Department for
Business & Trade

Export Client Quality Survey for Businesses Supported April 2023 to March 2024

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This is a report of research carried out by Ipsos UK Public Affairs, on behalf of the Department for Business and Trade.

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This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252.

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1 Executive Summary

1.1 Introduction

The Department for Business and Trade (DBT) is responsible for promoting exports, both in terms of driving demand from overseas and encouraging UK businesses to export. DBT offers export promotion services to businesses that wish to seek support with exporting. It tracks the quality and reported impact of its export promotion services through monthly surveys, known as the Export Client Survey (ECS). The main aims of the ECS are to:

- Track client perceptions of the quality of support and advice provided by DBT
- Provide a measure of reported impact on businesses from using a DBT service
- Understand what drives performance and how services can be improved over time

The ECS comprises 2 linked surveys: a Quality Survey (QS) and a Reported Impact Survey (RIS). This report presents findings from the QS.[1] The findings are based on 3,421 interviews conducted by Ipsos UK with businesses who used a DBT service between April 2023 and March 2024. The eleven DBT export promotion services covered by the ECS in 2023/24 are outlined and described in more detail in Table 3.3.1.

Businesses were classified as ‘Sustain’, ‘Reassure’ or ‘Promote’ depending on their export status.

- ‘Sustain’ are those businesses that were currently exporting
- ‘Reassure’ are those businesses that had previously exported but not in the past 12 months
- ‘Promote’ are those businesses that had never exported before

1.2 Profile of businesses

The overall profile of businesses using the in-scope DBT export services in terms of size (by number of employees) and sector has remained stable year on year. However, the profile of businesses in terms of turnover changed with a higher proportion of businesses with a turnover of £500,000 or more in the sample (69% in 2023/24 versus 66% in 2022/23). Around 1 in 5 businesses (23%) were not selling overseas at the time they used DBT export services. Of these non-exporters, more than half (54%) say they are likely to export in the next 12 months, though this represents a fall from 63% in 2022/23.

1.3 Key metrics

As in previous years, businesses using DBT’s non-digital export services tended to be more positive across all metrics than businesses using DBT’s digital export

[1] Only statistically significant differences (at the 95% confidence level) are reported. The confidence intervals will vary between services, due to differences in sample sizes.

services. This included metrics such as satisfaction with the service (77% for non-digital service users versus 71% for digital), whether the service had met their business's needs (71% for non-digital versus 65% for digital) and Net Promoter Score, as defined below (+34 for non-digital service users versus +26 for digital).

Similarly, larger businesses using DBT's export services tended to be more positive than smaller businesses. This included metrics such as whether businesses reported they were satisfied with the service (83% of large businesses versus 72% of micro/small businesses), whether the service met their business's needs (76% of large businesses versus 66% of micro/small businesses) and Net Promoter Score (+37 for large businesses versus +27 for micro/small businesses). Medium-sized businesses (+44) were most likely to recommend using the service.

These differences may reflect the degree of personalised interaction and support provided, both in terms of different businesses' expectations and needs and how delivery responds to these expectations and needs.

In general, key metrics in 2023/24 were either in line with the 2022/23 survey results or improvements were reported. Metrics showing overall improvement included Net Promoter Score and meeting business needs.

Net Promoter Score (NPS)

NPS is a summary measure of how likely it is that businesses would recommend using a service or product. Businesses were asked to provide a score between 0 and 10, with 10 being the most positive response. Scores of 9 and 10 were banded together as 'Promoters' and scores of 0 to 6 as 'Detractors'. Around half of businesses were Promoters (51%) and 2 in 10 businesses were Detractors (20%), which was in line with 2022/23 (50% and 22% respectively).

NPS is calculated as the difference between the percentages of 'Promoters' and 'Detractors'. A positive NPS means more businesses would recommend the service than would not. The overall Net Promoter Score (NPS) saw an increase in 2023/24 (+30) compared to 2022/23 (+28). Looking at NPS by export service, there was also an increase in the NPS for the International Markets (IM) service (from +17 in 2022/23 to +25 in 2023/24).

Satisfaction

Businesses were asked to rate their satisfaction with the service they received on a scale of 0 to 10, with ratings of 7-10 grouped as 'Satisfied' and ratings of 0-3 grouped as 'Dissatisfied'. Businesses' satisfaction with the service they received remained stable year on year (74% in 2023/24 versus 72% in 2022/23).

The most commonly mentioned reasons for dissatisfaction also remained consistent in 2023/24, with 50% of dissatisfied businesses saying that DBT did not give enough information or advice. This was followed by a perception that the service did not meet expectations (cited by 42% of dissatisfied businesses).

Areas for improvement

Almost 3 in 5 businesses overall (58%) stated potential improvements. The most commonly cited suggestions related to better support (33%) and better communication (26%).

Support and communication (50% and 39% respectively) were also the key areas that NPS detractors raised as areas for improvement. The most frequently cited specific improvements among detractors were more sector or industry specific services (29%), more knowledgeable staff (15%), and more communication or information (23%).

Meeting business needs

Businesses were asked to rate whether the DBT export service they used had met their needs on a scale of 0 to 10, with ratings of 7-10 grouped as having met businesses' needs and ratings of 0-3 grouped as businesses' needs not being met. In 2023/24, more businesses said their needs were met, with 69% of businesses saying their needs were met compared with 65% in 2022/23. This is also reflected across the different export services. 1 in 10 businesses (10%) said their needs were not met, which was broadly in line with 2022/23 (12%).

Barriers

Businesses' reported barriers to exporting remained consistent year on year, with the top barrier being access to the right contacts, customers and networks (39% in 2023/24, compared with 40% in 2022/23).

Around two-thirds of businesses overall (68%) said the service they used helped with at least one barrier, especially knowledge of support available from DBT and elsewhere (60%) and knowledge of export opportunities available (54%).

1.4 Issue with OMIS Data

A small number (n=8) interviews about the Overseas Market Introduction Service (OMIS) were included in metrics for all services, despite the service not being delivered in 23/24. This data has a negligible impact on overall results. Instances of OMIS being reported separately are noted with footnotes. Service-level metrics for OMIS are not reported due to the low sample size, ensuring comparisons between services remain unaffected.

2 Introduction

2.1 Background to the research and objectives

The Department for Business and Trade (DBT) formed in February 2023 as part of the Machinery of Government (MoG) changes which incorporated the former Department for International Trade (DIT) and former Department for Business, Energy and Industrial Strategy (BEIS). DBT is responsible for promoting exports, both in terms of driving demand from overseas and encouraging UK businesses to export.

As part of this, DBT offers export promotion services to businesses that wish to seek support with exporting. This includes, for example, support through International Trade Advisers (ITAs) who provide businesses with impartial face-to-face advice, to help them to identify the services and support they need to grow internationally. Table 3.3.1 below provides an overview of the services that DBT provides which are in scope for this research.

2.2 The Export Client Survey

DBT tracks the quality and reported impact of its export promotion services through monthly surveys known as the Export Client Survey (ECS). The main aims of the ECS are to:

- Track client perceptions of the quality of support and advice provided by DBT
- Provide a measure of reported impact on businesses from using a DBT service
- Understand what drives performance and how services can be improved over time

The ECS forms a key component of the export promotion Monitoring and Evaluation Framework. The ECS comprises 2 linked surveys: a Quality Survey and a Reported Impact Survey. This report presents findings from the Quality Survey. This is primarily a telephone survey (an online option is also available), reporting on the number of unique businesses supported by DBT, the perceived quality of the advice and support provided, and firms' satisfaction with the service or product received. The findings in this report are based on interviewing businesses that used DBT services between April 2023 and March 2024. Throughout this report, when findings from businesses that used DBT services in 2023/24 are compared to findings from the 2022/23 survey, these are statistically significantly different at the 95% probability level.

The reporting structure of the Quality Survey has changed for 2023/24. The new structure focuses on key metrics agreed with DBT and identifies significant differences by service type and key firmographic variables.

3 Methodology

This chapter provides an overview of the method used for the study. More in-depth detail can be found in the Technical Report.

3.1 Sample frame and sample design

The Quality Survey is based on a monthly sample of businesses that have used a DBT export promotion service. The sample is designed to be representative of businesses supported by DBT. Services with a base size of fewer than 50 completes in 2023/24 are included in the overall analysis in this report but are excluded from the relevant charts displaying breakdowns of results by service. The sample design and selection reflect the longitudinal aspect of each business's interactions with DBT products and services, i.e. the varying combinations of historic service deliveries received by a business. The survey invites businesses to focus on one specific interaction with a DBT product or service and to answer about that interaction only. However, it is not possible to fully control for the wider experiences that businesses may have drawn on when answering the survey.

Certain records were not eligible to be sampled each month, including public sector businesses, businesses with non-UK telephone numbers, and those that had been sampled in a previous month for the ECS.[2]

Where a sampled business had received more than one service in the previous month, they were allocated a single main service for the survey. Businesses were given a higher probability of being allocated to less commonly used services than more commonly used services. This was to increase the analysis potential of the survey data by service type.

There is normally a 3-month period between when a business interacts with DBT and when the interview is conducted. For example, businesses with interactions in April 2023 were included within the April sample with fieldwork completed in July 2023. This is part of the survey design to ensure the interaction was recent enough to be memorable. A number of measures were implemented to aid recall, such as sending respondents an advance email informing them about the survey[3], and prompting respondents with the name of the service they used and when they used it.

Table 3.3.1 provides an overview of the DBT services that are in scope of this research.

[2] To reduce the burden of participating in research, a business is only included within the Quality Survey once in any 12-month period.
[3] A copy of the advance email can be found in the Technical Report.

Table 3.3.1: DBT export promotion services in scope for the ECS

Service	Service description	Digital or non-digital delivery	Interviews achieved (2023/24)
International Trade Advisers (ITAs)	Provides businesses with impartial face-to-face advice, to help them to identify the services and support they need to grow internationally.	Non-digital	984
Missions	Services related to events (trade fairs and market research) but with a specific focus on face-to-face deal-making.	Non-digital	167
Posts	An overseas network that provides in-depth knowledge of local markets, and access to reliable contacts to enhance UK firms' export competitiveness.	Non-digital	408
International Markets[4] (IM)	Provides information and advice to small and medium-sized businesses looking to export to particular overseas markets.	Non-digital	225
Export and Investment Teams	Works directly with industry and the international network to facilitate collaboration between UK businesses, co-ordinate government to government engagement, and support trade missions.	Non-digital	272
Export Academy	Gives businesses the know-how to sell to customers around the world by learning from experts in international trade.	Digital	951
Digital Exporting Programme Webinars[5]	Aims to provide information to a target audience, ranging from experienced exporters to businesses that are new to exporting.	Digital	331
Overseas Market Introduction Service (OMIS)	Provides information about an overseas market and contacts for possible customers or business partners. A charged service delivered by staff at British Embassies and Consulates overseas.	Non-digital	8*[6]
Selling Online Overseas (SOO)	An online service containing details of some of the leading e-marketplaces and details of special deals negotiated by DBT.	Digital	5*
Export Opportunities	An online service on great.gov.uk which promotes global exporting opportunities to UK businesses	Digital	45*

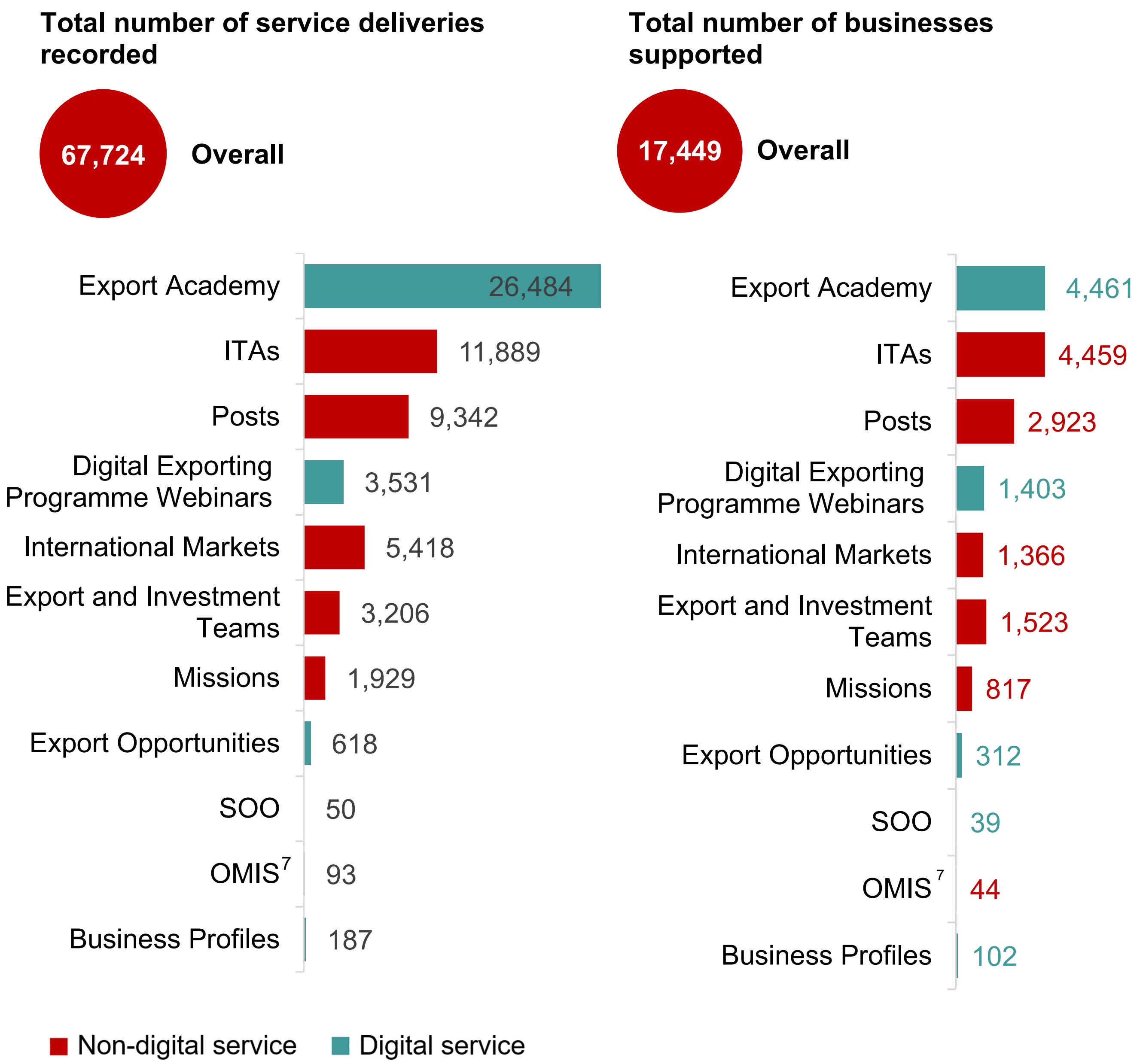
[4] Previously known as the Export Support Service – International Markets (ESS-IM).
[5] For this report, Export Academy and Digital Exporting Programme Webinars are categorised as digital services for comparison purposes. However, these services are not self-serve digital offerings, as they primarily involve live, virtual delivery by instructors, with some Export Academy services also offered as in-person sessions.
[6] OMIS service not delivered in 23/24. Please see section 1.4.

Business Profiles	An online service which enables businesses to promote products and services to international buyers.	Digital	25*

* Indicates a base size of fewer than 100, to be treated with caution.

In total, there were 64,724 recorded service deliveries related to the services covered by the ECS between April 2023 and March 2024. From these records, 17,449 unique businesses were supported through the services covered by the ECS in this period.

Chart 3.3.1: Service deliveries recorded and businesses supported, by service type (April 2023 to March 2024)



[7] OMIS service not delivered in 23/24. Please see section 1.4.

Description: Two bar charts with the first showing the total number of service deliveries recorded and the second showing the total number of businesses supported, both by service type. The main findings were presented in the text preceding the chart.

3.2 Fieldwork

The vast majority of the 3,421 interviews were conducted using Computer-Assisted Telephone Interviewing (CATI), with only 96 businesses completing the survey online using Computer-Assisted Web Interviewing (CAWI). The use of CAWI was introduced into the Export Client Survey at the request of DBT to facilitate the potential accessibility needs of respondents.

All respondents were sent an email prior to being contacted, to let them know the purpose of the research and provide them with an opportunity to contact Ipsos UK to ask any questions or opt out of the research. Fieldwork for this report began in July 2023 (interviewing businesses that received support from DBT in April 2023). This report covers DBT services delivered between April 2023 and March 2024. The mean telephone interview length was 22 minutes and 23 seconds.

3.3 Analysis

Many of the questions in the survey asked participants to rate their customer experience using a scale from 0 to 10, where 10 was the most positive response and 0 was the least positive response. Responses have been grouped into positive (a score of 7 or higher), neutral (a score of 4 to 6), and negative (a score of 3 or below).[8] Respondents could also say 'Don't know' or 'Not applicable'. Those who answered 'Don't know' or 'Not applicable' are generally included in analysis, with the exception of analysis by business turnover, where 'Don't know' and 'Not applicable' answers are excluded to maximise year-on-year comparability.

Where percentages shown in charts or tables do not total to exactly 100% (or where they do not exactly total to a summary statistic such as agree/disagree) this is due to either rounding and/or because some questions allowed participants to choose more than one response option.

Base sizes displaying the number of businesses that responded to any question (excluding those that said the question did not apply to them) are shown on each chart. Charts and tables in the report display the confidence intervals (CI) for each survey question estimate. When a survey is carried out, the businesses that take part are only a subset of those in the population and as such may not give an exact representation of the 'true' average in the population. 95% of confidence intervals will contain the true mean.

In addition, where the results for one group of businesses are compared with the results for another group, any differences discussed in the text are statistically significant at a 95% confidence level, unless otherwise stated. This means that there

[8] With the exception of Net Promoter Scores, as this metric works on a different scale as discussed in Chapter 5.

is a 5% chance that we have reported a significant difference where in fact there was none.

Throughout this report the data shown is self-reported by businesses. This means we use businesses’ answers to the survey questions and data does not come from a secondary source.

3.4 Weighting

The survey data is weighted to ensure that the achieved sample is as representative of the entire population of businesses supported as possible and accounts for (i) the number of businesses supported for each individual service, and (ii) the number of businesses supported each month.

Weights were calculated at 2 levels:

- A **company level weight**: this weight is applied to questions which are not dependent on the service the business was sampled for, for example, questions about the business itself or about its experiences of DBT services in general.
- A **service level weight**: this weight is applied to questions which relate specifically to the service for which the business was sampled.

3.5 Changes to the survey since the previous year

A number of changes were introduced to the survey questionnaire compared to the previous year (2022/23) in light of changes to service delivery and policy priorities. These include:

- Reinstatement of a question on whether goods, services, or both goods and services had been exported
- Reinstatement of a question on which other organisations businesses has been in contact with, including some changes in answer codes
- Rotation out of one of the questions on outcomes experienced
- Rotation out of questions on where businesses had first heard about DBT.
- Rotation out of a question on awareness of DBT advertising

Further detail on these changes can be found in the Technical Report. A copy of the survey questionnaire can also be found as a separate document on the webpage.

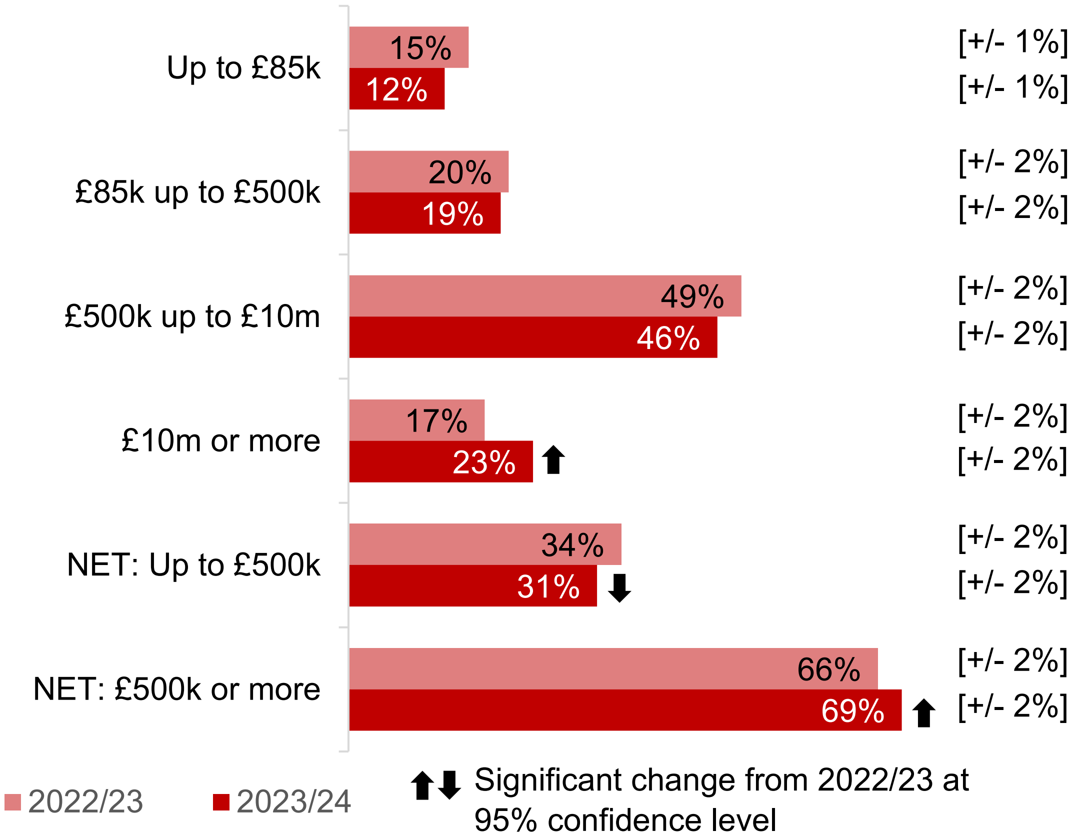
4 The Exporter Population

This chapter explores the profile of businesses in terms of their export behaviours and firmographics. The findings are based on interviews with 3,421 businesses that used a DBT service between April 2023 and March 2024. Please note that the findings presented in this section may not reflect the profile of all businesses supported by DBT and should therefore be treated with a degree of caution.

4.1 Turnover, sector and size

Around 7 in 10 businesses (69%) using DBT services in 2023/24 reported a turnover of £500,000 or more, which is reflective of the eligibility criteria for the services in scope - only digital services and the export academy are aimed at businesses with a turnover of less than £500,000. Compared to 2022/23 the proportion of businesses with a reported turnover of £500,000 or more using DBT services was higher in 2023/24 (69%, up from 66%), and a smaller proportion of businesses had a reported turnover of up to £500,000 (31%, down from 34% in 2022/23). This change is driven by an increase in 2023/24 in the share of businesses with a reported turnover of £10 million or more.

Chart 4.1.1: Turnover

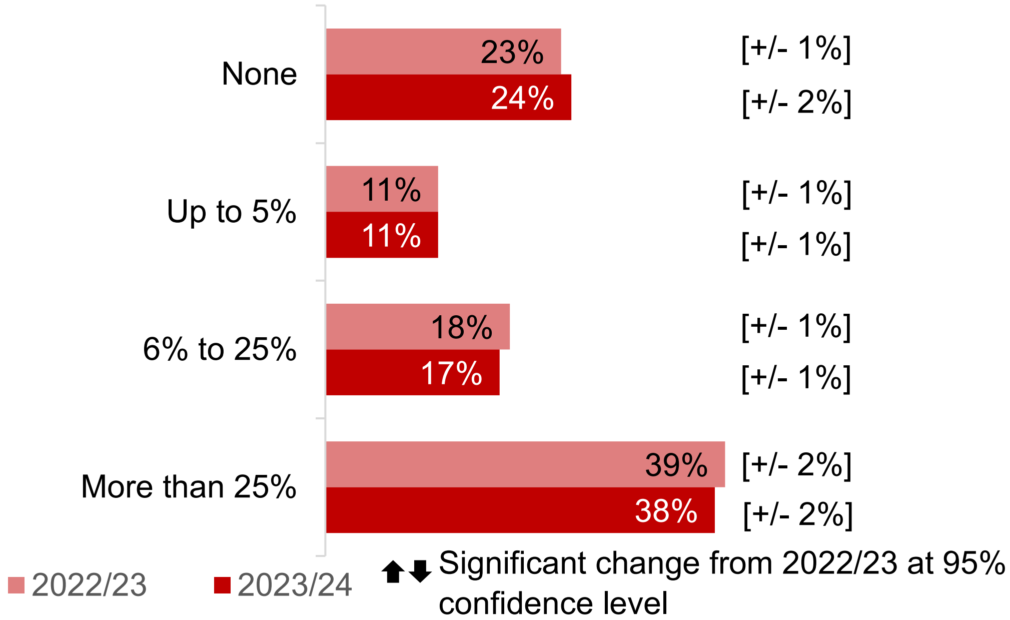


Caption: Qturnover – What is your annual turnover in the UK (i.e. excluding any overseas sites of multinational businesses)? Base: All businesses that used a service (excluding Don't know/Refused) (n= 2,692 (2022/23), n= 2,191 (2023/24)).

Description: Clustered bar chart comparing the annual UK turnover of businesses using DBT services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

The proportion of reported turnover derived from exporting goods and services is in line with the findings from 2022/23. Almost 2 in 5 businesses (38%) reported that more than a quarter of their turnover came from exporting, while almost 1 in 5 (17%) reported that between 6% and 25% of their turnover came from exporting. Around a quarter (24%) reported that none of their turnover came from exporting (Chart 4.1.2).

Chart 4.1.2: Proportion of turnover from exporting

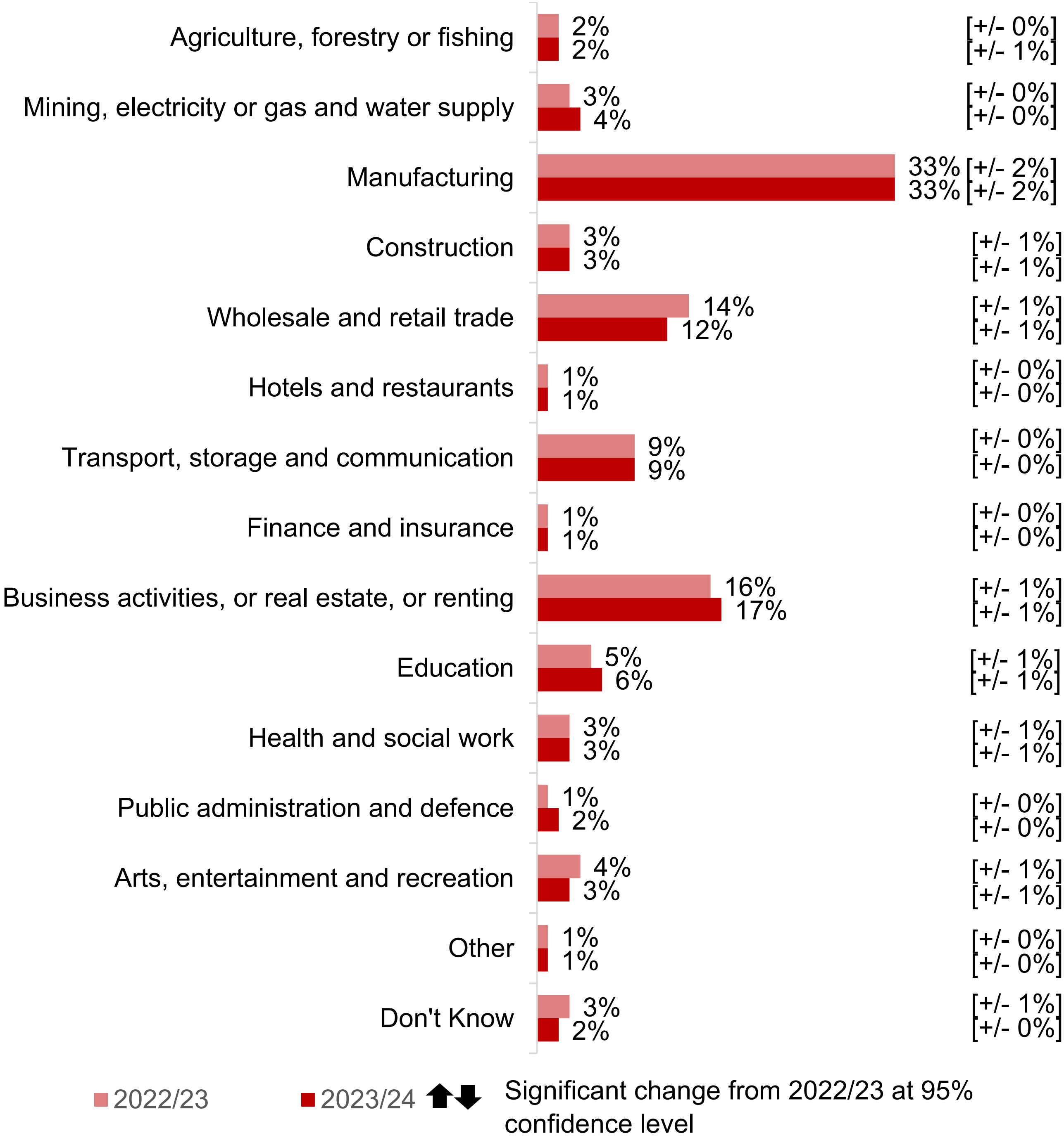


Caption: Qturnexp – In the last year, approximately what percentage of your business' turnover was accounted for by exports? Base: All businesses that used a service (n= 3,999 (2022/23), n= 3,421 (2023/24). 'Don't know' and 'Refused' responses not shown.

Description: Clustered bar chart comparing the proportion of turnover from exporting of businesses using DBT services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

In line with the findings for 2022/23, the most commonly represented sectors in the 2023/24 survey were Manufacturing (33%), Business activities or real estate or renting (17%), and Transport, storage and communication (9%) (Chart 4.1.3).

Chart 4.1.3: Sector

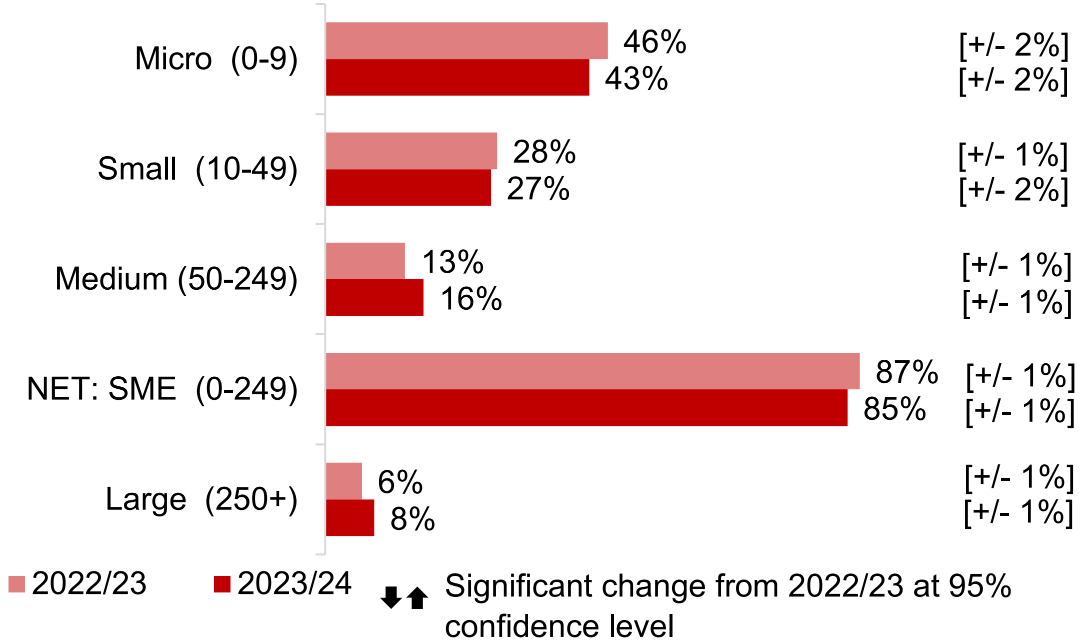


Caption: Qactivities – What sector does your business best fit into? (n= 3,999 (2022/23), n= 3,421 (2023/24)).

Description: Clustered bar chart comparing the sectors businesses using DBT services best fitted into in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

In terms of business size, the profile is similar to 2022/23, with the majority of businesses (85%) classified as SMEs (Chart 4.1.4).

Chart 4.1.4: Size (number of employees)



Caption: Q062 - QNUMEMP Approximately, how many employees are currently on your payroll in the UK, excluding owners and partners, across all sites? Base: All businesses that used a service (n= 3,999 (2022/23), n= 3,421 (2023/24)). 'Don't know' and 'Refused' responses not shown.

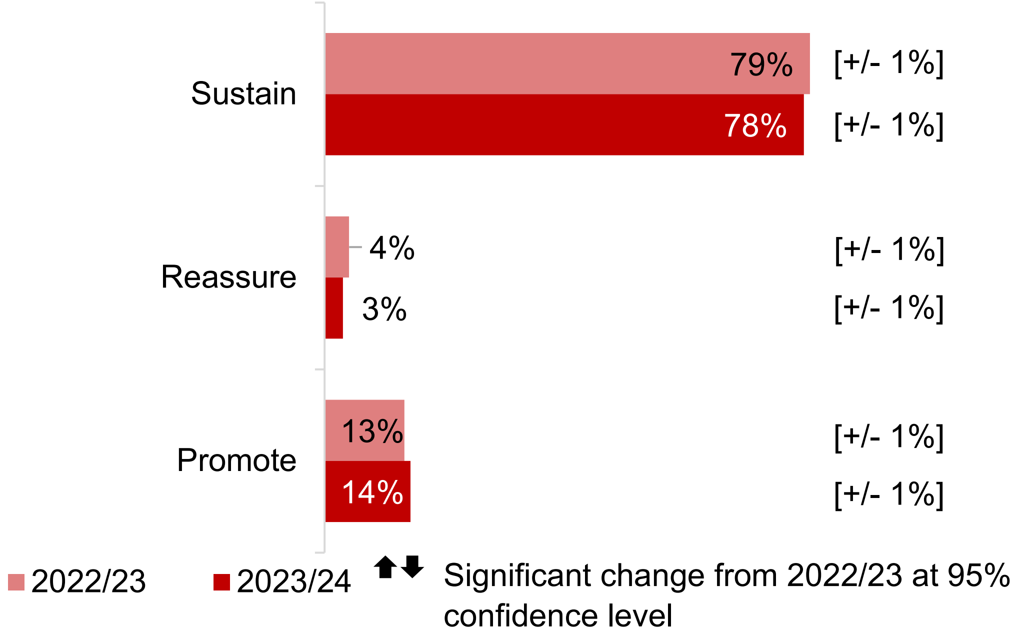
Description: Clustered bar chart comparing the number of UK employees businesses using DBT services had on their payroll in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

4.2 Exporting behaviour

Current exporters made up the overwhelming majority of businesses interviewed: around 8 in 10 (78%) were currently exporting (classified as 'Sustain'). Around 1 in 7 (14%) had never exported before (classified as 'Promote'), while 3% had exported before but not in the past 12 months (classified as 'Reassure')[9] (Chart 4.2.1). These proportions are in line with those recorded in 2022/23.

[9] Sustain = current exporters; Reassure = exported before but not in the last 12 months; Promote = not exported before.

Chart 4.2.1: Exporter status

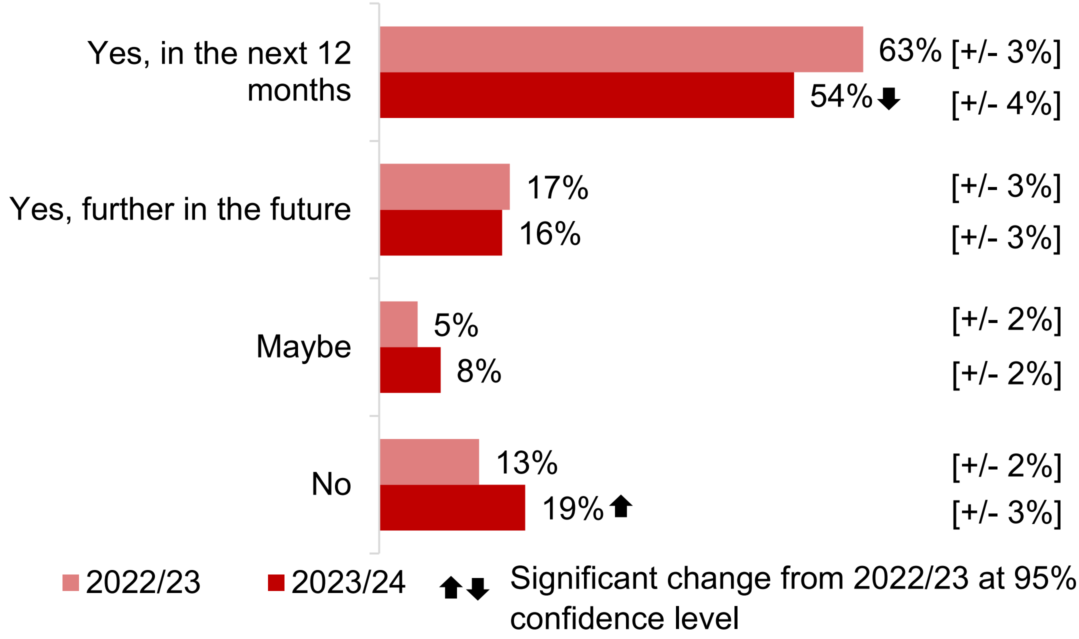


Caption: Qexportstatus – at the time of your dealing with the service, was your business already selling goods or services overseas? Qexportstatus2 – And did you sell goods or services overseas in the 12 months before that? Base: All businesses that used a service (n= 3,999 (2022/23), n= 3,421 (2023/24)). 'Don't know' and 'Refused' responses not shown.

Description: Clustered bar chart comparing the exporter status of businesses who had used DBT services in 2022/23 and 2023/24.The main findings were presented in the text preceding the chart.

More than half of former exporters planned to export again: 54% of businesses that were not exporting but had done so previously, planned to export in the next 12 months, though this is lower than in 2022/23 when it was 63%. Conversely, the proportion of former exporters with no plans to export in the next year increased from 13% in 2022/23 to 19% in 2023/24 (Chart 4.2.2).

Chart 4.2.2 Former exporter plans to sell overseas

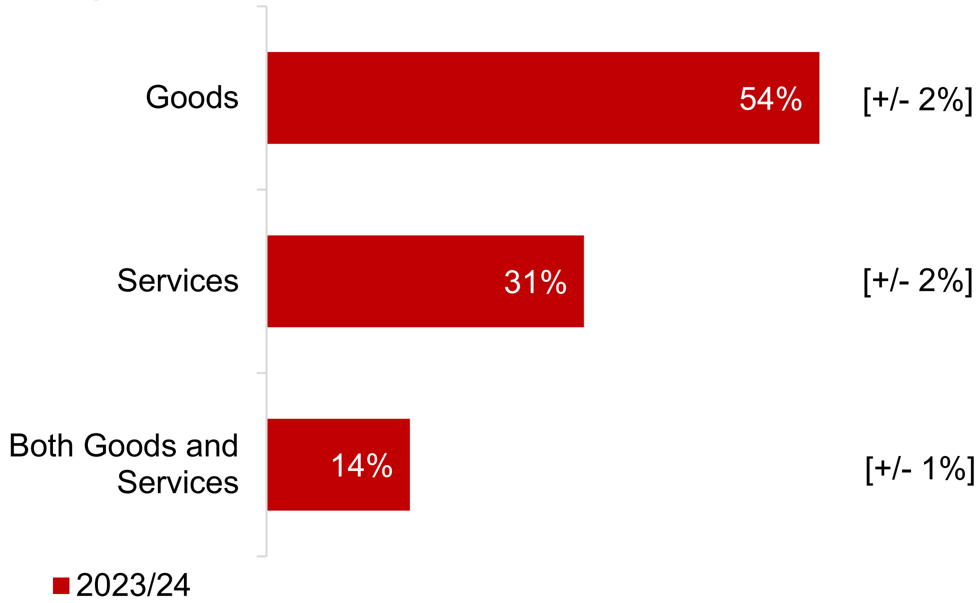


Caption: Qexportfuture- And do you plan to sell goods or services in the future? Base: All businesses that used a service and are not currently exporting but have previously sold goods or services overseas (n= 893 (2022/23), n= 772 (2023/24)). 'Don't know' and 'Refused' responses not shown.

Description: Clustered bar chart comparing the plans of businesses that were not currently exporting to sell overseas in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

More than half of current exporters (54%) said they exported only goods overseas. Around 3 in 10 (31%) reported exporting only services, while around 1 in 7 (14%) exported both goods and services.

Chart 4.2.3 Export Goods and/or Services

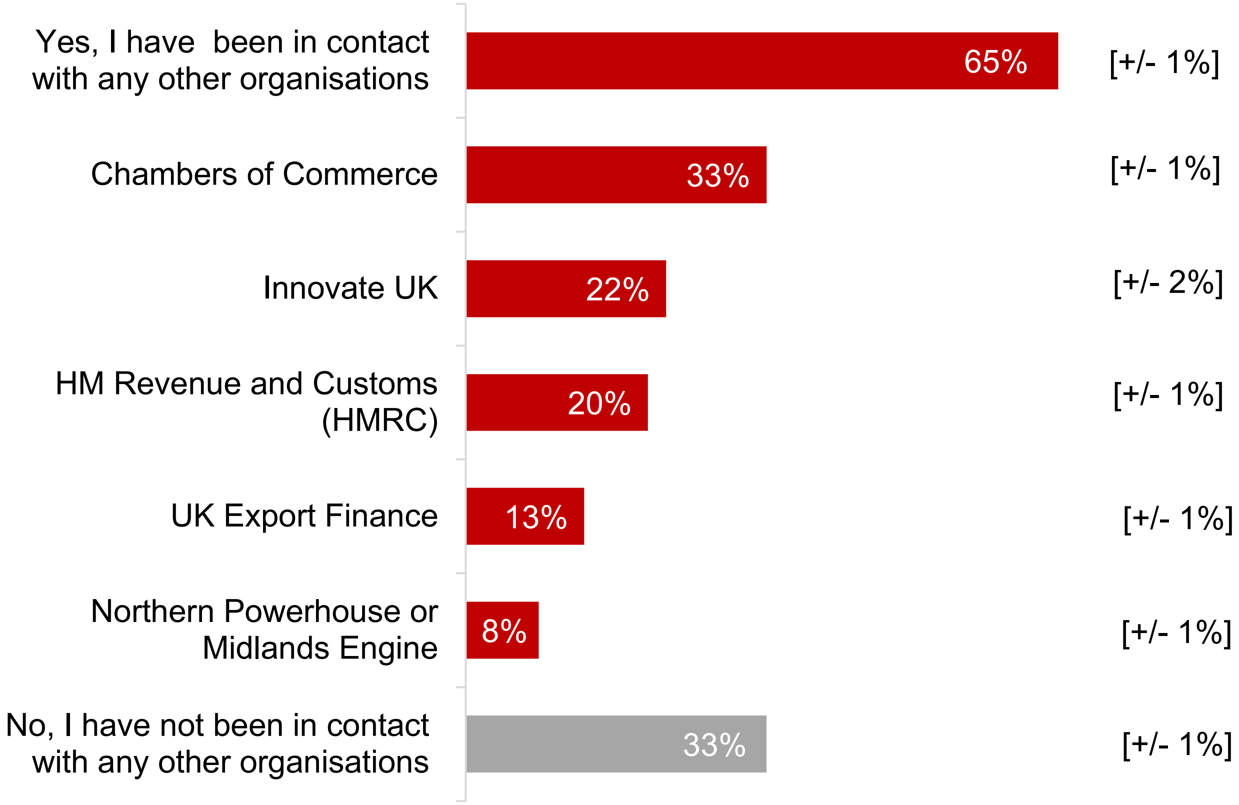


Caption: QTYPEXP - And was it GOODS, SERVICES or BOTH that your business exported outside of the UK? All businesses that export (n= 2,793 (2023/24)). Question not asked in 2022/23. ‘Don’t know’ and ‘Refused’ responses not shown.

Description: Bar chart showing whether businesses exported goods, services of both from the UK in 2023/24. The main findings were presented in the text preceding the chart.

Businesses were asked if they had been in contact with any organisations in addition to DBT to find out more about exporting or for support with any current or future existing activities. Almost two-thirds (65%) said they had been in contact with other organisations. The organisations most likely to have been contacted were Chambers of Commerce (33%), Innovate UK (22%) and His Majesty’s Revenue and Customs (HMRC) (20%) (Chart 4.2.4).

Chart 4.2.4 Contact with Other Organisations



Caption: QCONTACT – And in addition to the Department for Business and Trade (DBT), have you been in contact with any of the following organisations to find out more about exporting or support any current or future exporting activities? All businesses (n= 3,421 (2023/24)). Question not asked in 2022/23. ‘Don’t know’ and ‘Refused’ responses not shown.

Description: Bar chart showing the organisations businesses had been in contact with to find out more about or support with exporting activities in 2023/24. The main findings were presented in the text preceding the chart.

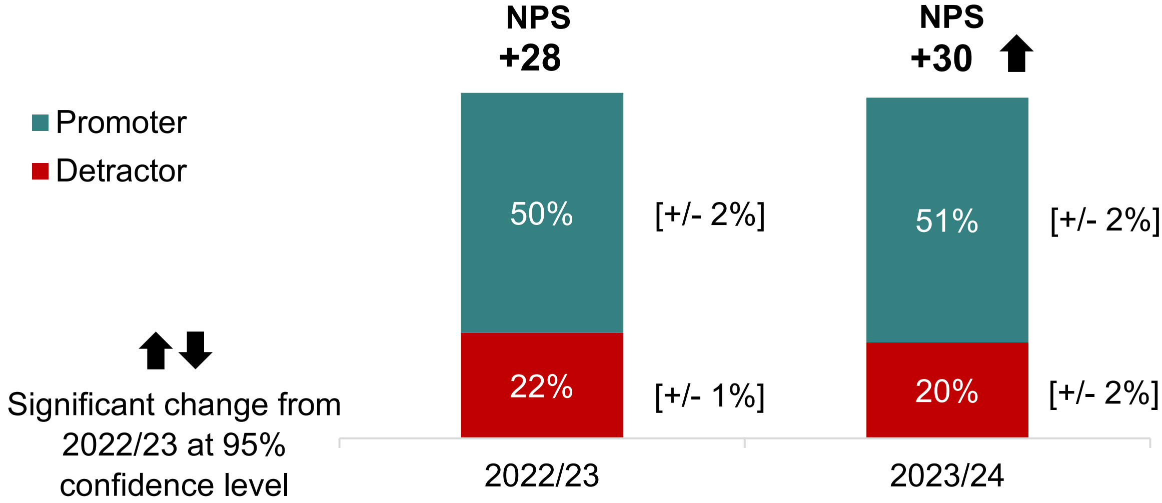
5 Net Promoter Score

This chapter explores the **Net Promoter Score (NPS),** which is a summary measure of how likely it is that businesses would recommend using a service or product. Businesses were asked to provide a score between 0 and 10, with 10 being the most positive response. Scores of 9 and 10 were banded together as 'Promoters' and scores of 0 to 6 as 'Detractors'. NPS is calculated as the difference between the percentages of 'Promoters' and 'Detractors'. A positive NPS means more businesses would recommend the service than would not.

5.1 Overall Net Promoter Score

The NPS for all services combined is +30. This is higher than the NPS recorded in 2022/23 (+28). (Chart 5.1.1).

Chart 5.1.1: Overall NPS



Caption: Qlikrec – Based on your experiences of the service, how likely is it that you would recommend using the service to a colleague or business associate who had similar needs to yours, using the same scale as before? Base: All businesses that used a service (n=3,999 (2022/23), n=3,421 (2023/24)). 'Neutral' and 'Don't know' responses not shown.

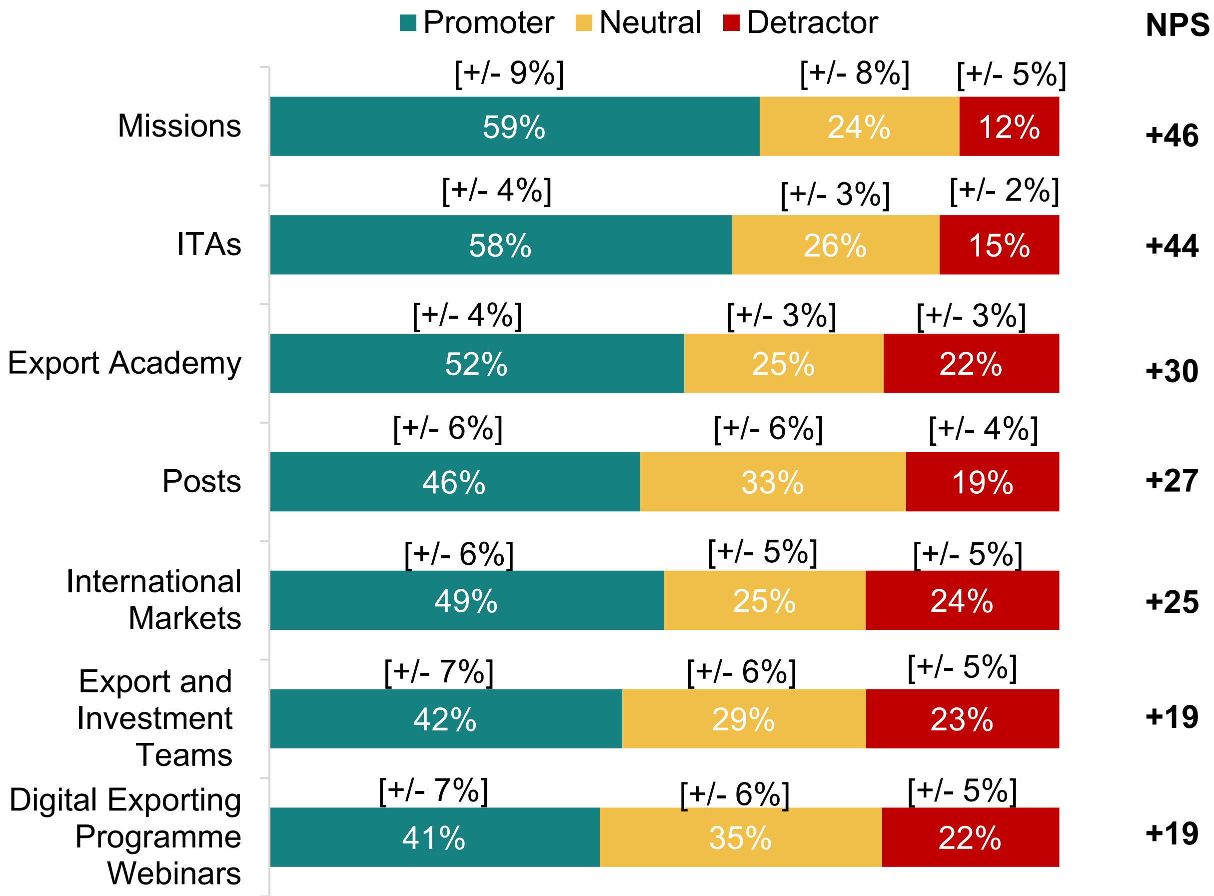
Description: Stacked bar chart comparing the likelihood that businesses will recommend the service they used 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

5.2 NPS by Service

Variations in NPS are evident when the findings are analysed by which DBT export service the business had used[10]. The Missions and ITA services received the highest NPS scores (+46 for Missions and +44 for ITAs), compared to the overall average of +30 (Chart 5.2.1).

[10] Services with fewer than 50 completed interviews in 2023/24 are excluded.

Chart 5.2.1: Summary of NPS 2023/24 by service



Caption: Qlikrec – Based on your experiences of the service, how likely is it that you would recommend using the service to a colleague or business associate who had similar needs to yours, using the same scale as before? Base: ITAs (n=984), Export Academy (n=951), Posts (n=408), Digital Exporting Programme Webinars (n=331), Export and Investment Teams (n=272), International Markets (n=225), Missions (n=167)

Description: Stacked horizontal bar chart showing a summary of the NPS by DBT service in 2023/24. The main findings were presented in the text preceding the chart.

There has been an increase in NPS for IM, rising from +17 in 2022/23 to +25 in 2023/24 (Table 5.2.1). Other year on year changes observed within the same DBT export service are not significant at a 95% confidence level.

Table 5.2.1 Net Promoter Score by services – year-on-year comparison

Net Promoter Score by Service with year-on-year comparison							
	2022/23			**2023/24**			
	NPS	**CI (+/-)**	**Base**	**NPS**	**CI (+/-)**	**Base**	**Significant change**
Missions	+37	6%	195	+46	6%	167	-
ITAs	+46	2%	1,277	+44	3%	984	-
Export Academy	+27	3%	914	+30	3%	951	-
Posts	+26	4%	509	+27	4%	408	-
International Markets	+17	9%	319	+25	5%	225	↑
Export and Investment Teams	+16	6%	245	+19	5%	272	-
Digital Exporting Programme Webinars	+14	5%	362	+19	5%	331	-
Overall	+28	1%	3,999	+30	2%	3,421	↑

↑ indicates a significant change from 2022/23 at 95% confidence level.

5.3 NPS by Region

It is also possible to look at NPS breakdowns depending on the UK nation or region in which each participating business is based. Regional NPS scores ranged from +25 to +38, but only one region had an NPS score that was statistically different to the average: businesses based in the Yorkshire and the Humber region had an NPS of +38 versus the average of +30 (Table 5.3.1).

Table 5.3.1 Net Promoter Score by region – year-on-year comparison

Net Promoter Score by Region with year-on-year comparison							
	2022/23			2023/24			
	NPS	CI (+/-)	Base	NPS	CI (+/-)	Base	Significant change
North East	+31	7%	170	+28	10%	106	-
North West	+35	4%	487	+35	5%	286	-
Yorkshire & the Humber	+28	5%	367	+38	6%	248	-
East Midlands	+39	5%	267	+36	6%	239	-
West Midlands	+38	4%	445	+27	6%	326	-
East of England	+28	6%	342	+29	6%	270	-
London	+22	4%	488	+28	5%	440	-
South East	+21	4%	533	+25	5%	400	-
South West	+28	5%	307	+35	5%	277	-
Wales	+33	11%	68*	+23	12%	68*	-
Scotland	+21	8%	101	+37	8%	115	-
Northern Ireland	+9	11%	61*	+37	11%	67*	-
Unknown /Other	+16	5%	363	+28	4%	533	-
Overall	+28	1%	3,999	+30	2%	3,421	↑

* Indicates a base size of fewer than 100, to be treated with caution.
↑ indicates a significant change from 2022/23 at 95% confidence level. Note: Region not available for all businesses interviewed.

5.4 NPS by Firmographics

The following subgroups reported higher than average NPS scores:

- Medium sized businesses, with between 50 and 249 employees (+44)
- Businesses in the manufacturing sector (+35)
- Businesses with an export status of 'Promote' (+35)
- Businesses that were satisfied with their interaction with DBT (+63)

Other notable subgroup differences were as follows:

- Businesses with a turnover of £500,000 or more have a higher NPS score (+35) than businesses with a turnover of up to £500,000 (+28)
- Businesses using non-digital DBT export services have a higher NPS score (+34) compared to businesses using digital DBT export services (+26).

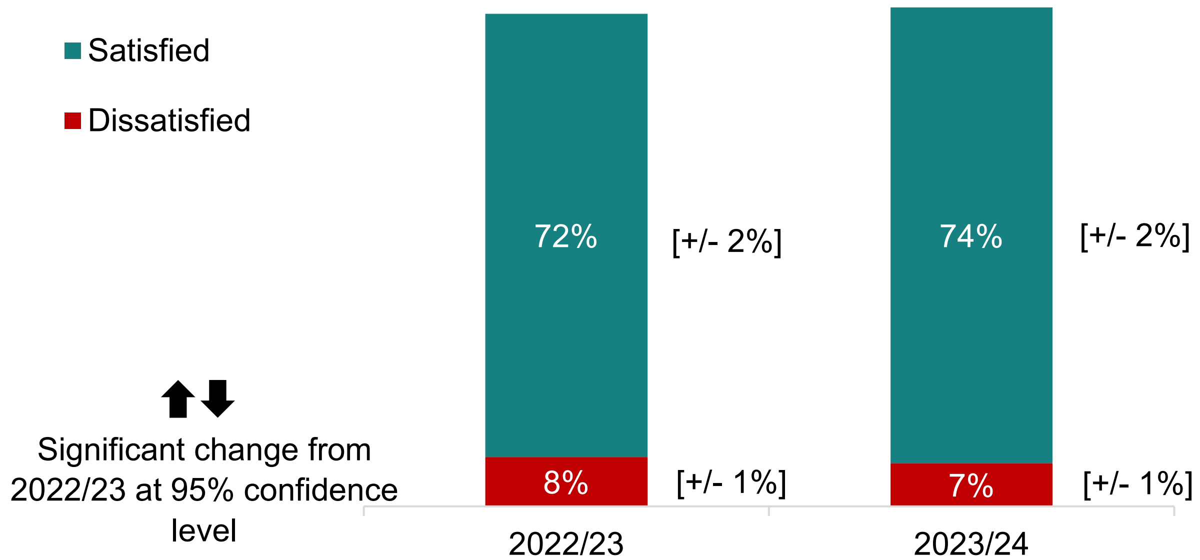
6 Satisfaction

This chapter examines businesses' **satisfaction** with the export support services and products provided by DBT. Businesses were asked to provide a score from 0 to 10, with 10 being the most positive response. Scores of 7 to 10 are banded into 'satisfied', scores of 4 to 6 are banded into 'neutral' and scores of 0 to 3 are banded into 'dissatisfied'.

6.1 Overall Satisfaction Score

Overall, more than 7 in 10 businesses (74%) were satisfied with their experience of using the relevant DBT export service, compared to fewer than 1 in 10 businesses (7%) that expressed dissatisfaction (Chart 6.1.1).

Chart 6.1.1 Overall Satisfaction Score



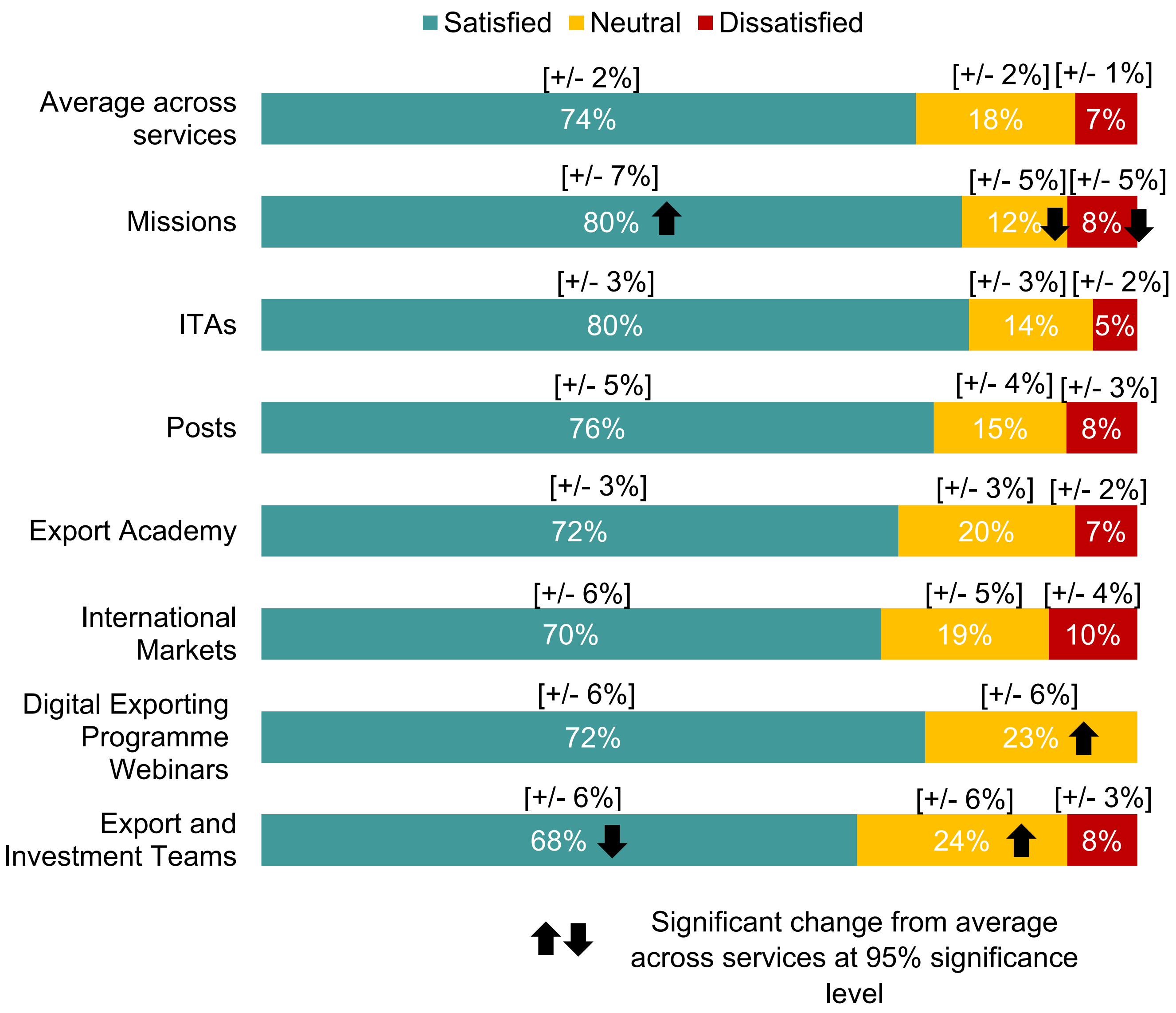
Caption: QSatis – Using the same scale as before, thinking about your overall experience of [SAMPLED SERVICE], how satisfied or dissatisfied were you with this service? Base: All businesses that used a service (n=3,929 (2022/23), n=3,330 (2023/24)). 'Neutral' and 'Don't know' responses not shown.

Description: Stacked bar chart comparing the overall satisfaction of all businesses that used a DBT service in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

6.2 Satisfaction by Service

Satisfaction varied by service as shown in Chart 6.2.1. Businesses that had used the ITA service were more likely to be satisfied with their experience (80%, versus the average of 74%). Conversely, Export and Investment Teams users were less likely to be satisfied with their experience (68%). Businesses that had used the ITAs service were also less likely to be dissatisfied (5%, versus the average of 7% of all businesses).

Chart 6.2.1: Summary of satisfaction score 2023/24 by service



Caption: QSATIS - Using the same scale as before, thinking about your overall experience of [SAMPLED SERVICE], how satisfied or dissatisfied were you with this service?? Base: All businesses that used a service (n=3330); Missions (n=130); ITAs (n=967); Posts (n=394); Export Academy (n=938); Digital Exporting Programme Webinars (n=323); International Markets (n=223); Export and Investment Teams (n=244). “Don’t know” and “Refused” responses are not shown.

N.B. Although ITAs and Missions both have a score of 80% satisfied, only ITAs are significantly different from the average. This may be due to ITAs having a higher base size than Missions.

Description: Stacked horizontal bar chart showing a summary of satisfaction score by DBT service in 2023/24. The main findings were presented in the text preceding the chart.

Looking at the findings year on year, satisfaction scores for most services are in line with 2022/23, with any changes not sufficiently large to be statistically significant (Table 6.2.1).

Table 6.2.1 Satisfaction Score by DBT export service – year-on-year comparison

Satisfaction (ratings 7-10) by Service with year-on-year comparison							
	2022/23			2023/24			
	Satisfaction	**CI (+/-)**	**Base**	**Satisfaction**	**CI (+/-)**	**Base**	**Significant change**
Missions	82%	6%	190	80%	7%	130	-
ITAs	82%	3%	1,257	80%	3%	967	-
Export Academy	68%	4%	903	72%	3%	938	-
Posts	72%	4%	500	76%	5%	394	-
International Markets	66%	5%	312	70%	6%	223	-
Export and Investment Teams	61%	7%	234	68%	6%	244	-
Digital Exporting Programme Webinars	71%	6%	357	72%	6%	323	-
Overall	72%	2%	3,929	74%	2%	3,330	-

↑ indicates a significant change from 2022/23 at 95% confidence level.

6.3 Satisfaction by Region

Analysis by region shows that satisfaction scores range from 70% in the North East to 80% in the South West. Comparing the findings to the average reveals that just one region is atypical: 14% of businesses in the North East were dissatisfied with service received compared to the average of 7% among all businesses (Table 6.3.1).

Table 6.3.1 Satisfaction Score by region with year-on-year comparison

Satisfaction (ratings 7-10) by Region with year-on-year comparison							
	2022/23			2023/24			
	% Satisfied	**CI (+/-)**	**Base**	**% Satisfied**	**CI (+/-)**	**Base**	**Significant change**
North East	74%	8%	165	70%	11%	102	-
North West	78%	4%	481	79%	6%	279	-
Yorkshire & the Humber	71%	6%	363	77%	7%	238	-
East Midlands	76%	6%	266	78%	6%	231	-
West Midlands	75%	5%	437	74%	6%	316	-
East of England	74%	6%	335	74%	6%	267	-
London	67%	5%	477	71%	5%	420	-
South East	69%	5%	523	71%	5%	393	-
South West	74%	6%	301	80%	6%	271	-
Wales	66%	14%	65*	67%	14%	65*	-
Scotland	68%	10%	99*	76%	9%	110	-
Northern Ireland	57%	13%	61*	74%	11%	67*	-
Overall	72%	2%	3,929	74%	2%	3,330	-

* Indicates a base size of fewer than 100, to be treated with caution.
There were no significant changes from 2022/23 at 95% confidence level. Note: Region not available for all businesses interviewed.

6.4 Satisfaction by Firmographics

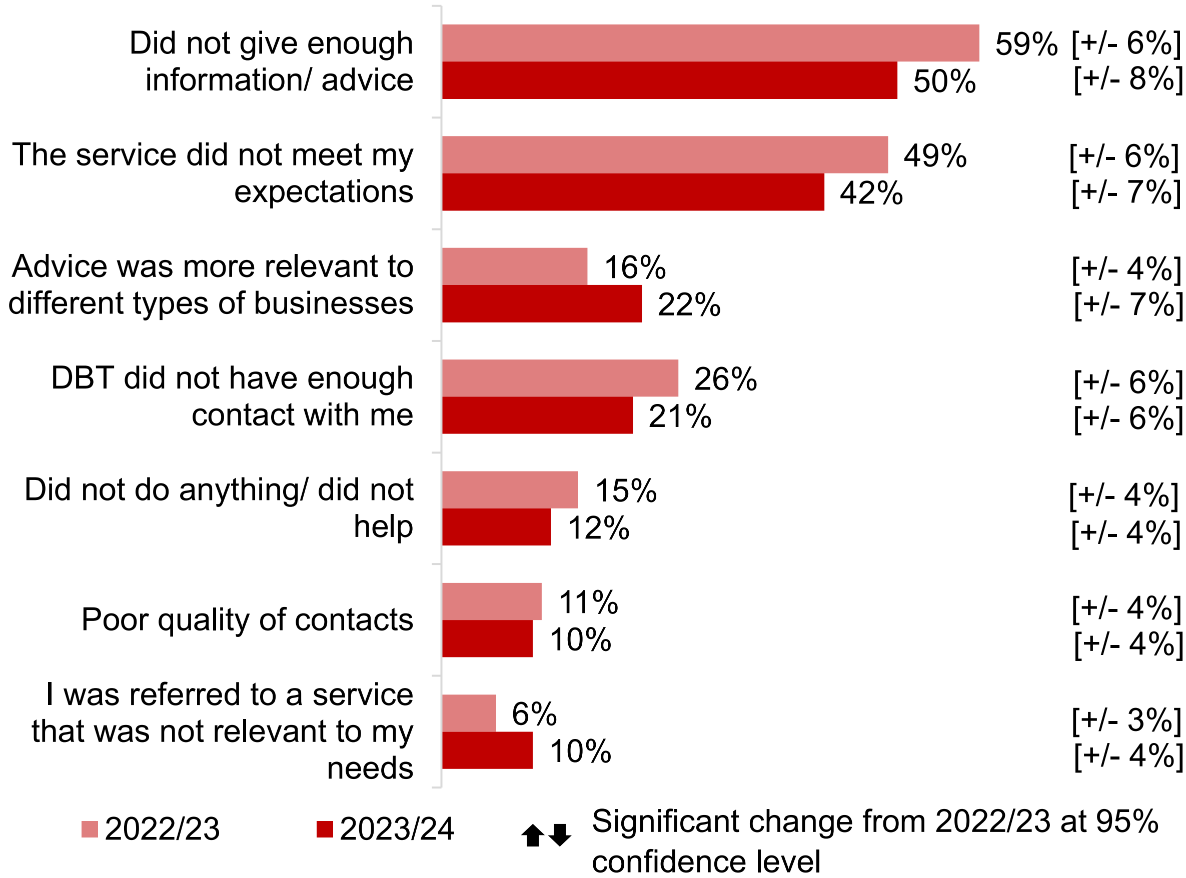
Analysis by firmographics shows that:

- Medium and large businesses were more likely to express satisfaction with service provision (80% and 83% respectively, compared with 72% for micro/small businesses)
- Businesses that used non-digital services were more likely to express satisfaction (77% versus 70% amongst those that used digital services)
- Businesses with a turnover of £500,000 or more were more likely to express satisfaction compared to businesses with a turnover lower than this (77% versus 69%)
- Businesses that had been trading for more than 10 years were more likely than the average business to be satisfied (76% versus 74%).

6.5 Reasons for dissatisfaction

The 7% of businesses that expressed dissatisfaction with service provision were asked why they felt that way. When analysed for themes, the most commonly cited reasons were insufficient information/ advice and the service not meeting expectations (50% and 42% respectively among all dissatisfied businesses) (Chart 6.5.1).

Chart 6.5.1: Reasons for dissatisfaction



Caption: Qwhydis – And why do you say you were dissatisfied? Base: All businesses that rated the service received as 'poor' (rating of 0, 1, 2 or 3 out of 10) (n= 316 (2022/23), n= 242 (2023/24)). Only the reasons mentioned by 10% or more of businesses are shown. Don't know' and 'Refused' responses not shown.

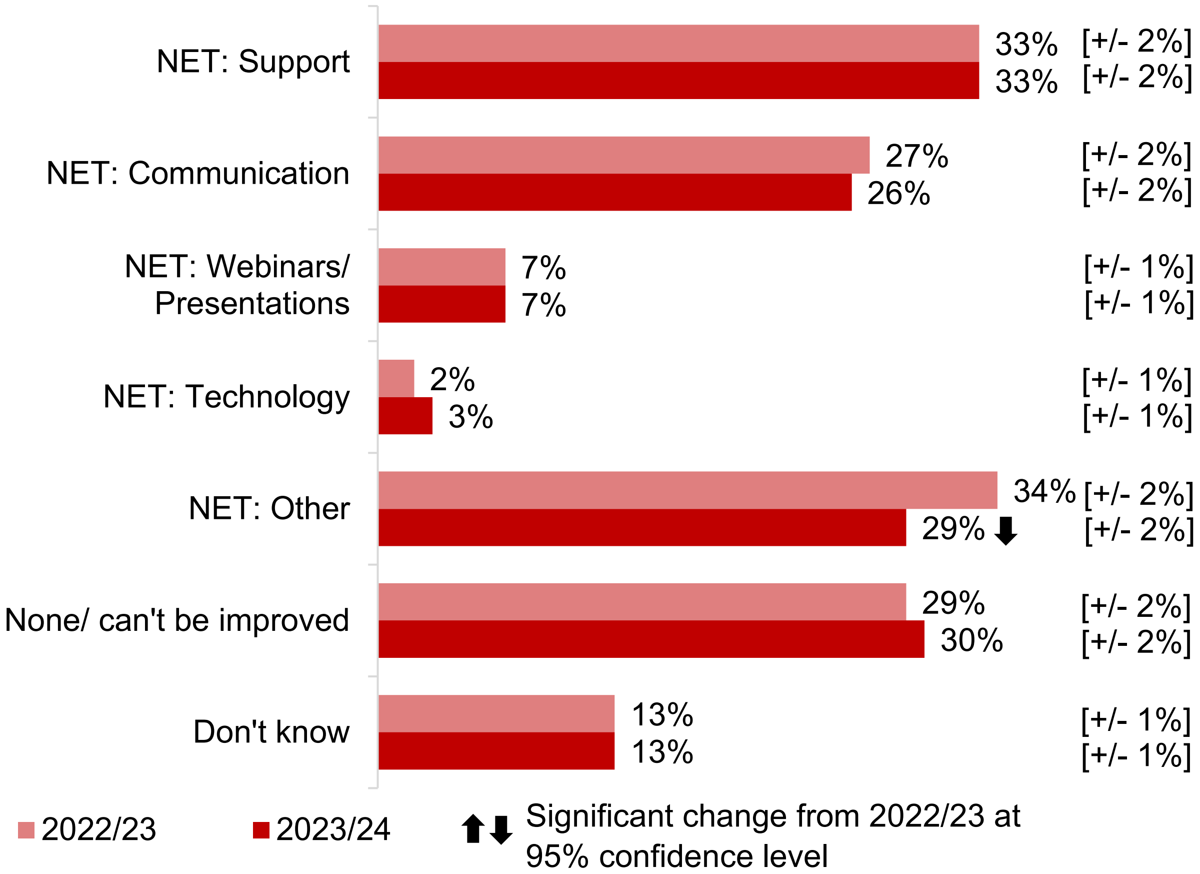
Description: Clustered bar chart comparing the reasons for dissatisfaction from businesses that rated the service received as 'poor' in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

6.6 Areas for improvement

In order to understand which areas of service provision could be improved, businesses were asked what, if anything, they would like to be different in terms of the provision of services in the future.

Almost 3 in 5 businesses (58%) stated there was room for improvement. The most commonly cited suggestions related to better support (33%) and better communication (26%) (Chart 6.6.1).

Chart 6.6.1 – Areas for improvement



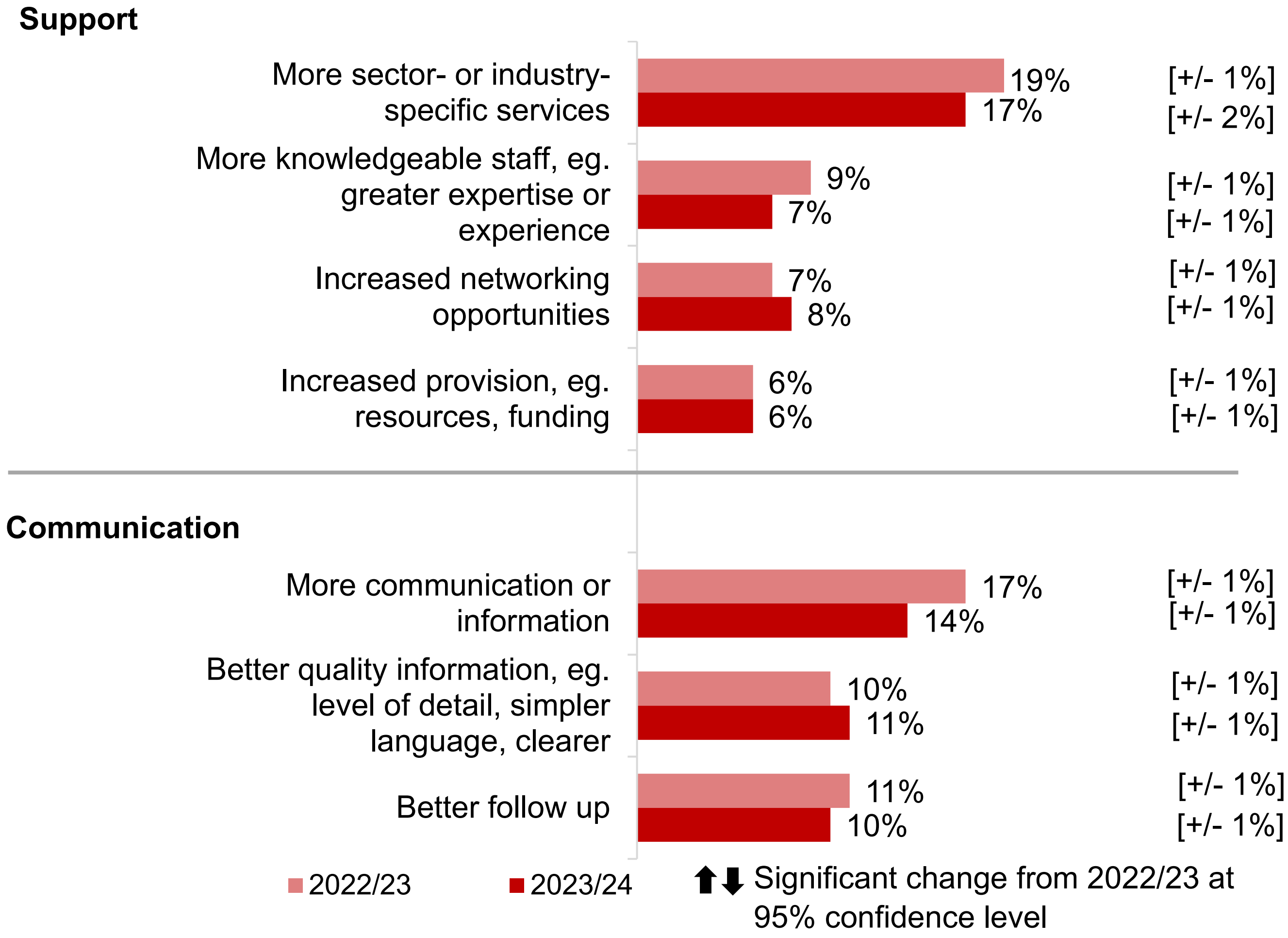
Caption: Qimprove. In what ways, if any, do you think the service could be improved? Base: All businesses (n= 3,999 (2022/23), n= 3,421 (2023/24)).

Description: Clustered bar chart comparing areas for improvement for all business using DBT services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

Within the broad 'Support' and 'Communication' categories, the most commonly suggested changes were:

- More sector/industry specific services (17% of all businesses) for the support category; and
- More communication/information (14% of all businesses) for the communication category.

Chart 6.6.2: Areas for improvement – specific improvement measures

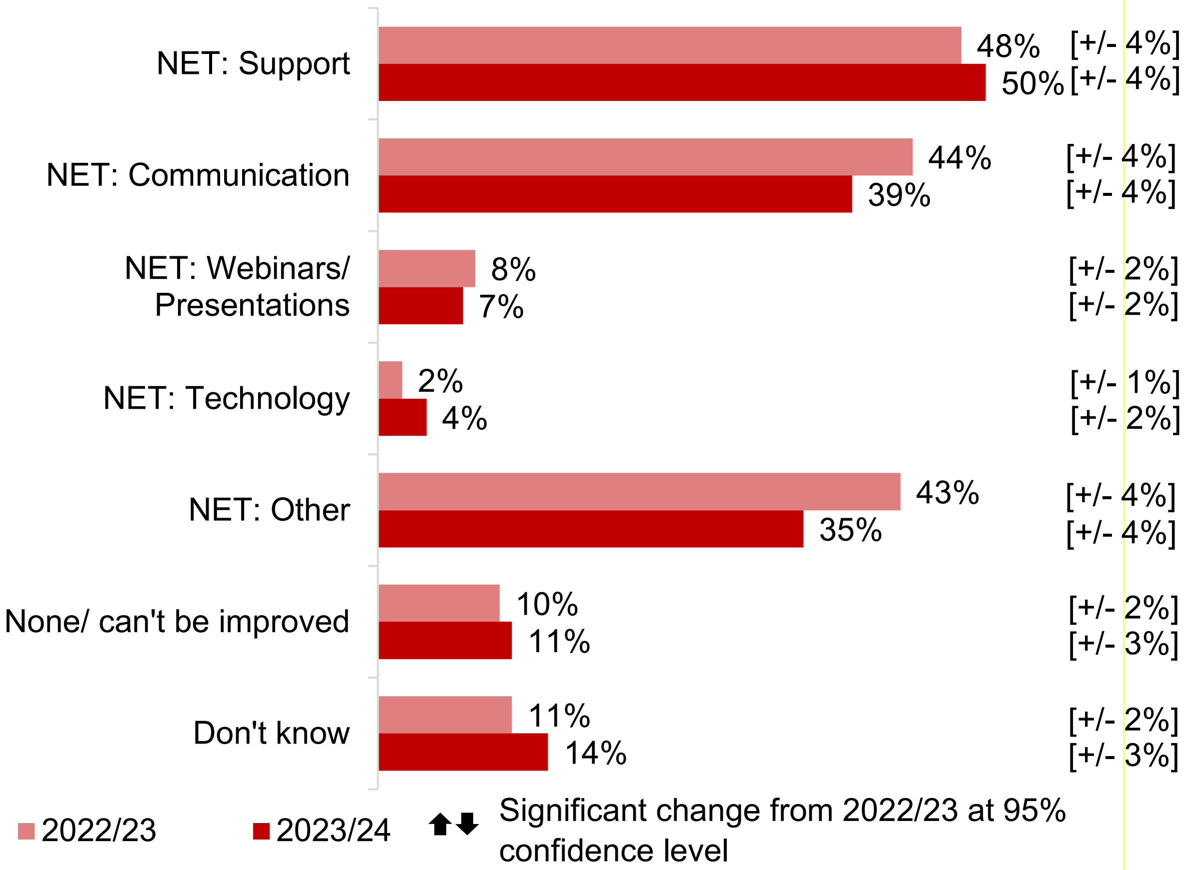


Caption: Qimprove. In what ways, if any, do you think the service could be improved? Base: All businesses (n= 3,999 (2022/23), n= 3,421 (2023/24)).

Description: Two clustered bar charts. The first comparing specific improvement measures for support for businesses using DBT services in 2022/23 to 2023/24. The second comparing specific improvement measures for communication support for businesses using DBT services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

Detractors (i.e. those businesses that gave DBT an NPS score of 0, 1, 2 or 3 out of 10) remained more likely than the average business to name specific improvements when asked what might improve the service in future. However, the pattern of responses among Detractors was broadly similar to that observed in 2022/23. Overall, 8 in 10 of these businesses expressed that some improvement was needed, with the most commonly cited suggestions relating to better support (50%) and better communication (39%) (Chart 6.6.3).

Chart 6.6.3 – Areas for improvement among NPS Detractors



Caption: Qimprove – In what ways, if any, do you think the service could be improved? Base: All businesses that are detractors (n= 914 (2022/23), n= 747 (2023/24)).

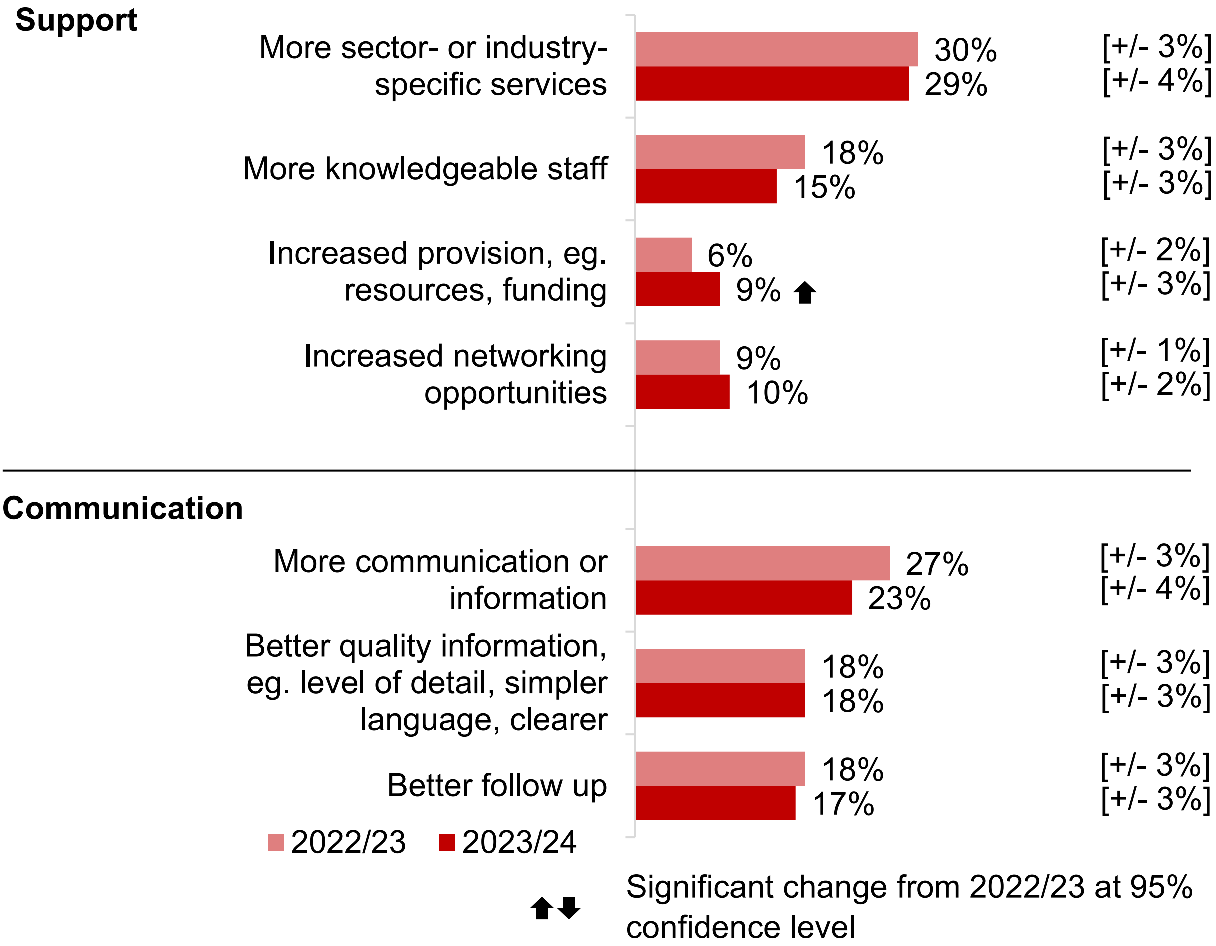
Description: Stacked bar chart comparing areas for improvement for businesses that were NPS detractors in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

Within the broad 'Support' and 'Communication' categories, the most commonly suggested improvements among detractors were the same as among all businesses that used a DBT service (Chart 6.6.4):

- More sector/industry specific services (29% of all Detractors)
- More communication/information (23% of all Detractors)

NPS detractors were more likely to respond with the codes in Chart 6.6.4 when compared to the average apart from 'increased networking opportunities'. Compared to the previous year, NPS detractors were more likely to report increased provision as an area for improvement (6% in 2022/23 versus 9% in 2023/24).

Chart 6.6.4: Areas for improvement – specific improvement measures among NPS Detractors



Caption: Qimprove. In what ways, if any, do you think the service could be improved? Base: Businesses classed as detractors by their NPS score (n= 914 (2022/23), n= 747 (2023/24)).

Description: Two clustered bar charts. The first comparing specific improvement measures for support for businesses that were NPS detractors in 2022/23 to 2023/24. The second comparing specific improvement measures for communication support for businesses that were NPS detractors in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

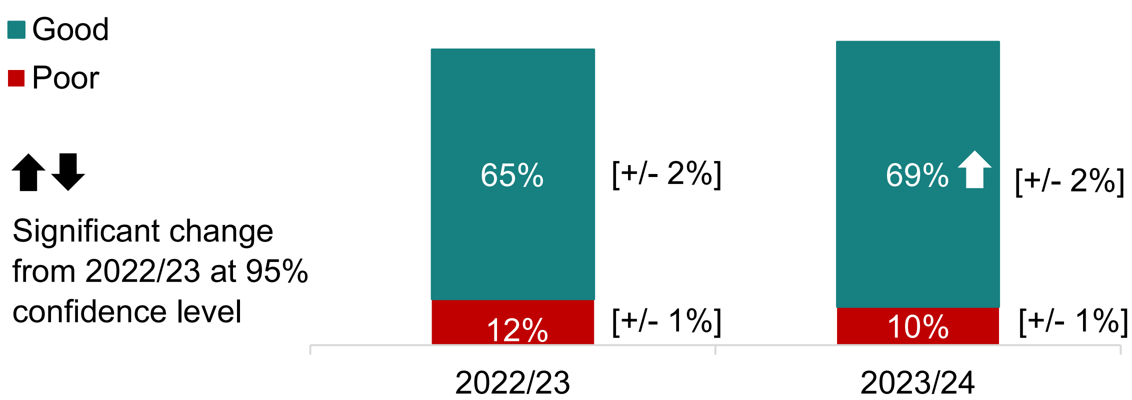
7 Meeting business needs

This chapter looks at how DBT export services met customer needs. The 'needs met' score summarises the extent to which businesses felt their needs were met during their experience of the service. Businesses were asked to provide a score from 0 to 10, with 10 being the most positive response. Scores of 7 to 10 were banded into 'good', scores of 4 to 6 were banded into 'neutral' and scores of 0 to 3 were banded into 'poor'.

7.1 Overall score for meeting business needs

Overall, 69% of businesses felt the DBT service they used had met their needs to a good extent, compared to only 10% of businesses that felt their needs were not met and assigned a 'poor' score (Chart 7.1.1). The proportion of businesses reporting their needs had been met has increased compared to 2022/23 (65%).

Chart 7.1.1 Meeting business needs



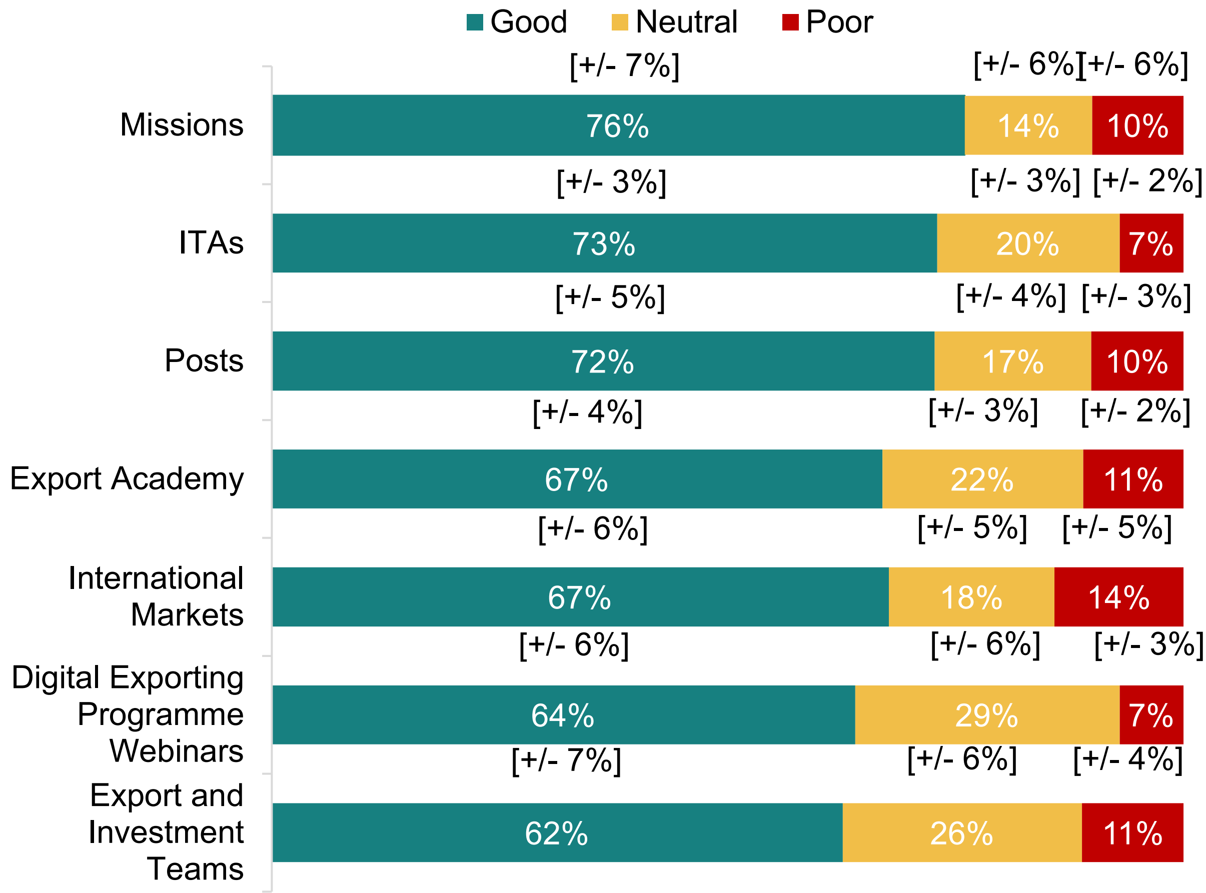
Caption: Qqualinfo – Using that same scale, how would you rate … the extent to which the overall service received met your needs? Base: All businesses that used a service (excluding 'not applicable' responses) (n=3,870 (2022/23), n=3,281 (2023/24)). 'Neutral' and 'Don't know' responses not shown.

Description: Stacked bar chart comparing the extent to which businesses felt that the overall service they received met their needs in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

7.2 Meeting business needs by Service

Missions and ITAs remain the highest performing services in terms of meeting business needs. Around three-quarters of businesses using the Missions (76%) and ITAs (73%) services indicated their business needs had been met. (Chart 7.2.1).

Chart 7.2.1: Summary of Meeting business needs by Service



Caption: Qqualinfo – Using that same scale, how would you rate … the extent to which the overall service received met your needs? Base: All businesses who used the service (excluding ‘not applicable’ responses) Missions (n=157); ITAs (n=962); Posts (n=398); Export Academy (n=907); Digital Exporting Programme Webinars (n=317); International Markets (n=217); Export and Investment Teams (n=242). “Don’t know” and “Refused” responses are not shown.

Description: Stacked horizontal bar chart showing a summary of the extent to which the overall DBT service by each service met business needs in 2023/24. The main findings were presented in the text preceding the chart.

Businesses using the Posts service were more likely to say their needs had been met, increasing from 62% of Posts users in 2022/23 to 72% in 2023/24 (Table 7.2.1).

Table 7.2.1 Meeting business needs by Service – year-on-year comparison

Meeting business needs by Service with year-on-year comparison							
	2022/23			2023/24			
	Needs Met	CI (+/-)	Base	Needs Met	CI (+/-)	Base	Significant change
Missions	74%	7%	190	76%	7%	160	-
ITAs	74%	3%	1,257	73%	3%	967	-
Export Academy	62%	4%	882	67%	4%	938	-
Posts	62%	5%	489	72%	5%	394	↑
International Markets	59%	6%	308	67%	6%	217	-
Export and Investment Teams	58%	7%	228	62%	7%	242	-
Digital Exporting Programme Webinars	62%	6%	355	64%	6%	323	-
Overall	65%	2%	3,712	69%	2%	3,281	↑

↑ indicates a significant change from 2022/23 at 95% confidence level.

7.3 Meeting business needs by Region

Businesses in the South West were more likely than average to say their needs had been met by the DBT service used (74%, versus the average of 69%). There was also an increase in businesses in the Yorkshire and the Humber region reporting that the service they had used met their needs compared to the previous year (73% for 2023/24 versus 64% in 2022/23) (Table 7.3.1).

Table 7.3.1 Meeting business needs by Region

Meeting business needs by Region with year-on-year comparison							
	2022/23			2023/24			
	Needs Met	**CI (+/-)**	**Base**	**Needs Met**	**CI (+/-)**	**Base**	**Significant change**
North East	60%	9%	162	71%	10%	105	-
North West	68%	5%	476	71%	6%	272	-
Yorkshire & the Humber	64%	6%	358	73%	7%	233	↑
East Midlands	71%	6%	257	72%	7%	230	-
West Midlands	70%	5%	430	71%	6%	314	-
East of England	68%	6%	335	60%	8%	264	-
London	62%	5%	466	60%	5%	414	-
South East	61%	5%	516	67%	6%	385	-
South West	68%	7%	298	74%	6%	271	-
Wales	46%	14%	65*	67%	12%	62*	-
Scotland	66%	10%	96*	66%	11%	112	-
Northern Ireland	57%	14%	59*	71%	12%	66*	-
Unknown	59%	5%	352	68%	4%	509	-
Overall	65%	2%	3,870	69%	2%	3,281	↑

* Indicates a base size of fewer than 100, to be treated with caution.
↑ indicates a significant change from 2022/23 at 95% confidence level.

Note: Region not available for all businesses interviewed.

7.4 Meeting business needs by Firmographics

Analysis by firmographics shows that:

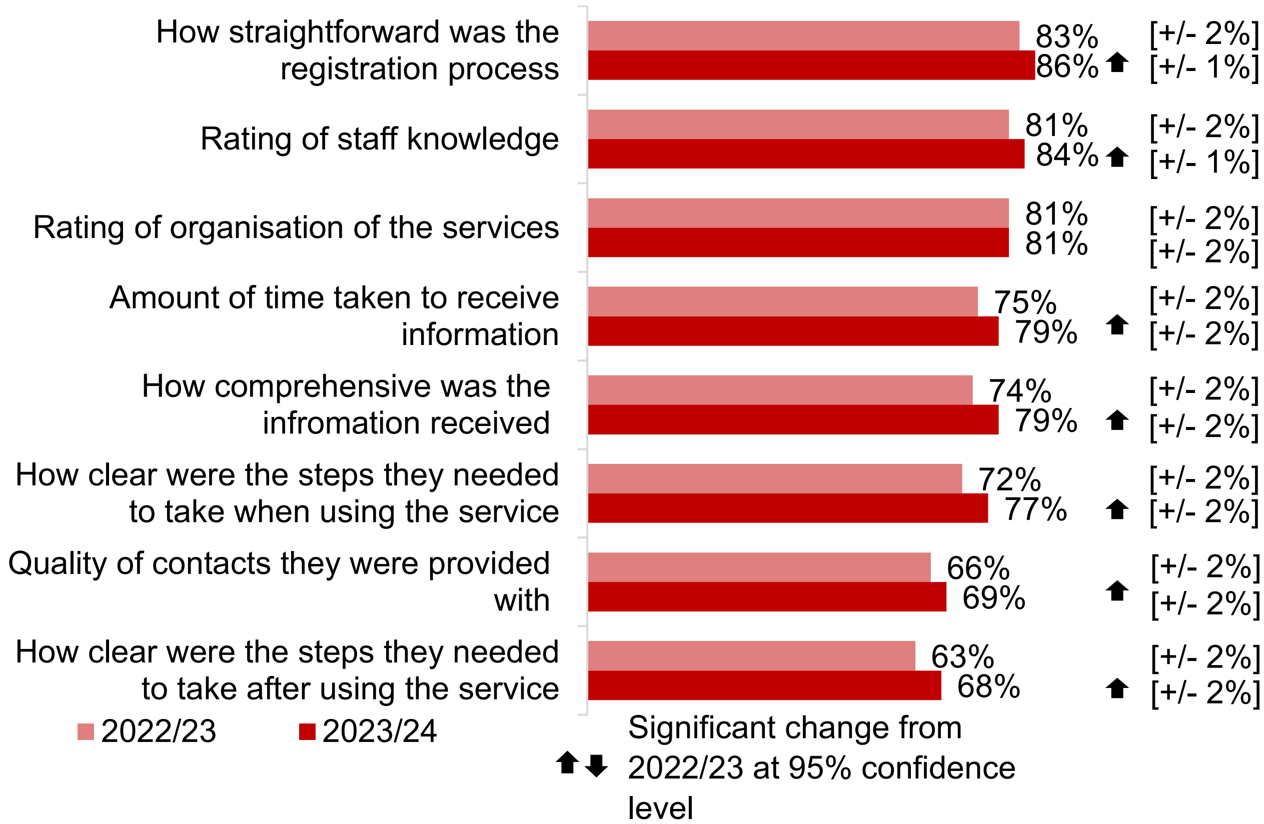
- Medium and large businesses were more likely to express that their needs were met (75% and 76% respectively, compared with 66% for micro/small businesses)
- Businesses that used non-digital services were more likely to indicate their needs were met (71%, versus 65% of businesses that used digital services)
- Businesses with a turnover of £500,000 or more were more likely to express their needs were met compared to businesses with a turnover lower than this (70% versus 63%)

7.5 Specific service ratings

In order to better understand whether their needs were met, businesses were asked to rate different aspects of the service provision they received. The overall picture is one of improvement with businesses more likely to rate the vast majority of service metrics positively in 2023/24 compared with 2022/23.

The most highly rated service metrics, with more than 8 in 10 businesses giving a positive rating, were the straightforward nature of the registration processes (86%, up from 83% in 2022/23); staff knowledge (84%, up from 81% in 2022/23); and the organisation of the service (81% in both 2023/24 and 2022/23). (Chart 7.5.1)

Chart 7.5.1 Ratings of the specific advice and support businesses received



Caption: Qknowstaff – How would you rate the knowledge of staff at this service using the same scale as before? (n=3,712 (2022/23), n=3,160 (2023/24)). Qtimetaken – How acceptable was time taken to receive the information or support you required from the service? (n=3,669 (2022/23), n=3,076 (2023/24)). Qclarity_1 – The service made clear the steps I needed to take when I was using it (n=3,780 (2022/23), n=3,216 (2023/24)). Qcomp – Using the same scale, how would you rate the comprehensiveness of information received from the service? (n=3,812 (2022/23), n=3,259 (2023/24)) Qclarity_2 – The service made clear what I should do next after using it (n=3,734 (2022/23), n=3,171 (2023/24)). Qqualinfo_1 – Using that same scale, how would you rate…the quality of contacts you received through the service? (n=3,199 (2022/23), n=2,849 (2023/24)). Qreg – How straightforward was the registration process for the service? (n=3,146 (2022/23), n=2,861 (2023/24)). Qevent – How would you rate DBT's presence at the event/mission? (n=1,706

(2022/23), n=1,538 (2023/24)). Base: All businesses that used a service (excluding ‘not applicable’ responses). ‘Negative’, ‘Neutral’ and ‘Don’t know’ responses not shown.

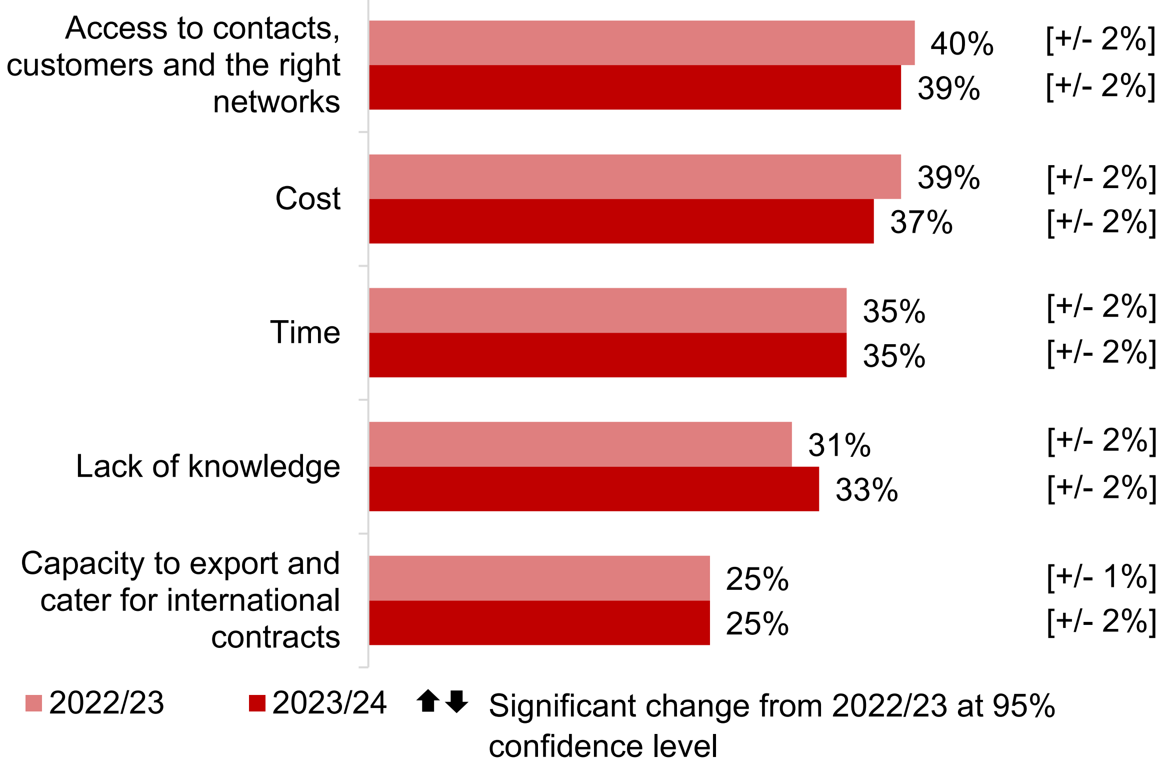
Description: Clustered bar chart comparing the ratings of the specific advice and support businesses received for all business using DBT services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

8 Outcomes of service use

8.1 Barriers to exporting

In terms of businesses' reported barriers to exporting, around 4 in 10 businesses mentioned access to contacts (39%) and costs (37%), and just over a third cited time as a barrier (35%). This was followed by lack of knowledge (33%) and the capacity to export and cater for international contracts (25%) (Chart 8.1.1). These findings were broadly in line with those of 2022/23.

Chart 8.1.1 Barriers to exporting

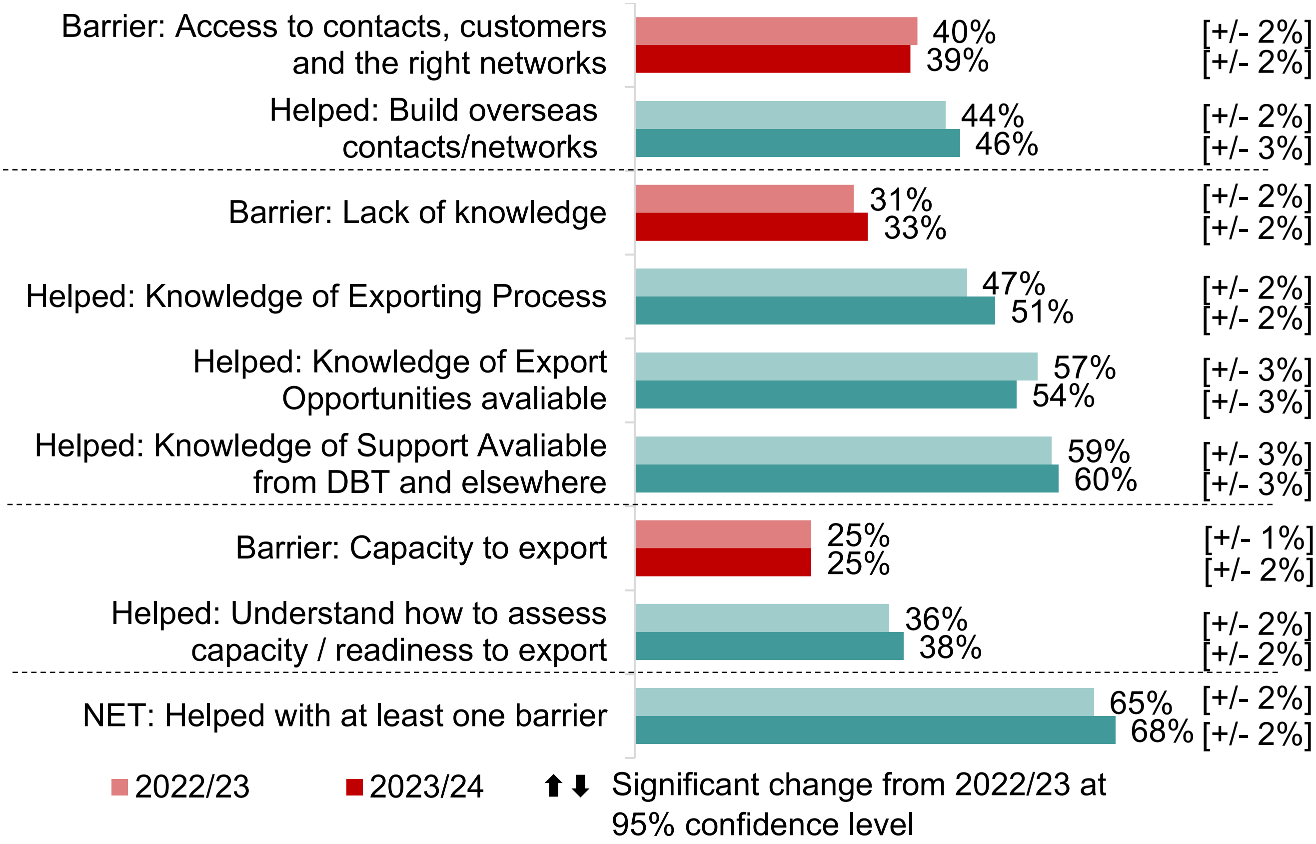


Caption: Qbarrier – On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following for your business when it comes to exporting? Base: All businesses that used a service (excluding 'not applicable' responses): Access to contacts (n=3,914 (2022/23), n=3,339 (2023/24)), Cost (n=3,873 (2022/23), n=3,324 (2023/24)), Lack of knowledge (n=3,901 (2022/23), n=3,333 (2023/24)), Capacity to export (n=3,864 (2022/23), n=3,290 (2023/24)), Time (n=3,841 (2022/23), n=3,277 (2023/24)). 'Neutral', 'Not a barrier' and 'Don't know' responses not shown.

Description: Clustered bar chart comparing barriers to exporting for all businesses using DBT services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

Around two-thirds of businesses overall (68%) said the service they used helped with at least one barrier, especially knowledge of support available from DBT and elsewhere (60%) and knowledge of export opportunities available (54%) (Chart 8.1.2). These results are in line with the previous year.

Chart 8.1.2 Barriers to exporting and how DBT helped



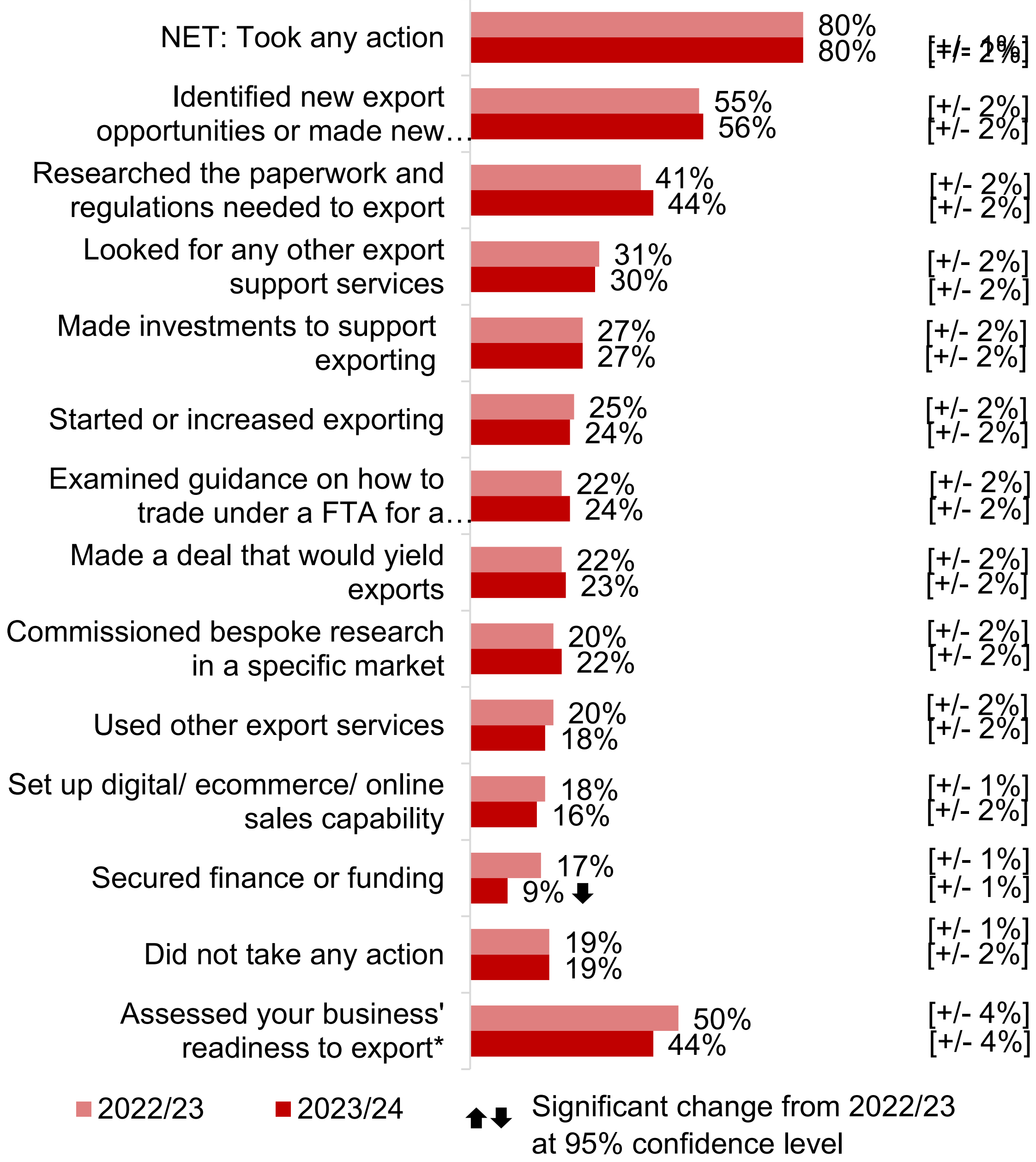
Caption: Qbarrier – On a scale of 0 to 10, where 0 means it is not a barrier at all and 10 means it is a very strong barrier, how much of a barrier is each of the following for your business when it comes to exporting? Base: All businesses that used a service (excluding 'not applicable' responses): Access to contacts (n=3,914 (2022/23), n=3,339 (2023/24)), Lack of knowledge (n=3,901 (2022/23), n=3,333 (2023/24)), Capacity to export (n=3,864 (2022/23), n=3,290 (2023/24)).

Qknowchange – Using the same scale as before, thinking about your experience of the service, to what extent did it help you to … increase your knowledge of the process of exporting / build overseas contacts and networks / understand how to assess capacity and readiness to export? Base: All businesses that used a service (n=3,999 (2022/23), n=3,421 (2023/24)).

Description: Clustered bar chart comparing barriers to exporting and how DBT helped for all businesses using DBT services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

4 out of 5 businesses (80%) had taken some form of action as a result of interacting with a DBT service. The specific actions taken are explored in Chart 8.1.3. The most commonly mentioned actions taken by currently exporting businesses as a result of using a DBT service were identifying new export opportunities or making new contacts (56%), and researching the paperwork and regulations needed to export (44%).

Chart 8.1.3 Actions taken as a result of service interaction

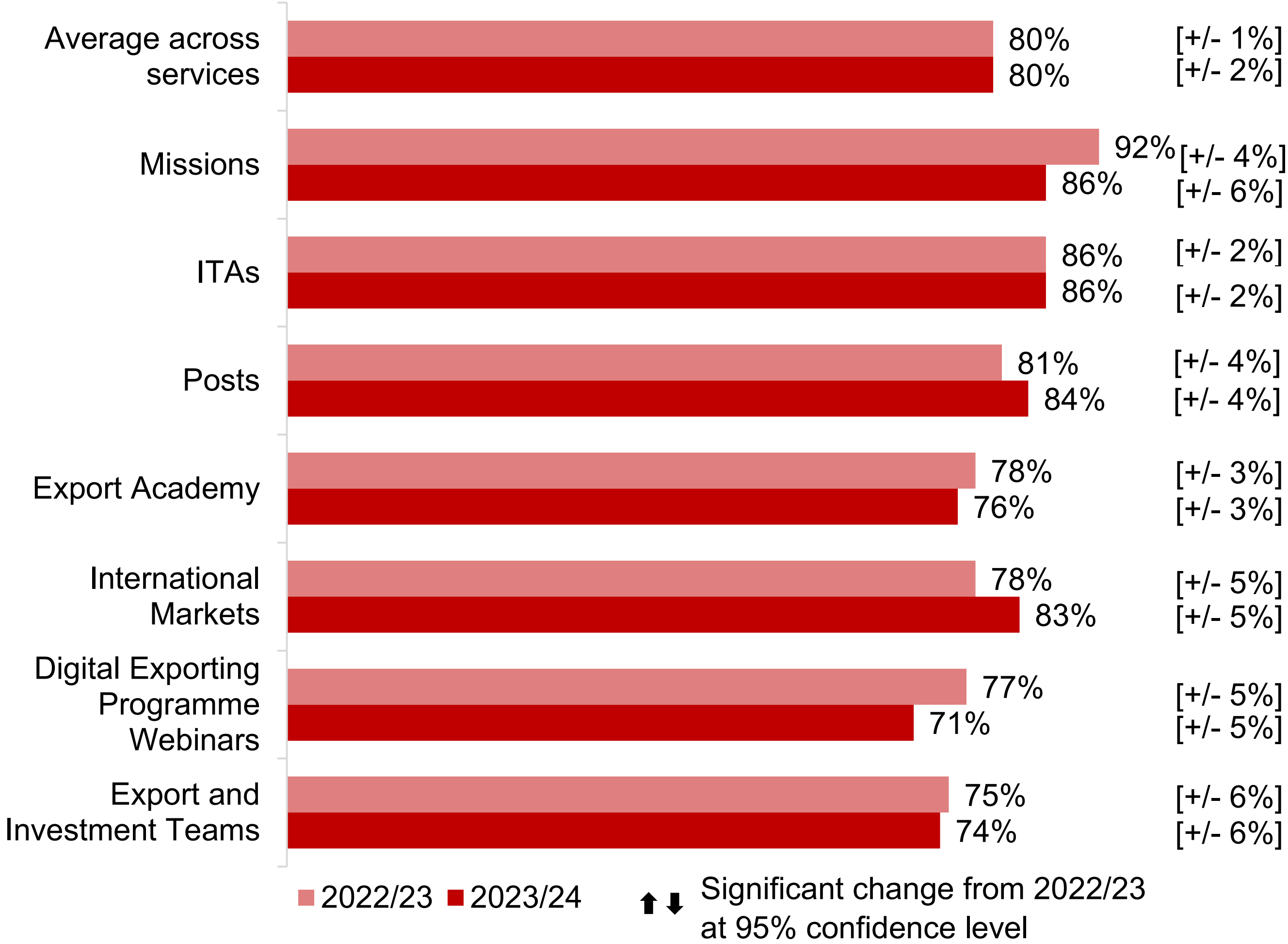


Caption: Qresult – What has your business done as a result of the service? Only answers given by more than 2% of businesses are shown. Base: All businesses that used a service (n=3,999 (2022/23), n=3,421 (2023/24)); Non-exporters (n=1,015 (2022/23), n=842 (2023/24)). Only prompted codes are shown. * Asked to non-exporters only.

Description: Clustered bar chart comparing actions taken as a result of service interaction for all businesses using DBT services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

In the 2023/24 survey, businesses using the ITAs service were more likely than average (86% versus 80%) to have taken any action. There were no significant differences between the other services and the average (Chart 8.1.4).

Chart 8.1.4 Whether businesses had taken any action as a result of service interaction split by services



Caption: Q079b_Qresult. What has your business done as a result of the service. All businesses that used a service (n=3421(2023/24)n=3999 (2022/23)) , Webinars (n=331 (2023/24) n=362 (2022/23)), Internation al Trade Advisers (ITAs) (n=984 (2023/24) n=1277 (2022/23)), Posts (n=408 (2023/24) n=509 (2022/23)), Export and Investment teams (n=272 (2023/24) n=245 (2022/23)), Missions (n=167 (2023/24) n=195 (2022/23)), Enhanced Internation al Support Service (EISS) (n=225 (2023/24) n=319 (2022/23)), Export Academy(n=951 (2023/24) n=914 (2022/23)) 'OMIS[11], Export Opportunities, SOO and Business profiles services not shown due to low base size.

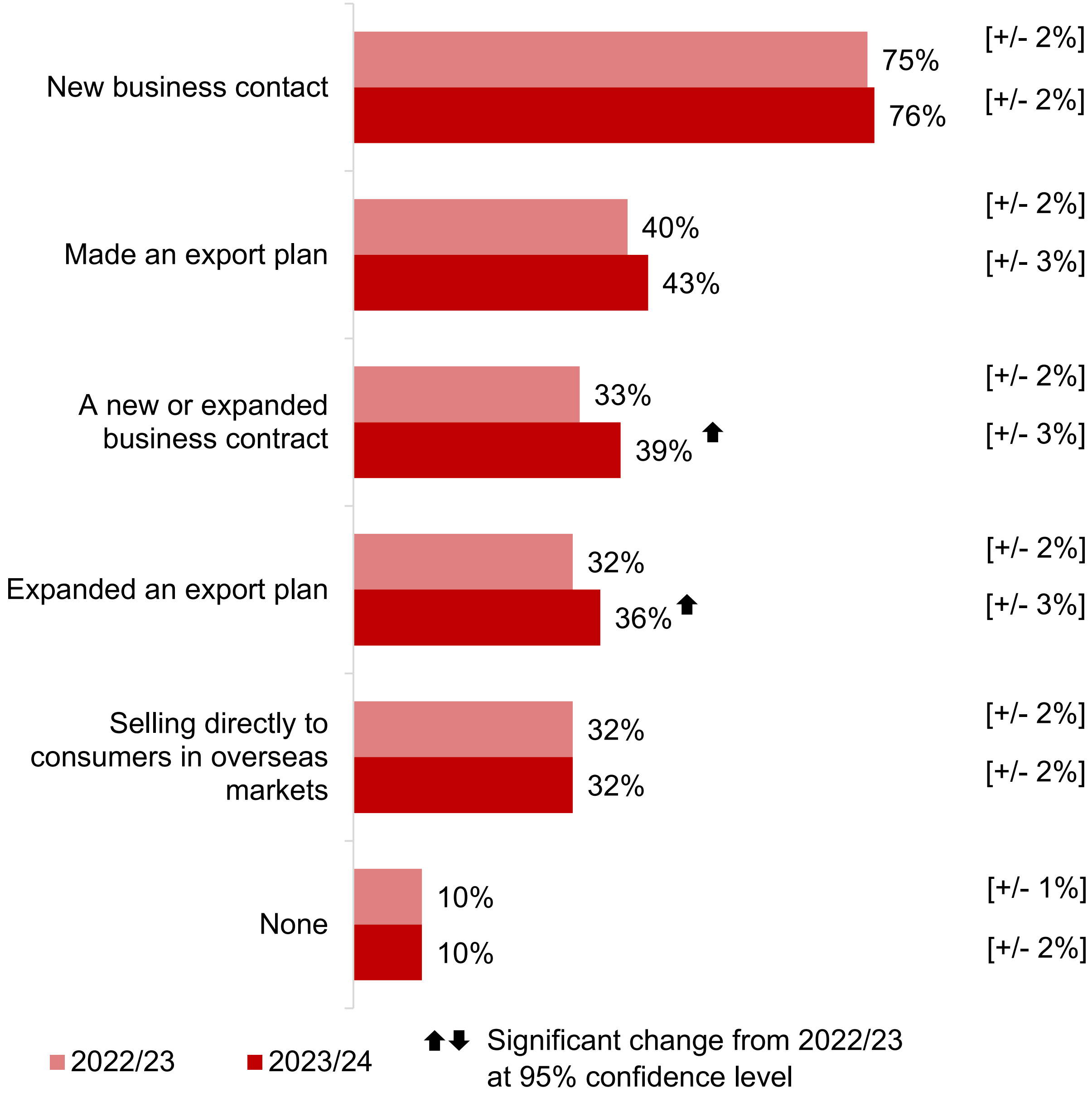
Description: Clustered bar chart comparing whether businesses had taken any action as a result of service interaction split by services for all businesses that using services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

Three-quarters of businesses (76%) that had been provided with new contacts or export opportunities reported that they had identified a new business contact as a result of using a DBT service. This figure is in line with 2022/23 (75%) (Chart 8.1.5).

[11] OMIS service not delivered in 23/24. Please see section 1.4.

For 2023/24, there was an increase in businesses reporting a new or expanded business contract (39% for 2023/24 versus 33% for 2022/23) and an increase in businesses reporting that they had expanded an export plan (36% for 2023/24 versus 32% for 2022/23) (Chart 8.1.5).

Chart 8.1.5 Opportunities as a result of service interaction

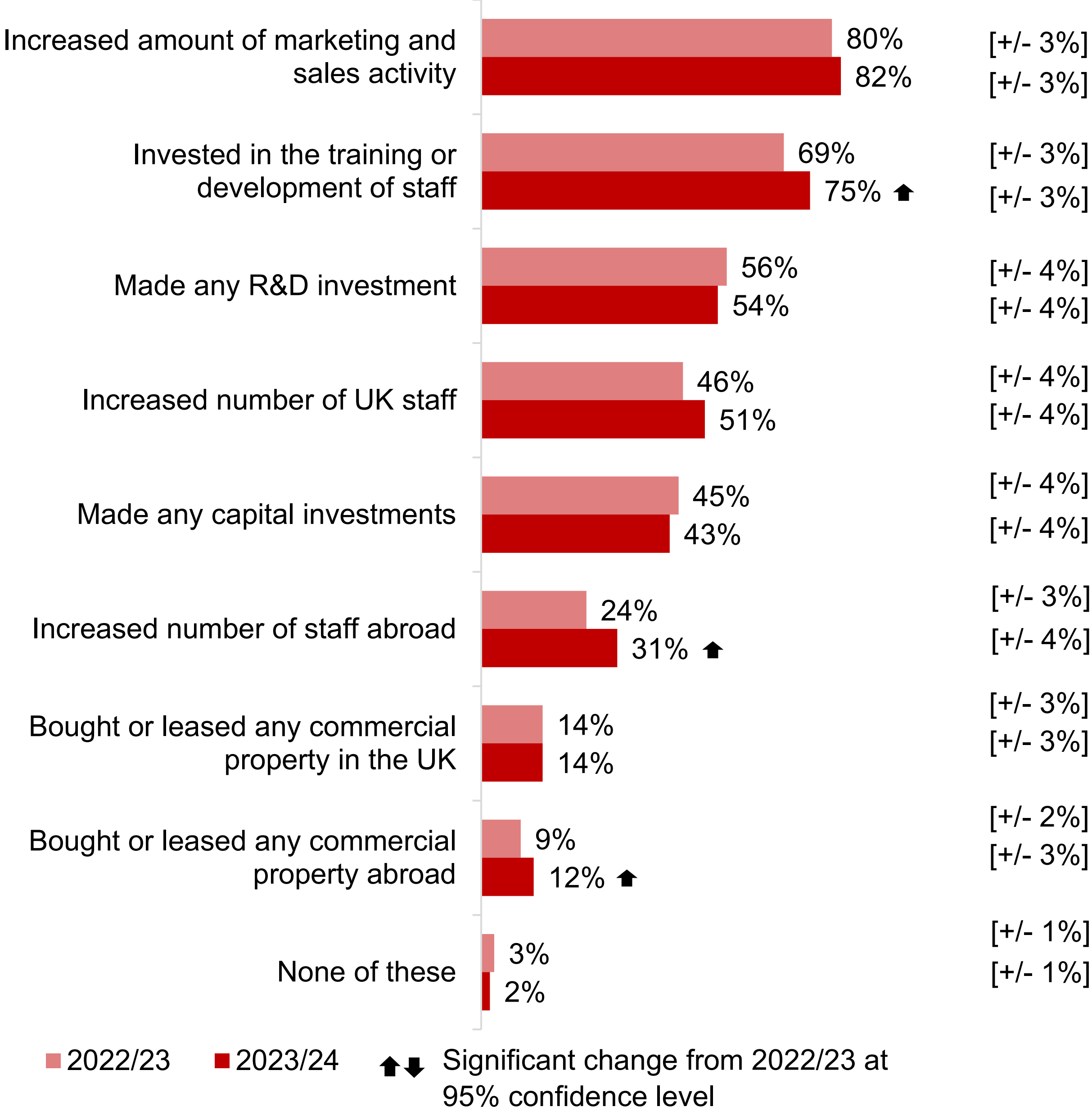


Caption: Qresult_opps – Which of the following opportunities, if any, has your business identified? Base: All businesses that used a service and had identified a new business contact as part of doing so (n=2,611 (2022/23), n= 2,153 (2023/24). Only prompted codes are shown.

Description: Clustered bar chart comparing opportunities as a result of service interaction for all businesses using services in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

Businesses that interacted with DBT were asked if they had made investments to support new or increased export opportunities. In particular, 75% of businesses had invested in training or developing staff (up from 69% in 2022/23), 31% of businesses had increased their number of staff abroad (up from 24% in 2022/23), and 12% of businesses had bought or leased any commercial property abroad (up from 9% in 2022/23) (Chart 8.1.6).

Chart 8.1.6 Type of investments made as a result of DBT service



Caption: Qresult_invest – Which of the following investments has your business made to support new or increased export opportunities? Base: All businesses that had used a service and made investments to support exporting (n=1,086 (2022/23), n=919 (2023/24)). Only prompted codes are shown.

Description: Clustered bar chart comparing the type of investments made as a result of DBT service for all businesses that had used a service and made investments to support exporting in 2022/23 to 2023/24. The main findings were presented in the text preceding the chart.

75% of businesses had invested in training or developing staff (significantly up from 69% in 2022/23), 31% of businesses had increased their number of staff abroad (significantly up from 24% in 2022/23), and 12% of businesses had bought or leased any commercial property abroad (significantly up from 9% in 2022/23). Only 2% reported no resulting investment, comparable with 3% recorded in 2022/23.

Department for Business and Trade

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