



**Communication Service Centre  
Customer Satisfaction Survey  
2003-2004**



# **Communication Service Centre Customer Satisfaction Survey 2003-2004 – External Customers**

## **New Zealand Police**

**Date:** July 2004

**Ref No:** 1401835

### **Table of Contents**

<b>Executive Insights .....</b>	<b>4</b>
<b>Needs Assessment.....</b>	<b>8</b>
<b>Research Design .....</b>	<b>9</b>
<b>Call details .....</b>	<b>10</b>
<b>Ease of making first contact.....</b>	<b>12</b>
<b>Rating of communication centres call service .....</b>	<b>15</b>
<b>Overall rating of communication centres call service.....</b>	<b>25</b>
<b>Relative Importance Analysis .....</b>	<b>28</b>
<b>Meeting Call Service Expectations .....</b>	<b>30</b>
<b>Handling of Emergency 111 Calls .....</b>	<b>32</b>
<b>Extent To Which Comfortable With Experience Of Calling The Police .....</b>	<b>35</b>
<b>Suggestions For Improvement .....</b>	<b>37</b>
<b>Variations of findings by ethnic group.....</b>	<b>39</b>
<b>Variations of findings by ethnic group, continued.....</b>	<b>41</b>
<b>Appendix I - Respondent Profile .....</b>	<b>42</b>
<b>Appendix II – Trend Charts .....</b>	<b>43</b>
<b>Appendix III – Questionnaire .....</b>	<b>61</b>



**Opinion Statement**

***ACNielsen certifies that the information contained in this report has been compiled in accordance with sound market research methods and principles, as well as proprietary methodologies developed by, or for, ACNielsen. ACNielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.***



## Executive Insights

---

### Introduction

The Communications Centre Service (CCS), also known as “Comms” within the New Zealand Police, receive all 111 calls and other calls which are routed to the police. Comms logs jobs and events, entering details as provided by the caller, to assist the officers who are despatched to the scene.

New Zealand Police has contracted ACNielsen to conduct a customer satisfaction survey of recent callers to the three Communication Centres (Auckland, Wellington and Christchurch) administered by the CCS. Results from the survey will be used to determine satisfaction with the service performance of the CCS and to inform service improvements.

The survey was first conducted in 2000 and monitors have been carried out on an annual basis to enable the monitoring of relative service performance.

---

### Research Objectives

The broad objectives of this research are two-fold:

- To ascertain the level of satisfaction from the public of the service provided by the Communication Centres, for internal analysis and identification of improvements.
  - To fulfil a parliamentary performance measurement, whereby the level of satisfaction of external callers is recorded in the NZ Police annual Statement of Intent.
-



## Executive Insights, continued

### Overall Rating of Comms Service

Overall, the majority (93%) of callers rate the Communication Centre call service highly (ratings of *excellent*, *very good* or *good*). This is a slight increase of two percentage points compared with 2003.

Across all centres, the Northern Centre remains the most highly rated, with the majority (95%) rating the service positively. This is consistent to last year. All three areas have remained relatively stable this year.

Note subsequently there is also a slight decrease in the proportion rating Comms overall as *poor* or *not so good* (from 8% in 2003 to 5% in 2004). This decrease is consistent across all three centres.

Some of the reasons identified for a negative rating of overall service are:

- message not passed on to police
- operator not interested
- uncaring and made to feel call unimportant.

### Mean Scores of the Overall Service

Respondents were asked to rate the service they received from Comms on a scale of Excellent (5) to Poor (1). The following table shows the mean scores achieved overall and by centre.

On the whole, the satisfaction levels have increased slightly compared with 2003, particularly with callers to the Central centre.

	2000	2001	2002	2003	2004	Change since 2003
Overall telephone service received from Comms						
Total	3.84	4.01	3.99	3.91	4.02	+0.11
Northern	3.81	3.96	3.91	4.00	4.09	+0.09
Central	3.81	4.03	3.98	3.75	3.88	+0.13
Southern	4.00	4.14	4.24	3.97	4.04	+0.07

*Continued on next page*



## Executive Insights, continued

### Mean Scores of the Service Aspects

Four service aspects were rated from excellent (5) to poor (1). The mean score for each service aspect is shown in the table below. Consistent with previous years, all aspects are rated highly, averaging around 4 out of a possible 5.

Overall, there has been an increase in satisfaction with all service aspects, particularly with *making you feel like your call mattered to them* and *helpfulness of person handling your call*.

	2000	2001	2002	2003	2004	Change since 2003
Ease of making initial contact	3.84	4.02	4.03	3.85	3.92	+0.07
Promptness of personal answer	3.91	4.16	4.09	3.96	4.04	+0.08
Helpfulness of person handling your call	3.93	4.06	4.09	4.02	4.17	+0.15
Making you feel your call mattered to them	3.75	3.95	3.95	3.82	4.00	+0.18



## Executive Insights, continued

---

### **Most important call service responses to an emergency 111 call**

Respondents were initially asked what they considered to be the most important things the Police should do when handling an emergency 111 call. *'Ensuring a quick response to the call'* remains the most important service element (32% cf. 39% 2003).

Accurately recording all the necessary details of the situation and answering quickly were the two next most important police responses.

---

### **Suggestions of ways service could be improved**

Due to the high levels of satisfaction, it is not surprising that seven in ten respondents (68%) did not suggest any improvements with the service that they received from Comms.

Only about one quarter (24%) of the callers to the Southern centre suggested an improvement with the Comms service, compared with 37% of callers to the Central Comms centre.

The most frequently mentioned improvement by those giving a suggestion was providing more lines, so that calls could be answered more quickly (6%). Providing follow up or feedback was the next most frequently mentioned, by 5% of respondents.

---



## Needs Assessment

---

**Introduction** The Communications Centre Service (CCS), also known as “Comms” within the New Zealand Police, receive all 111 calls and other calls which are routed to the police. Comms logs jobs and events, entering details as provided by the caller, to assist the officers who are despatched to the scene.

New Zealand Police has contracted ACNielsen to conduct a customer satisfaction survey of recent callers to the three Communication Centres (Auckland, Wellington and Christchurch) administered by the CCS. Results from the survey will be used to determine satisfaction with the service performance of the CCS and to inform service improvements.

The survey was first conducted in 2000 and monitors have been carried out on an annual basis to enable the monitoring of relative service performance.

This current report represents the findings from the 2004 survey. Where appropriate, the current findings are compared with previous years.

---

### Research Objectives

The broad objectives of this research are two-fold:

- To ascertain the level of satisfaction from the public of the service provided by the Communication Centres, for internal analysis and identification of improvements.
- To fulfil a parliamentary performance measurement, whereby the level of satisfaction of external callers is recorded in the NZ Police annual Statement of Intent.

Specifically, the research objectives are to answer the following questions:

- What was the reason for contacting the Police?
  - Is the caller aware that the call was transferred through the Police Communications Centre?
  - How did the caller rate the service he/she received from the Communications Centre?
-





## Research Design

---

### Method

The 2004 survey was conducted using Computer Assisted Telephone Interviewing (CATI). Three hundred recent callers were randomly selected for participation from a national database of people who had contacted a Communication Centre four weeks prior to the survey taking place. Reflecting the quantity of calls handled by each Centre, 150 interviews were completed with callers to the Northern Centre, 75 with Central callers and 75 with Southern callers.

The survey was conducted between 25<sup>th</sup> to 29<sup>th</sup> May 2004.

Based on a total sample size of 300 respondents, the total results shown in this report are subject to a maximum margin of error of  $\pm 5.7$  at the 95% confidence level. That is, there is a 95% chance that the true population value of a recorded figure of, say, 50% actually lies between 44.3% and 55.7%.

However, note that when comparing sub-groups (e.g. males and females), the margin of error will be larger.

Due to rounding, percentages within sub-groups may not always add up.

---

### Questionnaire development

The questionnaire used is identical to the 2002 and 2003 questionnaire, to ensure consistent comparison between service aspects.

---

### Response rate

The response rate amongst external callers is 70%. This is shown in the following table.

	n	%
Completed	300	70
Refusals	31	7
No Answer/engaged	31	7
Call backs completed without interview	26	6
Appointment not kept	40	9
<b>Total</b>	<b>428</b>	<b>100</b>

---



## Call details

**Call details** Respondents were initially asked two questions to establish the reason for their call to the Police and whether the call related to a personal or business/organisation matter.

**Reasons for calling** *Suspicious or disorderly behaviour* and *a traffic incident* are the most common reasons for calling in 2004 (28% and 23% respectively) both increasing significantly this year.

Calls regarding house thefts or burglary have decreased significantly since 2003 (7% cf. 13%).

The table below shows the reasons for calling.

	Total (%)		North (%)		Centre (%)		South (%)	
	2003 (n=286)	2004 (n=300)	2003 (n=143)	2004 (n=150)	2003 (n=95)	2004 (n=75)	2003 (n=48)	2004 (n=75)
Suspicious or disorderly behaviour	17	28	18	29	17	27	17	27
A traffic incident	11	23	11	25	10	20	16	20
House theft or burglary	13	7	18	7	9	7	8	5
A vehicle theft or burglary	12	6	11	8	11	4	15	4
An intruder, a prowler, noises	12	5	10	5	15	5	14	3
Property damage or vandalism	7	5	6	2	9	7	7	11
Other theft or burglary	7	4	3	3	12	8	6	4
A domestic incident	8	4	10	5	5	4	7	1
An assault (including sexual)	3	3	3	3	3	1	4	5
A missing person	3	3	2	2	4	4	2	3
Information enquiry	1	2	1	1	-	3	-	1
Hazard/stock on road		2		1		1		5
Lost or found property	1	1	1	1	-	3	2	-
Verbal threat/threat	-	1	1	1	-	-	-	3
Abandoned vehicle	-	1	1	1	-	-	-	1
Medical emergency		1		1		4		-
Other		4		3		3		7
Don't recall/ Don't know	2	1	1	1	4	-	-	-

*Continued on next page*



## Call details, continued

### Personal or Organisation/ Business matter

The majority (70%) of calls continue to be made in relation to *personal* matters. Note that compared with 2003, the proportion of *personal* calls has appeared to decreased, however, this may be because in the previous measure, responses in the *other* code may have been 'back-coded' amongst the first three codes (*person*, *organisation/business* or *personal and organisation/business*).

In our analysis, we have not back-coded but have left the responses in the *other* category. Some examples of *other* related to a:

- *Community matter*
- *Public matter*.

Female respondents making calls to the police were more likely than males to call on a *personal* matter (79% females cf. 63% males).

	Total (%)		North (%)		Central (%)		South (%)	
	2003 (286)	2004 (300)	2003 (143)	2004 (150)	2003 (95)	2004 (75)	2003 (48)	2004 (75)
Personal	83	70	80	71	87	68	85	69
Organisation/ Business	10	14	10	11	10	15	11	20
Personal and Organisation/ Business	2	2	3	3	2	4	2	-
Other	-	13	-	14	-	12	-	11
Don't recall	1	1	2	1	-	1	-	-



## Ease of making first contact

### Ease of making first contact

Respondents were asked to rate the ease with which they were able to make initial contact with the first person they spoke with.

Four out of ten respondents (41% cf. 39% in 2003) rated this aspect of service as *excellent*. Overall nine out of ten respondents (89%) rated the ease of making first contact positively (*excellent*, *very good* or *good*). This is comparable to 2003 where 88% rated this aspect positively in total.

As can be shown in the table below both Northern and Central areas have experienced a slight increase in satisfaction, while the percentage rating for *excellent*, *very good* or *good* in Southern areas has dropped very slightly. Note though that these changes are not significant.

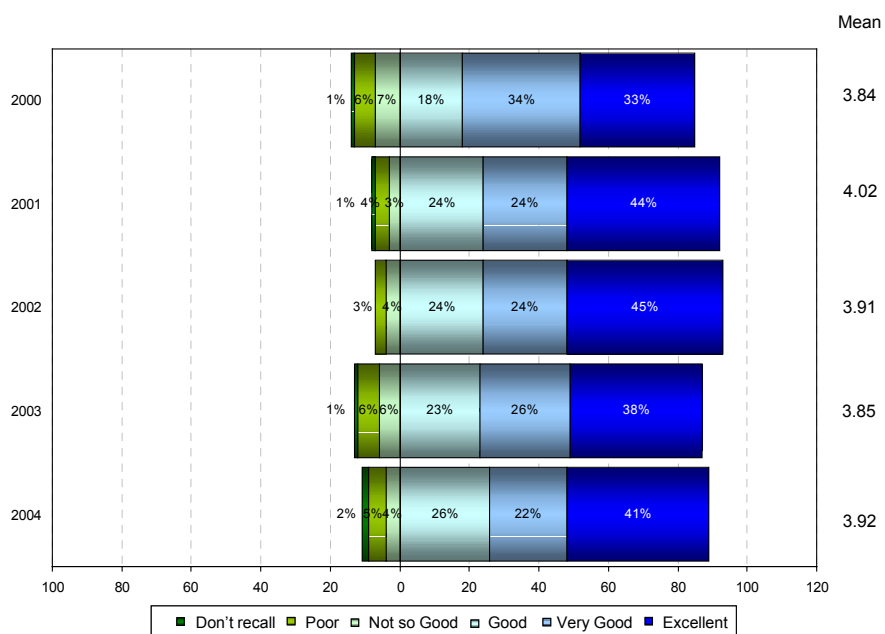
	Total (%)					North (%)		Central (%)		South (%)	
	2000 (302)	2001 (301)	2002 (300)	2003 (286)	2004 (300)	2003 (143)	2004 (150)	2003 (95)	2004 (75)	2003 (48)	2004 (75)
Excellent	33	44	45	39	41	39	43	38	33	37	44
Very good	34	24	24	26	22	26	20	25	27	27	23
Good	18	24	24	23	26	23	27	22	29	25	21
<b>Total Positive</b>	<b>85</b>	<b>92</b>	<b>93</b>	<b>88</b>	<b>89</b>	<b>88</b>	<b>90</b>	<b>85</b>	<b>89</b>	<b>89</b>	<b>88</b>
Not so good	7	3	4	6	4	4	3	8	5	6	4
Poor	6	4	3	6	5	6	5	6	5	6	5
<b>Total Negative</b>	<b>13</b>	<b>7</b>	<b>7</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>7</b>	<b>14</b>	<b>11</b>	<b>12</b>	<b>9</b>
Don't know	1	1	-	1	2	1	3	1	-	-	3

*Continued on next page*



## Ease of making first contact, continued

### Ease of making initial contact





## Ease of making first contact, continued

### Reasons for not so good/poor rating

Respondents rating ease of initial contact as either *poor* or *not so good* were asked why they felt this way. As in previous years, the length of time it took to receive an initial response to their call is the most common cited reason provided for not feeling satisfied with this aspect of the service. This is most prominent in the Central and Southern regions.

Also frequently mentioned by respondents was a perception of Comms staff as being uncaring or uninterested in their call. This proportion has increased since 2002 when only one respondent felt this way.

Reasons for rating ease of initial contact as poor/not so good	Number of Respondents 2004 (n=26)
Took too long to answer phone	12
Uncaring/Not interested	4
Slow to help	3
Kept getting transferred	2
Did not understand request	2
No reply/had to call other stations	5
Hard to access number	4
Did not do what they said they would	2
Bypassed to another area	2
Kept getting transferred	2
Other	1

*Multiple responses possible*



## Rating of communication centres call service

### Awareness of transfer to communication centres

Respondents were asked whether they were aware of being transferred through to a Communication Centre.

As can be seen in the table below, almost two thirds of respondents (65%) are aware of being transferred through to a Communication Centre. Awareness has decreased slightly this year, although not significantly.

Awareness has decreased significantly in the North since 2003 (73% cf. 61%), while awareness has increased slightly in the South this year.

	Total (%)		North (%)		Central (%)		South (%)	
	<i>2003 n=286</i>	<i>2004 n=300</i>	<i>2003 n=143</i>	<i>2004 n=150</i>	<i>2003 n=95</i>	<i>2004 n=75</i>	<i>2003 n=48</i>	<i>2004 n=75</i>
Yes	69	65	73	61	67	65	61	72
No	26	29	24	33	28	28	28	23
Not sure	5	6	3	7	5	7	11	5

### Rating of communication centres call service

Respondents were asked to rate the Communication Centres call service on a number of attributes. These were:

- Promptness with which their call was personally answered
- Helpfulness of the person handling their call
- The extent to which they were made to feel that their call mattered to the Police.

Where applicable, the results are compared with the previous year's results.



## Rating of communication centres call service, continued

**Promptness of personal answer** Four of ten respondents (41%) rated the promptness of personal answer as *excellent*, having increased slightly (up three percent) since 2003. Total positive ratings for this aspect of service remains high at 93%, continuing on a stable level since 2001.

	Total (%)					North (%)		Central (%)		South (%)	
	2000 (302)	2001 (301)	2002 (300)	2003 (286)	2004 (300)	2003 (143)	2004 (150)	2003 (95)	2004 (75)	2003 (48)	2004 (75)
Excellent	35	46	44	38	41	43	37	27	45	44	43
Very good	32	30	29	29	28	25	31	33	21	30	29
Good	20	17	19	25	24	26	26	26	28	20	17
<b>Total Positive</b>	<b>87</b>	<b>93</b>	<b>92</b>	<b>92</b>	<b>93</b>	<b>94</b>	<b>94</b>	<b>86</b>	<b>95</b>	<b>94</b>	<b>89</b>
Not so good	5	2	5	6	2	4	3	8	1	4	1
Poor	5	3	2	2	3	1	1	3	4	2	4
<b>Total Negative</b>	<b>10</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>11</b>	<b>5</b>	<b>6</b>	<b>5</b>
Don't know	4	2	1	1	2	1	1	3	-	-	5

Results are highest in the Central region (with a nine percent increase on the 2003 result, 95% cf. 86%).

All areas have 5% total negative service ratings for their promptness of personal answer.

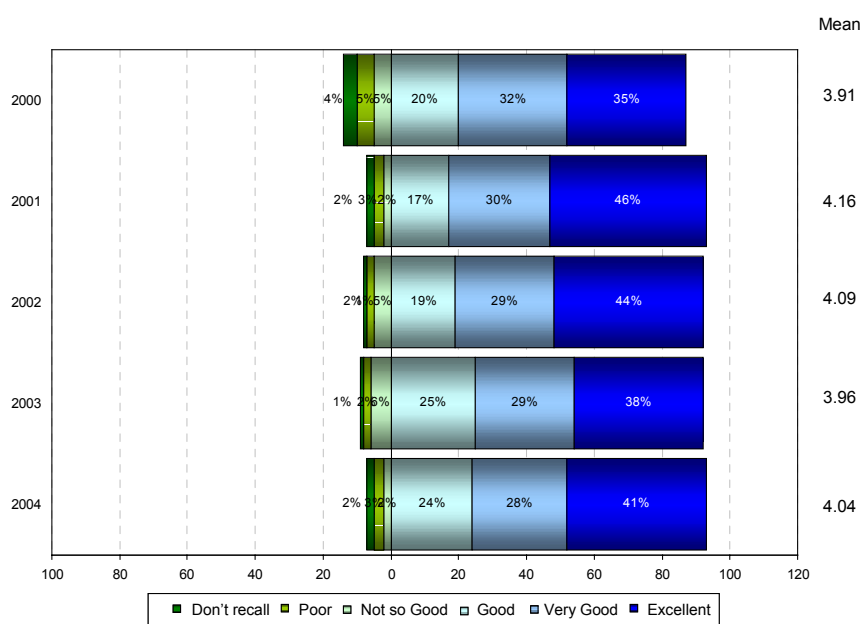
*Continued on next page*





## Rating of communication centres call service, continued

### Promptness of personal answer





## Rating of communication centres call service, continued

### Reasons for not so good/poor rating

Consistent with the last two years, the length of time it took for Comms to answer the call is again provided as the most common reason for a *not so good* or *poor* rating. Also frequently mentioned was being left on hold for long periods.

Reasons for rating promptness as poor/not so good	Number of Respondents 2004 (n=15)
Took too long to answer	6
Left on hold	2
No local knowledge	2
Operator asked too many questions	2
Told to go in/next day	1
Made to feel call unimportant	1
Couldn't help	1
Other	2

*Multiple responses possible*



## Rating of communication centres call service, continued

**Helpfulness of person handling call** Total positive ratings continue to be high and stable, with nearly all respondents (95%) rating the helpfulness of the person handling their call as *excellent, very good or good*.

	Total (%)					North (%)		Centre (%)		South (%)	
	2000 (302)	2001 (301)	2002 (300)	2003 (286)	2004 (300)	2003 (143)	2004 (150)	2003 (95)	2004 (75)	2003 (48)	2004 (75)
Excellent	36	41	42	40	45	42	45	33	39	46	51
Very good	33	33	31	31	29	30	27	36	37	23	23
Good	17	19	21	22	21	22	22	20	17	27	23
<b>Total Positive</b>	<b>86</b>	<b>93</b>	<b>94</b>	<b>93</b>	<b>95</b>	<b>92</b>	<b>95</b>	<b>89</b>	<b>93</b>	<b>96</b>	<b>96</b>
Not so good	8	4	3	4	2	4	3	6	1	-	-
Poor	3	2	2	3	1	1	1	4	4	4	-
<b>Total Negative</b>	<b>11</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>4</b>	<b>-</b>
Don't know	2	-	1	1	2	1	2	3	1	-	4

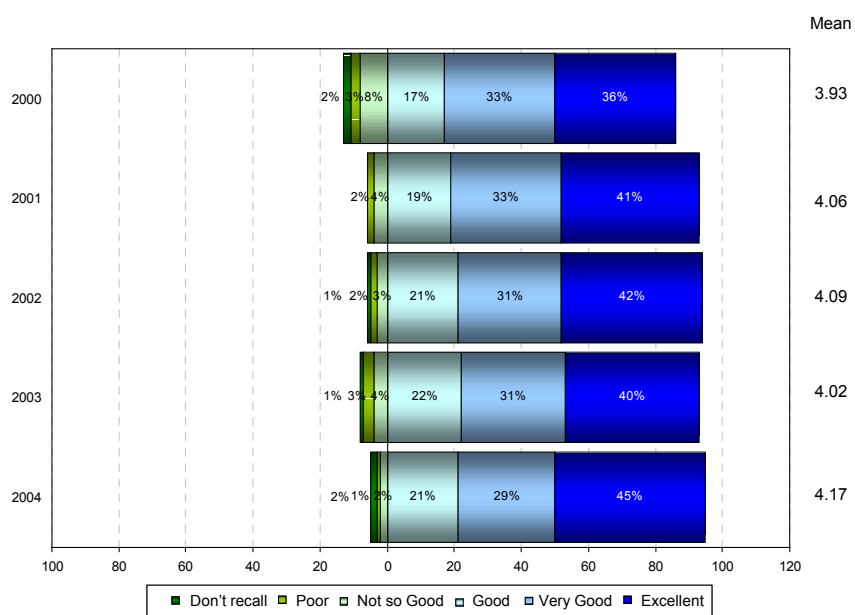
As in previous years, callers in the South give the highest ratings for this aspect of service. However both Northern and Central regions are closing the gap through increased helpfulness satisfaction rating.

*Continued on next page*



## Rating of communication centres call service, continued

### Helpfulness of person handling your call





## Rating of communication centres call service, continued

### Reasons for not so good/poor rating

The small proportion of people (9) giving a negative rating, gave comments relating to the Communication Centre operator having a poor attitude.

Reasons for rating helpfulness as poor/not so good	Number of Respondents 2004 (n=9)
Poor attitude	2
Operator unfamiliar with police procedures	2
Operator asked too many questions	1
Told to go in, direct to local police station	1
No feedback	1
Made to feel call unimportant	1
Other	2

*Multiple responses possible*



## Rating of communication centres call service, continued

### Making respondent feel that their call matters

Nine out of ten respondents rated this aspect of service positively in 2004 (90% *excellent, very good* or *good*), increasingly slightly from 2003.

After the significant decline in satisfaction in 2003 with this aspect of service in the Central and particularly the Southern areas, both areas have increased slightly this year although not significantly.

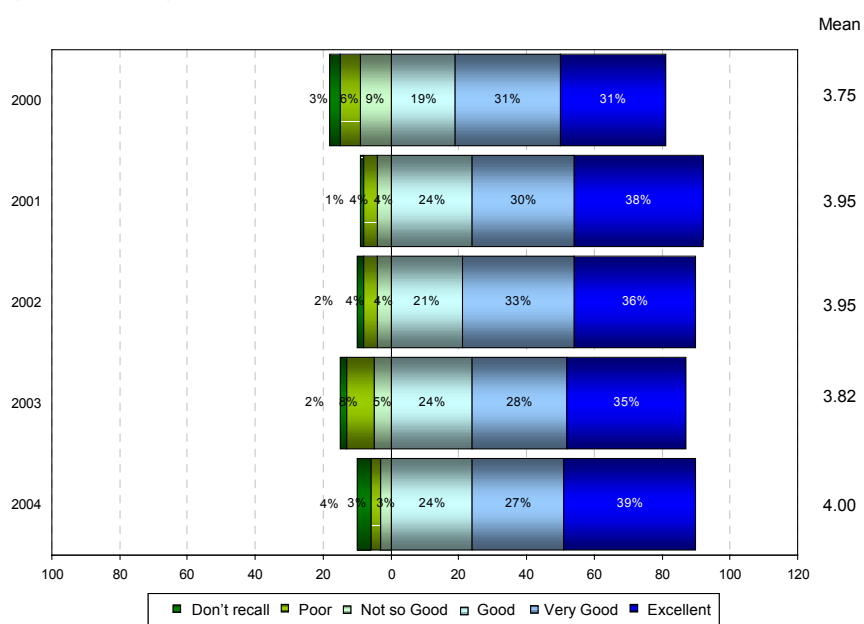
	Total (%)					North (%)		Central (%)		South (%)	
	2000 (302)	2001 (301)	2002 (300)	2003 (286)	2004 (300)	2003 (143)	2004 (150)	2003 (95)	2004 (75)	2003 (48)	2004 (75)
Excellent	31	38	36	35	39	39	41	31	32	33	40
Very good	31	30	33	28	27	29	25	26	28	27	32
Good	19	24	21	24	24	25	27	24	25	20	17
<b>Total Positive</b>	<b>81</b>	<b>92</b>	<b>90</b>	<b>87</b>	<b>90</b>	<b>93</b>	<b>93</b>	<b>81</b>	<b>85</b>	<b>80</b>	<b>89</b>
Not so good	9	4	4	5	3	2	2	7	4	10	4
Poor	6	4	4	6	3	4	1	8	7	10	1
<b>Total Negative</b>	<b>15</b>	<b>8</b>	<b>8</b>	<b>11</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>15</b>	<b>11</b>	<b>20</b>	<b>5</b>
Don't know	3	1	2	2	4	1	3	4	4	-	5

Continued on next page



## Rating of communication centres call service, continued

### Making you feel your call mattered to them





## Rating of communication centres call service, continued

### Reasons for not so good/poor rating

Feeling that the Communication Centre operator was not sympathetic or caring was the most common reason provided for a negative rating to making the caller feel like their call mattered.

Also frequently mentioned was the respondent's dissatisfaction with the attitude of the operator, that is, bad attitude.

Reasons for rating making it feel the call mattered as poor/not so good	Number of Respondents 2004 (n=17)
Not interested/uncaring	6
Poor attitude	5
Couldn't help	3
Asked too many questions	2
Made to feel call unimportant	1
No feedback	1
No local knowledge	1

*Multiple responses possible*





## Overall rating of communication centres call service

**Overall rating of call service** Respondents were asked to provide an overall rating of the call service they received from Comms.

Nearly seven out of ten respondents (68%) rated the Communication Centre call service highly (*excellent* or *very good*). Overall positive ratings have increased slightly this year to 93% from 2003. However they are still lower than the 2001 and 2002 ratings.

Show in the table below is the overall rating of service satisfaction for each of the three regions. The Northern centre is rated most highly, with the majority (95%) rating the overall service positively.

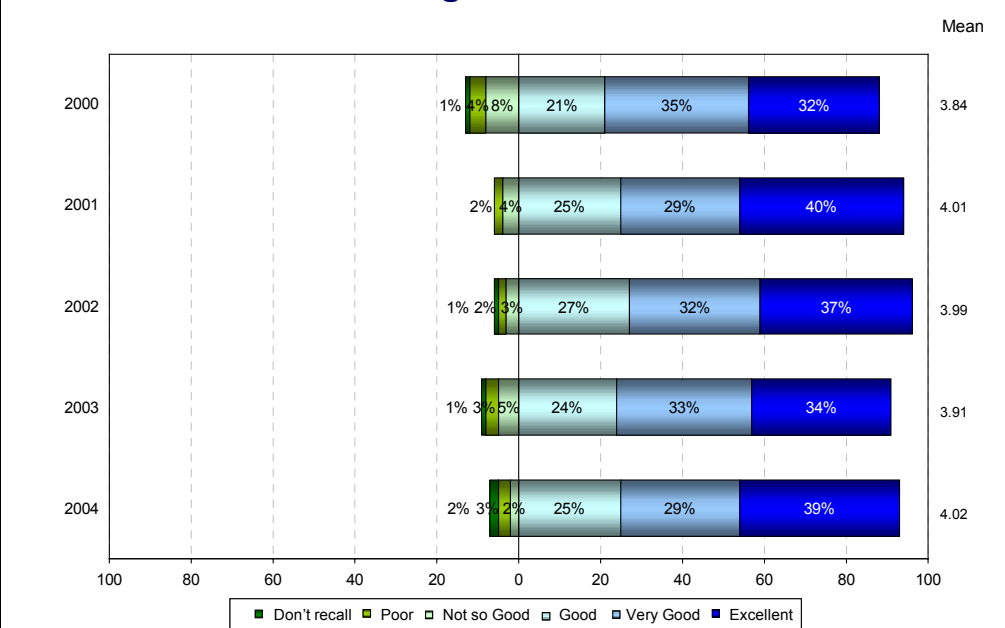
	Total (%)					North (%)		Central (%)		South (%)	
	2000 (302)	2001 (301)	2002 (300)	2003 (286)	2004 (300)	2003 (143)	2004 (150)	2003 (95)	2004 (75)	2003 (48)	2004 (75)
Excellent	32	40	37	34	39	38	43	25	29	42	4
Very good	35	29	32	33	29	32	28	41	35	21	27
Good	21	25	27	24	25	25	24	22	27	29	24
<b>Total Positive</b>	<b>88</b>	<b>94</b>	<b>96</b>	<b>91</b>	<b>93</b>	<b>95</b>	<b>95</b>	<b>88</b>	<b>91</b>	<b>92</b>	<b>92</b>
Not so good	8	4	3	5	2	2	1	8	1	6	3
Poor	4	2	2	3	3	3	3	4	4	2	3
<b>Total Negative</b>	<b>12</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>12</b>	<b>5</b>	<b>8</b>	<b>5</b>
Don't know	1	-	1	1	2	1	1	1	4	-	3

*Continued on next page*

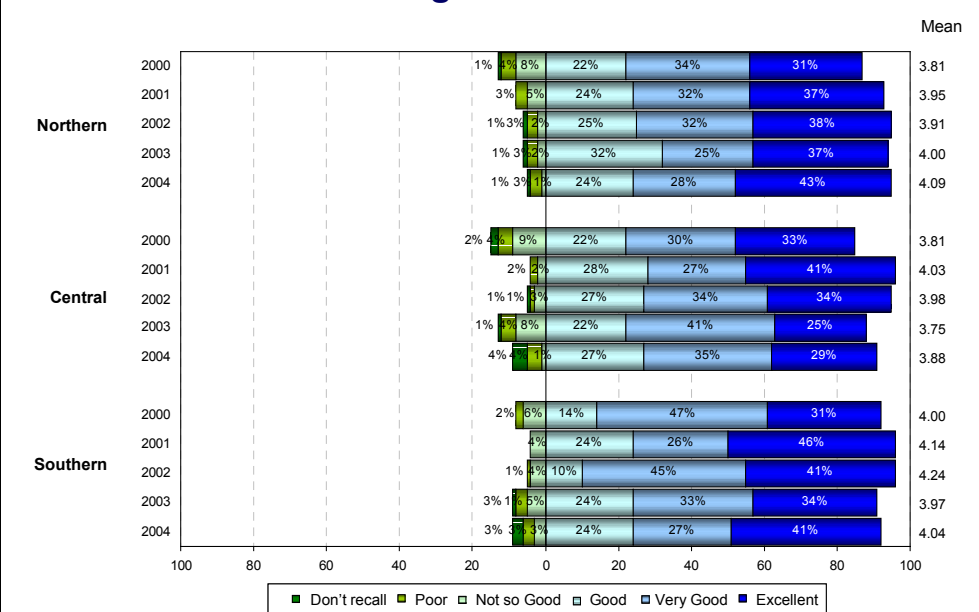


## Overall rating of communication centres call service, continued

### Overall satisfaction ratings - Total



### Overall satisfaction ratings





## Overall rating of communication centres call service, continued

### Reasons for not so good/poor rating

Reasons identified for a negative rating of overall service are consistent with reasons for negative ratings on specific service components. Common reasons identified include the fact that the message was not passed on to police, staff not sympathetic/caring and (respondent) made to feel their call was unimportant.

Reasons for rating overall service as poor/not so good	Number of Respondents 2004 (n=14)
Message not passed on to police	3
Not sympathetic/caring	2
Made to feel call unimportant	2
Took too long to answer call	1
Operator rude/ poor attitude	1
Didn't know local area	1
Left on hold	1
Couldn't help	1
No feedback	1
Other	2
Don't know	1

*Multiple responses possible*



## Relative Importance Analysis

---

### Relative importance analysis

Statistical analysis was carried out to show the relative importance of the key service elements to overall ratings of service satisfaction. In this measure, we used a statistical technique to get a measure of the relative 'impact' for each service aspect with the overall measure. All service aspects have increased in their mean performance ratings.

The following chart below shows that the *making you feel like call mattered* is the strongest influence on overall service satisfaction. However, note that it is also performing well, with an average score of *very good*. *Helpfulness of person handling call* is the top performing service attribute and is the second strongest influence on overall service satisfaction, thus this indicates that callers are currently very happy with the helpfulness received from the Comms staff. This indicates that Comms is doing well on both of these service elements and that efforts in these areas should be maintained.

Compared to the previous measure, these two aspects were also the most important, with *helpfulness of person handling call* being slightly more important than *making you feel like call mattered*.

*Promptness of personal answer* and *ease of making initial contact* are shown to have the least influence of all the service elements measure. Furthermore, *ease of making initial contact* is rated the lowest (on average). Thus, this aspect could be an area to focus on. Compared with the previous measure, *promptness of personal answer* had the lowest influence on overall satisfaction.

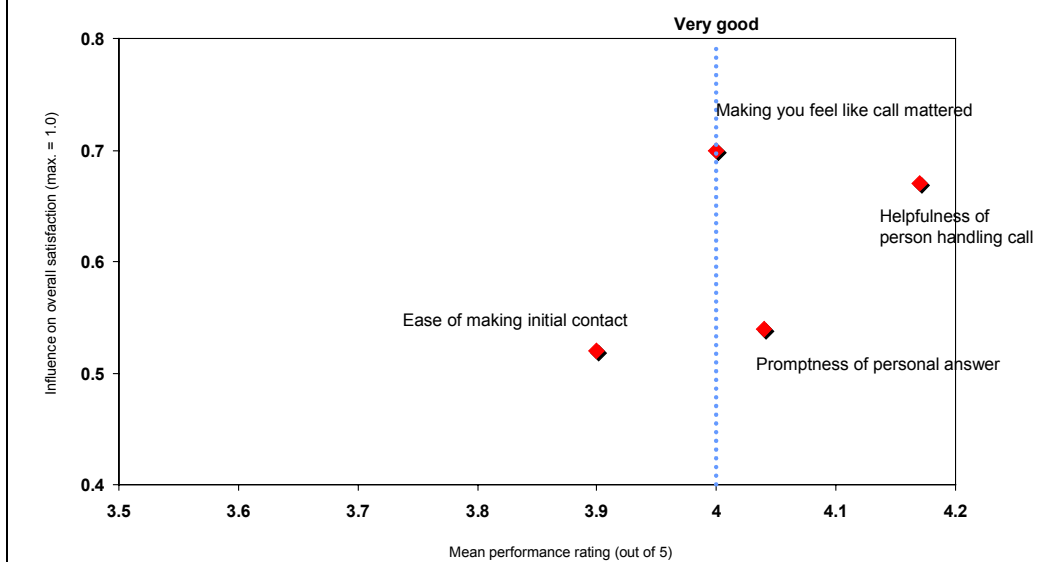
---

*Continued on next page*



## Relative Importance Analysis, continued

### Importance vs Performance





## Meeting Call Service Expectations

---

### **Meeting call service expectations**

This year there was a significant increase in the proportion of respondents reporting that their call service expectations are being met by the Communication Centre service (85% 2004 cf. 78% 2003).

Highest levels of satisfaction are apparent in the Southern area, with the Central area being least satisfied with regard to the call centre meeting expectations.

Areas most commonly identified as not meeting expectations include a difficulty to get through and calls not being answered quickly enough (n=9), taking too long to send someone out (n=8) and not getting the outcome that they were hoping for from the call (n=7).

---

*Continued on next page*



## Meeting Call Service Expectations, continued

Whether call service expectations were met and if not, why	Total (%)		North (%)		Central (%)		South (%)	
	2003 (286)	2004 (300)	2003 (143)	2004 (150)	2003 (95)	2004 (75)	2003 (48)	2004 (75)
No – my expectations were met	78	85	82	85	73	76	75	92
Difficult to get through/call not answered quickly enough	2	3	2	4	5	3	-	1
Took too long to send someone out	3	3	2	1	5	7	6	1
Didn't hear back from the Police	2	2	1	2	2	3	4	-
Poor knowledge by staff of area call related to	1	2	2	3	-	1	2	-
Kept on "hold" for too long	2	2	-	1	5	1	-	3
Didn't get hoped for outcome from call	3	2	1	2	4	4	5	1
Didn't acknowledge that call urgent/an emergency	1	2	1	1	3	5	-	-
Didn't send anyone out to investigate	3	1	1	1	6	1	3	-
Not sympathetic/understanding	3	1	2	-	4	4	6	1
Unable to indicate response time		1		-		3	-	-
Staff rude/unfriendly	1	0	1	-	2	1	-	-
Information given was inaccurate/not what I asked for	1	0	1	-	-	1	-	-
Didn't know who to refer to/referred to wrong person	-	0	-	1	-	-	2	-
Didn't know the answer to my question	2	0	2	1	3	-	-	-
Couldn't give me an immediate answer	1	-	-	-	2	-	-	-
Other	6	1	8	1	2	1	7	1



## Handling of Emergency 111 Calls

---

### **Most Important Police Responses**

Respondents were initially asked what they considered to be the most important things the Police should do when handling an emergency 111 call.

*Ensuring a quick response* to the call remains the most important service element (36%).

The next most mentioned is the importance of *Accurately recording all necessary details of the situation*, which has increased in importance this year.

Also commonly identified, was that the operator *Answer quickly* (13%). This has decreased in importance since 2003, where 20% rated this as an important police response.

---

*Continued on next page*





## Handling of Emergency 111 Calls, continued

Most important police responses	Total (%)		North (%)		Central (%)		South (%)	
	2003 (n=286)	2004 (n=300)	2003 (n=143)	2004 (n=150)	2003 (n=95)	2004 (n=75)	2003 (n=48)	2004 (n=75)
Ensure quick response	43	36	41	39	47	28	42	37
Accurate record all necessary details of situation	13	18	15	17	10	21	13	15
Answer quickly	20	13	17	12	22	15	23	15
Take the call seriously	5	10	6	12	4	7	6	8
Listen carefully to what you are saying	9	9	8	8	6	11	17	8
Provide assurance/calming influence	16	7	17	7	17	7	9	7
Demonstrate understanding of your location	4	6	5	5	2	5	4	7
Quickly record all necessary details of situation	3	5	5	3	2	7	-	7
Provide clear instructions on what to do next	7	4	6	3	12	7	2	1
Provide clear instructions on info required	3	4	3	4	3	4	2	3
Demonstrate concern about the situation	8	3	8	3	10	4	4	1
Assess and provide appropriate options	4	3	3	3	7	1	2	5
Behave professional/be patient/helpful*		2		1		3		3
Assess importance/urgency of call	1	1	1	1	1	1	-	1
Indication of how long response will be	1	1	2	1	-	1	-	1
Make a follow-up call	2	1	3	1	1	3	2	1
Stay on the line with you	-	1	-	1	-	1	-	1
Quickly transfer the call if appropriate	1	0	1	-	3	1	-	-
Keep it in local area/local stations	1	-	-	-	3	-	-	-
Nothing important	2	3	3	3	3	5	-	1
Don't know	4	5	3	4	3	5	9	8

*Multiple responses possible*



## Handling of Emergency 111 Calls, continued

### The Single Most Important Police Response

When asked what they would consider to be the single most important thing the Police should do when handling an emergency 111 call, findings verify the previous results. Ensuring a quick response is again clearly shown as most important by one third of the callers (32%). This was also the single most important police response found in 2003, where 39% rated it as the single most important police response.

Accurately recording all the necessary details of the situation and answering quickly were the two next most important police responses.

Single most important police response	Total (%)		North (%)		Central (%)		South (%)	
	2003 n=286	2004 n=300	2003 n=143	2004 n=150	2003 n=95	2004 n=75	2003 n=48	2004 n=75
Ensure quick response	39	32	37	35	41	25	42	35
Accurately record all necessary details of situation	7	13	8	13	6	16	8	9
Answer quickly	17	10	14	10	19	13	20	5
Listen carefully to what you are saying	5	6	5	5	2	8	11	5
Take the call seriously	2	6	2	6	1	7	2	7
Provide assurance/calming influence	5	4	7	5	4	1	2	4
Demonstrate understanding of your location	2	4	2	3	2	4	2	5
Assess and provide appropriate options	4	3	4	3	5	-	2	5
Provide clear instructions on the information needed	-	3	-	3	-	3	-	1
Quickly record all necessary details of situation	2	2	3	1	1	3	-	1
Provide clear instructions on what to do next	3	1	3	1	4	1	2	1
Demonstrate concern about the situation	2	1	2	2	2	-	2	1
Indicate how long response will be	1	1	2	1	-	-	-	1
Provide follow-up call/feedback	1	1	1	1	1	-	-	1
Assess importance / urgency of call	1	1	2	1	-	1	-	1
Stay on the line with you	-	1	-	1	-	1	-	1
Behave professional/be patient/helpful	-	1	-	-	-	-	-	3
Quickly transfer the call if appropriate	1	-	1	-	1	-	-	-
None identified as most important	3	5	4	5	3	9	2	1
Don't know	2	5	3	4	-	5	-	8

*Continued on next page*



## Extent To Which Comfortable With Experience Of Calling The Police

### Level of Comfort With Experience of Calling the Police

Respondents were asked, given their experience with the call they recently made to the police, how comfortable they would be if they had to call the police again.

A large proportion of respondents felt comfortable with their experience of calling the police (90% *very comfortable* or *comfortable*).

As the following chart shows, this is a slight increase from last year's rating. Likewise, ratings have increased in both North and South Centres from last year, with the Southern region remaining the most positive regarding a call back to the Police.

	Total (%)			North (%)		Central (%)		South (%)	
	2002 (300)	2003 (286)	2004 (300)	2003 (143)	2004 (150)	2003 (95)	2004 (75)	2003 (48)	2004 (75)
Very comfortable	71	62	67	63	66	62	65	60	72
Comfortable	21	26	22	24	23	27	24	30	20
<b>Total Positive</b>	<b>92</b>	<b>88</b>	<b>90</b>	<b>87</b>	<b>89</b>	<b>89</b>	<b>89</b>	<b>90</b>	<b>92</b>
Neither comfortable nor uncomfortable	1	4	3	3	3	4	3	7	4
Uncomfortable	4	5	3	7	3	4	4	2	1
Very uncomfortable	2	2	2	2	2	2	1	1	3
<b>Total Negative</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>4</b>
Don't know	1	1	2	1	3	1	3	-	-



## Extent To Which Comfortable With Experience Of Calling The Police, continued

### Reasons For Very uncomfortable/Uncomfortable

Reasons most commonly given by the small proportion (5%) of respondents who felt uncomfortable with their experience include doubting they would respond quickly (n=5) and wanting calls answered quicker (n=2).

Reasons for rating very uncomfortable/uncomfortable	Number of Respondents 2004 (n=15)
Didn't feel they were interested/poor attitude	2
Don't think Comms think it's important/priority	3
Doubt they would respond quickly	5
Want calls answered quickly	2
Lack confidence that they will act	1
Other	3

*Multiple responses possible*



## Suggestions For Improvement

---

### **Suggestions Of Ways Service Could Be Improved**

All respondents were asked if there were any other ways in which the service from Comms could be improved, should they need to call the Police again in the future.

Due to the high levels of satisfaction, it is not surprising that seven in ten respondents (68%) did not suggest any improvements with the service that they received from Comms.

Only about one quarter (24%) of the callers to the Southern centre suggested an improvement with the Comms service, compared with 37% of callers to the Central Comms centre.

The most frequently mentioned improvement by those giving a suggestion was providing more lines, so that calls could be answered more quickly (6%). Providing follow up or feedback was the next most frequently mentioned, by 5% of respondents.

---

*Continued on next page*



## Suggestions For Improvement, continued

Suggested improvements	Total	North	Central	South
	2004	2004	2004	2004
	(%)	(%)	(%)	(%)
<b>No other ways</b>	<b>68</b>	<b>67</b>	<b>63</b>	<b>76</b>
Answer phone quickly	6	5	7	5
Provide follow up/feedback	5	5	8	-
Keep it local/local knowledge	4	4	3	4
Faster response to situation	4	4	5	1
Take action/do what is promised	2	3	-	1
Provide assurance/calming influence	2	-	3	4
Be more accessible/quicker number to dial/mobile number	2	2	-	3
Need more operators	2	3	-	1
Indicate how long response will be	1	2	1	-
Need experienced/trained staff	1	2	-	1
Need more police	1	1	1	1
Take only brief details initially	1	2	-	-
Provide clear information	1	1	-	1
Other	4	3	7	5
Don't know	2	2	3	1

*Multiple responses possible*



## Variations of findings by ethnic group

### Variations of findings by ethnic group

Results from all questions were analysed by ethnicity.

Overall the various ethnic groups gave very similar ratings for each service aspect.

	<b>Total (%) n=300</b>	<b>NZ Euro (%) n=228</b>	<b>Maori (%) n=41</b>	<b>Other (%) n=48</b>
Ease initially made contact with first person spoken to	89	89	88	92
Promptness call personally answered	93	93	90	96
Helpfulness of person handling call	95	96	95	88
Making feel like call mattered to them	90	91	93	90
Overall telephone service	93	93	95	96
How comfortable would be if had to call police again	90	90	90	88

*Continued on next page*



## Variations of findings by ethnic group, continued

---

Respondents of Māori ethnicity were further asked if there was anything they felt could be improved upon, or done differently, about the way their call was handled (from a Māori perspective). Only three Māori respondents (out of 41) gave a suggestion in response to this question this year.

These were:

*“The lady who I was speaking to asked me who I was talking to, and I said do I have to give that info, she asked me if I was <iwi> and she read back the phone number, and I got a bit of a shock that she had those details, I would of liked to have been kept anonymous. The speed of answering the call”*

*“Just their response time, the police are very good at coming out till about midnight but when the real stuff happens after that (in the early morning) it takes them 20-45 mins to show their face. Just personal experiences - I know they’ll never show till half an hour, 45 mins later”*

*“Done quickly. The car in front of me was doing burnouts in front of me. I followed it till I got hold of the police... I stayed on the phone till the police said to come into station... took too long on the phone and then told me to come in. The police didn’t expect me to come straight away when I called them and that really confused me. The police took too long and then didn’t want to come out. They didn’t take the licence plate number which could have helped them identify the person but they wanted me to come in”*

---





## Variations of findings by ethnic group, continued

### Results by ethnic group (expectations were met)

Respondents of New Zealand European descent were slightly more likely to mention that the call service they received met their expectations

	<b>Total (%)</b> <b>n=300</b>	<b>NZ Euro (%)</b> <b>n=228</b>	<b>Maori (%)</b> <b>n=41</b>	<b>Other (%)</b> <b>n=48</b>
Expectations were met	85	86	85	81

### Results by ethnic group (suggested improvement to call service)

Respondents of “other” ethnicity were less likely to mention any suggested improvements to the call service.

In terms of what is of most importance, respondents of Maori ethnicity were more likely to mention the importance of having all necessary details of the situation recorded accurately.

	<b>Total (%)</b> <b>n=300</b>	<b>NZ Euro (%)</b> <b>n=228</b>	<b>Maori (%)</b> <b>n=41</b>	<b>Other (%)</b> <b>n=48</b>
No improvements suggested	68	70	66	71



## Appendix I - Respondent Profile

### Age, ethnicity and gender

Respondents comprised slightly more males (56%) than females (44%). The proportions of males to females is similar to that of 2003.

The proportions in the different age groups and ethnicities were also similar to 2003.

	<b>Total %</b>	<b>North %</b>	<b>Central %</b>	<b>South %</b>
<b>Gender</b>				
Male	56	53	57	60
Female	44	47	43	40
<b>Age</b>				
Under 20	4	5	1	4
20 to 29	18	15	23	20
30 to 39	28	31	27	21
40 to 49	27	25	33	25
50 to 59	15	14	12	21
60 to 69	4	5	1	4
Over 70	4	4	3	4
<b>Ethnicity</b>				
New Zealand European/Pakeha	76	73	76	83
Māori	14	19	7	11
Samoan	3	3	1	3
Indian	2	1	4	1
Cook Island Maori	1	3	-	-
Chinese	1	1	1	-
Niuean	1	1	-	-
Tongan	1	1	1	-
Other	8	5	12	8

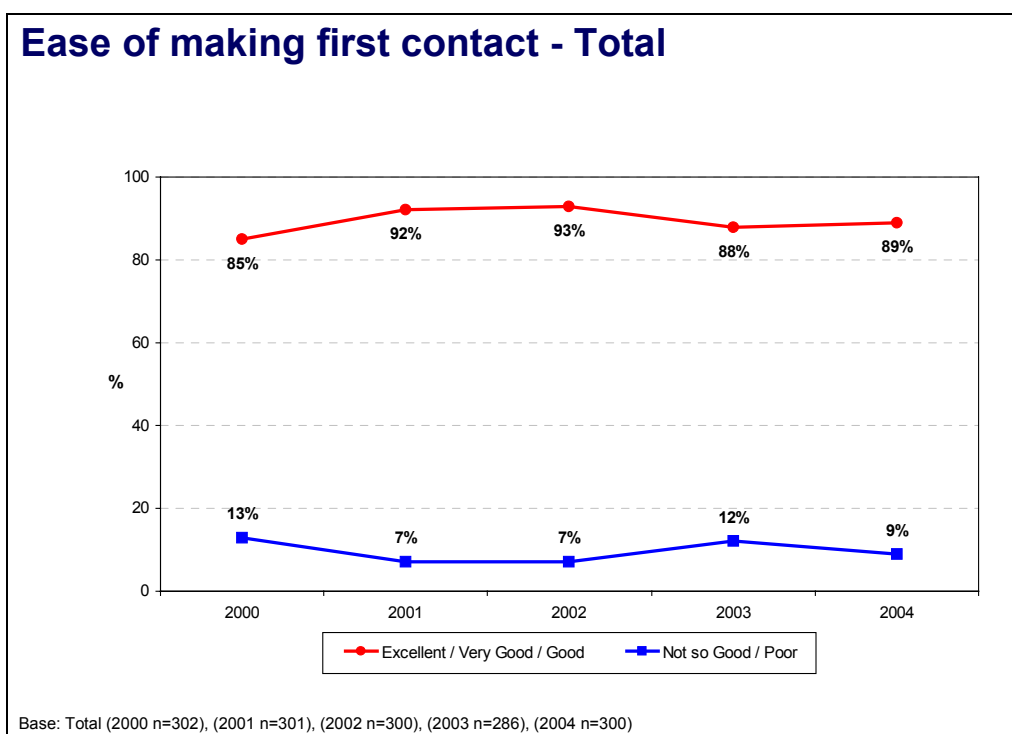


## Appendix II – Trend Charts

### Ease of initial contact

The following charts show the total and regional satisfaction ratings for ease of making initial contact for all years.

The time series (line charts) shows the total in the first chart followed by each of the three centres: Northern, Central and Southern. In each of the regional charts, the grey lines are the total satisfaction ratings to give each centre a comparison.

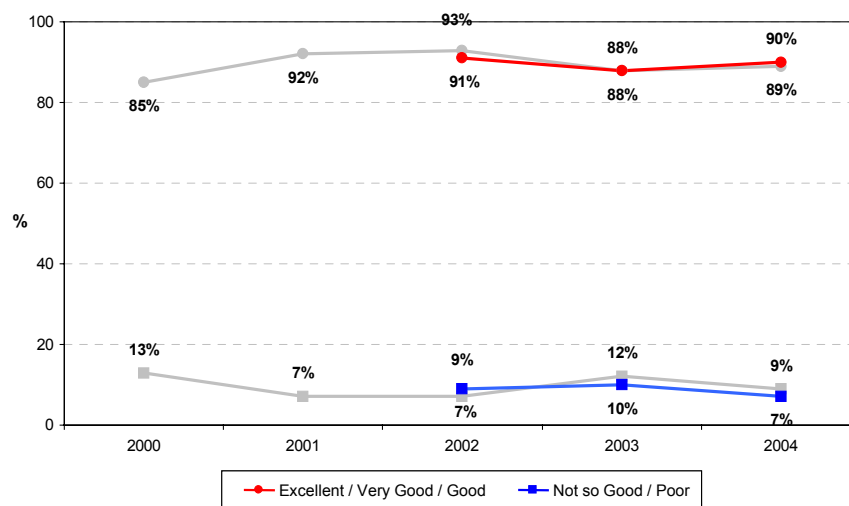


*Continued on next page*



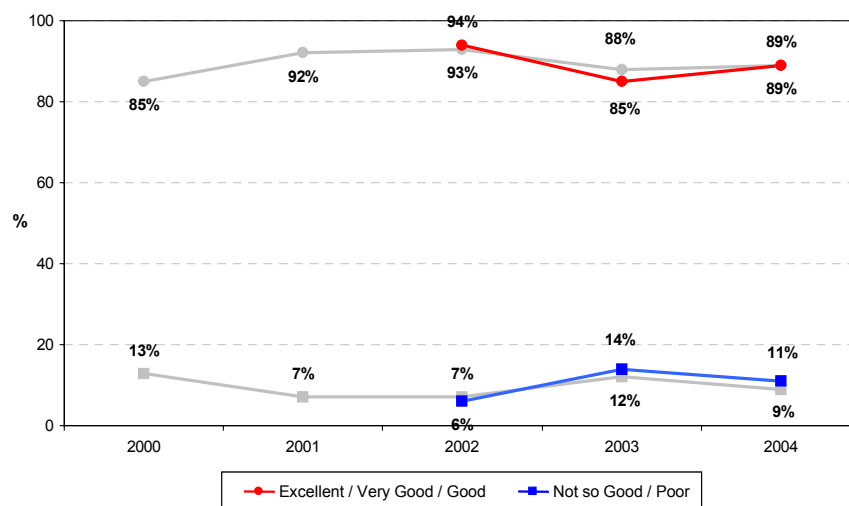
## Appendix II – Trend Charts, continued

### Ease of making first contact - North



Base: North (2002 n=144), (2003 n=143), (2004 n=150)

### Ease of making first contact - Central



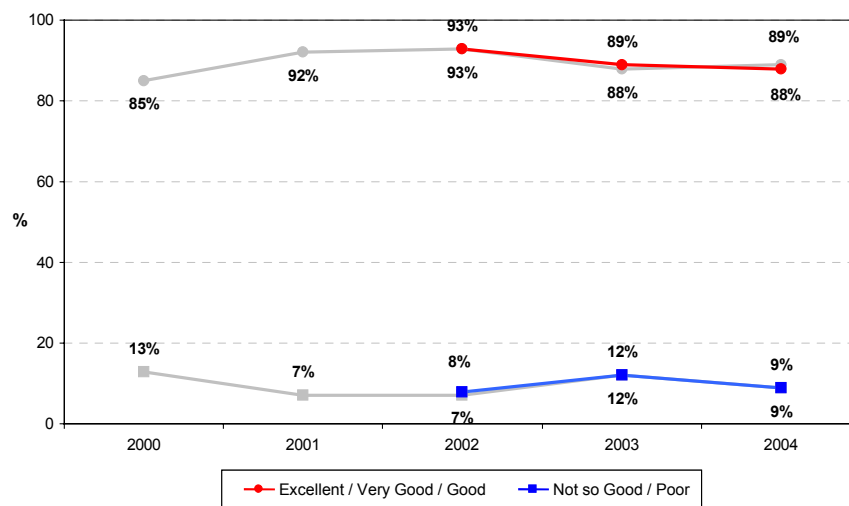
Base: Central (2002 n=104), (2003 n=95), (2004 n=75)

*Continued on next page*



## Appendix II – Trend Charts, continued

### Ease of making first contact - South



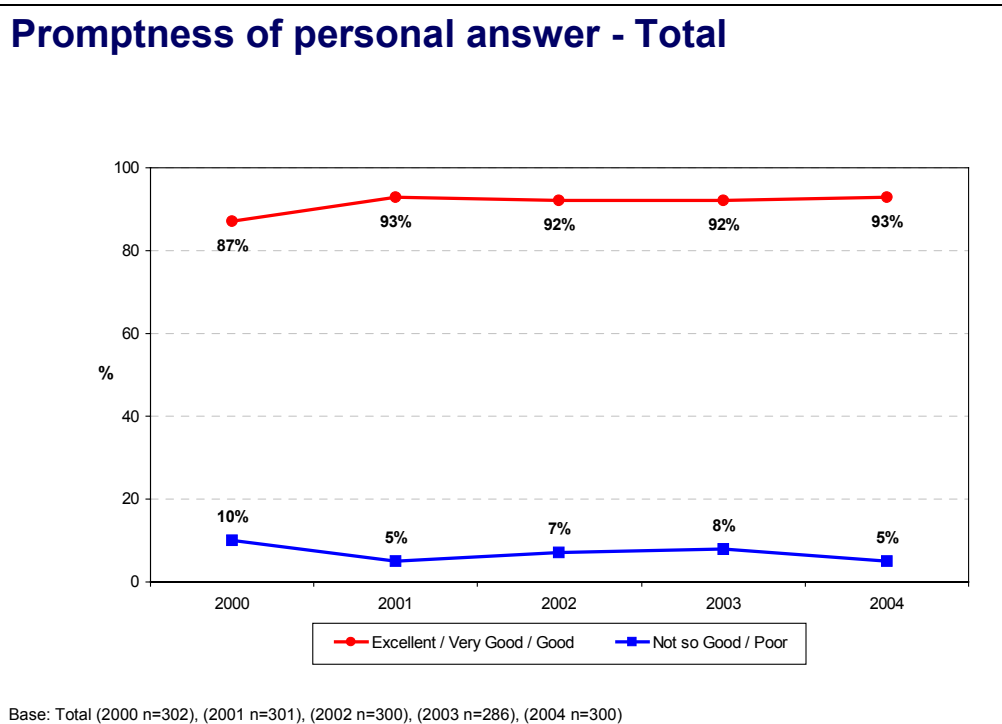
Base: South (2002 n=52), (2003 n=48), (2004 n=75)



## Appendix II – Trend Charts, continued

### Promptness of personal answer

The following charts show the total and regional satisfaction ratings for promptness of personal answer across all measures.

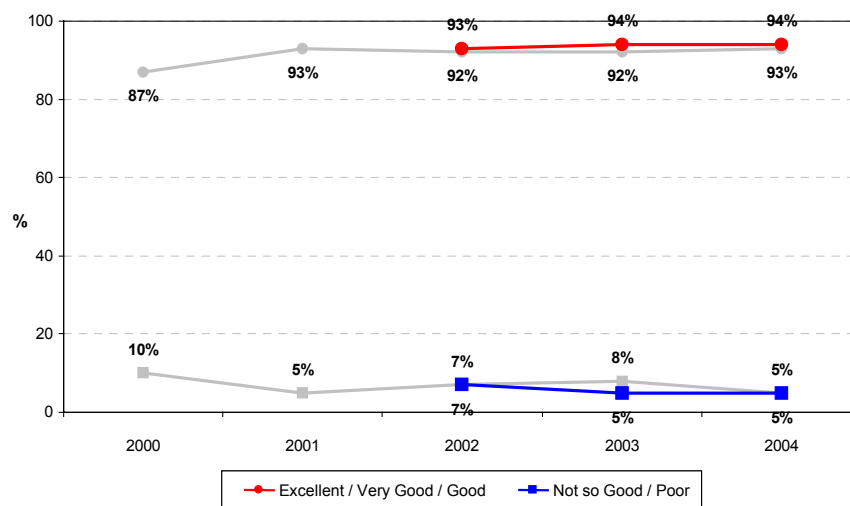


*Continued on next page*



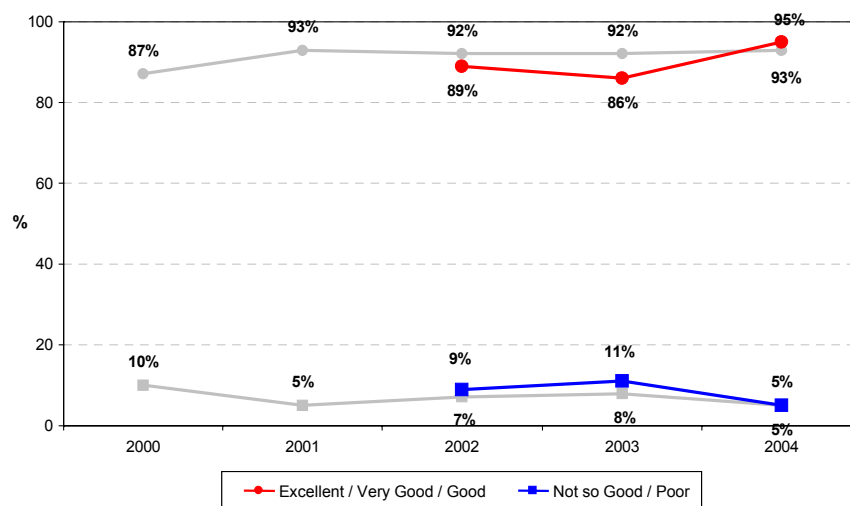
## Appendix II – Trend Charts, continued

### Promptness of personal answer - North



Base: North (2002 n=144), (2003 n=143), (2004 n=150)

### Promptness of personal answer - Central



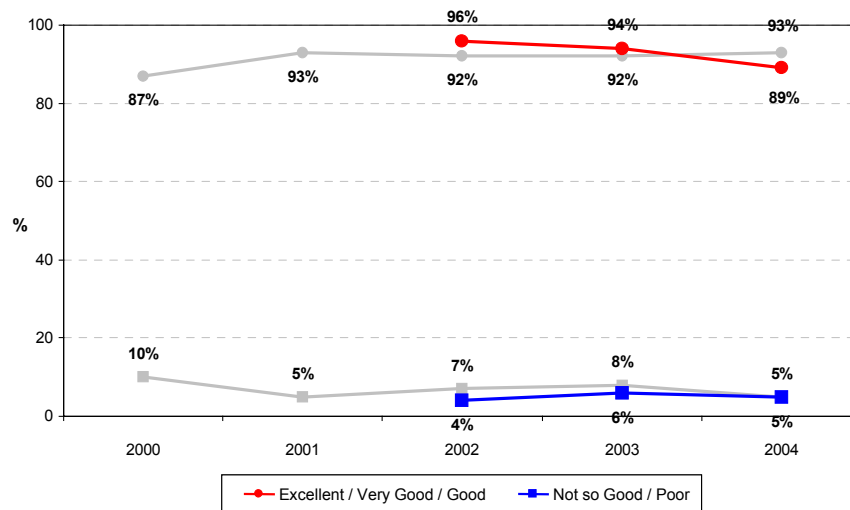
Base: Central (2002 n=104), (2003 n=95), (2004 n=75)

*Continued on next page*



## Appendix II – Trend Charts, continued

### Promptness of personal answer - South



Base: South (2002 n=52), (2003 n=48), (2004 n=75)



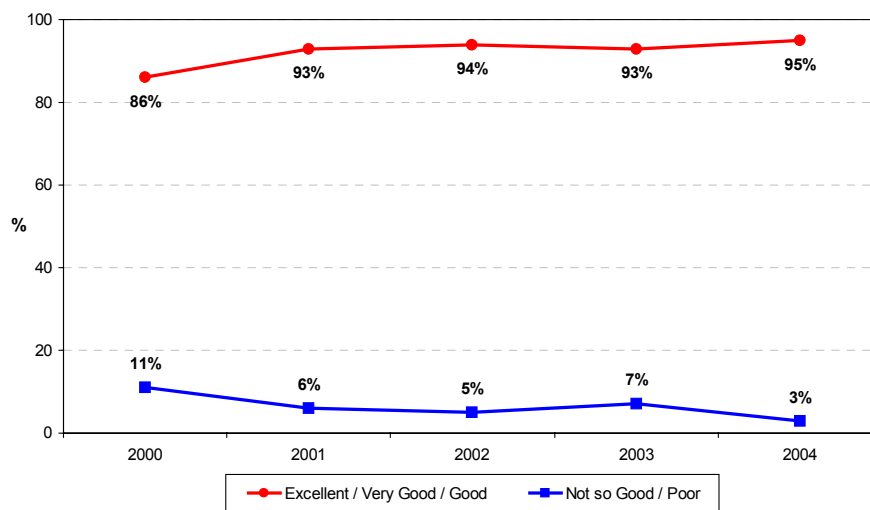


## Appendix II – Trend Charts, continued

### Helpfulness of person handling your call

The following charts show the total and regional satisfaction ratings for helpfulness of person handling your call across all measures.

#### Helpfulness of person handling call - Total



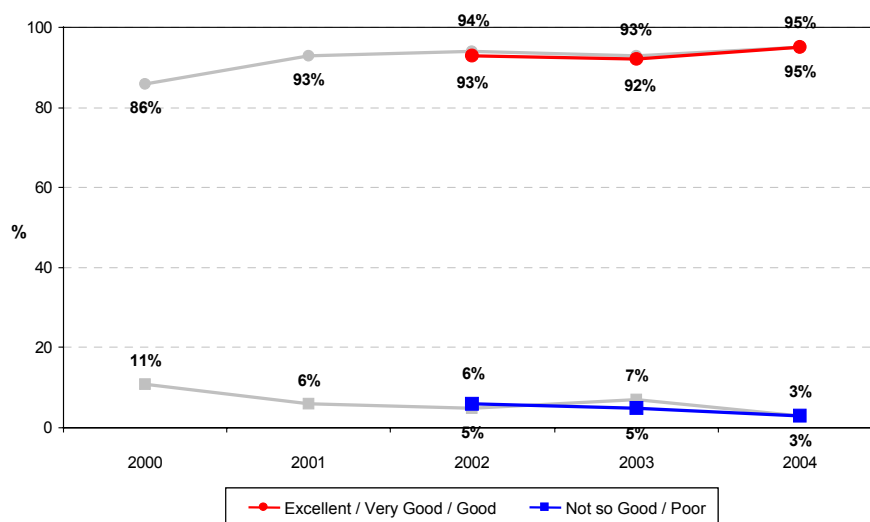
Base: Total (2000 n=302), (2001 n=301), (2002 n=300), (2003 n=286), (2004 n=300)

*Continued on next page*



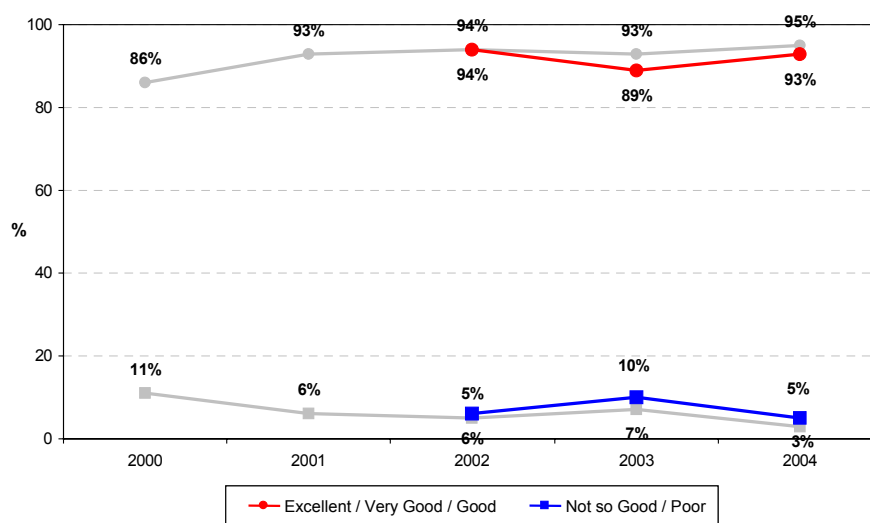
## Appendix II – Trend Charts, continued

### Helpfulness of person handling call - North



Base: North (2002 n=144), (2003 n=143), (2004 n=150)

### Helpfulness of person handling call - Central



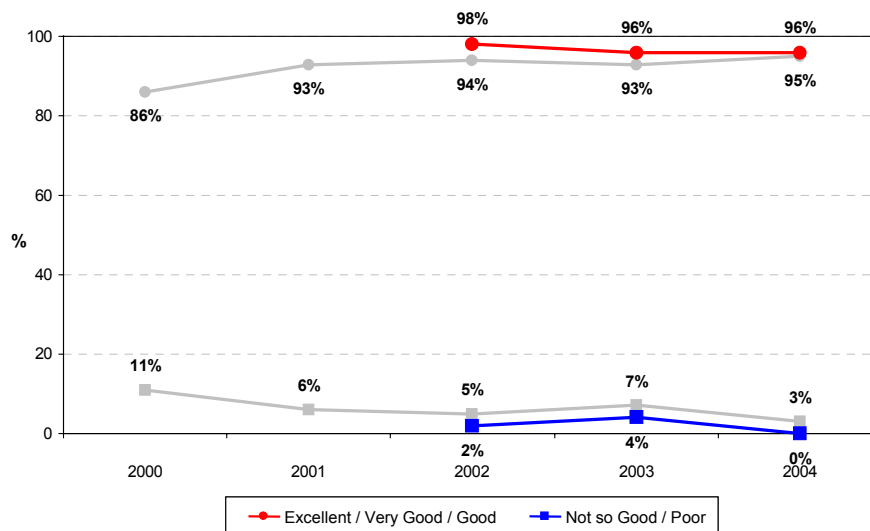
Base: Central (2002 n=104), (2003 n=95), (2004 n=75)

*Continued on next page*



## Appendix II – Trend Charts, continued

### Helpfulness of person handling call - South



Base: South (2002 n=52), (2003 n=48), (2004 n=75)

*Continued on next page*

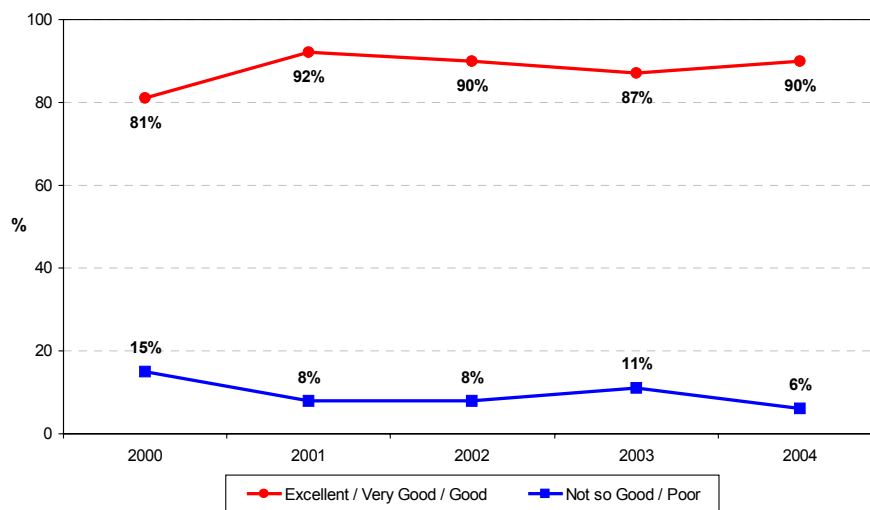


## Appendix II – Trend Charts, continued

### Making you feel call mattered to them

The following charts show the total and regional satisfaction ratings for making you feel call mattered to them across all measures.

#### Making it feel like call mattered - Total



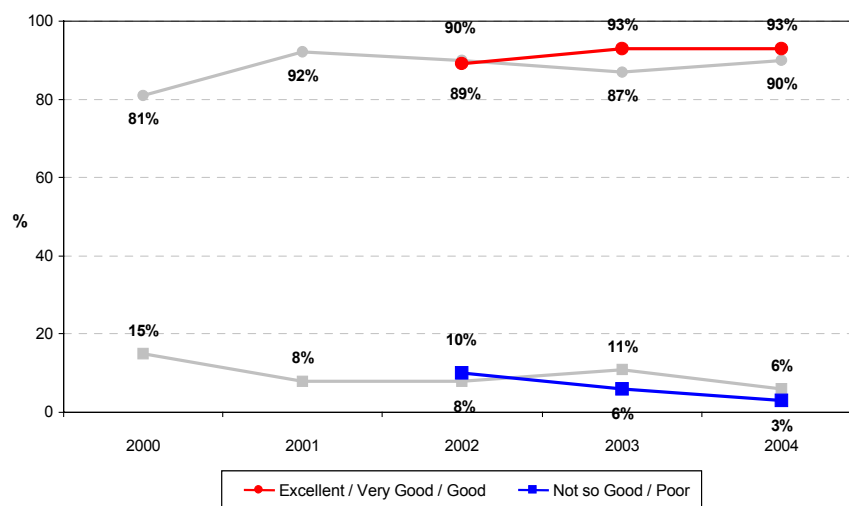
Base: Total (2000 n=302), (2001 n=301), (2002 n=300), (2003 n=286), (2004 n=300)

*Continued on next page*



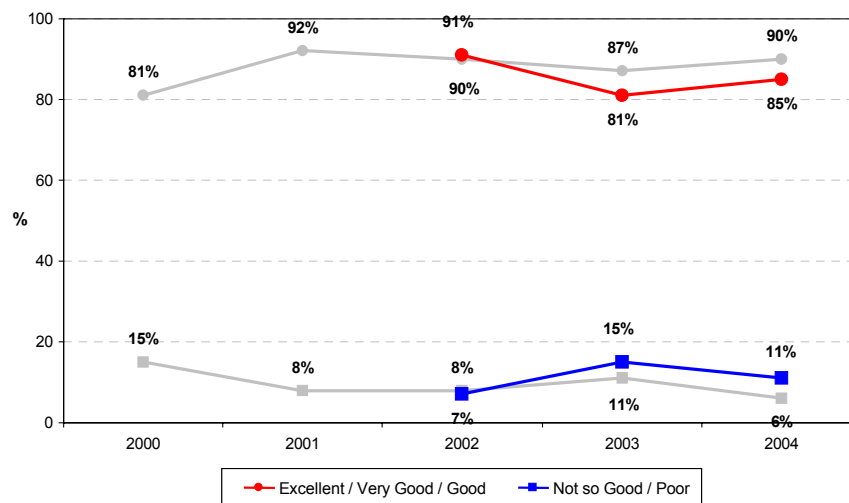
## Appendix II – Trend Charts, continued

### Making it feel like call mattered - North



Base: North (2002 n=144), (2003 n=143), (2004 n=150)

### Making it feel like call mattered - Central



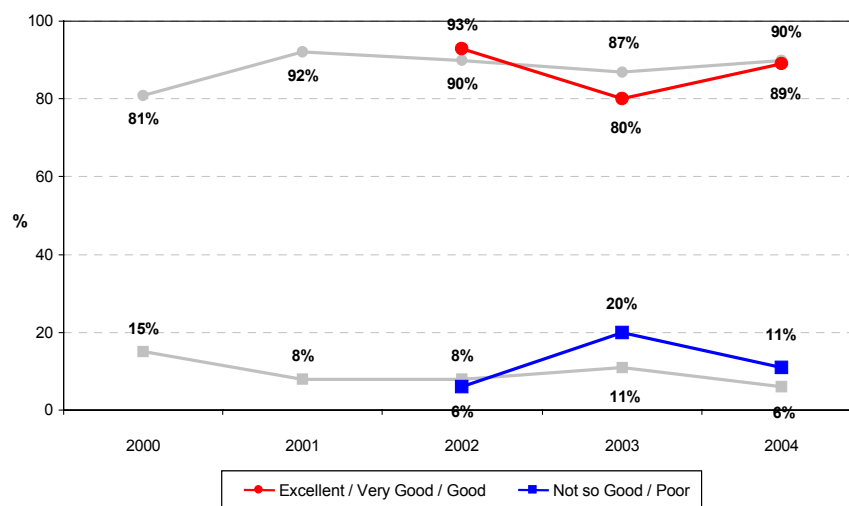
Base: Central (2002 n=104), (2003 n=95), (2004 n=75)

*Continued on next page*



## Appendix II – Trend Charts, continued

### Making it feel like call mattered - South



Base: South (2002 n=52), (2003 n=48), (2004 n=75)

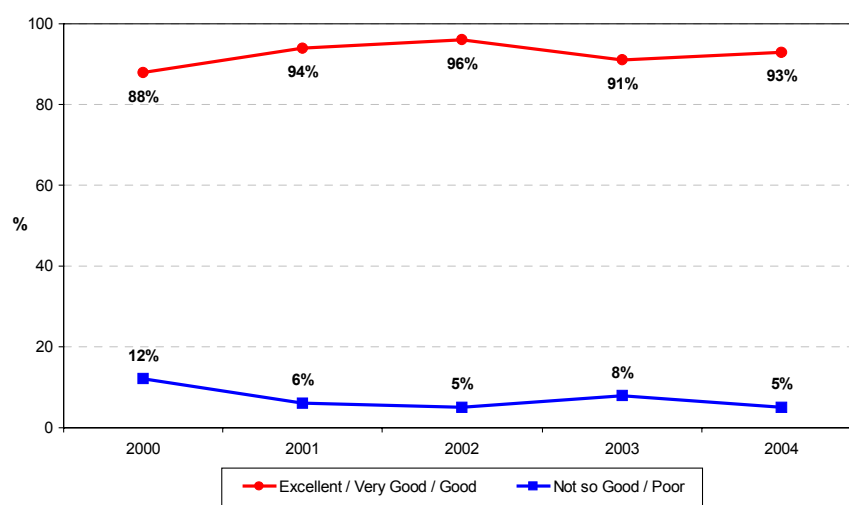


## Appendix II – Trend Charts, continued

### Overall satisfaction

The following charts show the total and regional overall satisfaction ratings across all measures.

#### Overall rating of call service - Total



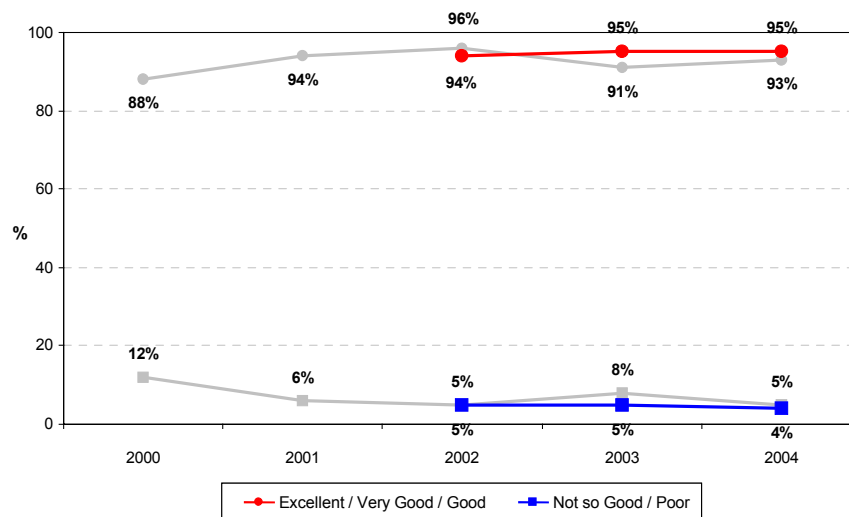
Base: Total (2000 n=302), (2001 n=301), (2002 n=300), (2003 n=286), (2004 n=300)

*Continued on next page*



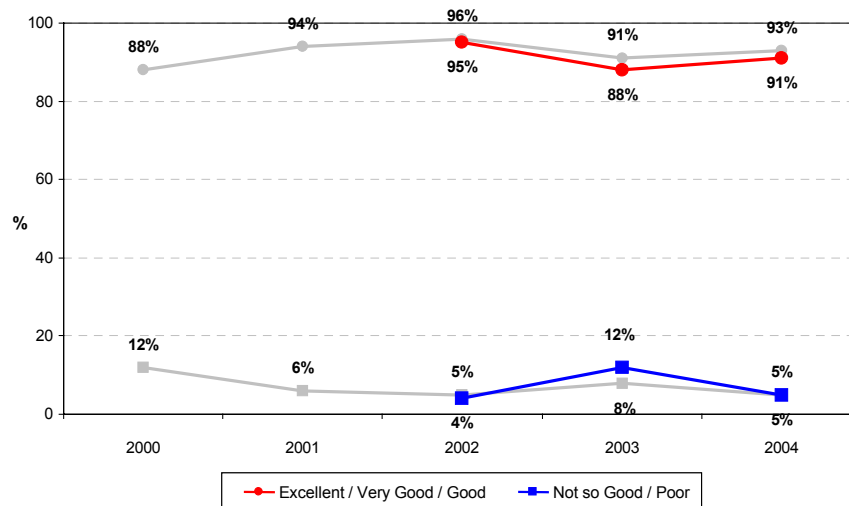
## Appendix II – Trend Charts continued

### Overall rating of call service - North



Base: North (2002 n=144), (2003 n=143), (2004 n=150)

### Overall rating of call service - Central



Base: Central (2002 n=104), (2003 n=95), (2004 n=75)

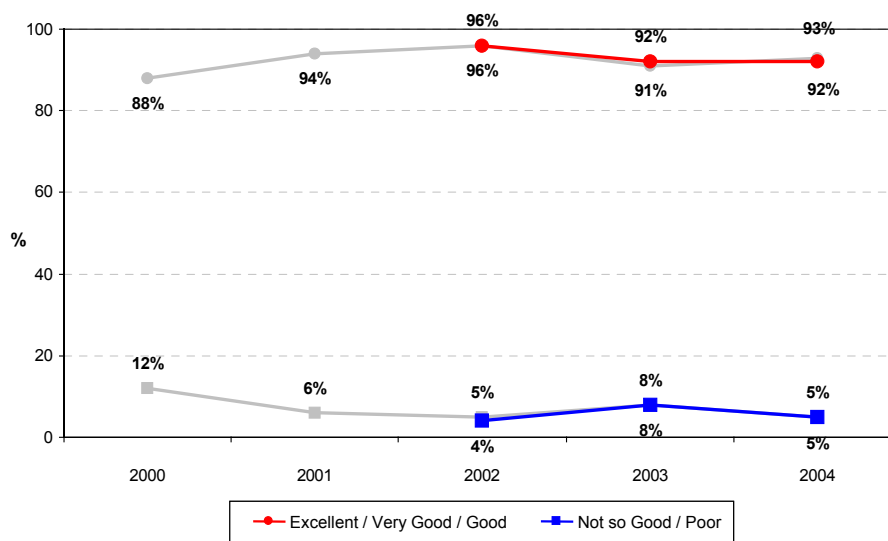
*Continued on next page*





## Appendix II – Trend Charts continued

### Overall rating of call service - South



Base: South (2002 n=52), (2003 n=48), (2004 n=75)

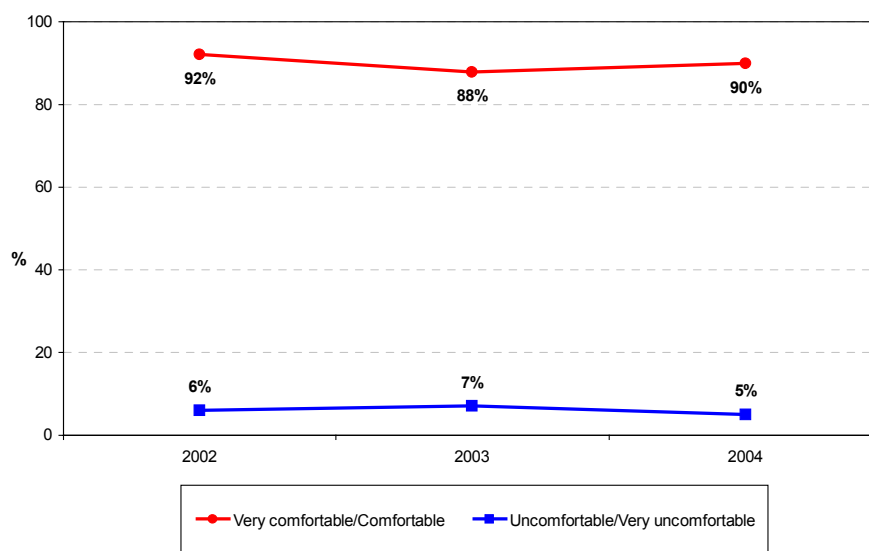


## Appendix II – Charts continued

### Level of comfort with experience of calling the Police

The following charts show the total and regional satisfaction ratings for level of comfort with experience of calling the Police across all measures.

#### Level of comfort with experience of calling the Police - Total



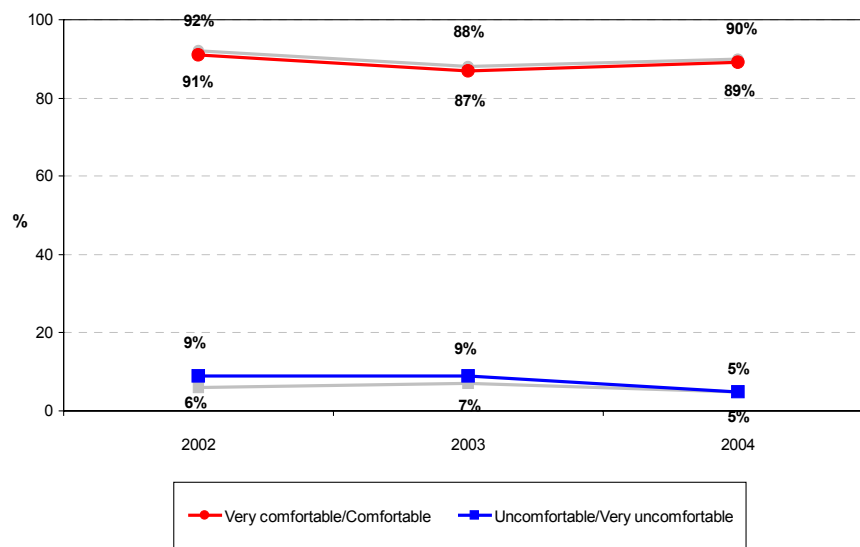
Base: Total (2002 n=300), (2003 n=286), (2004 n=300)

*Continued on next page*



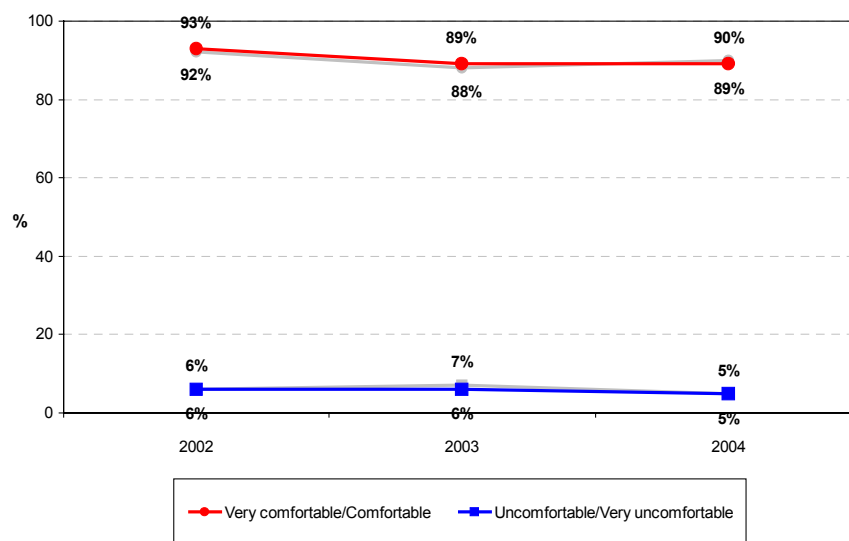
## Appendix II – Trend Charts continued

### Level of comfort with experience of calling the Police - North



Base: North (2002 n=144), (2003 n=143), (2004 n=150)

### Level of comfort with experience of calling the Police - Central



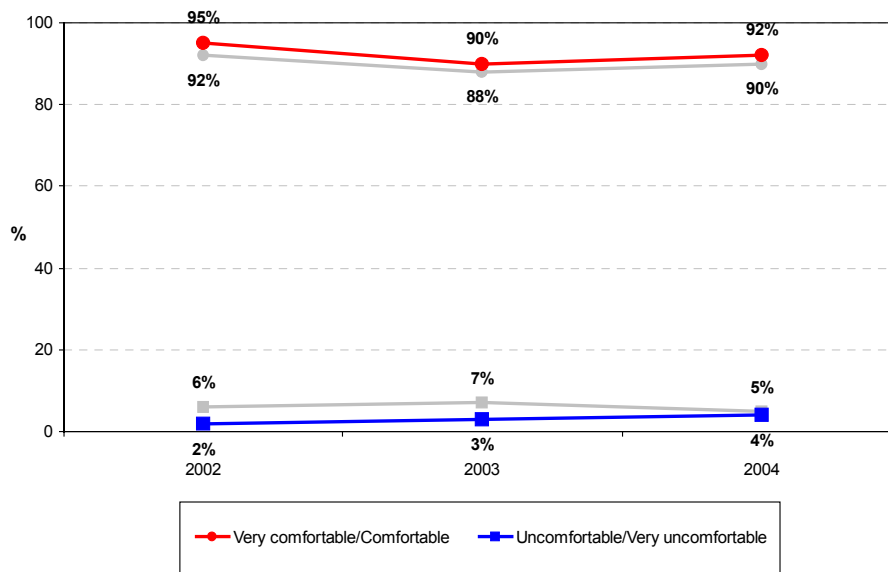
Base: Central (2002 n=104), (2003 n=95), (2004 n=75)

Continued on next page



## Appendix II – Trend Charts continued

### Level of comfort with experience of calling the Police - South





## Appendix III – Questionnaire

*Good evening, my name is ..... from ACNielsen. Would it be possible to speak to ..... please?*

***If not available, arrange call back.***

***Reintroduce if necessary.***

*We are conducting a short confidential survey on behalf of the New Zealand Police Communications Centres to assess the satisfaction of people who have recently called the Police. Your name and phone number have been provided to us on a confidential basis by the Police for this survey only and you have been randomly chosen from recent callers.*

***(If necessary)*** *We are only interested in your rating of the call for service you made.*

***(If respondent wishes to speak directly to the Police)*** *You can contact Jo Legat, Project Officer, Communications Centres - National Management Group (04) 381 2055.*

***(If necessary)*** *We are an independent market research company and all our work is completely confidential. Your answers will be combined with those of others and there will be nothing in the results that could identify you.*

*Do you have time to answer a few questions now? This will only take about 5 minutes.*

***If no, arrange call back.***

***If refuse, thank and close.***

*We are interested in your **most recent call** to the Police (i.e. within the last month).*

*Continued on next page*



## Appendix III – Questionnaire, continued

Q1	Don't read out. Code one only Thinking about your <u>most recent call</u> , what was the main reason for you call to the Police? <i>PROBE If needed: probe to clarify</i>	Code	Route
	A house theft or burglary.....	01	
	A vehicle theft or burglary .....	02	
	Other theft or burglary .....	03	
	An intruder, a prowler, noises .....	04	
	Suspicious or disorderly behaviour .....	05	
	Property damage or vandalism .....	06	
	A traffic incident.....	07	
	Lost or found property .....	08	
	A domestic incident.....	09	
	An assault (including sexual) .....	10	
	A missing person.....	11	
	Other (specify) .....	12	
	Don't recall / don't know (do not read out) .....	13	
	Refused (do not read out).....	14	

Q2	Don't read out. Code one only. Can you tell me if <u>this most recent call</u> concerned a personal matter or did it concern an organisation or business matter?	Code	Route
	Personal.....	1	
	Organisation / business .....	2	
	Both personal and organisation/business .....	3	
	Other (specify) .....	4	
	Don't recall / don't know .....	5	
	Refused .....	6	

*Continued on next page*



## Appendix III – Questionnaire, continued

Q3	Read from Excellent to Poor. Code one only. Thinking about your call, how would you rate how easy it was to make contact with the first person you spoke to? Would you say this was:	Code	Route
	Poor.....	1	Q4
	Not so good.....	2	Q4
	Good .....	3	Q5
	Very good .....	4	Q5
	Excellent.....	5	Q5
	Don't know (do not read out).....	6	Q5

Q4	If answered NOT SO GOOD or POOR <b>Q3</b> (code 1 or 2) ask: Why do you say that?  _____ _____
----	--

Q5	When you made your call, were you aware that you were transferred through to the NZ Police Communications Centre?	Code	Route
	Yes .....	1	
	No .....	2	
	Not sure .....	3	

*Continued on next page*



## Appendix III – Questionnaire, continued

Q6	Read from Excellent to Poor. Code one only. <b>If no/not sure in Q5 :</b> Calls are transferred through to the Communications Centre to ascertain whether Police attendance is required. <b>All:</b> My next questions refer to the service you received once your most recent call had been transferred to the Communications Centre. Thinking about your call, how would you <u>rate the promptness with which your call was personally answered</u> by the Communications Centre? Would you say this was:	Code	Route
	Poor.....	1	Q7
	Not so good.....	2	Q7
	Good .....	3	Q10
	Very good .....	4	Q10
	Excellent.....	5	Q10
	Don't know (do not read out) .....	6	Q10

Q7	If answered NOT SO GOOD or POOR at <b>Q6</b> (code 1 or 2) ask: Why do you say that?  _____ _____
----	---

Q8	Read from Excellent to Poor. Code one only. And how would you <u>rate the helpfulness of the person handling your call</u> at the Communications Centre? Would you say they were:	Code	Route
	Poor.....	1	Q9
	Not so good.....	2	Q9
	Good .....	3	Q10
	Very good .....	4	Q10
	Excellent.....	5	Q10
	Don't know (do not read out) .....	6	Q10

Continued on next page





## Appendix III – Questionnaire, continued

Q9 If answered NOT SO GOOD or POOR at **Q8** (code 1 or 2) ask:  
Why do you say that?

---

---

Q10	Read from Excellent to Poor. Code one only. And how would you <u>rate the person handling your call on making you feel like your call mattered to them?</u> Would you say they were:	Code	Route
	Poor.....	1	Q11
	Not so good.....	2	Q11
	Good .....	3	Q12
	Very good .....	4	Q12
	Excellent.....	5	Q12
	Don't know (do not read out).....	6	Q12

Q11 If answered NOT SO GOOD or POOR at **Q10** (code 1 or 2) ask:  
Why do you say that?

---

---

Q12	Read from Excellent to Poor. Code one only. And how would you <u>rate the overall service</u> you received from the Communications Centre? Would you say this was:	Code	Route
	Poor.....	1	Q13
	Not so good.....	2	Q13
	Good .....	3	Q14
	Very good .....	4	Q14
	Excellent.....	5	Q14
	Don't know (do not read out).....	6	Q14

*Continued on next page*



## Appendix III – Questionnaire, continued

Q13 If answered NOT SO GOOD or POOR at **Q12** (code 1 or 2) ask:  
Why do you say that?

---



---

Q14		Code	Route
	Don't read out. Code many. When you called the Police, you probably had an idea of how you expected your call to be handled. Are there <u>any aspects of the call service you received that did not meet your expectations?</u> <b>If yes:</b> What expectations were not met?  <b>Note: If staff mentioned, probe to get difference between rude/unfriendly or not sympathetic/understanding (code 9 or 10)</b> <b>PROBE</b> Probe to exhaustion: Anything else?		
	No - my expectations were met .....	01	
	Difficult to get through / call not answered quickly enough .....	02	
	Kept on 'hold' for too long .....	03	
	Poor knowledge by staff of area call related to .....	04	
	Couldn't give me an immediate answer.....	05	
	Didn't know the answer to my question .....	06	
	Information given was inaccurate / not what I asked for.....	07	
	Didn't know who to refer me on to / referred onto the wrong person.....	08	
	Staff rude/unfriendly.....	09	
	Not sympathetic/understanding .....	10	
	Didn't satisfactorily acknowledge that call was urgent/an emergency.....	11	
	Didn't get the outcome I was hoping for from the call .....	12	
	Didn't send anyone out to investigate.....	13	
	Took too long to send someone out.....	14	
	Didn't hear back from Police .....	15	
	Other (please state) .....	16	
	Don't recall / don't know (don't read out) .....	17	

Continued on next page



## Appendix III – Questionnaire, continued

Q15	<p>Don't read out. Code many.</p> <p><b><u>Go to Q17 if only one answer is given</u></b></p> <p>If you were to make an emergency 111 call to the Police, what would be the most important things the Police should do when handling such a call?</p> <p><i>PROBE Probe to exhaustion: Anything else?</i></p>	Code	Route
	Answer quickly.....	01	
	Take the call seriously.....	02	
	Listen carefully to what you are saying.....	03	
	Provide clear instructions on the information required from you.....	04	
	Accurately record all necessary details of the situation.....	05	
	Quickly record all necessary details of the situation.....	06	
	Demonstrate understanding of your location/area.....	07	
	Demonstrate concern about the situation.....	08	
	Provide clear instructions on what to do next.....	09	
	Assess and provide appropriate options.....	10	
	Provide assurance about the situation.....	11	
	Ensure a quick response to the situation (e.g. get someone on their way).....	12	
	Quickly transfer the call if appropriate.....	13	
	Ensure your confidentiality is maintained.....	14	
	Other (specify).....	15	
	Nothing important.....	16	Q17
	Don't know (don't read out).....	17	Q17

*Continued on next page*



## Appendix III – Questionnaire, continued

Q16	Don't read out. List only those mentioned in <b>Q15</b> Of the most important things that you have identified, what would be the <u>most important thing</u> for you that the <u>Police should do when handling an emergency 111 call?</u> <i>PROBE If needed, read: Would it be...?</i>	Code	Route
	Answer quickly.....	01	
	Take the call seriously.....	02	
	Listen carefully to what you are saying.....	03	
	Provide clear instructions on the information required from you.....	04	
	Accurately record all necessary details of the situation.....	05	
	Quickly record all necessary details of the situation.....	06	
	Demonstrate understanding of your location/area.....	07	
	Demonstrate concern about the situation.....	08	
	Provide clear instructions on what to do next.....	09	
	Assess and provide appropriate options.....	10	
	Provide assurance about the situation.....	11	
	Ensure a quick response to the situation (e.g. get someone on their way).....	12	
	Quickly transfer the call if appropriate.....	13	
	Ensure your confidentiality is maintained.....	14	
	None identified most important - something else (specify).....	15	
	None most important.....	16	
	Don't know (don't read out).....	17	

*Continued on next page*



## Appendix III – Questionnaire, continued

Q17	Read from very comfortable to very uncomfortable. Given your experience with the call you made to the police, how <u>comfortable</u> would you say you would be if you had to <u>call the police again</u> ? Would you say you'd be:	Code	Route
	Very uncomfortable.....	1	Q18
	Uncomfortable .....	2	Q18
	Neither comfortable nor uncomfortable .....	3	Q19
	Comfortable .....	4	Q19
	Very comfortable .....	5	Q19
	Don't know (do not read out) .....	6	Q19

Q18 If answered UNCOMFORTABLE or VERY UNCOMFORTABLE at **Q17** (code 1 or 2) ask:  
Why would you be uncomfortable calling again?  
*PROBE Probe to exhaustion: anything else?*

\_\_\_\_\_

\_\_\_\_\_

Q19 Thinking about how your call was handled last time, are there any other ways in which the service to you could be improved, should you need to call the Police again in the future?  
*PROBE Probe to exhaustion: anything else?*

\_\_\_\_\_

\_\_\_\_\_

Continued on next page



## Appendix III – Questionnaire, continued

Q20	Don't read. Code many I now have two questions about yourself. These will help the Police to better understand the demographics of people who have rung the Communications Centre. Can you tell me which ethnic group you belong to? <i>PROBE Probe: Do you belong to any other ethnic group?</i>	Code	Route
	NZ European/Pakeha .....	01	Q22
	Maori .....	02	Q21
	Samoan .....	03	Q22
	Cook Island Maori .....	04	Q22
	Tongan.....	05	Q22
	Niuean.....	06	Q22
	Chinese.....	07	Q22
	Indian .....	08	Q22
	Other (e.g. Dutch, Japanese, Tokelaun - please specify) .....	09	Q22
	Don't know/refused (don't read out) .....	10	Q22

Q21	<p>If Maori (code 2) in <b>Q20</b> ask: From a Maori perspective, is there anything else about the way your call was handled, that you feel could be improved upon, or done differently? <i>PROBE Probe to exhaustion: Anything else?</i></p> <hr/> <hr/>
-----	---

*Continued on next page*



## Appendix III – Questionnaire, continued

Q22	Read out. Code one only. And which of the following best describes your age group?	Code	Route
	Younger than 20.....	1	
	20-29 .....	2	
	30-39 .....	3	
	40-49 .....	4	
	50-59 .....	5	
	60-69 .....	6	
	70+.....	7	
	Don't know/refused (don't read out) .....	8	

Q23	CODE Gender:	Code	Route
	Male.....	1	
	Female.....	2	

That is all the questions I have this evening. Thank you very much for your time. If you have any queries regarding this survey, you can ring Josie Askin at ACNielsen, collect on 04 385 8774 during office hours.

**If respondents wish to speak directly to the Police:** You can contact Jo Legat, (04) 381 2055.