



# **Rail Ombudsman Consumer Satisfaction Survey**

## **Statement of Work**

**February 2024**

This Statement of Work ("SoW") is effective as of 15/02/2024 and is entered into by and between Rail Ombudsman ("Client"), and Ipsos, having its registered office at 3 Thomas More Square, London, E1W 1YW, United Kingdom ("Provider").

Below details the Rail Ombudsman Consumer Satisfaction Survey for October 2023 to April 2024. Costs [SEE SECTION 4.0] are based on the below project assumptions.

## 1.0 Statement of Work Purpose

- 1.1** To describe the scope of work for the Rail Ombudsman Consumer Survey 2023, to be considered for budgeting and scheduling purposes
- 1.2** To outline elements of the project that are core and elements that are optional additions to the scope

## 2.0 Objective and Overview of Market Research Study

- 2.1** Capture consumers' perspectives of their experience of dealing with the Rail Ombudsman (RO)
- 2.2** Evaluate the accessibility of the Rail Ombudsman
- 2.3** Gather insights into consumers' profiles, with a focus on disabilities and socio-economic profile, and identify any particular challenges any group faces while accessing services
- 2.4** Incorporate an inclusive survey design

## 3.0 Description of Services

### 3.1 Questionnaire Design and Length

- 3.1.1** There will be one questionnaire. This questionnaire will be adapted from the Ipsos survey run since 2019
- 3.1.2** The multi-mode survey set up will combine the online and telephone survey
- 3.1.3** This survey will be built on the existing structure with the expectation of 20% changes (equivalent to 6 questions or minor amendments such as text, codes and filters), plus the additional set-up required for a telephone survey
- 3.1.4** 10-minute online survey
- 3.1.5** 15-20-minute telephone survey

### 3.2 Questionnaire Translations

- 3.2.1** Questionnaire translations not included

### 3.3 Methodology

- 3.3.1** A multi-mode survey set-up, combining an online and telephone survey
- 3.3.2** Online survey distributed via email by dedicated Ipsos email
- 3.3.3** Same email template as previous waves
- 3.3.4** CATI interviews conducted by the Ipsos specialist CATI Team

### 3.4 Sample Size and Frequency

- 3.4.1** Fieldwork window in February and March 2024
- 3.4.2** Rail Ombudsman to provide sample in same format as in previous annual surveys (Excel file including contacts' email address and/or phone contact details)
- 3.4.3** Starting sample volumes are expected to be 4,000, but there is no restriction on sample size provided to us, nor the number of interviews we achieve via the online method
- 3.4.4** We have assumed up to 50 interviews will be achieved via telephone. Additional costs will apply should we need to conduct more telephone interviews than the 50 originally estimated, but Ipsos would check with RO/ORR before proceeding

### 3.5 Fieldwork Management

- 3.5.1** Fieldwork management includes fieldwork set-up, distribution and monitoring, scripting, testing and hosting the online survey and responses, plus carrying out the telephone interviews
- 3.5.2** Fieldwork to last up to three weeks
- 3.5.3** No incentives offered
- 3.5.4** Response rates cannot be guaranteed

### 3.6 Deliverables

- 3.6.1** A templated report consistent with previous waves, except where questionnaire changes have been made
- 3.6.2** Provision of an Excel verbatim file containing responses to open ended questions
- 3.6.3** Coding of open ends
- 3.6.4** Approximately 20 slides
- 3.6.5** Differences in sub-groups will be highlighted to provide insight into the consumers' profiles, where the base size is adequate
- 3.6.6** The report includes a comparison of telephone and online survey results to identify any trends and differences
- 3.6.7** Reporting does not include a full report of responses by question by survey mode
- 3.6.8** Up to 3 iterations and updates before sign-off
- 3.6.9** All deliverables will be delivered in English
- 3.6.10** All deliverables will be delivered electronically
- 3.6.11** A 90-minute virtual debrief of report insights

### 3.7 Project Management

- 3.7.1** Full project management, including updates to existing questionnaire, fieldwork, briefing of fieldwork teams, sample
- 3.7.2** Regular updates on study progress, highlighting any issues as they arise
- 3.7.3** Up to 1 status call per year with both Rail Ombudsman and Ipsos team – will be used to review progress and establish priorities

### 3.8 Polls for Publication

- 3.9** Any information that Rail Ombudsman plans to release into the public domain will need to go through the Ipsos Polls for Publication (P4P) process
- 3.10** The process ensures accuracy, impartiality and credibility, as well as legal compliance and compliance with industry codes and practices

All Ipsos projects adhere to the Ipsos Global Quality Standard. The Ipsos Project Team will be responsible for performing quality checks at each stage in the project process and will monitor quality throughout the project lifecycle.

### 3.11 Project Cost Assumptions

Costs are based on:

- An online survey length of up to 10 minutes, a telephone survey with the same question content (plus telephone interview introduction wording) of up to 20 minutes and assuming around 20% consistency with the previous survey, with the remainder to change
- Survey being conducted in the UK
- The incidence rates outlined in this document
- Templated report agreed in advance of fieldwork
- Five years of trend data provided in all report deliverables
- No guarantee of the number of telephone survey responses and no guarantee on response rates for online surveys
- The understanding that costs will vary for telephone, depending on how many interviews are completed using this method
  - If we think it will exceed the 50 threshold, we will flag it to you
- All reports being provided in English
- All reports being provided electronically
- A 90-minute virtual debrief of report insight, with no requirement for a separate executive summary/debrief deck
- All fees, honoraria and expenses being invoiced separately and payable in GBP
- Invoices showing total fees and breakdown of expenses by major category (airfare, hotel, meals, etc.) where applicable
- Ipsos obtaining and retaining appropriate documentation to support the expenses invoiced to client, and making that available for inspection upon request
- Costs being valid for 3 months as from 15/02/2024
- Assumption of acceptance of our standard Terms and Conditions

Any variation from the above scope may result in changes in the project costs, timings or achievable sample sizes.

### 4.4 Additional Requests

- All additional requests submitted from Rail Ombudsman that fall outside the scope of the core project will only be accepted if agreed by Ipsos and the Rail Ombudsman's

core team, acknowledging that any variations are likely to impact on the overall schedule and costs

- Examples of additional requests include but are not limited to:
  - Additional analysis outside of templated report
  - Additional presentations of results

# Our standards and accreditations

Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



## ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos was the first company in the world to gain this accreditation.



## Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.



## ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



## ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.



## The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



## HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



## Fair Data

Ipsos is signed up as a "Fair Data" company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

## For more information

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