



An Roinn Caiteachais Phoiblí  
agus Athchóirithe  
Department of Public  
Expenditure and Reform

# Irish Civil Service Customer Satisfaction Survey 2015

Summary Presentation of Findings

*Reform & Delivery Office, Department of Public Expenditure & Reform*

6<sup>th</sup> May 2015

**Ipsos MRBI**





The 6<sup>th</sup> survey of its kind and the first since 2009, with two broad objectives;

- (i) Determine customer satisfaction;
- (ii) Assess broader perceptions of the Civil Service across the Irish public

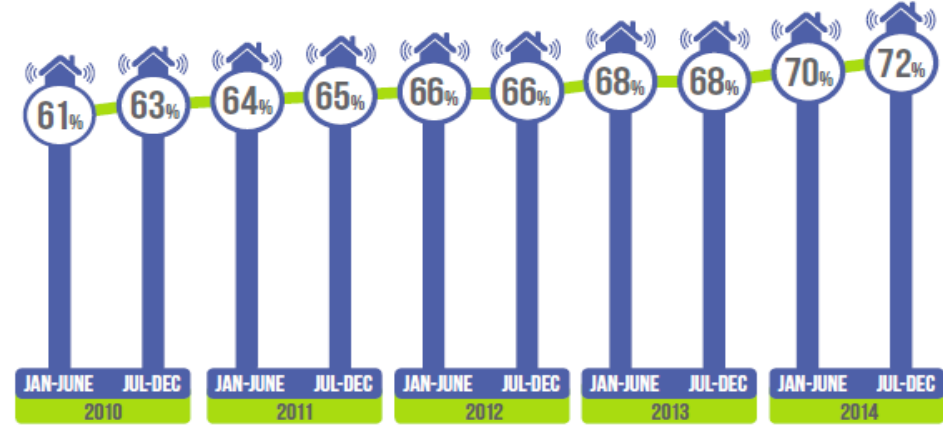
Over 2,000 face-to-face interviews conducted nationwide in Jan-Feb 2015

A robust and representative dataset, including over 1,000 customers.

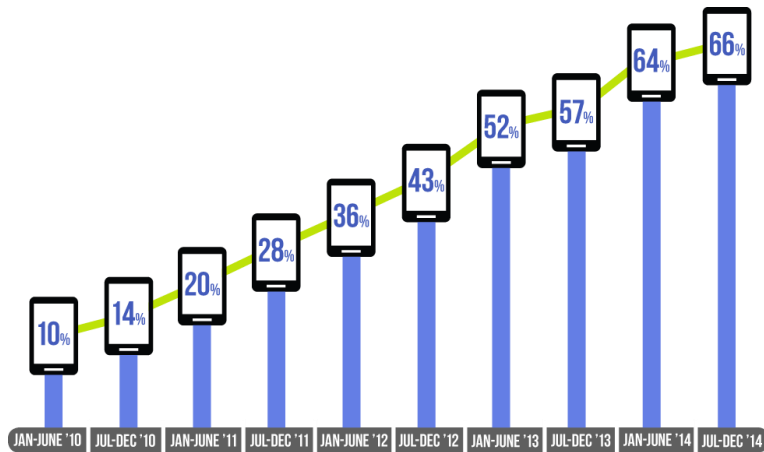
## Consumer confidence improving....



## Broadband penetration increasing....



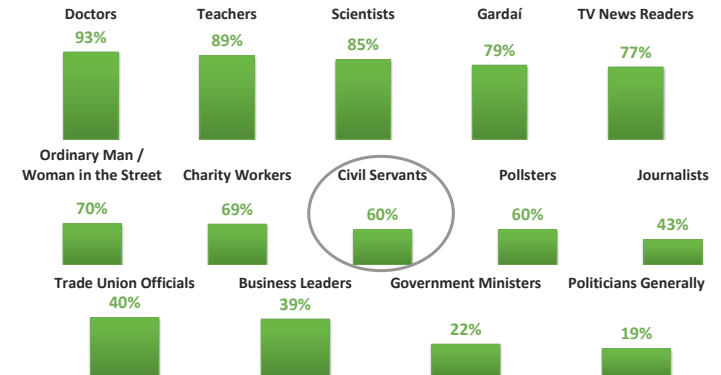
## 2 in 3 now owning Smartphones....



## Veracity Index 2015 – Who Do We Trust The Most?

Q. Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?

### Most Trusted Professions 2015



Ipsos MRBI

Source: Ipsos MRBI Veracity Index Q1 2015

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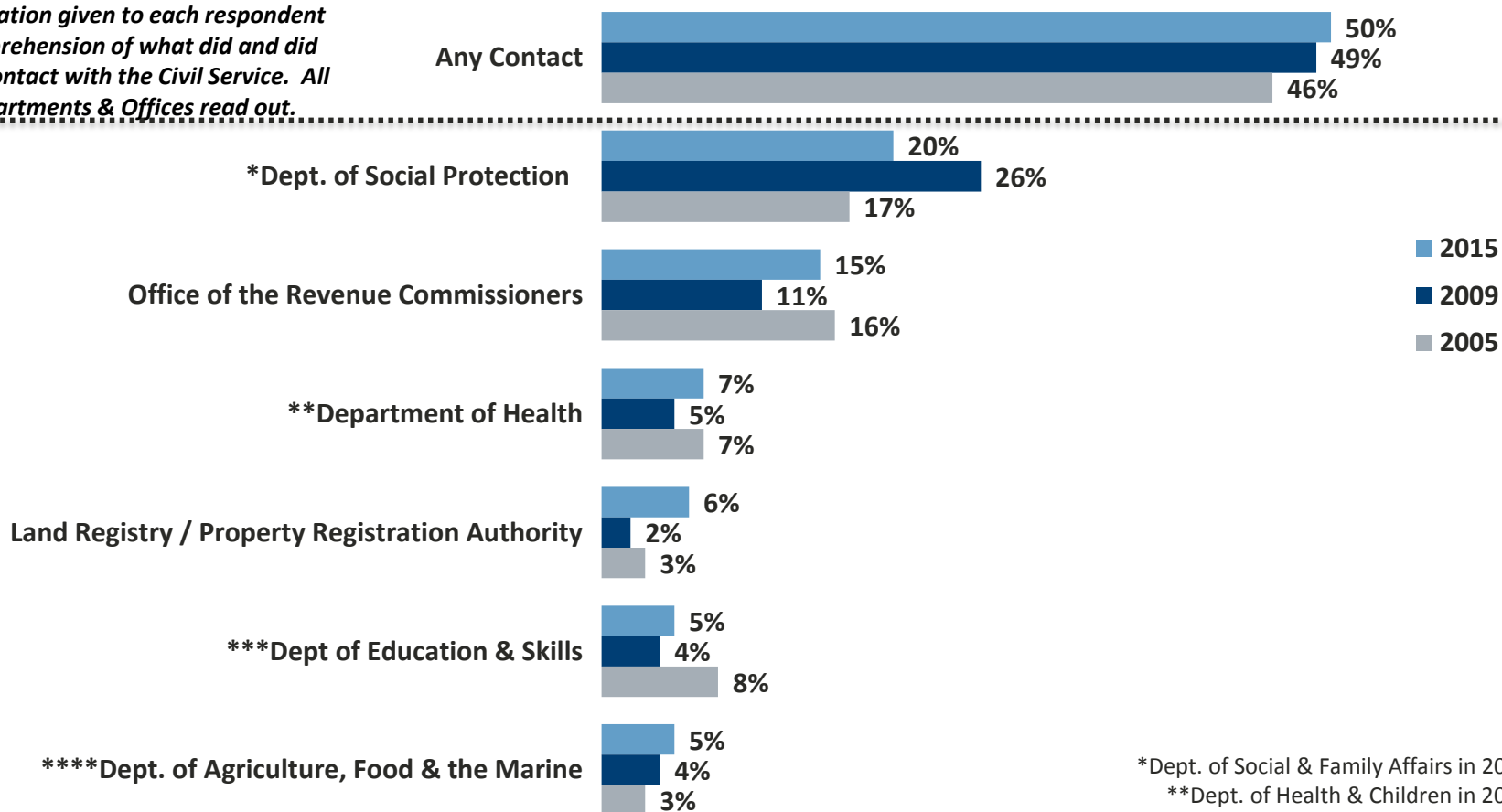
# Civil Service Contact



# Dept. of Social Protection and Office of the Revenue Commissioners Are The Most Contacted Departments

Q.1a For each of the Civil Service Departments and Offices I read out, can you tell me whether or not you have had any contact with them over the past 12 months:

Detailed explanation given to each respondent to ensure comprehension of what did and did not constitute contact with the Civil Service. All relevant Departments & Offices read out.



**Note:**  
 \*Dept. of Social & Family Affairs in 2009 / 2005  
 \*\*Dept. of Health & Children in 2009 / 2005  
 \*\*\*Dept. of Education & Science in 2009 / 2005  
 \*\*\*\* Dept. of Agriculture, Fisheries & Food in 2009 / Dept. of Agriculture & Food 2005

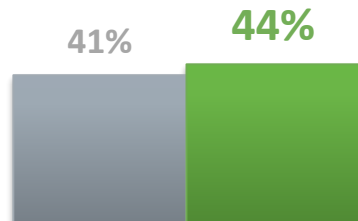
# Primary Method of Most Recent Contact - Summary

Q.4a Thinking about this most recent interaction, did you mainly deal with the relevant Department or Office by telephone, in writing, in person, by e-mail or online via a PC, a laptop, a mobile device or a tablet?

## Contact Methods Rising



By Phone



Through Email



\*Online via a PC / Laptop



■ 2009  
■ 2015

## Contact Methods In Decline



In Person



In Writing

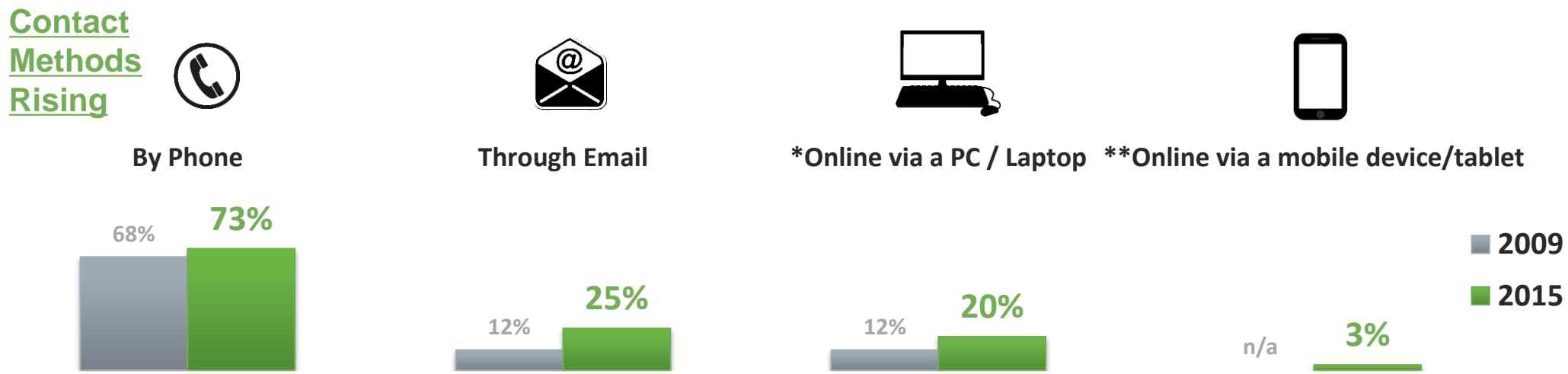


■ 2009  
■ 2015

\*Adapted for 2015 survey

# Phone Remains Popular, While Online Contact Increases

Q.4a/b Any methods of communication ever used to interact with any Government Department or Office?



\*Adapted for 2015 survey    \*\*New for 2015 survey

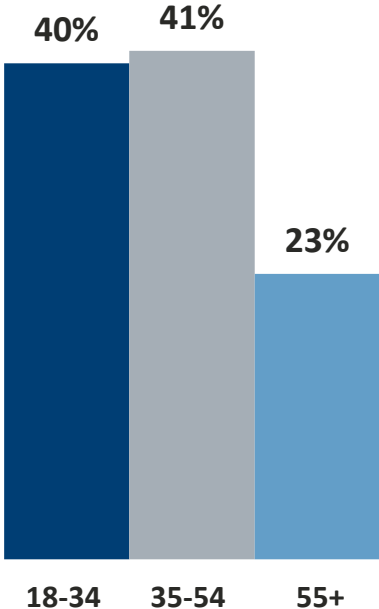
# Online Popular Among Younger Age Groups and Higher Social Classes

Q.4a/b Any methods of communication ever used to interact with any Government Department or Office? – ONLINE

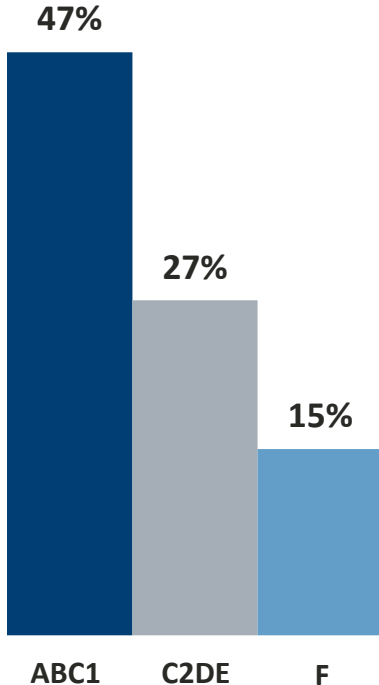
**Ever Contacted Online Including Email**



**By Age Band**



**By Social Class**

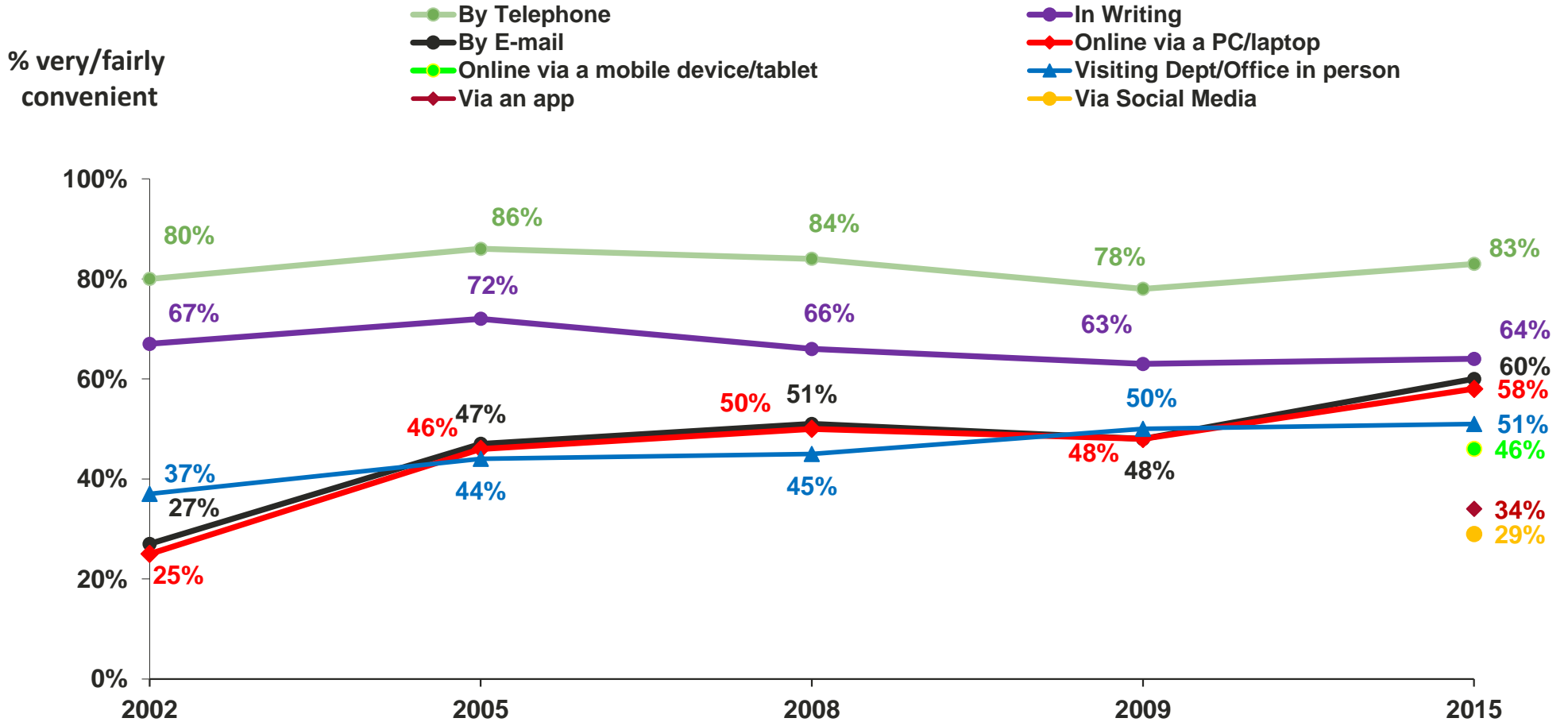


**Reasons for not interacting online** are mainly around (i) a preference for other channels (phone, face-to-face), or (ii) a lack of preference for or access to the internet.



# Telephone is Perceived as the Most Convenient Method of Contact, While E-mail and Online via a PC / Laptop Increases

Q.14 Thinking of future dealings you may have with Civil Service Departments or Offices, please tell me how convenient or inconvenient each of the following methods would be for you if you were interacting with a Govt. Dept?



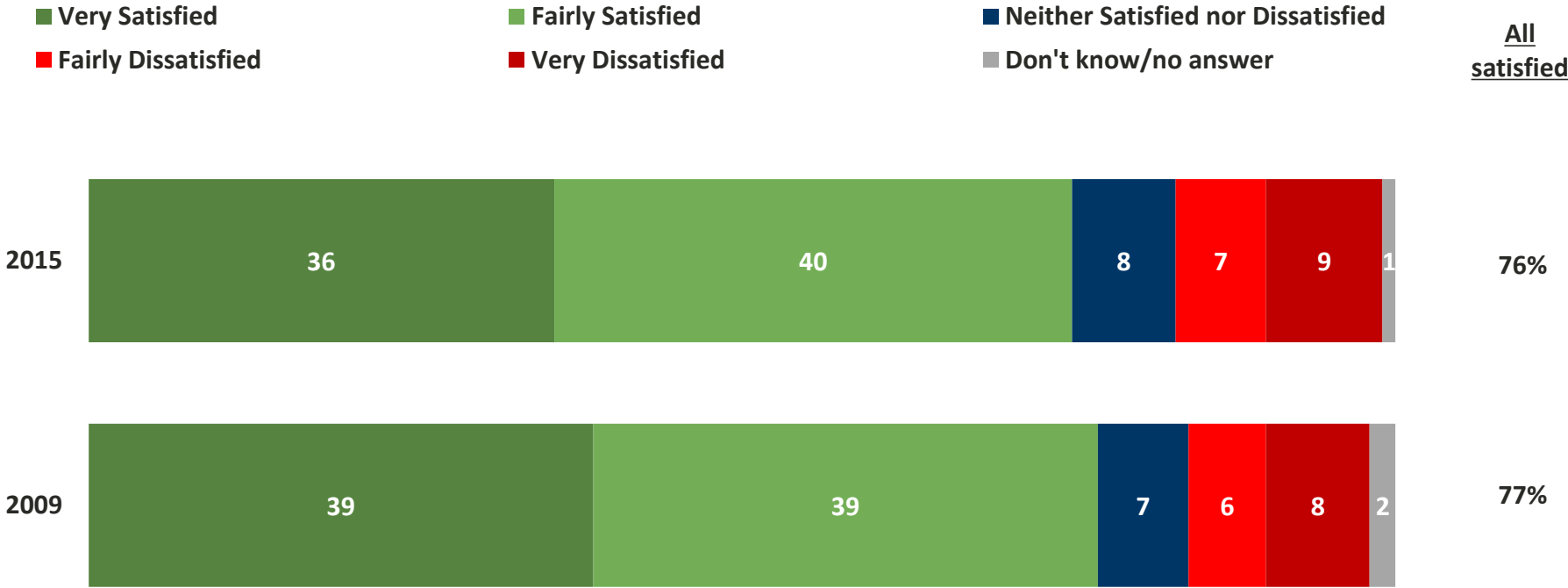
# Three in Four Customers Remain Satisfied With Service

Q.5a Thinking of the most recent interaction you had with a Civil Service Department or Office – overall how satisfied or dissatisfied were you with the service you received?



# Three in Four Customers Remain Satisfied With Outcome

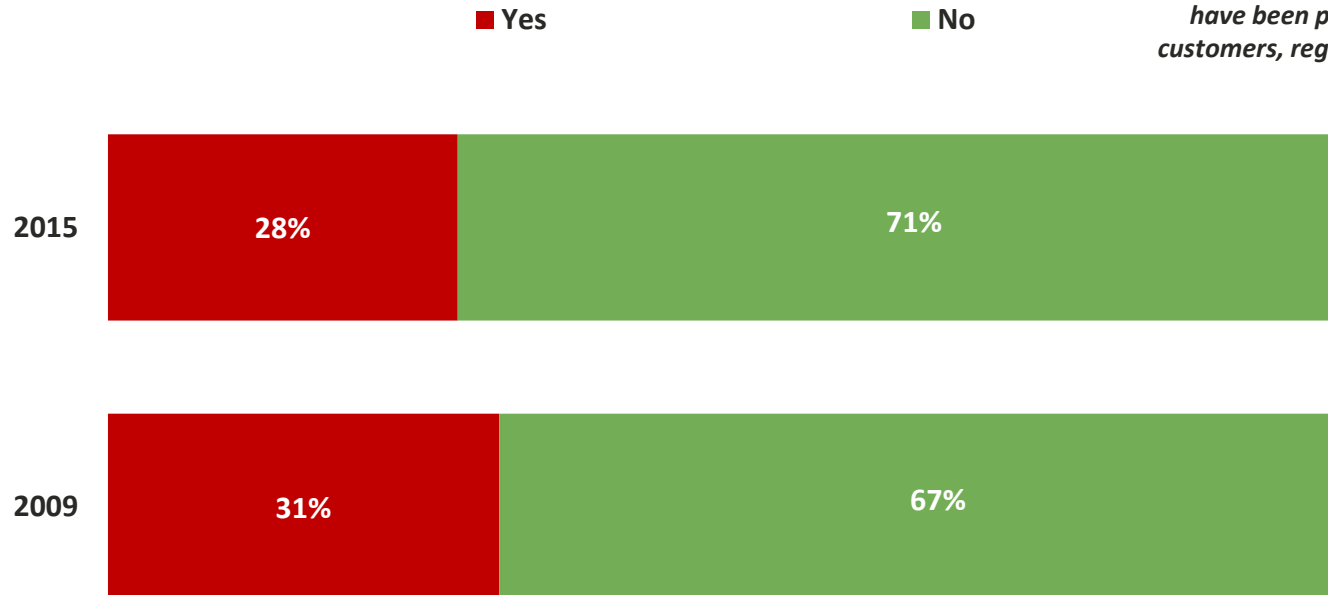
Q.5b Thinking of the most recent interaction you had with a Civil Service Department or Office – overall how satisfied or dissatisfied were you with the outcome of the contact you had?



# Some Dissatisfaction Remains In Evidence

Q.11 Have you been very or fairly dissatisfied with any aspect of service / contact you received from a Civil Service Department or office in the past 12 months?

*This question was introduced in 2008 to fully explore any aspect of dissatisfaction that may have been present and was asked of all customers, regardless of overall satisfaction.*

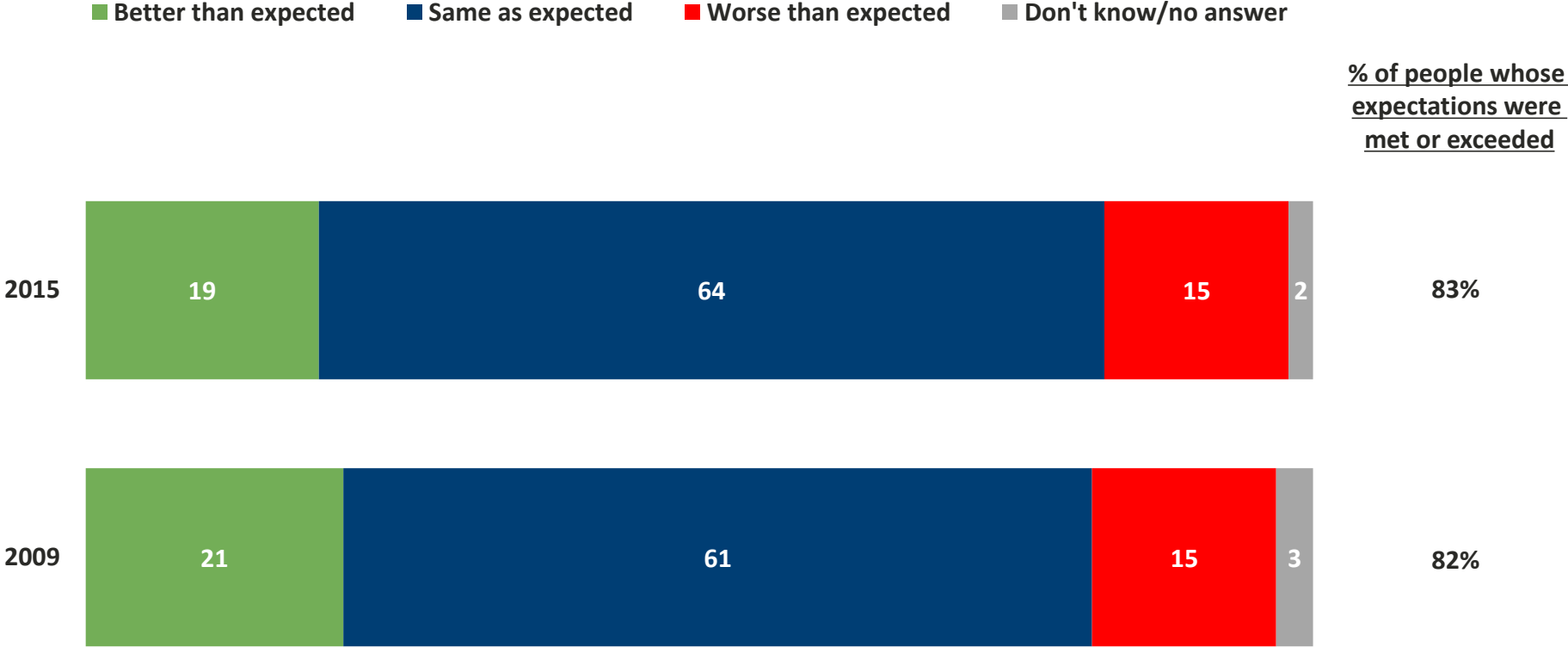


Some dissatisfaction around the customer experience remains in evidence, e.g.

- For phone customers, issues around process automation, voicemail and being left on hold can frustrate;
- Dissatisfaction also caused by a perception that the process is slow, or being passed around for the same enquiry, with a perceived lack of communication between staff / departments
- A negative outcome can also cause disappointment.

# The Majority of Customers Claim that Service Levels Are Mostly Meeting or Exceeding Expectations

Q.5c Thinking of the most recent interaction you had with a Civil Service Department or Office – was the service you received, better than expected, the same as expected, or worse than expected?

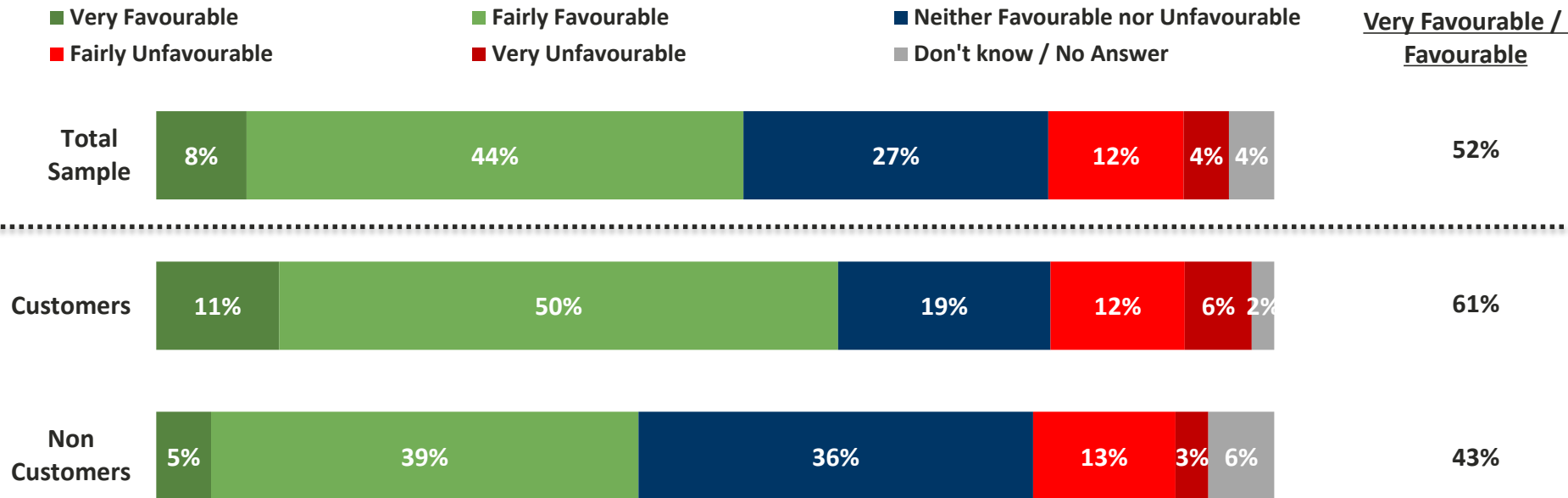


# Civil Service General Perceptions



# Favourability Remains Consistent, and is Higher Among Customers

Q.21 Taking into account your own experiences or impressions, how favourable is your opinion of the way in which the Civil Service meets the needs of the public?

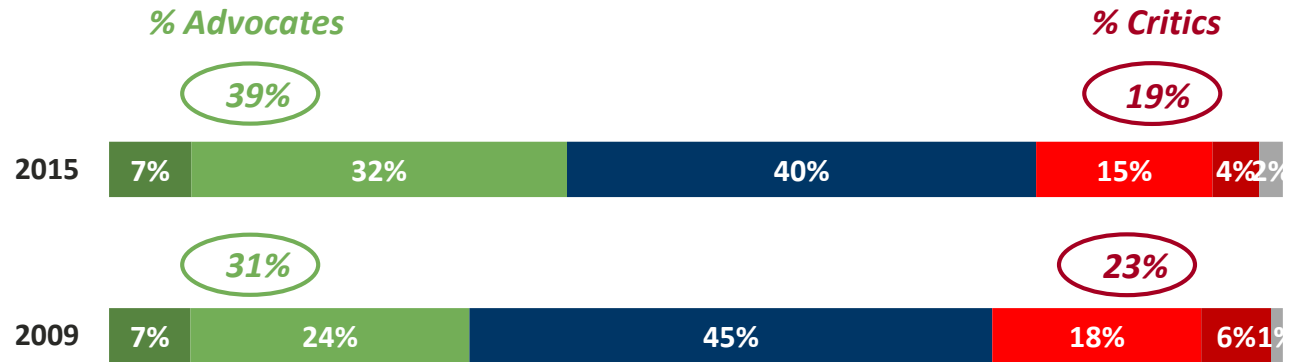


# Customers Are More Likely To Be Advocates of the Civil Service

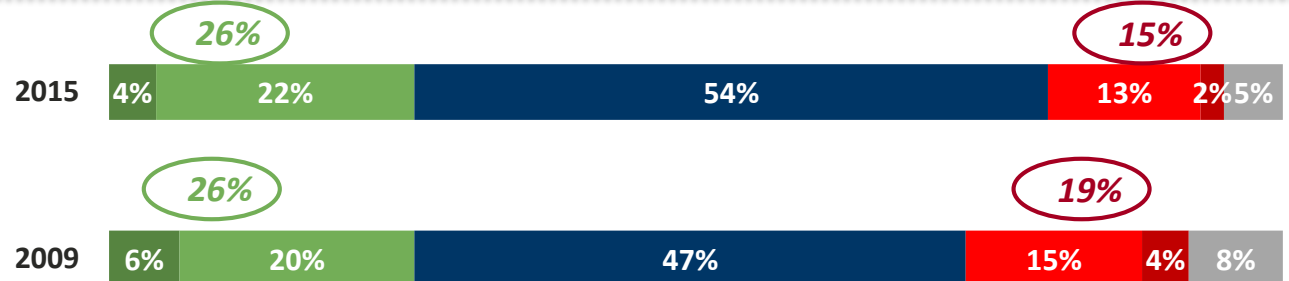
Q.22 Taking into account your own experiences or impressions, which of these phrases best describes the way you would speak of the Civil Service to other people?

- Would speak highly without being asked
- Would speak highly if I am asked
- Would be neutral
- Would be critical if I am asked
- Would be critical without being asked
- No opinion/no answer

## Customers



## Non-Customers





# Perceptions of Trust, Independence & Equality Higher Among Customers

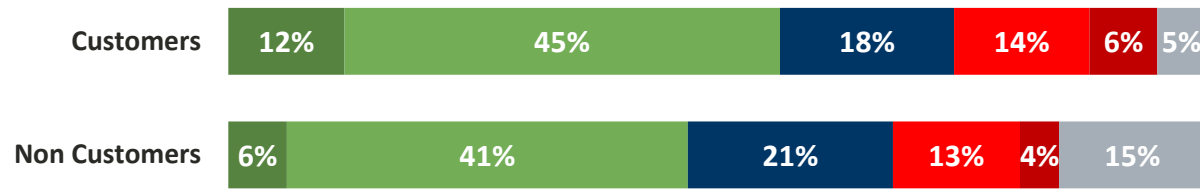
Q.13 Now thinking about the Irish Civil Service in general, please tell me to what extent you agree or disagree with the following statements?

■ Strongly Agree 
 ■ Agree 
 ■ Neither Agree nor Disagree 
 ■ Disagree 
 ■ Strongly Disagree 
 ■ Don't Know / No Opinion

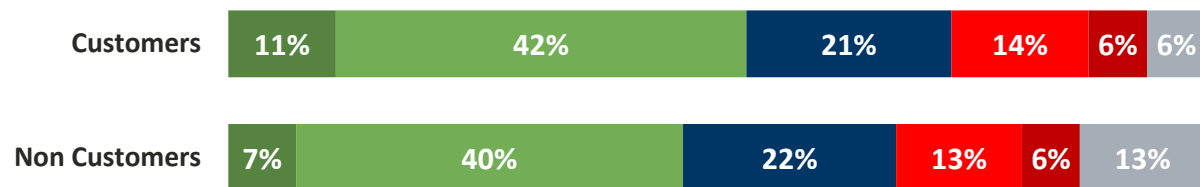
Net  
Agree  
2015

Net  
Agree  
2009

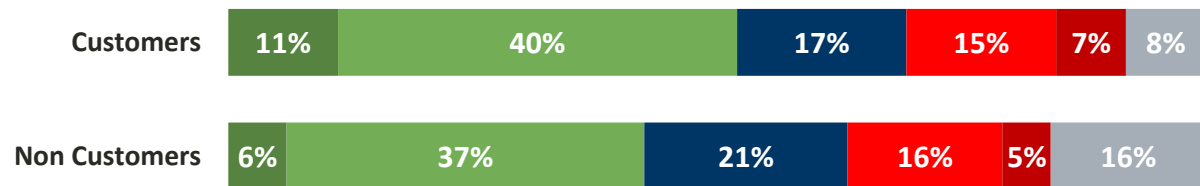
The Civil Service deals with people in a fair and equal way



The Civil Service is independent and trustworthy



The Civil Service serves all segments of society in Ireland equally



# Key Findings & Considerations



Overall satisfaction levels remain strong for both service delivery and outcome.

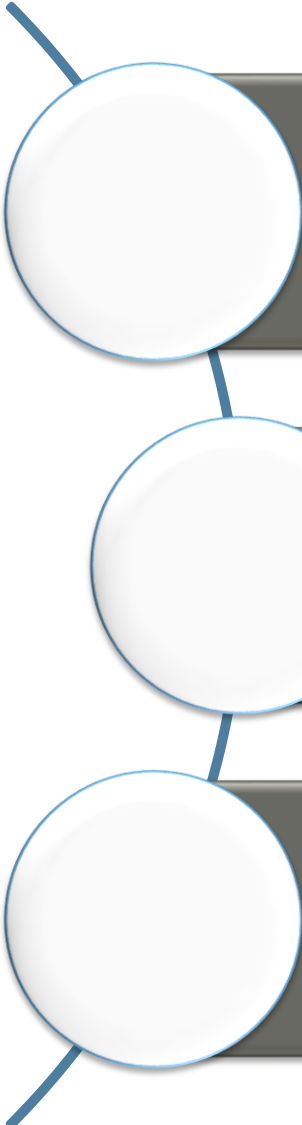
Customer contact via e-mail and online channels is rising, with telephone continuing to be an important channel.

Technology solutions and electronic communications appear to particularly appeal to the younger age groups and higher social classes.

Interactions with staff continue to be rated positively.

Advocacy levels have increased overall, particularly among customers.

Civil Service perceptions, familiarity and favourability remain consistent.



Some dissatisfaction around the customer experience remains in evidence, e.g. for those customers interacting over the phone, process automation, voicemail and being left on hold can frustrate.

Dissatisfaction is also caused by a perception that the process is slow, or being passed around for the same enquiry, with a perceived lack of communication between staff / departments.

A cohort of one in five do not perceive the Civil Service as trustworthy and would question whether people are dealt with fairly and equally – although this is an improvement on the last study.