

Compensation Recovery Unit

2011 customer satisfaction survey

September 2011

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Abbreviations

ABI	Association of British Insurers
APIL	Association of Personal Injury Lawyers
CRM	Client Relationship Management
CRU	Compensation Recovery Unit
DH	Department of Health
DWP	Department for Work and Pensions
FOIL	Forum of Insurance Lawyers
NHS	National Health Service

Executive summary

Overall satisfaction

Satisfaction levels were measured using a scale of 1-10 in which a score of six or higher was deemed as satisfied in line with DWP Customer Service Standards.

The overall satisfaction levels for customer experience when engaging with the CRU are positive, with 225 of 233 respondents being satisfied. The levels of knowledge and experience of the CRU staff (97%) and the respect shown from our staff (98%) when dealing with customer enquiries scored particularly well.

Forms of communication

Since the previous survey, the number of e-mails received from our customers has continued to increase. E-mail is now the preferred method of communication for the majority of our customers and has a 90% satisfaction rate. Our customers prefer more direct methods in which responses can be achieved more quickly or be expedited through removing processes such as posting. The types of communication available with the CRU are highly suited to the needs of our customers, with no additional types of communication being identified. Satisfaction with telephone contact with the CRU is 98%.

Awareness of our website has remained relatively static from the previous survey. The overall content of the website is rated highly by Compensators and Representatives.

Overall treatment

Our customers were asked to evaluate the CRU's overall treatment against a number of predefined statements. In general, respondents rate the CRU very highly in terms of staff being helpful, knowledgeable and the treatment received throughout their contact. A number of additional comments received include how professional and helpful staff are which supports the positive ratings provided. From comments raised about expectations around the receipt of Certificates, the CRU issue all Certificates in line with the legislative requirements as stated in the Social Security (Recovery of Benefits) Act 1997.

Conclusions

In summary, levels of satisfaction with the service received from the CRU remain positive. There has been an increase in the use of webforms and e-business and work is ongoing to expand these services. A number of system enhancements to the DH IT systems have been introduced since the survey was performed. Initial feedback from the DH indicates that these have enhanced system performance which will be measured in future surveys. Any issues raised by the NHS Trusts have been communicated to the DH.

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Customer satisfaction survey

2. The objectives of the customer survey

To:

- assess the levels of satisfaction of our customers with the service they receive from the CRU
- determine the views of our customers with various elements of the service they receive
- identify strengths and areas for improvement of the service provided

The survey provides essential information which identifies current strengths and areas for improvement. Monitoring customer satisfaction is critical to improve service quality and performance as it drives through better value for money for our clients. The introduction of improved processes assists in the ongoing objective to improve efficiency and effectiveness.

To enable the above to be delivered our customer groups contacted for the survey were:

- insurance companies and compensators
- representatives and solicitors
- NHS trusts

Customer insight from these key groups will continue to be used to further develop our services, in line with our business objectives.

3. Methodology and sample size

Work was done with the DWP Customer Insight Team to develop our customer survey. Previous survey activity performed within other departments was reviewed which ensured that the questions and scoring mechanisms were in line with current standards. A scoring mechanism of 1-10 was chosen in line with DWP customer survey standards as this allows a more valid analysis when benchmarking against future performance.

It was identified that we could use a number of options to notify our customers of the survey and offer the opportunity to participate. In addition to asking our customers when they make contact it was expanded to include:

- highlighting the survey to the three key bodies within the personal injury industry, the Association of British Insurers (ABI), Forum of Insurance Lawyers (FOIL) and the Association of Personal Injury Lawyers (APIL).

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- informing companies who were contacting the CRU Input Team through e-mail. This included an invitation to participate in the survey on the automated response issued by the CRU acknowledging receipt of their correspondence.
- e-mailing the named contacts provided by the respective NHS trusts.

Following advice sought from the DWP Customer Insight Team in relation to sample sizes, the following number of responses were received from our customers and is in line with previous surveys.

Compensators (i.e. insurance companies)	100
Representatives (i.e. solicitors)	86
NHS trusts	47
Total	233

4. Main findings

4.1 How did our customers find out about the CRU?

The results show that overall, 69% of our customers have incorporated an element of the CRU into their internal training packages. Broken down further this equates to 72% for Compensators and Representatives and just over 55% of NHS trusts surveyed were aware of the CRU through internal training.

4.2 Methods of communication

4.2.1 Types of communication

Table 1. The table reflects the types of communication used by our customers on the limited number of cases which require additional correspondence after registration.

Type of Communication		Compensators	Representatives	NHS Trusts
Electronic	E-mail	71%	72%	81%
Electronic	E-Business	19%	12%	N/A
Electronic	Webforms	34%	25%	N/A
Clerical	Letter	79%	86%	34%
Clerical	Fax	56%	51%	40%
Telephony	Telephone	93%	92%	91%
Telephony	Text relay	1%	0%	2%

The table above reflects the views of our customers who have made enquiries with the CRU in relation to correspondence they have received. A significant amount of initial contact is performed through electronically interfaced transactions meaning limited or no further personal contact is required.

4.2.2 Preferred methods of communication

Table 2. The table reflects the overall preferred methods of communication used by our customers when engaging with the CRU on the limited number of enquires which are generated after registration.

	Compensators	Representatives	NHS Trusts
Telephone	29%	31%	18%
Letter	11%	13%	0%
E-mail	44%	37%	29%
Fax	4%	2%	0%
E-Business	10%	5%	0%
Webforms	10%	9%	5%
Text relay	0%	0%	0%

The results show that the majority of our customers prefer to engage with the CRU through electronic methods. These are seen as the quickest and most effective methods by our customers as they remove the delays associated with letters.

Our customers identified no other method of communication that they would like to adopt with the CRU.

4.2.3 Communication satisfaction levels

Table 3. The table reflects the satisfaction levels relating to types of communication used by our customers.

	Compensators satisfied	Representatives satisfied	NHS trusts satisfied
Telephone	98%	91%	91%
Letter	91%	79%	86%
E-mail	90%	78%	95%
Fax	88%	73%	80%
E-Business	90%	100%	N/A
Webforms	88%	85%	N/A

The table shows our customers are satisfied with the methods of communication offered.

4.3 Website

4.3.1 Website awareness

69% of Compensators and 74% of Representatives are aware of the existence of the website. However, only 43% of the NHS Trusts were aware of the website.

The vast majority of customers who have visited the CRU website have done so to use webforms.

4.3.2 Website satisfaction levels

Table 4. The table reflects the customer satisfaction levels for areas used on website.

	Compensators	Representatives	NHS trusts
Webforms	92%	98%	N/A
Guidance	100%	98%	79%
Legislation	100%	100%	90%
Other	100%	100%	33%

Base data 149 responses (68 Comps, 61 Reps and 20 NHS trusts), some respondents have selected more than one option.

The satisfaction levels show that the website is seen as very informative and useful by the Compensators and Representatives. Issues raised by the NHS Trusts have been progressed with the Department of Health.

4.4 Overall treatment evaluation

This section has been segmented down into the three customer base categories.

4.4.1 Ease of access by customer type

Table 5. The table reflects how satisfied our customers are regarding the ease of contacting and engaging with the CRU.

	Compensators satisfied	Representatives satisfied	NHS trusts satisfied
Ease of obtaining information about the progress of your case?	98%	95%	90%
Ease of contacting the CRU using a method most suited to your needs (e.g. telephone, letter etc)?	97%	95%	91%
The CRU process being simple and easy to understand?	98%	94%	96%
Ease of understanding the written and verbal communication?	97%	94%	93%
Opening hours of the CRU?	96%	92%	95%

4.4.2 Customer treatment

Table 6. The table reflects how satisfied our customers are regarding the treatment from the CRU staff.

	Compensators satisfied	Representatives satisfied	NHS trusts satisfied
Staff listening to / understanding what you say?	99%	98%	93%
Staff treating you with respect?	99%	98%	96%
Staff being helpful, polite and giving their name?	100%	98%	96%
Staff being knowledgeable about the CRU process?	99%	98%	95%
The services the CRU provide	97%	99%	95%
Correspondence being replied to within 10 working days	92%	79%	97%
The treatment you received throughout your contact with the CRU	99%	96%	95%

In relation to the correspondence being replied to the expectation of the Compensators and Representatives is that enquiries can be turned around almost immediately due to the electronic links throughout the business. In relation to the Representatives the development of electronic links with the CRU is being examined.

4.4.3 Key processes

Table 7. The table reflects Compensators satisfaction levels relating to the key elements of the CRU process.

	Satisfied customers
The process for acknowledging the CRU1 registration form	96%
Time taken to issue a Certificate following the receipt of a request	90%
Accuracy of the Certificate	97%
Time taken to issue a response to verbal or written communications	96%

In line with the comments received in relation to the time taken to issue Certificates, the CRU operates within the legislative requirements as stated in the Social Security (Recovery of Benefits) Act 1997.

4.4.4 Overall satisfaction levels

Table 8. The table reflects the overall satisfaction levels of our customers when dealing with the CRU.

Compensators	Representatives	NHS trusts
99%	96%	91%

The above feedback highlights that our customers feel they receive an effective service in relation to the Compensation Recovery Scheme legislation.

5. Acknowledgements

The Compensation Recovery Unit would like to thank those customers who participated in the survey as their views are extremely important. This information will allow the CRU to continue to benchmark our ongoing performance in order to continue to improve operational activities including the further development of electronic links with customers.