



Services Sector Results

July 2009



UKCSI Sector reporting background

The UKCSI draws upon the results of an online questionnaire that is completed by a representative sample of UK adults. Customers are asked to rate organisations across various sectors on each of the 20 priorities that UK consumers say are most important to them. Customers are also asked about any complaints they'd made and how the organisation handled them.

We weight each of the customer priorities according to how important customers said they were in the ICS research *Customer priorities: what customers really want* (which is available to buy from ICS). The weighted satisfaction scores are used to produce the Index.

The UKCSI gathers data for eleven private-sector segments, and for two public sector segments. The aim is to cover over 50% of the market in each sector, but this is easier to do in some sectors than in others. For example, the Utilities sector is made up of a small number of companies, while the services sector has a huge number of small businesses.

Responses are made on a 1- to-10 rating scale. The figures produced for each question are mean averages of all responses. The average scores for each question grouping (eg 'Professionalism' 'Quality and efficiency' etc.) are then weighted and multiplied by 10 to produce an index figure for each area of service experience. The overall CSI for each organisation is the average of all of its customers' satisfaction scores, duly weighted for each question grouping.

The Loyalty Index applies a similar, but unweighted, group scoring protocol to questions on how likely customers are to stay, recommend the organisation to others or buy another product/service from the organisation.

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As a general guide, organisations scoring above 80 are likely to be delivering world-class service.

The indicative arrows show the direction of travel since the last survey. If no comparative data exists from the last round of reporting, no arrows are shown: This arises if an organisation is new to the index, or if no complaints data was recorded in the last round.

The 'Problem solving' area needs some further explanation. All respondents are encouraged to answer questions on 'Handling of enquiries' and 'Being kept informed'. However, only complainants rate 'The outcome of the complaint' and 'Handling of the complaint'. Where no data is shown, no complaints have been recorded.

The Complaints Index figure at the bottom of the spreadsheets is calculated using the following weightings:

- How well organisations avoid giving customers a problem in the first place 50%
- How happy the customer is with how their complaint was handled 25%
- How happy the customer is with the outcome of their complaint 25%

Because of the low numbers of respondents who have complained this score is not usually available at individual organisation level, but we provide it at sector level. Detailed reporting on questions relating to sector complaints is provided from page 4 onwards.

UKCSI - July 09 - Services																	
	Services	your local plumber	your local hairdresser	RAC	your local travel agent	your local shoe repairer / key cutter	Autoglass	AA	Green Flag	TNT	Johnsons / Sketchley	DHL	Timpsons	Enterprise Rent-A-Car	City Link	your local estate agent	Homeserve
Staff appearance	7.9▶	7.9▲	8.4▶	8.7	8.7▲	7.7▶	8.0▶	8.1	7.8	7.8	7.5▶	7.7▶	7.2▼	7.7	7.3▲	7.9▲	7.2▲
Helpfulness of staff	8.0▶	9.0▲	8.8▲	8.8	8.7▲	8.7▶	8.3▼	8.3	8.1	7.9	7.7▶	7.5▶	7.5▼	7.2	7.3▲	7.4▲	6.8▲
Friendliness of staff	8.1▶	9.1▲	8.9▲	8.8	8.6▲	8.6▶	8.3▶	8.3	8.0	7.9	7.7▶	7.7▲	7.6▶	7.7	7.3▲	7.6▲	6.8▲
Competence of staff	7.9▶	9.0▲	8.8▲	8.8	8.3▲	8.8▶	8.4▼	8.3	8.1	7.8	7.8▶	7.4▶	7.5▼	7.0	7.2▲	7.0▲	6.5▲
Treated like a valued customer	7.6▶	8.8▲	8.7▶	8.6	8.2▲	8.3▼	7.8▶	8.0	7.5	7.7	7.3▶	7.1▶	6.9▼	7.1	6.8▶	6.5▲	6.2▲
Professionalism	78.9▲	88.1▲	87.2▲	87.4	84.7▲	84.4▼	81.4▼	82.3	78.8	78.3	76.3▼	73.8▲	73.7▼	73.3	71.6▲	72.8▲	65.9▲
Reputation	8.0▶	8.6▲	8.6▲	8.8	8.3▲	8.1▼	8.5▼	8.4	8.0	7.9	8.0▶	7.7▶	7.7▶	7.8	7.2▶	7.2▲	6.3▲
Price/cost	7.4▶	8.3▲	8.3▲	8.2	7.9▲	7.6▼	8.0▶	7.7	8.0	7.3	6.5▶	7.3▶	6.5▶	7.5	6.9▶	6.0▲	6.2▲
Product/service quality	7.9▶	8.9▲	8.8▲	8.7	8.5▲	8.2▼	8.3▶	8.1	8.3	7.8	7.6▶	7.3▶	7.3▼	7.1	7.1▶	6.5▲	6.6▲
Billing	7.9▲	8.6▲	8.6▲	8.7	8.5▲	8.1▼	8.2▶	8.1	8.1	7.9	7.7▼	7.5▲	7.3▶	7.4	7.1▶	6.7▲	6.6▲
Quality & Efficiency	77.8▲	86.4▲	85.3▲	86.0	82.7▲	80.1▼	82.7▼	81.0	81.5	78.3	74.1▼	74.2▲	72.2▼	73.7	71.2▲	66.1▲	64.3▲
Continuity of staff	7.7▶	8.9▲	8.8▲	8.5	8.2▲	8.6▶	7.6▶	7.9	7.8	7.5	7.3▶	7.3▶	7.1▼	7.2	7.0▶	7.0▲	6.2▲
Product/service range	7.9▶	8.8▲	8.6▲	8.7	8.6▲	8.2▼	8.1▼	8.2	8.0	7.6	7.7▶	7.5▶	7.5▶	7.3	6.9▶	7.1▲	6.5▲
Information/advice	7.8▶	8.9▲	8.7▲	8.6	8.4▲	8.3▼	8.2▼	8.1	7.7	7.6	7.5▼	7.4▲	7.4▶	7.1	6.9▶	7.1▲	6.4▲
Ease of doing business	7.9▶	8.8▲	8.8▲	8.6	8.7▲	9.0▶	8.3▶	8.2	8.3	7.9	7.9▶	7.5▶	7.6▶	7.4	7.1▶	6.9▲	6.6▲
Tangibles	7.9▶	8.0▶	8.3▶	8.9	8.3▲	7.5▼	8.2▶	8.4	7.4	7.7	7.9▶	7.7▶	7.3▼	7.5	7.1▶	7.1▲	7.2▲
Ease of doing business	78.4▲	87.4▲	86.0▲	86.3	84.3▲	83.2▼	81.5▼	82.1	78.9	77.3	76.3▼	74.4▲	74.2▼	72.9	70.3▲	70.3▲	65.2▲
Handling of enquiries	7.7▶	8.7▲	8.6▲	8.5	8.6▲	8.5▶	8.1▼	8.1	8.1	7.9	7.6▶	7.1▲	7.3▼	7.0	6.7▶	6.8▲	6.3▶
Being kept informed	7.6▶	8.7▲	8.5▲	8.5	8.4▲	8.4▶	8.1▶	8.0	7.8	7.7	7.3▶	7.2▶	7.1▼	7.0	6.7▶	6.3▶	6.1▲
The outcome of the complaint	5.4▲	8.0▲	10.0▲	5.0	8.0▲	1.0▼	6.0	5.5	6.0	4.0	9.3▲	4.6	1.0▼	3.6	5.0	3.2▼	4.5
Handling of the complaint	4.9▲	7.0▲	9.0▲	5.0	8.0▲	1.0▼	6.0	5.5	6.3	4.0	7.0▲	3.2	1.0▼	4.0	5.3	2.7▼	4.3
Problem solving	76.5▲	86.6▲	85.9▲	84.8	85.3▲	84.4▼	81.0▼	80.0	78.2	77.6	74.8▼	72.5▲	72.6▼	68.3	68.1▲	63.9▲	62.7▲
Speed of service	7.8▶	8.6▲	8.6▲	8.5	8.4▲	8.5▶	8.3▶	8.2	8.1	7.7	7.5▶	7.7▶	7.4▶	7.2	7.1▶	6.8▲	6.4▲
On time delivery/solution	7.8▶	8.7▲	8.7▲	8.4	8.4▲	8.6▶	8.3▶	8.1	8.2	7.9	7.8▶	7.5▶	7.4▼	7.4	7.2▲	6.6▲	6.3▲
Timeliness	78.2▲	85.7▲	85.7▲	84.3	83.4▲	85.3▼	83.0▼	81.7	81.1	77.7	76.5▼	75.8▲	73.9▼	72.7	71.5▲	67.3▲	63.2▲
CSI	78.1▲	87.2▲	86.1▲	86.0	84.1▲	83.1▼	81.9▼	81.6	79.8	77.8	75.7▼	74.0▲	73.3▼	72.3	70.9▲	68.9▲	64.6▲
Retention	7.8▶	9.0▲	8.9▲	8.8	8.1▲	8.3▼	8.3▼	8.2	8.1	7.6	7.2▼	7.5▶	7.2▼	6.9	7.2▶	6.2▲	6.3▶
Recommendation	7.6▶	8.9▲	8.7▲	8.6	8.0▶	8.0▼	8.1▼	8.2	7.9	7.5	6.9▼	7.3▶	7.0▼	6.5	6.8▶	6.0▲	5.8▶
Repurchase	7.4▶	9.0▲	8.5▲	8.0	8.2▲	8.0▼	7.8▶	8.0	7.7	7.6	7.1▶	7.2▶	7.0▼	6.7	6.7▶	5.7▲	5.7▲
Loyalty index	76.2▼	89.8▲	87.4▲	85.0	81.0▲	81.2▼	81.1▼	81.5	79.5	75.4	70.7▼	73.2▼	70.7▼	66.9	68.9▲	59.9▲	59.5▲
Complaints index	70.5▲																

UKCSI - July 09 - Sector summaries

	UKCSI overall	Tourism	Retail (food)	Retail (non-food)	Services	Finance (insurance)	Automotive	Finance (banks)	Leisure	Public services (local)	Transport	Telecoms	Public services (national)	Utilities
Staff appearance	7.8▲	8.1▲	7.9▲	7.9▶	7.9▶	7.8▲	7.8▶	8.2▶	7.5▲	7.9▲	7.6▶	7.5▲	7.5▶	7.2▶
Helpfulness of staff	7.6▲	8.0▲	7.9▲	7.9▶	8.0▶	7.8▲	7.7▶	7.9▶	7.5▲	7.4▲	7.3▶	7.2▲	7.5▶	6.9▶
Friendliness of staff	7.7▲	8.1▲	7.9▲	7.9▶	8.1▶	7.9▲	7.8▶	8.0▲	7.6▲	7.4▲	7.3▶	7.3▲	7.5▶	7.1▶
Competence of staff	7.5▲	8.0▲	7.8▲	7.7▶	7.9▶	7.8▲	7.6▶	7.7▶	7.4▲	7.3▲	7.3▶	7.0▲	7.3▶	6.9▲
Treated like a valued customer	7.1▲	7.7▲	7.5▲	7.4▶	7.6▶	7.4▶	7.4▶	7.2▶	7.0▲	6.8▲	6.5▶	6.6▲	6.7▶	6.3▶
Professionalism	74.9▲	79.8▲	77.9▲	77.5▲	78.9▲	76.9▲	76.7▲	77.5▲	73.8▲	73.3▲	72.0▲	70.5▲	72.8▲	67.8▲
Reputation	7.5▶	8.1▲	8.1▲	8.1▶	8.0▶	7.9▶	8.0▶	7.7▶	7.6▲	7.0▲	7.0▶	7.3▲	6.8▶	6.8▶
Price/cost	7.1▲	7.6▲	7.9▲	8.0▶	7.4▶	7.5▶	6.8▶	7.0▲	7.3▶	6.6▲	6.8▶	6.9▲	6.6▶	5.6▶
Product/service quality	7.5▲	7.9▲	8.1▲	8.1▶	7.9▶	7.8▲	7.7▶	7.5▶	7.6▲	7.1▲	6.9▶	7.2▲	7.0▶	6.7▶
Billing	7.5▲	8.0▲	8.2▲	8.1▶	7.9▶	7.8▲	7.6▶	7.4▲	7.7▲	6.8▲	7.4▲	7.2▲	7.2▶	6.5▲
Quality & Efficiency	73.8▲	78.6▲	80.4▲	80.4▲	77.8▲	77.0▲	75.0▲	74.0▲	75.0▲	70.1▲	69.5▲	71.4▲	67.7▼	64.2▲
Continuity of staff	7.2▲	7.7▲	7.7▲	7.5▶	7.7▶	7.4▲	7.5▶	7.5▲	7.0▲	7.3▲	6.9▶	6.6▲	7.0▶	6.3▶
Product/service range	7.7▲	8.0▲	8.2▲	8.3▶	7.9▶	7.9▶	7.9▶	7.7▶	7.8▲	7.2▲	7.1▶	7.5▶	7.3▶	6.9▲
Information/advice	7.5▲	7.9▲	8.0▲	7.9▶	7.8▶	7.8▲	7.7▶	7.6▶	7.5▶	7.2▲	7.0▶	7.0▲	7.2▶	6.7▶
Ease of doing business	7.5▲	8.1▲	8.2▲	8.1▶	7.9▶	7.8▶	8.1▶	7.5▶	7.8▲	6.8▲	7.4▶	6.9▶	6.9▶	6.7▲
Tangibles	7.7▲	8.0▲	8.0▲	8.0▶	7.9▶	7.8▲	8.0▶	7.9▶	7.6▲	7.5▲	7.2▶	7.6▲	7.0▶	7.1▲
Ease of doing business	74.9▲	79.5▲	80.0▲	79.7▲	78.4▲	77.6▲	77.4▲	76.1▲	75.5▲	71.8▲	71.2▲	71.0▲	70.7▼	67.2▲
Handling of enquiries	7.3▲	7.9▲	7.8▲	7.7▶	7.7▶	7.7▲	7.6▶	7.4▲	7.3▲	7.0▲	6.9▶	6.8▲	6.9▶	6.6▲
Being kept informed	7.2▲	7.8▲	7.8▲	7.7▶	7.6▶	7.6▲	7.4▶	7.3▶	7.3▲	6.8▲	6.8▶	6.8▲	6.7▶	6.4▲
The outcome of the complaint	5.0▲	6.2▲	5.2▼	5.8▲	5.4▲	5.2▲	6.1▲	4.8▲	5.4▲	4.3▲	4.6▲	4.9▶	4.5▲	4.7▲
Handling of the complaint	4.5▲	5.8▲	4.9▼	5.3▲	4.9▲	4.8▲	6.0▲	4.1▲	5.2▲	4.1▲	4.4▲	4.0▲	4.0▲	4.0▲
Problem solving	72.4▲	78.5▲	77.4▲	76.7▲	76.5▲	76.4▲	74.8▲	73.4▲	72.7▲	68.9▲	68.1▲	67.8▲	68.1▶	65.1▲
Speed of service	7.2▲	7.8▲	7.6▲	7.5▶	7.8▶	7.7▲	7.4▶	7.3▲	7.3▲	6.7▲	7.0▶	6.7▲	6.6▶	6.5▲
On time delivery/solution	7.3▲	7.9▲	7.9▲	7.8▲	7.8▶	7.7▲	7.5▶	7.3▲	7.4▲	6.7▲	7.0▶	6.9▶	6.7▶	6.6▲
Timeliness	72.4▲	78.3▲	76.8▲	75.9▲	78.2▲	77.4▲	74.5▲	72.8▲	73.6▲	66.9▲	69.9▲	67.8▲	66.2▶	65.7▲
CSI	74.1▲	79.1▲	78.7▲	78.4▲	78.1▲	77.1▲	76.0▲	75.3▲	74.4▲	70.9▲	70.6▲	70.1▲	70.0▼	66.1▲
Retention	7.7▶	7.9▲	8.5▶	8.4▶	7.8▶	7.5▶	7.6▶	7.7▶	7.9▲	8.1▲	7.4▶	7.3▲	8.0▶	6.5▶
Recommendation	7.3▲	7.8▲	8.2▲	8.1▶	7.6▶	7.4▶	7.6▶	7.1▲	7.5▲	7.1▲	6.9▶	6.8▲	6.9▶	5.9▶
Repurchase	7.3▶	7.7▲	8.5▶	8.4▶	7.4▶	7.2▶	7.6▶	7.0▲	7.7▲	7.1▲	7.1▶	6.6▲	7.3▶	5.6▶
Loyalty index	74.5▲	77.9▲	84.0▲	83.4▲	76.2▼	73.4▲	76.0▶	72.6▲	77.0▲	74.7▲	71.1▶	68.9▲	74.4▼	60.7▲
Complaints index	67.0▲	76.8▲	70.3▲	73.3▲	70.5▲	70.9▲	75.6▲	64.1▲	70.9▲	62.8▲	65.1▲	62.3▲	62.1▲	63.3▲

UKCSI - July 09 - Sector complaints

Services

Q4 Have you had a problem

Yes	10.4%
No	89.6%

Q5 What was the nature of your problem?

Quality or reliability of goods/services	20.9%
Suitability of goods/services (e.g. didn't do what you expected)	7.8%
Availability of goods/services (e.g. couldn't find what you wanted)	7.2%
Late delivery or slow service	20.3%
Staff competence	15.7%
Staff attitude	9.2%
Cost	6.5%
Other	12.4%

Q6 How annoyed did this problem make you feel? (1 = slightly irritated: 10 = Very annoyed)

1	2.9%
2	3.5%
3	4.7%
4	4.1%
5	7.6%
6	5.3%
7	15.8%
8	15.2%
9	13.5%
10	27.5%
Mean	7.4

Q7 Did you tell anyone at XX?

Yes	76.6%
No	23.4%

Q8 Why not

Didn't know how to	20.0%
Didn't know who to complain to	12.5%
Didn't think it would make any difference	42.5%
Didn't have time	20.0%
Don't like complaining	10.0%
The complaints process is too much hassle	5.0%
Other	12.5%

Q9 How did you contact XX?

Face to face	30.5%
Telephone	32.1%
Email	14.5%
Post	3.8%
Fax	0.0%
Text/SMS	0.8%
Other	0.8%

Q9 Preferred method to contact them

Face to face	24.4%
Telephone	46.6%
Email	22.1%
Post	3.8%
Fax	2.3%
SMS	0.0%
Other	0.8%

Q9 How did they contact you?

Face to face	16.8%
Telephone	25.2%
Email	13.0%
Post	6.9%
Fax	2.3%
SMS	1.5%
Other	0.0%
Not Applicable	6.1%

Q9 Preferred method

Face to face	22.1%
Telephone	45.0%
Email	19.8%
Post	6.9%
Fax	1.5%
SMS	0.0%
Other	0.0%
Not applicable	4.6%

Q10 How did XX react to your complaint at the time you first informed them?

Dealt with it immediately	19.1%
Listened carefully/wanted to fully understand the problem	20.6%
Were sympathetic	14.5%
Apologised	20.6%
Acknowledged your complaint in writing	6.1%
Told you what would happen next	19.8%
Told you how long it would take to resolve	11.5%
Took responsibility	12.2%
Seemed uninterested	32.1%
Dismissed it	13.7%
Passed you on to someone else	10.7%
Made excuses	22.1%

Q11 Did you have to escalate your complaint?

Yes	48.1%
No	51.9%

Q12 Who to?

Supervisor	69.8%
Head office	27.0%
External (e.g. Ombudsman Media MP Citizens Advice)	9.5%

Q13 How long did it take to resolve your problem?

Immediately	13.5%
Within 24 hours	16.4%
2-3 days	9.9%
4-7 days	11.1%
1-2 weeks	4.1%
3-4 weeks	5.3%
Over 1 month	5.3%
Still unresolved	22.8%
N/A	11.7%

Q13 Should have taken

Immediately	36.3%
Within 24 hours	21.6%
2-3 days	12.3%
4-7 days	5.3%
1-2 weeks	4.7%
3-4 weeks	2.9%
Over 1 month	0.0%
Still unresolved	5.8%
N/A	11.1%

Q14 Satisfaction (1 = Exceptionally Dissatisfied; 10 = Exceptionally satisfied)

The final outcome of your complaint

1	26.2%
2	0.0%
3	4.9%
4	8.2%
5	6.6%
6	9.8%
7	13.1%
8	11.5%
9	6.6%
10	13.1%
Mean	5.4

The way XX handled your complaint

1	31.3%
2	4.7%
3	3.1%
4	6.3%
5	7.8%
6	7.8%
7	14.1%
8	7.8%
9	6.3%
10	10.9%
Mean	4.9

Q15 Did you receive any follow-up contact from XX after the resolution of your complaint?

Yes	26.0%
No	54.2%
NA - still unresolved	19.8%

Q16 Have you had any contact with XX in the last 3 months? (Those who have not had a problem)

Yes	42.8%
No	57.2%
Total	

Q17 What was the nature of this contact?

Face to face	77.3%
Telephone	41.2%
Letter or email	13.4%
Other	1.9%

Q19 Did you talk to anyone else about this experience?

Those with a Complaint	Yes	67.3%
	No	32.7%

Those making Other contact	Yes	44.0%
	No	56.0%

Q20 How many?

Complaint	1	9.9%
	2	11.9%
	3	15.8%
	4	12.9%
	5	12.9%
	6	8.9%
	7	4.0%
	8	3.0%
	9	1.0%
	10	2.0%
	11 or more	17.8%

Other contact

	1	15.2%
	2	25.6%
	3	17.3%
	4	12.3%
	5	7.9%
	6	6.9%
	7	1.8%
	8	1.4%
	9	0.4%
	10	1.1%
	11 or more	10.1%

Q21 Was what you said

Complaint	Positive	24.8%
	Negative	54.5%
	A mixture of the two	20.8%

Other contact

	Positive	87.0%
	Negative	3.2%
	A mixture of the two	9.7%