



Driving
Standards
Agency

Customer satisfaction: 2011/12 business target outcomes

This summary provides the outcomes of the customer satisfaction business targets and key areas of interest for 2011/12.

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Glossary

ADI	Approved driving instructor	An ADI is someone who has passed all three ADI qualifying tests and is currently registered with the DSA ¹ .
ATB	Approved training body	ATBs are motorcycle training organisations that are authorised by the Secretary of State to provide approved motorcycle training courses, for example compulsory basic training and direct access scheme courses ² .
Driver CPC	Driver Certificate of Professional Competence	The DCPC initial qualification course contains four parts: Part one: theory test (multiple-choice and hazard perception); Part 2: Driver CPC case studies; Part 3: practical test of driving ability; and Part 4: Driver CPC vehicle safety practical demonstration. To drive professionally drivers must have a Driver Qualification Card showing their DCPC status. To get their card new drivers will have to pass all four parts ³ .
LGV	Large goods vehicle	LGVs are vehicles over 3500kg, and designed and constructed for the carriage of goods ⁴ .
PCV	Passenger carrying vehicles	Any bus or coach designed and constructed for the carriage of more than eight passengers in addition to the driver ⁴ .
ORDIT	Official Register of Driving Instructor Trainers	This is a single register administered by DSA and the driver training industry of qualified and inspected driving instructor trainers ⁵ .

¹ Source of definition: Business Link:

<http://www.businesslink.gov.uk/bdotg/action/detail?itemId=1096993015&r.i=1096993055&r.l1=1081597476&r.l2=1082103262&r.l3=1084755704&r.l4=1082104381&r.l5=1096992587&r.s=sc&r.t=RESOURCES&ty pe=RESOURCES>

² Source of definition: ATB Training Manual: <http://assets.dft.gov.uk/dsa-bl/dsa-atb-manual.pdf>

³ Source of definition: Business Link:

<http://www.businesslink.gov.uk/bdotg/action/layer?r.i=1082123572&r.l1=1081597476&r.l2=1082103262&r.l3=1084756387&r.l4=1082122531&r.t=RESOURCES&topicId=1082122754>

⁴ Source of definition: DVLA: Vehicle Categories on driving licences from 19 January 2013

⁵ Source of definition: Directgov archive:

http://webarchive.nationalarchives.gov.uk/+www.direct.gov.uk/en/Motoring/Drivingforaliving/DG_182842

Methodology

The 2011/12 customer insight programme consisted of test candidate and business user group surveys. The timetable for surveying the groups was as follows:

July to September 2011:	Car Candidates.
October to December 2011:	Car Candidates; Motorcycle Candidates; ADIs; LGV/PCV Candidates; PDIs; and ORDIT trainers.
January to March 2012:	Car Candidates; Motorcycle Candidates; ADIs; LGV/PCV Candidates; ATBs and LGV/PCV Trainers.

Survey samples were obtained from the test booking database and the trainer registers. The framework used was:

Cohort	Sample size	Respondents	Controls used
Car candidate	40,794	4,496 (11%)	Controls were only used on two of the cohorts, and these were gender and age on the car candidate and ADI groups
Motorcycle candidate	12,278	1,774 (14%)	
LGV/PCV candidate	3,419	275 (8%)	
ADI	27,075	2,574 (10%)	
ORDIT trainer	422	92 (22%)	
ATB	291	87 (30%)	
LGV trainer	279	58 (21%)	
PDI	9,366	1,108 (12%)	

Taking part in the survey programme was voluntary. All business customers contacted had given their consent to be approached for research purposes, and test candidates were directed to DSA's privacy statement located on the Department for Transport website⁶. This statement describes how DSA uses data for the purposes of research to improve customer service.

⁶ See: (<http://www.dft.gov.uk/publications/dsa-privacy-statement/>).

How DSA's customer satisfaction achievements are measured

DSA's customer satisfaction business target was to maintain or improve satisfaction of 90 percent or more with test candidates, and 75 percent or more with business customers⁷.

The target was based on achievement against core measures, which included:

- contacts by phone: helpfulness, ease of understanding, courtesy and quality when booking tests or making enquiries
- perceptions of examiners: being put at ease, and being treated in a polite, patient and friendly way
- perceptions of examiners: having the test content, directions on test, and test feedback explained clearly.

⁷ According to the UK Customer Satisfaction Index, the latest average satisfaction level (as of January 2012) for national public service organisations is 72.4%. The figure is derived from the scores of several organisations, which for the Public Services Sector include the DVLA, The Identity and Passport Service, NHS, the Post Office and Royal Mail.

Achievement against the customer satisfaction targets

Achievement against the business plan measures were: 83 percent from test candidates, and 77 percent from business customers. The scores against each core business measure are as follows (with comparisons to previous years⁸):

Test candidate outcomes	2011/12	2010/11	2009/10
Satisfaction with booking theory tests by phone:	90%	80%	92%
Satisfaction with booking practical test by phone	91%	74%	97%
Satisfaction with making enquiries by phone	79%	71%	90%
Satisfactory perceptions of examiners	80%	77%	89%

Business customer outcomes	2011/12	2010/11	2009/10
Satisfaction with booking theory tests by phone:	92%	80%	92%
Satisfaction with booking practical test by phone	89%	74%	97%
Satisfaction with making enquiries by phone	80%	71%	90%
Satisfactory perceptions of examiners	77%	77%	89%

⁸ Until 2009/10, Ipsos MORI carried out DSA's customer insight programme. They undertook interviews by telephone which had the potential to offer higher results in comparison to the online surveys used since. The lower scores obtained in 2010/11 may also be attributed to seasonal factors, for example the surveys were issued after a prolonged period of cancellations due to poor weather. The introduction of independent driving in October 2010 prompted increased test booking activity immediately before, resulting in a slowing down of the online service.

Key areas and topics of interest

In addition to providing evidence to monitor achievement against yearly business targets, the customer insight programme provided an opportunity to gain feedback regarding other areas of interest.

- **Booking tests online**

Monitoring satisfaction levels with online booking was not a business target. It was and remains a key area of interest, because the government seeks to encourage more digital service provision. Online booking is the most popular method by volume. For every car candidate booking a test by phone, approximately 11 are booking online.

Test candidate outcomes	2011/12	2010/11	2009/10
Satisfaction with booking theory tests online:	94%	89%	98%
Satisfaction with booking practical tests online:	93%	88%	95%

Business customer outcomes

Satisfaction with booking theory tests online:	87%	77%	89%
Satisfaction with booking practical test online:	88%	78%	94%

- **Waiting times and travelling to test**

DSA aims to provide practical tests within six weeks of booking. Car candidates indicate a preference for taking their test within four weeks of booking it, and motorcycle and LGV/PCV candidates would prefer their test within two weeks. In the quarter four survey, 57% of car candidates and 79% of motorcycle candidates were satisfied with the actual length of time they waited for their practical test.

Car candidates:

Most (51%) travelled 5 miles or less to take their practical test, but around 34% would travel up to 10 miles. 79% were satisfied with their test centre location.

Motorcycle candidates:

32% travelled between 11 and 20 miles for a practical test. 70% thought the distance they travelled was too far.

- **Finding a driving instructor**

Around 60% of car candidates found their instructor through family and friends and 33% use local advertising or directories. Most motorcycle (38%) and LGV/PCV (37%) trainees find trainers through internet searches. Usage of the Directgov 'Find your nearest' facility

remains low, with an average of 8% of car candidate respondents and 4% of motorcycle respondents using it in comparison to other modes.

Approximately 60% of ADIs have signed up to the “Find your nearest” facility. Most who haven’t state that they have no need to because they source trainees by word of mouth. ADIs identified that little business is being generated, and they cite difficulties in accessing Directgov to register or update their profiles as being major disincentives to use it.

- **Awareness of the DSA National Driving/Riding Standards and the DSA National Driver/Rider Training Standards⁹**

Roughly half (54%) of ADIs surveyed in quarter four had little awareness of the published driving standards. Over half (58%) were not aware of the driver training standards. ATBs have a better awareness of motorcycle riding standards than their ADI counterparts (with only 31% not aware), and approximately a half of those responding (48%) have a lack of knowledge about the riding training standards.

Some of the ADIs and ATBs responding with knowledge of the published standards indicate they are adopting a client centered approach with an emphasis on coaching, and many are taking supporting qualifications.

- **ADI Check tests¹⁰**

ADIs were asked to rate the check test process in terms of the helpfulness of feedback, examiner friendliness and being put at ease. The overall satisfaction of the process was 78%.

ADI’s feedback during the year suggested the process is an inaccurate and unrealistic snapshot of ability. Checks should involve a balanced view combining observations, pass

⁹ DSA’s National Driving and Riding Standards set out the skills, knowledge and understanding that DSA believes are required to be a safe and responsible driver or rider. The Safe and Responsible Driving Syllabus sets out an approach to delivering effective learning for drivers. The compulsory basic training (CBT) syllabus and guidance notes set out what should happen on CBT courses for riders of mopeds and motorcycles.

The National Driver/Rider Training Standard sets out the skills, knowledge and understanding required to deliver a programme of driver/rider training for all types of cars, light vans and machines covered by licence categories A/P and B. It covers delivery of training for licence acquisition and post-test driving/riding programmes e.g. advanced driving. For further details see: <http://www.dft.gov.uk/dsa/core-driving-standards>.

¹⁰ By law, ADIs have to take a test of their 'continued ability and fitness to give instruction' during each four-year period of their approved registration. Check tests are carried out by DSA and they are designed to make sure that ADIs are keeping up the proper standards of instruction. The tests last for about one hour, with a 15 minute debrief afterwards. At the end of the tests, ADIs are graded. For further guidance see: <http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1082105847>

rates and CPD undertaken. Many comment they do not perform at their best because of nerves and anxiety. Others comment that some instructors collude with their learners to rehearse in advance to give the best possible performance on the day.

Although feedback was critical, many were appreciative of why checks take place and others acknowledged that they could think of no suitable alternative.

- **Use of social media and communications with DSA**

DSA uses YouTube to post videos regarding changes to the driving test. DSA has also been running a Facebook page of interest to car and motorcycle candidates.

Surveys have included questions for candidate groups around social media use to help assess the validity of DSA's promotion of eCommunications. The surveys confirm that Facebook remains the most popular social media used often or sometimes. Comments indicate that Facebook is used by candidates because it is liked by family and friends.

Despatch online is the most read communication with ADIs and ORDIT trainers (although there were requests for paper copies to be made available). For ATBs, the electronic newsletter is the most popular communication.

Approximately 14% of ADIs and 15% of ORDIT trainers use DSA's Facebook pages. ORDIT trainers make the best all round use of communication modes, for example they may be more inclined to talk to test centre staff and use Business Link.

- **Motorcycle candidate awareness of the enhanced rider scheme, and extent of ATB involvement in partnership working**

The enhanced rider scheme is a joint DSA and Motorcycle Industry Association scheme for licensed motorcyclists. A third of all motorcycle candidate respondents were unaware of it.

Respondents indicated, from a set of eight choices, what the main reasons were for taking part in further training. The most popular answers were: to improve riding, to lower accident risk, and to improve road safety awareness. Undertaking training to reduce insurance premia, and training for fun were ranked the least popular choices.

A quarter of ATB respondents participate in partnership working. Some comment that funding is available for post-CBT training, although some enhanced rider scheme courses are funded through this route. Other respondents provide a mixed picture, with some attending events throughout the year, and others indicating that involvements are winding down due to funding cuts.

- **Awareness of the Driver Certificate of Professional Competence (CPC)**

EU Directive 2003/59/EC requires professional bus, coach and lorry drivers to hold a Driver CPC in addition to their vocational driving licence. LGV/PCV candidate respondents were asked to indicate the ways in which they received information about the Driver CPC. Most received details from their trainer or through DSA publications. 21% of respondents had received no information at all. Around 30% of candidates stated they had already completed periodic training as part of their Driver CPC commitment, even though they were recently qualified. Half of LGV trainers responding confirmed that they perceived trainees' awareness of the Driver CPC as either poor or as having no prior knowledge.

- **Views from PDIs regarding how informed they were before starting their training**

Just over a third (34%) of PDI respondents suggested that they were poorly informed about the career of an ADI before starting their training. Over half of respondents stated that a training provider was the main source of career information, with television advertising accounting for much of the interest.

Some of the issues identified in PDI feedback include: some advertising from large national training organisations is misleading; there are hidden or extra costs being levied at various parts of the training; and the training offered is often of low quality, representing poor value for money.

Forward view for 2012/13

DSA will continue to survey test candidates and business user groups regularly. A key focus will be the satisfaction of customers' online experiences. By volume, online transactions account for the majority of DSA's test booking activity.

During the year, DSA will continue to support the government's 'digital by default' strategy. Customer surveys will aim to assess how satisfied users are with their online transactions.