

**Registers of Scotland**

**RoS Board**

**11 June 2024**

**Spring 2024 Customer Satisfaction Index Scores**

**Purpose**

1. To update the Board on RoS's regular Customer Satisfaction survey and results.

**Background**

2. RoS is a member of the Institute of Customer Service (ICS) which allows us access to their business benchmarking survey, the UKCSI. The UKCSI is a national barometer of customer satisfaction that is published twice a year by the Institute of Customer Service (ICS). It is an independent, objective benchmark of customer satisfaction set on a consistent set of five measures, made up of 26 metrics, and generates a final customer satisfaction score known as the Customer Satisfaction Index (CSI). It also includes a Customer Effort Score (CES).

**Results**

3. In the latest survey (Spring 2024), RoS achieved its Key Performance Indicator for **Customer Satisfaction**, which was to reach a Customer Satisfaction Index Score (CSI) of 80.5 to 81.0 by March 2024. We achieved a score 81.7 (up from 80.3 in autumn 2023).

4. Our KPI for Customer Satisfaction as set out in Year 3 of our Delivery Plan, is to achieve a score of 82.2 – 82.7 by March 2025 for our professional customers.

5. As part of the same survey we capture our **Customer Effort** Score and this has fallen slightly for our professional customers from 3.1 in autumn 2023 to 3.4 in spring 2024. For this element the lower the score the more satisfied customers are. The KPI for this measure was *lower* than 3.4.

6. Our KPI for Customer Effort as set out in Year 3 of our Delivery Plan, is to achieve a score of 3.4 or lower by March 2025 for our professional customers.

7. We will publish citizen results in spring 2025 after consistently gaining 500+ survey responses. This level of response represents *statistical significance* and means our data can be relied upon to make comparative judgements and management decisions.

8. A paper is attached at Annex A with full details of the approach and specific customer feedback and insight.

## **Conclusion**

9. The ICS survey not only allows for benchmarking but deep insight into customer attitudes and ways in which services could be refined to improve satisfaction or lower effort. RoS' prioritises delivering a high quality customer service focusing on addressing the critical customer and has been able to achieve results while reducing its FTE contact centre.

10. We will be introducing Improvement Methodology as a preferred approach to further improving CSI scores while simultaneously reducing cost to service as part of our 2024 work programme. This is an established, culturally adaptable approach with a strong track record in operational areas across the public and private sectors in the Scotland, UK and the United States. We will provide an update to the Board at an appropriate time.

11. The Customer Insight Team is working with the User Centred Design Team, on the creation of a customer insight hub to ensure our knowledge of the customer can be efficiently collated and fully exploited across RoS.

## **Recommendation**

12. The Board are asked to note this update and early planning around a new approach to quality improvement and efficiency.

**Head of Customer Experience**  
**Customer and Business Development**  
**28 May 2024**