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| <b>Title of report</b>                     | Customer Survey December 2018  |
| <b>Public/confidential</b>                 | Public   |
| <b>Action</b>                              | For information  |
| <b>Summary/purpose of report</b>           | This report presents the results from our customer surveys held between December 2017 and July 2018. The results provide a measure of our progress towards our strategic outcomes for 2017-20. |
| <b>Recommendations</b>                     | We ask Council Members to:<br>1. note the contents of the report for information.  |
| <b>Link to Strategic Plan</b>              | Strategic priority 1: build our relationship with registrants and employers<br><br>Strategic priority 5: a customer focus throughout the organisation.   |
| <b>Link to the Strategic Risk Register</b> | Strategic Risk 2: the SSSC is not able to demonstrate to our stakeholders (including SG) that its operational activity is fulfilling its strategic outcomes.                                   |
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| <b>Documents attached</b>                  | Appendix 1 - Customer Survey Report December 2018  |

## **1. INTRODUCTION**

- 1.1 We carry out an annual survey of all workers on our Register to provide a measure of our progress towards our strategic outcomes. For our first year we carried out the survey in three stages between December 2017 and July 2018. We will now carry out the survey once every year. This report presents the results from those surveys and highlights areas of good performance as well as areas where we can improve. These results provide us with a set of baseline figures that we can use for reporting progress against our strategic measures.
- 1.2 We reported results from the first stages of the survey in the Strategic Performance Report October 2018. This report presents the results from all three surveys carried out, covering the entire Register. This report also provides more detail.
- 1.3 The next report on this survey work will be included in the draft of the Performance Report section of Annual Report and Accounts that will come to Council in June.

## **2. SURVEY QUESTIONS**

- 2.1 We asked the following questions linked to our strategic measures:
  - To what extent do you believe that registration with the SSSC is beneficial?
  - To what extent do you believe that the SSSC contributes to social service workers having the skills they need to do their jobs?
  - In general, how satisfied are you with the standard of customer service you receive from us?
  - Have the SSSC's resources improved your work practice? Would you recommend the resources to others?

## **3. SUMMARY OF SURVEY RESULTS**

- 3.1 We received 13,903 responses. This is approximately 12% of the Register at the time of survey.
- 3.2 We received very positive feedback in relation to the following areas:
  - 77% of those who responded either strongly or tend to agree that registration is beneficial (10,434 respondents in total)
  - 72% of those who responded either strongly or tend to agree that we contribute to workers having the skills they need to do their jobs (9,816 respondents)
  - 75% of those who responded agree that our resources have improved their work practice (8,693 respondents)
  - 96% of those who responded would recommend our resources to others, or had already done so (5,162 respondents)

- 3.3 Responses relating to satisfaction with our customer service were slightly less positive. 49% of those who responded were very satisfied with our customer service (3,932 respondents). If we include those who were somewhat satisfied, this increases to 72% (5,757 respondents).
- 3.4 While we received a high number of responses to the surveys overall, there are specific groups who were underrepresented and as such we cannot infer that the results reflect the views of all registrants but rather only those who responded. The lowest response rates in proportion to the size of Register part are:
- Practitioners in day care of children – 9% (2,217 of 23,600)
  - Managers of residential schools – 8% (1 of 12). The response rate in residential child care was low across all Register parts.
  - Support workers in school care accommodation – 17% (68 of 408)
  - Students – 3% (58 of 1,684).
- 3.5 Potential solutions to improve the response rate and reliability of our survey responses may include targeted sampling, particularly for those groups mentioned above. We will consider this as part of customer service work and the development of our research strategy in 2019-20.

#### **4. RESOURCE IMPLICATIONS**

- 4.1 There are no resource implications of this report. Carrying out more in depth surveying may involve increased cost or staff time, however this will be considered as part of our research strategy.

#### **5. EQUALITY IMPACT ASSESSMENT**

- 5.1 We have not carried out an EQIA on this piece of work as it is not a change in policy, procedure or service. However we will carry out impact assessment as part of considering our future strategy to ensure that we are taking account of people with protected characteristics and those who may be harder to reach.

#### **6. LEGAL IMPLICATIONS**

- 6.1 There are no specific legal implications relating to the contents of this report.

#### **7. STAKEHOLDER ENGAGEMENT**

- 7.1 This survey forms a key part of our engagement with registrants.

## **8. IMPACT ON USERS AND CARERS**

- 8.1 The survey results include feedback from registrants on the learning resources we provide. We will use this information to inform future planning of these resources to improve the effectiveness of these where appropriate. These resources, as used by workers in the sector, should have a positive impact on the experiences of service users and carers.

## **9. CONCLUSION**

- 9.1 The surveys held between December 2017 and July 2018 provide us with a snapshot of opinion from a wide range of workers across all parts of the Register.
- 9.2 Overall the feedback from respondents was positive, particularly with regard to the benefits of registration and our contribution to workers' skills.
- 9.3 We will continue to seek feedback from registrants through surveying but will also explore other ways of engaging with this group, such as targeted questionnaires for specific groups.

## **10. BACKGROUND PAPERS**

- 10.1 None.