

# **Registers of Scotland**

## **Executive management team**

**23 April 2020**

### **Update on customer satisfaction KPI**

#### **Purpose**

1. To update EMT on our most recent customer satisfaction survey result captured in Q4 2020. This score has risen from 78% to 83%, exceeding our KPI 80% benchmark and moving from Amber to Blue status.

#### **Background**

2. Customer satisfaction score is widely recognised as a key indicator of an organisation's performance. We introduced two new customer satisfaction surveys in April 2017, both using the Government Digital Service (GDS) recommended 5-point satisfaction scale that is used to calculate a Customer Satisfaction Score (CSAT).

3. Although measured on the five point scale – CSAT is expressed in percentage terms. This is calculated by taking the number of positive responses as a percentage of the total responses. With advice from professional bodies and experts, RoS identified 80% as a realistic but ambitious benchmark to set for our CSAT score.

4. 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.

5. It was agreed with EMT that we would expand our Q4 survey from the Top 100 to include our Top 400 customers by spend. These firms represent up to 88% of spend by business customers, and includes smaller firms out with the Central Belt.

6. 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.

7. 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. Going forward the intention is to add the Customer Effort Score survey question to this survey to increase participation rates.

8. 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 2020**

9. Our Top 400 customers were surveyed by Progressive during March 2020 and the score returned was 83%. This is up by 5% on the Q3 survey and is 3% above our benchmark.

10. The database of customers passed to Progressive consisted of 3160 individuals within the top 400 firms. The returns generated from this pool were 37% for firms in our top 100 and 14% for firms in the top 101-400. In total 518 completed responses were received from 205 individual firms. This is a high and statistically significant response rate but represents a small number from across our total business users.

11. Of the 205 firms submitting a return 9 out of 10 use RoS services at least weekly. The CSAT score split between the top 100 was 76% and the top 101-400 was 85%. The split between roles saw those in the solicitor paralegal role returning a CSAT score of 94% and those in a senior role returning a CSAT of 71%. This is a drop on the survey in Q3 but is a 3% increase on the Q4 survey in 2019 for senior staff and 7% increase for solicitors/paralegals.

12. 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 a table compiled by Progressive is attached at Annex B. The information from this is reflected in the percentages and colour codes outlining main areas of change to customer opinions shown in Annex A.

### **Next Steps**

13. The survey findings will be shared with all C1s and C2s. I will also work closely with a subgroup called the Customer Experience Review Forum, consisting of those directly delivering against areas of customer dissatisfaction captured in Annex A.

14. This subgroup will consider the survey findings against the current set of actions to determine if our activities and resources are directed in the right way, and if we need more specific research conducted.

15. These activities and potential next steps will be considered against our budget constraints, current Corporate Plan and our Stakeholder Engagement Strategy.

**Head of customer experience**  
**23 April 2020**