Appendices

Appendices

Appendix 1: Detailed methodology

A qualitative approach was considered most appropriate to meet the objectives of the research, as an in-depth understanding of consumers' reasoning and experiences was required. Sixty one-to-one 90-minute in-depth interviews were conducted across the UK between 20 February and 3 April 2013. Fifty-three of these were conducted in-home while seven were conducted by telephone. Periods of observation were incorporated into the in-home interviews to enable a better understanding of the problems and the drivers and barriers to contacting suppliers of which participants may not themselves be conscious or may not vocalise. Quotas based on the type of contact about problems consumers had experienced with suppliers over the previous 12 months were set:

- 31 interviews were conducted with consumers who had not contacted their suppliers about problems,

- 18 interviews were conducted with consumers who had contacted their suppliers about problems but had given up before the problem was resolved or were still trying to get them resolved, and

- 11 interviews were conducted with consumers who had contacted their suppliers about problems and got them resolved.

The types of communications services investigated in the research were mobile phone, landline telephone, fixed broadband, mobile broadband and pay television. The final sample included a mix of consumers with problems relating to each of these services, and in some cases more than one service.

Other quotas were set based on nation/region, age, gender, socio-economic group/low income, rural and disability, with the sample skewed towards older consumers, consumers in lower socio-economic groups or with lower incomes, rural consumers and consumers with disabilities, in line with the Panel's particular interest in these groups. The final sample breakdown is shown in the table below.

Table 1: Achieved sample breakdown

	South England	North England	Wales	Scotland	Northern Ireland	Total
Location	12	12	12	12	12	**60**
Issue/Contact behaviour						
No contact	7	5	7	6	6	**31**
Contact – unresolved	3	5	2	4	4	**18**
Contact – resolved	2	2	3	2	2	**11**
Disability						
Disability visual	1	0	2	1	1	**5**
Disability hearing	1	1	1	1	2	**6**
Disability mobility	1	2	0	1	2	**6**
65+ disability any	1	3	0	2	1	**7**
Age						
18-34	2	2	3	1	1	**9**
35-64	5	4	4	4	7	**24**
65+	5	6	5	7	4	**27**
Socioeconomic group						
AB	1	0	3	3	5	**12**
C1C2	5	5	6	4	2	**22**
DE	2	2	1	3	4	**12**

Low income (£11,500pa) (predominantly DE but recruited for household income)	4	5	2	2	1	**14**
Rural	4	3	2	3	3	**15**
Gender						
Male	7	4	6	5	6	**28**
Female	5	8	6	7	6	**32**
Primary problem service						
Fixed landline telephone	1	2	2	2	6	**13**
Mobile phone	2	3	3	1	3	**12**
Fixed broadband internet	4	3	3	5	0	**15**
Mobile broadband internet	3	1	2	2	1	**9**
Pay television	2	3	2	2	2	**11**

Appendix 2: Behavioural analysis

Data collection and analysis was structured around the COM-B model of behaviour change.[1] This model captures the different influences on behaviour, both emotional and rational, internal and external, and was developed by academics following a review of 19 earlier behaviour change models. Its strengths are that it is comprehensive, conceptually coherent, and it directly links a model of behaviour to intervention functions.

At its most basic level, the model identifies three broad factors that combine to produce behaviour. Two of these are internal to the individual, while the third describes external factors that influence behaviour (see chart overleaf for more detail):

- **Capability**: the psychological or physical ability to enact the behaviour

- **Motivation**: the reflective or automatic mechanisms that activate or inhibit the behaviour

- **Opportunity**: the physical and social environment that enables the behaviour

The comprehensive and systematic nature of the model makes it suitable for primary research. The discussion guide was designed based on a more detailed framework that maps onto the COM-B model.[2] This ensured that the full range of factors which could shape behaviour were being recorded where possible, going beyond attitudes and intentions to also include environmental influences and opportunities.

COM-B analysis was then conducted in order to organise the data and analyse the influences on behaviour, whether they were related to emotion, knowledge, skills, abilities, social influence, actual/physical opportunities, and so on. Apart from providing a clearer understanding of the factors of behaviour, this analysis links the key barriers and drivers of behaviour with specific intervention functions, enabling targeted recommendations to be made. For example, a behaviour driven by a particular form of automatic motivation might best be influenced by a certain type of persuasive messaging campaign, whereas a behaviour prevented by a lack of psychological capability might best be influenced by the provision of information.

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[1] Michie, van Stralen and West (2011) The behaviour change wheel: A new method for characterising and designing behaviour change interventions, in *Implementation Science* 6: 42.
[2] Our approach is adapted from the Theoretical Domains Framework.
See http://www.implementationscience.com/series/TDF.

Figure 3: COM-B model of influences on behaviour

Motivation The brain and body processes that energize and drive or inhibit behaviour	**Automatic**	Stronger emotions and impulses, unconscious dispositions/mental habits, etc.
	Reflective	Beliefs, judgements, evaluations and plans, intentions, goals, etc.
Capability The individual's psychological and physical capacity to engage in the activity concerned	**Psychological**	Intelligence, knowledge, understanding, experience, cognitive skills, social skills, action-planning, self-control, mental energy.
	Physical	Physical ability and skill to perform behaviour.
Opportunity All the factors that lie outside the individual that make the behaviour possible, restrict it or prompt it	**Social**	Social norms, peer pressure, family/peer networks, advisors, role models, cultural milieu.
	Physical	Location, environment, material resources, access to services and resources.

INTERNAL (Motivation, Capability)

EXTERNAL (Opportunity)

Appendix 3: A note on interpretation of qualitative data

Qualitative research approaches (including in-depth interviewing) are used to shed light on *why* people hold particular views, rather than *how many* people hold those views. The results are intended to be *illustrative* rather than statistically reliable and, as such, do not permit statements to be made about the extent to which something is happening. Given the qualitative nature of the Panel's current study, this report aims to provide detailed and exploratory findings that give *insight* into the perceptions, feelings and behaviours of people rather than statistical evidence from a quantifiably valid sample.

It is not always possible in qualitative research to provide a precise or useful indication of the prevalence of a certain view, due to the relatively small number of participants generally involved (as compared with the larger respondent bases involved with quantitative studies), Additionally, in this project the recruitment quotas were set to focus on key groups of interest which means that the 60 people interviewed, while reflecting a wide range of experiences, demographics and behaviours, are not representative of the general public as a whole. We therefore state the *strength* of feeling about a particular point rather than the number of people who have expressed that thought. We favour phrases such as "a few" or "a limited number" to reflect views which were mentioned infrequently and "many" or "most" when views are more common. Where views apply only to a subset of participants, e.g. less technologically-savvy participants, we have highlighted this in the text. Any proportions used in our reporting (e.g. a 'couple' or 'handful' of participants), should always be considered indicative, rather than exact.

Verbatim comments have been included in this report to illustrate and highlight key points, i.e. those views either shared by a large number of participants or reflecting the strong views of a smaller subset. Where verbatim quotes are used, they have been anonymised and attributed with relevant characteristics of users and location.

>   *e.g. Female, 65+, South England*

Case studies have also been included to illustrate specific drivers of and barriers to contact. Each case study is based on one participant's experience, but the names have been changed to protect participants' anonymity.

Another consideration in the interpretation of qualitative data is the role of *perceptions*. Different outlooks on an issue make up a considerable proportion of the evidence presented in this study. It is therefore important to bear in mind that although these perceptions may not always be factually accurate, they represent the truth for those who hold these views.

Appendix 4: Discussion guide

Research on behalf of Communications Consumer Panel

Consumer experience of resolving problems with communication services

Discussion guide

08.03.13

FINAL FOR MAINSTAGE

Research objectives

The aim of the research is to understand consumers' experiences when problems and faults arise with their communications services, (fixed landline telephone, mobile phone, fixed broadband internet, mobile broadband internet and pay TV) and they attempt to achieve resolution. The research will explore factors on the problem resolution journey that impede and enable consumers to resolve problems with their communications services, including whether and why consumers (don't) contact their suppliers about the problem, their experience of that initial contact, whether and why consumers (don't) lodge 'formal' complaints and their experience of that process.

In particular, the research will explore:

- The consumer relationship with service providers – their perceptions of the suppliers' role and experience of dealing with them
- What contact consumers have with service providers – touchpoints (e.g. billing, repairs, general enquiries, ordering and sales, provision, fault reporting and repair, communications during repair processes, complaints) and channels
- What are the issues that cause disgruntlement/concern (both current and past), which problems do people contact a supplier about and which problems don't they contact suppliers about and what drives this?
- Awareness of and attitudes towards right to and means of contacting suppliers regarding problems with services
- The extent of consumer tolerance to service issues (consumers' experience of faults and unsatisfactory goods/service – and particularly fault-handling and the journey they experience before they actually make a formal complaint)
- What tips people to contact a supplier about a problem?
- The problem resolution journey:
  - Amount of contact and ease of process
  - Why and when do people give up on an unresolved problem
  - Benefits of contacting the supplier about a problem – did the outcome equal the effort?
- What are the barriers to contacting suppliers about a problem? (e.g. lack of knowledge, insecurity or lack of confidence in technology, being put off by the difficulty of making contact with the supplier, indifference or resignation?)

- Awareness of consumer right to complain, attitude to contacting suppliers about problems, raising a complaint and how would people go about complaining
- Engagement with Alternative Dispute Resolution and other agencies if arises naturally
- Are there any specific factors which contribute to people from different demographic groups 'suffering in silence'
- What might encourage people to stop 'suffering in silence?'
- If any of the sample have text relay service – explore issues relevant to that

Methodology

- 60 x 90-minute in-depth interviews; 52 face-to-face in home, 8 by telephone
- 10 of these interviews will be filmed professionally

Note to interviewers

At the point of recruitment we will have details of the services the interviewee has had problems with and the broad category the problems fall into, which problems the interviewee considers most serious, and what they have done about them (spoken to friends and family, considered contacting the supplier, contacted the supplier).

We will mostly focus on the most serious issue the person has experienced, but there may be instances where we want to broaden this. E.g. If the person complained about one problem but not another, it will be interesting to find out why.

It is your responsibility to find out about the situation of the person you are interviewing, via the respondent sheet, and to ask Lauren if you have any questions about what you should try to cover.

Detailed guide

1. Introduction and communications services used	5 mins

Introduction
 	
Thank participant for taking part
 	
Introduce self, Ipsos MORI, Panel and Ofcom
 	
Introduce the topic and why we are talking to them
 	
Role of Ipsos MORI – independent research organisation; gather all opinions; all opinions valid
 	
Explain confidentiality and MRS guidelines
 	
Get permission to digitally record – transcribe for analysis, no detailed attribution
 	
[If applicable] Get permission to film – interviewee must read (or be read), understand and sign consent form
 	
What do/did you do for a living?
 	
(Identity/habit/skills)
 	
   → Probe for sector (e.g. customer service)
   → Probe for day-to-day activities (e.g. making phone calls, interacting with people in authority, writing memos/reports, making presentations, etc.)
   → If never worked, probe for volunteering roles and hobbies/what they do in their spare time
     This question is about establishing likely levels of confidence to complain, and also if they have the skills that might be required to complain.
 	
[If have disability]
Do you have good days and bad days? Is today a good day, an average day or a bad day? Why?
If they say it's a bad day, check whether it is alright to carry on with the interview.
 	
Can you tell me about the services you use to communicate with others and stay informed about what's going on in the world?
 	
   → Probe for landline, mobile phone (smartphone or other) internet (fixed or mobile), pay TV
   → Probe for how many phones, mobiles (smartphone or other they use?, check how many tvs in home with pay tv, probe how many computers and other devices with internet (e.g. laptops, tablets, etc.) they use and are mainly/jointly responsible for.
   → Check for whether use text relay service to communicate
       o If do probe briefly for it works (connected to phone, online etc?
→ Who are your suppliers for the communications services you use
       o Package or bundle with other services?
	• Orientate the interviewee and outline the 'rules' of the interview
	• Warm up interviewee
	• Set up discussion about communications services

o Pay-as-you-go vs. contract → and how satisfied are you with them? *Make a note of each service*	

2. Comparison with other services	10 mins

Have you ever experienced any issues or problems with services provided by companies such as your bank, or water, electricity or gas supplier?
    → Probe on what kinds of issues, which services
    → If water/electricity or gas check whether they are mainly or jointly responsible about making decisions about these services
 	
What do you usually do when you have an issue with these kinds of services?
(Habit/memory)
    → Does it depend on the service, issue, seriousness of the issue or supplier?
    → Probe for first recourse
    → Probe for what other people they know do *(Social influence)*
    → Probe to uncover general knowledge of right to complain and attitude toward complaining
	• Explore general attitude towards problems and complaining

3. Problems with communications services	2 mins

Have you experienced any issues or problems with [services mentioned on recruitment]?
    → What kinds of issues?
    → How serious/how much of an impact on daily life?
    → Which services?
    → Which suppliers?
	• Understand the comms services the interviewee has had problems with/aspects of services that cause disgruntlement, who the suppliers were and what the problems/aspects were

4. Relationship with supplier of communications service with which they have had a problem	10 mins

Focussing now on communications services, which is what we'll spend the rest of the time discussing…
 	
Can I just check – you said you had had an issue with [x] service – is that correct?
 	
We'll get on to the problems you have encountered later, but first speaking generally...
 	
Who supplies you with that service?
 	
How long have you been a customer of [supplier]?
 	
Why did you choose [supplier]?
    → Probe for expectations of brand
       INTERVIEWER: NOTE THIS SO YOU CAN REFER BACK TO IT LATER
    → Probe on if they or someone else made the decision about which supplier to choose
 	
Generally speaking, how satisfied are you with the service they provide? Why?
    → Probe on quality of the service, customer service, billing, repairs
    → Probe on satisfaction with those aspects that were the
	• Explore interviewee's relationship with supplier – how long have they been a customer, touchpoints, frequency of contact, experience of previous contact
	• Explore level of satisfaction with supplier, previous problems with the service and if/how they have been resolved
	• Comparison to previous suppliers

reasons for choosing the supplier

How do you pay for the service?
→ Package or bundle with other services?
→ Pay-as-you-go vs. contract
→ Direct debit or bill (how frequent)?
→ If contract, how long or rolling?
→ Paperless or paper billing?

We'll discuss any recent contact you have had with your supplier about problems you've been experiencing later, but first, in general…

Do you ever contact [supplier] or do they ever contact you? When, what for, how (phone, letter, email, website, other)?
→ Probe on quality of the service, customer service, billing, repairs

If relevant, how would you describe your experience when you have contacted your supplier?
→ How have any previous problems been resolved, if at all?

Have you used other suppliers in the past? How does your current supplier compare with them? What about other suppliers of this service, if you know?

How does your supplier of [x] compare to suppliers of other communications services you use?

5. Use of service	10 mins
Can you tell me a little bit about how, on an average day, you use [the service in question]? → How you access the service → Where you use it and where the equipment is → What you use it for (how important do you consider these things, what would happen if you couldn't do them) → How often you use it *If appropriate, ask interviewee to show you the equipment and how they use the service. Please use your judgment about asking the interviewee to get up and move around.*	• Explore the way the interviewee uses the service in question, including where and how they access it, what they use it for (how integral is it to daily life?), how often they use it and what they do when they cannot use it

6a. ALL: The big problem	10-15 mins
Can you tell me in more detail about [most serious issue]? → How did the problem arise? → When did you realise you had a problem? → How long did it last? → How often did it occur? → What impact did it have on you/your household? (including financial) → Did you keep any sort of record of the problem and when it occurred? Or have you got any letter/emails/text messages recording the problem? May I see it/them? → Are you still trying to get the issue resolved? [Probe for if the problem has been resolved or if they've given up trying to get it resolved, and make a note of this] **Can you show me what you are usually doing when the problem occurs/what you were doing when the problem occurred?** *Make sure they understand you cannot fix it for them; you just want*	• Explore the problem the interviewee has had/is having in more detail, how serious they consider it to be and how they have tried to resolve/resolved it • Interviewee to demonstrate the issue/problem or what they are doing when it normally arises, if possible/appropriate • Understand the complaint journey in detail – how it came about, what they did (if anything) first to try to resolve it JOURNEY MAP

to understand more about the problem. If possible, get them to show you using the device or service. Mentally note what they are doing, any physical barriers, how proficient they are, etc. [For those interviews being professionally filmed, ENSURE THIS IS FILMED.]

Over this series of questions, have the interviewee help you draw a journey map of the problem and complaints process, where relevant. They will have done this as a pre-task, but ask them to help you fill in the larger version that you will add the 'think, feel, say' pictures to. Probe on exactly how the interviewee did various parts of the process – where did they have to go (even within their own home) to do things, how did they do them, who helped them if anyone. Ask what they were thinking, feeling and saying at each stage, and stick these onto the journey map. We are trying to build a picture of what this process looks like from the interviewee's perspective and find the difficulties they may not express but may nevertheless face.

Can you take me through the things you did to try to resolve the problem?
- → What did you do first? (e.g. check their equipment themselves, ask friends/family for help, contact supplier, look for a solution online)
- → What did you try next?

NB this will be continued in more detail in next section for those who did contact

When you were trying to resolve the problem, did you have any difficulties related to your disability?
- → What kinds of difficulties?
- → How did you overcome these? Did anyone help you?
- → What would have made it easier for you?

Did you consider contacting the supplier and why/why not?
- - IF NO – go to 6b
- - IF YES – probe, did you actually contact your supplier?
  - o IF YES and resolved (captured above) – go to 6d
  - o IF YES and given up (captured above) – go to 6e
  - o IF NO – go to 6c

Note if the interviewee starts to use the term 'complaint'. We have chosen to use 'contact about the problem' as we want to understand from the interviewee's perspective when it became a complaint.

6b. NON-CONTACT – did not consider contacting: The big problem	15 mins
You said you did not consider contacting your supplier about the problem – why not? - → Unprompted - → Tease out issues e.g. knowledge, skills, confidence **Did you know you could contact your supplier about a problem with your service?** *(Knowledge)* - → What about this problem, particularly? - → Why did you think you could not?	• [If non-contact] Understand why interviewee did not consider contacting their supplier about the problem

Do you know who to contact about this problem? How would you find out?
- → Probe for any confusion about who e.g. where broadband failed would they know whether it was a problem with the router or the supplier – how would they work this out?

Do you know how to go about contacting your supplier about a problem like this?
(Skills)
Encourage them to show you how they might go about finding out how to contact their supplier about a problem (e.g. by looking at bills, going on web etc – but let them lead this)
- → **Some people have trouble understanding communications sent to them by suppliers of various services – have you ever experienced this?**

What do you think contacting your supplier about a problem like this would be like? Why?
(Beliefs about capabilities/environmental context; emotion)
- → Easy/difficult?
- → Time consuming or not? Hours when you can phone? *(Conflicting motivation)*
- → How much energy, including physical, mental and emotional, do you think you would need to contact your supplier about a problem? Do you often have that much energy?
- → Who did you think would be involved?
- → What steps did you think would be involved?
- → What did you think the outcome would be? *(Beliefs about consequences; Optimism)*
- → Did you think the problem would be easy for your supplier to resolve?

[If have disability]
Do you think your disability would impact in any way if you were to contact your supplier about problems?
- → In what ways?
- → Are you aware if your supplier has accessible means of contacting them, such as text phone?
- → What could be done to make it easier for you to contact your supplier about a problem?
- → [If use text relay] How do you find using text relay? Is it helpful/unhelpful in these kinds of situations?

[All]
How has your issue been resolved, if at all?

[If issue unresolved]
How are you coping with [issue]?

[All]
What do you think you would do the next time you had a similar problem?
(Intentions)
- → Would you contact your supplier about a problem in the future? Why/Why not?
- → [If no] What would you do instead?

6c. CONSIDERED CONTACTING BUT DID NOT: The big problem	15 mins

You said you considered contacting your supplier about the problem but then you didn't – why not? → Unprompted → Tease out issues e.g. knowledge, skills, confidence **Do you know who to contact about this problem? How would you find out?** → Probe for any confusion about who e.g. where broadband failed would they know whether it was a problem with the router or the supplier – how would they work this out? **Do you know how to go about contacting your supplier about a problem like this?** *(Skills)* *Encourage them to show you how they might go about finding out how to complain (e.g. by looking at bills, going on web etc – but let them lead this)* → **Some people have trouble understanding communications sent to them by suppliers of various services – have you ever experienced this?** **What did you think contacting your supplier about a problem like this would be like? Why?** *(Beliefs about capabilities/environmental context; emotion)* → Easy/difficult? → Time consuming or not? Hours when you can phone? *(Conflicting motivation)* → How much energy, including physical, mental and emotional, do you think you would need to contact your supplier about a problem? Do you often have that much energy? → Who did you think would be involved? → What steps did you think would be involved? → What did you think the outcome would be? *(Beliefs about consequences; Optimism)* → Did you think the problem would be easy for your supplier to resolve? <mark>[If have disability]</mark> **Does your disability impact on the way you contact your supplier about problems?** → In what ways? → Are you aware if your supplier has accessible means of contacting them, such as text phone? → What could be done to make it easier for you to contact your supplier about a problem? → [If use text relay] How do you find using text relay? Is it helpful/unhelpful in these kinds of situations? <mark>[All]</mark> **Why did you decide not to contact your supplier about the problem?** → Did you think it would help resolve the issue? → Probe on specific things that might make it difficult for them to contact their supplier – were they the reason(s)? → Did you have any concerns/fears about contacting their supplier? *(Emotion)* → Do you know anyone who has contacted their supplier about a problem? How was their experience? *(Social influence)*	• What they expected the process of complaining would be like and what outcome they expected

How has your issue been resolved, if at all?

[If issue unresolved]
How are you coping with [issue]?

[All]
What do you think you would do the next time you had a similar problem?
(Intentions)
- → Would you contact your supplier about a problem in the future? Why/Why not?
- → [If no] What would you do instead?

6d. CONTACTED SUPPLIER ABOUT THE PROBLEM AND PROBLEM IS NOW RESOLVED: The big problem	20 mins

You said you contacted your supplier – why did you decide to do this?
- → Spontaneous first
- → Then probe on why

When did you decide to contact your supplier?
- → What ultimately made you decide to contact their supplier? *Try to pinpoint the exact moment/factors.*
- → Was there any question about who to contact?
- → Did you know how to go about contacting your supplier about a problem like this?
- → Did you have any concerns/fears? *(Emotion)*
- → How did you overcome these/why did you decide to contact your supplier anyway?

Before you contacted your supplier about your problem what did you think contacting your supplier about a problem like this would be like? Why?
(Beliefs about capabilities/environmental context; emotion)
- → Easy/difficult?
- → Time consuming or not? Hours when you can phone? *(Conflicting motivation)*
- → How much energy, including physical, mental and emotional, do you think you would need to contact your supplier about a problem? Do you often have that much energy?
- → Who did you think would be involved?
- → What steps did you think would be involved?
- → What did you think the outcome would be? *(Beliefs about consequences; Optimism)*
- → Did you think the problem would be easy for your supplier to resolve?

[If have disability]
Does your disability impact on the way you contact your supplier about problems?
- → In what ways?
- → How do you overcome these?
- → Are you aware if your supplier has accessible means of contacting them, such as text phone?
- → What could be done to make it easier for you to contact your supplier about a problem?
- → [If use text relay] How do you find using text relay? Is it helpful/unhelpful in these kinds of situations?

Right column (for 6d section):
- What they expected the process of contacting their supplier about the problem would be like and what outcome they expected
- Why they decided to contact their supplier, how they contacted their supplier, what happened when they contact their supplier, who they contacted next, etc.
- Interviewee to re-enact various steps in the complaints process as much as possible

How similar or different was your actual experience, compared with what you expected?

*DURING THE NEXT PROMPTS, ADD TO THE CUSTOMER JOURNEY AS YOU DISCUSS AND ENSURE YOU START FROM THE INITIAL PROBLEM OCCURRING AND CAPTURE ANY **ACTIVITY AND EXPERIENCE** RELATING TO THE PROBLEM UNTIL TODAY/IT WAS RESOLVED. CAPTURE BOTH ACTIONS AND EMOTIONS THROUGHOUT THE JOURNEY. - USE STIMULUS 1 - JOURNEY TEMPLATE*

How did you contact your supplier about the problem?
- → Mode? (e.g. telephone, e-mail, letter, in person, other?
- → Who contacted the supplier: you or someone else, you with support from someone else

What happened when you contacted your supplier?
- → What was the supplier's initial reaction?
- → Was any information provided by supplier about how to resolve the problem and timelines for resolving it?
- → Did your supplier keep you informed about what was happening throughout the process of getting your problem resolved?
- → Did you keep a record or emails/letters from your supplier about the problem and steps taken to resolve it?

Was the problem resolved to your satisfaction after this initial contact?

<mark>[If issue resolved after initial contact]</mark>
Why do you say that?

<mark>[All]</mark>
Please tell me a little more about your experience of the process of resolving the problem.
- → How long did it take to resolve?
- → How satisfied have you been with the customer service you've received whilst trying to resolve the issue?
- → Probe on call centre experience
    - o Did you get through first time? If not, how many times did you call?
    - o Did they recall the calls you made previously?
    - o How easy was it to navigate the menu?
    - o How long did you wait on hold?
    - o Courteousness of person they spoke to if anyone?
    - o How easy was it to understand what they were saying?
    - o Ability to help you solve problem/arrange for problem to be resolved?
    - o Employees that have come to the house – expertise, courteousness?

Would you contact your supplier about a problem again in the future? *(Intention)*
- → Why/Why not?

<mark>[If issue not resolved after initial contact]</mark>
What did you do next?

- → Probe for mode / who made contact etc – explore whether used range of modes or one mode throughout journey
- → Probe for if they had trouble establishing whose responsibility it was to resolve the problem
- → Probe for if escalated problem to another body (Ombudsman, Ofcom, alternative dispute resolution)
- → Probe for how organised they needed to be in each step of the process – did they need to remind themselves to do things? *(Self-regulation)*
- → Probe for how time-consuming things were and if they preferred to be doing other things *(Conflicting motivation)*

What happened next?
NOTE TO MODERATOR: CONTINUE THIS LOOP UNTIL PROBLEM RESOLVED/GAVE UP/TODAY AND CAPTURE DETAIL OF NUMBER OF CONTACTS

Please tell me a little more about your experience of the process of resolving the problem.
- → How long has it taken to resolve/been so far?
- → How satisfied have you been with the customer service you've received whilst trying to resolve the issue?
- → Probe on call centre experience
    - o Did you get through first time? If not, how many times did you call?
    - o Did they recall the calls you made previously?
    - o How easy was it to navigate the menu?
    - o How long did you wait on hold?
    - o Courteousness of person they spoke to if anyone?
    - o How easy was it to understand what they were saying?
    - o Ability to help them solve problem/arrange for problem to be resolved?
    - o Employees that have come to the house – expertise, courteousness?

If interviewee hasn't used the term 'complain', probe for whether they think they complained.

How do you feel about having contacted your supplier about the problem?
- → Did the supplier keep to the timelines they promised?
- → What this an acceptable timeline?
- → To what extent, if at all, did this problem impact on you or your household financially before it was resolved?
    - o Probe for if they sought to recover any costs from the supplier

What do you think you would do the next time you had a similar problem?
(Intentions)
- → Would you contact your supplier about a problem again in the future? Why/Why not?
- → [If yes] Would you do anything differently? What? How?
- → [If no] What would you do instead?

6e. CONTACTED SUPPLIER BUT ABANDONED BEFORE PROBLEM RESOLVED: The big problem	**20 mins**

You said you contacted your supplier – why did you decide to do this?

→ Spontaneous first
→ Then probe on why

When did you decide to contact your supplier?

→ What ultimately made them decide to contact you supplier? *Try to pinpoint the exact moment/factors.*
→ Was there any question about who to contact?
→ Did you know how to go about contacting your supplier about a problem like this?
→ Did you have any concerns/fears? (Emotion)
→ How did you overcome these/why did you decide to contact their supplier anyway?

[

Before you contacted your supplier about your problem what did you think contacting your supplier about a problem like this would be like? Why?
(Beliefs about capabilities/environmental context; emotion)

→ Easy/difficult?
→ Time consuming or not? Hours when you can phone? *(Conflicting motivation)*
→ How much energy, including physical, mental and emotional, do you think you would need to contact your supplier about a problem? Do you often have that much energy?
→ Who did you think would be involved?
→ What steps did you think would be involved?
→ What did you think the outcome would be? *(Beliefs about consequences; Optimism)*
→ Did you think the problem would be easy for your supplier to resolve?

If have disability]
Does your disability impact on the way you contact your supplier about problems?

→ In what ways?
→ How do you overcome these?
→ Are you aware if your supplier has accessible means of contacting them, such as text phone?
→ What could be done to make it easier for you to contact your supplier about a problem?
→ [If use text relay] How do you find using text relay? Is it helpful/unhelpful in these kinds of situations?

How similar or different was your actual experience, compared with what you expected?

DURING THE NEXT PROMPTS, ADD TO THE CUSTOMER JOURNEY AS YOU DISCUSS AND ENSURE YOU START FROM THE INITIAL PROBLEM OCCURRING AND CAPTURE ANY ***ACTIVITY AND EXPERIENCE*** *RELATING TO THE PROBLEM UNTIL TODAY/IT WAS RESOLVED. CAPTURE BOTH ACTIONS AND EMOTIONS THROUGHOUT THE JOURNEY. - USE STIMULUS 1 - JOURNEY TEMPLATE*

How did you contact your supplier about the problem?

→ Mode? (e.g. telephone, e-mail, letter, in person, other?

- What they expected the process of contacting their supplier about the problem would be like and what outcome they expected
- Why they decided to contact their supplier, how they contacted their supplier, what happened when they contact their supplier, who they contacted next, etc.
- Understand why interviewee decided not to proceed with complaint
- Interviewee to re-enact various steps in the complaints process as much as possible

→ Who contacted the supplier: you or someone else, you with support from someone else

What happened when you contacted your supplier?
→ What was the supplier's initial reaction?
→ Was any information provided by supplier about how to resolve the problem and timelines for resolving it?
→ Did your supplier keep you informed about what was happening throughout the process of getting your problem resolved?
→ Did you keep a record or emails/letters from your supplier about the problem and steps taken to resolve it?

Was the problem resolved to your satisfaction after this initial contact?

[If issue not resolved after initial contact]

What did you do next?
→ Probe for mode / who made contact etc – explore whether used range of modes or one mode throughout journey
→ Probe for if they had trouble establishing whose responsibility it was to resolve the problem
→ Probe for if escalated problem to another body (Ombudsman, Ofcom, alternative dispute resolution)
→ Probe for how organised they needed to be in each step of the process – did they need to remind themselves to do things? *(Self-regulation)*
→ Probe for how time-consuming things were and if they preferred to be doing other things *(Conflicting motivation)*

What happened next?
NOTE TO MODERATOR: CONTINUE THIS LOOP UNTIL PROBLEM RESOLVED/GAVE UP/TODAY AND CAPTURE DETAIL OF NUMBER OF CONTACTS

Please tell me a little more about your experience of the process of resolving the problem.
→ How long has it taken to resolve/been so far?
→ How satisfied have you been with the customer service you've received whilst trying to resolve the issue?
→ Probe on call centre experience
  o Did you get through first time? If not, how many times did you call?
  o Did they recall the calls you made previously?
  o How easy was it to navigate the menu?
  o How long did you wait on hold?
  o Courteousness of person they spoke to if anyone?
  o How easy was it to understand what they were saying?
  o Ability to help them solve problem/arrange for problem to be resolved?
  o Employees that have come to the house – expertise, courteousness?

If interviewee hasn't used the term 'complain', probe for whether they think they complained.

When did you decide to stop pursuing your issue?

→ What ultimately made them decide to stop? *Try to pinpoint the exact moment/factors.*

Did your disability impact on your decision to stop pursuing your issue in any way?
    → In what ways?
    → What could be done to make it easier for you to pursue a complaint?

Has your issue since been resolved?

How are you coping with [issue]?

How do you feel about having contacted your supplier about the problem?
    → Did the supplier keep to the timelines they promised?
        o What this an acceptable timeline?
    → To what extent, if at all, did this problem impact on you or your household financially before it was resolved?
        o Probe for if they sought to recover any costs from the supplier

What do you think you would do the next time you had a similar problem?
(Intentions)
    → Would you contact your supplier about a problem again in the future? Why/Why not?
    → Do you think contacting your supplier about the problem was worth it in this instance?
    → [If yes] Would you do anything differently? What? How?
    → [If no] What would you do instead?

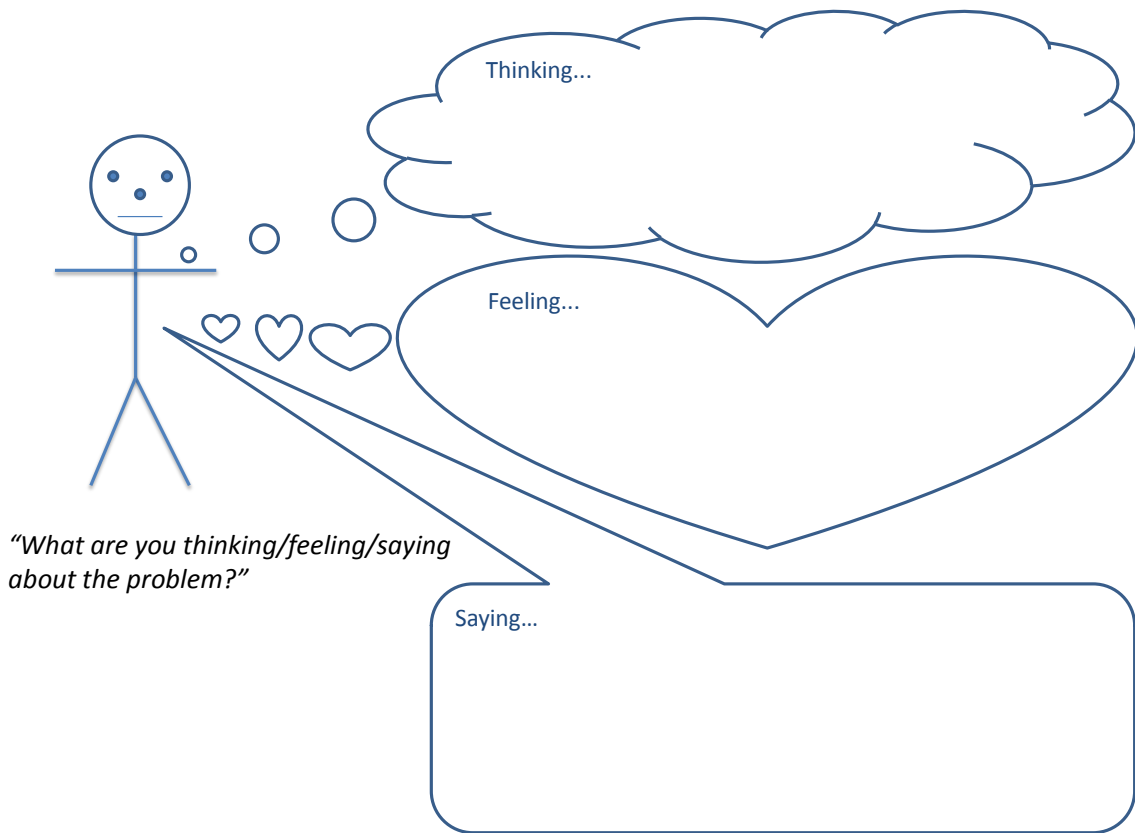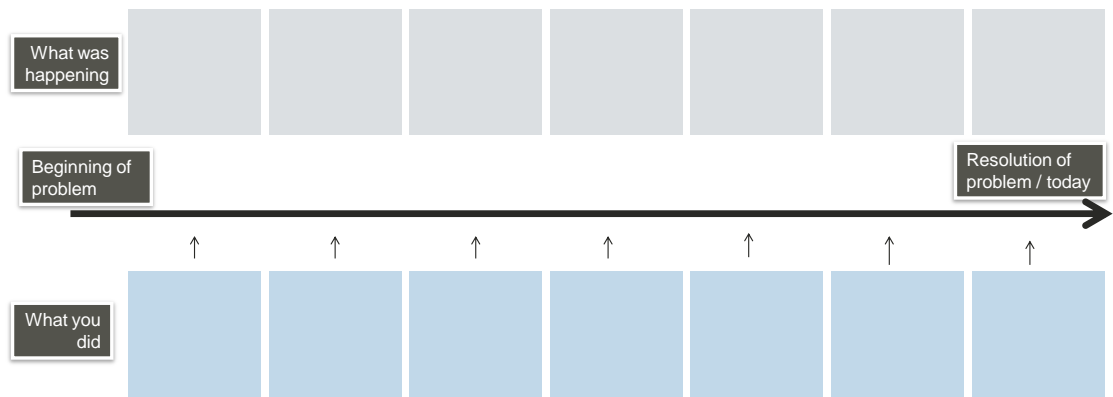| 7. The outcome	10 mins

We've just talked in a lot of detail about one experience you had with a supplier. How typical was this of what you do when you have an issue with communications suppliers? *(Habit/memory)*
 	
[If relevant] What do you do when you have a less serious issue? An issue with another service? An issue relating to a different supplier?
 	
What do you see as the reasons for and against contacting your supplier about a problem? (DRAW THIS ON SCALES TO WEIGH UP PROS AND CONS – SEE STIMULUS 2)
  → Probe for time-consuming, cost, whether they think the supplier can do anything about it, whether they think the problem will be resolved, etc.
  → Probe on whether this depends on the seriousness of the problem
  → **To sum up, do you think contacting your supplier about a problem is usually worth it?**
 	
In your ideal world, what would you like the process of contacting your supplier about a problem to be like? *(Desire)*
 	
What would have to change to make you more likely to contact
	• Find out what interviewee does when they have a serious problem with a comms service
	• Compare this to reaction to less serious issue, different service, different supplier
	• [If issue unresolved] Explore how the interviewee is coping
	• [If complainant] Explore the outcome of the complaints process and how interviewee feels about having complained
	• Explore what interviewee thinks they would do next time they have a similar problem
	• Ideal complaints process

your supplier about a problem? <mark>[COMPLAINANTS AND ABANDONED ONLY]</mark> **If you could change one element of the process of resolving your problem that would have improved your experience, what would it be?** **OPTIONAL A (DEPENDING ON TIME)** *Ask about other problems as per recruitment screener.* **OPTIONAL B (DEPENDING ON TIME)** *Suggest we could probe with case studies if they get through the above quickly using their own example. Case studies based on common areas of complaint and problems that are common but are less often complained about. Ask them what they would do and get them to show us how they would find out how to complain. Probe with "Many people complain about this issue – would you?"*	
8. Last remarks, thanks and close	**5 mins**
Is there anything else you would like to tell me about the problems you've had or how they have been dealt with? **Thank you very much for taking part in this research.** → Tell them how research will be used and how valuable their input is → Sign-posting to relevant sources of information on complaining, if interested [take brochures] → Give incentive → FILM VOX POPS	• Capture any final thoughts, ensure closure for interview participant

Appendix 5: Stimulus materials

Customer journey map: what happened and what you did

What was happening

Beginning of problem

Resolution of problem / today

What you did

Thinking...

Feeling...

"What are you thinking/feeling/saying about the problem?"

Saying…

Balance: reasons for and against complaining

For

Against