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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

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Circular N° 38/2010

To: International Commissioners

November 2010

3rd WOSM Services Satisfaction Survey Results

Dear Colleagues,

Three WOSM Services Satisfaction Surveys have been undertaken to date, each one with an interval of 6 months between them. The first survey was conducted in September 2009, the second in February 2010 and this latest one in October 2010. You can find all results on the World Scouting website at: http://scout.org/en/about_scouting/facts_figures

You will find attached the report of the **3rd WOSM Services Satisfaction Survey** which shows a significant improvement in the annual satisfaction with WOSM services and in the Net Promoter Score. Your participation and feedback has been greatly appreciated and we hope you will find these results of interest to your National Scout Organization.

The World Scout Committee and the World Scout Bureau are continually striving to serve NSOs more effectively. Be sure that your responses to these regular surveys allow us to know if we are moving in the right direction.

We encourage you to continue to participate in this initiative in the future to help us to shape our services to meet your needs.

Yours in Scouting,

Luc Panissod
Secretary General

Encl. ment.



3rd WOSM Services Satisfaction Survey Results

I. Introduction

With an interval of 6 months between each one of them, 3 *WOSM Services Satisfaction Surveys* have been undertaken to date. The first one took place during September 2009, the second one in February 2010 and the latest during October 2010. All results have been sent to NSOs and are available in Scout.org

These surveys are implemented through an electronic questionnaire, sent to all contacts holding an official position at NSO national level and who are registered in the WOSM World Scouting Directory. There are only two questions asked in these surveys, which are:

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").

These questions allow the production of the following indicators that were selected to measure improvements in the support provided to NSOs:

1. The level of satisfaction with WOSM¹ services; and
2. The intention to recommend WOSM services to others in Scouting.

II. Survey Results

Table 1. General information on all surveys

	1st Survey: September 2009	2nd Survey: February 2010	3rd Survey: October 2010
How many responses did we get?	20% From 938 Official NSO Contacts in WOSM Directory, 194 people answered the electronic questionnaire.	19% From 957 Official NSO Contacts in WOSM Directory, 186 people answered the electronic questionnaire.	15% Note that Official NSO Contacts in WOSM Directory <u>increased to 1084</u> and 161 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.	Half of all questionnaires included 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.	One third of all respondents provided their personal data.
In which languages were the questionnaire sent out?	English and French.	Arabic, English, French, Spanish and Russian.	Arabic, English, French, Spanish and Russian

¹ 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. These surveys was not designed to make inferences or conclusions regarding regional level services.

The table below provides detail of how many contacts per Region received the invitation to participate in the surveys and how many contacts responded to it:

Table 2: Contacts invited to respond by Region and response rates

Region	Date of the Survey	Net number of Official NSO Contacts in WOSM Directory	Net number of Responses	Regional Response Rate	Global Response Rate
Africa Region	Sep.09	171	26	15%	13%
	Feb.10	179	28	16%	15%
	Oct.10	206	28	14%	17%
Arab Region	Sep.09	43	8	19%	4%
	Feb.10	40	12	30%	6%
	Oct.10	41	7	17%	4%
Asia-Pacific Region	Sep.09	83	22	27%	11%
	Feb.10	83	12	15%	6%
	Oct.10	103	13	13%	8%
Eurasia Region	Sep.09	60	9	15%	5%
	Feb.10	59	18	31%	10%
	Oct.10	59	16	27%	10%
European Region	Sep.09	413	101	25%	52%
	Feb.10	423	72	17%	39%
	Oct.10	473	66	14%	41%
Interamerican Region	Sep.09	168	28	17%	14%
	Feb.10	173	44	25%	24%
	Oct.10	202	31	15%	19%

Table 3: Response rate by primary function of the respondent

Main Role in the NSO	Net number of Responses		
	September 2009	February 2010	October 2010
Chief Scout/Chief Commissioner/Chief Executive/President	61	55	50
International Commissioner	35	34	32
Board or Committee Member	22	12	14
Supporting Adults in Scouting	22	19	19
Supporting the Youth in Scouting	21	30	16
Scout Profile	10	15	15
Finances and/or Administration	14	11	10
Other	9	10	5
Total respondents per survey	194	186	161

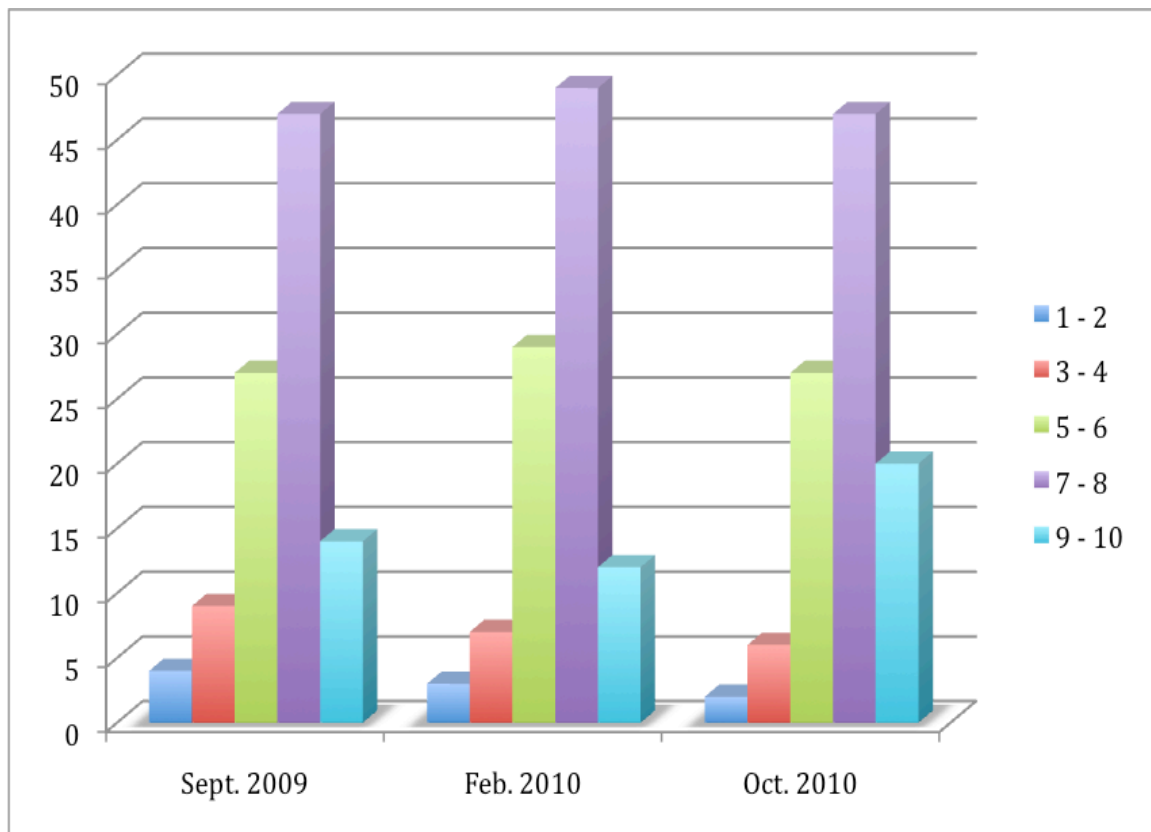
a. Results for Question 1 – satisfaction with WOSM services to others in Scouting:

- From a scale of 1 to 10, 7 and 8 were scores were provided with highest frequency, 23% each (similar in previous survey).
- The score range between "7 to 10" got 61% of all responses (same as previous survey).
- 1% of all responses were at the lowest extreme of the scale, between 1 and 2 (3% in previous survey).
- 20% of responses were at the highest score range, 9 to 10 (increased from 12% found in previous surveys)

Table 4. Results for Question 1 – Overall satisfaction with WOSM services

Ratings	1st Survey: September 2009	2nd Survey: February 2010	3rd Survey: October 2010
The most frequent score was:	7 (26%)	7 (25%)	8 (24%)
The next most frequent score was:	8 (20%)	8 (25%)	7 (23%)
Scores between "1 and 2"	4%	3%	1%
Scores between "7 to 10"	61%	61%	65%
Scores between "9 and 10"	14%	12%	20%

Graph No.1: Level of satisfaction with WOSM services (% of responses per score range)



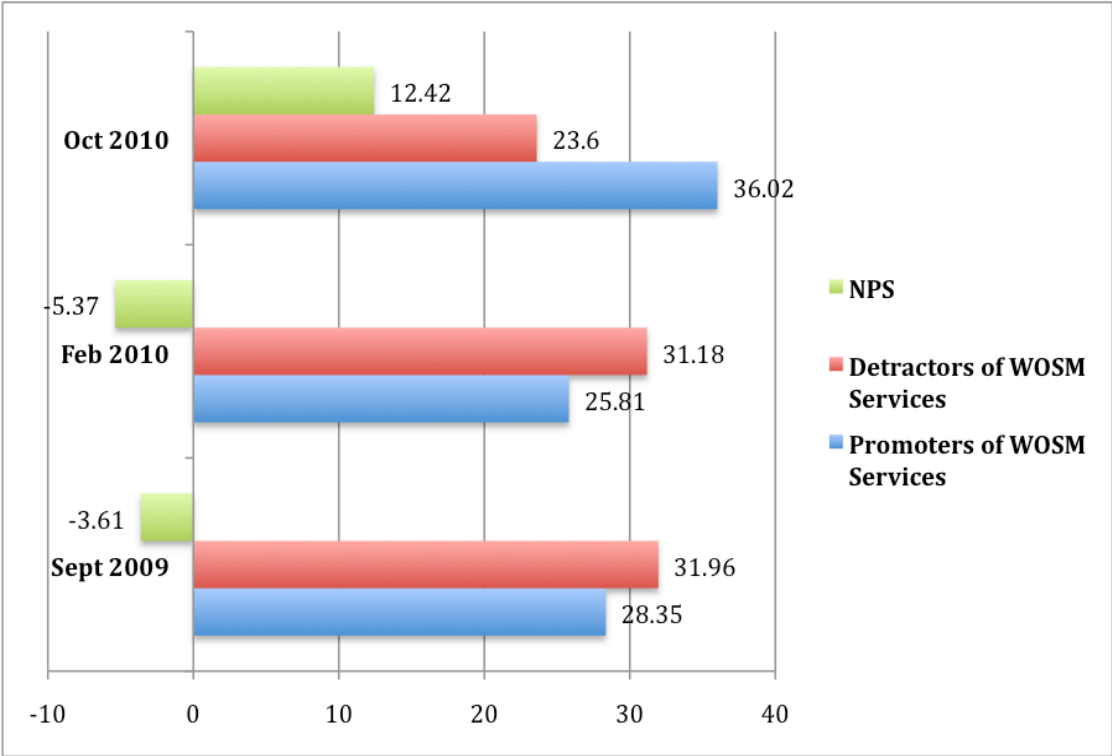
b. Results for Question 2 – Intention to recommend WOSM services:

The responses to this question are used to build WOSM Net Promoter® Score (NPS). *The NPS is calculated by subtracting the percentage of the lowest scores from the percentage of highest scores; in other words subtracting the percentage of “detractors” of WOSM services from the percentage of those that are “promoters” of such services (note that middle level scores are not considered in this calculation). The goal is to keep this index, the NPS, in the positive (+) side, meaning that there are more promoters of our services 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**. After 18 months since the first survey and global and regional efforts to follow NSO recommendations, WOSM NPS has improved to **12.42** (see *green bar* in graph below).

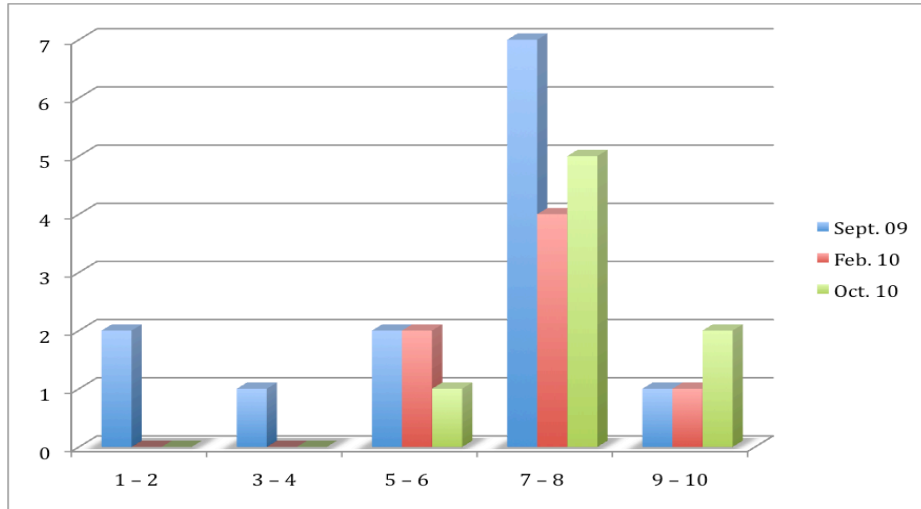
This is an encouraging trend because we are beginning to see an increase in the proportion of people that would highly recommend WOSM services to other colleagues or friends in Scouting (*blue bar*).

Graph No.2: WOSM Net Promoters® Score from the 3 surveys

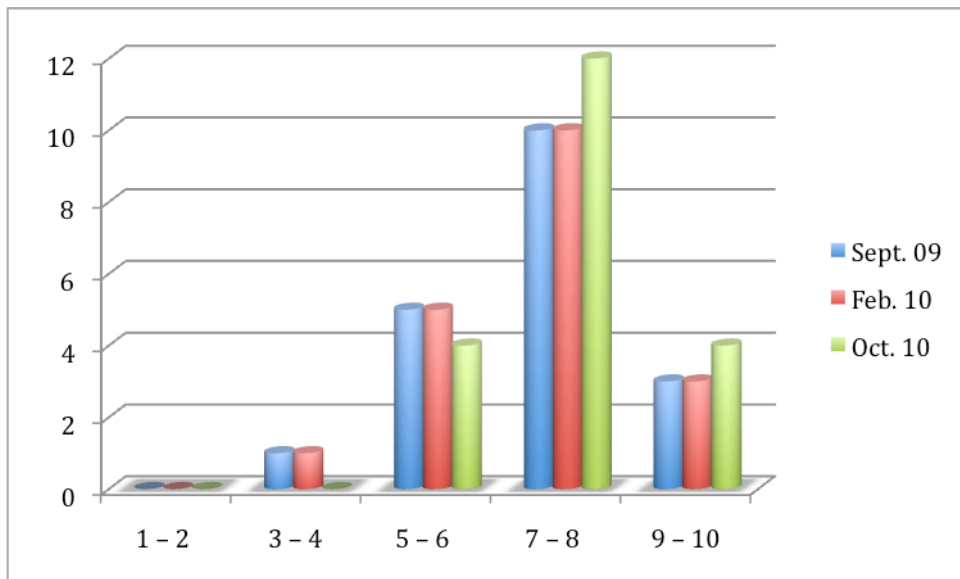


Annex: Level of satisfaction with WOSM services by main role of the respondents

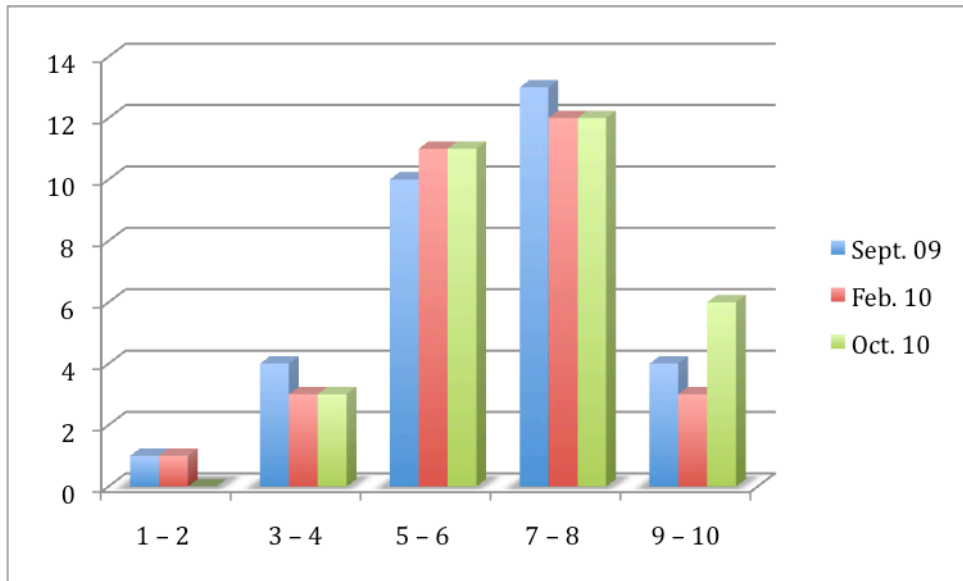
***Level of satisfaction with WOSM services from Board/Committee Members
By % of Global Response Rates***



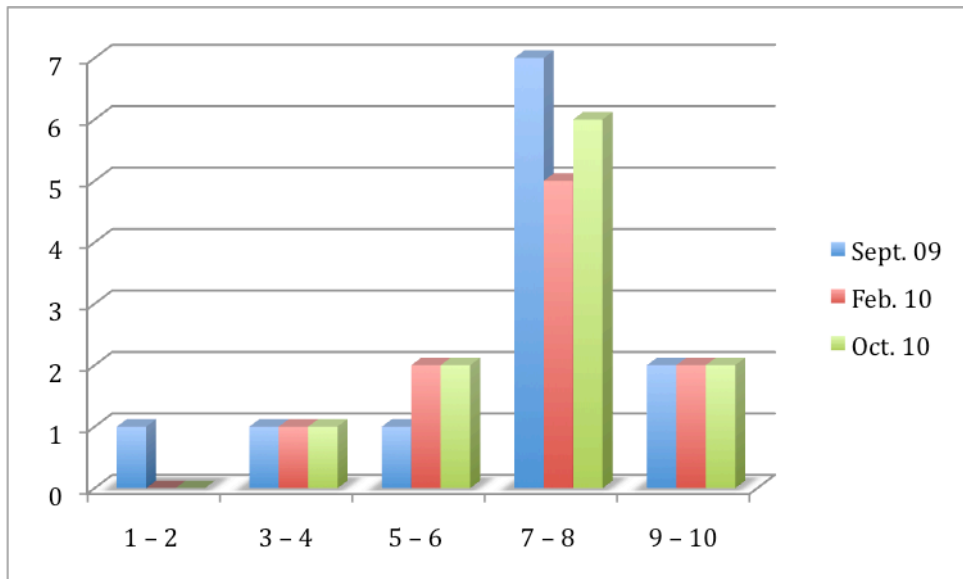
***Level of satisfaction with WOSM services from International Commissioners
By % of Global Response Rates***



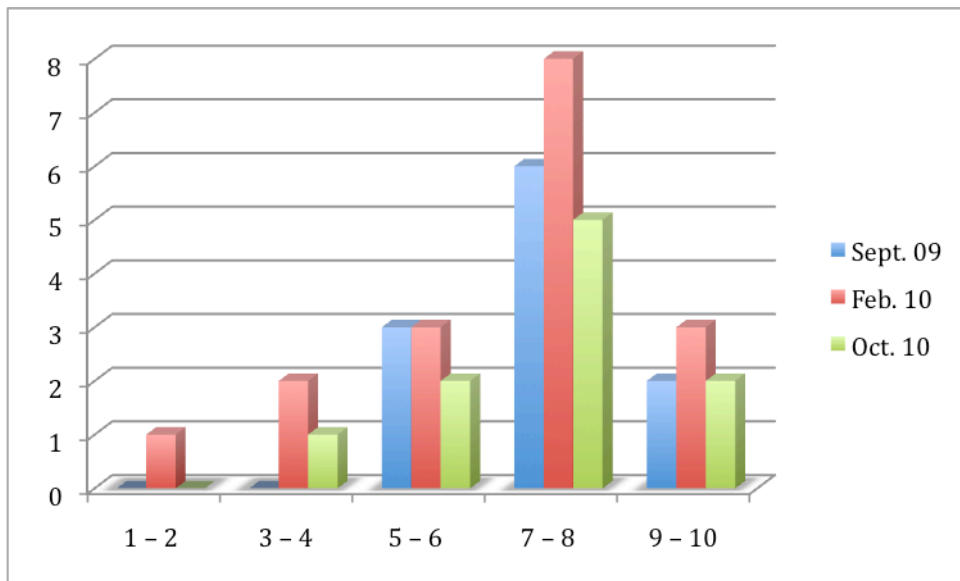
**Level of satisfaction with WOSM services from Chief Scouts/Commissioners/Executives/President
By % of Global Response Rates**



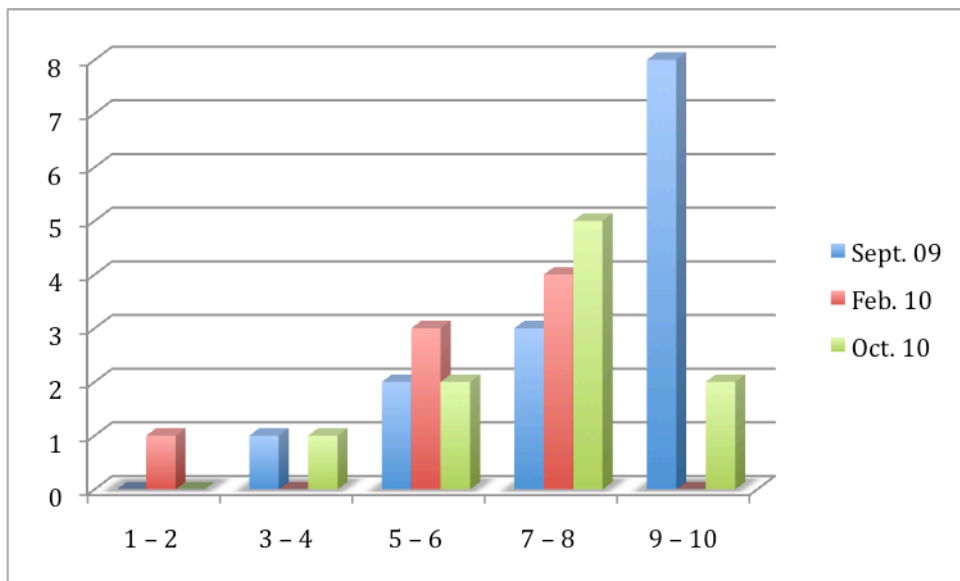
**Level of satisfaction with WOSM services from those supporting Adults in Scouting
By % of Global Response Rates**



**Level of satisfaction with WOSM services from those Supporting Youth in Scouting
By % of Global Response Rates**



**Level of satisfaction with WOSM services from those in Scouting's Profile
By % of Global Response Rates**



**Level of satisfaction with WOSM services from those in Finances or Administration
By % of Global Response Rates**

