

Benchmarking customer service at professional bodies.

Individualised Customer Service Report

2016

About this report

The Professional Associations Research Network (PARN) is a not-for-profit membership organisation for professional bodies.

Since 1998, we have been offering expertise, experience and perspective on key issues in the professional body sector through research, bespoke services, networking, events and training.

Because professional bodies share distinctive characteristics and face important common problems, these types of organisations can save tremendous amounts of time and effort by benchmarking themselves against others in the professional body sector.

The Customer Service Benchmarking Project aims to gain insight into users perceptions of professional bodies' customer service provision. By joining together, organisations will be able to identify not only how well they are doing, but also benchmark against the aggregated data from other participants.

This Individualised Customer Service Report contains the descriptive statistics, charts and graphs showing findings for each question asked. The Benchmarking Report that compares these data to the other participating professional bodies is to follow.

As respondents were routed differently through the survey depending on whether their most recent interaction with the organisation by telephone, email, face-to-face, website or letter, the base number (the number of people that answered the question) will vary. Not everybody was asked every question. For example, questions about telephone interaction may have only been asked to 100 people, in which case the base will be reported as 100. The questions that asked about general perceptions of the organisation were asked to everybody.

The survey covered the following:

- The nature of the interaction
- Perceptions of the staff member during the interaction
- Satisfaction levels with the interaction
- Responsiveness
- Overall satisfaction with the professional bodies' customer service provision
- Net promoter score

Customised report for: CIOL

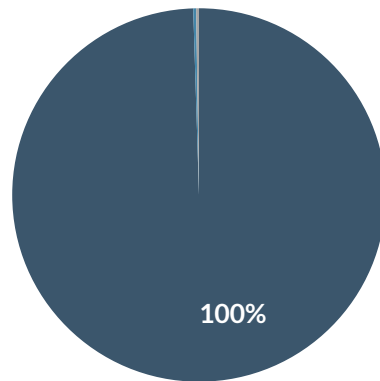
Number of responses received: 811

The link was sent to 5200 members

Survey was live for 4 weeks over March and April 2016

Demographic Information

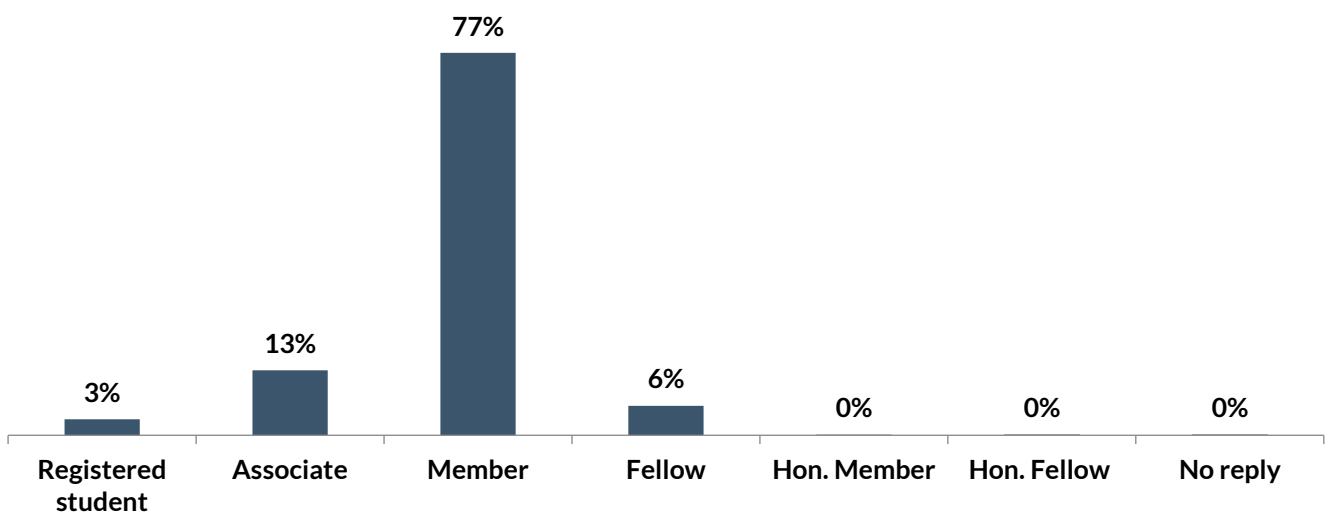
What is your relationship with the CIOL?



■ Member ■ Non-member ■ Training provider ■ No reply

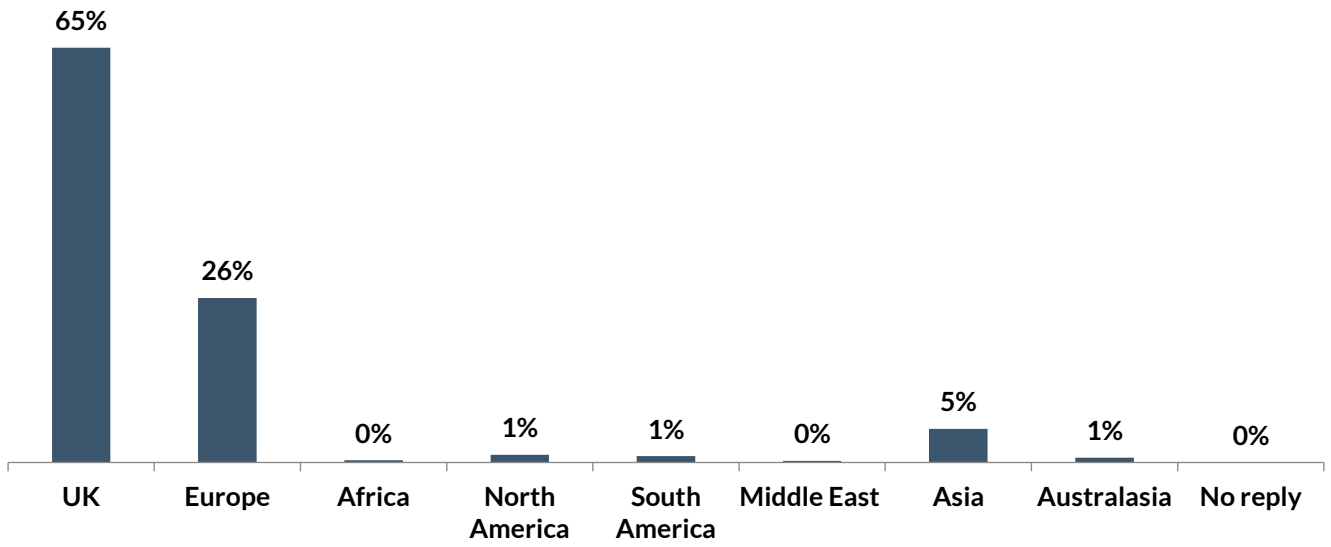
Base: 811

Please select your grade of membership:



Base: 807

Where are you located?

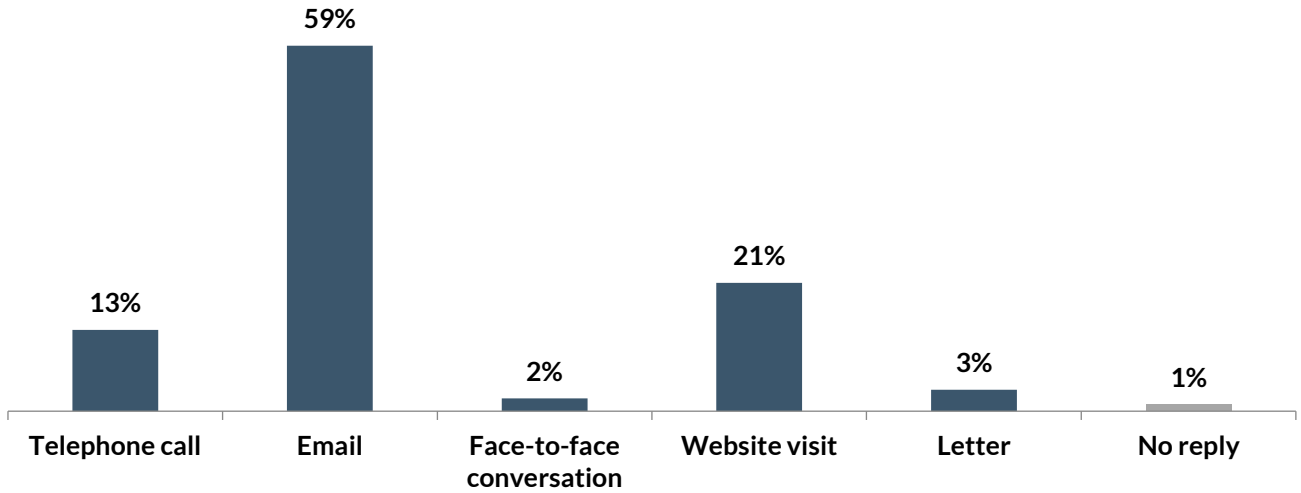


Base: 811

Satisfaction

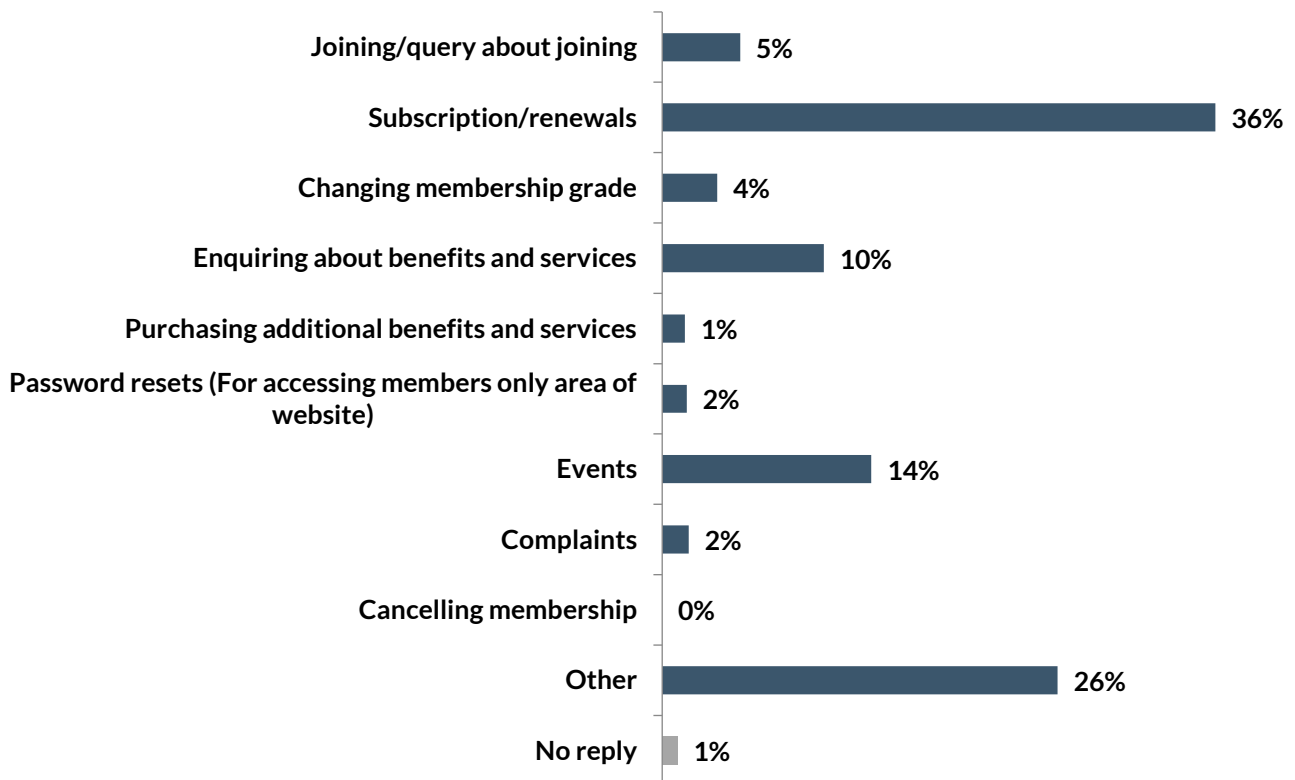
Thinking specifically about your most recent interaction with CIOL please answer the following questions:

What was the nature of this recent interaction?



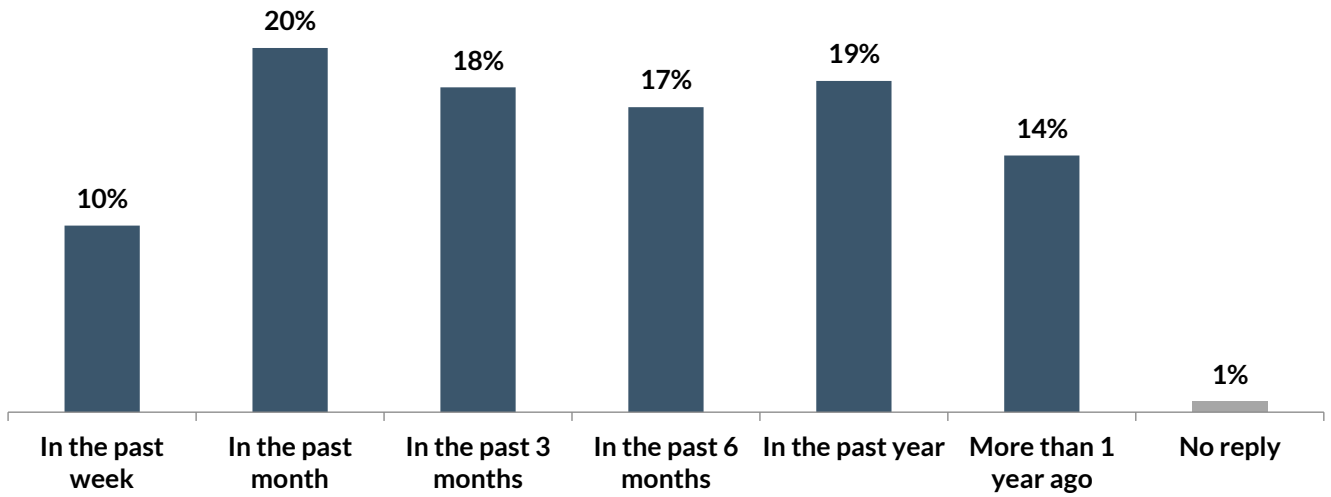
Base: 811

What was the reason for this interaction?



Base: 811

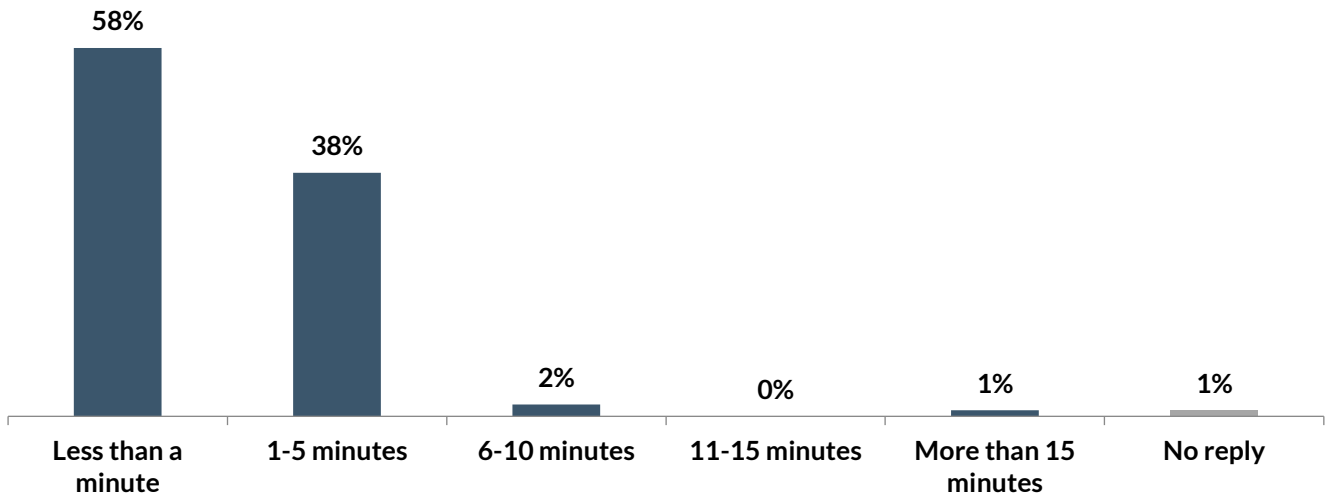
When was this interaction?



Base: 811

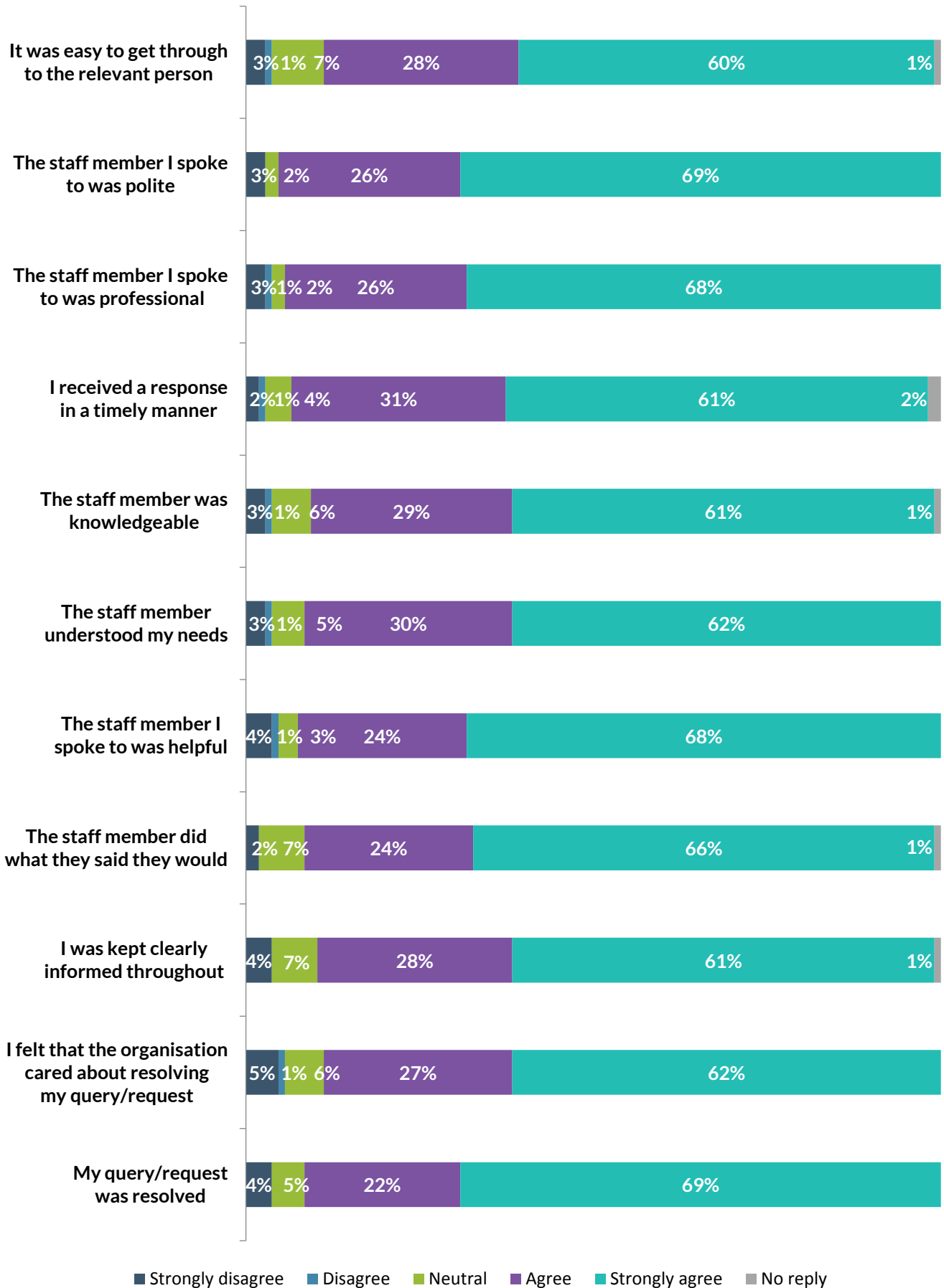
Satisfaction: Telephone call

Approximately, how many minutes did you have to wait to get through to a person?



Base: 107

Again, thinking about your most recent interaction with the CIOL, to what extent do you agree or disagree with the following statements:

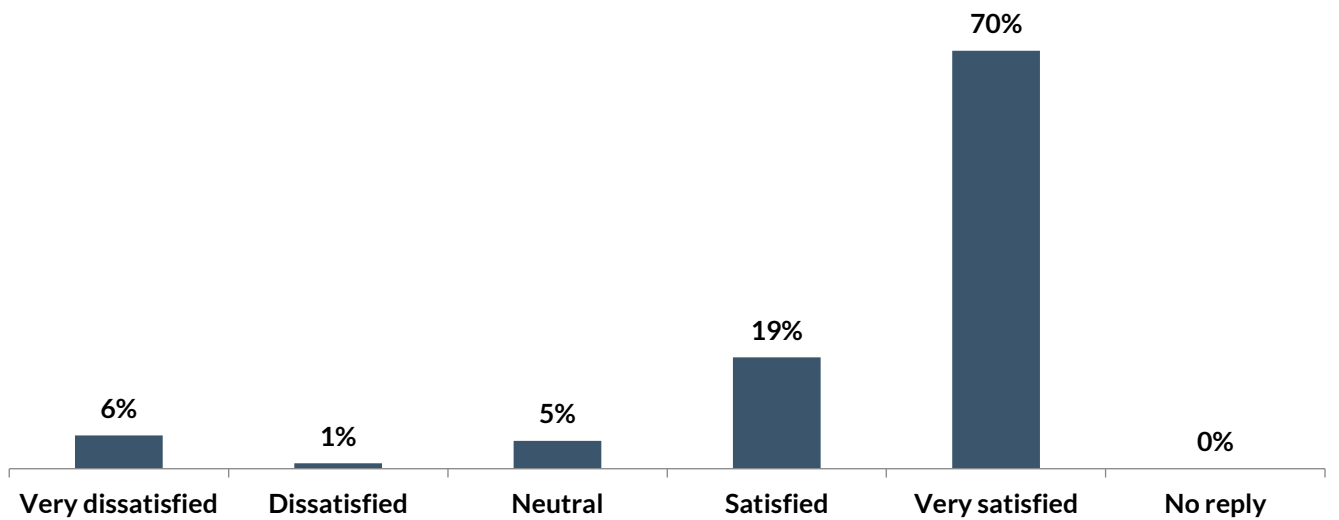


Base: 107

Average scores on a scale from 1=Strongly disagree to 5=Strongly agree

It was easy to get through to the relevant person	4.4
The staff member I spoke to was polite	4.6
The staff member I spoke to was professional	4.6
I received a response in a timely manner	4.5
The staff member was knowledgeable	4.5
The staff member understood my needs	4.5
The staff member I spoke to was helpful	4.5
The staff member did what they said they would	4.5
I was kept clearly informed throughout	4.4
I felt that the organisation cared about resolving my query/request	4.4
My query/request was resolved	4.5
Base range	105-107

How satisfied or dissatisfied were you with the service you received on this occasion?



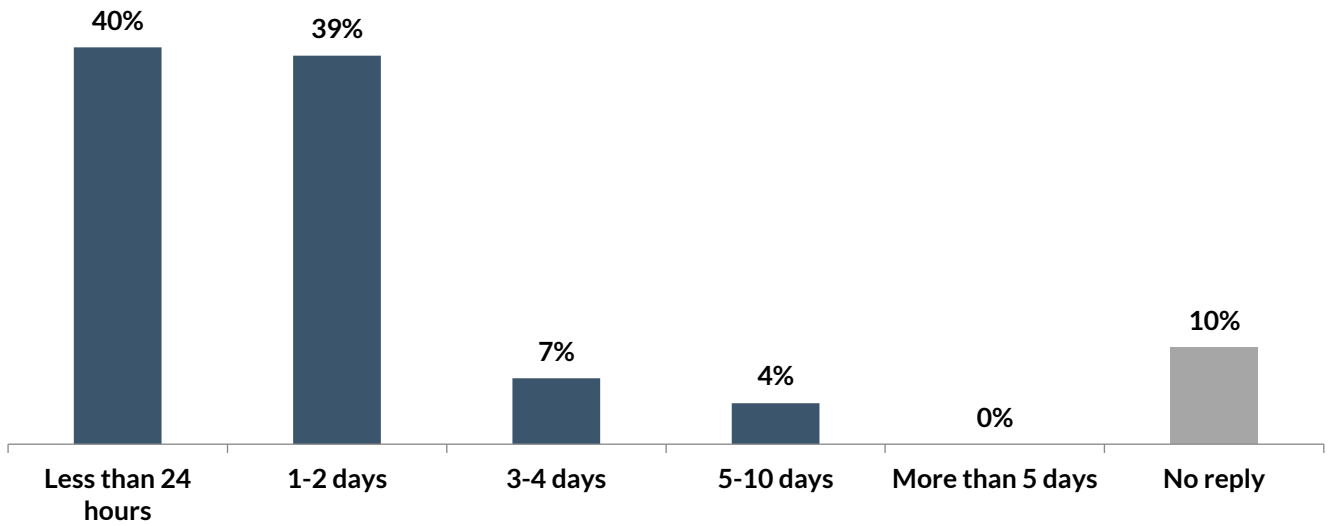
Base: 107

Average scores on a scale from 1=Very dissatisfied to 5=Very satisfied

Score	4.5
Base	107

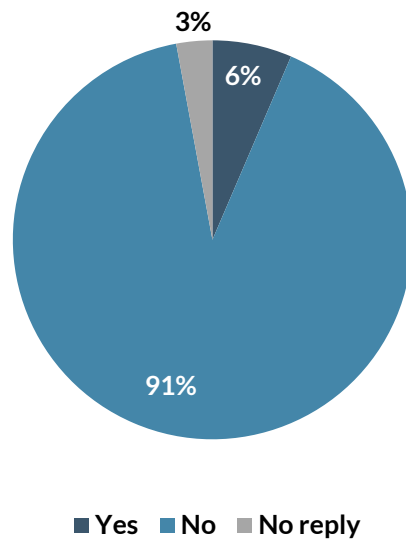
Satisfaction: Email

How many working days did you have to wait for a response from a member of staff (not an automated email)?



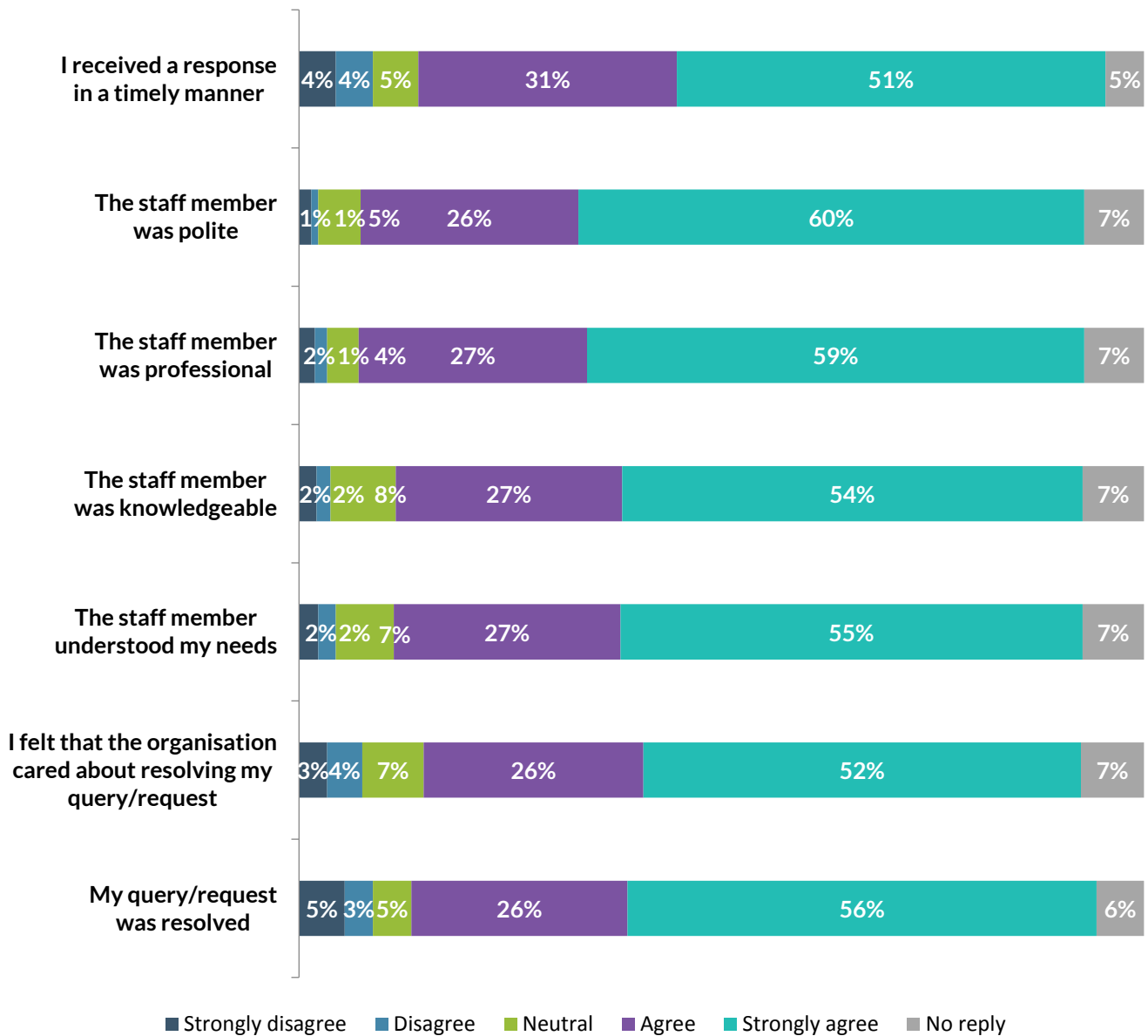
Base: 481

Did you have to email more than once before you received a response?



Base: 481

Again, thinking about your most recent interaction with the CIOL, to what extent do you agree or disagree with following statements:



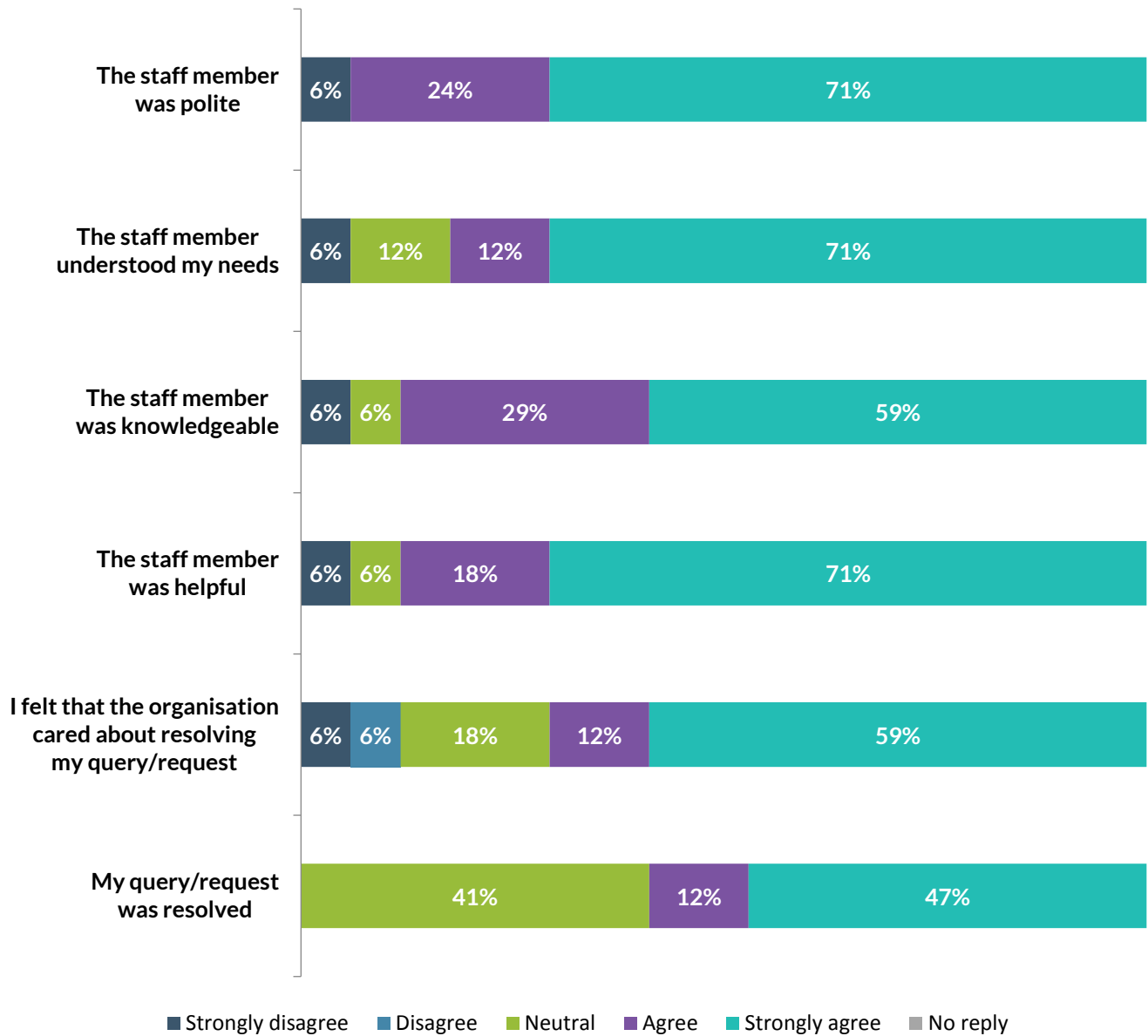
Base: 481

Average scores on a scale from 1=Strongly disagree to 5=Strongly agree

I received a response in a timely manner	4.2
The staff member was polite	4.5
The staff member was professional	4.5
The staff member was knowledgeable	4.4
The staff member understood my needs	4.4
I felt that the organisation cared about resolving my query/request	4.3
My query/request was resolved	4.3
Base range	445-459

Satisfaction: Face-to-face conversation

Again, thinking about your most recent interaction, to what extent do you agree or disagree with the following statements:



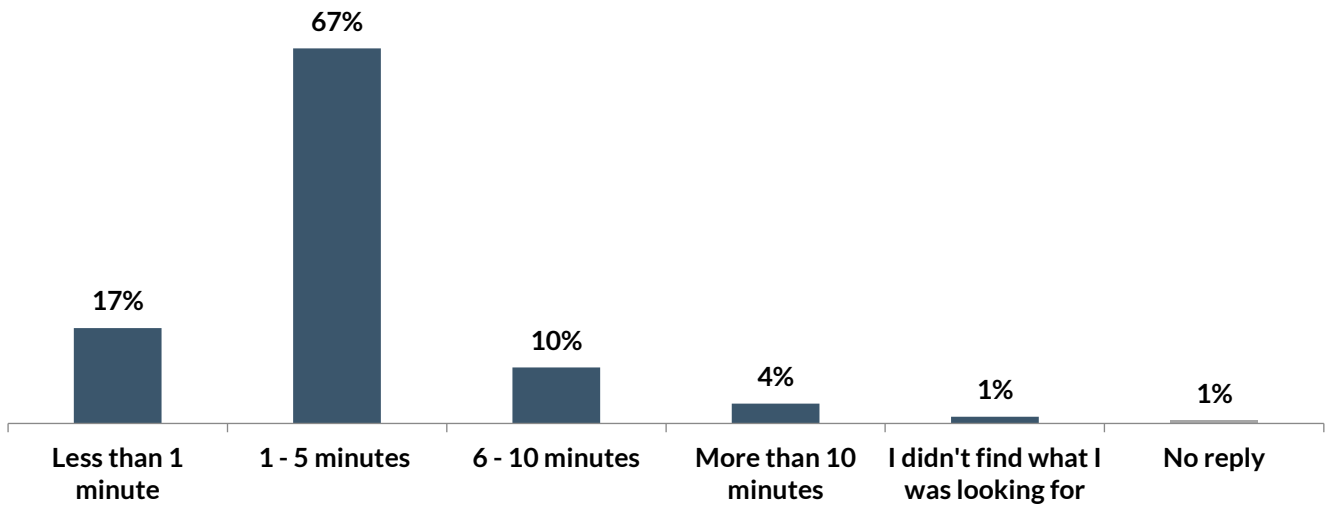
Base: 17

Average scores on a scale from 1=Strongly disagree to 5=Strongly agree

The staff member was polite	4.5
The staff member understood my needs	4.4
The staff member was knowledgeable	4.4
The staff member was helpful	4.5
I felt that the organisation cared about resolving my query/request	4.1
My query/request was resolved	4.1
Base range	17-17

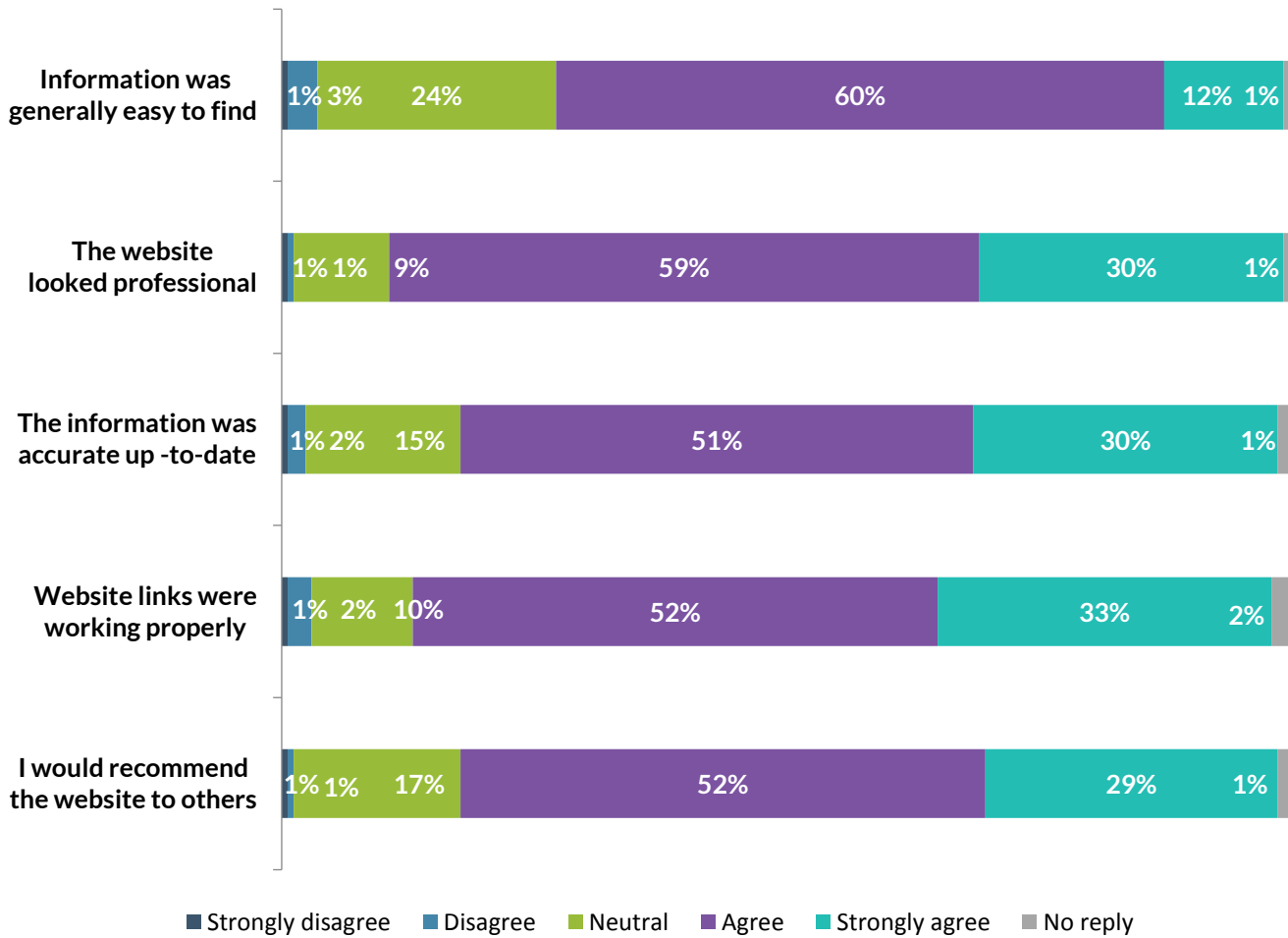
Satisfaction: Website visit

Approximately how long did it take for you to find what you were looking for on the website?



Base: 169

Thinking about your most recent interaction with the website, to what extent do you agree or disagree with the following statements:

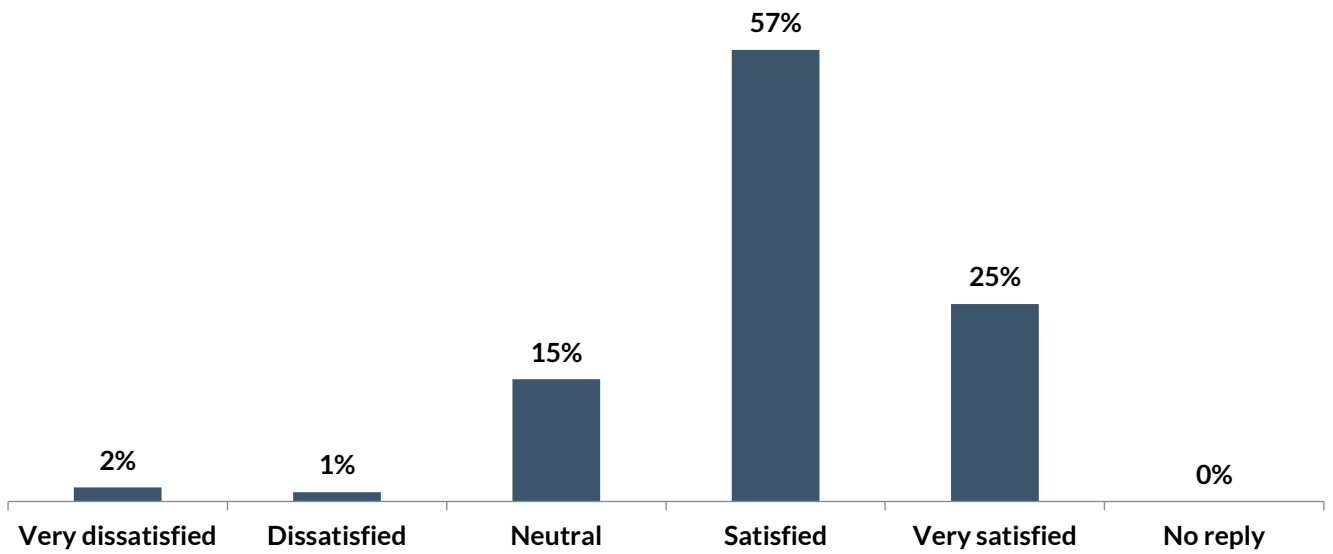


Base: 169

Average scores on a scale from 1=Strongly disagree to 5=Strongly agree

Information was generally easy to find	3.8
The website looked professional	4.2
The information was accurate up -to-date	4.1
Website links were working properly	4.2
I would recommend the website to others	4.1
Base range	166-168

How satisfied or dissatisfied were you with your visit to the website?



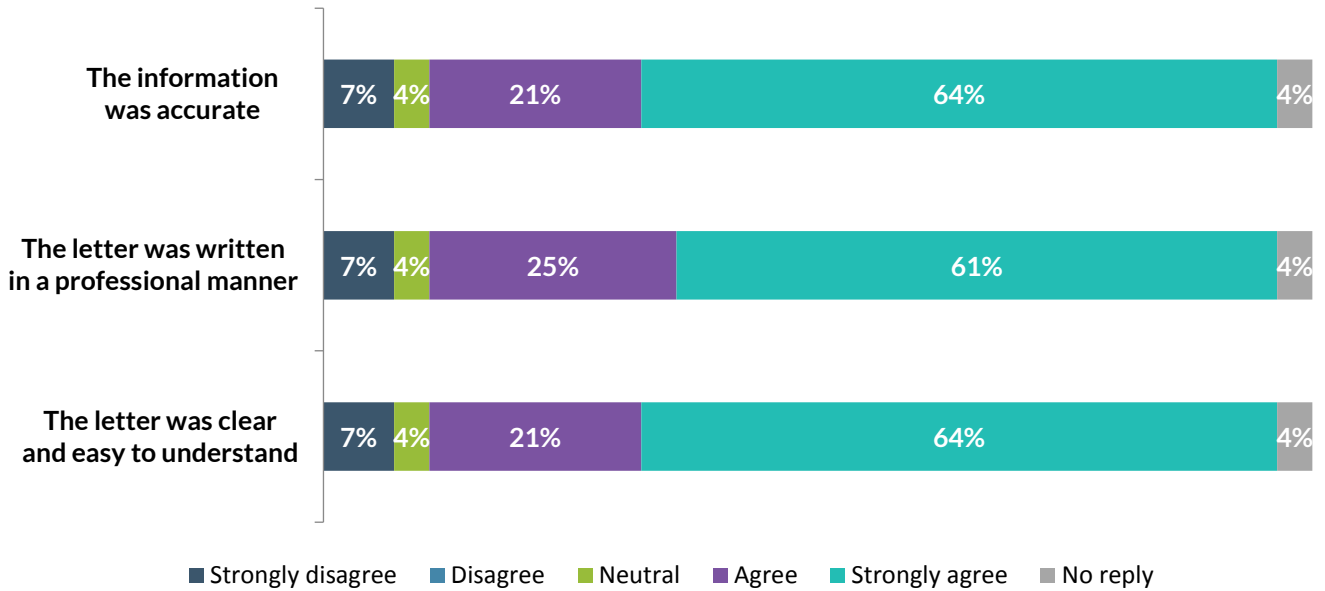
Base: 169

Average scores on a scale from 1=Very dissatisfied to 5=Very satisfied

	All CIOL
Score	4.0
Base	169

Satisfaction: Letter

Thinking about the letter you received, to what extent do you agree or disagree with the following?



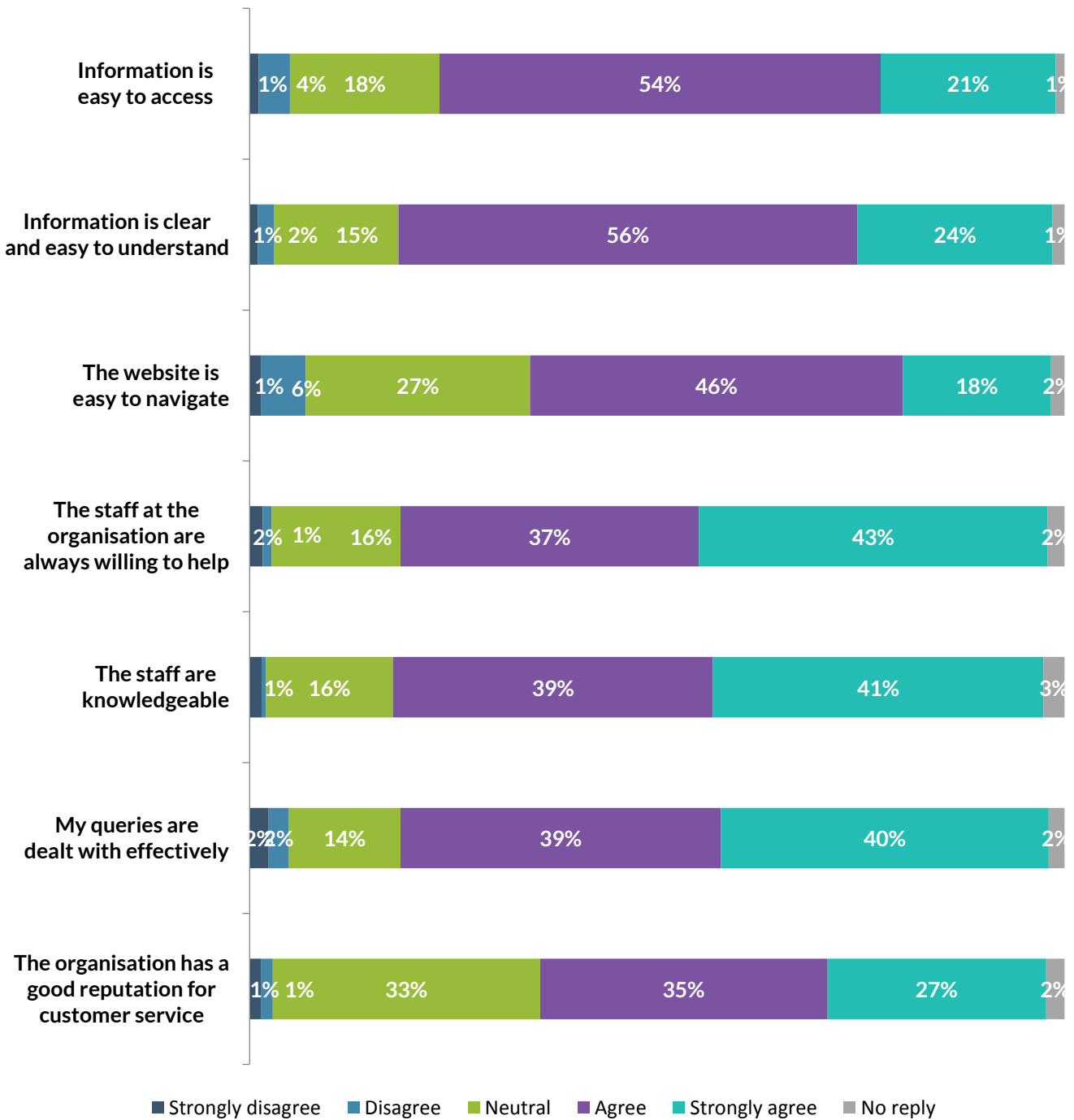
Base: 28

Average scores on a scale from 1=Strongly disagree to 5=Strongly agree

The information was accurate	4.4
The letter was written in a professional manner	4.4
The letter was clear and easy to understand	4.4
Base range	27-27

General Perceptions

Thinking more generally about all your interactions with the CIOL, to what extent do you agree or disagree with the following statements:

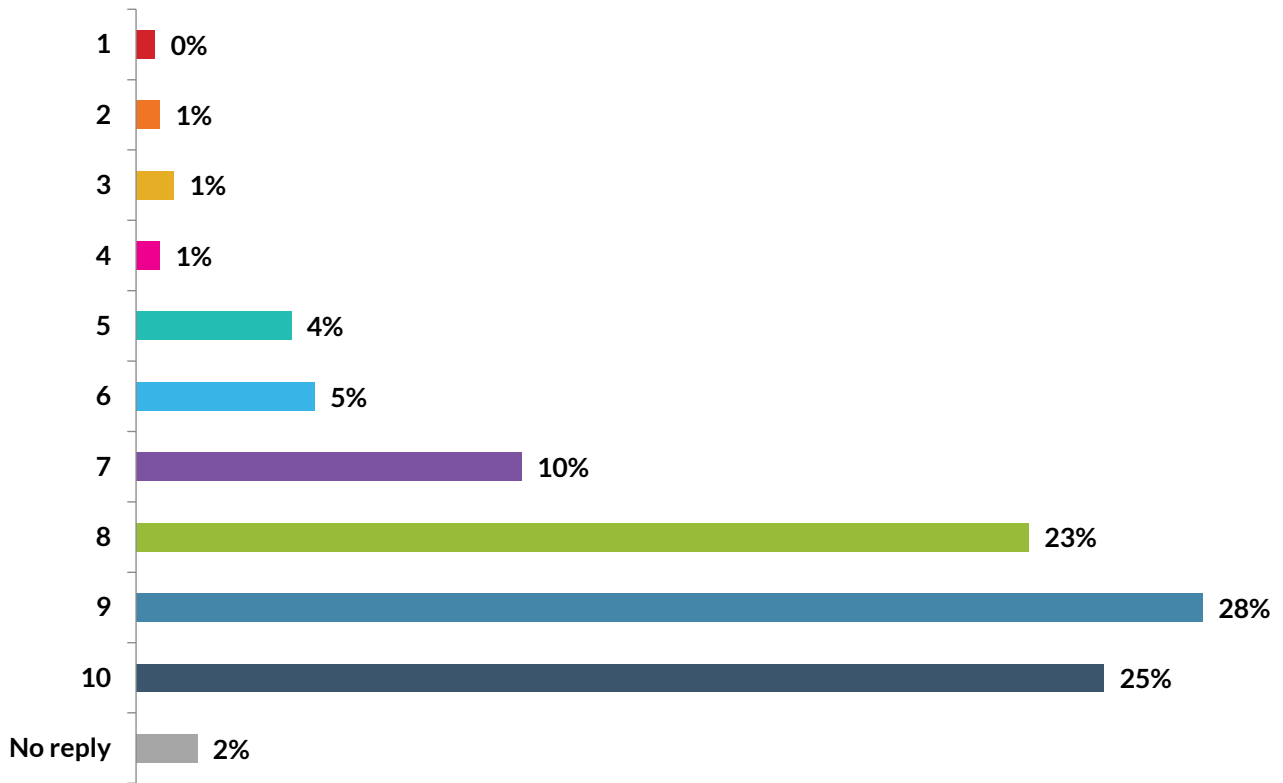


Base: 811

Average scores on a scale from 1=Strongly disagree to 5=Strongly agree

Information is easy to access	3.9
Information is clear and easy to understand	4.0
The website is easy to navigate	3.8
The staff at the organisation are always willing to help	4.2
The staff are knowledgeable	4.2
My queries are dealt with effectively	4.1
The organisation has a good reputation for customer service	3.9
Base range	790-802

Based upon all your interactions with the CIOL, how would you rate the customer service out of 10? (With 1 being lowest and 10 being highest)

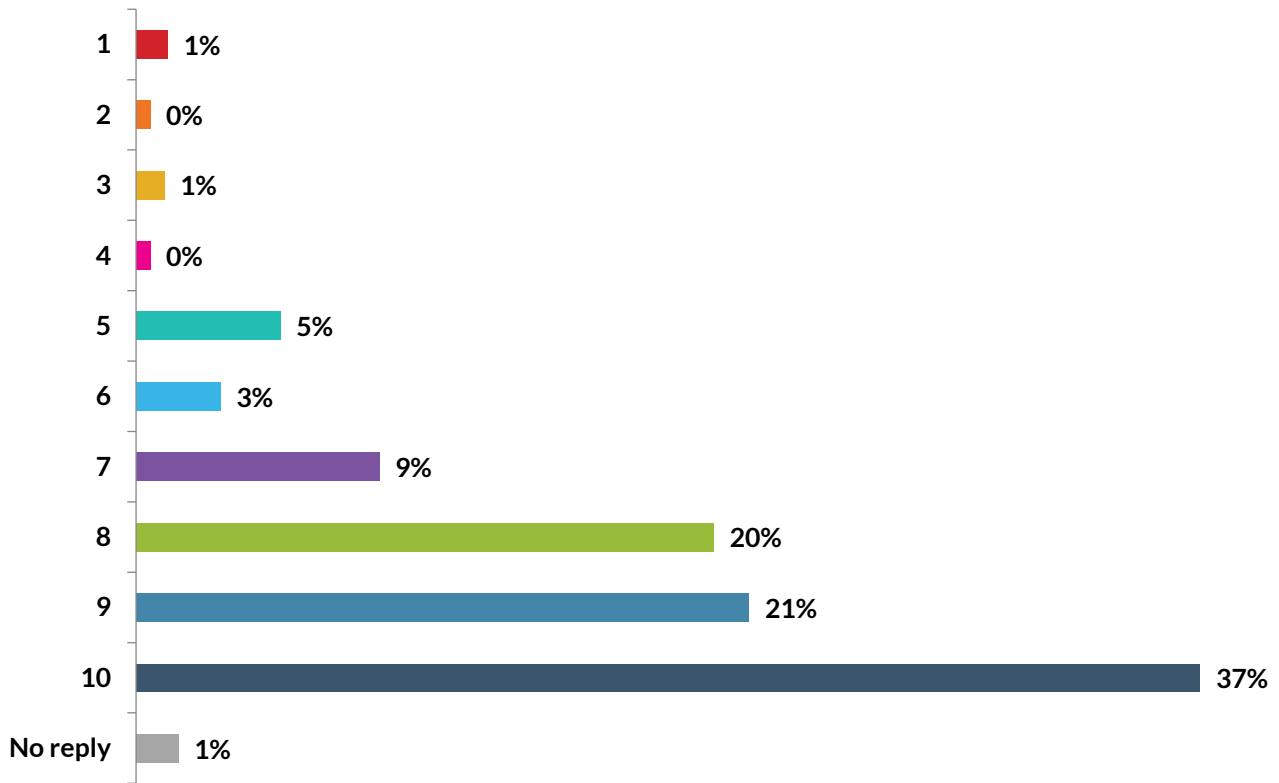


Base: 811

Average scores on a scale from 1=lowest to 10=highest

Score	8.3
Base	798

How likely is it that you would recommend the CIOL to a friend or colleague? (1 being not at all likely and 10 being extremely likely)



Base: 811

Average scores on a scale from 1=lowest to 10=highest

Score	8.5
Base	799

Net promoter score: 48

Contact Us

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