



**Bristow
&
Sutor**

Civil Enforcement Agents

Customer Survey Results

2009

Summary of Research Findings

Purpose & Methodology

The Annual Satisfaction Survey sought to compare satisfaction levels against a perceived level of importance of the same service. Respondents were asked to rate satisfaction by selecting one of 5 rankings, rating from 1=Very Dissatisfied, 3=neutral/not sure and 5=Very Satisfied. They were then invited to elaborate on their score. The survey also featured open-ended questions and sought to identify and clarify our clients' needs with the aim to improve service levels and product portfolio.

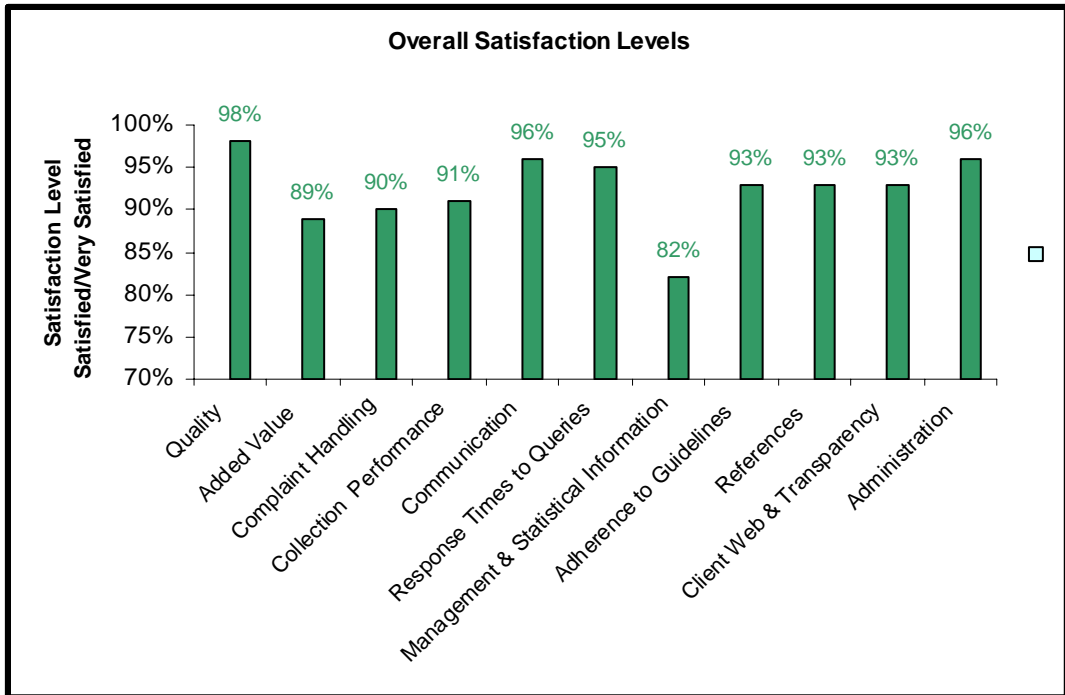
The frank and honest input has been used to improve our service offering and delivery. For each reply received an amount of £5 was donated to Macmillan Cancer Support resulting in £525.00 raised for charity.

Survey Content

Respondents were asked to rank their level of satisfaction in relation to the level of importance of several characteristics of service delivery. The following characteristics were measured:

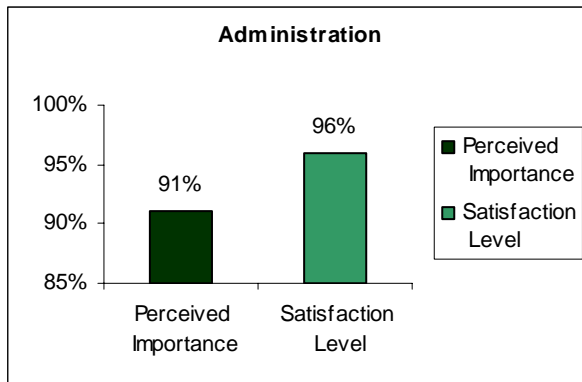
- Quality
- Added Value
- Handling of Complaints
- Collection Performance
- Communication
- Response Time to Queries
- Management & Statistical Information
- Adherence to Guidelines
- References/Reputation
- Client Web & Transparency of Information
- Administration

Overall satisfaction levels remain high. The question, 'How Satisfied are you with the following characteristics of Bristow & Sutor's service?', measuring each of the above categories, resulted in a range of percentages from 82-98% of respondents scoring their satisfaction levels as either 'Satisfied' or 'Very Satisfied'.

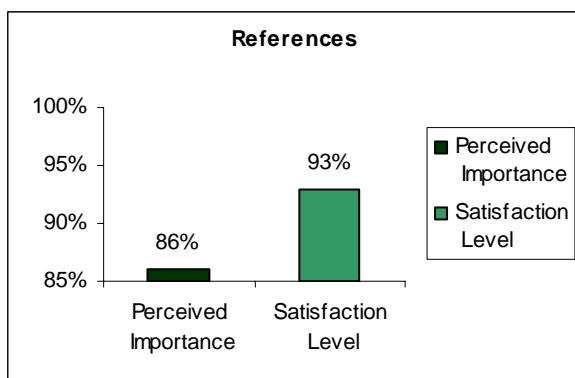


Service Delivery vs Expectation

Analysis of the results illustrated that Bristow & Sutor's service delivery was consistent with the perceived level of importance of the same service characteristic, in 8 (eight) of the 11 (eleven) categories. Three categories highlighted variances of *greater than*, or *less than* 4% between the perceived level of importance and the satisfaction levels experienced by respondents.



The 'Administrative' function provided by bailiff suppliers, was ranked 5th out of the characteristics. 91% of the respondents felt this to be an 'Important' or 'Very Important' part of the service. Results indicate that Bristow & Sutor deliver an Administrative service that exceeds clients' expectations.



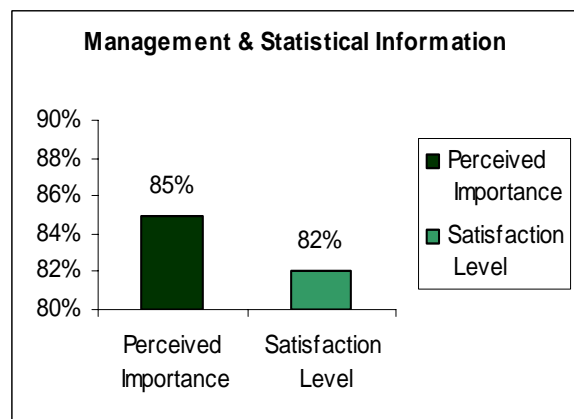
Survey analysis highlighted two surprising outcomes. According to respondents, 'References' and 'Management & Statistical Information' ranked as the least two important characteristics of service delivery. It should be taken into account that some respondents may rank levels of importance according to their job role and function.

Only 86% of respondents felt that 'References' played an *important / very important* part when selecting a bailiff supplier; yet 93% of respondents felt Satisfied or Very Satisfied with Bristow & Sutor references.

Areas for Improvement

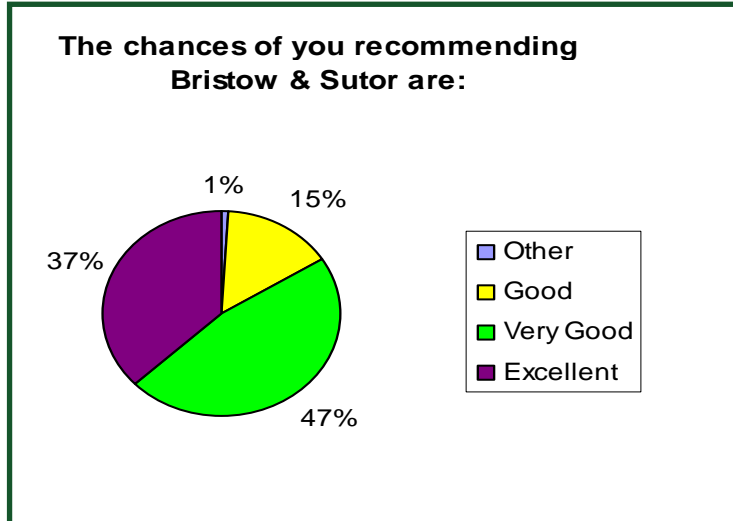
Although Management & Statistical Information ranked the least important of all characteristics, the variance between that and the satisfaction level is sufficient enough that Bristow & Sutor has identified that the presentation of reports can be improved.

This has been carefully considered and we are in the process of redesigning the performance statistics reports. An improved standard report will include comprehensive statistical data to measure performance. The new user friendly reports can include graphs and colour pie charts for easy visual interpretation. The report generation will be more automated and will be available in the format of your choice. Reports will be available for download in the secure area on the Client Web.



Confidence Levels

When asked the likelihood of recommending Bristow & Sutor to a colleague within the industry 84% of respondents felt that the chances were “Excellent” or “Very Good”.



As part of Bristow & Sutor’s quality assurance and ISO 9001:2008 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.

“We place a lot of importance on the results of the Annual Customer Satisfaction Survey. Our plan is to continue to grow and gain new clients, but also to retain the strong partnerships that have been built over the years, and to ensure that service delivery is maintained to a satisfactory level.

The provision of a quality service whilst adhering to client guidelines, is of the utmost importance. This years survey validates that these two characteristics are still the most important evaluation criteria when our clients select a supplier of civil enforcement services. It pleases me more, that according to the results, Bristow & Sutor exceeds expectations across many of the tried and tested characteristics.

Thank you for your support.

Andy Rose
Managing Director
Bristow & Sutor

The civil enforcement agency that makes a difference...

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

- Consistently high collection
 - Professionalism
 - Few complaints
- North Kesteven District Council*

- Collection performance
 - Communication
 - Client Web & Transparency
- The Borough Council of Bolton*

- Adherence to Regulations
 - Quality
 - Top Collection Rates
- Anonymous*

- Professional Service Provided
 - Easy Access to Client Web
 - Efficient
- Dudley MB Council (Parking Services)*

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