

Irish Civil Service Customer Satisfaction Survey 2015

Report of Findings

Reform & Delivery Office, Department of Public Expenditure & Reform

6th May 2015

Ipsos MRBI



- **Introduction**

- Background & Objectives
- Methodology
- Research Context

- **Research Findings**

- Civil Service Contact
- Satisfaction with Service
- General Perceptions of the Civil Service
- Access to Language Services

- **Summary of Key Findings**

- Research Conclusions

- **Appendix:**

- Respondent Profile

Introduction

Background

- Scope:

This is the sixth survey that has been carried out among the Irish general public to determine customer satisfaction levels of the Irish Civil Service (covering all Departments & Offices.)

- History:

Previous surveys were carried out in 1997, 2002, 2005, 2008, 2009. Data from the 2015 study is compared to the relevant previous surveys where appropriate.

- Design:

Questionnaire designed in consultation with the DPER team, retaining the majority of previous content to allow for comparisons to be made.

For the 2015 research there was an increased focus on the use of and appetite for technology and electronic delivery.

Objectives

- Interaction & Satisfaction Levels

Analysing the experience of the general public customers in their interaction with the Civil Service.

- Perceptions of the Civil Service

Assessing attitudes to and perceptions of the Civil Service among the general public.

- Areas for Improvement

To gauge possible reasons for any dissatisfaction with the service and determine areas for improvement.

- Benchmarking

To assess progress since the previous surveys.



Quantitative **face-to-face** survey



Nationally representative sample of the general public



2,025 interviews were completed to allow for greater data interrogation



Respondents were **adults aged 18+**



Fieldwork during **January – February 2015**

- Fieldwork for the 2009 survey was carried out in September & October 2009.



Interviewing was conducted at **170 sampling points** in the Republic of Ireland

- 3,440 Electoral Divisions (ED's) in Ireland provided the basis for the sampling frame

- Using a random systematic selection process 170 ED's were selected spread across the entire country

- At each sampling point a random address was selected using the GeoDirectory database



Quotas were applied to ensure the sample was **representative** of:

- age
- gender
- region
- social class

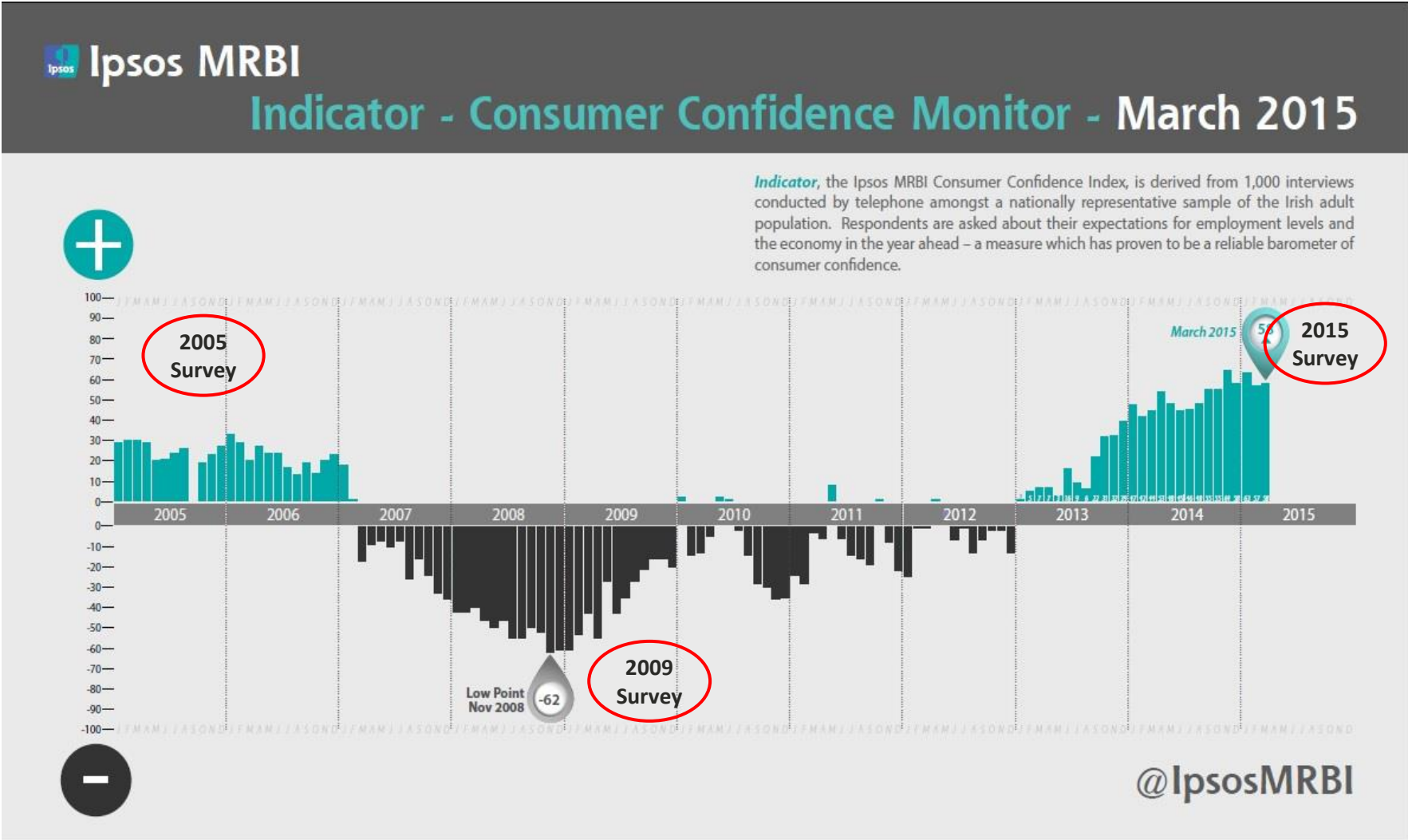


The highest **quality control standards** were adhered to and met by all Ipsos MRBI interviewers

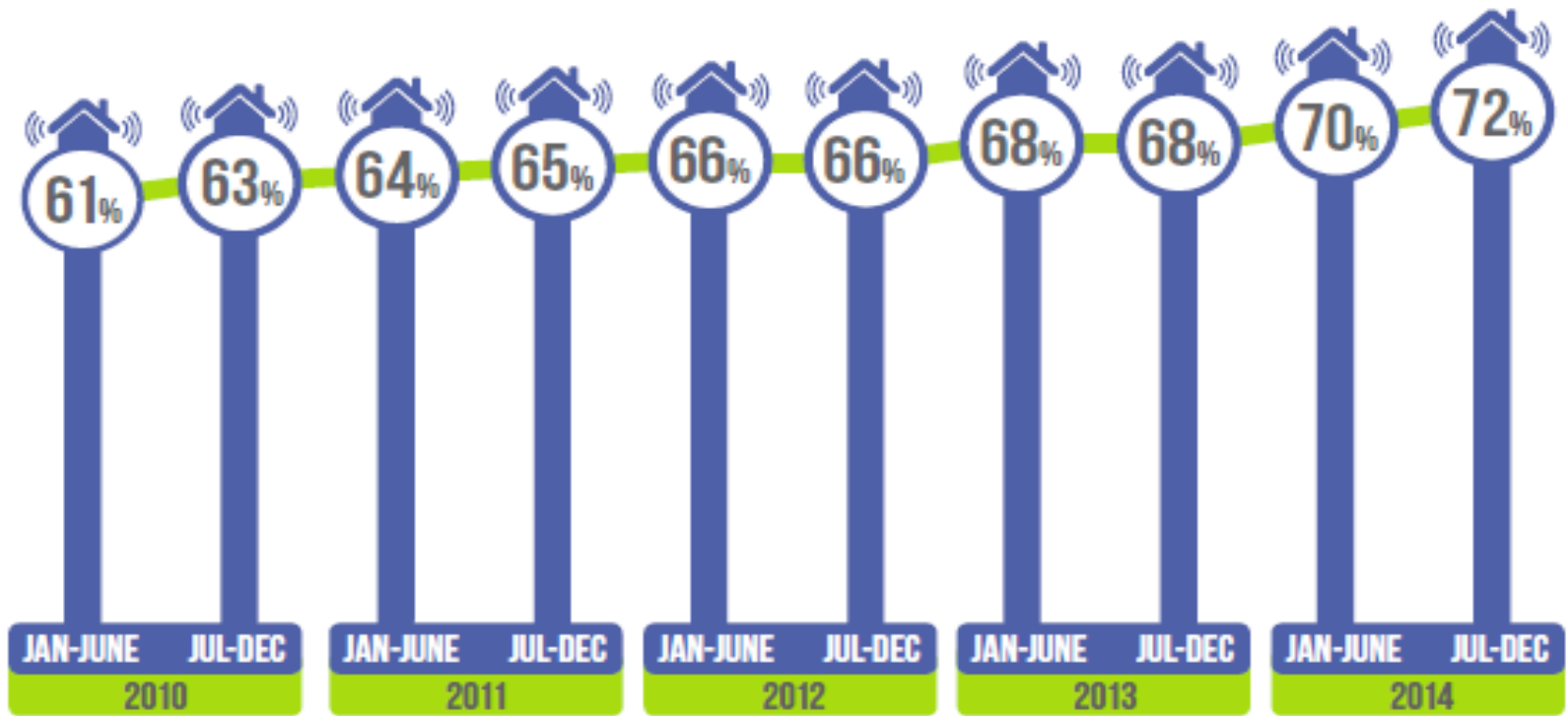
Research Context – Drawing on External Research



The 2015 study takes place against a different consumer sentiment than 2009

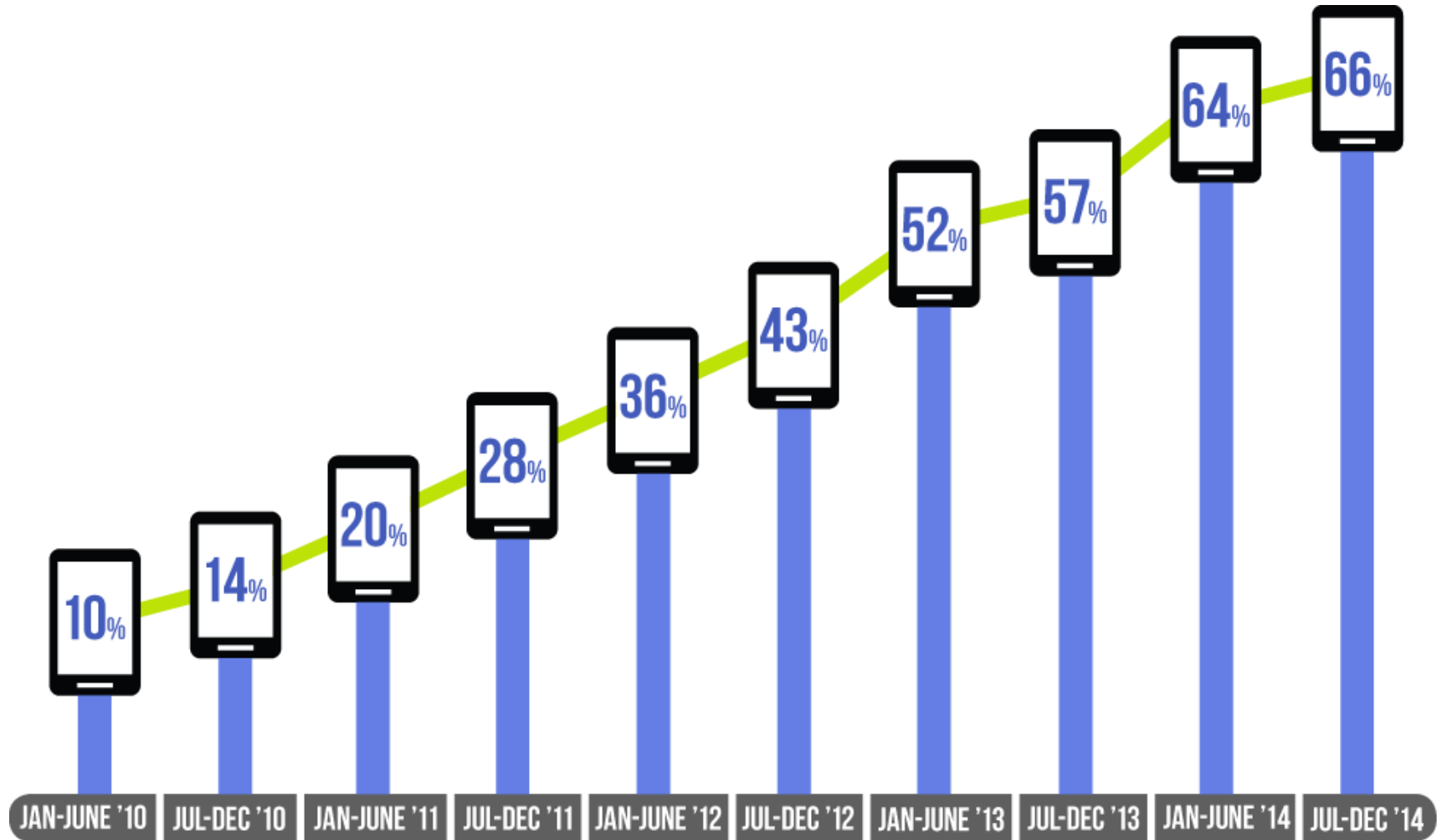


Nearly 3 in 4 homes now have access to broadband



Two in Three Consumers Now Own A Smartphone

9

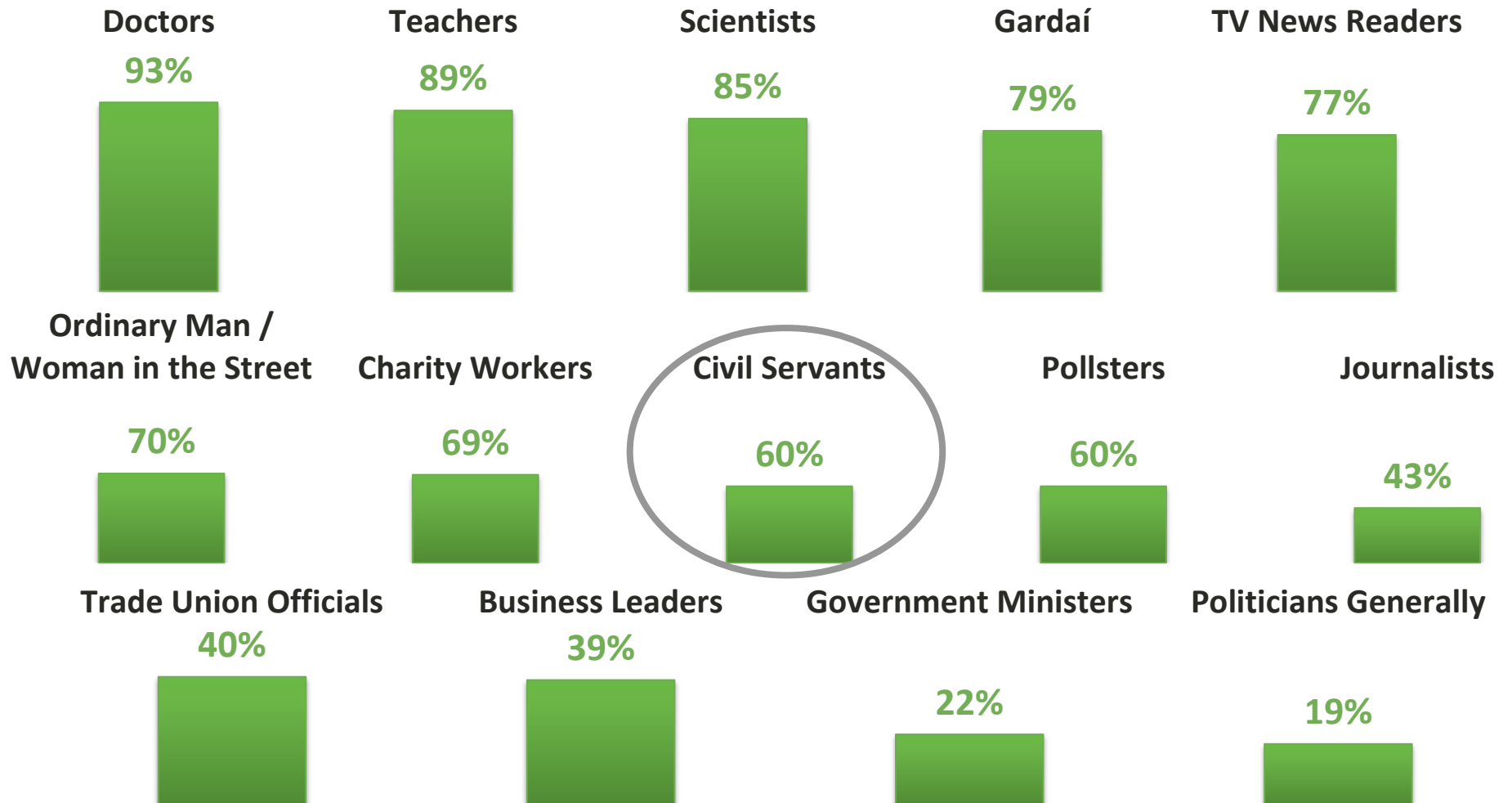


Veracity Index 2015 – Who Do We Trust The Most?

10

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?

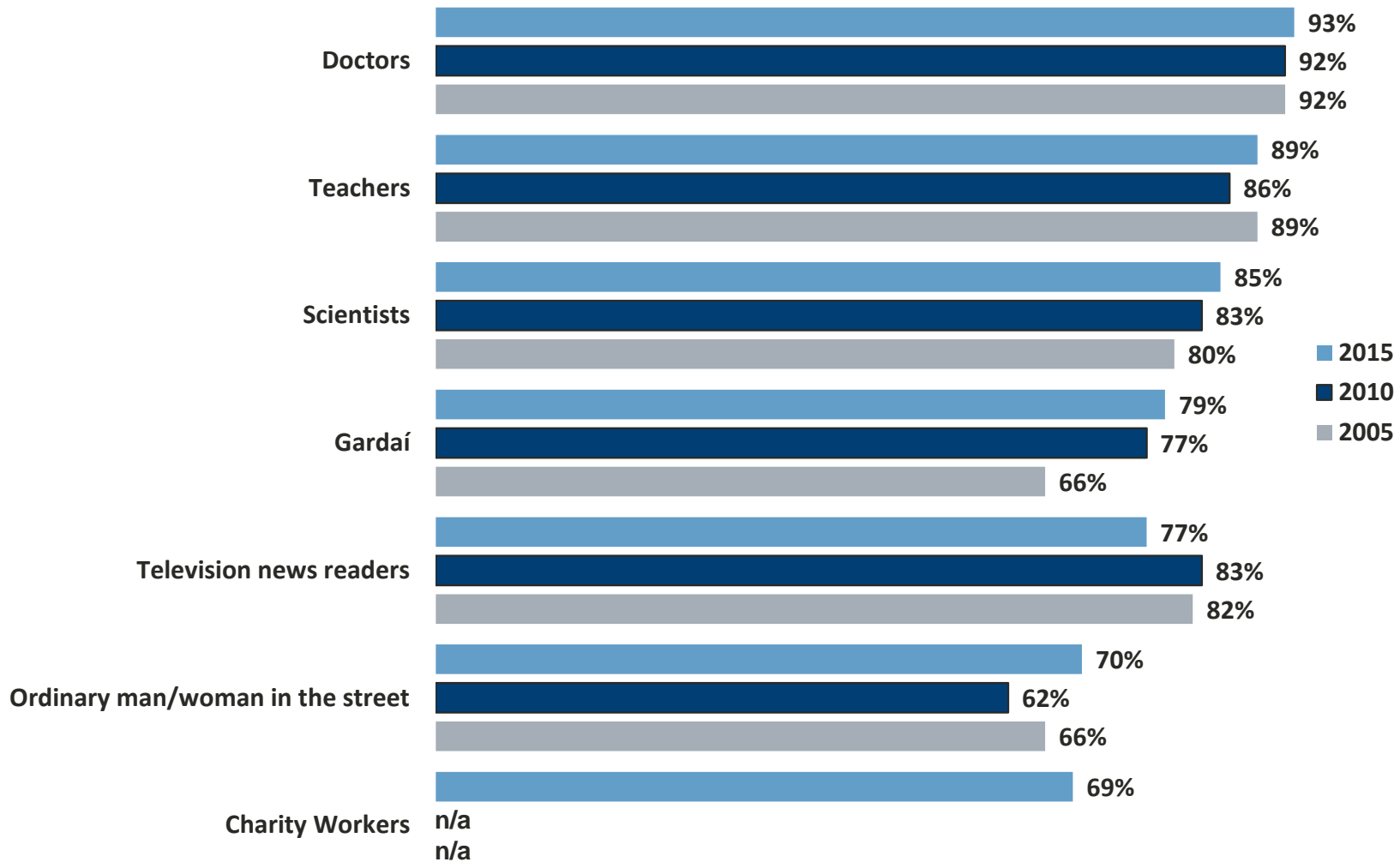
Most Trusted Professions 2015



Veracity Index – 2005-2015

11

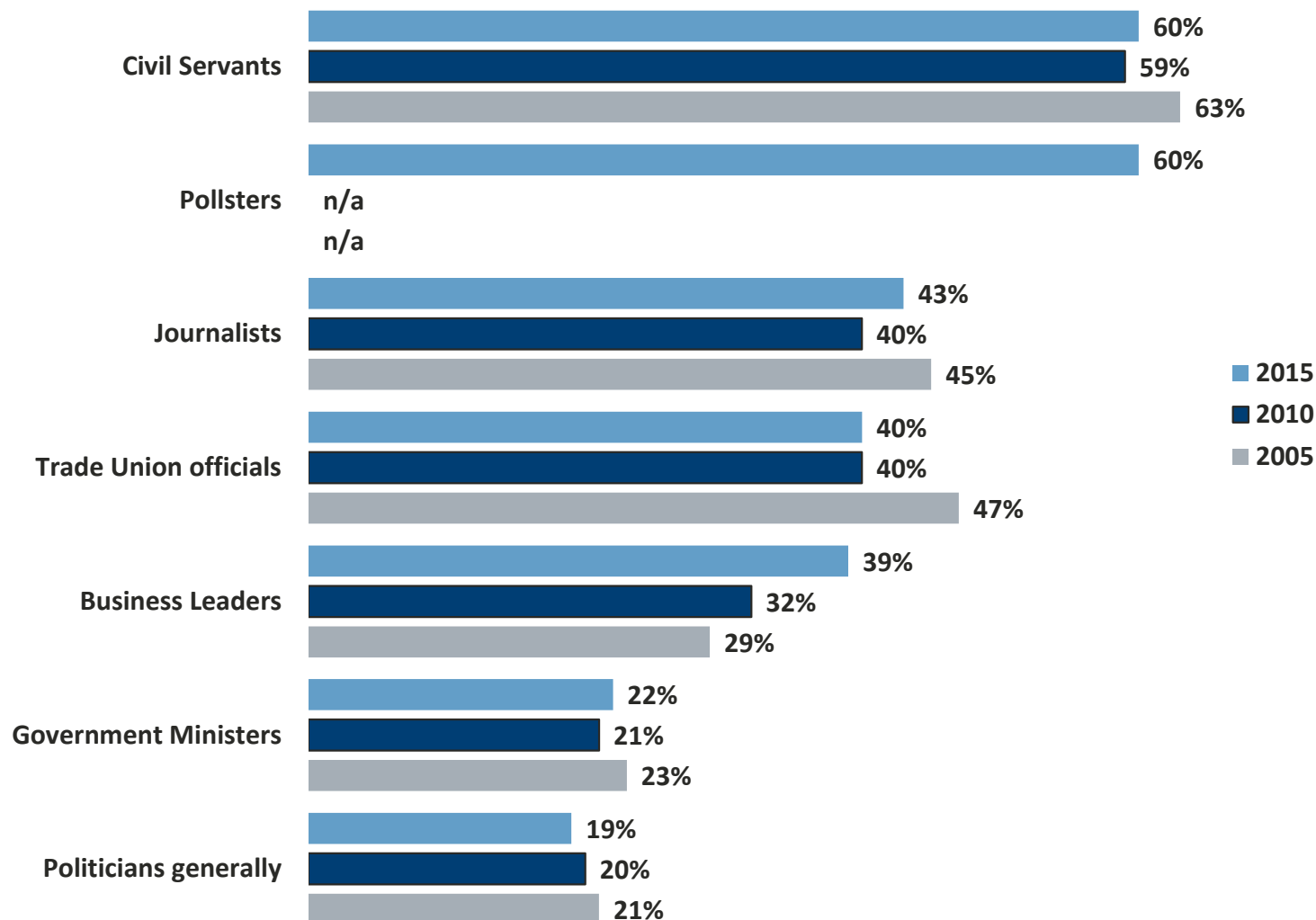
Q. Now I will read you a list of different types of people.*For each would you tell me if you generally trust them to tell the truth, or not?



Veracity Index – 2005-2015

12

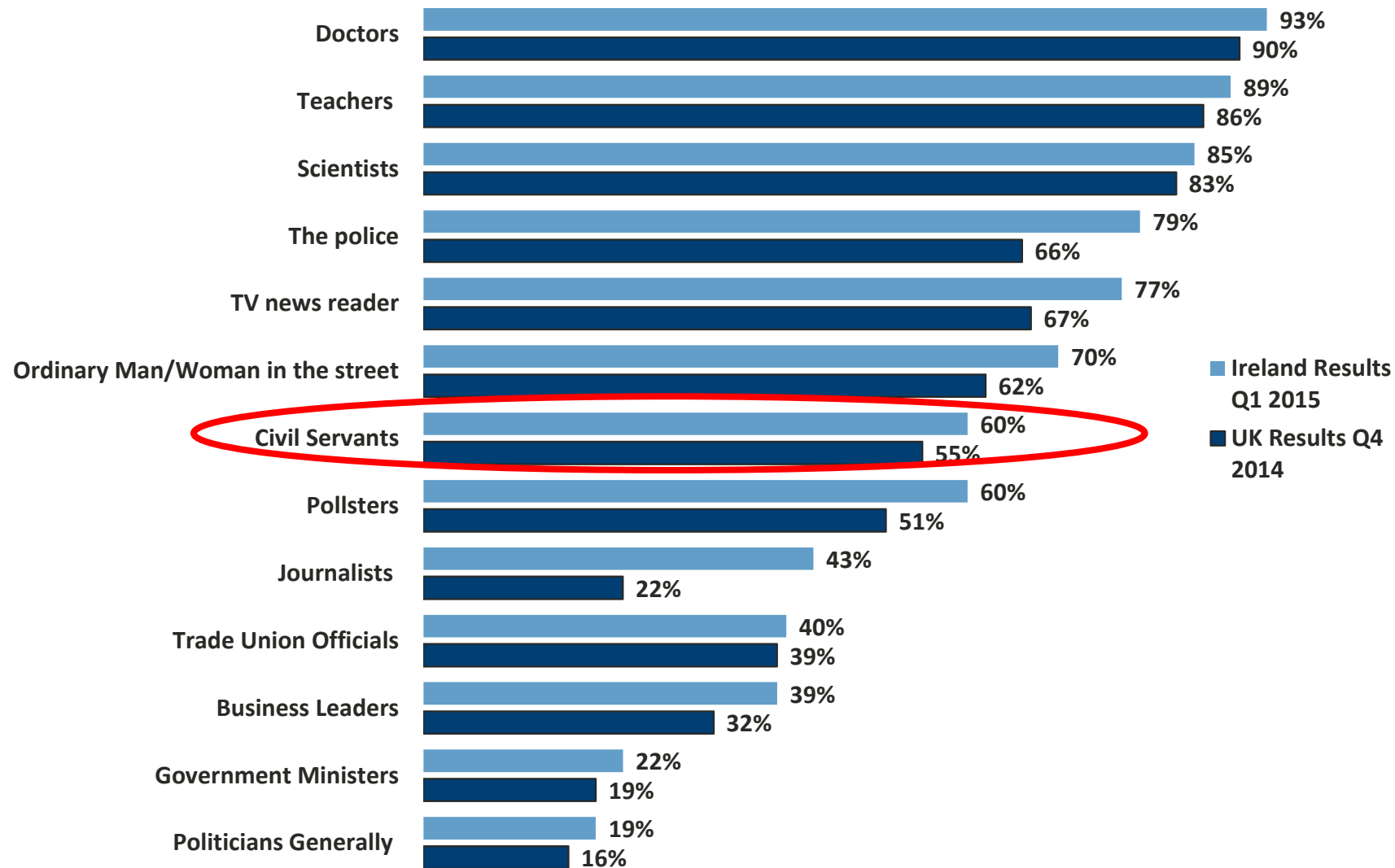
Q. Now I will read you a list of different types of people.*For each would you tell me if you generally trust them to tell the truth, or not?



Veracity Index – Ireland vs. The UK

13

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?



Research Findings





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

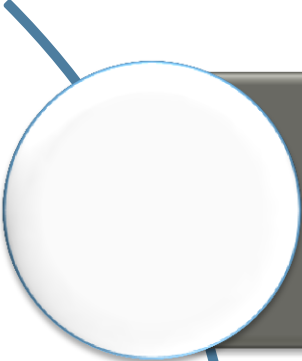
Customer contact via e-mail and online channels is rising, with telephone continuing to be an important channel.

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.

Civil Service Contact



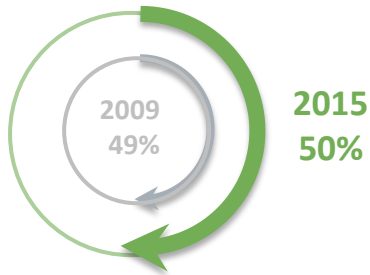
Half of all adults have made contact in the past year

- Exactly half of all Irish adults have had cause to contact a Civil Service Department or Office in the past 12 months, marginally up on previous years.
- The Department of Social Protection and Office of the Revenue Commissioners are the most contacted offices, typically for enquiries, applications and transactions.

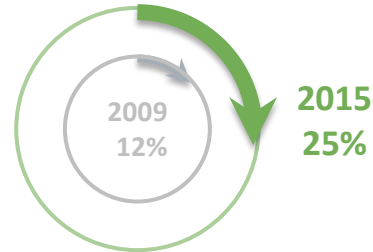
Summary of Key Customer Satisfaction Indicators

19

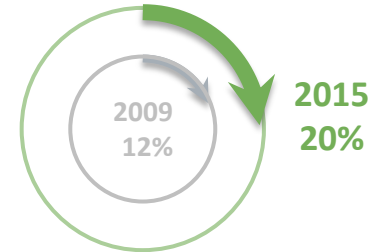
Any Contact



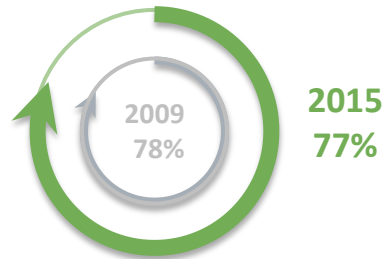
Ever Contacted via Email



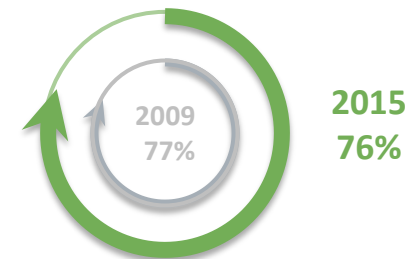
Ever Contacted via Online



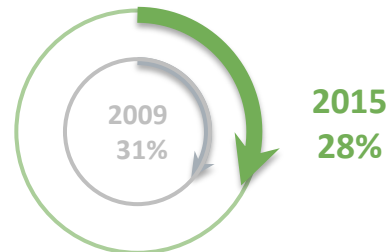
Overall Satisfaction With Service*



Overall Satisfaction With Outcome*



Dissatisfaction With Any Aspect



Yes / No Questions

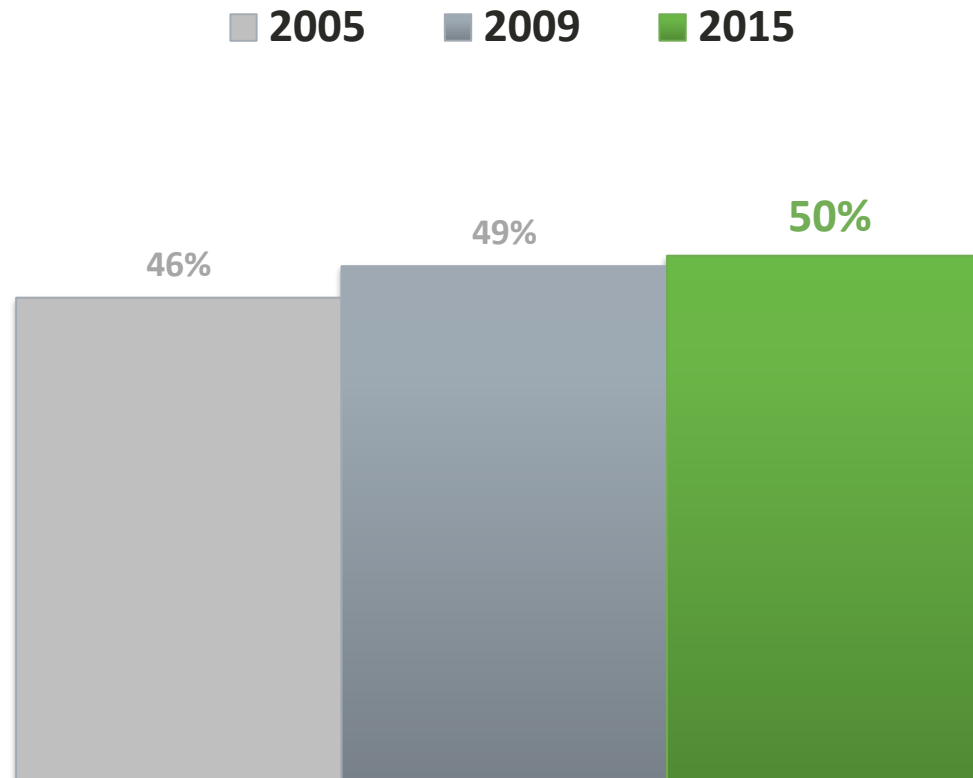
*Based on a 5 point scale

Any Contact With Govt. Departments/Offices In Past 12 Months

20

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:

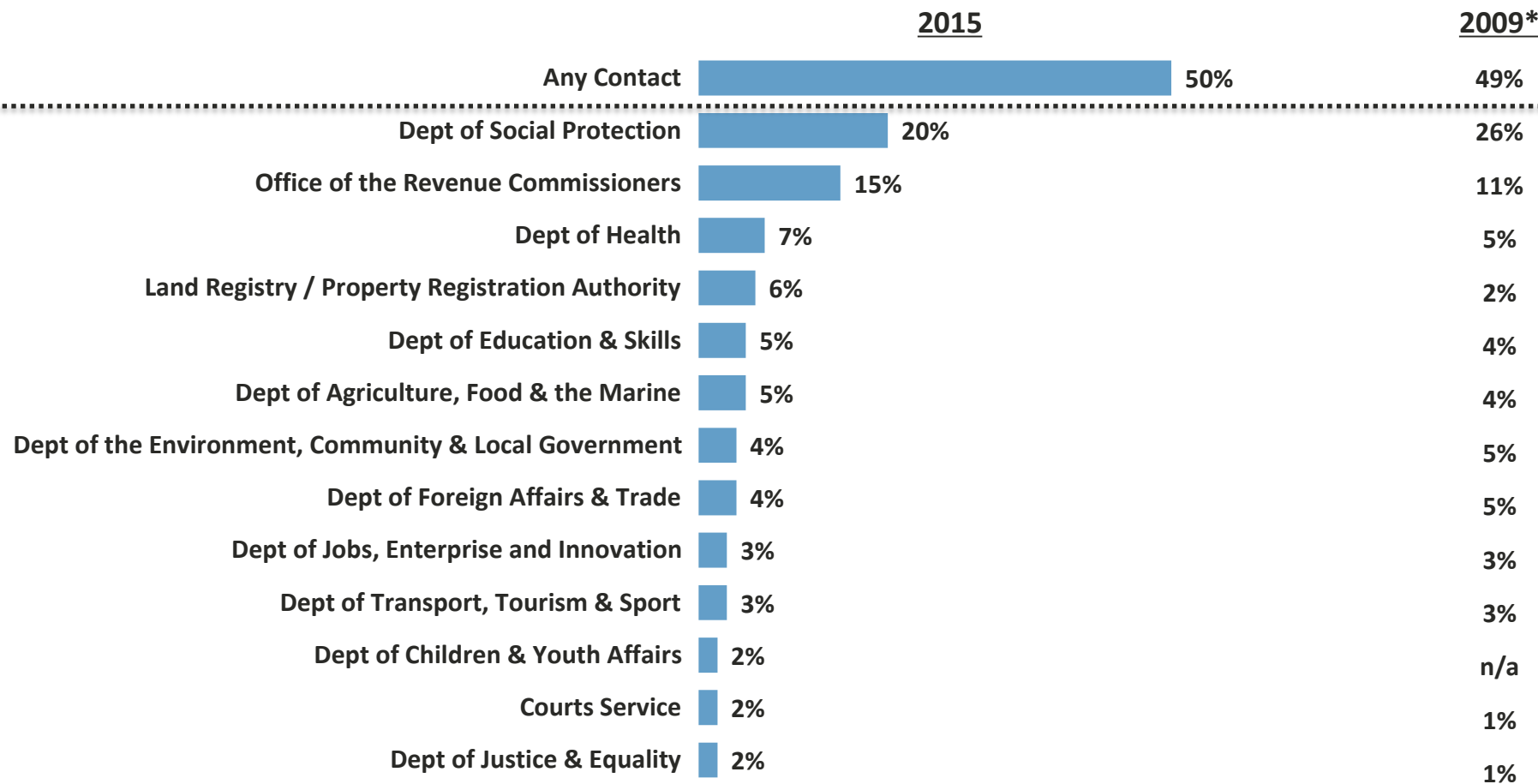
Detailed explanation given to each respondent to ensure comprehension of what did and did not constitute contact with the Civil Service. All relevant Departments & Offices read out.



Any Contact With Govt. Departments/Offices In Past 12 Months

21

*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:
(Multicode, more than one response permitted)*



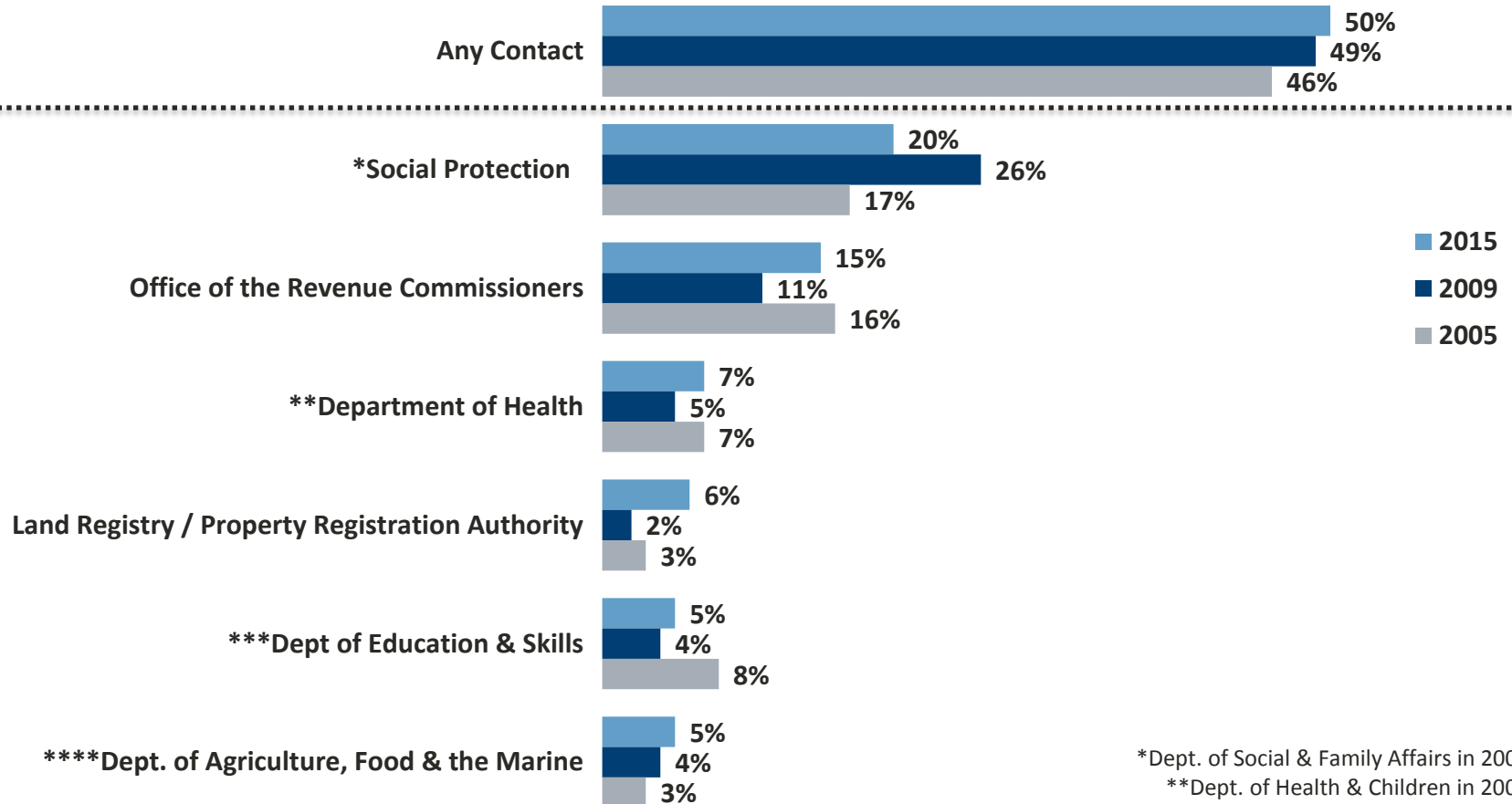
All other contacts at 1% or less in 2015

**Comparison to relevant equivalent Department/Office*

Most Contacted Departments/Offices (2005-2015)

22

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:



Note:

*Dept. of Social & Family Affairs in 2009 / 2005

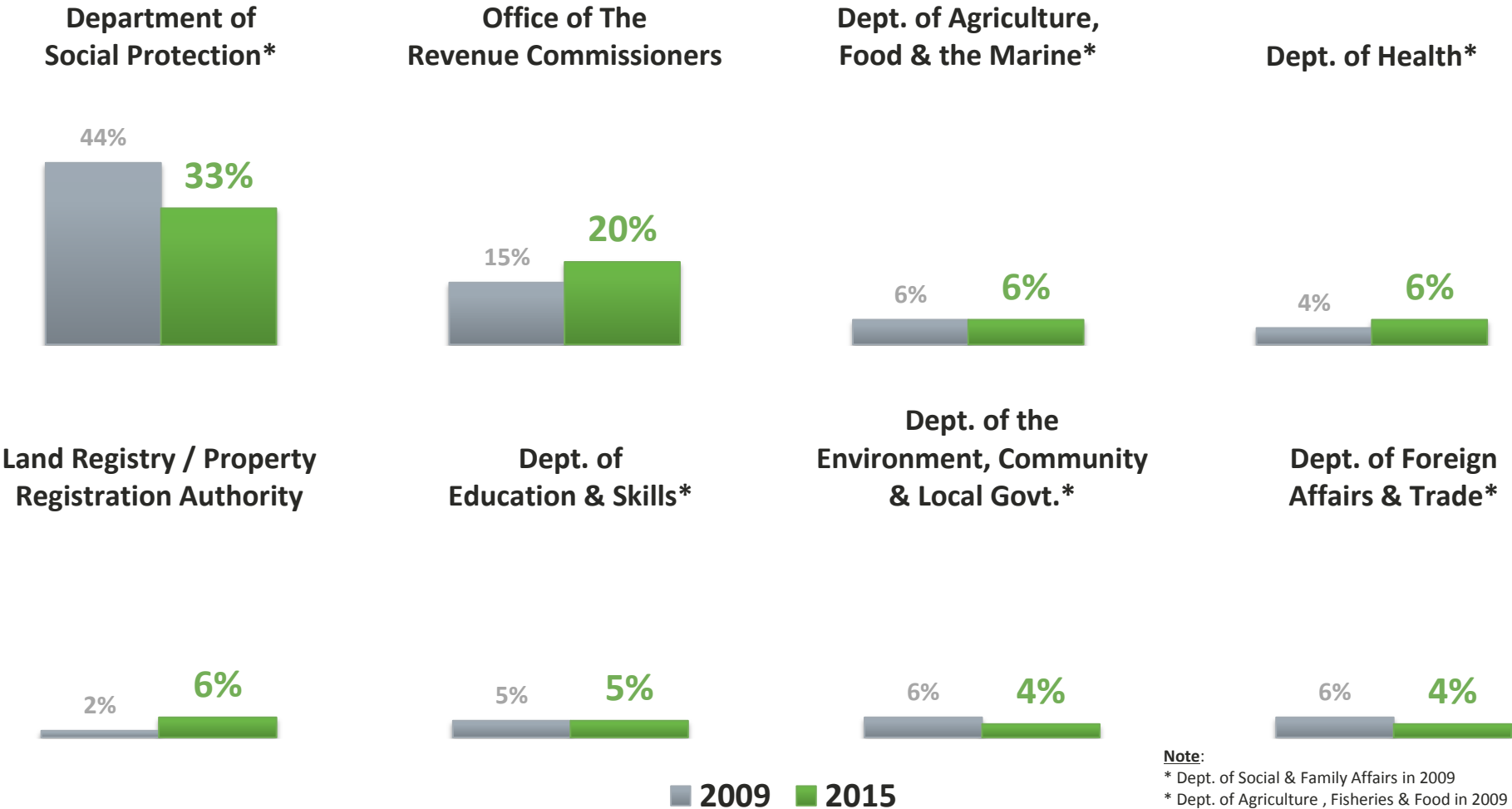
**Dept. of Health & Children in 2009 / 2005

***Dept. of Education & Science in 2009 / 2005

**** Dept. of Agriculture, Fisheries & Food in 2009 /
Dept. of Agriculture & Food 2005

Department/Office Most Recently Contacted

Q.1c Which Government Dept or Office have you interacted with most recently?



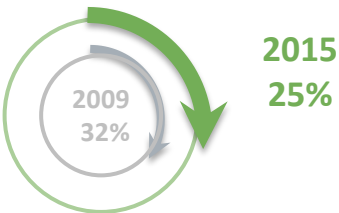
All other contacts at 3% or less

Note:
* Dept. of Social & Family Affairs in 2009
* Dept. of Agriculture , Fisheries & Food in 2009
* Dept. of Health & Children in 2009
* Dept. of Education & Science in 2009
* Dept. of the Environment, Heritage & Local Govt. in 2009
* Dept. of Foreign Affairs in 2009

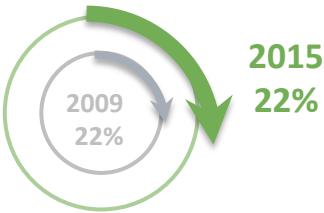
Nature of Most Recent Contact

Q.2 Thinking about your most recent interaction with a Civil Service Dept. or Office, which of the following best describes the nature of this contact?

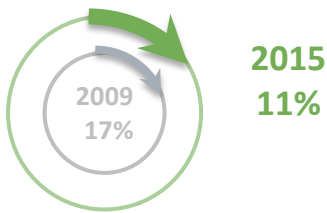
Enquiry about a particular service / entitlement / application



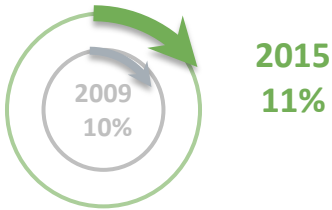
Seeking general information



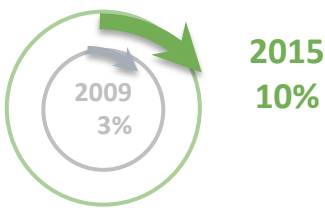
Carrying out a transaction



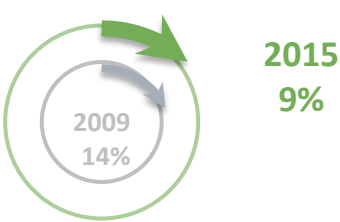
Providing Information



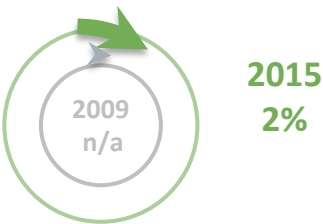
Resolving an issue / Querying the meaning / accuracy in documents received



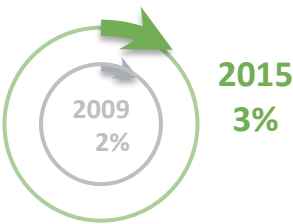
Seeking payment / collecting allowance



Requesting a form*



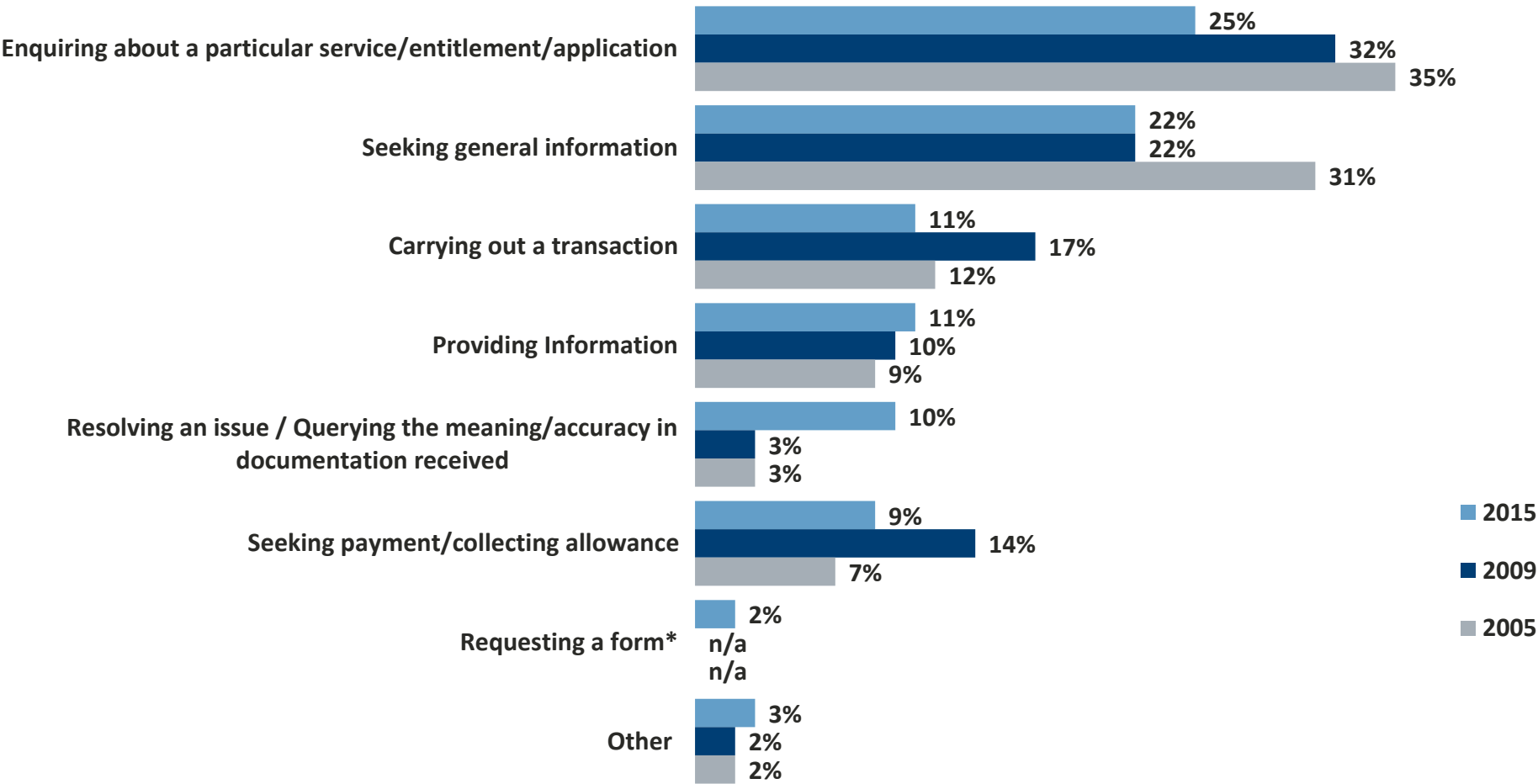
Other



*New response in 2015

Nature of Most Recent Contact (2005-2015)

Q.2 Thinking about your most recent interaction with a Civil Service Dept. or Office, which of the following best describes the nature of this contact?



*New response in 2015

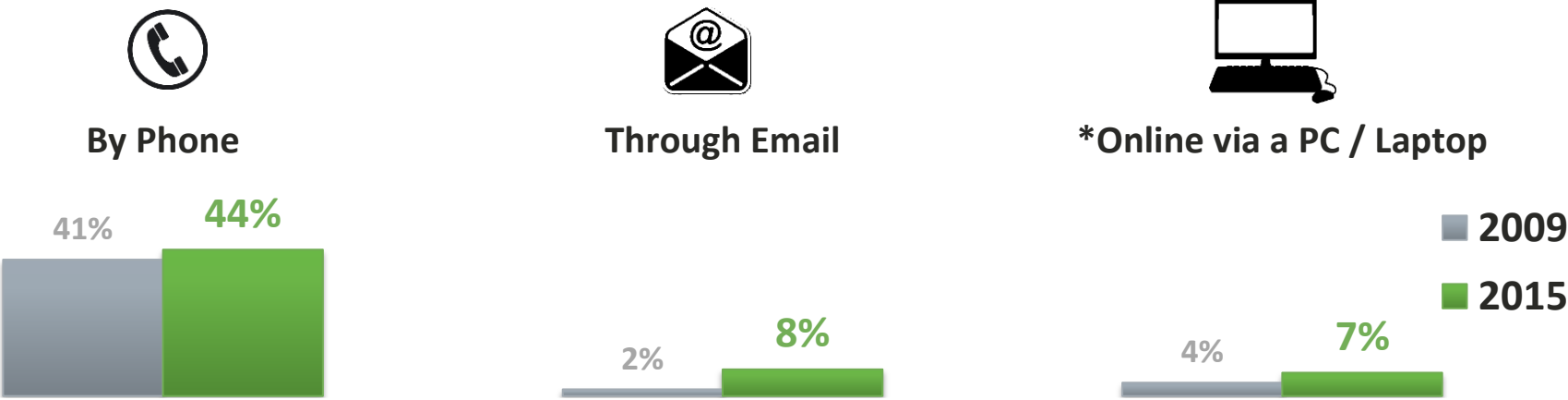
Telephone remains popular but electronic channels show growth

- Although contact by phone is still the most common channel, contact via online and e-mail has increased, particularly among younger customers, resulting in a decline in both written and in-person contact.
- The perceived convenience of electronic channels, particularly in younger age groups, is significant.

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



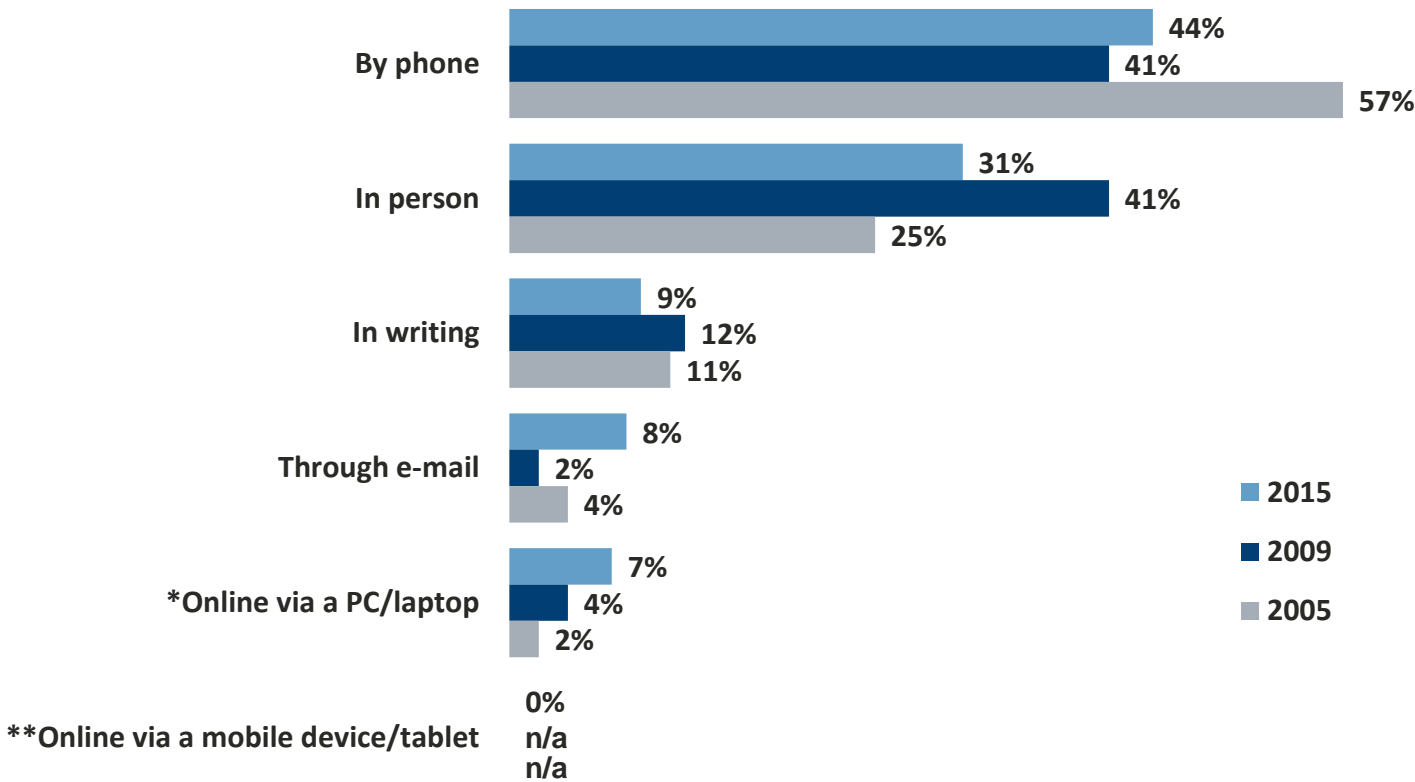
Contact Methods In Decline



*Adapted for 2015 survey

Primary Method of Most Recent Contact (2005-2015)

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?



*Adapted for 2015 survey
**New for 2015 survey

Primary Method of Most Recent Contact (2015) – Dept. of Social Protection vs. Office of The Revenue Commissioners

29

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?

	2015	2015	
	Total (n=1,003)	Dept. of Social Protection (n=404)	Office of The Revenue Commissioners (n=309)
	%	%	%
By Phone	44	42	53
In Person	31	46	17
In Writing	9	6	7
Through Email	8	4	14
*Online via a PC / Laptop	7	2	8
**Online via a mobile device / tablet	0	0	0
Net Online with Email	16	6	23

**Adapted for 2015 survey*

***New for 2015 survey*

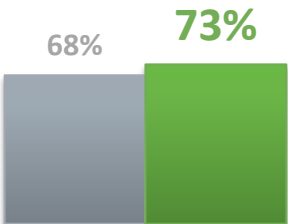
Methods Ever Used For Contact - Summary

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

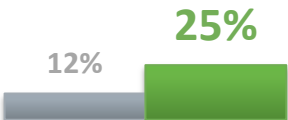
Contact Methods Rising



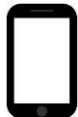
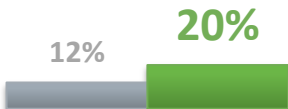
By Phone



Through Email



*Online via a PC / Laptop **Online via a mobile device/tablet



■ 2009
■ 2015

Contact Methods In Decline



In Person



In Writing

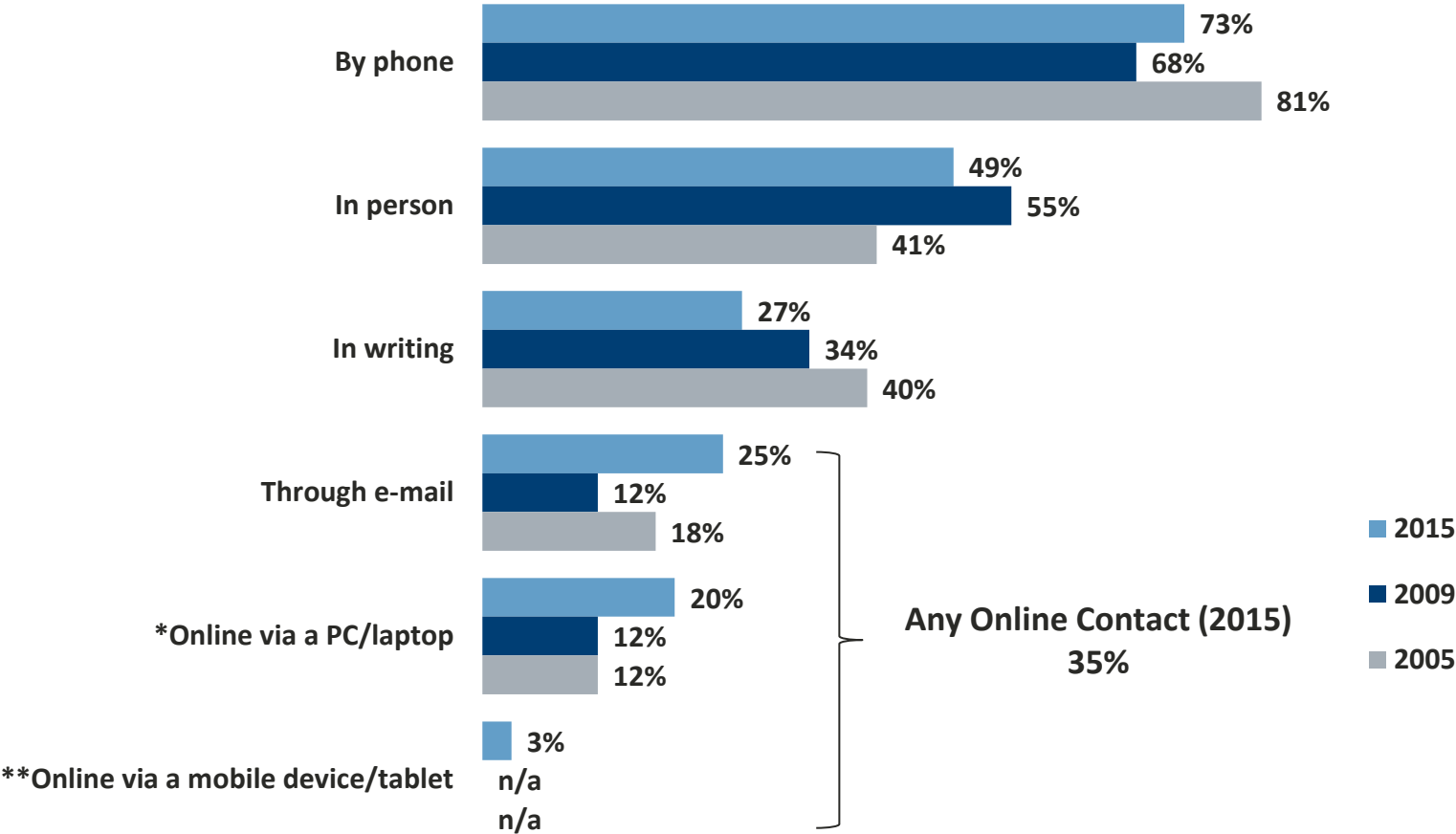


■ 2009
■ 2015

*Adapted for 2015 survey **New for 2015 survey

Methods Ever Used For Contact (2005-2015)

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*

Experience of Online Contact By Customer Type (2015) Including Email

32

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

Ever Contacted Online Including Email

35%

Total

By Age Band

40%

41%

23%

18-34

35-54

55+

By Social Class

47%

27%

15%

ABC1

C2DE

F

Experience of Online Contact By Customer Type (2015)

Excluding Email

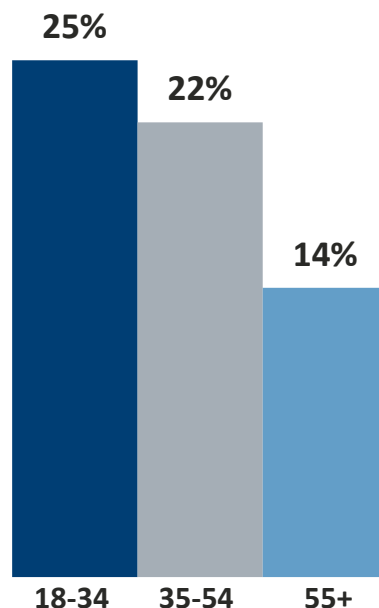
33

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

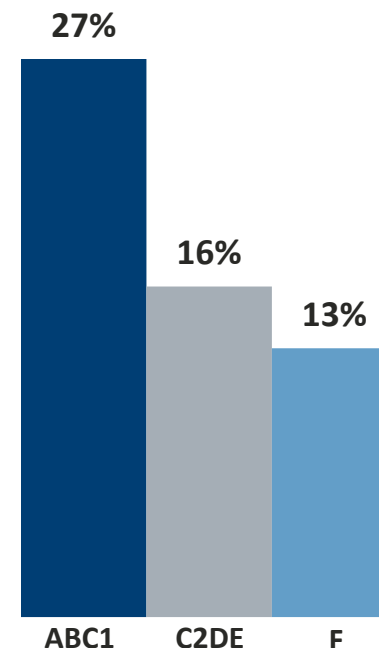
Ever Contacted Online Excluding Email



By Age Band



By Social Class



Contact Method Ever Used – Urban vs. Rural (2015)

34

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

	2015	2015	
	Total (n=1,003)	Urban (n=645)	Rural (n=358)
	%	%	%
By Phone	73	72	76
In Person	49	49	47
In Writing	27	26	29
Through Email	25	27	20
*Online via a PC / Laptop	20	22	16
**Online via a mobile device / tablet	3	4	1
Net Online with Email	35	39	28

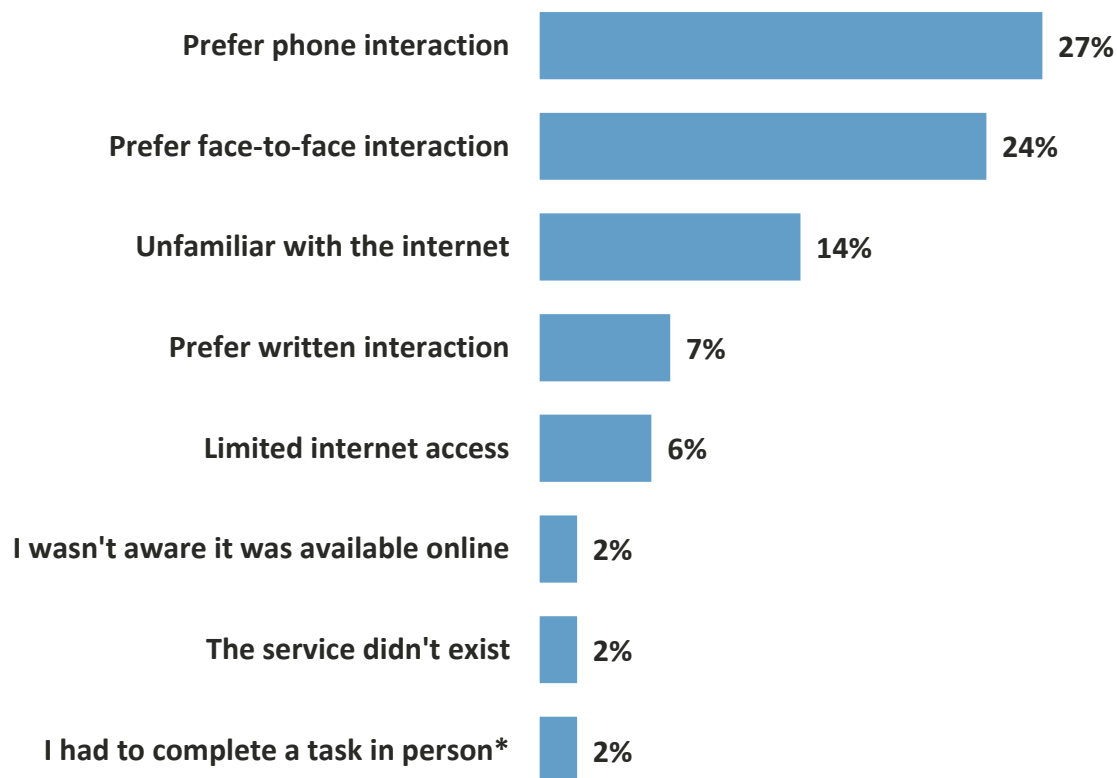
**Adapted for 2015 survey*

***New for 2015 survey*

Reasons For Not Interacting Online (2015)

35

Q.4c Was there any reason in particular why you did not interact with a Government Department or Office online? (Spontaneous, Unprompted)



All others $\geq 1\%$

** New code opened*

Satisfaction with Service

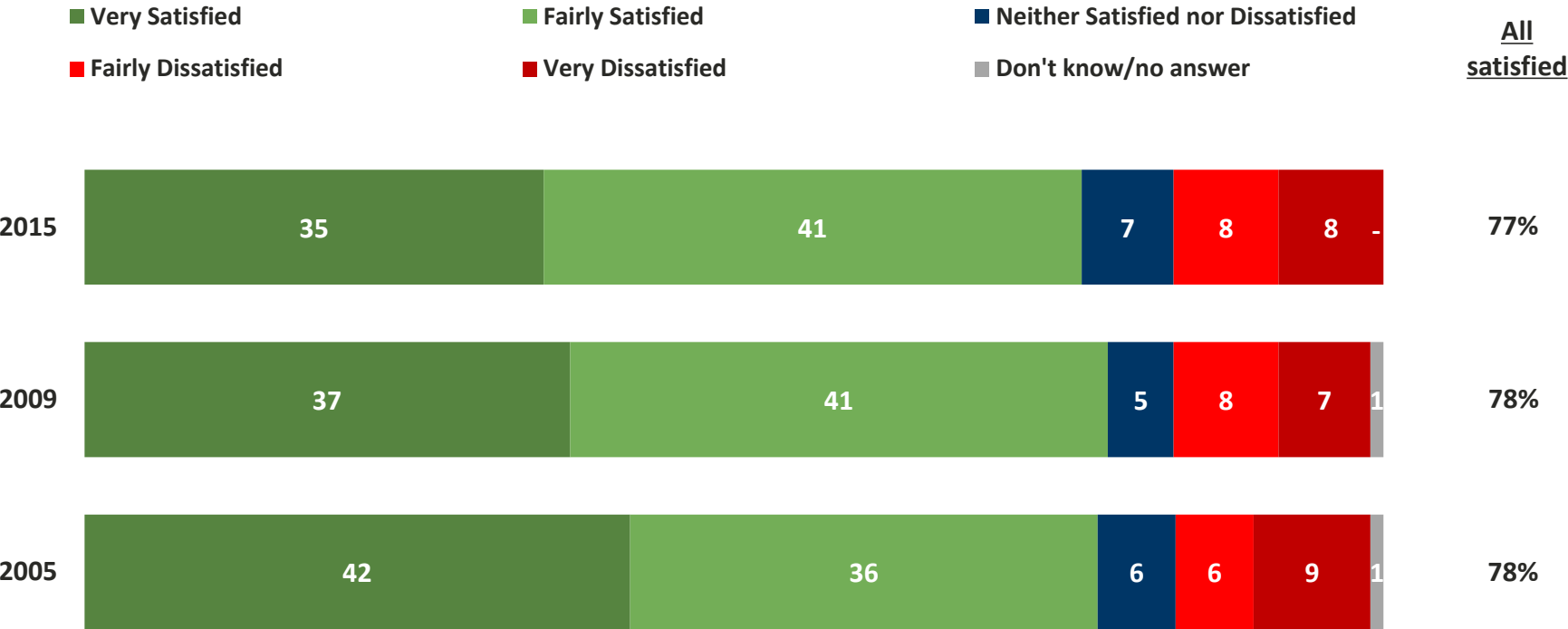


Overall satisfaction has maintained its good performance

- Over three in four customers remain satisfied with both the service received and the outcome of their contact, whereby service levels are mostly meeting or exceeding expectations.
- Direct interactions with Civil Service staff continue to rate favourably

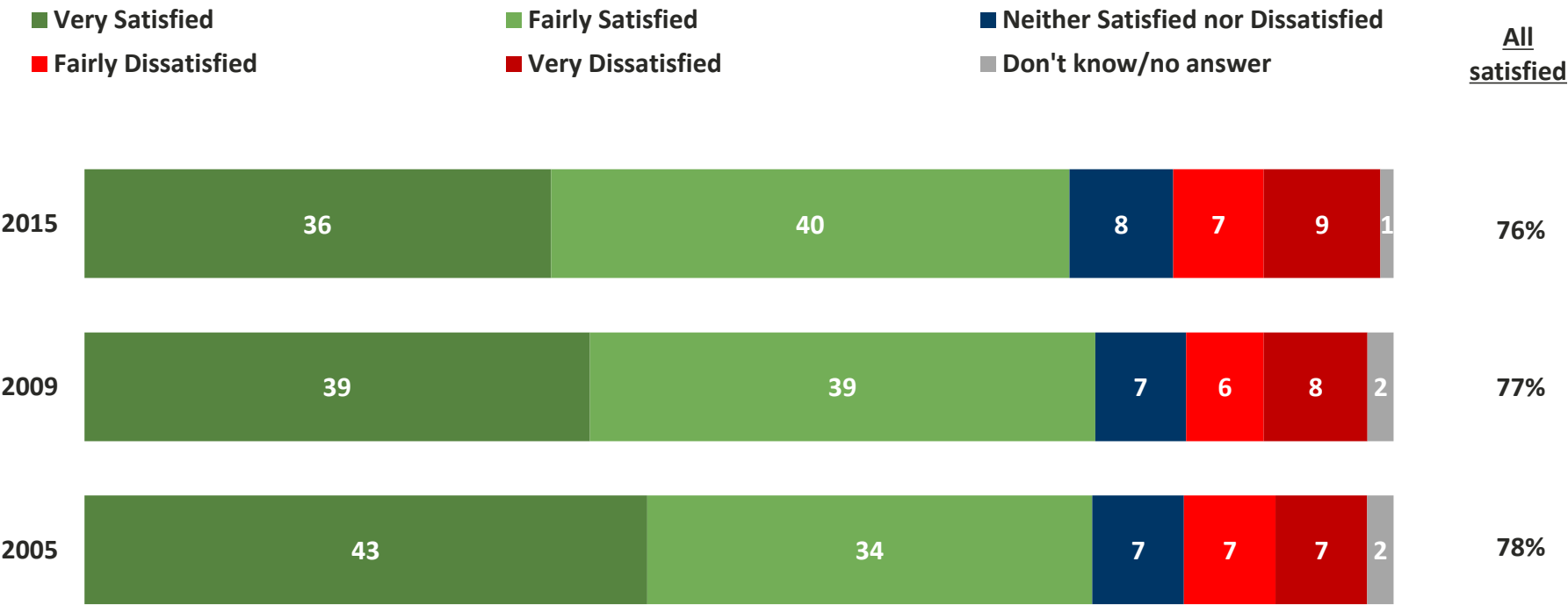
Overall Satisfaction with Service (2005-2015)

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?



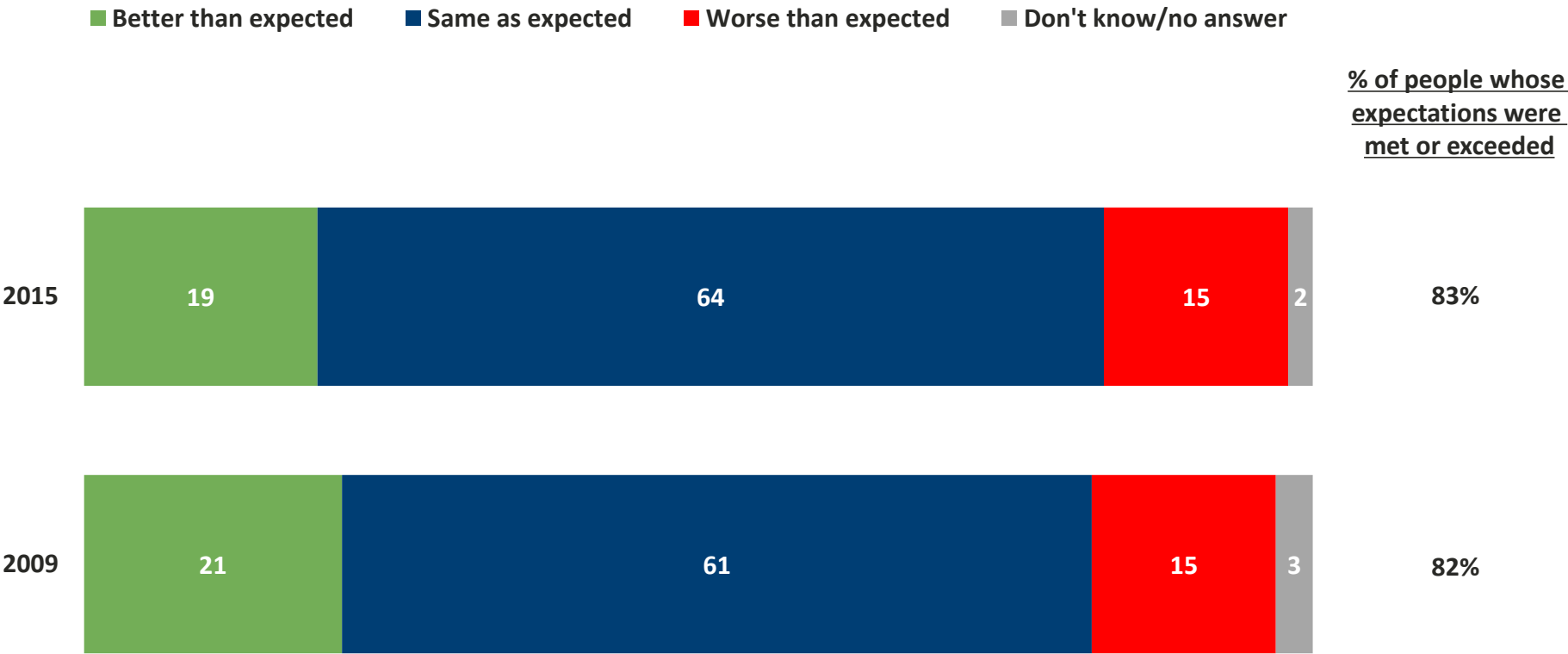
Overall Satisfaction with Outcome (2005-2015)

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?



Meeting Service Expectations (2009-2015)

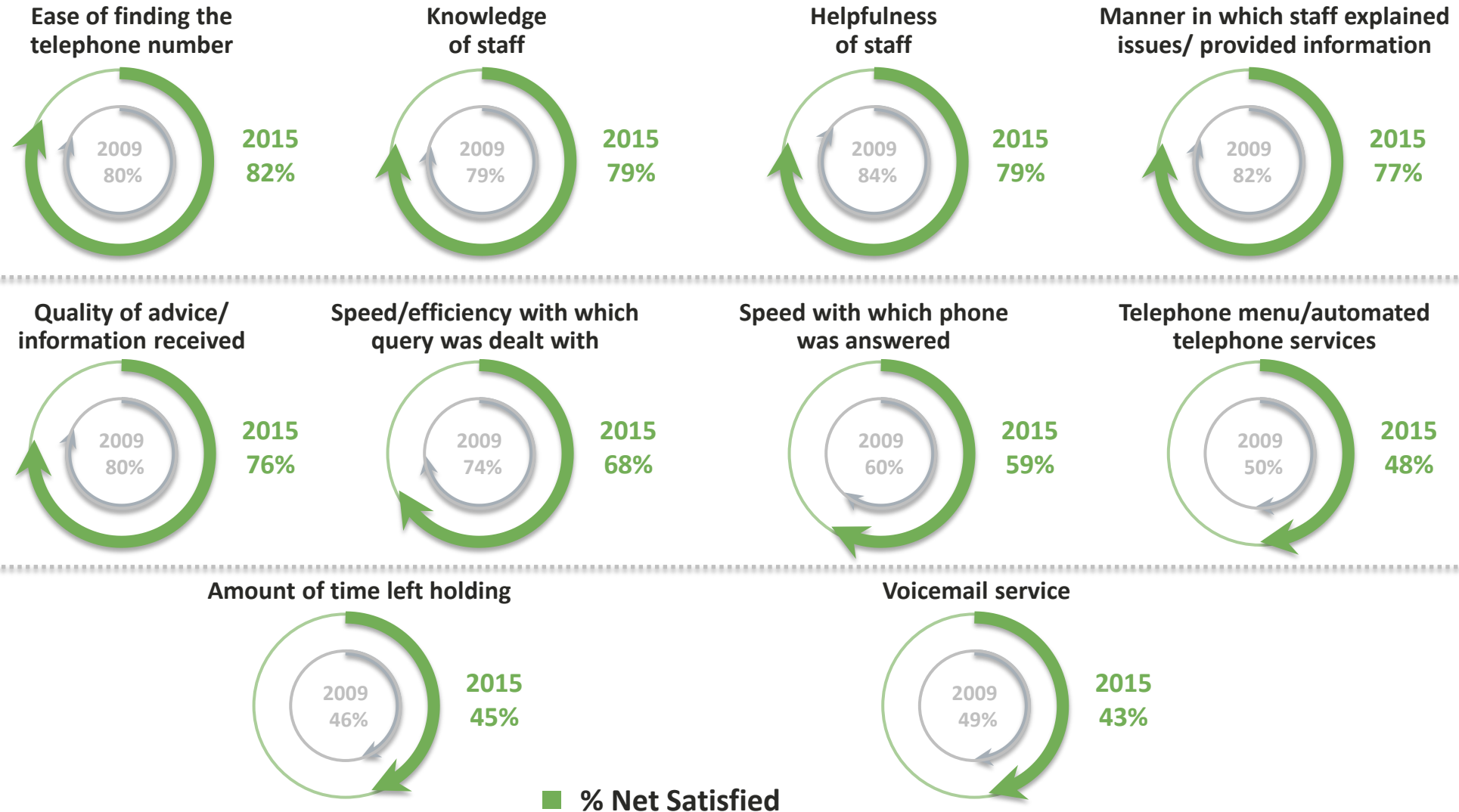
Q.5c Thinking of the most recent interaction you had with a Civil Service Department or Office – was the service you received, better than expected, the same as expected or worse than expected?



Satisfaction With Service By Phone – Summary

41

Q.6 Thinking of the most recent contact you had by phone, please tell me how satisfied or dissatisfied you were with the following?



Satisfaction With Service By Phone (I)

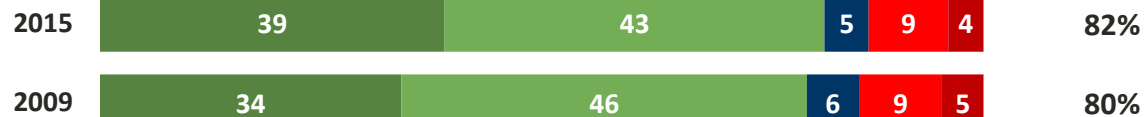
42

Q.6 Thinking of the most recent contact you had by phone, please tell me how satisfied or dissatisfied you were with the following?
(Ranked by Mean Score)

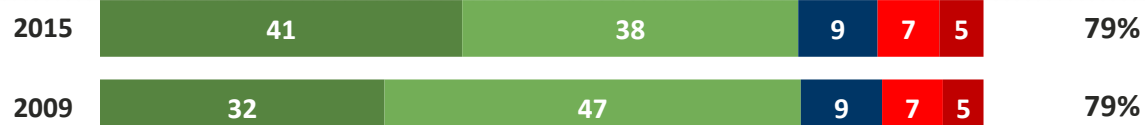
■ Very Satisfied ■ Fairly Satisfied ■ Neither Sat nor Dissat ■ Fairly dissatisfied ■ Very Dissatisfied

Net
Satisfied

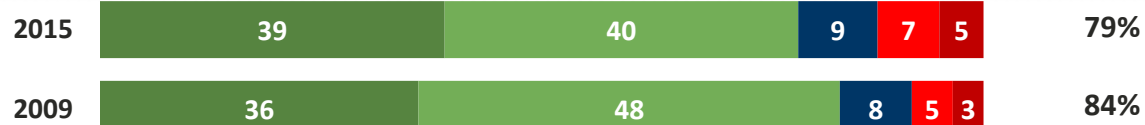
Ease of finding telephone number



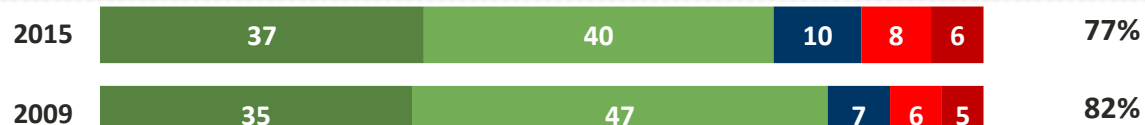
Knowledge of staff



Helpfulness of staff



Manner in which staff explained issues/provided information



Quality of advice / information received



Satisfaction With Service By Phone (II)

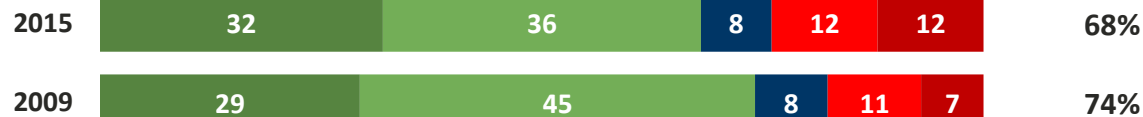
43

Q.6 Thinking of the most recent contact you had by phone, please tell me how satisfied or dissatisfied you were with the following?
(Ranked by Mean Score)

■ Very Satisfied ■ Fairly Satisfied ■ Neither Sat nor Dissat ■ Fairly dissatisfied ■ Very Dissatisfied

Net
Satisfied

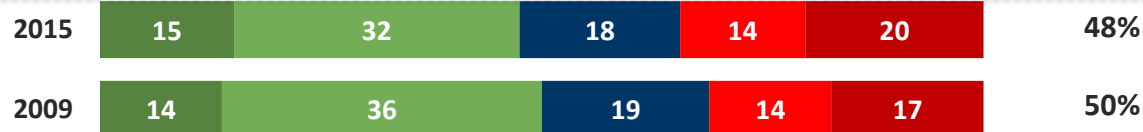
Speed /efficiency with which query dealt with



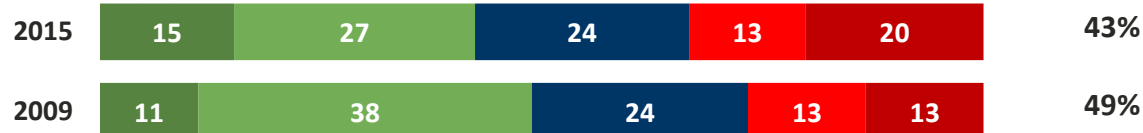
Speed with which phone answered



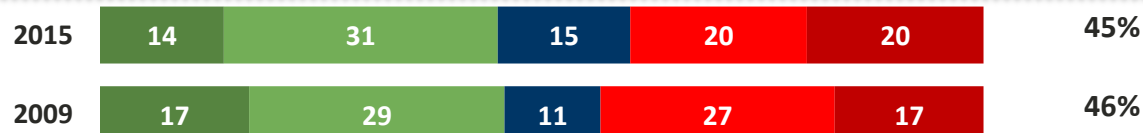
Telephone menu/automated telephone services



Voicemail service



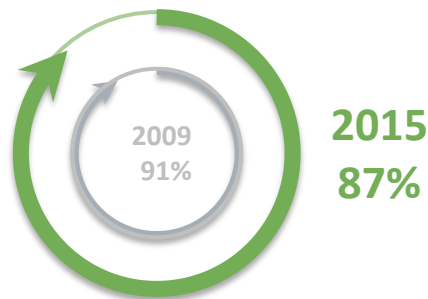
Amount of time left holding



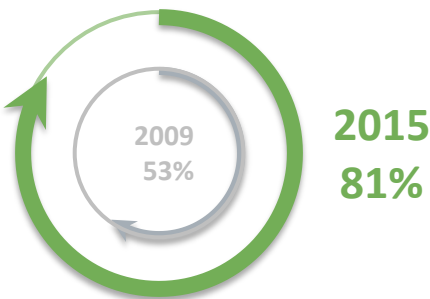
Satisfaction With Service In Writing – Summary

Q.7 Thinking of the most recent contact you had in writing, please tell me how satisfied or dissatisfied you were with the following?

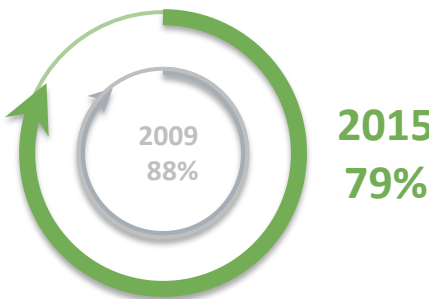
Ease of finding correct address/contact person



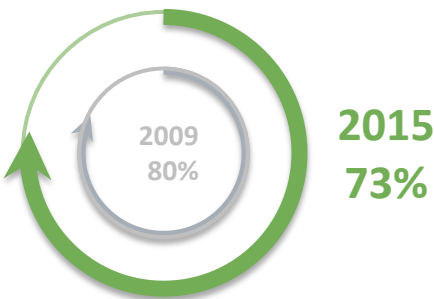
Design & layout format



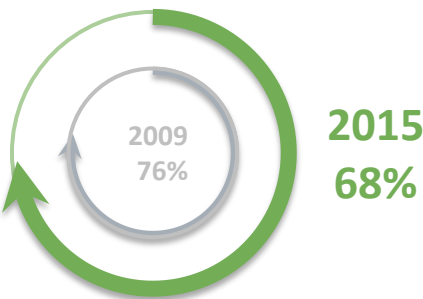
Clarity of language used in written communication



Quality of advice/information received



Speed & efficiency of response to query



■ % Net Satisfied

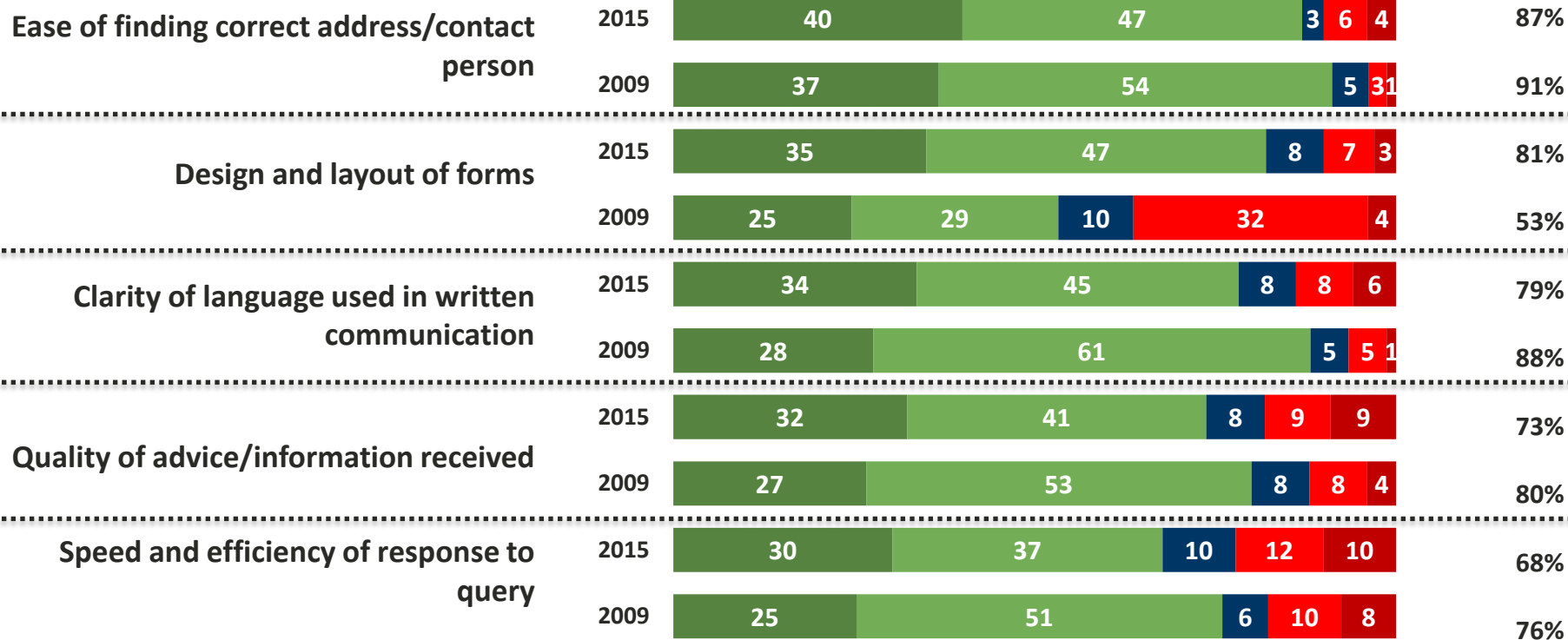
Satisfaction With Service In Writing

45

Q.7 Thinking of the most recent contact you had in writing, please tell me how satisfied or dissatisfied you were with the following?
(Ranked by Mean Score)

■ Very Satisfied ■ Fairly Satisfied ■ Neither Satisfied nor Dissatisfied ■ Fairly Dissatisfied ■ Very Dissatisfied

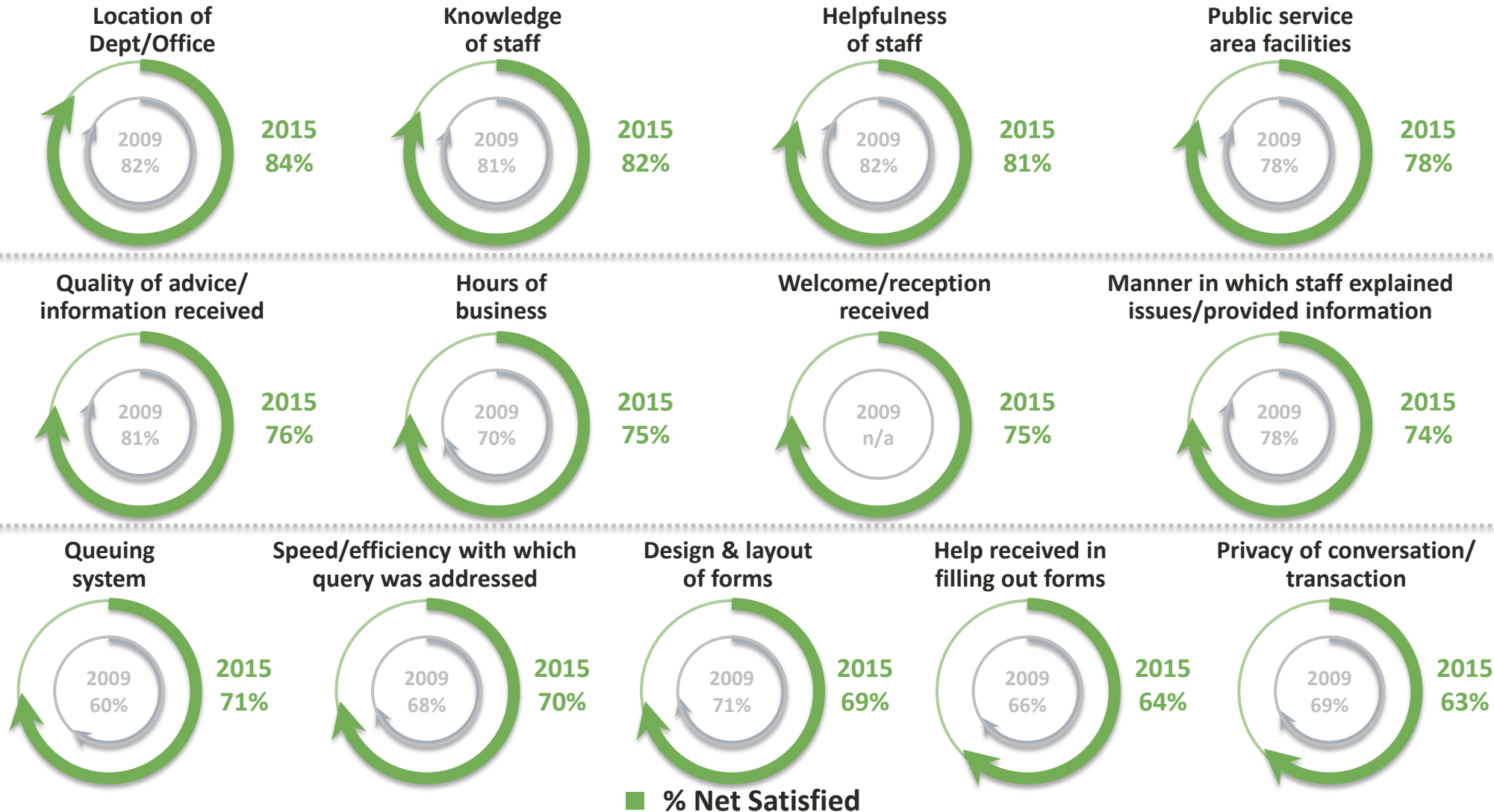
Net
Satisfied



Satisfaction With Service In Person – Summary

46

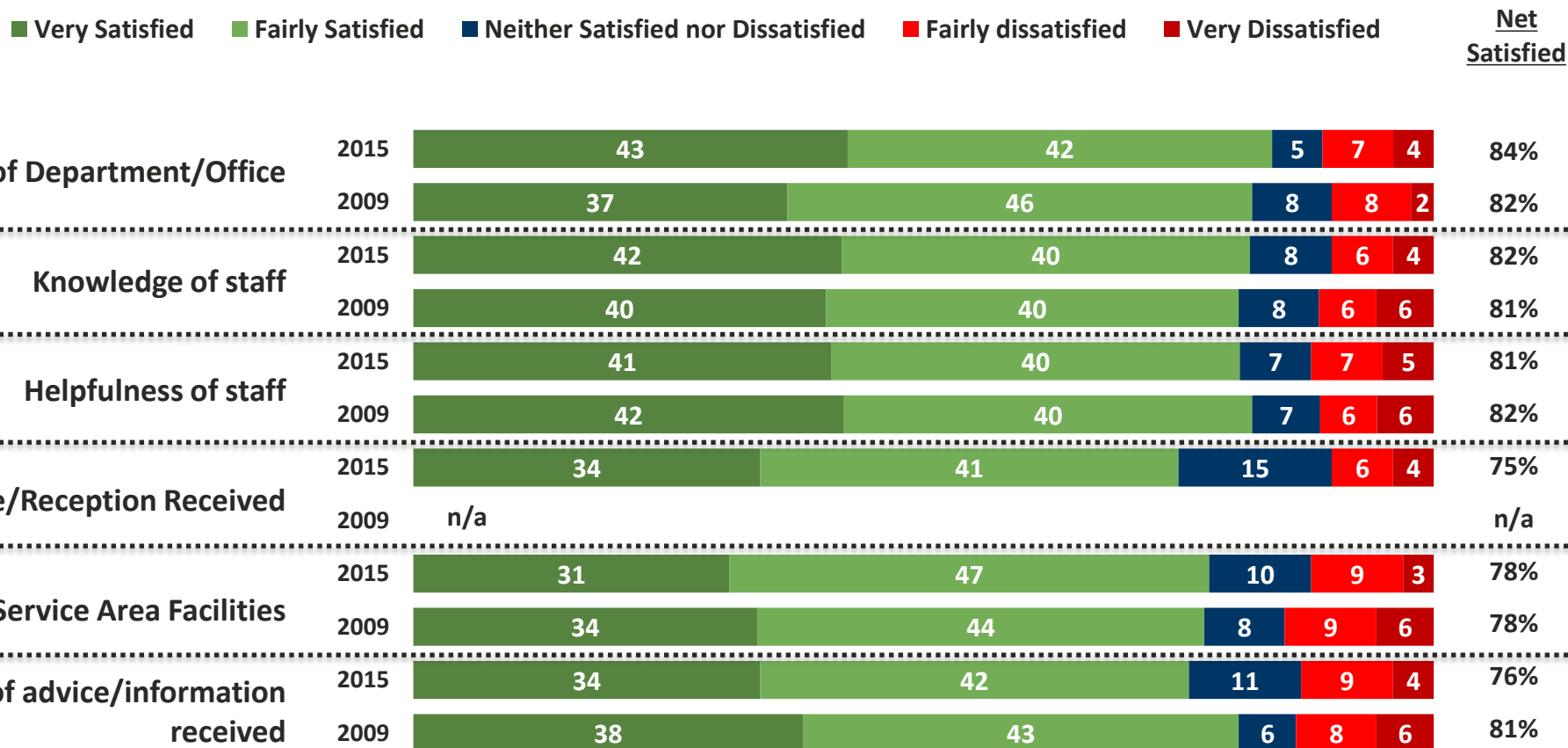
Q.8 Thinking of the most recent contact you had in person, please tell me how satisfied or dissatisfied you were with the following?



Satisfaction With Service In Person (I)

47

Q.8 Thinking of the most recent contact you had in person, please tell me how satisfied or dissatisfied you were with the following?
(Ranked by Mean Score)



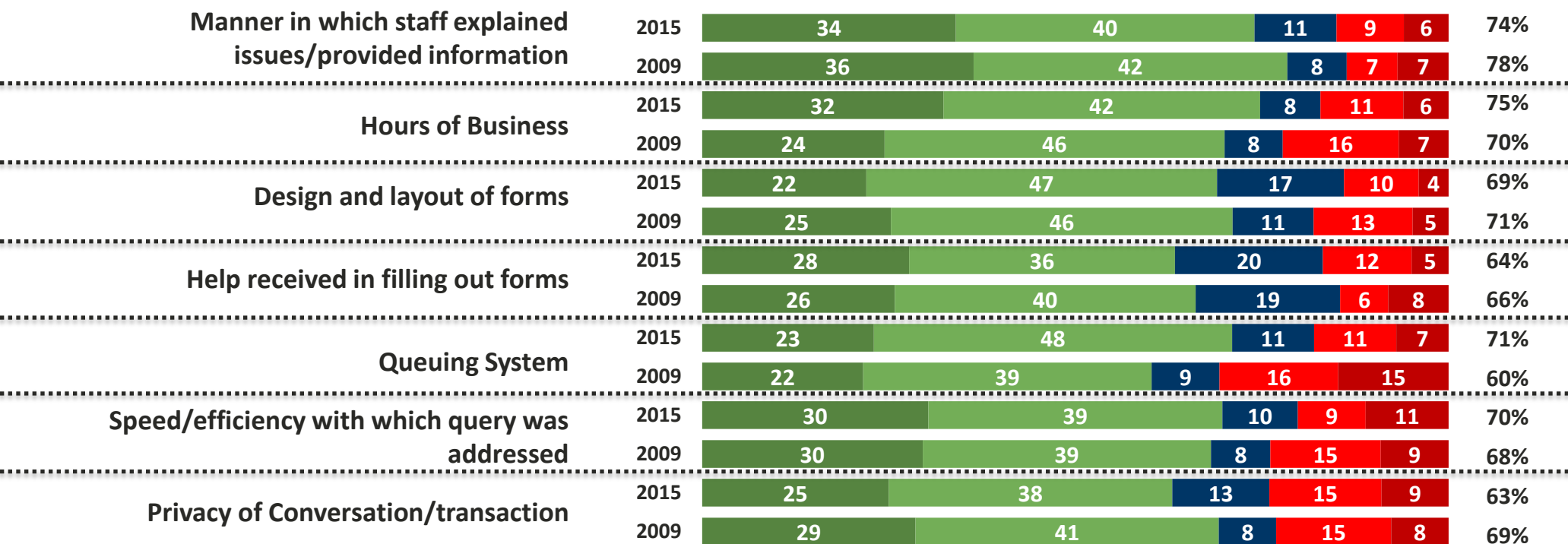
Satisfaction With Service In Person (II)

48

Q.8 Thinking of the most recent contact you had in person, please tell me how satisfied or dissatisfied you were with the following?
(Ranked by Mean Score)

■ Very Satisfied ■ Fairly Satisfied ■ Neither Satisfied nor Dissatisfied ■ Fairly Dissatisfied ■ Very Dissatisfied

Net Satisfied



Satisfaction With Service By E-mail – Summary

Q.9 Thinking of the most recent contact you had through e-mail, please tell me how satisfied or dissatisfied you were with the following?

Ease of finding correct e-mail address/contact



2015
95%

Clarity of language used in e-mail



2015
90%

Quality of advice/information received



2015
84%

Speed/efficiency of response to query



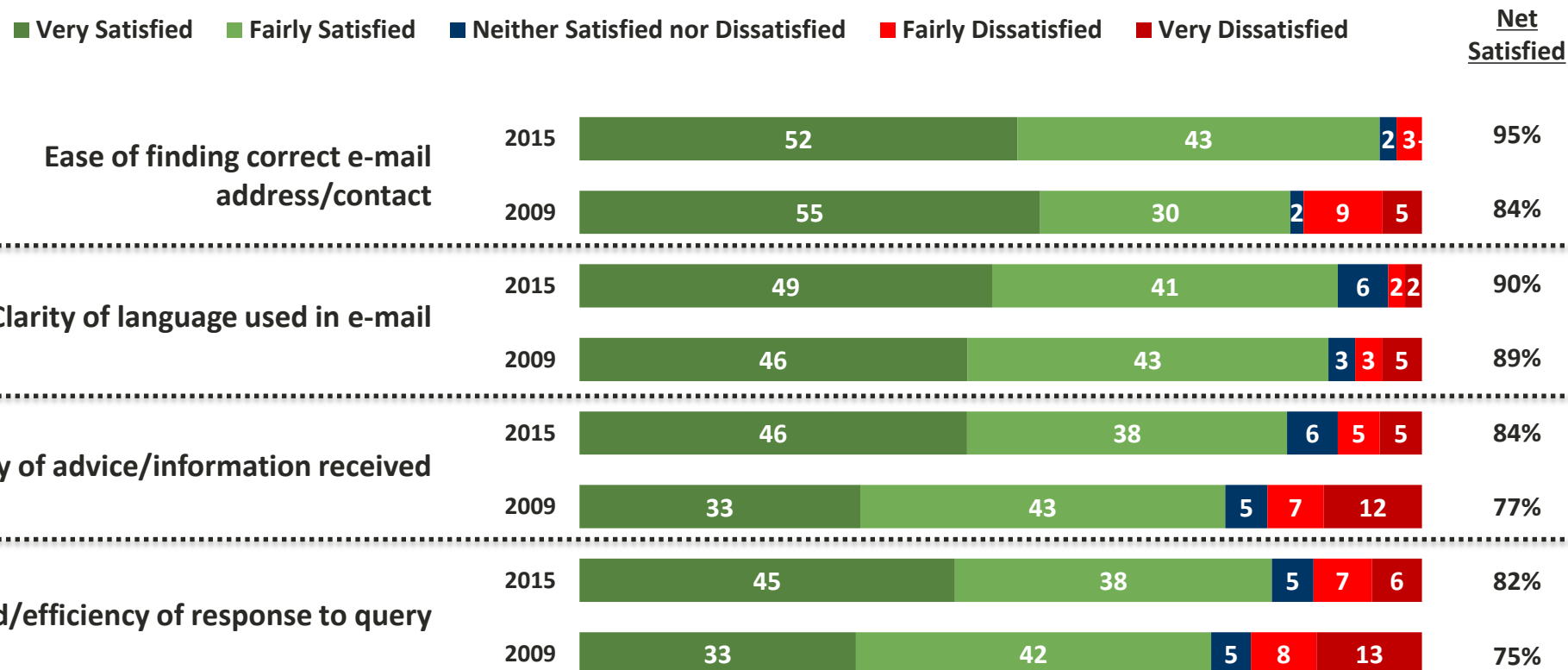
2015
82%

■ % Net Satisfied

Satisfaction With Service By E-mail

50

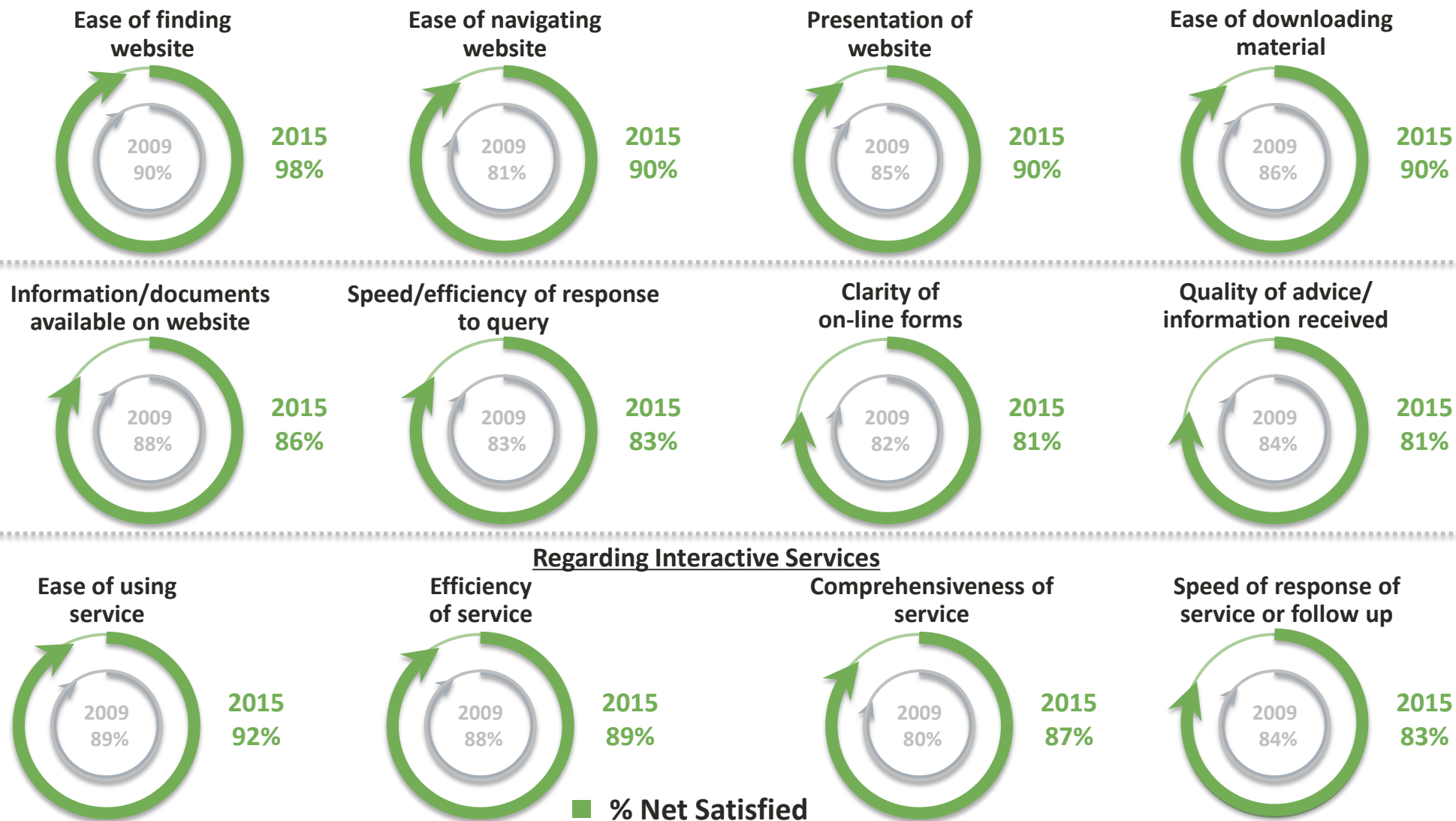
Q.9 Thinking of the most recent contact you had through e-mail, please tell me how satisfied or dissatisfied you were with the following?
(Ranked by Mean Score)



Satisfaction With Service Online Via A PC, Laptop, Mobile Device Or Tablet – Summary

51

Q.10 Thinking of the most recent contact you had Online via a PC, a laptop, a mobile device or a tablet please tell me how satisfied or dissatisfied you were with the following?



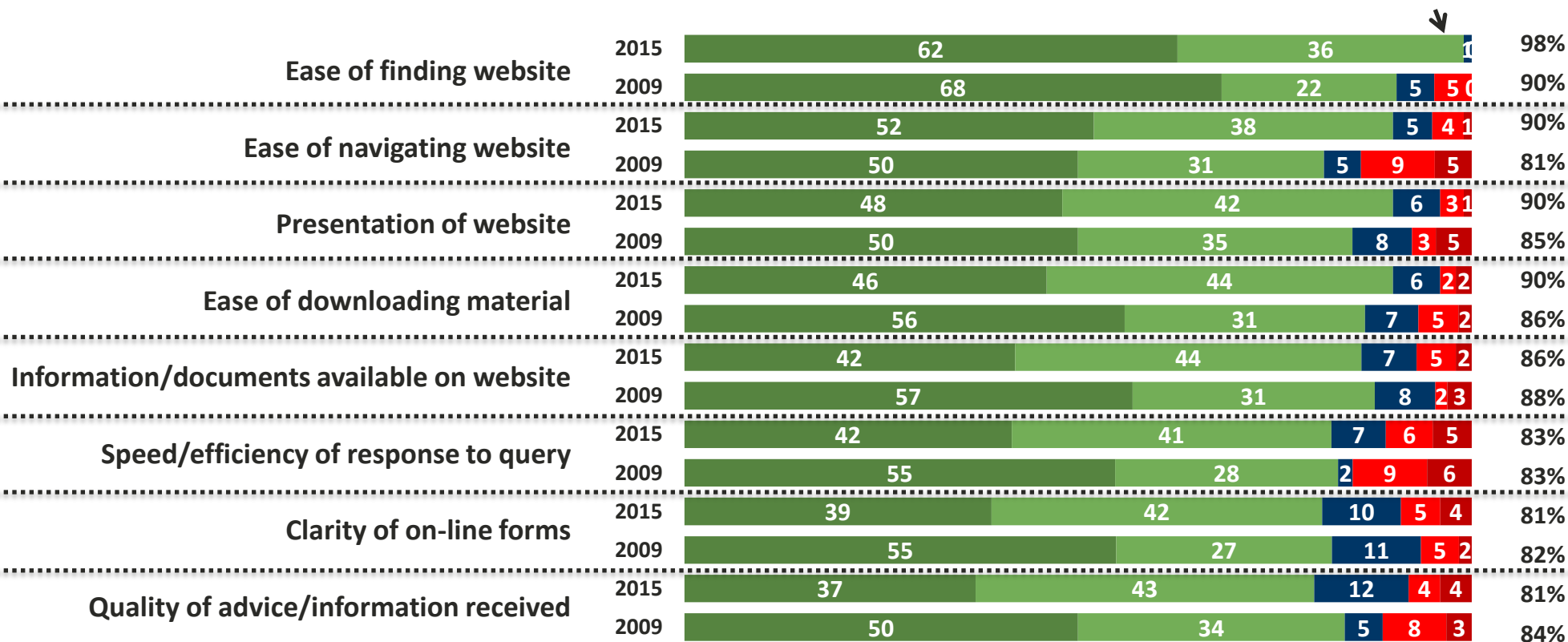
Satisfaction With Service Online Via A PC, Laptop, Mobile Device Or Tablet (I)

52

Q.10 Thinking of the most recent contact you had Online via a PC, a laptop, a mobile device or a tablet please tell me how satisfied or dissatisfied you were with the following?
(Ranked by Mean Score)

■ Very Satisfied
 ■ Fairly Satisfied
 ■ Neither Satisfied nor Dissatisfied
 ■ Fairly dissatisfied
 ■ Very Dissatisfied
 Net Satisfied

Neither Satisfied nor Dissatisfied = 1
 Very / Fairly Dissatisfied = 0



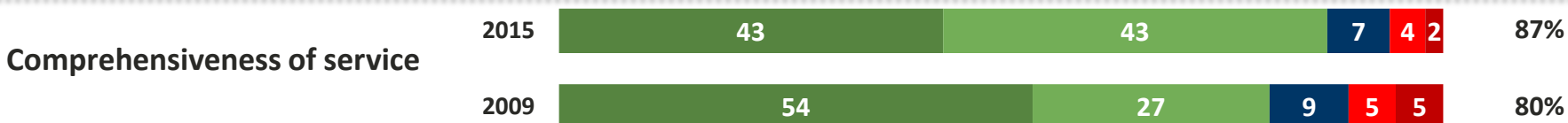
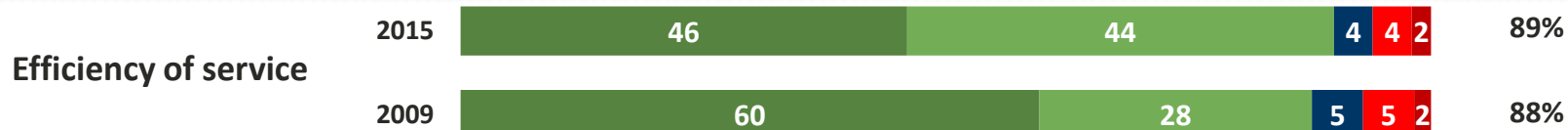
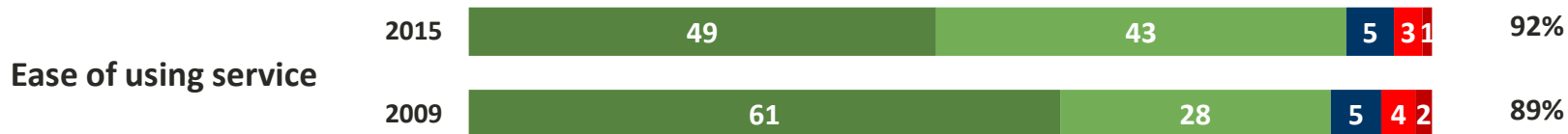
Satisfaction With Service Online Via A PC, Laptop, Mobile Device Or Tablet (II)

53

Q.10 Thinking of the most recent contact you had Online via a PC, a laptop, a mobile device or a tablet please tell me how satisfied or dissatisfied you were with the following?
(Ranked by Mean Score)

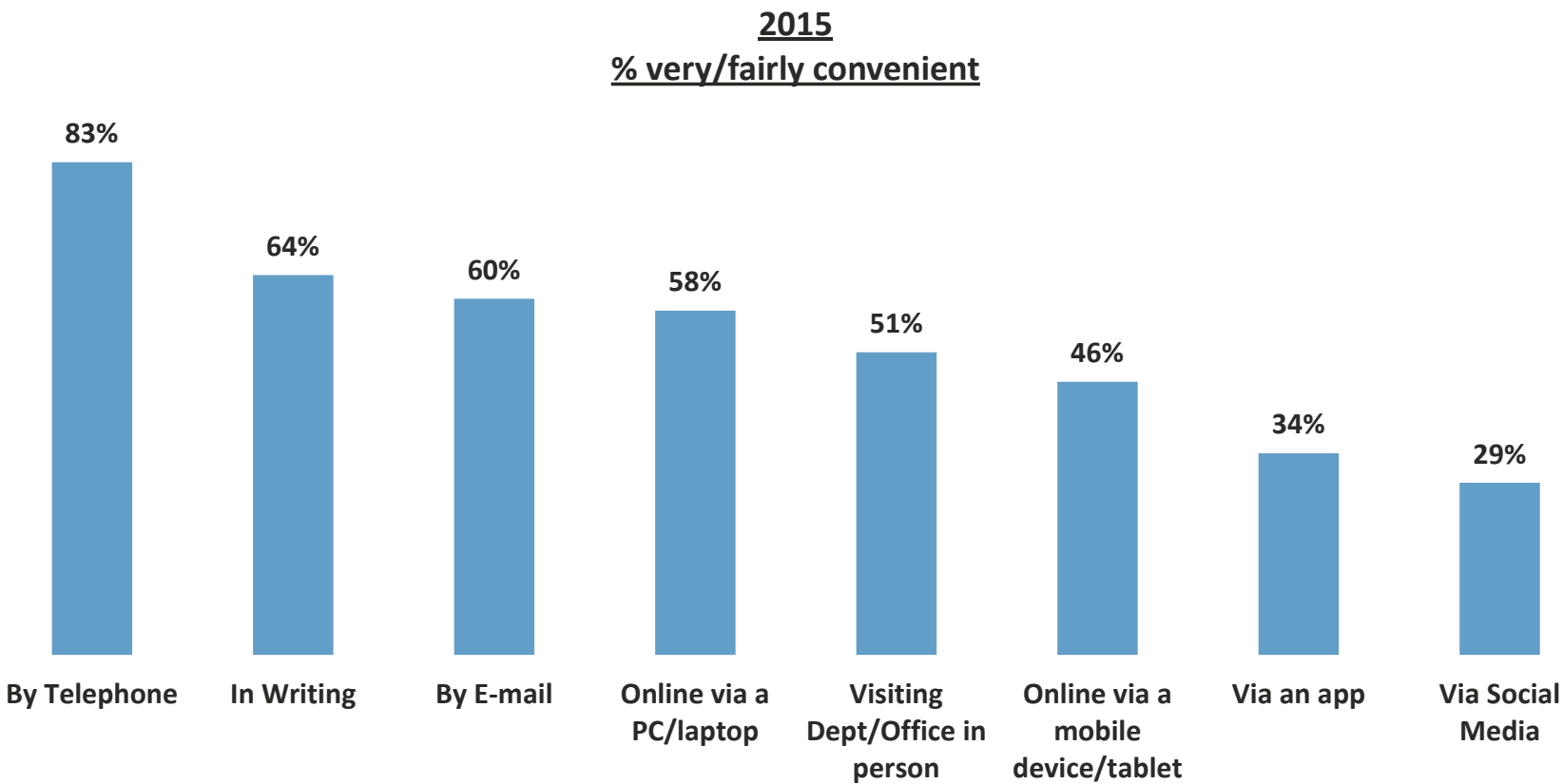
Regarding Interactive Services

■ Very satisfied
■ Fairly satisfied
■ Neither satisfied nor dissatisfied
■ Fairly dissatisfied
■ Very dissatisfied
Net Satisfied



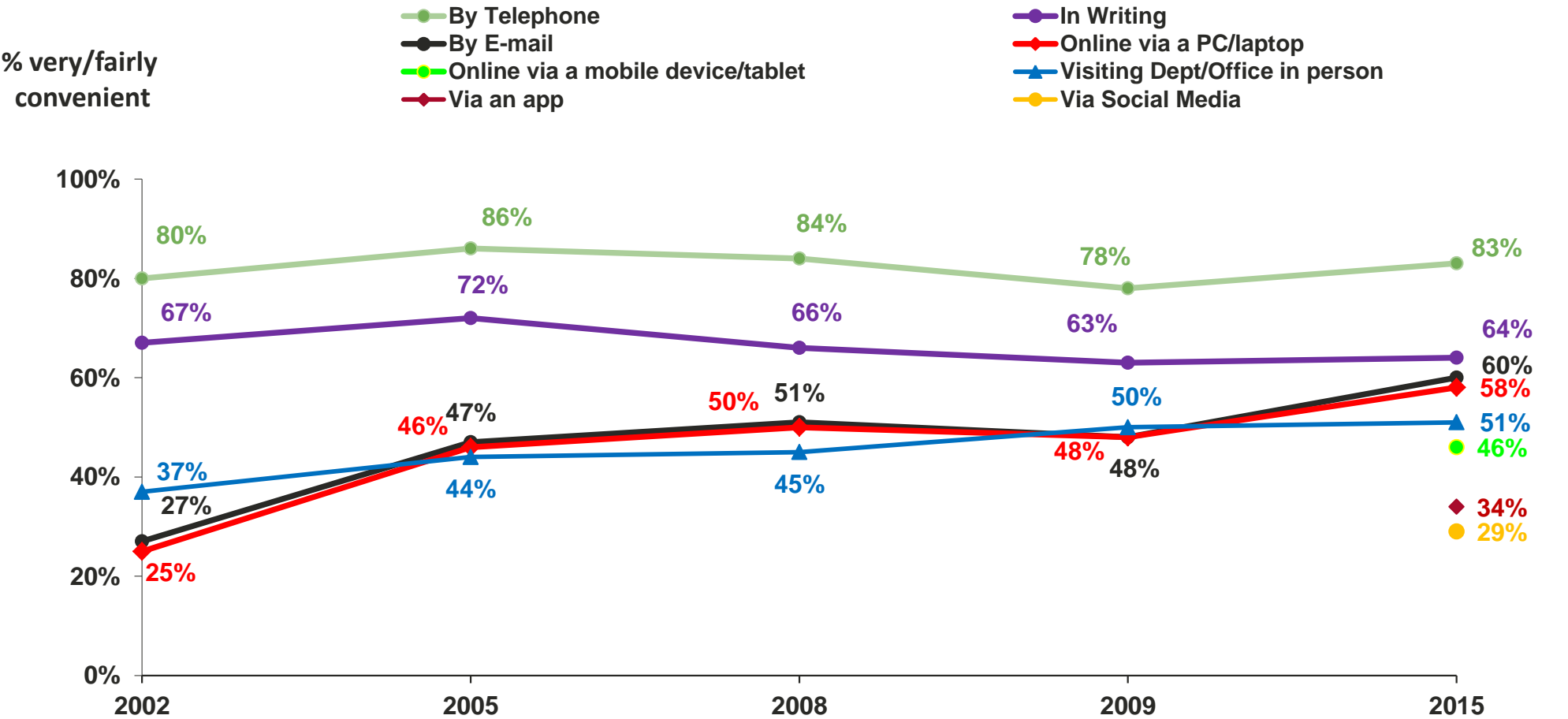
Perceived Convenience of Contact Methods (2015)

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?



Perceived Convenience of Contact Methods (2002-2015)

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?



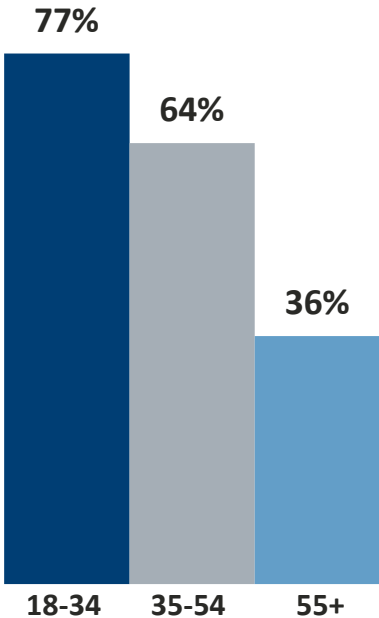
Perceived Convenience of E-Mail Contact – By Demographics (2015)

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?

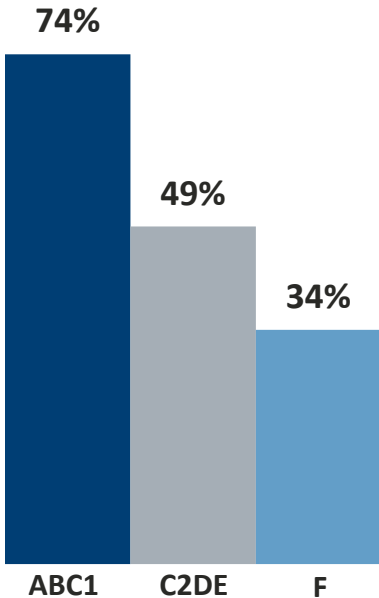
% of Total Sample
saying E-mail is
very/fairly convenient



By Age Band



By Social Class



Perceived Convenience of Contact Online via a PC / Laptop

– By Demographics (2015)

57

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?

% of Total Sample
saying Online via
PC/Laptop is
very/fairly convenient

58%

Total

By Age Band

76%

63%

33%

18-34

35-54

55+

By Social Class

72%

47%

38%

ABC1

C2DE

F

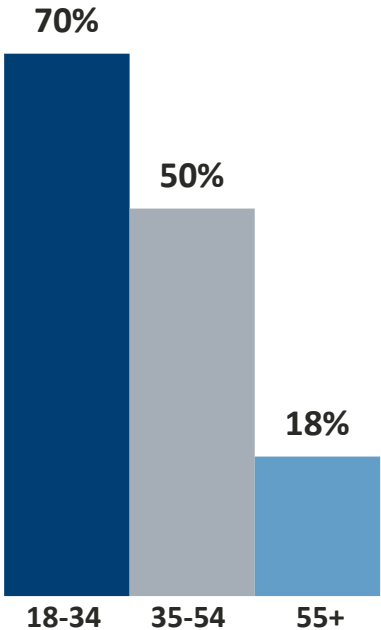
Perceived Convenience of Contact Online via a Mobile Device/Tablet – By Demographics (2015)

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?

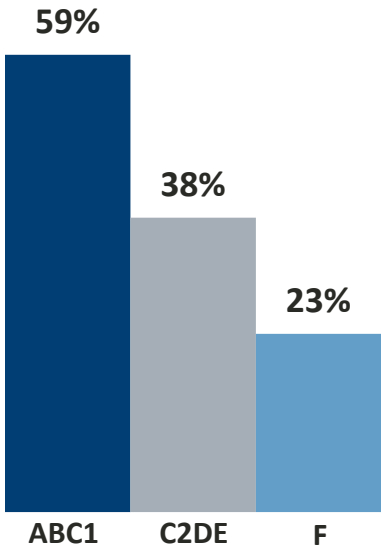
% of Total Sample saying Online via mobile/tablet is very/fairly convenient



By Age Band



By Social Class



Perceived Convenience of Contact Via an App

– By Demographics (2015)

59

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?

% of Total Sample
saying an App is
very/fairly convenient

34%



Total

By Age Band

57%



18-34

35%



35-54

10%



55+

By Social Class

43%



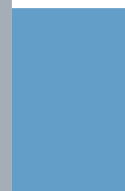
ABC1

28%



C2DE

18%



F

Perceived Convenience of Contact via Social Media

– By Demographics (2015)

60

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?

% of Total Sample
saying Social Media is
very/fairly convenient

29%

Total

By Age Band

52%

28%

8%

18-34

35-54

55+

By Social Class

36%

24%

13%

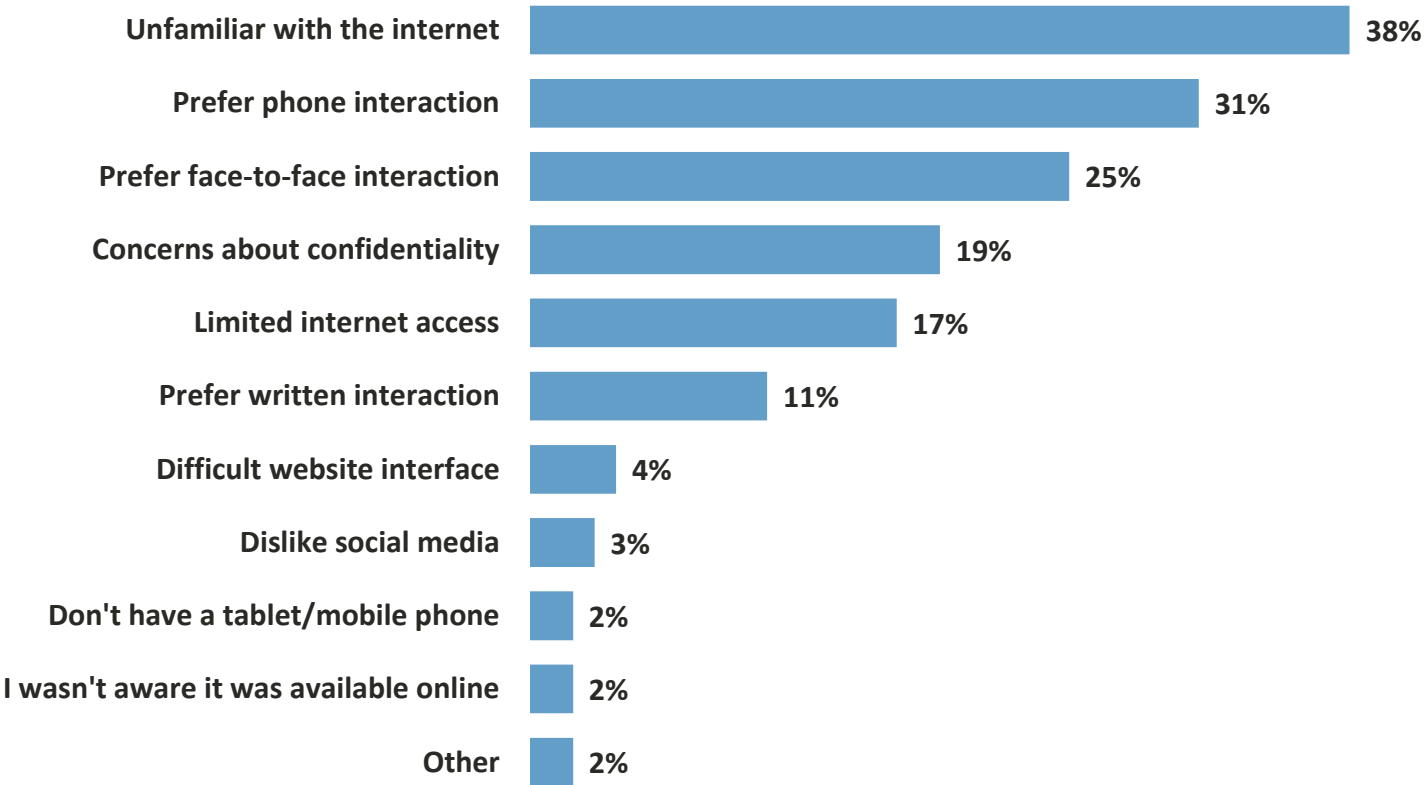
ABC1

C2DE

F

Reasons for Perceived Inconvenience of Interacting Online (2015)

Q.14a Why would it be inconvenient for you to interact with a Government Department using certain forms of technology such as online (via a PC, a laptop, a mobile device or a tablet), Apps or Social Media? (Spontaneous, Unprompted, Multicode)



All other mentions ≤ 2%

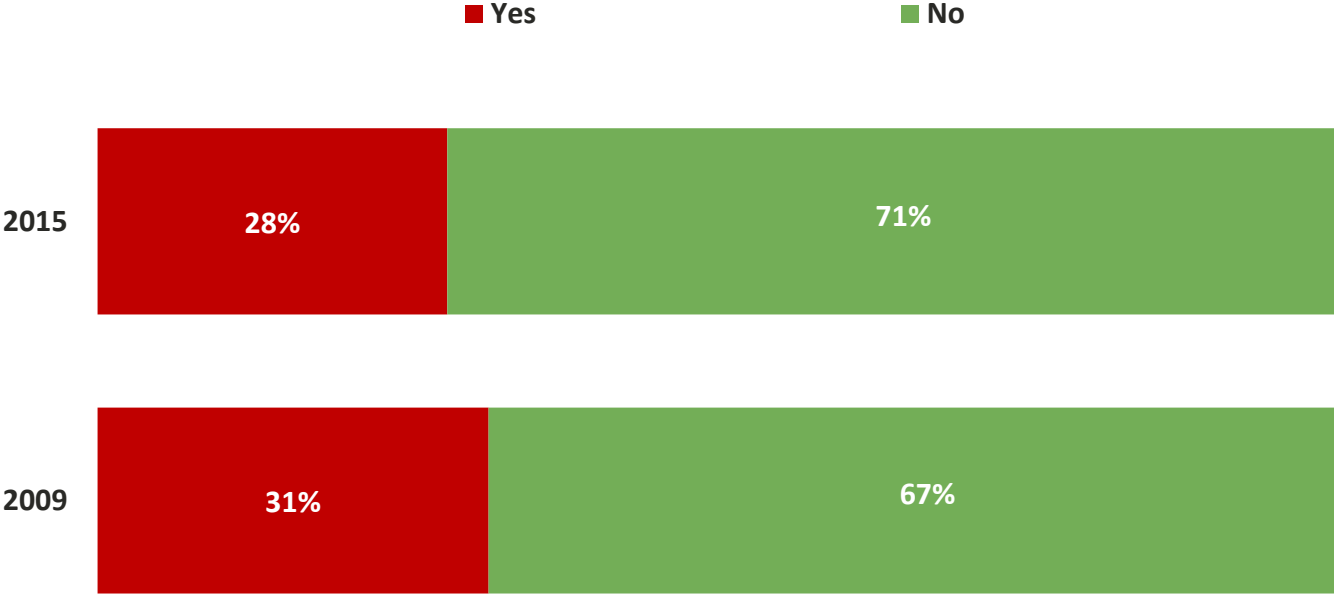
Some dissatisfaction with the experience is evident

- For customers interacting over the phone, automation, voicemail and being left on hold can frustrate.
- At an overall level, dissatisfaction can also be caused by a perception that the process is slow, or being passed around for the same enquiry, with a lack of communication between staff / departments.
- A negative outcome can naturally cause disappointment.

Dissatisfaction with Any Aspect of The Service / Contact (2009-2015)

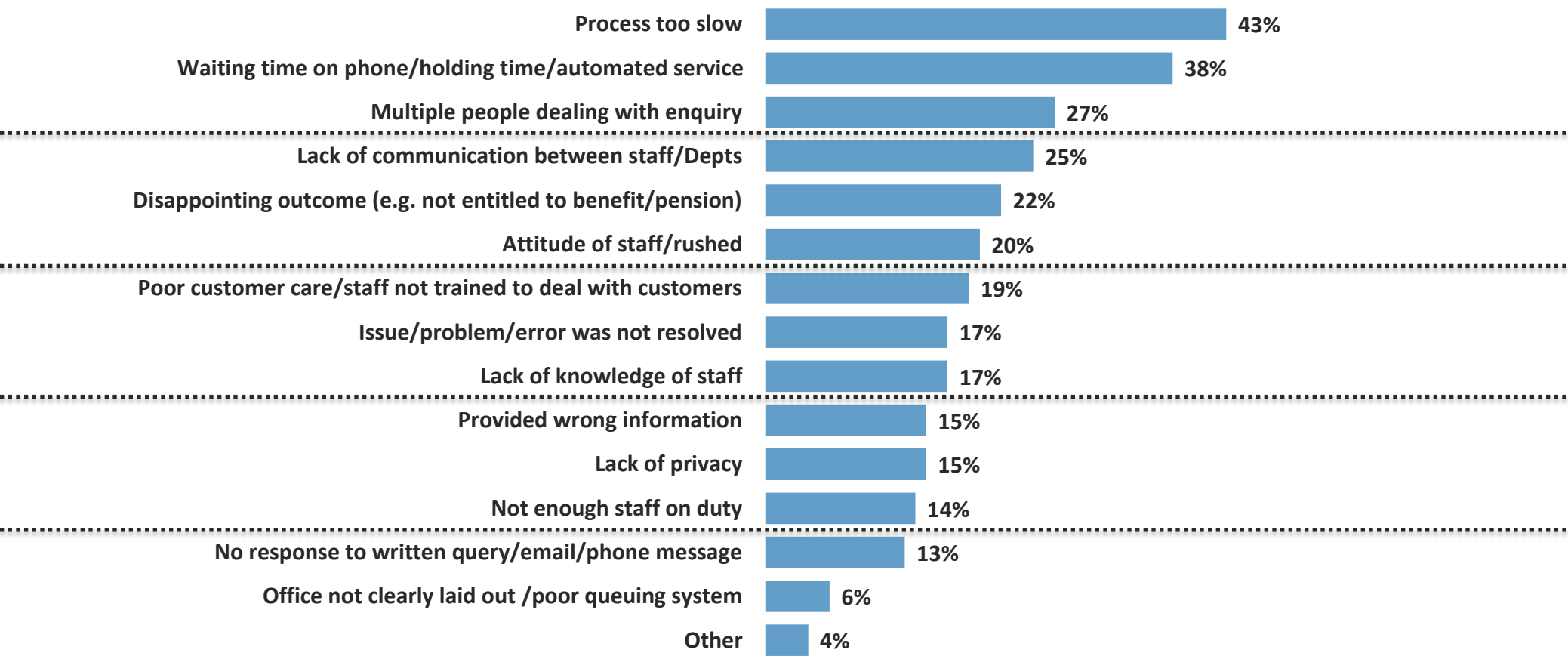
Q.11 Have you been very or fairly dissatisfied with any aspect of service / contact you received from a Civil Service Department or office in the past 12 months?

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.



Reasons for Dissatisfaction with Service or Contact

Q.11a Can you tell me more about the reasons why you were dissatisfied?



Pre-coded Responses

Civil Service General Perceptions



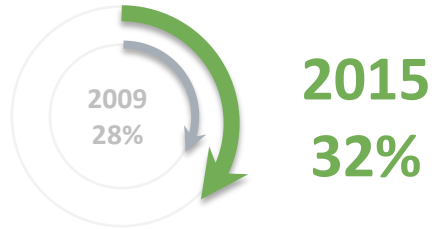
General perceptions of the Civil Service remain broadly positive

- The proportion of customers that would speak highly of the Civil Service has increased, while perceptions of overall efficiency remain stable.
- Roughly half of all adults believe the Civil Service is fair, equitable, independent and trustworthy, with approximately one in five people disagreeing with this statement.
- Although familiarity with the Civil Service has fallen marginally, favourability remains consistent.

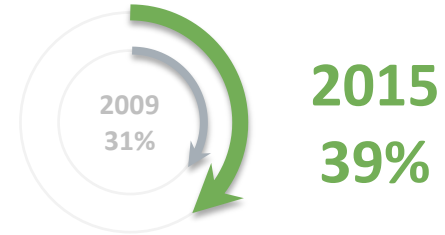
Summary of General Perceptions of Civil Service

67

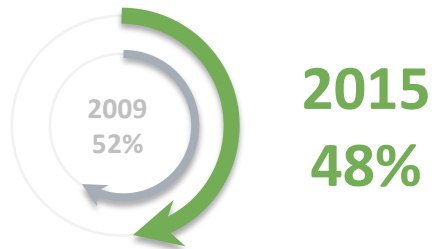
Advocates



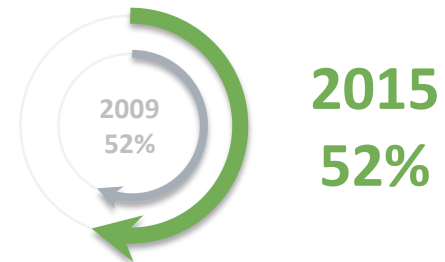
Advocates (Customers)



Familiarity



Favourability



All Based on a 5 point scale

Advocacy Towards Civil Service (2005-2015)

All Respondents

68

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

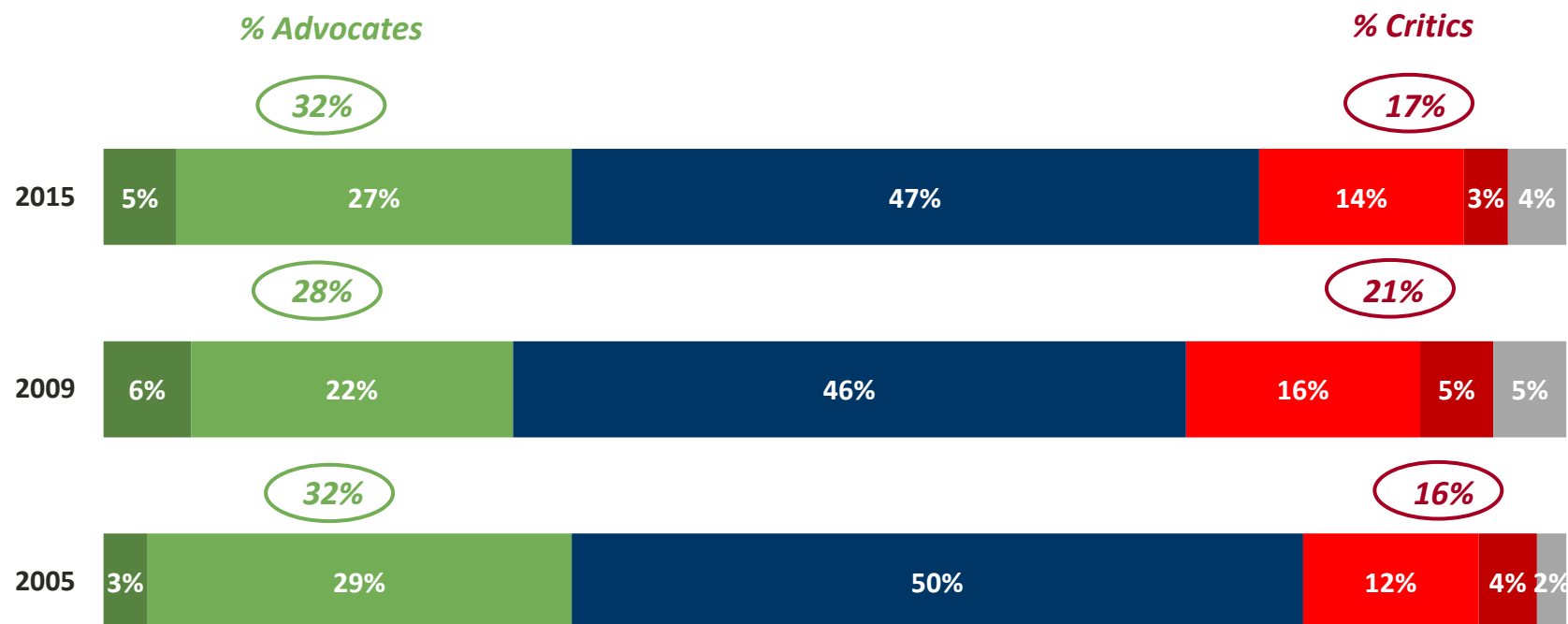
■ Would speak highly if I am asked

■ Would be neutral

■ Would be critical if I am asked

■ Would be critical without being asked

■ No opinion/no answer



Advocacy Towards Civil Service (2009-2015)

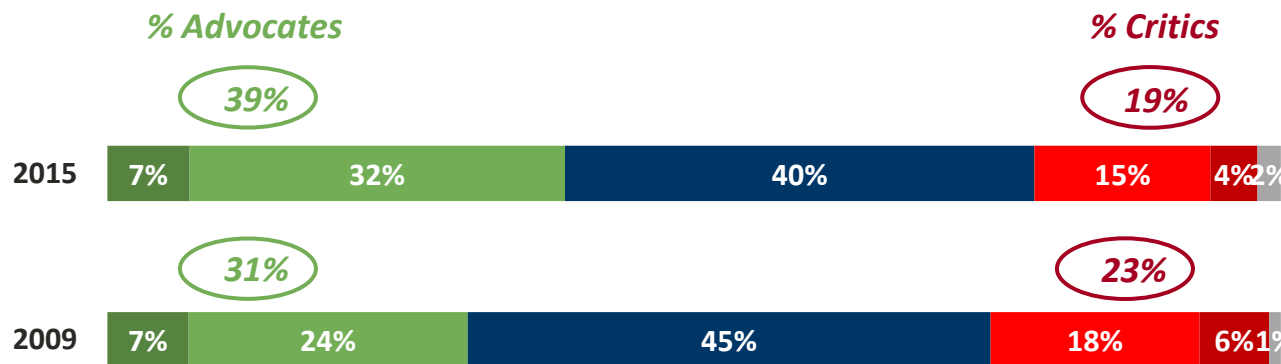
Customers vs. Non-Customers

69

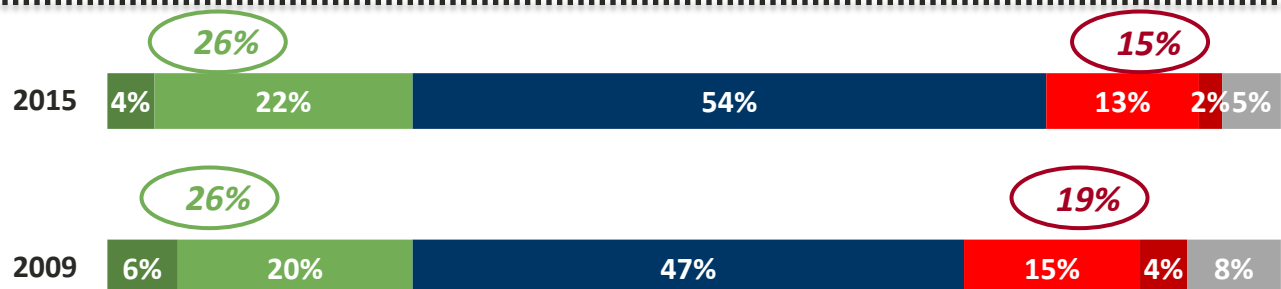
Q.22 Taking into account your own experiences or impressions, which of these phrases best describes the way you would speak of the Civil Service to other people?

- 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

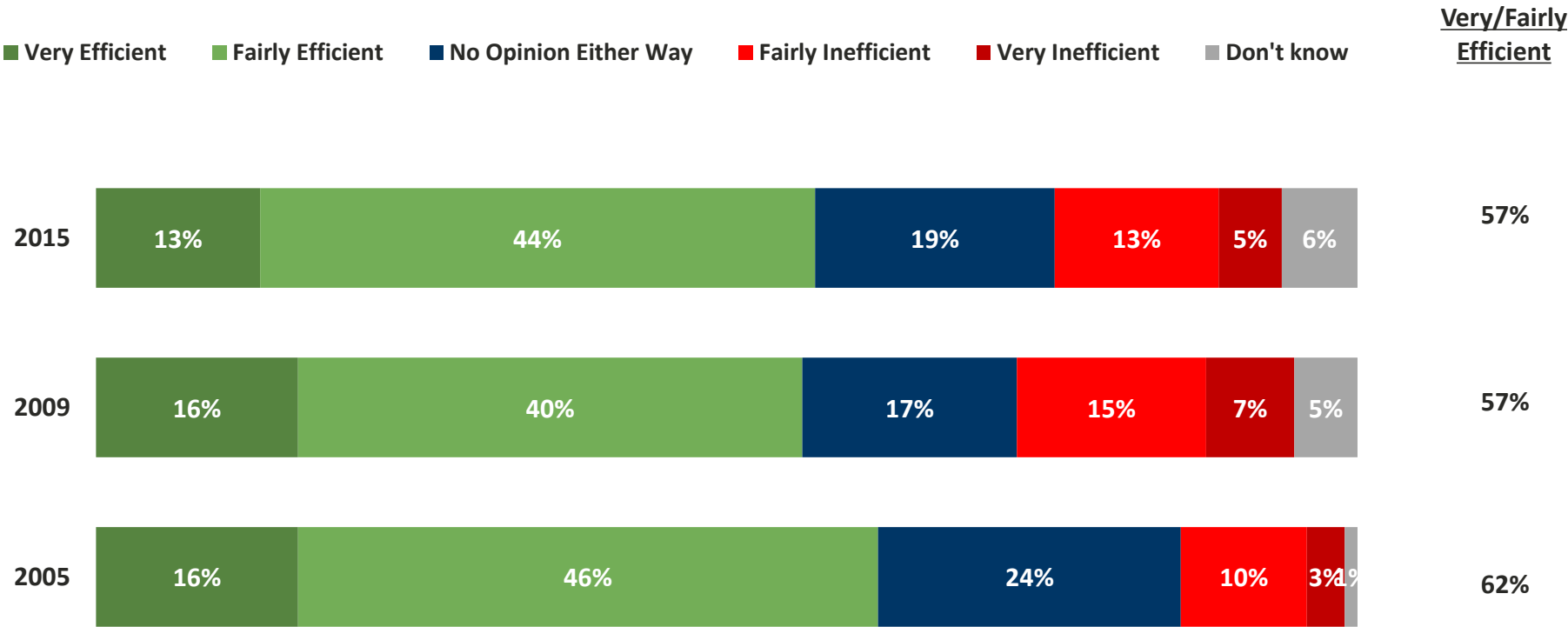


Non-Customers



Impression of Civil Service Efficiency (2005-2015)

Q.12 Thinking of the Civil Service in overall terms, I would like you to give me your impression of how efficient you feel it is?

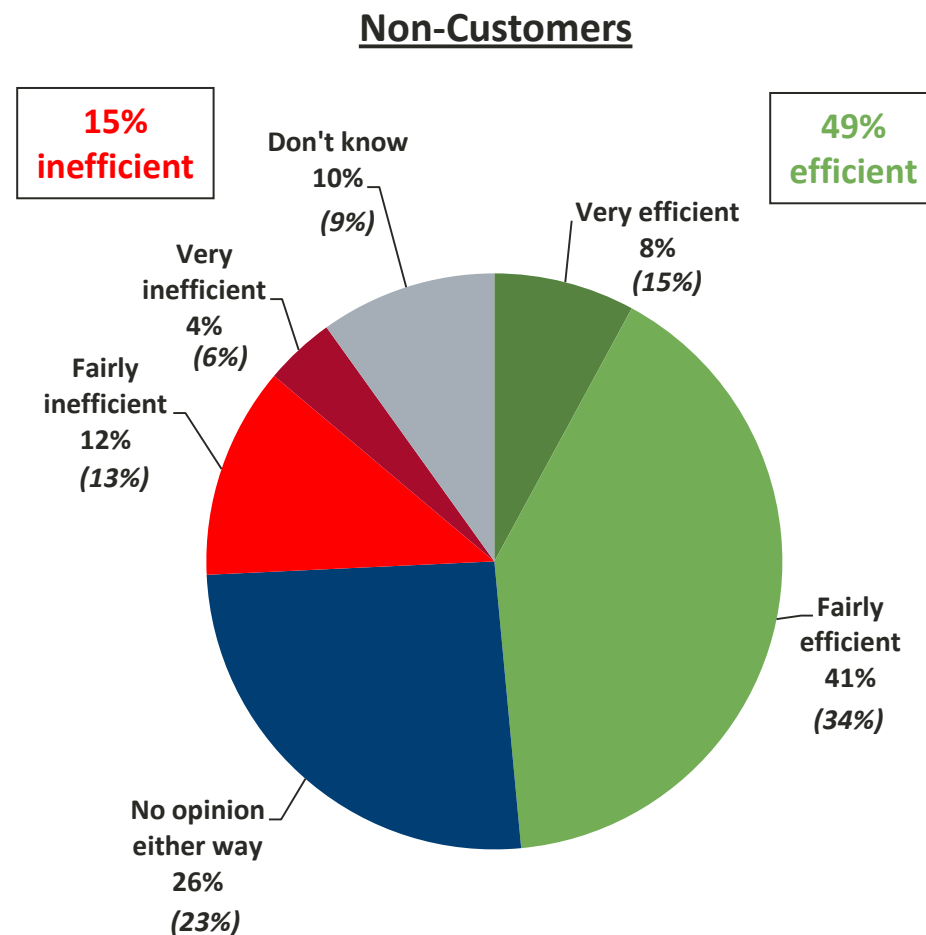
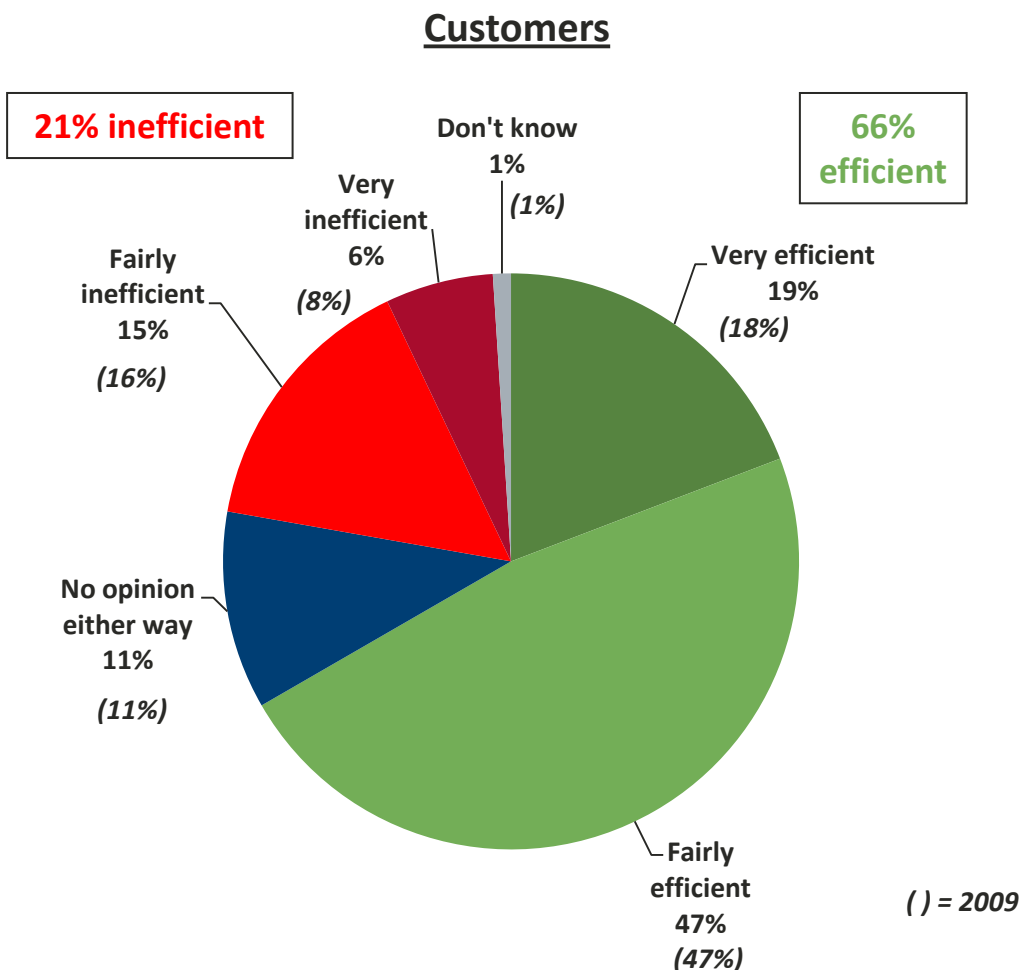


Impression of Civil Service Efficiency (2009-2015)

Customers vs. Non-Customers

71

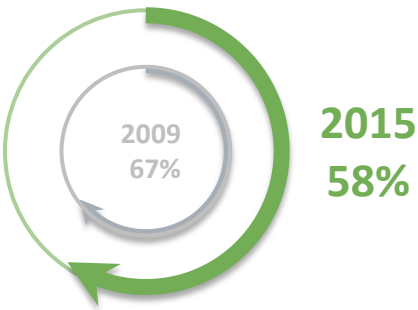
Q.12 Thinking of the Civil Service in overall terms, I would like you to give me your impression of how efficient you feel it is?



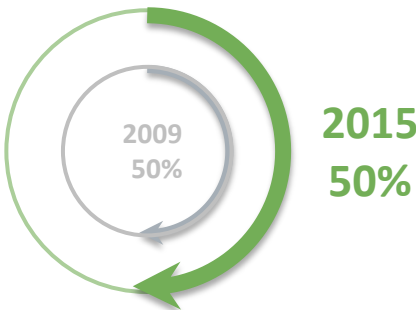
Perceptions of the Civil Service – Summary

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?
(Ranked by mean scores)

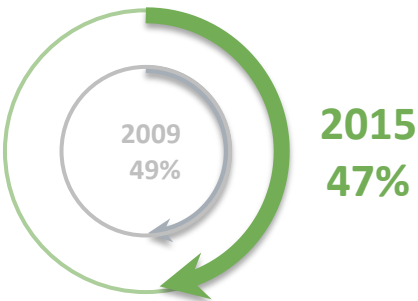
The Civil Service offers good career prospects for its employees



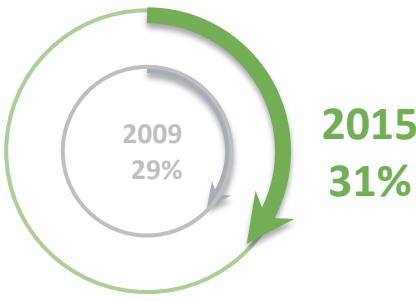
I feel that the service provided by the Civil Service has improved in the last 5 years



The Civil Service has become more customer focused over the past 5 years



The Civil Service has good procedures for making complaints about levels of service received



■ % Net Agree

Civil Service Perceptions (I) (2009-2015)

73

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?
(Ranked by mean scores)

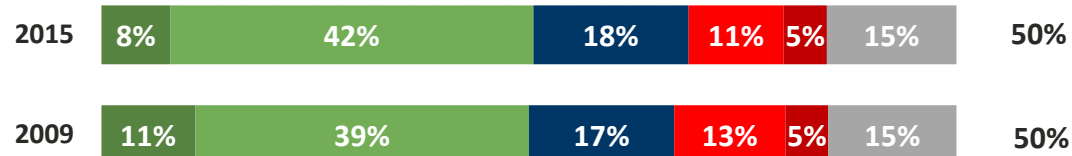
Strongly Agree
Agree
Neither Agree nor Disagree
Disagree
Strongly Disagree
Don't know

All
Agree

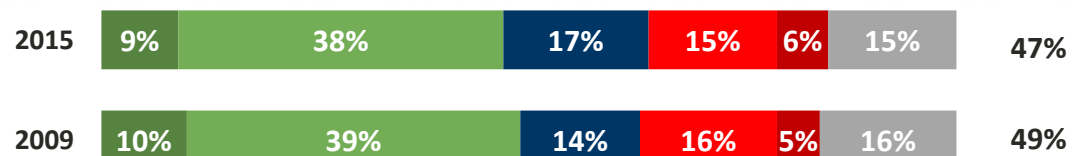
The Civil Service offers good career prospects for its employees



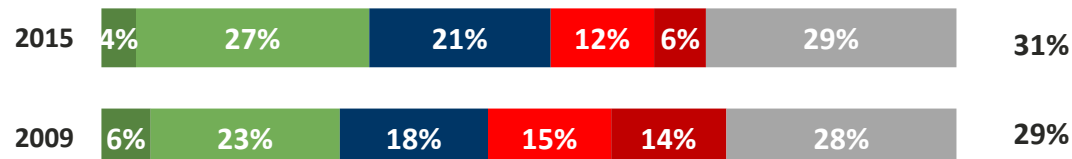
I feel that the service provided by the Civil Service has improved in the last 5 years



The Civil Service has become more customer focused over the past 5 years



The Civil Service has good procedures for making complaints about levels of service received



Civil Service Perceptions (II) (2009-2015)

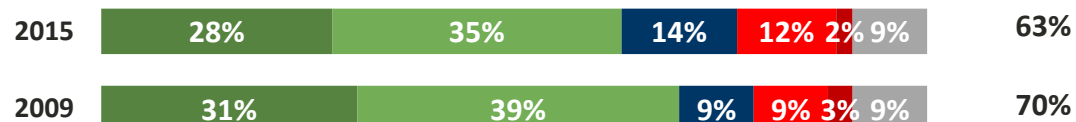
74

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?
(Ranked by mean scores)

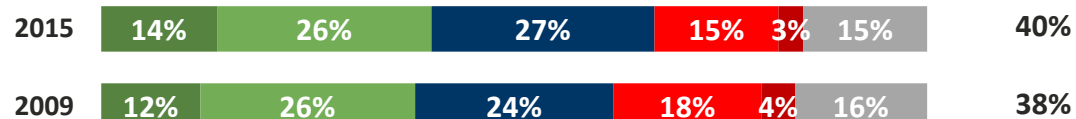
■ Strongly Agree
 ■ Agree
 ■ Neither Agree nor Disagree
 ■ Disagree
 ■ Strongly Disagree
 ■ Don't know

All Agree

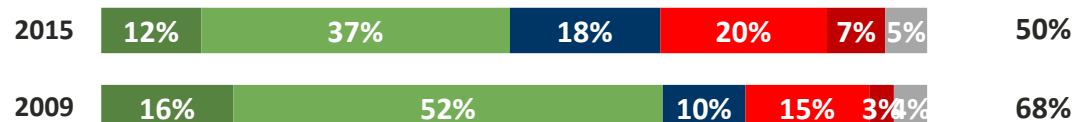
The Civil Service has too much red tape



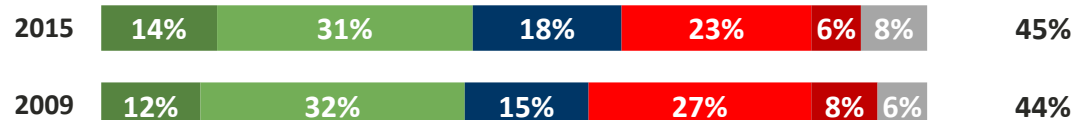
Private sector organisations give a better service than the Civil Service



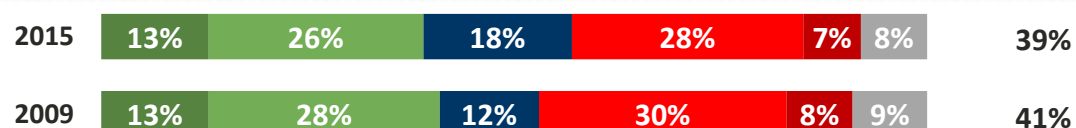
I get most of my information about the Civil Service from coverage in the newspaper, TV or radio



The Civil Service is an old-fashioned organisation



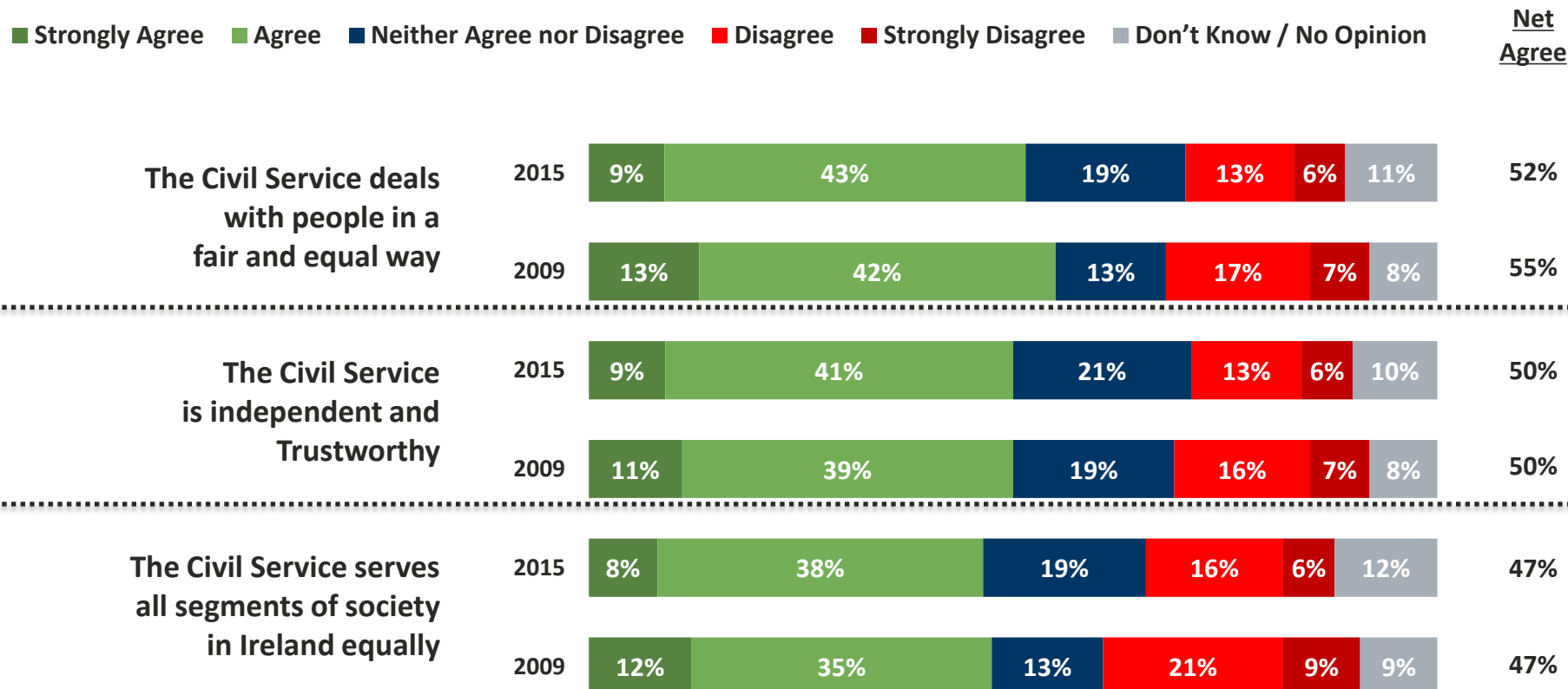
It is difficult to get information you need from the Civil Service/Depts/ Offices



Perceptions of Trust, Independence & Equality (2009-2015)

75

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?
(Ranked by mean scores)

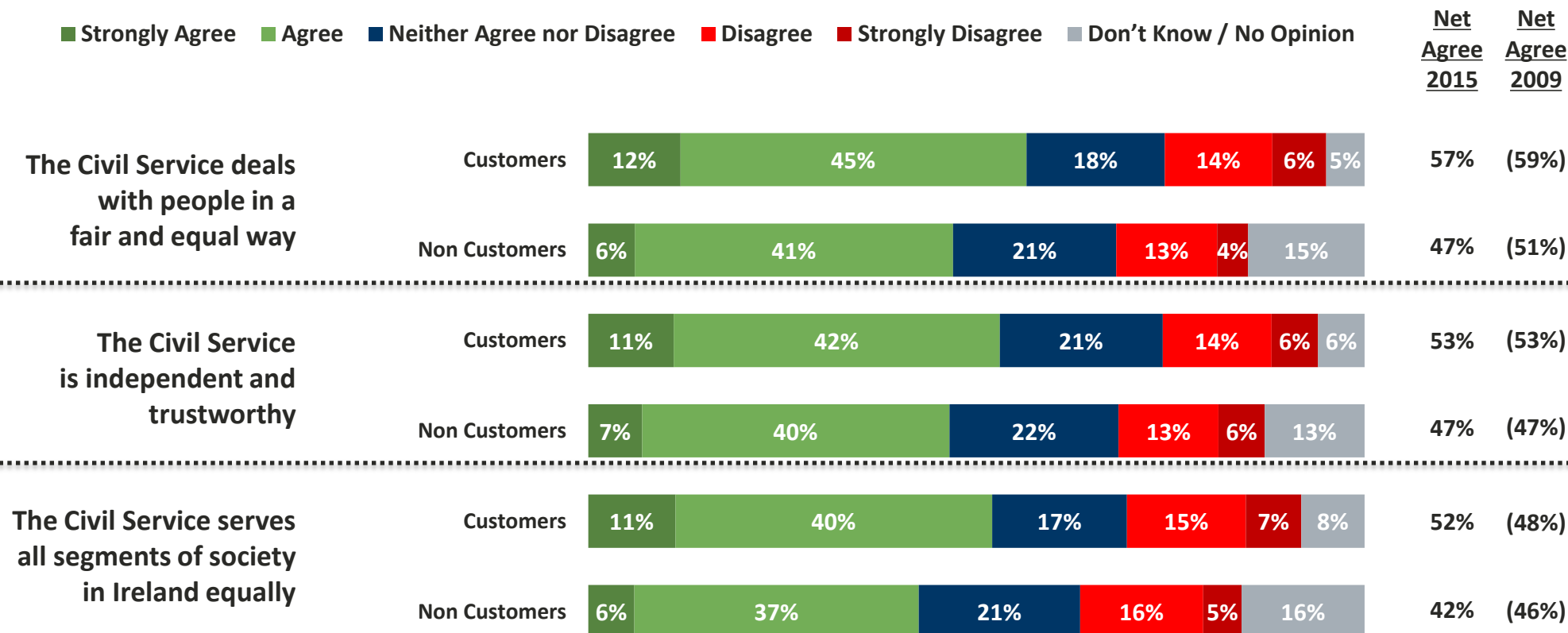


Perceptions of Trust, Independence & Equality (2009-2015)

Customers vs. Non Customers

76

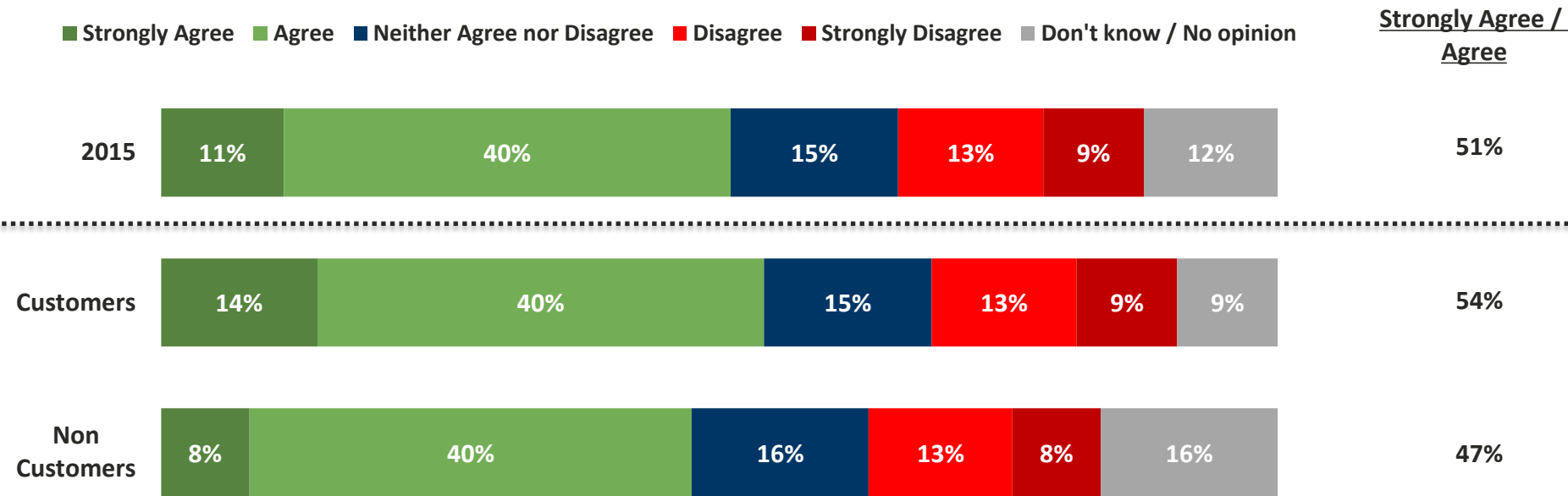
Q.13 Now thinking about the Irish Civil Service in general, please tell me to what extent you agree or disagree with the following statements?



Perceptions of Personal Data Security (2015)

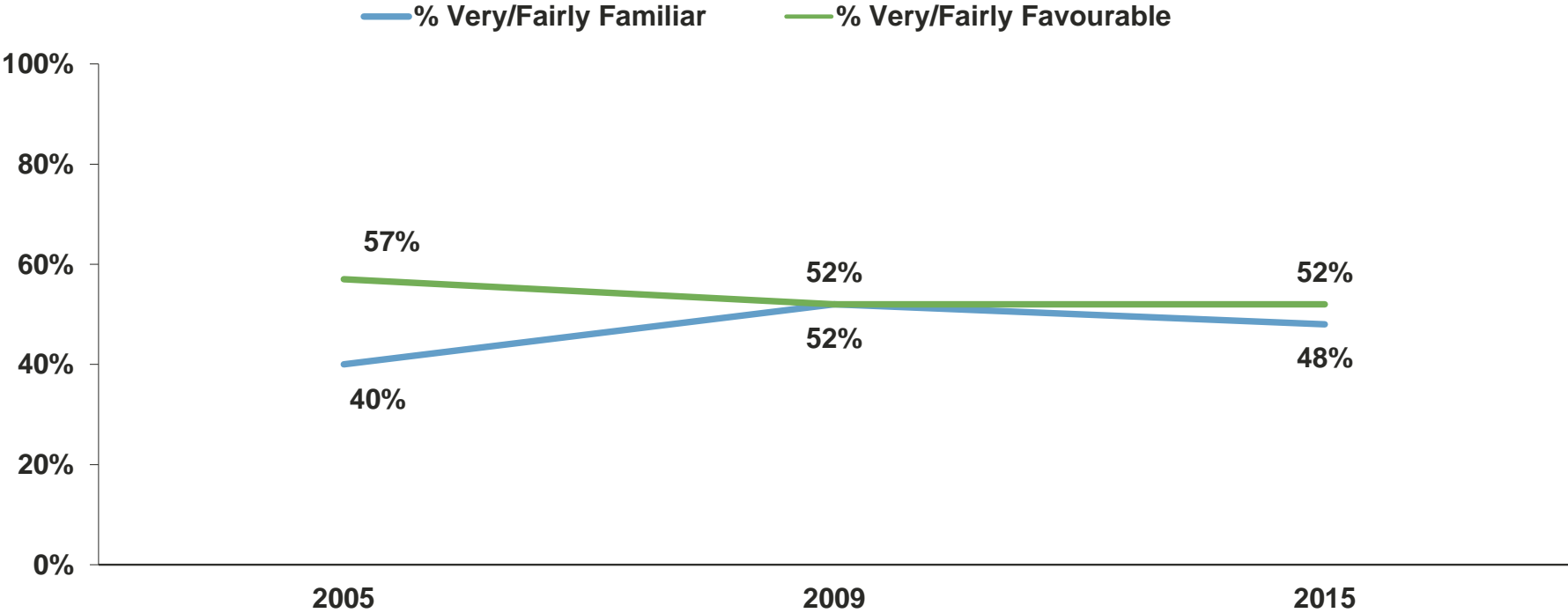
Q.13 Now thinking about the Irish Civil Service in general, please tell me to what extent you agree or disagree with the following statements?
(Ranked by mean scores)

I am confident that any personal data that I might provide to the Civil Service would be securely managed



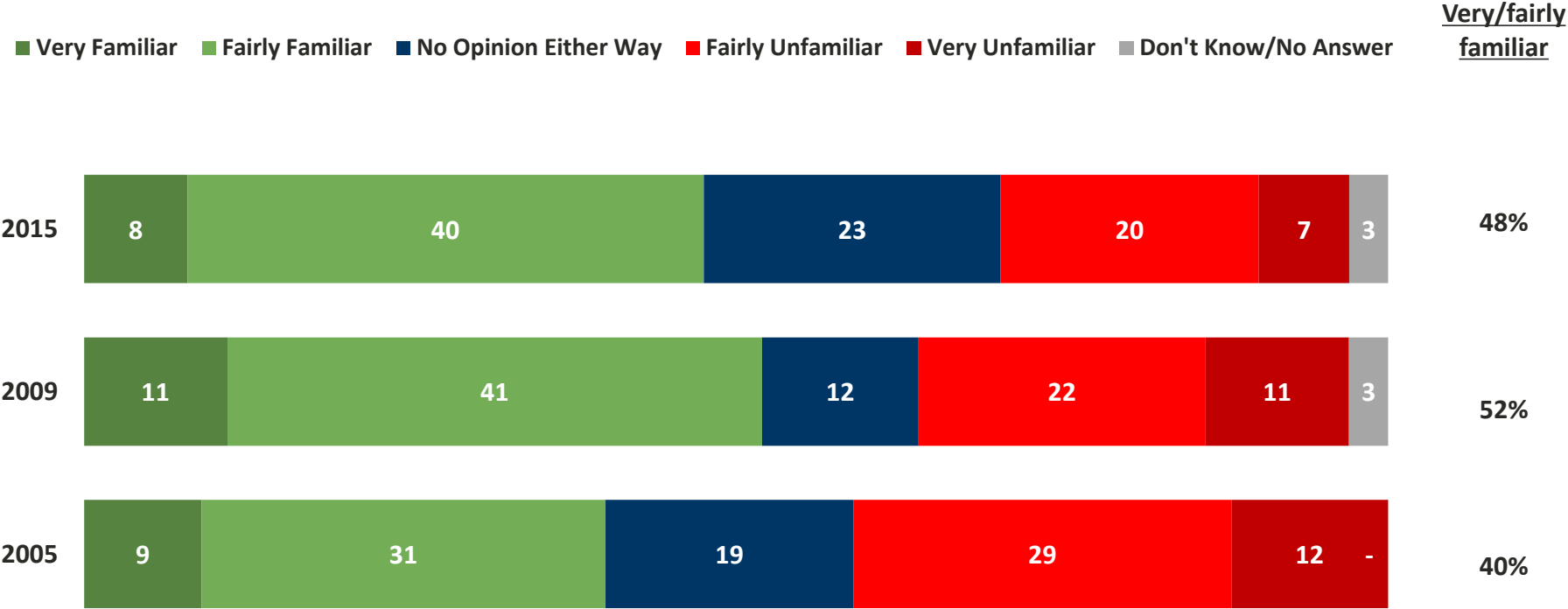
Familiarity/Favourability with the Civil Service (2005-2015)

- Q.20** Taking into account your own experiences as well as any impressions you may have formed from any source, how familiar or unfamiliar do you feel you are with the workings of the Civil Service as they affect you?
- 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?



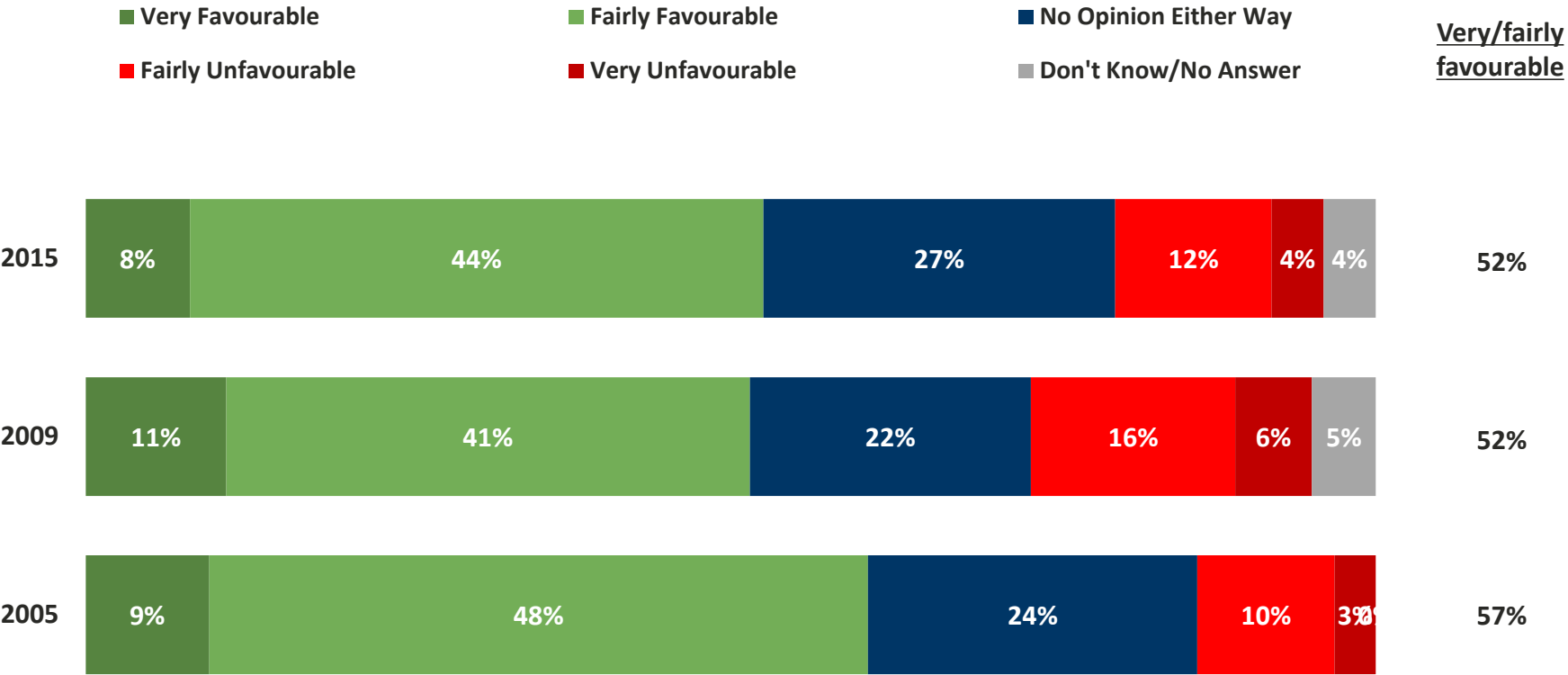
Familiarity with the Civil Service (2005-2015)

Q.20 Taking into account your own experiences as well as any impressions you may have formed from any source, how familiar or unfamiliar do you feel you are with the workings of the Civil Service as they affect you?



Favourability with Civil Service (2005-2015)

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?

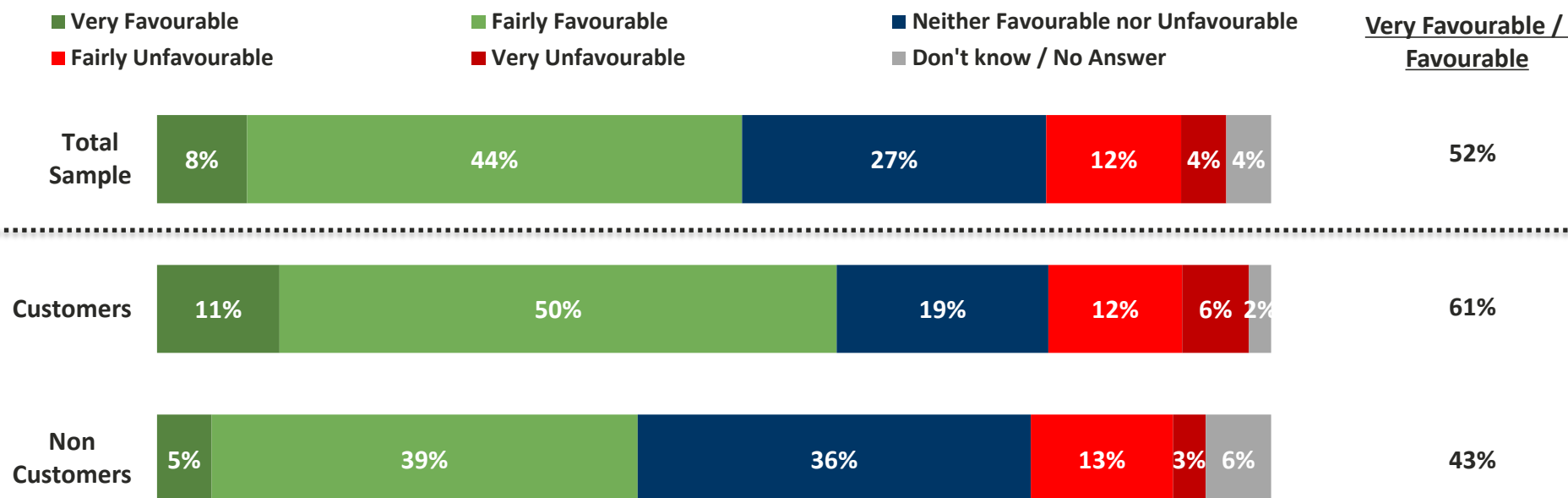


Favourability with Civil Service (2015)

Customers vs. Non Customers

81

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?



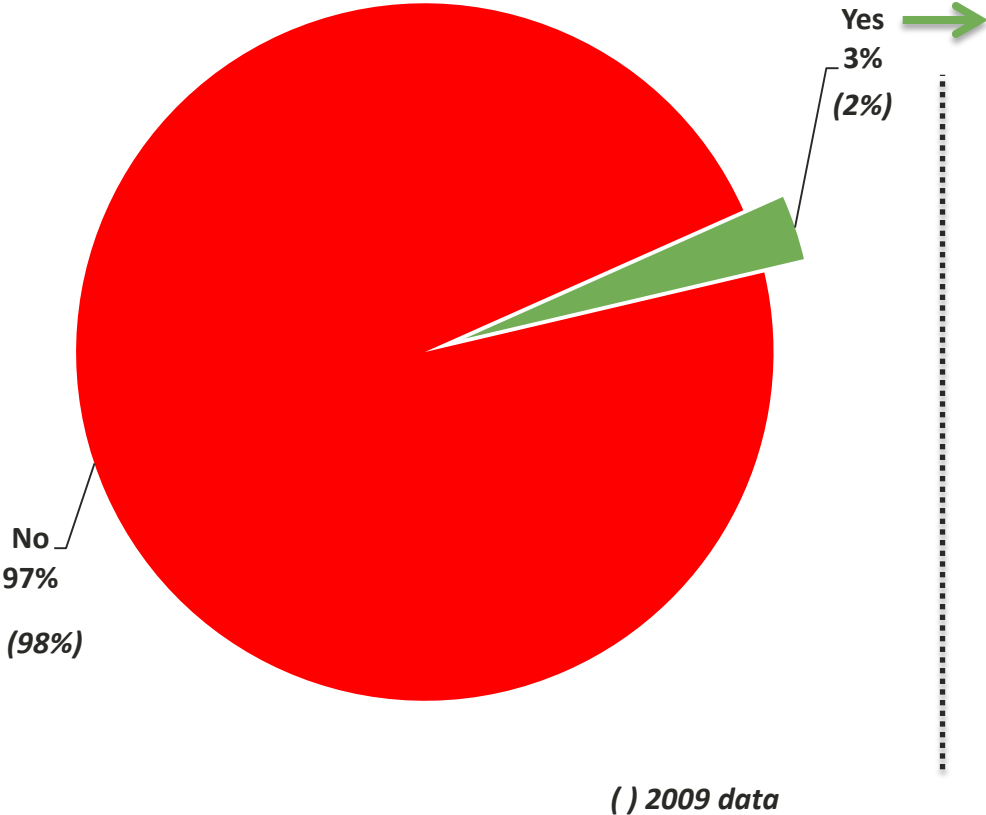
Ratings of Access to Language Services



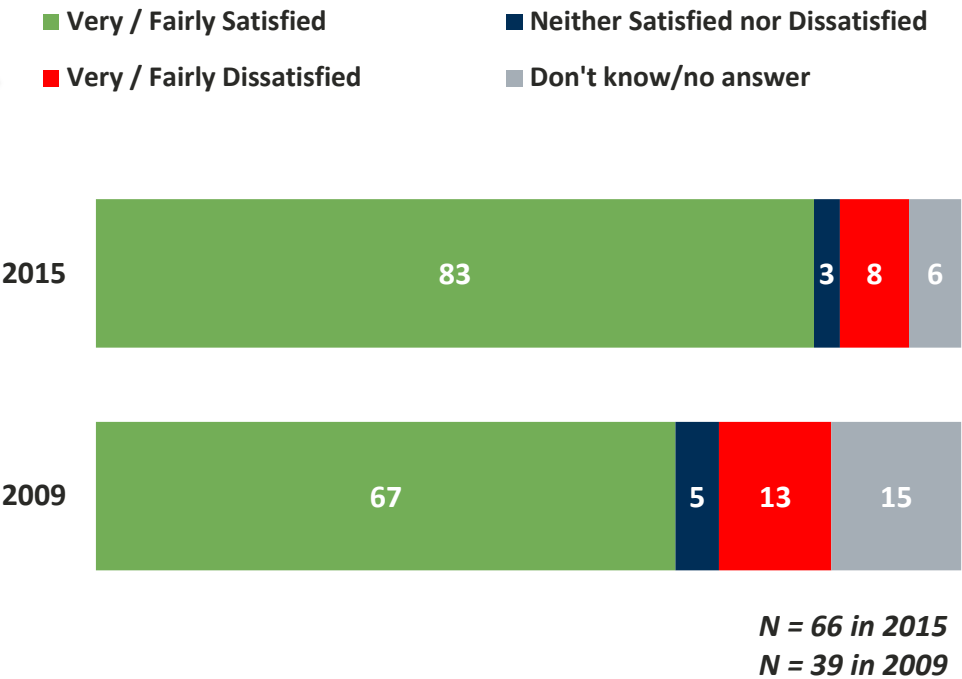
Use of Irish Language Services (2009-2015)

- Q.15 Have you ever used any service from the Irish Civil Service in the Irish language?
- Q.16 How satisfied or dissatisfied were you with the level of service you received in the Irish language?
- Q.17 If the levels and quality of the services offered were the same in both Irish and English, which language would you prefer to receive the service in?

Used a service in Irish



Satisfaction with service provided in Irish



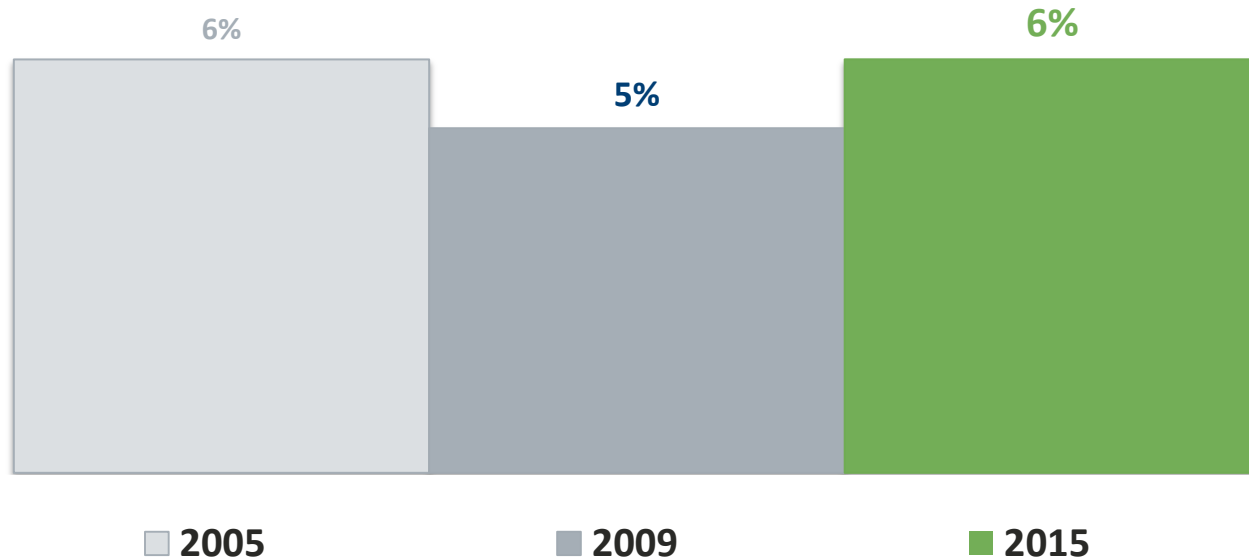
In total, 51 respondents (3% of total sample) have a preference for Irish language services, given the choice.

Language Access (2005-2015)

84

Q.18 Is your first language something other than Irish or English?

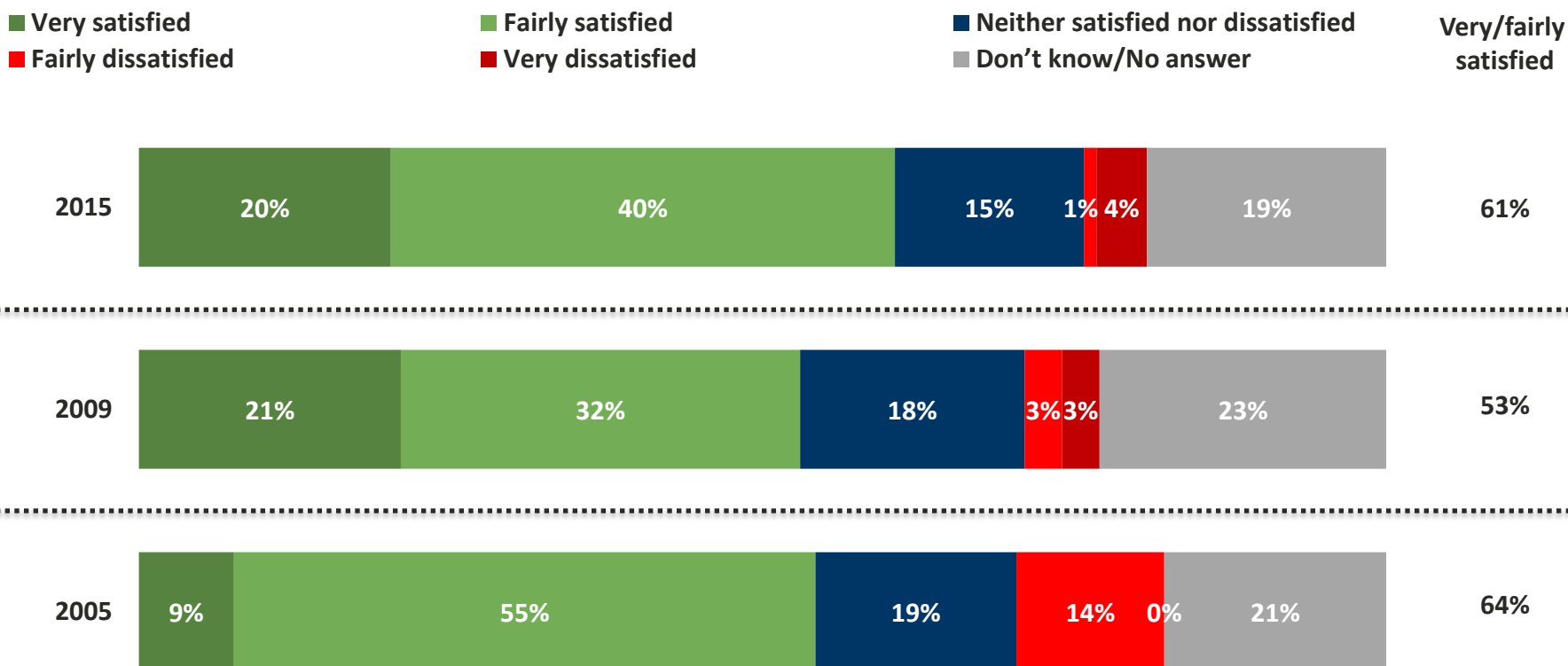
% of people whose first language is not Irish / English



Satisfaction with Access to Services (2005-2015)

85

Q.19 How satisfied or dissatisfied are you with access to necessary services from the Civil Service?



Key Findings & Considerations



Summary of Key Findings

87

Half of all adults have made contact in the past year

Exactly half of all Irish adults have had cause to contact a Civil Service Department or Office in the past 12 months, marginally up on previous years. The Department of Social Protection and Office of the Revenue Commissioners are the most contacted offices, typically for enquiries, applications and transactions.

Telephone remains popular but electronic channels show growth

Although contact by phone is still the most common channel, contact via online and e-mail has increased, particularly among younger customers, resulting in a decline in both written and in-person contact. The perceived convenience of electronic channels, particularly in younger age groups, is encouraging.

Overall satisfaction has maintained its good performance

Over three in four customers remain satisfied with both the service received and the outcome of their contact, whereby service levels are mostly meeting or exceeding expectations. Direct interactions with Civil Service staff continue to rate favourably.

Some dissatisfaction with the experience is evident

For customers interacting over the phone, automation, voicemail and being left on hold can frustrate. At an overall level, dissatisfaction is caused by a perception that the process is slow, or being passed around for the same enquiry, with a lack of communication between staff / departments. A negative outcome can naturally cause disappointment.

The level of advocacy has increased

The proportion of both customers that would speak highly of the Civil Service has increased, while perceptions of overall efficiency remain stable. Roughly half of all adults believe the Civil Service is fair, equitable, independent and trustworthy – however, one in five do not agree.

General perceptions of the Civil Service remain broadly positive

Although familiarity with the Civil Service have fallen marginally, favourability remains consistent. Satisfaction with Irish language services has increased, as has satisfaction with perceived access to services among all non-native speakers.

Analysing the Civil Service at a Macro-Level

This study was designed to examine the Civil Service at a macro level only. While it delivers robust analysis at an overall level for the entirety of the Civil Service, it is not suitable to conduct any detailed sub-analysis by individual Department or Office. In order to examine customer experiences at any Department or Office, a bespoke survey for that entity would be required and many organisations already undertake their own such surveys.

Explaining Data Shifts in Types and Modes of Contact

When comparing 2015 survey results with those of 2009, there is some movement in the Departments and Offices being contacted, and consequently in the channels being used for such contact. Most noticeable is that contact levels with the Department of Social Protection have fallen, most likely due to falling unemployment levels vs. 2009, resulting in fewer 'in person' contacts.

Maintaining a strong performance

It is noteworthy that several key indicators, such as overall satisfaction and delivering on expectations, have remained relatively unchanged since 2009. While any organisation will always strive to improve, this can be more challenging when results have been high in the past. Therefore, maintaining these scores where the majority of customers are satisfied can in fact be an indication of a continued good performance. Furthermore, it is worth noting that this performance has been maintained in the context of fewer civil service staff, lower budgets, and an increasing population with continued high expectations



Defining the Civil Service in the minds of the public

In order to accurately measure contact levels, a detailed definition of the Civil Service was provided to all survey respondents at the outset. However, given that 50% of the public have had no contact in the past year, the true understanding of the Civil Service may not be entirely clear.

It may be worth considering conducting qualitative research (e.g. focus groups) in order to explore in detail what the Civil Service truly means to members of the public, which could also add significant value to the design of future surveys.

Dispelling the myths that surround the Civil Service

With 50% of the public having had no contact in the past year, misconceptions around the Civil Service clearly exist for some. It is important for the Civil Service to communicate positive messages around the breadth of its activity and services, in order to reassure existing and potential customers of the quality of its service, emphasising core values such as trust and data security. Again, these issues could also be explored in any qualitative research that may be undertaken.

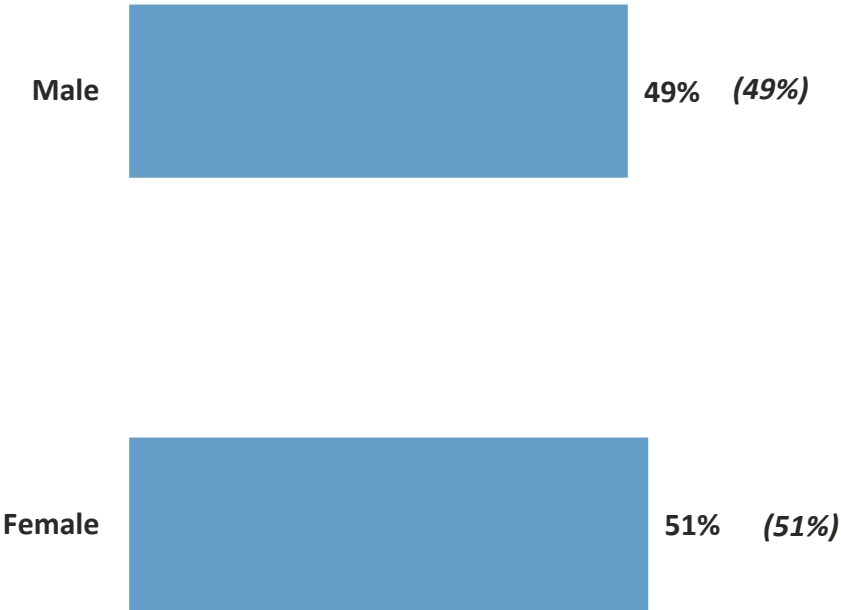
For further information contact
tarik.laher@ipsos.com
rachel.mulcahy@ipsos.com
michael.breathnach@ipsos.com
on 00-353-1-4389000

Appendix - Respondent Profile

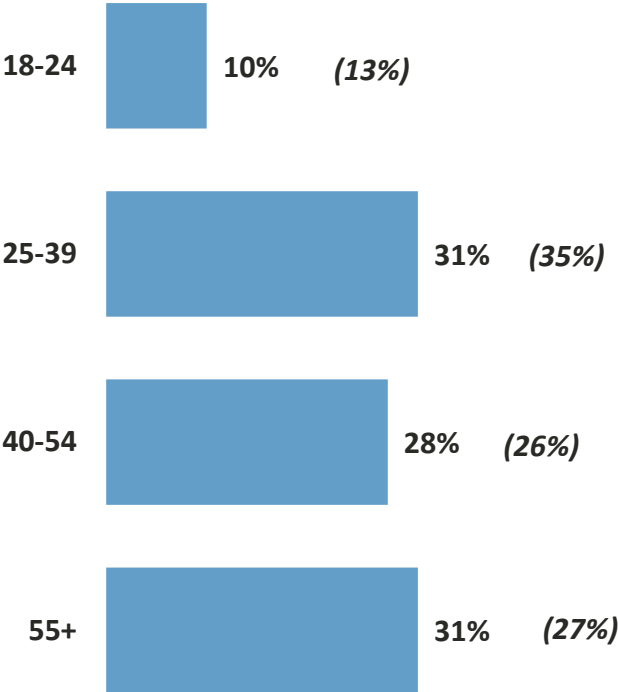


() 2009 data

Gender

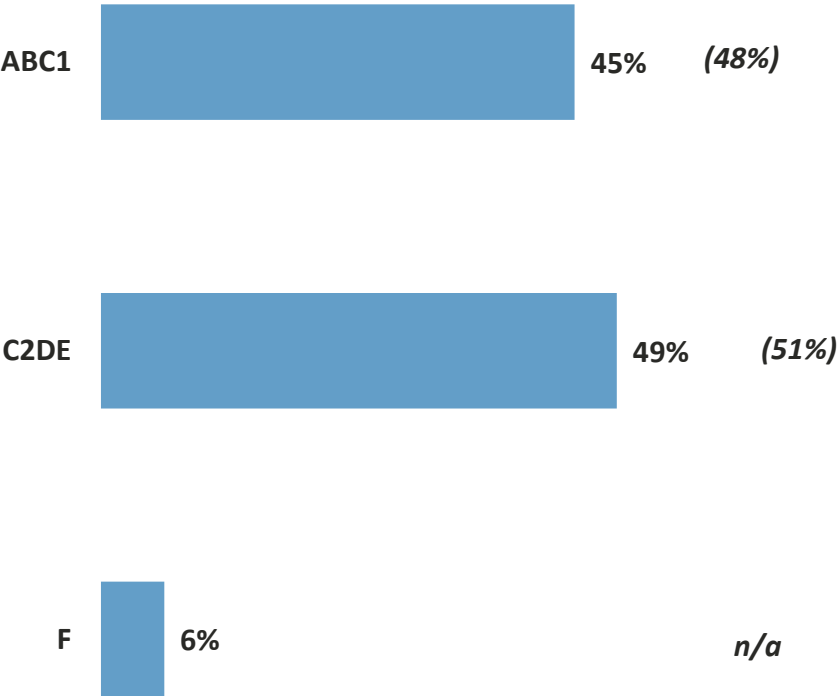


Age

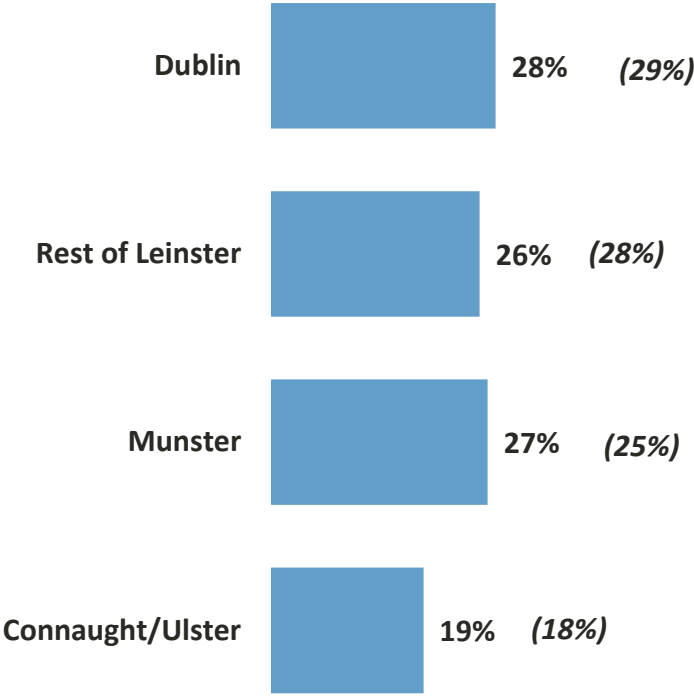


() 2009 data

Social Class

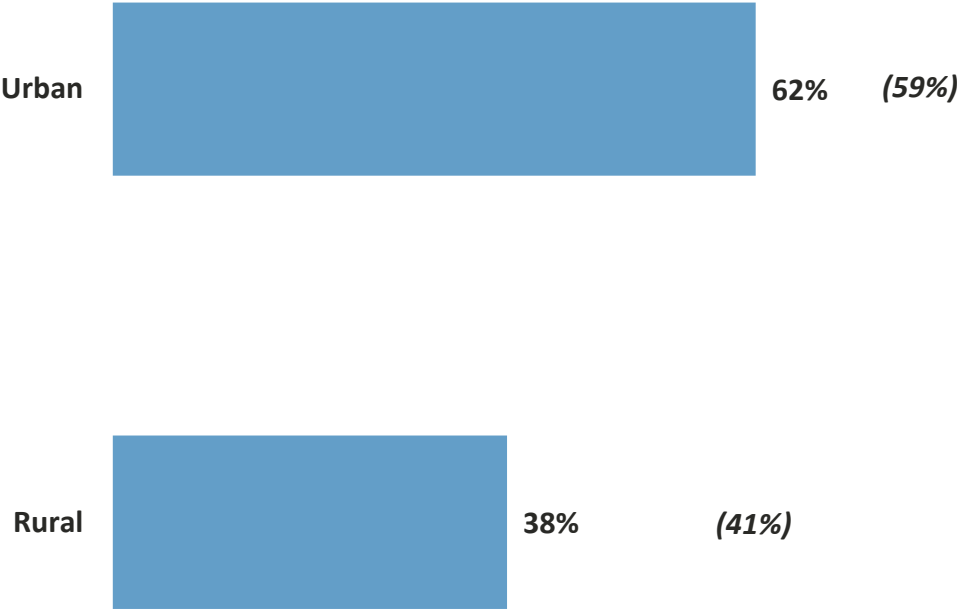


Region

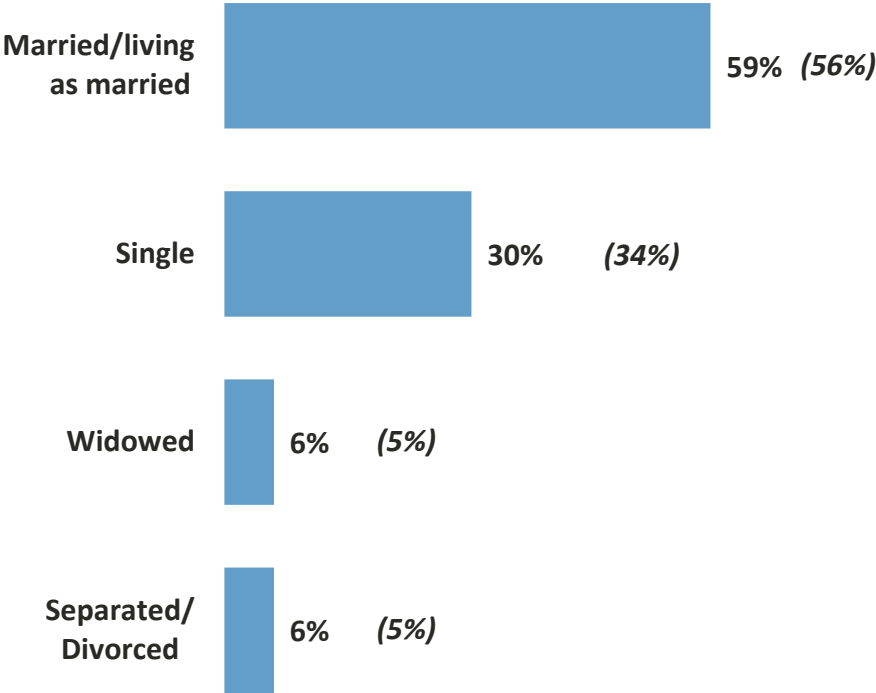


() 2009 data

Area of Living

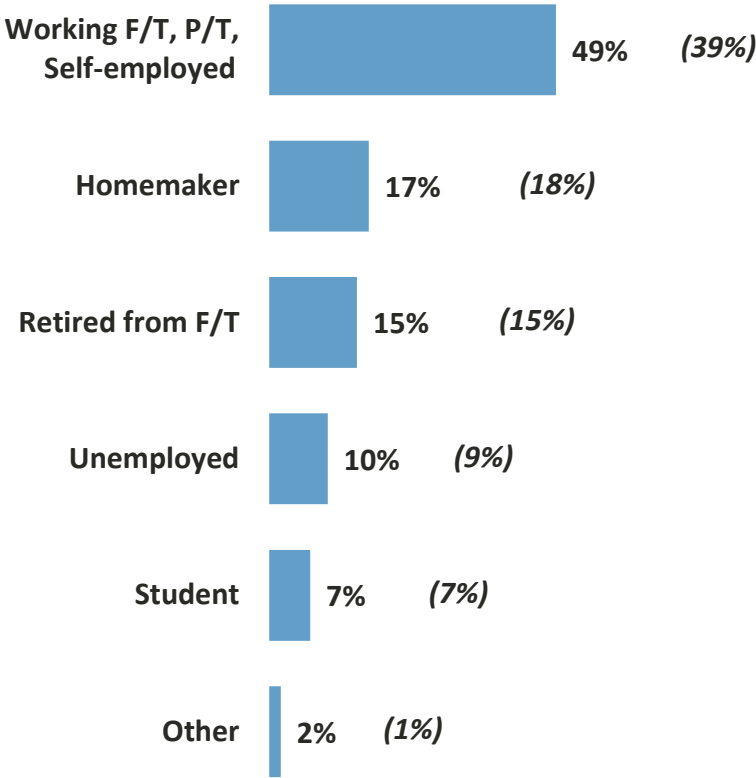


Marital Status

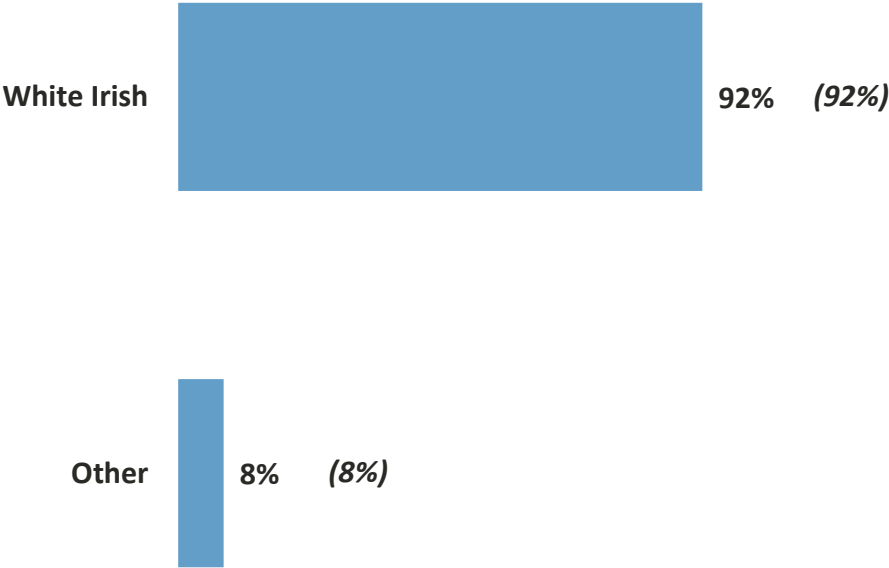


() 2009 data

Working Status

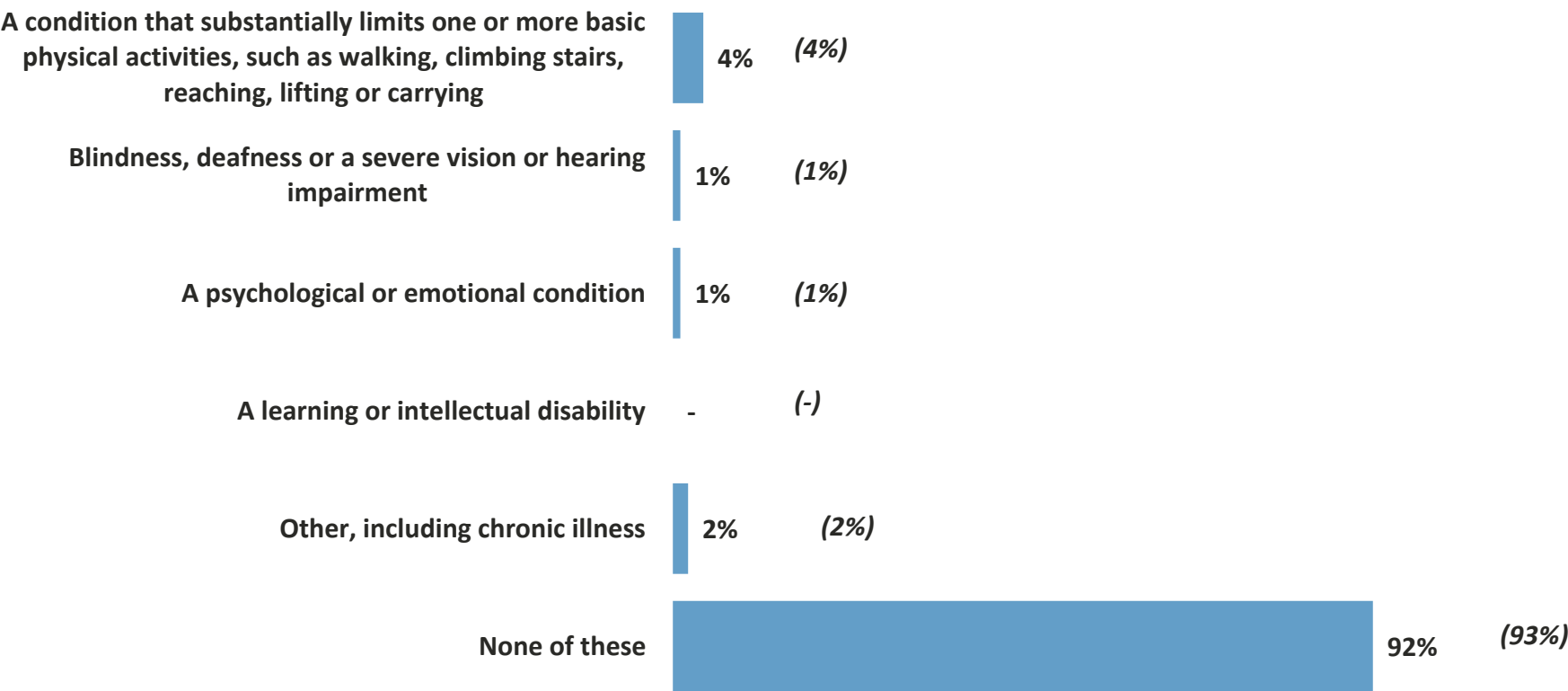


Ethnic Group



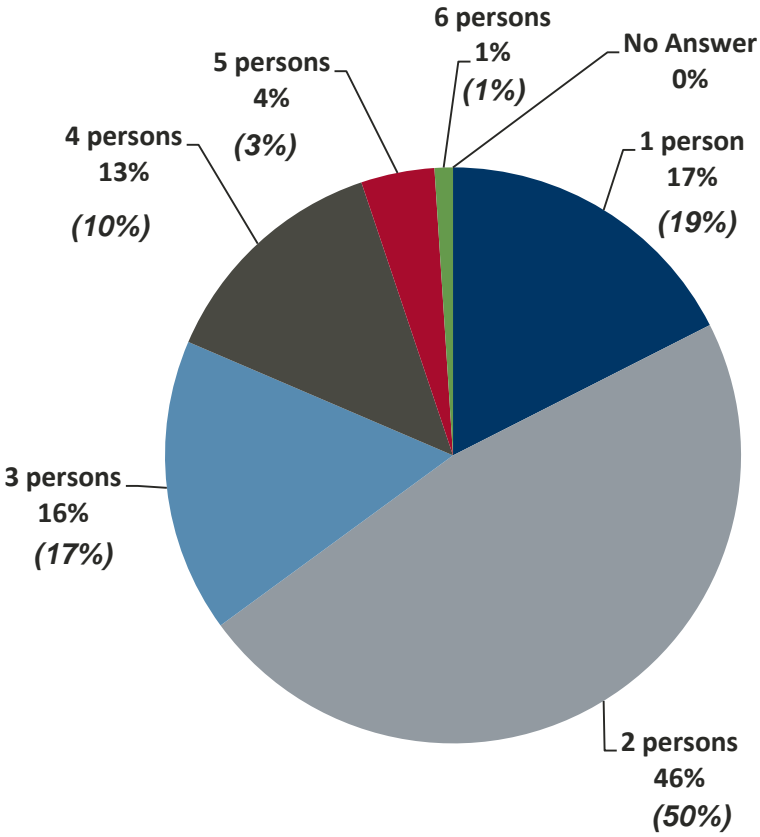
C.19 Do you have any of the following long-lasting disabilities?

() 2009 data



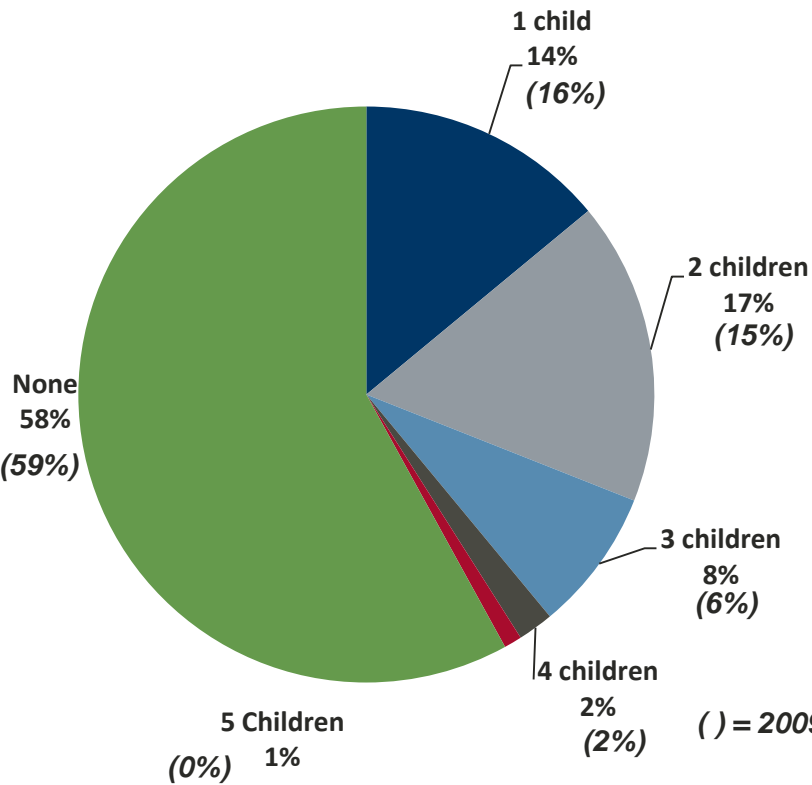
() 2009 data

Number of people aged 16+ in household (respondent included)



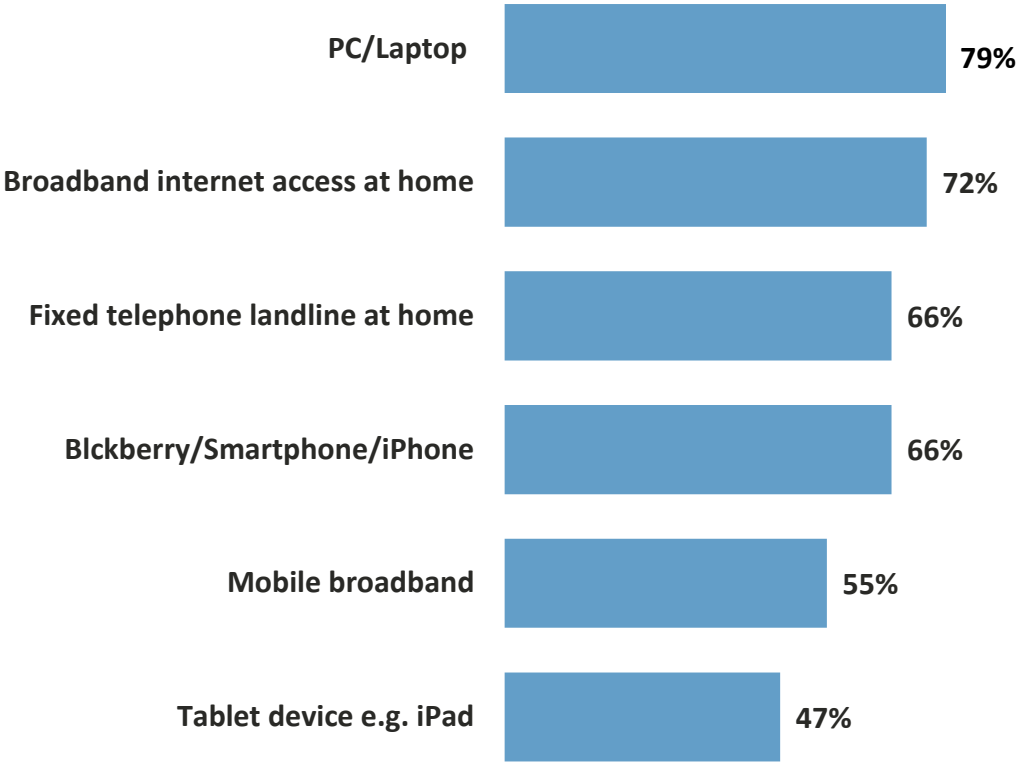
() = 2009

Number of children aged -16 in household



() = 2009

Household Main Connection



Internet Access

