

# User Experience Research Learnings

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**CONCENTRIX**  
CATALYST



# Background and Objective

Between May and June 2022, we conducted user interviews and an online survey to capture a 360° view and measure of the NZ Relay user experience. Through the analysis of interview and survey responses, we can provide a quantitative baseline to understand the effectiveness of the service and areas of optimisation.

This research was conducted through interviews with users and collecting direct NZ Relay users' feedback of their interaction via an online survey.

The key areas of focus were on:

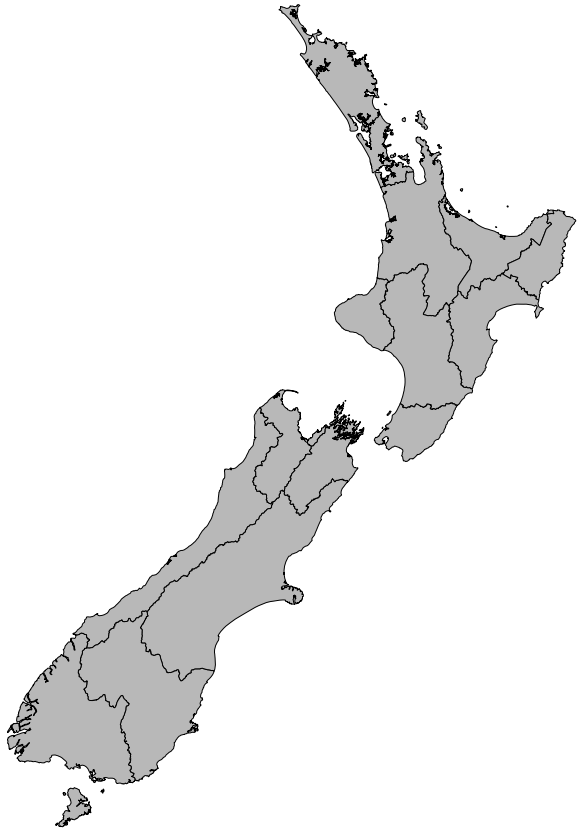
- Awareness; of service
- Satisfaction; with service
- Ease; of use
- Comfort; to use

# Research Approach

NZ Relay User Survey	NZ Relay User Interview
<b>Survey Design</b>	<b>Interview Design</b>
Survey designed to maximise completion by those offered and capture service experience	
<b>20 Survey Questions:</b> 10 required questions followed by 10 optional questions upon user approval	In Person interviews conducted at the Concentrix Catalyst site in Mt Albert
	Deaf and hearing (NZSL) interpreters present for the in-person interviews
<b>5 weeks</b> collection period: 16 May 2022 to 17 June 2022	Hearing (NZSL) interpreters present for online interviews
<b>Survey offered across 6 Service Types:</b> Text Relay, Captioned Relay, Speech to Speech, TTY to Voice, TTY Voice Carry-Over, TTY Hearing Carry-Over and Video Interpreting Services	Live Captions provided
<b>Survey Responses</b>	<b>Interview Responses</b>
73 Responses	<b>6 In Person Interviews (Auckland):</b> <ul style="list-style-type: none"> <li>Conducted at the Concentrix Catalyst site, Mt Albert</li> <li>5 Video Interpreting Service Users</li> <li>6 App/Web Text users</li> <li>5 women and 1 man</li> </ul>
<b>3 Service Types</b> Responded  Typical time to complete survey was <b>7 minutes and 25 seconds</b>	<b>5 Online Interviews (Zoom):</b> <ul style="list-style-type: none"> <li>4 Video Interpreting Service Users</li> <li>4 App/Web Text</li> <li>3 women and 1 man</li> </ul>



# Respondents' Demographics



User Survey Respondents		
Place	Percentage of respondents	Number of respondents
Auckland	35%	26
Canterbury	22%	16
Not Provided	14%	10
Waikato	7%	5
Manawatu-Whanganui	5%	4
Bay of Plenty	4%	3
Hawkes Bay	4%	3
Wellington-Wairarapa	4%	3
Nelson	1%	1
Northland	1%	1
Southland	1%	1
Taranaki	1%	1

User Interview Respondents		
Place	Percentage of respondents	Number of respondents
Auckland	64%	7
Christchurch	18%	2
Palmerston North	9%	1
Waikanae	9%	1
Cultural Background		
Māori		1
New Zealand European		7
South African		1
Brazilian		1
Unknown		1

Source: NZ Relay Online Surveys, 16<sup>th</sup> May'22 – 17<sup>th</sup> Jun'22, N=74  
 Source: NZ Relay User Interviews, May – June 2022. N = 11



# NZ Relay User Experience Ratings

NZ Relay User Survey					
<ul style="list-style-type: none"> <li>75%-89% respondents <b>Agreed and Strongly Agreed</b> that their NZ Relay experience was positive</li> </ul>					
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I was satisfied with the service today	3%	4%	18%	28%	47%
The service met my need	1%	3%	21%	29%	46%
The service was easy to use	nil	5%	13%	32%	50%
I felt comfortable with the service	nil	3%	8%	34%	55%

NZ Relay User Interview					
<ul style="list-style-type: none"> <li>Respondents were asked to rate their experience with the service types mentioned below</li> </ul>					
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Text Relay (Web & App) satisfaction	nil	nil	34%	33%	33%
VIS satisfaction	nil	nil	nil	44%	56%

Source: NZ Relay Online Surveys, 16<sup>th</sup> May'22 – 17<sup>th</sup> Jun'22, N=74  
 Source: NZ Relay User Interviews, May – June 2022. N = 11



# NZ Relay User Survey Key Stats

- **58% of respondents were promoters** for New Zealand Relay Services and would recommend to a friend or family member.
- According to survey responses, the services that were accessed the most are **Video Interpreting Services (55%)** and **Text Relay (29%)**. The remaining **16%** accessed **multiple Relay services** for their most recent call.
- The **main reasons** for using New Zealand Relay Services were:
  1. Contacting a Business (32.4%)
  2. Contacting a Doctor/Medical (25%)
  3. Other, general or multiple reasons (16.2%)
  4. Contacting a NZ Relay user (8.8%)
  5. Contacting Friends/Family/Whānau (5.9%)
  6. Contacting a Government Department (5.9%)
  7. Making a purchase (2.9%)
  8. For work purposes (2.9%)

Source: NZ Relay Online Surveys, 16<sup>th</sup> May'22 – 17<sup>th</sup> Jun'22, N=74



# NZ Relay User Survey Analysis

When respondents were asked how easy it is for other parties/standard phone users to contact them using NZ Relay, the analysis was:

- **64%** of the respondents **did not think it is difficult**
  - **30%** of the respondents **did think it was difficult or very difficult**
  - **5%** of the respondents **did not answer**
- 

When respondents were asked how did they first find out about the NZ Relay, the responses were:

- **38%** of the respondents heard about New Zealand Relay through **community groups**
- **32%** of the respondents **do not remember**
- **19%** of the respondents found the **New Zealand Relay website**
- **5%** of the respondents were recommended the service through **family/friends**
- **3%** of the respondents were informed by an **advocate**
- **3%** of the respondents were recommended the service through **WINZ/Job Provider**

# NZ Relay User Survey Analysis

When the respondents were asked how do they communicate with other parties/standard phone users apart from the NZ Relay, the communication channels were:

- **Almost 50%** of the respondents use common non-voice communication channels such as **emails, SMS or Website Live Chat**
- **33%** of the respondents communicate through **friends/family**
- **31%** of the respondents use **other interpreting services**
- **10.3%** of the respondents **did not answer**
- **3%** of the respondents communicate through their **advocate and Personal Care Worker**
- **3%** of the respondents use **multiple methods of communication** other than New Zealand Relay



# NZ Relay User Interview Analysis

According to users' interview verbatim, New Zealand Relay provides:

- Independence
- Access
- Cultural Inclusion
- Vocation and Study
- Choice

Interview participants were mostly happy with **calls being recorded for quality purposes** with an **option to opt-out** for personal calls

The majority of participants agreed to have an **easy registration and hassle-free login process** to access New Zealand Relay services.

# NZ Relay User Recommendations

Analysis on survey verbatim indicated the following 5 themes for improvements to the New Zealand Relay service:

- **19%** of the respondents recommended **more staff** to reduce long wait times
- **16%** of the respondents were **happy with the current service**
- **7%** of the respondents recommended **better functionality** of the services
- **5%** of the respondents recommended **more options to contact** New Zealand Relay
- **3%** of the respondents recommended **enhancing the interpreter booking process**

Other improvement areas from respondents through interviews and the online survey were:

- Have a **24/7 VIS** and making it easier to **reconnect with VIS after losing contact**
- More **Māori and Pacific Island Interpreters**
- **Male interpreters**
- **Dress code and “contrast”** for interpreters
- Technical recommendations included bringing back **the typing indicator on Web Text Relay** and to expand on technologies such as **FaceTime, WhatsApp for people in low connectivity areas.**

# Key Takeaways

1. NZ Relay users are aware of and make use of more than just one access type.
2. Most of the respondents had a positive experience of the New Zealand Relay service.
3. A majority of users found it easy to be contacted through the New Zealand Relay services.
4. Most users found out about New Zealand Relay services through the community.