



National Contact Centre Employer Customer Survey: July 2005 – December 2005

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*Shay Conway
Research Officer
Planning & Research
FÁS Training and Employment Authority
27/33 Upper Baggot Street,
Dublin 4.*

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National Contact Centre Employer Customer Survey: Analysis of July - December 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. Companies were asked about their satisfaction with the service and their success in filling 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 second half of 2005. The survey was carried out by the staff at the National Contact Centre,

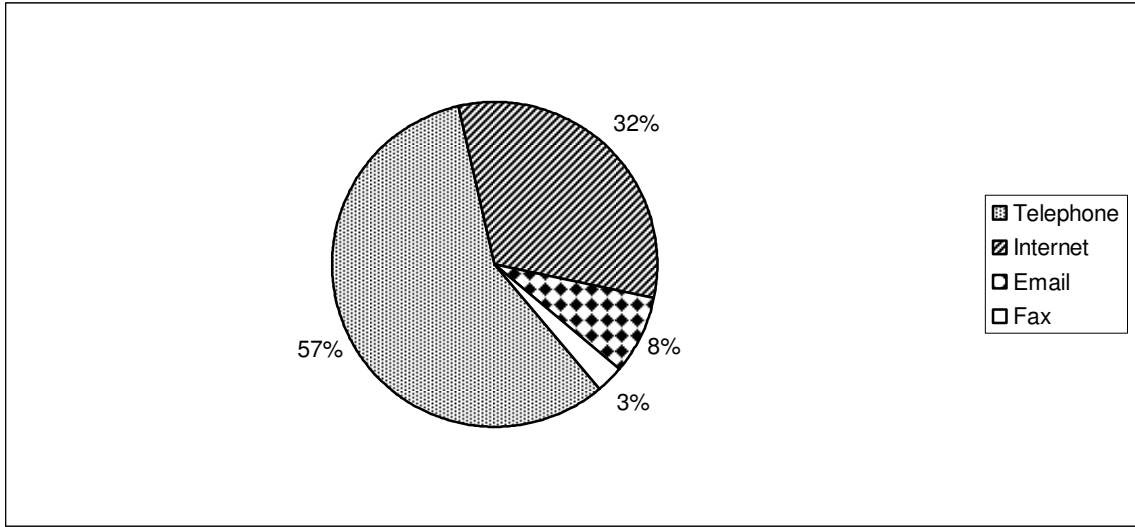
Data

An Excel file of the results of the survey for July to December 2005 was provided by Ms Margaret Toale to Planning and Research in February 2006. 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 722 employers selected overall, 390 could not be surveyed for one reason or another. Furthermore, of the employers that were contacted, 62 refused to participate in the survey. The file thus contained 270 completed questionnaires, providing a response rate of 37%, which is good for a telephone survey.

Means of Notification

Companies have at their disposal a range of methods of notifying their vacancy details to the National Contact Centre. The most common method of notification used was the telephone (57%). The internet was used widely as well (32%). Eight 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. A copy of the new survey is appended to this report. 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 employers who used the website to rate the website (again, from 1 to 5, with 5 being the highest).

**Table 1
Customer Feedback Scores**

	Overall Service	Website
Score		
1 (low)	1	1
2	2	2
3	17	10
4	83	43
5 (high)	124	27
Average Score	4.44	4.12
Total Responses	227	83

The results displayed in Table 1 show a very positive level of satisfaction with the service provided by FAS. The average score was over four, and there were very few low ratings. The overall service rating is very high, with 93% rating the service positively. The website received positive ratings from 84%

of companies. The ratings for both the website and service have improved slightly since the first half of the year.

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. Forty six per cent of companies received between one and ten applications for their vacancy. Almost one in three companies received 20 applications or more. Three percent of companies received no applications.

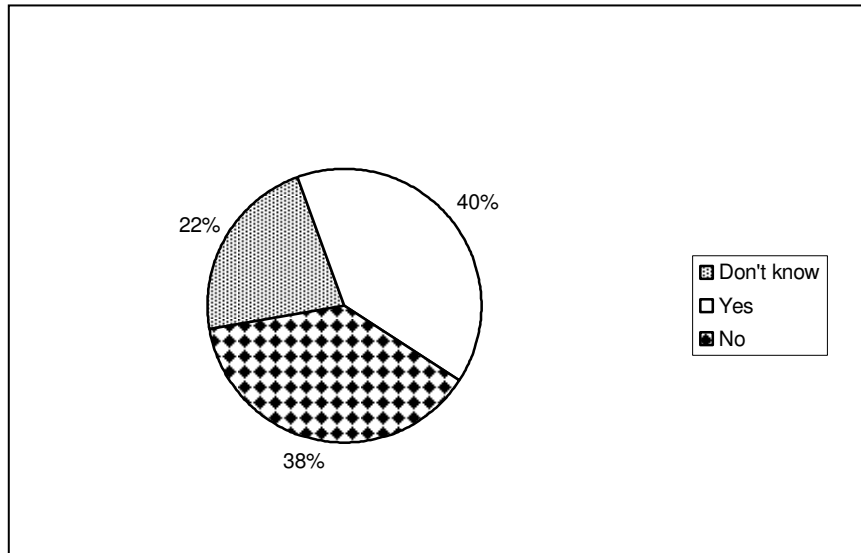
**Table 2
Number of Applications Received**

Range	Percent of Companies
0	3
1-3	10
4-10	36
11-19	20
20+	31
Total	100
Total Responses	270

In terms of vacancy filling, of the 270 companies that responded, 81% had successfully filled their vacancies by the time of the survey, while the other 19% had not. Thirty-one of the employers interviewed had their vacancies flagged for work permits. Of these work permit vacancies, eight 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 - 257 employers responded. Twenty-two percent of employers did not know if the selected candidate was referred by FÁS. Of the remainder, just over a half of the employers had filled their vacancies with FÁS-referred candidates. Figure 2 below displays this information. While the percentage of “Don’t Knows” has reduced from 28% in the first half of the year to 22% in this period, there is still a significant problem in the system in terms of gathering service statistics. Ideally, where FÁS provides a service to a company the company should be aware of it. However, it is difficult to do this without adding an extra layer of administration.

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 percent of companies did not know whether they had been contacted by FÁS after notifying their vacancy. Sixty percent stated that they were not contacted and one in five companies (20%) said they were contacted by FÁS.

Other Questions

All companies were asked if they would use the FÁS service again, and 93% of the 270 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 180 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 for overall service (on a 5 point scale) from the previous reports with the scores from this report (on the last six months of 2005). The high positive scores found in 2004 and 2005 were maintained in the second 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**

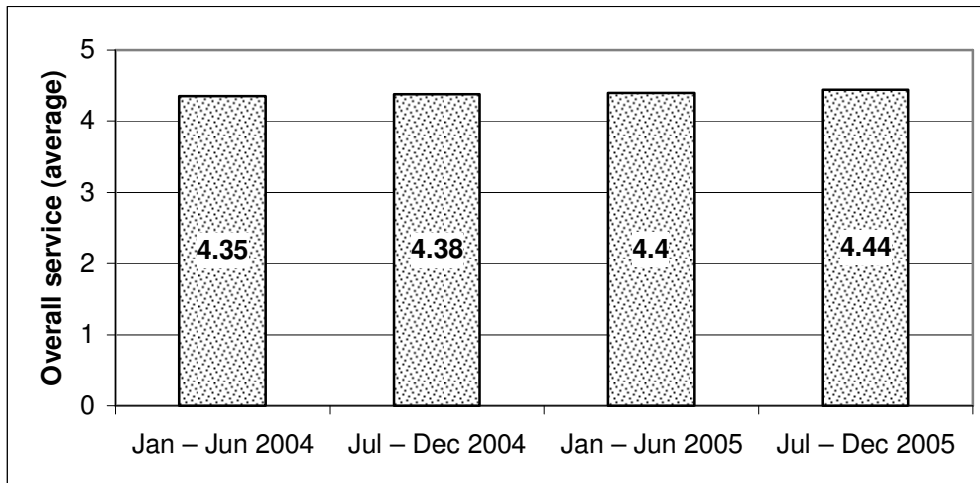


Table 3 compares over time the percentage of vacancies that were filled, how many were filled by FÁS candidates (where known), the proportion of vacancies that were flagged for work permits and the percentage of work permit vacancies that were filled. The percentage of vacancies filled was marginally less from 82% in the first half of 2005 to 81% in the second half of 2005. The percentage of vacancies filled by a FÁS client (excluding companies that did not know) has remained the same as in the last report at 51% - however, compared to the first period in 2004, the percentage increased from 33%.

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

	Jan – June 2004	Jul – Dec 2004	Jan – Jun 2005	Jul – Dec 2005
% all vacancies filled	58	66	82	81
% filled by FÁS candidate	33	58	51	51
% work permit flagged	16	7	3	11
% work permit flagged filled	28	26	60	26

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-one percent of companies positively rated the overall service provided. Eighty-four percent of companies positively rated the website. In terms of vacancy filling, a large proportion of companies (81%) had their vacancy filled within two months of notifying it.



National Contact Centre Questionnaire

Introduction:

Hello I'm (GIVE YOUR NAME) - I'm calling from FÁS.

You used our service recently to advertise positions in your company. This is a follow up call to review, and if necessary, improve the level of service that you received. Do you have a couple of minutes to answer a short questionnaire?

NB – If company has had more than one vacancy advertised recently, advise them of the vacancy to which your questions refer (first on list if more than one). The survey is randomly selected on the basis of vacancies registered, not companies.

Response:

No! --- *Is there a more convenient time for me to call back?*

Action: If employer refuses to take part in the survey, flag refusal on database (Complete company/vacancy fields).

Yes! – continue as follows:

Questionnaire

Q1. How did you register your vacancy? Was it by:

Internet Fax Email Telephone

Q2. If you registered by Internet, how would you rate this service?

Rating: 1 2 3 4 5 N/A

Q3. If you registered by Telephone, Fax or Email, how would you rate this service?

Rating: 1 2 3 4 5 N/A

Q4. Did you receive a telephone call from your local FÁS office after your vacancy was inserted on our system?

YES NO DON'T KNOW

Q5. Did you have any applications?

0 1-3 4-10 11-19 20+

Q6. Were you successful in filling the position?

0 1+

Q7. If Yes - Did you appoint a candidate directed to you by the FÁS service?

0 1+ DON'T KNOW

Q8. Would you use the FAS service again?

YES NO

Q9. Have you any vacancies at the present, which you would like to advertise with us?

YES NO

If company has additional positions, advise that you will transfer the call to our vacancy service when survey is complete.

Q11. Would you like to make any comment about any service you received from FAS? Suggest improvements?

General Guidance

- *Please try and capture all relevant data on the form – there are no mandatory fields after the first few.*
- *If you are being asked a lot of questions, suggest they call “ our call centre at 1800 611116”*
- *To transfer the caller to the Vacancies Queue – transfer to ext. 100*
- *If there is a name in the arrangements window, ask for this person by name. Otherwise ask who you should speak to and when they will be available. If contact is unobtainable after 2 attempts, abandon it.*