

novoville

Citizen Engagement Platform

NRW Consultation via conversational chatbot: Results & Analysis

21 December 2020



**Cyfoeth
Naturiol
Cymru**
**Natural
Resources
Wales**

summary

Topic: What are residents' perceptions regarding the services provided by Natural Resources Wales?

Duration: 16 November - 14 December, 2020

Objective: Get **views of citizens**, improve decision-making

Total respondents:		1,430
Facebook Messenger using social media ads:		1,379
Total ad impressions:	251,619	
Total individuals reached:	81,273	
Novoville Webchat:		51

social media ads used



- **statistics** are presented with **analysis** and **comments**
- we provide **qualitative** conclusions
- this data can help **leaders** make better choices

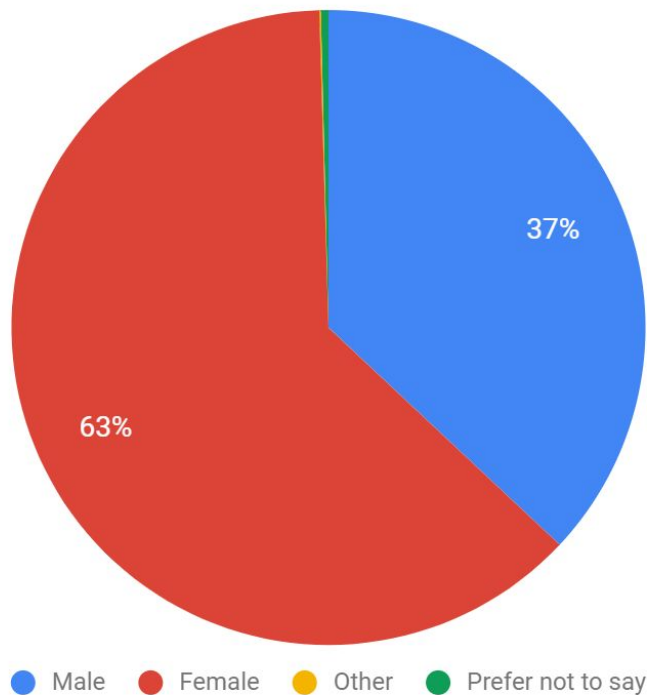


demographics

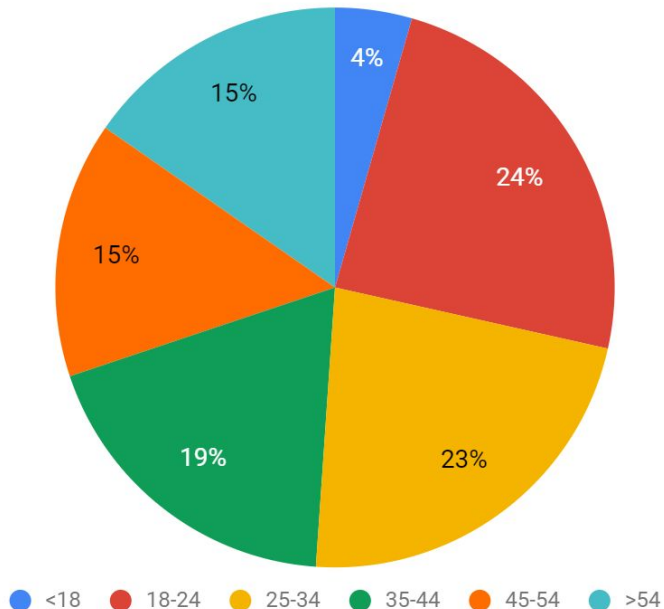
gender of respondents



63% of the participants are female and 37% are male.



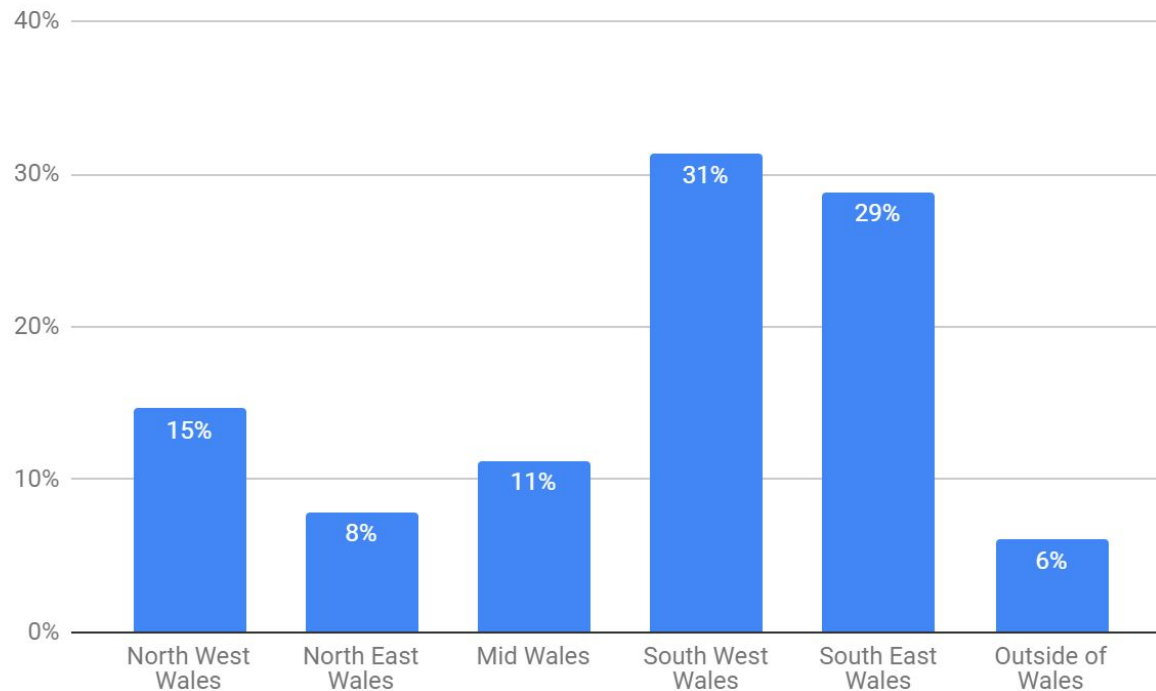
age of respondents



The age distribution was **fairly balanced**, allowing for all age groups to be represented in the consultation.

Younger participants (18-35 y.o.) make up 47% of the respondents, indicating that the selected consultation method attracts young audiences.

place of residence of respondents

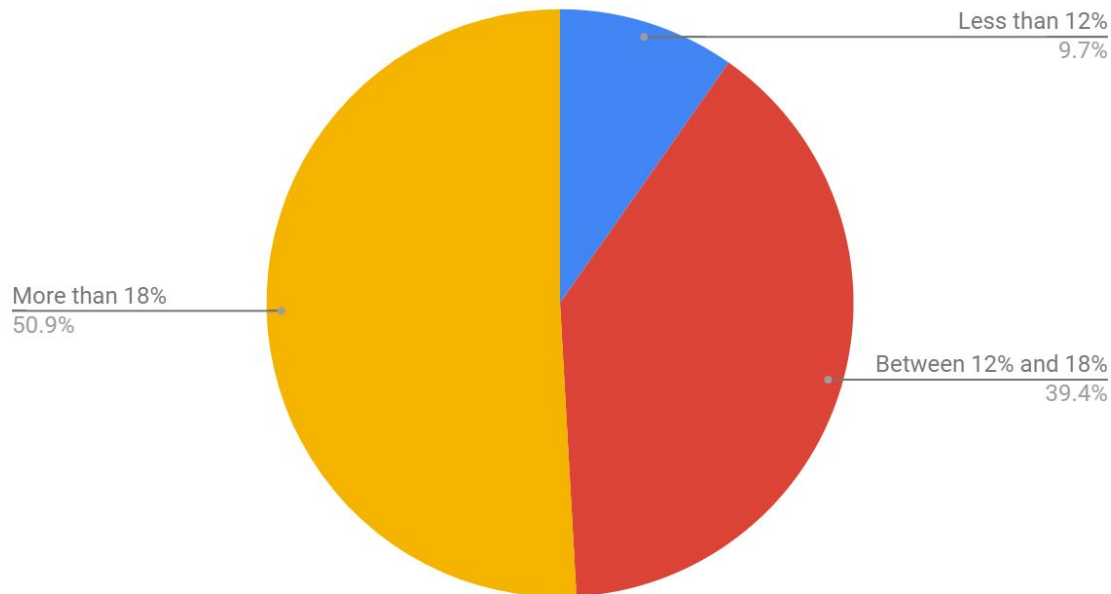


Most participants (60%) live in **South Wales**, which is the most populated area of the country.

responses

knowledge of Wales' natural resources

How much of Wales would you say is covered by woodlands?



The **majority** of respondents (51%) believe that more than **18% of Wales is covered by woodlands** (whereas the correct answer is **15%**).

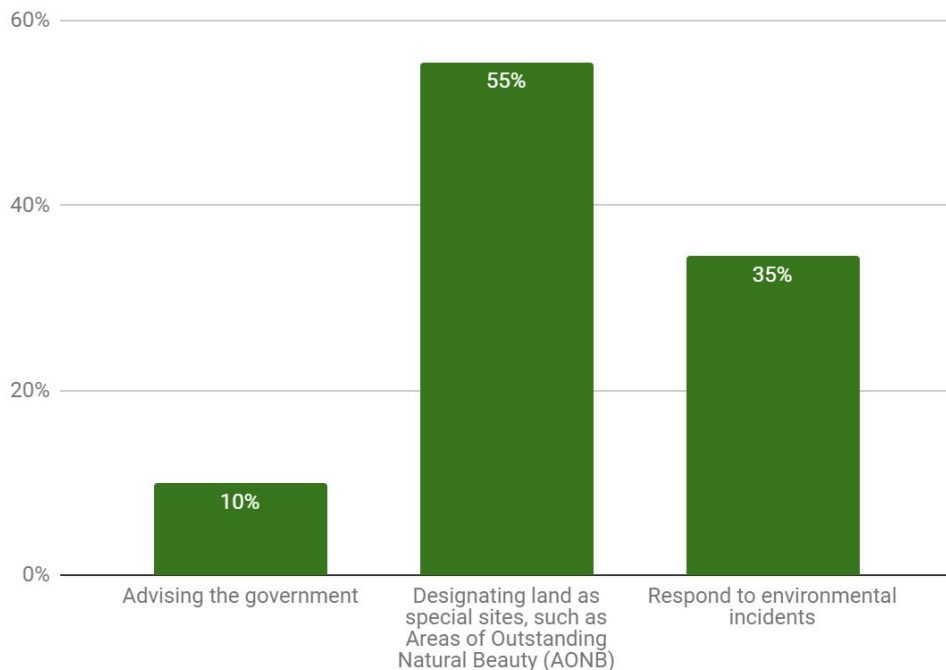
Interestingly, the question was answered wrong mostly by people belonging in older age groups (45-54 & > 54). Only 34% of those people gave the correct answer.

Throughout the survey, we see that there's a **need for additional information** on the country's national resources and NRW's role.

knowledge of NRW's role



What do you think we, at NRW, do?

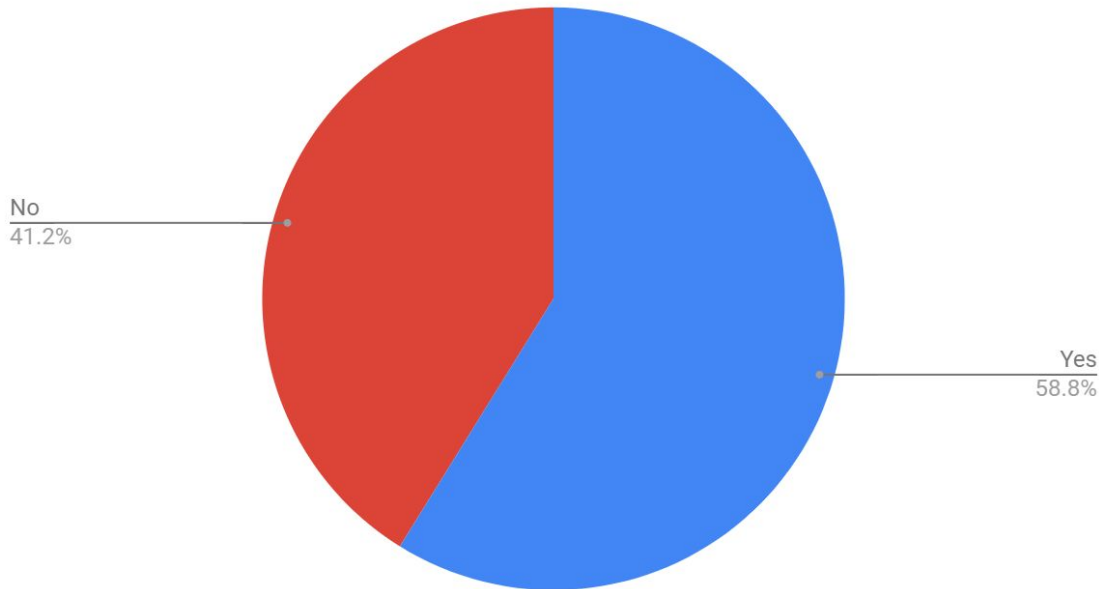


Most respondents (55%) are aware of NRW's **land designation** responsibilities.

Even though all suggested answers were correct, NRW's role in advising the government doesn't seem to be cutting through as much as the others.

use of recreational facilities

Have you ever used our recreational facilities?

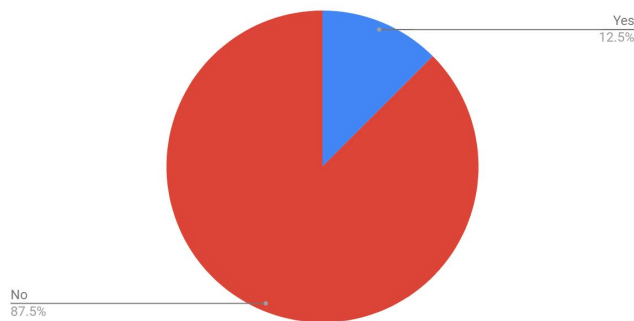


The majority of participants (59%) **have used NRW's recreational facilities**, particularly people over 35 years old (64%).

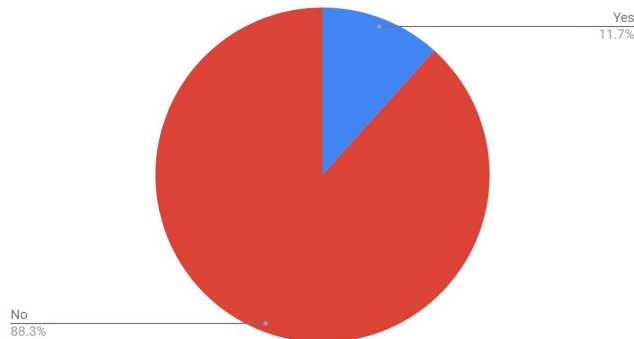
However, 68% of respondents below the age of 18 answered that they have not.

participants' characteristics

Are you a commercial partner of NRW or registered with the flood warning service?



Do you represent a regulated organisation?

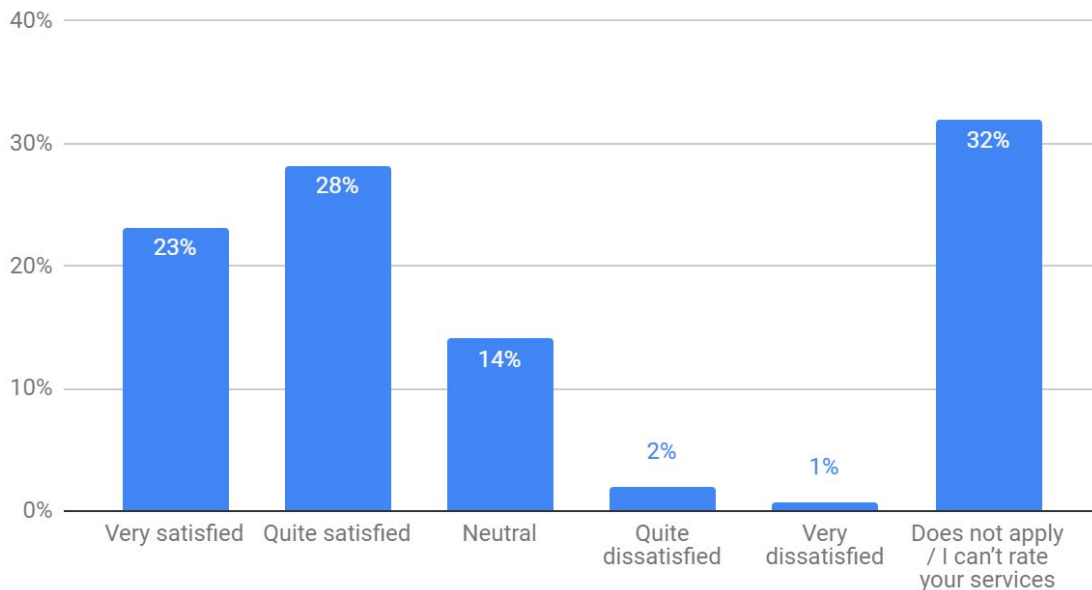


The overwhelming majority of respondents **are not a commercial partner or registered with the flood warning service (87%)** and **do not represent a regulated organisation (88%)**.

level of satisfaction with NRW services



How would you rate the services you've ever received from us?



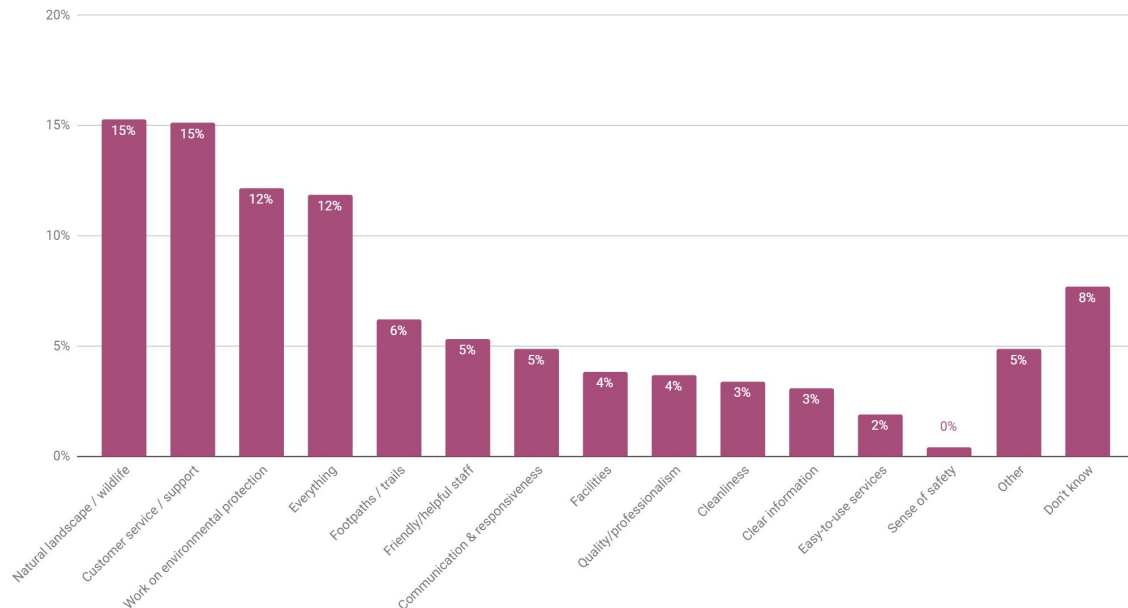
Most respondents who have received services from NRW are either very satisfied (23%) or **quite satisfied** (28%), especially male respondents.

Of those who are very satisfied, the majority (28%) belongs to the 35-44 age group. Of those who are quite satisfied, the majority (32%) belongs to the 25-34 age group.

Most respondents who are neutral (16%) belong to the 45-54 age group.

reason of satisfaction

What were you most happy about?

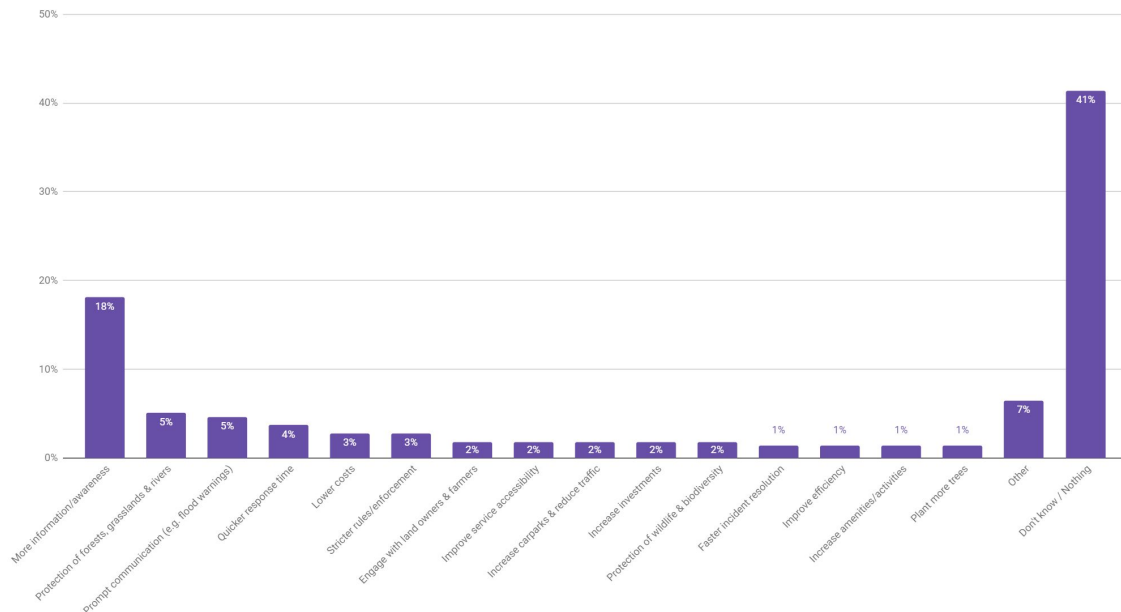


The participants who are either very or quite satisfied responded that they are **mostly happy about Wales' natural landscape and wildlife** and about **NRW's customer service & support** (15%).

The next most popular answers are: the work that NRW are doing on **environmental protection** and **everything** that NRW do (12%).

reason of dissatisfaction

How can we improve our services?



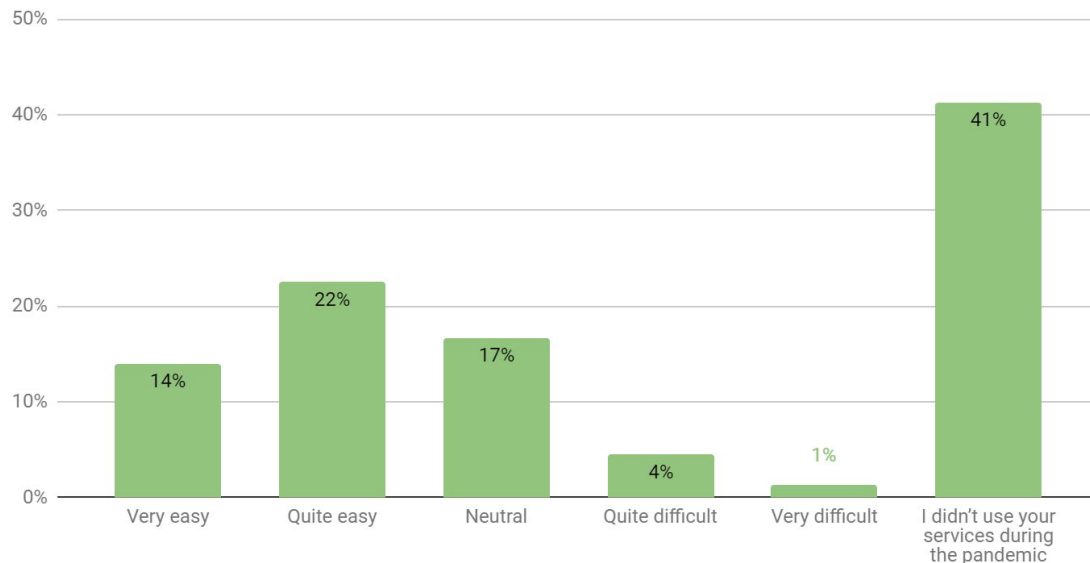
Most respondents who were either neutral or dissatisfied, could not give an answer on what NRW can do to improve their services.

Those who responded, primarily mentioned the need for **more information & awareness** (18%), **increased protection of forests, grasslands & rivers** (5%), **prompter communication (e.g. flood warnings)** (5%), **quicker response time** (4%), **lower costs** (3%) and **stricter rules/enforcement** (3%).

access to services during the pandemic



Looking at the pandemic specifically, was it easy to use or access our services during this time?

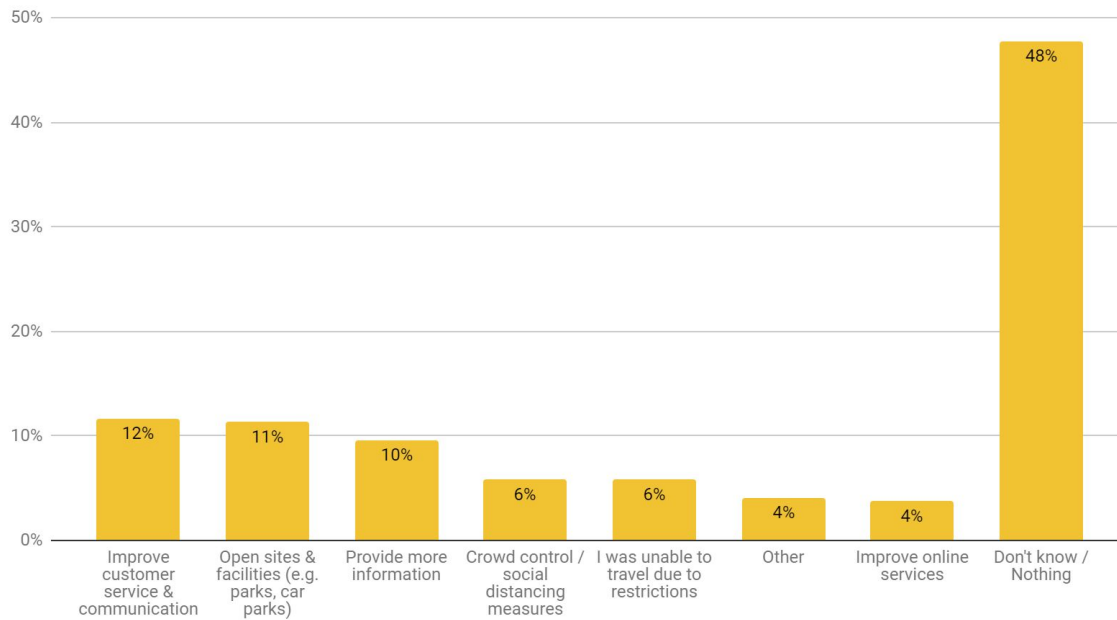


The majority of respondents (41%) **did not use** NRW services during the pandemic, a percentage that is higher among people over 45 years old and under 18 years old (51%).

22% find the access to services during the pandemic **quite easy**, 17% are neutral and 14% find it very easy.

ways to improve access to services

What can we do going forward to simplify your access during the pandemic?



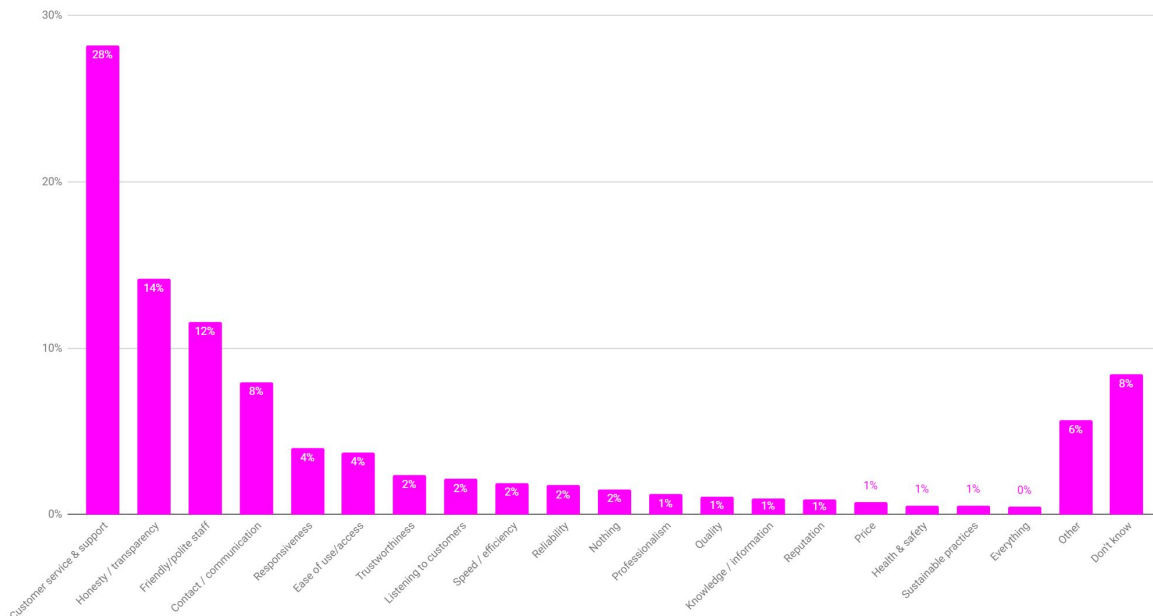
People that were neutral or dissatisfied with the access to services during the pandemic, responded primarily that they'd like to see **improvements in the customer service & communication** (12%), more **open sites & facilities** (e.g. parks, car parks, etc.) (11%) and to have **more information** (10%), especially regarding the current accessibility to sites & facilities.

The majority of respondents could not answer the question as travel restriction prohibited their access during the pandemic.

priorities when dealing with a company



What matters most to you when you're dealing with a company?

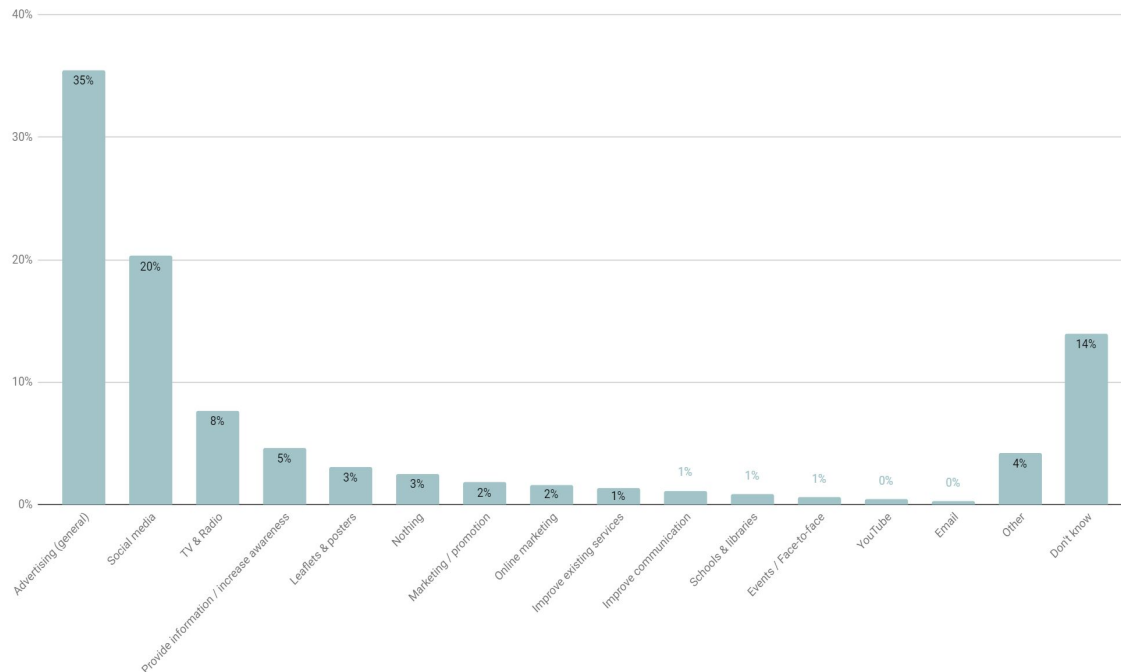


When dealing with a company, the top 3 priorities for respondents are **good customer service & support** (28%), **honesty & transparency** (14%) and **friendly/polite staff** (12%).

Importance is also placed on communication & contact (8%), responsiveness (4%) and ease of use or access (4%).

promotion of NRW's role & services

How could we make the people of Wales more aware of our role and services?



This was a difficult question for participants to answer in precise terms, as most of them were probably unfamiliar with marketing and advertising practices. The majority (35%) sees **advertising (in general)** as the best way for NRW to make people more aware of its role & services, while 20% suggests promotion through social media and 8% suggests TV & radio promotion.

conclusions

and next steps

general qualitative conclusions

- The consultation had a good response rate which shows that people are **interested in the topic** and willing to give their opinion to NRW **using interactive chatbots**.
- All age groups & genders were represented in the consultation results, but **female and younger respondents (18-35)** seemed more inclined to participate compared to others.
- Overall, there's a need for **more information** in terms of Wales' natural resources and NRW's role, particularly among **older respondents** (over 45 years old).
- The vast majority (75%) of respondents who have used NRW services are **satisfied with those services**, especially people between 25-44 years old.
- Satisfaction derives primarily from **Wales' nature and wildlife**, as well as from the **customer service & support** provided by NRW.

general qualitative conclusions

- Most respondents who are dissatisfied with NRW services highlighted the **need for more information** on both the services provided and NRW's role.
- Over a **third** of the respondents found NRW services **easy to use or access** during the pandemic, however, most respondents **did not use the available services**.
- Respondents who had trouble accessing or using the services during the pandemic would like to see improvements in terms of **customer service & communication**, be able to **access more sites & facilities** during the pandemic and, once again, receive **more information** from NRW.
- In general, respondents value **good customer service & support** above all when dealing with companies, as well as honesty and transparency.

next steps

- When appropriate, design and run a **follow-up satisfaction survey** on specific issues and/or on the services provided by NRW to get residents' feedback. Include single-choice questions to keep responses focused and comparable.
- Create and run awareness campaigns on social media focusing on NRW's role.
- **Environmental protection** and **prompt communication** with NRW is of great concern amongst respondents. Resident **education** and **engagement** could be managed from our **standalone app** to inform, signpost, alert and poll residents, and provide a faster response to issues.



thank you!

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