



BSI CPIN – Scotland

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Building Consumer Trust

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Trust – the Holy Grail

“Trusting a brand inspires customer loyalty to such a high extent, that a consumer will stay committed to the brand even if they are not entirely satisfied with it”



Scottish CAB Service

- March 2016 IPSOS MORI interviewed 1004 Scottish Citizens
- 9 in every 10 knew what we did
- 9 in every 10 knew we helped people get fair treatment
- Perception
- Trust
- Loyalty
- Satisfaction



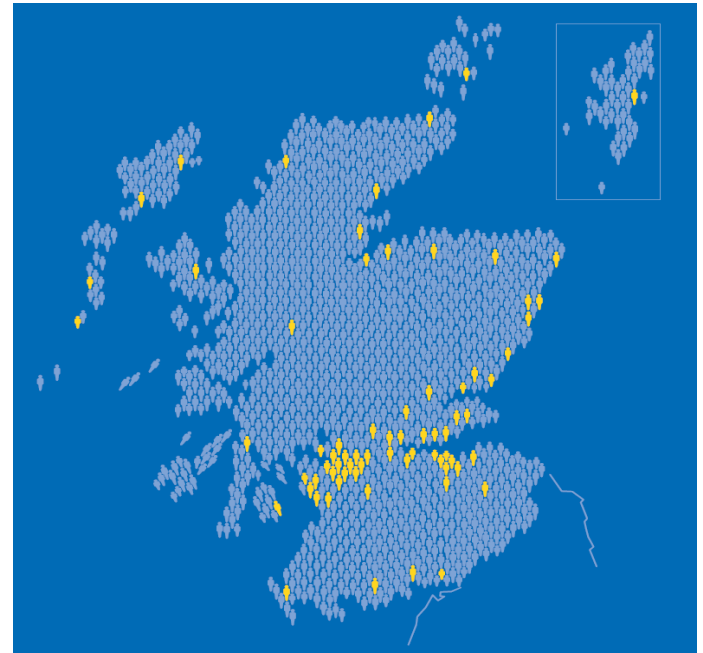
The Public Survey

- **96%** think we are an important community service
- **Two thirds** of the public say we are important to them *personally*
- **99%** would *recommend* us to a friend or relative
- **94%** would contact us in future themselves
- **92%** were **satisfied** with the service they received



CAB Service in Scotland

- **1:14** Scots every year
- Over **1 million** issues
- More than **4 million** unique Scottish page views on information website
- **79** citizens advice bureaux in Scotland operating through **200** service points.



The Public Survey 2

People were *happy* with:-

- Ease of contact **(98%)**
- Their treatment while waiting to see an adviser **(95%)**
- Receiving up to date advice and information **(95%)**
- Being listened to by CAB staff **(94%)**
- Staff being sympathetic and friendly **(93%)**
- Speed of dealing with the issue **(91%)**
- Knowledge and experience of CAB staff **(90%)**



The Public Survey 3

- Helpfulness of CAB staff
- Friendliness and sympathetic approach of CAB staff
- Quality of advice
- Advice was “*easy to understand*”



Consumer Principles

- **Access** – can people get the goods and services they need or want?
Choice – is there any?
- **Safety** – are the goods/services dangerous to health or welfare?
- **Information** – is it available, accurate and useful?
- **Fairness** – are some/all consumers unfairly discriminated against?
- **Representation** – do consumers have a say in how goods/services are provided?
- **Redress** – if things go wrong, is there a system for putting them right?

Exercise

Top Ten Scottish Consumer Issues

ISSUE
Used Cars
Builders and Roofers
Mobile phones (handsets and contracts)
Sofas/armchairs (including leather furniture)
Clothing
Car repair/servicing
Central heating
Double glazing
Car parking (private car parks)
Tradesmen (electricians, plumbers and decorators)