



Customer Satisfaction Survey 2005

*Presented by
George Street Research
November 2005*



Agenda

- **Research Overview**
- **Profile of Respondents**
- **Overall Satisfaction**
- **Service Standards**
- **Timescales**
- **Dispute/ Queries Resolution**
- **Website**
- **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 (previous satisfaction survey was conducted via self-completion methodology)

WHO?



Random sample of individuals who were responsible for making applications to Disclosure Scotland on behalf of registered body. N=1001 interviews achieved. Sample provided by Disclosure Scotland.

WHEN?



Interviews conducted over period 31st August – 9th September 2005

Profile of Respondents

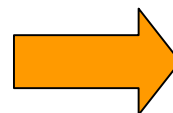


Respondent Profile

	N=1001
	%
Gender	
Male	22
Female	78
Age	
16-24	2
25-34	15
35-44	32
45-54	34
55-64	13
65 and over	1
Refused	2



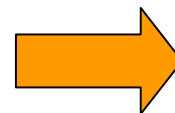
Greater proportion of females



Majority aged between 35 to 54 years

Respondent Profile

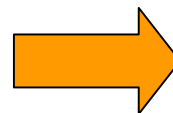
	N=1001
	%
Organisation type	
Health	12
Education	16
Local Authority	14
Care of Elderly	20
Childcare	9
Sport/ Leisure	3
Umbrella Organisation	3
Voluntary Organisation	9
Other	14



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

Respondent Profile

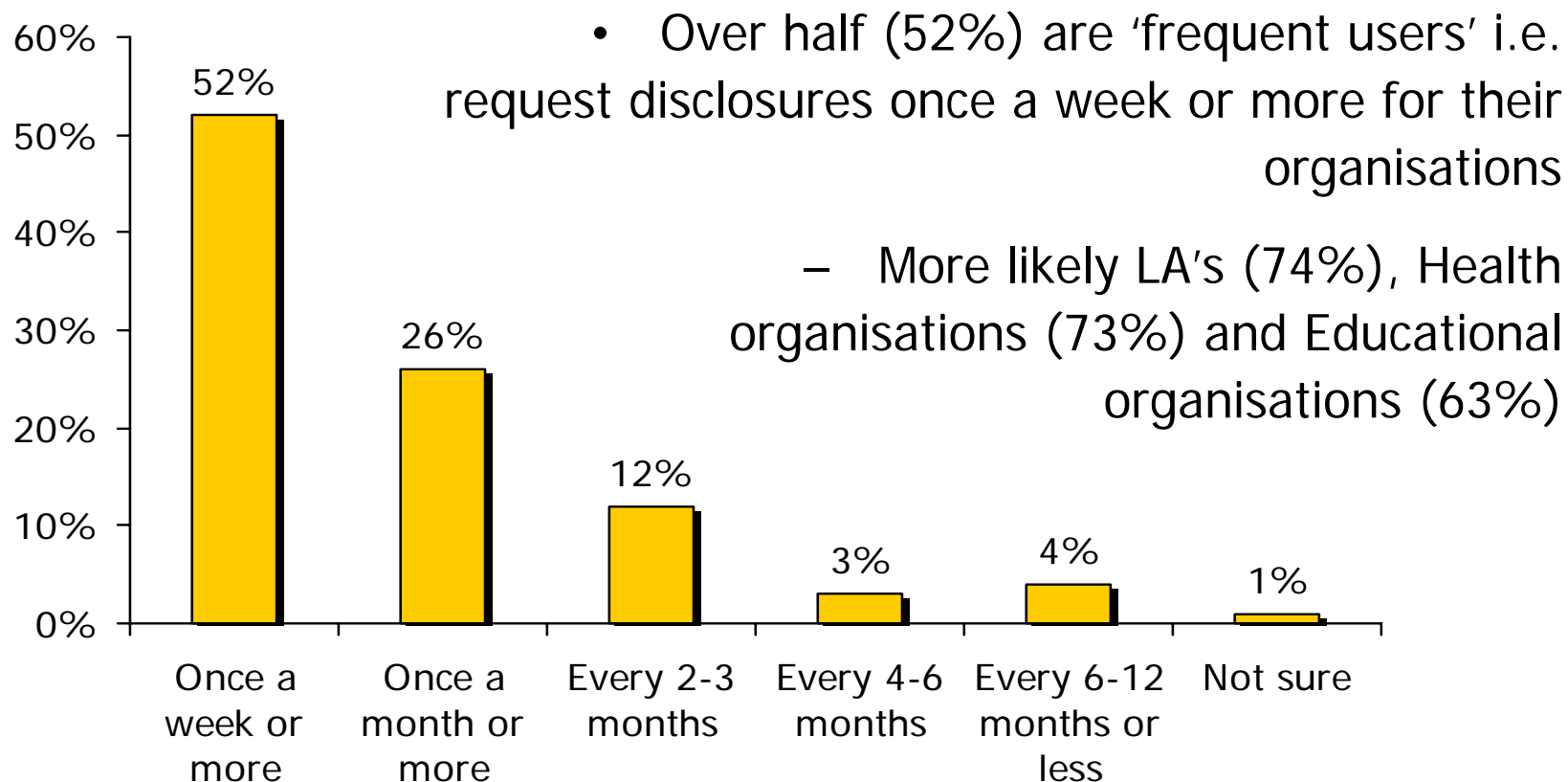
	N=1001
	%
Number of Disclosures requested per year (by individual)	
<10	12
10-25	20
26-50	18
51-75	8
76-100	8
101-150	9
151 - 250	7
251 - 500	7
500+	9
Not stated	1



Half of respondents request 50 disclosures or less a year

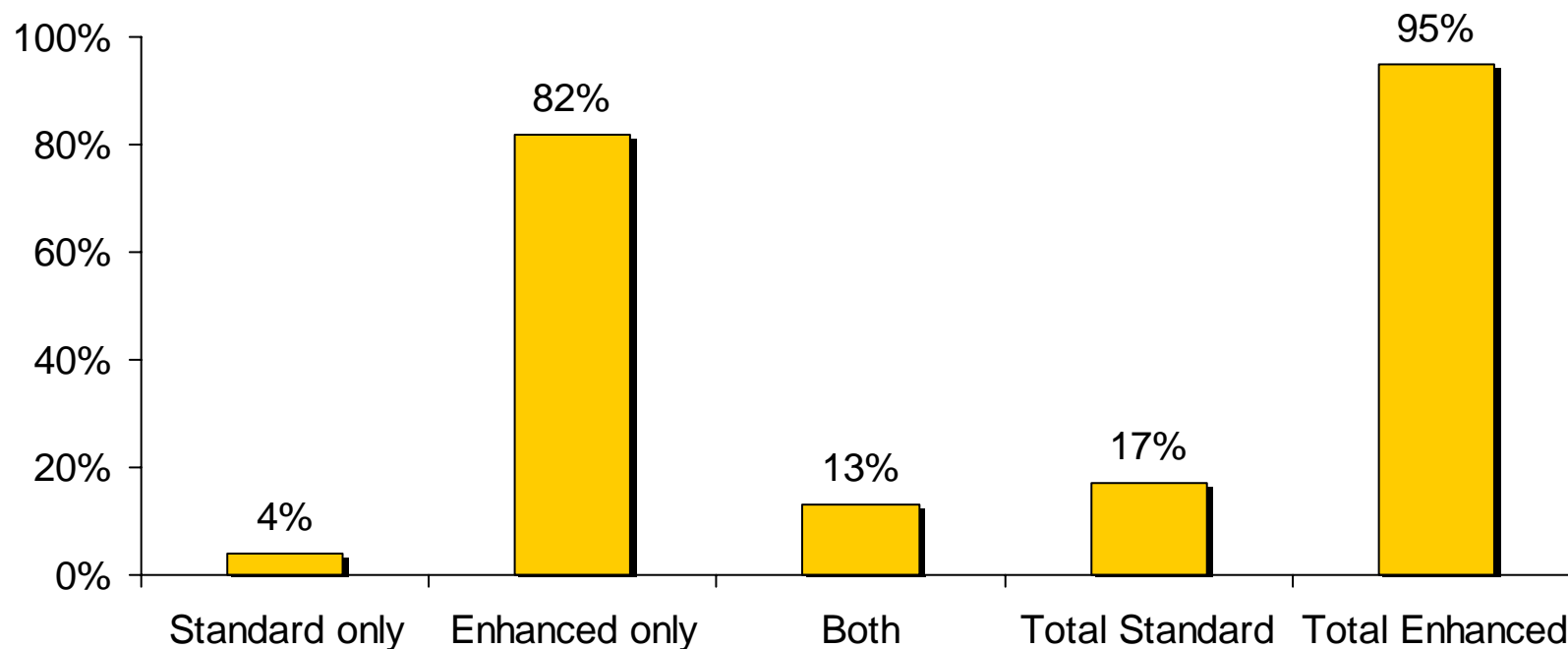
Respondent Profile

■ *Frequency of requesting disclosures from Disclosure Scotland*



Respondent Profile

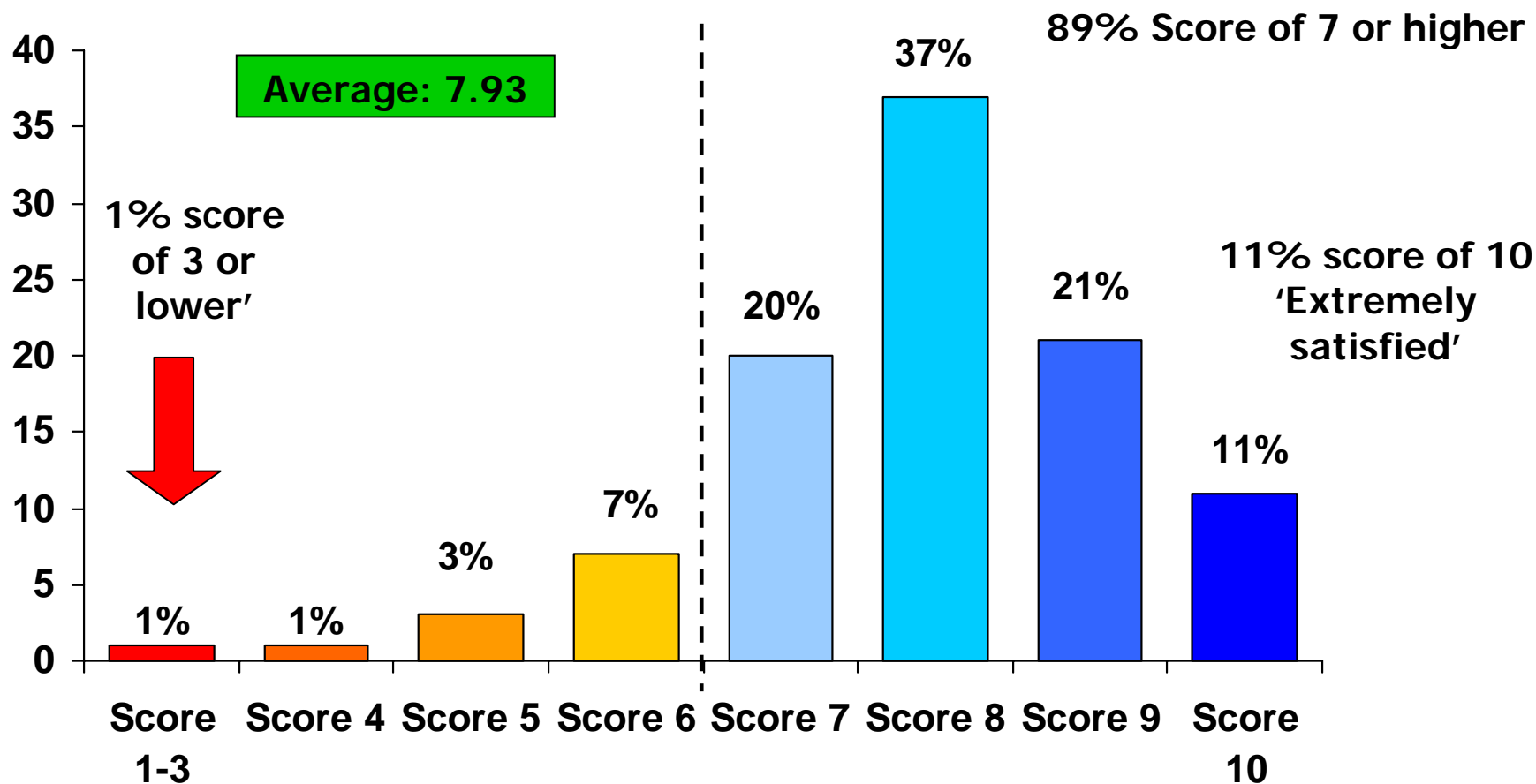
- *Type of Disclosure Applied for*



Overall Satisfaction



Overall Satisfaction



Scale 1 to 10 where 1 was extremely dissatisfied and 10 was extremely satisfied

Overall Satisfaction

Reasons for satisfaction (Score 7-10)

Prompt reply to applications/ submissions (68%)

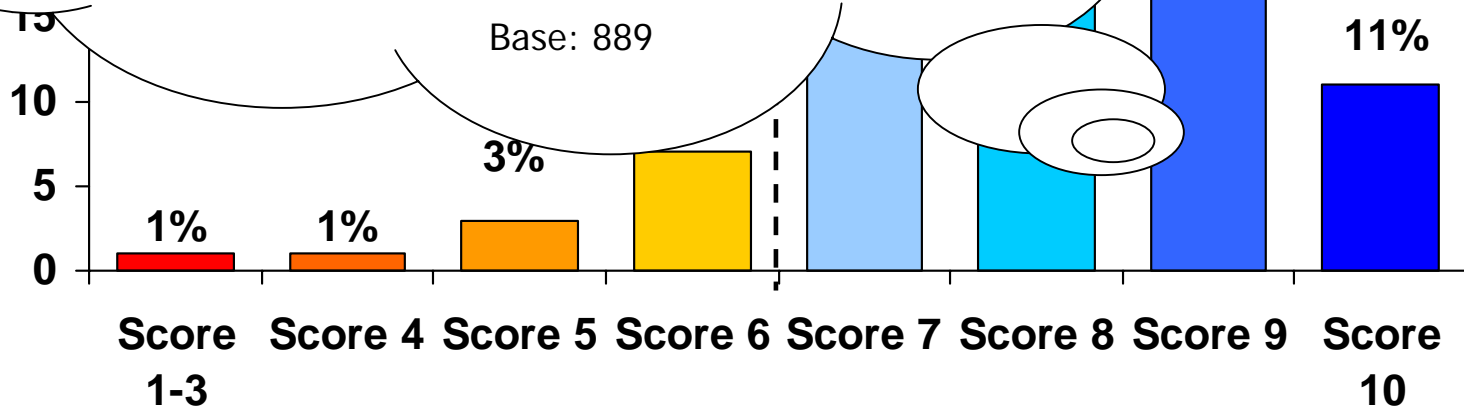
Prompt reply to query or dispute (18%)

Helpful staff (18%)

The service has improved/ has improved a lot recently (9%)

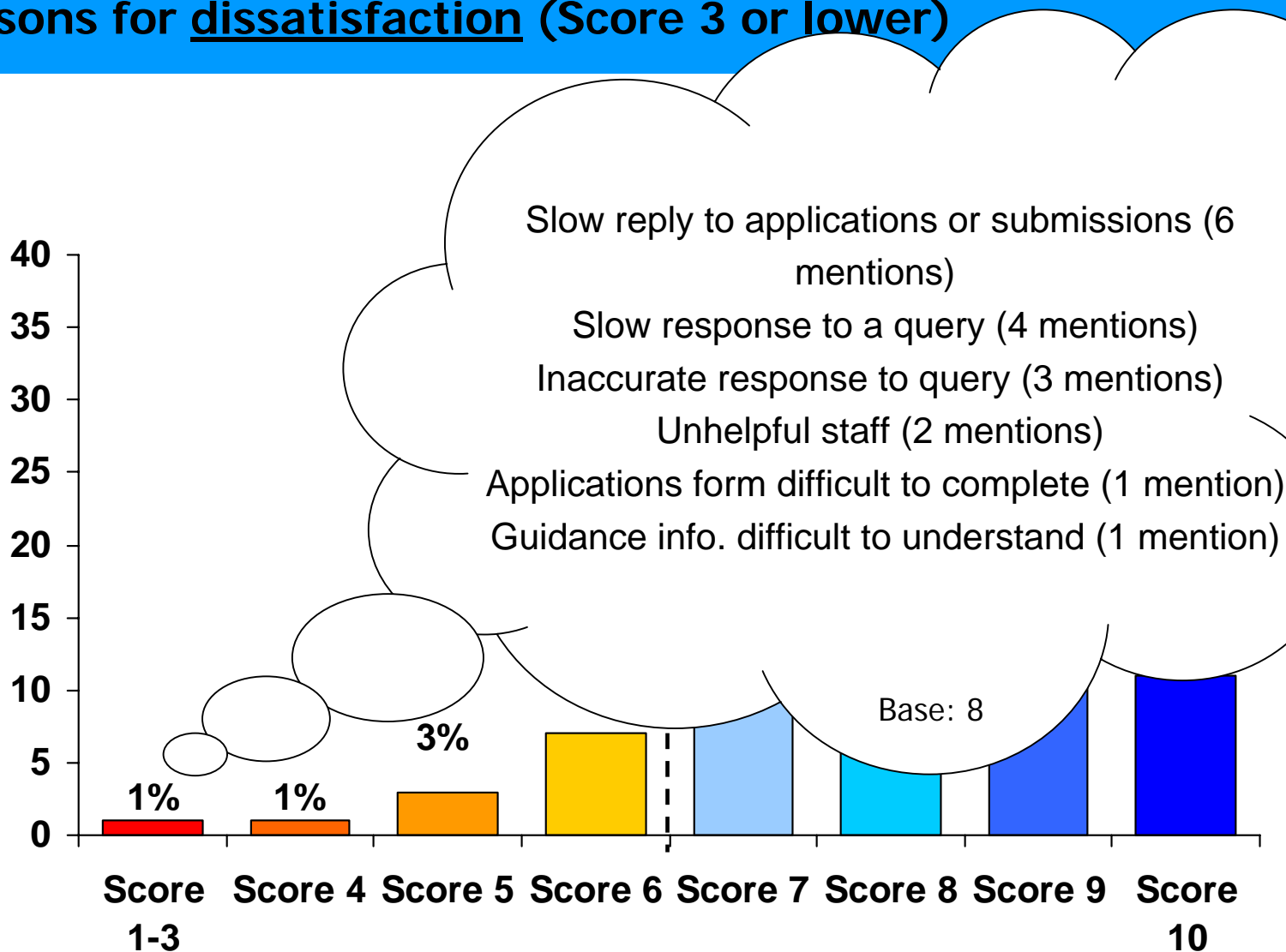
Applications form are easy to complete (5%)

Staff are courteous (4%)



Overall Satisfaction

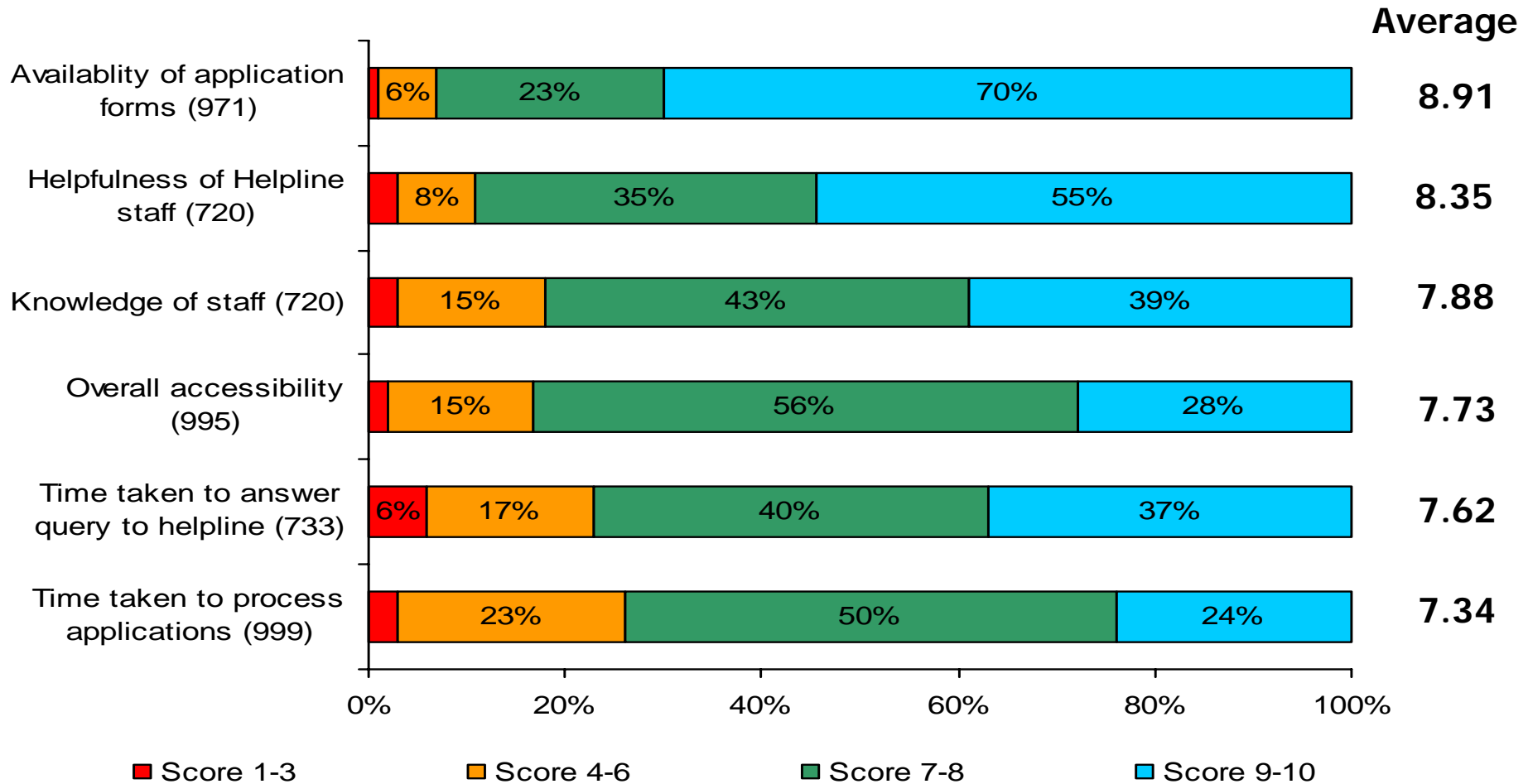
Reasons for dissatisfaction (Score 3 or lower)



Service Standards

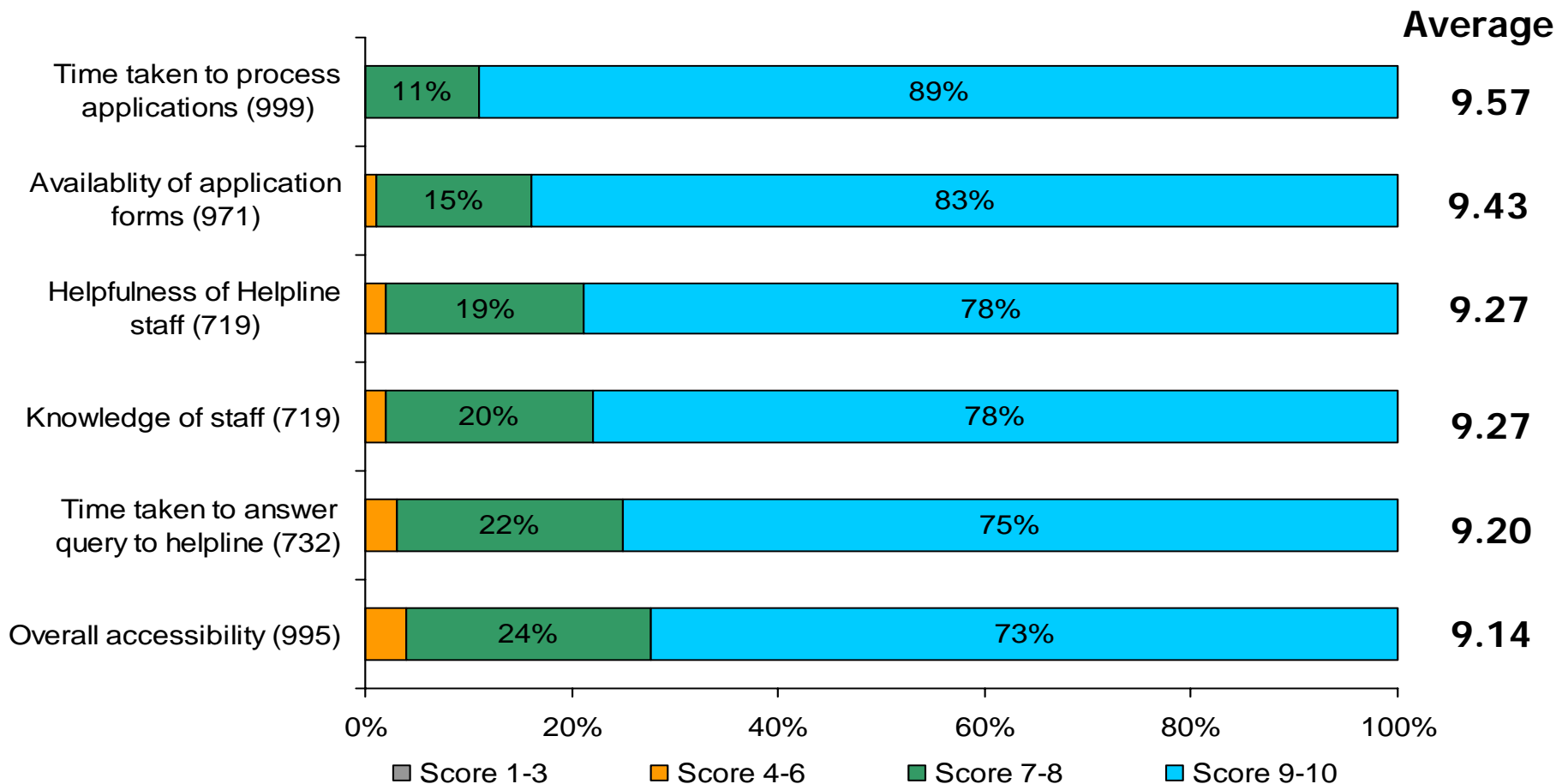


Satisfaction with Service Standards (Ranked)



Scale 1 to 10 where 1 was extremely dissatisfied and 10 was extremely satisfied

Importance of Service Standards (Ranked)



Scale 1 to 10 where 1 was not at all important and 10 was extremely important

Satisfaction vs Importance

Satisfaction with Service Standards (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)

Importance of Service Standards (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)

- **Satisfaction with 'Time taken to process applications' is the lowest but considered most important service element**
- **Correlation analysis was conducted to assess strength of each service standard in determining overall satisfaction. All the elements were closely aligned with the exception of 'availability of application forms' which has less impact on overall satisfaction than other elements**

Additional important elements

No other important elements of service

- Everything has been covered (73%)

Other important service elements

- Need better clarity of information (7%)
- Accuracy of disclosures (4%)
- Application forms badly designed/ improve layout (3%)
- Process should be easier (2%)
- Improve invoice system (2%)

Some mention of service elements already covered further highlighting their importance

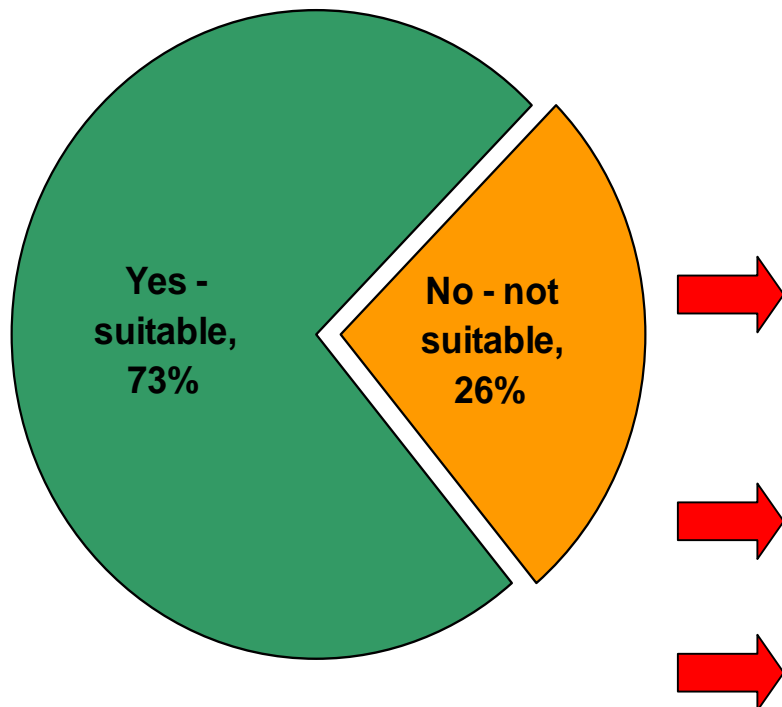
- Process should be quicker/ more prompt returns (3%)
- Important that staff are approachable/ helpful (2%)

Timescales



Suitability of Timescales

Are the timescales in receiving your disclosures suitable for your organisations needs?
(1001)



Key Reasons why not suitable... (265)

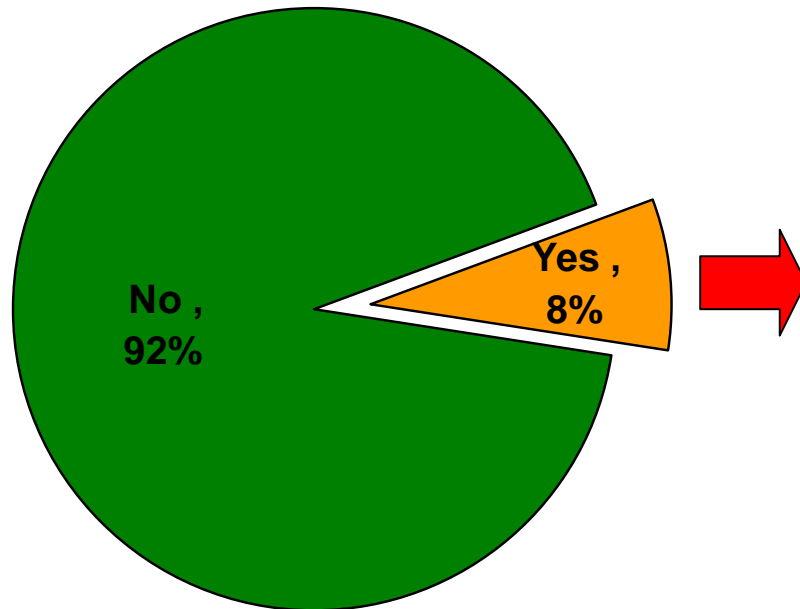
- 'Delay in starting new staff as a result of slow process' (83%)
 - 'Can lose candidate to another job because of slow processing' (24%)
 - 'Has adverse effect on our service provision in general' (12%)
 - 'No consistency in response times' (5%)
 - 'Delays in general/ hold ups' (5%)
- Decrease from 2003 survey (38%)
- More likely those organisations in care of elderly (32%); voluntary (33%) and high users i.e. 251+ disclosures/ year (37%)

Dispute/ Query Resolution



Dispute Resolution

In the last year have you raised a dispute about a Disclosure?
(1001)



Nature of dispute... (76)

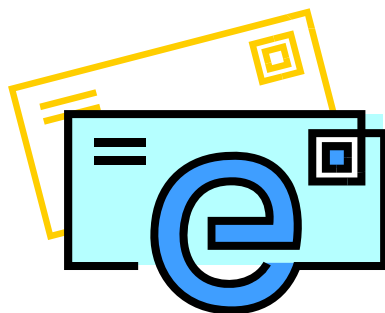
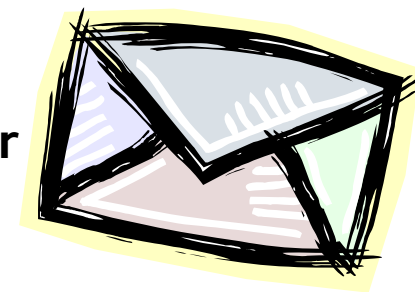
- Accuracy of information (71%)
- Application form lost (16%)
- Slow processing (3%)
- Sending certificate to wrong address/ other problems with address (3%)
- Problems with disclosure certificate itself (1%)
- Payments (1%)
- Problems with signatures (1%)
- Processing of forms from overseas applicants (1%)

Method of raising dispute



76% raised their dispute by telephoning helpdesk

16% wrote a letter

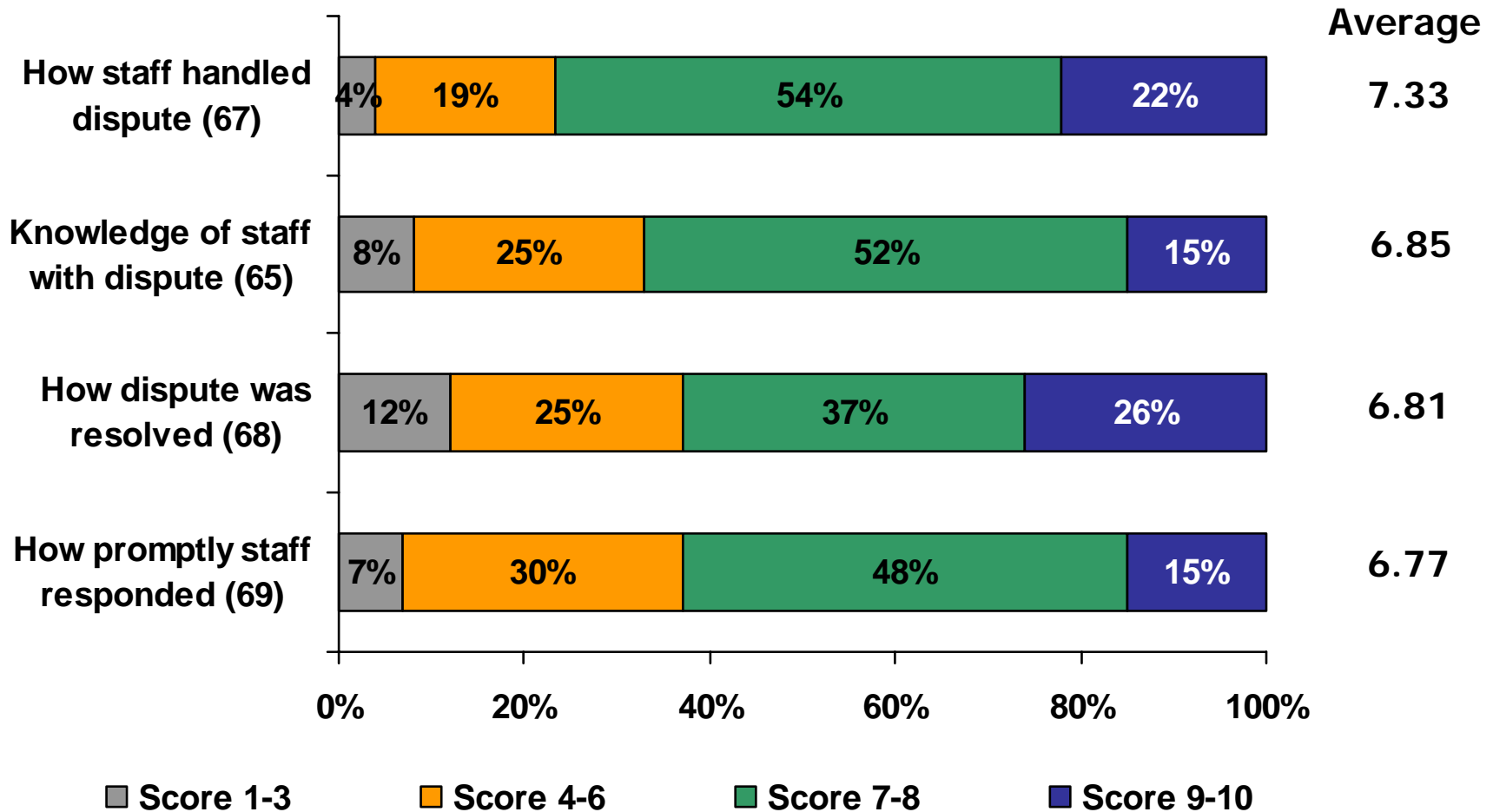


4% emailed the helpdesk

1% sent a fax



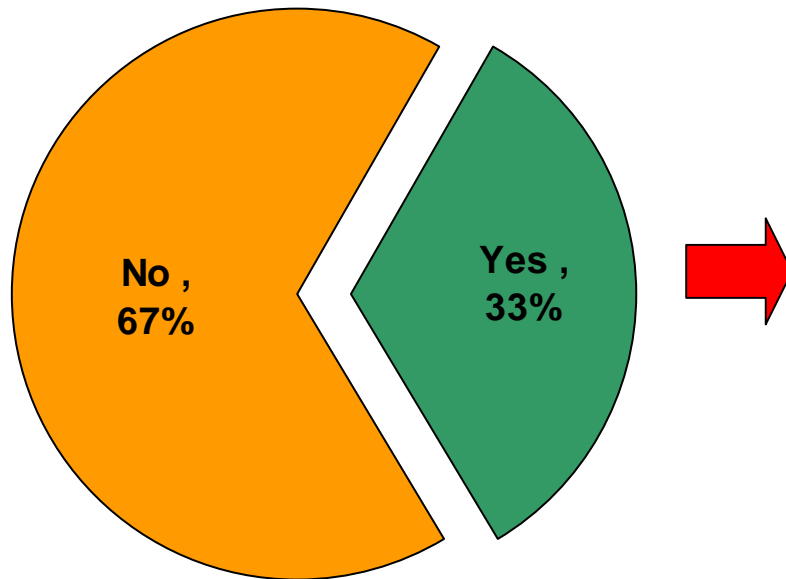
Satisfaction with staff response to dispute (ranked)



Scale 1 to 10 where 1 was extremely dissatisfied and 10 was extremely satisfied

Query Resolution

In the last year have you raised any other queries about a Disclosure? (1001)



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

Nature of query... (329)

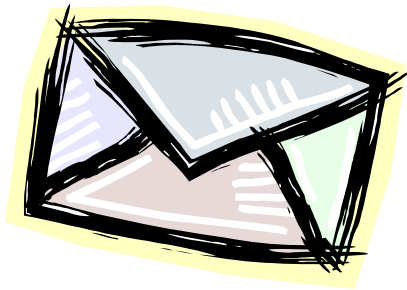
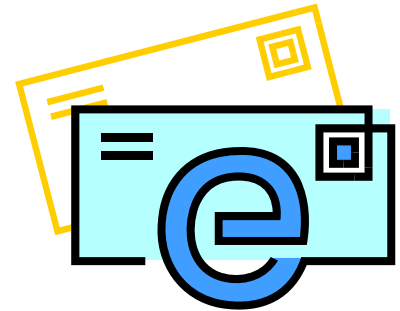
- General processing (30%)
- Information supplied (29%)
- Timescales (27%)
- Invoice matter (5%)
- Missing forms/ applications (3%)
- Queries about signatories (2%)
- Change of address/ address queries (2%)

Method of raising query



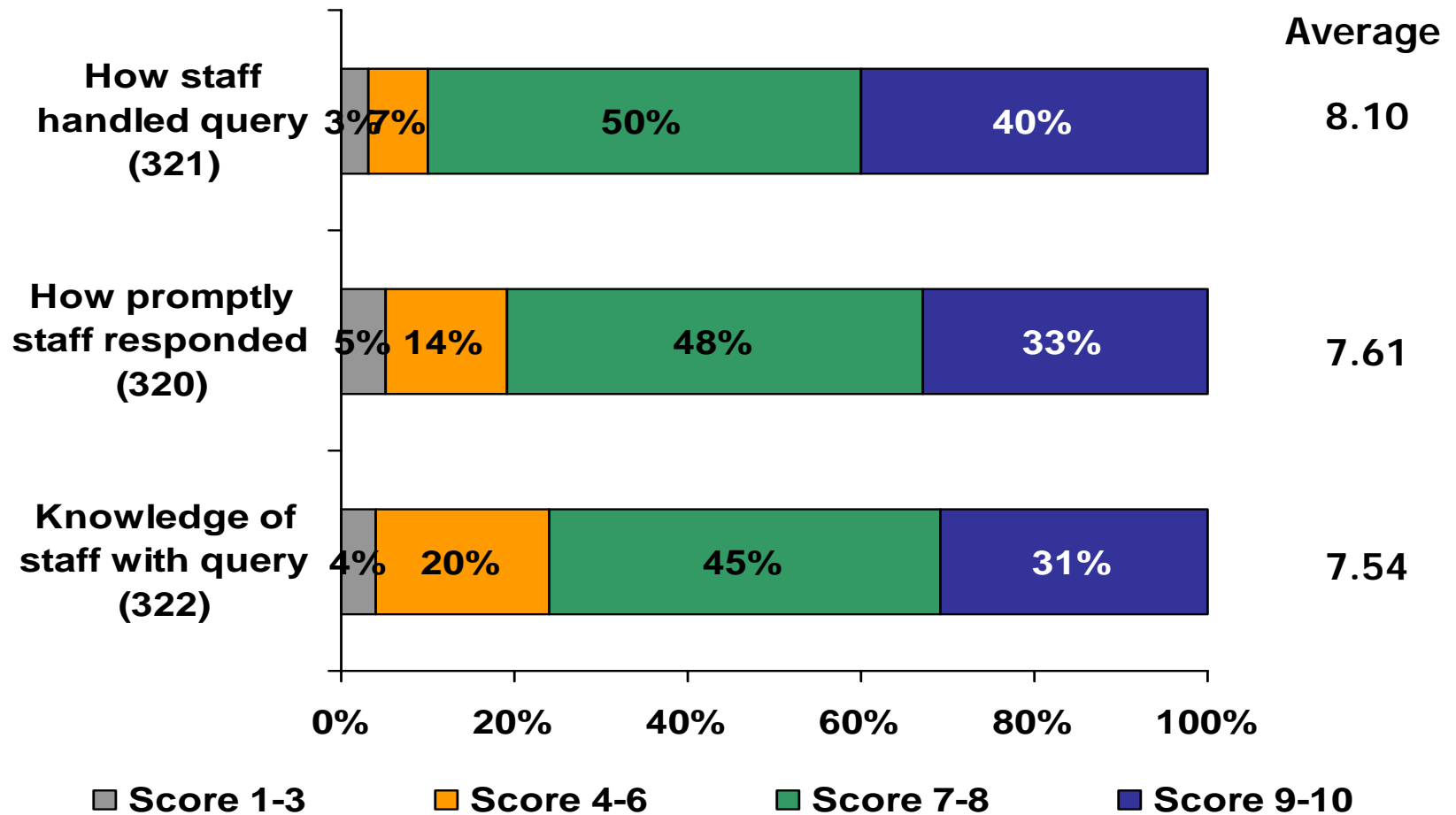
92% raised their query by telephoning helpdesk

4% emailed the helpdesk



3% wrote a letter (less than for disputes)

Satisfaction with staff response to query (ranked)



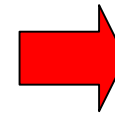
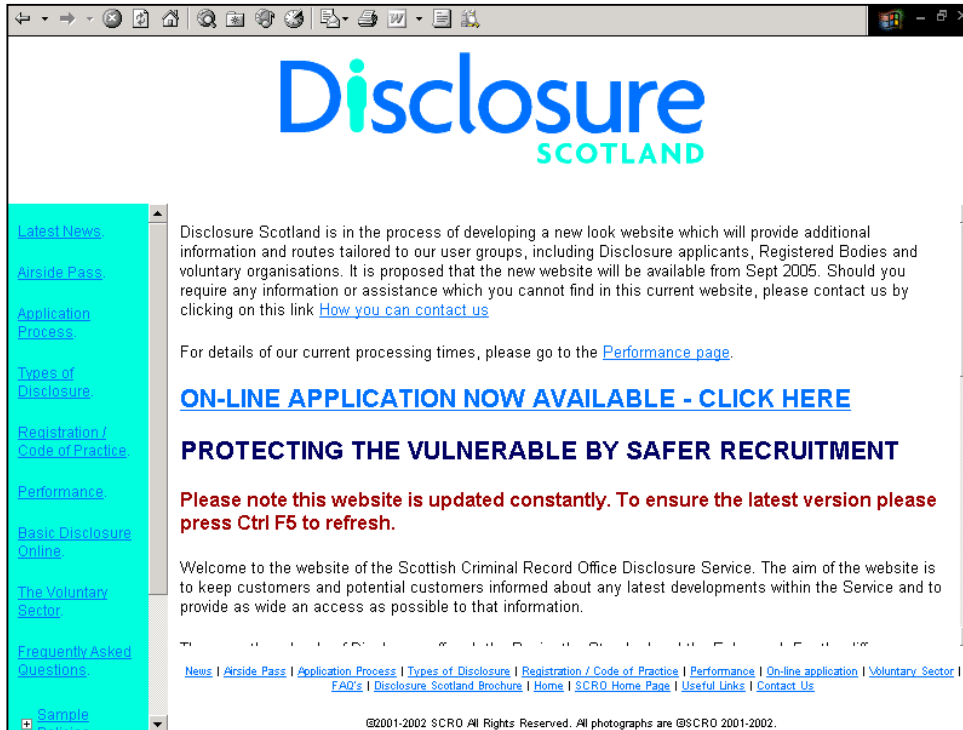
Scale 1 to 10 where 1 was extremely dissatisfied and 10 was extremely satisfied

Website

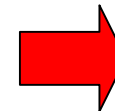


GEORGE STREET
RESEARCH

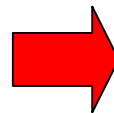
Website Usage



Just over one third (37%) had visited the website

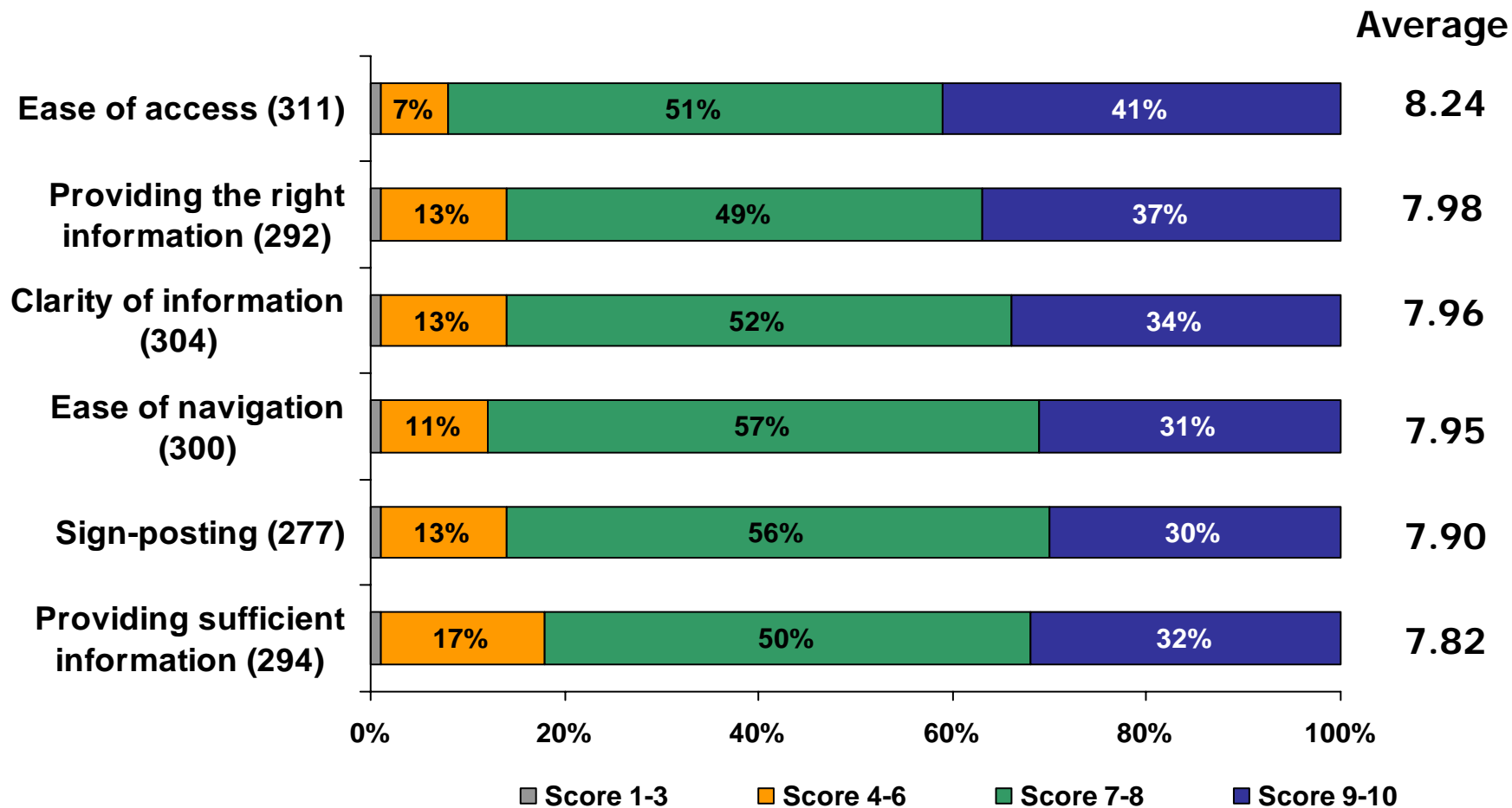


Higher usage amongst individuals in sport and leisure organisations (53%); education (47%); umbrella or voluntary orgs (45%) and high users i.e. 151+ disclosures/ year (44%)



Similar usage to 2003 survey – 34%

Rating of features of website



Scale 1 to 10 where 1 was very poor and 10 was excellent

Additional Comments



Additional general comments on service

Positive comments



Key mentions:

'The processing of application forms is quick' (7%)

'Good service/ I'm happy with service' (7%)

'The service has improved' (5%)

'The staff are helpful' (3%)

Additional general comments on service

Negative comments

Key mentions:

- 'The applications should be quicker' (7%)
- 'The application forms should be easier to complete' (7%)
- 'There is too much paperwork/ bureaucracy' (5%)
- 'The guidance notes need to be improved' (2%)
- 'The forms are returned for trivial reasons/ unnecessarily/ queries could be dealt with by phone instead' (2%)
- 'The invoice system needs to be improved' (2%)



Summary and Conclusions



Summary and Conclusions

- Overall level of satisfaction extremely high
- Satisfaction is highest for 'availability of application forms' and 'helpfulness of helpline staff' while lower for 'time taken to process applications'
- The most important service standard is 'time taken to process applications' while of less importance is the 'overall accessibility of Disclosure Scotland'
- Of note is that 'time taken to process application' is the most important service standard however received the lowest satisfaction rating. Recurring theme throughout survey and is a key variable in driving any dissatisfaction in service provision overall

Summary and Conclusions

- One quarter (26%) felt that time scales in receiving disclosures were not suitable to their organisations needs primarily because they had a delay in starting new staff as a results. Appears to be improving – 38% in 2003 found them unsuitable.
- High levels of satisfaction with staff handling and resolution of disputes and queries
- Speed and accuracy remain paramount for customers however it appears there has been some improvement to this recently – important to remain focused on
- Overall only a very few customers have any negative comments – where these occurred it related to timescales (as noted) plus some mentions of improvements to applications forms and guidance notes