

Institute of Customer Service

UK Customer Satisfaction Index

Retail (food)

Sector results - July 2012



Institute of
Customer Service

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Background

The UKCSI draws upon the results of an online questionnaire that is completed by a rolling representative sample of 26,000 UK adults. UKCSI is produced twice a year; in January and July. It provides a unique picture of the state of customer satisfaction in the UK – at overall levels, by sector and for many individual organisations.

Customer priorities

Customers are asked to rate organisations across various sectors on each of the 20 customer priorities that UK consumers have identified as most important to them in the Institute of Customer Service research *Customer priorities: what customers really want* (which is available to buy on www.instituteofcustomerservice.com). Customers are also asked about any complaints they'd made and how the organisation handled them.

Each of the customer priorities is weighted according to how important customers said they were. The weighted satisfaction scores are used to produce the index.

Sectors

UKCSI includes data for 11 private-sector segments, and two public sector segments. Fieldwork occurs in May/June and November/December each year to produce the July and January results.

Producing the Index

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 UKCSI for each organisation is the average of all of its customers' satisfaction scores, duly weighted for each question grouping.

The **Loyalty Index** assesses the degree to which an organisation is positioned to achieve customer retention, by applying an 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.

Complaints Index

The 'problem solving' area is based on respondents being encouraged to answer questions about 'handling of enquiries' and about '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 is calculated using the following weightings:

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

Because of the low numbers of respondents who have complained, this score is usually available at a sector, rather than individual organisation level.

What the scores mean

Organisations can gauge their performance by comparing against the sector average and/or best in sectors. The leading 20 organisations in the UK (all sectors) have achieved a UKCSI of at least 85.

how to use this report

- Check how organisations in this sector compare with each other on customer satisfaction, complaints and each of the customer priorities
- Compare this sector to other UK sectors
- Identify which channels customers in this sector use and how satisfaction varies by channel
- Identify the range of scores in this sector against each of the customer priorities

Overall satisfaction

- The sector score is 81.6 compared to the overall UKCSI score of 78
- The highest ranked organisations for customer satisfaction are:

Waitrose	87.0
Iceland	85.9
Marks & Spencer (Foods)	85.0
- The top organisations which have seen the biggest change since January 2012 are:

Iceland	up by 3.4 points
Waitrose	up by 2.3 points
Marks & Spencer (Foods)	down by 2.3 points

Satisfaction by channel

- The most frequently used channel by customers is 'in person' (88% of customer interactions); the least used is 'in writing' (2% of interactions)
- The channel with the highest satisfaction in this sector is 'by website' which has a score of 83, compared to 79 for the UKCSI overall
- The channel with the lowest satisfaction in this sector is 'by phone' which has a score of 76, compared to 74 for the UKCSI overall

Customer priorities

- The customer priorities with the biggest range of scores between the highest scoring and lowest scoring organisations in this sector are:
 - Price/cost (general) – highest score = 8.9, lowest score = 7.0
 - Product/service quality (general) – highest score = 9.1, lowest score = 7.6
 - Product/service range (general) – highest score = 8.7, lowest score = 7.3

Relationship between customer satisfaction and business performance

- The UKCSI results suggest a correlation between high (or low) customer satisfaction and market share growth.
- Companies with an overall customer satisfaction score higher than the sector average (81.6) have seen an average market share growth of 0.08% in the last 12 months. Companies with an overall customer satisfaction score lower than the sector average have seen an average market share drop of 0.13%.

Complaints

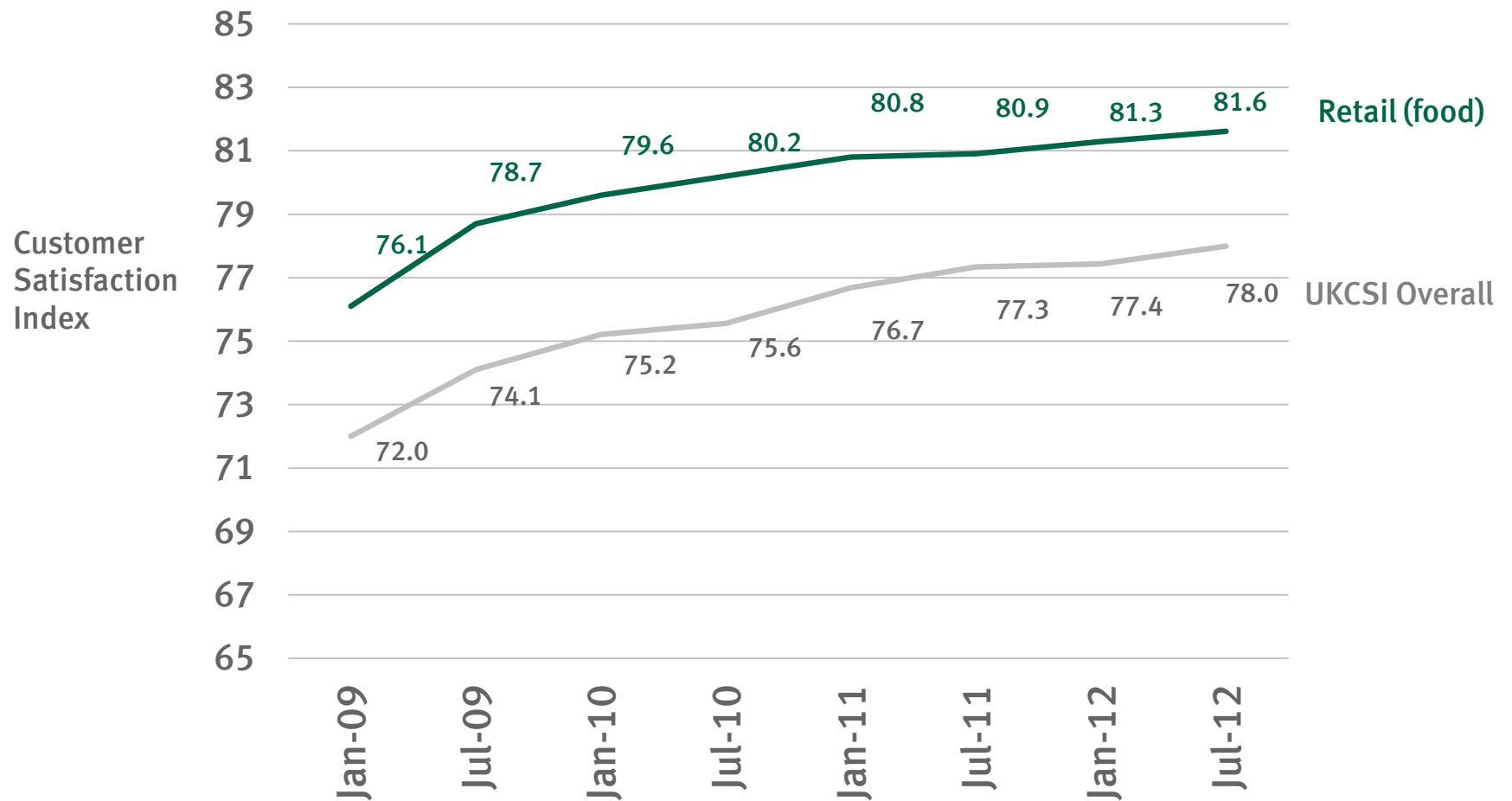
- The satisfaction with complaints score for this sector is 78.5 compared to 72.2 (all sectors)
- The organisation in this sector with the highest satisfaction with complaints score is Lidl (91.3)

sector data and trends

UKCSI - July 2012 - Sector Summary

	UKCSI Overall	Automotive	Finance - banks	Finance - insurance	Leisure	Public Services (local)	Public Services (national)	Retail - food	Retail - non-food	Services	Telecommunications	Tourism	Transport	Utilities
Helpfulness of staff (In person)	8.1	8.4	8.1	8.1	8.2	7.9	7.7	8.3	8.3	8.5	8.0	8.2	7.4	8.2
Friendliness of staff (In person)	8.2	8.5	8.3	8.1	8.3	8.0	7.8	8.3	8.3	8.6	8.1	8.3	7.4	8.3
Competence of staff (In person)	8.1	8.4	8.2	8.2	8.2	8.0	7.8	8.2	8.3	8.6	8.0	8.2	7.5	8.3
Treated like a valued customer (General)	7.6	8.0	7.6	7.6	7.8	7.3	7.0	7.9	8.1	8.1	7.3	7.9	7.0	7.0
Helpfulness of staff (Over the phone)	7.6	7.9	7.8	7.9	7.6	7.0	6.8	7.4	7.1	8.1	7.2	8.3	7.7	7.4
Competence of staff (Over the phone)	7.5	7.9	7.7	7.9	7.7	7.1	6.6	7.4	7.1	8.1	7.1	8.3	7.6	7.3
Professionalism	77.6	81.1	78.4	77.6	80.4	75.4	73.0	81.2	82.3	82.5	73.5	79.9	72.1	71.9
Reputation of the organisation (General)	7.9	8.2	7.9	8.0	8.1	7.7	7.4	8.2	8.5	8.2	7.7	8.1	7.5	7.4
Price/cost (General)	7.5	7.5	7.4	7.5	7.8	7.0	6.7	8.0	8.4	7.9	7.2	7.8	7.0	6.3
Product/service quality (General)	7.9	8.3	7.8	7.9	8.1	7.5	7.4	8.3	8.5	8.2	7.7	8.0	7.3	7.5
Product reliability (General)	7.9	8.3	7.9	7.9	8.2	7.5	7.4	8.3	8.4	8.2	7.7	8.1	7.3	7.8
Billing (General)	7.9	8.1	7.7	7.9	8.2	7.4	7.4	8.3	8.6	8.2	7.6	8.2	7.6	7.2
Condition of delivered goods (Over the phone)	7.8	8.1	7.8	8.0	7.9	7.3	7.3	7.9	7.8	8.3	7.8	8.1	7.7	7.5
Condition of delivered goods (Website)	8.2	7.8	7.8	8.0	8.1	7.1	8.1	8.4	9.1	8.0	8.2	8.1	7.9	7.6
Condition of delivered goods (Writing)	7.8	8.2	7.9	8.0	8.0	6.9	7.7	8.4	8.6	7.9	8.1	8.0	7.4	7.4
Quality & Efficiency	78.1	81.0	77.8	78.5	80.8	75.9	72.3	82.2	84.8	81.1	76.1	80.2	73.0	72.2
Product/service range (General)	7.9	8.2	7.9	7.9	8.2	7.6	7.5	8.3	8.6	8.1	7.8	8.0	7.4	7.3
Quality of Information/advice (General)	7.8	8.1	7.8	7.8	7.9	7.7	7.4	8.1	8.3	8.1	7.5	8.0	7.4	7.2
Ease of doing business (General)	7.9	8.1	7.9	7.9	8.4	7.3	7.3	8.4	8.6	8.2	7.4	8.2	7.6	7.3
Ease of finding what you want (Website)	8.1	7.8	8.1	8.1	7.8	7.1	7.9	8.1	8.9	8.0	7.9	8.2	7.9	7.5
The check-out process (website)	8.2	7.6	8.0	8.1	7.9	6.9	8.2	8.4	9.1	8.0	8.1	8.4	8.0	7.6
Ease of doing business	78.7	81.2	78.6	78.8	81.8	75.6	74.0	82.5	84.9	81.8	75.7	81.2	74.8	72.7
Handling of enquiries (General)	7.7	8.0	7.8	7.8	7.9	7.5	7.2	8.0	8.2	8.1	7.3	8.0	7.3	7.2
Being kept informed (General)	7.6	7.9	7.7	7.6	7.9	7.3	7.1	8.0	8.3	8.0	7.3	8.0	7.2	7.1
The outcome of the complaint	5.5	5.8	5.5	5.6	5.8	4.9	4.9	6.3	6.6	5.3	5.7	5.7	5.0	5.5
Handling of the complaint	5.6	6.0	5.6	5.2	6.3	5.1	4.7	6.8	6.9	5.3	5.2	6.1	5.6	5.4
Staff understanding the issue	5.6	6.0	5.4	5.3	6.4	5.0	4.7	6.8	6.9	5.3	5.0	6.5	5.7	5.3
Staff doing what they say they will do	5.7	6.3	5.6	5.6	6.4	5.1	4.8	7.0	7.0	5.4	5.2	6.6	5.8	5.4
The attitude of staff	5.7	6.3	5.7	5.6	6.4	5.0	4.8	7.0	7.0	5.2	5.3	6.5	5.8	5.4
Speed of resolving your complaint	5.6	6.0	5.3	5.7	6.3	5.0	4.5	6.8	6.9	5.1	5.2	6.5	5.6	5.1
Availability of support (Website)	7.8	7.7	8.0	8.0	7.6	6.8	7.6	8.1	8.6	7.9	7.8	8.0	7.4	7.4
Problem solving	76.7	79.6	77.5	77.2	79.1	73.6	71.7	80.2	82.6	80.3	72.8	80.1	72.5	71.6
Speed of service (In person)	7.9	8.3	7.8	8.1	8.2	7.5	7.2	8.1	8.1	8.4	8.0	8.2	7.4	8.2
Ease of getting through (Over the phone)	7.4	7.9	7.6	7.8	7.8	6.8	6.1	7.9	6.9	8.1	6.8	8.1	7.4	7.1
On time delivery (Website)	8.1	7.7	7.8	8.0	8.1	6.9	7.9	8.6	9.0	8.0	8.1	8.2	7.9	7.4
Speed of response (Writing)	7.2	7.7	7.0	7.7	7.9	6.1	6.5	7.9	8.2	7.5	7.2	7.8	6.6	7.0
On time delivery (Over the phone)	7.6	7.9	7.7	7.9	7.9	7.0	6.6	7.6	7.4	8.0	7.3	8.2	7.8	7.3
On Time delivery (Writing)	7.5	7.9	7.6	7.9	8.1	6.4	6.9	8.3	8.3	7.6	7.6	7.8	7.3	7.2
Timeliness	77.9	81.3	77.5	79.1	81.5	72.3	70.4	81.1	84.1	82.0	73.7	81.3	75.2	73.2
CSI	78.0	80.9	78.1	78.3	80.8	74.9	72.7	81.6	84.1	81.5	74.7	80.5	73.5	72.3
Retention	8.0	8.0	8.1	7.7	8.3	8.2	8.1	8.5	8.7	8.2	7.6	8.0	7.6	7.2
Recommendation	7.6	7.9	7.5	7.5	8.0	7.4	7.2	8.2	8.5	8.0	7.2	7.9	7.1	6.6
Repurchase	7.7	7.9	7.4	7.4	8.2	7.3	7.5	8.5	8.7	7.9	7.1	8.0	7.5	6.4
Loyalty index	78.0	79.7	76.8	75.5	81.9	77.3	76.3	84.2	86.4	80.3	73.2	79.7	74.2	68.1
Customer Effort	4.3	4.3	4.2	4.4	3.7	4.7	5.0	3.9	3.7	4.1	4.8	4.1	4.5	4.7
Complaints index	72.2	77.1	71.7	72.6	75.9	66.8	64.9	78.5	79.6	72.2	67.4	78.3	71.4	70.1
Most recent contact														
In person (e.g. visited a store/branch)	50.3%	58.2%	54.2%	10.9%	87.3%	69.1%	62.4%	88.0%	54.3%	56.5%	15.2%	40.5%	46.7%	10.0%
In writing (letter or email)	6.6%	4.8%	4.6%	10.9%	2.6%	5.2%	10.1%	2.4%	3.9%	5.6%	6.9%	7.2%	6.9%	14.1%
On their website	21.1%	19.5%	24.9%	26.7%	6.5%	5.7%	13.4%	6.3%	37.7%	10.0%	25.1%	36.0%	35.2%	27.7%
Over the phone (e.g. called a contact centre)	22.1%	17.6%	16.3%	51.5%	3.6%	20.0%	14.1%	3.3%	4.1%	27.9%	52.8%	16.3%	11.1%	48.2%

UKCSI | July 2012 satisfaction trends

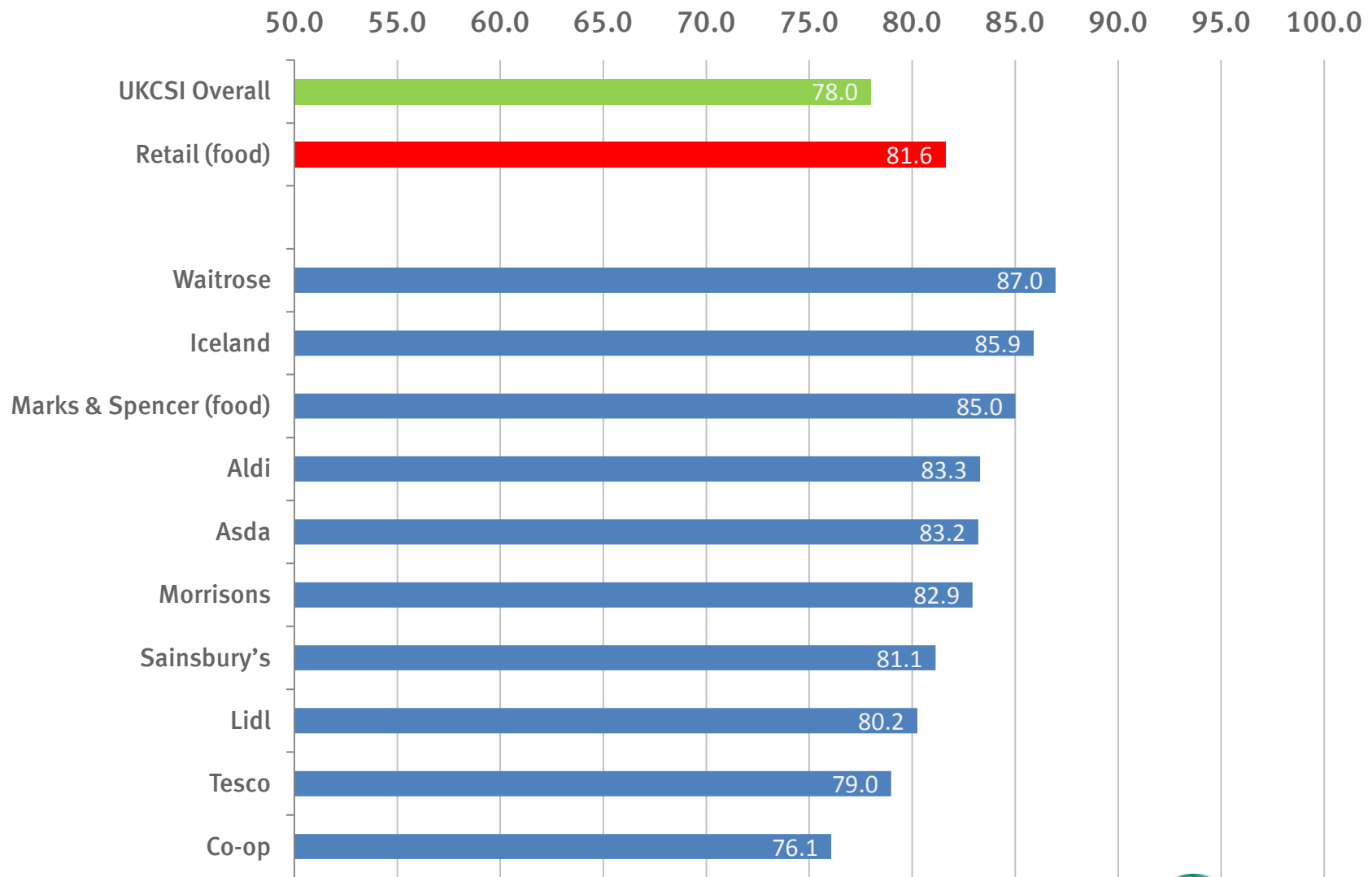


Retail (food)

	UKCSI Overall	Retail (food)	Waitrose	Iceland	Marks & Spencer (food)	Aldi	Asda	Morrisons	Sainsbury's	Lidl	Tesco	Co-op
Helpfulness of staff (In person)	8.1	8.3	8.9	8.7	8.5	8.3	8.5	8.4	8.3	8.2	7.9	7.9
Friendliness of staff (In person)	8.2	8.3	9.0	8.8	8.6	8.3	8.5	8.5	8.3	8.2	7.9	8.1
Competence of staff (In person)	8.1	8.2	8.9	8.7	8.5	8.5	8.4	8.4	8.3	8.3	7.8	7.7
Treated like a valued customer (General)	7.6	7.9	8.7	8.5	8.4	8.0	8.1	8.1	7.9	7.5	7.5	7.6
Helpfulness of staff (Over the phone)	7.6	7.4	a	a	a	a	7.6	a	6.6	7.4	6.9	a
Competence of staff (Over the phone)	7.5	7.4	a	a	a	a	7.5	a	6.7	7.0	7.2	a
Professionalism	77.6	81.2	87.9	86.5	85.2	83.0	82.9	83.2	81.1	78.4	77.5	78.2
Reputation of the organisation (General)	7.9	8.2	9.1	8.6	8.8	8.2	8.3	8.4	8.4	7.9	7.9	8.0
Price/cost (General)	7.5	8.0	7.7	8.9	7.8	8.9	8.4	8.0	7.6	8.7	7.7	7.0
Product/service quality (General)	7.9	8.3	9.1	8.5	8.8	8.3	8.3	8.5	8.2	8.1	8.1	7.6
Product reliability (General)	7.9	8.3	8.9	8.6	8.8	8.3	8.4	8.4	8.3	8.0	8.1	7.7
Billing (General)	7.9	8.3	8.9	8.6	8.4	8.5	8.6	8.4	8.2	8.3	8.1	8.1
Condition of delivered goods (Over the phone)	7.8	7.9	a	a	a	a	7.9	a	7.3	7.8	7.7	a
Condition of delivered goods (Website)	8.2	8.4	a	a	a	a	8.6	a	7.8	a	8.8	a
Condition of delivered goods (Writing)	7.8	8.4	a	a	a	a	8.3	a	a	a	a	a
Quality & Efficiency	78.1	82.2	87.1	86.7	85.4	84.6	83.8	83.3	81.4	82.2	79.7	75.6
Product/service range (General)	7.9	8.3	8.7	8.5	8.5	8.0	8.5	8.5	8.3	7.8	8.2	7.3
Quality of Information/advice (General)	7.8	8.1	8.7	8.4	8.5	8.1	8.3	8.2	8.0	7.9	7.8	7.6
Ease of doing business (General)	7.9	8.4	8.9	8.7	8.7	8.6	8.5	8.6	8.4	8.3	8.1	8.2
Ease of finding what you want (Website)	8.1	8.1	a	a	a	a	8.0	a	8.2	a	8.3	a
The check-out process (website)	8.2	8.4	a	a	a	a	8.4	a	8.5	a	8.8	a
Ease of doing business	78.7	82.5	87.7	85.7	85.7	82.2	84.0	84.3	82.4	79.9	80.5	76.7
Handling of enquiries (General)	7.7	8.0	8.7	8.3	8.5	8.2	8.2	8.2	8.0	8.0	7.7	7.7
Being kept informed (General)	7.6	8.0	8.5	8.4	8.4	8.1	8.2	8.2	7.9	7.9	7.8	7.6
The outcome of the complaint	5.5	6.3	a	a	a	a	5.9	7.1	6.3	9.4	5.6	7.0
Handling of the complaint	5.6	6.8	a	a	a	a	7.4	7.0	6.3	9.4	6.1	7.4
Staff understanding the issue	5.6	6.8	a	a	a	a	6.8	6.9	6.2	9.5	6.3	7.5
Staff doing what they say they will do	5.7	7.0	a	a	a	a	7.0	7.2	6.4	9.3	6.5	7.8
The attitude of staff	5.7	7.0	a	a	a	a	6.9	7.0	6.4	9.4	6.6	7.6
Speed of resolving your complaint	5.6	6.8	a	a	a	a	7.0	7.1	5.5	9.5	6.5	7.5
Availability of support (Website)	7.8	8.1	a	a	a	a	7.9	a	7.8	a	8.5	a
Problem solving	76.7	80.2	85.1	83.2	85.0	81.2	81.4	81.7	79.7	79.9	77.5	76.3
Speed of service (In person)	7.9	8.1	8.5	8.4	8.1	8.4	8.4	8.0	8.0	8.1	7.8	7.4
Ease of getting through (Over the phone)	7.4	7.9	a	a	a	a	8.1	a	7.4	7.6	8.1	a
On time delivery (Website)	8.1	8.6	a	a	a	a	8.5	a	8.3	a	9.0	a
Speed of response (Writing)	7.2	7.9	a	a	a	a	8.3	a	a	a	7.3	a
On time delivery (Over the phone)	7.6	7.6	a	a	a	a	7.5	a	6.9	7.4	7.3	a
On Time delivery (Writing)	7.5	8.3	a	a	a	a	8.2	a	a	a	a	a
Timeliness	77.9	81.1	85.4	83.8	81.2	84.5	83.6	80.5	80.1	79.8	79.3	74.9
CSI	78.0	81.6	87.0	85.9	85.0	83.3	83.2	82.9	81.1	80.2	79.0	76.1
Retention	8.0	8.5	9.2	8.8	9.0	8.7	8.6	8.8	8.5	8.5	8.3	8.1
Recommendation	7.6	8.2	9.1	8.7	8.7	8.5	8.4	8.5	8.1	8.4	7.7	7.0
Repurchase	7.7	8.5	9.3	8.9	9.0	8.8	8.6	8.7	8.4	8.5	8.3	8.0
Loyalty index	78.0	84.2	92.3	88.1	88.9	86.7	85.6	86.6	83.3	84.9	80.7	77.3
Customer Effort	4.3	3.9	2.8	4.1	3.5	4.3	3.9	3.6	3.7	4.2	3.9	4.3
Complaints index	72.2	78.5	67.7	82.1	91.1	84.7	78.4	80.7	77.0	91.3	73.9	76.8
Most recent contact												
In person (e.g. visited a store/branch)	50.3%	88.0%	90.3%	96.0%	93.5%	95.3%	100.0%	94.7%	88.0%	84.8%	86.1%	93.2%
In writing (letter or email)	6.6%	2.4%	2.4%	2.0%	3.2%	1.8%	0.0%	1.8%	0.8%	4.7%	1.8%	3.4%
On their website	21.1%	6.3%	1.6%	0.7%	1.9%	1.1%	0.0%	1.8%	7.3%	2.1%	9.4%	0.7%
Over the phone (e.g. called a contact centre)	22.1%	3.3%	5.6%	1.3%	1.3%	1.8%	0.0%	1.6%	3.9%	8.4%	2.6%	2.7%

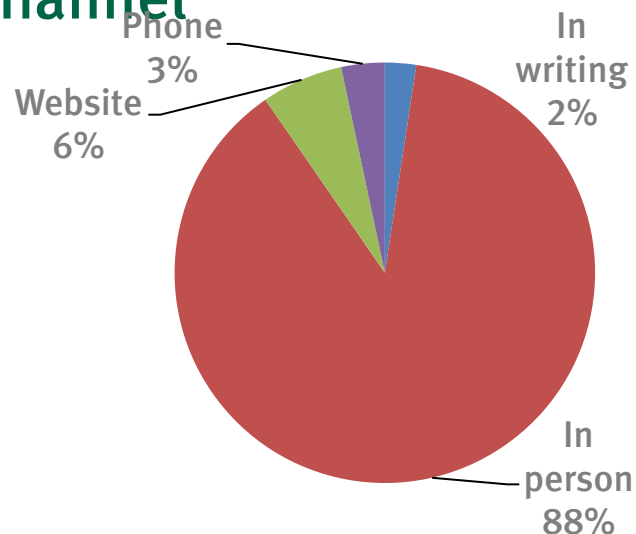
a. Less than 10 customers scoring this requirement for this channel

b. No customers scored this requirement

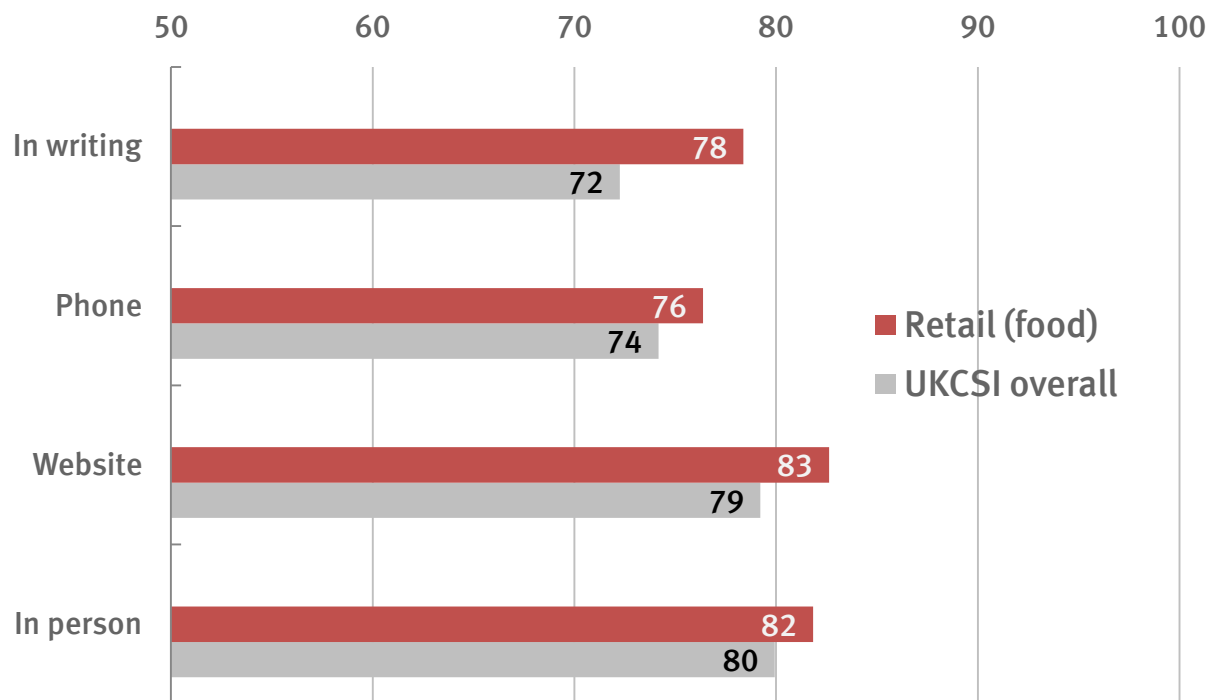


Satisfaction by channel

- The most frequently used channel by customers is 'in person' (88% of customer interactions); the least used channel is 'in writing' (2% of customer interactions)
- The channel with the highest satisfaction in this sector is which has a score of 83, compared with the UKCSI overall of 79
- The channel with the lowest satisfaction in this sector is 'phone' which has a score of 76 compared with the UKCSI overall of 74

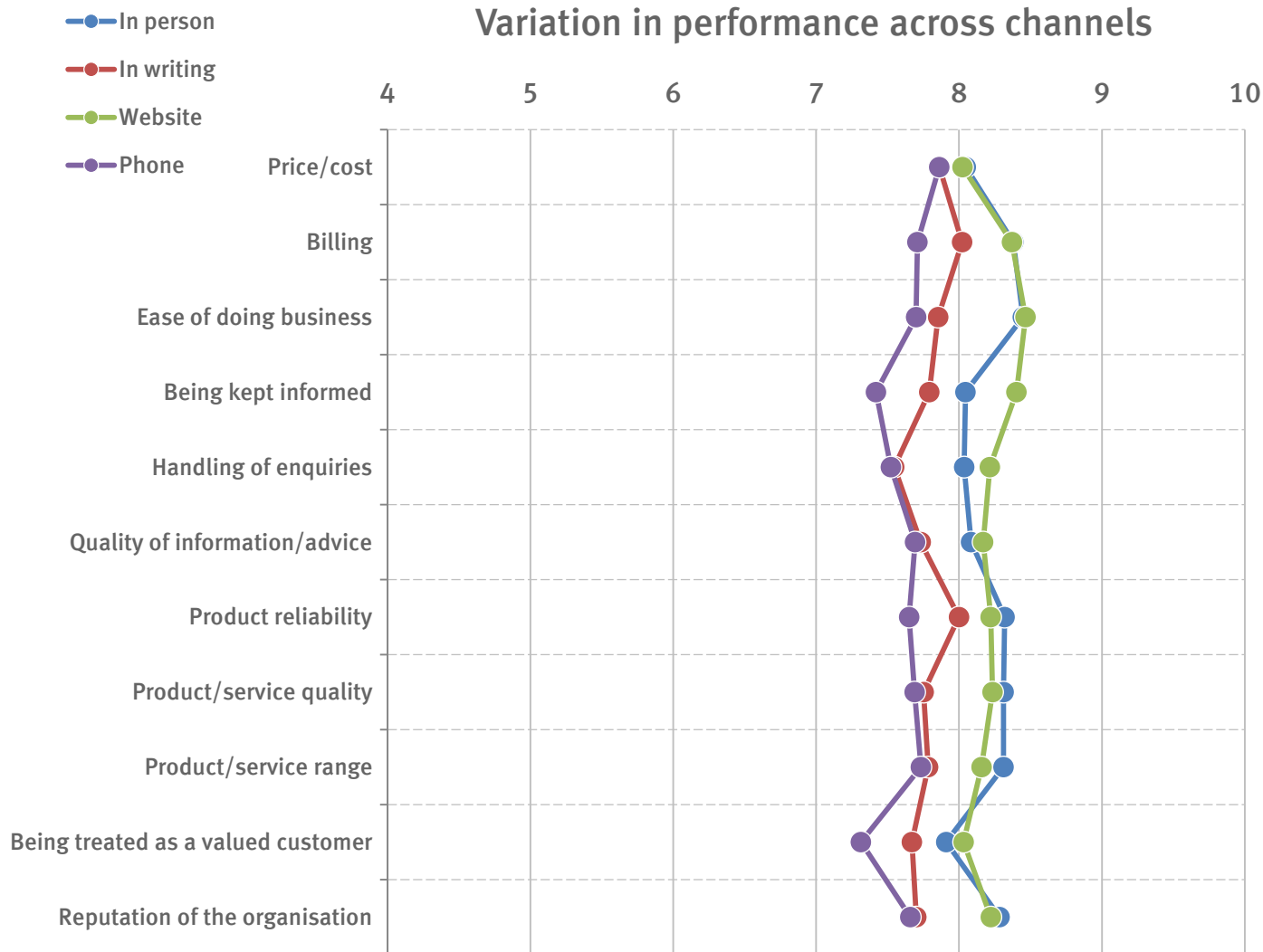


The proportion of customers using each channel for their interaction, for this sector



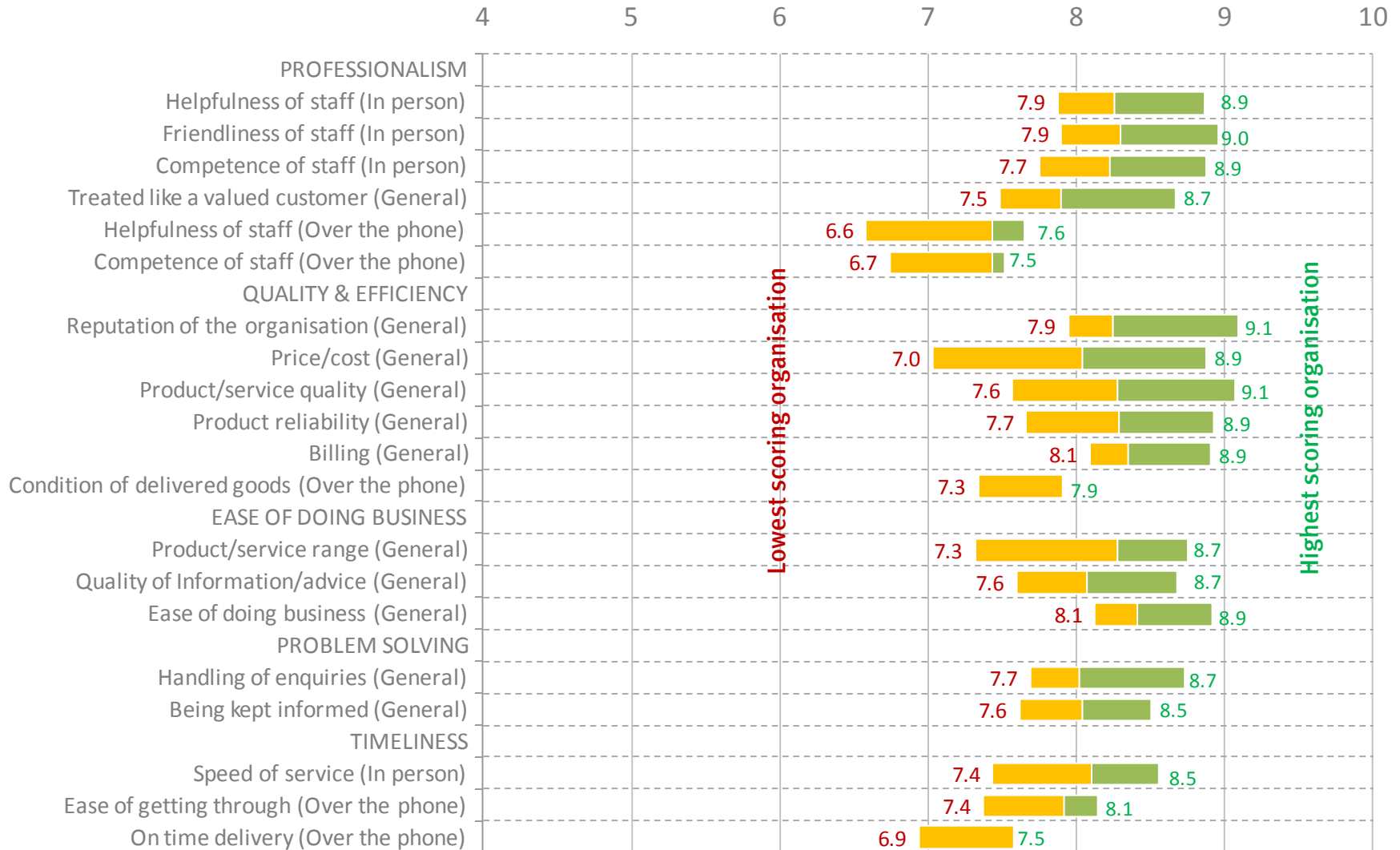
■ Retail (food)
■ UKCSI overall

UKCSI | July 2012 questions by channel



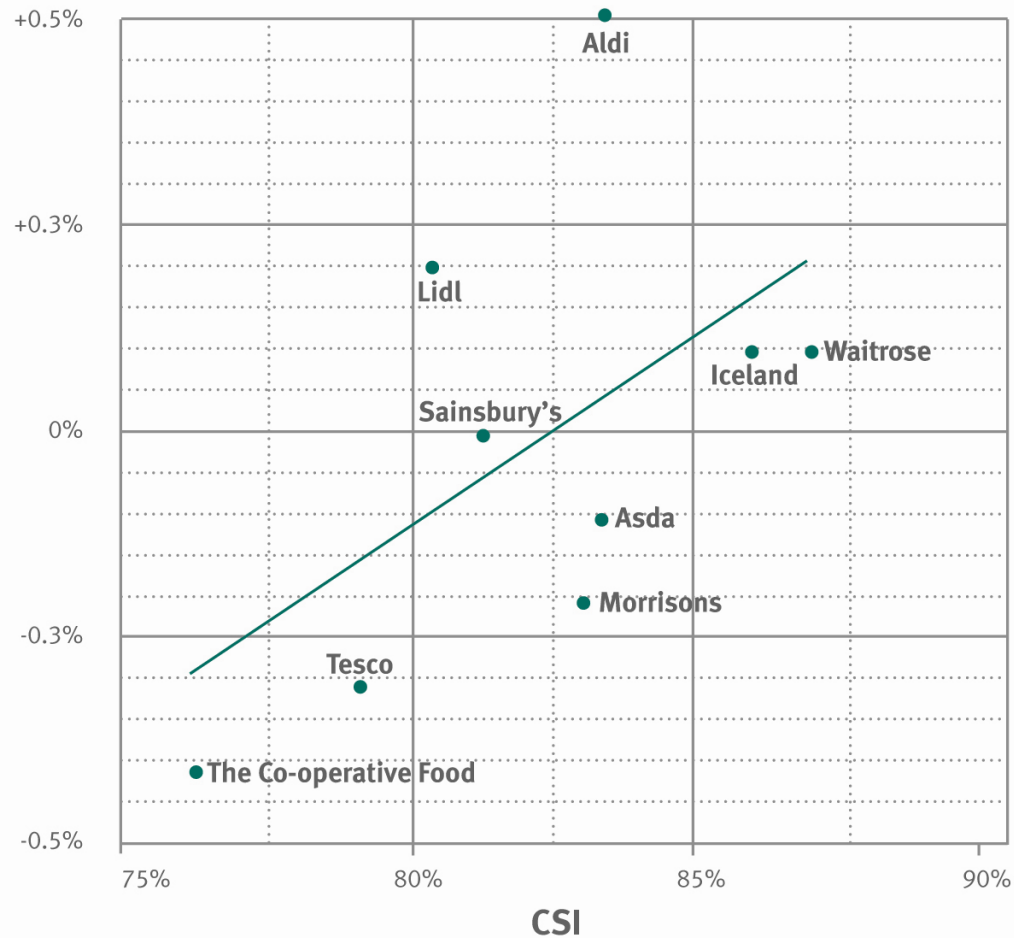
- There is higher satisfaction via the web and in person channels compared to phone and in writing
- There is a consistent range of customer priority scores across channels

The range of scores achieved by organisations in this sector, from worst to best on each question. The average is shown as a white line.

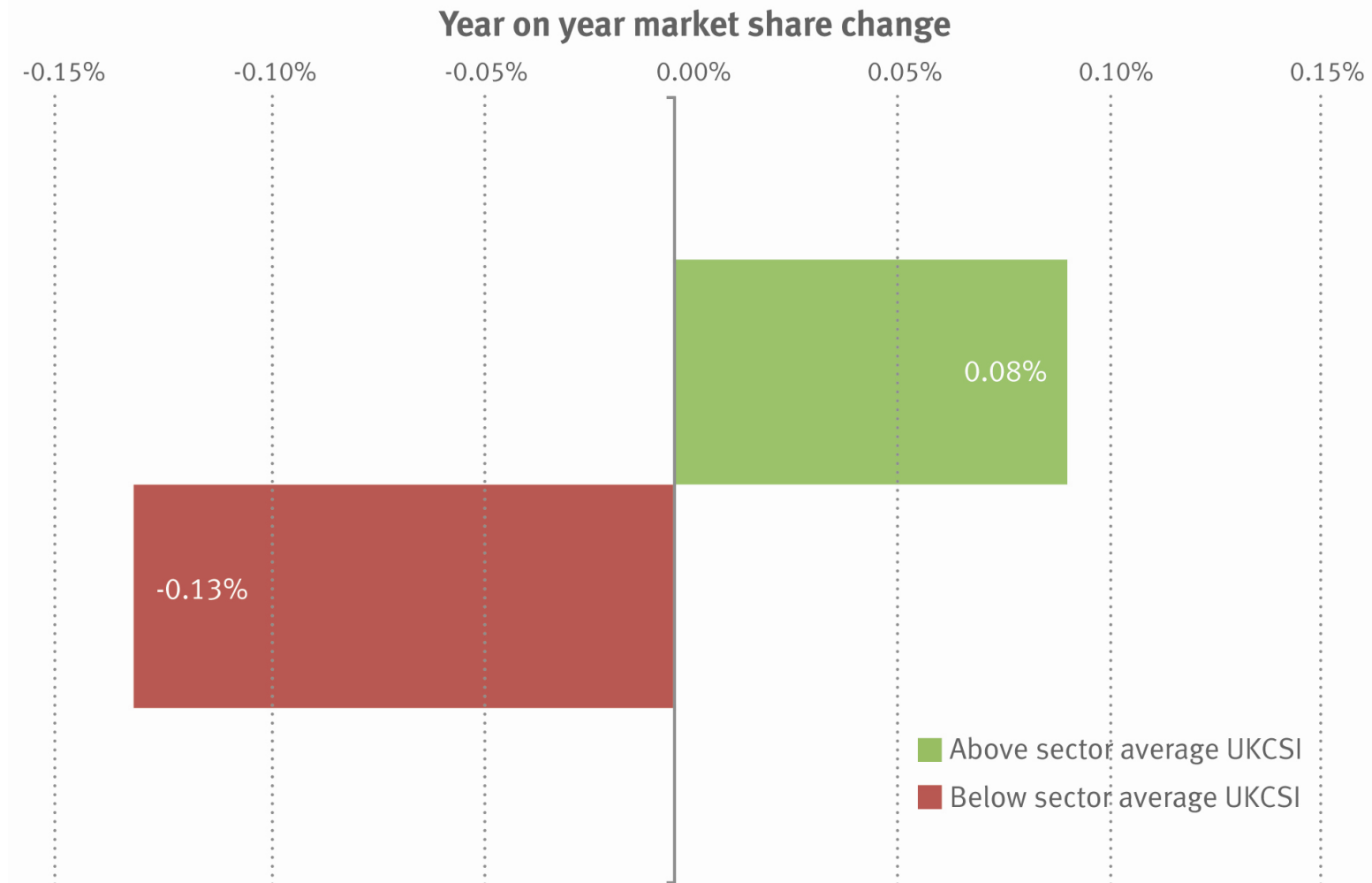


Market share change (May 2011 – May 2012)

Market share change
2 weeks to 15 May 2011
vs
2 weeks to 13 May 2012
Source: Kantar Worldpanel



relationship between customer satisfaction and business performance



Source: Market share change 12 weeks to 15 May 2011 vs 12 weeks to 13 May 2012

Source: Kantar World panel

Relationship between customer satisfaction and business performance

In the Retail (food) sector, the UKCSI results suggest a correlation between high (or low) customer satisfaction and market share growth.

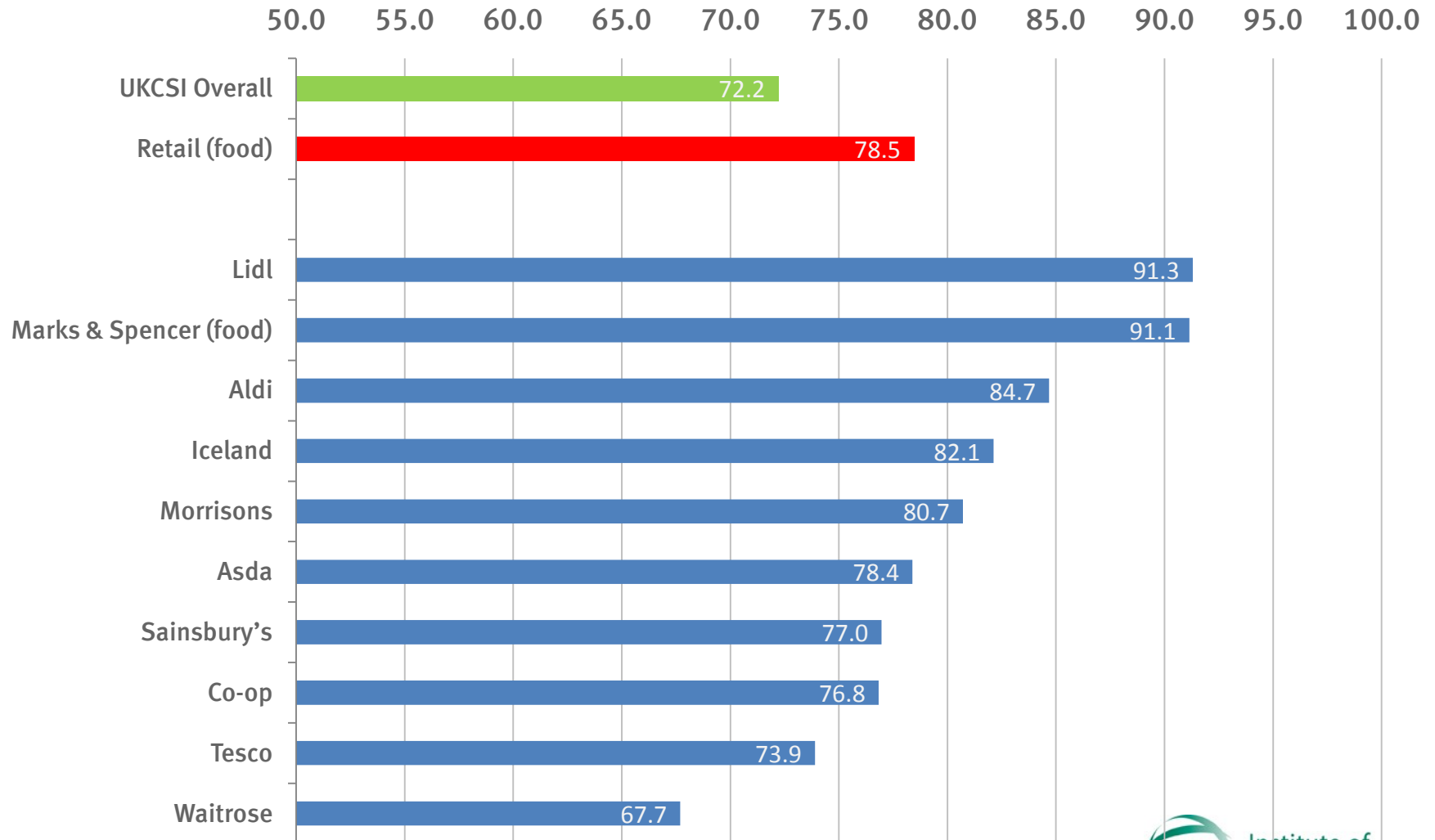
Companies with an overall customer satisfaction score higher than the sector average (81.6), have seen an average market share growth of 0.08% in the last 12 months. Companies with an overall customer satisfaction score lower than 81.6 have seen an average market share drop of 0.13%.

Asda and Morrisons received high customer satisfaction scores (83) but saw a drop in market share; this may reflect increasing price pressure together with high satisfaction from low price retailers such as Aldi and Lidl

Tesco and Co-operative food saw the biggest falls in market share; they also have lower customer satisfaction scores than the other leading non-food retail brands.

UKCSI | July 2012 complaints index

An index reflecting organisations' success in generating few problems for customers and handling complaints well.



Q4 Have you had a problem

Yes	10.8%
No	89.2%

Q5 What was the nature of your problem?

Quality or reliability of goods/services	38.4%
Staff attitude	29.7%
Staff competence	28.4%
Late delivery or slow service	20.8%
Suitability of goods/services (e.g. didn't do what you expected)	21.3%
Cost	21.1%
Availability of goods/services (e.g. couldn't find what you wanted)	28.6%
Other	14.2%
XX not keeping its promises and commitments	9.2%

Q6 How annoyed did this problem make you feel?

1 (slightly annoyed)	5.7%
2	3.7%
3	3.9%
4	4.1%
5	6.4%
6	6.6%
7	11.7%
8	17.6%
9	14.0%
10 (very annoyed)	26.3%

Q7 Did you tell anyone at XX?

Yes	80.3%
No	19.7%

Q8 Why not

Didn't think it would make any difference	54.7%
Didn't have time	40.7%
The complaints process is too much hassle	14.0%
Didn't know who to complain to	16.3%
Don't like complaining	11.6%
Other	7.0%
Didn't know how to	5.8%

Q9 How did you contact XX?

Telephone	30.8%
Face to face	58.4%
Email	33.6%
Post	11.1%
Fax	6.0%
Text/SMS	3.4%
Other	1.7%

Q9 Preferred method to contact them

Telephone	20.2%
Face to face	40.7%
Email	33.6%
Post	3.7%
Text/SMS	0.6%
Other	0.6%
Fax	0.6%

Q9 How did they contact you?

Telephone	28.2%
Face to face	47.3%
Email	30.5%
Post	9.7%
Other	7.4%
Fax	8.0%
Text/SMS	2.6%

Q9 Preferred method

Telephone	21.9%
Email	34.5%
Face to face	37.0%
Post	4.3%
Text/SMS	0.9%
Other	1.1%
Fax	0.3%

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

Seemed uninterested	27.4%
Apologised	49.0%
Listened carefully/wanted to fully understand the problem	32.2%
Made excuses	18.8%
Dealt with it immediately	43.9%
Told you what would happen next 2	3.6%
Were sympathetic	28.8%
Dismissed it	19.9%
Passed you on to someone else	14.2%
Took responsibility	28.2%
Told you how long it would take to resolve	16.0%
Acknowledged your complaint in writing	16.0%

Q11 Did you have to escalate your complaint?

Yes	29.3%
No	70.7%

Q12 Who to?

Supervisor	54.4%
Head office	43.7%
External (e.g. Ombudsman/Media/MP/Citizens Advice)	1.9%

Q13 How long did it take to resolve your problem?

Immediately	42.7%
Within 24 hours	19.4%
2-3 days	8.5%
4-7 days	4.0%
1-2 weeks	2.8%
3-4 weeks	2.3%
Over 1 month	0.6%
Still unresolved	19.7%
N/A	

Q13 How long should it have taken?

Immediately	53.6%
Within 24 hours	21.9%
2-3 days	9.1%
4-7 days	2.0%
1-2 weeks	2.8%
3-4 weeks	0.9%
Over 1 month	0.0%
Still unresolved	9.7%
N/A	

Q14 Satisfaction

The final outcome of your complaint

1 (exceptionally dissatisfied)	20.5%
2	3.7%
3	5.6%
4	3.1%
5	5.6%
6	2.5%
7	8.7%
8	11.8%
9	14.3%
10 (exceptionally satisfied)	24.2%

The way XX handled your complaint

1 (exceptionally dissatisfied)	13.2%
2	2.9%
3	5.0%
4	4.4%
5	6.2%
6	4.1%
7	9.1%
8	9.7%
9	17.9%
10 (exceptionally satisfied)	27.4%

Staff understanding the issue

1 (exceptionally dissatisfied)	14.9%
2	2.0%
3	3.4%
4	5.7%
5	5.4%
6	4.9%
7	9.5%
8	10.0%
9	18.1%
10 (exceptionally satisfied)	26.1%

Staff doing what they say they will do

1 (exceptionally dissatisfied)	14.2%
2	1.5%
3	3.9%
4	5.1%
5	5.1%
6	4.2%
7	7.9%
8	10.6%
9	18.7%
10 (exceptionally satisfied)	28.7%

The attitude of staff

1 (exceptionally dissatisfied)	15.1%
2	2.7%
3	3.0%
4	3.9%
5	4.7%
6	2.4%
7	8.6%
8	13.4%
9	16.9%
10 (exceptionally satisfied)	29.4%

Speed of resolving your complaint

1 (exceptionally dissatisfied)	16.3%
2	2.1%
3	3.3%
4	5.3%
5	4.4%
6	3.3%
7	8.9%
8	10.4%
9	16.3%
10 (exceptionally satisfied)	29.9%

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

Yes	22.8%
No	65.2%
NA - still unresolved	12.0%

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

Yes	57.0%
No	43.0%

Q17 What was the nature of this contact?

Face to face	89.9%
Telephone	2.0%
Letter or email	4.6%
Other	3.5%

Q19 Did you talk to anyone else about this experience?

Complaint	
Yes	73.6%
No	26.4%
Other contact	
Yes	22.8%
No	77.2%

Q20 How many?

Complaint

1	26.8%
2	26.1%
3	26.1%
More than 3	20.9%

Other contact

1	33.8%
2	26.1%
3	21.6%
More than 3	18.5%

Q21 Was what you said

Complaint

Positive	47.7%
A mixture of the two	24.8%
Negative	27.5%

Other contact

Positive	84.0%
A mixture of the two	10.8%
Negative	5.2%