



The Institute of
Customer Service

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Business Benchmarking

South Hams District Council and West
Devon Borough Council benchmarked with
the January 2018 UKCSI Public Services
(Local) sector results

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UKCSI and Business Benchmarking: an introduction

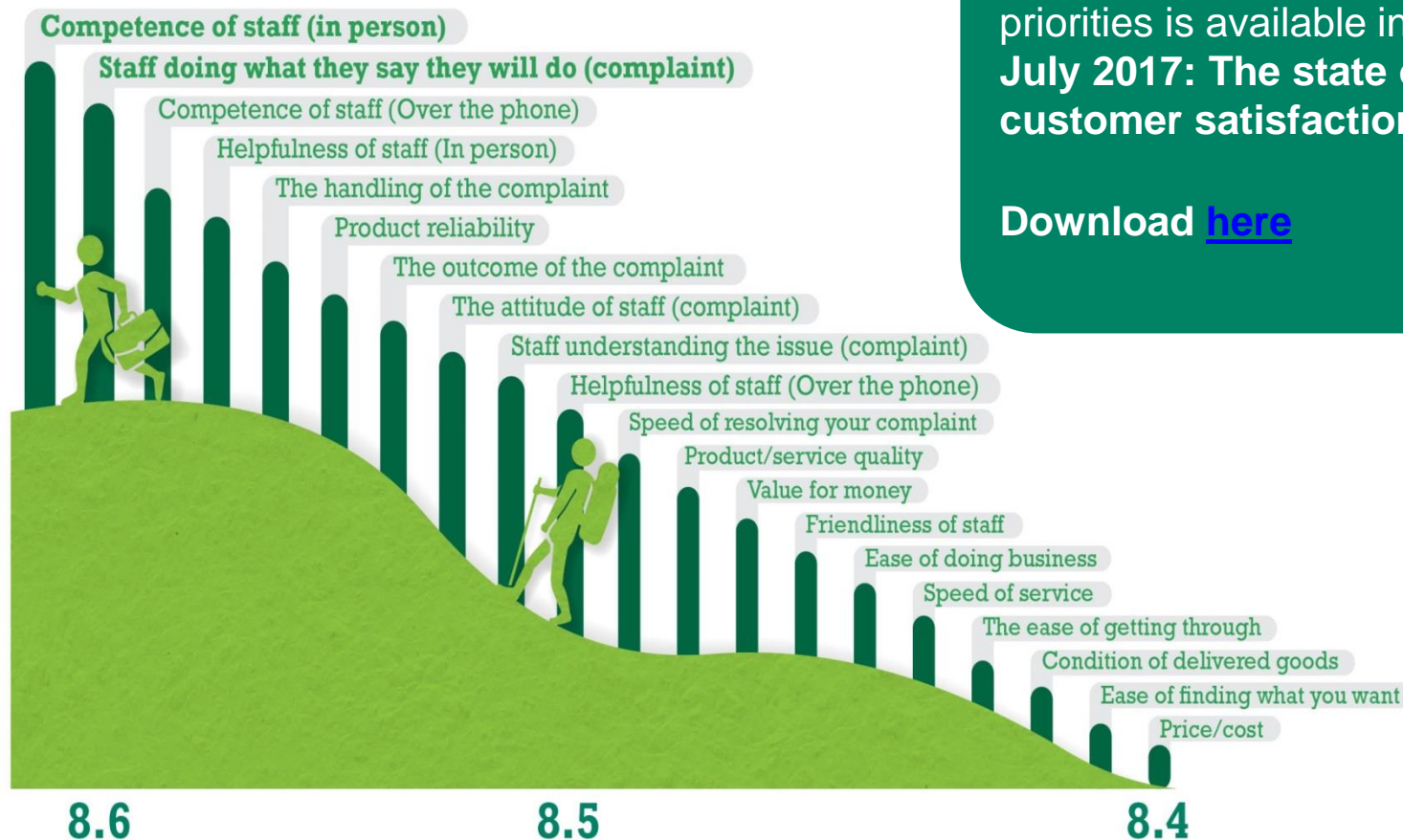
UKCSI vs Business Benchmarking | Key facts

	Business Benchmarking	UKCSI
Differences in methodology	Customer Sample <ul style="list-style-type: none"> Survey sample selected and provided by your organisation Typically c. 200 responses from your customers You choose a sector benchmark from 13 sectors 	<ul style="list-style-type: none"> Online panel of 10,000 customers Representative of UK population 3,000 responses per sector Customer chooses an organisation to rate (based on interaction in the last three months)
	Timing <p>Survey takes place at a time agreed by the Institute and your organisation</p>	<ul style="list-style-type: none"> Published January and July Fieldwork approx. 3 months before publication
Same methodology	Measures <ul style="list-style-type: none"> Based on measures in the UKCSI Includes channel usage and satisfaction Additional / bespoke questions may be added if agreed with the Institute before the survey commences 	<ul style="list-style-type: none"> 35 metrics of customer experience, based on the Institute's research into customers' priorities Channel usage and satisfaction available in sector reports Complaints insight available in sector reports
	Index Calculation <p>Your organisation's scores are calculated on the same basis as the UKCSI</p>	<ul style="list-style-type: none"> Responses on a 1 to 10 scale Index score for each measure is mean average of all responses UKCSI for each organisation is the average of all of its customers' satisfaction scores, weighted by importance based on customer priorities' research

Business Benchmarking | Top 20 customer priorities

More information about customer priorities is available in **UKCSI July 2017: The state of customer satisfaction in the UK**

Download [here](#)



Business Benchmarking | Methodology: further notes

Customer Effort

This metric is based on the question:

“How much effort did you have to make to complete your transaction, enquiry or request on this occasion” (1-10 scale).
A lower score signifies less effort required on the part of the customer.

Organisations use Customer Effort scores to:

- Understand and benchmark “ease of doing business”
- Gauge their efficiency and speed in dealing with customers

Customer effort is most appropriate in service situations where customers don't want to be dealing with the organisation and/or seek to minimise the time/effort spent completing their transaction or enquiry.

Net Promoter Score (NPS)

This metric is based on “likelihood to recommend” scores.

The NPS formula used in UKCSI is:

% of respondents scoring 9/10 (out of 10) on likelihood to recommend
MINUS % of respondents scoring 0-6 on likelihood to recommend
EQUALS Net Promoter Score for the organisation

Organisations use NPS to:

- Track levels of satisfaction and recommendation
- Gauge their ability to create “promoters”, while minimising “detractors”.

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How to use this report

Business Benchmarking | How to use it to improve customer satisfaction

Business Benchmarking insight check

- Identify your strengths and weaknesses compared to the UK and sector averages
- Understand the mix of channels your customers use and how satisfaction varies by channel
- Look at the range of organisations scores on the measures in your sector: identify the opportunities for differentiation
- Track progress against your previous Business Benchmarking surveys

Identify potential issues and areas of focus

Check against your own customer verbatim analysis / surveys

Check against current customer service improvement initiatives

Communicate your results within your organisation

Create improvement plans and set measures to assess impact

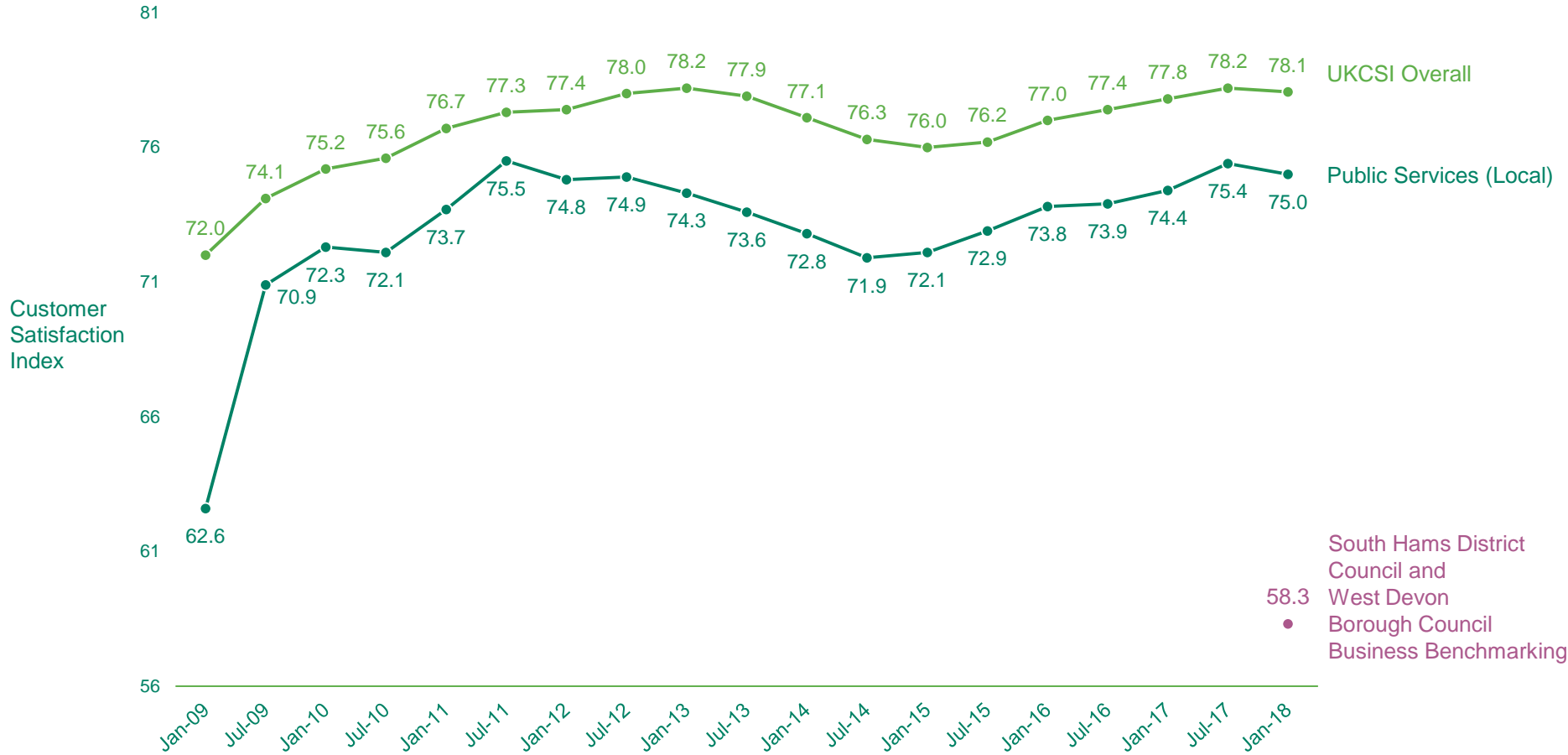
Track impact

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UK Customer Satisfaction Index (UKCSI)

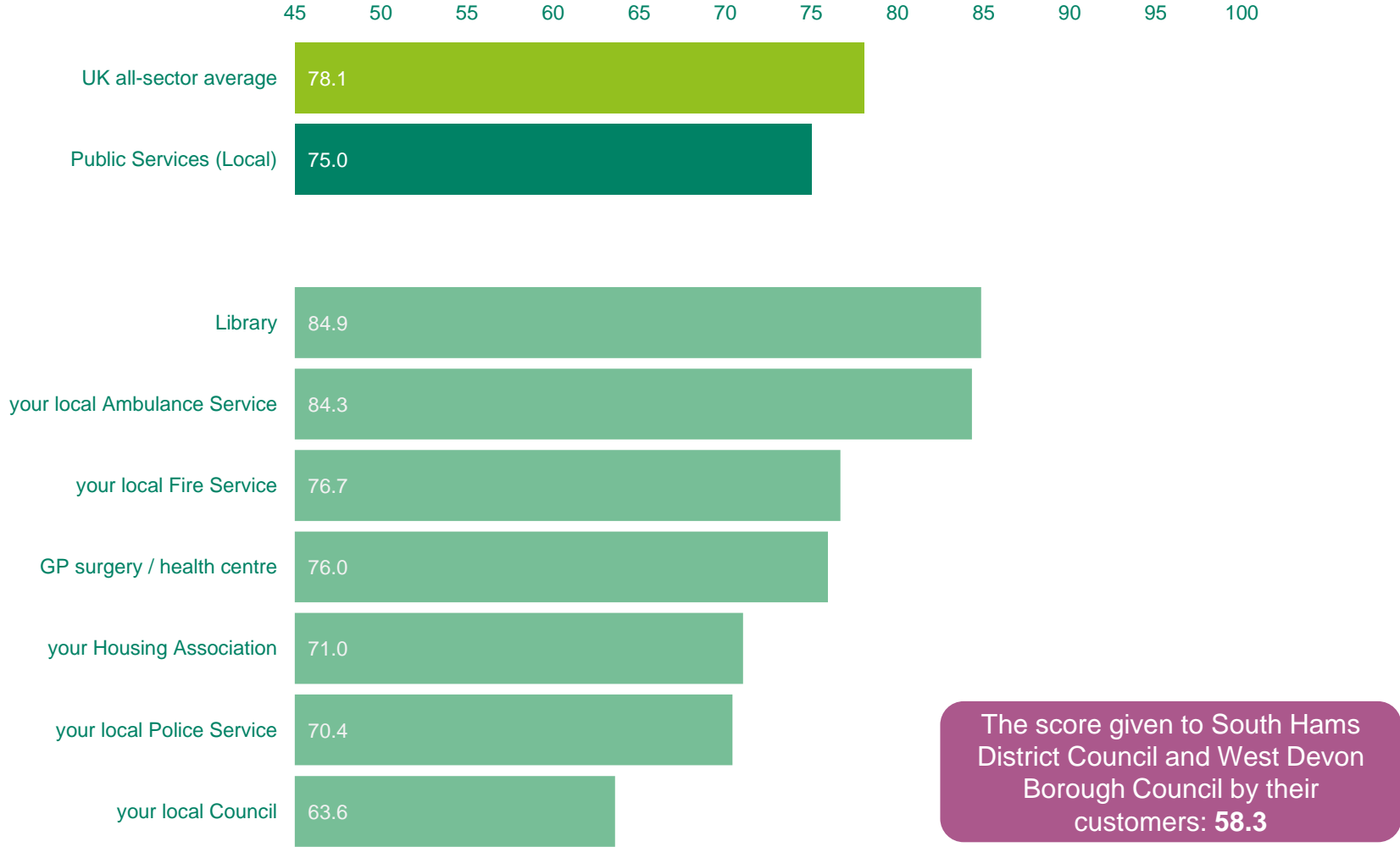
Business Benchmarking | South Hams District Council and West Devon Borough Council

Satisfaction trends

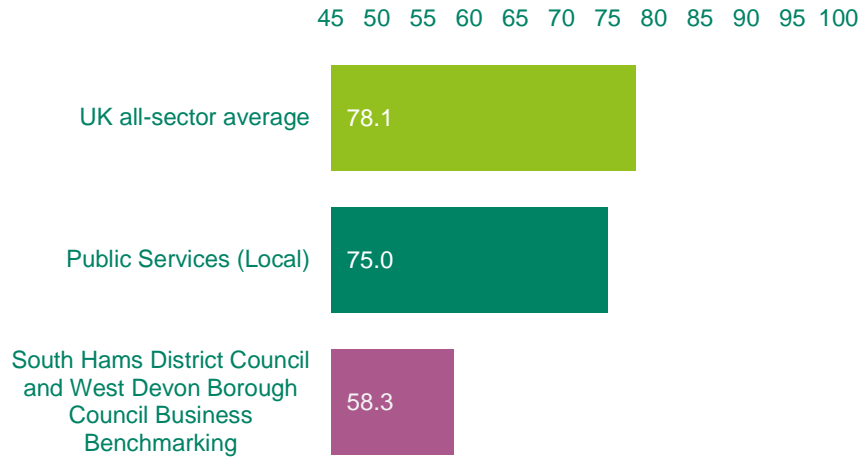


Business Benchmarking | South Hams District Council and West Devon Borough Council

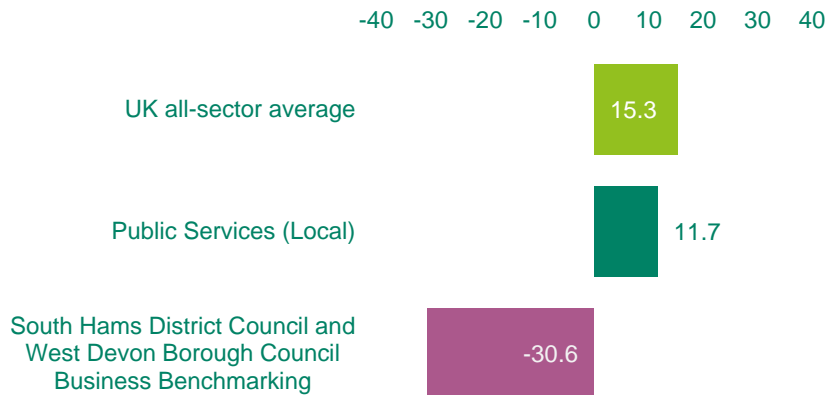
UK Customer Satisfaction Index (UKCSI)



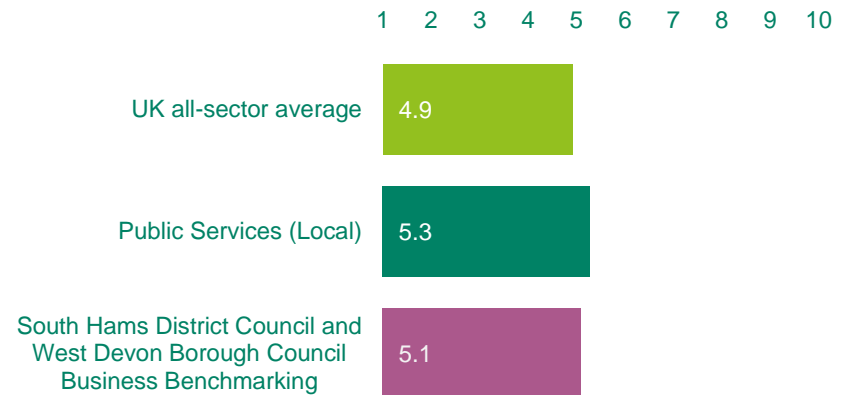
UK Customer Satisfaction Index (UKCSI)



Net Promoter Score



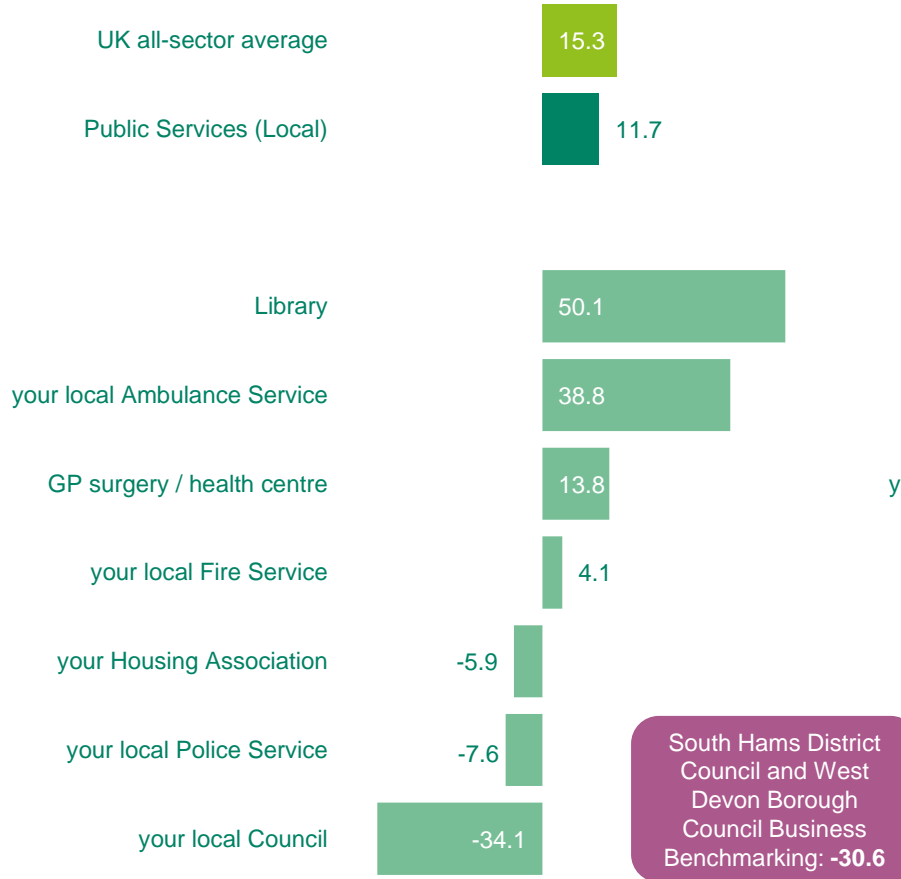
Customer Effort



Business Benchmarking | South Hams District Council and West Devon Borough Council Net Promoter Score and Customer Effort

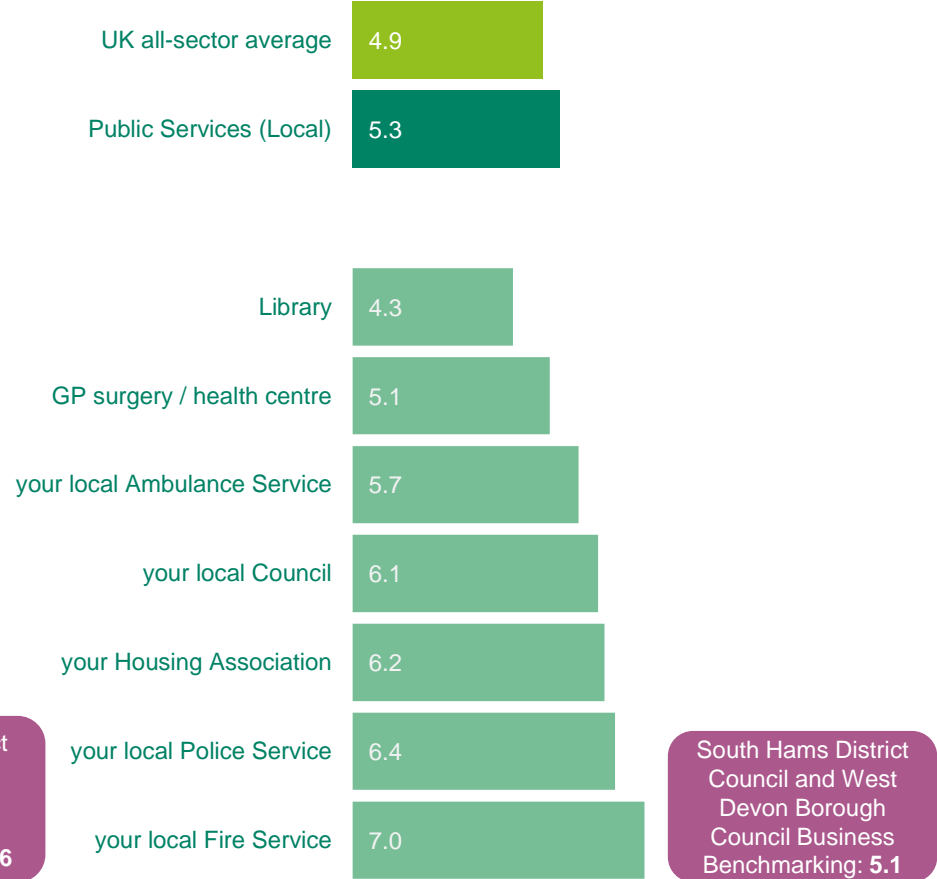
NPS

-40 -30 -20 -10 0 10 20 30 40 50

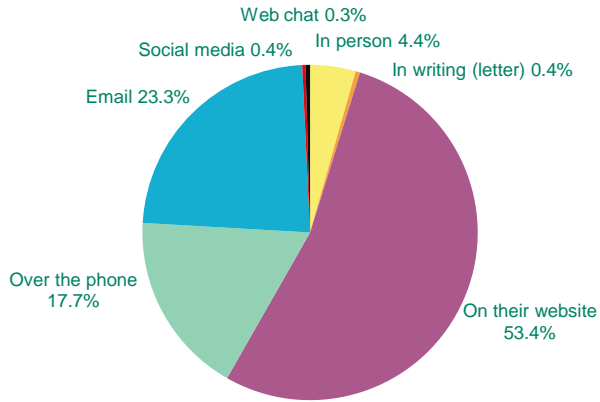


Customer effort

1 2 3 4 5 6 7 8 9 10

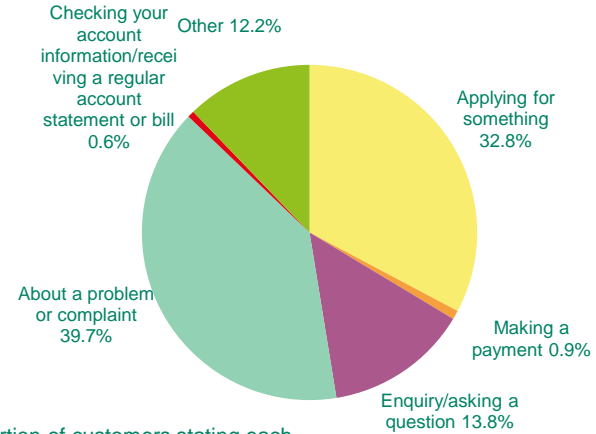


Frequency of channel



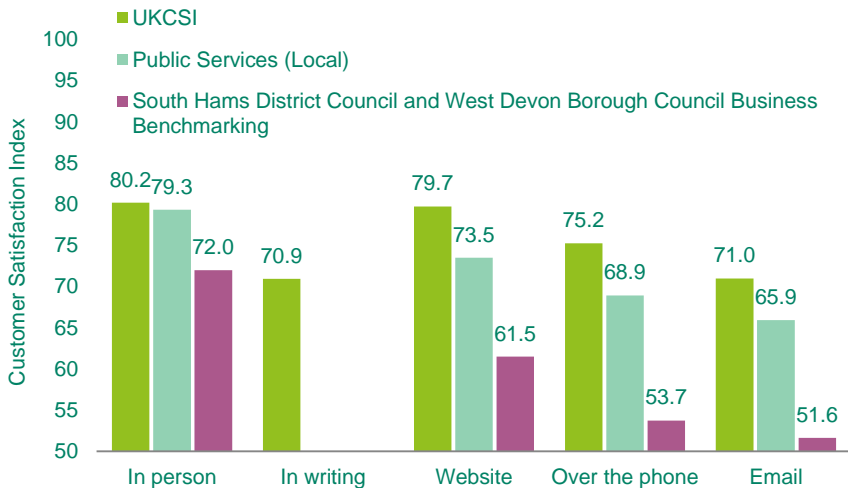
The proportion of customers using each channel for their interaction, for South Hams District Council and West Devon Borough Council

Frequency of reason for contact



The proportion of customers stating each reason for contact, for South Hams District Council and West Devon Borough Council

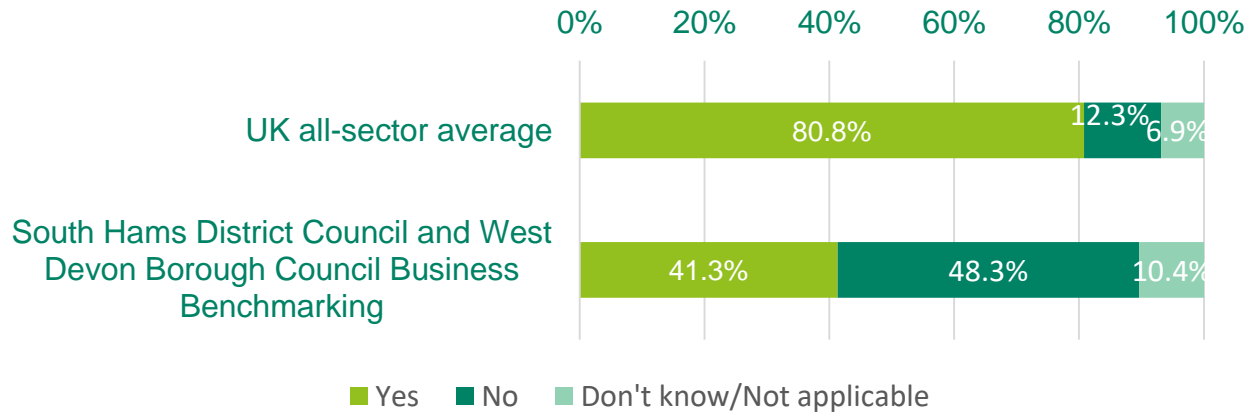
Satisfaction by channel



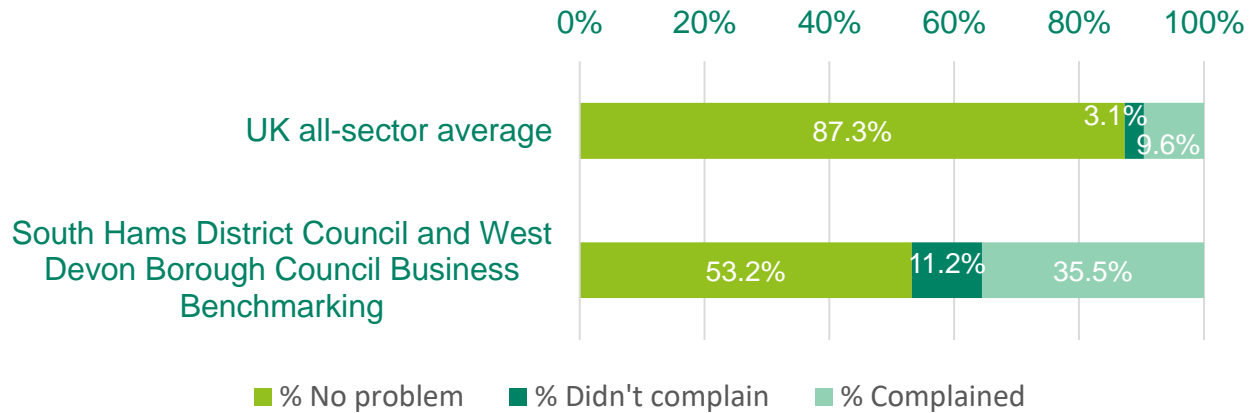
Satisfaction by reason for contact



Right first time



Complaints data

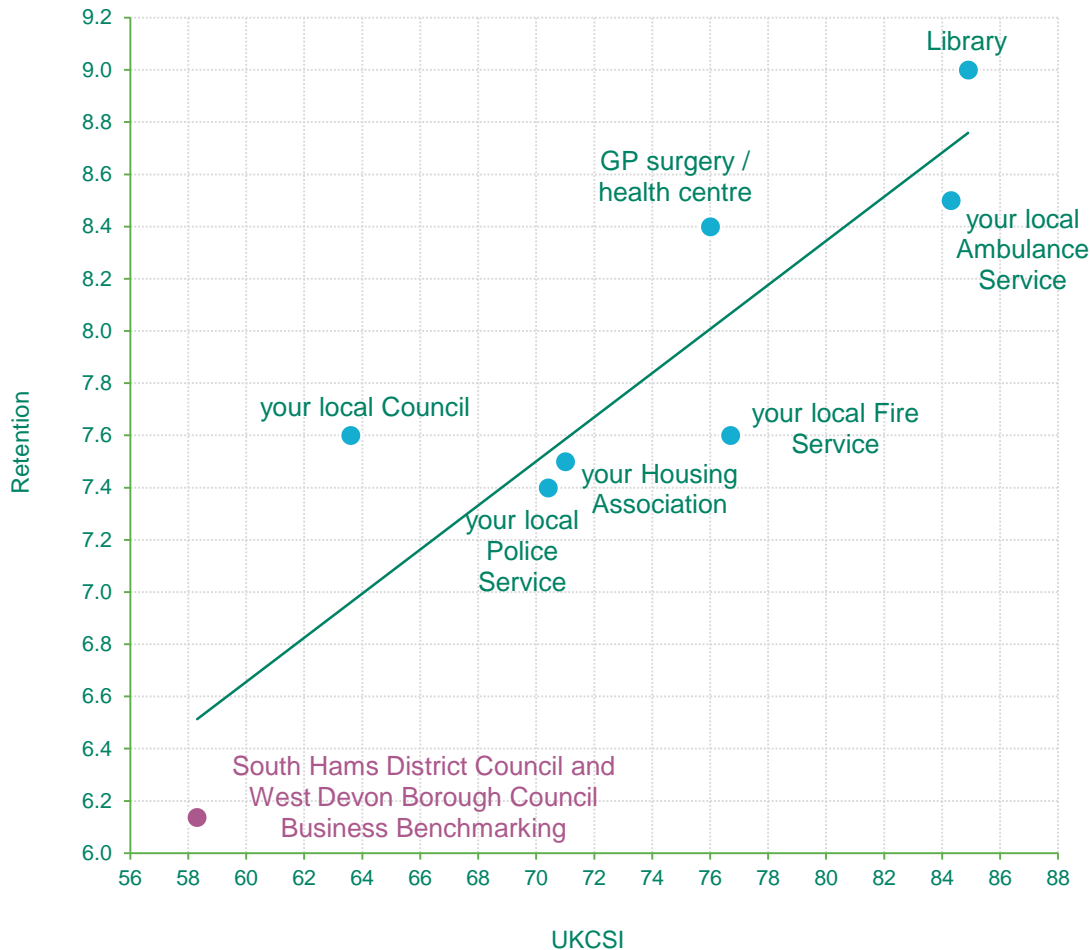


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Satisfaction & Loyalty

Business Benchmarking | South Hams District Council and West Devon Borough Council

Satisfaction and intention to remain a customer



	Jan 18 UKCSI	Retention *
UK all-sector average	78.1	8.1
Public Services (Local)	75.0	8.3
Library	84.9	9.0
your local Ambulance Service	84.3	8.5
your local Fire Service	76.7	7.6
GP surgery / health centre	76.0	8.4
your Housing Association	71.0	7.5
your local Police Service	70.4	7.4
your local Council	63.6	7.6

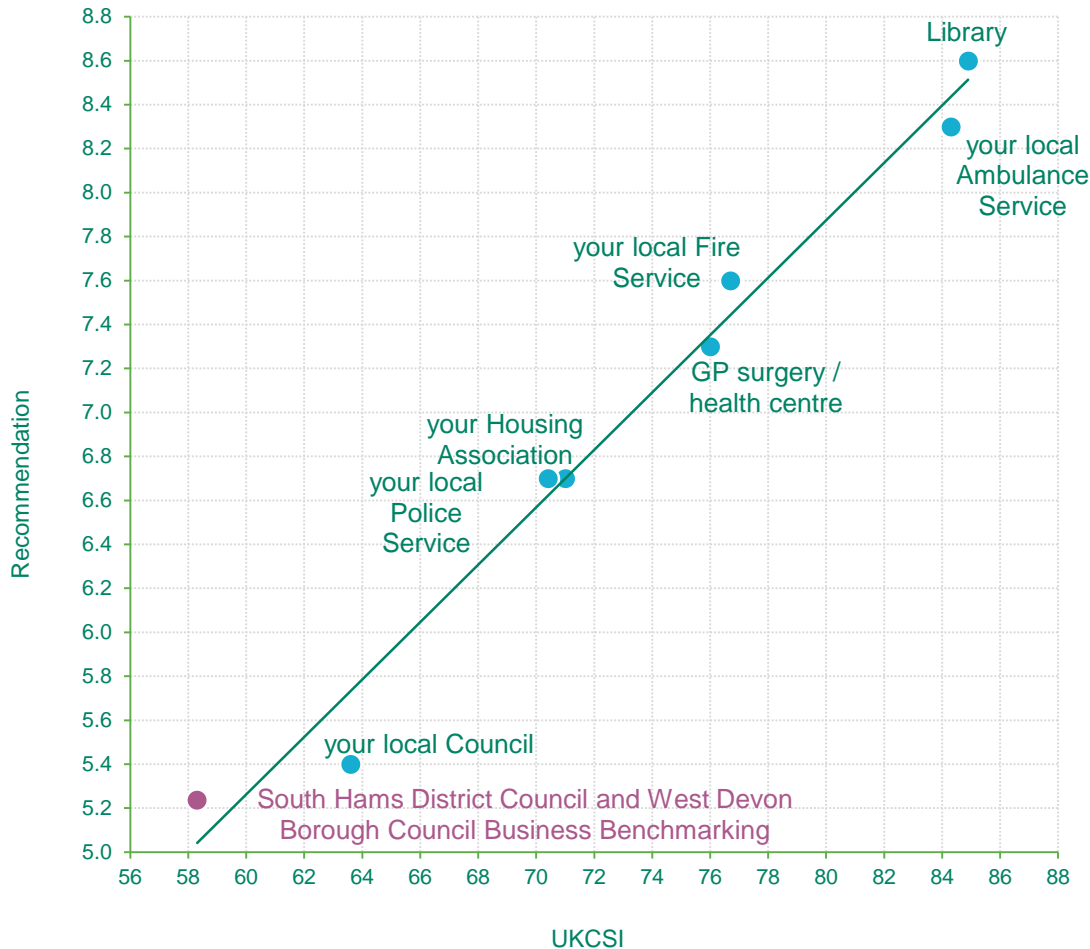
	CSI	Retention *
South Hams District Council and West Devon Borough Council Business Benchmarking	58.3	6.1

*Retention score is based on responses to the question:
'How likely would you be to stay as a customer of XX?'

1= Extremely unlikely 10= Extremely likely

Business Benchmarking | South Hams District Council and West Devon Borough Council

Satisfaction and intention to recommend



	Jan 18 UKCSI	Recommendation *
UK all-sector average	78.1	7.5
Public Services (Local)	75.0	7.2
Library	84.9	8.6
your local Ambulance Service	84.3	8.3
your local Fire Service	76.7	7.6
GP surgery / health centre	76.0	7.3
your Housing Association	71.0	6.7
your local Police Service	70.4	6.7
your local Council	63.6	5.4

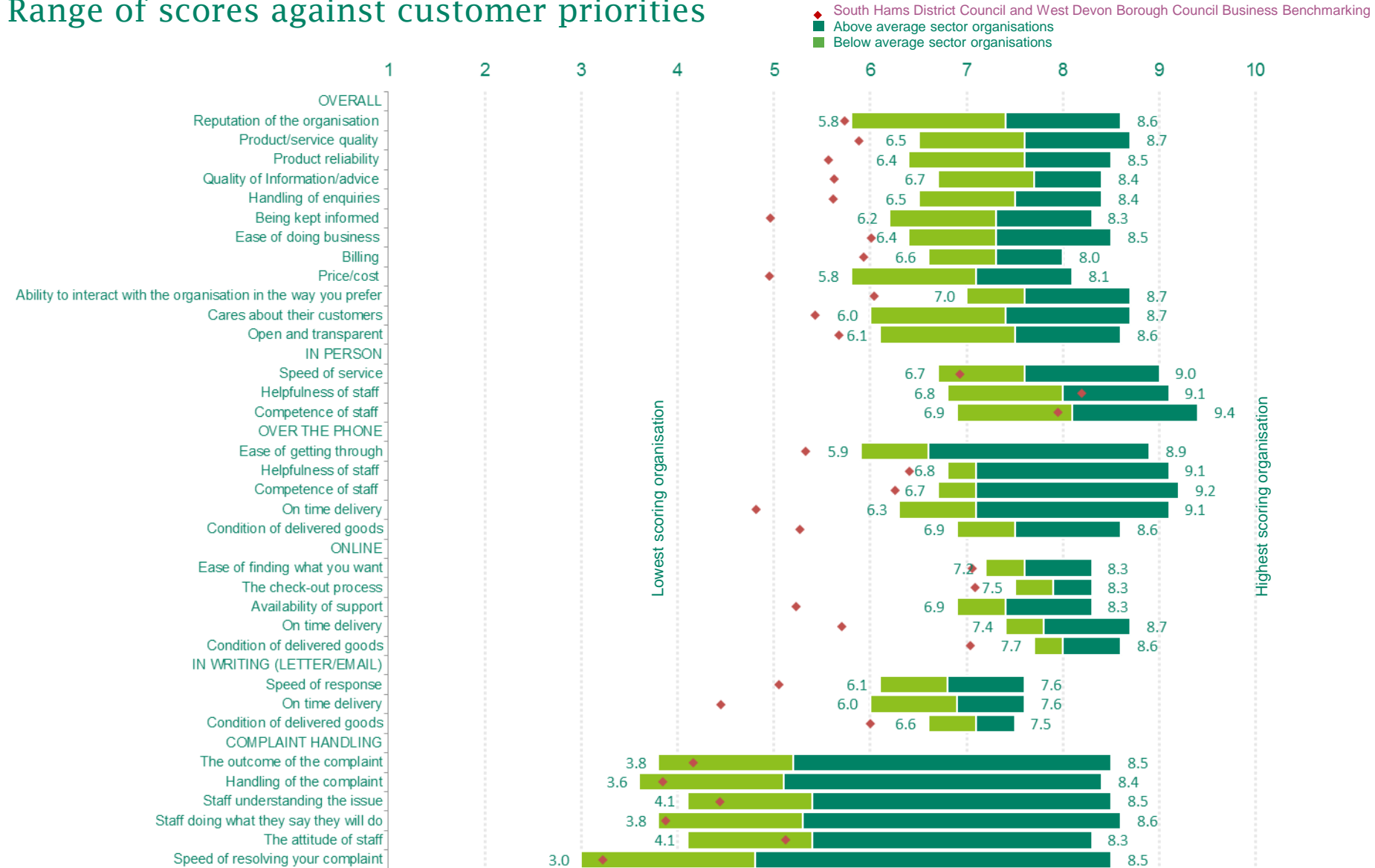
	CSI	Recommendation *
South Hams District Council and West Devon Borough Council Business Benchmarking	58.3	5.2

*Recommendation score is based on responses to the question: 'How likely would you be to recommend XX to friends or relatives?'

0= Extremely unlikely 10= Extremely likely

Business Benchmarking | South Hams District Council and West Devon Borough Council

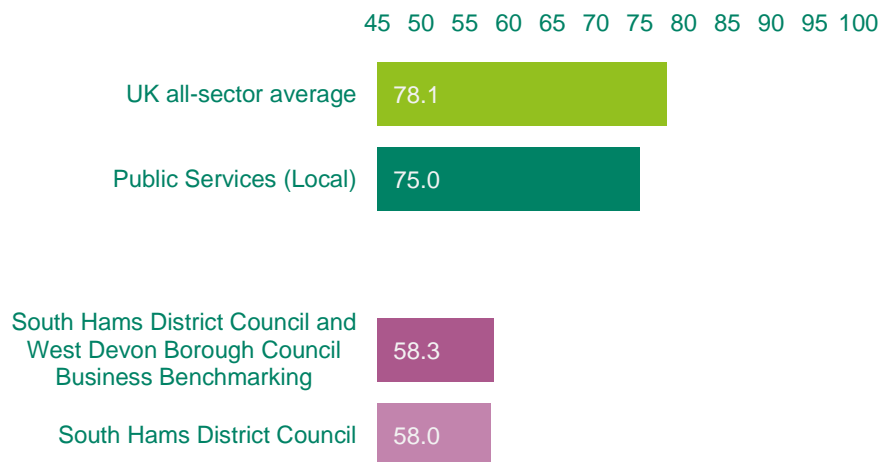
Range of scores against customer priorities



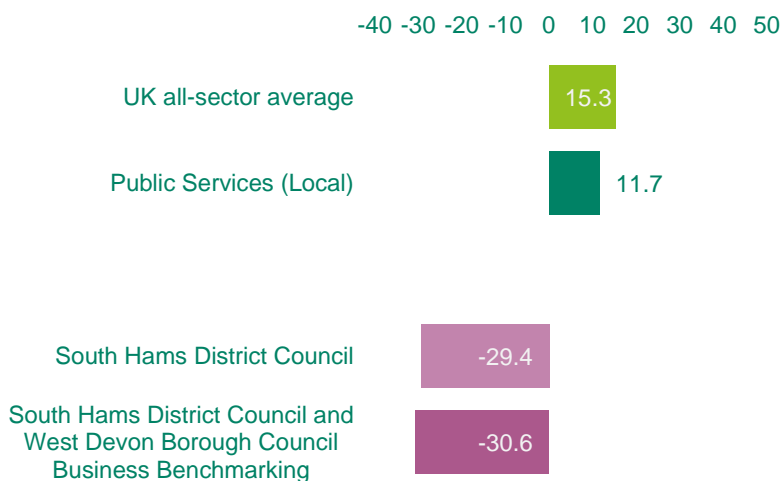
Comparisons were only made between companies with base sizes over 10. Factors with less than 4 companies scoring them were removed from the analysis.

South Hams District Council

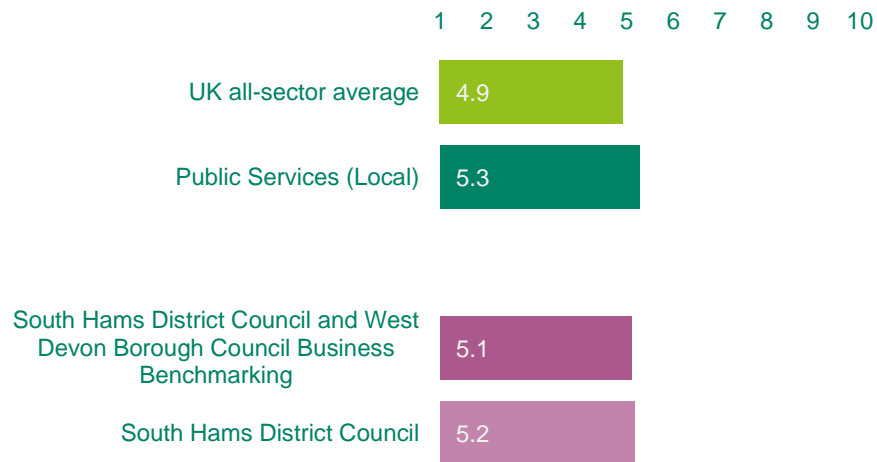
UK Customer Satisfaction Index (UKCSI)



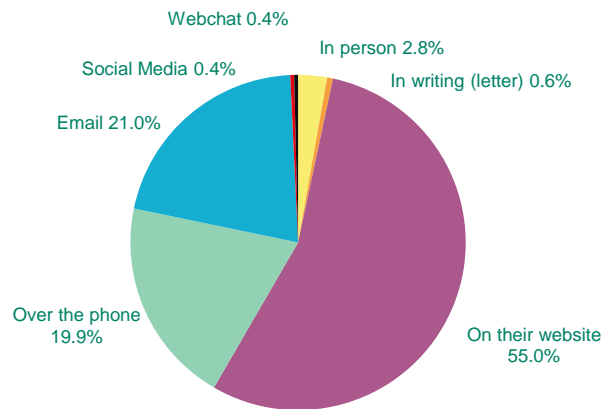
Net Promoter Score



Customer Effort

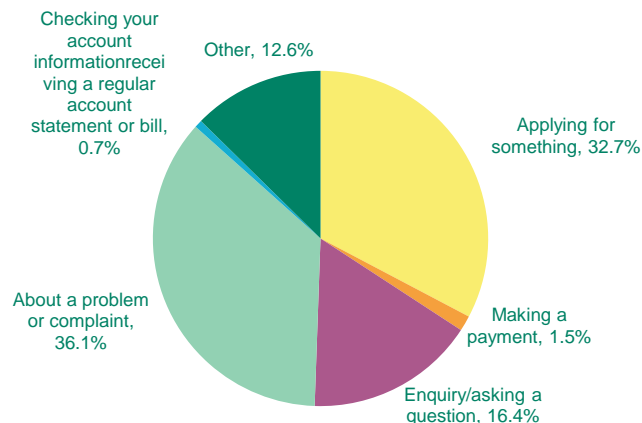


Frequency of channel



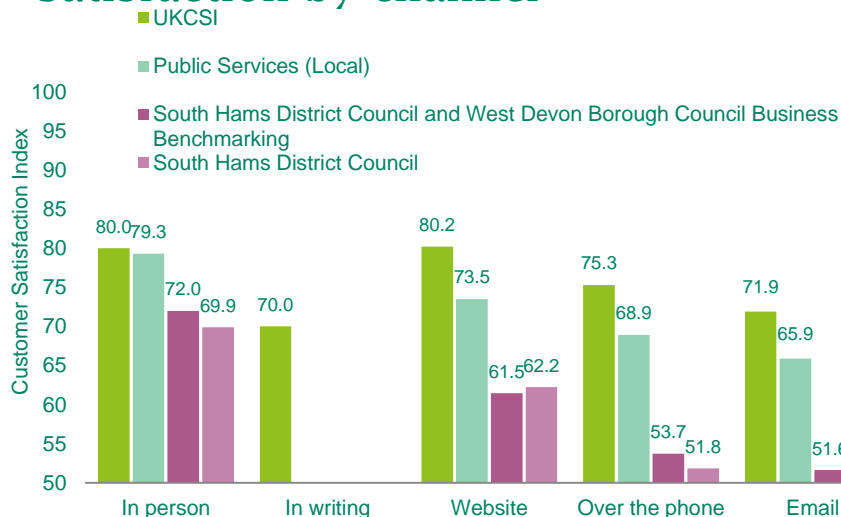
The proportion of customers using each channel for their interaction, for South Hams District Council and West Devon Borough Council - South Hams District Council

Frequency of reason for contact

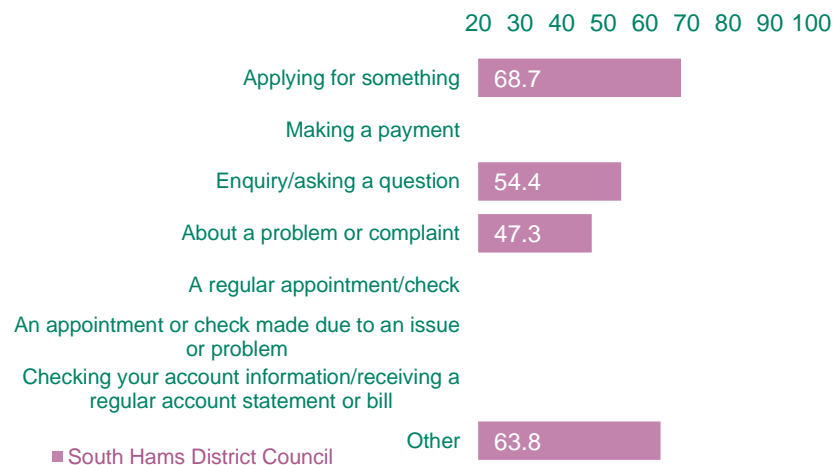


The proportion of customers stating each reason for contact, for South Hams District Council and West Devon Borough Council - South Hams District Council

Satisfaction by channel



Satisfaction by reason for contact



Word cloud

The word cloud shows which adjectives were used the most when customers described their most recent experience with South Hams District Council and West Devon Borough Council - South Hams District Council





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