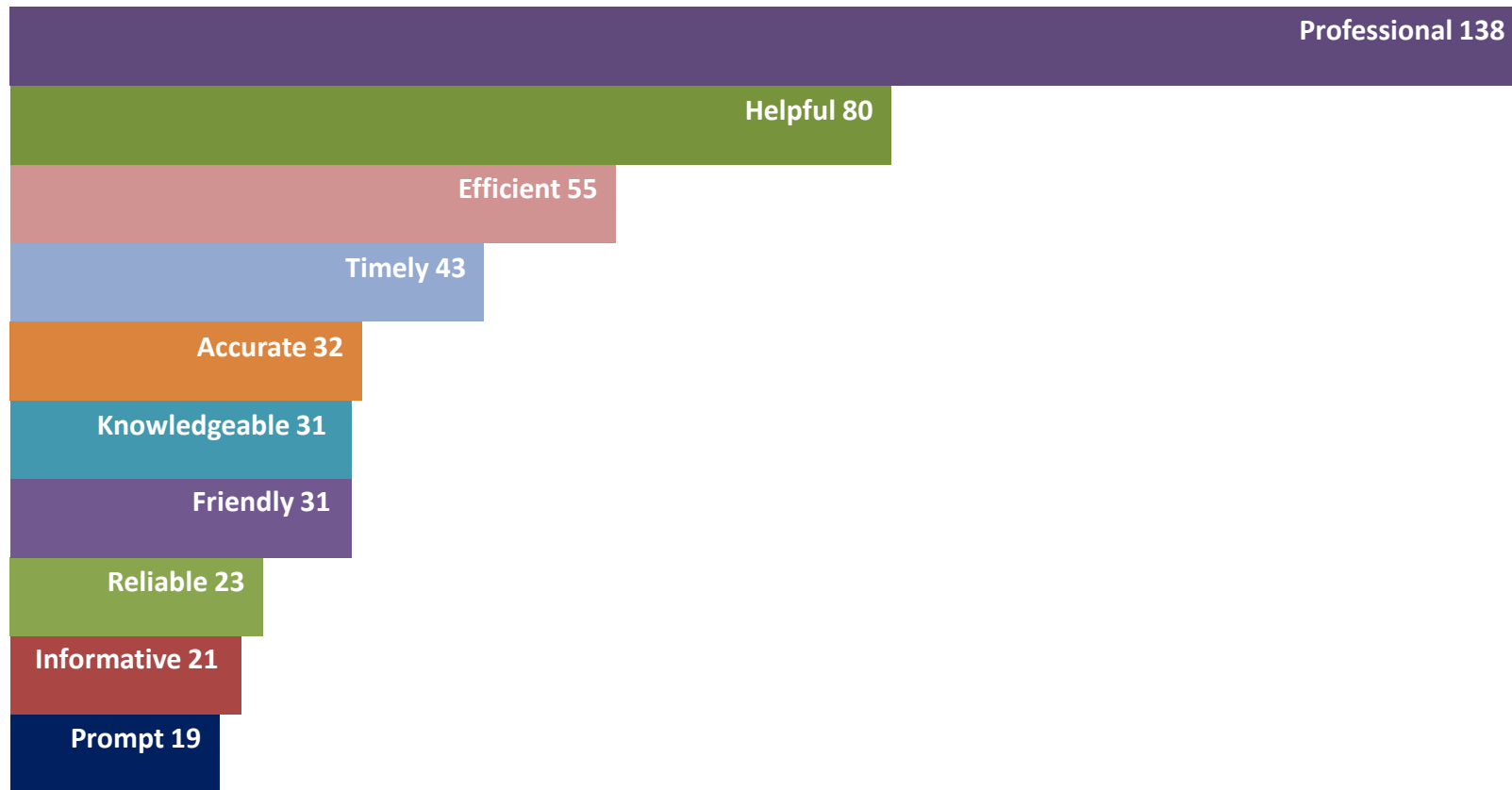
Fig 2



Results - Top ten words to describe the service provided by NISRA

In response to the question, 'what three words would you use to characterise the service provided by NISRA?', the 10 most common words are displayed below. The full list of words used to describe NISRA's services can be found in Appendix III.

Fig 3 - Frequency of the 10 most common words used to describe NISRA



Appendix I - Key Customers versus Non-Key Customers

Table 2

In 2014, how satisfied were you...	Customer Type	% Satisfied / Very satisfied (Combined)
		2014
... overall, with the services provided by the branch?	<i>Non-Key Customer</i>	99
	<i>Key Customer</i>	97
... with the politeness/courtesy of staff in the branch?	<i>Non-Key Customer</i>	100
	<i>Key Customer</i>	99
... with the knowledge of staff in the branch?	<i>Non-Key Customer</i>	99
	<i>Key Customer</i>	98
... with the accessibility of the branch?	<i>Non-Key Customer</i>	98
	<i>Key Customer</i>	97
... with the timeliness of response from the branch?	<i>Non-Key Customer</i>	97
	<i>Key Customer</i>	97
... with the professionalism of staff in the branch?	<i>Non-Key Customer</i>	100
	<i>Key Customer</i>	98

Branches were asked to determine whether or not each customer they identified was considered to be a **Key Customer**.

Around **three fifths** of respondents were considered to be key customers by NISRA's branches.

Table 2 compares the responses of those identified as **key customers** to those considered not to be, labelled as **non-key customers**.

Appendix II - Comparison with previous years

Results from the 2014 customer survey showing all response options are detailed below, with comparative data for 2011, 2012 and 2013 also included where possible.

Table 3

Overall, how satisfied were you with the products and services provided?	2014	2013	2012	2011
Very satisfied (%)	68	59	70	61
Satisfied (%)	30	38	27	36
Dissatisfied (%)	2	2	2	2
Very Dissatisfied (%)	0	1	1	1
Number of cases ¹	489	529	529	679

Table 4

How satisfied were you with the <i>politeness/courtesy</i> of staff in [<i>the Branch</i>] ?	2014	2013	2012	2011
Very satisfied (%)	81	75	81	-
Satisfied (%)	19	24	18	-
Dissatisfied (%)	0	0	1	-
Very Dissatisfied (%)	0	0	0	-
Number of cases ¹	489	529	538	-

¹ 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.

Appendix II - Comparison with previous years

Table 5

How satisfied were you with the <i>knowledge</i> of staff in [the Branch] ?	2014	2013	2012	2011
Very satisfied (%)	72	65	70	61
Satisfied (%)	26	34	28	37
Dissatisfied (%)	1	0	1	1
Very Dissatisfied (%)	0	1	0	0
Number of cases ¹	489	529	531	677

Table 6

How satisfied were you with the <i>accessibility</i> of [the Branch] ?	2014	2013	2012	2011
Very satisfied (%)	68	56	66	62
Satisfied (%)	29	41	31	35
Dissatisfied (%)	2	3	3	2
Very Dissatisfied (%)	1	1	1	1
Number of cases ¹	489	529	534	673

Table 7

How satisfied were you with the <i>timeliness of response</i> from [the Branch] ?	2014	2013	2012	2011
Very satisfied (%)	67	58	66	57
Satisfied (%)	29	39	30	40
Dissatisfied (%)	2	3	4	3
Very Dissatisfied (%)	1	1	0	0
Number of cases ¹	489	529	532	668

¹ 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 II - Comparison with previous years

Table 8

How satisfied were you with the <i>professionalism</i> of staff in [the Branch] ?	2014	2013	2012	2011
Very satisfied (%)	78	69	75	-
Satisfied (%)	21	30	23	-
Dissatisfied (%)	1	1	1	-
Very Dissatisfied (%)	0	0	0	-
Number of cases ¹	489	529	534	-

Table 9

Did you also use services from this branch in the previous year, that is, 2013?	2014	2013	2012	2011
Yes (%)	76	78	73	85
No (%)	19	18	25	11
Don't know (%)	5	3	3	4
Number of cases ¹	489	529	534	677

Table 10

Do you think the service provided by [the Branch] in 2014 was better, worse or about the same as the service provided in 2013?	2014	2013	2012	2011
Much better (%)	2	2	1	4
Better (%)	15	17	16	22
About the same (%)	82	79	81	72
Worse (%)	2	2	1	2
Much worse (%)	0	0	0	0
Number of cases ¹	371	414	386	573

¹ 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.

Appendix II - Comparison with previous years

Table 11

How likely are you to use the services provided by [the branch] in the future?	2014	2013	2012	2011
Very likely (%)	77	75	72	74
Quite likely (%)	19	22	21	20
Quite unlikely (%)	2	2	2	3
Very unlikely (%)	1	0	1	1
Don't know (%)	2	1	4	1
Number of cases ¹	489	529	533	674

Table 12

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

Table 13

How satisfied were you with the way your complaint was handled? ²	2014	2013	2012	2011
Very satisfied	1	1	0	2
Satisfied	2	3	3	2
Dissatisfied	2	1	4	2
Very Dissatisfied	1	0	0	1
Number of cases ¹	6	5	7	7

¹ Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases, for example.

² Due to small base, numbers are provided rather than percentages.

Appendix III- Three words to describe the service provided by NISRA

What three words would you use to characterise the service provided by NISRA?

Table 14

Word	Frequency	Word	Frequency	Word	Frequency	Word	Frequency
PROFESSIONAL	138	THOROUGH	4	IMPORTANT	1	UNDERUTILISED	1
HELPFUL	80	ESSENTIAL	4	PLEASANT	1	INTERESTED	1
EFFICIENT	55	INCISIVE	4	ENLIGHTENING	1	TAILORED	1
TIMELY	43	CLEAR	4	CONNECTED	1	KEEN	1
ACCURATE	32	PRECISE	4	PRICELESS	1	SPECIFIC	1
FRIENDLY	31	SLOW	3	CUSTOMER FRIENDLY	1	ACCOMMODATING	1
KNOWLEDGEABLE	31	VALUABLE	3	INTERESTING	1	SIMPLE	1
RELIABLE	23	DEDICATED	3	CONSIDERED	1	EXCEPTIONAL	1
INFORMATIVE	21	RELEVANT	3	FACTUAL	1	UNDERSTANDING	1
PROMPT	19	INFORMED	3	PASSIONATE	1	ROBUST	1
EXCELLENT	15	APPROACHABLE	3	INSIGHTFUL	1	OBJECTIVE	1
SPEEDY/FAST/QUICK	14	CONSTRUCTIVE	3	CONFUSING	1	BUSINESS-LIKE	1
COURTEOUS	14	MEANINGFUL	2	OUT OF TOUCH	1	LACKING CUSTOMER FOCUS	1
EFFECTIVE	13	USER FRIENDLY	2	POOR	1	ENCOURAGING	1
USEFUL	13	PERSONAL	2	INDIFFERENT	1	AGREEABLE	1
GOOD/VERY GOOD	13	BENEFICIAL	2	FLEXIBLE	1	SATISFACTORY	1
POLITE	13	PROACTIVE	2	UNDERVALUED	1	DILIGENT	1
RESPONSIVE	10	INDEPENDENT	2	OBLIGING	1	SOLID	1
ACCESSIBLE	10	CONCISE	2	CO-OPERATIVE	1	COSTS TOO MUCH	1
COMPREHENSIVE	9	TRUST/TRUSTED	2	SCIENTIFIC	1	VALUE-ADDING	1
QUALITY	9	FIRST/TOP CLASS	2	IMPROVING VALUE	1	CUSTOMER FOCUSED	1
EXPERT	7	DETAILED	2	CONSERVATIVE	1	COMPETENT	1
SUPPORTIVE	7	TRANSPARENT	2	DIFFICULT	1		
FRIENDLY/AMIABLE	6	UNTAPPED RESOURCE	1	COMPLETE	1		
CONSISTENT	4	CURRENT	1	THOUGHTFUL	1		
NECESSARY	4	APPROPRIATE	1	PATIENT	1		
VITAL	4	PUNCTUAL	1	INDIVIDUAL SERVICE	1		

Key:
POSITIVE WORD
NEGATIVE WORD

Appendix IV - 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.

The findings from the customer survey are also used to monitor achievement of one of NISRA's 2014/2015 Chief Executive Targets, "To achieve no less than 96% of users rating NISRA's services and products as satisfactory or better".

Accuracy

The figures represent the online survey responses received during the period Monday 26th January to Friday 13th February. 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 customers - flagged as key and non-key customers as defined by the branch. Thirty two branches within NISRA were asked to supply such a list. In a small number of cases, invalid email addresses were supplied, so the survey did not reach the full list of customers.

It should be noted that customers were flagged as key and non key customers by NISRA branches – it is possible that some non key customers had limited contact with NISRA. Some individuals were identified as being a customer of up to six NISRA branches.

The response rate for the survey was 24%, which is comparable to previous years. An improved response rate is one quality issue that will need to be addressed for subsequent surveys.

Appendix IV - Data Quality

Timeliness and Punctuality

The report relates to customers of NISRA during 2014. A short headline report was sent to NISRA Corporate Services within one week of the survey closing. The full report 'NISRA Customer Satisfaction 2014' has been produced by Friday 13th March 2015.

The publication date is Thursday 26th March 2015.

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 have required additional assistance. The questionnaire was 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 2014' report provides a comparison of responses to the same surveys carried out in 2011, 2012 and 2013 and includes the key questions. However, NISRA responses are based on a '4-point' scale, which is not in line with the rest of DFP. A NISRA working group will convene in 2015 to consider improving coherence and comparability and other quality issues such as the response rate.

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

Appendix IV - Data Quality

Abbreviations

NISRA	Northern Ireland Statistics and Research Agency
HRCS	Human Resource Consultancy Services
-	This question was not asked.

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