Summary

1. User research activity in sprint 1
2. User interview questions
3. Key findings
4. Anything surprising

Workstream 2 UR Team

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User research activity in sprint 1

- 2 user interviews with ESCO (Early Conciliator Support Officer)
- 1 user interview with ESCO/grade 10 conciliator from the Blended Team
- Invited Observers from team to Interviews - 3 different people attended over the 3 sessions
- Workshop feedback with service designer and iterate the prototype accordingly

User interview questions

We interviewed the ESCO and ECSO/Conciliators on the following high level topics:

- About the role of ESCO and ESCO / Conciliator

- Validating and digging into key pain points uncovered in the Discover research work such as

  - Claimants and their representatives not providing accurate information, e.g. employer legal identity

  - accurate information, e.g. employer legal identity useful information that is only optionally require, e.g. email address and phone number

- Claimants providing irrelevant information, too much information

- ECSOs experience of speaking to claimants - what are their mental states, challenges in dealing with people

- What we could improve to make their work better / more efficient

- Anything we may have missed / things they think would improve the service and/or how they carry out tasks

Key findings

Among all the learnings from the user interviews, our key findings are:

1. A very significant number (they estimated as high as 50%, average estimate 33%) of claimants forms they see have not been able to correctly to identify their employers legal identity

2. ECSOs we spoke to rarely encountered a problem with receiving notifications without one or other of an email address or telephone number, but they say it's much harder to do their work by email compared to having a telephone conversation.

3. ECSOs are instructed to get the very basic information - see ECSO Jurisdiction Questions.ppt -, ideally in just 1 to 3 sentences. This suggests that where claimants have a need to provide more detailed information or uploads, this should be done after the notification form.

Key finding 1

A very significant number (they estimated as high as 50%, average estimate 33%) of claimants forms they see have not been able to correctly to identify their employers legal identity

- In terms of placing most effort where there is most reward, suggest prioritising testing ways to help claimants get this right more often.

- We gathered some typical scenarios such as;

  - Someone is employed by Greggs, but he/she doesn't know the name of their actual employer or the employer's head office, which will be a franchise, and do not have the name Greggs; and

  - Someone is employed by Tesco, he/she does not know its full registered name includes "Limited" at the end, which is "TESCO STORES LIMITED".

- And we think that Gov.uk Companies House lookup could work well for users who need to answer those questions, and that includes helping users get the formatting correct

  - Some users put (limited company) in brackets, which is not necessary

Key finding 2

ECSOs we spoke to rarely encountered a problem with receiving notifications without one or other of an email address or telephone number, but they say it's much harder to do their work by email compared to having a telephone conversation.

- If this is infrequent we should not expend too much time in trying to solve this problem.
- Because ECSOs can do this process much quicker by telephone than by email we could try nudging people to select telephone in preference to email
- We also know from web stats that this is rare problem, and it could be that sometimes it is done deliberately because the person knows they want the certificate poised to them.
- See left from web statistics

Form 1		
	Phone	*No Phone*
Email	**87.1%**	**8.8%**
No Email	**1.7%**	**2.4%**

Form 1 & 2		
	Phone	*No Phone*
Email	**90.7 %**	**5.8%**
No Email	**1.7%**	**1.8%**

Key finding 3

ECSOs are instructed to get the very basic information - see ECSO Jurisdiction Questions.ppt -, ideally in just 1 to 3 sentences. This suggests that where claimants have a need to provide more detailed information or uploads, this should be done after the notification form.

- The key feedback is that ideally we need to persuade users completing the form to be brief and to the point.

- We were told that users often has problems understanding jurisdictions - or how they could describe their problem. The answer to this probably lies more with Workstream 1 but we can investigate what we can do with the form. Suggest a call out t call the Helpline on the start page, so that people who are unsure have an opportunity to seek advice.

- In Discovery we captured a user need to allow users to provide more detailed information and upload documents. Suggest signposting to users that they can provide this more detailed info later. Might point to 'dashboard' that allows sharing with Conciliator.

Anything surprising, or interesting

- Claimants are given the opportunity to say when the best time to call them is BUT when they do say, it is often during ACAS working hours. Also the way work comes to ECSO's doesn't really allow for people being called at their preferred time. Conclusion: It might be better to set expectation that they can expect a phone call during working hours and if possible provide a private mobile phone number

- Claimants were rarely emotional or upset by the time they came to the phone call with the ECSOs. The view was by the time the claimant had come this far they usually understood what ACAS was doing. One ECSO out forward the view that the ACAS Helpline was the appropriate place to vent and be emotional is they needed to be.

- Our ECSO's were either unfamiliar with paper notifications or told us that their understanding was that paper notifications were no longer being processed since Covid as people were not in the office. We might need to check this before confidently asserting that we have Assisted Digital covered.

Thanks