



Companies House

Ipsos MORI



Companies House Satisfaction Survey 2013

Summary of selected key findings for survey participants

31st January 2014

The Autumn 2013 annual customer satisfaction survey was carried out by the research agency Ipsos MORI on behalf of Companies House. This was the third wave of the survey (W3).

Telephone and web interviews were carried out between 27th September and 15th October 2013 with 848 Companies House customers across a range of company sizes and types.

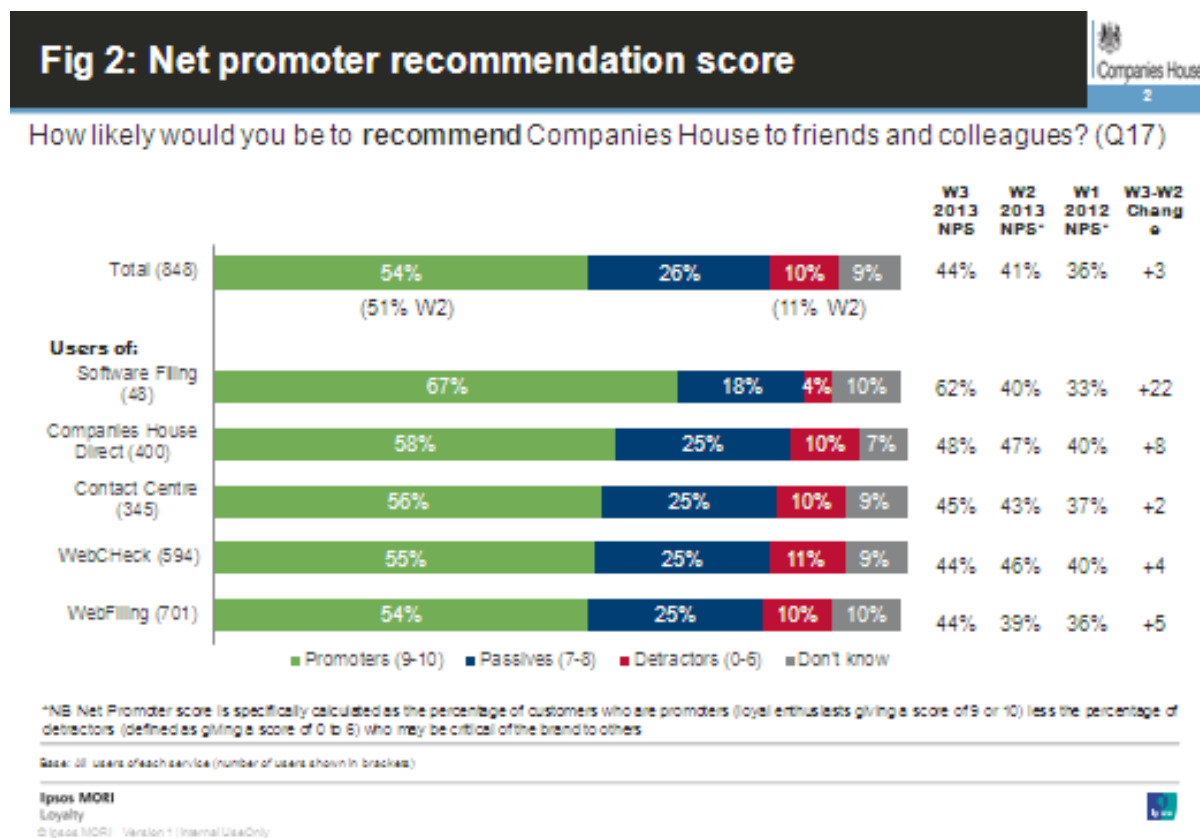
These customers used a range of Companies House services (WebCheck, Web Filing, etc) and to a varying degree. Some dealt with Companies House just once or twice a year (e.g. filing their annual return) whilst others were in contact several times a week making heavy use of the services provided.

Overall satisfaction with Companies House in terms of customer service remains high with an overall mean score of 8.2 out of a possible 10, and 89% of respondents giving a score of 6 or more (Fig 1). The Companies House satisfaction target is 86%.



Overall satisfaction was also high among users of each of the services and especially for the Contact Centre users (mean score of 8.3) and the Companies House Direct service users (8.3), but also for the less heavily used Software Filing service (8.5). These various satisfaction levels are in line with or slightly higher than the ratings seen in the previous survey (Wave 2 conducted in February).

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



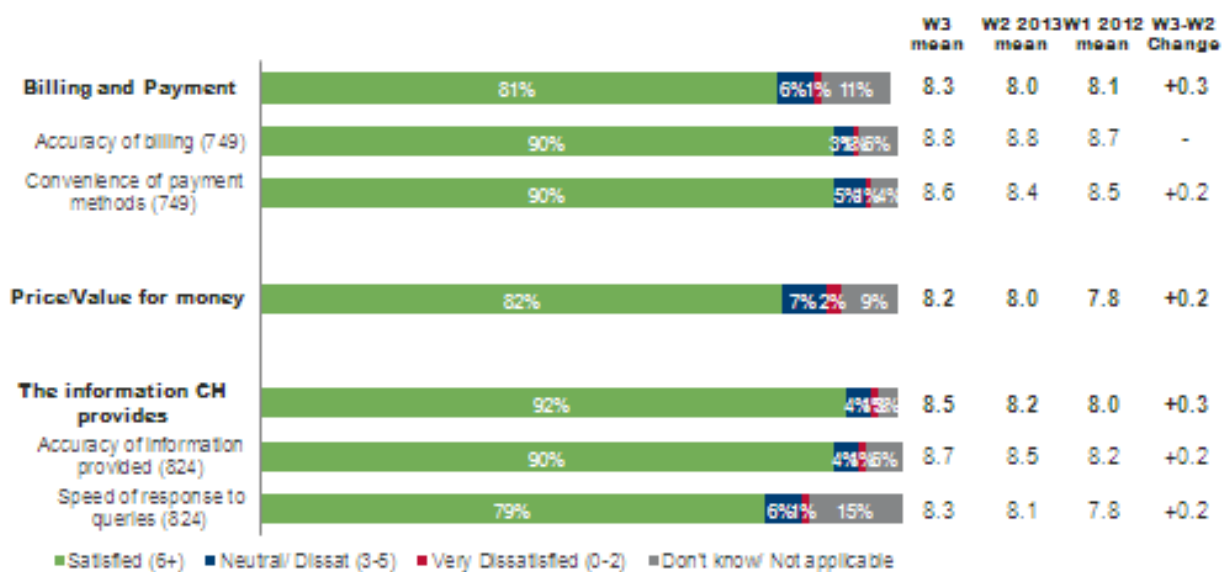
Overall Companies House achieved a Net Promoter Score of 44% (54% Promoters giving a score of 9 or 10, less 10% Detractors scoring it 6 or less), up from a NPS of 41% in the previous survey.

Looking at ratings for specific aspects of Companies House service (Figs 3 & 4) it was highly rated for billing and payment (mean score of 8.3 out of 10) and price/value for money (8.2). The information Companies House provides was also highly rated (8.5) and in particular its accuracy (8.7). Most of these ratings have slightly improved since the previous survey.

Fig 3: Satisfaction with aspects of Companies House service I



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



Base: All respondents (848), sub bases are shown in brackets

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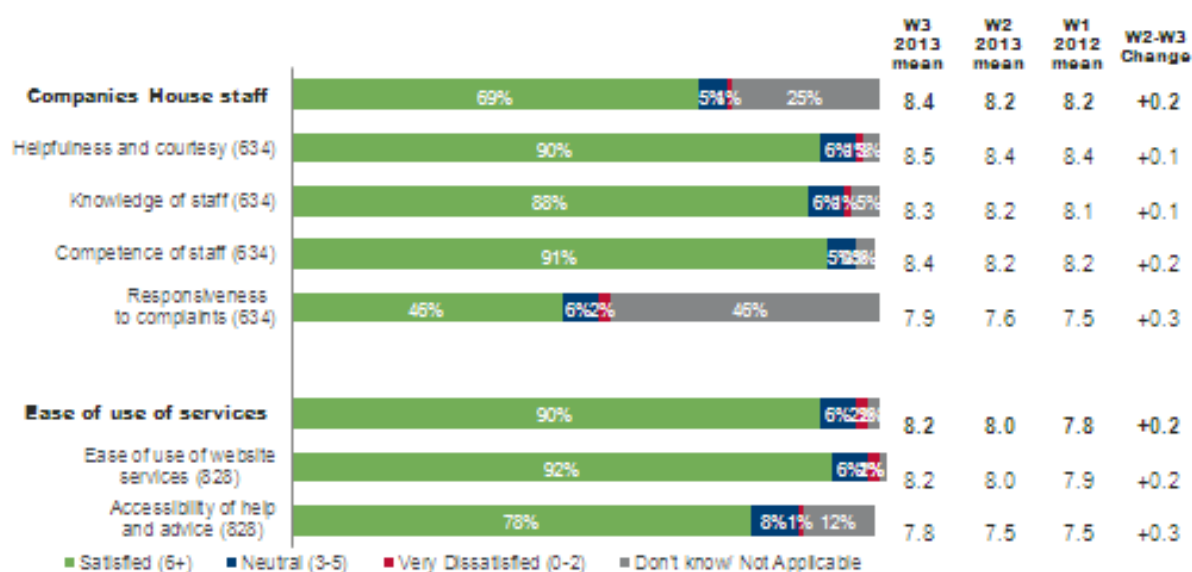


Companies House staff were rated very highly for most aspects. Website services were highly rated for ease of use (mean score of 8.2) though less highly rated for accessibility of help and advice (7.8), although this has improved since the previous survey. This is an area that Companies House will continue to aim to improve. The ratings for responsiveness to complaints has also slightly improved since the survey first began (from W1 to W3).

Fig 4: Satisfaction with aspects of Companies House service II



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



Base: 88 respondents (848), sub bases are shown in brackets

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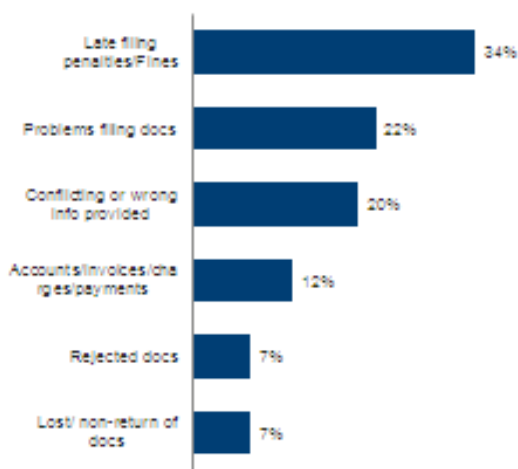
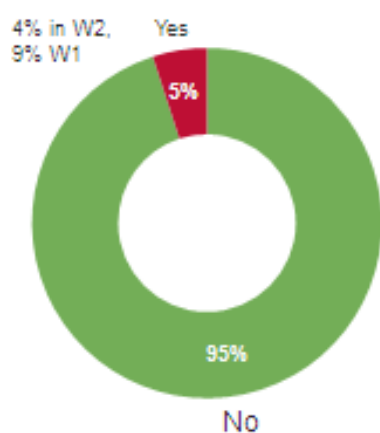
The level of complaints was low (Fig 5), only 5% of respondents having made a complaint about Companies House service in the last 12 months. This is lower than the 2012 level (9%) but in line with the results from Wave 2 (4%). Among the few (41 respondents in this survey) to have made a complaint this was most likely to have been about late filing penalties, problems filing documents or considering that conflicting/wrong information had been provided by Companies House.

Fig 5: Complaint levels and types of complaint



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

What was the complaint about?



Base: All respondents (648)

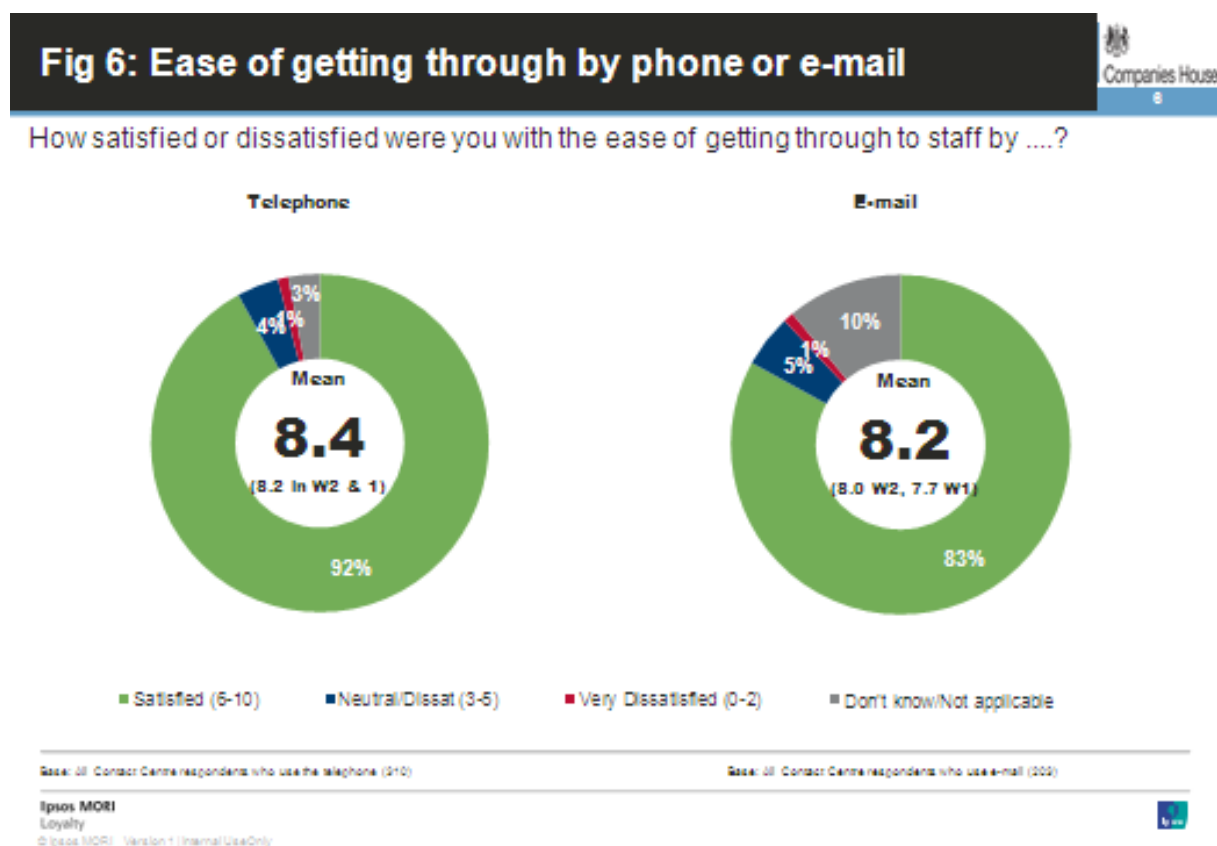
Base: All respondents who made a complaint (41)

NS Small base extra

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Companies House customers using the Contact Centre were generally satisfied with the ease of getting through to staff by telephone (mean score of 8.4 out of 10 overall) or e-mail (8.2) when needed (Fig 6). Ratings for both of these have further improved since wave 2.



Web Filing 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. These ratings have also slightly improved since the previous survey. The two aspects least well rated aspects, ease of completing the accounts template (7.6 out of 10) and the help pages on the Web Filing site (also 7.6), both had slightly improved ratings compared to the previous survey (when they were rated 7.4 and 7.3 respectively).

WebCheck service users also rated the service highly giving mean scores of 8.3 or more out of 10 to most aspects. Even the aspect with the lowest rating – design and layout of the site – was given an overall score of 8.0. Nearly all aspects of this service received higher ratings in the most recent survey than previously (improvements of +0.1 to +0.5 to the mean scores).

Companies House Direct users also rated nearly all aspects highly giving mean score of 8.0 or more for most aspects. However, there was still some criticism of the design and layout of the site (mean score of 7.6). Ratings for this aspect have not improved and Companies House will continue to try and improve the design.

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

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