The University of Manchester

Respect - Quantitative and Qualitative Analysis of the Record Forms of Calls to Salesforce Database

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Overview of the Data Fellowship

For the internship my responsibility was the data analysis of the quantitative data collected through saleforce. Respect works with both the victims and the perpetrators of domestic violence and acts as a signposting service that provides help to the men and women who contact the helplines via a 30 minute one on one call with a Respect agent. The two key helplines that i analysed were the respect phoneline and the men's help advice line that focused on male victims of domestic violence. The data viewed displayed the ages of the callers, if they were victims or callers, the type of domestic abuse that was being experienced i.e. coercive, financial or physical. The phonelines also collected demographic data as well as other questions specific to the helplines and their performance. The primary aim of the reports that this internship was conducting was to produce two reports for the helplines that would be able to provide indicators of the helplines performance and provide suggestions for targeted advertisement campaigns to increase users of demographics that are under-represented.

Data analysis

For my data analysis the main software I used was call handling, salesforce and Ed Excel to gather and compare the different variables that were present within the data. The analysis sought to establish both a report on the current data that displayed the performance over the past year and also a longitudinal review that displays their performance this past year to other years previous. The current report placed a high emphasis on the analysis of callers from black and other minoritised groups and their involvement with the helplines to see if there were pattens that developed and if their were any gaps in callers. The analysis was done through multiple cross tabulations that compared the data that the callers had imputed on the helplines. There were slight problems with the data set with many callers information being blank that made it more difficult to gather accurate data however their was still a substantial quantity of calls recorded that presented an important data set.

The findings

The study found that for both reports found that most of the callers age was between 35-44 years of age. The age also slightly changed for perpetrators and victims as perpetrators calling in would be on average slightly younger than that age of the victims who were calling into the helplines with more callers being closer to the 25-34 age bracket recorded.

Another finding within the data is that the ethnicity of most of the callers was white with over 60% of all of the callers being from a white British background however relative to the UK population this is not surprising, but the higher representation of British Asian callers was disproportionately high. But the number of British Chinese callers was very low. Additionally ethnicity influenced the types of services they were signposted to with many British Asian callers being signposted to Childlaw adviceline.

The data also displayed the quantity of missed calls that the helplines are not able to answer on first attempt. The missed calls rate increased from 28% to 38% throughout the year that is in part due to the increases in demand as a result of Covid-19s influence on domestic violence rates. As the calls connected to call handlers throughout the year remained fairly constant that displays the need for increased staffing on peak times that were usually around the middle of the day when people are on their breaks. It also displayed how the extended hours still didn't counter the increased missed call rates.

The Key Skills Learned

The primary skills that I learned during the internship regarding data analysis was becoming trained in the use of salesforce, call handling and provided experience with excel in exporting and developing data analysis. The use of excel provided practical practice in generating comparative data that is illustrated through tables and charts.

- In addition, I learned communicative skills both written and verbal. In developing the various reports, I had to condense findings into clear and concise documents. Then Once the reports were completed I was able to present my findings to colleges in a clear manor expanding presentation skills.

- Further skills developed were the development of my time management with a project that had a clear two month time frame I had to mange and assign my time accordingly to complete the reports within the internship.

- I also gained a training in understanding and dealing with vulnerable groups. Within the internship I was able to view how the calls with the victim and perpetrator callers were conducted and it illustrated skills needed to develop understanding of a situation whilst also interpreting the understanding into a format that can be signposted to help.