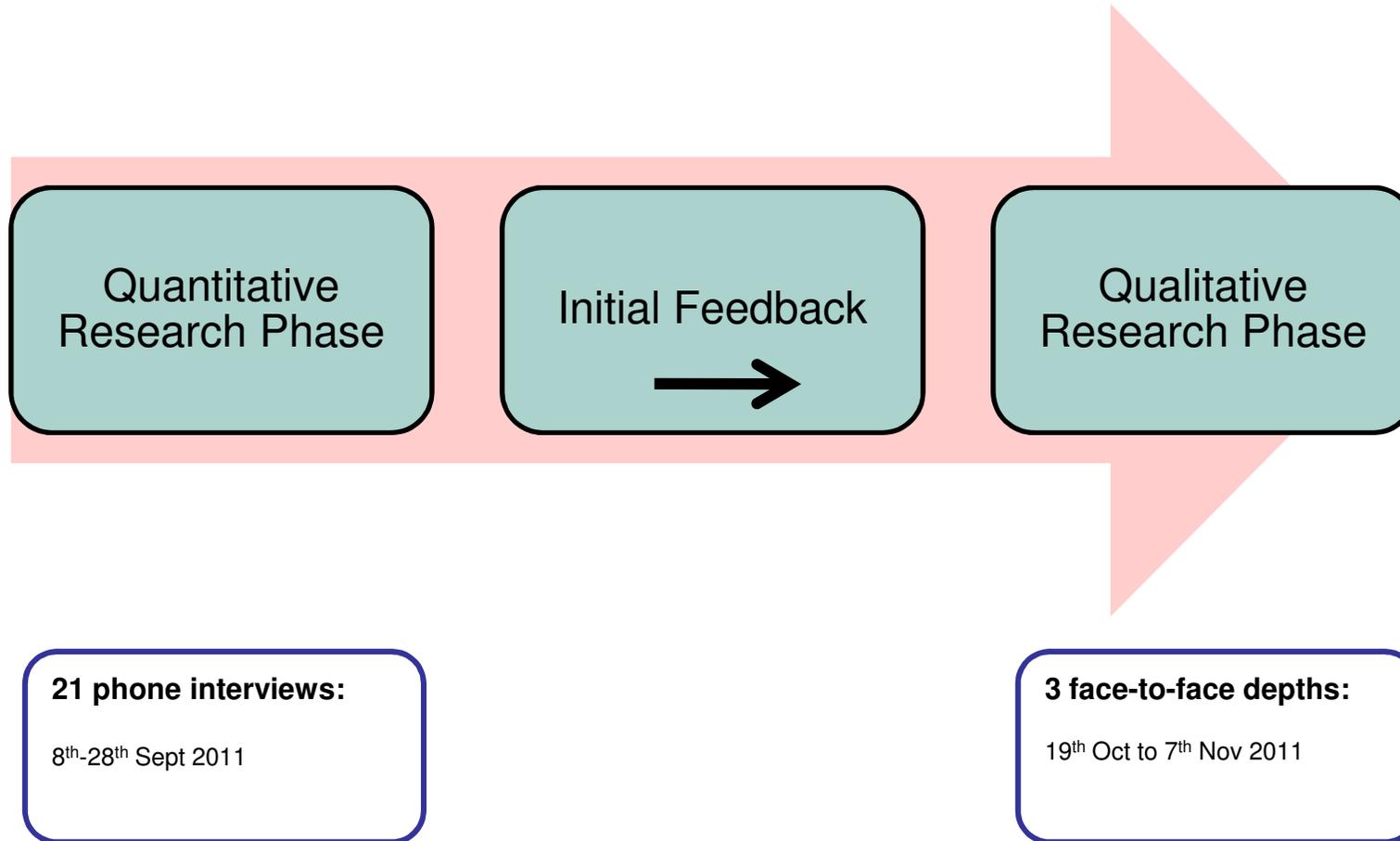


# 2011 Customer Survey

## SPAA



# Method - Overview



## **SPAA – Key Headlines (1/2)**

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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.**

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**. In particular the service on SPAA is most likely to be criticised for **Communication & knowledge**.

# 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.

# Satisfaction With ElectraLink Service

## SPAA Sample

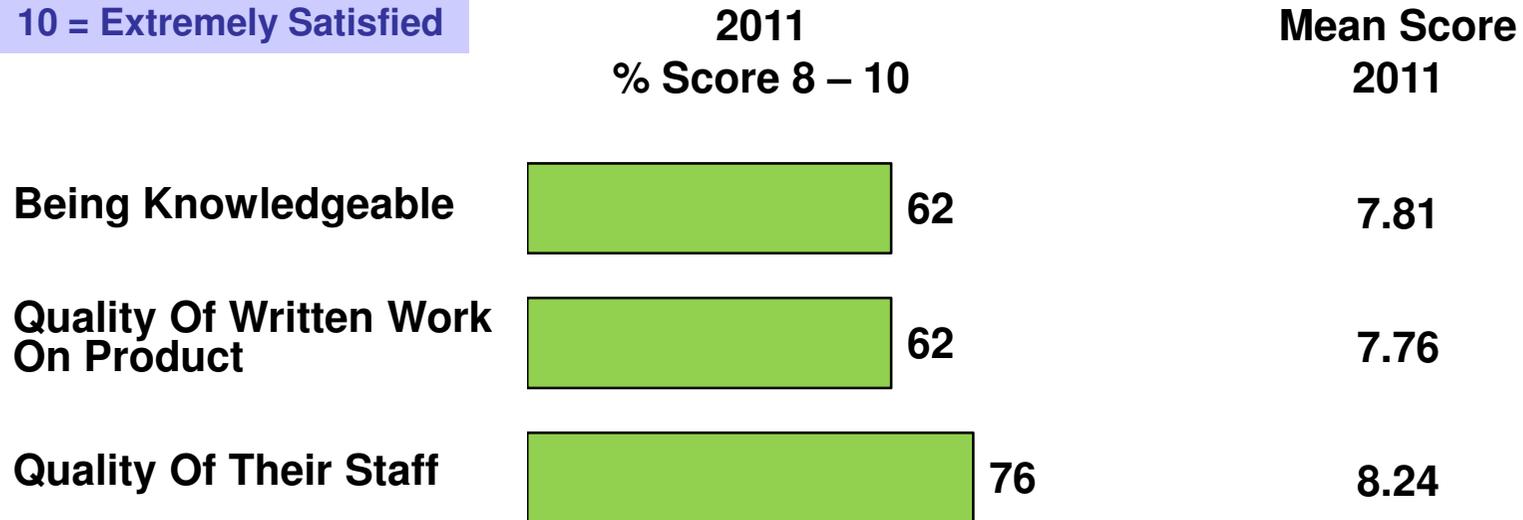
1 = Not at all satisfied  
10 = Extremely Satisfied

	2011 % Score 8 – 10	Mean Score 2011
Overall Rating	86	8.38
Overall Professionalism	86	8.76
Being Responsive	81	8.33
Being Easy To Work With	81	8.62
Being Highly Efficient	71	8.00
Communicating Clearly	67	8.00
Understanding The Service Support Requirements Of..	81	8.00

Base: Total SPAA Sample (21)

# Satisfaction With ElectraLink Service SPAA Sample

1 = Not at all satisfied  
10 = Extremely Satisfied



Base: Total SPAA Sample (21)

# Staff knowledge & resources

62%

Rate staff 8 or more out of 10 for Being Knowledgeable

- Staff transition creates a challenge in maintaining previous high standards.
- 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.

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.

..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.

# Professionalism

86%

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.

## SPAA – Key Headlines (2/2)

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### 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, but there were a handful of noteworthy aspects that did decline:

- **Finance & Auditing** – falls both for the ‘Quality of the management accounts’ & ‘How well ElectraLink supports the F&A Committee’.
- **SPAA Helpdesk** – fall in ‘getting consistent info or advice regardless of how you get in touch’ – which is most likely to reflect transition to new team members
- **SPAA Website** – fall in the ‘Accuracy of party details’

# Average Rating Of Main Service Areas SPAA Sample

Service Area	No. of Attributes Rated	Mean Score 2011	Attributes Compared*
All Ratings	27	4.16	27
Helpdesk	5	4.27	5
Management Of SPAA	8	4.20	8
Finance & Auditing	8	4.19	8
SPAA Website	6	3.99	6

Base: All rating each attribute

# SPAA Helpdesk – Qualitative feedback

93%

Still rate the helpdesk good or very good for Overall Helpfulness

They're very quick to kind of turn things round.

- It is well regarded by all.
- No feeling that the help desk service had changed in the last year amongst our respondents.

(SPAA)

They always comes back with the answer ... the helpdesk does what it should, yes. There's never anything that disappears into a black hole, they will always come back with an answer generally fairly promptly.

They're very responsive on the telephone, they respond to emails in a timely fashion, if I ask for some documents they're quite good at sending them.

# **SPAA – Suggested Improvements / Changes**

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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 some need to address declines in perception of **staff knowledge & service**, and specifically **communication** and the consistency of service levels of the **helpdesk**. This appears mainly to be a case of deepening the knowledge of the team.

Also improve the accuracy of **party details on the website**.