

Lost Customer Insight Research

Coram Policy & Research and First4Adoption are delighted to be conducting research on behalf of the System Capacity Building Programme to help develop the VAA market position. Specifically we are investigating 'lost customers': people who contact an agency to enquire about becoming adopters but fail to take their interest further, deciding not to adopt or to do so via another agency. Our aim is to gain an understanding of prospective adopters: how they approach the issue, what concerns/questions they have, and how they perceive the options available via VAAs and local authorities.

To this end we are conducting a major online survey of people who have made an enquiry to an agency (VAA, local authority or adoption information hub). We hope to reach as many enquirers as possible to help us gather credible evidence on the adoption journey.

We invite all VAAs to participate in the research by asking their enquirers to complete the survey.

Where consent to pass on contact information to third parties has been obtained, VAAs can send to us the email addresses of everyone who has been in contact over the last two years. Coram will then send an invitation for the survey to those contacts. All personal details provided will only be used for the purposes of this research and will be handled securely.

Alternatively, we can provide a link to the survey which VAAs can send out to contacts via email.

All participating VAAs will be given a survey link to post on websites and include in other communications to publicise the survey.

Research Benefits

We will provide a detailed report of findings for the survey responses for your agency. Findings for each VAA will be benchmarked against overall national and sector averages (VAA and local authorities). The final report making recommendations about how the performance of VAAs in adopter recruitment can be improved will also be distributed to all VAAs.

Please contact me to register your interest in participating or to ask for further information.

We hope you can join us in undertaking this unprecedented study of adopter recruitment.

Sincerely

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