



Integrated
Data Service

User Feedback

Building a Service

 HM Government

In partnership with

 Office for
National Statistics

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Integrated Data Service: Overview

Bringing together **ready-to-use** data to enable **faster** and **wider** collaborative analysis for the public good.

IDS enables more rapid, timely and enhanced policy decision making, across government, academia, public policy, the commercial sector, and the Devolved Governments of the UK.

IDS targets government users, but also working with users from across the UK research community, to deliver on the government's ambition of **transforming for a digital future that serves all the UK in the twenty-first century**.

Transforming Data



Data
engineered,
indexed,
linked



Data
usage
negotiated

- Key data **identified, acquired, and standardised once** (before the inception of a policy question)
- **Innovative RDMF matching service** (Demographic, Address, Geographic, Business & Classification)
- Critical **data assets** created
- **Hosted centrally, shared widely** across government as policy questions arise (IDAF)

Transformative Technology



- Multi-cloud platform, **interoperable** with other cloud-based systems
- Cloud-native technology utilising **R & Python tools** provided through Jupyter Notebooks
- Iterative development of **tooling** to meet user needs
- Data **visualisation** to assist with outputs through Looker

Transformative Service



Underpinned by the
5 Safes Principles:

Safe **People**
Safe **Settings**
Safe **Data**
Safe **Projects**
Safe **Outputs**

- ✓ **DEA accreditation** as primary data sharing gateway
- ✓ **Streamlined accreditation process** for all IDS users and analysts (32 questions down to 11)
- ✓ Comprehensive customer support, **informed by user need and UX-design**, including **eLearning modules**
- ✓ **Assured Organisational Connectivity (AOC) and Cloudflare**

User Feedback

Background

- Central Digital and Data Office (CDDO) requirement to publish [user satisfaction](#) data
- Existing Annual User Experience Survey for Secure Research Service (SRS) users
- **Late 2022 - early 2023:** Undertook review of existing user feedback sources
- **March 2023:** Produced a user feedback log and loop
- **April 2023:** Produced a Collation and Assessment Plan and establish User Feedback Triage Group

IDS user feedback, experience and research

- **Key Stakeholder Engagement:** kept informed and feed into developments
 - Dedicated Stakeholder Insights team and sentiment dashboard
- **User Research:** internal and commissioned
 - Detailed work with users, usually on product development
- **User Feedback**
 - Holistic user feedback log and loop in place since March 2023
- **User Satisfaction: user surveys in place; annual and user touchpoints**
 - User surveys: annual survey in place; touch point surveys

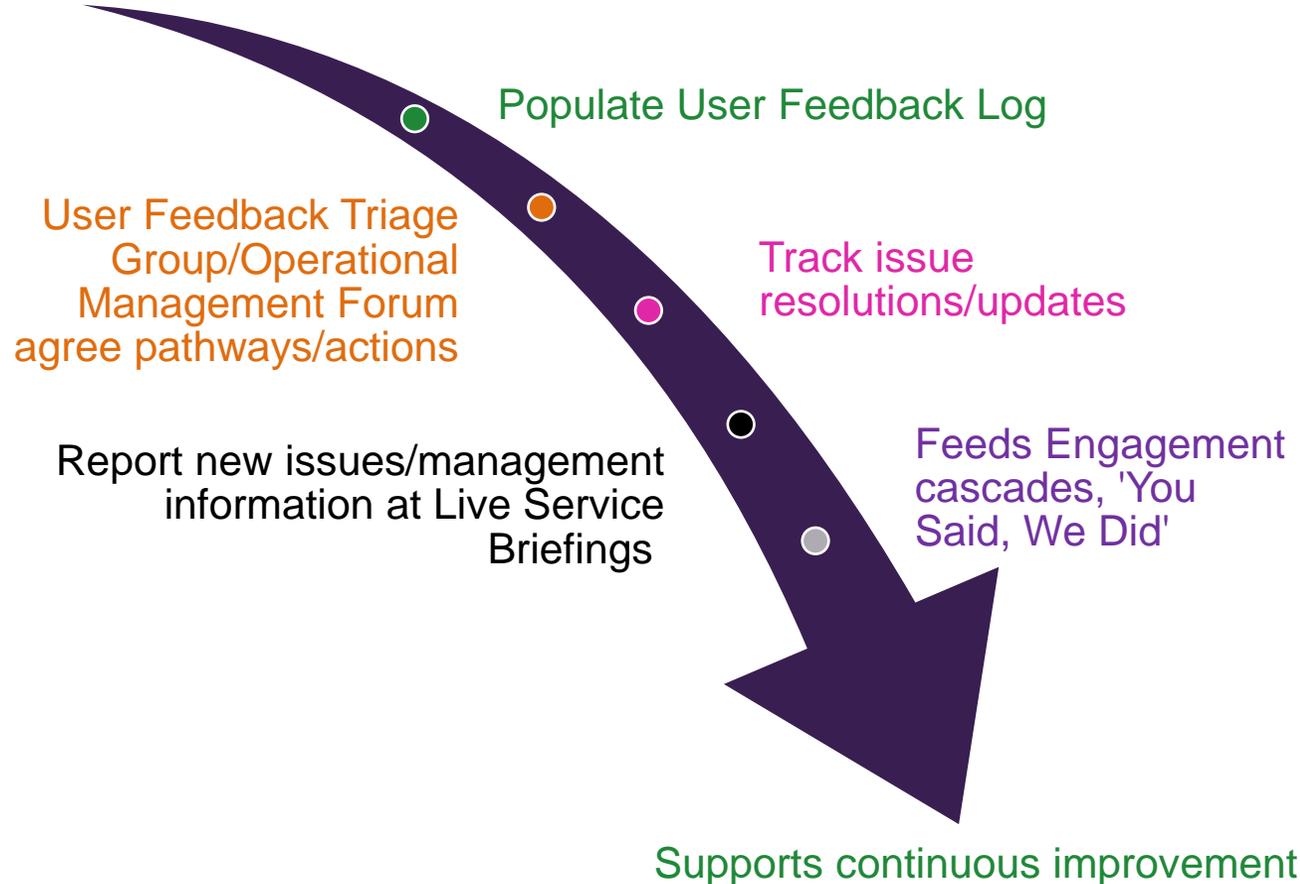
Available user feedback sources



	User Accreditation	Project Accreditation	Data access	Platform access/tooling	Safe Outputs	Disseminate platform used	Offboarded/outcomes	
Data collection Sources	User Research		User Research	User Research	User Research	User Research		
	User Accreditation survey	Project Accreditation survey	Data catalogue feedback link	Hub feedback link User Guidance & TryDS feedback	Survey post outputs	Pop up survey disseminate platform use		
	IDS User Forum (defunct summer 23)				IDS User Forum (TBC)			
	Advisory Groups/Data Owner Engagements				Advisory Groups/Data Owner Engagements			
	Help desk tickets/ Customer Support/Service Ops/					Help desk tickets/customer services intel	Help desk tickets/log	
	Onboarding survey							
	Annual user survey						Annual user survey	
				Security/AOC feedback				
	Touchpoint User interviews							User interviews
	Staff polls							Drop out survey

Feedback capture and reporting

User questions/
comments/satisfaction
(patterns)



Provides
evidence of
listening to our
users

Examples of user surveys

IDS-SRS Annual User Experience Survey



What is it?

- An annual user experience survey to gather user feedback on aspects on our data services
- Survey runs for 4-6 weeks in March- April
- Been running for 7 years, so provides useful trends



Why do we do it?

- Gather user experience of data and services
- Feed KPIs for service satisfaction & performance
- Gather information on data needs for research
- Drive development of and improvements to our data services



Who is it sent to?

The survey is sent to all Accredited Researchers

- Potential audience is 5000+ researchers across sectors
- Targeted emails via Gov Delivery
- Announced in monthly AR Newsletter
- ONS and ADR tweets
- Various user forums



What is the response like?

Response rate ranges from 100-150

Project Accreditation Survey



What is it?

- An ongoing short MS Forms survey made up of 5 questions plus free text box
- Been running since June 2023



Why do we do it?

- Gather user experience of the project accreditation process
- Feed KPIs for service satisfaction & performance
- Drive development of and improvements to our data services



Who is it sent to?

- A link to an MS Forms survey is available to users via the automated notification email they receive once their DEA project has been successfully accredited



What is the response like?

Responses – 12 at April 2024

User Accreditation Survey



What is it?

- An ongoing short MS Forms survey made up of 5 questions plus free text box
- Been running since June 2023



Who is it sent to?

- A link to an MS Forms survey is available to users via the email they receive once they successfully gain their DEA Accredited Researcher status



Why do we do it?

- Gather user experience of the project accreditation process
- Feed KPIs for service satisfaction & performance
- Drive development of and improvements to our data services



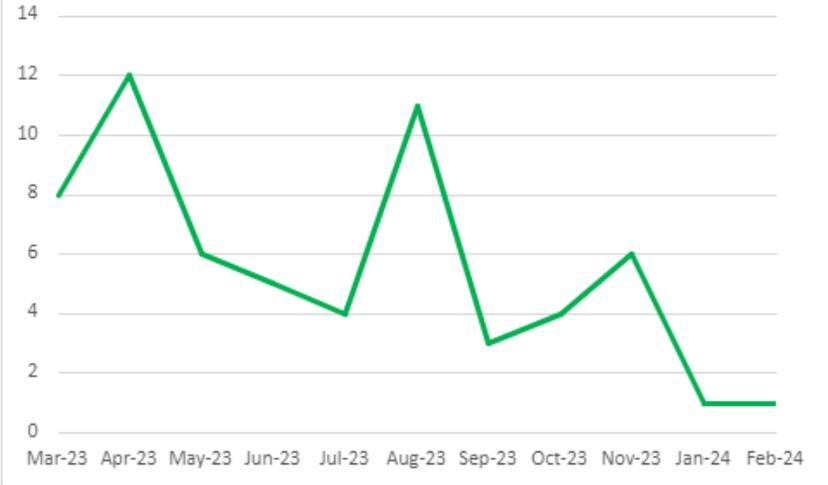
What is the response like?

Responses – 160 at April 2024

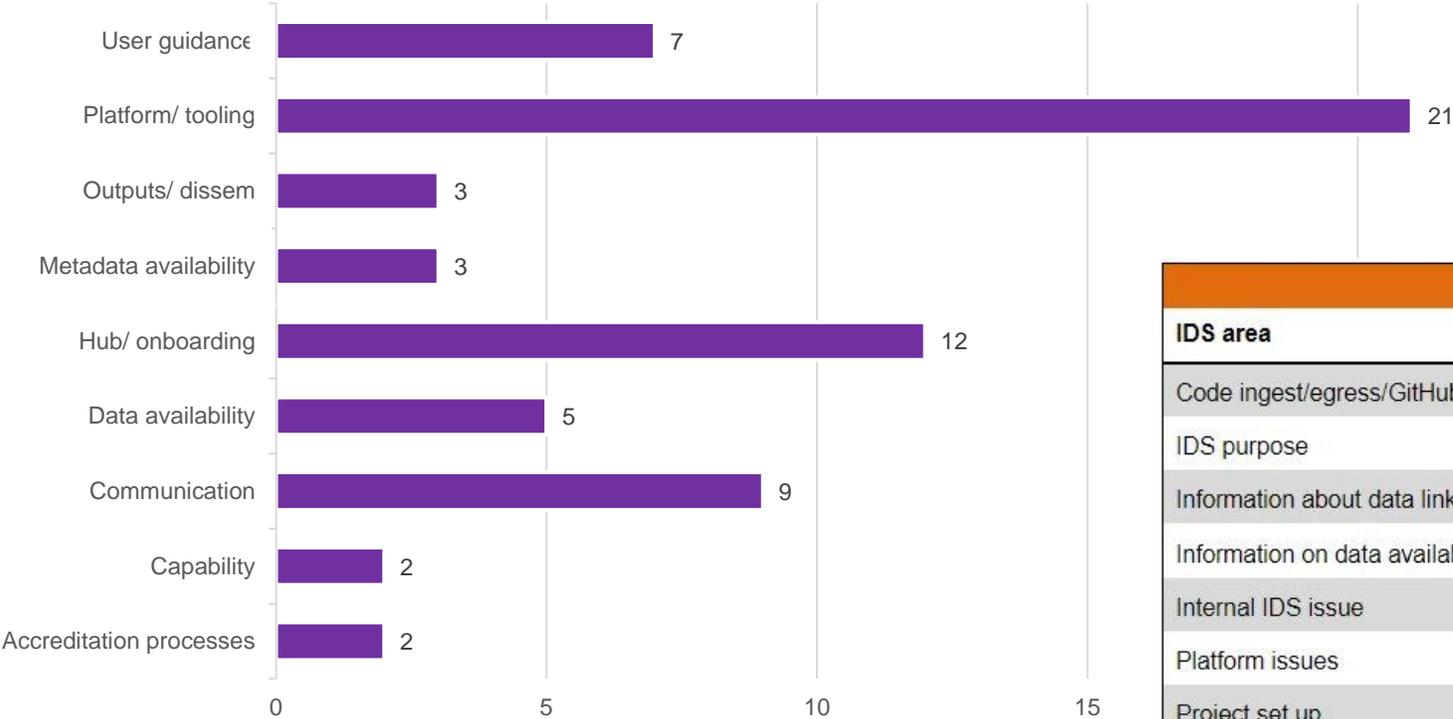
What we do with user feedback

Management information

No. key user issues raised by month (N=61)



User feedback issues (Since March 23)



Average time to resolved issues in months		
IDS area	Resolved issues (count)	Open time average (months)
Code ingest/egress/GitHub	2	2
IDS purpose	3	5
Information about data linkage	1	9
Information on data availability	1	6
Internal IDS issue	3	5
Platform issues	1	7
Project set up	5	3
Safe settings	1	3
Tools requested	3	5
User guidance/induction	4	4
Total	24	4

Responding to users: You Said, We Did

The IDS is committed to providing regular updates about how we have acted on the feedback we have received from our users.

To demonstrate our commitment, we have recently launched a new service update for our users, to keep them informed on service news, information on changes or new functionality and more.

The first iteration was distributed on 20th February and provided users with the following updates:

“User Said”	“We Did”
<p>Tooling</p> <p>Users have requested an update on the implementation of upcoming tools into the IDS.</p>	<p>We have since published additional information on the IDS website which details both the available tools for analysis and plans for the implementation of upcoming tools into the IDS.</p>
<p>User support</p> <p>Users have fed back a requirement for clear support channels to contact with their queries and issues, both from a practical perspective, and for analytical support with their projects.</p>	<p>The customer support and analytical capability teams are now established and are providing users with their support needs.</p>
<p>Induction and guidance</p> <p>We’ve seen a clear ask for increased user guidance and induction processes for orienting new users and getting to grips with IDS functionality.</p>	<p>This has been added to the IDS Hub and IDS website which will continue to be refreshed. An induction video is also in development, and will be shared once created.</p>
<p>Trial environment (TryDS)</p> <p>Users have raised questions around the ability to test code and functionality for IDS before starting a project.</p>	<p>The IDS has now developed a trial environment called TryDS which is currently in testing with a small number of users, and will be rolled out to all potential users later this year</p>

CDDO Beta Assessment

Area	MI source	Issues raised	Outcome
Project accreditation process	<ul style="list-style-type: none"> • MI from RAS • 2023 user review 	<ul style="list-style-type: none"> • <i>Slower than expected times</i> • <i>Burdensome form</i> • <i>Not enough updates on applicant's progress</i> 	<ul style="list-style-type: none"> • Processing times decreased • Improved features added - picklists/data validation • Sending automated emails at important milestones
Tooling available	<ul style="list-style-type: none"> • IDS User feedback • MI from SRS base 	<ul style="list-style-type: none"> • <i>Requests for update on upcoming tools</i> • <i>Availability of Stata for key user groups</i> • <i>Availability of RStudio</i> 	<ul style="list-style-type: none"> • <u>Published tooling roadmap on the IDS website</u> • Stata Discovery • IDE Discovery
User support query pipeline	<ul style="list-style-type: none"> • User feedback log 	<ul style="list-style-type: none"> • <i>Requests for clear support channels</i> • <i>Analytical support for projects</i> 	<ul style="list-style-type: none"> • Improved Customer Support process • Analytical Capability team fully operational in Dec 2023
User induction and guidance	<ul style="list-style-type: none"> • User feedback log 	<ul style="list-style-type: none"> • <i>Requests for increased user guidance for functions</i> • <i>Requests for induction for orientation</i> 	<ul style="list-style-type: none"> • Robust guidance process developed • Resources added to the IDS Hub and <u>IDS</u> • Inaccessible pdfs replaced with Wiki • Induction video prepared and to be shared
Trial environment	<ul style="list-style-type: none"> • User feedback log 	<ul style="list-style-type: none"> • <i>Need ability to test code and functionality before starting a project</i> 	<ul style="list-style-type: none"> • Trial environment ('TryDS') in testing to be rolled out

Questions?

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