

Registers of Scotland**RoS Board****25 November 2024****Autumn 2024 Customer Satisfaction Index Scores****Purpose**

1. To update the Board on RoS' regular Customer Satisfaction and Customer Effort survey and results.

Background

2. RoS is a member of the Institute of Customer Service (ICS) which allows us access to their business benchmarking survey, the UKCSI. The UKCSI is a national barometer of customer satisfaction that is published twice a year by the Institute of Customer Service (ICS). It is an independent, objective benchmark of customer satisfaction set on a consistent set of five measures, made up of 26 metrics, and generates a final customer satisfaction score known as the Customer Satisfaction Index (CSI). It also includes a Customer Effort Score (CES).

Results

3. In the latest survey (autumn 2024), RoS achieved its Key Performance Indicator for **Customer Satisfaction**, which was to reach a Customer Satisfaction Index Score (CSI) of 82.2 and 82.7 March 2025 for our professional customers. We achieved a score 82.6 (up from 81.7 in spring 2024).
4. As part of the same survey, we capture our **Customer Effort** Score and this has improved for our professional customers from 3.3 in spring 2024 to 3.1 in autumn 2024. For this element the lower the score the less effort our customers have to make when dealing with us. The KPI for this measure was lower than 3.4.
5. In the latest survey (autumn 2024), RoS achieved a customer satisfaction score of 81.8 (a decrease from 84.4 in spring 2024) and a customer effort score of 3.8 for citizen customers (an increase from 3.3 in spring 2024).
6. As we begin to understand our citizen customer base more, we are discovering that predominantly citizen customers are one off users to our services which is contributing to a fluctuating score as they have differing needs to repeat customers. Our work to update the Customer Experience strategy will include this key customer group and deeper insight and customer journey mapping will be required.
7. Citizen response rates are now consistently statistically significant and are being published, with the goal of setting a KPI in spring 2025.

8. An exceptional customer satisfaction score on the UKCSI benchmarking survey is 85.0. Compared to other organisations in the UKCSI public services (national) sector, RoS professional score sits 1st (Annex A). Due to our 2030 vision to provide the best public service for Scotland, we are working with ICS to further understand where we sit compared to other Scottish public sector companies not published as part of their shared tables.

9. We are currently working towards ServiceMark accreditation with ICS which is an independent accreditation of commitment to and achievement in customer service. This will contribute to our 2030 vision as it will help RoS to benchmark our customer experience strategy and prioritise areas for improvement.

10. A key milestone towards our accreditation bid is the ServCheck survey carried out by approximately 40% of employees. This is scheduled for February to run alongside our spring 2024 CSI benchmarking survey with our customers. To start the path to accreditation, we need to achieve a score of 70.0 and above in both surveys.

Conclusion

11. The ICS survey not only allows for benchmarking but deep insight into customer attitudes and ways in which services could be refined to improve satisfaction or lower effort. RoS prioritises delivering a high quality customer service focusing on addressing the critical customer needs and has been able to achieve results while reducing its FTE at its contact centre.

12. We will be introducing Improvement Methodology as a preferred approach to further improving CSI scores while simultaneously reducing cost to service as part of our 2024 work programme. This is an established, culturally adaptable approach with a strong track record in operational areas across the public and private sectors in the Scotland, UK and the United States. We will provide an update to the Board at the March 2025 session.

13. The Customer Insight Team and User Centred Design Team are currently in discovery stage of the proposed Customer Insight Hub which has been approved at concept stage by the Strategic Development Authority to proceed to a full options appraisal. Following approval of the business case and options analysis, the project will move into build and implementation stages in Q4 2025. The Customer Insight Hub will be a single source of truth for customer experience development and reporting, ensuring that any decisions made throughout RoS are made with the customer in mind.

Recommendation

14. The Board are asked to note this update and early planning around a new approach to quality improvement and efficiency.

Customer Insight Manager
Customer and Business Development
25 November 2024