



**Bristow
&
Sutor**

Civil Enforcement Agents

Customer Survey Results

2004

Summary of Research Findings

Purpose & Methodology

The Customer Satisfaction Survey is conducted to monitor customer perception as to whether Bristow & Sutor meets customer requirements. This is used to determine quality performance and support efforts of continuous improvement.

The 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 high response rate of 49% underscores the support and value our customers attribute to the survey as an important tool to provide feedback. A high percentage of comments from 2003 suggested an online survey. This was taken on board and applied for this year's survey. The success is measured by the increase in replies.

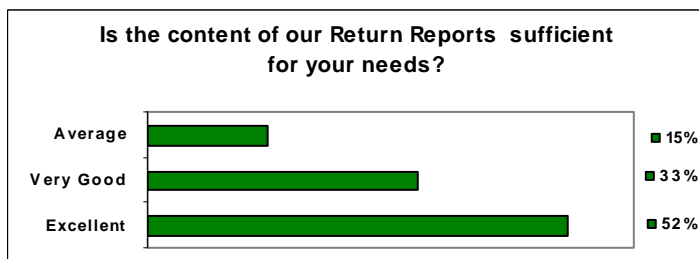
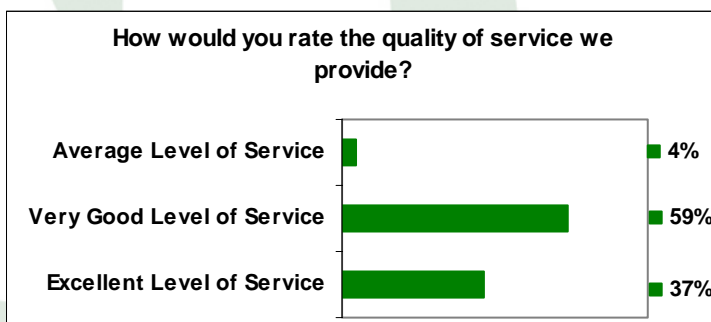
All individual responses were kept confidential and results tabulated to provide management information. Summary findings are included in this feedback.

Thank you to all who contributed to the Customer Satisfaction Survey 2004. 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

The customers service level rating provides insight into the service level provided over an extended period of time. The survey inevitably cues the customer to recall past and current service levels.

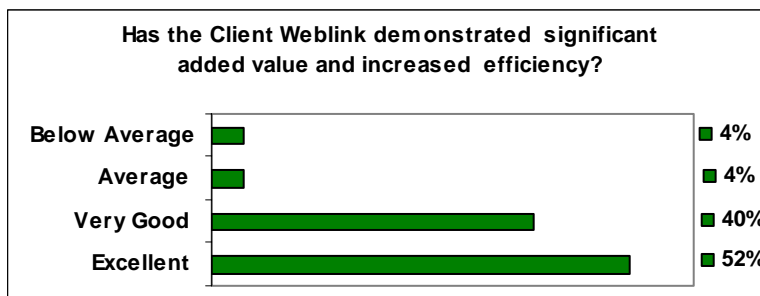
Analysis of the results established that **96%** rated the overall quality of service provided as either excellent or very good.



Management information held within the return warrant reports was rated as very good or excellent by **85%** of respondents.

Technology

The recently developed Client Weblink was evaluated based on efficiency and added value that the facility brings to the customer. Significantly **92%** of customers felt that it was excellent or rated it very highly with visible benefit. Customers that rated the system as average or below average added that this was due to the system not being fully utilised internally or the system not yet implemented on site.



Feedback highlighted a known issue causing the logon to occasionally freeze. Whilst Bristow & Sutor had been working to try and resolve this, it was with the help of clients that a particular patch supplied by Microsoft for internet explorer solved the problem.

Bristow & Sutor has been aware of client feedback detailing areas where the client weblink can be improved. This survey supported these needs. Development of an updated Version 2 of this application has already begun. Continuous improvement is possible due to internal resources which facilitate immediate improvement.

Version 2 will include new tools, features, audit and performance reports. All reports currently posted to customers will be available on line as will the ability to run bespoke reports according to individual needs.

The system will be implemented in a phased approach ensuring minimum disruption to customers.

“The client web has really improved and simplified our procedures and is a very welcome enhancement.”

When customers were asked why they selected Bristow & Sutor they responded:

“They demonstrate that they are a professional and reliable organisation who obviously do strive to improve the service they provide.”

“Confidence that they act within the law at all times and take a firm attitude to collecting arrears.”

“Quality of return reports, reasonable van fees, and confidence that distress will be carried out lawfully.”

“Efficient and professional with high collection levels and quality service.”

“The stats show that revenue is collected efficiently. The limited number of complaints again reflects in the service provided. The company is professional and a good representative of the Council.”

Results Analysis

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

How would you rate the quality of service we provide you?	96%
Do we deliver the service to your satisfaction and in accordance with your code of practice/standards and requirements?	96%
How satisfied are you with our response times to your queries and requests for information?	96%
How easy is it to contact the right person within Bristow & Sutor?	92%
How well in terms of staff knowledge are your queries responded to by our staff?	88%
How do you find the general attitude and helpfulness of our staff?	100%
Is the content of our Return Reports sufficient for your needs?	85%
Do you make effective use of the online Client Weblink?	85%
Has the Client Weblink demonstrated significant added value and increased efficiency?	92%

Asked if you would recommend Bristow & Sutor to colleagues or contacts within your industry, **96%** of you said "Yes".

A total of **89%** of customers replied to choosing Bristow & Sutor due to professional service, high collection levels, effectiveness, quality of return reports and the confidence that distress will be carried out lawfully.

Improvements

Notwithstanding **89%** of satisfaction level in the amount of contact between you and Bristow & Sutor's management; in search of continuous improvement, Bristow & Sutor recommend quarterly review meetings at the client's convenience. Where requested, additional performance reviews will be arranged.

Direct communication has been distributed to each customer promoting the benefits of receiving electronic payments (BACS) and requesting particulars in order to streamline business processes between Bristow & Sutor and the customer.

Audit reports have been restyled from single A3 pages to an A4 double-sided format, making them easier to read and store.

We have extended our service portfolio and now include the '14-day letter' and Attachment of Earnings as part of the bailiff procedure to enforce your instructions.

Striving for Excellence...