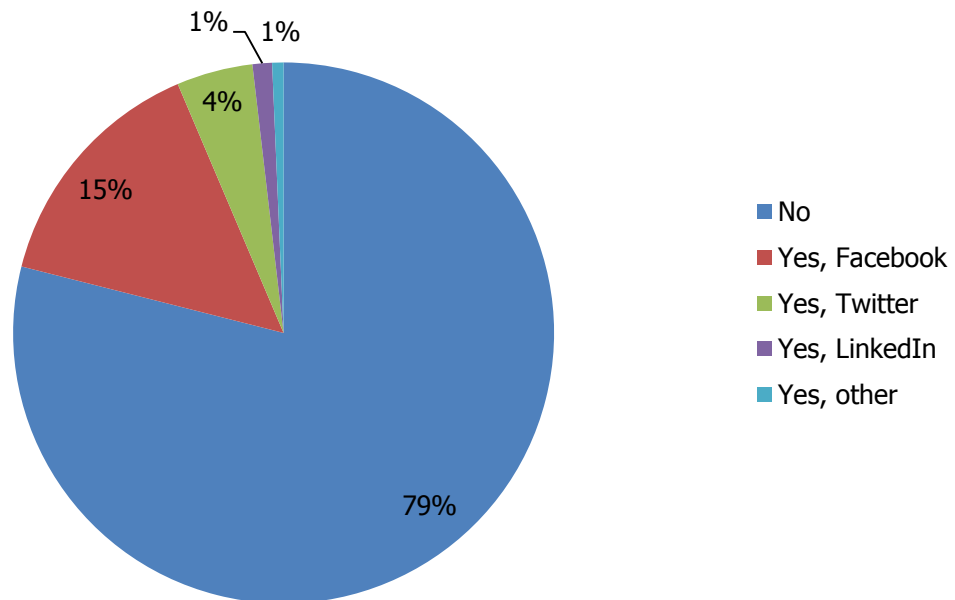


BSI Customer Service Survey – summary of selected results

Online survey of 2,047 UK Adults, December 2013

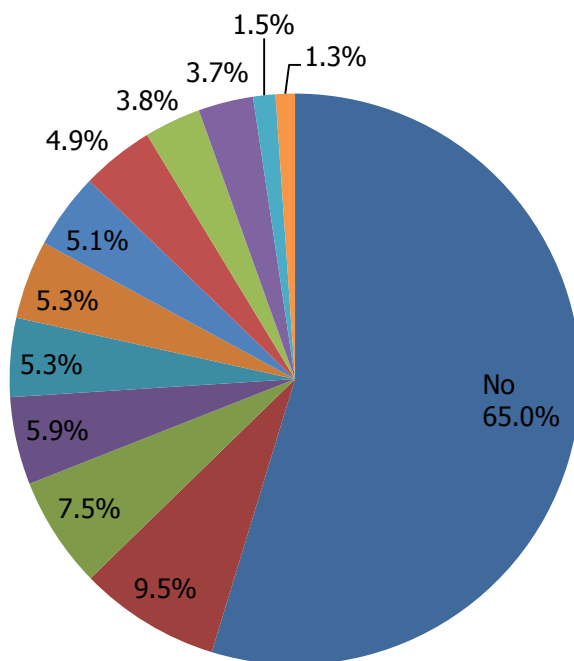
Have you used social media to complain/comment about a poor service experience?

2013 Results



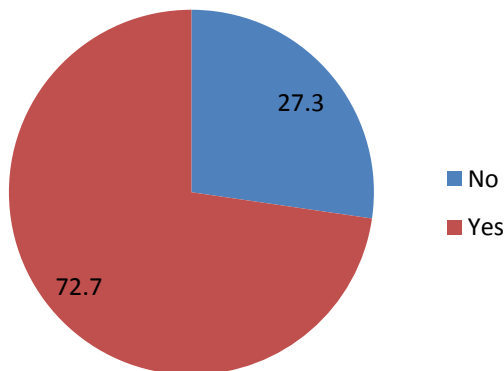
In the last 12 months have you moved to a competitor after receiving poor customer service?

2013 Results



- No, I have not moved to a competitor within the last 12 months after receiving poor customer service
- An energy company
- An internet provider
- A supermarket
- A mobile phone service provider
- A bank / building society
- A high street store
- A car insurance provider
- TV service provider

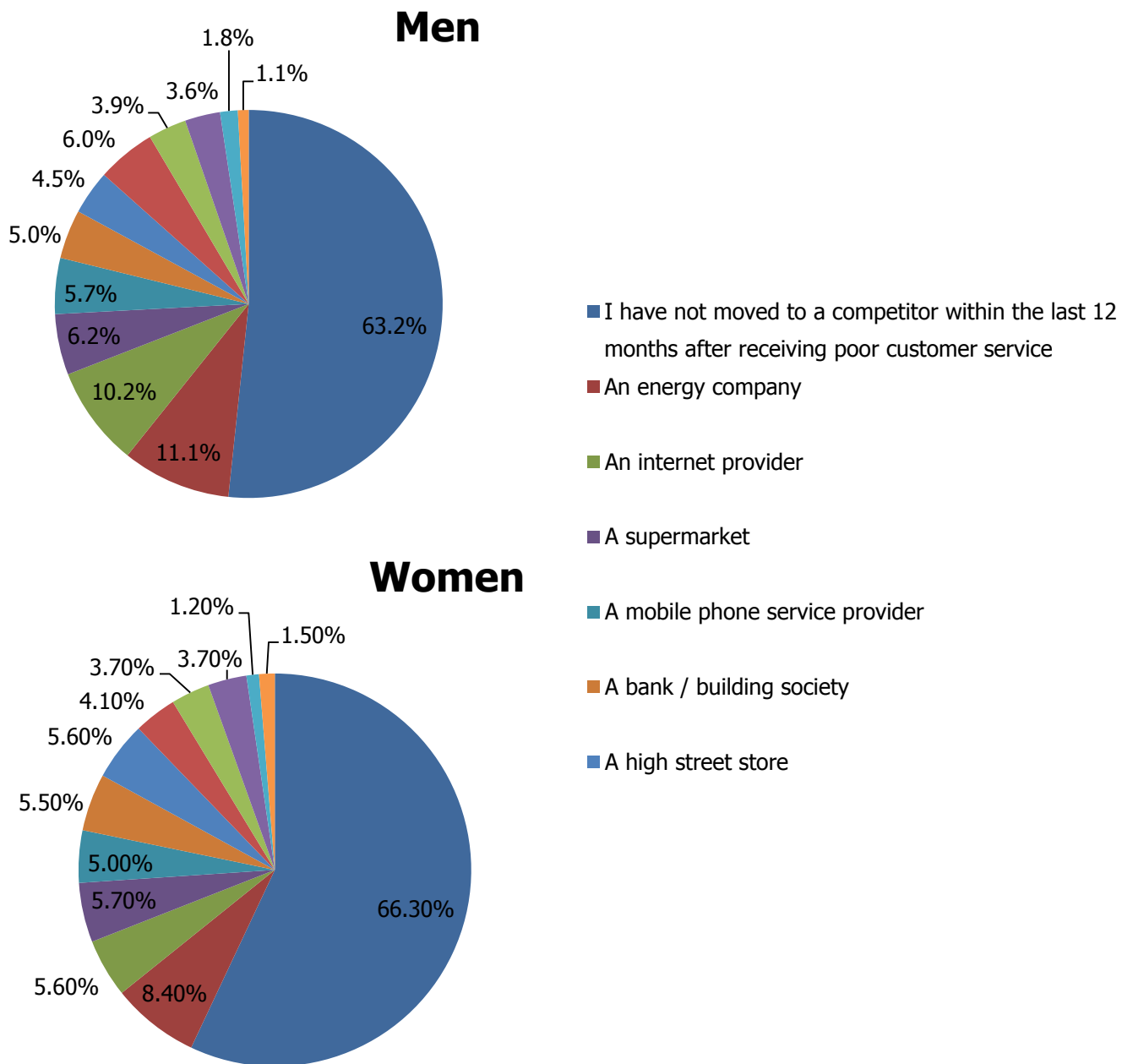
2008 Results



Note: respondents could pick multiple answers

...making excellence a habit.™

In the last 12 months have you moved to a competitor after receiving poor customer service? (Gender Split, 2013)

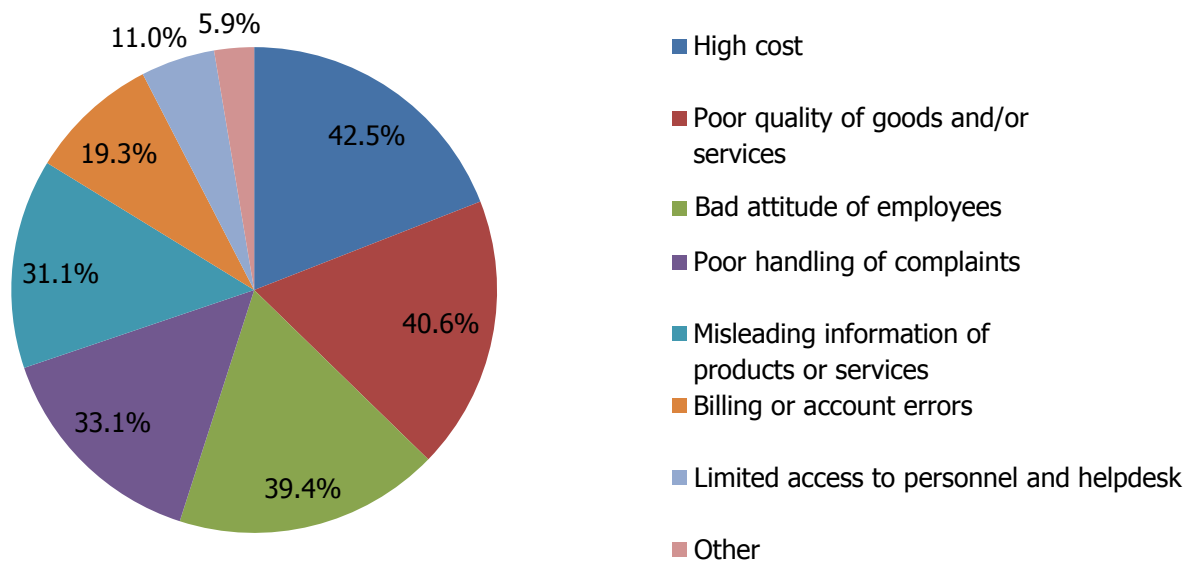


Note: respondents could pick multiple answers

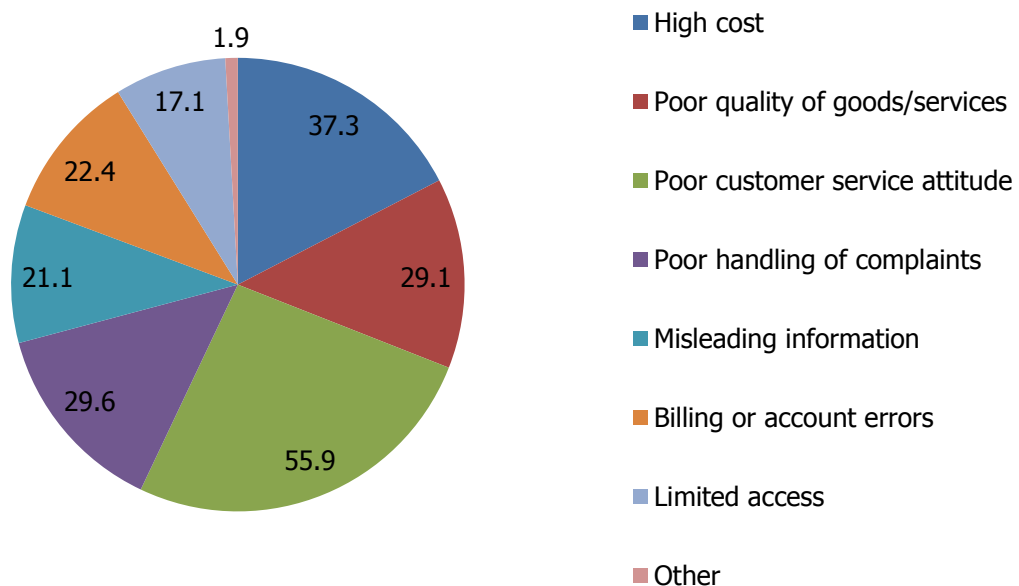
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What factors caused you to change service provider in the last 12 months?

Reason for changing providers 2013



Reason for changing providers 2008



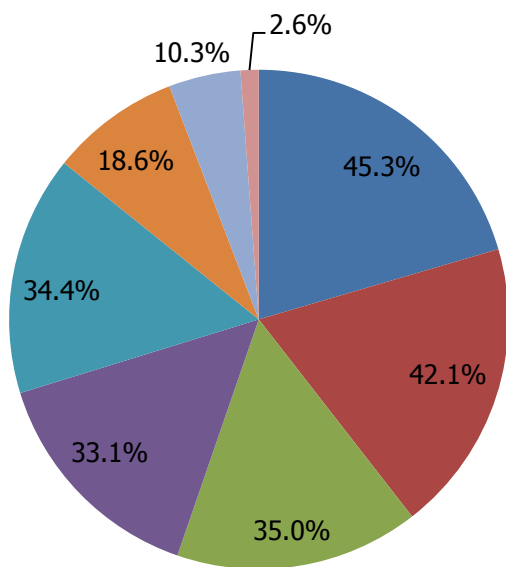
Note: respondents could pick multiple answers

...making excellence a habit.™

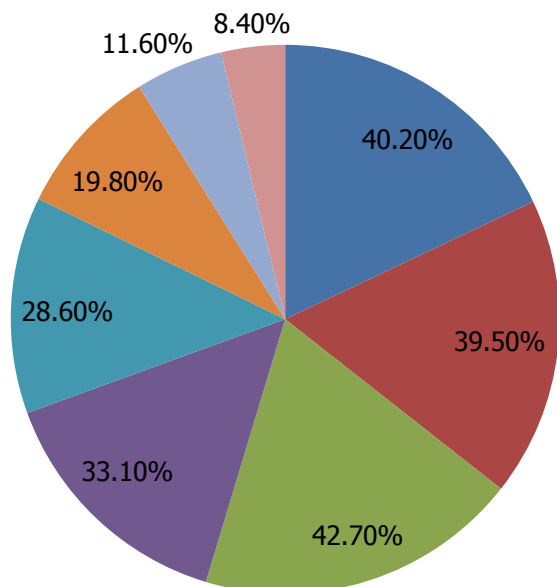
What factors caused you to change service provider in the last 12 months?

(Gender Split, 2013)

Men



Women

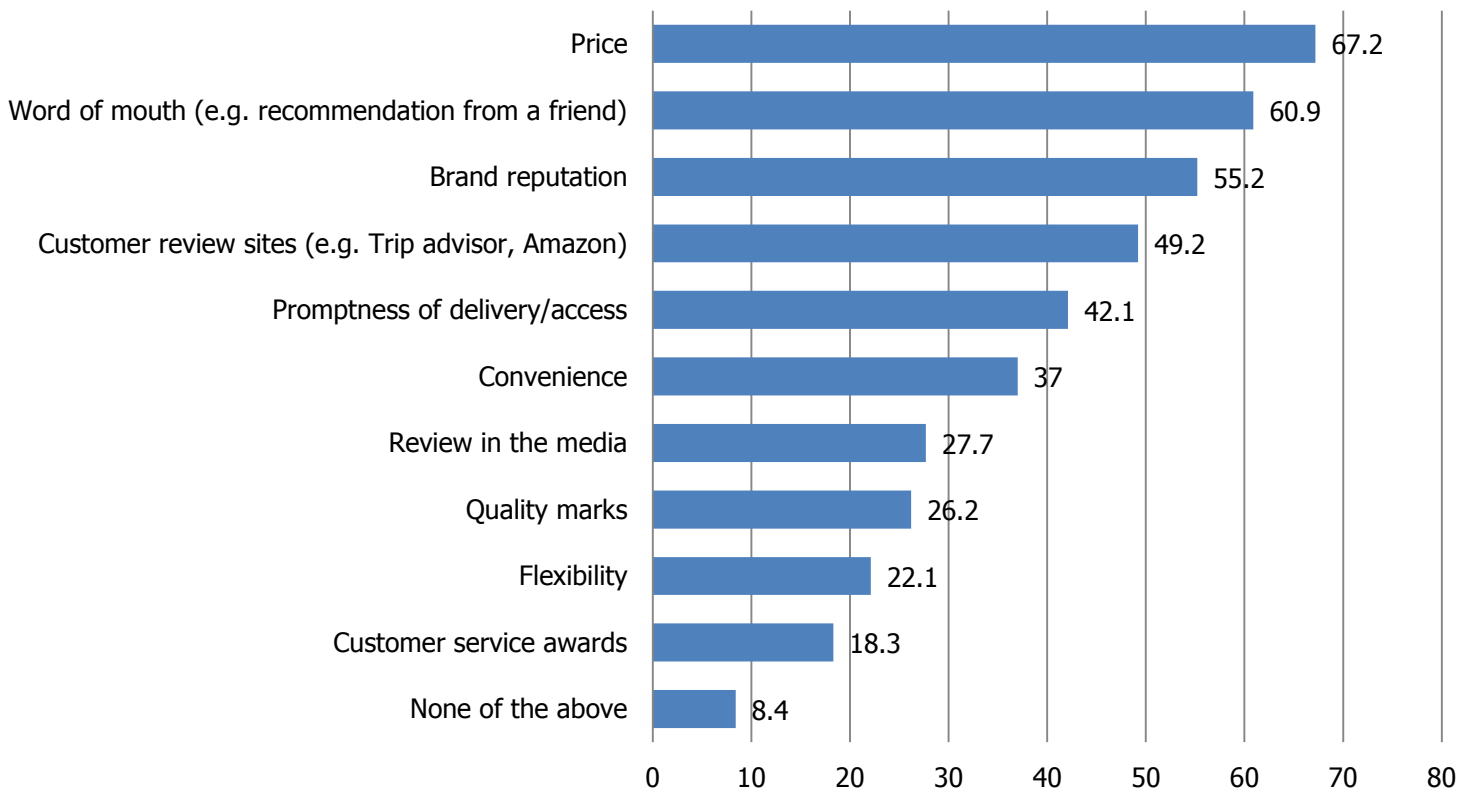


- High cost
- Poor quality of goods and/or services
- Bad attitude of employees
- Poor handling of complaints
- Misleading informations of products or services
- Billing or account errors
- Limited access to personnel and helpdesk
- Other

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Which of the following would influence your opinion when buying or choosing a product or service?

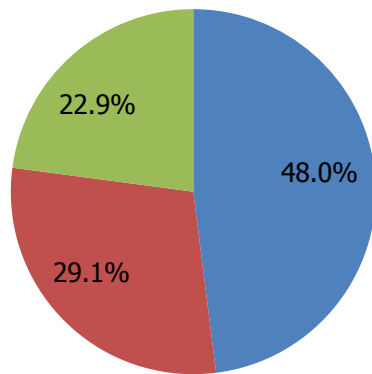
Results 2013



Note: respondents could pick multiple answers

Overall do you think that customer service in the UK is getting better, getting worse, or no change?

2013



- No change
- Getting worse
- Getting better

2008

