

## Highways Agency Specification 2013-14 – Technical Note

<b>Field</b>	<b>Notes</b>
<b>Short Title</b>	Customer Satisfaction.
<b>Performance Specification Reference</b>	Output 12 – PS 6.2
<b>Requirement / Output Details</b>	The network operator should maintain the overall national customer satisfaction to that reported for the year ending March 2013, as currently reported through the national road users' satisfaction survey.
<b>Technical Definition</b>	<p>The network operator aims to deliver cost effective customer satisfaction that delivers maximum benefits. To achieve this, the National Road Users' Satisfaction Survey (NRUSS) is used. It is a quota sample survey which aims to obtain maximum customer insight. The survey provides a detailed understanding of customer experiences in using the network and their views on our services. It provides national and regional data, enabling the Agency to highlight regional differences in perceptions.</p> <p>The sample size is around 2016 per annum, equally split between the network operators' seven regions and equally spaced through the year, with 24 interviews per region per month. A sample of this size allows comparison with previous data, and is sufficient to provide confidence in the findings, even at a regional level.</p> <p>Quotas are set to reflect the general population aged 17 and over in terms of age, gender and working status. Inclusion of working status ensures that not just people who are more likely to be at home are surveyed. Respondents also need to have used the Agency network as a driver or a passenger in the last 12 months.</p> <p>Six sample points with four interviews in each per month per region are carried out. Each interview lasts up to 45 minutes. This provides a diverse spread geographically.</p> <p>Sample points in each region are randomly sampled by output areas (OA). The Postal Address File is used to identify addresses within each selected output area, and typically this includes around 100 addresses which are available for survey.</p>
<b>Rationale</b>	Respondents are asked how satisfied/dissatisfied they were in relation to their last journey for five indicators of performance. The questions relate to journey time; the management of roadworks; road signs (including static direction signs and variable message signs); general upkeep (routine maintenance) and how safe/unsafe they felt. They are asked separately for their experience on trunk roads and motorways.

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	<p>Respondents are also asked why they are satisfied/dissatisfied. This information helps the Agency to:</p> <ul style="list-style-type: none"> <li>• Communicate more effectively with road users</li> <li>• Address negative perceptions</li> <li>• Deliver improvements in operations</li> <li>• Focus on what is important to customers</li> </ul>
<b>Formula</b>	<p>The SNAP programme is used to administer the questionnaire. This produces data directly into SPSS format for analysis, and readily provides a written equivalent of the questionnaire, for ease of checking.</p> <p>A five point scale is used for each of five indicators, applicable to both motorways, and trunk roads. From this the percentage of respondents who are satisfied/dissatisfied is calculated. Equal weighting is given to each response.</p>
<b>Start Date</b>	<p>The survey in its current format started in April 2011. However the network operator has been collecting customer satisfaction information through a national survey since 1995.</p>
<b>Performance</b>	<p>Road users should be looking for an increase in road users' satisfaction over time.</p>
<b>Behavioural Impact</b>	<p>Collecting and sharing data within the network operator will encourage teams to use the results to improve communication to road users, understand expectations and develop services for road users and road neighbours. The Agency carried out an extensive review of the national survey in 2010. The objectives were: to understand what customers feel is important in their experience of Agency services; to understand what the Agency needs to know about customer perceptions in order to deliver increased customer satisfaction; identify the optimum way of measuring the customer experience and feeding back this information to the Agency. The current questionnaire and survey methodology reflect the findings of this review. The data from the survey together with all other feedback will be used to understand how changing services will impact on satisfaction levels. For example increasing the scale and amount of roadworks will have the potential to reduce satisfaction. The network operator will use the insight from feedback to ensure that we understand and act on feedback to reduce dissatisfaction. The key aspects of concern to customers are roadworks management; unexpected delays; inaccurate information on signs; not explaining why lanes are closed and litter/debris.</p>

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<b>Comparability</b>	Most organisations, including government bodies recognise that listening to customers and acting on feedback helps them to establish a reputation for delivering reliable services. This in turn builds trust which enables the network operator to successfully influence the way road users will use the network to reduce congestion and help deliver reliable journeys.
<b>Collection Frequency</b>	Data is collected on a continuous basis and reported on a monthly basis. Results for all questions are available on a quarterly basis: Q1 end of August; Q2 end of November; Q3 end of February and Q4 end of May. An annual report will be published in July each year.
<b>Clearance Process</b>	The network operator ensures data is cleansed and data protection will not be affected by making data and results public. Where necessary, it will issue a summary of results. Results are available both internally and externally.
<b>Time Lag</b>	28 days.
<b>Data Source</b>	Data is collected by fieldworkers employed by AECOM.
<b>Type of Data</b>	Management Information.
<b>Robustness and Data Limitations</b>	<p>The survey sample is selected via quota sampling, with the sample structured so that broadly equal numbers of interviews are completed in each of the network operators regions. This results in an unbiased survey sample which is broadly representative of the adult population of England.</p> <p>To be eligible to take part in the survey, respondents must be aged 17 or over and have used the operators' network at some time in the 12 months preceding. Interviews are conducted in home using Computer Assisted Personal Interviewing (CAPI).</p>
<b>Collecting Organisation</b>	Currently AECOM.
<b>Return Format</b>	SPSS and report.
<b>Geographical Coverage</b>	England.
<b>How Indicator Can be Broken Down</b>	By network operators regions.