



Customer Satisfaction Survey 2007

Executive Summary



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Background and Objectives

This report outlines the key findings of Disclosure Scotland's Customer Satisfaction Survey conducted in November / December 2007. The purpose of the research was to establish the customers' views of specific aspects of the service of issuing disclosures and the overall service delivery. Customers, in this case, were individuals within organisations pre-registered with Disclosure Scotland as a Registered Body and who would apply for Standard and Enhanced Disclosures on behalf of their organisation.

The survey was conducted by means of a telephone interview and 1004 interviews were completed in total. In 2005 a similar survey was undertaken and this served as a benchmark for all future customer satisfaction surveys.

In addition to this survey a further survey of 100 telephone interviews were also conducted with individuals who are responsible for overseeing applications in respect of Basic Disclosures.

Main Findings

- ❖ There was little change in the levels of customer satisfaction compared with the 2005 survey. However, there was some improvement on what was already a very high score which is very encouraging.
- ❖ Overall satisfaction with the service provision of Disclosure Scotland is very high. On a scale of one to ten where 10 was very satisfied and 1 was very dissatisfied, 91% of the respondents rated the overall service as 7 or better. This represents a rise in satisfaction compared with the 2005 survey when 89% of respondents rated the service as 7 or better. Furthermore, 40% gave the overall service a rating of 9 or 10 up from 32% in 2005. Only 1% rated the service 3 or lower.
- ❖ The key reason given for satisfaction with the service was the 'prompt reply to applications or submissions' (49%).
- ❖ Satisfaction is highest for the service elements of 'helpfulness of helpline staff' (average score of 8.66 out of 10) and 'time taken to answer a query to the helpline' (average score of 8.36). There is slightly less satisfaction with the service element of 'time taken to process applications' (average score of 7.34).
- ❖ The most important service standard to customers is the 'time taken to process applications' (average score of 9.51) while of less importance is the 'overall accessibility of Disclosure Scotland' (average score of 9.14).
- ❖ It is important to note that 'time taken to process applications' was rated as the most important service standard, however, it was the element that respondents were less satisfied with. Furthermore it is a recurring theme throughout the results of the survey and it is a key variable in driving overall satisfaction which Disclosure Scotland should continue to focus on and improve.
- ❖ Around three in four respondents interviewed (74%) indicated they found the new application form easier to use. Key reasons for this were because there were 'less applicants signing in the wrong place' (38%); the 'colour coding' (24%) and that the 'layout is better and more logical' (18%).
- ❖ Thirty percent of respondents felt that the timescales in receiving their disclosures were not suitable to their organisations' needs. This has worsened slightly since the 2005 survey in which 26% found the timescales unsuitable. The key reason given for why the timescales were unsuitable was that '*the organisations had a delay in starting new staff as a result of slow processing*' (74%).
- ❖ Only a small proportion of respondents (8%) have had to raise a dispute with Disclosure Scotland in the past year. In the main, these disputes related to the accuracy of information (74%). The highest proportion of respondents (44%) said 'other person raised dispute' in relation to the main method of raising a dispute. Only a small proportion (4%) had emailed the helpdesk to raise their dispute.

- ❖ Around a quarter of respondents (27%) have raised a query about a Disclosure in the past year. The nature of the query related to timescales (31%); information on the meaning of convictions (8%); missing forms / applications (6%); requesting applications (6%) and incorrect information (6%). The main method of raising a query was by telephoning the helpline (88%).
- ❖ There was a high level of satisfaction with staff responses to both disputes and queries especially in the way staff handled the query / dispute e.g. efficiently, politely, professionally etc.
- ❖ A high proportion of respondents (86%) specified they were aware of the revised Code of Practice requirements regarding disclosure information. Only 8% had communication with Disclosure Scotland on compliance issues and of those 86% found the information they received useful. In terms of what would benefit Disclosure Scotland regarding compliance issues, 6% thought communication via e-mail / telephone and 4% stated 'Improved Guidance Notes'.
- ❖ Around half of all respondents indicated they had visited the Disclosure Scotland website (55%). This is an increase to the proportion of people who said they visited the website in the 2005 survey (37%). The highest proportion of respondents (30%) had visited the website every 6-12 months or less. When assessing the features of the website 'ease of access' was rated highest (average score of 8.15) as well as 'providing the right information' (average score of 8.13). Sign-posting received the lowest rating (average score 7.78). Half of those (50%) using the website had downloaded information. The main sources of information downloaded were the 'Applicants Guide' (29%); the 'Code of Practice' (17%) the 'Explanatory Guide on the Code of Practice' (16%). Additional services respondents considered would be useful include 'online tracking of application forms' (9%) and 'online enhanced disclosure forms' (5%)
- ❖ Around two thirds (64%) of respondents indicated they would prefer to be kept informed of Disclosure Scotland's services by 'e-newsletter'. 46% said 'hard copy mailing'.
- ❖ All respondents had the opportunity to provide further comments on the service provided by Disclosure Scotland. Positive comments commended the good service and the quick processing of application forms. Furthermore, a number of respondents highlighted that the service provision had improved recently.
- ❖ There were a few negative comments relating to the application process with 4% maintaining 'the applications should be quicker'. A small proportion (2%) suggested the application process was too expensive and that there is too much bureaucracy.