



Jobseeker Satisfaction Survey

The jobseeker satisfaction survey has been sent out in Q4 of 2008, Q1 of 2009 and Q2 of 2009 to the most recent jobseekers registered on the site (registered in the last 3 months). So far over 25,700 jobseekers have responded to the survey.



The UK's biggest recruitment marketplace

Overall satisfaction of the site has **increased by 4%** from Q4 2008 to Q2 2009 and **4.5%** from Q1 09 – Q2 -09, with the most satisfied jobseekers looking for work in Wales and the North West.

Jobseekers' overall satisfaction with searching for roles has **increased by 6%** from Q1 09 to Q2 09.

The career advice section also saw a boost in satisfaction from Q1 09 to Q2 09. Overall satisfaction of the **career advice section grew by 2.3%** and the **usefulness** of the section received a **4.5% higher** score.

Jobseekers looking for roles in the **Graduate sector** and HR were the most satisfied overall.

Satisfaction levels of both the ease of search and speed of search have **risen by 1.8%** from Q4 08 to Q2 09.

Since the introduction of the **new email program** the satisfaction of the newsletters has risen by 3.4%, comparing results from Q1 09 and Q2 09 and jobseekers now find the newsletters **4.5% more relevant**.

Those rating their overall satisfaction between 3 and 5 has increased from 85% in Q4 08 to 91% in Q2 09, **resulting in a 7% uplift**.

From Q4 08 to Q2 09 those rating the relevance of search as "satisfying" has **grown by 10%**.

From Q1 09 to Q2 09 the satisfaction with Jobs-By-Email has increased by 4.3%, but it will be interesting to see if there is a further change in the next survey as the **new JBE template** was introduced on **August 4th**. Jobseekers seem to be increasingly satisfied with **Instant Job Matches** too, as the satisfaction score for these has grown by 6% from Q1 09 to Q2 09.

The Net Promoter Score has **increased by 84%** from 2.69 in Q1 09 to 4.96 in Q2 09, showing that people are more and more likely to recommend totaljobs to others.

(This looks at the question 'Would you recommend TJ?', this question is asked on a scale of 1-10. You then take the % of people that said 9 or 10 and detract the % of people that answered 0 to 6. E.g. if 82% answered 9 or 10 and 25% answered 0 to 6, then it would be: $8.2 - 2.5 = 5.7$ and that's your NPS).

The overall satisfaction of the application process has **increased by 4.2%** in Q2 09.

Jobseekers' satisfaction of our **CV upload tool** and the **Jobseeker Profile** both improved from Q1 09 to Q2 09, by 3.4% and 4% respectively. Those that rated 3-5 for the ease of updating a Jobseeker profile **rose by 7%** from Q4 08 to Q2 09, a deeper explanation of this was introduced into the new email program which started at the beginning of Q2 09.

