



West Midlands
Regional
Observatory

www.wmro.org

User Satisfaction Survey 2009

West Midlands Regional Observatory

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Overview



- **Background** - fourth User Satisfaction Survey, response rate 29%
- **Aim** - get an external viewpoint on Observatory products and services
- **Sample** - service users and decision makers (294 responses)
- **Scoring** - four point scale (1 = low, 4 = high)

Headlines



“Great team, great service and great products - enjoy working with you.”

“The Observatory has done well to establish a niche for itself. The seminars, annual conference, newsletters, e-mail alerts, networks are excellent.”

“It would be good if the “message” of the good work that the Observatory is doing and can do could be spread to more chief executives and senior decision makers in the region.”

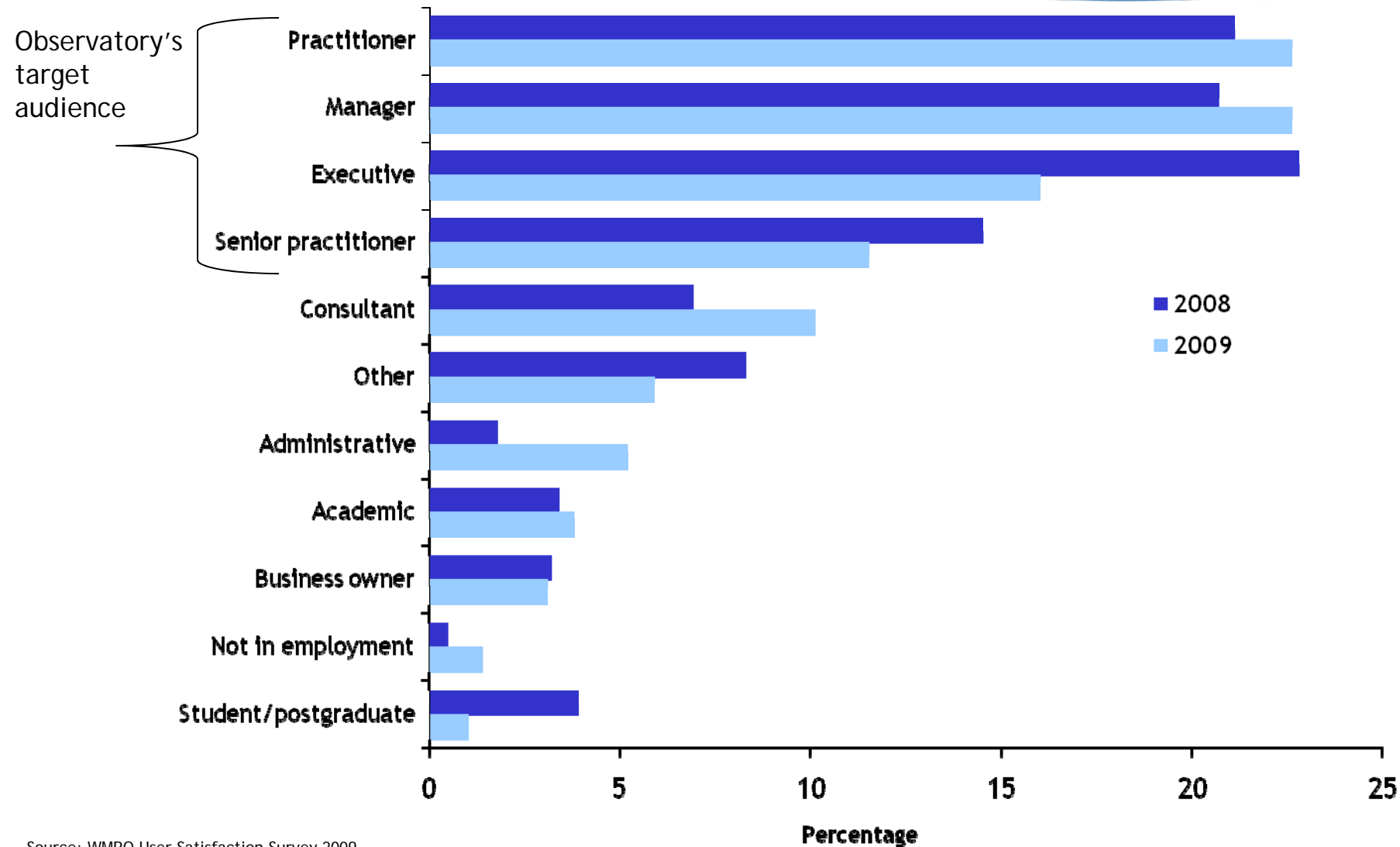
Key performance indicators	2006	2007	2008	2009	2009 target
Overall user satisfaction with the Observatory	2.91	3.03	3.00	3.11	3.00
User satisfaction with the State of the Region report	3.04	3.15	3.13	3.13	3.20

Profile of respondents



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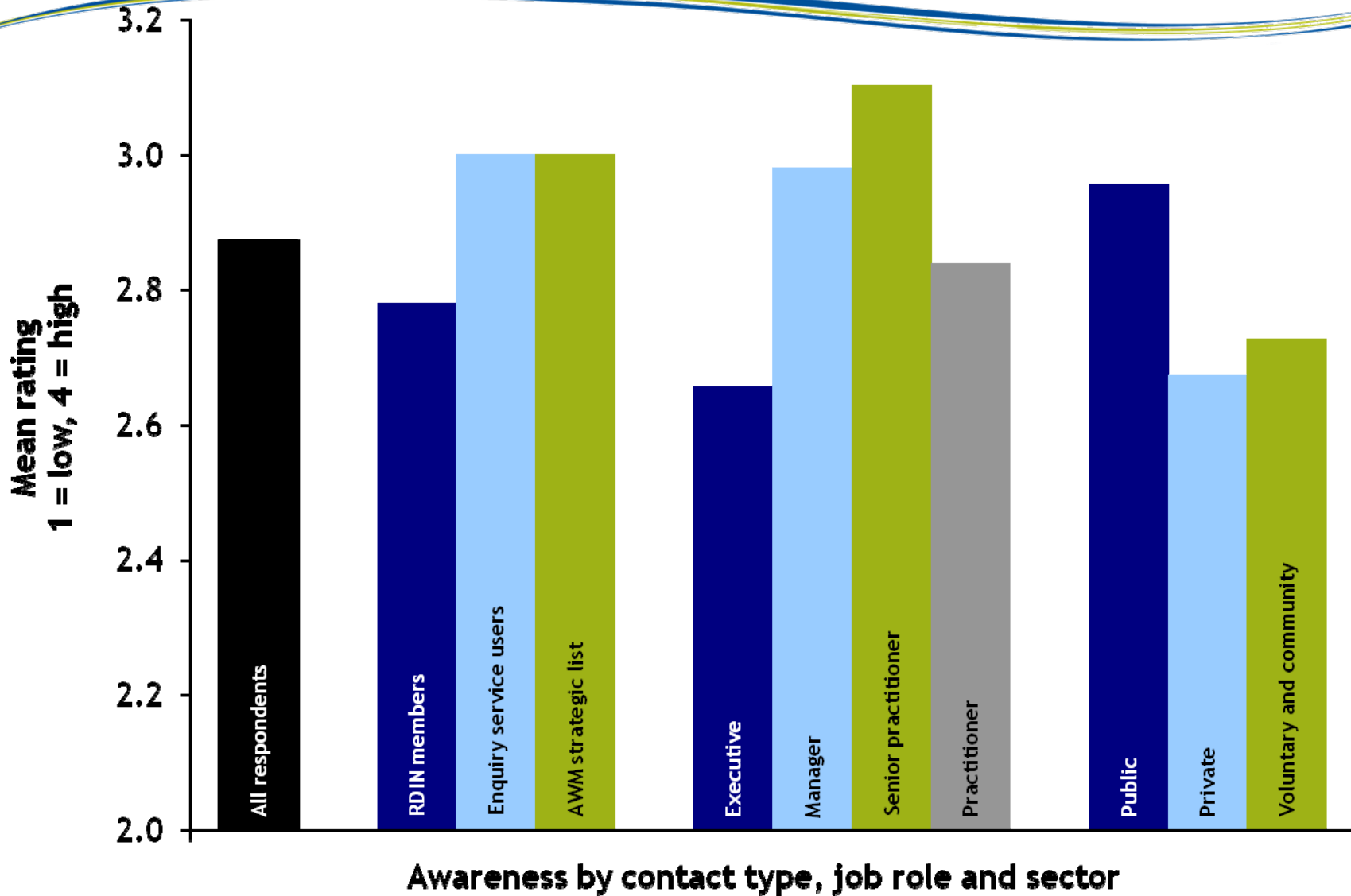
Awareness, reputation and satisfaction scores have improved



- **Awareness** - 32% had limited awareness of the Observatory
- **Reputation** - 93% felt the Observatory's reputation was 'good' or 'excellent'
- **Satisfaction** - 86% felt satisfied or highly satisfied with the Observatory

	2006	2007	2008	2009
Awareness	2.52	2.64	2.66	2.87
Reputation	3.00	3.05	3.05	3.19
Satisfaction	2.91	3.03	3.00	3.11

Awareness of Observatory and its work

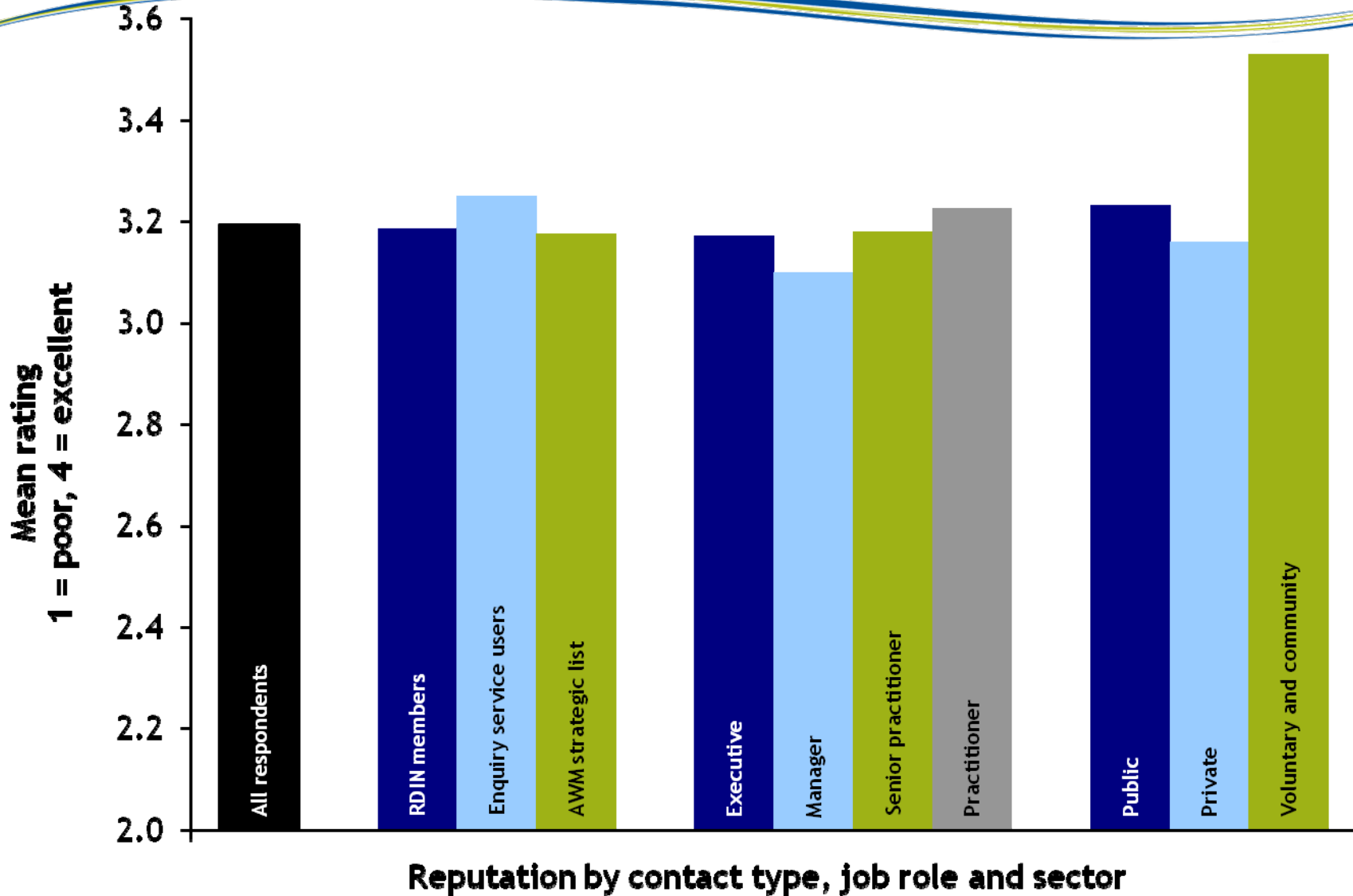


Reputation of Observatory and its work

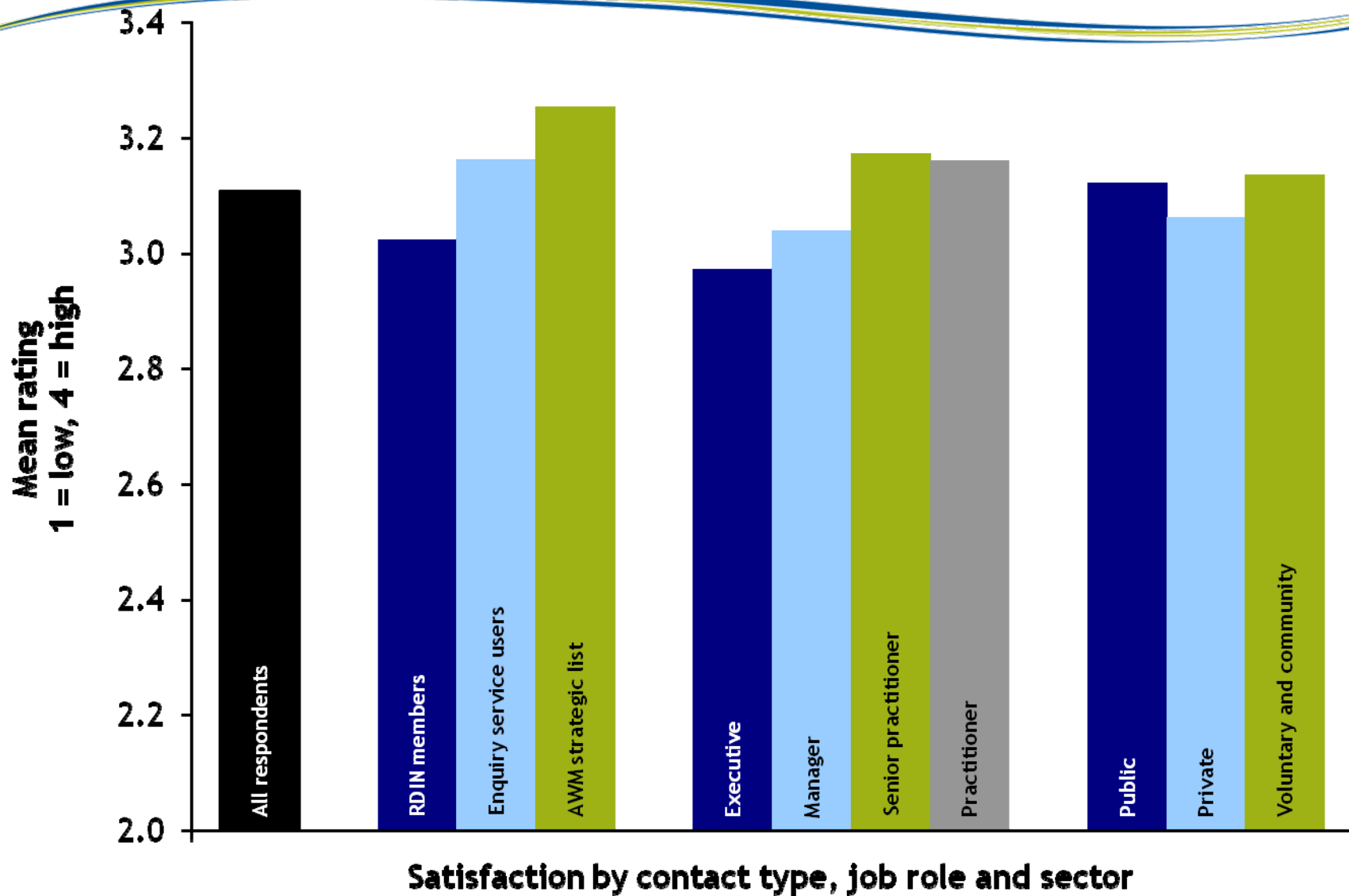


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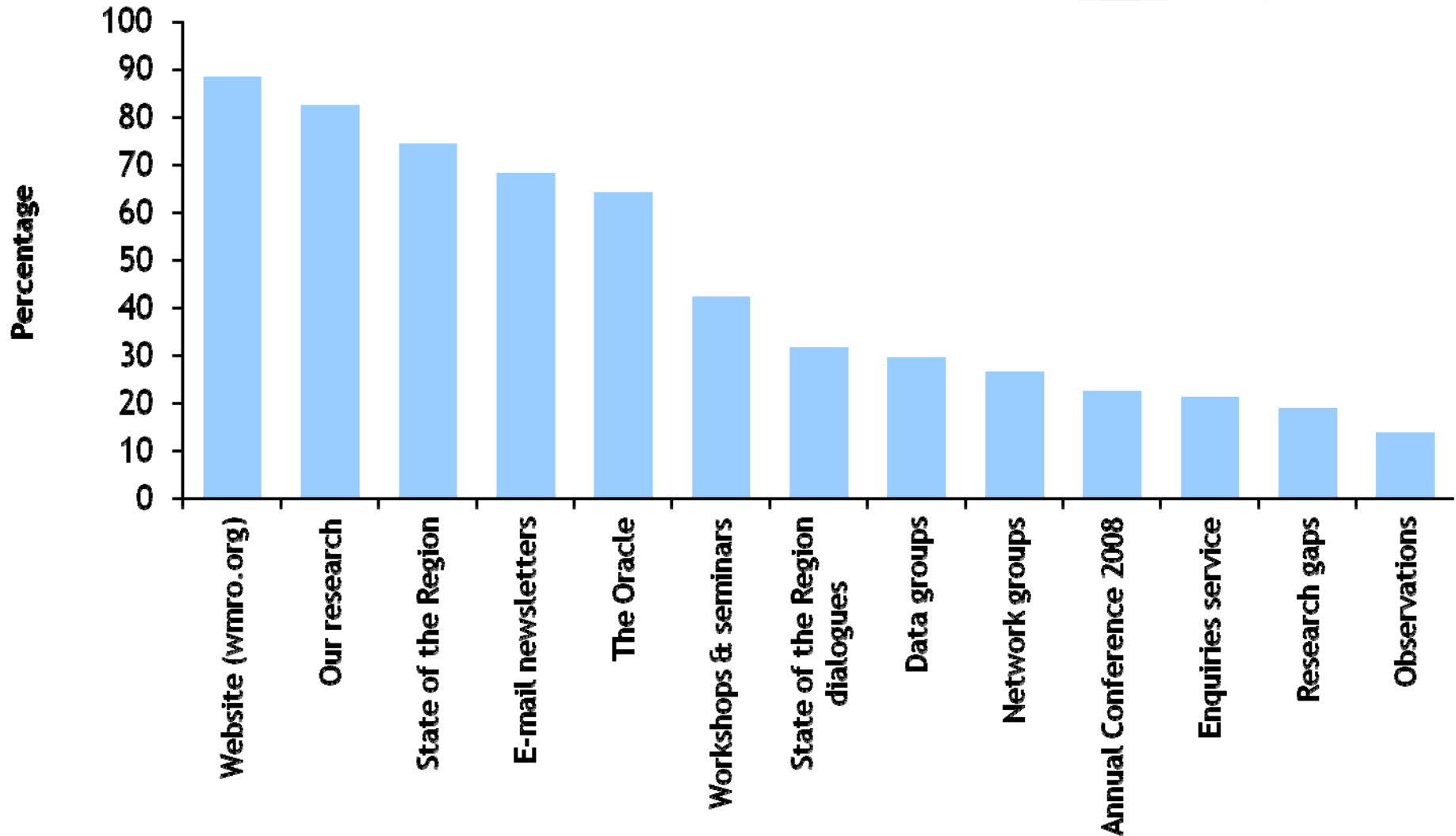
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Satisfaction of Observatory and its work



The website is most used product or service

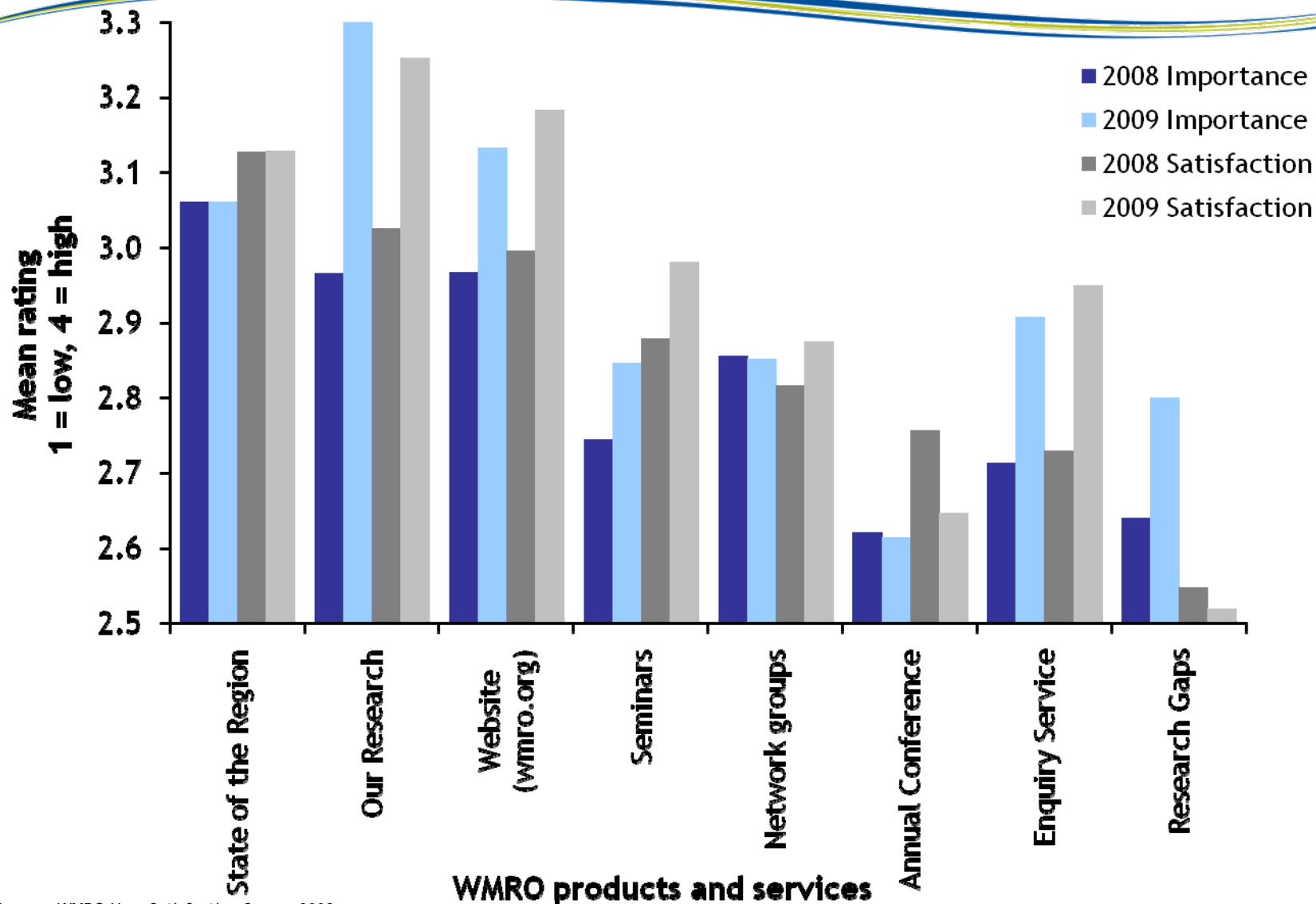


Importance of and satisfaction with Observatory products has mostly improved since 2008



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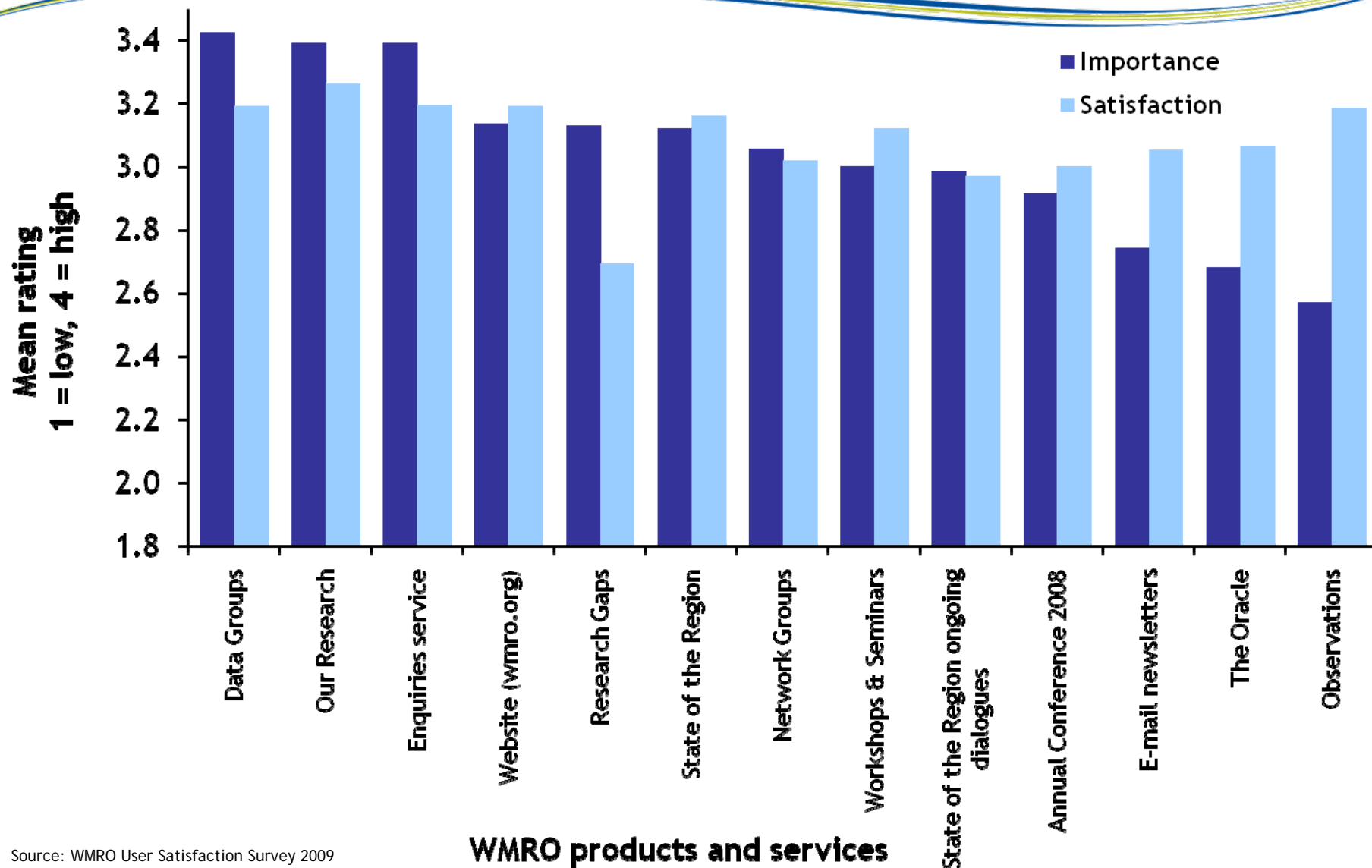


Rating of WMRO products and services by users only

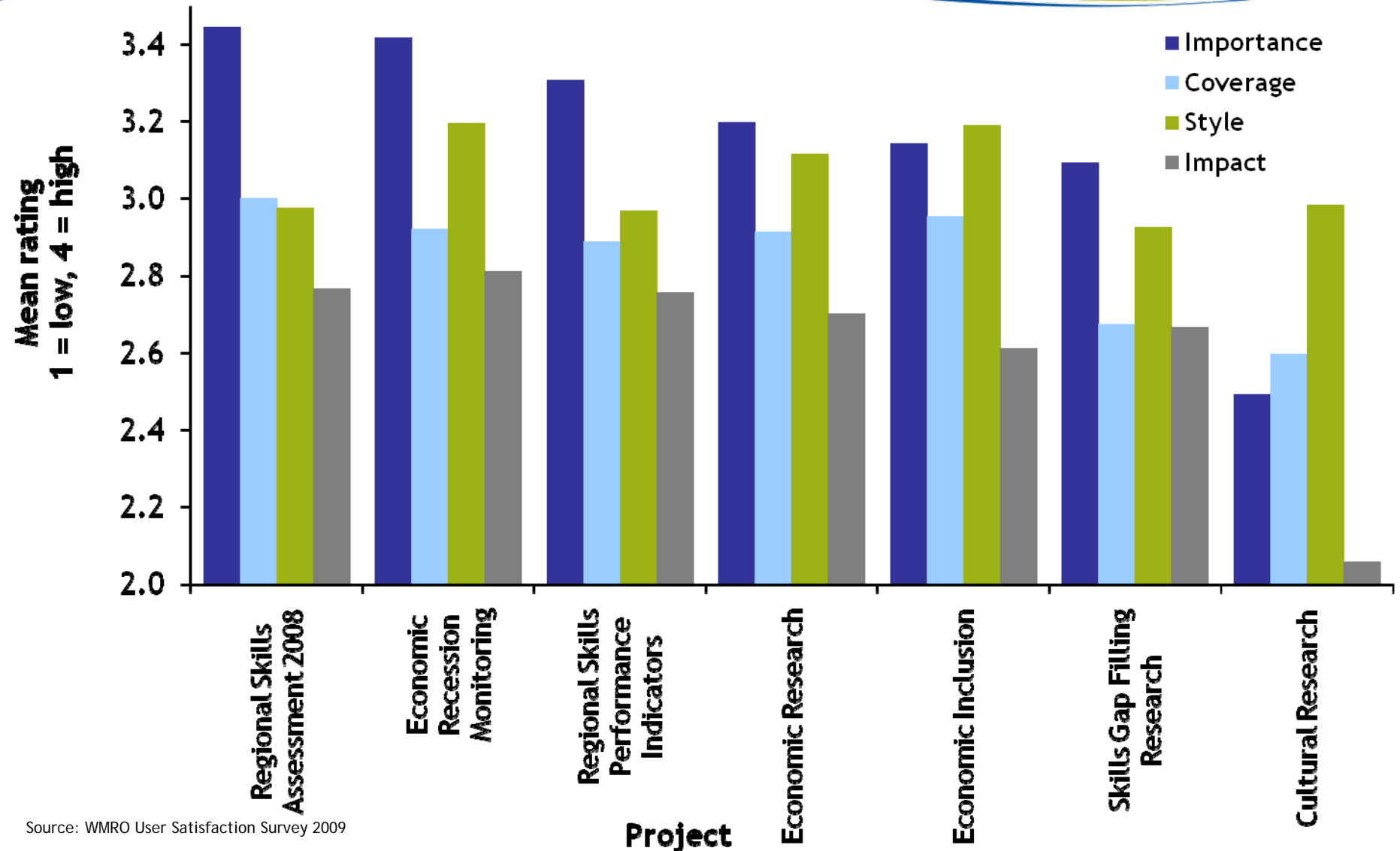


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Assessment of research projects

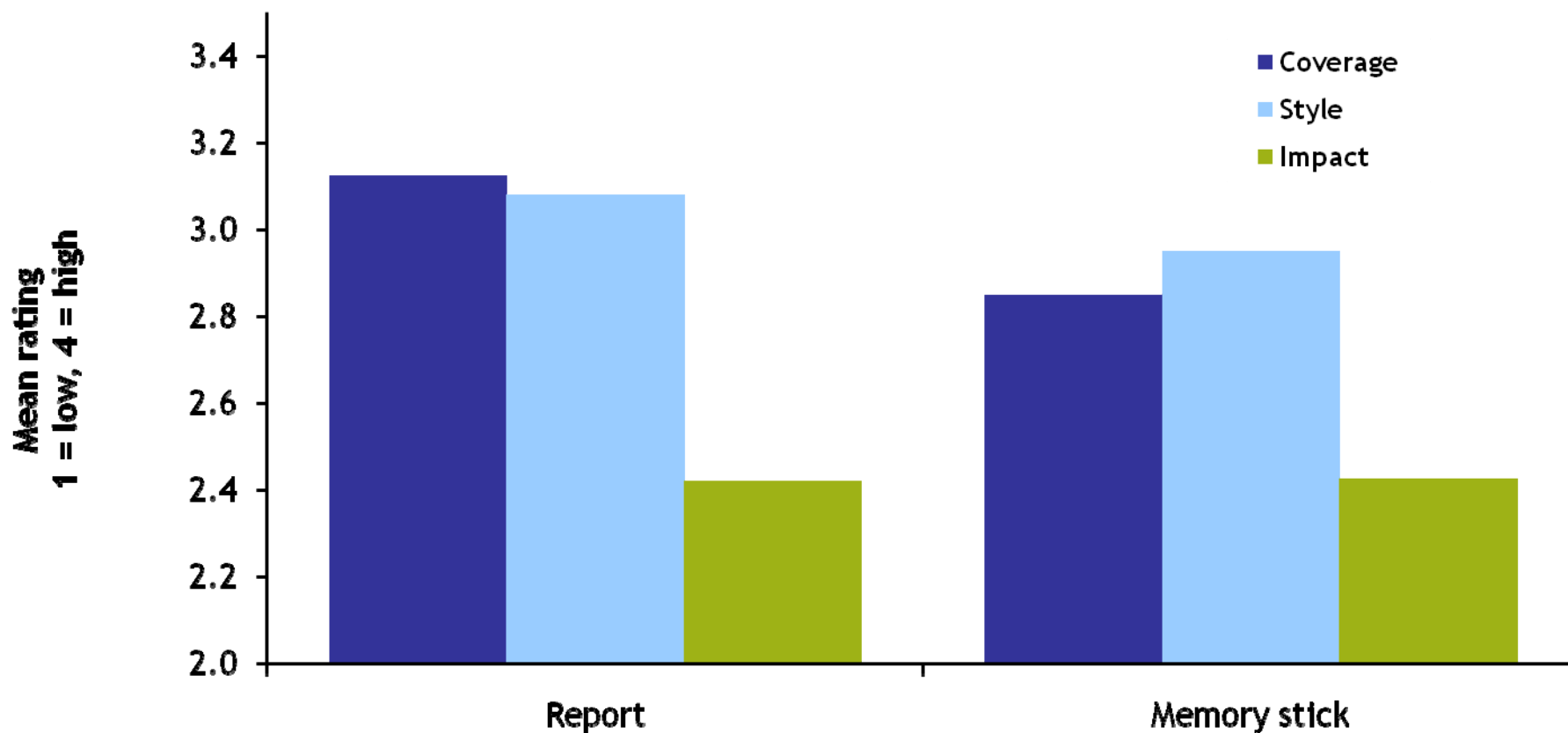


Assessment of State of the Region 2008

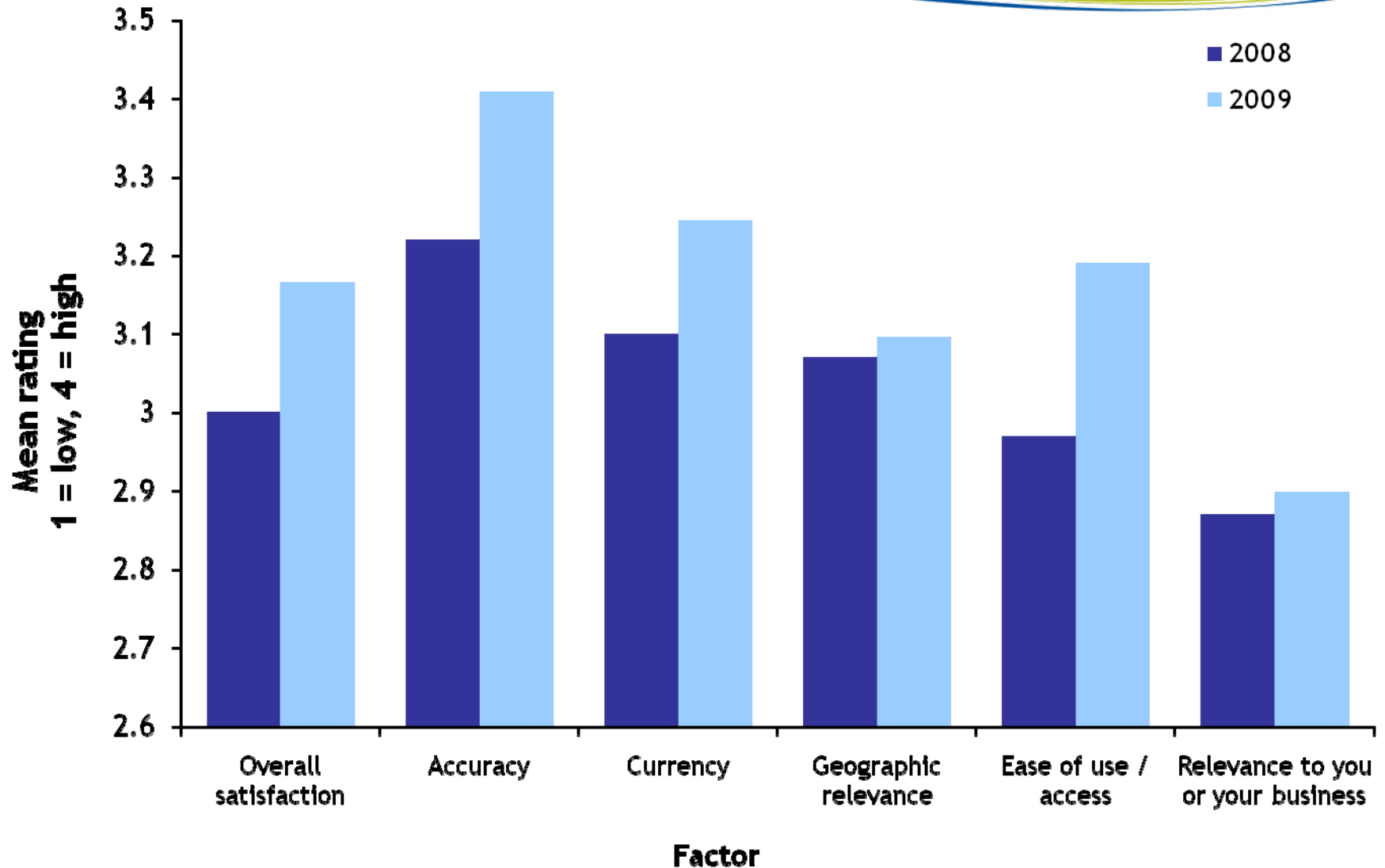


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Assessment of wmro.org website

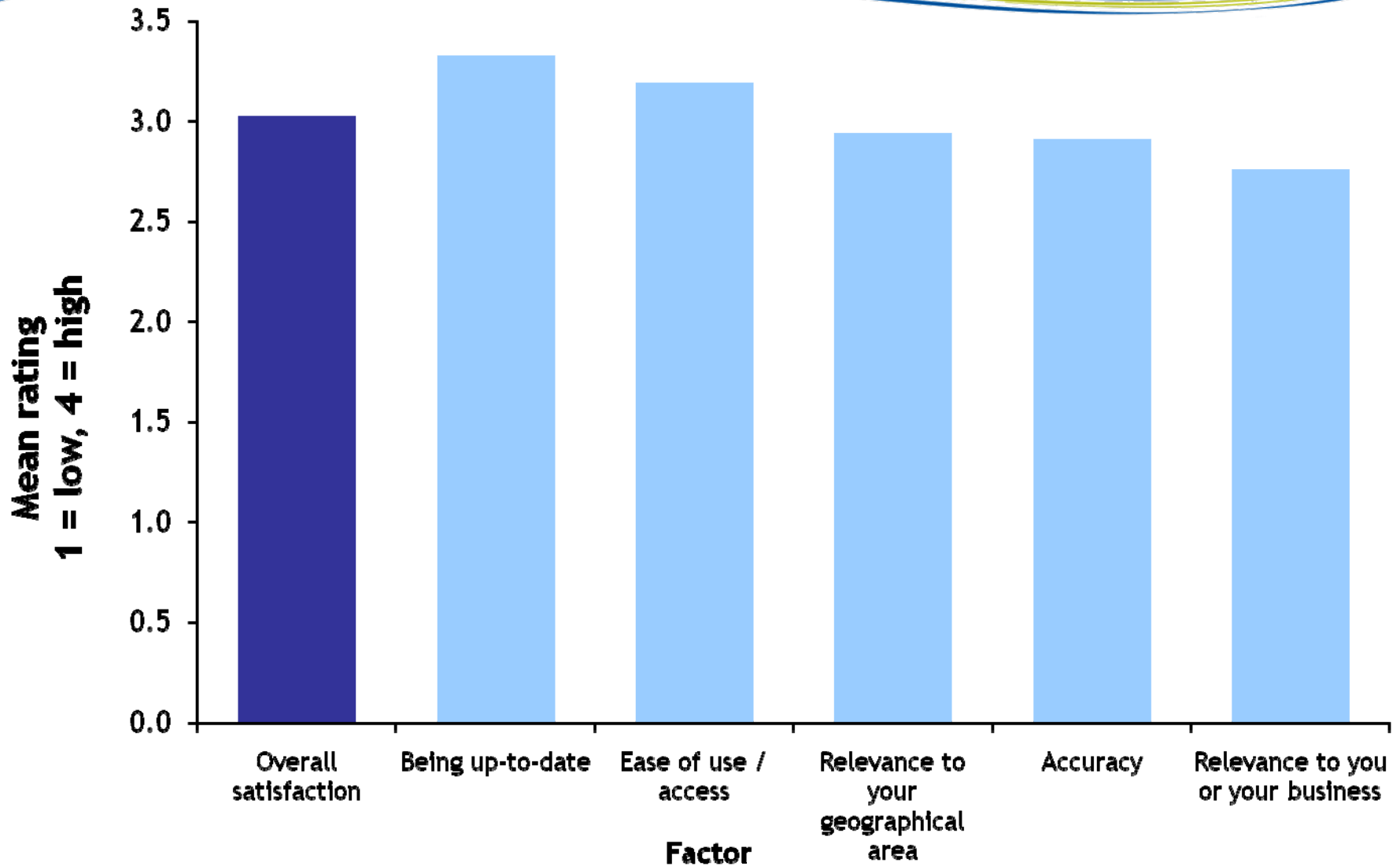


Assessment of Observations blog

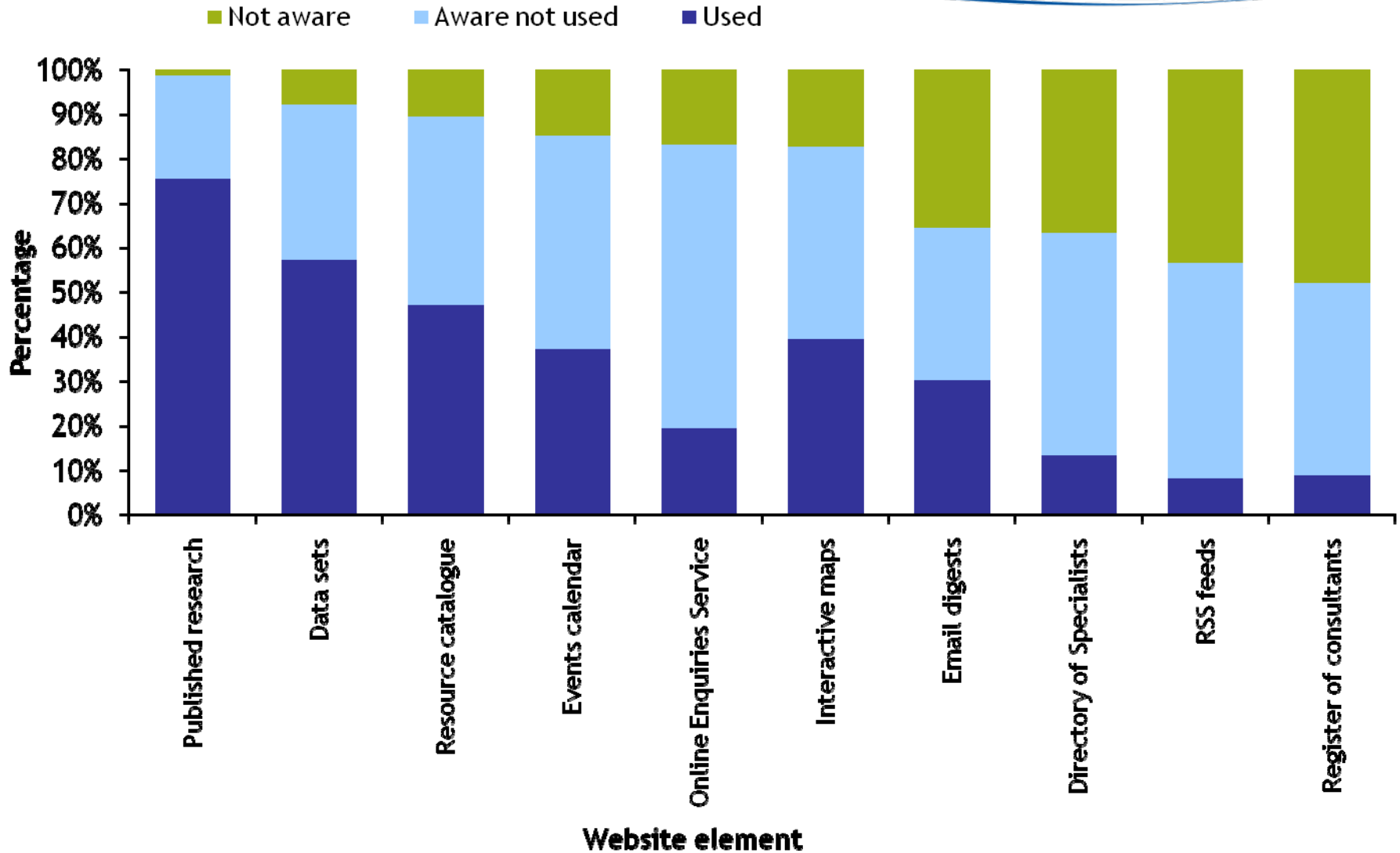


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Awareness of wmro.org website information

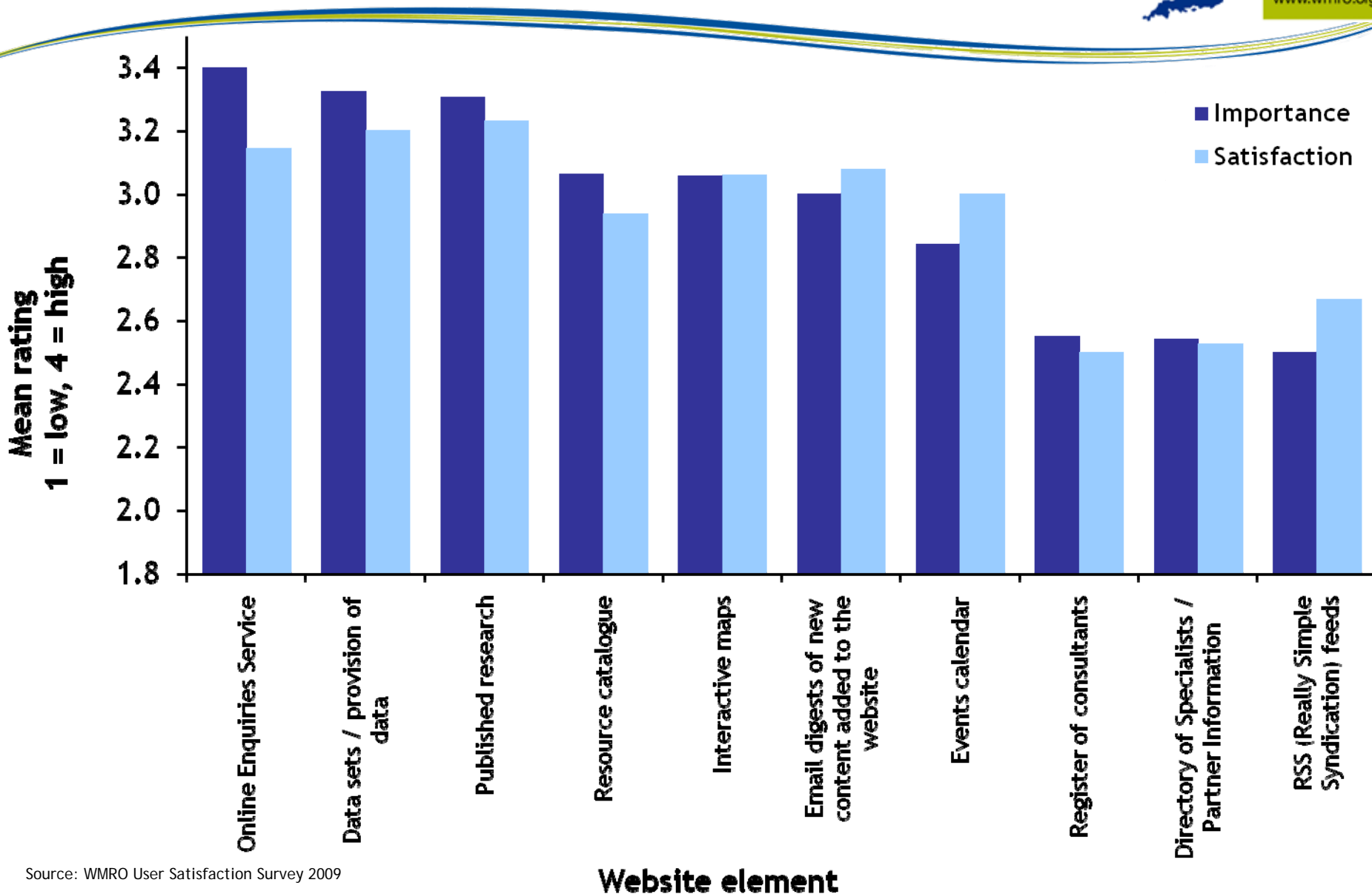


Assessment of information on wmro.org website

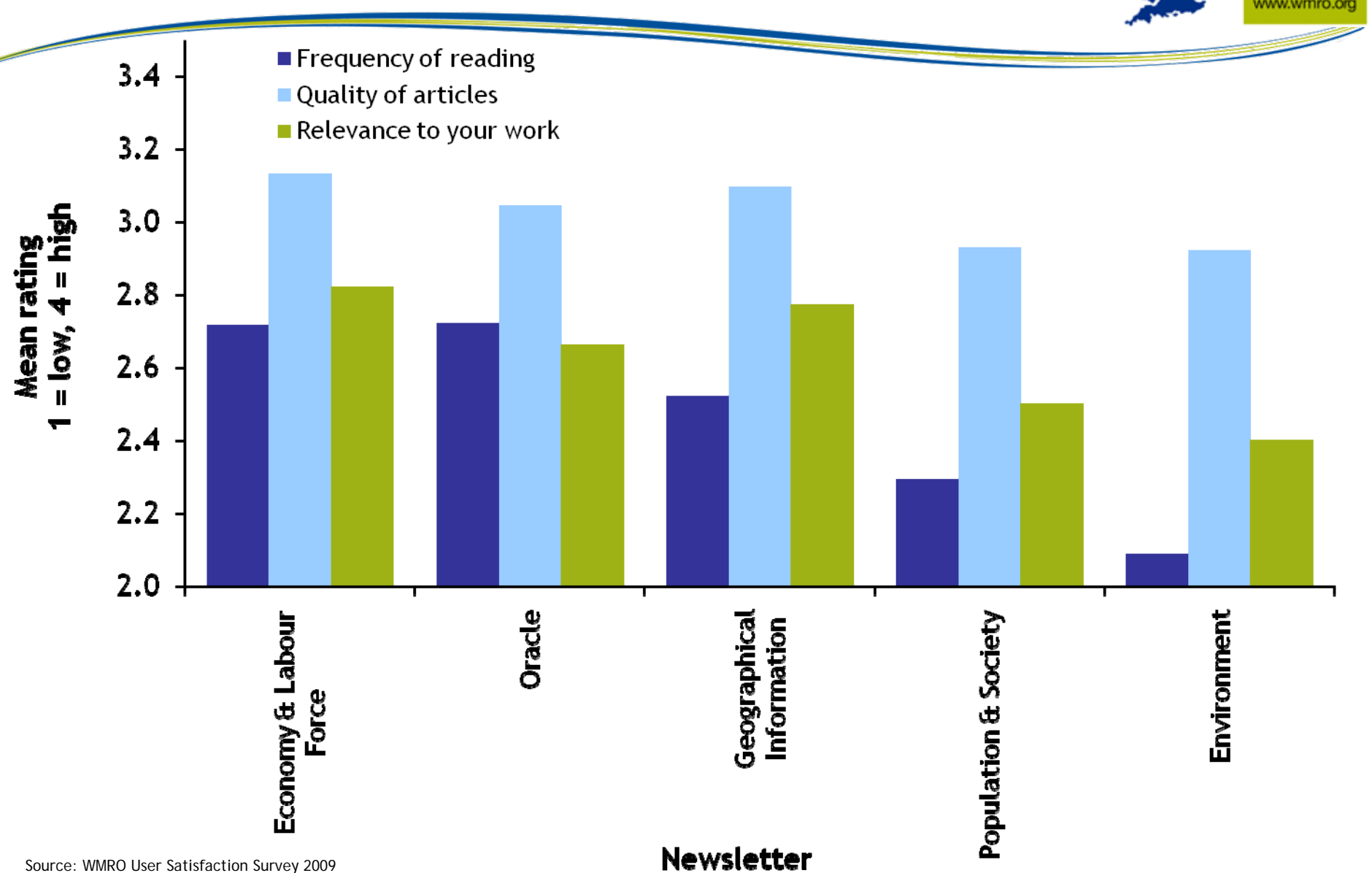


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Rating of Observatory communications



Next steps



- Build on existing good work – tell more people about what we do!

“My only suggestion would be that the Observatory better communicates what it does...Maybe you are a 'well kept secret' that deserves a bigger audience.”

- Promote newer website features such as the RSS feeds and Register of Consultants.
- Find ways of having more impact on policy work - Investors in Excellence should help with this.
- Communications team to follow up suggestions for future events.