

# Service Modernisation Customer Experience Survey

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**A report examining how customers' experiences are evolving as services are modernised, and customers' overall perceptions and experiences of modernisation.**

This report contains findings from the Service Modernisation Customer Experience Survey, conducted by IFF Research on behalf of the Department for Work and Pensions (DWP). Two waves of the survey took place in spring 2024 and spring 2025, surveying customers from 9 service lines earmarked for modernisation. The report examines how customers' experiences are evolving as services are modernised, and customers' overall perceptions and experiences of modernisation. More specifically, it covers:

- customer contact with DWP and questions about customers' experience of these interactions
- overall customer experience of the service provided by DWP and the Customer Experience Drivers
- customer views and experiences of different types of modernised services such as managing claims online and receiving updates by text or email

An additional survey focusing on the experiences of customers who manage more than one service line claim with DWP was also undertaken and findings are included as an annex to this report.

This report presents findings on overall customer experience and the DWP Customer Experience Drivers. These provide standards against which customer service delivery can be measured. Please note, findings presented in this report are independent and different to those of the Customer Experience Survey which provide the department's key measure of customer satisfaction. Further information can be found on DWP Customer Experience Survey: Benefit customers 2024 to 2025.

## Research value

Findings will be used to inform changes made as part of the Service Modernisation Programme.

<https://www.gov.uk/government/publications/service-modernisation-customer-experience-survey>