

Customer Survey Results 2016



Feedback from our annual satisfaction survey



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SERVICE
EXCELLENCE®



As the only electoral print and mail supplier in the UK to hold the Cabinet Office's Customer Service Excellence Standard, Print Image Network issues an annual satisfaction survey to all customers. The Standard recognises companies that demonstrate efficiency, excellence and effectiveness in the way they interact with customers, and in the products and services they provide.

The standard is one of many accreditations held by Print Image Network, who work with no fewer than 60 local councils in the UK to produce election stationery such as postal votes, ballot papers and poll cards, amongst other electoral mailings and ancillary products. Other accreditations include ISO9001, ISO27001:2013 and Investors in People.

Customer service is something which is embedded in our company culture. We pride ourselves on offering the best customer service and it is our ethos to help our customers to overcome challenges. We are particularly pleased with the response rate we received this year, which was up by 48% on 2015. We are extremely proud of the overall satisfaction score of 98%, which far exceeds our customer service target of 90%.

Stephen Power Services Director

Having achieved the CSE Compliance Plus Standard in early 2016, Print Image Network was hoping that the customer survey results would show that customer service had remained high, following a busy year of elections and the EU Referendum.

In order to measure customer satisfaction during 2016, Print Image Network developed an online survey which covered various aspects of its service. From people to products, quality and price, customers were asked to rate the service.

Customer Satisfaction Survey Results:

2016 saw combined elections happen across the UK, including the Police and Crime Commissioner Elections, local elections, the London Mayoral election, plus Assembly elections for both London and Wales.

In addition, the EU Referendum was called for the following month on 23 June 2016. For electoral printers and councils this resulted in one of the busiest years for everyone involved in delivering local government elections.

Following such a challenging year, Print Image Network was hoping to meet its overall satisfaction score of 90% or above. Print Image Network was pleased to see the actual rating was 98%, a 4% increase on 2015. In addition, the response rate improved by 48% as the majority of customers were happy to provide feedback.

To achieve such a high satisfaction score is fantastic news for us. The EU Referendum date was set in February 2016 and so we had to make provisions for the complexities of combined elections in May, closely followed by the Referendum. To hear that our customers thought we provided excellent customer service, in what proved to be a challenging year, is very rewarding. I'd like to thank all our customers for completing the survey and providing their feedback and the Print Image team for such an outstanding contribution to the success of the elections.

John Foster Managing Director

The majority of questions were 'rating' questions, in which customers had to rate each service area on a number of attributes.

	<h3>Overall Satisfaction</h3>	97% satisfied in 2015 100% in 2016	+3%
	<h3>Sales Contact</h3> <p>Satisfaction with the sales representatives FACT: Sales staff were rated most highly for their efficiency and understanding customers' needs</p>	98% satisfied in 2015 100% in 2016	+2%
	<h3>Account Management</h3> <p>Satisfaction with account management staff FACT: Account managers were rated most highly for their politeness, efficiency and reliability</p>	97% satisfied in 2015 100% in 2016	+3%
	<h3>Products</h3> <p>Satisfaction with products , including design, effectiveness, value for money and quality.</p>	87% satisfied in 2015 98% in 2016	+11%
	<h3>Service</h3> <p>Satisfaction of service attributes including deliveries, customer service responsiveness and attention to detail</p>	91% satisfied in 2015 96% in 2016	+5%
	<h3>Comparison</h3> <p>Comparison of our products, methods and service delivery to other election services providers FACT: Some said our service was 'the same' because they had no previous experience of other suppliers</p>	81% satisfied in 2015 90% in 2016	+9%
	<h3>Overall impression</h3> <p>Comparison of our products, methods and service delivery to other election services providers</p>	96% satisfied in 2015 100% in 2016	+4%
	<h3>Recommendation</h3> <p>Customers that would recommend us to a colleague or another organisation Recommending our legislative knowledge, products account management, delivery times and service.</p>	100% satisfied in 2015 100% in 2016	Couldn't be more satisfied! ✓

*Satisfaction is measured by ensuring that the top two answers total 90% and above.

<h2>Conclusion</h2> <p>The final satisfaction score for Print Image Network is 98%</p>	98%
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What our customers said, in their own words

My June experience was excellent. The peace of mind that this affords at a particularly stressful time is priceless. Much of this is based upon trust in respect of if something has gone wrong at my end I know that you will endeavour to resolve my issue.

In comparison to some other products, the postal packs for example are clearer and easier for electors to use.

Quick, efficient service and excellent knowledge of the law.

The quality of the products, accuracy of delivery deadlines and flexibility to deal with my quirky last minute requests does not leave me thinking of areas of improvement - simply gratitude for easing my stress levels!

Quality and service is very good and better than my experience with another supplier.

The support received from my Account Manager and team is second to none. All print requirements were produced within the agreed timescale, in some cases earlier, and the quality of the products was excellent.

We are very happy with the continuing service we receive from Print Image - we like the problem solving approach you take and how we learn lessons and look for areas for improvement in a positive way after each poll.

Service is great!

Thank you to everyone who took part in the survey

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