



## Customer Satisfaction Survey 2005

### Executive Summary



# EXECUTIVE SUMMARY

## Background and Objectives

This report outlines the key findings of Disclosure Scotland's Customer Satisfaction Survey conducted in July 2005. 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 1001 interviews were completed. A similar survey was conducted in 2003 by means of a self-completion postal questionnaire. Any differences reported between the two years of the surveys should be treated with caution because the telephone sample is not as self selecting and therefore can be regarded as being more representative.

## Main Findings

- 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, 89% of the respondents rated the overall service as 7 or better. Furthermore, 32% gave the overall service a rating of 9 or 10. 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' (68%).
- Satisfaction is highest for the service elements of 'availability of application forms' (average score of 8.91 out of 10) and 'helpfulness of helpline staff' (average score of 8.35). 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 9.57) 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 one quarter (26%) of respondents felt that the timescales in receiving their disclosures were not suitable to their organisations needs. This has decreased from 2003 where 38% found them 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*' (83%).

- 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 (71%). The main method of raising a dispute was by telephoning the helpdesk (70%) however a proportion wrote a letter raising their dispute (16%). A small proportion had used an email to raise their dispute (4%).
- Around a third of respondents (33%) have raised a query about a Disclosure in the past year. The nature of the queries related to three main themes – general processing (30%); information supplied (29%) and timescales (27%). The main method of raising a query was by telephoning the helpdesk (92%) and only a small number wrote a letter about a query (3%).
- There was high level of satisfaction with staff responses to both disputes and queries especially with the way staff handled the query / dispute e.g. efficiently, politely, professionally etc.
- A third of respondents indicated they had visited the Disclosure Scotland website (37%) which is similar to the proportion of people who said they visited the website in the 2003 survey (34%).
- All respondents had the opportunity to provide further comments on the service provided by Disclosure Scotland. Positive comments commended the quick processing of application forms and the helpfulness of the staff. Furthermore, a number of respondents highlighted that the service provision had improved recently.
- There were a few negative comments relating to the service provision focused on the importance of timescales. A small proportion of respondents (7%) stated that ‘the applications should be quicker’. Others made comments on the application forms saying that they should be easier to complete (3%) and some suggested that improvements need to be made to the guidance notes i.e. they should be made clearer (2%).