



**National Contact Centre Employer Customer Survey:
January – June 2005**

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National Contact Centre Employer Customer Survey: Analysis of January - June 2005 Data

Introduction

The National Contact Centre in Edenderry commenced, in June 2003, a process of making follow-up telephone contacts with a sample of employers that had earlier notified them of vacancies. The aim was to randomly sample 100 employers a month in order to obtain feedback on the service provided by FÁS Employment Services, and to determine whether employers had filled their vacancies. It was agreed at a meeting between Planning and Research and Employment Services in January 2004 that the survey would be continued on an on-going basis and analysed by Planning and Research twice yearly. This would form an important source of customer feedback for the Employment Services quality system. This report continues the process for the first half of 2005.

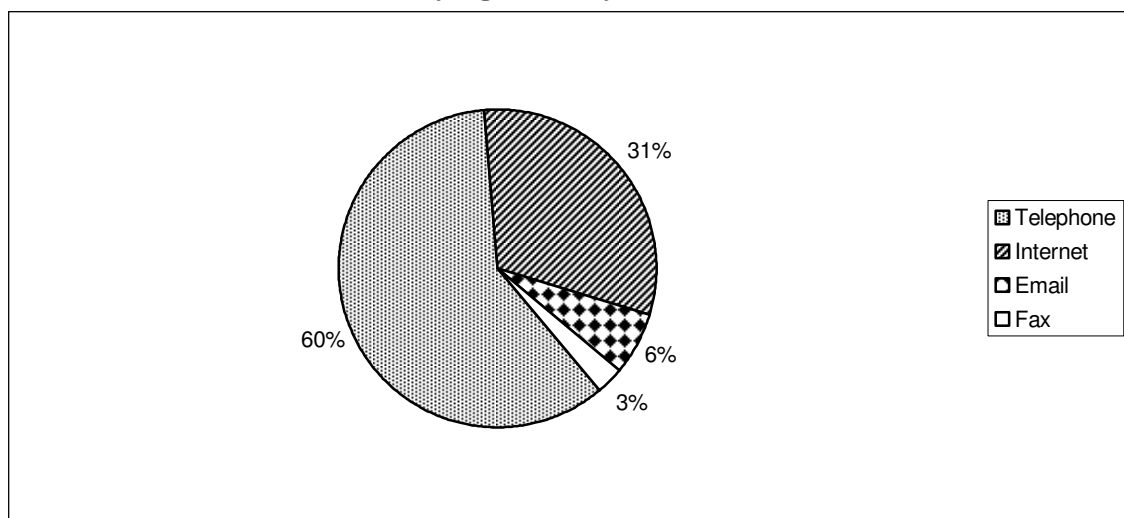
Data

An Excel file of the results of the survey for January to June 2005 was provided by Ms Margaret Toale to Planning and Research in July 2005. Approximately 100 companies, which had notified their vacancies to the Contact Centre two months previously, were randomly selected in each of the six months. Of the 612 employers selected overall, Contact Centre staff were unable to get through to 244 employers after two attempts. Furthermore, of the employers that were contacted, 69 refused to participate in the survey. The file thus contained 299 completed questionnaires, providing a response rate of 49%, which is good for a telephone survey.

Means of Notification

Companies have at their disposal a variety of means of notifying their vacancy details to the National Contact Centre. The most common method of notification used was the telephone (60%). The internet was used widely as well (31%). Six percent of the sampled companies sent in their vacancy details via email and 3% by fax.

Figure 1
Means of Notifying Vacancy to Contact Centre



Customer Feedback

The survey questions relating to customer feedback changed in January 2005. Previously, employers were asked a range of questions on service provision, with four separate questions on various aspects of the service such as the promptness of call-answering, the level of professionalism of staff, and whether useful guidance was provided. Due to perceived difficulties of employers in understanding the nuances held in each of the questions, they have been replaced by a single question asking the employer to rate overall service provision (from 1 to 5, with 5 being the highest). A separate question was also asked asking the employer to rate the website (again, from 1 to 5, with 5 being the highest). This question was asked to all employers, not just employers who had used the internet to notify their vacancy.

Table 1
Customer Feedback Scores

	Overall Service (%)	Website (%)
Score		
1 (low)	<1	-
2	-	<1
3	6	16
4	46	39
5 (high)	47	43
Average Score	4.40	4.22
Total Responses	259	192

The results displayed in Table 1 show a very positive level of satisfaction with the service provided by the Contact Centre. Against all four measures, the highest number of companies gave a rating of five. The average score was over four, and there were very few low ratings. The overall service rating is very high, with 92% rating the service positively. The website received positive ratings from 82% of companies.

Vacancy Filling

There were three questions asked about vacancy filling. These were: number of applications, was the vacancy successfully filled, and did the selected candidate come through FÁS. Table 2 shows the number of applications the employer received. Companies were asked to specify in a range. As can be seen in the table, 54% of companies received between one and ten applications for their vacancy. Almost one in four companies received 20 applications or more. Four percent of companies received no applications.

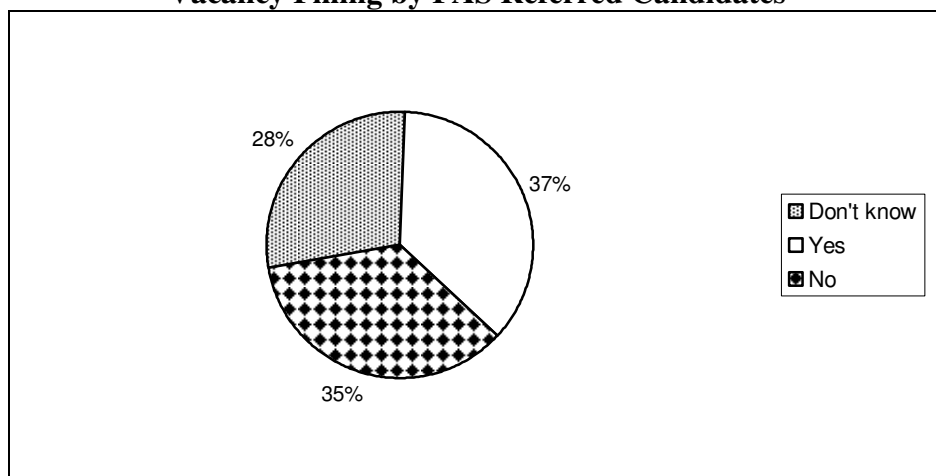
Table 2
Number of Applications Received

Range	Percent of Companies
0	4
1-3	18
4-10	36
11-19	18
20+	24
Total	100
Total Responses	295

In terms of vacancy filling, of the 297 companies that responded, 82% had successfully filled their vacancies by the time of the survey, while the other 18% had not. Only ten of the employers interviewed had their vacancies flagged for work permits. Of these work permit vacancies, six had been 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 - 280 employers responded. Twenty-eight percent of employers did not know if the selected candidate was referred by FÁS. Of the remainder, over a half of the employers had filled their vacancies with FÁS-referred candidates. Figure 2 below displays this information.

Figure 2
Vacancy Filling by FÁS Referred Candidates



ESO Contact

A new question was added to the survey from January 2005, asking the company whether they had been contacted by FÁS in relation to their vacancy, subsequent to notification. This question was asked to determine the level of follow-up received by companies from FÁS.

Twenty-three percent of companies did not know whether they had been contacted by FÁS after notifying their vacancy. A half of companies (51%) stated that they were not contacted and one in four companies (26%) said they were contacted by FÁS.

Other Questions

All companies were asked if they would use the FÁS service again, and 96% of the 299 companies that responded said that they would. This is a very positive response. They were also invited to make any comments on the telephone service provided by FÁS. About 150 respondents made some comment. The majority of comments were very positive about the service, commending in particular the efficiency of staff and the number of applications received. Some respondents also noted that the service was better than other job-sites and appreciated that it was free. A few negative comments were made relating to technical difficulties in using the website; the number of persons applying with no English, despite specifically requesting English language in the notification; and a number of applicants calling from all over Ireland

despite the clear explanation of the location of the vacancy. As stated in previous reports, these results cannot be analysed statistically.

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 3 compares the average customer feedback scores from the previous reports with the scores from this report (on the first six months of 2005). The high positive scores found in 2003 and 2004 were maintained in the first half of 2005. Over the course of the reports, the average scores for overall service have increased slightly each time.

**Figure 3
Customer Feedback Comparison**

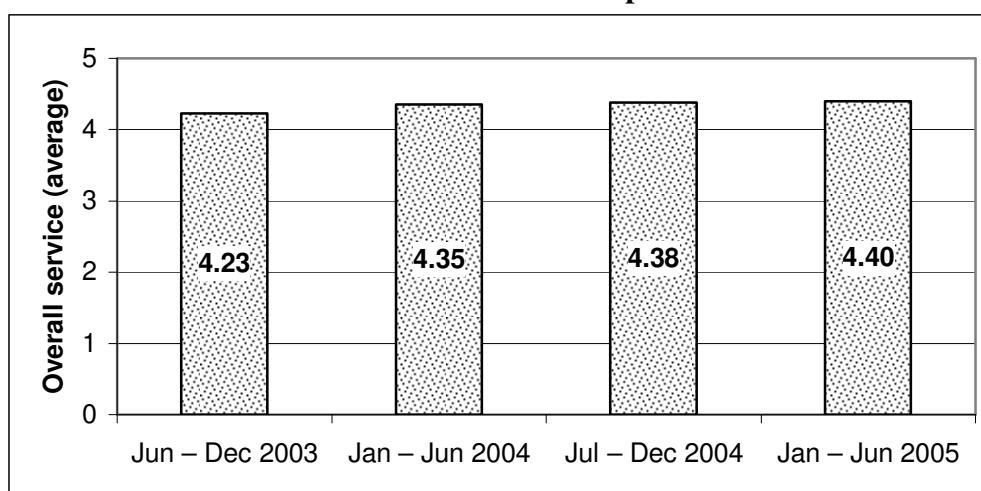


Table 3 compares over time the percentage of vacancies that were filled, how many were filled by FÁS candidates (where known), the proportion of vacancies that were flagged for work permits and the percentage of work permit vacancies that were filled. The percentage of vacancies filled has increased from 58% in the first half of 2004 to 82% in the first half of 2005. The percentage of vacancies filled by a FÁS client (excluding companies that did not know) decreased from 58% in the last report to 51% - however, compared to the same period in 2004, the percentage increased from 33%.

**Table 3
Vacancy Filling and Work Permits Comparison**

	June - Dec 2003	Jan - June 2004	Jul - Dec 2004	Jan - Jun 2005
% all vacancies filled	67	58	66	82
% filled by FÁS candidate	60	33	58	51
% work permit flagged	21	16	7	3
% work permit flagged filled	43	28	26	60

The percentage of vacancies which were flagged for work permits continued to decline from 7% in the last report to 3% in this one. This reflects the overall trend of all vacancies notified to FÁS. The percentage of work permit vacancies filled

increased to 60%, the highest proportion yet – however, the absolute number of companies with vacancies flagged for work permits was only ten, so this figure must be treated with caution.

Summary

The findings from the National Contact Centre Employer Survey continue to be very positive. Satisfaction ratings with the overall service provided by the Centre are high. Ninety-two percent of companies positively rated the overall service provided. Eighty-two percent of companies positively rated the website. In terms of vacancy filling, a large proportion of companies (82%) had their vacancy filled within two months of notifying it.