

## **Northern Ireland Statistics and Research Agency (NISRA) Headline Results from the Annual Customer Satisfaction Survey 2012.**

Each year the Northern Ireland Statistics and Research Agency (NISRA) implements a customer survey with its key and casual customers. This is the ninth year that the survey has been carried out by NISRA's Central Survey Unit. The survey is completed online with customers contacted via e-mail. The survey ran from 21<sup>st</sup> February until 15<sup>th</sup> March 2013.

NISRA is an Executive Agency within the Department of Finance and Personnel (DFP). Almost two fifths (39%) of all NISRA statisticians work in branches that are located within the DFP, with the remaining NISRA statisticians located in various Northern Ireland Government Departments and Agencies outside the DFP. The 2012 NISRA Customer Survey focused on the customers of all branches.

492 individuals responded to the survey and, as some of these responded as customers of more than one NISRA branch, the highest number of responses achieved for branch-level questions was 539.

### **Key findings**

- Overall, 97% of respondents were either '*satisfied*' or '*very satisfied*' with the services provided by the relevant NISRA branch in the last year (27% were '*satisfied*' and 70% were '*very satisfied*').
- 99% of respondents were either '*satisfied*' or '*very satisfied*' with the politeness/courtesy of staff in the relevant NISRA branch (18% were '*satisfied*' and 81% were '*very satisfied*').

- 99% of respondents were either '*satisfied*' or '*very satisfied*' with the knowledge of staff in the relevant NISRA branch (28% were '*satisfied*' and 70% were '*very satisfied*'<sup>1</sup>).
- 96% of respondents were either '*satisfied*' or '*very satisfied*' with the accessibility of staff in the relevant NISRA branch (31% were '*satisfied*' and 66% were '*very satisfied*'<sup>1</sup>).
- 96% of respondents were either '*satisfied*' or '*very satisfied*' with the timeliness of response from the relevant NISRA branch (30% were '*satisfied*' and 66% were '*very satisfied*').
- 99% of respondents were either '*satisfied*' or '*very satisfied*' with the professionalism of staff in the relevant NISRA branch (23% were '*satisfied*' and 75% were '*very satisfied*'<sup>1</sup>).
- Of those respondents who had made use of products or services at a NISRA branch in the previous year, 81% thought the service in 2012 was '*about the same*' as that provided in 2011. 18% felt the service provided in 2012 was '*better*' or '*much better*' than 2011, while just 1% considered the service in 2012 to be '*worse*' than in 2011. No customers felt the service provided in 2012 was '*much worse*' than the previous year.
- 93% of respondents said that they were either '*quite likely*' or '*very likely*' to use the services provided by the branch again in the future (21% '*quite likely*' and 72% '*very likely*').
- Just 2% of all those who responded to the survey had made a complaint about some aspect of the service they received in the previous 12 months.

## **Discussion**

The findings from the customer survey are used to monitor achievement of one of NISRA's 2012/13 Chief Executive Targets, "To achieve no less than 96% of users rating NISRA's services and products as satisfactory or better". The results show that the target was achieved with 97% of respondents stating that they were either '*satisfied*' or '*very satisfied*' with the services provided by the relevant NISRA branch in the last year (70% were '*very satisfied*').

While the overall level of satisfaction has remained stable over the last year there has been an increase in the proportion of respondents who were '*very satisfied*' with the products and services provided (from 61% in 2011 to 70% in 2012). Similarly the proportion stating that they were very satisfied with the knowledge of staff in the branch increased from 61% to 71% and the proportion

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<sup>1</sup> Percentages have been rounded and therefore do not add to overall figure.

who were very satisfied with the timeliness of responses increased from 57% to 66% between 2011 and 2012.

**For further tabular data or information on the survey please contact Eilish Murtagh, NISRA Corporate Services Branch, 028 90348115.**

<sup>1</sup> Percentages have been rounded and therefore do not add to overall figure.