



SPVA VETERANS-UK HELPLINE CUSTOMER SURVEY

2008



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Issued by:

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1. Introduction

The Service Personnel and Veterans Agency (SPVA) is an executive Agency of the Ministry of Defence (MOD). SPVA formed on 1 April 07, bringing together the former Armed Forces Personnel Administration Agency and Veterans Agency to provide services to both serving personnel and veterans. Combining the resources and expertise of these two Agencies paves the way for a more integrated and efficient service to both serving personnel and veterans, providing a through-life service.

The mission of SPVA is **'To deliver reliable, trusted and efficient personnel services to the serving and veteran communities'**. For the first time, personnel will be supported throughout their relationship with the MOD by a single organisation, SPVA.

The mission is underpinned by the following key principles:

- Customer Focus - understanding and responding to their needs
- Efficiency - cohesion, coherence and optimal use of resources
- Business Excellence - continually seeking improvement
- Employer of choice - well trained, valued and fully engaged staff

2. Objective

The objective of this survey is to assist SPVA in establishing the needs of current and future customers when contacting the Agency's Veterans-UK Helpline service and ensuring that the Agency identifies:

- The level of customer satisfaction with SPVA services
- The cause(s) of any dissatisfaction
- Customer choices
- Customer preferences
- Customer priorities
- Customer ideas for improvement.

3. Approach

By conducting regular surveys we are able to draw comparisons on services and identify trends. This report details results from this years SPVA Veterans-UK Helpline survey and provides comparisons where available with the results from their previous surveys conducted in 2005 and 2007.

Questionnaires were issued to 872 randomly selected callers who had contacted the SPVA Veterans-UK Helpline between May and September 2008, the results of which are outlined in the following summary and graphs.

Following interpretations of the results any areas for improvements will be identified and recommendations will be taken forward where appropriate.

4. Management Summary

Response Rates

Overall 476 (55%)

Service Quality

- 87% of respondents calls to the SPVA Veterans-UK Helpline were answered on their first attempt.
- When telephoning more than once, 81% of respondents considered the number of attempts to speak to an operator were reasonable.
- 99% of respondents were satisfied with the manner in which the operator dealt with them.
- 98% felt they received sufficient information, help or advice from the operator.
- With regards information given by the operator, 68% were very confident with the quality and 27% were reasonably confident.
- 21% of callers were transferred to or provided with contact details of other organisations, of these 88% received further help from the third party.
- 99% of respondents would recommend the SPVA Veterans-UK Helpline to others.

Overall

- 99% rated the overall service provided as very satisfactory or satisfactory, 3% higher than 2007.

The customer comments from this years survey did not identify any ideas for improvement, therefore none have been included.

5. Recommendations

Highly positive results are prevalent throughout the survey and no specific customer comments have identified areas for improvement, therefore there is no requirement to take forward improvement activity following this survey.

6. Next Steps

Hard copies of this report will be issued to key stakeholders. An electronic copy will also be placed on the Veterans UK website and SPVA infoCentre.

DEMOGRAPHICS

Age Group

| | 2005 | 2007 | 2008 |
|---------|------|------|------|
| 16 - 30 | 4% | 2% | 2% |
| 31 - 50 | 27% | 18% | 23% |
| 51 - 70 | 32% | 35% | 31% |
| Over 70 | 37% | 45% | 44% |

SERVICE QUALITY

1. How many times did you have to telephone before your call was answered?

| | Overall |
|----------|---------|
| One | 87% |
| Two | 11% |
| Three | 1% |
| Four | 0% |
| Five | 0% |
| Six more | 2% |

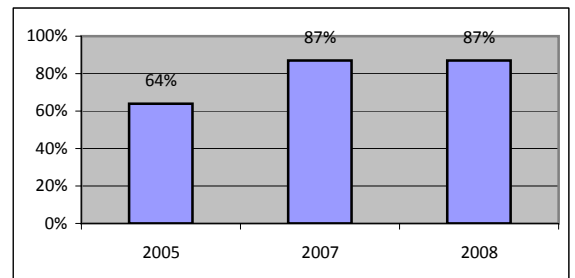
2. More than one call: Do you consider the number of attempts you made to speak to an operator was reasonable?

| | Overall |
|-----|---------|
| Yes | 81% |
| No | 19% |

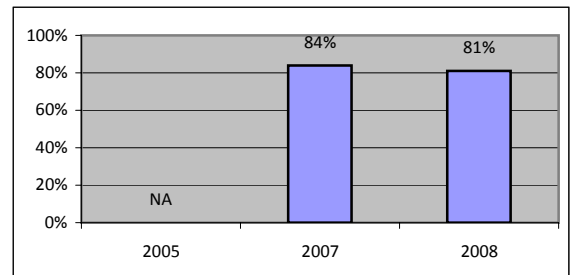
3. Were you satisfied with the manner in which the operator dealt with you?

| | Overall |
|-----|---------|
| Yes | 99% |
| No | 1% |

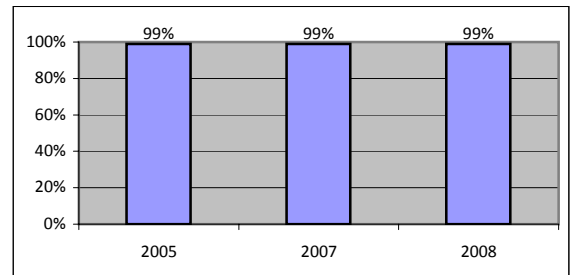
% answered on first call



% within tolerance



% satisfied

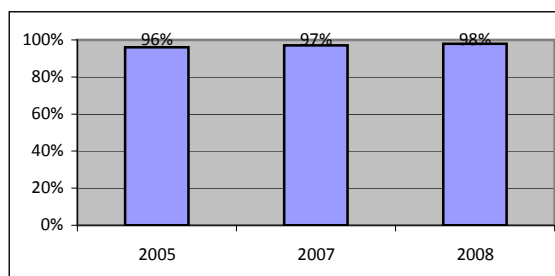


SERVICE QUALITY

4. Do you feel you received sufficient information, help or advice from the operator?

| | Overall |
|-----|---------|
| Yes | 98% |
| No | 2% |

% satisfied with quantity of information



5. How confident were you with the quality of information, help or advice given by the Helpline Operator?

| | Overall |
|----------------------|---------|
| Very confident | 68% |
| Reasonably confident | 27% |
| Had doubts | 4% |
| Needed to ring back | 1% |

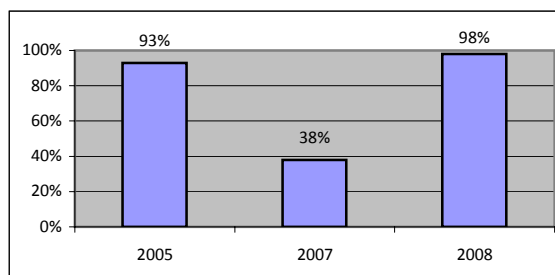
% satisfied with quality of information



6. If you were transferred to or provided with contact details for an organisation, did they help you further?

| | Overall |
|-----|---------|
| Yes | 98% |
| No | 2% |

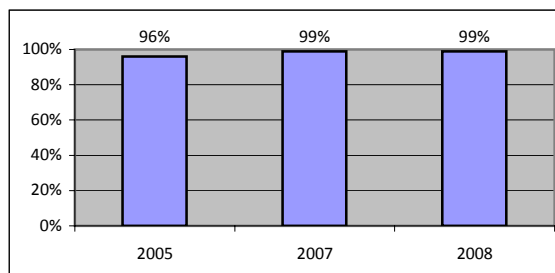
% assisted further



7. Would you recommend the SPVA Veterans-UK Helpline service to others?

| | Overall |
|-----|---------|
| Yes | 99% |
| No | 1% |

% that would recommend



OVERALL

8. How do you rate the overall service received from SPVA?

| | Overall |
|---------------------|---------|
| Very Satisfactory | 79% |
| Satisfactory | 20% |
| Unsatisfactory | 1% |
| Very Unsatisfactory | 0% |

% of overall satisfaction rate

