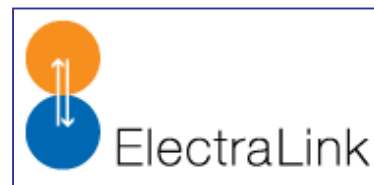
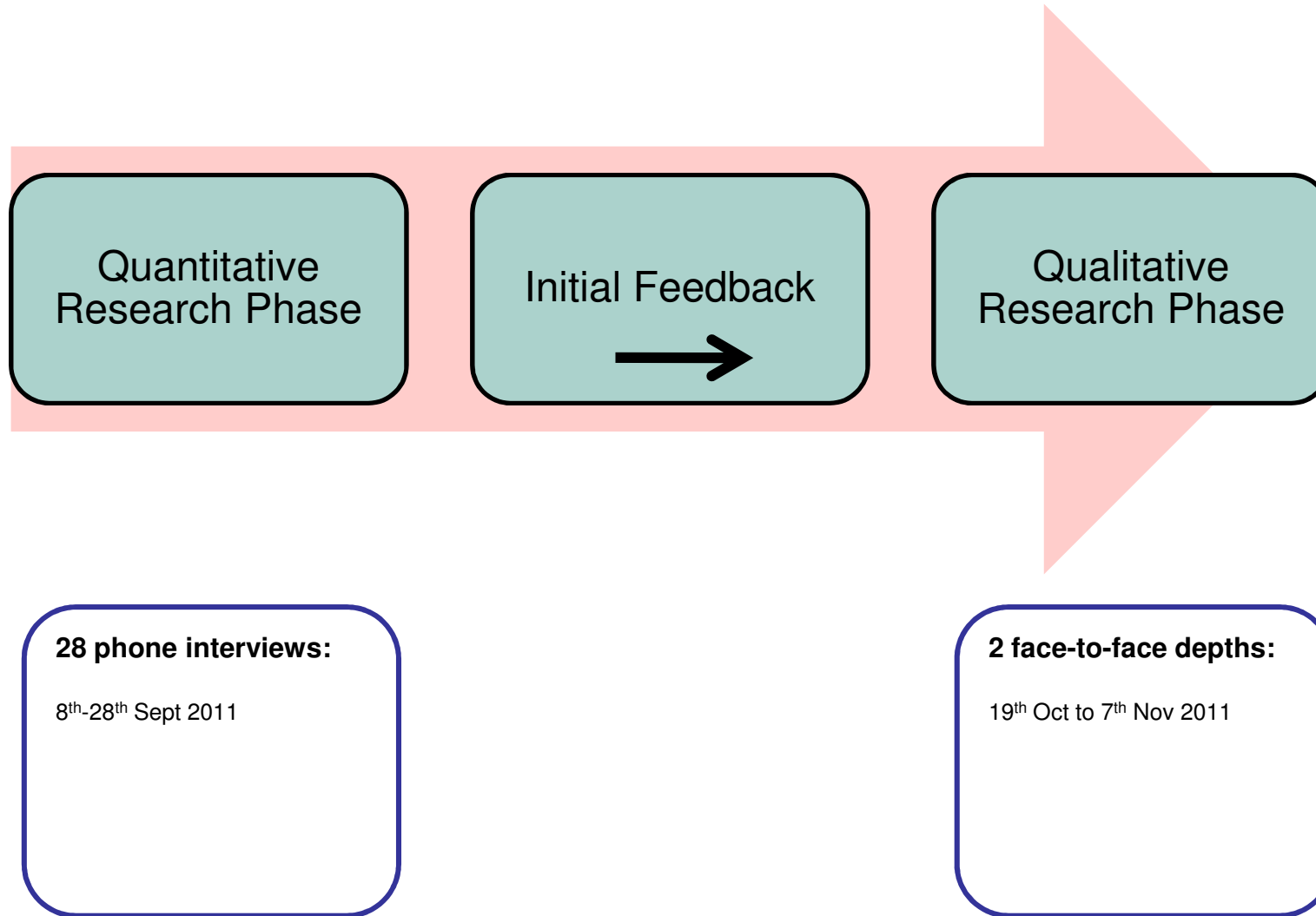


2011 Customer Survey

DCUSA



Method - Overview



DCUSA – Key Headlines (1/2)

Across Governance Services as a whole, feedback is as positive as we have seen to date:

- **Overall Satisfaction** has risen by a further 5% to 84%
- **Value for money** is up 10% to 57%

There is a stronger sense that ElectraLink **understands the service & support requirements for Governance Services.**

There is also a clear feeling that **service** (+25%) and **value for money** (+18%) for **DCUSA** have improved.

Overall, **knowledge** is seen as the most important quality, and is an area with room for improvement, along with the **quality of written work**. For some, recruiting people with an **industry background** is key to achieving this.

The main spontaneous criticisms relate to the **quality of communication & service**. For DCUSA we have seen falls in **Professionalism** – lateness of starting contract negotiate may have contributed here.

Qualitative overview

- The overall view across all respondents is that ElectraLink performs pretty well as a code administrator.
- ElectraLink has a good team, especially at the top.
- And is a very tight team – no fat which is good, but has very little spare capacity.
- It has a reputation for offering good value - because the team is tight.
- But the catch is that a few respondents (less than half) felt that ElectraLink's industry knowledge was based on just a few individuals, and mainly in Elizabeth.

I think they are very effective people, they don't seem to be over or under manned. It's quite rare for them to make mistakes and the advice they give is always very professional so you know I'm pleased that things haven't really changed because I was very satisfied a year ago and continue to be so ... being accurate and professional is really what it's about and having the expert knowledge of their sort of particular code which you know they are quite superb at.

We'll always judge them by the quality of the staff and the quality of the service they provide.

Perceived Improvement Over Past 12 Months

DCUSA

**Improved
(A little/ A lot)**

**Got Worse
(A little/ A lot)**

ElectraLink Service



Value For Money



0

Satisfaction With ElectraLink Service

DCUSA Sample

1 = Not at all satisfied
10 = Extremely Satisfied

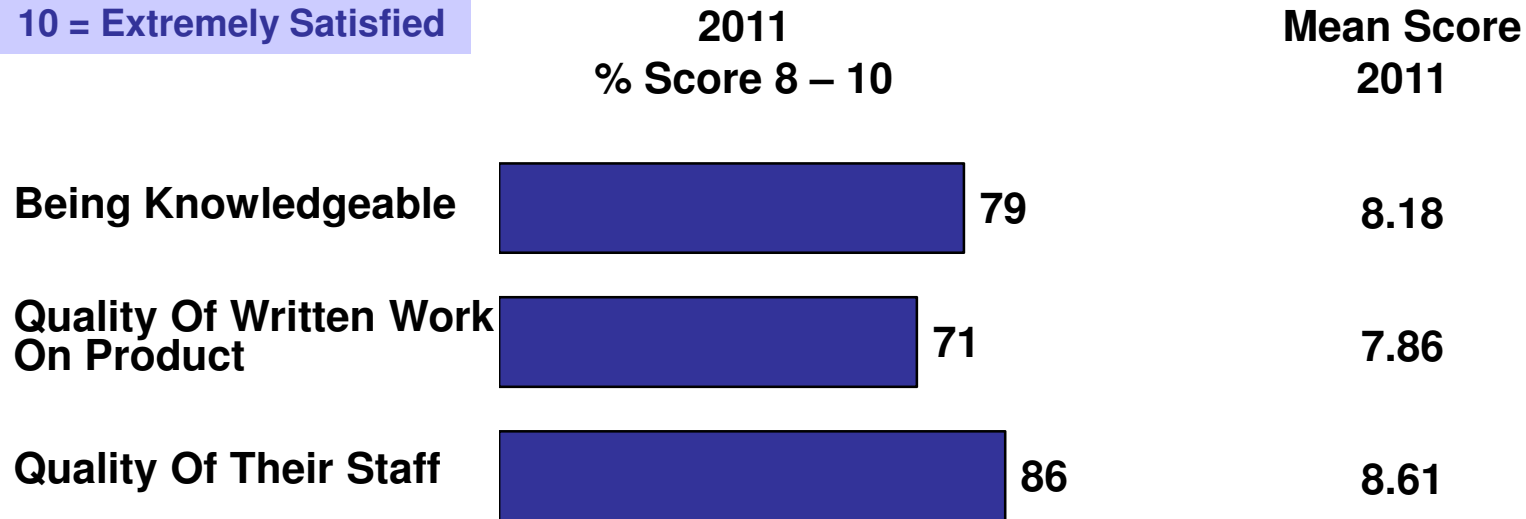
	2011 % Score 8 – 10	Mean Score 2011
Overall Rating	82	8.36
Overall Professionalism	82	8.79
Being Responsive	79	8.39
Being Easy To Work With	86	8.89
Being Highly Efficient	75	8.11
Communicating Clearly	75	8.25
Understanding The Service Support Requirements Of..	82	8.46

Base: Total DCUSA Sample (28)

Satisfaction With ElectraLink Service

DCUSA Sample

1 = Not at all satisfied
10 = Extremely Satisfied



Base: Total DCUSA Sample (28)

Core skills

- ElectraLink's governance core skills are around administration, and the accuracy of documentation, and most judge them to be good.
 - A couple of DCUSA interviewees were frustrated that there had been too many admin errors recently, and that needs to be improved.
 - DCUSA contract renegotiation had been a little tardy said one respondent.

I think they're very well organised ... in terms of being able to organise what needs to be done. And got a good feel for what's coming up and what's been done. In terms of what they need to get better at I think they've got an attention to detail ... regarding things like the quality of documentation, similarly some of the quality of the emails ... I'd like to see documentation that doesn't have errors in it ... I know they keep saying they're putting things into place to improve the quality of written documents but I've yet to see it.

Some of the accuracy has slipped actually recently ... there's just been issues on the minutes and things have been wrong.

Staff knowledge & resources

79%

Rate staff 8 or more out of 10 for Being Knowledgeable

- And for one respondent at least, this has exposed some shortcomings for ElectraLink which are rooted in their being so small / tight an organisation.
- Growing complexity is increasing the demand for industry knowledge, not just admin skill.

..A large element that we require from them is admin ... but I think the industry knowledge comes in ... you as ElectraLink are sitting in a room with ten people who have industry knowledge and in order to perform that admin role, you need to understand what it is they're talking about ... I'd probably say it's veering towards industry knowledge more of late than it was back in the early days ... Because the nature of the changes is so much more complicated.

Some of the people issues that DCUSA and SPAA have run into is because they become over reliant on individuals ... if those individuals go, ... they suddenly look then exposed because the new people are not as good, so their service level deteriorates.

Professionalism

82%

Rate staff 8 or more out of 10 for 'Overall Professionalism'

- Professionalism is defined by respondents as a mix of how an individual conducts himself / herself (so includes manner & attitude), plus their professional knowledge / expertise, and how they represent the organisation.
- Individuals at ElectraLink universally are seen to be very professional in manner / attitude.
- But some know more about the industry than others – essentially, this is a top-team trait, born of time spent in the job / industry, so confined to just a few individuals.

They have a professional manner, they come across professionally and they seem very organised and tuned ... to what's happening.

The overall quality of service is what you're after ... it's a sort of a rounded package that you're getting from them which is fairly professional ... they've had a change of personnel, ... but I don't think it's manifestly affected because the key people are still there.

Not just quality of work but quality of presentation so it's quality of presentation ... I don't have any examples of poor professionalism ... the way they conduct themselves through the meeting, I don't have any problem with any of that.

DCUSA – Key Headlines (2/2)

Specific Service Areas

Customers continue to give very **positive feedback**, with all of the 4 main areas achieving average scores of 4 out of 5 or better.

No specific area has markedly improved upon this position for DCUSA, and the only noteworthy decline is a modest drop in scores for the Helpdesk, but still the second best rated area overall.

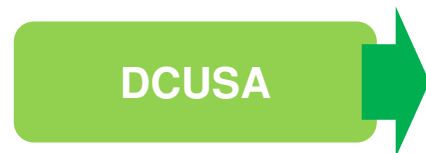
Average Rating Of Main Service Areas DCUSA Sample

Service Area	No. of Attributes Rated	Mean Score 2011	Attributes Compared*
All Ratings	27	4.41	27
Finance & Auditing	8	4.71	8
Helpdesk	5	4.48	5
Management Of DCUSA	8	4.24	8
DCUSA Website	6	4.20	6

Base: All rating each attribute

DCUSA – Suggested Improvements / Changes

In general, there is a need to ensure that the previous high **knowledge** and **standards of service** set by previous teams are maintained. Equally, the standard of support and for the Finance & Audit committee and delivery of the monthly accounts are also important to maintain.



There is a generally positive story and with no clear priorities for improvement, although still some scope to deepen the team's knowledge. More proactivity on re-negotiation would have been welcomed.