



**Bristow
&
Sutor**

Civil Enforcement Agents

Customer Survey Results

2007

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. 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.

In an effort to maintain the good response rate from 2006, participants received a paper copy via the Royal Mail or they could complete an on-line version through the secure Client Web.

70 Councils received questionnaires.
54 replies were received.

The response rate of **77%** was significantly higher than the 69% in 2006, and 36% in 2005.

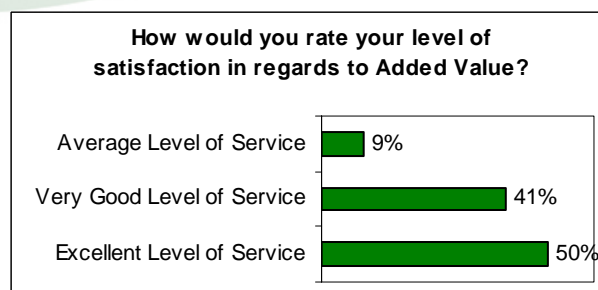
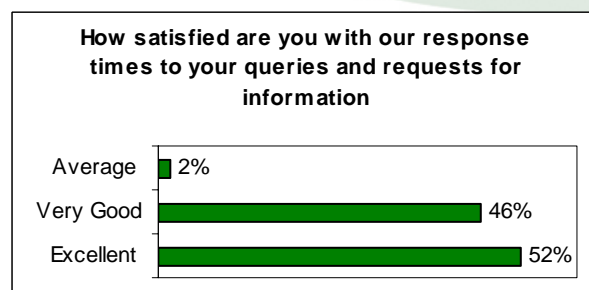
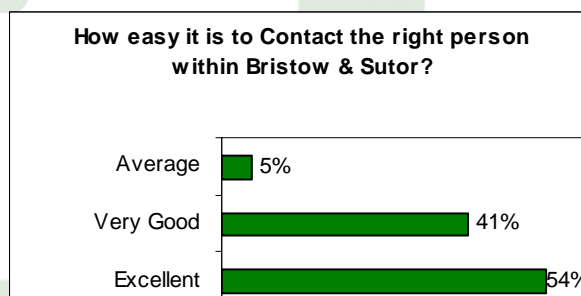
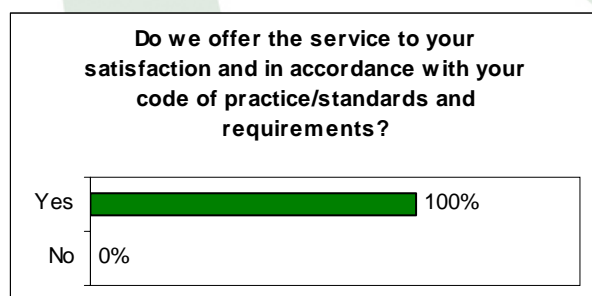
Customers were given the option to respond anonymously.

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.



Loyalty

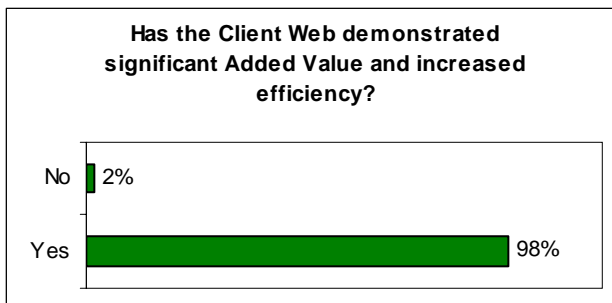
Customer loyalty is high. This is evidenced by 57% of respondents who felt that their loyalty to Bristow & Sutor had grown over the last year.

This is endorsed by an *increase* of some 13% by respondents who felt that the likelihood of recommending Bristow & Sutor to a colleague within the industry was “**Excellent**”. This is further supported by the client retention rate experienced by Bristow & Sutor.

Image

Bristow & Sutor maintained the image of professionalism, competency and as being highly respected and trusted in the eyes of its customers. These comments, together with high collection rates and lack of complaints, proved to be the most overwhelming reference and common denominator when asked what the perception of the Bristow & Sutor brand is, in the marketplace.

Technology



The technological infrastructure, and in particular, the Client Web continues to be a key feature in Bristow & Sutor's service offering. Only one of Bristow & Sutor's 75+ Local Authority clients chooses not to implement the Client Web, which is reflected in the graph above. In theory, 100% of Clients that use the Client Web have confirmed it does bring significant added value.

A number of clients benefit from the electronic link, written by Bristow & Sutor's IT development team, in order to upload structured files directly into our systems. Those clients that indicated they would like to discuss this further, either have already been contacted, or are scheduled to receive a call from their account manager.

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

- Professional Delivery
- Service Delivery / Results
- Technological Infrastructure

Anon

- Good Collection Results
- No complaints from Debtors
- Polite & Helpful Staff

Aylesbury Vale District Council

- Client Web
- Results
- Way staff deal with customers

Daventry District Council

- Professionalism of staff & bailiffs
- Effectiveness in collection of debt
- Ease of use of client web

Mansfield District Council

- Reputation in the marketplace
- Professionalism
- Transparency with information

Vale Royal Borough Council

“We genuinely promote a Partnership approach to working with our clients, rather than a ‘Council vs Supplier’ arrangement. By working together, a strong trust and understanding is developed, which results in Bristow & Sutor becoming a natural extension to our clients’ own recovery service. It was rewarding to see this approach realised in the results of the 2007 survey, when one of our clients added the comment, ‘*the ability to work in a true partnership*’. Thank you for your continued support. We will continue to strive for improvement and long term mutually beneficial relationships.”

Andy Rose
Managing Director
Bristow & Sutor

Results Analysis

All questions in Part A of the survey achieved a minimum grading of 90%, where customers answered the question as either “excellent” or “very good”.

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|----|---|------|
| 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 regard to added value? | 91% |
| Q3 | How easy is it to contact the right person within Bristow & Sutor? | 95% |
| Q4 | How satisfied are you with our response times to your queries and requests for information? | 98% |
| Q5 | How well, in terms of staff knowledge, are your queries responded to by our staff? | 91% |
| 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 Web? | 98% |
| Q9 | Has the Client Web demonstrated significant added value and increased efficiency? | 98% |

Notably, when questioned why you choose Bristow & Sutor, **63%** of you quoted the terms professionalism, quality, conduct and trust 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.

Areas identified for improvement in 2006 appear to have been addressed successfully. These areas were Reports, Communication, Contact with (account) management, Knowledge and positive perception of Added Value and Products (e.g. PDA, 14 Day letter). There was a marked area of improvement of some 9% in the question “How would you rate your level of satisfaction with Bristow & Sutor in regard to added value?” We believe that the introduction of the quarterly newsletter, WaveLength, which is now available via the Client Web and posted to each Council, as well as increased client visits, have contributed to this heightened awareness .

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...