Department for
Business & Trade

Export Client Quality Survey for Businesses Supported April 2024 to March 2025

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

Contents

1 Executive Summary

The reporting structure of the Quality Survey has changed for 2024/25. The new structure focuses on key metrics agreed with DBT and identifies significant differences by service type and key firmographic variables.

1.1 Profile of businesses

This section briefly outlines the profile of businesses that took part in the Export Client Survey this year, including any changes from prior years. Note that the businesses that take part are a subset of all businesses supported by DBT export services. These services often change from year-to-year, and definitions for those covered by this survey can be found in Table 3.1.1.

The proportion of businesses with a turnover of £500,000 or more decreased (65% in 2024/25 versus 69% in 2023/24), driven by an increase in businesses with turnover below £85,000. The manufacturing sector remained most represented (29%), though the share of retail and wholesale businesses increased (19% in 2024/25 versus 12% in 2023/24). The majority of businesses remained SMEs (88%), with an increase in micro businesses (47% in 2024/25 versus 43% in 2023/24). Around one in four businesses (24%) were not selling overseas at the time they used DBT export services. Of former exporters, more than half (54%) said they are likely to export in the next 12 months.

1.2 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 services. This included metrics such as satisfaction with the service (74% for non-digital service users versus 69% for digital), whether the service had met their business's needs (68% for non-digital versus 64% for digital) and Net Promoter Score (+32 for non-digital service users versus +22 for digital). Larger businesses using DBT's export services tended to be more positive than smaller businesses. This included metrics such as satisfaction with the DBT service used (ranging from 84% of large businesses to 67% of micro businesses), whether the service met their business's needs (79% of large businesses versus 66% overall) and Net Promoter Score (+41 for large businesses versus +28 overall).

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 zero and ten, with ten being the most positive response. Scores of nine and ten were banded together as 'Promoters' and scores of zero to six as 'Detractors'. Around half of businesses were Promoters (49%) and two in ten businesses were Detractors (22%), broadly in line with 2023/24 (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 a small but statistically significant decrease in 2024/25 (+28) compared to 2023/24 (+30). Looking at NPS by export service, there were notable changes including declines for Missions (from +46 to +35) and Export Academy (from +30 to +24), while Webinars saw an increase

(from +19 to +29). Regional variations showed declines in the East Midlands (from +36 to +26) and Scotland (from +37 to +18), with an increase in the West Midlands (from +27 to +35).

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 declined year on year (71% in 2024/25 versus 74% in 2023/24). When asking dissatisfied businesses the reasons for their dissatisfaction, the most commonly mentioned reason was that the service "did not do anything or did not help" (43%). This was followed by "did not give enough information or advice" (27%) and "the service did not meet expectations" (23%).

Barriers
Businesses' reported barriers to exporting remained broadly consistent year on year, with the most common barrier being access to the right contacts, customers and networks (41% in 2024/25, compared with 40% in 2023/24). Time emerged as a barrier for more businesses (38% versus 35% in 2023/24). Around two-thirds of businesses overall (67%) said the service they used helped with at least one barrier, especially knowledge of support available from DBT and elsewhere (58%) and knowledge of the exporting process (48%).

Areas for improvement
More than half of businesses overall (54%) stated potential improvements. The most commonly cited suggestions related to better support (including more follow-up from DBT, or more sector specific export services) (32%) and better communication (e.g. simpler language, or more accessible materials) (21%). Support and communication (49% and 34% 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 (25%), more communication or information (16%), and more knowledgeable staff (14%).

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 2024/25, fewer businesses said their needs were met, with 66% of businesses saying their needs were met compared with 69% in 2023/24. This decline was particularly pronounced for the International Markets service (57% in 2024/25 versus 67% in 2023/24). Around one in eight businesses (12%) said their needs were not met, which was broadly in line with 2023/24 (10%).

Differences between digital and non-digital services
Throughout 2024/25, a clear gap persisted between digital and non-digital service delivery. Non-digital services - comprising International Trade Advisers (ITAs), Posts, Missions, International Markets, and Export and Investment Teams - consistently outperformed digital services across all key metrics.

Non-digital services demonstrated stronger outcomes in the following areas:

- Net Promoter Score (+32 versus +22 for digital services)
- Satisfaction (74% satisfied versus 69% for digital services)
- Meeting business needs (68% versus 64% for digital services)

There were variations between digital services - Export Academy, Webinars, Export Opportunities, EDES, and Business Profiles. While Webinars saw an increase in NPS (from +19 to +29), the Export Academy experienced declines in both NPS (from +30 to +24) and Export Opportunities recorded the lowest NPS at -14.

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 seeking 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 3.1.1 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:

1. track client perceptions of the quality of support and advice provided by DBT,
2. provide a measure of reported impact on businesses from using a DBT service, and
3. 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 two 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[1] supported by DBT, the perceived quality of the advice and support provided, and firms' satisfaction with the service or received.

The findings in this report are based on interviewing businesses that used DBT services between April 2024 and March 2025. Throughout this report, when findings from businesses that used DBT services in 2024-25 are compared with findings from the 2023-24 survey, these are statistically different at the 95% significance level.

The reporting structure of the Quality Survey has changed for 2024/25. The new structure focuses on key metrics agreed with DBT and identifies significant differences by service type and key firmographic variables. While this report presents analysis of these priority metrics, comprehensive data for all survey questions and variables remains available internally in the accompanying data tables.

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[1] Some businesses use multiple services, and some services are prioritised over others to be asked about in the interview – please refer to the technical report for further information about the sampling processes used.

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

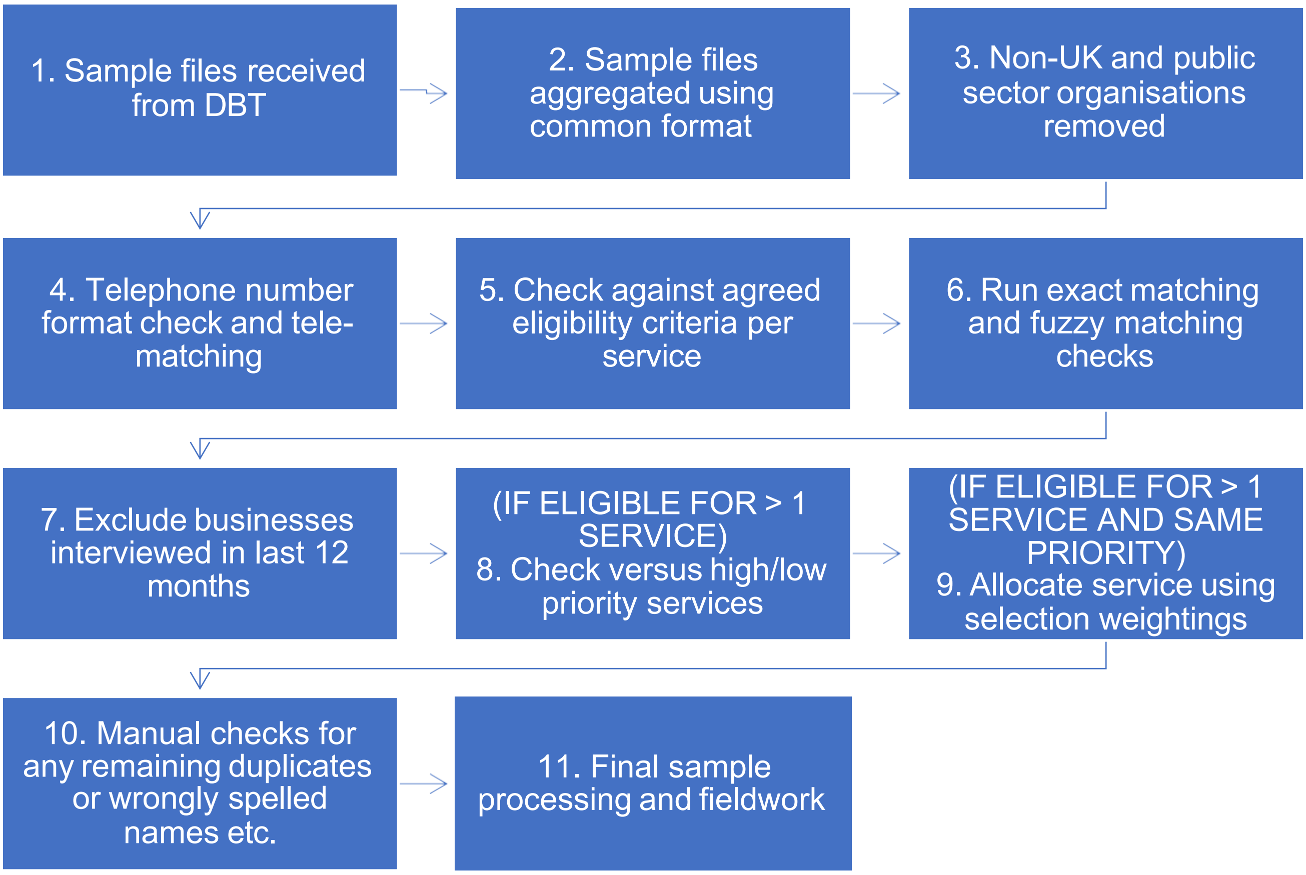
The Quality Survey is based on a monthly sample of businesses that have used a DBT export promotion service. The sample is designed to be representative of businesses supported by DBT. Services with a base size of fewer than 100 completes in 2024/25 are included in the overall analysis in this report but are excluded from the relevant charts displaying breakdowns of results by service. The sample has been designed to reflect each business's history of engagement with DBT services, taking into account the different combinations of services they may have received over time. In order to ensure for the representation of less frequently used DBT services, the probability of businesses which had used these services were given a higher probability of selection in our sample. Additionally, where a sampled business had received more than one service, they were more likely to be asked about the less frequently used service in the survey. The survey invites businesses to focus on one specific interaction with a DBT 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 responding to the questions in the survey.

Certain service delivery 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. The steps involved in sample preparation are summarised in the diagram below with further details available in the technical report.

[2] To reduce the burden of participating in research, a business is only included within the Quality Survey once in any 12-month period.

Figure 3.1.1: Sample process flow diagram



Description: Flow diagram showing the 11-step process for preparing sample files. Arrows indicate the process flow from step 1 to step 11. Step 1: Sample files received from DBT. Step 2: Sample files aggregated using a common format. Step 3: Non-UK and public-sector organisations removed. Step 4: Telephone number format check and tele-matching. Step 5: Check against agreed eligibility criteria per service. Step 6: Run exact-matching and fuzzy-matching checks. Step 7: Exclude businesses interviewed in the last 12 months. Step 8: If eligible for more than one service, check against high- and low-priority services. Step 9: If eligible for more than one service with the same priority, allocate service using selection weightings. Step 10: Manual checks for duplicates or spelling errors. Step 11: Final sample processing and fieldwork.

There is normally a three-month period between when a business interacts with DBT and when the interview is conducted. For example, businesses with interactions in April 2024 were included within the April sample, with fieldwork completed in July 2024. 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 3.1.1 provides an overview of the DBT services that are in scope of this research.

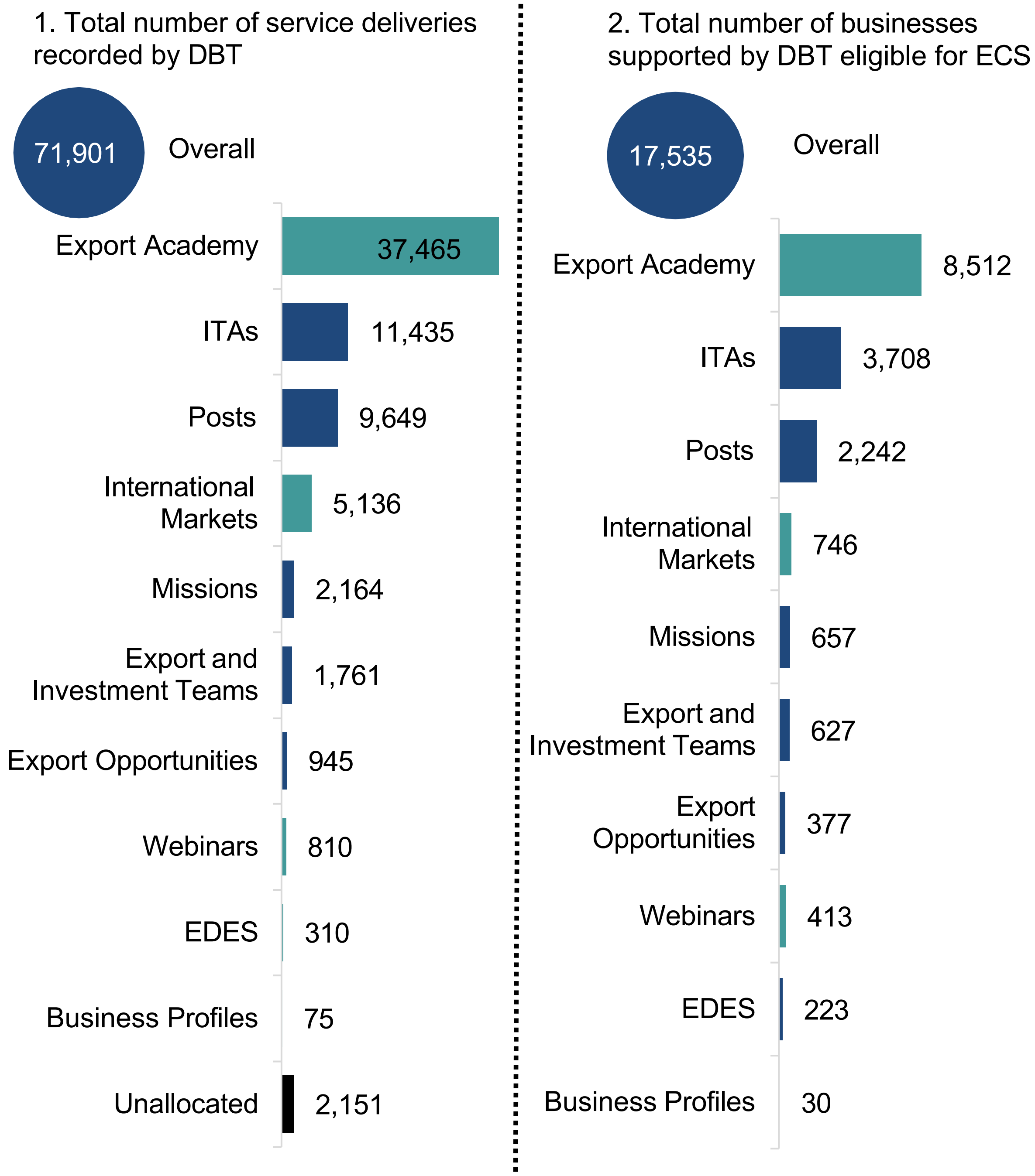
[3] A copy of the advance email can be found in the Technical Report.

Table 3.1.1: DBT export promotion services in scope for the ECS[4]

Service	Service description	Digital or non-digital delivery	Interviews achieved (2024/25)
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	1,103
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	475
International Markets[5] (IM)	Provides information and advice to small and medium-sized businesses looking to export to particular overseas markets.	Non-digital	204
Missions	Services related to events (trade fairs and market research) but with a specific focus on face-to-face deal-making.	Non-digital	150
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	133
Export Academy	Gives businesses the know-how to sell to customers around the world by learning from experts in international trade.	Digital	2,738
Digital Exporting Programme Webinars[6]	Aims to provide information to a target audience, ranging from experienced exporters to businesses that are new to exporting.	Digital	121
Export Opportunities	An online service on great.gov.uk which promotes global exporting opportunities to UK businesses.	Digital	121
Export Digital Enquiry Service (EDES)	A directory of information on rules and regulations in overseas markets, hosted on GOV.UK.	Digital	74*
Business Profiles	An online service which enables businesses to promote products and services to international buyers.	Digital	7*
All services			5,126

[4] Interview numbers for each service presented in this table are unweighted
[5] Previously known as the Export Support Service – International Markets (ESS-IM).
[6] 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.

Chart 3.1.1: Service deliveries recorded and number of businesses eligible for survey, by service type (April 2024 to March 2025)[7,8]



[7] The charts above display: 1. the number of individual service deliveries recorded by DBT, where a single business may have been a recipient of multiple DBT services or events; and 2. the number of businesses eligible for survey, by service type. Where businesses accessed multiple services, service prioritisation has been applied to allocate each business to a single service. This excludes nine cases from the retired "Overseas Market Introduction Service".

[8] A total of 2,151 service deliveries could not be allocated to any of the services shown here that form part of the ECS when Ipsos applied the eligibility mapping criteria provided by DBT. For further details of the sampling preparation process and checks, please refer to the QS technical report.

Description: One chart shows the total number of service deliveries recorded by DBT which is 71,901 overall. The Export Academy had the highest number of service deliveries recorded (37,465), followed by ITAs (11,435) and Posts (9,649). The second chart shows the number of businesses eligible for the survey, by service type which is 17,535 overall. The Export Academy supported the highest number of businesses (8,512), followed by ITAs (3,708) and Posts (2,242).

Due to the method used for counting DBT service deliveries that involve multiple services, the figures presented may not directly represent the total number of service deliveries that occurred in a given year. Within the ECS dataset, where a service delivery includes several teams, it is attributed to each team mentioned. As a result, the figures shown here reflect how service deliveries have been attributed across services, rather than the total number of unique service deliveries that took place.

3.2 Fieldwork

All potential respondents were initially sent an invitation and information email. These communications informed them of the purpose of the research, and provided the opportunity to contact Ipsos UK with questions, or to opt out. Fieldwork for the Quality Survey 2024-25 began in July 2024 (interviewing businesses that received support from DBT in April 2024). Respondents could complete the survey over the phone (Computer-Assisted Telephone Interviewing; “CATI”), or online (Computer Assisted Web Interviewing; “CAWI”).

Around four in five (4,079) of the 5,126 interviews conducted for the Quality Survey 2024-25 were conducted by CATI. The mean CATI interview length was 21 minutes and 52 seconds.

The remaining 1,047 interviews were conducted by CAWI. Online interviewing was introduced in prior years of the survey at the request of DBT, as measure to improve the questionnaire’s accessibility to a wider range of respondents (such as those with a disability precluding participation by phone). This is a significant increase in online completes compared to the Quality Survey of 2023-24, when only 96 of 3,421 respondents used CAWI. Analysis for modal effects was undertaken to assess whether the increased use of online interviewing affected survey responses. No evidence of significant differences by mode for the key metrics covered in this report were identified.

This increase in online completes is explained by an updated recruitment process for 2024-25. This process involved an invitation email, followed by reminder emails, which included links to the online survey, despatched on the 1st of each month to potential respondents, followed up by telephone recruitment around a week later (previously, an advance email without a link to the survey was followed up by telephone almost immediately). An additional week with immediate access to the online survey invitation gave many more respondents the opportunity to take part by this mode.

3.3 Analysis

Many of the questions in the survey asked participants to rate their customer experience using a scale from zero to ten, where ten was the most positive response and zero was the least positive response. Responses have been grouped into positive (a score of seven or higher), neutral (a score of four to six), and negative (a score of three or below).[9] 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. Confidence intervals display variation from data displayed which is 95% likely to contain the true mean.

For example, at “Chart 4.1.1: Turnover” on page 16, the figure displayed for 2024/25 for the row “NET: £500k or more” is 65%, and the confidence interval +/- 2%. This means we can be 95% confident the true mean is +/-2% of 65%, or 63% to 67%.

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% significance level, unless otherwise stated. This means that there is a 5% chance that we have reported a significant difference where in fact there was none. The statistical significance (or not) of a comparison between two groups or years of this survey was determined by two-tailed t-test. Symbols used to denote statistical significance appear in the charts:

Symbol	Meaning
▲▼	Significant change from 2023/24 at 95% significance level

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.

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

Table 3.3.1: Fieldwork outcomes July 2024 to June 2025 (by service)
Table 3.3.1 below breaks down the response rates by each product or service.

	ITAs	Posts	IM	Missions	E&I Teams	Export Academy	Webinars	Export Opportu-nities	EDES	Business Profiles	Total
Number of cases issued	3,708	2,242	746	657	627	8,512	413	377	223	30	**17,535**
Complete	1,103	475	204	150	133	2,738	121	121	74	7	**5,126**
Complete – CATI	916	323	136	100	111	2,237	89	98	63	6	**4,079**
Complete - Online	187	152	68	50	22	501	32	23	11	1	**1,047**
Response rate	**30%**	**21%**	**27%**	**23%**	**21%**	**32%**	**29%**	**32%**	**33%**	**23%**	**29%**

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. Weighting also considers (i) the number of businesses supported for each individual service in total, and (ii) the number of businesses supported each month by these services.

Export Client Survey weights are calculated at two levels:

1. a company level weight: this weight is applied to questions which are not dependent on the service for which the business was sampled, for example, questions about the business itself or about its experiences of DBT services in general. This weight reflects the profiles of all the businesses that had used an eligible DBT service in the survey period.
2. a service level weight: this weight is applied to questions which relate specifically to the service for which the business was sampled so data is representative of the service users.

All data presented in this report is weighted, unless otherwise specified. For a more detailed explanation of the weighting process, including which weights apply to each variable, please refer to the technical report.

3.5 Changes to the survey since the previous year

Several changes were made to the questionnaire compared with the previous year (2023/24), in light of changes to service delivery and policy priorities. These included:

- Questions rotating out from the 2023/24 year included:
    I. the business's history of exporting,
    II. other organisations the business might have been in contact with for exporting support,
    III. organisations the business made contact with as a result of using the services, and
    IV. when the organisation first began using the DBT service.

- Questions rotating in which did not feature in the previous year, but were in earlier Quality Survey waves, included:
    I. additional outcomes firms experienced from using the service,
    II. how businesses first heard about DBT services, and
    III. if they'd seen any advertising encouraging businesses to think about exporting in the last year.

- A new question was added, requesting respondents share their job title.
- A new question, QPerception, examining business perceptions of DBT services, when DBT was first approached for support with exporting (findings from this question are presented in "Chapter 6 – Satisfaction").

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 5,126 businesses that used a DBT service between April 2024 and March 2025. 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

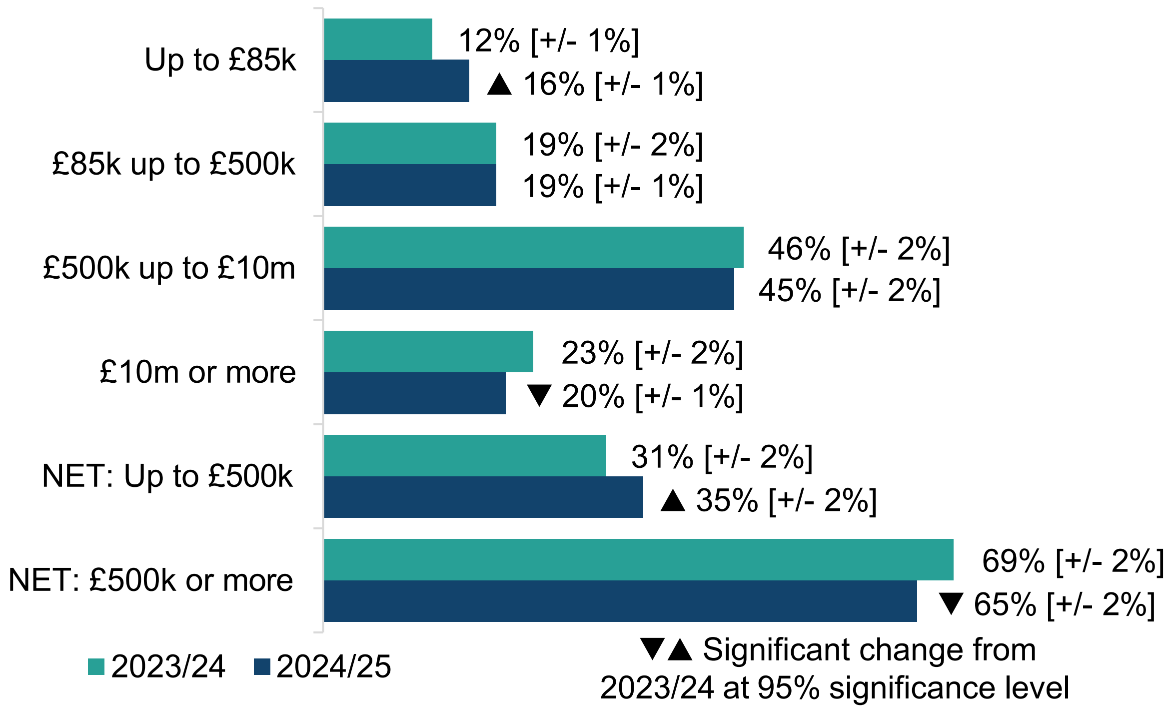
Almost two thirds (65%) of businesses using DBT services in 2024/25 reported a turnover of £500,000 or more, which is reflective of the eligibility criteria for the services in scope - only digital services, such as the Export Academy, are aimed at businesses with a turnover of less than £500,000. Compared to 2023/24 the proportion of businesses with a reported turnover of £500,000 or more using DBT services was lower in 2024/25 (65%, down from 69%), and a higher proportion of businesses had a reported turnover of up to £500,000 (35%, up from 31% in 2023/24). This change is driven by an increase in 2024/25 in the share of businesses with a reported turnover of up to £85,000 (16%, up from 12% in 2023/24) and potentially also by the large increase in Export Academy respondents in 2024/25.

Businesses which were more likely to report a turnover of £500,000 or more, compared to the average of 65% of all businesses, were those that used:

- IM (89%)
- Posts (79%)
- ITAs (77%).

Businesses that used the Export Academy were more likely to report a turnover of up to £500,000 than the average (51% versus 35% average).

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=2,191 (2023/24), n=3,507 (2024/25).

Description: Chart 4.1.1 shows there have been some slight changes in turnover compared to 2023/24. Businesses were more likely to report a turnover of up to £500,000 (35% in 2024/25 versus 31% in 2023/24) and were less likely to report a turnover of £500,000 or more (65% in 2024/25 versus 69% in 2023/24).

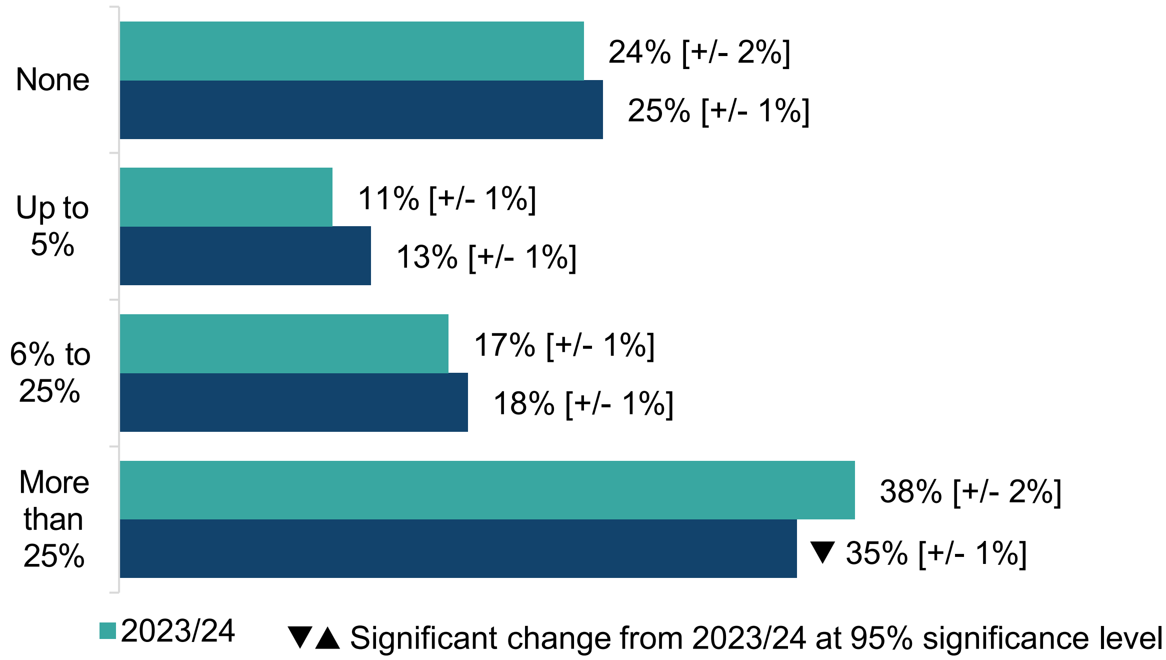
Just over a third of businesses (35%) reported that more than a quarter of their turnover came from exporting, down from 38% in 2023/24. Almost a fifth of businesses (18%) reported that between 6% and 25% of their turnover came from exporting. Just over 1 in 10 businesses (13%) reported that up to 5% of their turnover came from exporting. Finally, a quarter of businesses (25%) reported that none of their turnover came from exporting (Chart 4.1.2).

Businesses more likely to report that more than 25% of their turnover came from exporting than the average (35%) were those that used the following services, reflecting the service offer:

- Missions (46%)
- IM (44%)
- Posts (42%).

Businesses that used the Export Academy were more likely to report none of their turnover came from exporting (31% versus 25% average), again reflecting the service offer. Businesses that used ITAs were more likely to report that up to 5% or 6% to 25% of their turnover came from exporting (15% versus 13% average for up to 5% of turnover, and 22% versus 18% average for 6% to 25% of turnover).

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=3,421 (2023/24), n=5,126 (2024/25). 'Don't know' and 'Refused' responses not shown.

Description: Chart 4.1.2 shows there has been little change in the percentage of business turnover that comes from exporting compared to 2023/24 however the percentage reporting over 25% of turnover comes from exporting has decreased slightly (35% in 2024/25 versus 38% in 2023/24)

In line with the findings for 2023/24, the most commonly represented sector in the 2024/25 survey was Manufacturing (29%, down from 33% in 2023/24). However, the proportion of businesses in the business activities, real estate or renting sector decreased from 17% in 2023/24 to 8% in 2024/25, overtaken by businesses in the wholesale and retail trade sector (19% in 2024/25, up from 12% in 2023/24). (Chart 4.1.3).

Businesses using the following services were more likely to be in the manufacturing sector, compared to the average of 29% of all businesses:

- ITAs (41%)
- IM (39%).

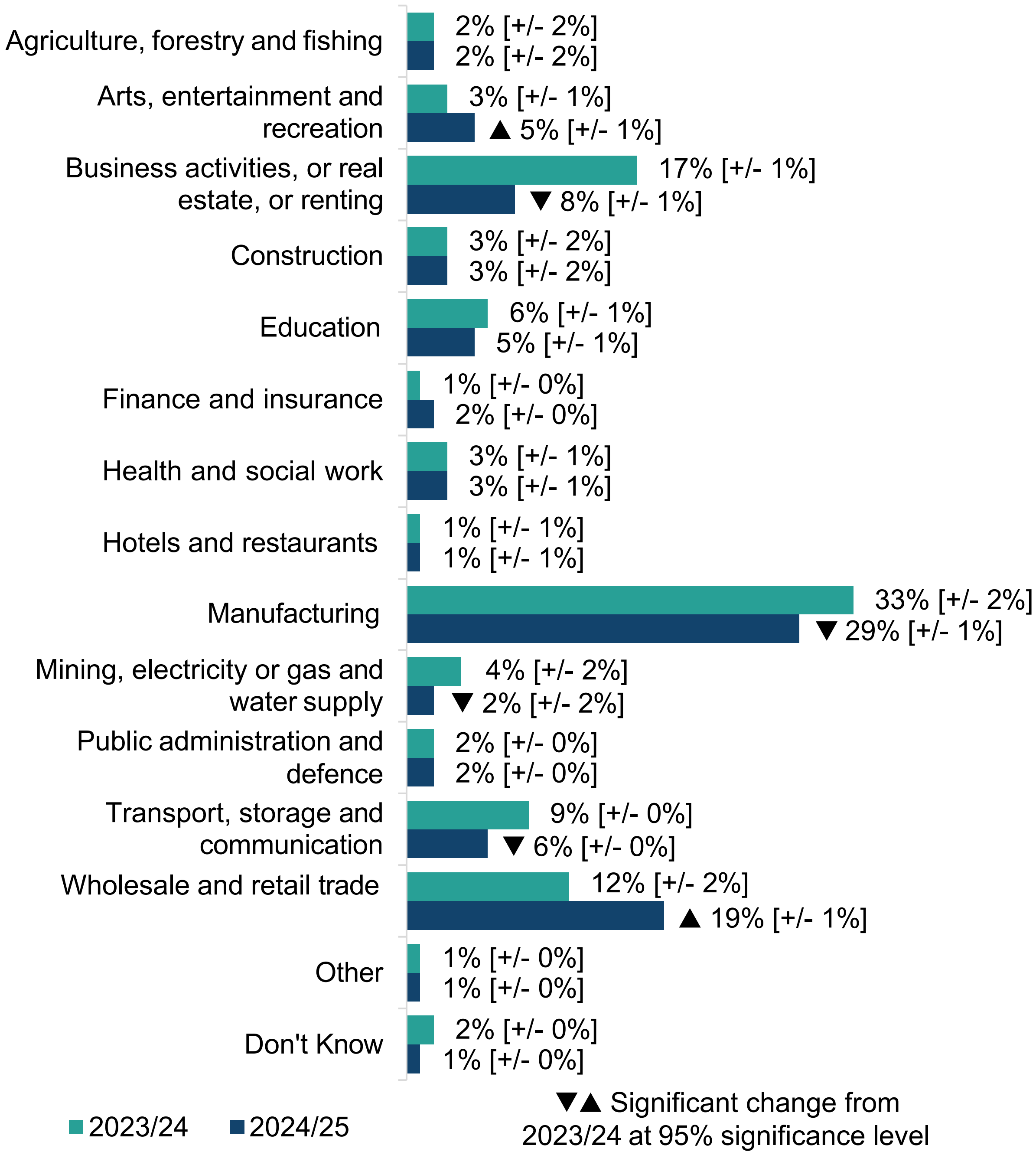
Business using the following services were more likely to be in the wholesale and retail sector, compared to the average of 19% of all businesses:

- Webinars (39%)
- Export Academy (24%).

Finally, businesses using the following services were more likely to be in the businesses activities, real estate or renting sector than the average (8%) were those that used:

- Export and Investment Teams (20%)
- Posts (12%).

Chart 4.1.3: Sector



Caption: Qactivities – What sector does your business best fit into? (n=3,421 (2023/24), n=5,126 (2024/25)).

Description: Chart 4.1.3 shows there have been some changes in the proportion of businesses in each sector. Among the most common sectors, 29% of businesses taking part in the survey were in the manufacturing sector, down from 33% in 2023/24. The proportion of businesses in business activities or real estate or renting decreased from 17% in 2023/24 to 8% in 2024/25, overtaken by wholesale and retail trade – 19% in 2024/25, up from 12% in 2023/24.

In terms of business size, the profile is broadly similar to 2023/24, with the majority of businesses (88%) classified as SMEs. Although the proportion of SMEs is higher than in 2023/24 (88% in 2024/25, up from 85% in 2023/24), this was driven by an increase in the share of micro businesses (47% in 2024/25, up from 43% in 2023/24) and there was a decrease in the proportion of medium-sized businesses taking part in the survey (14% in 2024/25 down from 16% in 2023/24) (Chart 4.1.4).

Businesses using the Export Academy were more likely to be micro businesses (58% versus the average of 47% of all businesses surveyed).

Businesses using the following services were more likely to be small (i.e. with 10-49 employees), compared to the average of 27% of all businesses that took part in the survey:

- IM (39%)
- Missions (38%)
- ITAs (33%).

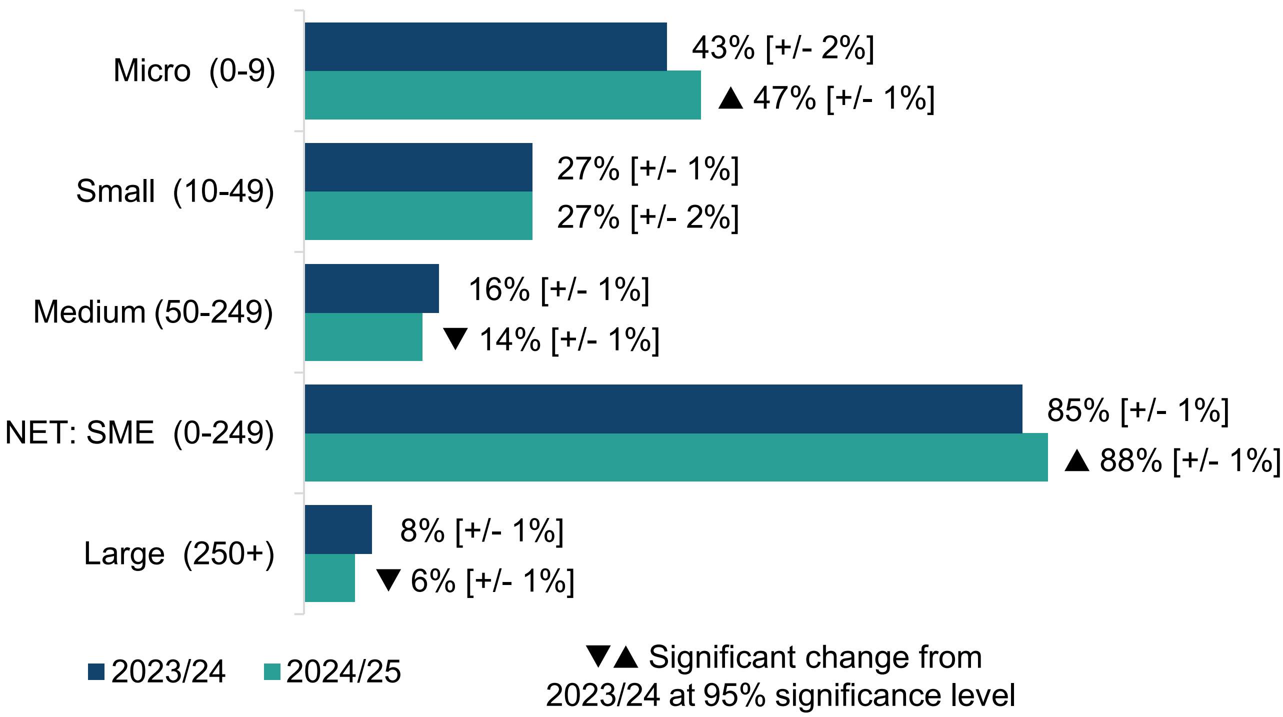
Businesses using the following services more likely to be medium-sized (i.e. with 50-249 employees), compared to the average of 14% of all businesses that completed the survey:

- IM (24%)
- Posts (19%).

Finally, businesses using the following services were more likely to be large businesses (i.e. with 250 or more employees), compared to the average of 6% of all businesses in the survey (which reflects the business audiences served):

- Posts (14%)
- Webinars (11%).

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=3,421 (2023/24), n=5,126 (2024/25)). 'Don't know' and 'Refused' responses not shown.

Description: Chart 4.1.4 shows that compared to 2023/24 the proportion of businesses which are SMEs has increased (88% in 2024/25 versus 85% in 2023/24) and the proportion of large businesses has decreased (6% in 2024/25 versus 8% in 2023/24).

4.2 Exporting behaviour

Current exporters made up the majority of businesses interviewed: around three quarters (76%) were currently exporting (classified as 'Sustain'). Around one in six (16%) had never exported before (classified as 'Promote'), up from 14% in 2023/24. While 3% had exported before but not in the past 12 months (classified as 'Reassure')[10] (Chart 4.2.1).

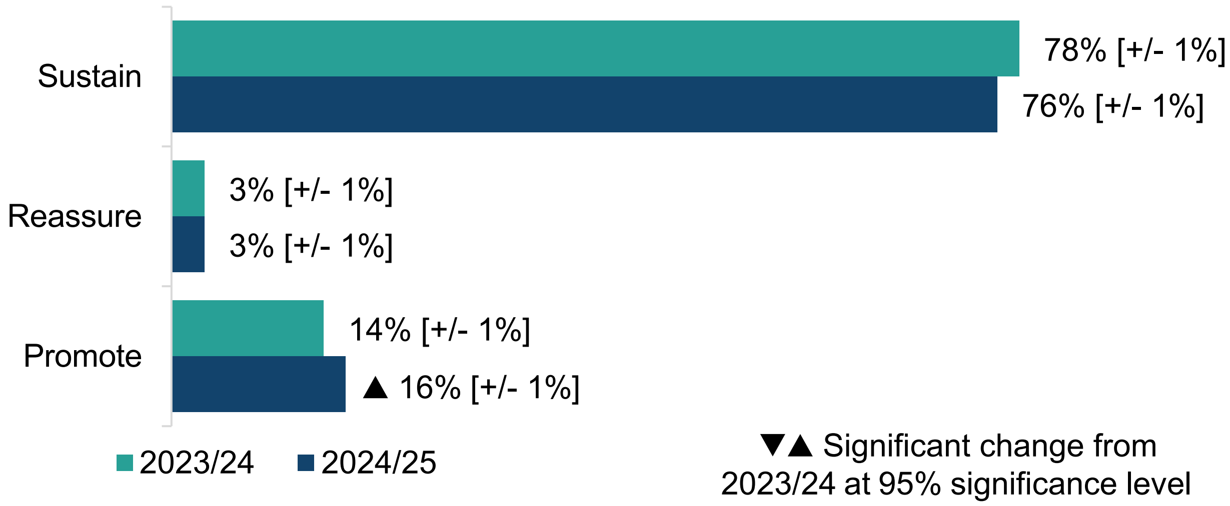
Businesses more likely to be in the Sustain segment than the average (76%) were those that used (note that these services are most likely to be supporting businesses with "Sustain" exporter status):

- IM (91%)
- Posts (82%)
- ITAs (81%).

Businesses more likely to be in the Promote segment than the average (16%) were those that used:

- Export Opportunities (24%)
- Export Academy (20%).

Chart 4.2.1: Exporter status



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

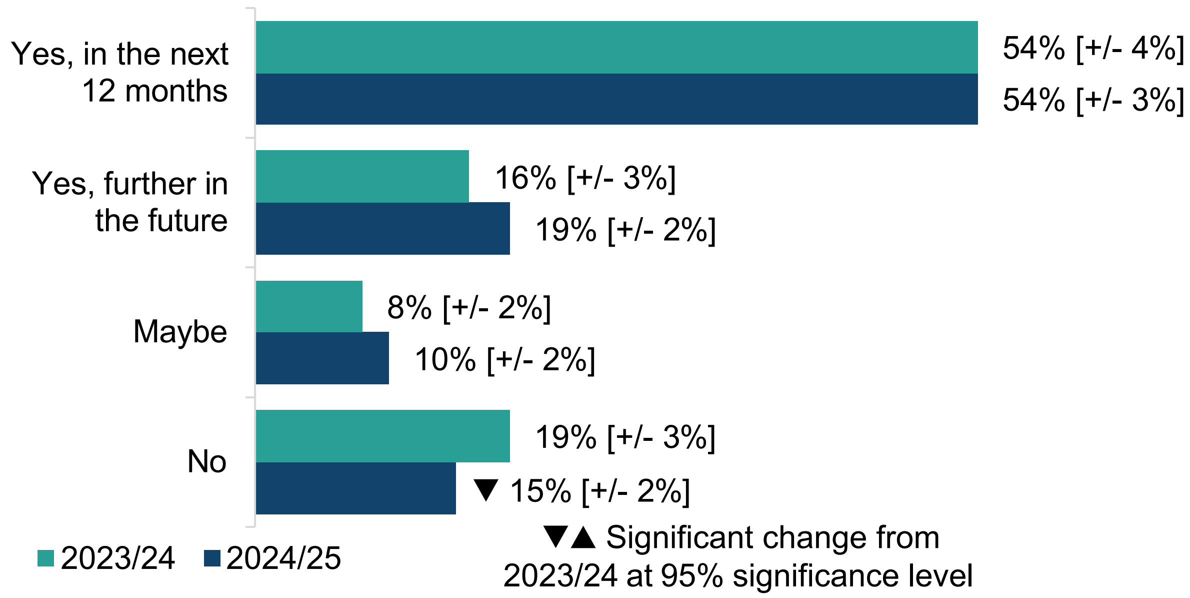
Caption: Qexportstatus – At the time of your dealing with the service, was your business already selling goods or services overseas? Qexportstatus2 – And did you sell goods or services overseas in the 12 months before that? Base: All businesses that used a service (n=3,421 (2023/24), n=5,126 (2024/25)). ‘Don’t know’ and ‘Refused’ responses not shown.

Description: Chart 4.2.1 shows that there has been a slight increase in the proportion of businesses in the promote segment (16%, up from 14% in 2023/24). The proportions of sustain (76%) and reassure (3%) segment businesses are consistent with last year.

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. The proportion of former exporters with no plans to export in the next year decreased from 19% in 2023/24 to 15% in 2024/25 (Chart 4.2.2).

Businesses that used ITAs were more likely to say they planned to sell overseas in the next 12 months (62%, versus the average of 54% of all businesses).

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= 772 (2023/24), n= 1,255 (2024/25)). ‘Don’t know’ and ‘Refused’ responses not shown.

Description: Chart 4.2.2 shows there has been a slight decrease in the proportion of businesses that do not plan to sell overseas in the future (15% down from 19%). The proportions of those planning to sell overseas in the next 12 months (54%) or further in the future (19%) or were unsure (10%) all remained consistent with 2023/24.

More than half of current exporters (56%) said they exported only goods overseas. Around three in ten (29%) reported exporting only services, down from 31% in 2023/24, while 15% exported both goods and services.

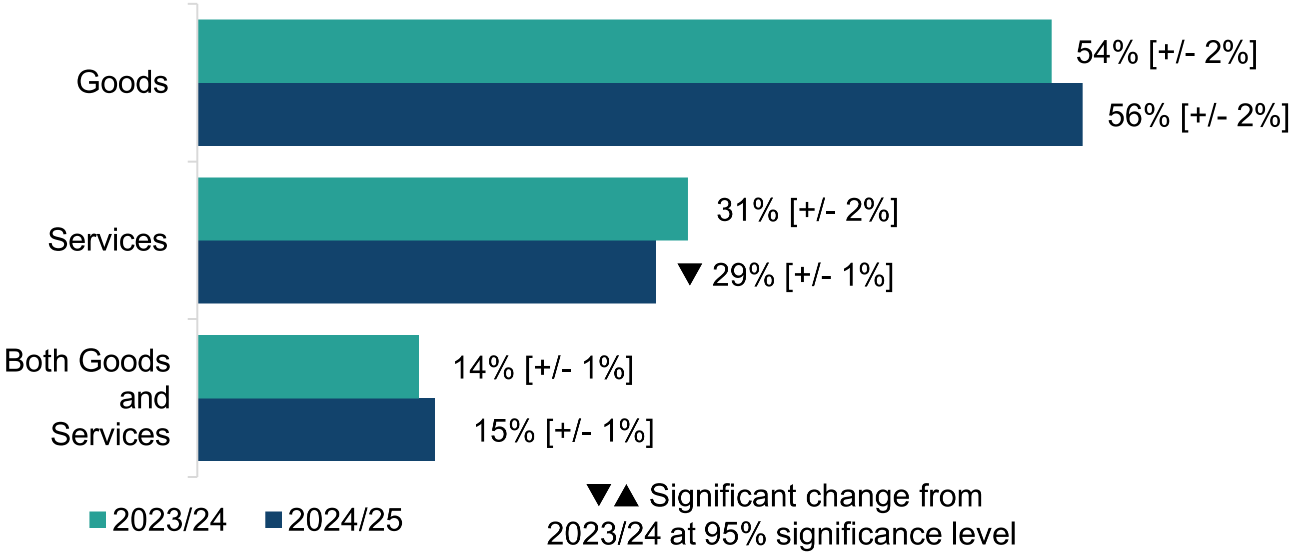
Businesses that used the Export Academy were more likely to export only goods (61% versus 56% average).

Businesses using the following services were more likely to only export services, compared to the average of 29% of all businesses:

- Missions (51%)
- Posts (40%).

Businesses using Posts were also more likely to say they exported both goods and services (21% versus 15% average).

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), n=4,091 (2024/25)). 'Don't know' and 'Refused' responses not shown.

Description: Chart 4.2.3 shows that the proportion of businesses exporting only services has decreased (29% down from 31% in 2023/24). The proportions exporting only goods (56%) and both goods and services (15%) remain consistent with 2023/24.

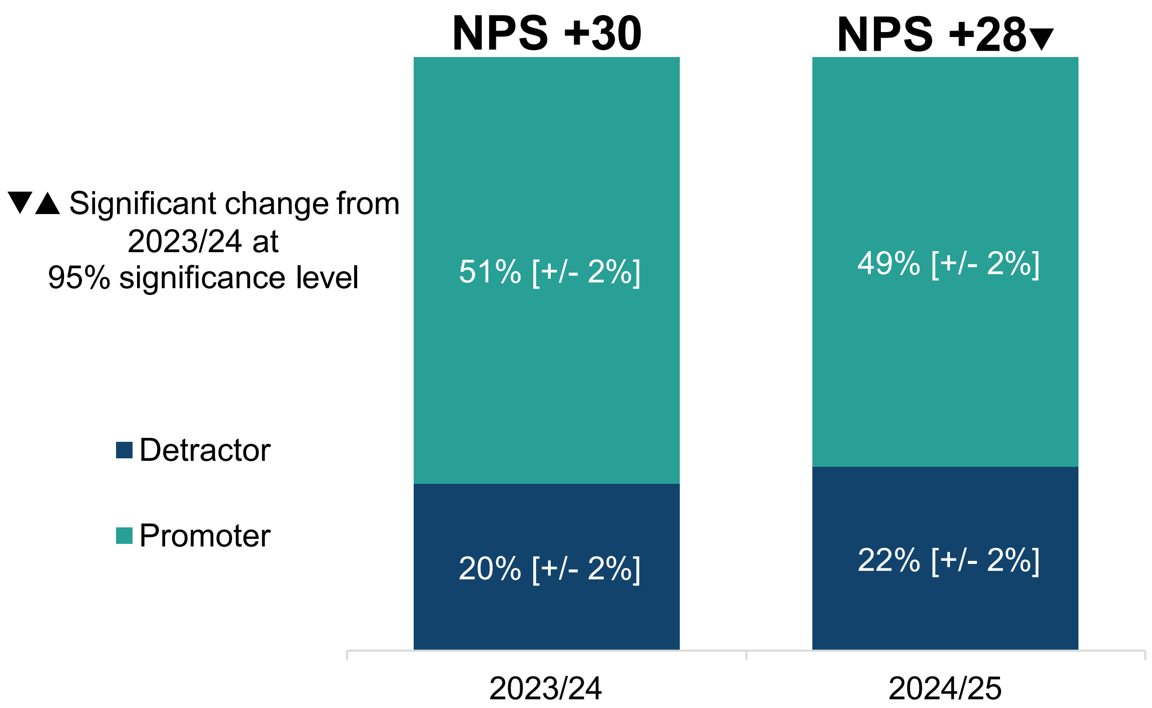
5 Net Promoter Score

This chapter explores the Net Promoter Score (NPS), which is a summary measure of how likely it is that businesses would recommend using a DBT service. Businesses were asked to provide a score between zero and ten, with ten being the most positive response. Scores of nine and ten were banded together as 'Promoters' and scores of zero to six 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 +28. This is lower than the NPS recorded in 2023/24 (+30). (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=3,421 (2023/24), n=5,126 (2024/25)). 'Neutral' and 'Don't know' responses not shown.

Description: Chart **5.1.1** shows that the overall NPS score has decreased from +30 in 2023/24 to +28 in 2024/25. The proportions of businesses in the Promoter segment (49%) and Detractor segment (22%) are consistent with 2023/24.

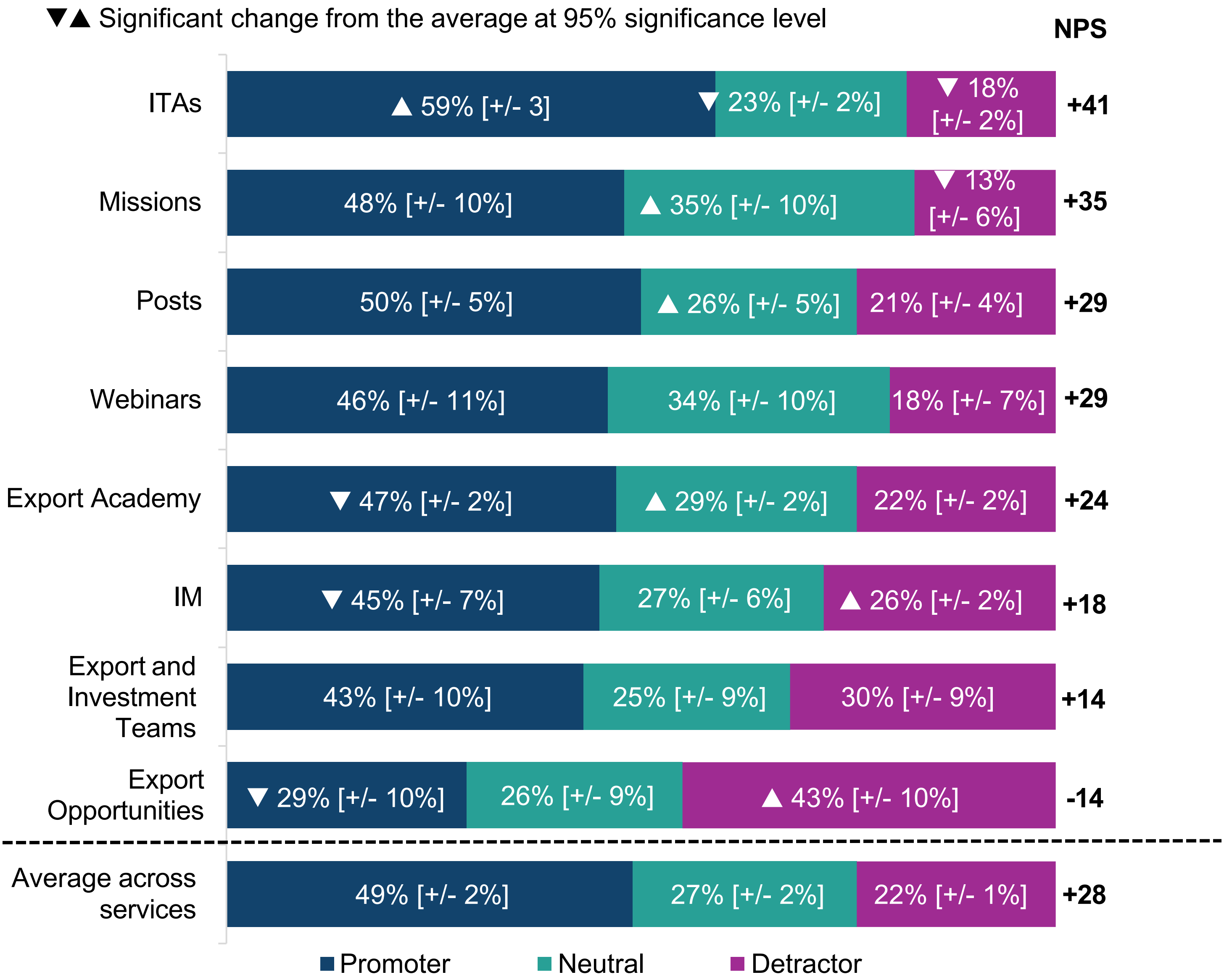
5.2 NPS by Service

Businesses that used the ITAs service were more likely to be Promoters (59% versus the average across services of 49%) and less likely to be Neutral (23% versus an average across services of 27%) or Detractors (18% versus an average across the services of 22%).

Business that used Missions were more likely to be Neutral (35% versus an average across services of 27%) and less likely to be Detractors (13% versus an average across the services of 22%).

Businesses that used the Export Academy service were less likely to be Promoters (47% versus the average across services of 49%) and more likely to be Neutral (29% versus an average across services of 27%).

Chart 5.2.1: Summary of NPS 2024/25 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=1,103), Export Academy (n=2,738), Posts (n=475), Webinars (n=121), Export and Investment Teams (n=133), IM (n=204), Missions (n=150), Export Opportunities (n=121), All businesses (n=5,126).

Description: Chart 5.2.1 shows there are significant differences compared to the average for ITAs (more likely to be Promoters, 59%, and less likely to be Neutral, 23%, or Detractors, 18%), Missions (more likely to be Neutral, 35%, and less likely to be Detractors, 13%) and the Export Academy (less likely to be Promoters, 47%, and more likely to be Neutral, 29%). Differences in other services were not statistically significantly different from the average.

There was a decrease in NPS for Export Academy, falling from +30 in 2023/24 to +24 in 2024/25 (Table 5.2.1). Other year on year changes in NPS observed within the same DBT export service are not significant at a 95% significance level.

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

Net Promoter Score by Service with year-on-year comparison

	2023/24			2024/25			
	NPS	CI (+/-)	Base	NPS	CI (+/-)	Base	Significant change
Missions	+46	6%	167	+35	7%	150	↓
ITAs	+44	3%	984	+41	3%	1,103	-
Export Academy	+30	3%	951	+24	2%	2,738	↓
Posts	+27	4%	408	+29	4%	475	-
International Markets	+25	5%	225	+18	6%	204	-
Export and Investment Teams	+19	5%	272	+14	8%	133	-
Digital Exporting Programme Webinars	+19	5%	331	+29	8%	121	↑
Export Opportunities	-13	5%	45*	-14	8%	121	-
Overall	+30	2%	3,421	+28	1%	5,126	↓

↑↓ indicates a significant change from 2023/24 at 95% significance level.

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

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?

Description: Table 5.2.1 displays Net Promoter Scores (NPS) by service, for 2023/24 and 2024/25. Overall NPS sentiment declined from +30 to +28; as did that for the Export Academy service, from +30 to +24.

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 +15 in Wales to +36 in the North West and Yorkshire & the Humber regions (Table 5.3.1).

Regions in which the NPS score decreased compared to last year are:

- East Midlands (+26 in 2024/25 versus +36 in 2023/24)
- Scotland (+18 in 2024/25 versus +37 in 2023/24)
- Unknown/other (+16 in 2024/25 versus +28 in 2023/24).

The NPS score for the West Midlands increased compared to last year (+35 in 2024/25 versus +27 in 2023/24).

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

Net Promoter Score by Region with year-on-year comparison							
	2023/24			2024/25			
	NPS	CI (+/-)	Base	NPS	CI (+/-)	Base	Significant change
North East	+28	10%	106	+35	8%	154	-
North West	+35	5%	286	+36	4%	449	-
Yorkshire & the Humber	+38	6%	248	+36	4%	431	-
East Midlands	+36	6%	239	+26	5%	377	↓
West Midlands	+27	6%	326	+35	4%	495	↑
East of England	+29	6%	270	+25	5%	448	-
London	+28	5%	440	+24	3%	865	-
South East	+25	5%	400	+25	3%	717	-
South West	+35	5%	277	+29	4%	440	-
Wales	+23	12%	68*	+15	10%	103	-
Scotland	+37	8%	115	+18	6%	277	↓
Northern Ireland	+37	11%	67*	+29	9%	101	-
Unknown /Other	+28	4%	533	+16	6%	269	↓
Overall	+30	2%	3,421	+28	1%	5,126	↓

↑↓ indicates a significant change from 2023/24 at 95% significance level.

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

Note: Region not available for all businesses interviewed.

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?

Description: Table 5.3.1 displays Net Promoter Scores (NPS) by UK region, for 2023/24 and 2024/25. NPS increased in the West Midlands, by 8 points; declined in the East Midlands, by 10; declined in Scotland, by 19; decline for other / unknown region, by 12 points; and overall, by 2 points.

5.4 NPS by Firmographics

Examining NPS by other firmographic subgroups such as business size or sector revealed:

- Medium-sized and large businesses had higher NPS than the mean (+35 for medium and +41 for large businesses, versus the average of +28).
- Businesses in the manufacturing sector and health and social work sector had higher NPS than the mean (+31 for manufacturing and +41 for health and social work versus the average of +28).
- Businesses in the reassure exporter segment had higher NPS than the mean (+38 versus the average of +28)
- Businesses that were overall satisfied with the DBT service received had higher NPS than the mean, i.e. gave a satisfaction score of 7 or higher out of 10 (+64 versus the average of +28).

In addition, businesses with a turnover of higher than £500,000 reported a higher NPS (+32) compared to businesses with a turnover lower than this (+20).

Finally, businesses that used a non-digital DBT services, such as International Trade Advisers, gave a higher NPS score (+32) compared to businesses that used a digital DBT service (+22).

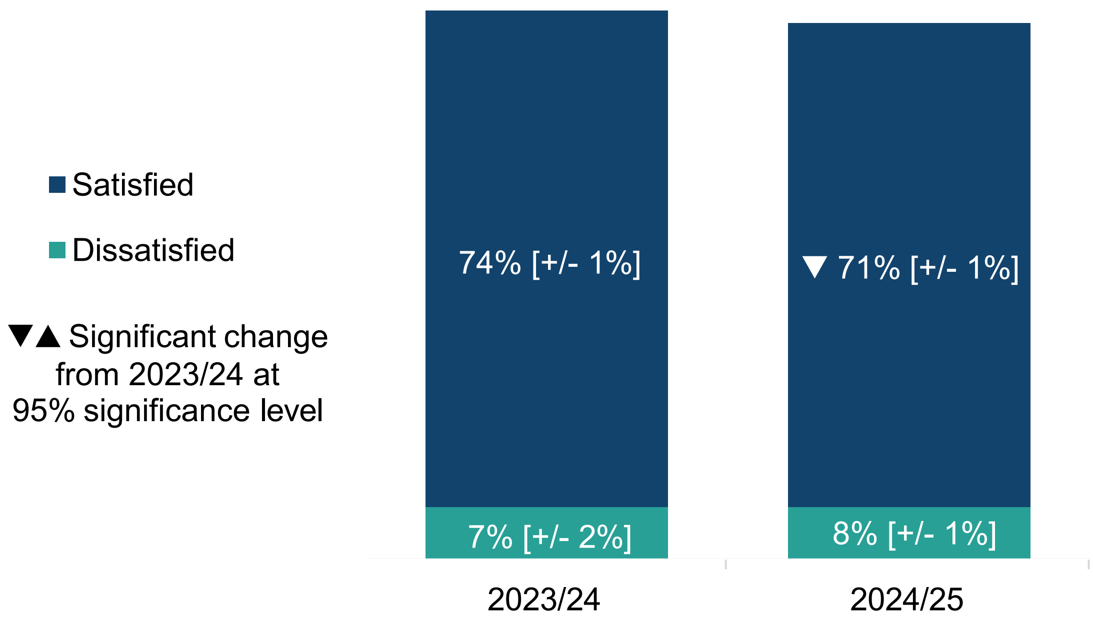
6 Satisfaction

This chapter examines businesses' **satisfaction** with the export support services provided by DBT. Businesses were asked to provide a score from zero to ten, with ten being the most positive response. Scores of seven to ten are banded into 'satisfied', scores of four to six are banded into 'neutral' and scores of zero to three are banded into 'dissatisfied'.

6.1 Overall Satisfaction Score

Overall, around seven in ten businesses (71%) were satisfied with their experience of using the relevant DBT export service, compared to fewer than one in ten businesses (8%) that were dissatisfied (Chart 6.1.1).

Chart 6.1.1 Overall Satisfaction Score

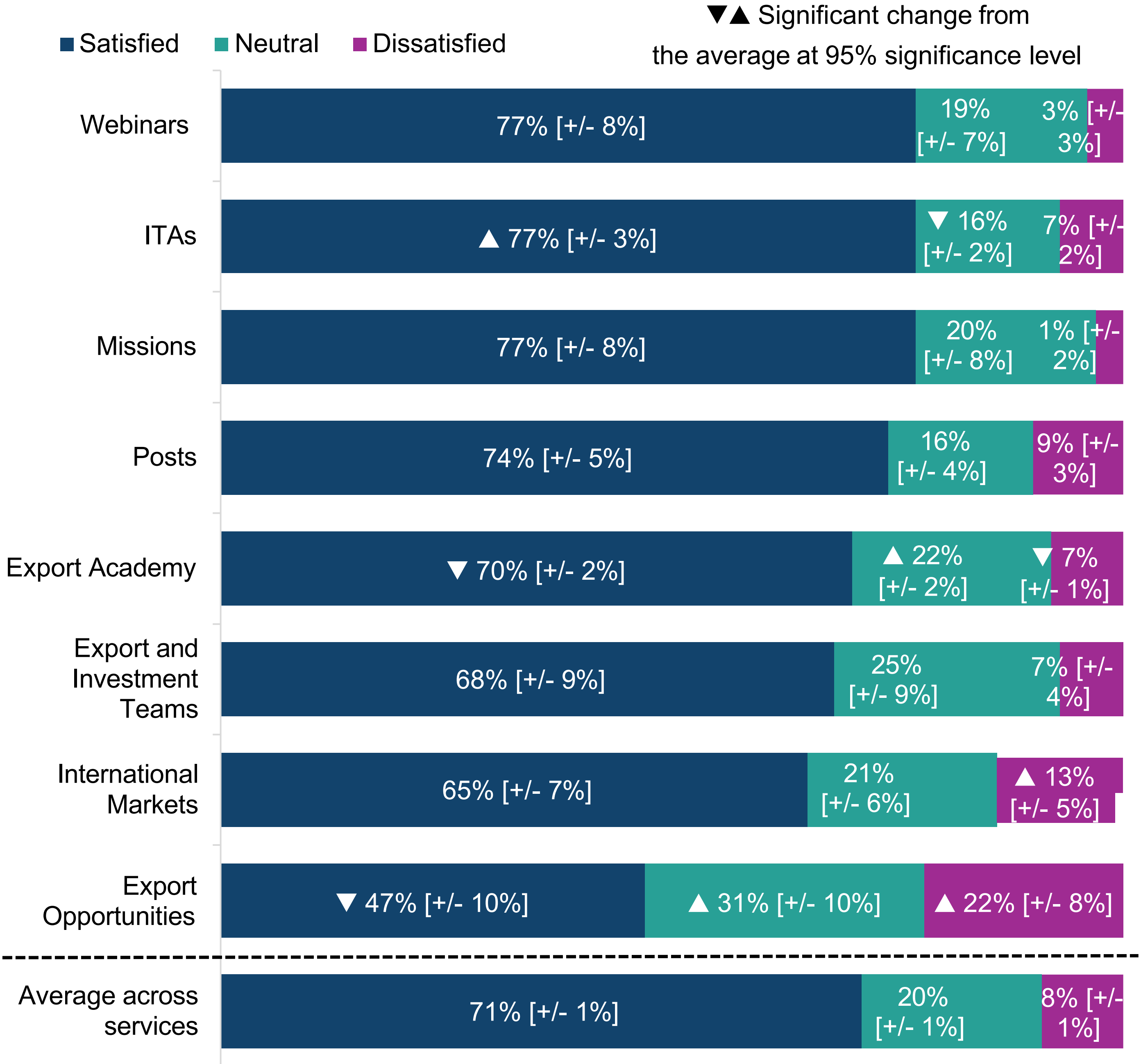


Caption: QSatis – Using the same scale as before, thinking about your overall experience of [SAMPLED SERVICE], how satisfied or dissatisfied were you with this service? Base: All businesses that used a service (n=3,330 (2023/24), n=5,020 (2024/25)). 'Neutral' and 'Don't know' responses not shown.

Description: Chart 6.1.1 shows that overall satisfaction has decreased to 74% in 2023/24 to 71% in 2024/25. The dissatisfaction figure has remained similar at 8%, compared to 7% in 2023/24.

Satisfaction varied by service as shown in Chart 6.1.2. Businesses that had used the ITAs service were more likely to be satisfied with their experience (77%, versus the average of 71%). Conversely Export Academy users were less likely to be satisfied with their experience (70%) compared to the average. Businesses that had used the International Markets service were significantly more likely to be dissatisfied with their experience (13%, versus the average of 8% of all businesses).

Chart 6.1.2: Summary of satisfaction scores 2024/25 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=5,020, Webinars n=118, ITAs n=1,089, Posts n=454, Export and Investment teams n=128, Missions n=149, Export Opportunities n=118, International Markets (IM) n=199, Export Academy n=2,685. 'Don't know' responses not shown.

Description: Chart 6.1.2 shows the satisfaction scores for various services in 2024/25, categorised into Satisfied, Neutral, and Dissatisfied. The average across all services shows that 71% of users were satisfied, 20% were neutral, and 8% were dissatisfied. The ITAs service had the highest satisfaction at 77% compared to 71% overall. Export Academy had a lower satisfaction rate at 70%, with a higher proportion of neutral responses (22%).

Satisfaction scores for the individual services were broadly in line with those of 2023/24, with any changes not sufficiently large to be statistically significant (Table 6.1.1).

Table 6.1.1 Satisfaction Score by DBT export service – year-on-year comparison

Satisfaction (ratings 7-10) by Service with year-on-year comparison							
	2023/24			2024/25			
	Satisfaction	CI (+/-)	Base	Satisfaction	CI (+/-)	Base	Significant change
Missions	80%	7%	130	77%	8%	149	-
ITAs	80%	3%	967	77%	3%	1,089	-
Export Academy	72%	3%	938	70%	2%	2,685	-
Posts	76%	5%	394	74%	5%	454	-
International Markets	70%	6%	223	65%	7%	199	-
Export and Investment Teams	68%	6%	244	68%	6%	128	-
Digital Exporting Programme Webinars	72%	6%	323	77%	8%	118	-
Export Opportunities	45%	-	19*	47%	10%	118	-
Overall	74%	2%	3,330	71%	1%	5,020	↓

↑↓ indicates a significant change from 2023/24 at 95% significance level.

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

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?

Description: Table 6.1.1 displays satisfaction score by service, for 2023/24 and 2024/25. Satisfaction decreased overall, from 74% to 71%.

6.2 Satisfaction by Region

Satisfaction scores by region show similar figures and ranging from 69% in London and the South East to 78% in Yorkshire & the Humber and Northern Ireland (Table 6.2.1). The average satisfaction across all regions was 71%. Businesses in Yorkshire & the Humber were more likely to be satisfied with the service compared to the overall figure (78% compared to the average of 71%).

Table 6.2.1 Satisfaction Score by region with year-on-year comparison

Satisfaction (ratings 7-10) by region with year-on-year comparison							
	2023/24			2024/25			
	% Satisfied	CI (+/-)	Base	% Satisfied	CI (+/-)	Base	Significant change
North East	70%	11%	102	76%	7%	153	-
North West	79%	6%	279	76%	5%	441	-
Yorkshire & the Humber	77%	7%	238	78%	4%	423	-
East Midlands	78%	6%	231	72%	5%	372	-
West Midlands	74%	6%	316	73%	4%	483	-
East of England	74%	6%	267	70%	5%	439	-
London	71%	5%	420	69%	3%	844	-
South East	71%	5%	393	69%	3%	706	-
South West	80%	6%	271	71%	5%	433	↓
Wales	67%	14%	65*	71%	9%	102	-
Scotland	76%	9%	110	70%	6%	264	-
Northern Ireland	74%	11%	67*	78%	8%	99*	-
Unknown/ Other	73%	4%	526	64%	6%	261	↓
Overall	74%	2%	3,330	71%	1%	5,020	↓

↑↓ indicates a significant change from 2023/24 at 95% significance level.

* Indicates a base size of fewer than 100, to be treated with caution.
Note: Region not available for all businesses interviewed.

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?

Description: Table 6.2.1 displays satisfaction score by service, for 2023/24 and 2024/25. Satisfaction decreased overall, from 74% to 71%. Businesses in the South West were less likely to be satisfied in 2024/25 (71%, compared to 80% in 2023/24).

6.3 Satisfaction by Firmographics

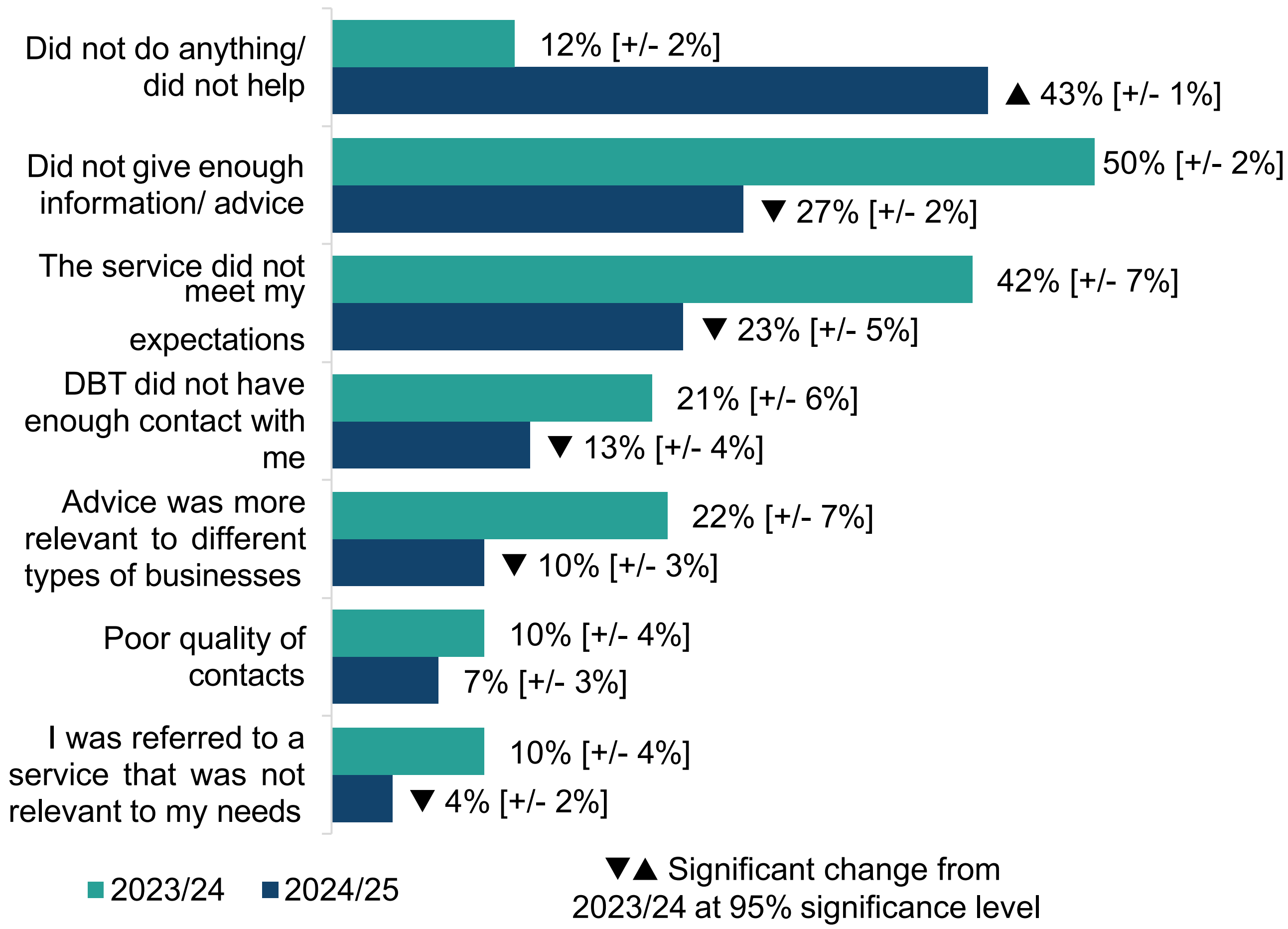
Analysis by firmographics shows that:

- Businesses that used non-digital services were more likely to express satisfaction (74% versus 69% amongst those that used digital services and 71% overall).
- Businesses with a turnover of £500,000 or more were more likely to express satisfaction compared to businesses with a turnover lower than this (75% versus 66%).
- Medium-sized and large businesses were more likely to express satisfaction with service provision (75% and 84% respectively, compared to 71% overall and 67% for micro businesses).

6.4 Reasons for Dissatisfaction

The 8% of businesses that expressed dissatisfaction with the service were asked why they felt that way (Chart 6.4.1). Although most reasons saw significant decreases when compared to previous year's figures, the most cited reason was 'Did not do anything/did not help' which saw a significant increase from 12% to 43%. Other common reasons included 'Did not give enough information/advice' (27%) followed by 'The service did not meet my expectations' (23%).

Chart 6.4.1: Reasons for dissatisfaction



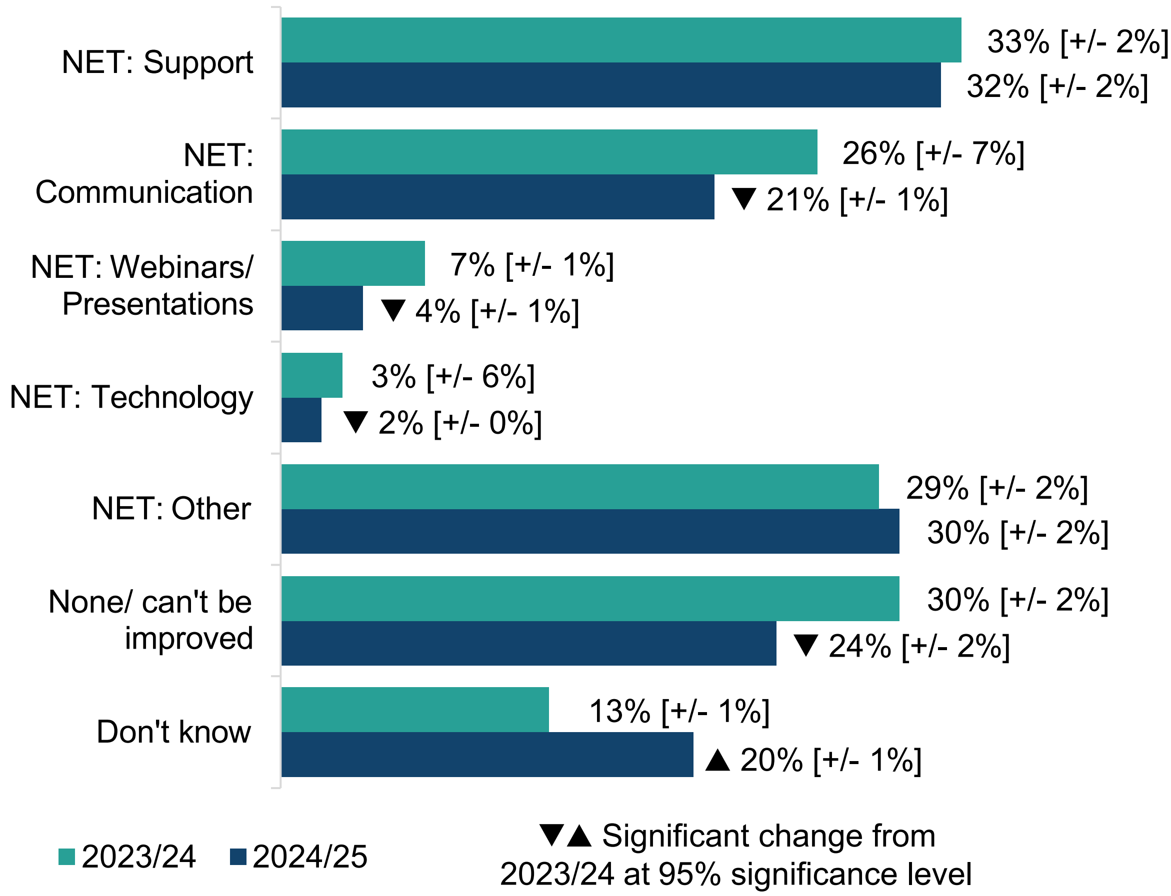
Caption: Qwhydis – And why do you say you were dissatisfied? Base: All businesses that rated the service received as 'poor' (rating of 0, 1, 2 or 3 out of 10) (n= 242 (2023/24), n= 463 (2024/25)). Only the reasons mentioned by 10% or more of businesses in 2023/24 are shown. Don't know and 'Refused' responses not shown.

Description: Chart 6.4.1 details the reasons for dissatisfaction in both 2023/24 and 2024/25. The most cited reason for dissatisfaction in 2024/25 was the service "Did not do anything/did not help," which saw an increase from 12% in 2023/24 to 43% in 2024/25. Several reasons for dissatisfaction saw decreases from 2023/24 to 2024/25. "Did not give enough information/advice" decreased from 50% to 27%. "The service did not meet my expectations" decreased from 42% to 23%. "Advice was more relevant to different types of businesses" decreased from 22% to 10%."DBT did not have enough contact with me" decreased from 21% to 13%."I was referred to a service that was not relevant to my needs" decreased from 10% to 4%.

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 export support services in the future.

Just over half of businesses (54%) stated there was room for improvement. The most commonly cited suggestions related to better support (32%) and better communication (21%) (Chart 6.4.2).

Chart 6.4.2 – Areas for improvement



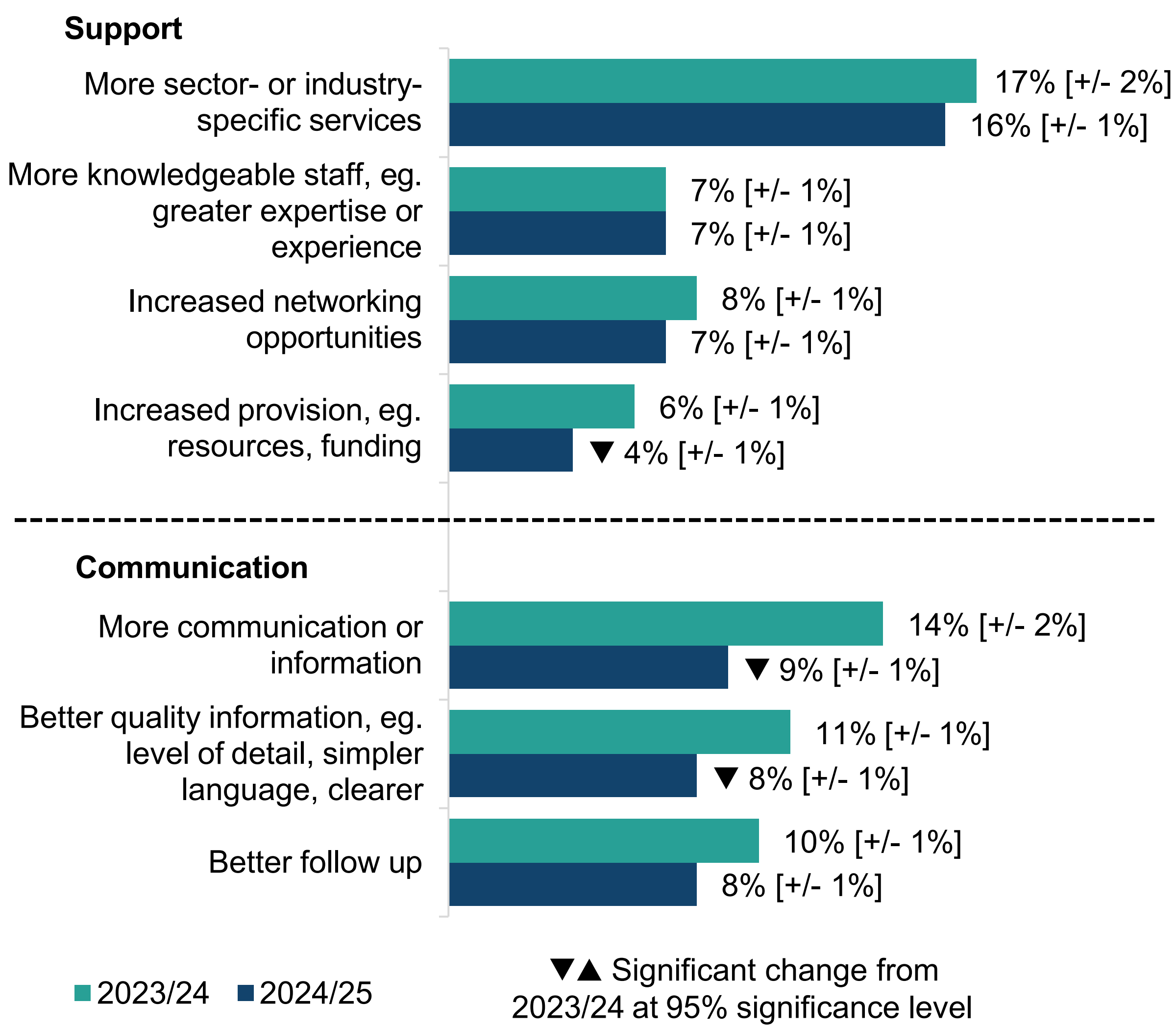
Caption: Qimprove. In what ways, if any, do you think the service could be improved? Base: All businesses (n= 3,421 (2023/24), n= 5,126 (2024/25)).

Description: Chart 6.4.2 identifies areas for improvement in 2023/24 and 2024/25, showing significant changes between the two years. In 2024/25, the most common area for improvement cited by businesses was NET: Support. NET: Communication saw a decrease from 26% in 2023/24 to 21% in 2024/25. The proportions for NET: Webinars/Presentations and NET: Technology also saw decreases, from 7% to 4% and 3% to 2%, respectively.

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

- More sector/industry specific services (16% of all businesses) for the support category
- More communication/information (9% of all businesses) for the communication category.

Chart 6.4.3: Areas for improvement – specific improvement measures

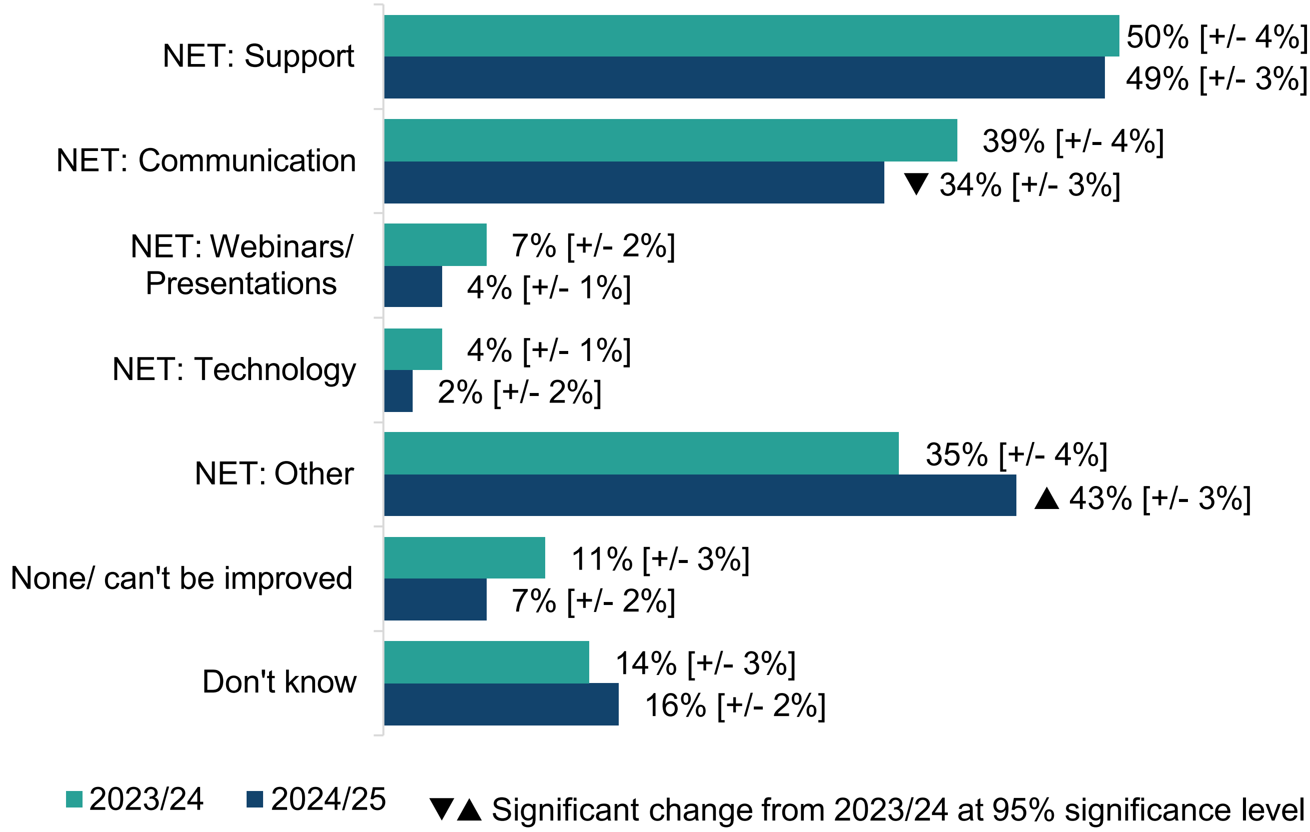


Caption: Qimprove. In what ways, if any, do you think the service could be improved? Base: All businesses (n= 3,421 (2023/24), n= 5,126 (2024/25)).

Description: Chart 6.4.3 shows specific areas for improvement, broken down into Support and Communication categories, for 2023/24 and 2024/25. "More sector- or industry-specific services" was the most cited specific improvement for Support, with 16% of businesses mentioning it in 2024/25. "Increased provision", which includes resources and funding, saw a decrease from 6% to 4%. The need for "More communication or information" decreased from 14% to 9%. The need for "Better quality information" also saw a decrease from 11% to 8%.

Detractors (i.e. those businesses that gave DBT an NPS score of 0, 1, 2 or 3 out of 10) were more likely than other businesses to name specific improvements when asked what might improve the service in future. The pattern of responses among Detractors was broadly similar to that observed in 2023/24. Overall, three quarters (75%) of these businesses expressed that some improvement was needed, with the most commonly cited suggestions relating to better support (49%) and better communication (34%) (Chart 6.4.4).

Chart 6.4.4 – Areas for improvement among NPS Detractors



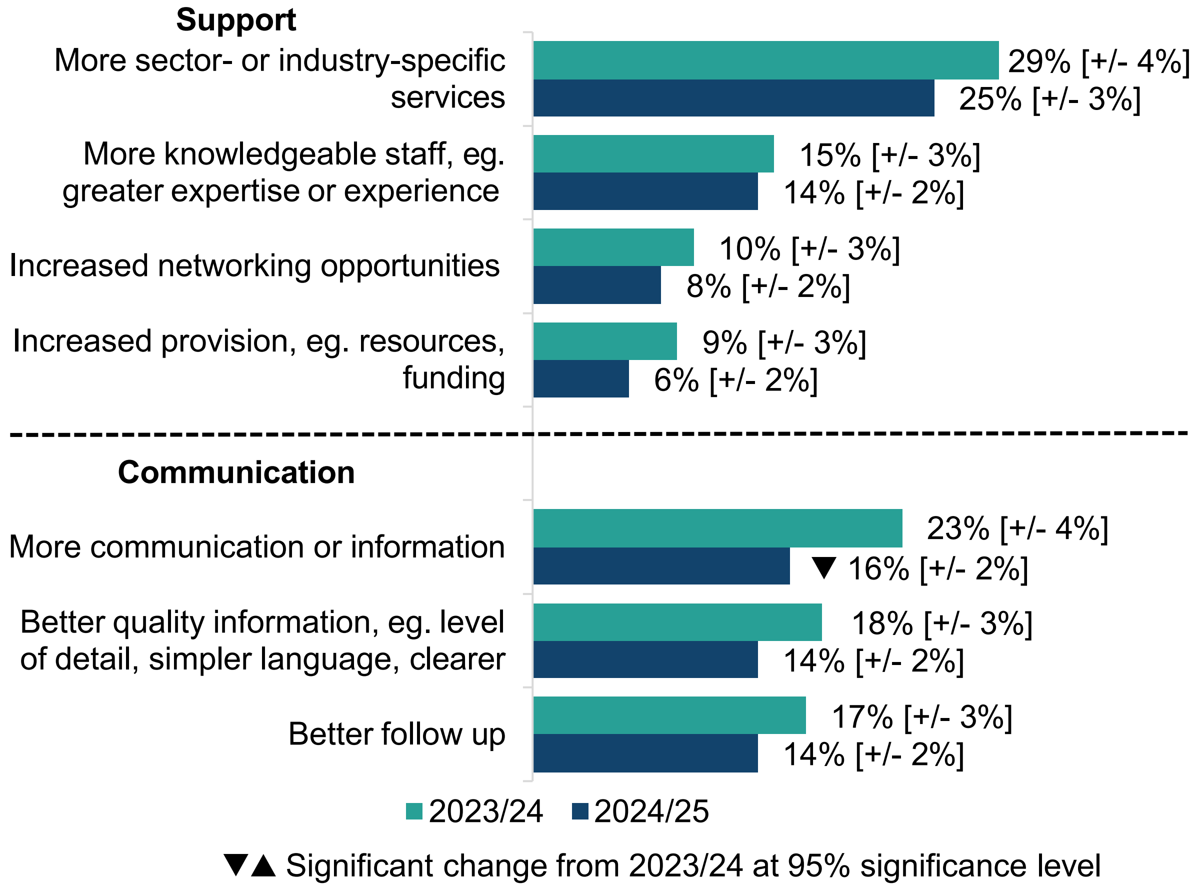
Caption: Qimprove – Based on your experiences of [SAMPLED SERVICE], how likely is it that you would recommend using the service to a colleague or business associate who had similar needs to yours? Base: All businesses that are detractors (n= 747 (2023/24), n= 1,285 (2024/25)).

Description: Chart 6.4.4 shows areas for improvement as identified specifically by NPS Detractors (businesses with a low satisfaction score) for both 2023/24 and 2024/25. The most commonly cited area for improvement among this group remained NET: Support, with 50% in 2023/24 and 49% in 2024/25. The proportion of detractors citing NET: Communication decreased from 39% in 2023/24 to 34% in 2024/25. The proportion of detractors citing NET: Other reasons increased, from 35% in 2023/24 to 43% in 2024/25.

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 6.4.5):

- More sector/industry specific services (25% of all detractors)
- More communication or information (16% of all detractors).

Chart 6.4.5: 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= 747 (2023/24), n= 1,285 (2024/25)).

Description: Chart 6.4.5 shows specific areas for improvement, as identified by NPS Detractors, for both 2023/24 and 2024/25. The data is broken down into Support and Communication. The most commonly mentioned improvement area among detractors was "More sector- or industry-specific services" (25% in 2024/25).

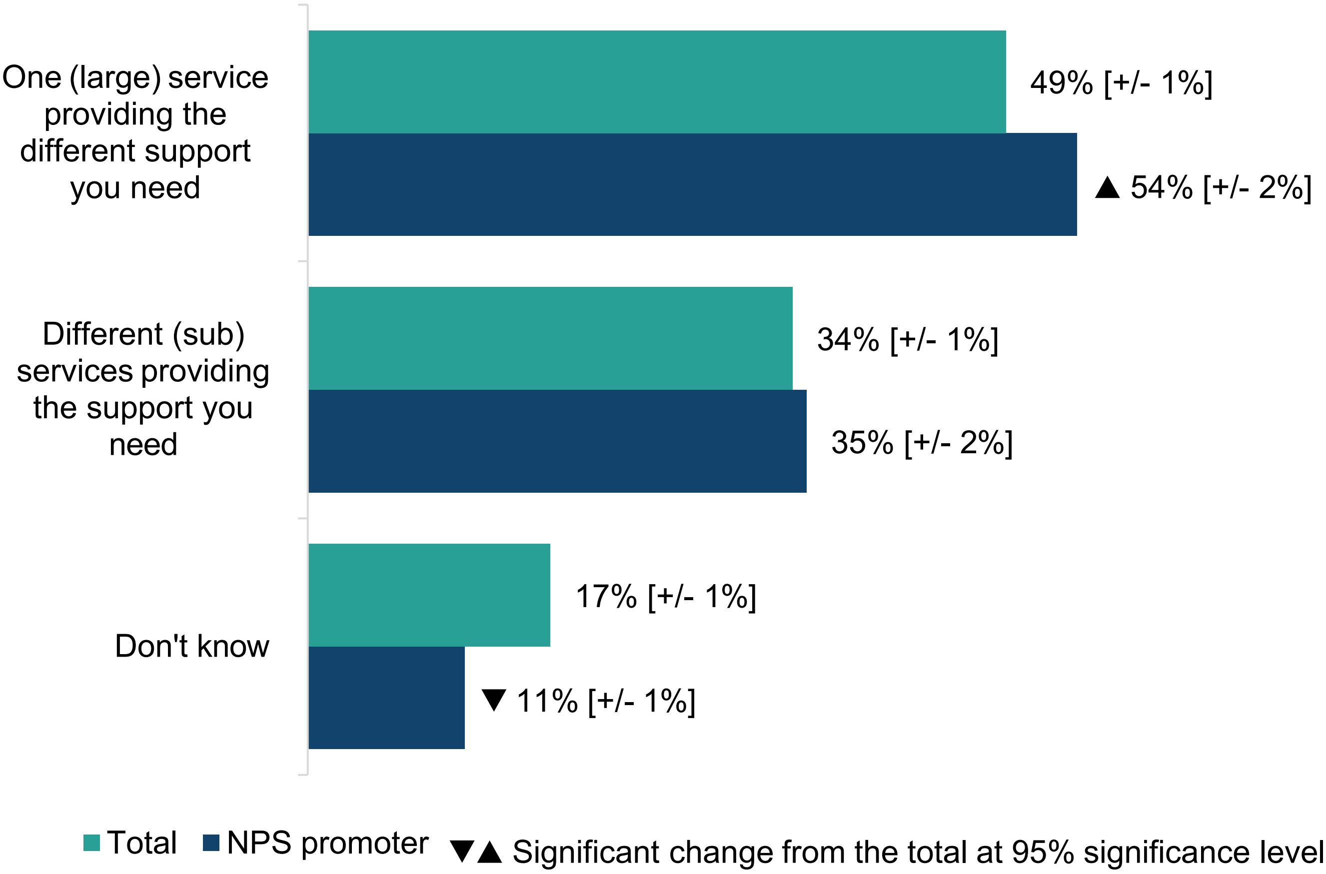
"More communication or information" decreased from 23% in 2023/24 to 16% in 2024/25.

6.5 Perception of DBT services on first approach

New for this year of the quality survey, businesses were asked whether, when they first approached DBT, they perceived the export support on offer to consist of one large service providing the different export support they needed, or as multiple different sub-services.

Almost half, 49%, of businesses viewed DBT export support as one large service, 34% viewed it as multiple services, and 17% said don't know. Examining different subgroups of businesses, more businesses with positive Net Promoter Scores perceived DBT export support as one large service, on 54%, against the 49% average of all businesses (see Chart 6.5.1).

Chart 6.5.1 Business perceptions of DBT services



Caption: QPerception - What was your perception when you approached DBT for support with exporting? N=5126. 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? N=2323.

Description: Chart 6.5.1 shows how business in the QS 2024/25 survey perceived DBT support. 49% saw it as one large service, and more net promoters held this view than the average, on 54%.

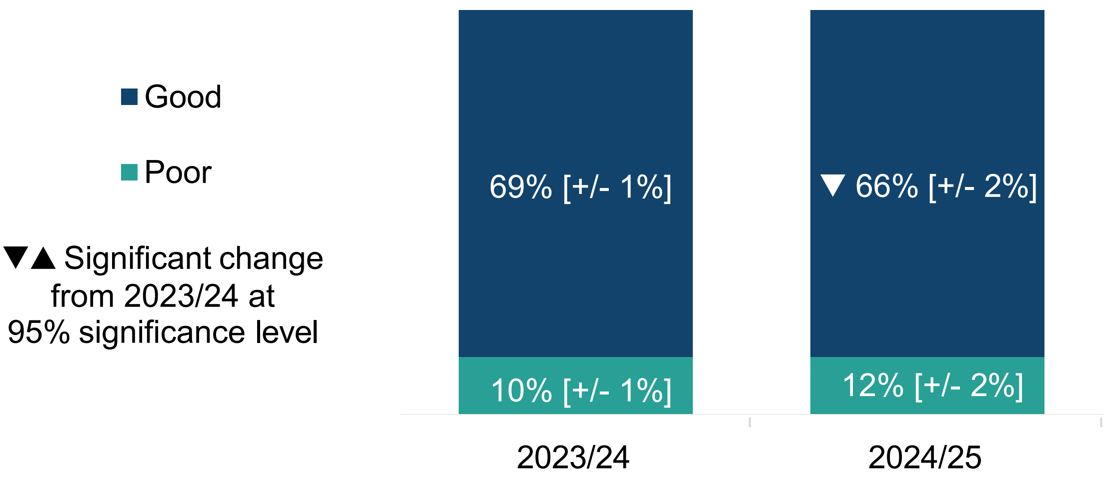
7 Meeting business needs

This chapter looks at how DBT export support 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 zero to ten, with ten being the most positive response. Scores of seven to ten were banded into ‘good’, scores of four to six were banded into ‘neutral’ and scores of zero to three were banded into ‘poor’.

7.1 Overall score for meeting business needs

Overall, 66% of businesses felt the DBT service they used had met their needs to a good extent, compared to only 12% of businesses that felt their needs were not met and assigned a ‘poor’ score (Chart 7.1.1).

Chart 7.1.1 Meeting business needs



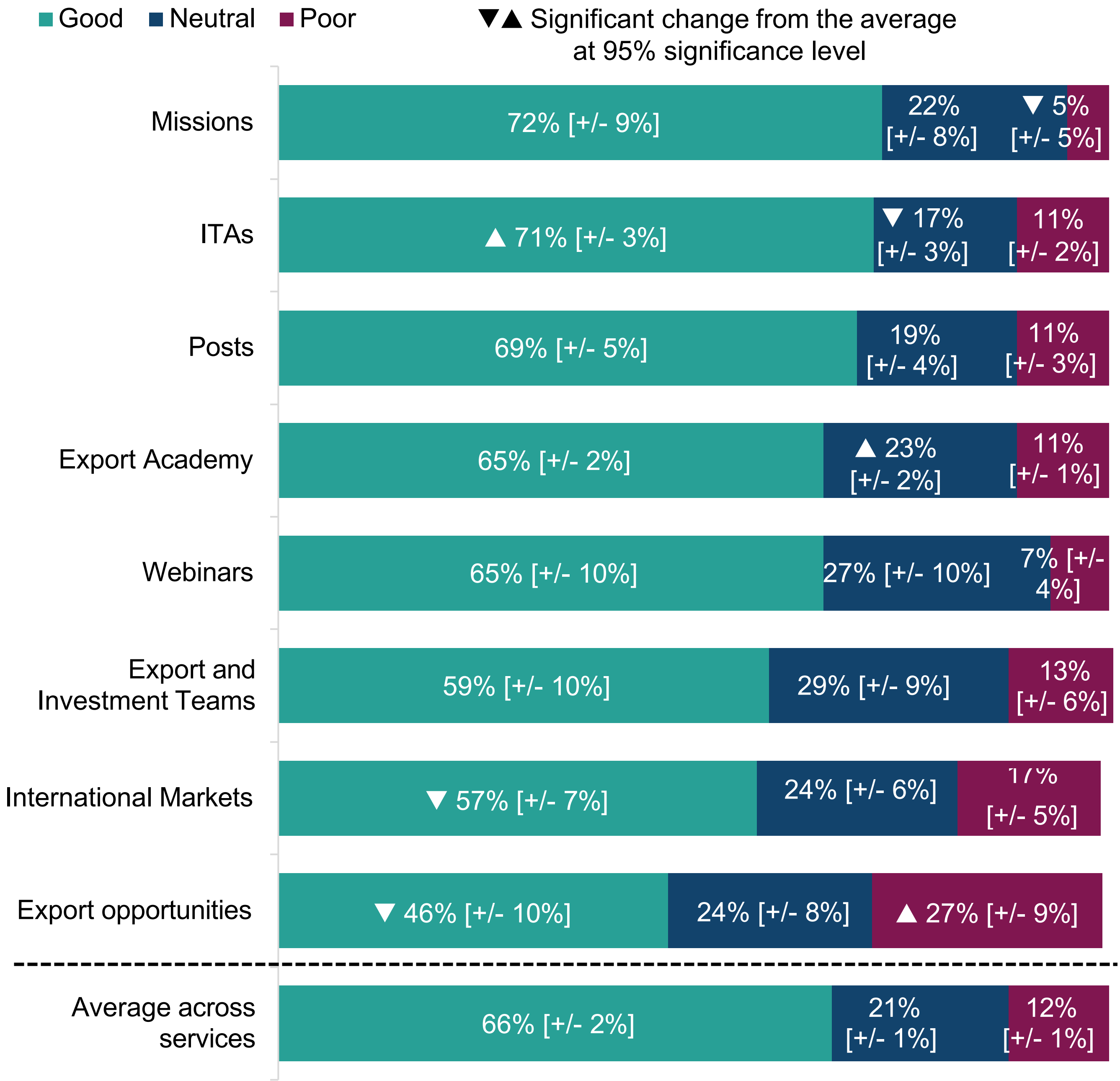
Caption: Qqualinfo – Using that same scale, how would you rate … the extent to which the overall service received met your needs? Base: All businesses that used a service (excluding ‘not applicable’ responses) (n=3,281 (2023/24), n=4,866 (2024/25)). ‘Neutral’ and ‘Don’t know’ responses not shown.

Description: Chart 7.1.1 shows how well business needs were met in 2023/24 compared to 2024/25. The proportion of businesses that felt their needs were met was 66% in 2024/25, representing a decrease from 2023/24 (69%).

7.2 Meeting business needs by Service

As with the 2023-24 Quality Survey, Missions and ITAs remained the highest performing services in terms of business needs being met. Almost three-quarters of businesses using the Missions (72%) and ITAs (71%) services indicated their business needs had been met. (Chart 7.2.1). Businesses using the International Markets and Export Opportunities services were least likely to report their needs had been met, on 59% and 46%, respectively.

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 that used a service (excluding 'not applicable' responses) Webinars n=115, International Trade Advisers (ITAs) n=1,069, Posts n=441, Export and Investment Teams n=125, Missions n=149, Export Opportunities n=116, Export Academy n=2,578, International Markets n=196, All services n=4,866.

Description: Chart 7.2.1 shows how well business needs were met by specific services in 2024/25, categorised into Good, Neutral, and Poor. Missions had the highest "Good" rating at 72%, with only 5% of users rating it as "Poor." The International Markets service had the second lowest "Good" rating at 59%. Export Opportunities had the lowest "Good" rating, on 46%, and the highest "poor" rating, on 27%.

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

Meeting business needs by Service with year-on-year comparison							
	2023/24			2024/25			
	Needs Met	CI (+/-)	Base	Needs Met	CI (+/-)	Base	Significant change
Missions	76%	7%	160	72%	9%	149	-
ITAs	73%	3%	967	71%	3%	1,069	-
Export Academy	67%	4%	938	65%	2%	2,578	-
Posts	72%	5%	394	69%	5%	441	-
International Markets	67%	6%	217	57%	7%	196	↓
Export and Investment Teams	62%	7%	242	59%	10%	125	-
Digital Exporting Programme Webinars	64%	6%	323	65%	10%	115	-
Export Opportunities	43%	14%	45*	46%	9%	116	-
Overall	69%	2%	3,281	66%	2%	4,866	↓

* Indicates a base size of fewer than 100, to be treated with caution.
↑↓ indicates a significant change from 2023/24 at 95% significance level.

Caption: Q089_QQUALINFO – Thinking about the information or support you were seeking from [SAMPLED SERVICE], how would you rate the following …? Please rate on a scale of 0 to 10, where 10 is very good and 0 is very poor… The extent to which the overall service received met your needs.

Description: Table 7.2.1 displays results of how well businesses felt the overall service met their needs, broken down by service used. From 2023-24 to 2024-25, the proportion of businesses saying that their needs were met declined for users of International Markets (from 67% to 57%).

7.3 Meeting business needs by Region

Businesses in the North West were more likely than average to say their needs were met by the DBT service used (73%, versus the average of 66%). There was also an increase in businesses in Wales reporting that the service they used met their needs compared to the previous year, albeit from a small base (60% for 2024/25 versus 46% 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							
	2023/24			2024/25			
	Needs Met	CI (+/-)	Base	Needs Met	CI (+/-)	Base	Significant change
North East	71%	10%	105	69%	8%	148	-
North West	71%	6%	272	73%	4%	429	-
Yorkshire & the Humber	73%	7%	233	71%	4%	412	-
East Midlands	72%	7%	230	66%	5%	360	-
West Midlands	71%	6%	314	71%	4%	472	-
East of England	60%	8%	264	65%	5%	423	-
London	66%	5%	414	65%	3%	804	-
South East	67%	6%	385	63%	3%	681	-
South West	74%	6%	271	66%	4%	426	↓
Wales	67%	12%	62*	60%	9%	99*	-
Scotland	66%	11%	112	61%	6%	260	-
Northern Ireland	71%	12%	66*	63%	9%	96*	-
Unknown	68%	4%	509	58%	6%	256	↓
Overall	69%	2%	3,281	66%	1%	4,866	↓

* Indicates a base size of fewer than 100, to be treated with caution.
↑↓ indicates a significant change from 2023/24 at 95% significance level.

Note: Region not available for all businesses interviewed.

Caption: Q089_QQUALINFO – Thinking about the information or support you were seeking from [SAMPLED SERVICE], how would you rate the following …? Please rate on a scale of 0 to 10, where 10 is very good and 0 is very poor… The extent to which the overall service received met your needs.

Description: Table 7.3.1 displays results of question on how well businesses felt the overall service met their needs, broken down by the businesses' region in the UK. From 2023-24 to 2024-25, overall sentiment from businesses that their needs were met decline in the South West by from 74% to 66%; and in total, from 69% to 66%.

7.4 Meeting business needs by Firmographics

- Businesses with a turnover of £500,000 or more were more likely to express their needs were met, compared both to businesses with a turnover lower than this, and the average for all businesses (68% versus 60% and 66% average).
- Businesses that used non-digital services were more likely to indicate their needs were met (68%, versus 64% of businesses that used digital services).
- Large businesses were significantly more likely to express that their needs were met (79%, compared with the overall average of 66%).

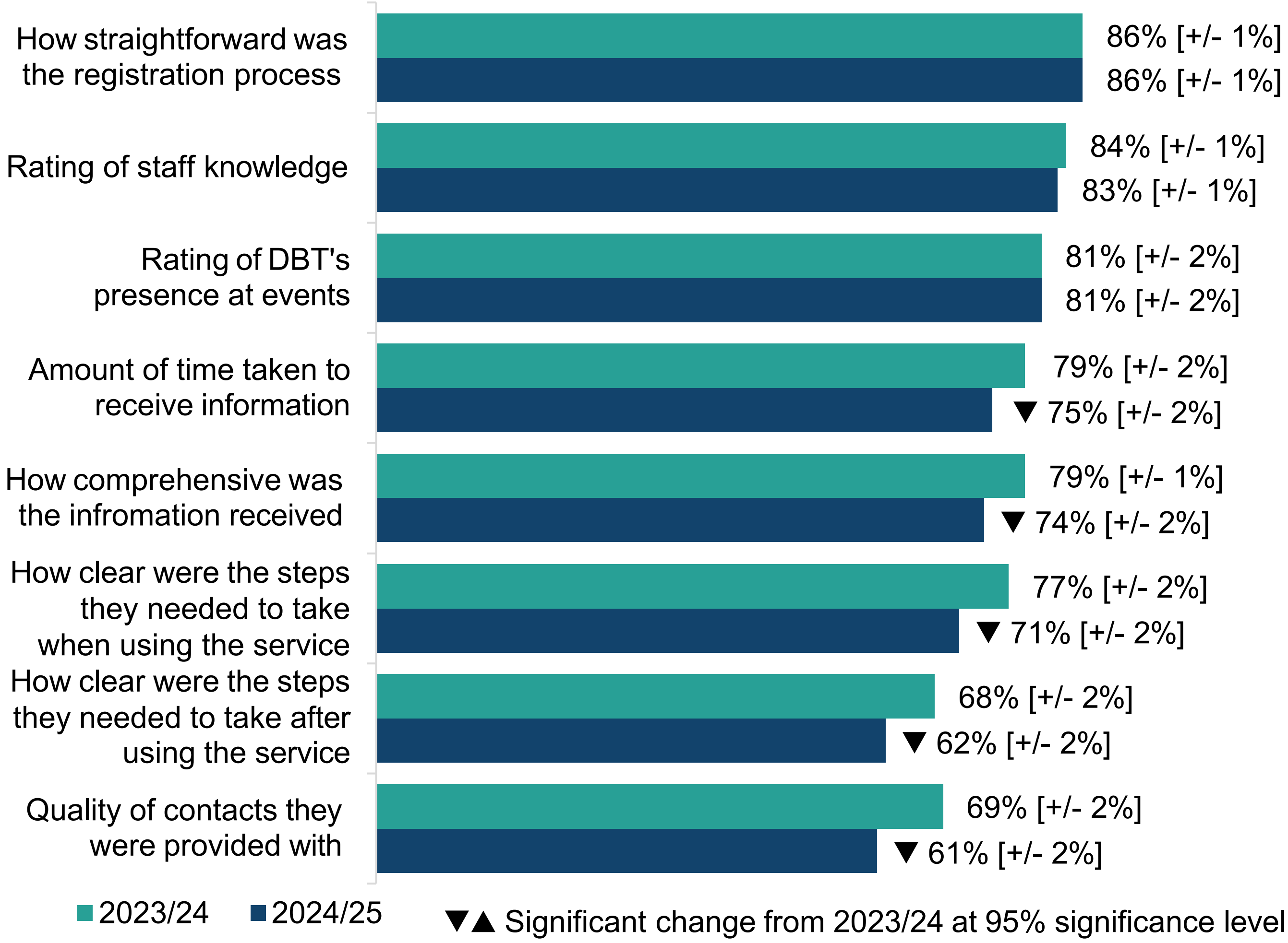
7.5 Specific service ratings

In order to understand whether their needs were met, businesses were asked to rate different aspects of the service provision they received.

The most highly rated service metrics, with more than eight in ten businesses giving a positive rating, were the straightforward nature of the registration processes (86%, which remained the same as in 2023/24); staff knowledge (83%) and DBT's presence at events such as trade shows and missions (81%).

Year-on-year, declines in positive sentiment were recorded on five out of eight measures, including the quality of the contacts businesses were provided with, down from 69% to 61%; clarity of steps to take when using the service, down from 77% to 71%; clarity of the steps to take after using the service, down from 68% to 62%; the comprehensiveness of the information business received, down from 79% to 74%; and the amount of time taken to receive information, down from 79% to 75%. (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=3,160 (2023/24), n=4,634 (2024/25)). Qtimetaken – How acceptable was time taken to receive the information or support you required from the service? (n=3,076 (2023/24), n=4,493 (2024/25)). Qclarity_1 – The service made clear the steps I needed to take when I was using it (n=3,216 (2023/24), n=4,810 (2024/25)). Qcomp – Using the same scale, how would you rate the comprehensiveness of information received from [SAMPLED SERVICE]? (n=3,259 (2023/24), n=4,843 (2024/25)) Qclarity_2 – The service made clear what I should do next after using it (n=3,171 (2023/24), n=4,751 (2024/25)). Qqualinfo_1 – Using that same scale, how would you rate…the quality of contacts you received through the service? (n=2,849 (2023/24), n=3,897 (2024/25)). Qreg – How straightforward was the registration process for the service? (n=2,861 (2023/24), n=4,357 (2024/25)). Qevent – How would you rate DBT's presence at the event you attended? (n=1,538 (2023/24), n=1,431 (2024/25)). Base: All businesses that used a service (excluding 'not applicable' responses). 'Negative', 'Neutral' and 'Don't know' responses not shown.

Description: Chart 7.5.1 rates specific aspects of the advice and support received by businesses in 2023/24 and 2024/25. The highest rated aspect in both years was "How straightforward was the registration process", with 86% in both 2023/24 and 2024/25. "Rating of staff knowledge" also remained stable, at 84% in 2023/24 and 83% in 2024/25.

8 Outcomes of service use

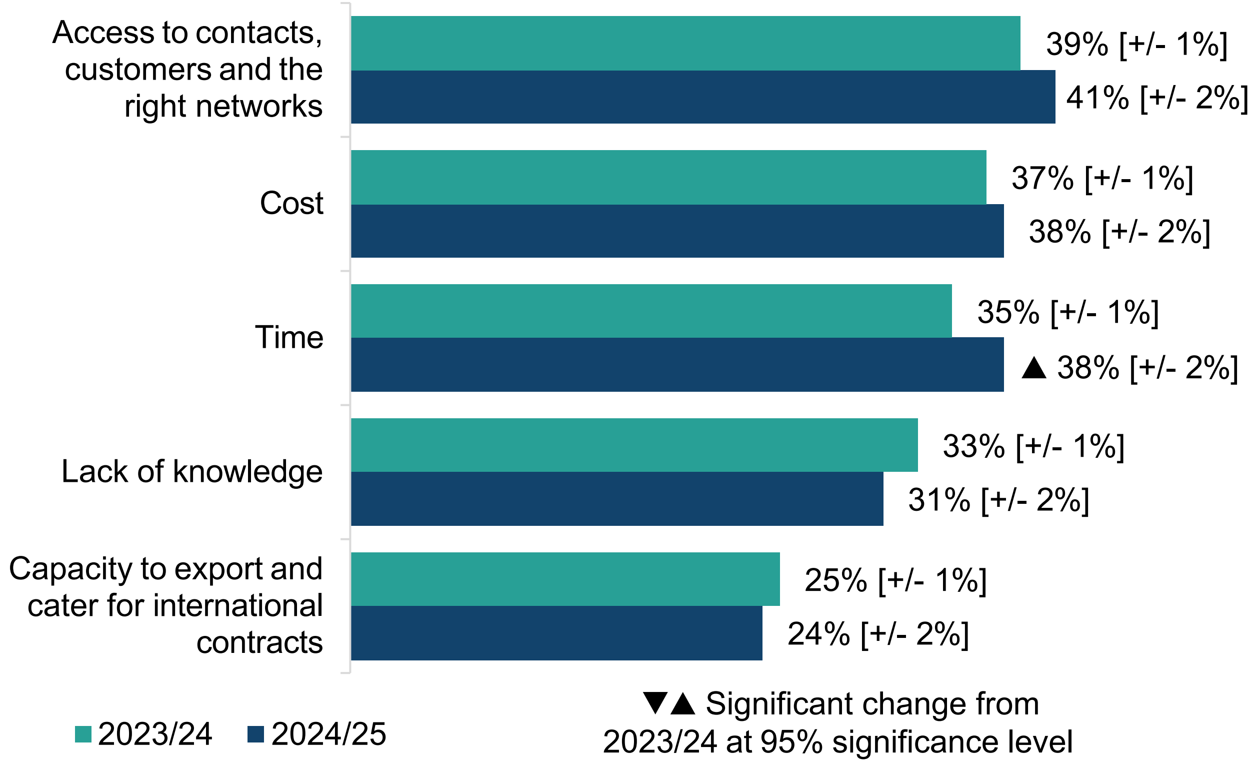
8.1 Barriers to exporting

In terms of barriers to exporting, around 4 in 10 businesses (41%) reported Access to contacts as a barrier. Just under 4 in 10 businesses reported Cost and Time (both 38%) as barriers. Just under a third of businesses (31%) reported Lack of knowledge as a barrier while around a quarter (24%) reported Capacity as a barrier. The proportion of businesses reporting Time as a barrier increased from 35% in 2023/24 to 38% in 2024/25, but there were no significant differences for the other barriers (Chart 8.1.1).

A summary of significant differences by service type is shown in the table below.

Barrier	Service Type
Cost *was* a barrier	• Export Academy users (41% vs. 38% average)
Cost was *not* a barrier	• ITAs users (28% vs. 24% average) • Posts users (29% vs. 25% average)
Time *was* a barrier	• Export Academy users (42% vs. 38% average)
Time was *not* a barrier	• Posts users (32% vs 27% average) • Export and Investment Teams users (36% vs 27% average)
Lack of knowledge *was* a barrier	• Export Academy users (35% vs. 31% average)
Lack of knowledge was *not* a barrier	• ITAs users (34% vs. 32% average) • Posts users (37% vs. 32% average)
Access to contacts *was* a barrier	• IM users (52% vs 41% average) • Missions users (50% vs 41% average)
Access to contacts was *not* a barrier	• Export Academy users (29% vs. 26% average)
Capacity *was* a barrier	• Export Academy users (27% vs. 24% average)
Capacity was *not* a barrier	• ITAs users (47% vs. 44% average)

Chart 8.1.1 Barriers to exporting



Caption: Qbarrier – 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 (n=3,873 (2022/23), n=3,324 (2023/24)) 'Neutral', 'Not a barrier' and 'Don't know' responses not shown

Description: Chart 8.1.1 shows that there was an increase in the proportion of businesses reporting Time as a barrier (38% in 2024/25 up from 35% in 2023/24). There were no significant differences for the other barriers – Access to contacts (41%), Cost (38%), Lack of knowledge (31%) and Capacity to export (24%).

Around two thirds of businesses (67%) reported the service they used helped with at least one barrier (Chart 8.1.2). The most common ways in which services helped was with knowledge of support available from DBT and elsewhere (58%) as well as knowledge of the exporting process (48%, down from 51% in 2023/24) and knowledge of export opportunities available (47%, down from 54% in 2023/24).

Businesses that used the **Missions** service were more likely to report the service:

- helped increased knowledge of export opportunities available (62% versus 47% average)
- helped build international contacts and networks (66% versus 46% average).

Businesses that used **Export Academy** were more likely to report the service:

- helped increased their knowledge of the exporting process (55% versus 48% average)
- helped them understand how to assess their businesses capacity or readiness to export (45% versus 40% average).

Businesses that used **Posts** were more likely to report the service:

- had not helped increase their knowledge of the exporting process (27% versus 22% average)
- helped build international contacts and networks (55% versus 46% average).

Businesses that used **Export and Investment Teams** were more likely to report the service:

- had not helped increase their knowledge of the exporting process (31% versus 22% average).

Businesses that used **IM** were more likely to report the service:

- had not helped them increase their knowledge of the exporting process (35% versus 22% average)
- had not helped them understand how to assess their businesses capacity or readiness to export (33% versus 26% average)
- had not helped build international contacts and networks (34% versus 26% average).

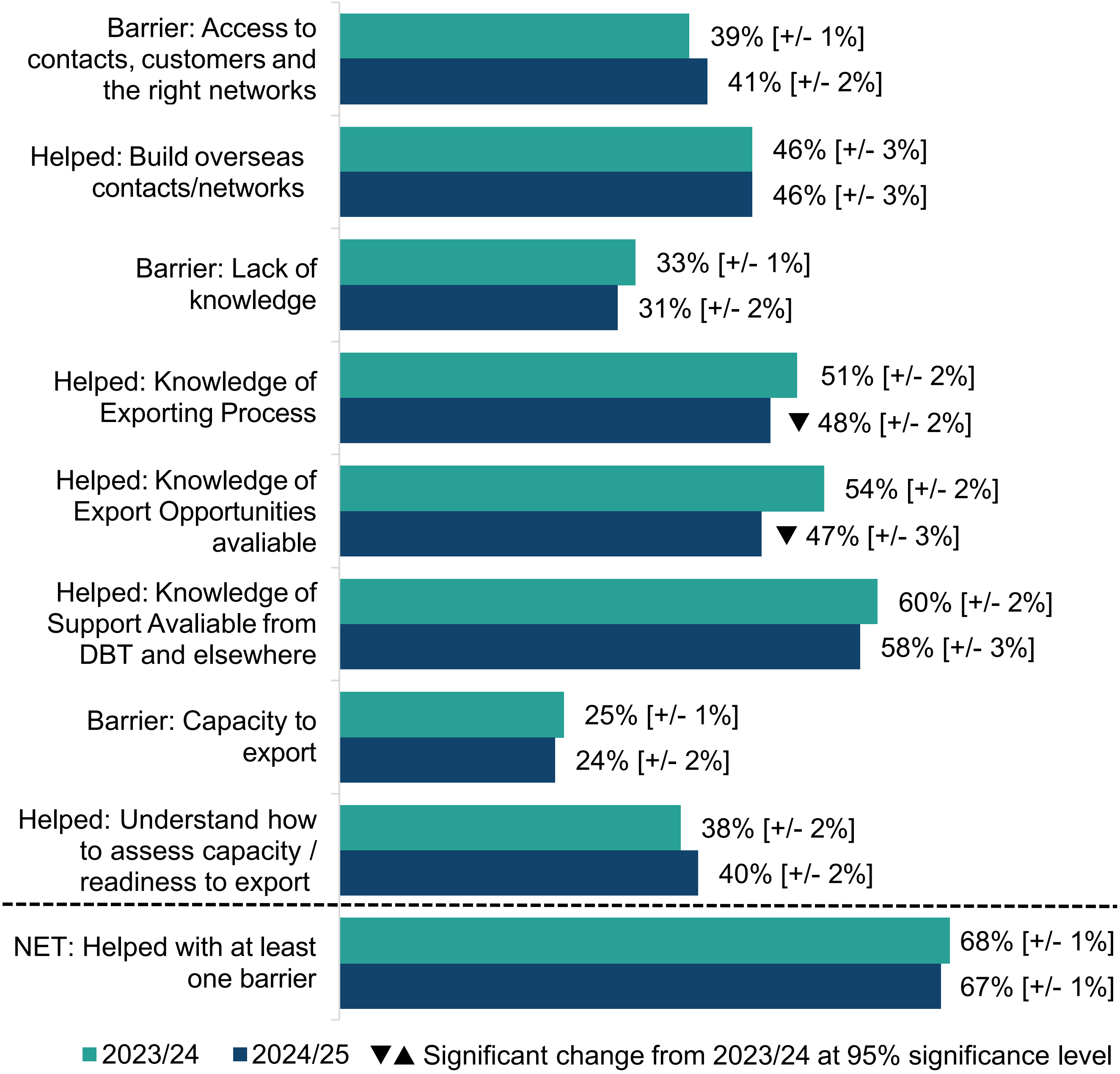
Businesses that used **ITAs** were more likely to report the service:

- had not helped them understand how to assess their businesses capacity or readiness to export (30% versus 26% average)
- had not helped build international contacts and networks (30% versus 26% average).

Businesses that used **Export Opportunities** were more likely to report that service:

- had not helped build international contacts and networks (44% versus 26% average).

Chart 8.1.2 Barriers to exporting and how DBT helped



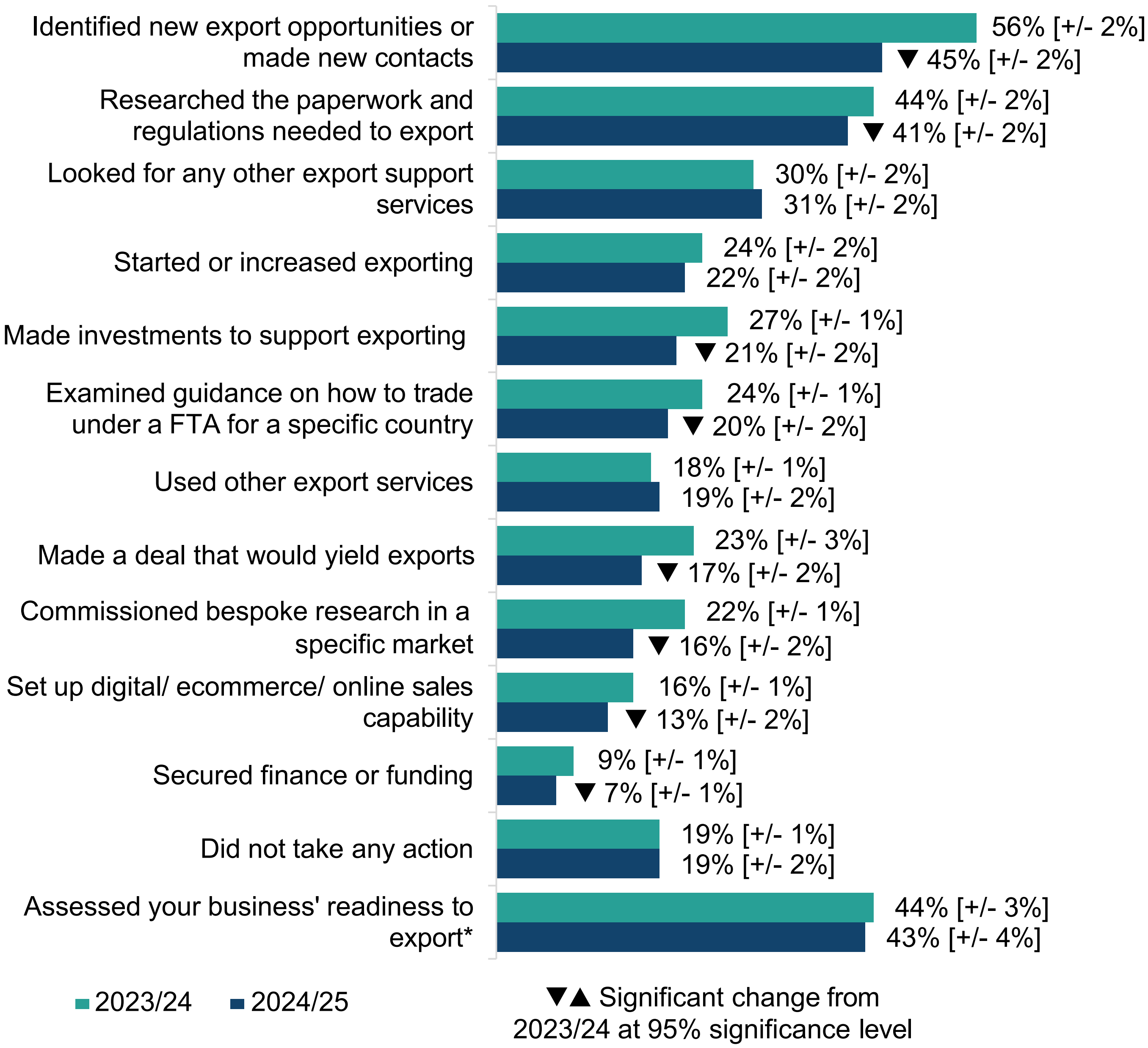
Caption: Qbarrier – How much of a barrier is each of the following for your business when it comes to exporting? Base: All businesses that used a service (n=3,324 (2023/24), n=5,002 (2024/25)), Q099_Qknowchange - To what extent did the service help you to...? Base: All businesses that used a service (n=3,421 (2023/24), n=5,126 (2024/25)), 'Negative', 'Neutral' and 'Don't know' responses not shown.

Description: Chart 8.1.2 shows that 67% of businesses reported the service they used helped with at least one barrier. The most common ways in which services helped was with knowledge of support available from DBT and elsewhere (58%), knowledge of the exporting process (48% down from 51% in 2023/24) and knowledge of export opportunities available (47% down from 54% in 2023/24).

8.2 Actions taken as a result of service use

Four out of five businesses (79%) had taken some form of action as a result of interacting with a DBT service. The specific actions taken are outlined in Chart 8.2.1. The most commonly mentioned action taken by currently exporting businesses as a result of using a DBT service was having identified new export opportunities or made new contacts, mentioned by 45%, a decrease from 56% in 2023/24.

Chart 8.2.1 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 5% of businesses are shown. Base: All businesses that used a service (n=3,421 (2023/24), n=5,126 (2024/25)); Non-exporters (n=721 2023/24), n=1,051 (2024/25)). Only prompted codes are shown. *Asked to non-exporters only.

Description: Chart 8.2.1 shows the most commonly mentioned action was businesses identified new export opportunities or made new contacts, 45% mentioned this in 2024/25 lower than 56% in 2023/24. There were also decreases in the proportions that reported they had: researched paperwork and regulations needed to export (41% in 2024/25 versus 44% in 2023/24), made investments to support exporting (21% in 2024/25 versus 27% in 2023/24), examined guidance on how to trade under a FTA for a specific country (20% in 2024/25 versus 24% in 2023/24), made a deal that would yield exports (17% in 2024/25 versus 23% in 2023/24), commissioned bespoke research in a specific market (16% in 2024/25 versus 22% in 2023/24), set up digital ecommerce/ Online sales capability (13% in 2024/25 versus 16% in 2023/24) and secured finance or funding (7% in 2024/25 versus 9% in 2023/24).

Across DBT services the majority of businesses had undertaken some form of action following their interaction with the service, as shown in Chart 8.2.2 below.

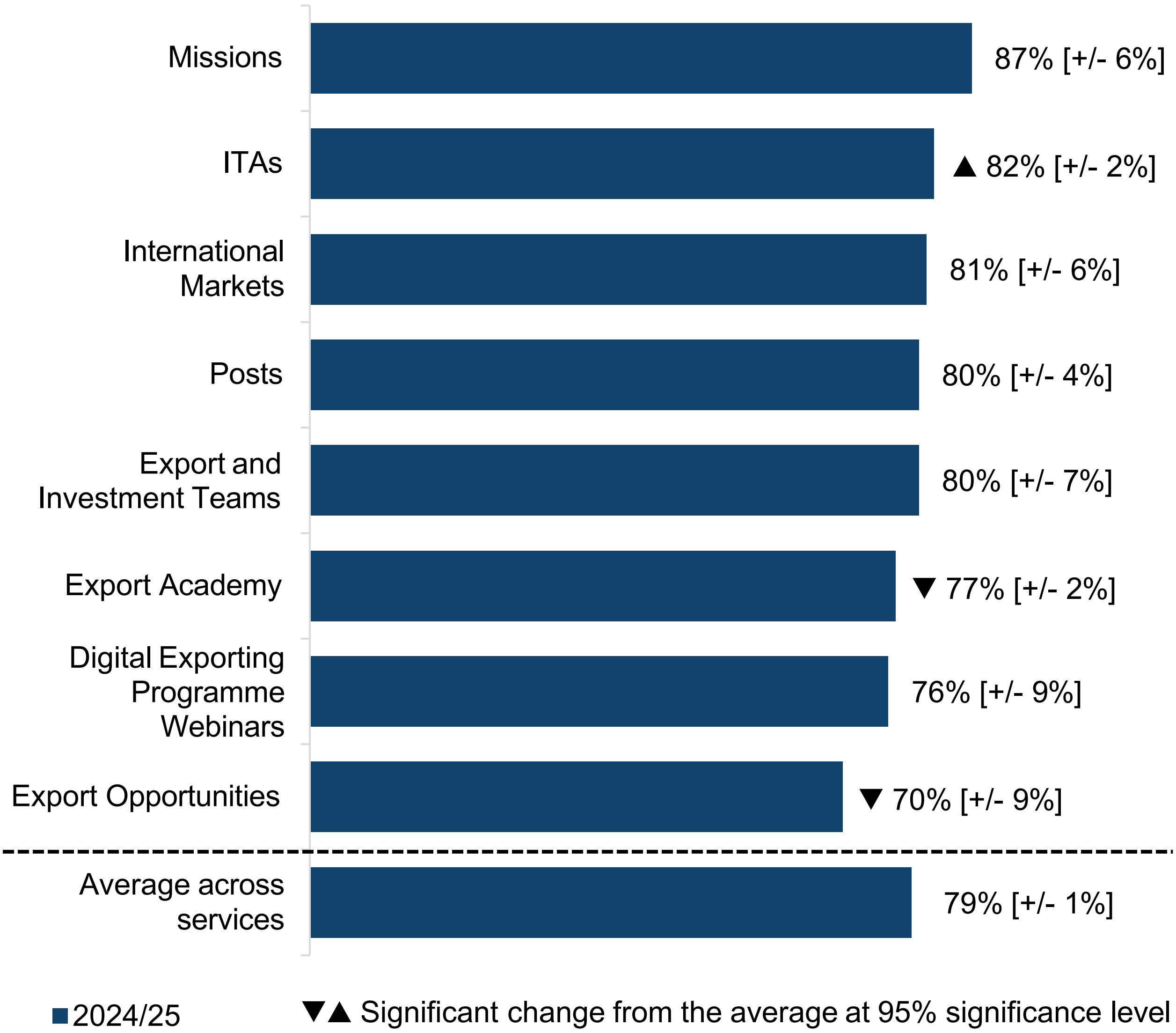
The differences observed between services largely reflect their distinct roles and target audiences. For example, services providing in-market support typically engage with businesses that are further along in their export journey, while introductory services such as Webinars and Export Academy are designed for businesses at earlier stages of export readiness. The comparisons below should therefore be treated with caution in terms of avoiding drawing conclusions about relative service effectiveness based solely on these figures.

Users of specific services were in some cases more or less likely than the average of all users to have taken certain actions:

- Webinars users were **less** likely than average to have started or increased exporting (12% vs 22%).
- ITAs users were **more** likely than average to have:
  - started or increased exporting (33% vs 22%),
  - secured finance or funding (9% vs 7%),
  - identified new export opportunities / contacts (51% vs 45%),
  - commissioned bespoke research into a specific market (20% vs 16%),
  - made a deal that will yield exports (24% vs 17%), and
  - assessed their business' readiness to export (54% vs 43%).
- Missions, Posts, and Export and Investment Teams users were all **more** likely than average to have identified new export opportunities (68%, 60% and 60%, respectively, vs 45% average).
- Export and Investment Teams and Export Opportunities users were **less** likely than average to have researched paperwork and regulations needed to export (29% and 31%, respectively, vs 41% average).
- Posts users were **less** likely than average to have:
  - researched paperwork and regulations needed to export (25% vs 41%),
  - set up digital / ecommerce / online sales capability (8% vs 13%),
  - examined FTA guidance for a specific country (13% vs 20%).
- Export Academy users were **less** likely than average to have:
  - started or increased exporting (17% vs 22%),
  - secured finance or funding (5% vs 7%),
  - made investments (19% vs 21%),
  - identified new export opportunities / contacts (32% vs 45%), and

    - commissioned bespoke research into a specific market (12% vs 16%).
- But Export Academy users were **more** likely to have:
    - looked for other export services they might use (35% vs 31%)
    - researched paperwork and regulations needed to export (50% vs 41%),
    - set up digital / ecommerce / online sales capability (15% vs 13%), and
    - examined FTA guidance for a specific country (22% vs 20%).

Chart 8.2.2 Any action taken as a result of service interaction, split by services (2024/25 only)



Caption: Q079b_Qresult. What has your business done as a result of the service. All businesses that used a service n=5,126, Webinars n=121, International Trade Advisers (ITAs) n=1,103, Posts n=475, Export and Investment Teams n=133, Missions n=150, Export Academy n=2,738, Export Opportunities n=121, International Markets n=2014. Export Digital Enquiry Service (EDES), and Business Profiles services not shown due to low base size.

Description: Chart 8.2.2 shows that businesses that used ITAs were more likely to have undertaken any action as a result of the service (82% versus 79% average) and businesses that used the Export Academy or Export Opportunities service were less likely to have taken any action (77% and 70% versus 79% average respectively).

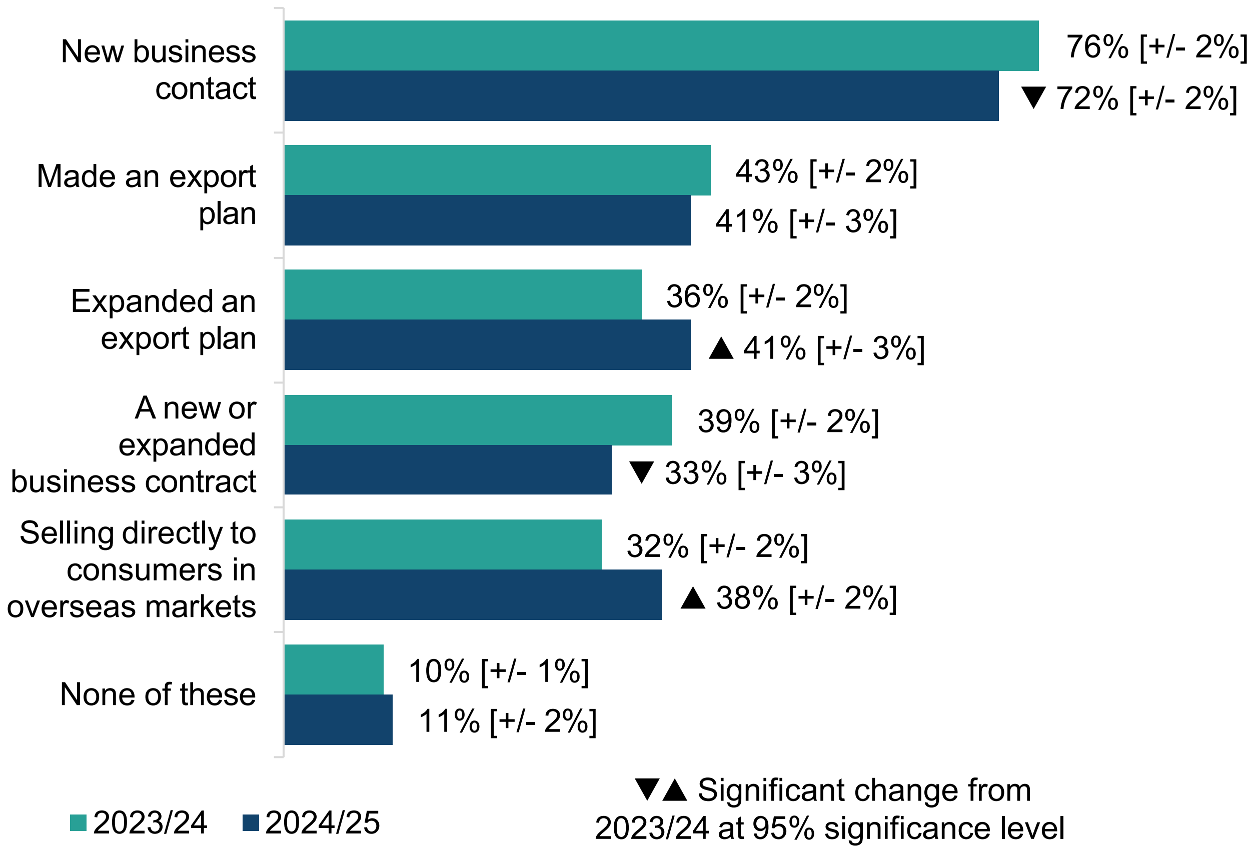
8.3 Opportunities resulting from service use

Around seven in ten businesses (72%) 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 (Chart 8.3.1). This is lower than the 76% of businesses which reported this in 2023/24. For 2024/25 there was also a decrease in the proportion that reported they had gained a new or expanded businesses contracts (33% in 2024/25 versus 39% in 2023/24). There was an increase in the proportion of businesses that reported they had expanded an export plan (41% in 2024/25 versus 36% in 2023/24) and had sold directly to consumers in overseas markets (38% in 2024/25 versus 32% in 2023/24).

Looking at individual services:

- Missions and Posts users were more likely to report they had identified a new business contact (91% and 79% respectively versus 72% average)
- Export Academy users were more likely to report that they had made an export plan (46% versus 41% average)
- Export and Investment Teams users were more likely to report they had expanded an export plan (56% versus 41% average).

Chart 8.3.1 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=2,047 (2023/24), n= 2,469 (2024/25). Only prompted codes are shown.

Description: Chart 8.3.1 shows the proportion of businesses that had identified a new business contact decreased from 76% in 2023/24 to 72% in 2024/25. There was also a decrease in the proportion of businesses that had gained a new or expanded business contract (33% in 2024/25 versus 39% in 2023/24). There was an increase in the proportion of businesses reporting they had expanded an export plan (41% in 2024/25 versus 36% in 2023/24) and an increase in the proportion of businesses selling directly to consumers in overseas markets (38% in 2024/25 versus 32% in 2023/24).

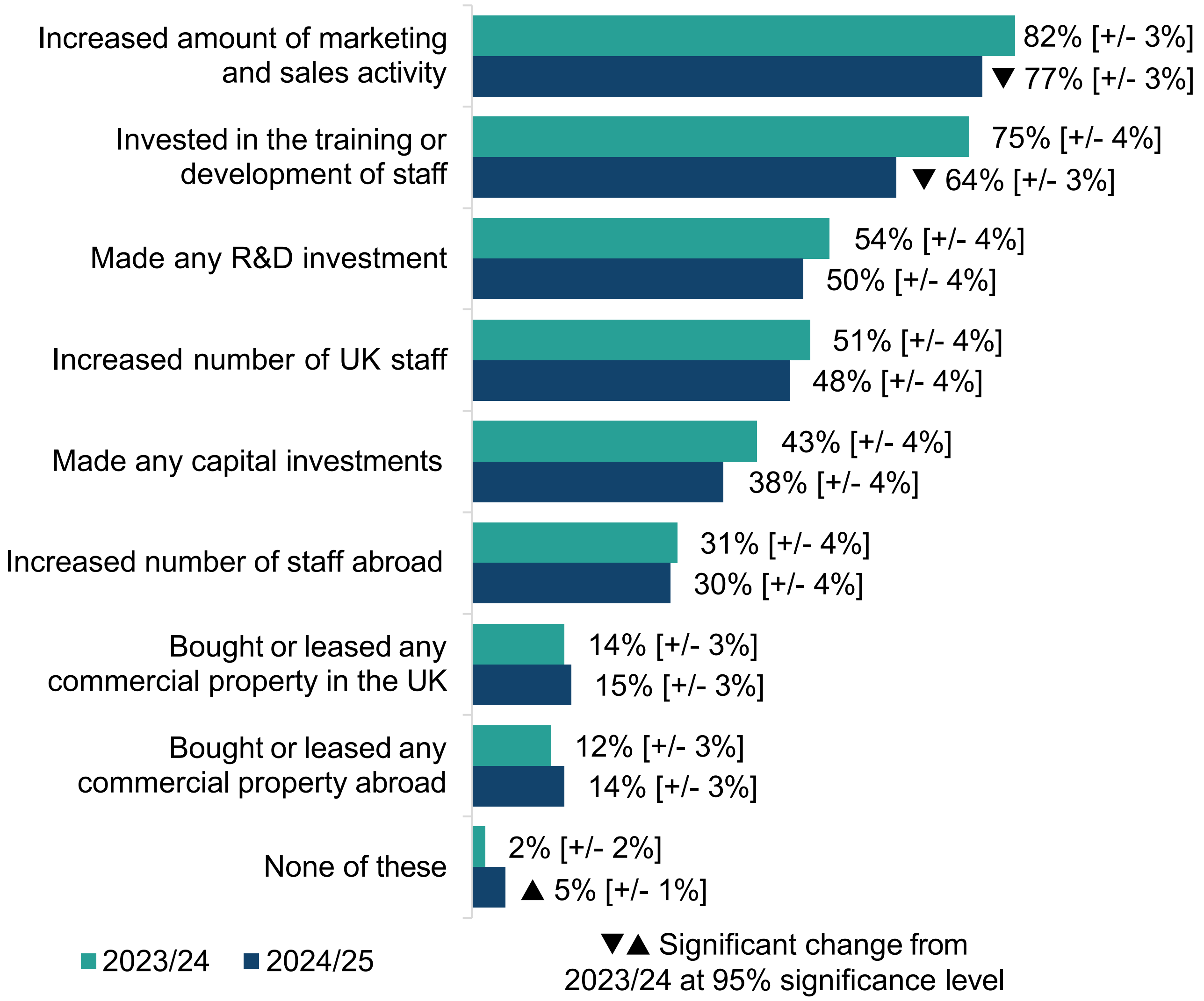
8.4 Investments made as a result of service use

Businesses that interacted with DBT were asked if they had made investments to support new or increased export opportunities. Just over three quarters of businesses reported they had increased their amount of marketing and sales activity, though this is lower than it was in 2023/24 (77% in 2024/25 versus 82% in 2023/24). The proportion of businesses that reported they had invested in the training and development of staff also decreased this year from 75% in 2023/24 to 64% in 2024/25 (Chart 8.4.1).

Users of the ITAs service were more likely to report they had increased their number of UK staff (55% versus 48% average) and that they had made any R&D investment (57% versus 50% average).

Posts users were more likely to report they had increased their number of staff abroad (48% versus 30% average) and amount of marketing and sales activity (87% versus 77% average).

Chart 8.4.1 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=868 (2023/24), n=952 (2024/25)). Only prompted codes are shown.

Description: Chart 8.4.1 shows the proportion of businesses that reported types of investment made as a result of using the DBT service. The proportion of businesses reporting they had increased their amount of marketing and sales activity decreased (77% in 2024/25 versus 82% in 2023/24), though this was still the most common investment reported. The proportion of businesses that reported they had invested in the training and development of staff also decreased (64% in 2024/25, down from 75% in 2023/24). The proportion of businesses reporting “none of these” types of investment increased from 2% in 2023/24 to 5% in 2024/25.

9 Annexes

9.1 DBT service eligibility mapping criteria

Service	Data Source	Criteria	Other comments
ITAs	**Data Hub** Cut taken of the Interactions and Service Deliveries data set on the 23rd	<u>Inclusion criteria</u> 'interaction_type' = 'service_delivery' 'team_role' contains 'International Trade Team' <u>Exclusion criteria</u> 'service_delivery' does not contain'Account Management', 'Export Win', 'Export Opportunities', 'Enquiry or Referral Received', or 'European Regional Development Fund (ERDF)' 'subject' starts with 'SOO'	Where the 'service_delivery' type is also eligible under the Missions or Webinar services, interviews will ask about those services rather than ITAs.
Posts	**Data Hub** Cut taken of the Interactions and Service Deliveries data set on the 23rd	<u>Inclusion criteria</u> 'interaction_type' = 'service_delivery' 'team_role' contains 'Post' <u>Exclusion criteria</u> 'service_delivery' does not contain'Account Management', 'Export Win', 'Export Opportunities', 'Enquiry or Referral Received', or 'European Regional Development Fund (ERDF)' 'subject' starts with 'SOO'	Where the 'service_delivery' type is also eligible under the Missions or Webinar services, interviews will ask about those services rather than Posts.
Export and Investment Teams	**Data Hub** Cut taken of the Interactions and Service Deliveries data set on the 23rd	<u>Inclusion criteria</u> 'interaction_type' = 'service_delivery' 'team_role' contains 'Market Unit', 'UKTI HQ Department', 'DIT HQ Department', or 'Sector Team' In addition, any 'Event' records under the 'service_delivery' type delivered by 'dit_team's on the Export and Investment teams tab are also eligible. <u>Exclusion criteria</u> 'service_delivery' does not contain' Account Management', 'Export Win', 'Export Opportunities', 'Enquiry or Referral Received', or 'European Regional Development Fund (ERDF)' 'dit_team' does not contain 'Capital Investment' 'subject' starts with 'SOO'	Where the 'service_delivery' type is also eligible under the Missions or Webinar services, interviews will ask about those services rather than Export and Investment Teams.

Service	Data Source	Criteria	Other comments
International Markets	Cut taken by the 23rd	<u>Inclusion criteria</u> All service deliveries <u>Exclusion Criteria</u> Service delivery type does not contain 'Account Management', 'Export Win', 'Export Opportunit', 'Enquiry', 'Referral', or 'European Regional Development Fund (ERDF)' 'subject' starts with 'SOO'	Where the 'service_delivery' type is also eligible under the Missions or Webinar services, interviews will ask about those services rather than IM.
Missions	**Data Hub** Cut taken of the Interactions and Service Deliveries data set on the 23rd	<u>Inclusion criteria</u> 'interaction_type' = 'service_delivery' 'service_delivery' contains 'Mission'	Any service deliveries eligible for other services will prioritise Missions for interviewing. In addition, the team that delivered the service delivery will be recorded to leave alternate reporting by team open as an option in the future.
Export Academy	**Data Hub** Cut taken of the Interactions and Service Deliveries data set on the 23rd	<u>Inclusion criteria</u> 'interaction_type' = 'service_delivery' 'service_delivery' contains 'Export Academy' 'event_type' contains 'Export Academy'	Any service deliveries eligible for other services will prioritise Export Academy for interviewing. In addition, the team that delivered the service delivery will be recorded to leave alternate reporting by team open as an option in the future.

Service	Data Source	Criteria	Other comments
Webinars	Web Ex and Data Hub Cut taken from the Webinars data set and the Interactions and Service Deliveries data set on the 23rd	**Web Ex** <u>Inclusion criteria</u> Attended only <u>Exclusion criteria</u> Team contains 'investment team' **Data Hub** <u>Inclusion criteria</u> Any records eligible for other services (i.e ITAs, Post, Export and Investment teams, OBNI, and EISS) 'service_delivery' contains 'Webinar' <u>Exclusion criteria</u> 'dit_team' contains 'investment team'	Any service deliveries eligible for other services will prioritise Webinars for interviewing. In addition, the team that delivered the service delivery will be recorded to leave alternate reporting by team open as an option in the future. Moreover, a flag to identify whether the record came from Web Ex or Data Hub will also be included to analyse differences.
EDES	Cut taken from the combined EDES enquiries data set on the 23rd	<u>o Inclusion criteria:</u> ‘Escalation’ and ‘Callback Delivered’ and 'Policy Hub' within the field titled ‘Zendesk Outcome String’ <u>o Exclusion criteria:</u> ‘Nonexport’ within Export Markets string ‘Russia Ukraine Crisis’ and ‘Israel/Palestine’ within Zendesk Source String ‘Russia/Ukraine’ or ‘Israel/Palestine’ within the Enquiry Subject box statuses not set as ‘Closed’ or ‘Solved’ ‘user emails ending gov.uk’ listed in ‘Enquirer Email’ 'Ukrruss Policyhub' within Zendesk Outcome String	Zendesk Ticket Solved date is used as the SD date
Business.gov.uk Services			
Export opportunities	Great.gov, taken on the 23rd	All enquiries to DIT opportunities excluding those marked as "Not for third party" or "Not UK registered"	
Business Profiles	DDaT contact, taken on the 23rd	All published profiles	

9.2 New DBT service definitions

2024-25 Service Name	2024-25 definition	New Service name	New definition
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.	No change	Provide businesses with impartial tailored mentoring, connecting them effectively with additional worldwide support and influencing the creation of strategic plans for growth in exporting.
Posts	An overseas network that provides in-depth knowledge of local markets, and access to reliable contacts to enhance UK firms' export competitiveness.	No change	No change
International Markets[11] (IM)	Provides information and advice to small and medium-sized businesses looking to export to particular overseas markets.		Provides In - Market support for export-ready small and medium sized businesses for overseas markets
Missions	Services related to events (trade fairs and market research) but with a specific focus on face-to-face deal-making.		
Export and Investment Teams	Works directly with industry and the international network to facilitate collaboration between UK businesses, co-ordinate government		

[11] Previously known as the Export Support Service – International Markets (ESS-IM).

	to government engagement, and support trade missions.		
Export Academy	Gives businesses the know-how to sell to customers around the world by learning from experts in international trade.		
Digital Exporting Programme Webinars[12]	Aims to provide information to a target audience, ranging from experienced exporters to businesses that are new to exporting.		
Export Opportunities	An online service on great.gov.uk which promotes global exporting opportunities to UK businesses.		
Export Digital Enquiry Service (EDES)	A directory of information on rules and regulations in overseas markets, hosted on GOV.UK.		A dedicated digitally based enquiry service to support UK exporters with exporting questions/issues, hosted on business.gov.uk
Business Profiles	An online service which enables businesses to promote products and services to international buyers.		

[12] 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.

Department for Business and Trade

The Department for Business and Trade is an economic growth department. We ensure fair, competitive markets at home, secure access to new markets abroad and support businesses to invest, export and grow. Our priorities are the industrial strategy, make work pay, trade and the plan for small business.

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