Registration Customer Feedback Report
April 2016 – March 2017
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Overview

The Registration Customer Feedback Report assesses the Registration directorate’s performance based on the views of an individual who recently had one of the following application types completed:

- DCP Additional Titles
- DCP Restoration
- DCP UK Qualified
- Dentist Assessment
- Dentist EEA Qualified
- Dentist Restoration
- Dentist UK Qualified
- EEA DCP Assessment
- Non-EEA DCP Assessment
- Overseas Registration Examination
- Specialist List – Dental and Maxillofacial Radiology
- Specialist List – Dental Public Health
- Specialist List – Endodontics
- Specialist List – Oral and Maxillofacial Pathology
- Specialist List – Oral Medicine
- Specialist List – Oral Microbiology
- Specialist List – Oral Surgery
- Specialist List – Orthodontics
- Specialist List – Paediatric Dentistry
- Specialist List – Periodontics
- Specialist List – Prosthodontics
- Specialist List – Restorative Dentistry
- Specialist List – Special Care Dentistry
- Temporary Registration
- Temporary Registration Renewal
- Temporary Registration Restoration

This report assesses responses to set questions. Respondents also have an opportunity to provide their own additional comments. The questions are broadly split into the following categories:

- Information provided by the GDC
- Communication with the GDC;
- Customer satisfaction; and
- Method that application was submitted by.

Between April 2016 and March 2017, 18,129 surveys were sent and 1,669 (9%) responses were received.
Part 1: UK Registration (1,174 responses)

1. The GDC provided adequate information on its website about the requirements for registration

   ![Bar chart for question 1]

   - Strongly Agree: 45.6%
   - Agree: 41.9%
   - Neutral: 7.7%
   - Disagree: 2.6%
   - Strongly Disagree: 1.2%
   - Don't Know: 1.0%

2. The GDC provided adequate information in its application guidance about the requirements for registration

   ![Bar chart for question 2]

   - Strongly Agree: 47.4%
   - Agree: 39.4%
   - Neutral: 7.5%
   - Disagree: 3.3%
   - Strongly Disagree: 2.0%
   - Don't Know: 0.3%

3. I was able to contact a member of staff if I needed to discuss my application

   ![Bar chart for question 3]

   - Yes: 68.9%
   - No: 3.8%
   - Not Applicable: 27.3%
4. I was provided with clear information about the registration process

5. My application was dealt with in a timely manner

6. The GDC communicated in a courteous manner
7. I was satisfied with the customer service I received from the GDC

8. I completed my application online using eGDC
Part 2: DCP Assessment (55 responses)

1. The GDC provided adequate information on its website about the requirements for registration

2. The GDC provided adequate information in its application guidance about the requirements for registration

3. I was able to contact a member of staff if I needed to discuss my application
4. I was provided with clear information about the registration process

5. My application was dealt with in a timely manner

6. The GDC communicated in a courteous manner
7. I was satisfied with the customer service I received from the GDC

![Bar chart showing response percentages.]

8. I completed my application online using eGDC

![Bar chart showing response percentages.]

Yes: 64.4%

No: 35.6%
Part 3: Dentist Assessment (257 responses)

1. The GDC provided adequate information on its website about the requirements for registration

2. The GDC provided adequate information in its application guidance about the requirements for registration

3. I was able to contact a member of staff if I needed to discuss my application
4. I was provided with clear information about the registration process

5. My application was dealt with in a timely manner

6. The GDC communicated in a courteous manner
7. I was satisfied with the customer service I received from the GDC

8. I completed my application online using eGDC
Part 4: ORE (183 responses)

1. The Examinations Team provided adequate information on the GDC website about the requirements for applying to sit the ORE

   ![Bar chart showing responses]

   - Strongly Agree: 56.3%
   - Agree: 39.3%
   - Neutral: 2.7%
   - Disagree: 1.1%
   - Strongly Disagree: 0.5%
   - Don't Know: 0.0%

2. The Examinations Team provided adequate information in its application guidance about the requirements for applying to sit the ORE

   ![Bar chart showing responses]

   - Strongly Agree: 58.5%
   - Agree: 36.1%
   - Neutral: 2.2%
   - Disagree: 2.7%
   - Strongly Disagree: 0.5%
   - Don't Know: 0.0%

3. I was able to contact a member of the Examinations Team if I needed to discuss my application

   ![Bar chart showing responses]

   - Yes: 88.5%
   - No: 1.1%
   - Not Applicable: 10.4%
4. I was provided with clear information about the application process

5. My application was dealt with in a timely manner

6. The Examinations Team communicated in a courteous manner
7. I was satisfied with the customer service I received from the Examinations Team
Part 5: Action Plan

Each month, the comments that are received from respondents across each of the application are reviewed to note any common trends in parts of the process that applicants are finding difficult at all.

The below actions have been identified from the comments received:

<table>
<thead>
<tr>
<th>Attention area</th>
<th>Action identified</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents have commented how the passport photograph requirement is not clear. The application form states that a passport photo is only required if the applicant cannot provide the documents listed. This is incorrect as a passport photo is required with every application received.</td>
<td>Update application form to make it clear that the passport photograph is required in addition to identity documents.</td>
<td>Completed – May 2016.</td>
</tr>
<tr>
<td>Respondents have often commented that they were not aware that their application had been completed / registration had been granted until they received the email requesting their feedback on the application process. Anecdotal feedback from the CAIT teams indicates that “Am I registered?” is a common query that the team deals with.</td>
<td>A review of the process for each application route identified that only one application route, CCST, has an automated email issued to inform the applicant that their application has been completed. One other route, Dentist EEA and Overseas, has Caseworkers seldom sending a manual email to notify the applicant that they are now registered. To ensure consistent customer service is delivered across each of the application routes, a change request has been submitted for an automated email to be sent following an application being completed to notify the applicant that they are now registered with the GDC. A two hour dealy from the application being completed to the email being sent out is in place to factor in any instances where registration has been erroneously issued.</td>
<td>Completed – June 2016.</td>
</tr>
</tbody>
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The following application types have been included in the scope of this work:

- DCP Additional Titles
- DCP Restoration
- DCP UK Application
| The most common call type received into CAIT is for a progress report on an application form that has been submitted. | The automated application acknowledgement email should be reviewed and updated to provide the applicant with the expected email communication that they will receive throughout the application process: |

- If further information is required, you will be contacted directly.
- You will receive an email requesting payment of the registration fee your application has been considered and approved for entry onto the register.
- Once payment has been received you will receive an email confirming your registration which will include an invitation to provide feedback of your experience of the application process. |

| Respondents have commented how it is not clear how long the application process takes. | To address this area, a review of the timeframes quoted to applicants is to take place: |

- Acknowledgement email to include the estimated timeframe for applications to be completed. An updated acknowledgement is to be used within UK Registration during the peak period, i.e. UK dentist applications cannot be processed until a pass list is received.
- Website content to be reviewed.
- Teams are to be reminded of the current KPIs and what should be communicated to applicants on the phone or via email. |

Respondents have commented on the quality of the customer service that they have received during the application process.

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<tr>
<th>To ensure that consistent, good customer service is delivered to applicants via the phone or email, it is suggested that the following takes place:</th>
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<tr>
<td>• Review of the call standards to be used for Registration.</td>
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<tr>
<td>• Reminder to all staff regarding the need to deliver good customer service.</td>
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<tr>
<td>• Committed learning points regarding customer service from the Registration away day. Each member of staff who attended the away day is to commit to doing something differently with their customer service based on what they learnt from the away day.</td>
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</tbody>
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| Completed – December 2016 |