



**An Roinn Gnóthaí Fostaíochta  
agus Coimirce Sóisialaí**  
Department of Employment Affairs  
and Social Protection

**PSC** Public Services Card

## Findings of the customer experience research of Public Services Card (PSC) holders

26/02/2019

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# Introduction and research approach

The Department of Employment Affairs and Social Protection wanted to undertake **research to measure and evaluate the customer experience** of people who have recently gotten a Public Services Card (PSC).

Specifically, the Department wanted to assess:

- *Overall satisfaction with the SAFE (Standard Authentication Framework Environment) registration process*
- *Easiness of interview and face-to-face registration*
- *Satisfaction with staff*
- *Views of PSC holders on accessing their information in the future by other government service providers*
- *Views on using PSC for proof of identity when dealing with a non-government body (e.g. bank, mobile phone provider).*

## The Sample:

*A representative sample of 1001 PSC holders in terms of age and gender were interviewed over the phone.*

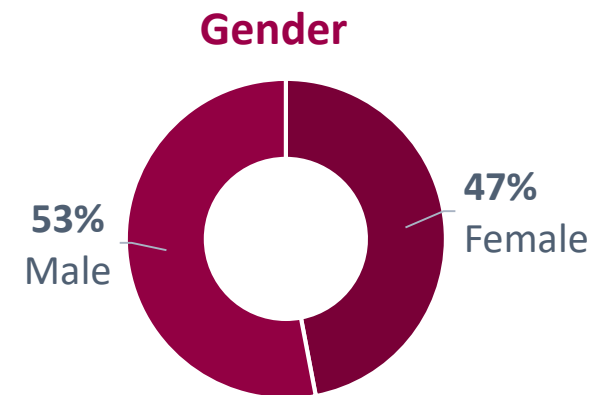
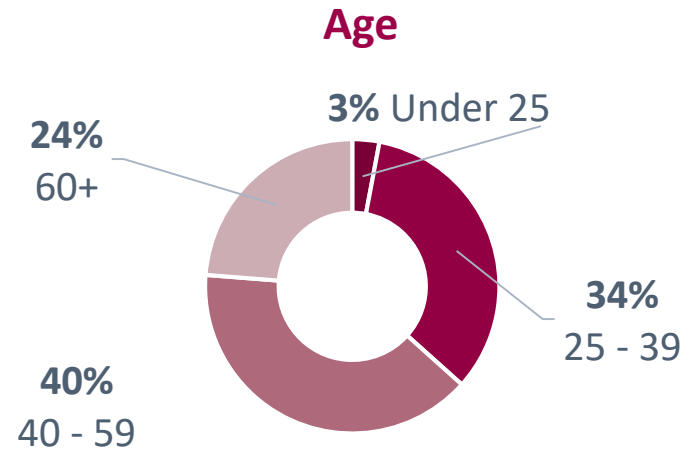
## Fieldwork dates:

*4<sup>th</sup> – 18<sup>th</sup> December 2018*



# Sample distribution

Age	
Under 25	26 (3%)
25-39	337 (34%)
40-59	398 (40%)
60 +	240 (24%)
<b>Total</b>	<b>1001</b>
Gender	
Female	473 (47%)
Male	528 (53%)



# Executive summary – Key messages

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1. Very strong positive assessment of Public Services Card (PSC) registration process. 96% of PSC holders who attended one of the Department's offices and went through the face-to-face registration were fairly or very satisfied with the SAFE process. 98% felt the process was fairly or very easy. The small proportion (2%) who were dissatisfied complained mostly of delayed appointments.
2. Staff were praised. Overwhelming majority of PSC holders completely agreed that staff who carried out their SAFE registration/PSC interview were friendly, efficient and knowledgeable.
3. Nearly 8 out of 10 PSC holders felt they had the right level and quality of information in respect of the purpose of SAFE/PSC during the interview. Just a little over one third asked a question during the interview and majority felt the answer fully addressed their query.
4. The most frequently claimed single reason for obtaining a PSC was to access a PPS number followed by driving licence, travel card and passport. Over one third claimed to have obtained the PSC to access another government service.
5. Majority believe they should have the option to offer their PSC as proof of identity when dealing with a non-government body.
6. Almost 9 out of 10 agree it would be very useful if certain government departments were able to use the provided information to confirm their identity in the future thus avoiding the need for the applicant to provide the same information again.
7. In order to ensure that the customer's identity is protected and that services can continue to be provided nearly 8 out of 10 PSC holders said they do not mind their documents being retained and understand the requirement.



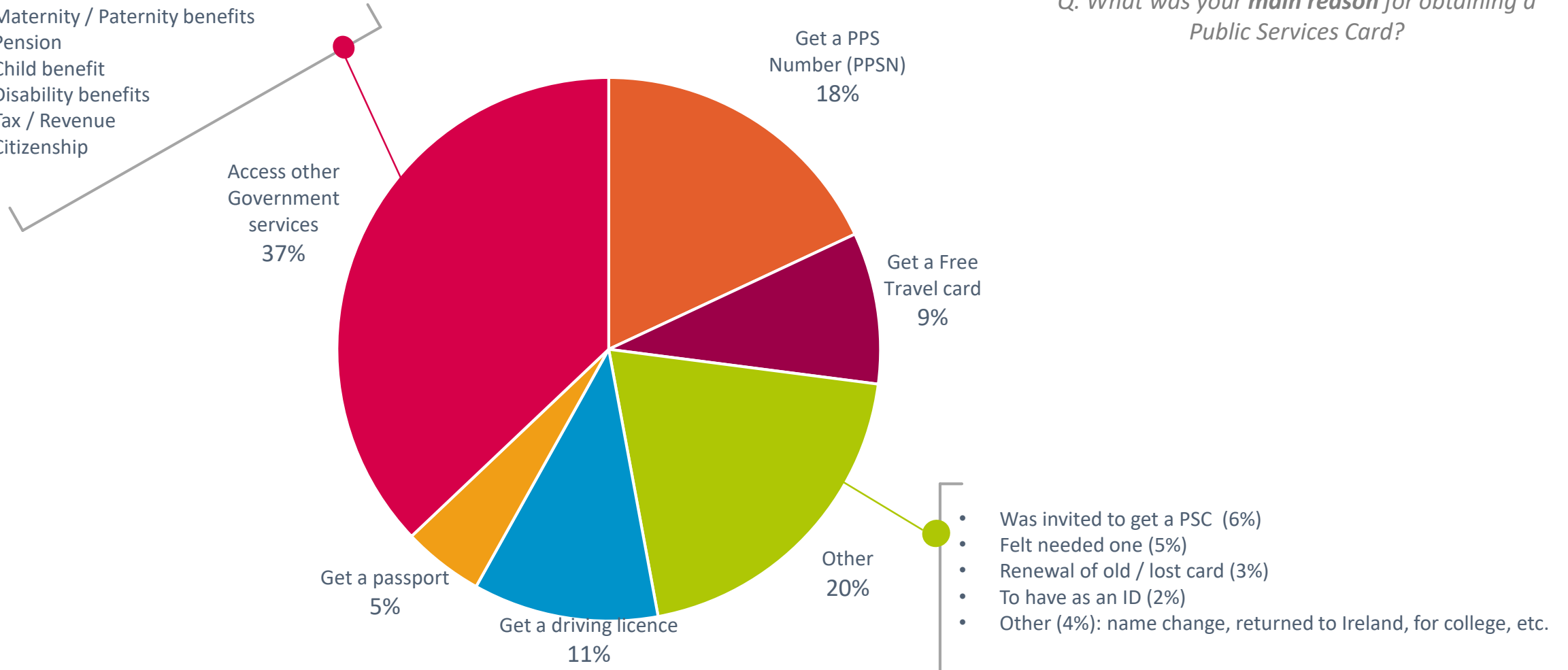
# Research Findings – registration process

# Main reason for obtaining a Public Services Card (PSC)

Reasons for obtaining a PSC varied from getting a PPS number, driving licence, free travel card to accessing other government services like jobseeker's allowance or maternity/paternity benefits

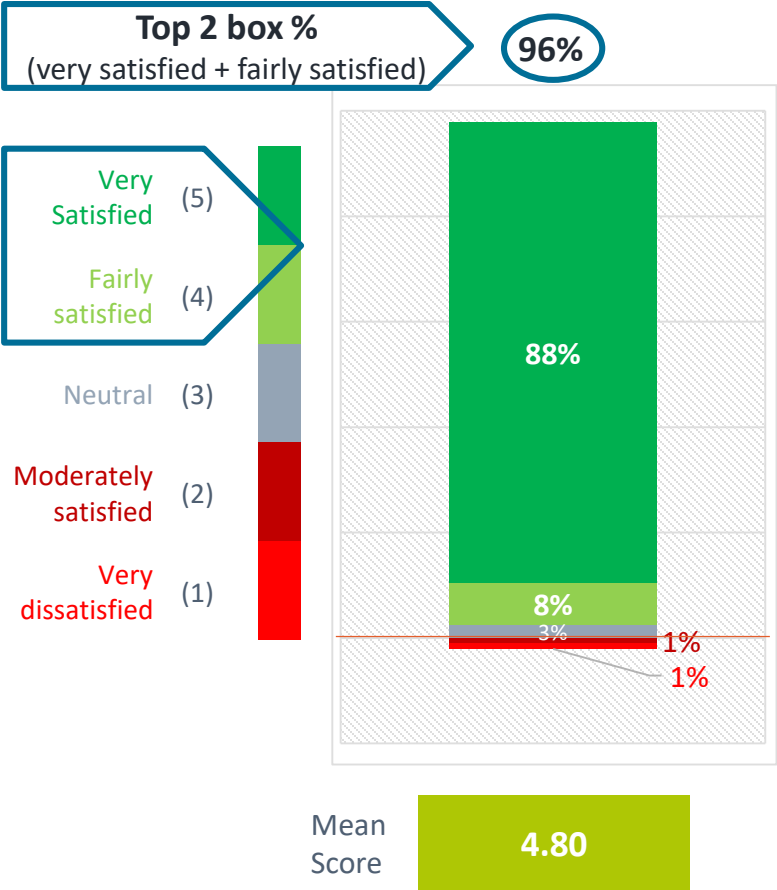
- Jobseeker's allowance
- Maternity / Paternity benefits
- Pension
- Child benefit
- Disability benefits
- Tax / Revenue
- Citizenship

Q. What was your **main reason** for obtaining a Public Services Card?



# Overall Satisfaction

Majority were very satisfied with the SAFE registration process



Q. In order to get your Public Services Card, you attended one of the Department's offices and went through a face-to-face registration, which is called SAFE (Standard Authentication Framework Environment). How would you rate your **overall satisfaction** with the SAFE registration process?

By Age	Top 2 box %	Mean score	
Under 25*	88%	4.69	26
25-39	95%	4.76	337
40-59	96%	4.81	398
60+	96%	4.85	240

By Gender	Top 2 box %	Mean score	
Female	95%	4.78	473
Male	96%	4.82	528

\* Caution small base



## Reasons for satisfaction/dissatisfaction

*Satisfied PSC holders praised staff, seamless experience and efficient process. Delayed appointments were the most likely reason for the small number of dissatisfied customers*

Very very very well informed staff, well trained. I went in with my two eldest children and they were in and out in half an hour.

I went to Nutgrove and they weren't taking any appointments. There were only 2 people.

The whole experience was very pleasant. Everyone I dealt with were lovely and kind.

System went down and had to return office again

Very straight forward and simple. Was in and out in 5 minutes.

Staff were very helpful as my English isn't great

Very good service, no problems, very fast

Very prompt. Lady who helped me in Dungarvan was absolutely brilliant.

Took awhile as the computers weren't working it took me a few appointments

Very discreet and professional

I had a great experience. I was extremely satisfied. The girl explained everything to me as I had never been in there before and had never had a PSC and wasn't sure who was entitled to have it. The staff were very informative and I was told what to bring in before the appointment and had received the card within 5 days.

Staff were like bullies. I went up to the counter as it was my first time there and lady shouted at me to take a ticket and take a seat. I took a ticket and waited only to discover I was in the wrong department. I was asked to make another appointment and bring my reference number and ID. When I went back they asked for my birth certificate which I wasn't told to bring in but they eventually found me on the system.

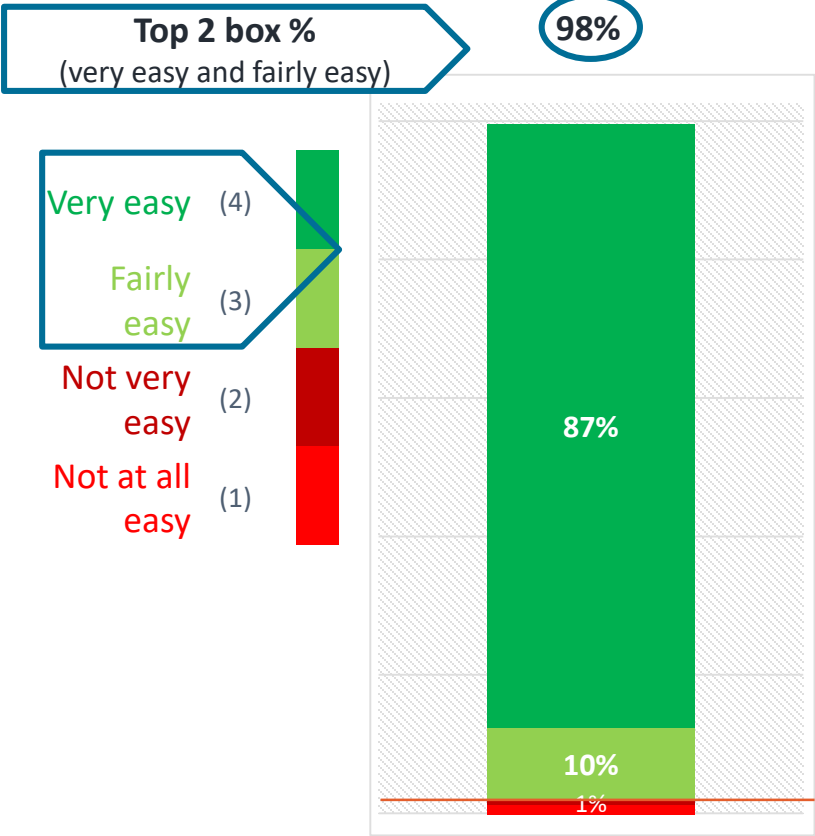
I got wrong information and walked out. I wanted to use my maiden name. I have a card but not what I want

It was seamless and straightforward

Very easy, I had the card within 5 working days.

# Easiness of interview and face-to-face registration

Nearly 9 out of 10 felt the interview and face-to-face registration process was very easy



Q. Thinking again about the interview and face-to-face registration, how easy was that process for you?

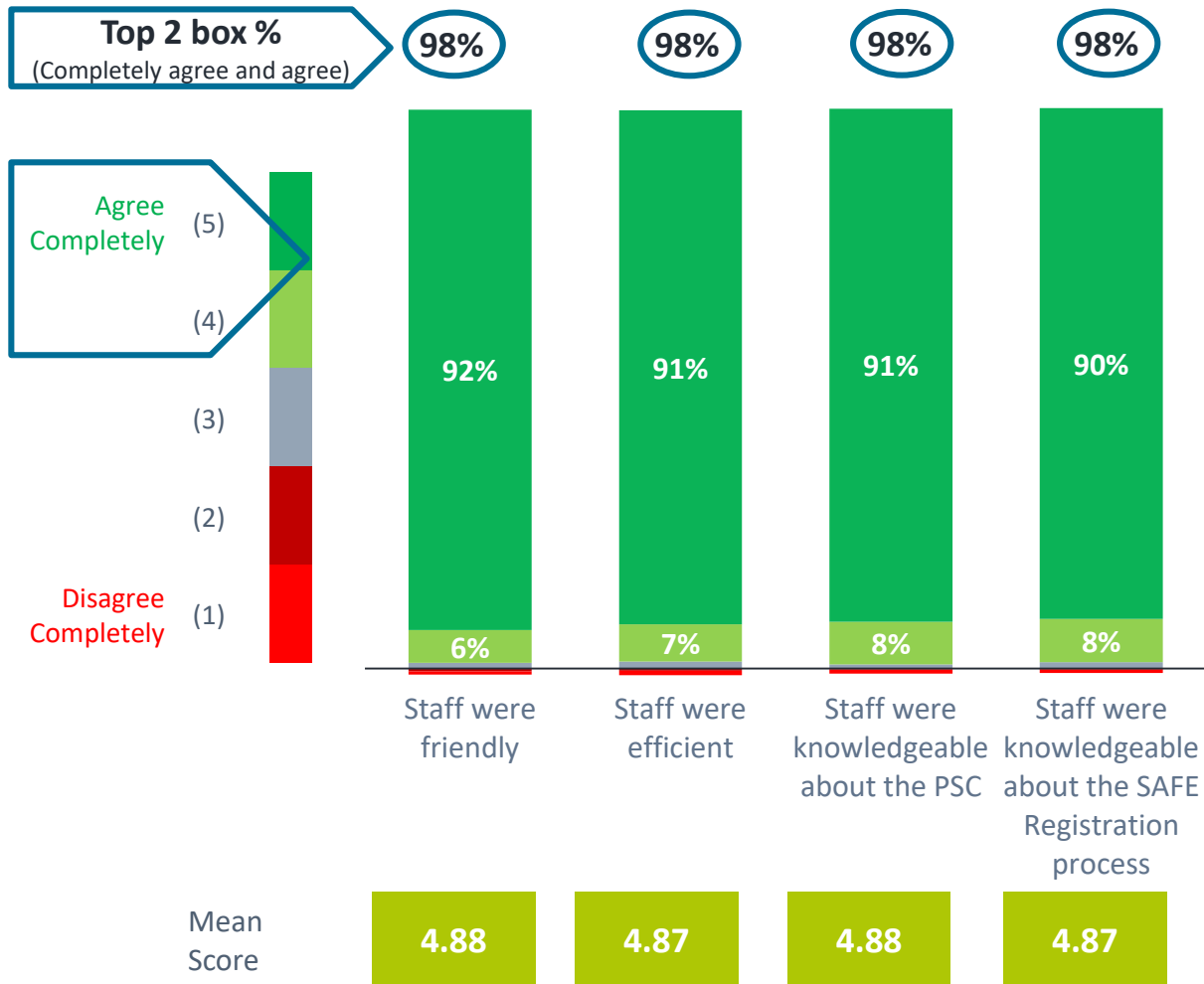
By Age		Top 2 box %	
Under 25*		88%	26
25-39		97%	337
40-59		98%	398
60+		99%	240
By Gender		Top 2 box %	
Female		97%	473
Male		98%	528

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# Research Findings – Attitudes to PSC

# Staff

Staff very well regarded. Majority completely agreed that staff were friendly, efficient and knowledgeable



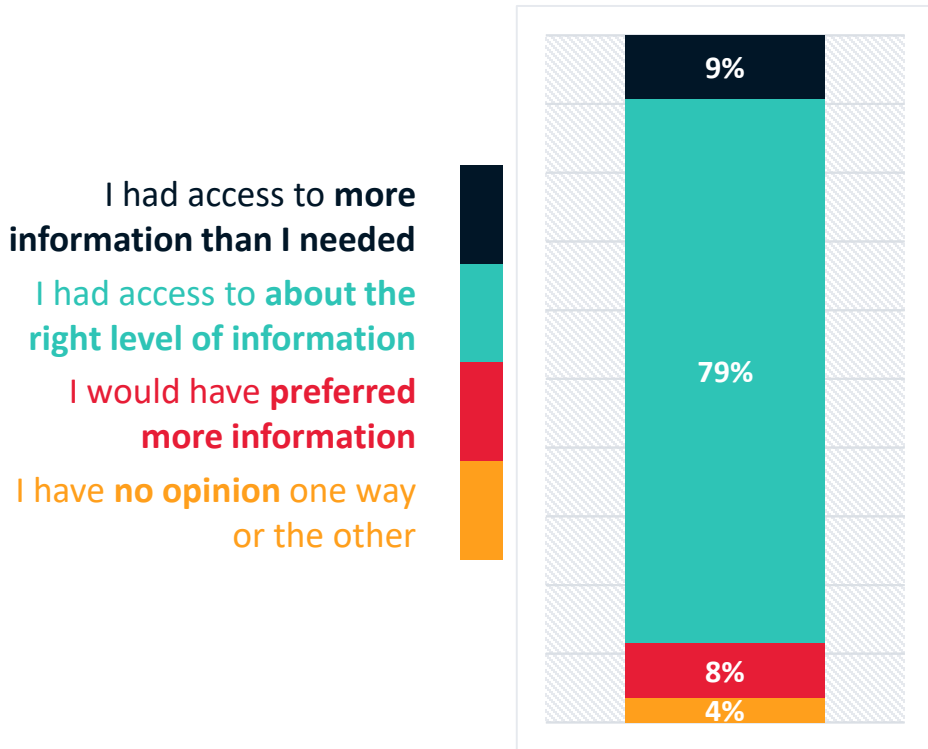
Q. Thinking about **the staff** that carried out your SAFE registration/Public Services Card interview. Please indicate your level of agreement with the following statements. Using a scale of 1 to 5, where 1 is 'Disagree Completely' and 5 is 'Agree Completely'.

	Staff were friendly		Staff were efficient		Staff were knowledgeable about the PSC		Staff were knowledgeable about the SAFE Registration process		
	Top 2 box %	Mean score	Top 2 box %	Mean score	Top 2 box %	Mean score	Top 2 box %	Mean score	
<b>By Age</b>									
Under 25*	100%	4.96	100%	4.96	100%	4.96	100%	4.96	26
25-39	97%	4.85	98%	4.84	98%	4.83	97%	4.83	337
40-59	98%	4.88	98%	4.86	99%	4.88	99%	4.88	398
60+	98%	4.92	97%	4.89	99%	4.92	98%	4.87	240
<b>By Gender</b>									
Female	97%	4.86	97%	4.84	98%	4.85	98%	4.85	473
Male	98%	4.90	98%	4.89	99%	4.90	98%	4.89	528

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# Purpose of SAFE/PSC – The level and quality of information

Nearly 8 out of 10 PSC holders felt they had the right level and quality of information in respect of the purpose of SAFE/PSC



Q. Thinking back to the registration process how do you feel about **the level and quality of information** available to you in respect of the purpose of SAFE/Public Services Card?

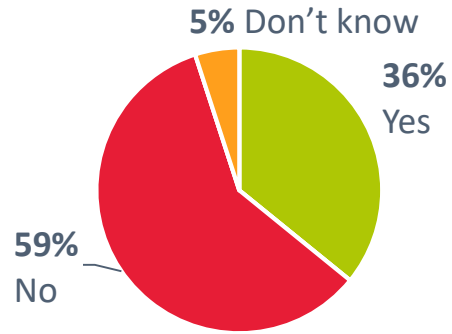
	I had access to more information than I needed	I had access to about the right level of information	I would have preferred more information	I have no opinion one way or the other	
<b>By Age</b>					
Under 25*	8%	77%	8%	8%	26
25-39	14%	73%	10%	3%	337
40-59	7%	82%	8%	3%	398
60+	7%	83%	5%	5%	240
<b>By Gender</b>					
Female	9%	79%	8%	4%	473
Male	9%	81%	6%	4%	528

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# PSC/SAFE registration interview

Just little over one third asked a question and majority felt the answer fully addressed their query

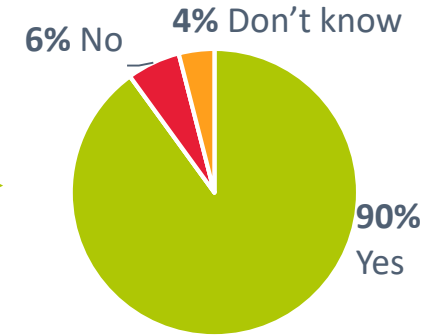
Q. Did you ask **any** questions during your Public Services Card/SAFE registration interview?



If 'yes'

Q. Were your questions **fully** dealt with?

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By Age	Yes	No	Don't know	
Under 25*	27%	69%	4%	26
25-39	40%	53%	7%	337
40-59	37%	60%	4%	398
60+	30%	65%	5%	240
By Gender	Yes	No	Don't know	
Female	36%	59%	5%	473
Male	36%	59%	5%	528

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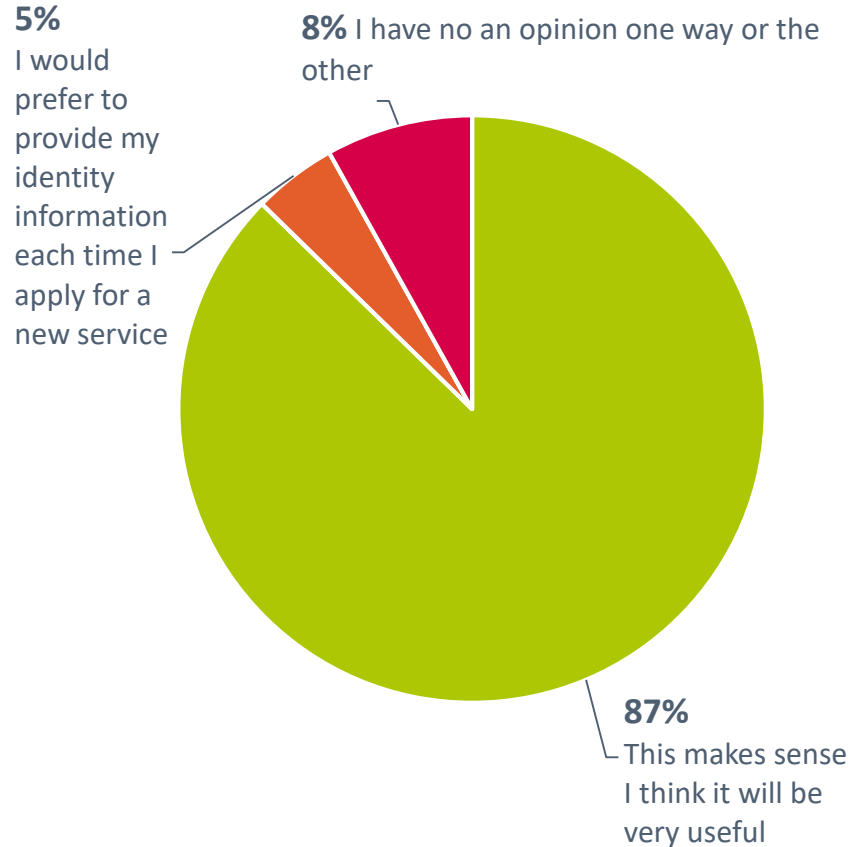
By Age	Yes	No	Don't know	
Under 25*	100%	-	-	7
25-39	89%	8%	2%	142
40-59	94%	4%	2%	151
60+	84%	5%	11%	80
By Gender	Yes	No	Don't know	
Female	88%	8%	5%	184
Male	93%	4%	3%	196

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# Use of the provided information by government service providers

87% agree that it would be very useful if certain government service providers would be able to use the information provided to confirm their identity



Q. Having completed the SAFE registration process and received your Public Services Card, **certain government service providers** (e.g. passport applications, driving licence applications etc.) **may be able to use the information provided to confirm your identity** in the future when you access their service. This would mean that you would not have to provide the same identity information (birth certificate etc.) all over again.

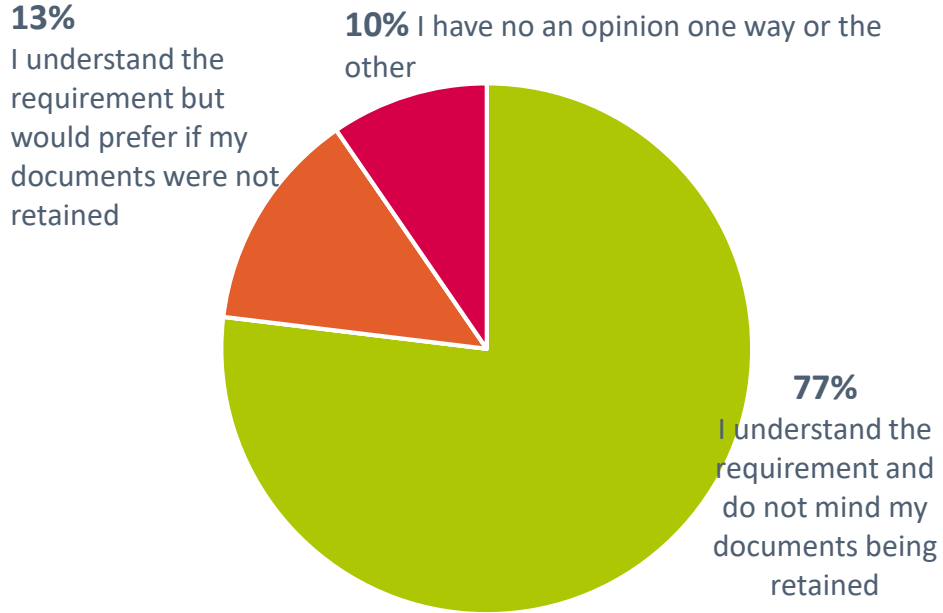
## How do you feel about this?

	This makes sense I think it will be very useful	I would prefer to provide my identity information each time I apply for a new service	I have no opinion one way or the other	
<b>By Age</b>				
Under 25*	81%	4%	15%	26
25-39	89%	5%	6%	337
40-59	86%	6%	8%	398
60+	88%	2%	10%	240
<b>By Gender</b>				
Female	86%	6%	8%	473
Male	88%	4%	8%	528

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# Retaining personal information

Nearly 8 out of 10 PSC holders understand the requirement to retain their personal information and do not mind their documents being retained



Q. In order to ensure that your identity is protected, that services can continue to be provided and that you can access new services easily it is necessary **to retain the personal information** you provided, including scanned copies of documents, on the Department's secure computer systems.

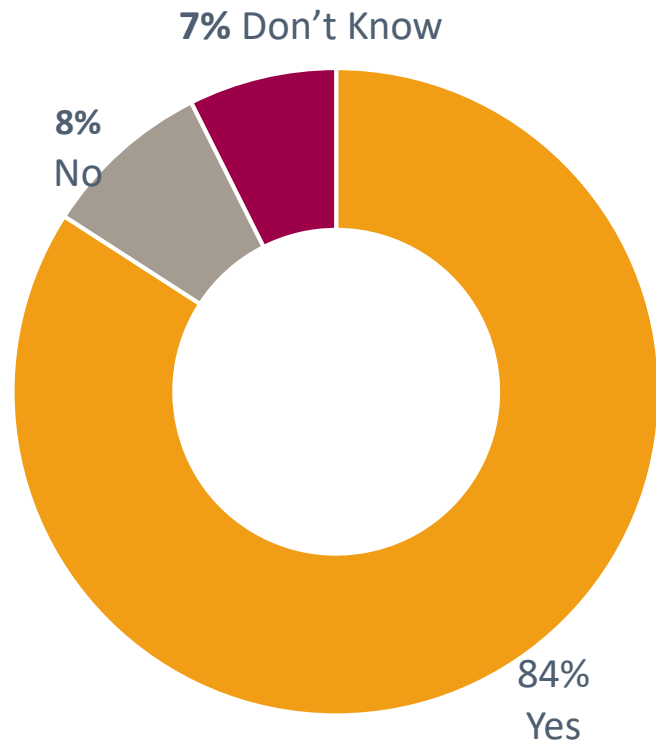
### How do you feel about that?

	I understand the requirement and do not mind my documents being retained	I understand the requirement but would prefer if my documents were not retained	I have no opinion one way or the other	
<b>By Age</b>				
Under 25*	58%	12%	31%	26
25-39	74%	13%	14%	337
40-59	79%	16%	5%	398
60+	80%	11%	9%	240
<b>By Gender</b>				
Female	74%	16%	10%	473
Male	79%	11%	9%	528

\* Caution small base

# Public Services Card as proof of identity

Majority believe they should have the option to offer their PSC as proof of identity when dealing with a non-government body



Q. At present you can offer your driving licence or passport as **proof of identity when dealing with a non-government body** (e.g. bank, mobile phone provider). You cannot currently do the same with your Public Services Card. **Do you believe that you should also have the option to offer your Public Services Card as proof of identity?**

By Age	Yes	No	Don't know	
Under 25*	89%	8%	4%	26
25-39	84%	9%	7%	337
40-59	86%	9%	6%	398
60+	81%	8%	11%	240
By Gender	Yes	No	Don't know	
Female	85%	8%	8%	473
Male	83%	9%	7%	528

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