



Customer Survey Results 2021





Thanks for your feedback

Stephen Dracup, Chief Operating Officer

I would like to extend a big thank you to all our customers for completing the annual Chess Customer Survey. We had a record response compared to previous years, and we appreciate the time over 1000 customers spent in giving us an honest opinion.

Your reviews are invaluable in helping us understand first-hand where we are getting things right and the areas we need to improve on. I am pleased with the improvements we have made since the last customer survey, especially given the challenges we have all faced in the last 12 months. I remain committed to a programme of continual improvement which is really helped by your feedback. If you want to find out more about this look out for information on ChessICT.co.uk or in our regular service updates.

I look forward to running this process again in January 2022 and can assure you we will have implemented many of the changes you have asked for by then.



Explaining our results and progress

Emma Stott, Customer Service Director

2020 was a year like no other; the pandemic forced a change to the way we work as we'd never seen before. The move to home working happened quickly and became an everyday reality for many of our customers.

The change to business operations forced organisations large and small to think about how to serve customers best. Chess had to act quickly, and our phone lines prioritised answering customers with urgent business-critical queries. Customers with non-urgent questions were redirected to online self-service using our Customer Portal.

This change was understandably the source of frustration for some customers, and we're sorry if this was the case for you. Despite some of the difficulties, I'm delighted to say that our feedback tells us that customer satisfaction is improving. I am immensely proud of how our people and our customers have responded during a challenging 2020 journey.



Overall Net Promoter Score (NPS)

We measure your satisfaction by using NPS. This is a recognised benchmark to show customer satisfaction on an index from -100 to 100. We continually assess and support any areas that fall below our NPS targets.

There has been a positive shift in the NPS score of +5.28%, which tells us that customer satisfaction is improving.

Dec 2019 – Score (-23)

Jan 2021 – Score (-17.2)

+5.28 Increase

Perception Scores

Overall Perception Score



Perception Statements

2019

2021

Chess Cares about our Business	2.89	↑ 3.00
Chess is open and transparent	2.95	↑ 3.09
Chess understands our business need	2.86	↑ 2.99
We can interact with Chess in the way we want	3.09	↑ 3.17
We Trust Chess as our Technology Provider	2.92	↑ 3.16

We asked customers to rate us out of 5 against a series of perception statements. A score of 1 needing to improve and 5 as great. The overall perception of Chess has improved since our last survey in 2019.

How Our Customers Describe Us

In 2020 our service focused on helping customers to keep their business running during the pandemic.

We were pleased to find **57%** chose **'helpful'** as the most popular word to describe Chess

The 'One Thing' customers want to see improve

To help focus attention on what matters most to customers, we identified 8 'one thing' areas to improve.

- 1 Keep us updated through the Customer Portal ticket process.
- 2 Make Customer Portal tickets easier to follow.
- 3 Stop closing Customer Portal tickets before confirming everything was resolved.
- 4 Improve Customer Portal login and two-factor authentication
- 5 Add a Customer Portal feature to remove/add select services
- 6 Change the invoice 'bill' format, the detail – it's too complicated.
- 7 Send invoices 'bills' as an attachment
- 8 Stop sending multiple invoices 'bills' across product areas – it's confusing.

Our Progress

✔ Launched Q1 2021

Improved Customer Ticket Communications and Query Optimisation

We constantly improve and consolidate the content of the emails that our ticketing system sends to customers when a ticket is created, updated, and closed. Improved emails will result in a more efficient experience for the Customer. In March this year, we implemented new ticket responses, simplified to provide clear and consistent communication for customers, making them much easier to follow. Before a ticket is closed, customers will be asked if there is anything further that we can help with. We hope this will reduce the frustration felt by some customers who report early closure of tickets. Customers can also use the option to re-open a closed ticket if they need more information. We also identified several areas where query execution times can be improved, and the customer experience made even better.

🔄 Launching Q2 2021

Automated Telephone Payments

This will allow customers to select an option from our phone menu and pay their bill over the phone using their telephone keypad.

🔄 Launching Q2 2021

Customer Portal Log in and Authentication

We will review the login and authentication process to see where improvements can be made.

🔄 Launching Q3 2021

Customer Portal Add or Remove Select Service Feature

Our development team is scheduling work to include more features that will allow customers to add or remove select services.

🔄 Launching Q3 2021

Customer Portal Notification Centre

Notifications will appear in a similar way to social media sites and will include confirmation of online payment, the results of a line check, notice of a price change, service outages, time-to-pay warning

🔄 Launching Q3 2021

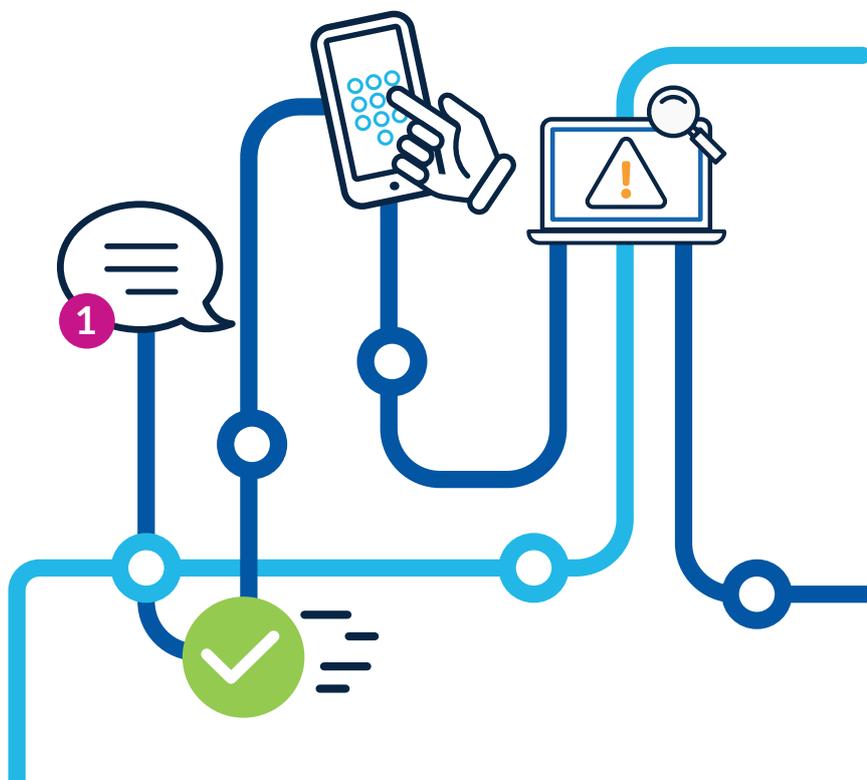
Customer Portal Line Fault Checker

This new feature for the Customer Portal will allow customers to perform their own diagnostic tests to determine whether there is a fault on their line.

🔄 Launching Q3 2021

Invoice 'Bill' Review

Invoices are being reviewed to see if we can itemise in more detail, change the settings to ensure that invoices are attached, and the possibility of one invoice for all services.



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