



# Customer Survey of Pact programs in Belarus

## Introduction

In August-September 2015 Pact conducted its second consecutive customer survey of its program in Belarus. The purpose of the survey was to assess the level of customers’ satisfaction in respect to Pact assistance to Belarusian organizations and receive recommendations regarding improvement of Pact operations making Pact work more effective and relevant to local demands.

## Methodology

This type of internal evaluation is based on feedback collected from partners and stakeholders. The method of data collection used was an online questionnaire sent to **141** people who represent partner organizations, beneficiaries or recipients of Pact products and services. In contrast with [last year’s survey](#) when the invitation to voluntarily participate in the survey was sent to over 750 people (representatives of all groups engaged in Pact operations starting from 2011), this year only those who had been participating in Pact activities and/or receiving services in the period of September 2014 – September 2015 were invited to participate. The change was necessary in order to focus assessment on a respective period and hear feedback directly from our direct customers. Sixty six (**66**) people participated in the survey this year, giving a response rate of **47%**.

## Focus and Sample

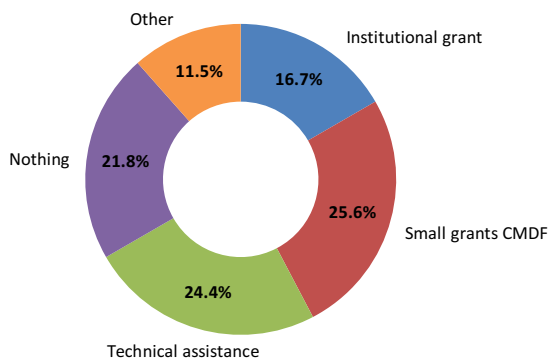
Overall, the following types of Pact support and Pact activities were the subject of customers’ evaluation:

Support	Activities
<ul style="list-style-type: none"> <li>• Institutional grants (large-scale, long-term financial support);</li> <li>• Small grants of the Community Development Fund (CMDF);</li> <li>• Technical assistance (consultation, training, mentorship);</li> </ul>	<ul style="list-style-type: none"> <li>• Civil Society Leader Fellowship Program;</li> <li>• Belarus Research Council (BRC);</li> <li>• Friday Report weekly newsletter;</li> <li>• Future Search workshop.</li> </ul>

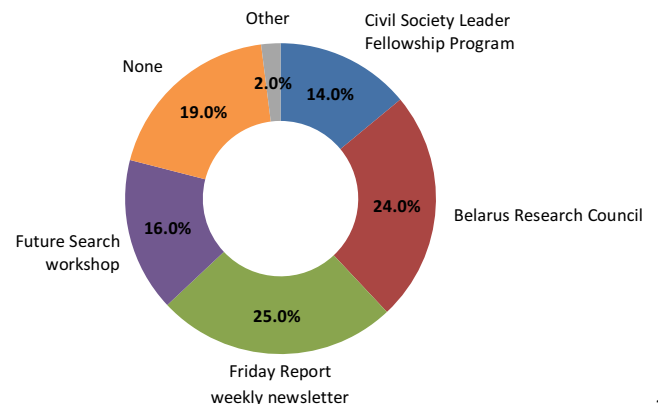
This year among recipients of Pact support who participated in the survey, **26%** were CMDF grantees; **24%** - recipients of technical assistance (consultations, trainings, etc.); and **17%** were institutional partners (diagram 1).

Among participants of Pact activity participated in the survey **25%** were Friday Report subscribers; **24%** Belarus Research Council stakeholders; **16%** - Future Search workshop participants; and **14%** - fellows of the Civil Society Leader program (see diagram 2).

**Diagram 1:** survey respondents reported they received Pact support



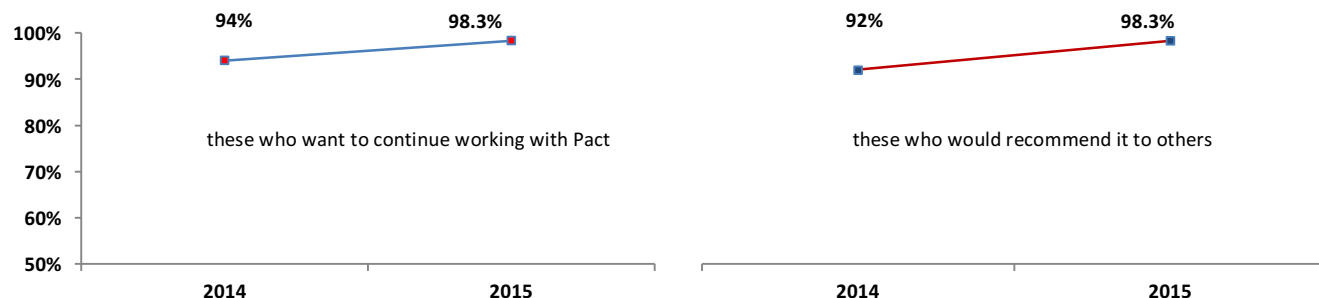
**Diagram 2:** survey respondents reported they participated in Pact activity



## Key findings

- **Ease of Doing Business with Pact.** More than a half of respondents find doing business easy or very easy with us (57%), while 12% find it 'difficult' or 'very difficult'. However, nearly all respondents (98%) want to continue working with Pact and would recommend it to others (98%).

Diagram 3: trends in respondents' attitude regarding continuation of working with Pact and recommending it to others

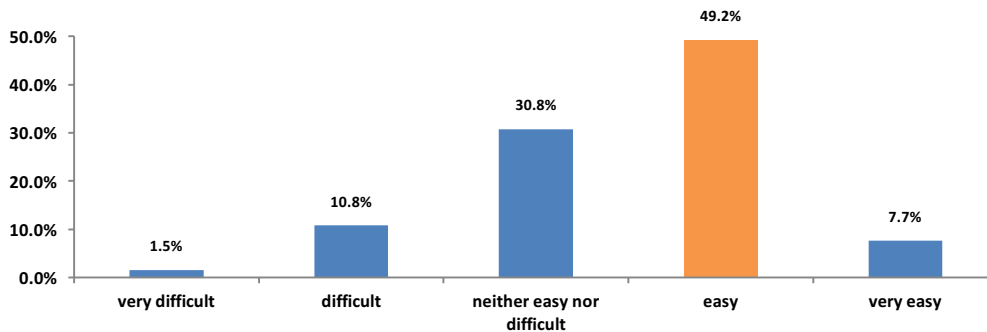


- **Pact support credited with having multiple impacts on partners.** A vast majority of respondents reported vivid positive changes not in singular, but in many different areas of their organizations' development. Most of all respondents observe changes in **Public Image** and **Sustainability** (each for 50%).
- **Professionalism is the most distinctive characteristic of Pact style of work.** When evaluating Pact style of work the only association among suggested that collected more than 50% of respondents' choices is 'professionalism'. The least of all respondents' choices belong to such characteristic as 'predictability' (only about 9%) showing that Pact can (and aim to) surprise.
- **Financial resources prioritized over continuing education needs.** Large-scale, long-term financial support (institutional grant) is the most required type of support from Pact – 77% of all the respondents want to be recipients of institutional grants in the future. Pact-facilitated training courses in the area of civic/non-formal education - Civil Society Leader Fellowship Program is the least required product of Pact; chosen by 27% of the respondents who would like participating in it in the future.
- **In general Pact is responsive to customers' expectations.** According to respondents Pact support (Institutional grants, CMDf and technical assistance) is in general sensitive to customers' expectations – a large majority of respondents (83%) reported their expectations were well-met with all types of Pact support. The type of support most responsive to respondents' expectations is CMDf grant (87% reported their expectations were fully or almost fully met). Among the activities the leading one in meeting respondents' expectations is the Friday Report (87% reported their expectations were fully or almost fully met).
- **Both Pact support and Pact activities are generally evaluated as useful and of high quality.** 97% of respondents think all three types of Pact support is high quality (Institutional grant, CMDf and technical assistance). Pact activities (Leadership Program, BRC, Friday Report and Future Search) rated lower, although all types of activity are generally evaluated as of excellent and good quality. Among all Institutional grant is the most useful service (for 87%).
- **Customers require more services, longer term of support and more resources from Pact.** Three key respondents' recommendations to Pact that received most customers' votes include i) offer a greater variety of services to partner organizations (63%); ii) lengthen the amount of time the support is provided (56%) and iii) give partner organizations more financial resources (46%).

- **Most of the respondents find that doing business with Pact is easy or very easy.**

While most of the respondents find that doing business with Pact is easy (49,2%) or very easy (7,7%), for 10,8% of the respondents doing business with Pact is difficult and for 1,5% it is very difficult (diagram 4).

Diagram 4: ease of doing business with Pact



- **Almost 100% of the respondents want to continue doing business with Pact and would recommend it to others.**

Diagram 5: Do you want to continue doing business with Pact?

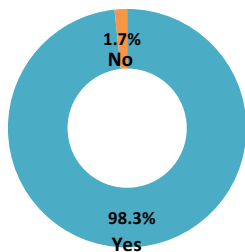
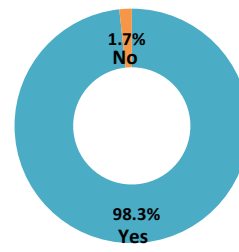


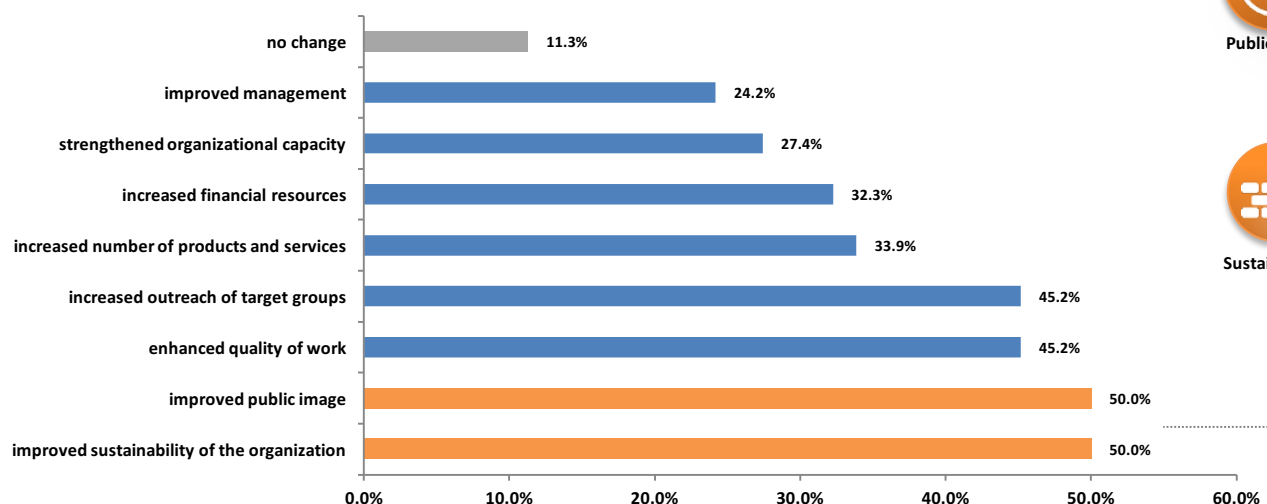
Diagram 6: Would you recommend others doing business with Pact?



- **A vast majority of respondents report positive organizational changes as a result of working with Pact.**

Positive changes are observed simultaneously in different dimensions of organizational development of respondents' organizations, but in two dimensions such as Public Image and Sustainability the changes occurred for 50% of the respondents each. Only 11,3% of the respondents do not see any organizational changes happened thanks to working with Pact (diagram 7).

Diagram 7: positive changes in respondents' organizations



Public Image

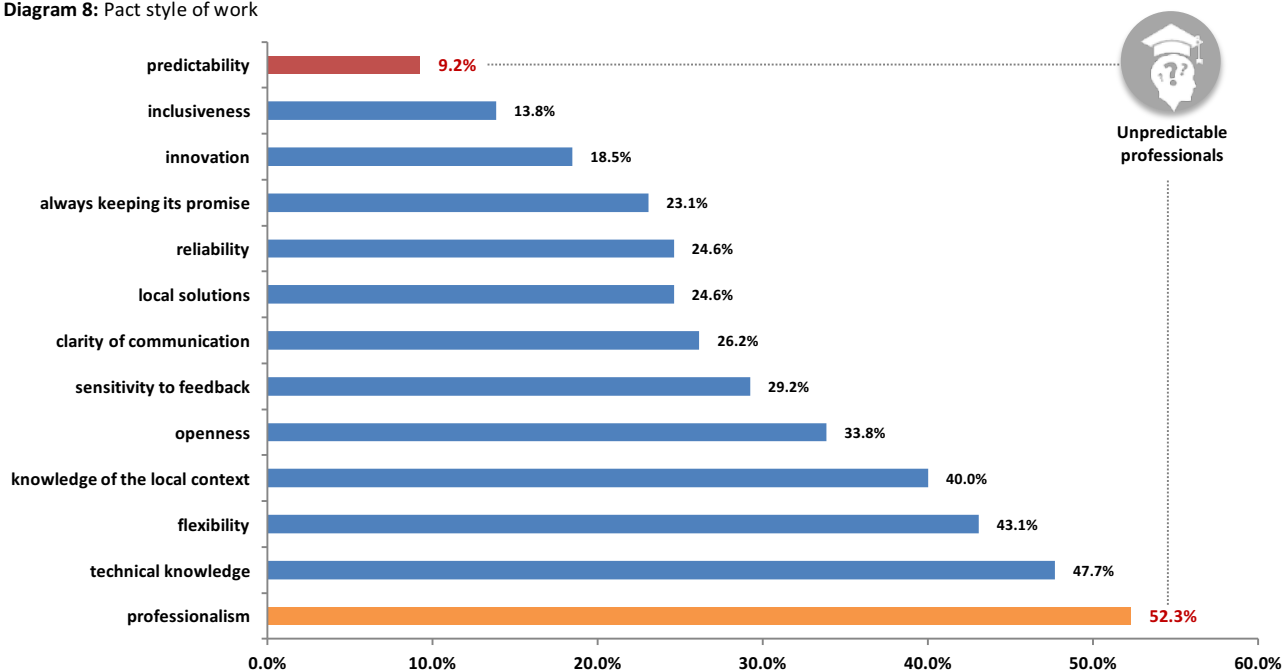


Sustainability

- **Professionalism is the most distinctive characteristic of Pact style of work.**

While the only characteristic of Pact style of work that collected more than 50% of the respondents' choices is 'professionalism' (52,3%), it looks like 'predictability' is not the strongest side of Pact – only 9,2% of respondents associate this characteristic with Pact style of work (diagram 8).

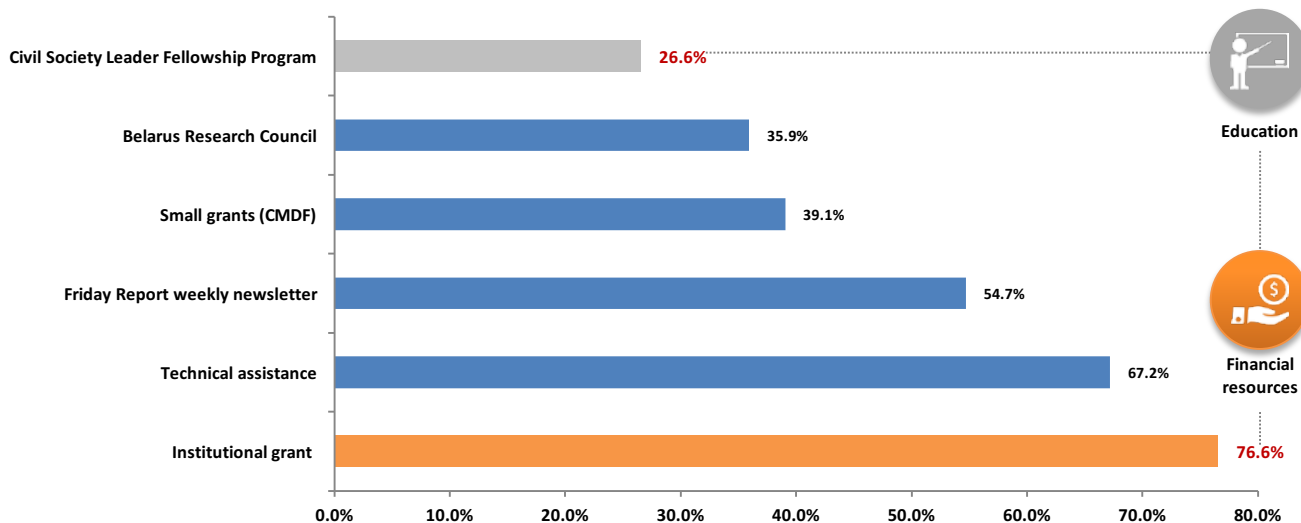
Diagram 8: Pact style of work



- **The most required Pact service is Institutional grant, the least required is Leadership Program.**

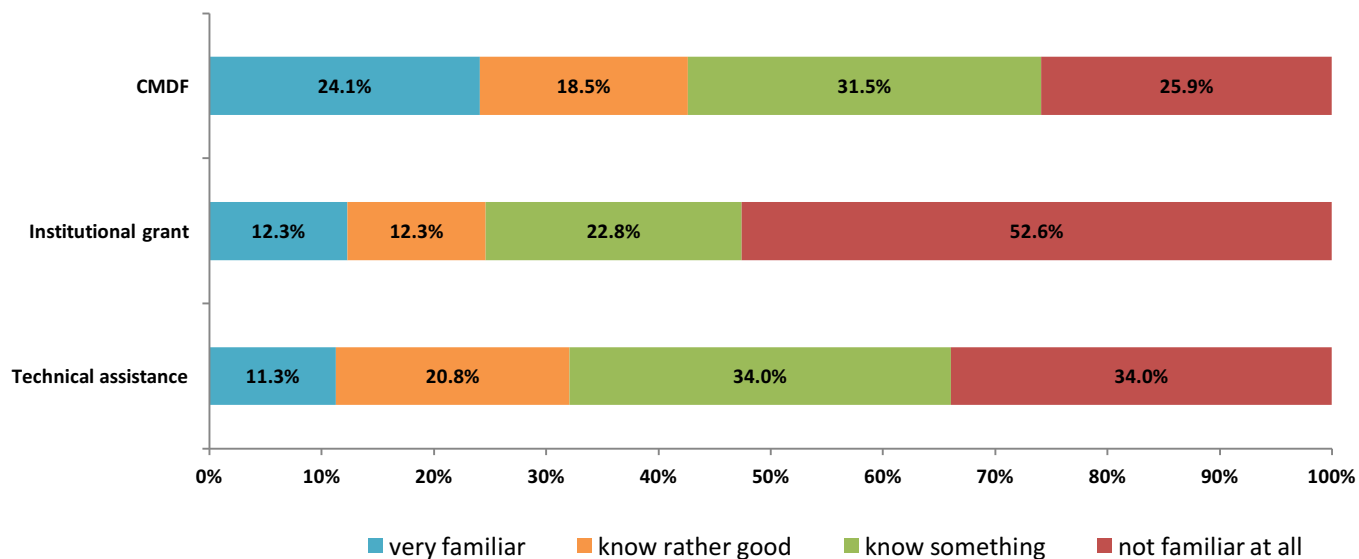
Answering the question “Which type of support would you like receiving from Pact in the future?” the respondents chose Institutional grant as the most required type of service (76,6%), while the Leadership Program was chosen only by 26,6% (diagram 9).

Diagram 9: Which type of support would you like receiving from Pact in the future?



- While respondents are **well-aware** of CMDF small grants, most of them know nothing about institutional grants. The number of survey respondents who reported they are well-aware ('very familiar' and 'know rather well' cumulative answers) of CMDF small grants is 42,6%. The number of respondents who are well-aware of Technical assistance and Institutional grants is 32,1% and 24,6% respectively. Institutional grants is the type of Pact support of which respondents are aware worst of all - 52,6% reported they are 'not familiar at all' (diagram 10).

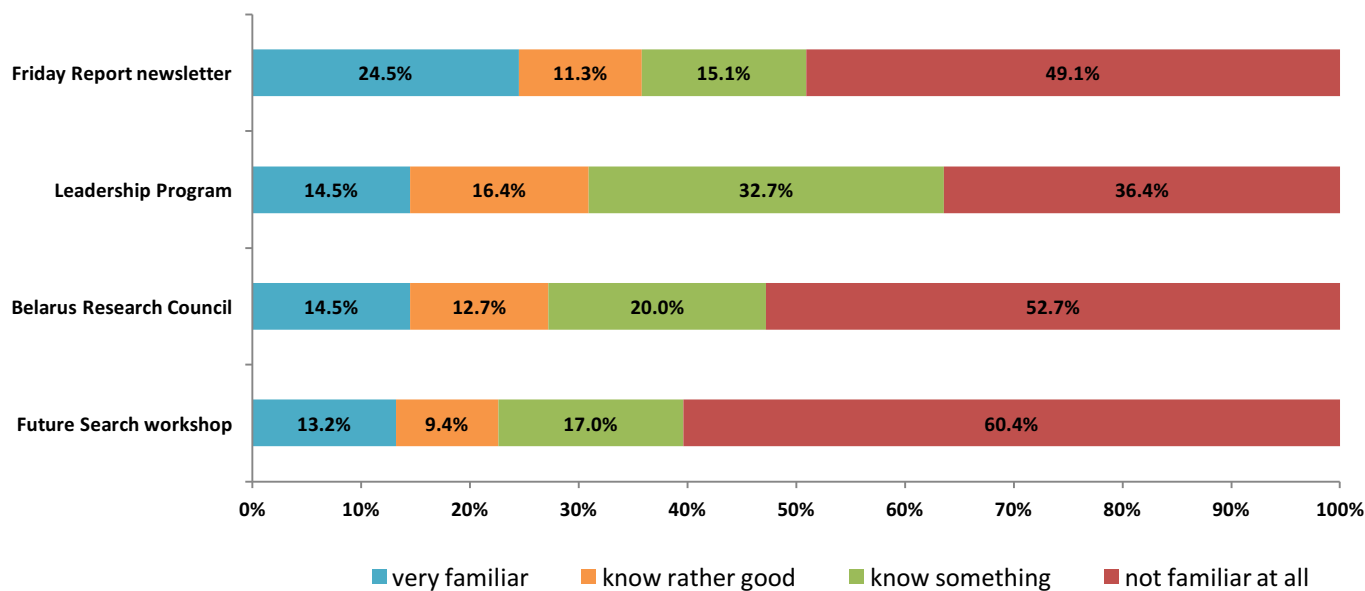
Diagram 10: customers' awareness of different types of Pact support



- These prevail among respondents who are **unaware** of Pact major activities.

Friday Report weekly newsletter is the activity of Pact of which respondents are aware best of all others - 35,8% reported they are well-aware ('very familiar' and know rather good' cumulative answers). A little bit less respondents are well-aware of the Leadership Program – 30,9%. The number of respondents well-aware of Belarus Research Council and Future Search is 27,2% and 22,6% respectively. However, most of the respondents tend knowing nothing about Pact major activities. The number of these reported they are not familiar at all with **i)** Future Search is 60,4%; **ii)** BRC – 52,7%; **iii)** Friday Report newsletter – 49,1%; **iv)** Leadership Program – 36,4% (diagram 11).

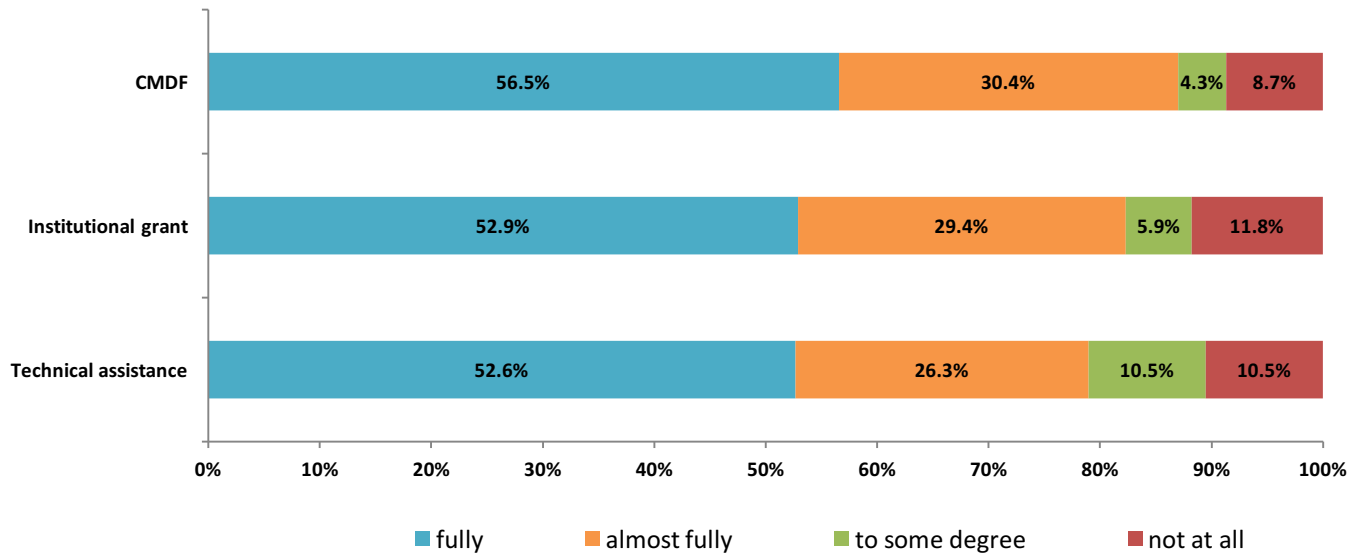
Diagram 11: customer awareness of different types of Pact activity



- **All types of Pact support well-meet expectations of a vast majority of respondents.**

In average 83% (average value for 'fully' and 'almost fully' cumulative answers for all three types of support) of the respondents report that Pact support well meet their expectations. CMDF grant is considered as the most sensitive to respondents' expectations (meeting expectations of 87%). Institutional grant is considered as the least sensitive to customers' expectations (not meeting expectations of 11,8%) (diagram 12).

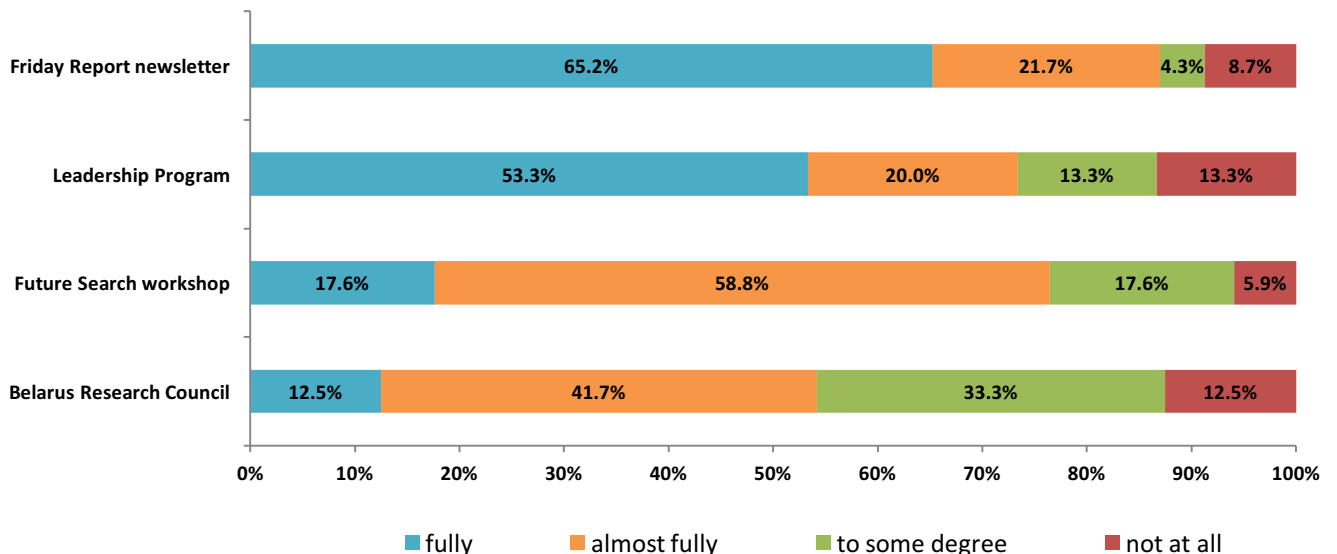
Diagram 12: to what extend different types of Pact support meet customers' expectations



- **Different Pact activities meet respondents' expectations to a different extend.**

From the point of view of meeting respondents' expectations the leading activity is Friday Report with 65,2% of respondents whose expectations are fully met and 86,9% of these whose expectations are well-met ('fully' and 'almost fully' cumulative answers). BRC collected the biggest number of 'to some extend' answers (33,3%). The biggest number of respondents whose expectations were not at all met belongs to the Leadership Program (13,3%), although the number of respondents whose expectations the Leadership Program met well is also quite big (73.3%) (diagram 13).

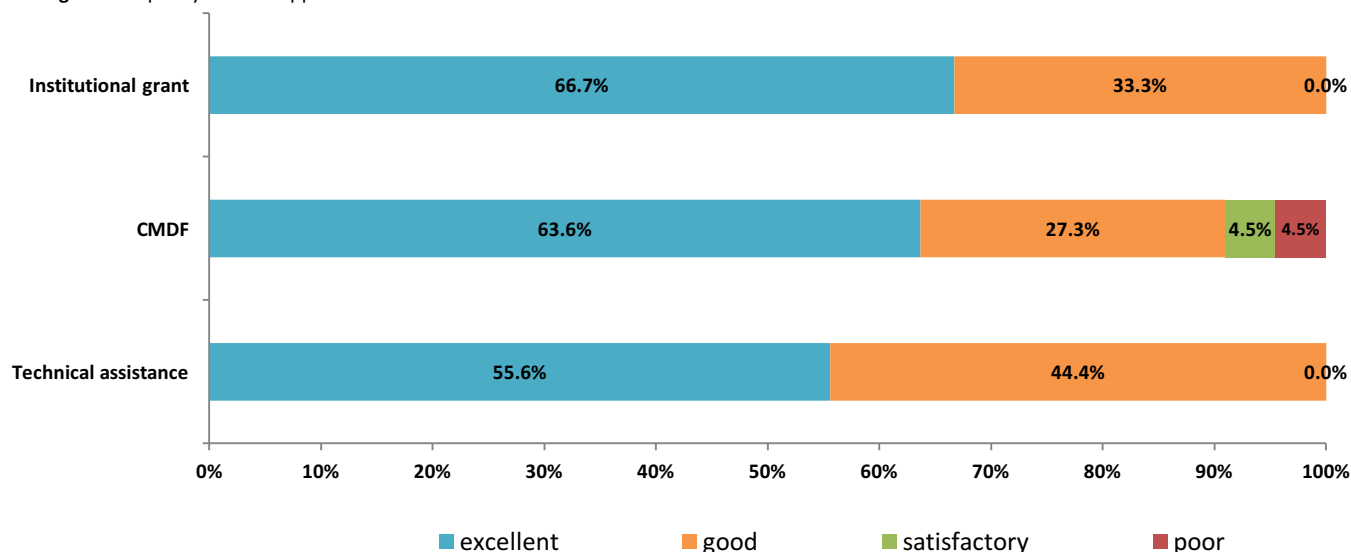
Diagram 13: to what extend different activities of Pact meet customers' expectations



- **All types of Pact support are rated as quality services.**

According to respondents the type of Pact support of a highest quality is Institutional grant – the biggest number of them rated its quality as ‘excellent’. The cumulative number of respondents rated Institutional grant as of ‘excellent’ and ‘good’ quality is 100%. While the number of respondents who rated Technical assistance quality as ‘excellent’ is 55,6%, the cumulative number for ‘excellent’ and ‘good’ is also 100%. For CMDF the cumulative number of ‘excellent’ and ‘good’ answers is 91%, but there are some customers who rated CMDF as of ‘satisfactory’ (4,5%) and ‘poor’ quality (4,5%) (diagram 14).

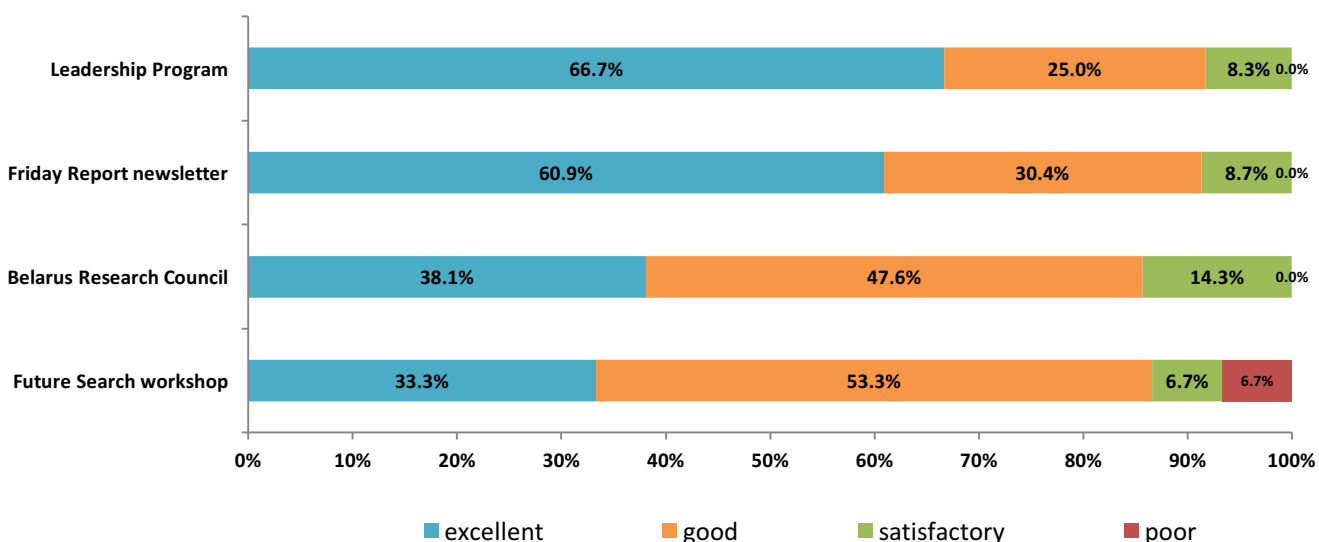
Diagram 14: quality of Pact support



- **Most of the respondents consider Pact activities as quality products.**

More than a half of the respondents rated such types of Pact activities as Leadership Program (66,7%) and Friday Report (60,9%) as excellent quality products. Future Search workshop and BRC are rated as excellent quality only by 33,3% and 38,1% respectively. However, when it comes to excellent and good quality cumulative answers the number of respondents who rated Future Search in such a way is 86,6% and BRC - 85,7%. At the same time Future Search is the only activity which was rated by some of the respondents (6,7%) as of poor quality (diagram 15).

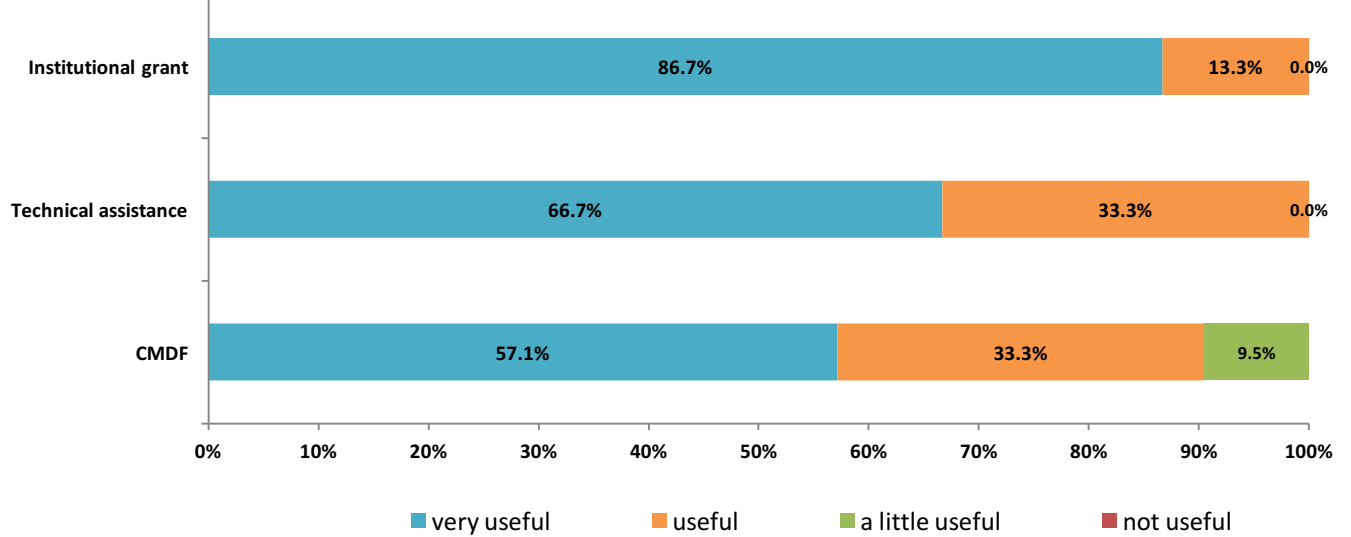
Diagram 15: quality of Pact activities



- **All Pact support is rated by respondents as useful service.**

The most useful type of Pact support is Institutional grant (86,7% rated it as 'very useful'). Technical assistance and CMDF are also rated quite high (100% of cumulative 'very useful' and 'useful' answers for Technical assistance and 90,4% for CMDF). CMDF is the only type of support which is considered by some of the respondents (9,5%) as 'a little useful' type of support (diagram 16).

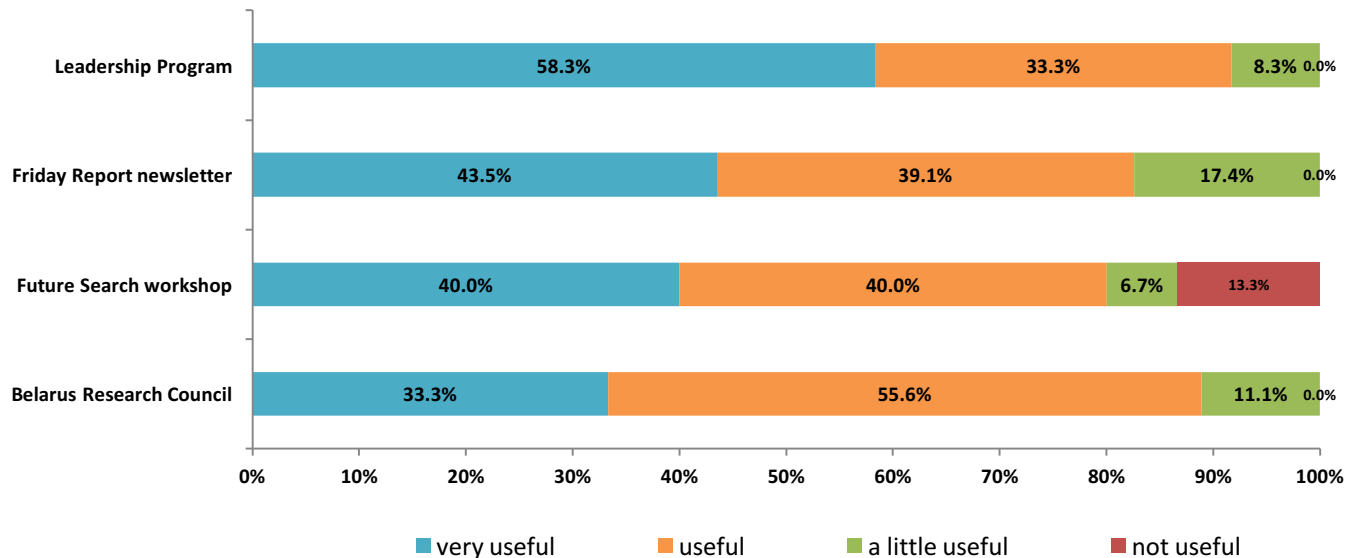
Diagram 16: usefulness of Pact support



- **Most of the respondents consider Pact activities as useful products.**

The most useful activity of Pact according to respondents' opinion is Leadership Program rated by 58,3% as 'very useful' and 33,3% as 'useful'. In general, all the types of Pact activity are positively evaluated from the point of view of their usefulness: cumulative 'very useful' and 'useful' answers for all of them is equal or exceed 80%. The only activity rated as 'not useful' is Future Search (13,3%) (diagram 17).

Diagram 17: usefulness of Pact activities

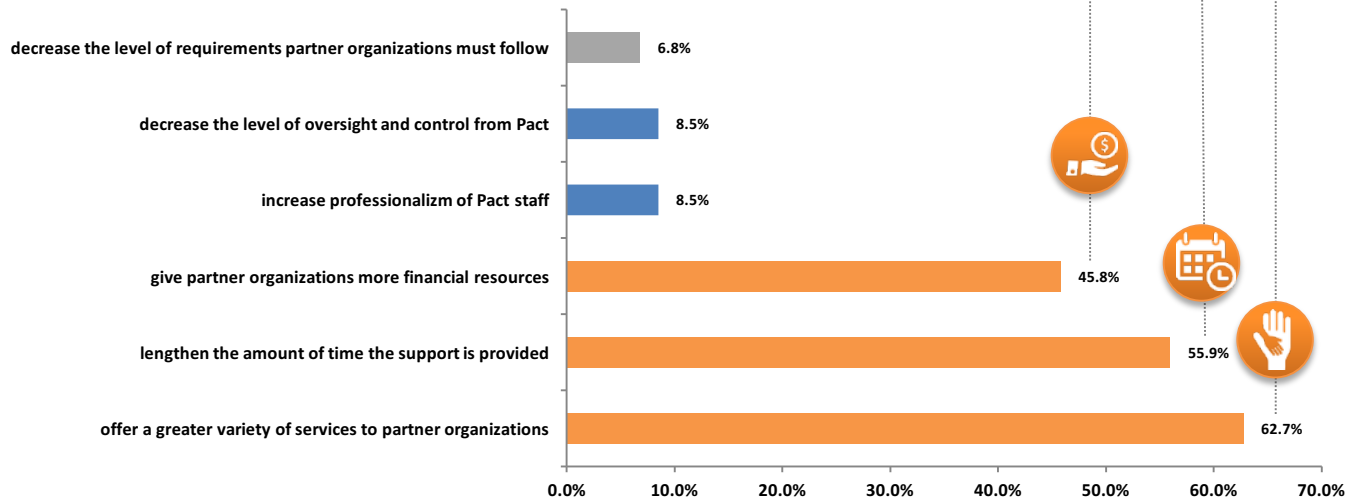




- The most popular recommendation to Pact for the future is to provide more financial resources for a longer period and a greater variety of accompanying services.

Three the most popular recommendations from the respondents on how to make operations of Pact more effective and relevant to local demands include **i)** offer a greater variety of services to partner organizations (62,7%); **ii)** lengthen the amount of time the support is provided (55,9%); **iii)** give partner organizations more financial resources 45,8%) (diagram 18).

Diagram 18: customers' recommendations to Pact



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