



Lessons from User Satisfaction



- Looked for decisions or actions that were taken in response to survey findings
- Found very few decisions or actions taken in response to survey findings.

Why ?



Barriers to Use

- Too technical
- Written for researcher not managers
- Too many words
- Too high-level
 - *Force only*
- Delays in reporting
- Irregular reporting
- Ownership void
- No comparisons
- Unreliable comparisons
- No recommendations
- No follow-up.



Biggest Barrier ?

- Interviews with 3 Local commanders
- 3 different police forces
- Discussing "the same" survey.



3 Commanders' Reactions

85%

"Very pleased, obviously doing something right, I don't want to change a winning formula..."

55%

"Well you can't rely on these surveys, most people don't respond, the sample was very small, I'm not going to change anything on the basis of a survey..."

20%

"I'm not concerned whether people are satisfied or not- in some ways I don't want them to be satisfied- its an expensive way to deal with them- I'd rather they used the 'phone- I'm not going to change anything because of a survey..."



3 Commanders' Reactions

85%

The Same

55%

No Change

20%

WHY?



3 Commanders' Reactions

85%

"Very pleased, obviously **doing something** right, I don't want to change a winning formula..."

55%

"Well... people don't... I'm not... survey... is of a

30%

"I'm not... not- in... its an... they u... anything... fied or... atisfied-... rather... ge

Doing What ?



**Not asking
WHY?**

**Not asking
HOW?**



On servicing the indicator

and not

Delivering the service



Hitting the Target

and

Missing the Point