

progressive



National Records of Scotland Customer Satisfaction Survey

July 2019



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Project background



NRS is a non-ministerial office of the Scottish Government.

It was established in 2011, following the merger of the General Register Office for Scotland and National Archives of Scotland.

Its purpose is to collect, preserve, and produce information about Scotland's people and history, and make it available to inform current and future generations.



NRS's key roles are to administer civil registrations, undertake the Census and publish demographic statistics, make public records available, and maintain and develop Scotland's archives.

This project marks the first large-scale customer satisfaction research NRS has commissioned. The specific aims of the project are to conduct a high-level customer survey.

The findings of which will be used to establish a baseline of customer satisfaction and help inform future engagement with the public.

Project objectives



Establish a baseline of customer satisfaction and other service standards

Help inform future engagement activity

Indicate any high-level areas of service improvements and help prioritise resources accordingly

Research method



- Computer assisted web interviewing (CAWI): the survey was undertaken using an online self-completion questionnaire.
- 18 links were published on a range of National Records of Scotland websites and social media platforms, including the National Records of Scotland’s primary website, ScotlandsPeople, Facebook, and Twitter. Personal users were given a card with information on how to access the survey online.
- The target audience was all National Records of Scotland customers accessing products, services, and communications during the fieldwork period.
- The final sample was 800.
- No quotas were set as National Records of Scotland wanted to achieve the highest response possible.
- Fieldwork was conducted between 20th March 2019 – 5th April 2019.
- Margins of error for the results shown are between $\pm 0.69\%$ and $\pm 3.46\%$, 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.

Sample: source of responses



Sources of response	No.	%	Sources of response	No.	%
ScotlandsPeople Facebook	402	50%	Scotland's Census website and newsletter	13	2%
ScotlandsPeople website news articles	125	16%	Scottish Register of Tartans website	10	1%
Stats Customer Service Desk and ScotStat newsletter	43	5%	NRS email signature/intranet article	8	1%
Scottish Register of Tartans Facebook	38	5%	Scottish Register of Tartans Twitter	7	1%
NRS website news article	35	4%	Printed cards	6	1%
Extract Services	30	4%	Registration Services – Change of Name	2	<1%
ScotlandsPeople Twitter	27	3%	NRS LinkedIn	2	<1%
Historical and Legal Search Room	16	2%	National Register of Archives for Scotland	1	<1%
NRS Twitter	16	2%	Other queries	6	1%
NRS Stakeholders	13	2%			

Sample: type of user, age, and location



Type of user	No.	%
Individual	699	87%
Public sector organisation	52	7%
Business	25	3%
Educational organisation	8	1%
Student	7	1%
Third sector organisation	6	1%
Prefer not to say	3	<1%

Age	No.	%
16-24	5	1%
25-34	43	5%
35-44	71	9%
45-54	152	19%
55-64	246	31%
65+	265	33%
Prefer not to say	18	2%

Location	No.	%
Scotland	439	55%
Rest of UK	112	14%
Republic of Ireland	4	1%
Overseas	233	29%
Prefer not to say	12	2%

Data analysis



- Only statistically significant differences are reported.
- Statistically significant differences between sub-groups on charts are noted with  (positive) or  (negative).
- Where base sizes are low a caution sign is shown.  These results must be read with caution.
- Where figures do not add to 100% this is due to multi-coded responses or rounding.



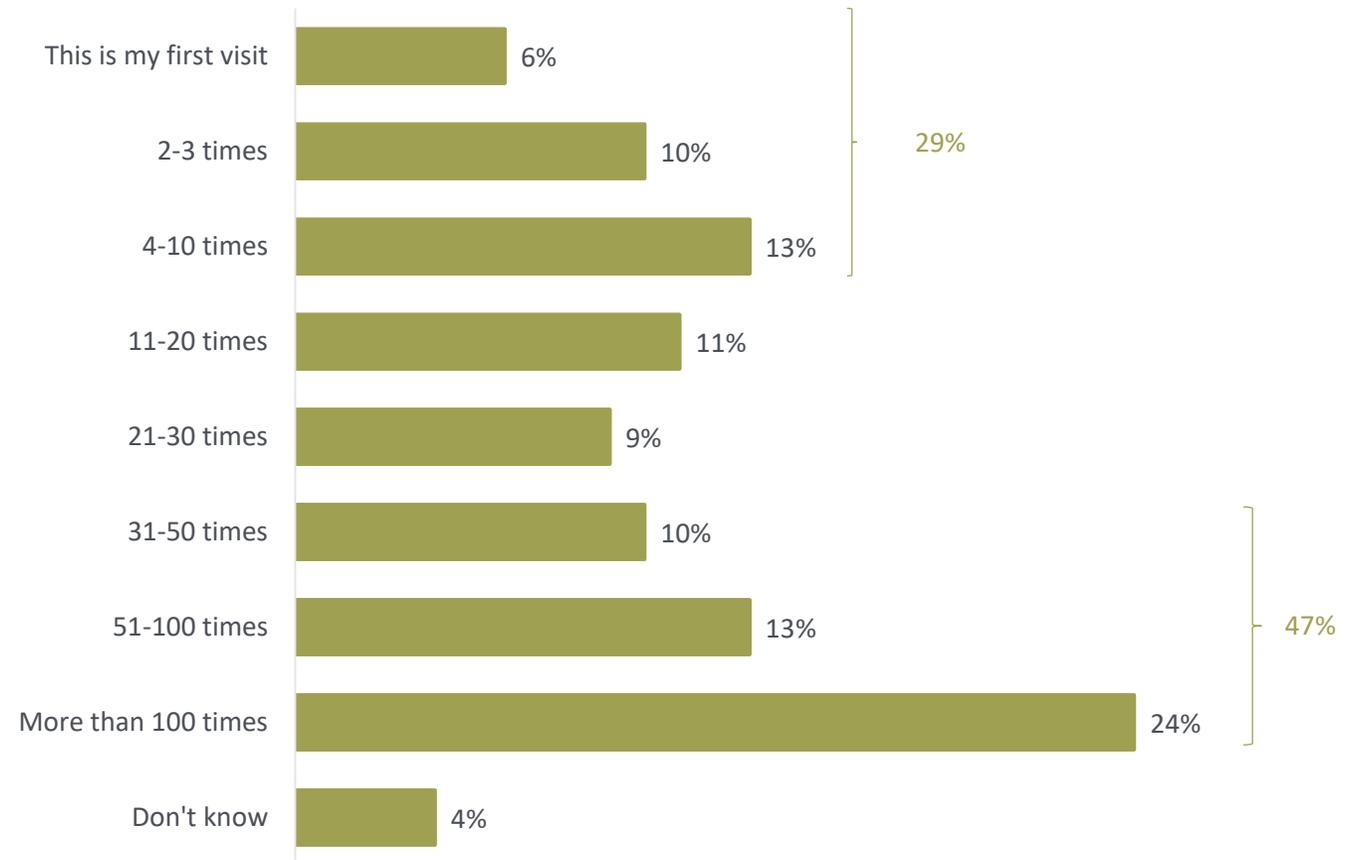
Usage profile



Services used in last year

- Most respondents had used NRS services several times during the past year; and almost half (47%) more than 30 times. Around a quarter (24%) used it 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 resident in Scotland were more likely to have been super-users than those living elsewhere (30% vs. 20% for rest of UK and 17% for overseas).
- Just under a third (29%) had used NRS services ten times or fewer, with less than a fifth (16%) using it up to three times.
 - Those using ScotlandsPeople were much less likely to be making their first visit than those using other services (3% vs. 10%).
 - Respondents resident in Scotland were **less** likely to have used NRS 10 times or fewer than those living overseas (26% vs. 36% overseas).

There are 'super-users' who use NRS services and products many times over the course of the year. These are typically, but not always, people using services through the ScotlandsPeople website.



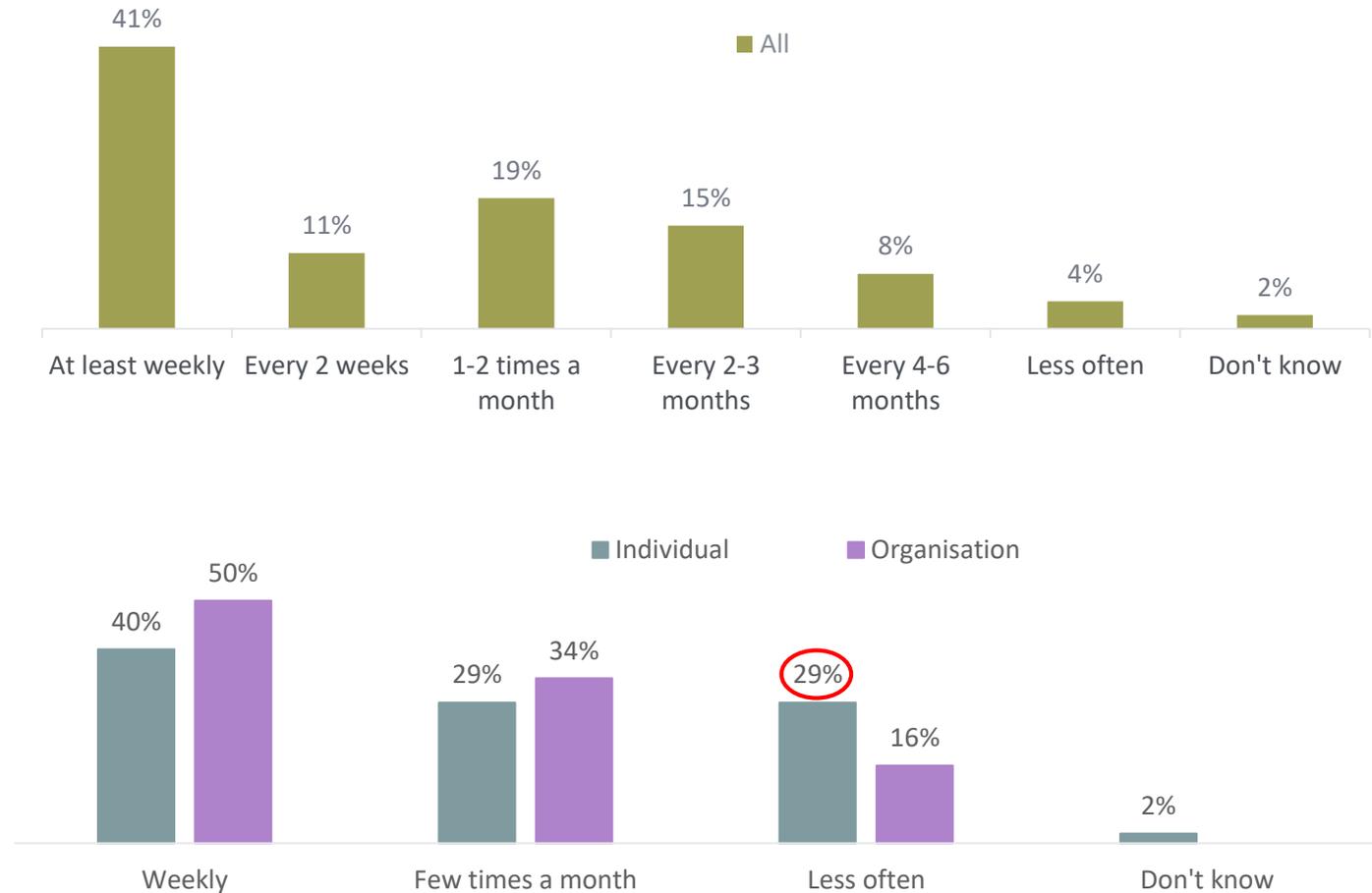
Q2. How many times have you used NRS products and services within the past 12 months?

Base (all): 800

Frequency of use

- Most respondents used NRS products regularly, with around half (52%) using NRS at least every fortnight.
- As might be expected, there is a clear relationship between frequency of use and level of use:
 - Super-users are most likely to visit weekly (83%).
 - Those who have visited between 11 and 50 times a year are the group most likely to visit a few times a month (47%).
 - Those who have visited up to 10 times in the last year, tend to visit less often (66%).
- Respondents resident in Scotland were more likely to use NRS weekly than those living elsewhere (50% vs. 33% for rest of UK and 29% for overseas).
- Organisations indicated they were regular users of NRS, with just 16% saying 'less often' (vs. 29% of individuals).

Frequency of use is very high, with most using NRS products and services at least once a month.



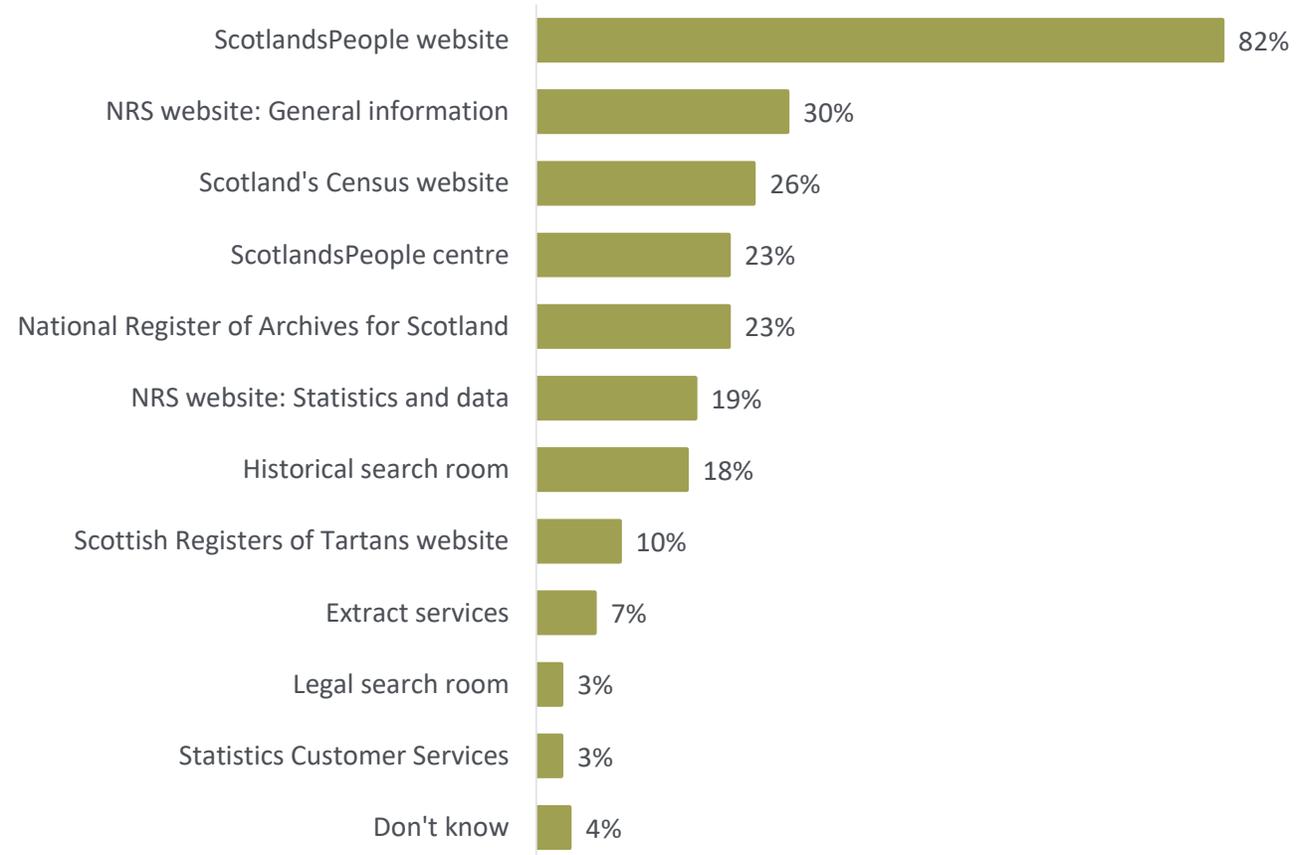
Q3. How often do you tend to use NRS products and services?

Base (first visits and don't knows on Q2): 721
 Base (user type): individual: 633; organisation: 88

NRS services used

- NRS provides a wide range of services and products. The survey captured users from across all of these.
- However, there was a very strong representation from users of the ScotlandsPeople service: some 82% of respondents had used the website and 23% had used the centre.
- The other main services that respondents accessed were general information on the NRS website, the Census website, National Archives website, statistical data on the main NRS website, and the historical search room.

82% of the respondents had used a ScotlandsPeople product or service at least once.



Please note that responses below 3% are not reported.

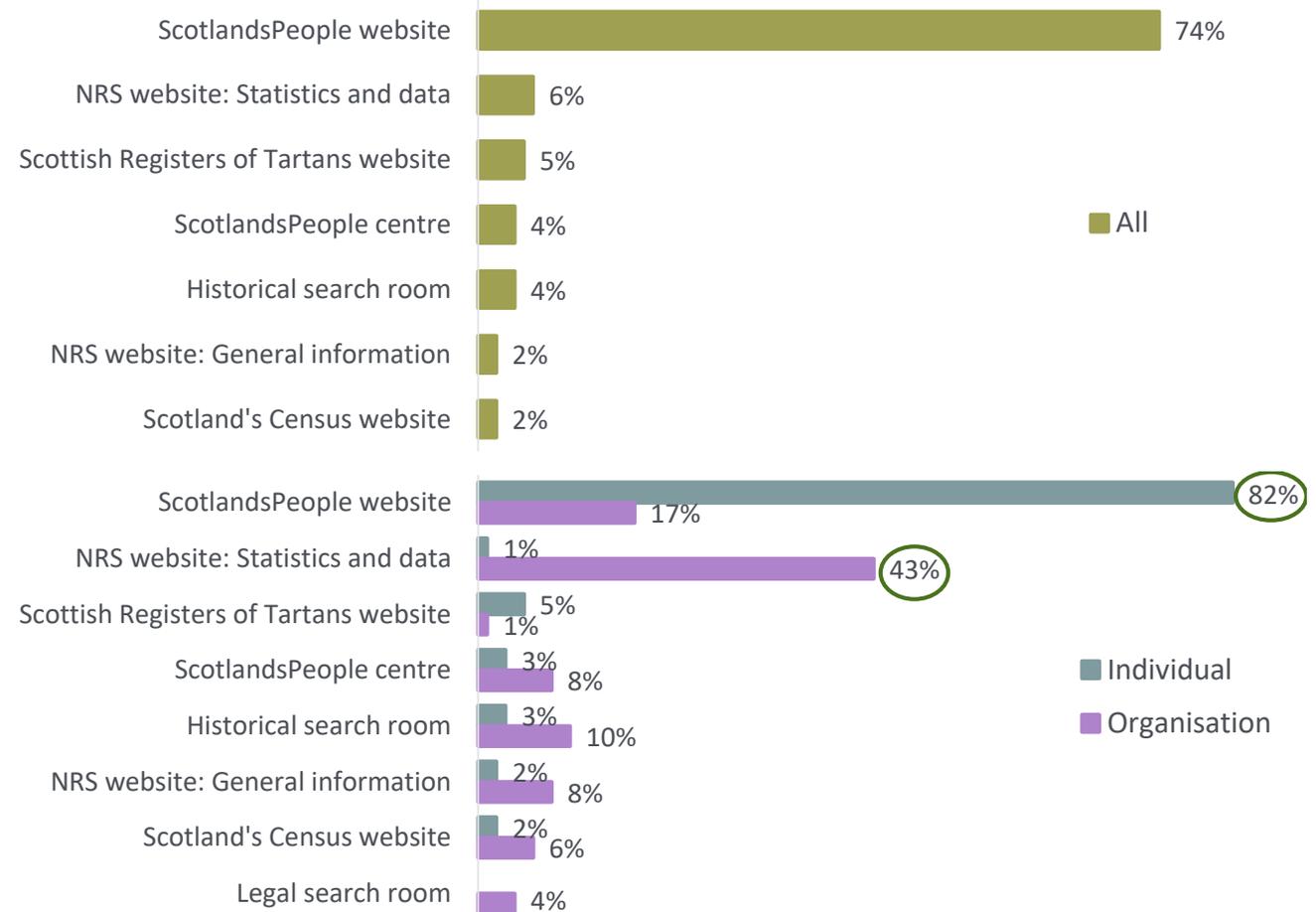
Q13. Which of these NRS products or services have you used at all within the past 12 months?

Base (all): 800

Service used most often

- Perhaps not surprisingly, the service used most often by respondents, was ScotlandsPeople, accounting for almost three-quarters of users (74%).
- The next 'most used' was the NRS website accounting for 8% of users (statistics: 6% and general information: 2% of users).
- The profile of ScotlandsPeople users was distinct
 - SP users were more likely to be individuals than organisations (88% vs. 24%).
 - More likely to be super-users: 86% of SP users were super-user and just 68% have used less than 10 times; compared with 14% and 32% respectively for all other service users.
 - More likely to be used online: 82% of SP use was online vs. 38% face-to-face, compared with 18% and 62% respectively for all other services.

ScotlandsPeople users tend to be individuals, 55+ years, super-users, who access services online.



Please note that responses below 2% are not reported.

Q14. Which of the following NRS services do you use MOST often?

Base (all answered Q13): 767
Base (user type): individual: 675; organisation: 90

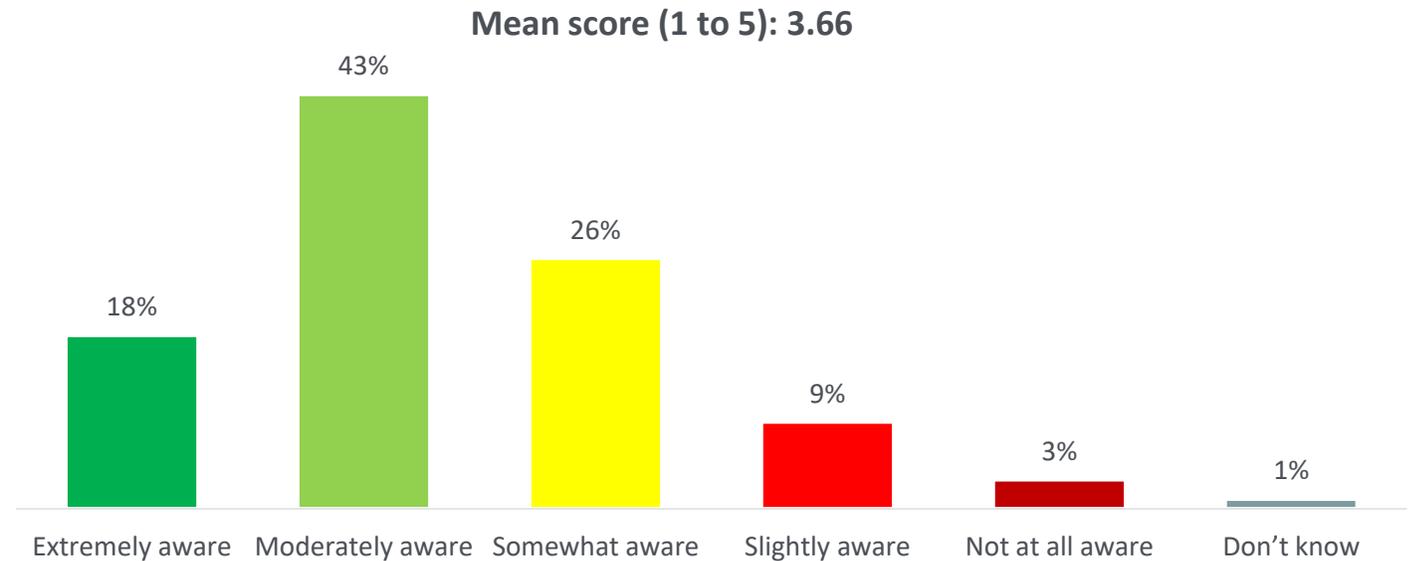


Overall performance ratings

Awareness of services

- 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.
 - Super-users and those who use NRS weekly have much higher awareness of services and products than other users (mean scores of 4.07 and 3.98 respectively), while those with low and infrequent usage have lowest awareness (mean scores 3.20 and 3.37 respectively).
 - Those whose main service was ScotlandsPeople were less likely to say they were not aware of NRS services than others (9% vs. 18%).

Awareness levels are good, but there are opportunities to drive awareness of services to higher levels.

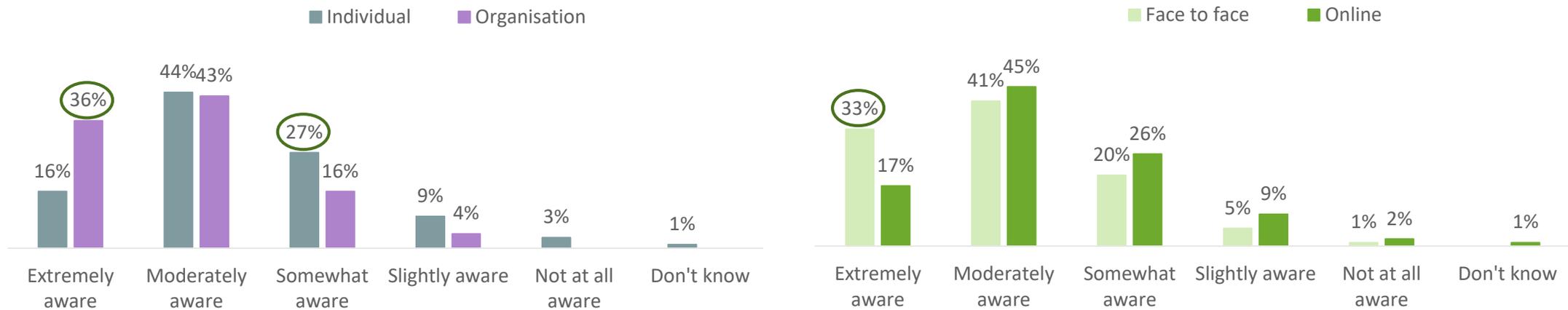


Q4. How aware are you of the products and services that NRS offers?

Base (all): 800

Awareness of services

Organisations know what you do - they have probably worked on a 'pull' model and have found out for themselves what you offer. You may want to adopt a 'push' model for individuals. In doing so you could create an informed customer base that act as advocates on your behalf.



- Around four-fifths (79%) of organisations were aware of NRS services. This is much higher than the level for individuals (60%). Notably, organisations were much more likely to say they were extremely aware (36% vs. 16% individuals).

- Respondents using NRS face-to-face were more likely to say they were extremely aware of NRS services than those using services online (33% vs. 17%).

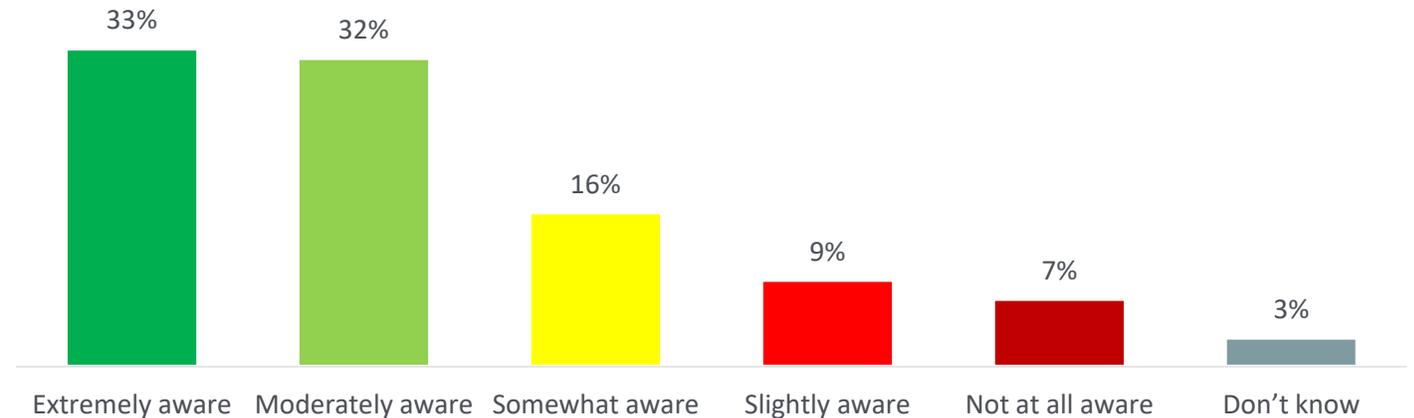
Awareness of brand

- Around two thirds (65%) of respondents said they were aware of the NRS brand, with one third (33%) extremely aware.
 - Brand awareness increases with service use: mean score for low users (<10 times) was 3.35, rising to 3.87 for 11-50 times and 4.15 for super users (100+ times)
 - It was also highest for those who used the service most frequently: mean score was 4.04 for weekly users, 3.80 when people used the service a few times a month, and 3.60 when they used services less often.
 - Brand awareness was higher among Scottish residents: 74% said they were aware (62% in RoUK and 49% overseas), with 41% saying they were extremely aware (29% RoUK, 20% overseas).

To users, brand means the logo, the colours and the service, with service a key part of the brand. There is scope to drive this score upwards.



Mean score (1 to 5): 3.77

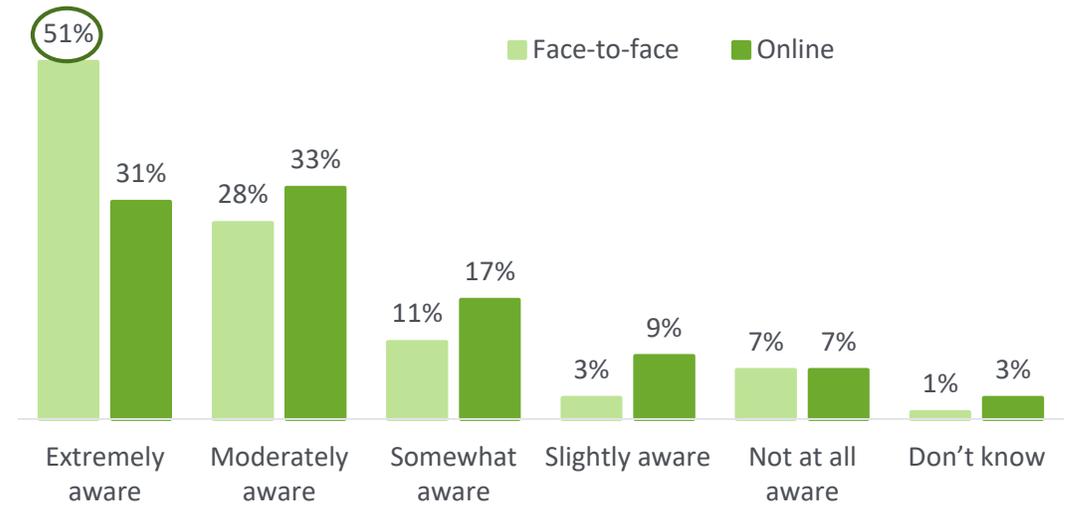
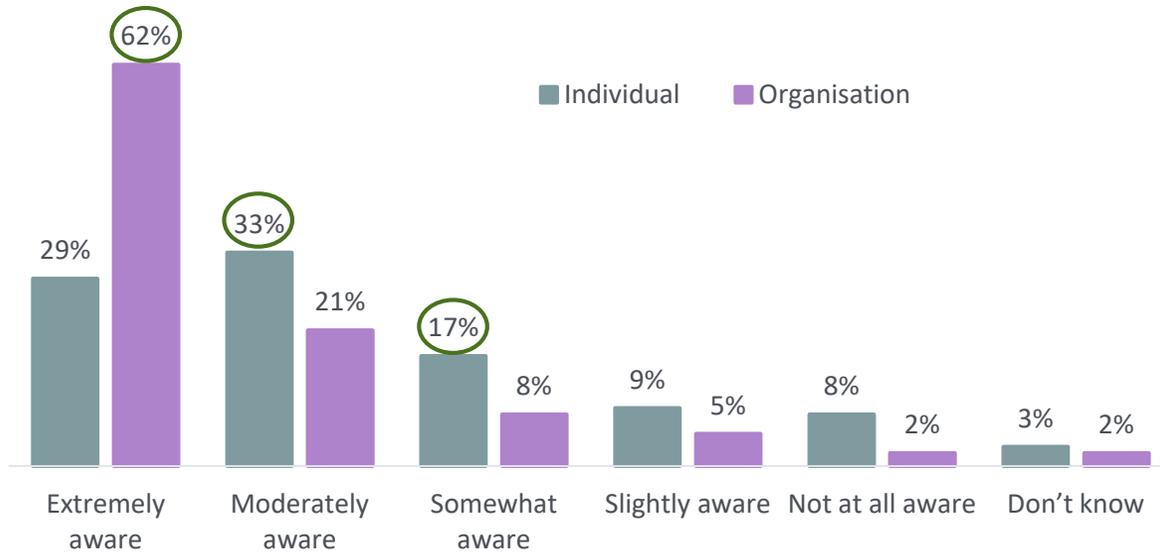


Please note that given the large sample of ScotlandsPeople customers there is a possibility that the customer is referring to ScotlandsPeople logo rather than NRS when answering this question.

Q10. How aware are you of NRS as a brand?

Base (all): 800

Awareness of brand



- More than four-fifths (83%) of organisations were aware of the NRS brand. This is much higher than the level for individuals (62%).
- Organisations were much more likely to say they were extremely aware of the brand (62% vs. 29%). This is a considerable difference. The sample of organisations is small which limits further breakdown, however, brand awareness is particularly high among public sector (87%) and business (84%) users.

- Those using services face-to-face were much more likely to say they were aware of NRS branding than those accessing services online (79% vs. 64%).
- Face-to-face users were also much more likely to be extremely aware of NRS branding (51% vs. 31%). This might suggest branding is more impactful in physical spaces than online, and may reflect the different branding environments across the NRS platforms.

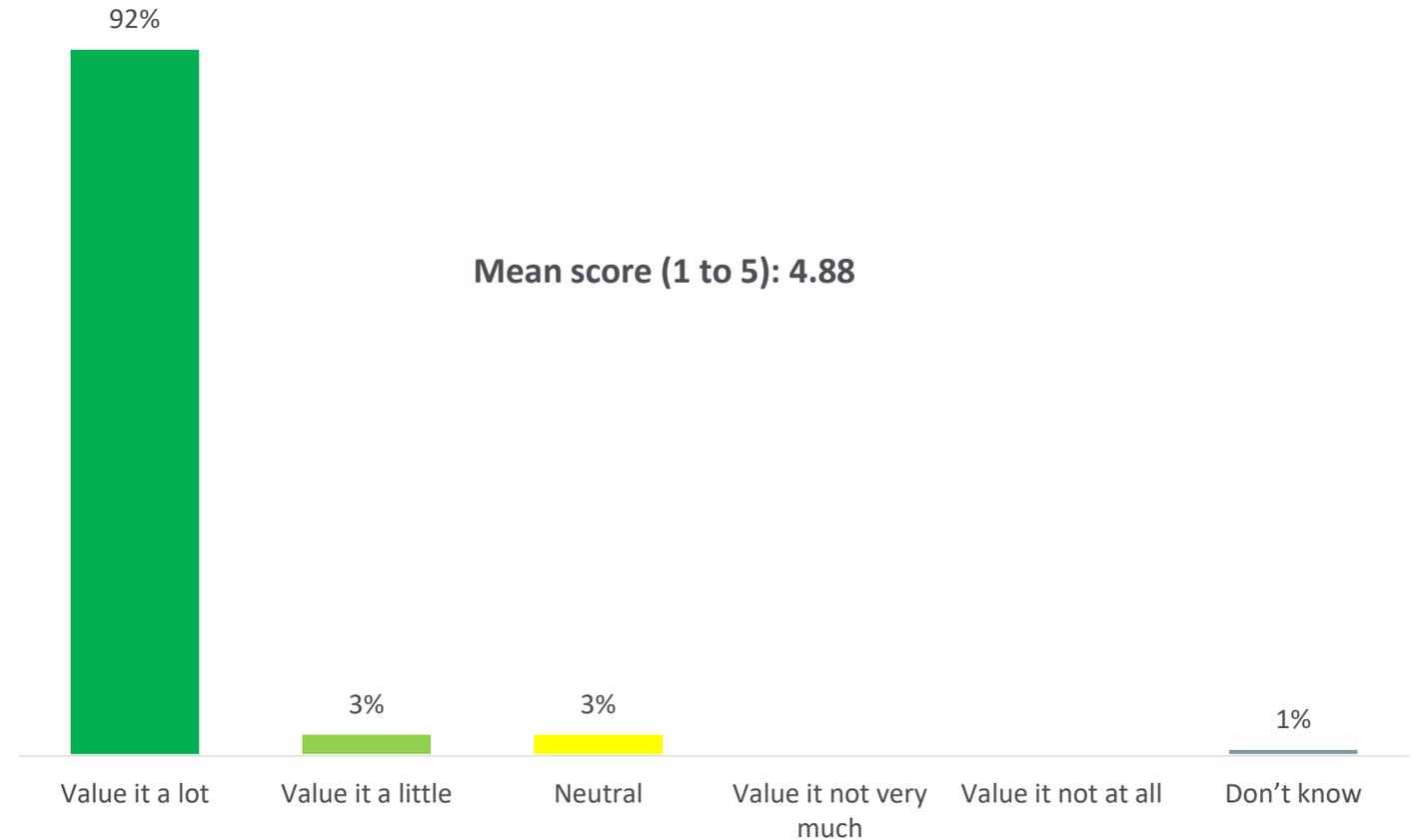
Q10. How aware are you of NRS as a brand?

Base (user type): individual: 706; organisation: 91
 Base (service channel): face-to-face: 76; online: 691

Value of NRS work

- Almost all (95%) 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, and will prove difficult to improve upon.

This is a very high score and one that NRS should focus on sustaining in the future.

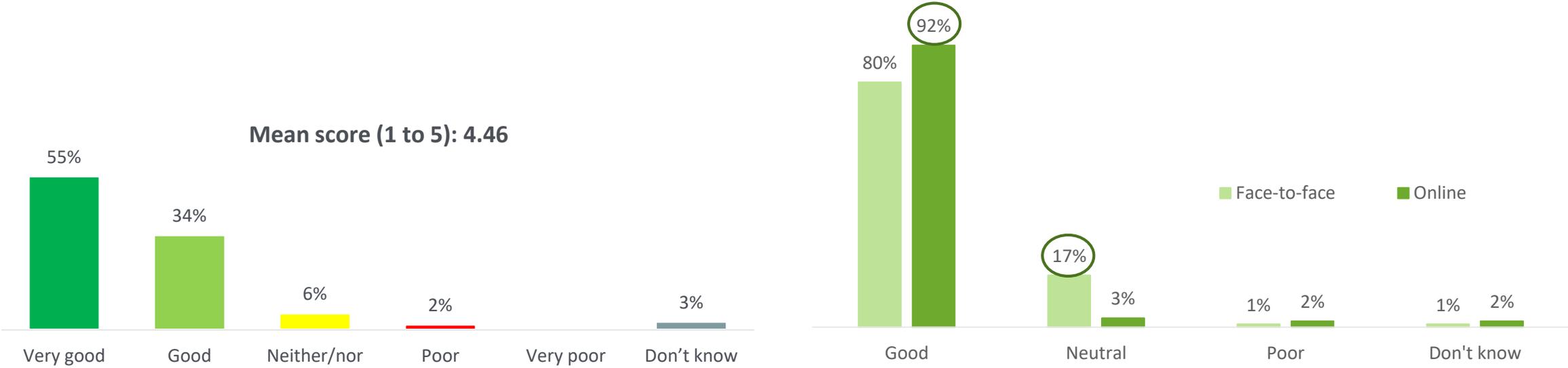


Q5. To what extent do you value the work undertaken by NRS?

Base (all): 800

Quality of NRS services and products

A high score that does have room to improve, especially with respect to face-to-face users.



- Most (90%) of respondents considered NRS products and services to be good, with more than half (55%) considering them very good.
- Loyal users gave higher scores: the mean scores for low users (<10 times) was 3.35 vs. 4.50 for those who have used the service more often; and 4.40 for those who use the service less than monthly vs. 4.55 for those use it at least weekly.

- Online users gave a higher score than face-to-face users (92% vs. 80%). Scores for very good were similar (56% and 59% respectively), but just 21% of face-to-face users rated the service as good (vs. 36% online). Thus, despite the very high headline figure, there is clearly scope to shift this rating upwards.

Comments on quality of services and products

Comment	Type	No.	%
Customer service/staff	Positive	174	22%
Quality of content	Positive	172	22%
Easy to use	Positive	156	20%
Coverage of content	Positive	134	17%
Online/digital service	Positive	127	16%
Online/digital service	Negative	53	7%
Expensive	Negative	52	7%
Search facilities	Negative	42	5%
Low quality content	Negative	37	5%
Gaps in content	Negative	36	5%

Please note that codes below 5% are not reported.

The data produced is clear with many breakdowns. Whenever we have requested further data from NRS, it has been delivered promptly, to a high standard and with good customer service.

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

The information on the registers is usually excellent. When I've had problems with an image, Scotland people have always been very helpful.

Easy to access and find records online. Scotland's people staff in Edinburgh are fantastic also.

Fantastic amount of information on records which can make the work of people so much easier to do their family history especially those who are housebound.

The information which I research is easily accessible and up to date.

There are many inconsistencies and too many outages.

Slower at adding records and features since changing web provider.

- The overwhelming majority of comments received about service quality were complimentary. Service users appreciated the knowledge, support and helpfulness of NRS staff; and the depth, quality and accessibility of the NRS resource.
- That said, a number of negative comments were received. These were often constructive, designed to point out issues that would assist service development and improvement, rather than complaints or criticisms. Issues raised focussed on improvements to the website and digital services, modifying the charging policy, and improving search facilities.

Performance of NRS compared to others

- Most (79%) of NRS users also make use of other public organisations to access products and services similar to those provided by NRS.
- There are a number of marked differences between those who principally use ScotlandsPeople and those who use other services:
 - Other service users are likely to also use: SG statistical services (24% vs. 5%), ONS (23% vs. 4%), National Museums (21% vs. 13%), HES (21% vs. 12%), while SP users are more likely to also use the National Archives (45% vs. 31%) and PRONI (19% vs. 8%).
- Just over half (55%) assessed NRS as better than the other services they use, with a further fifth (21%) rating NRS about the same. This is highly encouraging as the other sites are considered to set a strong benchmark.



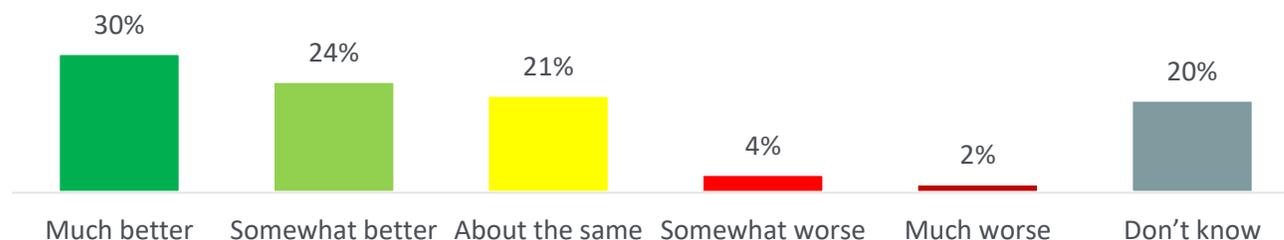
More than half say NRS is better than similar organisations, which is very positive. Comments from respondents suggest there are lessons to be learned around delivery of online services and charging structures.

Use of comparable public sector organisations

Organisation	%	Organisation	%
The National Archives	41%	Historic Environment Scotland	14%
Registers of Scotland	39%	SG Statistical Services	9%
National Library of Scotland	35%	National Galleries of Scotland	9%
Local Authority	34%	Other	8%
Public Record Office of Northern Ireland	16%	None of the above	21%
National Museums of Scotland	14%		

NRS in comparison with other public sector services

Mean score (1 to 5): 3.96



Q7. Which, if any, of the following public sector organisations do you use to access products and services such as those provided by NRS?

Q8. How do you rate the overall quality of the products and services provided by NRS compared to other similar public sector organisations that you deal with?

Base (all): 800

Comments on comparisons with similar providers

Comments	Rating	No.	%
Easy to use	Positive	133	21%
Coverage of content	Positive	111	17%
Online/digital service	Positive	88	14%
Similar product/processes	Neutral	86	13%
Quality of content	Positive	78	12%
Customer service/staff	Positive	63	10%
Search/navigation/index	Positive	41	6%
Online/digital service	Negative	32	5%
Expensive	Negative	28	4%
Affordable	Positive	26	4%

Please note that codes below 4% are not reported.

Not as many errors in transcriptions. Go on the sites, find what you are looking for, whereas other sites you get frustrated not being able to find info, which turns out to be transcribed wrong.

Many other government sites that I utilise are less user-friendly.

The website is easier to use and more comprehensive than other facilities I have used except perhaps for the National Library and some of the University libraries.

I use other genealogy sites to access information, however, I find the National Records of Scotland more comprehensive.

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

Ireland records provided by the Irish Government are free and much more accessible.

I think the social media presence could be better used to engage audiences with the services, also there could be a better, more well stocked shop, and a permanent exhibition.

- Respondents who felt the service was better than others used commented favourably on NRS ease of use, content, online services and customer services.
- Those who felt that other services were better, tended to mention superior online platforms and charging structures.

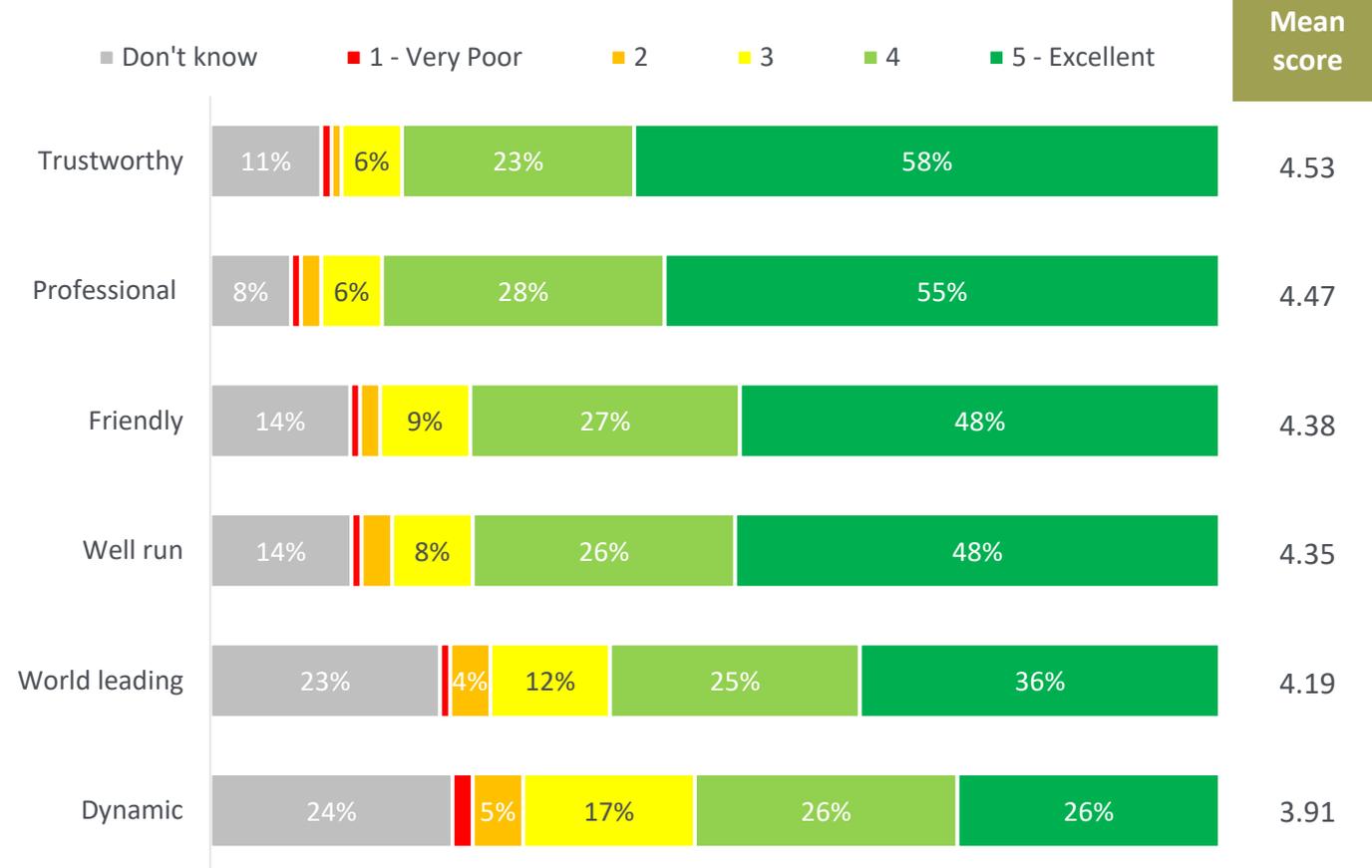


Performance of service attributes

Guiding principles

- High scores were given across all guiding principles.
- A majority of respondents gave a score of excellent for NRS living up to the principles of 'trustworthy' (58%) and 'professional' (55%).
- Around half of customers (48%) gave a score of excellent for NRS living up to the principle of 'friendly' and 'well run'.
- Around a third gave a score of excellent for 'world leading' (36%), while a quarter gave the same score for NRS's performance being 'dynamic' (26%).

There are a lot of people who do not know the organisation well enough to comment on the more ambitious principles.



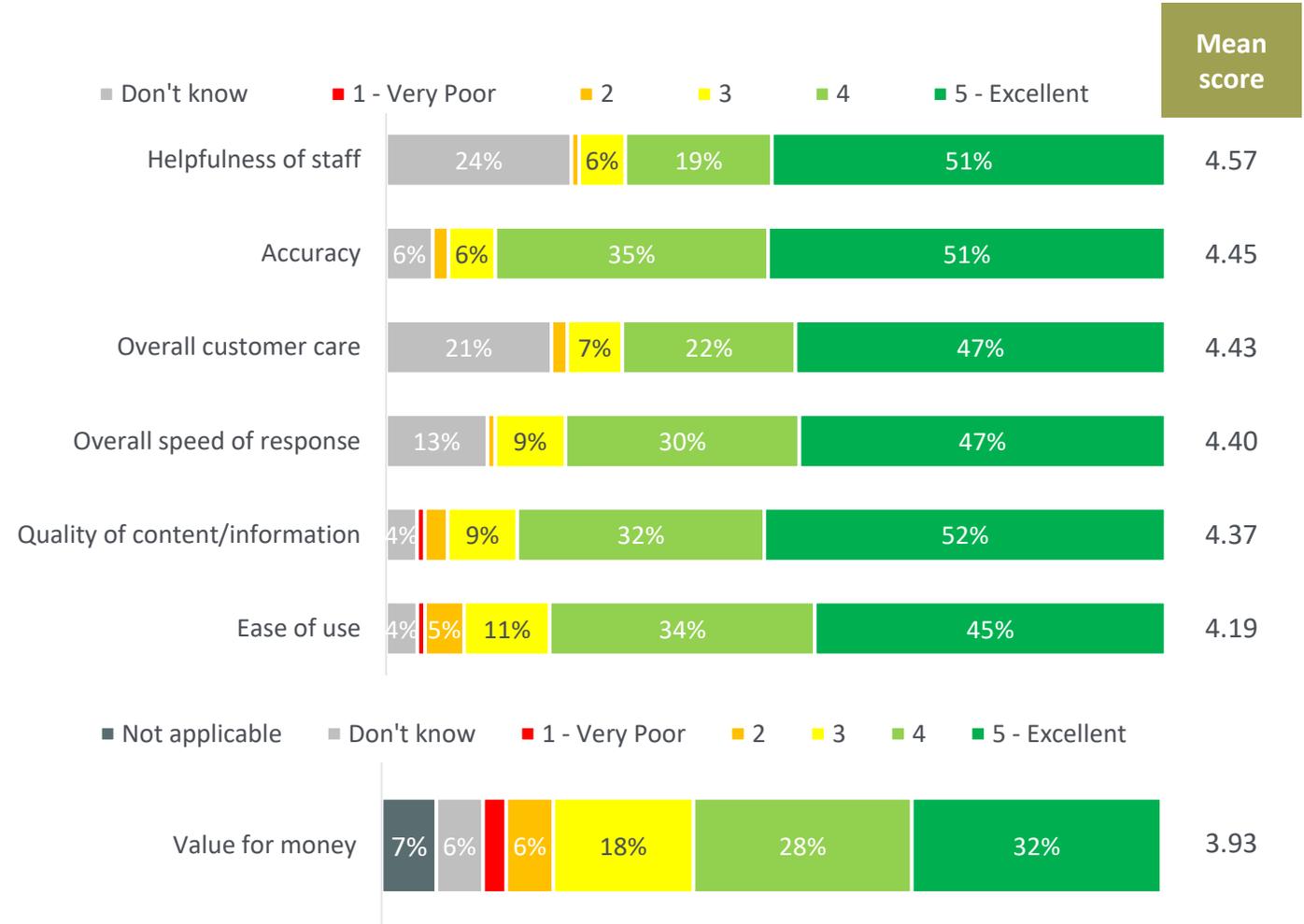
Q9. Principles guide the way National Records of Scotland works... how would you rate NRS's performance against each of these principles?

Base (all): 800

Customer service

- Strong scores were given by customers across all key measures for customer satisfaction.
- Respondents were most positive about the 'helpfulness of staff' (4.57), 'overall customer care' (4.45), and 'accuracy' (4.43).
- Around half gave a score of excellent for the 'quality of content/information' (52%) and 'overall speed of response' (47%).
- A majority of customers felt that NRS was 'value for money' (60%). However, value for money has the lowest mean score across all measures (3.93 vs. 4.57-4.19 for other measures).
- Just over a fifth of respondents did not comment on staff helpfulness or customer care – reflecting the online experience. Results which excluded don't knows clearly demonstrate that almost all of the respondents who did express an opinion, consider NRS customer services to be excellent or good.

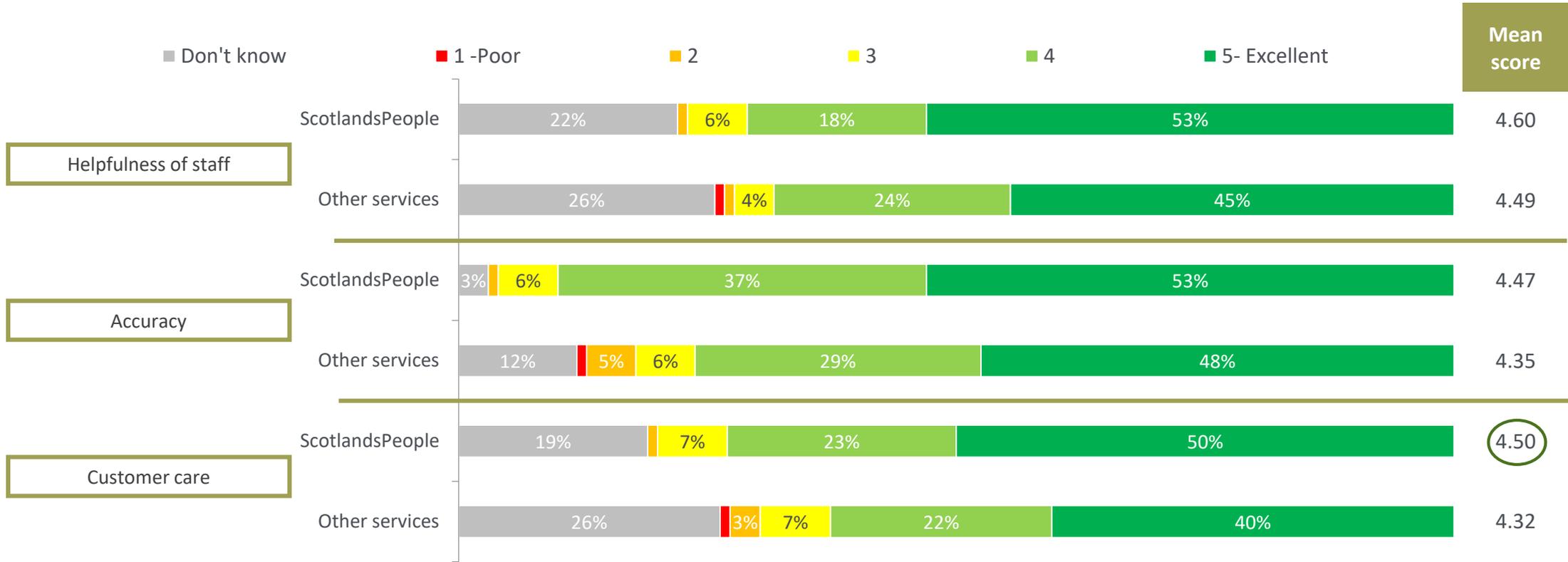
These are strong scores that compare well against similar public sector organisations.



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

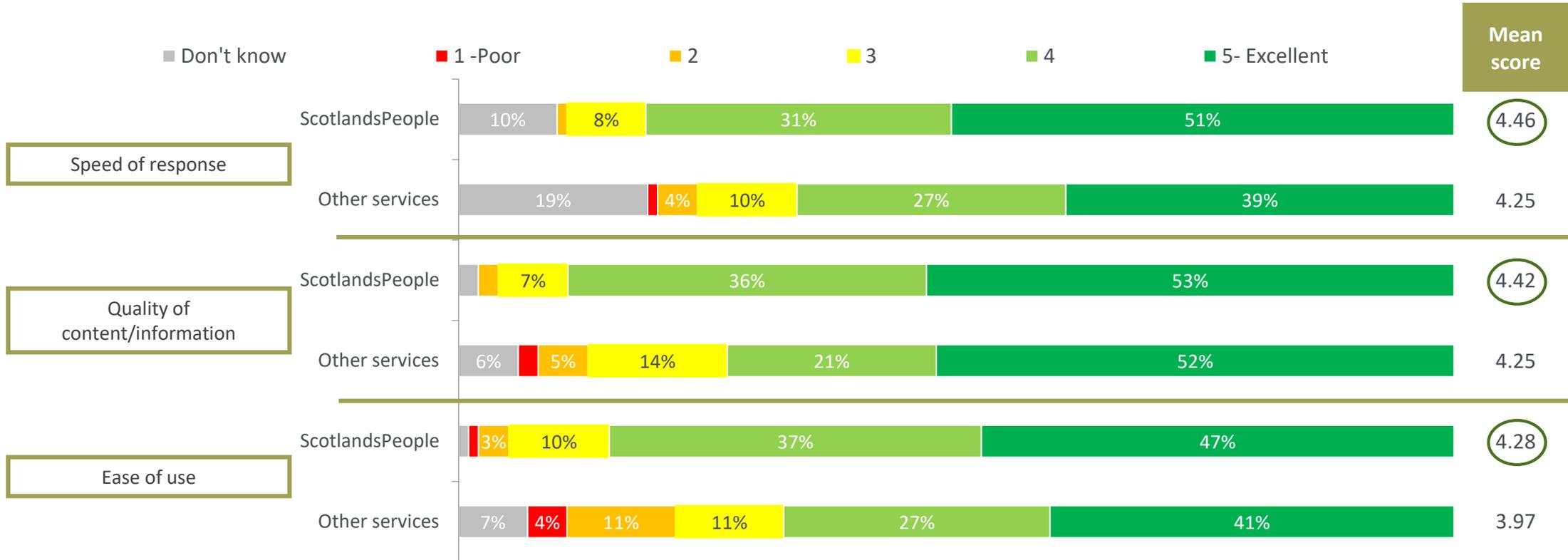
Base (all): 800

Customer service



- Customers using ScotlandsPeople were more positive about customer care than those who used other services (4.50 vs. 4.32 for other services).
- ScotlandsPeople customers were less likely to say they don't know for accuracy (3% vs. 12% for other services) and customer care (19 vs. 26% for other services).

Customer service



- Those using the Scotland People website were more positive about customer service than users of other websites, across all measures as shown on the chart above.

Customer service



Helpfulness of staff

Positive: 70%



Accuracy

Positive: 86%



Customer care

Positive: 69%



Speed of response

Positive: 77%



Quality of content/info

Positive: 84%



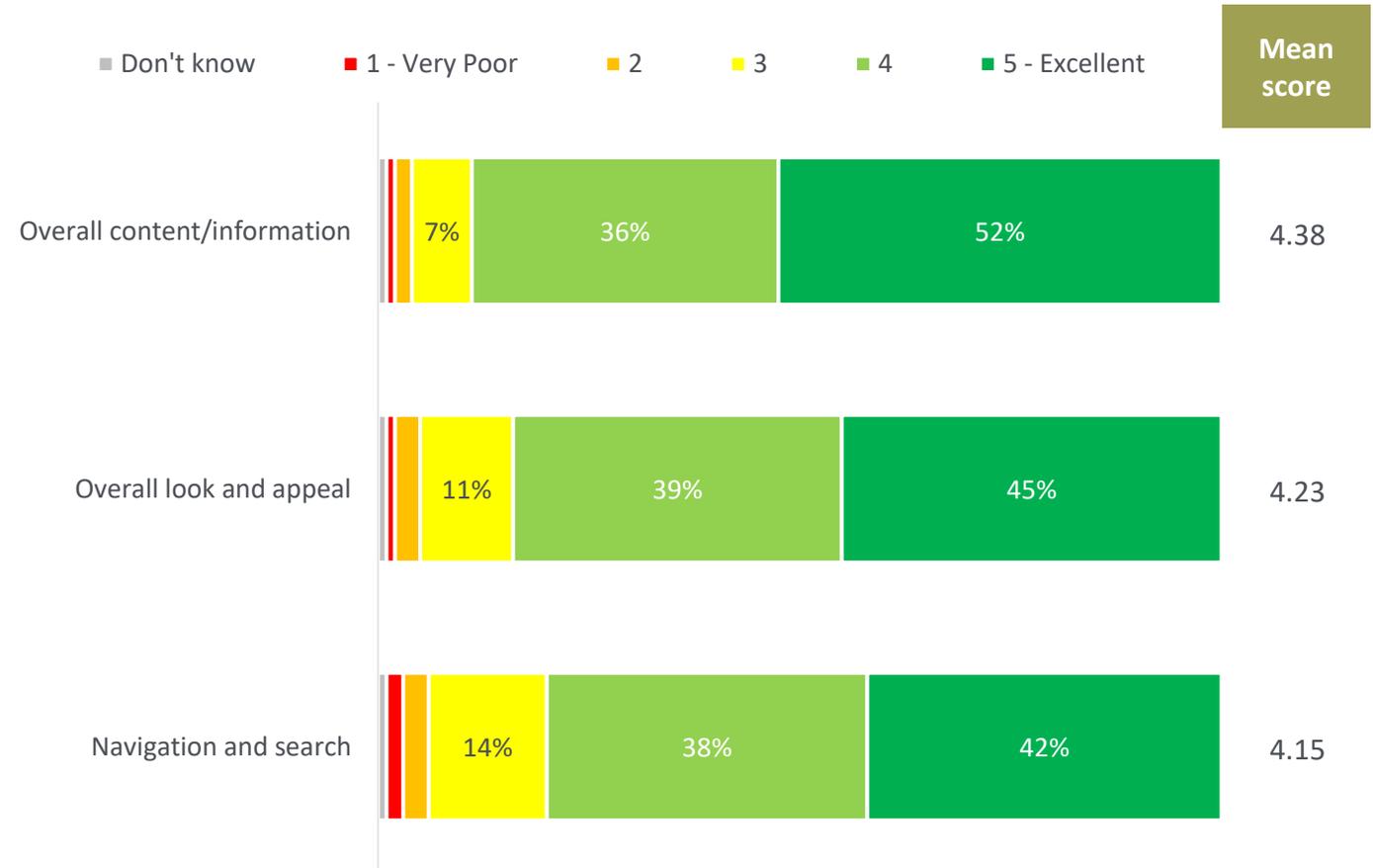
Ease of use

Positive: 79%

NRS websites

- Again, strong scores were given for all key measures for the NRS website.
- Half of customers gave a score of excellent for the website’s overall content/information, while around a third (36%) gave a positive score of 4.
- 84% were positive about the NRS website’s overall look and appeal.
- Similar scores were given for the NRS website’s navigation and search function, with over two-fifths (45%) giving a score of excellent.
- This is shown, excluding don’t knows, in a summarised form in the infographic on the next slide.

These scores are very positive and consistent with a similar public sector organisation.



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.

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

Base (answered Q14): 677

NRS websites



Content/information

Positive: 88%



Look and appeal

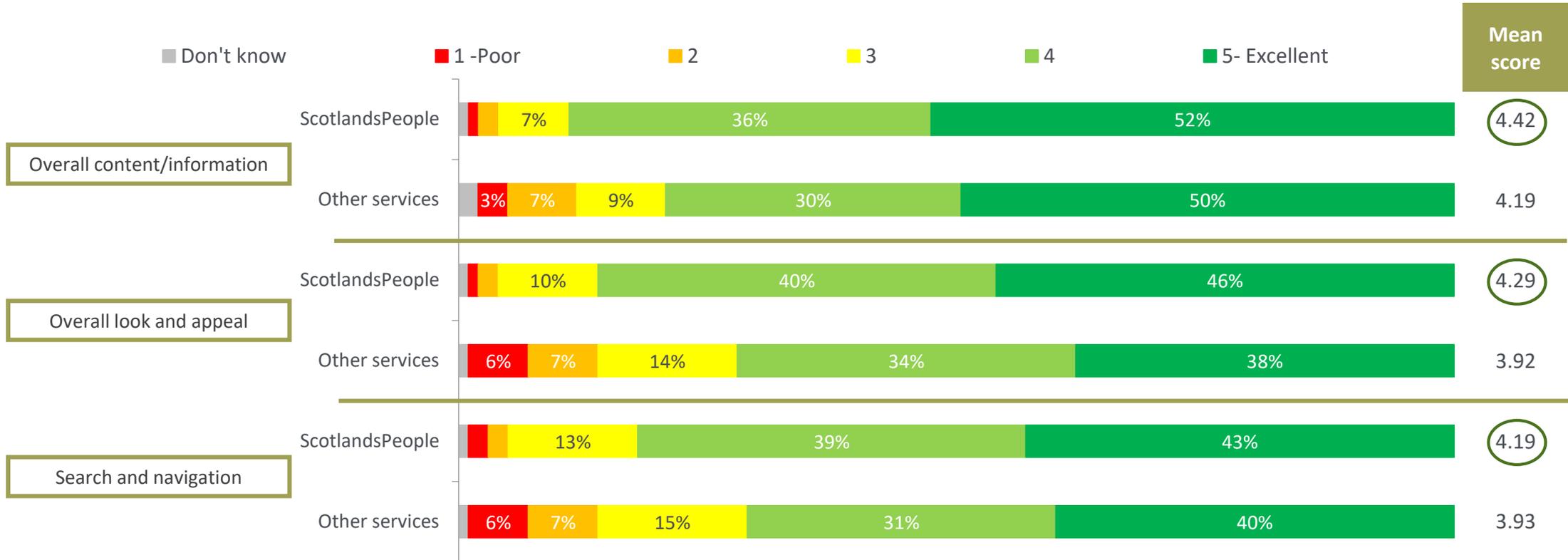
Positive: 84%



Navigation and search

Positive: 80%

NRS websites



- Those using the Scotland People website were more positive about the website than users of other websites, across all measures as shown on the chart above.
- Notably for all three measures, other services respondents were more likely to rate website poor (a score of 1 or 2) than Scotland Peoples respondents: overall content (10% vs 2%), overall look and appeal (13% vs 3%), and search and navigation (13% vs 4%).

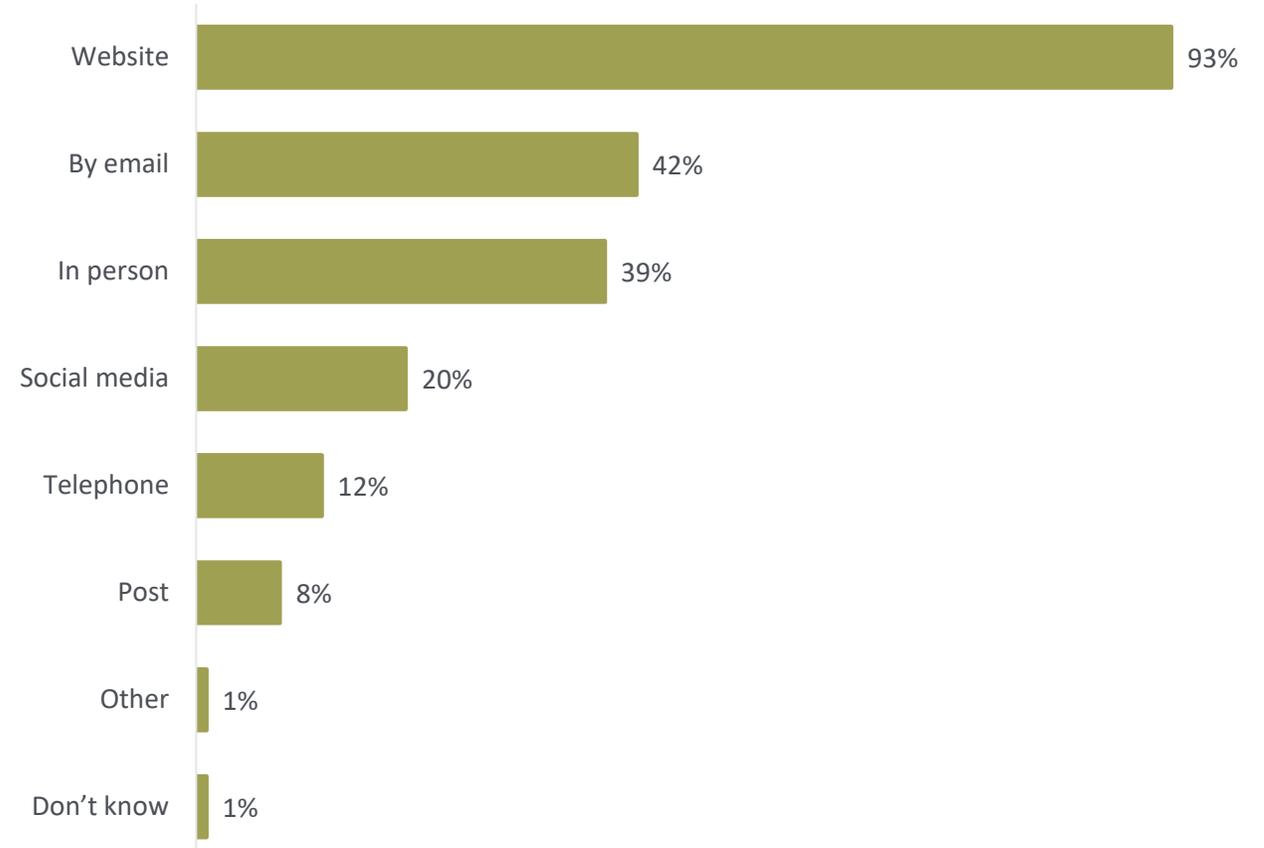


Communication

Method of access

- Almost all respondents accessed NRS products and services through its website.
- Around four in ten used email (42%) or visited in person (39%).
 - Respondents who accessed products and services on a weekly basis were much more likely to do so in person than those who accessed products and services less often (50% vs. 33%-35%).
 - Organisations were more likely to access NRS products and services by email (63% vs. 39% for individuals), in person (52% vs. 37% for individuals), and by telephone (34% vs. 9% for individuals).
 - Those using services face-to-face were also more likely to access NRS products and services by email (62% vs. 41% for online users), in person (82% vs. 35% for online users), by telephone (32% vs. 10% for online users), and by post (17% vs. 7% for online users).
- A fifth used social media (20%), whilst around one in ten used either the telephone (12%) or post (8%) to access products and services.

The website is a key access point, even for those using other channels to access NRS products and services.



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.

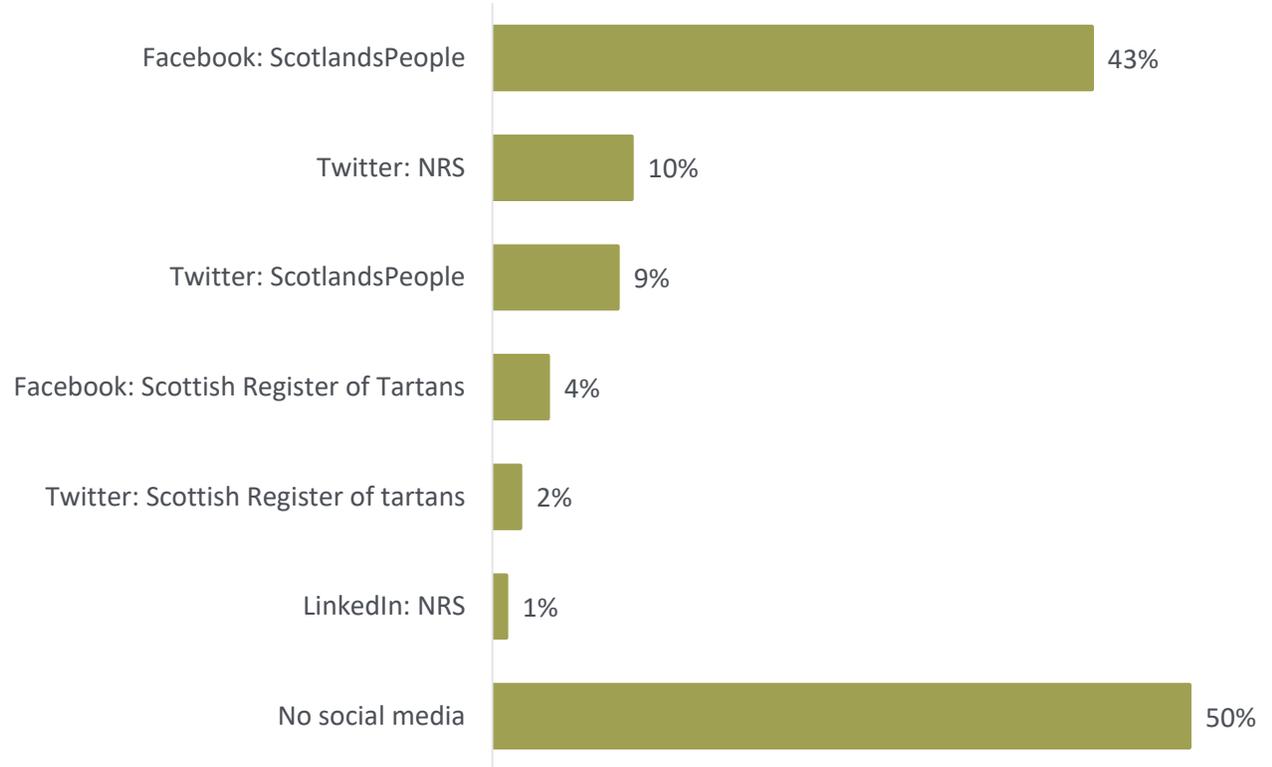
Q12. In which of the following ways have you accessed the products and services of NRS?

Base (all): 800

Social media used

- ScotlandsPeople Facebook profile was the most popular amongst respondents, with 43% saying they used it to engage with NRS.
 - Individual users were more likely to use ScotlandsPeople Facebook to engage with NRS than organisations (46% vs. 20%); whereas, organisations were more likely to use NRS's Twitter account (27% vs. 7% for individuals).
- Around one in ten said they use Twitter to engaged with NRS (10%) or ScotlandsPeople (9%).
- Far fewer used Scottish Register of Tartans' Facebook (4%) or Twitter (2%) accounts, whilst only 1% said they use LinkedIn to engage with NRS.

Social media is an important communication channel that is effective in reaching people; maybe more can be done to increase use with the 50% who do not currently use it.

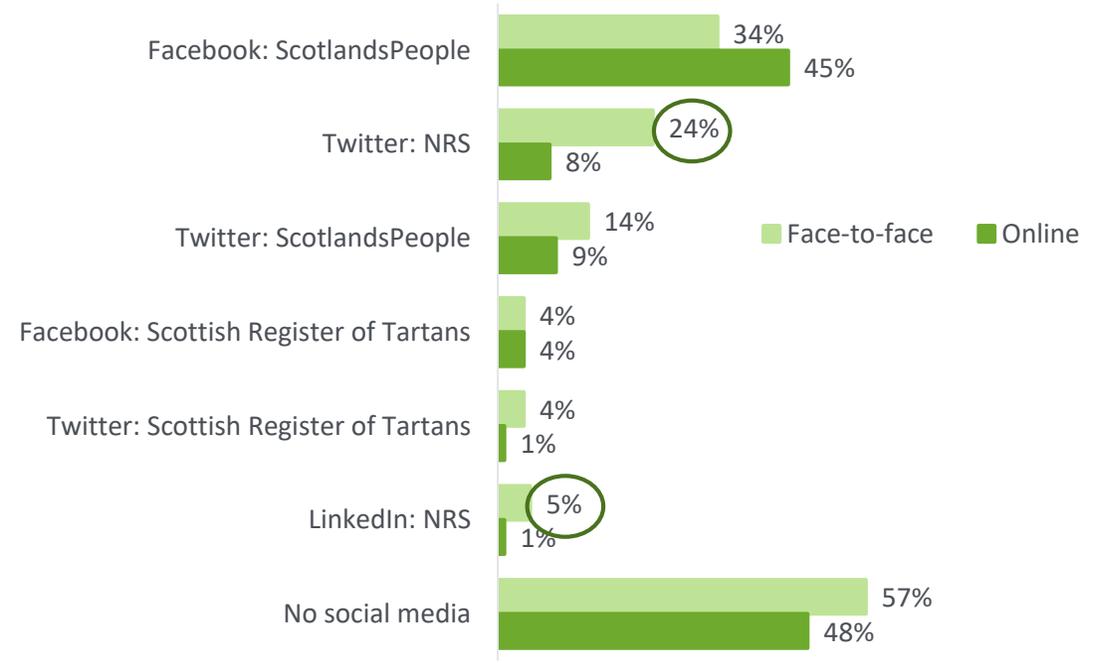
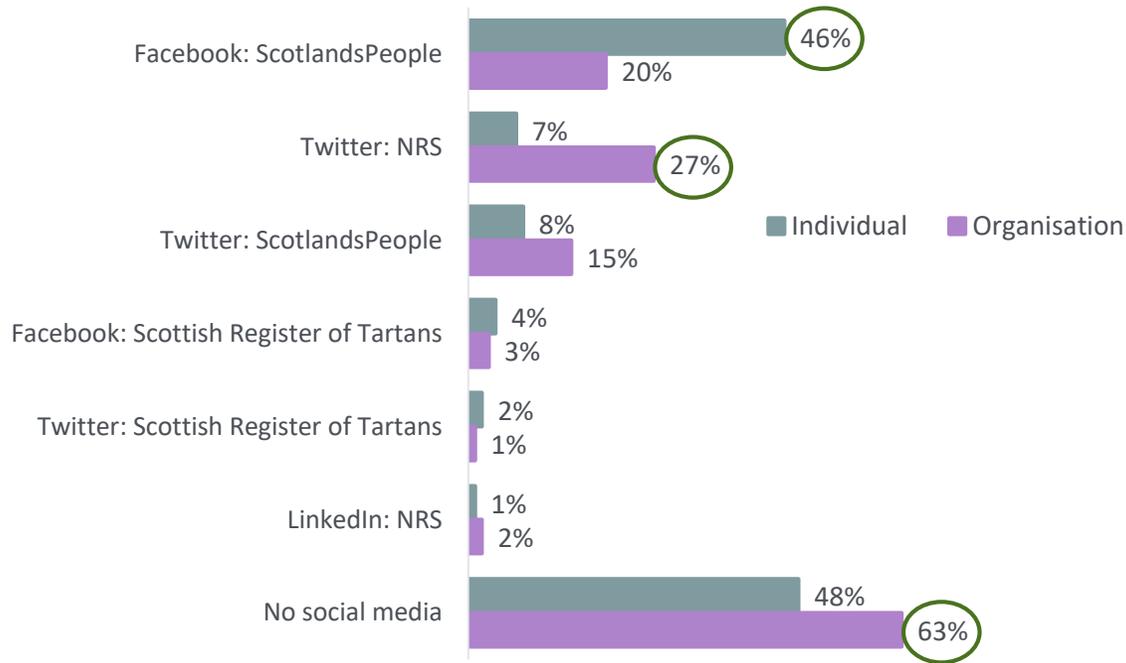


Please note that respondents were able to select multiple codes for Q16, which results in a total greater than 100%.

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

Base (all): 800

Social media used



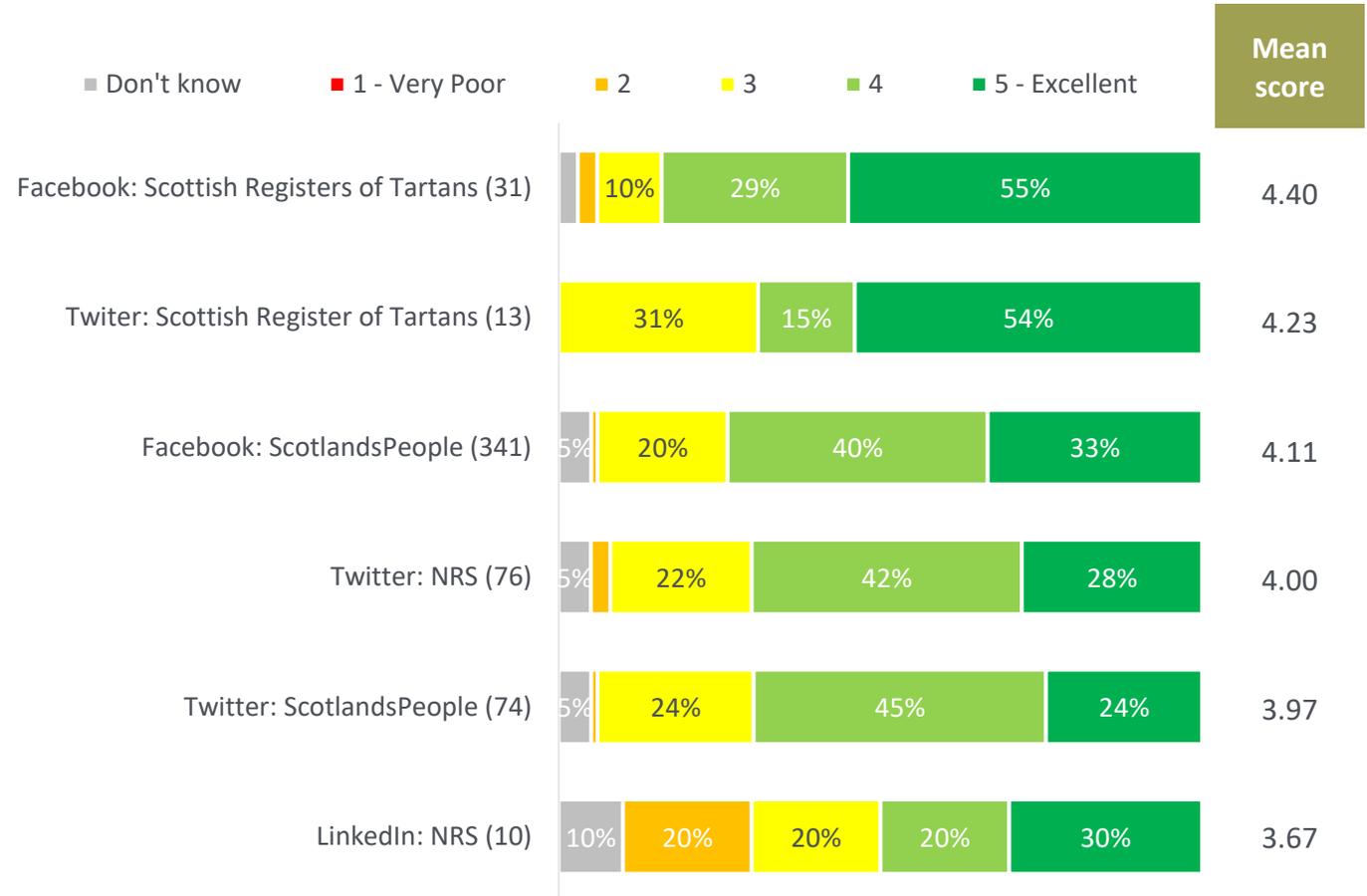
- Individual users were much more likely to use the ScotlandsPeople Facebook than organisations (46% vs. 20% for organisations).
- Organisations were more likely to use the NRS’s Twitter account to engage with NRS than individuals (27% vs. 7% for individuals).

- Those customers using services face-to-face were more likely to engage with NRS through its NRS Twitter account than those using services online (24% vs. 8% for online users). They were also more likely to use LinkedIn than online users (5% vs. 1% for online users).

Social media content

- Over half of customers who accessed the Scottish Register of Tartans (55%) and Twitter (54%) accounts scored its content/information excellent. Caution should be exercised due to small base sizes for these two social media platforms.
- A third (33%) of customers who accessed the ScotlandsPeople Facebook account rated it excellent, with two-fifths (40%) giving it a positive score of 4.
- Scores of excellent were consistent across the NRS (28%) and ScotlandsPeople (24%) Twitter accounts.
- Few customers use LinkedIn to engage with NRS and those that do have mixed views on the content/information available on it.

ScotlandsPeople Facebook is the most popular and highest rated amongst customers; however, users of other channels are also happy with the content.



Q18. How would you rate the content/information presented in the following National Records of Scotland communications?

! Base (answered Q18): 10-341

NRS communications



- The ScotlandsPeople newsletter was the most popular communication channel (38%); however, almost half of respondents had not engaged with any of those listed (46%).
- Less than one in ten had engaged with ScotStat emails (5%), Scotland's Census newsletter (5%), or the Open Book blog (2%).

- Individual users were much more likely to have engaged with ScotlandsPeople newsletter than organisations (40% vs. 25% for organisations), while organisations were more likely than individuals to have engaged with ScotStat emails (36% vs. 1% for individuals) and Scotland's Census newsletter (22% vs. 3% for individuals).
- Individuals were more likely to answer none of the above than organisations (47% vs. 32% for organisations).

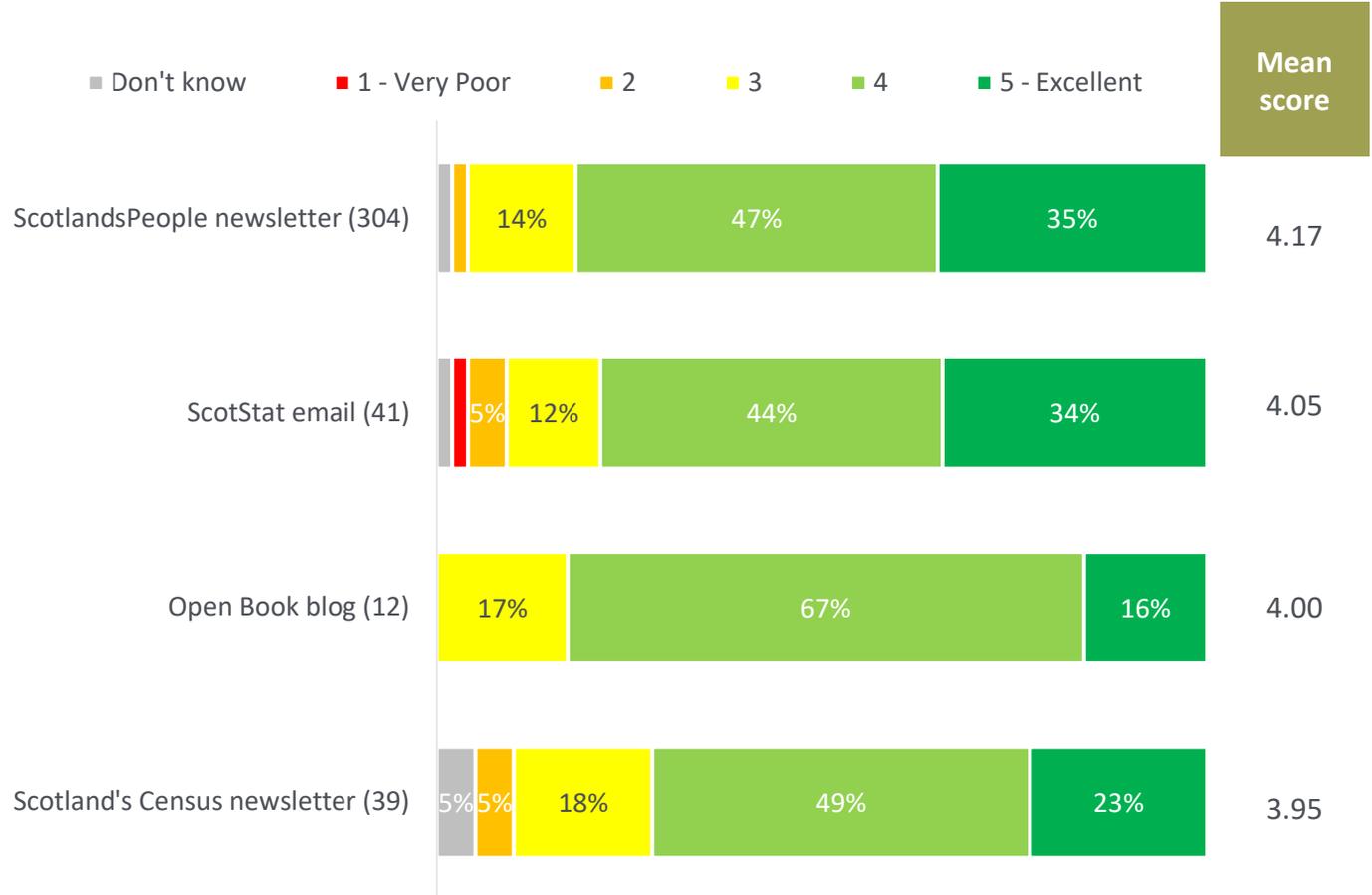
Q17. Which, if any, of the following NRS communications have you engaged with at all within the past 12 months?

Base (all): 800
Base (user type): individual: 706; organisation: 91

NRS communications

- The ScotlandsPeople newsletter was the most popular NRS communication and highest rated, with 82% giving it a positive rating, and around a third (35%) giving a score of excellent.
- Similar scores were given for the ScotStat email, with 34% giving a score of excellent, but the sample size was much smaller than that of ScotlandsPeople newsletter (41 vs. 304 for ScotlandsPeople newsletter).
- The Open Book blog and Scotland’s Census newsletter were engaged with less often, but customers were still relatively happy with the content/information presented in these communications. Please note that the Scotland’s Census newsletter has not been published for an extended period, which may have contributed to the low sample and score.
- The sample is small for NRS communications, and we would recommend further research to identify possible causes for this low engagement.

Usage of NRS communications by organisations is generally low; however the content is considered valuable and engaging by users.



Q18. How would you rate the content/information presented in the following National Records of Scotland communications?

! Base (answered Q18): 12-304



Conclusions

Final comments

Final comments	Rating	No.	%
General comments	Positive	72	9%
Costs/expensive	Neutral	68	9%
Want online subscription	Neutral	52	7%
Search issues	Neutral	51	6%
Expand digital service	Neutral	50	6%
Good customer service	Positive	37	5%
Want more/better content	Neutral	31	4%
Good content	Positive	30	4%
No reply	N/A	642	80%

Please note that codes below 4% are not reported.

I live in Australia and it is wonderful to have Scotland's People (sic) just a click away. Purchase of certificates is a very quick and simple process.

It would be fantastic if more of the electronic records from the historical search rooms were available online/remotely

If you can visit Register House, it is great value & a great experience. However, you can't do same searches online & also cost prohibits the number of searches (sic). Would love to be able to visit more often. How about teaming up with ancestry clubs & having organised trips to Register House?

Just a big thank you to the staff of the Scotlands People Customer Services (sic).

I love Scotland's People (sic). I am sorry to say that I was unaware of the other wonderful list of resources. I have bookmarked these for further use. Wonderful service over all. Way to go Scotland!

Why cant you run a subscription service? I've spent hundreds of pounds , and wasted a lot , checking records. Surely you can do it by subscription.

- The majority of customers did not provide any final comments; however, those who did tended to make positive comments about NRS and its products and services.
- Comments on specific issues tended to be more suggestions rather than criticisms of the current service. Issues that were highlighted included the desire for an online subscription, costs of services, and search issues.

Conclusions



Your customers

The research identified two distinct NRS customers groups. A large active group of **users of ScotlandsPeople**: they tend to be older, many live abroad but most are resident in Scotland, and use both the online and face-to-face services. They tend to be super-users and actively engaged on NRS social media channels. And you have **organisations**, typically businesses and public sector staff, who also use statistics and record services, often on a fairly regular basis.

A third group of **infrequent and one-off users** also exists. These users engage with NRS on services such as registration, as well as specialist enquires and searches. It was appreciated from the outset that the survey would not penetrate this group of users. Any general actions taken as a consequence of the research are likely to impact positively on this group. Nonetheless, it is a recommendation that further, dedicated research should be undertaken to consider the specific needs of under-represented client groups and users of services not covered by this survey.

Your baseline

The baseline set on awareness and service delivery is very strong – people knew who you are and what you do - improving on the scores set this year will be challenging.

There was high awareness of your services, although there is clear space to drive improvement: users often returned again and again to the same part of the service (even the same webpage), so information about 'other services you might be interested in', cross-fertilisation across social media and communication channels, and so on, would encourage greater awareness and an exploration of NRS products and services.

Brand awareness was high, although notably recognition was higher for those using services in person than online. Getting the online branding right is essential. Currently there is some dilution of the online brand, as the various products each have distinct identities – if NRS branding is important then resolving this will need to be addressed.

Conclusions



Your principles

You were rated well across all the Guiding Principles, and particularly consider you Trustworthy and Professional. Respondents found it more difficult to comment on the ambitious concepts of ‘world-leading’ and ‘dynamic’: and it may be worth giving further thought to how these principles are framed in future strategies.

Your customer service

Your customers were very positive about the customer service they receive. All of the customer service measures were given an ‘excellent’ score (5 out of 5) by around half of respondents. There are opportunities here to shift ratings up to excellent across all services – and especially in speed of response and ease of use, where scores are lagging behind. And there are clear opportunities to engage more with customers, both digitally and in-person so as to improve the customer experience overall.

Your charging policy

Your customers’ views were less clear cut on whether services are value for money: while well over half (60%) felt they were good VFM, around a quarter (27%) were less convinced (score 1-3 out of 5). The current charging structure is not flexible enough to suit the various different ways people use the service; subscription options, pay per use, pay by time and combination approaches, were all suggested as possible alternatives. The balance of comments on charges were positive – that is, the service was affordable – but there were numerous comments to the contrary. As the service expands, and paid-for services develop, a further review of charging options may be indicated.

Conclusions



Your website

Customers gave your website strong scores on all measures (content, look, and navigation/search). 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 excellent.

However, it was clear that often users returned to the same site repeatedly, making little use of search functions; others mentioned the site as being a little outdated, the searching tricky, and difficult to use on some devices (mobiles).

Your communications

Social media is functioning well as a means of communication with individuals, and particularly with the ScotlandsPeople community. 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.

Thank you



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Core qualitative techniques

A full range of qualitative research methods



Language and behaviour

Gets communications right in tone and content



Mobile ethnography

Captures real consumer behaviour in real time



The View on Scotland

Glasgow city centre viewing facility provides comfort convenience and first class facilities



Brand mapping

Discovers core brand values, benchmarks and maps progress



Core quantitative techniques

A full range of quantitative research methods



Progressive Scottish Opinion

Offers fast and inexpensive access to over 1,000 Scottish consumers



Progressive Business Panel

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Technical appendix

Quantitative: method and sampling



Method and sample

- The data was collected by online survey.
- The target group for this research study was customers of National Records of Scotland (NRS) products and services.
- The final achieved sample size was 800.
- Random sampling was not applied to this project which means we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. The margins of error noted in the main body of this report should therefore be treated as indicative, based on an equivalent probability sample.
- Fieldwork was undertaken between 20th March 2019 and 5th April 2019.
- Where a self-completion survey is returned anonymously there is not any opportunity for validation. However all questionnaires returned undergo rigorous editing and quality checks (see below) and any thought to be invalid are removed from further processing.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Data processing and analysis

- Our data processing department undertakes a number of quality checks on the data to ensure its validity and integrity. For Computer-assisted web interview (online) questionnaires these checks include:
 - Responses are checked for duplicates where unidentified responses have been permitted.
 - All responses are checked for completeness and sense.
 - Depending on the requirements of the survey, and using our analysis package SNAP, data is either imported from email responses received in a dedicated email inbox or stored directly on our dedicated server.
- A computer edit of the data is carried out prior to analysis, involving both range and inter-field checks. Where 'other' type questions are used, the responses to these are checked against the parent question for possible up-coding.
- Responses to open-ended questions will normally be spell and sense checked. Where required these responses may be grouped using a code-frame which can be used in analysis.
- Our analysis package is used and a programme set up with the aim of providing the client with useable and comprehensive data. Cross breaks to be imposed on the data are discussed with the client in order to ensure that all information needs are being met.