

Customer Satisfaction Survey Report

7 April 2008

Introduction

Elucidate was engaged to design and run a survey to allow the RPII to review specific aspects of their performance in relation to customer service commitments as outlined in their CS Charter (Customer Service Charter). In addition, the survey will provide some insight into the views and attitudes of the general public towards RPII.

The results will provide the RPII with a service level benchmark, which can be utilised to assess ongoing performance in relation to fulfilling its CS Charter.

Approach

4000 customers were identified for participation in the survey.

We proposed that a representative sample size should be approximately 10% - 15% of the target customer base. This assumed a margin rate of +/-5%.

Survey responses were collected through a hard copy questionnaire and an electronic form linked from the RPII website.

The hard copy questionnaire was issued to 4000 customers on 13/2/08. Responses were required back to the RPII by 8/3/08. The electronic survey was run from 14/2/08 to 6/3/08.

Hard copy responses were then uploaded into the online tool for analysis.

Responses collected

In total 694 responses were received. 663 responses were obtained through the hard copy questionnaire, with the remaining 31 received through the electronic form. This was a total response of 17%

It is evident that customers chose to respond to the survey using the most convenient method offered to them.

Summary findings

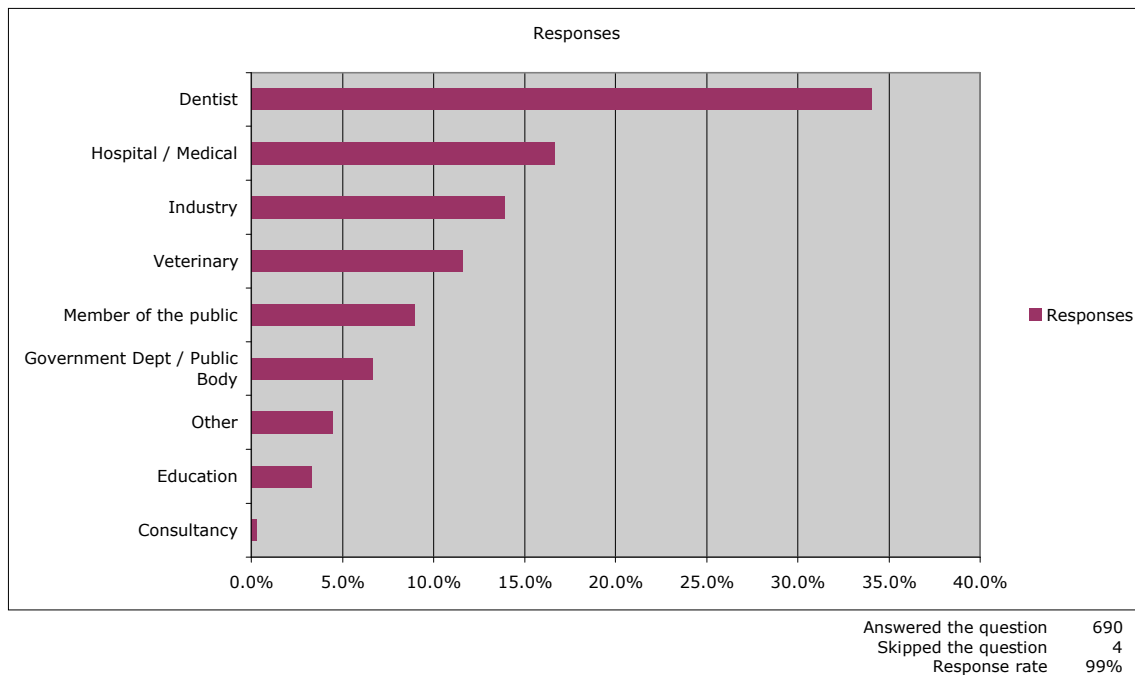
1. RPII customers generally value the service and quality of dealings with RPII staff
2. Most customers surveyed contact the RPII on an infrequent basis
3. Some customers made specific suggestions about how customer service could be improved
4. There is a growing demand for online services via the website
5. Respondents used open questions as an opportunity to give detailed feedback on a range of issues

Results

This section will analyse the results of each question asked in the survey.

It is important to note that not all respondents completed all questions. The number of respondents for each question is provided. Percentages given are based on the number of respondents for each question.

Q1 – Please indicate the main capacity in which you deal with the RPII

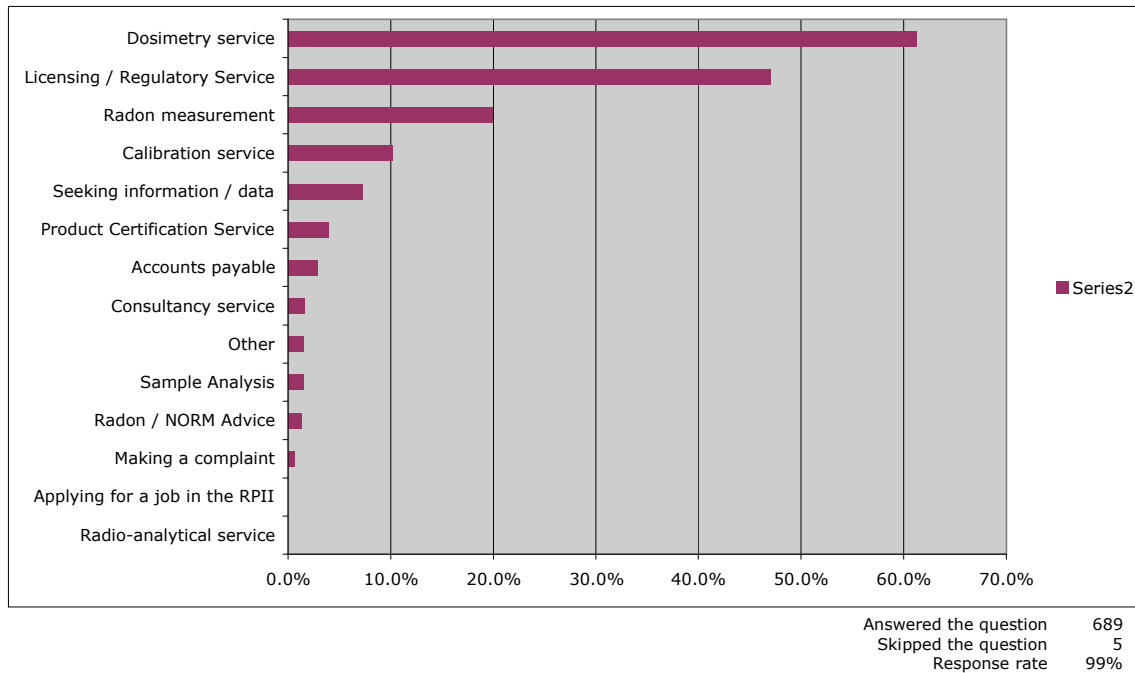


The majority of respondents were from the dental industry (31.4%), followed by medical practitioners (16.7%). The lowest response was received from customers who had identified themselves as consultants (0.3%).

The high response rate from dentists can be attributed to the high number of RPII customers in this segment coupled with recent fee increases that would encourage feedback to the RPII.

Chiropractors were prominent amongst the respondents that identified themselves as 'other'.

Q2 – Nature of service

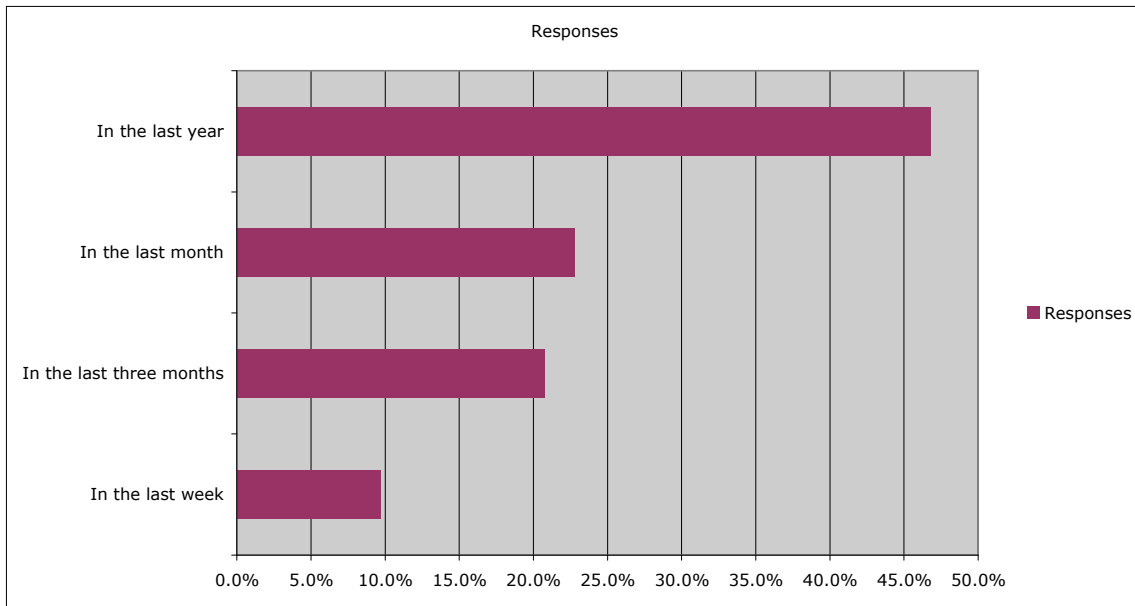


Dosimetry services (61.2%) and licensing / regulatory services (47%) were the two main reasons for contact with the RPII as indicated by respondents. This trend is expected given the legislative requirements for anyone that uses radiological equipment.

Members of the public made contact with RPII regarding radon measurement (19.6%) and radon advice (4.8%). This is to be expected given the increased level of media coverage on radon issues affecting domestic dwellings and workplaces. This is the only capacity in which the public (for whom contact details were available) appear to have contact with RPII.

A very small number of people contacted RPII to make a complaint. However it is important to read the answers to Q6 – Q8 addressing customer service to get more information about specific issues respondents had.

Q3 – When did you last contact the RPII?

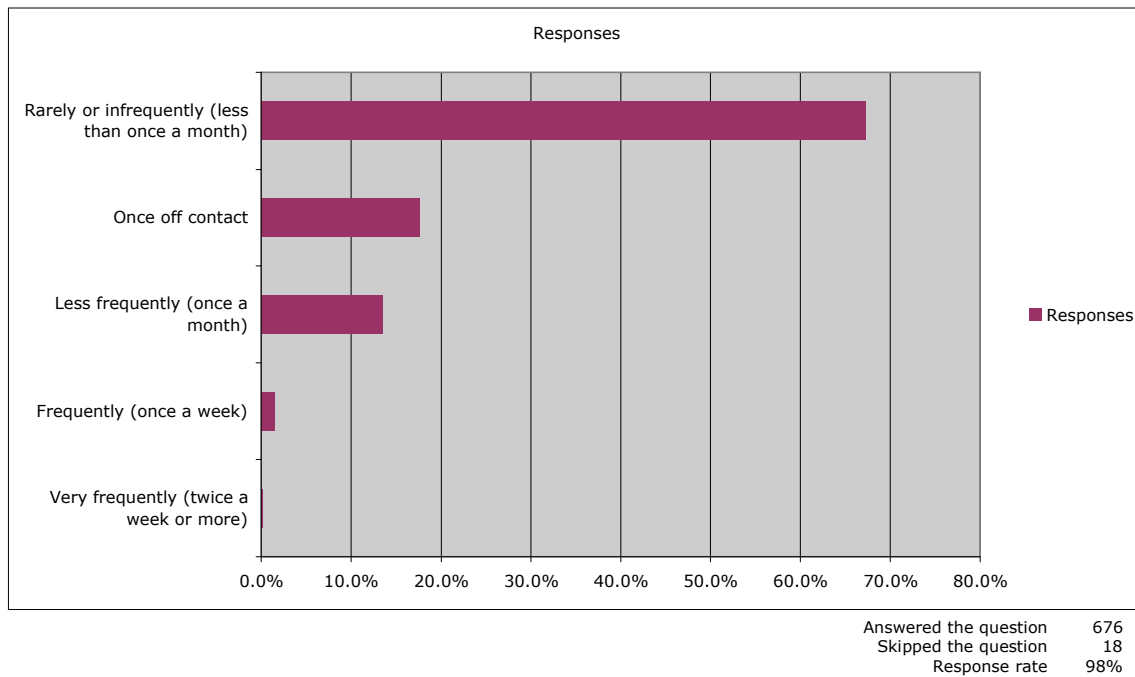


Answered the question 671
Skipped the question 23
Response rate 96%

Almost half the respondents indicated that they last contacted RPII within the last year (46.8%), with less than a third of all respondents making contact within the last 30 days (32.5%).

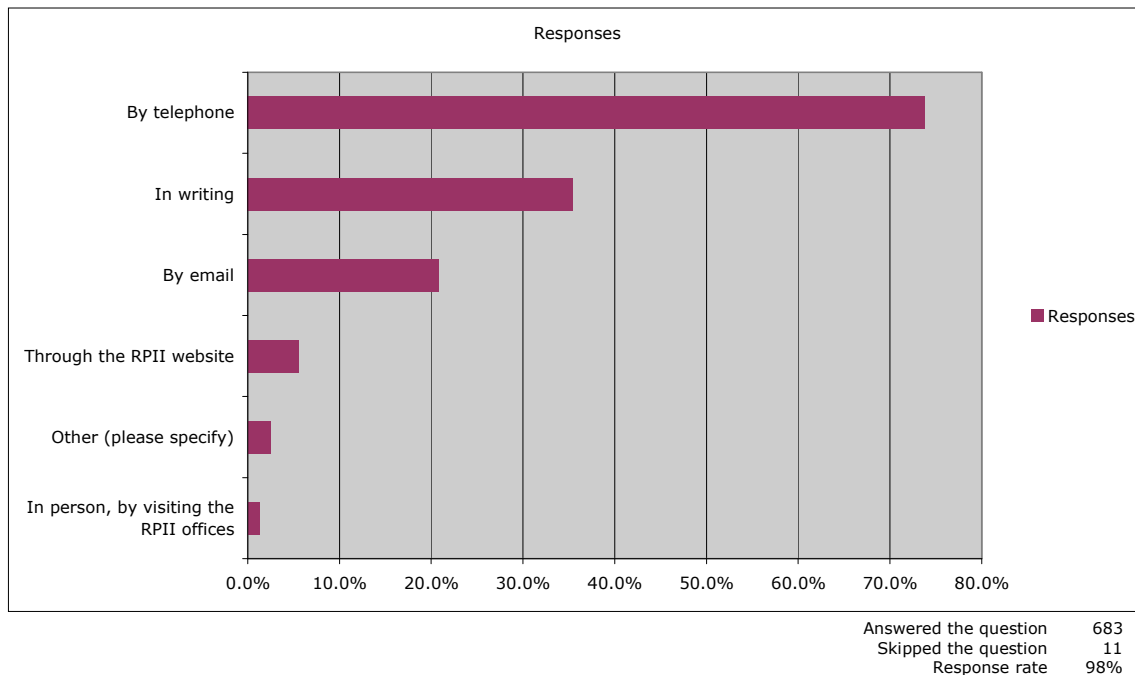
Some customers indicated that they'd like more convenient methods of getting forms (see Q9 and Q13). The fact that people do not need to contact RPII very frequently points to the website as a useful tool for customers in that they can self serve by getting information and downloading forms at their own convenience.

Q4 – How often do you usually contact the RPII?



Most contact with the RPII is infrequent (67.3%) or once off (17.6%). This supports the finding in Q4 that customers seldom contact the RPII.

Q5 – How do you usually contact the RPII?

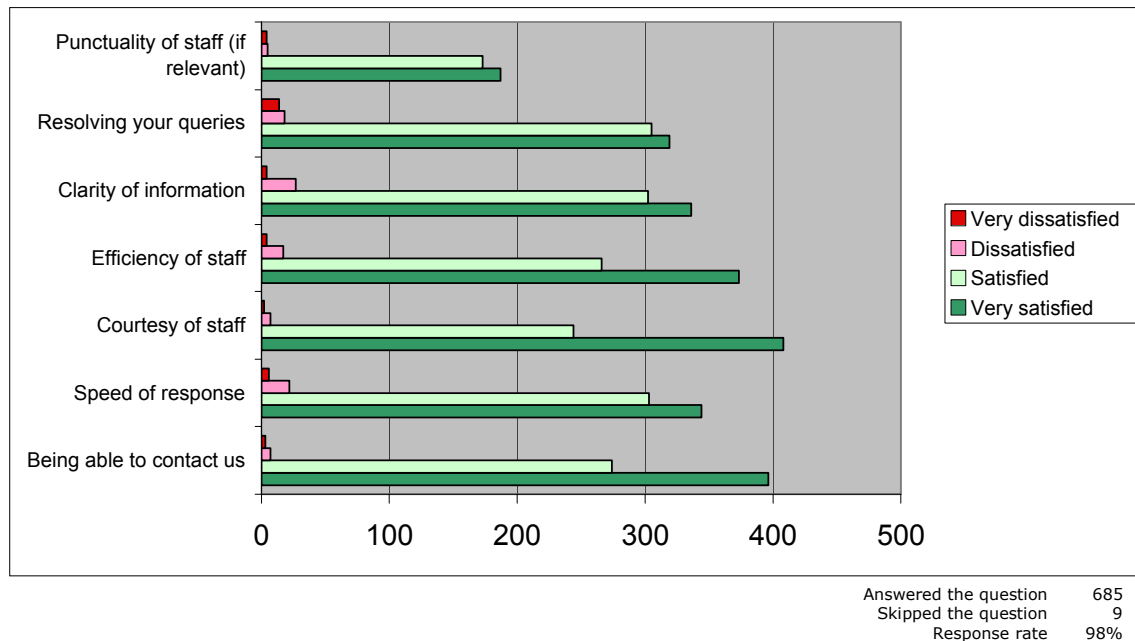


The preferred method for contacting the RPII is by phone (73.8%), and then writing (35.4%) followed by email (20.8%). Of the other methods of contacting the RPII, fax was predominant.

It is important to note that respondents could select more than one answer here. The majority of respondents (71%) only used one method to contact the RPII with the telephone and in writing the preferred methods.

There is an opportunity for the RPII is to extend its contact points to enhance convenience for customers. For example, offering online services through the website (Q13), could reduce the number of calls to the RPII and increase the uptake of website use.

Q6 – How satisfied are you with the following features o from the RPII?



Across the areas of customer service surveyed, respondents were very satisfied or satisfied with all areas of service. The courtesy of staff and the ability to contact RPII were the two highest scoring areas respectively.

With high scores across others areas such as, efficiency of staff and clarity of information, it is evident that customers really value both the service offered by RPII as well as engaging with RPII staff.

There were very low levels of dissatisfied or very dissatisfied customers across the service areas. It is useful to elaborate on some of the responses in the 'further comments' section of this question, as some key trends begin to emerge. 23 customers had specific suggestions around customer service improvements, while only 16 specifically complained about the licence fee increase, which we might have expected to be higher.

There were some really valuable suggestions for improvements for example, training days, discussion forums, online services.

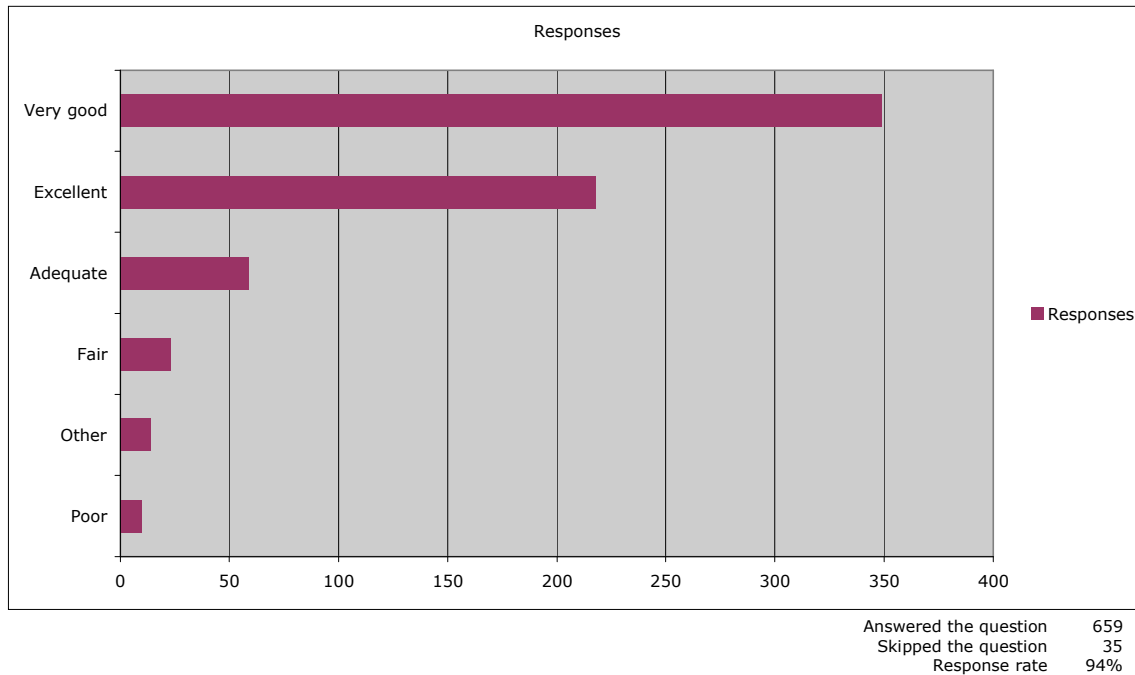
Q7 – Please include any further comments about the RPII’s customer service.

- Satisfied with the customer service currently offered by RPII (42) – “Very helpful. Had a number of questions regarding methods of reducing radon level. Very informative and felt person at the end was willing to spend time to discuss”
- Seeking customer service improvements (23) – “Close the place, train the staff, and do not open it until they know how to write courteous letters to clients”
- Dissatisfaction with fee increase (16) – “Licence this year €31, next year €1192 - 861.3% - cannot be justified”
- Requesting more information or training to be provided by RPII (10) – “prepare a power point presentation that I could use to inform service managers”
- Requesting for more communication with customers (9) – “Open forum information and discussion days/sessions”
- Requesting for more online services (8) – “Electronic access to licence records for named person at our institution instead of having to contact to check or amend”
- Comments regarding dosimetry badges (8) – “with regard to dosimetry the labels keep falling off the dosimeters leading to lots of confusion. Is there any way to stop this happening?”
- Seeing quicker response times from RPII (5) – “Quicker response time would be better”
- Comments around the level of ‘paperwork’ to comply with regulations (3) – “too much paperwork! I only have 2 dosimeters but receive an invoice, a statement and measuring table every 8 weeks - could be reduced a lot - once quarterly or even annually!”

Even though there were numerous responses requesting customer service improvements, and expressions of dissatisfaction with recent fee increases, Q6 indicates that respondents are still very satisfied with all areas of customer service offered by the RPII.

Answered the question	125
Skipped the question	540
Response rate	18%

Q8 – How would you rate the overall quality of customer service from RPII?



Overall, customer service quality was rated as very good (53%) or excellent (33.1%). This is reflective the views of respondents expressed in Q6 above. Dentists were the highest proportion of respondents that rated customer service as poor.

The 'other' category was used to capture any additional comments. Trends mentioned in Q7 were again repeated here:

- Satisfied with the customer service currently offered by RPII (4)
 - “I would have to highlight in particular the excellent and approachable standard of your technical staff”
- Dissatisfaction with fee increase (3) – “If these charges are implemented I will stop using the dosimetry service in protest.”
- Seeing quicker response times from RPII (3) – “No answer to my wipe test query made 1-2 years ago. No useful help with isotope waste disposal abroad”
- Requests to review dosimetry service (3) – “Dosimetry service needs modernising”
- Unrelated responses advising what people were seeking from RPII (2) – “Downloadable forms”

Q9 – What were you looking for on our website?

This section of the questionnaire, Q9 – Q13, was optional and as aimed at finding further information around the RPII website.

From the responses gathered, the following are the top three reasons for what people were looking for on the RPII website:

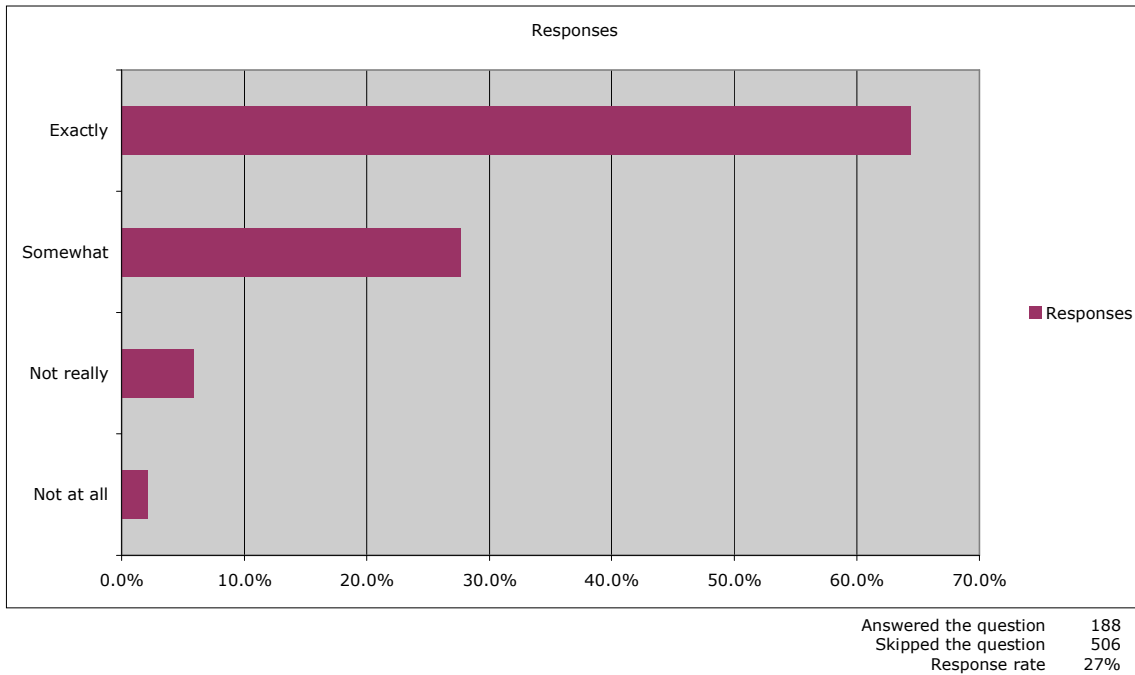
- Forms
 - Licence applications forms
 - Dosimetry forms
- Information on radon including radon measurement
- Guidance documents / legislative requirements

Other information being sought on the website included:

- Costs
- Information on radiation threat to Irish population from foreign nuclear power stations.
- General information on radiological research

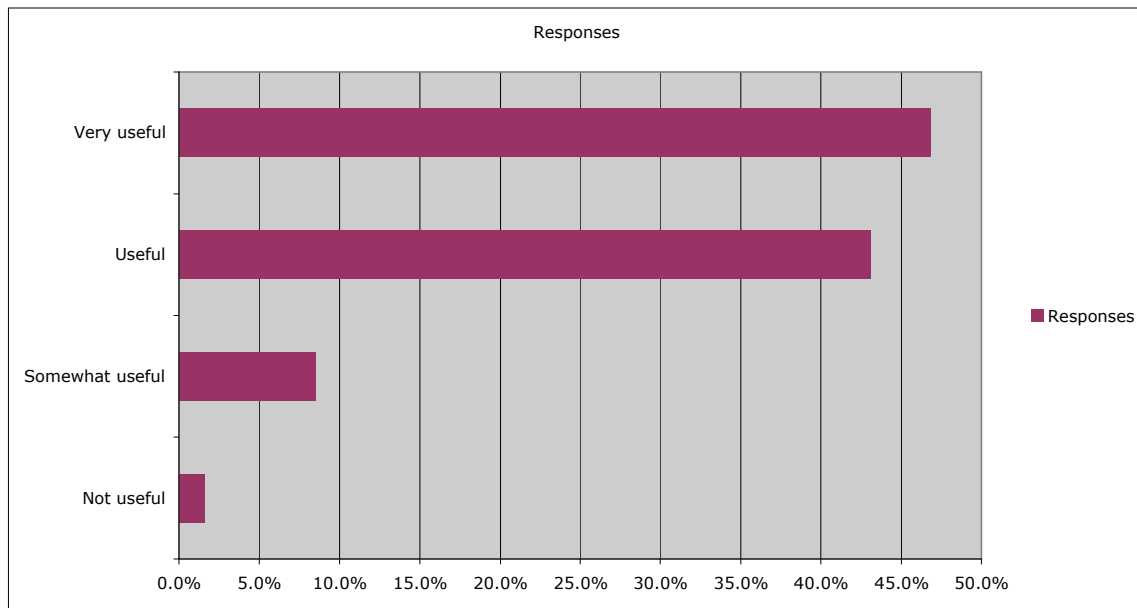
Answered the question	154
Skipped the question	540
Response rate	22%

Q10 - Did you find what you were looking for on our website?



Approximately two thirds of respondents found exactly what they were looking for on the RPII website (64.4%). However, this leaves a significant minority who cannot find what they're looking for. It is clear that respondents will be able to find certain information (e.g. radon) but not other information which may be held in .pdf or other documents which are not searchable on the current website.

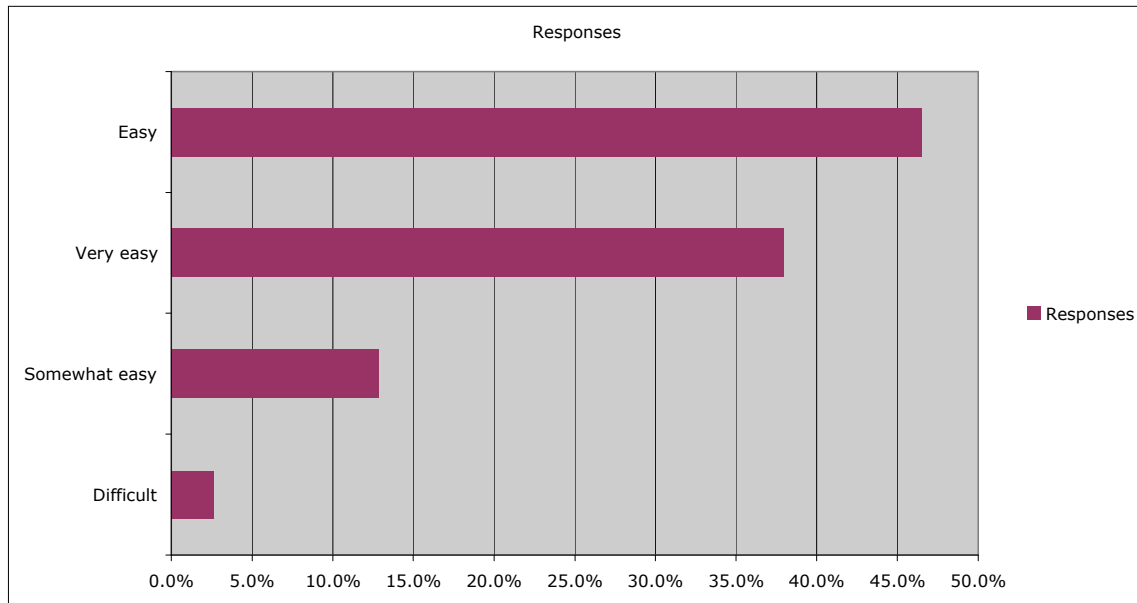
Q11 - How useful was the information you found on our website?



Answered the question 188
Skipped the question 506
Response rate 27%

Information on the website was deemed very useful (46.8%) or useful (43.1%) indicating a high level of quality of information.

Q12 - Was it easy to find the information you were looking for on our website?



Answered the question 188
Skipped the question 506
Response rate 27%

While most respondents found it easy (46.5%) or very easy (38%) to find information on the website, RPII should review the suggestions provided in Q13 to reduce the proportion of respondents that found it challenging to find information on the website (16%).

Q13 - How do you think we could improve our website?

Respondents indicated two key areas for improvements in this question:

- Improved navigation within the website – “make more user friendly”, and
- Better organisation of guidance notes – “Guidelines etc. could be better optimised/categorised”

Other suggestions included:

- “Put badge order online.”
- “Create a list of subject matter experts with contact details to facilitate further contact if required.”
- “Updating it on a weekly basis and a better newsletter. Access for authorised users to more technical data.”

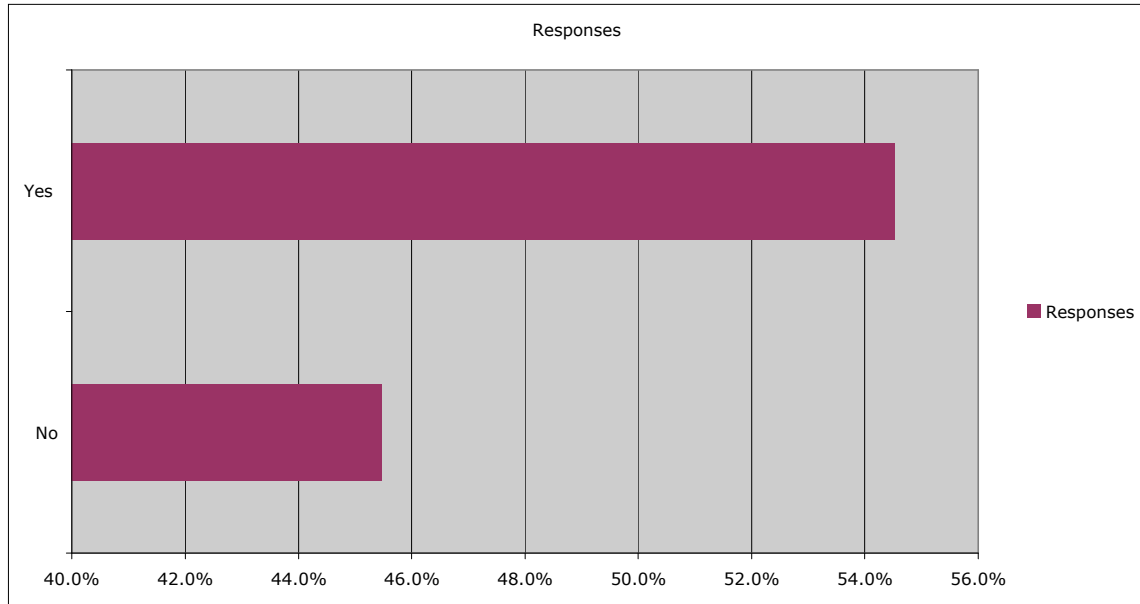
There were two other suggestions included with feedback gathered in Q7 that relate to website enhancement:

- Make dosimetry forms available to download on line - not just as part of centre "booklet"
- Electronic access to licence records for named person at our institution instead of having to contact to check or amend

These customer suggestions, along with those outlined in Q9, should be taken into consideration as part of the website design and development. Particular emphasis should be placed on developing a user centred website and online services as outlined in the RPII web strategy, May 2007.

Answered the question	39
Skipped the question	655
Response rate	0.05%

Q14 - From time to time we like to contact our valued customers to get your opinions on our service. Do we have your permission to contact you for this purpose? Your details will not be passed to any other party.



Answered the question 629
Skipped the question 65
Response rate 90%

Over half the respondents gave permission to be contacted (54.5%). This information will allow better, more cost effective and timely communications with customers in the future.

Conclusions

- Dosimetry services and licensing / regulatory services are the main reasons for contacting the RPII for those in professional industries
- Radon measurements and radon advice are the main reasons members of the public contact the RPII
- Most customers contact RPII infrequently for very specific reasons, and presently use the telephone
- Most customers really value the customer service offered by the RPII, particularly the availability, courtesy and efficiency of staff
- Dentists are most dissatisfied with fee increases, however, still value the customer service offered
- Customers have provided excellent suggestions about how to enhance the website including improving the navigation to make more user friendly and offering new online services to make it easier for customer to comply with RPII regulations

Recommendations

1. Set in motion communications action plan to improve relations and understanding with Dentists
2. Define queries which may require more detailed analysis to assess what the customer requires based on the first set of findings (e.g. communications such as forums or blogs)
3. Devise online feedback forms to allow continuous monitoring of customer feedback
4. Assess via a set of qualifying questions via the call centre, peoples preferred mode of communication, if they have access to email and the internet and if they may have already visited the website and not found the information they needed or needed to telephone to find out more. Then review the potential of migrating more customers online based on those findings