

Framework Contract No: BUDG-02-01 L2
Request for services No:

SUBJECT OF REQUEST FOR SERVICES:

EVALUATION OF
THE EUROPE DIRECT SERVICE



USER SATISFACTION SURVEYS REPORT
(TELEPHONE & ONLINE SURVEYS)

The Directorate General for Press and Communication
(DG PRESS), The European Commission

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November 2005

EUROPE DIRECT EVALUATION USER SATISFACTION SURVEYS REPORT

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ACRONYMS

Acronym	Description
ED	EUROPE DIRECT
EU	European Union
OS	Online Survey
TS	Telephone Survey
MS	Member State
WAS	Web Assistance Service

1 INTRODUCTION

As part of the EUROPE DIRECT evaluation a **Mystery Caller Survey** and two User Satisfaction Surveys were undertaken, a **Telephone Survey** and an **Online Survey**.

The Mystery Caller and Telephone Survey acted predominantly as a client assessment of the EUROPE DIRECT Telephone communication channel. The Online Survey acted as a client assessment of the Email and Web Assistance Service communication channels provided by EUROPE DIRECT.

This report outlines the approach, the limitations and the results of the User Satisfaction surveys. Where relevant, comparative analysis has also been carried out with results of the Mystery Caller Survey.

For detailed results of the Mystery Caller Survey please refer to the full Mystery Caller Survey Report which comes as an additional deliverable.

<<TEEC-EDIR_MYSTERY_CALLER_SURVEY_REPORT-FINAL-2005.doc>>

1.1 Online Survey Approach

The EUROPE DIRECT Evaluation **Online Survey** was conducted over a period of ten weeks (from May 24th 2005 until August 1st 2005). The aim of the **Online Survey** was to provide a client assessment of the Email and Web Assistance services provided by EUROPE DIRECT. The survey was made available in three official community languages (English, French and German). In total, **831** responses were received.

The **Online Survey** was promoted via the following means:

- Promotional link in “Enquiry Response” emails from EUROPE DIRECT to clients.
- “Pop-up” window promotion on the EUROPE DIRECT website.
- Promotional link on the EUROPE DIRECT website.
- Using the EUROPE DIRECT Telephone Service. If callers were reluctant to participate in the telephone survey, they were invited to complete the online survey and sent the relevant link.

The survey was developed using a number of specific parameters for assessment defined by DG PRESS, as well as input from the Evaluation Steering Group. The final version of the survey, included in Appendix 1 of this report, comprised four distinct sections, which attempted to cover the following information from respondents:

Category	Examples of questions
Descriptive	<ul style="list-style-type: none"> • Awareness of EUROPE DIRECT Services • Frequency of use (first time user/several experiences) • Channel of use (email, web assistance, telephone) • Type of information requested from EUROPE DIRECT
Evaluative	<ul style="list-style-type: none"> • Rating of EUROPE DIRECT Service <ul style="list-style-type: none"> ○ Level of satisfaction and main advantages ○ Accessibility of the service ○ Response times ○ Ease of use ○ Language options ○ Quality (Relevance) of Information provided ○ Usefulness of the service for a) general, and b) specific types of enquiries • How does EUROPE DIRECT compare with other EU/National Public Information Services?
Prescriptive	<ul style="list-style-type: none"> • Probabilities of future use of the service and recommendations • Which aspects could be enhanced / changed / updated to improve the EUROPE DIRECT Service?
Profile	<ul style="list-style-type: none"> • Nationality, Gender, Age, Employment

The survey consisted mainly of closed questions (to facilitate ratings and comparisons with differentiated sections of the target respondent group) and a number of open questions (to facilitate understanding and interpretation of the responses).

The length of the questionnaire was kept short (i.e. the questionnaire could be answered in 5 to 10 minutes) so as not to discourage respondents to complete the survey.

1.2 Telephone Survey Approach

The EUROPE DIRECT **Telephone Survey** Programme was conducted over a three month period, commencing on May 27th 2005 and ending on August 23rd 2005. The aim of the **Telephone Survey** was to provide a client assessment of the Telephone Information service provided by EUROPE DIRECT.

The **Telephone Survey** was targeted at users of EUROPE DIRECT's telephone service and was conducted in seven official community languages (English, French, German, Hungarian, Italian, Polish and Spanish).

The **Telephone Survey** was promoted and implemented via the following means:

- EUROPE DIRECT operators asked callers if they would like to participate in the survey and if so, took their contact details.
- The Evaluation Team made contact with callers and conducted the survey over the telephone, inputting respondents' answers into an online survey.

In total and according to the pre-established plan, **140** telephone calls were carried out (calculated on an average of 20 calls, for each of the 7 selected languages). As with the Mystery Caller Survey, the number of calls made in each language were

weighted proportionately, based on the number of enquiries received in each language:

	English	French	German	Hungarian	Polish	Spanish	Italian	Total
% of calls planned	28.17%	35.52%	22.10%	0.97%	2.97%	8.58%	1.69%	100%
Proportion of 140	39.438	49.728	30.94	1.358	4.158	12.012	2.366	140
Rounded for Minimum of 10	35	40	20	10	10	15	10	140

The final number of calls actually carried out for each language is presented in the table below, showing the differences with the planned schedule of calls. Differences between the number of calls planned and the actual number of calls conducted, is due to the fact that callers of certain languages were more willing to participate in the survey than others.

	English	French	German	Hungarian	Polish	Spanish	Italian	Total
% of calls completed	22.9%	20.0%	18.6%	7.9%	12.1%	9.3%	9.3%	100%
Number of cases	32	28	26	11	17	13	13	140
Difference with initial plan	-3	-12	+6	+1	+7	-2	+3	

The survey questionnaire was developed using a number of specific parameters for assessment defined by DG PRESS, as well as input from the Evaluation Steering Group.

In terms of the types of question, the telephone survey comprised the same four sections as the online survey namely a descriptive, evaluative, prescriptive and profile element.

1.3 Limitations & Justification to the Survey Approach

As with all studies of this type there are often limitations to aspects of the approach. The limitations specific to these surveys have been outlined below. In addition to this, the reasoning and justification behind the approach taken have also been highlighted.

- Data protection rules meant that the evaluator could not carry out a random *Telephone Survey* of EUROPE DIRECT users. Permission to contact users for purposes of the survey had to be sought from them directly, after they had made their enquiry to EUROPE DIRECT. Respondents to the *Telephone Survey* were invited to participate in the survey by EUROPE DIRECT operators. To a certain extent, this restricted the number of people it was possible to interview during the period of the survey and meant that it was the operators who determined the respondents of the survey.

The evaluator took this potential bias into consideration and proposed that an Online Survey and a Mystery Caller Survey be carried as part of the evaluation as well. The results of all three surveys were compared and contrasted. This approach ensured that any bias from one survey would be balanced with results from the other surveys.

- The *Telephone* and the *Mystery Caller Surveys* were limited to 140 and circa 250 calls respectively so as to fit within the budget allocation of the evaluation. In both cases, larger samples may have been more statistically significant and representative. However, these samples are large enough to give a good indication of how the Service is performing and what users perceptions are, particularly as there was an Online Survey, in addition.

2 PRINCIPAL FINDINGS FROM SURVEYS

2.1 *Descriptive Information*

- In general, the results showed that internet users, particularly those who visit the EUROPA website, are more likely to be aware of the EUROPE DIRECT service. Awareness of EUROPA also implies that such users have some existing knowledge of the EU.

The Commission may wish to consider extending promotional activity via the Internet (for example, promoting the Service using specific websites and portals) as it seems that a significant proportion of respondents became aware of EUROPE DIRECT through the Internet in one way or another.

Presently, media such as TV and radio seems to be an under utilised means of communicating and promoting the service but one which has potential, albeit costly, to promote EUROPE DIRECT.

- Users of the three EUROPE DIRECT communication channels have identified the respective benefits of the various channels. The Telephone Service was chosen as the preferred method for contacting EUROPE DIRECT, because of its interactivity and the possibility to establish human contact, as well the fact that it provides immediate responses to urgent questions. The Email Service was supported for providing a record of the exchange, being more appropriate for explaining a complex enquiry and for the fact that it is accessible at anytime. The immediate response and interactivity were cited as the major benefits of the Web Assistance Service. The Web Assistance Service was preferred by respondents who wanted interactivity and an immediate response and who had regular access to the internet.
- In general, the Web Assistance Service was positively evaluated by its users. This communication channel was praised for providing an immediate good quality response and being interactive. Requests for a wider promotion of the communication channel and that the option of languages be extended were among the comments for how it could be improved.
- According to respondents, one of the main advantages of EUROPE DIRECT lies in providing answers to a wide variety of questions, ranging from specific topics to more general information and practical advice on European issues. The personalised service that EUROPE DIRECT provides, its versatility and flexibility in relation to the topics covered are important factors in attracting users.
- EUROPE DIRECT has positioned itself as one of the main resources for finding information about the EU. At present, the EUROPA website and the Internet seem to be the main reference points and should continue to be. EUROPE DIRECT complements these sources well, in that it can assist when information cannot be found using the Internet, or specifically on EUROPA.

2.2 Evaluative Information

- Overall, the EUROPE DIRECT service was rated highly by the vast majority of respondents to both the Online and Telephone Surveys. They were satisfied with the answers they had received and with the service in general.
- At present, ease of access and the speed and quality of responses seem to be recognised by respondents as the main advantages of the Service.
- EUROPE DIRECT fared well when compared with other Public Information Services in general. The Service was perceived positively in terms of ease of access, promptness and quality of response in comparison to other Services.

2.3 Prescriptive Information

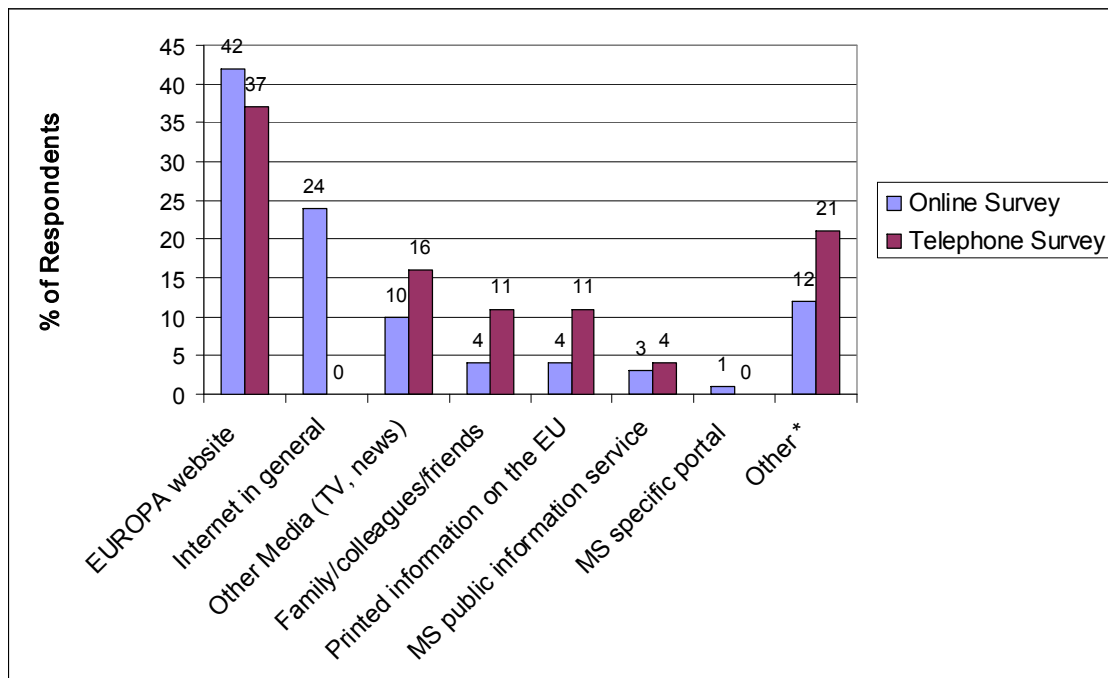
- The fact that the majority of respondents to both surveys would use the Service in the future and furthermore, would also consider recommending it to family, friends and colleagues is an important achievement to be capitalised on, particularly in view of the fact that many of the respondents to the surveys were first time users. These results demonstrate the relevance and sustainability of the Service.
- With such a high proportion of respondents stating that they would recommend the Service to others, this illustrates a very real means through which EUROPE DIRECT can obtain additional promotion.
- EUROPE DIRECT should reiterate the fact that the Service will not always be able to provide direct answers to enquiries. In many cases the Service will point users to the information that they are looking for. Communicating this effectively to users will set realistic expectations.
- EUROPE DIRECT may wish to consider conducting further research into whether there is real demand for extending the range of languages offered by the Web Assistance Service.

3 RESULTS OF THE SURVEYS

The following sub-sections present the detailed results of the Telephone and Online Surveys. Where appropriate, questions from the Mystery Caller Survey have also been integrated, although the results of this survey are reported separately in Section 5 of this report.

3.1 How did you first hear about ED?

Figure 1. How did you first hear about ED?



(* "Other" includes the "Internet" for the Telephone Survey)

In both, the Online and Telephone Surveys, the *EUROPA website* was where most respondents (42% & 37% respectively) first heard about EUROPE DIRECT. In the Online Survey, the *Internet in general* was the second most popular source with 24% of respondents indicating that they had discovered EUROPE DIRECT on the web.

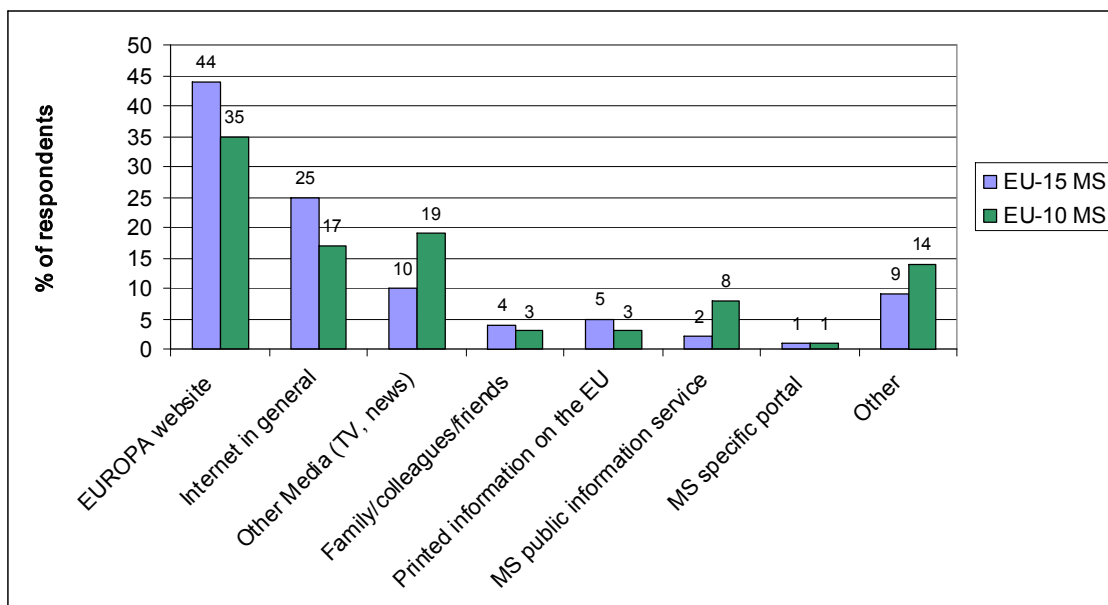
10% of respondents to the Online Survey and 16% of respondents to the Telephone Survey explained that they had first become aware of the Service via *Other media such as TV, news*. There were also several respondents who became aware of the service through *family, colleagues or friends*, particularly in the Telephone Survey where the figure was 12% versus the Online Survey where the figure was 4%.

The same number of Telephone Survey respondents (12%) came across the Service via *Printed information on the EU* such as publications and leaflets. It is interesting to note that many respondents, particularly from the UK, acquired the EUROPE DIRECT number from a publication campaign at airports on "Air Passenger's Rights".

Fewer respondents mentioned *Member State Public Information Services* (3%-Online Survey, 4%-Telephone Survey) or *Member State specific Portals* (1%-Online Survey).

Finally, in the Online Survey more than one out of every ten respondents (12%) made reference to *Other sources* of information, such as *conferences, newsletters, universities, schools, language courses, displays at airports and travel agencies*. In the Telephone Survey, a higher percentage of respondents (21%) made reference to *Other Sources* of information. The explanation for this difference lies in the fact that respondents cited the *Internet* as the source, which was not a separate option in the Telephone Survey. In fact, circa 6% of respondents cited the *Internet* in this survey.

Figure 2. How respondents first heard about ED by EU-15 / EU-10 MS (OS)



Further analysis of the Online Survey¹ results in Figure 2 illustrate the fact that respondents in EU-15 Member States (MS) were more likely to first become aware of EUROPE DIRECT via *EUROPA* or the *Internet*. This may be related to the fact that Internet penetration in EU-15 MS is higher than in EU-10 MS.

These results also show that respondents in EU-10 MS were more likely to have become aware of EUROPE DIRECT via *Other Media (TV, News)*. Having subsequently consulted DG PRESS, it seems that there was specific promotional activity early in 2005 and that awareness via *Other Media* may be directly related to this.

¹ Further analysis was conducted on both the Online and Telephone Survey results. However, in terms of **significance** (the OS sample was circa 7 times as large) and **representativeness** (the OS sample was spread over a greater number of EU-15 and EU-10 Member States) the **analysis of the Online Survey results is far more credible**.

3.2 Please provide further details on how you discovered ED?

When asked to provide further details on how they discovered EUROPE DIRECT, respondents that first heard about it via the *Internet*, mentioned the search engines **Google and Yahoo**, in particular. There were others who simply did not remember how they had discovered EUROPE DIRECT on the web. **Euronews** was also cited as a port of entry to the Service and additional references to national and local media e.g. TV channels, newspapers or radio were also highlighted by respondents. Promotional **posters and leaflets at airports** in different European cities which explained air passengers' rights were also cited as sources. Respondents mentioned **friends and colleagues at schools, universities or work**, as well as institutional information in courses or seminars. Several respondents also mentioned having found out about the Service in a printed edition of the European Constitution.

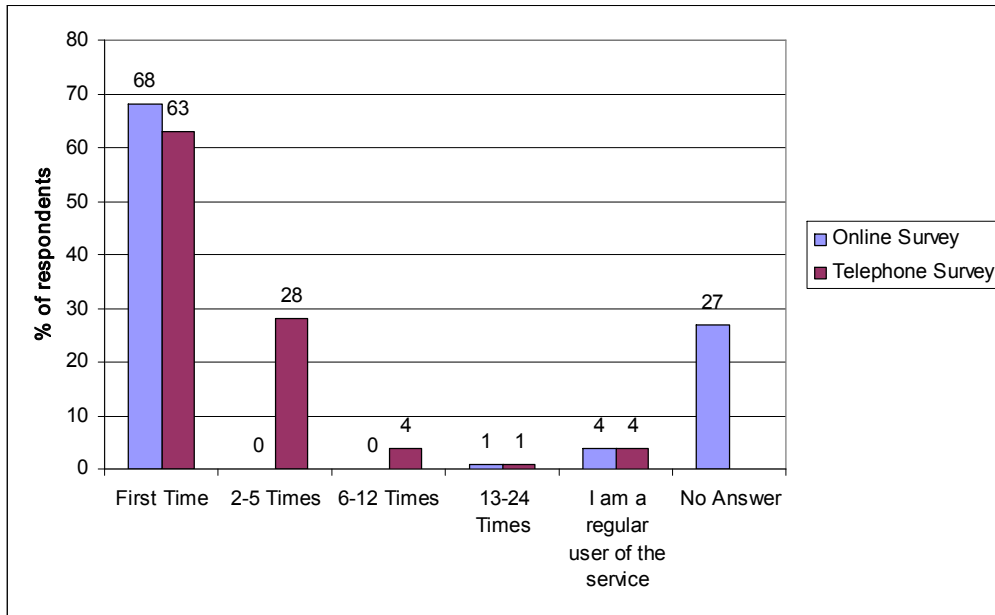
In general, the results showed that internet users, particularly those who visit the EUROPA website, are more likely to be aware of the EUROPE DIRECT service. Awareness of EUROPA also implies that such users have some existing knowledge of the EU.

The Commission may wish to consider extending promotional activity via the Internet (for example, promoting the Service using specific websites and portals) as it seems that a significant proportion of respondents became aware of EUROPE DIRECT through the Internet in one way or another.

Presently, media such as TV and radio seems to be an under utilised means of communicating and promoting the service but one which has potential, albeit costly, to promote EUROPE DIRECT.

3.3 How many times have you contacted ED?

Figure 3. How many times have you contacted ED?

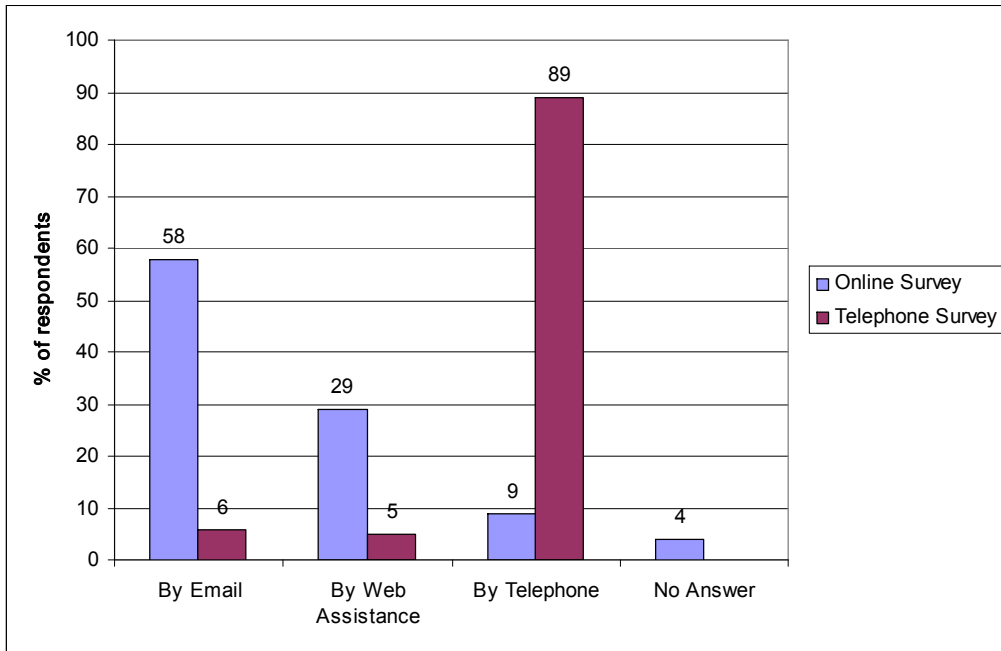


For the majority of respondents to both the Online and Telephone Surveys (68% & 63% respectively) it was the first time that they had contacted the EUROPE DIRECT Service. There were also a significant number of respondents to the Telephone Survey (28%) who had made contact with EUROPE DIRECT between 2 to 5 times.

4% of respondents to both surveys stated being regular users of the service (4%) or having consulted it between 13 and 24 occasions (1%). The remaining 27% of respondents to the Online Survey did not provide details on their frequency of use of the service.

3.4 How do you normally contact the ED service?

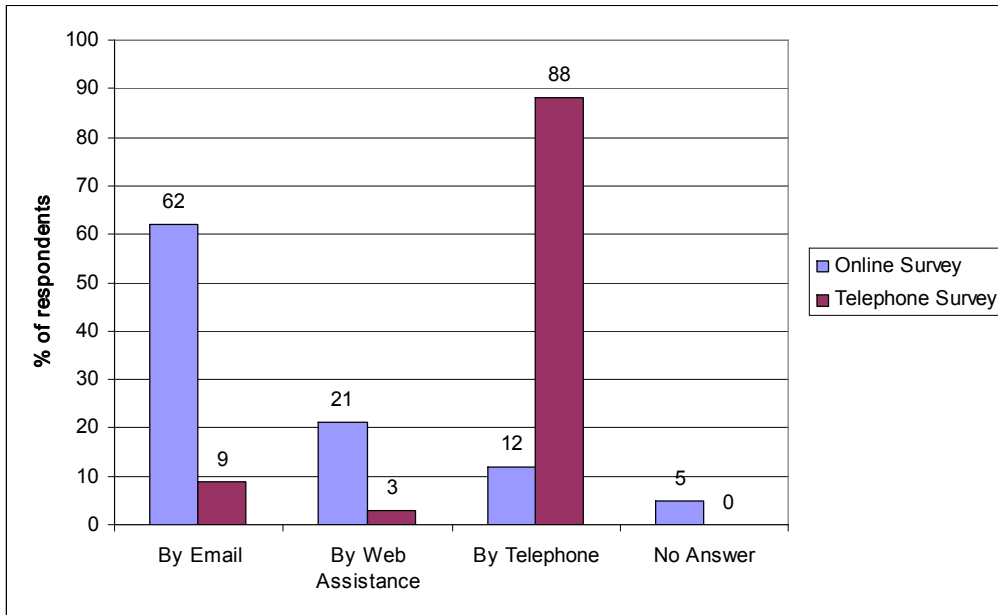
Figure 4. How do you normally contact ED?



It was unsurprising to find that respondents of Telephone Survey were more likely to be users of the Telephone communication channel and respondents of the Online Survey more likely to be users of the Email and/or Web Assistance Services. 89% of respondents to the Telephone Survey normally contacted EUROPE DIRECT by telephone, 87% of respondents to the Online Survey normally contacted EUROPE DIRECT via Email (58%) or Web Assistance (29%).

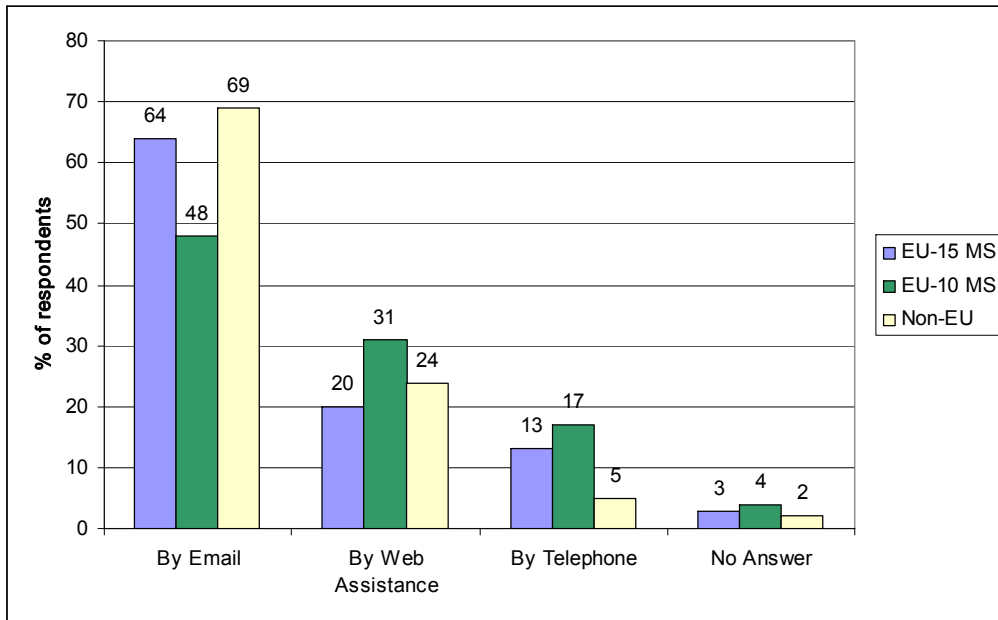
3.5 Which of these is the most useful communication channel?

Figure 5. Which is the most useful communication channel?



The rationale behind this question was to establish user's perceptions of the most useful communication channel, in general. Although there were slight differences, the results were unsurprising in the sense responses to this question, in both surveys, correlated strongly with the preceding question on which communication channel they would normally use to contact EUROPE DIRECT.

88% of respondents to the Telephone Survey selected *Telephone* as their preferred communication channel, 62% of respondents to the Online Survey selected *Email* as their preferred communication channel and 21% via *Web Assistance*.

Figure 6. Most Useful Communication Channels EU-15/EU-10

Further analysis has been carried out on the Online Survey respondents from EU15 and EU10 Member States and Non-EU countries. Overall, use of the Email communication channel is favoured the most by Non-EU respondents followed by EU-15 and finally EU-10 respondents. EU-10 respondents appear to favour the Web Assistance Service channel to a greater extent than EU-15 and Non-EU respondents. There is only a slight difference in how EU-15 and EU-10 respondents view the Telephone channel with Non-EU respondents favouring it the least.

The results for Non-EU respondents are not surprising in that the Telephone communication channel is not free outside the EU-25 Member States whereas the Email and Web Assistance channels are free from anywhere.

For a breakdown of the actual numbers and percentage of respondents from EU-15 and EU-10 Member States and Non-EU countries please refer to Section 3.21.1.

3.6 Why is this the most useful communication channel for you?

Telephone Communication Channel

Those respondents who selected the **Telephone** as the most useful communication channel argued that it was more direct, interactive and personal, in the sense it provides users the opportunity to establish human contact and dialogue. Respondents also valued the fact that there was an immediate answer to the questions and the fact that it was possible to ask additional questions on the spot. It was also deemed easily accessible particularly for those *“who are not completely computer literate”*. The fact that it was a free service was also considered as very important by some respondents.

Email Communication Channel

Respondents who opted for **Email** highlighted the fact that they were attracted by the possibility of being able to send and receive more detailed / complex enquiries and replies. Furthermore, users cited the fact that they had a written answer which they could keep for future reference. Many users also were keen on Email in that enquiries can be sent at any time of the day (24 hour Service) and that the Email interface was easy to use.

Another advantage of the email was that it was inexpensive and allowed to saving on phone costs if calling from a mobile or outside the EU. This is significant in that circa 16% of respondents from outside the EU preferred the Email channel. By comparison, monthly activity reports produced by the EUROPE DIRECT Contractor indicate that usage of the Email channel by those outside the EU is between 8% and 9%.

Web Assistance Service Communication Channel

Respondents who opted for **Web Assistance**, when consulted about the most useful communication channel, valued the fact it was easy and quick for people that worked with computers and were used to the Internet. They also appreciated that it provided immediate responses without the need to use the telephone. Users of the Web Assistance Service also mentioned that operators could point to relevant documents and texts faster than the other channels.

Users of the three EUROPE DIRECT communication channels have identified the respective benefits of the various channels.

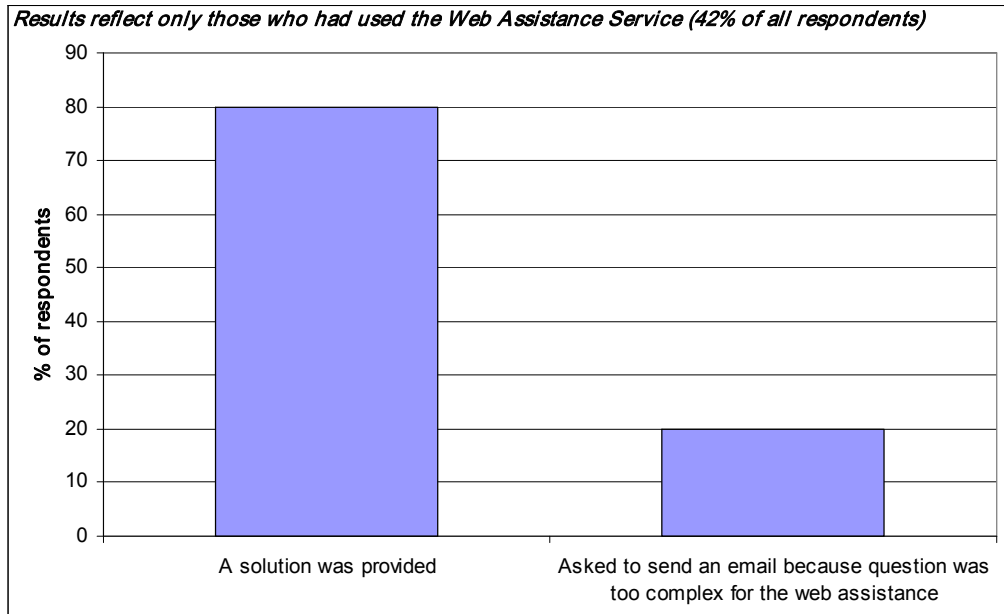
The Telephone Service was chosen as the preferred method for contacting EUROPE DIRECT, because of its interactivity and the possibility to establish human contact, as well the fact that it provides immediate responses to urgent questions.

The Email Service was supported for providing a record of the exchange, being more appropriate for explaining a complex enquiry and for the fact that it is accessible at anytime. The immediate response and interactivity were cited as the major benefits of the Web Assistance Service.

The Web Assistance Service was preferred by respondents who wanted interactivity and an immediate response and who had regular access to the internet.

3.7 When using the WAS, how was your enquiry followed up?

Figure 7. When using the WAS, how was your enquiry followed up?

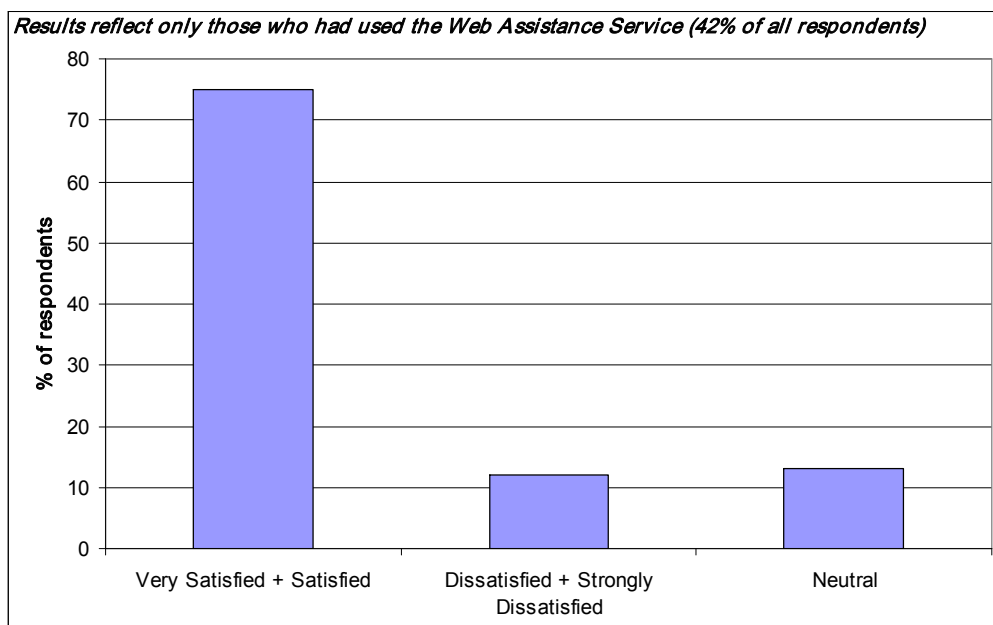


According to the responses to this question, 42% of respondents to the Online Survey had consulted the Web Assistance Service at least once. 80% of these respondents stated that a solution to their enquiry had been provided by the service. The remaining 20% replied that they were asked to send an email because the question was too complex for the Web Assistance session.

This is a positive result for the Web Assistance Service which illustrates that it is meeting the needs of the majority users. It also shows that users understand the limitations of this communication channel and are realistic in the types of enquiries that can be submitted. i.e. A more complex enquiry would be better submitted via the Email channel.

3.8 How satisfied are you with the WAS?

Figure 8. How satisfied are you with the WAS?



Of those respondents who had used the Web Assistance Service, 75% were either very satisfied (40%) or satisfied (35%), 13% expressed dissatisfaction and the remaining 12% in this group remained neutral on this point. These results are a positive reflection on the Web Assistance Service.

3.9 Do you have any specific comments about the WAS?

Among the positive comments received about the Web Assistance Service, respondents mentioned that it was a useful service, provided credible and official information about Europe, was highly effective in terms of providing immediate answers to requests and that the staff were very professional.

Comments regarding improvements to this communication channel highlighted that it could provide more precise answers, that it could be more widely promoted and that the service should be available in more languages. The issue of language was highlighted in particular by Spanish respondents.

Some respondents also highlighted technical problems and there were a few who expressed their dissatisfaction with the complexity of the procedure for obtaining an answer. There was one respondent who pointed out that the site refreshed too often and that it was therefore difficult to read when the answers were longer than one screen.

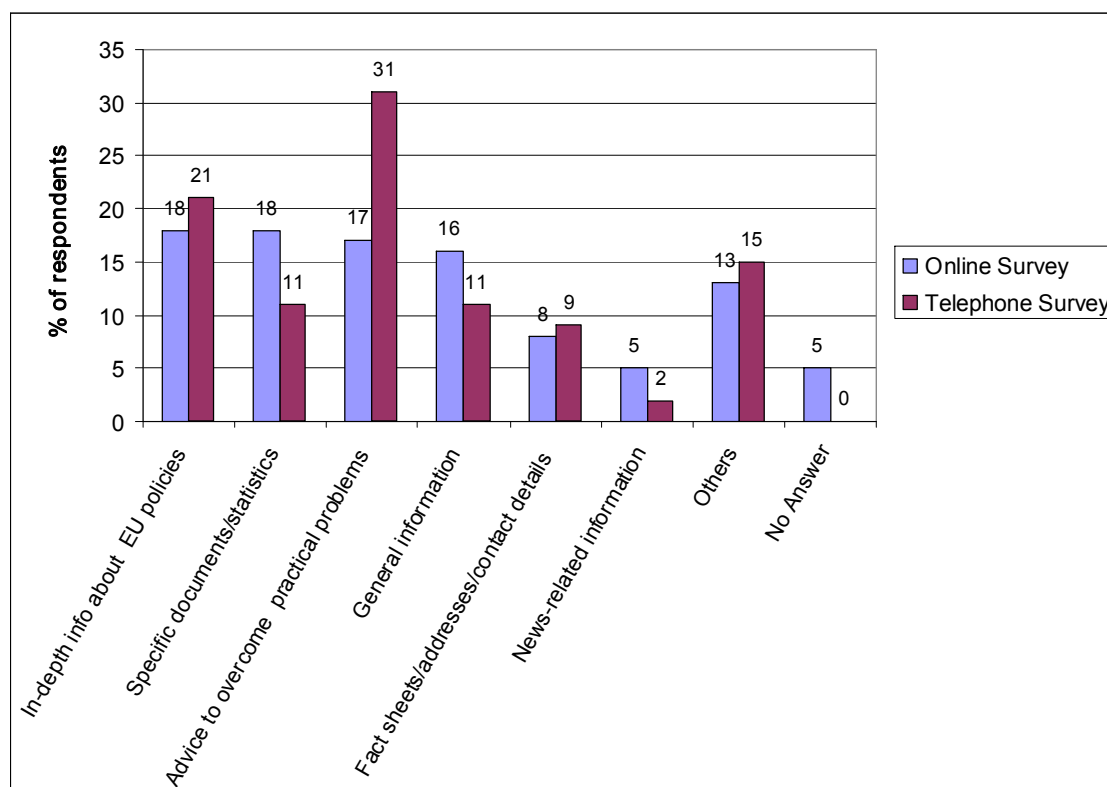
Although these comments are useful it should be noted that the Web Assistance Service was introduced as additional communication channel in June 2003 and is still considered to be in a "Pilot Phase". The Commission was and still is testing whether there is sufficient demand for this type of communication channel and will eventually decide to either enlarge it or to keep it at its current level (as an additional service).

Presently, the Web Assistance Service is only available in English and French and requires a particularly experienced type of EUROPE DIRECT operator.

In general, the Web Assistance Service was positively evaluated by its users. This communication channel was praised for providing an immediate good quality response and being interactive. Requests for a wider promotion of the communication channel and that the option of languages be extended were among the comments for how it could be improved.

3.10 What type of information do you typically request from ED?

Figure 9. Types of Information typically requested from ED



Respondents to both surveys requested a variety of information² from EUROPE DIRECT. “*In-depth information about EU policies*” and “*specific documents and statistics*” were cited as the common types of information requested (18% each) by respondents of the Online Survey. However, information on “*advice to overcome practical problems*” (31%) was the most demanded by respondents of the Telephone Survey and accounted for 17% of respondents of the Online Survey.

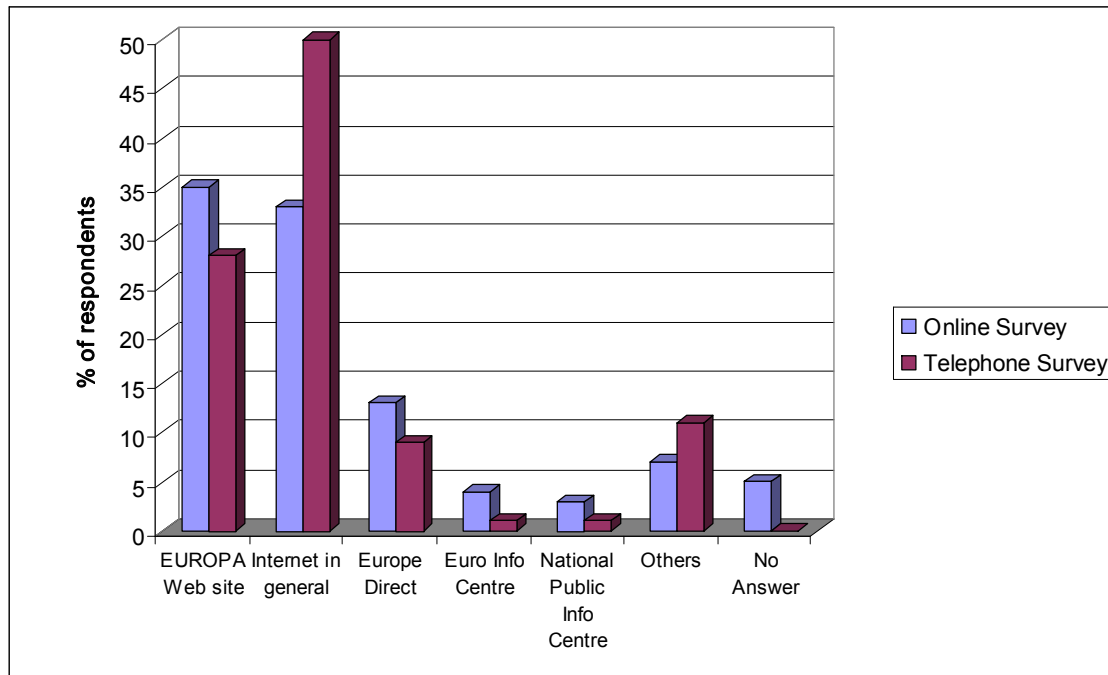
16% of Online Survey respondents and 11% of Telephone Survey respondents typically sought “*General information*”, followed by around 9% of respondents who expressed an interest in “*fact sheets, useful addresses and contact details*”. A relatively small group of respondents (5%-OS and 2%-TS) requested “*news-related information*”.

A similar proportion of respondents from both surveys selected “*Other*” types of information, such as “*data/information not easily found on the Europa website*”, “*results of public opinion polls on European issues*”, “*activities and documentation in the field of research*”, “*education and employment opportunities*”, and “*European legislation*”.

² It is important to note that responses to this question represent the perception of the users as to what type of information they typically request. For example, what one respondent considers a *specific document* another may deem as *general information* or *In-depth information on EU policies*.

3.11 Where do you typically search for EU information?

Figure 10. Where do you typically search for EU Information?



Results of the Online Survey showed that *EUROPA* and the *Internet* were selected by respondents (35% and 33% respectively) as the main sources of information on the EU. Respondents to the Telephone Survey were more likely to use the *Internet* followed by *EUROPA* (50% and 28% respectively).

In both surveys, *EUROPE DIRECT* was positioned third. (13% of Online Survey respondents and 9% of Telephone Survey respondents typically turned to EUROPE DIRECT stated that they would typically search for EU information using EUROPE DIRECT.

Fewer respondents mentioned *EU information centres* (4%-OS and 1%-TS) and *National public information centres* (3%-OS and 1%TS).

The remaining 7% of Online Survey respondents and 11% of Telephone Survey respondents chose the *Other* category. Within this category respondents generally cited a combination of all the sources mentioned and others such as *the media (TV, newspapers)*, *internet search engines* (Google, in particular), *specialised articles, universities, libraries* as well learning from colleagues.

The above results illustrate that these users already have some existing knowledge of the EU and that they are Internet users. It also indicates that EUROPE DIRECT complements EUROPA and information available elsewhere on the Internet in that the Service is not generally the first port of call but will be used when the information cannot be located elsewhere.

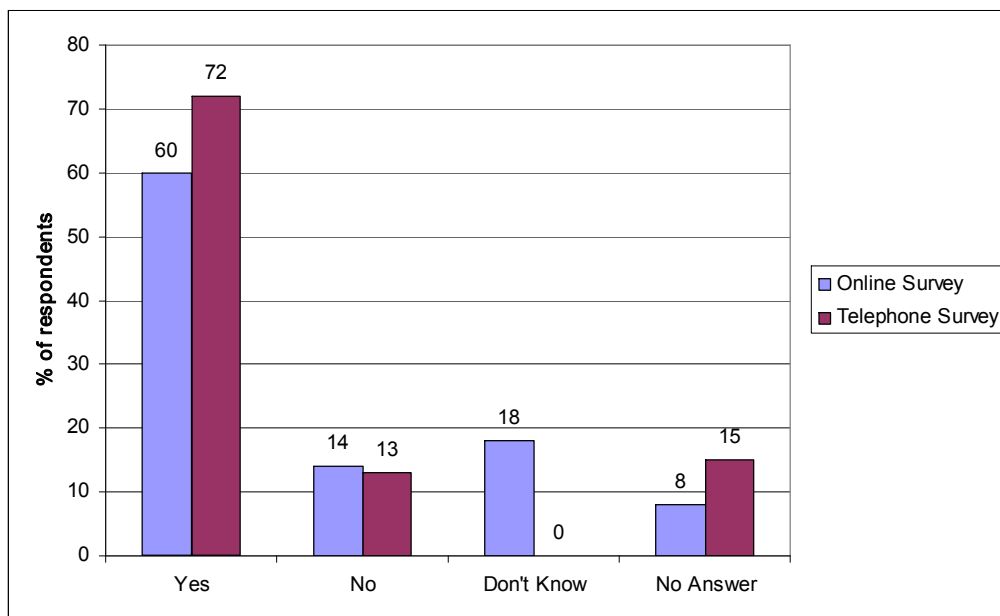
The low use of Euro Info Centres and National Public Information Centres also demonstrates that respondents have some existing EU knowledge and are used to finding information on the Internet.

According to respondents, one of the main advantages of EUROPE DIRECT lies in providing answers to a wide variety of questions, ranging from specific topics to more general information and practical advice on European issues. The personalised service that EUROPE DIRECT provides, its versatility and flexibility in relation to the topics covered are important factors in attracting users.

EUROPE DIRECT has positioned itself as one of the main resources for finding information about the EU. At present, the EUROPA website and the Internet seem to be the main reference points and should continue to be. EUROPE DIRECT complements these sources well, in that it can assist when information cannot be found using the Internet or specifically on EUROPA.

3.12 After using ED, do you feel better informed about the EU?

Figure 11. After using ED, do you feel better informed about the EU?



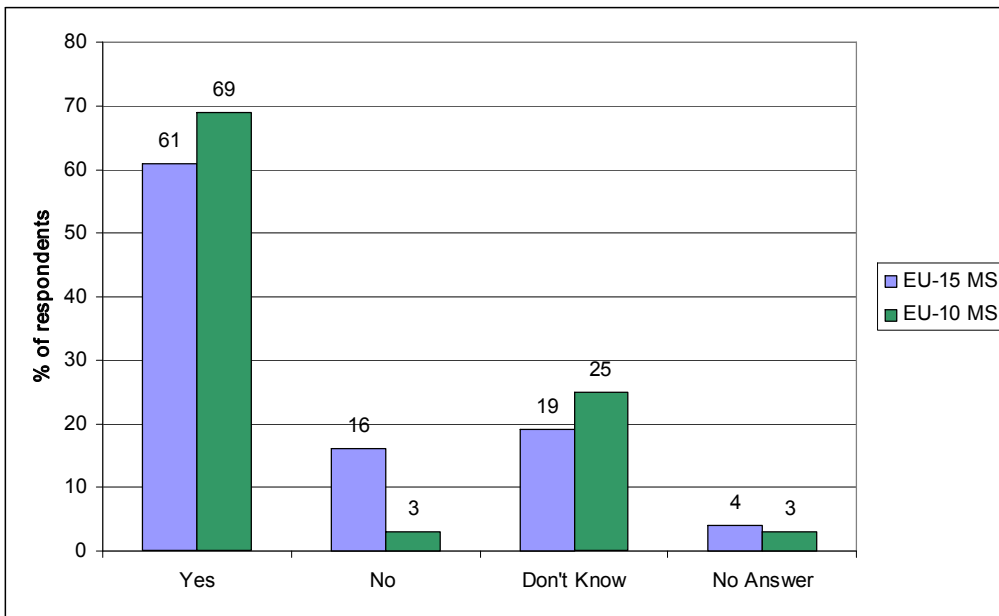
60% of Online Survey respondents and 72% of Telephone Survey respondents felt “better informed about the EU” after using the EUROPE DIRECT Service.

In both surveys, a similar proportion of respondents (14%-OS and 13%-TS) did not feel better informed about the EU having used the Service.

18% of the respondents to the Online Survey respondents felt that they did not know. The remaining 8% of respondents to the Online Survey and 15% to the Telephone Survey chose not to answer the question.

These results demonstrate that EUROPE DIRECT is going some way towards informing users about the EU's policies and activities.

Figure 12. After using ED, do you feel better informed about the EU by EU-15 / EU-10 MS (OS)

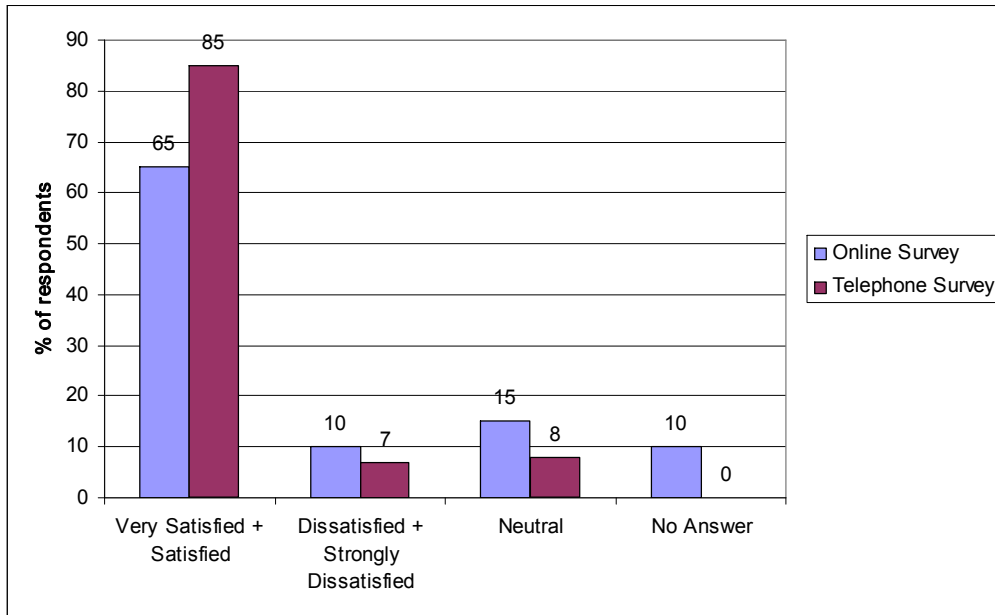


Analysis of responses by EU-15 and EU-10 Member State respondents shows that those from EU-15 MS and to a greater extent EU-10 feel better informed about the EU having used the Service.

There are a greater proportion of EU-15 respondents who do not feel better informed about the EU after using the Service. It could be surmised that as EU-10 respondents have only been part of the Union for a short time, they may be feel that most of the information they receive from the Service naturally increases their knowledge on the EU.

3.13 How satisfied are you with the answers you receive from ED?

Figure 13. How satisfied are you with the answers provided by ED?

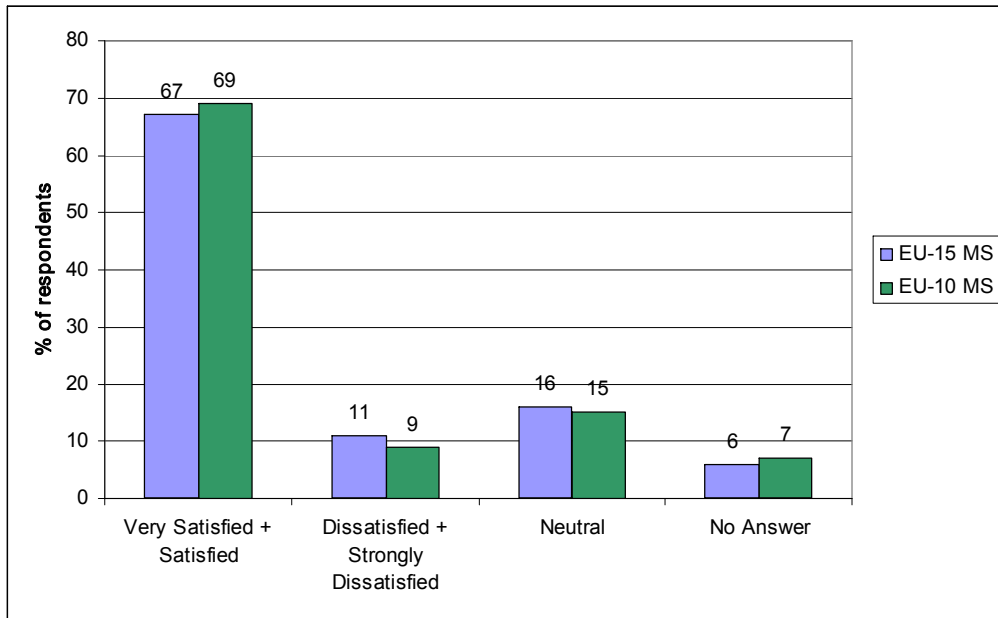


In general, the level of satisfaction with the answers provided by EUROPE DIRECT was high.

The results to the Online Survey showed that the majority of respondents were either very satisfied (32%) or satisfied (33%) with the answers they received from the EUROPE DIRECT service. 15% of respondents gave a neutral response, 10% were dissatisfied with the answers they received and the remaining 10% of respondents did not answer the question.

In the Telephone Survey more than eight out of every ten respondents state that they were either very satisfied (56%) or satisfied (29%) with EUROPE DIRECT, whilst less than one out of every ten respondents (7%) expressed their dissatisfaction with the service. The remaining 8% of users of the Service took a neutral stance.

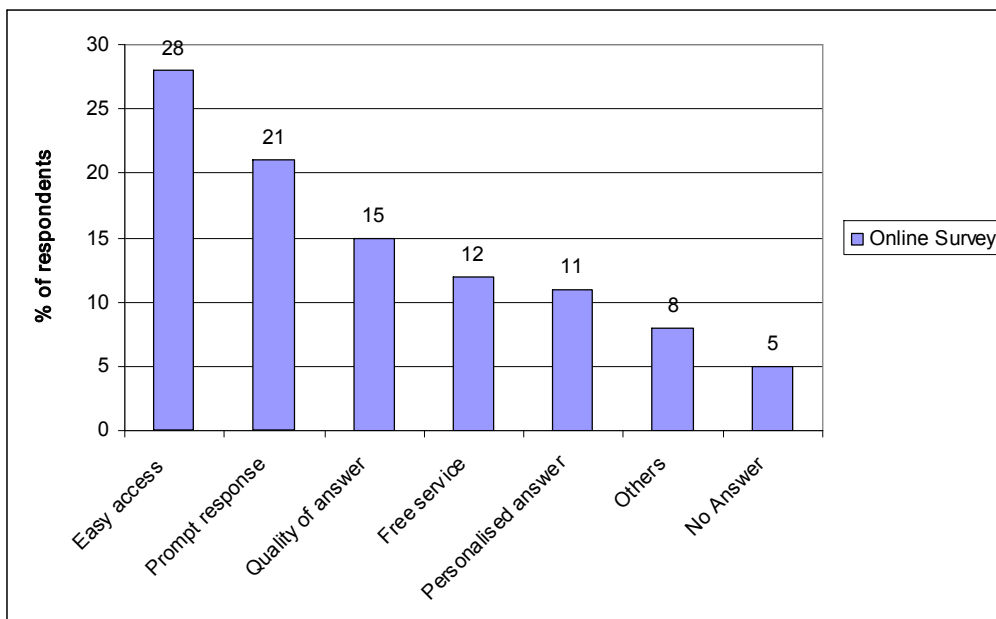
Figure 14. How satisfied are you ED by EU-15 / EU-10 MS (OS)



Analysis conducted on responses between EU-15 and EU-10 Member States shows there is little difference in opinion. Generally, respondents are very satisfied with the answers they receive from EUROPE DIRECT.

3.14 In your opinion, what is the main advantage of ED?

Figure 15. What is the main advantage of ED? – Online Survey

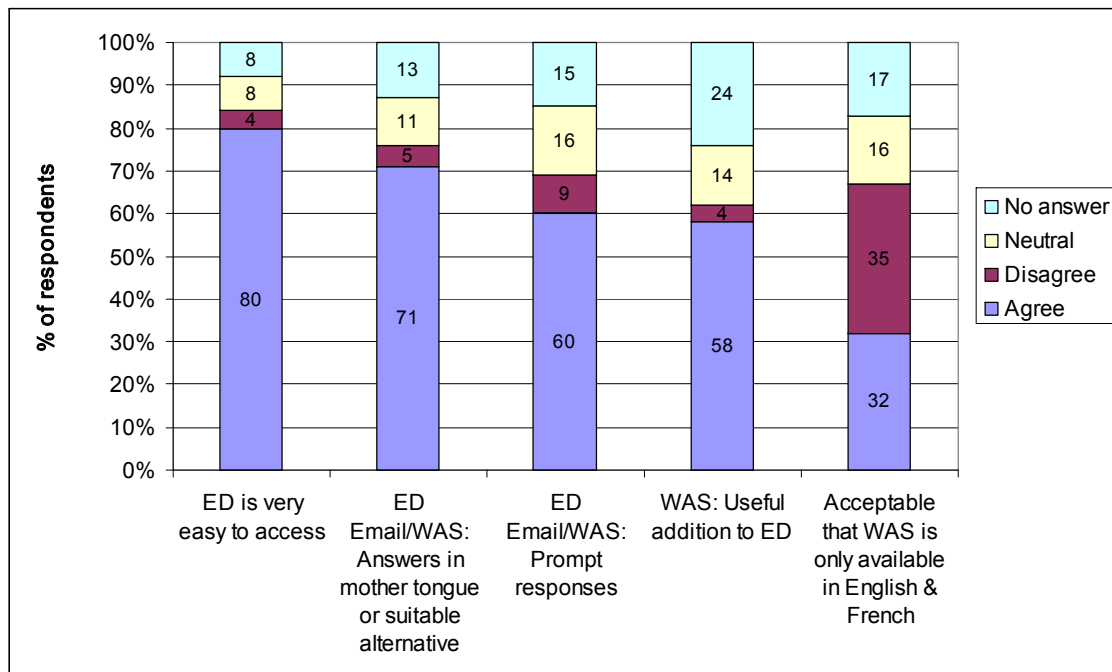


Respondents to the Online Survey recognised *ease of access* (28%) and the *prompt response* (21%) as the two main advantages of the EUROPE DIRECT service. Secondly, respondents mentioned the quality of the answers they were

provided (15%), as well as the fact that it was a free service (12%) and that they received a personalised answer (11%). A small group of respondents (5%) did not answer the question, while the remaining 8% mentioned other options, which mainly referred to all or a combination of the options presented above.

3.15 Ratings aspects of the ED Email and WAS Channels

Figure 16. Rating aspects of ED Email and Web Assistance Channels³ – Online Survey



3.15.1 EUROPE DIRECT service is very easy to access

In general, 80% of respondents agreed that EUROPE DIRECT is very easy to access. Only 4% of respondents expressed their disagreement with the statement. The remaining 16% were either neutral (8%) or did not answer the question (8%).

3.15.2 EUROPE DIRECT email/ web assistance services respond promptly to enquiries

Also supported by well over half of all respondents was the prompt response that the EUROPE DIRECT email/Web Assistance services provided to enquiries: 60% of respondents agreed with the statement, whilst 9% disagreed. 16% expressed a neutral stance and the remaining 15% of respondents did not provide an answer.

³ In order to simplify the analysis, the agreement categories ('Agree Strongly', 'Agree') were combined to express positive responses. The same was done with the disagreement categories ('Disagree', 'Disagree Strongly'). When significant results are observed for one category the results are analysed separately.

3.15.3 EUROPE DIRECT email/web assistance services provide answers in my mother tongue or in a suitable alternative language

Almost three quarters of respondents (71%) were satisfied with the language options provided by EUROPE DIRECT email / Web Assistance services. Only 5% of respondents expressed an opinion that the service had not provided answers in their mother tongue or in a suitable alternative language. 11% of respondents remained neutral and 13% did not answer the question.

3.15.4 The Web Assistance Service is a useful addition to the service offered by EUROPE DIRECT

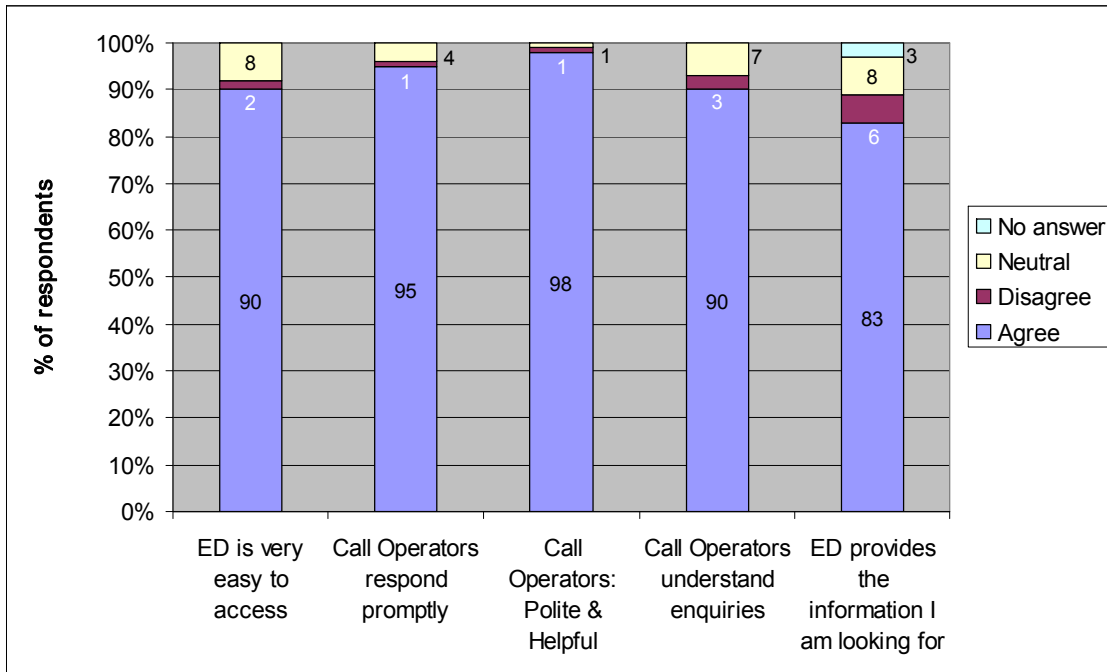
The majority of respondents (58%) agreed that the Web Assistance Service is a useful addition to the service offered by EUROPE DIRECT, while only 4% of respondents expressed their disagreement with the statement. 14% of respondents remained neutral and almost a quarter (24%) did not answer the question. The proportion of non-respondents was higher in this case because many respondents had not used the Web Assistance service and therefore did not provide an opinion.

3.15.5 It is acceptable that presently Web Assistance is only available in English and French

Over a third (35%) of respondents expressed disagreement with the fact that it is acceptable that the Web Assistance service is presently only available in English and French. A similar proportion (32%) of respondents believed the language coverage to be acceptable. The remaining third of respondents remained neutral (16%) or did not answer the question (17%).

3.16 Rating Aspects of ED Telephone Channel

Figure 17. Rating aspects of ED Telephone Channel – Telephone Survey



3.16.1 EUROPE DIRECT telephone service is very easy to access

Nine out of every ten respondents in the Telephone Survey (90%) agreed that EUROPE DIRECT is very easy to access.⁴ Only 2% of respondents expressed their disagreement with the statement. The remaining 8% took a neutral stance.

This result was in line with the results of the Mystery Caller Survey where 90% of Mystery Callers were able to reach EUROPE DIRECT on their first attempt. Furthermore, 98% of these calls were answered within 40 seconds. (74% of calls answered in less than 20 seconds and 24% of calls answered between 20 and 40 seconds).

3.16.2 Call operators respond promptly to enquiries

There was almost unanimity among respondents that call operators responded promptly to enquiries. Whilst 95% of respondents agreed with the statement, only 1% expressed their disagreement. The remaining 4% chose to remain neutral with respect to this point.

⁴ In order to simplify the analysis, the agreement categories ('Agree Strongly', 'Agree') were summed up to express positive responses. The same was done with the disagreement categories ('Disagree', 'Disagree Strongly'). When significant results are observed for one category the results are analysed separately.

3.16.3 Call operators are polite and helpful

Ninety-eight percent of respondents agreed that EUROPE DIRECT call operators are polite and helpful. It should be highlighted as well that this was the statement that received the strongest support from respondents, with nine out of every ten respondents (90%) agreeing strongly with it. A low 1% of respondents rejected the statement, whilst the remaining 1% remained neutral.

This result was in line with the results of the Mystery Caller Survey where 91% of Mystery Callers rated the EUROPE DIRECT operators “very polite” or “polite” and 87% rated them either “very helpful” or “helpful”.

3.16.4 Call operators understand enquiries

The agreement rate was also high when asked to provide an opinion about call operators' understanding of enquiries. 90% agreed with the statement, while the remaining 10% either expressed their disagreement (3%) or chose to remain neutral (7%).

This result was in line with the results of the Mystery Caller Survey where 79% of Mystery Callers believed that their questions/complaints were answered/resolved “very well” or “well”.

3.16.5 EUROPE DIRECT provides the information I am looking for

This statement was once again highly accepted by respondents: more than eight out of every ten respondents (83%) considered that EUROPE DIRECT provided the information they were looking for. 6% of respondents did not consider this to be the case, while the remaining 11% stayed either neutral (8%) or did not answer the question (3%).

This result was in line with the results of the Mystery Caller Survey where 81% of Mystery Callers were “very satisfied” or “satisfied” with the EUROPE DIRECT operators overall handling of their question/complaint.

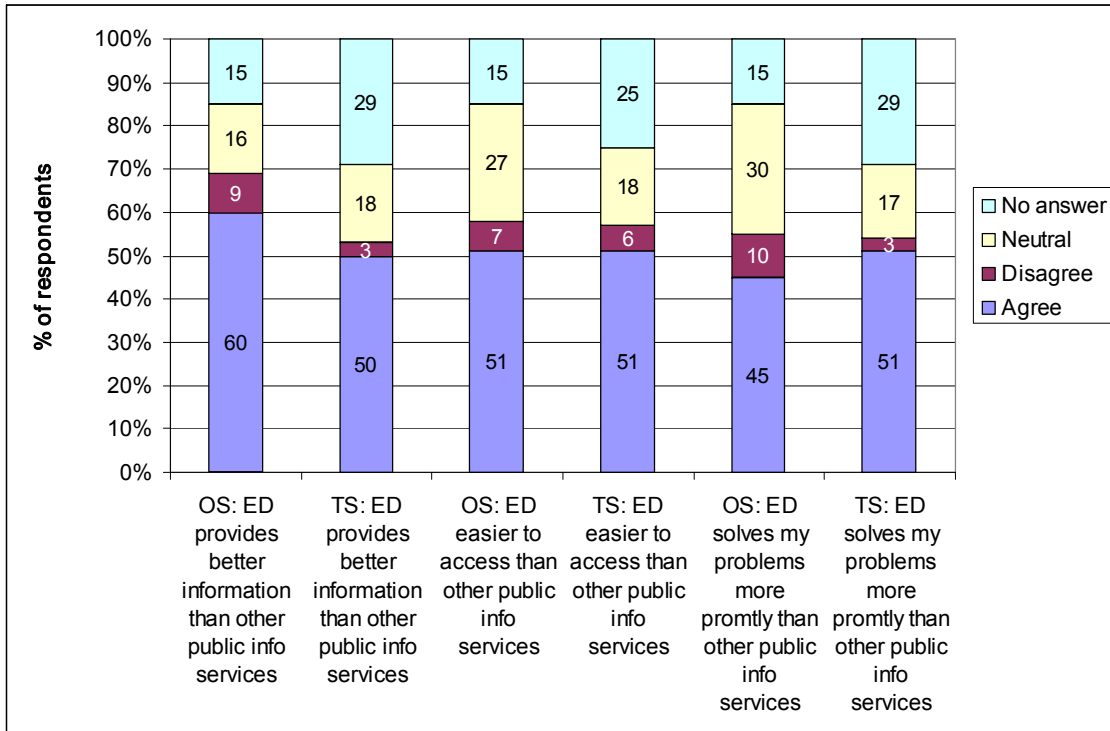
Overall, the EUROPE DIRECT service was rated highly by the vast majority of respondents to both the Online and Telephone Surveys. They were satisfied with the answers they had received and with the service in general.

At present, ease of access, the speed and quality of responses seem to be recognised by respondents as the main advantages of the service.

3.17 ED Compared to other Public Information Services

Figure 18. Comparison with other information Providers

OS = Online Survey
 TS = Telephone Survey



This comparison question was posed to get an idea of how users perceive the service they receive from EUROPE DIRECT compared with other Contact Centres they have used in the Public Sector. The question is not aimed at comparing it with any Public Sector Service in particular, but is designed to gauge some sort of general view of the Service.

3.17.1 EUROPE DIRECT provides better information than other public information services

When comparing the information provided by EUROPE DIRECT with other Public Information Services in general, overall there was a positive response in favour of EUROPE DIRECT. In fact, respondents of the Online Survey responded more positively than those who responded to the Telephone Survey (60% versus 50% agreed with the statement).

However, it was interesting to note that a higher proportion of Online Survey respondents disagreed with the statement, 9% of respondents versus 3% of Telephone Survey respondents.

3.17.2 EUROPE DIRECT is easier to access than other public information services

In terms of ease of access, respondents to both surveys took a similar stance, with 51% of all respondents agreeing that EUROPE DIRECT was easier to access than other Public Information Services and circa 7% disagreeing with the statement.

27% of respondents to the Online Survey took a neutral view of the statement and 15% did not provide an answer. For the Telephone Survey the figures were 18% and 25% respectively.

3.17.3 EUROPE DIRECT solves my problems more promptly than other public information services

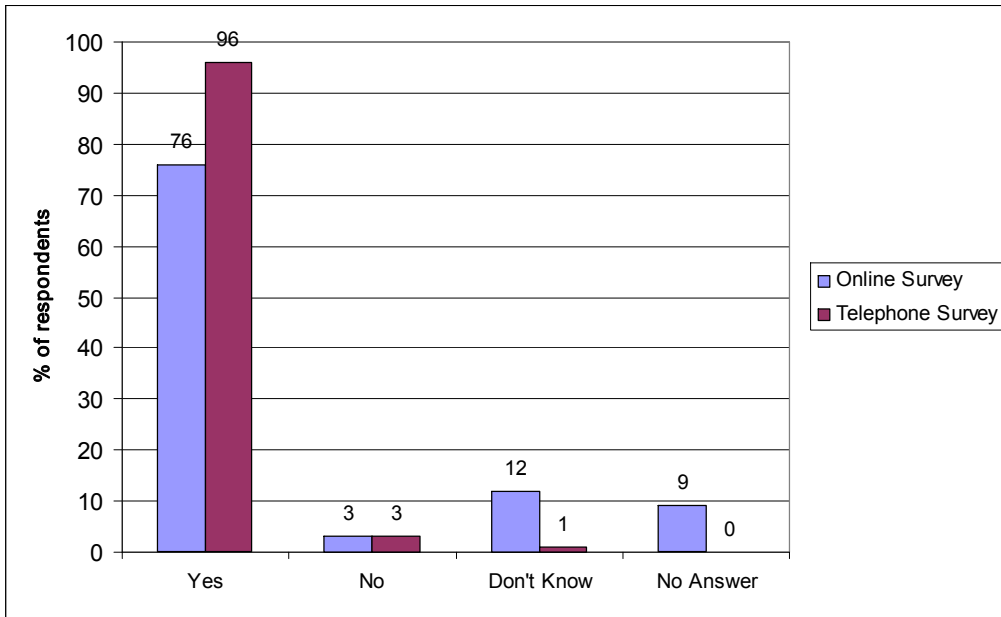
The level of agreement with this statement, compared with the other two, was slightly lower from Online Survey respondents (45%) but remained at a similar level for the Telephone Survey respondents (51%).

Disagreement levels were also higher in responses from Online Survey respondents than Telephone Survey respondents (10% versus 3%).

EUROPE DIRECT fared well when compared with other Public Information Services in general. The Service was perceived positively in terms of ease of access, promptness and quality of response.

3.18 Will you make use of ED in the future?

Figure 19. Will you make use of ED in the future?

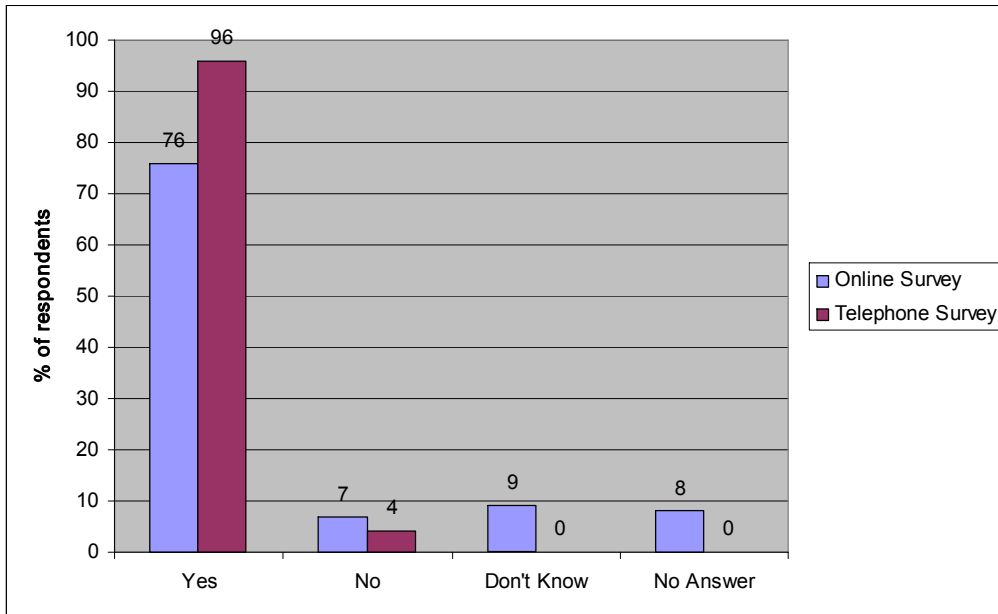


Results of this question in both surveys were particularly positive for EUROPE DIRECT. More than three quarters of Online Survey respondents (76%) and 96% of Telephone Survey respondents confirmed that they would make use of EUROPE DIRECT services in the future.

As well as demonstrating that users are satisfied with EUROPE DIRECT this also indicates that the Service is relevant and sustainable at this point in time.

3.19 Would you recommend ED to family, friends and colleagues?

Figure 20. Would you recommend ED to family, friend and colleagues?



In line with the previous question, 76% of Online Survey respondents and 96% of Telephone Survey respondents agreed that they would consider recommending EUROPE DIRECT to family, friends and colleagues.

This result again demonstrates the relevance and sustainability of the Service. It also highlights another way in which awareness of EUROPE DIRECT will increase.

The fact that the majority of respondents to both surveys would use the Service in the future and would also consider recommending it to family, friends and colleagues is an important achievement to be capitalised on. These results demonstrate the relevance and sustainability of the Service.

With such a high proportion of respondents stating that they would recommend the Service to others, this illustrates a very real means through which EUROPE DIRECT can obtain additional promotion.

3.20 Additional suggestions or comments for improving ED

All responses to this open question have been analysed and classified into *Positive/Neutral* and *Negative* comments. The types of comment have also been measured in terms of how frequently they occurred.

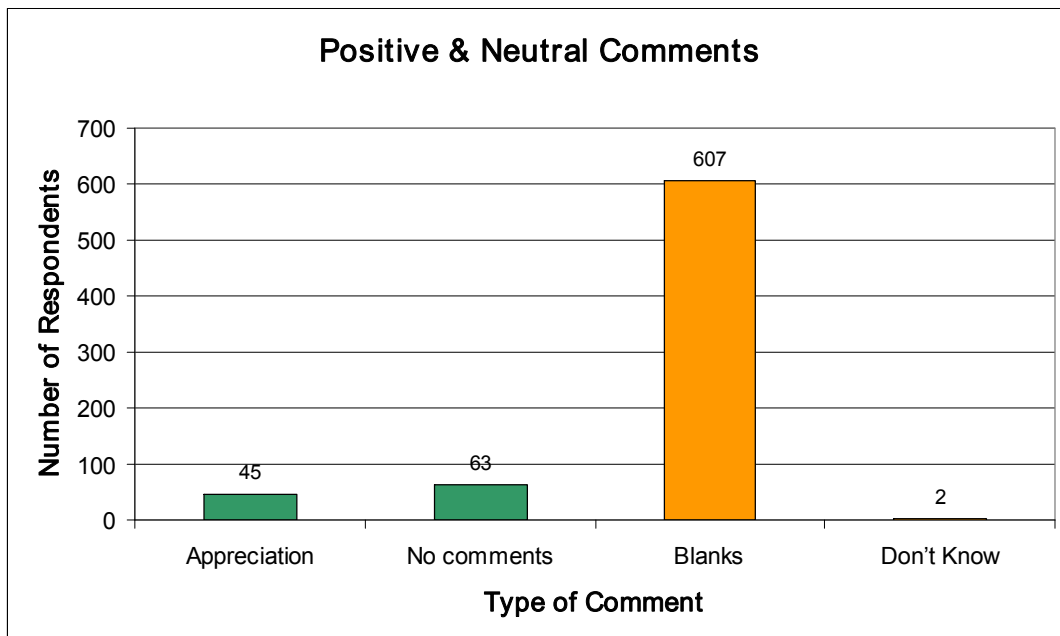
3.20.1 Positive & Neutral Comments:

Types of Positive Comment	
Appreciation	Users who expressed their appreciation of the service: they find it an efficient, reliable, fast and accurate way of accessing information.
No Comments	Users who specifically made comments expressing that they had nothing to add or no comments to improve the Service.

Types of Neutral Comment	
Blanks	Users who did not leave a comment at all*.
Don't Know	Users who commented that they could not comment at this stage as was their first experience of ED/had too little experience of ED to comment.

*Many respondents did not leave any comment at all on how the Service could be improved. Although this action cannot be interpreted as a “positive” comment, the evaluator believes that not leaving a comment or suggestion reinforces the fact that users expressed a high level of satisfaction towards EUROPE DIRECT.

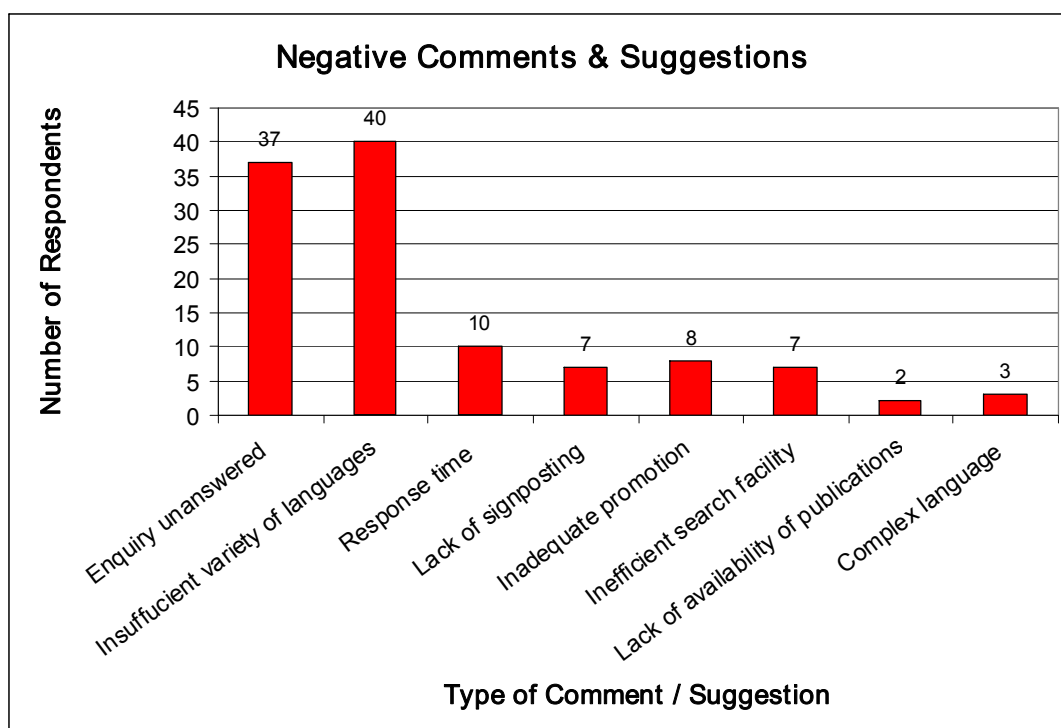
Figure 21. Frequency of Positive & Neutral Comments



3.20.2 Negative Comments & Suggestions:

Figure 22. Frequency of Negative Comments & Suggestions

Types of Negative Comments & Suggestions	
Enquiry unanswered	Users who commented that EUROPE DIRECT does not answer their enquiries directly or that answers provided are not specific enough.
Insufficient variety of languages	Information should be provided in a greater variety of languages N.B. Specific to Web Assistance Service (Predominantly Spanish respondents).
Response time	The timeframe taken for the response to be delivered should be speeded up.
Lack of signposting	ED should point the user to other relevant/more specific information sources e.g. national information service for the query to be answered in more detail.
Inadequate promotion	ED should make its service more visible through increased promotion.
Inefficient search facility	It should be made easier to search for ED via various search functions.
Insufficient availability of publications	ED Printed publications should be made more widely available.
Complex language	ED Language should be simple and not 'jargonised'.



In terms of frequency, the comments relating to “enquiries not being answered directly or in enough detail” highlight the fact that the expectations of these respondents have been set unrealistically. In many cases EUROPE DIRECT will not be able to answer questions directly but will be able to point the user to where he or she is likely to find the information that they are looking for. This needs to be communicated more clearly so as to set realistic expectations of users.

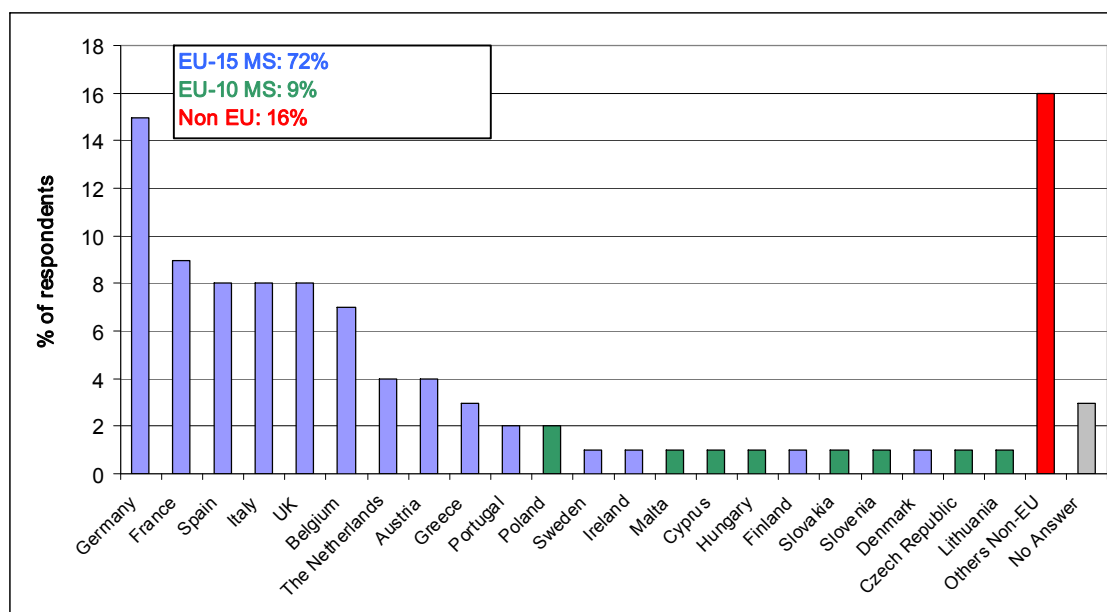
EUROPE DIRECT should reiterate the fact that the Service will not always be able to provide direct answers to enquiries. In many cases the Service will point users to the information that they are looking for. Communicating this effectively to users will set realistic expectations.

EUROPE DIRECT may wish to consider conducting further research into whether there is real demand for extending the range of languages offered by the Web Assistance Service.

3.21 Profile of Respondents

3.21.1 Nationality of Respondents

Figure 23. Nationality of Respondents to Online Survey



Over three quarters of respondents were EU citizens from EU-15 Member States. This group comprised respondents from Germany (15%), France (9%), Spain, Italy and the UK (8% each), Belgium (7%), The Netherlands and Austria (4% each), Greece (3%), Portugal (2%), Sweden, Ireland, Finland and Denmark (1% each). 9% were respondents from EU-10 Member States, with Poland (2%) leading the group, followed by Malta, Cyprus, Hungary, Slovakia, Slovenia, Czech Republic and Lithuania (1% each). 16% of respondents out of the total sample were not European citizens – respondents from Turkey, Romania, Russia, Canada, the US, Australia, Morocco, Nigeria, Mexico, Brazil, Argentina, Chile, Costa Rica, among other non-EU countries, were registered in this group. A small minority (3%) did not provide information on their nationality.

The proportion of respondents from EU-15 / EU-10 / Non-EU countries is detailed in the table below:

Type of Respondent	Number	%
Respondents from EU-15	598	72%
Respondents from EU-10	75	9%
Respondents from Non-EU Countries	133	16%
No Answer	25	3%
Total	831	100%

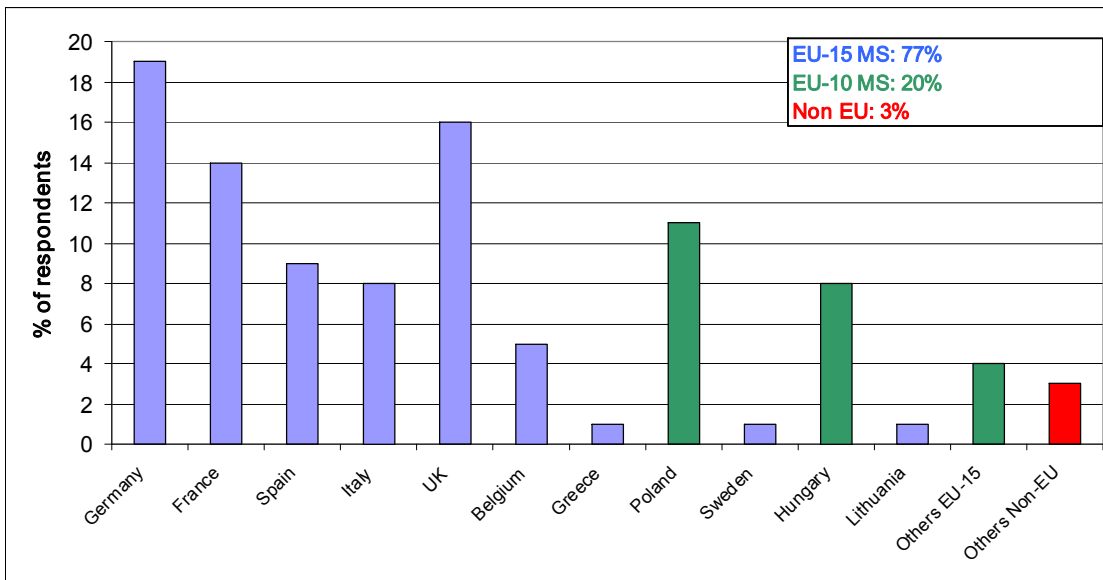
It should be noted that the proportion of EU-15 respondents to the proportion of EU-15 population is slightly low. This is to an even greater extent the case with EU-10 Member States.

European Union Population Statistics

Source: EUROSTAT Yearbook 2004

	Population in 1,000's	% of EU-25
EU-15	380351.4	83.68%
EU-10	74200.9	16.32%
EU-25	454552.3	100.00%

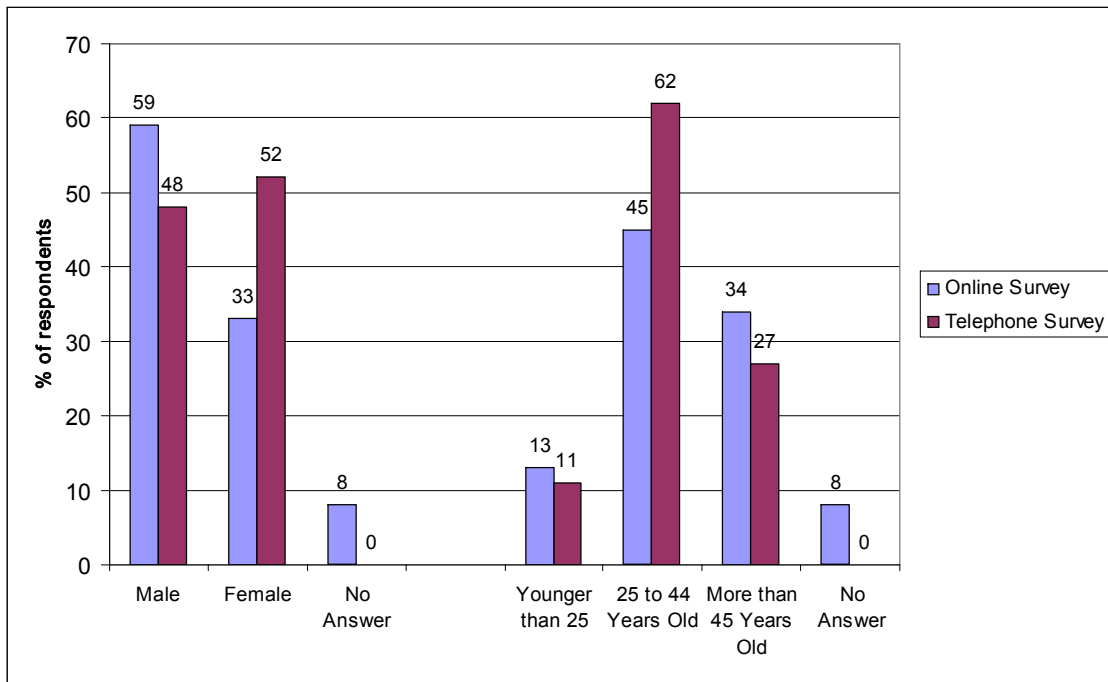
Figure 24. Nationality of Respondents to Telephone Survey



Over three quarters of respondents (77%) were citizens from the EU-15 Member States. This group was composed of respondents from Germany (19%), the UK (16%), France (14%), Spain (9%), Italy (8%), Belgium (5%), Sweden and Greece (1% each), and others (4%), including respondents from Austria, Denmark, Finland, Ireland and The Netherlands. Twenty percent were respondents from EU-10 Member States, with Poland (11%) leading the group, followed by Hungary (8%), and Lithuania (1%). The remaining 3% of the sample were non-European citizens: respondents from Algeria, Colombia, Moldavia and Russia were registered in this group.

3.21.2 Gender & Age

Figure 25. Respondents by Gender and Age



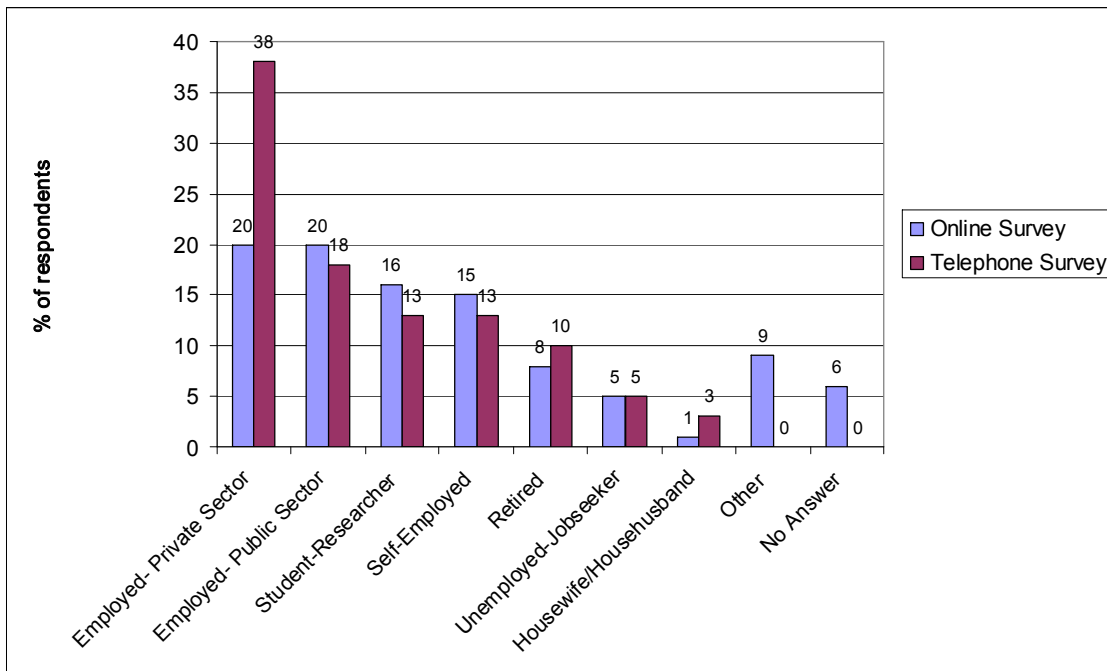
When analysed by gender, there were considerably more male respondents to the Online Survey (59% versus 33% of female respondents). The gender balance of respondents to the Telephone Survey was very similar, with a gap of just 4%.

When analysed by age, there were a high proportion of respondents (45% - OS and 62% - TS) who fell into the 25 to 44 age bracket. After this the highest proportion of respondents fell into the 45 and over category.

Those who fell into the youngest age category, younger than 25, made up the smallest share of respondents with 13% of Online Survey respondents and 11% of Telephone Survey respondents.

3.21.3 Employment

Figure 26. Respondents by Employment Type

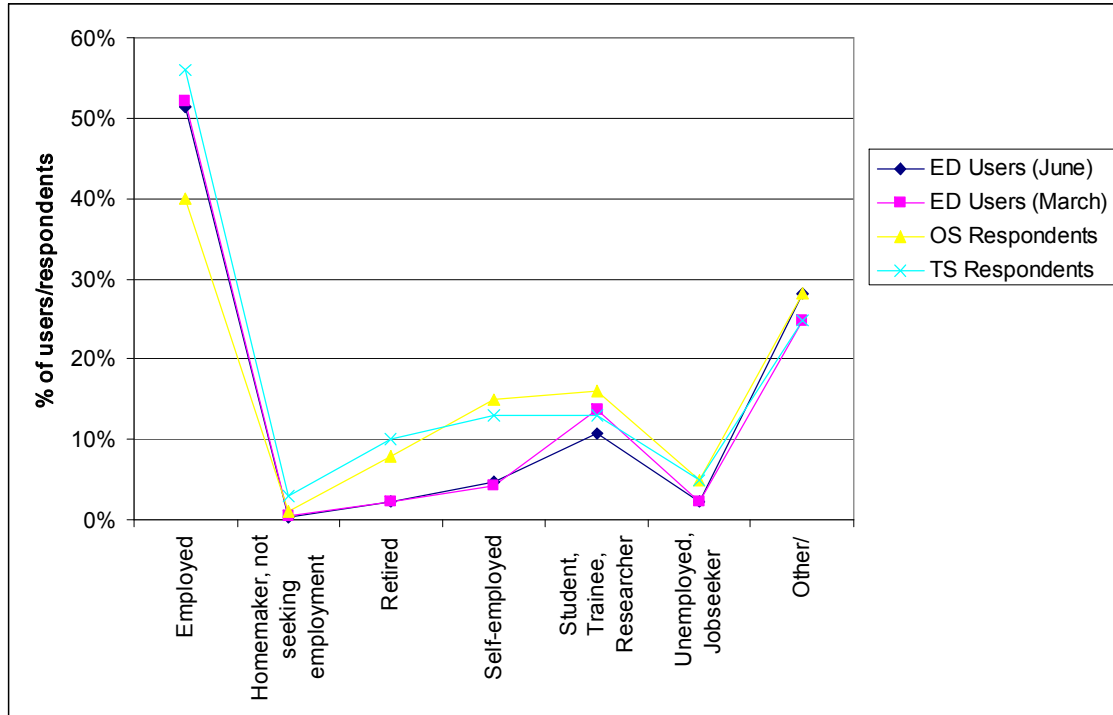


The following Employment categories were selected as they match the categories used by EUROPE DIRECT and DG Internal Market’s Interactive Policy Making Tool (IPM). It is true to say that these employment categories do have their limits and it may be that EUROPE DIRECT wishes to extend the range of categories so as to provide further information about its users.

The results show that most of the respondents to both surveys were employed in the Private or Public sector. It should be noted that there were a significant proportion of Telephone Survey respondents from the Private Sector (38%).

If these results are compared to sample EUROPE DIRECT monthly activity reports it is evident that the proportions of users by employment type are not too dissimilar to the respondents of the surveys as Figure 23 and the subsequent table illustrate below:

Figure 27. ED Users and Survey Respondents by Employment



ED Employment Activity Reports from March & June 2005

Month 2005	Employed	Homemaker, not seeking employment	Retired	Self-employed	Student, Trainee, Researcher	Unemployed, Jobseeker	Other/Unknown
June	51.4%	0.3%	2.3%	4.8%	10.7%	2.3%	28.2%
March	52.0%	0.6%	2.2%	4.2%	13.8%	2.3%	24.8%

ED Survey Respondents by Type of Employment

Survey	Employed	Homemaker, not seeking employment	Retired	Self-employed	Student, Trainee, Researcher	Unemployed, Jobseeker	Other/Unknown
OS	40.0%	1.0%	8.0%	15.0%	16.0%	5.0%	28.2%
TS	56.0%	3.0%	10.0%	13.0%	13.0%	5.0%	24.8%

4.0 APPENDIX 1 USER SATISFACTION ONLINE SURVEY



EUROPE DIRECT Evaluation Online Survey

EUROPE DIRECT is a service aimed at answering your questions about the European Union (EU). It provides a wide range of information on all sorts of subjects related to the EU including your rights and opportunities as an EU citizen and how to take advantage of them.

This survey has been launched by the European Commission to receive feedback on users' perceptions of the service and to find out whether and how EUROPE DIRECT should adapt in the future to the changing needs and priorities of citizens. The results of this survey will be used to enhance and improve the service offered to you.

The European Commission would be very grateful if you could take the time to complete the survey. It should only take you between 5 and 7 minutes to complete.

Please note: Survey results will be delivered to the European Commission and will not be used for purposes other than the objectives of this evaluation.

Section 1: Descriptive Information

Qu.1
How did you first hear about EUROPE DIRECT?

- Media: e.g. TV, Newspapers
- EUROPA website
- Family/ colleagues/ friends
- Printed information on the EU e.g. Publications, Leaflets
- Internet in general
- Member State specific portal
- Member State public information service
- Other

If other, please specify:

Qu.2
Please can you provide further details on how you discovered Europe Direct. For example, if you came across Europe Direct in a newspaper which newspaper was it?

Qu.3
How many times have you contacted Europe Direct?

- First Time
- 2-5
- 6-12
- 13-24
- I am a regular user of the service

Qu.4
How do you normally contact the Europe Direct service? (If this was the first time, how did you access the service?)

- By Telephone
- By Email
- By Web Assistance

Qu.5
Which of these is in your opinion the most useful communication channel?

- By Telephone
- By Email
- By Web Assistance

Qu.6
Why is this the most useful communication channel for you?

Questions relating to the Web Assistance Service

Qu.7

When using the Web Assistance service how was your enquiry followed up?

- A solution was provided
- You were asked to send an email because the question was too complex for the Web Assistance session
- I have never used the Web Assistance service

Qu.8

How satisfied are you with the Web Assistance service?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Strongly dissatisfied

Qu.9

Do you have any specific comments about the Web Assistance service?

Qu.10

What type of information do you typically request from EUROPE DIRECT?

- | | |
|---|--------------------------|
| General information | <input type="checkbox"/> |
| Specific documents/statistics | <input type="checkbox"/> |
| News-related information | <input type="checkbox"/> |
| Fact sheets or useful addresses/contact details | <input type="checkbox"/> |
| Advice to overcome practical problems | <input type="checkbox"/> |
| In-depth information about specific EU policies | <input type="checkbox"/> |
| Other | <input type="checkbox"/> |

If other, please specify	
--------------------------	--

Qu.11

When looking for information about the EU, where do you typically search for it?

- | | |
|--|--------------------------|
| Europe Direct is typically my first port of call | <input type="checkbox"/> |
| Internet in general | <input type="checkbox"/> |
| EUROPA website | <input type="checkbox"/> |
| National public information centre | <input type="checkbox"/> |
| EU info centre | <input type="checkbox"/> |
| Other | <input type="checkbox"/> |

If other, please specify	
--------------------------	--

Section 2: Evaluative Information

Qu.12

After using the Europe Direct Service, do you feel better informed about the EU?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Don't Know	<input type="checkbox"/>

Qu.13

In general how satisfied are you with the answers you receive from Europe Direct?

Very satisfied	<input type="checkbox"/>
Satisfied	<input type="checkbox"/>
Neutral	<input type="checkbox"/>
Dissatisfied	<input type="checkbox"/>
Strongly dissatisfied	<input type="checkbox"/>

Qu.14

In your opinion what is the main advantage of Europe Direct?

Easy access	<input type="checkbox"/>
Prompt response	<input type="checkbox"/>
Quality of answer	<input type="checkbox"/>
The fact that it is a personalised answer	<input type="checkbox"/>
Free service	<input type="checkbox"/>
Other	<input type="checkbox"/>

If other, please specify	
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Qu.15

Please rate the following statements about particular aspects of the Europe Direct service:

	Agree strongly	Agree	Neutral	Disagree	Disagree strongly	N/A
EUROPE DIRECT service is very easy to access						X
EUROPE DIRECT Email / Web assistance services respond promptly to inquiries						X
EUROPE DIRECT Email / Web Assistance services provide answers in my mother tongue or in a suitable alternative language						X
The Web Assistance service is a useful addition to the service offered by EUROPE DIRECT						
It is acceptable that presently Web Assistance is only available in English and French						

Qu.16

If you had to compare EUROPE DIRECT with sources of information provided by other EU institutions or Member States please rate the following statements:

	Agree strongly	Agree	Neutral	Disagree	Disagree strongly
EUROPE DIRECT provides better information than other public information services					
EUROPE DIRECT is easier to access than other public information services					
EUROPE DIRECT solves my problems more promptly than other public information services					

Section 3: Prescriptive Information

Qu.17

Based on your recent experience and overall satisfaction with the service, will you make use of EUROPE DIRECT services in the future?

Yes

No

Don't know

Qu.18

Would you recommend EUROPE DIRECT to colleagues, family and friends?

Yes

No

Don't know

Qu.19

Do you have any additional suggestions or comments that you consider could be useful for EUROPE DIRECT to provide a better service in the future?

Section 4: Profile

Qu.20

Nationality

Qu.21

Country of Residence

Member State

Drop down list

If other, please specify:	
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Qu.22
Gender

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

Qu.23
Age

< 18 Years Old	<input type="checkbox"/>
18 – 24 Years Old	<input type="checkbox"/>
25 – 44 Years Old	<input type="checkbox"/>
44 – 64 Years Old	<input type="checkbox"/>
>64 Years Old	<input type="checkbox"/>

Qu.24
Employment

Employed-Public Sector Organisation	<input type="checkbox"/>
Employed-Private Sector Organisation	<input type="checkbox"/>
Self-Employed	<input type="checkbox"/>
Housewife / Househusband	<input type="checkbox"/>
Jobseeker / Unemployed	<input type="checkbox"/>
Student / Researcher	<input type="checkbox"/>
Retired	<input type="checkbox"/>
Other	<input type="checkbox"/>

If other, please specify	
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The survey was also made available in French and German. All surveys can be found online at:

English: http://www.evaluationpartnership.com/surveys/europedirectevaluation_en.htm

French: http://www.evaluationpartnership.com/surveys/europedirectevaluation_fr.htm

German: http://www.evaluationpartnership.com/surveys/europedirectevaluation_de.htm

5.0 APPENDIX 2 USER SATISFACTION TELEPHONE SURVEY



EUROPE DIRECT Telephone Survey

EUROPE DIRECT is a service aimed at answering your questions about the European Union (EU). It provides a wide range of information on all sorts of subjects related to the EU including your rights and opportunities as an EU citizen and how to take advantage of them.

This survey has been launched to find out how EUROPE DIRECT should adapt in the future to the changing needs and priorities of the European citizens. The results of this survey will be used to improve the service focusing on the changing needs of citizens.

You are invited to take part in this user satisfaction service. It should take you between 8 and 10 minutes to complete. Your input will enable the European Commission to provide you with a better service.

Please note: Survey results will be delivered to the European Commission and will not be used for purposes other than the objectives of this evaluation.

Section 1: Descriptive Information

Qu.1
How did you first hear about EUROPE DIRECT?

- Media: e.g. TV, Newspapers
- EUROPA website
- Family/ colleagues/ friends
- Printed information on the EU e.g. Publications, Leaflets
- Internet in general
- Member State specific portal
- Member State public information service
- Other

If other, please specify:

Qu.2
Please can you provide further details on how you discovered Europe Direct. For example, if you came across Europe Direct in a newspaper which newspaper was it?

Qu.3
How many times have you contacted Europe Direct?

- First Time
- 2-5
- 6-12
- 13-24
- I am a regular user of the service

Qu.4
How do you normally contact the Europe Direct service? (If this was the first time, how did you access the service?)

- By Telephone
- By Email
- By Web Assistance

Qu.5
Which of these is in your opinion the most useful communication channel?

- By Telephone
- By Email
- By Web Assistance

Qu.6
Why is this the most useful communication channel for you?

Qu.7

What type of information do you typically request from EUROPE DIRECT?

General information	<input type="checkbox"/>
Specific documents/statistics	<input type="checkbox"/>
News-related information	<input type="checkbox"/>
Fact sheets or useful addresses/contact details	<input type="checkbox"/>
Advice to overcome practical problems	<input type="checkbox"/>
In-depth information about specific EU policies	<input type="checkbox"/>
Other	<input type="checkbox"/>

If other, please specify	
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Qu.8

When looking for information about the EU, where do you typically search for it?

Europe Direct is typically my first port of call	<input type="checkbox"/>
Internet in general	<input type="checkbox"/>
EUROPA website	<input type="checkbox"/>
National public information centre	<input type="checkbox"/>
EU info centre	<input type="checkbox"/>
Other	<input type="checkbox"/>

If other, please specify	
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Section 2: Evaluative Information

Qu.9

After using the Europe Direct Service, do you feel better informed about the EU?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Don't Know	<input type="checkbox"/>

Qu.10

In general how satisfied are you with the answers you receive from Europe Direct?

Very satisfied	<input type="checkbox"/>
Satisfied	<input type="checkbox"/>
Neutral	<input type="checkbox"/>
Dissatisfied	<input type="checkbox"/>
Strongly dissatisfied	<input type="checkbox"/>

Qu.11

Please rate the following statements about particular aspects of the Europe Direct service:

	Agree strongly	Agree	Neutral	Disagree	Disagree strongly	N/A
EUROPE DIRECT Telephone service is very easy to access						X
Call Operators respond promptly to enquiries						X
Call operators are polite and helpful						
Call Operators understand enquiries						X

EUROPE DIRECT provides the information I am looking for						
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Qu.12

If you had to compare EUROPE DIRECT with sources of information provided by other EU institutions or Member States please rate the following statements:

	Agree strongly	Agree	Neutral	Disagree	Disagree strongly
EUROPE DIRECT provides better information than other public information services					
EUROPE DIRECT is easier to access than other public information services					
EUROPE DIRECT solves my problems more promptly than other public information services					

Section 3: Prescriptive Information

Qu.13

Based on your recent experience and overall satisfaction with the service, will you make use of EUROPE DIRECT services in the future?

Yes

No

Don't know

Qu.14

Would you recommend EUROPE DIRECT to colleagues, family and friends?

Yes

No

Don't know

Qu.15

Do you have any additional suggestions or comments that you consider could be useful for EUROPE DIRECT to provide a better service in the future?

Section 4: Profile

Qu.16 Nationality

Member State

Qu.17 Gender

Male

Female

Qu.18 Age

< 25 Years Old	<input type="checkbox"/>
25 – 35 Years Old	<input type="checkbox"/>
36 – 45 Years Old	<input type="checkbox"/>
46 – 55 Years Old	<input type="checkbox"/>
56 + Years Old	<input type="checkbox"/>

Qu.19 Employment

Employed-Public Sector Organisation	<input type="checkbox"/>
Employed-Private Sector Organisation	<input type="checkbox"/>
Self-Employed	<input type="checkbox"/>
Housewife / Househusband	<input type="checkbox"/>
Unemployed / Seeking Employment	<input type="checkbox"/>
Student	<input type="checkbox"/>
Retired	<input type="checkbox"/>

Other – Please specify	
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