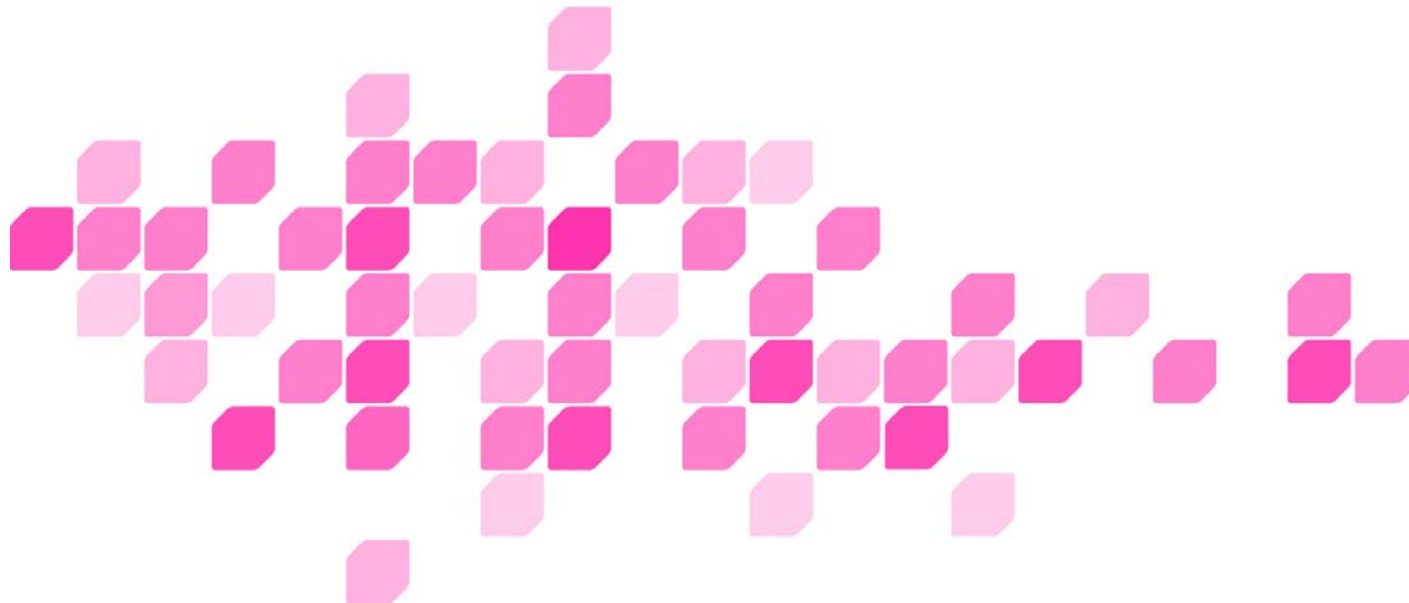


TNS ILRES

Ministère de la Fonction Publique et de la Réforme Administrative

premiers résultats – 25 juin 2008



enquête téléphonique et en ligne réalisée auprès de 1058 personnes en juin 2008

- sujet de l'étude : Satisfaction des citoyens-usagers envers la qualité des services publics
- méthode d'enquête : interviews réalisées par CATI (téléphoniques) et en ligne via MyPanel – access panel de TNS ILRES
- période d'enquête : mai - juin 2008
- échantillon : 1058 personnes âgées de 18 ans et plus, représentatives de la population résidente du Luxembourg
- droits d'auteur : réservés conjointement au Ministère de la Fonction Publique et de la Réforme Administrative et à TNS ILRES

		Non pondéré		Pondéré	
		abs	%	abs	%
■ Sexe :	hommes	528	50	524	49
	femmes	530	50	534	51
■ Age :	18-24 ans	116	11	111	10
	25-34 ans	216	20	191	18
	35-49 ans	321	30	334	32
	50-64 ans	239	23	231	22
	65 ans et plus	166	16	190	18
■ Nationalité :	luxembourgeoise	605	57	649	61
	portugaise	119	11	165	16
	autre	379	36	275	30
■ Région:	centre	379	36	359	34
	sud	387	36	408	39
	nord	165	16	163	39
	est	127	12	127	12

L'administration luxembourgeoise

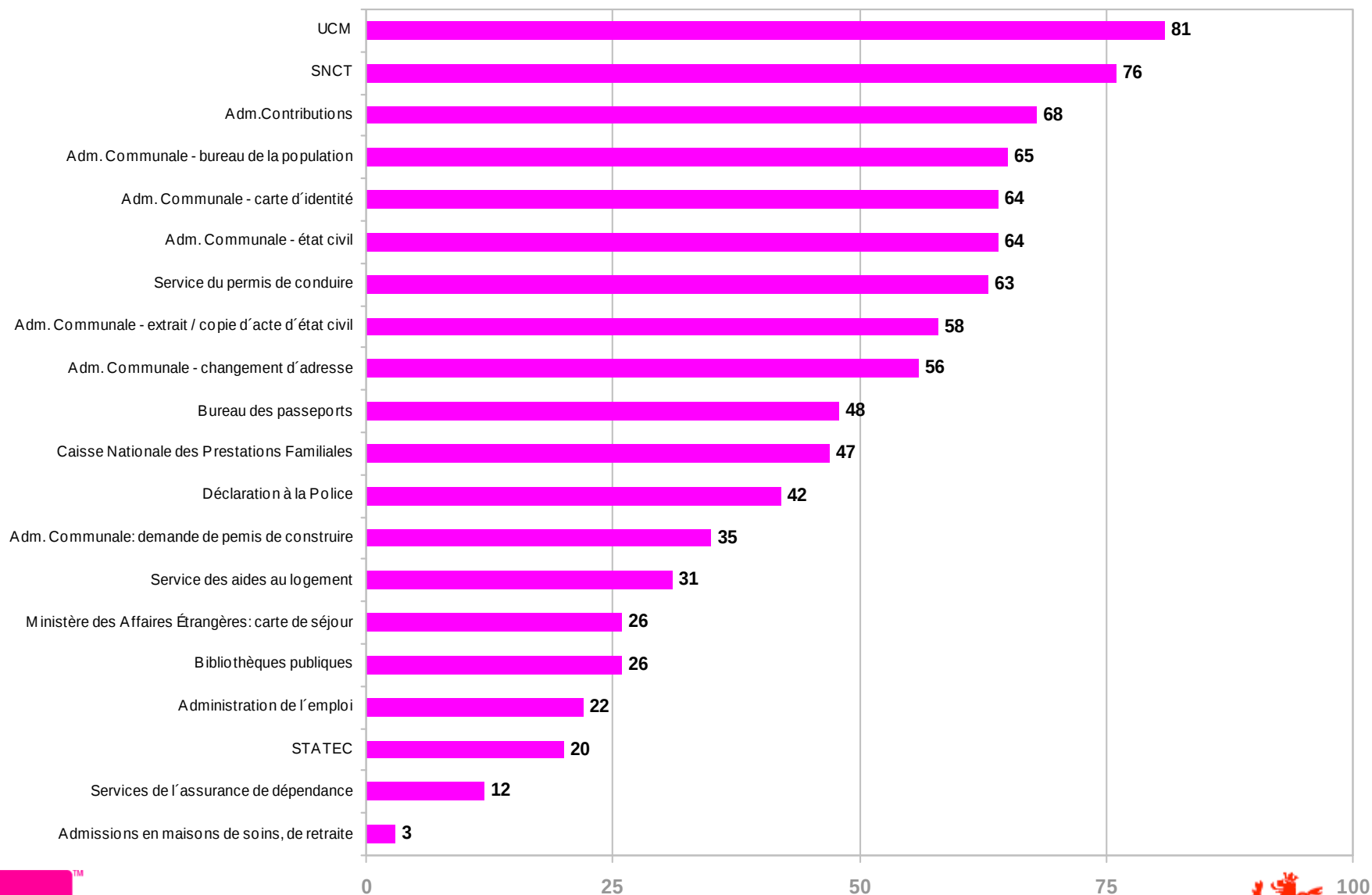


Enquête téléphonique et par internet auprès de 1058 personnes en mai - juin 2008
06-08-130 RefAd



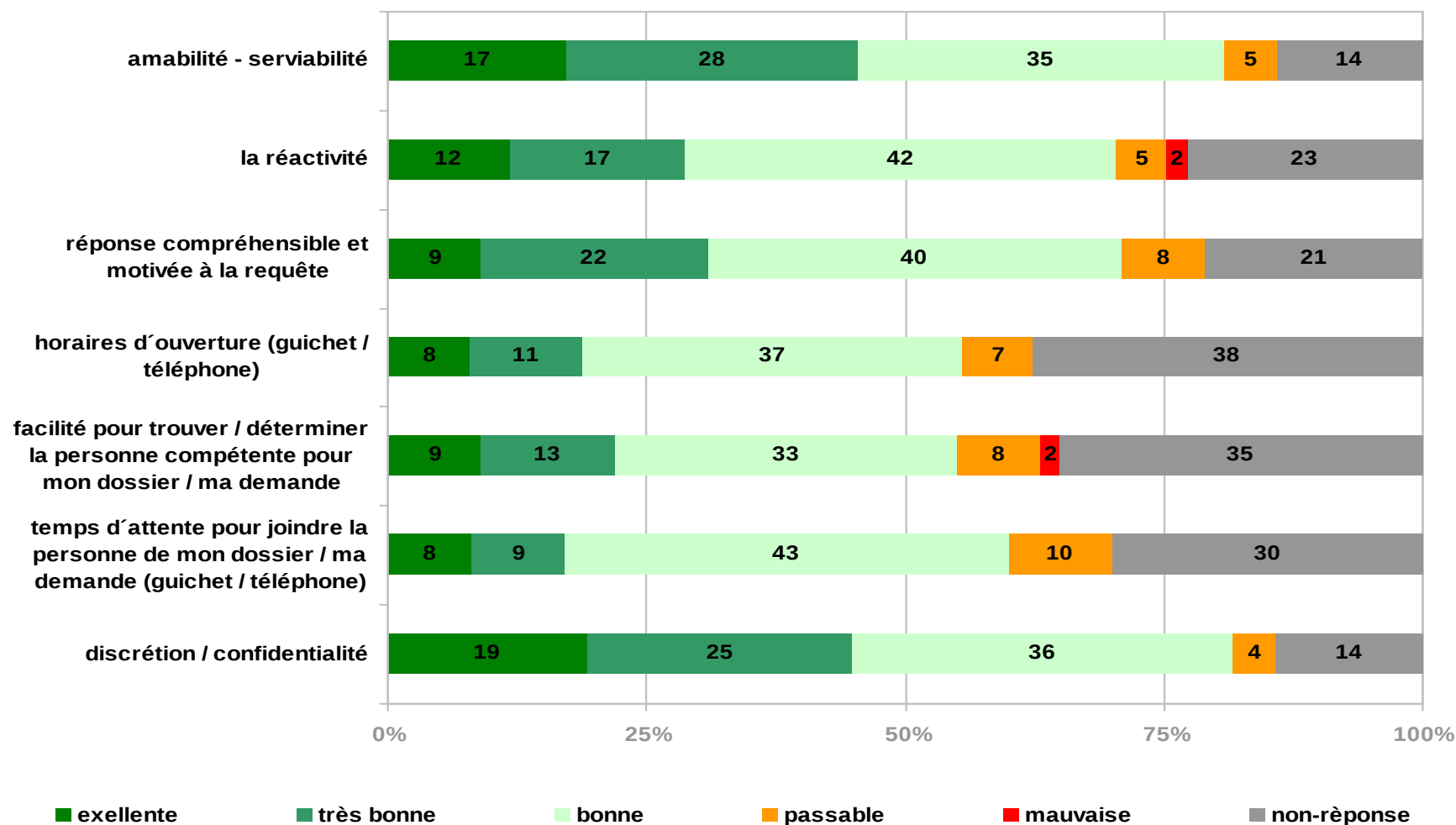
Services administratifs contactés par les citoyens

5



Performance : STATEC

6



Positioning of TRI*M PSQ



TRI*M Public Service Quality

8

Objective of Project has to be taken into account

Type of organisation	Objective of the Project		
		Measurement of Satisfaction/ Retention of external clients/users	Measurement of Reputation (Target groups: General Public...)
	Sovereign/ monopolistic public authorities	TRI*M Public Service Quality	TRI*M Corporate Reputation Manager
	Public authorities in competitive environment	TRI*M Customer Retention	TRI*M Corporate Reputation Manager
	Monopolistic Companies in market environment	TRI*M Customer Retention with adapted questions*	TRI*M Corporate Reputation Manager



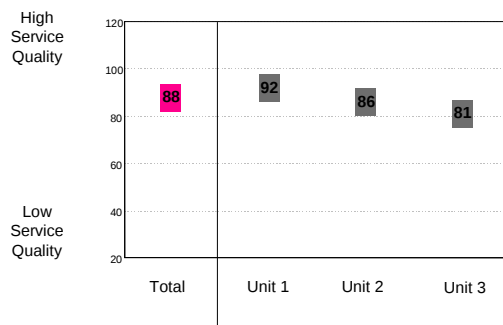
TRI*M Public Service Quality

9

TRI*M PSQ offers three main tools of analysis

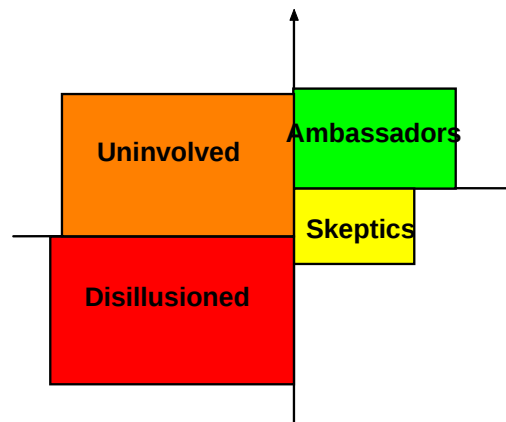
TRI*M Index

One number score that measures the level of public service quality.



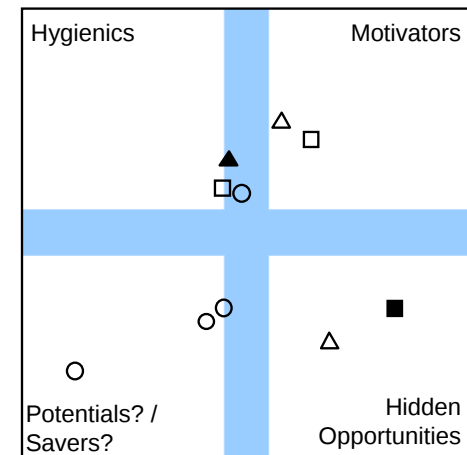
TRI*M Typology

Description of the service quality concerning *satisfaction and endorsement*



TRI*M Grid

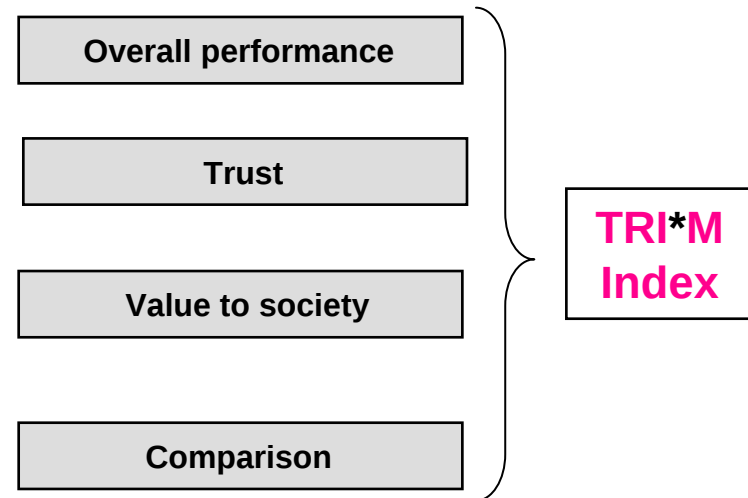
Identification and prioritisation of performance improvement actions



TRI*M Public Service Quality

TRI*M Index questions take several dimensions of public service quality into account

- ♦ How would you rate the overall performance of *[institution X]*?
- ♦ How strongly do you trust in *[institution X]*?
- ♦ How well do you think *[institution]* is fulfilling its role as a provider of *[Y]* services?
- ♦ How do you rate the services of *[institution X]* compared to other public authorities/institutions?



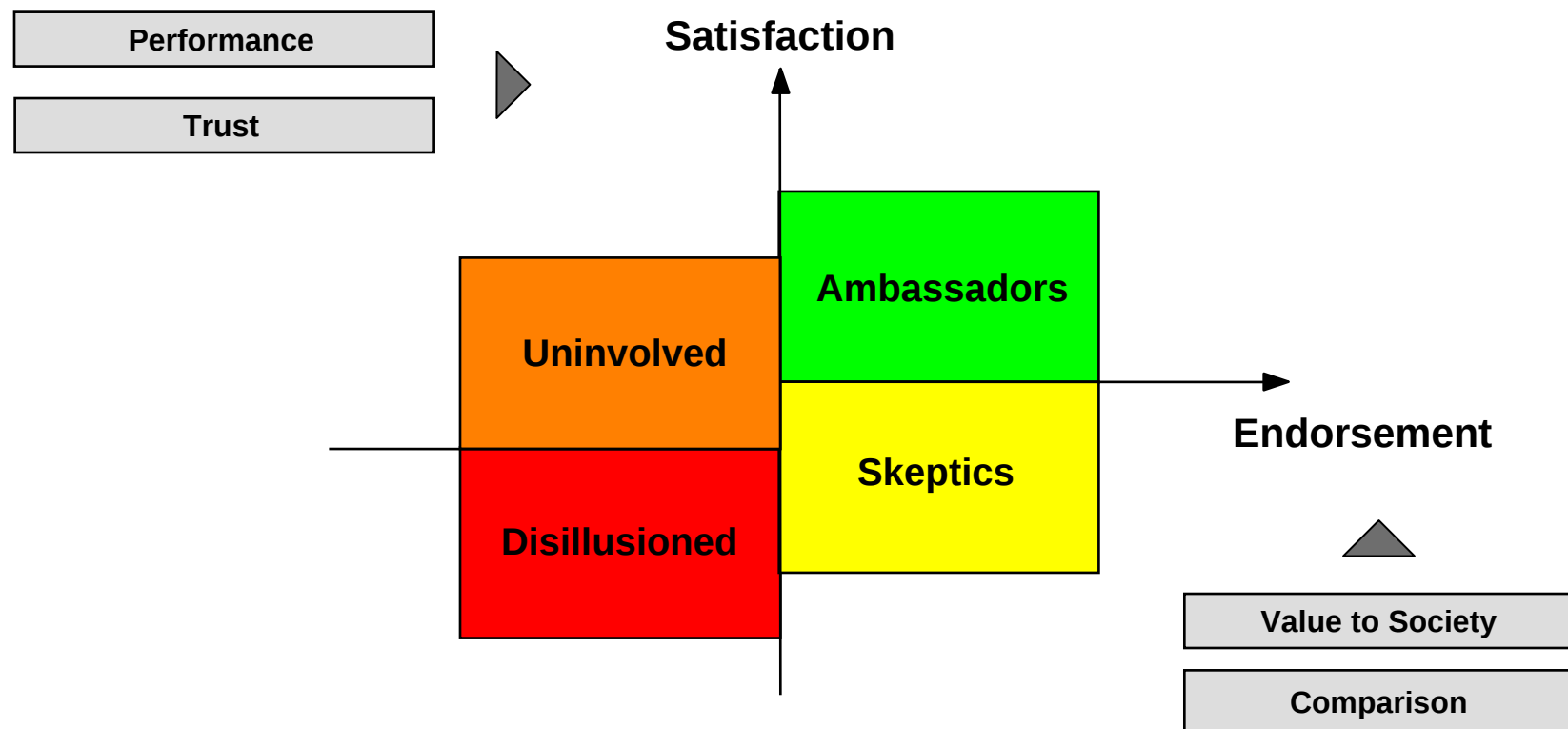
Deliverables

TRI*M Typology



TRI*M Public Service Quality

The TRI*M typology reflects the relationship towards the public institution along two dimensions



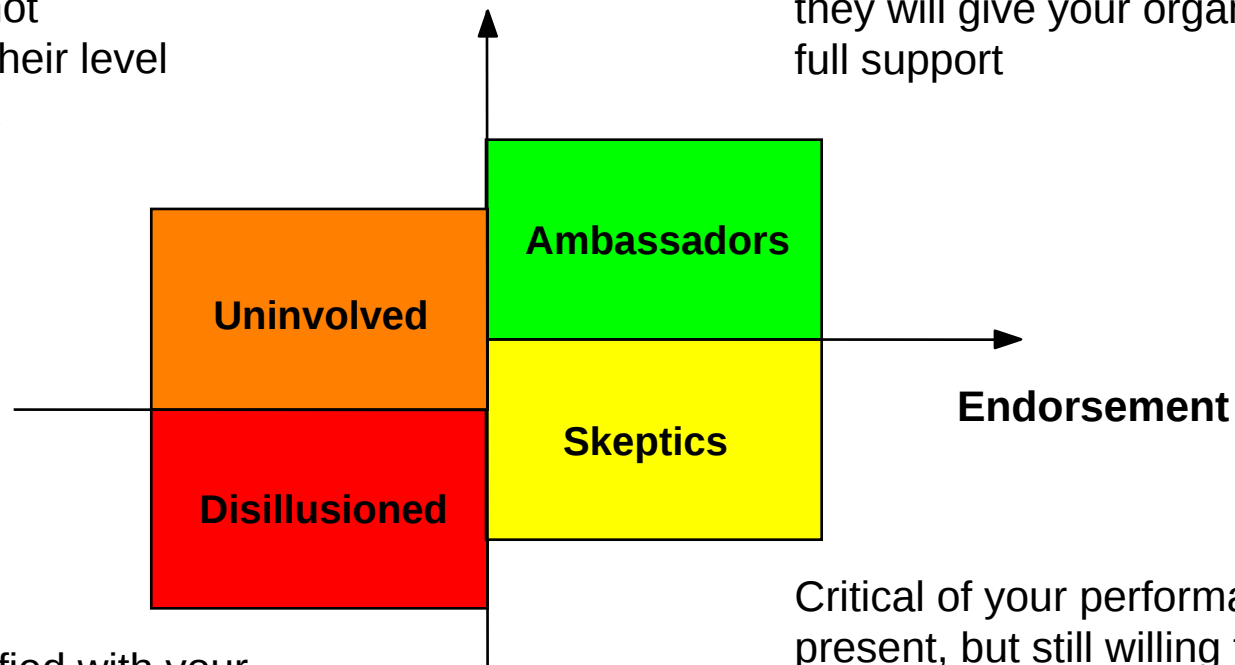
TRI*M Public Service Quality

The TRI*M typology reflects the relationship towards the public institution along two dimensions

Satisfied with your performance but not particularly loyal; their level of support is weak

Satisfaction

Highly satisfied with your performance and loyal in that they will give your organisation full support



Dissatisfied with your performance and disloyal; will resist initiatives and challenge your efforts; major source of negative word-of-mouth

Critical of your performance at present, but still willing to give you support possibly because of a lack of alternatives



Modes de contact avec l'administration: actuel & préféré

Modes de contact:

15

STATEC

