WATERMELON

NGT User Experience Survey 2018

Introduction and Background

Background and Objectives

- The NGT Service enables people with hearing and/or speech impairments to communicate with others over the phone, using an app on a smartphone, tablet or computer, or using a traditional textphone and connecting via a relay assistant.
- In 2016 Opinion Leader (now Watermelon) conducted customer satisfaction research on behalf of BT. Prior to this in 2013 and 2015 we conducted similar research on behalf of Ofcom.

Objectives:

- To measure the user experience and customer satisfaction with the NGT service
- Find out how people are using the NGT service
- Identify what barriers there are to further use of the NGT service
- Understand the impact / benefit the NGT service has for users
- Get user feedback on their experience of using the NGT website and helpdesk

Watermelon

Approach

Stage One:

Approach Stakeholder Groups / Charities to pass on information about the survey

Approach relevant groups online (e.g. on Facebook) to pass on information of the survey

Stage Two

Recruitment screener:
- Measure frequency of use
- Collect contact details

Provide details of others who may be interested in the survey

Stage Three

Main stage survey:
- 10-15 minutes online (face to face offered)
- 431 completes (all online)

What are users telling us?

Satisfaction

Users of the NGT service are very satisfied, with 90% satisfied with the service overall

"Without it I can't make calls at all so it gives me my independence back when I have to make a call because email or live chat is not appropriate."

Maintain the high levels of service with a focus on improving elements highlighted

Setting up the service

The ease of setting up the service is a key area for focus, with high levels of users seeking informal support

When I follow the information find bit difficult so my friend show me how to use it really easy to explain face to face

Focus on improving support and instructions on the website, ensuring they are accessible to all

Helpdesk

Contacting the helpdesk does not bring satisfaction scores back up to levels seen for those not contacting the helpdesk

Suggests that issues/problems are bringing down perceptions, but contacting the helpdesk may not always be resolving these completely

Focus on supporting the helpdesk, ensuring that when people engage with the helpdesk there is support to understand why issues may not be resolved

Website

Experience of the website is mixed, with users finding the navigation difficult, possibly pushing users to the helpdesk

New website launched just after Survey completed !

Monitor feedback on an ongoing basis to understand impact of new website

Use of the NGT Service

Users of the NGT service are typically frequent users who predominately have been using the service for more than a year. They are likely to have a great deal of experience using the service which will frame their recent experiences

Length of time using the NGT service

Less than 6 months **8%**

6 months-1 year **21%**

1-4 years **65%**

More than 4 years **6%**

Frequency of using the NGT service

Everyday **44%**

At least once a week, but not everyday **46%**

Less than once a week **10%**

I3. How long have you been using the NGT Service for? All Respondents (431)
A1. How often do you use the NGT service involving a relay assistant/operator, including both making and receiving calls? All Respondents (431)

For those with greater levels of impairment the service is essential and used very frequently. Further promotion of the service amongst this group will ensure the widest possible access

Frequency of using the NGT service	Some Hearing	No Hearing	My voice is not always easily understood, so I type what I want to say to support my telephone conversations	I do not use my my voice and don't speak at all in telephone telephone conversations
Everyday	30%	59%	33%	56%
At least once a week but not every day	65%	30%	64%	32%
Less often than once a week	5%	12%	3%	12%

IA1. How often do you use the NGT service involving a relay assistant/operator, including both making and receiving calls? All with some hearing (182), all with no hearing (216), all with some speech (182), All with no speech (207)

The NGT service is used across a range of devices with the Smartphone leading the way, enabling users to access the service on the go. The change seen in the devices used is likely to be due to the younger group of users taking part this year.

Devices used for NGT calls

Device	2018	2016
Smartphone	86%	60%
Desktop or laptop	52%	41%
Tablet computer	51%	27%
Screenphone	13%	21%
Textphone	11%	46%

■ 2018
■ 2016

Average number of devices used **2**
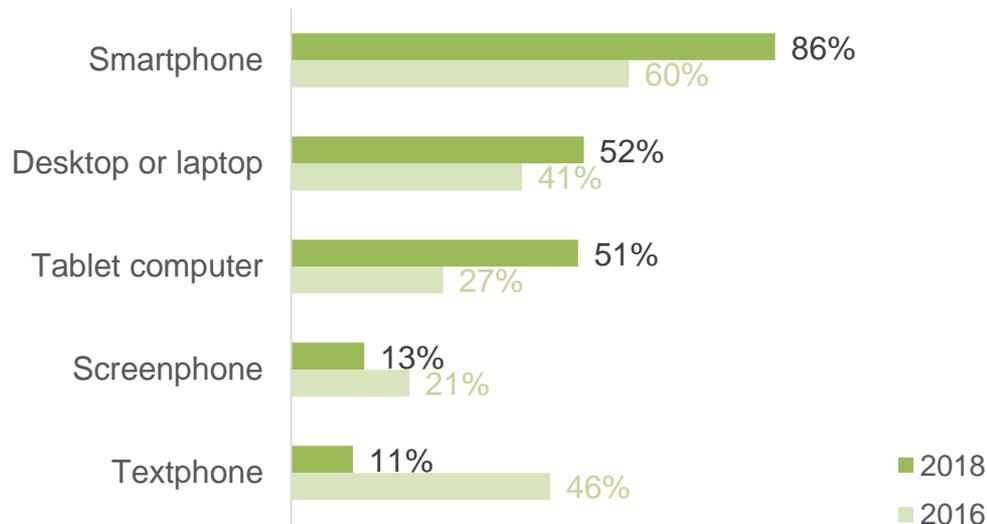
Using the NGT service for less than a year

Tablet **46%**

Desktop **42%**

Have some hearing

Tablet **61%**

Smartphone **93%**

For a comparison of the profile taking part, please refer to the appendix.
B2. What devices or equipment do you use for NGT calls? All Respondents (431), All who have started using the NGT service in the last year (126), All with some hearing (185)

Using multiple devices for NGT calls is common, particularly mixing a smartphone with other technology that has a larger screen to maximise ease of reading
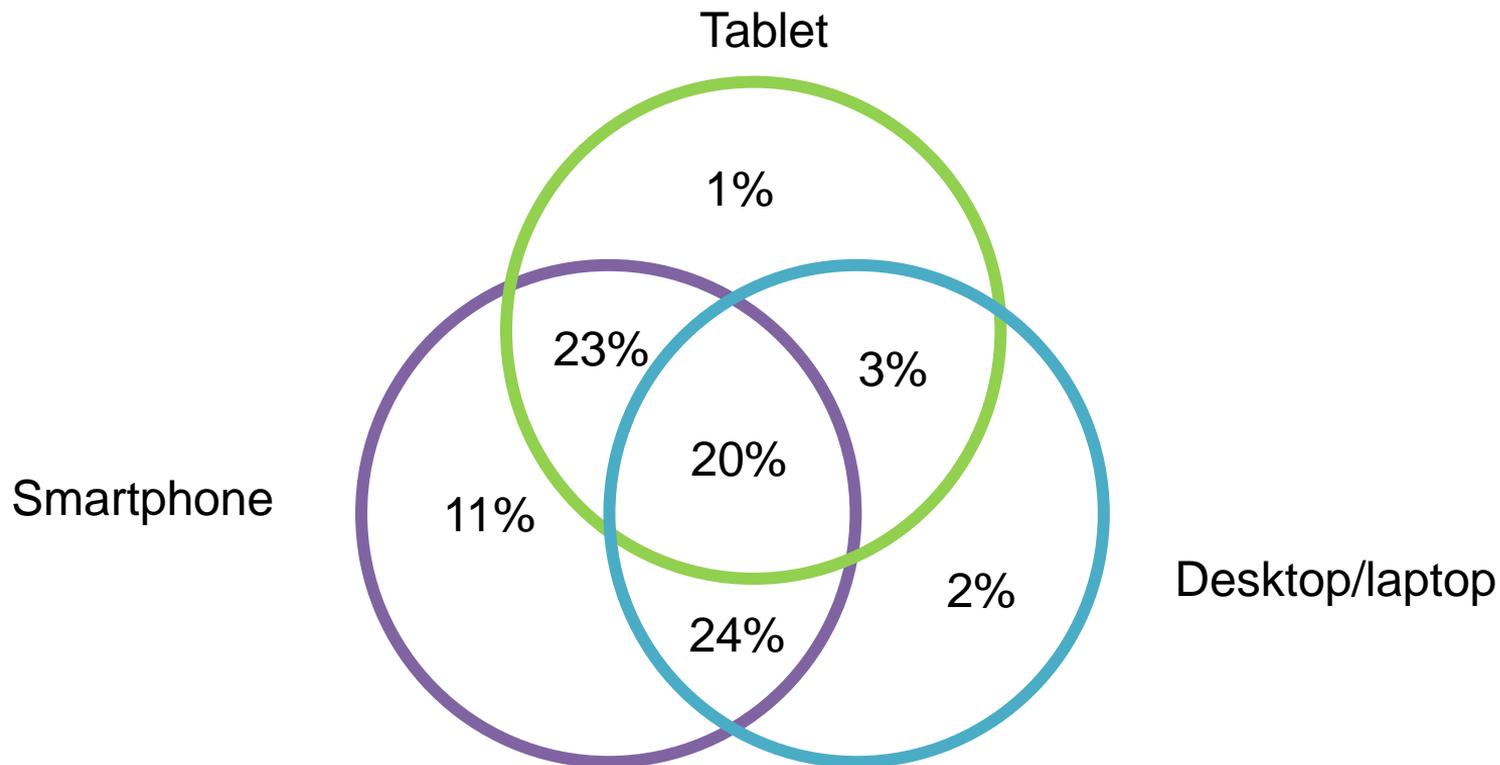
Tablet

1%

23%

3%

Smartphone

20%

11%

2%

Desktop/laptop

24%

B2. What devices or equipment do you use for NGT calls? All Respondents (431), All who have started using the NGT service in the last year (126), All with some hearing (185)

The NGT service allows users to access a wide range of audiences from informal communication with friends and family to contacting service organisations

Who use relay assistants to talk to

Category	Percentage
Work/colleagues	92%
Services	91%
Friends and/or family	90%

0%   50%   100%

B9.1 Please select the main methods you use to communicate with the groups listed below All respondents communicating with Friends & Family (409), Work colleagues, customers or clients (417), Services (424)
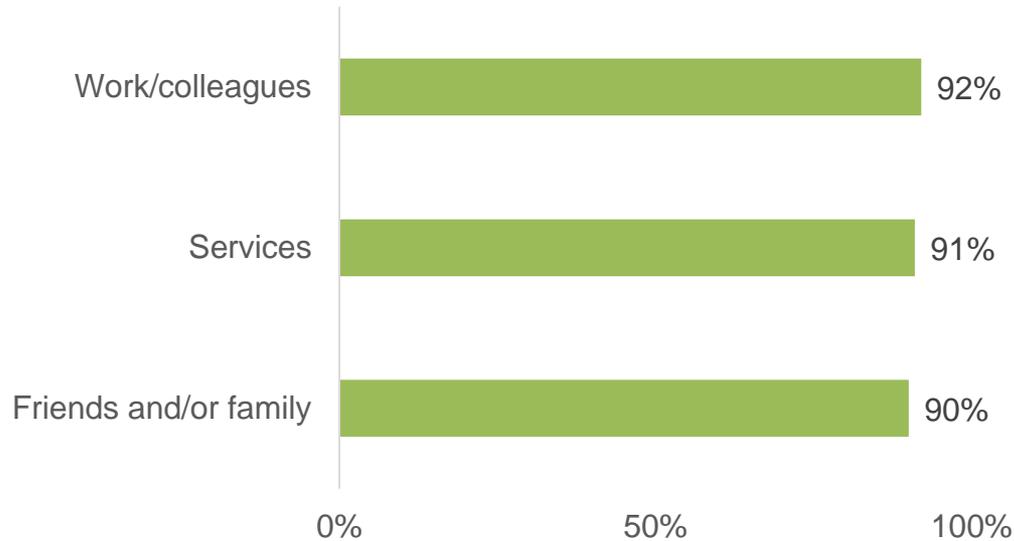
The NGT service is invaluable to users and it allows them greater independence and freedom. The ability to use the service on a range of devices is a real positive for users.
Developing the interfaces between devices will further ensure this positive experience.

Independence

"It's a **lifesaver** I can't be without this now. It's fantastic easy to use once you get it set-up and a big peace of mind that whatever happens wherever I am I can always use it."
Uses NGT several times a week, using for 3-6 months

"I love that it gives me the **freedom** and **independence** to make my own telephone calls. I love that it now gives me means to make mobile calls too. If NGT was to close or disappear, I wouldn't be at all happy!"
Uses NGT several times a month, using for more than 4 years

"**It's really changed the way that we work.** Previously Deaf staff here were reliant on hearing staff to make calls on their behalf or would have to personally come into the office for any discussions which didn't always fit into their working day well."
Uses NGT several times a month, using for between 6 months and a year

Range of devices

"NGT enable access to the telephone system through other devices"
Uses NGT several times a week, using for 1-2 years

"NGT can be used on other devices, **very convenient**"
Uses NGT everyday, using for between 6 months and a year

"The favourite thing is that he can **transfer calls** to computers and other devices, **very advanced**."
Uses NGT several times a week, using for 1-2 years

"You can use your computer to reply to the phone, and the **translation speed is very fast**."
Uses NGT several times a week, using for 1-2 years

Service satisfaction

Satisfaction with the NGT service is very high and has continued to increase wave on wave

Overall satisfaction:
Satisfied

| 2018	2016	2015
90%	82%	71%

Those who are dissatisfied are:
- Have no hearing: 11 out of 17
- Don't find the service easy to use: 10 out of 17
- Have been using the service for more than a year: 13 out of 17

I1. Thinking about the NGT service in general, how satisfied or dissatisfied are you with the service overall?, All respondents 2018 (431), 2016 (110)

The initial set up and simplicity of the service is key and ensuring that the service is easy to use both daily and at set-up will maintain satisfaction. Further support may be needed in ensuring that contact with the helpdesk leads to successful resolution or understanding of why issues are not resolved

Satisfaction with the NGT service overall
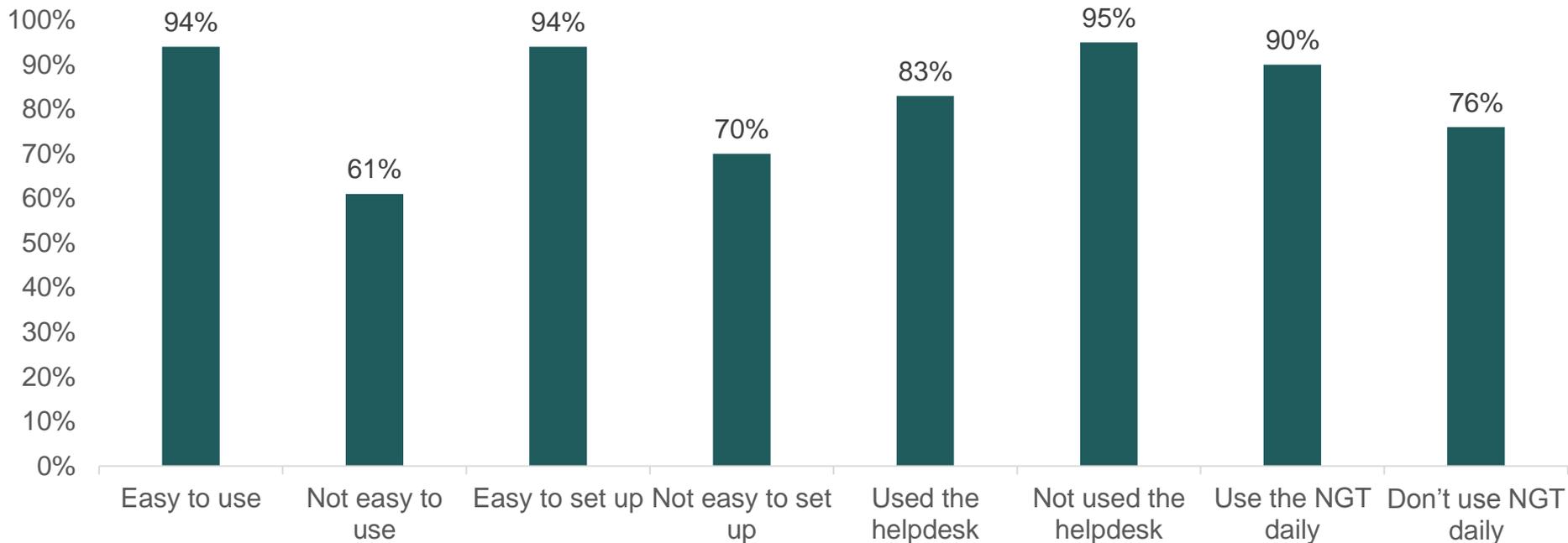
Bar chart showing satisfaction percentages:
- Easy to use: 94%
- Not easy to use: 61%
- Easy to set up: 94%
- Not easy to set up: 70%
- Used the helpdesk: 83%
- Not used the helpdesk: 95%
- Use the NGT daily: 90%
- Don't use NGT daily: 76%

I1. Thinking about the NGT service in general, how satisfied or dissatisfied are you with the service overall?, All who said the service is easy to use (375), All who said the service is not easy to use (56), All who use the NGT service daily (189) All who don't use the NGT daily 62), All who said it was easy to set up (355), All who said it was not easy to set up the service (76), All who contacted the helpdesk (148), All who haven't contacted the helpdesk (270)

Support of friends/family is helping users to find the process easy. There needs to be a continued focus on ensuring instructions are clear, easy to follow and provided in accessible formats, whilst ensuring helpdesk staff have all necessary information to hand to support users

How easy to set up the NGT service

Easy

Difficult

Instructions

"The set-up instructions are very **simple**, easy to understand, and **very easy to operate**."
*Uses NGT several times a week, using for 2-4 years*

"The installation video on the website is **very detailed**, I just installed it according to this video."
Uses NGT several times a week, using for between 6 months and a year

Help from friends and family

"I remember that it was not very clear. It was my **classmates who helped me** install it. It was very fast."
Uses NGT everyday, using for 2-4 years

Very easy — 14%
Fairly easy — 68%
Neither easy nor difficult — 10%
Fairly difficult — 5%
Very difficult — 3%

0% 20% 40% 60% 80%

Easy 82%

Difficult 8%
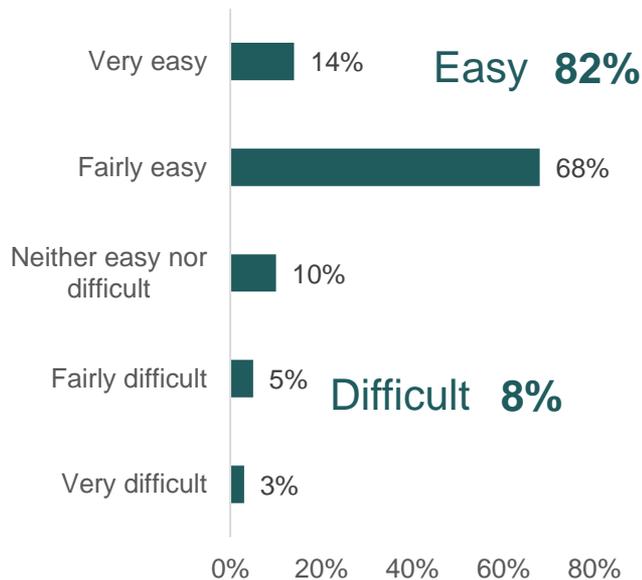
Instructions

"The instructions they provided **are not very easy to follow**. I had to watch **YouTube video** to understand fully."
Uses NGT several times a week, using for 1-2 years

"Because my first language is British Sign language so the English instruction is a bit tricky, but with a **help** from another Deaf friend I understood it easily."
*Uses NGT several times a month, using for 1-2 years*

Website

"The main problem is the **NGT website**. There are areas which are **not clear and sometimes conflicting.**"
Uses NGT once a week, using for 1-2 years

I4. Thinking about when you first started using the service, how easy was it to setup (the) NGT (service)? All respondents (431)

Most find the NGT service easy to use on an going basis. However, further support may be needed for the helpdesk as even after contacting them, users were still less likely to say they found the service easy to use

How easy is the NGT service to use

Very easy — 24%
Easy **87%**

Fairly easy — 63%

Neither easy nor difficult — 10%

Fairly difficult — 3%
Difficult **3%**

Very difficult — 0%

0%   20%   40%   60%   80%
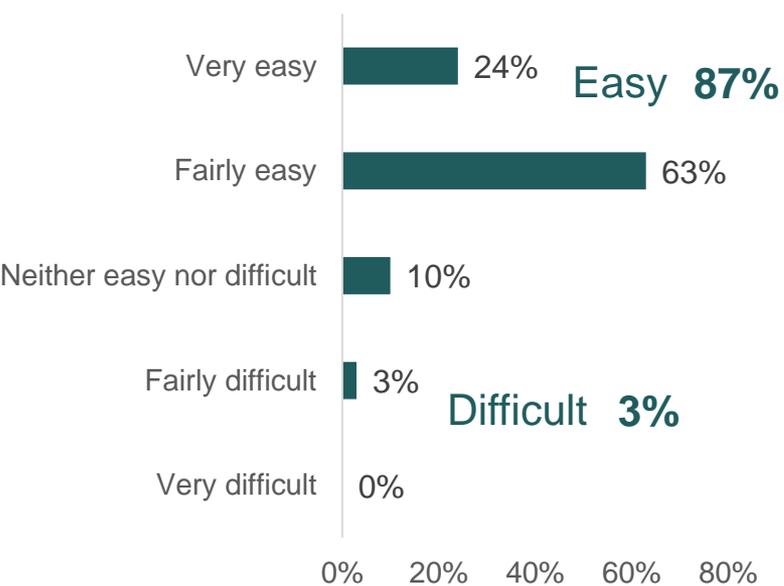
	Easy to use	Difficult to use
Not satisfied with the service overall	50%	16%
Use the NGT service less than once a week	67%	16%
Contacted the helpdesk	76%	7%

Overall users of NGT are very satisfied with the reliability of the NGT service technology

How satisfied are you with the reliability of the NGT service technology
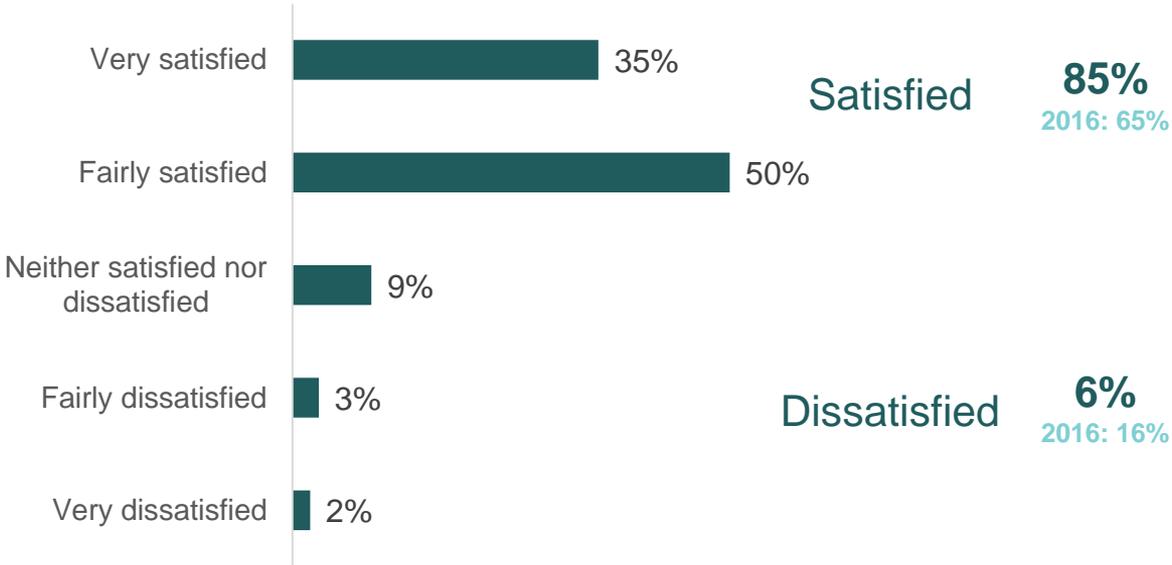
Very satisfied	35%
Fairly satisfied	50%
Neither satisfied nor dissatisfied	9%
Fairly dissatisfied	3%
Very dissatisfied	2%

Satisfied **85%**
2016: 65%

Dissatisfied **6%**
2016: 16%

C1.1.5 The reliability of the NGT service technology e.g. no error messages or the software freezing How satisfied or dissatisfied are you with. All respondents using a relay assistant (429)

Contacting the helpdesk does not appear to resolves issues, or users are left with ongoing issues with reliability that are outside the control of BT. Focusing on providing further support via the helpdesk to help resolve issues and also understanding of issues will help

Satisfaction with the reliability of the NGT service
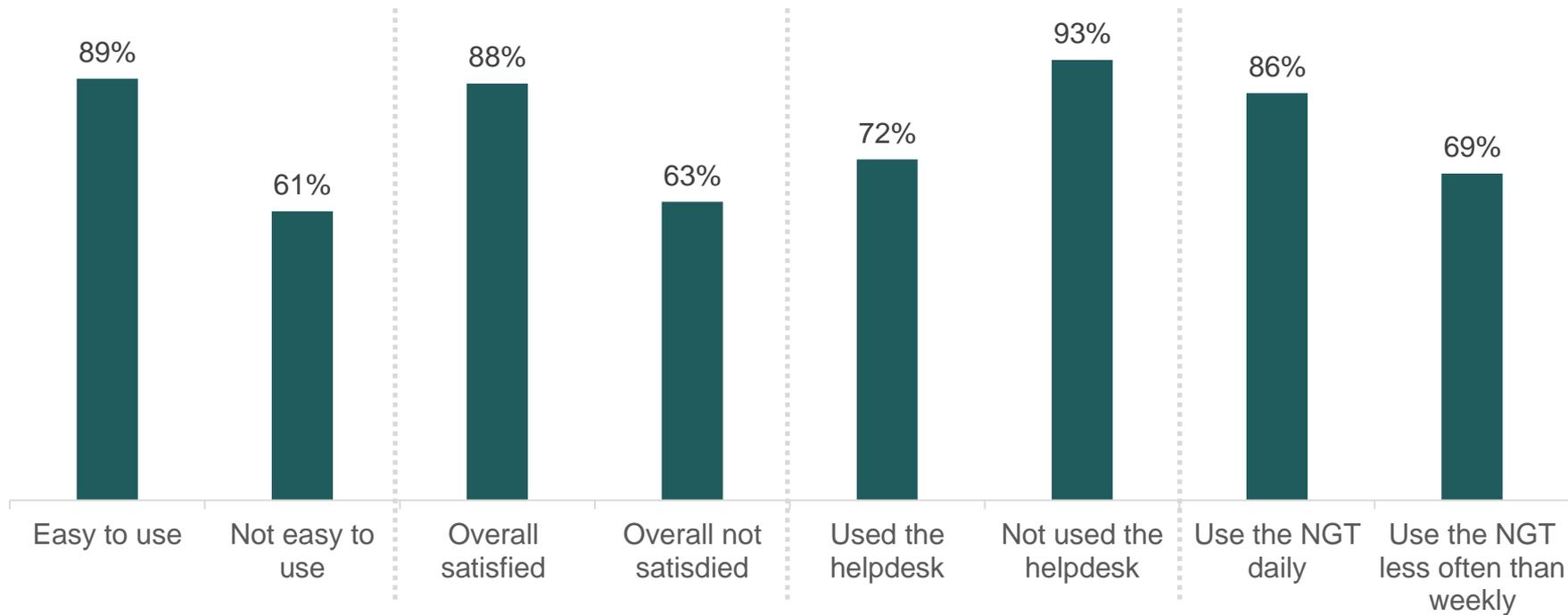
Category	Value
Easy to use	89%
Not easy to use	61%
Overall satisfied	88%
Overall not satisdied	63%
Used the helpdesk	72%
Not used the helpdesk	93%
Use the NGT daily	86%
Use the NGT less often than weekly	69%

C1.1.5 The reliability of the NGT service technology e.g. no error messages or the software freezing How satisfied or dissatisfied are you with. All who find the service easy to use (373), All who do not find the service easy to use (56), All who are satisfied with NGT overall (386), All who are not satisfied with the NGT service overall (43), All who have contacted the helpdesk (146), All who have not contacted the helpdesk (270), All who use the NGT service everyday (189), All who use the NGT service less than once a week (61)

The NGT service allows users to access a wide range of audiences from informal communication with friends and family to accessing services. Satisfaction with the relay assistant is high, an area to maintain to ensure an easy and smooth process for users

Satisfied

Spelling of the text typed by the relay assistant

84%
2016: 81%

How quickly the relay assistant answers your call

82%
2016: 56%

How quickly the relay assistant relays the conversation

85%
2016: 75%

C1.1 How satisfied or dissatisfied with the following…. All who use a relay assistant (429)

Users are generally very happy with the service and it provides a real life line, however improvements to the website and reducing waiting times for calls and further promoting the service will further enhance the benefits of the service

More relay assistants

"Employ more **operators** to avoid **longer waiting time** of getting connected to my source?"
Uses NGT once a week, using for more than 4 years

"May have **more operators** on during busy times"
Uses NGT once a month, using for more than 4 years

Promotion of the service

"**Awareness** of what it is and how to use it. I used to use typtalk with a minicom but when my minicom broke I **didn't understand** that NGT could be used with an iPad and landline. "
Uses NGT less often than once a month, using for 3-6 months

Update the website

"Personally, I can work NGT no problems but I can see how some of the messaging can be **confusing** for other deaf, esp. those whose **first language is BSL**. This, I guess, could be improved. The website could certainly do with a total **overhaul** and make things much **easier to find**."
Uses NGT several times a month, using for more than 4 years

It was **hard to find** the right information from ngt website and copy to pass on my friends.. took a while to search google...   **website need improving** and more simple **plain English/bsl for others**. pinpoint • link to find it quicker"
Uses NGT several times a month, using for 1-2 years

"**Sort the website out**. Cut 90% of the verbiage. Get **expert advice** from a) people who know about user interfaces and accessible design and b) people who know about how to use language accessibly for deaf people, c) provide information for deaf people in **clear BSL videos** (which aren't just translation of the English) with subtitles, voice over and demonstrations of content."
Uses NGT several times a month, using for more than 4 years

NGT Service Website & Helpdesk

Next Generation
Text Service

Welcome to the Next Generation Text Service

If you can't hear or speak on the phone we can help you.

Why use Next Generation Text?

If on telephone calls you can't hear the other person's voice or don't catch all that they're saying, or they can't understand what you're saying, the Next Generation Text (NGT) Service can help.

By using a **smartphone**, **tablet**, or **computer** and making a **phone call** you can type to our **relay assistant** who will speak your words to the person you're calling, and the **relay assistant** will type their reply so you can read it on your display. Whether you use NGT at **home**, in your **office**, or **on the move** you can order takeaways, book taxis, use phone banking, order goods, or just chat by typing and/or reading your phone conversation.

Can't hear on the phone - our relay assistants will type what the other person is saying so that you

Scores suggest the website is easy to navigate with the majority finding what they are seeking. Of all areas, fewest users found the support they required when encountering a problem. Could signposting to help sections be made clearer?
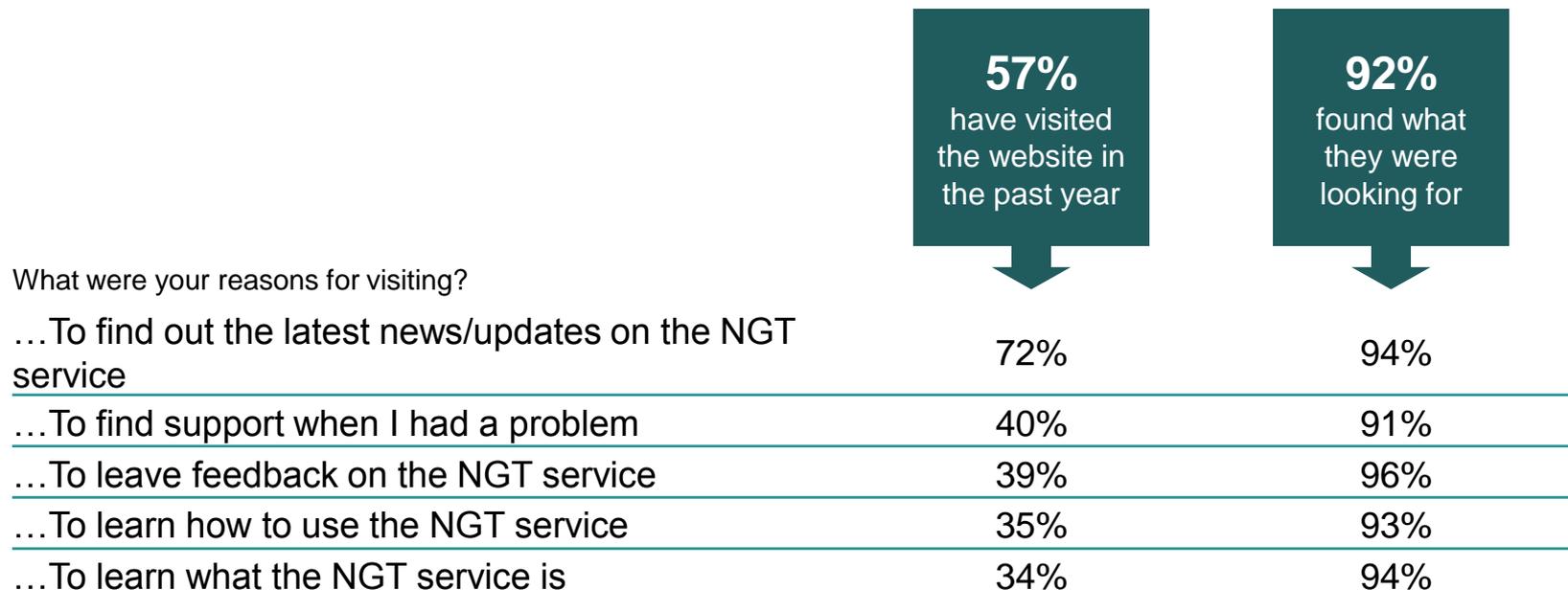
57%
have visited the website in the past year

92%
found what they were looking for

What were your reasons for visiting?

…To find out the latest news/updates on the NGT service	72%	94%
…To find support when I had a problem	40%	91%
…To leave feedback on the NGT service	39%	96%
…To learn how to use the NGT service	35%	93%
…To learn what the NGT service is	34%	94%

* Please note the survey was conducted prior to the new website being launched in October 2018

Less frequent users and those who need an assistant for support are more likely to have visited the website. Despite ratings generally being positive, users reference a range of potential improvements, including around language and especially set-up instructions

Those who use NGT to support their communication are more likely to have visited the website

Hearing	% visiting website
I can hear *some* speech over the telephone, but I read the text to support what I hear	**69%**
I can't hear *any* speech over the telephone	**48%**

Speaking	% visiting website
My voice is *not always* easily understood, so I type what I want to say to support my telephone conversations	**66%**
I *do not* use my voice and don't speak at all in telephone conversations	**50%**

Frequent users are less likely to visit the website

Use a relay assistant …	Everyday	Several times a week	Once a week or less
% visiting website	**44%**	**68%**	**65%**

Improving language and navigation

"It was **hard to find the right information** from NGT website and copy to pass on my friends.. took a while to search google... website need improving and more simple plain English/BSL for others."
Uses NGT several times a month, using for 1-2 years

"The ngts.org.uk website was and remains horrific. It's **walls of text which are not clear** - not deaf friendly in use of language for oral or sign language using deaf people who are likely to have language impairments. The navigation is horrendous. Sometimes there are 2 similar versions of a page, so some links go to X and some go to Y. I often find myself **going round and round in circles** never finding the page I actually want. The website needs a "for new users" section, "how NGT works" and a separate section for hearing people receiving NGT calls."
Uses NGT several times a month, using 4+ years

E1.a Have you visited the NGT service website (www.ngts.org.uk) in the last 12 months? All Respondents (431)

* Please note the survey was conducted prior to the new website being launched in September 2018

Website users reference difficulty setting up NGT and difficulty with the instructions, but those referencing the video seem to have found this easier. Can the videos be prioritised over the written instructions?

The written instructions seem to be confusing to some…

"The website could be a lot simpler/ clearer on setting up. The wording for example on **linking phones**. Only the deaf person needs to download the app and link their phone to the app but that isn't entirely clear. **It is not obvious what phone number they are talking about.** Is it a recipient or your own? It should actually spell out the fact that having downloaded and installed the app you must link your own phone to the app. It could give advice on how to store numbers; it might seem obvious to some but not everyone."
Uses NGT once a week, using for 1-2 years

"I **could not work out how NGT worked**. I was looking for the wire I connected between my telephone line device and the computer. It was never explained clearly that the reason each phone line needs to initially "link" means that there is some kind of server side linking between the phone once it's dialled 18001 + number and the NGT-Lite software. This could be done simply with a diagram as well as clear words."
Uses NGT several times a month, using 4+ years

… but users found the videos online very helpful.

"The **installation video** on the website is **very detailed**, I just installed it according to this video."
Several times a week, using for 6months to a year

E1.a Have you visited the NGT service website (www.ngts.org.uk) in the last 12 months? All Respondents (431)

* Please note the survey was conducted prior to the new website being launched in October 2018

Contact us

If you want to ask a question or give us feedback about things like the NGT Service, NGT Lite, text relay or setting up a TextNumber, here are the ways you can get in touch.

If you've got a problem, query or complaint about your phone line, phone bill or your broadband, you'll need to contact your Communications Provider.

Please enter your details and message below and click **Send.**

Fields marked with *are required.

Your first name:

*Your last name:

Your phone number:

A third of users have contacted the Helpdesk, which is used most often for the purpose of troubleshooting and reporting problems. Satisfaction with the Helpdesk is high, but could ratings be moved from 'fairly' to 'very' satisfied?

34%
have contacted the Helpdesk

78%
were satisfied with the support
(in the past 6 months)
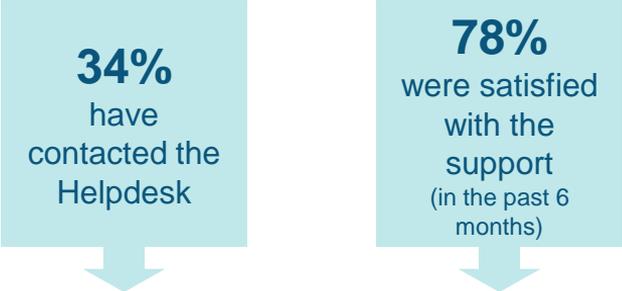
What were your reasons for contacting the Helpdesk?

…To report a problem with the NGT service	80%	80%
…To ask for support in making or answering a call	72%	80%
…To ask for support setting up the NGT service	72%	77%

Other reasons for contacting the Helpdesk included…

- To make a practice call (2)
- To make a complaint (1)
- To inform of service refusing incoming call (1)
- To make an enquiry about SMS functionality (1)

7-8% say they are 'very' satisfied, with 70-75% saying they are 'fairly' satisfied

C8. Have you contacted the NGT (or Text Relay) Helpdesk for Support at any point? All Respondents (431)
C8a. What was the reason for contacting the NGT (or Text Relay) Helpdesk? All participants who have contacted the Helpdesk (148)
C8b. How satisfied or dissatisfied were you with the support you were given? All participants who have contacted the Helpdesk in the last 6 months (136)

The Helpdesk is used predominantly by new users, and especially those who have found set-up challenging. Those using apps to access the service appear to have less need to contact the Helpdesk, with Screen Phone users more likely to make contact for help.

Those who find set up difficult are more likely to contact the Helpdesk
% who have contacted the Helpdesk by ease of set-up

64%

35%

16%

Very Easy   Fairly Easy   Not easy
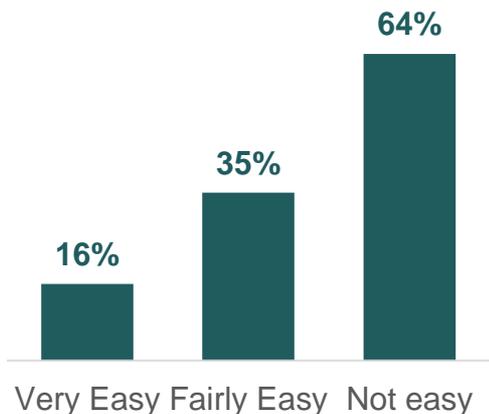
Those using Screen Phones are more likely to contact the Helpdesk
% who have contacted the Helpdesk by device

56%

31%

27%

34%

Screen phone   Smartphone   Desktop   Tablet
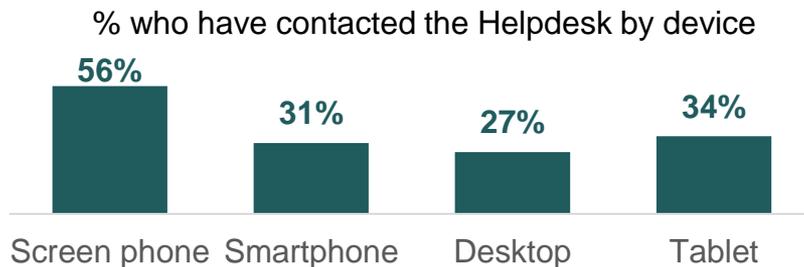
Newer users are more likely to make contact

42% using NGT for **less than 1 year** have contacted the Helpdesk

**31%** using NGT for **more than 1 year** have contacted the Helpdesk

C8. Have you contacted the NGT (or Text Relay) Helpdesk for Support at any point? All Respondents (431)

Sources of Information

Social media is a common source of information about support and is often considered the main source, followed by other informal sources. When communicating about the NGT service, messages should be shared via social media and charity groups to ensure widest coverage.

Sources of information about support

Source	All used	Main
Facebook	68%	49%
Friends/family	57%	14%
Twitter	45%	12%
Community group or charity	27%	5%
Traditional media (e.g…	23%	6%
Work/ college	19%	7%
Instagram	18%	3%
Snapchat	12%	2%
Websites	4%	2%
Other social media	*%	*%

■ All used
■ Main
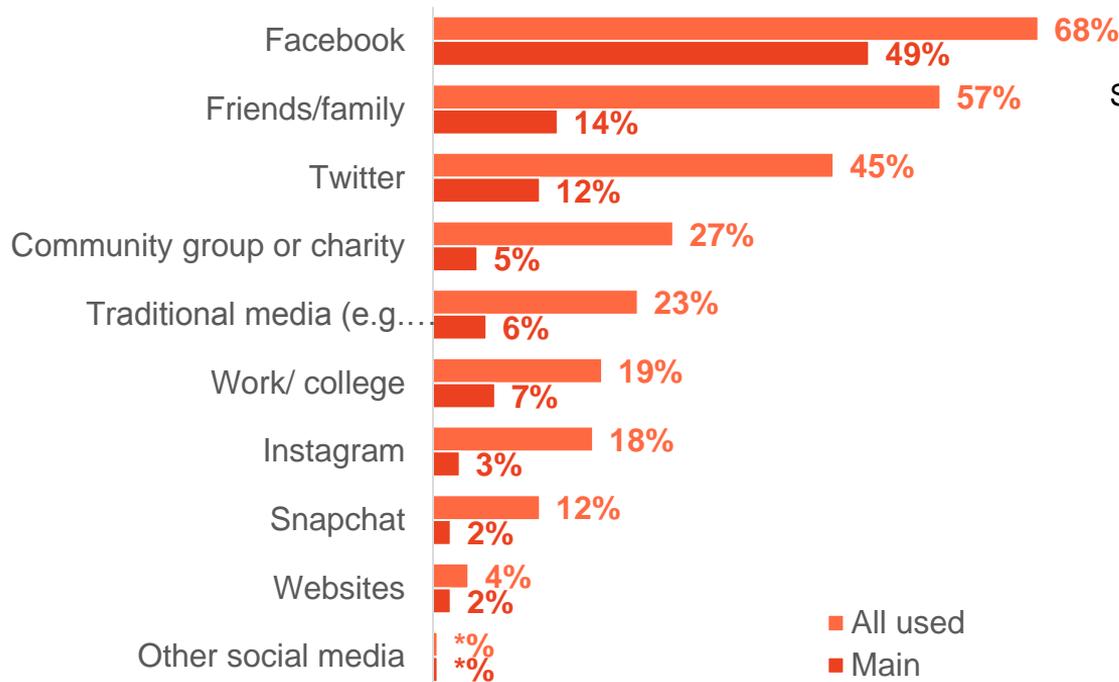
Specific websites mentioned
- Action on Hearing Loss
- Association of Teachers of Lipreading to Adults
- BIDServices
- British Tinnitus Association
- d/Deaf Teachers of the Deaf
- Equality and Human Rights Commission
- Hearing Link
- LimpingChicken
- NGT
- Ofcom
- Royal Association of Deaf People
- SENSE
- Signhealth
- UK Council on Deafness

G1a. Please select all sources you typically use to find information about support for people who are d/Deaf or speech impaired. All participants (431)
G1b. Please select the MAIN source you typically use to find information about support for people who are d/Deaf or speech impaired. All participants (431)

Broadly matching sources of support, many found out about NGT via Facebook, Twitter and family or friends.

Sources of information about NGT

Source	%
Facebook	66%
Twitter	35%
Friends/family	33%
Community group or charity	16%
Work/ college	16%
Traditional media (e.g. newspaper, TV)	15%
Snapchat	12%
Instagram	11%
Websites	*%
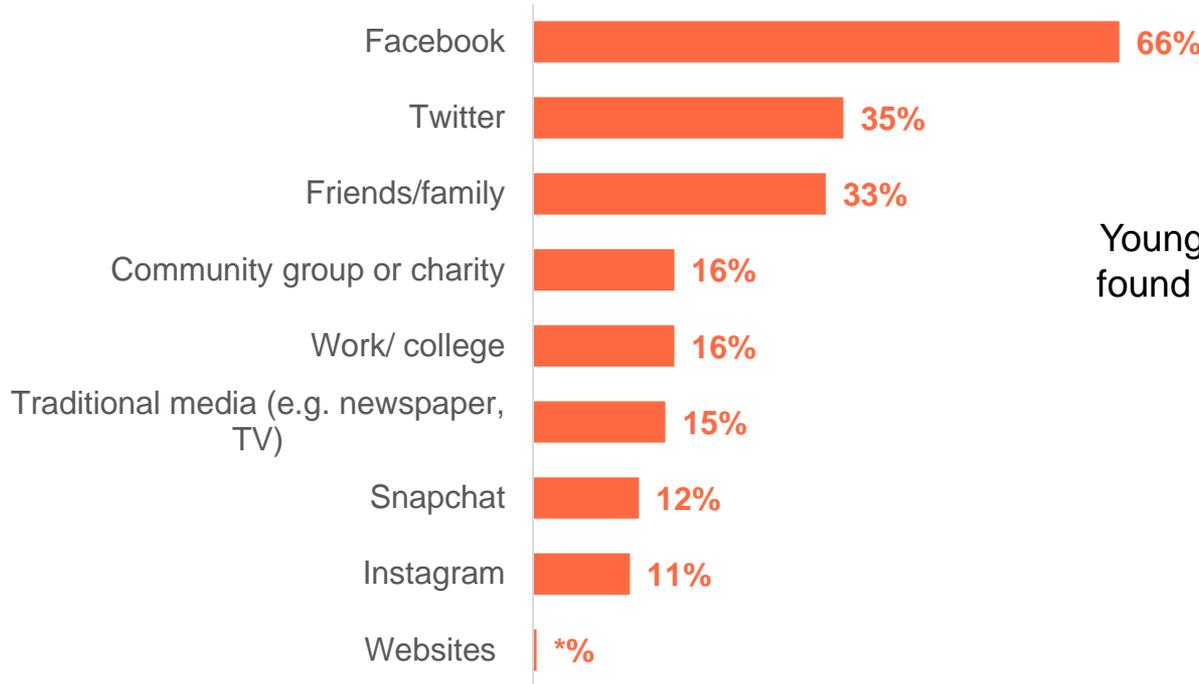
Younger users are more likely to have found out about NGT via Social Media

	% finding NGT on social media
16-34 years	**91%**
35-44 years	**71%**
45 years +	**85%**

G2. From which source(s) did you first find out about the NGT (or Text Relay) service from? All participants (431)

Appendix

Sample

- Those who have used the NGT service within the last 12 months
- Users self-classified as one of the following:
  - Deaf (this includes a range of terms for example Deaf, deaf and deafened)
  - Deafblind
  - Hearing impaired (this encompasses those who would categorise themselves as hard of hearing or with some form of hearing loss)
  - Speech impaired
  - Those who are not deaf, hard of hearing or speech impaired but who use the text relay service in a professional capacity or to communicate with friends or family
  - Can't hear speech over telephone
  - Can hear some speech over the telephone

Profile of achieved interviews

- In 2016 only those who had used the service in the last month were invited to complete the survey. In 2018 those who have used the service in the last 12 months were invited, meaning that there will be differences in the profile of those completing the survey, potentially affecting the results seen. Comparisons with 2016 should therefore be treated as indicative only.

Classification	Sample Size	
	2018	
Frequency of using the NGT service		
At least once a month	363	84%
At least once in the last 6 months	60	14%
At least once in the last 12 months	8	2%

Profile of achieved interviews

Classification	Sample Size			
	2018		2016	
Deaf	184	43%	93	85%
Hard of hearing	218	51%	13	12%
Speech impaired	29	7%	2	2%
Deafblind	22	5%	1	1%
Not deaf/impaired	23	5%	1	1%
Other	1	*	3	3%
Male	249	58%	47	43%
Female	181	42%	63	57%
16-34	207	48%	24	22%
35-54	213	49%	47	43%
55+	11	3%	39	36%

![Watermelon logo]

WATERMELON

Watermelon Research

5th Floor, Holborn Gate, 26 Southampton Buildings

London, WC2A 1AH, United Kingdom

+44 (0)20 7861 2080

info@watermelonresearch.com