



NISRA Customer Satisfaction 2016

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NISRA

Northern Ireland
Statistics and Research Agency

Gníomhaireacht Thuaisceart Éireann
um Staitisticí agus Taighde

Contents

	Page
Key Points	1
Introduction	2
Results	
Service Provided and Quality of Statistics	3
Use of Websites	5
Uses of Statistics/Research	7
Appendices	
I - All responses including comparison with previous years	9
II - Data Quality	15

Key Points

98%
of respondents
were satisfied
with the service
provided by
NISRA.

- The great majority of key customers (**98%**) were satisfied with the **overall service** provided by NISRA in 2016, with similar levels of satisfaction found for various aspects of that service (politeness/courtesy, knowledge and professionalism). The majority of key customers (**94%**) were satisfied with the timeliness of service.
- Some **97%** of key customers were satisfied with the **quality of statistics** they received.
- Over half (**56%**) of key customers accessed statistics and research services online through the NISRA, NINIS or Departmental websites. Of these, more than three quarters found it easy to find the information they required on the NISRA and Departmental websites, while two thirds were able to easily find the information on the NINIS website.
- The main uses to which the key customers put the information obtained from NISRA were for Responding to Information Requests (**54%**), Monitoring or Formulating Policy (**50%**) and Research (**49%**).
- Less than **1%** of customers stated that they had complained about the service provided by NISRA in 2016.

Introduction

Background

The 2016 NISRA Customer Satisfaction Survey is the thirteenth in a series of annual customer surveys. This report details the level of key customer satisfaction and provides NISRA with feedback on how it is performing and how it can make improvements.

The findings from the Customer Survey are used to monitor one of NISRA's 2016/17 targets, "To achieve no less than **96%** of key users rating NISRA's services as satisfactory."

Notes

Key Customers¹ were identified by NISRA branches and provided to Staff Surveys Branch (SSB). The questionnaire was issued by email through SNAP Webhost to 1,039 individuals who had been identified as key customers during 2016. The fieldwork was carried out over a three week period in February 2017.

Response

A total of **353** customers submitted a response, amounting to a response rate of **35%** of the valid email addresses supplied². Nearly one quarter of those who responded were staff from within NISRA and slightly over half were from an NICS Department or other agency. Some individuals were identified as being a customer by more than one NISRA branch. Consequently, some customers reviewed more than one branch, and as such a total of **374** cases were recorded.

¹ A 'key customer' is a customer with whom branch staff have regular contact about important information.

² 20 email addresses were not valid.

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Download

This report along with, earlier NISRA customer satisfaction surveys can be found at this link:
www.nisra.gov.uk/statistics/ni-government-human-resource-statistics/customer-satisfaction

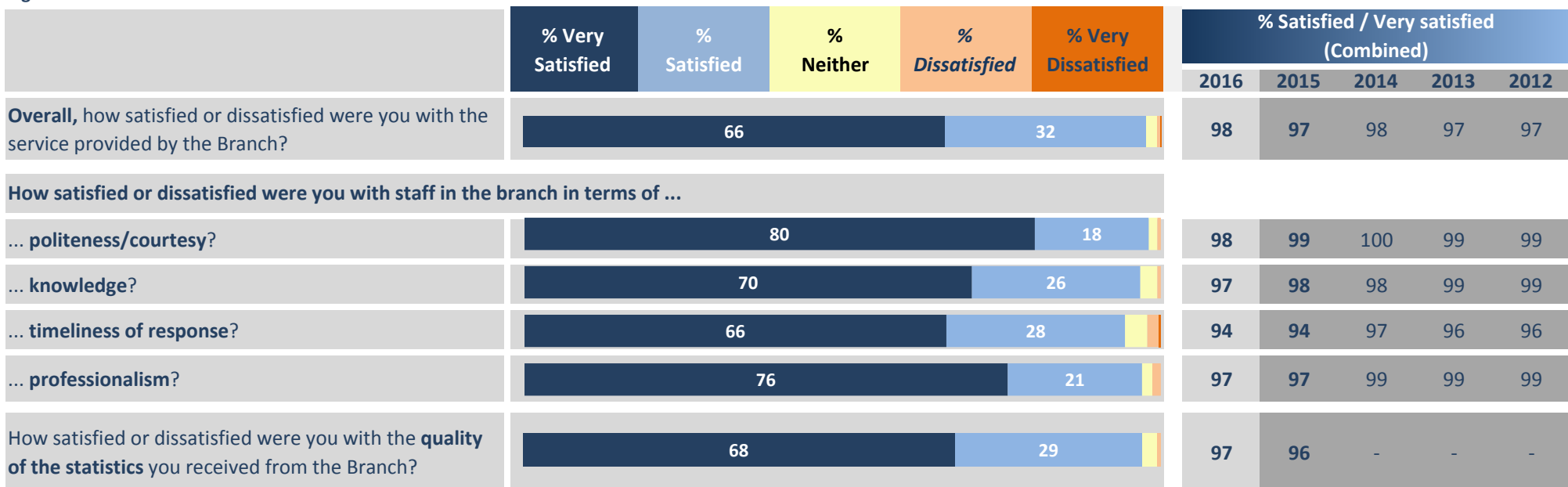
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Results - Service Provided and Quality of Statistics

The overall results from the 2016 customer survey are detailed in Figure 1. The question wording and response categories were revised for 2015 with the inclusion of a neutral option, therefore any comparative data for 2012, 2013 and 2014 must be treated with caution. It should also be noted that from 2015 only key customers were surveyed. A further breakdown is available in Appendix I.

The majority of key customers were satisfied with the overall service provided by NISRA, and all aspects of that service, as well as the quality of the statistics provided.

Figure 1



- the question was not asked in this year.

Note: Labels have been removed from the charts where there is insufficient space but missing figures can be obtained from Appendix I tables.

Results - Service Provided and Quality of Statistics - NISRA versus non-NISRA respondents

Table 1

	% Satisfied / Very satisfied (Combined)	
	2016	
	NISRA Staff	non-NISRA
Overall , how satisfied or dissatisfied were you with the service provided by the Branch?	96	98
How satisfied or dissatisfied were you with staff in the branch in terms of ...		
... politeness/courtesy?	98	98
... knowledge?	95	97
... timeliness of response?	91	95
... professionalism?	96	97
How satisfied or dissatisfied were you with the quality of the statistics you received from the Branch?	96	97

Just under one in four key customers who responded to the survey were **staff within NISRA**.

Table 1 compares the survey responses from NISRA staff and non-NISRA staff who were key customers of the Agency during 2016. Views were similar for NISRA staff and non- NISRA staff.

Results - Use of Websites

Just under six out of ten customers said that they had used a website to access the Statistics and Research services from the Branch, with around a third (35%) using Departmental websites and the same percentage using the NISRA website, while under a fifth (18%) used the NINIS website. Just over three quarters of those using the Departmental websites and the NISRA website had found it easy to find the information they required, with two thirds finding it easy to find information on the NINIS website. Further breakdowns are available in Appendix I.

Figure 2

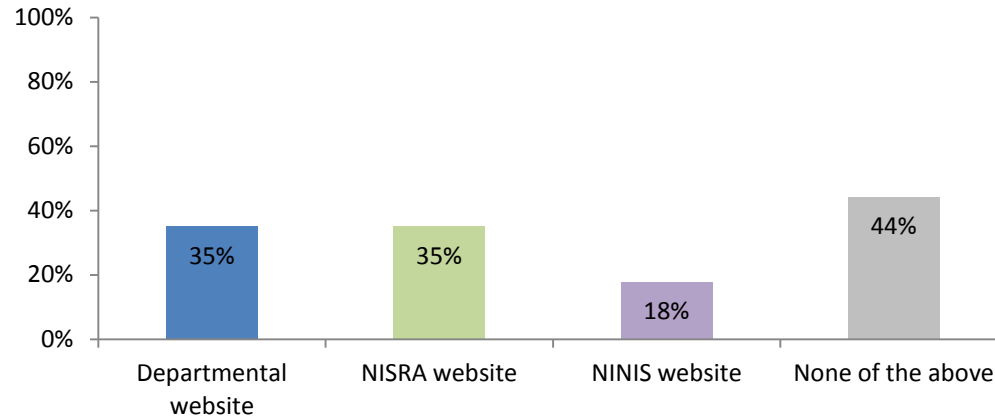


Figure 3

	% Very easy	% Quite easy	% Neither	% Quite difficult	% Very difficult	% Very easy/ Quite easy (Combined)
How easy or difficult was it to find the information you required on:						2016
NISRA website	27	50	11	10	3	77
NINIS website	19	47	13	16	5	66
Departmental website	18	58	8	16		76

Results - Websites - NISRA versus non-NISRA respondents

Non- NISRA Customers were more likely to use a website to access the Statistics and Research services from the Branch (60%) than NISRA customers (42%).¹ (Figure 4).

Figure 4

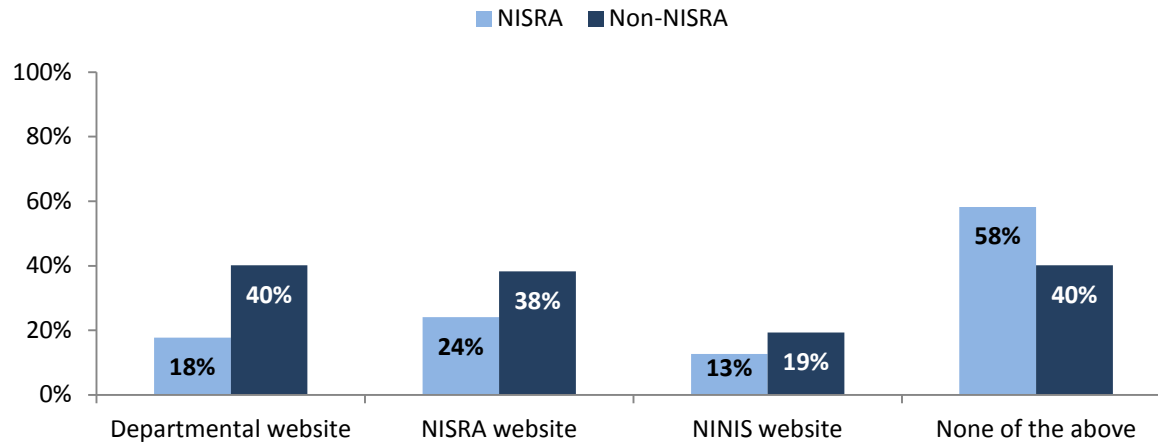


Table 2

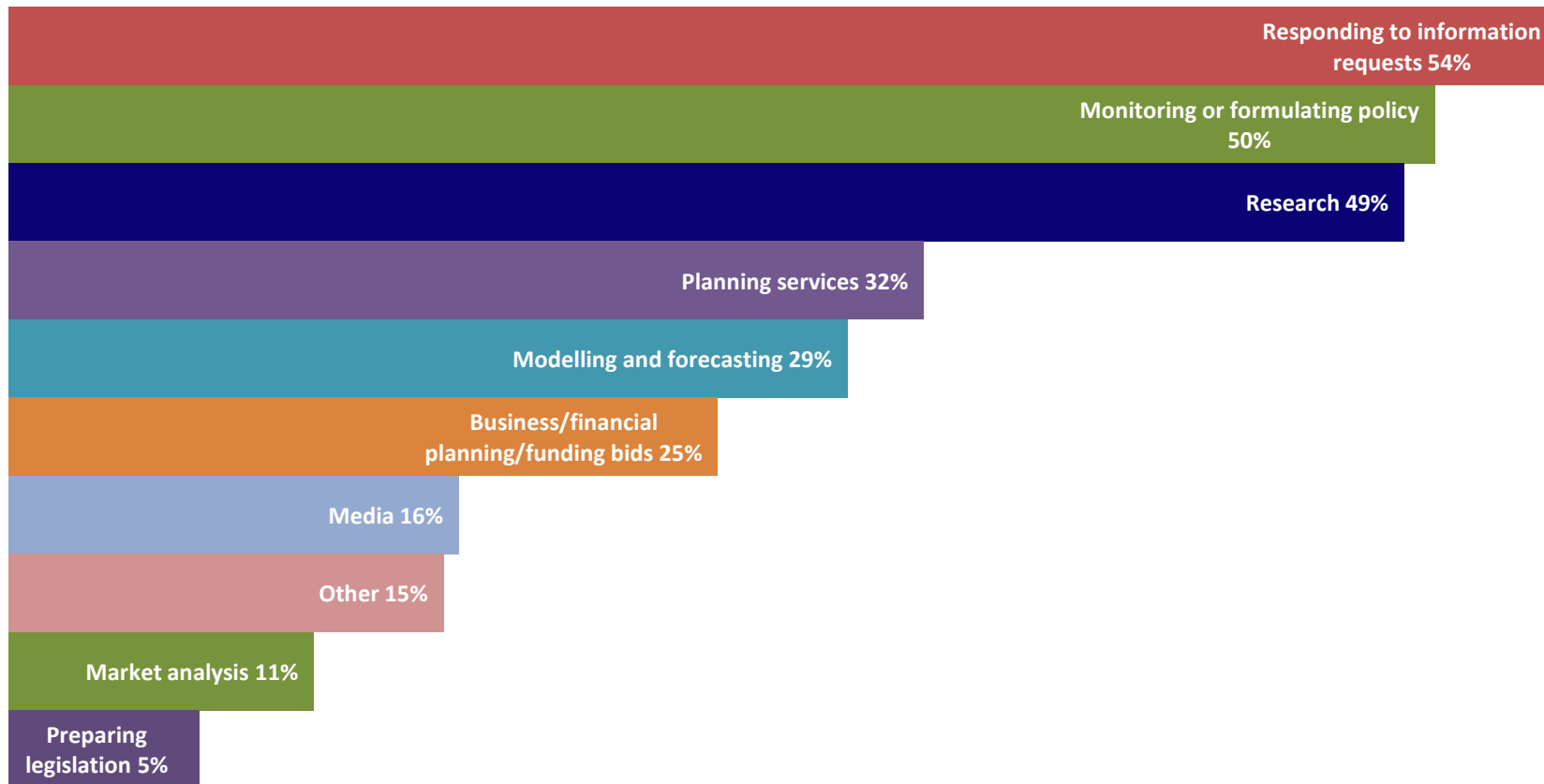
How easy or difficult was it to find the information you required on:	% Very easy/ Quite easy (Combined)	
	2016	
	NISRA Staff	non-NISRA
NISRA website	61	79
NINIS website	80	63
Departmental website	93	74

¹This is the percentage who used any of the websites.

Results - Uses of Statistics/Research

In response to the question, 'What do you use the Statistics/Research for?', the results are displayed below in figure 5. Most customers used the information obtained from the branch in 2016 for Responding to information requests, followed by Monitoring or formulating policy and Research. Respondents could select multiple options.

Figure 5 - Frequency of the uses of the Statistics/Research



Results - Top 5 Uses of Branch Statistics/Research by NISRA and Non - NISRA customers

Figures 6 and 7 show the top five uses of Statistics/Research by customers who are NISRA respondents and non- NISRA respondents. NISRA staff were most likely to use the Statistics/Research to Respond to information requests and for Monitoring or formulating policy (figure 6) and non-NISRA customers were most likely to use it for Responding to information requests, Research and Monitoring or formulating policy (figure 7).

Figure 6 - NISRA staff - Frequency of the uses of the Statistics/Research

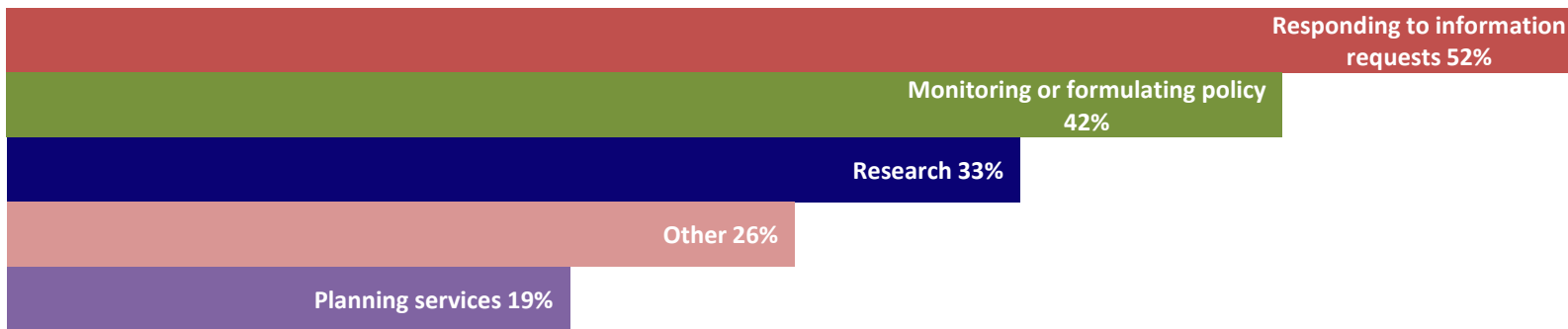


Figure 7 - Non-NISRA staff - Frequency of the uses of the Statistics/Research



Appendix I - All responses including comparison with previous years

Results from the 2016 customer survey showing all response options are detailed below, with comparative data for 2012, 2013, 2014 and 2015 are also included where possible. Please treat any comparative data prior to 2015 with caution as the questions on the overall service and staff were reworded in 2015 and a neutral option 'neither' was added to all satisfaction questions. It should also be noted that prior to 2015 all customers (both key and non-key customers) were surveyed.

Table 3

Overall, how satisfied or dissatisfied were you with the services provided?	2016	2015	2014	2013	2012
Very satisfied (%)	66	71	68	59	70
Satisfied (%)	32	26	30	38	27
Neither (%)	2	3	-	-	-
Dissatisfied (%)	1	1	2	2	2
Very Dissatisfied (%)	0	0	0	1	1
Number of cases ^	374	377	489	529	529

Table 4

How satisfied or dissatisfied were you with staff in [the Branch] in terms of politeness/courtesy?	2016	2015	2014	2013	2012
Very satisfied (%)	80	83	81	75	81
Satisfied (%)	18	16	19	24	18
Neither (%)	1	0	-	-	-
Dissatisfied (%)	1	1	0	0	1
Very Dissatisfied (%)	0	0	0	0	0
Number of cases ^	374	377	489	529	538

- This question was not asked in this year.

^ Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases.

Appendix I - All responses including comparison with previous years

Table 5

How satisfied or dissatisfied were you with staff in <i>[the Branch]</i> in terms of <i>knowledge</i> ?	2016	2015	2014	2013	2012
Very satisfied (%)	70	74	72	65	70
Satisfied (%)	26	24	26	34	28
Neither (%)	3	1	-	-	-
Dissatisfied (%)	1	1	1	0	1
Very Dissatisfied (%)	0	0	0	1	0
Number of cases ^	374	377	489	529	531

Table 6

How satisfied or dissatisfied were you with staff in <i>[the Branch]</i> in terms of <i>timeliness of response</i> ?	2016	2015	2014	2013	2012
Very satisfied (%)	66	70	67	58	66
Satisfied (%)	28	24	29	39	30
Neither (%)	3	4	-	-	-
Dissatisfied (%)	2	2	2	3	4
Very Dissatisfied (%)	0	0	1	1	0
Number of cases ^	374	377	489	529	532

- This question was not asked in this year.

^ Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases.

Appendix I - All responses including comparison with previous years

Table 7

How satisfied or dissatisfied were you with staff in <i>[the Branch]</i> in terms of <i>professionalism</i> ?	2016	2015	2014	2013	2012
Very satisfied (%)	76	78	78	69	75
Satisfied (%)	21	19	21	30	23
Neither (%)	2	2	-	-	-
Dissatisfied (%)	1	1	1	1	1
Very Dissatisfied (%)	0	0	0	0	0
Number of cases ^	374	377	489	529	534

Questions in Table 8 to 13 were only asked in 2015 and 2016

Table 8

How satisfied or dissatisfied were you with the <i>quality of the statistics</i> you received from the Branch?	2016	2015
Very satisfied (%)	68	70
Satisfied (%)	29	26
Neither (%)	2	3
Dissatisfied (%)	1	1
Very Dissatisfied (%)	0	0
Number of cases ^	374	377

- This question was not asked in this year.

^ Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases.

Appendix I - All responses including comparison with previous years

Table 9

Which, if any, of the following websites did you use to access Statistics and Research services from [the Branch] ? ¹	2016	2015
NISRA website (%)	35	29
NINIS website (%)	18	17
Departmental website (%)	35	40
None of the websites (%)	44	43
Number of cases ^	374	377

Table 10

How easy or difficult was it to find the information you require on the <i>NISRA website</i> ?	2016	2015
Very easy (%)	27	23
Quite easy (%)	50	56
Neither (%)	11	6
Quite difficult (%)	10	9
Very difficult (%)	3	7
Number of cases ^	122	104

Table 11

How easy or difficult was it to find the information you require on the <i>NINIS website</i> ?	2016	2015
Very easy (%)	19	24
Quite easy (%)	47	49
Neither (%)	13	14
Quite difficult (%)	16	12
Very difficult (%)	5	2
Number of cases ^	62	59

¹ Respondents could select more than one option.

[^] Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases.

Appendix I - All responses including comparison with previous years

Table 12

How easy or difficult was it to find the information you require on the Departmental website?	2016	2015
Very easy (%)	18	22
Quite easy (%)	58	56
Neither (%)	8	10
Quite difficult (%)	16	12
Very difficult (%)	0	0
Number of cases ^	122	142

Table 13

What do you use [the Branch] Statistics/Research for? ¹	2016	2015
Responding to information requests (%)	54	49
Monitoring or formulating policy (%)	50	46
Research (%)	49	57
Planning services (%)	32	29
Modelling and forecasting (%)	29	24
Business/financial planning/funding bids (%)	25	17
Media (%)	16	15
Market analysis (%)	11	11
Preparing legislation (%)	7	5
Other (%)	15	13
Number of cases ^	374	377

¹ Respondents could select more than one option.

[^] Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases.

Appendix I - All responses including comparison with previous years

Table 14

Did you complain about any aspect of the service provided by this branch?	2016	2015	2014	2013	2012
Yes (%)	1	0	1	1	2
No (%)	99	99	99	99	98
Don't know (%)	0	1	0	0	1
Number of cases ^	374	377	489	529	521

Table 15

How satisfied were you with the way your complaint was handled? (number of respondents) ^{2,3}	2016	2015	2014	2013	2012
Very satisfied	0	0	1	1	0
Satisfied	1	0	2	3	3
Neither	0	0	-	-	-
Dissatisfied	1	0	2	1	4
Very Dissatisfied	0	0	1	0	0
Number of cases ^	2	0	6	5	7

² Due to small base, counts are provided rather than percentages.

³ This question was only asked of those who said that they had complained about any aspect of the service provided by the branch.

[^] Some respondents were customers of more than one branch. A respondent who gave views on two branches was counted as two cases.

Appendix II - Data Quality

Relevance

The questionnaire was approved by NISRA Corporate Services and captures the data considered necessary to measure the level of satisfaction with the Agency overall. This is in line with requirements outlined by DoF Departmental Board and with various dimensions of customer service. The findings from the Customer Survey are used to monitor achievement of one of NISRA's 2016/17 targets "To achieve no less than 96% of key users rating NISRA's services as satisfactory. "

A review of the NISRA Customer Satisfaction Survey was carried out in 2015. Its recommendations were implemented with updates made to both the questionnaire and the methodology.

Accuracy

The figures represent the online survey responses received during the period Monday 6th February to Friday 24th February 2017. SNAP 11 Survey Software was used to produce the survey, with SNAP Webhost used to administer the survey online to customers.

Staff Surveys Branch (SSB) and Statistical Support and Business Planning Branch (SSBP) carried out validation checks on the email lists supplied by each NISRA branch, as well as the electronic responses.

Questions were routed and respondents were required to answer only those questions that applied to them. Certain questions were compulsory, which eliminated the possibility of a respondents accidentally omitting to answer.

The SNAP survey saved a small text file (cookie) on a respondent's computer, which saved their position in the survey and prevented them completing multiple copies of the questionnaire.

The customer list was dependent on participating NISRA branches supplying a comprehensive list of their key customers. Thirty five branches within NISRA were asked to supply such a list. Invalid email addresses were queried and where possible corrected. In a small number of cases, these addresses could not be corrected, so the survey did not reach the full list of customers.

Some individuals were identified as being a key customer of up to five NISRA branches.

The response rate for the survey was 35%. This is comparable to 2015 (36%) and higher than 2014 (24%). Due to the low response rate, caution should be exercised in interpreting the results.

Appendix II - Data Quality

Timeliness and Punctuality

This report relates to key customers of NISRA during 2016. The survey was carried out between Monday 6th and Friday 24th February 2017.

The report was published on 5th April 2017.

Accessibility and Clarity

The questionnaire was administered electronically to each email address supplied and was available in text format to aid users of most screen-reading software. Survey administrators were also available to assist and advise respondents by both telephone and email should they require additional assistance. The questionnaire was also available in other formats upon request.

These findings include tables, charts and text highlighting key facts and are available in other formats upon request.

Coherence and Comparability

The NISRA Customer Satisfaction Survey changed in 2015 in that the satisfaction questions moved from a '4-point' scale to a '5 point scale' with a neutral option 'neither' category included. This brought the questionnaire in line with DoF. There was also a rewording of questions on the overall service and staff. The coverage of the survey also changed from all customers to key customers. A "key customer" is a customer with whom branch staff have regular contact about important information. This means that the results are not directly comparable with previous surveys and any comparisons must be treated with caution. A number of new questions were included relating to websites and uses of statistics/research. The questions on using NISRA in the future and words to describe NISRA were dropped.

Confidentiality

The results are presented in such a way that no respondent is identifiable.

Rounding

Percentages are presented as whole numbers for ease of reading. Due to the rounding process, totals may not be exactly 100%. For example, if you add together the % Strongly agree, % Agree, % Neutral, % Disagree and % Strongly disagree these will not total 100% on each occasion. Percentages less than 0.5% are rounded to 0%. To give maximum accuracy, rounding is performed at the final stage of calculation.