



**SCOUTS**<sup>®</sup>  
Creating a Better World

World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout  
Всемирная Организация Скаутского Движения  
Organización Mundial del Movimiento Scout  
المنظمة العالمية للحركة الكشفية

**World Scout Bureau, Central Office  
Bureau Mondial du Scoutisme, Siège**

Rue du Pré-Jérôme 5  
P.O. Box 91  
1211 Geneva 4 Plainpalais  
SWITZERLAND

**Phone** (+41 22) 705 10 10  
**Fax** (+41 22) 705 10 20  
**Email** worldbureau@scout.org  
**Web** scout.org

**Circular N° 10/2010**

To: International Commissioners

21 May 2010

**2nd WOSM Services Satisfaction Survey Results**

Dear Colleagues,

Please find enclosed the results of the **2nd WOSM Services Satisfaction Survey** that was undertaken in February 2010. I hope you find these results of interest. Your participation in future surveys will be of great benefit to the World Scout Bureau and the World Scout Committee as we continue to develop services and provide support to NSOs.

Yours in Scouting,

Luc Panissod  
Secretary General

**Encl. ment.**



## Report to NSOs:

### 2nd WOSM Services Satisfaction Survey Results

#### I. Introduction

As an initiative of the *World Scout Committee (WSC)* and under the guidance of the *Strategy Co-ordination Group (SCG)*, two Customer Service Surveys have been undertaken to date. The first in September 2009 and the second in February 2010.

The intention is to monitor the trends in the satisfaction level of National Scout Organizations (NSOs) with the services provided by WOSM's Committees and the World Scout Bureau (Central and Regional Offices).

The surveys were sent, via an electronic questionnaire, to all contacts holding an official position in NSOs at national level and who are listed in the official WOSM Directory (957 contacts as of February 2010). This report contains qualitative information as well as quantitative data obtained from the responses to the survey.

#### II. Survey design and implementation process

Dashboard indicators have been selected as a basis for monitoring the "Drivers of Change" set in the WSC/WSB Triennial Plan for 2008-2011. For the *Driver of Change No. 2: "The Regions: Improving support to NSOs"* the selected indicators are:

1. The level of satisfaction with WOSM<sup>1</sup> services; and
2. The intention to recommend WOSM services to others in Scouting.

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").

#### III. Survey Results

##### a. Results for Question 1 – satisfaction with WOSM services to others in Scouting :

- From a scale of 1 to 10, 7 and 8 were scores were provided with the same frequency (25% each)
- The score range between "7 to 10" got 61% of all responses,.
- 3% of all responses were at the lowest extreme of the scale, between 1 and 2.
- 12% of responses were at the highest score range, 9 to 10
- See Annexe with graphs and tables for further detail.

<sup>1</sup> For the sole purpose of these surveys, 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 level services.

## b. Results for Question 2 – Intention to recommend WOSM’s services :

WOSM Net Promoter© Score (NPS) is built from the responses to the question 2 set out above. *The NPS* is calculated by subtracting the percentage of lowest scores (known as detractors) from the percentage of highest scores (known as promoters). Middle level scores are not considered in this calculation.

The goal is to keep this measure in the positive (+) side, meaning that there are more service promoters than detractors. The first survey in September 2009 provided a NPS score for WOSM services of -3.61 and the second survey in February 2010 provided a NPS of -5.38. See the Annexe with graphs and tables for further detail.

## c. General information on both surveys

	<b>1<sup>st</sup> Survey: September 2009</b>	<b>2<sup>nd</sup> Survey: February 2010</b>
How many responses did we get?	<b>20%</b> From 938 Official NSO Contacts in WOSM Directory, 194 people answered the electronic questionnaire.	<b>19%</b> From 957 Official NSO Contacts in WOSM Directory, 186 people answered the electronic questionnaire.
How many people provided suggestions or comments?	Almost half of all questionnaires included comments.	More than one third of all questionnaires added comments.
How many people identified themselves (it was optional) for follow up?	1 in every 4 people provided their personal data.	4 of every 10 people provided their personal data.
In which languages were the questionnaire sent out?	English and French.	Arabic, English, French, Spanish and Russian.

Responses increased in some Regions during the second survey due to the availability of the survey in more languages. It would be helpful if the overall participation of Official NSO contacts in this type of consultations could be increased. The table below provides detail of how many contacts per Region received the invitation to respond the electronic questionnaire and how many responded:

<b>Region</b>	<b>Date of the Survey</b>	<b>Net number of Official NSO Contacts in WOSM Directory</b>	<b>Net number of Responses</b>	<b>Regional Response Rate</b>	<b>Global Response Rate</b>
Africa Region	Sept. 2009	171	26	15%	<b>13%</b>
	Feb. 2010	179	28	16%	<b>15%</b>
Arab Region	Sept. 2009	43	8	19%	<b>4%</b>
	Feb. 2010	40	12	30%	<b>6%</b>
Asia-Pacific Region	Sept. 2009	83	22	27%	<b>11%</b>
	Feb. 2010	83	12	15%	<b>6%</b>
Eurasia Region	Sept. 2009	60	9	15%	<b>5%</b>
	Feb. 2010	59	18	31%	<b>10%</b>
European Region	Sept. 2009	413	101	25%	<b>52%</b>
	Feb. 2010	423	72	17%	<b>39%</b>
Interamerican Region	Sept. 2009	168	28	17%	<b>14%</b>
	Feb. 2010	173	44	25%	<b>24%</b>

## **IV. Comments and suggestions received**

In the questionnaires, space was provided for comments or suggestions. The following were the most common topics raised by those who provided feedback :

### **1. Regarding WOSM Services :**

- a)General satisfaction in the type of services provided to NSOs.
- b)Institutional strengthening needs to be supported at NSO level.
- c)Materials and tools for NSOs: in more languages - increase access.
- d)Participation in Youth Events: increase opportunities for youth to attend Regional and World level events.
- e)Adult Leader Training: increase access, specially in some geographical areas.
- f)Ideas on support that could be provided to the Youth Programme and Adults in Scouting.
- g)Support networking between NSOs.

### **2. Regarding Communications:**

- a)Maintain frequent contact with NSOs - proactively get in touch with them.
- b)Scout.org: recent improvements noted – additional ones suggested.
- c)Improve response time to requests or enquires.

### **3. Management, staff costs and fee related topics.**

### **4. Governance related topics.**

### **5. Survey methodology**

Many comments encouraged WOSM to “*keep up the good work*”, with positive comments on responsiveness and provision of the support provided. There were requests that more information on the different services that WOSM provides should be shared, how to access them and information on the different delivery methods. (need easier words than exhortation and manifested)

Institutional Strengthening and capacity building of NSOs was brought out as a key issue. Comments in this area covered financial, material and human resources needs at NSO level. An increased focus in supporting NSO's development is suggested, concentrating on: (a)“small” NSOs, (b)NSOs in developing countries and (c)“rising” NSOs or those restarting their activities. Six out of every 10 comments regarding support to institutional strengthening stress the need to facilitate access to financial resources by: (1) strengthening resource mobilisation capacities; (2) facilitating information about where to find such sources; (3) making project funding accessible; (4) supporting or facilitating effective partnerships ; and (5) providing scholarships and internships for human resources.

Training is a service mentioned repeatedly. The need to make training more widely available and affordable, as well as to have clear training schemes made available to NSOs was stressed. Many presented their appreciation for the materials and tools received and an increase in their distribution and availability is suggested. It was suggested to explore NSO needs so that there could be a better focus on which material and tools are required, avoiding the production of general materials run the risk of not being used. The need for a simple and user-friendly language is also suggested.

To increase the access and availability to Scout events is an important request, with special emphasis in supporting participation of young people, specially Rover Scouts, in global and Regional events. Proposals include increased sponsorship, make information more widely available ahead of such events to allow timely planning and applications. It was also suggested that more events be hosted in certain geographical areas such as Africa, Eastern Europe, Eurasia and the Caribbean and that events cost be made more accessible specially to countries with low GDP.

It was recognised that some communications with NSOs had improved recently. Many comments encouraged WOSM to maintain and improve the frequency, timeliness and content of communications with NSOs and to work on reducing the response time to enquires or requests. A call was made for WOSM to actively facilitate networking between NSOs, (understood as the exchange, joint work, electronic as well as face to face interaction between NSO in a proactive way) specially between Regions. Also, increased support to NSO Communication's Strategies, Communication Forums and other "Profile" related activities was requested. It was indicated that increasing the visibility and appeal of Scouting is an area where NSOs need support. The language of communications was mentioned as an important matter, specially within Regions that have several languages among member countries. It was indicated that regular electronic communications should be made available to a wider public - e.g. sub-regional, district, local levels in NSOs in addition to national level

Regarding WOSM's website - [www.scout.org](http://www.scout.org) - positive comments on the new online library and on the documentation available were provided, as well as on the branding initiative. Improvements to the searching capabilities of the website were specifically mentioned and it was suggested to make it more "youth friendly".

Regarding governance it was recognised that Regional Offices have an important role in supporting NSOs in maintaining good governance. It was suggested to improve the speed and transparency in information sharing regarding governance related processes. It was also suggested to invest in management strengthening at all levels, with focus on improved policies, better planning and a special focus in achieving tangible results. Regarding fees it said "fees are too high" specially for developing countries in Africa.

*"We are satisfied with WOSM services. Through particular actions, we notice WOSM efforts towards improvements and we can only encourage such trend"*

*"Keep in touch with NSOs on frequent basis"*

*"I would like to better understand what services are available and how to access these services"*

*"I do not know what services you provide"*

*"I work with the commercial area, and I am satisfied with the general work you have done so far"*

*"We need to understand what the roll of WOSM is"*

*"A more intensive communication with individual NSOs is needed"*

*"We are being furnished with all necessary information, messages and help "*

*"Perhaps it would help if the function profile of the different people in Geneva are known. This would make it easier to access the people directly"*

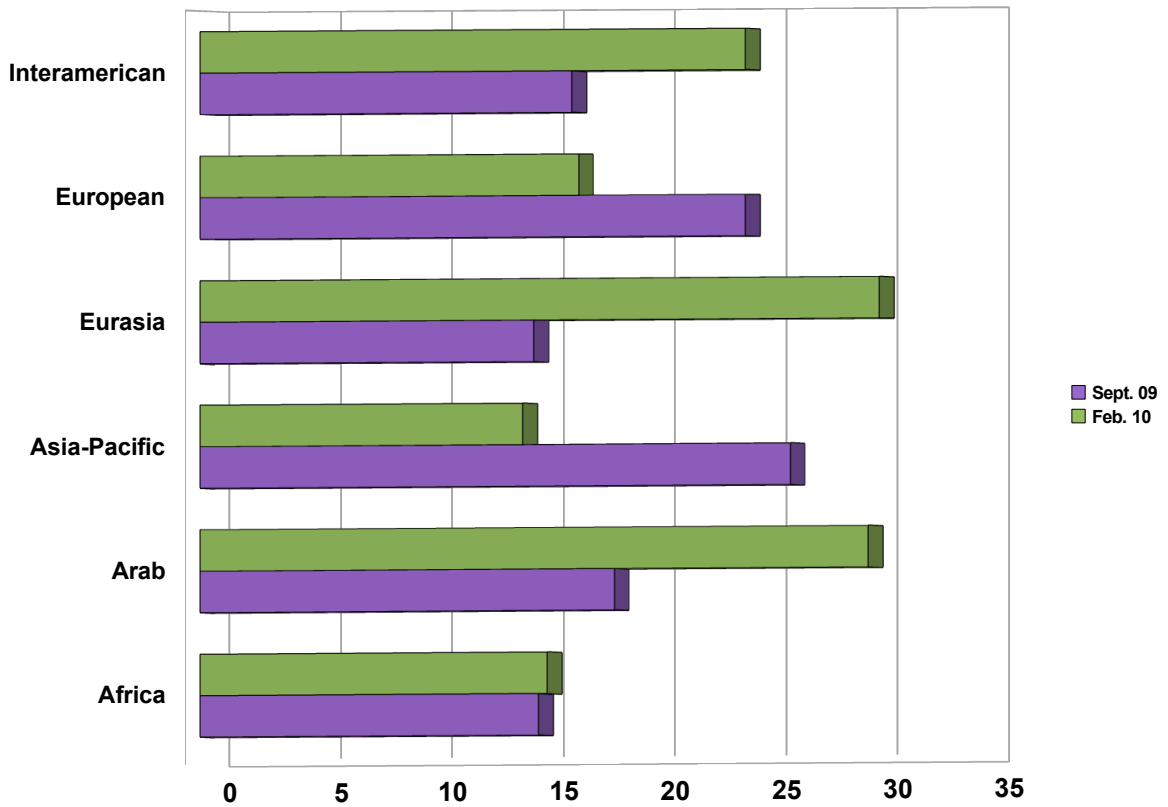
*"Approach your NSOs, this is the most important thing that you must do"*

*"I think what they do, they do well. Perhaps few people and lots of work"*

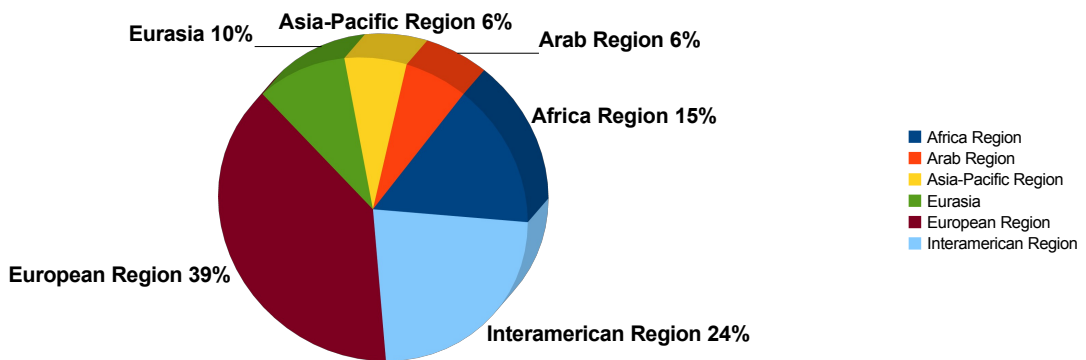
*"A focus upon encouraging joint work, task groups, consultancy from one NSO to another would be useful"*

**Annex: Graphs, charts and tables**

**Graph No.1 : Response Rates (%) by Region Sept. 2009 and February 2010 Surveys**



**Graph No.2 : Global Survey Response, Percentage by Region - February 2010**



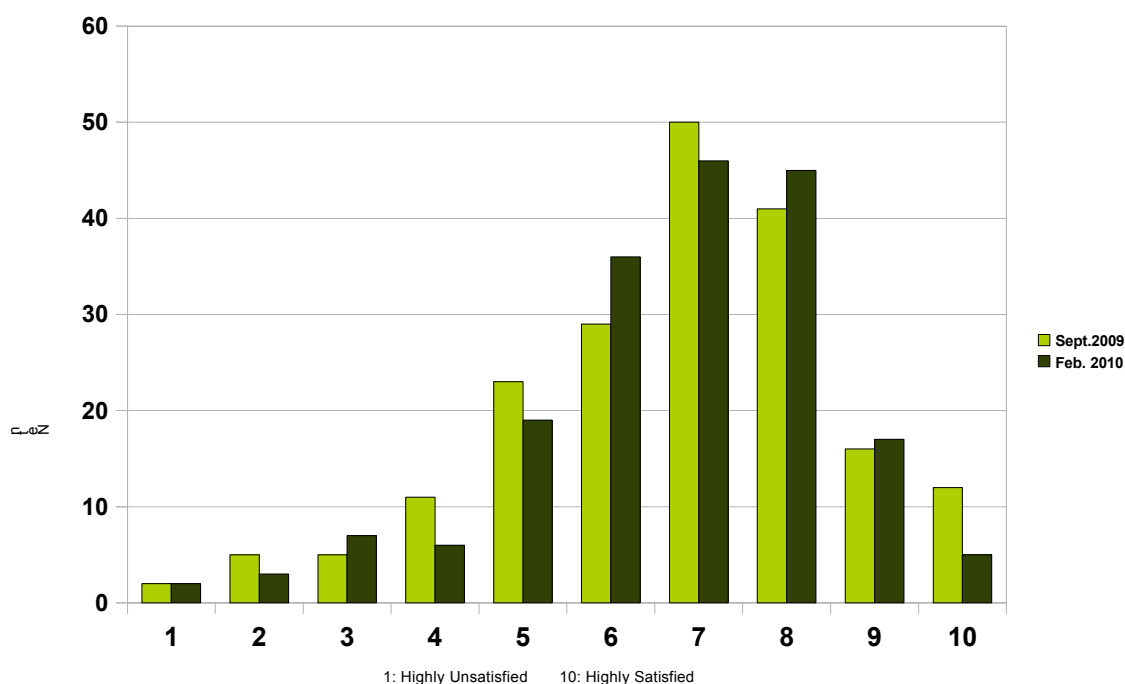
**Table 1: Response rate by primary function of the respondent**

Main Role in the NSO	Net Number of Responses	
	Sept. 2009	Feb. 2010
Chief Scout/Chief Commissioner/Chief Executive/President	61	55
International Commissioner	35	34
Board or Committee Member	22	12
Supporting Adults in Scouting	22	19
Supporting the Youth Programme	21	30
Scout Profile	10	15
Finances and/or Administration	14	11
Other	9	10
<b>Total respondents per survey</b>	<b>194</b>	<b>186</b>

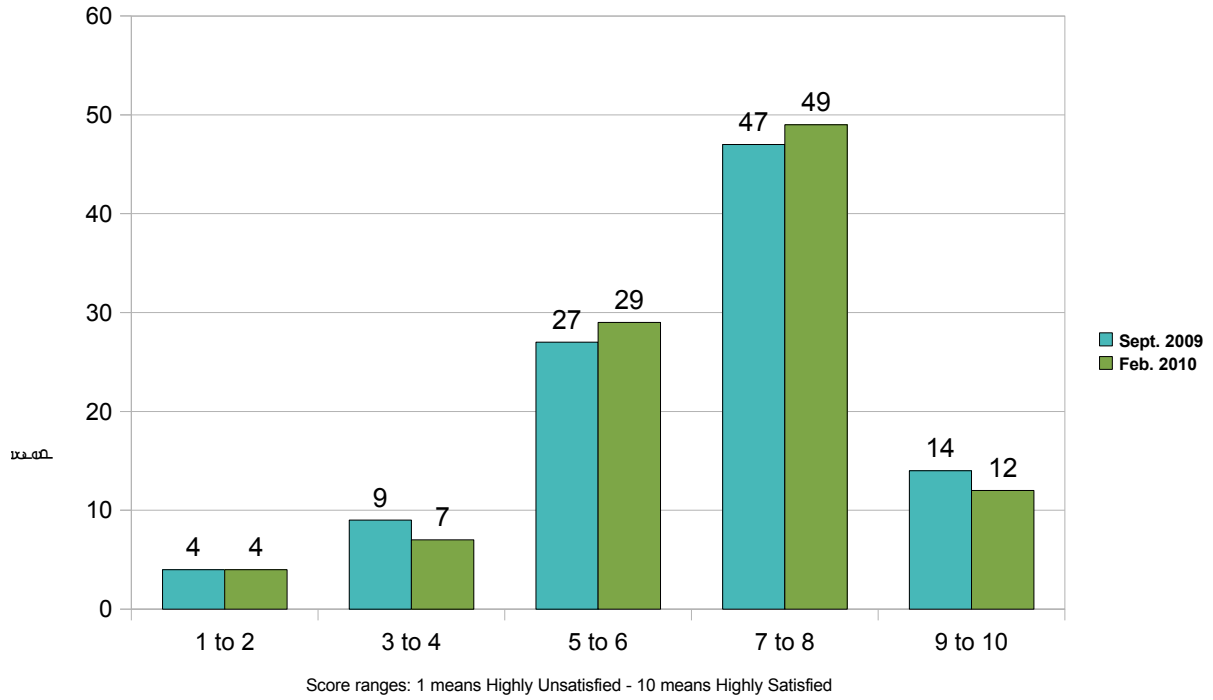
**Table 2. Results for Question 1 – Overall satisfaction with WOSM’s services**

Ratings	1st Survey: September 2009	2nd Survey: February 2010
The most frequent score was:	7 (26%)	7 (25%)
The next most frequent score was:	8 (20%)	8 (25%)
Scores between "1 and 2"	4%	3%
Scores between "7 to 10"	61%	61%
Scores between "9 and 10"	14%	12%

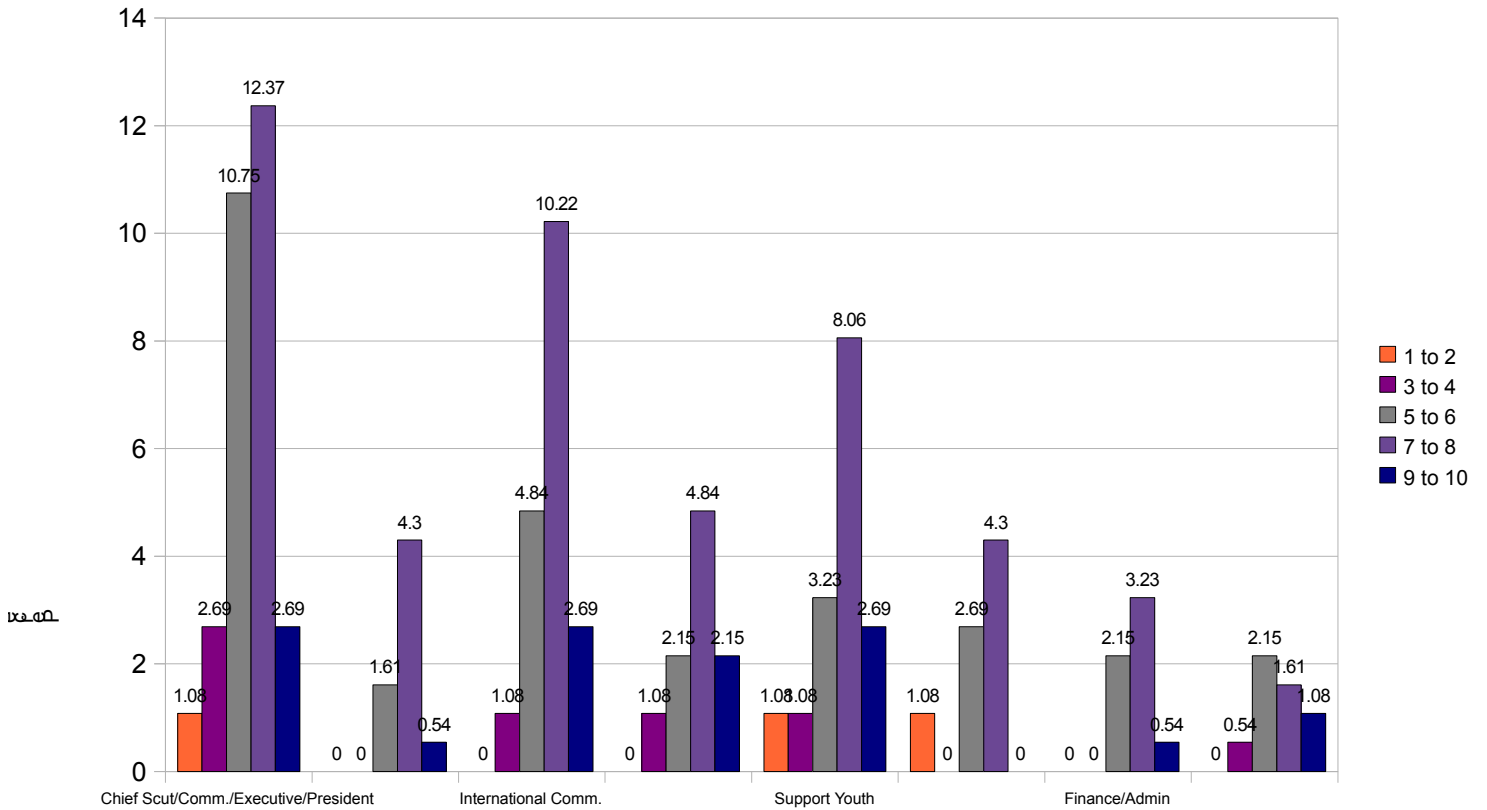
**Graph No.3: Level of satisfaction with WOSM services  
Net number of responses per score**



**Graph No.4: Level of satisfaction with WOSM services  
Percentage of responses per score ranges**



**Graph No. 5: Level of satisfaction with WOSM services by primary function of the respondent - as a % of all the responses of the February 2010 survey**



**Table 3. Intention to recommend WOSM's services  
WOSM Net Promoter<sup>®</sup> Score (NPS)**

Interpretation	1 <sup>st</sup> Survey: September 2009	2 <sup>nd</sup> Survey: February 2010
<b>Detractors</b>	<b>31.96%</b>	<b>31.18%</b>
<b>Neutral</b>	<b>39.69%</b>	<b>40.86%</b>
<b>Promoters</b>	<b>28.31%</b>	<b>25.81%</b>
<b>Net Promoter Score NPS<sup>®</sup></b>	<b>-3.61</b>	<b>-5.38</b>

**Graph No. 6: WOSM NPS from September 2009 and February 2010**

