

**National Contact Centre Employer Customer Survey:
July – December 2010**

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National Contact Centre Employer Customer Survey: Analysis of July - December 2010 Data

Introduction

In June 2003 the National Contact Centre in Edenderry commenced a process of making follow-up telephone contacts with a sample of employers that had earlier notified them of vacancies. The results are collected and reported twice annually. This report continues the process for the second half of 2010.

Data

All employers that had notified their vacancies to the Contact Centre two months previously were randomly selected in each of the six months, using randomizing software. From the 550 employers selected overall, the file contained 186 valid responses, providing a response rate of 34%, which is good for a telephone survey.

Means of Notification

Employers can notify their vacancy details to the National Contact Centre through a variety of means – by telephone, by the FÁS website, by email, or by fax. More than half of all vacancies in the survey were notified using the FÁS website (55%) and one-third (39%) by phone. Five percent of employers notified their vacancies by email.

How did Employers hear of the Contact Centre?

The employers were asked how they had heard of the service provided by the National Contact Centre.

Table 1
How Employers Heard of FÁS

How Employer heard of FÁS	% of Employers
FAS Office Referral	32
Internet	29
Personal Recommendation	26
Radio/Television	3
Newspaper/Journal	2
Other	8
Total	100

The most common reply to how they heard about the service was by referrals from FÁS offices (32%), and the Internet (29%), followed by personal recommendations (26%). Five percent had heard from media advertisements (radio, television and newspapers).

Customer Feedback

Employers were asked to rate overall service provision and the website on a scale of one to five, with one being the lowest and five being the highest. The results displayed in Table 2 show a very positive level of satisfaction with the overall service provided. Of the 186 employers asked, 153 responded by rating the service. The

most common rating given by employers was four, the average score was over four, and there were very few low ratings. The overall service rating was very high, with 88% rating the service positively. The average score was 4.27 which is in keeping with previous ratings.

**Table 2
Customer Feedback Scores**

Score	NCC Service (%)	Web (%)
1 (low)	1	3
2	1	2
3	9	19
4	45	46
5 (high)	43	29
Average Score	4.27	3.96
Total Responses	153	161

The website continued to receive positive ratings (75% of employers rated it positively), although its average score was lower than the overall rating – 3.96 out of a possible high of 5, compared to 4.27.

As in previous years, all employers were asked to rate the website, not just those who had notified their vacancy through the website (with the option of not rating it if the question was not applicable). This was to capture responses from employers that had chosen not to use the website to notify their vacancy because they did not find it a good service. Looking only at employers who had notified their vacancy through the website (100), 76% rated it positively, with an average rating of 3.92.

Vacancy Filling

There were three questions asked about vacancy filling. These were: the number of applications received, was the vacancy successfully filled, and did the selected candidate come through FÁS? Table 3 shows the number of applications the employer received. Employers were asked to specify in a range. As can be seen in the table, three-quarters of employers (67%) received more than ten applications for their vacancy. Ninety-seven percent of employers received at least one application.

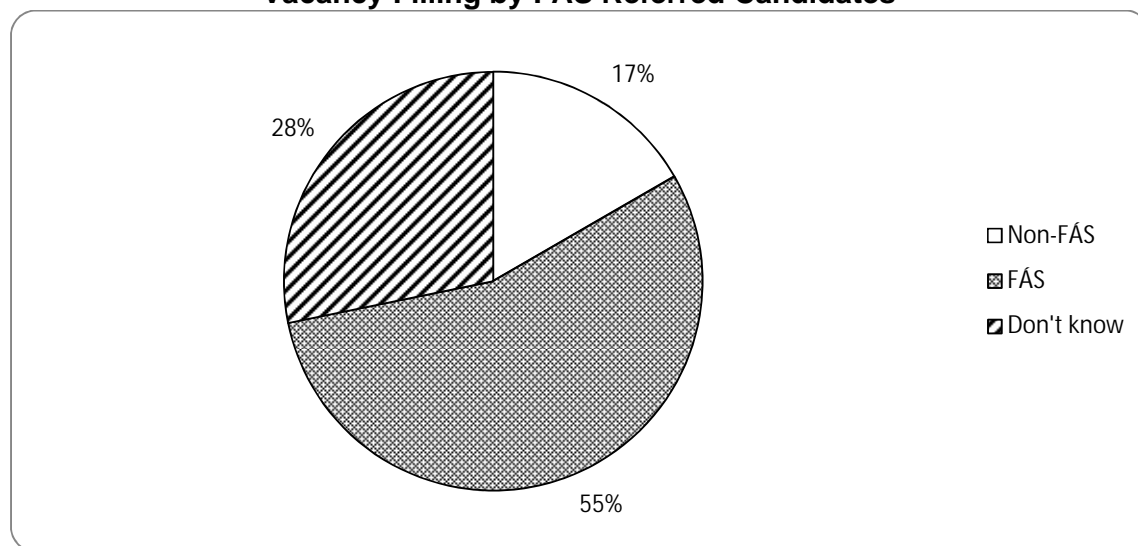
**Table 3
Number of Applications Received**

Range	Percent of Employers
0	3
1-3	5
4-10	25
11-19	22
20+	45
Total	100
Total Responses	183

In terms of vacancy filling, 85% (158 employers) had successfully filled at least one of their vacancies by the time of the survey (within eight weeks of notification), while the other 15% had not. One of the employers interviewed had their vacancy flagged for a work permit; this vacancy was filled by the time of the survey.

Employers who had filled their vacancies were asked whether the vacancy had been filled by a FÁS-referred candidate. Of the 158 employers with filled vacancies, 28% of employers did not know if the selected candidate was referred by FÁS (Figure 1). Fifty-five percent of employers who had filled their vacancy said that they had done so with a FÁS-referred candidate (or, 77%, excluding the “don’t knows”).

Figure 1
Vacancy Filling by FÁS Referred Candidates



Contact by FÁS

Employers were asked if they had received a telephone call from their local FÁS office in relation to their vacancy, subsequent to notification. This question is asked to determine the level of follow-up received by employers from FÁS. A fifth of employers (26%) did not know whether they had been contacted by FÁS after notifying their vacancy. Over half of employers (47%) stated that they were not contacted and one in four employers said they were contacted by FÁS (27%).

Awareness of Disability Grants

Since July 2007, employers have been asked if they are aware of financial assistance available to employers in recruiting people with disabilities. A half of employers (50%) were aware that there are grants, similar to previous reports. Excluding those who could not recall, three-quarters of these employers (74%) had heard about the grants from the FÁS Freephone Service message (played if and when an employer is placed on hold when phoning FÁS), 14% had heard about it from their local FÁS office, and 8% had read about it on the FÁS website. Three percent stated that they received information about the supports available through the post.

Other Questions

All employers were asked if they would use the FÁS service again, and 96% of the employers that responded said that they would, which is a very positive response, and consistent with previous reports.

Employers were also invited to make any comments on the service they received from FÁS. Some 97 respondents made comments, most of which were positive. A quarter of comments (25%) made by employers were that they were regular users of the service and/or that they would use the service again. A fifth of comments (20%) were from employers stating that they thought the service was “very good” or “excellent”. A further one in five (20%) comments stated that the employer was “happy” with the service or thought it was “good”. Other positive comments included the level of response received for their vacancy (9%).

In terms of less positive feedback, 5% of employers commented negatively on the website, stating that it was “cumbersome”. However, 2% stated they found it good and “user-friendly”.

Comparison with previous surveys

As the surveys continue to be carried out over time, long-term trends in customer feedback and vacancy filling can be monitored.

Figure 2
Customer Feedback Comparison

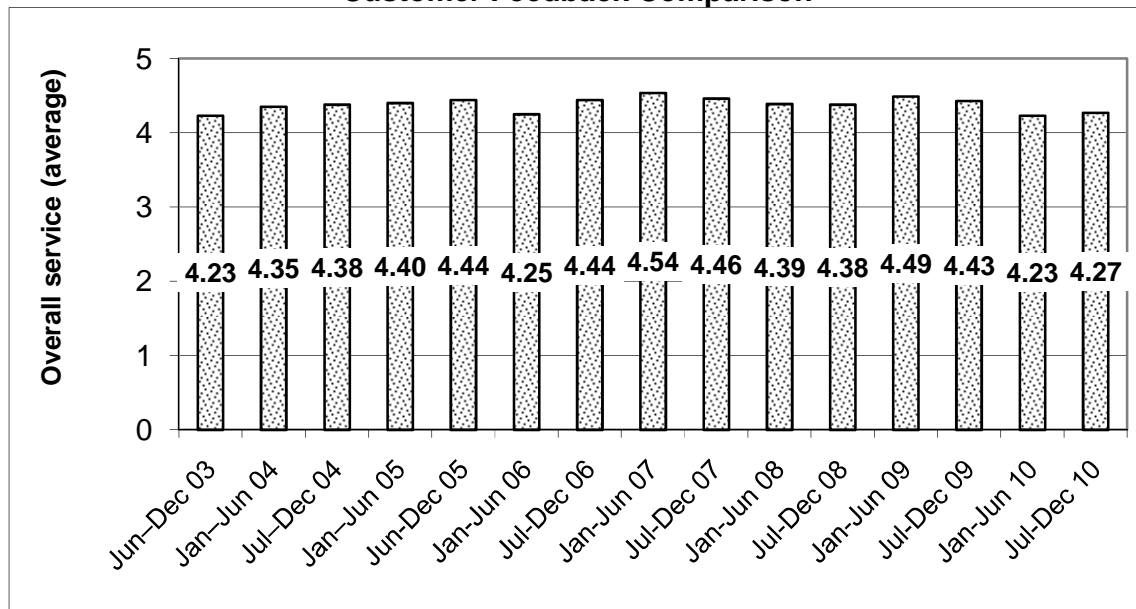
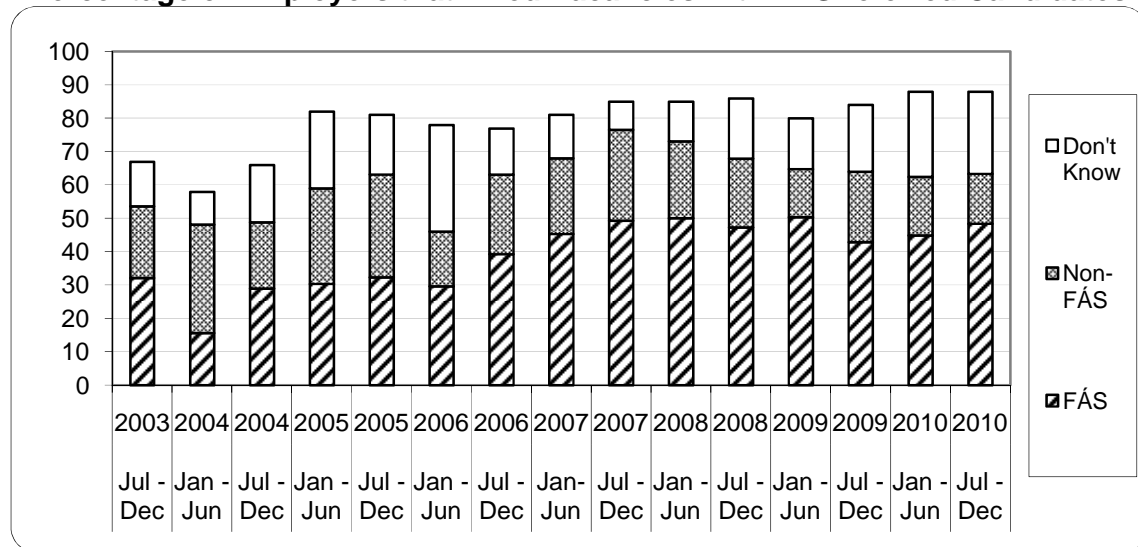


Figure 2 compares the average customer feedback scores from previous reports with the scores from this report. There was a slight decrease in the average rating given in the first six months of 2010. There has been very little deviation in rating since the survey began with ratings remaining between 4.23 and 4.54. The rating for July to December 2010 was, at 4.27, keeping within this range. The all-time high rating of

4.54 was seen in the first six months of 2007. The average rating is 4.38 since the series of reports began.

Figure 3 compares the percentage of vacancies that were filled over time and, of those filled vacancies, how many were filled by FÁS candidates. The bar total shows the percentage of employers that had filled their vacancy by the time of the survey (i.e. within two months of notification). Each bar is broken into three component parts. The base represents the proportion of employers who stated that they filled their vacancy with a FÁS-referred client. The middle section displays the proportion of employers who stated that they filled their vacancy from a source other than FÁS. The top section shows the proportion of employers who did not know whether the selected candidate was referred from FÁS.

Figure 3
Percentage of Employers that Filled Vacancies with FÁS-referred Candidates



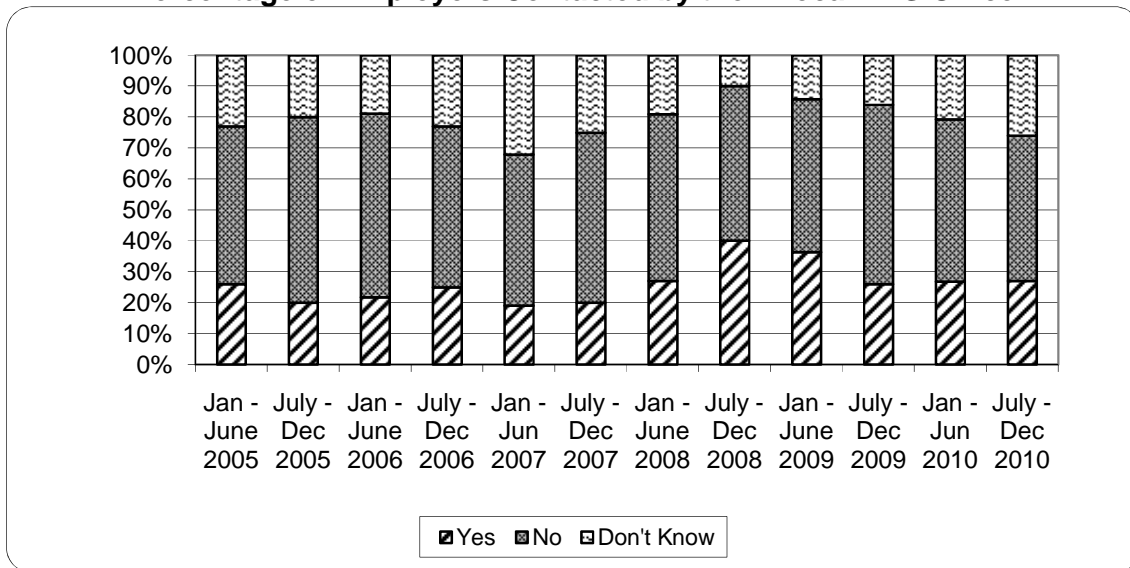
The percentage of vacancies filled at the time of the survey has remained broadly similar since the first half of 2005, at approximately 80%. This current report finds 85% of vacancies being filled compared with 88% in the first half of 2010.

The level of vacancies being filled by a FÁS-referred candidate has been between 40% and 50% since 2007. The second half of 2010 shows an increase in this share, with 55% of vacancies being filled with FÁS referred candidates compared to 45% in the first half of 2010. It should be noted that the figures from some previous reports may underestimate the actual percentage filled by FÁS-referred candidates, as a higher proportion of employers responded that they didn't know if the candidate was FÁS-referred (as it is assumed that none of the "Don't Know" candidates came via FÁS).

As can be seen in Figure 4 below, the proportion of employers that state that they were contacted by their local FÁS office subsequent to notifying their vacancy has varied over time. The percentage stating that they had been contacted has ranged

from 19% to 40% since the question was added in January 2005. In the second half of 2010 this figure stood at 27%.

Figure 4
Percentage of Employers Contacted by their Local FÁS Office



Summary

The findings from the National Contact Centre Employer Survey continue to be very positive. Satisfaction ratings with the overall service remain high. Eighty-eight percent of employers positively rated the overall service provided. Seventy-five percent of employers positively rated the website. In terms of vacancy filling, a large proportion of employers (85%) had their vacancy filled within two months of notifying it with 55% of these employers saying that they had done so with a FÁS-referred candidate (when 'Don't Knows' were excluded this figure went up to 77%).

The percentage of employers contacted by their local office has remained consistent in the last two reports (i.e. one in four employers).

A new question was added to the survey since 2009, asking employers how they had heard of the National Contact Centre service. The largest proportion (32%) had been referred by their local FÁS office, followed by the Internet (29%) and personal recommendations (26%).