



**Telephone  
Guidance Pilot  
Evaluation**

---

**February 2008**



# Telephone Guidance Pilot Evaluation

Report Prepared For:

## Career Services

Client Contact:

Nielsen Contact: Lisa McPherson

Date: 18 January 2008

Ref No:

## Table of Contents

Executive Insights .....	2
Business Needs Assessment.....	4
Research Design .....	5
Key Findings.....	6
Appendix I – Pilot Verbatim Comments.....	12
Appendix II – Nielsen Quality Assurance .....	27
Appendix III – Company Information .....	28

### **Opinion Statement**

***Nielsen certifies that the information contained in this report has been compiled in accordance with sound market research methods and principles, as well as proprietary methodologies developed by, or for, Nielsen. Nielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.***

## Executive Insights

### Business Needs Assessment

#### Research objectives

Career Services needs to understand whether offering the telephone guidance service has made any difference to those clients that have used it.

The outcomes of the telephone guidance pilot will assist in the decision to continue and further develop the telephone guidance service,

In particular Career Services would like to know:

- Would the client have used Career Services for guidance if this service wasn't offered? Have they subsequently visited an office?
- How effective did clients find the service?
- Has any action been taken by clients as a result of the guidance received?
- How can the service be improved to better meet client needs?

#### Methodology and Sample

Career Services provided the sample to Nielsen on a weekly basis. The final sample size was 74. The clients were contacted by telephone and interviews took place between 20 November and 14 December 2007. The achieved sample size was 43, translating into a 58% response rate.

### Executive Insights

#### Summary conclusions

The majority of respondents (79%) found the service very/extremely useful; people were given good advice and the consultant was very patient and knew how to listen. Most respondents said that they were unaware of what options they had before the telephone guidance conversation

Almost half of respondents (47%) consider the information and advice offered through the telephone guidance made quite a big or a big difference to how they are feeling, or what they are doing now in their life, training, job, or career. Around 40% think it has made a little bit or some difference. The main reason why the service made a difference is that it gave people (some) confidence and showed them what their options were (49%).

Client testimonials:

*"Well, I started from having nothing, I was completely confused and now I know what I want to do to get my career started. It's just a really good system."*

*"It was useful to have someone to talk to at the time, get things off your chest and be aware of the options, and I could ring her and talk at times that were convenient for me."*

*"The lady was really helpful and got me a lot of information. I requested a whole heap of stuff and she got it all and it was fast, and there was more than what I*

---

*requested.”*

Had the telephone service not been offered, 47% are unlikely or extremely unlikely, to have visited a Career Services office.

After the telephone guidance conversation, 37% used the Career Services website and 9% talked to a consultant face-to-face in a local Career Services office about their career plans.

Just under two thirds (63%) of respondents agreed that the telephone service couldn't do any better, three suggested that the information offered should be more focused on job specific information and what employers are looking for, and three recommended better follow up.

---

## Business Needs Assessment

### Background

As part of the Better Tertiary and Trade Training Decision Making project Career Services undertook a pilot of telephone guidance from 30 June 2007 to 20 December 2007.

Telephone guidance is complementary to the existing face to face approach of delivering career guidance. The target audience for the service is 12 – 29 year olds, with a particular (although not exclusive) emphasis on those living in areas with limited access to a Career Services regional office or other community services.

The intention for the pilot was to employ two fully-qualified career guidance consultants to gather a critical mass of guidance calls and offer guidance over a wider range of hours within advice line opening hours. However, the difficulty of recruiting suitable staff has seen one fully-qualified career guidance consultant employed. It was decided that based on the number of calls being handled by that consultant over July and August there would be likely to be sufficient numbers of clients to conduct follow-up interviews for the external evaluation , planned to be completed by mid-December.

### Decisions

Career Services seeks to understand whether offering the service has made any difference to those clients that have used it in order to decide whether to continue and further develop the Telephone Guidance service.

### Research Objectives

- Would the client have used Career Services for guidance if this service wasn't offered? Have they subsequently visited an office?
- How effective did clients find the service?
- Have any actions been taken by clients as a result of the guidance received?
- How can the service be improved to better meet client needs?

## Research Design

### Methodology and Sample

Career Services provided the sample to Nielsen on a weekly basis. Clients<sup>1</sup> for the telephone guidance pilot were sourced from

- callers to the advice line looking for information and advice who are in the target group and who are assessed as having more guidance related queries
- callers who are in the target group and have been identified via the outbound contact pilot as requiring telephone guidance.

The target audiences were secondary school students and their influencers, and young adults who are/could be thinking about tertiary study/training.

The final sample size was 74. The clients were contacted by telephone and interviews took place between 20 November and 20 December 2007. The interview duration was approximately 10 minutes. The achieved sample size was 43, translating into a 58% response rate.

The clients were contacted between three to five weeks after they had received the telephone guidance (this provided enough time for them to have potentially taken action as a result of the guidance but still remember the telephone guidance conversation).

---

<sup>1</sup> Part of the target audience

## Key Findings

### Profile of the sample

**Table 1: Profile of sample by gender**

Gender	Base: total sample (n=43)	
	Frequency	Valid Percent
Male	11	25.5
Female	32	74.5

**Table 2: Profile of sample by ethnicity**

Ethnicity	Base: total sample (n=43)	
	Frequency	Valid Percent
New Zealand European	20	46.5
Māori	7	16.2
Samoan	2	4.6
Cook Island Maori	1	2.3
Chinese	2	4.6
Indian	1	2.3
Other	7	16.2
Combined ethnicity	3	7

**Table 3.1: Profile of sample by education/training level**

Secondary school student	Base: total sample (n=43)	
	Frequency	Valid Percent
Yes	5	11.6
No	38	88.4

**Table 3.2: Profile of sample by education/training level**

Doing tertiary study	Base: not secondary school student (n=38)	
	Frequency	Valid Percent
Yes (such as at University, Polytechnic, etc.)	7	18.4
No	31	81.6

**Table 3.3: Profile of sample by education/training level**

Doing industry/trade training	Base: not secondary school student (n=38)	
	Frequency	Valid Percent
Yes (such as apprenticeships, technical training, block courses, etc.)	2	5.3
No	36	94.7

**Table 4: Profile of sample by employment status**

Employment status	Base: total sample (n=43)	
	Frequency	Valid Percent
Working full-time	18	41.9
Working part-time for less than 30 hours a week	10	23.3
Not doing paid work	15	34.9

**Table 5: Profile of sample by age group**

Age	Base: total sample (n=43)	
	Frequency	Valid Percent
16	3	7
17	4	9.3
18	5	11.6
19	6	14
20-24	10	23.2
25-29	12	28
30-39	2	4.6
40-49	1	2.3

### Usefulness of the service

The comments included in Tables 7, 8 10 and 12 are based on actual responses, they were not coded into preset categories (see Appendix I).

With only one exception, all respondents found the telephone guidance useful, with 79% of them rating the service as very/extremely useful. Table 7 shows that the main reasons people rated the service as useful were because

- they received good advice (most respondents were unaware of what options they had) and the consultant was very patient, knew how to listen (42%), and
- they were confused and the service gave them guidance (30%).

**Table 6: Usefulness of the service**

Q2. How useful did you find the telephone guidance conversation	Base: total sample (n=43)	
	Frequency	Valid Percent
Not useful at all	1	2.3
Not very useful	0	0
Useful	8	18.6
Very useful	22	51
Extremely useful	12	28



**Table 7: Reasons why the service was/wasn't useful**

Q3. What are your reasons for rating the telephone guidance conversation	Base: total sample (n=43)	
	Frequency	Valid percent
<b>Not useful at all</b>		
Not useful, they didn't get back to me	1	2.3
<b>Useful</b>		
It was useful, but I prefer face-to-face conversations	1	2.3
Not very practical, too broad	1	2.3
Good advice and good follow up	3	7
I was confused, they gave me guidance	2	4.6
Don't know	1	2.3
<b>Very/extremely useful</b>		
I was confused, they gave me guidance	11	25.5
Good advice, very patient and knew how to listen	18	42
It was useful, but I prefer face-to-face conversations	1	2.3
It is convenient, you can do it from home, when it suits	2	4.6
Good advice and good follow up	2	4.6

**Impact**

Table 8 shows what changed after the telephone guidance conversation in the way respondents were planning their training, job or career.

Table 9 shows that 47% of respondents consider the information and advice offered through the telephone guidance made quite a big or a big difference to how they are feeling, or what they are doing now in their life, training, job, or career. Around 40% think it has made a little bit or some difference, and only 12% feel it made no difference at all.

The main reason why the service made a difference was that people felt more confident and knew what their options were (49%). Just under a quarter of respondents (23%) said that the telephone guidance opened new avenues for them and/or now they know what they want, know what they are doing.

As expected, most respondents who consider the telephone guidance made no difference are among those who are still confused or waiting and/or whose circumstances have not changed (see Table 10). We note though that "waiting to hear back from employers" and "circumstances haven't changed because I haven't done anything" are external variables outside of the phone guidance consultant's control.

Of interest, one person said the telephone guidance made no difference "cause it didn't really change anything, it more confirmed it" (Table 10) but at the same time they rated the service experience as useful. In fact, with only one exception, all 15 respondents in the "little difference" or "no difference" categories found the service "very useful" or "extremely useful" (Table 11).

**Table 8: Changes in training, job, career planning after the telephone guidance**

Q1. In what way has the telephone guidance changed the way you were planning your training, job or career	Base: total sample (n=43)	
	Frequency	Valid Percent
I was very confused, it gave me guidance	8	18.6
It gave me motivation and more options	17	39.5
I was enrolled in a course and wanted to know what my options were	3	7
I am building a career, needed more options/advice	4	9.3
I am still waiting for material from Career Services	1	2.3
I am still waiting to hear back from employers	1	2.3
Nothing happened, I haven't done anything about it	7	16.3
Other	1	2.3
Not established (questionable verbatim)	1	2.3

**Table 9: Difference the telephone guidance made, if any**

Q4 Did the telephone guidance conversation make any difference	Base: total sample (n=43)	
	Frequency	Valid Percent
No difference at all	5	11.6
A little bit of difference	10	23.3
Some difference	7	16.3
Quite a big difference	9	20.9
A big difference	11	25.6
Other	1	2.3

**Table 10: Difference the telephone guidance made and reasons why**

Q5. What are your reasons for saying the service made	Base: n=43	
	Frequency	Valid Percent
<b>No difference at all</b>		
It made no difference, I am still very confused	2	4.6
Haven't done anything about it, I am still waiting/don't know	2	4.6
It confirmed I know what I want, know what I'm doing	1	2.3
<b>A little bit of/some difference</b>		
I am more confident, I know I have options	8	18.6
Now I know what I want, know what I'm doing	4	9.3
Helped me enrol in a course	1	2.3
Haven't done anything about it, I am still waiting/don't know	3	7
Not established	1	2.3
<b>Quite a big/big difference</b>		
I am more confident, I know I have options	12	30
Now I know what I want, know what I'm doing	6	14
It confirmed I know what I want, know what I'm doing	1	2.3
Helped me enrol in a course	1	2.3
N/A (Too early to tell)	1	2.3

**Table 11 Usefulness of service and difference it made**

Q2/Q4	Base: partial sample (n=15)	
	No difference at all	A little difference
Not useful at all	1	-
Not very useful	-	-
Useful	1	3
Very useful	2	5
Extremely useful	1	2

### How can the service be improved

Table 12 summarises people's responses to how the telephone guidance service could be improved. Just under two thirds (63%) of respondents agreed that the service couldn't do anything better.

About a fifth (18.6%) were neutral (don't know or other). The two most frequently suggested improvements related to

- up to date and more specific information on jobs and what employers are looking for (7%), and
- better follow ups (7%)

**Table 12: Ways to make the service more useful**

Q6. In what way can Career Services improve their telephone service	Base: total sample (n=43)	
	Frequency	Valid Percent
Couldn't do anything better	27	62.8
Extended availability (longer hours, more consultants)	1	2.3
Automated system to select categories	1	2.3
Up to date and more specific info on jobs and what employers are looking for	3	7.0
Better follow ups	3	7.0
Don't know/Other	8	18.6

**After the telephone guidance conversation**

- 37% used the Career Services website
- 9% talked to a career consultant face-to-face in a local Career Services office about their career plans.

**Likelihood of Career Services being contacted**

As can be seen in Table 13, the results are evenly distributed over the categories; had the telephone service not been offered

- 47% are unlikely or extremely unlikely
- 47% are likely or extremely likely

to have contacted a Career Services Office.

**Table 13: Likelihood of Career Services being contacted had the service not been offered**

Q8. How likely were you to have visited a Career Services office had the telephone service not been offered	Base: total sample (n=43)	
	Frequency	Valid Percent
Extremely unlikely	10	23.3
Unlikely	10	23.3
Neither likely nor unlikely	3	7.0
Likely	12	27.9
Extremely likely	8	18.6

## Appendix I – Pilot Verbatim Comments

Q1

---

### Group 1 *I was (very) confused, it gave me guidance*

Case=1

*Now, consider what you were thinking about or where you were at in terms of your career before your guidance conversation with Career Services. In what ways has this helped change what you have actually done, or how you are planning your training, job, or career?*

“At the time didn’t really know what to do, what path to take career wise. Since then have taken part time in Telemarketing. Gave me lots of options, asking about hobbies etc to match with a career path.”

Case=2

“It helped give me some support as I was nervous as to what career I wanted. Felt supported.”

Case=3

“They gave me inspiration to do it and gave me a clear understanding of what to get into.”

Case=4

“Well, it was good cause it gave me an idea of what I’d be good at, and it’s lead me onto taking the next step in doing a course.”

Case=5

“It’s come to a stop at the moment, I’ll probably make a move now that I have the internet, but I haven’t really done anything.”

Case=6

“Well, it gave me an idea of what I eventually want to study, but I can’t do it for a while because I can’t afford to. They were really good with helping me deciding what to do.”

Case=7

“Well, I’m just really exploring what I can and cannot do at the moment, and they’ve just helped me shorten my list about what I might be able to do.”

Case=8

“Well, when I first got hold of them I was very confused and they sent me out some information and narrowed it down to what I’m into and that sort of thing, just pretty much that and she’s going to ring me back and we have to narrow it down even more and figure out the next step from there. She was very down to earth, she understood me.”

### Group 2 *It gave me motivation and more options*

Case=1

“Could have changed my job majorly, but I don’t have a vehicle so I can’t.”

---

---

Case=2

"I think its more of a motivational thing now with all the things she's put forward to me, she's given me more of a boost and I've got more options and I know what I like."

Case=3

"Helped me get info in careers I was interested in and what options and course I could do at school next year."

Case=4

"Well they gave me a lot of good options and they are the kind of things I was asking for, they led me into good career options."

Case=5

"Given me more options to follow."

Case=6"

"Well it's given me more positive insight, about what I was doing was the right track."

Case=7

"It made think a lot more clear"

Case=8

"She helped me in putting the ideas together and to sorting them out."

Case=9

"They helped me make my mind up about what I want to do and because of that I have enrolled at Waikato university."

Case=10

"It's given me more options."

Case=11

"It's helped structure towards deciding what career is for me. And just options and advice about how I could do information seeking and industry advice."

Case=12

"I guess it highlighted a couple of things, they enlightened me to few other jobs with apprenticeships I wasn't aware of. It gave me more to think about, more options and put me onto another path I hadn't considered."

---

---

Case=13

“It just helped me kind of open up my ideas like it was very limited and she just gave me a lot more understanding to broaden my ideas and research into what I wanted to do.”

Case=14

“It just really helped me look at different options and stuff.”

Case=15

“They told me to go online (gave me a website). I spoke to a few girls who are doing nursing.”

Case=16

“Sent me a whole lot of info about jobs I didn't even know were out there.”

Case=17

“I've enrolled to study social science.”

**Group 3 I was enrolled in a course and wanted to know what my options were**

Case=1

“Enrolled in a course (Travel) and you are excited about the future. Really focused. Very helpful, able to help my own friends as well now.”

Case=2

“When I called in I was at MIT, see what programmes etc. I am now in foundation studies. Gave me heaps of options to choose from.”

Case=3

“I've seen the wider options because I was set on one uni but I've seen different options. Getting my ideas out there, expressing them more.”

**Group 4 I am building a career, needed more options/advice**

Case=1

“Building on/developing career, seeking more job opportunities.”

Case=2

“I put my CV in a few places and am waiting to hear back from jobs, I made my own CV and getting out there looking for work”.

---

Case =3

"I'm still at my current job, it's just given me some insight into my options available. Left me to think about leaving to study, it's just a matter of when."

Case=4

"Quite significant, the wife and I hired a professional career advisor who did personal profiles on us to do harsh truth that we need to pursue important that is sustaining and satisfiable to our personalities and gives us meaning. She identified those personalities to us and we've resigned from our current positions and have enrolled to study degrees."

**Group 5 I am still waiting for material from Career Services and/or have not done anything about it**

**Case=1**

Well, at the moment it hasn't done that much cause I just needed some help about what I wanted to do with my life, and I'm waiting for something to be sent to me from her."

**Group 6 I am still waiting to hear back from employers**

Case=1

"I'm still in the process of doing it, I've gotten pretty much nowhere, I've applied for some places, like the fire department, but its 800 people applying for 40 jobs, and a driving certificate is seasonal, so half the year I'm going to be fine, it's just the other half..."

**"Group 7 Nothing happened, I haven't done anything about it**

Case=1

"Have not done anything about it yet."

Case=2

"Nothing actually happened."

Case=3

"At the minute it hasn't, I'm still in the planning stage."

Case=4

"Well, I've decided not to plan my whole future right now, I'm going to wait till next year and see what my interests are and plan it step by step."

Case=5

"I haven't really done anything."

Case=6

---



"It probably hasn't really changed, I haven't really done anything, but it did help me to think about some things I haven't thought of before, it was helpful from a psychological point on view rather than practical."

Case=7

"The thing is what it's done is it's helped me open my horizons, and helped me think of the bigger picture. I haven't been able to implement them yet due to my children. I've been looking at different education options which I would not have looked at before."

### **Group 8 Other**

Case=1

"I was done in Dunedin for 2 months looking for a job through recruitment, and it didn't help and I moved back to Wellington and got a job with my sister at the bank so the call me at all."

### **Group 9 Not established**

Case=1

"Good to have a well publicised publi (?)"

## **Q3**

*What are your reasons for rating the telephone guidance conversation: Not useful at all/Not very useful/Useful/Very useful/Extremely useful/Other?*

### **Group 1 I was confused, they gave me guidance**

Case=1

"Really confused about what to do at the time and she asked questions to help draw out a lot of options for me to choose from."

Case=2

"Had no clue and she rung and said take your time so we can find exactly what I wanted. Gave me an idea of what I could be getting into."

Case=3

"Helped me a lot with deciding what to do."

Case=4

"Because it gave me an idea of what I wanted to do."

Case=5

"I was in a position that I had no job and wasn't going where I was wanting to go."

Case=6

"Like I said, gave me a whole heap of ideas to consider studying that I didn't even know about."

---

Case=7

“She cleared my head and gave me ideas that I wouldn’t have thought of.”

Case=8

“When I spoke to her she helped me to find out my goals and where I’m heading towards and what kind of jobs I want to look for. She cleared up a few things that has got me thinking clearly and making better decision.”

Case=9

“I understood a lot more.”

Case=10

“Because the reason I called was to find what do at uni and I didn’t really do that, but it helped me in another way, not to plan my whole future right now and go with the flow.”

Case=11

“I had a lot of different ideas for career paths and I was able to go over it and find the path I wanted to take.”

Case=12

“Just she’s given me different options for uni’s.”

Case=13

“When they rung me I’d been to the career expo and talked to people and had decided what I wanted to do.”

**Group 2 Good advice, very patient and knew how to listen**

Case=1

“Because they were really friendly, helpful and gave me website. Gave me options and other info which really helped.”

Case=2

“It was good to have someone to talk to who knew where I was coming from, to put my ideas out and to focus properly on what I was doing.”

Case=3

“It was there, availability was there and she rung me on a week to week basis to keep me up there, and just having someone there to talk to, being a solo a mum you don’t get to talk to much people. She helped me realise and pursue most of my likes and interests.”

---

Case=4

“Just as I said before, she was a very helpful, in all ways. Let me know all the options across all ranges of possibilities.”

Case=5

“Just that they are quite good at talking, listening and giving advice.”

Case=6

“Just the guidance and information i got was a big help.”

Case=7

“Just the lady was really helpful and answered all my questions, she took her time with me, didn't make me feel rushed or anything.”

Case=8

“She gave me a lot of information and continued to access information for me that was quite useful.”

Case= 9

Really helpful, the way Astrid spoke to me and provided guidance, listened well

Case=10

“She was patient all the time, didn't have internet at home, found it useful talking one on one.”

Case=11

“That I was able to just talk to someone, have a in-depth conversation with someone that understood where I was coming from.”

Case=12

“The lady was really good/ motivated me.”

Case=13

“The person on the phone was very thoughtful and quite good suggestions.”

Case=14

“They gave lots of time, there was no pressure, it was relaxed and easy but to the point and I felt very comfortable and more was discussed then purely career options alone.”

Case=15

“They were just helpful, giving me advice, who to call and where to go.”

---

---

Case=16

“They were helpful.”

Case=17

“Well, a) I didn’t have to wait half a life time, b) I spoke to a human and not a machine and c) the important - has proven to be accurate and useful.”

Case=18

“Well, they weren’t just telling you what they thought, they were asking you questions, and they worked out from there and they gave you examples of things you’d be good at.”

**Group 3 Useful, but prefer face-to-face**

Case=1

“Brief intro to the carer services is a good point of contact (by phone). If you need more specific things to need to get a face to face interview.”

Case=2

“It’s easier to visit them in person, can communicate more and get a better understanding.”

**Group 4 Good advice, good follow up**

Case=1

“Because of the info they sent me and she was a pretty cool and straight up person.”

Case=2

“Because she kept calling me frequently, making sure I was making progress. Found that really respectable.”

Case=3

“The lady was really helpful and got me a lot of information. I requested a whole heap of stuff and she got it all and it was fast, and there was more then what I requested.”

Case=4

“They followed up, emailed me.”

Case=5

“Well, they send me information and stuff to help me.”

**Group 5 Not very practical, too broad**

---

Case=1

"It wasn't very practical, just more of a broad discussion."

**Group 6 Convenient, you can do it from home, when it suits**

Case=1

"I couldn't get to Dunedin and have an interview like that, it's convenient, and you open up more in the privacy of your own home. It was just good."

Case=2

"It was useful to have someone talk to at the time, get things off your chest and be aware of the options, and I could ring her and talk at times that were convenient for me."

**Group 7 Not useful, they didn't get back to me**

Case=1

"They took down all my information and stuff I wanted to do and they didn't back to me with anything, so I wouldn't say that was useful."

**Group 8 Don't know**

Case=1

"Don't know".

**Group 1 I am more confident, I know I have options**

Q5

What are your reasons for saying the service made: No difference at all/A little bit of difference/Some difference/Quite a big difference/A big difference/Other?

Case=1

"I myself haven't gone through with anything yet but it has given me a good start."

Case=2

"Gave me more information to extend what I was thinking."

Case=3

"Helped to see things a lot more better."

Case=4

"Just the fact that when you get into that negative state of mind, nothing's going right for you, and somebody is there to back you up and tell you you're on the right path."

Case=5

"Just it's easier to look at, my choices and stuff, broke it down."

---

Case=6

“As I said, I've always been a mother and that's all I've known to do and now my kids have gone to live with their father and left me kind of having to go out there and find other things to do, but she's helped me and given me more confidence to get out there.”

Case=7

“I guess before I was losing hope and confidence, I found it helpful because she made me see what's out there.”

Case=8

“I wouldn't actually enrol for social science by myself, they helped me by sending information about where I could study, the costs and stuff.”

Case=9

“It just gave me more thought about what I want to do and where I want to be in life.”

Case=10

“Provided me with options that I didn't previously have before.”

Case=11

“I wasn't sure of where I was going and she put it into perspective for me.”

Case=12

“It was able to make me think about things from a different perspective, as to how I valued my career.”

Case=13

“Because I kind of was thinking, it hasn't completely changed my view, but it was good to talk to someone about it.”

Case=14

“Because of the accuracy of the information. I was seeking specific information that I was not able to obtain on the internet and these people filled the gaps on information.”

Case=15

“I still have numbers I can contact, try calling them and go from there to another person and so on. Got given a list which is a lot easier. Having no transport is the main issue.”

Case=16

“Because she was always calling making sure I was on the right track.”

---

---

Case=17

“It would be just cause I feel there so many more opportunities.”

Case=18

“Just it’s an objective look at things.”

Case=19

“It’s just if you’re sort of more aware of the options then it’s your decision, made it more of a decision to stay at my job and not feeling stuck here cause I know I have other options, so its made being at my job a bit easier.”

Case=20

“Well they’ve just pointed me to the right direction, as to what I have to offer and what my interests are.”

**Group 2a Now I know what I want, know what I’m doing**

Case=1

“Because if I hadn’t phoned career services I would’ve been trying hard out to plan my whole future.”

Case=2

“It wasn’t a huge turning point it was more of just helping me set out and make a more coherent decision about study paths in the future.”

Case=3

“I’m a little bit more settled in my mind about what I want to do and I know where I’m going to go and what I’m going to do.”

Case=4

“Because I was doing nursing, I wasn’t sure and now that I spoke to them I am really sure that I want to stay that way.”

Case=5

“I don’t think I would have been as proactive, it has pushed me more and I know what I’m doing.”

Case=6

“I guess I had one option I was looking at, one path and I was calling to double check if that was the best option and I came away from the conversation with about six options and I’ve chosen something different and suit me more.”

Case=7

---

---

“Well I now know what I’m going to do with my life.”

Case=8

“I decided to do a completely different thing after the conversation.”

Case=9

“It helped me sort of decide a little bit on what I wanted to do.”

Case=10

“Well I started from having nothing, I was completely confused and now I know what I want to do to get my career started. It’s just a really good system.”

**Group 2b *It confirmed I know what I want, know what I’m doing***

Case=1

“Cause it didn’t really change anything, it more confirmed it.”

Case=2

“It’s made me reassure myself of the career options I’ve picked for next year.”

**Group 3 *Helped me enrol in a course***

Case=1

“By next year I will be doing a course with the options she gave. She was really polite and info was helpful and cleared up lots of questions and concerns I had.”

Case=2

“I choose to follow a course that I wouldn’t have done otherwise.”

**Group 4 *Haven’t done anything about it, I am still waiting/don’t know***

Case=1

“Cause I’m still waiting on stuff in the mail to arrive it hasn’t made a very big difference yet.”

Case=2

“Don’t know.”

Case=3

“Not done anything about it still.”

Case=4

“I did not proceed with the Career Services. You provide info about a general career. It was different information than what I want.” (Interviewer note. *It was*

---



*difficult for her to explain -- the language problem.)*

Case=5

"The problem was I am in situation the opening time of the branch is not convenient. If it was an alternative weekend or a late week night would have been ideal. Then I would have been able to make an appointment. Will be convenient for the others too."

Case=6

"I haven't actually had a sit down to read it all at the moment, haven't started looking for a job."

**Group 5 *It made no difference, I am still very confused***

Case=1

"Because I'm pretty much in the same spot before I called them, not knowing where to go, I'm lost, I'm really lost, I've tried everything."

Case=2

"Well like I said before, they didn't get any contact with me with any jobs I was applying for jobs by myself and I didn't hear anything from them, I was down in Dunedin for two months and I had to move back home because I couldn't get a job and I couldn't find one through the recruitment company either."

**Group 7 *Not established***

Case=1

"ussed (?) so it wasn't hugely difference."

**Q6**

*Now looking back, in what ways do you think Career Services could improve their telephone service to make it more useful?*

**Group 1 *Couldn't do anything better***

Case=1 – 27

"Couldn't do anything better."

**Group 2 *Extended availability***

Case=1

"More available times, I rung up a few times to just get career services person, more people help out."

**Group 3 *Automated system to select categories***

Case=1

"Would be good to have an automated computer assisted service giving the categories that you are interested in. If you do not have internet access or a

---

career's office close by you can directly ask to someone.”

**Group 4 *Up to date and more specific info on jobs and what employers are looking for***

Case=1

“Expand their knowledge about different careers and update it.”

Case=2

“More information available to provide you with, like practical information regarding wages, what you have to do, a bit more of that kind of thing.”

Case=3

“If they can give us clues as to what the employers are looking for like...”

**Group 5 *Better follow ups***

Case=1

“Maybe more follow-ups and after business hours time to talk would be more useful.”

Case=2

“If I'd heard back from them sooner it would've been more helpful.”

Case=3

“Well they could start, if you're going to take someone's information down while they are looking for a job, they never got back in contact with me and I was told they would ring me back with possible options and they never did. They should do what they say they are going, so follow through.”

**Group 6 *Don't know/other***

Case=1 – 4

“Don't know.”

Case=5

“Could be more hands on in helping people start their own business etc.”

Case=6

“No more about the units and then entry requirements.”

Case=7

---

---

“If they had face-to-face interviews.”

Case=8

“It is good to get more info other than web site one. Good for school kids. She provided me some info. It is more for beginners, not for professionals.”

---

## Appendix II – Nielsen Quality Assurance

### Quality Assurance

Nielsen is committed to the principles of Total Quality Management, and in 1995 achieved certification under the International Standards Organisation ISO 9001 code.

The company maintains rigorous standards of quality control in all areas of operation. We believe no other commercial research organisation in New Zealand can provide clients with the level of confidence in survey data that we are able to. Furthermore, Nielsen is routinely and regularly subjected to **independent external auditing** of all aspects of its survey operations.

### ISO 9001

Nielsen is committed to the principles of Total Quality Management, and in 1995 achieved certification under the International Standards Organisation ISO 9001 code. In March 2007 Nielsen also adopted the standards specified in AS20252.

In terms of this project, all processes involved are covered by our ISO 9001 procedures. As part of these procedures, all stages of this research project (including all inputs/ outputs) are to be approved by the Project Leader.

### Code of Ethics

All research conducted by Nielsen conforms with the Code of Professional Behaviour of the Market Research Society of New Zealand.

## Appendix III – Company Information

---

**Company Profile** Nielsen Corporation is the world's leading provider of market research, information and analysis to the consumer products and service industries. More than 9,000 clients in over 90 countries rely on Nielsen's dedicated professionals to measure competitive marketplace dynamics, to understand consumer attitudes and behaviour, and to develop advanced analytical insights that generate increased sales and profits.

The company provides four principal market research services:

### **Retail measurement**

Includes continuous tracking of consumer purchases at the point of sale through scanning technology and in-store audits. Nielsen delivers detailed information on actual purchases, market shares, distribution, pricing and merchandising and promotional activities.

### **Consumer panel research**

Includes detailed information on purchases made by household members, as well as their retail shopping patterns and demographic profiles.

### **Customised research**

Includes quantitative and qualitative studies that generate information and insights into consumers' attitudes and purchasing behaviour, customer satisfaction, brand awareness and advertising effectiveness.

### **Media measurement**

Includes information on international television and radio audience ratings, advertising expenditure measurement and print readership measurement that serves as the essential currency for negotiating advertising placement and rates. In addition, Nielsen markets a broad range of advanced software and modeling & analytical services. These products help clients integrate large volumes of information, evaluate it, make judgements about their growth opportunities and plan future marketing and sales campaigns.

As the industry leader, we constantly work to set the highest standards in the quality and value of our services, and the passion and integrity of our people bring to helping clients succeed.

Our professionals worldwide are committed to giving each of our clients the exact blend of information and service they need to create competitive advantage: The right information, covering the right markets, with the most valuable information management tools, all supported by the expertise and professionalism of the best market research teams in the industry.

---