



WOSM Service Satisfaction Survey: Report to NSOs

I. Introduction

A Customer Service Survey was undertaken in September 2009 to determine the current overall level of satisfaction of National Scout Organizations (NSOs) with the services provided by WOSM's committees and the World Scout Bureau (Central and Regional Offices). It is an initiative of the *World Scout Committee (WSC)*, under the guidance of the *Strategy Coordination Group (SCG)*.

This report is based on the responses to the survey addressed via an electronic questionnaire to all 938 contacts holding an official position in NSOs at national level and listed in the official WOSM Directory.

II. Background

a. Overview

With a view to offering "Better Scouting for More Young People", the *World Scout Committee/World Scout Bureau Triennial Plan for 2008-2011* provides the strategic approach for the triennium in three priority areas, called "Drivers of Change" (DC). This survey is an initial step in the implementation of *Driver of Change No. 2 - improving the support given to NSOs to provide better Scouting*.

b. Rationale for the survey

In order to improve the support given to NSOs, it is essential to receive regular feedback from them as they are the immediate recipients of the services that WOSM provides. Ensuring a feedback system to monitor trends in the level of satisfaction with WOSM's services is therefore the first step in the process of improving them and in adapting or creating new ones to support NSOs in delivering "Better Scouting for More Young People". By receiving feedback at periodic intervals, the trend in the extent to which NSOs feel satisfied with WOSM's services can be monitored over time.

c. The scope of the survey

This initial survey was aimed at gaining a perspective of NSOs' global perceptions concerning the services provided by the volunteer committees and the World Scout Bureau (Central and Regional Offices) and the intention to recommend them.

It is important to note that this survey concerns the overall perception of WOSM's services as a whole, with no distinction between the services provided at world and regional levels. Further research will be needed in order to develop a more detailed picture in a number of areas.

III. Survey design and implementation process

With the support of the *Strategy Coordination Group*, the *World Scout Committee (WSC)* requested that specific performance indicators, called "dashboard indicators", be identified to monitor progress in the "Drivers of Change".

The two dashboard indicators selected as a basis for monitoring "Driver of Change" No. 2 (and which were used as the basis to design this survey) are:

1. The level of satisfaction with WOSM services; and
2. The intention to recommend these services to others.

These two criteria are frequently used in the corporate sector as part of a feedback programme to measure and monitor trends in the quality of service, customer satisfaction and customer loyalty.

In addition to standard quantitative analysis, a specific method was selected to monitor the intention to recommend WOSM's services, known as the Net Promoter® Score (NPS). This is described in Annexe 3.

For the purpose of this initial survey, WOSM was defined as "**comprising the work of volunteer committees and the World Scout Bureau (Central and Regional Offices)**" as it was necessary to adopt and present a defined concept to those invited to respond. This survey was not designed to make inferences or conclusions regarding regional services.

The two questions asked were:

- 1. On a scale of 1 to 10, how would you rate your overall satisfaction with the services provided by WOSM?** (1 means "highly unsatisfied" and 10 means "highly satisfied");
- 2. On a scale of 1 to 10, how likely is it that you would recommend WOSM services to a colleague or friend in Scouting?** (1 means "Very unlikely" and 10 means "Very likely").

Replies to both questions were categorised and analysed according to Region and the primary function of the respondent. A full concept paper was developed and if you would like further information on the methodology, please contact the World Scout Bureau.

IV. Survey results

a. General response rates by region and by primary role in Scouting

- The global response rate was 20% (194 responses out of 938 NSO contacts registered in WOSM Directory).
- From the 194 questionnaires completed, specific suggestions or comments were included in almost half of all questionnaires.
- One out of every four people who responded the survey provided an email address and/or telephone for follow up.
- The survey was only available in English and French, language difficulties may have influenced the response rate. It has been agreed that the next survey will be provided in the five main languages of WOSM, which will hopefully increase the response rate from all Regions. (See Annexe 1)

b. Response rate by primary function of the respondent

- 61% of all survey respondents held a governance-related role including: Chief Scout, Chief Commissioner, Chief Executive or President, International Commissioner and Board or Committee member.
- the remaining 32% of respondents held support roles related to Adults in Scouting or Youth Programme (22%), followed by Finances/Administration, Scouting's Profile or "Other" roles. (See Annexe 1)

c. Results for Question 1 – Overall satisfaction with WOSM's services

- From a scale of 1 to 10, 7 was the score provided with the highest frequency.
- The score range between "7 to 10" got 61% of all responses.
- 4% of all responses were at the lowest extreme of the scale, between 1 and 2.
- 14% of responses were at the highest score range, 9 to 10. (See Annexe 2)

d. Results for Question 2 – Intention to recommend WOSM's services

- WOSM Net Promoter[®] Score (NPS) was built from the responses to this second question.
- It is calculated by subtracting the percentage of lowest scores minus the percentage of highest scores. Middle level scores are not considered. (See Annexe 3 for further detail).
- The NPS estimated for WOSM services was: **-4**. The goal should be to shift this measure towards the positive (+) side by gaining more promoters of WOSM services.

V. Next Steps

This survey has provided a baseline from which further surveys can be analysed to see if NSOs are more or less satisfied with the services provided by WOSM. The survey will be repeated at intervals of six-months, with the same target audience and as mentioned previously the number of languages will be increased from two (English and French) to five (Spanish, Arabic and Russian will be included).

Further research, which will take into account all comments received, is also anticipated. This may include: gaining more information about NSOs' expectations (the perceived quality of service depends on what the range of NSOs expect to receive in terms of support based on different perceptions or specific needs). Obtaining feedback on the level of satisfaction with specific services (at this stage, these were not itemised).

Annexe 1: General survey results

**Fig. 1 - Number of responses to WOSM customer survey:
Distribution of 194 responses by Region**

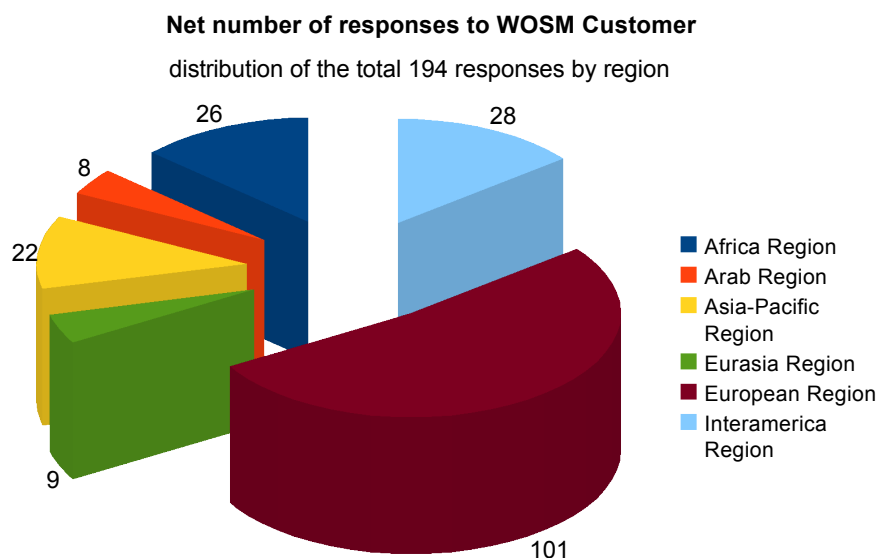


Fig. 2 Responses by main role in Scouting

Main Role in the NSO	Number of Responses	%	Cumulative %
Chief Scout/Chief Commissioner/Chief Executive/President	61	31.44	61%
International Commissioner	35	18.04	
Board or Committee Member	22	11.34	
Supporting Adults in Scouting	22	11.34	22%
Supporting the Youth Programme	21	10.82	
Scout Profile	10	5.15	17%
Finances and/or Administration	14	7.22	
Other	9	4.64	
Total Responses	194	100	

Annexe 2 Question 1: Level of satisfaction with WOSM's services

Overall level of satisfaction

In answer to the question: "On a scale of 1 to 10, how would you rate your overall satisfaction with the services provided by WOSM? (1 means "highly unsatisfied" and 10 means "highly satisfied)", the table below (Fig. 3a) shows the frequency and percentage of responses for each score in the scale. The subsequent chart below (Fig. 3b) gives a visual illustration of the distribution of scores on the scale.

Fig. 3a – Overall satisfaction scores by number and percentage of responses (table)

Scale	Number of responses	%
1 - Highly unsatisfied	2	1.03
2	5	2.58
3	5	2.58
4	11	5.67
5	23	11.86
6	29	14.95
7	50	25.77
8	41	21.13
9	16	8.25
10 - Highly satisfied	12	6.19
Total responses	194	100

When the **level of satisfaction** scores are **grouped in ranges**:

- the **highest number of responses (46.9%)** are in the **7 to 8** score range;
- the **next highest** number of responses (**26.8%**) are in the **5 to 6** score range;
- **39%** of all respondents rated their satisfaction between **1 and 6**.
- **61%** of all respondents rated their satisfaction between **7 and 10**.
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WOSM customer satisfaction scores

Responses from 194 Official NSO

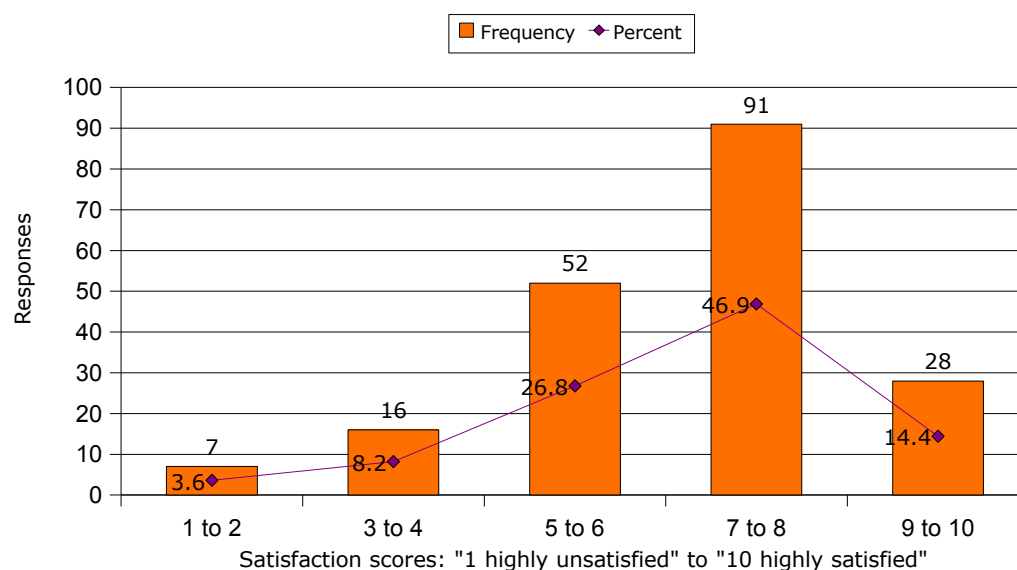
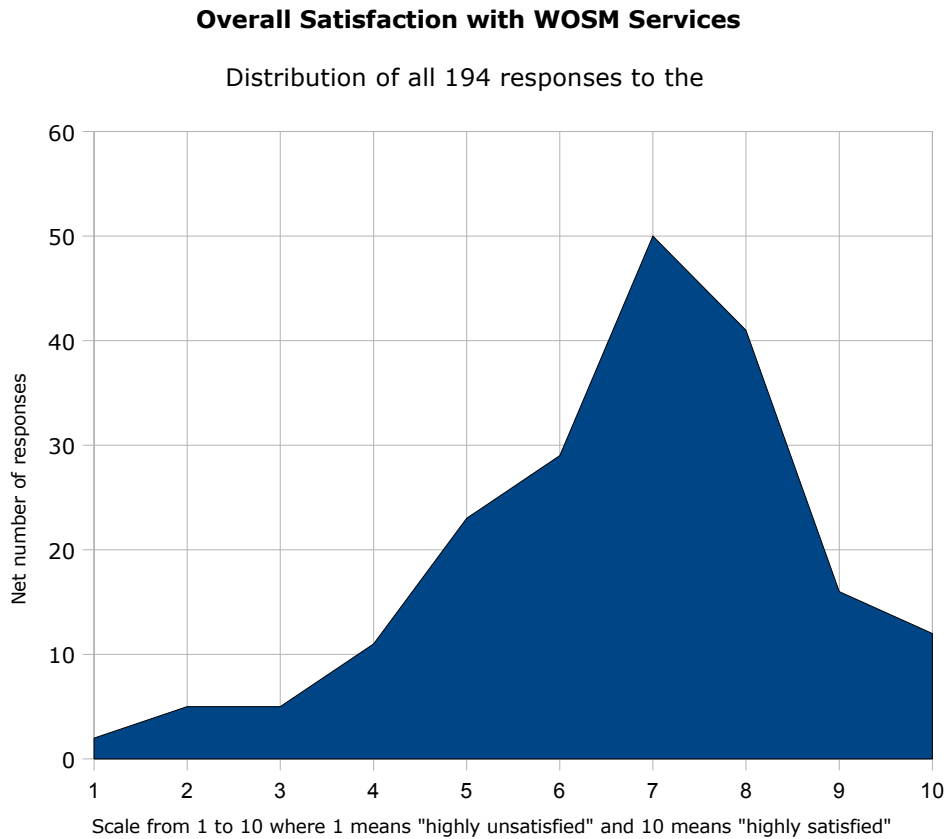


Fig. 3b – Overall satisfaction with WOSM’s services: Distribution of all 194 survey responses



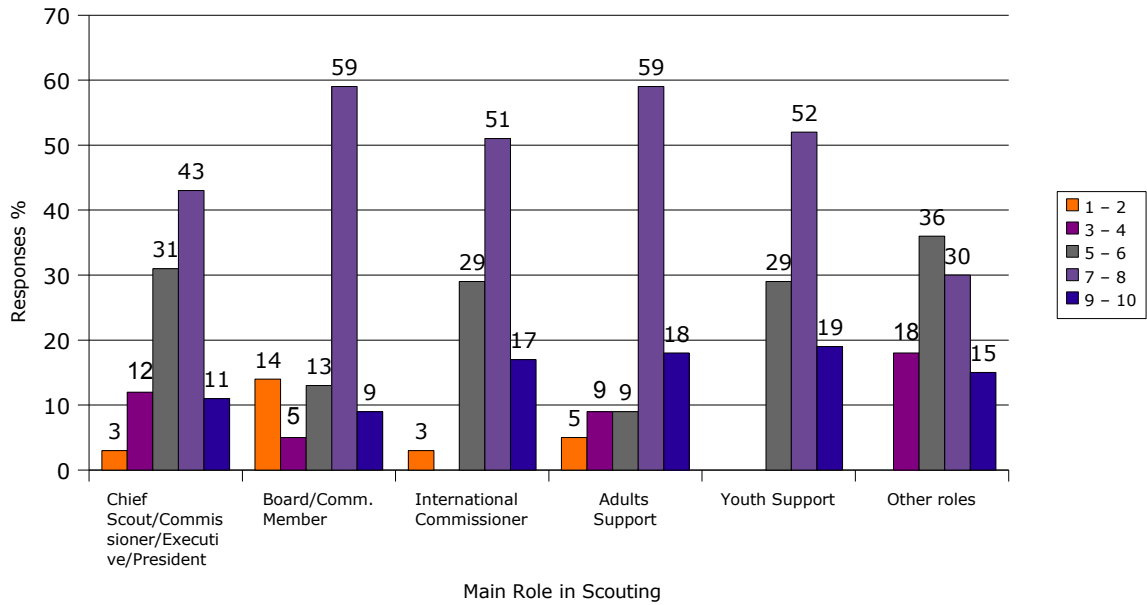
Overall satisfaction by “main role” in Scouting

When one examines the satisfaction scores in terms of the main role that the survey respondents have in Scouting, one can see that they follow a similar pattern to the overall survey responses. The **highest percentage of responses** give a score of **7 to 8 (whatever the role)** followed by the 5 to 6 score range (Fig. 4a and 4b).

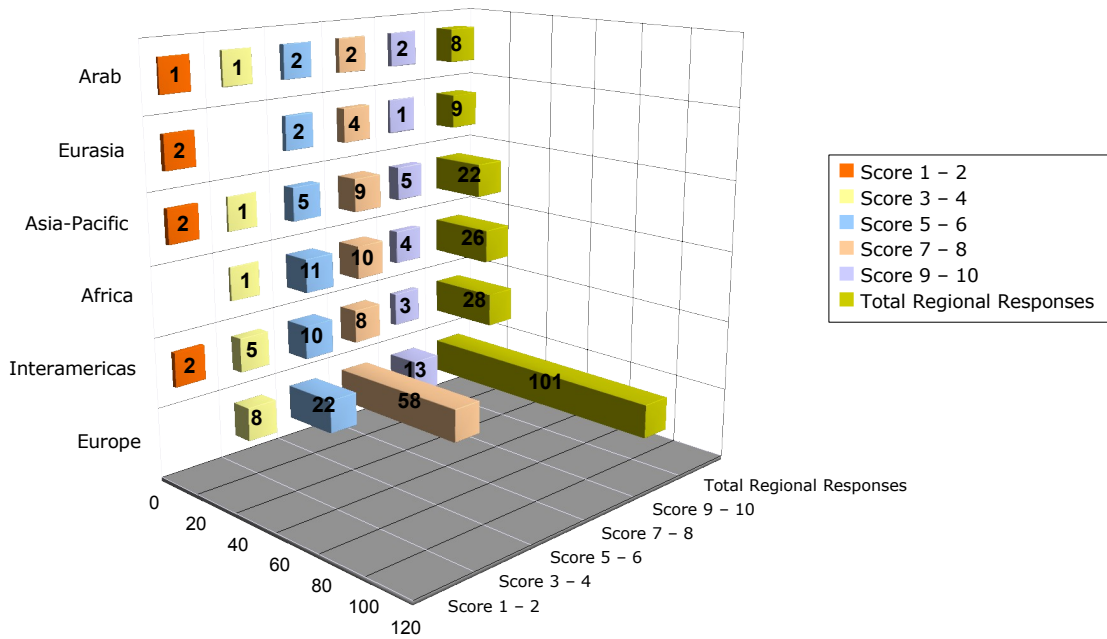
Fig. 4a Satisfaction scores and response rate by main role (table)

Score ranges	Chief Scout/ Commissioner /Executive/ President	Board/ Committee Member	International Commissioner	Adult Support	Youth Support	Other roles
1-2	3	14	3	5	0	0
3-4	12	5	0	9	0	18
5-6	31	13	29	9	29	36
7-8	43	59	51	59	52	30
9-10	11	9	17	18	19	15
% of respondents	61% of respondents in these roles			22% respondents in these roles		17% in other roles

WOSM Customer Satisfaction Scores by Main Role of the Respondents



Level of satisfaction with WOSM services: net number of responses from regional contacts



Net number of responses by score range

Annexe 3 Question 2: Intention to recommend WOSM's services

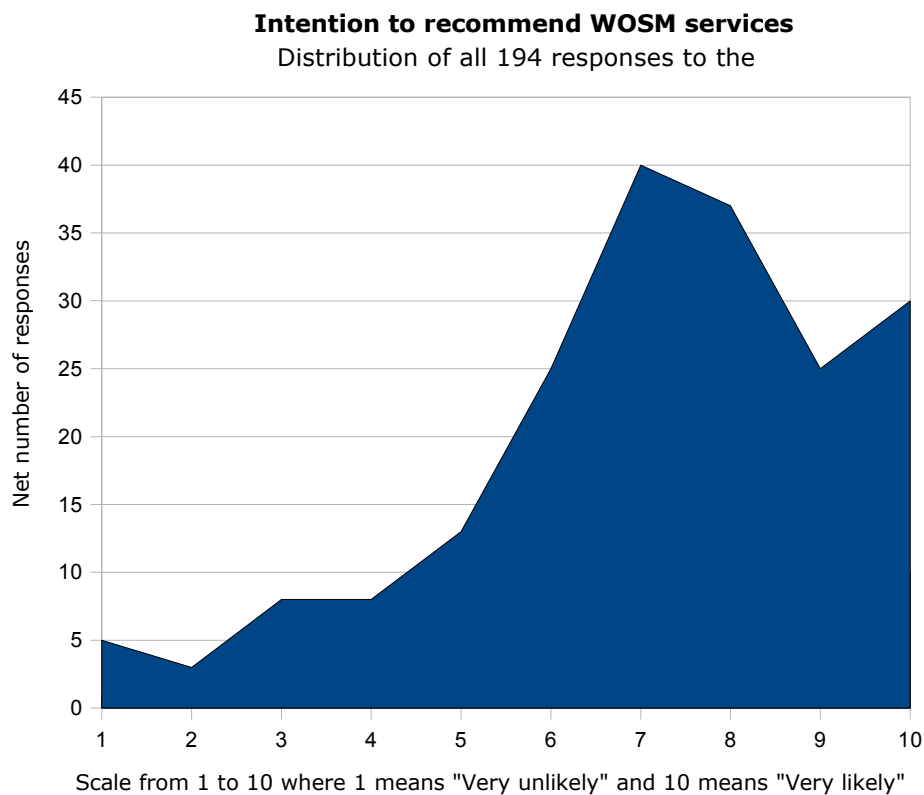
Overall level of intention to recommend WOSM's services

In answer to the second question, namely, "On a scale of 1 to 10, how likely is it that you would recommend WOSM services to a colleague or friend in Scouting? (1 means "Very unlikely" and 10 means "Very likely")":

- the **score with the highest number of responses (mode)** was **7**.
- the **median score** was also **7**. In other words, 7 was the mid-point in the sense that an equal number of respondents gave a score below and above this point.
- The **mean (average)** was also **7**.

The results are thus very similar to those of the "overall satisfaction" question.

**Fig. 5 - Intention to recommend WOSM's services:
Distribution of all 194 responses to the survey**



Net Promoter® Score (NPS) analysis of intention to recommend WOSM's services

The Net Promoter® Score examines the percentage of ratings at either end of the score scale (i.e., the percentage of high and low scores). The low scores are classified as "detractors", i.e., in WOSM terms, those who are less likely to recommend WOSM's services. The high ratings are classified as "promoters", i.e., those who are most likely to speak highly of WOSM's services.

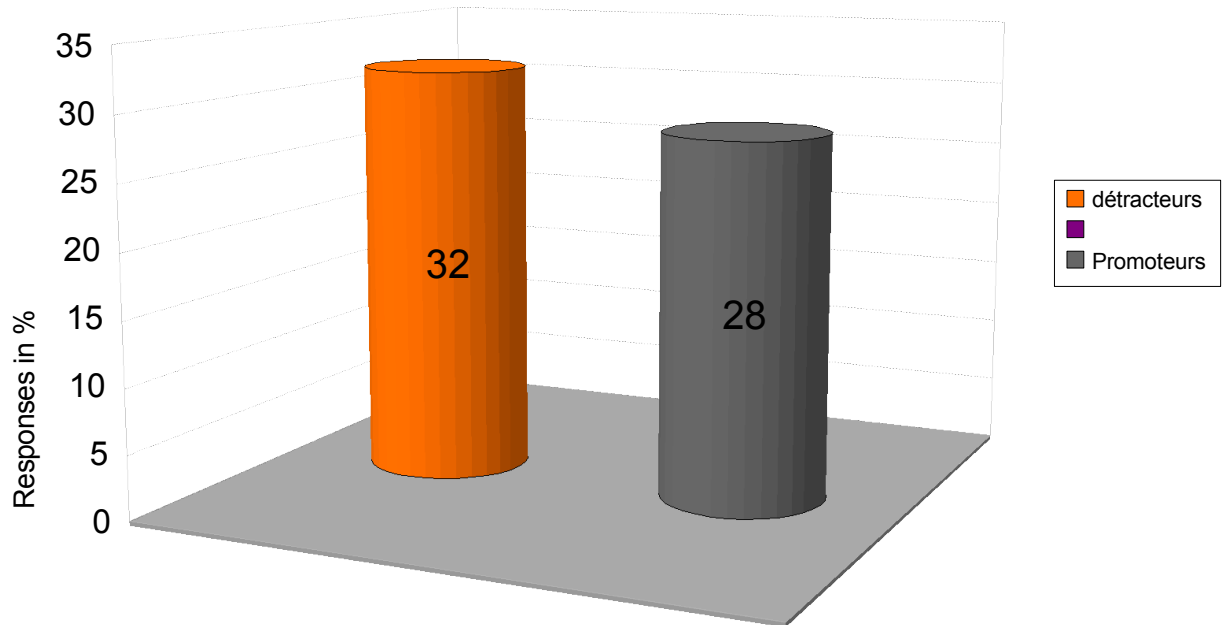
In the calculation, the percentage of "detractors" is subtracted from the percentage of "promoters". The result is the Net Promoter® Score. It is important to emphasize that this score does not take into account neutral scores, i.e., "reasonably likely to recommend" ratings.

While the score given by the greatest number of respondents is 7, when the NPS indicator (Fig. 6) is applied to examine the relative percentage of scores on either side of the neutral (or reasonably likely to recommend) range, there is a greater percentage of "detractors", i.e., those who are less likely to recommend WOSM's services (**32%**), than those who are "promoters", i.e., those who are very likely to recommend them (**28%**).

Fig. 6 – Intention to recommend WOSM's services: NPS

WOSM Net Promoter Score (NPS)

Based on the "intention to recommend" scores from 194 official NSO contacts



WOSM "Net Promoter Score = -4 Calculated by substrating the 28% of Promoters minus 32% of Detractors