

In reference to the latest consultation on the RIGs launched on the 24/4/15 and due to close tomorrow, please find attached our comments.

Having now completed the first month of BMCS surveys in our research centre and with consultation with all DNOs we have a number of suggested a small number of changes to the BMCS questionnaire. These are detailed in the attached document. (Apologies these are not in your template, but it did not lend itself to the detailed comments we have made.)

Our suggested changes are all around:

- a) Ensuring we collect valid scores from respondents
- b) Ensuring survey participation is a positive experience for respondents and that they remain engaged

We have support from all six DNOs to implement these changes and as such you are likely to receive the points detailed in this document within the DNO responses. I hope our suggestions can be considered and in the meantime please don't hesitate to contact me if anything is unclear.

Thank you

Rebecca Crinson
Research Director

Killer question

The killer questions refer to the word 'above' which doesn't make sense when talking to someone on the telephone as they can't see above. Below is the current wording with the proposed wording change in the sub bullet.

- Q.17 Taking all of the above into consideration, overall how satisfied were you with the service provided by [INSERT COMPANY NAME] during this power cut?
 - Q.17 Overall, taking all aspects into account, how satisfied were you with the service provided by [INSERT COMPANY NAME] during this power cut?
- Q.27 Taking all of the above into consideration, overall how satisfied were you with the service provided by [INSERT COMPANY NAME] during this power cut?
 - Q.27 Overall, taking all aspects into account, how satisfied were you with the service provided by [INSERT COMPANY NAME] during this power cut?

- Q.36 Taking all of the above into consideration, and taking only the quotation into consideration, not any work you may subsequently have had done, overall how satisfied were you with the service provided by [INSERT COMPANY NAME]?
 - Q.36 Overall, thinking about the quotation and not any work that you may have had done since, how satisfied were you with the service provided by [INSERT COMPANY NAME]?
- Q.44 Taking all of the above into consideration, overall how satisfied were you with the service provided by [INSERT COMPANY NAME]?
 - Q.27 Overall, taking all aspects into account, how satisfied were you with the service provided by [INSERT COMPANY NAME]?
- Q.52 Taking all of the above into consideration, overall how satisfied were you with the service provided by [INSERT COMPANY NAME]?
 - Q.52 Overall, taking all aspects into account, how satisfied were you with the service provided by [INSERT COMPANY NAME]?

The killer question for planned interruptions currently is the only time where the term 'above' is not used within the question text for overall satisfaction. However, in order to ensure consistency across all questions within the survey. It is recommended that the below change is made:

- Q.7 Overall, taking into account all the aspects we have just discussed, how satisfied were you with [INSERT COMPANY NAME]'s handling of this planned power cut?
 - Q.7 Overall, taking all aspects into account, how satisfied were you with [INSERT COMPANY NAME]'s handling of this planned power cut?

Changes to 'outro'

Background

Having conducted telephone interviews for the BMCS for three weeks now, we have highlighted a key area of improvement in the survey around the closing scripting and anonymity questions which we are referring to as the 'outro.' This document outlines the case for making changes to the outro.

Justification

The following is the list of justifications for changing the outro:

- The outro is currently so long that the respondent typically appears not to be listening most of the time and as such the message does not get through. This has been evidenced through call listening by Explain and the DNOs
- The length of the outro keeps the respondent on the telephone longer than necessary and best practice research guidelines are about minimising inconvenience to the customer
- Respondents are asked S8B even if they have said they would rather be anonymous. If they want to be anonymous then the DNO can't get in touch with them about any issues they have raised because we can't attach details to responses
- S8B refers to any issues that have been made, but often there are no issues and so this question doesn't make any sense

Current outro

Thank you for your help in this research

Please rest assured that the answers that you give will not be attributed to you personally, but will be presented in grouped form only for analysis purposes, unless you give your express permission for us to attribute your responses to you. The information that you have provided will be shared by {X} with Ofgem (the energy industry regulator) only, but no other third party, and - together with your name and address - will remain confidential

If however, you would be happy to have your comments attributed to you and passed on to {X} for their attention, they would welcome the opportunity to be able to trace your responses to your specific contact, enquiry or service experience.

S8A Would you be happy to have your name attached to your responses and to have your contact details passed on to {X}?

S8B Would you be happy for {X} to get in touch with you to follow up on any issues you have raised?

S8B2 And would you be happy to be contacted again in the future to be invited to take part in other research?

Thank you.

Suggested outro

Thank you for your answers. The information that you have provided will be shared with {DNO name} and with Ofgem (the energy industry regulator) only.

The answers you give will not be attributed to you personally unless you give us permission to do so. If you do not give us permission they will be presented in grouped form only for analysis purposes.

S8A On that basis, would you be happy to have your name attached to your responses and to have your contact details passed on to {DNO NAME}? [IF RESPONDENT ASKS WHY: This allows [DNO NAME] to trace your responses back to your specific service experience]

S8B [ONLY IF S8A=YES] Would you be happy for {DNO NAME} to get in touch with you to follow up on any comments you have made?

S8B2 And would you be happy to be contacted again in the future to be invited to take part in other research for [DNO name]?

Thank you for your help in this research

Tweak to intro

We have one more tweak to the intro to make sure it works as intended. Firstly the intro for general enquiries is unnecessarily wordy and so we are suggesting changing as shown below so that the respondent is only prompted with a list of potential enquiries if they are unsure what the call is about.

I understand that you recently had contact with or from [INSERT COMPANY NAME], in relation to an enquiry, for example a job such as covering an overhead power line so you could safely do work on your property, maintaining their substation or trimming trees close to overhead power lines. Is that correct?

I understand that you recently had contact with or from [INSERT COMPANY NAME], in relation to an enquiry [IF ENQUIRY TYPE IS LISTED IN DATABASE SAY “in regards to [INSERT ENQUIRY TYPE]. Is that correct?

[RESEARCHER NOTE: PROMPT IF NEEDED “FOR EXAMPLE A JOB SUCH AS COVERING AN OVERHEAD POWER LINE SO YOU COULD SAFELY DO WORK ON YOUR PROPERTY, MAINTAINING THEIR SUBSTATION OR TRIMMING TREES CLOSE TO OVERHEAD POWER LINES”

General enquiries survey

In the general enquiries survey we ask the respondent to rate ease of contact before we have clarified what the enquiry is about. This means they could be rating the completely wrong experience in Q47 but the researcher can't get them on track until Q48. We therefore suggest Q47 and Q48 (shown below) are swapped round in the survey.

Q.47 Using a scale of 1 to 10, where 1 is very dissatisfied and 10 is very satisfied; can you please tell me how satisfied you were with how easy it was to contact [INSERT COMPANY NAME] about your enquiry?

Q.48 What was your enquiry about? [DO NOT READ OUT; RECORD AS APPROPRIATE]