



Lithuanian Presidency
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3rd generation customer satisfaction research for public administrations

7th Quality
Conference

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Rijksoverheid

User perspective



User perspective as condition to become cost efficient *and* effective:

- less unnecessary contacts,
- vaster procedures



Examples of user perspective research

- Focus Group
- Interview
- Usability tests (websites or digital public service delivery)
- Top Taks Analysis (website optimizing)
- 3rd Generation Customer Research (NPS)

Think differently: glow-in-the-dark-lines



Use the energy already available





Net Promoter Score form

'Employment Service' would like to receive your opinion about your experience with the Service Center for Employers

Our aim is to continuously improve public service delivery for you.

1. In what degree do you expect – on a scale of 0 (surely not) to 10 (for sure) – you will talk in a positive way to a colleague, a family member or a friend about your experience of the service delivery you have made recent use?

Please tick the box of your score:

0 1 2 3 4 5 6 7 8 9 10

2. Why do you give this score?

3. What could be done better?

We may want to contact you to seek further clarification on your response. Do you agree?

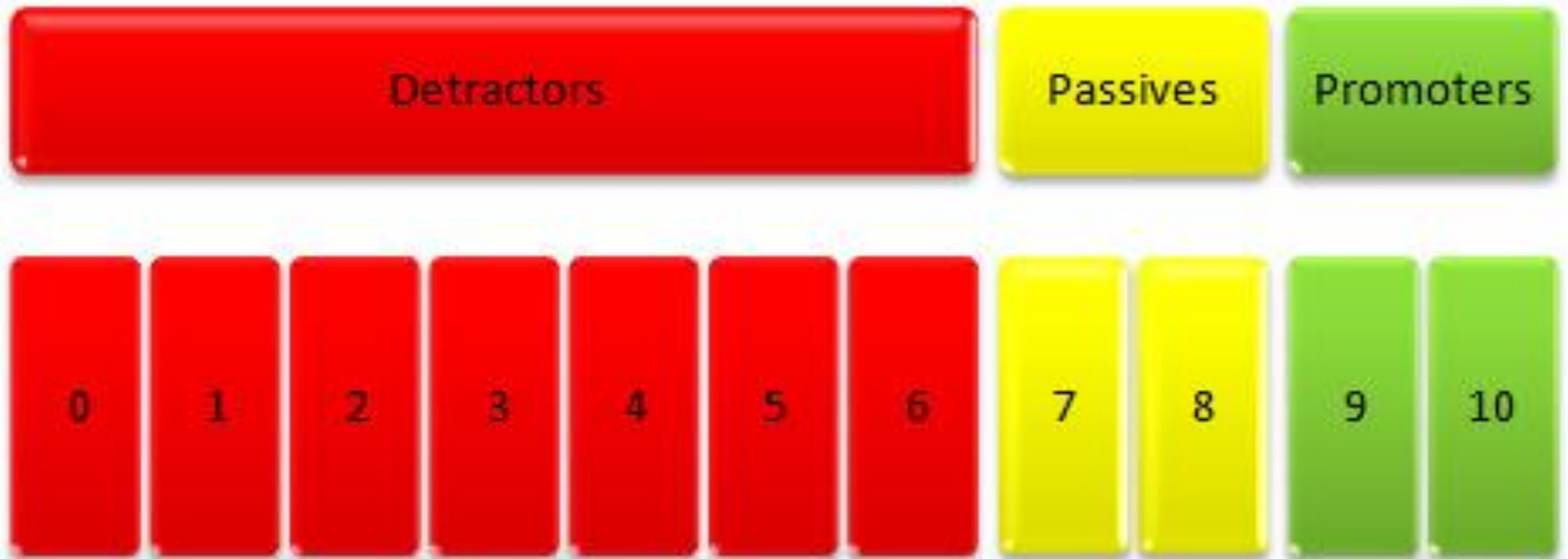
YES No

If so, what is your name: _____

And your phone number (is only used for this study): _____

Thank you for your cooperation!

The Net Promoter Score

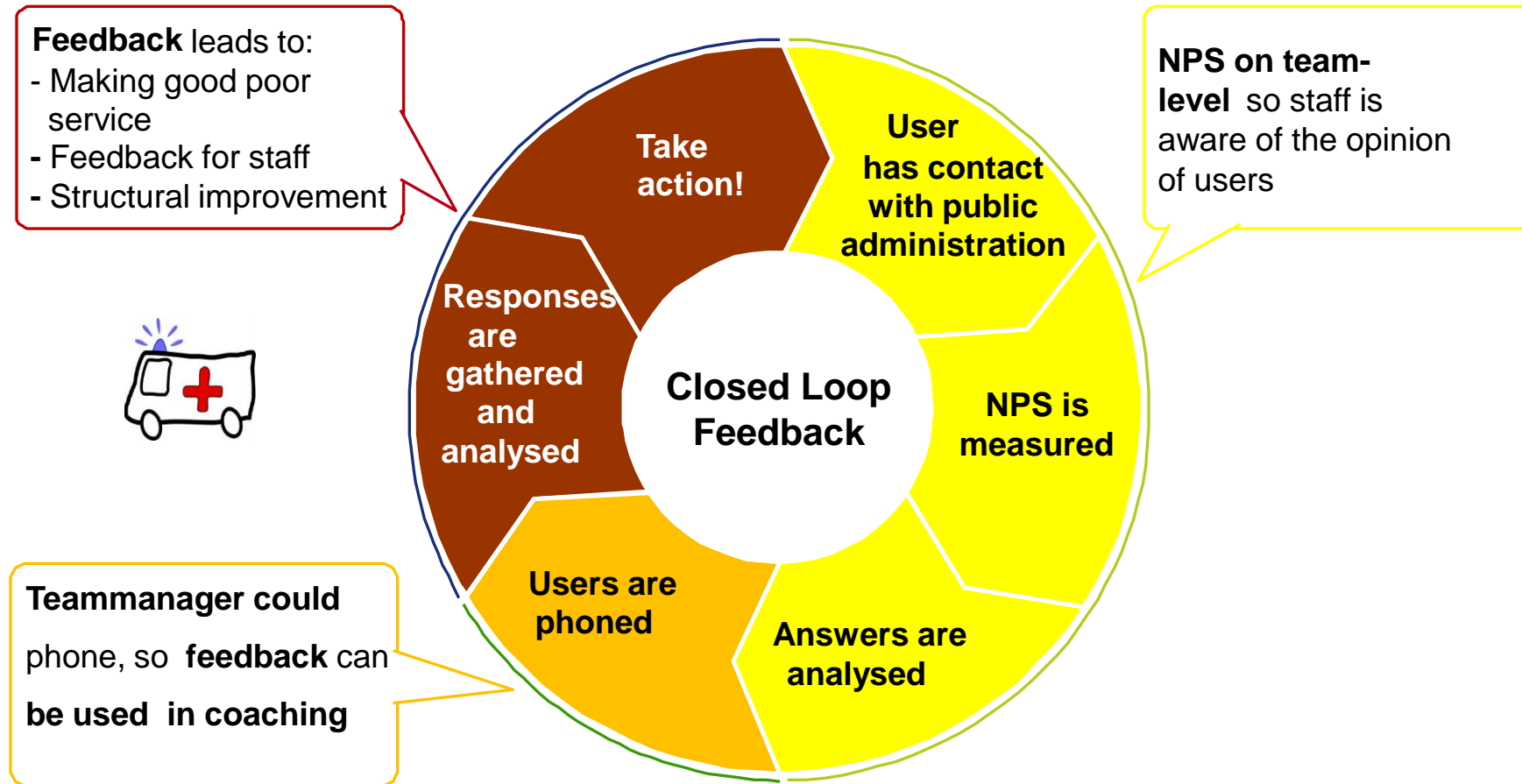


Example NPS result but trend is important

	Number
Score op formulier	
10	4
9	14
8	40
7	52
6	21
5	29
4	8
3	8
2	6
1	6
0	11
	199
NPS – score	- 36%
Respons	32%

What is Closed Loop Feedback?

A quick scan for gathering feedback from users and using that feedback



Traditional customer satisfaction research

In general:

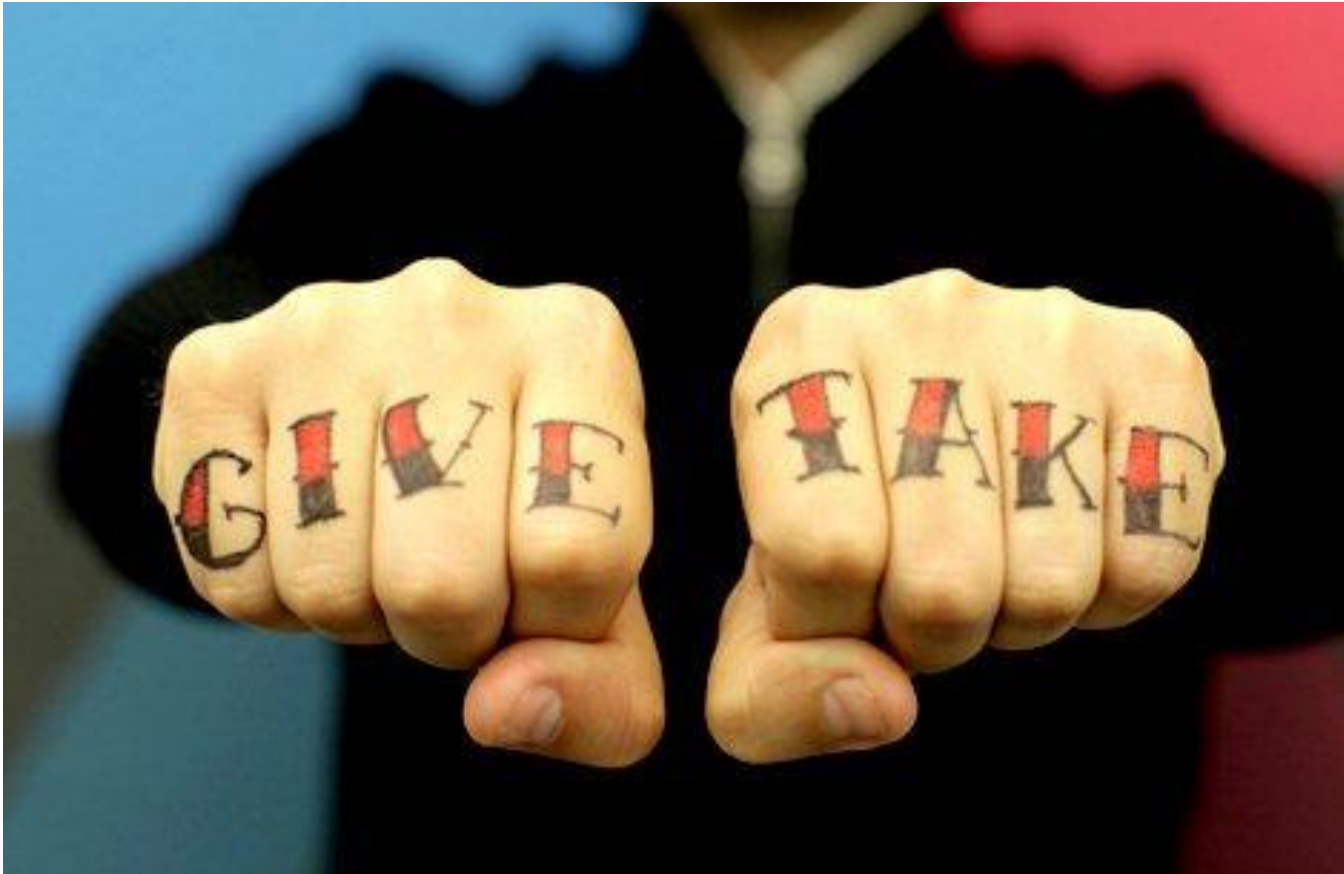
- Mainly quantitative
- Hard interpretation of outcomes
- Often inadequate steering information
- Much effort filling in forms
- Methodological issues



The Net Promoter Score (adapted for the public sector)

- mainly qualitative approach
- better insight in customer needs
- more cost efficient
- less administrative pressure on citizens filling in forms
- more staff involvement
- more focus on concrete measures

Give and take



Give:
Good quality and management
of expectations (service
standards)

Take:
Information from users

Q & **A**