

**Registers of Scotland
RoS Board**

**27 February 2023
Customer Satisfaction Index**

Purpose

1. To capture the back brief from the Board consideration of the paper presented on 13 December 2022, called Customer satisfaction with RoS' services and support. This paper also outlines the next steps and focus of the input and outputs from the spring survey, which will complete ahead of 31 March 2023.

Board feedback

2. The Board welcomed the positive movement in both the Customer Satisfaction Index scores (CSI) – for both citizens and professionals, and the Customer Effort Scores (CES) noting that all of the scores are above the public sector average and for our CES score we are significantly ahead of the private sector too.
3. The Board agreed with the strategic direction for our customer satisfaction index (CSI) score, which is to increase the professional score by 0.5 to 1.0 each year until it exceeds 80.0 and then maintain a score above this. The benchmark for this key performance indicator score will be reviewed on an annual basis and again when the longstanding open casework is all under two-years old.
4. That the citizen CSI benchmark is set as a range between 89.0 and 91.0, and that we maintain a customer effort score of between 3.0 and 3.5 and keep this as a health measure.

Recent activity

5. The Customer Insight and Customer Experience teams worked with Communications on the internal and external communication opportunities for the survey results to inspire colleagues, thank them for their efforts and motivate participation in the upcoming spring survey.
6. We formerly approached the Institute of Customer Services to support the formation of a customer experience community of practice in Scotland. We also approached our key contacts in other public bodies to encourage participation. RoS is hosting the first meeting on 28 March at MBH.
7. We also considered the opportunity to inform the Future RoS strategy and took professional advice on the inclusion of one additional question – What new services would you like to see RoS provide? This question will be given careful consideration regarding future inclusion on the value of the information returned, particularly as we focus on the open casework and service acceleration ahead of Future RoS.

8. The customer insight manager has been working closely with all business leads to ensure they understand and utilise the data provided from the survey to inform their decision making and service improvements.
9. The customer insight manager is now part of a team within the Customer Experience area specifically called the Customer Improvement Team. This team have an interlinking remit to spot and act on opportunities for us to serve our customers better and improve their experiences.

Current activity

10. Work has been done to maximise the completed survey returns across both the citizen and the professional customer surveys. The survey went live in mid February and early indications are good.
11. We are mapping all of the sources of customer insight to ensure we have a clear picture of what we know and spot opportunities to learn more where there are gaps.
12. Workshops to understand and maximise the value of the insight we capture in the spring survey have already been timetabled and a comprehensive internal and external communication plan has been drafted.
13. A full paper on the results is planned for the June Board.

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