



SPA
Future
Thinking

Satisfaction with Helpline (General Enquiries)

ico.

Information Commissioner's Office

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Contents

- Background
- Methodology
- Key findings
- Detailed findings



Background

- ICO receives around 10,000 calls to the Helpline every month
- This survey focusses on telephone enquirers making a general enquiry as opposed to a notification and obtains overall satisfaction measures for ICO's Helpline which can be benchmarked against other ICO services (satisfaction with the notifications process will be assessed in another survey early next year)
- Businesses making business-related enquiries and private citizens making personal enquiries were both included in the survey
- The survey evaluates specific features of the Helpline as well as overall satisfaction
 - speed with which adviser dealt with call
 - whether enquiry was fully dealt with
 - level of detail, accuracy and clarity of advice
 - understanding, knowledge and professionalism of the adviser
 - effort required
 - overall satisfaction with the way the enquiry was handled



Methodology

- Helpline advisers asked enquirers at the end of calls whether they would be happy to take part in a short satisfaction survey
- ICO randomly collected a sample of 544 enquirers
- Contact details (names and telephone numbers) were supplied in four tranches from October to December 2012
- SPA Future Thinking contacted enquirers shortly after receiving the samples to conduct the satisfaction survey by telephone
- 375 interviews were completed with those making a general enquiry to the Helpline
- The results shown in this report are based on an interim cut of data – sample is still being collected by the ICO and interviewing continues



Response rates and outcomes

- This survey has a very high response rate – 72%
- After removing 14 notification enquirers, we have a sample of 375 general enquirers

| | Total |
|-----------------------------------|-------|
| Contacted | 544 |
| Completed survey | 389 |
| Response rate | 72% |
| Notifications | 14 |
| Final sample of general enquirers | 375 |



Key Findings

- There are very high levels of overall satisfaction with ICO's Helpline among general enquirers
 - 81% are very satisfied
 - 95% are either very or fairly satisfied

- 91% were left with a positive impression of the ICO after making their enquiry

- Telephone enquirers are more representative of the population as a whole when compared to written enquirers and complainants who tend to be older males from social class groups AB

- The top 3 telephone enquiries accounting for almost two thirds of all telephone enquiries are:
 - to clarify whether there has been a breach of the Data Protection Act – 30%
 - to find out what has to be done to comply with the DPA – 21%
 - to enquire about how to obtain details of information held about oneself – 13%

- Data Protection enquiries outnumbered Freedom of Information enquiries in the ratio of 2:1

- Six in ten made a personal enquiry and four in ten a business related enquiry



Key Findings /2

- Overall satisfaction with the Helpline is so high as enquirers are very satisfied with all the key elements of the service. Nine in ten or more
 - found the ICO Helpline number easily
 - got through straightaway to someone who could deal with their enquiry
 - were satisfied with the speed with which their enquiry was dealt with
 - had their enquiry dealt with in one call
 - felt the advice given was at the right level of detail, was accurate and correct and clear/ easy to understand
 - agreed that the adviser fully understood their enquiry, had an excellent level of knowledge, addressed the main issue, dealt with the enquiry in a professional manner and gave them confidence to take the appropriate action

- 23% claimed that their enquiry was not fully dealt with, mainly because
 - the ICO was unable to provide sufficient information
 - their enquiry was still on-going
 - they had to take the matter further themselves

- There were only 17 dissatisfied callers (out of 375)
 - five of them complained that they didn't get the help they needed
 - four felt that the ICO didn't do anything and that they had to take action themselves



Detailed Findings





Profile of enquirers to the ICO

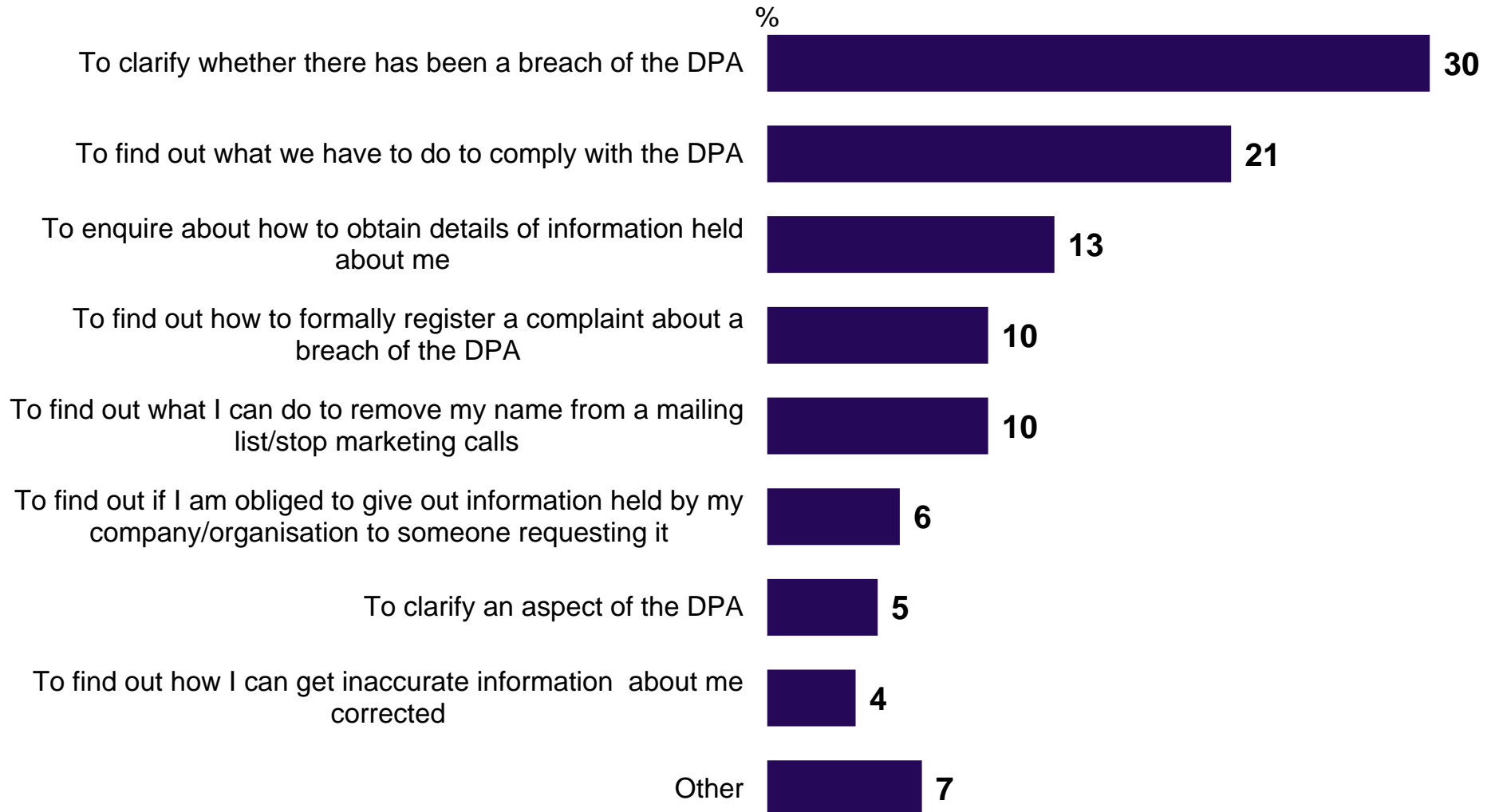
Telephone enquirers are more representative of the population as a whole than complainants and those making enquiries in writing





Nature of enquiry (by pre-coded response list)

When asked to choose from a list of options, the most common telephone enquiries were to clarify whether there has been a breach of the DPA and to find out what needs to be done to comply with the DPA



Q3 Which of the following best describes the nature of your enquiry?

Base: All (375)



Nature of enquiry (according to respondent)

Respondents' own descriptions of the subject matter of their latest enquiry gives more detail

| Key: | DPA | FOIA | Other | All | Business | Personal |
|------|-----|------|--|------------|------------|------------|
| | | | | (375) % | (148) % | (227) % |
| | | | Inform ICO of (suspected) breach of the DPA | 10 | 6 | 13 |
| | | | Data protection enquiry (unspecified) | 8 | 12 | 6 |
| | | | Find out how to stop/ complain about/ inform ICO about cold calls/ spam emails/ unwanted mail (other unspecified) | 8 | 3 | 11 |
| | | | Inform ICO that I have not had a reply to a data request/ FOI request not responded to/ denied | 7 | 3 | 11 |
| | | | Information on DP/how to protect data/data security best practice/understanding DP better | 6 | 9 | 4 |
| | | | What information I am entitled to request from a company/organisation under the FOIA | 6 | 1 | 9 |
| | | | Enquiry/complaint about PPI sales calls | 5 | 1 | 8 |
| | | | Rules governing employee records/what employee details/records can be passed on to a third party | 5 | 7 | 3 |
| | | | What to do about a loss of data/leak of data | 4 | 6 | 3 |
| | | | Advice on what data can and cannot release to a third party | 4 | 9 | 1 |
| | | | Clarification of rules governing CCTV/CCTV code of practice/release of footage/CCTV in the work place | 3 | 3 | 2 |
| | | | FOI enquiry (unspecified) | 2 | 5 | 0 |
| | | | How to recognise a Subject Access Request/FOI request/what to do if I receive a Subject Access Request/FOI request | 2 | 5 | 0 |
| | | | How to see /how to correct information held on me by credit reference agencies | 2 | 1 | 3 |
| | | | Whether I can/how to get access to my work personnel records/see details of a complaint made against me | 2 | 1 | 3 |
| | | | DP practice/policy for schools | 2 | 3 | 1 |
| | | | How long data should be held for | 2 | 2 | 1 |
| | | | Other | 26 | 27 | 26 |

Q1 Thinking about your most recent enquiry to the Information Commissioners Office, what was it about? Please could you tell me briefly in a couple of sentences what it was about?

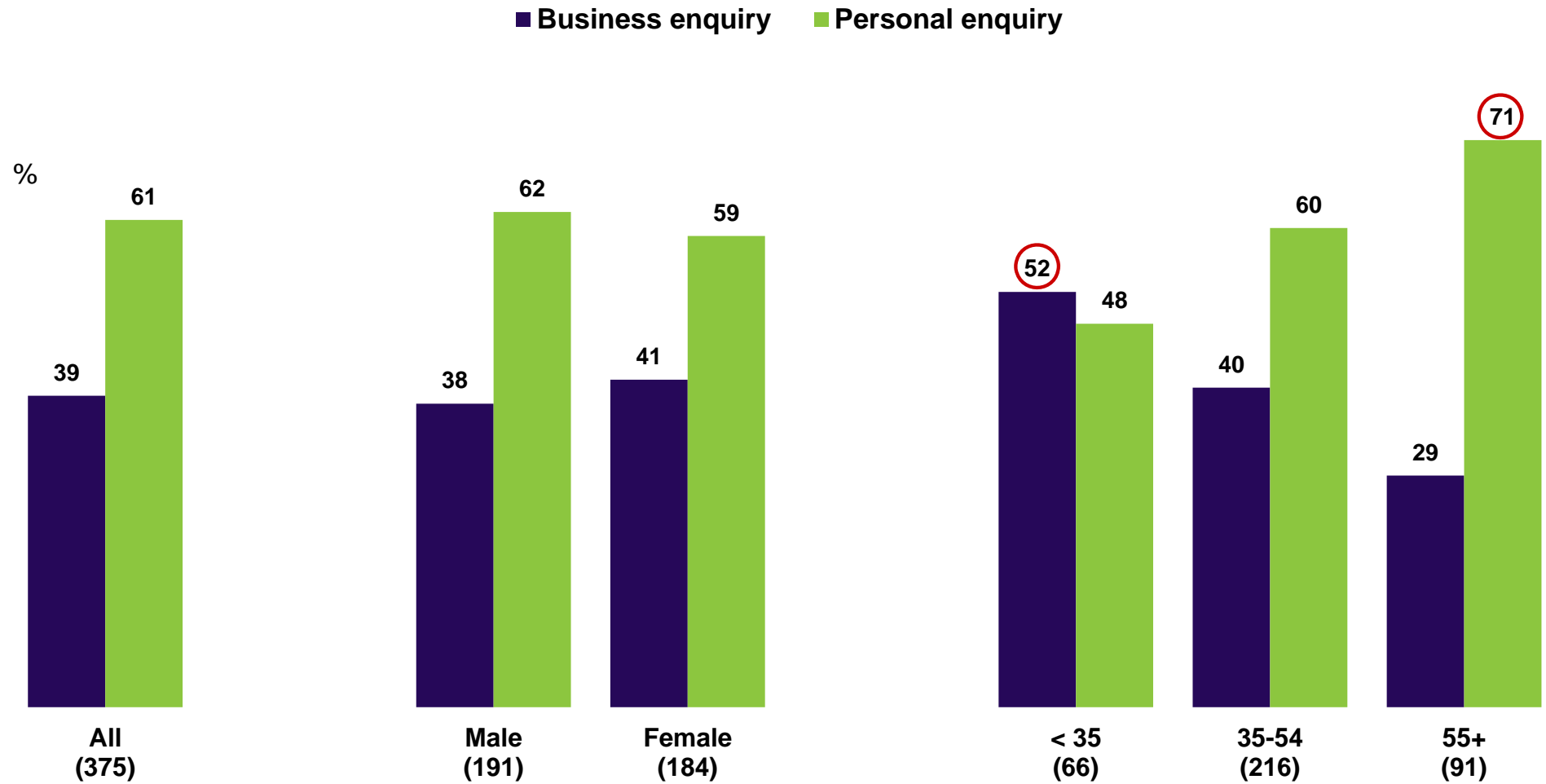
Base: All (375)

= Significantly higher



Business or personal enquiry?

Six in ten were making a personal enquiry and four in ten were making an enquiry on behalf of a business. The split was more even among the youngest age group (under 35)



Q2 Was your enquiry made on behalf of a business or was it a personal enquiry?

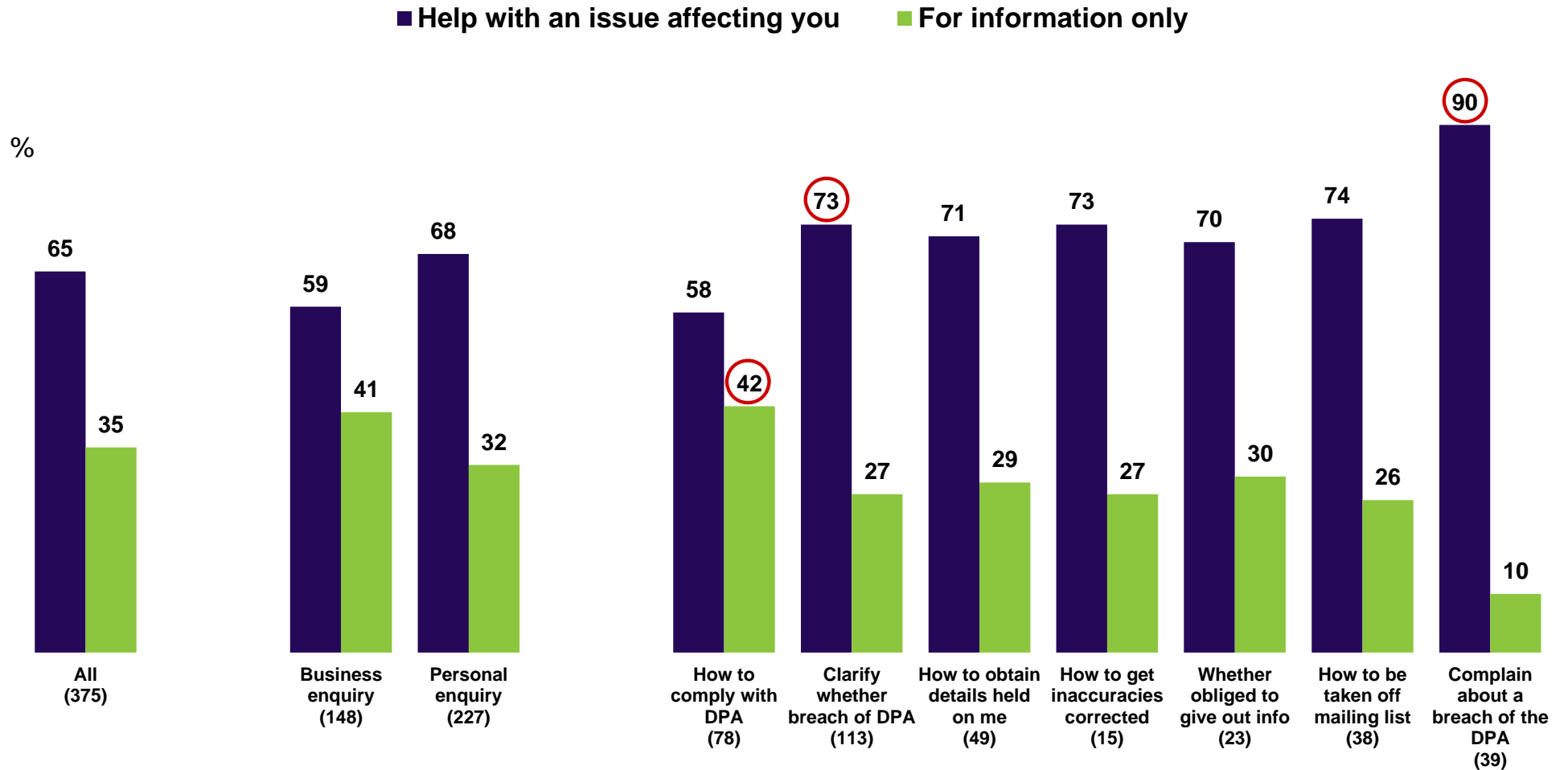
Base: All

 = Significantly higher



Help with an issue affecting you or for info only?

Two thirds needed help with an issue affecting them. Enquiries about how to comply with the DPA were more likely to be for information only



Q4 Was your enquiry to the helpline to help you deal with an issue currently affecting you (or your business) or was it for information only?

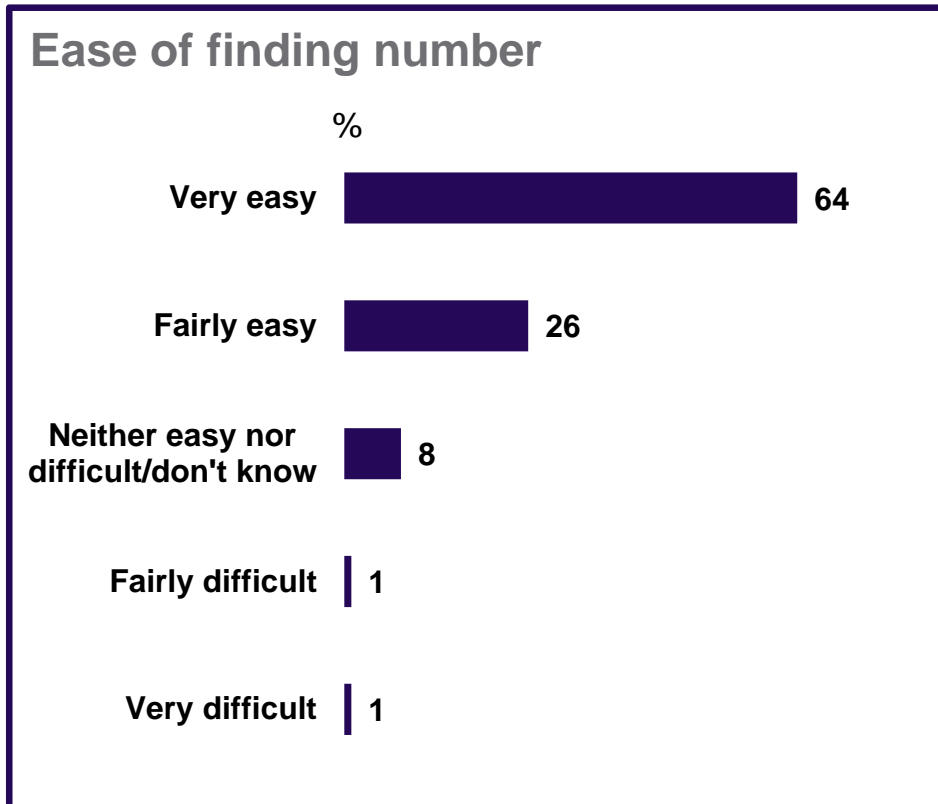
Base: All

= Significantly higher



Ease of finding Helpline number/getting through to the right person

The vast majority found it easy to locate the ICO's Helpline number and got through to someone who could deal with their enquiry straightaway



Q5. How easy was it to find the ICO's helpline number?

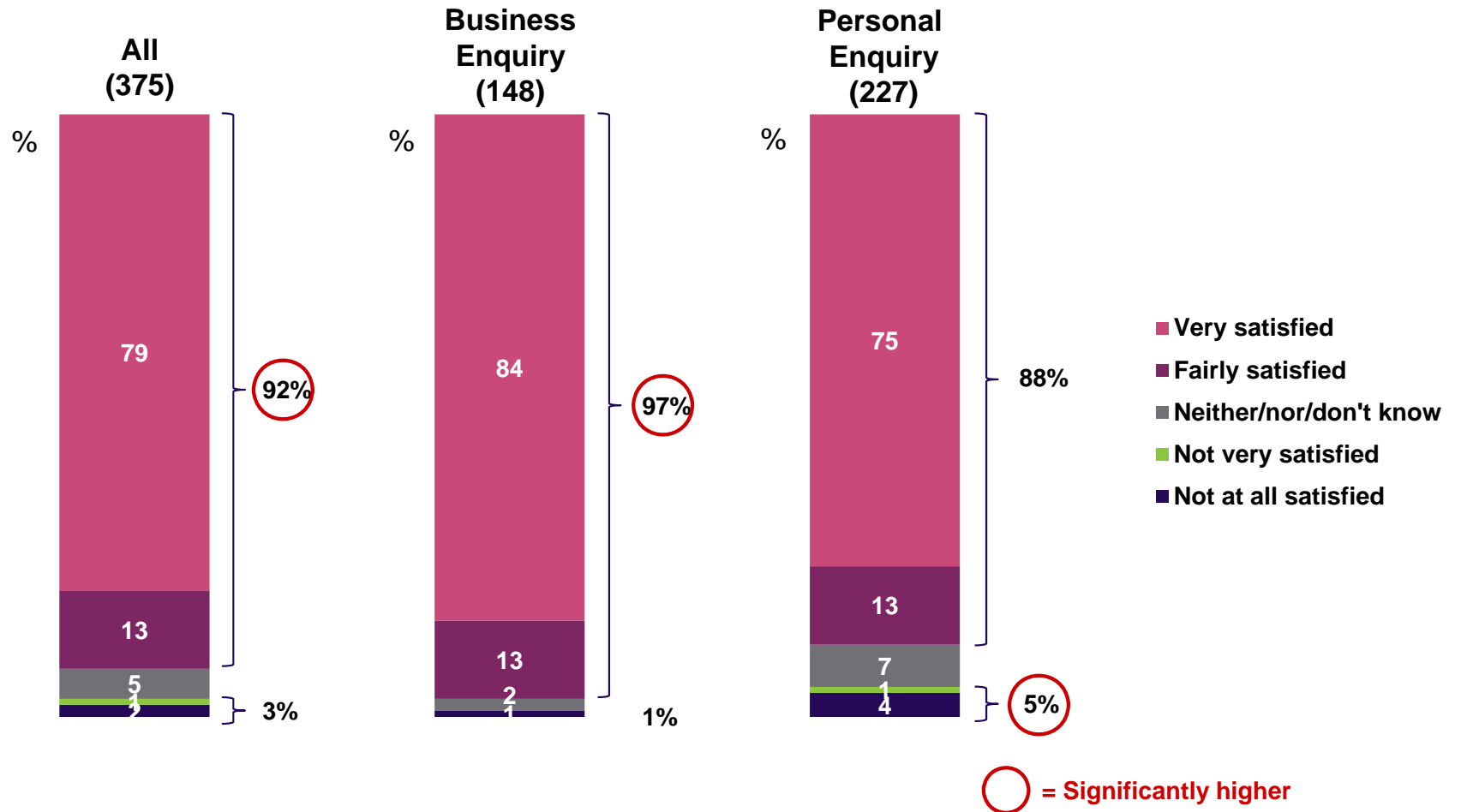
Q7. Was the person you first spoke to able to deal with your enquiry or were you transferred to or referred to someone else?

Base: All (375)



Satisfaction with speed

Over nine in ten were satisfied with the speed with which the ICO dealt with their enquiry



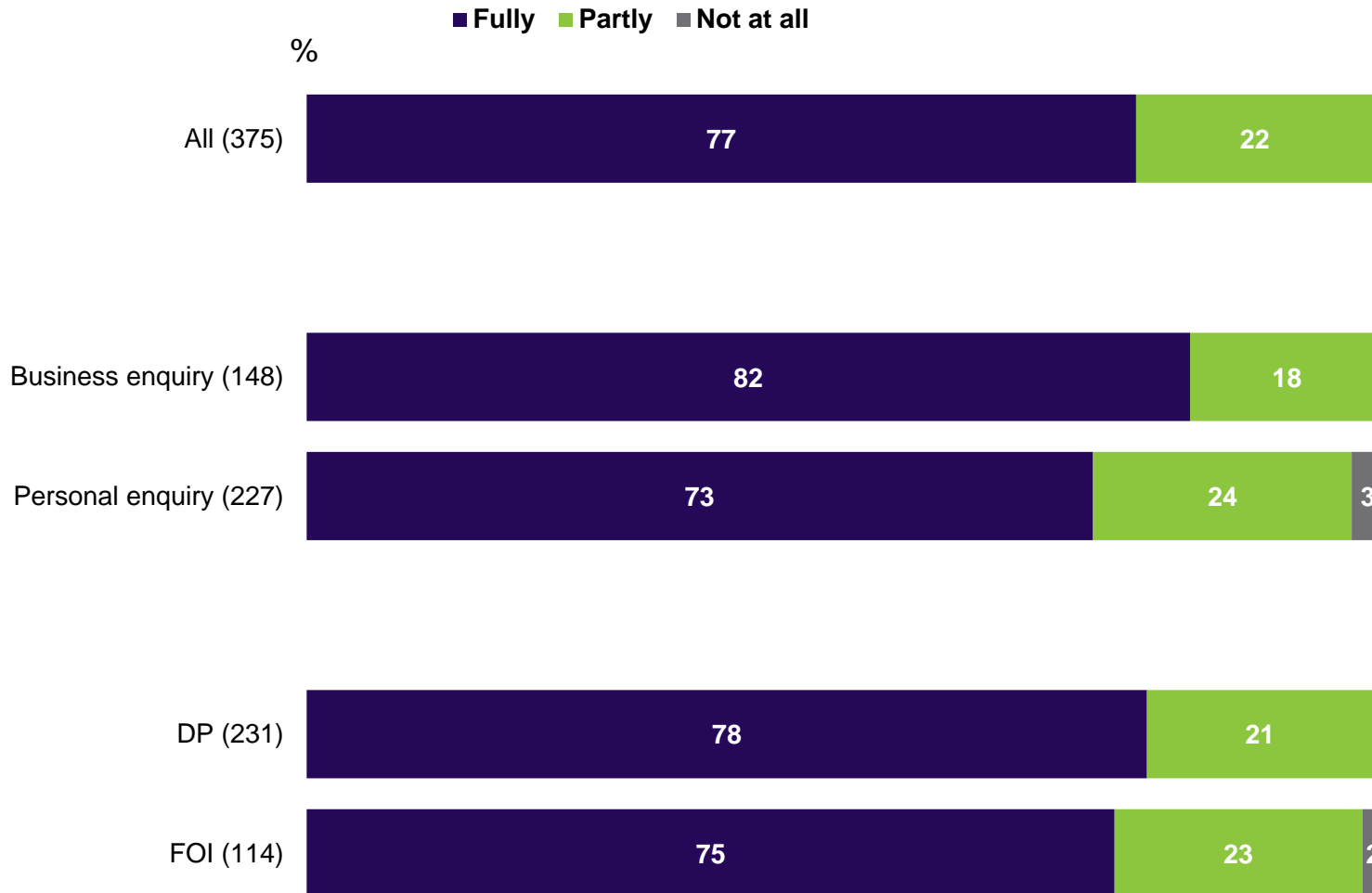
Q9 How satisfied are you with the speed with which the ICO has dealt with your enquiry?

Base: All



Fulfilment

77 percent claimed that their enquiry was fully answered by the ICO and 22% said that it had been partly answered



Although the base is low, those finding out how to get inaccurate information held on them corrected were most likely to say the enquiry was only partly dealt with 60%

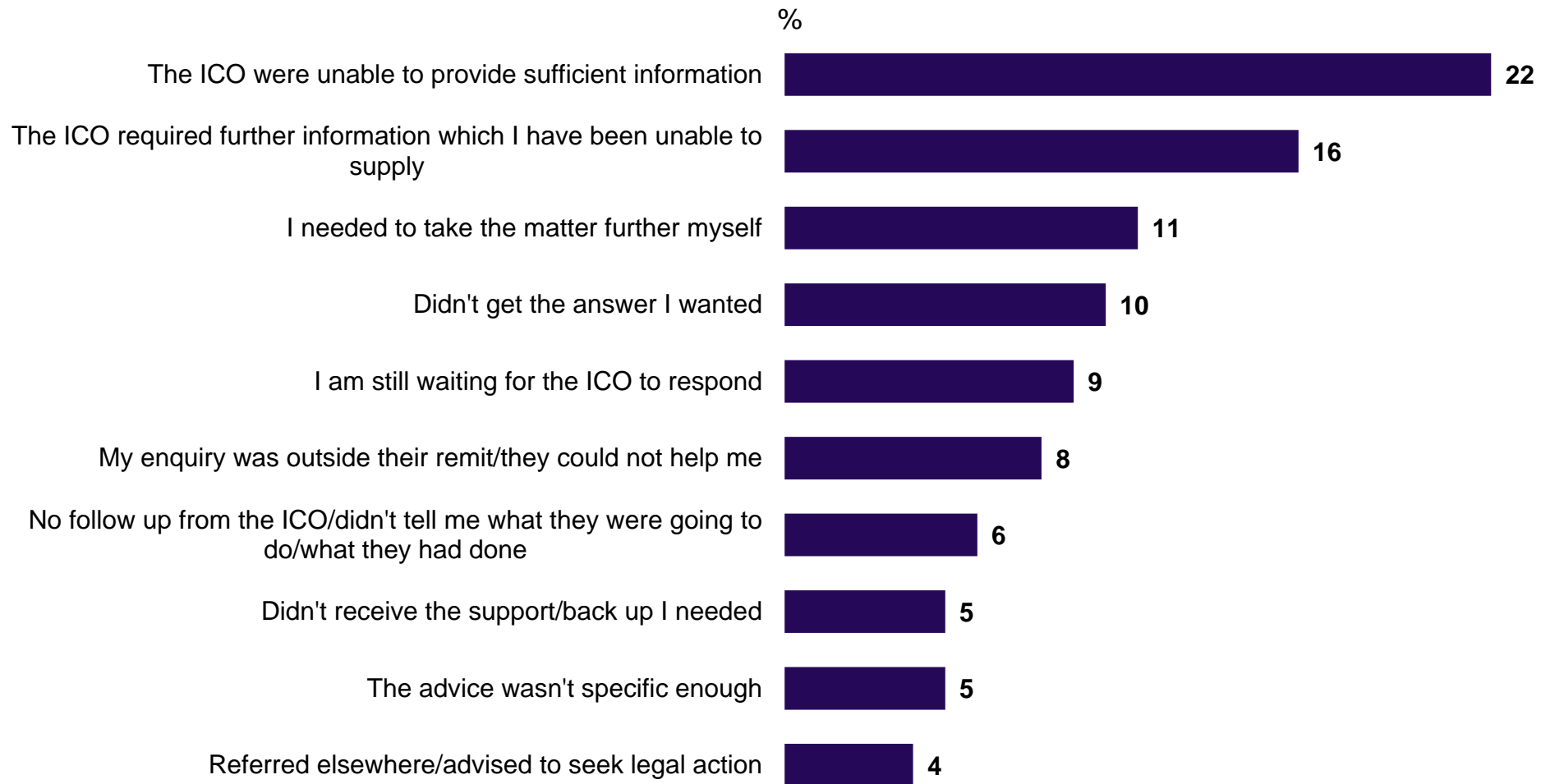
Q10 To what extent did the ICO answer your enquiry?

Base: All



In what way was your enquiry not answered

Insufficient information, the fact that the enquiry was still on-going, having to take matters further themselves and not getting the answers they wanted are the main reasons for saying the enquiry had not been fully dealt with



Q11 In what way did you feel your enquiry was not answered?

Base: All saying their enquiry was not fully dealt with (88)



Multiple Contacts

A very high proportion (92%) had their enquiry dealt with in one phone call



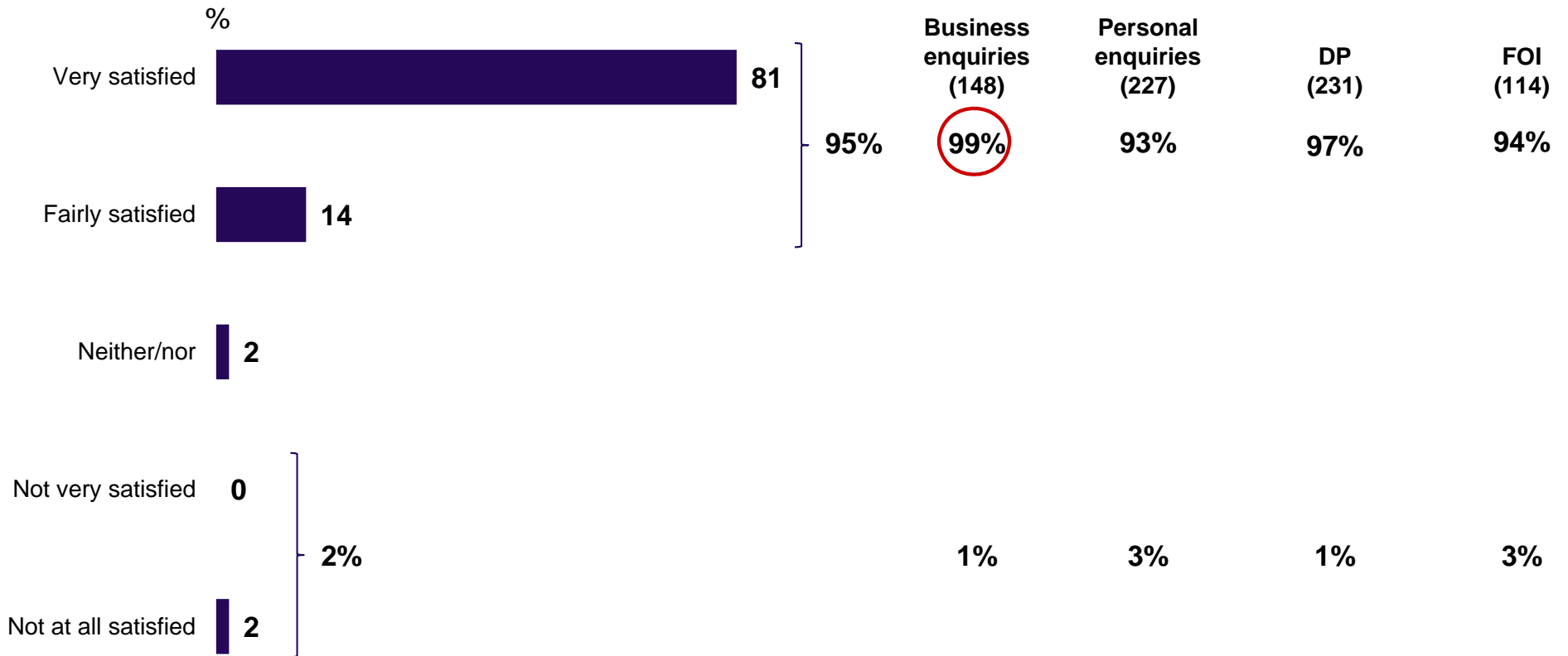
Q13 Were the ICO able to deal with your enquiry in one phone call or did it take two or more calls before it was fully dealt with?

Base: All who had enquiry fully dealt with by time of interview?



Overall satisfaction with the way enquiry was handled

Overall satisfaction with ICO's Helpline is very high with 81% very satisfied and a further 14% fairly satisfied



The Helpline obtains much better overall satisfaction ratings than the written enquiry and complaint handling services - 95% satisfied compared to 58% satisfied with written advice and complaint handling

Highest levels of dissatisfaction when informing ICO that have not had a reply to data request/FOI request (7%) and when finding out how to get inaccurate information held on them corrected (7%)

Q15 Overall how satisfied were you with the way your enquiry was handled by the ICO?

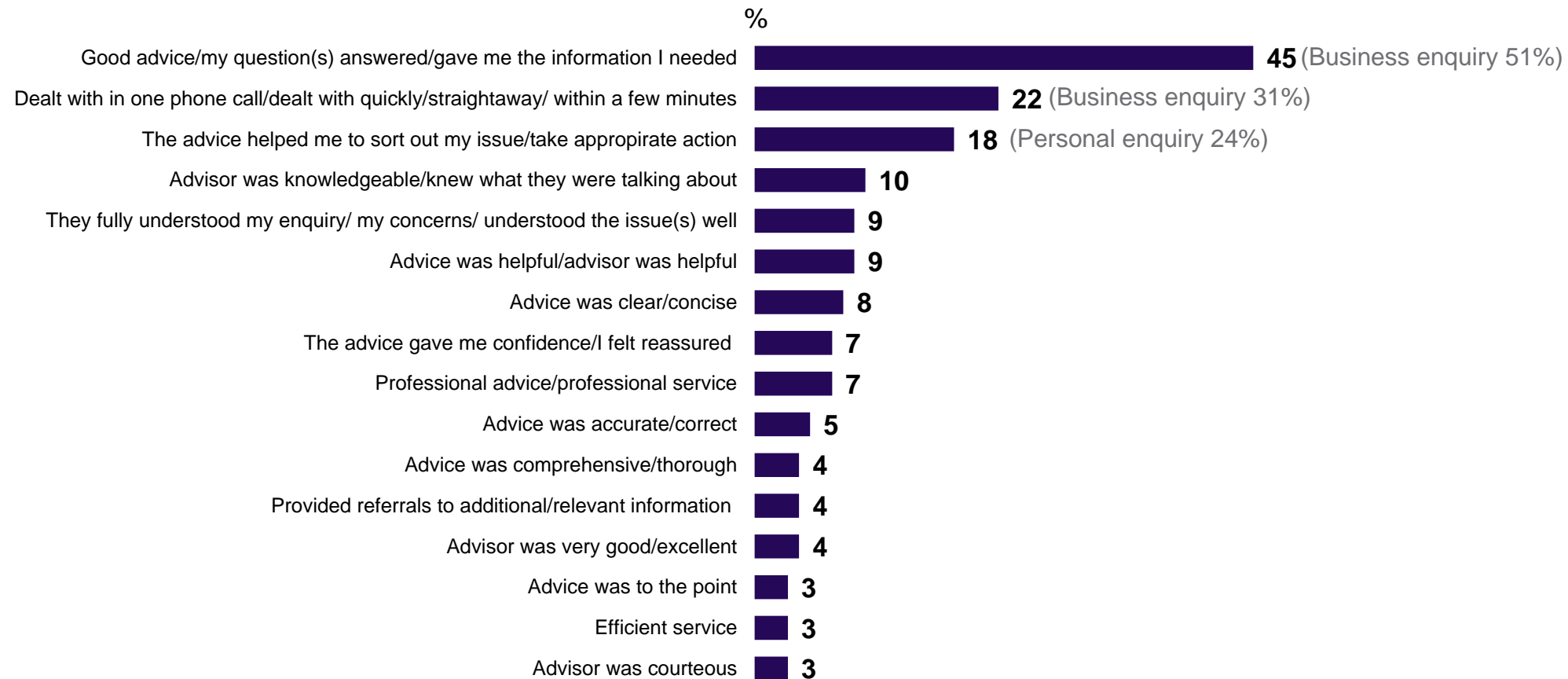
Base: All (375)

= Significantly higher



Reasons for satisfaction with helpline

Satisfied enquirers were given good advice, got the information they needed, were dealt with quickly in one call and were given advice on which they could act



Q16 Why do you say that? (in relation to overall satisfaction score given)

Base: All very or fairly satisfied overall (358)



Reasons for satisfaction with helpline

There were very many favourable comments about the Helpline

She spent a lot of time explaining things to me and gave me a good idea of things to try out. She was very helpful and very positive about it.

When you deal with other Government departments you get a robotic response but with the ICO, they are very knowledgeable. I've always got the information from them, they've always been able to help on the first call and answered questions in full but speaking to a human not like they are reading from a template.

She knew exactly what I wanted, she gave very clear advice. She was polite, pleasant and got to the point quite quickly, clear and concise.

On the telephone call the adviser had absolute understanding of what I was saying, they empowered me. They were quite keen, they gave me all round edge support.

I was really impressed. Told me everything I needed to know, very professional and knew his stuff.

I phoned up, asked the question and it was answered just like that. Can't get much better than that.

I have phoned a few times. They always answer quickly. You feel you are getting really good advice. It is quick and informed and at a good level of detail.

Everything about it was professional. They dealt with the point. I didn't have to ask questions. They answered my query. The attitude of the person was very friendly.

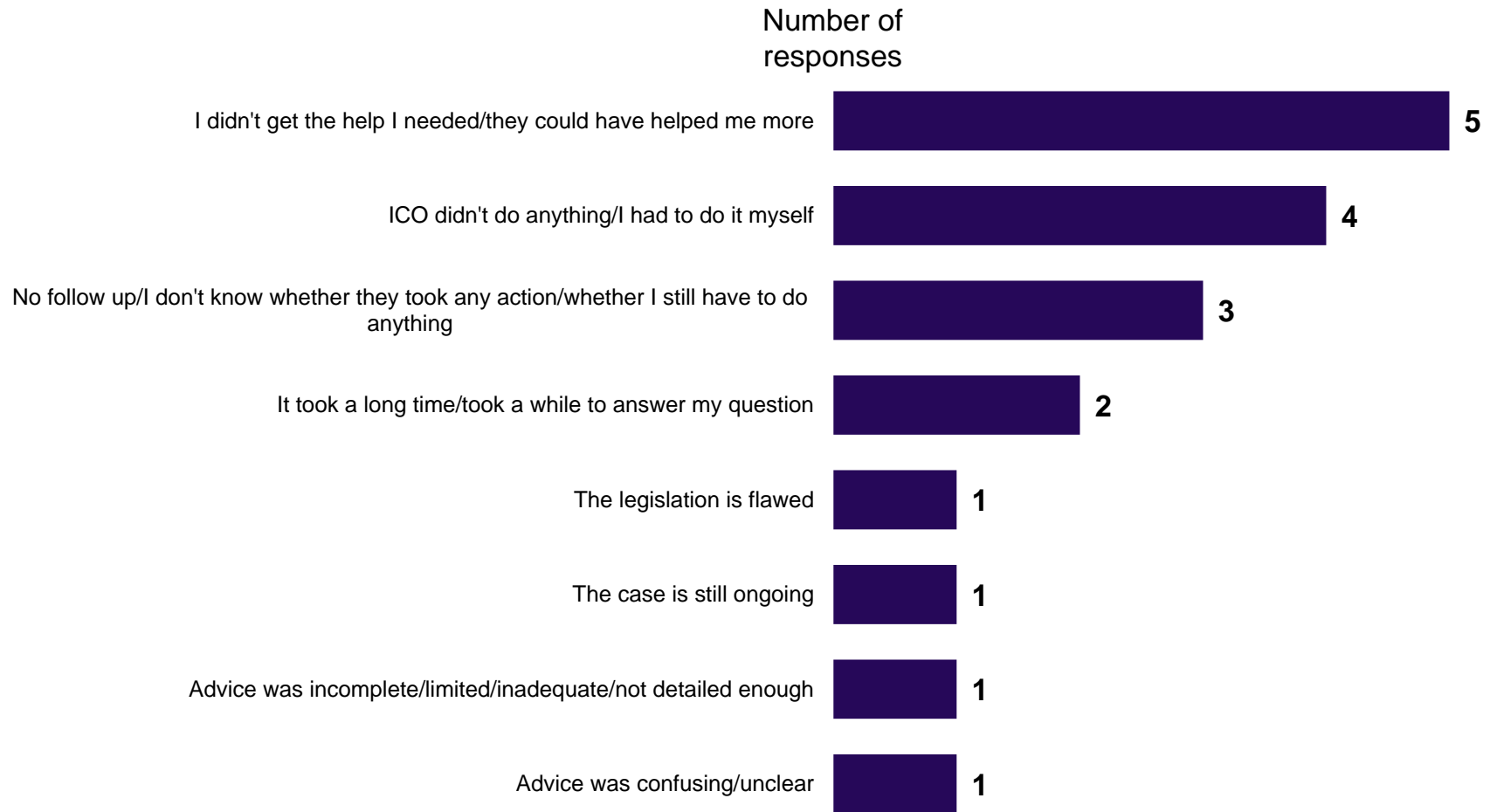
I always find the ICO one of the better Government departments to deal with. You phone them up, they advise you and if they can't, they let you know. Very easy to contact in comparison to other Government departments. It's always easy dealing with the ICO and I have confidence in the advice they give.

They thought about the questions I posed, and it was a combination of a number of legislations. They provided sensible advice and double checked with colleagues on more complicated areas.



Reasons for dissatisfaction with Helpline

There were only 17 dissatisfied callers. Five of them complained that they didn't get the help they needed and four claimed that the ICO didn't do anything and that they had to take action themselves



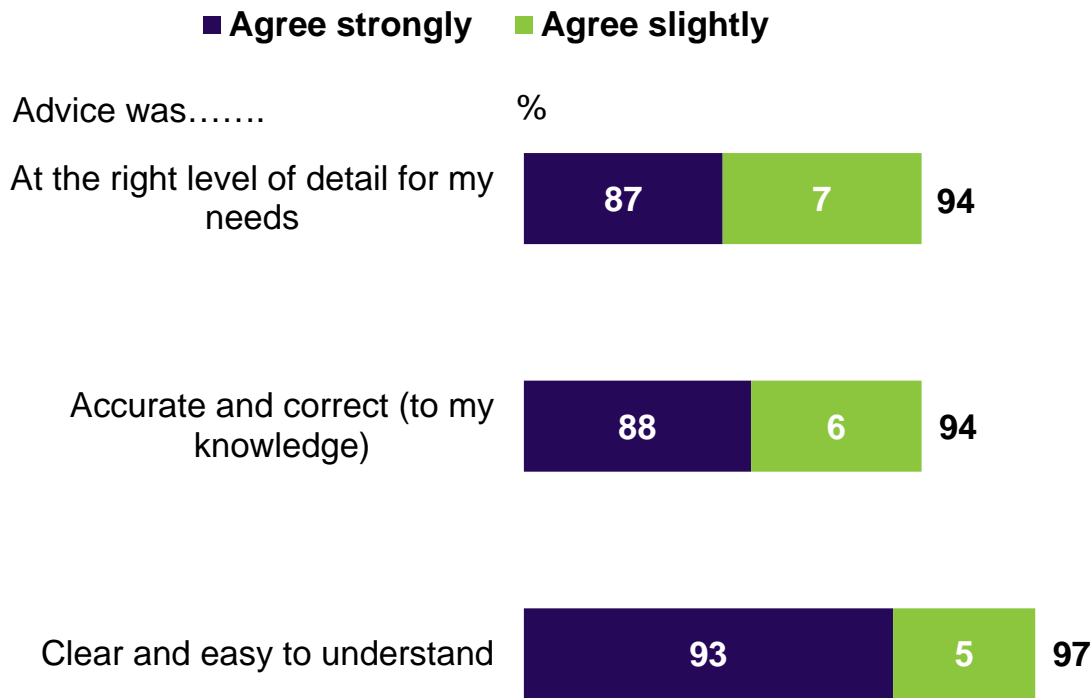
Q16 Why do you say that? (In relation to overall satisfaction score given)

Base: All not very or not at all satisfied overall (17)



Rating of advice – level of detail, accuracy, clarity

Almost all felt the advice was at the right level of detail, accurate and correct and clear/ easy to understand



| Type of Enquiry | | | |
|------------------------|------------------------|------------------|-------------------|
| Business (148) % | Personal (227) % | DP (231) % | FOI (114) % |
| 96 | 93 | 94 | 95 |
| 97 | 92 | 94 | 94 |
| 99 | 96 | 98 | 96 |

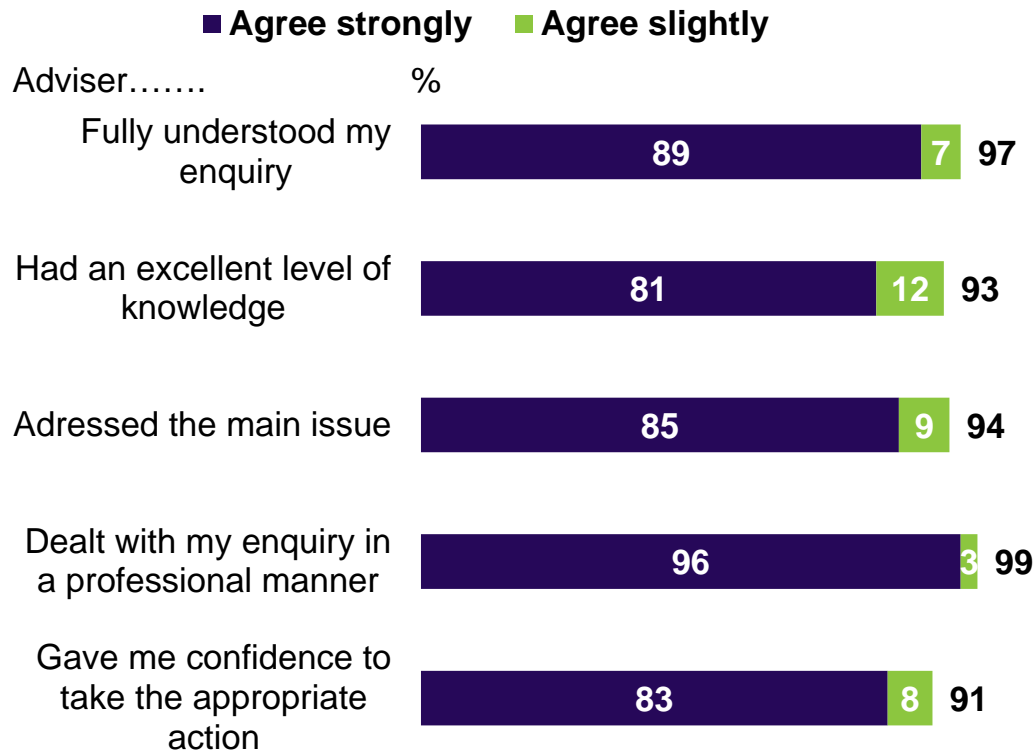
Q8b How much do you agree or disagree that the advice given was at the right level of detail for your needs?
 Q8f How much do you agree or disagree that the advice given was accurate and correct (to your knowledge)?
 Q8h How much do you agree or disagree that the advice was clear and easy to understand?
 Base: All

○ = Significantly higher



Rating of adviser – understanding, knowledge and professionalism

There was high praise for the adviser’s knowledgeability, professionalism, understanding of the issue and for giving them confidence to take the appropriate action



| Type of Enquiry | | | |
|------------------------|------------------------|------------------|-------------------|
| Business (148) % | Personal (227) % | DP (231) % | FOI (114) % |
| 97 | 96 | 98 | 95 |
| 96 | 91 | 96 | 91 |
| 97 | 92 | 95 | 91 |
| 100 | 98 | 100 | 97 |
| 94 | 89 | 91 | 92 |

Q8a How much do you agree or disagree that the adviser fully understood your enquiry.

Q8c How much do you agree or disagree the adviser had an excellent level of knowledge?

Q8d How much do you agree or disagree that the adviser addressed the main issue?

Q8e How much do you agree or disagree that the adviser dealt with your enquiry in a professional manner?

Q8g How much do you agree or disagree that the adviser gave you confidence to take the appropriate action?

Base: All



Suggestions for improvement

As there were so few dissatisfied people, there were just a handful of suggestions for how the service could be improved. Half of these came from people who were making a complaint rather than just enquiring about something and they wanted more action on the part of ICO

They could have taken my details and listened to my complaint. They could have then combatted the department which was the Ministry of Defence. They would have needed an investigating officer answering the telephone.

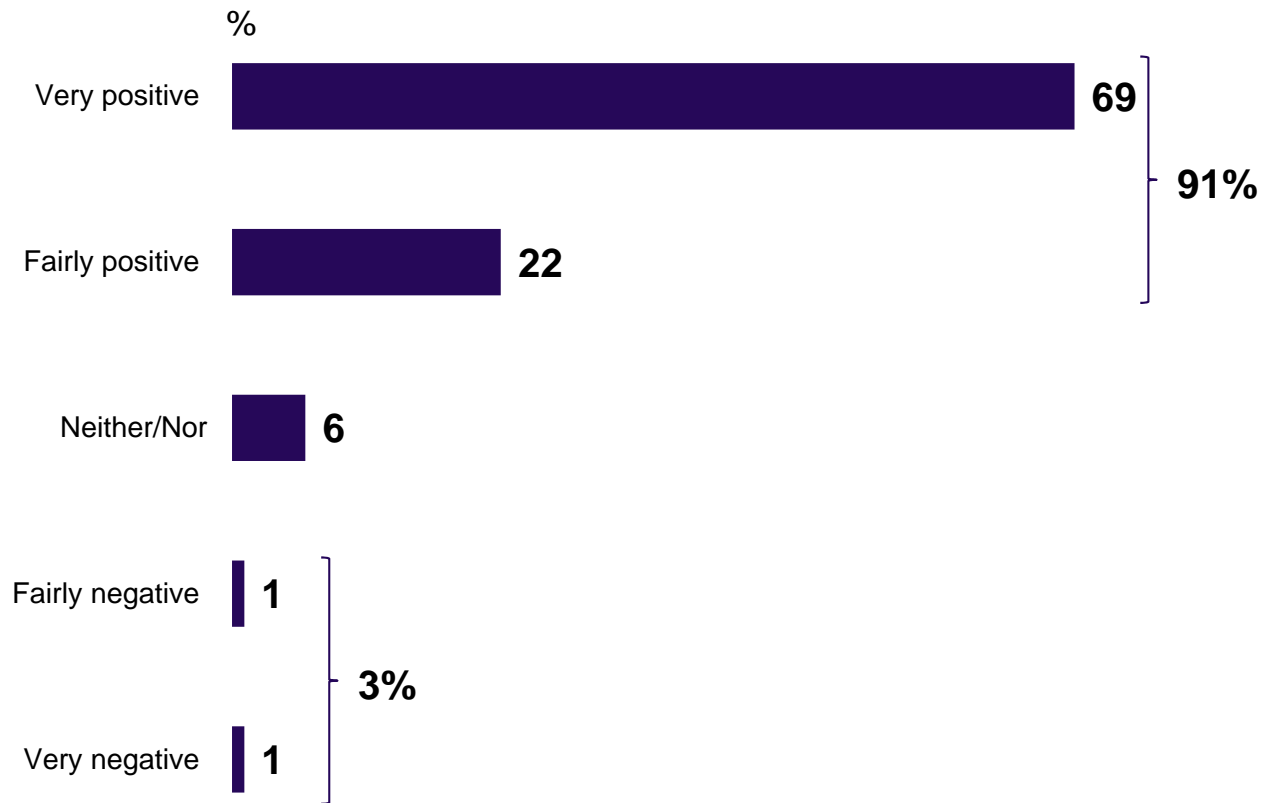
With more training and understanding of what their job is in terms of informing the complaint. It's as if they have not read the information on the website and they are just there to log the complaint and take your name, not to give information.

They should have given me more support to take this matter forward, to help compel Camden to release the data. I needed the legal support to get the local authority to acknowledge me. I needed someone who knows the ins and outs. You can't do it on your own.



Impression of ICO

Nine in ten were left with a positive impression of the ICO after making their enquiry



No significant differences by business versus personal or DP versus FOI

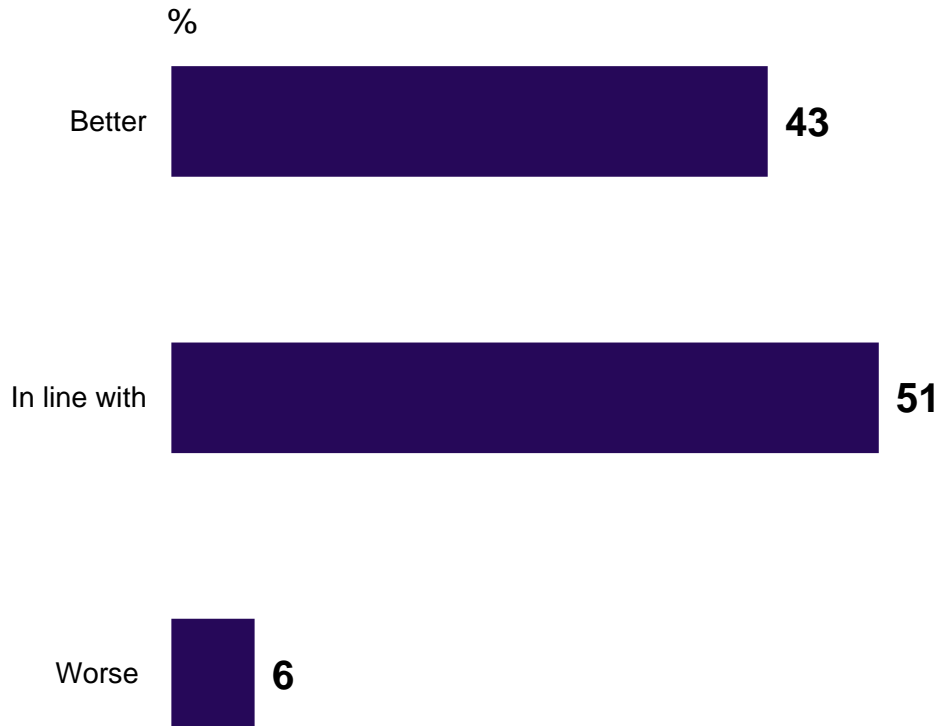
Q18 Thinking of how they dealt with your enquiry, what sort of impression did this give you of the ICO?

Base: All (375)



Expectation versus reality

Four in ten found the experience of dealing with the ICO better than they had expected and half had their expectations met



No significant differences by business versus personal or DP versus FOI

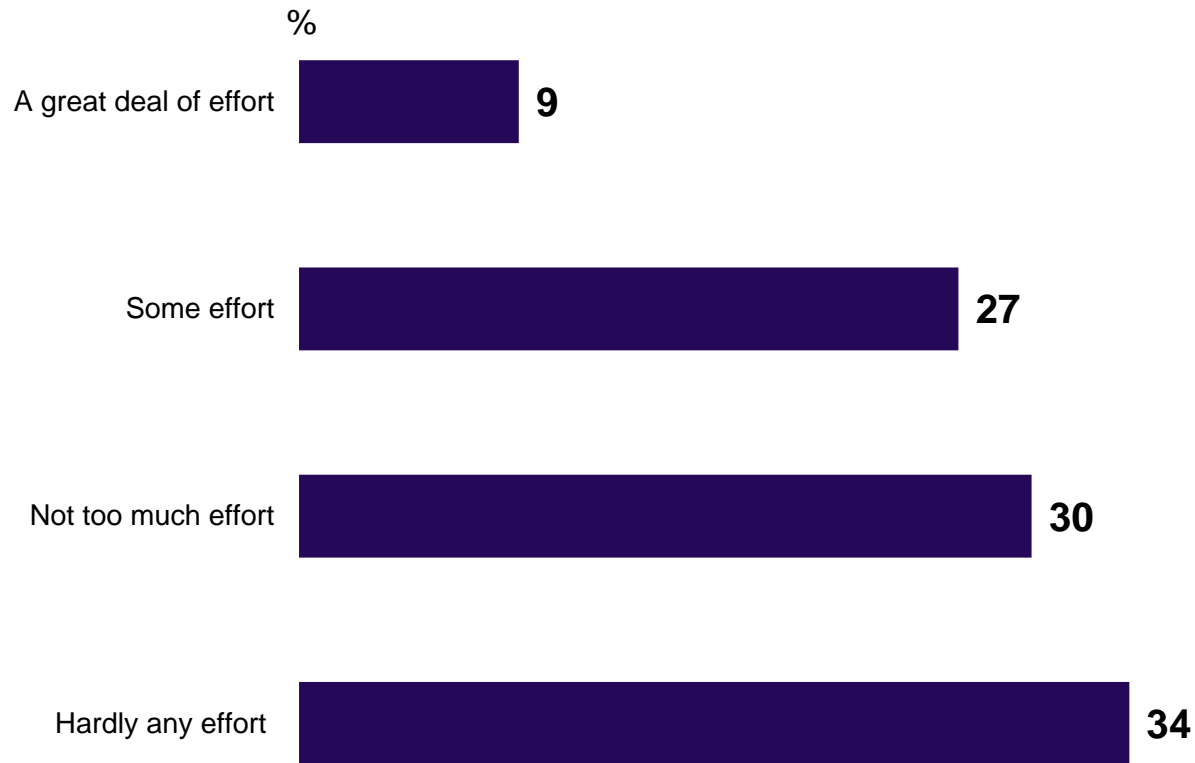
Q19 Thinking back to what you were expecting at the outset when you first made your enquiry to the ICO, has the experience of dealing with them been better than, in line with or worse than you expected?

Base: All (375)



Effort

Two thirds found the experience of making a telephone enquiry to the ICO relatively effortless. A quarter claimed they had to put some effort into it



No significant differences by business versus personal or DP versus FOI

Q20 How much effort have you personally had to put into making your enquiry to the ICO?

Base: All (375)