

## **FREQUENTLY ASKED QUESTIONS ABOUT OPINION RESEARCH SERVICES**

We're changing the way we do customer surveys. Opinion Research Services (ORS) has been selected to carry out our surveys after a comprehensive tendering process.

ORS's telephone interviewing centre in Swansea makes calls from 01792 828958, 01792 674980 or 01792 348614.

Many people will be reluctant to answer calls from numbers they don't recognise. So we've prepared this FAQ document to help you reassure customers who've received a call from ORS.

### **Why am I receiving calls from 01792 828958, 01792 674980 or 01792 348614?**

This number belongs to Opinion Research Services or ORS. It's a social research company appointed by Aster to carry out customer surveys.

### **I don't want to take part in your research, why do you keep calling me?**

We hope you'll be happy to give us your views. However if you answer a call and don't wish to take part just say so. ORS won't pressurise you to take part and won't call you again. However, if you don't answer, they'll assume it's because you're not available and will in most cases try you again later.

### **Who are ORS regulated by?**

ORS complies with regulations and guidelines from [Ofcom](#), the [MRS](#) (Market Research Society) and the [IQCS](#) (Interviewer Quality Control Scheme), plus the [Data Protection Act](#).

### **I'm registered with the TPS / ex-directory, they shouldn't be calling me!**

Research calls are exempt from [TPS](#) (Telephone Preference Service) which only applies to sales and marketing calls.

### **Do they make silent calls?**

Some call centres use predictive dialling where calls are placed by a computer before there's an agent ready to take the calls. This can lead to people receiving silent calls. ORS does not make silent calls.

### **I've been called at 8.30pm, couldn't they call at a more sociable time?**

ORS generally make calls from 2pm - 9pm on weekdays and 10am - 6pm at weekends. It finds the best time to catch people at a convenient time is in the evening. ORS follows [Market Research Society](#) guidelines and never calls after 9pm (although we stop calling customers aged over 60 at 6pm) If you do wish to take part but ORS has caught you at an inconvenient time, their interviewer will be happy to book an appointment to call you back at a time of your choice.

### **They called and got through to my answer-phone, why didn't they leave a message saying what you want?**

ORS is bound by the [Data Protection Act](#). This means it can only discuss a call with person it's trying to contact. If a message left on your answer-phone was picked up by somebody else this breaches your privacy.

### **Now ORS have my number will they use it to contact me about other (non-Aster) surveys?**

No, ORS will only contact you about surveys that they've been asked to carry out by Aster.

### **It's a waste of money / how can you justify the expense?**

By outsourcing our surveys we expect to make cost savings, because we will actually be carrying out fewer surveys that we currently do. It also gives us a consistent approach across the group, and means that we can make sure that we are not 'over surveying' our customers.

### **You shouldn't be giving my details to a third party?**

ORS is not a third party that would be trying to sell you something, they are a social research company and will only be calling you about a service you have received from us. ORS is registered under the Data Protection Act (DPA) and has comprehensive information security policies and procedures to ensure that any information you provide is secure. ORS has extensive property security including CCTV and electronic passes to their offices; as well as stringent practices that prevent unauthorised access to their computer systems. Additionally, their staff all sign confidentiality agreements to ensure that your information is not shared with any third party without your consent.

### **How do I know that my data is secure?**

A big part of the selection process focussed on the protection of customer data and data security, and bidders had to undergo an interview with our IT teams and the Business

Assurance team (who monitor data protection). The data itself is transferred via a secure online portal and is password protected.

### **What information will the person carrying out the survey have about me?**

The only information that the interviewer will have is your name and phone number and some information about the service you have received (e.g. that you have recently signed up to rent a property).

### **How can I be sure my responses will be anonymous?**

Your responses will be treated in the strictest of confidence. Your answers, along with your property reference will be passed back to a small group of key research staff at Aster so they can map results and analyse them on a geographic basis. This will enable them to identify you. However, unless you say otherwise, your name and contact details, together with your responses, will NOT be passed to anyone else in the organisation. Only anonymous results will be shared within the organisation.

### **Why do you have to do surveys?**

Surveys allow us to know what customers think about the services we provide. From the feedback that you give us, we can see if there are trends, that might suggest that we need to think about doing things differently, to give a better service.

### **What will you do as a result of what we say?**

Each month we will report the results to the organisation. Over time, as we begin to build up a picture we will be able to see if there are any common trends and themes suggesting that we need to change the way we do things.

### **Where can I see the results of the surveys?**

Results will be available in the customer magazines and online. If you would like results, just let us know.

### **Who can I speak to about this?**

You can call the office and ask to speak to someone in the Intelligence & Insight team.

### **How can I opt out?**

You are under no obligation to take part in a survey, and may decline. If you wish to opt out of taking part in surveys completely, just let us know and we will update your account accordingly.