



Study of Satisfaction with Community Centers

Graphical Report

Prepared by ACT in partnership with the LEPL Public Service Hall of the Ministry of Justice of Georgia with assistance from the United Nations Development Programme (UNDP) and UK aid from the UK Government.

February 2022

Empowering
the Change

Research goal	To study awareness of community centres and level of satisfaction
Research method	Quantitative survey
Research technique	Face to face interview
Target segment	Residents of the nearby area of 14 target Community Centers
Research area	Nearby area of 14 target Community Centers – Ninotsminda, Aspindza, Chkhorotsku, Baghdati, Chokhatauri, Chrebalo, Kharagauli, Chiatura, Dedoplistskaro, Vani, Khobi, Khevi, Abasha
Sampling method	Random sampling / purposive sampling
Sampling size	2703 completed interviews
Margin error	2.5%
Research timeframe / dates	25 th January – 6 th February



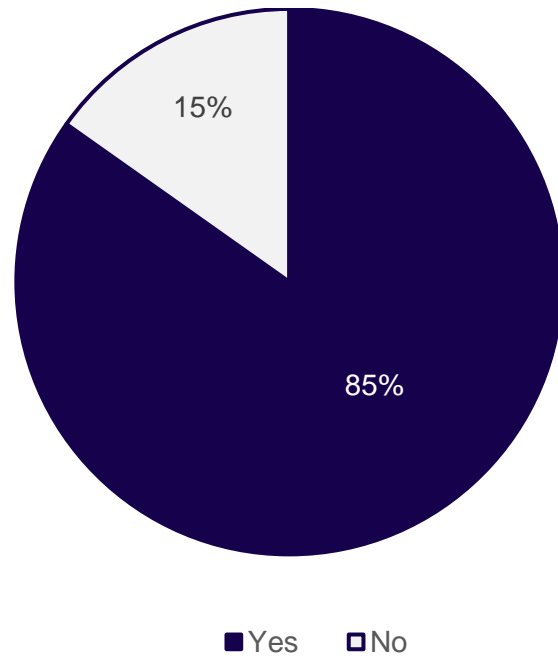
Survey Results - Total

Empowering
the Change

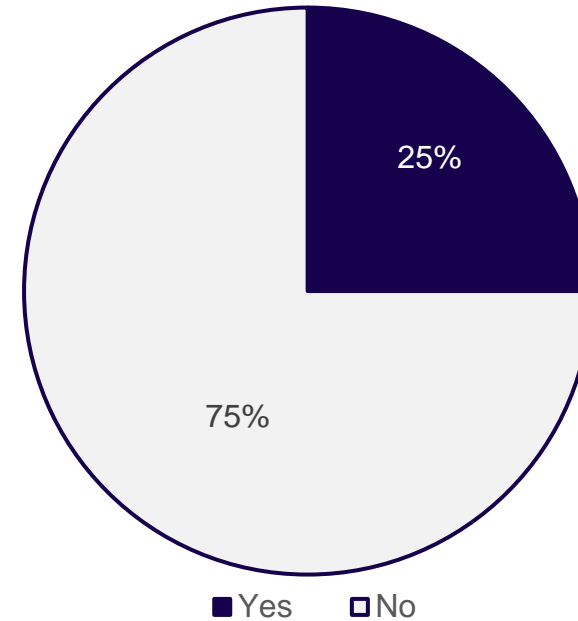
Awareness of community centers



Please tell me, have you heard about the Community Center located in your settlement?



Which of the services you named have you used within the past 1 year in your settlement?

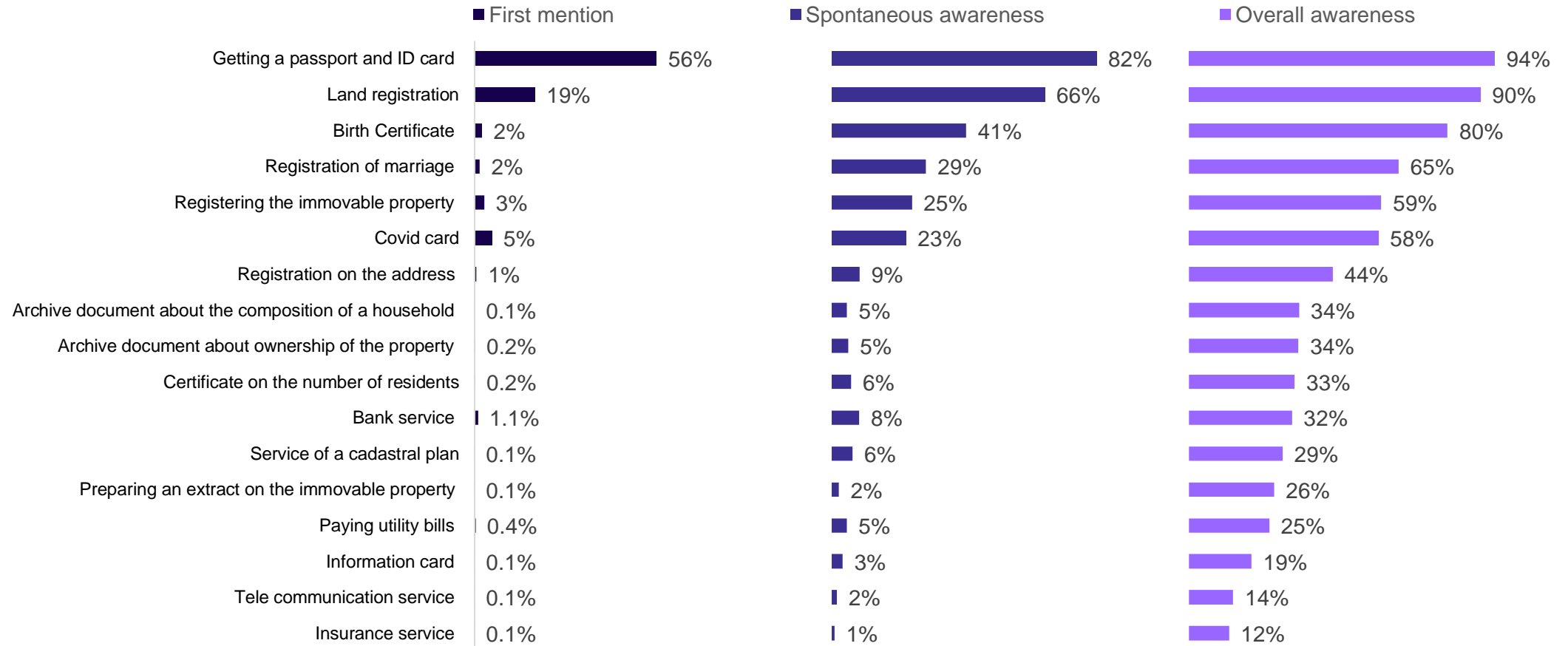


N=2703

Awareness of services provided by Community Center



Do you know what service / services in general are offered by Community Center to residents? What other services have you heard of? What else?

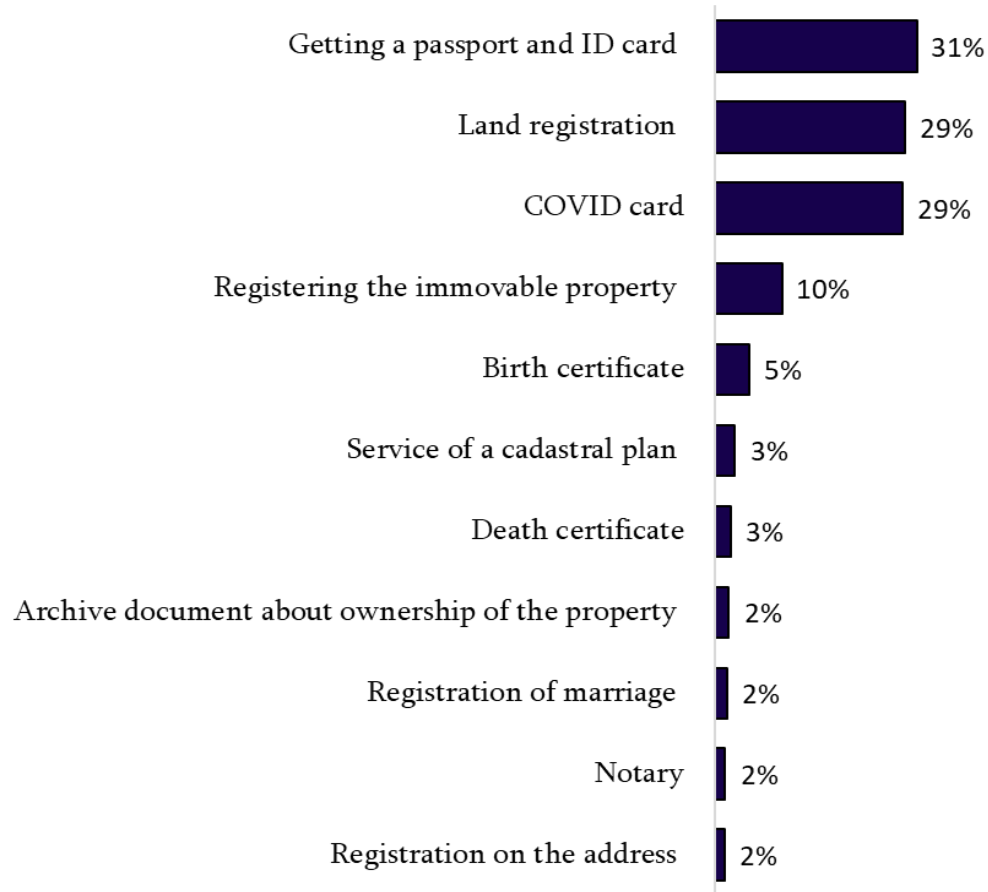


Base: respondents, who have heard about Community Center in their settlement N=2326

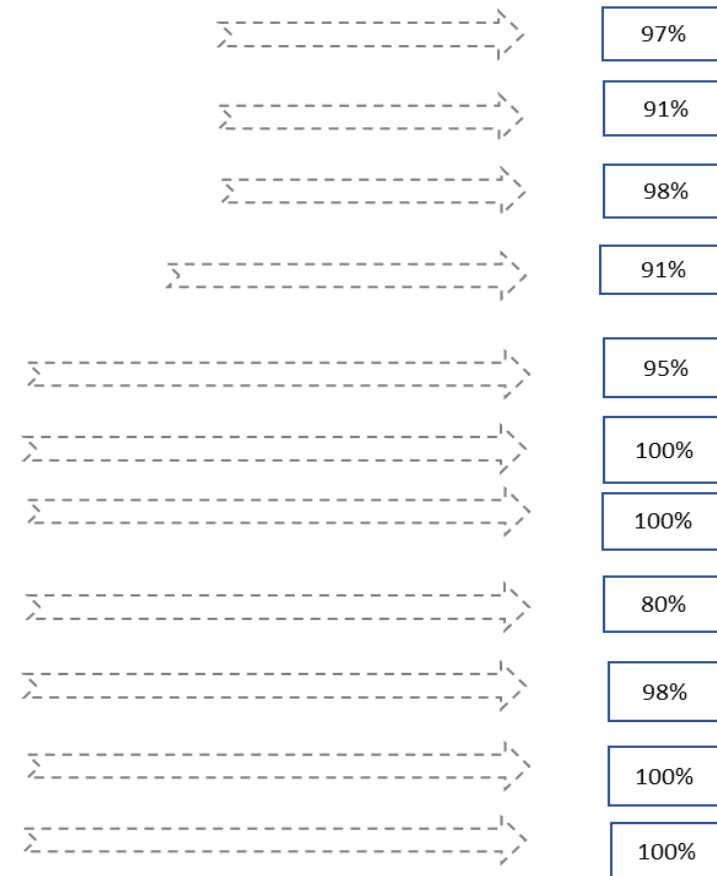
Use rates of services provided by Community Center



Which of the services you named have you used over the past 1 year in your settlement which implied a visit in person?



How satisfied are you with the obtained services?



Note: the slide presents only those services share of which exceeds 1%

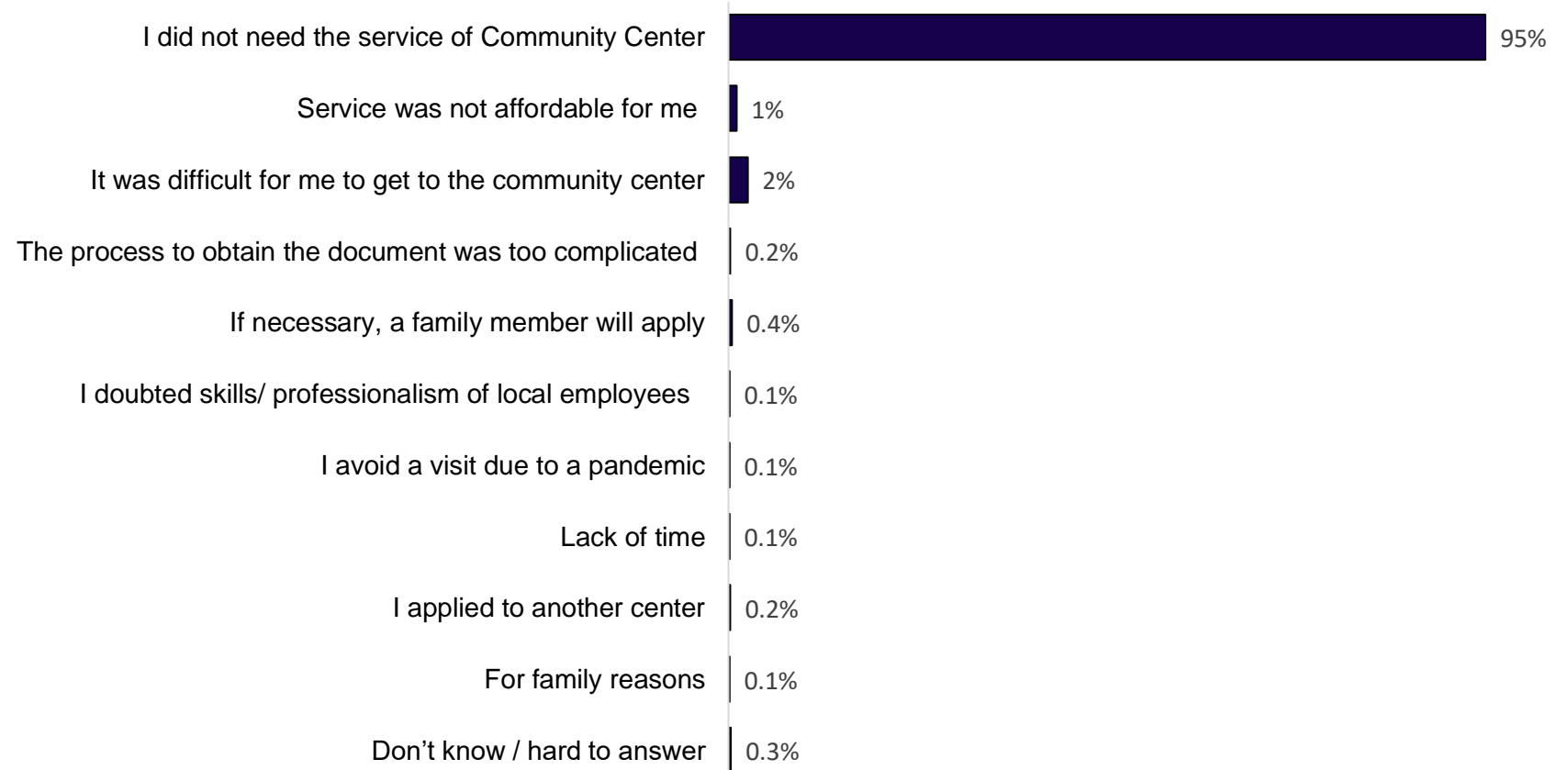
N=971

Reasons for not using Community Centers

Please tell me, why have not you used any of the service in the Community Center over the past 1 year?

have not used any of the service in the Community Center over the past 1 year

75% →



N=1532

Alternatives to obtaining different services



Please tell me, if needed, where would you go to obtain this service?	In my settlement	In district center	In regional center	In Tbilisi	Don't know / hard to answer
Getting a passport and ID card	30%	66%	2%	0.2%	2%
Land registration	28%	66%	1%	0.1%	4%
Birth certificate	26%	66%	2%	0.1%	7%
Archive document about ownership of the property	25%	64%	2%	0.2%	9%
Registering the immovable property	24%	66%	1%	0.1%	9%
COVID card	24%	65%	2%	0.1%	9%
Certificate on the number of residents	22%	64%	1%	0.3%	12%
Archive document about the composition of a household	22%	65%	2%	0.1%	12%
Registration of marriage	22%	65%	2%	0.1%	12%
Registration on the address	21%	66%	1%	0.1%	12%
Service of a cadastral plan	20%	63%	1%	0.1%	15%
Issuing a state pension	20%	65%	1%	0.1%	14%
Paying utility bills	19%	55%	1%	0.1%	25%
Preparing an extract on the immovable property	19%	64%	1%	0.1%	16%
Information card	18%	62%	1%	0.2%	18%
Subsistence allowance	18%	62%	1%	0.1%	19%
Bank service	18%	60%	2%	0.1%	21%
Assignment of the score of a socially vulnerable family	16%	63%	1%	0.1%	20%
Issuing the information kept in the unified database of socially vulnerable families	16%	62%	1%	0.1%	21%
Applying for the registration in the unified database of socially vulnerable families	16%	62%	1%	0.1%	21%
Tele communication service	15%	56%	2%	0.1%	26%
Insurance service	13%	57%	2%	1.2%	27%

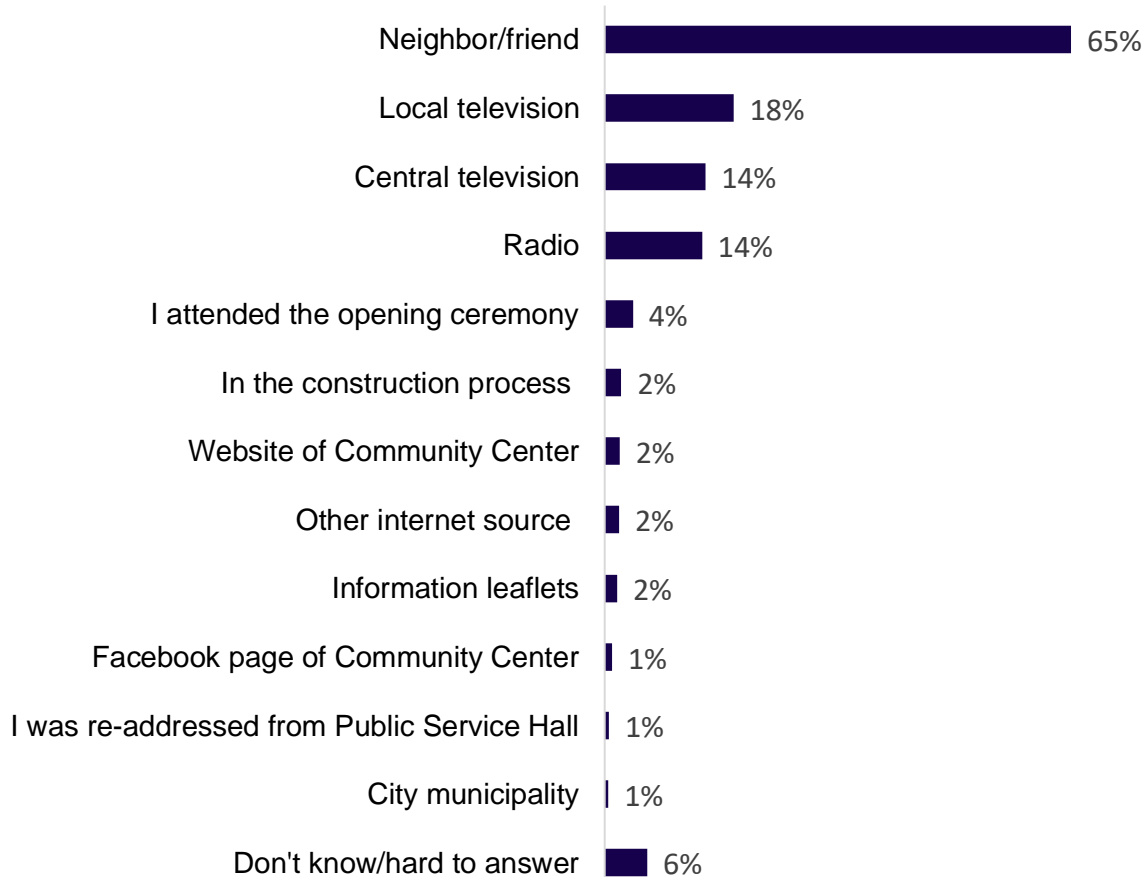
Note: a large portion of community centers are located in district centers, so when the respondent answers district center, it should not be considered as alternative place for receiving service

Base: respondents, who had not received services N=1532

Sources of information on Community Centers

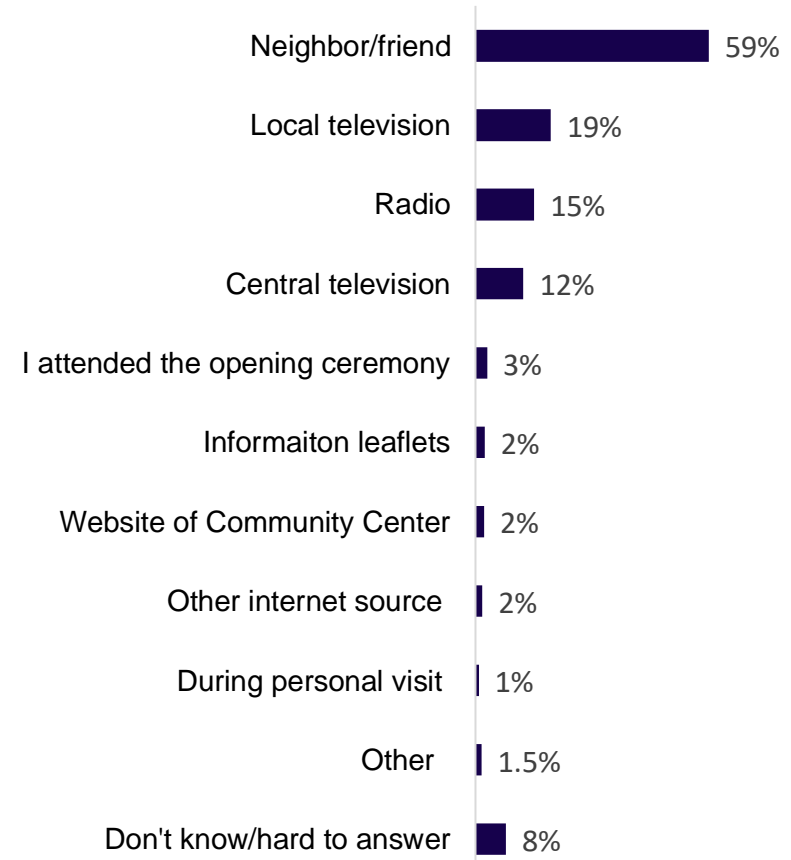


Can you tell me, from which source did you find out about this Community Center?



note: implies Community Centers where respondents received services

From which source did you find out about this specific service you have obtained?



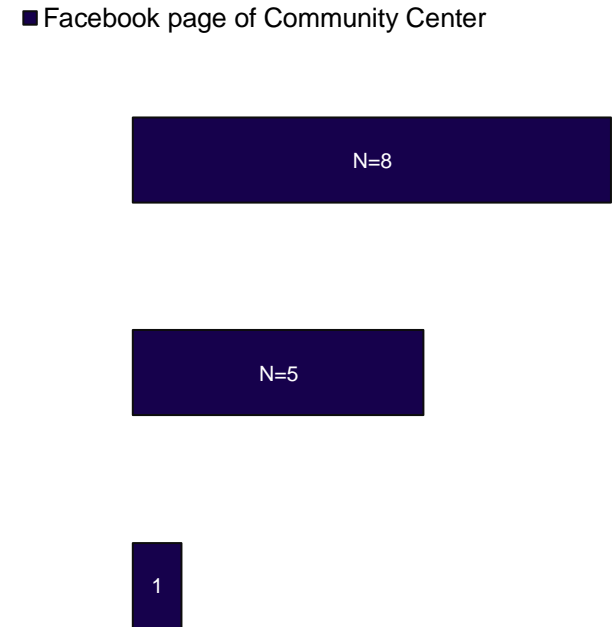
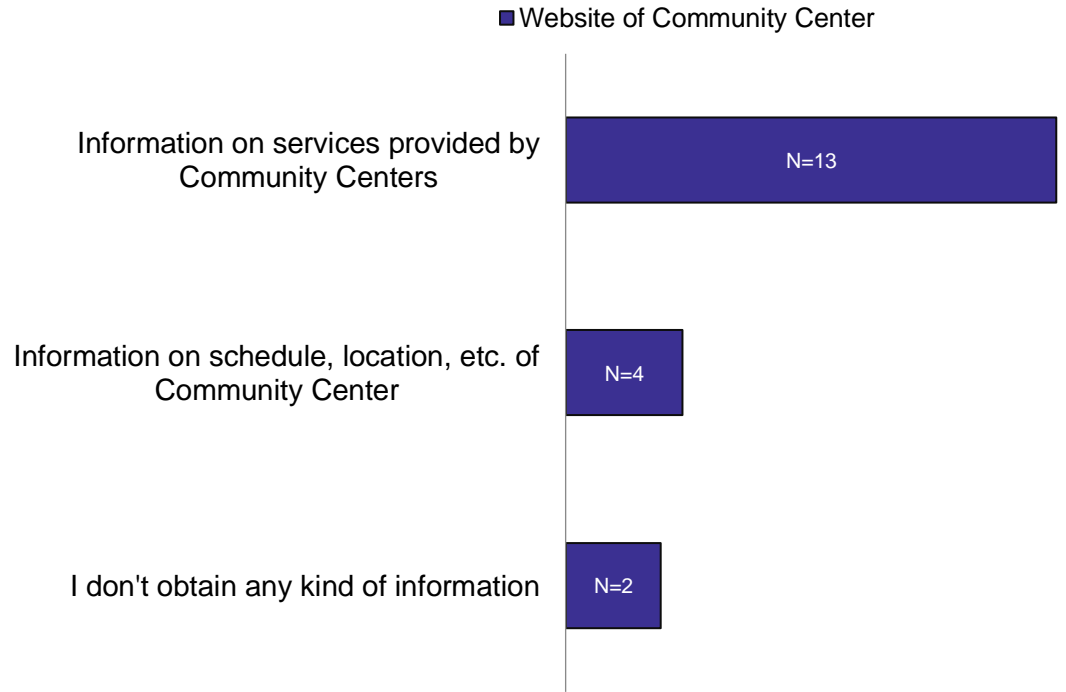
N=971

Obtaining information among users of Community Center website and Facebook



What kind of information do you retrieve from the (1) website of Community Center? What else?

What kind of information do you retrieve from Facebook page? What else?

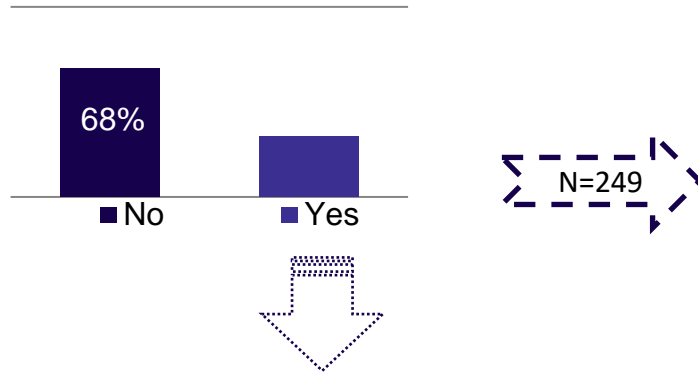


Respondents who obtained information on community centers from the center website N=17 Respondents who obtained information through Facebook page N=11

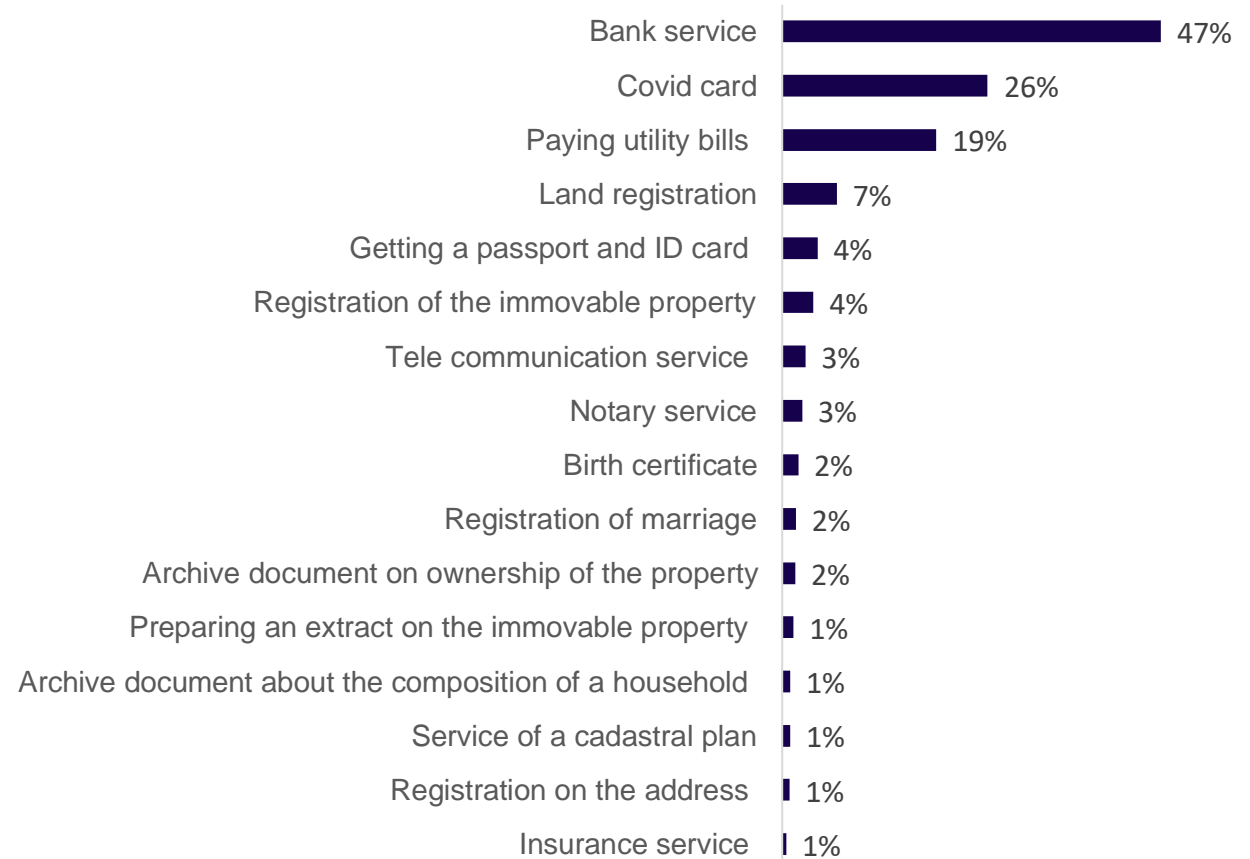
Services discovered at the site and likelihood of using them in future



Is there any service in Community Center about which you found out after visiting the Community Center?



Can you name the services you learned about after visiting the Community Center?



Will you use the services you named in future?	Yes	No	Do not know	N=
Getting passport and ID card	93%	6%	1%	15
Land registration	81%	19%	0%	23
Bank service	44%	56%	0%	105
Covid card	42%	58%	0%	43
Paying utility bills	30%	67%	3%	57

Note: the slide presents services with share higher than 0.5%

Alternatives to receiving different services



Please tell me, if needed, where would you go to obtain this service?	In my settlement	In district center	In regional center	In Tbilisi	Don't know / hard to answer
Getting a passport and ID card	31%	67%	1%	0.2%	1%
Archive document about ownership of the property	22%	66%	1%	0.2%	11%
Archive certificate on ownership of the property	28%	66%	1%	0.2%	5%
Land registration	30%	67%	1%	0.1%	2%
Information card	22%	65%	1%	0.0%	13%
Registration of marriage	22%	66%	1%	0.0%	11%
Birth certificate	26%	67%	1%	0.1%	5%
Registration of the immovable property	27%	68%	1%	0.2%	4%
Service of a cadastral plan	24%	66%	1%	0.0%	9%
Bank service	19%	61%	1%	0.1%	19%
Paying utility bills	19%	58%	0%	0.4%	23%
Insurance service	12%	62%	2%	3.2%	21%
Tele communication service	15%	57%	2%	0.3%	26%
Covid card	29%	66%	1%	0.1%	3%
Preparing an extract on the immovable property	24%	66%	1%	0.3%	9%
Registration on the address	26%	67%	1%	0.1%	7%
Certificate on the number of residents	27%	66%	1%	0.1%	6%

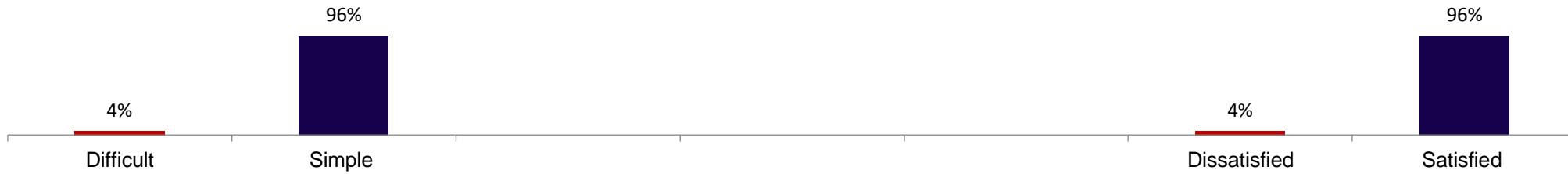
Note: a large portion of community centers are located in district centers, so when the respondent answers district center, it should not be considered as alternative place for receiving service

Base: respondents who received services in Community Center N=971

Location of Community Centers



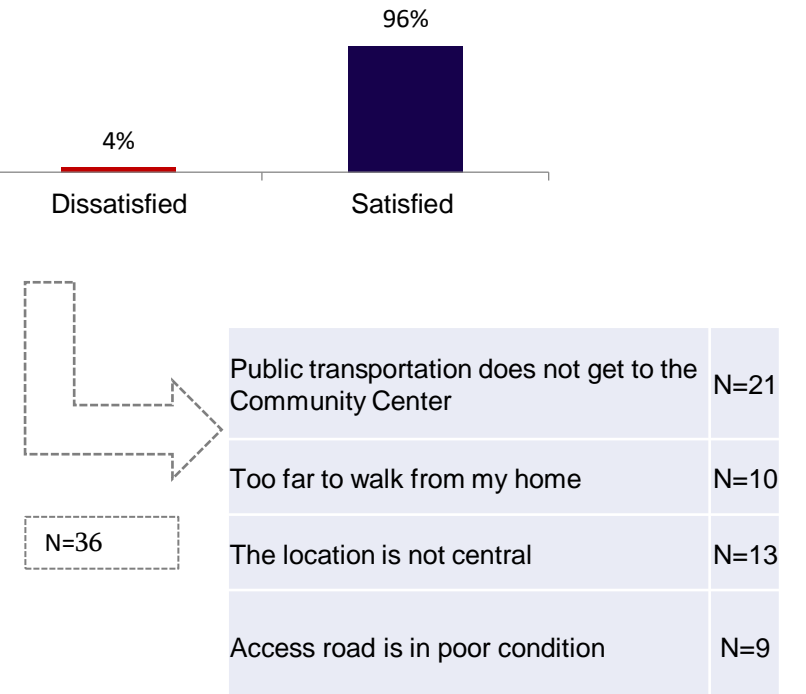
How easy was it for you to get to the Community Center?



N=41

Public transportation does not get to the Community Center	N=25
Access road is in poor condition	N=9
Too far to walk from my home	N=8
Other community center has more convenient location	N=1
Don't know/hard to answer	N=4

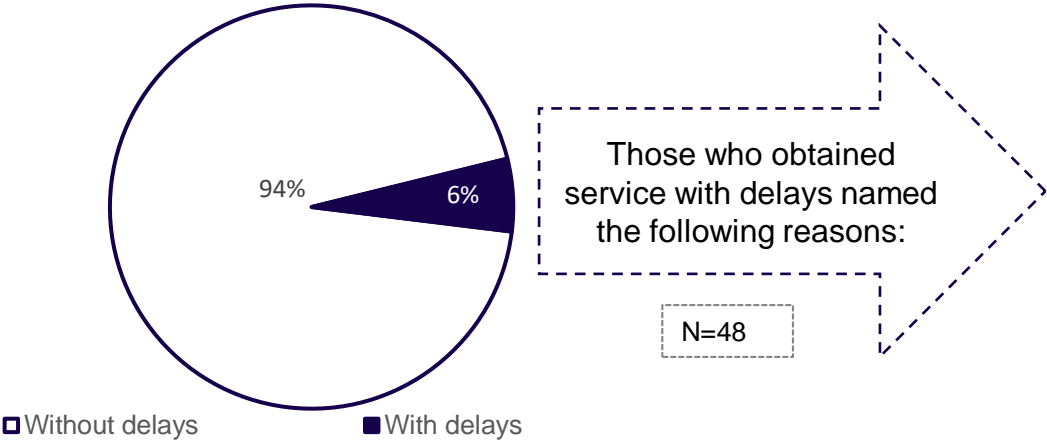
How satisfied are you with its location?



Delays in the service of the Community Centers



Did you obtain the desirable service without delays?



Can you tell me, what was the reason(s) of delay in the process of obtaining the desirable service?

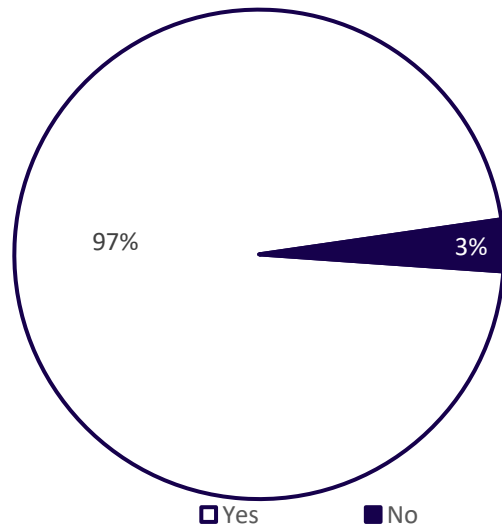
I was being re-addressed	N=22
Incompetence of employees	N=13
Other technical / software problems	N=7
Lines in the center	N=5
Lack of attention from the employee	N=4
Prolonged / incomplete service	N=4
Internet switch-off	N=2
Documents were not in order	N=1
Conflict situation with the employee	N=2
Electricity switch-off	N=1
Request was not approved (could not register the land)	N=1
Don't know/hard to answer	N=4



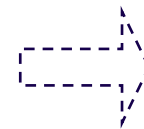
Receiving the desirable service



Overall, were you able to obtain the desirable service?



In total, only 40 respondents could not obtain the desirable service:



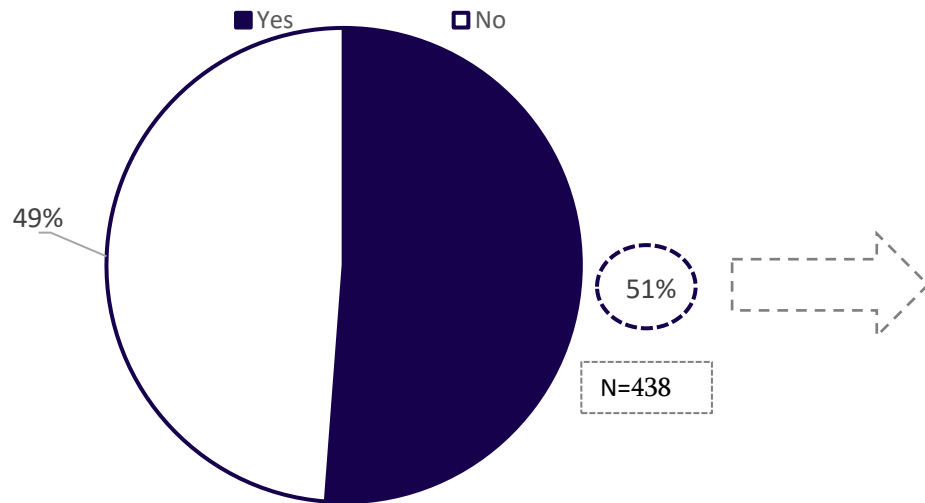
What was the reason you could not obtain the desirable service?

I did not have the documents to submit	N=10
Under revision	N=9
I was sent to another agency	N=7
The service was unavailable at the site	N=4
Other technical / software problem emerged	N=2
Expensive / unaffordable	N=2
They had inattentive attitude towards consumers	N=1
They did not instruct me correctly	N=2
I could not get there	N=1
The disputable topic was not solved	N=1
Prolonged / incomplete service	N=1
Land appeared to be sequestrated by the bank	N=1
Don't know / hard to answer	N=6

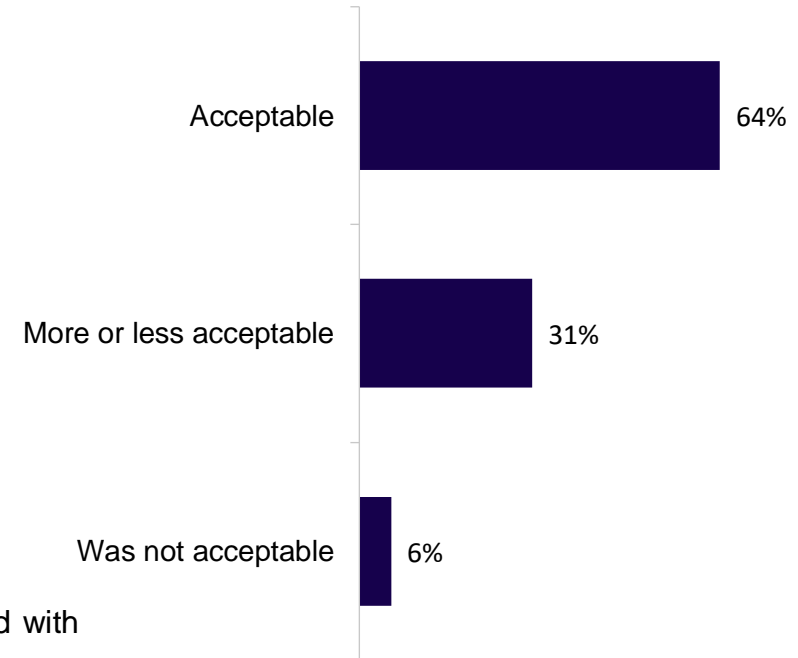
Service in the community center and satisfaction with the price



Was the service you required paid?



Was the fee you paid for the service acceptable?



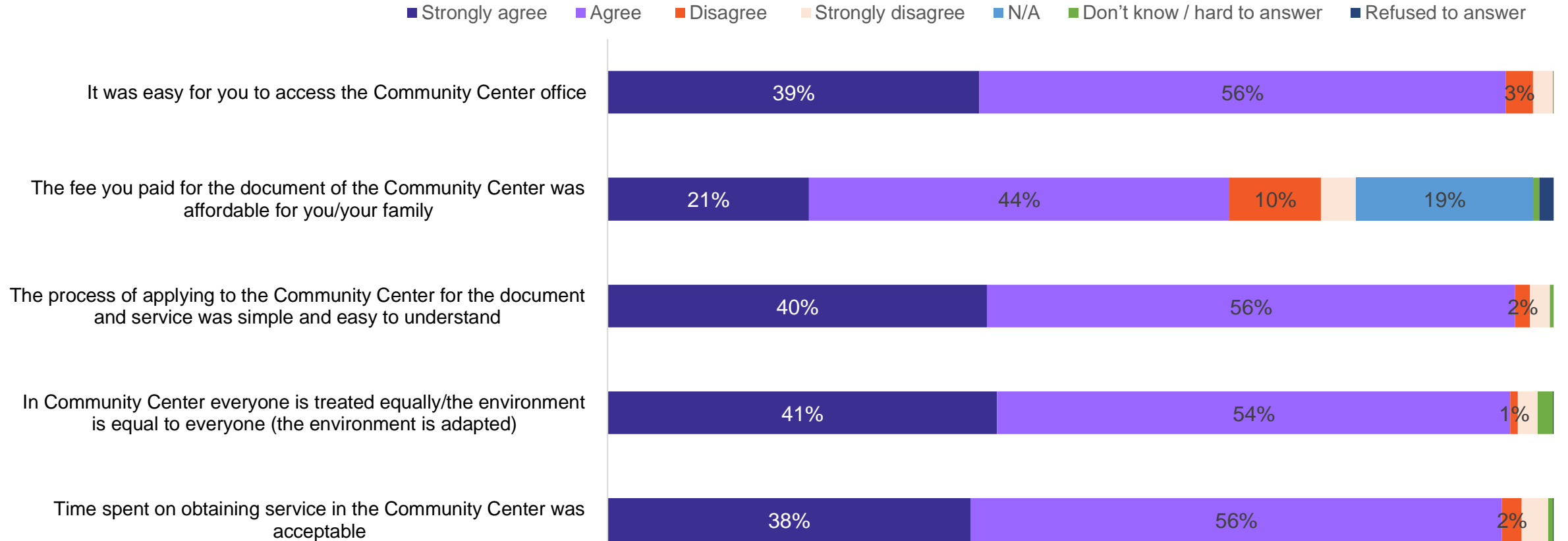
When you first entered the Community Center, did the employee instruct you in regard with the topic you were interested in?



Assessment of statements



Considering your experience gained in the Community Center, to what extent do you agree with the following statements – do you strongly agree, agree, disagree or strongly disagree?

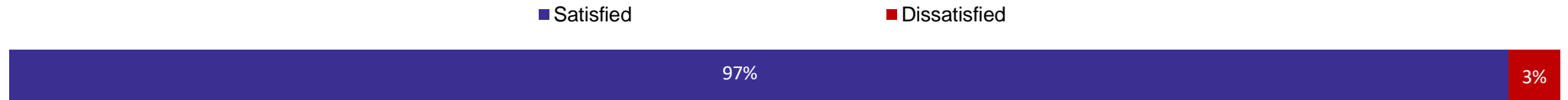


N=971

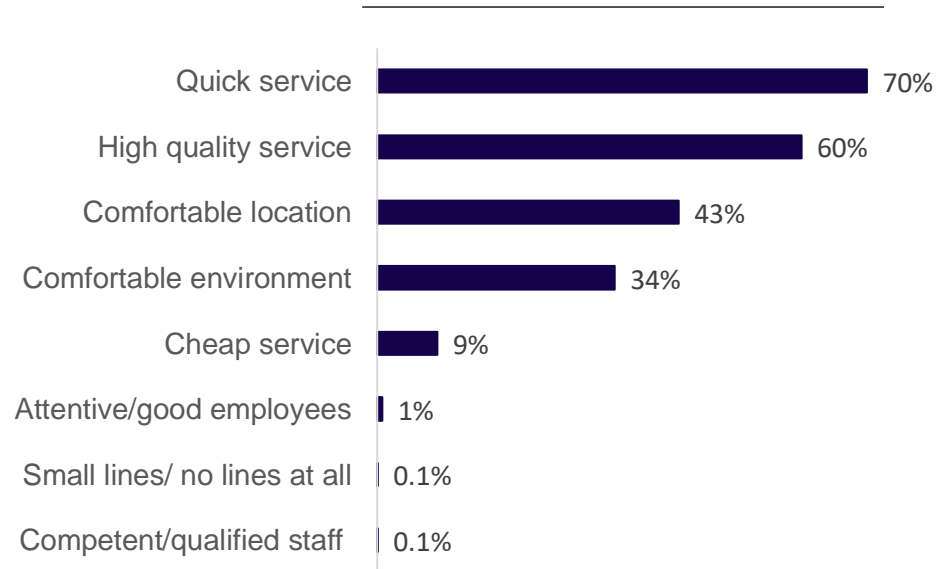
Satisfaction with the service provided by the Community Center



Overall satisfaction with Community Center



Specifically, what is the reason of your satisfaction?



N=940

Specifically, what is the reason of your dissatisfaction?

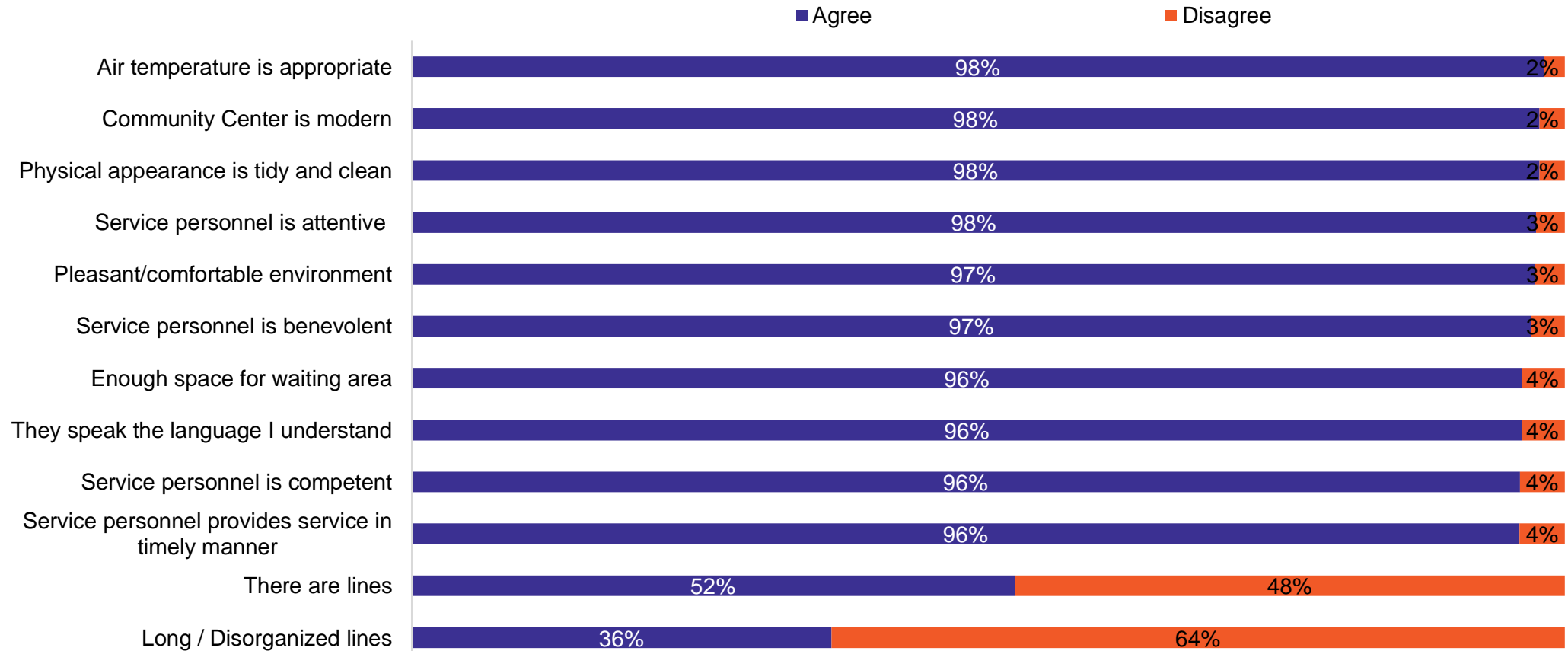
Poor quality of service	N=13
Incompetence of employees	N=7
Lines	N=7
Slow service	N=3
Employees not being benevolent	N=3
Non-comfortable environment	N=1
Expensive service fee	N=1
Being re-addressed	N=1

N=28

Assessment of Community Center according to different parameters



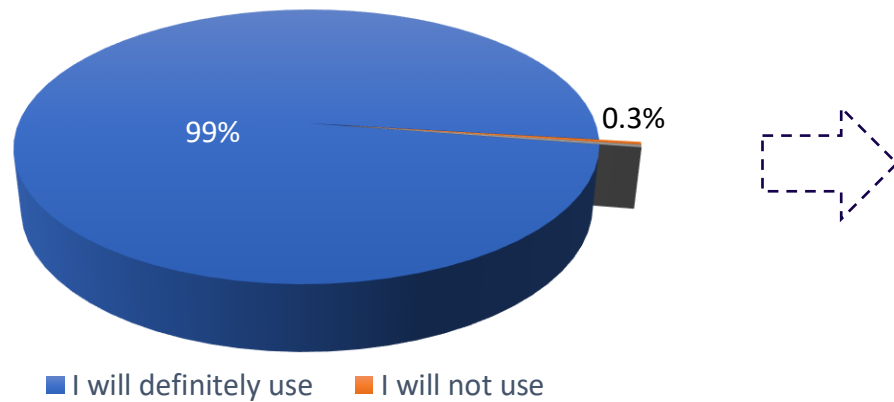
Assessment of the service provided by Community Centers according to different parameters



Attitudes towards using Community Center in future



How likely is it for you to use the service of the Community Center?



N=971

Why would not you use the service provided by the Community Center?

Low quality of service	N=3
Inconvenient location of the center	N=3
Employees are not competent	N=2
Slow service	N=1
Employees are not benevolent	N=1
Lines	N=1
It is more convenient to visit other community center	N=1






N=8

Division of community center consumers into segments

Net Promoter Score / definition



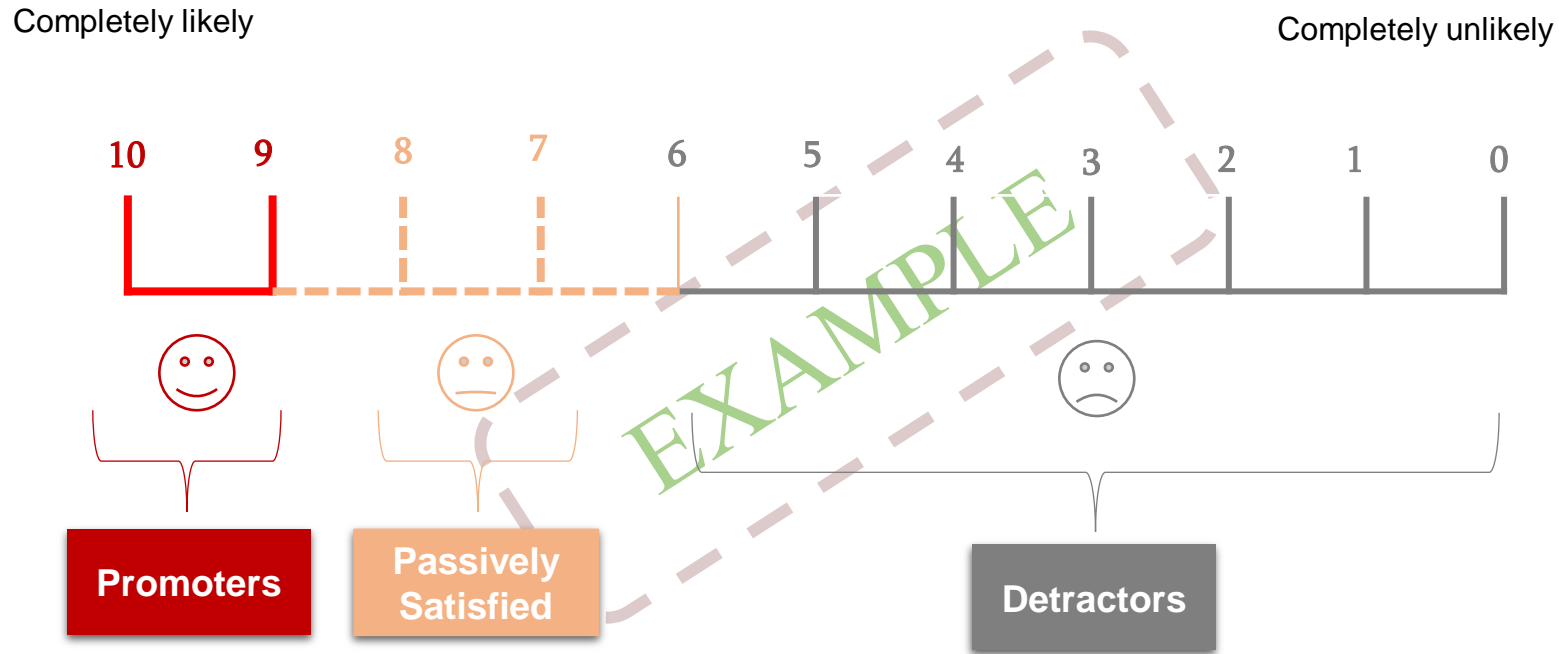
Net Promoter Score enables us to divide customers of specific service into 3 main segments

1 	Promoters - loyal consumers who regularly use the product and willingly recommend these products/ service to their friends and family
	2  Passively Satisfied - consumer who is satisfied in general but is sensitive towards offerings of alternative services
	3  Detractors - unsatisfied customers who are actual threat to the brand's development/growth due to negative word of mouth about the brand/service

Net Promoter Score / calculation mechanism



How likely is that you recommend your friend / acquaintance to use the product of your brand? [Evaluation on 10 point scale]

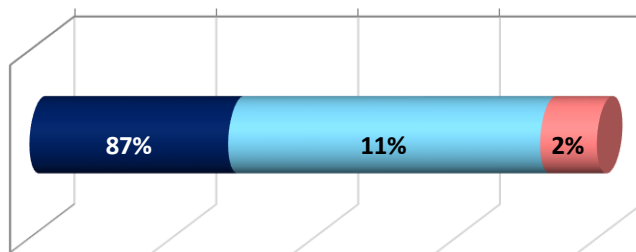
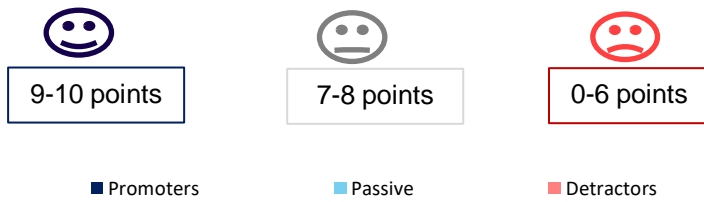


$$\text{NPS} = \text{Promoters} - \text{Detractors}$$

NPS index



In case of need, how likely is it for you to recommend your friend/relative to apply to / use the Community Service?



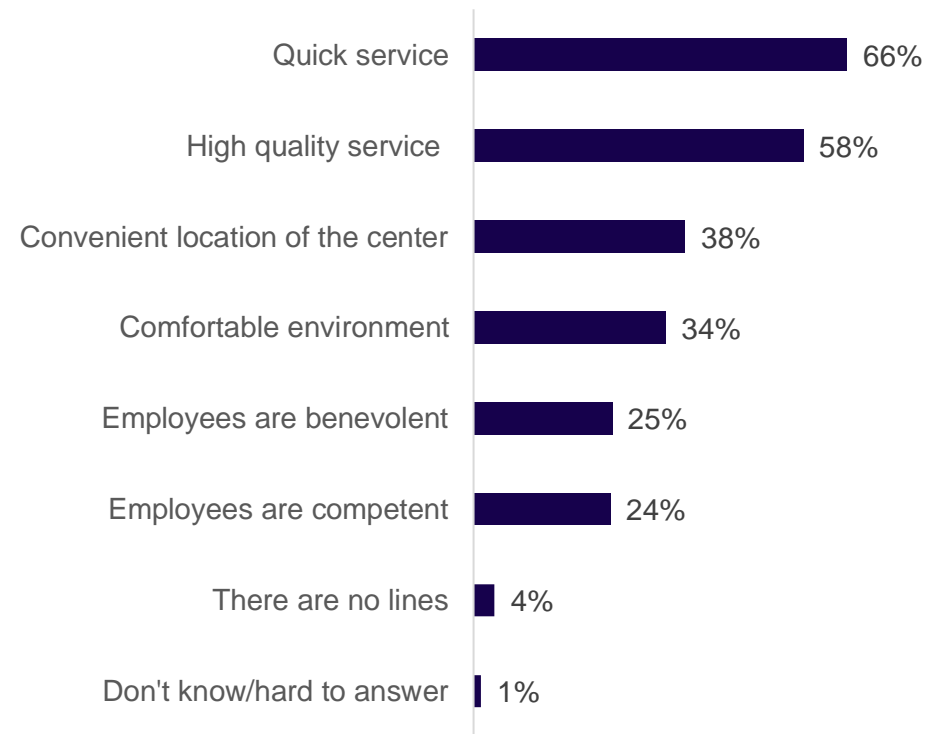
N=971

NPS

85%

Overall picture

Why would you recommend others to apply to Community Center?



N=949

SDG 16.6.2 indicator – share of visitors who are satisfied with services



SDG 16.6.2 indicator studies the level of satisfaction with public services (in this case, Service Development Agency) among residents who have used services over the past 12 months. Indicator is calculated based on the following estimations:

- Mean value of positive answers in regard with attributes of public service (mean value of positive answers based on assessment of 5 attributes);
- Share of respondents who are generally satisfied with public services.

In order to calculate the first abovementioned index, 5 questions were incorporated in the questionnaire that measured obtained service: physical availability, financial affordability, effectiveness of providing service, equal treatment to everyone and effectiveness in time. In order to estimate mean value of positive responses:

- Firstly, we have calculated share of those respondents who responded “strongly agree” or “agree” to all five questions;
- Afterwards, we have calculated mean value of the share for all five cases (in compliance with positive responses).

As for the second index, it shows the share of respondents who are generally satisfied with the service of Community Centers (“satisfied” or “very satisfied”).

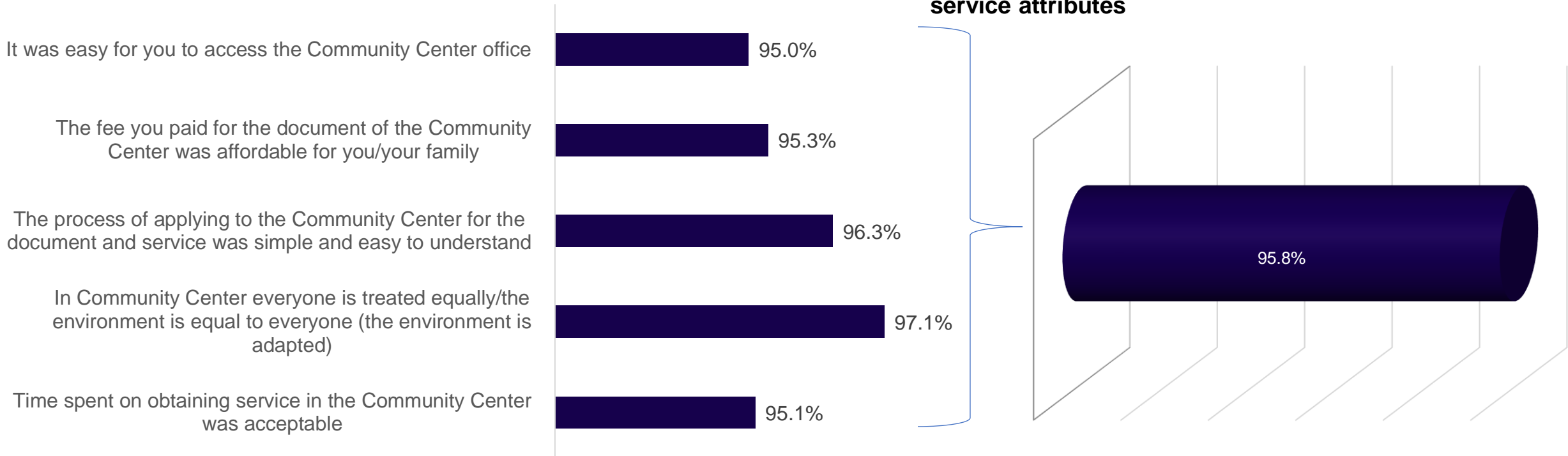
It is also worth mentioning that both indicators were calculated based on the following principle:

- The relevant questions were asked to those respondents only who had experience of using at least one service provided by one of 14 target centers over the past 12 months.
- Share of positive responses was calculated only from those answers that express clearly determined position – “strongly agree”, “agree”, “disagree”, “strongly disagree” / “very satisfied”, “satisfied”, “dissatisfied”, “completely dissatisfied”. The calculation did not include answers of those respondents who found it difficult to give an answer or refused to answer.

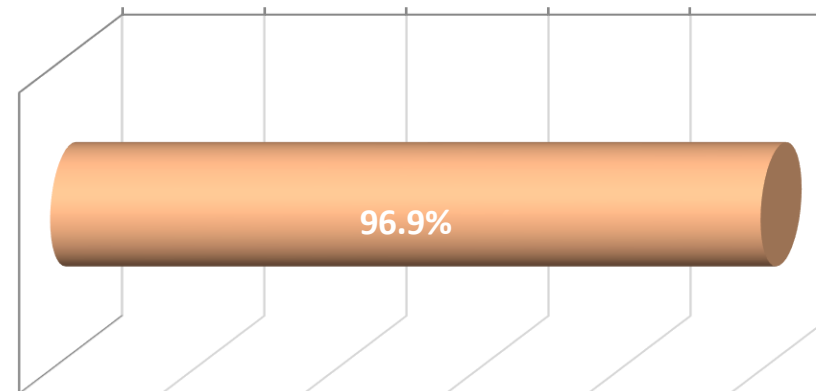
SDG 16.6.2 indicator – share of residents who are satisfied with public services over the past 12 months



Average rate of positive responses regarding public service attributes



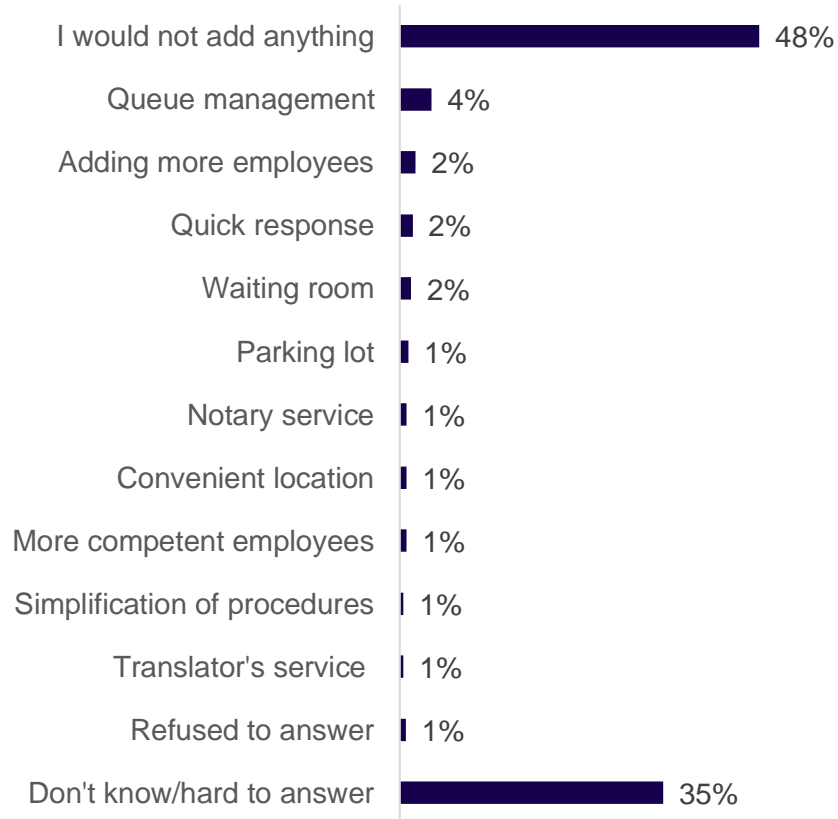
Share of respondents satisfied with public services



Preferences in regard with Community Center

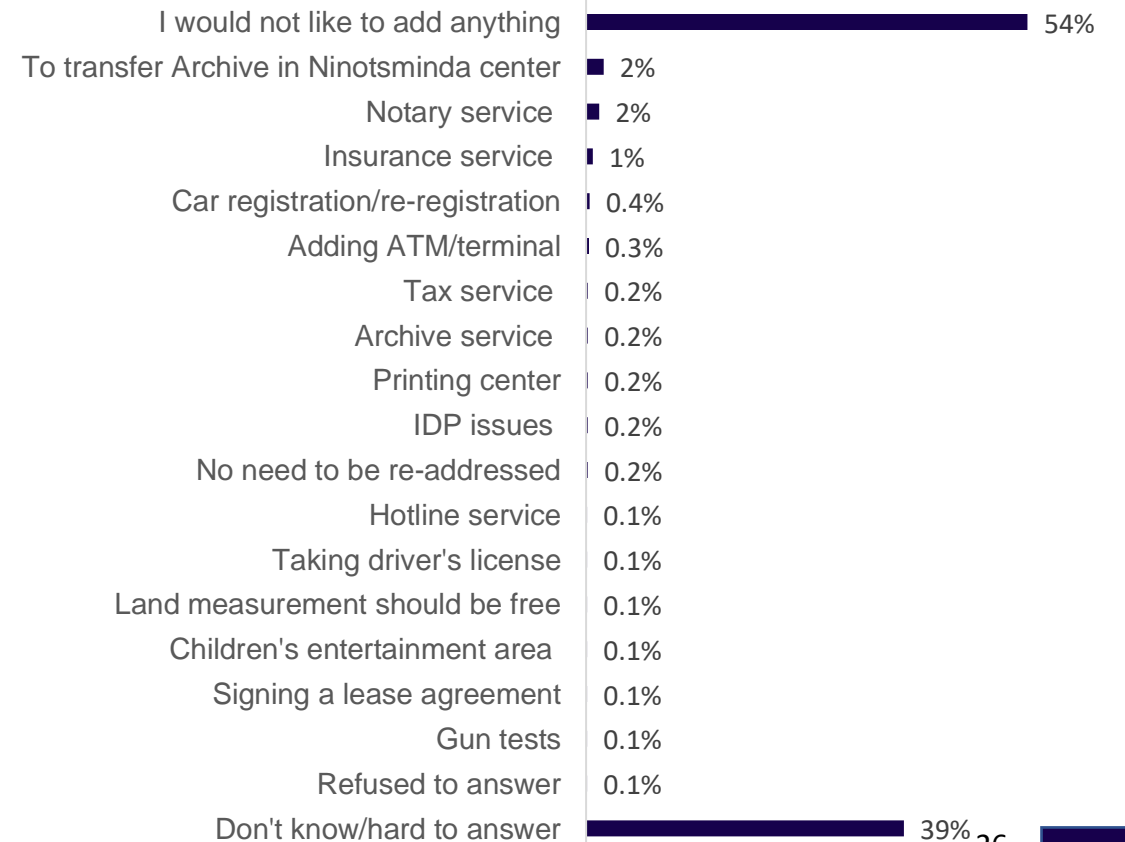


Please tell me, what would you like to add/improve in the Community Center?



N=971

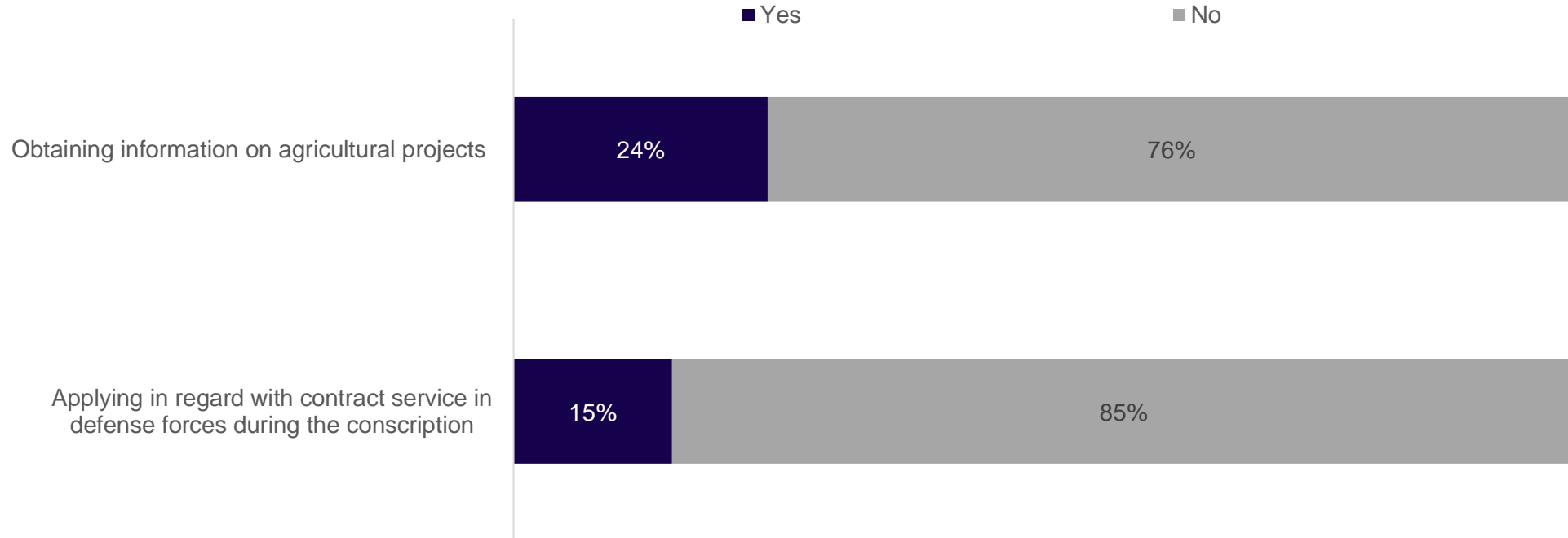
Is there any service you believe the Community Center should provide?



Awareness of additional services



Do you know that you can obtain these services in the Community Center?

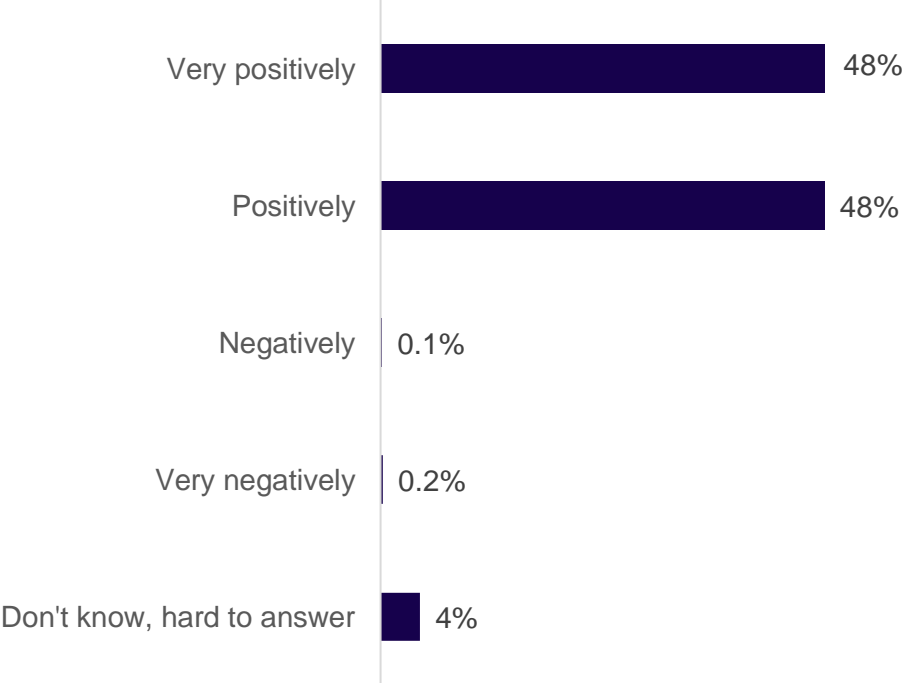


N=971

Overall assessment of the Community Center



In general, how would you assess the presence of the Community Center in your settlement?

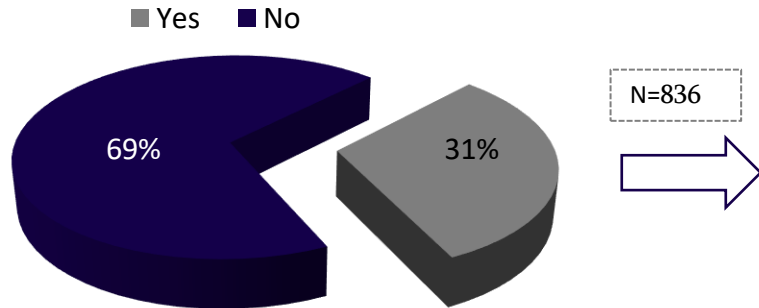


N=971

Assessment of call center



Please tell me, have you heard about Public Service Hall hotline number 2 405 405?



Used by 6% of those who had heard of it

N=49

Reasons of use:	
Obtaining information on ID card	N=4
Finding out the reason of belated response	N=4
Obtaining information on Green pass	N=4
Obtaining information on land registration	N=16

N=2703

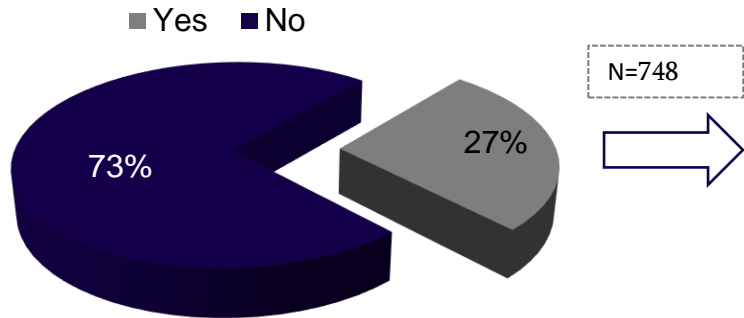
How satisfied are you with the service provided by PSH hotline number - 2 405 405?



N=49

Assessment of online chat

Have you heard about online assistance service available on PSH website – so called online chat?



Used by 8% of those who had heard of it

N=57

Reasons of use:	
Verification / registration	N=8
Got ID card	N=7
Booked a visit	N=22
Obtained information on land registration	N=7

N=2703

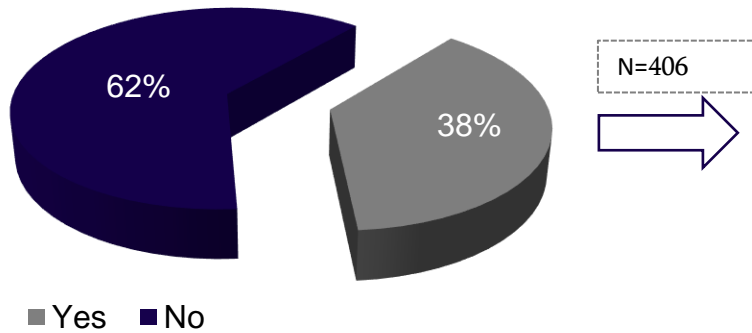
Are you satisfied with online assistance service available on PSH website - so called online chat?



Assessment of online service



Please tell me, did you know that you could get the service of Community Center online?



Used by 4% of those who had heard of it

N=42

To book	N=18
Used for land registration	N=8
Used to get ID card	N=4
Used to issue a power of attorney	N=2

N=2703

Are you satisfied with online service of the Community Center?



N=42

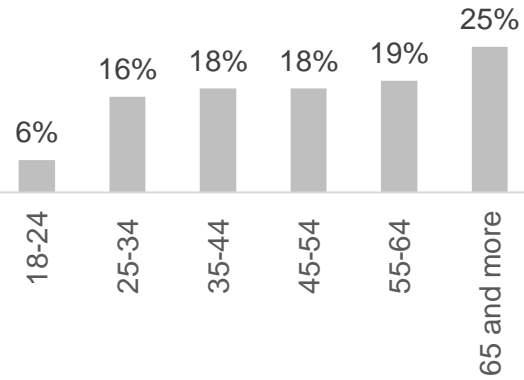
Demographics (1)



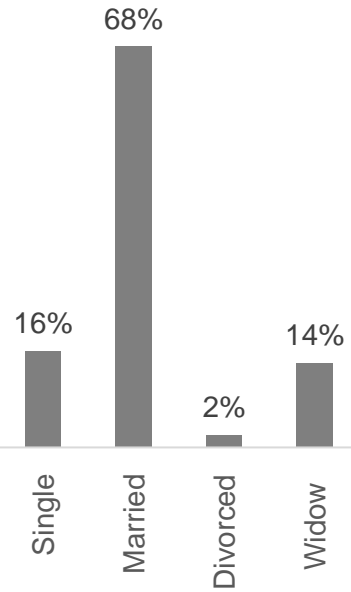
Gender



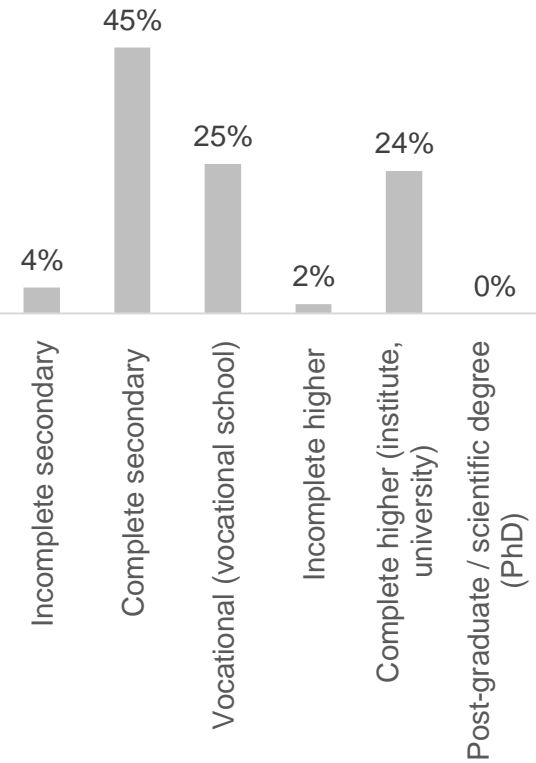
Age



Marital status

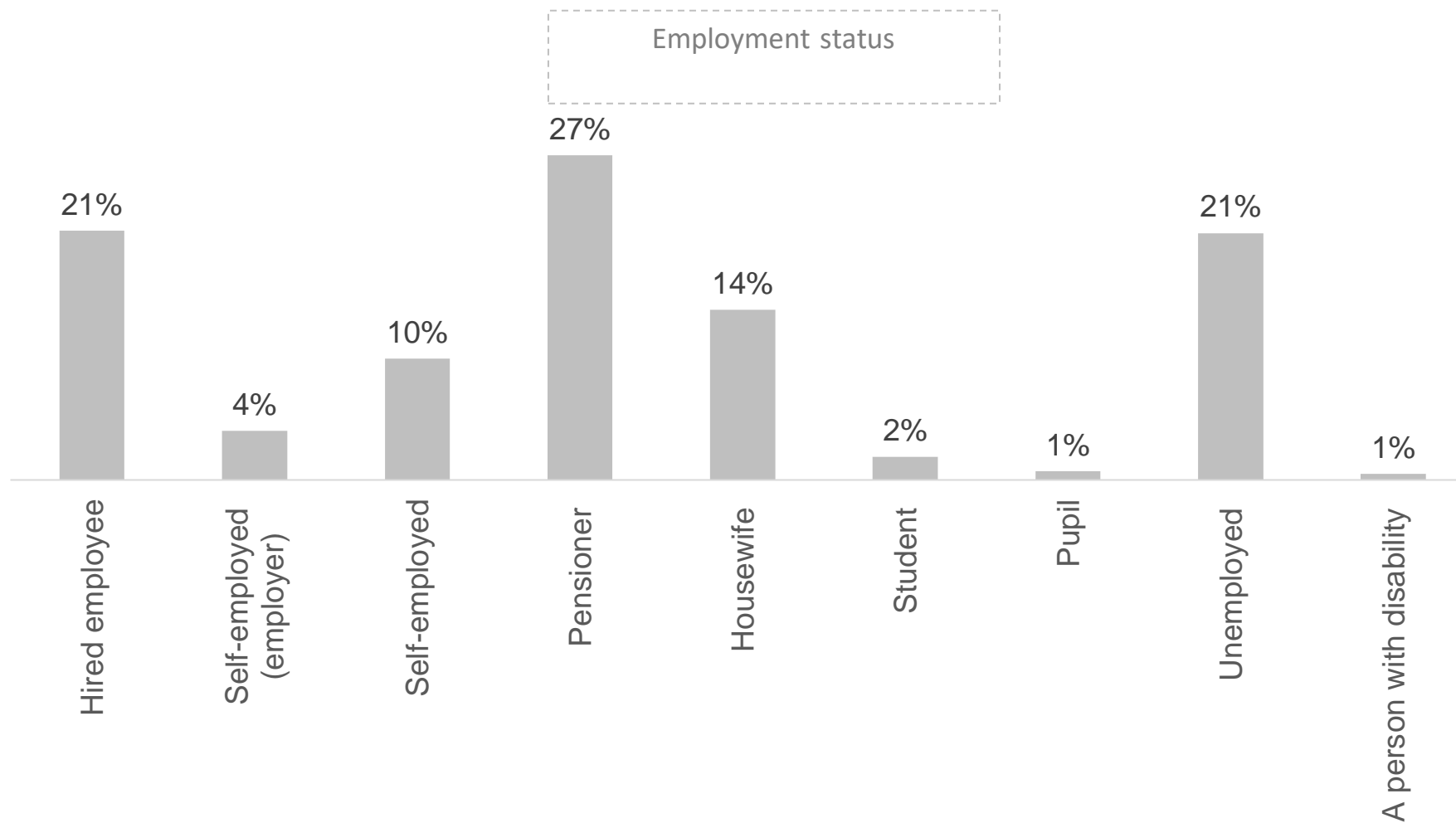


Level of education



N=2703

Demographics (2)

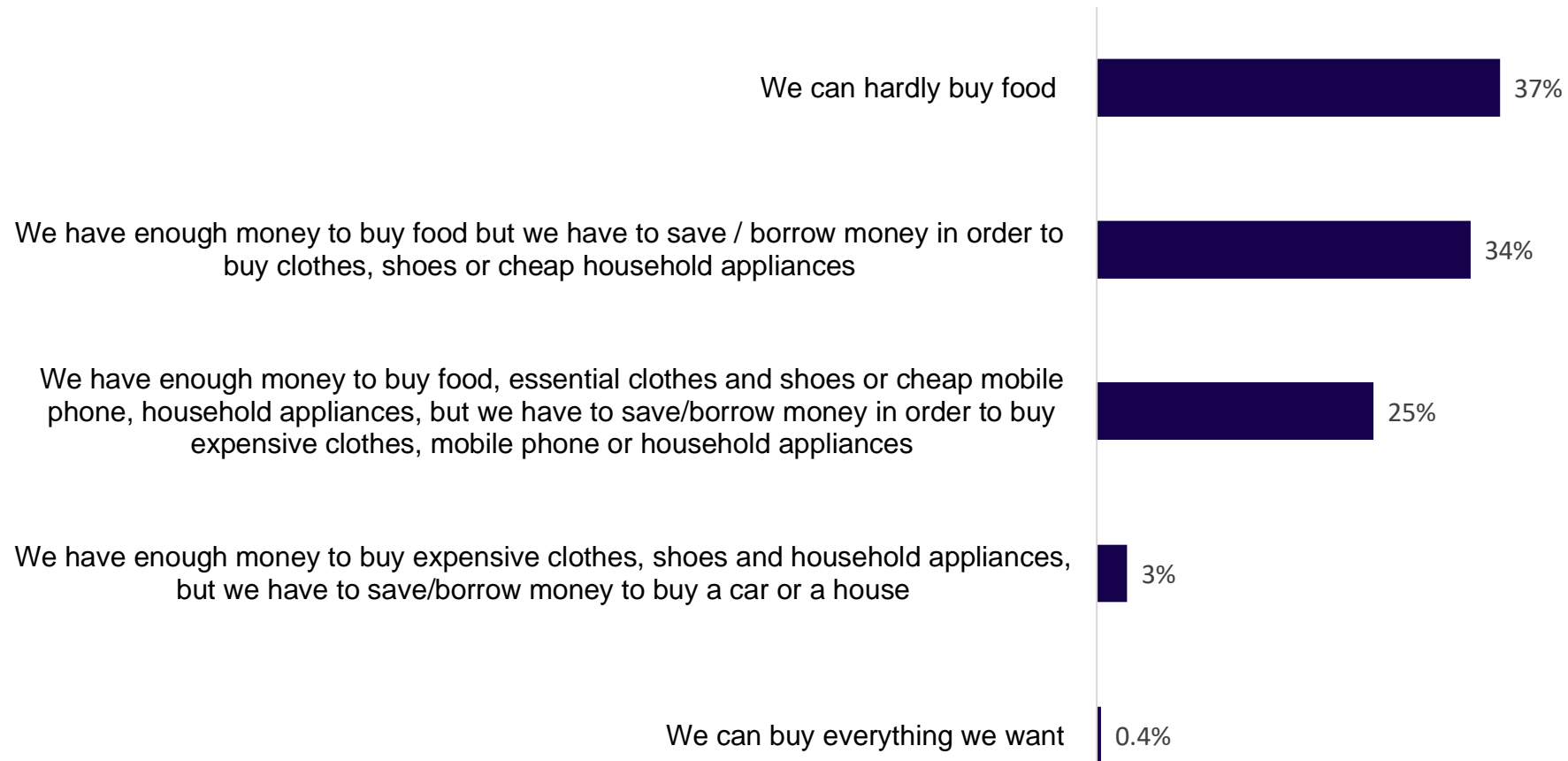


N=2703

Incomes



Which of the statements below reflect your family's economic condition?



N=2703



ACT საქართველო (სათაო ოფისი)
ჯონ-მალხაზ შალიკაშვილის ქ. 8
0131 თბილისი, საქართველო

T: (+995 32) 2 422 322
E: geo@act-global.com
W: www.act-global.com

აზერბაიჯანის ოფისი
კასპიის პლაზა III, ჯ. ჯაბარლის ქ. 44,
ბაქო, აზერბაიჯანი

T: +7 727 250 33 44
W: www.act-global.com

ყაზახეთის ოფისი
ფურმანოვის 235, ოფისი 95,
ალმატი, ყაზახეთი

T: +7 727 250 33 44
W: www.act-global.com