

# Customer satisfaction survey

Serving our customers well is of paramount importance to us. We are committed to consulting those who use our products and services; listening to, and acting on, their comments.

Key findings from customer satisfaction surveys during 2003–04 are summarised below:

- 100% of callers to the Customer Service Centre said they would use our service again.
- 91% of callers to the Customer Service Centre felt we provided a service that was better than other organisations.
- 74% of customers were satisfied with the way we dealt with their complaint.

## Results

	Year to March 2004	Year to March 2003	% variance
Complaints*	323	1 427	-77
Telephone	74 775	83 228	-10
Correspondence	20 365	21 585	-6
Total enquiries	95 463	106 240	-10
Order lines	614 684	567 103	8
Trade orders	18 277	20 121	-9
Response times	19.96 secs	18 secs	
Lost calls	1.97%	1.9%	

\*The total complaints for the period ending March 2004 is considerably lower than recorded in previous periods. This is due to changes in the way we log complaints within the organisation.