

## **Central Statistics and Research Branch - Customer Satisfaction Summary Report, 2009**

### **Background**

The Northern Ireland Statistics and Research Agency (NISRA) gauges customer satisfaction by conducting an independent annual customer satisfaction survey on behalf of all of its constituent branches. Throughout the year, branches compile a database of both their key and ad-hoc customers who have received a service during that year. Identified customers of individual branches within the organisation are asked to complete a short questionnaire assessing their satisfaction with the services provided by that branch during the year. The 2009 NISRA Customer Satisfaction Survey was conducted online.

In total, 31 key customers of the Central Statistics and Research Branch (CSRB) were asked to complete the NISRA Customer Satisfaction Survey 2009, with 14 responses received (45%). No information on ad-hoc customers was available for CSRB in 2009 but this gap will be filled for future surveys.

This document briefly summarises the responses of the responding key customers. As the survey is repeated in subsequent years, it is intended to provide trend information in future reports showing how satisfaction levels change over time. A summary of the base satisfaction levels with overall service, staff skills, accessibility to branch and timeliness of response are shown in Figure 1 below.

## Key Results

**Figure 1. Satisfaction levels of responding customers by category.**



Notes:

Percentages are based on small numbers of respondents so care must be taken with interpretation

- Overall, 64% of responding customers were very satisfied with the overall service provided by CSRB and staff skill levels, with the remaining 36% satisfied.
- 57% were very satisfied with the accessibility of CSRB, with the remaining 43% satisfied (only 12/14 customers completed this question).
- 47% were very satisfied with the timeliness of response by CSRB, with all other respondents (53%) satisfied (only 12/14 customers completed this question).
- No responding customers reported dissatisfaction with any aspects of service in the above categories

Responding customers were asked which three words they would use to characterise the service provided by CSRB. Table 1 summarises all responses and provides a ranking of each word to reflect how frequently it occurred. For example, professional is ranked 1 as it was the most frequent response.

**Table 1 Words used to characterise the CSRB service**

<b>Word</b>	<b>Rank</b>
Professional	1
Helpful	2
<sup>1</sup> Prompt	3
Timely	4
Approachable	5
<sup>1</sup> Informative	6
Accurate	7
Accommodating	8
Businesslike	9
Relevant	9
Satisfactory	9
Thorough	9
Courteous	13
Rational	13
Efficient	14
Focused	14
High-Quality	14

<sup>1</sup>Counts for synonym responses were merged together

In addition, customers suggested work areas for future development, including the production of an appendix/catalogue of the various statistics that CSRB can provide. These suggestions have been noted and will be examined in terms of feasibility and resources for the future.