

Registers of Scotland**Executive management team****20 April 2021****Update on customer satisfaction KPI**

Paper Author must complete this section before submitting to Secretariat

Aligns with which Corporate Plan Objective: - Customer Focussed

Addresses which Corporate Risk: - Sustain and Improve Customer Experience

Cleared by which Director: - Business Development

Previously discussed and supported at (tick as appropriate):

☐ ARC ☐ PPG ☐ SWPG ☐ BPB ☐ ISG ☐ IAG ☐ EMG
☐ DA ☐ EMT CG ☐ EMT IB

Purpose

1. To update EMT on our most recent customer satisfaction survey result captured in Q4 2021. This score has risen from 88% to 90%, exceeding our KPI 80% benchmark and retains Blue status.

Background

2. Customer satisfaction score is widely recognised as a key indicator of an organisation's performance. The main CSAT survey is an anonymous online questionnaire that is carried out quarterly by an independent specialist research company (Progressive) sourced through the Scottish Government procurement framework. This survey is used to inform our KPI. It is a high level snapshot of customer satisfaction but is still useful to measure and track the customer satisfaction levels of our main customers.
3. We also have a live customer satisfaction survey available via our website a customer satisfaction survey form with a 5-point satisfaction scale that provides all customers with a way of commenting on their experience. This is in addition to the feedback on every website page and the formal complaints process.
4. The new products and services all carry out evaluation work (Landlord Register, ScotLIS, digital discharge service) and this is fed back into development prioritisation and business development teams for customer support.

5. The Customer Effort Score survey questions are also captures during this survey to increase their participation rates and they scored 89 out of 100 with customers for ease of use across our digital services.
6. During 2019 our CSAT capture process was audited by Scottish Government internal audit team and a healthy report was returned with only a few recommendations, one of which was to give EMT clearer sight of the correlation between actions we take and their impact on the causes of customer dissatisfaction. This is captured in the table at Annex A.

CSAT score for March 2021

7. Our Top 400 customers were surveyed by Progressive during March 2021 and the score returned was 89.7%. This is up by 5% on the Q3 survey and is 3% above our benchmark.
8. The database of customers passed to Progressive consisted of 4007 individuals within the top 400 firms. The returns generated from this pool were 33% for firms in our top 100 and 10% for firms in the top 101-400, both participation rates slightly down on last year but still strong levels of return and statistically significant. In total 340 customers from 224 firms completed responses giving us a very wide spread of customer views.
9. The CSAT score split between the top 100 was 91% and the top 101-400 was 89%. Main reasons cited for being satisfied and very satisfied were:

Straightforward/easy	41%
Prompt/speedy/quick/	38%
Works well	29%
Efficient	9%
Digital services are good	8%
Good communication	8%
Staff Helpful/good	7%
No issues in general	7%
Excellent service provided	4%
Improved service recently	6%

10. Only 5% of the top 400 stated they were dissatisfied with 1% saying very dissatisfied compared to 4% very dissatisfied and 5% dissatisfied in the same survey last year. It is worth noting that the survey was captured prior to the Fee increase.

11. Of the participants who marked themselves as dissatisfied they cited the following reasons:

Slow service / services unavailable	14
Individual specific complaint	12
Poor communication	6
Complaints regarding rejections	4
Not enough staff	1
Staff lack knowledge	1

12. The individual specific complaints have been extracted from the comments section and shared with the business areas. They include: rejection decisions, delay in receiving a copy deed, that large applications need to be done in 3D, the user-friendliness of the eServices form, delays to title sheets being issued and rectifications being required rather than RoS fixing issues at intake.

Next Steps

13. The survey findings have been shared with all C1s and C2s at the monthly update session.
14. There is a feedback section in the survey and it asks customers why they gave us the score that they did. This information allows us to get an indication of the issues/improvements that cause a move in customer satisfaction. Even when satisfied, customers often express what would make them more satisfied and the comments have been divided into business areas and disseminated to the C2 leads. There will be a workshop held with them next month to update the matrix attached at Annex A. The information from this session will be reflected in the percentages and colour codes that highlight where business activities are most likely to improve, stabilise or decrease our CSAT score.
15. There maybe new or increased activities proposed as a result of this workshop and these will be considered against our budget constraints and current Corporate Plan.
16. It was flagged by the Business Development and Registration and Policy Directors that they would like to see more coverage internally of the score. Comms is aware and have the normal activities planned in addition to doing a spotlight feature on RoSnet.
17. A similar paper to this is being presented to the Audit and Risk Committee session on 11 May 2021. As part of this paper there will be a light coverage of the proposal still to come to EMT that we move from this survey to the one used

by the Institute of Customer Services (ICS). This change will allow us to benchmark directly against similar government bodies such as H M Passport, DWP and HMRC, as well as private sector organisations such as John Lewis and First Direct – who receive high and consistent CSAT scores.

18. This paper will also include a recommendation on our new benchmark score. As the novelty of our digital improvements wanes, it is probable that our CSAT will go down but the purpose of the proposed change to the ICS model is to allow us to get to a place where we are able to more closely monitor and so maintain a consistent CSAT score at a level that reflects our ambition but also the realities of our role as a public service.

Head of customer experience

21 April 2021