

CUSTOMER SURVEY 2007/08

1 Purpose

- 1.1 To report the results of the 2007/08 survey of private customers
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2 Background

- 2.1 The Company is committed to learning from the experiences of its customers, and in late 2003 commenced a programme to gauge private customers' views on an annual basis. The results of this initial survey were reported to the Board in January 2004.
- 2.2 This report is to update the Board for the fifth consecutive year, on the results of the 2007/08 customer survey, with a direct comparison of the five years' results.
- 2.3 The importance of customer satisfaction is reinforced through the Company's 12 strategic KPIs, with the aim that 85% or more of customers rate the service "good or better".
- 2.4 The Company aims to survey one third of its private customer base on an annual basis, and 1,200 questionnaires were distributed in January covering a wide cross section random sample of private dispersed customers.
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3 Methodology

- 3.1 The Company has fundamentally used the same postal questionnaire as employed in previous years. Maintaining the same format allows the Company to make direct comparisons of results from year to year.
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4 Customer Response to the Survey

- 4.1 When planning the postal survey the Company sought a response rate of 35%. The number of survey forms returned last year amounted to 624 (52%), whilst the response this year was slightly down at 581 (48.4%). Although this is a slightly reduction on last year, it is still a very high response level.

Exhibit 1 - Survey populations, and respondents in each category (2003 to 2007)

	2003		2004		2005		2006		2007	
	No.	%	No.	%	No.	%	No.	%	No.	%
Surveys Returned	513	-	474		556	-	624	-	581	
Call Centre Experience	333	64.9	410	86.5	477	86.0	558	89.4	524	90.2
Install / Repair Experience	128	25.0	145	30.6	126	22.7	134	21.5	111	19.1
Finance Experience	147	28.6	126	26.6	96	17.3	83	13.3	119	20.5

5 Key Findings

- 5.1 For all areas of the Company's service, customers were asked to score performance on a scale of 1 to 10, where 1 was highly dissatisfied and 10 was highly satisfied. The mean average performance scores are summarised in **Exhibit 2**, with prior year comparators below and a graphical analysis in **Appendix 1**.

Exhibit 2 – Average customer ratings, 2003 to 2007

Service area	Speed of response	Knowledge of staff	Helpfulness of staff	Courtesy of staff	Overall Service rating	% rating overall service good or better (1)	No. of responses
Call Centre	'07 9.22	9.27	9.51	9.66	9.50	95.56%	524
	'06 8.99	9.12	9.36	9.42	9.32	94.44%	558
	'05 8.81	9.01	9.27	9.37	9.29	94.55%	477
	'04 8.93	9.07	9.43	9.49	9.35	95.12%	410
	'03 8.58	8.81	9.13	9.15	8.99	89.34%	333
Installation and Repairs	'07 9.44	9.35	9.45	9.52	9.60	96.40%	111
	'06 9.17	9.01	9.26	9.38	9.40	94.78%	134
	'05 9.21	9.33	9.51	9.58	9.57	98.41%	126
	'04 9.29	9.13	9.31	9.47	9.43	95.17%	145
Finance and Admin.	'07 9.27	9.05	9.39	9.45	9.44	96.64%	115
	'06 8.92	9.04	9.24	9.35	9.33	93.98%	83
	'05 9.18	8.95	9.45	9.48	9.32	92.71%	96
	'04 9.28	8.95	9.42	9.56	9.43	95.24%	126
	'03 8.90	8.70	9.06	9.13	8.99	88.44%	147

Note: (1) A score of 7 or above within a ten point scale has been used to define good or higher.

5.2 Key findings are as follows:-

- All 15 areas assessed by the Company have maintained high levels of customer satisfaction.
- All 15 areas achieved average satisfaction ratings above 9.0 (on a 1 to 10 scale).
- The % of customers rating the service as good or better remains high with scores between 95.56% – 96.64%.
- A continued reduction in negative comments reducing year on year since 2003 from 46 to 17.

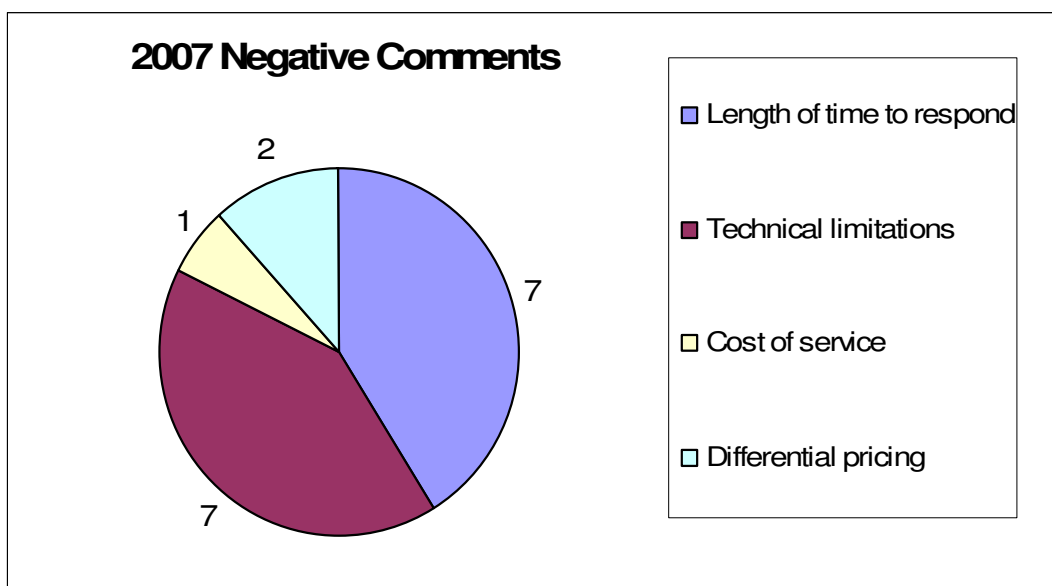
5.3 By any measure these results are impressive, with improved results in service ratings across all activities and competencies. This should also be viewed against the backdrop of strong baseline performance for the last four years.

5.4 In addition, customers were explicitly asked whether the service had improved, worsened or stayed the same in the last twelve months. Results were as follows:-

	2007	2006	2005	2004
Improved	5.16% (30 cases)	7.37% (46)	8.3% (46)	8.7% (41)
Worsened	0.34% (2 cases)	0.96% (6)	0.2% (1)	0.6% (3)
Unchanged	84.85%	77.08%	80.0%	76.6%
No view	9.64%	14.58%	11.5%	14.1%

5.5 Customers were also asked for any general comments on the service. There were 199 “non-generic” favourable comments - that is, positive comments on the way the service is delivered as opposed to the service itself (266 last year) - and 17 adverse comments (26 last year). The 17 adverse comments amount to just 2.9% of replies received. A flavour of positive comments received is shown in **Appendix 2**. These will be used in future marketing campaigns to differentiate Call24Hour services from other providers.

Exhibit 3 – Reasons for negative comments given by Customers



6 Further Action

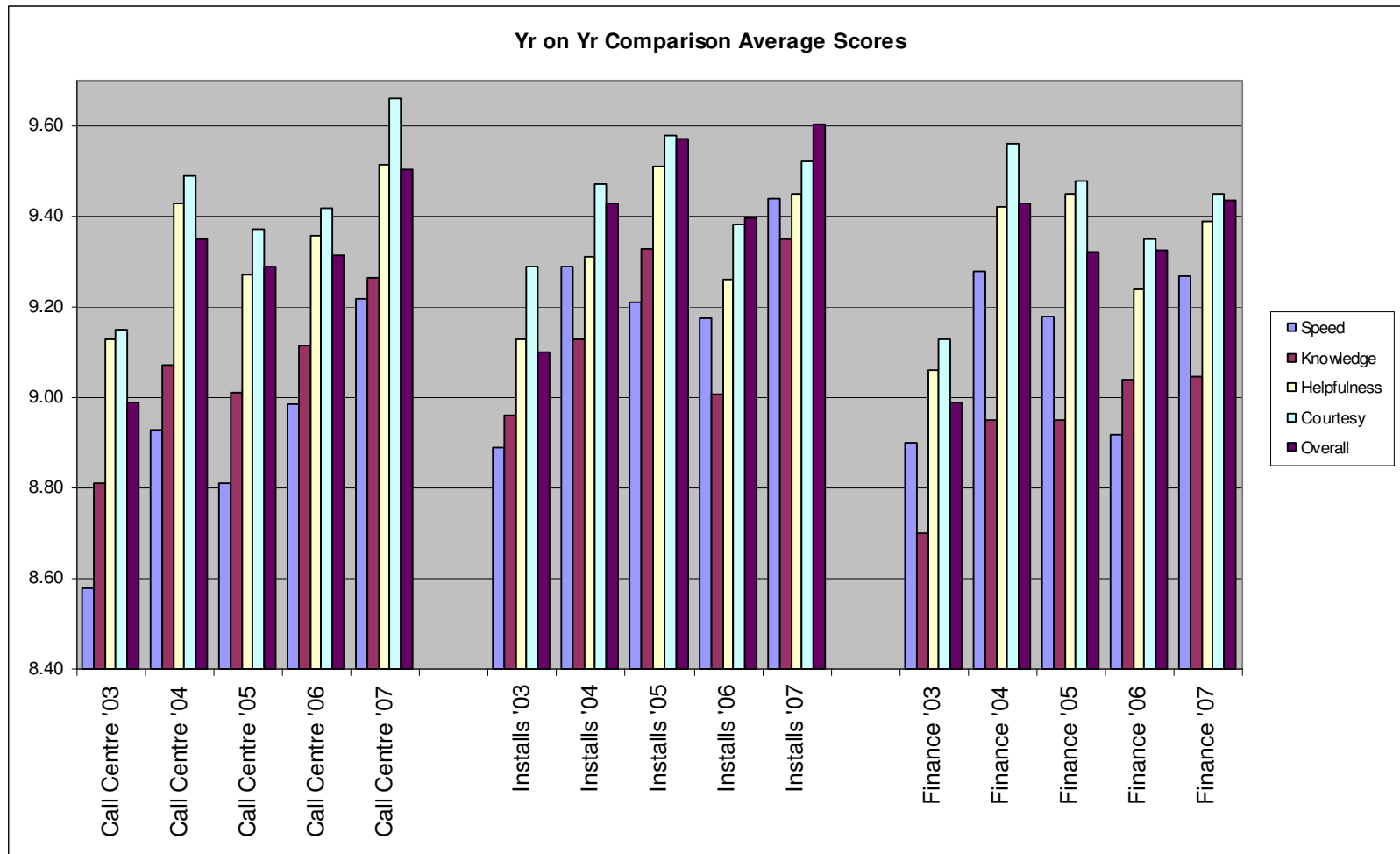
- 6.1 The continued high level of customer satisfaction is driven by the dedication of staff, and they must be congratulated for their efforts in delivering high levels of customer service.
 - 6.2 Any comments on our service or requests for further information or alternative services returned on the questionnaire have been processed as it is important to act on these issues, as it shows customers that the Company is responsive to feedback received.
 - 6.3 The survey data will be published on the Company's website and the results incorporated into a Tor Homes' and DCHG newsletter in the next available issue.
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7 RECOMMENDATIONS

7.1 That the Board:-

- **NOTE the results of the 2007/08 customer survey**
- **APPROVE further action as outlined in section 6**

CUSTOMER SURVEY RESULTS 2003 TO 2007



SAMPLE OF FAVOURABLE COMMENTS FROM CUSTOMERS

“I recommended the service to my widowed elderly uncle who was worried about living on his own, he can now depend on the service he receives from Call 24, very confident”

Mrs KB Tavistock

“I am so glad that I have Call 24, I feel if I do fall again I will get help quickly. I am grateful for all the help I have had in the past” Mrs BD Plymouth

“I am very grateful for the immediate response, and the reassurance that help is always at hand, just one call and I know that I am safe. I thank each and everyone of my telephone friends and for the practical helpline” Mrs FG Kingsbridge

“As the son of the customer I must express my gratitude and thanks to all the staff who when speaking to mum always use her Christian name and make her feel special. She lives alone and at 86 years old she has every faith in the knowledge that one press of the alarm button will bring instant help, I thank you all” Mrs MG Plymouth

“I have peace of mind just to know you are there, that’s enough for me. Thank you for being there” Mrs SH

“It is a wonderful service I feel so safe knowing I can help if needed so quickly” Mrs TM Plymouth

“It is vital to have peace of mind for myself and family, I am very grateful for the service” Mrs RH Plymouth

“Thanks for all you do for me knowing someone is on the end of the phone to help me puts my mind at rest, thank you one and all “Mrs RC Plymouth

“A wonderful service making me feel confident should I require assistance” Mrs RA Plymouth

“It is a very helpful service and they are so good at helping people. I thank you all” Mrs CJ Plymouth

“It provides peace of mind for my mother and above all her family, the operators are always helpful and courteous” Mr AP Plymouth

“I am glad I had Call 24 installed it gives you peace of mind knowing some one is there when you need or want help” Mr VP Plymouth

“The service is excellent for us we have a smoke detector and 2 carbon monoxide sensors” Mr KP Plymouth

“This is an excellent, very helpful and comforting service Thank you” Mrs VG Yelverton

“The finest thing one can have installed gives one confidence knowing someone is there to contact” Mrs DB Plymouth

“It is a very reliable service and gives you peace of mind” Mr DR Plymouth

“Call24hour are very efficient in every way having only had to use the alarm call once “thankfully” but I was so very grateful how they responded to my call, I was taken by ambulance after a fall. I could not be without Call24Hour, “they are a great team” Mrs JA Torquay

“It is a wonderful service you do, everyone of our age group should have this service, thank you for all you do” Mrs RM Plymouth

“Your service has consistently provided support and peace of mind, it gives an excellent service that provides high quality much needed support to vulnerable people, thank you very much for all your hard work and commitment” Mrs JF Plymouth

“An excellent service which I have recommended to several friends, and at least two have responded” Mrs NH Plymouth

“Excellent service what more can I say” Mrs WW Yelverton

“A first class service fully recommend” Mrs HS Kingsbridge