

Customer Satisfaction with NISRA 2013

Key Points

- NISRA is an Executive Agency within the Department of Finance and Personnel (DFP). As at the end of March 2013, 250 NISRA staff worked within DFP, 143 were out-posted to the other 11 NI Government Departments and 38 were seconded to non-departmental public bodies and other organisations.
- The 2013 NISRA customer survey was an online survey of customers of NISRA branches.
- Of those who responded to the NISRA customer survey, 97% were satisfied or very satisfied with the services provided by the Agency.
- Of those who responded to the NISRA customer survey, 99% were satisfied or very satisfied with the politeness, knowledge and professionalism of the staff in NISRA branches.
- Only 1% of respondents made a complaint about some aspect of the service they had received in 2013.

Introduction

This is the tenth [Statistics Bulletin in the series](#) to report on the level of customer satisfaction with the services that the Northern Ireland Statistics and Research Agency (NISRA) provides. NISRA is an Executive Agency within the Department of Finance and Personnel (DFP). In April 2012, the DFP Departmental Board agreed that DFP customer surveys should include 3 core questions. As an Executive Agency of DFP, NISRA has included the 3 questions specified by the DFP Board in this customer survey and the previous one in the series. The findings from the customer survey are used to monitor achievement of one of NISRA's 2013/14 Chief Executive Targets, "To achieve no less than 96% of users rating NISRA's services and products as satisfactory or better."

This is the first year that the NISRA customer survey has been carried out by NISRA's Human Resource Consultancy Service. Previous surveys were conducted by NISRA's Central Survey Unit. The survey was issued to all customers including staff within NISRA that accessed the services of another NISRA branch.

Customers were contacted via e-mail and asked to complete the online survey. The survey fieldwork was completed in February and March 2014.

471 individuals responded to the survey, the majority (384) of whom were customers outside of NISRA. As some of these responded as customers of more than one NISRA branch, the highest number of responses achieved for branch-level questions was 529.

Results

The results for the 3 core questions relating to politeness, knowledge and professionalism of NISRA staff are detailed in Table 1 and represented graphically in Figure 1, overleaf. Also included is the overall customer satisfaction with the NISRA products and services provided in 2013.

Table 1: Percentage of respondents at each of 4 satisfaction levels for the politeness, knowledge, professionalism and overall service with NISRA staff and products, 2013.

	Overall Service	Politeness	Knowledge	Professionalism
Very Satisfied	59%	75%	65%	69%
Satisfied	38%	24%	34%	30%
Dissatisfied	2%	0%	0%	1%
Very Dissatisfied	1%	0%	1%	0%
	100	100	100	100
<i>Base</i>	529	529	529	529

Note: Totals may not add to 100% due to rounding.

The results show that the NISRA 2013/14 Chief Executive Target, “To achieve no less than 96% of users rating NISRA’s services and products as satisfactory or better” has been achieved, with 97% of respondents stating that they were satisfied or very satisfied with the products and services provided by NISRA branches in 2013.

It is clear from Figure 1 that NISRA staff are polite and professional when dealing with their customers and are also deemed knowledgeable in their field with a 99% satisfaction level reached for each of these 3 core areas of customer service.

It is also clear from Figure 1 that NISRA enjoys very low rates of dissatisfaction among its customers. Only 3 respondents expressed dissatisfaction with the politeness/courtesy of staff in NISRA branches. Equally low levels of dissatisfaction were recorded in relation to professionalism of staff and knowledge of staff in NISRA branches. Overall, only 1% of respondents complained about any aspect of the service provided. Of those that did complain the majority were satisfied with how NISRA dealt with their concerns. See Tables 4.1 and 4.2 in Annex A for detailed figures.

Figure 1: Percentage of respondents at each of 4 satisfaction levels for the politeness, knowledge, professionalism and overall service with NISRA staff and products, 2013.

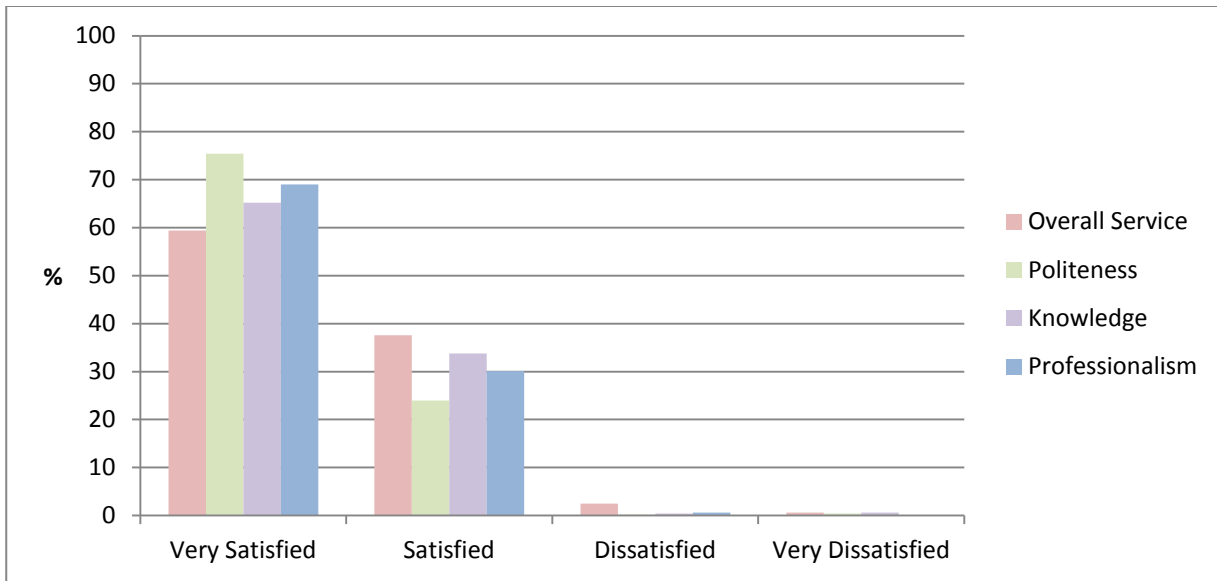


Table 2 shows the percentage of respondents that were satisfied or very satisfied with the overall service and the 3 core DFP areas of customer service for 2011, 2012 and 2013. Data on the politeness and professionalism of staff in NISRA branches is not available for 2011 as these questions were introduced in 2012. The figures show that NISRA branches have consistently scored very highly in all of these areas. While the overall level of satisfaction with the services provided remained stable over the past year, there was a shift in the balance between very satisfied and satisfied, with a drop from 70% to 59% in the proportion who were very satisfied and a corresponding increase from 27% to 38% in the proportion of respondents who were satisfied with the services provided. A similar shift was evident in relation to politeness, knowledge and professionalism of staff.

Table 2: Percentage of respondents that were, satisfied or very satisfied with the politeness, knowledge, professionalism and overall service with NISRA staff and products in 2011, 2012 and 2013.

	Overall Service	Politeness	Knowledge	Professionalism
2011	97%	NA	99%	NA
2012	97%	99%	99%	99%
2013	97%	99%	99%	99%

NA = Question not asked

The NISRA customer survey also considered the accessibility of the branch and the timeliness of the response received. These questions received a similar satisfaction level to the overall service, with a 97% satisfaction level for accessibility and timeliness of response. However, the proportion

very satisfied with the accessibility of the branch decreased from 66% in 2012 to 56% in 2013 while the proportion satisfied increased from 31% to 41%. Similarly the proportion *very* satisfied with the timeliness of response decreased from 66% in 2012 to 58% in 2013 while the proportion satisfied increased from 30% to 39%.

The survey also included a question on how the service provided in 2013 compared with that in 2012. Of those respondents who had made use of the service in the previous year, 79% thought the service was the same in 2013 as in 2012, while 19% thought the service had improved since 2012. The majority of respondents (97%) said they were either “quite likely” or “very likely” to use the service provided by the branch again in the future. The detail of the responses to these questions, and others, is given in Annex A. Also included, where possible, are comparable figures for the 2011 and 2012 customer surveys.

Annex A

The results for the 2013 customer survey are detailed below. Comparative data for 2011 and 2012 are included, where possible.

In the following tables, figures coloured red indicate that there has been a significant ($p < 0.05$) decrease in the percentage when compared with the previous year. Figures coloured green indicate that there has been a significant increase in the percentage when compared with the previous year. In the absence of a green or red colour the percentage change from the previous year is not a significant change or the sample size has been too small to reach statistical significance ($p < 0.05$).

1.1 Overall, how satisfied were you with the products and services provided?

	2011	2012	2013
Very Satisfied	61%	70%	59%
Satisfied	36%	27%	38%
Dissatisfied	2%	2%	2%
Very Dissatisfied	1%	1%	1%
Total	100	100	100
<i>Base</i>	679	529	529

1.2 How satisfied were you with the politeness/courtesy of staff in the branch?

	2011	2012	2013
Very Satisfied	NA	81%	75%
Satisfied	NA	18%	24%
Dissatisfied	NA	1%	0%
Very Dissatisfied	NA	0%	0%
Total	NA	100	100
<i>Base</i>	NA	538	529

1.3 How satisfied were you with the knowledge of staff in the branch?

	2011	2012	2013
Very Satisfied	61%	70%	65%
Satisfied	37%	28%	34%
Dissatisfied	1%	1%	0%
Very Dissatisfied	0%	0%	1%
Total	100	100	100
<i>Base</i>	677	531	529

Note: Totals may not add to 100% due to rounding.

1.4 How satisfied were you with the accessibility of the branch?

	2011	2012	2013
Very Satisfied	62%	66%	56%
Satisfied	35%	31%	41%
Dissatisfied	2%	3%	3%
Very Dissatisfied	1%	1%	1%
Total	100	100	100
<i>Base</i>	673	534	529

1.5 How satisfied were you with the timeliness of response from the branch?

	2011	2012	2013
Very Satisfied	57%	66%	58%
Satisfied	40%	30%	39%
Dissatisfied	3%	4%	3%
Very Dissatisfied	0%	0%	1%
Total	100	100	100
<i>Base</i>	668	532	529

1.6 How satisfied were you with the professionalism of staff in the branch?

	2011	2012	2013
Very Satisfied	NA	75%	69%
Satisfied	NA	23%	30%
Dissatisfied	NA	1%	1%
Very Dissatisfied	NA	0%	0%
Total	NA	100	100
<i>Base</i>	NA	534	529

Note: Totals may not add to 100% due to rounding.

2. Quality of Service Compared to Previous Year

2.1 Did you also use services from this branch in the previous year, that is, 2012?

	2011	2012	2013
Yes	85%	73%	78%
No	11%	25%	18%
Don't Know	4%	3%	3%
Total	100	100	100
<i>Base</i>	677	534	529

2.2 Do you think the service provided by the branch in 2012 was better, worse or about the same as the service provided in 2013?

	2011	2012	2013
Much Better	4%	1%	2%
Better	22%	16%	17%
About the same	72%	81%	79%
Worse	2%	1%	2%
Much Worse	-	-	-
Total	100	100	100
<i>Base</i>	573	386	414

Note: A "-" Denotes that there were no responses in this category

3. Likelihood of Utilising NISRA Services in the Future

3.1 How likely are you to use the services provided by this branch in the future?

	2011	2012	2013
Very likely	74%	72%	75%
Quite likely	20%	21%	22%
Quite unlikely	3%	2%	2%
Very unlikely	1%	1%	0%
Don't Know	1%	4%	1%
Total	100	100	100
<i>Base</i>	674	533	529

Note: Totals may not add to 100% due to rounding.

4. Customer Complaints

4.1 Did you complain about any aspect of the service provided by this branch?

	2011	2012	2013
Yes	1%	2%	1%
No	98%	98%	99%
Don't Know	1%	1%	0%
Total	100	100	100
<i>Base</i>	665	521	529

Note: Totals may not add to 100% due to rounding.

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

	2011	2012	2013
Very Satisfied	2	0	1
Satisfied	2	3	3
Dissatisfied	2	4	1
Very Dissatisfied	1	0	0
Total	7	7	5

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

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