Data analysis brief for the Turn2us Helpline.

# Overview

The Turn2us Helpline has been running for approximately 16 years. In its current form, it is outsourced to an external partner, Connect Assist. The contract is managed by a Turn2us Contact Centre Manager. The Helpline answers questions and requests for information via phone, live chat, webform, email and post.

Currently, a team of 13 advisers and 2 supervisors deal with approximately 60,000 incidents a year. The activity of the Helpline is limited to:

* Help to find out what benefits a caller could receive
* Help to find grants a caller could apply for
* Help to find other charities and advisors who can help a caller complete a benefits application or advise on debt, housing, legal and other issues
* Web chat for help with using our tools (currently Benefits Calculator and Grant Search)

It also provides a translation service and aims to enable the digitally excluded to access our tools.

# Goals of the analysis and preferred approach

We want to supplement our recent analyses of the Helpline’s impact by examining a snapshot of the notes made by advisers after each interaction with a user. We want to look at two to three thousand records and code them according to what the analyst judges the outcome of each call/live chat instance/email exchange to be (from the point of few of the adviser). The coding would relate to issues such as:

* Could the caller have served themselves online
* Have we sent someone elsewhere (to another website? Another phoneline?)
* Have they come to us from our website? Have they been sent back to it?
* Have we been able to provide *any* useful help? Or not?

And so on.

The data is both qualitative (these are fundamentally free text fields) and potentially highly quantitative (a large number of frequently repetitive or similar responses). We would therefore be looking for an analyst with experience of an approach such as grounded theory to help us sense-check, further develop and refine a usable coding framework but comfortable with taking the outcomes of this coding and translating them into basic quantitative reports presenting Helpline outcomes.

The results will be a crucial addition to the pool of data and information assembled by the team currently assessing the Helpline’s impact and value for money. Whilst we are not looking for a formal evaluation of the data – that would take far longer than we have available and require a much deeper engagement with the work of the helpline – any insights or thoughts which might emerge from coding and producing reports summarising the data would be very welcome.

# Timings and budget

We would like this work to take place in February. We anticipate no more than two working weeks will be required. The contractor will be hired on a freelance basis according to our standard contract (available of request).

The day rate is negotiable.

# Contact

If you’re interested, please contact Michael Clarke, Head of Information Programmes at Turn2us with your CV and a brief note citing relevant experience.

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