

User Satisfaction Index – End of 2nd Quarter 09-10

Objective

The objective of this paper is to update the Directing Board on performance against the USI target for the second of the year 2009/10.

Key Indicators:

1. The satisfaction Index for the second quarter of 2009-10 is **90%**, a score which successfully meets the overall target.
2. The Service received a total of **5318** cards which is an increase against the **5204¹** completed comment cards received in Quarter 1.

Background

3. The Directing Board set the 2009-10 satisfaction target as **90%**
4. The summary for the individual results for the quarter is as follows:

Satisfaction by group

User Group	Sample size	Satisfaction (%)
Bankrupts and Directors	4699	91
Redundancy Payments	466	73
Insolvents Creditors	56	80
Enquiries	44	90
Insolvency Practitioners	16	73
Others*	5	60
Overall	5318	90

Summary of overall responses for quarter two 2009-10

	Total responses
Very Satisfied	3501
Satisfied	1541
Neutral	198
Dissatisfied	47
Very Dissatisfied	31
Total	5318
User Satisfaction Index	90%

*The remaining groups were either blank, or 'other'

¹ An increase of 2.14%

5. **Bankrupts and Directors:** The largest number of responses forming over 83% of the total. Satisfaction was **91%** - the highest of all groups. Within this group there were a total of 12 dissatisfied and 8 very dissatisfied customers – this accounts for just over 8% of this group

The common threads from the dissatisfied group is poor customer service, and a lack of information.

Of the 8 responses from the very dissatisfied group, 5 of them did not leave a comment. The other 3 made comments about the poor quality of telephone interviews and the distance that it creates in dealing with such a sensitive and emotive issue.

A detailed analytical report has been sent to the Regional Directors for them to action. CST has received responses from them to the effect that some of these regions have made contact with the customers to deal with their concerns and complaints.

6. **Redundancy Payments:** Satisfaction for this group is at 73% against a target of 78%. The result equals the score of the previous quarter - regardless of the increase in the number of cards scanned this quarter . In Q1 226 cards were returned - 13% of the respondents showed a level of dissatisfaction. In Q2 466 cards were returned and 11% of the respondents indicated dissatisfaction to some degree.

An analysis of these findings for the dissatisfied group does not reveal a common thread of concern. The responses highlight issues such as poor customer service, a lack of information, miscalculated payments.

From their comments, responses in the very dissatisfied group focused on poor communication and customer service in addition the uncertainty that amounts awarded for their claims had correct calculations.

7. Amongst the other groups of the satisfaction index, there has been an increase in the return of comment cards – the group labelled 'Other' had a return of 5 cards in the previous quarter in comparison with 76 returns this quarter.

Conclusions: The Service has met its target again this quarter. Although this is a pleasing result, it should be tempered with the knowledge the scores from the Bankrupts and Directors group have made this achievement possible. The CST will be working closely with the RPS in the coming quarter to commence initiatives with the aim of boosting their scores.

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