

Research report

Developing an online service: Customer research into the benefits and likely uptake of Automated Service Delivery (Jobseeker's Allowance)

by Bridget Williams, Chris Holmes, Josh Hunt and
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Department for Work and Pensions

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Abbreviations

ASD	Automated Service Delivery
CAPI	Computer Assisted Personal Interviewing
CBC	Choice Based Conjoint
CiC	Changes in circumstance
DWP	Department for Work and Pensions
ESA	Employment and Support Allowance
FJR	Fortnightly Job Review
GOR	Government Office Region
IB	Incapacity Benefit
IMD	Index of Multiple Deprivation
IS	Income Support
JSA	Jobseeker's Allowance
OA	Output Area
NI	National Insurance
TLMS	Transforming Labour Market Services

Summary

Background and methods

- Jobcentre Plus are developing Automated Service Delivery (ASD) for Jobseeker's Allowance (JSA). The aim of the service is to:
 - maximise the automation of JSA, up to a point where staff intervention with a customer adds real value;
 - maximise self-service online;
 - minimise dependency on paper;
 - develop a platform for wider delivery.

ASD (JSA) will initially be rolled out to customers of JSA, in selected pathfinder Districts, starting in autumn 2011.

- Research was commissioned to understand the reactions of current and potential future benefits customers to ASD. The research sought to understand the appeal of the new service, estimate likely uptake, and provide guidance on how to increase uptake among key customer groups.
- Qualitative and quantitative research was conducted among current and potential future customers of working age in Britain. The research included current JSA customers, Income Support (IS) customers, Employment Support Allowance (ESA) and Incapacity Benefit (IB) customers, and working non-customers.

Summary of key findings

- Customers were generally open to the concept of ASD.
- High levels of internet access, experience and confidence were observed among JSA customers, which has positive implications for early take-up of the system.
- Based on the current customer proposition, and existing perceptions and experiences of both ASD and the benefits system, the research indicated that up to 41 per cent of current JSA customers would take up ASD:
 - No one feature of the system was a very strong driver of uptake – instead the focus should be on 'doing the basics well'.
 - The planned integration of the Department for Work and Pensions (DWP) Transforming Labour Market Services (TLMS) project/labour market related features at an early stage would help to drive uptake.
 - Levels of potential uptake were higher among younger customers, newer customers and potential future customers. This indicates that use of the system has potential to grow over time.
 - Levels of potential uptake of ASD were lower among ESA/IB customers (26 per cent) and IS customers (35 per cent): linked to their lower levels of internet confidence and lower frequency of interaction with Jobcentre Plus.

2 Summary

- The main barriers to uptake of ASD were:
 - low levels of confidence using the internet;
 - not having home internet access;
 - attitudinal barriers to using ASD.
- Different combinations of barriers may need different approaches from the DWP to overcome them and facilitate uptake of ASD. A number of key customer groupings have been identified which may need different strategies and communications to help them to overcome their individual barriers.
- The following themes were identified as key to supporting successful implementation of ASD:
 - The need to raise internet confidence, as well as confidence in the process of claiming benefits as a whole.
 - Support and encouragement from staff will be key in driving uptake.
 - It will be important to understand the needs and barriers of different customer groups, and which messages and interventions would motivate them to use ASD.
 - Customer experience needs to be good from first use, as high expectations need to be met. Ongoing support and encouragement from staff will also be needed to turn initial trial of ASD to longer term adoption and integration into the customer experience.

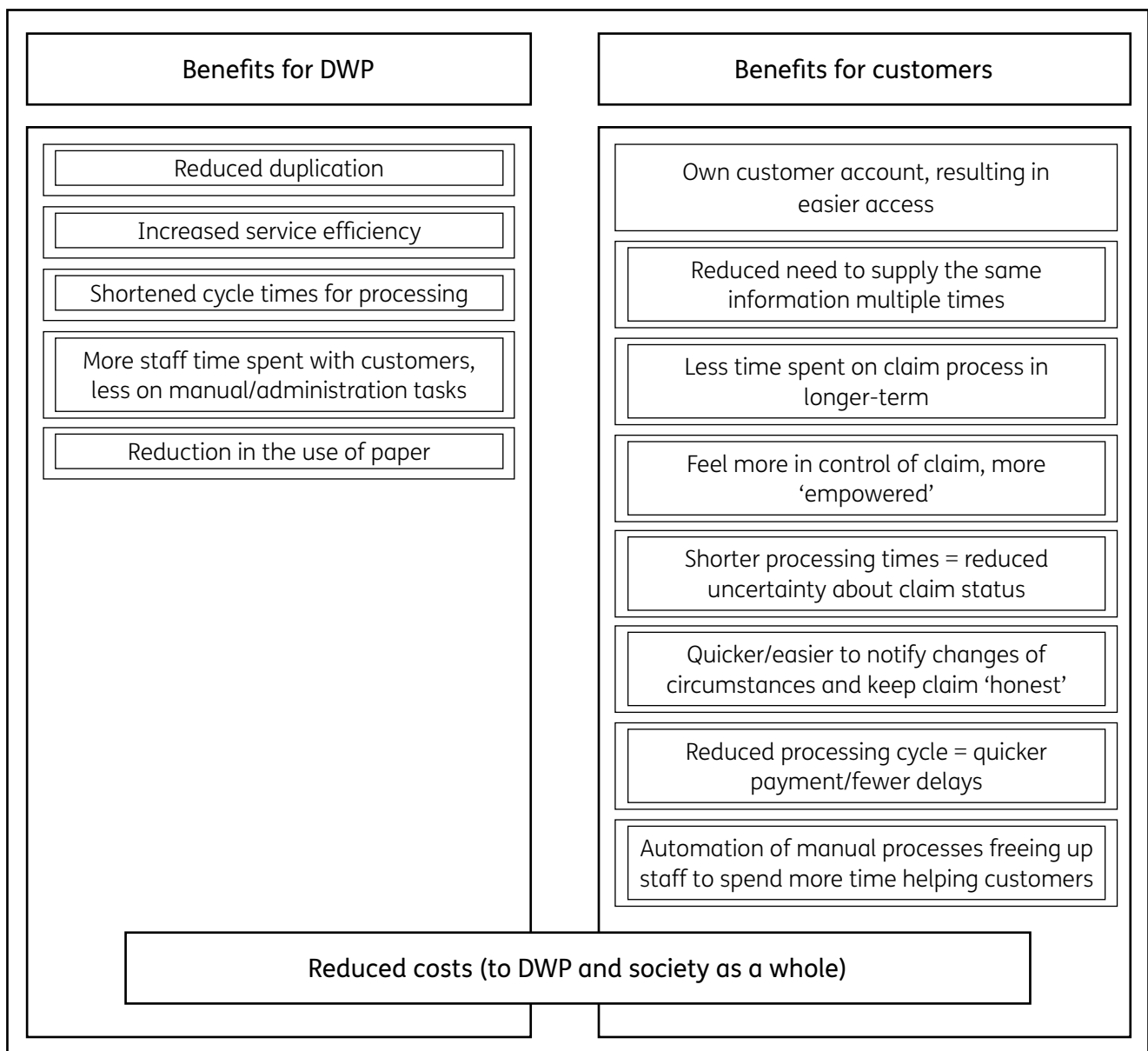
1 Introduction and background

1.1 Automated Service Delivery

The Department for Work and Pensions (DWP) is seeking to improve their existing delivery services to current and future customers by automating systems for information collection, processing, decision making, and payment. The initial focus is on services to customers of Jobseeker's Allowance (JSA), although the system will provide a platform for wider delivery.

This programme of Automated Service Delivery (ASD) will provide customers with their own electronic account to enable them to access, view, update and manage their benefits via an online account. It is hoped that this will result in a host of benefits for both DWP and customers, as shown in Figure 1.1.

Figure 1.1 Benefits of ASD



4 Introduction and background

The ASD project is launching a pathfinder release phase in the autumn of 2011. There will then be three subsequent business releases within the following 12 months or so, with additional account features being introduced at each release. Activity to help and support customers switch to ASD is likely to continue into 2013.

Figure 1.2 summarises the planned features due to be added at each release. To simplify the way in which we asked respondents to think about ASD in the qualitative and quantitative research, the descriptions of some of the features were simplified. For example, the feature, Report changes in circumstance (CiC) which may affect the amount you receive, could include reporting a range of changes including part-time work, a partner moving in or changes to the number of children in the household.

Figure 1.2 Phased implementation

Features	Pathfinder	Business Release 1	Business Release 2	Business Release 3
Find out which benefits and how much you might be entitled to				
Download a proof of benefits letter				
Report CiC which do not affect the amount you receive				
Report CiC which may affect how much you receive				
Make a JSA claim online*				
View a summary of all your information in one place				
See when payments have been or will be made				
View the status of a claim				
Make or change appointments with Jobcentre Plus staff				
Search for suitable jobs*				
Receive an email/text when suitable jobs become available*				
Keep a record of your job search activity*				

ASD features
 TLMS/labour market related features

*There is already the ability to make a claim for JSA and conduct some of Transforming Labour Market Services (TLMS) activities online, but these are not planned to be fully integrated into ASD until later phases.

Because of the need to simplify the features, the chart above suggests that no features will be added at Business Release 1, but in reality the ability to report a wider range of CiCs will be available at Business Release 1.

The final ASD service will also include features that are being developed separately to ASD. A key partner in this regard is the DWP TLMS project. TLMS will allow users to undertake job search activity through a personalised online account and will automatically match them to suitable vacancies, with notification received by their choice of media (for example, email alert).

TLMS service features that will be part of the final ASD service are shown in grey in Figure 1.2. Although some of these activities can already be completed online, they may not be fully integrated into the ASD system at each release, so are shown as black boxes in Figure 1.2.

Similarly, customers can already make an initial claim for JSA online at www.dwpe-services.direct.gov.uk/portal/page/portal/jsaol/lp, but the claims process would not be automated until Business Release 2, so is shown as a broken line across the Pathfinder and Business Release 1.

Although there are likely to be many benefits of ASD, the move online still represents a step-change in the way things are done for both DWP and their customers and research was, therefore, required to consider the best ways to communicate with customers, and to optimise the offering to maximise uptake.

1.2 About the research

A programme of qualitative and quantitative research was commissioned by DWP in summer 2010 to understand the reactions of current and potential future benefits customers to the ASD proposition. The qualitative research was conducted by the Futures Company in August 2010. This was followed by a quantitative research stage which was carried out by GfK NOP in October 2010.

1.2.1 Research objectives

The programme of research sought to investigate the following questions:

- What is the overall appeal of the new service?
- How does it compare to the current system?
- What is the likely uptake of the service?
- What factors are likely to influence levels of uptake?
- What value are customers likely to derive from ASD and associated features?
- Who is the service most attractive to?
- What interventions will help to increase uptake among particular groups?

1.2.2 Research audience

The target audience for both the qualitative and the quantitative research consisted of three key customer groups of working age (females aged 18-59/males aged 18-64) in Great Britain:

- current JSA customers;
- Employment Support Allowance (ESA) and Incapacity Benefit (IB) customers;
- Income Support (IS) customers.

Whilst the introduction of ASD will be aimed at JSA customers, the possible future introduction of a single out of work benefit¹ meant that it was important to understand the reactions to the proposition among ESA/IB and IS customers.

In addition, a sample of working non-customers was included in both qualitative and quantitative strands, because this group represented potential future JSA customers.

¹ <http://services.parliament.uk/bills/2010-11/welfarereform.html>

1.3 Qualitative research

The initial research phase to explore the idea of ASD used qualitative methods. The aim was to understand the response of a variety of customer groups to the concept and investigate what might drive or hinder uptake.

1.3.1 Methodology

Following a pilot stage consisting of two discussion groups conducted with JSA customers, the qualitative research consisted of:

- two discussion groups with Jobcentre Plus staff;
- four individual telephone interviews with Jobcentre Plus staff;
- ten two-hour discussion groups conducted with the following audiences.

Table 1.1 Qualitative research sample

Research audience	Limited experience of benefit claims	Greater experience of benefit claims
JSA customers	1 x comfortable with online channels 1 x less comfortable with online channels	1 x comfortable with online channels 1 x less comfortable with online channels
Future JSA customers	1 x comfortable with online channels 1 x less comfortable with online channels	
IS customers	1 x comfortable with online channels	1 x less comfortable with online channels
ESA/IB customers	1 x less comfortable with online channels	1 x comfortable with online channels

A short battery of questions about respondents’ online behaviour was used to determine their level of comfort with using online channels.

1.3.2 Discussion topics

Using stimulus to describe ASD and its features, the following topics were covered in the qualitative research:

- An exploration of customers’ current journey of claiming JSA (and other benefits/looking for work).
- Customers’ existing experience of self-service for JSA and in other contexts (for example, shopping, banking).
- Building customers’ ideal JSA self-service proposition.
- Initial responses to the ASD concept and then detailed evaluation of component parts.
- Testing and prioritisation of potential features and benefits.
- Exploration of drivers and barriers to migration (both in broad terms and for early stages of ASD).

1.4 Quantitative research

Central to meeting the quantitative research objectives was the use of conjoint modelling techniques to estimate likely uptake of the service. The conjoint techniques used are described in more detail in Section 3.2.2 of this report.

1.4.1 Methodology

A total of 975 interviews were conducted between 4–26 October 2010 using in-home Computer Assisted Personal Interviewing (CAPI). The average interview length was 22 minutes. The questionnaire included a self-completion conjoint section within an interviewer administered survey. The number of interviews completed with each research audience is shown below.

Table 1.2 Quantitative research sample

Research audience	Number of interviews conducted
JSA customers	384
ESA/IB customers	215*
IS customers	239*
Working non-customers	191

*54 customers were claiming both ESA/IB and IS.

The survey sample was drawn using random location methods. In order to maximise fieldwork efficiency, interviews with customers were drawn from the 50 per cent most deprived Output Areas (OAs) in Britain. Working non-customers were sampled from a nationally representative sampling frame.

The data was weighted to ensure it was representative of the individual customer groups and working population in Great Britain, with customer information taken from the February 2010 DWP claimant count (source: Work and Pensions Longitudinal Study).

Further details of the sampling approach are provided in Appendix B of this report.

1.4.2 Questionnaire development

The questionnaire was designed by GfK NOP Social Research in consultation with DWP, drawing on the findings from the qualitative research. The final version of the questionnaire is appended (Appendix B). A small scale pilot exercise was conducted on 21 September 2010 to test question interpretation and interview duration. Twenty-three interviews were completed with a range of respondents in five locations and members of the project team accompanied interviewers for first-hand feedback on how the questionnaire was working. Recommendations were fed back to DWP and the questionnaire was revised accordingly.

1.5 Notes on interpreting the findings

The report combines the findings of the qualitative and quantitative research to provide a robust understanding of the reactions of current and potential future benefits customers to the ASD proposition.

The following points explain the way in which the quantitative survey results have been commented upon in this report.

- Weighted data are shown and discussed throughout this report. Base sizes shown on tables and charts are unweighted.
- All of the differences which have been commented upon within this report are statistically significant. The significance tests which have been used are two-tailed and are based on a 95 per cent confidence interval. This means that we are 95 per cent certain of detecting a difference where one exists in the population. Where differences are not mentioned in charts, tables or commentary, these differences are not significant.
- Sub-groups which have an effective sample size below 30 are too small for statistical significance testing to be carried out, so are not commented on in this report.
- At some questions, respondents are able to give more than one answer, and because of this, proportions in charts and tables may add up to more than 100 per cent.

2 Customer landscape

This section describes the context against which customers evaluate Automated Services Delivery (ASD).

2.1 The claims process

Customers tell us that the current claims process works relatively well from a functional perspective, but that it is often not a smooth journey. Although there are certainly areas in which customers are frustrated, most feel that eventually they achieve the outcomes they are looking for (in terms of getting benefits paid and in getting assistance in looking for work).

Customers reported experience of current claims is very varied, ranging from a struggle through a humiliating process to an efficient, supportive service. However, because of the emotionally challenging situation that many find themselves in (losing job, falling ill, etc), customers tend to focus on the negative aspects of the experience. There is, therefore, potential for ASD to address some of the perceived inadequacies in the current service.

2.2 Current experience of self-service

Customers have experience of remote channel service in many walks of life, from phone banking and paying bills online to interacting with government to self-checkout in the supermarket. Experience of using these services is very mixed, with some working efficiently and offering real benefit to consumers and others requiring much greater levels of effort from the consumer leading to frustration and annoyance. Experience of transacting with government remotely is also mixed, with some services seen to work better than others.

Against this backdrop, Jobcentre Plus customers are wary of any claims that ASD will automatically equate to an improvement in levels of delivery: many self-service offers claim improved speed, efficiency and control, but this is not always delivered. Customers are particularly wary of transacting remotely in complex matters where they feel they need assistance and reassurance. For many, the default is to seek face-to-face interactions and the opportunity to speak to a person.

2.3 Internet usage

Of all the respondent groups interviewed, working non-customers were most likely to have access to the internet at home (90 per cent) and to be using the internet on a daily basis (76 per cent).

Among benefit customers, similar proportions of customers of the three different benefit groups said that they had access to the internet at home (67 per cent of Jobseeker's Allowance (JSA) customers, 62 per cent of Income support (IS) customers and 62 per cent of Employment and Support Allowance (ESA)/Incapacity Benefit (IB) customers). Despite this, IS and ESA/IB customers tended to be less frequent users of the internet than JSA customers: 39 per cent of IS customers and 31 per cent of ESA/IB customers used the internet on a daily basis compared with 52 per cent of JSA customers.

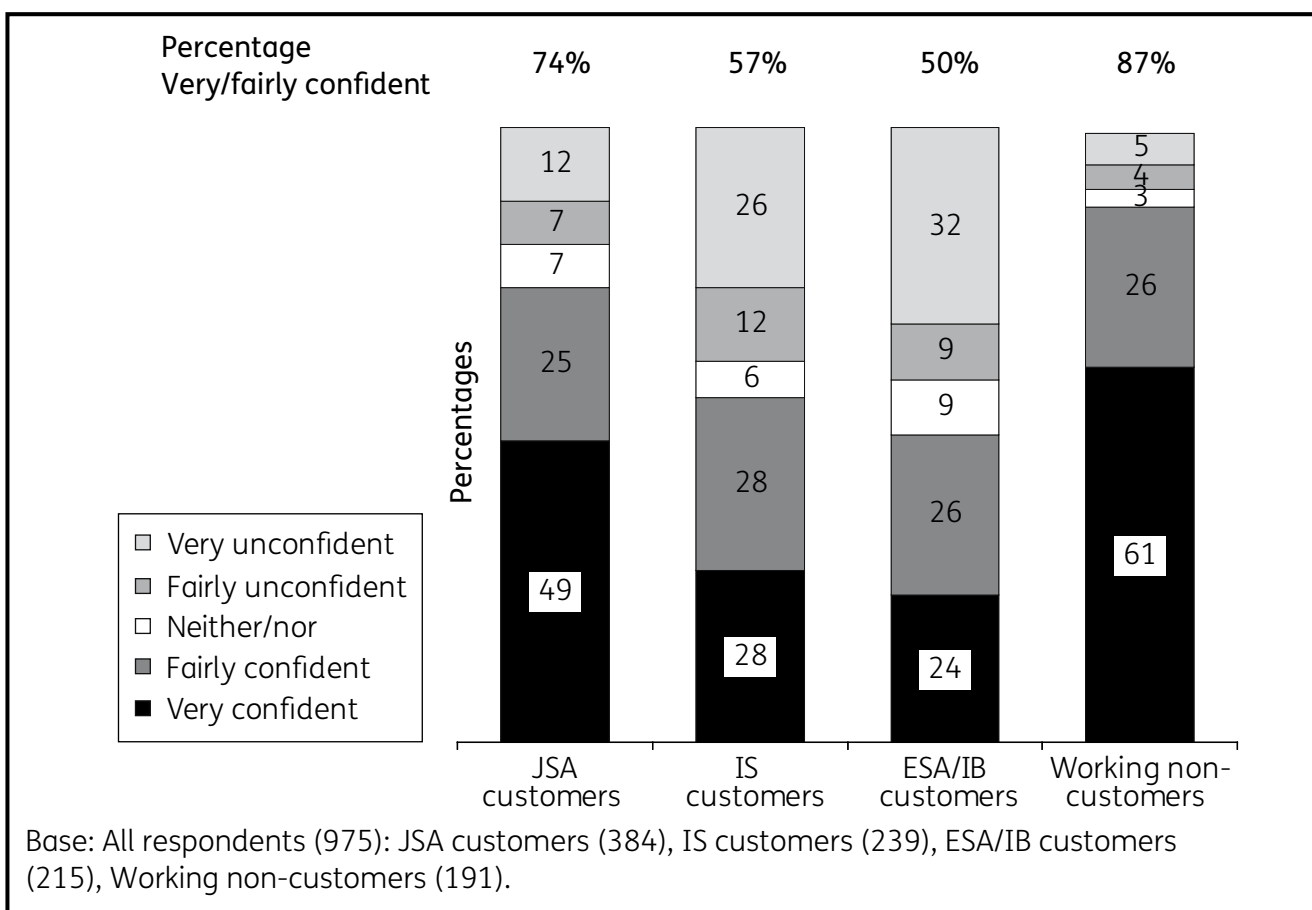
A further indicator of potential uptake of ASD relates to how confident customers feel using the internet. All groups were asked how confident they feel about using the internet, with responses given on a five-point scales ranging from very confident to very unconfident.

Table 2.1 Quantitative research sample

	JSA customers (384) %	IS customers (239) %	ESA/IB customers (215) %	Working non- customers (191) %
Base: All respondents				
Home internet access	67	62	62	90
Broadband connection at home	56	54	56	87
Internet use				
Daily	52	39	31	76
Weekly	26	18	21	14
Less than weekly	8	10	11	5
Never/not in the last year	14	33	38	5
Internet use (summary)				
Current user	86	67	62	95
Non-user	14	33	37	5

In line with their higher levels of access and more frequent use of the internet, working non-customers were the most likely to say they feel confident using the internet – 87 per cent of working non-customers said they feel confident, including 61 per cent saying they feel very confident, and 26 per cent feeling fairly confident (Figure 2.1).

Figure 2.1 Levels of confidence using the internet



Among the current customer groups, JSA customers were the most likely to say that they feel confident using the internet. Their levels of internet confidence were fairly similar to those expressed by working non-customers: 74 per cent of JSA customers stated that they feel confident using the internet, and 49 per cent said they feel very confident. This compared with only just over half of IS and ESA/IB customers saying they feel confident at all, and around a quarter (28 per cent of IS customers, 24 per cent of ESA/IB customers) saying they feel very confident.

The survey also found that older and less frequent internet users tended to feel less confident using the internet.

The higher levels of internet confidence among JSA customers suggest that this group represent the most suitable target audience for the launch of ASD. However, the significantly lower levels of internet confidence among IS and ESA/IB customers may have implications for the successful roll out of ASD to a wider audience in future.

The survey also explored the types and complexity of transactions that customers were already undertaking online to provide a context for the implementation of ASD. A number of activities were presented to customers and for each they were asked if they were already conducting that activity online, would be open to doing so (defined as those that have tried it but would like to do it more or those that had never tried it but would like to) or were not open to transacting online (those who had tried the activity and wouldn't do it again, or those who hadn't tried and wouldn't want to).

Among JSA customers:

- 62 per cent were already searching for jobs online.
- 29 per cent were using online banking, with online banking perhaps representing a transactional service similar to ASD. Similarly low proportions of IS (25 per cent) and ESA/IB customers (20 per cent) were already using online banking. This is much lower than working non-customers, among whom 58 per cent used online banking.

Levels of uptake of Government services were considerably lower among all customer groups. For example, only 39 per cent of JSA customers were open to claiming benefits online, although they were more likely to be open to doing so than IS customers (28 per cent) or ESA/IB customers (27 per cent).

2.4 Summary and implications

- JSA customers appear to be a good target for ASD implementation as they are the most likely of the customer groups to have access to the internet and they tend to be the most frequent and confident internet users.
- Lower levels of internet access and confidence were observed among older JSA customers, which may indicate that they may need additional support to use ASD.
- Levels of access, confidence and experience were high among working non-customers, but much lower among IS and ESA/IB customers, which may have implications for the wider roll-out of ASD.
- There did not appear to be a culture of claiming benefits or otherwise transacting with Government online, even among those more experienced and confident using the internet. ASD will, therefore, need to overcome customer hesitance that complex and important transactions can be conducted remotely.

3 Forecast uptake of Automated Service Delivery

This section of the report details findings related to the likely uptake of Automated Service Delivery (ASD) by current and potential future Jobseeker's Allowance (JSA) customers.

3.1 Reactions to Automated Service Delivery

3.1.1 Initial reactions

Jobcentre Plus customers were not surprised that ASD is happening. It was generally felt that this is the way that most service delivery is going, and in some cases this is seen as a good thing.

For those customers comfortable with the use of remote channels, the introduction of ASD could potentially represent a positive step. This was dependent on the service living up to expectations and delivering genuine benefit to the consumer (rather than just delivering cost-savings to the government). Customers less comfortable with remote channels were more wary of the introduction of ASD. Positive and negative reactions to ASD are summarised in Figure 3.1.

Figure 3.1 Positive and negative reaction to ASD concept**Positives**

- People are broadly positive about the potential for self-service online.
- It is expected and anticipated and there is a real appetite for improvement on the current experience.
- The emotional context to the JSA journey means that getting it right has the potential to transform the way in which people interact with Jobcentre Plus, claim benefits and get back to work in a way that goes beyond the transactional.
- There is opportunity to promote a greater degree of independence and empowerment through self-service and to create a more equitable relationship between customers and staff.

'To be honest it's about time they had something like this – it would make things a lot easier if it removed paperwork and reduced the time you spend waiting for letters to go back and forwards.'

'Being able to do more of it myself would be great – anything to spend less time down the job centre.'

'It feels like going to the headmasters' office to be told off sometimes – if you both saw the same information at the same time it might feel a bit fairer.'

Negatives

- There is considerable scepticism about whether this could be delivered in reality – it can sound too good to be true based on current experience.
- Speed, simplicity, accuracy and convenience are often promised elsewhere and not delivered.
- Experiences with other aspects of self-service such as supermarket checkouts or automated banking can be mixed.
- Experience of Jobcentre Plus service and remote-channel delivery and other government services online is also often mixed with people having experienced problems before giving up.

'This all sounds great but would it actually do what they say in reality? I'll believe it when I see it to be honest.'

'I'm not really very good with computers – it's all very well them telling us to do it online but they're not going to give me a laptop are they.'

'They tried to get people to do their tax returns online and there was some big mess up wasn't there – the website crashed or something.'

3.1.2 Meeting customer needs

There are four main areas in which customers could see that ASD has the potential to benefit them in comparison to the current system:

- It was felt that ASD could potentially **help customers get back to work more quickly**. Having quicker access to jobs, being matched to suitable vacancies, being able to access a larger pool of employers and the possibility of online training were all felt to be positive elements to the ASD concept by all customer groups. Many customers felt that it would be these features that would motivate them and drive their uptake and usage of ASD.
- Customers expressed the hope that the introduction of ASD would mean **greater speed and certainty regarding their benefit payments**. It was felt that being able to check the status of their claim online and being able to view information in a personal account would mean that customers would feel more in control of the benefits claim process. At a time when many customers feel vulnerable and in need of support, this was seen to be a significant benefit from both a practical and an emotional point of view.
- ASD was seen to have the potential to **save customers time, money and energy**. Customers felt that the ability to self-serve could mean that it is easier in general to interact with Jobcentre Plus. This could result in fewer phonecalls, trips to Jobcentre Plus offices only when necessary and the ability to interact outside normal office hours. For those with access to the internet already, it was felt that this could potentially save both time and money. However, most did recognise that these savings are contingent on the system working well, and that often self-service promises these benefits, but in reality fails to deliver them.
- Finally, many customers anticipated that if ASD were implemented with the full support of staff, it could result in **better customer service**. It was felt that if more of the processing of claims was done automatically, a greater amount of time in Fortnightly Job Reviews (FJR) and other interactions could be spent helping customers take the steps necessary to get back to work. In addition, it was felt that having a record of job-search activity online might mean that staff in Jobcentre Plus branches would be able better to differentiate between those who were making a greater effort to find a job and those that were making a lesser effort. Customers felt that this would be a potential benefit of using ASD and would result in better treatment from Jobcentre Plus staff.

3.1.3 Barriers to uptake

Customers also identified a number of barriers to uptake:

- Having **access to the internet** was highlighted as a big barrier for a significant proportion of customers. Even those who accessed the internet for other purposes outside the home (for example, browsing, social networking, looking for jobs) were unsure about whether they would have access that was deemed private and secure enough to undertake transactions with Jobcentre Plus online.
- Even if they had access, many customers felt that they lacked the **technical ability and confidence** to sign up to and use ASD online. For something as important as claiming benefits, many felt that they would much prefer to deal with a human being face-to-face rather than use a computer.
- **Inertia and fear of change** meant that customers felt they might not migrate to ASD online, even if it did offer significant benefits. There was felt to be risk associated with trying and adopting a new system. Many customers are struggling to make ends meet, and didn't want to risk jeopardising their benefit payments by migrating to a new system.

- There was a fear that online services are not **safe and secure**. Jobcentre Plus customers, particularly those less confident in using the internet, were worried that interacting online would not be safe. In particular, customers were worried about inputting too much personal and financial information into an online system, and that they would end up being victim to online fraud. In particular, there was a fear about the security of having customers' National Insurance (NI) details on an online system.
- Finally, customers were concerned that **the system would not function well**. Stories about the government's track record in implementing and running large IT projects and managing personal data caused doubt. As a result, many felt that they would wait and see how good the system was before using it.

3.2 Forecasting uptake of Automated Service Delivery

3.2.1 Introducing ASD

When introducing ASD to respondents it was necessary as respondent to to make a number of key assumptions, which are summarised in Figure 3.2. These enabled respondents to engage with the concept of the service and the features that it will offer by first eliminating any complexities which may be questioned by the respondent. For example, it was necessary to bypass any reservations that respondents may hold concerning the security of ASD to enable respondents to consider the detailed features of the service.

Figure 3.2 Assumptions when introducing ASD to respondents

- Everything will function perfectly from day one of implementation:
 - All functionality is available and working from the start.
 - Staff advocate and support usage of the service.
 - Interface is integrated and designed completely around the needs of the consumers.
 - Language is customer-friendly and understood by all.
- ASD is designed around a personal account.
- The service is completely secure.

It is likely that if any of these assumptions are not met, take-up and adoption of ASD by customers is likely to be at a lower level than forecast.

It should also be noted that, for respondents who were not currently claiming JSA, questions were hypothetical in nature, because they were asked to think about what they would do if they had to make a JSA claim.

3.2.2 Conjoint analysis

In order to identify which features of ASD were most appealing to customers and to enable the development of a forecast model of potential uptake of ASD, respondents were asked to complete a conjoint exercise, as described overleaf. The specific analytical method used was called Choice Based Conjoint (CBC), as described in Figure 3.3.

Figure 3.3 About CBC analysis

Conjoint analysis is concerned with understanding how people make choices between products and/or services, so that organisations can design new products or services that best meet their customers' underlying needs.

Conjoint techniques work by decomposing the service into a number of features or attributes, which are in turn broken down into a number of levels. The conjoint analysis involves respondents trading-off these attributes against each other, by forcing them to indicate their preferences. From this information, it is possible to establish the relative importance of each of the attributes – thus providing a wealth of useful, clear information and powerful modelling capabilities.

CBC (also known as Discrete Choice Modelling) is now the most popular conjoint-related method. It allows the respondent to express preferences by choosing from sets of concepts, rather than by rating or ranking them. This means that it more closely reflects decisions that customers make in the real world – making it a more simple and natural task that everyone can understand.

Respondents were shown three sets of concepts on screen and asked to select their favourite based on their own needs (see Figure 3.4). As in the real world, within a CBC interview respondents could decline to select any of the concepts presented to them by selecting a 'None of these' code. In addition to mimicking real life situations it did not force the respondent to make choices that they necessarily would not, therefore, increasing the richness of the data.

This exercise was repeated nine times, which allowed all features to be tested against each other. The process, therefore, allowed respondents to review a large number of elements at the same time, without compromising data quality.

Conjoint techniques measure the preference/appeal of products, but it is important to recognise that these preferences cannot be assumed to represent actual take up.

The questionnaire aimed to obtain more realistic estimations by asking respondents directly how likely they would be to use ASD if it offered various combinations of features. In order to do this, after the Conjoint section, respondents were shown five propositions (combinations of features) and asked how likely they would be to use ASD if those features were available.

Likely uptake figures were downweighted by applying a truth index to convert the answers to a probability or propensity to take up a product. This truth index has been developed and tested over many years to account for the fact that not all respondents who say they will take up a product actually go ahead to do so.

From the analysis of the main conjoint section, we determined the utility (or desirability) of the five propositions. Regression techniques were then used to estimate the propensity to take up ASD for any combination of features by creating a link between the utility of the product and propensity to take up ASD.

This technique enabled us to convert conjoint preferences to more real-world estimates of uptake. However, it should be noted that uptake could also be influenced by other external factors such as awareness, promotion, implementation, word of mouth, etc.

Figure 3.4 Example CBC screen

Respondent Note Keyboard Search

E2e. Please select your favourite service based on your own needs .

<p>Report changes of circumstances which may affect how much you receive in benefits (for example, if you start working part-time)</p> <p>Make a Jobseeker's Allowance claim online</p> <p>See when payments have been or will be made</p> <p>Search for suitable jobs</p> <p>Receive an email or text when suitable jobs become available</p> <p>Keep a record of your job search activity so that Jobcentre Plus staff can see which jobs you have applied for</p>	<p>Find out which benefits and how much you might be entitled to</p> <p>Report changes of circumstances which may affect how much you receive in benefits (for example, if you start working part-time)</p> <p>Report changes of circumstances which do not affect the amount you receive in benefits (for example, your contact or payment details)</p> <p>Make a Jobseeker's Allowance claim online</p> <p>Search for suitable jobs</p> <p>Keep a record of your job search activity so that Jobcentre Plus staff can see which jobs you have applied for</p>	<p>Find out which benefits and how much you might be entitled to</p> <p>Download a proof of benefits letter which you could use to access other benefits or services (for example, Housing Benefit)</p> <p>View a summary of all your information on benefits and job-search in one place</p> <p>View the status of a claim (for example, whether a decision has been made)</p> <p>Make or change appointments with Jobcentre Plus staff</p> <p>Receive an email or text when suitable jobs become available</p>
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None of these

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3.3 Uptake forecasts

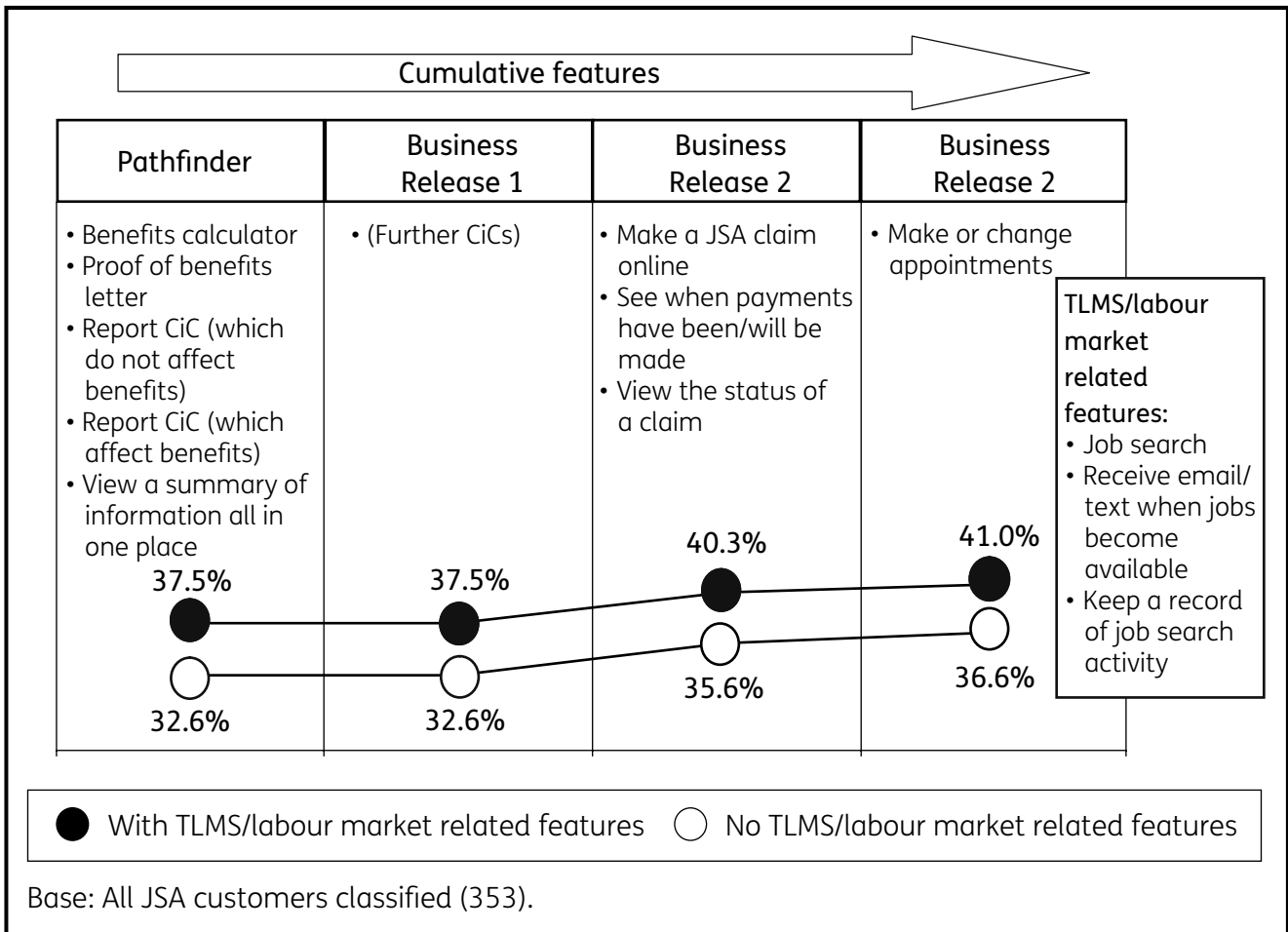
The analysis of conjoint data provided forecasts of likely uptake of ASD given different configurations. However, it should be noted that these forecasts provide a snapshot based on existing perceptions and experiences of both ASD and the benefits system, and assume the use of ASD being entirely voluntary.

Once ASD is introduced and becomes established then potential volumes will change based upon renewed perceptions, norms and experiences. The forecast results assume 100 per cent awareness of ASD.

Figure 3.5 shows the modelled uptake of ASD among JSA customers based on the features shown being introduced at each of the four releases. Levels of uptake are shown for two scenarios:

- The first scenario (shown on the bottom line) does not include any of the labour market related features tested by the questionnaire (job search, receiving an email/text when jobs become available, keeping a record of job search activity).
- The second scenario (shown on the top line) shows the impact of integrating all of the labour market related features at the Pathfinder release.

Figure 3.5 Modelled uptake of ASD amongst JSA customers



It should be noted that the simplified model shown to respondents added all changes in circumstance (CiC) features at the Pathfinder phase, so no additional features were assumed at Business Release 1: levels of uptake at the Pathfinder phase and Business Release 1 are, therefore, the same. The actual proposed phasing of ASD will include the ability to update some CiCs from the Pathfinder phase, with the ability to update further changes in circumstances being introduced at Business Release 1.

For the first scenario (which excludes Transforming Labour Market Services (TLMS) features), the chart shows that based on the features included from the Pathfinder phase, 32.6 per cent of JSA customers will potentially take up ASD. The introduction of additional features at Business Release 2 increased uptake further to 35.6 per cent, and this rose slightly to 36.6 per cent when the additional feature ‘make or change appointments’ was added at Business Release 3.

In the second scenario, adding in the TLMS/labour market related features at the Pathfinder phase created a notable uplift in uptake of 4.9 percentage points at the Pathfinder phase: rising from 32.6 per cent without TLMS to 37.5 per cent with TLMS. Indeed, integrating TLMS features early had more of an impact on levels of uptake than adding in the Business Release 2 and 3 features.

Based upon the inclusion (or integration) of all 12 features tested by the questionnaire, the potential uptake among JSA customers stood at 41 per cent at Business Release 3.

Table 3.1 shows modelled levels of uptake amongst JSA customers by key demographic groups. In particular:

- The importance of internet confidence on likely uptake was clearly highlighted by the data, with a potential uptake of 45.8 per cent of internet confident JSA customers by Business Release 3, compared with 27.6 per cent of those not internet confident.
- Levels of uptake were higher among younger JSA customers (aged 18-34: 45.6 per cent at Business Release 3), compared with older JSA customers (35.6 per cent at Business Release 3 among those aged 35+).
- Linked to age, it is also notable that levels of potential uptake were higher among those whose current claim was up to six months in length (44.5 per cent) compared with longer-term customers (38.2 per cent of those whose current claim was six months or over).

These findings have positive implications for the future, suggesting that uptake of ASD could increase as new, potentially younger customers start to claim JSA.

Table 3.1: Modelled uptake of ASD (including TLMS features) amongst JSA customers

Base: All JSA customers classified	Pathfinder* %	Business Release 1 %	Business Release 2 %	Business Release 3 %
All JSA customers (353)	37.5	37.5	40.3	41.0
Age				
18-34 (187)	40.9	40.9	44.6	45.6
35+ (166)	33.5	33.5	35.2	35.6
Gender				
Male (219)	36.2	36.2	39.2	40.0
Female (134)	41.0	41.0	43.1	43.9
Internet confidence				
Confident (261)	42.4	42.4	45.0	45.8
Not confident (92)	23.7	23.7	27.1	27.6
Length of claim				
Up to six months (160)	40.3	40.3	43.7	44.5
Over six months (192)	35.2	35.2	37.5	38.2

*Phasing includes TLMS/labour market related features from the Pathfinder phase.

Table 3.2 shows the modelled uptake of ASD (that is, with the TLMS/labour market related features included from the Pathfinder) for the four customer groups:

- Levels of potential uptake were highest among JSA customers with a modelled uptake of 41 per cent at Business Release 3.

Table 3.2 Modelled uptake of ASD (including TLMS features) amongst all customer groups

Base: All classified	Pathfinder* %	Business Release 1 %	Business Release 2 %	Business Release 3 %
JSA (353)	37.5	37.5	40.3	41.0
ESA/IB (184)	24.3	24.3	25.5	25.6
IS (189)	32.9	32.9	35.0	35.3
Working non-customers (169)	36.8	36.8	39.2	39.7

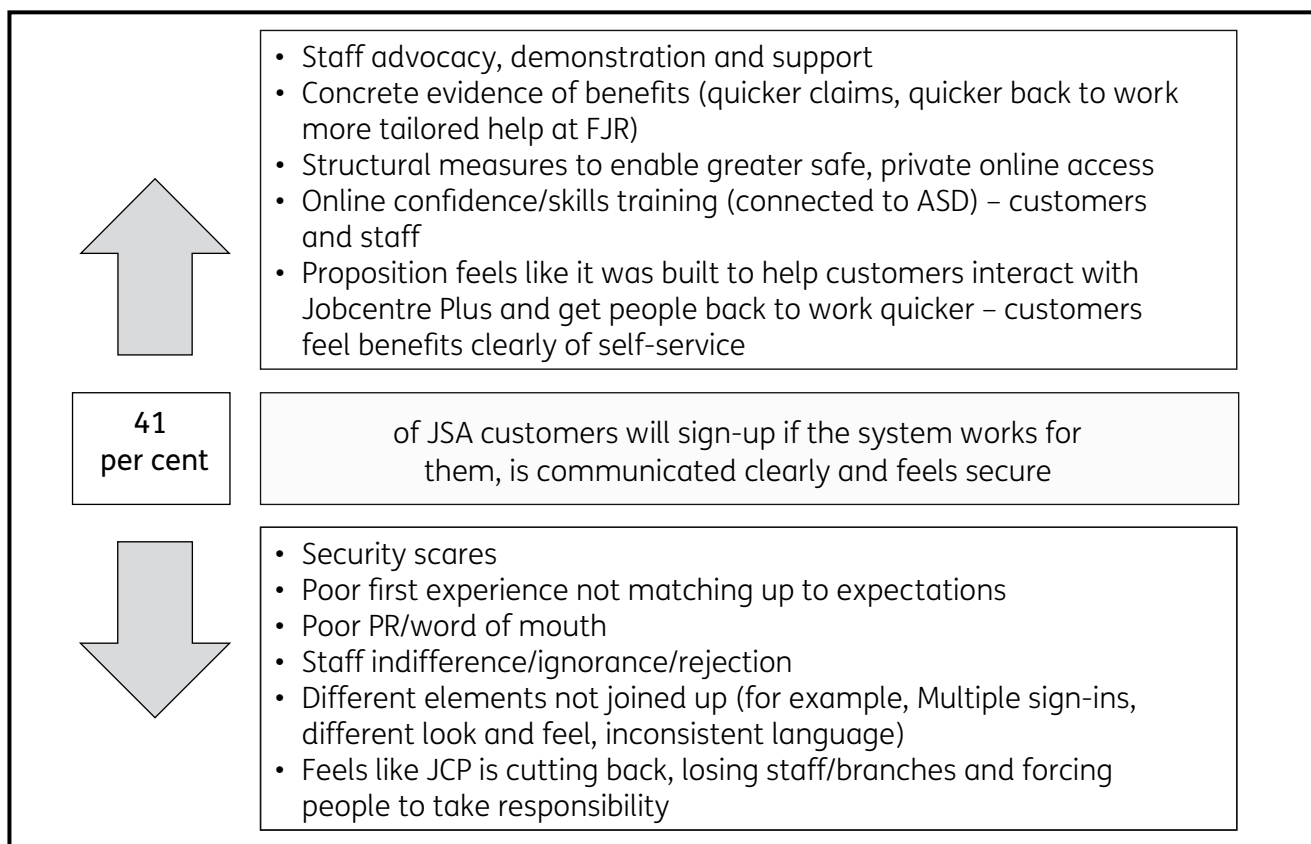
*Phasing includes TLMS/labour market related features from the Pathfinder phase.

- Levels of uptake were similar among working non-customers. Potentially, 39.7 per cent of working non-customers would take up ASD by Business Release 3.
- Levels of uptake were slightly lower among Income support (IS) customers, with a potential uptake of 35.3 per cent.
- Employment and Support Allowance (ESA)/Incapacity Benefit (IB) customers were significantly less likely than other customers to say that they would take up ASD, with a potential uptake of 25.6 per cent by Business Release 3. Among this group, the addition of features at Business Release 2 and 3 only had a modest impact on uptake – rising by only 1.3 percentage points from the Pathfinder phase to Business Release 3. These lower levels of uptake linked to much lower levels of internet use and internet confidence among ESA/IB customers. In addition, it was noted that ESA/IB customers tended to have less frequent interaction with Jobcentre Plus than IS and JSA customers, and this may impact on likely uptake. For example, 44 per cent of ESA/IB customers said that they had not had any contact with Jobcentre Plus in the past 12 months, compared with 28 per cent of IS customers and one per cent of JSA customers.

3.4 Maximising take-up and adoption

Achieving 41 per cent uptake is dependent on all customers being aware of ASD availability and functionality, that it works perfectly for them the first time they use it, and that there are no doubts or concerns about the security of the system.

Figure 3.6 summarises the measures and events identified by the qualitative research that could drive uptake higher than 41 per cent and the factors that could result in a lower level of uptake.

Figure 3.6 Maximising take-up of ASD

3.5 Summary and implications

- The system as a whole was welcomed by many, but few customers differentiated strongly between features. There was no one feature which strongly drove uptake, and adding in further features at Business Release 2 and 3 did not result in any strong increases in potential uptake. However, bringing in labour market features did increase likely uptake at each stage by four to five percentage points, which suggests that integration of ASD and TLMS should happen as early as possible.
- This indicates that successful implementation of ASD should focus on ‘doing the basics well’.
- Potential uptake was 41 per cent of JSA customers if all features are included.
- The higher levels of potential uptake among newer JSA customers and working non-customers have positive implications for the future.
- Lower levels of potential uptake were evident among ESA/IB customers, perhaps related to their lower levels of internet confidence and lower frequency of contact with Jobcentre Plus.
- The strong links between internet confidence and potential uptake highlight the importance of support – especially for older JSA customers, IS and ESA/IB customers.

4 Engaging customers

As well as exploring potential uptake of Automated Service Delivery (ASD), the research aimed to understand how best to communicate with customers about the service, and the measures which would help to maximise uptake.

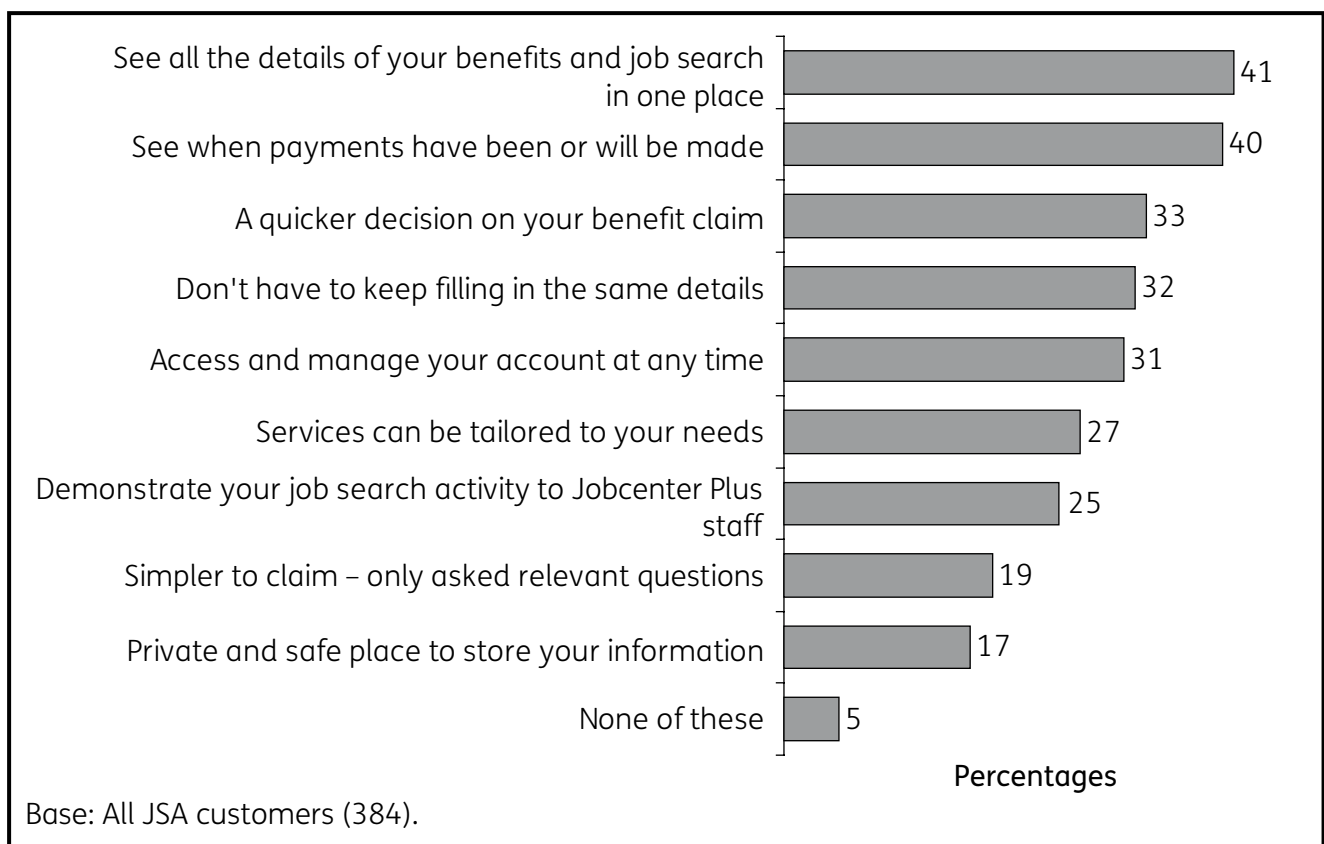
The research also aimed to understand whether there were any customer groupings which would benefit from specific messages, interventions or support.

4.1 Levers and barriers to uptake

4.1.1 Benefits of ASD

After considering ASD in detail, all respondents were shown a list of the potential benefits of the system, which were developed following the qualitative work, and asked which three would be most important to them. Figure 4.1 shows the benefits which were felt to be important by Jobseeker's Allowance (JSA) customers (these findings are separate from the modelled data discussed in the previous chapter).

Figure 4.1 Benefits of using ASD



Around two-fifths of JSA customers said that seeing all the details of their benefits and job search in one place would be most important to them (41 per cent), and a similar proportion said this about seeing when payments have been or will be made (40 per cent).

Around three in ten mentioned aspects of their claim which could speed up the process – 33 per cent said that a quicker decision on their claim would be important, and 32 per cent mentioned the fact that they would not have to keep filling in the same details would be important.

Convenience was also perceived as an important benefit, with 31 per cent thinking it was important that they could access and manage their account at any time, and 27 per cent that services could be tailored to their needs.

Younger JSA customers were more likely than their older counterparts to think that all of these benefits of using the system were important to them. However, it is worth noting that younger JSA customers were also more likely to say they would use the system, and those more likely to take up the system were also more likely to feel that these benefits were important.

4.1.2 Encouraging the use of ASD

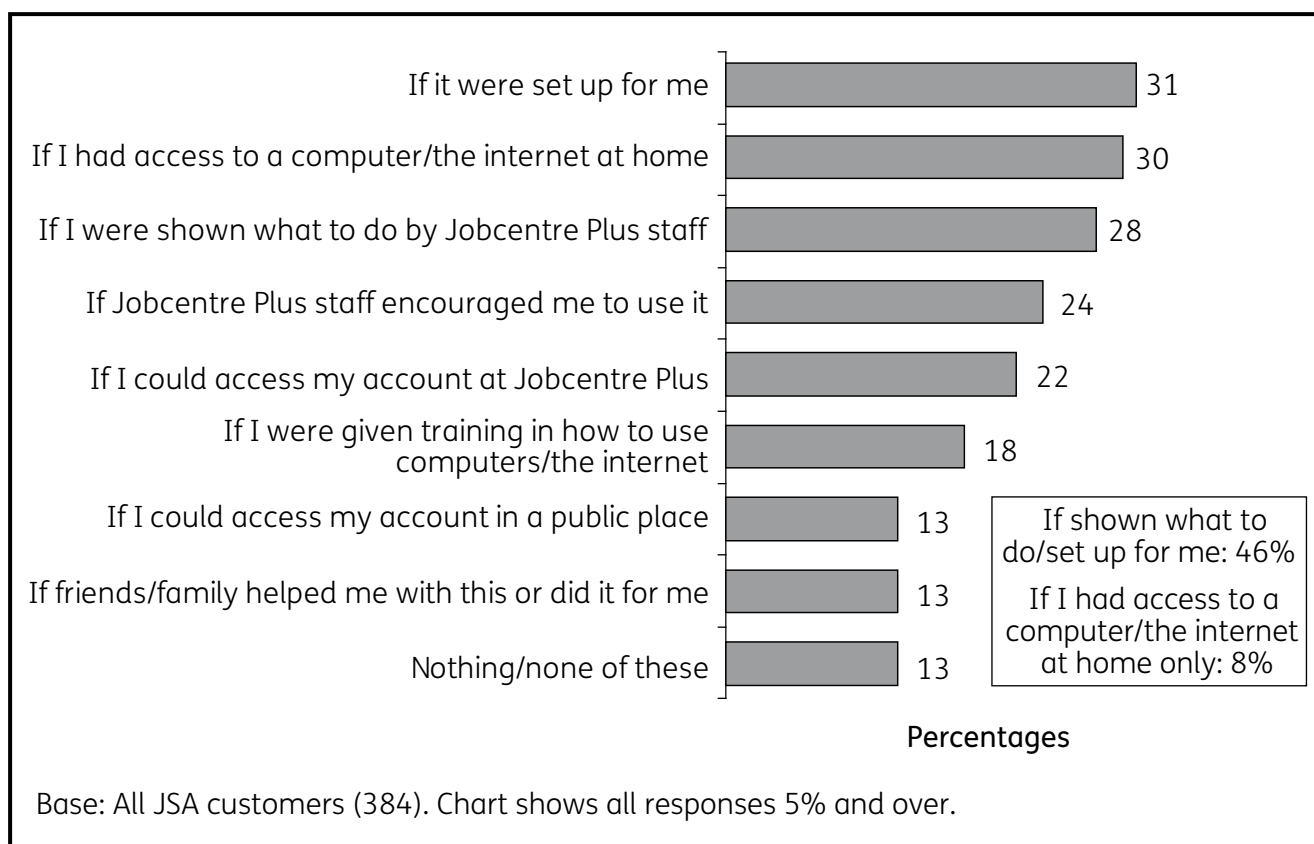
Further sections of the questionnaire explored the steps which might encourage customers to use ASD. Findings are again separate from the modelled data discussed in the previous chapter.

All JSA customers were shown a list of potential support measures and asked which would make them more likely to start using the system. Responses mentioned by five per cent or more of JSA customers are shown in Figure 4.2.

Almost nine in ten (85 per cent) said that at least one of the support measures shown would make them more likely to use ASD, with those keen to use the system more likely to say that support measures would encourage them to use it (89 per cent) than those who were less keen (49 per cent). This implies that those who were not keen to use the system might require intervention over and above the support measures listed.

Around three in ten JSA customers said that they would be more likely to use ASD if it was set up for them (31 per cent), or if they were shown what to do by Jobcentre Plus staff (28 per cent). Taken together, just under half (46 per cent) said that they would be more likely to use ASD if they were offered support in one of these ways. Further, encouragement by Jobcentre plus staff was also seen as important, as around a quarter (24 per cent) said they would be more likely to use ASD if they were encouraged to do so.

Figure 4.2 Support measures which would make JSA customers more likely to start using ASD



While three in ten (30 per cent) of JSA customers said that they would be more likely to use ASD if they could access it from home, only six per cent overall said that this was the only thing that would make them more likely to use ASD.

These results, therefore, indicate that support and encouragement are most important in driving uptake of ASD among JSA customers. It is interesting to note that those who said that they were already confident using the internet were no less likely than average to say that support and encouragement would make them more likely to use ASD. This suggests that supportive and encouraging messages should be delivered to all, and not only to more nervous and concerned customers.

Customers were also asked whether restrictions in the way in which they interact with Jobcentre Plus would make them more likely to start using ASD. Overall, a quarter (26 per cent) of JSA customers said that they would only use ASD if there was no other way to get their benefits, and no other channel restriction measures would impact on their decision. However, it should be noted that many of these respondents had previously indicated that they were keen on taking up ASD without the need to impose any channel restriction measures. This means that only 4% of all JSA customers said that they were not keen on using ASD and the only thing that would make them start would be if it was the only way they could get their benefits.

4.2 Key customer groupings

The quantitative analysis indicated that there were three main categories which had the potential to drive uptake of ASD:

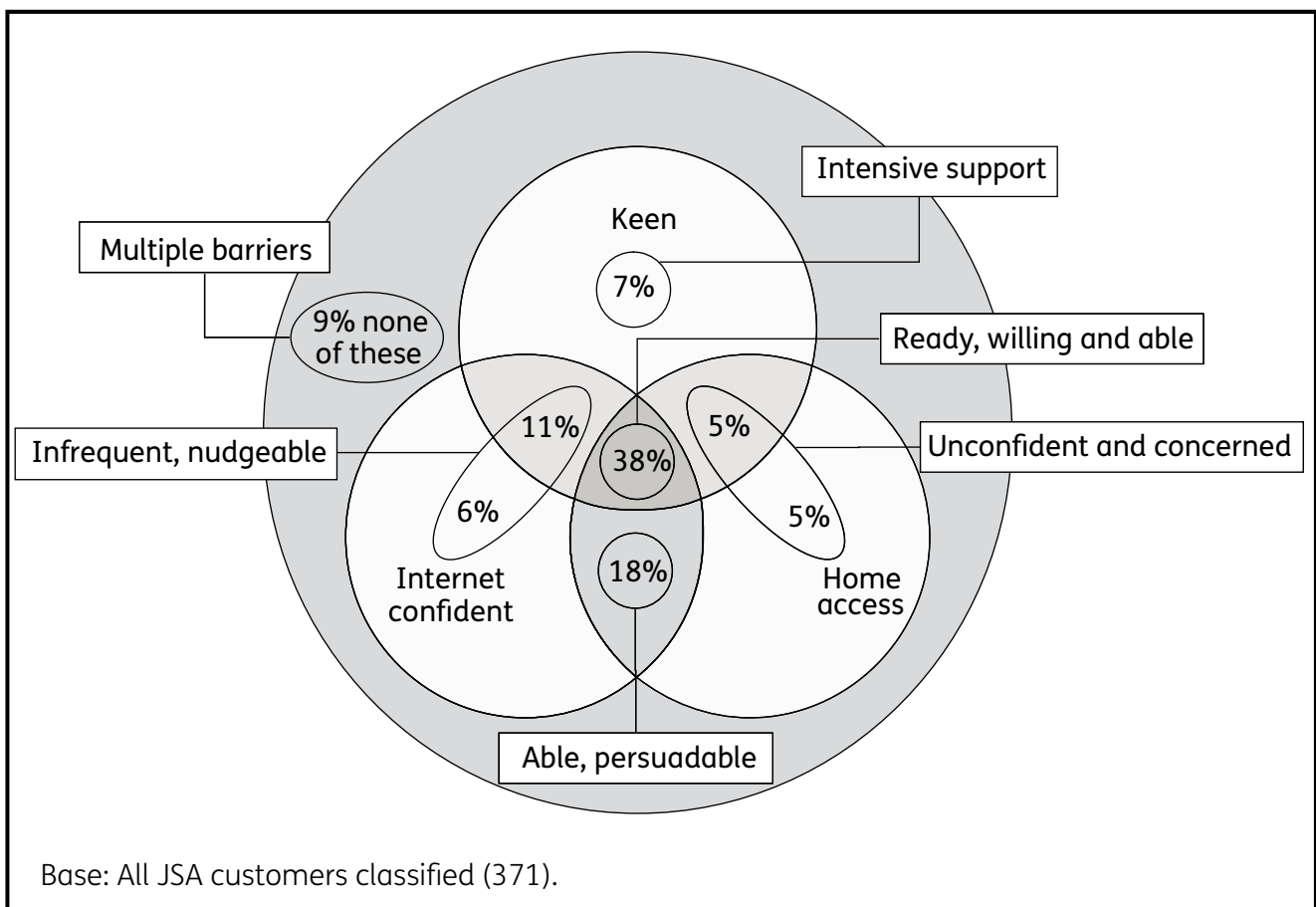
- Attitudinal: based on whether JSA customers are keen to use ASD.
- Confidence in using the internet in general.
- Having home internet access.

Figure 4.3 shows how these three categories intersect to form a classification of JSA customers: providing a number of key segments which differ in terms of their motivations, and which might benefit from different messages and interventions to encourage them to take up ASD.

The groups which result have been named based on their responses, and each of these is described in more detail in the following pages.

Just under four in ten (38 per cent) of all JSA customers were keen to use the system, feel confident using the internet and had home internet access (shown in the segment in the centre of the figure). Conversely, nine per cent of all JSA customers did not sit in any of these categories.

Figure 4.3 Key customer groupings



It is worth noting that, as shown in Table 4.1, the segments do not vary significantly by demographics, so differences between them are not largely based on age, gender, or length of claim.

Table 4.1 Profile of key customer groups

Base: All JSA customers classified	Ready, willing and able (144) %	Able, persuadable (68) %	Infrequent, nudgeable (66) %	Unconfident and concerned (39)* %	Intensive support (22)* %	Multiple barriers (33)* %
Age						
18-34	59	68	60	41	31	27
35-49	27	23	29	45	32	40
50+	14	9	11	13	37	32
Gender						
Male	68	71	77	79	79	73
Female	32	29	23	21	21	27
Length of current claim						
0-6 months	50	48	43	52	27	47
7 months–3 years	42	44	45	35	56	38
3 years+	8	8	13	14	17	13

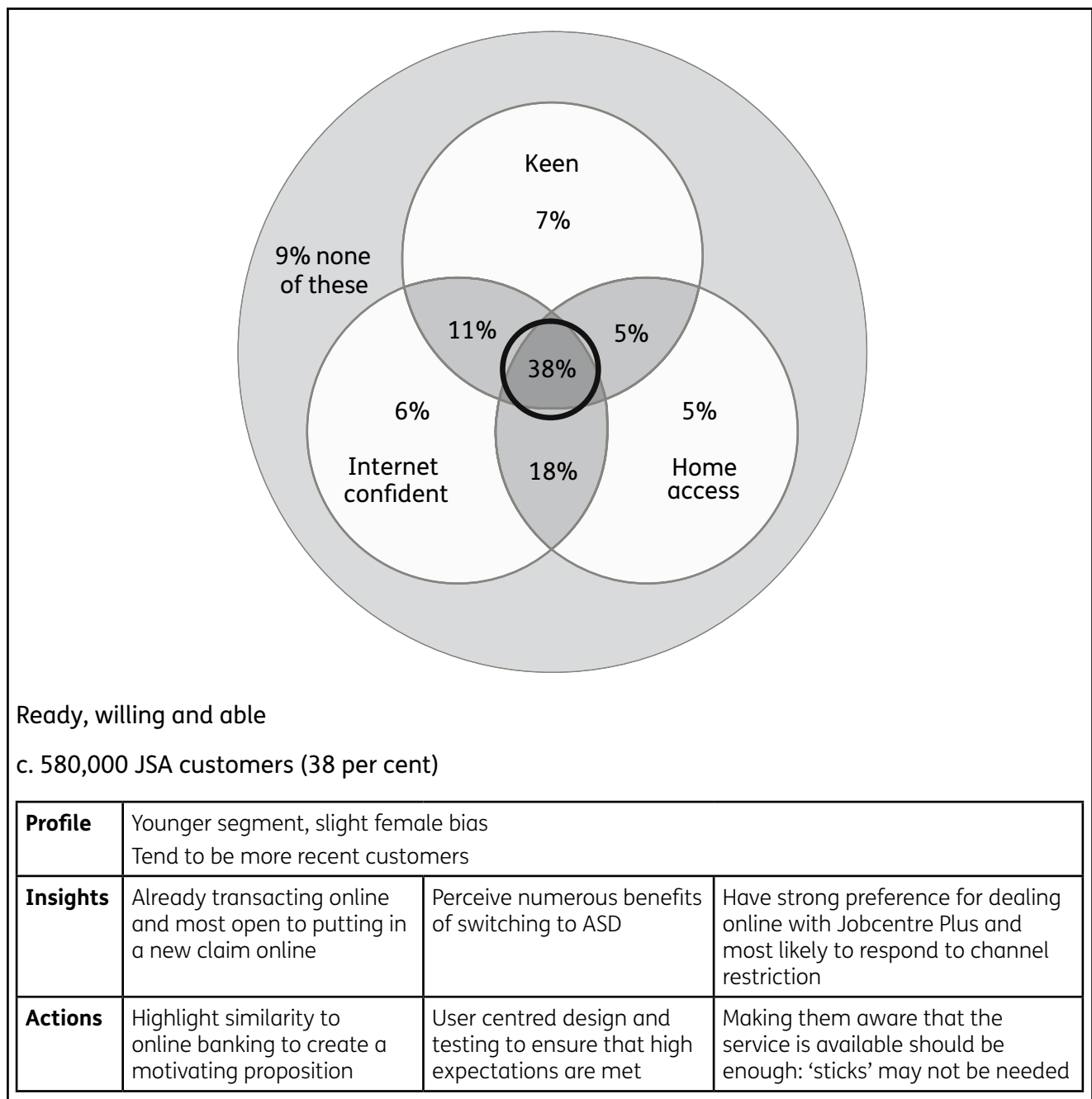
*Caution: Small base sizes.

The following section outlines, for each of the six segments, the key findings related to profile differences, insights from the quantitative survey, and suggested actions arising from those insights, together with comments based on the qualitative and quantitative work.

4.2.1 Ready, willing and able

The first segment comprises those who are keen on using ASD and who have no barriers to using it related to home internet access or low levels of internet confidence – they could, therefore, be considered to be Ready, Willing and Able to use the system. The segment makes up 38 per cent of all JSA customers.

Figure 4.4 Ready, willing and able group



This group will be the quickest and easiest to sign up. Communications should raise awareness of ASD (for example, through staff interactions) and facilitate sign-up and trial to overcome inertia (for example, using reminders, demonstration or channel restriction in extremes). As part of this, there is the need for a consistent and compelling message about the benefits of signing up, such as:

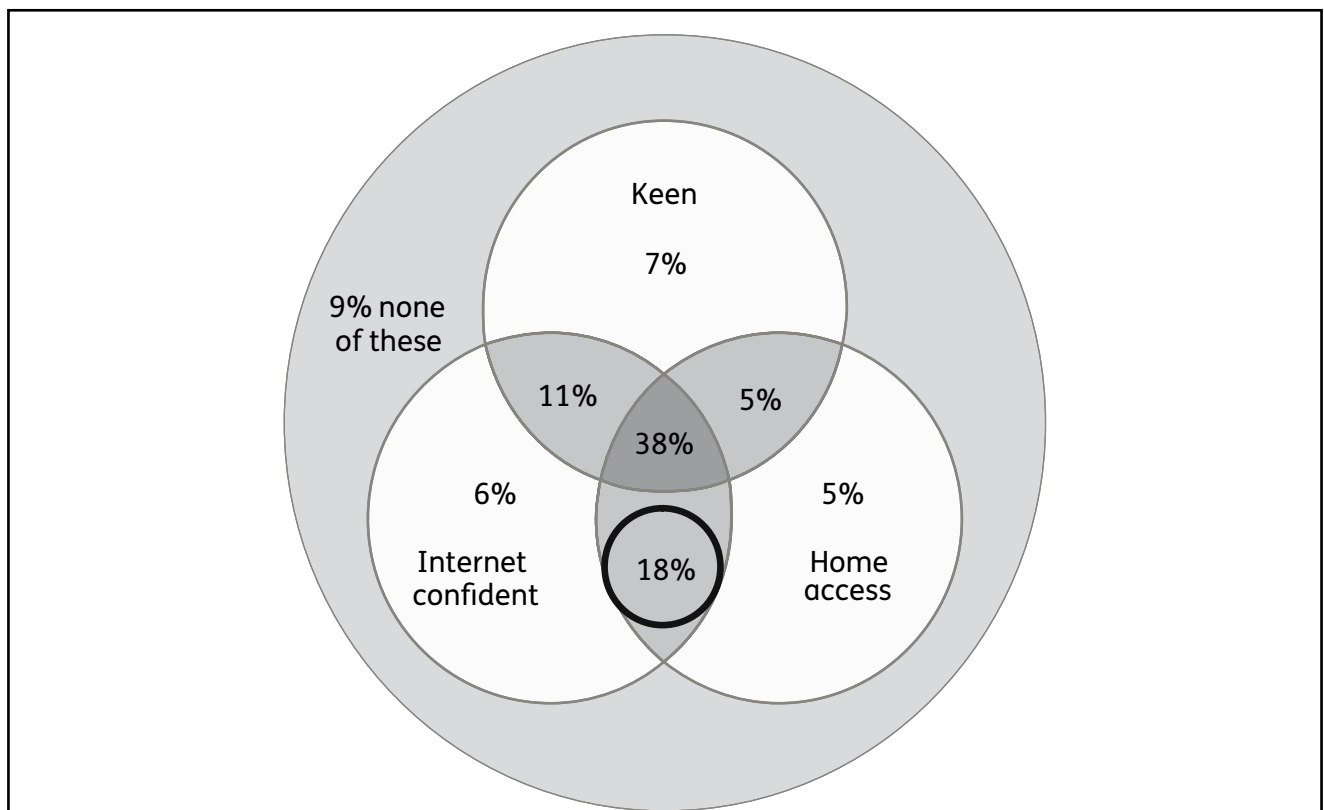
- Control and peace of mind when claiming.
- The benefits of opening up job opportunities.

It is important that ASD works well from first use for this segment given that they already have high expectations related to other online transactions which they are already carrying out. They represent a key risk if these expectations are not met and this group should, therefore, be a key segment for conducting user testing with.

4.2.2 Able, persuadable

Eighteen per cent of JSA customers could be considered able to use ASD, as they feel confident using the internet and have home access, but are not keen on using the system. This segment could be persuaded to use the system, and are, therefore, called Able, persuadable.

Figure 4.5 Able, persuadable group



Able, persuadable

c. 275,000 JSA customers (18 per cent)

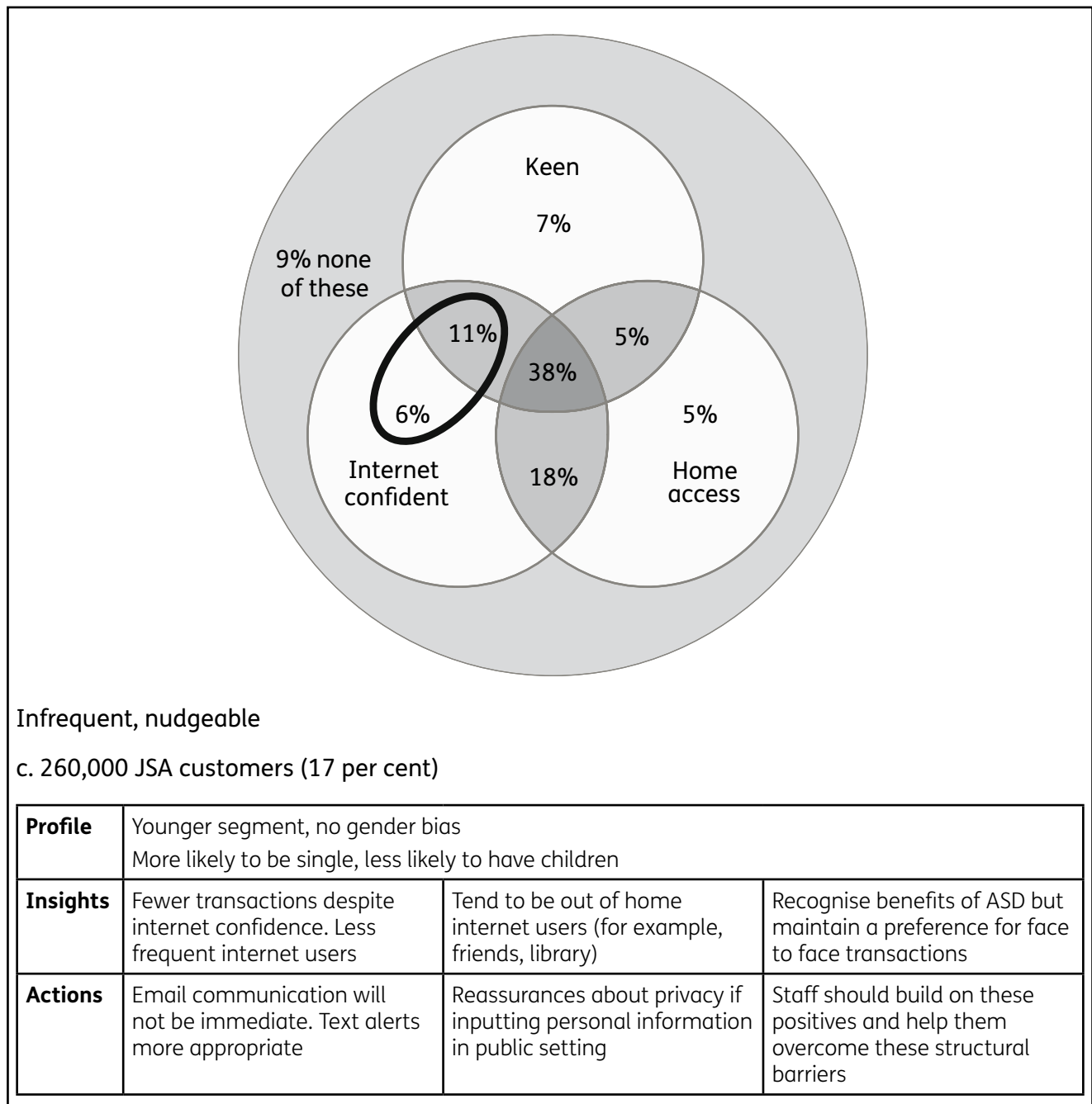
Profile	Younger segment, no gender bias		
Insights	Equally likely to be using online banking as Ready, Willing and Able	Less likely to feel that ASD will be simple and tailored	TLMS features appear to be a key motivator
Actions	Highlight similarity to online banking to open conversation	Offer reassurance and examples of how this may benefit them	Centre on these features, and particularly tailored job search

It will be important to understand why they are not keen – this would ideally flow out of a conversation with staff to identify and break down the benefits. Staff will, therefore, need to sell the benefits of the system to this group by concentrating on the things that are important to them.

4.2.3 Infrequent, nudgeable

The Infrequent, nudgeable segment does not have home internet access, and therefore, face structural barriers to accessing ASD. They tend to be lower weight internet users, but they are no less likely than average to recognise the benefits to them of using ASD, so could, therefore, be persuaded to use it.

Figure 4.6 Infrequent, nudgeable group



This group will be harder to convert because they face structural barriers which they will need help in overcoming.

It may, therefore, be necessary to check that they will have access to secure, private locations to use ASD. Jobcentre Plus may need to have a role in enabling this, for example, by signposting customers to public internet access locations such as libraries.

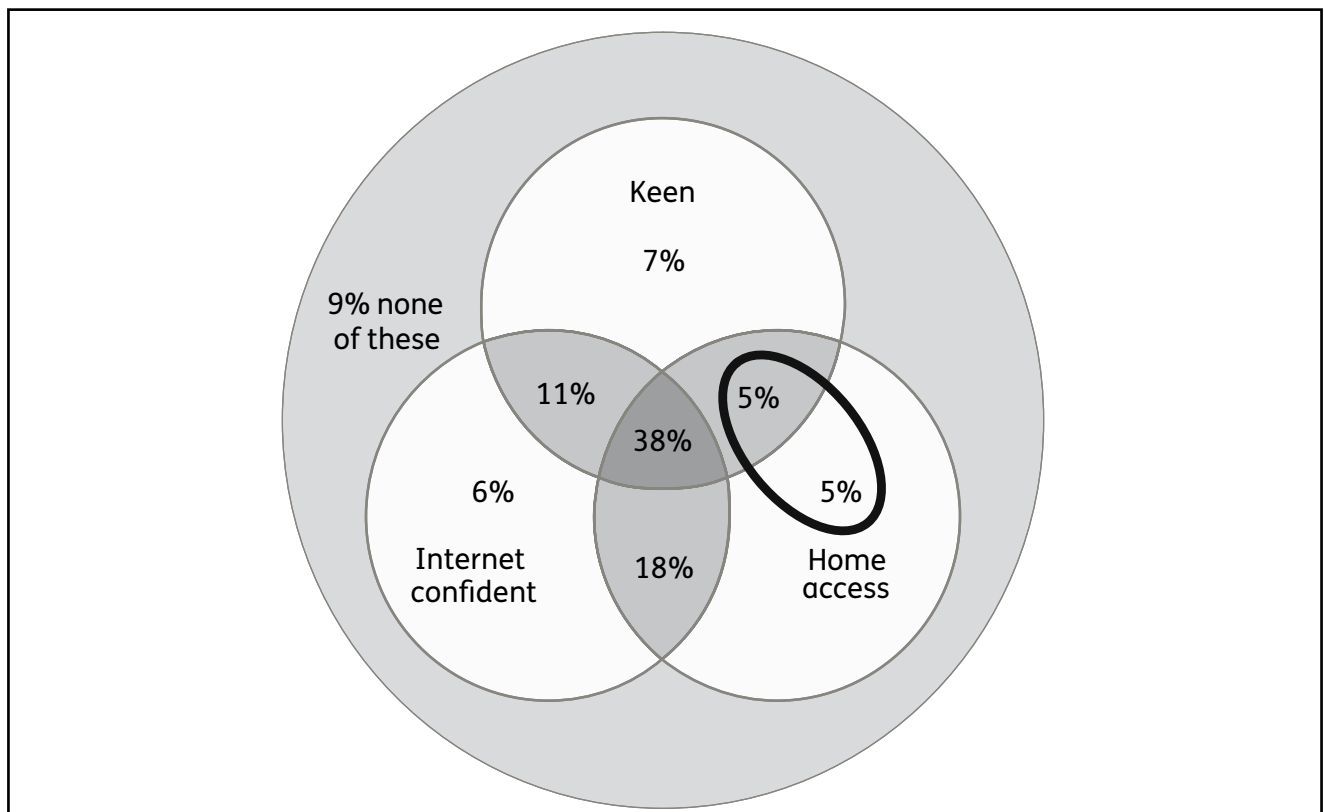
Given that home internet access is an issue for this group, the use of text alerts may help to drive up their frequency of internet use, for example, by prompting them to log on to their account each time an update to their account occurs.

While channel restriction (for example, changing the hours of the telephone service) is likely to help this group to overcome inertia to use the system, this strategy may be risky if they become frustrated if access issues are not addressed.

4.2.4 Unconfident and concerned

Lack of internet confidence is a key feature of the Unconfident and concerned segment. They all have home internet access, but they tend to be infrequent users. This group comprises ten per cent of all JSA customers.

Figure 4.7 Unconfident and concerned group



Unconfident and concerned

c. 153,000 JSA customers (10 per cent)

Profile	Older (but not oldest) segment, slight male bias		
Insights	Low levels of internet confidence, low level internet skills	Privacy and security are the key concern for this group	Lower levels of confidence with the benefits system in general
Actions	Signpost training Stress ease of use Encourage them to try with friends/family first	Reassurance needed specifically about this	Highlight how ASD can help them to navigate the benefits system

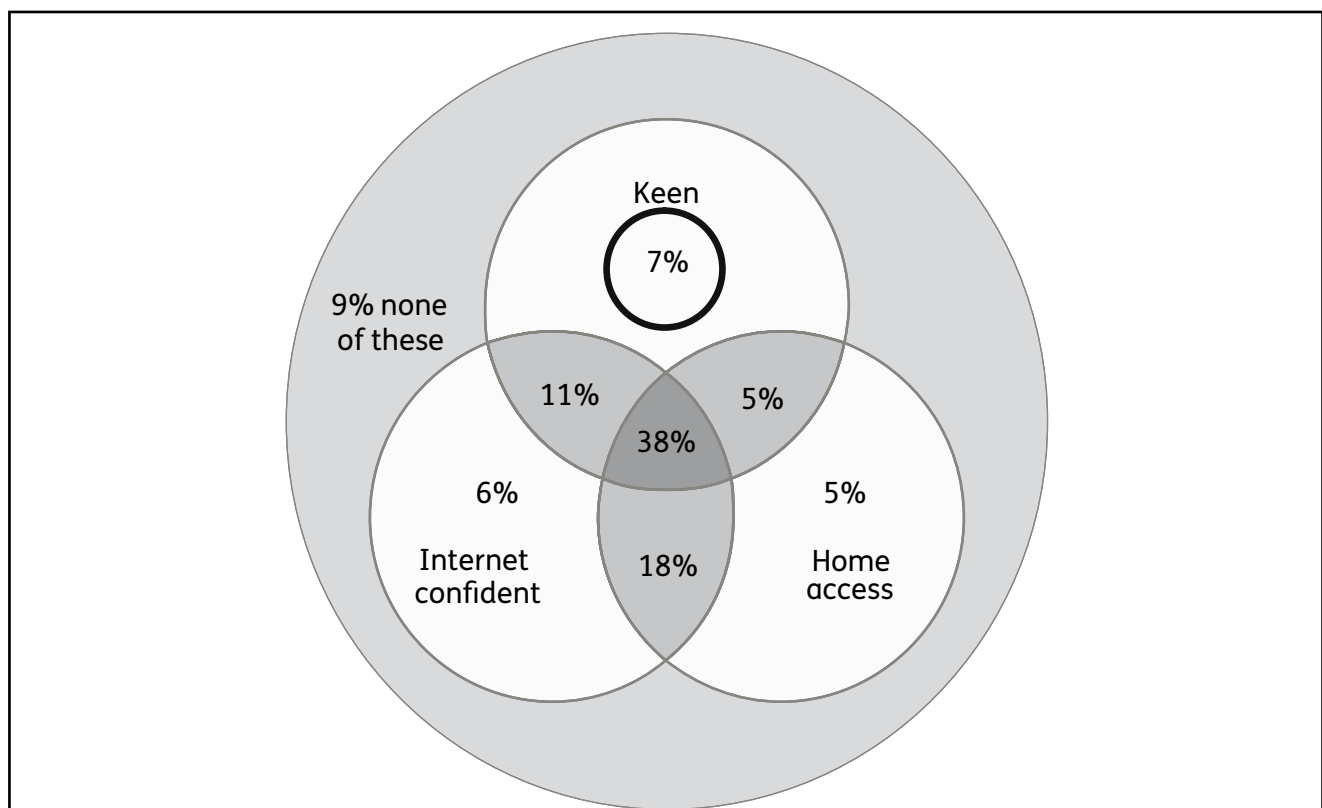
Simplicity is key for this group and it will be important to get the user experience right for them. They will need a lot of reassurance and confirmation that they have done things right, which may lead to a lot of additional traffic and calls to Jobcentre Plus staff in the short term.

It may be that ASD could be a vehicle for encouraging digital inclusion among this group: offering a reason for building confidence online. It will, therefore, be important to stress all the benefits of being online to this group (for example, access to more jobs).

4.2.5 Intensive support

The Intensive support segment does not have home internet access, and does not feel confident using the internet, but is keen to make use of ASD. This group is so named because they are likely to need intensive support to use the internet, but we feel that ASD could act as a vehicle to encourage them to get started online.

Figure 4.8 Intensive support group



Intensive support

c. 107,000 JSA customers (7 per cent)

Profile	Among the oldest segments, longest-term customers, no gender bias		
Insights	Low levels of internet use, skills and confidence. Cost and skills barriers	Fairly open to transacting online in general and recognise some benefits of ASD	Lower levels of confidence with the benefits system in general
Actions	Signpost training, access services and grants Ongoing support services	Promote ASD as a reason for developing online skills and confidence	Messages around ASD helping to make benefits simpler may be motivating

This group will need intensive support to get them started using the internet, although ASD appears a strong vehicle for encouraging digital inclusion for this group who are open to ‘giving it a go’.

Whilst it will be useful to stress the additional benefits of being online, this group will need a lot of ongoing support, and this may lead to a lot of additional traffic and calls to Jobcentre Plus in the short term.

While this group is unable to respond to early channel restrictions due to the barriers they face, they are likely to take up ASD if it is the only way to access benefits. However, they will need adequate support to develop their online skills

4.2.6 Multiple barriers

The Multiple barriers segment face all three barriers to using ASD: they do not feel confident using the internet, do not have home access, and are not keen on using ASD.

This group comprises nine per cent of all JSA customers.

Figure 4.9 Multiple barriers group

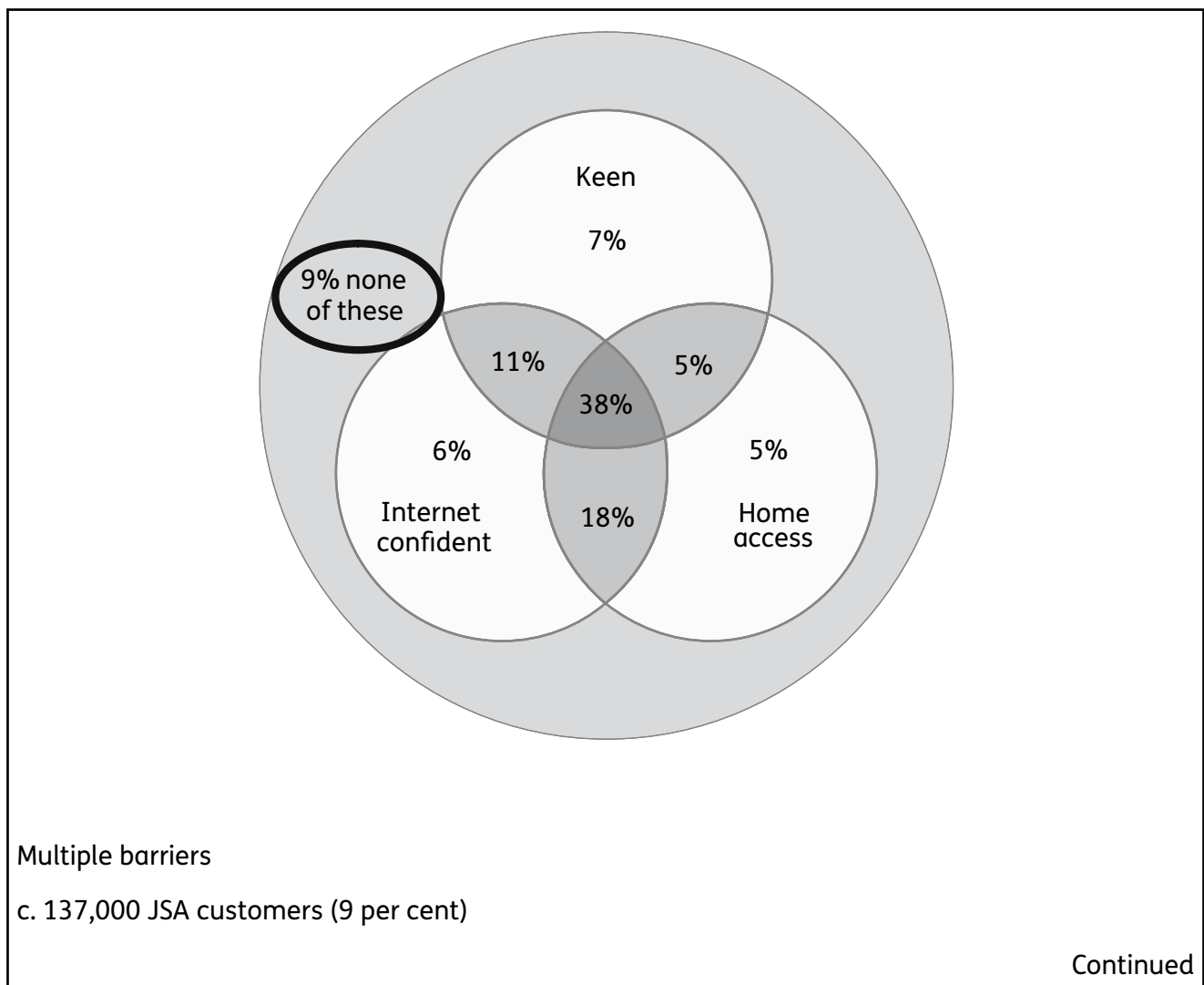


Figure 4.9 Continued

Profile	Among the oldest segments, no gender bias		
Insights	Lowest levels of internet use and confidence Least likely to have ever used the internet	Least interested in the internet or transacting online and less likely to recognise benefits of ASD	Unlikely to respond to channel restriction
Actions	Signpost training, access services and grants Ongoing support services	Need to create appetite for internet use by stressing benefits	Caution as risk of negative word of mouth/PR if this group feels forced to use ASD

This group will need the most effort to convert (if at all), which will require adequate support to develop their online skills, including computing access and intensive training, as well as ongoing encouragement to use ASD.

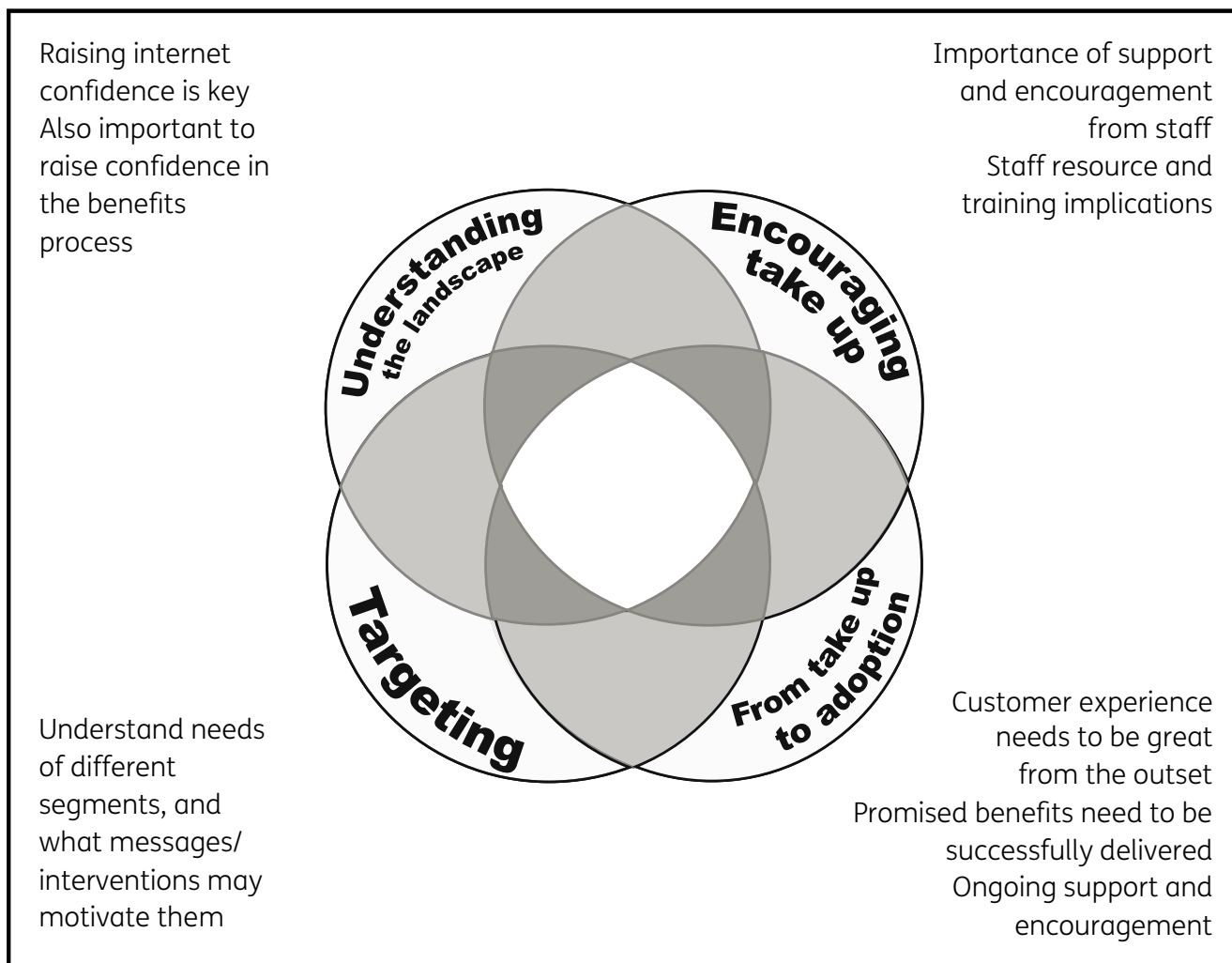
4.3 Summary and implications

- The main levers to driving uptake of ASD appear to relate to providing support, and we feel that this could focus on raising levels of confidence using the internet, or positioning ASD as an opportunity to start using the internet.
- The importance of providing support and encouragement to maximise uptake of ASD was clear through the qualitative and quantitative work. This of course has implications for staff training, and resourcing, especially in the early stages of implementation.
- It appears that provision of general support and in particular channel restriction was less motivating in encouraging those unlikely to use ASD to start using it – perhaps indicating that the latter would be more effective in overcoming inertia rather than changing attitudes. Looking at the qualitative and quantitative research more widely, it appears that most of the barriers to using ASD are related to reluctance to use the internet, rather than based on the features or concept of ASD itself.
- The key groupings described provide suggestions for how ASD could be communicated to customers. Because the groupings are based on barriers to using ASD, rather than demographics, staff will need to identify these potential barriers in conversation with customers.

5 Recommendations

Our recommendations for the successful implementation of Automated Service Delivery (ASD) can be grouped into the key themes shown in Figure 5.1. Each of these is described in more detail below.

Figure 5.1 Summary: recommendations for implementation



5.1 Understanding the landscape

It is essential to understand that ASD will not be launched in a vacuum. ASD will be launched into an environment of great change to the benefits system and wider reforms to public services. In addition, changes to the role of technology in accessing and delivering public services may add to customer uncertainty.

All of these issues will impact the way in which ASD is received by customers. The way in which ASD is designed and communicated could have a big impact on the way in which it is viewed.

5.2 Encouraging take up

With lower budgets available for above-the-line communications, staff become a vital channel for raising awareness and will be required to play a leading role in educating customers about the benefits of ASD.

To overcome the barriers of inertia and concerns about security, staff may help customers with initial sign-up. To turn trial into on-going usage and adoption, it will be important that staff integrate ASD into all their interactions and are willing and able to sort out any customer difficulties.

Communications between staff and customers may take the form of a conversation, perhaps as part of a Fortnightly Job Review (FJR). Staff can use this conversation to:

- Understand customer barriers to using the system.
- Tailor messages and possible solutions (based on the individual and their barriers).
- Signpost available help/support services.
- Encourage first use.
- Help sustain longer-term use.

Materials to support these conversations could be used to raise awareness and enable targeted messaging to those identified as needing them.

5.3 From take up to adoption

With many other similar functions now being performed online, customers are already expecting ASD. They may be expecting to see all their information and perform all their Jobcentre Plus transactions online from the start (even if they are informed otherwise).

The first few experiences will, therefore, be vital in forming customer opinion. Customers will get dispirited quickly if they cannot do what they expect with the service (and they will be much harder to persuade to return). It will, therefore, be vital that the function of ASD is clearly communicated. It will also be important to get the user experience right first time and pre-launch consumer testing will be essential.

This suggests that customer-centric design, user-testing and a soft launch is the right approach to take.

5.4 Targeting

The research identified no one feature, application or benefit which will drive everyone to ASD. Instead it was found that different messaging and approaches will be needed for each customer group.

The segmentation outlined within this report is attitudinal and situational rather than demographic, which will necessitate staff identifying individual customer needs and tailoring the messages and support accordingly. As discussed, approaches will range from simple signposting and encouragement to more intensive support and training.

Certainly for some of the segments, raising internet confidence will help get many over their barriers.

Appendix A

Qualitative study

Discussion Guide – for JSA customers

Objectives:

- Develop a compelling customer value proposition for ASD self-service
- Understand the key factors which will influence customers' propensity to self-serve (drivers and barriers)
- Explore potential ways of driving uptake and migration

Introduction

- Thank for coming and introduce purpose of the research – to hear about your experiences about claiming benefit and explore the possibilities of new ways of claiming benefit
- Explain process – very informal, no right/wrong answers, want to hear different views, will be asking 'Why?' a lot
- Explain that we are going to be thinking about how things could be different in the future, so they can be creative and push boundaries – nothing is out of bounds
- Reassure about privacy/anonymity/filming/recording/viewing
- Ask each participant to introduce self – name, household

Aim: Understand context of remote channel usage and benefits

- How do you prefer to access services (e.g. banking, paying bills, admin)?
Probe: Online/Self-service (e.g. ATM, supermarket)/Telephone/Face-to-face
- Why those methods?
 - Have you always done it this way?
 - IF NO, When did you change? Why?
- What other new technologies do you use as part of other transactions?
Probe: cinema tickets via card at automated kiosk to reduce queuing, online shopping and delivery, booking holidays online rather than F2F at travel agent
- What about dealing with the Jobcentre/Local authority? *Need to establish for each respondent*
 - What benefits are people claiming at the moment?
 - ~ How? Why that method?
 - What benefits have you claimed in the past?

3. CURRENT CLAIM EXPERIENCE

Aim: Understand current system from user perspective

- We now want to focus on the experience of claiming Jobseeker's Allowance
- How does the system work? Take me through all the steps (from stopping work/equivalent)
Need to build up picture of customer journey, step by step from user perspective – with DWP journey in mind. Write up on flipchart
- For each step establish:
 - How do you go about interacting – do you go into the Jobcentre/use the phone/internet? Why that way? What are the pros and cons of each?
 - ~ Can you choose which way you do this? Is this your preferred way?
 - What's the experience like at each step?
 - ~ What works well? What works less well?
 - ~ How do you feel?
 - ~ What frustrations/difficulties do you have? Why?
- How would you like the system to be different/better? *Refer back to the journey here*
 - What ways would you like to interact with Jobcentre Plus?
 - What could be improved? What effect would that have?

Aim: Explore spontaneous views of what an online benefits claim and job search service/journey would look like

- We want you to imagine that in the future there is an online Jobcentre Plus service for claiming benefits and finding work. Explain in more detail as necessary for those who are less comfortable online:
 - What would be your hopes/fears for this?
 - What features would you expect it to have? Capture features on a flip
 - ~ Refer back to current journey and probe for ideas at each stage
 - ~ Explore making a claim vs. looking for work features
 - ~ Encourage people to draw ideas from other online service experiences e.g. Monster, Amazon Tesco
 - ~ Encourage people to think of ways of removing the barriers and negatives they described in section 3.
 - How would you expect it to work?
 - ~ Explore security
 - ~ Explore interaction with other channels – relationship with face-to-face and telephone, expectation of support
 - ~ Would you use touch screen kiosks for JSA if they were in post offices or libraries?
 - If not, why?
 - What would make it easier for you to use them?
 - What would be the main differences:
 - ~ In terms of how you would feel about the service? (go through the journey step-by-step)
 - ~ In terms of how likely they would be to find work?

5. EXPLORATION OF BLUEPRINT CONCEPT

Aim: To gauge overall reaction to ASD

- We now want to show you some ideas for a new online system for administering JSA
- *First, show broad description of ASD, screen grab mock-ups and security description*
What do you think about this as an idea?
 - How different is it from what you are doing at the moment?
 - Is this something you think you would use if you had the choice? Why/why not?
- What do you think might be the benefits of using this (rather than current system)?
 - Why would anybody bother?
- What are the drawbacks?
 - What concerns do you have?
 - What could they do to make this (e.g. security) less of a concern?
- Now we're going to have a look in a bit more detail at how it might work.
Go through 'David' customer journey
 - How does that sound to you?
 - Do you think this is something you would do? Why/why not?
 - How does it compare to what we described earlier?

6. FEATURES

Aim: Understand relative appeal of different features

- We're now going to discuss some of the individual features of the new system
 - *Quickly go through features one-by-one*
 - *Put into three piles – 'must have's, 'nice to have's, 'unimportant'*
 - *Explore each very briefly*
 - ~ Why is this a 'must have'? What does it bring?
 - ~ Why just a 'nice to have'? Could you do without it? What would you lose?
 - ~ Why is this unimportant? Should they not bother?
- Explore credibility and permissions: Focus on 'must haves':
 - Could/should Jobcentre Plus/DWP deliver this?
 - If not, who would you expect to deliver this?
- Is there anything missing? *Refer back to spontaneous features flip chart*
 - What would that add? What would be the benefit?
 - What's the impact of this not being a feature?
 - Does it affect how likely you are to use the service?
- Now we've done this, what do you think of the whole idea?
 - What's the benefit of using this?
 - Would you use it?
 - What would convince you to use it? What would need to change?
- If the new system only had these functions [separate out Phase 1 functionality] how would you feel about it?
 - Would you use it?
 - If not, what else would need to be there before you would consider it?

7. DIFFERENT EXPRESSIONS OF VALUE PROPOSITIONS

Explain the purpose of this phase of the discussion – we are looking for the ‘best side’ or the most relevant ‘way of explaining’ to help us understand where the benefit lies for you.

If appropriate, use a brief example from an imaginary exercise e.g. “If I was trying to think of how to convince someone to try a cup of tea for the first time, what different things could I say?”. Example answers: ‘This is a drink that warms you up’/‘This is a drink that helps you relax’/‘This is a comfort drink’/‘This is the ‘national drink’” (etc).

- *Introduce each benefit one-by-one (rotate order across groups)*
- What do you think of this?
 - Do you think people would be interested in this?
 - Why would people choose to use this rather than the current system?
- What are the pros and cons of this idea?
 - What are the hooks – what’s going to get people interested?
 - What are the barriers – what’s going to put people off?
 - How could you get people over the barriers?
- How does it fit with how you see the new system?
 - Do you think this sounds realistic given what we’ve discussed?
 - What works/what doesn’t?
 - Who does this sound as if it’s for? Is it you? Somebody else?
- Which of the features works best here?
 - Which of the ‘must haves’?
 - What other features would you expect from this?
- *Lay all benefits and invite people to compare*
 - Which do you think is the most appealing?
 - Which fits best with the new system we’ve described?
 - Which do you think would get most people to try it out?
 - Could you combine any of these to make them better?
 - Is there something missing here?

8. SUMMING UP

Aim: Capture final reflections

- What’s the main benefit of the new system? Would you use it? Why/why not? What will stop people from giving it a go?
- What do you think is going to be the key to getting people to try out this new system?
- What would make people migrate?
- What would happen if they made it more expensive to contact Jobcentre Plus by phone/ face-to-face?
- What would you do if you could no longer phone Jobcentre Plus?

THANK AND CLOSE

Appendix B

Quantitative survey

Sampling

Random location sampling was used for both the customer and the working non-customer samples. Random location sampling offers a hybrid between random probability sampling and simple quota sampling by randomly selecting specified areas for interviewers to work in, but allowing a limited degree of flexibility within the specified area. Consequently it delivers more robust and stable, scientifically based samples at a cost and speed closer to non-scientific, simple quota samples.

Interviewers were given a list of addresses which they were able to call at to screen for key benefit customers/working non-customers as appropriate. Quotas were applied during fieldwork to ensure that the interviews achieved were representative of the customer and working non-customer populations.

Customer sample

One hundred and ninety-three sampling points were drawn from the 50 per cent most deprived Output Areas (OAs) within Great Britain. A 50 per cent cut off was chosen to increase fieldwork efficiency whilst maximising the proportion of the customer population covered by the survey.

Table B.1 shows, for the 50 per cent most derived OAs within Great Britain, the:

- Household penetration – the proportion of households containing each group of customers.
- Coverage – the proportion of each group of customers potentially included in the sample.

Table B.1 Profile of key customer groups

Research audience	Household penetration	Coverage
	%	%
JSA customers	4.6	60
ESA/IB customers	6.2	60
IS customers	7.0	64

A sampling point consisted of a pair of matched Census OAs. Primary OAs were selected with probability proportionate to penetration of the target group (estimate) following stratification by Government Office Region (GOR) and Index of Multiple Deprivation (IMD) score. Quotas were set during fieldwork based on age, gender and benefit claimed.

Working non-customer sample

Twenty-four sampling points were selected for the working non-customer sample, with a sampling point consisting of a single OA. Areas were selected with probability proportionate to population following stratification by GOR and IMD. Quotas were set during fieldwork based on age and working status within gender.

Weighting

The final data was weighted to correct for minor demographic differences between the interviewed sample and the population under investigation:

- The Jobseeker’s Allowance (JSA), Income Support (IS) and Employment and Support Allowance (ESA)/Incapacity Benefit (IB) samples were individually weighted by age within gender.
- The working non-customer sample was weighted by age and working status within gender.

The effect of the weighting applied to the data will of course have implications for the final effective sample sizes² achieved. Effective sample sizes for the four sample groups are shown in Table B.2.

Table B.2 Effective sample sizes

Research audience	Number of interviews conducted	Effective sample size
JSA customers	384	363
ESA/IB customers	200	212
IS customers	200	228
Working non-customers	191	187

*54 customers were claiming both ESA/IB and IS.

Data analysis

The significance tests used throughout the analysis were two-tailed and based on the 95 per cent confidence level. This means that we would be 95 per cent sure of detecting a difference where one exists in the population. Significance tests were calculated based on the effective sample size rather than the interviewed sample size.

Table B.3 indicates the resulting confidence intervals around data resulting at different effective sample sizes. Note that, strictly speaking, analysis of sampling error in this way should only be applied to random probability surveys. However, it is generally accepted that it can be applied to random location sampling as a rough guide to the reliability of the data, rather than being interpreted literally.

² The effective sample size is the sample size once the strength of weighting, design effects, etc have been taken into account. If we say the effective sample size is x, this means that the data is as robust as if it had been obtained using a simple random sample of x cases and confidence intervals, etc. should be calculated accordingly.

Table B.3 Confidence intervals

Effective sample size	10%/90%	30%/70%	50%/50%
75	6.8	10.4	11.3
125	5.3	8.0	8.8
Working non-customer total sample (187)	4.3	6.6	7.2
250	3.7	5.7	6.2
JSA total sample (363)	3.1	4.7	5.1

The table shows that for the overall effective sample size of 363 JSA customers, the confidence interval would be up to ± 5.1 per cent (so if the survey found that 50 per cent of JSA customers held a particular view, we could be 95 per cent sure that the true proportion of JSA customers in Britain holding that view would be between 44.9 per cent and 55.1 per cent).

Table B.4 Sample profiles

Base: All respondents	JSA customers		IS customers		ESA/IB customers		IS and ESA/IB customers combined		Working non-customers	
	UNWTD (384)	WTD (384)	UNWTD (239)	WTD (236)	UNWTD (215)	WTD (221)	UNWTD (400)	WTD (400)	UNWTD (191)	WTD (191)
	%	%	%	%	%	%	%	%	%	%
Gender										
Male	62	73	29	37	57	59	42	47	52	52
Female	38	27	71	63	43	41	59	53	48	48
Age										
18-44	76	76	67	63	35	37	53	51	59	61
45-59/60	24	24	33	37	65	63	47	49	41	39
Dependent children										
Yes	42	40	59	54	21	22	44	41	40	42
No	58	60	41	46	79	78	57	59	60	57
Social grade										
ABC1C2	15	15	6	6	14	14	11	10	87	87
DE	85	85	94	94	86	86	90	90	13	13
Ethnicity										
White	81	81	86	87	88	88	86	87	90	90
Non-white	18	18	14	13	12	12	14	13	10	10
Long-standing illness, disability or infirmity										
Yes	21	21	57	61	92	92	71	73	7	7
Yes and limits activities	14	14	53	58	91	90	68	70	5	5
No	79	79	43	39	8	8	30	27	93	93
Working status										
Full-time	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	79	74
Part-time	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21	26

Continued

Table B.4 Continued

Base: All respondents	JSA customers		IS customers		ESA/IB customers		IS and ESA/IB customers combined		Working non-customers	
	UNWTD (384)	WTD (384)	UNWTD (239)	WTD (236)	UNWTD (215)	WTD (221)	UNWTD (400)	WTD (400)	UNWTD (191)	WTD (191)
	%	%	%	%	%	%	%	%	%	%
Length of current claim										
0-6 month	46	46	6	6	12	12	10	10	N/A	N/A
7 months – 3 years	43	43	28	25	27	27	29	28	N/A	N/A
3 years +	11	11	65	67	60	59	60	61	N/A	N/A
Current internet use										
Daily	52	52	40	39	31	31	36	35	76	76
Weekly	26	26	18	18	21	21	20	19	14	14
Less than weekly	8	8	11	10	11	11	11	10	5	5
Never/not in the last year	14	14	31	33	38	38	34	35	5	5
Broadband connection at home										
Yes	57	56	54	54	56	56	56	55	87	87
No	43	43	46	46	44	44	45	45	13	13
Internet confidence										
Confident	74	74	59	57	50	50	55	54	87	87
Less than confident	26	26	41	43	50	50	45	46	12	12

Questionnaire

A INTRODUCTION

Good morning/afternoon/evening, my name is I am from GfK NOP, an independent market research company.

We are conducting a survey in the area about how people deal with Government services and would be interested in your views (even if you have no direct contact with them).

INTERVIEWER TO ADD IF NECESSARY:

- The survey is being conducted on behalf of the Department for Work and Pensions (DWP).
- Your name and individual details will remain confidential to the research company and will not be revealed to the DWP or Jobcentre Plus (which is part of the DWP) or any other organisation.
- Your answers will be combined with other people's who complete the survey and will not be linked to your name or address.
- Nothing you say will impact on your access to benefits or services in any way.

INTERVIEWER: SHOW ID AND LETTER

INTRODUCTION FOR CUSTOMER SAMPLE

First of all, a few questions about you.....

ASK ALL:

A.1 Firstly may I check, which of these benefits if any, do you yourself currently receive? PROBE: Which others?

SHOW CARD A

CAN MULTICODE

1. Attendance Allowance
2. Carer's Allowance (formally known as Invalid Care Allowance)
3. Council Tax Benefit
4. Disability Living Allowance
5. **Employment and Support Allowance (ESA)***
6. Housing Benefit
7. **Incapacity Benefit***
8. **Income Support***
9. **Jobseeker's Allowance***
10. Tax credits/Child tax credits
11. Other (please specify)
12. NONE OF THESE

IF MORE THAN ONE OF CODES 5, 7, 8, 9 ENTERED AT A1:

A.1a INTERVIEWER: PLEASE CONFIRM WHICH QUOTA RESPONDENT HAS BEEN ALLOCATED TO:

SINGLE CODE

1. Employment and Support Allowance (ESA)
2. Incapacity Benefit
3. Income Support
4. Jobseeker's Allowance

IF NONE OF CODES 5, 7, 8, 9 AT A1, ASK

A.2 Does anyone else in your household aged 18 to 64 receive any of the benefits on this list?

SHOW CARD B

Yes - TRANSFER/ARRANGE APPOINTMENT

No/DK - CLOSE

ASK ALL:

A.3 INTERVIEWER PLEASE CODE GENDER OF RESPONDENT:

1. Male
2. Female

IF MALE RESPONDENT ASK:

A3a Please could you tell me your age, last birthday?

(WRITE IN, AGE 18-64) – GO TO A4, IF NOT AGED 18-64 THE SCRIPT WILL CLOSE

REFUSED - ASK A3b

IF FEMALE RESPONDENT ASK:

A3b Please could you tell me your age, last birthday?

(WRITE IN, AGE 18-59) – GO TO A4, IF NOT AGED 18-59 THE SCRIPT WILL CLOSE

REFUSED - ASK A3d

IF REFUSED AT A3a:

A3c INTERVIEWER – ASK RESPONDENT WHICH AGE BAND THEY FALL INTO

READ OUT IF NECESSARY. SINGLE CODE

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+ - thank and close

IF REFUSED AT A3b:**A3d INTERVIEWER – ASK RESPONDENT WHICH AGE BAND THEY FALL INTO**

READ OUT IF NECESSARY. SINGLE CODE

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-59
6. 60+ - thank and close

ASK ALL**A.4 Which of the categories on this card best describes what you personally do at the moment?**

SHOW CARD C

CODE MAIN ACTIVITY ONLY

1. Working in a paid job as an employee
2. Working in a paid job or business on a self-employed basis
3. (Temporarily) laid off, or on short time
4. Unemployed for less than a year and actively seeking work
5. Unemployed for over a year and actively seeking work
6. On a special government training or employment scheme
7. On an employer based or project based work training
8. Doing unpaid work for yourself or a relative
9. A full time student or pupil
10. Looking after the family or home
11. Not working because of temporary ill-health or injury
12. Not working because of long-term ill-health or disability
13. Retired and doing no paid work
14. Retired from your main job but doing some paid work
15. Other (specify)
16. Don't know
17. Prefer not to answer

ASK IF CODES 1-2**A.5 In your job, are you working?**

1. Full time (30 hours a week or more)
2. Part-time (up to 30 hours a week)
3. Don't know

INTRO FOR WORKING NON-CUSTOMER VERSION (from sample point number)

First of all, a few questions about you.....

ASK ALL

A.6 Which of the categories on this card best describes what you personally do at the moment?

SHOW CARD A

1. Working full time (30 hours a week or more)
2. Working part-time (up to 30 hours a week)
3. Not working

IF NOT WORKING CODES 3 AT A6, ASK

A.7 Is anyone else in your household aged 18 to 64 currently working?

Yes - TRANSFER/ARRANGE APPOINTMENT

No/DK - CLOSE

ASK ALL:

A.8 INTERVIEWER PLEASE CODE GENDER OF RESPONDENT:

1. Male
2. Female

IF MALE RESPONDENT ASK:

A8a Please could you tell me your age, last birthday?

(WRITE IN, AGE 18-64) – GO TO A4, IF NOT AGED 18-64 THE SCRIPT WILL CLOSE

REFUSED - ASK A8b

IF FEMALE RESPONDENT ASK:

A8b Please could you tell me your age, last birthday?

(WRITE IN, AGE 18-59) – GO TO A4, IF NOT AGED 18-59 THE SCRIPT WILL CLOSE

REFUSED - ASK A8d

IF REFUSED AT A8a:

A8c INTERVIEWER – ASK RESPONDENT WHICH AGE BAND THEY FALL INTO

READ OUT IF NECESSARY. SINGLE CODE

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+ - thank and close

IF REFUSED AT A8b:

A8d INTERVIEWER – ASK RESPONDENT WHICH AGE BAND THEY FALL INTO

READ OUT IF NECESSARY. SINGLE CODE

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-59
6. 60+ - thank and close

ASK ALL:

A.9 And may I check, which of these benefits if any, do you yourself currently receive? PROBE:
Which others?

SHOW CARD B

CAN MULTICODE

1. Attendance Allowance
2. Carer's Allowance (formally known as Invalid Care Allowance)
3. Council Tax Benefit
4. Disability Living Allowance
5. Employment and Support Allowance (ESA) – THANK AND CLOSE
6. Housing Benefit
7. Incapacity Benefit – THANK AND CLOSE
8. Income Support – THANK AND CLOSE
9. Jobseeker's Allowance – THANK AND CLOSE
10. Tax credits/Child tax credits
11. Other (please specify)
12. NONE OF THESE

B GENERAL VIEWS ON TRANSACTIONS

ASK ALL

B.1 I would like you to think about different ways that people can do things nowadays. For each one, I would like you to tell me which of the categories on this card best describes you.

SHOW CARD 1

1. I already do this
2. I have done this but would like to do it more
3. I have done this but am not interested in doing it again
4. I have never done this but would like to do it
5. I have never done this and am not interested in doing it
6. This doesn't apply to me/I never use this service [NOT ON SHOWCARD]
7. Don't know

STATEMENTS ROTATED

- Communicate with friends or family through social network sites like Twitter, Facebook or Bebo
- Internet or online shopping (for example, grocery shopping, travel tickets)
- Buy a TV licence online
- Use online banking
- Find out about government services online (e.g. which benefits you might be entitled to)
- Put in a new claim for any benefits online
- Search for a new job online

The tasks we've just spoken about were on the internet, and the next few questions are about the internet.

ASK ALL

B.2 On average, how often do you use the internet? This can include email, web browsing, downloading, etc. *<If in work (Codes 1 or 2 at A4 OR IF WORKING NON-CLAMANT SAMPLE i.e. Codes 1 or 2 at A6) add: Please include both work and personal use.>*

SHOW CARD 2

1. Every day
2. Every 2-3 days
3. Once a week
4. 2-3 times a month
5. Once a month
6. Less often
7. Have used but not in the past 12 months
8. Have never used the internet
9. Don't know/can't remember

ASK ALL

B.3 In which of these locations do you usually use the internet? <If don't use (Codes 7-9 at B2), change wording to: could you use the internet?>. Please tell me all that apply.

CODE ALL THAT APPLY

SHOW CARD 3

1. At home
2. Work
3. Friend/relative's house
4. School/college/university
5. Library
6. UK Online Centre
7. Citizen's Advice Bureau
8. Learn Direct Centre/Other Learning Centre
9. Jobcentre Plus
10. Internet café
11. On the move (e.g. using wifi hotspots, iPhone/smartphone, etc.)
12. Other (specify)
13. None [NOT ON SHOWCARD]
14. Don't know

ASK ALL

B.4 DELETED

ASK ALL

B.5 Can I just check, do you have a Broadband connection at home, even if you don't personally use it?

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

ASK ALL

B.6 And thinking generally, how confident do you feel using the internet? <If don't use (CODES 7-9 at B2), change wording to: would you feel using the internet?>

SHOW CARD 4

1. Very confident
2. Fairly confident
3. Neither confident nor unconfident
4. Fairly unconfident
5. Very unconfident
6. Don't know

ASK ALL

B.7 What are the main reasons preventing you from using the Internet <*If already use (Codes 1-6 at B2) then add: more*>? Please tell me all of the reasons that apply from this card.

INTERVIEWER: PROBE TO PRECODES

CODE ALL THAT APPLY

SHOW CARD 5

1. Cost of buying own computer
2. Cost of internet access at home
3. Cost of internet access at locations outside of home (e.g. internet café)
4. Don't know anyone who has the internet
5. Broadband speed locally/too slow or not available
6. Lack of skills/don't know how to use it
7. Don't know how to install the internet at home
8. Concerned about privacy or security
9. Need aids/equipment to use it
10. Disability/ill-health
11. Lack of time
12. Worried I'd do something wrong (e.g. delete a file, break it)
13. Employer/someone else restricts use of internet
14. Friends/family do this for me
15. Just not interested/wouldn't use it
16. Already use the internet enough
17. Other (specify)
18. No reason [NOT ON SHOWCARD]
19. Don't know

C GENERAL VIEWS ON BENEFITS

The next few questions are about benefits.

USE THIS QUESTION FOR THE CUSTOMER SAMPLE ONLY – ASK CUSTOMERS ONLY (CODES 5, 7, 8, 9 AT A1)

ASK FOR EITHER JSA OR INCOME SUPPORT OR ESA OR IB (CODES 5, 7, 8, 9 AT A1 OR IF MORE THAN ONE OF CODES 5,7,8,9 ENTERED AT A1 THEN USE CODE ENTERED AT A1a)

C.1 How long have you been receiving (INSERT TEXT – BENEFIT FROM A1/A1a)?

INTERVIEWER NOTE: IF CUSTOMER HAS BEEN CLAIMING BENEFITS SPORADICALLY OVER A LONG PERIOD OF TIME, PLEASE ASK THEM TO THINK ABOUT THEIR CURRENT CLAIM.

SHOW CARD 6

SINGLE CODE

1. Less than 3 months
2. 3 to 6 months
3. 7 to 12 months
4. 1 to 3 years
5. 3 to 6 years
6. 6 to 10 years
7. Longer than 10 years
8. Don't know/can't remember
9. Refused

USE THIS QUESTION FOR THE WORKING NON-CUSTOMER SAMPLE ONLY – ASK ALL

C.2a Can I just check, have you claimed any of these benefits in the past 3 years?

SHOW CARD 6

1. Jobseeker's Allowance
2. Income Support
3. Incapacity Benefit
4. Employment and Support Allowance
5. None of these
6. Don't know

USE THIS QUESTION FOR THE CUSTOMER SAMPLE ONLY – ASK IF NOT CURRENTLY CLAIMING JSA (CODES 5, 7, 8 AT A1)

C.2b Can I just check, have you claimed Jobseeker's Allowance in the past 3 years?

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

ASK ALL

C.2 And thinking generally, how confident <do [IF CODE 5, 7, 8, 9 AT A1 OR IF CODES 1-4 AT C2a]/ would [IF NONE OF CODES 5,7,8,9 AT A1 OR IF CODE 5-6 AT C2a]> you feel claiming and dealing with benefits?

SHOW CARD 7

SINGLE CODE

1. Very confident
2. Fairly confident
3. Neither confident nor unconfident
4. Fairly unconfident
5. Very unconfident
6. Don't know

USE THIS QUESTION FOR THE CUSTOMER SAMPLE ONLY – ASK CUSTOMERS ONLY (CODES 5, 7, 8, 9 AT A1)

C.3 I'd like you to think about any contact you have had with Jobcentre Plus over the last 12 months.

This may have been in person, by telephone or by letter. It could include things such as attending a fortnightly Job Review, reporting a change in circumstances, chasing a payment or receiving a letter.

NEW SCREEN:

Over the last 12 months, roughly how often have you had contact with Jobcentre Plus?

SHOW CARD 7A

1. Once a week or more
2. Fortnightly
3. Monthly
4. Every other month
5. Every 3 to 4 months
6. Twice in the last 12 months
7. Once in the last 12 months
8. Not had any contact in the last 12 months
9. Don't know/can't remember

D INTRODUCING THE PROPOSITION

WORKING NON-CUSTOMER SAMPLE – ASK ALL EXCEPT THOSE ANSWERING CODE 1 AT C2a

CUSTOMER SAMPLE – ASK ALL EXCEPT THOSE ANSWERING CODE 9 AT A1 OR CODE 1 AT C2b

D.1 I am going to ask you some questions about what might happen if you made a claim for Jobseeker's Allowance. I know that these are hypothetical, but I'd like you to think about what you might do if you did need to make a claim.

I am going to tell you how it works at the moment.

NEW SCREEN:

SHOW CARD 8

INTERVIEWER READ OUT

When someone makes a claim for Jobseeker's Allowance, they first have to telephone to register their details. The phone call takes around 40 minutes. The telephone agent fills in a claim form and makes an appointment for them to see an advisor at Jobcentre Plus.

The customer then has a personal interview with the advisor (called a New Jobseeker's Interview) where the advisor checks and verifies their information.

From then on the customer attends a Fortnightly Job Review where they discuss what they have been doing to find a job and what other help and support they need to help them get back into work.

The customer needs to show that they are actively seeking work, and let Jobcentre Plus know any changes to their circumstances, for example starting work or a partner moving in.

CHECK IF THE RESPONDENT UNDERSTANDS BEFORE PROCEEDING

ASK ALL

D.2 I am now going to describe to you a proposed new service which would allow people who claim Jobseeker's Allowance to manage their claim using a personal online account.

NEW SCREEN:

SHOW CARD 9

INTERVIEWER READ OUT

- The online service would be a new way of managing your benefits and job search activities.
- You would get your own online account, which is secure and password protected. It would keep a record of all your contacts with Jobcentre Plus and of all your payments and personal details.
- Once you had an account, you would be able to do many of the things you need to do when claiming and looking for work yourself, online and in your own time. For example, you would be able to:
 - make a new claim
 - inform Jobcentre Plus when your circumstances change
 - look for jobs and keep a record of your job search
 - review your payment and job search history, or
 - receive email or text alerts when payments are made or when suitable jobs become available.
- If you chose to use this online service you would still have a face-to-face New Jobseeker's Interview before you could start receiving Jobseeker's Allowance and you would still have a face-to-face Fortnightly Job Review.

E CONJOINT SECTION

ASK ALL

E.1 Next I'm going to ask you about some of the features that may be included in this online service. How important to you is it that an online account would include or allow you to do these things <[IF NOT CODE 9 AT A1 ADD] if you were to claim Jobseeker's Allowance>:

SHOW CARD 10

1. Very important
2. Fairly important
3. Neither important nor unimportant
4. Fairly unimportant
5. Very unimportant
6. Don't know

RANDOMISED LIST OF FEATURES

- Find out which benefits and how much you might be entitled to
- Download a proof of benefits letter which you could use to access other benefits or services (for example, Housing Benefit)
- Report changes of circumstances which may affect how much you receive in benefits (for example, if you start working part-time)
- Report changes of circumstances which do not affect the amount you receive in benefits (for example, your contact or payment details)
- Make a Jobseeker's Allowance claim online
- View a summary of all your information on benefits and job search in one place
- See when payments have been or will be made
- View the status of a claim (for example, whether a decision has been made)
- Make or change appointments with Jobcentre Plus staff
- Search for suitable jobs
- Receive an email or text when suitable jobs become available
- Keep a record of your job search activity so that Jobcentre Plus staff can see which jobs you have applied for

- E.2 You will now see a screen showing you a number of possible combinations of features that may be developed and offered as part of the online service.

At each screen select your favourite service based on your own needs <[IF NOT CODE 9 AT A1 ADD] if you were claiming Jobseeker's Allowance> by clicking on the relevant box.

If you wouldn't choose to use any of these, click on the None of these option.

You will see a number of these combinations. Some of these may look similar, but we'd like you to give your views on each.

NEW SCREEN:

INTERVIEWER – THE NEXT QUESTIONS ARE TO BE SELF COMPLETED BY THE RESPONDENT (PASS CAPI MACHINE TO RESPONDENT TO COMPLETE). PLEASE ASSIST THE RESPONDENT WITH USING THE CAPI MACHINE IF REQUIRED.

NOTE: ONCE THE RESPONDENT HAS MADE THEIR SELECTION, THEY SHOULD SELECT 'NEXT' TO MOVE TO THE NEXT SCREEN

NEW SCREEN:

Please select your favourite service based on your own needs <[IF NOT CODE 9 AT A1 ADD] if you were claiming Jobseeker's Allowance> by clicking on the relevant box.

If you wouldn't choose to use any of these, click on the None of these option.

CONJOINT EXERCISE x 9 iterations

- E.3 In the next few questions you will see some descriptions of the online service, each with a different set of features. If these were available to you now, how likely would you be to use the online service <[IF NOT CODE 9 AT A1 ADD] if you were to claim Jobseeker's Allowance>, given the features offered?

NEW SCREEN:

If these were available to you now, how likely would you be to use the online service <[IF NOT CODE 9 AT A1 ADD] if you were to claim Jobseeker's Allowance>, given the features offered?

1. Very likely
2. Fairly likely
3. Not sure
4. Fairly unlikely
5. Very unlikely

This is the end of the self-completion section

PLEASE NOW HAND THE LAPTOP BACK TO THE INTERVIEWER

ASK ALL

E.4 Now I'd like you to think about how this new online service could be of help to you. Which 3 benefits of switching to the online service would be most important to you <[IF NOT CODE 9 AT A1 ADD] if you were claiming Jobseeker's Allowance>?

INTERVIEWER: SHOW RESPONDENT SCREEN AND CODE UP TO 3 RESPONSES

RANDOMISE STATEMENTS

1. It provides a private and safe place to store your information
2. You can access and manage your account at any time
3. You should get a quicker decision on your benefit claim
4. You can demonstrate your job search activity to Jobcentre Plus staff
5. It is simpler to claim because you're only asked questions relevant to you and your circumstances
6. Because you can specify which types of job you are searching for, services can be more tailored to your needs
7. You can see all the details of your benefits and job search in one place
8. You can see whether payments have been or will be made
9. Once your account is set up, you don't have to keep filling in the same details each time you report a change in circumstance
10. None of these [CODE HIDDEN ON SCREEN]
11. Don't know [CODE HIDDEN ON SCREEN]

ASK ALL

E.5 I'm going to read out some things you might need to do <when [IF CODE 9 AT A1]/if you were [IF NOT CODE 9 AT A1]> receiving Jobseeker's Allowance. For each one, I'd like you to think about how you would prefer to deal with Jobcentre Plus if this new online service were available.

NEW SCREEN:

How would you prefer to deal with Jobcentre Plus if you were...

SHOW CARD 11

SINGLE CODE

1. In person/face to face
2. By telephone
3. By post/letter
4. By email
5. Online/via a website
6. Other (specify)
7. NOT APPLICABLE
8. DON'T KNOW

STATEMENTS ROTATED

- a. ...making a claim for benefits
- b. ...checking a benefit payment or entitlement
- c. ...updating changes in circumstances (for example, a change of address or partner moving in)
- d. ...getting a proof of benefits letter
- e. ...finding out how much you might be entitled to from other benefits
- f. ...making or changing an appointment (for example, a meeting with an advisor at Jobcentre Plus)

ASK ALL

E.6 Which of the things on this card would make you more likely to start using this service? You can tell me as many or as few as you like.

SHOW CARD 12

CODE ALL THAT APPLY

1. If Jobcentre Plus staff encouraged me to use it
2. If I were shown what to do by Jobcentre Plus staff
3. If it were set up for me
4. If I were given training in how to use computers/the internet
5. If I had access to a computer/the internet at home
6. If I could access my account in a public place (e.g. public library, supermarket)
7. If I could access my account at Jobcentre Plus
8. If friends/family helped me with this or did it for me
9. Other (specify)
10. Nothing/None of these [NOT ON SHOWCARD]
11. Don't know

ASK ALL

E.7 Which of these things would make you start using the service <[IF NOT CODE 9 AT A1 ADD] if you were claiming Jobseeker's Allowance>?

SHOW CARD 13

CODE ALL THAT APPLY

1. Restricting hours of the phone service
2. Charging a premium rate for phone calls
3. Taking longer to process applications which are not made online
4. If it was the only way to get benefits
5. Other (specify)
6. Nothing/None of these [NOT ON SHOWCARD]
7. Don't know

F PERSONAL DEMOGRAPHICS (All analysis)

Now for some questions about your household. These will allow us to look at your answers alongside those from other people like you.

ASK ALL

F.1 Are you...
READ OUT

1. SINGLE CODE

1. Married or in a registered same-sex civil partnership
2. Living with partner
3. Single
4. Widowed
5. Separated
6. Divorced (or formerly a same sex civil partner, the civil partnership now legally dissolved)
7. Prefer not to answer

IF MARRIED/LIVING WITH PARTNER (CODES 1 OR 2) AT F1

F.2 Which of the following best describes what your spouse/partner is doing at the moment?

SHOW CARD 14

2. SINGLE CODE

1. Employed full time (30+ hours)
2. Employed part-time (8-29 hours)
3. Self-employed full time (30+ hours)
4. Self-employed part-time (8-29 hours)
5. Still at school
6. In full time higher education
7. Retired
8. Not able to work because of ill-health or disability
9. Unemployed and seeking work
10. Not working for other reason (e.g. caring responsibilities, looking after the home or family)
11. Don't know

ASK ALL

F.3 Do you have any dependent children in any of these age groups?
READ OUT

CODE ALL THAT APPLY

3. 0 - 4 years
4. 5 - 9 years
5. 10 - 15 years
6. None
7. Prefer not to answer

ASK ALL

F.4 Which of these groups do you consider you belong to?

SHOW CARD 15

8. SINGLE CODE

1. White English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Gypsy/Irish Traveller
4. Any other White background
5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed/multiple ethnic group
9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background
14. African
15. Caribbean
16. Any other Black/African/Caribbean background
17. Arab
18. Any other ethnic group
19. Refused

ASK ALL

F.5 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

IF YES AT F5:

F.6 Does this illness or disability limit your activities in any way?

1. Yes
2. No

ASK ALL

F.7 I would now like to ask you about the member of your household who is the Chief Income Earner, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. Are they/you...

1. Working
2. Retired/Not working with private pensions/means
3. Unemployed less than 6 months
4. Unemployed more than 6 months
5. Retired with STATE BENEFIT/PENSION ONLY
6. Not working with STATE BENEFIT ONLY
7. Student

RELATED PERSONS:

- 1) If two equal incomes, take the elder person
- 2) If living as married treat as married and therefore, related.
If, for example a husband gets more in unemployment benefit than his working wife earns he is still Chief Income Earner.

UNRELATED PERSONS:

- 3) Take respondent as Chief Income Earner, e.g. flat sharer etc

Job Title
Job Description
Industry
Number employed at location
Qualifications
IF Manager/Supervisor/Self-Employed, Number of People Responsible for
CIE/Respondent is in group...

1. A
2. B
3. C1
4. C2
5. D
6. E

ASK ALL

F.8 The Department for Work and Pensions and GfK NOP may be doing further research about this new online service in the next year or so. Would you be interested in helping them again? This does not mean that we will need to pass your name and contact details to the Department for Work and Pensions.

1. Yes
2. No
3. Refused
4. Don't know

That's the end of the interview. Thank you very much for your help.

INTERVIEWER: HAND RESPONDENT THANK YOU LEAFLET

This research was conducted over a six-month period with customers of Jobcentre Plus and the public in the context of Jobcentre Plus aiming to improve existing delivery by automating systems for information collection, processing, decision making and payments.

This research was commissioned to understand the reactions of current and potential future benefits customers to a proposed online service. The research sought to understand the appeal of the new service, estimate likely uptake and provide guidance on how to increase uptake amongst key customer groups.

The findings from this research are also likely to be relevant to other government departments and organisations who wish to deliver their services via online channels.

If you would like to know more about DWP research, please contact:
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