



**INFORMATION  
COMMISSIONER'S  
OFFICE**

**CUSTOMER  
SATISFACTION STUDY –  
DATA CONTROLLERS**

**April 2005**

<b>Contents</b>	<b>Page</b>
<b>1 Study Overview</b>	<b>3</b>
<b>2 Headline Findings and Implications</b>	<b>4</b>
<b>3 Detailed Findings</b>	<b>6</b>
a) Organisation and Enquiry Profile	6
b) Contact Channels	7
c) Expectations	7
d) Performance	8
e) Attitudes Towards the ICO	13

## **APPENDICES**

# 1 Study Overview

The Information Commissioner's Office (ICO) commissioned Jigsaw Research to conduct a customer satisfaction study among data controllers submitting written enquiries. The key objective of the research was to assess levels of satisfaction experienced by users of the data compliance department. In particular, the research was set up to assess:

- ▶▶ Satisfaction with service delivery and, in particular, to assess how well ICO staff were seen to perform
- ▶▶ Which communication channels were used and what user preferences were

In order to meet the objectives a three-stage study was implemented.

**Stage 1** comprised an immersion day where Jigsaw Research spent a day with key staff in Wilmslow, listening in to calls from data controllers and also discussing service delivery with those involved in dealing with enquiries.

**Stage 2** was the main quantitative survey, comprising 200 telephone interviews with data controllers and each interview lasted around fifteen minutes. The sample comprised controllers that had submitted written enquiries between mid-September and mid-December 2004. Each individual was written to by the ICO to inform them about the study and to give them the opportunity to decline to take part. Around 10% declined, which resulted in c475 contact names for the survey. A high co-operation rate among the target audience allowed us to achieve the desired sample size of 200.

**Stage 3** comprised follow-up in depth interviews with fifteen data controllers who had agreed to be re-contacted following the quantitative interview. These interviews were designed to provide greater depth of feedback, with a view to supplementing the harder quantitative data with more detail on issues that might be driving the data. There was a high level of interest in the study as 69% of those who took part in Stage 2 agreed to participate in this stage of the research.

The stage 2 interviews were conducted between January 25<sup>th</sup> and February 8<sup>th</sup> 2005, with the stage 3 interviews running from February 3<sup>rd</sup> – 16<sup>th</sup>.

Both the quantitative questionnaire and the qualitative discussion guide are appended to this report.

## 2 Headline Findings and Implications

### Headline Findings

At an overall level, the findings were reasonably positive with 76% of enquirers giving a rating of good, very good or excellent for the service received. While generally positive, this did leave 24% giving a rating of only fair or poor, with 13% giving a poor rating overall. There is, therefore, room to improve service delivery.

In addition to the generally positive overall rating, some 46% felt that the service was better than they had received from other organisations. While it is likely that the 'other' organisations comprised a range of public and private sector bodies, it is encouraging that the ICO were viewed as being better than "the norm" for almost half the enquirers.

The main variables driving the overall rating were:

- ▶▶ The extent to which the enquiry was understood and answered
- ▶▶ The speed of the response to the enquiry

It was also notable that the overall rating was higher among those enquirers who knew who to contact in relation to their enquiry, those needing to submit only one email/letter in relation to their enquiry and those who received a quick acknowledgement of their enquiry and a quick response to the enquiry itself. To some extent this is not surprising as the quicker and more straightforward the process, the more likely it is that an enquirer will give a positive rating of the service delivery.

While there were criticisms evident in relation to the speed of response and some concerns expressed that responses did not directly answer the questions asked, it was clear from both the qualitative and quantitative work that there is a high regard for the quality of the individuals working at the ICO.

### Implications

While the scores were generally positive, the quality of responses could be improved for some enquirers, particularly if the response involves either standard paragraphs or referencing parts of the Act. Where possible, the response should clearly demonstrate that the specific issues raised have been addressed and it should also explain how the response relates to their specific situation.

In providing responses, those at the ICO should be aware that providing guidance as opposed to a definitive response (such as yes or no, make sure you do x, y, z, etc) does impact on service perceptions. Many of the enquirers have no previous experience of the ICO and often expect very clear-cut, black and white answers, particularly as they see the ICO as the regulator as well as the advisor.

As noted, speed of response is a key issue and the ICO should either seek to improve turnaround times or aim to manage expectations as well as possible.

In addition, enquirers are also looking to the ICO to demonstrate an understanding of their sector, this in turn lends credibility to the responses given.

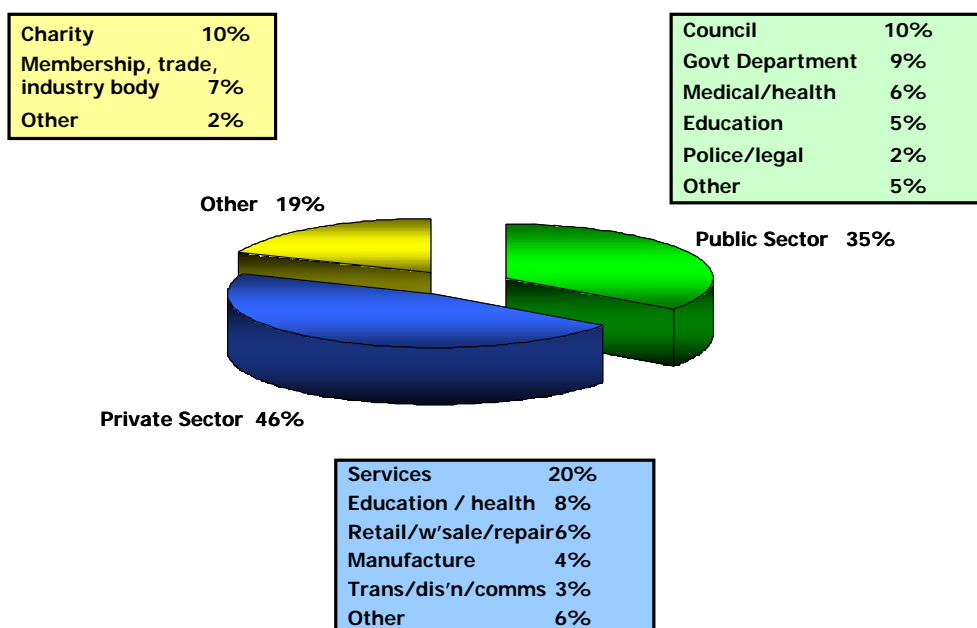
As will be seen later in the report, a large percentage of enquirers had some form of interaction with the ICO website. The feedback on the site tended to suggest that while there have been improvements and the content is more than adequate, individuals can struggle to find what they need, which in turn may lead them to submitting a written enquiry via the website.

### 3 Detailed Findings

#### a) Organisation and Enquiry Profile

The chart below shows that the enquirers were drawn from a wide variety of organisations and companies, encompassing both the public and private sector.

**Figure 1 – Organisation Profile**



In addition to being drawn from a variety of organisation types, the level of contact with the ICO varied quite considerably. In particular, 51% of enquirers had not had any previous contact with the ICO, while a further 30% were only in contact 1-3 times a year. Within the sample there were a small number of individuals in relatively frequent contact (9% in contact at least monthly, 11% in contact once every 2-3 months).

The majority of the enquiries submitted related to how the DPA applied to a specific situation, with the enquiries including subjects such as:

- ▶▶ How data needs to be handled if being transferred/moved/re-formatted or if access needs to be given to new controllers
- ▶▶ Requirements/obligations in regard to CCTV
- ▶▶ Clarification on applicability of the Act
- ▶▶ How publicly available data needs to be handled if used for marketing / promotion
- ▶▶ Issues relating to holding and accessing employee data

- ▶ Availability of standard text or training/guidance notes

Over and above these issues, 10% of enquiries related to whether or not the Act had been breached and a further 8% were in relation to releasing data to a third party.

## b) Contact Channels

Just over a third of enquirers (34%) knew whom to contact in relation to their enquiry, this rising to 49% among those who had had previous contact with the ICO. Among those who did not know who to contact, the majority felt that it was easy to find out whom to contact, with only 8% stating that it was not easy.

While not asked explicitly, it is apparent from the data that many enquirers would have used the website as a starting point for their enquiry. Overall, some 84% of enquirers had used the website as part of their enquiry, with only 7% having done this at the suggestion of the ICO. The qualitative follow-up interviews indicated that a number of enquirers would have submitted enquiries via the website (possibly because they had not been able to find the information they were looking for).

In addition to the use of the website, 40% of enquirers had also had telephone contact in relation to their enquiry(ies). It is thus clear that use of multiple channels (web, phone, email) is relatively common, dictating the need for the ICO to have an integrated and seamless service across the channels.

Overall some 83% of enquirers had used email as opposed to a written letter to submit their enquiry. Two-thirds (67%) of enquiries required just a single email/letter, with a further 26% needing two and 7% needing three or more emails/letters.

Only 16% of enquirers had contacted other organisations in relation to their enquiry and (thus) for the majority (89%) of enquirers, the ICO was their first port of call.

## c) Expectations

Expectations of the service offered by the ICO varied and tended to depend on a) the understanding/level of confidence of the enquirer and b) whether they had enquired in the past. Invariably there was a crossover between these two aspects and while expectations were high across all groups, those with less experience of the DPA and no previous contact with the ICO were often likely to expect a definitive response from the ICO e.g. a yes / no response or a response outlining what it is they needed to do.

Where a response was seen to be incomplete or “sitting on the fence”, enquirers could become somewhat frustrated as for them, compliance was a key issue. They wanted to keep within the law (and often wanted others to) and ensure that their interpretation of a response would not land them in trouble later on.

Enquirers generally expected the ICO to provide a high quality, professional service that demonstrates both their expertise in relation to the Act, but also an understanding of the sector and

issues under consideration. Building on this, they were looking for responses to deal specifically with their enquiry and not be what was referred to as “a cut and paste job”.

In addition to the above, enquirers were also looking for consistency of response. A number cited examples of where they had been given different responses by different people or different people in their organisation had received different responses from the ICO. While there may be an issue of consistency within the ICO, we would also note that enquirers may not be consistent with the questions they are asking, leading to different responses being given. Clearly this is a tricky issue to manage, but it does put an onus on the ICO to fully understand (as far as possible) the specifics of the enquiry.

## d) Performance

### Overall Measures

Two overall measures of performance were included in the study and the data for these two questions is shown below:

**Figure 2: Overall Performance Measures**

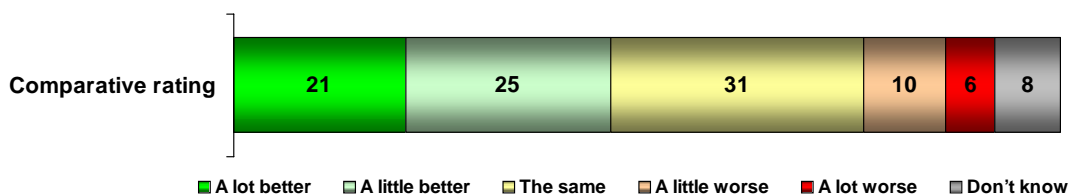
#### Q15. Overall Rating of Quality of Service

*% Giving each response*



#### Q17. Rating in comparison to others

*% Giving each response*



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

Overall some 76% of enquirers felt that the quality of service was good or better, this figure did not vary significantly by sector or by whether the enquirer had had previous dealings with the ICO. When comparing the service with that received elsewhere (but not specified), 46% felt that the ICO delivered a better service, with 16% feeling that it was worse than elsewhere. Overall, we would see these scores as relatively positive, but clearly there is room to improve, particularly with 13% giving a rating of poor.



Of note was the fact that just under half of those giving a rating of fair/poor still felt that the service was as good or better than that received elsewhere, indicating that there is a group of people who are either generally critical and/or have high service expectations. This is not to say that this group should be discounted, but they should be borne in mind if performance targets are set (essentially we would not expect the ICO to reduce the 13% giving a rating of poor to 0%).

As might be expected, overall ratings tended to be more positive where the process was both simple and relatively quick. This is illustrated in the table below, which takes a number of process variables, and cross analyses them against overall ratings.

**Figure 3: Overall Ratings by Process Variables**

	Total	Excellent / V. Good / Good	Fair / Poor
<i>Base</i>	<i>200</i>	<i>152</i>	<i>47</i>
	%	%	%
<b>Knew who contact</b>	<b>34</b>	<b>39</b>	<b>19</b>
<b>Did not know who to contact</b>	<b>66</b>	<b>60</b>	<b>81</b>
<b>Single email/letter required</b>	<b>67</b>	<b>70</b>	<b>55</b>
<b>More than one required</b>	<b>33</b>	<b>28</b>	<b>44</b>
<b>Acknowledgement within 24 hours</b>	<b>25</b>	<b>30</b>	<b>6</b>
<b>No acknowledgement (perceived)</b>	<b>10</b>	<b>5</b>	<b>26</b>
<b>Response within 1 – 7 days</b>	<b>36</b>	<b>43</b>	<b>15</b>
<b>Response in 29+ days</b>	<b>21</b>	<b>14</b>	<b>42</b>

*(nb figures in green/red are significantly higher at the 95% level of confidence)*

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

The overall rating scale of excellent down to poor was also used to rate the performance of the ICO against a range of specific delivery variables. These variables covered three main dimensions:

- ▶ Content/Understanding – the extent to which the response was understood and answered by the ICO
- ▶ Delivery – whether the response was well written and clear
- ▶ Timeliness – how long the process took and whether the enquirer was kept informed

We will deal with each of these areas in turn.

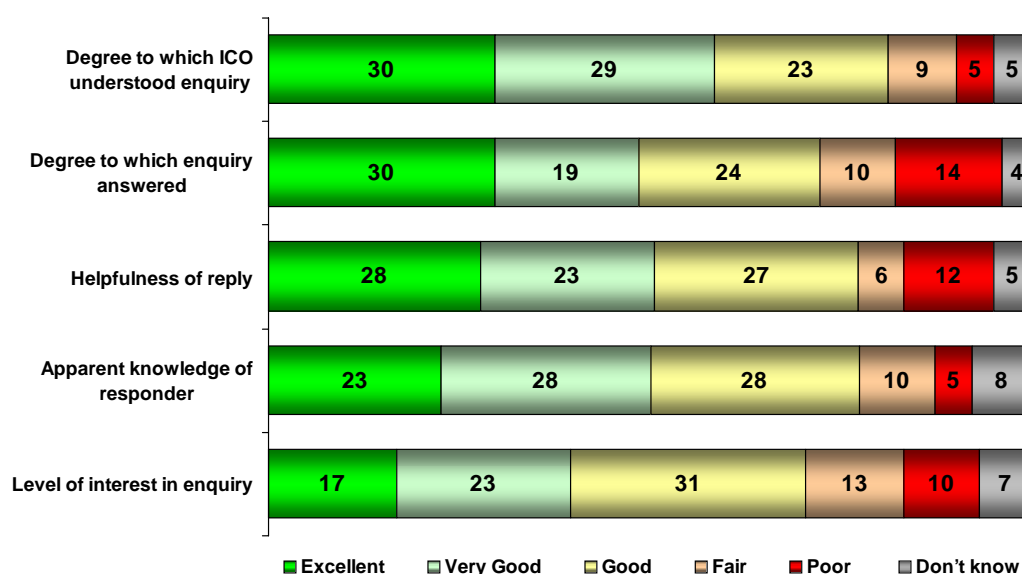
## Content / Understanding

The chart below shows the ratings for the five variables included under this heading:

**Figure 4: Content/Understanding Performance Ratings**

**Q14. How would you rate the ICO's performance in terms of...**

*% Giving each response*



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

The ratings above are broadly in line with the overall rating (76% rating good or better), with 73% giving a rating of good or better in relation to the degree to which their enquiry was answered and 78% giving a similar rating for the helpfulness of the reply. As seen in the overall rating, around 1 in 7 respondents gave a poor rating against these two dimensions, this suggesting that improvements could be made in this area.

As noted earlier, enquirers wanted to remain compliant and thus needed to have trust and confidence in what they had been told. While we will see in the following section that responses tended to be clear and easy to understand, frustrations crept in when the response was perceived to:

- ▶▶ have not given them a response that they could take action on
- ▶▶ "sit on the fence"
- ▶▶ be open to interpretation
- ▶▶ simply refer them back to the Act and/or be seen to be using standard responses
- ▶▶ contain too much jargon

Part of the frustration was often driven by enquirers seeing the ICO as the regulator in relation to the Act, which in turn lead them to believe that a definitive answer should be given. There were also instances where enquirers claimed that different responses were given by the ICO to the same enquiry (although it should be noted that we do not know how these enquiries were submitted and whether the detail or emphasis on particular issues varied).

As noted earlier, enquirers were looking for the response to address their specific issues or circumstances and (ideally) give them a very clear picture as to what it is they can or can't do. We appreciate that it is not always possible for the ICO to be 100% definitive in a response and it may be worth pointing this out to enquirers in order that they do not see the response as incomplete.

## Delivery

The chart below shows the ratings for the four variables included under this heading:

**Figure 5: Delivery Ratings**

**Q14. How would you rate the ICO's performance in terms of...**

*% Giving each response*



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

In contrast to the content/understanding variables, the figures above show very few poor ratings. In the follow-up interviews, responses reflected the data above, with enquirers praising staff for their approachable and friendly attitude as well as generally providing clear and straightforward responses. As might be expected, issues such as quality of spelling/grammar and tone/politeness are less important to enquirers than getting a satisfactory response, but they are areas where the ICO is expected to perform to a high standard.

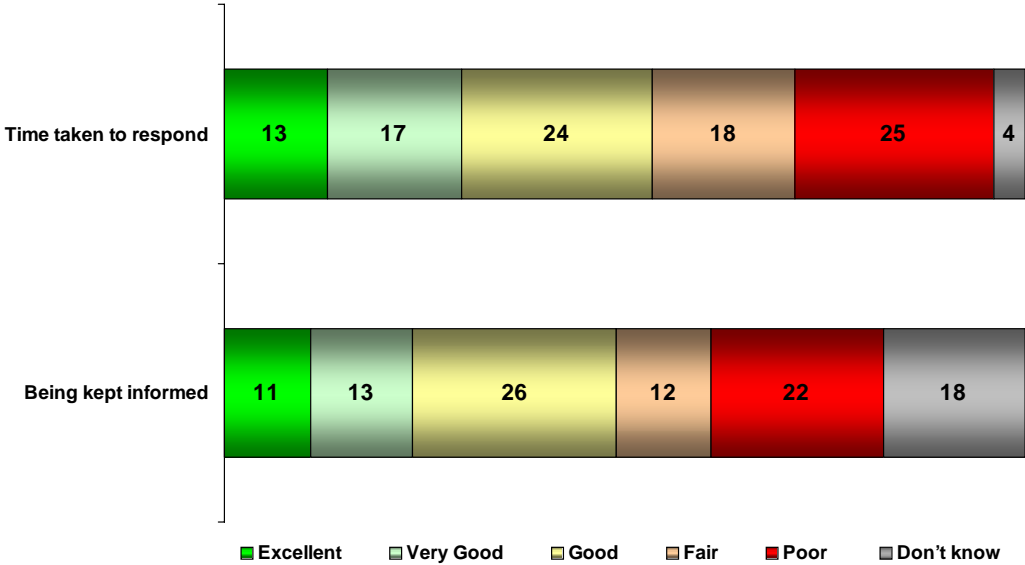
### Timeliness

On average, responses to written enquiries were taking three weeks. This average hides a wide degree of variation, with 36% receiving a response within a week, 21% within 2 weeks, 16% within 3-4 weeks and 21% having to wait over 4 weeks for a response.

The figures below show that this area was the most poorly rated by enquirers:

**Figure 6: Timeliness Ratings**

**Q14. How would you rate the ICO's performance in terms of....**  
*% Giving each response*



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

As can be seen, a quarter of enquirers felt that performance in relation to the speed of response was poor. While the ratings were not overly positive, the follow-up interviews revealed that while seen as slow, response times were often seen as “acceptable” given either the complexity of the issue or the fact that the enquirer (through previous experience) had built the response time into their expectations and had submitted the enquiry early enough for their needs to be met.

As might be expected, those in the private sector and those contacting the ICO for the first time tended to have higher expectations of turnaround times.

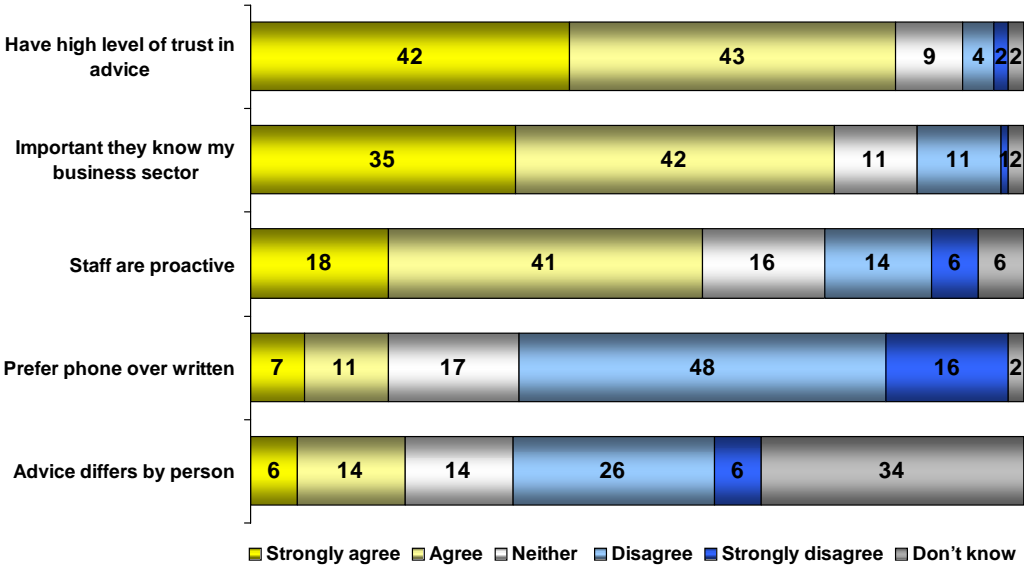
Where responses were likely to take some time, enquirers appreciated being informed as this would then allow them to take other action if appropriate.

### e) Attitudes Towards the ICO

At the end of the interview a number of attitudinal questions were asked of enquirers, the results of which are shown below.

**Figure 7: Attitudes towards the ICO**

**Q18. How much do you agree or disagree....**  
*% Giving each response*



As can be seen, the majority of enquirers had a high degree of trust in the advice they were given and just under three-fifths felt that staff were proactive. A key issue to note in the above chart is that 77% of enquirers felt that it was important for staff to know their business sector, with the result that it increases confidence in the advice they are receiving.

In terms of whether the advice differed by person, while a high proportion were unable to give a response, we again see evidence that there were some perceptions of inconsistency, with 20% claiming that the advice given differed according to who is providing the response.

Given that the study was conducted among those submitting written enquiries, it is no surprise that the proportion agreeing that they prefer phone contact is relatively low at 18%. However, we know from earlier that telephone contact is involved in a high proportion of enquiries and the fact that 18% prefer phone over written and a further 17% do not seem to prefer either channel again suggests that a seamless service (across the channels) is desired.

## APPENDICES

Quantitative questionnaire

Qualitative discussion guide

# JIGSAW RESEARCH LIMITED

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04/07/2005

## INFORMATION COMMISSIONER'S OFFICE

### CUSTOMER SATISFACTION SURVEY

#### Quantitative Questionnaire

98730

Interviewer Name : \_\_\_\_\_ I.D. No. \_\_\_\_\_

Respondent Name : \_\_\_\_\_

Respondent Address : \_\_\_\_\_

Postcode: \_\_\_\_\_ Telephone No: \_\_\_\_\_

#### INTERVIEWER DECLARATION

I declare that this interview has been conducted strictly in accordance with your specifications within the MRS Code of Conduct and with a person totally unknown to me.

Signed (**INTERVIEWER**): \_\_\_\_\_ Date \_\_\_\_\_

#### INTRODUCTION

Good morning/afternoon/evening. My name is \_\_\_\_\_, calling on behalf of Jigsaw Research, an independent market research agency based in London. We have been given your contact details by the Information Commissioner's Office who I believe wrote to you recently in relation to a research study we are conducting on their behalf. We have been asked to carry out a short interview regarding the service levels they provide. Could I ask you a few questions?

**IF YES, CONTINUE**

**IF NO, ARRANGE A TIME FOR CALLBACK IF POSSIBLE**

S1 Firstly, can I just confirm that you have had some contact with the Information Commissioner’s Office in the last three months in relation to a Data Protection Issue?

- Yes have had contact ..... 1 CONTINUE
- No have not had contact ..... 2 CLOSE

SAY: Throughout the interview I would like you to give your answers in relation to the **service** provided in responding to your enquiry or enquiries rather than the Data Protection Act itself. I would also like to stress that all answers should be given in relation to contact that you have had in the last 3 months that relates to enquiries you have submitted either by email or by letter.





<b>MAIN</b>
-------------

<b>SECTION 1 - BACKGROUND AND NATURE OF ENQUIRY(IES)</b>
--

Q1a. Firstly, are you working for... **READ OUT. SINGLE CODE**

- |   |              |
|---|--------------|
| A public sector organisation (e.g. Government, local council, hospital) ..... | 1 ASK Q1b    |
| A private sector or commercial company.....                                   | 2 ASK Q1d    |
| Some other form of organisation or not for profit company .....               | 3 ASK Q1c    |
| <b>DO NOT READ</b>  |              |
| Don't know .....  | 4 SKIP TO Q2 |
| Refused.....  | 5 SKIP TO Q2 |

**Q1b FOR PUBLIC SECTOR ONLY (CODE 1 AT Q1a)**

Q1b. And more specifically who do you work for? **DO NOT READ OUT. SINGLE CODE AS APPROPRIATE.**

- |  |   |
|--|---|
| Government Department (e.g. Department of Health, Inland Revenue, Department for Work and Pensions (DWP), etc) ..... | 1 |
| Council (e.g. County council, town council, local borough council, etc) .....  | 2 |
| Police, courts, probation service or other <b>crime</b> related establishment.....                                   | 3 |
| School, college, university or other <b>educational</b> establishment ....   | 4 |
| Doctor, dentist, hospital or other <b>health/medical</b> establishment ...   | 5 |
| Other (WRITE IN).....  | 6 |
| _____  |   |
| Don't know .....   | X |
| Refused.....   | V |

**SKIP TO Q2**

**Q1c FOR OTHER SECTOR (CODE 3 AT Q1a)**

Q1c. And more specifically what type of organisation do you work for? **DO NOT READ OUT. SINGLE CODE AS APPROPRIATE.**

- |   |   |
|---|---|
| Charity.....  | 1 |
| Membership organisation / trade body / industry body..... | 2 |
| Other (WRITE IN).....                                     | 3 |
| _____   |   |
| Don't know .....  | X |
| Refused.....  | V |

**SKIP TO Q2**

Q1d. And more specifically what is the company's main line of business?

**WRITE IN AND CODE**

**MANUFACTURING ETC.**

Agriculture/forestry/fishing .....	1
Manufacturing/mining/quarrying.....	2
Energy and water .....	3
Construction (including trades) .....	4

**RETAIL/WHOLESALE/DISTRIBUTION/ETC**

Retail/wholesale/repairs.....	5
Hotels/restaurants/leisure .....	6
Transport/distribution/storage and communications .....	7

**SERVICES**

Financial, estate agency, renting, other business services .....	8
Education/health and other services .....	9
Solicitor, lawyer, barrister.....	0

DON'T KNOW .....	1
REFUSED .....	2

Q2. Can you **briefly** describe what the email or letter enquiry or enquiries you have submitted to the Information Commissioner's Office in the last 3 months have been about.

**INTERVIEWER – TYPE IN ANSWER VERBATIM AND GO BACK AND PRECODE AT THE END. DO NOT READ OUT.**

**INTERVIEWER – CODE CLOSEST RESPONSE. CODE AS MANY AS APPLY**

**Q2 CODE LIST**

Notifying the Information Commissioner's Office about the use of (personal) data .....	1
Advice on what need to tell customers/clients/users about data that is being held .....	2
How to respond to someone who wants access to their personal data that the respondent holds .....	3
Whether able to release or transfer data to a third party .....	4
Whether Data Protection Act has been breached .....	5
What need to take into account in relation to new system or procedure.....	6
How Data Protection Act applies to specific situation.....	7

Q3a. On average, how frequently do you contact the Information Commissioner's Office with specific enquiries, either written or by phone? **CODE CLOSEST. SINGLE CODE.**

- Recent contact was first ever contact ..... 1
- Once a week or more..... 2
- Once every fortnight..... 3
- Once a month..... 4
- Once every 2 or 3 months (4-6 times a year) ..... 5
- Once every 4 – 6 months (2-3 times a year) ..... 6
- Once a year ..... 7
- Less than once a year..... 8
- Don't know ..... 9

**IF CODES 2-9 AT Q3a, THEN ASK Q3b/Q3c**

Q3b. And in the last three months, how many different enquiries have you submitted to the Information Commissioner's Office? **WRITE IN NUMBER.**

- \_\_\_\_\_
- Don't know ..... 1

**IF 2 OR MORE AT Q3b THEN ASK Q3c**

Q3c. And how many of those were written enquiries sent in either by email or by letter? **WRITE IN NUMBER.**

- \_\_\_\_\_
- Don't know ..... 1

**RESPONDENT CLASSIFICATION FOR LATER QUESTIONS**

**IF RESPONDENT IS CODE 1 AT Q3a OR HAS SUBMITTED ONLY 1 ENQUIRY AT Q3b OR Q3c, CLASSIFY AS 'SINGLE ENQUIRER'**

**IF RESPONDENT HAS SUBMITTED 2 OR MORE ENQUIRIES AT Q3c, CLASSIFY AS 'MULTIPLE ENQUIRY' (ALSO CLASSIFY 'DON'T KNOW' RESPONDENTS AS MULTIPLE ENQUIRER, SO THAT ALL RESPONDENTS ARE CLASSIFIED)**

**ASK Q4 IF CODES 2-6 AT Q3a**

Q4. And when you email or write to the Information Commissioner's Office with an enquiry, do the enquiries tend to be.....? **READ OUT. SINGLE CODE**

- Very similar ..... 1
- Fairly similar ..... 2
- Fairly different or ..... 3
- Very different types of enquiry ..... 4
- DO NOT READ
- Don't know ..... 5

**IF MULTIPLE ENQUIRER ASK Q5a. IF SINGLE ENQUIRER ASK Q5b**

Q5a With regard to email or letter enquiries sent in the last 3 months did you typically know who to get in contact with at the Information Commissioner's Office or did you need to find out who was the most appropriate person? **SINGLE CODE**

Q5b And did you already know how to get in contact with the Information Commissioner's Office or was this something you had to find out before contacting them? **SINGLE CODE**

Already knew.....	1
Had to find out.....	2
Varies/both ( <b>ONLY FOR THOSE ANSWERING Q5a</b> ) .....	3
Don't know/can't remember .....	5

**Q6a/b ONLY FOR THOSE WHO HAD TO FIND OUT OR VARIES AT Q5a/b (CODE 2/3)****IF MULTIPLE ENQUIRER ASK Q6a. IF SINGLE ENQUIRER ASK Q6b**

Q6a And typically how easy was it to find out who to contact, would you say it was... **READ OUT. SINGLE CODE**

Q6b How easy was it to find out who to contact, would you say it was.....**READ OUT. SINGLE CODE**

Extremely easy.....	1
Very easy .....	2
Fairly easy.....	3
Not very easy .....	4
Not at all easy .....	5
Don't know/can't remember .....	6

**IF MULTIPLE ENQUIRER ASK Q7a. if SINGLE ENQUIRER ASK Q7b**

Q7a Have any of your letter or email enquiries sent in the last 3 months involved contact with any other organisations or Government departments?

IF YES ASK. Which other organisations or Government Departments have you been in contact with?  
**MULTICODE**

Q7b Did your recent enquiry involve contact with any other organisations or Government departments?  
IF YES ASK. Which other organisations or Government Departments were you in contact with?  
**MULTICODE**

Local Education Authority (LEA) .....	1
Department of HEALTH .....	2
Department for WORK AND PENSIONS .....	3
Department for TRADE AND INDUSTRY (DTI) .....	4
Inland Revenue .....	5
Customs and Excise .....	6
Other Government Department .....	7
Local MP .....	8
Local Authority/Council .....	9
Social Services.....	0
The Police .....	1
Trade Union .....	2
Industry or Trade Organisation .....	3
Solicitor / lawyer / barrister.....	4
Consultant / adviser .....	5
Other (WRITE IN).....	6
Don't know/cant remember .....	X
Refused.....	V

**IF MULTIPLE ENQUIRER ASK Q8a. if SINGLE ENQUIRER ASK Q8b**

Q8a Was the Information Commissioner's Office typically the first organisation you contacted in relation to your enquiries?

Q8b Was the Information Commissioner's Office the first organisation you contacted in relation to your enquiry?

Yes ..... 1  
 No..... 2  
 Varied (MULTIPLE ENQUIRERS ONLY) ..... 3  
 Don't know ..... 3

**IF NO OR IT VARIED, THEN ASK Q9a/b****IF MULTIPLE ENQUIRER ASK Q9a. IF SINGLE ENQUIRER ASK Q9b**

Q9a Were they typically the last organisation you contacted?

Q9b Were they the last organisation you contacted?

Yes ..... 1  
 No..... 2  
 Don't know ..... 3

**IF MULTIPLE ENQUIRER ASK Q10a. if SINGLE ENQUIRER ASK Q10b**

Q10a Have any of your letter or email enquiries sent in the last 3 months also involved telephone conversations with staff at the Information Commissioner's Office?

Q10b Did your recent enquiry involve any telephone conversations with staff at the Information Commissioner's Office?

Yes ..... 1  
 No..... 2  
 Don't know/cant remember ..... 3

**IF MULTIPLE ENQUIRER ASK Q10c. if SINGLE ENQUIRER ASK Q10d**

Q10c And have any of those enquiries also involved searching the Information Commissioner's Office website?

Q10d Did your recent enquiry involve searching the Information Commissioner's Office website?

Yes ..... 1  
 No..... 2  
 Don't know/cant remember ..... 3

**IF YES**

Q10e And was that suggested by someone from the Information Commissioner's Office?

Yes ..... 1  
 No..... 2  
 Don't know/cant remember ..... 3

**SECTION 2 – SPECIFICS RELATING TO ENQUIRY(IES)**

**IN THE FOLLOWING SECTION, THE QUESTION WORDING WILL BE DRIVEN BY THE CLASSIFICATION. IF THE RESPONDENT IS A MULTIPLE ENQUIRER THEN THEY WILL BE ASKED THE a) VERSION I.E. Q11a, Q12a, Q13a, ETC. THE SINGLE ENQUIRERS WILL BE ASKED THE b) VERSION OF THE QUESTION I.E. Q11b, Q12b, Q13b ETC.**

**INTRO FOR MULTIPLE ENQUIRERS**

SAY: I would now like to ask you about the responses you have had to written enquiries in the last 3 months.

**INTRO FOR SINGLE ENQUIRERS**

SAY: I would now like to ask you about the responses you have had to your recent written enquiry.

Q11a Typically how many separate emails or letters did you send in relation to each individual enquiry?

Q11b How many separate emails or letters did you send in relation to this recent enquiry?

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Don't know/can't remember ..... 1

Q12a And typically how quickly did you get an initial acknowledgement of your enquiry? **CODE CLOSEST ANSWER. SINGLE CODE**

Q12b Did you receive an initial acknowledgement of your enquiry? **IF YES, ASK** How long did it take to get the acknowledgement? **CODE CLOSEST ANSWER. SINGLE CODE**

- Within 24 hours ..... 1
- Within 48 hours ..... 2
- Between 2 and 5 days ..... 3
- Longer than 5 days ..... 4
- Never receive(d) one ..... 5
- Don't Know (DO NOT READ OUT)..... 6

Q13a And on average, how long did it take from start to finish to get answers to your written enquiries?

Q13b. From start to finish, how long did it take to answer your enquiry? **WRITE IN**

Months	Weeks	Days

Enquiry not resolved (FOR Q13b ONLY) ..... 1

Don't know ..... 2

**.IF NOT RESOLVED AT Q13b, ASK Q13c. OTHERS TO Q14**

Q13c. How long ago did you send the enquiry to the Information Commissioner’s Office? **WRITE IN**

Months	Weeks	Days

Don't know ..... 1

Q14a. I'd now like you to think about the emails and letters you have received back from the Information Commissioner’s Office in relation to your written enquiries in the last 3 months. I'm going to read out a number of aspects to do with the replies and as I read each one I'd like you to tell me whether you think the performance of the Information Commissioner’s Office has generally been Excellent, Very Good, Good, Fair or Poor. **SINGLE CODE**

So firstly how would you rate.....**READ OUT FIRST STATEMENT.** And how would you rate....  
**READ OUT OTHER STATEMENTS**

**RANDOMISE ORDER**

	Excellent	Very Good	Good	Fair	Poor	Don't Know
The degree to which they understood your enquiries.....	1	2	3	4	5	6
The clarity of the responses.....	1	2	3	4	5	6
Ease of understanding of the responses .....	1	2	3	4	5	6
The degree to which the replies answered your enquiries .....	1	2	3	4	5	6
Overall helpfulness of replies.....	1	2	3	4	5	6
Apparent level of knowledge of the people who replied to you .....	1	2	3	4	5	6
The tone and politeness of the responses.....	1	2	3	4	5	6
The quality of spelling and grammar.....	1	2	3	4	5	6
The time it took to provide responses to your enquiries .....	1	2	3	4	5	6
The level of interest shown in your enquiries.....	1	2	3	4	5	6
The extent to which you were kept informed about the progress of your enquiries.....	1	2	3	4	5	6

Q14b. I'd now like you to think about the emails and letters you have received back from the Information Commissioner's Office in relation to your most recent written enquiry. I'm going to read out a number of aspects to do with the replies and as I read each one I'd like you to tell me whether you think the performance of the Information Commissioner's Office was Excellent, Very Good, Good, Fair or Poor. SINGLE CODE

So firstly how would you rate.....**READ OUT FIRST STATEMENT.** And how would you rate....  
**READ OUT OTHER STATEMENTS**

**RANDOMISE ORDER**

	Excellent	Very Good	Good	Fair	Poor	Don't Know
The degree to which they understood your enquiry .....	1	2	3	4	5	6
The clarity of the response.....	1	2	3	4	5	6
Ease of understanding of the response .....	1	2	3	4	5	6
The degree to which the reply answered your enquiry.....	1	2	3	4	5	6
Overall helpfulness of reply.....	1	2	3	4	5	6
Apparent level of knowledge of the person who replied to you .....	1	2	3	4	5	6
The tone and politeness of the response.....	1	2	3	4	5	6
The quality of spelling and grammar of the email.....	1	2	3	4	5	6
The time it took to provide a response to your enquiry.....	1	2	3	4	5	6
The level of interest shown in your enquiry .....	1	2	3	4	5	6
The extent to which you were kept informed about the progress of your enquiry .....	1	2	3	4	5	6

**ASK ALL**

Q15. Overall, how would you rate the quality of service provided to you by the Information Commissioner's Office in relation to enquiries submitted by email or letter?

**READ OUT. SINGLE CODE.**

Excellent.....	1
Very Good .....	2
Good.....	3
Fair .....	4
Poor.....	5
Don't Know (DO NOT READ OUT).....	6

**IF RESPONDENT IS MULTIPLE ENQUIRER ASK Q16, OTHERS TO Q17**

Q16. And in comparison to a year ago, would you say their quality of service is.... **READ OUT. SINGLE CODE**

A lot better .....	1
A little better .....	2
About the same .....	3
A little worse .....	4
A lot worse .....	5
<b>DO NOT READ</b>	
Refused.....	6
Don't know .....	7



**ASK ALL**

Q17. And how would you compare the quality of service provided by the Information Commissioner’s Office with that of other organisations you have dealt with generally. Would you say their service is.... **READ OUT. SINGLE CODE**

- A lot better ..... 1
- A little better ..... 2
- About the same ..... 3
- A little worse ..... 4
- A lot worse ..... 5
- DO NOT READ**
- Refused ..... 6
- Don't know ..... 7

Q18. I'd like to read out some statements that people have made about dealing with the Information Commissioner’s Office. For each one, please tell me how much you agree or disagree with that statement.

So firstly how much do you agree or disagree.....**READ OUT FIRST STATEMENT.** Do you ... **READ SCALE**

And what about.... **READ OUT OTHER STATEMENTS**

**RANDOMISE ORDER**

	Strongly Don't Agree Know	Agree	Neither Agree nor	Disagree	Strongly Disagree	
You often get different advice from different people	1	2	3	4	5	6
The staff are proactive in dealing with enquiries	1	2	3	4	5	6
I have a high level of trust in their advice	1	2	3	4	5	6
It's important to deal with people who know about the type of organisation I work for	1	2	3	4	5	6
I would much prefer to get advice over the phone than by letter or email	1	2	3	4	5	6

Q19. We may be conducting some follow-up work in the near future. If the work goes ahead, would you be willing to be re-contacted.

- Yes ..... 1
- No ..... 2

**THANK AND CLOSE**

# Information Commissioner's Office (ICO) IN DEPTH INTERVIEWS JIGSAW RESEARCH 98730

## 1. INTRODUCTION

*Purpose of this section is to set the scene for the interview, gaining an understanding of who the respondent is and why they were in contact with the ICO both recently and in general (if regular contact is part of their job).*

Confidentiality/MRS code

Purpose of research

Detail of occupation or role in relation to contact with ICO.

*Stress that the purpose of the interview is to talk about service levels provided by the ICO and **not** the actual legislation and policies themselves.*

## 2. RELATIONSHIP WITH THE ICO/NATURE OF ENQUIRY

*Purpose of this section is to understand the most recent and other enquiries made by the respondent. This will act as a context for their expectations and experiences with the ICO. We will aim to take data from the quantitative interview in order that we have a sense of the relationship, but the aim here is to build a more detailed picture of the nature of that relationship.*

- How frequently do you contact the ICO generally with specific queries? Was the most recent contact your first time?
- Please can you briefly describe the nature of the most recent enquiry(ies) you made to the ICO?
  - What was (were) the enquiry(ies) about? Would you describe your enquiry(ies) as simple or complex? Was the ICO (typically) the first/last organisation you contacted? IF OTHERS Who else were you in contact with and why?
  - IF REGULAR ENQUIRER Is this typical of the type of enquiries you normally address to the ICO? If not, what if anything would be typical?
  - IF REGULAR ENQUIRER Do you generally contact the ICO via telephone, letter or e-mail?
  - Thinking of the last enquiry, was whole enquiry conducted via e-mail/letter or did you use a combination of contact channels?
  - Why did/do you choose e-mail/letter to contact the ICO (as opposed to telephone)?
  - IF REGULAR ENQUIRER Do you tend to talk to the same individual or small team of individuals?

### 3. EXPECTATIONS PRIOR TO CONTACT

*Before looking at exactly what happened, it is useful to assess expectations in order to determine whether the service received came as a surprise and whether certain aspects are out of line with experiences with other Government bodies.*

- Thinking of the entire enquiry(ies) from start to finish, before writing to the ICO, what were your expectations of how the enquiry(ies) would be handled? IF REGULAR ENQUIRER How did this differ from your expectations when writing to the ICO previously?
  - (Type of) Person who you thought you would get through to (for example, did they think the person dealing with their enquiry would know their sector/business, did they think the person would have an influence on policy, what level of seniority/experience did they expect)?
  - How long it would take to get a) an initial response that the enquiry(ies) had been received, b) a response to your enquiry(ies).
  - Number of people it would take to answer enquiry(ies)?
  - Whether enquiry(ies) would/could be completely answered by The ICO?
  - Did you expect very clear answers as to what to do or did you simply expect general guidance?
  - How would you describe what you expected in terms of the following:
    - Helpfulness?
    - Level of detail/knowledge in the response?
    - Clarity of the response
    - Tone of the response
    - Anything else to do with the actual person or people dealing with the enquiry(ies)?

#### 4. EXPERIENCE / IMPROVEMENTS

*Purpose of this section is to run through recent experiences. Responses would be probed fully and respondents would be asked for suggested improvements where any dissatisfaction exists.*

NOTE – QUESTIONS WILL NEED TO BE TAILORED TO DEALING WITH EITHER SINGLE OR MULTIPLE ENQUIRIES AS APPROPRIATE.

- How did you know who and where to write to? Did you initially contact them by phone?
  - How easy / difficult was getting to the right person?
  - How, if at all, could this element be improved?
- IF IN CONTACT BY TELEPHONE How well were you dealt with over the phone? FOR ANY AREA OF DISSATISFACTION ASK What could be done to improve the response? What would you recommend they change or do?
  - Politeness of staff
  - Understanding of your situation
  - Helpfulness of staff
  - Clarity and usefulness of explanations and guidance (even if only to inform respondent how to submit enquiry)
- How long did it take to get a written response from the ICO?
  - Was this a full reply or a reply telling you when a final reply would be sent? Were you happy with this?
- How long did it take to receive a final response from the ICO? How satisfied were you with this. What would you ideally have liked/expected?
- 
- How would you describe the response(s) you received? FOR ANY AREA OF DISSATISFACTION ASK What could be done to improve the response? What would you recommend they change or do?
  - Tone of written response?
  - Clarity/use of abbreviations/acronyms/jargon/legal terms/ etc?
  - Spelling and grammar?
  - Whom the reply had come from?
  - How well they understood your:
    - enquiry,
    - situation/business sector (and does this matter to you?)
    - response requirements
  - Degree to which response answered your question(s)?
  - Extent to which the response allowed you to take action
  - Perceived level of knowledge of person answering enquiry?
  - How much trust do you have in the response? Why is that?

## REGULAR ENQUIRERS

- In general how would you describe the performance of the ICO in relation to the following?  
FOR ANY AREA OF DISSATISFACTION ASK What could be done to improve the service?  
What would you recommend they change or do?
  - How consistent are they in the responses they give to you? IF VARIES How do the responses vary?
  - How would you describe the overall relationship you have with the ICO? Are they proactive, collaborative, supportive, etc?
  - How well do they understand your role and how you need to operate?

## WEBSITE

- Have you used the ICO website. IF YES How would you rate the website in terms of:
  - Content – quantity, clarity, usefulness
  - Ease of navigation
- IF USED.
  - Was this something you did before contacting the ICO or after your contact with them? IF AFTER Were you prompted or directed to go there by the ICO. IF YES How did you feel about that?

## OVERALL

NOTE – QUESTIONS WILL NEED TO BE TAILORED TO DEALING WITH EITHER SINGLE OR MULTIPLE ENQUIRIES AS APPROPRIATE.

- Overall, how satisfied would you say you were with the whole experience? Why? How would you describe the overall level of service provided by the ICO to enquirers?
- How would you compare it to other organisations you deal with, either public or private sector? Is this a valid comparison to make? Why? Why not?
- Do you now consider your most recent enquiry resolved as far as possible by the ICO? Why? Why not?
- Has your experience put you off contacting the ICO? Would you recommend others in a similar situation to contact the ICO, based on the service they provide to customers?
- What suggestions would you make to the ICO in order to help them improve the service they provide to enquirers like yourself? Anything else?