

# UK Customer Satisfaction Index

## Is recession good for customer service?

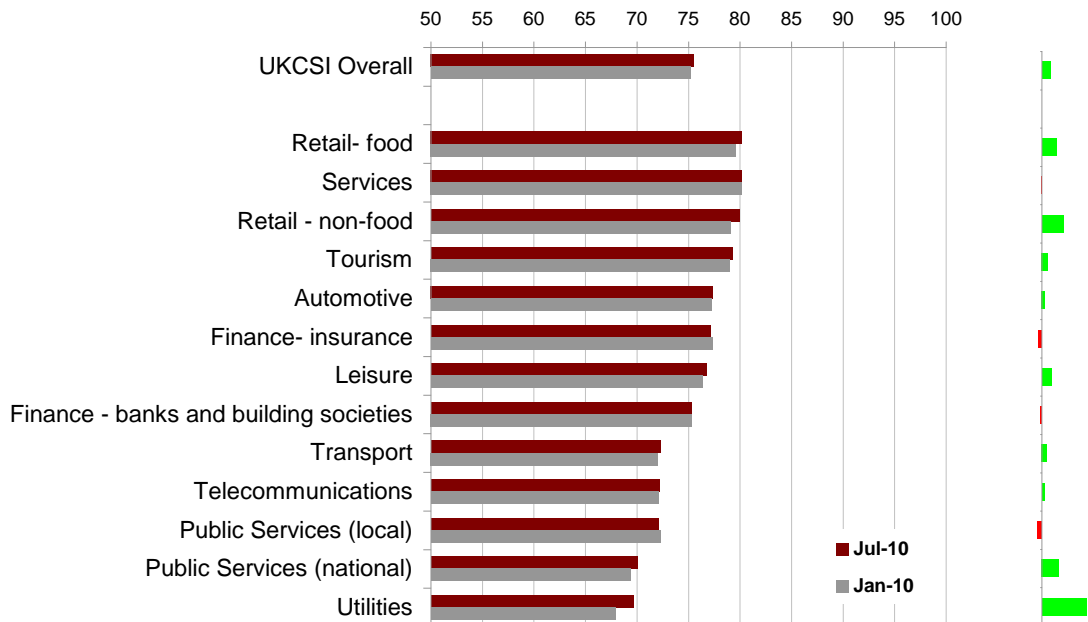
July 2010

Based on a representative sample of 26,000 adults surveyed over the internet, the Institute of Customer Service presents the latest UK Customer Satisfaction Index (UKCSI) which is the National Measure of Customer Satisfaction for UK organisations.

### Customer satisfaction

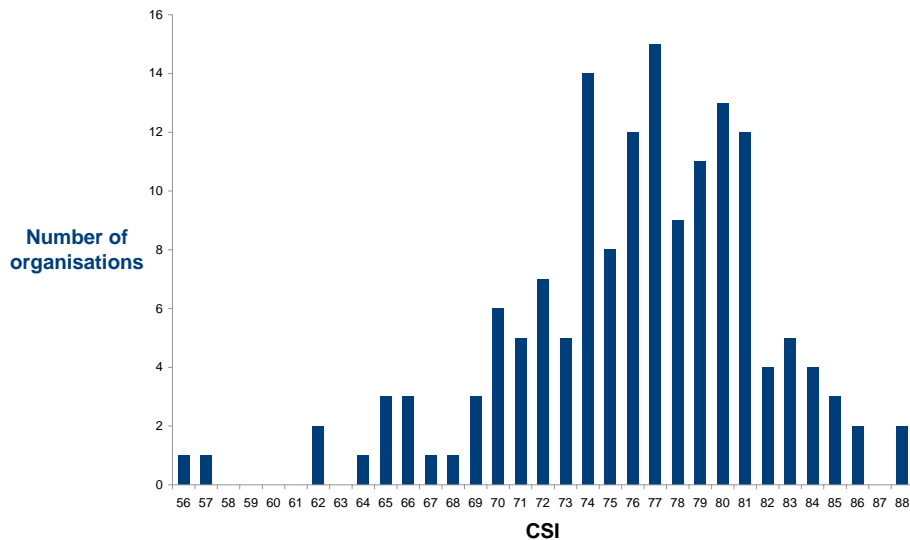
The UKCSI has maintained its level from January 2010, rising very slightly to 75.6. The Utilities sector, though still at the bottom of the table, has shown the most improvement since January; whilst at the other end of the scale both retail sectors have also seen improvements.

### UKCSI, July 2010 versus January 2010



## Distribution of scores

Of the 153 named organisations scored in the survey, the median score (i.e. the middle-ranking organisation) is **77**, the best score is **88** and the worst is **56**. As we would expect, organisations are roughly normally distributed (i.e. most are near the average).



## The top 10

This time **38** named organisations have achieved a CSI over 80; seven are over 85. The 10 highest scoring named organisations are:

- John Lewis (88)
- Waitrose (88)
- Lloyds Pharmacy (86)
- SAGA Holidays (86)
- Virgin Holidays (85)
- Marriott (85)
- Marks & Spencer (food) (85)
- Boots (84)
- First Direct (84)
- Marks & Spencer (84)

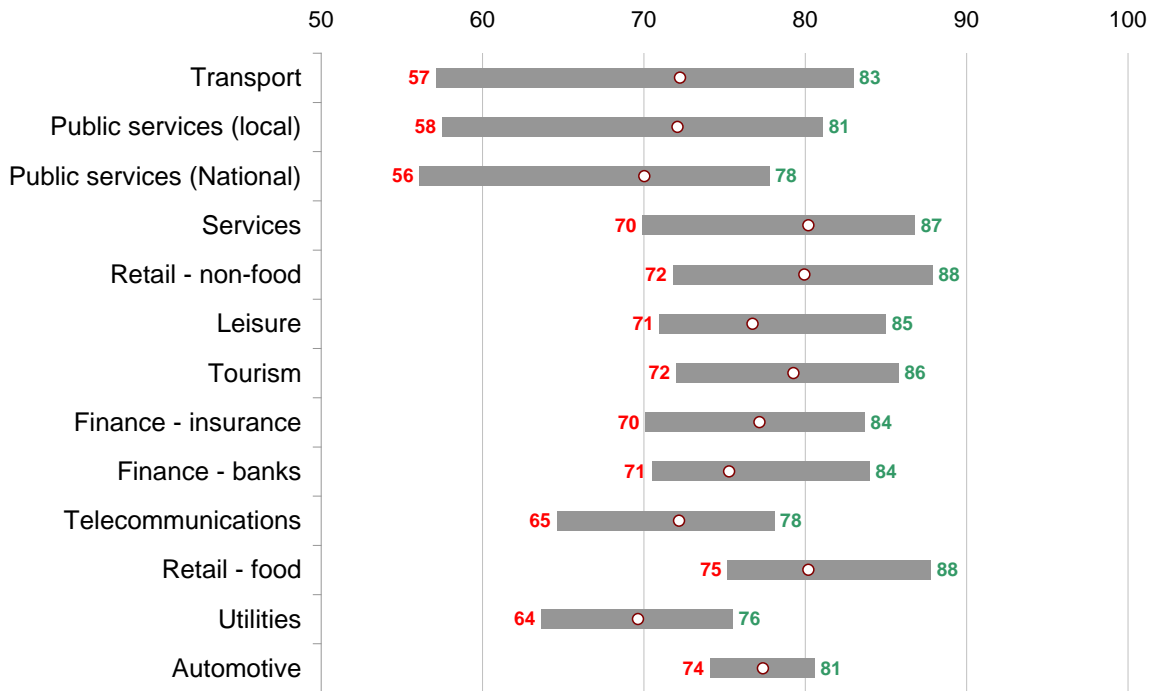
It's no coincidence that the retail and tourism sectors are so strongly represented here, but First Direct are not the only strong performer in financial services—BUPA and SAGA led the insurance sector, and The Co-operative Bank also scored well.

Every sector with the exception of Utilities has some suppliers who are above the overall UKCSI average, and most have at least one very good organisation.

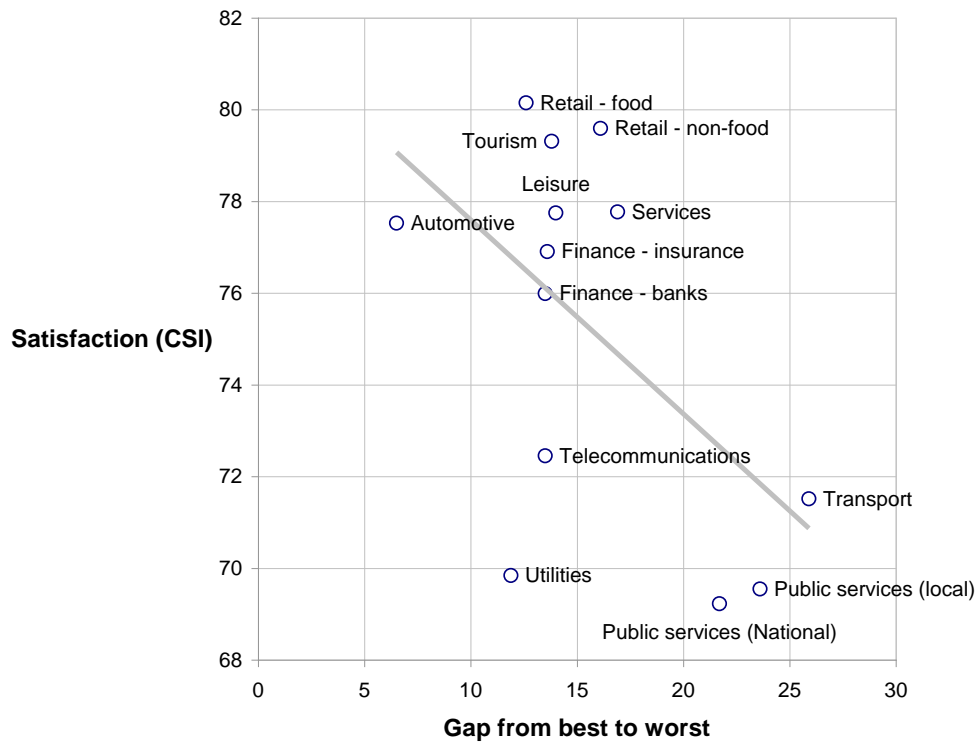
## Leaders in customer satisfaction

Looking at the overall performance of sectors can mask differences in the level of satisfaction organisations manage to achieve. Some sectors (e.g. *Automotive*) are consistently good, some are consistently bad (e.g. *Utilities*), and others are very mixed (e.g. *Transport*).

The chart below shows the gap between the **best** and **worst** organisation scored within each sector, with the average marked (○).



But is there a consistent pattern? It's not perfect, but there does seem to be a fairly strong trend for more consistent sectors to be better overall, as shown in the chart below.



It is worth drawing attention to some of the organisations that significantly outperform the average for their sector:

- Eurotunnel in *Transport* - **11** points over the sector average
- The Identity and Passport Service in *Public services (National)* - **9**
- John Lewis in *Retail (non-food)* - **8**
- First Direct in *Finance (banks)* - **8**
- Waitrose in *Retail (food)* - **8**

These leaders are significantly better than average for their sector (whether it's a strong or weak sector) and can expect to see competitive benefits from their focus on customer service.

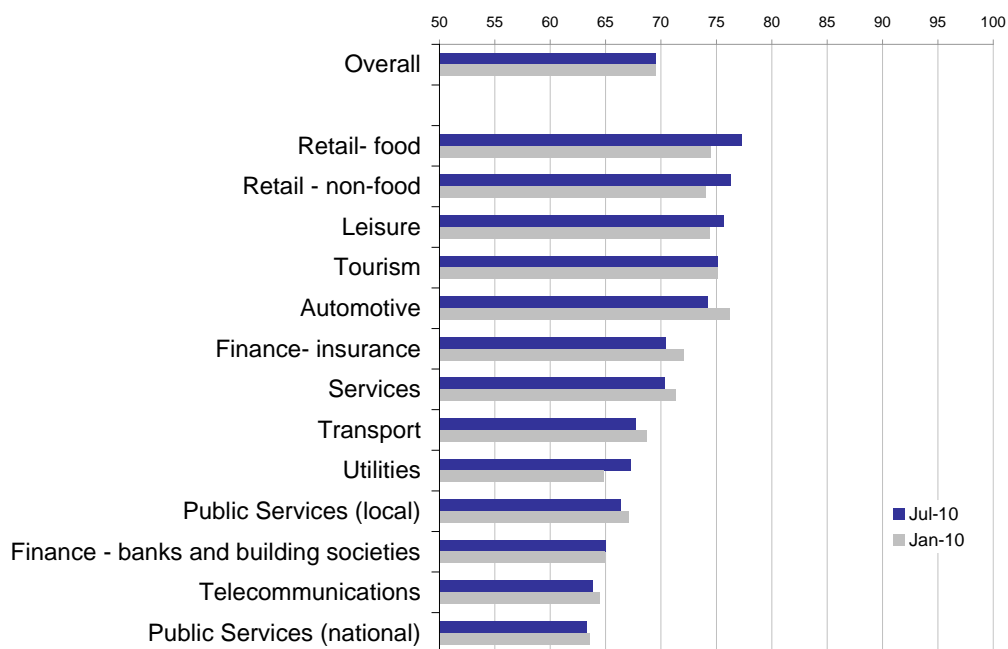
## Success stories for July 2010

### Waitrose expands its lead

Waitrose (88) has continued to expand its lead over Marks & Spencer (85), its key rival as an upmarket food retailer. That excellent score puts it neck and neck with John Lewis in the non-food retail sector, a dominant performance for the brand.

### Retail still tops the complaint handling league

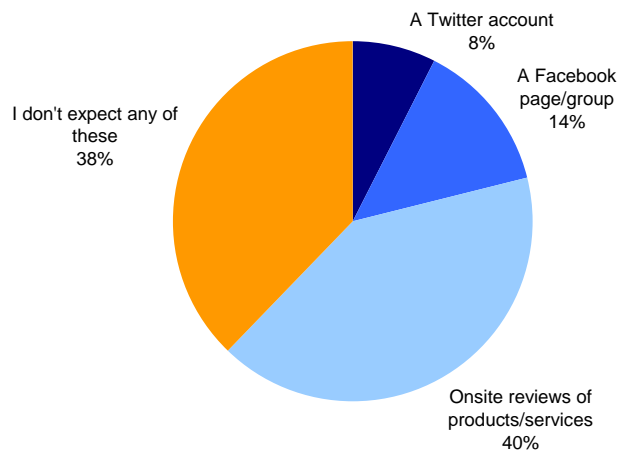
The retail sectors, first and third in the overall sector league table, dominate the complaint handling table with improved scores. All those no-quibble refunds seem to be doing the trick, and if anything the economic climate seems to have concentrated retailers' minds on the value of every customer. *Leisure* is also performing well in this area.



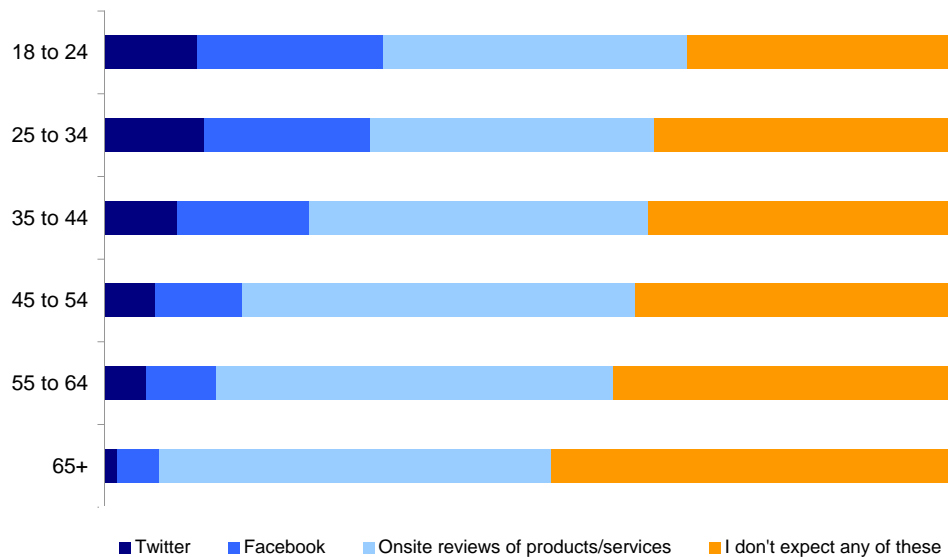
## Word of mouth in a connected world

This time we asked customers some extra questions about their experiences and expectations of companies responding to criticism from customers via new channels.

First of all we asked people which social media tools they expected companies to use. Most customers expected to see some sort of online presence from organisations, but only a minority felt that engagement with the prominent social media platforms is important. Only 6% of customers said that they would be put off doing business with a company that did not offer these channels.



As you might expect, consumers' attitudes to this are influenced by age, though even the youngest categories of consumer do not seem heavily engaged with social media.



## Expectations for response

Customers are demanding when it comes to their expectations of responsiveness when contacting companies online with a complaint. Although 24% of customers never complain online, 55% of those that do expect a response in a day or less. 10% expect a response within hours.