



JULY 2020

UK Customer Satisfaction Index

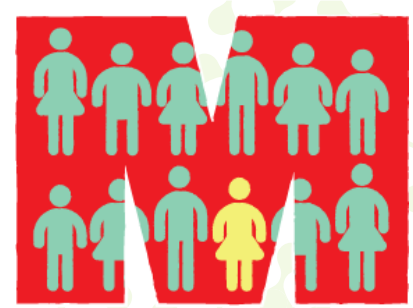
The state of customer satisfaction in the UK

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Turning insight into action with
Membership



National Customer Service Week



The Institute of
Customer Service

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JULY 2020

UK Customer Satisfaction Index

The state of customer satisfaction in the UK

Today's webinar

- Reminder of the latest UKCSI results
- Early findings about the impact of COVID-19 and what is to come
- Key recommendations for where organisations need to focus their efforts during these times
- How the benefits of your membership can help

Impact of Covid-19 on the environment



Unemployment



Essential Services



Mental health & wellbeing



Vulnerable customers



Team motivation



Companies under pressure but mixed view



Remote working



Recession/depression?



Leadership



Innovation and collaboration

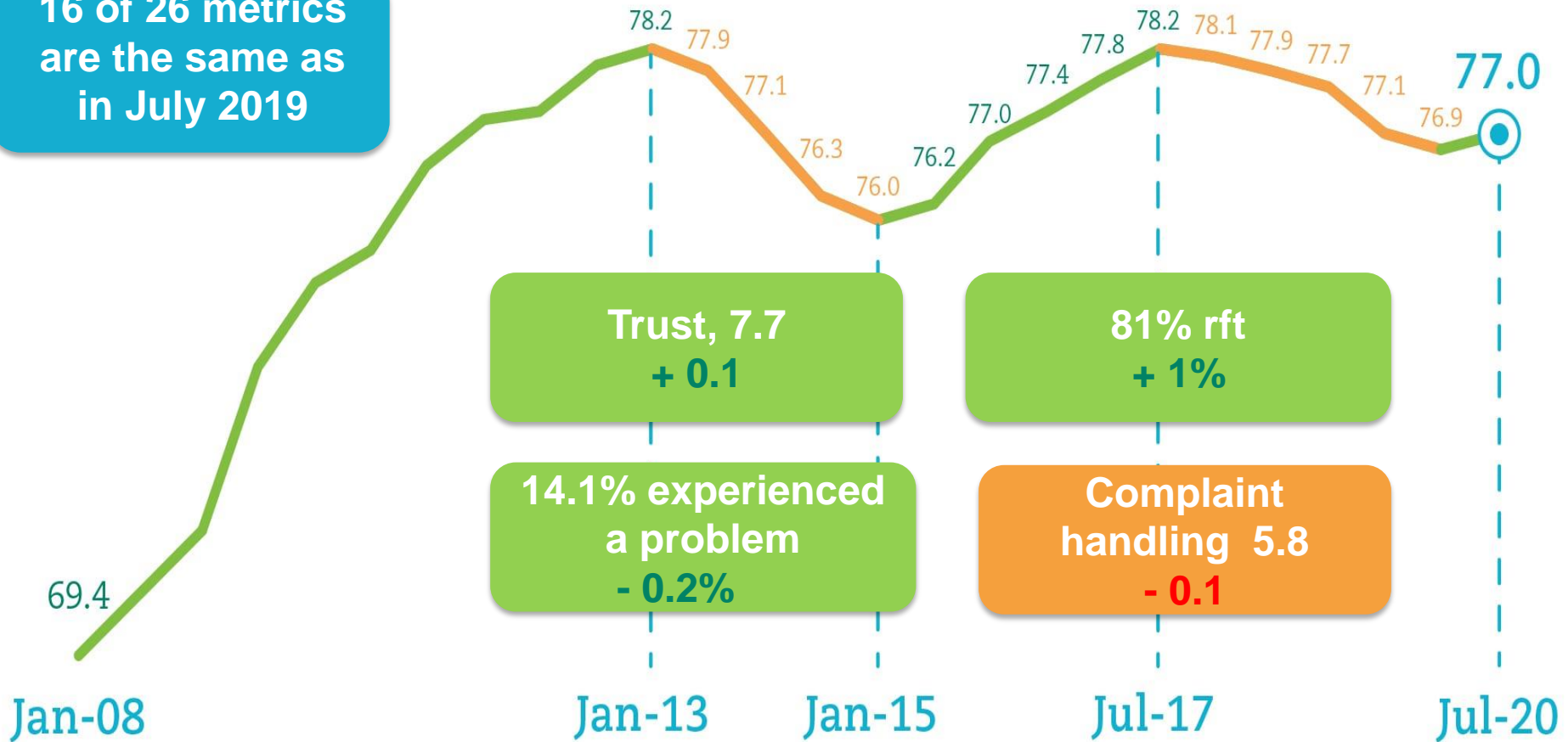


Changing use of resources

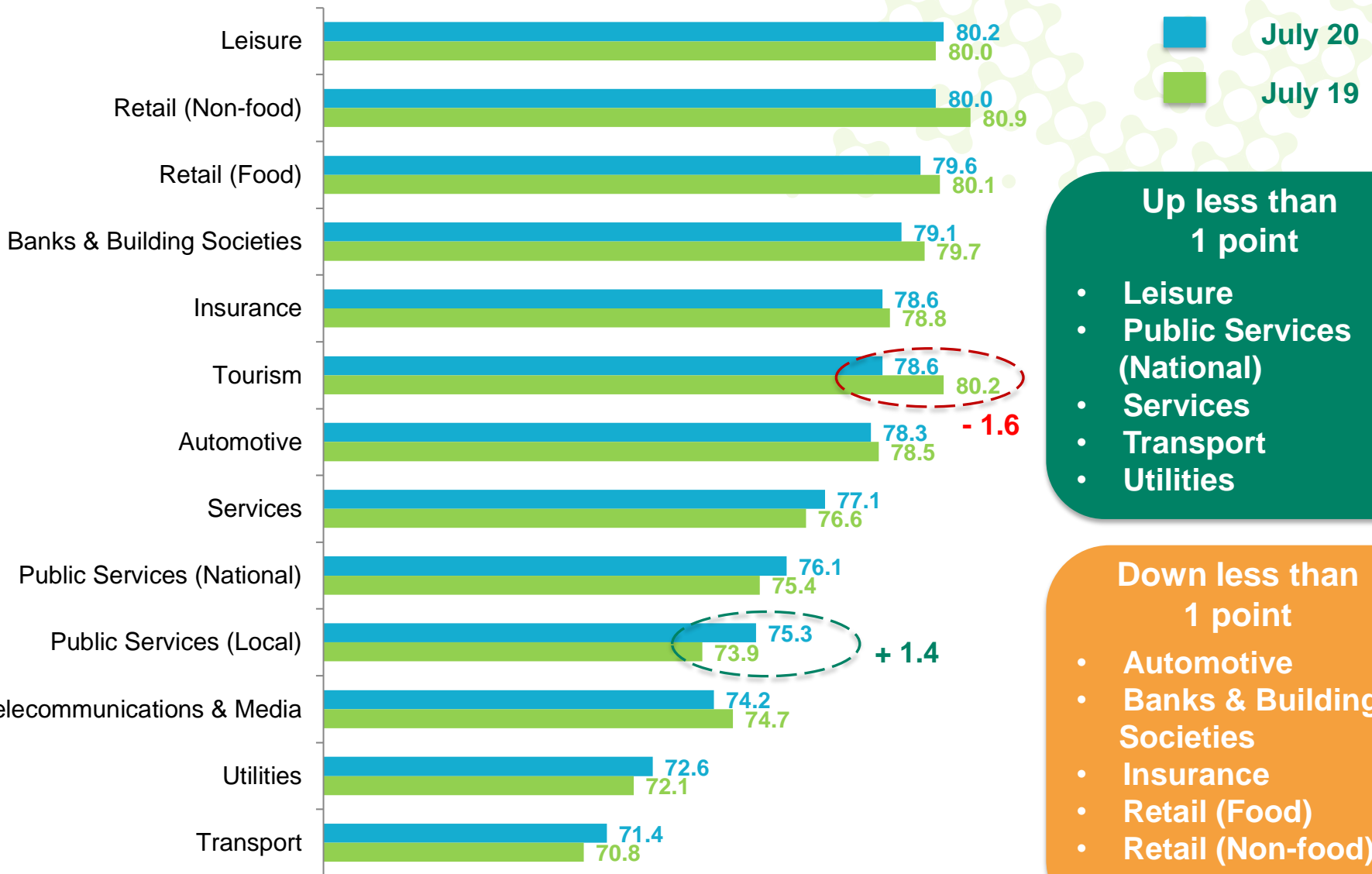
Information overload/trusted sources?

The July 2020 UKCSI was 77.0 (out of 100), 0.1 points lower than a year ago and 1.2 points below its July 2017 highpoint

16 of 26 metrics are the same as in July 2019



Customer satisfaction with Public Services has improved but with Tourism it has fallen



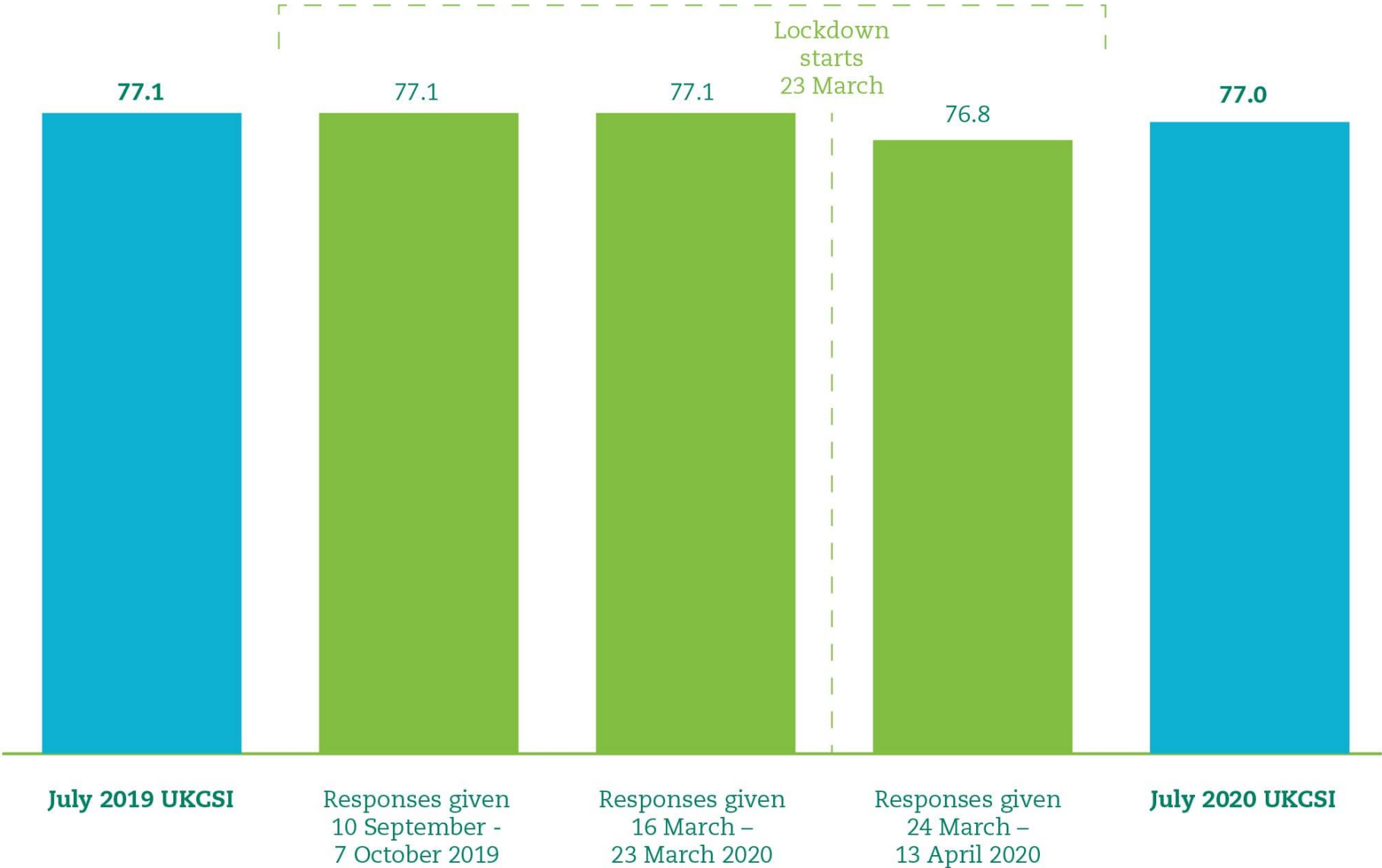
Up less than 1 point

- Leisure
- Public Services (National)
- Services
- Transport
- Utilities

Down less than 1 point

- Automotive
- Banks & Building Societies
- Insurance
- Retail (Food)
- Retail (Non-food)
- Telecomms & Media

Average customer satisfaction has been flat leading up to and during the lockdown



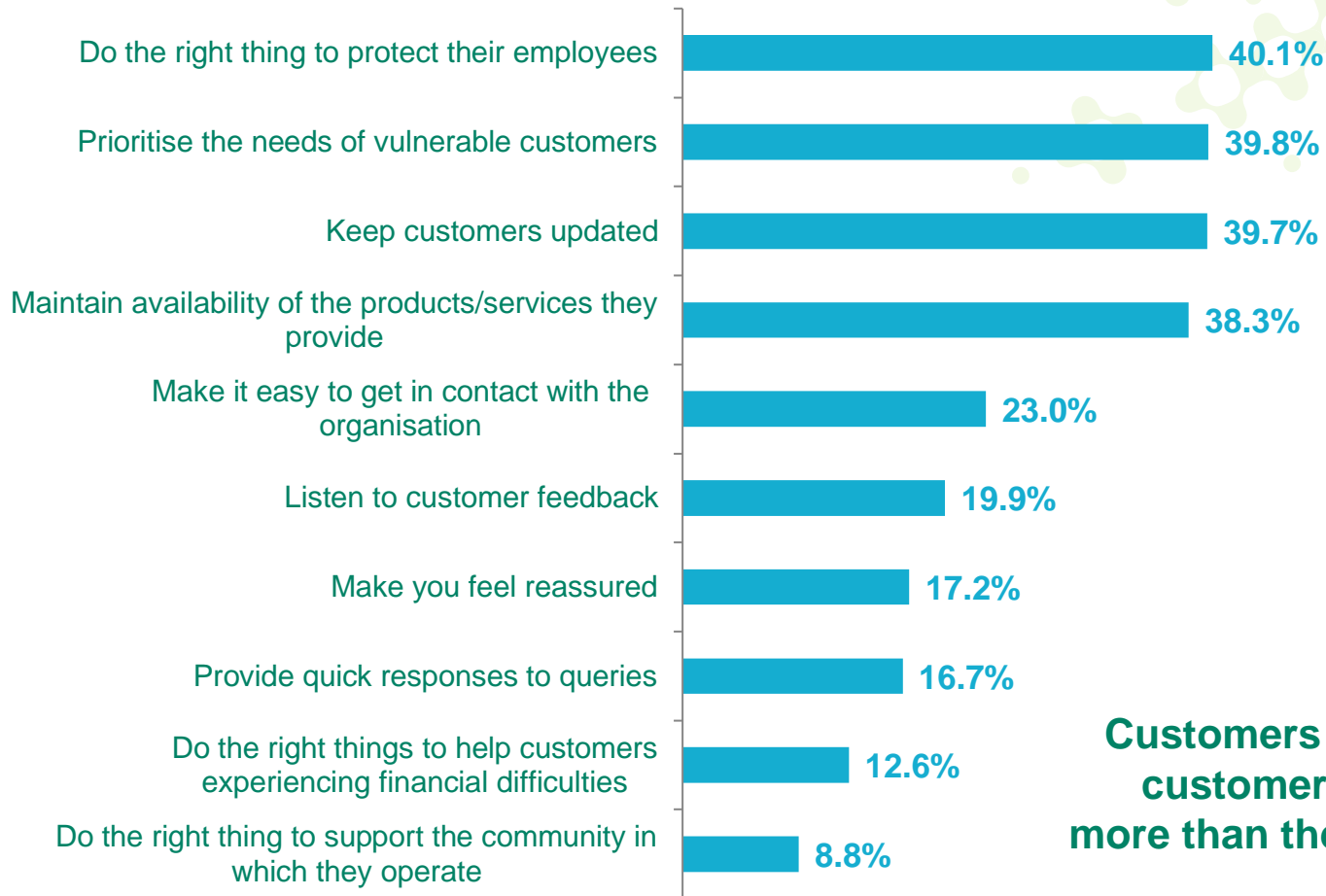
Index scores out of 100

The impact of COVID-19 and the lockdown on customer satisfaction are most apparent in the Insurance, Tourism and Public Services sectors

--- Responses given ---

Sector	July 2019 UKCSI	10 Sept – 17 Oct 2019	16 – 23 March 2020	24 March – 13 April 2020	July 2020 UKCSI
Insurance	78.8	78.8	78.8	77.6	78.6
Tourism	80.2	79.1	78.0	78.1	78.6
Public Services (Local)	73.9	74.5	75.2	77.0	75.3
Public Services (National)	75.4	75.2	77.2	76.0	76.1

Key priorities identified by customers for organisations to focus on during the COVID-19 crisis



65.6%

Customers who value the role of customer service employees more than they did before COVID-19

Recommendations: areas of focus



1 Reset business and customer experience objectives



2 Protect the health and well-being of employees



3 Support, develop and empower employees



4 Prioritise the needs of vulnerable customers



5 Make sure your customers know how to access services and contact your organisation for help and advice



6 Understand how customers' needs and priorities are evolving



7 Focus on improving service productivity



8 Develop your capacity for innovation and agility

1) Reset businesses and customer experience objectives

- Restate purpose, values and value proposition
- Review which customers and customer segments you aspire to serve and develop a deep understanding of their needs
- Set expectations about how the organisation will serve its customers
- Review, reset and map the customer journey
- Ensure organisation is aligned and focused on core customer and business objectives
- Focus on providing care and service, not just on short-term sales

How The Institute can help

Breakthrough research

- Leading by Example
- The Customer Knows
- The Customer Service Dividend
- Productivity UK

Products and Services

- Customer Journey Mapping
- Business Benchmarking

Thought Leadership

- CEO webinar head to heads
- Annual Conference

Accreditation

- ServiceMark

2) Protect the health and well-being of employees

- Risk assessment appropriate to your workplaces
- Communicate clearly with their employees about working arrangements and safety measures
- Enable social distancing that is appropriate to the working context
- Encourage employees proactively to manage mental health and well-being. Make sure they are aware of the support your organisation provides

How The Institute can help

Products and services

An introduction to vulnerable customers

Thought leadership

Head to Head with John Barnett (Npower)

Top Tips

- Serve your vulnerable customers better
- Remote working in a customer service context
- Lead and engage your team during the Covid-19 crisis
- Looking after the health and safety of your employees who cannot work from home

Breakthrough research

The Customer Knows

Events, knowledge-sharing and networking

TAN meetings, case studies

3) Support, develop and empower employees

- Encourage employees to listen, demonstrate empathy, reassurance
- Make sure everyone in the organisation is aware of essential changes as a result of COVID-19 crisis
- Maintain one to one meetings and team meetings and briefings
- Give employees the opportunity to raise concerns and give feedback about issues affecting customer experience
- Recognise team and individual contribution
- Encourage employees to continue professional and personal development

How The Institute can help

Breakthrough Research

- The Customer Knows
- Are You Connected ?

Products and services

- Professional and Management Qualifications
- Servcheck
- ServiceFocus

Accreditation

- ServiceMark
- TrainingMark

Raising profile of service

NCSW and Awards

Top tips

- Maintaining great service in challenging times
- Developing a culture of agility and innovation

Thought leadership

- Head to Head with Jo Moran (M & S)
- Head to Head with John Barnett (Npower).

4) Prioritise the needs of vulnerable customers

- Enable vulnerable customers, or their delegated representative to register on a priority contact scheme
- Publish transparent policies and guidance
- Enable customers to self-serve and give them an option to identify as being “vulnerable”
- Take into account the needs of vulnerable customers in designing customer journeys
- Identify measures to recognise exceptional circumstances affecting customers

How The Institute can help

Products and services

- Vulnerable customers virtual workshops for managers and non-managers
- First Impressions training
- Professional Qualifications

Top tips

Serve your vulnerable customers better

Thought leadership

- Head to Head with Paul Harris (Curo)
- Head to Head with John Barnett (Npower)

5) Make sure your customers know how to access services, help and advice

- Provide clear information through all relevant channels about how to access services, support and advice
- Ensure the tone of communications is direct, straightforward and respectful
- Give customers the opportunity to provide feedback and raise concerns
- Check that customer data is accurate and up to date, with robust processes to update customer records

How The Institute can help

Breakthrough research

Upfront and Personal

Products and services

- Business Benchmarking and Bespoke Benchmarking
- Complaints masterclass
- Customer Journey mapping
- Insight Consultancy

Top tips

How and why to conduct customer surveys during COVID-19

Thought leadership

Head to Head webinar with Jo Moran (M & S)

6) Understand how customers' needs are evolving

- Customers' objectives in dealing with your organisation
- How customers want to interact and be contacted by your organisation
- How you will respond to changes to customers' personal circumstances
- How well your customer experience is performing including key gaps
- How your customer proposition, products and services or the way you deliver service need to change

How The Institute can help

Breakthrough Research

- Upfront and Personal
- The Heart of AI

Products and services

- UKCSI
- Business Benchmarking and Bespoke Benchmarking
- Customer journey mapping
- Insight Consultancy

Events, knowledge-sharing and networking
TAN meetings, case studies

Top tips guides

How and why to conduct customer surveys during COVID-19

Accreditation
ServiceMark

7) Improve service productivity

1) Understand why and how customers interact with your organisation

2) Identify opportunities to reduce customer effort

3) Automate and simplify processes

4) Engage and empower employees

5) Set measures of productivity that align employee behaviour, organisational capacity and purpose

How The Institute can help

Breakthrough research
Productivity UK

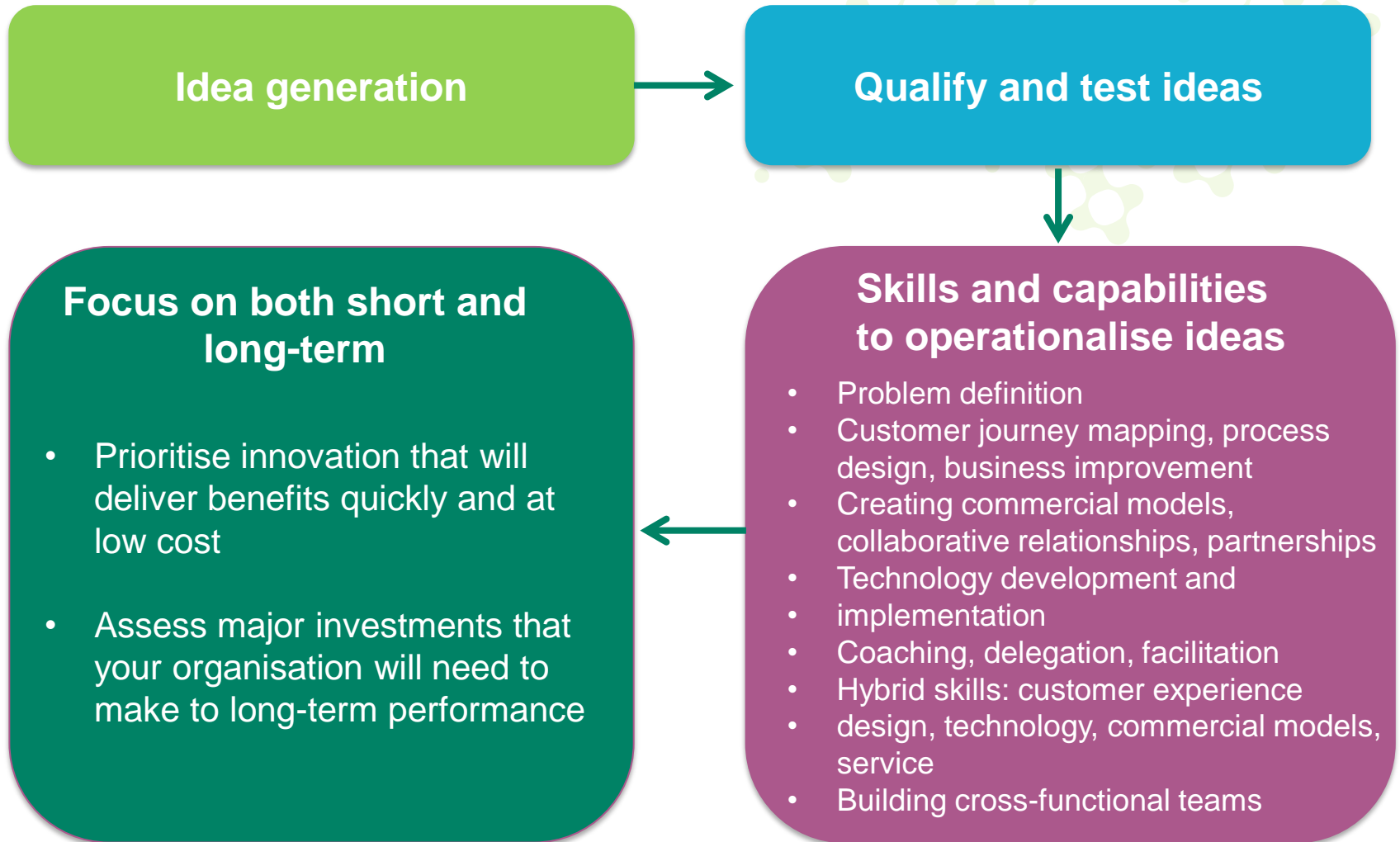
Products and services

- Business Benchmarking and Bespoke Benchmarking
- Complaints masterclass
- Coaching qualification

Top tips

Improving service productivity

8) Develop your capacity for innovation and agility



8) Develop your capacity for innovation and agility

How The Institute can help

Breakthrough research

- Customer of the Future
- The Future of Customer Service

Top tips

Developing a culture of agility and innovation

Thought leadership

- Head to Head with Jo Moran (M & S)
- Head to Head with Lord Bilimoria (Cobra Beer)

Products and Services

- FirstImpressions training
- Management Qualifications
- Professional Qualifications: Solutions and Innovations

Events, knowledge-sharing and networking

TAN meetings, case studies

Thank you

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