

SIMPSON
CARPENTER

VOSA

Test Centre Research 2008

December 2008

Job no: 44955

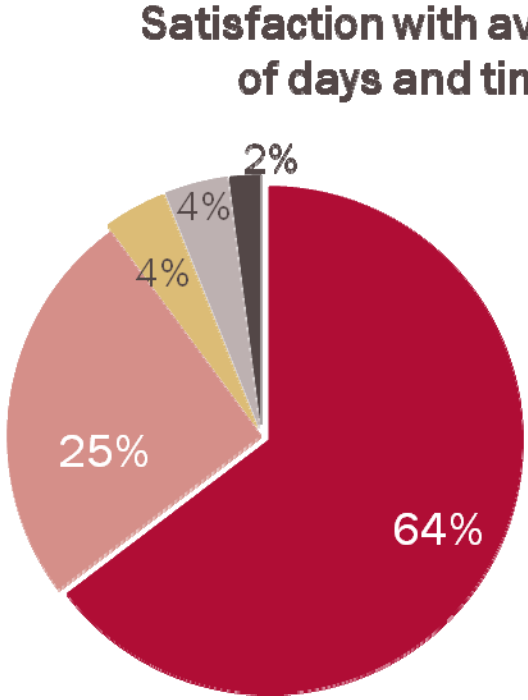
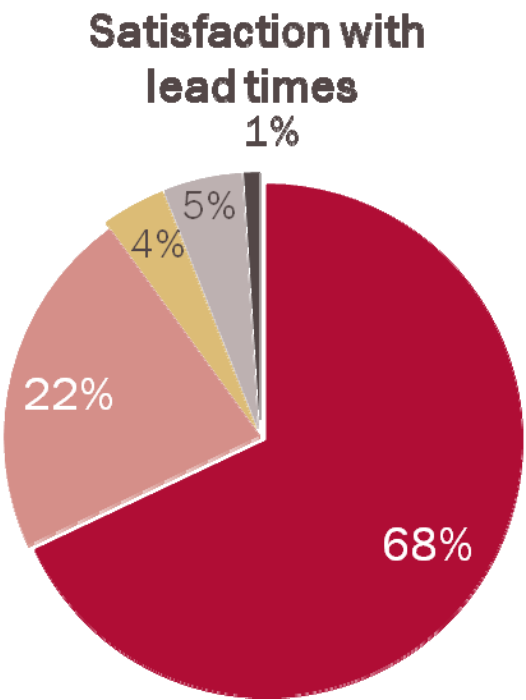
Research objectives

- **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

- 745 face to face interviews were conducted with individuals responsible for vehicles being tested
- Interviews lasted in total around 10 minutes, and included questions before and after the test result was known
- Respondents randomly selected as they came in for test

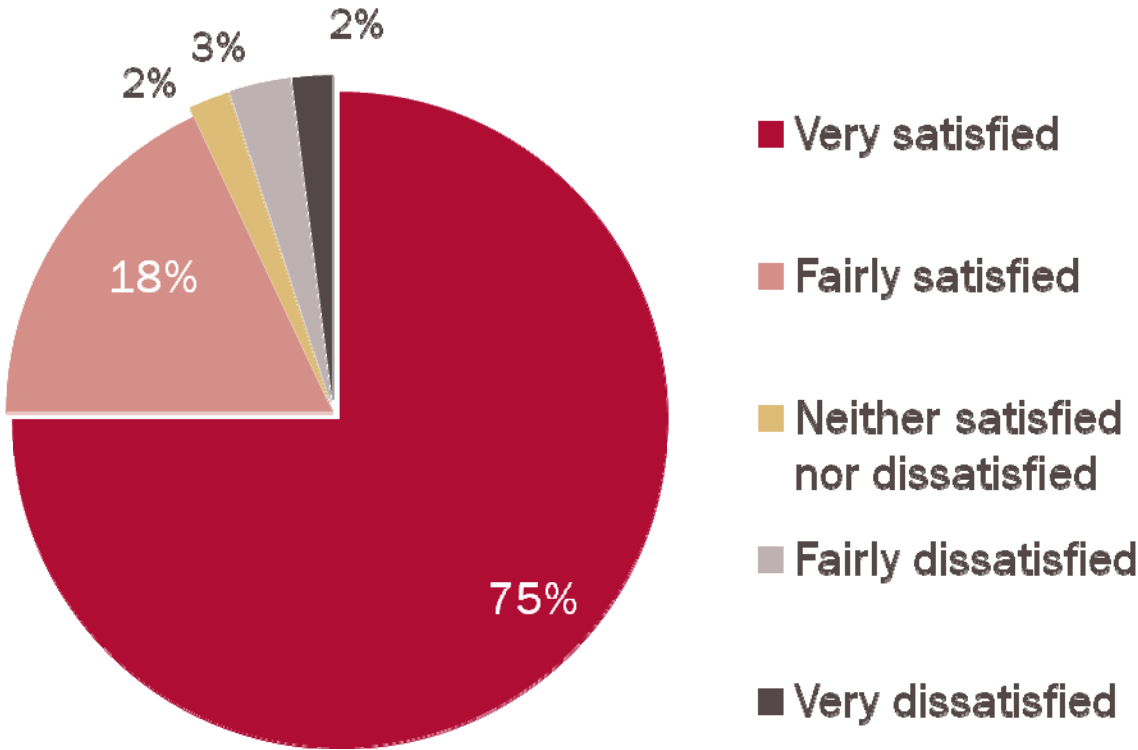
Satisfaction with lead times and test availability



- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Question B7/9
Base (All who booked): 218

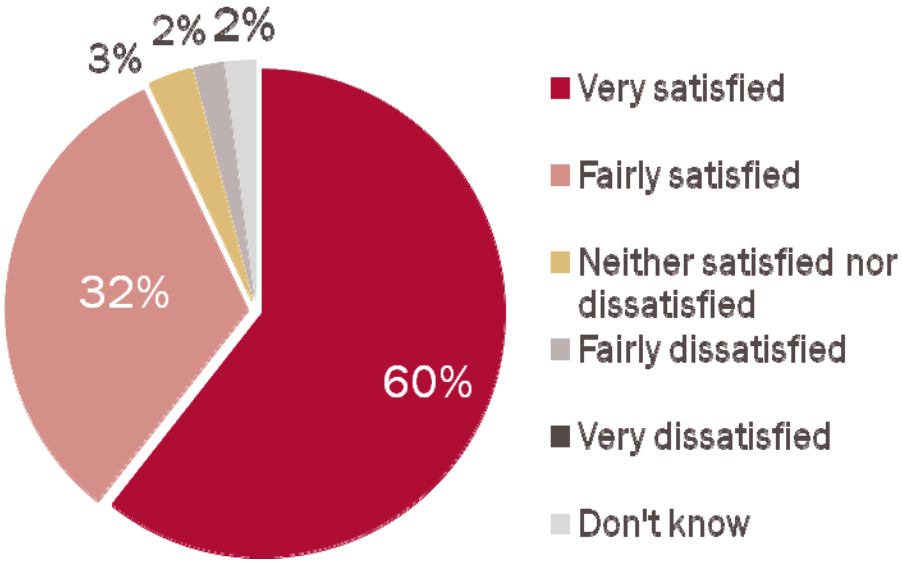
Overall Satisfaction with quality of booking service



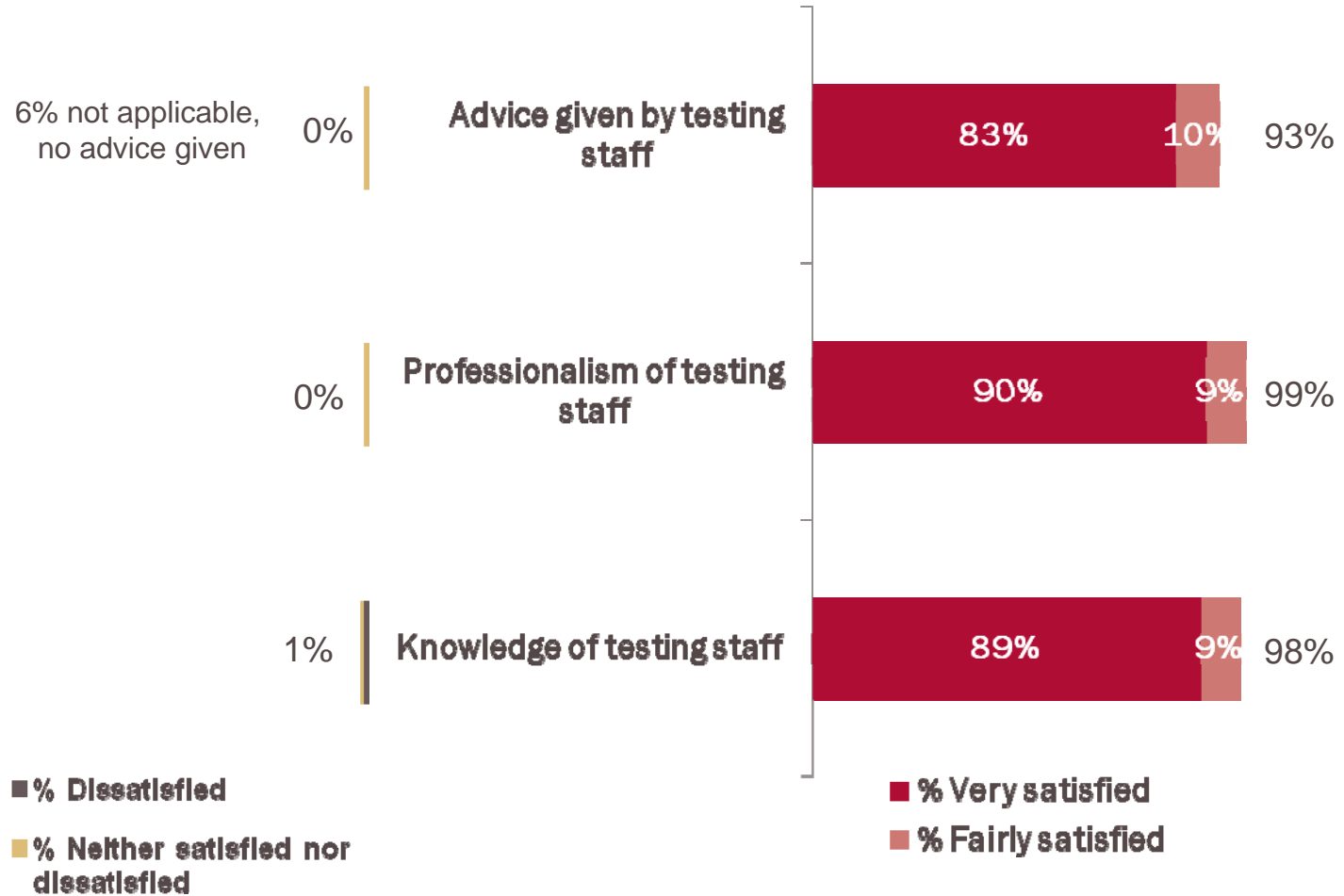
Question B2
Base (All who booked): 218

Satisfaction with testing procedures

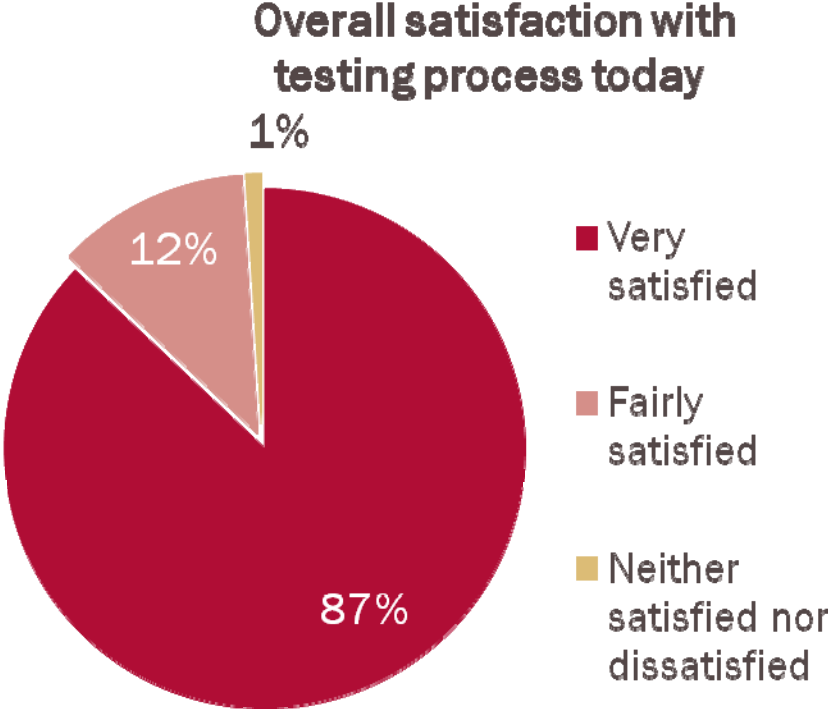
Overall satisfaction with vehicle test procedures



Satisfaction Summary: aspects of testing process



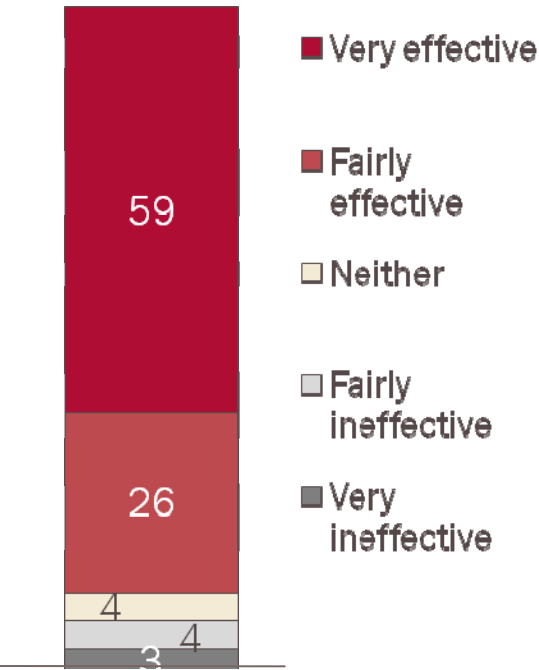
Overall satisfaction with the test process



Question E1
Base (Total): 745

VOSA's effectiveness as a communicator & satisfaction

How effective VOSA are in communications



Question D1/2
Base (Total) 745

Satisfaction with level of contact from VOSA

