



# Customer Satisfaction Survey 2007

*Presented by  
George Street Research  
March 2008*



# Agenda

- **Research Overview**
- **Profile of Respondents**
- **Overall Satisfaction**
- **Service Standards**
- **New Application Form**
- **Timescales**
- **Dispute/ Queries Resolution**
- **Compliance**
- **Website**
- **Keeping Informed of DS's Services**
- **Additional Comments**
- **Summary and Conclusions**

# Research Overview

## Overall purpose

To establish customers views of specific aspects of the service of issuing disclosures and the overall service delivery

# Research Overview

HOW?



Telephone Survey (2005 satisfaction survey was also conducted via telephone)

WHO?



Quota sample of individuals who were responsible for making applications to Disclosure Scotland on behalf of registered body. N=1004 interviews achieved. Sample provided by Disclosure Scotland.

WHEN?



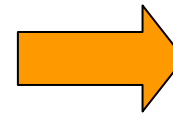
Interviews conducted over period 21<sup>st</sup> November – 7<sup>th</sup> December 2007

# Profile of Respondents



# Respondent Profile

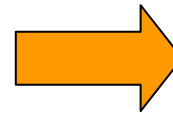
	N= 1004
	%
Organisation type	
Health	15
Education	15
Local Authority	15
Care of Elderly	15
Childcare	10
Voluntary Organisation	10
Other	10
Sport / Leisure	5
Umbrella Organisation	5



Most respondents in Health/ Education/ LA or Care of Elderly organisations

# Respondent Profile

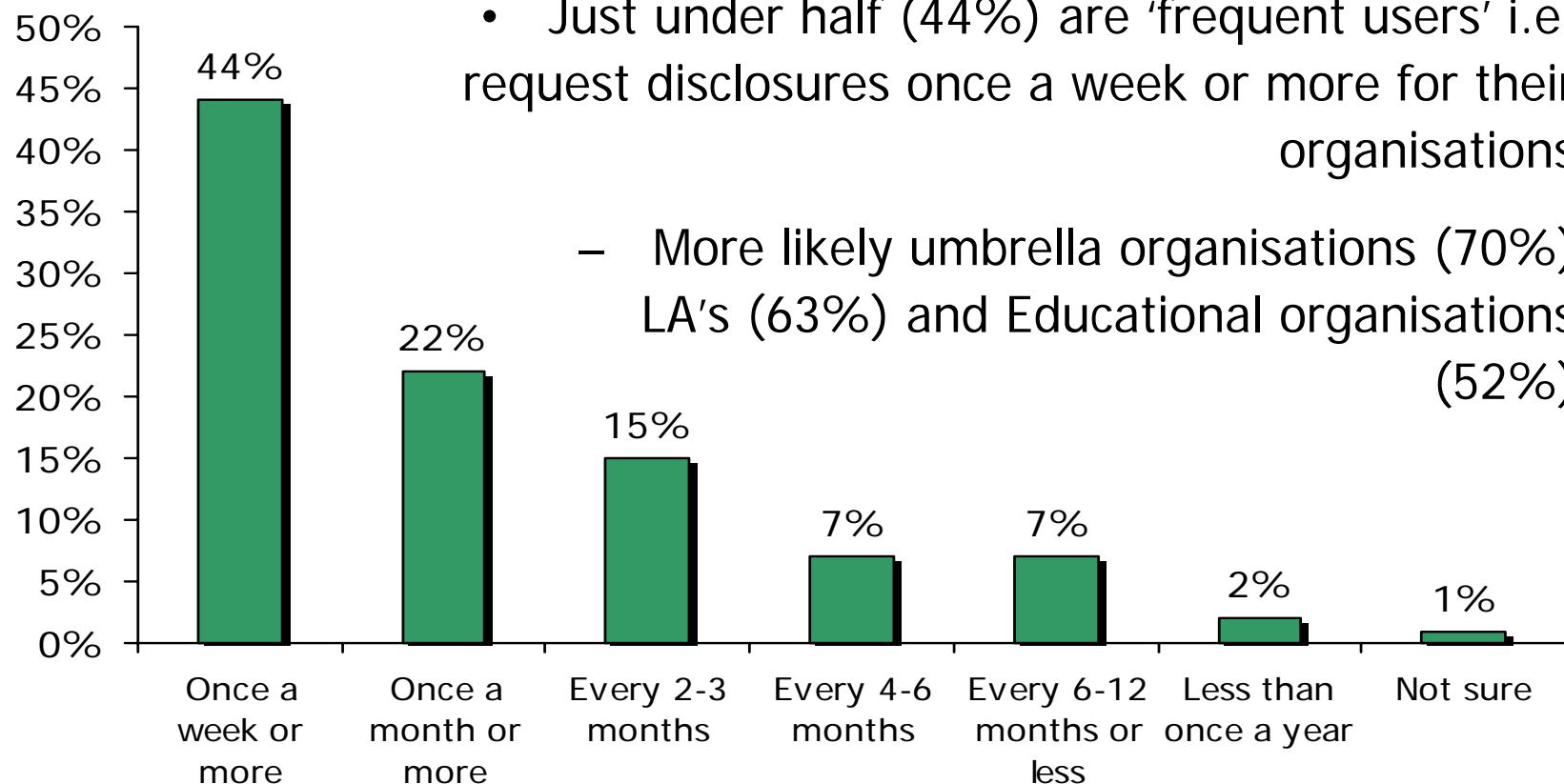
N= 1004	
%	
Number of Disclosures requested per year (by individual)	
	%
<10	21
10-25	21
26-50	14
51-75	8
76-100	5
101-150	5
151 - 250	5
251 - 500	9
500+	10
Not stated	1



Just over half of respondents request 50 disclosures or less a year

# Respondent Profile

## Frequency of requesting disclosures from Disclosure Scotland

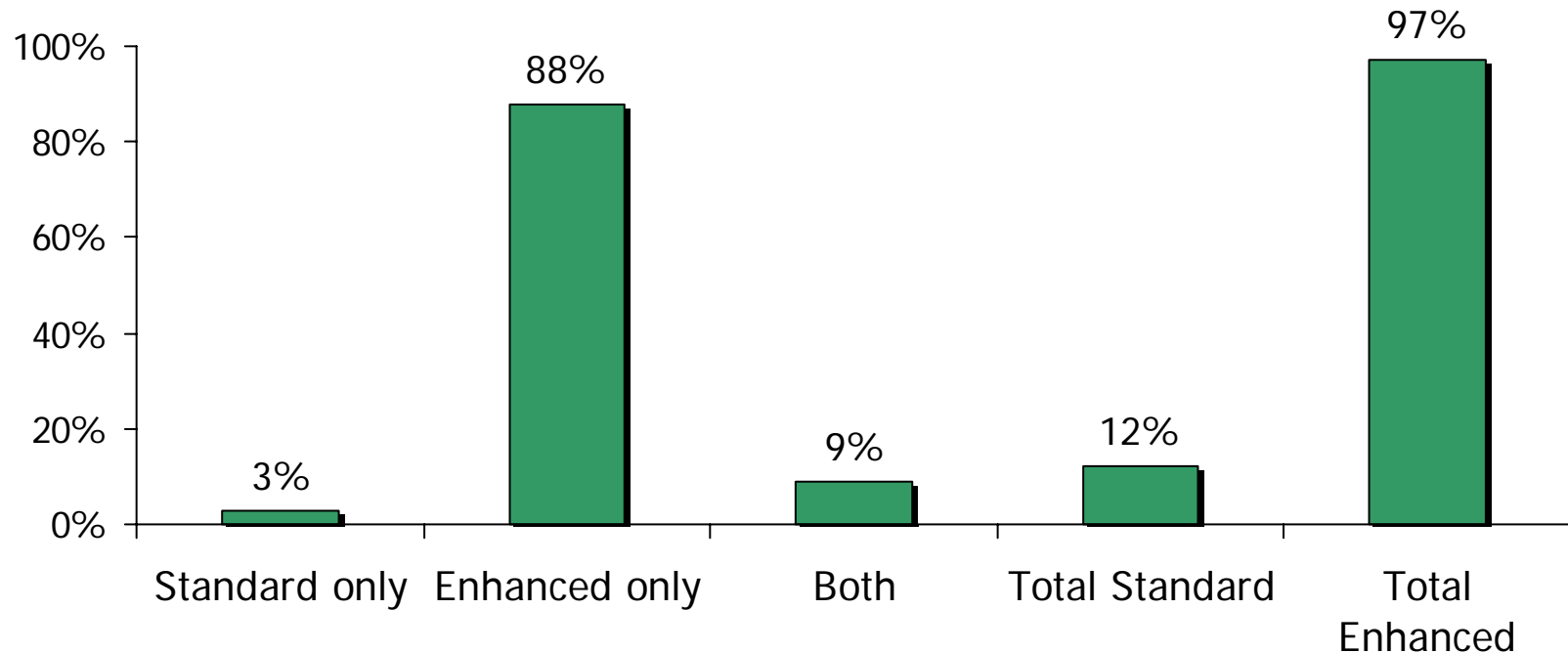


- Just under half (44%) are 'frequent users' i.e. request disclosures once a week or more for their organisations

- More likely umbrella organisations (70%)  
LA's (63%) and Educational organisations (52%)

# Respondent Profile

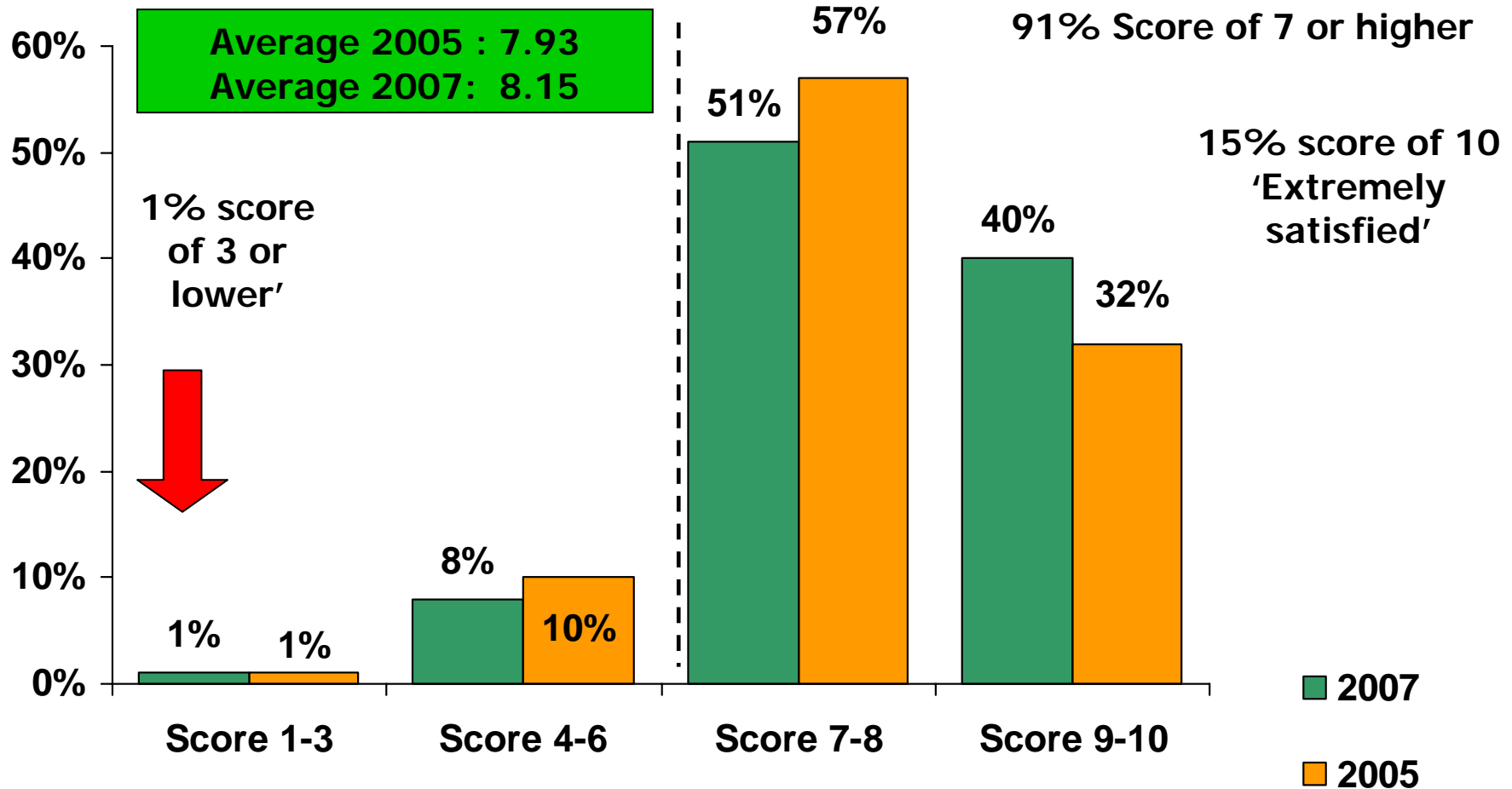
## Type of Disclosure Applied for



# Overall Satisfaction



# Overall Satisfaction: 2005 v 2007



Scale 1 to 10 (1= extremely dissatisfied 10= extremely satisfied)

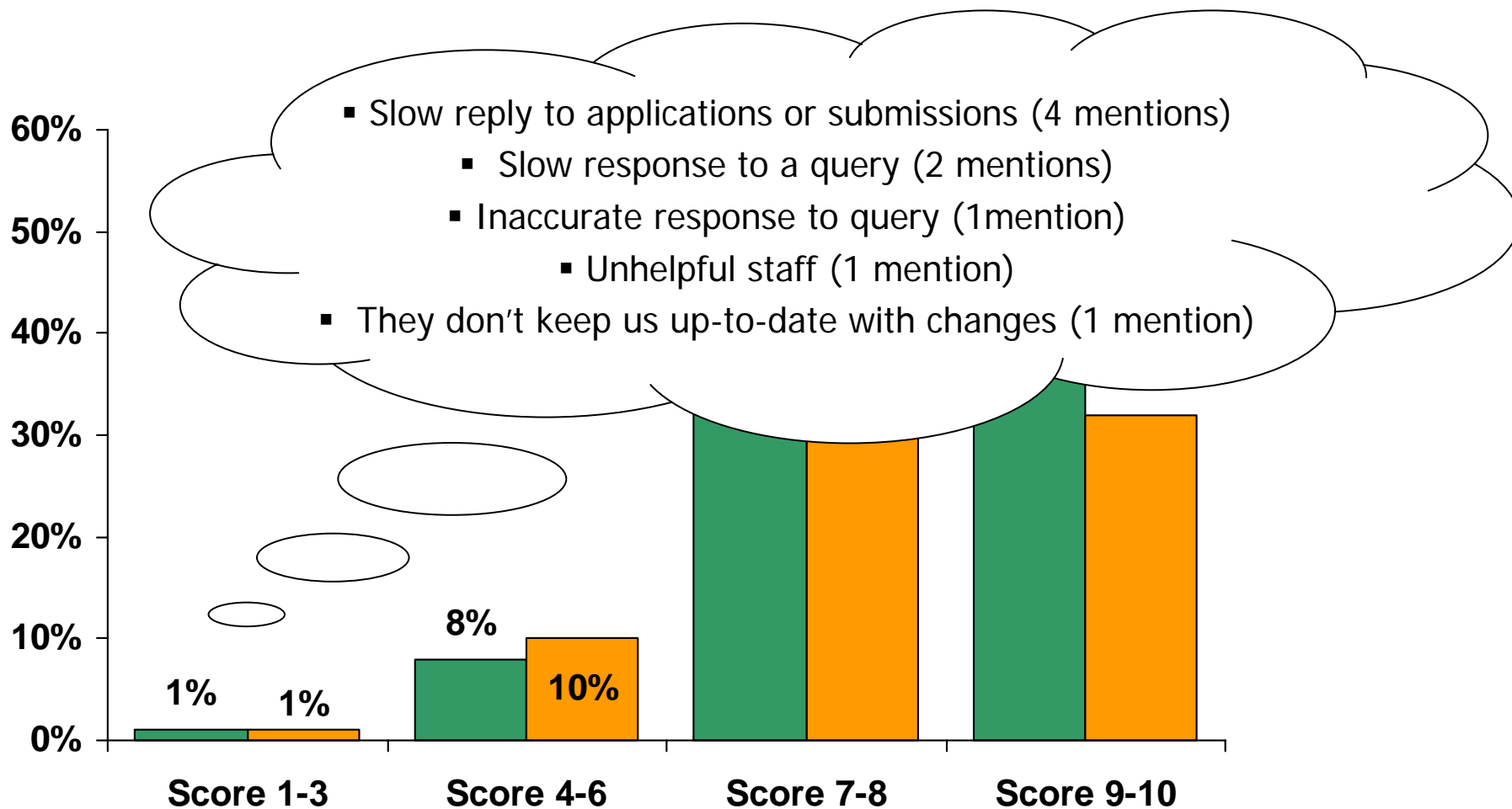
# Overall Satisfaction

## Reasons for satisfaction (Score 7-10)

	% 2005 N=889	% 2007 N=915
Prompt reply to applications/ submissions	68	49
Prompt reply to query or dispute	18	28
Helpful staff	18	23
Staff are courteous	4	8
The service has improved/ has improved a lot recently	9	5

# Overall Satisfaction

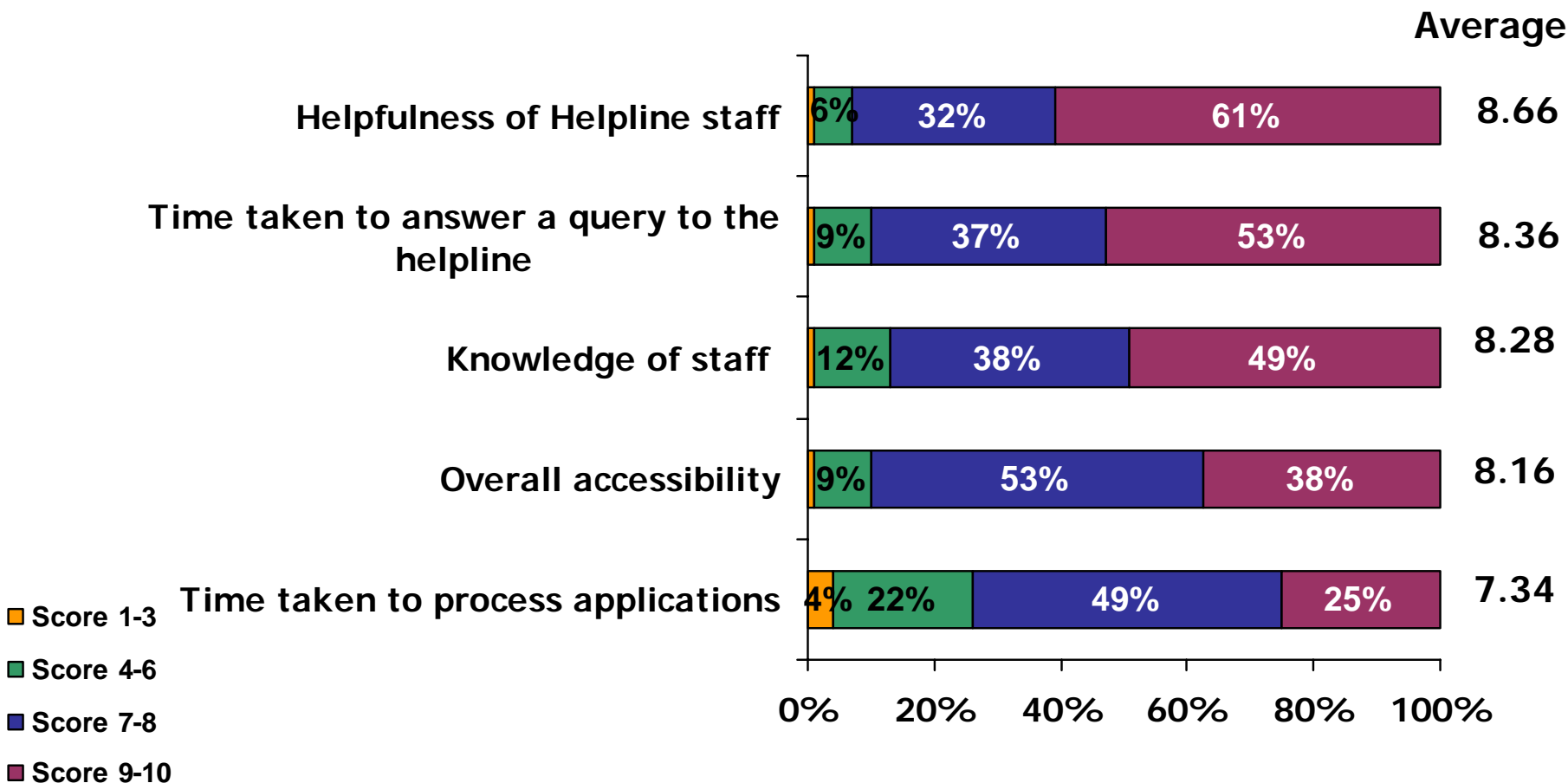
## Reasons for dissatisfaction (Score 3 or lower)



# Service Standards



# Satisfaction with Service Standards (Ranked)



Scale 1 to 10 (1= extremely dissatisfied 10= extremely satisfied)

# Satisfaction with Service Standards 2005 v 2007

## Satisfaction with Service Standards 2005 (ranked)

- 1 Availability of application forms (Av. 8.91)
- 2 Helpfulness of helpline staff (Av. 8.35)
- 3 Knowledge of staff in answering queries (Av. 7.88)
- 4 Overall accessibility (Av. 7.73)
- 5 Time taken to answer query to Helpline (Av. 7.62)
- 6 Time taken to process applications (Av. 7.34)

## Satisfaction with Service Standards 2007 (ranked)

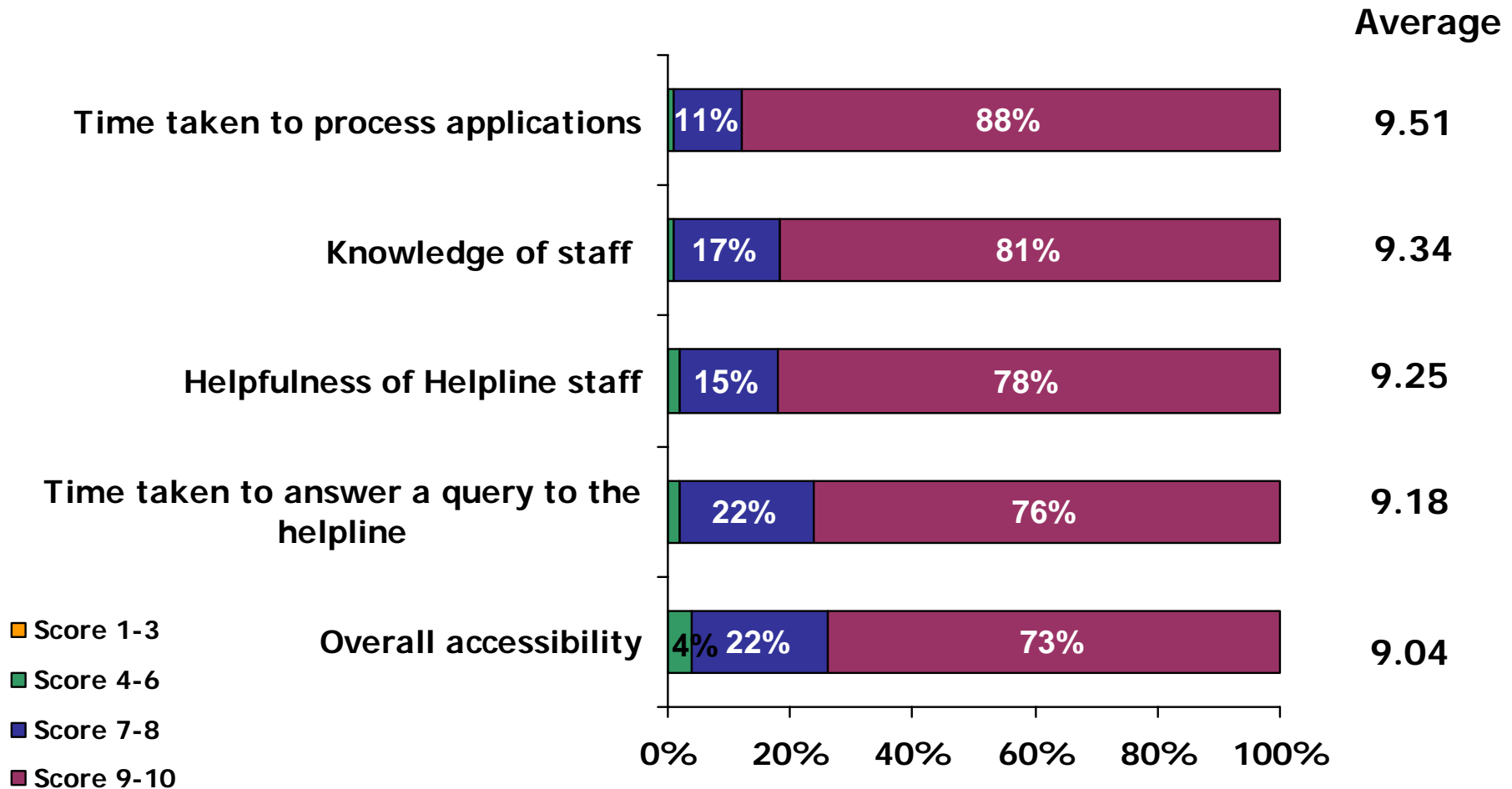
- 1 Helpfulness of helpline staff (Av. 8.66)
- 2 Time taken to answer query to Helpline (Av. 8.36)
- 3 Knowledge of staff in answering queries (Av. 8.28)
- 4 Overall accessibility (Av. 8.16)
- 5 Time taken to process applications (Av. 7.34)

• **Satisfaction Levels have increased since the 2005 survey**

### Areas of least satisfaction:

- **'Time taken to process applications'**, satisfaction level has remained the same at 7.34.
- **'Overall accessibility'** (Average 8.16). Although satisfaction level has increased since the 2005 survey when an average score of 7.73 was achieved.

# Importance of Service Standards (Ranked)



Scale 1 to 10 (1= extremely dissatisfied 10= extremely satisfied)

# Importance of Service Standards 2005 v 2007

## Importance of Service Standards 2005 (ranked)

- 1 Time taken to process applications (Av. 9.57)
- 2 Availability of application forms (9.43)
- 3 Helpfulness of helpline staff (Av. 9.27)
- 4 Knowledge of staff in answering queries (Av. 9.27)
- 5 Time taken to answer query to Helpline (Av. 9.20)
- 6 Overall accessibility (Av. 9.14)

## Importance of Service Standards 2007 (ranked)

- 1 Time taken to process applications (Av. 9.51)
- 2 Helpfulness of helpline staff (Av. 9.25)
- 3 Knowledge of staff in answering queries (Av. 9.34)
- 4 Time taken to answer query to Helpline (Av. 9.18)
- 5 Overall accessibility (Av. 9.04)

- There is very little change between the **2005** and **2007** data.

- **'Time taken to process applications'** is still considered to be the most important service standard (Average 9.51). In 2005 the average score achieved was 9.57.

These factors have become **slightly less** important:

- Helpfulness of helpline staff
- Time taken to answer a query to the helpline

# Satisfaction vs Importance

## Satisfaction with Service Standards 2007 (ranked)

- 1 Helpfulness of helpline staff (Av. 8.66)
- 2 Knowledge of staff in answering queries (Av. 8.28)
- 3 Overall accessibility (Av. 8.16)
- 4 Time taken to answer query to Helpline (Av. 8.36)
- 5 Time taken to process applications (Av. 7.34)

## Importance of Service Standards 2007 (ranked)

- 1 Time taken to process applications (Av. 9.51)
- 2 Helpfulness of helpline staff (Av. 9.25)
- 3 Knowledge of staff in answering queries (Av. 9.34)
- 4 Time taken to answer query to Helpline (Av. 9.18)
- 5 Overall accessibility (Av. 9.04)

- As with the 2005 survey satisfaction with '**Time taken to process applications**' was rated the **lowest** but considered **most important** service element
- **Correlation analysis** was conducted to assess strength of each service standard in determining overall satisfaction. '**Time taken to process applications**' was considered the most important factor in determining overall satisfactions. '**Helpfulness of helpline staff**' has less impact on overall satisfaction.

# Additional important elements

## No other important elements of service

- Everything has been covered (72%)

## Other important service elements

- Deal with queries by phone / email instead of sending back (2%; 24 mentions)
- Need better clarity of information (2%; 20 mentions)
- Accuracy of disclosures (2%; 21 mentions)
- Disclosures should be transferable between jobs

Some mention of service elements already covered further highlighting their importance

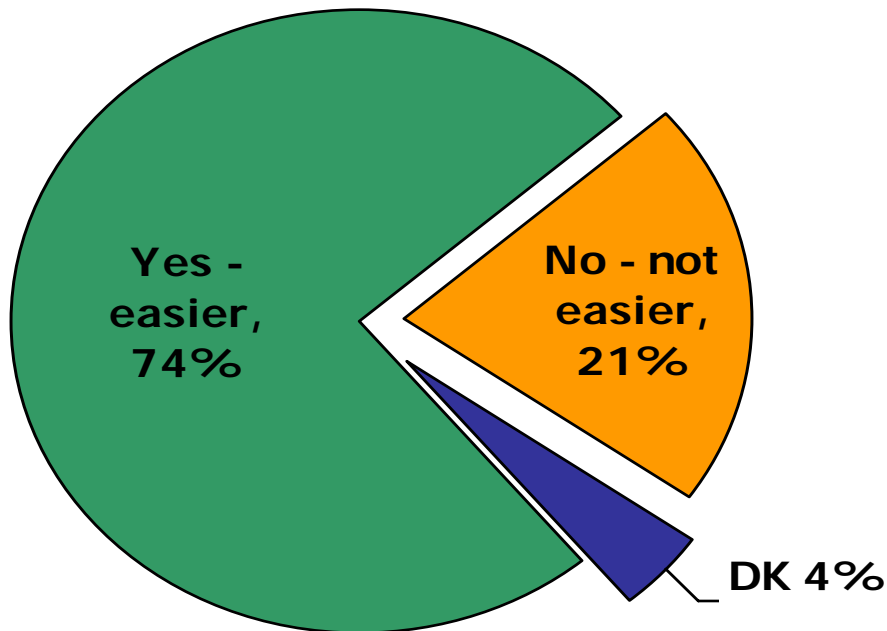
- Process should be quicker/ more prompt returns (2%; 24 mentions)
- Important that staff are approachable/ helpful (1%; 14 mentions)

# New Application Form



# New Application Form

Did you find the revised Disclosure Application form easier to use than previously? (1004)



## Key reasons why easier (744):

- Less applicants signing in the wrong place (38%)
- Colour coding (24%)
- Easier for CSG to understand (24%)
- Better, easier and more logical layout (18%)

## Key reasons why not easier (215):

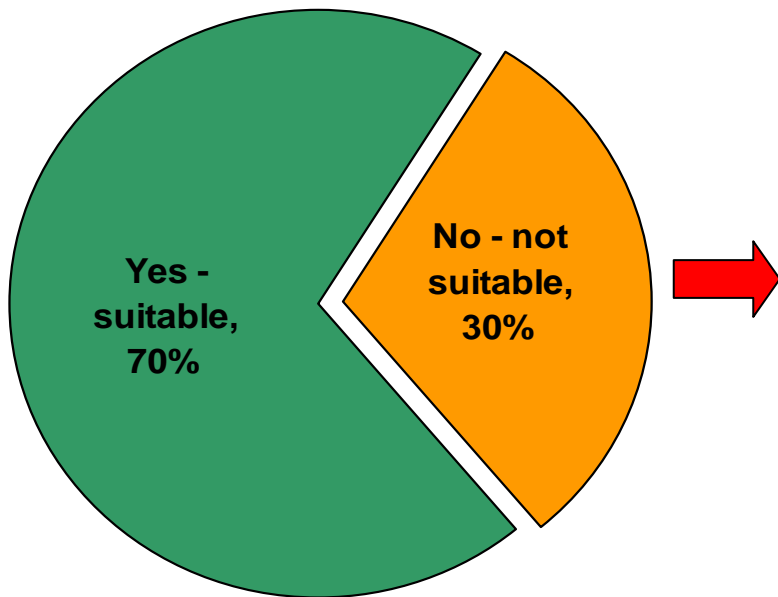
- Have only seen/used **old** form (17%)
- Have only seen/used **new** form (9%)
- No difference / improvement (39%)
- New questions hard to understand (9%)

# Timescales



# Suitability of Timescales

Are the timescales in receiving your disclosures suitable for your organisations needs?  
(1004)



2005 = 26%, no not suitable

## Key Reasons why not suitable (297)

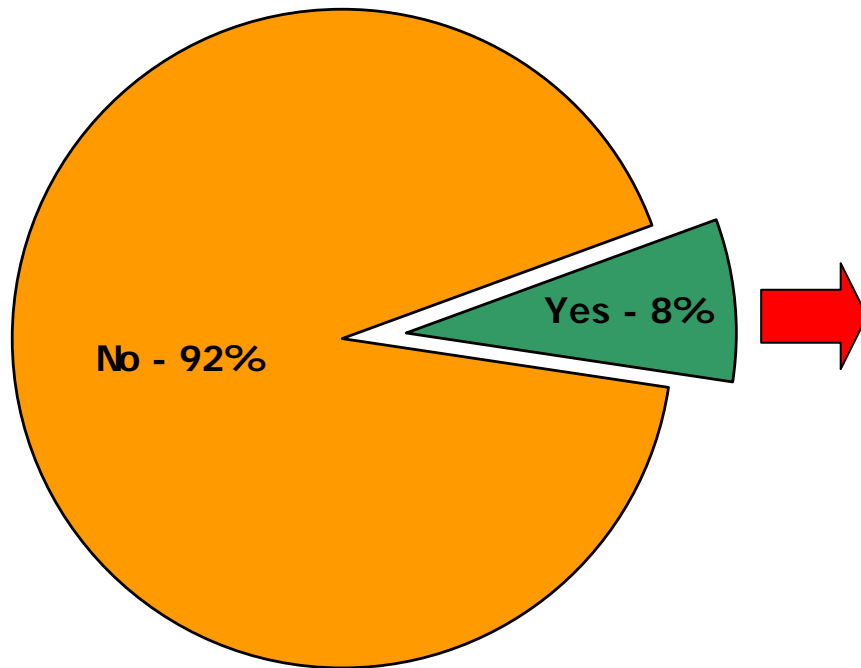
- 'Delay in starting new staff as a result of slow process' (74% - 83% in 2005)
- 'Has adverse effect on our service provision in general' (23% - 12% in 2005)
- 'Can lose candidate to another job because of slow processing' (20% - 24% in 2005)
- 'Lack of consistency in response times' (5% - 19% in 2005)
- 'Delays in general/ hold ups' (15% - 5% in 2005)
- More likely those organisations in care of elderly (38%); health organisations (35%) and high users i.e. 101+ disclosures/ year (37%)

# Dispute/ Query Resolution



# Dispute Resolution

In the last year have you raised a dispute about a Disclosure?  
(1004)



## Nature of dispute... (82)

- Accuracy of information (74%)
- Personal data wrongly printed on certificate (15%)
- Applicant objected to the way application procedure was carried out / unwilling to provide information (4%)
- Someone with the same name /date of birth as applicant had a criminal record (2%)

# Method of raising dispute

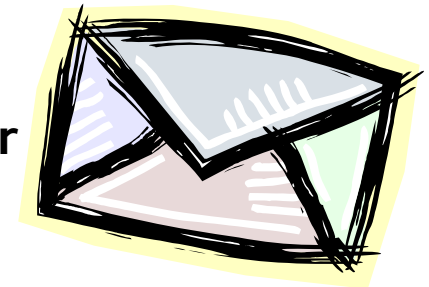
Other person raised dispute  
44% (8% in 2005)



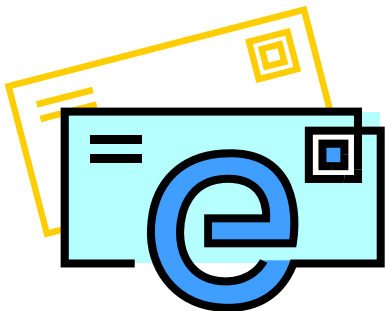
37% raised their dispute by  
telephoning helpdesk (70% in  
2005)



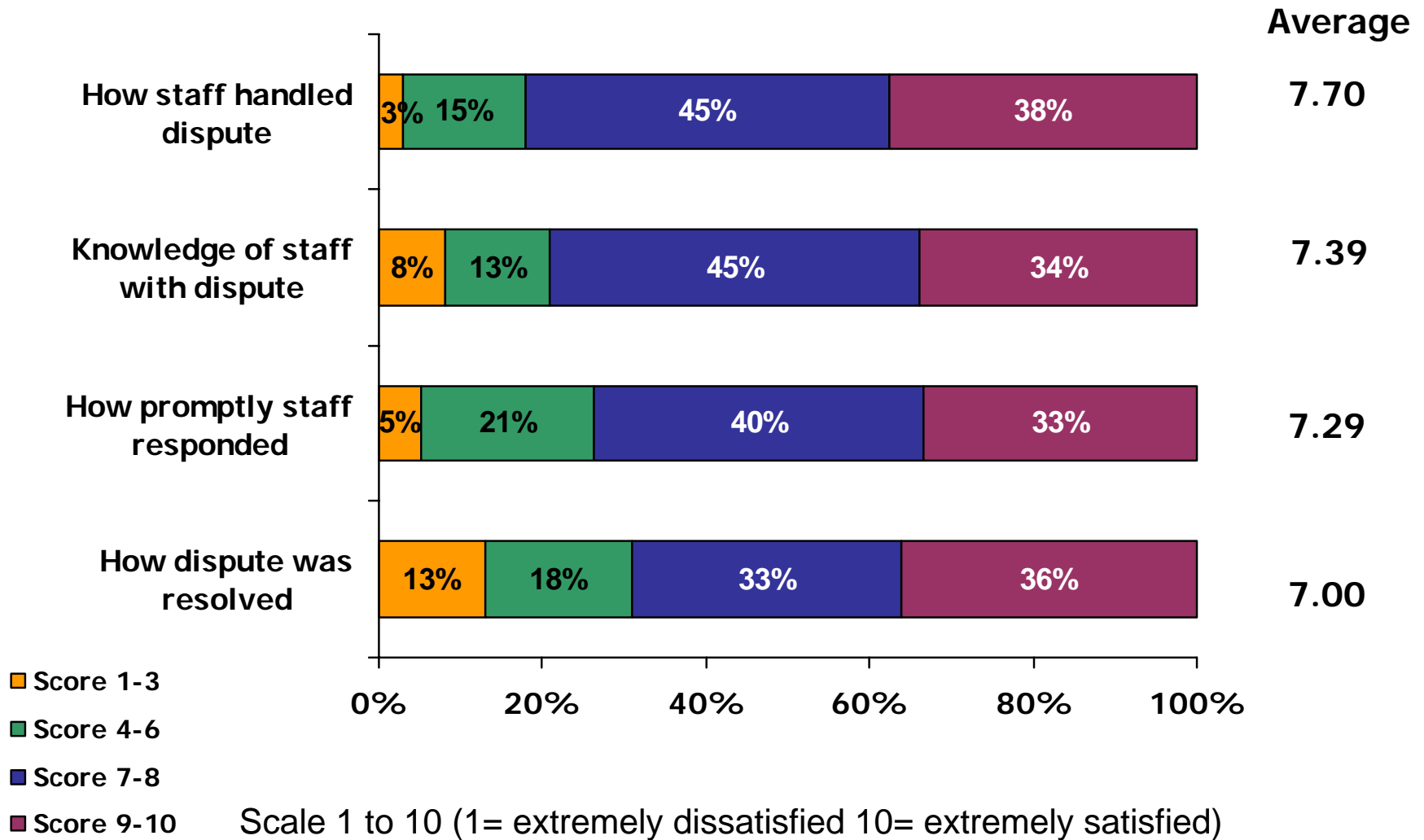
13% wrote a letter



4% emailed the helpdesk



# Satisfaction with staff response to dispute (ranked)



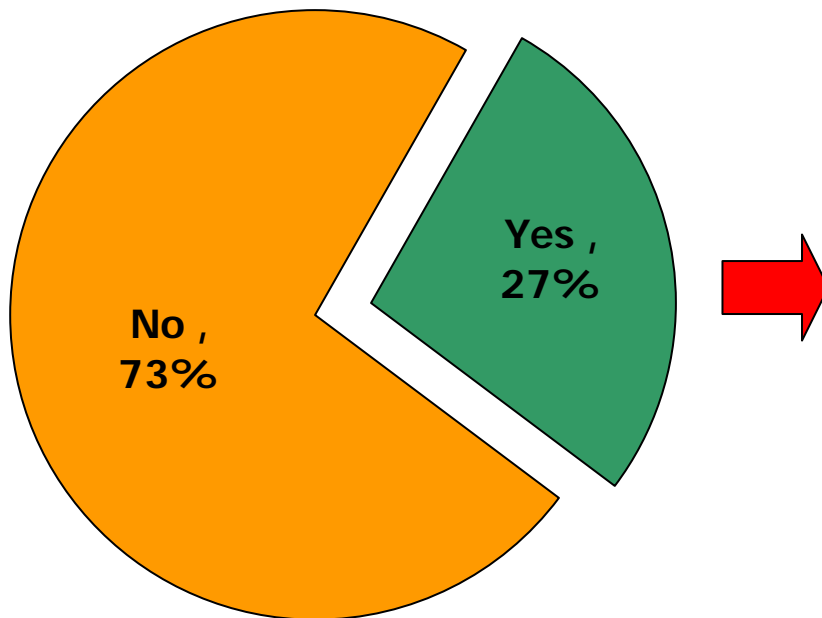
# Satisfaction with staff response to dispute

When comparing the 2005 and 2007 data satisfaction levels have increased across all attributes.....

	Average Score 2005 N=76	Average Score 2007 N=82
How staff handled dispute	7.33	7.70
Knowledge of staff to be able to answer dispute correctly/ accurately	6.85	7.39
How the dispute was resolved	6.81	7.00
How promptly staff responded to the dispute	6.77	7.39

# Query Resolution

In the last year have you raised any other queries about a Disclosure? (1004)



*'A query differs from a dispute in that it is a general enquiry and could be for a variety of reasons before, during and after the processing of a Disclosure'*

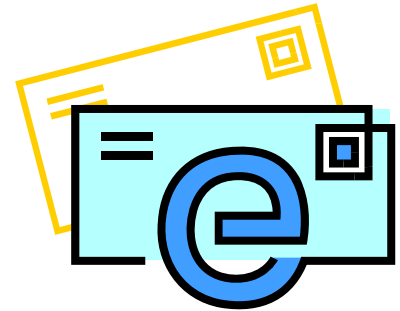
## Nature of query... (268)

- Timescales (31%)
- Requesting information on the meaning of convictions/offences (8%)
- Missing forms/ applications (6%)
- Requesting applications (5%)
- Incorrect information / querying accuracy of information (6%)

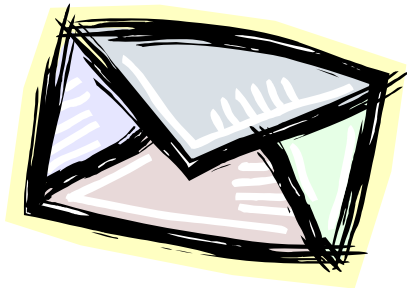
# Method of raising query



**88% raised their query by telephoning helpdesk (92% in 2005)**

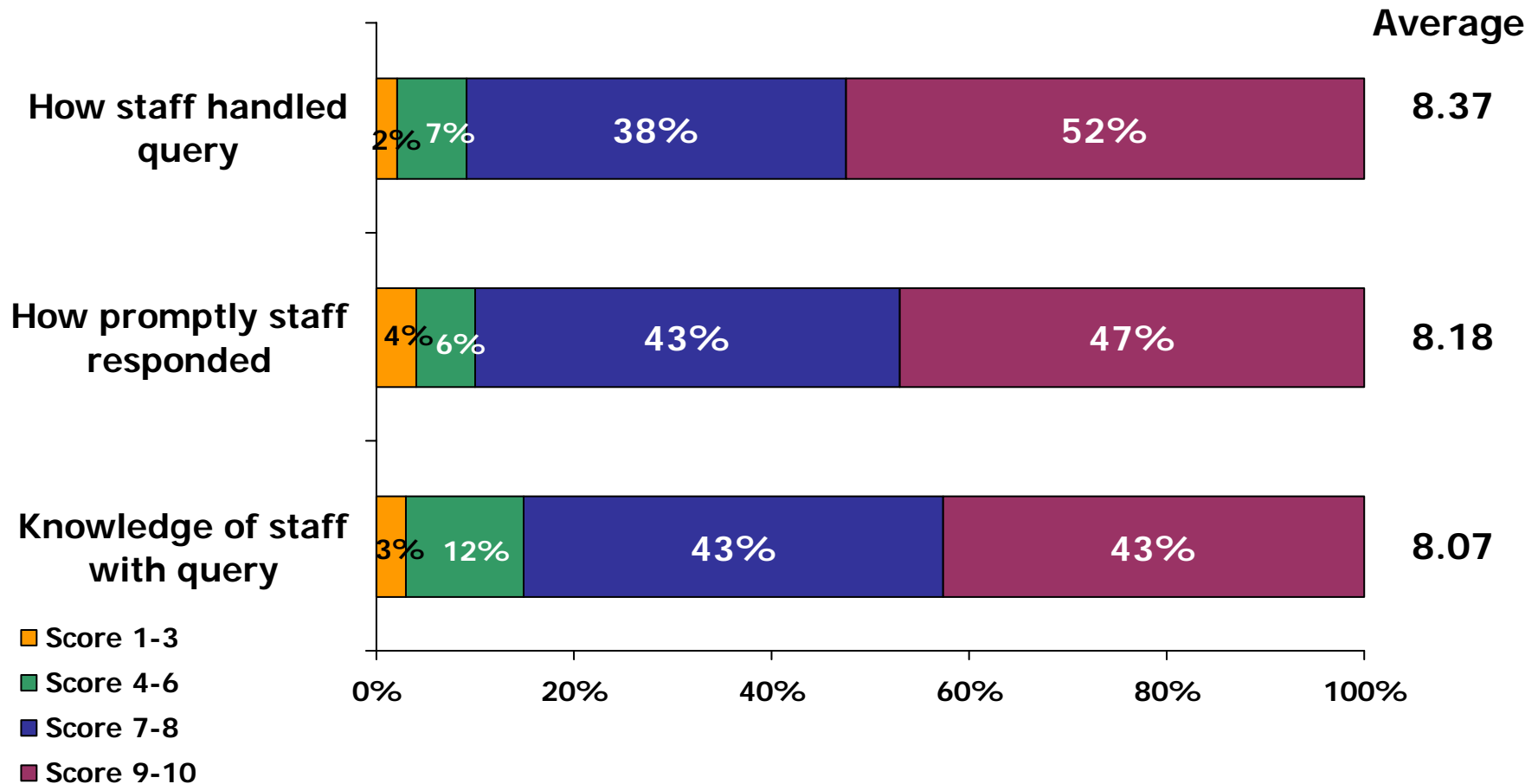


**18% emailed the helpdesk (4% in 2005)**



**4% wrote a letter (3% in 2005)**

# Satisfaction with staff response to query (ranked)



Scale 1 to 10 (1= extremely dissatisfied 10= extremely satisfied)

# Satisfaction with staff response to query

When comparing the 2005 and 2007 data satisfaction levels have increased across all attributes.....

	Average Score 2005 N=329	Average Score 2007 N=268
How promptly staff responded to the query	8.10	8.37
How staff handled the query e.g. efficiently, politely, professionally	7.61	8.18
Knowledge of staff in answering query and providing advice	7.54	8.07

# Compliance



# Compliance

- **8% (84) have had communication with Disclosure Scotland on compliance issues**

- **86% agreed the information they received was useful**

**Factors which would benefit organisation regarding compliance issues:**

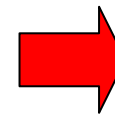
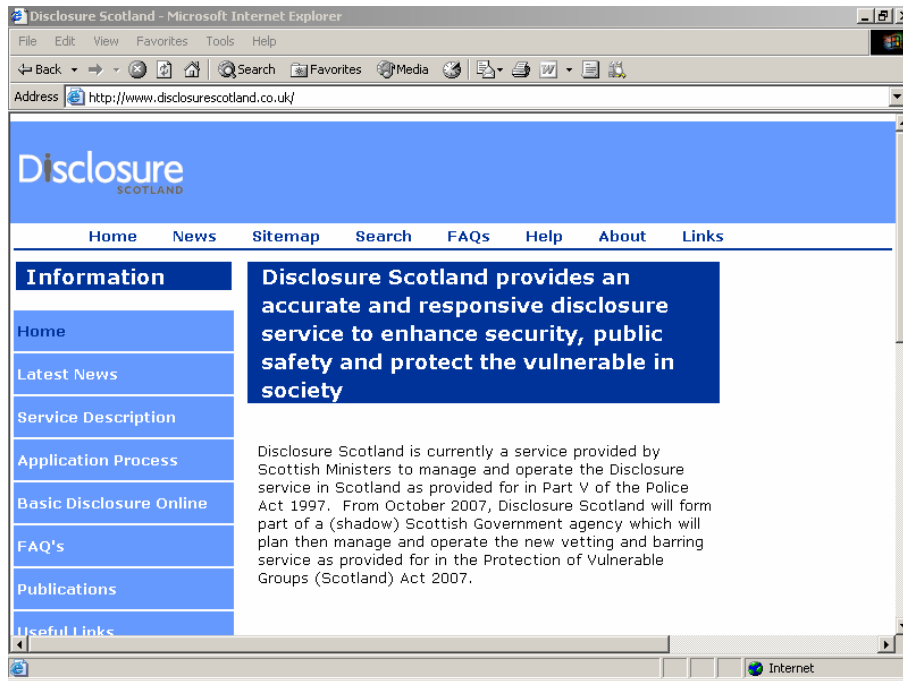
- Don't know (63%)
- Nothing (14%)
- Communication via e-mail/telephone (6%; 61 mentions)
- Improved guidance notes (4%; 41 mentions)
- A compliance visit/audit (3%; 33 mentions)
- Training courses/workshops/seminars (3%; 26 mentions)
- Regular updates (2%; 19 mentions)

# Website

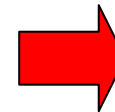


GEORGE STREET  
RESEARCH

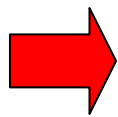
# Website Usage



Usage of the web site has **increased**. In 2005 37% had visited the website in 2007 **55%** had visited the website



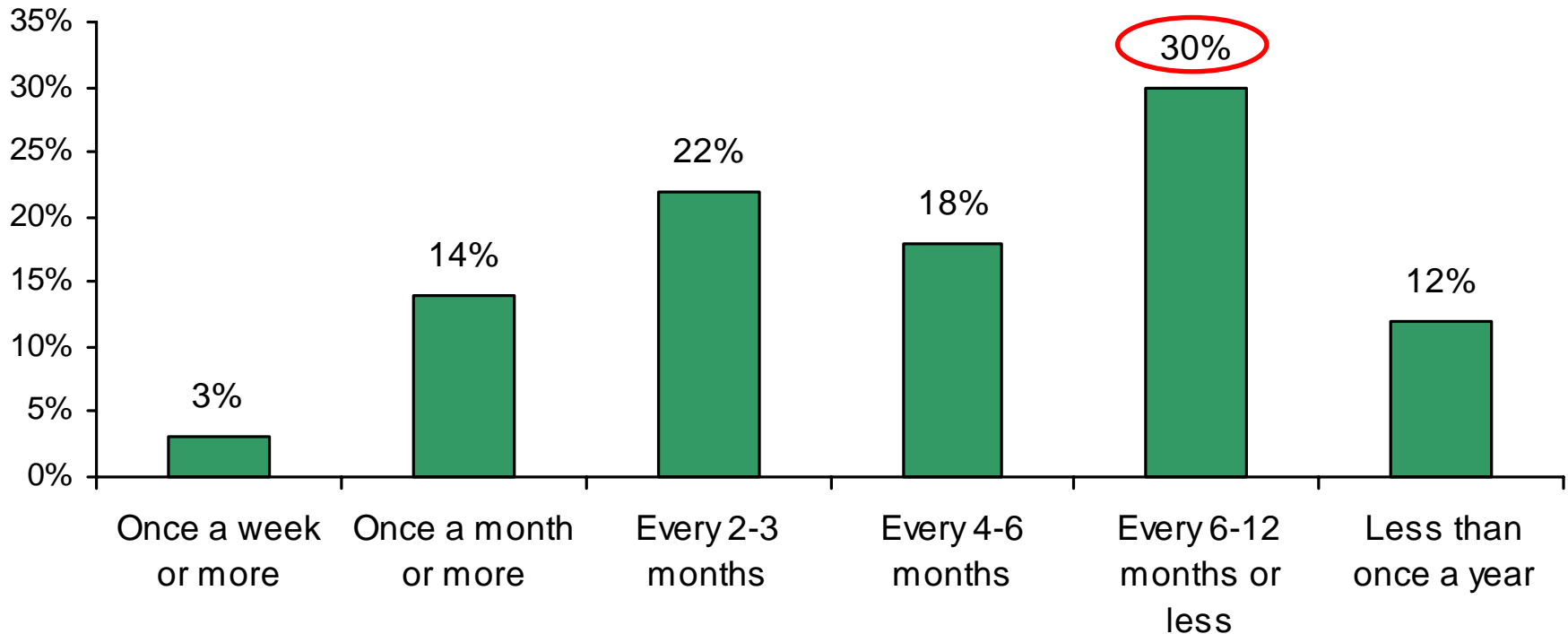
Higher usage amongst **voluntary organisations (67%)**; **umbrella organisations (66%)**; **other organisations (65%)** and **education organisations (60%)**



Usage did not vary between those who requested a **low and high** amount of disclosures per year

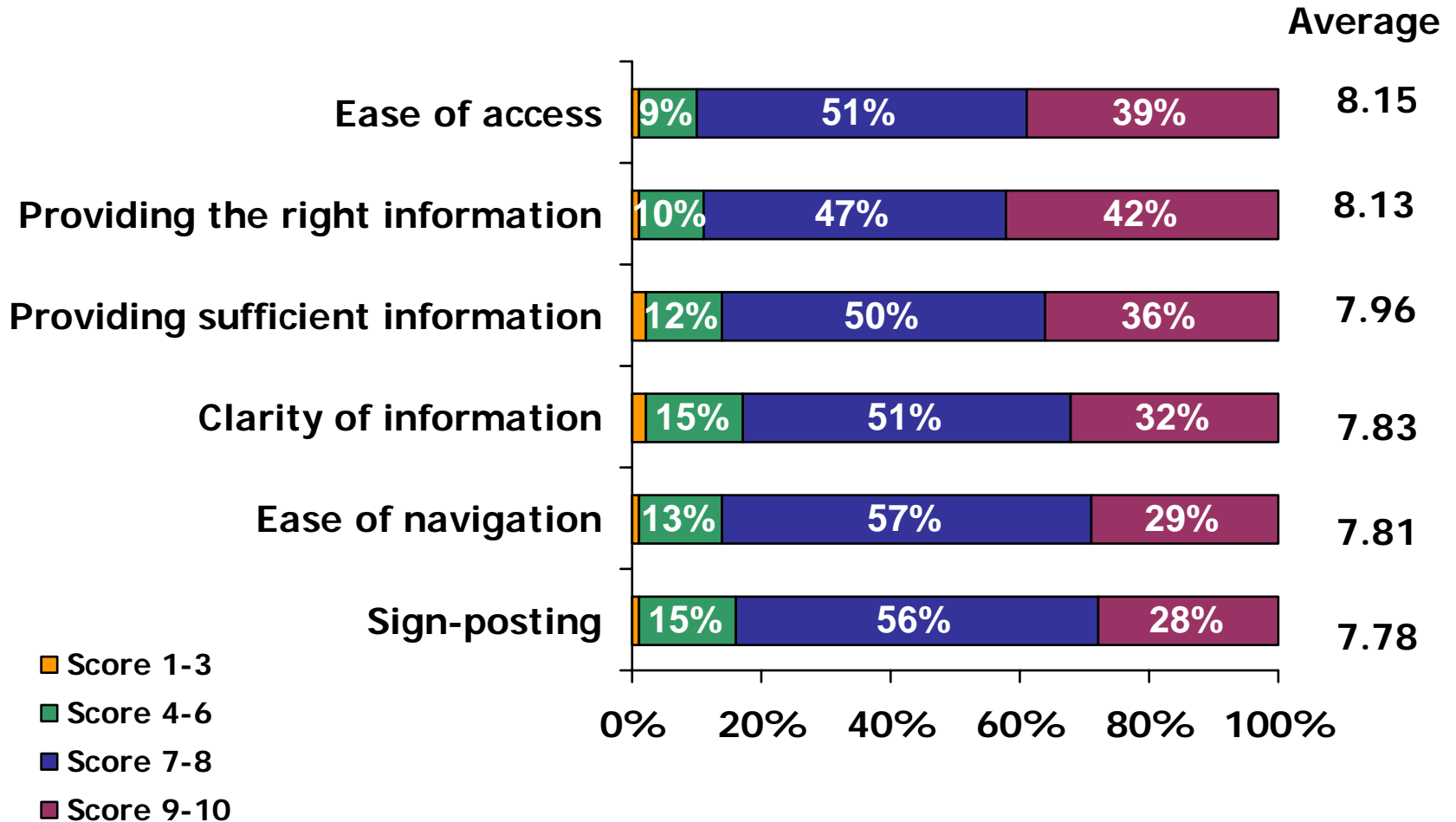
# Frequency of visiting website

How frequently have you visited the Disclosure Scotland website in the last 12 months?



The highest proportion of respondents visited the website every 6-12 months or less

# Rating of features of website



Scale 1 to 10 (1= extremely dissatisfied 10= extremely satisfied)

# Rating of features of website 2005 v 2007

## Rating of features of website 2005 N=366 (ranked)

- 1 Ease of Access (Av. 8.24)
- 2 Providing the right information (Av. 7.98)
- 3 Clarity of information (Av. 7.96)
- 4 Ease of navigation (Av. 7.95)
- 5 Sign-posting (Av. 7.90)
- 6 Providing sufficient information (Av. 7.82)

## Rating of features of website 2007 N=548 (ranked)

- 1 Ease of Access (Av. 8.15)
- 2 Providing the right information (Av. 8.13)
- 3 Clarity of information (Av. 7.83)
- 4 Ease of navigation (Av. 7.81)
- 5 Sign-posting (Av. 7.78)
- 6 Providing sufficient information (Av. 7.96)

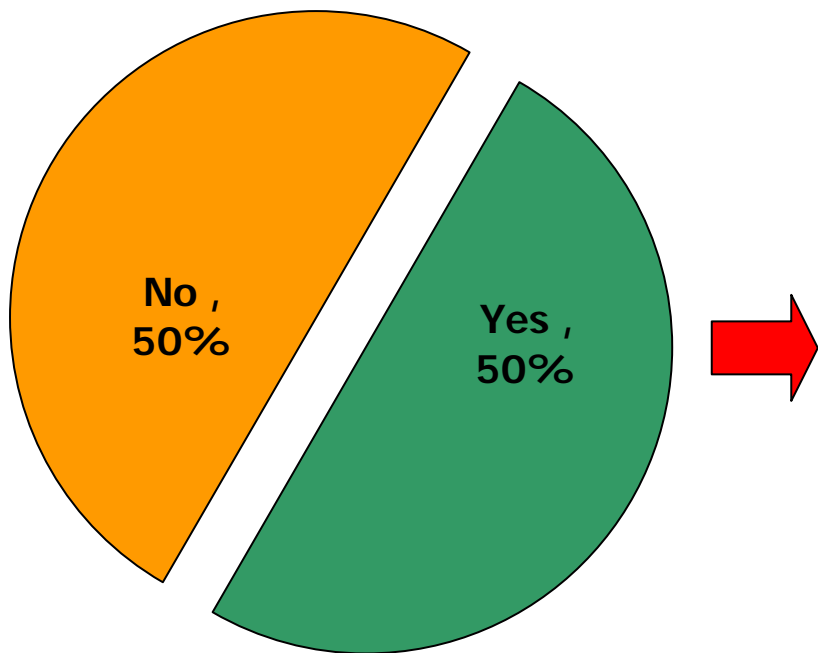
• 'Ease of Access' was rated higher in 2005 and 2007

Four out of six features of the website were rated **lower** in 2007:

- Ease of access
- Clarity of information
- Ease of navigation
- Sign-posting

# Downloading Information

Have you ever downloaded information for your own use or use within the organisation?  
(548)



Information downloaded from website (275)

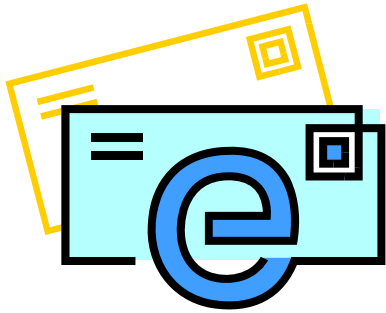
- Applicants Guide (29%)
- Code of Practice (17%)
- Explanatory Guide on the Code of Practice (16%)
- Sample Policies (12%)
- Legislation publications (7%)
- Don't know / can't remember (6%)
- Basic Disclosure Online Application (4%)

# Additional useful services on website

## What additional services would be useful on the website? (548)

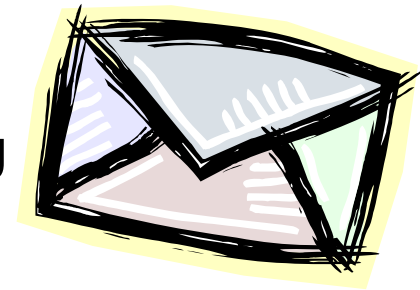
- Don't know 39%
- None 33%
- Online tracking of application forms (9%; 48 mentions)
- Online enhanced disclosure form (5%; 26 mentions)
- More / clearer information on convictions (3%; 17 mentions)
- Provide specified information e.g. countersignatory changeover, application processing time, information relating to specific posts etc (3%; 15 mentions)
- Online standard disclosure form (3%; 14 mentions)

# Keeping informed of Disclosure Scotland's Services



64% e-newsletter

46% hard copy mailing



15% via events

11% web site



# Additional Comments



# Additional general comments on service

## Positive comments



Key mentions:

- Good service/ I'm happy with service (15%)
- The service has improved' (5%)
- The processing of application forms is quick (3%)
- The staff are helpful (1%)
- Efficient service (1%)

# Additional general comments on service



## Negative comments

### Key mentions:

- 'The applications should be quicker' (4%)
- 'Too expensive (2%)
- 'There is too much paperwork/ bureaucracy' (2%)
- 'The forms are returned for trivial reasons/ unnecessarily queries could be dealt with by phone instead' (1%)
- 'The guidance notes need to be clearer' (1%)
- 'Inconsistent standard of customer service (1%)
- 'Written queries / problems should be dealt with more quickly (1%)

# Summary & Conclusions



# Summary & Conclusions

- **Overall level of satisfaction** - extremely high. 91% of respondents rated service as 7 or better (89% in 2005)
- **Key reason for satisfaction** – ‘Prompt reply to applications/submissions’ (49%).
- **Satisfaction with Service Standards** – Highest for ‘Helpfulness of helpline staff’ and ‘Time taken to answer a query to the helpline’ while lower for ‘Time taken to process applications’
- **Importance of Service Standards** – Most important ‘Time taken to process applications’ while of less importance is the ‘Overall accessibility of Disclosure Scotland’
- **While ‘Time taken to process application’ is the most important service standard this received the lowest satisfaction rating. This is a recurring theme throughout survey and is a key variable in driving any dissatisfaction in service provision overall**

# Summary & Conclusions

- **New Application Form** - 74% agreed they found the revised form easier to use
- **Timescales** - 30% felt timescales in receiving disclosures were unsuitable to their organisations needs (26% in 2005) primarily because they had a delay in starting new staff as a result of slow processing (74%).
- **Disputes & Queries** - High levels of satisfaction with staff handling and resolution of disputes and queries. Satisfaction levels with staff have increased since 2005 across all attributes.
- **Web site** – Usage has increased from 37% in 2005 to 55% in 2007. 4/6 features rated lower in 2007. 'Ease of access' and 'Providing the right information' rated highest. 'Sign-posting' rated lowest'.
- **Speed and accuracy remain paramount for customers. Encouragingly, there appears to have been some improvement to this in some areas – important to remain focused on these issues**
- **Overall only a very few customers have any negative comments – where these occurred it related to timescales (as noted) plus some mentions of the process, the amount of paperwork and need for clearer guidance notes**



# Customer Satisfaction Survey 2007

## Basic Disclosures

*Presented by  
George Street Research  
March 2008*



# Research Overview

HOW?



Telephone Survey

WHO?



Random sample of individuals who were responsible for overseeing applications in respect of Basic Disclosures. N=100 interviews achieved. Sample provided by Disclosure Scotland.

WHEN?

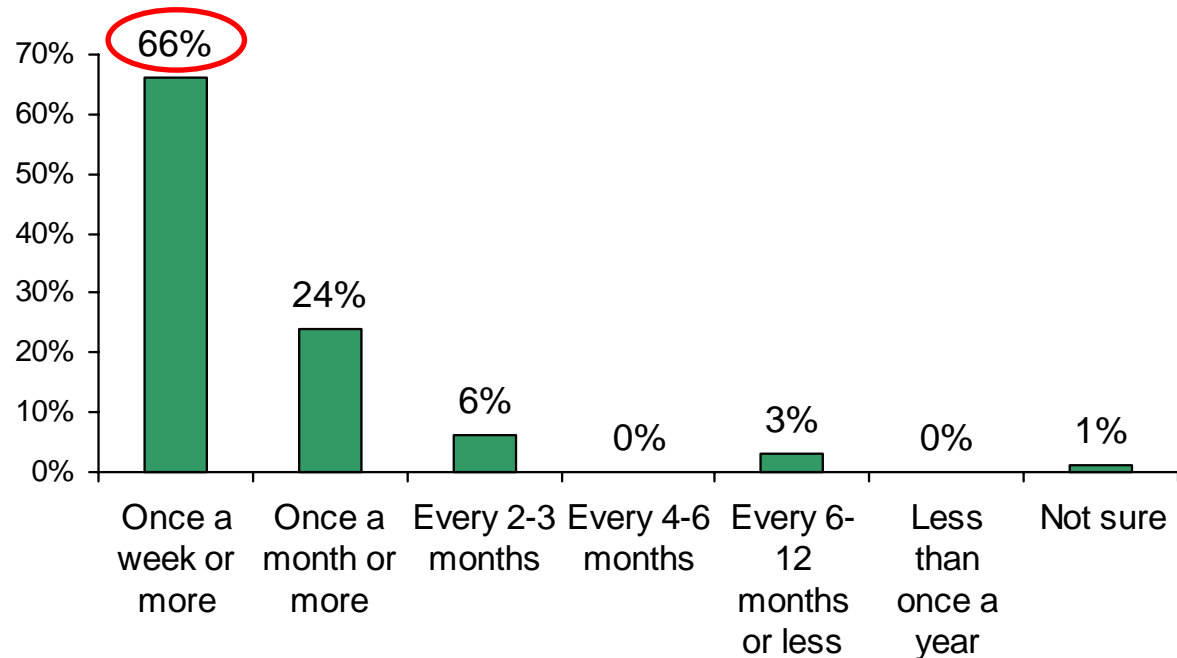


Interviews conducted over period 18<sup>th</sup>-19<sup>th</sup> December 2007

# Respondent Profile

N= 100	
%	
Number of Disclosures requested	
	%
<10	6
10-25	7
26-50	17
51-75	11
76-100	5
101-150	15
151 - 250	8
251 - 500	11
500+	20

Frequency of requesting basic disclosures



# Basic Disclosures

- **Overall Satisfaction** - (93%) satisfied (score of 7 or higher), 48% very satisfied
- **Reasons for satisfaction** – ‘Prompt reply to applications’ (38%); ‘Helpfulness of staff’ (31%); ‘Prompt reply to query/dispute’ (23%)
- **Satisfaction with service standards** – ‘Helpfulness of helpline staff’ (Av 8.78); ‘Time taken to answer a query’ (Av 8.68); ‘Knowledge of staff’ (Av. 8.60). Least satisfied with ‘Time taken to process applications’ (Av 7.56)
- **Importance of service standards** – ‘Time taken to process applications’ (Av 9.63); ‘Time taken to answer a query to helpline’ (Av. 9.44); ‘Knowledge of staff’ (Av. 9.42)
- **Correlation Analysis** – Revealed the most important factor in determining satisfaction was ‘Helpfulness of helpline staff’(0.7)

# Basic Disclosures

- **New Application Form** - 62% considered the form easier to use. Easier for CSG to understand (21%); Improved Guidance Notes (19%)
- **Timescales** – 26% considered unsuitable. 54% referred to 'Delays in starting new staff' as a result of slow processing.
- **Dispute Resolution** – 5% aware of dispute raised. Disputes relating to 'Accuracy of information' (60%); 'Personal data wrongly printed on certificate' (40%).
- **Satisfaction with staff response to dispute** - 'How staff handled dispute' (Av. 9.25); 'Knowledge of staff with dispute' (Av. 9.00); 'How promptly staff responded' (Av. 9.00)
- **Dealing with other queries** – 33% raised a query about a disclosure. Queries relating to Timescales (21%); Requesting applications (12%); Queries about other personal details (12%). 82% telephoned the helpdesk; 21% emailed the helpdesk.

# Basic Disclosures

- **Satisfaction with staff response to query** - 'How staff handled query' (Av. 8.84); 'How promptly staff responded' (Av. 8.78); 'Knowledge of staff with query' (Av. 8.68).
- **Website:**
  - 52% had **visited** the web site
  - Highest proportion (32%) visited the site every **6-12 months**
  - All **features of the website** rated an average score of **8.18** or higher. 'Ease of Access' (Av. 8.73); 'Providing the right information' (Av. 8.71). Rated the lowest was 'Sign-posting' (Av. 8.18)
  - 27% had **downloaded information**. Of these 29% downloaded the Applicants Guide; 14% Basic Disclosure Online; 14% Explanatory Guide on the Code of Practice
  - **Additional useful services** – 8% Online payment without credit card; 4% Online tracking of application forms

# Basic Disclosures

- **Keeping informed of Services** – 50% would prefer e-newsletter; 47% hard copy mailing; 18% kept informed of services via the website
- **Additional General Comments on Services** – 52% no additional comments. Of the remainder positive and negative comments were mentioned:

## Positive (27%)

- Good service (12%)
- Staff are helpful (3%)
- Processing of forms is quick (2%)
- Service has improved (2%)
- Efficient service (2%)

## Negative (24%)

- Applications should be quicker (11%)
- Need for admin improvement (5%)
- Too much paperwork/bureaucracy (2%)
- Too expensive (2%)
- Forms returned for trivial reasons (2%)