

SIMPSON
CARPENTER

VOSA

Roadside Checks Research 2008

December 2008

Job no: 44955

Research objectives

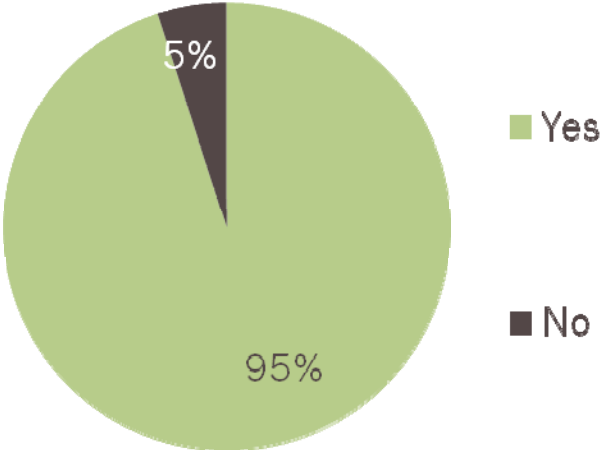
- **Establish how well VOSA services are accepted**
- **Deliver customer insight for new “Customer Service Excellence Standard”**
- **Deliver the metric for the Secretary of State’s key targets for satisfaction**
- **Motivate and inform those tasked with improving satisfaction and delivering service improvement**
- **Help understand performance levels in all areas**
- **Identify differences in satisfaction between customer groups or segments**
- **Provide an incisive ‘call to action’ at a local level**
- **Provide a sustainable methodology**

Research method

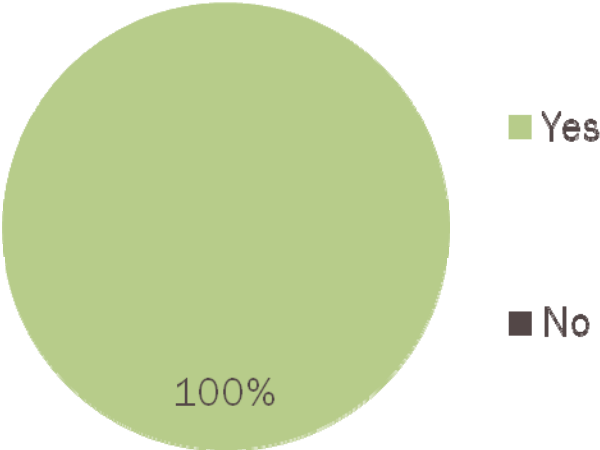
- 627 face to face interviews with a random selection of individuals pulled in by VOSA inspectors for a roadside check
- Interviews lasted in total around 10 minutes
- 93 interviews were conducted in languages other than English

Adherence to safe inspections

Whether flagged down safely
(Base: All 627 drivers)

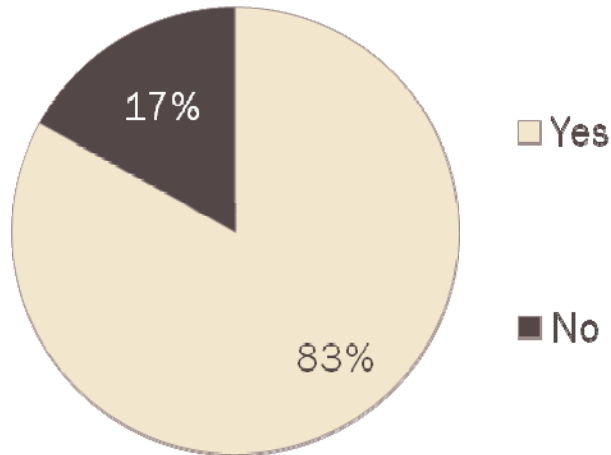


Whether inspection conducted safely
(Base: All 627 drivers)

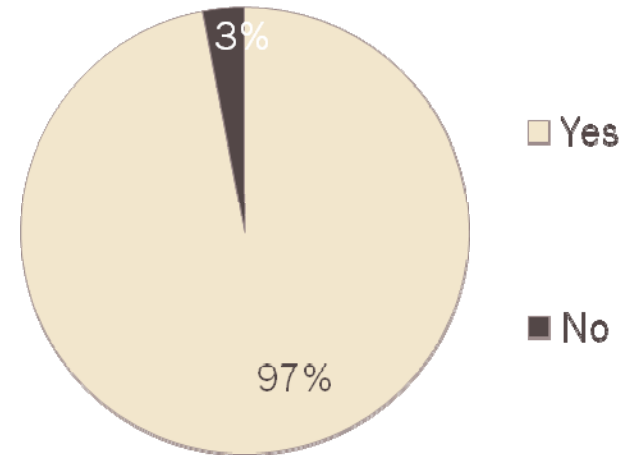


Explanations and instructions given

Whether given a clear explanation of why stopped
(Base: All 627 drivers)

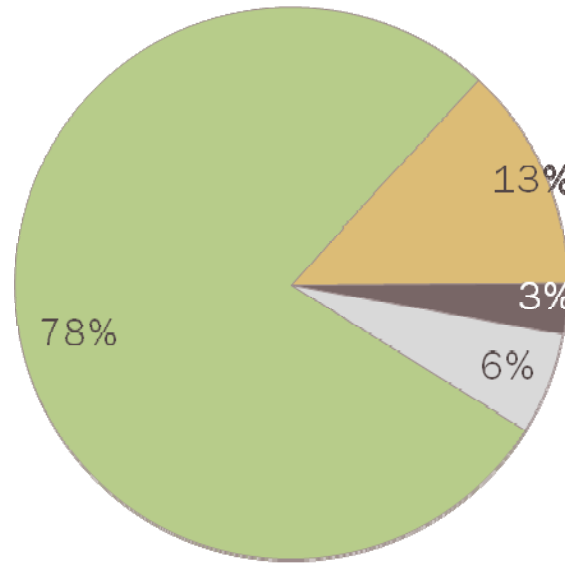


Whether given clear instructions
(Base: All 627 drivers)



Driver opinion regarding being stopped

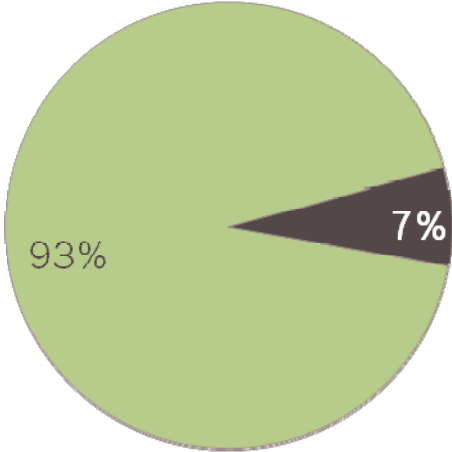
Was reason for stopping you fair?
(Base: All 627 drivers)



■ Fair ■ Neither ■ Unfair ■ Don't know

Time taken for inspection

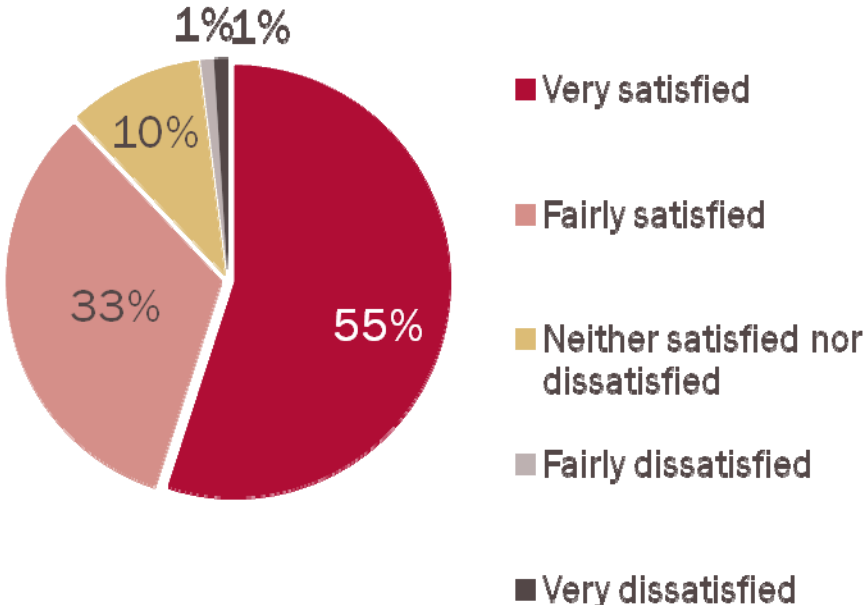
**Acceptability of time taken
from being flagged down**
(Base: All 627 drivers)



■ Yes, acceptable ■ No, not acceptable

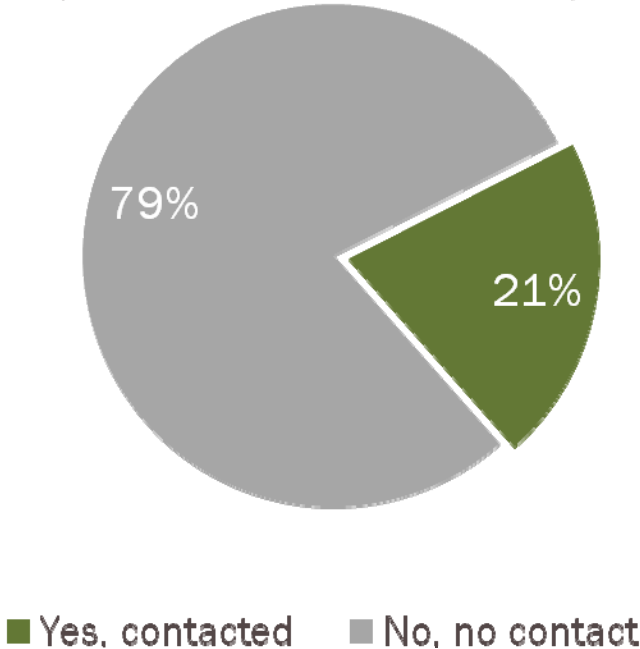
Satisfaction with the inspection process overall

Overall process satisfaction
(Base: All 627 drivers)



DVLA contacts in the last 12 months about driving licences

Incidence of contact with DVLA
(Base: All 480 UK vehicle drivers)



Overall satisfaction with quality of DVLA service

Base: All 101 UK drivers contacting the DVLA

