



# ISD Customer Survey 2012

Summary report on findings

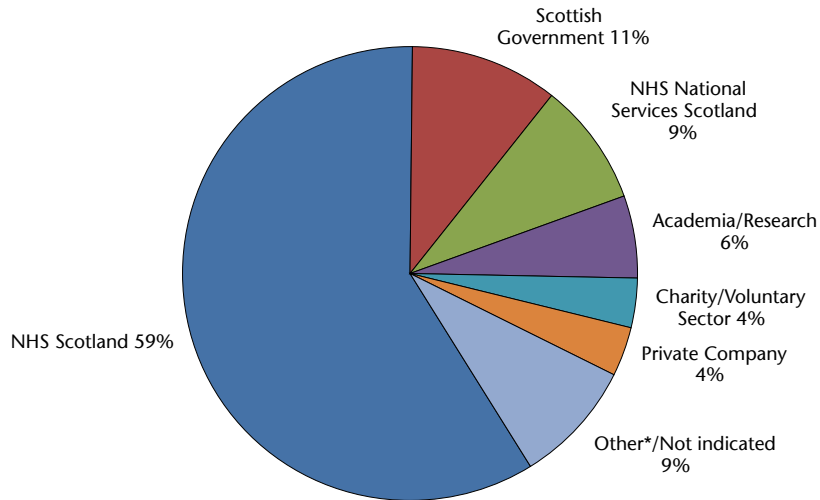
## Summary

- This report summarises the findings of the 2011 Customer Survey carried out by the Information Services Division (ISD) of NHS National Services Scotland. ISD uses customer surveys to help evaluate performance and to help identify areas where there is scope for improvement. The results will also be used to help demonstrate compliance with aspects of the Code of Practice for Official Statistics, for example on 'User Engagement'.
- ISD has carried out a customer survey each year since 2007. Some of the questions in the 2011 survey were designed to allow broad comparison with the results from 2010. However, as in previous years, some of the questionnaire was redesigned for 2011 in order to focus on specific areas. For example, the 2011 survey asked respondents to rate aspects of the new ISD website, launched in May 2011. The ISD website was redeveloped in response to customer feedback gathered from a variety of routes including the 2009 ISD customer survey.
- ISD makes efforts to invite a broad range of users to participate in its annual customer surveys. However, the surveys are not designed to be fully representative of all users of ISD and the results presented in this report reflect the views of those people who took the time to respond. In addition, this survey focussed primarily on the statistics that ISD produces and the ISD website. It did not cover all aspects of the products and services that ISD provides.
- Key points include:
  - Almost 9 out of 10 respondents rated ISD's published statistics as 'very good' or 'good' overall
  - Responses to a range of other questions about our published statistics – including accessing data; presentation of data; background information and interpretation; timeliness and frequency of statistics – were largely positive, with typically between 7 and 8 out of 10 respondents saying 'very good' or 'good'. However, there is scope for improvement, particularly in relation to presentation of data and timeliness of statistics.
  - Although feedback on the customer service provided by ISD staff was largely positive, this requires further attention and improvement. The combined customer satisfaction score of 84% as generated from this survey falls short of our minimum target of 90%.
  - ISD's new website, redeveloped in response to customer feedback and launched in May 2011, attracted positive feedback overall. 8 out of 10 respondents reported that the new website was 'very good' or 'good' overall, compared with 6 out of 10 who were asked the same question about the old website in 2009. We will aim to further improve our website.

## About the respondents

- There were 307 responses to the 2011 survey, down from 586 in the 2010 survey. Although the 2011 survey questionnaire was shorter than in 2010 (which might increase the likely response rate), we recognise that many of the people invited to take part may have been asked to do so for several years running. It is possible, therefore, that the reduced response rate may reflect a reduced general level of interest in taking part in another ISD customer survey in such a short time frame. Additionally, although the survey invitation emails were followed up by a reminder email, it may also reflect the fact that there was less effort made by ISD (relative to 2010) to actively promote the survey and encourage known users of our statistical services to take part in 2011.
- Due to the design and content of the survey questionnaire, the number of responses received varied between individual questions. Sometimes questions were only applicable to certain respondents. In other cases respondents omitted to provide a response to certain individual questions. As such, the figures quoted in this report and provided in any supplementary information are based on differing numbers of responses. Key denominators are:
  - 171 respondents indicated that they had consulted or used health or care statistics provided by ISD in the past year.
  - 222 indicated how they would normally find out about our statistics
  - 190 responded to questions about ISD's customer service
  - 161 gave ratings on aspects of the ISD website and 98 gave feedback on the redeveloped website (launched in May 2011) compared with the old one.
- 90 respondents gave feedback about the ISD customer newsletter
- Of the 171 respondents who had used ISD statistics in the last year, the majority (59%) worked for NHS Scotland (excluding NHS National Services Scotland). More detail on respondents by organisation type is given in Figure 1. The number of responses by individual NHS Board corresponded, for the most part, with the relative size of the NHS Boards. However, an exception to this was NHS Dumfries & Galloway, for which the number of respondents was (relatively) larger than for other Board areas.
- Figure 2 shows the split of these same respondents by role type. The relatively large proportion of respondents in the "other" role type group partly reflects the fairly varied nature of our customers.

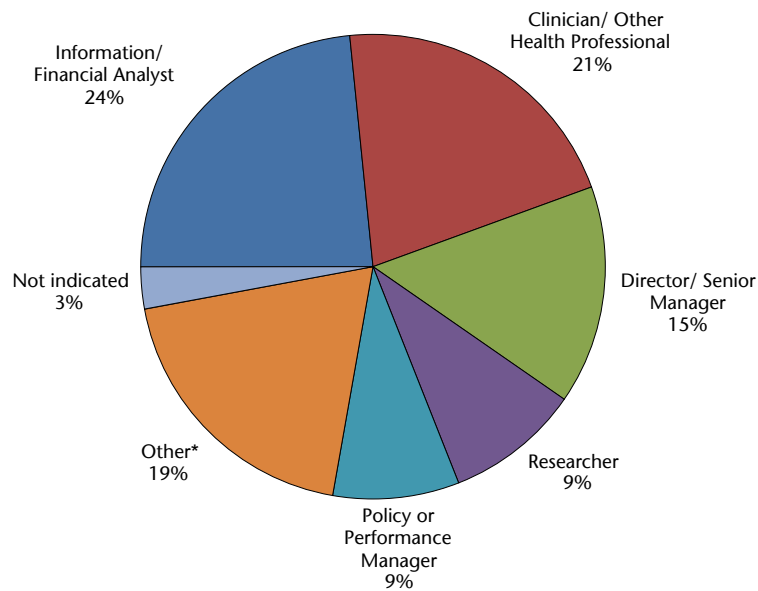
Figure 1 Respondents using ISD statistics in past year<sup>1</sup>, by organisation type



1 Based on data from 171 respondents.

\* "Other" includes people working for a professional body, local government, media, and general public.

Figure 2 Respondents using ISD statistics in past year<sup>1</sup>, by role type



1 Based on data from 171 respondents.

\* "Other" includes journalists/communication specialists, administration and clerical staff, middle managers and others.

## Main findings

- Please note that the number of responses differed between survey questions, so the figures given below will be based on varying denominators. Key denominators for specific results areas are given in “About the respondents”, above, and also in discussions of specific results areas, below.

### Finding out about the latest ISD statistics published

- 222 respondents answered questions on how they would find out about the latest ISD statistics published. Of the potential ways of finding out about the latest statistics published, the most frequently reported by respondents was the ISD Customer Newsletter (44%), closely followed by checking the website regularly (41%). The next most frequently reported ways were Scottish Government news releases (32%), ISD’s forthcoming releases timetable (30%) and Media articles (28%). It is possible that the ‘media articles’ category may include people who have found out about newly released statistics via ISD’s ‘Media Monitoring’ email service as well as directly through news reports.
- Far fewer respondents reported using other methods of finding out about the latest statistics. 10% and 8% indicated that they found out via Newslink alerts or SCOTSTAT mailings, respectively. Only 2% reported that they used the UK Publications Hub to find out about ISD’s statistics.
- Small numbers of respondents reported using other, relatively more recent, means of finding out about the latest statistics published by ISD. 6% reported finding out via the ‘myISD’ functionality available on ISD’s new website (launched in May 2011). 3% indicated that they found out, or would find out, via RSS feeds and/or via social media, such as Twitter. RSS feed functionality has been available on ISD’s website since July 2011. Meanwhile, ISD started using Twitter to broadcast news of publications with effect from January 2012, i.e. after the customer survey was run. This finding therefore indicates that, at the time the survey was run, a small proportion of users were finding out about ISD publications via Twitter or other social media sites from broadcasters other than the ISD publications team. As ‘myISD’, RSS feeds and ISD tweets (via the NHS National Services Scotland Twitter account, @NHSNSS) are relatively recent additions to the list of ways in which ISD can alert the outside world about new publications, it is possible that the proportion of people using these methods to find out about our statistics may increase in future.
- Overall, just over a third (37%) of respondents used only one means of finding out about the latest statistics published, whilst two thirds (63%) used two or more methods.

### Accessing and using ISD’s statistics

- 171 respondents indicated that they had consulted or used health or care statistics provided by ISD in the past year, and gave information on how they accessed our statistics. The overall findings on how users access ISD statistics were, with one exception, very similar to those from the 2010 survey.
- The most common method of access to ISD’s statistics overall was via the ISD website (85% of respondents in 2011). Respondents from an academic/research organisation, or those from a professional body, reported relatively lower rates of accessing

information via the website than those from other organisation types. However, this observation is based on small numbers and should be treated with caution.

- The next most common method of accessing ISD's statistics was to make an information request direct to ISD (34% of respondents). This finding is down from the 45% of respondents who answered an equivalent question in the 2010 survey (it is the only result that is particularly different from 2010). A drop in the proportion saying that they made information requests to ISD was noted in all of the larger respondent groups: the Scottish Government, NHS National Services Scotland, NHS Boards/Special Boards and NHS primary care/secondary care/CHPs. Comparisons for other respondent groups cannot be made due to small numbers or the groups not being equivalent between years.
- 28% of respondents access data via ISD systems/databases. 25% used management reports produced by ISD and 12% access data as a result of undertaking research.
- 40.5% of respondents used only one of the listed methods to access ISD statistics. A further 51.5% used a combination of two or three different methods.

## Use of ISD statistics

- The most commonly reported use of ISD statistics was service planning/monitoring (64% of the 164 respondents who answered this question).
- The next most frequently reported uses were quality improvement (40%), research (37%), performance management (35%) and benchmarking (26%). Use of the statistics for campaigning or media was much less frequently reported (6% and 7%, respectively), amongst the survey participants. 17 respondents (10%) indicated that they had used the statistics for other reasons. Other reasons specified in the comments box included teaching and policy work.

## User ratings of ISD's statistics

- 89% of respondents who gave an overall rating of ISD's published statistics rated them as 'very good' or 'good' overall. 1% (2 respondents) rated the statistics as 'poor' or 'very poor' overall. The remaining 10% rated them as 'neither good nor poor'. Due to small numbers of respondents in some cases it is not possible to make a robust comparison of ratings by respondent organisation type.
- 91% felt that ISD's published statistics were 'very good' or 'good' for breadth of coverage of topics. Similarly, 92% gave a 'very good' or 'good' rating for impartiality of content. These ratings are essentially the same as those gathered from the 2010 ISD customer survey.
- The other aspects of ISD's statistics that respondents were asked to rate attracted 'very good' or 'good' scores of between 75% and 80%. These aspects were
  - Accessing data for further analysis or re-use (76.5%)
  - Presentation of data (80%)
  - Background information and interpretation provided (78%)
  - Timeliness of statistics (i.e. how up to date the figures are for your needs) (76.5%)
  - Frequency of statistics (i.e. how often they are released) (75.3%)
- The proportion of respondents giving a positive rating of 'Accessing data for further analysis or re-use' (76.5%) was higher in 2011 than for the same question in 2010 (67%). It is possible that this may, at least partly, reflect work done within ISD to

improve access to data (such as redeveloping the website, and support for research access to data through SHIS-R<sup>1</sup>). It is also possible that this may simply reflect variations between the opinions of the people who chose to complete the survey in 2011 compared with 2010's respondents.

- Between 1% and 6% of respondents gave ratings of 'poor' or 'very poor' against each of the aspects (between 2 and 9 respondents, varying by question). 'Presentation of data' and 'Timeliness of statistics' had the highest percentages of 'poor' or 'very poor' ratings. Although these results are based on very small numbers of respondents, it is noted that this negative feedback came mainly from customers in core groups – Scottish Government, NHS Health Boards/Special Boards, and NHS Primary Care/Secondary Care/CHPs.

### Topic-specific statistics used in the past year

- Survey participants were asked to indicate which statistical topic(s) they had consulted or used in the past year, and whether they had used the topic(s) frequently or occasionally. Table 1 shows whether the statistics published under each topic area were consulted/used frequently (once or more per month) or occasionally (less than once per month). For the majority of topics, most respondents reported consulting/using the statistics on an occasional basis. For Waiting Times and Hospital Statistics, however, around half reported consulting/using the information on a frequent basis.
- Because the respondents are not likely to be completely representative of all users of ISD's statistics, these figures can not be used to indicate which topics are consulted by the largest numbers of users. Data on the number of 'hits' on individual web pages, data tables or statistical reports would provide a closer (but still not completely accurate) indication of this. However, the information below can still be used within ISD to help support decisions around publications planning.

1 Scottish Health Information Service for Research

**Table 1** Statistics consulted or used in the past year: Percentage of respondents reporting frequent versus occasional use, by Health Topic

| Health Topic                     | Total number of respondents | Frequently (once or more per month) | Occasionally (less than once per month) |
|----------------------------------|-----------------------------|-------------------------------------|---|
| Cancer                           | 61                          | 30%                                 | 70%                                     |
| Child Health                     | 48                          | 21%                                 | 79%                                     |
| Deaths                           | 66                          | 26%                                 | 74%                                     |
| Dental Care                      | 36                          | 31%                                 | 69%                                     |
| Drugs & Alcohol Misuse           | 54                          | 26%                                 | 74%                                     |
| Emergency Care                   | 48                          | 27%                                 | 73%                                     |
| Equality and Diversity           | 27                          | 22%                                 | 78%                                     |
| Eye Care                         | 19                          | 11%                                 | 89%                                     |
| Finance                          | 32                          | 28%                                 | 72%                                     |
| General Practice                 | 57                          | 35%                                 | 65%                                     |
| Health Conditions                | 51                          | 33%                                 | 67%                                     |
| Health and Social Community Care | 45                          | 27%                                 | 73%                                     |
| Heart Disease                    | 46                          | 35%                                 | 65%                                     |
| Hospital Care                    | 48                          | 46%                                 | 54%                                     |
| Maternity & Births               | 32                          | 31%                                 | 69%                                     |
| Mental Health                    | 42                          | 24%                                 | 76%                                     |
| Population                       | 70                          | 19%                                 | 81%                                     |
| Prescribing & Medicines          | 38                          | 29%                                 | 71%                                     |
| Public Health                    | 73                          | 32%                                 | 68%                                     |
| Quality Improvement              | 41                          | 27%                                 | 73%                                     |
| Sexual Health                    | 27                          | 26%                                 | 74%                                     |
| Stroke                           | 30                          | 20%                                 | 80%                                     |
| Waiting Times                    | 50                          | 54%                                 | 46%                                     |
| Workforce                        | 19                          | 11%                                 | 89%                                     |



## Customer Service

- 190 respondents gave their feedback on at least one aspect of ISD’s customer service. 88% of them rated ISD’s customer service as ‘very good’ or ‘good’ in respect of Professionalism. For Efficiency, Helpfulness and Reliability, the scores were 80%, 87% and 82%, respectively. All four of these scores are several percentage points lower than the results for the equivalent questions in the 2010 survey (Table 2).
- There was little overall change between the 2010 and 2011 surveys in the percentages of respondents rating ISD’s customer service as ‘poor’ or ‘very poor’. Between 2% and 4% of respondents gave ‘poor’ or ‘very poor’ ratings on each of the four aspects of customer service in 2011, compared with between 2% and 5% in 2010. There was however a very noticeable difference in the percentages rating ISD’s customer service as ‘Neither good nor poor’ (Table 3).
- The results for these four aspects of customer service are used in combination as an ISD Key Performance Indicator (KPI) on customer satisfaction. The indicator specifies that at least 90% of customers will rate ISD customer service as good or very good. The combined customer satisfaction score of 84% generated from the 2011 survey results falls short of this minimum target, which is disappointing but nonetheless valuable feedback to us. We will take these results, and feedback provided in additional comments, into account when planning and actioning improvements to our customer service.

**Table 2 Ratings of ISD Customer Service: Percentage of respondents giving a rating of ‘very good’ or ‘good’, by aspect**

| Aspect          | 2011 ISD Customer survey <sup>A</sup> | 2010 ISD Customer survey <sup>B</sup> |
|-----------------|---------------------------------------|---------------------------------------|
| Professionalism | 88%                                   | 95%                                   |
| Efficiency      | 80%                                   | 87%                                   |
| Helpfulness     | 87%                                   | 92%                                   |
| Reliability     | 82%                                   | 87%                                   |

A Based on data from 190 respondents

B Based on data from 231 respondents

**Table 3 Ratings of ISD Customer Service: Percentage of respondents giving a rating of ‘Neither good nor poor’, by aspect**

| Aspect          | 2011 ISD Customer survey <sup>A</sup> | 2010 ISD Customer survey <sup>B</sup> |
|-----------------|---------------------------------------|---------------------------------------|
| Professionalism | 10%                                   | 3%                                    |
| Efficiency      | 17%                                   | 8%                                    |
| Helpfulness     | 11%                                   | 6%                                    |
| Reliability     | 15%                                   | 8%                                    |

A Based on data from 190 respondents

B Based on data from 231 respondents

## ISD Website

- The survey questionnaire flagged up to respondents that ISD had launched a redeveloped website in May 2011 in response to customer feedback. 98 respondents gave feedback on the redeveloped website compared with the old one. 78% of this group felt that the new website was better or much better than the old one. 16% felt that it was about the same and 6% felt that it was worse or much worse than the old one. It is possible that some respondents who felt that the new website was worse did so because they were accustomed to the old website and had to spend time updating their bookmarks and/or finding pages and files in their new locations. However, there were a few comments, such as about difficulties in finding archived data, which will be followed up within ISD.
- 161 respondents gave ratings on aspects of the ISD website. 83% of this group indicated that their overall satisfaction with the ISD website was 'very good' or 'good'. Similarly, 83% felt that the look and feel of the new site was 'very good' or 'good'. 80% rated the A-Z index as 'very good' or 'good'. These were amongst five ratings questions that were closely equivalent to questions asked in the 2009 ISD Customer Survey. For all five the 2011 survey findings (in respect of the new ISD website launched in May 2011) were substantially better than the equivalent percentages of the 2009 survey respondents giving 'very good' or 'good' ratings about the old ISD website (Table 4).
- The other aspects of ISD's website that respondents were asked to rate attracted 'very good' or 'good' scores of between 71% and 77%; see Table 4.

**Table 4 Ratings of ISD website: Percentage of respondents giving a rating of 'very good' or 'good', by website aspect**

| Aspect  | 2011 ISD Customer survey <sup>A</sup> | 2009 ISD Customer survey <sup>B</sup> |
|---|---------------------------------------|---------------------------------------|
| Overall satisfaction with website                 | 83%                                   | 61%                                   |
| Look and feel of website                          | 83%                                   | 62%                                   |
| A-Z index   | 80%                                   | 55%                                   |
| Ease of use                                       | 77%                                   | 54.5%                                 |
| New publications format, e.g. pdf                 | 76%                                   | N/A                                   |
| Site navigation                                   | 73%                                   | N/A                                   |
| Menu structure                                    | 73%                                   | N/A                                   |
| Accessibility, e.g. Access Keys, Printer Friendly | 72%                                   | N/A                                   |
| Effectiveness of site search                      | 71%                                   | 47%                                   |

A 161 respondents rating the new ISD website (launched May 2011)

B 351 respondents rating the old ISD website. "N/A" indicates that the question was not asked in/not applicable to the 2009 survey. Equivalent questions were not asked in 2010 as the new website was under development at the time.

- The 'Accessibility' aspect attracted the lowest percentage of 'poor' or 'very poor' ratings, at less than 1% (the view of a single respondent). However, this aspect also had the highest percentage of respondents (27%) giving their opinion as 'neither good nor poor'. This finding may reflect some respondents not having a strong view either way, but it is also possible that some of them may have considered this aspect not applicable to them. Overall, fewer people indicated their view on Accessibility than gave their views on other aspects of the website.
- The aspects of the ISD website for which the highest percentages of 'poor' or 'very poor' ratings were given were the Menu structure (9%), Effectiveness of site search (7%) and Site navigation (6%).

## ISD Customer Newsletter

- 90 respondents gave feedback on the monthly ISD customer newsletter (the majority of those who indicated that they receive it). 71% of them indicated that they read some or all of it. A further 28% said they skimmed it. 1% (a single responder) said that they did not read it. Some responders gave comments/suggestions on topics they felt should be included in future Newsletters, and these will be considered by ISD.

## How ISD will use the results

- ISD would like to thank all of the respondents who took the time to complete the customer survey and provide us with valuable feedback. In particular, we acknowledge that some respondents may have taken part in one or more of our previous annual customer surveys and have again taken time to do so in 2011.
- ISD will use the results to identify and work on areas in which we can improve our services. The results will be used in conjunction with other feedback, for example via consultations, website publication ratings, discussions with steering groups and other stakeholders.
- The results for question 10 (Overall rating of ISD's published statistics) and question 12 (Customer Service) are used as two of ISD's Key Performance Indicators (KPIs). The KPIs are used by ISD's Senior Management team as part of their monitoring of ISD's performance.
- The results will also be used to help demonstrate compliance with aspects of the Code of Practice for Official Statistics, for example on 'User Engagement'.
- Respondents were given the opportunity to comment on aspects of ISD's statistics and services. Relatively small numbers of comments were received in 2011 and for the most part these comments are not summarised in this document. However, they will be considered by the relevant group or team within ISD (for example, the Web Editorial Group in the case of comments about the website, or the team responsible for producing statistics on a particular topic area, in the case of comments about a specific topic).

## Survey methodology

- The survey questionnaire was administered electronically, using Lime Survey software. The survey was open for 3 weeks from 16<sup>th</sup> November to 7<sup>th</sup> December 2011.
- Known users of ISD services were the particular target audience for the survey. A link to the online survey questionnaire was emailed to just over 3,000 known users of ISD, compiled from a variety of internal mailing lists, user groups and internal systems. Recipients of the email included:
  - people registered to receive any of the following newsletters/publication alerts: ISD Customer Newsletter, Waiting Times, Drugs, Dental, Workforce, ScotPHO<sup>1</sup>, SHIS<sup>2</sup>, Unscheduled Care, SCIMP<sup>3</sup>, Substance Misuse Programme Newsletter, Alcohol.
  - people signed up to ISD's 'Media Monitoring' email alert service
  - people who had made an information request to ISD in the past year
  - members of the ISD Mailing List (comprised largely of senior managers in the NHS and Scottish Government).
- The initial email invitation to take part in the survey was followed by a reminder email sent out on 1<sup>st</sup> December 2011.
- A link to the survey was also posted on the home page of ISD's website, in order to also allow any additional users of our information to participate.
- Surveys such as this one are not likely to be able to produce results that are precisely representative of the views of all users of ISD's statistics. This is because of the wide range of ISD users and also the difficulty in identifying everyone who makes use of ISD. For example, it's possible that a considerable proportion of users will access information directly from the ISD website without being identifiable to us. In addition, some user groups may be more likely than others to respond to invitations to take part in a survey. It is possible, therefore, that there may be some bias (positive or negative) amongst the responder group. Overall, in view of these factors and the relatively small number of responses received from the 2011 survey, the results can not be considered to be absolutely representative of all of our users. However, they still provide us with a useful indication of areas in which we are performing relatively well and others in which we could improve.
- In addition, the scope of these surveys does not cover all the range of services provided by ISD. The annual surveys to date have focused on our publications and other statistical outputs, our website and selected services such as our Customer Newsletter. This survey has not sought views on other aspects of our services, for example clinical coding training and helpdesk.
- The content of the survey was altered from previous years. This, in common with changes made in previous customer surveys, was to allow us to alter the focus of the questions over time. The areas covered in the 2011 survey were:-
  - Use of ISD statistics and how they are rated by users
  - Customer Service
  - The new ISD website (launched May 2011)
  - The ISD Customer Newsletter

1 Scottish Public Health Observatory

2 Scottish Health Information Service

3 Scottish Clinical Information Management in Practice

- Some of the questions in 2011 were the same as those used in 2010, to allow comparisons between years. However the 2011 survey was shorter than in 2010 and, for example, did not repeat detailed questions on individual publication topic areas.
- Questions relating to official statistics publications, originally devised for the 2010 survey, were retained for 2011 in order to help meet with certain requirements of the Code of Practice for Official Statistics, in particular to publish information on users' experiences.