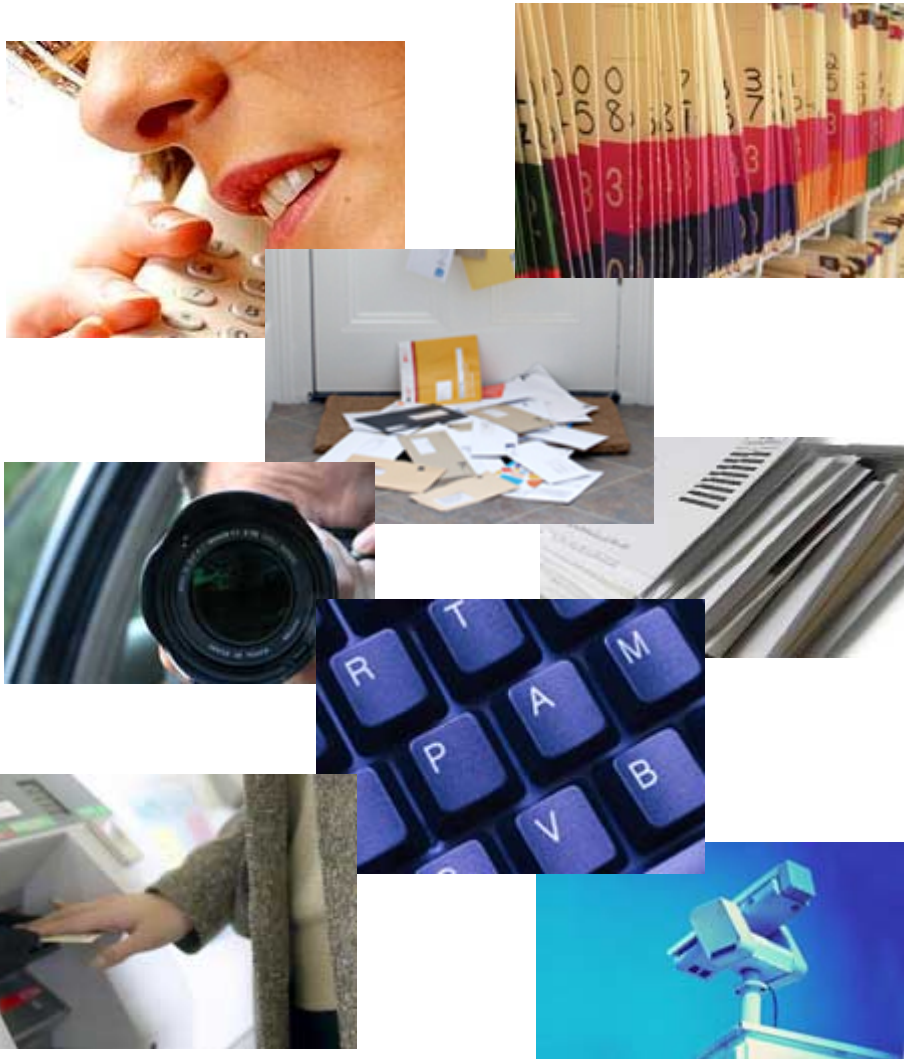




Agenda



- Study Objectives
- Approach and Sample Profile
- Detailed Findings
 - Detail on recent complaints/enquiries
 - Performance/satisfaction
- Summary and Recommendations

Study structured to reflect work conducted in 2006, with sample split to cover three areas of the business

- Research required among individuals submitting **written enquiries / complaints** to assess:

Service Delivery

- Satisfaction
- Comparison with others
- Improvements
- Understanding
- Timeliness
- Credibility

Communications Channels

- Channels used
- Use of website
- Progress reports
- Clarity of response
- Tone / grammar

Staff

- Ease of access
- Attitude
- Knowledge
- Empathy

- Data reported by the three main groups:

- Data Protection, Freedom of Information, Enquiries (the latter being a new sample for 2009)

A three stage approach taken to ensure full coverage of the issues

IMMERSION

Full briefing session with ICO teams

Individual interviews with team leaders



Ensure team understanding

Feed into survey design

Influence on timing of survey

QUANTITATIVE

420 telephone interviews

263 DP, 102 FOI, 55 Enquiries

Sample provided by ICO, all closed cases (last 3 months for DP/Enq, last 6 months FOI)

All pre-notified and TPS applied

146 Customers (6.2%) chose to opt out of the survey

Fieldwork 20th - 30th April 2009

QUALITATIVE

All customers asked for permission to recontact (86% agreed)

30 telephone follow-up interviews conducted by Jigsaw (15-20 minutes)

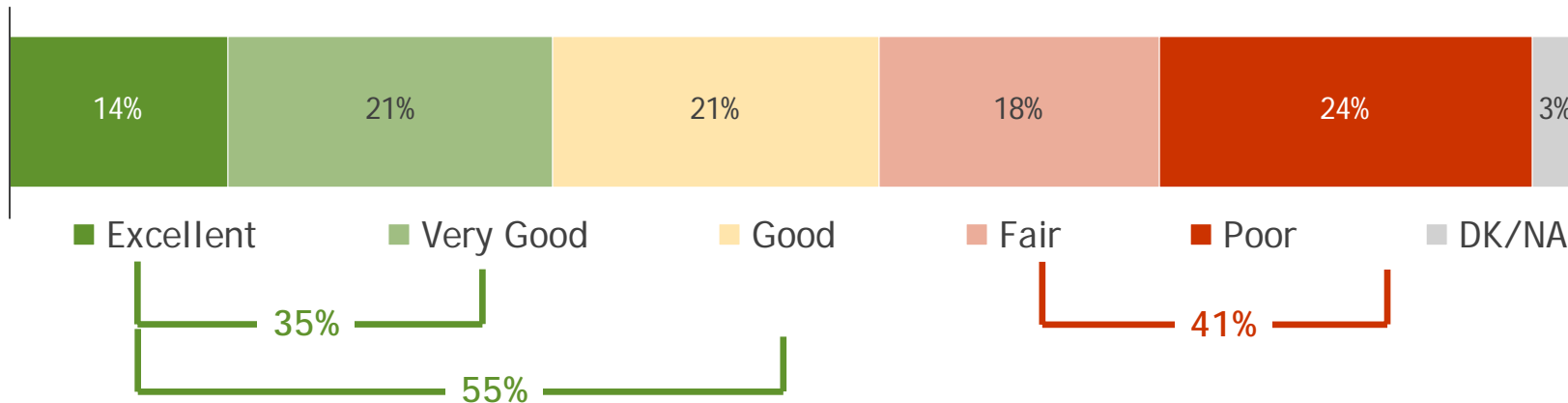
Cross section of Customers covered

Interviews conducted 8th - 17th June 2009

Detailed Findings

- Profile of Individuals -
- Contact Profile -

Overall rating of quality of service



A **Customer Satisfaction Index** has also been created using multiple questions within the survey.

For 2009, the index score (out of 100) is:

48

Q18a. Overall, how would you rate the quality of service provided to you by the ICO in relation to enquiries or complaints submitted in writing?
Base: All - (n=420)

Profile Summary

- Skew towards **MALES** (73%), especially for FOI (88%)
- Range of ages, but skew is **OLDER** (only 28% under 40)
 - FOI skew to 50+ (59%)
- Skew towards **ABC1** (68%)
- High proportion **WORKING** (66%), with many of the rest retired (18%)

Summary of Contact

- For over two-thirds (71%), this was their **FIRST CONTACT**
- For the vast majority (86%) they had only submitted **ONE ENQUIRY/ COMPLAINT** in the period being assessed
- The vast majority (89%) were in contact on their **OWN BEHALF**
 - If on behalf of others, it tended to be for a family member or employer
 - The majority of contacts were personal
- The vast majority (93%) of cases for DP and FOI were **COMPLAINTS**

Reasons for Contact

- **DP** customers displayed **WIDE VARIETY** of contact reasons
 - Unsolicited contact (30%)
 - Personal details released (18%)
 - Access to information (15%)
- **FOI** contact **MORE FOCUSED**
 - Non release of information (52%)
- Organisations complained about are as expected
 - **DP** complaints centre on **COMMERCIAL COMPANIES** (56%) and **FINANCIAL** (14%)
 - **FOI** complaints centre on **LAs** (44%) and **GOV. DEPTS** (33%)

Contact Specifics

- Around a third (35%) knew how to make contact
 - Higher among FOI contacts (50%)
 - Only a minority (17%) had problems making contact
- Wide variation in number of items of correspondence submitted
 - 3.5 for FOI contacts
 - 2.3 (down from 2.8) for DP contacts
 - 1.7 for enquiries

Motivation to contact ICO varies across FOI and DP (Qual)

- **FOI CUSTOMERS** often see themselves as representing themselves and others
 - “Warrior Citizens” - want to beat the system
 - Likely to have previous contact / experience
 - Some believe they have ‘friend’ status (through volume of contact)
- Greater awareness of the Act results in greater frustrations with outcomes
 - Submitting more specific enquiries in order to reduce failure
- For **DP CUSTOMERS**, concern was with potential identity theft and fraud on credit cards
 - Want ammunition/backing to correct wrong entries/classifications
 - Enquiries seen as simple to correct, but highly worrying / inconvenient



Expectations from ICO generally better than 2006 (Qual)

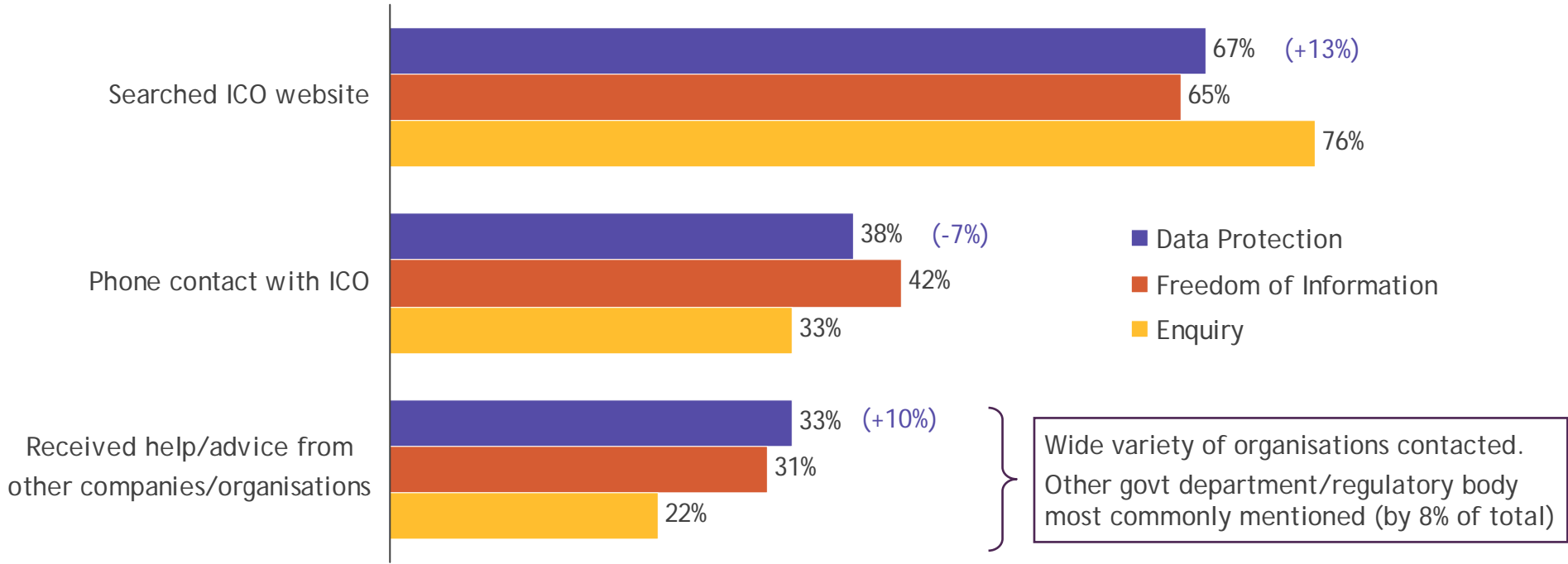
A clearer expectation/understanding of ICO's role since 2006

- Key expectations = solve problems and be on the side of the customer
- DP customers less demanding than FOI
 - Expected ICO to identify breaches and to support their cause against the offending organisation
- Some FOI individuals anticipated red tape and delays
- Others looking for help to compile their case for the adjudicator
 - Ensuring all information was complete
 - Questions crystal clear and directional



Multiple channel usage often involved, with importance of website highlighted by claimed usage.

Contact in addition to written communication with ICO



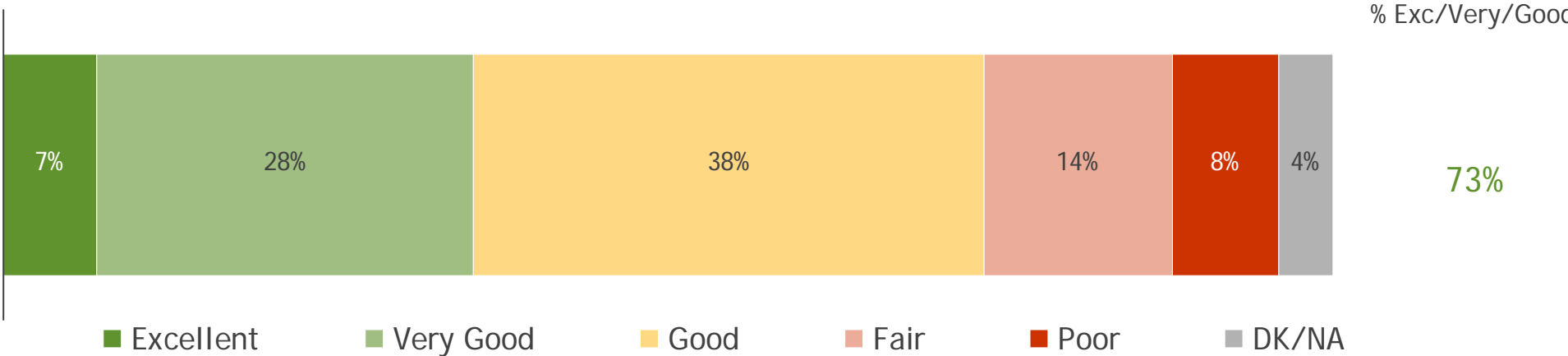
Q7/Q10a-b/Q10c-d. Have any of your written complaints/enquiries in the last 3/6 months involved... receiving help or advice from other companies, organisations, employers or Government departments? telephone conversations with staff at the ICO? searching the ICO website?
 Base: All - DP (n=263), FOI (n=102), Enquiry (n=55)

The website is a common start point for customers and is generally well regarded.



84% of website visitors did so before contacting ICO

Rating of website



Q10e. And was that suggested by someone from the ICO? Q10f. Did you visit the website before contacting the ICO?

Q10g. And how would you rate the website, would you say it was ?

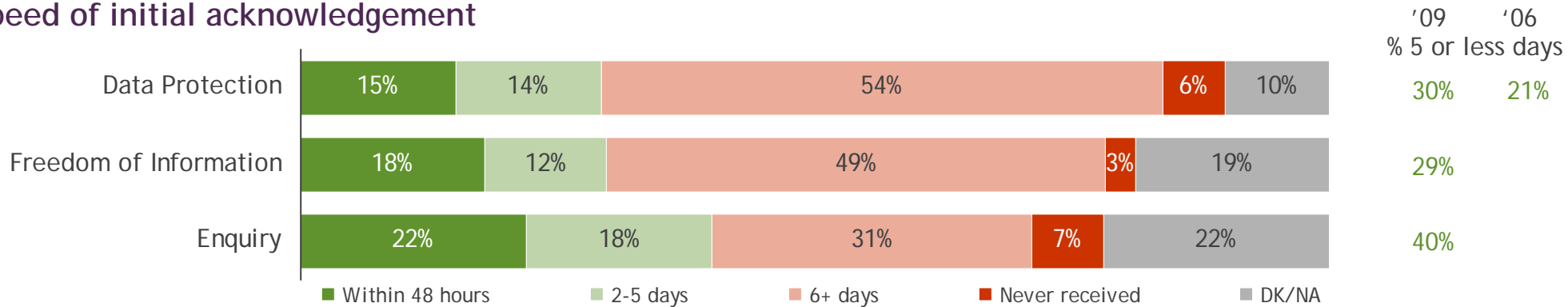
Base: All contacting website - DP (n=175), FOI (n=67), Enquiry (n=42)

Where figures do not add up exactly, this is due to rounding 11

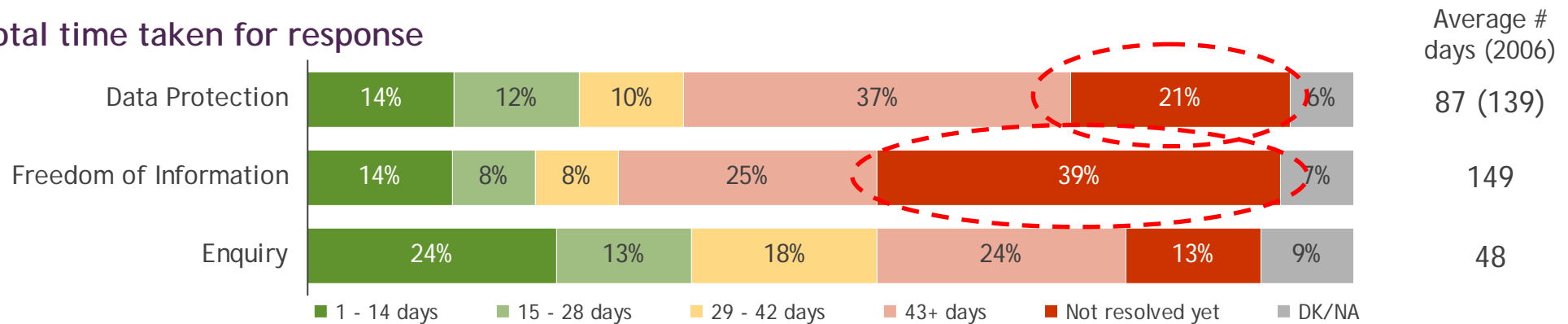
Response time for DP improved since 2006 where customers acknowledge case closed, but proportion claiming not resolved has increased from 0% to 21%. High proportion claim FOI cases not resolved.



Speed of initial acknowledgement



Total time taken for response



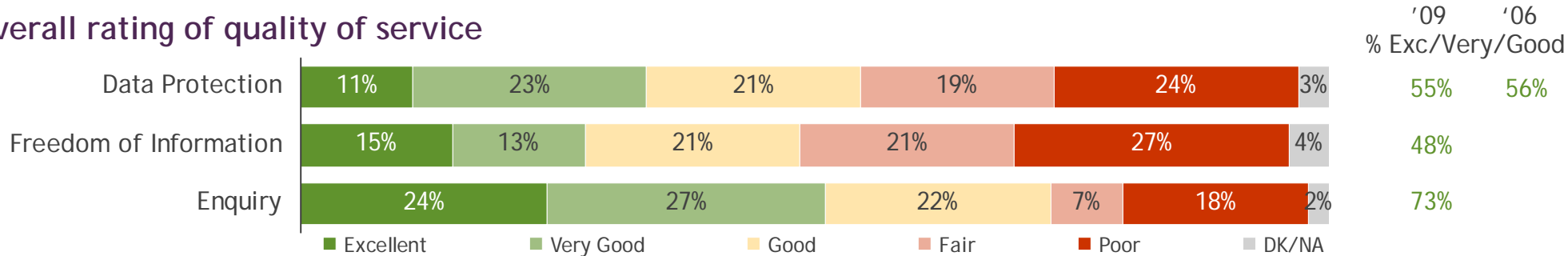
84% of unresolved issues were submitted 43+ days ago
 58% of those waiting 3 mths+ chased progress on their case
 52% of those waiting 3 mths+ rec'd some correspondence from ICO

Detailed Findings

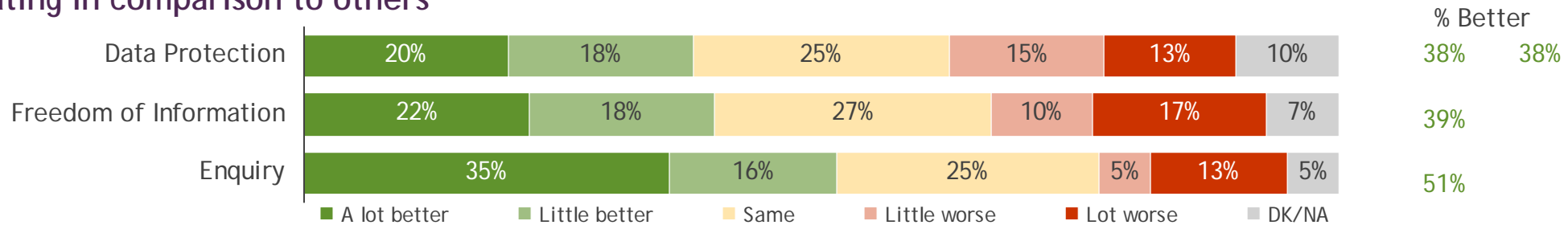
- Service Delivery -

Overall rating is mixed for DP/FOI, although many feel performance is better than other organisations.

Overall rating of quality of service



Rating in comparison to others



Q18a. Overall, how would you rate the quality of service provided to you by the ICO in relation to enquiries or complaints submitted in writing?

Q18b. And how would you compare the quality of service provided by the ICO with that of other organisations you have dealt with generally?

Base: All - DP (n=263), FOI (n=102), Enquiry (n=55)

Where figures do not add up exactly, this is due to rounding 14

Comparisons with other organisations tend to be mixed (Qual)

ICO often seen as offering a better overall service than other organisations; namely banks, utilities and local authorities/councils

- ICO seen as more responsive and 'professional'
 - *"They're very personable and helpful when you deal with them"*
- Also easier to deal with as no ulterior motive

Some FOI customers were less than enthusiastic on ICO's behalf

- *"By no means the worst, but not the best"*

Some found ICO too bogged down with procedure

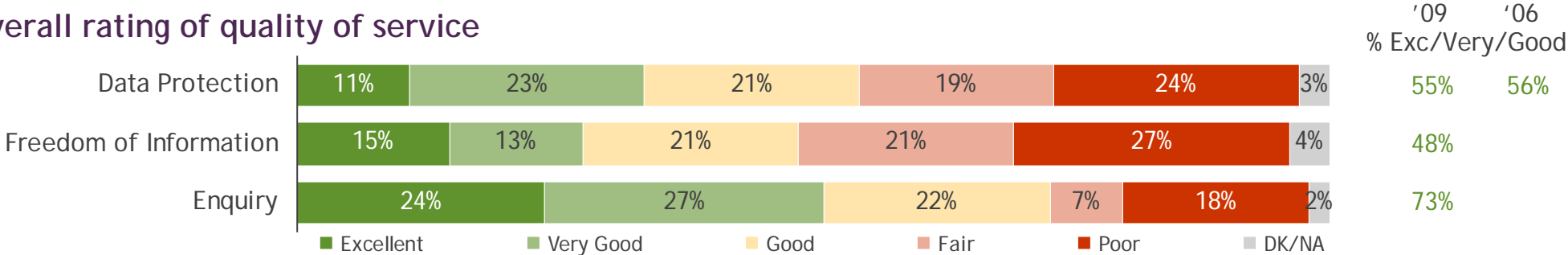
- *"They're like a stuffy old solicitor's office"*
- *"All public sector offices are slow and jobsworth"*



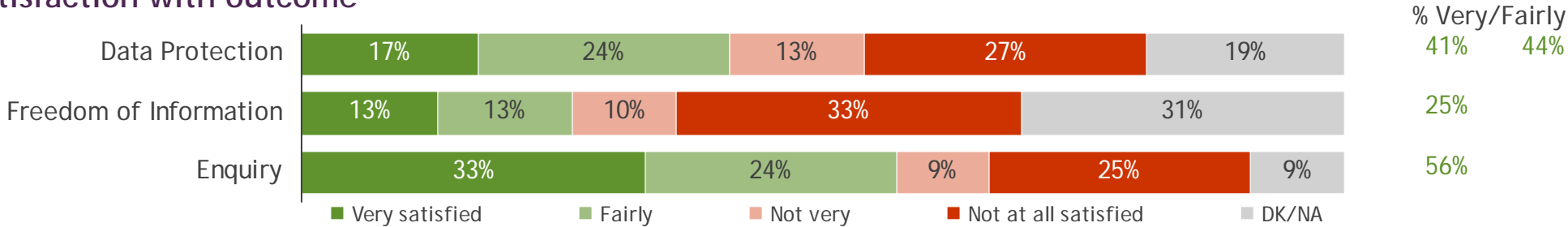
Overall rating strongly linked with overall outcome and notable many feel unable to rate the outcome (as don't think enquiry is complete).



Overall rating of quality of service



Satisfaction with outcome



Q18a. Overall, how would you rate the quality of service provided to you by the ICO in relation to enquiries or complaints submitted in writing?
 Q19. While we have focused on the service provided by the ICO, how satisfied were you with the actual outcome of your recent enquiries or complaints?
 Base: All - DP (n=263), FOI (n=102), Enquiry (n=55) Where figures do not add up exactly, this is due to rounding 16

Satisfaction with Service and Outcome (Qual)

Respondents this year better able to divorce outcome from service

- ICO appears to be doing a better job of referring outcomes to the appropriate Act
 - but many respondents struggled to be 100% sure of what the outcome was

FOI customers were more likely to be dissatisfied than DP

- More delays in receiving information
- Having a more complex submission procedure?
 - Need to be very specific about what information is to be released



Perceived powers of ICO cause some frustration (Qual)

ICO felt to lack 'some teeth' when dealing with organisations

- Often expected that ICO could 'punish' the organisation or force it to make certain reparations
 - *"They should be able to fine the company if it's broken the law" (DP)*
- For FOI, the complaint often centred on ICO's perceived lack of authority in 'forcing' local councils to part with
 - *"By the time I got it, the story was old and I couldn't do anything with it - the did it on purpose and ICO stood by and let them"*



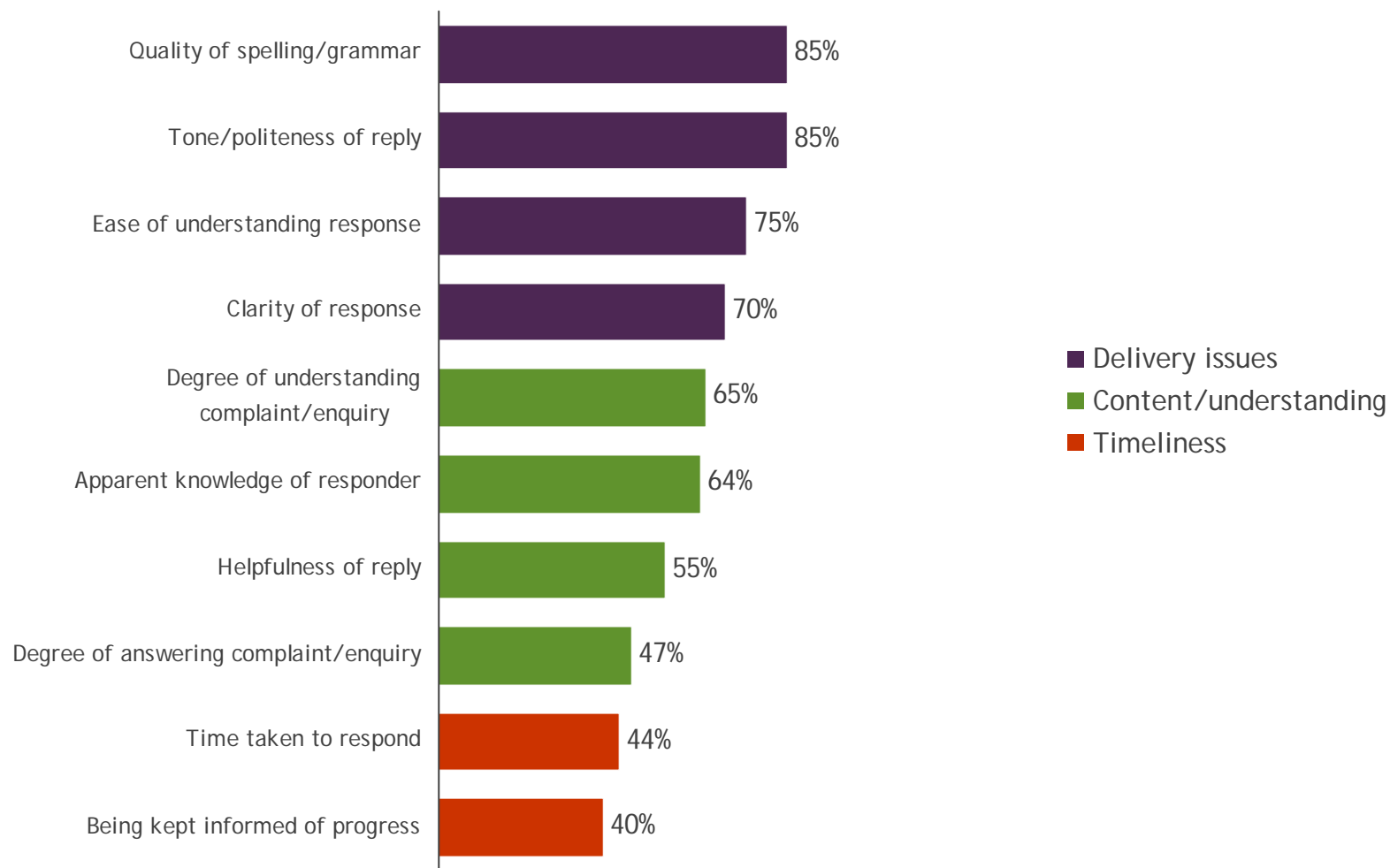
Overall Ratings x Contact Profile

%	Excellent/ Very good	Good	Fair/ Poor
No previous contact with ICO	79%	69%	63%
First organisation contacted	72%	70%	60%
Communication involved phone contact	36%	32%	44%
Multiple written contact required	41%	47%	59%
Acknowledgement rec'd within 5 days	46%	30%	18%
No acknowledgement rec'd (perceived)	2%	0%	10%
Final response rec'd within 28 days	43%	27%	12%
Not resolved yet	14%	17%	34%

Q18a. Overall, how would you rate the quality of service provided to you by the ICO in relation to enquiries or complaints submitted in writing?
 Base: Those rating overall QofS as - Excellent/Very good (n=145), Good (n=88), Fair/Poor (n=175)

Individual Ratings - Overview

Rating of ICO's performance in relation to...
 (% rating Excellent/Very good/Good)



Q16a. I'd now like you to think about the emails and letters you have received back from the ICO in relation to your complaints/enquiries in the last 3/6 months. I'd like you to tell me whether you think the performance of the ICO has generally been... Base: All (n=421)

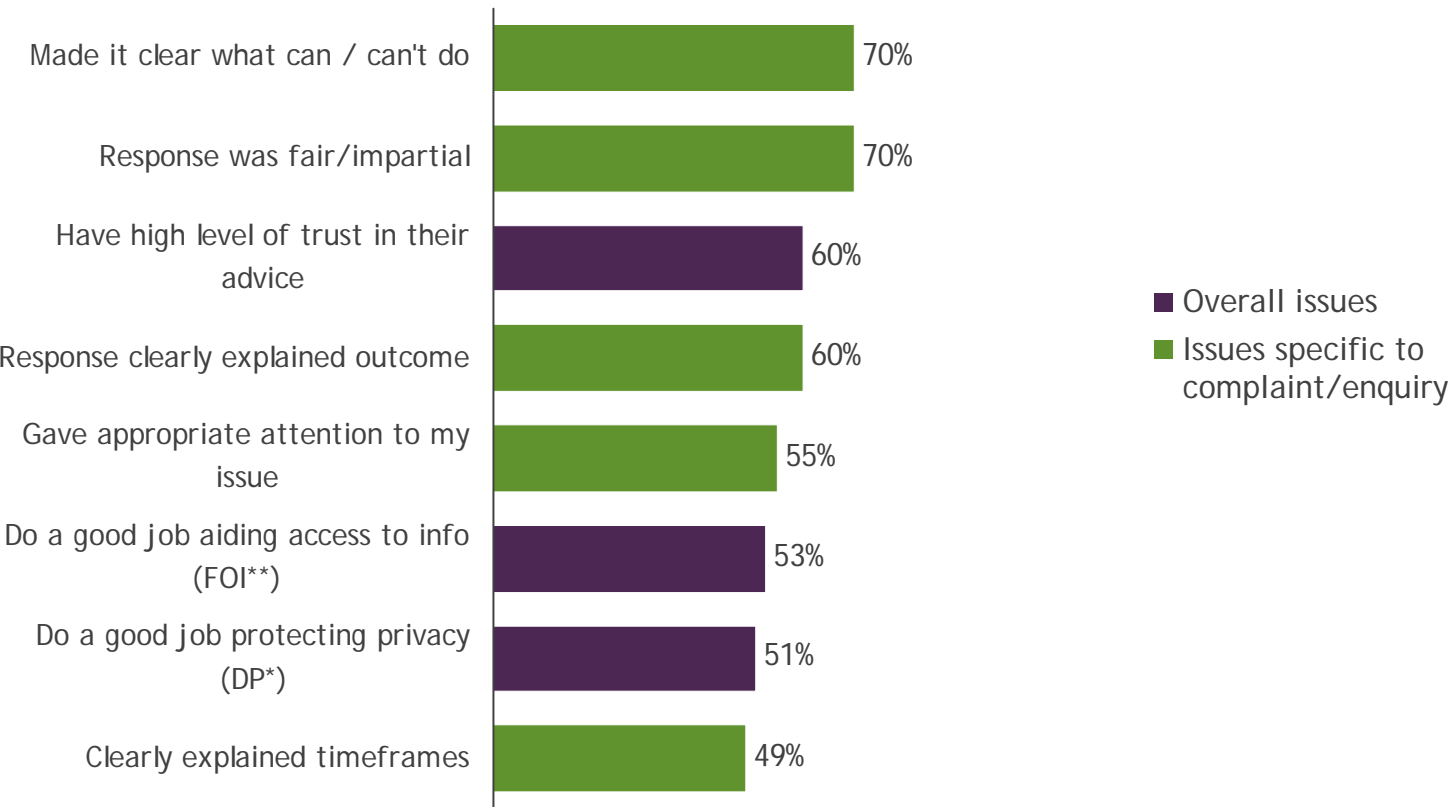
Individual Ratings - By Customer Group

Rating of ICO's performance in relation to...
 (% rating Excellent/Very good/Good)



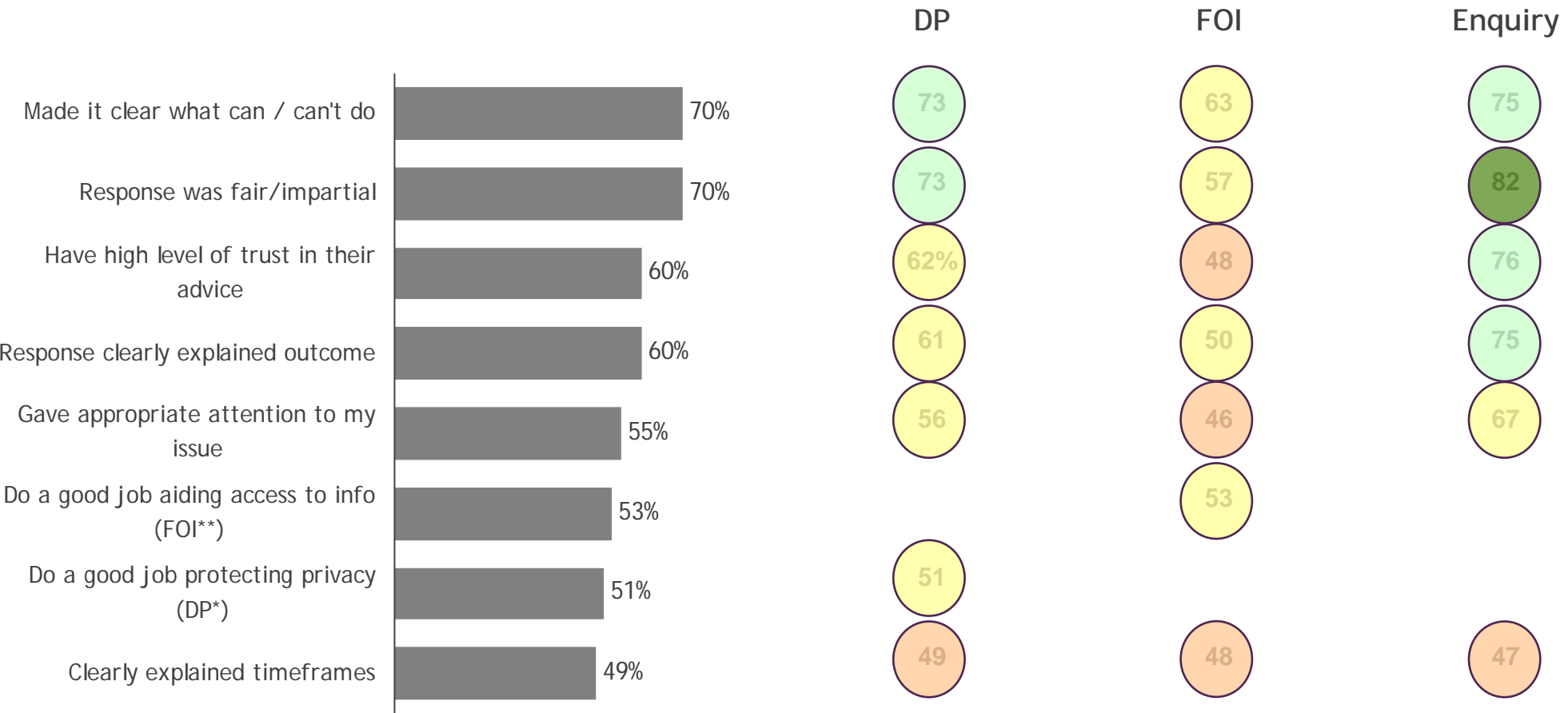
Customers not overly convinced in relation to 'trust' and doing a good job, with concerns evident in relation to explaining role of ICO and timeframes.

Agreement with ICO's performance in relation to...
(% rating Strongly agree/Agree)



Customers not overly convinced in relation to 'trust' and doing a good job, with concerns evident in relation to explaining role of ICO and timeframes.

Agreement with ICO's performance in relation to...
 (% rating Strongly agree/Agree)



● 80+ ● 70+ ● 50+ ● 40+ ● 30+

Qualitative interviews revealed some issues in relation to complexity of FOI responses (Qual)

Delivery / Content / Understanding

- Delivery felt to be good in relation to tone, spelling, grammar but some experienced difficulty in understanding the response
 - *“I’ve got a degree but I struggled to understand it - I had to translate it on the web” (FOI)*
- As seen in 2006, there was an appreciation of having personalised (rather than standard) letters
- And they felt ICO staff generally made an effort to be fully informed and to understand their complaint or enquiry fully



The poor quantitative scores for timeliness are reflected in the qualitative feedback (Qual)

Backlogs caused some frustration

- Not enough staff to deal with the volume of work
- Concern that public sector works to more “fluid” deadlines
- On the one hand, good that cases were dealt with by individual case workers
 - But suggestion there could be value in grouping similar enquiries
- Key concern in relation to FOI is that by the time a response is received, it may be of no use
 - FOI enquirers, perhaps because of the nature of some respondents, read something more sinister in delays

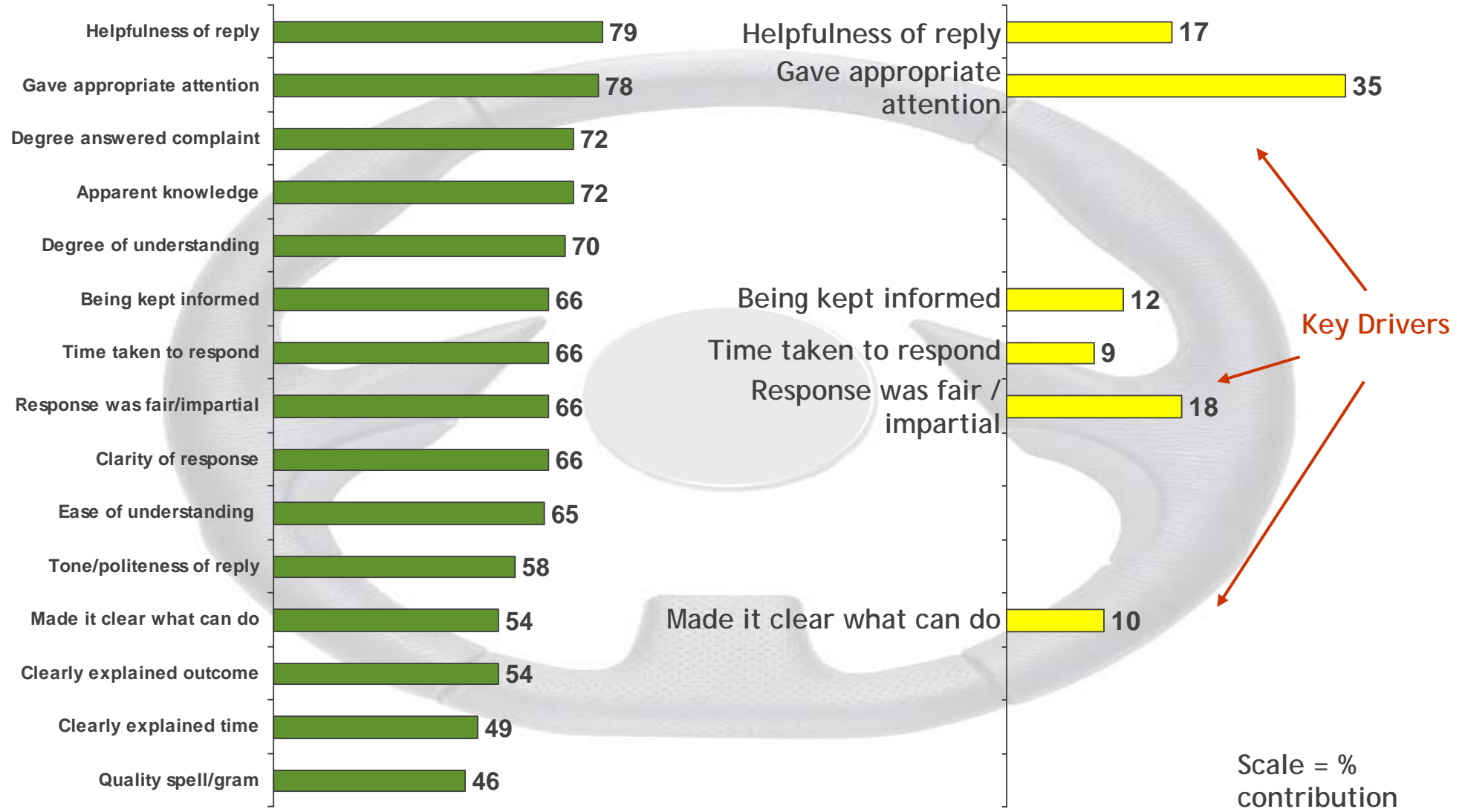


The efforts of staff are generally appreciated (Qual)


- As in 2006, staff well regarded within ICO
 - Generally seen as helpful and knowledgeable
 - Evidence of greater proactivity than 2006
- Some subjects willing to 'cut them some slack', appreciating how busy the ICO has become
- Some staff make an effort to offer a personal touch and it is appreciated
- For more complex enquiries, subjects would like staff to engage more and to confirm they have all they need
- However, a major perceived weakness is they are seen as powerless with regard to "enforcing the law"



Analysis shows strong links between attributes rated and overall rating - regression identifies six attributes that are key to driving satisfaction



Summary and Implications

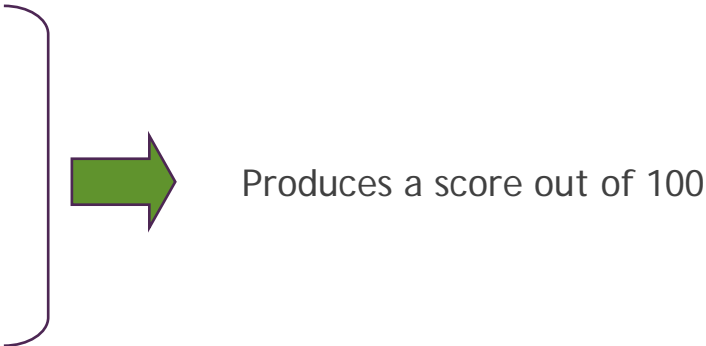
- 
- At an overall level, the ratings given are broadly in line with 2006, with the figures for FOI being a little lower than those seen for DP
 - Scores for ‘enquiries’ tended to be higher, but there was invariably less riding on the outcome
 - Key areas highlighted for ‘improvement’ fell the following areas:
 - The perceived “authority” of ICO
 - Timelines (acknowledging that ‘appropriate’ time should be spent)
 - The legal terminology used in some responses
 - Ensuring ‘closure’ is as clear as possible
 - Although many of the ratings were low, staff are highly regarded as being helpful and knowledgeable
 - A number of qual interviews revealed levels of helpfulness and proactivity that were not seen in 2006

Customer Satisfaction Index

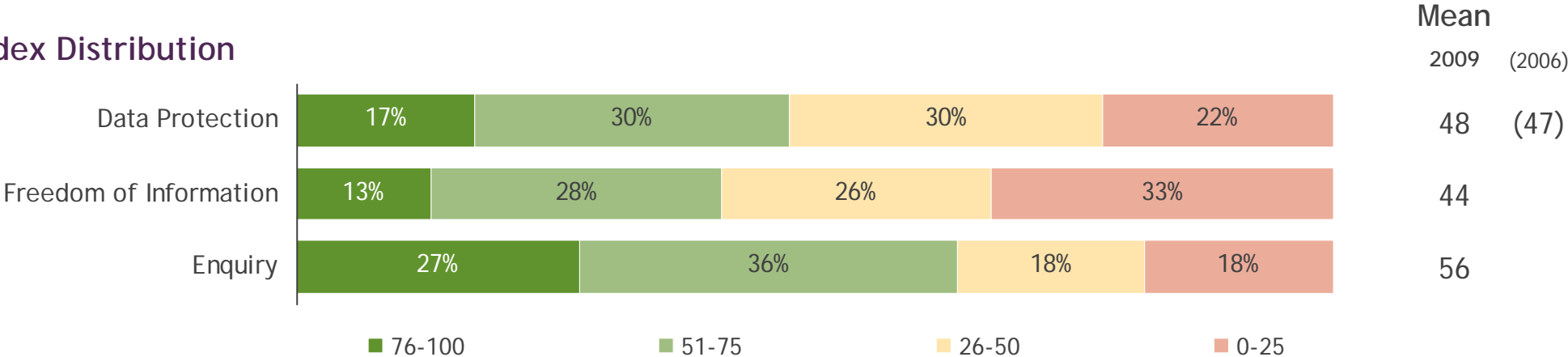


Data from performance related questions combined to produce an INDEX. Weightings of categories shown below:

- Overall rating - 30%
- Quality of response (answering query, helpfulness, etc) - 25%
- Timeliness of response - 25%
- Overall impression (trust, fairness, doing a good job) - 10%
- Ease of contact - 5%
- How well kept informed - 5%



Index Distribution



Base: All - DP (n=263), FOI (n=102), Enquiry (n=55)

Where figures do not add up exactly, this is due to rounding 29