

# Link-up Customer Satisfaction Survey Results



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## 1. Summary

We would like to thank everyone who responded to our recent customer satisfaction survey. Customers' opinions were assessed through a confidential electronic survey which was sent to all current members of the Link-up scheme. At a response rate of 7% this is disappointingly less than the response rate of 11% in last year's survey, however this still exceeds the industry standard (2% to 5%) for return of electronic surveys.

The survey questions gauged Achilles' performance in two key areas:

- Customer Contact
- Quality of Service

We at Achilles are committed to acting on the feedback and messages from the results of the survey as part of a strategic approach to improve the quality of our customer service and customer's overall experience. It is encouraging to see that a number of actions taken since our last survey have helped to improve our performance in specific areas.

The majority of issues were resolved within 24 hours and 79% of respondents were either satisfied or very satisfied with the time taken to resolve their issue. This is an improvement from 73% last year

83% of respondents feel that the level of contact received from Achilles is about right.

77% of customers who responded are satisfied overall with the ease of use and quality of the Link-up Supplier Management System. This is significantly higher than the results from the survey carried out in 2008 at 62%

An excellent 97% of respondents think that Achilles staff are professional and courteous.

## 2. How did we do?

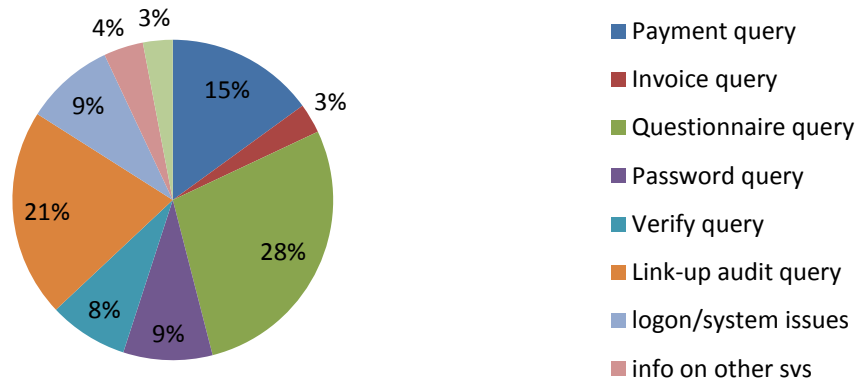
The main objectives of the survey were as follows:

- To understand whether or not customers are satisfied with the service they receive
- To identify areas of service delivery that can be improved
- To understand the reason why suppliers contact Achilles and identify whether or not the levels of interaction are adequate
- To compare results with the 2008 survey to establish relative success of actions and initiatives implemented as a result of the survey.

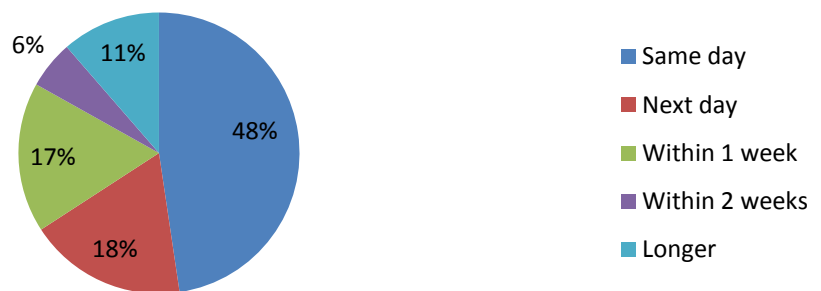
These evaluations are designed to increase the effectiveness of our operations and ensure we are able to meet our customers' needs.

Some of the key results are as follows:

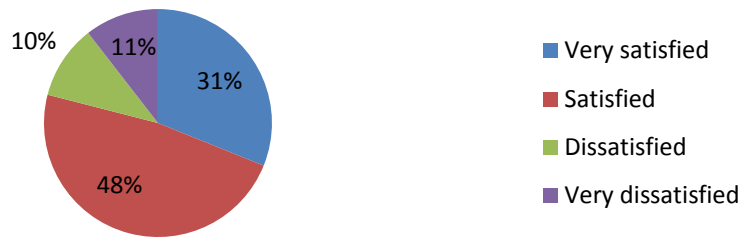
## What are your reasons for contacting Achilles?



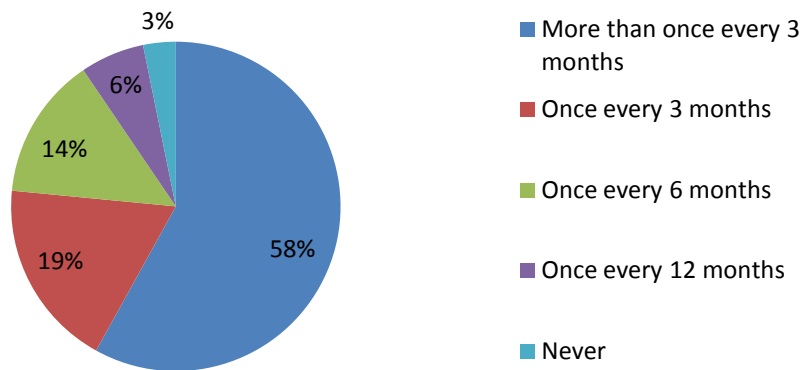
## Approximately how long did it take to answer your question or resolve your issue?



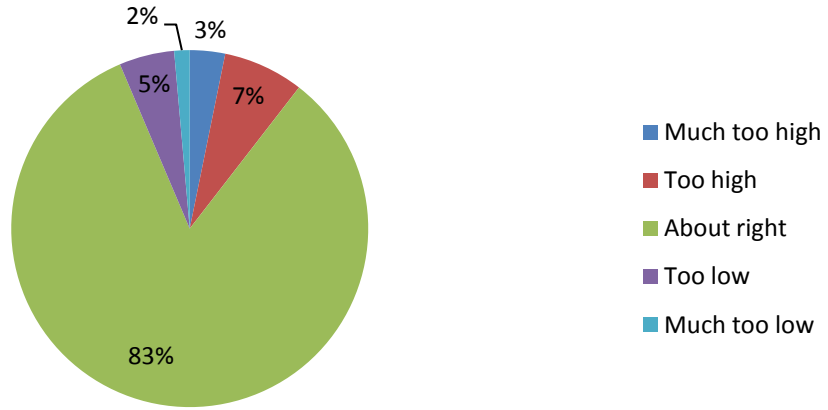
**How satisfied are you with the time it took to answer your question or resolve your issue?**



**How frequently does Achilles contact you, or send you information?**



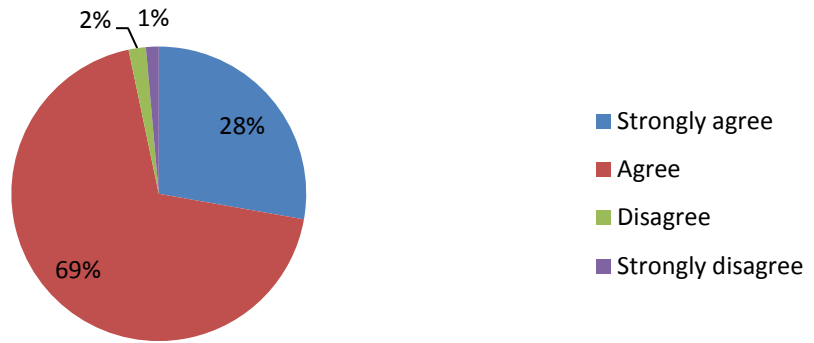
### Is this level of contact from Achilles?



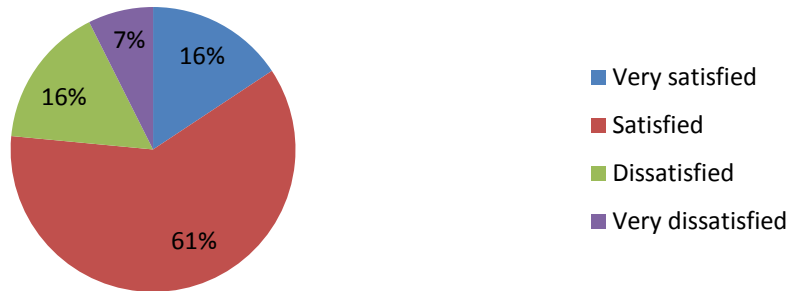
### The sales/customer service representative was knowledgeable and easy to understand:



**The sales/customer service representative was courteous and professional:**



**Overall, how satisfied are you with the ease of use and quality of the Achilles supplier management service(s) you use?**



### 3. Conclusions

Respondents were also given the opportunity to provide feedback on potential areas for improvement through specific comments. Main areas highlighted through comments were regarding the following:

- Understanding of the Link-up process
- User friendliness of system.

Although we have completed some work to improve these two areas there is still more to be done and we are continuing to look at various short to medium term measures that can be implemented to improve our customer service and customer's experience, these include the following:

- Contacting all respondents that have indicated that they are very dissatisfied with our levels of service in order to better understand the reason for their dissatisfaction and to close out their issues
- Production of guidance for audit preparation 'What happens on the day' document
- Provide FAQs and supplier handbook
- Recent improvements to the questionnaire which are rippling through as suppliers update their information and are directed to the revised questionnaire.

We believe that these measures and other work planned to further improve the user-friendliness of the system will deliver a better customer experience, and look forward to continue working with our customers to further improve our service.