



Customer Survey Results 2022

"A great place to be a customer"



Significant improvements in 2021, and above industry standard in all areas



Explaining our results and progress

Emma Stott, Customer Service Director

I would like to extend a big thank you to all our customers for completing the annual Chess Customer Survey. Your reviews are invaluable in helping us understand first-hand where we are getting things right and the areas we need to improve on

2021 was another year of disruption for us all; the pandemic forced a change to the way we work, and whilst we all thought the move to home working was temporary, it has continued and become an everyday reality for many of our customers. Chess has continued to act and adapt quickly to changing circumstances throughout the year.

The pandemic forced us to change the way we deal with incoming queries, and the emphasis has been towards online self-service through our Customer Portal. Phone lines continue to prioritise answering customers with urgent business-critical queries. This change has understandably been a source of frustration for some customers, and we've worked hard to resolve some of the difficulties you may have experienced when we initially launched online self-serve.

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 2-year pandemic 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 +18.06 points which tells us that customer satisfaction is improving

Jan 2020 – Score (-17.72)

Jan 2021 – Score (+1.04)

+18.06 Increase

Perception Scores

Overall Perception Score



Perception Statements

2020

2021

Chess Cares about our Business	3.00	↑ 3.35
Chess is open and transparent	3.09	↑ 3.47
Chess understands our business need	2.99	↑ 3.38
We can interact with Chess in the way we want	3.17	↑ 3.50
We Trust Chess as our Technology Provider	3.16	↑ 3.59

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 2021 our service focused on helping customers to keep their business running during the pandemic.

We were pleased to hear that **'helpful'** continues to be 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 5 'one thing' areas to improve.

- 1 Simplify the way a ticket is raised on the Customer Portal and improve the information given in replies.
- 2 Communicate with us using our preferred option whether that's online, phone or email.
- 3 Better deals for existing customers who want to extend their contract.
- 4 For a technical fault reduce the amount of people dealing with the issue.
- 5 Increased communication from the sales team and account managers.

Our Progress in 2021

✔ 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.

✔ Launched 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.

✔ Launched Q2 2021

Customer Portal Log in and Authentication

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

✔ Launched 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.

✔ Launched 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

✔ Launched Q3 2021

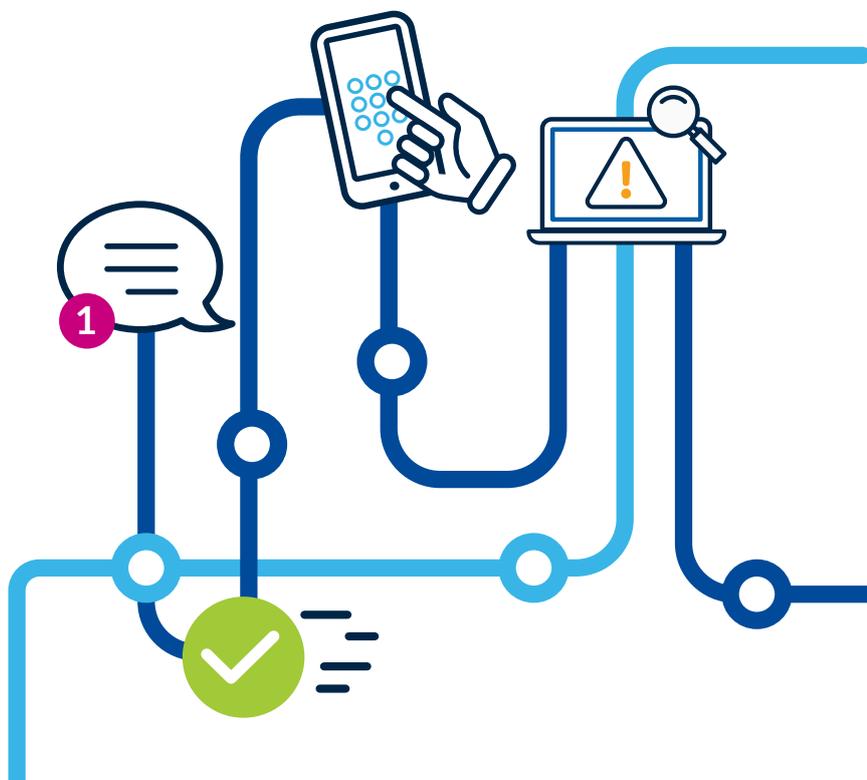
Customer Portal Line Fault Checker

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.

✔ Launched 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.



Our Plans for 2022

To help focus attention on what matters most to customers, we identified 5 'one thing' areas to improve.

- 1 Customer Portal ease of use to improve customer experience.
- 2 Making more phone calls to customers to resolve issues for account, billing and technical faults that have been raised on the Customer Portal ticket system.
- 3 Reduce the time it takes to respond to a ticket from five days to two.
- 4 Increase training our technical teams to achieve first time fix.
- 5 Introduce account reviews so that the sales account managers can discuss products/services, competitive deals, and 2025 PSTN switch off.

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