

# Compensation Recovery Unit

## Customer Satisfaction Survey

April 2014



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## **Glossary of abbreviations**

<b>ABI</b>	Association of British Insurers
<b>APIL</b>	Association of Personal Injury Lawyers
<b>CRU</b>	Compensation Recovery Unit
<b>DH</b>	Department of Health
<b>DWP</b>	Department for Work and Pensions
<b>FOIL</b>	Forum of Insurance Lawyers
<b>NHS</b>	National Health Service

## **1. Executive summary**

### **1.1 The objectives of the Customer Survey were:**

- To assess the levels of satisfaction of customers with the service they receive from the CRU.
- To determine the perception of customers with various elements of the service they receive.
- To identify strengths and areas for improvement of the service provided.
- To assess how customer perception has changed since previous surveys.

The survey will provide essential information which will identify current strengths and areas for improvement. Monitoring customer satisfaction is critical to improve service quality and performance as it drives through better value for money for our customers.

To enable the above to be delivered our customer groups contacted for the survey were:-

- Insurance Companies/ Compensators
- Injured Persons Solicitors (Representatives)
- National Health Service (NHS) Trusts

Customer insight from our customers will continue to be used to improve our services.

### **1.2 Methodology**

The survey scoring and sample size methodology remained the same as previous customer satisfaction surveys for the purposes of valid analysis and benchmarking, in line with DWP protocols.

### **1.3 Overall Findings**

#### **Overall Satisfaction Levels**

The overall satisfaction levels for customer experience when engaging with CRU are very positive with an overall satisfaction rate of 98%. This is an increase from the previous survey where 97% of our customers were satisfied.

Customers rate CRU very highly in terms of staff being professional, helpful, knowledgeable and the service levels received throughout their contact.

#### **Forms of Communication**

The main form of customer enquiries is telephony and CRU deals with around 20,000 calls per month. Customer contact via written communications also remains popular and CRU is working with the DWP Digital Team to ensure that the Departmental approach to delivering on-line services is progressed with our customers.

CRU information can be accessed via the DWP Gov.UK website and its overall content is rated good by our customers with an average of 83% satisfaction rating.

## **Response times**

CRU Response times to correspondence has been identified as an area that could be improved. In line with this, it is evident that more work needs to be done to promote the DWP Customer Charter and to raise awareness of the 28 day legislative requirements to issue Certificates.

### **1.4 Recommendations**

- 1) Promote the DWP Customer Charter with all CRU customers to raise awareness of service levels that DWP CRU should provide.
- 2) Promote the opening times of CRU as some customer feedback suggests they are not aware of that CRU can be contacted by telephone 8am to 5pm Monday to Friday.
- 3) Work with customers to develop the DWP Digitalisation programme for CRU services to ensure that levels of customer satisfaction continues to increase.
- 4) Make staff aware of the overall feedback comments as customers have a positive opinion of the service provided by CRU.

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## 2. CRU Customer Satisfaction Survey Methodology

### 2.1 The objectives of the Customer Survey were:

- To assess the levels of satisfaction of customers with the service they receive from the CRU.
- To determine the perception of customers with various elements of the service they receive.
- To identify strengths and areas for improvement of the service provided.
- To assess how customer perception has changed since previous surveys.

The survey will provide essential information which will identify current strengths and areas for improvement. Monitoring customer satisfaction is critical to improve service quality and performance as it drives through better value for money for our customers.

To enable the above to be delivered our customer groups contacted for the survey were:-

- Insurance Companies/ Compensators
- Injured Persons Solicitors (Representatives)
- National Health Service (NHS) Trusts

Customer insight from these key groups will be used to improve our services.

### 2.2 Methodology and Sample Size

Prior to the survey taking place, activities from previous surveys were fully reviewed. This included the following topics:-

- Questions
- Scoring mechanisms
- Contacts
- Results

After reviewing all of the information, further improvements when contacting our customers were identified including:

- Introducing a direct link to the survey on the CRU website and on the CRU1 mailbox auto reply.
- Issuing randomly selected Compensators and Representative surveys via post. This allowed them to expand on answers which may not be forthcoming via telephone surveys.

The customer group sample size remained the same as the previous survey.

- |   |            |
|---|------------|
| • Compensators (i.e. Insurance companies) | 100        |
| • Representatives (i.e. Solicitors)       | 100        |
| • NHS Trusts                              | 50         |
| • <b>TOTAL</b>                            | <b>250</b> |

A 75% response rate was achieved.

The scoring mechanism used was a score of 1 (being least satisfied) to 10 (being extremely satisfied). The scoring system allows for more valid benchmarking against the previous survey, but also a more detailed analysis of the results. Using a scale of one to ten rather than one to three or five allows closer monitoring of customer satisfaction and perception.

### 3. Main Findings

#### 3.1 Methods of Communication

##### 3.1.1 Types of communication

**Table 1.** The table reflects all of the types of communication used by our customers in 2014 in comparison to the previous survey.

	Compensators 2014	Compensators Previous Survey	Representatives 2014	Representatives Previous Survey
Telephone	98%	93%	90%	92%
Letter	72%	79%	82%	86%
E-mail	54%	71%	34%	72%
Fax	32%	56%	30%	51%
E-Business	38%	19%	4%	12%
Webforms	14%	34%	8%	25%
Text relay	0%	1%	0%	0%

*\*More than one method of communication may have been indicated*

The main form of customer enquiries is telephony and CRU deals with around 20,000 calls per month. Customer contact via written communications also remains popular and CRU is working with the DWP Digital Team to ensure that the departmental approach to delivering on-line services is progressed with our customers.

##### 3.1.2 Communication methods used by NHS Trusts

**Table 2.** The table reflects all of the types of communication used in comparison to previous surveys.

	NHS Trusts 2014	NHS Trusts Previous Survey
Telephone	95%	91%
Letter	32%	34%
E-mail	86%	81%
Fax	38%	40%
E-Business	N/A	N/A
Webforms	32%	30%
Text relay	0%	2%

This shows that the main methods of communication, telephone and e-mail, have remained the most popular with NHS Trusts.

### 3.1.3 Communication satisfaction levels

**Table 3.** The table reflects the satisfaction levels relating to types of communication used by Compensators.

	% of Compensators using communication methods	% satisfaction ratings 2014	% satisfaction ratings previous survey	Variance
Telephone	98%	93	89	+4
Letter	72%	84	81	+3
E-mail	54%	84	84	+0
Fax	32%	75	81	-6
E-Business	38%	87	81	+6
Webforms	14%	87	80	+7

This shows that Compensators telephoning CRU, which is the main customer enquiry method, are extremely satisfied with this form of communication and satisfaction levels have increased since the previous survey. Satisfaction scores have also increased regarding E-business and Webforms.

**Table 4.** The table reflects the satisfaction levels relating to types of communication used by Representatives.

	% of Representatives using communication methods	% satisfaction ratings 2014	% satisfaction ratings previous survey	Variance
Telephone	90%	86	88	-2
Letter	82%	72	75	-3
E-mail	34%	79	80	-1
Fax	30%	73	73	+0
E-Business	4%	100	96	+4
Webforms	8%	88	82	+6

Telephoning CRU is still the most commonly used form of communication, closely followed by letters with our customers who are Representatives. Feedback suggests telephony is used because it is a quick and direct communication method. Correspondence via letter, e-mail and fax is used when the customer requires an audit trail of information. Satisfaction levels have slightly decreased from the previous survey and it is evident that there is a need to promote the DWP Customer Charter with representatives in order to raise awareness of service levels that DWP CRU should provide.

**Table 5.** The table reflects the satisfaction levels relating to types of communication used by NHS Trusts.

	% of NHS Trusts using communication methods	% satisfaction ratings 2014	% satisfaction ratings previous survey	Variance
Telephone	96%	89	83	+6
Letter	32%	89	78	+11
E-mail	86%	91	85	+6
Fax	38%	84	84	-0
Webforms	32%	90	54	+36



The satisfaction scores have increased considerably since the previous survey and feedback highlights that the NHS Trusts acknowledge that there have been significant improvements in the levels of service provided.

### 3.2 Website awareness and evaluation

#### 3.2.1 Website awareness

Overall, 51% of our customers surveyed advised that they have used the CRU website. The use of the website amongst NHS Trusts has increased to 68%. Across all customer groups, the majority of use was due to Webforms or to obtain guidance. However there are still 9% of our customers who are not aware of the CRU website. We are continuing to work with customers to ensure everyone is aware of information about CRU services and processes is available via the DWP Gov.UK site.

#### 3.2.3 Website satisfaction levels

**Table 6.** The table reflects the satisfaction scores for areas used on website.

	Compensators (%)	Representatives (%)	NHS Trusts (%)
Webforms	89	81	88
Guidance	85	72	100
Legislation	84	76	82

The above data is based on 94 responses (54 Comps, 15 Reps and 25 NHS trusts). Some respondents have selected more than one option.

The satisfaction levels show above average scores across all website categories and all customer groups. The Webform score has increased since the previous survey; this has been mainly due to the increase in the system performance between NHS Trusts and CRU.

### 3.3 Overall service received from staff

**Table 7.** The table reflects the survey results from customers relating to customer treatment.

	% Satisfied
Staff listening to / understanding what you say?	95
Staff treating you with respect?	96
Staff being helpful, polite and giving their name?	96
Staff being knowledgeable about the CRU process?	94
The services CRU provide	95
Correspondence being replied to within 10 working days	83
The treatment you received throughout your contact with the CRU	93

The satisfaction scores have all increased since the previous survey.

#### **4. Recommendations**

- 1) Promote the DWP Customer Charter with all CRU customers to raise awareness of service levels that DWP CRU should provide.
- 2) Promote the opening times of CRU as some customer feedback suggests they are not aware of that CRU can be contacted by telephone 8am to 5pm Monday to Friday.
- 3) Work with customers to develop the DWP Digitalisation programme for CRU services to ensure that levels of customer satisfaction continues to increase.
- 4) Make staff aware of the overall feedback comments as customers have a positive opinion of the service provided by CRU.

#### **5. Acknowledgements**

Thank you to all the customers who took part in the survey who provided invaluable feedback in order for CRU to continue to improve the service levels it provides.