

Customer Satisfaction Survey Report 2020



Customer Satisfaction Survey Report 2020

Kenya National Bureau of Statistics (KNBS)

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Abbreviations

CSI	Customer Satisfaction Index
KNBS	Kenya National Bureau of Statistics
NSS	National Statistical System
SPSS	Statistical Package for Social Sciences

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EXECUTIVE SUMMARY

The Kenya National Bureau of Statistics (KNBS) commissioned Artful Eyes Productions Limited to conduct a survey on customer satisfaction to gauge the level of satisfaction on service delivery. The consultant used a participatory and collaborative approach to carry out this survey.

The approach involved a close collaboration with the KNBS in selecting the customers/ stakeholders and participation of selected customers in responding to self-administered questionnaires.

The study targeted all the customers of the Bureau. The survey had a sample size of 278 and those who responded to the survey were 183, giving response rate of 66 per cent. Data was collected between September 22, 2020 and October 10, 2020 through self-administered questionnaire, programmed on KoBO-collect-application. Statements relating to customer satisfaction were analyzed to establish the level of satisfaction. The data was analyzed using IBM SPSS statistics 20 and results presented in tables and figures as follows:

While, the overall satisfaction index was satisfactory, this rate could go up if KNBS maintained what they are currently doing and improve on areas such as:

- The social media presence
- Robust public relations/communication with the general public.
- Increased customer complaint response turnaround time
- Transparency

Chapter 1: Introduction

1.1 Background

Kenya National Bureau of Statistics (KNBS or the Bureau) is a Semi-Autonomous Government Agency established under the statistics Act 2006 to collect, compile, analyze and disseminate socio-economic statistics needed for planning and policy formulation in Kenya.

To enable it deliver on its mandate, The Bureau's structure has the following Directorates:

- Corporate Services;
- Statistical Coordination and Methods;
- Population and Social Statistics;
- Macroeconomic Statistics; and
- Production Statistics

All the Directorates are under the Director General's Office.

1.1.1 Vision:

To be a global leader in the provision of quality statistical services

1.1.2 Mission:

To provide, manage and promote quality statistical services through utilization of best practices for evidence-based decision-making

1.1.3 Mandate

The Statistics Act 2006 specifically mandates KNBS to:

1. Act as the principal agency of the government for collecting, analyzing and disseminating statistical data in Kenya;
2. Act as custodian of official statistics;
3. Conduct the Population and Housing

Census every ten years, and such other censuses and surveys as the Board may determine;

4. Maintain a comprehensive and reliable national socio-economic database;
5. Establish standards and promote the use of best practices and methods in the production and dissemination of statistical information across the NSS; and
6. Plan, authorize, coordinate and supervise all official statistical programmes undertaken within the National Statistical System (NSS).

1.1.4 Core Values

KNBS aims at providing quality statistical and sex disaggregated data, which is key to achieving excellence in performance levels based on the fundamental principles of official statistics. KNBS endeavors to create an organization that will promote;

- a) **Professionalism** - The Bureau deploys appropriate business processes and methods that facilitate and exhibit positive character and ethical standards informed by reliability, discretion, evenhandedness, and impartiality.
- b) **Integrity** - Transparency and accountability in the programmes and activities of the Bureau is emphasized at all times. The Bureau adheres to the principles of good governance and conduct itself in a manner that meets the set ethical standards.
- c) **Confidentiality** - The Bureau has a fiduciary responsibility to protect and treat its sources of data with complete confidentiality and ensure

that all data received is objectively and solely utilized for the intended purposes.

- d) Customer Focus** - The Bureau commits itself to align its programmes to the expectations of its stakeholders and attain the highest standards in service delivery.
- e) Innovation** - The Bureau is a learning organization that continuously embraces change to enhance creativity and innovation for value-addition in its business processes.
- f) Teamwork** - The Bureau embraces a collaborative culture at all levels in the implementation of its programmes. Inclusivity is upheld through adequate sensitization and effective engagement of stakeholders to enable

is derived from the psychological contract between an organization and its stakeholders, and the response expected from their engagement.

Satisfaction is concerned with assumptions, expectations, promises and mutual obligations. It creates attitudes and emotions that govern behavior. It is also implicit and dynamic as it develops over time with accumulation of experiences, changing engagement conditions and re-evaluation of expectations. Thus, satisfaction may provide some indications of the answers to the two engagement relationship questions that individuals normally pose: "What can I reasonably expect from an organization? And what should I reasonably be expected to contribute in return?"

Satisfaction and engagement relationships are never quite fully understood by either party that gives or provides the services. From the stakeholder's point of view, the engagement relationship and the associated satisfaction may be based on: -

How they are treated in terms of fairness, equity and consistency; Security of engagement; Scope to demonstrate competence; Involvement and influence; and Trust in the management of the organization to keep their promises. From the engaging institution perspective, satisfaction may cover aspects of the engagement relationship such as: Competence, Effort, Compliance, Commitment and Loyalty.

1.2 Objectives of the survey

The main objective of the survey was to establish the levels of customer satisfaction.

Specifically, the survey was to:

- i. Evaluate the extent to which customers are satisfied with the Bureau's service delivery index;
- ii. Identify gaps that limits 100 per cent satisfaction levels;
- iii. Provide recommendations with clear actions to address the identified gaps.

1.3 Satisfaction Defined

Satisfaction refers to the attitudes and feelings that stakeholders have towards an institution they serve and or serves them, in this case KNBS. It embodies a system of beliefs that may not have been articulated. These beliefs are based on certain values and are the foundation upon which attitude and behavior are also based. Satisfaction

1.4 Factors Affecting Satisfaction

The level of satisfaction is affected by both intrinsic and extrinsic motivating factors, the quality of supervision, and social relationship with the work groups and the degree to which individuals succeed or fail in their work. The discretionary behavior that helps the organization to be successful is most likely to happen when stakeholders are well motivated and feel committed to the organization and when the services give them high level of satisfaction.

1.5 Determining Satisfaction Levels

The degree to which stakeholders are satisfied can be measured through surveys by obtaining opinions on key matters about an organization. The satisfaction surveys usually address knowledge, attitudes, perception and practices. Such surveys may be conducted using any set or all of the following:

- Structured questionnaires
- Open ended interpersonal interviews
- Combinations of questionnaires and interviews, and
- Use of Focus Group Discussions

1.6 Significance of Satisfaction Surveys

KNBS has increasingly become aware that the reflection on satisfaction of their customers propels the attainment of their goals. It is noteworthy that through Performance Contracting, organizations are required to state in advance what they intend to achieve in a given year, and they are evaluated based on the set targets.

Organizations also use service charters to inform the public what they stand for and how the services will be provided. The extent to which the service charter is implemented provides some perception about satisfaction levels. It must always be remembered that it is important to create room for continuous improvement, which forms a basis for independent feedback systems from stakeholders.

1.7 Rationale for the study

KNBS is actively participating in the implementation of the wider Government of Kenya development policies that embrace, among other things, the Public Sector Reform Programmes. In this regard therefore, KNBS has set up internal structures to manage the reform initiatives necessary for enhanced efficiency and effectiveness in management. KNBS has developed specific management tools, such as the Strategic Plan and Service Charter, which enable it to specify the results it seeks to realize within given time frames and relevant strategies to achieve these results. In its endeavor to be an effective and efficient organization, KNBS is desirous to know the current satisfaction levels of customers with its offerings.

It is in this light that Artful Eyes Productions Ltd was contracted through a competitive tendering process to conduct the Customer Satisfaction Survey. The survey will provide the basis for the evidence-based planning for the Bureau and become the basis for factual decision-making and policy development.

Chapter 2: Methodology

2.1 Preliminary Activities

The preliminary activities are presented in a logical sequence as shown below:

- i. Mobilization and planning which involved resource mobilization
- ii. Familiarization with KNBS assignment and kick off.
- iii. Determine the level of participation of identified KNBS stakeholders
- iv. Discuss and agree on the scope and duration of work.
- v. Confirm understanding of the objectives of the assignment.
- vi. Agree on proposed approach and methodology.
- vii. Agree on documents to be reviewed by the consultant.
- viii. Agree on expected outputs and set deadlines for their submission.
- ix. Agree on the report timelines.

2.2 Sources of Information

The consultant was aware that information on KNBS product and services forms part of the information to be included in the Customers Satisfaction Survey report. Primary data was captured through questionnaires, while secondary data was obtained from the following KNBS documents.

- Strategic Plan 2017 - 2022
- Service Charter
- Annual reports
- Code of conduct
- Previous survey reports

2.3 Respondents

The survey targeted the entire population of KNBS customers from which a sample size of 278 customers was drawn.

The customers were broadly categorized as:

1. Suppliers of goods and services
2. Data producers
3. Data users

2.4 Field Organization

An online questionnaire programmed on KoBO-Collect-Application was used to collect primary data between September 22, 2020 and October 10, 2020. The questionnaire was distributed through email to all the 278 customers and could easily be accessed through smart phones or personal computers using the shared link. The questionnaire consisted of 20 questions based on the attributes related to customer satisfaction. Respondents were given clear instructions on how to access the online questionnaire and online submission of completed questionnaire. The consultant sent reminders through emails and phone calls to all the targeted respondents to complete the survey before the set deadline. The consultant also visited a few stakeholders to emphasize on the need to participate in the survey.

2.5 Data Collection Tools

Customer satisfaction questionnaire was the main data collection tool that was used to capture primary survey data. The tool is attached in Appendix section and its description and contents are depicted in Table 2.1 below:

Table 2.1 Description and content of data collection tool

Tool	Contents
Customer Satisfaction Survey questionnaire	<ul style="list-style-type: none"> • Personal Information • Awareness of KNBS • Familiarity with KNBS core functions • Service delivery • Communication • Suggestions to improve communication, customer service and information sharing

2.6 Data Collection, Entry and Analysis

Data was collected electronically using customer satisfaction survey questionnaire. Before data analysis, reliability for responses given was checked. This is simply how well the observed satisfaction scores are related to the true scores. Using Cronbach's alpha, reliability is calculated using the variance of individual items and covariance's between the items. The research is reliable for the value of Cronbach's alpha reaching more than 0.6 (Kasmadi, 2014). This validity test was measured by a software, IBM SPSS Statistic 20 and the values found were more than 0.6 (KNBS communications 0.771 and gender Communications and Information sharing 0.945) implying that the tool used for the survey was reliable because items were consistent with what was being measured. The data was coded, cleaned and analyzed using IBM SPSS Statistics 20 and MS Excel platforms.

After analysis the consultant came up with an overall satisfaction index (SI), which is a composite figure of all indices in the study and measured the extent to which respondents were satisfied. It is a weighted composite index that has values ranging from 0 to 100. It is used to measure the responses to one or more questions (factors) that ask about the same idea. The index is obtained by SPSS using the principle of weighted average method as follows: The frequencies (tallies) for different agreement levels are obtained and then multiplied by the respective weights for every factor under investigation. The sum of the product obtained is divided by the sum of tallies for every factor, to obtain a mean score within the Likert scale. This mean score is then multiplied by index interval to enable presentation of results in percentages.

2.7 Deliverables

The consultant presented the final report to the client in both hard (printed) and electronic versions.

Chapter 3: Survey Findings

3.1 Personal and other demographic Information

3.1.1 Age range and Gender

The respondents ranged in age between 18 and 64 years, with the majority being in the 35 to 44 years and 45 to 54 years' age brackets with 32.2 per cent and 34.7 per cent respectively. About two thirds of these respondents were male.

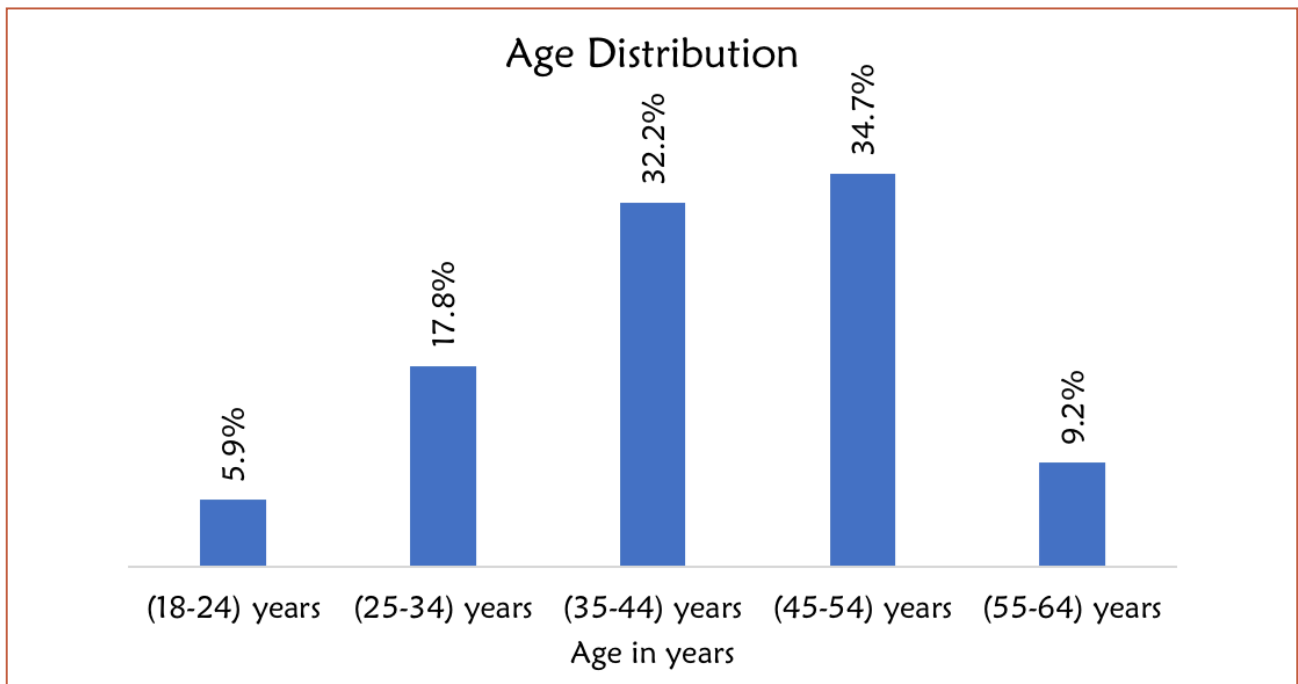


Figure 3.1: Customers' age distribution

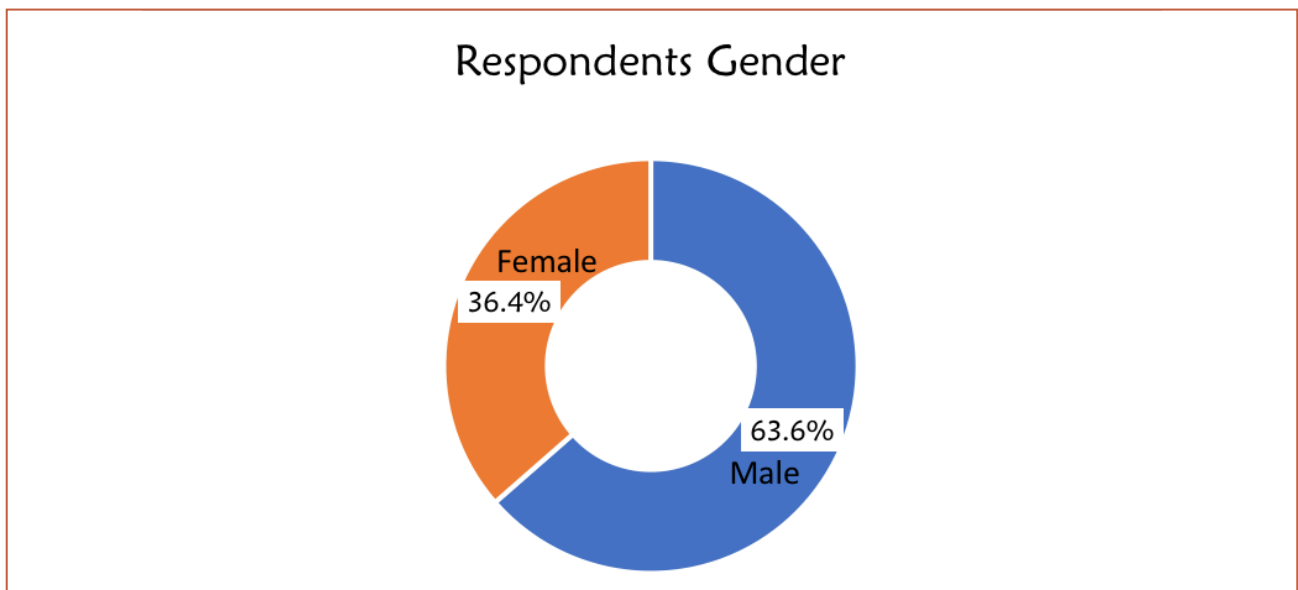


Figure 3.2: Gender of customers

The table below shows the age range distribution by gender. The disaggregated data on age by gender closely matches the overall age distribution in figure 3.1, in which the overall majority was in the 35-54-year age range.

Table 3.1: Respondents' age range disaggregated by gender

Age range in years	Gender		Total
	Male	Female	
18-24	2.7%	11.6%	5.9%
25-34	21.3%	11.6%	17.8%
35-44	28.0%	39.5%	32.2%
45-54	36.0%	32.6%	34.7%
55-64	12.0%	4.7%	9.3%
	100.0%	100.0%	100.0%

3.1.2 Customer education and professional characteristics

Half of all the respondents were holders of Master's Degree, and a third had an undergraduate degree. Of the remainder, slightly less than 5 per cent had PhD or other postgraduate qualification as shown in the figure below

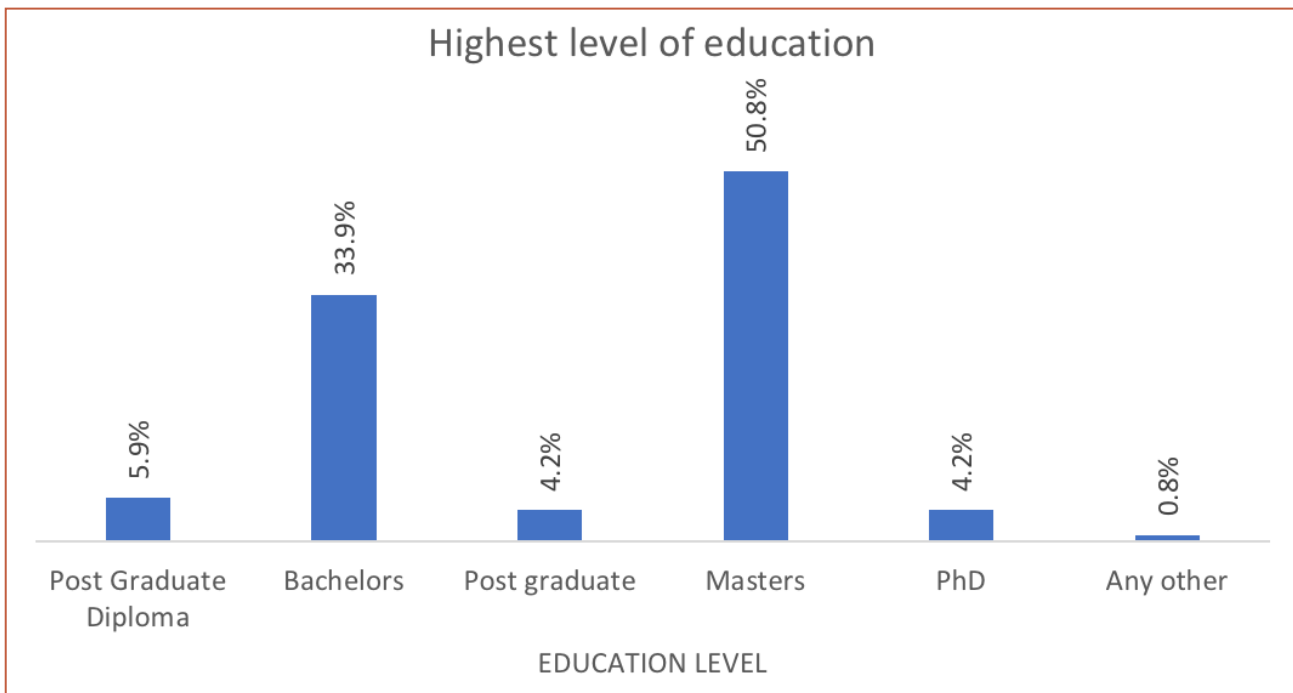


Figure 3.3: Respondents' highest level of education

3.1.3 Customer Category

Slightly above one third of all respondents were data producers while 60 per cent were consumers. The remaining 3 per cent were suppliers/contractors/consultants.

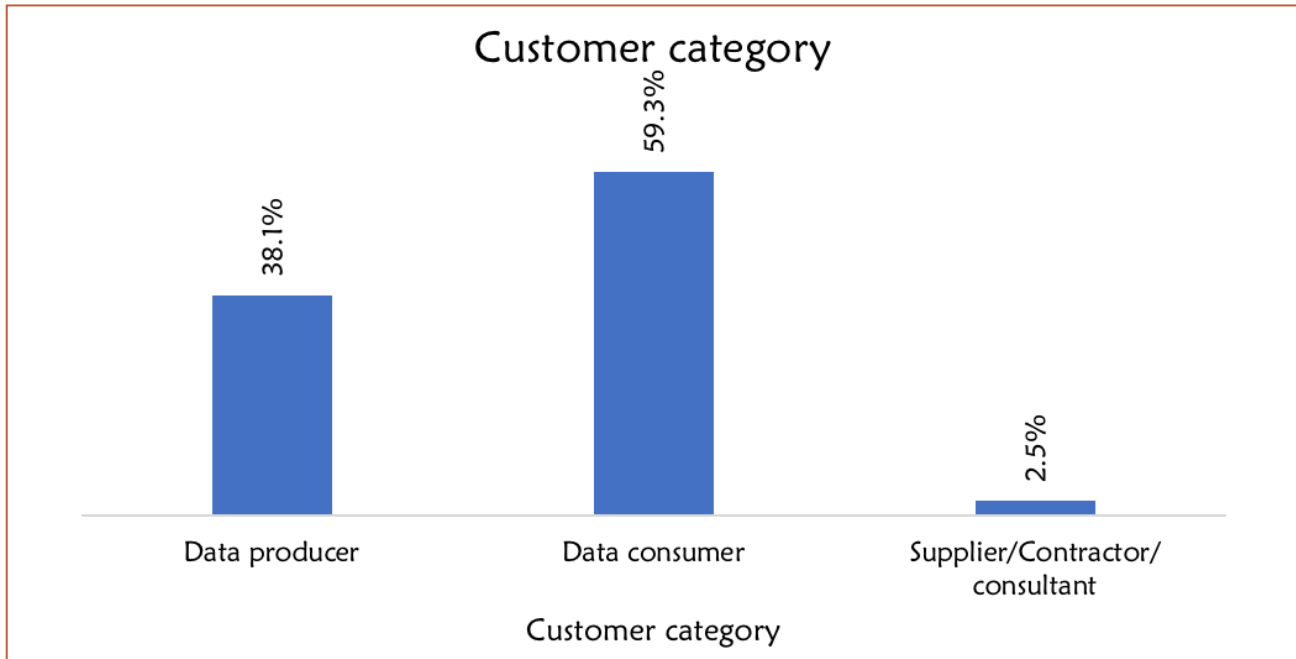


Figure 3.4: Category of respondent by data use

3.2 Customer satisfaction

3.2.1 Customer satisfaction index

The satisfaction index is a composite score of i) KNBS communication and ii) communication and information sharing. Each of the indices had a specific parameter to measure. The overall customer satisfaction index was a satisfactory 74.7 per cent.

Table 3.2 provides a breakdown of the overall customer satisfaction index.

Table 3.2: Customer satisfaction index

Parameter	Satisfaction index (%)
KNBS Communication	74.6%
Communication and Information Sharing	74.7%
Overall customer satisfaction index	74.7%

3.2.2 KNBS communication

In terms of KNBS communication, respondents indicated that they were able to get sufficient information from KNBS through;

i) The website, and

ii) Direct contact, but that information was not always easily available on social media. About three-quarters of the respondents felt that it was not easy to reach KNBS through phone lines since most calls either went unanswered, or could not go through. Prompt response to questions was ranked at 75.25 per cent, an indication that questions from the public do not take too long to be responded.

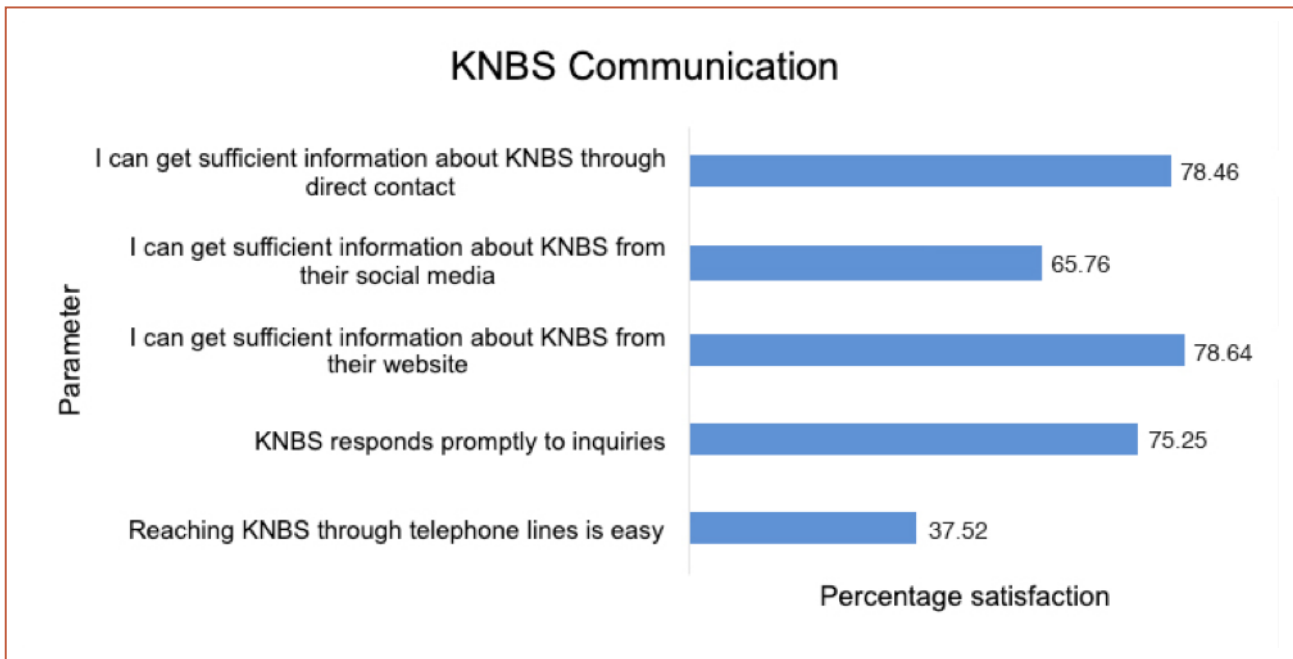


Figure 3.5: Parameters of KNBS communication

3.2.3 Communication and Information Sharing

The figure below highlights the parameters for communication and information sharing, and it becomes clear that respondents were comparatively less satisfied with good governance.

However, respondents were relatively happy with among other parameters; accessibility of KNBS offices, information or responses provided, professionalism and integrity, friendliness of staff, as well as confidentiality. Professionalism in service delivery, Friendliness and courtesy of staff and accessibility of KNBS offices were ranked highest with 79.4 per cent, 79.1 per cent and 78.3 per cent respectively.

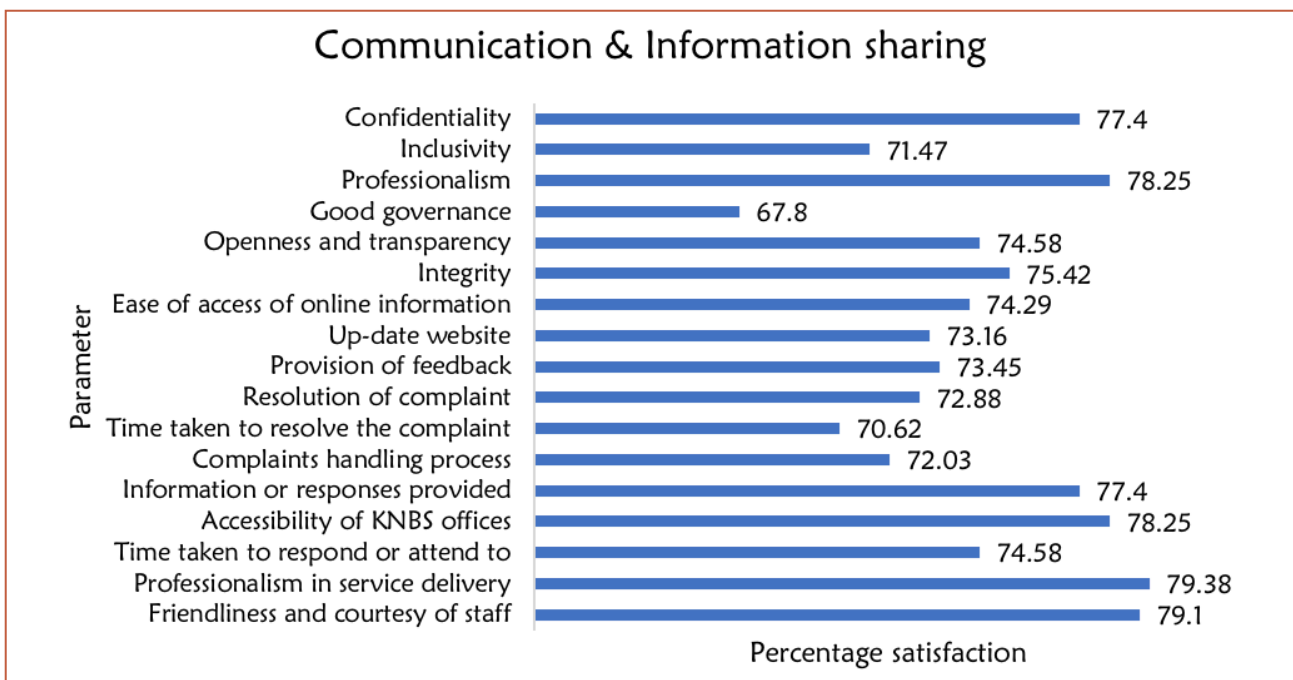


Figure 3.6: Customer satisfaction index - communication and information sharing

3.3 Awareness of KNBS

Respondents were asked whether they were able to identify the KNBS logo, distinguish KNBS from other government agencies, whether they knew KNBS was the custodian of official government statistics and whether they had attended any KNBS functions. Ability to identify the KNBS logo and distinguishing between KNBS and other government agencies was almost universal at 97 per cent, 98 per cent and 98.3 per cent respectively, while a quarter of the respondents (74 per cent) had at some point attended KNBS functions.

3.4 Familiarity with core functions of KNBS

This section was seeking to establish whether respondents were familiar with KNBS core functions. Almost 67 per cent of respondents were aware that KNBS is charged with the responsibility of conducting population and housing census, and about half were very familiar with the function related to maintenance of reliable national socio-economic database. About 10 per cent were not familiar with the function of establishing standards and promoting the use of best practices and methods in the production and dissemination of statistical information. The results are presented in the table below.

Table 3.3: Familiarity with core functions of KNBS

Core function	Not familiar	Familiar	Very familiar
Planning, authorizing, coordinating and supervising all official statistical programs undertaken within the National Statistical System NSS	1.7%	57.6%	40.7%
Establishing standards and promoting use of best practices and methods in the production and dissemination of statistical information across the NSS	9.3%	53.4%	37.3%
Collecting, compiling analyzing, abstracting and disseminating statistical information on the matters specified in the First Schedule of the Statistics Act 2006	5.1%	48.3%	46.6%
Conducting Population and Housing Census every ten years, and such other censuses and surveys as the Board may determine	-	33.1%	66.9%
Maintaining a comprehensive and reliable national socio-economic database	5.9%	44.9%	49.2%

3.5 Service delivery

Respondents were asked whether they sought any product or service offered by KNBS. The figures below indicate that a quarter had sought such services, that included data 53.9 per cent and reports 36 per cent.

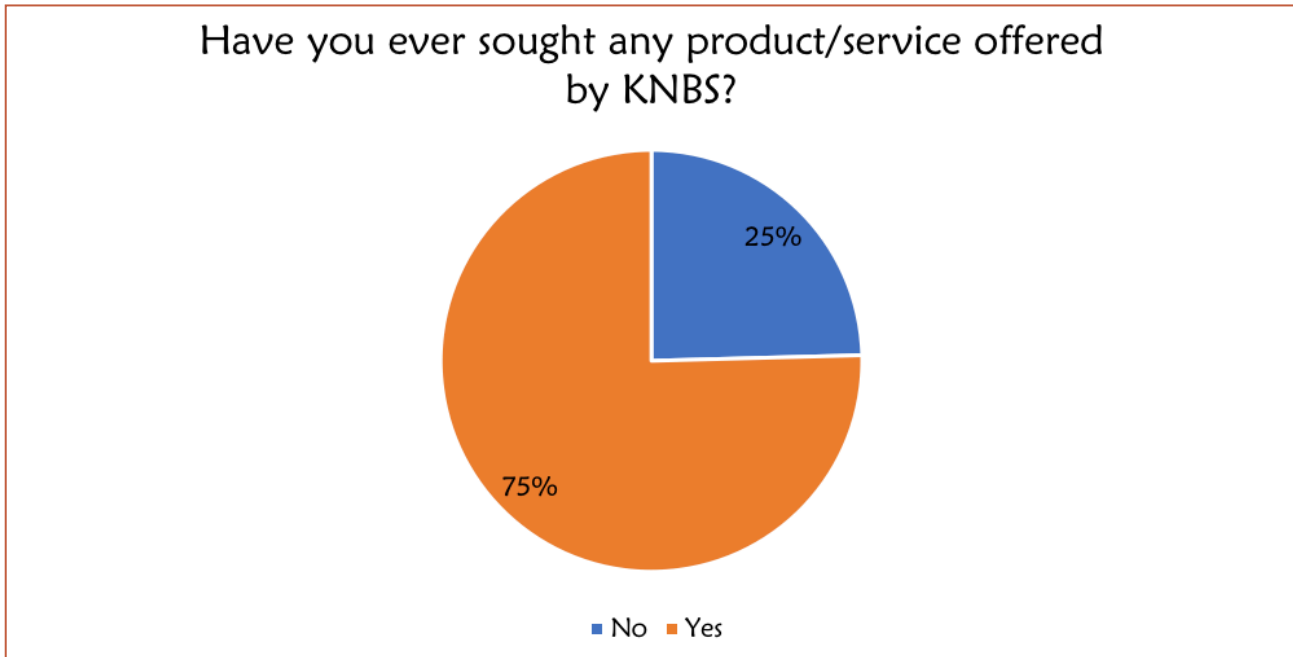


Figure 3.7: Ever sought services/products from KNBS

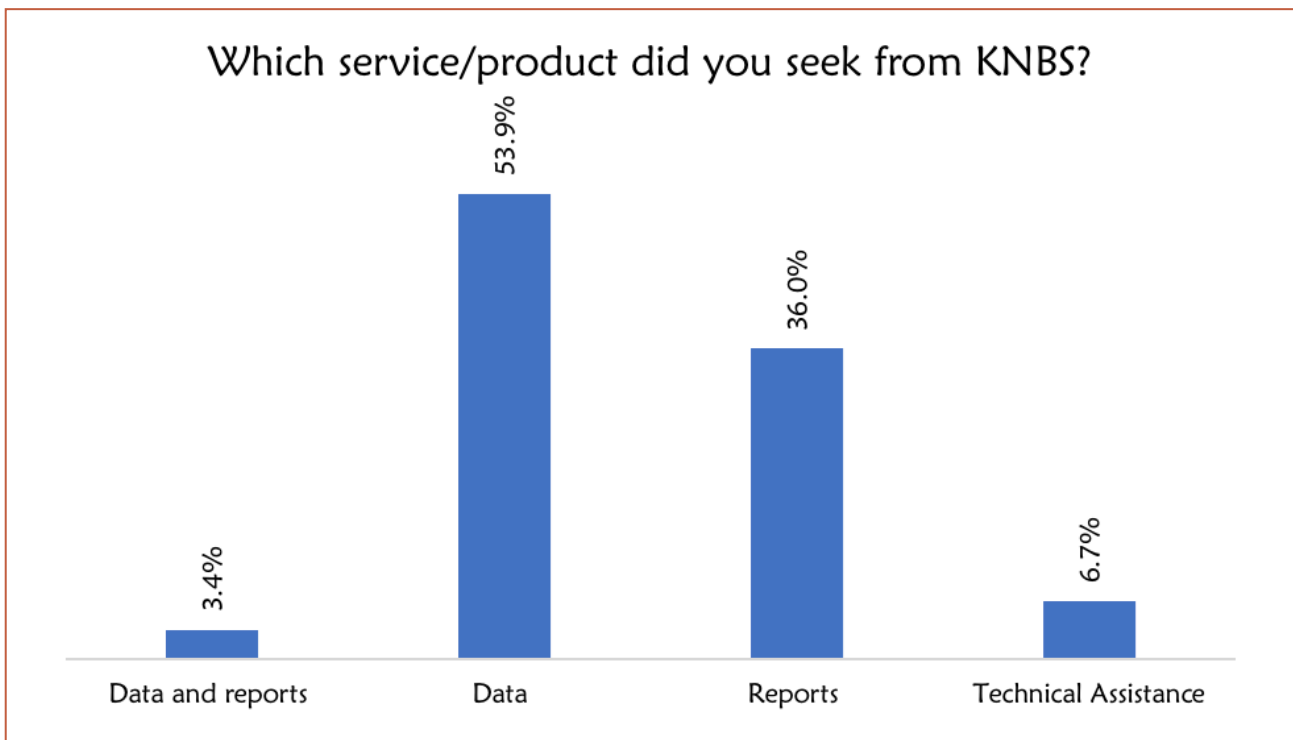


Figure 3.8: Type(s) of services sought from KNBS

Respondents were also asked about the frequency of seeking services or products from KNBS, and close to half sought these services half of the time, while slightly below a third sought the services/products sometimes.

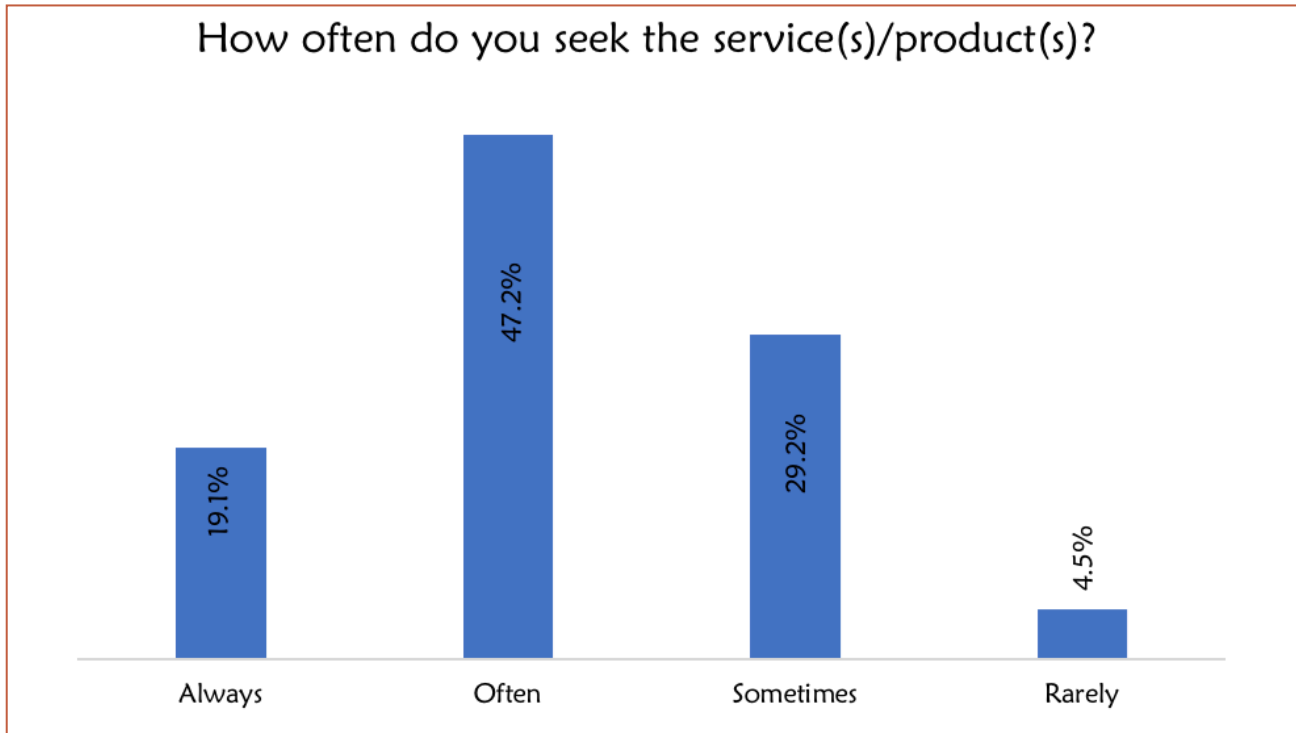


Figure 3.9: Frequency of seeking services/products

Respondents were also asked to rate KNBS service delivery. About 45.3 per cent thought that KNBS is transparent in-service delivery and that it has continuously improved on its service delivery. 77.4 per cent thought that there is timely delivery of service at KNBS, as shown below.

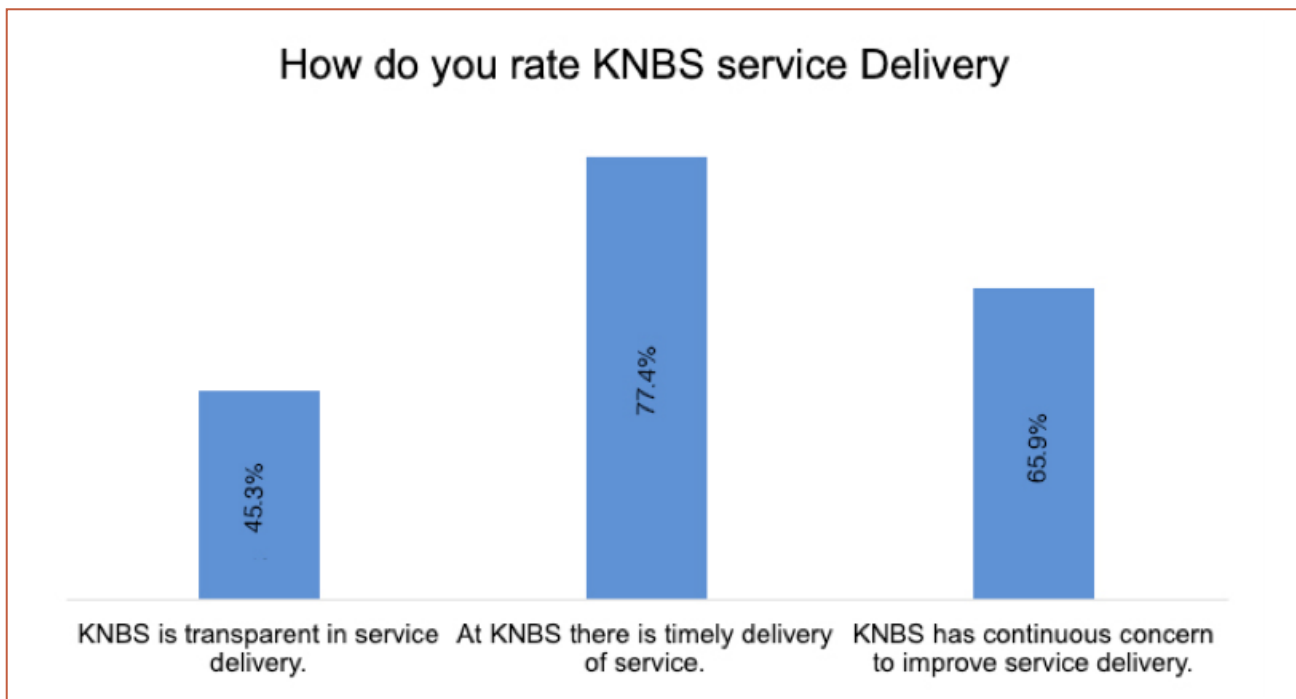


Figure 3.10: Customer rating of service delivery

About 83.9 per cent of all respondents had contacted KNBS offices to seek services/products.



Figure 3.11: Reasons for contacting KNBS

3.6 Mode of Communication with KNBS

Majority of respondents in this survey indicated that they contact KNBS through emails. A bulk of them reached KNBS through their website which is a communication tool. The third most used mode of communication was through phone calls whose percentage was 37.8 per cent, as shown in the figure below

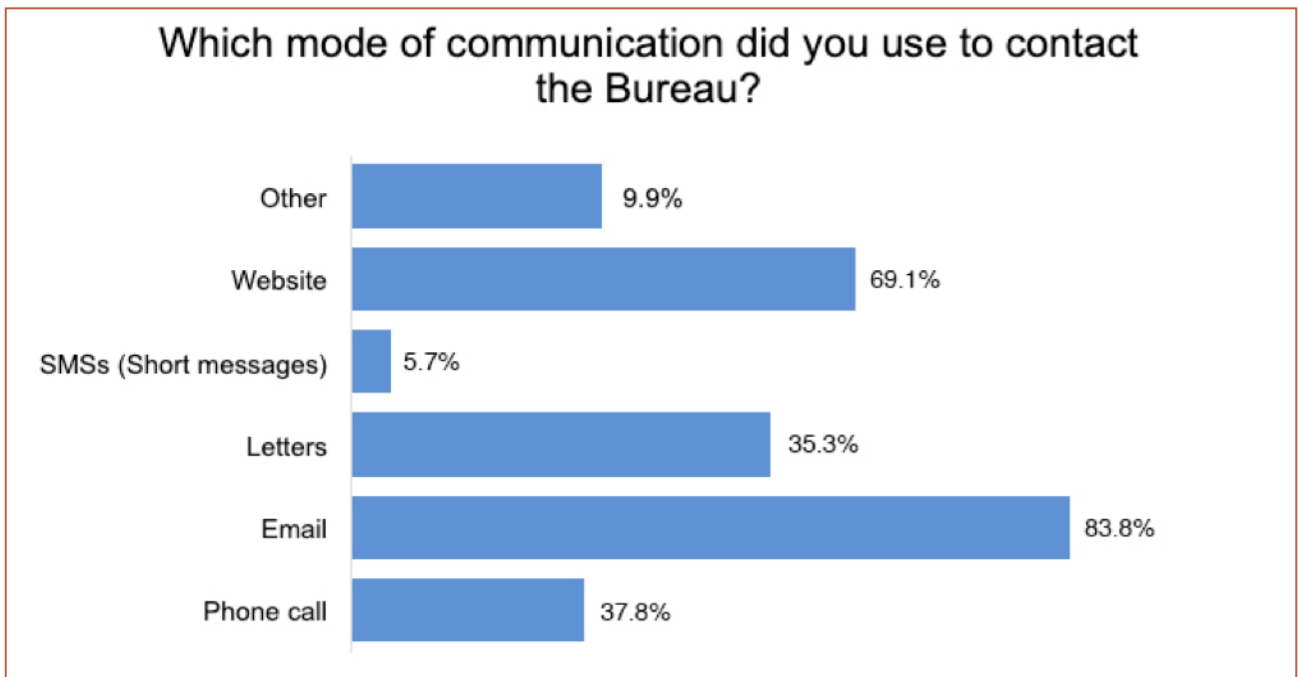


Figure 3.12: Mode(s) of contacting KNBS

3.7 Association with KNBS

Respondents were asked about the length of association with KNBS. About a third have been associating with KNBS for a period between 1-4 years and more than 10 years, while a quarter had associated with KNBS for a period between 5 and 10 years. Only less than 10 per cent of the respondents had contact with KNBS for one year and below.

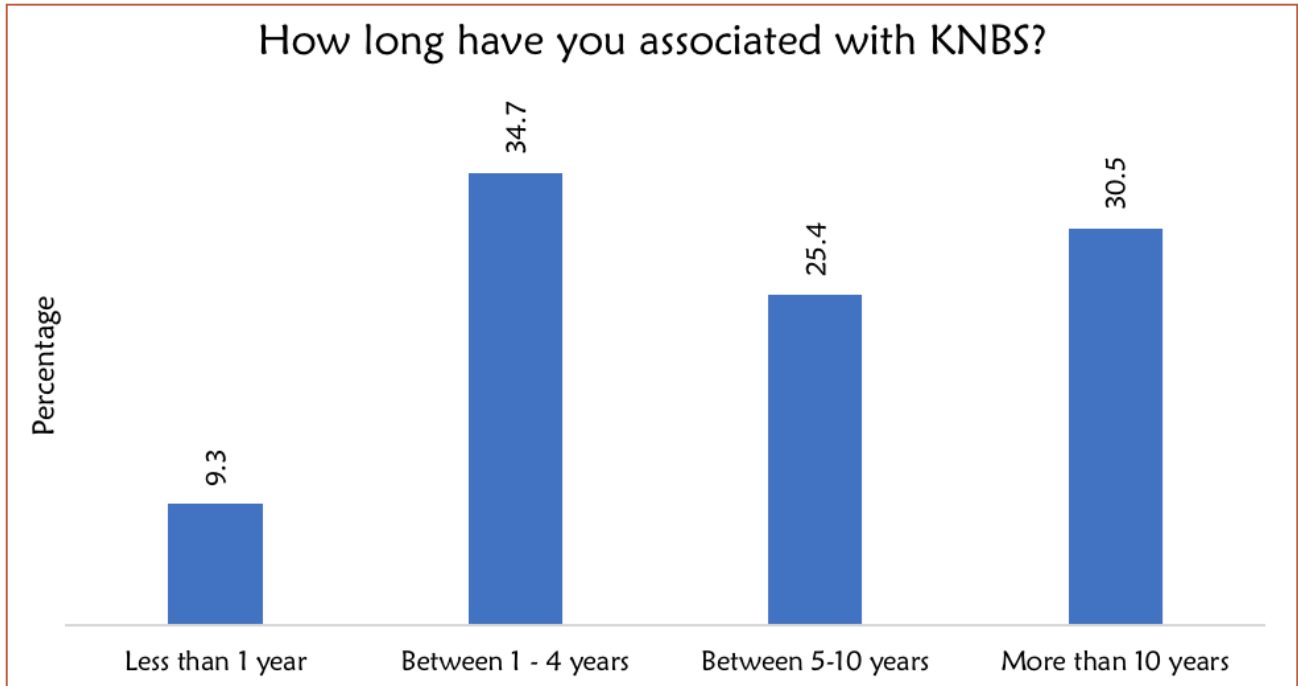


Figure 3.13: Respondent length of association with KNBS

Generally, 56.8 per cent of all the respondents felt that KNBS products and services have changed for the better, while a quarter of the respondents who stand at 35.6 per cent thought that things were slightly better since they started associating with KNBS.

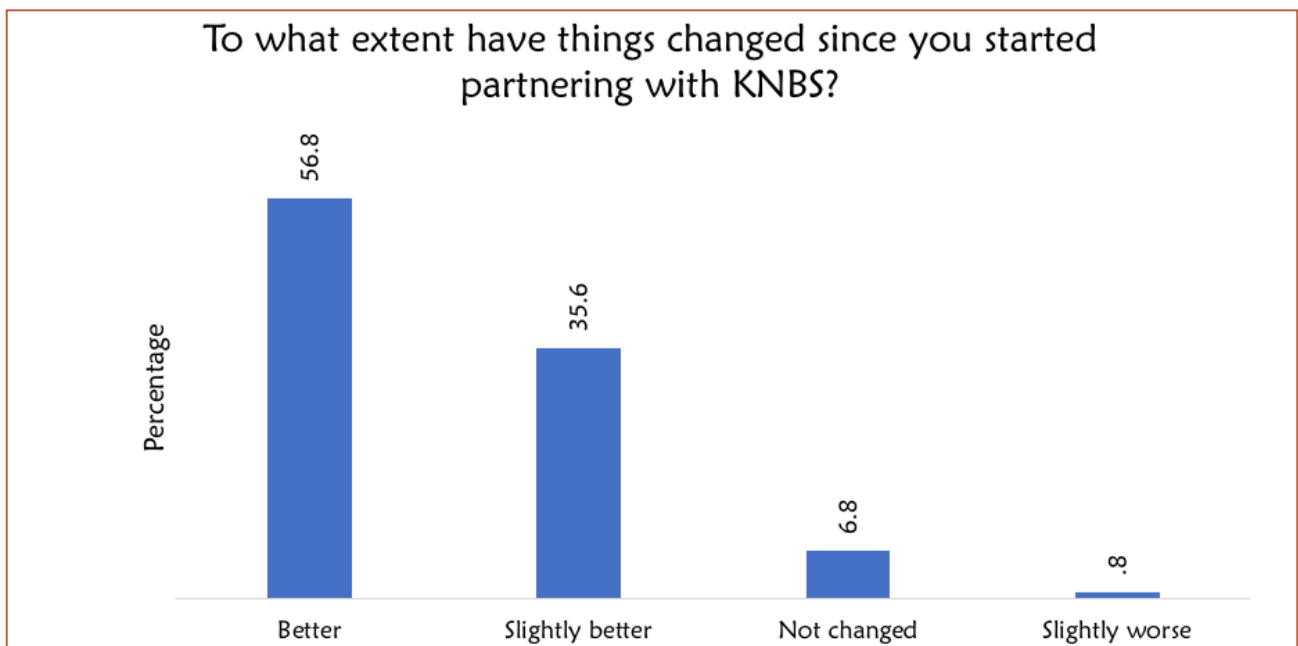


Figure 3.14: Respondent perception of changes in KNBS over time

CHAPTER 4: RECOMMENDATIONS / CONCLUSION

4.1 Recommendations:

It is therefore recommended that:

- 1. KNBS should create a robust public relation/communication with the general public:** Issues of public relations/communications with the public are key to any organization. The already established in-house Corporate Communications Division should be involved fully to communicate efficiently and timely to the public.
- 2. There should be more transparency in service delivery.** About 45.3 per cent thought that KNBS was transparent in its service delivery, and a similar proportion felt that the organization was making efforts to improve on its service delivery. There is need to re-evaluate the strategy on how to enhance transparency. This will help the public to familiarize themselves with the Bureau's core functions.
- 3. Increase customer complaint response turnaround time;** One of the key concerns among customers is the time taken to respond to/ resolve complaints. While it is understood that due process needs to be followed in responding to complaints, this process should not take time to avoid affecting overall customer satisfaction.
- 4. KNBS should improve on its social media presence:** Both qualitative and quantitative findings suggest that KNBS has a fairly low social media presence especially with respect to complete and up to date information. In line with the trend in most government institutions, KNBS needs to have a robust social media presence to cater for the generations that increasingly are (sometimes solely) social media dependent.
- 5. Improve on telephone line access;** KNBS should consider reviving the official telephone lines, and have mobile numbers that are operational.

4.2 Conclusion:

The overall customer satisfaction index was 74.7 per cent, a slight improvement compared to the 2014 survey results. This indicates progress by KNBS in striving to meet its customers' needs and expectations. The rate could go up if KNBS maintained what they are currently doing and improve on areas of identified weaknesses including good governance.

APPENDIX: SURVEY INSTRUMENT

Introduction

Kenya National Bureau of Statistics (KNBS) has contracted Artful Eyes Productions LTD to conduct Customer Satisfaction Survey to establish customer satisfaction level and identify ways of improving service delivery. We are therefore requesting you to fill all sections of this questionnaire and submit it online. Kindly do not indicate your name. Your response will be treated confidentially in adherence to the Statistics Act 2006.

1. Age

- a) 18 -24 years
- b) 25 -34 years
- c) 35 -44 years
- d) 45 -54 years
- e) 55 – 64 years
- f) 65 +

2. Gender

- a) Female
- b) Male

3. Level of Education

- a) O-level
- b) A-level
- c) Certificate
- d) Diploma
- e) Bachelors
- f) Post Graduate Diploma
- g) Masters
- h) PhD
- i) Any other

4. What is your profession?

.....

5. Which of the following stakeholders do you belong to

Tick appropriately

- a) Data Producer
- b) Data Consumer
- c) Supplier/Contractor/ consultant
- d) KNBS Employee
- e) Others

(Please specify).....

6. Awareness of KNBS (YES/NO)

- a) Can you identify a KNBS Logo? Yes No
- b) Can you distinguish between KNBS from other government agencies?
Yes No
- c) Do you know KNBS is the official custodian of official statistics? Yes No
- d) Have you ever attended an event organized by KNBS? Yes No

7. How familiar are you with KNBS core functions (Not Familiar, Familiar, Very Familiar)

Not Familiar Familiar Very Familiar

- a) Planning, authorizing, coordinating and supervising all official statistical programmes undertaken within the National Statistical System NSS
- b) Establishing standards and promoting use of best practices and methods in the production and dissemination of statistical information across the NSS
- c) Collecting, compiling analyzing, abstracting and disseminating statistical information on the matters specified in the First Schedule of the Statistics Act 2006
- d) Conducting Population and Housing Census every ten years, and such other censuses and surveys as the Board may determine
- e) Maintaining a comprehensive and reliable national socio-economic database

8. Have you ever sought any product/service offered by KNBS?

- a) Yes
- b) No

9. If YES, which service/product did you seek from KNBS?

.....

.....

.....

10. How often do you seek the service(s)/product(s)? (Always, often, sometimes, rarely)

Always Often Sometimes Rarely

11. How do you rate KNBS service Delivery (Tick)

- a) KNBS is transparent in service delivery.
- b) At KNBS there is timely delivery of service.
- c) KNBS has continuous concern to improve service delivery.

12. What do you recommend KNBS to do to improve on service delivery?

.....
.....
.....
.....

13. Have you ever contacted/ or visited KNBS offices?

- a) Yes
- b) No

14. Which mode of communication did you use when contacting the Bureau?

- a) Phone Call
- b) Email
- c) Letters
- d) SMSs (Short messages)
- e) Website
- f) Other (Please Specify).....

15. Please rate KNBS Communications

(1 2 3 4 5 where 1 is Poor, 2 is Weak, 3 Average, 4 Good and 5 Excellent)

1 2 3 4 5

- a) Reaching KNBS through telephone lines is easy
- b) KNBS responds promptly to inquiries
- c) I can get sufficient information about KNBS from their website
- d) I can get sufficient information about KNBS from their social media
- e) I can get sufficient information about KNBS through direct contact

16. Please give Reason for contacting the KNBS (Tick as appropriate)

- a) To seek services/ products
- b) To seek advise

- c) Capacity Building
- d) To Lodge a complaint/Compliment
- e) To provide service/ goods/products
- f) Others (Please specify).....

17. Could you kindly give an assessment based on Communication and Information Sharing (Very satisfied, Satisfied, Dissatisfied)

Very Satisfied Satisfied Dissatisfied

- a) Friendliness and courtesy of staff
- b) Professionalism in service delivery
- c) Time taken to respond or attend to
- d) Accessibility of KNBS offices
- e) Information or responses provided
- f) Complaints handling process
- g) Time taken to resolve the complaint
- h) Resolution of complaint
- i) Provision of feedback
- j) Up-date website
- k) Ease of access of online information
- l) Integrity
- m) Openness and transparency
- n) Good governance
- o) Professionalism
- p) Inclusivity
- q) Confidentiality

18. How long have you associated with KNBS? (Tick as appropriate)

- a) Less than 1 year
- b) Between 1 - 4 years
- c) Between 5-10 years
- d) More than 10 years

19. To what extent have things changed since you started partnering with KNBS? (Tick as appropriate)

Better Slightly better Not changed Slightly worse Worse

20. Kindly give recommendations on what the KNBS should do to improve its communications, customer service and information sharing

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THANK YOU FOR TAKING TIME TO FILL IN THIS QUESTIONNAIRE



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