

User Satisfaction Index – End of year 2009-10 results

Objective

The objective of this paper is to update the Directing Board on performance against the USI target for the full year ending 2009-10.

Issue

1. The User Satisfaction Index is a published performance target for the Service. This paper reports the 2009-10 results. The full results for 2009-10 are shown at Annex A.

Recommendation

2. The Board note that the achieved USI score for 2009-10 is 90 against a target of 90. The target of 90 is maintained for 2010-11.

Background

3. In 2009-10 the DB set the USI target at 90, down from 92 in 2008-09. The target was reverted back to 90 as the target of 92 had not been met in 2008-09.
4. The final USI score for 2009-10 is 90 the table attached shows the overall scores for the year on a quarterly basis. The target was only just reached in the first half of the year, and marginally exceeded in the second half. Although the increase for the full year is very small, it has been achieved through a very challenging year. This meets the target and an increase from previous years, and continues to indicate a high level of customer service.¹ Apart from IP's² there has been an increase in satisfaction for all user groups compared to last year. This survey is not considered to be a representative way of measuring satisfaction of IPs and we are considering the best way to measure satisfaction of this group in conjunction with IPU.

Summary of overall results for 2009-10

	Total responses 09-10
Very Satisfied	13,805
Satisfied	6,082
Neutral	704
Dissatisfied	144
Very Dissatisfied	110
Total	20,845
User Satisfaction Index	89.97

¹ Calculated on ORC methodology and compared to 2009 benchmarking data this would have placed us 6th out of 54 organisations.

² The return rate achieved for IP cards in 2009/2010 was notably less than last year - 109 08/09

Satisfaction by group

User Group	Sample size	2009/10	2008/09	2007/08
Bankrupts and Directors	18458	92	91	92
Insolvents Creditors	77	83	82	80
Redundancy Payments	1791	75	72	75
Enquiries	129	89	87	87
Insolvency Practitioners	68	76	82	88
Overall	20845*	90	90	91

*The remaining groups were either blank, or 'other'

5. **Bankrupts and Directors:** The most significant group in the USI is Bankrupts and Directors forming almost 90% of respondents. Satisfaction was 92, the highest of all groups. Many of the comments are extremely positive about the professionalism and courtesy shown by staff. Comments and feedback will be examined and a more comprehensive analysis provided to Regional Directors.
6. **Insolvent Creditors:** Satisfaction has increased to 83, however the small sample size of only 77 respondents in comparison to the large nature of the group means that this is unlikely to be representative.
7. **Redundancy Payments:** The sample size of 1791 was made up of both customer comment cards and customers contacted via a telephone survey. The satisfaction with the Redundancy Payments service fell slightly in Quarter 2, however it recovered in the second half of the year. When disaggregated, the target for RPS is 78.
8. Whilst it is difficult to draw firm conclusions from the comparatively small number of comments, many of the negative comments reflect customers believing they are owed more under the statutory allowance than received (e.g. wrongly calculated tax, missed holiday pay), which is common over all previous surveys.
9. Customer Services and Redundancy Payments are working with COI to understand more about how customers perceive the service and to ensure we are accurately measuring and capturing the drivers of satisfaction. In particular we are looking at how other organisations measure satisfaction with consideration for all user groups.
10. **Enquiries:** Results are primarily collected through the Internet and satisfaction was 89% from a sample of 129 respondents this is an increase from the previous year of 87 from a sample of 100. Comments are generally positive and relate to the speed and accuracy of response.
11. **Insolvency Practitioners:** 68 comment cards were received from IPs with a satisfaction rate of 76. The number of comments received was down from the previous year, and there is no apparent reason for this.

From the sample of cards which received scored of dissatisfied, only one had completed a reasoning behind their dissatisfaction, and this was because they had not received timely information.

Argument

12. We are aware that the measure we use to calculate the USI has a number of deficiencies including:
 - Low response rates for some customer groups;
 - The timing of the issues of the cards to customers; and
 - Distinguishing between satisfaction with the outcome of the process and the actual service received .

13. The Customer Services Team will be considering alternative options for measuring stakeholder satisfaction and the use of comment cards and the methodology used for calculating Customer Satisfaction (potentially with external support from COI). The Steering Board have endorsed a review of how customer satisfaction and this will be included on the agenda for the September Steering Board meeting. We will retain the customer comment card methodology in the meantime to support measurement against the 2010-11 targets.

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Full results for 2009-10

Overall USI Score	Q1	Q2	Q3	Q4	End of Year
Very Satisfied	3395	3501	3537	3375	13805
Satisfied	1555	1541	1502	1484	6082
Neither nor	191	198	164	151	704
Dissatisfied	36	47	37	24	144
Very Dissatisfied	26	31	34	19	110
Total	5203	5318	5274	5050	20845
Score	89.67	89.65	90.15	90.43	89.97

Bankrupt's / Director's	Q1	Q2	Q3	Q4	End of Year
Very Satisfied	3148	3250	3246	3128	12772
Satisfied	1335	1306	1245	1307	5193
Neither nor	122	123	96	91	432
Dissatisfied	7	12	10	8	37
Very Dissatisfied	3	8	9	4	24
Total	4615	4699	4606	4538	18458
Score	91.27	91.38	91.84	91.58	91.52

Insolvent's Creditors	Q1	Q2	Q3	Q4	End of Year
Very Satisfied	9	7	6	19	41
Satisfied	3	5	11	8	27
Neither nor	0	1	2	0	3
Dissatisfied	3	0	0	1	4
Very Dissatisfied	0	1	0	1	2
Total	15	14	19	29	77
Score	80.00	80.36	80.26	87.07	82.79

Redundancy Payments	Q1	Q2	Q3	Q4	End of Year
Very Satisfied	152	153	190	149	644
Satisfied	188	193	215	137	733
Neither nor	64	69	61	51	245
Dissatisfied	23	32	24	15	94
Very Dissatisfied	23	19	19	14	75
Total	450	466	509	366	1791
Score	73.50	73.02	76.18	76.78	74.80

Enquiry	Q1	Q2	Q3	Q4	End of Year
Very Satisfied	17	28	20	23	88
Satisfied	9	9	4	7	29
Neither nor	1	2	3	1	7
Dissatisfied	2	1	2	0	5
Very Dissatisfied	0	0	0	0	0
Total	29	40	29	31	129
Score	85.34	90.00	86.21	92.74	88.76

IP	Q1	Q2	Q3	Q4	End of Year
Very Satisfied	11	8	7	8	34
Satisfied	4	4	4	7	19
Neither nor	2	1	2	0	5
Dissatisfied	1	1	1	0	3
Very Dissatisfied	0	2	5	0	7
Total	18	16	19	15	68
Score	84.72	73.44	59.21	88.33	75.74

Other	Q1	Q2	Q3	Q4	End of Year
Very Satisfied	5	2	10	4	21
Satisfied	1	1	3	4	9
Neither nor	0	0	0	1	1
Dissatisfied	0	1	0	0	1
Very Dissatisfied	0	1	0	0	1
Total	6	5	13	9	33
Score	95.83	60.00	94.23	83.33	86.36
Blanks	Q1	Q2	Q3	Q4	End of Year
Very Satisfied	53	53	58	1	205
Satisfied	15	23	20	14	72
Neither nor	2	2	0	7	11
Dissatisfied	0	0	0	0	0
Very Dissatisfied	0	0	1	0	1
Total	70	78	79	62	289
Score	93.21	91.35	92.41	88.71	91.52