



**Bristow
&
Sutor**

Civil Enforcement Agents

Customer Survey Results

2005

Summary of Research Findings

Purpose & Methodology

The satisfaction survey was structured in two parts. The first part sought to evaluate Bristow & Sutor's total customer satisfaction. Respondents were asked to rate performance by selecting one of 5 rankings, rating from 1=poor, 3=average and 5=excellent. They were then allowed to elaborate on their score. The second part featured open-ended questions about Bristow & Sutor's service level and sought to identify and clarify our client's needs with the aim to improve service levels.

The questionnaire differed only slightly to the version used in 2004 – this was primarily to measure improvements from the previous year.

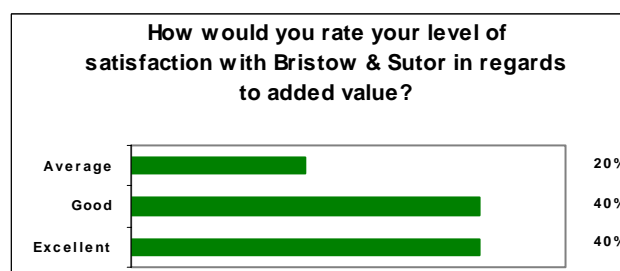
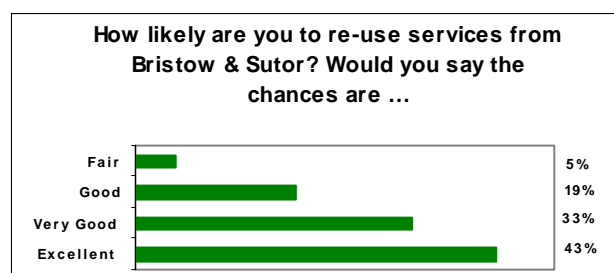
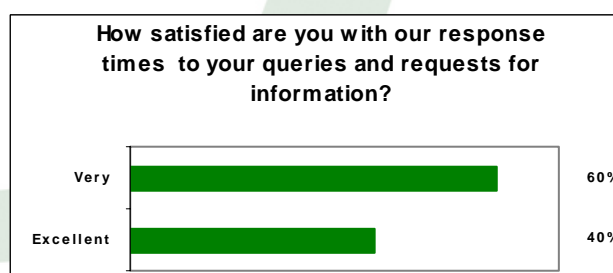
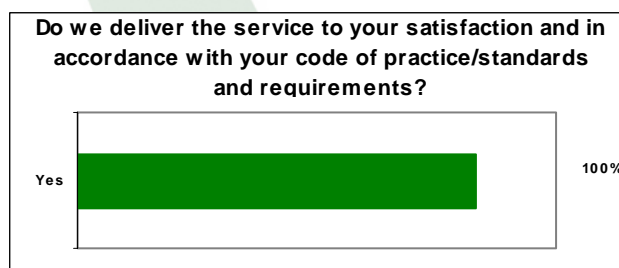
The survey was completed on-line with the option to print and complete by hand and was designed to take no longer than 15-20 minutes to complete – thus keeping respondents time and effort to a minimum.

- 58 questionnaires were distributed.
- 21 replies were received.

The response rate of **36%** was considerably lower than **49% in 2004**. Thank you to all who contributed to the Customer Satisfaction Survey 2005. The frank and honest input has been used to improve our service offering and delivery. For each reply received an amount of £5 was donated to Macmillan Cancer Relief.

Overall satisfaction level

Bristow & Sutor rated highly on the questions scoring the satisfaction levels of customers. Based on the responses received, overall the satisfaction level is high. **95%** of respondents would recommend Bristow & Sutor to colleagues in the industry.



Loyalty

62% of customers felt that their loyalty to Bristow & Sutor had grown over the last year. 33% remained neutral. 67% of customers felt that Bristow & Sutor values people and relationships ahead of short-term goals. 24% were neutral in their rating.

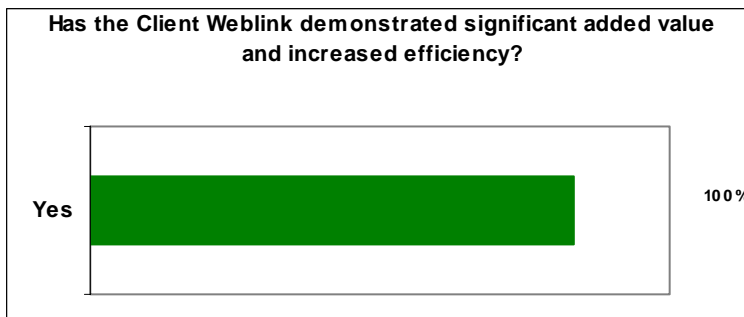
Overall customer loyalty is high.

Image

71% of respondents provided input on Bristow & Sutor's image in the marketplace.

Overall the image is one of professionalism, reliability and consistency. Respondents referred to Bristow & Sutor as approachable, customer friendly, reputable and respected within the industry.

Technology



The Client Weblink has proved to be a tool that has, over the past year, brought about significant improvements and overall efficiency. 100% of the respondents claimed that this resource had demonstrated added value compared to the 92% in 2004.

Improvements requested by individual clients are regularly shared where it is evident that other users will benefit from the improvement.

60% of respondents gave positive feedback to improving automation and processes through electing to post new instructions electronically through the Client Web which will facilitate automatic input into Bristow & Sutor's systems.

Investigations are underway.

When customers were asked to list the top three reasons they selected Bristow & Sutor they responded:

- Know you will act within the law.
- Return Reports
- Reasonable van fees

- Reputation
- Professionalism
- Ability to collect

- Quality of service
- Quality of bailiffs
- IT Development

- Efficient and high quality of service
- Well known and reputable
- No errors or mistakes

- Collection
- Quality of work
- IT

"It is important for us to know whether we are meeting our customers' needs. The results will be used to identify areas that can be further improved and create a work plan to address them. And of course, continue to do the things we're doing right, but even better."

**Andy Rose
Managing Director
Bristow & Sutor**

Results Analysis

Analysis of Part A indicated that high percentages of customers rated Bristow & Sutor's service as either "excellent" or "very good".

Q1	How would you rate the quality of service we provide you?	95%
Q2	How would you rate your level of satisfaction with Bristow & Sutor in regards to added value? Please detail where this could be improved.	80%
Q3	How satisfied are you with our response times to your queries and requests for information?	100%
Q4	How easy is it to contact the right person within Bristow & Sutor?	90%
Q5	How well in terms of staff knowledge are your queries responded to by our staff?	85%
Q6	How do you find the general attitude and helpfulness of our staff?	90%
Q7	Do we deliver the service to your satisfaction and in accordance with your code of practice/standards and requirements?	100%
Q8	Do you make effective use of the online Client Weblink?	100%
Q9	Has the Client Weblink demonstrated significant added value and increased efficiency?	100%

Notably, when questioned why you choose Bristow & Sutor, **40%** of you quoted the Client Web in the top three reasons.

Improvements

Bristow & Sutor asked customers if they felt a review of their current guidelines would be beneficial. Those clients that responded "yes" or indicated they were "unsure" have either already been contacted to arrange further reviews or will be contacted shortly.

In line with Bristow & Sutor's commitment to improvement through technology, a number of IT projects including hand held devices and automated routing are underway.

As part of Bristow & Sutor's quality assurance and ISO 9001 requirements, all feedback from the survey has been recorded and will form part of regular and ongoing management reviews. Committed to improving processes, service delivery and its service offering, Bristow & Sutor will seek to build on existing good service and develop areas for improvement to ensure we remain one of the leading providers of enforcement services.

The civil enforcement agency that makes a difference...