*Service Delivery and Operations*

*Customer Experience Survey*

*2019/20*

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Branch Planning and Performance

Service Delivery and Operations

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***Introduction***

This report contains a summary of key findings from the 2019/20 Service Delivery and Operations Customer Experience Survey.

Service Delivery and Operations (SDO) provides a variety of products and services to our customers including passports, citizenship, birth, death, marriage, name changes, identity verification services, charity registration, and community advisory and funding services.

This survey aims to understand the public’s experience with our services, how they interact with SDO, and where we can improve our services. It monitors public satisfaction over time and how changes in our service delivery change the response.

***Key*** ***Findings***

Customer satisfaction with services that SDO deliver remains high with Charities Services showing a statistically significant increase in overall satisfaction to 89% for 2019/20.

Overall, ease of doing business remains constant. BDM shows a statistically significant increase to 91% in the 2019/20 year.

The online channel was rated the easiest channel to access DIA services through in the 2019/20 year.

***Overall Satisfaction***

Charities Services shows a statistically significant improvement in overall satisfaction. All other business units have shown a statistically insignificant increase in overall satisfaction except for Citizenship which has remained the same. RealMe was newly added to the survey in the 2019/2020 year and lags behind with regard to customer satisfaction.

All channels except post show some increase in in overall satisfaction, however all changes are all within the margin of error and so we can not be certain that any change has occurred.

Customers rate interactions online and via phone as slightly easier than interactions via post or in person at our counter sites. Commentary relating to a lack of satisfaction with counter/face to face interactions mainly relate to wait times, access, and needing to visit in person because the customer did not feel comfortable posting original documents.

**Examples of positive feedback provided by customers:**

*Just cause I had no problem. Because I'm not computer literate, I thought it was going to be a nightmare. I thought to give it a try and if I couldn't do it, I would get my grandson to do it, but no, whoopsie-doopsie, I've done it on my own.*

*It was very easy. The instructions were clear and I found it very prompt and they even followed up with me by email.*

*I liked the opportunity to discuss my application with a real person, rather than online or in the post. I also like the advice given.*

*I have spent years assisting with certificates. When I first started purchasing certificates, it was for my personal family history. I travelled to the city each week to purchase printout copies. Now it is much more convenient for me to check the BDM website in my own home and use my computer to do it. I can do my search online and use Real Me. I can copy out the receipt. It's so very convenient.*

*Staff are always helpful, clear with instructions and guidance and if anything additional is needed they’ll let us know so that our applications were completed correctly and we had everything required. Personally small details can easily be overlooked when dealing with paperwork one only becomes familiar with in that point in time. So I’m happy with how we were helped.*

***Ease of Doing Business***

86 percent of SDO customers say it is easy to do business with us. This number has remained consistent for the last few years. BDM shows a larger, statistically significant increase in ease, while all other business in SDO show small improvements within the margin of error.

Customers rate Community Operations, Charities Services and RealMe as being significantly more difficult to do business with than the other business units.

Commentary provided by Community Operations customers indicates that many customers find the process difficult and time consuming but those who have been through the process before fair better. RealMe is referenced as a hurdle for a number of our Community Operations respondents. Many customers remark on having to call for guidance but most who do mention that the person they spoke to was very helpful.

Charities Services customers who indicate difficultly with the process mention the sheer volume of information that they are required to submit, and that there is a discrepancy between the configuration that accounts are prepared in and the requirements of the Charities Services form which results in the need to transform information in order to fill out the form.

RealMe customers who indicate difficulty with the process most commonly comment on the requirement to visit a physical location to complete the process and the lack of locations local to them. They also mention issues with having photos accepted and having to have the photo taken multiple times as a result.

Satisfaction by channel has remained relatively static. The largest difference in satisfaction is a 3 percentage point drop in satisfaction for customers using the phone channel. This is still within the margin of error however and therefore not significant.

Online became the easiest channel by which to do business with DIA.

***Trust and Confidence***

Customers have continued to report a high level of trust and confidence in SDO products and services.

RealMe has the lowest trust and confidence rating at 83 percent, 12 percentage points lower than the most trusted business unit, Passports.

Charities Services and Community Operations have shown the greatest increases in trust and confidence and the only statistically significant change in the last year, with each increasing 5 percentage points. With the exception of RealMe, they also have the greatest potential for a future increase.

***Introduction to the digital module***

In April 2019 a new digital services module was introduced to the survey — the questions of this module aimed to understand recent customers’ use and attitudes toward SDO’s digital services. This module was only asked to a subsample of customers that completed a service that is available to online (n=2861).

***Awareness of online services, online attempts and online success rate***

2,861 customers who recently completed an online available SDO service were asked their awareness and use of the online channel.

* 84% of customers were aware they could have completed their service by going online.
* 78% of customers attempted to complete their service online.
* 71% of customers successfully completed their service online.
* Only 7% of customers asked were unsuccessful at completing their service online.

2,861 customers

***Digital customers’ needs***

When deciding how to apply online, customers reported the most important factor was the clarity of the instructions. This was followed in importance by 'Your privacy would be protected’ and ‘It would be easy to do’.

At least 80% of online customers were satisfied or very satisfied that: ‘my privacy was protected’, ‘I did it when I wanted to’ ‘Instructions were clear’, ‘it was easy to do’, and ‘it took little time’.

* Protection of privacy gained the highest satisfaction score of all the attributes while ‘it was easy to do’ and ‘it would not take long to do’ have the biggest room for improvement.

***Reasons for not applying online***

Customers who didn’t apply online were asked to provide reasons why they didn’t complete their application online. The most common reason given was that they prefer to talk to someone in person.

2,861 customers

**Prefer not to apply online (n=250, except where noted)**

* The most common reason was that they prefer to talk to someone in person or on the phone (38%)
* The second most common reason given was a lack of confidence to complete the online application (36%)
* Another common reason was being unable to submit the necessary documentation online (30%, n=146).

**Tried to apply online but were unsuccessful (n= 201, except where noted)**

* The most common reasons given was that they could not submit the necessary documentation online (30%, n=110) or that they needed general support with their application (20%).

**Those that preferred to apply online but didn’t (n=116, except where noted)**

* The most common reason was given was ineligibility to apply online (22% n=86) followed by not being able to submit the necessary documentation online (19% n=86).

***Methodology***

The 2019/20 survey was run continuously during 2019/20. Recent customers were asked to participate via a telephone or online survey. 3545 customers completed the survey. The margin of error is between 3.7% and 4.4% for each business group. The margin of error across the total of SDO is 2.6%.