

GRO Certificate Customer Satisfaction Research 2009/2010

Prepared by IPS Insight Team

Jigsaw Research commissioned to
conduct research

Methodology

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- This survey was conducted online, by an independent Market Research company, Jigsaw Research, in accordance with Market Research Society codes of practice.
- The survey link was sent to a sample of GRO customers, via email, in which it was explained to customers that GRO were conducting customer satisfaction research, and their participation was requested.
- Out of 4700 customers to whom the survey was sent, 2365 GRO customers completed the survey between 15th February and 1st March 2010

Executive Summary

Executive summary (1)

- GRO customers are largely 45 years+ and almost exclusively order certificates because they are conducting family history research; almost all (98%) order certificates online. The majority are frequent users of the service, one third ordering monthly or more often. Certificates tend to be ordered in batches of 1-3 at a time
- Overall levels of satisfaction with GRO's service are very high - over half (59%) of people gave GRO a 10 out of 10 rating in terms of service, with 97% of customers rating GRO 7 or more out of 10.
- The positive view from customers towards the level of service they receive from GRO is also reflected in the fact that 97% of customers say they would be likely to recommend GRO to friends or family (i.e. they scored GRO 8 or more out of 10 in terms of likelihood to recommend)
- Around four fifths of customers were happy with the time taken to receive the certificate. Most expected to receive it within a week of placing the order and the majority reported that it arrived within the expected time scale or sooner. This said, there is room to improve here as one fifth of customers were not satisfied with the time taken and 7% said it had taken longer than expected. Expectations are driven largely by past experience and information provided at the point of ordering. Time taken to receive the certificate is the strongest driver of overall satisfaction with the GRO and so is a key area for GRO to focus on

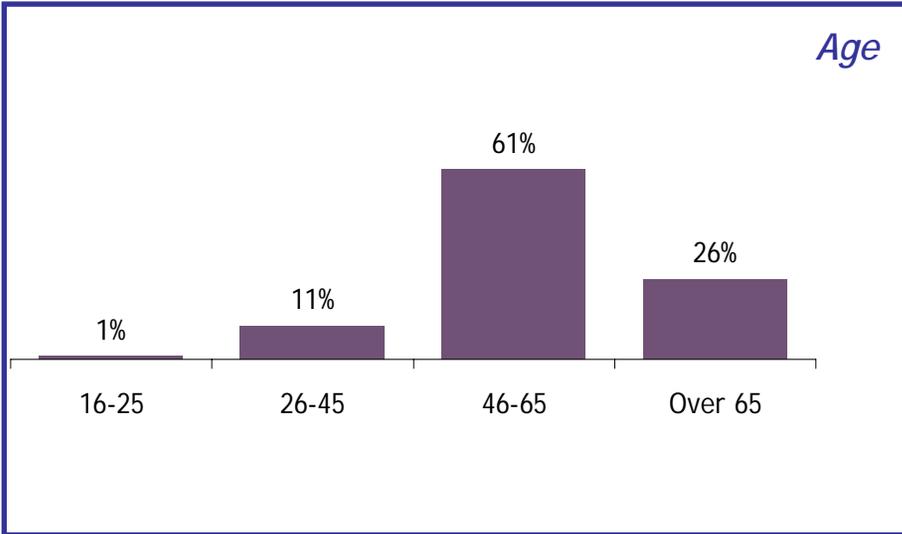
Executive Summary (2)

- Almost all customers reported that the certificate received was the one they had hoped for and the majority were satisfied with the legibility, although this could be improved as around one fifth were not satisfied
- Just under half had contacted GRO with a query and 13% with a complaint. Query/complaint handling is a potential area for improvement as satisfaction levels are somewhat lower compared to other areas of service, especially with respect to complaint handling. Satisfaction levels tend to be higher when the query/complaint has been made by telephone
- GRO as an organisation displays the qualities of a strong brand. 93% of customers rate GRO as professional, 94% rate it as trustworthy and 90% rate it as efficient (i.e. they scored GRO 8 out of 10 or more for each of these factors).
- 83% of customers rate GRO as customer focussed, which is a strong performance, but suggests that there is still room for improvement.

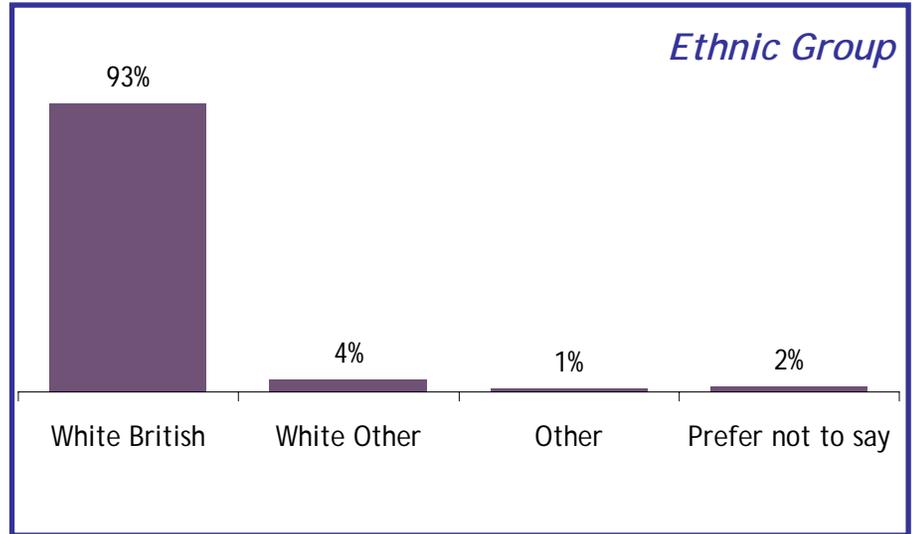
Customer Profile

Customer profile is largely one of white British aged 45+, conducting family history research, and ordering online

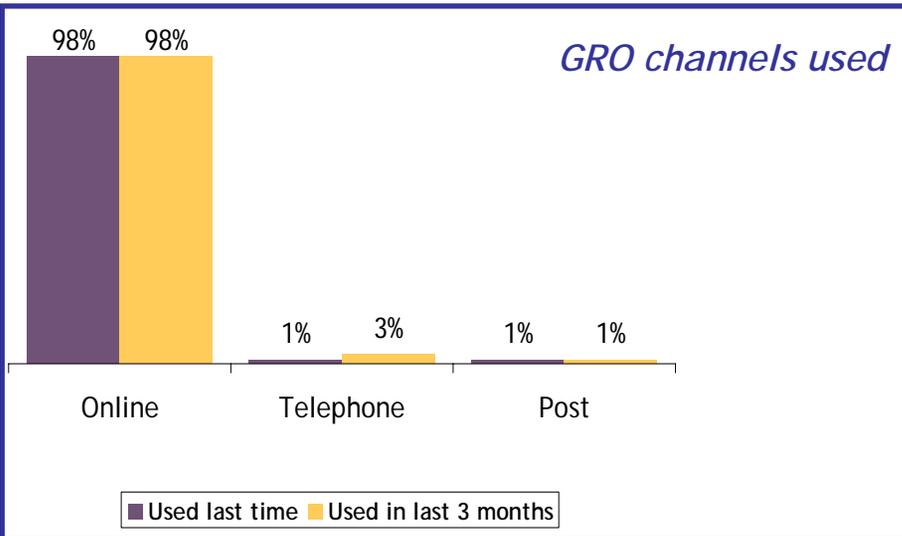
Age



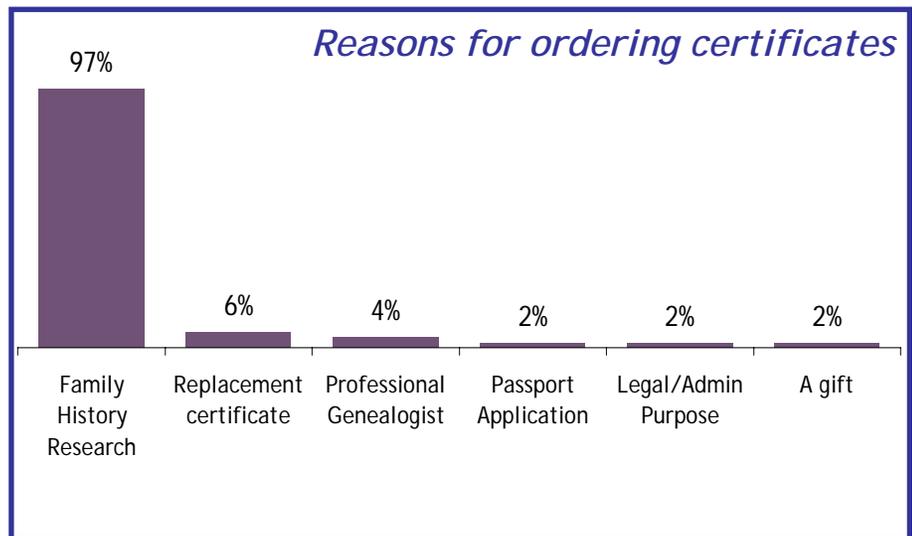
Ethnic Group



GRO channels used

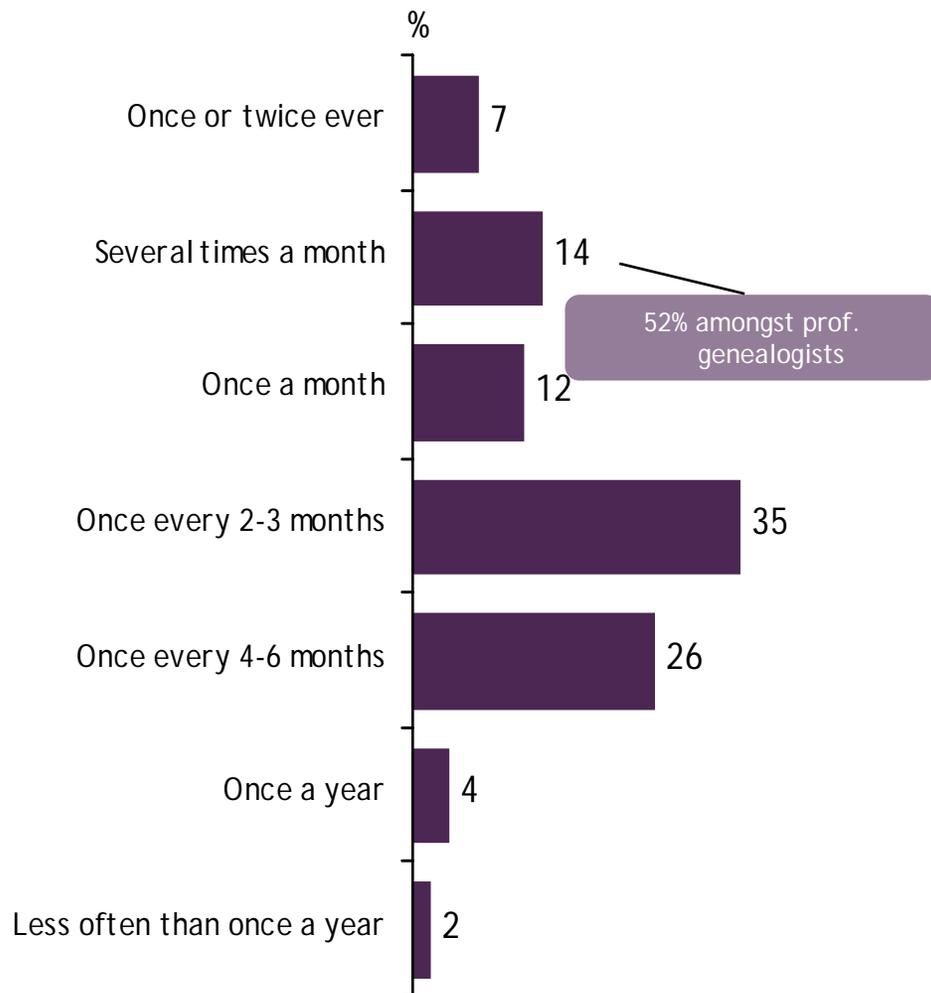


Reasons for ordering certificates

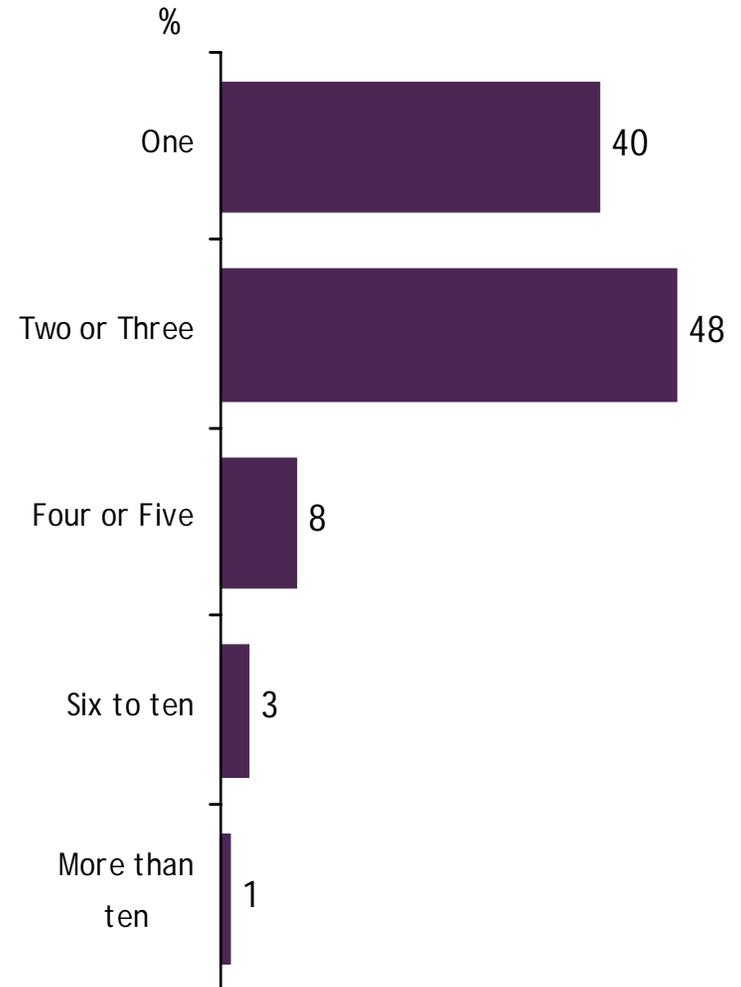


Customers generally order certificates every 2-6 months, in multiples of 1-3 at a time

How often order certificates?

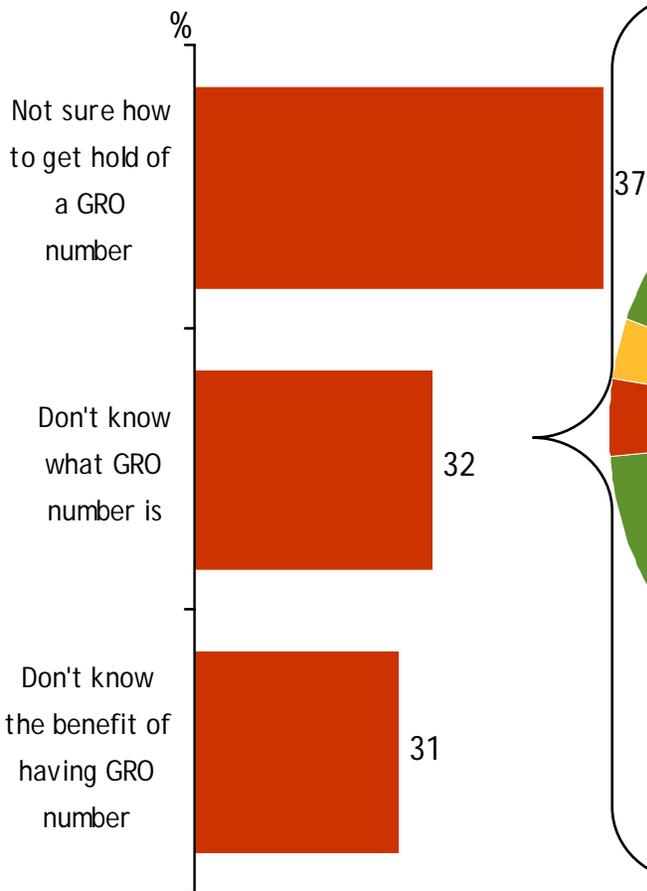


Number of certificates typically order at a time?



Most had their GRO index reference number before ordering the certificate; obtained via paid or free websites

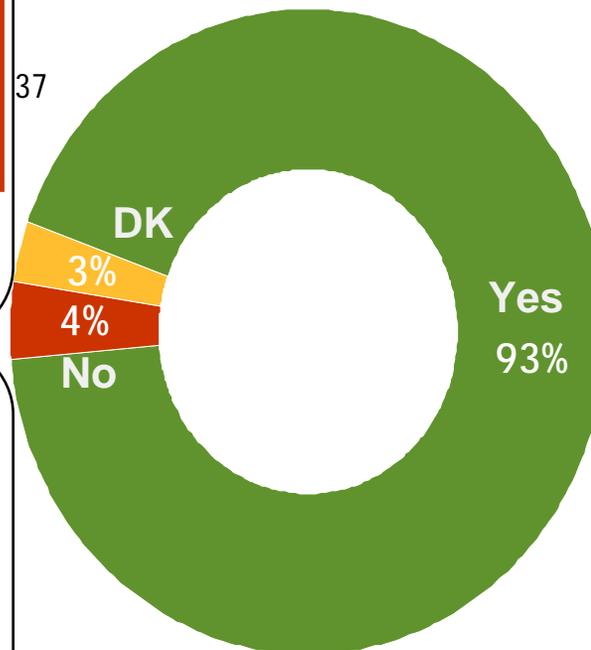
Why didn't have GRO number?



Where got GRO number?



Had GRO number?



Correlation between having GRO number and frequency of ordering certificates (72% of those who have only ever ordered once or twice had their GRO number)

Overall measures

8 in 10 customers will 'definitely' recommend GRO, over half are 'completely satisfied' and over 1/3 feel GRO offers 'excellent' value for money

Satisfaction, recommendation and perceived value for money correlate with each other

Those aged 45+ are more positive about all 3 elements than under 45s

Satisfaction overall (taking everything into account) with service received from GRO

(1 is completely dissatisfied; 10 is completely satisfied)



Likelihood to recommend GRO to friends and family

(1 is definitely not; 10 is definitely)



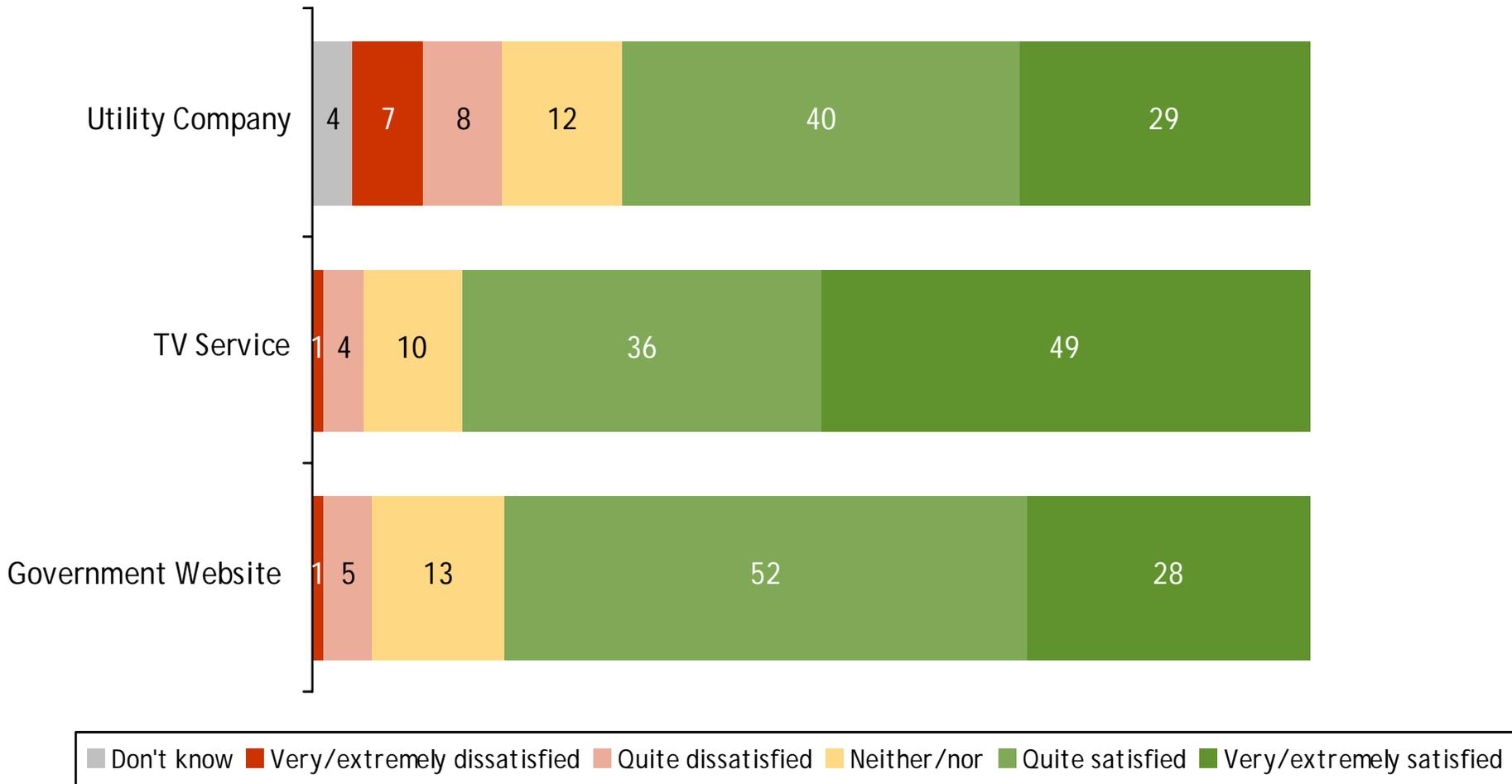
Value for money provided by GRO

(1 is very poor; 10 is excellent)



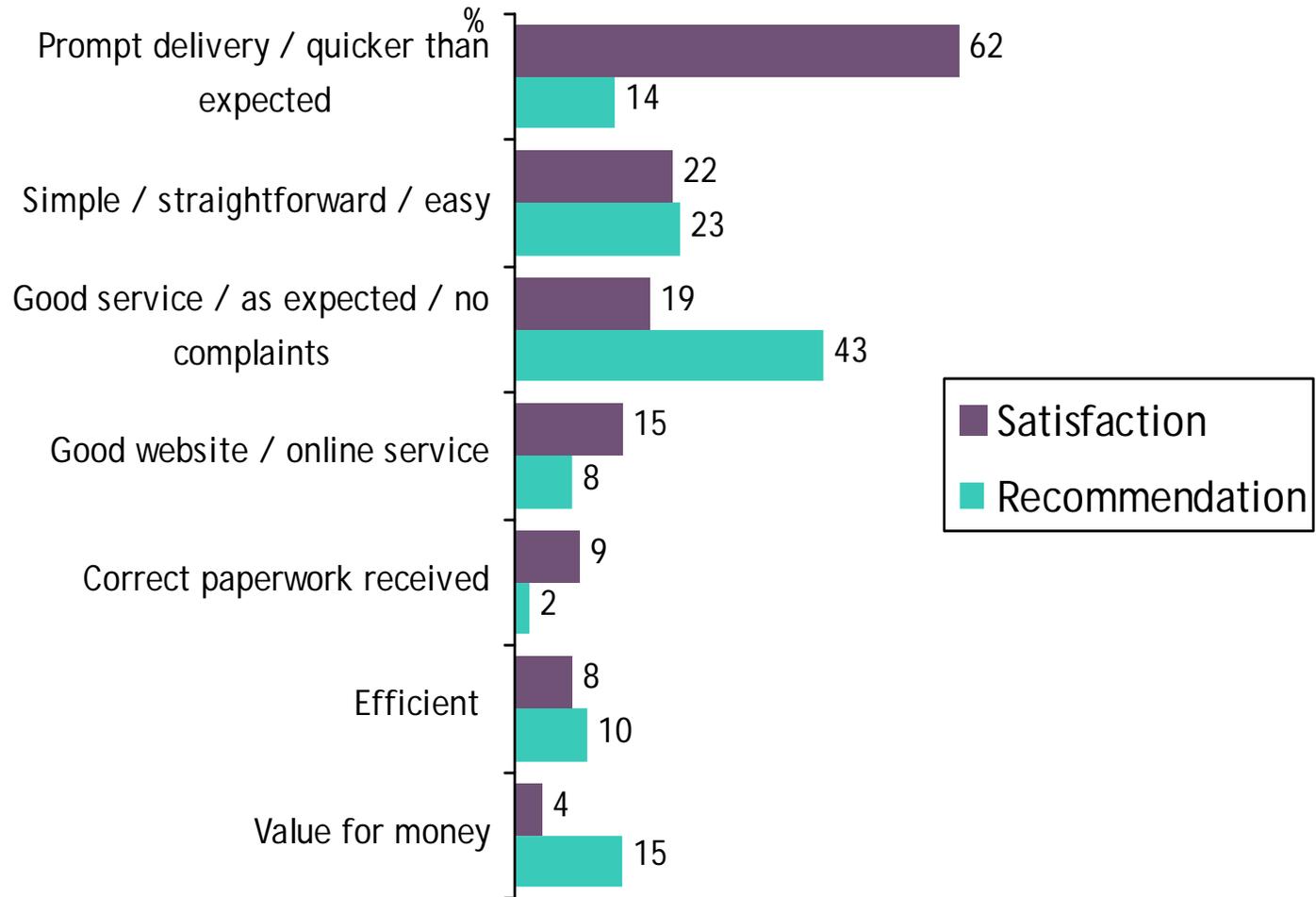
Comparison scores; overall satisfaction

GRO scores are high relative to other organisations



Customers somewhat "delighted" by delivery timescale. Likelihood to recommend appears driven by general sense of good service via an "easy to use" procedure

Reasons behind satisfaction / recommendation ratings

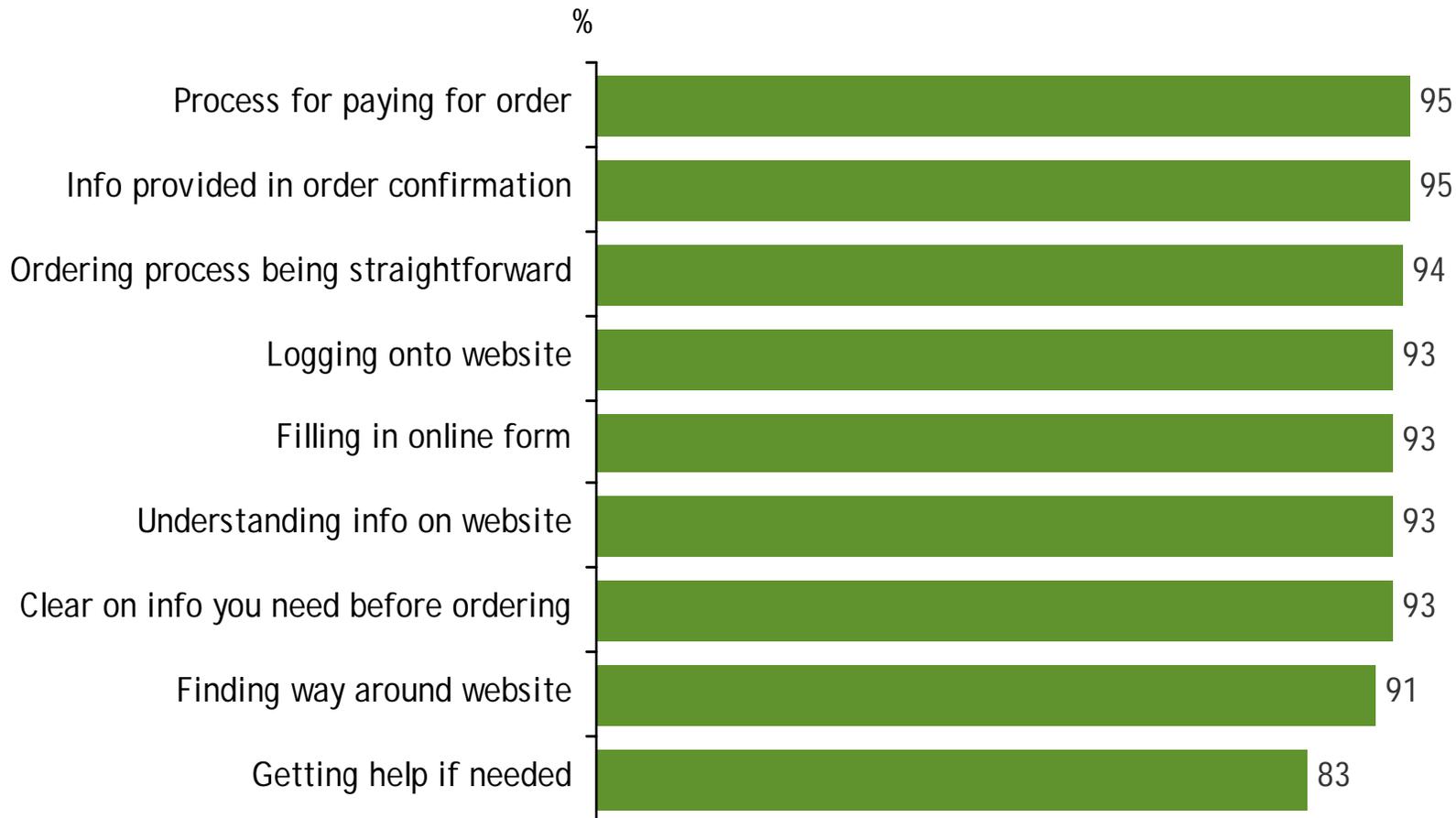


Online experience

Vast majority of customers satisfied with aspects of ordering online
– some less so with getting help if needed (but few* needed help...)

Satisfaction with aspects of ordering ONLINE

% “satisfied” (rating 8-10)



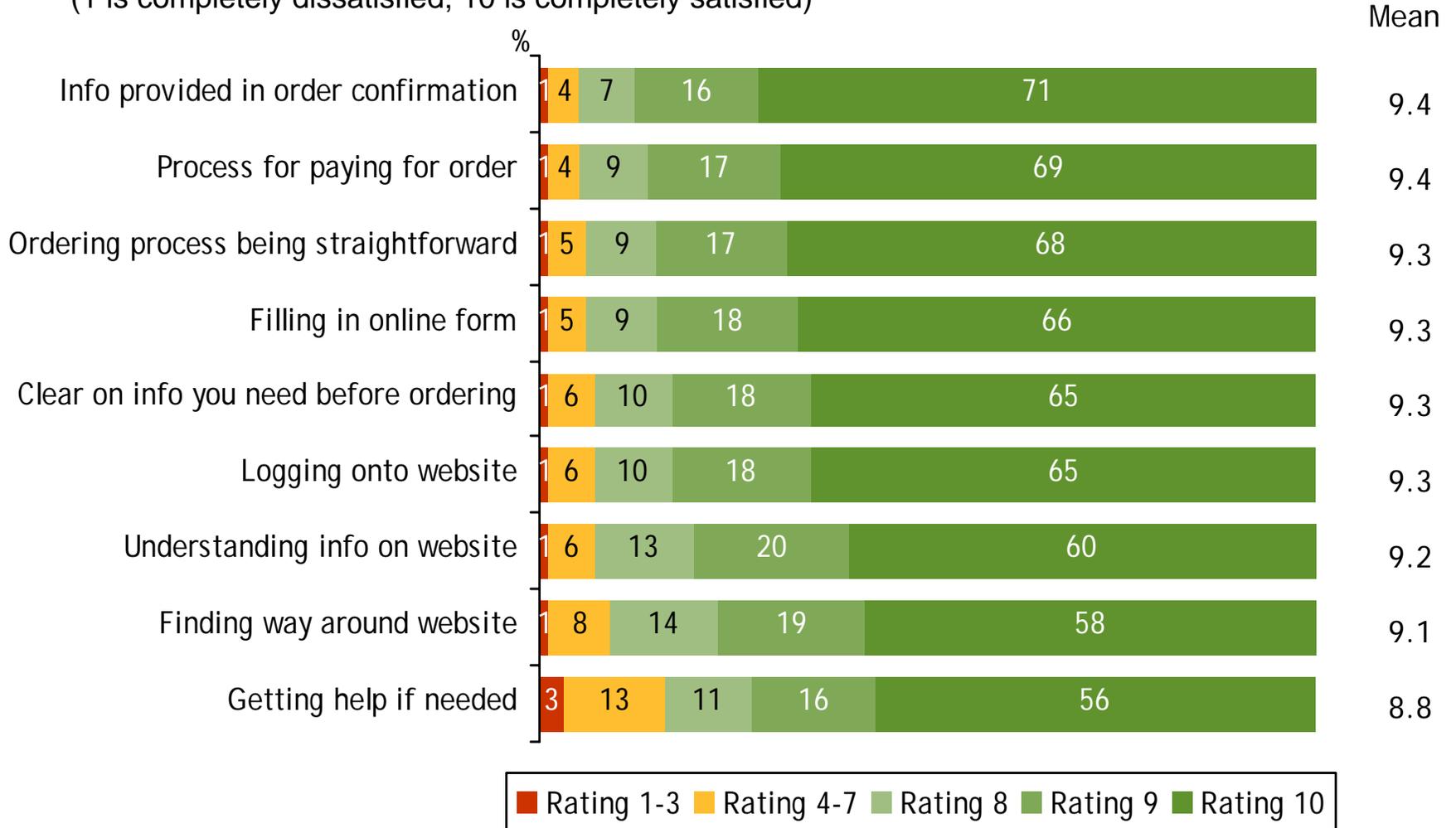
Base: All who have ordered online in last 3 months (1164)

*** High level of “don’t know” response indicates that people couldn’t answer having had no experience of needing help**

Satisfaction is extremely high with over half rating 10/10.
 Navigation and getting help if needed are areas to focus on

Satisfaction with aspects of ordering ONLINE

(1 is completely dissatisfied; 10 is completely satisfied)



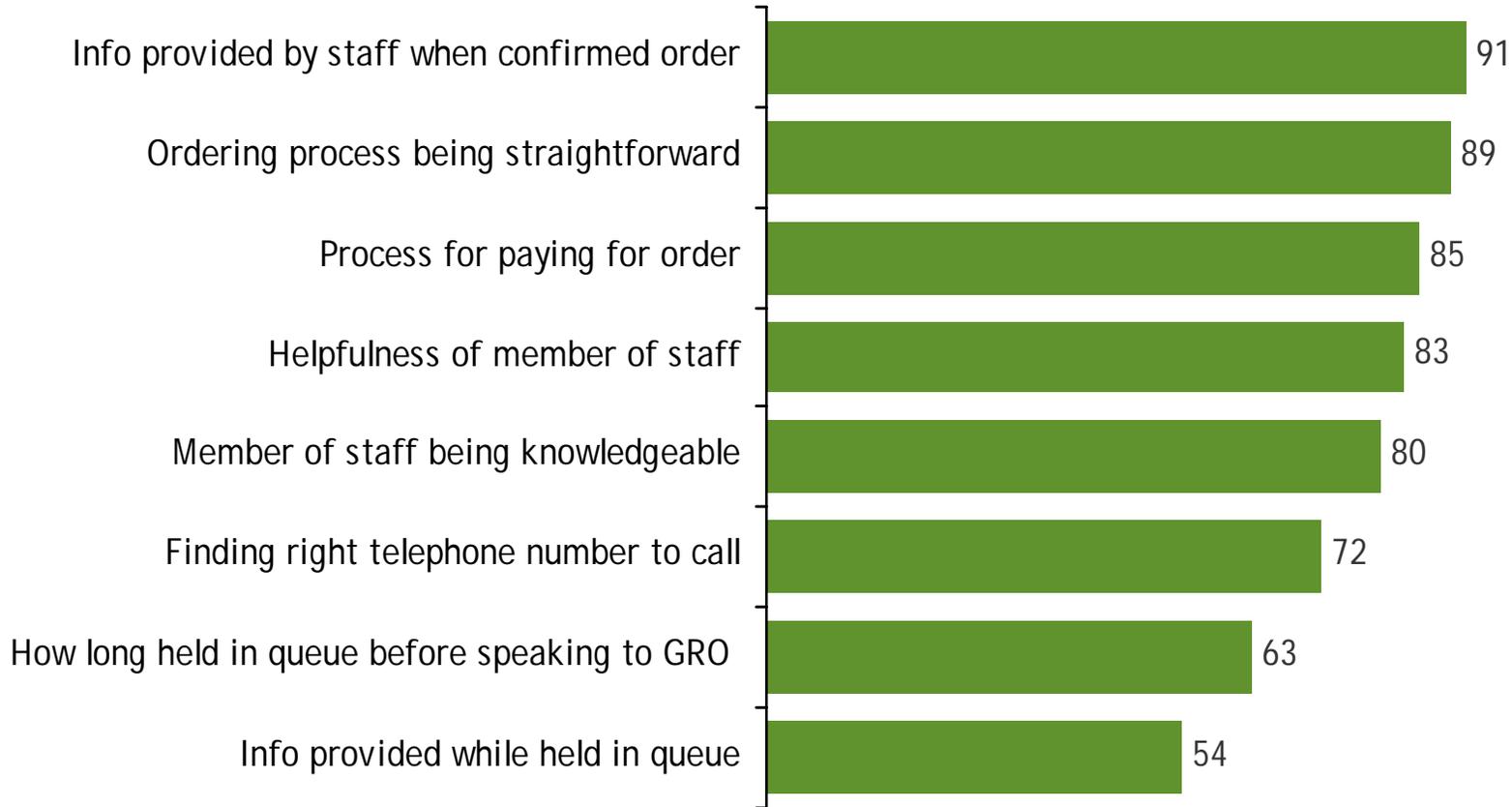
Telephone experience

Highly satisfied with most aspects. Understandably, the mechanics of getting through (finding number, queuing, info during queue) attract a less positive response

Satisfaction with aspects of ordering on the TELEPHONE

% "satisfied" (rating 8-10)

%

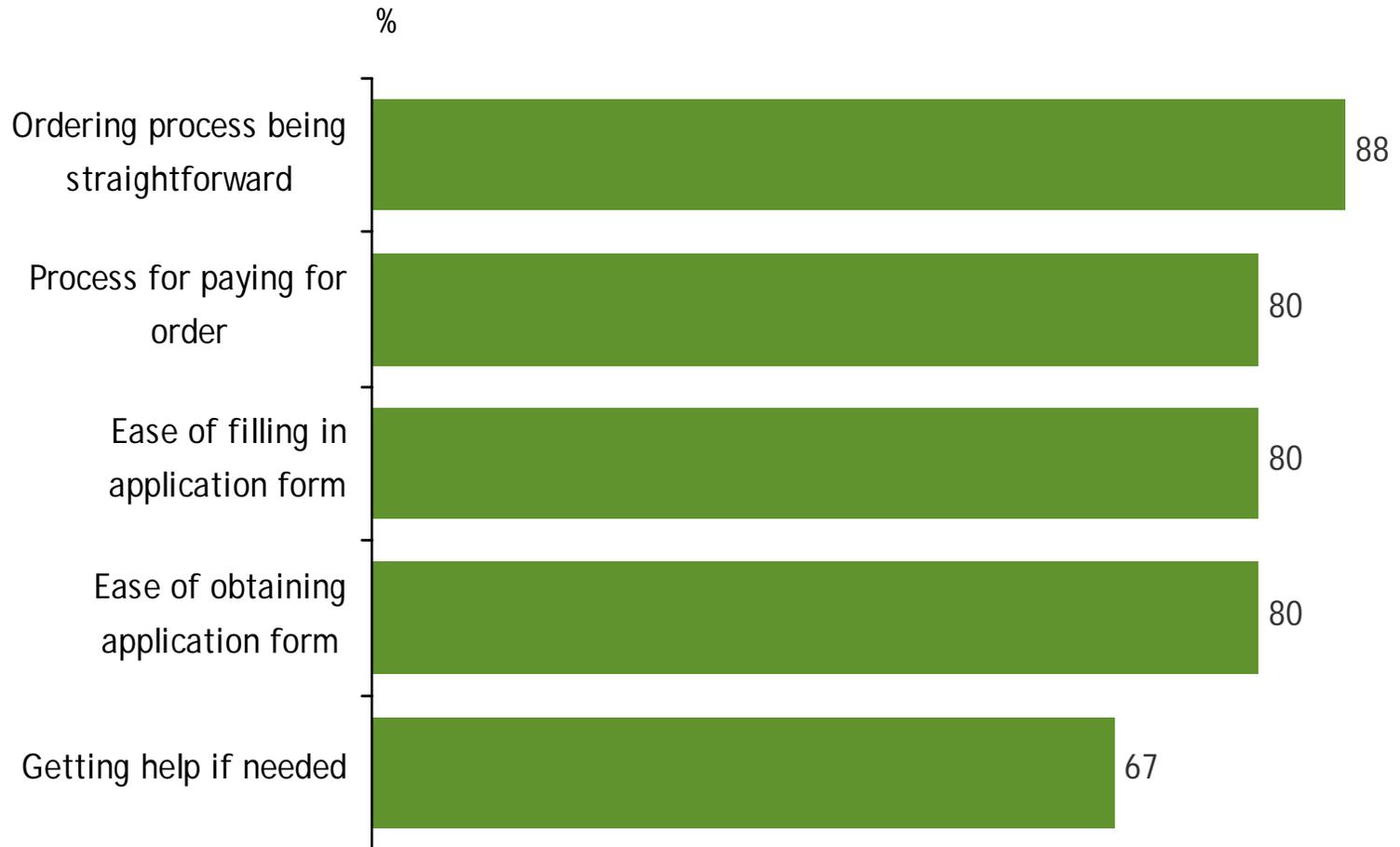


Postal experience

Highly satisfied with most aspects – getting help if needed somewhat weaker, but even so three-quarters “satisfied”

Satisfaction with aspects of ordering by POST

% “satisfied” (rating 8-10)



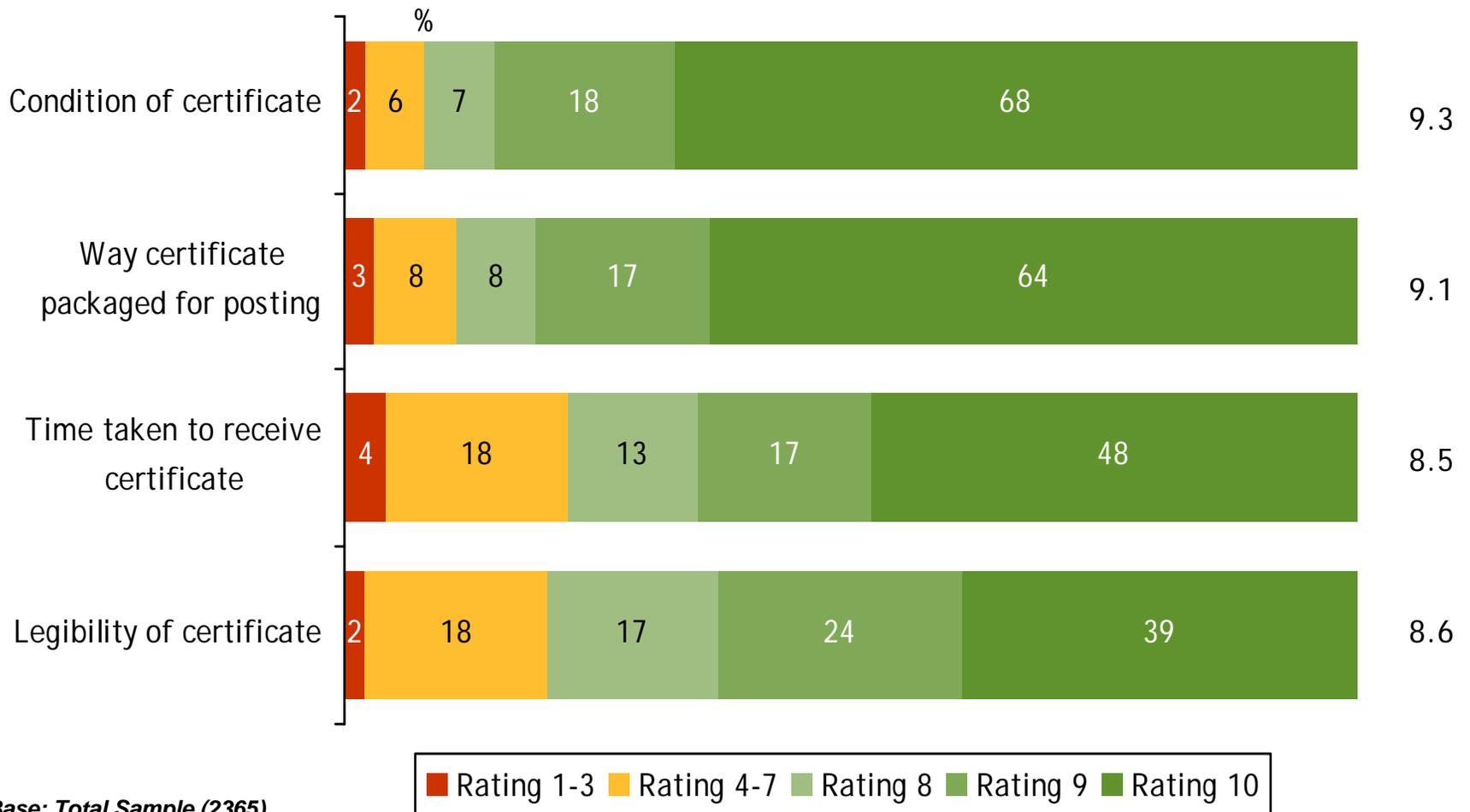
After placing the order

Condition and packaging of certificate rated 10/10 by three-quarters of customers. Some less satisfied with legibility and time taken to receive certificates

Satisfaction with factors relating to after the order is placed

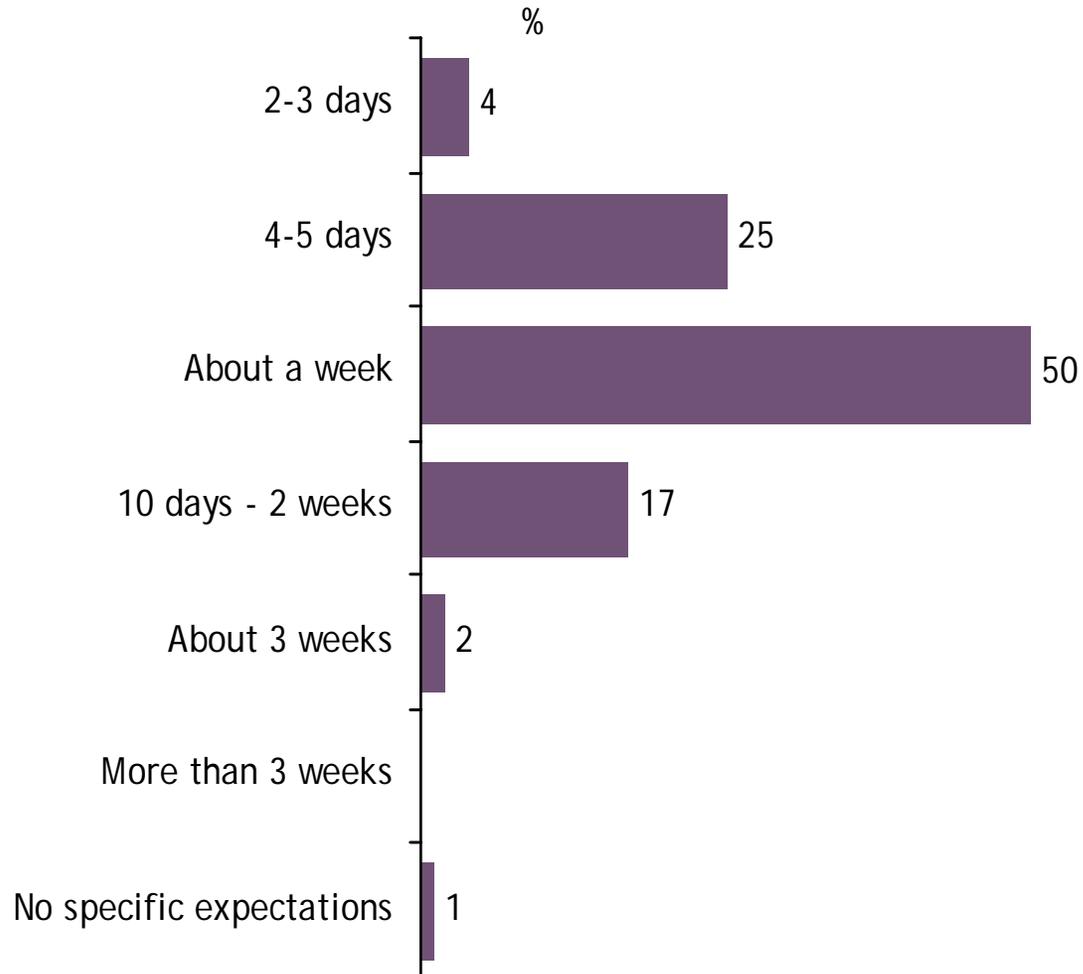
(1 is completely dissatisfied; 10 is completely satisfied)

Mean



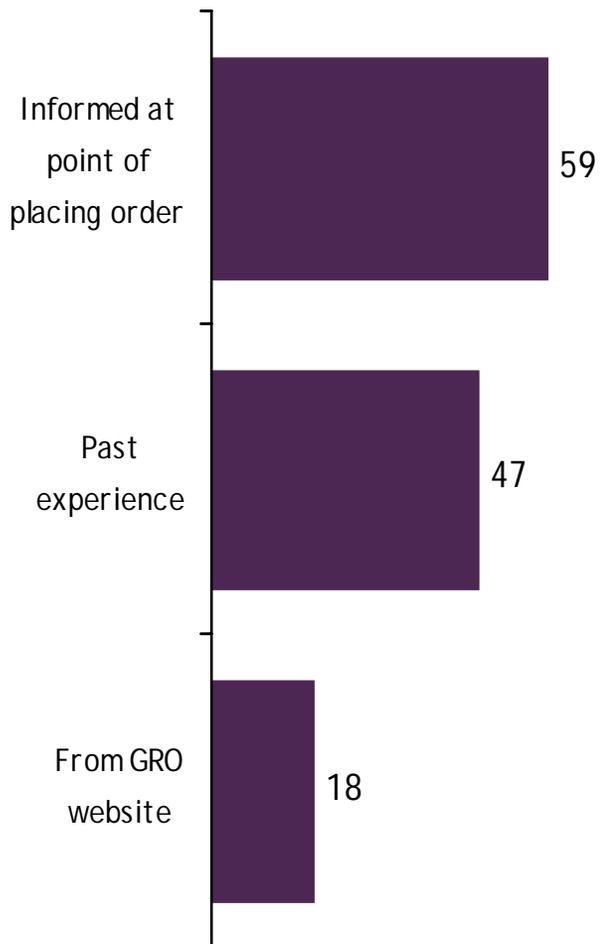
Most expect certificates to arrive within a week of ordering

How long did you / do you usually expect the certificate(s) to take to arrive?

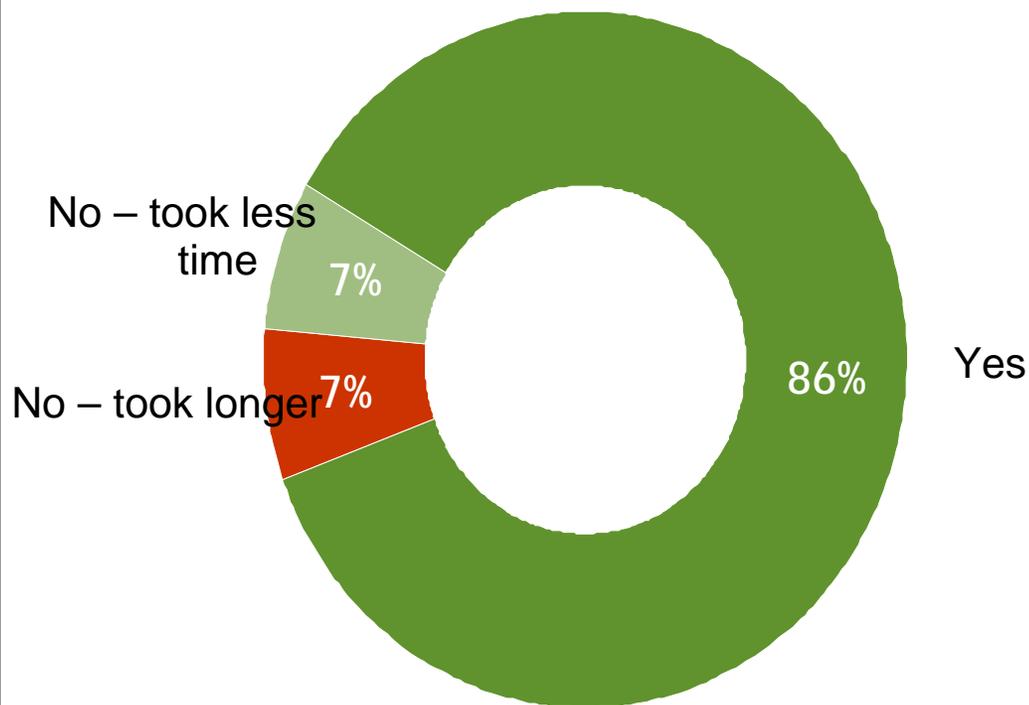


93% of certificates arrived when expected or quicker.
Those with expectations had been informed at point of purchase or had some concept from past experience.

Where did expectation come from?



Did they generally arrive within expected time?



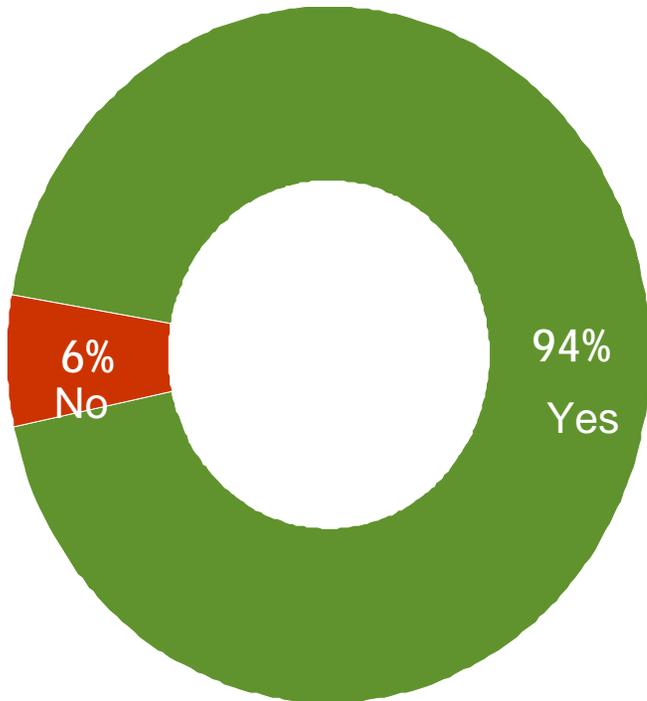
(Q8a)

Base: Total Sample who had some expectation re timings (2153)

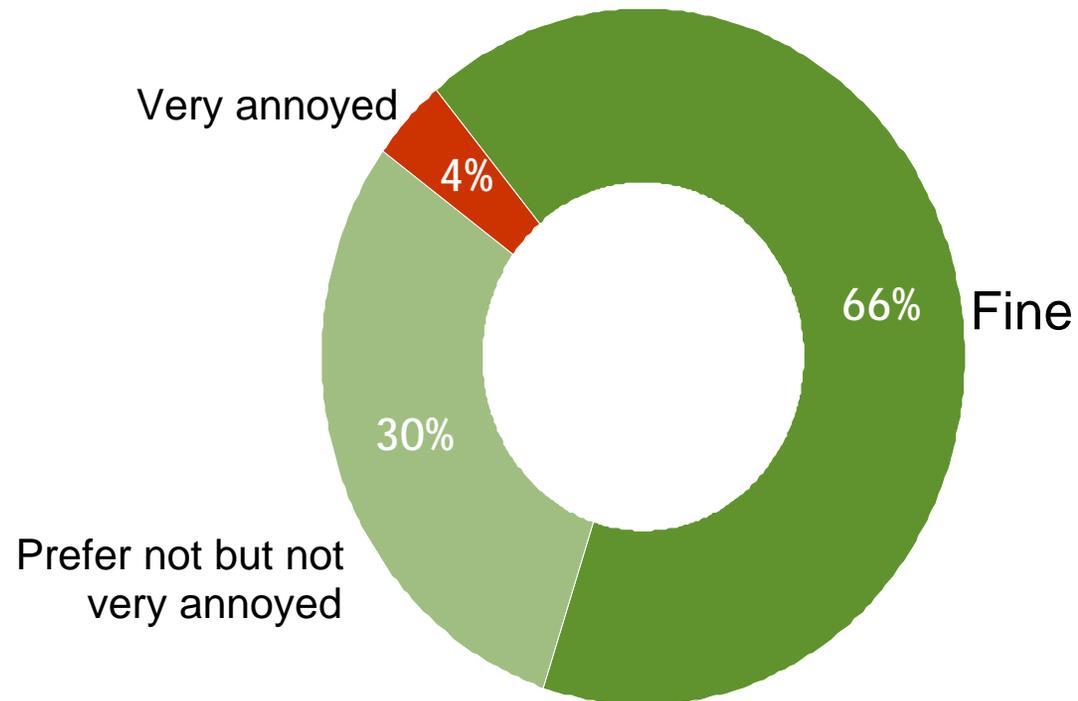
(Q8b)

Vast majority received the record they hoped for, and most had no real problem with certificates being folded

Was record on certificate the one you hoped to receive?



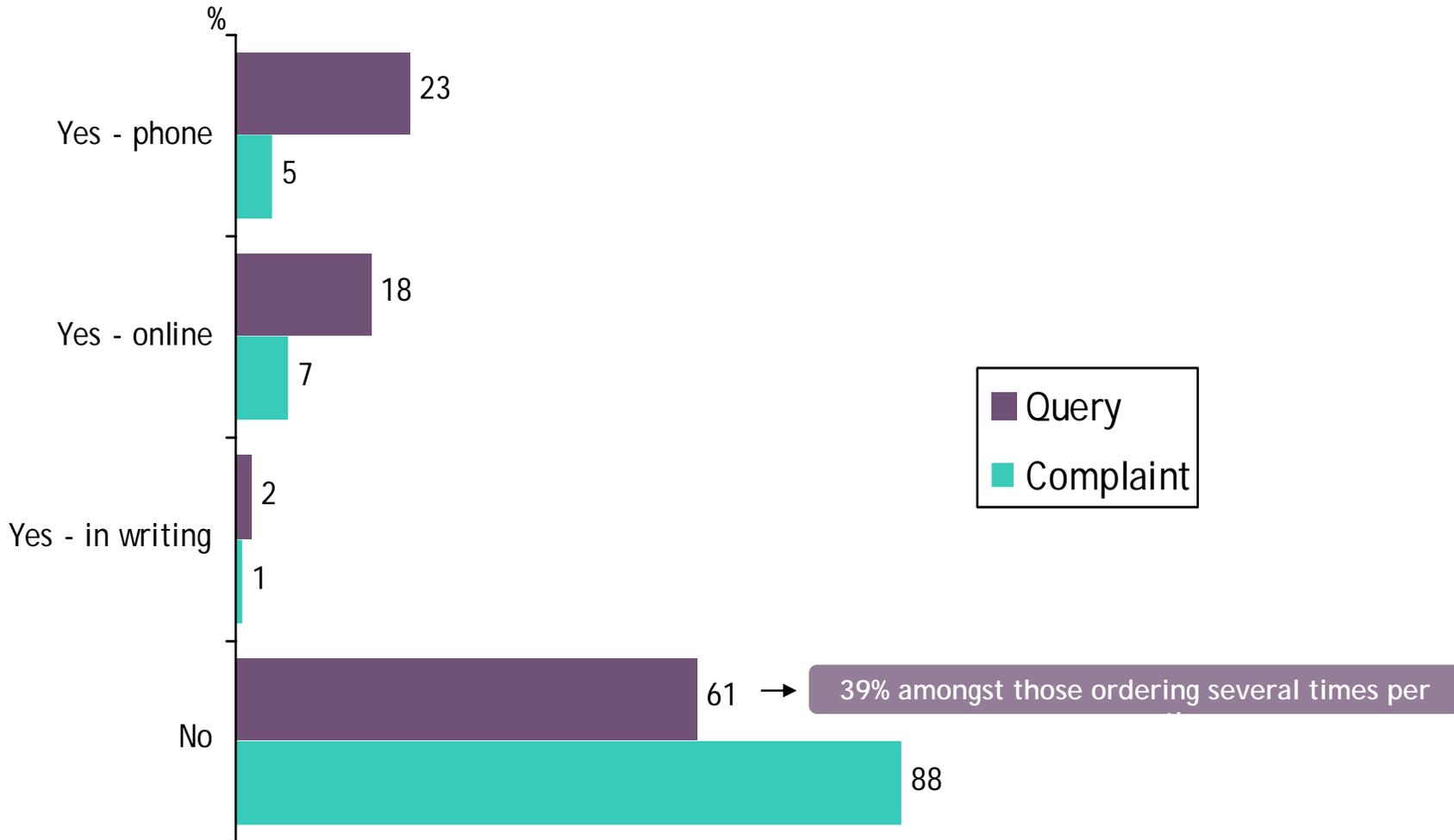
How feel about certificate being folded?



Queries and complaints

Vast majority have never contacted GRO to make a complaint.
Over a third have contacted GRO with a query (either by phone or online)

Ever contacted GRO with a query or complaint?



Understandably, customers are more satisfied with the handling of queries than complaints, although ratings are strong for both – with over ¾ “satisfied”

Satisfaction with way query / complaint handled (any channel)

(1 is completely dissatisfied; 10 is completely satisfied)

Mean



Base: All who have ever contacted GRO with a query (920) or complaint (290).

Although only 1 in 10 dissatisfied with post/online contact, actually speaking to someone at GRO clearly has some positive impact on satisfaction with query resolution

Satisfaction with way query handled (PHONE)

(1 is completely dissatisfied; 10 is completely satisfied)

Mean



Satisfaction with way query handled (ONLINE)

(1 is completely dissatisfied; 10 is completely satisfied)



Satisfaction with way query handled (POST)

(1 is completely dissatisfied; 10 is completely satisfied)



Rating 1-3 Rating 4-7 Rating 8 Rating 9 Rating 10

Actual personal contact (phone) garners greatest satisfaction for complaint resolution. Just under 1/5 dissatisfied with online/post for this aspect of contact

Satisfaction with way complaint handled (PHONE)

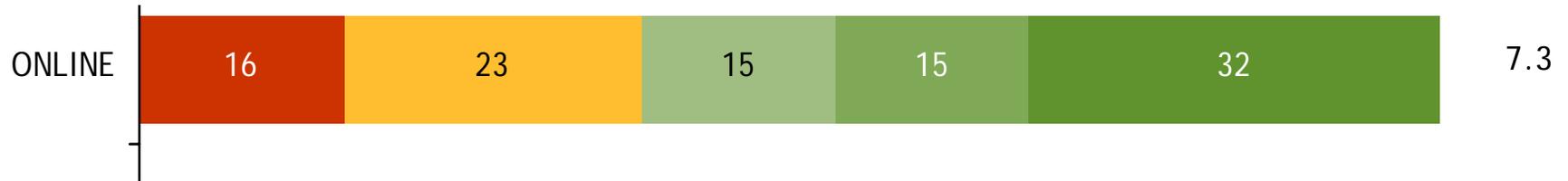
(1 is completely dissatisfied; 10 is completely satisfied)

Mean



Satisfaction with way complaint handled (ONLINE)

(1 is completely dissatisfied; 10 is completely satisfied)



Satisfaction with way complaint handled (POST)

(1 is completely dissatisfied; 10 is completely satisfied)



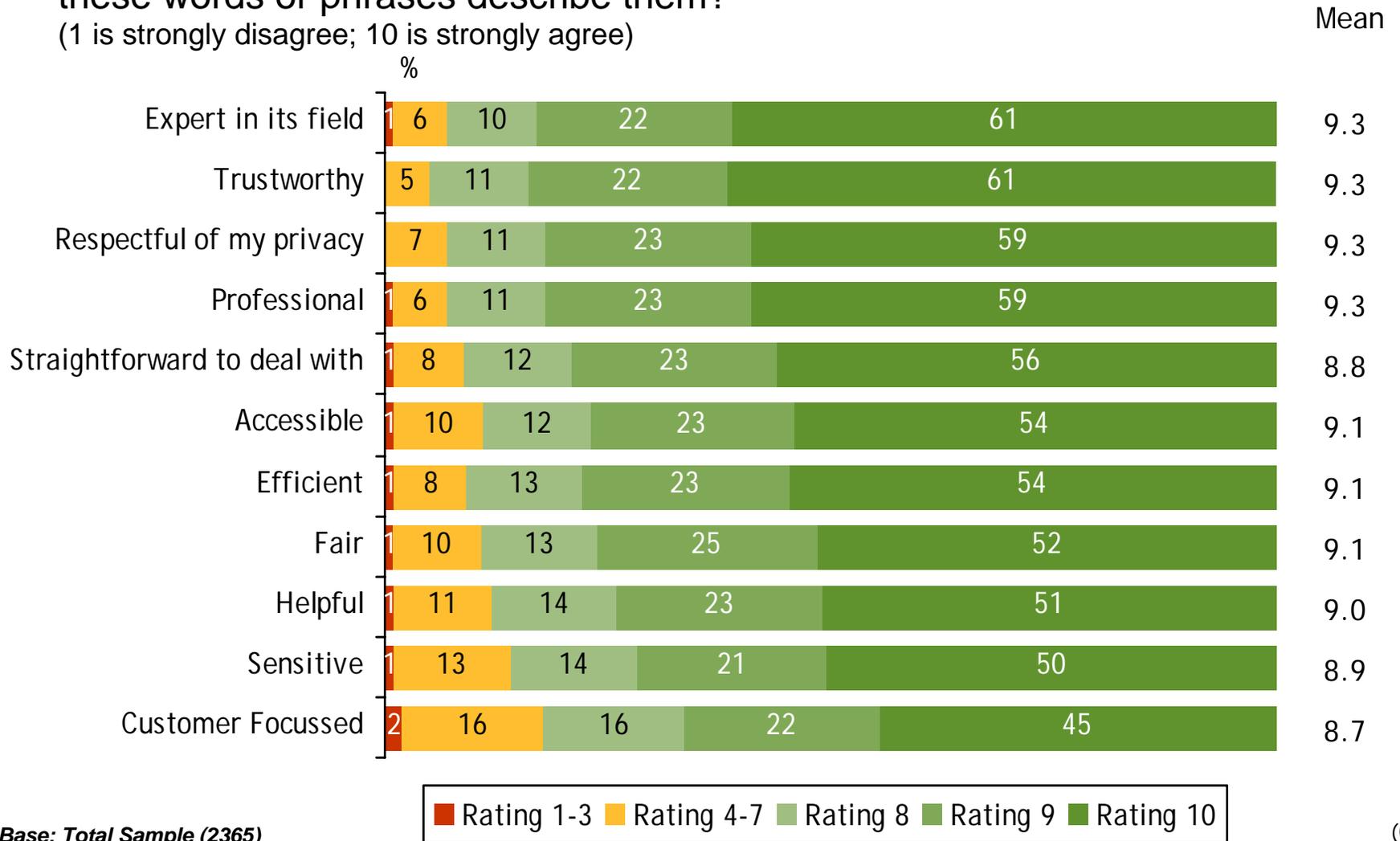
■ Rating 1-3
 ■ Rating 4-7
 ■ Rating 8
 ■ Rating 9
 ■ Rating 10

About the GRO

GRO as an organisation displays qualities of a strong brand.
 Only for "customer focus" do fewer than half rate 10/10.

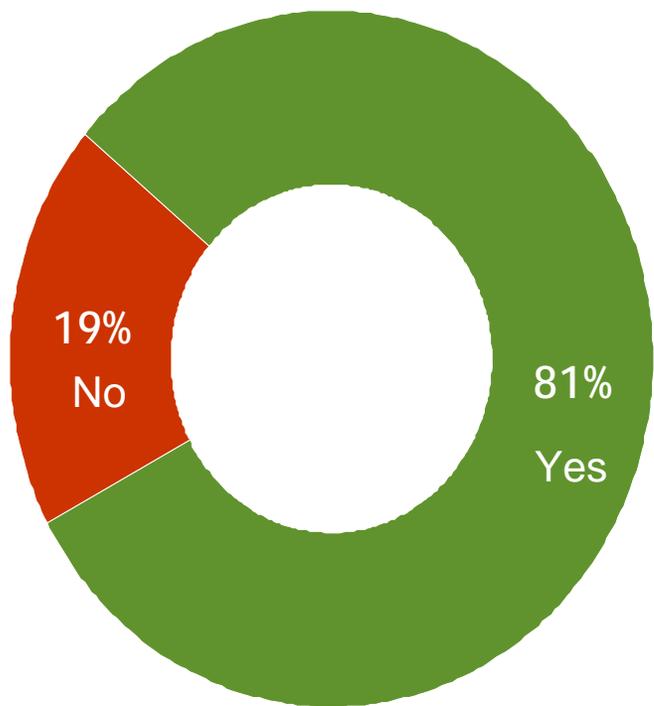
Thinking of the GRO as an organisation, how strongly do you agree or disagree that these words or phrases describe them?

(1 is strongly disagree; 10 is strongly agree)



The majority are aware that GRO is part of IPS.
The most likely ways to find out about GRO are via Family History Societies or Internet search engines.

Aware that GRO is part of IPS?

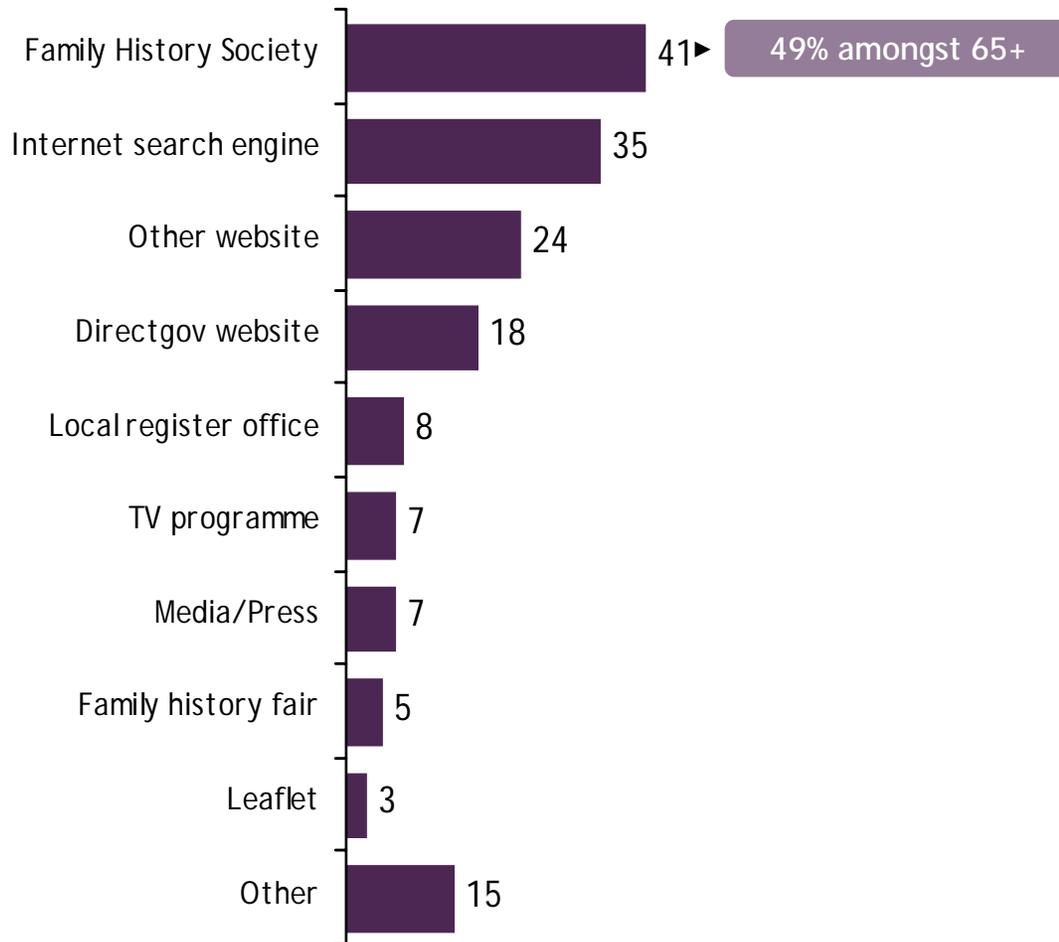


89% aware amongst those ordering certificates several times per month

Base: Total Sample (2365)

(Q17)

How found out about the service GRO provides?



49% amongst 65+

(Q18)

Conclusions

Conclusions ...

- GRO customers are largely 45 years+ and almost exclusively order certificates because they are conducting family history research; almost all order certificates online. The majority are frequent users of the service, one third ordering monthly or more often. Certificates tend to be ordered in batches of 1-3 at a time
- Levels of satisfaction with the service are extremely high, with 59% completely satisfied and only 8% less than satisfied
- Likelihood to recommend is also extremely high, with 82% definitely likely to recommend
- Perceptions of value for money are a little lower, but still good with around one quarter expressing any level of negativity
- Overall GRO customers are very happy with all aspects of the online ordering service; the only area where there is perhaps room for some improvement is in 'getting help when needed' where scores are a little lower
- Overall GRO customers who order by phone are very happy with the service provided although there is room to reduce the amount of time customers are held in a queue and the quality of the information provided while they are queuing
- Overall GRO customers who order by post are very happy with the service, although scores for 'getting help when needed' are lower, indicating that this is an area GRO could improve on

Conclusions ...

- The majority of customers are happy with the way the certificate is packaged for posting and its condition upon arrival. When specifically asked about the certificate being folded, two thirds said it didn't bother them at all and only 4% said they were very annoyed about it
- Around four fifths of customers were happy with the time taken to receive the certificate. Most expected to receive it within a week of placing the order and the majority reported that it arrived within the expected time scale or sooner. This said, there is room to improve here as one fifth of customers were not satisfied with the time taken and 7% said it had taken longer than expected. Expectations are driven largely by past experience and information provided at the point of ordering. Time taken to receive the certificate is the strongest driver of overall satisfaction with the GRO and so is a key area for GRO to focus on
- Almost all customers reported that the certificate received was the one they had hoped for and the majority were satisfied with the legibility, although this could be improved as around one fifth were not satisfied
- Just under half had contacted GRO with a query and 13% with a complaint. Query/complaint handling is a potential area for improvement as satisfaction levels are somewhat lower compared to other areas of service, especially with respect to complaint handling. Satisfaction levels tend to be higher when the query/complaint has been made by telephone



Home Office

**Identity &
Passport Service**