



Companies House

Summary of selected key finding for survey participants

November 2014

Ipsos Loyalty

The Customer and Employee Research Specialists



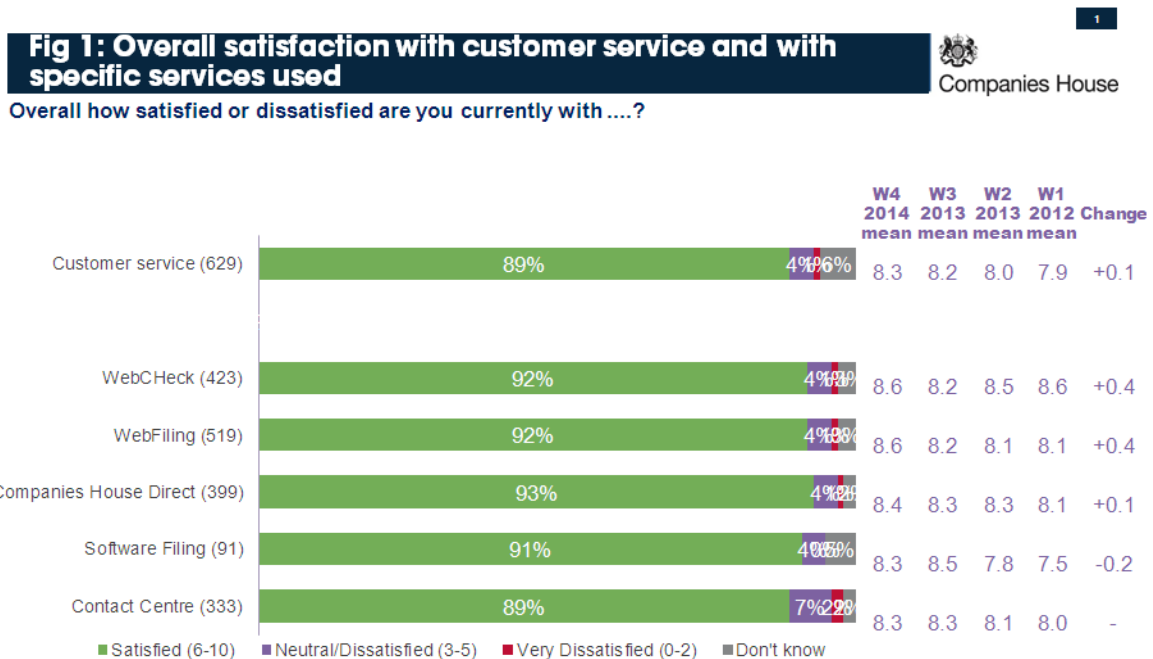
Companies House

The Autumn 2014 annual customer satisfaction survey was carried out by the research agency Ipsos MORI on behalf of Companies House. This was the fourth wave of the survey (W4). The two previous waves were conducted in February and October 2013 and wave 1 in 2012.

Telephone and web interviews were carried out between 29th September and 14th October 2014 with 629 Companies House customers across a range of company sizes and types.

These customers used a range of Companies House services (WebCheck, Web Filing, etc) and varied considerably in the frequency of usage. Whilst some dealt with Companies House just once or twice a year (e.g. to file their annual return), others such as legal and accountancy service providers made heavy use of the services on behalf of their end-clients, contacting Companies House several times a week on average.

Overall satisfaction with Companies House in terms of customer service remains high with an overall mean score of 8.3 out of a possible 10, and 89% of respondents giving a score of 6 or more (Fig 1). The Companies House satisfaction target is 88% scoring 6 or more.

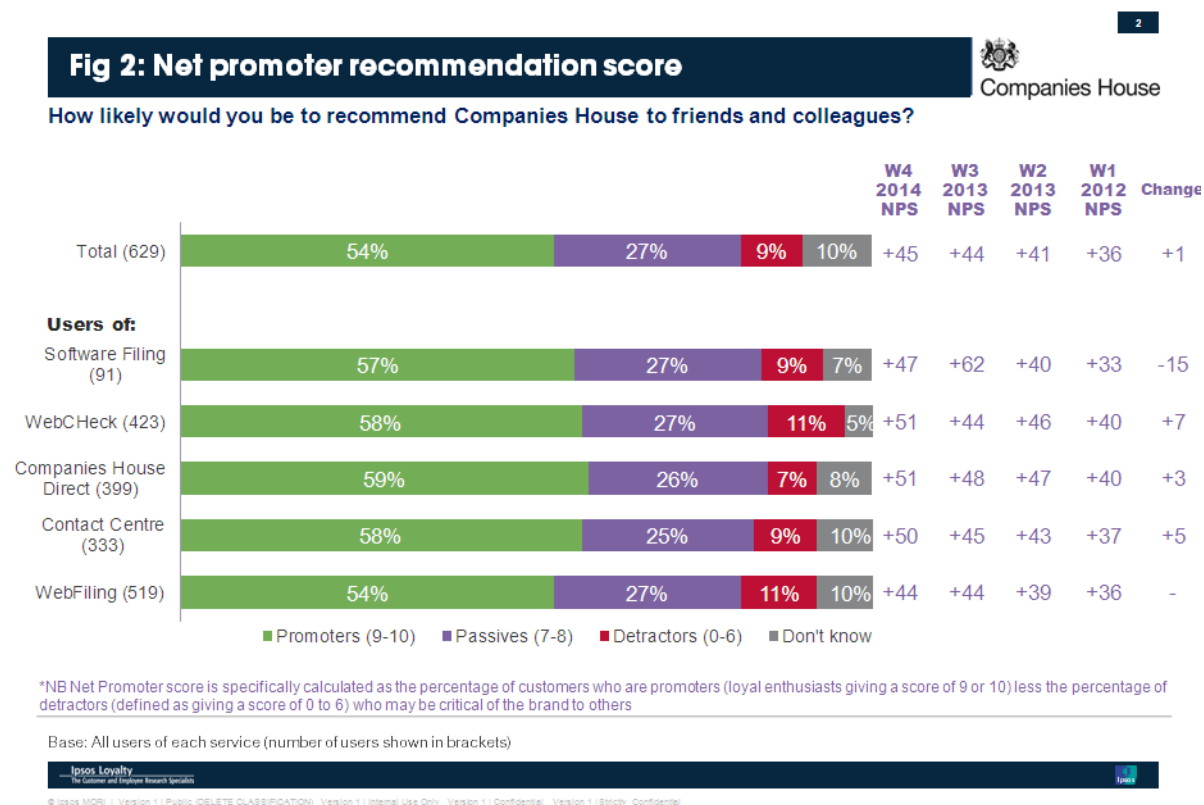


Base: All users of each service (number of users shown in brackets)

Overall satisfaction was also high among users of each of the services, especially for WebCheck and WebFiling, both achieving overall mean scores of 8.6. The satisfaction level with the Contact Centre has remained stable from wave 3 (still 8.3) but satisfaction with WebCheck and WebFiling both improved from wave 3. Satisfaction with WebFiling is now at the highest level it has achieved across the four waves of the survey to date.

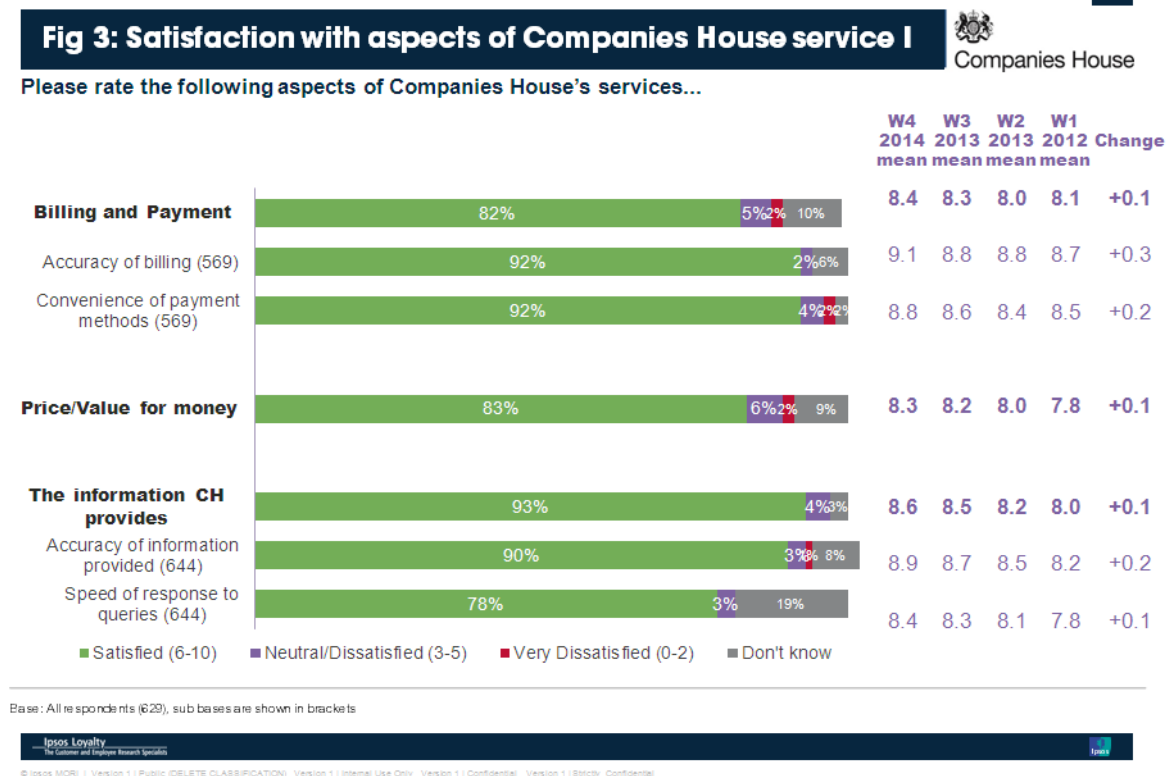
The high satisfaction levels were also reflected in high levels of recommendation for Companies House (Fig 2).

Overall Companies House achieved a Net Promoter Score of +45 (54% Promoters giving a score of 9 or 10, less 9% Detractors scoring it 6 or less), a slight improvement on the NPS of +44% in the previous survey.



Looking at ratings for specific aspects of Companies House service (Figs 3 to 5) it was highly rated for billing and payment (mean score of 8.4 out of 10) and price/value for money (8.3).

The information Companies House provides was also highly rated (8.6) and especially for its accuracy (8.9). All of these ratings had slightly improved since the previous survey.



Companies House staff were rated very highly for most aspects of their performance with an overall mean score of 8.6, a small increase from the wave 3 survey.

Website services were highly rated for ease of use (mean score of 8.4) but less so for accessibility of help and advice (8.0), although this has continued to improve since waves 1 and 2. Companies House will continue to try to improve on this aspect of service where possible.

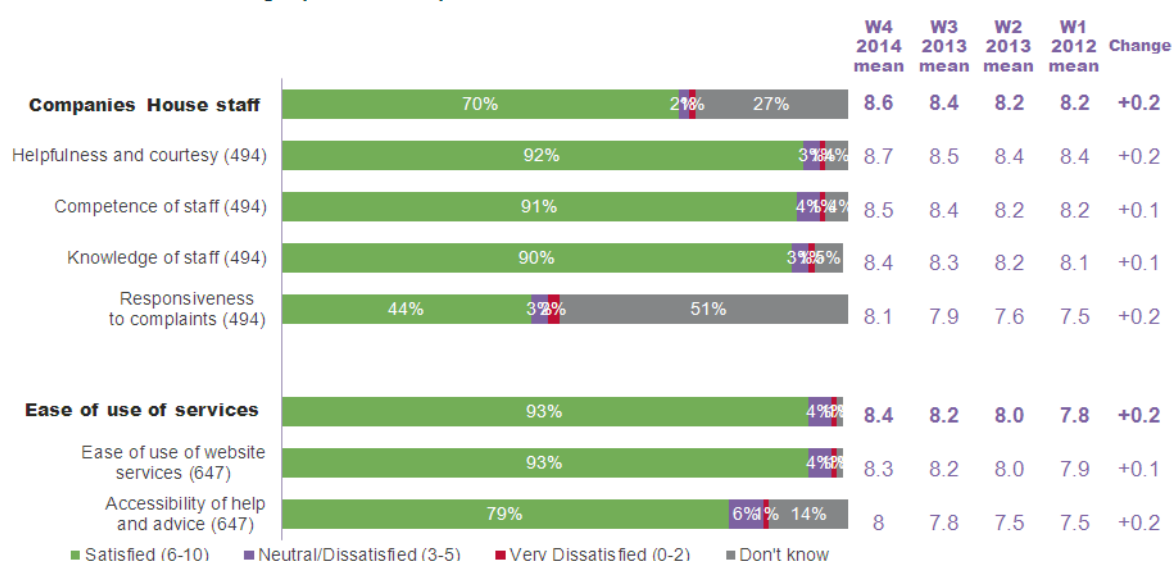
The ratings for responsiveness to complaints also slightly improved from wave 3 and has gradually risen across the four survey waves so far.

Fig 4: Satisfaction with aspects of Companies House service II



Companies House

Please rate the following aspects of Companies House's services...



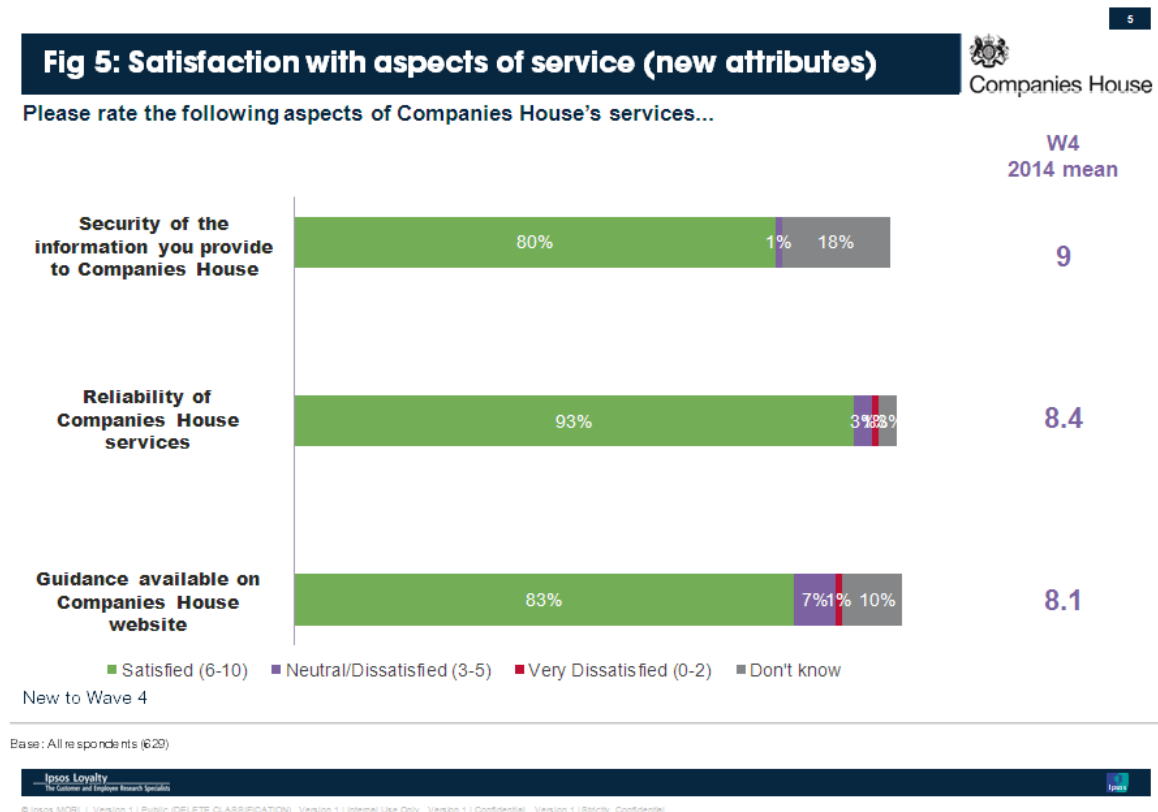
Base: All respondents (629), sub bases are shown in brackets

Ipsos Loyalty

© Ipsos MORI | Version 1 | Public (DELETE CLASSIFICATION) | Version 1 | Internal Use Only | Version 1 | Confidential | Version 1 | Strictly Confidential

For the first time in four waves of the survey Companies House customers were asked to rate the security of the information they provide, the reliability of Companies House services and the guidance available on the website.

The information security was especially high with the mean a score of 9.0 out of 10 and services were generally considered reliable (8.4) but rating for the available website guidance was slightly lower (8.1) with a minority of users (8%) giving a rating of 5 or less out of 10.



The level of complaints was low (Fig 6), only 4% of respondents having made a complaint about Companies House service in the last 12 months, slightly lower than the level seen at wave 3 (5%) and in line with wave 2 levels (4%).

The main problems among the few survey participants who had made a complaint (28 customers) were filing problems, late filing penalties or considering that conflicting/wrong information had been provided by Companies House.

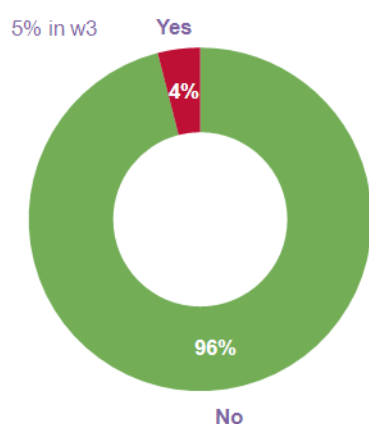
Fig 6: Complaints about Companies House



Companies House

Have you made a complaint to Companies House about their service within the last 12 months?

What was the complaint about?



N.B. figures shown are the actual number of responses, rather than percentages due to the low base size

Base: All respondents (629)

Base: All respondents who made a complaint (28)

Ipsos Loyalty
The Customer and Employee Research Specialists

© Ipsos MORI | Version 1 | Public (DELETE CLASSIFICATION) | Version 1 | Internal Use Only | Version 1 | Confidential | Version 1 | Strictly Confidential



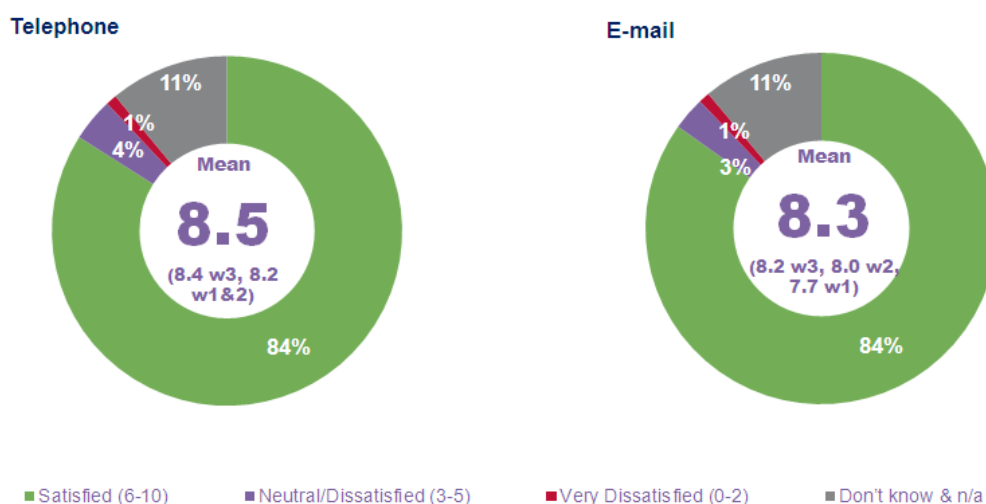
Companies House customers using the Contact Centre were generally satisfied with the ease of getting through to staff by telephone (mean score of 8.5 out of 10 overall) or e-mail (8.3) when needed (Fig 7). Ratings for both of these have slightly improved since wave 3.

Fig 7: Ease of getting through by phone and e-mail



Companies House

How satisfied or dissatisfied were you with the ease of getting through to staff by?



Base: All Contact Centre respondents who use the telephone (279)

Base: All Contact Centre respondents who use e-mail (183)

WebFiling service users rated most aspects of the service highly (security, reliability, helpfulness of staff, ease of using the site, etc) giving mean scores of over 8.0 out of 10 to nearly all. The ratings have improved since wave 3, in some cases markedly so, such as for ease of completing the accounts template (up from 7.6 at wave 3 to 8.2). Even the two least well rated aspects, design and layout of site (7.9 out of 10) and the help pages on the Web Filing site (7.7), both had slightly improved ratings compared to the previous survey (a 0.1 improvement).

WebCheck service users also rated the service highly giving mean scores of 8.2 or more out of 10 to most aspects. Even the aspect with the lowest rating – accessing an order – was given an overall score of 8.0. There was a mix of small increases and decreases in mean scores for the various aspects of service compared with wave 3.

Companies House Direct users also rated nearly all aspects highly giving mean score of 8.1 or more for most aspects. Ratings for most service aspects have improved slightly since wave 3. However, there was still some dissatisfaction with the design and layout of the site (mean score of 7.7) and of the help pages (7.8).

Companies House also monitors customer satisfaction on an on-going basis by means of on-line self-completion surveys.

Looking back over their most recent experience of contact with Companies House (Fig 6) 28% had something good to mention and 60% were neutral. Only 1 in 7 (13%) had been left feeling that they had experienced a minor or major problem. The balance of opinion – praise versus criticism – was very similar to waves 2 and 3.

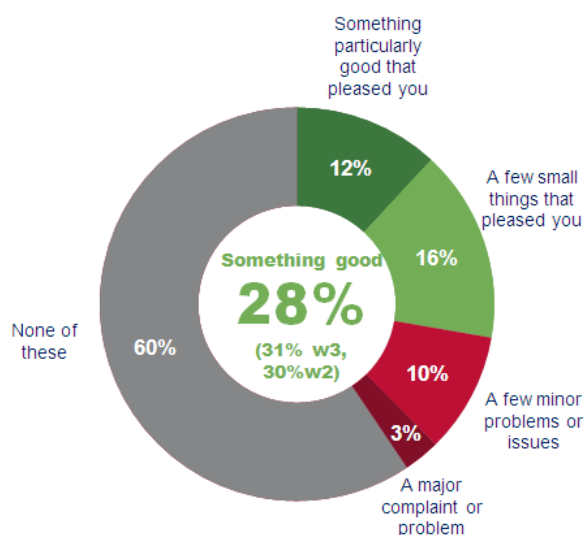
The main reasons for being left pleased by the experience were the speed of response, successfully resolving the query, helpful/friendly staff and a good/efficient service.

Fig 6: Opinion of most recent contact with Companies House



Companies House

Thinking of your last contact with Companies House, did you experience any of the following?



What pleased you? (top mentions)	
Fast service / response	25%
Resolved query / successful outcome	25%
Good / Efficient service	18%
Ease to use / works well	17%
Helpful staff	16%

What was the problem? (top mentions)	
WebFiling / online systems problems	16%
Not user-friendly / difficult to use	12%
Confusing information / instructions	12%
Downloading files / information	6%
Filing mistakes / errors	6%
Bureaucratic / overly complex processes	6%

Base: All respondents (629)

Base: All respondents with a positive experience (177); All respondents with a negative experience (77)

Ipsos Loyalty
The Customer and Employee Research Specialists

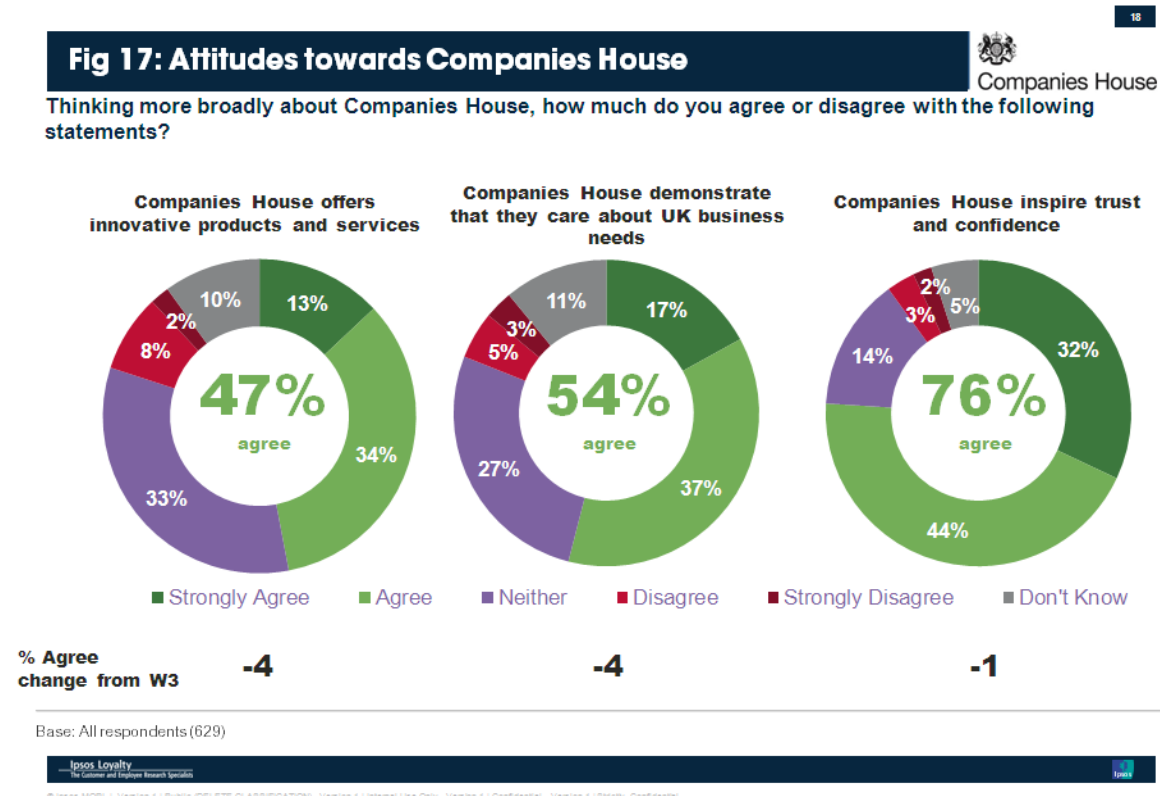
© Ipsos MORI | Version 1 | Public (DELETE CLASSIFICATION) | Version 1 | Internal Use Only | Version 1 | Confidential | Version 1 | Strictly Confidential



Reactions to three agree/disagree statements about Companies House were clearly positive (Fig 17). Over three-quarters (76%) agreed that they “inspire trust and confidence” and only 5% disagreed.

Over half (54%) agreed that “Companies House demonstrate that they care about UK business needs”, over six times as many as disagreed (8%) on this point. Results have fallen back slightly to wave 2 levels (53% agreed) from 58% at wave 3.

The lowest level of agreement (47%) was that “Companies House offer innovative products and services” with 10% disagreeing, and this has weakened slightly since wave 3 (51% agreed).



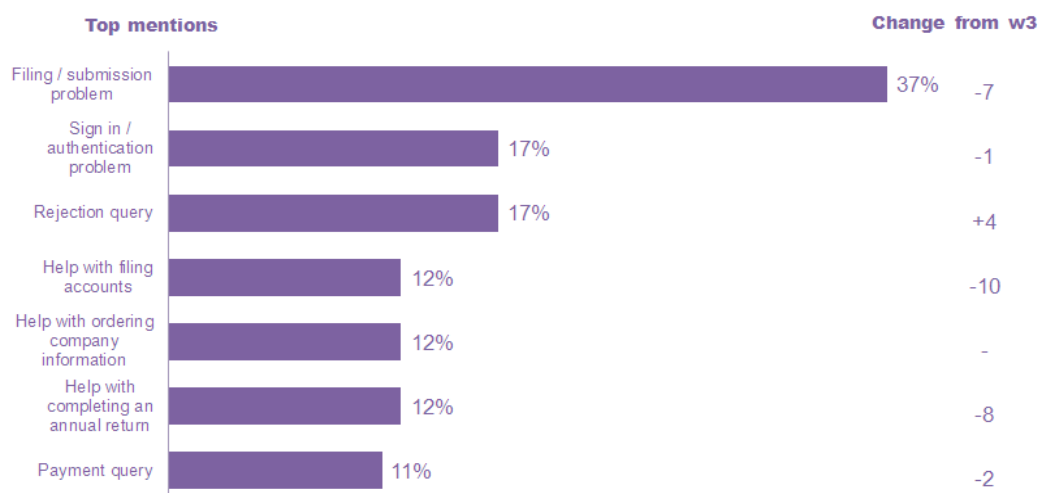
Looking at all the possible reasons for contacting Companies House Contact Centre, filing and submission problems continue to be the main problem (37%) across all sizes of company. Then there were a range of other reasons (from 11% to 17% mentions for each), in particular sign-in/authentication problems and rejection queries.

Fig 23: Reasons for contacting Companies House



Companies House

Which of the following reasons have you needed to contact Companies House for in the last 12 months?



Base: All Contact Centre respondents (311)

Ipsos Loyalty
The Customer and Employee Research Specialists

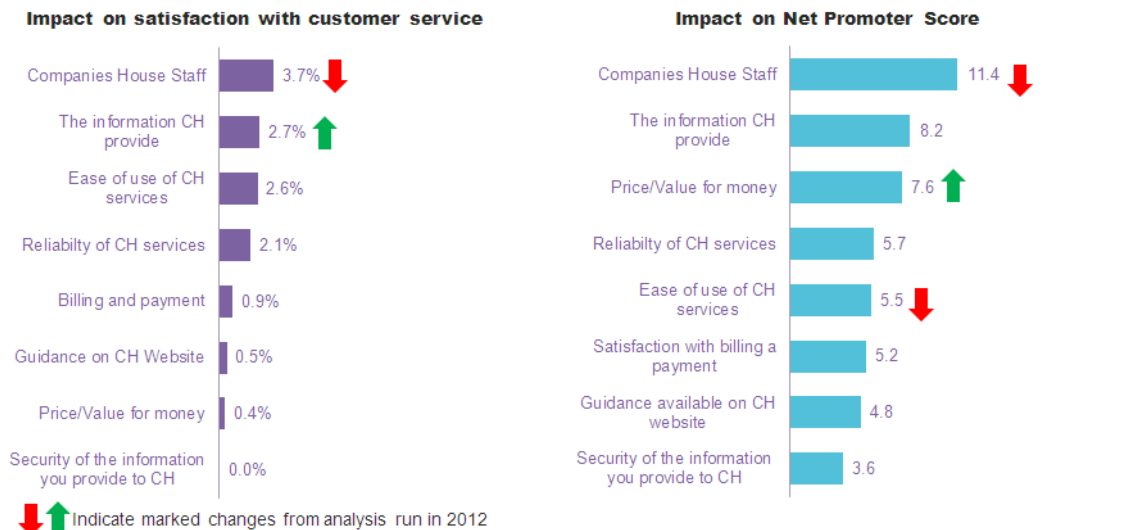
© Ipsos MORI | Version 1 | Public (DELETE CLASSIFICATION) | Version 1 | Internal Use Only | Version 1 | Confidential | Version 1 | Strictly Confidential

The statistical technique known as key driver analysis was used to examine the relative strength or weakness of correlation between ratings given for the various attributes and the

overall level of satisfaction of each customer with Companies House (and the Net Promoter Score for recommendation). This form of analysis is more sensitive than asking for stated importance since it can reveal some differences between the “stated” versus “unstated” relative importance of various factors, i.e. customers stress one factor when asked but correlation analysis shows that another factor plays a stronger role in driving up satisfaction levels (or pulling them down).

Fig 13: Key Drivers analysis

Impact of improving mean scores based on a simulated 10% increase in the mean score of a particular driver

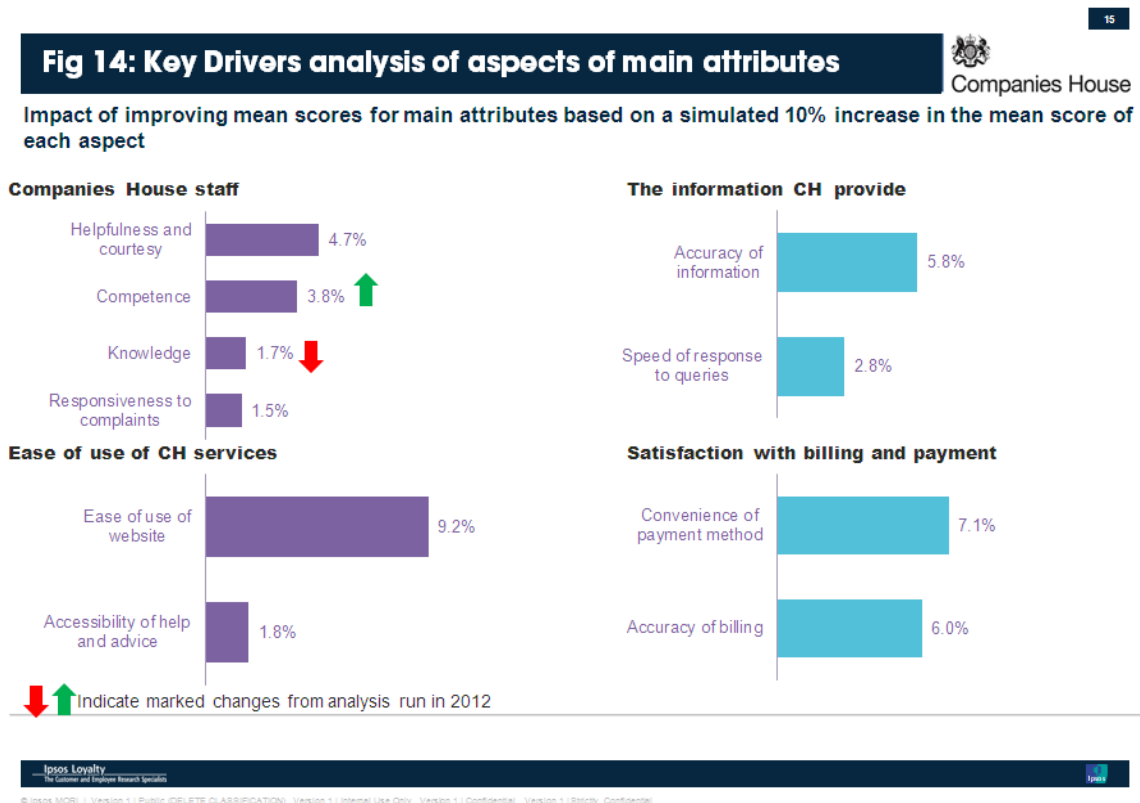


Based on the different levels of correlation found Fig 13 shows the impact that a 10% increase in each of the main overall attributes (staff, information, ease of service use, billing & payment, and price/value for money) mean scores would have on the mean satisfaction score and on the Net promoter score. The analysis indicates that the most important attribute(s) relate to staff. The information Companies House provides and the ease of use of its services are also strong drivers of satisfaction, a little behind staff. Comparisons of the results for drivers analysis on satisfaction with the 2012 analysis, however, indicates that the staff attributes are not quite as strong a driver as two years ago whilst the information provided has strengthened as a driver.

The same relative level of correlation is seen when results were analysed for correlation of staff attributes and the information with the Net Promoter score (NPS), combining the strength of reducing the level of detractors plus increasing the level of promoters. The Companies House staff are again the most important factor, followed by the information Companies House provides. Price/value for money is also a strong driver of the NPS and its importance as a driver has increased since 2012. Ease of use of the services has weakened though as a driver of NPS.

We also analysed the relative importance of the specific aspects of each attribute to increasing the mean score of the overall driver that it relates to (e.g. how important is the

helpfulness of staff compared to ratings of their knowledge when customer give an overall rating of satisfaction with the staff).



The two most important attributes for the staff - the most powerful key driver - are customers' ratings of their helpfulness and courtesy, plus their competence. The emphasis on competence as a key driver has increased since the 2012 analysis whilst correlation with knowledge has slightly weakened. As in 2013 although responsiveness to complaints has lower satisfaction ratings than other staff attributes, it is also continues to be a less influential factor overall on ratings of the staff since only a minority of customers have made any complaint.

For the perceived ease of use of Companies House services, the ease of use of the website services are clearly more of a key driver than accessibility to help and advice, since it is better that the services be easy to use in the first place than that customers should find it easy to get access to help to do so. Finally, for billing and payment, the convenience of the payment method is still slightly more influential than the accuracy, although both are important.

For any further information please contact: Sara Ball at Companies House on 02920 380313