



Department
for Work &
Pensions

Tell Us Once Customer Service Survey Analysis

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Performance and Value for Money

PPM

In House Research Report No 18

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Presentation structure

- These slides will present the findings from the first TUO customer service survey
- There were two surveys covering those using the TUO service after either a bereavement or a birth
- There will be slides on the background and methodology of the surveys (Slides 3 - 6)
- There will then be Part One of the analysis covering the Bereavement survey (Slides 7-30) and Part Two covering the Birth survey (Slides 31-49)

TUO Customer Service Survey - Background

- TUO is an award-winning, cross government service aimed at supporting those experiencing major life events – bereavement and birth. It does this by ensuring that people only have to inform us once of the event
- To understand the impact that this service is having, the TUO team have, along with support from analytical colleagues in PVfM, designed and run two customer service surveys
- One survey covered Bereavement and one survey covered Birth
- The participants in the survey are self selecting. When the person uses the TUO service they were asked if they agreed to being contacted in future to take part in the survey
- The surveys ran from April -July 2013

TUO Customer Service Survey - Methodology

- The customer service surveys were planned to take place over a six week period
- Using the MI provided, the population contacting the service over the six weeks period planned would give us a population size of around 36,000
- We then used the Face to Face proportions as a guide for the sample sizes needed for birth and bereavement. These proportions were 10 per cent for Birth and 90 per cent for Bereavement (although it is worth bearing in mind that as birth is only a Face to Face service these proportions may differ if opened up to all channels)
- So, using the above as a guide we recommended having a sample size for birth of 350 and for bereavement of 380
- These sample sizes are to the 95 per cent confidence level with a +/- 5 per cent margin of error
- The above means that for the results presented we can be 95 per cent certain that the true percentage of the population lies between +/- 5 per cent of the answers given
- Some questions are only asked of a subset of the sample. As a result the sampling error around the results will be higher. These questions are hi-lighted in the report.

TUO Customer Service Survey - Methodology

- The MI provided showed the total number of people using the service each week together with those that consented to being contacted again to take part in the relevant survey.
- Between 29th March and 22nd June the number of birth and death submissions to the TUO Service was 79, 334
- Over this period 21, 560 customers were recorded as having agreed to participate in the survey
- Of those customers using the TUO Service, 27 per cent agreed to be contacted again to take part in the surveys

TUO Customer Service Survey - Methodology

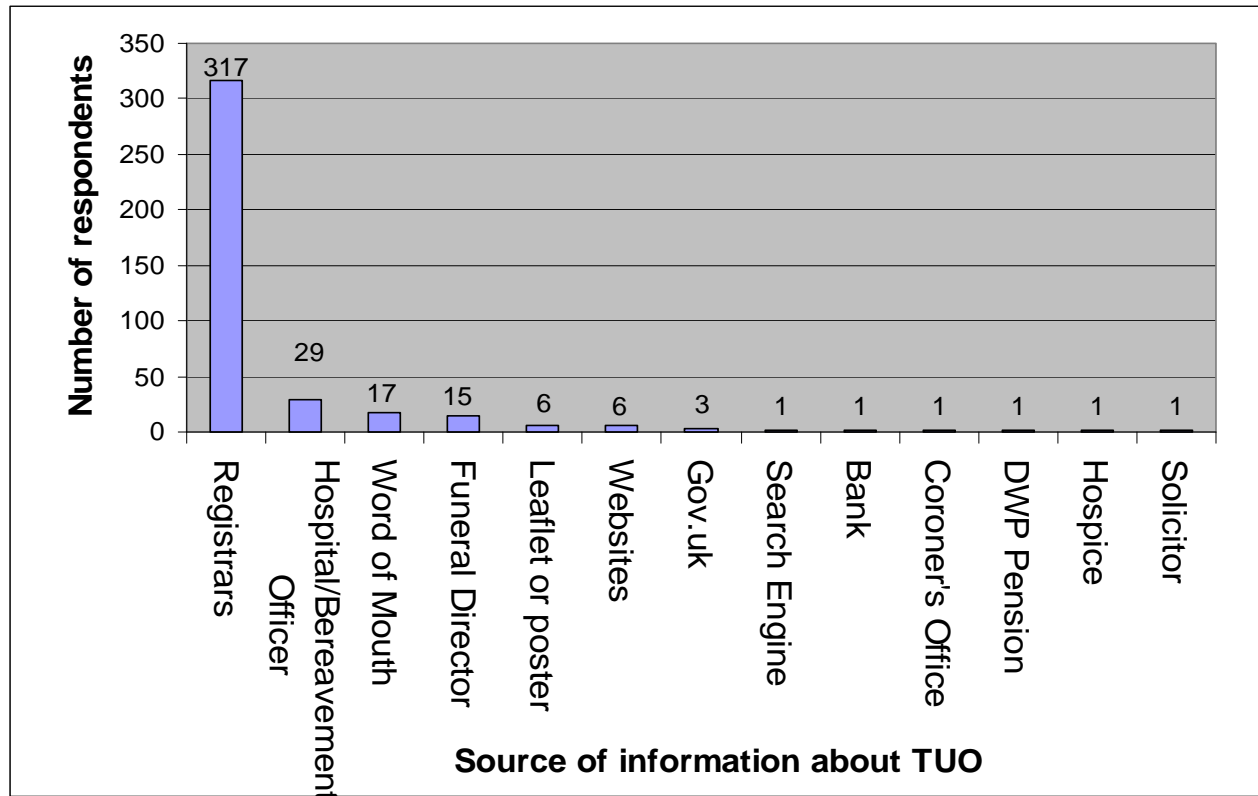
- Both surveys were run as telephone surveys carried out by staff in the International, Specialist & Future Pension Centre.
- The results below show details for the telephone calls made for both the Bereavement and Birth Surveys. These calls were made in order to reach the required sample size and allowed for incomplete survey returns
- For the Bereavement Survey 21 per cent of all calls made were successful and resulted in complete survey answers from the respondent. This was 24 per cent for the Birth Survey.
- When this survey response rate is viewed in conjunction with how many customers agreed to be contacted the overall per cent of those that could be surveyed is around 6 per cent. This means it is possible that potentially large biases may have been introduced in the results, as those surveyed may not represent a random sample of customers. Whilst we have no evidence whether or not this is the case, it should be taken into consideration
- The sensitive nature of the Bereavement survey may have accounted for the number of calls that had to be made to gain complete survey returns. Comparing the MI with that of the Birth Survey we see that although the response rates are comparable, there are more abandoned calls and no replies. This may be due to the more sensitive nature of the Bereavement calls plus the possibility that those completing the Birth Survey would more likely be at home during the day.

<i>Telephony MI</i>	<i>Birth Survey</i>	<i>Bereavement Survey</i>
Number of successful calls	406	430
No replies	1072	1334
Number of calls abandoned	133	234
Various other reasons for non-success	59	91
Number of calls made	1670	2089



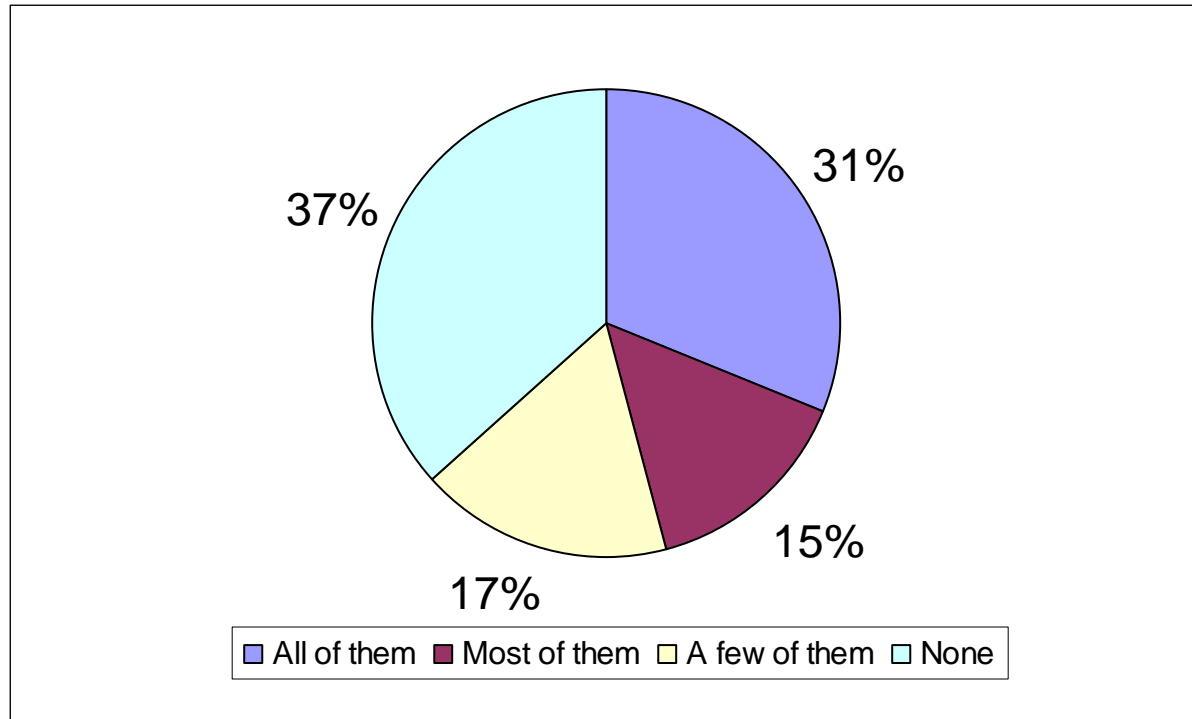
Part One: Bereavement Analysis

Q1.1 Where did you hear about the TUO Service?



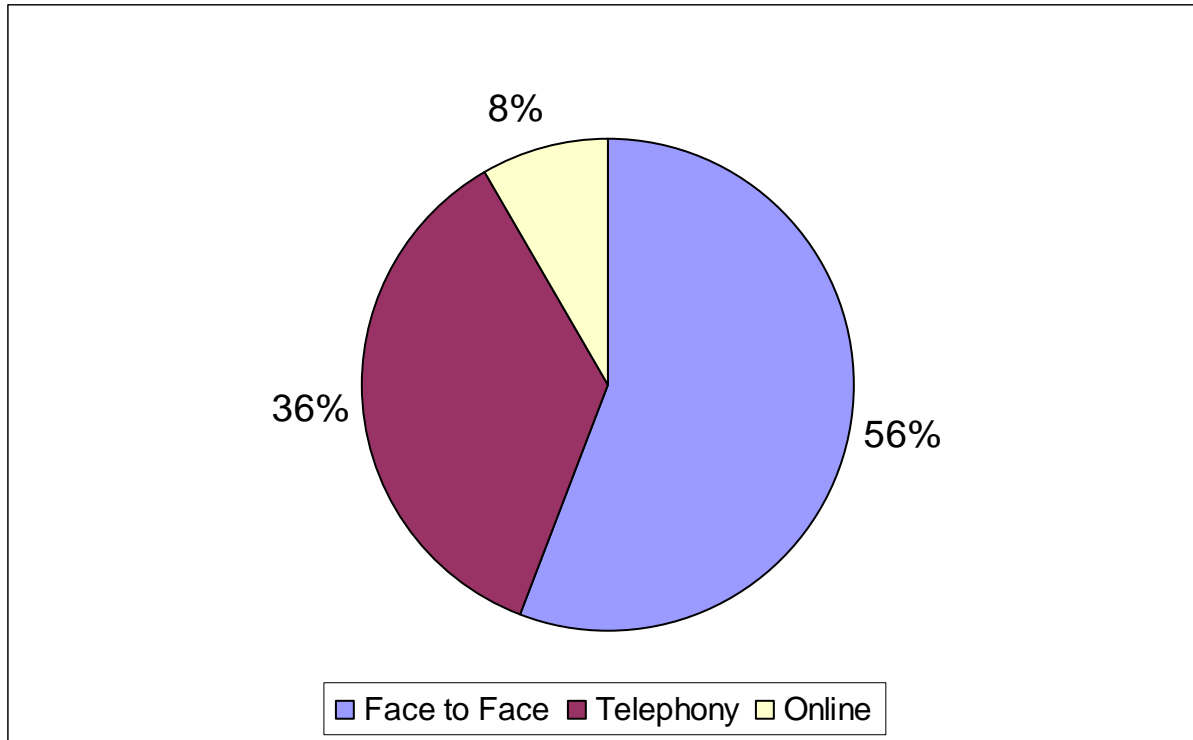
- Respondents were asked to select from a given list of possible sources for TUO. They were able to select more than one if appropriate
- They were also able to add in their own source of information and six respondents did this
- Two of the pre selected sources had a nil response (Council and Newspapers)
- Three respondents had no response (suggested or other)
- 17 respondents gave two answers (one in other)

Q1.2 If you had not used the TUO Service, would you have known how to contact the organisations?



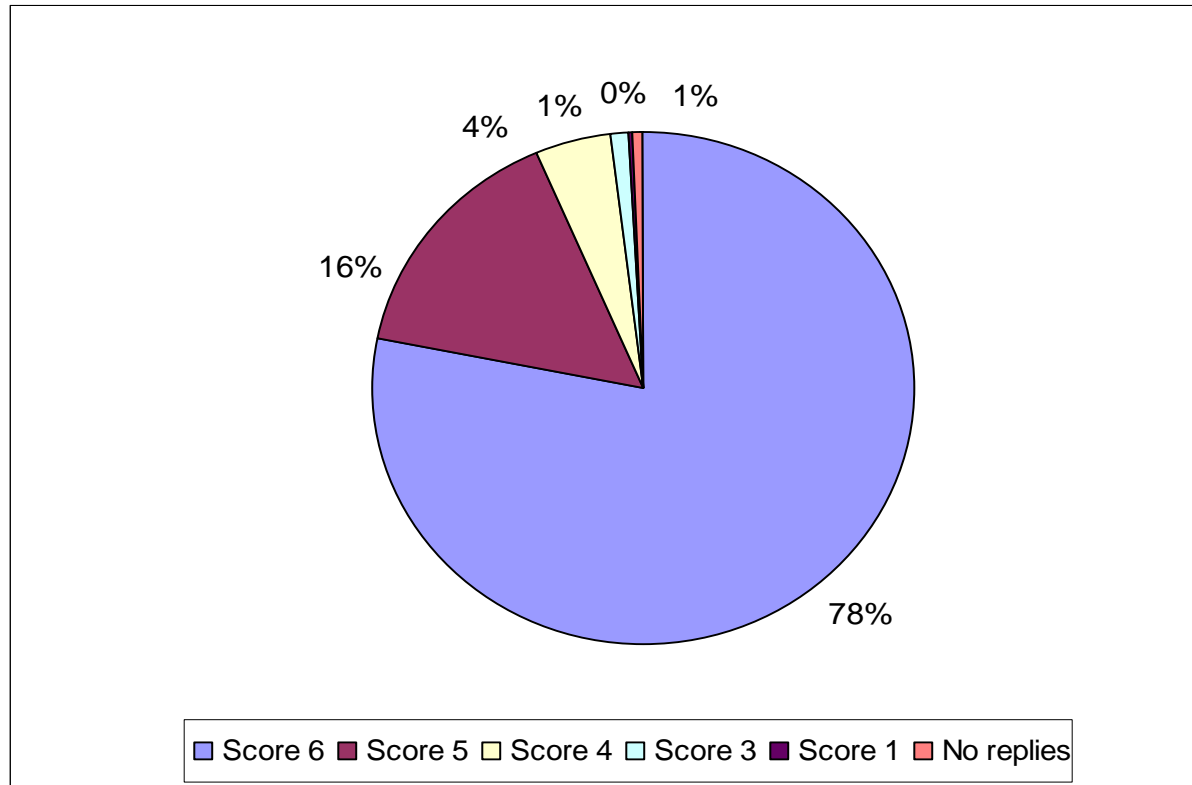
- 37 per cent of people would not have known how to contact any organisations without using the TUO Service
- It is not clear from this how easy it would have been for these people to contact the organisations if they had needed to

Q2.3 Channel of Access to TUO



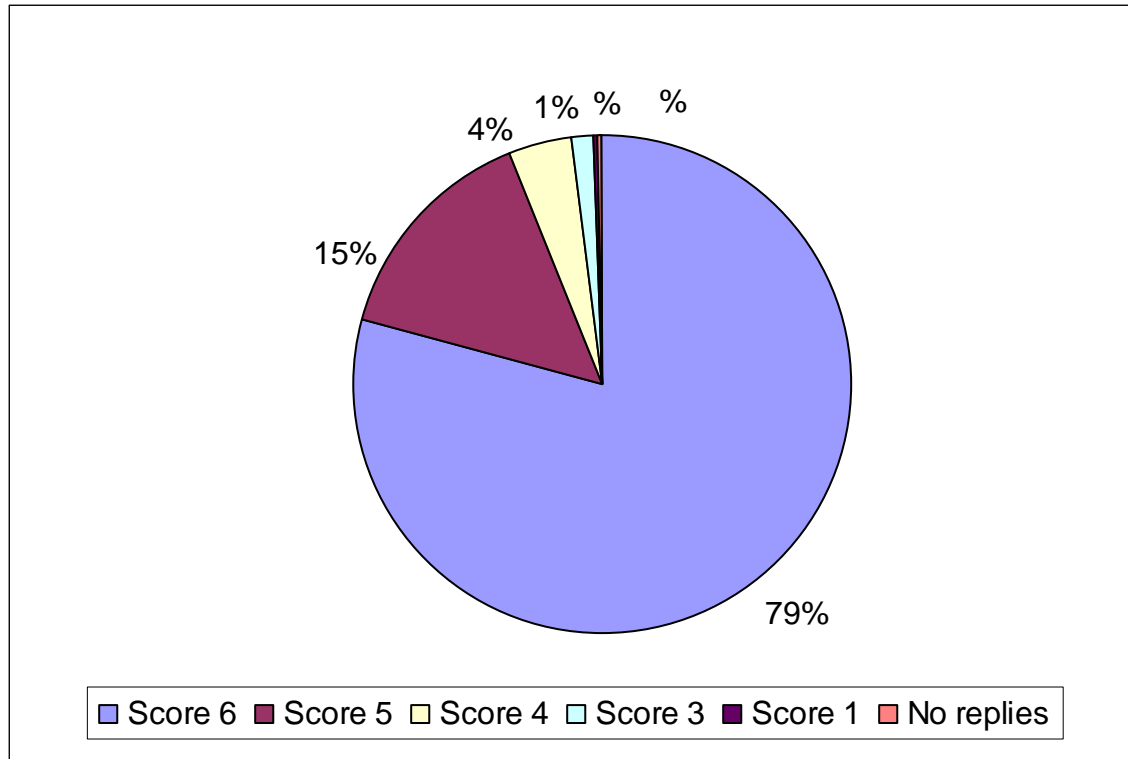
- The most popular means of contact with the TUO service is face to face with over half of those questioned (56 per cent) using this method

Q2.4 The time taken to record my details was acceptable



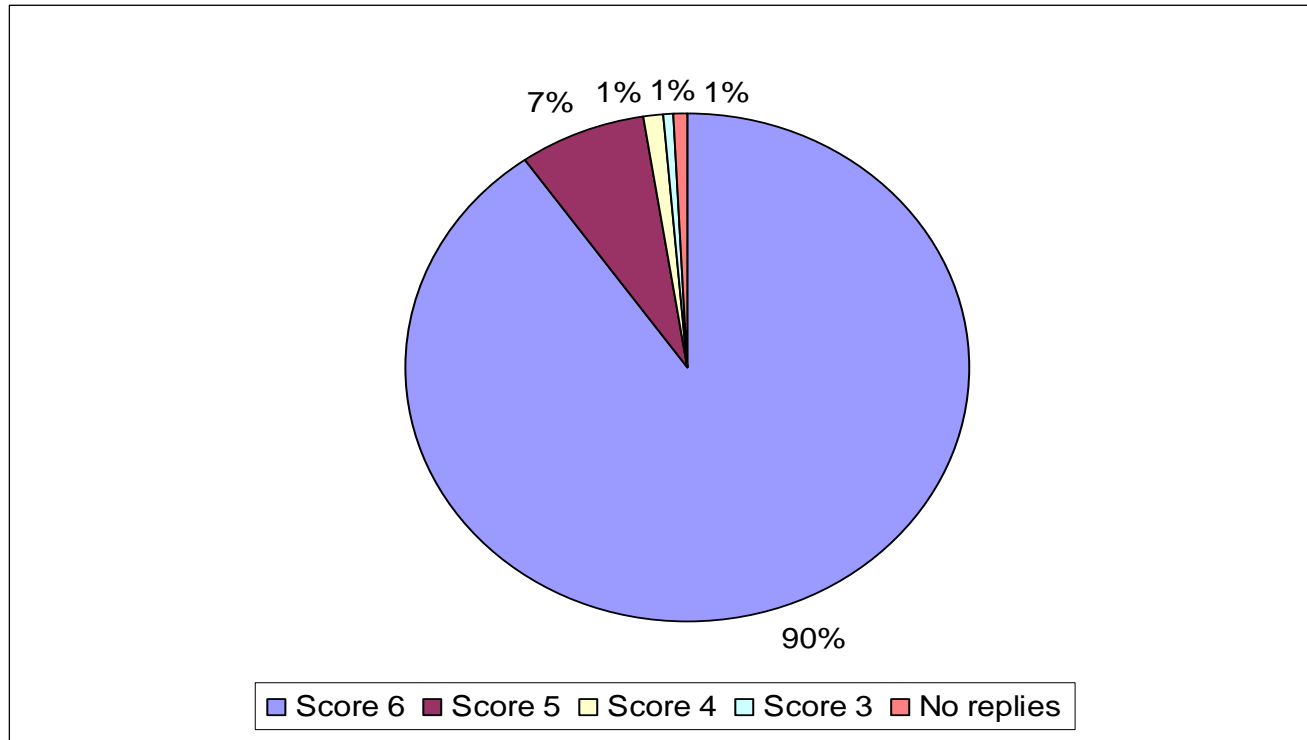
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 98 per cent scored positively for this question, with a score of either 4, 5 or 6
- Over three-quarters (78 per cent) answered that they strongly agreed to this question

Q2.5 I understood what the service would do for me



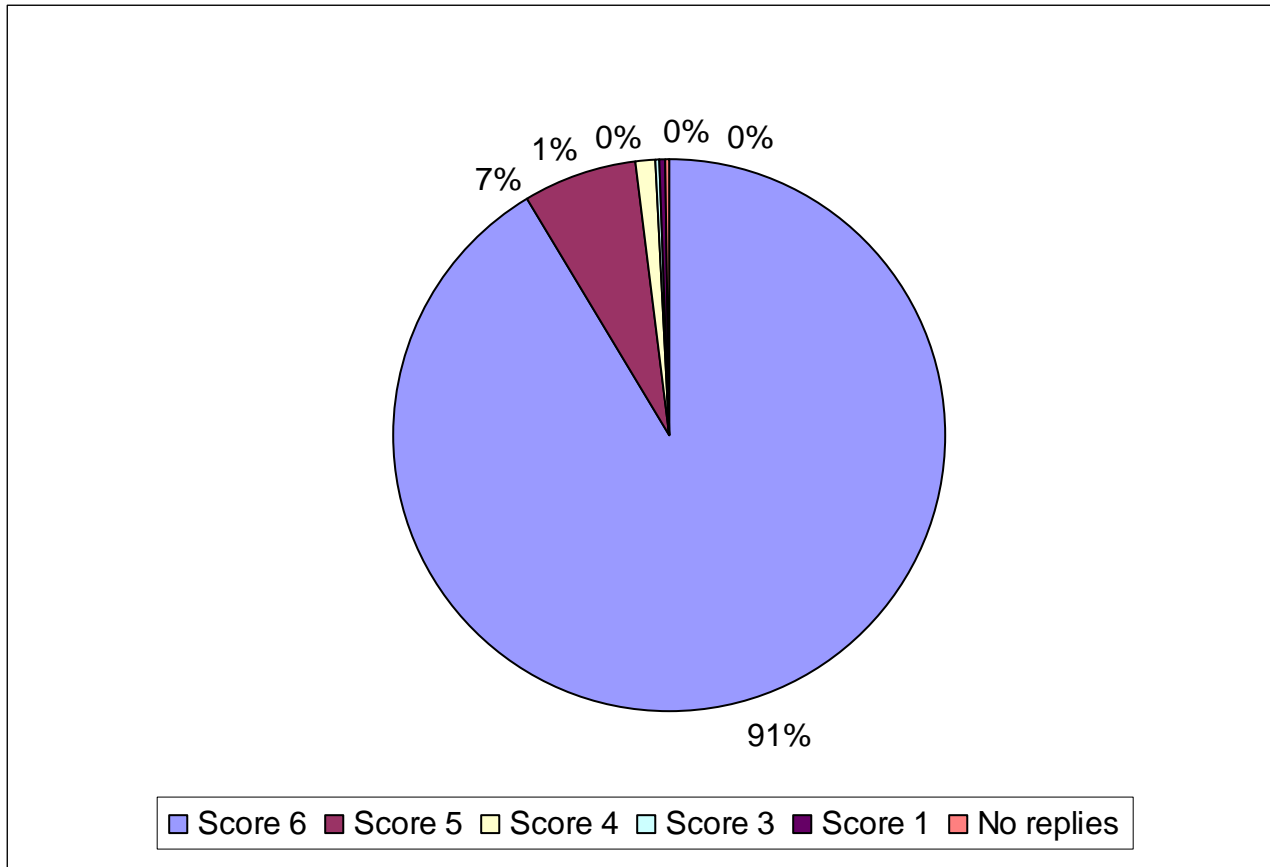
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 98 per cent scored positively for this question, with a score of either 4, 5 or 6
- Over three-quarters (79 per cent) answered that they strongly agreed to this question

Q2.6 The staff were helpful



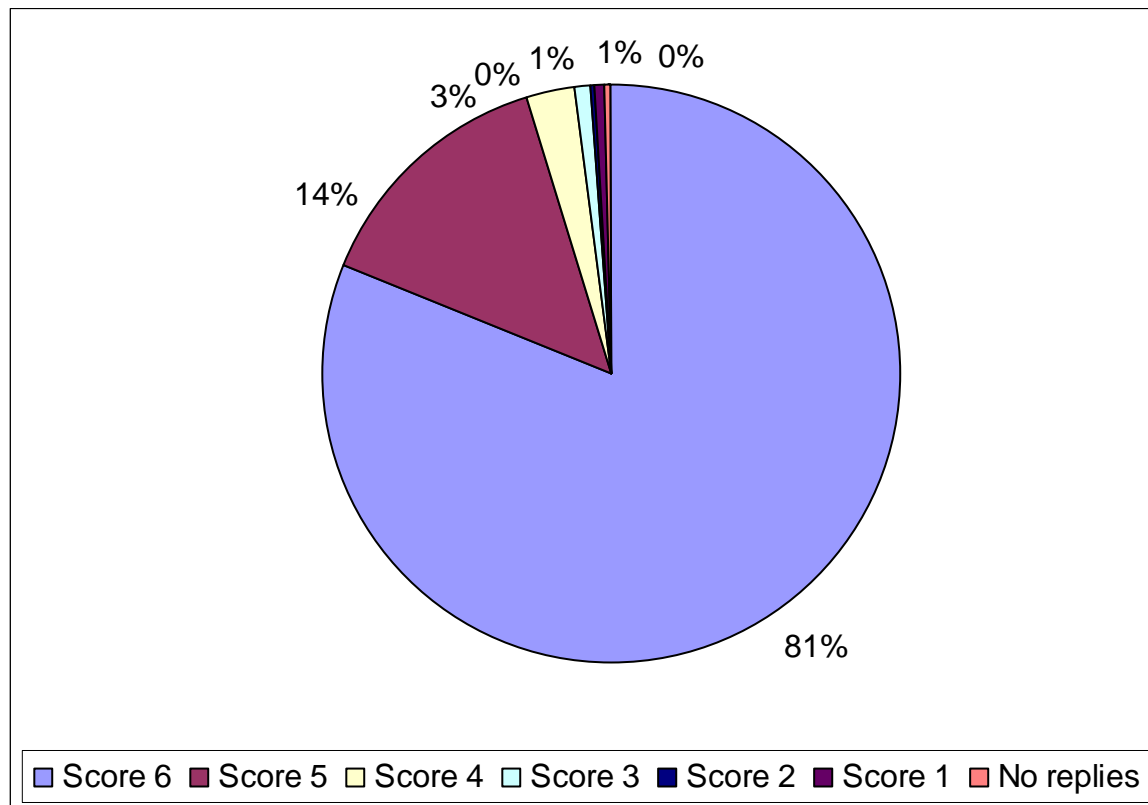
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- Questions 2.6 and 2.7 were only asked of those who had either used the face to face or telephone service and not the online service
- 99 per cent of replies were positive scoring either a 4,5 or 6 with 90 per cent strongly agreeing to this statement
- There were two comments – “Difficult to understand dialect” and “Very, very helpful”

Q2.7 The staff showed good understanding of my situation



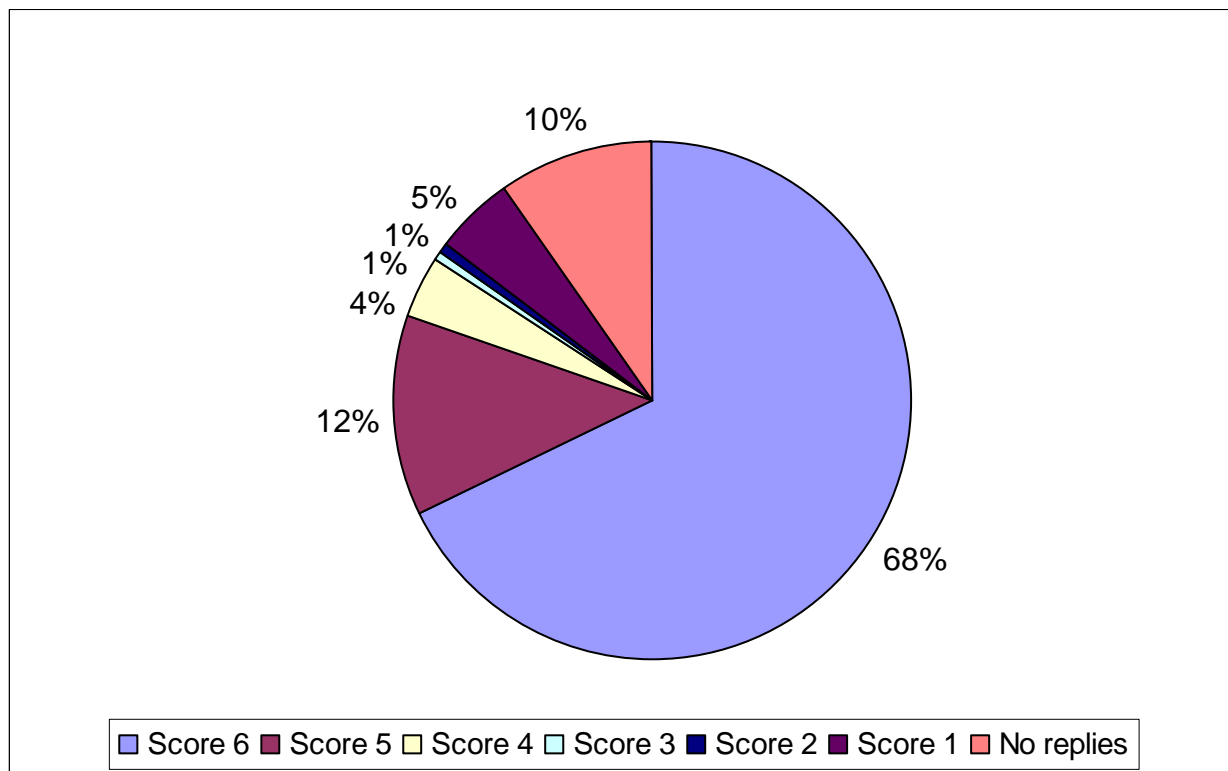
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- Questions 2.6 and 2.7 were only asked of those who had either used the face to face or telephone service and not the online service
- 99 per cent scored positively for this question scoring either a 4, 5 or 6

Q2.8 I have confidence in the way that the Tell Us Once service handled my personal details



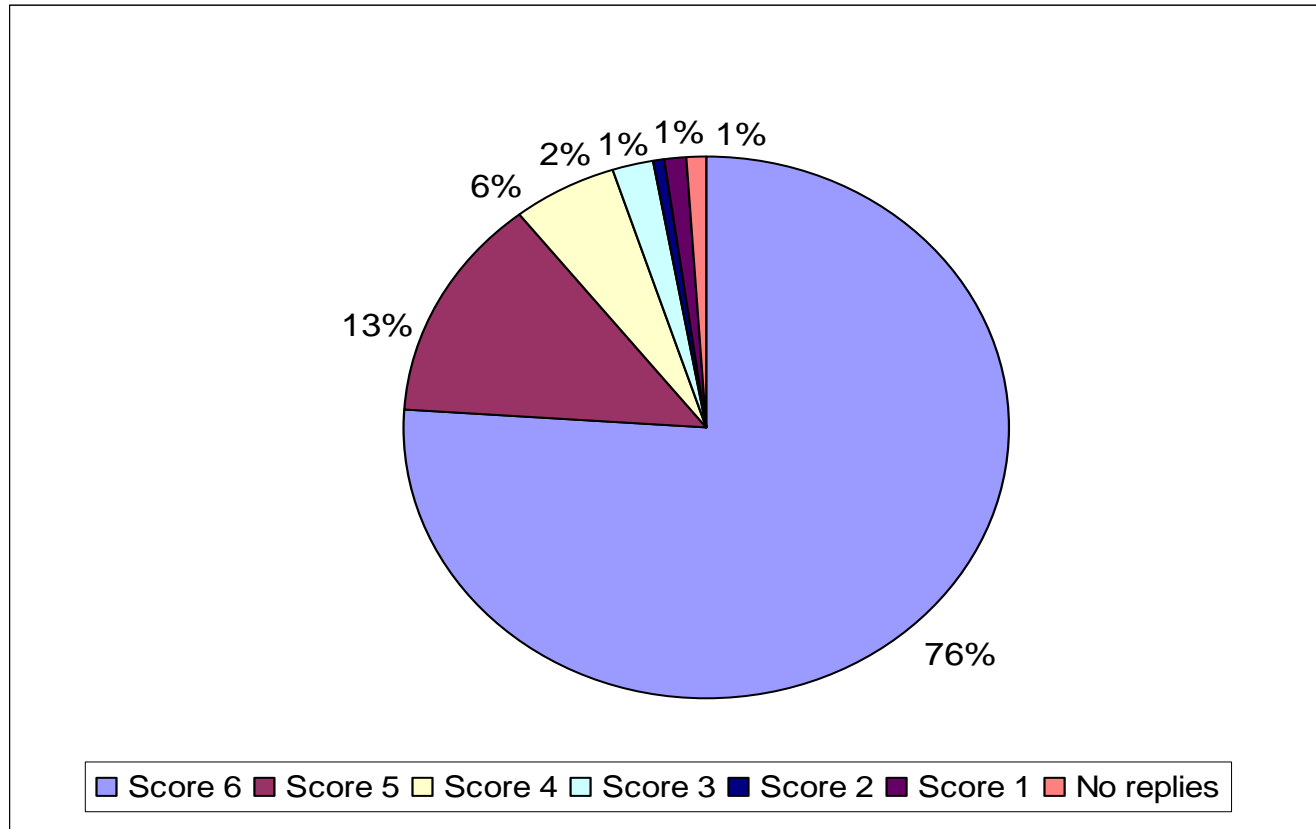
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 98 per cent of replies were positive scoring either a 4,5 or 6 with 81 per cent strongly agreed to this statement

Q2.9 The letter I received was easy to understand



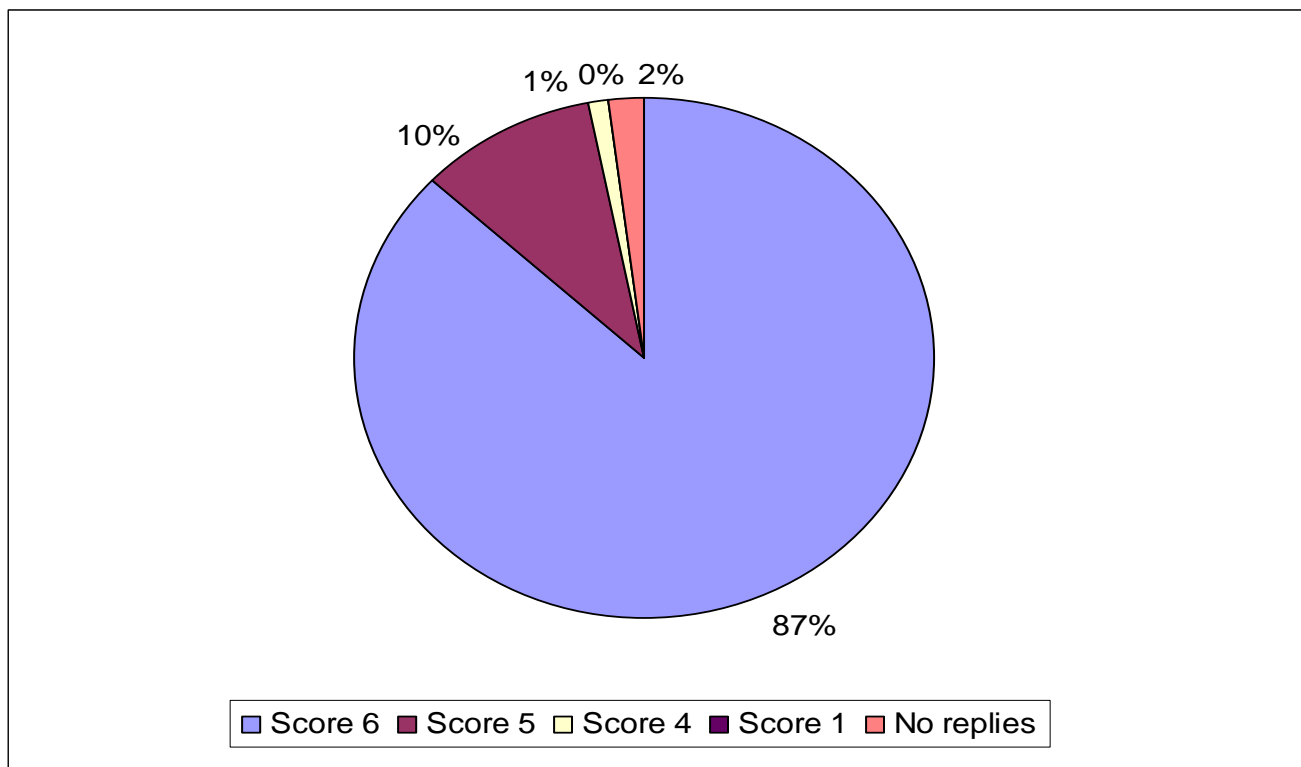
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 84 per cent scored positively to this question scoring either a 4, 5 or 6 with 68 per cent strongly agreeing
- 10 per cent gave no reply to this question. 33 of these 37 respondents gave further comments, with the majority 23 respondents stating that they hadn't received a letter, and 5 stating that they couldn't remember

Q2.10 I am confident that the service have acted on the information provided



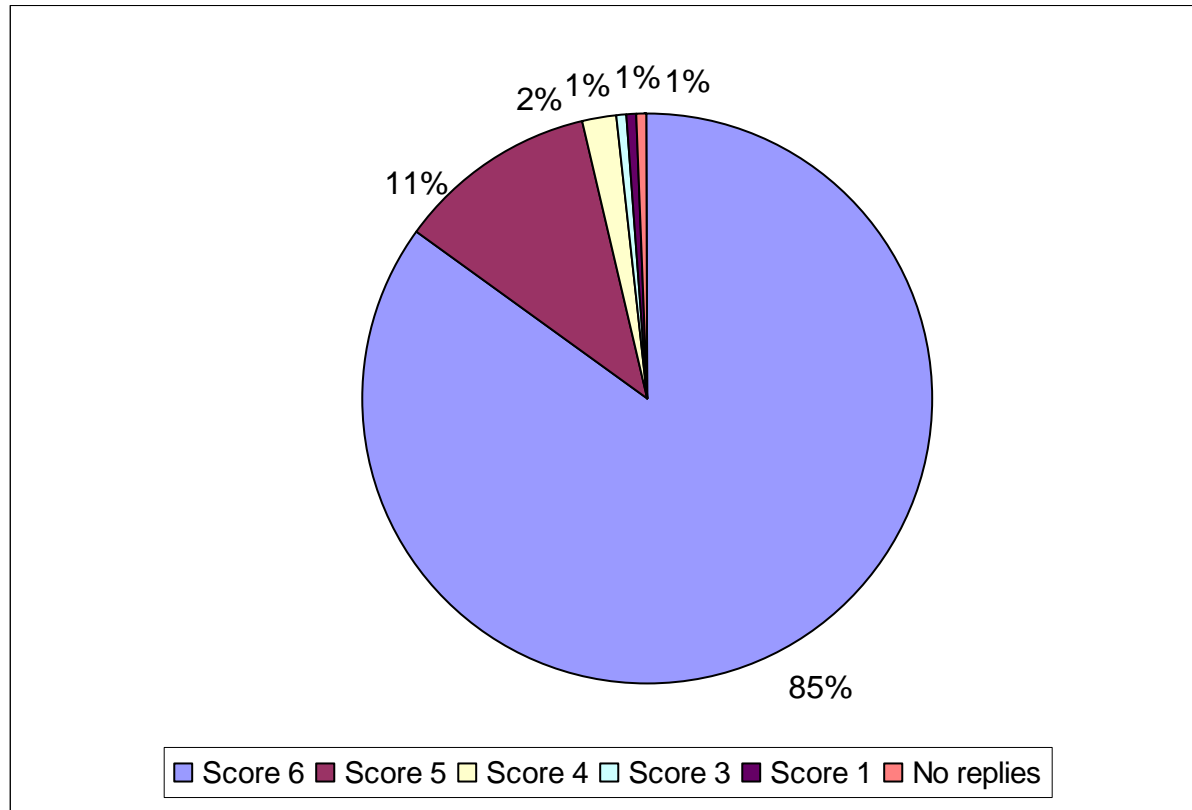
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 95 per cent scored positively for this question scoring a 4,5 or 6 with over three-quarters (76 per cent) strongly agreeing
- There were two comments for this question which focused on the slowness of service. One stating that they felt that the services were slightly slower in dealing with things than if you had contacted them your selves.

Q2.11 I would be willing to recommend the service to others suffering a bereavement



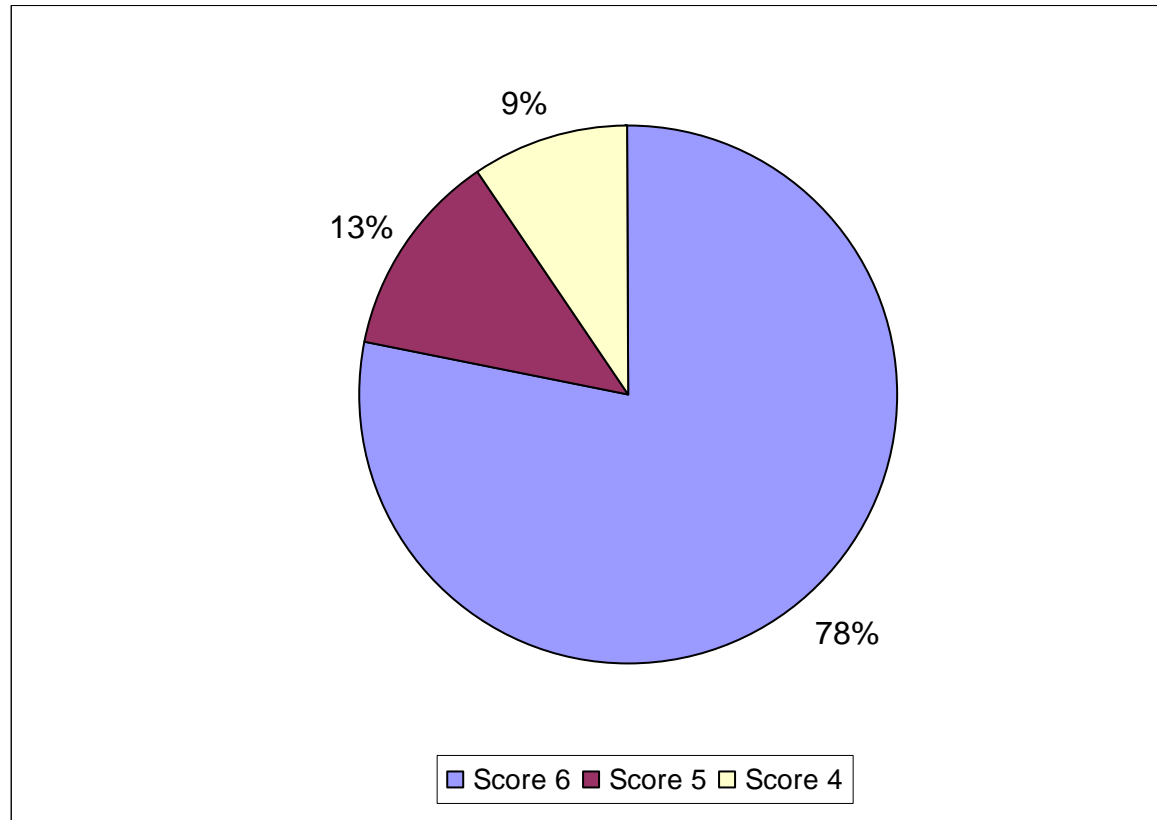
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 98 per cent responded positively to this question scoring a 4,5 or 6 with 87 per cent strongly agreeing
- There were six comments all stating that they had already recommended the service

Q2.12 My overall experience of the service was good



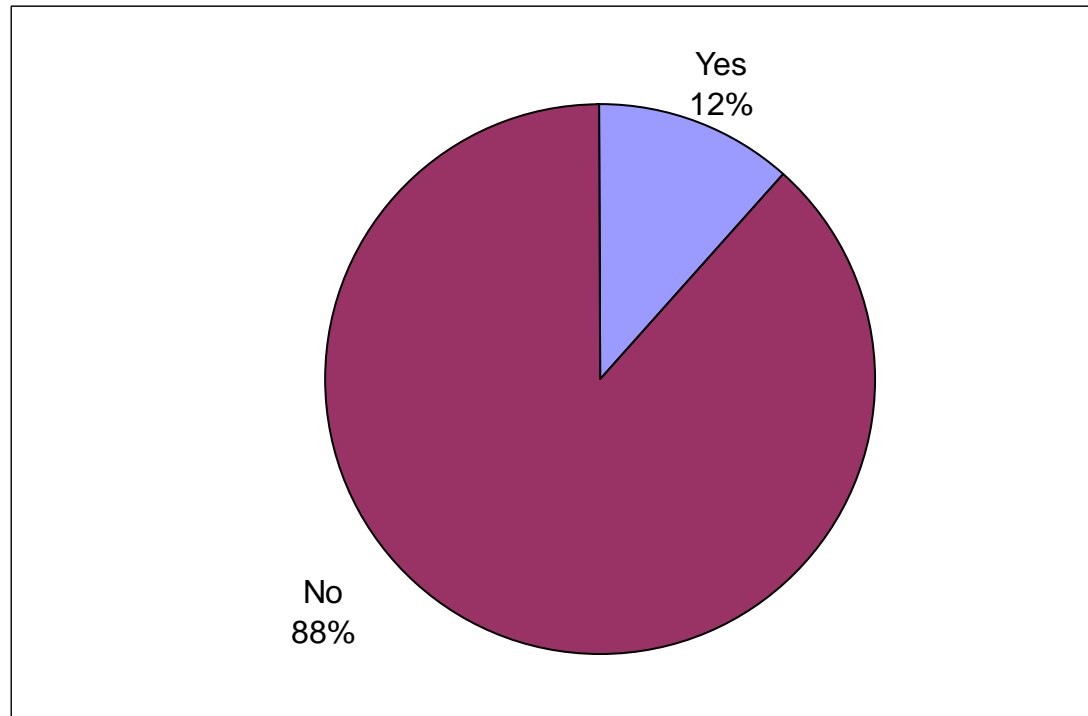
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 98 per cent of respondents scored positively to this question scoring either a 4,5 or 6 with 85 per cent strongly agreeing
- There were four comments. Three focused on the good service; “Excellent” “Very helpful and very kind” “Would rate the service a 7” and one comment on the slowness of their Local Authority

Q2.13 I found the service easy to use (online users only)



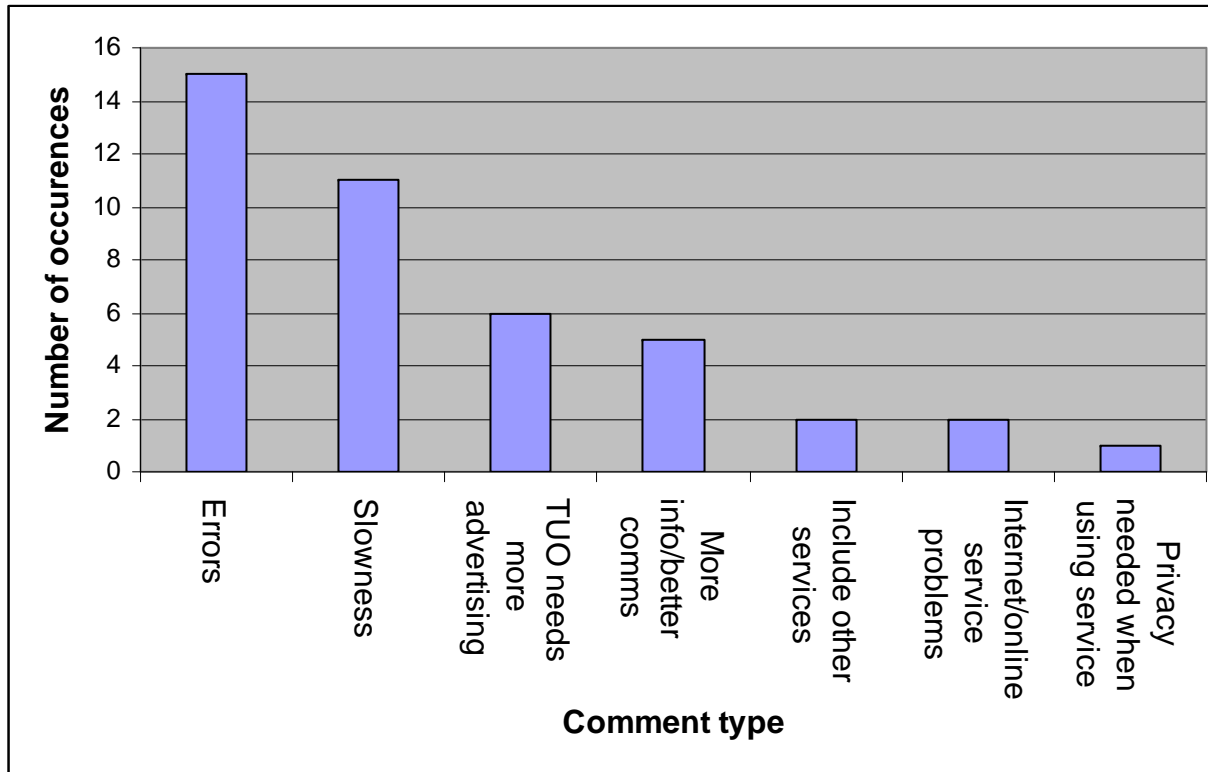
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- There were 32 respondents who had used the service online. Due to the low numbers surveyed here the information is not as robust and any inferences should be used as an indication only here
- All those surveyed here scored positively to this statement scoring a 4,5 or 6

Q2.14 Is there any part of the service that could have gone better?



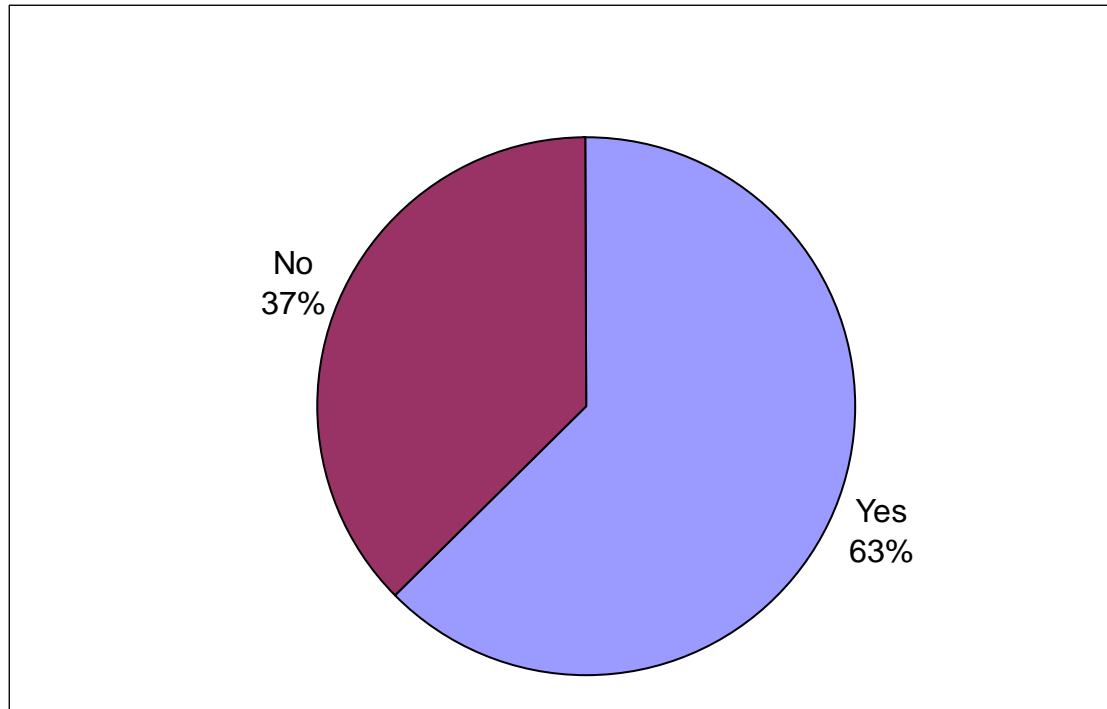
- 88 per cent of those surveyed did not think there was any part of the service that could have gone better
- Comments from the 12 per cent that did think the service could have gone better are presented on the following slide

Q2.14 continued Is there any part of the service that could have gone better?



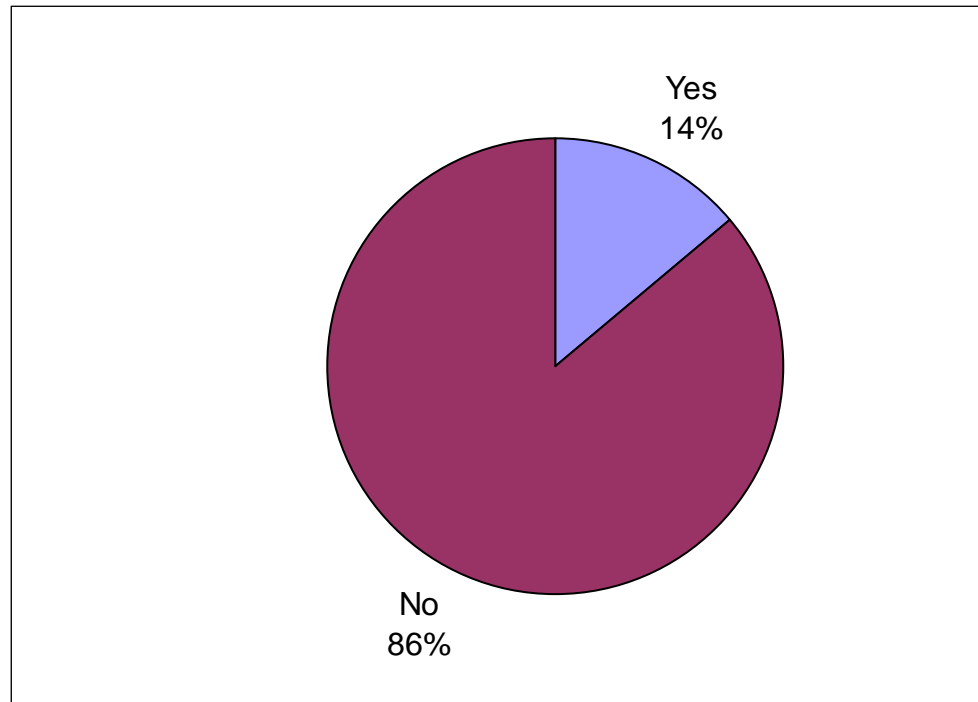
- Comments from Q 2.14 were grouped and are presented in the above chart
- The most common comments were around errors made and slowness of the service they had received

Q3.1 Would you trust Tell Us Once to share your information with additional Government Departments, organisations and services?



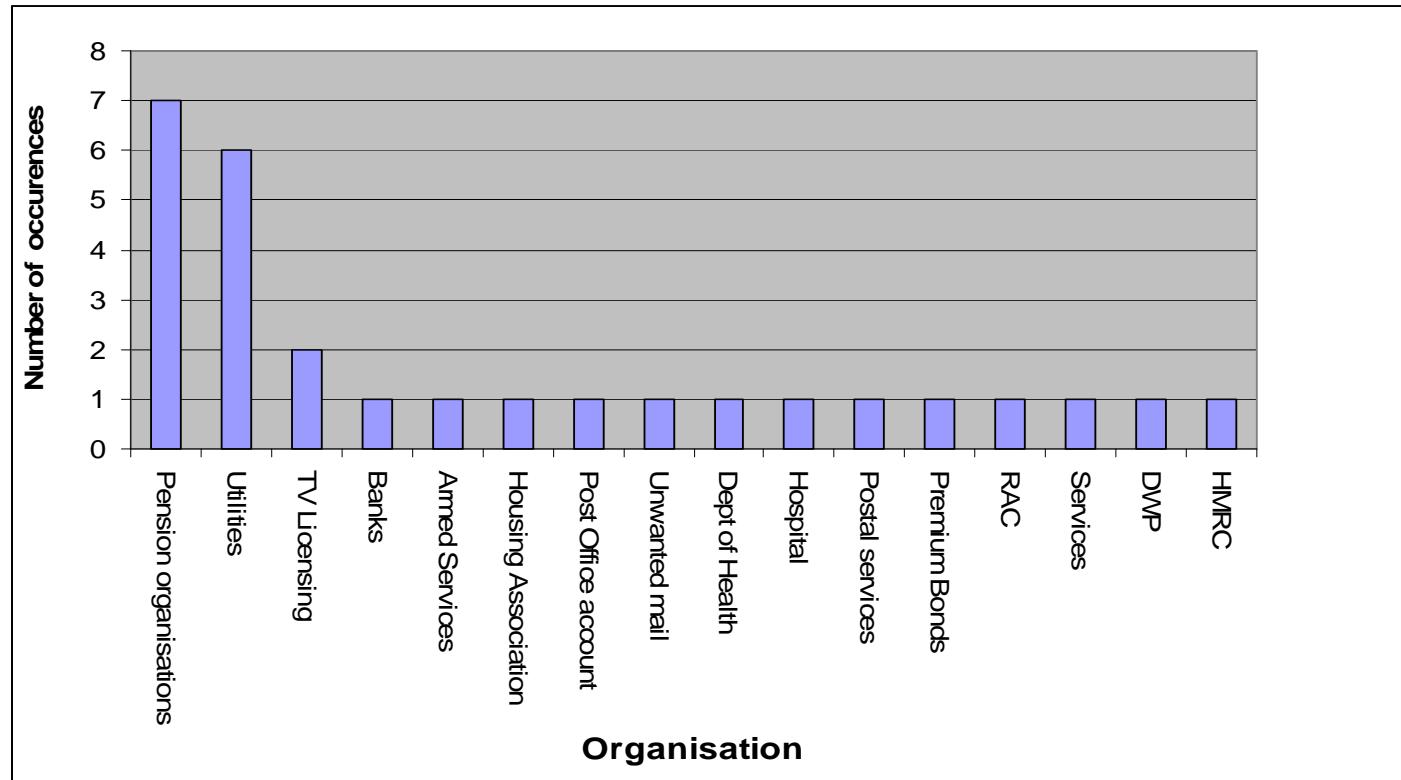
- 63 per cent of those surveyed would trust TUO to share their information
- Those that answered yes to this question were then answered further question around this subject. These questions are 3.2 – 3.5 which are presented in the following slides
- Those that said no to this question were fast tracked to question 3.6

Q3.2 Were there any additional government service, organisations or departments you would have liked Tell Us Once to contact on your behalf?



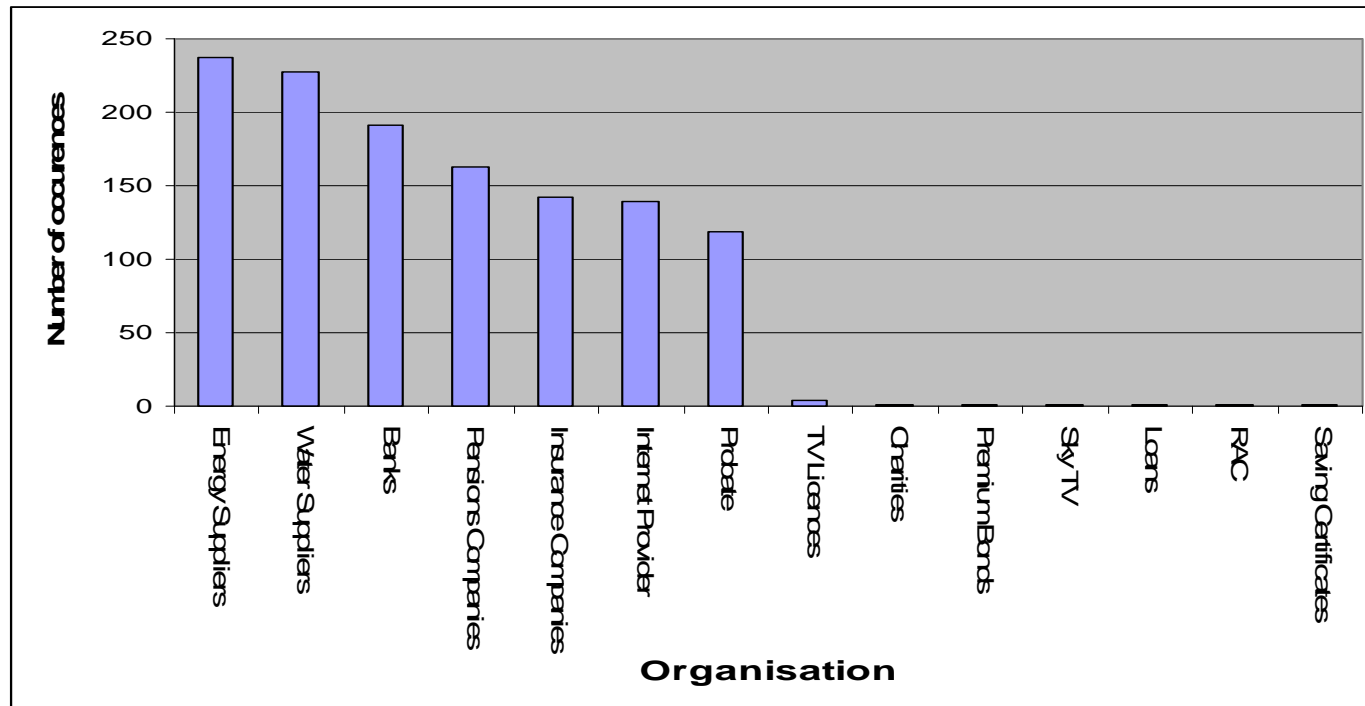
- Of those 63 per cent that answered yes to Q3.1 that they would trust Tuo to share their information with additional govt. services, organisations or departments, 14 per cent answered yes to whether there were any additional services they would have liked the Tuo service to contact. This represents 8 per cent of all those surveyed.
- These 14 per cent were then invited to list these organisations as part of Q3.3

Q3.3 Please can you list the other government organisations and services that you had to contact after using the Tell Us Once service



- Those respondents that had answered yes to both Q3.1 and 3.2 then were asked to list the additional government orgs and services. This was 32 respondents
- There were 28 responses to this with one respondent giving three answers
- The modal classes here are pension organisations and the utilities
- Please note there is no Q.3.4 due to routing problems with this question

Q3.5 Please select the companies you would have found useful if TUO was able to notify on your behalf



- Respondents were asked to select from a given list of possible organisation types. They were able to select more than one if appropriate
- They were also able to add in their own source of information and seven respondents did this
- 126 respondents had no response (suggested or other) as those answering No to Q3.1 were not asked this question.

Questions 3.6-3.7 Marketing material and the TUO service

- These questions were concerning marketing material
- Question 3.6 asked if the respondent had received marketing material for the deceased. Question 3.7 asked If the respondent would have liked if TUO used the information provided to reduce marketing material

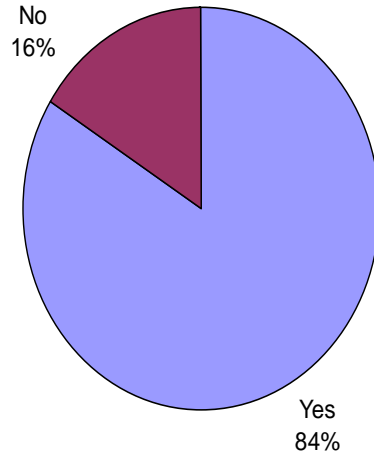
	Q3.7 Would you have liked if Tell Us Once used the information you provided to reduce the marketing material being sent?			
		Yes	No	Total
Q 3.6 Have you received marketing material for the person who died?	Yes	27%	3%	31%
	No	35%	34%	69%
	Total	63%	37%	100%

The table illustrates the following information;

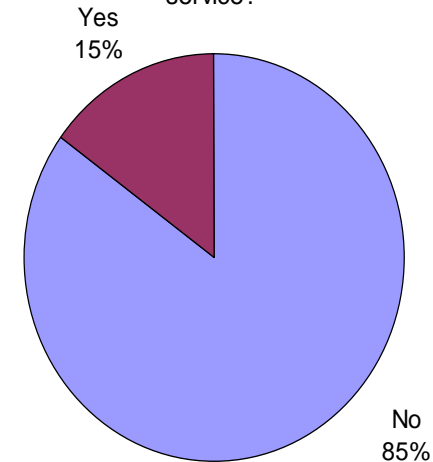
- 63 per cent want TUO to use information to stop marketing material and 69 per cent have not received marketing material as yet
- Further analysis also showed that;
- 90 per cent of those respondents that had received marketing material would have liked TUO to reduce this marketing material
- There is a roughly 50/50 split of those that had/ had not received marketing material and did/did not want TUO to use the information to reduce this material
- 92 per cent of respondents that had said no they did not want TUO to use information to reduce material had not received marketing material for the deceased

Questions 4.1-4.2 Organisations being notified as expected

Q 4.1 Did the organisations you selected to notified, contact you as a result of you using the Tell Us Once service?

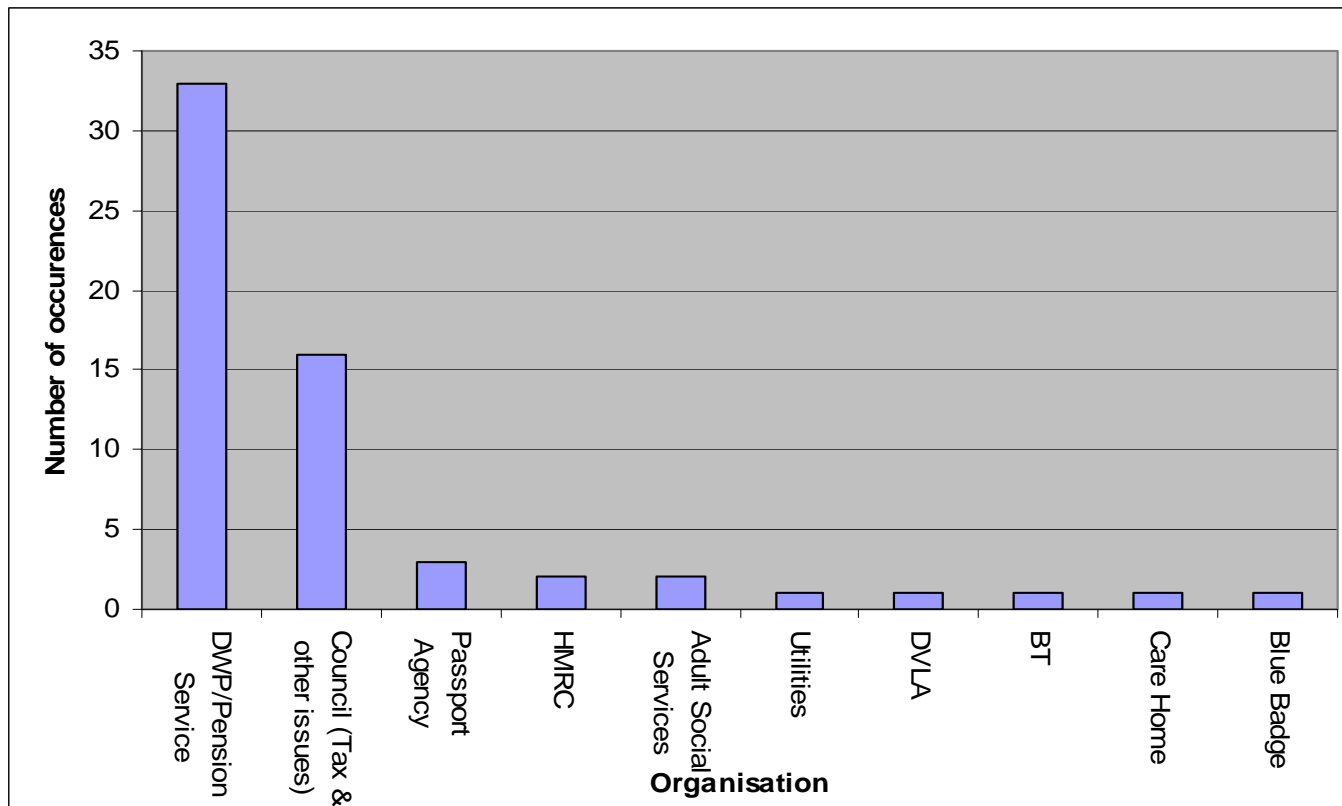


Q 4.2 Did you need to contact any of the organisations you expected to be notified after using the Tell Us Once service?



- 84 per cent of respondents were contacted by the organisations that they had wanted as a result of using the TUO service
- This is echoed in only 15 per cent of those surveyed needing to contact organisations they expected TUO to notify
- The organisations that needed to be notified are presented on the following slide

Question 4.2 continued – Organisations that still needed to be notified



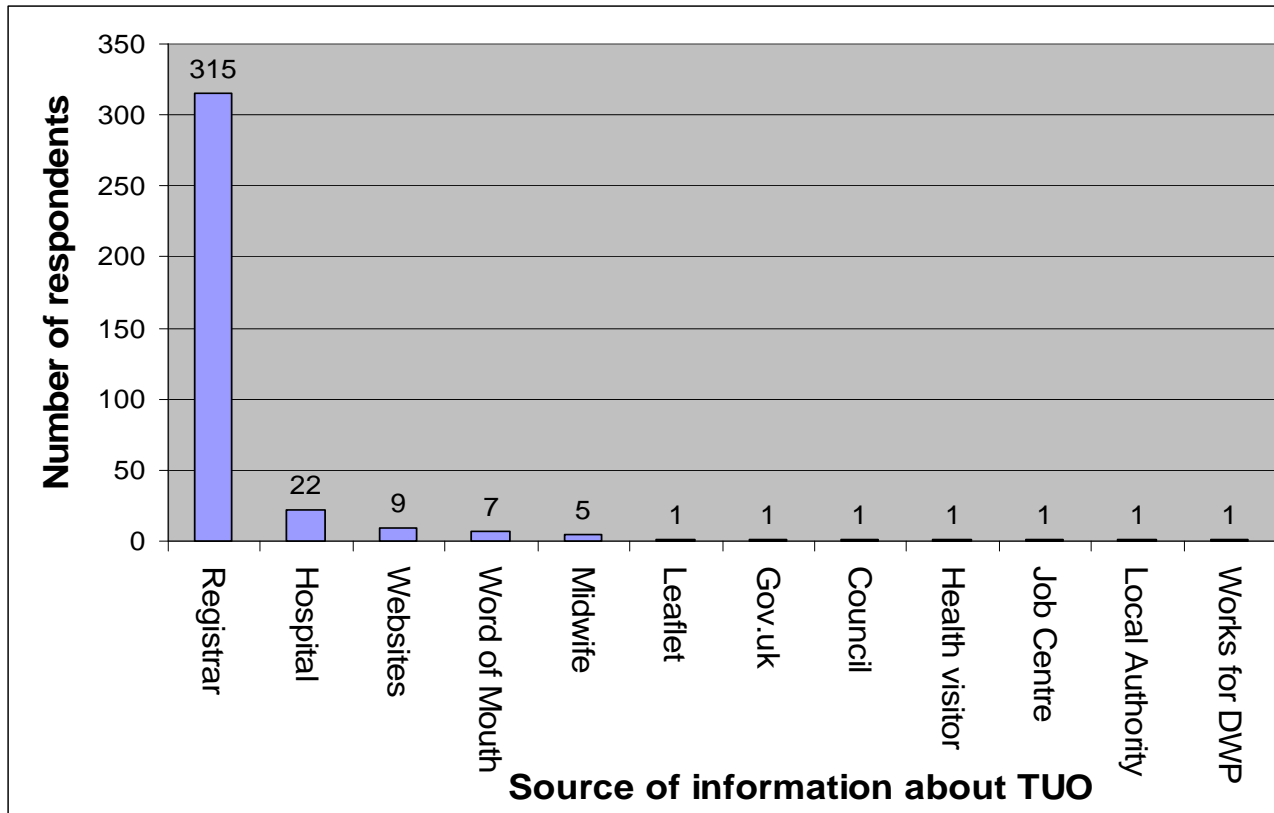
- The above chart shows the organisations that were mentioned by those that added comments to Question 4.2
- There were 61 organisations mentioned with DWP topping the list. There were also some organisations mentioned (e.g. Utilities, BT) that TUO wouldn't be contacting anyway

Conclusions – Bereavement Survey

- The response rate to the Bereavement survey was 21 per cent which although low is comparable with customer surveys (around 20 – 50 per cent response rates)
- For those surveyed the majority found out about TUO from their Registrar. Taking into account other comments made, increased advertising and places to get information will only increase the knowledge of the service
- Tell Us Once scores highly in a number of areas. The majority of customers had a good understanding of the service, felt the staff were helpful and had understanding of their situation. Over 80 per cent of customers strongly agreed to these questions. There was also majority strong agreement with being confident that TUO is handling personal details appropriately and that the service is acting upon the information provided
- 87 per cent of those surveyed strongly agreed that would be willing to recommend the service and 84 per cent strongly agreed that their overall experience was good
- When asked if they would trust TUO to share their information with additional Govt. Departments, organisations and services a lower percentage of 63 per cent said yes. This is still nearly two-thirds of those surveyed, but is an indication that although the vast majority are very positive about their experience with TUO, fewer of them would be willing for their information to be shared further. This may be reflective of a general trust issue that the public has with sharing personal information and not due to the trust in the TUO service
- 14 per cent of the 63 per cent that said yes to TUO further sharing their information gave a variety of different answers to which those organisations were with Pension Organisations coming top. More response was given to the question 3.5 which had pre selected responses. The top three here were Energy Suppliers, Water Suppliers and Banks
- 84 per cent of those surveyed had been contacted by the organisations they had expected as part of using TUO
- We will produce a short technical document to be published alongside both survey results

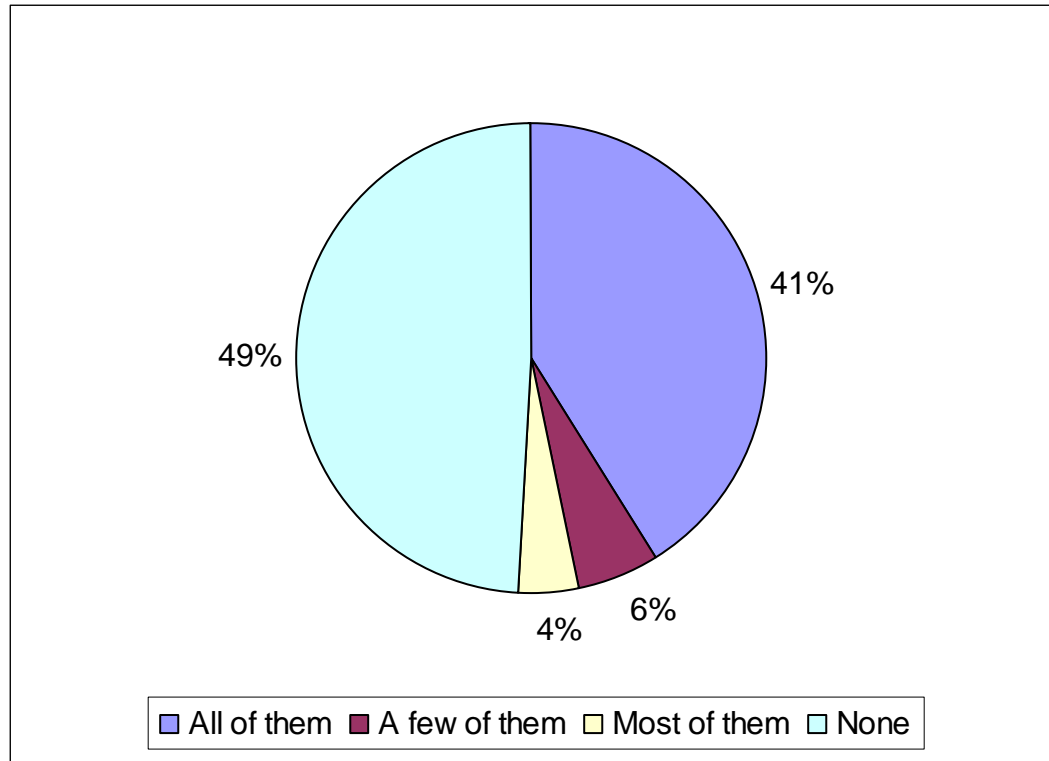
Part Two: Birth Survey Analysis

Q1.1 Where did you hear about the TUO Service?



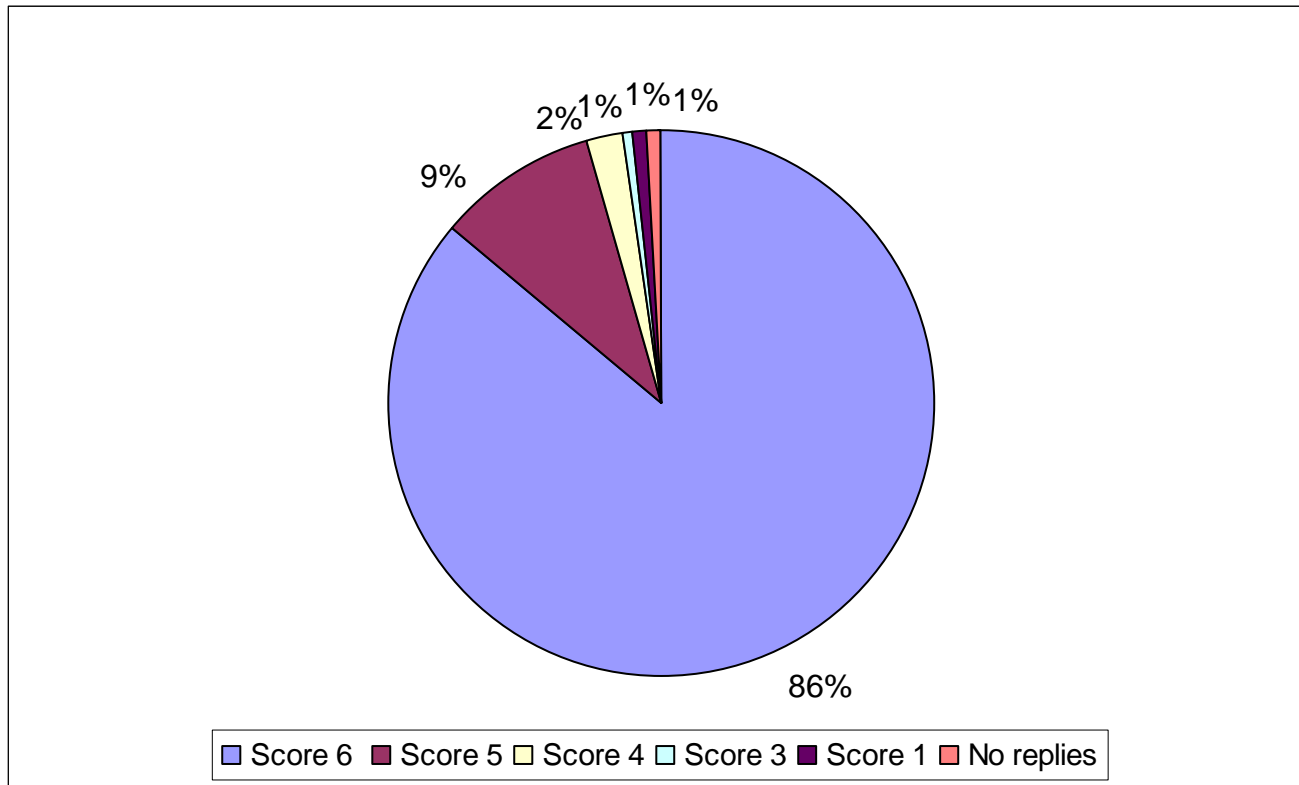
- Respondents were asked to select from a given list of possible sources for TUO. They were able to select more than one if appropriate
- They were also able to add in their own source of information and twelve respondents did this
- Two of the pre selected sources had a nil response (Newspapers & Search Engine)
- One respondents had no response (suggested or other)
- Three respondents gave two answers (with the second response in Other)

Q1.2 If you had not used the TUO Service, would you have known how to contact the organisations?



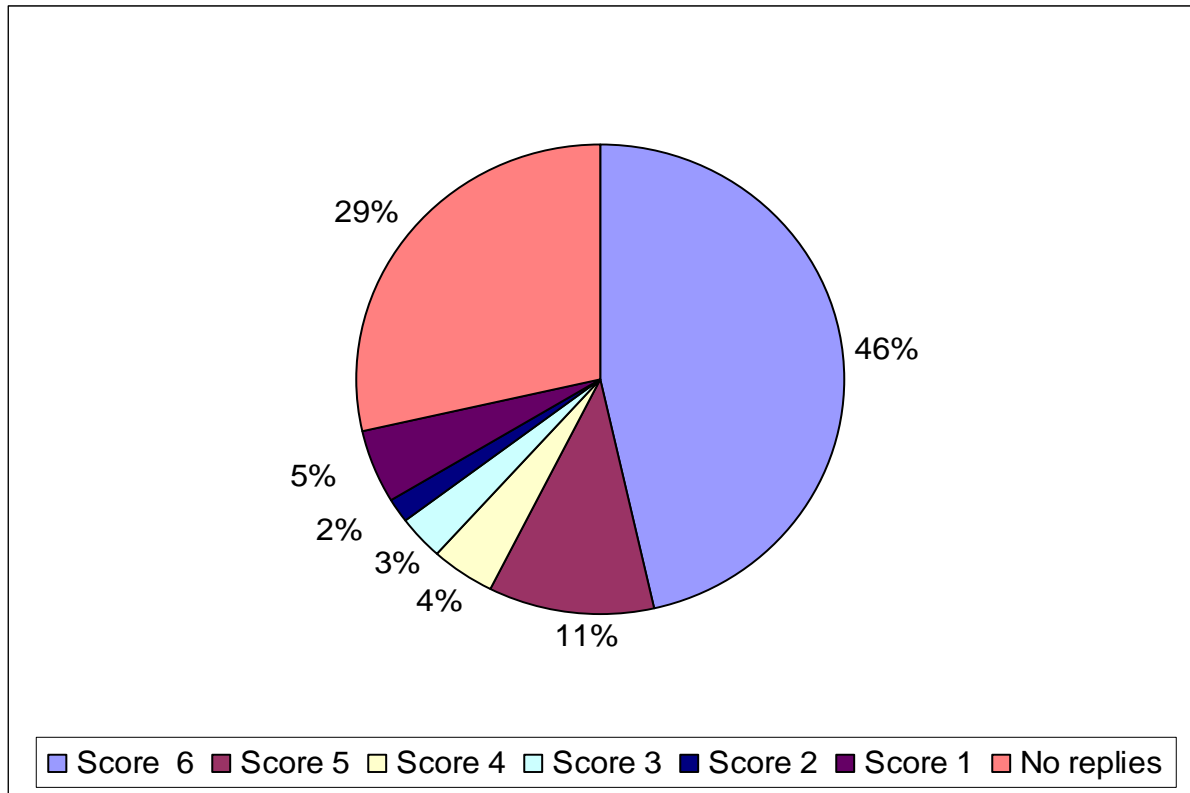
- Nearly half of all respondents would not have known how to contact any organisations without using the TUO Service
- It is not clear from this how easy it would have been for these people to contact the organisations if they had needed to

Q2.3 The time taken to record my details was acceptable



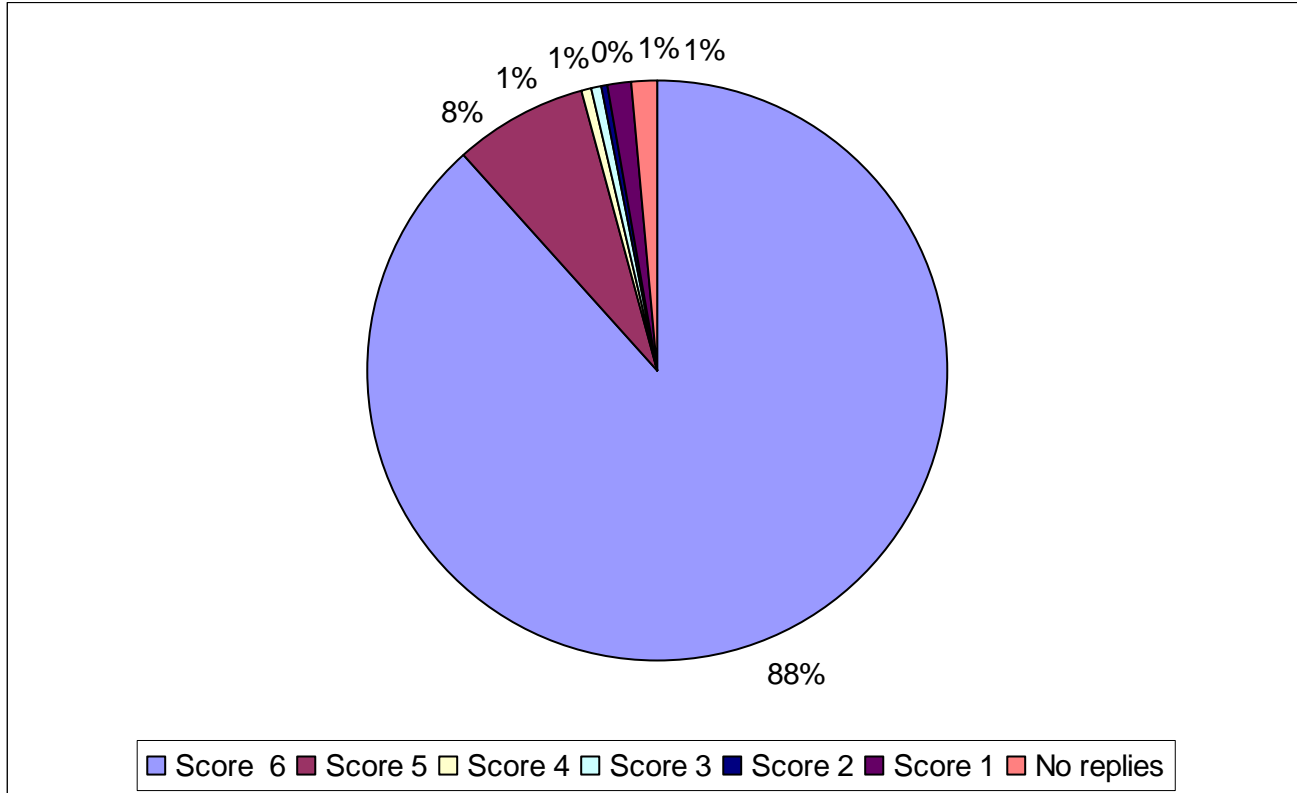
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 98 per cent scored positively for this question with either a 4, 5 or 6 with 86 per cent strongly agreeing to this statement

Q2.4 I understood what the service would do for me



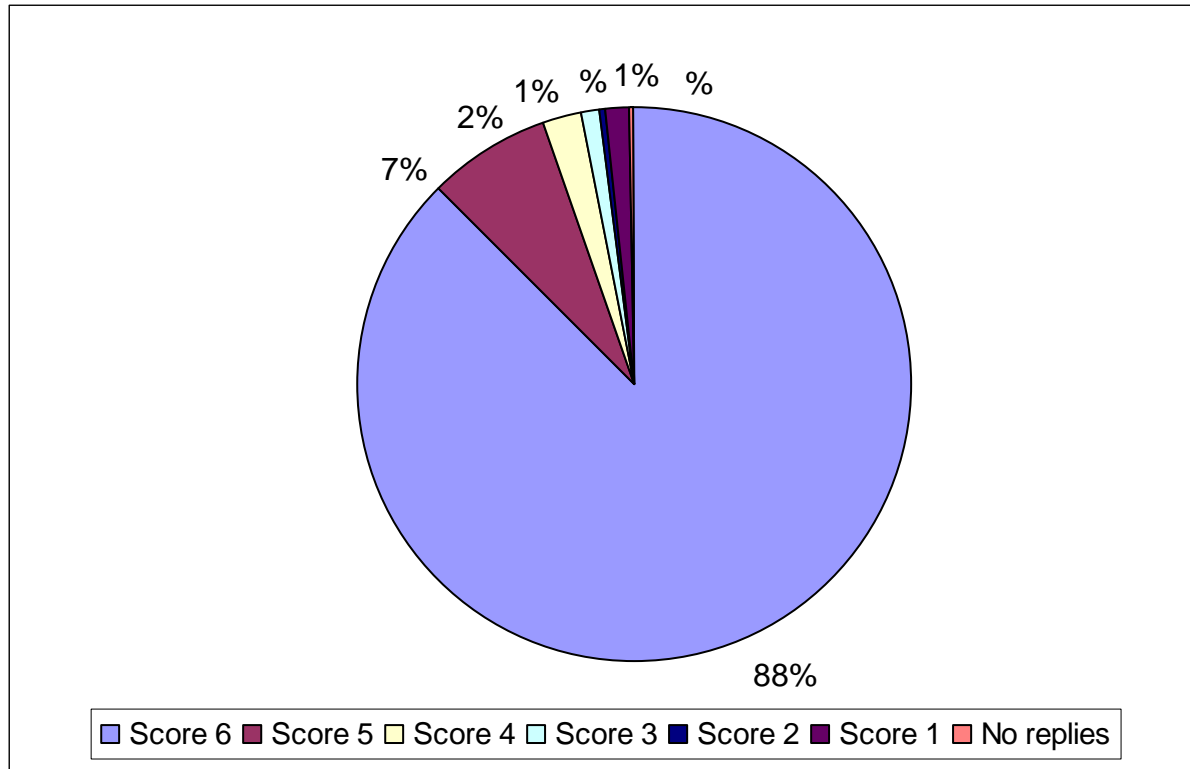
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 62 per cent responded positively to this statement scoring either 4, 5 or 6
- There were a large number of no replies to this question (29 per cent)

Q2.5 The staff were helpful



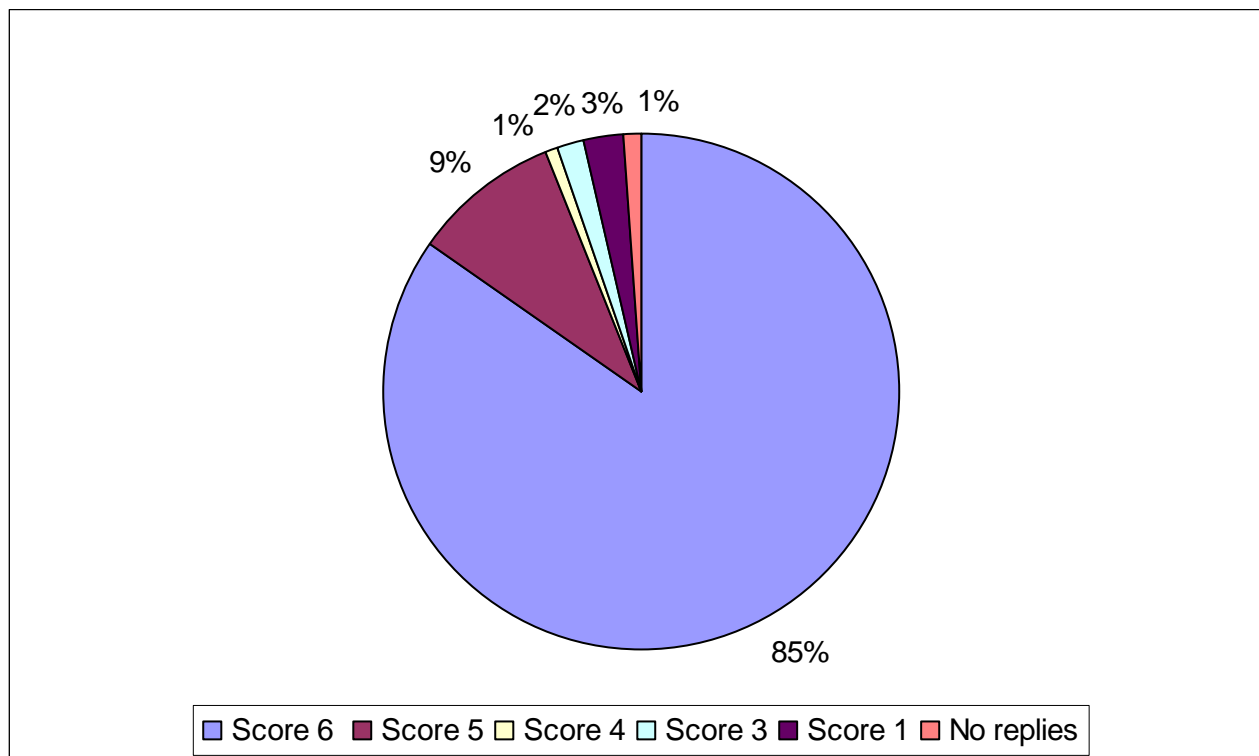
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 97 per cent scored positively to this statement scoring either a 4, 5 or a 6 with 88 per cent strongly agreeing to this question

Q2.6 The staff showed good understanding of my situation



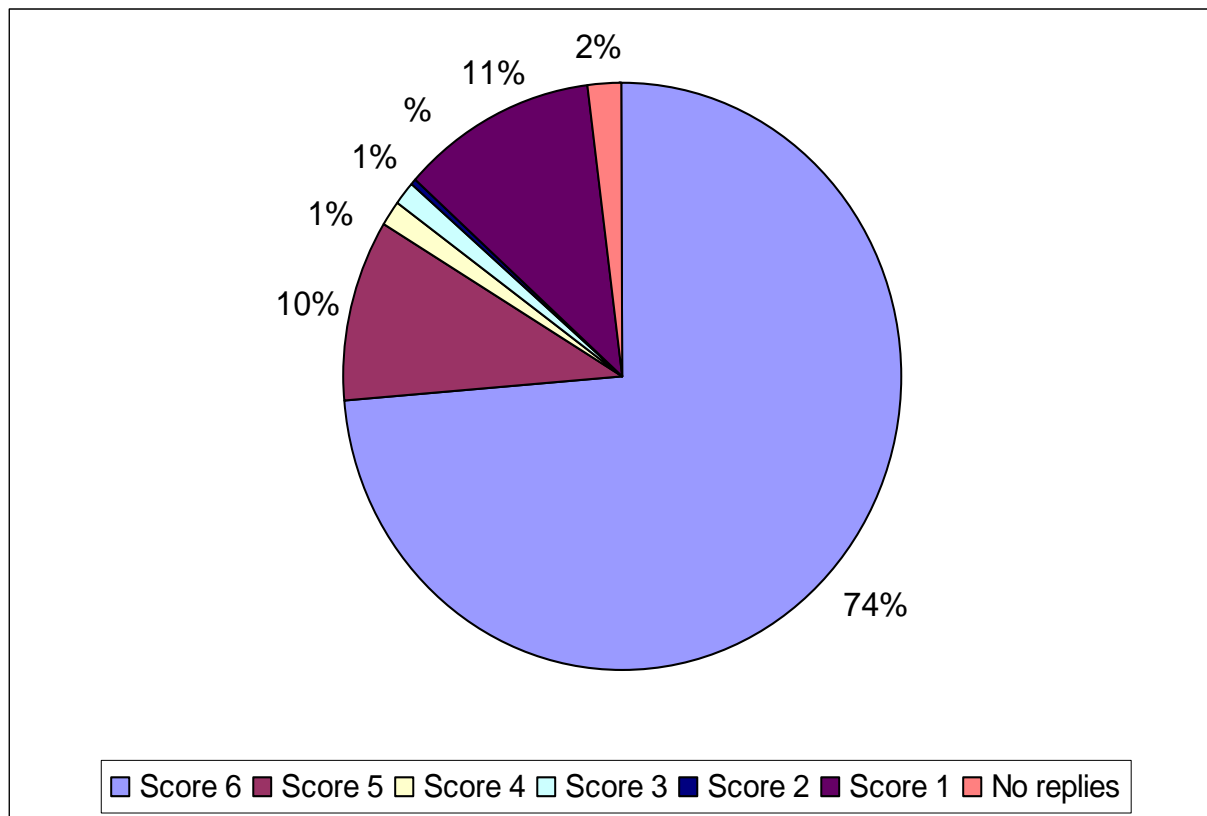
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 97 per cent scored positively to the questions with either a 4, 5 or a 6 with 88 per cent strongly agreeing to this statement

Q2.7 I have confidence in the way that the Tell Us Once service handled my personal details



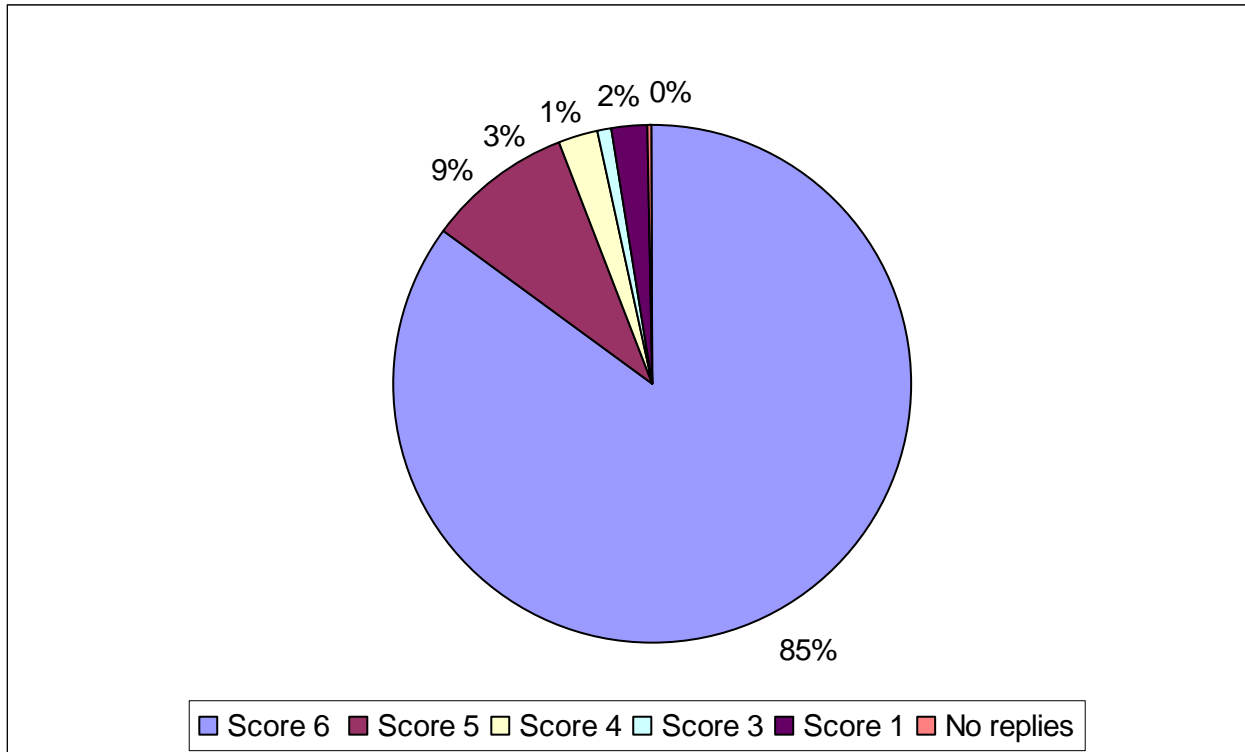
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 95 per cent gave a positive response scoring a 4, 5 or 6 to this question with 85 per cent strongly agreeing

Q2.8 The letter I received was easy to understand



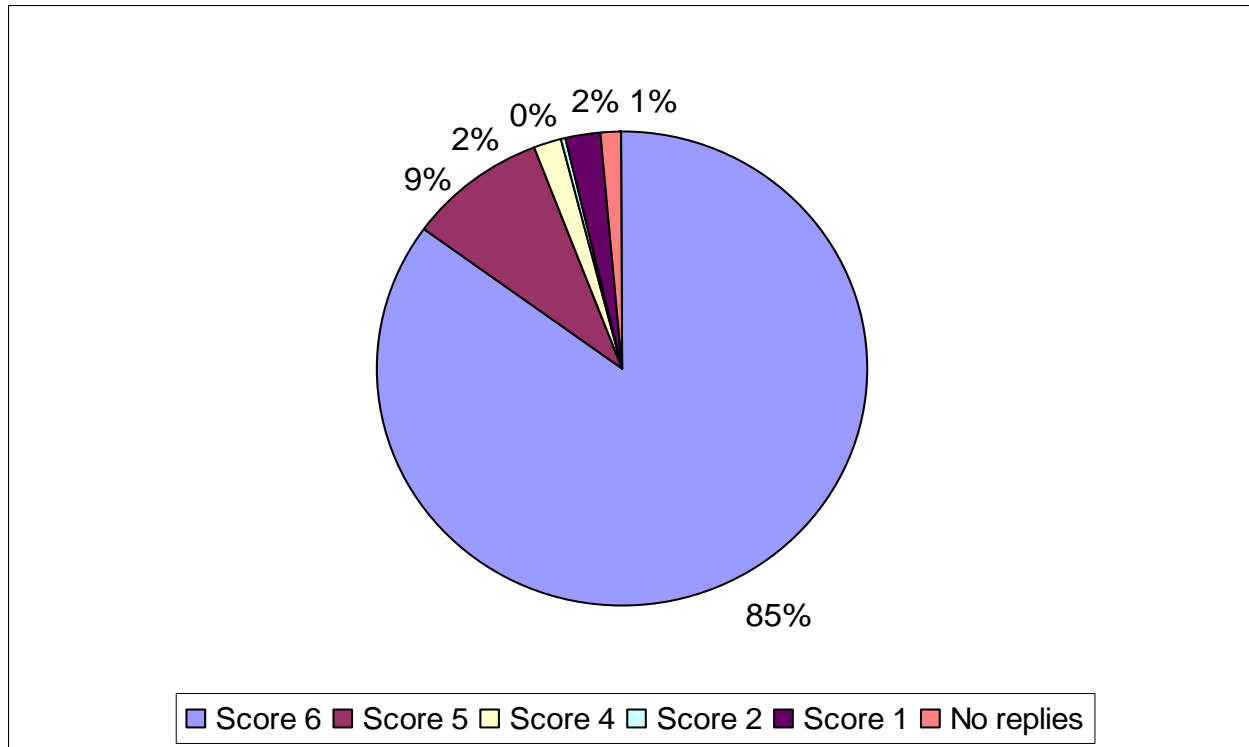
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 85 per cent scored positively to this question with either a 4, 5 or a 6 with nearly three-quarters (74 per cent) strongly agreeing
- There were seven comments for this question mainly about not remembering receiving a letter

Q2.9 I am confident that the service have acted on the information provided



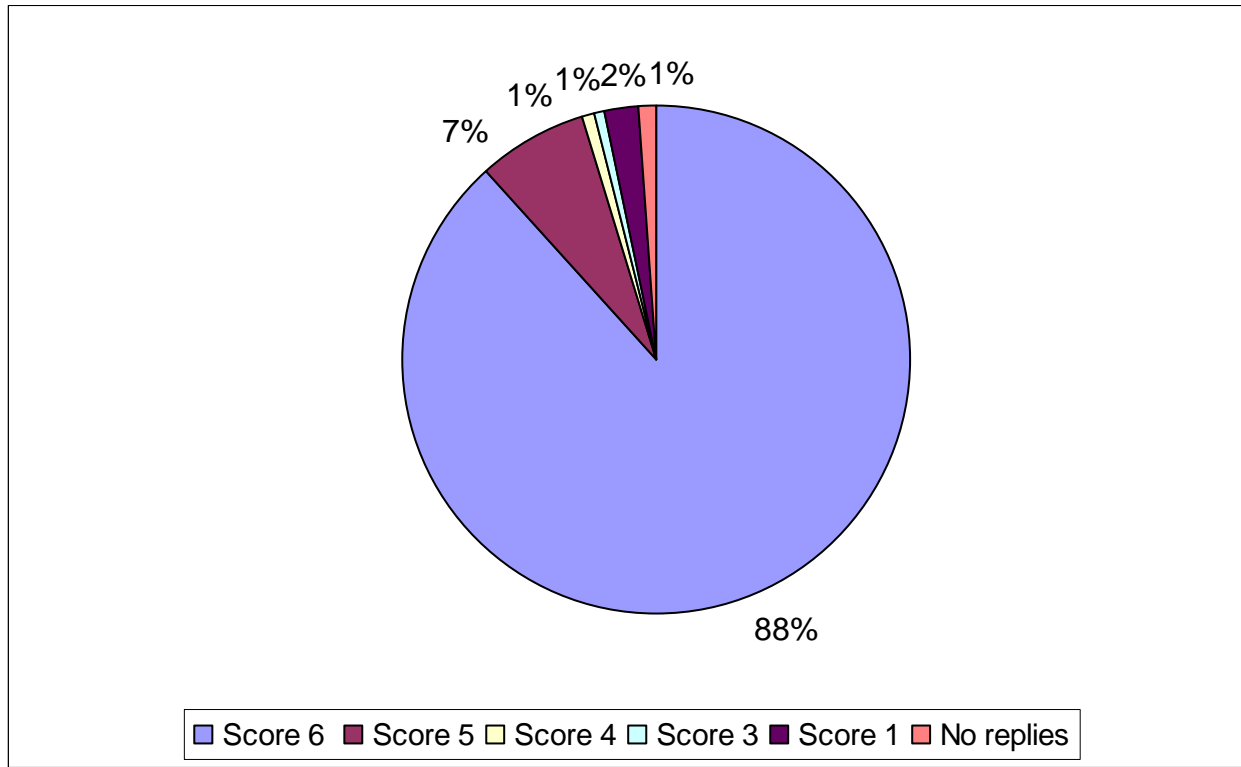
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 97 per cent scored positively to this question scoring a 4, 5 or 6 with 85 per cent strongly agreeing

Q2.10 My overall experience of the service was good



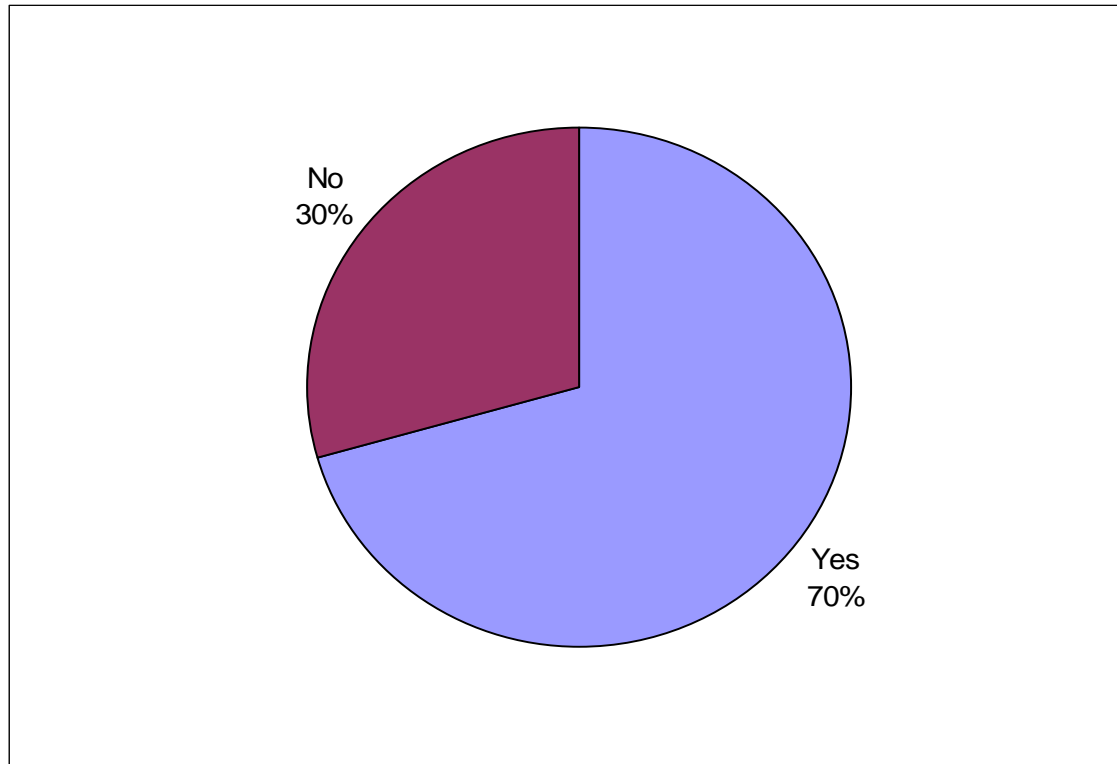
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 96 per cent scored positively to this question scoring a 4, 5 or 6 with 85 per cent strongly agreeing
- There was only one comment which was about the registrars office being an impersonal place

Q2.11 I would be willing to recommend the service to friends



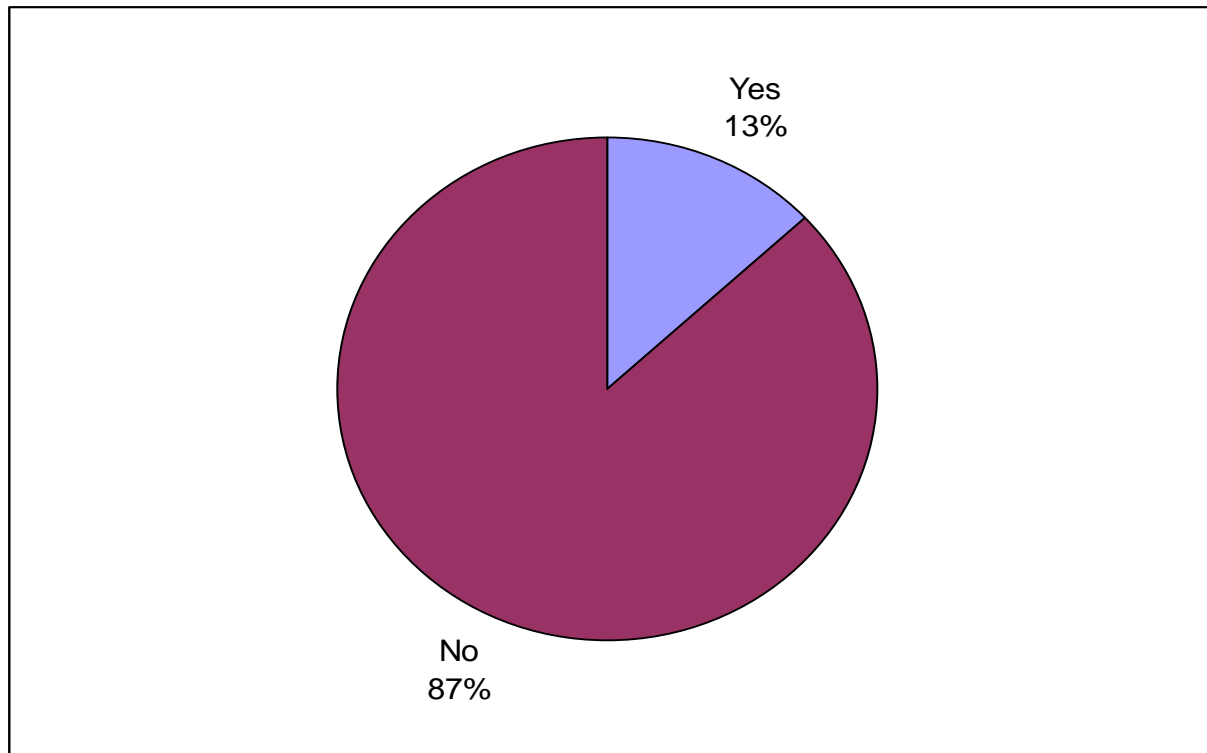
- The scoring was 1 for strongly disagree through to 6 for strongly agree
- 96 per cent scored positively to this question scoring a 4, 5 or 6 with 88 per cent strongly agreeing
- There were three comments. Two were positive; “Already have done” and one less positive comment “no, certainly not in that location”. The latter comment came from the same respondent who commented in Q2.10 about the impersonal registrar’s office

Q3.1 Would you trust Tell Us Once to share your information with additional Government Departments, organisations and services?



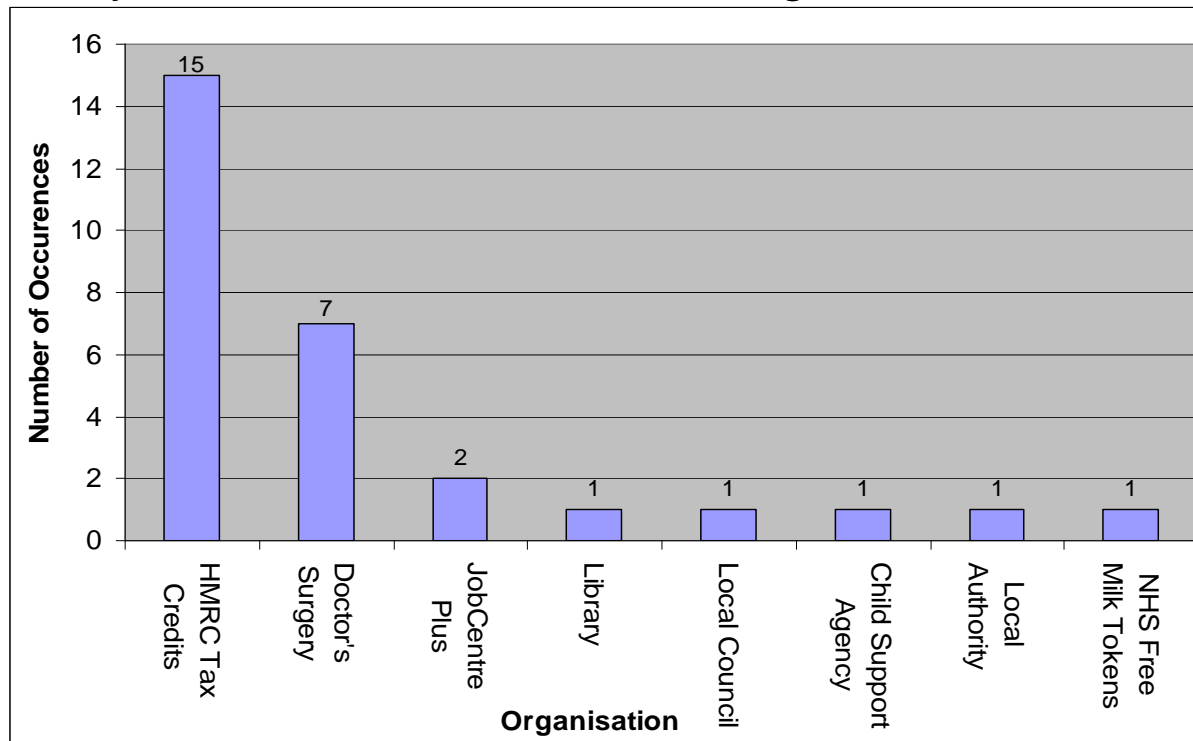
- 70 per cent of those surveyed would trust TUO to share their information
- Those that answered yes to this question were then asked further question around this subject. These questions are 3.2 – 3.4 which are presented in the following slides
- Those that said no to this question were fast tracked to question 4.1

Q3.2 Were there any additional government service, organisations or departments you would have liked Tell Us Once to contact on your behalf?



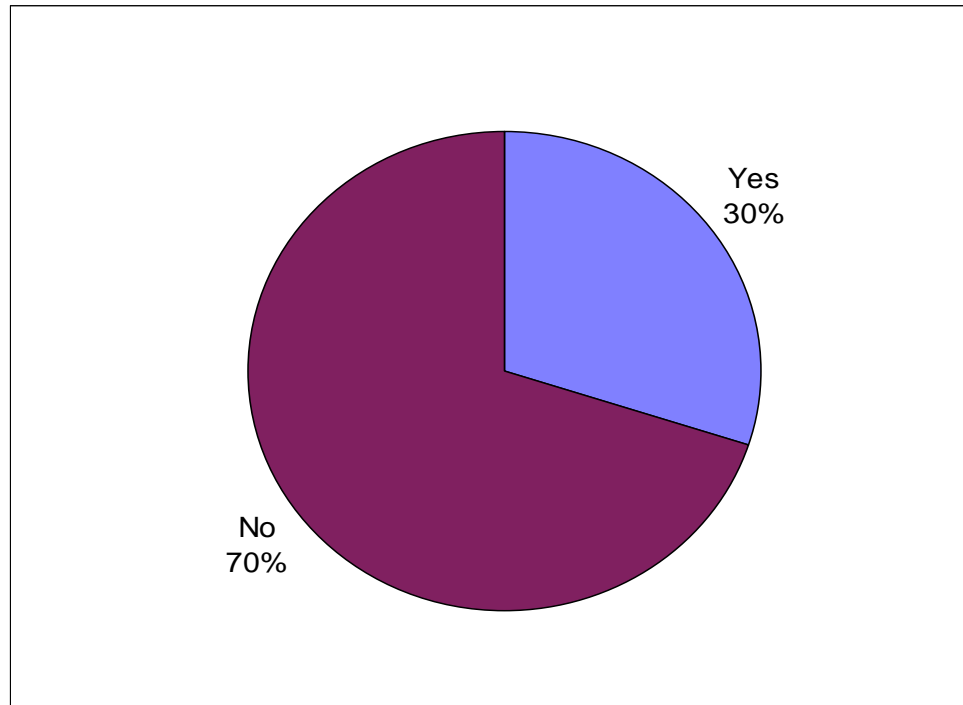
- Of those 70 per cent that answered yes to Q3.1 that they would trust TUO to share their information with additional govt. services, organisations or departments, 13 per cent answered yes to whether there were any additional govt. services they would have liked the TUO service to contact. This represents 9 per cent of all those surveyed
- Those organisations are shown on the next slide

Q3.3 Please can you list the other government organisations and services that you had to contact after using the Tell Us Once service



- Those respondents that had answered yes to both Q3.1 and 3.2 then were asked to list the additional government orgs and services
- Of the 32 respondents said yes to Q3.2, 27 respondents gave a response to Q3.3 with 3 people giving more than 1 response. 5 respondents gave no response
- The modal classes here are HMRC (for Tax credits) and Doctor's Surgery (who TUO do not notify currently). Although HMRC is the top answer here we do currently contact HMRC and this is also reflected in answers to Q4.2

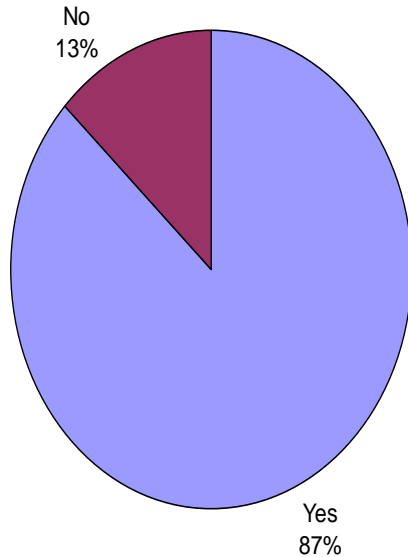
Q3.4 If Tell Us Once could have notified other companies (non-government organisations) on your behalf, would you have welcomed this?



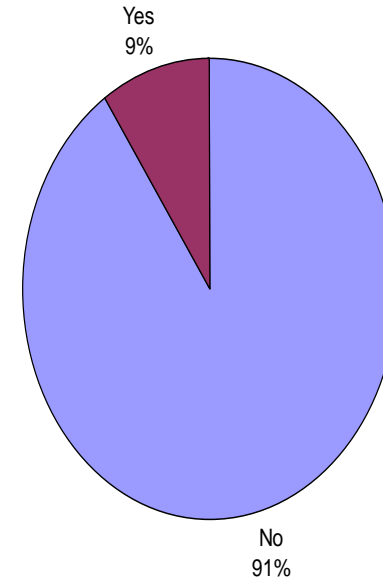
- All respondents that answered yes to Q3.1 were asked Q3.4. This was 250 respondents. Of these, 30 per cent would have welcomed the notification of other companies by the TUO service
- There were 9 respondents giving comments here who gave the following companies as examples; Doctor's surgery, Dentist, Sure Start, ISA /Bonds/Trust Funds and HMRC (who we do already contact). The rest of the respondents saying yes to this question and giving comments here couldn't think of any examples

Questions 4.1-4.2 Organisations being notified as expected

Q4.1 Did the organisations you selected to be notified contact you as a result of using the TUO Service?

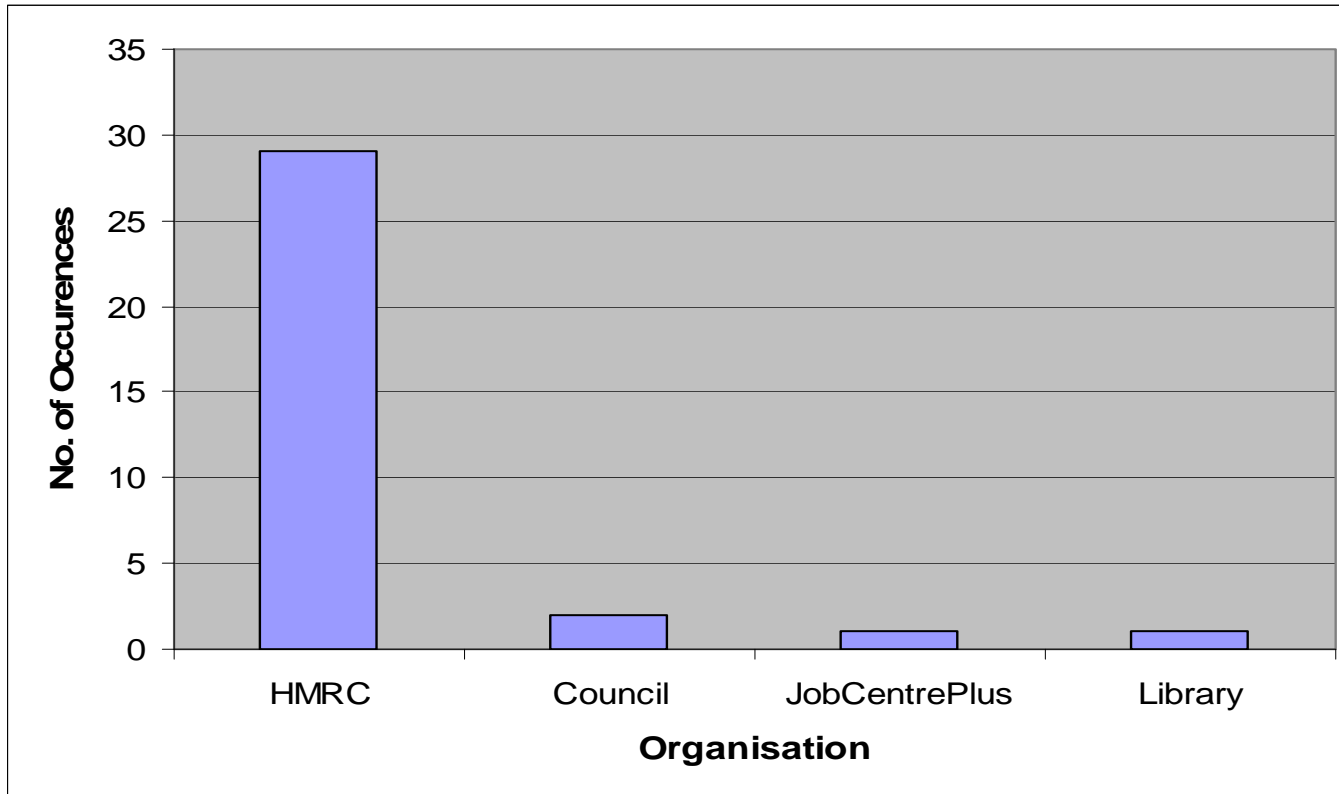


Q4.2 Did you need to contact any of the organisations you expected to be notified by after using the TUO Service?



- 87 per cent of respondents were contacted by the organisations that they had wanted as a result of using the TUO service
- 9 per cent of those surveyed needed to contact organisations they expected TUO to notify
- The organisations that needed to be notified are presented on the following slide

Question 4.2 continued – Organisations that still needed to be notified



- The above chart shows the organisations that were mentioned by those that added comments to Question 4.2
- There were four organisations mentioned with HMRC (for tax credits and child benefit) topping the list. The Library is mentioned here which one of the organisations that would be notified by TUO Birth Service

Conclusions – Birth Survey

- The response rate to the Birth survey was 24 per cent which although low is comparable with customer surveys (around 20 – 50 per cent response rates). The response rate is slightly higher than that for the Bereavement Survey (21 per cent).
- For those surveyed the majority found out about TUO from their Registrar. The second most popular place was from the Hospital. Half of those responding with Hospital mentioned that the information came in a Bounty Pack given with them on the birth of their child.
- Less than half of those surveyed scored highly on understanding what the service would do for them, with 29 per cent strongly disagreeing to this question. This would suggest a need for more information on the service and wider advertising. This is lower than for the Bereavement respondents (80 per cent strongly agreed that they understood what the service would do for them). However, although nearly a third did not know what the service would do for them, this does not affect the overall positive scoring for the service.
- Tell Us Once scores highly in a number of areas. The majority of customers had a good understanding of the service, felt the staff were helpful and had understanding of their situation. Over 80 per cent of customers strongly agreed to these questions. There was also majority strong agreement with being confident that TUO is handling personal details appropriately and that the service is acting upon the information provided. These results are comparable with the Bereavement Survey.
- 88 per cent of those surveyed strongly agreed that would be willing to recommend the service and 86 per cent strongly agreed that their overall experience was good. This is comparable with the Bereavement Survey
- When asked if they would trust TUO to share their information with additional Govt. Departments, organisations and services a lower percentage of 70 per cent said yes. This is still nearly three-quarters of those surveyed, and higher than the Bereavement Survey (63 per cent) but is an indication that although the vast majority are very positive about their experience with TUO, fewer of them would be willing for their information to be shared further. As with the Bereavement Survey this may be reflective of a general trust issue that the public has with sharing personal information and not due to the trust in the TUO service.
- 13 per cent of the 70 per cent that said yes to TUO further sharing their information gave a variety of different answers to which those organisations were with HMRC (for Tax Credits) coming top. We do already share information with HMRC (and some of the others mentioned) which hi-lights a possible need for increased information about which govt. organisations TUO currently work with.
- 87 per cent of those surveyed had been contacted by the organisations they had expected as part of using TUO. HMRC topped the list of those that still needed to be notified.
- We will produce a short technical document to be published alongside both survey results.