

Objective 1 Customer Survey Results 2005

Executive Summary



Introduction

The Objective 1 Programme Directorate made a commitment that it would conduct annual surveys of its customers. This is to ensure that it is meeting the target of an overall satisfaction ratio of at least 90%. The satisfaction ratio is the percentage of respondents who state that the standard of our service in the particular areas covered are 'satisfactory', 'good' or 'excellent'. These areas are covered in Objective 1's Service Commitment.

The fourth of these customer surveys has now been carried out. 2000 surveys were sent out, and we have received 249 completed surveys. This gives us a response rate of 12.5%. The average response rate for postal questionnaires is 5-10%.

Results

This year's results are the best to date, and show that:

- 97% of respondents feel that the Directorate is helpful. This is an increase of 2% from 2004.
- 93% of respondents feel that the Directorate is efficient. This is an increase of 2% from 2004.
- 98% of respondents feel that the Directorate is professional. This is an increase of 3% from 2004.
- 92% of respondents feel that the Directorate is responsive. This is a decrease of 3% from 2004.
- 87% of respondents feel that the Directorate is flexible in its approach. This is an increase of 3% from 2004.
- 96% of respondents feel that staff at the Directorate are knowledgeable. This is an increase of 7% from 2004.
- 93% of respondents rated the publicity of Programme as excellent, good or satisfactory. This is an increase of 1% from 2004.
- 92% of respondents rated their experience of the application process as excellent, good or satisfactory. This is an increase of 17% from 2004.
- 96% of respondents rated the information received from the Directorate as excellent, good or satisfactory. This is an increase of 18% from 2004.