Oxford City Council - Chatbots

User recruitment guide

February 2019

Introduction

All councils will need to conduct user recruitment in order for user interviews to take place. This needs to happen, regardless of who is conducting the research (ie: Council or Torchbox). Users will want to know:

What is the intention?

We are conducting user research to explore how we can improve and develop local council service delivery.

Worth including the research theme / council service we are focussing on. Including any other details about the project at this point might skew the type of users we recruit.

What are the requirements?

You will be required to share the date, duration and place where the research is taking place.

What is the incentive?

Providing an incentive of £1 per minute of users time is in line with best practice.

Any less than this can potentially make users feel like it is not good value for their time and put attendance at risk.

I would recommend the following:
- Amazon - https://www.amazon.co.uk/
- Post Office - https://www.postoffice.co.uk/one4all-gift-card
- The Restaurant Choice - https://www.restaurantchoice.co.uk/

Engagement

You can expect three or four rounds of engagement during user recruitment.

1) Initial advertising of research activity
2) Contacting interested participants * (only if advertising over the phone or in person)
3) Screening interested participants
4) Confirming activity details with participants

Initial advertising

Your first point of contact can be through any channel you have at your disposal. You must decide a single point of contact per council so users can contact you, express interest and organise activity details.

- **Council website**
  On the relevant service page (ie: Planning, Waste, etc), you can display a temporary notification / content where you advertise the research activity.
  CTA: Email if interested.

- **Social media**
  Short Facebook or Twitter posts advertising the research activity following relevant tone of voice.
  CTA: Email if interested.

- **Phone customer service**
  End relevant customer service (ie: Planning, Waste, etc) with short script advertising the research activity. Call centre staff must be notified and trained on requirements.
  CTA: Please give us your email address and we will be in touch.

- **In person**
  a) Front line staff can advertise the research activity at the end of interaction with customers for relevant services (ie: Planning, Waste, etc). Front line staff must be notified and trained on requirements.
  CTA: Please give us your email address and we will be in touch.

b) Posters can be printed and displayed on site.
<u>CTA</u>: Email if interested.

You can use this baseline text (or variations thereof) for your user recruitment advertising:

Title (if relevant): Earn a £60 voucher for an hour of market research

(Insert name here) Council wants to improve and develop its services. We need to speak with residents about their experience with our (insert service here) service.

Interviews will take place (at location) on (day) and (day) of (month) and will take no longer than an hour. You will be awarded with a £60 voucher upon completion of your interview.

If you are interested, please get in touch with us at (email address) for more details.

Example:

Doncaster Council wants to improve and develop its services. We need to speak with residents about their experience with our Waste & Recycling service.

Interviews will take place at the Doncaster Council Civic Office on the 18th and 19th of March and will take no longer than an hour. You will be awarded with a £60 voucher upon completion of your interview.

If you are interested, please get in touch with us at nigel@doncaster.gov.uk for more details.

Contacting interested participants

If you are advertising over the phone or in person, your teams will be passing on emails of interested participants for you to contact.

Note: it is important your staff notify users that their emails will be used solely to contact them about this research activity.

When contacting interested participants, you should provide written details about the activity and take the opportunity to ask screener questions:

Title (if relevant): Earn a £60 voucher for an hour of market research

(Insert name here) Council wants to improve and develop its services. We need to speak with residents about their experience with our (insert service here) service.

Interviews will take place (at location) on (day) and (day) of (month) and will take no longer than an hour. You will be awarded with a £60 voucher upon completion of your interview.

You can select a voucher from any of the below options:
- *Amazon - https://www.amazon.co.uk/*
- *Post Office - https://www.postoffice.co.uk/one4all-gift-card*
- *The Restaurant Choice - https://www.restaurantchoice.co.uk/*

If you are interested, please reply to this email with answers to the questions below:

1) *How old are you?*

2) *Have you ever accessed our (research area) services or customer services:*
   a) *No, I haven't*
   b) *Online*
   c) *By phone*
   d) *In person*

3) *Are you available between 10am and 4pm on:*
   a) *Monday (day and month)?*
   b) *Tuesday (day and month)?*

Thank you, we will be in touch soon to agree a time.

Screening interested participants

If you are advertising online or through a physical poster, interested participants will be contacting you directly for more details.

When contacting interested participants, you should provide written details about the activity and take the opportunity to ask screener questions:

Title (if relevant): Earn a £60 voucher for an hour of market research

Hello (name / resident),

Thank you for showing interest in taking part in our market research.

(Insert name here) Council wants to improve and develop its services. We need to speak with you about your experience with our (insert service here) service.

Interviews will take place (at location) on (day) and (day) of (month) and will take no longer than an hour. You will be awarded with a £60 voucher upon completion of your interview.

You can select a voucher from any of the below options:
  - *Amazon - https://www.amazon.co.uk/*
  - *Post Office - https://www.postoffice.co.uk/one4all-gift-card*
  - *The Restaurant Choice - https://www.restaurantchoice.co.uk/*

If you are interested, please reply to this email with answers to the questions below:

4) *How old are you?*

5) *Have you ever accessed our (research area) services or customer services:*
    a) *No, I haven't*
    b) *Online*
    c) *By phone*
    d) *In person*

6) *Are you available between 10am and 4pm on:*
    a) *Monday (day and month)?*
    b) *Tuesday (day and month)?*

Thank you, we will be in touch soon to agree a time.

Confirming activity details

You will be required to shortlist a maximum of 6 users for user research - they must:
- Be representative of different age groups
- Have somehow accessed your services or customer service
- Be available during the times you will be conducting user interviews

You will then contact them to arrange a suitable time and ensure they know <u>where</u> they have to be and <u>when</u>.

Note: if you are conducting your interviews remotely (over the phone) you will need to ask for a contact telephone number.

This step of the process can be time consuming when communicating available time slots with multiple people. You can opt do this manually, or opt to use a service that allows users to 'self-service' their booking.

YouCanBook.Me - https://youcanbook.me/
This is a paid service - but there is a free version. It works by syncing with your calendar, allowing you to set availability and allowing users to select a time that suits them.

Here is a video explaining how it works:
https://www.youtube.com/watch?time_continue=6&v=Fu4Zpm8SlNk

Note: if you want to use a service such as YouCanBook.Me you will need to share a link with users once you have shortlisted them to take part in user interviews.

Finally:

For the four lead Councils recruiting users for Torchbox to interview, please share scheduling information with us here:
https://docs.google.com/spreadsheets/d/18RHlD6i5_IRPHiTZoMmbKQXZvlwkr4E2NSzBBzg31-I/edit?usp=sharing