

# Feasibility study for the future Jobcentre Plus Customer Satisfaction Survey

by Eleni Romanou and Nick Howat

**Department for Work and Pensions**

**Research Report No 681**

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**Eleni Romanou and Nick Howat**

A report of research carried out by TNS-BMRB on behalf of the Department  
for Work and Pensions

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# Summary

Until recently, Jobcentre Plus conducted a biennial customer survey and follow-up qualitative study to monitor levels of customer satisfaction with the service and identify potential areas for improvement. However, there are a number of factors which mean that it is necessary to explore alternatives to this approach.

Firstly, there is the need for Jobcentre Plus to ensure that the measures used in the survey are able to report on the key indicators of Departmental Strategic Objective Seven (DSO7). The current study has taken account of the need to capture these indicators but in the future it is planned that the Jobcentre Plus Customer Survey will be able to be used alongside the new Pension, Disability and Carers Service (PDCS) customer survey to report on DSO7 for Department for Work and Pensions (DWP) as whole. Secondly, within Jobcentre Plus there is a desire to move towards a more frequent reporting of results to enable operational changes to be implemented faster.

British Market Research Bureau (BMRB) were commissioned by Jobcentre Plus to conduct a feasibility study exploring potential design options for a new Customer Satisfaction measure. This feasibility study had three key elements:

- *Scoping study* – This assessed the measure in its current form with respect to three factors: stakeholders' requirements; other surveys used by DWP to measure the DSO7 indicators; and methodological considerations.
- *Developmental stage* – New survey questions were designed and cognitively tested among a small selection of Jobcentre Plus customers, and various ways of adapting the current research design were assessed as part of the developmental stage.
- *Pilot survey* – This was used to test the newly formulated questionnaire among a sizeable, randomly-selected sample of Jobcentre Plus customers. This took place in late January and February of 2010.

These elements were designed to identify the optimal study design for the new customer measure both in terms of stakeholder requirements and practical considerations. In turn they looked at issues relating to the questionnaire, survey frequency, sample design, reporting and additional design consideration including the role of qualitative research and the mode of data collection.

## Questionnaire

The stakeholder consultations revealed an appetite within Jobcentre Plus for exploring customer attitudes and areas of customer service that had not received attention in the 2009 Customer Satisfaction Survey. Questions were designed to meet these new requirements and, after a round of testing in the cognitive interviewing exercise, were re-assessed and finalised in consultation with Jobcentre Plus.

One of the key issues to address in the development of the questionnaire was the type of rating scale which should be used for overall satisfaction. After discussion with Jobcentre Plus, the decision was made to use the 'Overall Satisfaction' question used in the current PDCS customer survey. This is a four point verbal scale with the following response codes: Very Satisfied; Fairly Satisfied; Fairly Dissatisfied; Very Dissatisfied. Using the same scale as the PDCS customer survey will enable DWP to report satisfaction levels across its main customer-facing businesses. While in theory the change of scale from the previous Jobcentre Plus customer surveys means that some trend data would be lost, in practice other changes to the questionnaire structure would quite probably have led to comparisons being potentially misleading in any case.

Another change to the design of the questionnaire was to focus the interview around the history of an individual transaction, rather than just looking at experiences with different contact channels. This was a change that operational stakeholders favoured as it would make it easier to pinpoint where improvements to the service are necessary by providing contextual information about different types of enquiry. The cognitive testing showed that rather than following the most recent transaction a customer had with Jobcentre Plus, it was better to prioritise those which involved the most interaction with the service. This was largely a result of the fact that the most recent transaction for Jobseeker's Allowance (JSA) customers tended to have been to 'sign on' and this is an enquiry with very little interaction with staff or services.

One proposed innovation to the design of the questionnaire suggested by stakeholders was provision for a guest module within the survey. The guest module could address policy issues in the customer survey even when they are not part of the core questionnaire. Already there have been suggestions for modules on the levels of fraud and error, online transactions and the move from Incapacity Benefit (IB) to Employment and Support Allowance (ESA) and JSA. In addition to this, the module can also be used to look at areas such as diversity-related issues which may not change every six months, but which need to be monitored over the medium to long term.

## Survey frequency

The previous customer survey was conducted every two years and Jobcentre Plus was aware that this was a source of discontent for some of those who wish to use the data. These concerns were voiced during the stakeholder consultation and relate to the fact that by the time the biennial results reached publication they were felt to be already out of date. This was particularly problematic when there were periods of rapid change, such as the recent economic downturn and the rise in unemployment. It was also felt that the current frequency was not suited to driving continuous improvement as action plans formed on the basis of published results were at risk of being left by the wayside as more urgent issues arose over the two-year period.

In order to address these concerns it is recommended that the new survey be conducted every six months. There was some consideration given to conducting the survey quarterly, but it was felt that it would be difficult to meaningfully act on results in the time period between surveys if they were conducted that frequently.

## Sample design

The proposed sample size for the new customer measure is 4,000 interviews annually. With this number of interviews it would be possible to identify significant differences on individual items with changes of two per cent annually or three per cent six-monthly.

The stakeholder consultation identified a number of key customer groups that it would be important for the new customer survey to be able to report on: customers with a disability; Black and Minority Ethnic (BME) customers; recipients of different benefit types; young people (18-24); 'New' customers<sup>1</sup>; and carers. Initial analysis indicates that the national sample would provide sufficient numbers for most of these groups to allow for reporting on an annual basis. The one exception could be BME customers. If these customers were to be analysed together as one group then there would be sufficient numbers for reporting. However, if there was a requirement to look at the results of the individual groups separately (Indian, Pakistani, Bangladeshi, Black Caribbean, Black African, etc.) then the survey would require the sample to be skewed to achieve sufficient numbers.

## Reporting

It is envisaged that there would be two levels of reporting and analysis of results in the new customer survey. The first level of reporting would be every six months and would involve topline results and limited sub-group analysis. The intention

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<sup>1</sup> These were referred to as white collar or professional customers by some stakeholders, but were also considered to include those who had been employed for a significant period of time before their current period of unemployment as a result of the economic downturn.

would be to provide results quickly with headline *weighted* figures available within a week of fieldwork ending and a presentation of findings within two to four weeks. The second level of reporting would be conducted annually and would involve in depth sub group reporting and multivariate analysis to identify the key drivers of customer satisfaction.

Most stakeholders expressed a desire to see results reported at the district level. It was felt by some stakeholders that the data 'doesn't seem real' until it means something for individual district managers. However, reporting at a district level would require a significant step-up in the scale of the survey with over a fourfold increase in the proposed overall sample size. This in turn would have considerable implications for both costs and timings.

The practical and budgetary requirements involved in collecting district level data were recognised by stakeholders, who acknowledged that this may not be possible within a national survey. As such, most stakeholders agreed that reporting at a regional level was appropriate for the new survey. However, it is recommended that reporting at the regional level be limited to annual rather than six-monthly, as there would be increased volatility if the smaller six-monthly sample sizes were used.

## Additional design considerations

Previously the Jobcentre Plus customer research included qualitative follow-up interviews with respondents. In 2009 this was a substantial exercise and also incorporated interviews with staff. It was felt that with the move to a six-monthly survey frequency, qualitative research would now best be utilised on an ad-hoc basis with small numbers of depth interviews to follow up issues of interest from the quantitative survey.

The Jobcentre Plus customer survey has previously been conducted primarily over the telephone and it is envisioned that this will continue in the new survey. While this approach has the potential to exclude customers without a telephone or with hearing difficulties, providing postal questionnaires (as has been the practice previously) will seek to alleviate this. The possibility of administering the survey face-to-face was considered, but the geographical dispersal of the population meant that this approach would have significant drawbacks in terms of costs and timings. The possibility of conducting the survey online was also suggested but not embraced by stakeholders due to concerns about take up.

**Design recommendations: a summary**

A critical element of the feasibility study was to gather together stakeholders' suggestions on how the survey could serve as a more useful and effective tool for their needs. We have weighed up their requirements against basic practical considerations and would recommend the following, subject to the availability of funding:

- Continuing to provide national-level and regional-level data only, but increasing the survey frequency to six months.
- Conducting 4,000 interviews annually – 2,000 interviews per wave.
- To ensure minimum numbers for analysis, the annual sample will be skewed to include additional Black Caribbean, Black African, Pakistani, Indian and Bangladeshi customers.
- Adopting a modular format for the questionnaire. This would involve the regular addition at every wave of a 'guest' module containing questions on a particular theme of interest; and the occasional addition of a module of questions addressed only to a subset of respondents to measure the impact of local initiatives.
- The use of a four point verbal scale for the overall satisfaction measure which will be aligned with the PDCS overall measure.
- Changing the structure of the questionnaire, so that respondents answer questions with regard to a specific type of transaction which they recently undertook.
- Introducing an ad-hoc program of qualitative research, with small numbers of depth interviews brought into play as issues of interest emerge from the quantitative survey.
- Setting aside the option of face-to-face interviews and the addition of a longitudinal element to this particular strand of customer satisfaction research.



# 1 Introduction

The Performance Measurement and Analysis Division of Jobcentre Plus (henceforth PMAD) commissioned British Market Research Bureau (BMRB) to conduct a feasibility study exploring potential design options for a new Customer Satisfaction measure. To date, the measure has comprised a biennial national survey measuring the drivers of customer satisfaction that have been identified in the Charter Mark review and the Jobcentre Plus Customer Service Standards, together with a qualitative follow-up study. Jobcentre Plus now wishes to update the survey questionnaire to ensure it captures the key indicators of Departmental Strategic Objective Seven (DSO7)<sup>2</sup>, and to increase the frequency of reporting to enable faster implementation of operational changes in response to findings.

## 1.1 Outline of the feasibility study

BMRB has carried out a three-stage feasibility study:

- 1 The first stage was a scoping study, which assessed the measure in its current form with respect to three factors: stakeholders' requirements; other surveys used by the Department for Work and Pensions (DWP) to measure the DSO7 indicators; and methodological considerations.
- 2 The second stage fed the results of the scoping study into the development of the new measure. New survey questions were designed and cognitively tested among a small selection of Jobcentre Plus customers, and various ways of adapting the current research design were assessed as part of the developmental stage.
- 3 The third stage was a pilot study used to test the newly formulated questionnaire among a sizeable, randomly-selected sample of Jobcentre Plus customers. This took place in late January and February of 2010.

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<sup>2</sup> DSO7 relates to *making DWP an exemplar of effective service delivery to individuals and employers*. DSO7 covers the Department as a whole including the business delivery arms of Jobcentre Plus.



This report describes the three stages of the feasibility study and offers recommendations for the future Jobcentre Plus DSO7 Customer Satisfaction measure.

## 1.2 Measuring and understanding customer satisfaction

Since its establishment, Jobcentre Plus has undertaken a number of research projects to assess and understand the views of its customers about the services it provides. These have included repeated quantitative Customer Satisfaction Surveys, most recently in 2009, with qualitative follow-up research conducted shortly after.

The quantitative research measures levels of satisfaction with services on a national scale, and has been carried out every two years since 2002. The qualitative research element focuses on smaller numbers of customers, and is designed to provide a more in-depth understanding of findings from the survey. Together, these two streams of research have sought to measure and understand customer satisfaction with Jobcentre Plus services.

### 1.2.1 Objectives of the 2009 customer satisfaction research

In 2009, the Jobcentre Plus customer satisfaction research set out to investigate customers' satisfaction in light of the economic downturn and recent changes in service provision (e.g. the extension of conditionality to additional groups such as lone parents and inactive benefit recipients, and the introduction of new initiatives such as the more tailored service of Flexible New Deal). These conditions have affected the number and make-up of the customer base, as well as some of interactions and processes that customers undergo, and were thought likely to have impacted on satisfaction.

The aims of the 2009 survey were set out as follows:

- to measure the overall level of customer satisfaction with Jobcentre Plus;
- to determine which aspects of the service customers were the most and least satisfied with, including satisfaction with the various contact channels;
- to determine possible differences in satisfaction among different benefit groups and across diverse demographic groups;
- to determine the key drivers (including demographic) of satisfaction and dissatisfaction;
- to determine satisfaction levels across the 11 Jobcentre Plus regions;
- to examine the impact of the economic downturn on Jobcentre Plus customer satisfaction; and
- to compare satisfaction levels with the 2007 Customer Satisfaction Survey.

Qualitative research was designed to follow up respondents from the survey, unpick the reasons behind their satisfaction and dissatisfaction with Jobcentre Plus services, and place those views alongside the views and experiences of front-line staff. More specifically, the research aims were to:

- further understand the overall drivers of customer satisfaction and dissatisfaction across all customer groups and benefit types (Jobseeker's Allowance (JSA), Income Support (IS) and Incapacity Benefit (IB)) throughout the customer journey;
- explore the views of new customer groups who had not claimed benefits before or had not done so for a long time, including those from professional, managerial and technical backgrounds and those from other occupational backgrounds;
- focus on areas of interest identified by the 2009 Customer Satisfaction Survey including:
  - exploring aspects of service that cause dissatisfaction including: problems after a change in circumstances, unresolved issues and insufficient information and delays;
  - understanding reasons for dissatisfaction with self-service channels (Customer Access Phones, Jobpoints and the website);
  - exploring reasons for complaints, as well as reasons for satisfaction and dissatisfaction with the complaints process and outcome;
  - identifying areas of service improvement;
- assess perceptions and awareness of the DWP Customer Charter among staff and customers.

### **1.2.2 Objectives of future customer satisfaction research**

Jobcentre Plus wishes to continue assessing and understanding its customers' satisfaction with the services it provides, but with certain changes.

The new measure will be required to report against four of the indicators of DSO7, rather than the drivers identified by the Charter Mark and Jobcentre Plus Customer Service Standards. Secondly, more frequent and 'real-time' feedback from customers will be required, to allow findings to be actioned more quickly and operational changes to be implemented faster. Thirdly, the information collected will need to be more directly actionable than in the past: it should be possible for the data to be used by Operations to make changes on the front line and improvements to customer service and the customer experience. Finally, to ensure consistency in customer service assessment across the different business delivery arms of DWP, the measure should be aligned as far as possible to the Customer Insight DSO7 measure and the Pension, Disability and Carers Service DSO7 measure.



## 2 The scoping study

The feasibility study began with a scoping exercise that sought to:

- take stock of the requirements of stakeholders with regards to the implementation of the measure;
- determine what is of value in the current measure, and ensure that this is retained;
- identify gaps in the coverage of the current questionnaire which may be filled using questions from other relevant questionnaires; and
- consider various methodological issues.

The scoping study consisted of three parts. A consultation exercise was held with stakeholders from across Jobcentre Plus and Department for Work and Pensions (DWP) to find out how they intend to deploy the results of the research. Parallel to this, the 2009 Jobcentre Plus Customer Satisfaction questionnaire was reviewed alongside two other questionnaires used by DWP to measure customers' perceptions of their services<sup>3</sup>. Finally, recent literature relating to methodological issues was reviewed to ensure the reliability and validity of the new measure.

### 2.1 Stakeholder consultations

A range of stakeholders were invited to discuss their views and requirements regarding the future Customer Satisfaction measure. Between October and November 2009 appointments were set up with eleven individuals, and their views collected over the telephone in interviews lasting between half an hour and an hour.

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<sup>3</sup> The two questionnaires are from the following surveys: the second wave of the 2009 Pension, Disability and Carers Service Quarterly Customer Satisfaction Monitor (henceforth, PDCS2); and the 2009 autumn wave of the DWP Customer Insight Survey on the key drivers of customer satisfaction (henceforth, CIS).

Those who took part in the consultation exercise worked in the following areas of the business:

- Jobcentre Plus Target Development;
- Jobcentre Plus Customers and Stakeholders
- Jobcentre Plus Change Delivery Provision;
- Jobcentre Plus Strategic Delivery Development;
- Jobcentre Plus Operational Deliver Support;
- Jobcentre Plus Diversity Legislation & Performance Team;
- Operations; and
- DWP Customer Insight.

Apart from the expertise that comes from working in these areas, some stakeholders had additional experience from positions they had held previously (e.g. as a District Manager) or concurrently (e.g. involvement in the Customer Matters Group).

Two researchers from TNS-BMRB responsible for managing the 2009 Jobcentre Plus Customer Satisfaction Survey were also consulted, primarily with regard to practical matters such as how the sample was managed during fieldwork to achieve regional representativeness, the survey response rates, and approaches used to analyse the results.

The stakeholders differed in terms of the breadth of their familiarity, interest and current usage of the Customer Satisfaction measure. Many were aware of alternative customer insight or service delivery research used by businesses within DWP – such as the ‘mystery shopping’ program, customer journey research, and the *Customer Insight* key driver survey – and were able to place the new Customer Satisfaction survey in this wider research context.

Prior to each scheduled interview, stakeholders were sent an information sheet describing what the interview would cover, and asking them to spend a few moments gathering their thoughts on the topic. Interviews followed the same basic format. The objectives of the feasibility study were first introduced and the job role of the stakeholder (and any particular interest in the Customer Satisfaction research) was established. The stakeholder was then asked to comment on the usefulness of the data from the perspective of their position within DWP and Jobcentre Plus, to talk about issues or customer groups they felt were not sufficiently covered by the survey, and to give their views on the frequency of conducting the research. The discussions were loosely structured, allowing emerging issues and ideas to be probed and explored further.

The main points arising from the stakeholder consultations are incorporated in Chapters 4, 6 and 7.

## 2.2 Questionnaire review

The questionnaire used in the 2009 Customer Satisfaction survey was reviewed in order to identify where the Departmental Strategic Objective Seven (DSO7) drivers of service delivery were not adequately covered. The four DSO7 indicators that need to be captured by the new survey are defined as:

- 1 Ease of Access: the level of customer satisfaction with the ease of access to DWP services.
- 2 Treatment: the level of customer satisfaction with feeling respected and valued.
- 3 Timely response: the level of customer satisfaction with the timeliness and responsiveness of service.
- 4 Right outcome: the level of customer satisfaction with the outcome.

More detailed definition of the drivers is provided by the sub-drivers shown in Table 2.1.

**Table 2.1 DSO7 sub-drivers**

<b>Ease of access</b>	<b>Treatment</b>	<b>Timely response</b>	<b>Outcome</b>
1. Ease of finding what is available	8. Staff listening	15. Told how long it will take	19. Confidence in payments being correct
2. Ease of finding what is available at the most appropriate time	9. Staff treating customers with respect	16. Claim forms/ correspondence submitted being acknowledged	20. Receiving explanations for decisions or outcome of contact
3. Ease of access through suitable method	10. Staff being helpful and polite	17. Being kept in touch as claim progresses	21. Right outcome reached
4. Process simple and easy to understand	11. Staff being knowledgeable about entitlement and process	18. Speed entitlement received/conclusion reached	22. Finding employment (job seekers only)
5. Ease of understanding written communication	12. Staff telling customers about other possible entitlements and support		23. Informed of next steps if dissatisfied with outcome
6. Not having to repeat information	13. Feeling comfortable with service		
7. Processes and information being linked to other Government services	14. Trusting organisation		

The focus of the 2009 questionnaire was on exploring channels of communication and measuring the drivers of satisfaction identified in the Charter Mark review and the Jobcentre Plus Customer Service Standards. As a consequence of this emphasis, there were several omissions with regard to the DSO7 sub-drivers (specifically the following: 1, 2, 4, 6-8, 12, 14-17, 19, and 22).

To fill any gaps, two additional questionnaires were also reviewed alongside the 2009 Jobcentre Plus Customer Satisfaction questionnaire (henceforth, JCP09). These were the latest questionnaires from the PDCS2 and the DWP Customer Insight Survey on the key drivers of customer satisfaction (henceforth CIS). Both questionnaires were designed with reference to the DSO7 drivers, and therefore offer ready-made questions that can be borrowed or adapted for the new Jobcentre Plus Customer Satisfaction measure.

Appendix A identifies questions from the three questionnaires which cover the full range of sub-drivers. Different versions of the same question are shown adjacent to one another in the table. The pool of questions in Appendix A served as the principal source of questions for the design of the new questionnaire.

## 2.3 Literature review

There are various ways in which respondents can rate views such as satisfaction or importance: for example, they may be asked to think in terms of numbers rather than words or vice versa, and they may or may not be offered the chance to declare a neutral standpoint. The variety of formats such questions can take becomes evident when looking through the pool of questions in Appendix A. To determine whether any particular format should be chosen over others in the design of the new Customer Satisfaction questionnaire, a review was carried out of literature relating to the format of satisfaction scales.

A very extensive empirical literature exists on this topic, scattered across nine decades and a range of social sciences.<sup>4</sup> Despite numerous experiments conducted to date, no consensus exists on the most accurate and analytically useful way to capture a respondent's level of satisfaction.

The main characteristics of rating scales are discussed below. During the discussion, it is worth bearing in mind some of the tendencies that survey methodologists have observed among respondents when answering rating-scale questions.

The format of a rating-scale question needs to try and overcome four types of tendency if it is to capture a view accurately. One such tendency is a reluctance to give negative evaluations of other people, a phenomenon known as *positivity*

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<sup>4</sup> Krosnick, J.A. and Fabrigar, L.R. (1997). 'Designing rating scales for effective measurement in surveys' in L. Lyberg *et al.* (eds.) *Survey Measurement and Process Quality*. John Wiley & Sons, Inc: New York. Pp. 141-164.

*bias*; this may lead to artificially high satisfaction scores<sup>5</sup>. Respondents are often also reluctant to choose answers at the extreme ends of a scale. This is known as the *central tendency error*, and may result in underreporting of extreme dissatisfaction. Thirdly, the *primacy effect* – the tendency to select one of the earliest responses read out by the interviewer – is a typical reaction to answering rating scale questions asked over the telephone<sup>6</sup>. As the positive end of the scale is read out first as a matter of course in most surveys, this may bias respondents towards the positive end. Finally, a *satisficing* tendency may be manifested by respondents not wishing to make the effort required to provide a considered view or evaluation; when faced with a difficult evaluation, respondents cut down their effort by choosing an answer that is vaguely representative – rather than totally representative – of their views.

The salient characteristics of rating-scale questions are the following.

### 2.3.1 The number of categories

Rating scales can be designed with anything upwards of two categories. The number of options available can make a difference to both respondents and analysts.<sup>7</sup> Respondents can express their stand more precisely if they have more points to choose from; however, as people have a limited capacity to make fine distinctions, too many points can make it difficult for respondents to choose where they fall in a scale, encouraging shortcuts of effort (*satisficing*).

From the researcher's viewpoint, more categories may be preferable because of their greater analytical potential<sup>8,9</sup> and because they make it possible to differentiate subtle distinctions between individuals' attitudes towards the same subject. On the other hand, there is a risk that such subtle distinctions may be artificial, since the existence of more points carries with it a greater risk of inconsistency within and between individuals' interpretations of any given response option.

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<sup>5</sup> Tourangeau, R. et al. (2000). *The Psychology of Survey Response*. Cambridge University Press. Page 240.

<sup>6</sup> Callegaro, M. et al. (2008). 'Effects of precoding response options for five point satisfaction scales in web surveys'. *Public Opinion Research Conference*. Page 4.

<sup>7</sup> Krosnick, J. A. and Fabrigar, L.R. (1997). 'Designing rating scales for effective measurement in surveys' in L. Lyberg et al. (eds.) *Survey Measurement and Process Quality*. John Wiley & Sons, Inc: New York. P. 144.

<sup>8</sup> Coelho, P.S. and Esteves, S.P. (2007). 'The choice between a five-point and a ten-point scale in the framework of customer satisfaction measurement'. *International Journal of Market Research* 49(3): 313-339. Page 314.

<sup>9</sup> Hill, N. (2005). *Rating scales in customer satisfaction research*. [www.stakeholdermagazine.com/files/rating-scales1.pdf](http://www.stakeholdermagazine.com/files/rating-scales1.pdf). leadershipfactor



There is no agreement on the optimum number of points to use, though most of the relevant literature dismisses coarse scales (i.e. those with very few points) as not being sufficiently discriminatory, and cites Cox' suggestion of using five to nine points<sup>10</sup>. Nowhere in the literature is there an overwhelming case for favouring a particular number of points within that range. Coelho and Esteves' recent experiment with five-point and ten-point scales revealed almost no differences in response patterns when a different number of categories was used<sup>11</sup>, while a study by Dawes showed no distinction in the analytical potential of five-, seven- and ten-point scales.<sup>12</sup>

### 2.3.2 The presence of a midpoint

Rating scales can be designed with an even or an odd number of points, depending on whether a midpoint is required. Midpoints are often used in bipolar scales, which measure one attitude against the converse attitude (for example, satisfaction measured against dissatisfaction). In such cases, the midpoint indicates the transition between the two attitudes. In unipolar scales, which measure the degree to which something is felt or believed against the absence of feeling or belief (for example, importance measured against lack of importance), the 'meaning' of the midpoint is less well defined: it is usually interpreted as representing a moderate position.

The presence of a midpoint has been criticised for encouraging *satisficing*, since the offer of a neutral or moderate option allows respondents to avoid the effort of choosing a definite viewpoint.<sup>13</sup> This argument finds some support in Coelho and Esteves' experiment, which shows that responses are more likely to cluster around the middle of the scale when there is an odd number of categories, compared to when there is an even number (i.e. when there is no clear midpoint).

### 2.3.3 Category labelling

The categories in a scale are usually numbered, but scales vary in having either all categories, some categories, or only the end-points labelled with words. When a scale is short, it is quite simple for interviewers to read out the complete list of scale descriptors over the telephone (e.g. very satisfied, fairly satisfied, neither satisfied nor dissatisfied, fairly unsatisfied, etc); with longer scales this process can be time-consuming, and the respondent may have difficulty remembering

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<sup>10</sup> Cox, E.P. (1980). The optimal number of response alternatives for a scale: a review. *Journal of Marketing Research* 17: 407-442.

<sup>11</sup> Coelho and Esteves 2007.

<sup>12</sup> Dawes, J. (2008). 'Do data characteristics changed according to the number of scale points used?' *International Journal of Market Research* 50(1): 61-77. Page 63.

<sup>13</sup> Krosnick, J.A. and Fabrigar, L.R. (1997). *Survey Measurement and Process Quality*, Page 147.

the categories they heard.<sup>14</sup> For these reasons, longer scales tend to remain in numerical form and have just their ends 'anchored' by verbal descriptors.

Verbal scales offer respondents a more intuitive way of expressing their attitudes than numbered scales. However, labelled points are seen by some as problematic because the distance between each category cannot be quantified: for example, the distance between 'very satisfied' and 'fairly satisfied' is unknown, and it is unclear whether this distance is the same as the interval between 'very dissatisfied' and 'fairly dissatisfied'. As a consequence, some analytical techniques cannot be applied to the responses.<sup>15</sup>

Numbered points have been criticised for lacking an inherent meaning, other than the implication of equal divisions between the concepts established at the ends of the scale. There can be no certainty that all respondents are interpreting the numbers in the same way, and it has even been suggested that numeric labels that begin with '0' are interpreted differently to those that begin with '1', even though survey designers tend to use these interchangeably.<sup>16</sup> Because the respondent has to be relied upon to interpret numbers, partially labelled scales are generally considered to have lower methodological reliability and validity than fully labelled scales<sup>17,18</sup>. The methodological advantages of verbal scales are, however, contingent on the avoidance of ambiguous terms such as 'superb' and 'excellent', which obscure the ordering of the points.<sup>19</sup>

### 2.3.4 A one-stage or two-stage format

Attitudes such as satisfaction can be measured using a single question that combines direction (e.g. satisfied/dissatisfied) with intensity (e.g. very, fairly). Less commonly, a two-stage format is adopted whereby a question asking about valence or direction (e.g. Overall are you satisfied or dissatisfied?) is followed by a question about degree (e.g. totally, fairly, slightly, etc). Albaum *et al.*'s experiment

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<sup>14</sup> Dawes, J. (2008). 'Do data characteristics changed according to the number of scale points used?' *International Journal of Market Research* 50(1): 61-77. Page 62.

<sup>15</sup> Hill, N. (2005). *Rating scales in customer satisfaction research*. [www.stakeholdermagazine.com/files/rating-scales1.pdf](http://www.stakeholdermagazine.com/files/rating-scales1.pdf). leadershipfactor

<sup>16</sup> Callegaro, M. *et al.* (2008) 'Effects of precoding response options for five point satisfaction scales in web surveys'. *Public Opinion Research Conference*. Page 3.

<sup>17</sup> Krosnick, J.A. and Fabrigar, L.R. (1997). 'Designing rating scales for effective measurement in surveys' in L. Lyberg *et al.* (eds.) *Survey Measurement and Process Quality*. John Wiley & Sons, Inc: New York. P. 152.

<sup>18</sup> Schaeffer, N.C. and Presser, S. (2003). 'The science of asking questions'. *Annual Review of Sociology* 29: 65-88. Page 78.

<sup>19</sup> Friedman, H.H. and Amoo, T. (1999). 'Rating the rating scales'. *Journal of Marketing Management* 9(3): 114-123. Page 116.

with different scale formats in postal surveys revealed that the two-stage format yielded more responses at the extreme ends of the scale than did the one-stage format<sup>20</sup>, suggesting that the use of two stages could overcome respondents' natural tendency to avoid extreme responses (central tendency error). It is unclear whether this would also apply in telephone surveys. Additionally, some studies suggest that the fully-labelled two-step branching format has the advantage of being faster to administer and more reliable than the simple rating scale format.<sup>21</sup>

### 2.3.5 The presence of a 'don't know' option

Satisfaction scales are sometimes accompanied by a 'don't know' response option. This should be provided for respondents who genuinely have no opinion on an issue, who might otherwise be forced to pick a rating from the middle of the scale.<sup>22</sup> The inclusion of a 'don't know' option has been criticised for encouraging **satisficing** by respondents with ambivalent views (e.g. satisfied in some ways, dissatisfied in others), or those who cannot pinpoint where on the scale their opinion lies (e.g. they may know they are mostly satisfied, but cannot decide precisely how much)<sup>23</sup>.

## 2.4 Conclusions

The discussion above does not point to the existence of a single superior rating-scale format which could automatically be adopted for the new Customer Satisfaction survey. What it does allow, however, is the identification of strengths and weaknesses in the formats of questions included in Appendix A.

Take, as an example, the 'overall satisfaction' question used in the 2009 Jobcentre Plus Customer Satisfaction questionnaire. On the positive side, the question uses a simple verbal scale which has the joint advantages of being consistent with past practice within Jobcentre Plus as well as being easily comprehensible to its intended audience. On the negative side, it has a scale midpoint and a 'don't know' option, both of which might encourage *satisficing*. As respondents can reasonably be expected to have an opinion either way regarding their satisfaction with Jobcentre Plus' services, it would be advisable to remove one or both of those

<sup>20</sup> Albaum, G. *et al.* (2007). 'Simple rating scale formats' *International Journal of Market Research* 49(5): 633-650.

<sup>21</sup> Tourangeau, R. *et al.* (2000). *The Psychology of Survey Response*. Cambridge University Press. Page 249; Schaeffer, N. C. and Presser, S. (2003). 'The science of asking questions'. *Annual Review of Sociology* 29: 65-88. Page 77.

<sup>22</sup> Friedman, H.H. and Amoo, T. (1999). 'Rating the rating scales'. *Journal of Marketing Management* 9(3): 114-123. Page 118.

<sup>23</sup> Krosnick, J.A. and Fabrigar, L.R. (1997). 'Designing rating scales for effective measurement in surveys' in L. Lyberg *et al.* (eds.) *Survey Measurement and Process Quality*. John Wiley & Sons, Inc: New York. P. 154.

response options. To encourage the identification of extreme negative views, it might also be worth converting this question to a two-stage format. Implementing such changes could result in the collection of more accurate data on satisfaction.

That being said, the aim of this feasibility study is not simply to assess the quality of the existing questions, but to create a new measure which is capable of collecting *actionable* data for stakeholders within DWP and Jobcentre Plus, in a format that is *accessible* to those who need to implement it, as well as *comparable* with past and present measures used in other DWP surveys – primarily the PDCS quarterly customer survey. The benefit that any changes might have must therefore be weighed up against the risk of compromising continuity with previous waves of the research, and the need to harmonise ‘overall satisfaction’ scores across the DWP businesses.

The cognitive testing phase of the feasibility study offers the opportunity to experiment with alternative rating scale formats, to explore how comfortable respondents are with expressing satisfaction in terms of numbers or words, and how they rationalise the ratings that they give. Ultimately, any decisions made about the formats of individual questions will come down to how those questions perform in the cognitive interviewing, and consideration of all the factors mentioned above. The decisions made with respect to the pilot are summarised at the end of Chapter 4.



## 3 The developmental stage

This chapter provides an overview of the processes that were undertaken to feed the results of the scoping exercise into the research design. The feasibility study's developmental stage consisted of two parts. First, new questions were formulated in response to comments made by stakeholders and the findings of the questionnaire and literature reviews. Second, a number of research design options were devised in light of what stakeholders had said regarding their requirements.

### 3.1 Formulating and testing new questions

The scoping study served to identify topic areas that had been under-explored by the 2009 Customer Satisfaction questionnaire. These gaps came to light, partly through discussion with stakeholders who felt that certain requirements were not being met, and partly by measuring up the questionnaire against the Departmental Strategic Objective Seven (DSO7) sub-drivers.

New questions were formulated to fill those gaps and the questions, together with explanations of how these related to comments made by stakeholders, were presented to Jobcentre Plus. Following feedback from Jobcentre Plus and its stakeholders, the new questions were tested in the cognitive interviewing phase of the study.

Cognitive interviewing was carried out over two days at the beginning of December 2009. Two recruiters working for British Market Research Bureau (BMRB) and based outside Ealing Jobcentre Plus were responsible for inviting customers exiting the premises to take part in interviews.

To ensure that a wide variety of customers were included in the cognitive interviewing phase, 30 respondents were recruited, comprising a mix of different benefit recipients. Minimum quotas were set for lone parents on Employment and Support Allowance (ESA); first-time claimants; female claimants; Black and Minority Ethnic (BME) claimants; claimants under the age of 25; and claimants over the age of 55. The latter quota proved hard to fill, so the minimum age threshold for this group was lowered to 45.

As was expected, the majority of customers visiting Jobcentre Plus in person were on Jobseeker's Allowance (JSA). Only 29 interviews were carried out, as one respondent broke their appointment. 12 women (including two lone mothers) and 17 men were interviewed. The distribution of respondents, in terms of benefit and ethnicity, is shown in Table 3.1.

**Table 3.1 Customer profile for cognitive testing**

	<b>Jobseeker's Allowance</b>	<b>Income Support</b>	<b>Incapacity Benefit</b>	<b>Employment and Support Allowance</b>
White	12	1		1
Mixed	2			
Asian	2			
Black	7	1	1	
Other	1			1
<b>Total</b>	<b>24</b>	<b>2</b>	<b>1</b>	<b>2</b>

Respondents were interviewed in private using the cognitive interviewing questionnaire shown in Appendix B. Respondents were encouraged to think out loud or paraphrase questions in their own words as they answered, so that the researchers could check how questions were interpreted and identify any difficulties in comprehension, recall, or coming to a decision. Answers were probed to understand how they were reached, with particular attention paid to how respondents rationalised their answers to rating questions.

All newly formulated questions are presented in Chapter 4, where reasons for introducing them to the questionnaire and observations arising from the cognitive interviewing are also discussed.

### 3.2 Developing the research design options

Various design alternatives for the new Customer Satisfaction measure were mentioned in the Steering Group Committee meeting in October 2009. Alternatives – such as different fieldwork frequencies or modes of administering the survey – were also discussed during the consultation exercise, at which time individual stakeholders gave their thoughts on whether or not these methods would enhance the quality or operational utility of the research results.

Following the interviews, the stakeholders' comments were collated, and their enthusiasm and rationale for realising each of the possible alternatives was assessed. The results of this exercise are summarised in Chapters 6 and 7.

## 4 The questionnaire

This chapter focuses on the development of the questionnaire. It begins by discussing any relevant issues that emerged during the stakeholder consultations and presents new questions that were formulated to cover those issues. Observations on how well the questions ‘worked’ when cognitively tested have also been included. The second section presents any new questions that were designed as a direct consequence of the questionnaire reviewing process, with accompanying comments on how well these additional questions ‘worked’ in the cognitive testing phase. The final section summarises the changes made to the content of the new questionnaire.

### 4.1 Issues arising from the stakeholder consultations

Some of the points raised by stakeholders have direct implications for the design of the questionnaire. Below, we present the main points that emerged during the consultations, and propose ways in which the new questionnaire can address them.<sup>24</sup>

#### 4.1.1 Channel use

Although the 2009 survey was designed to capture a great deal of information regarding channel use, several stakeholders had a specific interest in customers’ internet usage, particularly for making claims online (and particularly among unemployed professionals). Alongside this was an interest in customer awareness of online services and a desire to investigate customers’ appetite for moving

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<sup>24</sup> Throughout this chapter, the following abbreviations are used:

- JCP09 refers to the latest wave of the biennial Jobcentre Plus Customer Satisfaction Survey (2009);
- PDCS2 refers to the second quarterly customer satisfaction monitor for the Pension, Disability and Carers Service (2009);
- CIS refers to the autumn refresh of the six-monthly DWP Customer Insight survey investigating the key drivers of customer satisfaction.



services online. The survey was seen as an opportunity to explore the potential for persuading customers to do more things online, and to find out their attitudes to 'self-service' and how they might interact with advisers online.

The 2009 survey includes questions on awareness of the Jobcentre Plus website (JCP09 Q62), whether it was used in the last 12 months (JCP09 Q63), what it was used for when it was last visited (JCP09 Q68a), and how helpful it was (JCP09 Q69). This topic therefore already receives some coverage, though there are currently no questions investigating the potential take-up of online services among the Jobcentre Plus customer base in the future.

To remedy this, one potential addition would be a question regarding the preferred channel for contacting Jobcentre Plus (adapted from PDCS2 Modepreferred).

*How would you have preferred to have had contact with Jobcentre Plus for this enquiry?*

1. *By telephone*
2. *By letter*
3. *In person in your own home*
4. *In person at a government office*
5. *[DO NOT READ OUT In person somewhere else]*
6. *Online*
7. *Email*
- Other (specify)*
- Don't know*

In addition, we tested a question among customers who have internet access exploring their level of comfort with the types of online transactions they are already likely to undertake. The transactions asked about were general, rather than focusing on specifics (such as searching for job vacancy searches, discussing benefit claims, or reporting the non-receipt of payment), in order to be applicable to all types of Jobcentre Plus customers.

*How comfortable do you feel using the internet...*

- a) *For finding basic information*
  - b) *For interacting with other people or organisations*
  - c) *For recording or updating your personal details*
1. *Perfectly comfortable*
  2. *Fairly comfortable*
  3. *Not very comfortable*
  4. *Not at all comfortable*
  5. *DO NOT READ OUT Never tried this*
  - Don't know*

Some respondents did not understand the terms used in questions (b) and (c). In all cases where terms were not understood, it turned out that the respondent had never attempted such a transaction, suggesting that the 'Never tried this' option should be made more salient by being placed at the top of the list and being read out.

Two new questions were added to explore the potential of converting customers who currently rely on face-to-face or telephone transactions to online transactions. All three followed JCP09 Q68a (shown below). Respondents who have visited the website but did not use it for one of the purposes shown in Q68a were asked whether they would be prepared to do so:

*Q68a When you last visited the Jobcentre Plus website, what did you use it for? DO NOT PROMPT*

- 1. To find out how to claim a benefit*
- 2. To see if I was eligible for a benefit*
- 3. To search for jobs*
- 4. To find out my nearest office*
- 5. To find out how to apply for a loan (e.g. Social Fund, Crisis or Budgeting Loan)*
- Other (specify)*
- Don't know/can't remember*

*Would you consider using the internet to do any of the following online in the future? READ OUT. SELECT ALL THAT APPLY.*

- 1. To find out how to claim a benefit*
- 2. To see if I was eligible for a benefit*
- 3. To search for jobs*
- 4. To find out my nearest office*
- 5. To find out how to apply for a loan (e.g. Social Fund, Crisis or Budgeting Loan)*
- 6. None of the above*

During the cognitive interviewing, options (4), (1) and (5) were sometimes not selected because respondents knew where their local office was, or because they did not need to claim a benefit or apply for a loan – the question seemed to them to be about what they were intending to do, rather than what they were prepared to do online. This suggests the question might be improved by inserting the wording: 'If you needed to, would you consider...'

A final question was used to explore the reasons why respondents would not consider using these online services.

*All the services I mentioned are available on the website. Why is it that you would not consider using the internet for this/these? DO NOT READ OUT.*

- 1. Unaware of the online availability of service*
  - 2. Unaware that Jobcentre Plus offers this service at all*
  - 3. I do not need this service*
  - 4. I have difficulty using computers/internet*
  - 5. I do not like using computers/internet for this purpose*
- Other (specify)*  
*Don't know*

A few alternative reasons were given by respondents in the cognitive interviewing. Some said that there was usually a telephone or face-to-face element in the process anyway, so there was no point starting the process online. Others mentioned preferring more direct interaction with a person in order to be confident that they had done things correctly and had not misunderstood. These answers can be captured by the 'other specify' option, but could potentially also be added into the list above as precoded response options.

#### **4.1.2 Navigating past the issues of dissatisfaction with policy**

There was a degree of concern among some stakeholders that customers may not be thinking about services and the quality of transactions when they answer questions on satisfaction, but may instead be distracted by their views and experiences of policies (e.g. recent changes in the entitlements of lone parents) or their own personal entitlements (e.g. whether or not a decision came out in their favour).

The cognitive testing phase explored this by testing two versions of the 'overall satisfaction' question with different wordings, one borrowed from the PDCS2, the other from the JCP09. In both cases, responses were probed to find out whether customers were answering with regards to service or policy.

*Next I am going to ask you some questions on how you feel about your dealings generally with Jobcentre Plus. First of all, how satisfied are you overall with Jobcentre Plus?*

- 1. Very satisfied*
  - 2. Fairly satisfied*
  - 3. Fairly dissatisfied*
  - 4. Very dissatisfied*
- Don't know*

The wording of the 'overall satisfaction' question borrowed from PDCS2 (shown above) led respondents to think about everything to do with Jobcentre Plus, not just the service it provides. Aspects of the service respondents said they were considering when answering included: length of time before receiving first payment; lack of toilet facilities in office; not yet having found a job; staff not paying sufficient attention to one's own personal circumstances; rudeness of staff; number of times respondent was transferred from one staff member to another; staff not understanding what respondent was after; atmosphere of disorganisation.

There was no great difference between this and the alternative from JCP09, shown below:

*Please answer this and all other questions about the services provided by Jobcentre Plus, rather than any other organisations such as the Child Support Agency, the Disability and Carers Service, or the Pension Service. So, thinking about all the services provided by Jobcentre Plus, overall how satisfied or dissatisfied are you with the service? Are you...*

- 1. Very satisfied*
  - 2. Fairly satisfied*
  - 3. Neither satisfied nor dissatisfied*
  - 4. Fairly dissatisfied*
  - 5. Very dissatisfied*
- Don't know*

Reasons given in the cognitive interviewing included: getting what you went in for; receiving funding for courses; success in finding employment; being rushed off the phone; feeling the staff want to get rid of you; the job-hunting process; competence of staff; ease of getting through on the phone; some staff members going out of their way to help; being made to feel helpless or dehumanised while in the office; a claim being stopped without notice.

For a more focused response, a new lead-in could be inserted before the question specifying that respondents should not think about any payments or benefits they receive, but only about the treatment and quality of service they have experienced. Such an alteration could potentially improve the quality of the data collected, but at the expense of undermining the comparability of this data with the 'overall satisfaction' measure used in other Department for Work and Pensions (DWP) surveys.

### 4.1.3 Professionalism

Measurement of 'professionalism' was felt by one of the stakeholders to be an important aspect of customer service that was currently missing from the survey. According to the DWP Competency Framework for the Operational Delivery Profession, 'delivering a professional service' involves 'presenting a positive image of the organisation through seamless service delivery and customer engagement'. It also means building 'customer confidence in the professionalism of the organisation and the services it provides by offering advice and recommendations that are underpinned by up-to-date knowledge and expertise'.

To explore customer confidence in these areas, a useful starting point would be to re-use a question from the 2009 Jobcentre Plus Customer Satisfaction questionnaire regarding level of confidence in the office environment (JCP09 Q42 '...providing a safe environment'). In addition, a question on level of confidence regarding payments may be incorporated into the questionnaire (CIS Q15 '...being confident with the payment you received'). Additional questions are needed to cover:

- whether the customer feels they've been given a *full and up-to-date account* about all their entitlements;
- whether they feel they got the information they needed when they first made contact about the issue, or would need to chase this up further;
- whether they feel they've been given the *most appropriate advice* for their own situation;
- whether they feel the person they spoke to was a properly trained and experienced professional (rather than, for example, a hired temp).

Of course, customers cannot know with any certainty whether or not staff gave them full and correct information, but it is worth finding out whether they felt that this was the case. A new battery of questions was tested in the cognitive interviewing stage, using a four-point verbal 'confidence scale'.

*How **confident** do you feel that the person you spoke to...*

- a) Gave you information about entitlements and benefits that was up-to-date?*
- b) Gave you information that was correct?*
- c) Remembered to tell you everything you needed to know?*
- d) Offered advice that was relevant to your particular circumstances?*
- e) Was an expert in their job?*

- 1. Very confident*
- 2. Fairly confident*
- 3. Not very confident*
- 4. Not at all confident*
- Doesn't apply*
- Don't know*
- Refused*

During the cognitive interviewing, it quickly became clear that if this question was kept it would have to be filtered according to the transaction involved. Customers who had visited Jobcentre Plus to sign on or search for jobs were unable to answer questions (a)-(d), and were frustrated with having to choose the 'doesn't apply' option several times in a row. Respondents seemed unable to distinguish between questions (a) and (b). Question (e), however, generally seemed to work well, with respondents able to recognise an 'expert' as someone who had been in the job for a long time; someone whom they saw being consulted by other members of staff; someone who seemed to have professional training; or someone who seemed to know all the procedures. Conversely, they did not feel confident that the staff member was an 'expert' if they took a long time, if they looked baffled at the customer's request, or if they didn't 'take ownership' of the customer's issue.

#### 4.1.4 Customer expectations

The expectations that customers may or may not have when using Jobcentre Plus' services was a 'hot topic' for several of the stakeholders, particularly those who had attended the Steering Group Committee meeting in October 2009 where this issue had previously been discussed. Stakeholders' concerns included: whether customers (particularly those who are new to Jobcentre Plus) know what Jobcentre Plus offers and what it does not offer, and whether customer expectations might exceed what the service is designed to deliver. Some raised the question of whether customers had other organisations in mind, to which they were comparing Jobcentre Plus when giving their satisfaction rating in the survey.

A variety of questions from other surveys could be incorporated into the new questionnaire to cover expectations about timely delivery (PDCS2 Timeexpect, CIS Q13) and how the service overall compares with what the customer expects (JCP09 Q18, PDCS2 Overallexpect). The following was included in the cognitive testing:

*Overall, would you say that your dealings with Jobcentre Plus have gone...*

*READ OUT*

- 1. Much better than expected*
  - 2. A little better than expected*
  - 3. About as well as expected*
  - 4. A little worse than expected*
  - 5. Much worse than expected*
- Don't know*

Almost every respondent chose option (3). When probed, it turned out that most respondents had very limited expectations of Jobcentre Plus; for example, many expected the service to be there to supply their benefit, not to improve their chances of finding a job. A few respondents said their expectations were 'realistic', and were resigned to processes taking time, staff being overworked, few jobs existing

in the market, and problems in the processing of their benefit or the resolution of their enquiries. One person said it was impossible to describe things as 'better than expected' unless there had been a pleasant surprise along the way. However, a couple of people did choose 'a little better' even though nothing extraordinarily good had happened to them (one was comparing with an earlier experience of being unemployed). Of those who said 'worse', the reasons tended to be quite varied: one had had a genuinely bad experience; another started out with limited expectations, had her hopes raised when she was referred to a training course, and was later disappointed because she still hadn't been informed whether the course was going ahead; another was comparing recent dealings with a previous experience of being on benefits. No one chose options at the extreme ends of the scale, suggesting that these options may be redundant.

The 2009 survey does not collect much information about awareness of the services on offer<sup>25</sup>. A battery of questions in the 2009 spring wave of the CIS questionnaire<sup>26</sup> could be borrowed to help identify which services customers falsely expected Jobcentre Plus could offer them when looking for work. However, expectations with other aspects of the service would still not be covered: for example, there is no way of recognising whether customers wrongly expect staff to be able to help them prepare appeals against decisions or conclusions they do not agree with.

To elicit a fuller range of services which people might [wrongly] think are on offer, an open-ended question was used in the cognitive interviewing stage among those who said services were worse than expected.

*Was there anything in particular you were expecting from Jobcentre Plus which you did not receive during your contact with them?*

*PROBE AND RECORD VERBATIM*

This question was introduced in the hope that it would generate responses that could help build a list of precodes, or aid in the design of new questions, to be incorporated in a later version of the questionnaire. In the event, responses tended to be vague and revolve around timeliness and politeness of staff.

<sup>25</sup> There is just one set of questions in the 2009 Jobcentre Plus customer satisfaction survey on awareness and perceived helpfulness of Jobpoints, warm phones and the Jobcentre Plus website (JCP09 Q62-69).

<sup>26</sup> CIS questions Q36a and Q36b include the following expectations: advice on finding a new job, help to write a new CV and fill in job applications, re-training and skills advice, courses/funding to re-train, recommendations for jobs by an adviser, access to vacancies recorded by Jobcentre Plus, help with expenses in getting back into work, help with rent/mortgage payments after being unemployed for 13 weeks, and help and advice before leaving previous job.

A specific probe was used to explore whether respondents were thinking of any other organisations which normally offer the level of service they expected, but no one said they had other organisations in mind when forming their expectations. Overall, this question failed to pin down any particular expectations of services that the respondents might have had.

#### **4.1.5 Relative importance of different aspects of service**

A view expressed directly by one stakeholder and indirectly by others was that, in its current form, the Jobcentre Plus Customer Satisfaction survey did not try to find out what customers themselves deemed essential to their satisfaction with the service, but instead concentrated solely on aspects of the service that Jobcentre Plus presumed were important.

There are no questions in the JCP09 survey asking customers to rank aspects of the service in the order which they personally consider most important. One solution to this is to borrow a series of questions which ask about the importance of particular aspects of the service (CIS Q5: 'And how important are each of these aspects in providing a service that meets your needs?'). In addition, the weight placed on individual aspects can be derived using 'key driver analysis', which uses an overall performance measure as the dependent variable (e.g. overall satisfaction; performance against expectations; level of improvement required etc.) and the various service elements as independent variables to explain differences in that overall measure.

A further solution would be to carry out a prioritisation exercise involving some or all aspects of the service. However, in order to achieve this, respondents would need to hold several aspects of the service in their heads simultaneously, mentally compare each with all the others, make decisions about relative importance based on their own experiences, arrange the aspects in order, and present the order back to the interviewer over the telephone. This sort of exercise is not recommended over the phone, as it places a heavy burden on the respondent as well as on the interviewer who may need to repeat the list several times.

Instead of this, a series of dichotomous, attitudinal options were offered to respondents to choose from in the cognitive interviews to help identify the relative importance of three of the DSO7 drivers (ease of access, timeliness, and treatment). The fourth driver (outcome) was omitted, as it was felt that this would always take priority over the other drivers if it were presented to customers alongside them as a trade off in an interview. The relative importance of particular sub-drivers was not tested, as these were too many to cover during a 15-minute interview.



The three questions were as follows:

*Thinking about your dealings with Jobcentre Plus, which of the following statements would you say is MORE true for you?*

*EASE OF ACCESS VS TIMELINESS*

*Would you say that...*

*...you can forgive a few difficulties in finding the help or advice you need, provided the rest of your business is handled quickly and on time,*

*OR*

*...a prompt and speedy service doesn't count for much if you can't easily access the help or advice you need?*

Many respondents struggled to hold their attention to the end of this question, and had to ask for it to be repeated. A few had trouble understanding the concept of 'accessing help or advice'. More articulate respondents seemed to understand the concepts, and took a few seconds to weigh up the two choices before giving an answer.

*TIMELINESS VS TREATMENT*

*Would you say that...*

*...you can overlook the occasional delay, provided that staff at Jobcentre Plus always treat you with respect,*

*OR*

*...a prompt and speedy service means more to you than worrying about whether or not staff has treated you with respect?*

A few respondents asked for this question to be repeated, but everyone seemed to comprehend the concepts involved and the choice they were being asked to make. The choice was felt to be a truly difficult one, with several respondents unable to answer because they believed that both speed and respect were vital to service delivery. One respondent, who picked speed over respect, justified her answer by pointing out that the provision of a quick service would, in a sense, be treating customers with respect. Another respondent chose respect over speed, saying that respect entails explaining delays (and she wouldn't mind delays so long as they were properly explained by the staff). Both these cases demonstrate a sophisticated understanding of the concepts in the question; however, they also suggest that trying to prioritise one dimension over the other creates an artificial ranking, as customers demand and expect both.

*TREATMENT VS EASE OF ACCESS**Would you say that...**...it doesn't matter too much how the staff treats you, so long as it's easy for you to access the help or advice you need,**OR**...having easy ways to access the help and advice you need doesn't count for much, unless the service is delivered by people who treat you with respect?*

By the time the third question in the series was reached, response fatigue had set in and some respondents were no longer paying close attention to the question wording. Several pointed out that the third question sounded very similar to one of the previous questions. Once again, there was poor comprehension of 'easy ways to access the help and advice you need' – one person, when probed, misunderstood this to mean 'getting *correct* information'. Very few respondents were able to paraphrase the question without altering its meaning, suggesting the phrasing was not well understood.

All in all, the dichotomous statements had limited success in determining the relative importance of different service elements. The addition of specific questions asking about the importance of each service element or asking customers how they think the service could be improved may be more successful, though we would also recommend the use of multivariate 'key driver analysis' for this purpose.

#### **4.1.6 Providing a joined-up service**

Several stakeholders mentioned the need to measure customers' satisfaction with the way processes and information are linked between different arms of DWP, as well as between Jobcentre Plus and other Government services. In particular they noted that it was important to collect customer feedback on: the consistency of the information that customers were given by different staff; how streamlined the transference process was perceived to be; and whether customers were being told about relevant services in other departments.

The 2009 Jobcentre Plus Customer Satisfaction survey includes a question on the consistency of information received (JCP09 Q78), although this is not specifically addressed to respondents who have dealt with more than one person in the organisation. There are no questions regarding transference or the receipt of information about services that are offered by other Government departments.

To plug the gap on transference, it would be possible to borrow a pair of questions (PDCS2 Repeat, Helpnewperson) to ask customers who were transferred on the phone, called back, or asked to call again. These two questions ask whether customers had to repeat information already given to the first person they spoke to, and whether the new person was able to help them.

Satisfaction with links to other Government services could be covered by adopting CIS Q4, which was also tested in the cognitive interviews:

*On a scale of 1 to 10, how satisfied or dissatisfied were you, with the following aspects of the service you received? Please use a scale of 1 to 10 where 10 is very satisfied and 1 is very dissatisfied.*

*Processes and information being linked to other Government services?*

There was some concern in advance of the interviews that this phrasing might not be understood by respondents. In fact, during the cognitive testing many respondents explicitly said that they did not understand what the question was asking. Others gave an answer straight away, but when probed it turned out they were either thinking about non-governmental services (e.g. one man referred to links between Jobcentre Plus and the college where he was taking a course), or they were thinking about the link between their local Jobcentre Plus office and the Glasgow telephone centre. When an explanation was offered to respondents who had not understood the question, some said that they had no experience of dealing with other government services, necessitating a 'Does not apply' response option.

Further questions were added to cover the issue of referencing. It was anticipated that respondents may not recognise or remember that a service (say, financial assistance or a training course) they discussed during their contact with Jobcentre Plus may not fall under Jobcentre Plus's remit. Respondents in the cognitive interviewing phase were therefore asked whether they had been referred to any of the organisations in a given list:

*Thinking about all the dealings you have had with Jobcentre Plus, at any point were you ever referred to any of the following?*

*READ OUT. SELECT ALL THAT APPLY.*

- 1. HM Revenues and Customs (also known as the Inland Revenue)*
  - 2. The disability and carers service*
  - 3. Your local authority*
  - 4. The pensions service*
  - 5. The Legal services commission*
  - 6. Next Step*
  - 7. Citizens' Advice Bureau*
  - 8. DirecGov*
  - 9. LearnDirect*
  - 10. National Debtline*
  - 11. High-street recruitment agencies*
- Don't know*
- None of these*

The options selected by respondents were: (2), (3), (6), (7), (8), (9), (10), and (11). The other options could potentially prove unnecessary. Respondents themselves suggested that some options could be clarified (e.g. 'Your local authority or council', 'High-street recruitment agencies such as Blue Arrow').

Those who had been referred were asked a further question:

*And when Jobcentre Plus referred you to this/these services, did they give you:*

- a) Telephone number(s) to call to get in touch*
  - b) An address where you could visit in person*
  - c) A website address where you could find out more information*
  - d) An explanation of the process you would need to go through once you made contact*
- 1. Yes*
  - 2. No*
  - 3. Doesn't apply*
  - 4. Don't know*

The interviews revealed that most customers were given all of the above as standard, and normally also had an appointment made for them on the spot by a member of staff.

#### **4.1.7 Avoidable contact**

In one of the paired interviews with stakeholders, the possibility was mentioned that the survey could be used to measure the fifth DSO7 indicator of satisfaction (i.e. 'Effective Contact': the proportion of customer contact that is necessary to enable customer needs to be met). In particular, the importance of finding out whether customers were making contact with Jobcentre Plus more than once for a single issue was raised; if so, was this happening because they felt they were not being told everything they needed to know in the first instance, or because they were not informed of how long they would need to wait for a next step, response, or decision?

It is already possible to infer whether or not customers felt they were told everything they needed to know during their contact with Jobcentre Plus from responses given in the 2009 Jobcentre Plus Customer Satisfaction Survey (JCP09 Q24/Q36/Q51). For further insight, several more questions could be borrowed and added in: whether customers were informed about next steps (PDCS2 Nextsteps), whether they were given clear timings on next steps (PDCS2 Cleartimings) or a time when they would be called back (PDCS2 Calledbacktime), and whether they were kept informed of the progress of their enquiry (PDCS2 Updateprogress).

In the 2009 Jobcentre Plus Customer Satisfaction Survey, no information was collected on the number of times each customer made contact with Jobcentre Plus over one particular issue. This stems from the fact that almost all questions in the current questionnaire concentrate on *the last time* the customer contacted Jobcentre Plus, rather than attempting to follow the full history of a dealing or enquiry.

The cognitive testing provided an opportunity to test the following questions:

*How many times altogether have you been in touch with Jobcentre Plus regarding this particular query or matter?*

- 1. Just the once*
  - 2. Twice*
  - 3. Three times*
  - 4. More than three times*
- Don't know/can't remember*

*What were the reasons for having contact more than once about this?*  
*OPEN-ENDED*

Respondents generally had no recall problems. The open-ended question captured a wide range of answers, with several people explaining that they were following a set procedure (e.g. a phone call to set up an appointment, followed by a meeting in person and the return of a completed form), and others initiating re-contact out of anxiety, confusion or impatience with their claim.

#### **4.1.8 Additional demographics**

The majority of the stakeholders interviewed had something to say on the demographic data collected in the survey. Generally speaking, stakeholders underestimated the amount of information collected in the 2009 Jobcentre Plus Customer Satisfaction Survey, with some unaware that there were already questions in the questionnaire regarding social grade, ethnicity and disability.

Given the recent changes in policy regarding the entitlements of lone parents and carers, it was suggested that questions should be added to establish whether respondents fell into these categories. This could be achieved by incorporating questions from the Office for National Statistics (ONS) harmonisation programme, but since these are standardised and do not require testing they were not included in the cognitive questionnaire.

Mention was also made of additional demographic details that would be useful to collect in the future. One stakeholder suggested it would be a valuable exercise to test respondents' willingness to answer questions on sexual orientation and

religion/belief, in anticipation of the Equality Act which is due to come into force in England and Scotland from April 2011 (Wales spring/summer 2011). The Act includes a new public sector equality duty which will cover age, disability, gender, gender reassignment, pregnancy and maternity, race, religion and sexual orientation. This could be achieved by incorporating standardised (ONS) questions on these topics into the pilot questionnaire. The following questions were used in the cognitive interviewing:

*I will now read out a list of terms people sometimes use to describe how they think of themselves.*

*READ LIST TO END WITHOUT PAUSING.*

- 1. Heterosexual or Straight,*
- 2. Gay or Lesbian,*
- 3. Bisexual,*
- 4. Other*

*As I read the list again please say 'yes' when you hear the option that best describes how you think of yourself.*

*PAUSE BRIEFLY AFTER EACH OPTION DURING SECOND READING.*

Some respondents questioned why this information was required but no one refused to answer the question, and responses ranged across three of the four options.

In addition, the following was asked:

*What is your religion, even if you are not currently practising?*

*CODE ONE ONLY*

- 1. Christian (including Church of England, Catholic, Protestant and all other Christian denominations)*
- 2. Buddhist*
- 3. Hindu*
- 4. Jewish*
- 5. Muslim*
- 6. Sikh*
- 7. Any other religion (please describe)*
- 8. No religion*
- Don't know*
- Refused*

No one refused to answer this question or questioned why it was being asked.

A question currently in the demographic section of the questionnaire (JCP09 Q100), which collects information on the respondent's main activity at the time of the interview, was singled out as being potentially problematic:

*Which of these is your main activity at present?*

*READ OUT.*

- 1. In training or education (incl at school/college)*
- 2. On a Government scheme (e.g. New Deal)*
- 3. Unemployed and looking for work/waiting to take up a job*
- 4. Caring for children or other people*
- 5. Temporarily sick or injured – no job to return to*
- 6. Permanently sick or disabled*
- 7. Not working for other reason*

For economic classification purposes it is vital to collect just one answer from each customer. However, respondents from the 2009 survey were inclined to give more than one answer if more than one situation applied to them; indeed, for the purposes of a Customer Satisfaction survey, it may be useful to know all of a customer's activities and personal circumstances to assess why they feel dissatisfied with Jobcentre Plus's service. We recommend presenting the question with the option to code more than one response, and following up respondents who gave multiple answers with: 'And, of those, which would you say is your MAIN activity?'

#### **4.1.9 Information about carers**

Between the end of the cognitive interviewing and the start of pilot fieldwork, further requests were received from Jobcentre Plus stakeholders regarding the content of the questionnaire. A key requirement that had not emerged earlier was the need to capture information about carers who use Jobcentre Plus' services.

After discussion with Jobcentre Plus, a fifth option was added to the eligibility question at the start of the questionnaire:

*Which, if any, of these benefits have you received in the last 6 months, even if you are not claiming now?*

*ADD IF NECESSARY: have you received this benefit in your own right: that is, where you are the named recipient?*

- 1. Jobseeker's Allowance*
- 2. Income Support*
- 3. Incapacity Benefit*
- 4. Employment and Support Allowance*
- 5. Carer's Allowance*
- None of these*

As with the other options, a follow-up question dealt with the duration of the benefit. It was recognised, however, that this addition would not capture any carers who were not on a benefit but who still used Jobcentre Plus' services, so three extra questions were called for:

*Have you used Jobcentre Plus' employment services in the last 3 months?*

1. Yes
2. No
- Don't know

*Is there anyone either living with you or not living with you who is sick, disabled or elderly whom you look after or give special help to, other than in a professional capacity, (for example, a sick or disabled (or elderly) relative/ husband/wife/child/friend/parent, etc)*

1. Yes; in this household
2. Yes; in another household
3. No
- Not Sure

*Does the care you provide limit the kind of paid work you can do?*

1. Yes
2. No
- Don't know

To accommodate the need to find out more about carers, a further addition was the response option 'Carers Direct Website' when asking about organisations that Jobcentre Plus has referred its customers to, and the new option 'Services are not suitable for carers like me' as an answer to a question about complaints.

#### **4.1.10 How skills needs are met**

Another result of the consultation with stakeholders after the end of the cognitive interviewing phase was the addition of a set of four questions aimed at finding out how well customers felt that their skills needs were dealt with by Jobcentre Plus. These questions were asked of JSA claimants and those who said they were looking for work with the help of Jobcentre Plus.



*Have you and your adviser talked about:*

- a) the skills you need to develop in order to get a job*
- b) the skills you already have to get a job*
- c) training opportunities*

- 1. Yes*
- 2. No*
- Don't know*

*Have you received any help or training through Jobcentre Plus to improve your skills?*

- 1. Yes*
- 2. No*
- Don't know*

*Is this because you don't need any help or training to improve your skills or for some other reason?*

*PROMPT TO PRECODES IF NECESSARY. CODE ALL THAT APPLY.*

- 1. No need to improve skills*
- 2. Training not suggested*
- 3. No appropriate training courses*
- 4. Other (specify)*
- Don't know*

*How satisfied or dissatisfied are you with the services and training that Jobcentre Plus offers to help you improve your skills?*

- 1. Very satisfied*
- 2. Fairly satisfied*
- 3. Neither satisfied nor dissatisfied*
- 4. Fairly dissatisfied*
- 5. Very dissatisfied*
- Don't know*

## 4.2 Issues arising from questionnaire review

The questionnaire review exercise revealed a number of DSO7 sub-drivers of service delivery that were not covered by the 2009 Customer Satisfaction survey questionnaire. Many of these gaps could be plugged using questions from the PDCS2 or CIS questionnaires. Those adopted in their original format and wording did not need to undergo cognitive testing. Below we discuss only those questions which were adapted, and where the new format or wording underwent cognitive testing.

### 4.2.1 **Ease of finding what is available to you/at the most appropriate time**

These two sub-drivers are covered by questions in the CIS questionnaire which use a ten-point numerical rating scale. The questions were tested at the cognitive interviewing stage using both the ten-point numerical scale, and an alternative five-point verbal scale, to establish which scale is easier for respondents to use when rating their satisfaction. Two versions were used.

*How satisfied or dissatisfied were you with the following aspects of the service you received?*

*a) How easy it was to find out what was available to you (e.g. help/advice/entitlements)?*

*b) How easy it was to find out what was available to you at the most appropriate time?*

- 1. Very satisfied*
- 2. Fairly satisfied*
- 3. Neither satisfied nor dissatisfied*
- 4. Fairly dissatisfied*
- 5. Very dissatisfied*
- Don't know*

*I am now going to ask you the same question again, but this time I would like you to use a scale of 1 to 10, where 10 is very satisfied and 1 is very dissatisfied.*

*a) How easy it was to find out what was available to you (e.g. help/advice/entitlements)?*

*b) How easy it was to find out what was available to you at the most appropriate time?*

The alternative version was administered to half of respondents:

*On a scale of 1 to 10, how satisfied or dissatisfied were you with the following aspects of the service you received? Please use a scale of 1 to 10 where 10 is very satisfied and 1 is very dissatisfied.*

*a) How easy it was to find out what was available to you (e.g. help/advice/entitlements)?*

*b) How easy it was to find out what was available to you at the most appropriate time?*

*[ASK FOR EACH] Can I check, would you say you were...*

- 1. Very satisfied*
- 2. Fairly satisfied*
- 3. Neither satisfied nor dissatisfied*
- 4. Fairly dissatisfied*
- 5. Very dissatisfied*
- Don't know*

Respondents seemed comfortable with both the numeric and the verbal scales, with some preferring one or the other but no one seeming to have very strong views on this. There is insufficient data to judge what scores correspond to 'very' or 'fairly' satisfied/dissatisfied. However, all respondents avoided giving a '10' or a 'very satisfied' response (though some had no hesitation giving a '1' or a 'very dissatisfied'). In the only instance where a 'neither satisfied nor dissatisfied' response was given, this option was chosen because the respondent did not fully understand the question and did not want to commit himself either way, rather than because he had a neutral or ambivalent view.

The phrasing of these questions was also tested. There was significant confusion with both. Some respondents interpreted the first question ('How easy it was to find out what was available to you') to mean 'how easy it was to get your entitlement', others as 'are you satisfied with the help/advice/entitlement you received?'. The confusion is likely the result of combining within the same question the concepts of 'ease', 'satisfaction' and 'availability'.

The second question ('How easy it was to find out what was available to you at the most appropriate time') was even more problematic. A large proportion of respondents asked for the question to be read out to them again, and one person could identify no difference between this and the previous question. The question wording also made it difficult for the interviewer to read out. The majority of respondents thought the question was referring to convenience; they interpreted it to mean: 'are you happy having contact with Jobcentre Plus during day-time working hours (as opposed to evening or weekends)?'. Some of those who had correctly understood the question gave a 'don't know' response because they

couldn't judge whether or not they had been told things at the correct point in the process. One respondent pointed out that her needs and entitlements had changed over time, so she could not say what 'the most appropriate time' was in her case.

#### 4.2.2 Staff telling customers about other possible entitlements or support

This sub-driver is covered by a question in the CIS questionnaire, which was tested as it stands:

*On a scale of 1 to 10, how satisfied or dissatisfied were you, with the following aspects of the service you received? Please use a scale of 1 to 10 where 10 is very satisfied and 1 is very dissatisfied.*

*c) Staff being knowledgeable about your entitlement and the process?*

This question was easily understood and presented no problems for respondents.

#### 4.2.3 Trusting the organisation

This customer attitude may be difficult to pin down directly. A relevant question in the CIS questionnaire (on satisfaction with 'trusting the organisation') conflates satisfaction with trust and does not do justice to the subtleties of what this attitude entails. The question was therefore converted to be used with a four-point confidence scale.

*How **confident** do you feel that... You can trust Jobcentre Plus?*

- 1. Very confident*
  - 2. Fairly confident*
  - 3. Not very confident*
  - 4. Not at all confident*
- Doesn't apply*  
*Don't know*

Several respondents were bewildered by this question, asking what they were supposed to be trusting Jobcentre Plus with. Those who gave responses (1) or (2) explained what they were referring to: trusting Jobcentre Plus to do their job; to not be lazy; to give you what you were entitled to; to not be corrupt; to go through the correct processes; and trust in 'what they say'. Those who gave responses (3) or (4) explained that they did not trust Jobcentre Plus to: not make mistakes; to show initiative; to always give correct information; to not lose their information; to be responsive; to find them a job; or to not pass them on from one person to the next.

#### 4.2.4 Speed entitlement received or conclusion reached

This aspect of service delivery is covered by questions in the PDCS2 questionnaire (on satisfaction with 'the amount of time it has taken to deal with your enquiry') and CIS questionnaire (on satisfaction with the 'speed with which entitlement received or conclusion reached'). However, neither of these questions captures the customer's view on whether the time they had to wait matched any advance expectations they may have had. A similar JCP09 question, which refers to 'completing your business in a reasonable length of time' was therefore adapted and used in the cognitive interviewing.

*Do you feel that your enquiry was completed/a conclusion was reached in a reasonable length of time?*

1. Yes
2. No
- Don't know*

Probing revealed that expectations did come into play when respondents made a judgement as to what constituted a 'reasonable length of time'. For example, two respondents who answered 'no' explained that they were comparing their recent experience to a past experience of receiving Jobseeker's Allowance. A 'don't know' response was given by someone who had not been told how long he needed to wait, and who therefore had not formed any clear expectations.

#### 4.2.5 Confidence in payments being correct

The issue of confidence with payments is covered by a question in the CIS questionnaire, which refers to satisfaction with 'being confident that the payment you received was correct'. Since this question conflates satisfaction with confidence, it was converted so that it read more naturally, and used a four-point confidence scale rather than a ten-point numerical satisfaction scale.

*How confident do you feel that...The payment you received was correct?*

1. *Very confident*
2. *Fairly confident*
3. *Not very confident*
4. *Not at all confident*
- Doesn't apply*
- Don't know*

There were no problems with respondents' understanding of this wording. However, a few pointed out that they wouldn't know how to check their payment and simply accepted whatever they received must be correct. In view of this, perhaps a more useful question would be whether respondents were given a clear explanation of how their payment was calculated.

#### 4.2.6 Finding employment

Although a question exists in the CIS questionnaire to cover this aspect of service delivery (overall satisfaction with 'finding employment'), it was felt that a more specific set of questions would be required to explore customers' satisfaction with the help they received in their journey back to work. A relevant set of questions is currently being developed for the DWP Customer Evaluation of Service Providers questionnaire. These questions were adapted and tested in the cognitive interviews:

*Has your adviser at Jobcentre Plus tried to identify types of jobs that might be appropriate for you?*

1. Yes
2. No
- Don't know

There were no problems with this question.

*How much would you say your adviser knows about the types of jobs that you are interested in working in?*

1. A lot
2. Some
3. Not very much
4. Nothing
- Don't know

This question was interpreted in two ways: some people thought it was asking 'has your adviser asked you a lot/some/not many questions to find out what types of jobs you are looking for?', while others thought it meant 'does your adviser understand the job market for your field of work?'. As a result of this, the question was omitted from the pilot.

Two further questions were easily understood:

*Has your adviser ever suggested to you that you should look for different types of work, other than the ones you are interested in?*

1. Yes
2. No
- Don't know

*Has your adviser ever suggested to you other ways of finding work other than through the employment support adviser, or Jobcentre Plus?*

1. Yes
2. No
- Don't know

A general satisfaction question borrowed from the CIS questionnaire was also tested using a five-point verbal scale:

*How satisfied or dissatisfied are you with the service that Jobcentre Plus offers in helping you find employment?*

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
- Don't know

While several respondents felt the service varied from day to day and wanted to answer 'it depends', eventually everyone was able to select an answer. Dissatisfaction was mostly based on customers' experience of poor service (e.g. not enough advisers, long waits, rudeness, lack of interest shown by some members of staff, the perception of being bullied). However, one respondent cited the unavailability of training courses (until a certain period of unemployment had elapsed) as the source of his dissatisfaction; there is therefore some cause for concern that respondents might include policy decisions alongside service delivery in deciding on their level of satisfaction.

### 4.3 The questionnaire: a summary

The stakeholder consultations revealed an appetite within Jobcentre Plus for exploring customer attitudes and areas of customer service that had not received attention in the 2009 Customer Satisfaction Survey. Questions were designed to meet these new requirements and, after a round of testing in the cognitive interviewing exercise, were re-assessed and finalised in consultation with Jobcentre Plus. Questions that had been borrowed and adapted from other surveys to cover the full range of DSO7 sub-drivers were also modified after being cognitively tested.

After discussion with Jobcentre Plus, the decision was made to use the 'Overall Satisfaction' question used in the current PDCS customer survey. This is a four point verbal scale with the following response codes: Very satisfied; Fairly satisfied;

Fairly Dissatisfied; Very Dissatisfied. Using the same scale as the PDCS customer survey will enable DWP to report satisfaction levels across its main customer facing businesses. While in theory the change of scale from the previous Jobcentre Plus customer surveys means that some trend data would be lost, in practice, other changes to the questionnaire structure would quite probably have led to comparisons being potentially misleading in any case.

When designing the questionnaire, the decision was made to retain questions taken from other surveys in their original format wherever possible. This will facilitate comparisons either over time (previous Jobcentre Plus surveys) or across organisations (the current PDCS customer survey).

Following the cognitive interviewing phase a final pilot questionnaire was agreed with Jobcentre Plus. The questionnaire designed for the pilot can be found in Appendix C. Here, reference is made to the origin of each question and whether it underwent cognitive testing. Appendix D presents a summary of the new topics which stakeholders asked to be added to the questionnaire, alongside the names of the questions which address them in the pilot questionnaire. A further table in Appendix D lists the DSO7 sub-drivers and the names of the questions which address these.





## 5 Questionnaire pilot

The new questionnaire was tested among a small number of randomly selected Jobcentre Plus customers<sup>27</sup>. This chapter summarises the processes followed in the pilot stage of the feasibility study and presents an assessment of the response rate and interview length.

### 5.1 The pilot fieldwork

This section outlines the processes carried out in setting up and running the pilot survey. Fieldwork was conducted over five weeks between late January and late February 2010.

#### 5.1.1 The sample

A sample of 2,814 records was drawn from the Department for Work and Pensions' (DWP's) 100% Benefits Database and sent to British Market Research Bureau (BMRB), where the sample was cleaned. The removal of records that had no telephone numbers, nonsensical telephone numbers, incomplete addresses and business addresses, left 2,169 usable records in the sample, split roughly evenly between mobile and landline numbers. From this total, 1,000 records were selected at random to take part in the pilot and a further 250 were held back in reserve.

#### 5.1.2 Advance letters and opt-out line

A one-page letter explaining the background of the research and inviting customers to participate in the telephone survey was sent to the 1,250 randomly selected customers two weeks before the start of fieldwork. Letters sent to customers in Wales had a Welsh version of the text on their reverse side.

The advance letter clearly explained that participation was voluntary, that answers would be treated confidentially, and that the choice not to co-operate would not affect entitlement to any benefit or claim. The precise wording of the letters was agreed with Jobcentre Plus.

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<sup>27</sup> A copy of the questionnaire can be found in Appendix C.

A proforma document and prepaid envelope were enclosed together with the letter. By filling this in and sending it back to BMRB, customers could opt to carry out the interview in another language or to exclude themselves from the survey. The letter itself made clear reference to a telephone number which customers could ring for free if they wished to inform BMRB that they were ineligible or would prefer not to take part.

In the period between despatch of the letters and the start of fieldwork, four people rang in to report that the named person was not at that address and another four declined to take part. These eight customers were not called during the fieldwork. Two more reported that the named person was incapable of participating due to long-term illness and declined to participate in a proxy interview; and one asked for an interview in another language. Numerous other calls were received from customers with queries about the survey.

Copies of the advance letter and proforma document are shown in Appendix E.

### **5.1.3 The interviews**

Telephone interviews were conducted by trained interviewers who had been fully briefed on the aims and objectives of the survey. The interviewers used Computer Assisted Telephone Interviewing (CATI) to take customers through the questions that were relevant to the particular transaction selected at the start of the interview.

During the first two days of interviewing a researcher listened in to a proportion of interviews, ready to note any difficulties encountered by respondents in answering the questions. While there were no obvious stumbling points, it soon became apparent that interviews were longer than expected. The average interview length for all the interviews conducted was 20 minutes and 14 seconds.

Only one interview was requested in a language other than English. This was conducted in Sylheti by a Sylheti-speaking interviewer who interpreted the questions from their CATI screen over the phone.

## **5.2 Changes to the questionnaire during fieldwork**

Approximately two weeks into fieldwork, a researcher from Jobcentre Plus visited the telephone centre to listen in to interviews. Small changes to the questionnaire were proposed at this time, and were implemented over the following days. These included the addition of a question about benefits (BEN) and minor clarifications to the wording of some questions.

Chief among the changes was the modification of the two questions which determine which transaction would form the focus of the interview (Q4 and Q5). Up until that point, respondents had been asked whether they had undertaken one of the listed transactions within the last three months; this was changed to refer to a period of six months. The modification was made to accommodate the five-month time lag between customers beginning a benefit claim and appearing

in the DWP 100% Benefits Database. Since the pilot sample is derived from this database, no one in the sample would have begun their original claim within the last three months, and information on this type of transaction would be limited to only those customers who had made additional claims since then. Therefore, by extending the period to six months, more data on starting a claim can potentially be collected.

In fact, this did not prove to be the case. The proportion of customers who reported starting a claim within the last three months (15 per cent of those interviewed before 8 February 2010) was not significantly different to the proportion who reported starting a claim within the last six months (19 per cent of those interviewed since 8 February 2010). In view of this, and the importance highlighted by the stakeholder from Operations of avoiding any significant delay between a transaction taking place and the collection of a customer's views on that transaction, it may be worth reinstating the three-month reference period for the main Customer Satisfaction Survey.

### 5.3 Response analysis

A total of 315 interviews were achieved during the five-week fieldwork period. The final response rate was 62 per cent (as a proportion of contactable sample). A break down of the response is shown in Table 5.1.

**Table 5.1 Pilot response summary**

	<b>Number (N)</b>
<b>TOTAL SAMPLE</b>	<b>1,000</b>
OUT OF SCOPE	490
Error with telephone number/unobtainable	264
Ineligible: failed criteria	119
<i>Had not received any benefits in the last six months</i>	18
<i>Has not had any dealings with Jobcentre Plus in last three months (to 8 February 2010)</i>	89
<i>Has not had any dealings with Jobcentre Plus in last six months (to 8 February 2010)</i>	12
Respondent died	4
Incorrect sample details	103
<b>CONTACTABLE SAMPLE</b>	<b>510</b>
UNSUCCESSFUL	195
Refusals	102
Proxy refusals	12
Respondent away during fieldwork period	42
Respondent incapable of interview (e.g. health problems)	9
Communication problems	8
Abandoned interview	10
Unresolved after several calls	12
<b>COMPLETED INTERVIEWS</b>	<b>315</b>

Getting a good idea of the response rate that can realistically be achieved using the newly designed questionnaire is key to establishing the feasibility of the future Jobcentre Plus Customer Satisfaction Survey. To this end, fieldwork was extended by a week to test what difference, if any, could be achieved by 'working' the sample as far as possible. During this week, all telephone numbers which had been called so far without achieving contact (i.e. no answer, an answering machine, a modem, fax or beeper, barred calls, and 'bad' numbers) were called again systematically: at least once in the morning, once in the afternoon and once in the evening every day. This process generated just three additional interviews throughout the week, demonstrating that the original schedule of four weeks had, in fact, been sufficient to get the most out of the sample.

Refusals were no more frequent in the pilot than in the 2009 survey. This, and the fact that the contactable sample was thoroughly 'worked', suggests that there is little scope for increasing the proportion of completed interviews.

The number of completed interviews is somewhat lower than had been anticipated, a fact that can be accounted for by the low penetration. Over a tenth of those whose details were in the sample (12 per cent) were ineligible to take part in the survey because they did not receive a relevant benefit or had not had recent dealings with Jobcentre Plus. This proportion is a substantially higher than its equivalent from the 2009 Jobcentre Plus Customer Survey (four per cent), where the screening questions on both receipt of benefits and dealings with Jobcentre Plus have a 12-month reference period. By setting a narrower reference period in the pilot, the penetration was lowered. If a higher proportion of completed interviews is desired then the reference period should be extended, but doing so would yield information that in many cases would not be up-to-date. Satisfaction scores may accordingly not reflect recent experiences.

## 5.4 Interview length

Interviews were on average five minutes longer than planned. A 20-minute interview is at the top end of what is normally considered an acceptable telephone interview length. To prevent any further burden on respondents, we would advise against adding more questions to the final version of the questionnaire unless existing questions from the pilot version are first removed.

If an additional module of questions is required at some waves to measure the impact of local initiatives among a subset of respondents, the questionnaire would need to be lengthened. In such situations we would recommend that this subset of respondents skips certain questions from the remaining questionnaire.

Table 5.2 shows the average length of each of the main sections in the questionnaire.<sup>28</sup> Prime candidates for cuts are two of the lengthiest sections: those labelled 'Generic and Complaints' and 'Searching for Employment'.

**Table 5.2 Questionnaire length by section**

Section	Average length	
	Minutes	Seconds
Ease of access	1	54
Treatment	1	53
Responsiveness/Timely response	0	22
Outcome	1	8
Searching for Employment	2	19
Generic and Complaints	2	26
Channels and Potential Internet Usage	1	46
Overall Satisfaction	2	7
Demographics	3	7

<sup>28</sup> Due to complexities in the routing of the questionnaire, timings were often interrupted and it was not possible to record the length of sections for every interview.



## 6 The sample design

This section looks at the options relating to the sample design for the new customer survey. In particular it looks at issues relating to sample size, the composition of the sample and whether skews may be needed for key groups of interest.

### 6.1 Sample size

One of the key decisions that will need to be made for the new customer survey will be the target sample size. Decisions on sample size are usually based on a balance between the available resources and the minimum level at which it is important to identify significant differences. The level at which significant differences need to be reported could refer either to differences between waves or to differences between subgroups.

Table 6.1 shows the differences that would be required to identify significant changes/differences for various sample sizes for different survey results<sup>29</sup>. The percentages are based on reporting significance to a 95 per cent confidence level.

**Table 6.1 Example sample sizes (1)**

Survey result	Sample size				
	100	500	1,000	2,000	4,000
90% or 10%	10	4	3	2	1
70% or 30%	13	6	4	3	2
50%	14	7	5	3	2

Taking the 2009 Jobcentre Plus Customer Survey score of 75 per cent for 'overall satisfaction' as a base, an increase between waves of three per cent to 78 per cent would be significant with base sizes of approximately 1,500 customers. However, if it was important to be able to report a change of two per cent as significant, then a base size of approximately 2,500 would be required.

<sup>29</sup> The closer a survey result is to 50 per cent the larger a difference needs to be in order to be regarded as significant.



If the survey were to be conducted every six months, Jobcentre Plus has indicated a preference for a sample size of 2,000 per wave, requiring a three per cent increase or decrease from one wave to the next to signal a statistically significant change. The alternative preference is for 1,500 customers per wave if the survey were to be held every three months. A difference of four per cent would have to be seen between quarters before a change in satisfaction scores could be deemed significant. However, with a total of 6,000 interviews annually, even a one per cent difference in year-on-year results would be significant.

## 6.2 Sample composition

Interviews with stakeholders identified a number of customer groups for whom it would be important to be able to analyse results. These key groups are discussed in more detail below in terms of the numbers we would expect to see in a national survey, and whether any skews would be required to achieve the minimum number of interviews for sub-group analysis.

For the purposes of this report we have assumed that the minimum number of interviews for sub group analysis would be 100. In practice, smaller sub-groups could be used for analysis, but the confidence intervals will mean that identifying significant differences or changes over time will require those differences or changes to be very large.

### 6.2.1 Customers with a disability

Around a third of customers in the current Jobcentre Plus customer survey are receiving Incapacity Benefit (IB) and 44 per cent reported a long-term health problem or disability. As a result of this, there will be sufficient numbers to analyse customers with a disability either using respondent self-definition or by classifying via benefit type. Analysis for customers with a disability would also be possible on a quarterly or six-monthly basis even with the smallest recommended base size of 1,500 interviews per wave.

### 6.2.2 BME customers

The current sample profile of the Jobcentre Plus customer survey would not provide enough respondents to report results for the main BME groups individually. There would be enough respondents to report on the groups at an aggregated level (Black, Asian) but this approach is open to the criticism that it amalgamates groups that are quite different. The distribution for the different groups with the numbers that would be achieved using an overall sample of 4,000 is shown in Table 6.2.

**Table 6.2 Estimated sample numbers by ethnicity**

<b>Ethnicity</b>	<b>% in 2009 Jobcentre Plus Customer Survey</b>	<b>Number with 4,000 interviews</b>
Black Caribbean	1.8	72
Black African	1.8	72
Indian	1.4	56
Pakistani	2.2	88
Bangladeshi	0.7	28

With an annual sample size of 4,000 (i.e. the combined results of two six-monthly surveys of 2,000 respondents) the likelihood of achieving 100 interviews for any of the groups is very slim.

One option to increase the numbers of customers from these ethnic groups would be to skew the sample so that these customers were over-represented in the survey. This would reduce the effective sample size of the national estimates when the profile was re-weighted to match the correct distribution nationally, but not necessarily in a way that would significantly compromise reliability. For example, if the effect of the weighting was to reduce the effective number of interviews at a wave from 2,000 to 1,200 (this would represent a very large correction) the loss in precision for overall estimates when identifying change would be approximately one per cent.

However, in order for the sample to be skewed effectively it would be necessary to identify customers' ethnicity from the customer records held by Jobcentre Plus. Information on ethnicity should be recorded as part of the claim process but we understand that in practice this is missing from some records. This would not necessarily preclude the use of ethnicity data for sampling if the information was missing from records at random and not likely to relate to the customer's experience of Jobcentre Plus. However, if there were reasons that ethnicity was missing for some customers and not for others, which could impact on service experience, this would be problematic.

For example, if staff at Jobcentre Plus were less likely to ask claimants their ethnicity if they felt that they may react negatively, a sample drawn based on recorded ethnicity may be unrepresentative. If the problem of missing data was concentrated in certain offices or districts this may reflect an approach that is taken in these areas which may impact on how customers from ethnic minority backgrounds are treated. The key point though is that we would not be able to analyse or control for this.

We understand that measures are being put in place to improve the coverage of data on ethnicity and that as a result of this these concerns will be greatly lessened. If this is the case then we would recommend that the issued sample be skewed to ensure minimum numbers for analysis for each of these groups at an annual level.

### **6.2.3 Benefit type**

In the current customer survey the sample is designed to achieve equal numbers of respondents receiving Jobseeker's Allowance (JSA), Incapacity Benefit (IB) and Income Support (IS) in each of the 11 regions and this broadly matches the national distribution for benefit type. Customers receiving Employment and Support Allowance (ESA) were excluded from the survey as the benefit had only recently been implemented and their numbers would be too small to allow for meaningful analysis. However, all new claimants who in the past would have been placed on IB are now being directed towards ESA so this number will increase. In addition to this, by the end of the year a process will be underway whereby customers who are currently receiving IB will begin to be assessed for eligibility for ESA or JSA. As a result of this, the distribution of these benefits is such that sufficient numbers would be achieved without skewing the sample at the national level.

However, some stakeholders have indicated that reporting by benefit type at the regional level may also be required. Achieving this would require two alterations to the sample design. The first would be a need to skew the sample slightly so that minimum numbers of each benefit type are achieved in each. The second change would be to increase the sample size to 4,400 interviews annually to allow for 100 interviews per benefit per region.

In addition to this, there may be some advantage in identifying sub-groups within benefit type which could require analysis. For example, as the eligibility for IS changes in terms of the age of the youngest child, and customers are transferred to JSA, there may be a case for ensuring that sufficient numbers of these customers are included. Again, there should be sufficient numbers at a national level but analysis at regional level could be problematic.

### **6.2.4 Young people (16-24)**

Younger customers were a key customer group for a number of stakeholders. Respondents in this age group are traditionally the hardest to interview in any survey, but even taking this into account there should be sufficient numbers for robust analysis.

In the 2009 survey, approximately 15 per cent of respondents were aged 16-24 so results for this group could be analysed with a sample size of 1,000 customers. This would mean that results could be tracked quarterly or six-monthly for this group even with the minimum sample size of 1,500 per quarter.

### **6.2.5 'New' customers**

A number of stakeholders remarked upon the importance of understanding the experience and priorities of 'new' claimants. These were generally identified as customers who may not have had experience of Jobcentre Plus in recent years but who now find themselves claiming as a result of the recession. These were also referred to by stakeholders variously as 'white collar' or 'professional' claimants,

but it may be more useful to categorise them in terms of how long they had been in employment prior to their current claim (e.g. five years in paid work).

The current survey does not include a question on length of time in employment prior to the current claim but does include socio-economic classification (SOC) for the most recent job among JSA customers. Looking at this we can see that 7.5 per cent of the sample were previously employed as 'Managers and Senior Officials', 'Professional Occupations' or 'Associate Professional and Technical Occupations'. This indicates there would be sufficient numbers to allow analysis at a national level even if the definition of 'new' customers only focused on those from the higher SOC bands – possibly on a wave by wave basis. If the definition were altered to include all those who had been employed for a significant period of time before the recession, these numbers would be even more substantial and wave to wave analysis would certainly be feasible.

### **6.2.6 Carers**

Jobcentre Plus has additionally proposed the inclusion of a booster sample of carers in the overall design of the survey. This would only be feasible subject to the provision by the Department for Work and Pensions (DWP) of a database of named carers, which could be used to target this sub-group.

A booster should not be necessary, however. Based on the pilot sample profile, seven per cent of customers have received Carer's Benefit in the last six months. This means that there should be sufficient numbers of people with caring responsibilities in a random selection of Jobcentre Plus customers to allow analysis of this group, even using a quarterly base size of 1,500 interviews per wave.

### **6.2.7 Regions**

Historically, the Jobcentre Plus customer survey has reported results at the regional level. If the proposed annual sample size of 4,000 interviews were split equally this would lead to approximately 360 interviews in each region. At the six-monthly level this would translate to approximately 180 interviews per region. While a total of 180 interviews per region could be reported on, we would advise caution in doing so.

Base sizes at this level are more likely to lead to volatile results where satisfaction scores for an individual region could rise or fall by ten per cent, and regions could move from having the highest scores to the lowest scores, without the differences being statistically significant. This could lead to the results of the survey potentially losing credibility with stakeholders.

As such we would recommend that regional data be reported annually rather than six-monthly. Table 6.3 shows the differences that would be required to report significant change to the 95 per cent confidence for a variety of sample sizes and survey results.

**Table 6.3 Example sample sizes (2)**

<b>Survey result</b>	<b>Sample size</b>				
	<b>100</b>	<b>150</b>	<b>250</b>	<b>350</b>	<b>500</b>
90% or 10%	10	8	6	5	4
70% or 30%	13	11	9	7	6
50%	14	12	9	8	7

# 7 Research design options

In this chapter we summarise stakeholders' views regarding the design of the new measure. Stakeholders were asked how frequently they required the survey results to be made available to them and whether their needs included the collection of local data (at regional, district or office level). Other points that arose during the conversations which have implications for the design – such as the possibility of incorporating thematic modules into the questionnaire or adding a longitudinal element to the research – are also presented here. Recommendations arising from these discussions are summarised at the end of the chapter.

## 7.1 Frequency of reporting

Jobcentre Plus are aware that the reporting frequency of the current Customer Satisfaction measure has been a source of discontent for some of those who wish to use the data. Some of these concerns were voiced during the consultation exercise.

The view from the Target Development group was that by the time the data from the biennial survey reaches publication it is already out of date and operationally unusable, as annual or biennial results cannot serve effectively to monitor or adjust targets. This was seen as particularly problematic given the pace of change during the economic downturn. From the perspective of Operations, the Customer Satisfaction Survey was not suited to driving continuous improvement, as action plans formed on the basis of published results were at risk of being left by the wayside as more urgent issues came along during the course of the following two years. The stakeholder from Operations called for a more regular 'rolling' system of reporting, suggesting this would not only be useful for Lean managers<sup>30</sup> who drive the improvement of processes (e.g. cutting down duplication), but would also help ignite and maintain an interest in customer service among the rest of the organisation.

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<sup>30</sup> The Lean programme is intended to focus activity, people and other resources on serving customers and eradicating waste. This is defined as something that does not add value to the customer experience, for example, the failure to do something right for customers at the first time of asking.

Most stakeholders believed that frequent reporting would prove valuable within the organisation. As a member of a customer representation group put it, a regular console of how customers feel would allow early recognition and discussion of trends and changes. Stakeholders also recognised the value of more regular reporting for external communications. One person in this field pointed out that data collected in 2007 and quoted to the press in 2008/09 as the 'latest figures' could easily be dismissed by journalists, while more frequent reporting would allow Jobcentre Plus to release more plausible headlines about its customers' views.

Although there was a clear desire to see more frequent reporting, views on the precise frequency varied. Suggestions included annual, six-monthly, four-monthly and quarterly intervals.

Stakeholders seemed aware of the possibility that they may not have enough time to act on the results if these are delivered too frequently. A stakeholder working in Change Delivery Provision and another working in Operational Delivery Support felt that six months would be required to take receipt of the information and respond to it. In contrast, those in the Target Development group thought that intervals of three months would give them sufficient time to turn around customers' feedback, and stakeholders from the Strategic Delivery Development group also preferred three-month intervals between reports.

A further concern raised by a former District Manager was whether changes in satisfaction levels would emerge clearly from one wave to the next if the survey was conducted on a quarterly basis. The viewpoint from Operations was that, even if three months was not enough time to register changes, the results would at least show where actual changes to service provision had not yet made an impact, and would therefore help the department assess and prioritise.

Stakeholders seemed to appreciate that, in practice, it would only be possible to carry out the survey more frequently at the expense of smaller sample sizes. This compromise was deemed acceptable, provided that the overall numbers at the end of each year were sufficient to undergo statistical analysis. Stakeholders with interests in particular districts or minority groups were keen to stress that useful data on smaller customer groups (e.g. ethnic minorities) should be made available once a year.

Finally, stakeholders from the Target Development group suggested bringing the frequency of reporting in line with that used by the Pension, Disability and Carers Service (PDCS), so that the two agencies may be more joined up.

**Recommendation**

We would recommend increasing the reporting frequency to every six months. Although some stakeholders saw some benefit from quarterly fieldwork, the fact that results could not be meaningfully acted upon in that time period was a more persuasive argument for conducting fieldwork twice a year. Although the PDCS customer survey is conducted quarterly, results from each six-monthly Jobcentre Plus customer survey would still be able to be compared with the equivalent period from the PDCS survey.

## 7.2 Reporting content

It is envisaged that there would be two levels of reporting. The first level of reporting would be for each six-monthly wave of data. For this level the analysis would focus on headline findings and subgroup analysis would be limited. The outputs would be centred around a presentation of results from that wave looking at changes over time and any new developments. The outputs would take the form of a presentation and slide deck which could be circulated. One of the key aspects of this reporting will be the speed of the turnaround with headline figures available within a week of fieldwork finishing and the presentation two to four weeks later.

The second level of reporting would be conducted annually and would analyse the results in much greater depth. In particular the larger sample size would allow for detailed sub-groups analysis as well as change over time from the previous year. The outputs from this level of reporting would be focused around a prose report although the findings could also be included in an annual presentation. The second level of analysis would also allow for multivariate analysis to be conducted which looked at the key drivers for satisfaction. The annual analysis would also incorporate any regional reporting that was required.

## 7.3 District-level data

The current Customer Satisfaction Survey is carried out at the national level, but ensures sufficient coverage of the 11 Jobcentre Plus regions to enable statistical analysis of region-specific data. Stakeholders were asked whether this level of coverage was adequate.

Most stakeholders wished to see customer satisfaction levels reported with respect to individual districts. From the viewpoint of Operational Delivery Support, data 'doesn't seem real' until it means something for the individual. Likewise those from the Strategic Delivery Development team believed that survey results should be of use to individual District Managers, in light of the recent strategic push towards greater autonomy at a local level (though there was no expectation that the survey should measure the impact of individual local programs). A former



District Manager pointed out that it was already common for districts to carry out their own surveys, as local-level data is required to achieve the Charter Mark; she suggested that if the new Customer Satisfaction Survey was designed to produce results at the district level, this would reduce duplication with local surveys.

In fact, reporting at district level entails a substantial step-up in the scale of the survey, with considerable implications on costs and timetabling. This has been made clear by statisticians from Jobcentre Plus, who have supplied guidelines on the number of interviews required. A minimum of 360 interviews would be necessary in each of the 48 Jobcentre Plus districts, totalling approximately 17,300 achieved interviews – more than four times the annual sample size currently under consideration.

The practical and budgeting requirements involved in collecting district-level data were not overlooked by stakeholders. Some had a pragmatic attitude. While acknowledging that local managers needed metrics to measure their business, stakeholders from both Customers and Stakeholders and Diversity Legislation and Performance felt that a national-scale survey could not provide the numbers needed to achieve this. A senior member of Operations conceded that while data at the level of the individual district or individual benefit delivery centre would be more meaningful and useful for managers, coarser-level data would be adequate for formulating strategies and future approaches.

While having data relating to individual districts was a preference that some could, and others preferred not to, compromise on, data relating to individual regions remained a basic requirement. Stakeholders from the Target Development group explained that the regional boundaries for the Benefit and Fraud Directorate and Customer Service Directorate (both of which operate at local levels) can map onto one another, so any survey results relating to the regional level would have currency for the regional managers of both directorates. In view of this, they suggested that it would be useful to have more frequent reporting at the regional level.

### **Recommendation**

We would recommend retaining the current approach of providing regional-level data, but increasing the frequency with which this data is available to stakeholders from two years to twelve months. Generating robust regional-level data on a six-monthly basis would require approximately 4,000 interviews every six months (or 2,000 per quarter). This sample size is greater than those currently under consideration by Jobcentre Plus, and would therefore carry cost implications.

## 7.4 Modular approach

Several stakeholders brought up the idea – previously discussed during the meeting of the Steering Group Committee in October 2009 – of using a modular approach for the research. This idea took two forms.

The stakeholder from Diversity Legislation and Performance envisioned a questionnaire with a core set of questions repeated at each wave, plus a set amount of space reserved for a ‘guest’ module containing questions on a particular theme. This approach would be well suited to the investigation of diversity-related issues among the customer population, since attitudes and experiences in this area may not change perceptibly in the short term but need to be tracked at longer intervals.

This idea was taken forward into the pilot. A guest module was included that looked at customer usage of, and attitudes towards, online channels, as this was suggested as a potential area of interest in the stakeholder interviews. Following the pilot, other areas have also been identified. In particular, there was a great deal of interest in using the new customer survey to measure the perceived levels of fraud and error from the customer perspective. There is also the possibility of including a module which focuses on the experiences of IB recipients who make the transition to Employment and Support Allowance (ESA) or Jobseeker’s Allowance (JSA).

Stakeholders from the Department for Work and Pensions (DWP) Customer Insight group envisioned a survey with a core set of questions repeated at each wave, and the occasional addition of a module of questions addressed only to a subset of respondents to measure the impact of local initiatives. This approach would necessitate the recruitment of additional respondents from the relevant regions or districts, so that respondent numbers would be sufficient for analytical purposes. The extra interviewing time required to ask those questions would increase costs.

Both versions of the modular approach fit well with the sentiment expressed by several stakeholders, and stated explicitly by those in the Strategic Delivery Development group, that the design of the future measure needs to incorporate as much flexibility as possible. This was felt to be necessary in view of the many changes in the customer base that are likely to occur in coming years.

### **Recommendation**

We would recommend adopting both versions of the modular format, subject to the availability of funding for local boosts and longer interviews.

## 7.5 Type of transaction compared to type of channel

A number of stakeholders believed it was important to understand survey responses with respect to the type of transactions customers were attempting to carry out. The stakeholder working in Change Delivery Provision felt that it would be useful from an operational viewpoint to link questions to parts of the process: finding out how satisfied customers feel, for example, with the way the initial claim was handled by the telephone contact centre. This would make it possible to pinpoint where improvements are necessary, and to carry out more focused impact assessments of changes made to specific parts of the service.

In the previous Customer Satisfaction Surveys the purpose of the latest contact with Jobcentre Plus was collected, but the interview was not structured according to the type of transaction but according to the channel used to make contact. The interview followed a different route depending on whether the latest contact was a face-to-face meeting at an office, interaction over the telephone (distinguishing between 'warm phones' and external phones), written contact, or a face-to-face meeting at the customer's home.

To bring the survey in line with the stakeholder desire for a focus on transactions in addition to channels, the initial questionnaire draft for cognitive testing took customers through the history of their most recent enquiry. However, focusing on the most recent enquiry did present drawbacks during the testing.

Customers who were receiving JSA tended to answer questions about visiting the jobcentre. This was usually to search for jobs or sign on, visits which involve little in the way of interaction with staff, being referred to other services, or receiving advice. It was felt that greater insight might have been gained if the interview were designed to focus on a more substantive transaction. As a result of this a change to the questionnaire was recommended, in which respondents are asked about the most involved transaction they had in the last 6 months, rather than the most recent.

It was decided that this was best achieved by taking customers through a list of transactions which were ordered from those that involved the most interaction with Jobcentre Plus, to those which had the least. The hierarchy of transaction types used in the pilot is listed below:

- 1 Started a new claim for a benefit or entitlement with Jobcentre Plus.
- 2 Enquired about your eligibility for a benefit.
- 3 Reported problems with a benefit you are receiving (for example, delayed or missing payment, or closure of a claim).
- 4 Had an interview or review meeting with someone at Jobcentre Plus.
- 5 Reported a change of circumstances to Jobcentre Plus.

6 Discussed jobs or training opportunities with someone at Jobcentre Plus.<sup>31</sup>

7 Signed on.

This hierarchy was employed in the pilot survey. The computer script used during the interviews could identify the most complex transaction experienced recently (selected from the hierarchical list), and collect the customer's views about their journey through that transaction. By using a hierarchical list of transactions – with multi-stage or multi-channel transaction types (such as initiating new claims or discussing non-receipt of payment) at the top of the list followed by those of decreasing complexity – it was possible to ensure that only those customers who had not experienced a complex transaction in recent months answered questions about less substantive interactions.

## 7.6 Alternative modes of administration

Almost all data collection for the current Customer Satisfaction survey is conducted over the telephone, although other formats are also made available to respondents. Stakeholders offered their views regarding the need to administer interviews in alternative formats.

In 2009, potential respondents received letters before their interviews giving them advance warning of the telephone call they would receive, and offering them the chance to either opt out, request a paper version of the questionnaire in English, Braille or another language, or arrange to have the telephone interview conducted in another language. Over 100 postal questionnaires were completed, and more than two dozen interviews were carried out in foreign languages (using a three-way telephone conference facility between an interviewer who knew the required language, a qualified interpreter, and the respondent). In view of the availability and take up of these formats, the option of face-to-face interviews was not offered to the hard-of-hearing or those with difficulty accessing a telephone.

Several stakeholders were concerned that the lack of a face-to-face option may have excluded from the results the views of those with mental health issues or hearing disabilities. A stakeholder involved in a customer representation group felt it would be good to be able to offer a face-to-face option, but said the issue had not been explicitly raised with him by any special interest groups. The stakeholder from the Diversity Legislation and Performance team pointed out that customers with one type of difficulty often had multiple associated difficulties (e.g. poor literacy as well as a disability); paper and alternative language options may, therefore, not be sufficient to ensure inclusivity. Nevertheless, the view of a former District Manager was that the costs involved in providing a face-to-face option could not be justified.

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<sup>31</sup> It should be noted that there is also a specific section of the questionnaire which focuses on searching for employment in addition to this.

The possibility of including an online option was also put up for consideration, but not embraced by any of the stakeholders. One of the stakeholders from Strategic Delivery Development was, however, interested in testing online take-up at the piloting stage of the new Customer Satisfaction survey, as a proxy for customers' appetite for engaging with digital technology.

### **Recommendations**

Given the scale of the cost involved in conducting face-to-face interviews with a proportion of geographically distributed respondents located across the 11 regions, we would advise against offering a face-to-face option as a matter of course at every wave. Instead we would recommend continuing to offer the current range of formats to ensure a measure of inclusivity.

## 7.7 Longitudinal research element

Another option discussed at the Steering Group Committee meeting in October 2009 was the addition to the research of longitudinal tracking, whereby a panel of respondents would be re-contacted at regular intervals to explore whether satisfaction with services changes at different stages of a claim or as customers progress through the journey back to work. This issue was raised again during the stakeholder consultations.

One stakeholder felt that this would be an interesting exercise in an ideal world, but doubted it would be worth the extra cost, especially given the difficulty of tracing former recipients of Jobseeker's Allowance once they had returned to work. A stakeholder from the Strategic Delivery Development group thought longitudinal tracking would only be of interest if a qualitative, rather than a quantitative, approach was used. Commenting from a practical standpoint, the stakeholder in Change Delivery Provision pointed out that customers of Jobcentre Plus tend not to remain customers for long, therefore limiting the operational or strategic utility of any longitudinal data collected.

### **Recommendation**

In view of the limited interest in and potential utility of this option, and the likely scale of the costs entailed, we would not recommend adding this option into the research design.

## 7.8 Qualitative research element

The Jobcentre Plus Customer Satisfaction measure has always included a qualitative research element, but stakeholders made little mention during the consultations of this approach, nor expressed an interest in the data this might yield. This is likely to stem from a lack of familiarity with the nature of qualitative research, and the perception that small sample sizes and statistically unrepresentative respondents may not produce useful insights.

**Recommendation**

The qualitative research commissioned in 2009 was on a considerable scale – comprising 71 staff interviews and 110 customer interviews – and covered multiple regions and a broad range of objectives. This has generated a substantial amount of data and insight regarding customer perceptions with services. Taking this into consideration, as well as the costs the research will have incurred, we recommend scaling down the qualitative element in the immediate future and focusing on more targeted objectives. An ad-hoc program of qualitative research could instead serve as part of the new Customer Satisfaction measure, as and when required, with small numbers of depth interviews brought into play as issues of interest emerge from the quantitative survey. Such a program fits well with the approach stakeholders have envisioned with regards to the new Customer Satisfaction measure: an approach combining flexibility, modularity and a quick turnover of results.

## 7.9 Design recommendations: a summary

A critical element of the feasibility study was to gather together stakeholders' suggestions on how the survey could serve as a more useful and effective tool for their needs. We have weighed up their requirements against basic practical considerations and would recommend the following, subject to the availability of funding:

- Continuing to provide national-level and regional-level data only, but increasing the survey frequency to six months.
- Conducting 4,000 interviews annually – 2,000 interviews per wave.
- To ensure minimum numbers for analysis the annual sample will be skewed to include additional Black Caribbean, Black African, Pakistani, Indian and Bangladeshi customers.
- Adopting a modular format for the questionnaire. This would involve the regular addition at every wave of a 'guest' module containing questions on a particular theme of interest; and the occasional addition of a module of questions addressed only to a subset of respondents to measure the impact of local initiatives.
- The use of a four point verbal scale for the overall satisfaction measure which will be aligned with the PDCS overall measure.
- Changing the structure of the questionnaire, so that respondents answer questions with regard to a specific type of transaction which they recently undertook.
- Introducing an ad-hoc program of qualitative research, with small numbers of depth interviews brought into play as issues of interest emerge from the quantitative survey.
- Setting aside the option of face-to-face interviews and the addition of a longitudinal element to this particular strand of customer satisfaction research.

# Appendix A

## Questionnaire review



	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with EASE OF ACCESS</b>			How satisfied or dissatisfied were you with the following aspects of the service you received...how easy it was to find out what was available to you (e.g. help, advice, entitlements, etc)? How important was this in providing a service that meets your needs?	<b>1</b> Ease of finding what is available to you
			How satisfied or dissatisfied were you with the following aspects of the service you received...how easy it was to find out what was available to you at the most appropriate time? How important was this in providing a service that meets your needs?	<b>2</b> Ease of finding what is available at most appropriate time
	Were you able to get through the first time you rang?			<b>3</b> Ease of access through suitable method
	How convenient is your local office to get to?			
	Do you feel your access to Jobcentre Plus services is limited in any way? In what way do you feel your access is limited?			
	How easy have you found it to get in contact with Jobcentre Plus over the last 12 months?	How easy have you found it to get in contact with DCS/TPS during the course of your enquiry?	How satisfied or dissatisfied were you with the following aspects of the service you received...overall ease of accessing the service?	

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with EASE OF ACCESS</b>		What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months]... getting through on the phone		3 Ease of access through suitable method
		[If the first person you spoke to was unable to answer your query] Were you transferred/ told they would call you back/told to call someone else/had to call back another time?		
		[If told to call someone else] Did they give you a number to dial?		
		And was this the way you wanted to have contact with DCS/TPS for this enquiry?		
		How would you have preferred to have had contact with DCS/TPS for this enquiry?		
		Did you request a response in a specific format or language? Have you ever asked for letters or claim forms to be sent...in large print, etc.		
		In what format did you request it?		
		Did the response arrive in the format you requested?	Did you receive the letters or claim forms in the way requested?	
			What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months]...getting hold of information in a different format (e.g. large print...)	

	Jobcentre Plus Customer Satisfaction Survey 2009	Pension, Disability and Carers Service Satisfaction Monitor 2009	Customer Insight Survey on the key drivers of satisfaction 2009		
Satisfaction with EASE OF ACCESS			How satisfied or dissatisfied were you with the following aspects of the service you received...how easy it was to access the service through a method suitable for your needs (e.g. telephone, letter, etc.) How important was this in providing a service that meets your needs Can you tell me, why was it not easy to find a suitable method?	3 Ease of access through suitable method	
		And thinking about all contact you have had during your enquiry. Would you say that you had to contact them more, less or about the same amount of times as you expected for your enquiry?		4 Process simple and easy to understand	
		How complicated did you find the enquiry process? And was this what you expected?	How satisfied or dissatisfied were you with the following aspects of the service you received...the process being simple and easy to understand? How important was this in providing a service that meets your needs? Can you tell me why the process was not simple and easy to understand?		
		Was the reply in plain language that was easy to understand?	Was the reply you received easy to understand?		5 Ease of understanding written communication
		And how easy have the forms been to complete?			

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with EASE OF ACCESS</b>		Did you have to repeat the information you had given to the first person you spoke to?	How satisfied or dissatisfied were you with the following aspects of the service you received...not having to repeat information about your situation?  How important was this in providing a service that meets your needs?	<b>6</b> Not having to repeat information
			How satisfied or dissatisfied were you with the following aspects of the service you received...processes and information being linked to other Government services?  How important was this in providing a service that meets your needs?	<b>7</b> Processes and information being linked to other Government services
<b>Satisfaction with TREATMENT</b>		Do you feel...the staff listened to what I had to say?	Overall how satisfied or dissatisfied were you with the following aspects of the service you received...staff listening to what you say?  How important was this in providing a service that meets your needs?	<b>8</b> Staff listening
		When you telephoned for this enquiry did you feel you were given enough time to explain your situation?		
		Do you feel...they were sympathetic to my needs?	Overall how satisfied or dissatisfied were you with the following aspects of the service you received...staff being considerate and understanding?  How important was this in providing a service that meets your needs/ Why were you not satisfied with staff being considerate and understanding?	

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with TREATMENT</b>		What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months]...staff were not interested in my problem		<b>8</b> Staff listening
	How good or poor the adviser/member of staff was at...treating you with respect as an individual?	Do you feel...they treated me with respect?	Overall how satisfied or dissatisfied were you with the following aspects of the service you received...staff treating you with respect How important was this in providing a service that meets your needs? Why were you not satisfied with staff treating you with respect?	<b>9</b> Staff treating you with respect
	How good or poor the adviser/member of staff was at...respecting your privacy?			
	How good or poor Jobcentre Plus was at...providing appropriate privacy for your needs?			
	How good or poor the adviser/member of staff was at...treating you in a friendly and polite way?	Do you feel...the staff were polite?	Overall how satisfied or dissatisfied were you with the following aspects of the service you received...staff being helpful and polite How important was this in providing a service that meets your needs	<b>10</b> Staff being helpful and polite
	How good or poor Jobcentre Plus was at...providing help if you needed it?	Do you feel...the staff were helpful?		
		Did you receive any help from anyone when completing the form? Who gave you help?		
		What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months]...staff were unfriendly		

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with TREATMENT</b>		What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months]... staff lacked knowledge or were not helpful		<b>11</b> Staff being knowledgeable about your entitlement and process
	How good or poor the adviser/member of staff was at...providing information relevant to your needs and circumstances?	Do you feel...the staff were knowledgeable?  Do you feel... DCS/TPS provided me with correct information?	Overall how satisfied or dissatisfied were you with the following aspects of the service you received...staff being knowledgeable about your entitlement and the process  How important was this in providing a service that meets your needs?	
	How satisfied or dissatisfied are/were you with PROCESS or WAY IN WHICH your complaint was handled?	How satisfied were you with the handling of your complaint?		
		And [was the new contact] able to help you with your enquiry?		
		When you called about this enquiry, was the first person you spoke to over the phone able to answer your query?		
	How good or poor Jobcentre Plus was at...displaying relevant information in the office?			
	At the end of the [meeting/phone call] were there any issues that hadn't been addressed, for example any information you still needed or any questions that hadn't been answered?			

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with TREATMENT</b>	In the past 12 months have you been given any information by Jobcentre Plus that you found to be incorrect or contradictory? What was the information concerning?	What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months]... given different answers to the same question by different staff		<b>11</b> Staff being knowledgeable about your entitlement and process
			Overall how satisfied or dissatisfied were you with the following aspects of the service you received...staff telling you about other possible entitlements or available support How important was this in providing a service that meets your needs?	<b>12</b> Staff telling customers about other possible entitlements or support
			Overall how satisfied or dissatisfied were you with the following aspects of the service you received... feeling comfortable with dealing with the service(s)? How important was this in providing a service that meets your needs?	<b>13</b> Feeling comfortable with service
	How good or poor Jobcentre Plus was at... providing a pleasant and welcoming atmosphere?			
	How good or poor Jobcentre Plus was at...providing a safe environment?			

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with TREATMENT</b>			Overall how satisfied or dissatisfied were you with the following aspects of the service you received...trusting the organisation?  How important was this in providing a service that meets your needs?	<b>14</b> Trusting organisation
		What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months]... DCS/TPS lost some of my information		
		Were your documents returned to you?		
<b>Satisfaction with TIMELY RESPONSE</b>	When you rang Jobcentre Plus, did the phone ring for more than 30 seconds before a member of staff answered?			Providing a timely service or response
	How many working days was it before they replied?	Did DCS/TPS reply to you within a week/ 1-2 weeks/more than 2 weeks...		
		When DCS/TPS replied to you did it take... longer/less time than you expected?		
	Overall, do you feel that the amount of time you have had to wait [for calls to be answered/for a reply] is reasonable?	Thinking about all the times you phoned for this enquiry, was the amount of time you had to wait for your call(s) to be answered reasonable?		
	Did the meeting happen at appointed time? Why not?			
		You say that you are still waiting for the return of documents or valuables. Is that because they are not yet due to be returned or have you been waiting longer than you expected?		



	Jobcentre Plus Customer Satisfaction Survey 2009	Pension, Disability and Carers Service Satisfaction Monitor 2009	Customer Insight Survey on the key drivers of satisfaction 2009	
Satisfaction with TIMELY RESPONSE		Following your complaint, how long did it take before you received an initial response from DCS/TPS, whether by post, telephone or in person?		Providing a timely service or response
		Do you feel that the period between your complaint and the initial response was reasonable?		
		And did DCS/TPS give you clear timings on what they would do, or does that not apply for your enquiry?	To what extent were you satisfied or dissatisfied with the following factors...being told how long it would take How important was this in providing a service that meets your needs	15 Told how long it will take
		And when you telephoned for this enquiry, did they tell you what would happen next?		
		Did they tell you when they would call you back?		
		Did DCS/TPS acknowledge that you had written to them? Did you receive replies or acknowledgements from DCS/TPS after submitting your forms?	To what extent were you satisfied or dissatisfied with the following factors...claim forms/ correspondence submitted being acknowledged? How important was this in providing a service that meets your needs?	16 Claim forms/ correspondence submitted being acknowledged
		Did DCS/TPS call you back when they said they would?		Responsiveness
		And have DCS/TPS replied to you when you have written to them?		
		And during the course of your enquiry did DCS/TPS do what they say they would?		
		[If they said they would call you] Did they call you back at some point?		

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with TIMELY RESPONSE</b>		Did DCS/TPS keep you up to date with the progress of your enquiry, or does that not apply?	To what extent were you satisfied or dissatisfied with the following factors...being kept in touch with as the claim progresses? How important was this in providing a service that meets your needs? In what ways can keeping in touch with customers as claims progress be improved?	<b>17</b> Being kept in touch as claim progresses
		What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months]...lack of communication or not being kept informed		
		How satisfied are you with the amount of time it has taken for DCS/TPS to deal with your enquiry?	To what extent were you satisfied or dissatisfied with the following factors...speed with which entitlement received or conclusion reached? How important was this in providing a service that meets your needs?	<b>18</b> Speed entitlement received or conclusion reached
			To what extent were you satisfied or dissatisfied with the following factors...receiving a timely response overall?	
		Do you feel the enquiry took...less time/longer than you expected?	Realistically, how quickly would you expect your claim/query to be resolved?	
	How good or poor the adviser/member of staff was at...completing your business in a reasonable length of time?			

	Jobcentre Plus Customer Satisfaction Survey 2009	Pension, Disability and Carers Service Satisfaction Monitor 2009	Customer Insight Survey on the key drivers of satisfaction 2009	
Satisfaction with OUTCOME			To what extent are you satisfied or dissatisfied with the following factors...being confident that the payment you received was correct? How important was this in providing a service that meets your needs?	19 Confidence in payments being correct
		What problems or difficulties have you had [dealing with DCS/TPS in the last 6 months] ... understanding how my benefit payment was worked out?		
		Was the decision DCS/TPS made...very/fairly/not clearly explained?		
			To what extent are you satisfied or dissatisfied with the following factors...receiving an explanation for the decision or outcome of your contact? How important was this in providing a service that meets your needs? Why were you not satisfied with the explanation for the decision or outcome of your contact?	20 Receiving explanations for decision or outcome of contact
		Did the reply deal fully with your query?		
		At the end of the meeting/call, were there any issues that hadn't been addressed, for example any information that you still needed or any questions that hadn't been answered?		

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>Satisfaction with OUTCOME</b>			To what extent are you satisfied or dissatisfied with the following factors...the right outcome was reached? How important was this in providing a service that meets your needs?	<b>21</b> Right outcome/ decision reached
		Do you agree with this decision?		
			To what extent are you satisfied or dissatisfied with the following factors... overall satisfaction with the outcome of your contact?	
			To what extent are you satisfied or dissatisfied with the following factors...finding employment? How important was this in providing a service that meets your needs?	<b>22</b> Finding employment
			To what extent are you satisfied or dissatisfied with the following factors... being informed of next steps if dissatisfied with the outcome of your contact? How important was this in providing a service that meets your needs?	<b>23</b> Receiving information about next steps if dissatisfied with outcome
		[If made a complaint] How satisfied or dissatisfied were you with the OUTCOME or RESULT of your complaint? Why were you dissatisfied?		

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>OVERALL SATISFACTION</b>	So, thinking about all the services provided by Jobcentre Plus, overall how satisfied or dissatisfied are you with the service?	Next I am going to ask you some questions on how you feel about your dealings generally with [TPS/DCS]. First of all, how satisfied are you overall with DCS/TPS?	How satisfied or dissatisfied are you with your overall experience of dealing with <this/these> service(s)? Why do you say that?	Overall satisfaction with service standards
	Overall, how satisfied or dissatisfied are you with the conditions at your local Jobcentre Plus office?			
	How satisfied or dissatisfied were you with the standard of response you received to your letter/fax/email?			
		What would you say was the best thing about DCS/TPS?		
	How satisfied or dissatisfied were you with the standard of service you received [at the meeting/during the phone call/during the visit]?			
		And overall how satisfied are you with the way that DCS/TPS has handled your enquiry?		
	Overall, compared to what you expected, how would you rate the services provided by Jobcentre Plus?	Overall, would you say that your dealings with DCS/TPS have gone... better/worse than expected?		

	<b>Jobcentre Plus Customer Satisfaction Survey 2009</b>	<b>Pension, Disability and Carers Service Satisfaction Monitor 2009</b>	<b>Customer Insight Survey on the key drivers of satisfaction 2009</b>	
<b>OVERALL SATISFACTION</b>		Overall, would you say that the quality of service you receive has got better, worse or stayed about the same since you initially contacted this/these businesses?  Why do you say the quality of the service has got better/worse?		Expectations
	Thinking about all the contact you had with Jobcentre Plus in the past 12 months, how much improvement, if any, would you say that Jobcentre Plus needs to make to its services?	And would you say TPS/DCS needs to make...a huge/a lot/some/no improvement		Potential improvement
		And how could the DCS/TPS be improved?		
		If you were speaking to someone about TPS/DCS would you...speak highly or criticise it?  Would you [speak highly of it/criticise it] only if asked, or would you [speak highly of it/criticise it] even without being asked?	Which of the following best describes how you would talk about the TPS/DCS?  I would speak highly/only if I were asked/I would speak critically/only if I were asked	Advocacy



# Appendix B

## Cognitive testing questionnaire

### NOTES FOR THE INTERVIEW:

- Ask respondent to 'think out loud' if possible
- Check for interpretation/comprehension – 'What does the term xxxxx mean to you?'
- Paraphrase if appropriate – 'Can you repeat the question I just asked in your own words?'
- Confidence/judgement – 'How sure are you about your answer?'
- Recall probe – 'How easy was it to remember that?'
- General probes – How did you arrive at the answer? Was that easy or hard to answer? I noticed that you hesitated – can you tell me what you were thinking?



To begin, can I ask...

**ASK ALL**

Q1. Which, if any, of these benefits are you receiving?

ADD IF NECESSARY: Have you received this benefit in your own right: that is where you are the named recipient?

READ OUT. CODE ALL THAT APPLY

1. Jobseeker's Allowance
  2. Income Support
  3. Incapacity Benefit
  4. Employment and Support Allowance
- Don't know
- 

**ASK ALL**

Q2. I'd like to ask about your contact with Jobcentre Plus.

Jobcentre Plus is the government agency responsible for processing benefit claims and helping people into work. To deliver these services to customers, Jobcentre Plus provides a range of contact points including offices, telephone contact centres, a website, leaflets and postal services.

So, in the past 12 months, have you....?

READ OUT. CODE ALL THAT APPLY

1. Been to a Jobcentre Plus office for a face-to-face meeting with a member of staff (e.g. fortnightly review or a Work Focused Interview)
  2. Been to a Jobcentre Plus office for another reason
  3. Phoned Jobcentre Plus using one of the customer access or warm phones in the Jobcentre Plus office (e.g. for a benefit enquiry or to find out more about a job vacancy). *Please note this DOES NOT include any calls made directly to employers from the warm phones*
  4. Phoned Jobcentre Plus from your own phone/any phone NOT in a Jobcentre Plus office
  5. Received a phone call from Jobcentre Plus
  6. Received a letter, email or fax from Jobcentre Plus (other than about this survey)
  7. Sent a letter, email or fax to Jobcentre Plus
  8. Received a home visit from a member of Jobcentre Plus staff
  9. None of these
- Don't know
-

---

**ASK ALL**

**Q3.** And what was the purpose of today's visit to Jobcentre Plus?

PROMPT TO PRECODES IF NECESSARY AND CODE ALL THAT APPLY

1. A work focused interview that you were asked to attend after making a new claim for benefits
2. A work focused interview (not related to a new claim)
3. To sign on/fortnightly review
4. 13 week/26 week review meeting
5. A 'back to work' session
6. New Deal meeting with an adviser
7. General enquiry about benefit/to see if I was eligible
8. To make a new claim for benefits
9. To discuss an existing benefit claim/report non-receipt of payment
10. To talk about jobs/finding work
11. To search for job vacancies
12. To enquire about/follow up a job vacancy
13. To discuss training opportunities
14. Other (please specify)

*If purpose of today's meeting was to sign on, ask for other reasons why respondent has recently been in contact with Jobcentre Plus and focus on the alternative reason for the remainder of the interview.*

---

**ASK ALL**

**Q4.** Was the visit to Jobcentre Plus (OR IF RELEVANT: phone call/postal correspondence) the way you wanted to have contact regarding this matter?

1. Yes
  2. No
- Don't know
-

---

IF Q4=2 (no) or Q4=Don't know, ASK Q5

Q5. How would you have preferred to have had contact with Jobcentre Plus regarding this enquiry/matter?

1. By telephone
2. By letter
3. In person in your own home
4. In person at a government office
5. [DO NOT READ OUT In person somewhere else]
6. Online
7. Email
8. Other (specify)

Don't know

---

ASK ALL

Q6. And how many times altogether have you been in touch with Jobcentre Plus regarding this particular enquiry/matter?

1. Just the once
  2. Twice
  3. Three times
  4. More than three times
- Don't know/can't remember
- 

IF Q6=2 OR 3 OR 4, ASK Q6a

Q6a. What were the reasons for having contact more than once about this?

OPEN-ENDED

*Probe: Were you asked to call back/come back? How did you feel about that?  
If respondent initiated further contact: why?  
What new information was exchanged after the first contact?  
Did you feel the re-contact could have been avoided? How?*

---

---

**IF Q5=6 (online) OR Q5=7 (email), ASK Q7**

**Q7.** You said that you would have preferred to have contact with Jobcentre Plus online or by email.

Can I ask, in the last 12 months, have you used the Jobcentre Plus Website?

1. Yes
  2. No
- Don't know

---

**IF Q7=1 (yes), ASK Q8**

**Q8.** When you last visited the Jobcentre Plus website, what did you use it for?

DO NOT PROMPT

6. To find out how to claim a benefit
  7. To see if I was eligible for a benefit
  8. To search for jobs
  9. To find out my nearest office
  10. To find out how to apply for a loan (e.g. Social Fund, Crisis or Budgeting Loan)
  11. Other (please specify)
- Don't know/can't remember

---

**IF Q8<>Don't know/can't remember, ASK Q8a**

**Q8a.** How easy was it to find the relevant page(s) on the website so that you could do this?

READ OUT

1. Very easy
  2. Fairly easy
  3. Fairly difficult
  4. Very difficult
- Don't know
-

---

**IF Q7=1 (yes), ASK Q9**

**Q9.** How helpful did you find the Jobcentre Plus website the last time that you visited it?

1. Very helpful
  2. Fairly helpful
  3. Not very helpful
  4. Not at all helpful
- Don't know
- 

**IF Q7=1 (yes), ASK Q10**

**Q10.** Would you consider using the internet to do any of the following online in the future?

READ OUT ONLY THOSE NOT MENTIONED AT Q8.

SELECT ALL THAT APPLY.

6. To find out how to claim a benefit
  7. To see if I was eligible for a benefit
  8. To search for jobs
  9. To find out my nearest office
  10. To find out how to apply for a loan (e.g. Social Fund, Crisis or Budgeting Loan)
- None of these
- Don't know
- 

**IF Q10=None of these OR any of 1-5 not selected, ASK Q10a**

**Q10a.** All the services I mentioned are available on the website. Why is it that you would not consider using the internet for this/these?

DO NOT READ OUT.

6. Unaware of the online availability of service
  7. Unaware that Jobcentre Plus offers this service at all
  8. I do not need this service
  9. I have difficulty using computers/internet
  10. I do not like using computers/internet for this purpose
- Other (specify)
- Don't know
- 

*Probe reasons for (4), (5) and (other)*

---

---

**ASK ALL**

**Q10b.** Do you have easy access to the internet, either at home or elsewhere?

READ OUT AND CODE ALL THAT APPLY

Is that...

1. Access at home
2. Regular access elsewhere
3. Irregular access elsewhere
4. No access at all
- Don't know

---

**IF Q10=1 (yes), ASK Q11**

**Q11.** How comfortable do you feel using the internet...

- a) For finding basic information
- b) For interacting with other people or organisations
- c) For recording or updating your personal details
6. Perfectly comfortable
7. Fairly comfortable
8. Not very comfortable
9. Not at all comfortable
10. DO NOT READ OUT Never tried this
11. Don't know

---

**During the rest of this interview I will be asking you about your experiences of Jobcentre Plus services.**

---

**IF Q3<>3 (to sign on)**

First, I'd like you to think about your visit to Jobcentre Plus today...

---

**IF Q3=3 (to sign on)**

First, I'd like you to think about your most recent contact with Jobcentre Plus which was not for the purpose signing on...

---

---

**ASK ALL**

**Q12.** How confident do you feel that the person you spoke to...

- a) Gave you information about entitlements and benefits that was up-to-date?
  - b) Gave you information that was correct?
  - c) Remembered to tell you everything you needed to know?
  - d) Offered advice that was relevant to your particular circumstances?
  - e) Was an expert in their job?
    - 1. Very confident
    - 2. Fairly confident
    - 3. Not very confident
    - 4. Not at all confident
- Doesn't apply  
Don't know  
Refused

---

**ASK ALL**

**Q13.** Has the enquiry/matter you were in contact about been concluded yet?

- 1. Yes
  - 2. No
- Don't know

---

**IF Q13=1 (yes), ASK Q14**

**Q14.** Do you feel that your enquiry was completed/a conclusion was reached in a reasonable length of time?

- 1. Yes
  - 2. No
- Don't know
-

---

**IF Q3=3 (to sign on)**

**Next I'd like you to think specifically about any contact you've had with Jobcentre Plus about finding employment.**

Some people are referred to an organisation that is separate to Jobcentre Plus when they are on a programme like New Deal or Pathways. This could be to get training or help finding work. These organisations are usually not based at the Jobcentre Plus office.

Please do NOT think of any such organisations when answering the following questions. Concentrate only on the services provided by Jobcentre Plus.

So...

---

**IF Q3=3 (to sign on), ASK Q15**

**Q15.** Has your adviser at Jobcentre Plus tried to identify types of jobs that might be appropriate for you?

1. Yes
2. No
- Don't know

---

**IF Q3=3 (to sign on), ASK Q16**

**Q16.** How much would you say your adviser knows about the types of jobs that you are interested in working in?

1. A lot
2. Some
3. Not very much
4. Nothing
- Don't know

---

**IF Q3=3 (to sign on), ASK Q17**

**Q17.** Has your adviser ever suggested to you that you should look for different types of work, other than the ones you are interested in?

1. Yes
  2. No
  - Don't know
-



---

**IF Q3=3 (to sign on), ASK Q18**

**Q18.** Has your adviser ever suggested to you other ways of finding work other than through Jobcentre Plus?

1. Yes
  2. No
- Don't know

---

**IF Q3=3 (to sign on), ASK Q19**

**Q19.** How satisfied or dissatisfied are you with the service that Jobcentre Plus offers in helping you find employment?

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
- Don't know

---

**Now please think more generally about your experiences with Jobcentre Plus.**

---

**ASK HALF OF COGNITIVE INTERVIEWING RESPONDENTS****Q19 version1**

**A.** On a scale of 1 to 10, how satisfied or dissatisfied were you, with the following aspects of the service you received? Please use a scale of 1 to 10 where 10 is very satisfied and 1 is very dissatisfied.

- a) How easy it was to find out what was available to you (e.g. help/advice/entitlements)?
  - b) How easy it was to find out what was available to you at the most appropriate time?
  - c) Staff being knowledgeable about your entitlement and the process?
  - d) Processes and information being linked to other Government services?
-

---

B. Can I check, would you say you were...

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
- Don't know

*Probes for (b):*

*Can you tell me what you think this question is asking, in your own words?*

*If satisfied – what does 'the most appropriate time' mean to you?*

*If dissatisfied – what would have been a more appropriate time? When did you realise you needed this information earlier than you received it?*

*Probes for (d):*

*Can you tell me what you think this question is asking, in your own words?*

*What sorts of services are you thinking about when you answer?*

*If satisfied – what information were you given about this service (a detailed description, a website address, a number to contact, etc.)*

*If dissatisfied – can you tell me more about why you are dissatisfied?*

---

## ASK HALF OF COGNITIVE INTERVIEWING RESPONDENTS

### Q19 version 2

A. How satisfied or dissatisfied were you with the following aspects of the service you received?

- a) How easy it was to find out what was available to you (e.g. help/advice/entitlements)?
- b) How easy it was to find out what was available to you at the most appropriate time?
- c) Staff being knowledgeable about your entitlement and the process?
- d) Processes and information being linked to other Government services?

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
- Don't know
-

---

B. I am now going to ask you the same question again, but this time I would like you to use a scale of 1 to 10, where 10 is very satisfied and 1 is very dissatisfied.

- a) How easy it was to find out what was available to you (e.g. help/advice/entitlements)?
- b) How easy it was to find out what was available to you at the most appropriate time?
- c) Staff being knowledgeable about your entitlement and the process?
- d) Processes and information being linked to other Government services?

*General probes:*

*Do you prefer answering in numbers or in words?*

*Why do you say that?*

*If you gave me a score of 5, what would you mean by that?*

---

#### ASK ALL

Thinking about your dealings with Jobcentre Plus, which of the following statements would you say is MORE true for you?

Q20. Would you say that...

...you can forgive a few difficulties in finding the help or advice you need, provided the rest of your business is handled quickly and on time,

OR

...a prompt and speedy service doesn't count for much if you can't easily access the help or advice you need?

---

#### ASK ALL

Q21. Would you say that...

...you can overlook the occasional delay, provided that staff at Jobcentre Plus always treat you with respect,

OR

...a prompt and speedy service means more to you than worrying about whether or not staff has treated you with respect?

---

---

**ASK ALL**

**Q22.** And would you say that...

...it doesn't matter too much how the staff treats you, so long as it's easy for you to access the help or advice you need,

OR

...having easy ways to access the help and advice you need doesn't count for much, unless the service is delivered by people who treat you with respect?

---

**ASK ALL**

**Q23.** Thinking about all the dealings you have had with Jobcentre Plus, at any point were you referred to any other Government services?

OPEN-ENDED.

---

**ASK ALL**

**Q24.** Have you been referred to any of the following by Jobcentre Plus?

READ OUT. SELECT ALL THAT APPLY.

1. HM Revenues and Customs (also known as the Inland Revenue)
  2. The disability and carers service
  3. Your local authority
  4. The pensions service
  5. The Legal services commission
  6. Next Step
  7. Citizens' Advice Bureau
  8. DirecGov
  9. LearnDirect
  10. National Debtline
  11. High-street recruitment agencies
- None of these
-

---

**IF Q24<>None of these, ASK Q25**

**Q25.** And when Jobcentre Plus referred you to this/these services, did they give you:

- a) Telephone number(s) to call to get in touch
  - b) An address where you could write or visit in person
  - c) A website address where you could find out more information
  - d) An explanation of the process you would need to go through once you made contact
- 1. Yes
  - 2. No
  - Doesn't apply
  - Don't know
- 

**IF Q24<>None of these, ASK Q25a**

**Q25a.** Do you intend to make, or have you already made, contact with any of the organisations you were referred to?

READ OUT ONLY THOSE WHICH RESPONDENT WAS REFERRED TO

- a. HM Revenues and Customs (also known as the Inland Revenue)
  - b. The disability and carers service
  - c. Your local authority
  - d. The pensions service
  - e. The Legal services commission
  - f. Next Step
  - g. Citizens' Advice Bureau
  - h. DirecGov
  - i. LearnDirect
  - j. National Debtline
  - k. High-street recruitment agencies
- 1. Will make contact
  - 2. Have already made contact
  - 3. Neither
  - Don't know
-

---

**IF Q25a=2 (have already made contact), ASK Q25b**

**Q25b.** When you made contact, did you receive the help, information or service you were looking for?

READ OUT ONLY THOSE WHICH RESPONDENT HAS CONTACTED

- a. HM Revenues and Customs (also known as the Inland Revenue)
  - b. The disability and carers service
  - c. Your local authority
  - d. The pensions service
  - e. The Legal services commission
  - f. Next Step
  - g. Citizens' Advice Bureau
  - h. DirecGov
  - i. LearnDirect
  - j. National Debtline
  - k. High-street recruitment agencies
    1. Yes
    2. Partly
    3. No
- Don't know

---

**ASK ONE THIRD OF COGNITIVE INTERVIEWING RESPONDENTS****Q26 version 1**

I am going to ask you some questions on how you feel about your dealings generally with Jobcentre Plus.

First of all, how satisfied are you overall with Jobcentre Plus?

1. Very satisfied
  2. Fairly satisfied
  3. Fairly dissatisfied
  4. Very dissatisfied
- Don't know

*General probes:*

*What sorts of things about Jobcentre Plus are you thinking about when you answer this question?*

*If doesn't know – do you mean that you can't decide, or that you have no opinion either way?*

---

---

**ASK ONE THIRD OF COGNITIVE INTERVIEWING RESPONDENTS****Q26 version 2**

Please answer this and all other questions about the services provided by Jobcentre Plus, rather than any other organisations such as the Child Support Agency, the Disability and Carers Service, or the Pension Service.

So, thinking about all the services provided by Jobcentre plus, overall how satisfied or dissatisfied are you with the service? Are you...

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
- Don't know

*General probes:*

*What sorts of things about Jobcentre Plus are you thinking about when you answer this question?*

---

**ASK ONE THIRD OF COGNITIVE INTERVIEWING RESPONDENTS****Q26 version 3**

Some people who deal with Jobcentre Plus may be unhappy with the amount of money they receive or the benefits they are entitled to. For now, please don't think about any payments or benefits you may or may not receive; think only about how you were treated and the quality of service you received when you last dealt with Jobcentre Plus...

So, thinking about all the services provided by Jobcentre plus, overall how satisfied or dissatisfied are you with the service? Are you...

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
- Don't know
-

---

**ASK ALL**

**Q27.** Overall, would you say that your dealings with Jobcentre Plus have gone...

**READ OUT**

1. Much better than expected
  2. A little better than expected
  3. About as well as expected
  4. A little worse than expected
  5. Much worse than expected
- Don't know
- 

**ASK ALL**

**Q28.** Was there anything in particular you were expecting from Jobcentre Plus which you did not receive during your contact with them?

**PROBE AND RECORD VERBATIM**

*Probe:*

*Are you thinking about any organisations that normally offer this?*

1. No
  2. Yes – which ones?
- 

**ASK ALL**

**Q29.** How confident do you feel that...

- a) You can trust Jobcentre Plus?
  - b) The payment you received was correct?
    5. Very confident
    6. Fairly confident
    7. Not very confident
    8. Not at all confident
- Doesn't apply  
Don't know  
Refused

*Probes for (a):*

*Why do you say that?*

*If not 'very confident' – what would make you more confident that they can be trusted?*

---



---

Before we finish, I'd like to ask you a few questions about yourself.

---

ASK ALL

Q30. To which of these groups do you consider you belong?

READ OUT

1. White
  2. Mixed
  3. Asian
  4. Black
- Other (specify)  
Don't know  
Refused
- 

ASK ALL

Q31. Do you have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?

1. Yes
  2. No
- Don't know  
Refused
- 

IF Q31=1 (Yes), ASK Q32

Q32. Does this illness or disability (Do any of these illnesses or disabilities) limit your activities in any way?

1. Yes
  2. No
- Don't know
-

---

**ASK ALL**

**Q33.** What is your religion, even if you are not currently practising?

CODE ONE ONLY

1. Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
  2. Buddhist
  3. Hindu
  4. Jewish
  5. Muslim
  6. Sikh
  7. Any other religion (please describe)
  8. No religion
- Don't know  
Refused
- 

**ASK ALL**

**Q34.** I will now read out a list of terms people sometimes use to describe how they think of themselves.

READ LIST TO END WITHOUT PAUSING.

1. Heterosexual or Straight,
2. Gay or Lesbian,
3. Bisexual,
4. Other

As I read the list again please say 'yes' when you hear the option that best describes how you think of yourself.

PAUSE BRIEFLY AFTER EACH OPTION DURING SECOND READING.

---

**THANK YOU. THAT IS THE END OF THE INTERVIEW.**

**- COLLECT GENERAL VIEWS ON QUESTIONS, OTHER COMMENTS**

**- HAND OUT VOUCHER**



# Appendix C

## Pilot questionnaire

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## INTRODUCTION

---

Ask to speak to (CONTACT NAME) and confirm name when speaking to this person. If named person is not able to complete the interview over the phone (e.g. if s/he is deaf or has learning difficulties), try to arrange an alternative method (e.g. interview in non-English language, proxy interview or postal questionnaire).

Good morning/afternoon/evening, my name is ..... and I'm calling from TNS-BMRB Social Research. We have been contracted by Jobcentre Plus to conduct a survey on their behalf to find out people's attitudes to the services they receive. You should have received a letter telling you what the survey is about and asking if you would be willing to participate. Do you recall seeing it?

INTERVIEWER :IF NO, BRIEFLY OUTLINE THE PURPOSE AND CONTENT OF THE SURVEY

Would you be willing to take part? It should take about 10 to 15 minutes to complete. Everything you say will be treated in the strictest confidence and no one can identify you from the results.

---

### IF CONDUCTING INTERVIEW WITH PROXY

#### Qauth

(IF SPEAKING TO PROXY): Can I confirm that you are authorised to respond on behalf of [NAME FROM SAMPLE]?

(IF SPEAKING TO NAMED RESPONDENT): Can I confirm that this person is authorised to respond on your behalf?

1. Yes
2. No

---

*IF Qauth = NO, TERMINATE INTERVIEW.*

---

### IF CONDUCTING INTERVIEW WITH PROXY

#### Qname

Please can I take your name?

RECORD FULL NAME OF PROXY RESPONDENT, INCLUDING TITLE, FIRST NAME AND SURNAME

---

---

**IF CONDUCTING INTERVIEW WITH PROXY****Qrel**

What is your relationship to (NAME FROM SAMPLE)?

So you are (NAME FROM SAMPLE)'s...

1. Parent/Guardian
  2. Husband/Wife/Partner
  3. Child
  4. Carer (non relative)
  5. Friend
- Other specify
- 

**IF CONDUCTING INTERVIEW WITH PROXY**

Please answer the following questions on behalf of (NAME FROM SAMPLE). Any questions referring to "you" should be answered about (NAME FROM SAMPLE)'s experiences.

---

**ASK ALL****Q1**

Which, if any, of these benefits have you received in the last 6 months, even if you are not claiming now?

ADD IF NECESSARY: Have you received this benefit in your own right: that is where you are the named recipient?

READ OUT. CODE ALL THAT APPLY

1. Jobseeker's Allowance
  2. Income Support
  3. Incapacity Benefit
  4. Employment and Support Allowance
  5. Carer's Allowance
- None of these

*(note: description of benefits will be provided for interviewers)*

---

**IF Q1 = NONE OF THESE ASK Q1a****Q1a**

Have you used Jobcentre Plus' employment services in the last 3 months?

1. Yes
  2. No
- Don't know
- 

*IF Q1a = No OR 'Don't know' TERMINATE INTERVIEW*

**IF ANY BENEFIT CODED AT Q1, ask****Q2**

And are you receiving ..... (READ OUT ALL BENEFITS CODED AT Q1) at present?

*For each benefit coded at Q1*

1. Yes
  2. No
  - Don't know
- 

**FOR EACH BENEFIT CODED AT Q1****Q2a**

**[IF STILL RECEIVING:]** For how long have you been receiving (BENEFIT AT Q1)?

**[IF NO LONGER RECEIVING:]** For how long did you receive (BENEFIT AT Q1)?

PROMPT TO PRECODES

1. Less than 3 months
  2. 3 – up to 6 months
  3. 6 – upto 12 months
  4. 1 – upto 2 years
  5. 2 – upto 3 years
  6. 3 – upto 5 years
  7. 5 – upto 10 years
  8. 10 years or more
  - Don't know
- 

**FOR EACH BENEFIT CODED NO AT Q2****Q3**

When did you stop receiving.... (READ OUT BENEFIT FROM Q2)?

PROMPT TO PRECODES. CODE FOR EACH BENEFIT

1. Less than 1 month ago
  2. 1 – up to 3 months ago
  3. 3 – up to 6 months ago
  4. 6- up to 12 months ago
  - Don't know
-

**ASK ALL****Q4**

I'd now like to ask about your dealings with Jobcentre Plus. Jobcentre Plus is the government agency responsible for processing benefit claims and helping people into work. So, in the past 6 months, have you ....

READ OUT. CODE THE FIRST ON THE LIST THAT APPLIES

1. Started a new claim for a benefit or entitlement with Jobcentre Plus
2. Enquired about your eligibility for a benefit
3. Reported problems with a benefit you are receiving (for example, delayed or missing payment, or closure of a claim)
4. Had an interview or review meeting with someone at Jobcentre Plus
5. Reported a change of circumstances to Jobcentre Plus
6. Discussed jobs or training opportunities with someone at Jobcentre Plus
7. Signed on
8. [DO NOT READ OUT: None of these]

---

*THE ABOVE TRANSACTION WILL FORM THE FOCUS OF THE REMAINING INTERVIEW. THE CATI PROGRAM WILL USE SUITABLE TEXT-FILLS IN THE QUESTIONS THAT FOLLOW*

---

**IF Q4 = 'NONE OF THESE', ASK Q5****Q5**

Have you had *any* dealings with Jobcentre Plus in the last 3 months, either in person, by telephone, by post or via the internet?

DO NOT READ OUT. PROMPT TO PRECODES. CODE ALL THAT APPLY

1. No dealings
  2. Visited the website
  3. Made a complaint
  4. Looked for job vacancies
  5. Made an appointment (e.g. for an interview or medical/health assessment)
  6. Tried to get help – understanding or completing a form
  7. Tried to get help – with funding (e.g. for travel to interviews, training, moving into work, or mortgage relief)
  8. Tried to get information or an update on progress
- Don't know

---

*IF Q5 = 1 THEN TERMINATE INTERVIEW.*

---

*IF Q5= 2 OR 3 OR 'DON'T KNOW' ONLY, GO TO EMPLOYMENT SECTION (IF APPLICABLE) OR GENERIC & COMPLAINTS SECTION*

---

*IF Q5=4 OR 5 OR 6 OR 7 OR 8, CATI PROGRAM WILL CHOOSE ONE OF THE SELECTED ANSWERS AT RANDOM TO FOLLOW UP. THE CATI PROGRAM WILL USE SUITABLE TEXT-FILLS IN THE QUESTIONS THAT FOLLOW*



**ASK ALL<sup>1</sup>**

You said you [transaction] sometime in the last 3 months. I'd like to ask you a few questions about that.

---

---

<sup>1</sup> Between EASE1 and GENER1, the filter "ASK ALL" refers to all respondents except those who answered 1, 2, 3 or 'Don't Know' at Q5

---

## EASE OF ACCESS

---

### ASK ALL

#### EASE1

##### ADAPTED FROM PDCS2

In which of the following ways have you had contact with Jobcentre Plus in order to [transaction]?

READ OUT. CODE ALL THAT APPLY.

1. By telephone
  2. By post
  3. In person in your own home
  4. In person at a Jobcentre Plus office
  5. In person on other premises
  6. Online
  7. By email
- Don't know
- 

### IF EASE1=1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7, ASK EASE2

#### EASE2

##### FROM PDCS (ModeChosen)

And was contact [mode chosen in EASE1] the way in which you wanted to do this?

1. Yes
  2. No
- Don't know
- 

### IF EASE2=No, ASK EASE3

#### EASE3

##### ADAPTED FROM PDCS (Modepreferred)

How would you have preferred to have had contact with Jobcentre Plus for [transaction]?

CODE ALL THAT APPLY.

1. By telephone
  2. By post
  3. In person in your own home
  4. In person at a Jobcentre Plus office
  5. In person on other premises
  6. On the internet
  7. By email
-

---

## TELEPHONE CONTACT

---

### IF EASE1='By telephone'

I'd like to ask you a few questions about your experiences on the telephone when you [transaction].

---

### IF EASE1='By telephone', ASK TEL1

#### TEL1

Firstly, did you...

READ OUT. CODE ALL THAT APPLY

1. Phone Jobcentre Plus using one of the customer access or warm phones in the office
  2. Phone Jobcentre Plus from your own phone or any phone not in the Jobcentre Plus office
  3. Receive a phone call from Jobcentre Plus
- 

### IF TEL1=2, ASK TEL2

#### TEL1a

When you called Jobcentre Plus, was this from a mobile phone or a landline?

1. Mobile phone
  2. Landline
  3. [DO NOT READ OUT: It varies]  
Don't know
- 

### IF TEL1=1 OR TEL1=2, ASK TEL2

#### TEL2

FROM JCP (Q34)

Were you able to get through the first time you rang?

1. Yes
  2. No
  - Don't know
- 

### IF TEL1=1 OR TEL1=2, ASK TEL3

#### TEL3

FROM JCP (Q34a)

Do you feel that the amount of time you have had to wait for calls to be answered was reasonable?

1. Yes
  2. No
  - Don't know
- 
-

**IF TEL1=1 OR TEL1=2, ASK TEL4****TEL4****ADAPTED FROM PDCS2 (telnum)**

How many times altogether did you call Jobcentre Plus with regards to [transaction]?

INTERVIEWER: Estimate if unsure

- Numeric range
  - Don't know
- 

**IF TEL1=1 OR TEL1=2, ASK TEL5****TEL5****ADAPTED FROM PDCS2 (callresolve)**

At any point, were you...

READ OUT. CODE FIRST THAT APPLIES

- 1. Transferred to someone else
  - 2. Told Jobcentre Plus would call you back
  - 3. Told to call someone else
  - 4. Told you had to call back another time
  - None of these
- 

**IF TEL5=3, ASK TEL6****TEL6****FROM PDCS2 (givenumber)**

When you were told to call someone else did they give you a number to dial?

- 1. Yes
  - 2. No
  - Don't know
- 

**IF TEL5=2, ASK TEL7****TEL7****FROM PDCS2 (calledbacktime)**

Did they tell you when they would call you back?

- 1. Yes
  - 2. No
  - Don't know
- 

**IF TEL7=1, ASK TEL8****TEL8****FROM PDCS2 (calledbackrighttime)**

Did they call you back when they said they would?

INTERVIEWER: IF CALLED BACK EARLIER ENTER YES

- 1. Yes
  - 2. No
  - Don't know
-

---

**IF TEL7=2 OR TEL7=Don't know OR TEL8=2 OR TEL8=Don't know, ASK TEL9**

**TEL9**

FROM PDICS2 (calledbackever)

Did they call you back at some point?

1. Yes
2. No
- Don't know

---

**IF TEL5=1 OR TEL5=4 OR TEL5=3 OR TEL8=1 OR TEL9=1, ASK TEL10**

**TEL10**

FROM PDICS2 (repeat)

When you [were transferred/were called back about this/dialled the other number you were given/called back another time], did you have to repeat the information you had given to the first person you spoke to?

READ OUT. SINGLE-CODED.

1. Yes – repeated all information
2. Yes – only basic details such as name or address
3. No – did not repeat any information
4. [DO NOT READ OUT: I didn't speak to someone else]
- Don't know

---

## WRITTEN CONTACT

---

### IF EASE1=2 OR EASE1=7

The next questions are about the written contact you had with Jobcentre Plus when you [transaction].

---

### IF EASE1=2 OR EASE1=7, ASK POST1

#### POST1

ADAPTED FROM PDCS2 (write)

Did you write to Jobcentre Plus, or did they write to you?

READ OUT. CODE ALL THAT APPLY.

1. You wrote to them
2. You sent them a form
3. They wrote to you
- Don't know

---

### IF POST1=2, ASK POST2

#### POST2

FROM PDCS2 (easyforms)

How easy have the forms been to complete? Have they been...

READ OUT

1. Very easy
2. Fairly easy
3. Fairly difficult
4. Very difficult
5. [DO NOT READ OUT: It varies]
- Don't know

---

### IF POST1=2, ASK POST3

#### POST3

ADAPTED FROM PDCS2 (replyforms)

Did you receive an acknowledgement from Jobcentre Plus after submitting your forms?

1. Yes
2. No
3. [DO NOT READ OUT: Sometimes]
- Don't know

---

### IF POST3=2, ASK POST4

#### POST4

ADAPTED FROM PDCS2 (replyexpect)

Were you expecting an acknowledgement from Jobcentre Plus when you submitted your form?

1. Yes
2. No
- Don't know

**IF POST1=1, ASK POST5****POST5**

FROM JCP (Q34)

How many times altogether did you write to Jobcentre Plus with regard to [transaction]?

INTERVIEWER: Estimate if unsure

Numeric range

Don't know

**IF POST1=1, ASK POST6****POST6**

ADAPTED FROM PDCS2 (acknowledgment)

When you wrote to Jobcentre Plus, did they reply or acknowledge that you had written to them?

1. Yes
  2. No
  3. [DO NOT READ OUT: Sometimes]
- Don't know

**IF POST6=2, ASK POST7****POST7**

FROM PDCS2 (replyexpect)

Were you expecting a reply or acknowledgement from Jobcentre Plus when you wrote to them?

1. Yes
  2. No
- Don't know

**IF POST3=1 OR POST3=3 OR POST3=1 OR POST3=3, ASK POST8****POST8**

ADAPTED FROM JCP (Q46a)

Do you feel that the amount of time you have had to wait for a reply or acknowledgement was reasonable?

1. Yes
  2. No
- Don't know

**IF POST3=1 OR POST3=3 OR POST6=1 OR POST6=3, ASK POST9****POST9**

FROM JCP (Q47)

Did you request a response in a specific format or language, for example in Braille or Welsh?

1. Yes
  2. No
- Don't know

**IF POST9=1, ASK POST10****POST10****FROM JCP (Q48)**

In what format did you request it?

1. Large print
  2. Braille
  3. On audio tape
  4. Welsh
  5. In another language (please specify)
  6. Other (please specify)
- Don't know
- 

**IF POST10=5, ASK POST11****POST11**

What language did you request it in?

- OPEN-ENDED  
Don't know
- 

**IF POST9=1, ASK POST12****POST12****ADAPTED FROM JCP (Q49)**

Did the response arrive in the format you requested?

1. Yes
  2. No
  3. (SPONTANEOUS: Hasn't arrived yet)
- Don't know
- 

**IF POST1=3 OR POST3=1 OR POST3=3 OR POST6=1 OR POST6=3, ASK POST13****POST13****ADAPTED FROM JCP (q50)**

When Jobcentre Plus wrote to you, was everything written in plain language that was easy to understand?

1. Yes
  2. No
- Don't know



---

## **FACE-TO-FACE CONTACT**

### **IF EASE1=3 OR EASE1=4 OR EASE1=5**

You said you spoke to someone from Jobcentre Plus in person [during an interview or review meeting at Jobcentre Plus / about jobs or training opportunities / to [transaction] ]...

---

### **IF Q4<>7 AND [EASE1=3 OR EASE1=4 OR EASE1=5], ASK F2F1**

#### **F2F1**

FROM JCP (Q34)

How many times altogether did you [meet someone from Jobcentre Plus in person for an interview or review / speak to someone for Jobcentre Plus in person about jobs or training opportunities / speak to someone from Jobcentre Plus in person to [transaction] ]?

INTERVIEWER: Estimate if unsure

Numeric range  
Don't know

---

### **IF (EASE1=3 OR EASE1=4 OR EASE1=5) AND Q5<>5, ASK F2F2**

#### **F2F2**

ADAPTED FROM JCP (q20)

**[IF F2F1>1:]** Thinking about [your most recent meeting with someone from Jobcentre Plus / the most recent time you spoke to someone from Jobcentre Plus in person about this], did you have an appointment?

**[IF F2F1=1 OR Q4=7:]** Did you have an appointment?

1. Yes
  2. No
  - Don't know
- 

### **IF F2F2=1, ASK F2F3**

#### **F2F3**

FROM JCP (q21)

Did the meeting happen at the appointed time?

1. Yes
2. No
3. Not applicable – no time was specified
- Don't know

**IF F2F3=2, ASK F2F4****F2F4**

FROM JCP (q22)

Why not?

PROMPT TO PRECODES. CODE ALL THAT APPLY

1. I was late
  2. Jobcentre Plus was running late / behind schedule
  3. Jobcentre Plus didn't have the meeting booked in
  4. There was a mix up over the time
  5. Other (specify)
- Don't know

**IF [EASE1=3 OR EASE1=4 OR EASE1=5] AND Q5<>5, ASK F2F5****F2F5**

Did you ask for any special arrangements to be made, such as for an interpreter or third person to be there?

PROMPT TO PRECODES. CODE ALL THAT APPLY

1. Interpreter
  2. Third person (e.g. carer)
  3. Special arrangements for access
  4. Special arrangements for privacy
  5. Other arrangements (specify)
- None of these  
Don't know

**IF F2F5<>None of these AND F2F5<>Don't know, ask F2F6****F2F6**

And when you spoke to someone from Jobcentre Plus in person, were these arrangements in place?

1. Yes
  2. No
  3. [DO NOT READ OUT: Partly]
- Don't know

**ASK ALL****EASE4**

FROM PDCS2

Overall, how easy have you found getting in contact with Jobcentre Plus [for interviews or review meetings / to discuss jobs or training opportunities / throughout the course of [transaction] / to [transaction] ]?

READ OUT. SINGLE CODED

1. Very easy
  2. Fairly easy
  3. Fairly difficult
  4. Very difficult
- Don't know

---

## TREATMENT

---

**TR1**

FROM PDCS2 (satstatements)

When you were in touch with Jobcentre Plus to [transaction], do you feel...

- a) **[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6] OR [IF q5=4 AND Ease1<>Online] OR [IF q5=5 OR 6 OR 7 OR 8]**  
The staff were helpful
- b) **[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7] OR [IF q5=4 AND Ease1<>Online] OR [IF q5=5 OR 6 OR 7 OR 8]**  
The staff were polite
- c) **[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7] OR [IF q5=4 AND Ease1<>Online] OR [IF q5=5 OR 6 OR 7 OR 8]**  
The staff treated you with respect
- d) **[IF Q4=1 OR 2 OR 3 OR 4 OR 6] OR [IF q5=4 AND Ease1<>Online] IF q5=5 OR 6 OR 7 OR 8]**  
The staff were knowledgeable
- e) **[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6] OR [IF q5=4 AND Ease1<>O OR IF q5=5 OR 6 OR 7 OR 8]**  
The staff listened to what you had to say
- f) **[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6] OR [IF q5=4 AND Ease1<>O OR [IF q5=5 OR 6 OR 7 OR 8]**  
The staff were sympathetic to your needs

INTERVIEWER, IF NECESSARY: Please try to give an answer about everyone you have dealt with when [transaction]

1. Yes
  2. No
  3. [DO NOT READ OUT: Sometimes]
  4. [DO NOT READ OUT: Does not apply]
- Don't know

---

**[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6] OR [IF q5=4 AND Ease1<>Online] OR [IF Q5=6 OR 7 OR 8], ASK TR2**

**TR2**

ADAPTED FROM PDCS2 (timetaken)

And do you feel you were given enough time to explain your situation?

1. Yes
  2. No
  3. [DO NOT READ OUT: Sometimes]
- Don't know

---

*There is no question TR3*

**NEW COGNITIVELY- TESTED QUESTION**

When you were speaking to Jobcentre Plus staff [in interviews and review meetings / regarding jobs and training opportunities / to <transaction>], how confident were you that:

- a) **[IF Q4=1 OR 2 OR 6] OR [IF q5=4 AND Ease1<>Online] OR [IF q5=6 OR 7 OR 8]**  
The information they gave you was correct and up-to-date
- b) **[IF Q4=1 OR 2 OR 4 OR 5 OR 6] OR [IF q5=4 AND Ease1<>Online] OR IF q5=5 OR 6 OR 7 OR 8]**  
They told you everything you needed to know
- c) **[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6] OR [IF q5=4 AND Ease1<>Online] OR [IF q5=5 OR 6 OR 7 OR 8]**  
They understood your particular circumstances
- d) **[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7] OR [IF q5=4 AND Ease1<>Online] OR [IF q5=5 OR 6 OR 7 OR 8]**  
They were experts in their job

INTERVIEWER, IF NECESSARY: Please try to give an answer about everyone you have dealt with when [transaction]

READ OUT

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. [DO NOT READ OUT: Doesn't apply]
- Don't know

**IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6, OR IF Q5=5 OR 6 OR 7 OR 8, ASK TR5**

**TR5****ADAPTED COGNITIVELY-TESTED QUESTION**

At any point when you [transaction], were you referred to any of the following?

READ OUT. CODE ALL THAT APPLY.

1. The disability and carers service
2. Your local authority or council
3. Next Step
4. Citizen's Advice Bureau
5. DirectGov
6. LearnDirect
7. National Debtline
8. High street recruitment agencies such as Blue Arrow
9. Local voluntary sector carer's centre
10. NHS Choices
11. Carers Direct website
12. None of these
- Don't know

---

## RESPONSIVENESS / TIMELY RESPONSE

---

**IF Q4=1 OR 3 OR 4 OR 5 OR 6, OR IF q5=5 OR 7 OR 8, ASK RESP1**

### RESP1

ADAPTED FROM PDCS2 (nextsteps)

When you were in touch with Jobcentre Plus to [transaction], did they tell you what would happen next?

1. Yes
  2. No
  3. [DO NOT READ OUT: Doesn't apply]
- Don't know

---

**IF Q4=1 OR Q4=3 OR Q4=5 OR Q4=6 OR Q5=7 OR Q5=8, ASK RESP2**

### RESP2

ADAPTED FROM PDCS2 (cleartimings)

Did they give you clear timings on what *they* would do?

1. Yes
  2. No
  3. [DO NOT READ OUT: Doesn't apply]
- Don't know

---

**IF Q4=1 OR 3, OR IF Q5=7, ASK RESP3**

### RESP3

ADAPTED FROM PDCS2 (updateprogress)

Did Jobcentre Plus keep you up to date with the progress of your enquiry?

1. Yes
  2. No
  3. [DO NOT READ OUT: Doesn't apply]
- Don't know

---

**IF Q4=1 OR 3 OR 5 OR 6, OR IF q5=7 OR 8, ASK RESP4**

### RESP4

ADAPTED FROM PDCS2

And during the course of your enquiry, did Jobcentre Plus do what they said they would?

1. Yes
  2. No
  3. [DO NOT READ OUT: Doesn't apply]
- Don't know
-

---

## OUTCOME

---

### IF Q4=1, ASK OUTCM1

#### OUTCM1

ADAPTED FROM PDCS2 (decision2)

Has a decision been reached about your claim?

INTERVIEWER: IF A DECISION HAS BEEN REACHED BUT IS CURRENTLY BEING APPEALED, CODE YES

1. Yes
  2. No
  - Don't know
- 

### IF OUTCM1=1, ASK OUTCM2

#### OUTCM2

FROM PDCS2 (decision3)

Do you agree with this decision?

1. Yes
  2. No
  - Don't know
- 

### IF OUTCM1=1, ASK OUTCM3

#### OUTCM3

FROM PDCS2 (explaindecision)

Was the decision made...

READ OUT. SINGLE CODED.

1. Very clearly explained
  2. Fairly clearly explained
  3. Not clearly explained
  4. Not explained at all
  - Don't know
- 

### IF Q4=2, ASK OUTCM4

#### OUTCM4

Have you now determined whether or not you are eligible for the benefit you were enquiring about?

1. Yes
  2. No
  - Don't know
- 

### IF Q4=3, ASK OUTCM5

#### OUTCM5

Have the problems with your benefit now been resolved?

1. Yes
2. No
- Don't know

**IF Q5=6, ASK OUTCM6****OUTCM6**

Have you now received all the help you needed to complete the form?

1. Yes
  2. No
  - Don't know
- 

**IF Q5=7, ASK OUTCM7****OUTCM7**

Have you now received any financial assistance?

1. Yes
  2. No
  3. [DO NOT READ OUT: I didn't qualify for assistance]
  - Don't know
- 

**IF TRANSACTION HAS BEEN CONCLUDED: IF OUTCM1=1 OR OUTCM4=1 OR OUTCM5=1 OR OUTCM6=1 OR OUTCM7=1 OR OUTCM7=3, ASK OUTCM8**

**OUTCM8****ADAPTED COGNITIVELY-TESTED QUESTION**

Do you feel that this [decision/conclusion] was reached in a reasonable length of time?

1. Yes
  2. No
  - Don't know
- 

**IF TRANSACTION HAS NOT YET CONCLUDED: IF OUTCM1=2 OR DK, OR IF OUTCM4=2 OR DK, OR IF OUTCM5=2 OR DK, OR IF OUTCM6=2 OR DK, OR IF OUTCM7=2 OR DK, ASK OUTCM8a**

**OUTCM8a****ADAPTED FROM PDCS2 (timexpec)**

Do you feel this...

READ OUT

1. Is taking about as long as expected
  2. Is taking longer than expected
  3. [DO NOT READ OUT: Is taking less time than expected]
  - Don't Know
-

---

**IF Q4=4 OR Q4=6, ASK OUTCM9****OUTCM9****ADAPTED FROM JCP (Q24)**

At the end of the [interview or review meeting / discussion], were there any issues that hadn't been addressed, for example any information that you still needed or any questions that hadn't been answered?

1. Yes
  2. No
  - Don't know
- 

**IF Q5=8, ASK OUTC10****OUTC10****ADAPTED FROM JCP (Q51)**

Did the reply you received when you tried to get information or an update on progress deal fully with your query?

1. Yes
  2. No
  - Don't know
- 

**IF OUTCM9=1 OR OUTC10=2, ASK OUTCX****OUTCX**

What do you feel was not fully covered or dealt with?

OPEN-ENDED. PROBE AND RECORD FULLY.  
Don't know

---

**IF Q4=5, ASK OUTC11****OUTC11****ADAPTED FROM JCP (Q76)**

After reporting your change of circumstances, did you have any problems with the payment of your [allowance/benefit]?

1. Yes
  2. No
  3. [Do not read out: Sometimes]
  - Don't know
- 

**IF Q4=5, ASK OUTC12****OUTC12****NEW QUESTION**

Since that time, have you had to report your change of circumstances again when you've been in touch with Jobcentre Plus or other government services (such as the Glasgow office, your local council, or the disability and carers service)?

1. Yes
  2. No
  3. [DO NOT READ OUT: I haven't had any other government dealings]
  - Don't know
-



---

**ASK ALL****OUTC13****FROM PDCS2 (process)**

How complicated did you find the process of [transaction]?

1. Very complicated
2. Fairly complicated
3. Not very complicated
4. Not at all complicated
- Don't know

---

**IF OUTC13=1 OR OUTC13=2 OR OUTC13=3 OR OUTC13=4, ASK OUTC14**

**OUTC14****FROM PDCS2 (compexpec)**

And was this what you expected?

1. Yes
2. No
3. [Do not read out: No expectations]
- Don't know

---

**IF Q4=1 OR 2 OR 3 OR 5, OR Q5=5 OR 6 OR 7 OR 8, ASK OUTC15**

**OUTC15****NEW COGNITIVELY- TESTED QUESTION**

Would you say that you have had to contact Jobcentre Plus with regards to [transaction] .....?

READ OUT

1. More often than you had expected
2. Less than you had expected
3. or about as often as you had expected?
- Don't know

---

**IF OUTC15=1, ASK OUTC16**

**OUTC16****ADAPTED COGNITIVELY- TESTED QUESTION**

Why did you have to contact Jobcentre Plus so many times?

PROMPT TO PRECODES. CODE ALL THAT APPLY,

1. You were following the normal multi-step procedure
  2. You weren't able to speak to the right person
  3. You didn't receive a reply
  4. You were anxious to get an update or receive confirmation
  5. Something was unclear or confusing
  6. Something was incorrect
  7. Something was missing
  8. Other (specify)
-

**OUTC17**

ADAPTED FROM PDCS2 (EnquirySat)

**[IF TRANSACTION HAS CONCLUDED: IF [Q4=4 OR 5 OR 7] OR IF Q5=4 OR Q5=8 OR IF OUTCM1=1 OR OUTCM4=1 OR OUTCM5=1 OR OUTCM6=1 OR OUTCM7=1 OR OUTCM7=3]**

So, overall, how satisfied or dissatisfied are you with the way Jobcentre Plus has handled your enquiry?

**[IF TRANSACTION HAS NOT YET BEEN CONCLUDED: IF OUTCM1=2 OR DK, OR IF OUTCM4=2 OR DK, OR IF OUTCM5=2 OR DK, OR IF OUTCM6=2 OR DK, OR IF OUTCM7=2 OR DK]**

So, overall, how satisfied or dissatisfied are you with the way Jobcentre Plus is handling your enquiry?

IF NECESSARY: By enquiry I mean the process of [transaction]

READ OUT

1. Very satisfied
  2. Fairly satisfied
  3. Fairly dissatisfied
  4. Very dissatisfied
- Don't Know

**IF OUTC17=3 OR OUTC17=4, ASK OUTC18**

**OUTC18**

NEW QUESTION

**[IF TRANSACTION HAS CONCLUDED: IF [Q4=4 OR 5 OR 7] OR IF Q5=8 OR IF OUTCM1=1 OR OUTCM4=1 OR OUTCM5=1 OR OUTCM6=1 OR OUTCM7=1 OR OUTCM7=3]**

Were you given adequate information about steps you could take if you were dissatisfied?

**[IF TRANSACTION HAS NOT YET BEEN CONCLUDED: IF OUTCM1=2 OR DK, OR IF OUTCM4=2 OR DK, OR IF OUTCM5=2 OR DK, OR IF OUTCM6=2 OR DK, OR IF OUTCM7=2 OR DK]**

Have you been given adequate information about steps you could take if you are dissatisfied?

1. Yes
  2. No
  3. [DO NOT READ OUT: I was given no information]
- Don't know

---

## SEARCHING FOR EMPLOYMENT

---

### IF Q1=1 OR Q1a=1 OR Q4=6 OR Q4=7 OR Q5=4

Now I'd like you to think specifically about any contact you've had with Jobcentre Plus about finding employment.

Some people are referred to an organisation that is separate to Jobcentre Plus when they are on a programme like New Deal or Pathways. This could be to get training or help finding work.

Please do NOT think of any such organisations when answering the following questions. Concentrate only on the services provided by Jobcentre Plus.

So...

---

### IF Q1=1 OR Q1a=1 OR Q4=6 OR Q4=7 OR Q5=4, ASK EMPLOY1

#### EMPLOY1

##### NEW COGNITIVELY-TESTED QUESTION

Has your adviser at Jobcentre Plus tried to identify types of jobs that might be suitable for you?

1. Yes
2. No
- Don't know

---

### IF Q1=1 OR Q1a=1 OR Q4=6 OR Q4=7 OR Q5=4, ASK EMPLOY2

#### EMPLOY2

##### NEW COGNITIVELY-TESTED QUESTION

Has your adviser ever suggested to you that you should look for different types of work, other than the ones you are interested in?

1. Yes
2. No
- Don't know

---

### IF EMPLOY2=1, ASK EMPLOY3

#### EMPLOY3

##### NEW QUESTION

And were the jobs they suggested suitable for you?

1. Yes
  2. No
  3. [DO NOT READ OUT: Sometimes]
  - Don't know
-

---

**IF Q1=1 OR Q1a=1 OR Q4=6 OR Q4=7 OR Q5=4, ASK EMPLOY4**

**EMPLOY4**

**NEW COGNITIVELY -TESTED QUESTION**

Has your adviser ever suggested to you other ways of finding work other than through Jobcentre Plus?

1. Yes
  2. No
  - Don't know
- 

**IF EMPLOY4=1, ASK EMPLOY5**

**EMPLOY5**

**NEW QUESTION**

And in which of these ways did the adviser suggest you could look for work?  
READ OUT. CODE ALL THAT APPLY.

1. Local newspaper
  2. Recruitment agency
  3. Jobseekers Direct
  4. Searching the internet
  5. Speaking to friends and family
  6. Using the yellow pages
  7. Any other methods (specify)
  - Don't know
- 

**IF Q1=1 OR Q1a=1 OR Q4=6 OR Q4=7 OR Q5=4, ASK EMPLOY6**

**EMPLOY6**

**COGNITIVELY-TESTED QUESTION ADAPTED FROM CIS**

How satisfied or dissatisfied are you with the service that Jobcentre Plus offers in helping you find employment?

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
  - Don't Know
- 

**IF Q1=1 OR Q1a=1 OR Q4=6 OR Q4=7 OR Q5=4, ASK EMPLOY7**

**EMPLOY7**

**NEW QUESTION**

Have you and your adviser talked about:

- a) the skills you need to develop in order to get a job
- b) the skills you already have to get a job
- c) training opportunities

1. Yes
  2. No
  - Don't know
-

**IF Q1=1 OR Q1a=1 OR Q4=6 OR Q4=7 OR Q5=4, ASK EMPLOY8****EMPLOY8****NEW QUESTION**

Have you received any help or training through Jobcentre Plus to improve your skills?

1. Yes
  2. No
  - Don't know
- 

**IF EMPLOY8=2, ASK EMPLOY9****EMPLOY9****NEW QUESTION**

Is this because you don't need any help or training to improve your skills or for some other reason?

PROMPT TO PRECODES IF NECESSARY. CODE ALL THAT APPLY.

1. No need to improve skills
  2. Training not suggested
  3. No appropriate training courses
  4. Other (specify)
  - Don't know
- 

**IF Q1=1 OR Q1a=1 OR Q4=6 OR Q4=7 OR Q5=4, ASK EMPLOY10****EMPLOY10****COGNITIVELY-TESTED QUESTION ADAPTED FROM CIS**

How satisfied or dissatisfied are you with the services and training that Jobcentre Plus offers to help you improve your skills?

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
- Don't Know

## GENERIC AND COMPLAINTS

---

Next, I'm going to ask you a few general questions about Jobcentre Plus. (**[IF Q4=1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8, OR IF q5=5 OR 6 OR 7 OR 8:** Please don't think only about your experience of [transaction], but more generally.)

First of all.....

---

### ASK ALL

#### GENER1

FROM JCP (Q72)

How convenient is your local office to get to?

READ OUT. SINGLE CODED

1. Very convenient
  2. Fairly convenient
  3. Fairly inconvenient
  4. Very inconvenient
- Don't know
- 

### IF GENER1=3 OR GENER1=4, ASK GENERX

#### GENERX

Why is it inconvenient?

DO NOT READ OUT. CODE ALL THAT APPLY.

1. Journey – too long to get there
  2. Journey – too far from home
  3. Journey – costs too much to travel
  4. Journey – route too complex
  5. Restrictions – due to health issues
  6. Restrictions – due to physical disability
  7. Restrictions – due to caring responsibilities
  8. Restrictions – due to work
  9. Other (specify)
- Don't know
- 

### IF EASE1<>4, ASK GENER2

#### GENER2

FROM JCP (Q73)

And have you visited your local office in the last 6 months?

1. Yes
  2. No
- Don't know

**IF GENER2=1 OR EASE1=4, ASK GENER3****GENER3****ADAPTED FROM JCP (Q42)**

Thinking about your last visit to your local office, I'd now like you to rate some of the conditions at that office. After each one I read out I'd like you to say if you thought it was Excellent, Very Good, Good, Fair or Poor.

First of all can you tell me how good or poor jobcentre Plus was at...

- a) Displaying relevant information in the office
- b) Providing a pleasant and welcoming environment
- c) Providing appropriate privacy for your needs
- d) Providing a safe environment
- e) Providing help if you need it

## READ OUT

- 1. Excellent
  - 2. Very good
  - 3. Good
  - 4. Fair
  - 5. Poor
  - 6. [DO NOT READ OUT: Not applicable]
- Don't know

**ASK ALL****GENER4****FROM JCP (Q73)**

Do you feel your access to Jobcentre Plus services is limited in any way?

- 1. Yes
  - 2. No
- Don't know

**IF GENER4=1, ASK GENER5****GENER5****FROM JCP (Q75)**

In what way do you feel your access is limited?

DO NOT PROMPT. CODE ALL THAT APPLY

- 1. Services do not accommodate my physical requirements
  - 2. Services do not accommodate my mental health needs (e.g. anxiety issues/stress)
  - 3. Literacy related problem
  - 4. I am not computer literate
  - 5. Language related problem (English/Welsh not first language)
  - 6. Cost
  - 7. Distance
  - 8. Other (specify)
- Don't know

**ASK ALL****GENER6****ADAPTED COGNITIVELY-TESTED QUESTION FROM CIS**

How confident do you feel that the payment you are/were receiving from Jobcentre Plus is/was correct?

READ OUT. SINGLE CODED

1. Very confident
  2. Fairly confident
  3. Not very confident
  4. Not at all confident
  5. [DO NOT READ OUT: I am/was not receiving any payments]
- Don't know
- 

**IF GENER6<>5, ASK GENER7****GENER7****NEW QUESTION**

Was the way this payment was calculated explained to you...

READ OUT. SINGLE CODED.

1. Very clearly
  2. Fairly clearly
  3. Not clearly
  4. Not explained at all
- Don't know
- 

**ASK ALL****GENER8****FROM JCP (Q78)**

In the past 3 months, have you been given any information by Jobcentre Plus that you found to be incorrect or contradictory?

1. Yes
  2. No
- Don't know
- 

**IF GENER8=1, ASK GENER9****GENER9****FROM JCP (Q79)**

What was the incorrect information concerning?

PROMPT TO PRECODES IF NECESSARY & CODE ALL THAT APPLY

1. How to apply for benefits
  2. Which benefit to apply for
  3. Other benefits available
  4. How much benefit I was receiving/would receive
  5. When I would receive my benefit
  6. Job vacancies / job finding
  7. Training
  8. Jobcentre Plus programmes
  9. My personal details/circumstances (e.g. whether in work)
  10. Appointments
  11. Other (specify)
- Don't know



**IF Q5<>3, ask****GENER10**

FROM JCP (Q80)

In the past 3 months, have you ever felt like complaining about the service you receive from Jobcentre Plus?

1. Yes
2. No
- Don't know

---

**IF GENER10=1 OR Q5=3, ASK GENER11****GENER11**

ADAPTED FROM JCP (Q81)

**[IF GENER10=1]** What did you feel like complaining about?

**[IF Q5=3]** What did you complain about?

PROMPT TO PRECODES IF NECESSARY & CODE ALL THAT APPLY

1. Staff's lack of knowledge
2. Staff attitudes
3. Late / incorrect benefit payments
4. Waiting times / queues
5. Job vacancies / job finding
6. Standards of service in general
7. Lack of communication between departments/centres
8. Incorrect/unclear advice/information
9. Delay/slow in responding to/helping me
10. Services are not suitable for carers like me
11. Other (Please Specify)
- Don't know

---

**IF GENER10=1, ASK GENER12****GENER12**

FROM JCP (Q82)

Did you make, or do you intend to make, a complaint?

1. Yes, I have made a complaint
  2. Yes, I intend to make a complaint
  3. I haven't decided whether to or not yet
  4. No
  - Don't know
-

---

**IF GENER12=1 OR Q5=3, ASK GENER13****GENER13**

FROM JCP (Q84)

On the most recent occasion, how did you complain?

PROMPT TO PRECODES IF NECESSARY AND CODE ALL THAT APPLY

1. In person
  2. By completing a complaint form
  3. By letter
  4. By telephone/textphone
  5. By fax
  6. By email
  7. Other (specify)
- Don't know
- 

**IF GENER12=1 OR Q5=3, ASK GENER14****GENER14**

FROM JCP (Q85)

How satisfied or dissatisfied are you with the PROCESS or WAY IN WHICH your complaint was handled. Were you...

READ OUT. SINGLE CODED

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
- Don't know
- 

**IF GENER12=1 OR Q5=3, ASK GENER15****GENER15**

ADAPTED FROM JCP (Q87)

How satisfied or dissatisfied were you with the OUTCOME or RESULT of your complaint. Were you...

READ OUT. SINGLE CODED

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
  6. [DO NOT READ OUT: Not applicable – no outcome yet]
- Don't know
- 

**IF GENER15=4 OR GENER15=5, ASK GENER16****GENER16**

FROM JCP (Q88)

Why were you dissatisfied with the OUTCOME or RESULT of your complaint?

OPEN ENDED. PROBE FULLY.

Don't know

---

---

**IF GENER12=1 OR Q5=3, ASK GENER17****GENER17****FROM JCP (Q88)**

Following your complaint, have you taken the matter any further?

IF YES, PROMPT TO PRECODES IF NECESSARY AND CODE ALL THAT APPLY

1. Yes, contacted the office manager
  2. Yes, contacted Jobcentre Plus Chief Executive
  3. Yes, contacted my MP
  4. Yes, contacted the Ombudsman via my MP
  5. Yes, contacted an Independent Case Examiner
  6. No further action
  7. Other (Please Specify)
- Don't know
- 

**IF GENER15=4 OR GENER15=5, ASK GENER18****GENER18****ADAPTED FROM CIS**

How satisfied or dissatisfied were you with information you received about steps to take if you were dissatisfied with the outcome of your complaint?

1. Very satisfied
  2. Fairly satisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
  6. [DO NOT READ OUT: I was given no information]
- Don't know
- 

**ASK ALL****GENER19****ADAPTED COGNITIVELY-TESTED QUESTION**

How confident do you feel that you can trust Jobcentre Plus...

- a) to inform you about *everything* you are entitled to
- b) to follow procedures correctly (i.e. not make mistakes)
- c) **[IF Q1=1 OR Q1a=1 OR Q4=7 OR Q5=4]** To help you find a job

1. Very confident
  2. Fairly confident
  3. Not very confident
  4. Not at all confident
  5. [DO NOT READ OUT: Doesn't apply]
- Don't know
-

---

## **GUEST MODULE: CHANNELS AND POTENTIAL INTERNET USAGE**

---

### **ASK ALL**

#### **GUEST1**

FROM JCP (Q62)

Are you aware that the following services are available for you to use?

- A. Jobpoints (the touchscreen jobsearch machines in Jobcentre Plus Offices)
  - B. Customer access (warm) phones in Jobcentre Plus offices
  - C. **[IF Q5<>2]** The dedicated website for Jobcentre Plus ([www.jobcentreplus.gov](http://www.jobcentreplus.gov))
    - 1. Yes
    - 2. No
    - Don't know
- 

### **IF GUEST1A=1, ASK GUEST2**

#### **GUEST2**

FROM JCP (Q63)

In the last 3 months, have you used Jobpoints (the touchscreen jobsearch machines in Jobcentre Plus Offices)?

- 1. Yes
  - 2. No
  - Don't know
- 

### **IF GUEST1B=1, ASK GUEST3**

#### **GUEST3**

FROM JCP (Q63)

In the last 3 months, have you used Customer access (warm) phones in Jobcentre Plus offices?

- 1. Yes
  - 2. No
  - Don't know
- 

### **IF GUEST1C=1, ASK GUEST4**

#### **GUEST4**

FROM JCP (Q63)

In the last 3 months, have you used the dedicated Jobcentre Plus website?

- 1. Yes
  - 2. No
  - Don't know
- 

### **IF GUEST2=1, ASK GUEST5**

#### **GUEST5**

FROM JCP (Q65)

How helpful did you find the Jobpoint the last time that you used one?

- 1. Very helpful
  - 2. Fairly helpful
  - 3. Not very helpful
  - 4. Not at all helpful
  - Don't know
-

---

**IF GUEST3=1, ASK GUEST6****GUEST6****FROM JCP (Q67)**

How helpful did you find the Customer Access or warm phone the last time that you used one?

1. Very helpful
  2. Fairly helpful
  3. Not very helpful
  4. Not at all helpful
  - Don't know
- 

**IF GUEST4=1 OR Q5=2, ASK GUEST7****GUEST7****COGNITIVELY TESTED QUESTION ADAPTED FROM JCP (Q68A)**

When you last visited the Jobcentre Plus website ([www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)), what did you use it for?

DO NOT PROMPT. CODE ALL THAT APPLY.

1. To see if I was eligible or how to claim for a benefit
  2. To search for jobs
  3. To find out my nearest office
  4. To find out how to apply for a loan (e.g. Social Fund, Crisis or Budgeting Loan)
  5. Other (specify)
  - Don't know
- 

**IF GUEST7=1 OR 2 OR 3 OR 4 OR 5, ASK GUEST8****GUEST8****NEW COGNITIVELY-TESTED QUESTION**

How easy was it to find the relevant page(s) on the website so that you could do this?

READ OUT

1. Very easy
2. Fairly easy
3. Fairly difficult
4. Very difficult
5. Don't know

---

**IF GUEST4=1 OR Q5=2, ASK GUEST9****GUEST9****FROM JCP (Q69)**

How helpful did you find the dedicated Jobcentre Plus website the last time that you visited it?

1. Very helpful
  2. Fairly helpful
  3. Not very helpful
  4. Not at all helpful
- Don't know
- 

**IF GUEST4=1 OR Q5=2, ASK GUEST10****GUEST10****ADAPTED COGNITIVELY-TESTED QUESTION**

If you needed to, would you consider using the internet to do the following online in the future?

READ OUT ONLY THOSE NOT MENTIONED ABOVE. CODE ALL THAT APPLY.

1. To see if I was eligible or how to claim for a benefit
  2. To search for jobs
  3. To find out my nearest office
  4. To find out how to apply for a loan (e.g. Social Fund, Crisis or Budgeting Loan)
- None of these  
Don't know
- 

**IF GUEST10=None of these OR any of 1-4 not selected, ASK GUEST11****GUEST11****ADAPTED COGNITIVELY-TESTED QUESTION**

All the services I mentioned are available on the website. Why is it that you would not consider using the internet for this?

DO NOT READ OUT. CODE ALL THAT APPLY.

1. Unaware of the online availability of service
  2. Unaware that Jobcentre Plus offers this service at all
  3. I do not need this service
  4. I have physical difficulties which prevent me using computers/ the internet
  5. I am unfamiliar with using computers/the internet
  6. The rest of the process cannot be done online
  7. I prefer direct interaction with a person (face-to-face or on the phone)
  8. Other (specify)
- Don't know

---

**ASK ALL****GUEST12****COGNITIVELY-TESTED QUESTION**

Do you have easy access to the internet, either at home or elsewhere?

READ OUT AND CODE FIRST THAT APPLIES

Is that...

1. Access at home
  2. Regular access elsewhere
  3. Irregular access elsewhere
  4. No access at all
  5. [DO NOT READ OUT: I never use the internet]
- Don't know

---

**IF GUEST12<>4 AND GUEST12<>5, ASK GUEST13****GUEST13****ADAPTED COGNITIVELY-TESTED QUESTION**

How comfortable do you feel using the internet...

- a) For finding basic information
  - b) For interacting with other people or organisations
  - c) For recording or updating your personal details
  - d) For making online transactions (for example banking, booking a holiday, online shopping)
1. Never tried this
  2. Perfectly comfortable
  3. Fairly comfortable
  4. Not very comfortable
  5. Not at all comfortable
  6. Don't know
-

---

## OVERALL SATISFACTION

---

### ASK ALL

#### OVERAL1

##### FROM JCP (Q17)

So thinking about all the services provided by Jobcentre Plus, overall how satisfied or dissatisfied are you with the service.

Are you...?

READ OUT

1. Very satisfied
  2. Fairly satisfied
  3. Neither satisfied nor dissatisfied
  4. Fairly dissatisfied
  5. Very dissatisfied
- Don't know
- 

### ASK ALL

#### OVERAL2

##### FROM PDCS2 (overallexpect)

Overall, would you say that your dealings with Jobcentre Plus have gone...

READ OUT. SINGLE-CODED

1. Much better than expected
  2. Better than expected
  3. About as well as expected
  4. Worse than expected
  5. or much worse than expected
- Don't know
- 

### ASK ALL

#### OVERAL3

##### ADAPTED FROM JCP (Q90)

How much improvement, if any, would you say that Jobcentre Plus needs to make to its services?

READ OUT

1. No improvement
  2. Slight improvement
  3. Some improvement
  4. Much improvement
  5. Huge improvement
- Don't know



---

**ASK ALL OVERAL4****OVERAL4**

FROM PDCS2 (improve)

And how could Jobcentre Plus be improved?

OPEN\_ENDED. PROBE AND RECORD FULLY.

Don't know

---

**ASK ALL****OVERAL5**

FROM CIS

Overall, would you say that the quality of service has got better, worse, or stayed the same since you initially contact Jobcentre plus?

1. Better
  2. Worse
  3. About the same
  4. [DO NOT READ OUT: I have only contacted Jobcentre Plus once]
- Don't know
- 

**ASK ALL****OVERAL6**

FROM PDCS2 (best)

And finally...

What would you say was the best thing about Jobcentre Plus?

OPEN-ENDED. PROBE AND RECORD FULLY

Don't know

---

## Demographics

---

### ASK ALL EXCEPT PROXY INTERVIEW

This is the final section and I'd just like to ask you a few details about yourself for classification purposes.

---

### IF PROXY INTERVIEW:

This is the final section and I'd just like to ask you a few details about (NAME FROM SAMPLE) for classification purposes. Please answer the following questions about (NAME FROM SAMPLE) and not yourself.

---

### ASK ALL

#### GENDER

RECORD GENDER

1. Male
  2. Female
- 

### ASK ALL

#### AGE

What was your age last birthday?  
ASK FOR AGE BAND IF NECESSARY

1. 16-18
  2. 19-24
  3. 25-34
  4. 35-49
  5. 50-59
  6. 60-64
  7. 65+
- Refused
- 

### ASK ALL

#### WORK1

Are you currently in paid work?

1. Yes
  2. No
- 

### IF WORK1=1, ASK WORK2

#### WORK2

Are you working.....?

1. 16 hours or more per week
  2. Or less than 16 hours per week
-

---

**IF WORK1=1, ASK WORK3****WORK3**

Is this your first job since your recent spell on [benefit received at Q1]?

1. Yes
  2. No
- 

**IF WORK3=1, ASK WORK4****WORK4**

How long were you out of work before you started this job?

PROMPT TO PRECODES

1. Less than 1 month
  2. 1 – up to 3 months
  3. 3 – up to 6 months
  4. 6- up to 12 months
  5. 1 year – up to 2 years
  6. 2 years – up to 3 years
  7. 3 years – up to 5 years
  8. 5 years or more
- 

**IF WORK3=1, ASK WORK5****WORK5**

Did you get this job through Jobcentre Plus?

1. Yes
  2. No
  - Don't know
- 

**IF WORK1=2, ASK WORK6****WORK6**

Which of these is your main activity at present?

READ OUT.

1. In training or education (incl at school/college)
  2. On a Government scheme (e.g. New Deal)
  3. Unemployed and looking for work/waiting to take up a job
  4. Caring for children or other people
  5. Temporarily sick or injured – no job to return to
  6. Permanently sick or disabled
  7. Not working for other reason
-

---

**IF WORK1=2, ASK WORKX1****WORKX1**

Is there anyone either living with you or not living with you who is sick, disabled or elderly whom you look after or give special help to, other than in a professional capacity, (for example, a sick or disabled (or elderly) relative/husband/wife/child/friend/parent, etc)

1. Yes; in this household
  2. Yes; in another household
  3. No
  - Not Sure
- 

**IF WORKX1=1 OR 2, ASK WORKX2****WORKX2**

Does the care you provide limit the kind of paid work you can do?

1. Yes
  2. No
  - Don't know
- 

**WORK7**

**[IF WORK1=1]** Thinking about the last job you did before your recent benefit claim, what was the main reason that job came to an end?

**[IF WORK1=2]** What was the main reason that your last job came to an end?  
DO NOT PROMPT

1. Left for another job
  2. Made redundant
  3. Dismissed/sacked
  4. Left because I did not like it/resigned
  5. Temporary job ended
  6. Work stopped/dried up (e.g. if self-employed)
  7. Took retirement
  8. I got ill/injured and had to leave
  9. Pregnant/left to have baby
  10. Left to look after family
  11. Moved area
  12. Started college/university course
  13. Have never had a job
  14. Other reason (TYPE IN)
  - Don't know
- 

**[IF WORK1=1]** Thinking about your current job...

**[Q1=1 AND WORK7<>13]** Thinking about your most recent job...

---

**IF [Q1=1 AND WORK7<>13] OR IF WORK1=1, ASK WORK8****WORK8**

What does/did the firm/ organisation you work(ed) for mainly make or do (at the place where you worked)?

DESCRIBE FULLY - PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC. AND MAIN GOODS PRODUCED, MATERIALS USED, WHOLESALE OR RETAIL ETC.

---

---

**IF [Q1=1 AND WORK7<>13] OR IF WORK1=1, ASK WORK9****WORK9**

What is/was your (main) job?

OPEN\_ENDED

---

**IF [Q1=1 AND WORK7<>13] OR IF WORK1=1, ASK WORK10****WORK10**

What did you mainly do in your job?

CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

OPEN-ENDED

---

**ASK ALL****DISABLE**

Do you have any long term illness, health problem or disability which limits your daily activities or the work you can do?

1. Yes
  2. No
  - Don't know
- 

**IF HAS HEALTH PROBLEM DISABILITY (DISABLE = YES)****ILLNESSTYPE**

Can you tell me what your long-term illness, health problem or disability is?

DO NOT READ OUT. MULTICODE

1. Problems with movement (for example, arthritis, back pain, muscle disease)  
Sensory problems (for example, blindness, deafness)
2. Cardio-respiratory problems (for example, heart disease, asthma, bronchitis)  
Psychological or behavioural problems (for example, mental illness, dementia, behavioural disorder, being dependent on drugs or alcohol)
3. Problems with your wellbeing (for example, diabetes, skin disease, bowel or stomach disease)
4. Disorders relating to movement and the brain (for example, Parkinson's disease, epilepsy, multiple sclerosis)
5. Fatigue or stamina problems (for example, cancer, kidney disorders including dialysis, old age)
6. Learning disabilities (for example, Down's syndrome)
7. Communication difficulties (for example, speech or language)
8. Other health problems or disabilities...

Refused

---

---

**ASK ALL****ETHNIC**

To which of these ethnic groups do you consider you belong?

READ OUT

A) White

1. British
2. Irish
3. Any other White background (Please Specify)

B) Mixed

1. White and Black Caribbean
2. White and Black African
3. White and Asian
4. Any other Mixed background (Please Specify)

C) Asian or British Asian

1. Indian
2. Pakistani
3. Bangladeshi
4. Any other Asian background (Please Specify)

D) Black or Black British

1. Caribbean
2. African
3. Any other Black background (Please Specify)

E) Chinese or other ethnic group

1. Chinese
2. Any other (Please Specify)

Refused

---

---

**ASK ALL****LANG**

Is English your first language?

1. Yes
2. No
- Don't know
- Refused

---

**ASK ALL****MARITAL**

Are you ...

READ OUT

1. Married, civil partnership or living with partner
2. Single (or engaged but not living with a partner as a couple)
3. Widowed
4. Divorced
5. Separated
- Don't Know
- Refused

---

**ASK ALL****CHILD**

Can I just check, do you have any children of your own currently living with you in your household?

IF NECESSARY: Please only include children who live with you AND who you are responsible for

1. Yes
2. No
- Refused

---

**IF CHILD=1, ASK CHIAGE****CHIAGE**

And how old is your youngest child who is currently living with you?

Range 0-99

Refused

---

---

**ASK ALL****BEN**

Which of the following benefits, if any, do you receive, [either on your own or with your partner]?

READ OUT. MULTICODE

1. State Pension
  2. Winter Fuel Payment
  3. Pension Credit
  4. Carer's Allowance
  5. Attendance Allowance
  6. Disability Living Allowance
  7. Housing Benefit
  8. Tax credits
  10. Child Benefit
  11. Council Tax Benefit
  12. Other...
- None of these  
Refused  
Don't know

---

**ASK ALL****RELIG****NEW COGNITIVELY-TESTED QUESTION (STANDARDISED ONS)**

What is your religion, even if you are not currently practising? CODE ONE ONLY

1. Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
  2. Buddhist
  3. Hindu
  4. Jewish
  5. Muslim
  6. Sikh
  7. Any other religion (*please describe*)
  8. No religion
- Don't know  
Refused
-



**ASK ALL****SEXID****NEW COGNITIVELY-TESTED QUESTION (STANDARDISED ONS)**

I will now read out a list of terms people sometimes use to describe how they think of themselves.

READ LIST TO END WITHOUT PAUSING.

1. Heterosexual or Straight,
2. Gay or Lesbian,
3. Bisexual,
4. Other

As I read the list again please say 'yes' when you hear the option that best describes how you think of yourself.

PAUSE BRIEFLY AFTER EACH OPTION DURING SECOND READING.

---

**ASK ALL****LINK**

We can learn more about customers of Jobcentre Plus by linking administrative records held by the Department for Work and Pensions to your answers from these questions. This information and everything you have told us today will be treated in strict confidence and used for research and statistical purposes only.

Would you be willing for us to add administrative data held by the Department for Work and Pensions to the answers you have given us today?

IF NECESSARY: This will be for analysis purposes only and will NOT affect your dealings, either now or in the future, with any Government department.

1. Yes
  2. No
- 

**ASK ALL****RECON**

Would you be willing to be recontacted for further studies of this type? This would mean TNS-BMRB contacting you again within the next 6 months. Please be reassured that the purpose of this recontact is for research only and that your answers remain confidential.

1. Yes
  2. No
-

# Appendix D

## New topics and DS07 sub-drivers covered by the pilot questionnaire

New Topic	Questions
Channel use: channel preferences	EASE1 – EASE3 (channel preferences) GUEST1, GUEST4 (internet usage) GUEST7 – GUEST13 (potential internet usage)
Navigating past dissatisfaction with policy	OVERAL1
Professionalism	TR4 GENER19
Customer expectations	OVERAL2 OVERAL5 POST4, POST7 (regarding acknowledgments) OUTC14 (regarding complexity of transaction) OUTC15 (regarding number of times contact was required) OUTCM8, OUTC8a (regarding length of transaction)
Relative importance of difference aspects of service	OVERAL4
Providing a joined-up service	TEL5 – TEL10 (telephone transference or call-back) TR5 (referencing other services) OUTC12 (repeating change of personal details to other services)
Avoidable contact	OUTC15 – OUTC16
Additional demographics	MARITAL CHILD CHIAGE RELIG SEXID
Information about carers	Q1 WORKX1 – WORKX2 BEN
How skills needs are met	EMPLOY7 – EMPLOY10 Q4=6 (follows up process of discussing training opportunities)

DSO7 Subdriver	Questions
EASE OF ACCESS	EASE4
Ease of finding what is available to you  Ease of finding what is available at most appropriate time  Ease of access through suitable method  Process simple and easy to understand  Ease of understanding written communication  Not having to repeat information  Processes and information being linked to other Government services	Q4=2 (follows up process of asking about eligibility) Q5=7 (follows up process of getting help/advice about funding)  As above  EASE3 TEL1-TEL10 POST1-POST13 F2F1-6  OUTC13 – OUTC16  POST13  TEL10 (when transferred over the telephone) OUTC12 (when reporting a change of circumstances)  OUTC12
TREATMENT  Staff listening  Staff treating customers with respect  Staff being helpful and polite  Staff being knowledgeable about entitlement and process  Staff telling customers about other possible entitlements and support  Feeling comfortable with service  Trusting organisation	TR1 – TR4  TR1(e) TR1(f) TR2  TR1(c)  TR1(a) TR1(b)  TR1(d) TR4(d) GENER19(b)  GENER19(a) TR5 (experiences of being referred to support services) TR4(b) (perceptions on whether told about all available entitlements)  GENER3 (comfort with environment)  GENER19
RECEIVING A TIMELY RESPONSE  Told how long it will take  Claim forms/correspondence submitted being acknowledged  Being kept in touch as claim progresses  Speed entitlement received/conclusion reached	OUTC8a (for transactions that have not yet reached a conclusion) OUTCM8 (for transactions that have reached a conclusion)  RESP2 TEL7  POST3 – POST8  RESP3 Q5=8 (follows up process of getting a progress update)  OUTCM8 GENER11 (if complained or felt like complaining about delays)

<b>DSO7 Subdriver</b>	<b>Questions</b>
OUTCOME OF CONTACT	OUTCM1 OUTCM4 – OUTCM7 OUTCM9 – OUTCM11 OUTC17 – OUTC18
Confidence in payments being correct	GENER6
Receiving explanations for decisions or outcome of contact	GENER7
Right outcome reached	OUTCM2 (outcome of transaction) GENER16 (outcome of complaint)
Finding employment (job seekers only)	EMPLOY6 GENER19(c)
Informed of next steps if dissatisfied with outcome	OUTC18

# Appendix E

## Pilot fieldwork documents

## Advance letter



TNS-BMRB  
6 More London Place  
London SE1 2QY  
United Kingdom

Freephone: 0800 051 0884  
Website: [www.bmr.co.uk](http://www.bmr.co.uk)  
[www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)

Respondent Name  
Respondent Address  
Line 2  
Line 3  
Line 4

February 2010

Our ref: 45109132  
Your ref: (Resp. serial)

Dear **Respondent Name**

**CUSTOMER SURVEY JANUARY 2010: HELPING JOBCENTRE PLUS IMPROVE ITS SERVICE**

We are writing to you to ask for your help in a research study that has been commissioned by Jobcentre Plus. The aim of this research is to find out about people's experiences claiming benefit and if Jobcentre Plus is meeting their needs. Your name has been selected randomly and we are contacting you for research purposes only. We would like to include you to find out more about your experiences.

The research is being conducted on behalf of Jobcentre Plus by the British Market Research Bureau (BMRB) an independent research organisation. You will be contacted by BMRB between January and February 2010 to take part in a **telephone survey** which will take no longer than 15 minutes to complete.

**Please be assured that your involvement is completely voluntary and will not affect any benefit you receive, or any dealings you have with Jobcentre Plus or any government department or agency.** As Jobcentre Plus has contracted BMRB to conduct the research on their behalf, Jobcentre Plus is allowed to provide us with customer contact details (further information can be found at <http://www.dwp.gov.uk/privacy-policy>). Individual views you might express on the service provided by Jobcentre Plus are kept entirely confidential by BMRB, in line with the Market Research Society Code of Conduct. Any information you provide will be held in the strictest of confidence and will be handled securely throughout the study. The research findings will not identify you and no personal information will be shared with any third parties.

Do you have questions about the research?

You can call the freephone number: 0800 051 0884. The researchers at BMRB will be happy to answer any queries you may have and will pass on to me any that they cannot answer. You may also write to the BMRB research team directly at the above address.

Do you want to take part, but have difficulties using the telephone or need the help of an interpreter?

Please complete **Section A** of the form enclosed with this letter and return it to BMRB in the envelope provided (**no stamp required**).

Are you unable to take part in the survey, or prefer not to take part?

You can let BMRB know by completing **Section B** of the form and returning it in the envelope provided (**no stamp required**). Alternatively, you can telephone BMRB on the freephone number: 0800 051 0884. Please quote the reference number at the top of this letter when you call.

I do hope that you can help us with this research by taking part in the survey - your feedback is invaluable in helping us to improve the service we provide to you and all our customers. Thank you again for your time.

Strategy Research Team Leader, Jobcentre Plus – Performance Measurement and Analysis Division

## Alternative data collection and opt out form

**Your ref: (Resp. serial)**

**IF ANY OF THE FOLLOWING APPLY, PLEASE TICK ONE BOX AND RETURN FORM TO BMRB IN FREEPOST ENVELOPE PROVIDED (NO STAMP REQUIRED)**

Section A	
I have difficulties using the telephone and would like to be sent a paper questionnaire	<input type="checkbox"/>
Byddai'n well gennyf gael fy nghyfweld yn Gymraeg	<input type="checkbox"/>
مجھے انگریزی میں چند دشواریاں ہیں، براہ کرم مجھ سے اردو میں گفتگو کریں	<input type="checkbox"/>
મેઠું અંગ્રેજી સમઘટ્ટ ઢિચ મુઘવિલ ઠે, ઢિરપા વરવે મેઠું પંજાઘી ઢિચ ઈંટરફોનું વરે	<input type="checkbox"/>
ইংরেজি ভাষায় আমার অসুবিধা আছে, অনুগ্রহ করে আমার সাক্ষাৎকার বাংলায় নিন	<input type="checkbox"/>
મને અંગ્રેજી સમજવામાં મુશ્કેલી છે, મારે ઇન્ટરવ્યુ ગુજરાતીમાં લેવા ઢિનંતી	<input type="checkbox"/>
Waxaa igu adag Ingiriisiga, fadlan igu warayso af Soomaali	<input type="checkbox"/>
Mam trudności z językiem angielskim, proszę o rozmowę w języku polskim	<input type="checkbox"/>
إنني أجد صعوبة في التعامل باللغة الإنجليزية، الرجاء إجراء المقابلة معي باللغة العربية	<input type="checkbox"/>
<b>PLEASE CONFIRM YOUR TELEPHONE NUMBER HERE.....</b>	

Section B	
I do not wish to take part in the survey, please do not contact me	<input type="checkbox"/>
I am unable to take part in the survey, because (PLEASE GIVE REASON)	<input type="checkbox"/>
.....	





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Jobcentre Plus has traditionally conducted a biennial customer satisfaction survey and follow-up qualitative study in order to monitor levels of customer satisfaction and identify potential areas for improvement. It was necessary to update the survey questionnaire to ensure it captures the key indicators of Departmental Strategic Objective Seven (DSO7), and to increase the frequency of reporting to enable faster implementation of operational changes in response to findings.

This report presents findings from a feasibility study which explores potential design options for a new measure of Jobcentre Plus customer satisfaction.

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