

January 2018 – Digital Access (Use of the internet)

Why the survey is taking place and the purpose

This survey was part of a wider customer service committee inquiry into whether our customers are ready to go digital and access our services on line. The customer service committee is a group made up of customer and independent members who hear the voice of customers and look to understand their needs to improve satisfaction.

As we prepare to launch our self service platform, myGreenSquare, we want to understand what might stop customers from using it – the barriers – so we can try and do something about it and make sure as many people as possible can use it and other online services.

How many users took part in the survey

Total of surveys completed – 178

Online – 112 Post – 29 Phone – 37

What you said

- **50% of you used the internet several times a day, 17% said never.**
- **The most common uses of the internet were for using it as a search engine to look for information online, messaging, shopping, finding a website you have visited before, checking sources of information found online.**
- **53% of you found the internet very easy to use, 10% very difficult.**
- **The vast majority of customers said that they would report a repair, check or change a repair appointment, report anti-social behaviour, check their account or look at a statement, make a payment, find out what's happening in their area and update their personal details online if they were able to.**
- **Reasons for not using the internet included customers not wanting to, not having a device, not trusting it.**

What we did

Outcomes/Changes made as a result of the survey.

The results were combined with other research and work we've done to produce a report. The report summarised what we found out about why customers might not go on line – can't afford it or don't trust it for example – and included recommendations that could help customers overcome the barriers which went to the customer service committee for approval in September. The recommendations included proposals for:

- addressing the issues in our myGreenSquare marketing campaign
- providing training for customers and
- exploring whether there is more we can do to help customers get on line if they want to (broadband and devices for example) ahead of our launch next year