



Working4U Money
Benefit and Money Advice

Customer Satisfaction Results
1st April 2021- 31st March 2022



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Introduction

Working4U is an [accredited provider](#) of welfare benefits, money and debt advice under the [Scottish National Standards for Advice and Information Providers](#).

Our aim is to deliver advice and information services in West Dunbartonshire where anyone is able to obtain the information and advice and support they need, when they need it and obtain access in the way they need it.

We have experienced advisors who can help people with:

- In and out of work benefit calculations.
- In and out of work benefit claims.
- Benefit appeal representation.
- Assistance with debt issues.

Customer Satisfaction is a measure of how well our services meet the needs of service users. Service users views are play an important role and are essential in keeping our services relevant.

In addition, quality standards for service provision have set standards of accessibility and customer care that require evidence that can only be obtained from service users. This includes, for example, information about levels of awareness and accessibility and information about the service and relevance of information received.

Our on-line customer satisfaction, which is not mandatory, is issued to service users with an email address on completion of their support and focusses on a number of key areas:

- The service used;
- Methods of contact;
- Suitability of services; and
- Levels of satisfaction.

The full set of 10 questions are set out in **Appendix 1**.

The request for responses is kept open all year and in the course of 2021/2022. During the course of the year the service supported 4,695 people requiring support with 8,140 cases. 697 customer satisfaction surveys were issued and we received responses from 146 people. The return of 146 represents 3.1% of service users and a 21% response rate from those who were issued with a survey.

In 2021/2022 our survey response was:

Table 1: Survey Return Rate

People Supported	4,695
Cases Addressed	8,140
Service Users Surveyed	697
Numbers Returned	146
Number returned as a %age of All supported	3.1%
Number returned as a %age of those surveyed	21%

Summary

The annual customer survey for 2021/2022 sought information and feedback about welfare, benefits, debt and Macmillan services delivered by Working 4U. The survey was distributed by advisers to service users on completion of their support requirements.

146 people responded to the 10 questions about our service. In the 'Customer Satisfaction Questions' section we review the responses. We have found that service users are overwhelmingly positive about the service and how its delivered; and complimentary about our staff and their approaches.

Drawing on analysis of the responses we have identified a number of recommendations that should be considered in order to improve the consultation process and meet the needs of service users.

Recommendation 1: Place emphasis of the importance of customer feedback among all staff with the aim of increasing requests for feedback and returns.

Recommendation 2: Review referral sources and through discussion and consultation explore ways of raising awareness of the service.

Recommendation 3: Include a question in the customer survey about preferred method for service delivery that explores perceptions of: telephone based support; face to face in public buildings; outreach in community settings; and home visits.

Recommendation 4: Explore the options for examining service provision from a service user perspective in more detail through 'lived experience' focus groups with the aim of incorporating service user views on the design of services.

Recommendation 5: Team Leaders ensure that the staff are aware of the consultation results; the importance of the staffs' approach and input; and the value placed on this by service users.

Recommendation 6: Service users should be provided with an indication of the likely timescale for resolving issues, particularly in unusual circumstances where the conclusion is beyond the control of our staff.

Recommendation 7: Establish a process for gathering and analysing service user satisfaction more frequently. This may be quarterly or mid-year review; depending on resources.

Customer Satisfaction Questions

The survey consist of 10 questions which require a response that is designed to provide us with information about the relevance and effectiveness of our service.

We have summarised the responses in a series of tables

Question 1: Which of our services have you used?

Table 2 summarises information about the service used. 146 people answered.

Table 2: Proportion of Services Used by Respondents

Service		
Debt	Welfare Rights	Macmillan
24%	48.5%	41%

Key Points

- Welfare Rights Service is most frequently used by those who responded;
- Macmillan service users used both welfare rights and debt
- There appears to be a proportionally higher incidence of debt clients and Macmillan service users who are prepared to respond to our requests for feedback.

Question 2: How did you hear about Working4U Money Service?

We want to know how people engage with our services. 146 responses.

Table 3: Method of Contact

Answer	%
I have used the service before	18.5%
Recommended by another person	33%
Referred to by another service (please provide name in comments field)	37%
Other (please specify)	38%

The other responses included the Council website or referral through Council services such as housing and drug and alcohol dependency projects. Suggesting that we extensive reach into a range of services where staff are aware of our service provision.

The majority of other responses were from health professionals such as: Cancer Care Nurse, Macmillan or the Beatson. Others included: Improving Cancer Journey, Joint Hospital Addiction Team, Riverview Resource Centre, Carers Centre, Health Centre.

- 18% of respondents have previously used the service and are therefore aware of the support that is available;
- The vast majority of service users are referred by another individual or agency;
- We receive a substantial number of referrals from health practitioners.

Question 3: How easy did you find contacting the service?

We want to know how easy it is for people to engage with the service. 146 responses.

Table 4: Ease of Access

Answer		
Very Easy	Easy	Difficult
77%	21%	2%

For the most part people who responded had found the service very easy to contact. A further 22 people had provided comments the majority of which were positive, with specific emphasis placed on the importance of the case worker.

However, on a less than positive note one had appointment delayed and as a result their application for benefits was delayed. Another potential service user couldn't get through to the service when they rang the central Council contact number and had to request call back. Nevertheless they were satisfied with the service once contact was established.

Question 4: Did the appointment date/time suit your needs?

We are interested in the suitability of the appointment time and location. In effect the way we provide support. 146 responses.

Table 5: Was the Appointment Suitable?

Answer	%
Yes	98%
No	0%
Other (please specify)	2%

In general, service users found that the appointment time suites their needs. Other comments were positive stating that having a telephone appointment meant not having to try to get to an office and that telephone consultation was excellent.

Question 5: Did you find the method of delivery met your needs?

We are interested in how people engage with our advisers. Our service is delivered face to face; on-line and by telephone. We also offer home visits in where circumstances require. 146 responses.

Table 6: Satisfaction with Method of Delivery

Answer	%
Yes	97%
No	0%
Other (please specify)	3%

97% of people using our service though the method of engagement was appropriate. Specific emphasis was placed on telephone contact with those who were either shielding (from Covid-19) or too unwell to travel.

Question 6: Did our office facilities meet your needs?

We are interested in the facilities within our premises. 146 responses.

Table 7: Satisfaction with Facilities

Answer	%
Yes	61%
No	1%
Other (please specify)	38%

The comments centred on the service provision which was conducted by telephone because of Covid-19 restrictions. There were no substantial concerns raised about the method.

Question 7: How would you rate the adviser dealing with your case?

We are interested in perceptions of the professionalism and approaches adopted by our advisers. 146 responses.

Table 8: Confidence in Advisers

Answer	
Very helpful and knowledgeable	95%
Helpful and knowledgeable	5%
Not very helpful or knowledgeable - (Please provide reason in comment field)	0

There were no incidences where service users found our advisers to unhelpful.

Comments offered were all positive with substantial praise for the staff and the service they deliver. Descriptions used by service users illustrate that our staff are:

- **Empathetic:** ‘easy to talk to’, ‘genuine interest in my wellbeing and explanations easy to understand’, ‘put at ease’, ‘listened’.
- **Insightful:** ‘professional’, ‘expert’, ‘great communication skills’, ‘reassured’.
- **Kind:** ‘amazing’, ‘brilliant’, ‘nice approach’, ‘kind’, ‘wonderful’, ‘confident’, ‘couldn’t do enough for me’,
- **Effective:** ‘succeeded’, ‘efficient’, ‘superb’, ‘above and beyond’.

Question 8: Overall, how satisfied were you with our service?

We want to know how satisfied people are with the service they receive. 146 responses.

Table 9: Overall Satisfaction

Answer	
Extremely satisfied	95%
Satisfied	5%
Not at all satisfied - (Please provide reason in comment field)	0

The service users were overwhelmingly satisfied with the service they have received.

Comments made in support of this level of satisfaction expressed thanks and praise for staff. The praise centred on staff supporting service users through difficult benefit application processes; which the service users felt would not have been achieved without the help provided by the service.

Although extremely satisfied one customer feels their road tax exemption is not being dealt with as well as their blue badge application.

Question 9: Would you recommend our service to others?

A clear sign of the level of satisfaction is the willingness of service users to recommend the service to others. 146 responses.

Table 10: Would You Recommend our Service

Answer	%
Yes	99%
No	1%

The vast majority of service users would recommend the service to others. Only one person responded by saying they would not. We do not have any information on the rationale for the response.

Question 10: Would you like to add any additional comments/feedback?

127 people chose to provide feedback.

We have created a 'wordcloud' that reproduces the responses with emphasis placed on the frequently recurring responses.

Q10 Would you like to add any additional comments/feedback?



The comments reinforced the positive perception of the service; the value placed on the support provided; gratitude for the support; and the positive support provided by staff.

We have reproduced some of the comments received that reinforce service user views about:

Connecting with the service:

- 'Just wish that more people were aware of the help and support and kindness and empathy that you're team provide'.
- 'I was totally unaware that this service was available to me and others. I honestly could not have pictured myself where I am today last month. Utilising this service has given me so much satisfaction; not to mention a clean slate and a chance at a fresh start. I will be letting others, including my family know of the help that has been under their nose the whole time'.
- 'It would be useful if a leaflet explaining this Service was available at the Hospital and included in the individual pack of info handed over on meeting the oncologist. The grant staff got for me will stop me worrying about taxi fares etc'.

Service user perceptions of the value of the service:

- 'This is an important service for those in times of crisis'.
- 'Wouldn't have had a clue about what to claim if it wasn't for Money 4U.'

The role of staff and impact of service:

- 'Staff helped me tremendously couldn't have done it without his help due to my health issues.'

- 'Staff helped me navigate what would otherwise have been a minefield while I was really unwell. She completely took the pressure off of me. Greatly appreciate all her help.'
- 'Staff is a credit to macmillian very compassionate and understanding for people that's just being diagnosed with cancer as it's a worrying time when you start to worry.'
- 'If nurse at Beatson had not mentioned this service to me I would be completely unaware I was entitled to benefits while receiving half pay from my employer. I feel everyone should have the opportunity to speak to an advisor. Service is not promoted.'
- 'Outstanding work by WDC.'

Conclusions and Recommendations

The response rate of 3.1%, while providing an insight into the service provision may be considered comparatively low. However, it is worth noting that the response rate is much higher when the number of surveys sent out is taken into consideration.

The responses also suggest that the Macmillan Team appears to be more consistent in requesting feedback.

Recommendation 1: Place emphasis of the importance of customer feedback among all staff with the aim of increasing requests for feedback and returns.

There appears to be many routes into the service with a broad range of referral sources. However, there was some indication in the final comments that people, in some circumstances (Beatson) may not be aware of the service.

Recommendation 2: Review referral sources and through discussion and consultation explore ways of raising awareness of the service.

The responses to appointment times, our facilities, method of delivery were all affected by our need to provide a telephone based service during Covid-19 lockdown. As lockdown eases it may be worth exploring service user preferences for service provision.

Recommendation 3: Include a question in the customer survey about preferred method for service delivery that explores perceptions of: telephone based support; face to face in public buildings; outreach in community settings; and home visits.

Recommendation 4: Explore the options for examining service provision from a service user perspective in more detail through 'lived experience' focus groups with the aim of incorporating service user views on the design of services.

The responses to perceptions of staff input and the general service were overwhelmingly positive; emphasising the importance of the approaches adopted by staff.

Recommendation 5: Team Leaders ensure that the staff are aware of the consultation results; the importance of the staffs' approach and input; and the value placed on this by service users.

There were some minor criticisms of service provision. These appear to have been based on the time it takes for cases to reach a conclusion. The specific example being road tax exemption.

Recommendation 6: Service users should be provided with an indication of the likely timescale for resolving issues, particularly in unusual circumstances where the conclusion is beyond the control of our staff

The customer satisfaction review is carried out on an annual basis and provides a good indication of the perceptions of the service. However, this may be too infrequent to incorporate the results into service design.

Recommendation 7: Establish a process for gathering and analysing service user satisfaction more frequently. This may be quarterly or mid-year review; depending on resources.

Appendix 1: Our Survey Questions

Question 1: Which of our services have you used?

Question 2: How did you hear about Working4U Money Service?

Question 3: How easy did you find contacting the service?

Question 4: Did the appointment date/time suit your needs?

Question 5: Did you find the method of delivery met your needs? (Face to Face, Telephone, Email)

Question 6: Did our office facilities meet your needs? (Easily Accessible, Private Interview rooms, Toilet Access)

Question 7: How would you rate the adviser dealing with your case?

Question 8: Overall, how satisfied were you with our service?

Question 9: Would you recommend our service to others?

Question 10: Would you like to add any additional comments/feedback?