

HMRC Tax Credits Error and Fraud Additional Capacity Trial

Customer Experience Survey Report on Findings



HM Revenue and Customs Research Report 306



TNS BMRB

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Glossary

HMRC – HM Revenue & Customs

CATI – Computer Assisted Telephone Interviewing

KDA – Key driver analysis

Base size – This is the number of customers who were asked a question

Response rate – This is the proportion of usable contacts with which successful interviews were carried out

HMRC Customer Survey – This is the main HMRC Customer Survey carried out by TNS BMRB. Further details are provided on page 16.

1. Key findings

Background to the error and fraud additional capacity trial

- Between May and July 2013, HMRC trialled the use of additional capacity from the private sector to deliver error and fraud interventions in the tax credits system.
- This research evaluates whether a private sector supplier can conduct tax credits error and fraud interventions, while delivering a level of customer experience similar to that delivered by HMRC.

Overall customer experience

- The research found that the private sector supplier conducting the intervention delivered a level of customer experience similar to that delivered by HMRC.
- Three-quarters of customers in both groups rated their overall experience as 'good' or 'very good'.
- Levels of satisfaction with the intervention outcome were similar across both groups.

Customers' experiences of the intervention processes

- Three-quarters of customers in both groups said their experience was straightforward; a significantly higher proportion of customers in the private sector supplier group said their experience was 'very straightforward'.
- Customers in both groups were positive about the quality of communications. However, there were differences at the extreme ends of the rating scales: a higher proportion of customers in the private sector supplier group said the communications were 'very effective', and that it was 'very easy' to understand what they had to do; but, customers in the private sector supplier group were also more likely to say that the organisation managing their intervention was 'very poor' at keeping them informed of progress, and 'very poor' at providing the information the customer needed.
- Customers in both groups generally felt well treated by staff and felt that staff were able to deal with their case, and willing to take responsibility to do so.

Resolution

- A significantly smaller proportion of customers in the private sector supplier group said they had been informed of the outcome of the intervention.
- Where the customer said they had been informed of a decision, most customers in both groups said the reason for the decision had been explained clearly.

Reputation

- The private sector supplier performed less well on reputation measures, including customers' level of trust and overall impression of the organisation.

Claimed effect of future reporting

- Following the intervention, most customers reported no effect on their likelihood to report a future change of circumstances straight away. Some customers said they were more likely to do so; this proportion was lower for customers in the private sector supplier group.

2. Executive summary

2.1. Background and objectives

Tax credits are a flexible system of financial support administered by HM Revenue & Customs (HMRC), designed to deliver support as and when a family needs it, tailored to their specific circumstances. In December 2013, 4.6 million families, containing 7.7 million children, were tax credits recipients or were receiving the equivalent child support through benefits¹.

Estimates from 2011-12 show that £2.09 billion was lost through tax credits error and fraud (7.3 per cent of finalised entitlement). HMRC remains committed to reducing levels of error and fraud in the tax credits system².

Between May and July 2013, HMRC piloted the use of additional capacity from the private sector to deliver error and fraud interventions in the tax credits system.

The trial involved a sample of 100,000 customer claims identified as being at risk of containing an error and fraud element. Sampled customers were randomly and evenly divided between the private sector supplier group (the trial group) and the HMRC group (the control group). Both HMRC and the private sector supplier used HMRC standard processes, powers, guidance and decision-making processes throughout the trial.

This research evaluates whether a private sector supplier can conduct error and fraud interventions, while delivering a level of customer experience similar to that delivered by HMRC. The research also further develops an understanding of what drives a good customer experience, identifying ways in which intervention delivery could be improved in the future.

2.2. Method and sample

A quantitative telephone survey was carried out with tax credits recipients (across the UK) who had received the intervention. The sample was provided by HMRC and random probability sampling was used to interview 766 tax credits recipients contacted in the control group (HMRC) and 607 in the trial group (private sector supplier). Fieldwork ran over an eight week period from 12th August until 11th October 2013.

2.3. Main findings

Contextualising customers

- A significantly higher proportion of the private sector supplier sample were joint claimants (71 per cent vs. 37 per cent for HMRC), non-white (27 per cent vs. 18 per cent for HMRC), not working (22 vs. 16 per cent), and male (16 vs. nine per cent).
- In both samples, high proportions (almost nine in ten) of those interviewed reported that they dealt with the tax credits check on their own.

¹ HMRC (2013). Child and Working Tax Credits Statistics December 2013.

<http://www.hmrc.gov.uk/statistics/prov-main-stats/cwtc-dec13.pdf>

² HMRC (2013). Child and Working Tax Credits. Error and Fraud Statistics 2011-2012:

<http://www.hmrc.gov.uk/statistics/fin-error-stats/cwtcredits-error.pdf>

- The majority of customers in the private sector supplier sample correctly identified that they had dealt with the private sector supplier (82 per cent) and not HMRC, and therefore answered from an informed point of view.

Overall measures of customer experience

- Overall experiences of dealing with the organisation conducting the check were similar, with just under three-quarters of each sample (70 per cent of customers in the private sector supplier group and 72 per cent in the HMRC group) rating their experience as either 'very good' or 'fairly good'.
- Customers in the private sector group were significantly more likely than HMRC customers to say their experience was 'very good' (38 per cent compared to 31 per cent) but also 'very poor' (12 per cent compared to seven per cent).
- There was no significant difference in customer satisfaction with the outcome of the check between the two groups; most customers were satisfied with the outcome (73 per cent of customers in the private sector supplier group and 77 per cent of HMRC customers).
- Customers in the private sector supplier customer group were significantly more likely than HMRC customers to be both 'very satisfied' (48 and 41 per cent respectively) and 'very dissatisfied' (14 and eight per cent respectively).

Key drivers of overall customer satisfaction

- The dimensions of customer experience that were most important to customers in rating their overall experience (in approximate order of priority) were:
 - How straightforward the interaction is
 - How effective communication is
 - Overall favourability
 - Keeping customers informed of progress
 - Being relied upon to carry out duties properly and professionally
 - Making sure customers could get all information needed
 - Dealings handled fairly.
- The two areas with the greatest scope for improvement for the private sector supplier were the same as for HMRC: effectiveness of communication, and overall favourability.

Specific measures of customer experience

- While three quarters of customers in both groups rated the experience as straightforward; a significantly higher proportion of customers in the private sector group rated their experience as 'very straightforward'.
- Generally customers in both groups felt the letters they received were easy to understand.

- Customers in the private sector supplier group were less likely to say that they waited more than 10 minutes for incoming telephone calls than customers in the HMRC group. Customers in the private sector supplier group also felt the organisation responded more quickly to postal correspondence than HMRC customers.
- Volume of reported contact was higher in the HMRC group: thirty-one per cent said that they were contacted on five or more occasions by the organisation conducting the intervention, significantly higher than the proportion of customers in the private sector group reporting the same frequency of contact (22 per cent).
- Although specific measures of customer experience were fairly well rated by all customers, some differences across the two groups were found:
 - The private sector supplier was rated relatively well compared to HMRC on the straightforward measure and linked to this, ease of understanding what to do;
 - The private sector supplier performed less well compared to HMRC on making sure customers get the information needed, keeping customers informed of progress, and getting things right;
 - Customers in the private sector supplier group reported a significantly more positive experience than HMRC customers in terms of ease of getting in touch (at 74 per cent for the private sector supplier and 49 per cent for HMRC);
 - Both performed similarly, with no real issues on:
 - Ease of completing the processes
 - Acceptability of time taken
 - Staff ability to deal with case and willingness to take responsibility.

Resolution

- Significantly fewer customers in the private sector supplier group said they had been informed of a decision (55 per cent vs. 80 per cent among HMRC customers). This may be because unfinished cases in the private sector group were returned to HMRC at the end of the trial, and final communications were handled by HMRC rather than the private sector supplier.
- Among those who said they had been informed of an outcome, at least 80 per cent in each customer group thought the reason for the decision had been explained clearly.
- A significantly lower proportion of customers in the private sector supplier group who said they had been informed of an outcome claimed they were told what they could do if they were not satisfied with the outcome or the way the case was handled (68 per cent vs. 79 per cent for HMRC).
- Among those who thought their options had been explained, results were similar between the two groups and very positive.
- Around two per cent of customers contacted said that they might appeal or complain.

Reputation measures

- Perhaps reflecting differences in customer familiarity with the organisations delivering the interventions, the private sector supplier performed significantly less well on the reputation measures:
 - Overall impression: 60 per cent gave a positive rating for the private sector supplier compared to 67 per cent for HMRC
 - An organisation I can trust: 64 and 76 per cent respectively
 - An organisation with a good reputation: 51 and 65 per cent respectively
 - Relied upon to act with honesty and integrity: 66 and 79 per cent respectively
 - Recent dealings handled fairly: 74 and 82 per cent respectively
 - Relied upon to look after the customer's interests: 61 and 70 per cent respectively.

Claimed effect on future reporting

- Thirty-three per cent of HMRC customers and 21 per cent of the private sector supplier customer group said that they would be more likely to inform HMRC of a change of circumstances straight away in future, which was a significant difference. Most customers said their reporting habits would stay the same.

3. Introduction

3.1. Background to the error and fraud additional capacity trial

Tax credits are a flexible system of financial support administered by HM Revenue & Customs (HMRC), designed to deliver support as and when a family needs it, tailored to their specific circumstances. In December 2013, 4.6 million families, containing 7.7 million children, were tax credits recipients or were receiving the equivalent child support through benefits³.

Estimates from 2011-12 show that £2.09 billion was lost through error and fraud in the tax credits system (7.3 per cent of finalised entitlement). HMRC remains committed to reducing levels of error and fraud in the tax credits system⁴.

Between May and July 2013, HMRC trialled the use of additional capacity from the private sector to deliver error and fraud interventions in the tax credits system. Transactis, an organisation specialising in data management, customer insight and fraud prevention, was the private sector supplier taking part in the trial.

The trial used a sample of 100,000 customer claims identified as being at risk of containing an error and fraud element. Sampled customers were randomly and evenly divided between the private sector supplier group (the trial group) and the HMRC group (the control group).

Both groups consisted solely of customers who have the childcare and/or child element in their tax credits claim. Existing evidence shows that both the childcare and child elements of tax credits contain a significant amount of error and fraud⁴.

The intervention itself involved examining cases to check whether customers are claiming the correct amount of childcare costs ('childcare check'), and a 'child check' to verify if the child is attending full-time non-advanced education. Where an 'error' was identified the customer was contacted and notified that their award would be amended. They were given a fixed time in which to respond with evidence to support their original claim, before a final decision was made. Both HMRC and the private sector supplier used HMRC standard processes, powers, guidance and decision-making processes.

3.2. Research objectives

The overall aim of the research was to evaluate whether a private sector supplier can conduct error and fraud interventions, while delivering a level of customer experience similar to that delivered by HMRC. The survey explored a number of measures including:

- Overall customer experience
- Efficiency, including information provision, communication and other aspects of the contact process
- The nature of dealing with the caseworker
- Reputation (to assess impressions of the delivery organisation).

³ HMRC (2013). Child and Working Tax Credits Statistics December 2013.

⁴ HMRC (2013). Child and Working Tax Credits. Error and Fraud Statistics 2011-2012: <http://www.hmrc.gov.uk/statistics/fin-error-stats/cwtcredits-error.pdf>

The research also aimed to develop an understanding of what drives a good customer experience, to identify ways in which intervention delivery might be improved in future.

The performance yield of the private sector supplier was not measured in this research.

3.3. Method and sample

A quantitative telephone survey was carried out using Computer Assisted Telephone Interviewing (CATI) with tax credits recipients (across the UK) who had received an intervention as part of the trial.

The sample was provided by HMRC and random probability sampling was used to interview 766 tax credits recipients contacted by HMRC and 607 recipients contacted by the private sector supplier on behalf of HMRC.

Due to clashes in the timing of this survey and the period in which the private sector supplier worked customer cases, there were fewer customers in the private sector group available for interview. The proportion of unusable numbers was also higher than expected in both groups, resulting in the total number of interviews achieved being lower than the initial overall target of 1,500.

A response rate of 42 per cent was achieved for the HMRC sample and 44 per cent for the private sector supplier. A full response analysis for each sample is included in the Appendices.

Fieldwork ran over an eight week period from 12th August until 11th October 2013; the private sector sample became available two weeks after the HMRC sample. Opt-out letters were sent to all participants prior to fieldwork. Customers were not offered an incentive to participate in the survey.

The 15 minute interview covered ratings of all aspects of the intervention, with a number of key questions from the HMRC Customer Survey included. Top line comparisons to the Customer Survey are shown within this report where appropriate to provide an indication of how the present findings reflect the wider experiences of HMRC customers. Details of the Customer Survey itself are provided later in this section.

3.4. Sample selection and weighting

The trial was conducted using 100,000 customer cases: 50,000 in each of the private sector supplier and HMRC groups.

Individual cases within each sample were labelled by variables that could impact on customer experience ratings, extraneous to the work of the organisation delivering the intervention. The variables labelled were: risk type (child, or childcare); claimant type (single vs. joint); and, whether the case was amended or not.

Both samples were weighted to reflect the HMRC sample population. This was to match the two exactly so that the service provision could be compared without profile differences, in terms of risk type and whether the claim was amended, influencing the results. Within each weighted sample, approximately half of the cases were child risk type and half childcare, while around half were amended following the intervention and half were not.

Table 3.1 shows the profiles for each of the HMRC and the private sector supplier sample groups, and the profiles used for weighting. The profiles of the cases worked ('sample to draw from') differed between the two organisations.

The weighted profile results are used throughout this report, to enable fair comparison between findings from the two groups, which is the key aim of the research. Therefore, the figures quoted in the report do not represent the actual findings from each group; unweighted figures may differ from those presented in the report and are available in the appendices. The appended unweighted figures provide the actual findings from each group in isolation; however, for the reason that results in the main report are weighted, unweighted results from the two individual groups cannot be meaningfully compared.

The design effect due to weighting is estimated at 1.4. The design effect is a way of quantifying the extent to which the sampling error in a survey departs from the sampling error expected under simple random sampling.

Table 3.1: Sample profiles

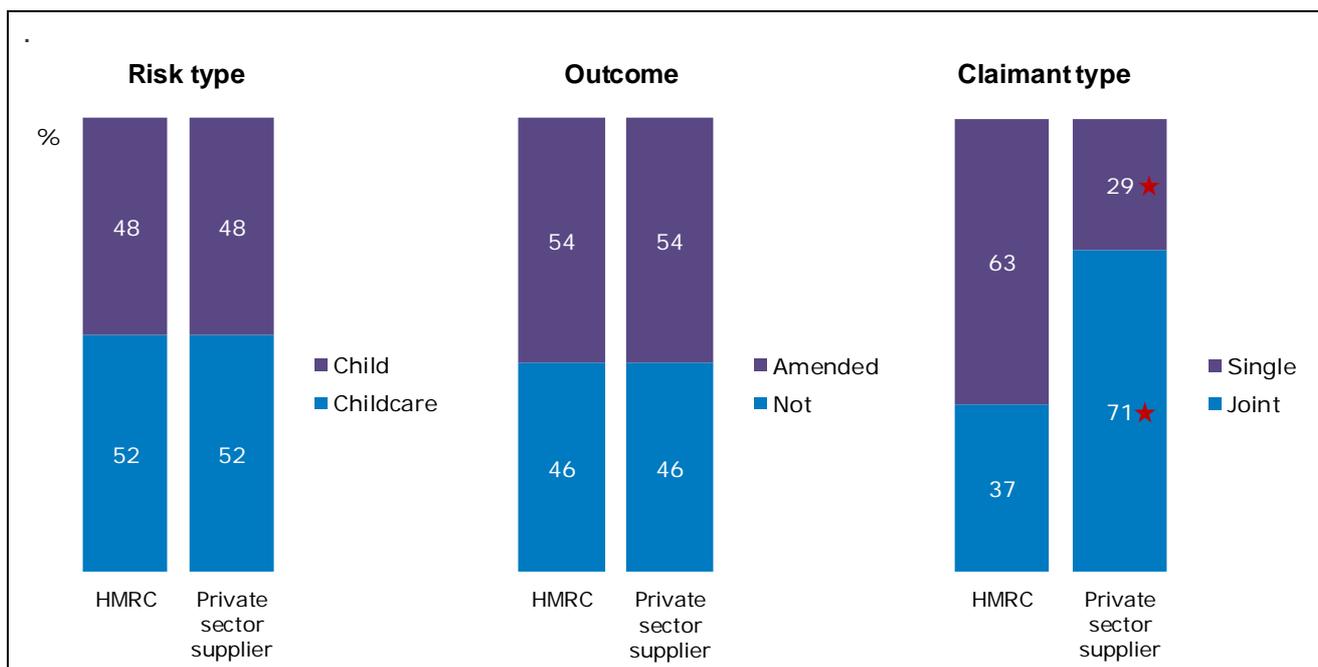
Risk type/Outcome	Sample to draw from		Sample achieved		Weighted profile	
	HMRC	Private sector supplier	HMRC	Private sector supplier	HMRC	Private sector supplier
Child/Amended	29%	38%	8%	19%	29%	29%
Child/Not amended	18%	20%	17%	25%	18%	18%
Child Care/Amended	24%	32%	34%	25%	24%	24%
Child Care/Not amended	28%	11%	40%	29%	28%	28%

While weighting could have also been applied to claimant type (single vs. joint), an initial examination of the data suggested that results varied less by this than other factors and as it reduced the efficiency of the weighting, that parameter was not used.

Figure 3.1 shows the weighted profiles for risk type, outcome and claimant type. A significantly higher proportion of the private sector supplier sample consisted of joint claimants, at 71 per cent compared to 37 per cent of the HMRC sample.

Figure 3.1: Sample profile by risk, outcome and claimant type

Base: All sample (HMRC = 766; Private sector supplier = 607)*



* Percentages exclude 'don't know' and refused responses.

3.5. HMRC Customer Survey

The key aim of the main HMRC Customer Survey is to track changes in perceptions of HMRC and of the experience of dealing with the Department for each of four main customer groups: Small or Medium sized businesses, Agents, Personal Taxes and Benefits & Credits (B&C).

The objectives are:

- Quarterly tracking of customer perceptions of recent dealings with HMRC, and
- Six monthly tracking of HMRC reputation measures (amongst those who do and do not deal with HMRC).

The Customer Survey is also conducted using CATI. The customer experience module selects those with dealings in last three months and the focus is on a specific (or most recent) dealing in those three months, while the reputation measures are taken amongst a wider sample of customers.

The 2012/13 Customer Survey⁵ included 3,100 Benefits and Credits customers and within this 2,500 tax credits customers. Ratings for customer experience dimensions from this survey have been compared to those of tax credit recipients from the Customer Survey, while ratings on the reputation measures have been compared to those amongst all individuals in the Customer Survey.

⁵ HMRC (2013). HM Revenue & Customs Customer Survey 2008-2013. <http://www.hmrc.gov.uk/research/report272.pdf>

3.6. Analysis and reporting

This document provides a commentary on the findings from the research.

The data was analysed using specialist computer software. Tests for significant differences were performed to identify where the experiences of HMRC and private sector supplier customers differed. Sub group analysis was performed using cross tabulations.

Key driver analysis was carried out using multivariate analysis of the overall measure of customer experience. This analysis produced a list of issues together with an indication of their relative importance to customers.

The following points should be borne in mind when reading this report:

- Percentages for single-response questions do not always add up to exactly 100% due to the effect of rounding.
- Customers were asked to rate aspects of their experience using a five point scale (e.g. 'very good', 'fairly good', 'neither good nor poor', 'fairly poor' or 'very poor'). Customers could also say "don't know" or "not applicable" (n/a). The bases for these types of questions exclude n/a. Generally 'Don't know' is not shown in charts but is included in the base.
- The red stars on the charts denote significant differences between the samples for individual points on the scale. Where combined levels are significantly different at a top two or bottom two box level for example, this is noted in the text.
- Unless otherwise stated all differences reported are statistically significant to the 95% confidence level.
- Base sizes for each result reported are shown with the charts. A result with a base size of fewer than 100 should be interpreted with caution and the findings should be viewed as indicative.

4. Contextualising customers

This section provides information on the demographic profile of the customers in the weighted samples.

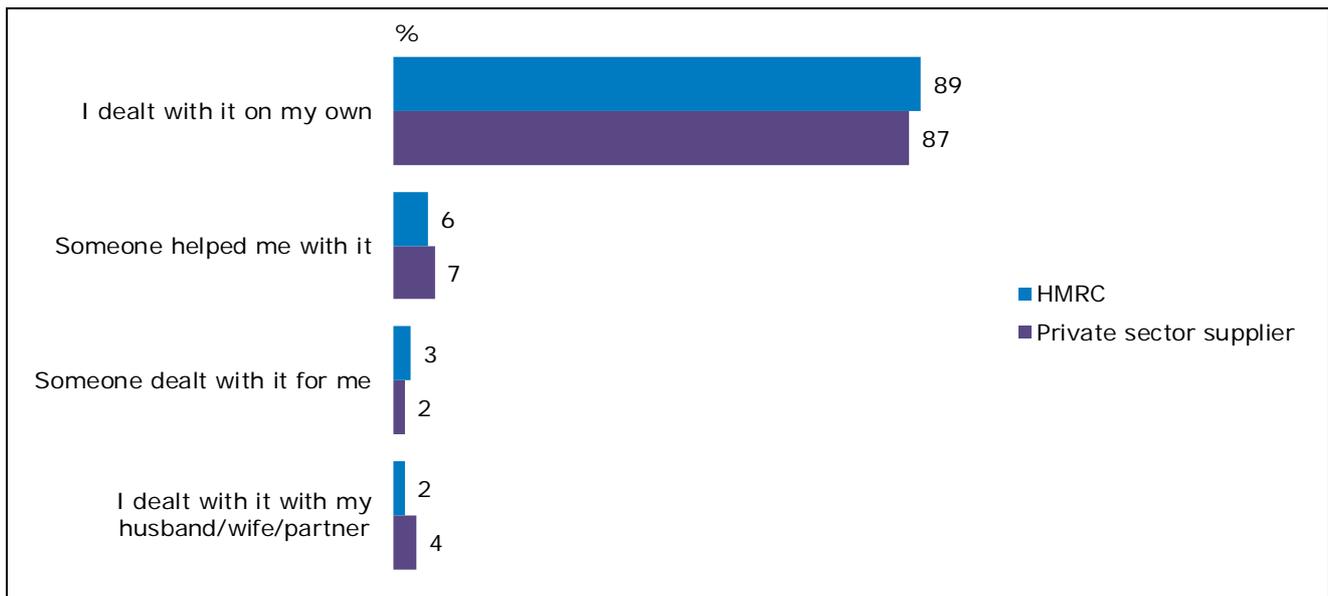
4.1. Demographic profile of customers in the trial

Even though there was a significantly higher proportion of joint claimants in the private sector supplier sample than in the HMRC sample (71 per cent compared to 37 per cent), most respondents said that they had dealt with the check on their own.

The proportion of customers in each sample who said they did not have help from, for example, an accountant, friend or relative to deal with the check was very similar for both the private sector supplier and HMRC (at 87 per cent and 89 per cent respectively), as shown in Figure 4.1 below.

Figure 4.1: Extent of using others to help deal with the issue

Q24: Did you use someone else to help you to deal with this issue, or did you deal with it on your own? Base: All sample (HMRC: n=766; Private sector supplier: n=607)



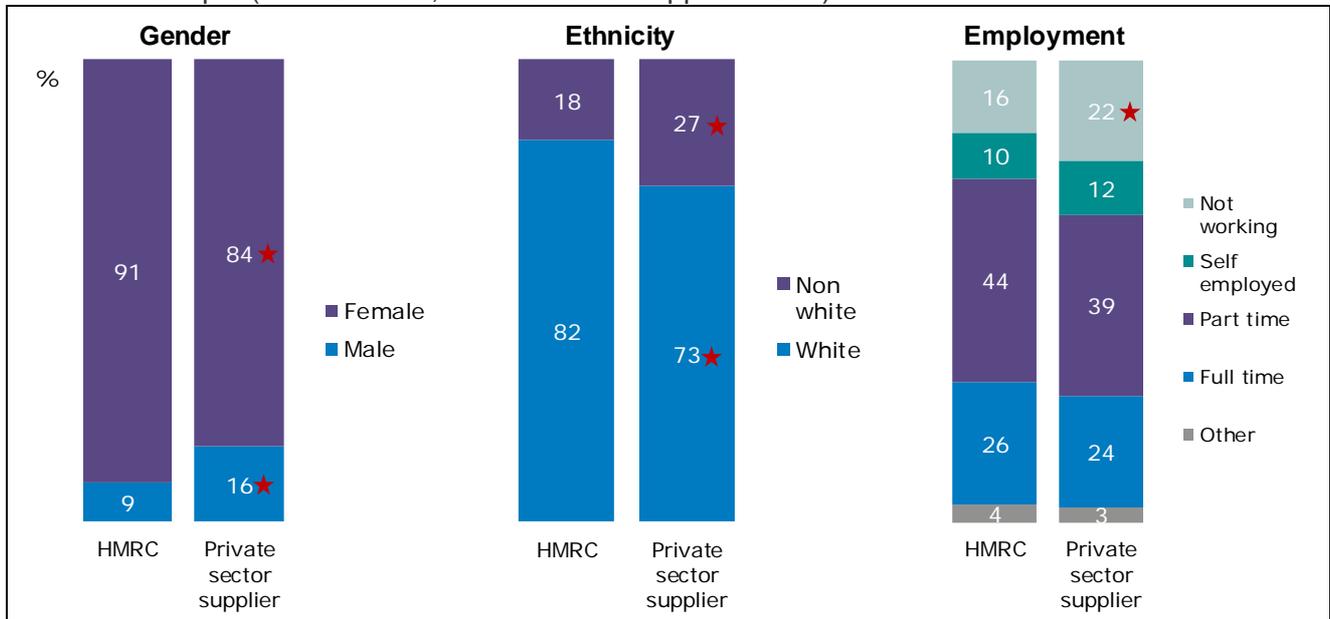
As shown in Figure 4.2, the majority of respondents in both samples were female, but a significantly higher proportion of the private sector supplier sample were male (16 per cent compared to nine per cent of the HMRC sample).

The majority of respondents in both sample groups were white but the private sector supplier sample included a significantly higher proportion of non-white customers (27 per cent compared to 18 per cent of the HMRC sample).

The majority of respondents in both samples were working either full or part-time, although the private sector supplier sample had a significantly higher proportion of those not working (22 per cent compared to 16 per cent of the HMRC sample).

Figure 4.2: Sample profile by gender, ethnicity and employment⁶

Base: All sample (HMRC = 766; Private sector supplier = 607)*



* Percentages exclude 'don't know' and refused responses.

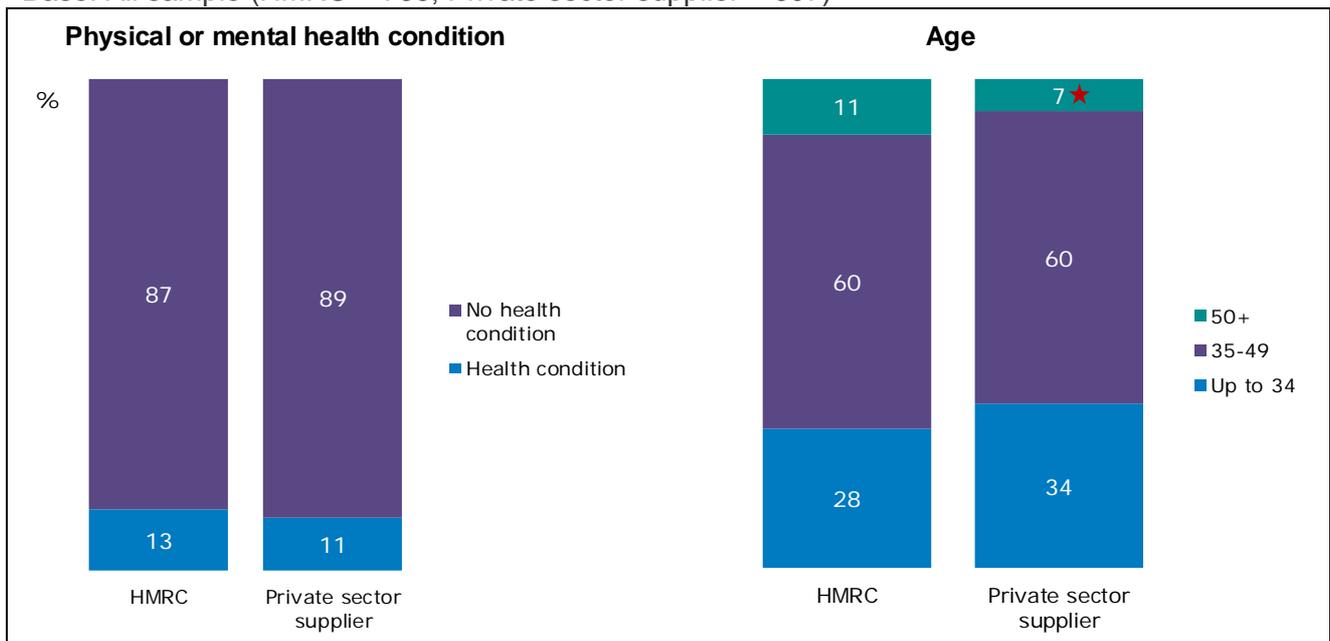
The private sector supplier and HMRC samples were similar in terms of both disability and age. As shown in Figure 4.3, the majority of customers for both groups (89 per cent for the private sector supplier and 87 per cent for HMRC) reported that they had no physical or mental health conditions or illnesses lasting, or expecting to last, 12 months or more.

The majority of respondents in both the HMRC and the private sector supplier groups were between the ages of 35 and 49 (60 per cent in both cases). The private sector supplier sample included a slightly higher proportion of customers up to the age of 34 years (34 per cent compared to 28 per cent for HMRC) and a significantly lower proportion of customers aged 50 or over (seven per cent compared to 11 per cent for HMRC).

⁶ Throughout the report, red stars on charts denote significant differences between the samples for individual points on the scale. See section 3.6 for further details.

Figure 4.3: Sample profile by physical or mental health condition and age

Base: All sample (HMRC = 766; Private sector supplier = 607)*



* Percentages exclude 'don't know' and refused responses.

5. Communications with customers

This section provides key details about the intervention, specifically around the channels and nature of contact made and received.

5.1. Whether the customer was informed of a decision

Just over half (55 per cent) of customers in the private sector supplier group said that they had been informed of a decision, significantly lower than the level of four-fifths (80 per cent) for respondents in the HMRC group. All customers were informed of a decision, however not all respondents recalled this. For the private sector supplier, this may reflect the fact that unresolved cases were returned to HMRC at the end of the trial period, and final communications and outcomes were then handled by HMRC rather than the private sector supplier.

5.2. Customer awareness of who had contacted them

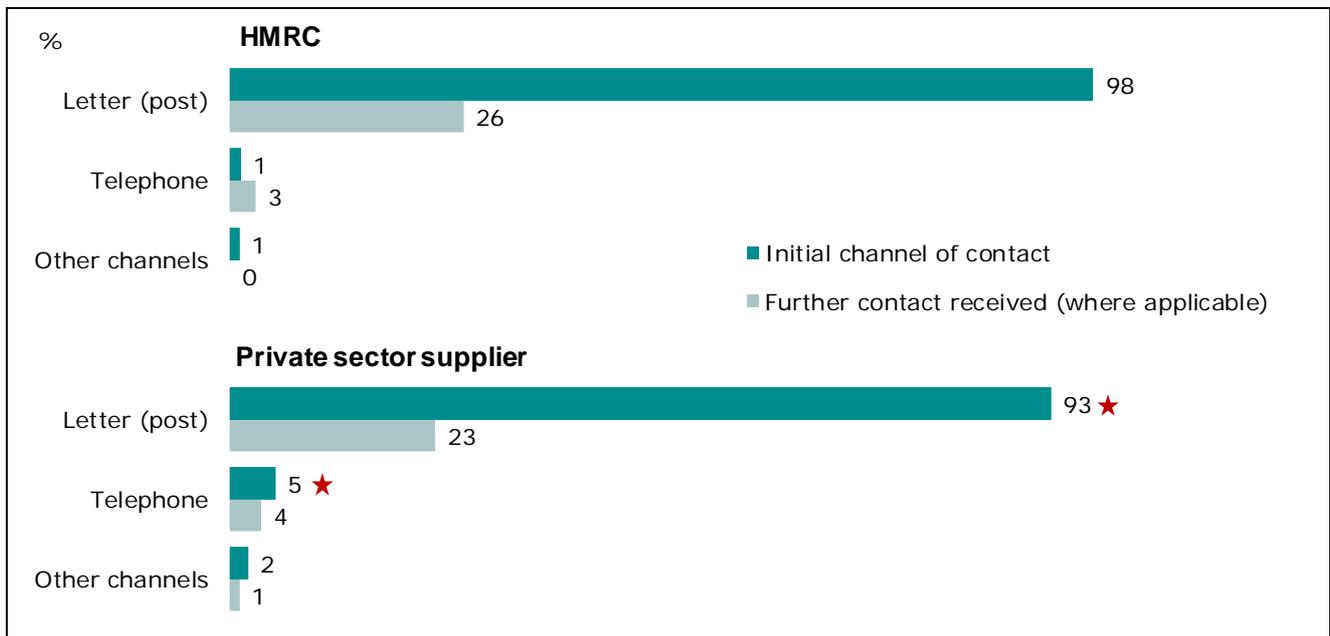
Of those in the private sector supplier group, the majority of respondents (82 per cent) said they were aware that they were dealing with the private sector supplier rather than HMRC. Only a small proportion of customers in the private sector supplier group said they did not know who had contacted them (seven per cent); 11 per cent thought they had been contacted by HMRC.

5.3. Channels of contact

As shown in Figure 5.1, almost all respondents recalled being first contacted by letter (93 per cent of the private sector supplier sample and a significantly higher level of 98 per cent for HMRC). Only a small proportion of customers said they had been contacted via telephone; this method of contact was used initially to contact a significantly higher proportion of customers in the private sector supplier group than for HMRC customers (five per cent and one per cent respectively). Other channels of communication such as email, text, fax or in person were rarely reported.

Figure 5.1: Methods of contact used by HMRC / the private sector supplier at first and for further contact (where applicable)

Q5: Which method did they use? Q9: Which of the following methods did they use to make this additional contact? Base: All sample (HMRC: n=766; Private sector supplier: n=607)

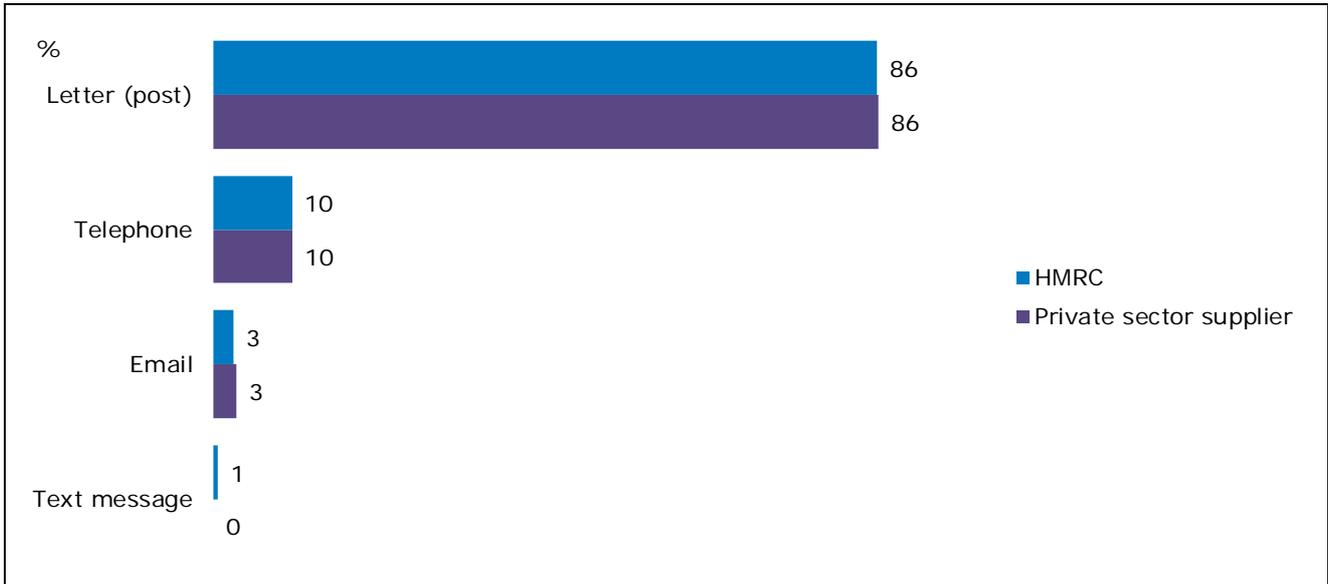


After initial contact, just over a quarter of respondents in both groups said that they were contacted again (27 per cent of customers in the private sector supplier group and 28 per cent of HMRC customers) and again a letter was the primary method of contact used (see Figure 5.1).

Most customers' preferred method of contact was by letter (with 86 per cent of respondents in both the private sector supplier and HMRC groups preferring this). While one in ten said that they would have preferred telephone contact, only three per cent thought they would have preferred being contacted via email. There was no difference in preferences between customers contacted by the private sector supplier and HMRC (Figure 5.2).

Figure 5.2: Customers preferred method of contact

Q5: Which method did they use (to contact you)? Q7: In which way would you prefer to have been notified? Base: All sample (HMRC: n=766; Private sector supplier: n=607)

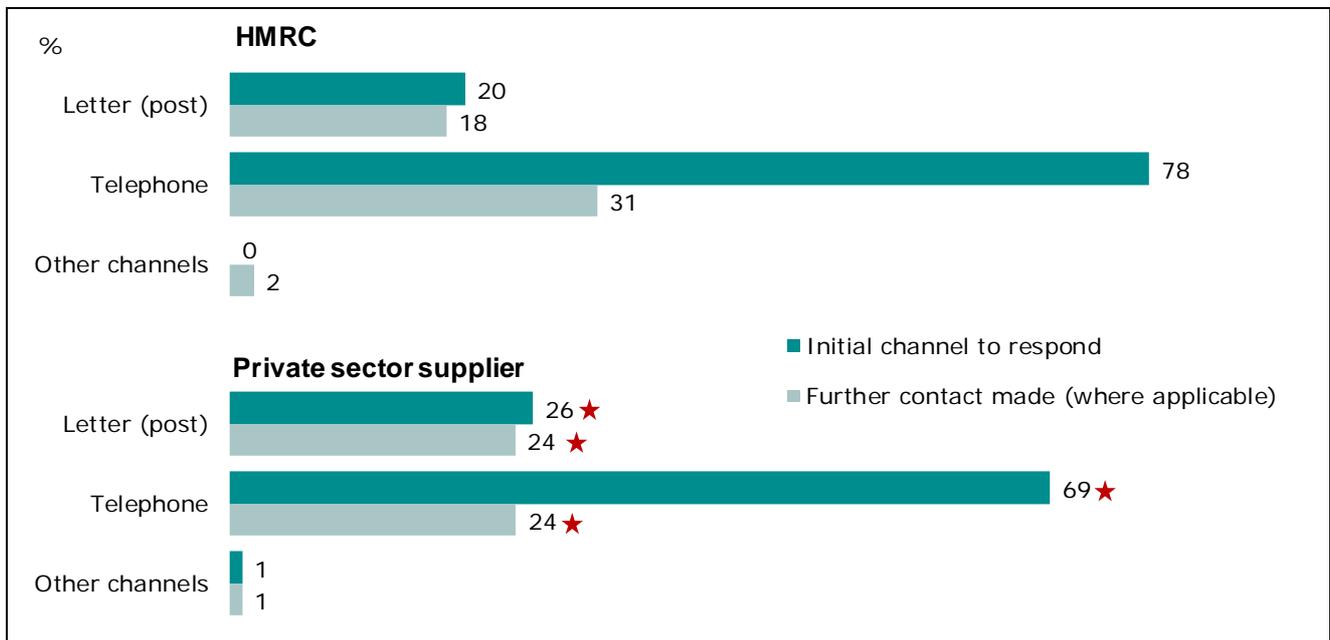


Customers were also asked about the channels of contact they used when contacting the organisation carrying out the intervention. First contact by customers was usually by telephone for both groups. Over two-thirds (69 per cent) of those contacted in the private sector group said they responded in the first instance by telephone, while a significantly higher proportion (78 per cent) of HMRC customers reported doing so.

Subsequent contact showed a more varied picture, particularly among those contacting the private sector supplier, where the proportions saying that they used letter (24 per cent) and telephone (24 per cent) were significantly different from HMRC levels (18 per cent letter and 31 per cent telephone). For contact made by the customer to the organisation conducting the check, little use was made of other channels such as email, text or fax (Figure 5.3).

Figure 5.3: Methods of contact used by customers at first and for further contact (where applicable)

Q15: Which method did you first use to respond? Q17: Which methods did you use to make additional contact? Base: All sample (HMRC: n=766; Private sector supplier: n=607)



6. Overall measures of customer experience

This section looks at overall measures of customer experience, as well as what drives these. This builds an understanding of the factors that have the greatest bearing on customer experience overall.

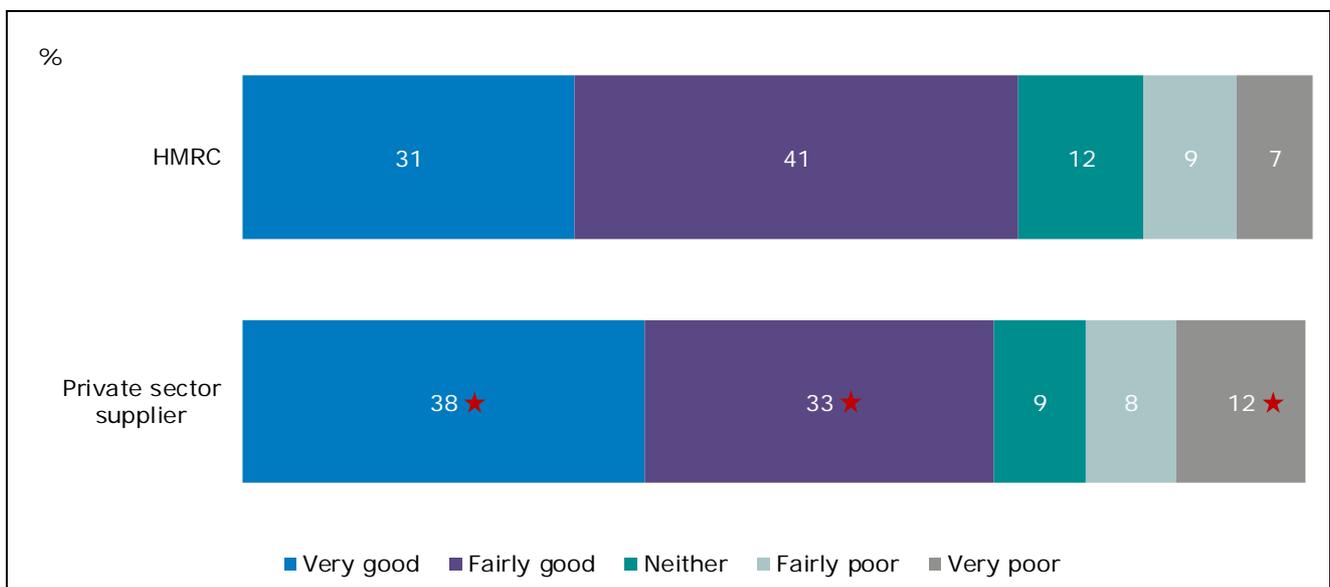
6.1. Overall customer rating of their experience

Customers were asked to rate their overall experience of dealing with the organisation conducting the intervention, 'putting aside the end result'. Customer experience was similar for the two groups, with just under three-quarters in each (70 per cent for the private sector supplier and 72 per cent for HMRC) rating their experience as either 'very good' or 'fairly good'.

Customers in the private sector supplier group were, however, significantly more likely than HMRC customers to say their experience was 'very good' (38 per cent compared to 31 per cent) but also significantly more likely to use the other extreme of the scale and give a rating of 'very poor' (12 per cent compared to seven per cent) (Figure 6.1).

Figure 6.1: Overall customer rating of their experience

Q31: Putting aside the end result, overall, how would you rate your recent experience? Base: All sample (HMRC: n=764; Private sector supplier: n=604) *



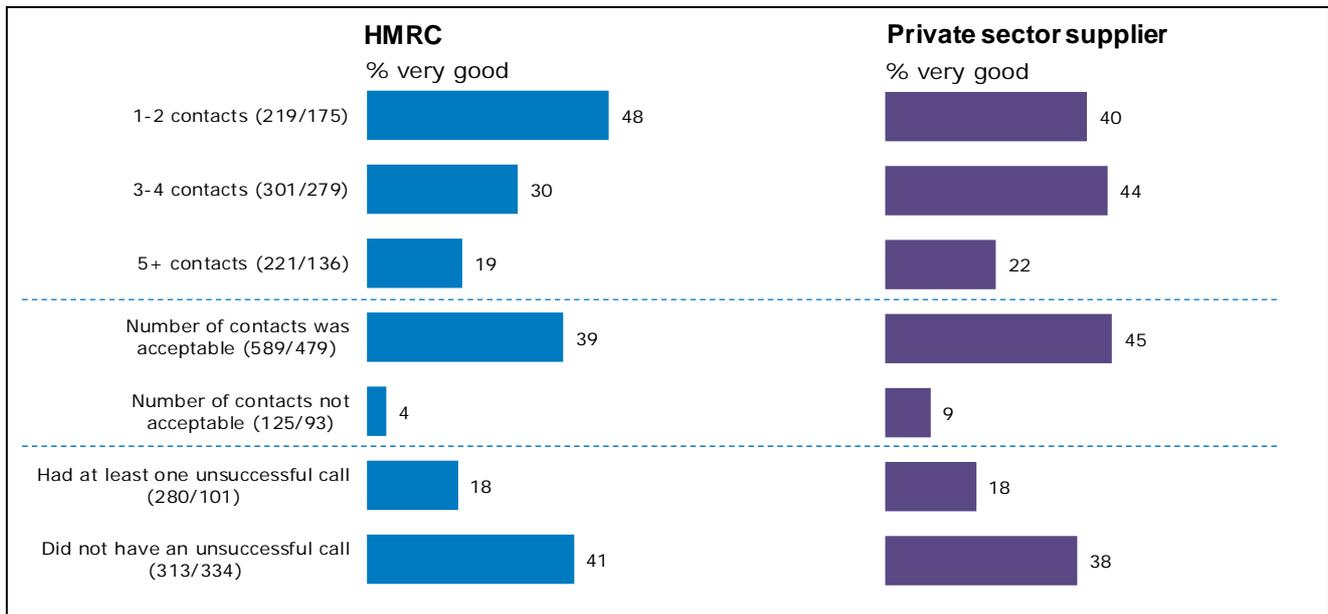
*Base excludes n/a and chart does not show 'don't know' responses.

6.2. Overall customer rating of their experience by sub-group

To understand what is driving the overall experience score, cross-analysis by a number of other measures which were thought to potentially have an impact has been carried out. This has identified a number of areas where the overall rating varies quite dramatically (Figures 6.2; 6.3).

Figure 6.2: Overall customer rating of their experience by number and type of contacts

Q31: Putting aside the end result, overall, how would you rate your recent experience? Base: All in each sub-group*.



*Bases exclude n/a. Caution low base size for some subgroups

The overall customer rating of their experience does vary significantly by the total number of contacts reported between the organisation and the customer, as well as how acceptable this number was felt to be and by whether the customer said they had experienced an unanswered call.

The fewer contacts a respondent said they had with an organisation, the more positive the overall rating given.

A similar correlation was found between customers' perceptions of acceptability of the number of contacts made and the overall customer experience rating for both groups. Among those who considered the number of contacts acceptable, 45 per cent of customers in the private sector group and 39 per cent of HMRC customers rated their overall experience as 'very good', compared to only nine per cent and four per cent of those who said that the number of contacts was 'unacceptable' for the private sector supplier and HMRC respectively.

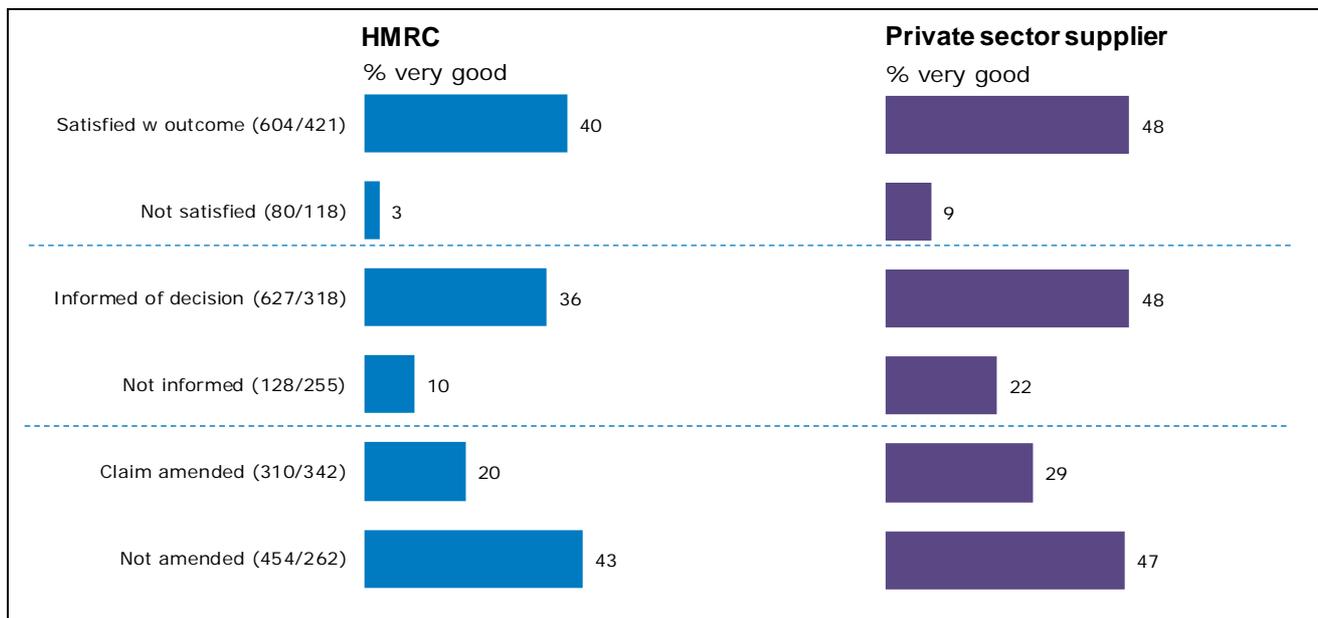
Among those in the private sector supplier group who said that the number of contacts made was unacceptable, 56 per cent rated their overall customer experience as 'very poor'. This compares to a level of 33 per cent among respondents in the HMRC group.

The overall customer rating of their experience is also affected by whether a customer said they had an unanswered call when they tried to make contact about their tax credits check. There was a clear correlation for both the private sector supplier and HMRC.

Customers' overall ratings are also strongly affected by the outcome of the intervention, as shown on Figure 6.3. Differences between all sub-groups shown are significant for both samples.

Figure 6.3: Overall customer rating of their experience by outcome related measures

Q31: Putting aside the end result, overall, how would you rate your recent experience? Base: All in each sub-group.*



* Bases exclude n/a. Caution: low base size for some subgroups.

Customers in both the private sector and HMRC groups were more likely to rate their overall experience as ‘very good’ if: they said that they were satisfied with the outcome of the tax credits check, they said they had been informed of the decision, and their claim had not been amended.

Among those who said they had been informed of a decision, 48 per cent of customers in the private sector supplier group and 36 per cent in the HMRC group rated their overall experience as ‘very good’; of those who said that they had not been informed of a decision, 22 per cent and 10 per cent in each group respectively rated their overall experience as ‘very good’.

Customers whose claim was amended as a result of the tax credits check were less likely to rate their overall experience positively than those whose claim was not amended. While 29 per cent of customers in the private sector supplier group and 20 per cent of customers in the HMRC group with amended claims rated their experience as ‘very good’, this rose significantly to 47 per cent and 43 per cent in each group respectively among those whose claims were not amended.

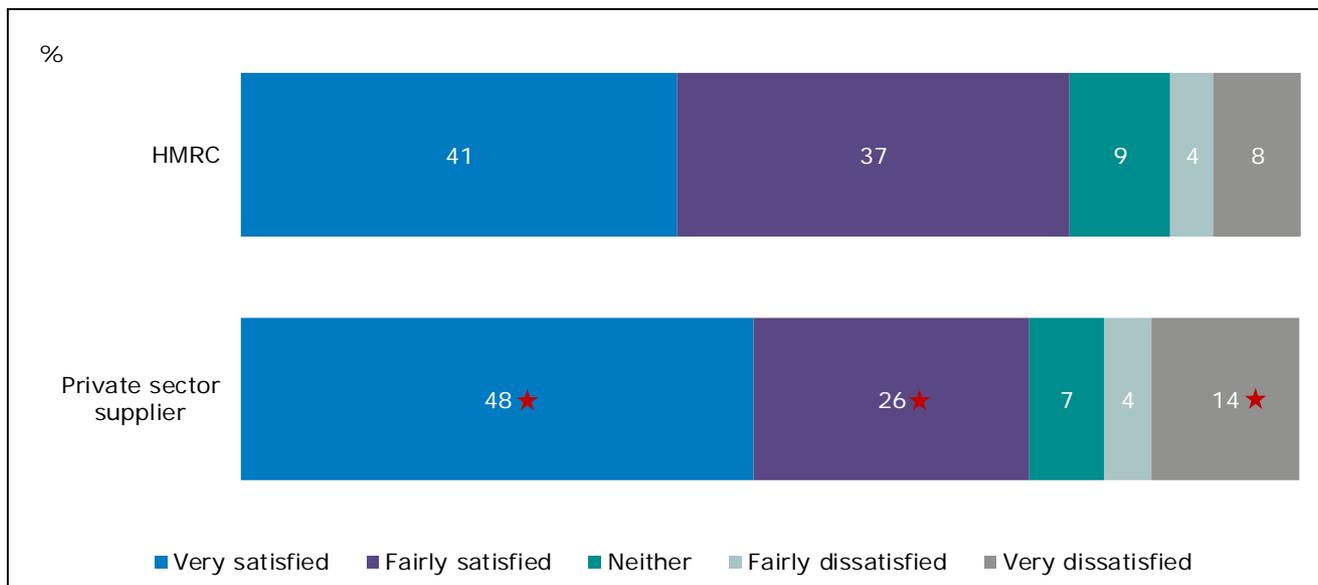
There were similar patterns in the data by ratings of effective communication, having a straightforward experience, overall favourability, and positive overall customer experience.

6.3. Satisfaction levels with the intervention outcome

Most customers said they were satisfied with the outcome of their tax credits check (73 per cent of customers in the private sector supplier group and 77 per cent of HMRC customers). There is little difference in the overall positive rating between the two groups, however, customers in the private sector supplier group were significantly more likely than HMRC customers to be both ‘very satisfied’ (48 and 41 per cent respectively) and ‘very dissatisfied’ (14 and eight per cent respectively) (Figure 6.4).

Figure 6.4: Satisfaction with the outcome of the intervention

Q29: How satisfied or dissatisfied are you with the end result of your tax credits check? Base: All sample (HMRC: n=756; Private sector supplier: n=597).*



* Base excludes n/a and chart does not show 'don't know' responses.

The sub-group differences for this measure follow a very similar pattern to those for the overall experience rating and have therefore not been reported.

6.4. Key driver analysis (KDA)

Outcome related measures and frequency, acceptability and type of contact influence a customer's overall rating of their experience. In order to understand other influences, a key driver analysis (KDA) has been used.

KDA identifies a list of issues, as well as their relative importance to customers in terms of the service rating. The relative importance scores are derived using multiple linear regression analysis and performance scores are derived from the answers given in the survey. The final analysis plots importance against performance in a quadrant diagram, divided with lines at the median importance and performance scores, with importance in driving the overall measure of service rating on the horizontal axis and performance on the vertical axis.

A more detailed explanation of the KDA can be found in Appendix A.

In Figure 6.5 and Figure 6.6, square markers are used in the bottom right quadrant to signify the primary areas for improvement, diamond markers for the secondary areas for improvement in the bottom left and triangle markers for areas to maintain in the top right and to a lesser extent in the top left.

The KDA was run once for both samples combined to provide a more robust analysis, based on an assumption that the key drivers of customer experience would not be affected by the organisation delivering it. However, individual performance is examined for each sample. The Figures that follow plot derived importance (across both samples) by performance for each organisation.

Figure 6.5: Key driver analysis for the private sector supplier group

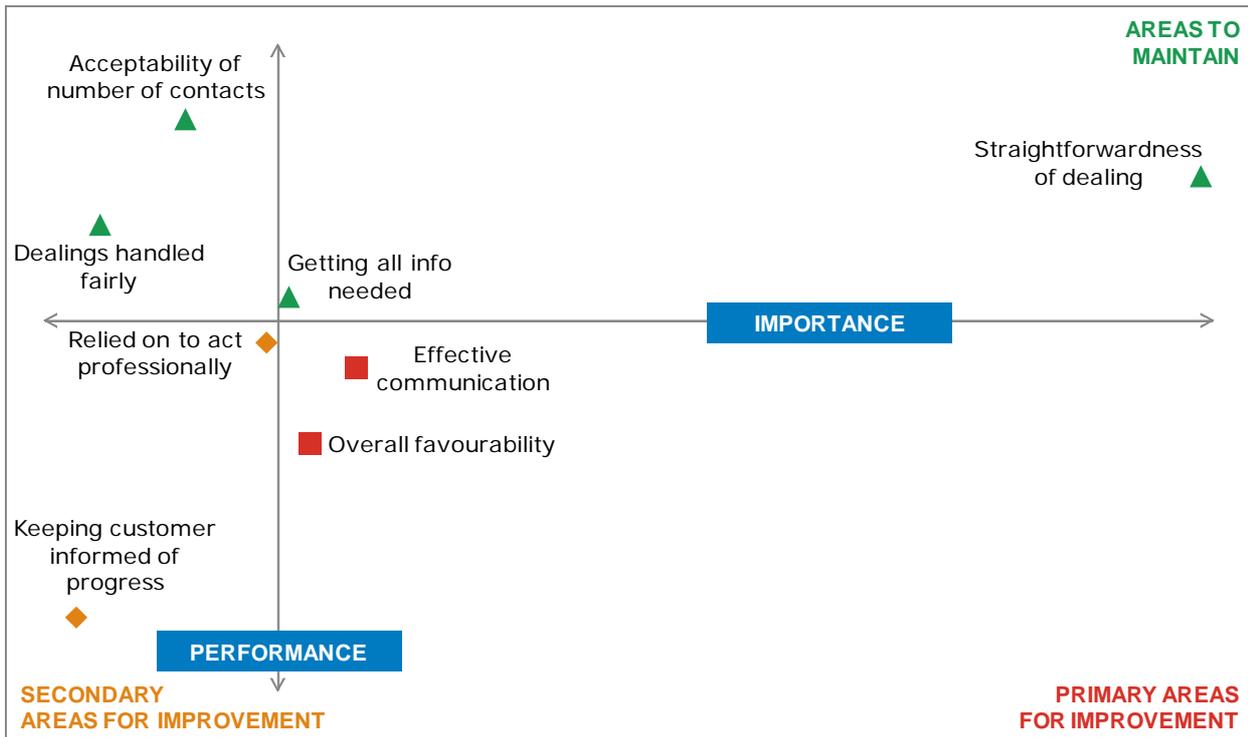
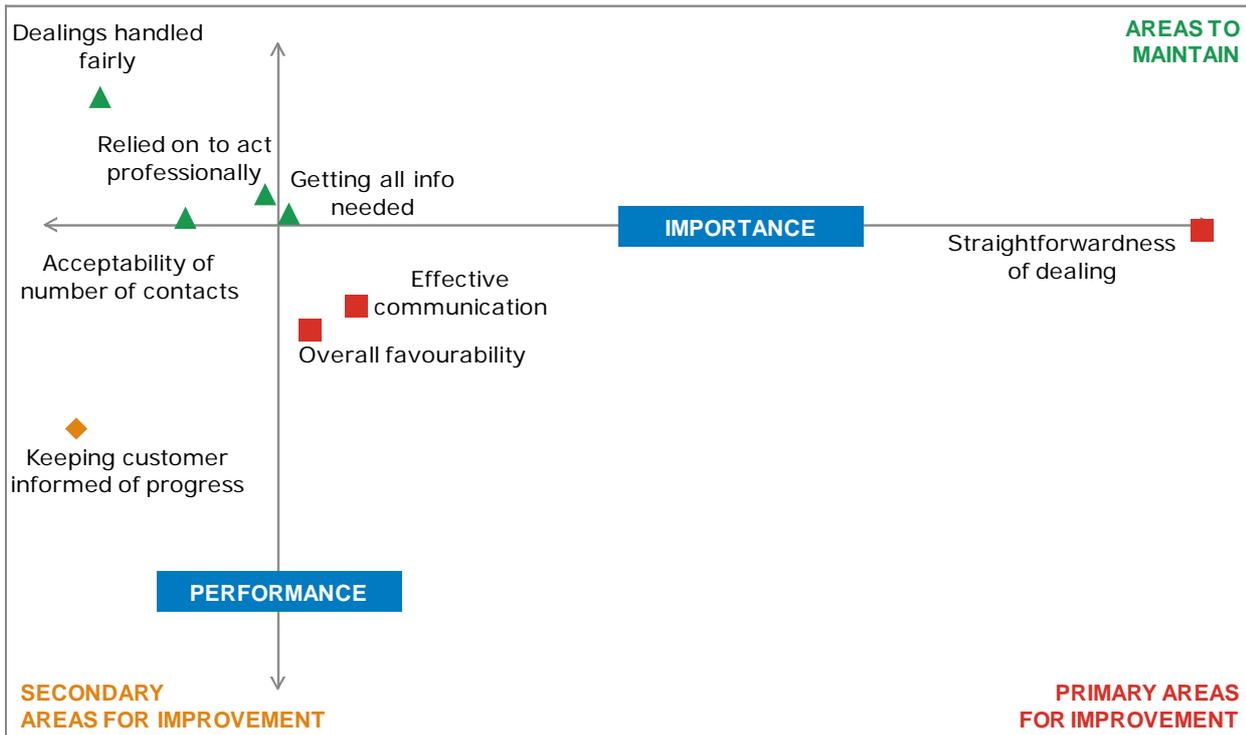


Figure 6.6: Key driver analysis for the HMRC group



For both the private sector supplier and HMRC groups, the most important key driver of the overall customer rating of their experience was the straightforwardness of the dealings: the private sector supplier performed better than HMRC on this attribute.

The other drivers of the overall customer experience identified across both groups combined (in order of importance) are:

- Effectiveness of communication
- Overall favourability
- Making sure customers get the information they need
- Being relied upon to carry out their duties properly and professionally
- Acceptability of the number of contacts
- Whether customers felt dealings were handled fairly, and
- Keeping customers informed of progress.

Performance is illustrated by the shape of the marker, with similar performance levels for both the private sector supplier and HMRC for many of the key drivers.

The two areas with the greatest scope for improvement for the private sector supplier were the same as those identified for HMRC: effectiveness of communication, and overall favourability. Other areas for improvement include keeping customers informed of progress (more so than for HMRC) and acting professionally.

7. Customers' experiences of intervention processes

This section presents findings on specific measures of customer experience, including straightforwardness of dealings, and the communications related measures that are likely to impact on overall effectiveness of communication. Other measures include: ease of completing the processes, ease of getting in touch, ease of understanding what to do, and how well customers felt they were informed and treated.

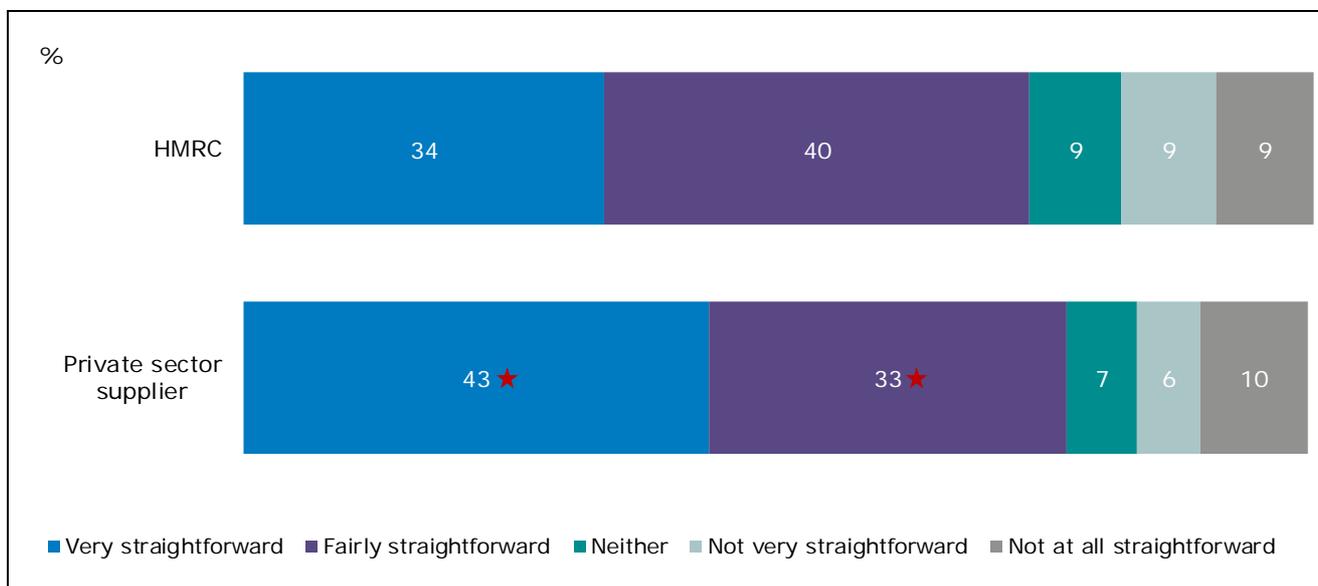
7.1. Straightforwardness of dealings

Around three-quarters of customers rated their recent experience of dealing with the organisation conducting the intervention as straightforward (77 per cent for the private sector supplier and 73 per cent for HMRC) (Figure 7.1). The same rating among the tax credits sample in HMRC's Customer Survey is higher (84 per cent).

Reflecting the KDA outputs, the private sector supplier performed particularly well on the top box measure, with 43 per cent rating their dealings as 'very straightforward', significantly higher than the HMRC group (34 per cent).

Figure 7.1: Overall rating of straightforwardness

Q30: How straightforward was your recent experience of dealing with your tax credits award?
Base: All sample (HMRC: n=766; Private sector supplier: n=606).*



* Base excludes n/a and chart does not show 'don't know' response.

7.1.1. Overall rating of straightforwardness by sub-group

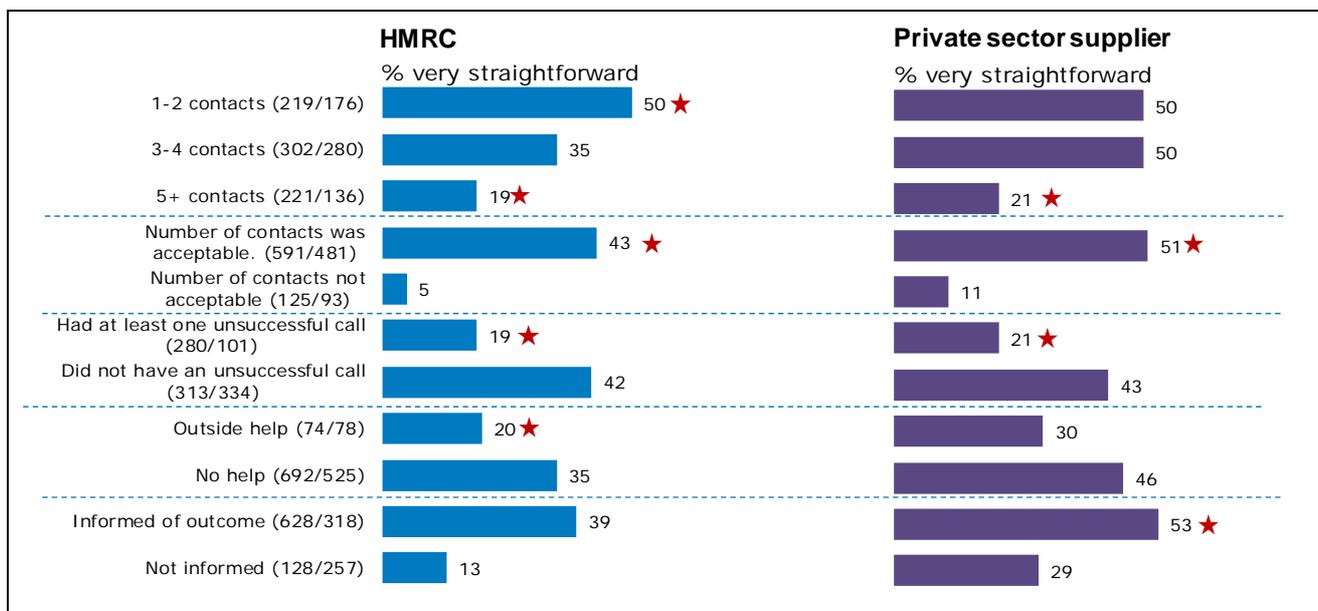
Ratings of straightforwardness were correlated with a number of factors: the number of contacts reported, the perceived acceptability of this, perceptions of the success of the contact⁷, whether or

⁷ Success of contact was based on whether customers had at least one unsuccessful call.

not the customer said they had help with the intervention and whether the customer said they had been informed of an outcome (Figure 7.2). The red stars on the figure below illustrate where differences between sub-groups within each sample are significant.

Figure 7.2: Overall rating of straightforwardness by sub-groups

Q30: How straightforward was your recent experience of dealing about your tax credits award?
Base: All in each sub-group.*



* Base excludes n/a and chart does not show 'don't know'. Caution: low base size for some subgroups.

For both the private sector supplier and HMRC, ratings of 'very straightforward' were particularly low among those who: said they had been in contact more than five times, did not rate the level of contact as acceptable, said they had not had their call answered, and had reported having outside help.

Customers who said they had been informed of the intervention outcome were more likely to give a positive straightforwardness rating. This was especially true for customers in the private sector supplier group where around half (53 per cent) rated the process as 'very straightforward', compared to about a third (39 per cent) of HMRC customers. In contrast, among those who said they had not been informed of a decision, 29 per cent of customers in the private sector supplier group and 13 per cent of customers in the HMRC group rated them in the most positive way.

Customers who had not had their claim amended as a result of the tax credits check were also more likely to rate straightforwardness positively with 53 per cent of customers in the private sector supplier group and 48 per cent of customers in the HMRC group giving a rating of 'very straightforward'. This compares to 35 per cent and 21 per cent of customers whose claim was amended giving a 'very straightforward' rating for the private sector supplier and HMRC respectively.

Perceptions of straightforwardness were clearly correlated with customer perceptions of effectiveness of communication. Around half of customers who rated communication as effective also rated straightforwardness very positively (56 per cent of those in the private sector supplier

sample and 45 per cent in the HMRC sample). This compares to a 'very straightforward' rating by 11 per cent of customers in the private sector supplier group and seven per cent of customers in the HMRC group who rated communication as ineffective.

7.2. Communications measures

This section captures customer views on the different communication methods used during the intervention, including postal communications and telephone contact.

7.2.1. Postal communications

Customer understanding of postal communication was high across both groups.⁸ A minority of customers said they did not understand the letter that had been sent to them (14 per cent for the private sector supplier and 16 per cent for HMRC).

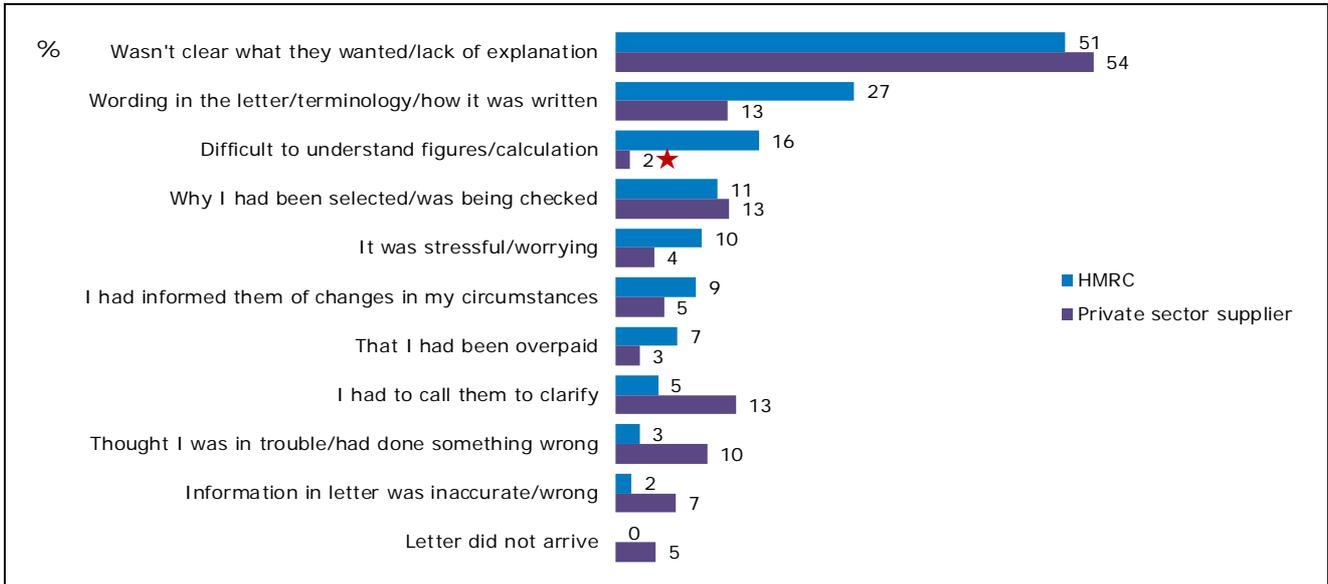
Over half of respondents who reported difficulty in understanding the letter said it was because the letter was not clear about what was required from the customer (54 per cent for the private sector supplier and 51 per cent for HMRC). Due to the small base sizes, the only significant difference between the two groups relates to customers in the private sector supplier group being less likely to say that they were unable to understand the figures or the calculation.

Other reasons given by both groups included lack of clarity around why they had been selected and wording/terminology in the letter (Figure 7.3).

⁸ All customers who had been contacted the private sector supplier (n=585) or by HMRC (n=752) via a letter, either at the initial stage or any subsequent stage, were asked whether or not they understood the letter that had been sent to them. Those customers who said they found the letter they received from the private sector supplier difficult to understand (n = 85) or HMRC (n=79), were asked to explain, in their own words, why this was so. Similar responses were then grouped together as shown in Figure 7.3.

Figure 7.3: Reasons given for difficulties in understanding written communication

Q11: What was difficult to understand? Base: All who had been contacted by post (HMRC: n=79; Private sector supplier: n=85).*



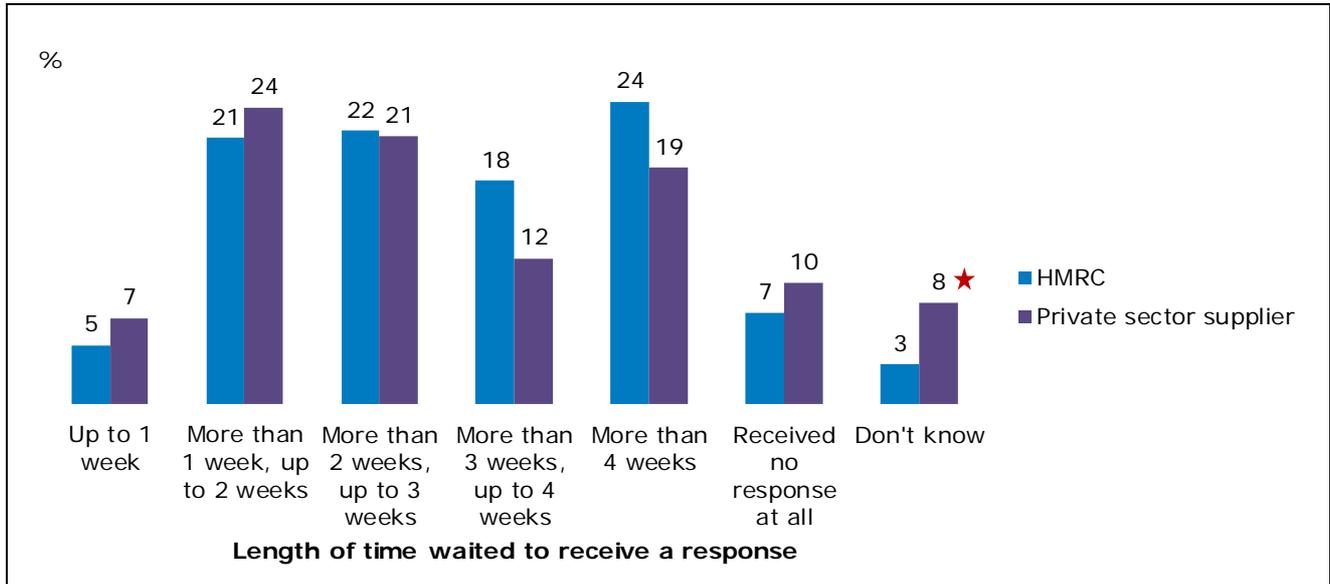
* Respondents could give more than one answer so combined responses do not sum to 100%. Caution: small base sizes.

7.2.2. Response times for postal contact

A smaller proportion of customers in the private sector group who said they contacted the organisation by letter said they had to wait over three weeks for a response, at 30 per cent compared to 42 per cent for those contacting HMRC in the same way. A small number of customers who said that they contacted the organisation by letter thought that they received no response at all to their letter (10 per cent of customers in the private sector supplier group and seven per cent in the HMRC group) (Figure 7.4).

Figure 7.4: Response times for postal correspondence

Q21b: Thinking about the correspondence you sent by post, how long did you have to wait for a response? Base: All who contacted via post (HMRC: n=338; Private sector supplier: n=298)



Seventy per cent of customers⁹ in the private sector supplier group said that the documents that they had supplied were returned promptly, compared to 63 per cent for HMRC.

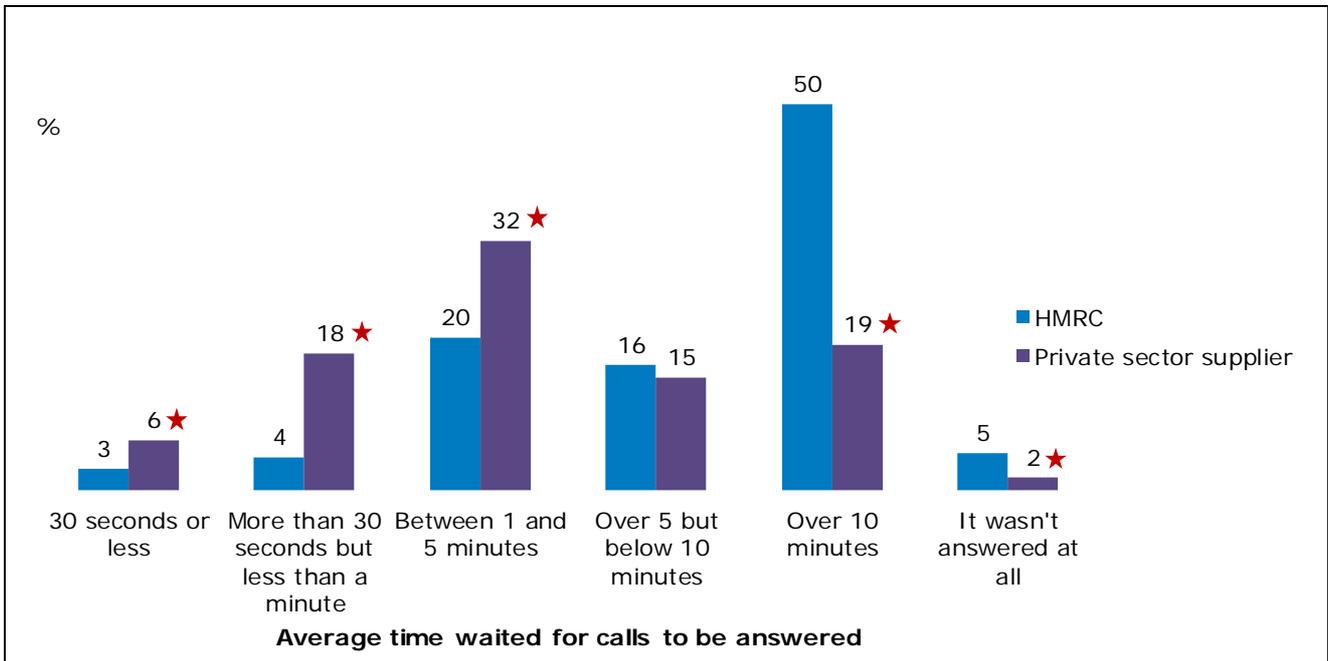
7.2.3. Response times for telephone contact

Among those who contacted the organisation by telephone, a quarter (24 per cent) of customers in the private sector supplier group said that they waited for less than a minute for their call to be answered, while a significantly lower level of seven per cent of HMRC customers said the same. Furthermore, significantly fewer customers in the private sector group (19 per cent) said they waited over 10 minutes for their call to be answered, compared to 50 per cent of HMRC customers (Figure 7.5).

⁹ N=298 for private sector supplier and n=338 for HMRC.

Figure 7.5: How long customers waited for their calls to be answered

Q18: On average how long did you have to wait for your calls to be answered when you phoned?
 Q19: At any time did you try to contact them on the phone and your call was not answered? Base: All who contacted by telephone (HMRC: n=601; Private sector supplier: n=448).*



*Chart does not show 'don't know' responses.

Customers in the private sector group were significantly less likely than HMRC customers to say that their calls had not been answered. A quarter (24 per cent) of customers in the private sector supplier sample who had tried to contact the organisation by telephone said a call was unanswered, compared to 50 per cent amongst HMRC customers¹⁰.

7.2.4. Ease of getting in touch

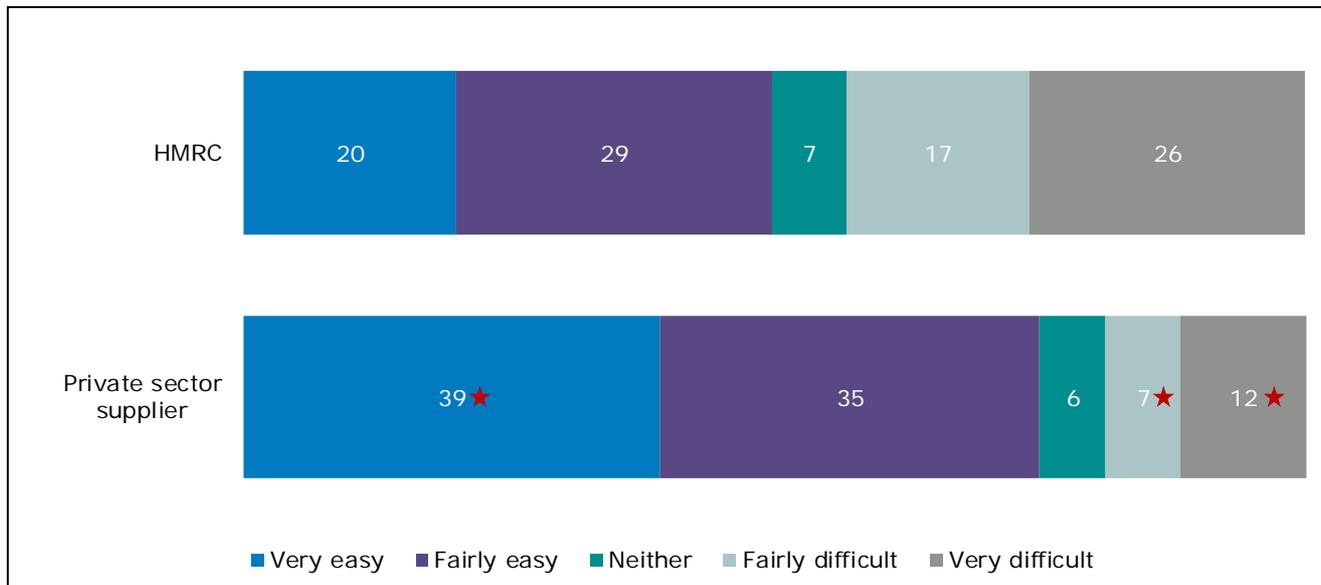
Customers in the private sector supplier group were significantly more likely (74 per cent) to say that they found it easy to get in touch with the organisation compared to customers in the HMRC group (49 per cent). In the HMRC Customer Survey, 62 per cent of customers in the tax credits sample reported that it was easy to get in touch with HMRC.

Furthermore, while only 19 per cent of the private sector supplier customers said they found it difficult to get in touch, a significantly higher level of 43 per cent of HMRC customers did so (Figure 7.6).

¹⁰ This was asked about specifically in a separate question.

Figure 7.6: Ease of getting in touch

Q25: How easy or difficult was it to get in touch? Base: All sample (HMRC: n=755; Private sector supplier: n=568).*



* Base excludes n/a and chart does not show 'don't know' responses.

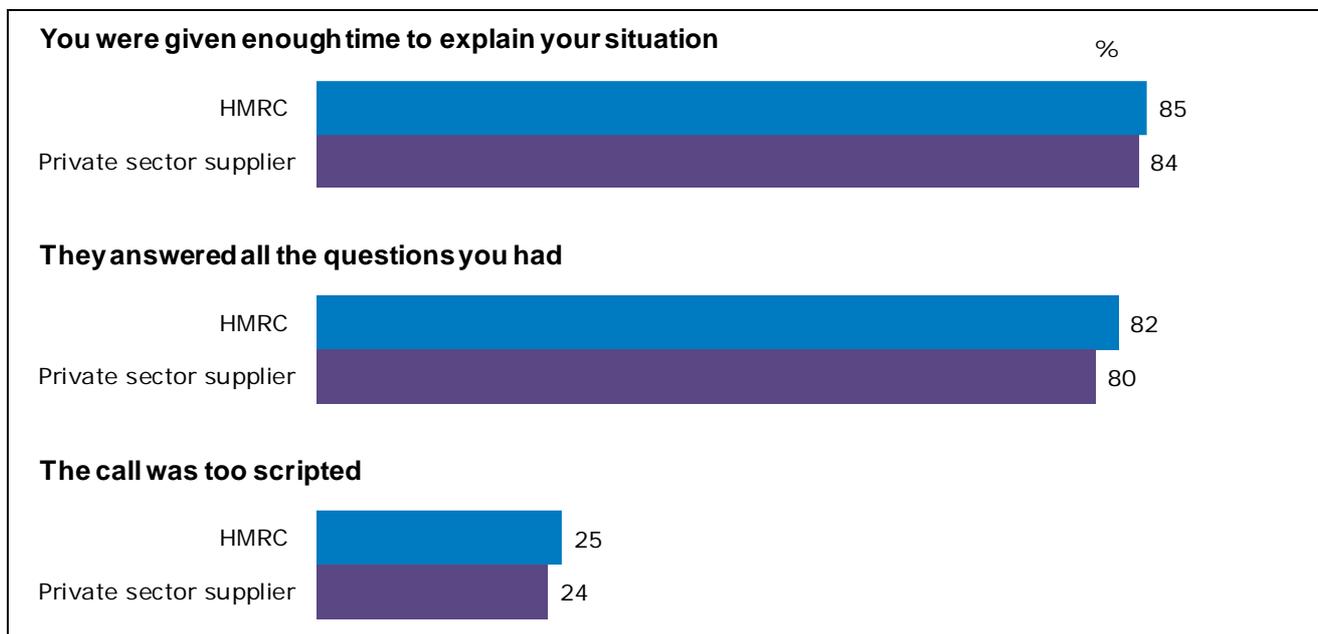
7.2.5. Customer service measures of telephone contact

Most customers in each group rated their experience of the telephone calls made positively, whether they had called the intervention organisation or the organisation contacted them.

The majority of customers in both groups who reported some form of telephone contact said that they had been given enough time to explain their situation (84 per cent and 85 per cent respectively), and that all their questions had been answered (80 per cent and 82 per cent respectively). However, a quarter of each group felt that the call was too scripted (Figure 7.7).

Figure 7.7: Customers' experience of telephone contact

Q21: Thinking about all the times they called you or you called them about your tax credits claim... did you feel? Base: All who contacted by telephone and got through (HMRC: n=579; Private sector supplier: n=453)



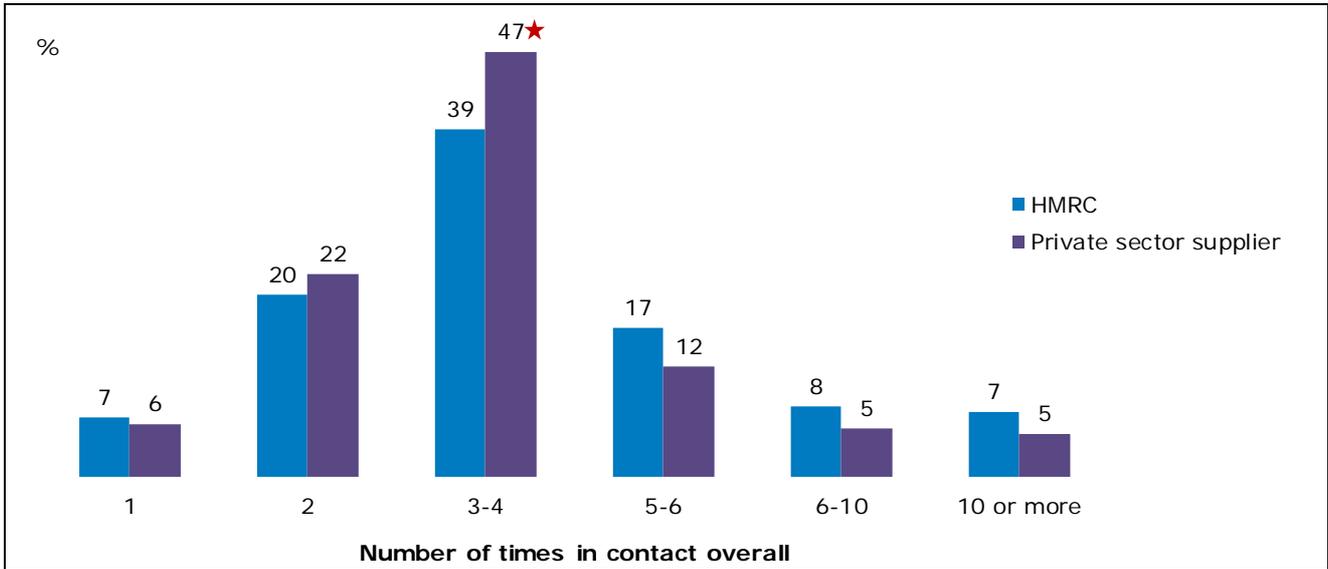
7.2.6. The number of contacts made

All customers were asked how many times they had contact with the organisation conducting the check – either through them contacting the organisation or vice versa. The question implied actual contact rather than unsuccessful contact but did not explicitly say so.

Customers in the private sector supplier group reported having had fewer instances of contact with the intervention organisation than HMRC customers. Around half (47 per cent) of the private sector supplier customer group said that they had contact between three and four times, significantly higher than the level of 39 per cent for HMRC customers. Customers in the HMRC group were significantly more likely to say they had contact on five or more occasions (31 per cent compared to 22 per cent for customers in the private sector supplier group) (Figure 7.8). This however, is another factor that has potentially been affected by the return of cases to HMRC at the end of the trial.

Figure 7.8: Number of times in contact overall

Q22: Approximately how many times did they contact you or you contact them? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*

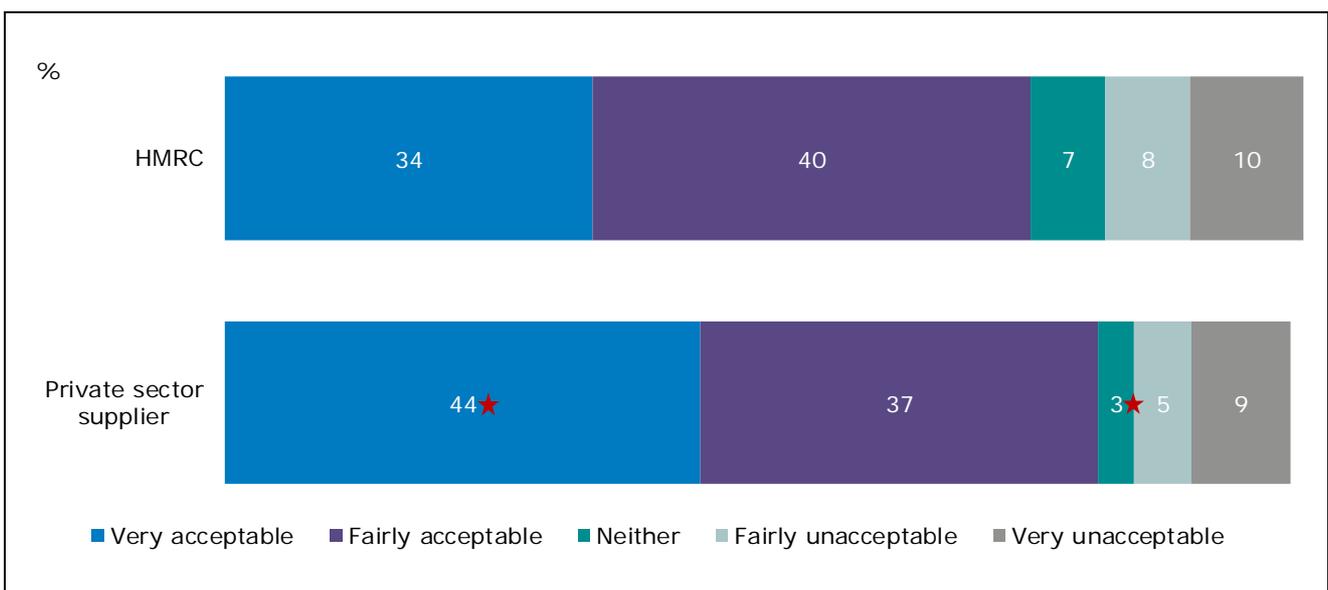


* Chart does not show 'don't know' responses.

Overall, customers in the private sector supplier group found the number of contacts made to be more acceptable than HMRC customers. Eighty per cent of customers in the private sector supplier group found the number of contacts 'very acceptable' or 'fairly acceptable, significantly higher than the level of 74 per cent for HMRC (Figure 7.9).

Figure 7.9: Acceptability of number of times in contact overall

Q23: How acceptable or unacceptable was the number of times you were in contact with them? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



*Chart does not show 'don't know' responses'

The perceived acceptability of the number of contacts made was clearly correlated with the number of times customers thought they had contact with the organisation conducting the check; the fewer contacts made, the higher the levels of acceptability, although the correlation was not as strong for the private sector supplier.

Half (52 per cent) of customers in the private sector supplier group who said they had contact just one or two times felt this was 'very acceptable' but this fell to 16 per cent among those who reported contact five or more times. A similar picture was found for customers in the HMRC group (51 per cent of those who reported one or two contacts gave a rating of 'very acceptable', falling to 39 per cent of those who said they had three or four contacts, and to only 14 per cent for those who reported five or more contacts).

7.2.7. Effectiveness of communication

Two-thirds of customers in each group said that the organisation was effective at communicating with customers (65 per cent for the private sector supplier and 69 per cent for HMRC). For both, these effectiveness ratings are higher than those found among customers in the tax credits sample in HMRC's Customer Survey (58 per cent). In this trial, customers in the private sector supplier group were significantly more likely than customers in the HMRC group to consider the organisation they had communicated with to be 'very effective' (34 per cent compared to 28 per cent) (Figure 7.10)

Figure 7.10: How effective are HMRC/the private sector supplier at communicating

Q45: How effective or ineffective do you think they are at communicating with customers? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



*Chart does not show 'don't know' responses.

Customers in the private sector supplier group with a child claim were significantly more likely to give a 'very effective' communications rating than those with a childcare claim (40 and 28 per cent respectively). No differences by risk type were found among customers in the HMRC group.

However, there were a number of areas where there were significant differences between sub-groups within both samples.

Among customers in the private sector supplier group who considered the number of contacts acceptable, 41 per cent said the communication was 'very effective' compared to only four per cent of those who found the number of contacts made unacceptable. A similar picture was found among HMRC customers (35 per cent and two per cent respectively).

There was also a clear correlation between perceived effectiveness of communication and the reported success of calls made. For both groups, customers who said they had made an unsuccessful call¹¹ were less likely to rate the organisation conducting the check as effective at communicating. Eighteen per cent of customers in the private sector supplier group and 16 per cent of customers in the HMRC group who had an unsuccessful call rated communication as 'very effective', compared to 37 per cent and 34 per cent among those in each sample respectively who did not report an unsuccessful call.

There were clear differences in opinions among customers depending on whether or not a case was amended as a result of the intervention. For the private sector supplier, 28 per cent of respondents and for HMRC, 20 per cent of respondents whose claim had been amended rated communication as 'very effective' compared to around two-fifths of those whose claim had not been amended (40 per cent for the private sector supplier and 37 per cent for HMRC).

Finally, those in the non-white ethnic group within the private sector supplier sample (44 per cent) were more likely than those in the white group (30 per cent) to rate communication as 'very effective'.

7.3. Whether the customers understood what they had to do

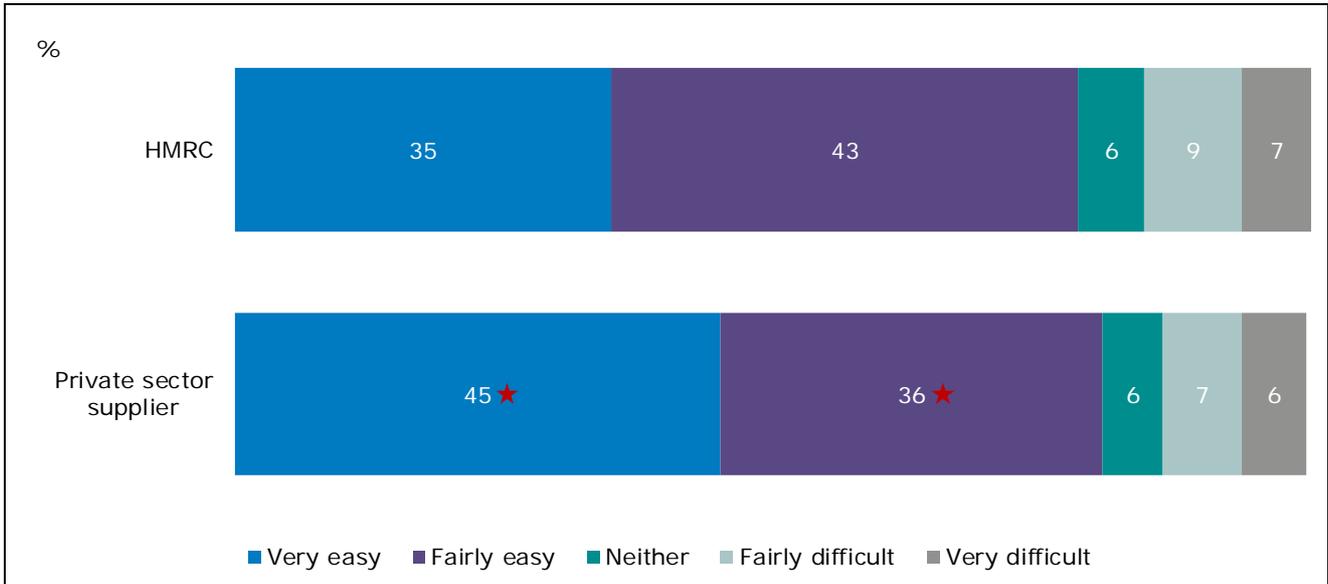
This next section looks at how easy or difficult customers found it to understand what they had to do and how easy or difficult they thought it was to complete the processes such as forms, payments or checking information.

Similar to findings from the tax credits sample in the HMRC Customer Survey, eight out of ten customers said that it was easy to understand what they had to do (81 per cent of the private sector supplier customer group and 78 per cent of HMRC customers). However, customers in the private sector supplier group were significantly more likely (45 per cent) to give the most positive response of 'very easy', than customers in the HMRC group (35 per cent) (Figure 7.11).

¹¹ An unsuccessful call is defined as one that was not answered.

Figure 7.11: Ease of understanding what to do

Q25: How easy or difficult was it to understand what you had to do in your dealings with them?
 Base: All sample (HMRC: n=765; Private sector supplier: n=605).*

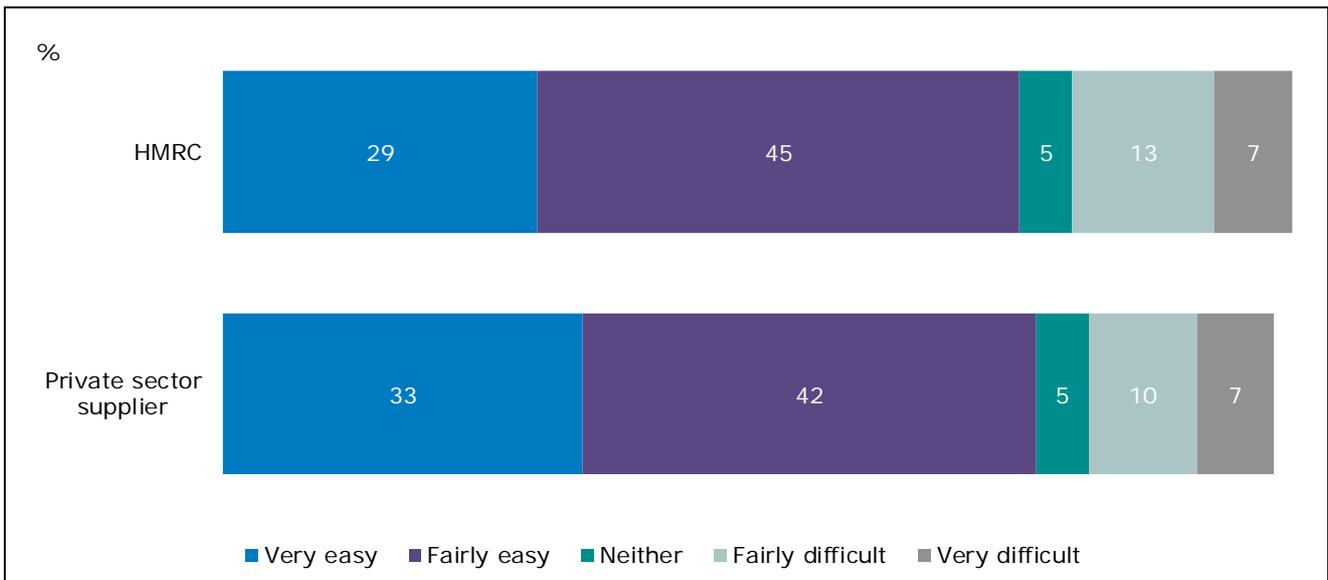


*Base excludes n/a. Chart does not show 'don't know' responses.

Three-quarters of customers (76 per cent for the private sector supplier and 74 per cent for HMRC) reported that it was easy to complete the processes (for example, filling in forms, making payments and checking information that had been sent to them). These ratings are similar to those found among customers in the tax credits sample in HMRC's Customer Survey (77 per cent) (Figure 7.12).

Figure 7.12: Ease of completing the processes

Q25: How easy or difficult was it to complete the processes, for example forms, payments, or checking information? Base: All sample (HMRC: n=755; Private sector supplier: n=590).*



*Base excludes n/a and chart does not show 'don't know' responses.

7.4. Information measures

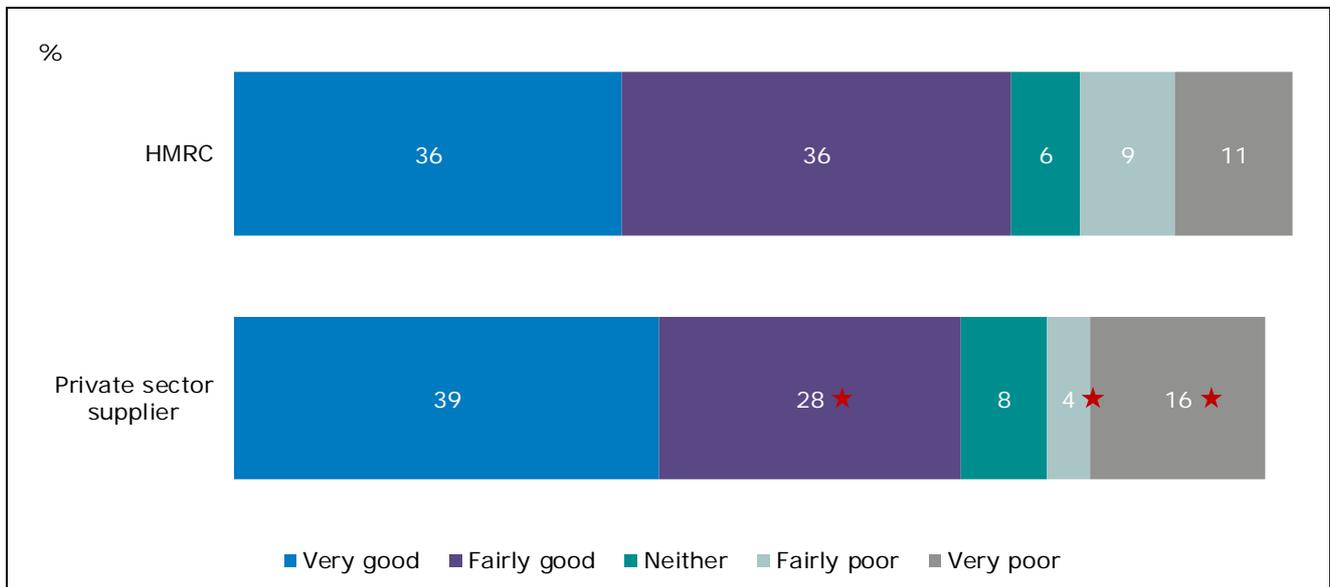
7.4.1. Getting things right

The majority of customers in each group rated the organisation as good at getting things right (67 per cent for the private sector supplier and 72 per cent for HMRC). These levels were slightly lower than that found among customers in the tax credits sample in the HMRC Customer Survey (78 per cent).

While the proportion of customers who rated the organisation as 'very poor' or 'fairly poor' at getting things right was the same for both groups (20 per cent), customers in the private sector group were significantly more likely to rate them as 'very poor' (with 16 per cent doing so compared to only 11 per cent of customers in the HMRC group) (Figure 7.13).

Figure 7.13: Getting things right

Q26: How good or poor were they at getting things right? Base: All sample (HMRC: n=755; Private sector supplier: n=579).*



*Base excludes n/a and chart does not show 'don't know' responses.

7.4.2. Keeping the customer informed of progress

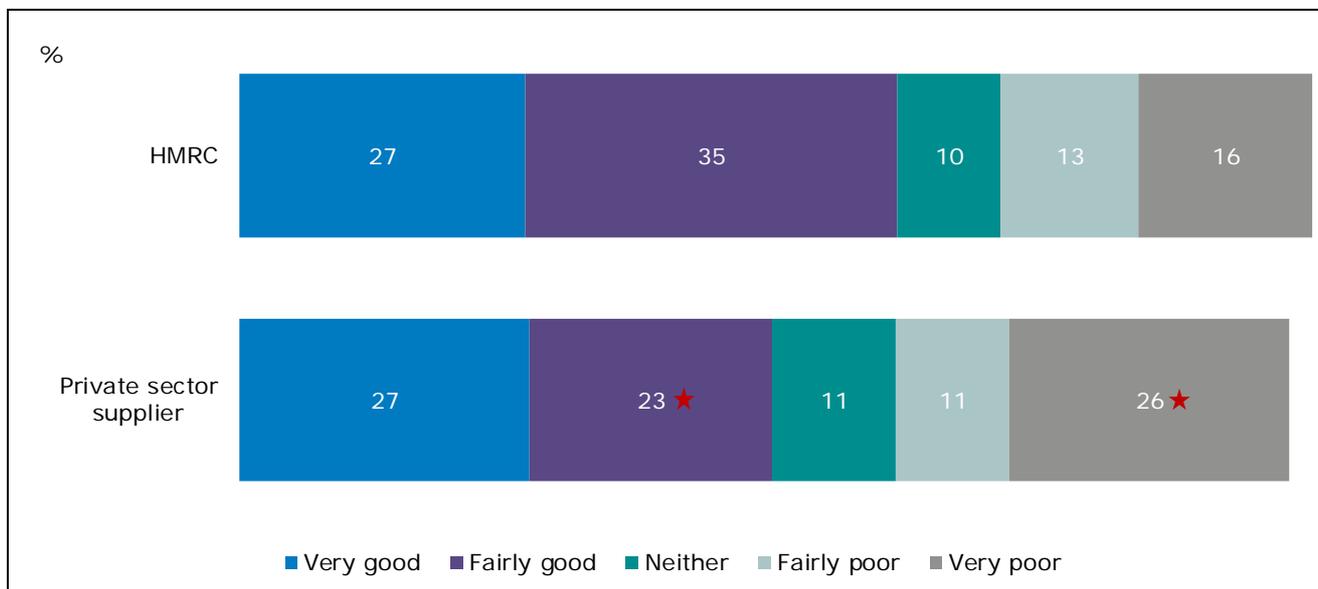
Half of customers in the private sector supplier group rated them as good at keeping the customer informed of progress compared to a significantly higher level of 61 per cent of HMRC customers. However, both of these ratings were lower than that given in the HMRC Customer Survey by customers in the tax credits sample (72 per cent) (Figure 7.14).

The private sector supplier group was significantly more likely than the HMRC group to rate the organisation as poor. The difference was particularly significant in relation to the 'very poor' rating, with 26 per cent of customers in the private sector supplier group giving this rating, compared to 16 per cent of customers in the HMRC group. This could be driven by the high proportion of customers in the private sector supplier group who said that they had not been informed of an outcome. Data shows that almost half (48 per cent) of those who claimed not to have been

informed of an outcome used the 'very poor' rating compared to only 12 per cent of those who said they had been informed.

Figure 7.14: Keeping customers informed of progress

Q26: How good or poor were they at keeping you informed on progress? Base: All sample (HMRC: n=745; Private sector supplier: n=561).*



*Base excludes n/a and chart does not show 'don't know' responses.

This measure is correlated with the same measures previously described (reported number of contacts, perceived acceptability of this, whether they said they had an unsuccessful call, overall favourability, straightforwardness and the outcome related measures). These measures have therefore not been reported.

It is, however, important to be aware of the significant difference in this measure between those who said they had been informed of an outcome and those who did not, especially for the private sector supplier. Among the former, 65 per cent of customers in the private sector supplier group rated progress information as 'very' or 'fairly good' while among the latter this dropped to 25 per cent. For HMRC the corresponding figures were 69 and 27 per cent respectively.

Performance on this measure was also significantly better among child rather than childcare risk types for both groups: for customers in the private sector supplier group 56 per cent rated progress provision as 'very good' or 'fairly good' for child risk types compared to 43 per cent for childcare. The figures for HMRC were 66 per cent and 57 per cent respectively.

7.4.3. Getting the information needed

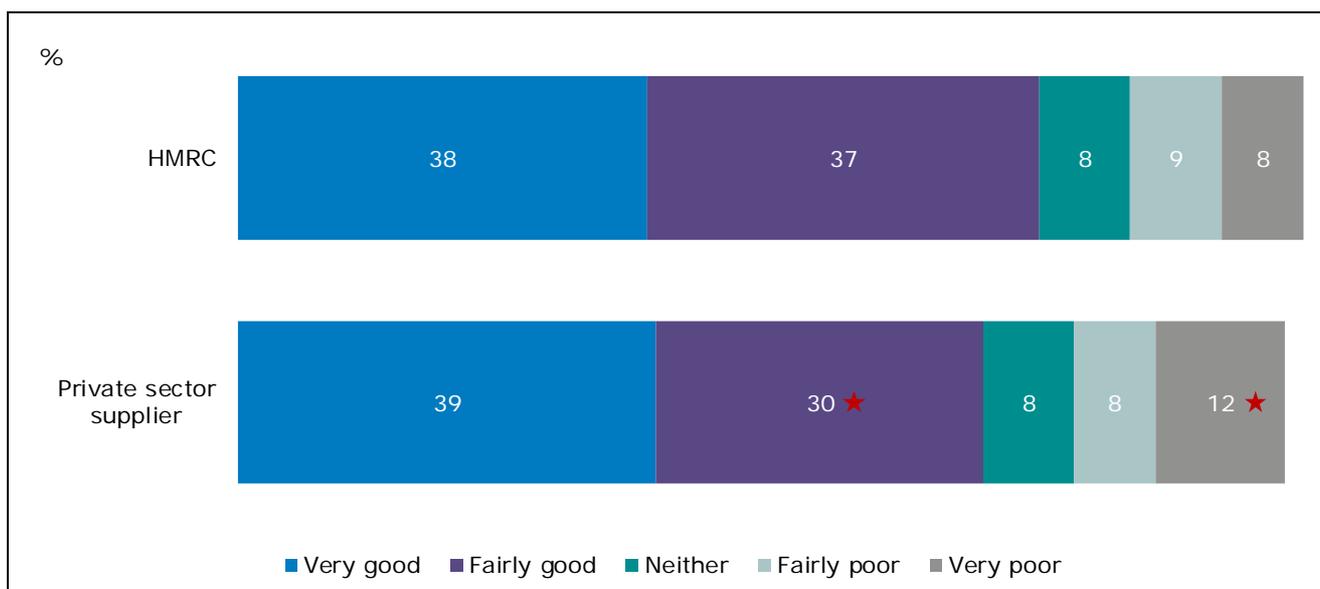
There was no significant difference between customers in the private sector supplier group and customers in the HMRC group in rating how good the organisation was at making sure the customer could get all the information needed. Just over two-thirds (69 per cent) of customers in the private sector supplier group rated them as good, compared to three-quarters (74 per cent) of customers in the HMRC group.

These ratings were lower than the rating among customers in the tax credits sample in HMRC's Customer Survey (82 per cent).

Customers in the private sector supplier group were also significantly more likely than customers in the HMRC group to rate the organisation as 'very poor' on this measure, with 12 per cent and eight per cent doing so respectively (Figure 7.15).

Figure 7.15: Making sure customers get all the information they needed

Q26: How good or poor were they at making sure you could get all the information you needed?
Base: All sample (HMRC: n=743; Private sector supplier: n=581).*



* Base excludes n/a and chart does not show 'don't know' responses.

7.5. Staff measures

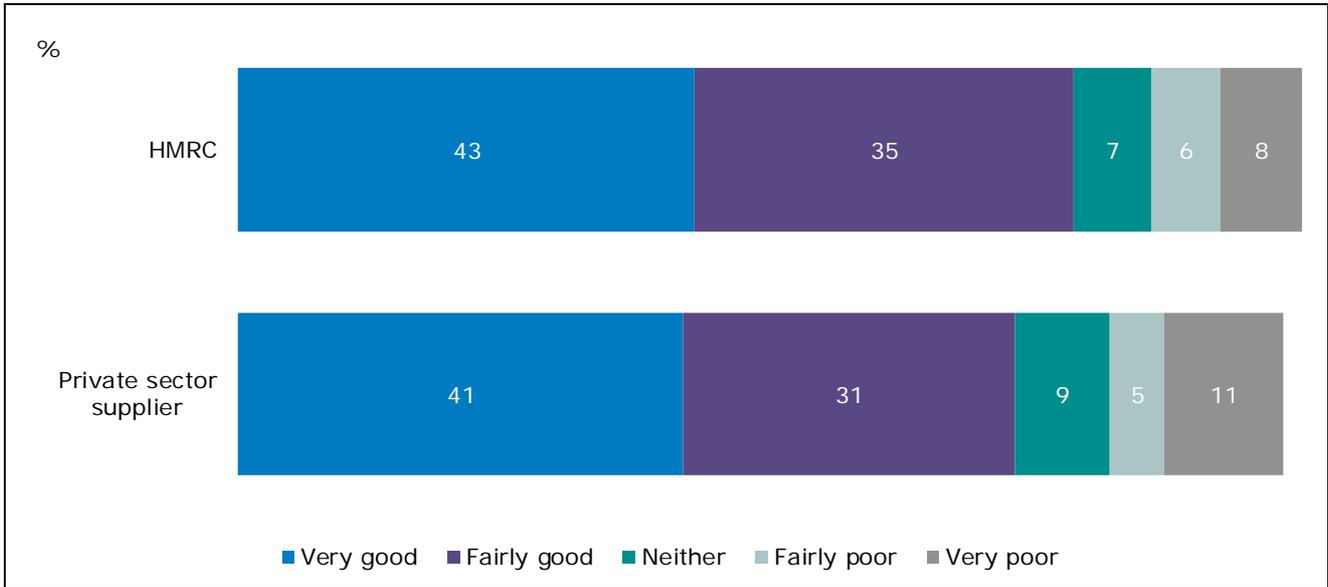
7.5.1. Staff ability to deal with the customer's case

There was little difference between customers in the two groups in how they rated staff ability to deal with the customer's case. Overall, around three-quarters of customers (72 per cent of the private sector supplier sample and 78 per cent of the HMRC sample) rated them as good (Figure 7.16).

These ratings were lower than that given by customers in the tax credits sample in HMRC's Customer Survey (84 per cent).

Figure 7.16: Staff ability to deal with the customer's case

Q26: How good or poor were staff, in terms of their ability to deal with your case? Base: All sample (HMRC: n=730; Private sector supplier: n=556).*



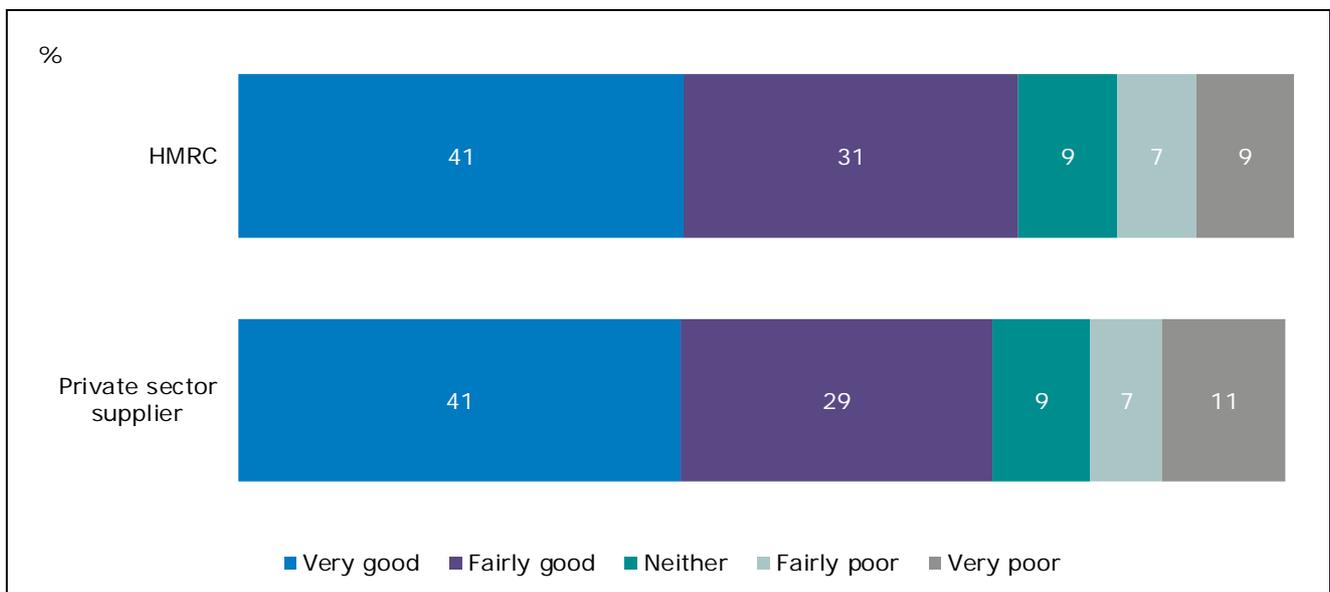
* Base excludes n/a and chart does not show 'don't know' responses.

7.5.2. Staff willingness to take responsibility

Customers were asked to rate how good or poor staff were in terms of their willingness to take responsibility for dealing with the customer's case. The findings were similar for both groups, with around seven in ten customers rating staff as good (70 per cent for the private sector supplier and 73 per cent for HMRC), and around four in ten using the 'very good' rating (41 per cent for each) (Figure 7.17).

Figure 7.17: Staff willingness to take responsibility for dealing with the customer's case

Q26: How good or poor were staff, in terms of their willingness to take responsibility for dealing with your case? Base: All sample (HMRC: n=707; Private sector supplier: n=549).*



* Base excludes n/a and chart does not show 'don't know' responses.

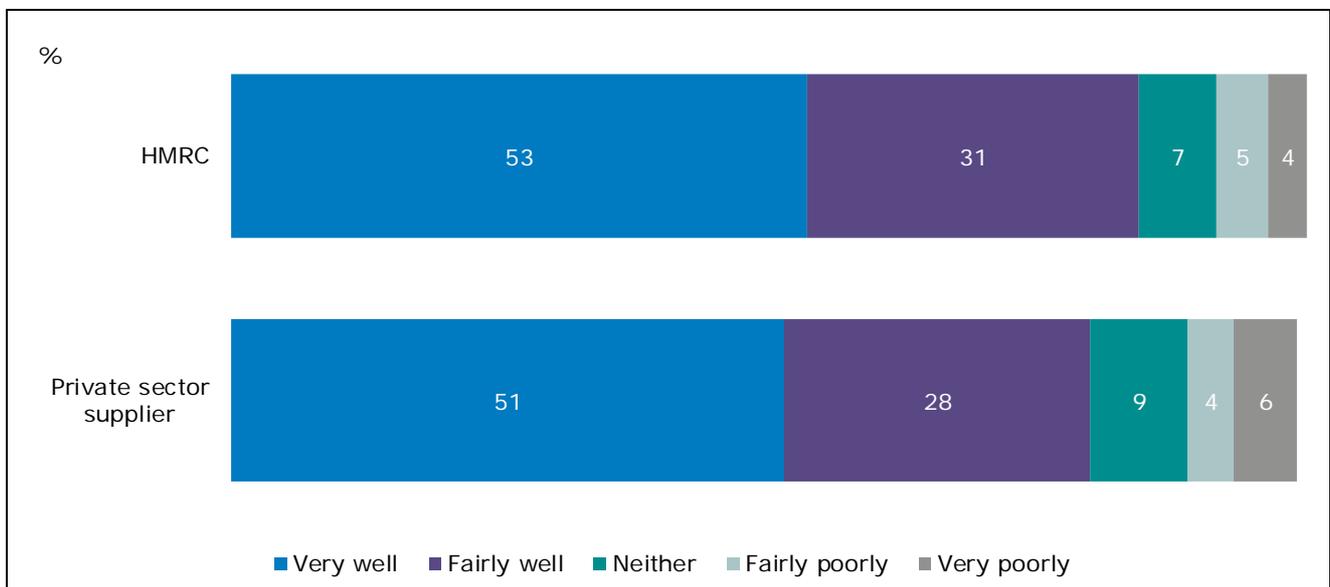
7.5.3. Treating customers well

There was little difference between the private sector supplier and HMRC samples in the top box rating for how well they thought they were treated by staff, with more than half of customers in each group rating this as ‘very well’ (51 per cent for the private sector supplier and 53 per cent for HMRC).

For both groups the overall positive ratings (79 per cent for the private sector supplier and the significantly higher 84 per cent for HMRC) were slightly below the rating given by customers in the tax credits sample in the HMRC Customer Survey (88 per cent) (Figure 7.18).

Figure 7.18: Customer views of how they are treated by staff

Q28: How well or poorly did staff treat you? Base: All sample (HMRC: n=725; Private sector supplier: n=544).*



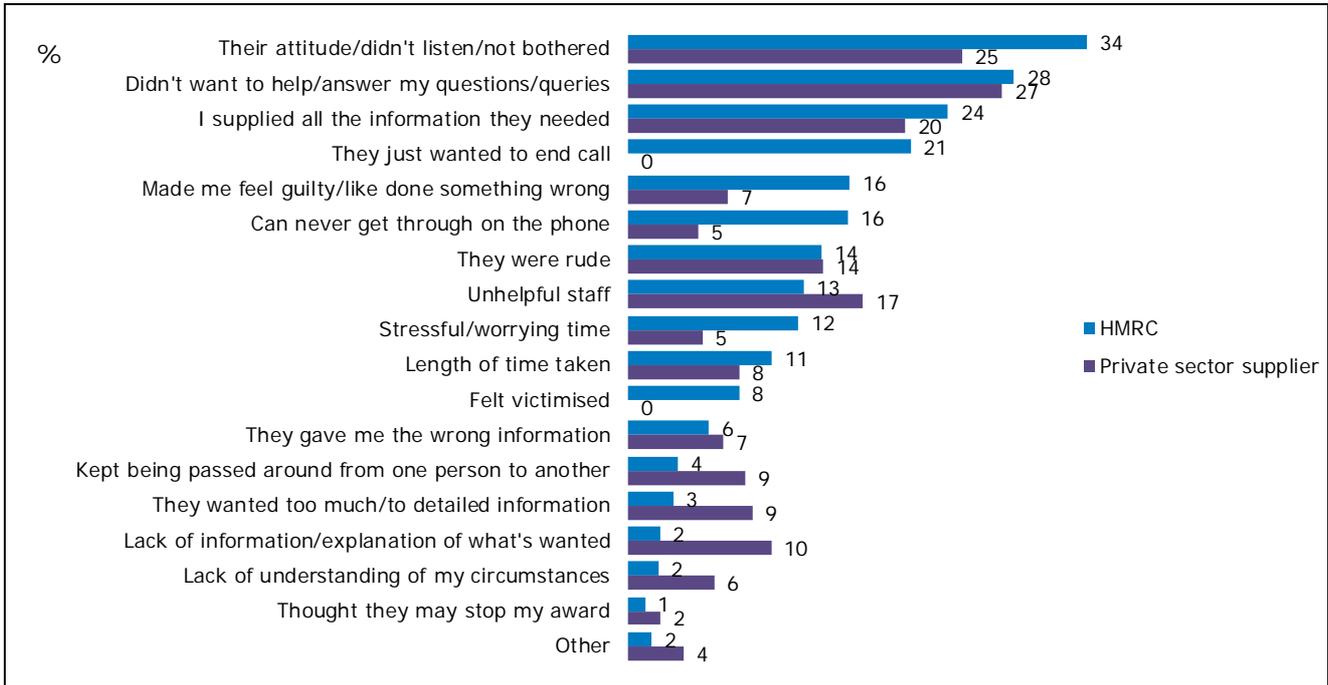
*Base excludes n/a and chart does not show ‘don’t know’ responses.

Customers who said they had been treated poorly provided a number of different reasons for this. The most common reasons given by both groups of customers related to the attitude of the staff member they were dealing with and queries being unanswered.

Although the numbers are small, and therefore should be treated with caution, no customers in the private sector supplier group said that the member of staff ‘just wanted to end the call’ compared to 21 per cent of customers who provided this reason in the HMRC group (Figure 7.19).

Figure 7.19: Reasons for feeling poorly treated

Q28b: Why do you say that? Base: All who had been contacted by post (HMRC: n=56; Private sector supplier: n=51).*



* Caution: small base size.

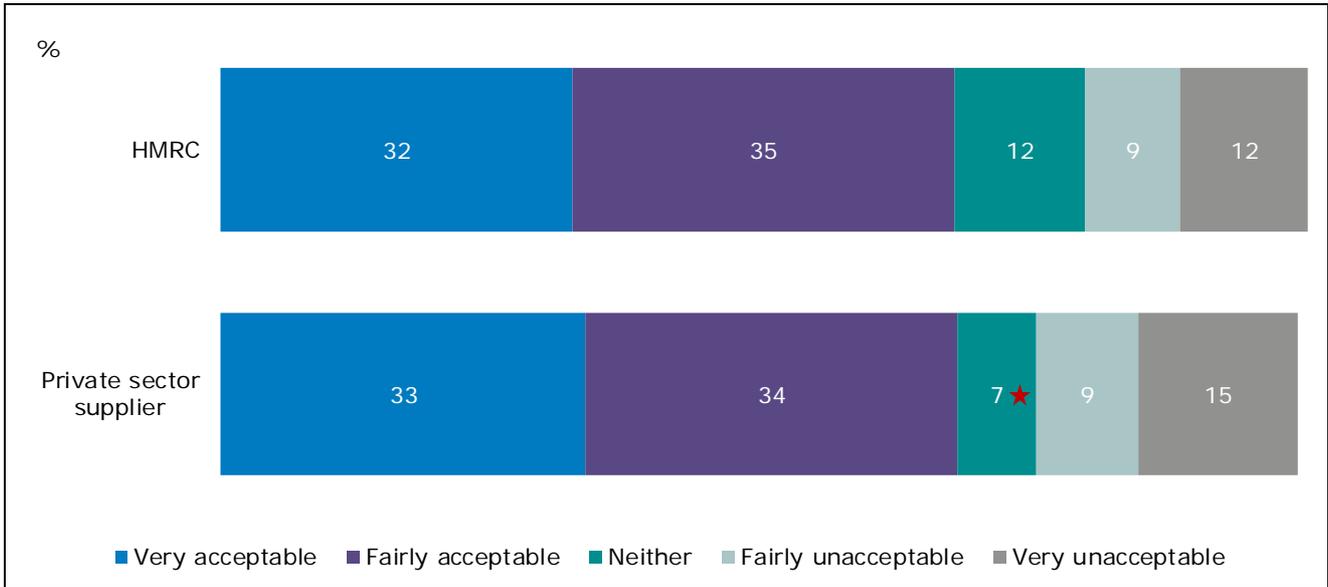
7.6. Acceptability of time taken to reach the outcome of the intervention ¹²

Two-thirds of customers in both groups rated the time taken to reach the outcome of the tax credits check as acceptable. This is considerably lower than the proportion rating it as such in the tax credits sample in the HMRC Customer Survey (80 per cent). A third in each group said that they found this 'very acceptable' (Figure 7.20).

¹² The question about the end result is asked in the context of "dealing with Transactis / Revenue and Customs about your tax credit award".

Figure 7.20: Acceptability of time taken to reach the end result

Q27: How acceptable was the time taken to reach the end result? Base: All sample (HMRC: n=754; Private sector supplier: n=587).*



* Base excludes n/a and chart does not show 'don't know' responses.

8. Resolution

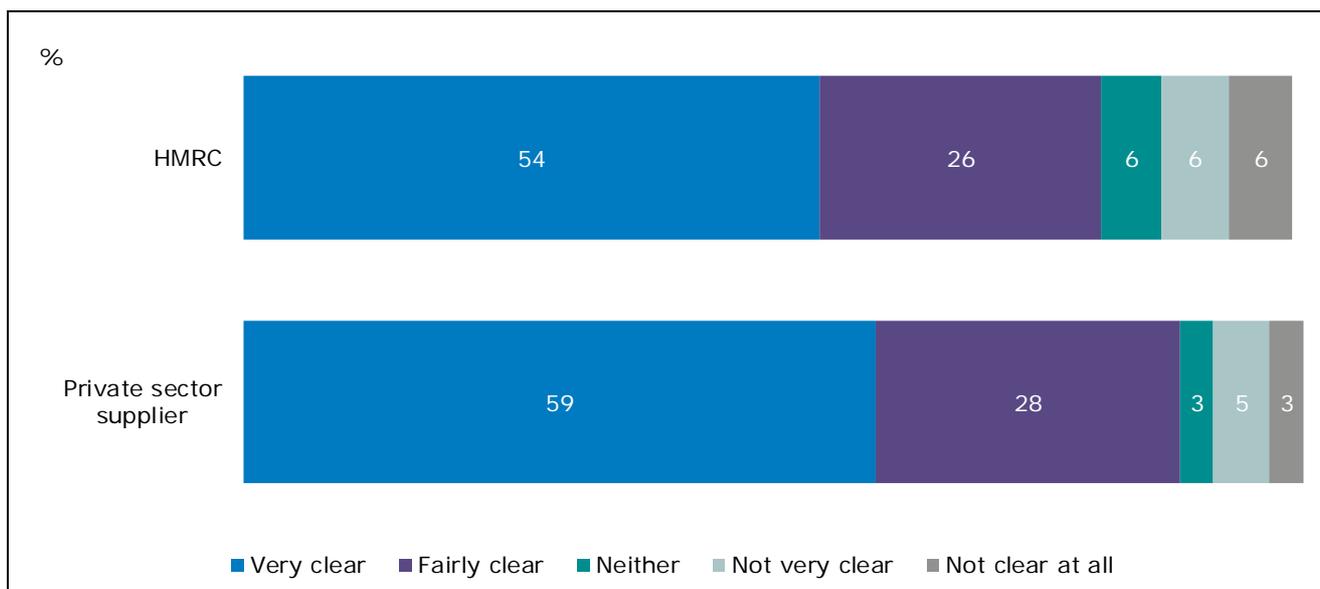
8.1. Explaining the decision and options

A significantly lower proportion of customers in the private sector supplier group (55 per cent) said they had been informed of a decision on their intervention than was the case for customers in the HMRC group (80 per cent). This may reflect the fact that unresolved cases in the private sector group were returned to HMRC at the end of the pilot period and any communications after this point were undertaken by HMRC.

Customers who said they had been informed that a decision had been made in their case were asked to rate how clearly the reason for the decision was explained. There were no significant differences between the private sector supplier and HMRC groups in customers' rating of how clearly the reasons had been explained (with 87 per cent and 80 per cent respectively saying 'very clearly' or 'fairly clearly'). Over half in each group thought that the reasons had been explained 'very clearly' (Figure 8.1).

Figure 8.1: How clearly the reason for the decision was explained

Q34: How clearly was the reason for the decision explained...? Base: All who had been informed of a decision (HMRC: n=628; Private sector supplier: n=318).*



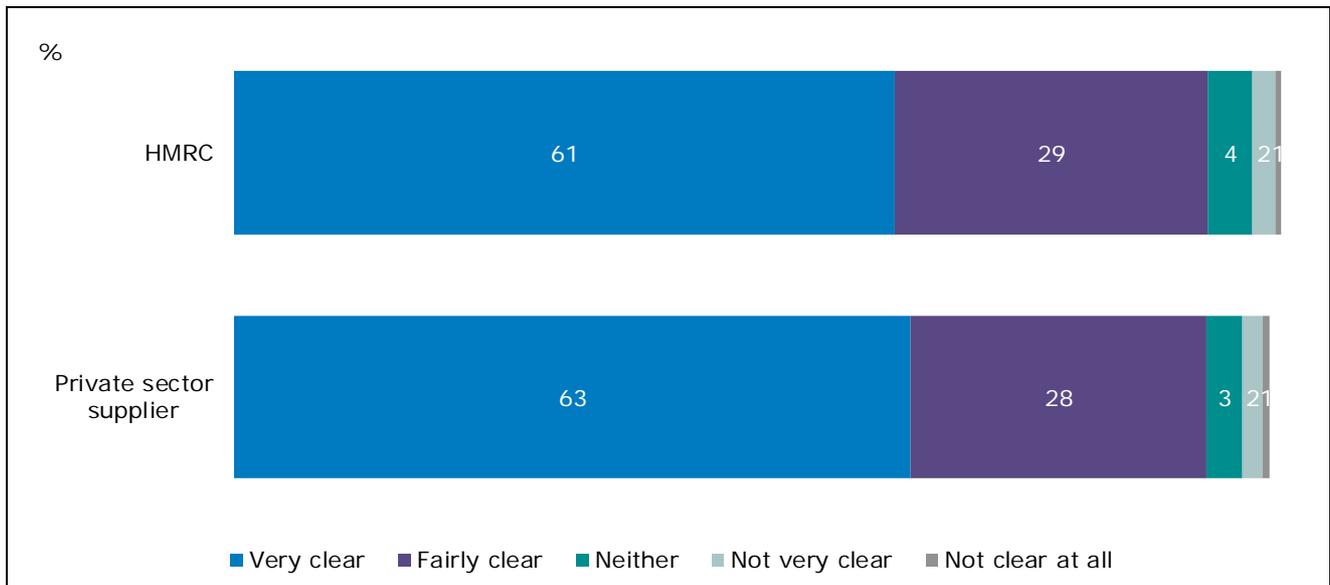
*Chart does not show 'don't know responses.'

Among those who said they had been informed of a decision, significantly lower levels of customers in the private sector supplier group than the HMRC customer group reported that they had been told what they could do if they were not satisfied with the outcome of their case or the way in which it had been handled (68 per cent and 79 per cent respectively).

In both samples, among those who had been informed of options, nine out of ten customers said that the options were explained clearly, with just over six in ten saying 'very clearly' and very few using the negative end of the scale (Figure 8.2).

Figure 8.2: Clarity in explaining options

Q36: How clearly were those options explained...? Base: All who had been informed of options following decision (HMRC: n=491; Private sector supplier: n=214).*



* Chart does not show 'don't know' responses.

8.2. Appeals and complaints

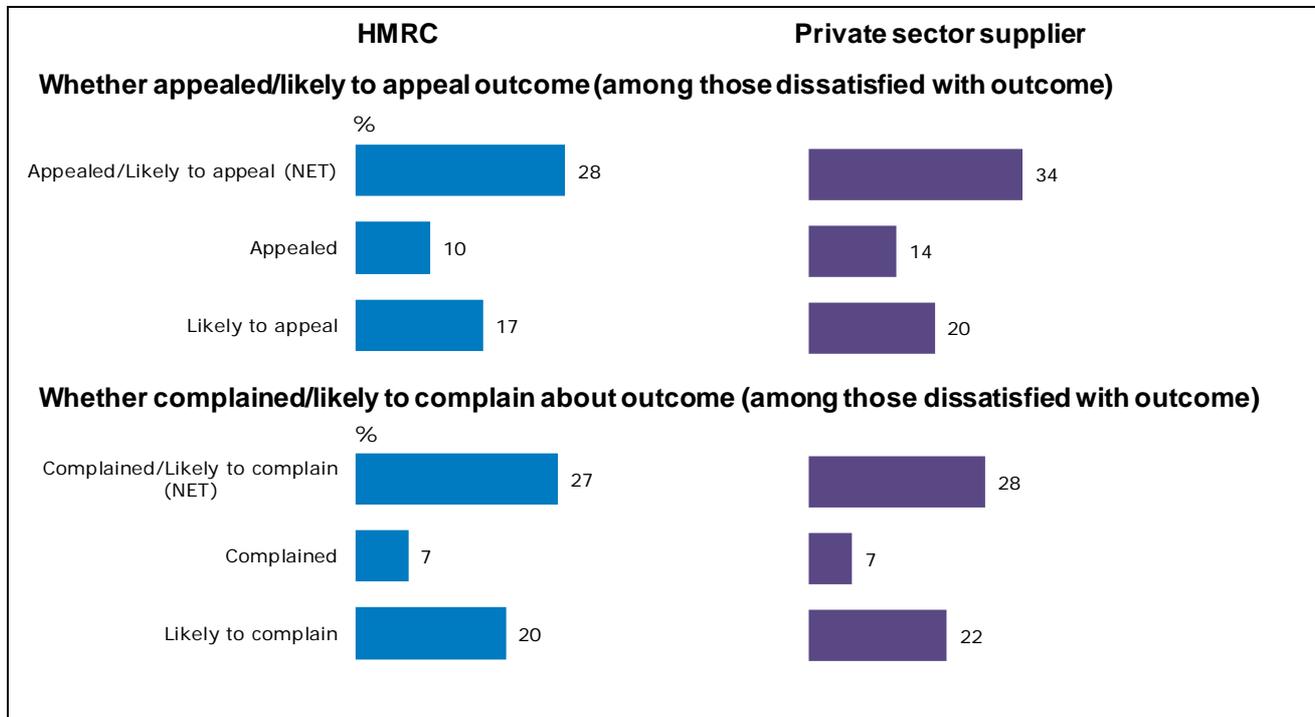
All customers who expressed dissatisfaction with the outcome of the tax credits check were asked whether they had made an appeal or complaint and, if not, whether they were likely to do so in the future.

For both groups, about three in ten customers who were dissatisfied with the outcome said they had appealed or were likely to do so. A similar picture was found in relation to complaints. Overall, only around two per cent of customers said they are likely to complain or appeal (Figure 8.3).

Figure 8.3: Actual and likely appeals and complaints

Q37/Q39: Have you made an appeal/complaint against the decision made in your case? Q38: Do you think you will appeal against the decision made in your case? Q40: Do you think you will make a complaint about the way your case was handled by ...?

Base: All dissatisfied with the outcome (HMRC: n=86; Private sector supplier: n=48).*



* Caution low base size. Note that chart only shows the proportions who responded positively to each question.

9. Reputation Measures

A number of more general reputation measures taken from the HMRC Customer Survey were also included in the questionnaire to assess the impact of the intervention on HMRC's reputation and to determine more general reputation measures for the private sector supplier.

The comparisons made in this section to the HMRC Customer Survey are with measures taken among all individuals in the customer survey and not just tax credits customers; although, for that reason, they are not directly comparable, they provide a wider context for the findings in this research.

9.1. Overall favourability

Customers were asked to rate the organisation in terms of their overall opinion and impression, taking into account everything they think is important. The majority of customers rated them favourably, with 60 per cent of customers in the private sector supplier group and 67 per cent of customers in the HMRC group doing so, albeit at a significantly lower level for the private sector supplier (Figure 9.1).

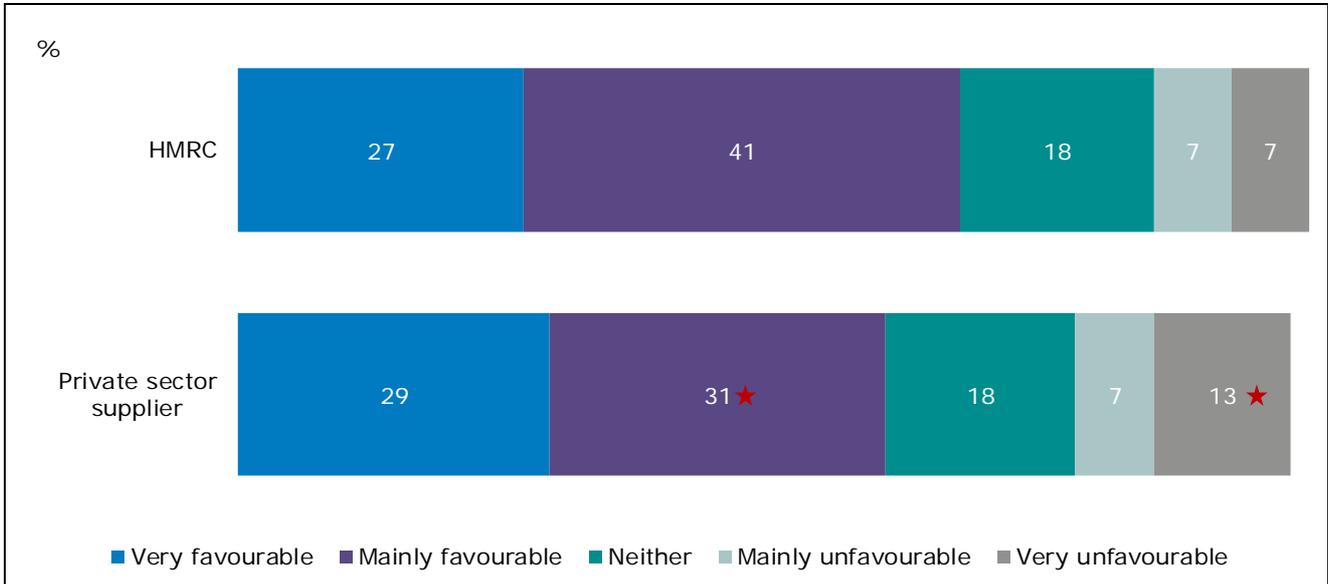
A significantly higher proportion of customers in the private sector supplier group rated the organisation as unfavourable overall and as 'very unfavourable' specifically than was the case for customers in the HMRC group (13 compared to seven per cent for 'very unfavourable').

This too may be linked to the higher proportion of the private sector supplier customers who said they had not been informed of an outcome, with 23 per cent of this group rating the private sector supplier as 'very unfavourable' compared to only five per cent among those who thought they had been informed.

For both groups, the overall customer ratings of favourability were significantly more positive than the equivalent rating among individual customers in the HMRC Customer Survey (where 47 per cent rated HMRC 'very favourable' or 'fairly favourable'). The lower score on the Customer Survey may be a result of a broader sample which covers all individual customers, including those who have not had a recent dealing who tend to respond to this question less positively.

Figure 9.1: Overall favourability

Q41 How favourable or unfavourable is your overall opinion and impression taking into account everything important? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



*Chart does not show 'don't know' responses.

Factors which affect overall favourability reflect earlier sub-groups identified for other measures and have therefore not been reported.

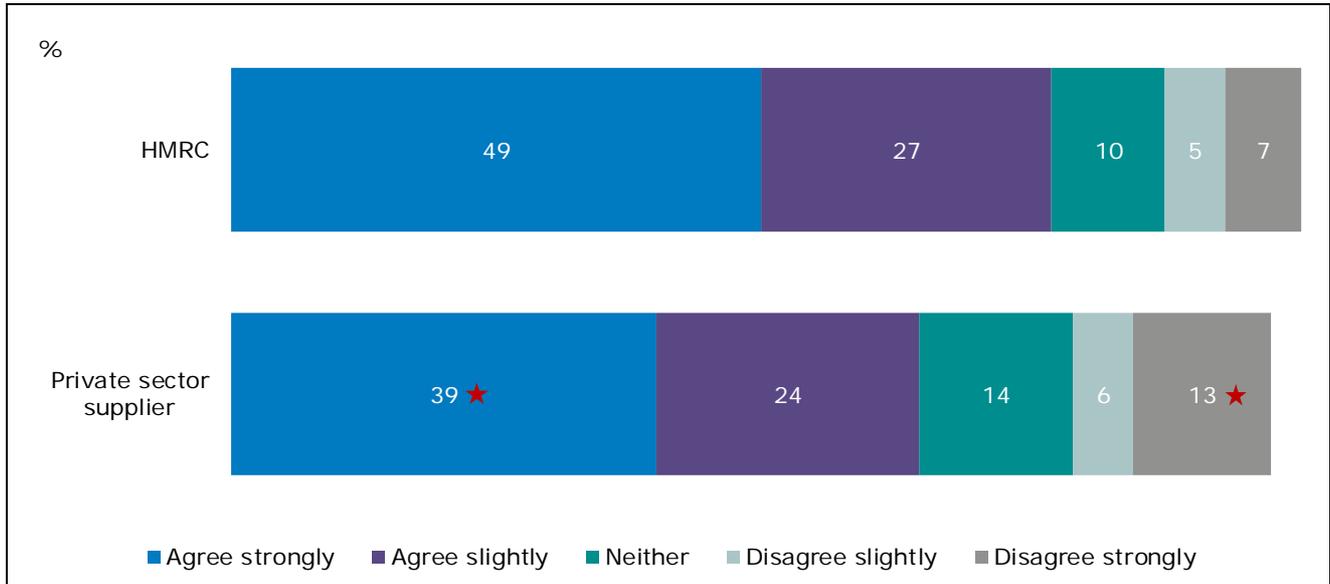
9.2. Organisational trust

A significantly smaller proportion of customers in the private sector group felt they could trust the organisation, compared to the HMRC group: three-quarters of customers in the HMRC group (76 per cent) agreed that HMRC is an organisation that they can trust (this is slightly higher than among customers in the Customer Survey, at 70 per cent), compared to less than two-thirds of customers in the private sector supplier group (64 per cent) who said they felt this way about the organisation.

Customers in the private sector supplier group were also significantly less likely than customers in the HMRC group to 'agree strongly' that it was an organisation that they can trust (39 per cent and 49 per cent respectively). A significantly higher proportion of customers in the private sector supplier group disagreed than was the case for customers in the HMRC group (13 per cent compared to seven per cent for 'disagree strongly') (Figure 9.2).

Figure 9.2: Trust in the organisation

Q43: Tell me how much you agree or disagree with... they are an organisation I can trust? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



*Chart does not show 'don't know' responses.

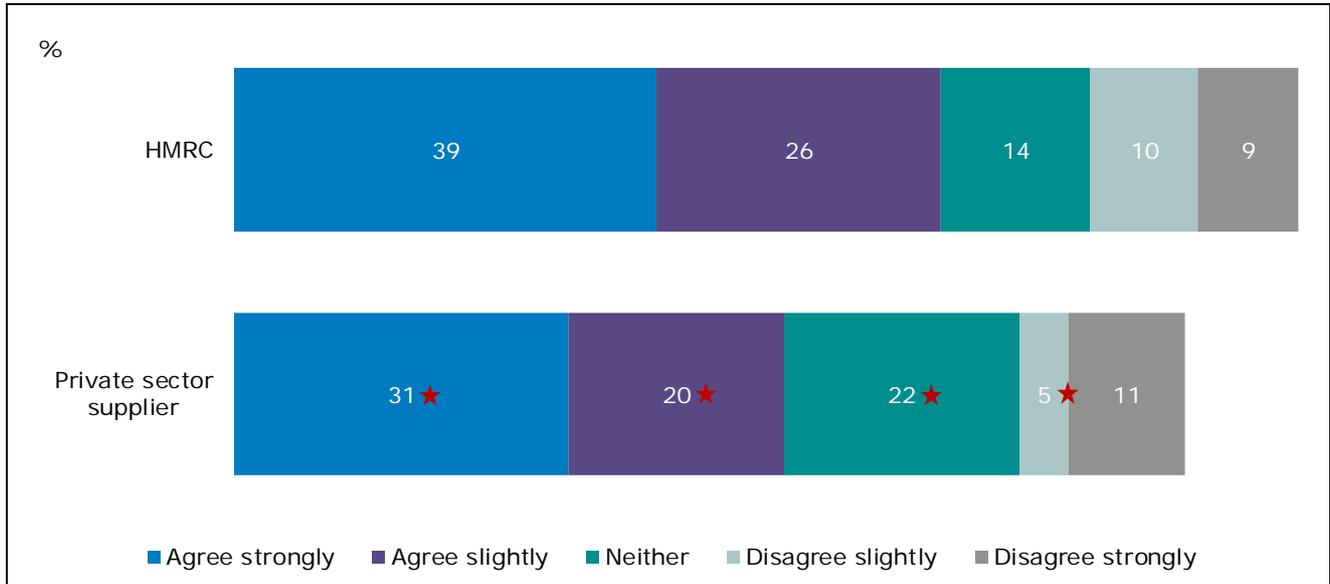
9.3. Organisational reputation

Half of customers in the private sector supplier group (51 per cent) said that the private sector supplier has a good reputation compared to a significantly higher level for HMRC (65 per cent). HMRC's reputation rating is higher here than in the Customer Survey, where 55 per cent of customers rated it as having a good reputation.

Twenty-two per cent of customers in the private sector group neither agreed nor disagreed that the private sector supplier is an organisation with a good reputation and a further 12 per cent were unable to answer. These levels are significantly higher than those of 14 per cent and one per cent respectively for HMRC. This could potentially reflect a lack of familiarity with the private sector supplier (Figure 9.3).

Figure 9.3: Reputation of the organisations

Q43: How much do you agree or disagree based on your recent dealings, they are an organisation with a good reputation? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



*Chart does not show 'don't know' responses.

9.4. Honesty and integrity

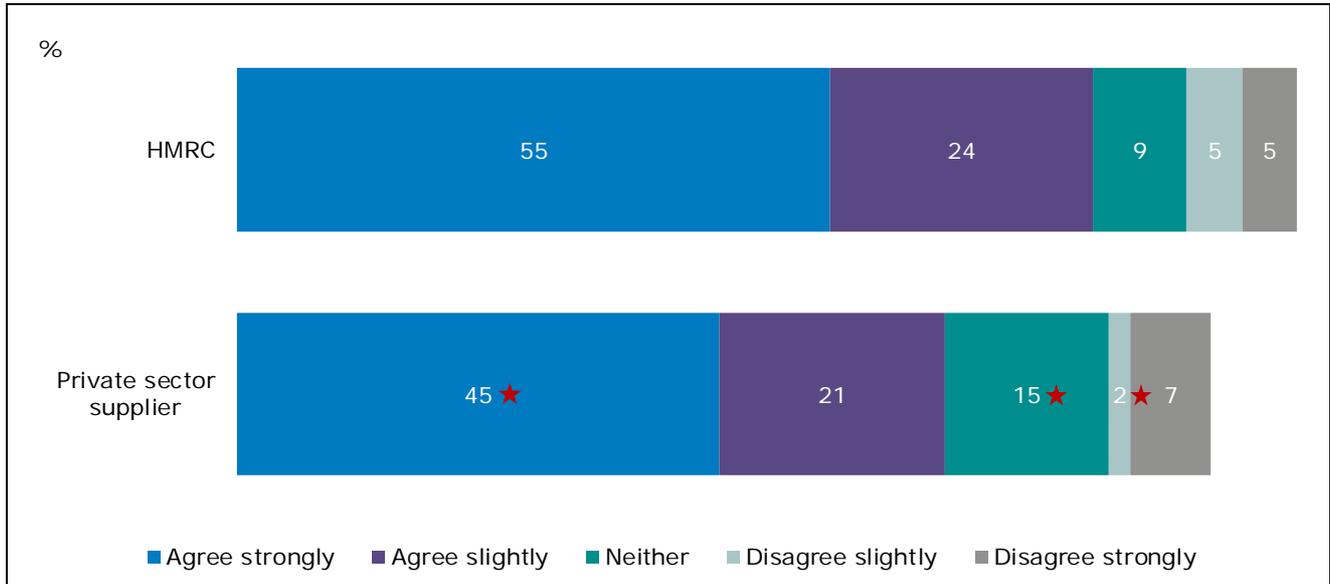
Although most customers in both samples felt that the organisation could be relied upon to act with 'honesty and integrity', a significantly lower proportion of customers in the private sector supplier group felt this way (66 per cent compared to 79 per cent in the HMRC group). Customers in the private sector supplier group were also significantly less likely to 'agree strongly' that the organisation could be relied upon to act with honesty and integrity, with 45 per cent doing so compared to 55 per cent for HMRC.

A significantly higher proportion of customers in the private sector supplier group neither agreed nor disagreed (15 per cent compared to nine per cent for customers in the HMRC group) and a significantly higher proportion were unable to answer (10 per cent and two per cent respectively) (Figure 9.4).

The proportion of customers who said that that HMRC can be relied upon to act with honesty and integrity was slightly higher than that found among customers in the HMRC Customer Survey (73 per cent).

Figure 9.4: Acting with honesty and integrity

Q44 Tell me how much you agree or disagree with... relied upon to act with honesty and integrity?
 Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



* Chart does not show 'don't know' responses.

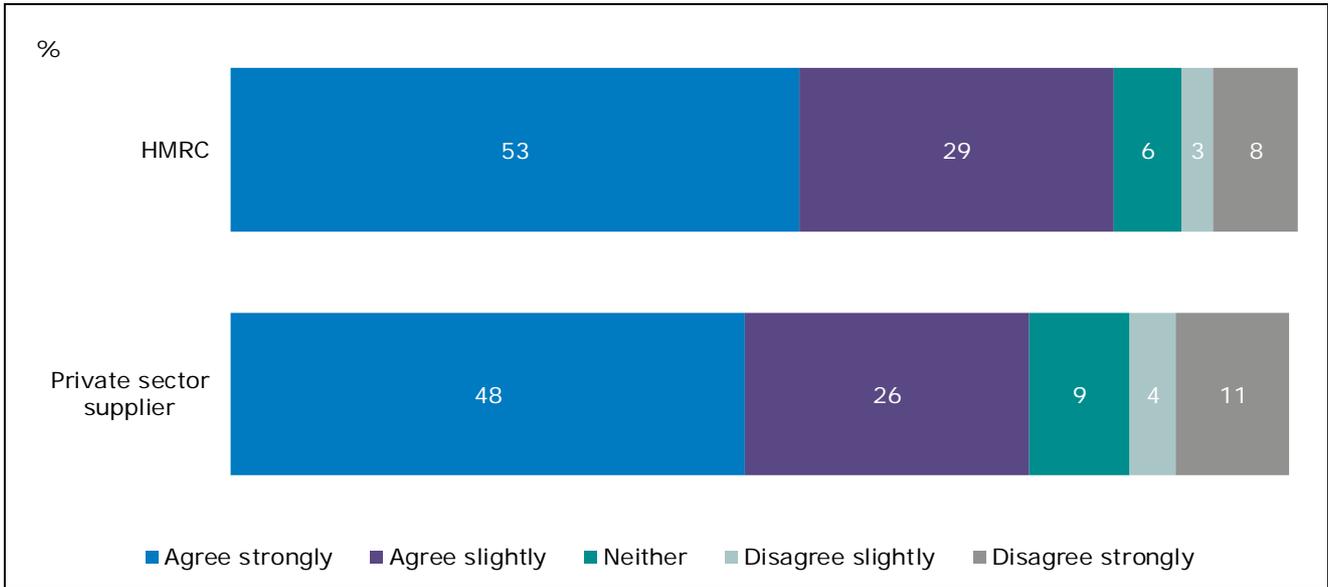
9.5. Fairness in dealing with claims

One in five customers in both groups said they 'agree strongly' that their recent dealings had been handled fairly, but overall levels of agreement were significantly lower among customers in the private sector supplier group than among HMRC customers (at 74 per cent and 82 per cent respectively) (Figure 9.5).

Both groups had higher levels of agreement than in HMRC's Customer Survey, where 68 per cent of customers agreed that their dealings were handled fairly.

Figure 9.5: Fairness in dealing with claims

Q43: Tell me how much you agree or disagree with... my recent dealings with them were handled fairly? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



*Chart does not show 'don't know' responses.

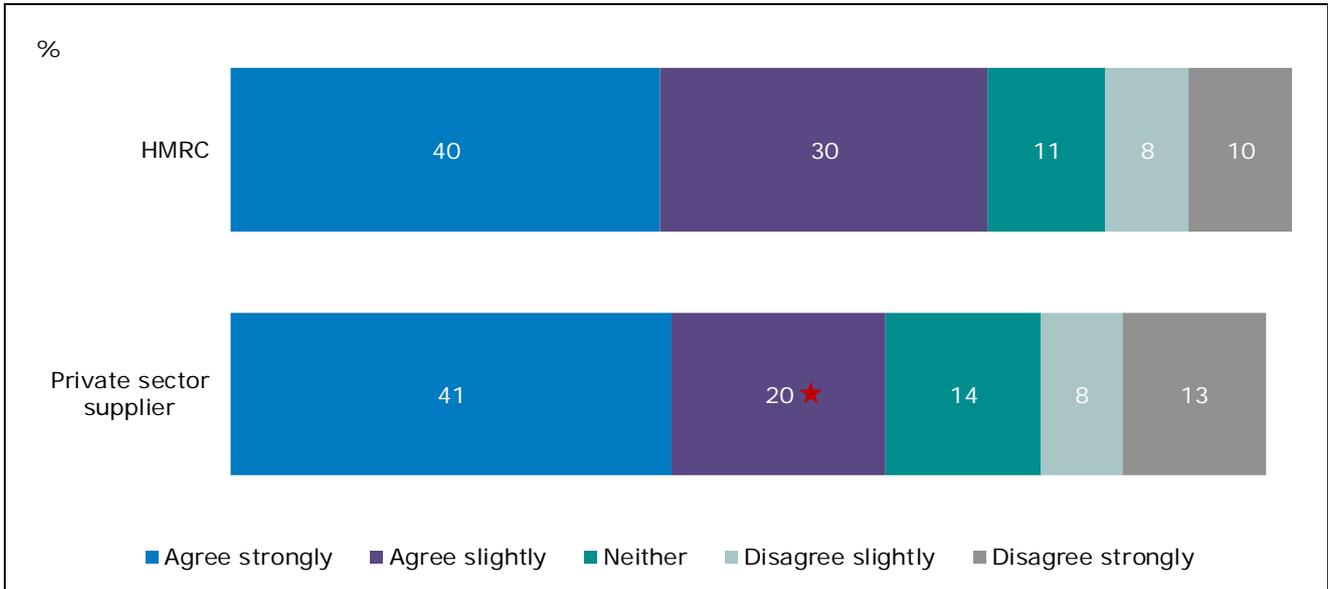
9.6. Looking after customers' interests

Significantly fewer customers in the private sector supplier group felt that the private sector supplier can be relied upon to look after their interests (61 per cent agreeing compared to 70 per cent of HMRC customers) (Figure 9.6).

The private sector supplier figure is similar to that found for HMRC in the main Customer Survey, with 62 per cent of customers agreeing.

Figure 9.6: Being relied on to look after customers' interests

Q44: Tell me how much you agree or disagree with... relied upon to look after customer's interests? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



* Chart does not show 'don't know' responses.

9.7. Reliability in carrying out duties professionally

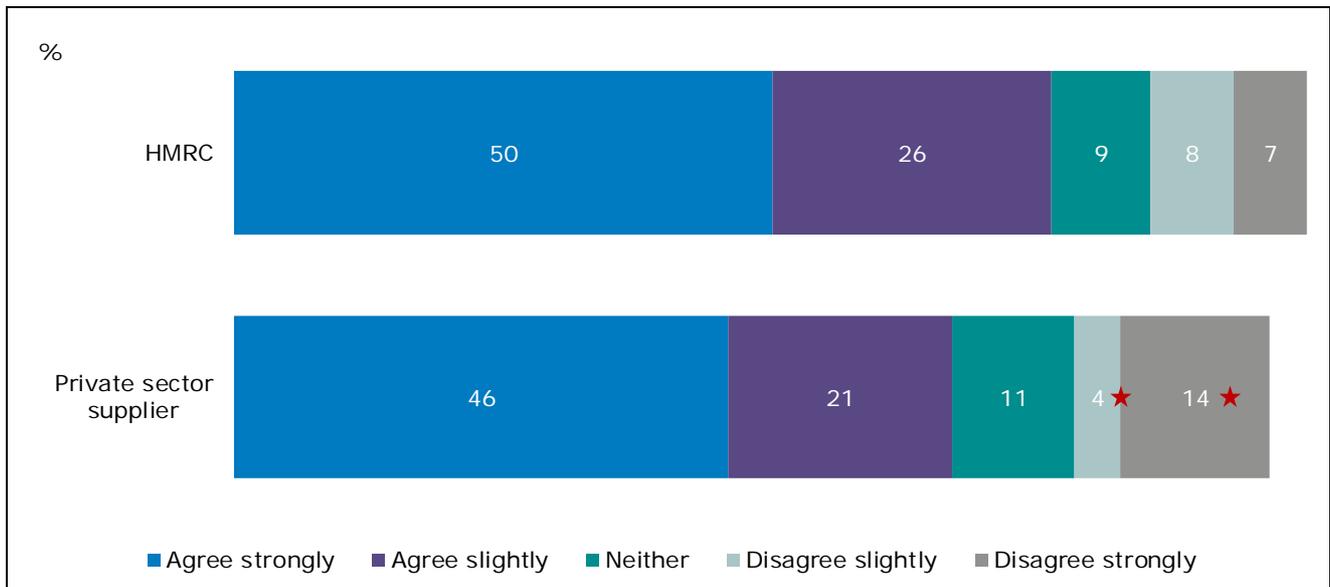
A lower proportion of customers in the private sector supplier group said they felt that the organisation can be relied upon to carry out duties properly and professionally, with two-thirds agreeing with this compared to three-quarters of HMRC customers (Figure 9.7).

The figure for customers in the HMRC group is similar to that found among customers in the HMRC Customer Survey (73 per cent).

Customers in the private sector supplier group were also significantly more likely to say they 'disagree strongly' that the organisation can be relied upon to carry out their duties properly and professionally, with 14 per cent doing so, compared to only seven per cent of customers in the HMRC group.

Figure 9.7: Carrying out duties professionally and properly

Q44: Tell me how much you agree or disagree with... relied upon to carry out their duties properly and professionally? Base: All sample (HMRC: n=766; Private sector supplier: n=607).*



*Chart does not show 'don't know' responses.

10. Claimed effect on future reporting

The majority of customers said they were neither more nor less likely to inform HMRC of a change of circumstances straightaway following the check, with 76 per cent of customers in the private sector supplier group and a significantly lower level of 65 per cent of customers in the HMRC group saying their behaviour would stay the same.

A significant minority of both customer groups did say that they would be 'more likely' to inform HMRC of a change of circumstances straightaway in future. This level was significantly lower for the private sector supplier (21 per cent) than for HMRC (33 per cent) (Figure 10.1).

Figure 10.1: Change in whether customers would inform HMRC of a change of circumstances

Q32: Have you become more or less likely to inform Revenue and Customs of a change of circumstances straight away? Base: All sample (HMRC: n=766; Private sector supplier: n=607)

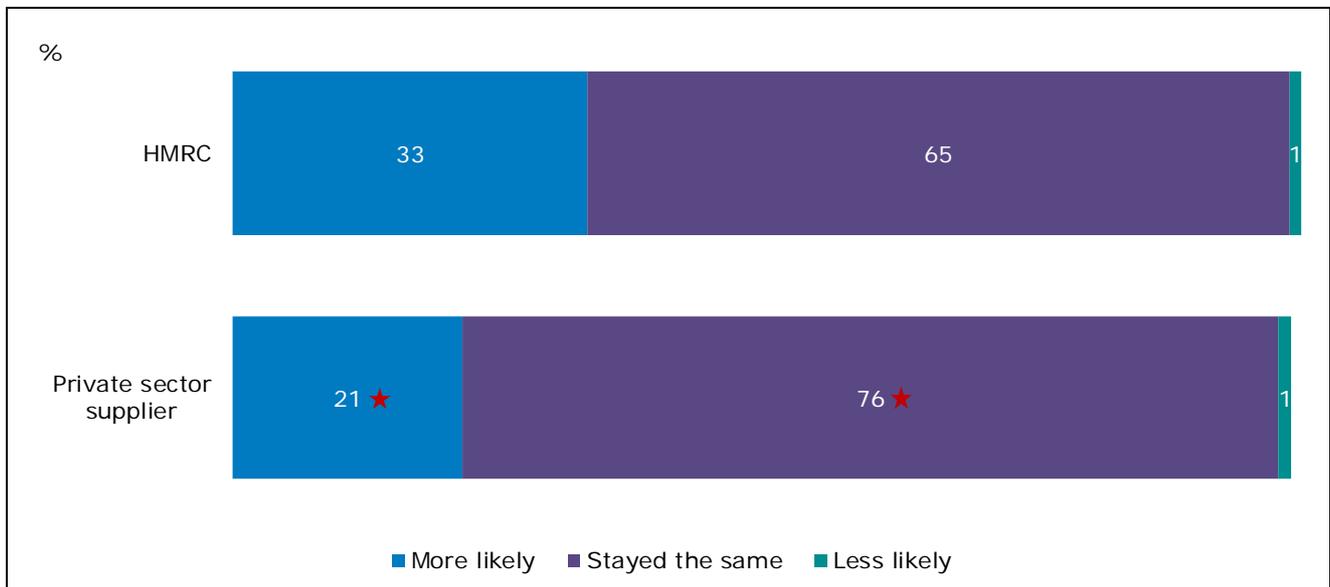
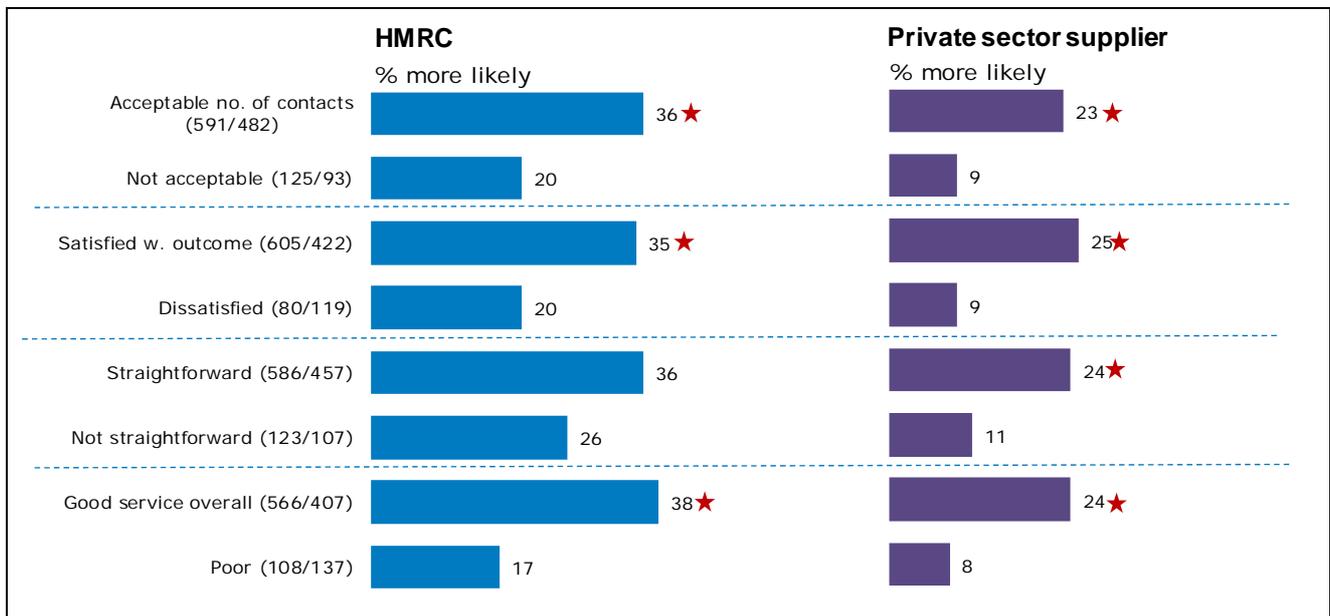


Figure 10.2 shows that for both groups the likelihood of the customer saying they would inform HMRC of a change of circumstances straight away increased when customers: felt the number of contacts was acceptable, were satisfied with the outcome of the intervention, felt the process was straightforward and, said they had received a good service overall.

Figure 10.2: Change in whether customers would inform HMRC of a change of circumstances by key outcome measures

Q32: Have you become more or less likely to inform Revenue and Customs of a change in circumstances straight away? Base: All sample (HMRC: n=766; Private sector supplier: n=607)



11. Conclusions

This research shows that a private sector supplier can conduct error and fraud interventions in the tax credits system, while delivering a similar level of customer experience to that provided by HMRC.

Although customers' experiences of the trial were similar across both groups, there were some areas of difference.

The private sector supplier performed particularly well, relative to HMRC, on ratings for providing a straightforward experience (particularly important in driving impressions of the overall experience), providing effective communication and on ease of understanding what to do. Other areas where findings were more positive for the private sector supplier, relative to HMRC, included ease of getting in touch and acceptability of the level of contact with the intervention organisation.

One area where findings were less positive for the private sector supplier, when compared with the HMRC group, were the reputation measures, which included customers' level of trust and overall impression of the organisation. This may be due, in part, to a lack of familiarity with the private sector supplier. Other areas where findings were less positive for the private sector supplier, relative to HMRC, included making sure customers get the information needed, keeping customers informed of progress, and getting things right.

The two areas with the greatest scope for improvement for the private sector supplier were the same as for HMRC: effectiveness of communication and overall favourability.

Findings from this research are generally positive. However, the small and dedicated nature of the trial must be borne in mind and further research may be required to monitor the experience of customers if a private sector supplier is used to carry out HMRC processes in future.

12. Appendix A: Methodology

12.1. Sample Design

12.1.1. Sample Source

One hundred thousand cases were selected for the additional capacity trial from the National Tax Credits database. For the purposes of the trial, the trial group (cases allocated to the supplier of additional capacity, Private sector supplier) and control group (cases allocated to HMRC) samples were randomly assigned from these one hundred thousand cases with each operator expected to carry out at least 15,000 interventions.

Nine per cent of cases were worked by Private sector supplier and 34 per cent by HMRC.

Individual cases within each sample were labelled by variables that could impact on customer experience ratings, extraneous to the work of the organisation delivering the intervention. The variables labelled were: risk type (child, or childcare); claimant type (single vs. joint); and, whether the case was amended or not.

For the control group, 3,750 records were received. For the trial group, 2,153 unique records were received. There were differences in the profile of the sample received when analysing the two samples by key strata.

Table 12.1: Sample

Intervention	Control sample	Trial sample
Child	31%	57%
Childcare	69%	43%

12.1.2. Sample Size

The targeted sample size was 750 for each group.

With a sample size of 750 for each operator, we would expect to routinely detect operator-level differences in proportions between 10% and 90% of:

- Around 4-7 percentage points for the total sample
- Around 6-10 percentage points for a sub-group of half the sample

The target of 750 was based on receiving 3,750 sample records for both groups (total of 7,500). This number was based on estimates taken from the HMRC Customer Survey where 30-35% of records are not useable, largely through non-working telephone numbers (fieldwork 'deadwood')

and within the remaining records 10-15% not recalling the intervention (which would make them ineligible for the survey). The targeted response rate was 40-50% of useable records.

Overall, 2850 sample records from the control group were issued to telephone interviewers to contact. For the trial group, 2,153 unique records were received and issued.

The final sample sizes achieved for the control group was 766, and for the trial group was 607.

12.2. Data Collection

Computer Assisted Telephone Interviewing (CATI) was the method of data collection for the survey.

12.2.1. Fieldwork Management

The following steps were taken to maximise the response in field:

Action	Description
Advance letter sent	An advance letter was despatched to each sampled customer prior to the start of fieldwork. The letter provided reassurance of confidentiality and ensured that the respondent was prepared when the interviewer called. The letter had the name and contact number of a member of the survey team in case of any queries. Participants have the opportunity to opt out of the research at this stage should they wish to.
Interviewer briefing	A thorough personal interviewer briefing explaining the purpose of the research and the importance of high levels of response, ensuring familiarity with the questionnaire, and giving them the tools to answer respondent queries.
Experienced interviewers	As far as possible interviewers with experience of random probability surveys, and interviewers with experience of working on research projects on behalf of HM Revenue and Customs were used.
Sample management and monitoring	Sample was issued in batches. Each batch was monitored before any new batch was added. This was done to effectively control the flow of sample into the survey and ensure that all sample was fully exhausted which improves the response rate and makes sure that the 'hard to reach' individuals are contacted. Progress against productivity and response rate/interview targets was monitored on a weekly basis by the research team

	and regular feedback on performance was given to HMRC.
No maximum call limit	Calls were made on different days of the week and different times of day in order to maximise the possibility of contacting respondents and reduce any bias that would occur from solely contacting those at home during one set time of day.

12.2.2. Fieldwork Timing

Interviewing was conducted between 12th August 2013 and 11th October 2013. The control group sample was interviewed continuously throughout the fieldwork period. The trial group sample was introduced on 28th August.

12.2.3. Questionnaire Content and Length

The questionnaire was developed following a workshop attended by TNS BMRB and HMRC. A small scale pilot test of the survey was conducted to test questionnaire length and suitability of the questions. Following the pilot, minor amends were made to the survey questionnaire. Data collected at the pilot stage was used in the final dataset.

The questionnaire was on average 15 minutes long. The majority of questions were asked for both control and trial customers, with the text changing as appropriate (to reference HMRC or Private sector supplier).

The questionnaire started with several screening questions to establish eligibility (being the individual in the household who dealt with tax credits and recall of the intervention).

The first main section of the questionnaire dealt with channels of contact; method, frequency, preferences and service quality (waiting times, comprehension of written communications etc).

This was followed by customer experience measures. The customer experience measures were aligned as far as possible, with those in the Customer Survey as these have been designed to assess progress on HMRC strategy for customer service delivery. Reputation measures were asked and then demographic details were collected in order to further segment the population for analysis purposes.

12.2.4. Response Rate

The response rate was above 40% for the control and trial group. This is calculated by the number of completed interviews by the total amount of sample issued minus the deadwood and ineligible sample.

Table 12.2: Response Rate

Intervention	Control sample	Trial sample
Total issued sample	2850	2153
Interviews	766	607
Deadwood	935	742
Ineligible	73	45
Response rate on effective and eligible sample	41.6%	44.4%

12.3. Analysis and Data Processing

12.3.1. Data Processing

As far as possible all range, logic and consistency checks were built into the CATI script which minimised the possibility of incorrect responses being keyed at the interviewing stage and removed the need for extensive post-fieldwork editing. This approach is methodologically preferable to post-fieldwork editing, since the interviewer must resolve any inconsistencies during the interview itself.

All data was collected, cleaned, and coded by our Data Processing team. Responses to open questions and 'other specifics' were coded to a codeframe approved by the research team.

12.3.2. Weighting

Table 12.3 shows the profiles for each of HMRC and private sector supplier for the sample provided by HMRC, for the sample achieved within the survey and for the profiles used for weighting. The profiles of the cases worked ('population') differed between the two organisations. This may have been partly due to the lower volume of available cases worked by the private sector supplier or the risk profiling which the private sector supplier carried out on the cases provided to them before they started work.

Both samples were weighted to reflect the HMRC sample population. This was to match the two exactly so that the service provision could be compared without profile differences, in terms of risk type and whether the claim was amended influencing results. Within each weighted sample, approximately half of the cases were child risk type and half childcare, while around half were amended following the intervention and half were not.

The weighted profile results are used throughout this report, to enable fair comparison between findings from the two groups. Therefore, the figures quoted in the report do not represent the actual findings from each group.

Table 12.3: Sample profiles

Risk type/Outcome	Sample to draw from		Sample achieved		Weighted profile	
	HMRC	Private sector supplier	HMRC	Private sector supplier	HMRC	Private sector supplier
Child/Amended	29%	38%	8%	19%	29%	29%
Child/Not amended	18%	20%	17%	25%	18%	18%
Child Care/Amended	24%	32%	34%	25%	24%	24%
Child Care/Not amended	28%	11%	40%	29%	28%	28%

While weighting could have also been applied to claimant type (single vs. joint), an initial examination of the data suggested that results varied less by this than other factors and as it reduced the efficiency of the weighting, it was agreed not to use that parameter in the weighting.

The design effect due to weighting is estimated at 1.4.

12.3.3. Key Driver Analysis

Key driver analysis is carried out using multivariate analysis of an overall measure of service rating. This analysis produces a list of issues together with an indication of their relative importance to the respondents in terms of service rating. The final analysis plots importance against performance in a quadrant diagram. This plot is divided into four with lines at the median importance and performance scores.

Step 1 – Relative importance scores

The relative importance scores are derived using multiple linear regression. This tests theories of patterns in the data. Here the theory is very simple: that customers' rating of their experience is a result of the treatment they received. In other words we have one consequence (service rating) and many causes (the ratings of the different parts of the encounter). We want to find the best way of predicting the consequence (often called the dependent variable), from the optimum weighted combination of the causes (often called independent variables). When the causes and consequence are expressed in scales the most appropriate technique is the weighted linear equation, viz:

$$\text{Dependent} = B1 \times \text{Independent}_1 + B2 \times \text{Independent}_2 + B3 \times \text{Independent}_3 \text{ etc}$$

For example:

Service rating = B1 x Ease of understanding + B2 x being kept informed + B3 x ease of getting in touch + (etc)

B1, B2, B3 are multiple linear regression coefficients. They are usually standardised (to take account of different scale lengths, different numbers of people answering and so on) to become Betas. These are the coefficients commonly used to depict the relative importance of independent variables. They run from 0 to ± 1.0 – the bigger the Beta, the stronger the relationship.

These beta coefficients (also known as scores) form the basis of the indicator calculation. These scores may not add to a total of 1 and are therefore rescaled to add up to one before plotting on the quadrant diagram.

The analysis is run as an iterative process. First the correlation between the dependent variable (overall service rating) and the independent variables (the customer experience/reputation measures) are calculated.

First a model is run with all possible independent variables included. In addition, an assessment is made of how strongly correlated each of these variables is with each of the others. If two are very strongly correlated, this usually results in a relatively low beta score for both. Removing the weaker one of these variables from the model will then allow the remaining variable to show more clearly the influence it has on the dependent variable.

The strength of the final model is expressed as $R^2=x$. This means the model explains x% of the variance in service ratings. The closer the R^2 score is to 1, the better the model. In such models we usually see scores from around 0.3 to 0.6. The highest R^2 value is likely to be achieved with all dependent variables included in the model. However, this is not usually the model selected, as it contains variables that are too strongly correlated with each other, thus depressing the apparent influence those variables have on service ratings (see explanation above). The final model selected will be one in which each independent variable has a set level of influence (i.e. beta score above a certain level) and which retains a relatively high R^2 value.

R^2 for this model was 0.78.

Step 2 – Performance scores

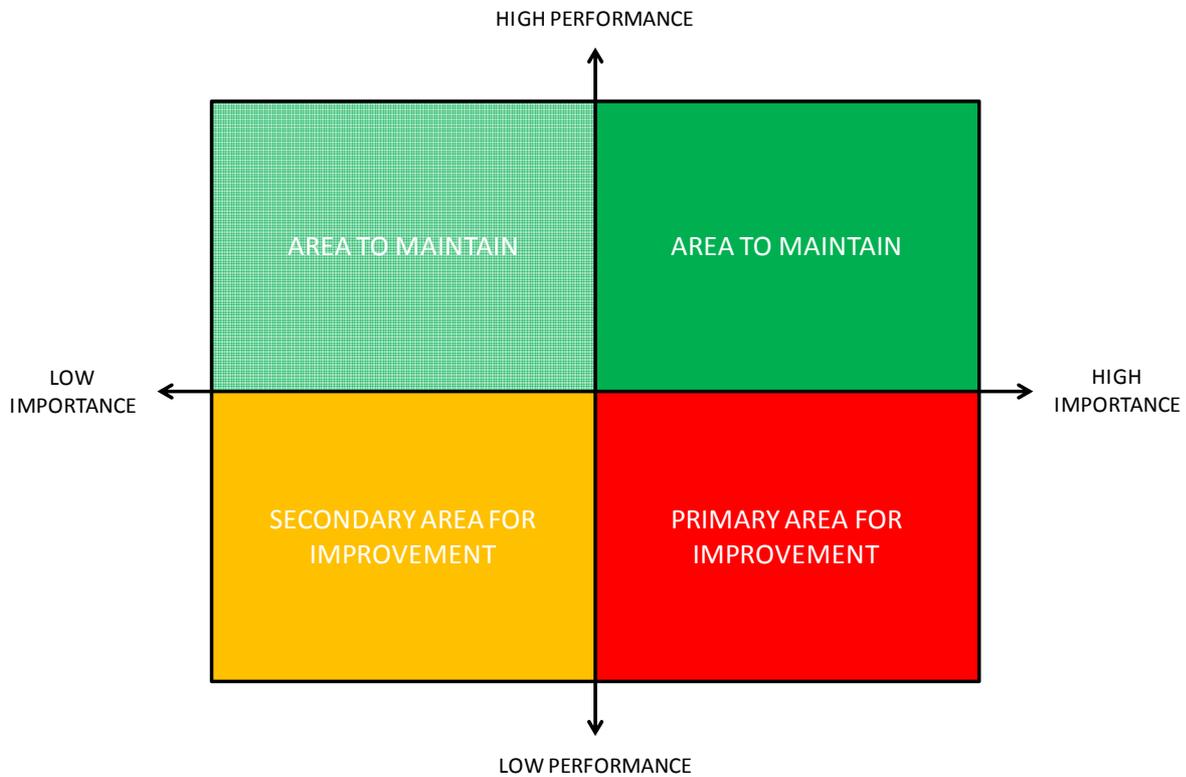
The performance scores are derived from the answers given in the survey. For example, respondents were asked “how easy was it to get in touch with HMRC” and were asked to choose one of five answers – ‘Very easy’, ‘fairly easy’, ‘neither easy nor difficult’, ‘fairly difficult’ or ‘very difficult’.

Step 3 – Plotting scores in quadrant diagram

The key driver analysis gives a list of key drivers, together with their relative importance, and performance scores.

In order to give a visual representation of this information, the data can be plotted in a quadrant diagram, with relative importance in driving straightforwardness on the horizontal axis and performance on the vertical axis. This plot is then divided into four with lines at the median

importance and performance scores. The key area in this diagram is the quadrant to the bottom right – issues in this quadrant are those of high customer importance but low perceived performance, relative to the other issues. These should be the main focus for improvement in order to improve straightforward levels in the future. Those in the bottom left are issues of relatively low performance, but also lower importance, and are therefore issues for secondary importance. The top right quadrant contains issues of high importance, but also of higher performance relative to other issues and these are issues that need to be maintained in order to keep service ratings high.



13. Appendix B: Data Tables

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
Q4B Pilot group check of company they think they have dealt with	Revenue and Customs	0%	12%	0%	11%
	Private sector supplier	0%	82%	0%	82%
	Don't know	0%	6%	0%	7%
	Base	0	607	0	607
Q5 Initial channel of contact received	Letter (post)	98%	93%	98%	93%
	Telephone	1%	5%	1%	5%
	Email	0%	0%	0%	0%
	Text message	0%	0%	0%	0%
	Fax	0%	0%	0%	0%
	In person	0%	0%	0%	0%
	Through a third party	0%	0%	0%	0%
	Other	1%	1%	1%	2%
	Don't know	1%	0%	0%	1%
Base	766	607	766	607	
Q6 Whether would have preferred a different method of being informed	Yes	12%	15%	13%	15%
	No	88%	85%	86%	85%
	Don't know	1%	0%	1%	0%
	Base	766	607	766	607
Q7 Preferred method of contact	Letter (post)	2%	24%	4%	26%
	Telephone	69%	54%	72%	52%
	Email	22%	20%	18%	20%
	Text message	6%	0%	4%	0%
	Fax	0%	0%	0%	0%
	In person	0%	1%	0%	1%
	Through a third party	0%	0%	0%	0%
	Other	1%	1%	1%	1%
	Don't know	0%	0%	0%	0%
Base	90	91	90	91	
Q7_all Preferred method of contact BASE ALL	Letter (post)	87%	86%	86%	86%
	Telephone	9%	11%	10%	10%
	Email	3%	3%	3%	3%
	Text message	1%	0%	1%	0%
	Fax	0%	0%	0%	0%
	In person	0%	0%	0%	0%
	Through a third party	0%	0%	0%	0%
	Other	0%	0%	0%	0%
	Don't know	1%	0%	0%	0%
Base	766	607	766	607	
Q8 Whether received any more contact	Yes	29%	27%	28%	27%
	No	69%	71%	70%	71%
	Don't know	2%	2%	1%	2%
	Base	766	607	766	607
Q9 All channels	Letter (post)	94%	87%	93%	86%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
received further contact through	Telephone	7%	12%	10%	13%
	Email	0%	0%	0%	0%
	Text message	0%	2%	0%	3%
	Fax	0%	0%	0%	0%
	In person	0%	0%	0%	0%
	Through a third party	0%	0%	0%	0%
	Other	0%	0%	0%	0%
	Don't know	0%	0%	0%	0%
	Base	223	163	223	163
Q9_all All channels received contact through BASE ALL	Letter (post)	27%	23%	26%	23%
	Telephone	2%	3%	3%	4%
	Email	0%	0%	0%	0%
	Text message	0%	1%	0%	1%
	Fax	0%	0%	0%	0%
	In person	0%	0%	0%	0%
	Through a third party	0%	0%	0%	0%
	Other	0%	0%	0%	0%
	Don't know	0%	0%	0%	0%
	No further contact	71%	73%	72%	73%
	Base	766	607	766	607
Q10 Whether written communication was easy to understand	Yes	89%	85%	83%	85%
	No	11%	15%	16%	14%
	Don't know	1%	1%	1%	1%
	Base	752	585	752	585
Q11 What was difficult to understand in written communication	Wasn't clear what they wanted/ lack of explanation	53%	60%	51%	54%
	Wording in the letter/terminology/how it was written	18%	13%	27%	13%
	Why I had been selected/was being checked	11%	11%	11%	13%
	It was stressful/worrying	9%	5%	10%	4%
	Thought I was in trouble/had done something wrong	4%	12%	3%	10%
	Felt intimidated/threatened	4%	1%	2%	2%
	Difficult to understand figures/calculation	13%	2%	16%	2%
	I had informed them of changes in my circumstances	8%	5%	9%	5%
	I had to call them to clarify	8%	13%	5%	13%
	That I had been overpaid	4%	2%	7%	3%
	Information in letter was inaccurate/wrong	4%	8%	2%	7%
	Letter did not arrive	0%	4%	0%	5%
	Don't know	3%	0%	4%	0%
	Other	5%	4%	3%	5%
Base	79	85	79	85	
Q13 Whether	Office hours Mon-Fri	82%	65%	78%	65%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
telephone calls were made in office hours or outside	Evening or weekend	5%	17%	3%	15%
	Both during and outside office hours	0%	4%	0%	4%
	Don't know	14%	13%	19%	16%
	Base	22	52	22	52
Q13B Whether telephone calls were made at a convenient time	Yes	91%	73%	84%	74%
	No	9%	25%	16%	25%
	Don't know	0%	2%	0%	1%
	Base	22	52	22	52
Q14 Whether text messages were easy to understand	Yes	0%	100%	0%	100%
	No	0%	0%	0%	0%
	Don't know	0%	0%	0%	0%
	Base	0	4	0	4
Q15 Channel first used to respond	Letter (post)	27%	25%	20%	26%
	Telephone	71%	71%	78%	69%
	Email	0%	0%	0%	0%
	Text message	0%	0%	0%	0%
	Fax	0%	0%	0%	0%
	In person (by visiting tax office/enquiry centre)	0%	0%	0%	0%
	Through a third party (e.g. Citizens Advice or JobCentre Plus)	0%	0%	0%	0%
	Didn't contact them	0%	1%	0%	1%
	Other	0%	0%	0%	0%
	Don't know	1%	3%	2%	3%
	Base	766	607	766	607
Q16 Whether made any more contact	Yes	43%	44%	46%	44%
	No	57%	55%	53%	55%
	Don't know	1%	1%	1%	1%
	Base	766	607	766	607
Q17 All channels made further contact through	Letter (post)	41%	56%	40%	55%
	Telephone	66%	55%	68%	55%
	Email	1%	1%	1%	1%
	Text message	0%	0%	0%	0%
	Fax	1%	1%	1%	1%
	In person (by visiting tax office/enquiry centre)	1%	0%	1%	0%
	Through a third party (e.g. Citizens Advice or JobCentre Plus)	1%	0%	1%	0%
	Other	0%	0%	0%	0%
	Don't know	0%	0%	0%	0%
	Base	326	268	326	268
Q17_all All channels made contact through BASE ALL	Letter (post)	18%	25%	18%	24%
	Telephone	28%	24%	31%	24%
	Email	0%	0%	1%	1%
	Text message	0%	0%	0%	0%
	Fax	0%	0%	0%	0%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
	In person	0%	0%	0%	0%
	Through a third party	0%	0%	0%	0%
	Other	0%	0%	0%	0%
	Don't know	0%	0%	0%	0%
	No further contact	57%	56%	54%	56%
	Base	766	607	766	607
Q18 Average waiting time when making contact by telephone	30 seconds or less	2%	7%	3%	6%
	More than 30 seconds but less than a minute	5%	17%	4%	18%
	Between 1 and 5 minutes	20%	33%	20%	32%
	Over 5 but below 10 minutes	17%	14%	16%	15%
	Over 10 minutes	48%	18%	50%	19%
	It wasn't answered at all	4%	2%	5%	2%
	Don't know	2%	9%	2%	8%
Base	601	448	601	448	
Q19 Whether tried to call at any time and didn't get through	Yes	47%	23%	50%	24%
	No	52%	75%	48%	74%
	Don't know	1%	3%	2%	2%
	Base	601	448	601	448
Q21_1 How telephone calls were handled - You were given enough time to explain your situation	Yes	88%	83%	85%	84%
	No	10%	14%	14%	14%
	Don't know	2%	2%	2%	2%
	Base	579	453	579	453
Q21_2 How telephone calls were handled - The call was too scripted	Yes	23%	22%	25%	24%
	No	75%	72%	72%	70%
	Don't know	2%	7%	3%	6%
	Base	579	453	579	453
Q21_3 How telephone calls were handled - They answered all the questions you had	Yes	83%	79%	82%	80%
	No	16%	20%	17%	19%
	Don't know	1%	2%	1%	2%
	Base	579	453	579	453
Q21B Average waiting time on written correspondence	Up to 1 week	5%	6%	5%	7%
	More than 1 week, up to 2 weeks	21%	22%	21%	24%
	More than 2 weeks, up to 3 weeks	22%	22%	22%	21%
	More than 3 weeks, up to 4 weeks	18%	12%	18%	12%
	More than 4 weeks	25%	19%	24%	19%
	Received no response at all	5%	11%	7%	10%
	Don't know	4%	7%	3%	8%
Base	338	298	338	298	
Q21c Whether supplied	Yes	70%	69%	63%	70%
	No	20%	23%	18%	22%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
documents were returned promptly	Not applicable	8%	5%	17%	5%
	Don't know	2%	3%	2%	3%
	Base	338	298	338	298
Q22 Number of times in contact overall	1	7%	6%	7%	6%
	2	21%	23%	20%	22%
	3-4	39%	46%	39%	47%
	5-6	15%	13%	17%	12%
	6-10	7%	5%	8%	5%
	10 or more	7%	4%	7%	5%
	Don't know	3%	2%	3%	2%
	Base	766	607	766	607
Q23 Whether number of contacts was acceptable	Very acceptable	37%	42%	34%	44%
	Fairly acceptable	40%	38%	40%	37%
	Neither acceptable nor unacceptable	6%	3%	7%	3%
	Fairly unacceptable	7%	5%	8%	5%
	Very unacceptable	10%	10%	10%	9%
	Don't know	1%	2%	1%	2%
	Base	766	607	766	607
Q24 Whether had outside assistance to deal with issue	Someone dealt with it for me	3%	2%	3%	2%
	Someone helped me with it	5%	7%	6%	7%
	I dealt with it on my own	90%	86%	89%	87%
	I dealt with it with my husband/wife/partner	1%	4%	2%	4%
	Don't know	0%	1%	0%	1%
	Base	766	607	766	607
Q25_1 Ease/difficulty- Understand what you had to do in your dealings with them	Very easy	41%	44%	35%	45%
	Fairly easy	41%	36%	43%	36%
	Neither easy nor difficult	6%	6%	6%	6%
	Fairly difficult	8%	8%	9%	7%
	Very difficult	4%	6%	7%	6%
	No answer	0%	0%	0%	0%
	Don't know	0%	0%	0%	1%
	Base	765	605	765	605
Q25_2 Ease/difficulty- Complete the processes, for example forms, payments, or checking information sent to you	Very easy	34%	33%	29%	33%
	Fairly easy	43%	42%	45%	42%
	Neither easy nor difficult	5%	5%	5%	5%
	Fairly difficult	12%	11%	13%	10%
	Very difficult	5%	7%	7%	7%
	No answer	0%	0%	0%	0%
	Don't know	0%	2%	1%	2%
	Base	755	590	755	590
Q25_3 Ease/difficulty-Get in touch with them	Very easy	23%	40%	20%	39%
	Fairly easy	32%	35%	29%	35%
	Neither easy nor difficult	8%	6%	7%	6%
	Fairly difficult	15%	7%	17%	7%
	Very difficult	21%	12%	26%	12%
	No answer	0%	0%	0%	0%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
	Don't know	1%	1%	1%	1%
	Base	755	568	755	568
Q26_1 Good/poor - They at making sure you could get all the information you needed	Very good	38%	38%	38%	39%
	Fairly good	38%	30%	37%	30%
	Neither good nor poor	10%	8%	8%	8%
	Fairly poor	6%	8%	9%	8%
	Very poor	7%	13%	8%	12%
	No answer	0%	0%	0%	0%
	Don't know	1%	2%	1%	3%
	Base	743	581	743	581
Q26_2 Good/poor - They at keeping you informed on progress	Very good	29%	27%	27%	27%
	Fairly good	31%	22%	35%	23%
	Neither good nor poor	10%	11%	10%	11%
	Fairly poor	14%	11%	13%	11%
	Very poor	16%	28%	16%	26%
	No answer	0%	0%	0%	0%
	Don't know	0%	2%	0%	2%
	Base	745	561	745	561
Q26_3 Good/poor - They at getting things right	Very good	39%	38%	36%	39%
	Fairly good	34%	28%	36%	28%
	Neither good nor poor	6%	8%	6%	8%
	Fairly poor	9%	5%	9%	4%
	Very poor	10%	17%	11%	16%
	No answer	0%	0%	0%	0%
	Don't know	2%	5%	2%	4%
	Base	755	579	755	579
Q26_4 Good/poor- Staff, in terms of their ability to deal with your case	Very good	43%	41%	43%	41%
	Fairly good	35%	30%	35%	31%
	Neither good nor poor	8%	9%	7%	9%
	Fairly poor	6%	6%	6%	5%
	Very poor	7%	12%	8%	11%
	No answer	0%	0%	0%	0%
	Don't know	1%	3%	1%	3%
	Base	730	556	730	556
Q26_5 Good/poor- Staff, in terms of their willingness to take responsibility for dealing with your case	Very good	41%	41%	41%	41%
	Fairly good	32%	29%	31%	29%
	Neither good nor poor	9%	9%	9%	9%
	Fairly poor	7%	7%	7%	7%
	Very poor	9%	12%	9%	11%
	No answer	0%	0%	0%	0%
	Don't know	2%	3%	2%	3%
	Base	707	549	707	549
Q27 Acceptability of time taken	Very acceptable	33%	32%	32%	33%
	Fairly acceptable	37%	33%	35%	34%
	Neither /nor	10%	8%	12%	7%
	Fairly unacceptable	8%	9%	9%	9%
	Very unacceptable	11%	16%	12%	15%
	No answer	0%	0%	0%	0%
	Don't know	0%	2%	0%	1%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
	Base	754	587	754	587
Q28 How well treated by staff	Very well	55%	51%	53%	51%
	Fairly well	29%	28%	31%	28%
	Neither /nor	9%	10%	7%	9%
	Fairly poorly	4%	4%	5%	4%
	Very poorly	3%	6%	4%	6%
	No answer	0%	0%	0%	0%
	Don't know	1%	1%	1%	1%
	Base	725	544	725	544
q28a Reasons for feeling poorly treated by staff	Length of time taken	18%	7%	11%	8%
	Can never get through on the phone	18%	5%	16%	5%
	I supplied all the information they needed	24%	18%	24%	20%
	They wanted too much/to detailed information	6%	9%	3%	9%
	Thought they may stop my award	2%	4%	1%	2%
	Lack of understanding of my circumstances	4%	7%	2%	6%
	Their attitude/didn't listen/not bothered	31%	21%	34%	25%
	They gave me the wrong information	2%	5%	6%	7%
	Lack of information/explanation of what's wanted	4%	11%	2%	10%
	Didn't want to help/answer my questions/queries	22%	29%	28%	27%
	They were rude	16%	16%	14%	14%
	Unhelpful staff	14%	16%	13%	17%
	They just wanted to end call	10%	0%	21%	0%
	They make you feel guilty/like you have done something wrong	20%	11%	16%	7%
	Felt victimised	6%	0%	8%	0%
	Stressful/worrying time	12%	5%	12%	5%
	Kept being passed around from one person to another	6%	5%	4%	9%
Don't know	0%	0%	0%	0%	
Base	51	56	51	56	
Q29 Satisfaction with end result	Very satisfied	44%	45%	41%	48%
	Fairly satisfied	36%	26%	37%	26%
	Neither /nor	8%	8%	9%	7%
	Fairly dissatisfied	4%	5%	4%	4%
	Very dissatisfied	7%	15%	8%	14%
	No answer	0%	0%	0%	0%
	Don't know	1%	1%	1%	1%
Base	756	597	756	597	

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
Q30 Overall rating of straightforward	Very straightforward	39%	41%	34%	43%
	Fairly straightforward	37%	34%	40%	33%
	Neither /nor	7%	6%	9%	7%
	Not very straightforward	8%	6%	9%	6%
	Not at all straightforward	8%	11%	9%	10%
	No answer	0%	0%	0%	0%
	Don't know	0%	1%	0%	1%
	Base	766	606	766	606
Q31 Overall rating of service	Very good	34%	35%	31%	38%
	Fairly good	40%	32%	41%	33%
	Neither /nor	12%	9%	12%	9%
	Fairly poor	8%	9%	9%	8%
	Very poor	6%	13%	7%	12%
	No answer	0%	0%	0%	0%
	Don't know	0%	1%	0%	1%
	Base	764	604	764	604
Q32 Whether check has resulted in change of behaviour	More likely	28%	21%	33%	21%
	Stayed the same	69%	76%	65%	76%
	Less likely	2%	1%	1%	1%
	Don't know	1%	1%	1%	2%
	Base	766	607	766	607
Q33 Whether informed of outcome in case	Yes	82%	52%	80%	55%
	No	17%	43%	18%	40%
	Don't know	1%	5%	1%	6%
	Base	766	607	766	607
Q34 How clearly decision was explained	Very clear	54%	58%	54%	59%
	Fairly clear	27%	28%	26%	28%
	Neither /nor	5%	4%	6%	3%
	Not very clear	6%	5%	6%	5%
	Not clear at all	7%	4%	6%	3%
	Don't know	1%	1%	2%	1%
	Base	628	318	628	318
Q35 Whether informed of options following outcome	Yes	78%	67%	79%	68%
	No	13%	19%	13%	17%
	Don't know	9%	14%	9%	16%
	Base	628	318	628	318
Q36 How clearly options were explained	Very clear	60%	63%	61%	63%
	Fairly clear	29%	27%	29%	28%
	Neither /nor	4%	4%	4%	3%
	Not very clear	3%	2%	2%	2%
	Not clear at all	1%	1%	1%	1%
	Don't know	3%	4%	3%	4%
	Base	491	214	491	214
Q37 If dissatisfied, whether have appealed the decision	Yes	9%	17%	10%	14%
	No	91%	79%	90%	83%
	Don't know	0%	4%	0%	3%
	Base	86	48	86	48
Q38 Likelihood of appeal	Yes	14%	24%	19%	24%
	No	85%	74%	80%	72%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
	Don't know	1%	3%	1%	5%
	Base	78	38	78	38
q38_dis Actual/Likelihood of appeal BASE ALL DISSATISFIED	Yes	22%	35%	28%	34%
	No	77%	58%	72%	60%
	Don't know	1%	6%	1%	7%
	Base	86	48	86	48
q38_all Actual/Likelihood of appeal BASE ALL	Yes	2%	3%	3%	2%
	No	97%	97%	97%	97%
	Don't know	0%	0%	0%	0%
	Base	766	607	766	607
Q39 If dissatisfied, whether have made a complaint	Yes	8%	6%	7%	7%
	No	92%	94%	93%	93%
	Don't know	0%	0%	0%	0%
	Base	86	48	86	48
Q40 Likelihood of complaint	Yes	14%	20%	22%	23%
	No	86%	69%	78%	69%
	Don't know	0%	11%	0%	8%
	Base	79	45	79	45
q40_dis Actual/Likelihood of complaint BASE ALL DISSATISFIED	Yes	21%	25%	27%	28%
	No	79%	65%	73%	64%
	Don't know	0%	10%	0%	7%
	Base	86	48	86	48
Q40_all Actual/Likelihood of complaint BASE ALL	Yes	2%	2%	3%	2%
	No	98%	97%	97%	97%
	Don't know	0%	1%	0%	1%
	Base	766	607	766	607
Q41 Overall favourability	Very favourable	27%	28%	27%	29%
	Mainly favourable	42%	29%	41%	31%
	Neither /nor	18%	19%	18%	18%
	Mainly unfavourable	7%	7%	7%	7%
	Very unfavourable	6%	14%	7%	13%
	Don't know	0%	2%	0%	2%
	Base	766	607	766	607
Q43_1 Agree/disagree - They are an organisation I can trust	Agree strongly	51%	38%	49%	39%
	Agree slightly	27%	24%	27%	24%
	Neither agree nor disagree	10%	14%	10%	14%
	Disagree slightly	6%	6%	5%	6%
	Disagree strongly	6%	14%	7%	13%
	Don't know	1%	4%	1%	4%
	Base	766	607	766	607
Q43_2 Agree/disagree- They are an organisation with a good reputation	Agree strongly	42%	29%	39%	31%
	Agree slightly	26%	21%	26%	20%
	Neither agree nor disagree	13%	22%	14%	22%
	Disagree slightly	9%	5%	10%	5%
	Disagree strongly	8%	12%	9%	11%
	Don't know	2%	12%	1%	12%
	Base	766	607	766	607
Q43_3	Agree strongly	57%	46%	53%	48%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
Agree/disagree-My recent dealings with them were handled fairly	Agree slightly	27%	26%	29%	26%
	Neither agree nor disagree	6%	10%	6%	9%
	Disagree slightly	3%	4%	3%	4%
	Disagree strongly	6%	12%	8%	11%
	Don't know	1%	3%	1%	2%
	Base	766	607	766	607
Q44_1 Agree/disagree-They can be relied upon to carry out their duties properly and professionally	Agree strongly	52%	44%	50%	46%
	Agree slightly	25%	20%	26%	21%
	Neither agree nor disagree	9%	12%	9%	11%
	Disagree slightly	7%	5%	8%	4%
	Disagree strongly	6%	15%	7%	14%
	Don't know	1%	4%	1%	4%
q44_2 Agree/disagree-They can be relied upon to act with honesty and integrity	Agree strongly	57%	43%	55%	45%
	Agree slightly	23%	22%	24%	21%
	Neither agree nor disagree	10%	17%	9%	15%
	Disagree slightly	5%	2%	5%	2%
	Disagree strongly	4%	8%	5%	7%
	Don't know	2%	8%	2%	10%
q44_3 Agree/disagree-They can be relied upon to look after customer's interests	Agree strongly	42%	39%	40%	41%
	Agree slightly	28%	20%	30%	20%
	Neither agree nor disagree	13%	14%	11%	14%
	Disagree slightly	7%	8%	8%	8%
	Disagree strongly	8%	15%	10%	13%
	Don't know	2%	4%	2%	4%
Q45 Effectiveness in communicating with customers	Very effective	30%	32%	28%	34%
	Fairly effective	40%	30%	41%	31%
	Neither /nor	9%	9%	9%	9%
	Fairly ineffective	10%	11%	11%	10%
	Very ineffective	9%	16%	11%	14%
	Don't know	1%	2%	1%	2%
Q49 Gender	Base	766	607	766	607
	Male	8%	16%	9%	16%
	Female	92%	84%	91%	84%
Q51 Age BANDED	Base	766	607	766	607
	16-24	3%	2%	2%	2%
	25-34	34%	31%	26%	32%
	35-49	57%	60%	60%	60%
	50-54	5%	4%	8%	4%
	55-59	1%	2%	2%	2%
	60-64	0%	0%	1%	0%
	65 or over	0%	0%	1%	0%
	Refused	0%	0%	0%	0%
Q52 Ethnicity TOP GROUP	Base	766	607	766	607
	White	81%	73%	81%	72%
	Mixed	3%	2%	2%	2%
	Asian or Asian British	5%	12%	5%	13%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
	Black or Black British	8%	9%	9%	9%
	Chinese	0%	0%	0%	0%
	Other	1%	3%	1%	3%
	Refused	1%	0%	1%	0%
	Base	766	607	766	607
Q52_all Ethnicity DETAILED GROUP	English / Welsh / Scottish / Northern Irish / British	76%	68%	77%	67%
	Irish	1%	1%	1%	2%
	Gypsy or Irish traveller	0%	0%	0%	0%
	Other White	4%	3%	3%	4%
	White and Black Caribbean	2%	1%	1%	1%
	White and Black African	0%	0%	0%	0%
	White and Asian	0%	0%	0%	1%
	Other mixed	1%	0%	1%	0%
	Indian	2%	2%	1%	2%
	Pakistani	2%	5%	2%	6%
	Bangladeshi	1%	2%	1%	2%
	Other Asian	1%	3%	1%	3%
	Caribbean	3%	2%	3%	2%
	African	5%	6%	5%	6%
	Other black	0%	0%	0%	1%
	Arab	0%	1%	0%	1%
	Chinese	0%	0%	0%	0%
	Other	1%	2%	1%	2%
	Refused	1%	0%	1%	0%
	Base	766	607	766	607
Q58 Any physical or mental health conditions or illnesses	Yes	10%	11%	13%	11%
	No	90%	89%	87%	89%
	Don't know	0%	0%	0%	0%
	Refused	0%	0%	0%	0%
	Base	766	607	766	607
Q62 Employment status	Working in a paid job (30+ hours)	29%	24%	26%	24%
	Working in a paid job (16-29 hours)	48%	36%	41%	37%
	Working in a paid job (Less than 16 hours)	2%	3%	3%	2%
	Self-employed	10%	12%	10%	12%
	Not in paid employment/looking after house or home	4%	15%	6%	15%
	Full time student at school	0%	0%	0%	0%
	Full time student at university/polytechnic/college	1%	1%	1%	1%
	Unemployed	5%	5%	8%	5%
	Retired from paid employment	0%	1%	1%	1%
	Other	2%	3%	4%	3%
	Don't know	0%	0%	0%	0%
	Refused	0%	0%	0%	0%

Question		Unweighted		Weighted	
		HMRC	Private sector supplier	HMRC	Private sector supplier
	Base	766	607	766	607
Q63 Household income	Up to £6,420	13%	9%	14%	9%
	Over £6,420 but under £16,190	39%	35%	36%	35%
	Over £16,190 but less than £50,000	35%	40%	33%	39%
	£50,000 or over	1%	1%	1%	1%
	Don't know	10%	14%	14%	14%
	Refused	3%	2%	3%	2%
	Base	766	607	766	607
SAMPLE_A Risk Type	Child	26%	45%	48%	48%
	Childcare	74%	55%	52%	52%
	Base	766	607	766	607
SAMPLE_B Outcome	Amended	40%	57%	54%	54%
	Not amended	60%	43%	46%	46%
	Base	766	607	766	607
SAMPLE_D Claimant Type	Single	64%	30%	63%	29%
	Joint	36%	70%	37%	71%
	Base	766	607	766	607

14. Appendix C: Questionnaire

T1 | t1gate | Intro

Text

Good morning/afternoon/evening, my name is, and I am calling on behalf of TNS BMRB, the independent social research company. We are carrying out a survey for HM Revenue and Customs about the dealings people have with them.

Can I please speak to [NAMED ON SAMPLE]?

Researcher notes: Outcome codes after this screen

Q1 | q1scr | Screener

Single coded

Can I just check, are you the person in the household responsible for dealing with HM Revenue and Customs about tax credits?

- 1 Yes
- 2 No / Don't know

ASK ONLY IF Q1 | q1scr=2

T2 | t1oth | Intro

Text

In that case, can I please speak to the person responsible?

Researcher notes: Outcome codes after this screen

ASK ONLY IF Q1 | q1scr=2

T3 | t1reint | Re-introduction

Text

Good morning/afternoon/evening, my name is, and I am calling on behalf of TNS BMRB, the independent social research company. We are carrying out a survey for HM Revenue and Customs about the dealings people have with them.

T4 | t1surv | Intro

Text

IF NECESSARY - Revenue and Customs is responsible for collecting the bulk of tax revenue, as well as paying Tax Credits and Child Benefits. We are conducting a survey on their behalf.

You may remember receiving a letter recently to let you know we would be calling.

If you agree to take part we guarantee that all your answers will be kept confidential. Revenue and Customs will not be able to identify any individual from their answers.

The findings from this survey will be used by Revenue and Customs to improve their customer services.

Is now a good time to ask you some questions about recent dealings you may have had with them?

IF NECESSARY – The survey should not take longer than 15 minutes.

Researcher notes: Outcome codes after this screen

T5 | t1conf | Confidentiality

Text

I just want to reassure you that this is confidential, voluntary market research. Thank you for agreeing to participate.

Q1b | d2group | Pilot/control group

Single coded

Dummy

SET FROM SAMPLE

- 1 Control group
- 2 Pilot group

Q2 | d2txtsub1 | Text substitution for pilot/control group

Single coded

Dummy

IF PILOT GROUP SET 1
IF CONTROL GROUP SET 2

- 1 Transactis working on behalf of
- 2

Q3 | d2txtsub2 | Text substitution for pilot/control group

Single coded

Dummy

IF PILOT GROUP SET 1
IF CONTROL GROUP SET 2

- 1 Transactis
- 2 Revenue and Customs

Q4 | q2chk | Check participant has dealt with tax credits

Single coded

Before we start I just want to check, in the last few months have you had been contacted about your tax credits award, where you were told your claim had been selected for checking?

IF NECESSARY: You may have needed to verify the information Revenue and Customs uses to ensure that you are receiving the right amount of tax credits.

IF NO/DK PROBE: This could have been about whether you have any children in full time education or about the cost of your childcare.

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

**Position fixed*

ASK ONLY IF Q4 | q2chk=2,3

T6 | t2term | Terminate if no contact

Text

INTERVIEWER NOTE: TRY TO ESTABLISH WHETHER THE OTHER PERSON IN THE HOUSEHOLD HAD CONTACT AND IF SO CONTINUE INTERVIEW WITH THEM.

OTHERWISE:

In that case that is all I need to ask you today. Thank you for your time.

Researcher notes: Terminate - No contact with HMRC

ASK ONLY IF Q1b | d2group=2

Q4b | q2chk2 | Check participant knows who they have dealt with

Single coded

Some customers have been contacted by Revenue and Customs directly and some by Transactis, an organisation acting on behalf of Revenue and Customs.

As far as you are aware, were you contacted by Revenue and Customs or Transactis?

- 1 Revenue and Customs
- 2 Transactis/Revenue and Customs
- 3 Don't know

**Position fixed*

T7 | t2deal | Think about this dealing and reassurance

Text

TEXT SUB IF D2GROUP=2 AND Q2CHK2=1, 3

In that case I just want to let you know that you were actually contacted by an organisation called Transactis who were working on behalf of Revenue and Customs, according to the information we have been provided with.

For the first part of this survey I want you to think specifically about the process of checking and verifying your tax credits information.

I will not ask you any questions about your specific circumstances or your tax credits award. I just want you to answer questions about what it was like dealing with [d2txtsub2].

IF NECESSARY: Revenue and Customs will not know who has participated in this survey and they will not be able to identify any individual from their answers.

Q5 | q2hinit | Initial channel of contact

Single coded

So, I want you to think back to when [d2txtsub1] Revenue and Customs FIRST notified you that your tax credits claim was going to be checked...

Which method did they use...

ONLY PROMPT IF NECESSARY

- 1 Letter (post)
- 2 Telephone
- 3 Email
- 4 Text message
- 5 Fax
- 6 In person
- 7 Through a third party
- 8 Other, namely...
- 9 Don't know

**Open *Position fixed*
**Position fixed*

Q6 | q2inf | Whether prefer a different method of being informed

Single coded

Would you have preferred to be informed in some other way?

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

**Position fixed*

ASK ONLY IF Q6 | q2inf=1

Q7 | q2pref | Preferred method of contact

Single coded

In which way would you prefer to have been notified?

ONLY PROMPT IF NECESSARY

- 1 Letter (post)
- 2 Telephone
- 3 Email
- 4 Text message
- 5 Fax
- 6 In person
- 7 Through a third party
- 8 Other, namely...
- 9 Don't know

**Open *Position fixed*
**Position fixed*

Researcher notes: Mask answer at q2init

Q8 | q2hmore | Whether had any more contact**Single coded**

After that first contact, did [d2txtsub2] make any more contact with YOU about this issue at all?

Here I still want you to think about contact from THEM and not when YOU contacted or tried to contact them.

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

**Position fixed*

ASK ONLY IF Q8 | q2hmore=1

Q9 | q2hchan | All channels used**Multi coded**

Which of the following methods did they use to make this additional contact?

ONLY PROMPT IF NECESSARY

- 1 Letter (post)
- 2 Telephone
- 3 Email
- 4 Text message
- 5 Fax
- 6 In person (by visiting tax office/enquiry centre)
- 7 Through a third party (e.g. Citizens Advice or JobCentre Plus)
- 8 Other, namely...
- 9 Don't know

**Open *Position fixed
*Exclusive *Position fixed*

ASK ONLY IF Q5 | q2hinit=1 or Q9 | q2hchan=1

Q10 | q2write | Whether written communication easy to understand

Single coded

When [d2txtsub1] Revenue and Customs wrote to you, did you understand the letter they sent?

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

**Position fixed*

ASK ONLY IF Q10 | q2write=2

Q11 | q2diff | Difficulties in understanding

Open

What was difficult to understand?

PROBE FULLY

- 1 Don't know

**Exclusive *Position fixed*

ASK ONLY IF Q5 | q2hinit=2 or Q9 | q2hchan=2

Q13 | q2call | Whether called in office hours or outside

Single coded

Thinking about when they called you, did they call during normal office hours, that is between 9am and 5pm Monday to Friday, or outside of those hours in the evening or at the weekend, or did they call both during and outside office hours?

- 1 Office hours Mon-Fri
- 2 Evening or weekend
- 3 Both during and outside office hours
- 4 Don't know

**Position fixed*

ASK ONLY IF Q5 | q2hinit=2 or Q9 | q2hchan=2

Q13b | q2conv | Whether called at convenient time

Single coded

Did they call at a time that was convenient for you?

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

**Position fixed*

ASK ONLY IF Q5 | q2hinit=4 or Q9 | q2hchan=4

Q14 | q2text | Whether text messages easy to understand

Single coded

Were the text messages you received easy to understand?

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

**Position fixed*

T8 | t2cont | Question intro for customer contact

Text

Now, I want you to think back to the times YOU contacted THEM, whether in response to them or because you felt YOU needed to talk to THEM.....

Q15 | q2yinit | Channel first used to respond**Single coded**

Which method did you FIRST use to respond to [d2txtsub2] about this issue? I want you to say the method you tried first even if you were not successful in making contact this way.

ONLY PROMPT IF NECESSARY

- 1 Letter (post)
- 2 Telephone
- 3 Email
- 4 Text message
- 5 Fax
- 6 In person (by visiting tax office/enquiry centre)
- 7 Through a third party (e.g. Citizens Advice or JobCentre Plus)
- 8 Other, namely... **Open *Position fixed*
- 9 Don't know **Position fixed*

Q16 | q2ymore | Whether had any more contact**Single coded**

And after that, did you make any more contact with [d2txtsub2] about this issue?

- 1 Yes
- 2 No
- 3 Don't know **Position fixed*

ASK ONLY IF Q16 | q2ymore=1

Q17 | q2ychan | All channels used

Multi coded

Which of the following methods did you use to make this additional contact?
Again, I want you to say all the methods you tried even if you were not successful in making contact.

- 1 Letter (by post)
- 2 Telephone
- 3 Email
- 4 Text message
- 5 Fax
- 6 In person (by visiting tax office/enquiry centre)
- 7 Through a third party (e.g. Citizens Advice or JobCentre Plus)
- 8 Other, namely...
- 9 Don't know

**Open *Position fixed*
**Exclusive *Position fixed*

ASK ONLY IF Q15 | q2yinit=2 or Q17 | q2ychan=2

Q18 | q2wait | Average waiting time on telephone

Single coded

On average how long did you have to wait for your calls to be answered when you phoned [d2txtsub2]?

Was it...

IF NECESSARY: Please think about the amount of time you had to wait on average on the occasions you were able to get through.

- 1 30 seconds or less
- 2 More than 30 seconds but less than a minute
- 3 Between 1 and 5 minutes
- 4 Over 5 but below 10 minutes
- 5 Over 10 minutes
- 6 Don't know
- 7 DO NOT READ OUT: It wasn't answered at all

**Position fixed*
**Position fixed*

ASK ONLY IF Q17 | q2ychan=2 or Q15 | q2yinit=2 and not Q18 | q2wait=7

Q19 | q2unsuc | Whether called unsuccessfully

Single coded

At any time did you try to contact [d2txtsub2] on the phone and your call was not answered?

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

**Position fixed*

Researcher notes: If q2wait=7 (It wasn't answered) force response at this question to Yes

ASK ONLY IF If Q5 | q2hinit=2 or Q9 | q2hchan=2 or Q18 | Q2wait=1/2/3/4/5/6

Q21 | q2speak | How telephone calls were handled

Matrix

Thinking about all the times [d2txtsub2] called you or you called them about your tax credits claim...

Did you feel...

Random

	Yes	No	Don't know
You were given enough time to explain your situation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The call was too scripted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They answered all the questions you had	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ASK ONLY IF Q15 | q2yinit=1 or Q17 | q2ychan=1

Q21b | q2corr | Average waiting time on written correspondence

Single coded

Thinking about the correspondence you sent by post, including any documents you provided, how long did you have to wait for a response?

- 1 Up to 1 week
- 2 More than 1 week, up to 2 weeks
- 3 More than 2 weeks, up to 3 weeks
- 4 More than 3 weeks, up to 4 weeks
- 5 More than 4 weeks
- 6 Don't know **Position fixed*
- 7 DO NOT READ OUT: Received no response at all **Position fixed*

ASK ONLY IF Q15 | q2yinit=1 or Q17 | q2ychan=1

Q21c | q2docs | Prompt return of documents

Single coded

If you supplied any documents to them, were they returned promptly?

- 1 Yes
- 2 No
- 3 Don't know **Position fixed*
- 4 Not applicable **Position fixed*

Q22 | q2times | Number of times in contact**Matrix**

Overall, approximately how many times did...

Random

	1	2	3-4	5-6	6-10	10 or more	Don't know	
They contact you or you contact them in total using any method	<input type="radio"/>							

Q23 | q2numb | Whether number of contacts acceptable**Single coded**

How acceptable or unacceptable was the number of times you were in contact with [d2txtsub2]?
Is that very or fairly [acceptable/unacceptable]?

- 1 Very acceptable
- 2 Fairly acceptable
- 3 Neither acceptable nor unacceptable
- 4 Fairly unacceptable
- 5 Very unacceptable
- 6 Don't know

**Position fixed*

Did you use someone else, such as an accountant, friend or relative to help you to deal with this issue, or did you deal with it on your own?

- 1 Someone dealt with it for me
- 2 Someone helped me with it
- 3 I dealt with it on my own
- 3 I dealt with it with my husband/wife/partner
- 4 Don't know

**Position fixed*

Please carry on thinking about your experience of dealing with [d2txtsub1] Revenue and Customs about the process of checking and verifying your tax credits information. If any of the following questions do not apply to your recent dealing then please say so. So first of all...

How easy or difficult was it to...
Is that very or fairly [easy/difficult]?

Random

	Very easy	Fairly easy	Neither easy nor difficult	Fairly difficult	Very difficult	Don't know	Not applicable
understand what you had to do in your dealings with them?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
complete the processes, for example forms, payments, or checking information sent to you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
get in touch with them?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Still thinking about your dealings with [d2txtsub1] Revenue and Customs about the process of checking and verifying your tax credits information...

How good or poor were ...
Is that very or fairly [good/poor]?

Random

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Don't know	Not applicable
they at making sure you could get all the information you needed?	<input type="radio"/>						
they at keeping you informed on progress?	<input type="radio"/>						
they at getting things right?	<input type="radio"/>						
staff, in terms of their ability to deal with your case?	<input type="radio"/>						
staff, in terms of their willingness to take responsibility for dealing with your case?	<input type="radio"/>						

I still want you to think about dealing with [d2txtsub1] Revenue and Customs about your tax credit award...

Q27 | q3qk | Acceptability of time taken**Single coded**

How acceptable was the time taken to reach the end result?
Is that very or fairly [acceptable/unacceptable]?

- 1 Very acceptable
- 2 Fairly acceptable
- 3 Neither / nor
- 4 Fairly unacceptable
- 5 Very unacceptable
- 6 Don't know
- 7 Not applicable

Position fixed*Position fixed***Q28 | q3we | How well treated by staff****Single coded**

How well or poorly did staff treat you?
Is that very or fairly [well/poorly]?

- 1 Very well
- 2 Fairly well
- 3 Neither / nor
- 4 Fairly poorly
- 5 Very poorly
- 6 Don't know
- 7 Not applicable

Position fixed*Position fixed*

ASK ONLY IF Q28 | q3we =4,5

Q28a | q2reap | Reasons for feeling treated poorly

Open

Why do you say that?

PROBE FULLY

1 Don't know

**Exclusive *Position fixed*

Q29 | q3sa | Satisfaction with end result

Single coded

How satisfied or dissatisfied are you with the end result of your tax credit check?
Is that very or fairly [satisfied/dissatisfied]?

- 1 Very satisfied
- 2 Fairly satisfied
- 3 Neither / nor
- 4 Fairly dissatisfied
- 5 Very dissatisfied
- 6 Don't know
- 7 Not applicable

**Position fixed*
**Position fixed*

Q30 | q3sf | Overall rating of straightforward**Single coded**

Putting aside the end result now, and thinking just about the service you received, how straightforward was your recent experience of dealing with [d2txtsub1] Revenue and Customs about your tax credit award?

Would you say that it was...

- 1 Very straightforward
- 2 Fairly straightforward
- 3 Neither / nor
- 4 Not very straightforward
- 5 Not at all straightforward
- 6 Don't know
- 7 Not applicable

**Position fixed*

**Position fixed*

Q31 | q3ov | Overall rating**Single coded**

And again, putting aside the end result , overall, how would you rate your recent experience of dealing with [d2txtsub1] Revenue and Customs?

Would you say that it was...

- 1 Very good
- 2 Fairly good
- 3 Neither / nor
- 4 Fairly poor
- 5 Very poor
- 6 Don't know
- 7 Not applicable

**Position fixed*

**Position fixed*

Q32 | q3beh | Whether change in behaviour**Single coded**

As a result of having to verify your tax credits information have you become more or less likely to inform Revenue and Customs of a change in circumstances straight away, or has it stayed the same?

- 1 More likely
- 2 Stayed the same
- 3 Less likely
- 4 Don't know

Position fixed*Q33 | q3deci | Whether informed of outcome****Single coded**

Did [d2txtsub2] inform you that a decision had been made in your case?

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

**Position fixed*

ASK ONLY IF Q33 | q3deci=1

Q34 | q3dclr | Whether decision explained clearly

Single coded

How clearly was the reason for the decision explained...
Was it...?

- 1 Very clear
- 2 Fairly clear
- 3 Neither / nor
- 4 Not very clear
- 5 Not clear at all
- 6 Don't know

**Position fixed*

ASK ONLY IF Q33 | q3deci=1

Q35 | q3out | Options following outcome

Single coded

Following the decision made by [d2txtsub1] Revenue and Customs, did they tell you what you could do if you were not satisfied with the outcome or the way in which your case was handled?

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

**Position fixed*

ASK ONLY IF Q35 | q3out=1

Q36 | q3oclr | Whether options explained clearly

Single coded

How clearly were those options explained...
Were they...?

- 1 Very clear
- 2 Fairly clear
- 3 Neither / nor
- 4 Not very clear
- 5 Not clear at all
- 6 Don't know

**Position fixed*

ASK ONLY IF Q33 | q3deci=1 AND (Q29 | q3sa=4/5 or Q31 | Q3ov=4/5)

Q37 | q3dec | Whether appealed the decision

Single coded

Have you made an appeal against the decision made in your case?

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

**Position fixed*

ASK ONLY IF Q37 | q3dec=2

Q38 | q3apeal | Likelihood of appeal

Single coded

Do you think you will appeal against the decision made in your case?

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

**Position fixed*

ASK ONLY IF Q33 | q3deci=1 AND (Q29 | q3sa=4/5 or Q31 | Q3ov=4/5)

Q39 | q3hand | Whether made a complaint

Single coded

Have you made a complaint about the way your case was handled?

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

**Position fixed*

ASK ONLY IF Q39 | q3hand=2

Q40 | q3comp | Likelihood of complaint

Single coded

Do you think you will make a complaint about the way your case was handled by [d2txtsub1] Revenue and Customs?

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

**Position fixed*

T14 | t4intro | Intro

Text

I would now like you to think more generally about your recent dealings about your tax credits award.

Q41 | q4favor | Overall favourability

Single coded

How favourable or unfavourable is your overall opinion and impression of [d2txtsub2] taking into account everything you think is important?
Is your overall opinion or impression....?

- 1 Very favourable
- 2 Mainly favourable
- 3 Neither / nor
- 4 Mainly unfavourable
- 5 Very unfavourable
- 6 Don't know

**Position fixed*

I'm now going to read out some statements about [d2txtsub2] and for each statement I would like you to tell me how much you agree or disagree with it.
Is that strongly or slightly [agree/disagree]?

Random

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	Don't know
Based on your recent dealings they are an organisation I can trust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on your recent dealings, they are an organisation with a good reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My recent dealings with them were handled fairly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I would like you to continue to think more generally about your recent dealings about your tax credits award.

Q44 | q4rl | Agree/disagree**Matrix**

How much do you agree or disagree with the following statements about [d2txtsub2]...
Is that strongly or slightly [agree/disagree]?

Random

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	Don't know
They can be relied upon to carry out their duties properly and professionally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They can be relied upon to act with honesty and integrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They can be relied upon to look after customer's interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q45 | q4comm | Effective communication**Single coded**

How effective or ineffective do you think [d2txtsub2] are at communicating with customers?
Is that very or fairly [effective/ineffective]?

- 1 Very effective
- 2 Fairly effective
- 3 Neither / nor
- 4 Fairly ineffective
- 5 Very ineffective
- 6 Don't know

**Position fixed*

T16 | t6intro | Intro

Text

The final set of questions are about you and your household. We ask these questions so that we can combine your answers with people similar to you. We do not report individual results to Revenue and Customs.

Q49 | q6sex | Gender

Single coded

Record sex

- 1 Male
- 2 Female

Q50 | q6age | Age [RAW]

Numeric

Min 16 | Max 99

So, how old were you on your last birthday?

Researcher notes: Include refused

ASK ONLY IF not Q50 | q6age>=16 and not Q50 | q6age<=99

Q51 | q6ageN | Age [BANDED]

Single coded

In that case could you tell me which of these age bands you fall into?

- 1 16-24
- 2 25-34
- 3 35-49
- 4 50-54
- 5 55-59
- 6 60-64
- 7 65 or over
- 8 Refused

**Position fixed*

Q52 | q6eth | Ethnicity

Single coded

Which of the following groups do you consider you belong to?

- 1 White
- 2 Mixed
- 3 Asian or Asian British
- 4 Black or Black British
- 5 Chinese
- 6 Other
- 7 Refused

**Position fixed*

ASK ONLY IF Q52 | q6eth=1

Q53 | q6ethw | White categories

Single coded

PROBE FOR DETAILED CATEGORY

- 1 English / Welsh / Scottish / Northern Irish / British
- 2 Irish
- 3 Gypsy or Irish traveller
- 4 Other, namely...

**Open *Position fixed*

ASK ONLY IF Q52 | q6eth=2

Q54 | q6ethm | Mixed categories

Single coded

PROBE FOR DETAILED CATEGORY

- 1 White and Black Caribbean
- 2 White and Black African
- 3 White and Asian
- 4 Other, namely...

**Open *Position fixed*

ASK ONLY IF Q52 | q6eth=3

Q55 | q6etha | Asian categories

Single coded

PROBE FOR DETAILED CATEGORY

- 1 Indian
- 2 Pakistani
- 3 Bangladeshi
- 4 Other, namely...

**Open *Position fixed*

ASK ONLY IF Q52 | q6eth=4

Q56 | q6ethb | Black categories

Single coded

PROBE FOR DETAILED CATEGORY

- 1 Caribbean
- 2 African
- 3 Other, namely...

**Open *Position fixed*

ASK ONLY IF Q52 | q6eth=6

Q57 | q6etho | Other categories

Single coded

PROBE FOR DETAILED CATEGORY

- 1 Arab
- 2 Other, namely...

**Open *Position fixed*

Q58 | q6disab | Disability

Single coded

Do you have any physical or mental health conditions or illnesses lasting, or expected to last, 12 months or more?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

**Position fixed
Position fixed

Q62 | q6ws | Employment status**Single coded**

Which of these best describes your employment at the moment?

- 1 Working in a paid job (30+ hours)
- 2 Working in a paid job (16-29 hours)
- 3 Working in a paid job (Less than 16 hours)
- 4 Self-employed
- 5 Not in paid employment/looking after house or home
- 6 Full time student at school
- 7 Full time student at university/polytechnic/college
- 8 Unemployed
- 9 Retired from paid employment
- 10 Other, namely...
- 11 Refused

Open *Position fixed*Position fixed***Q63 | q6inbc | Household income****Single coded**

Please tell me the total annual income of the whole of your household, before anything is deducted for tax, National Insurance, pension schemes etc? Is it ...

Annual > Monthly > Weekly
 Up to £6,420 > Up to £535 > Up to £123
 Over £6,420 but under £16,190 > Over £535, Under £1,349 > Over £123, under £311
 £16,190+ but under £50,000 > £1,349+ but under £4,166 > £311+ but under £961
 £50,000 or over > £4,166 or over > £961 or over

- 1 Up to £6,420
- 2 Over £6,420 but under £16,190
- 3 Over £16,190 but less than £50,000
- 4 £50,000 or over
- 5 Don't know
- 6 Refused

Position fixed*Position fixed*

Revenue and Customs may be conducting some further research on these topics in the future. Would you be happy for someone from TNS BMRB to re-contact you and invite you to participate in this research?

- 1 Yes
- 2 No / Don't know