



Companies House

Summary of selected key findings for survey participants

December 2015

Ipsos Loyalty

The Customer and Employee Research Specialists



Companies House

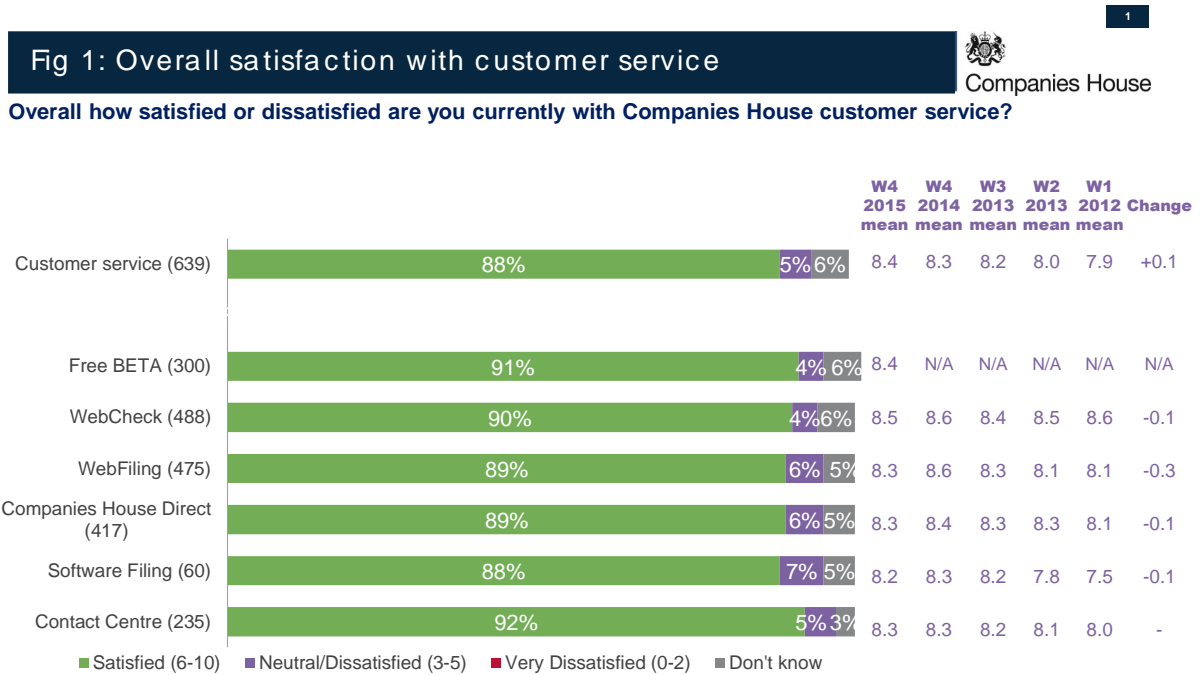
The Autumn 2015 annual customer satisfaction survey was carried out by the research agency Ipsos MORI on behalf of Companies House. This was the fifth wave of the survey (W5). The previous waves were conducted in Autumn 2014, in February and October 2013 and wave 1 in 2012.

Telephone and web interviews were carried out between 23rd September and 12th October 2015 with 639 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 their frequency of usage of the services varied considerably. 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.

This year a new service, free BETA, was provided by Companies House and satisfaction with this was also covered in the survey.

Overall satisfaction with Companies House in terms of customer service remains high with an overall mean score of 8.4 out of a possible 10, and 88% of respondents giving a score of 6 or more (Fig 1), i.e. reaching the Companies House satisfaction target of 88%.

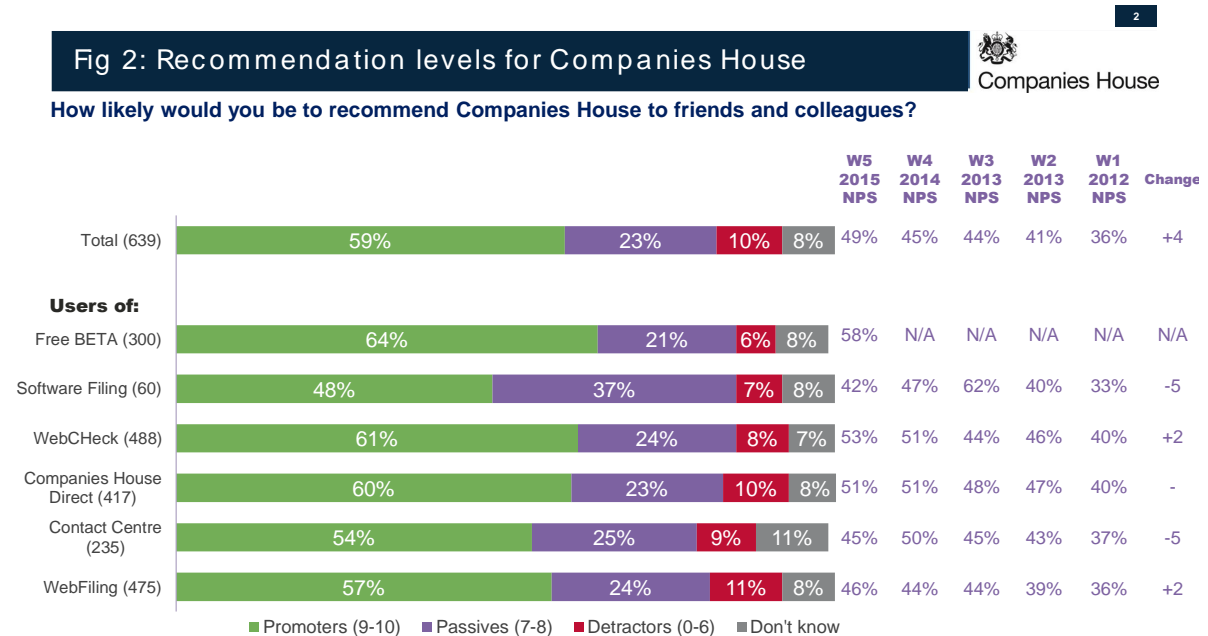


Base: All users of each service (number of ever users shown in brackets)

Overall satisfaction is also high among users of each of the services, especially from WebCheck and free Beta users.

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

Overall Companies House achieved a Net Promoter Score of +49 (59% Promoters giving a score of 9 or 10, less 10% Detractors scoring it 6 or less), a slight improvement on the NPS of +45% at wave 4.

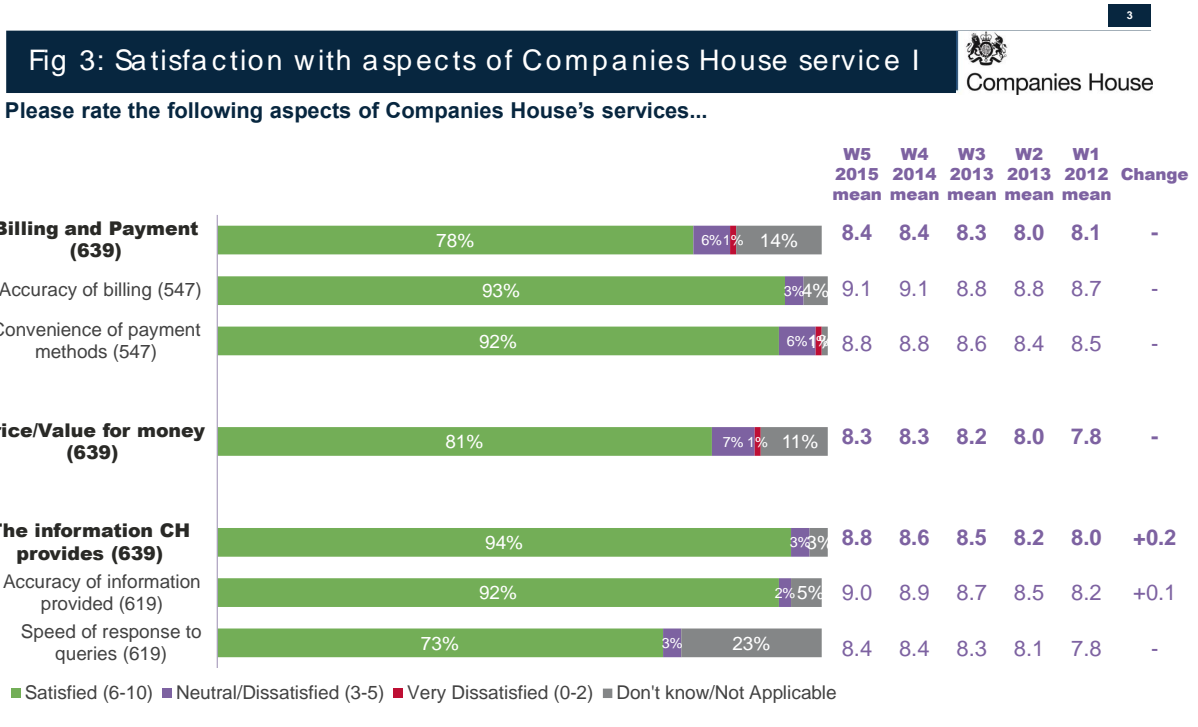


*NB Net Promoter score is specifically calculated as the percentage of customers who are promoters (loyal enthusiasts giving a score of 9 or 10) less the percentage of detractors (defined as giving a score of 0 to 6) who may be critical of the brand to others

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

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

The information Companies House provides is also highly rated (8.8) and especially for its accuracy (9.0). Satisfaction ratings have improved for the information provided from last wave.



Companies House staff were rated very highly for most aspects of their performance with an overall mean score of 8.5, slightly lower than at wave 4.

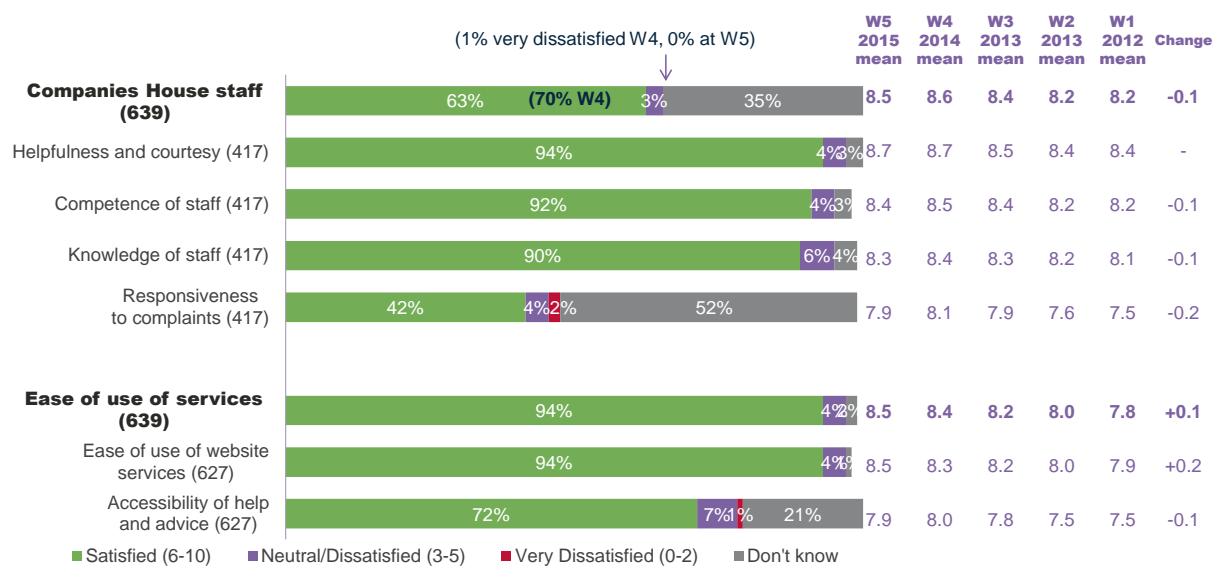
Website services were highly rated for ease of use (mean score of 8.5) but less so for accessibility of help and advice (7.9). Ratings for ease of use of the website services have gradually improved from wave to wave.

The ratings for responsiveness to complaints is comparable to wave 3 levels, having fallen back slightly this wave.

Fig 4: Satisfaction with aspects of Companies House service II

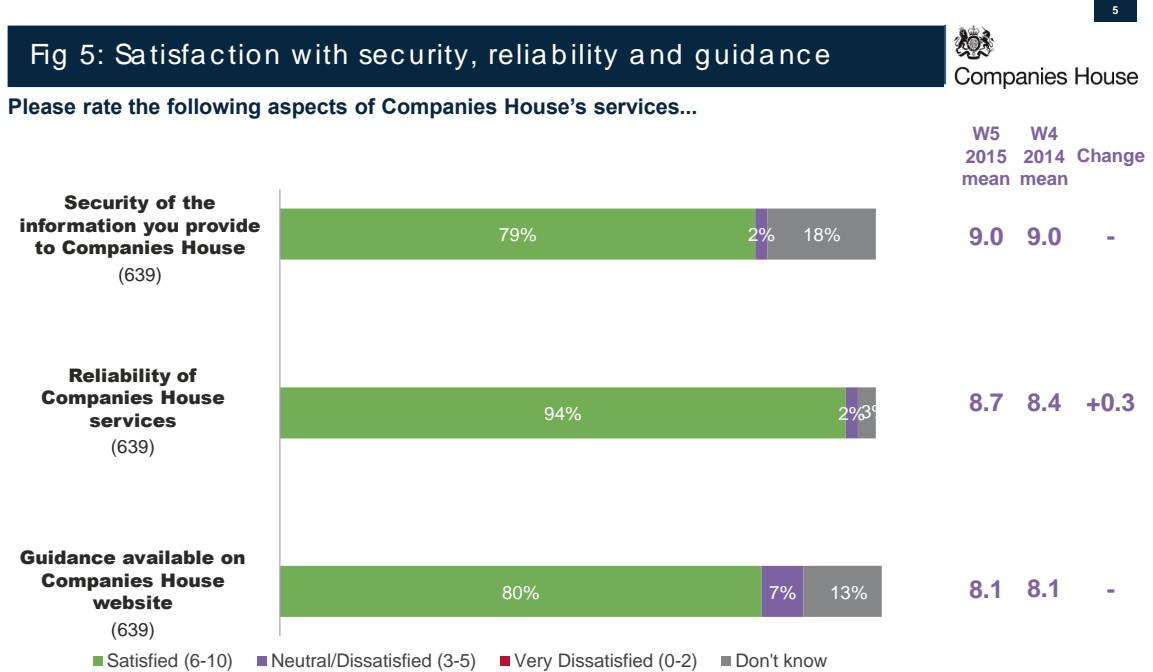


Please rate the following aspects of Companies House's services...



Satisfaction levels with the security of the information remain very high with a mean score of 9.0. The reliability of Companies House services is also highly rated and has improved from wave 4, with the mean score rising from 8.4 to 8.7.

Satisfaction is slightly lower for the guidance available on the website (8.1) but this rating has remained steady from last wave.



Base: All respondents (639)

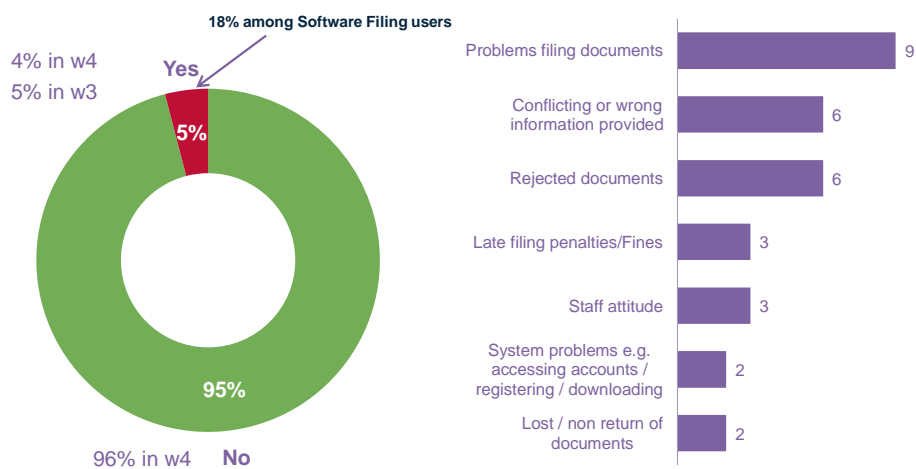
The level of complaints about service is low (Fig 6), with only 5% of respondents having made a complaint about Companies House service in the last 12 months, slightly higher than wave 4 levels but in line with wave 3.

The main problems among the few survey participants who had made a complaint (31 customers) were filing problems, conflicting/wrong information had been provided by Companies House or rejected documents.

Fig 6: Complaints about Companies House



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



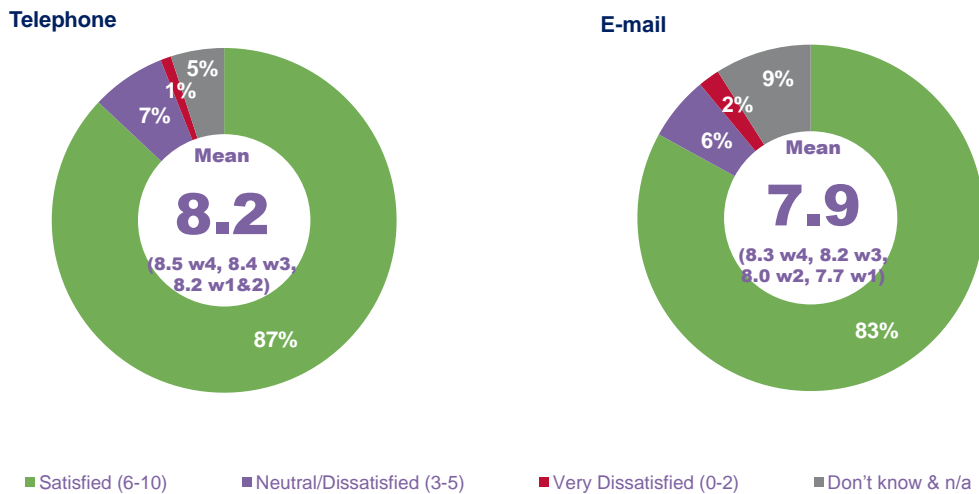
N.B. figures shown are the actual number of responses, rather than percentages due to the low base size

Base: All respondents (639)

Base: All respondents who made a complaint (31)

Companies House customers using the Contact Centre are generally satisfied with the ease of getting through to staff by telephone (mean score of 8.2 out of 10 overall) or e-mail (7.9) when needed (Fig 7) but ratings for both of these have fallen back from wave 4 with a few customers clearly very dissatisfied (1% for telephone contact and 2% for e-mail contact).

Fig 7: Ease of getting through by telephone and e-mail
 How satisfied or dissatisfied were you with the ease of getting through to staff by?



Base: All Contact Centre respondents who use the telephone (187)

Base: All Contact Centre respondents who use e-mail (108)

WebFiling service users rate 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 all aspects except the help pages (7.9). The ratings are very similar to last years (wave 4) the largest shifts being improved satisfaction with staff helpfulness (up from 8.3 to 8.6) but a decrease for the ease of navigating the site (falling back from 8.4 to 8.0, in line with satisfaction levels seen at earlier waves of the survey).

WebCheck service users also rate the service highly giving mean scores of 8.3 or more out of 10 to most aspects. Even the lowest rated aspects (design/layout of the site and accessing an order) were both given an overall mean score of 8.1. Satisfaction ratings have clearly improved for several aspects, particularly for available methods to pay, paying for an order and knowledge of the staff.

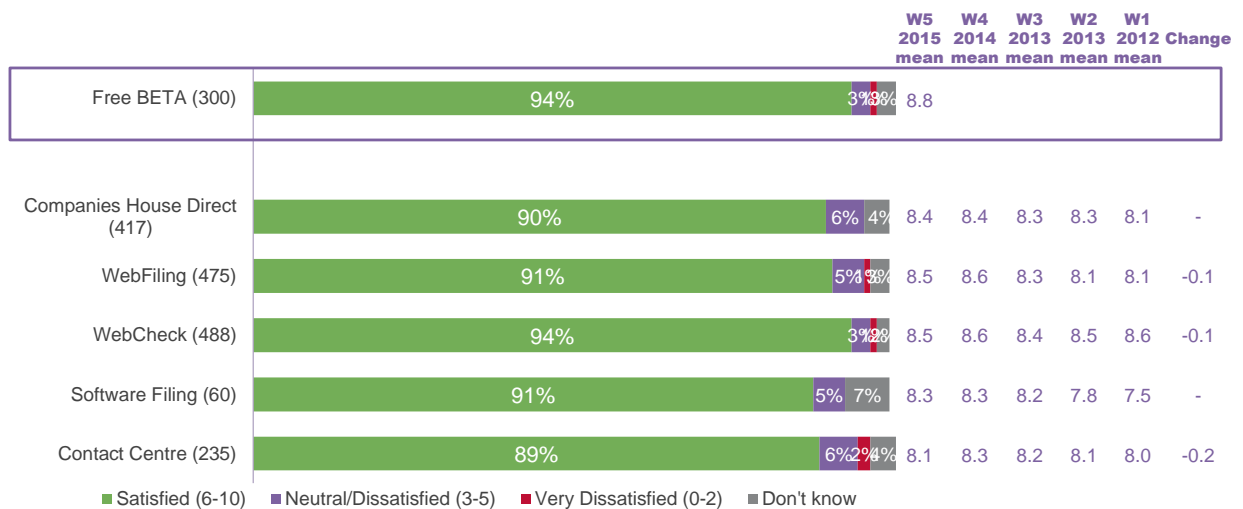
Companies House Direct users also rate most aspects highly giving mean scores of at least 8.1 to all aspects except site design/layout where there is still some dissatisfaction leading to a mean score of only 7.6 out of 10.

This year Companies House introduced a new information service called free BETA which provides accounts and various documents free of charge. Overall satisfaction with free BETA is high (a mean score of 8.8 out of 10) as are satisfaction ratings for nearly all aspects of the service. All aspects except one achieved ratings of at least 8.7 out of 10 with ease of use (9.3), reliability of service (9.2) and value to your company (also 9.2) being especially highly rated. The lowest rated aspect is the range of information available (at the time of the survey) with an overall mean score of 8.3.

Fig 8: Overall satisfaction with each service



Overall how satisfied or dissatisfied are you currently with?



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

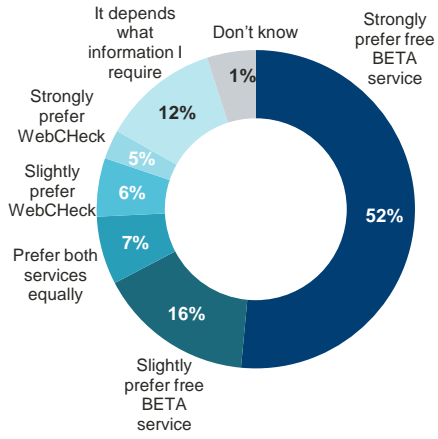


Overall satisfaction ratings of each service by their users (fig 8) shows that satisfaction levels are stable apart from a slight drop for the contact centre, the mean score falling from 8.3 at wave 4 to 8.1 this wave. Satisfaction is highest with the free BETA service (8.8) compared with the other services such as Web Filing (8.5) and WebCheck (also 8.5).

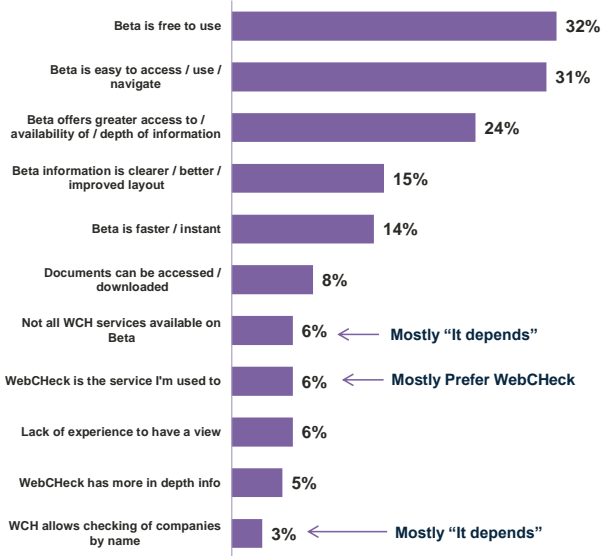
Fig 9 : Preference for BETA service versus WebCheck



Both the free BETA search service and WebCheck provide company information. Which of the two services do you prefer?



Why do you say that?



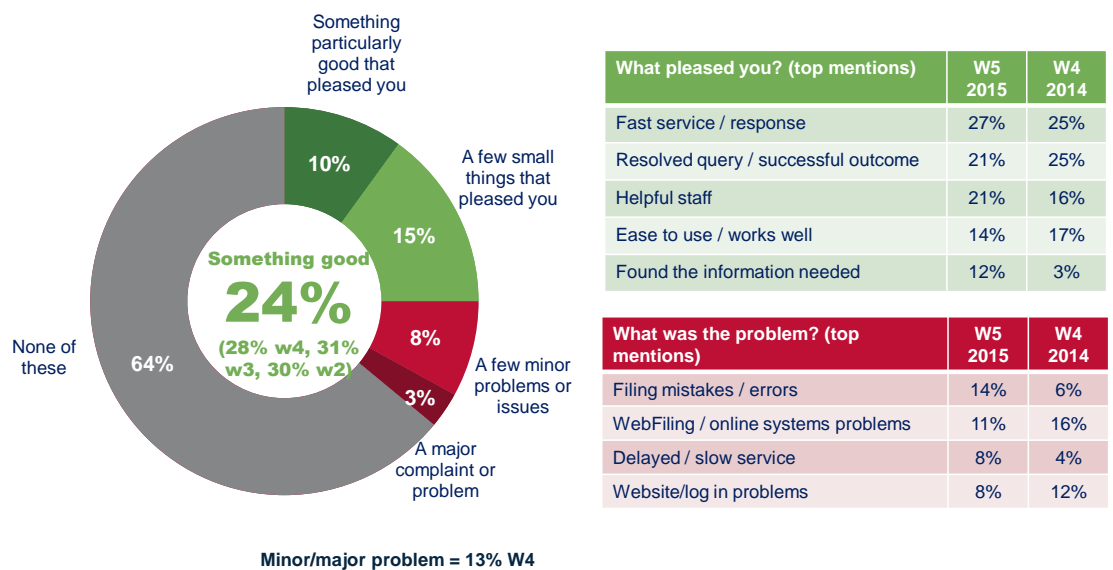
Base: All who have used both WebCheck and Free BETA (248)

When Companies House customers have experienced using both WebCheck and free BETA, the clear majority (68%) prefer free BETA - 52% strongly - and only 11% prefer WebCheck (fig 9). This preference is driven both by the service being free (mentioned by 32%) but also because it is easy to access and navigate (31%). A minority (12%) feel that their preference depends on what information they require, since not all services are available on BETA. Those who prefer WebCheck mostly do so because they are used to that service.

Looking back over their most recent experience of contact with Companies House (Fig 10) 24% had something good to mention and 64% were neutral. Only 11% had been left feeling that they had experienced a minor or major problem. The balance of opinion – praise versus criticism – is similar to previous waves.

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

Fig 10: Opinion of most recent contact experience Companies House
Thinking of your last contact with Companies House, did you experience any of the following?




Base: All respondents (639)

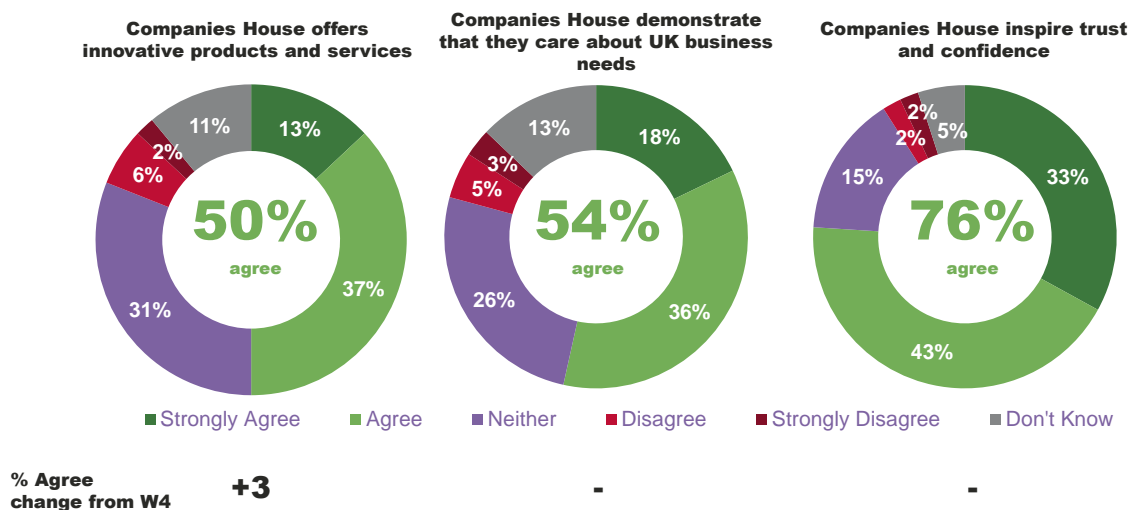
Base: All respondents with a positive experience (155); All respondents with a negative experience (73)

Reactions to three agree/disagree statements about Companies House were clearly positive (Fig 11). Three-quarters (76%) agreed that they “inspire trust and confidence”, unchanged from the level seen at wave 4, with only 4% disagreeing

Over half (54%) agree that “Companies House demonstrate that they care about UK business needs”, the same level as seen at wave 4. Only 8% disagree.

Half of those surveyed (50%) agree that “Companies House offer innovative products and services” with only 10% disagreeing, and this has improved slightly since wave 4 (47% agreed).

Fig 11: Attitudes towards Companies House  Companies House
Thinking more broadly about Companies House, how much do you agree or disagree with the following statements?



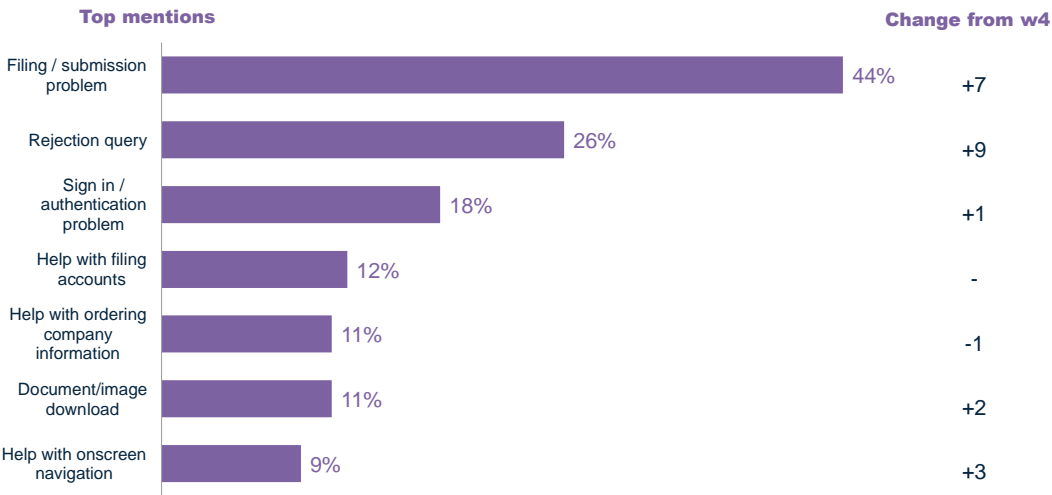
Base: All respondents (639)

Looking at all the possible reasons for contacting Companies House Contact Centre, filing and submission problems continue to be the leading reason (44%) for contact, followed by rejection queries (26%) and sign-in problems (18%).

Fig 12: Reasons for contacting 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 (202)

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