

VeteransAgency

An Executive Agency of the Ministry of Defence



MINISTRY OF DEFENCE

Information for Veterans Leaflet Survey

INFORMATION FOR VETERANS LEAFLET SURVEY

1. Introduction

The Veterans Agency has a mission to deliver modern, high quality, customer-focused services to war disablement pensioners, war widow(er)s, their dependants and carers and other veterans; and to deliver them consistently, efficiently and effectively.

Introducing a robust and structured approach to measure customers' perceptions of the Veterans Agency services ensures that improvements feed into the Customer Results criteria of the EFQM Excellence Model.

2. Research Objectives

The objectives of this customer research survey is to assist the Veterans Agency in establishing the needs of current and future customers with particular emphasis on ensuring the Agency identifies:

- The level of customer satisfaction with Veterans Agency information service.
- Customer preferences
- Customer choices
- Customer ideas
- Broader business objectives derived from the results

3. Approach

The Customer Focus Strategy explains how the Veterans Agency plans to use up to date research based information to identify the needs and views on all aspects of customer service. The aspect of service delivery, on which information is obtained, is used to help us understand the customer's views and preferences. It will also help us to plan and implement service improvements.

4. Customer Samples

Names were selected randomly from a list provided by Helpline of people who had called between October 2003 and January 2004.
600 questionnaires were issued.

5. Structure of this and future Reports

This report is the first issued by the Customer Research Team in respect of the Information for Veterans Leaflet Survey.

For ease of reference the results follow the flow of the questionnaire.

A management summary follows and a copy of the questionnaire is contained at Appendix 1.

6. Management Summary

Of the 600 questionnaires issued 252 (42%) customers responded to the survey. 239 (95%) of these respondents recalled receipt of the Information for Veterans leaflet, with only 8 (3%) customers not recollecting receipt. The remainder 5(2%) of customers did not complete the question.

Only 13 (5%) of customers found the leaflet either “Very difficult” or “Difficult” to understand, with the majority of customers 222 (88%) stating that the leaflet was “Very easy”, “Fairly easy” or “Easy” to understand.

When asked how they found the general information contained in the leaflet, 206 (81%) of customers advised that it was either “Very useful”, or “Useful”. Only 15 (6%) of customers stated that the information was “Not very useful” or “Not at all useful”.

As a result of reading the leaflet, 88 (35%) of customers made contact with the Agency. Many made contact for further information or help in understanding various benefits available as a Veteran.

When asked how useful they found the information on the Agency’s performance, 188 (74%) customers advised they found this to be “Useful” or “Very useful”. However, comments were made that the performance quoted did not match that which they had received.

Although the majority of customers have not contacted an Organisation listed within the leaflet, an encouraging 49 (19%) stated that they have as a direct consequence of reading it.

When asked if they would like to see information about anything else within the leaflet, 132 (52%) customers answered “No”, as opposed to 76 (30%) customers answering “Yes”. Customer Research Team holds a list of requests for items to be added to the leaflet, which is to be taken into account if another leaflet is planned in the future.

Of the replies received a high number of customers, 197 (78%), advised that they would like to receive this information on an annual basis, as opposed to 31 (12%) who would not.

When asked if they knew the leaflet could be obtained in large print or audio 167 (66%) customers were aware that they could request these alternatives, with 58 (23%) unaware of any alternative option.

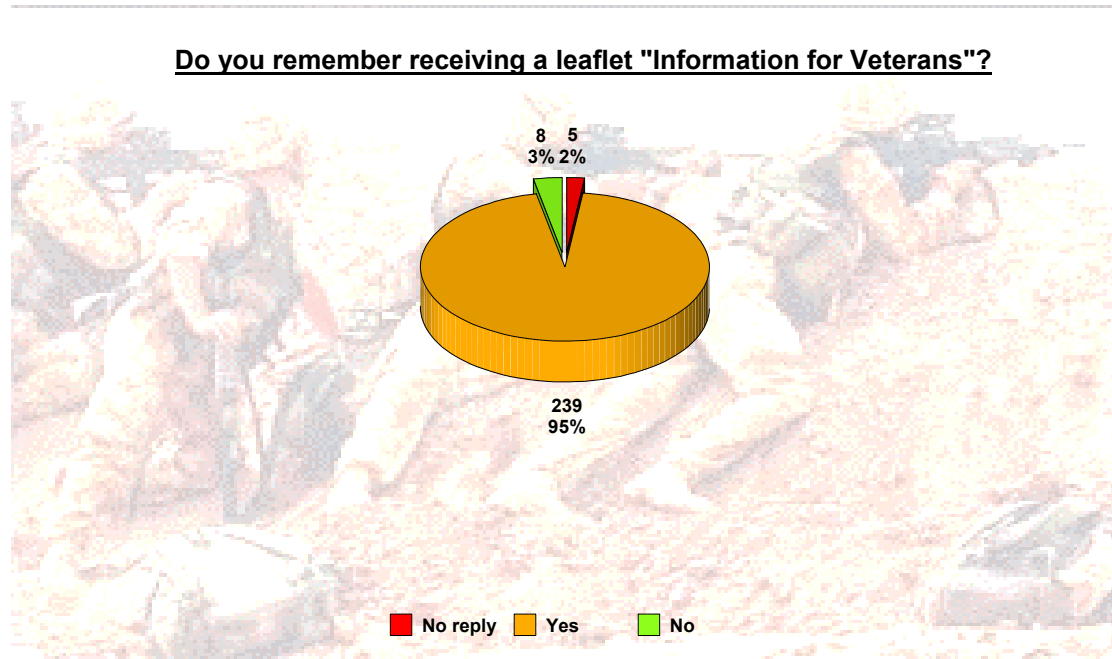
Recommendations

- 1. Customer Research Team to reconsider and increase the survey population to aid the value of the survey and facilitate more meaningful analysis in the future.**
- 2. Take customers comments into consideration when next issuing a leaflet, making customers particularly aware of alternative options available e.g. large print, audio.**

7. Survey Results

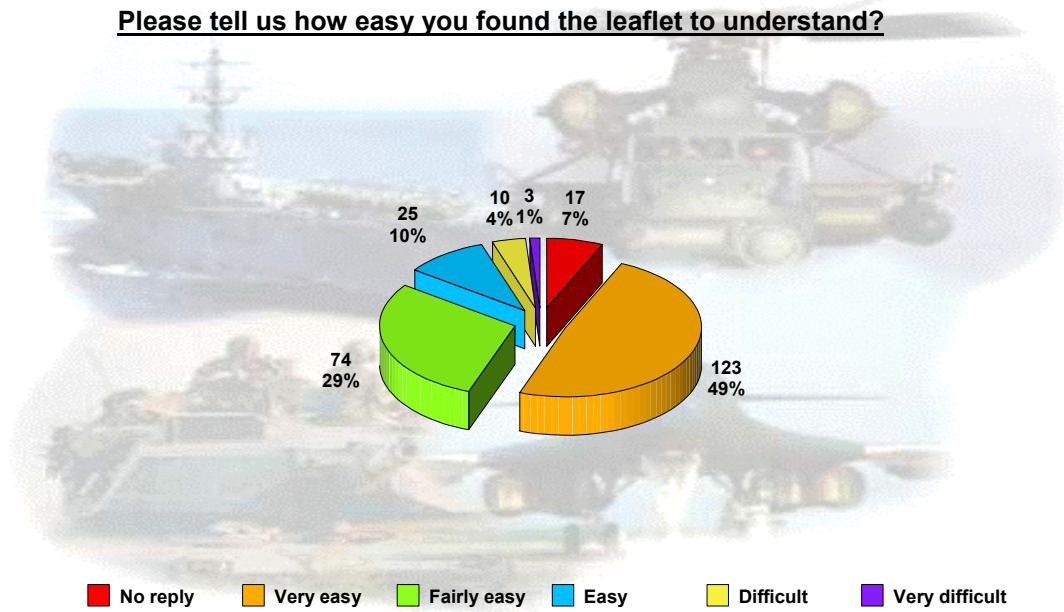
Findings

For ease, the presentation of the analysis follows the same order as the questionnaire. The overall findings are represented in graphic format. Also included is a selection of customer comments, good, indifferent or otherwise.



When asked if they recalled receiving the Information for Veterans Leaflet, 247 (98%) customers answered this question. 239 (95%) out of the 252 customers recalled receiving the "Information for Veterans" leaflet and 8 (3%) did not, with 5 (2%) not answering this question.

Please tell us how easy you found the leaflet to understand?



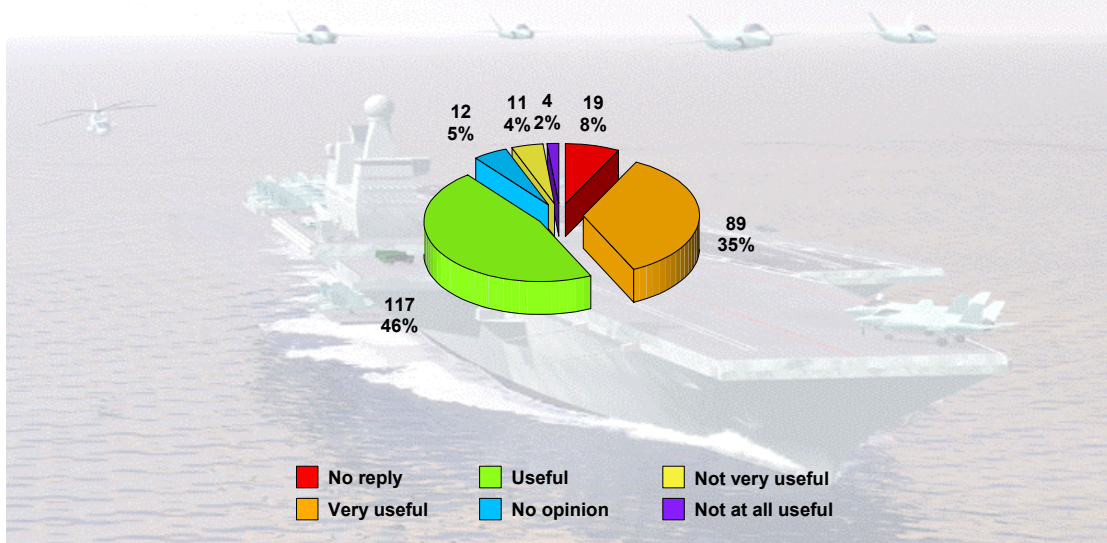
Of the 252 customers who returned the questionnaire only 13 (5%) found the leaflet “Very Difficult” or “Difficult” to understand. The majority of customers, 222 (88%) found the leaflet “Very easy”, “Fairly easy” or “Easy” to understand.

Additional comments were:

“The contents are of little use to real veterans”

“The leaflet was understood after an hours study”

How did you find the general information it contained?



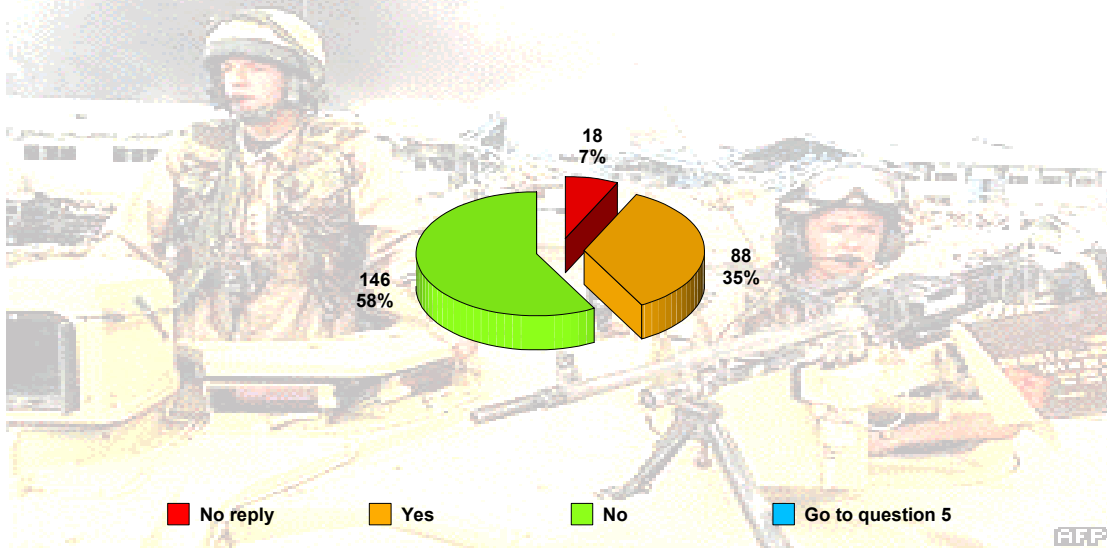
206 (81%) customers found the information within the leaflet to be “Very useful” or “Useful”. Also it is encouraging to note that only 15 (6%) found the general information as either “Not very useful” or “Not at all useful”.

Additional comments:

“It helps to keep ex-service personnel in particular in touch and informed”

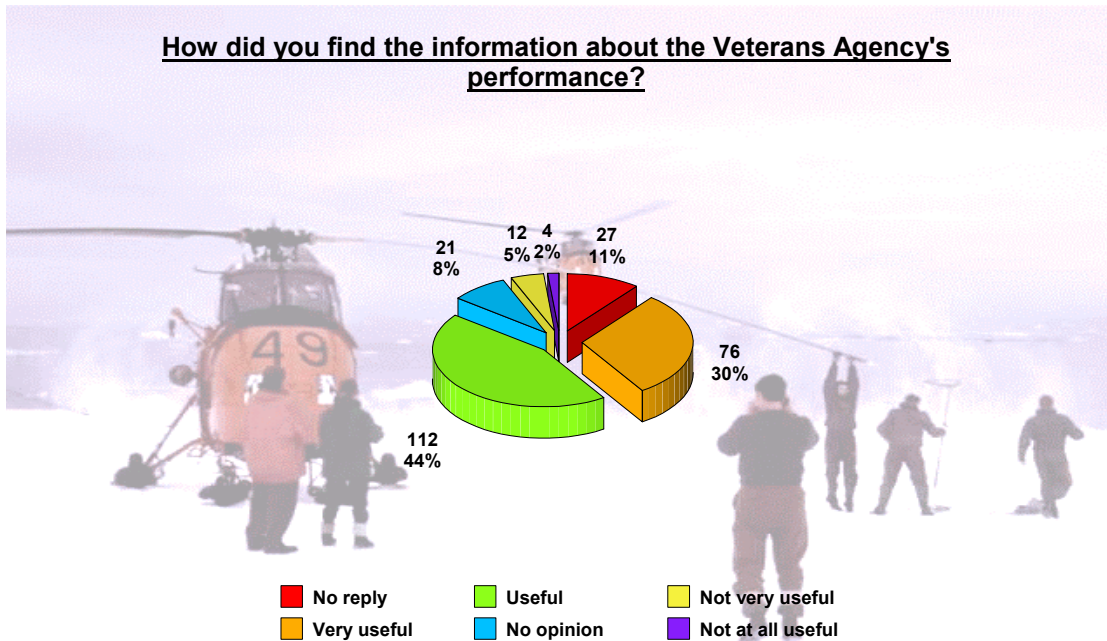
“The RBL will only help its fully paid up members who belong to their social clubs not all ex service”

Have you contacted the Veterans Agency as a result of something you have read in the leaflet?

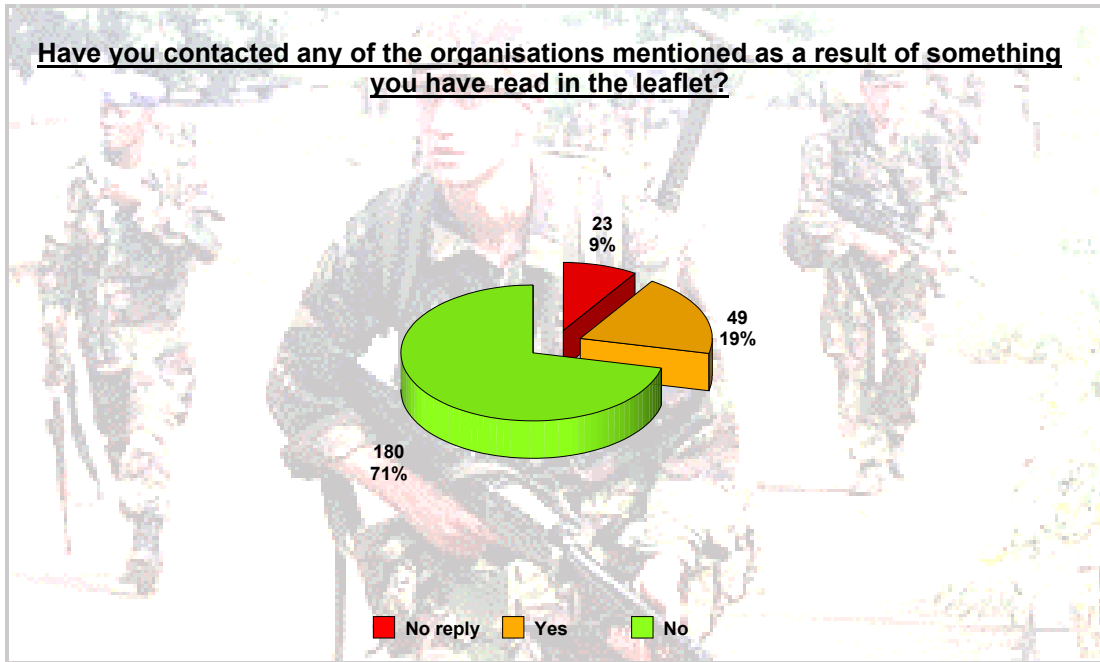


Although the majority of customers have not contacted the agency, 88 (35%) customers have contacted us as a result of information within the leaflet.

How did you find the information about the Veterans Agency's performance?

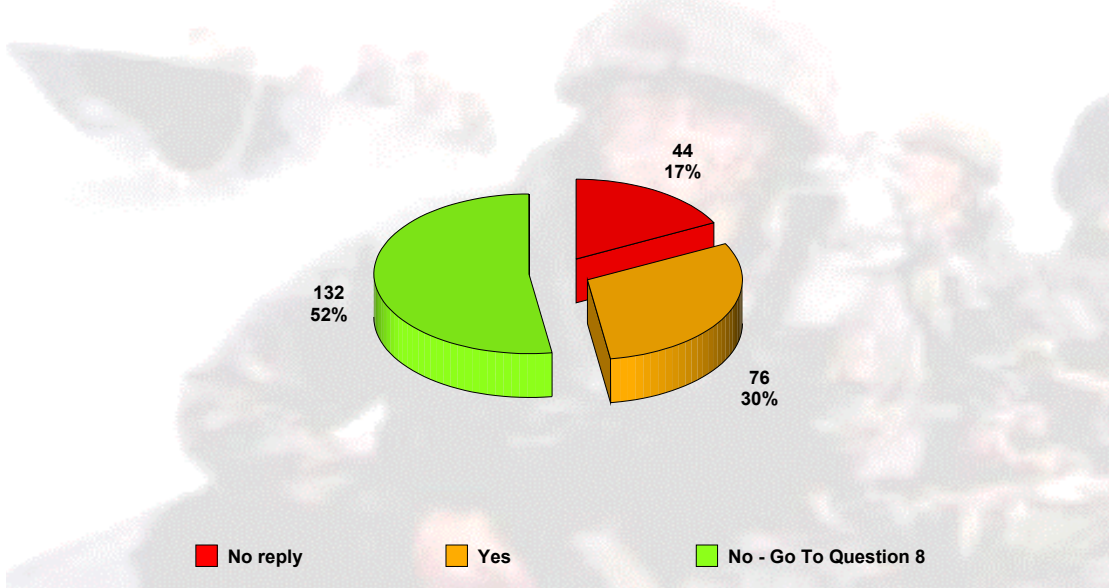


A high percentage 188(74%) of customers replied by stating that they found the information with regards to the Agency's performance "Very useful" or "Useful".



Although 180 (71%) of customers surveyed have not contacted any organisation mentioned, 49 (19%) customers have contacted one as a result of reading the leaflet.

If it is possible, would you like to see information about anything else in the leaflet?



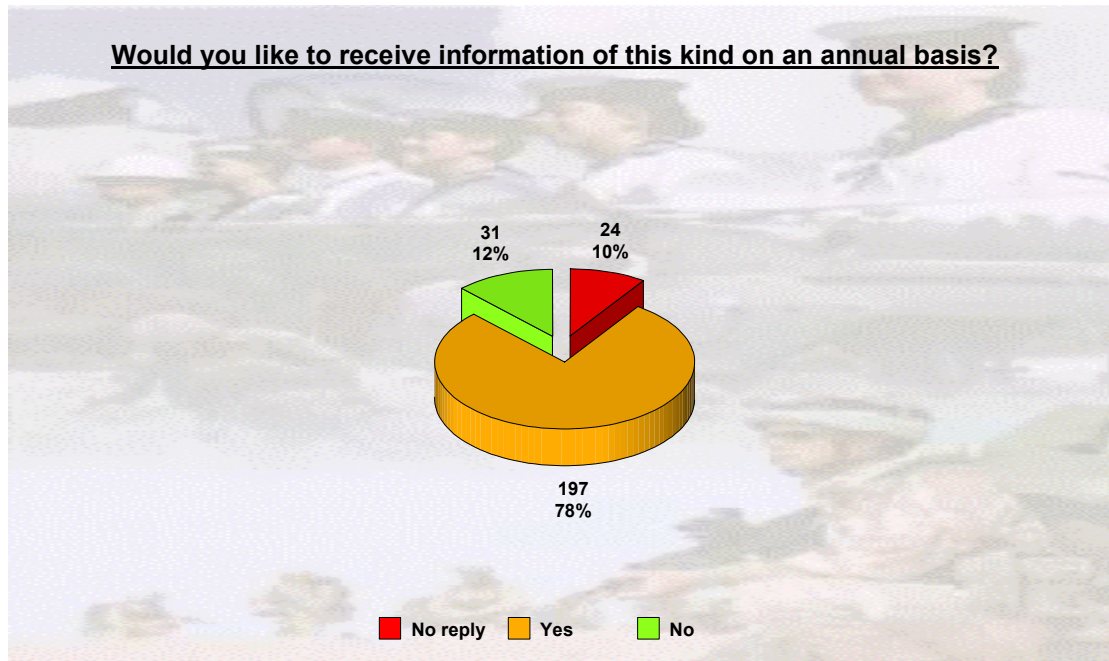
When asked if they would like to see information about anything else in the leaflet 132 (52%) customers advised that they did not want to see any additional information, with 76 (30%) advising they would like to see additional information contained within the leaflet.

Customers were asked to provide an explanation of any further information they would like to be included.

A selection of responses are listed below:

“The useful Ex-service organisations could be expanded rather than just on a website”

“Other organisations that help Veterans without any motives of gain”



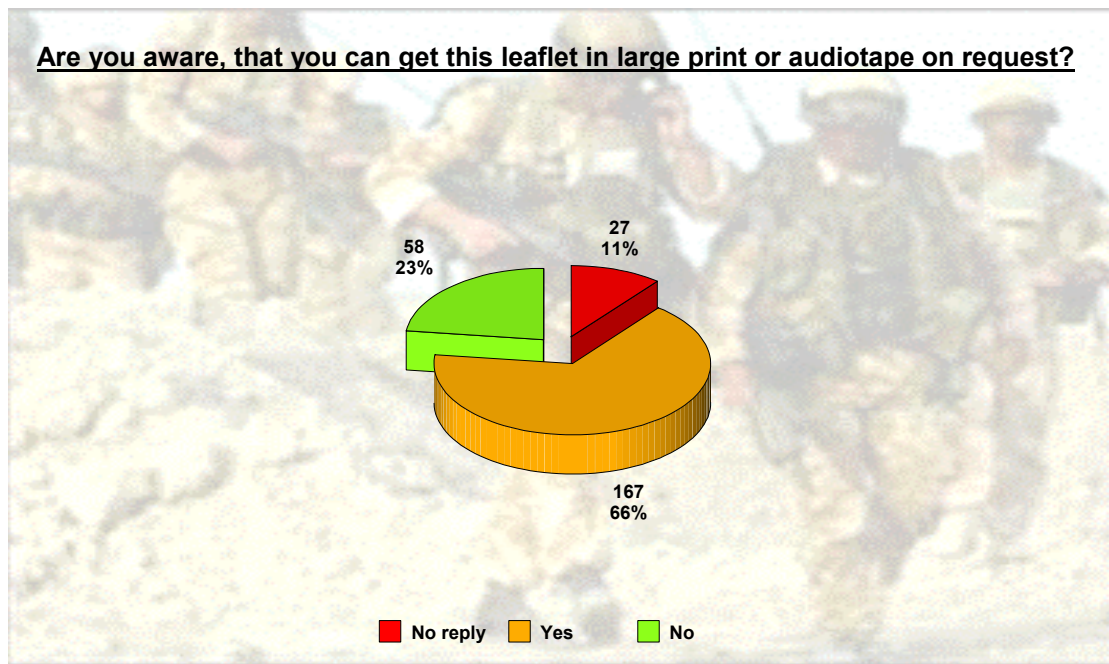
197 (78%) customers advised that they would like to receive information of this kind on an annual basis. A small proportion, 31 (12%) did not want the information annually.

Additional comments:

“Very helpful especially about the item about stay warm we find this very economical.”

“I didn't know you could apply again to have your hearing loss assessed again”

Are you aware, that you can get this leaflet in large print or audiotape on request?



The majority of our customers 167 (66%) were aware that the leaflet could be obtained in large print or audiotape on request.

Additional comments:

“May I once again say how much I appreciate the advice help etc received in mail and phone contacts”

“Don’t try to fix things that are not broke. Blackpool do a great job!”