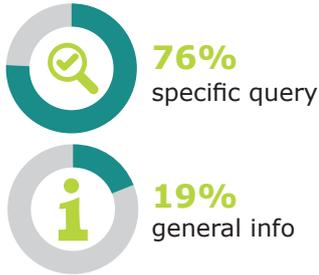


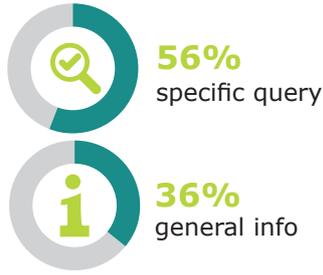
Acas digital advice: 2018 evaluation findings

Reasons for using advice and routes taken

Employees:



Employers:



58% used another source beforehand

28% had used gov.uk




Employers more likely to go directly to Acas (**46% vs 39% of employees**)

Engagement with different platforms

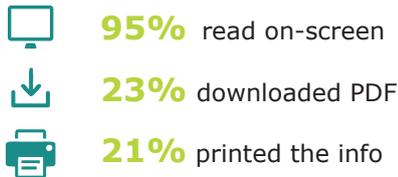


19% also called the Acas Helpline:
Employees more likely to call (**29% vs 17% of employers**)

Main reasons for also calling the Acas Helpline:



How consumed advice:



Time spent reading advice:



Perceptions of the advice and uses of it



More satisfied groups:

- Those using desktop computers
- Those reading long form advice
- Employers

95% would recommend Acas digital advice



56% used it to solve a problem at work

43% used it to reassure them they had taken the right course of action

Of whom **86%** said it *did* solve their problem

Of whom **96%** said it *did* reassure them



Overall: 68% of all users said that Acas digital advice helped them solve a problem at work or reassured them of the right action

Further impacts



43% of all users said that Acas digital advice helped them to amend or introduce a workplace policy

