# National Records of Scotland

# Customer Satisfaction Survey
# Executive Summary
# July 2019

# Introduction

*Background*

This project marks the first large-scale customer satisfaction research National Records of Scotland (NRS) has commissioned. The specific aims of the project are to conduct a high-level customer survey. The findings of the survey will be used to establish a baseline of customer satisfaction and help inform future engagement with the public.

The project objectives were to

- Establish a baseline of customer satisfaction and other service standards;
- Help inform future engagement activity; and
- Indicate any high-level areas of service improvements and help prioritise resources accordingly.

*Research method*

The research was undertaken online, over a range of NRS websites and social media platforms, including the National Records of Scotland's primary website, ScotlandsPeople, Facebook, and Twitter. People using services in person were given a card with information on how to access the survey online.

The target audience was all NRS customers accessing products, services, and communications during the fieldwork period.

In total, 800 users completed the survey during the fieldwork period: 20th March 2019 – 5th April 2019. This was equivalent to margins of error of between ±0.69% and ±3.46%, calculated at the 95% confidence level (market research industry standard). All fieldwork was undertaken in accordance with the requirements of ISO 20252, GDPR, and the MRS Code of Conduct.

*The sample profile*

The majority of respondents were individuals and most were 55 years or older. While the majority (55%) lived in Scotland, many lived overseas, typically in the US, Canada, Australia, and New Zealand.

| Type of user | | Age od | | Location | |
|---|---|---|---|---|---|
| Individual | 87% | 16-24 | 1% | Scotland | 55% |
| Public sector organisation | 7% | 25-34 | 5% | Rest of UK | 14% |
| Business | 3% | 35-44 | 9% | Republic of Ireland | 1% |
| Educational organisation | 1% | 45-54 | 19% | Overseas | 29% |
| Student | 1% | 55-64 | 31% | Prefer not to say | 2% |
| Third sector organisation | 1% | 65+ | 33% | | |
| Prefer not to say | <1% | Prefer not to say | 2% | | |
| **Base** | **800** | | **800** | | **800** |

## Key findings

### *Service use*

NRS provides a wide range of services and products. The survey captured users from across all of these. There was particularly strong representation from users of the ScotlandsPeople service as shown on the chart below.
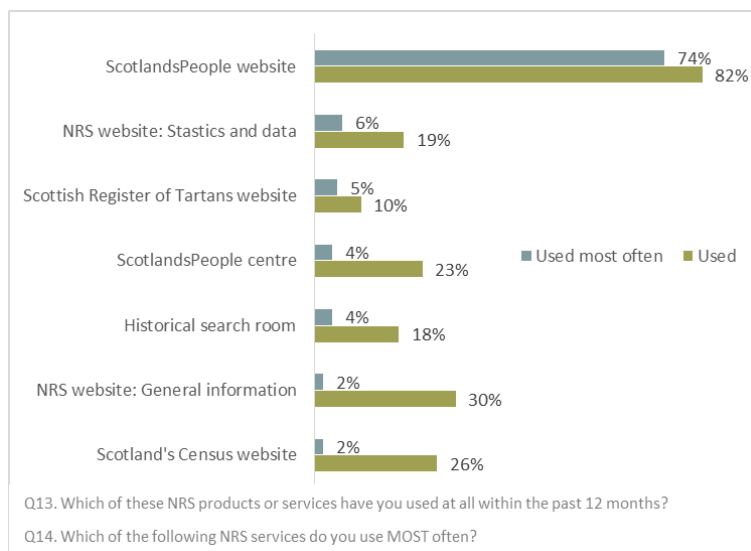


The other main services that respondents had accessed were general information on the NRS website, the Census website, National Register of Archives for Scotland website,[1] statistical data on the main NRS website, and the historical search room.

However, perhaps not surprisingly, the service used most often by respondents, was ScotlandsPeople, accounting for almost three-quarters of users (74%).

Most respondents had used NRS several times during the past year; almost half (47%) had used NRS services more than more than 30 times in the past year, with around a quarter (24%) using them more than 100 times during the year ('super-users'). Users of ScotlandsPeople were more likely to have been super-users than users of other services (28% vs. 16%).

Respondents also tended to use NRS services fairly regularly, with around half (52%) saying they used NRS at least every fortnight. Super-users used services most frequently (83% 'visit' – either online or in person – weekly), and Scottish residents are more likely than those living elsewhere to 'visit' weekly (50% vs. 33% for rest of UK and 29% for overseas).

### *Overall performance*

Almost all (95%) of the respondents said they value the work NRS undertakes, with most (92%) saying they value it a lot. It cannot be stressed enough, that this is an extremely high score. The focus in coming years should be on sustaining these levels.

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[1] 23% of respondents had used the National Register of Archives for Scotland; however, less than 2% said it was their most used service and, therefore, it is not shown on the chart above.

## Customer service standards

NRS customers were very positive about the customer service they receive. Respondents were asked to rate seven different measures of customer service out 5 (where 5 was excellent 5 and 1 was poor). "Excellent" scores were awarded by around half of NRS customers on each of these measures, and almost all customers rated NRS services good (a score of 4 or 5). Respondents were particularly positive about the 'helpfulness of staff' and 'accuracy' as shown on the graphic below.

*"Scotland's people staff in Edinburgh are fantastic."*

*"The staff are exceptional when it comes to help and support."*

**Helpfulness of staff**

Positive: 70%

**Accuracy**

Positive: 86%

**Customer care**

Positive: 69%

**Speed of response**

Positive: 77%

**Quality of content/info**

Positive: 84%

**Ease of use**

Positive: 79%

Q11, Thinking of all the products and services that you use, we would like you to rate NRS on seven key aspects.

It worth noting that a substantial minority of customers felt unable to comment on the "helpfulness of staff" or "overall customer care" (> 20%). The majority of these respondents were almost entirely online users.

Satisfaction ratings were high, and compare favourably with similar organisations in the public sector. Nonetheless there will be opportunities to shift ratings further towards excellent across all measures, especially in 'speed of response' and 'ease of use'. There are clear opportunities to engage more with customers, both digitally and in-person, so as to improve all measures, and the "helpfulness of staff" and "overall customer care" measures in particular.

*"Unlike other organisations NRS staff are available when you enter the room or dealing with queries/support promptly by email."*

## Value for money

A majority (60%) of customers felt that NRS was good "value for money", while around a tenth (9%) said services were poor "value for money". The comments received on the service indicated the

variety of ways in which respondents use the service, and a demand for flexible/responsive pricing models that accommodate different approaches to service use.
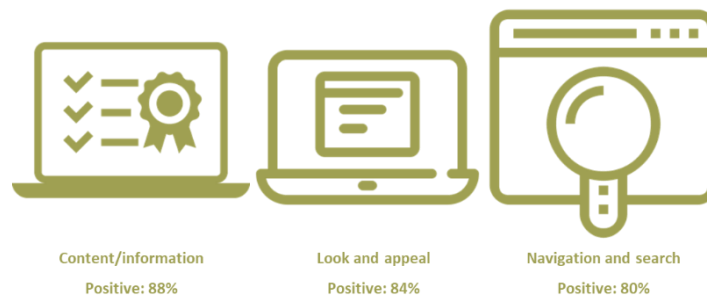
> *"I live in Australia and it is wonderful to have Scotland's People just a click away. Purchase of certificates is a very quick and simple process."*

> *"Why can't you run a subscription service? I've spent hundreds of pounds, and wasted a lot, checking records. Surely you can do it by subscription?"*

### Website

Customers scored the website highly in terms of its look, content, navigation/search.[2] Feedback from respondents was also largely positive, they found it easy to access the information they wanted, the content was excellent, and support from helpdesk staff

> *"It's easy to access and find records online."*

excellent. However, it was clear that many users returned to the same site repeatedly, so they were making little use of the search functions. Others mentioned the site as being a little outdated, the searching tricky, and difficult to use on some devices (mobiles).
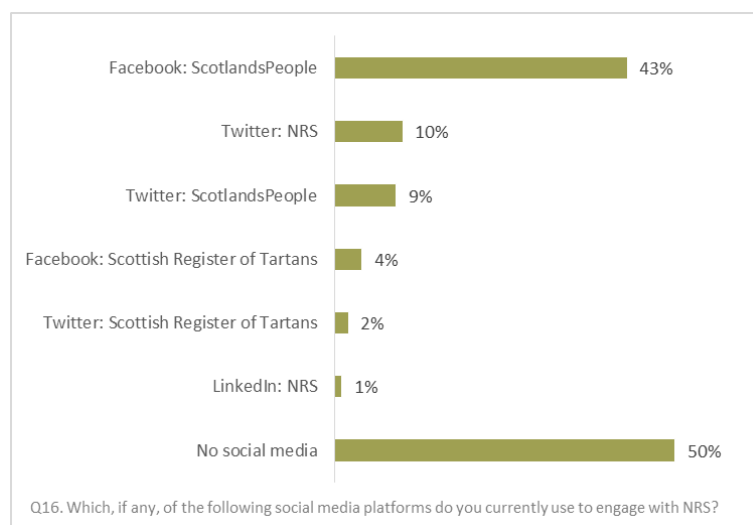


| Content/information | Look and appeal | Navigation and search |
| Positive: 88% | Positive: 84% | Positive: 80% |

Q15. Thinking about the [insert service from Q14.], how would you rate the website in terms of the following?

### Communications

Social media is functioning well as a means of communication. Around 50% of respondents had used it to engage with NRS in the past year, with engagement significantly higher for individuals than organisations (52% vs 37%). As the chart shows, the ScotlandsPeople community is particularly engaged on social media, on both Facebook and Twitter.



| | |
|---|---|
| Facebook: ScotlandsPeople | 43% |
| Twitter: NRS | 10% |
| Twitter: ScotlandsPeople | 9% |
| Facebook: Scottish Register of Tartans | 4% |
| Twitter: Scottish Register of Tartans | 2% |
| LinkedIn: NRS | 1% |
| No social media | 50% |

Q16. Which, if any, of the following social media platforms do you currently use to engage with NRS?

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[2] Please note that given the large sample of ScotlandsPeople customers there is a possibility that the customer is referring to ScotlandsPeople website rather than the NRS website when answering this question.

Most respondents (59%) had not accessed online communications. Of those who had, individuals were most likely to have used the ScotlandsPeople newsletter, while organisations used the ScotStat emails and Scotland's Census newsletter.

Opportunities to develop similar communities across other customer segments should be developed – possibly in partnership with sister organisations (following the ScotStat model) – to give likeminded specialists an environment to share information and resources, and provide NRS with an opportunity to actively promote and engage with key customer groups.

*NRS branding*

Most (61%) respondents said they were aware of the products and services offered by NRS, with 18% saying they were extremely aware. Just 3% said they were not at all aware. These levels are good, but there are opportunities to drive awareness of services to higher levels.

Similarly, brand awareness was high: around two thirds (65%) of respondents said they were aware of the NRS brand, with one third (33%) extremely aware. Notably recognition was higher for those using services in person than online (51% vs 31% extremely aware), and higher for Scottish residents than others, with 41% saying they were extremely aware (29% RoUK, 20% overseas).

To users, there was an association between 'brand' and the logo, the corporate colours and the service. However, there is some dilution of the online brand, as the various products (ScotlandsPeople, Scotland's Census, Scottish Register of Tartans, etc.) each have distinct identities. If NRS branding is important then this will need to be addressed in the future.

## Key recommendations

The baseline score on awareness and service delivery are very strong – people knew who NRS was and what it does. Sustaining and/or improving the scores set this year will be challenging. However, there are some key areas where improvements may be secured:

- Review opportunities to engage more with customers, both digitally and in-person, so as to improve the customer experience overall, and in particular with respect to staff helpfulness and overall customer care.
- Include customer engagement as part of a wider review of charging policy.
- It would be beneficial if further work were undertaken to modernise website navigation and search, enabling and encouraging users to make better and fuller use of the available resources.
- Social media and online communications are respected and enjoyed by users. However, with the exception of ScotlandsPeople products, usage tends to quite low – a concerted effort to communicate more widely through social media/online channels would provide a forum for a broader spectrum of users to learn more about NRS services and engage with NRS/their peers.
- Review branding, in particular the scope for and value of a corporate online branding message. We would further recommend that in future years, if a single brand is not in place across the organisation, the survey design should be amended to reflect this.
- Dedicated customer research should be undertaken to consider the specific needs of under-represented client groups and users of services not covered by this survey.