

ICS mySurvey Results

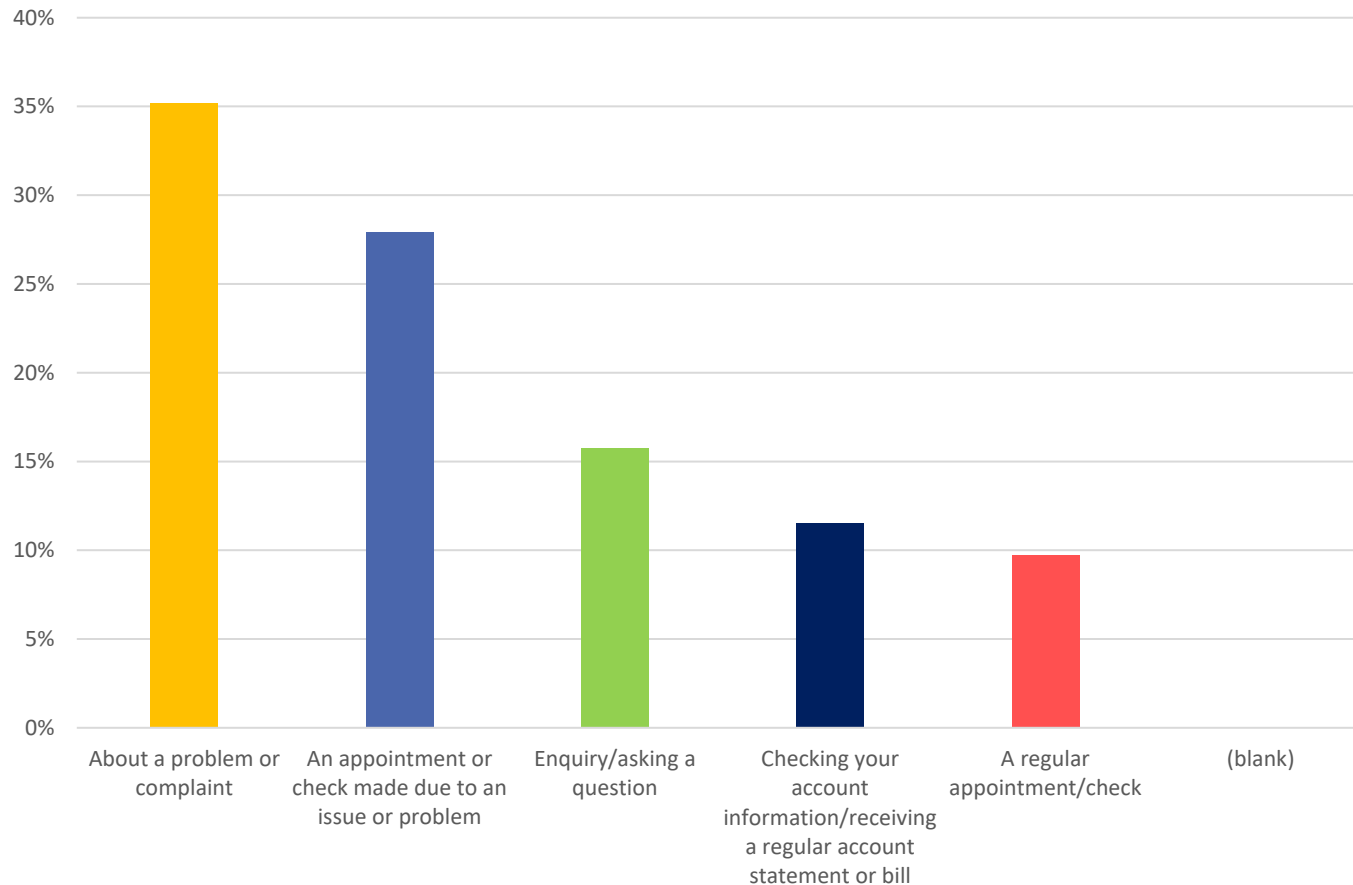
GreenSquare and Institute
of Customer Service (ICS) -
Customer Service Update



Responses

- Survey ran from Wednesday, February 03, 2021 to Monday, March 01, 2021
- 191 responses, 177 of which were complete
- Compared to the total for ICS July 2020, 665, this sample size is 28.7% of that total
- The ICS external survey format differs to our mySurvey format
- The pool of mySurvey respondents might contribute more frequently and be more involved hence more inclined to score positively
- Instead of a direct comparison to the ICS survey this is a snapshot of customer satisfaction that can be compared more directly to other litmus tests in the future

Q1: Thinking about your most recent contact with GreenSquare, what was the main purpose of this contact?



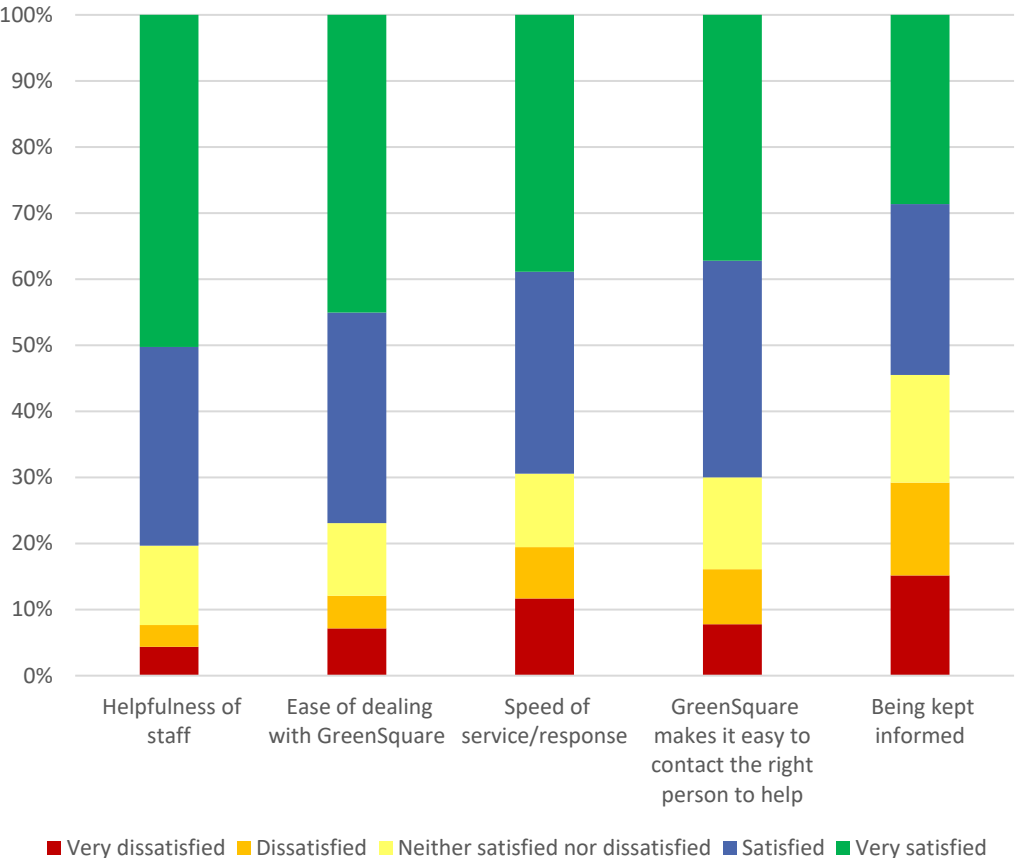
• Answered: 165 Skipped: 26

Answer Choices	Responses	
About a problem or complaint	58	35.15%
An appointment or check made due to an issue or problem	46	27.88%
Enquiry/asking a question	26	15.76%
Checking your account information/receiving a regular account statement or bill	19	11.52%
A regular appointment/check	16	9.70%

The ICS July survey had the same percentage of respondents contacting GreenSquare 'about a problem or a complaint', followed by 'Enquiry/asking a question'.

Q2: Thinking about your last contact with GreenSquare, please tell us how you rate GreenSquare on the following.

Thinking about the last contact..



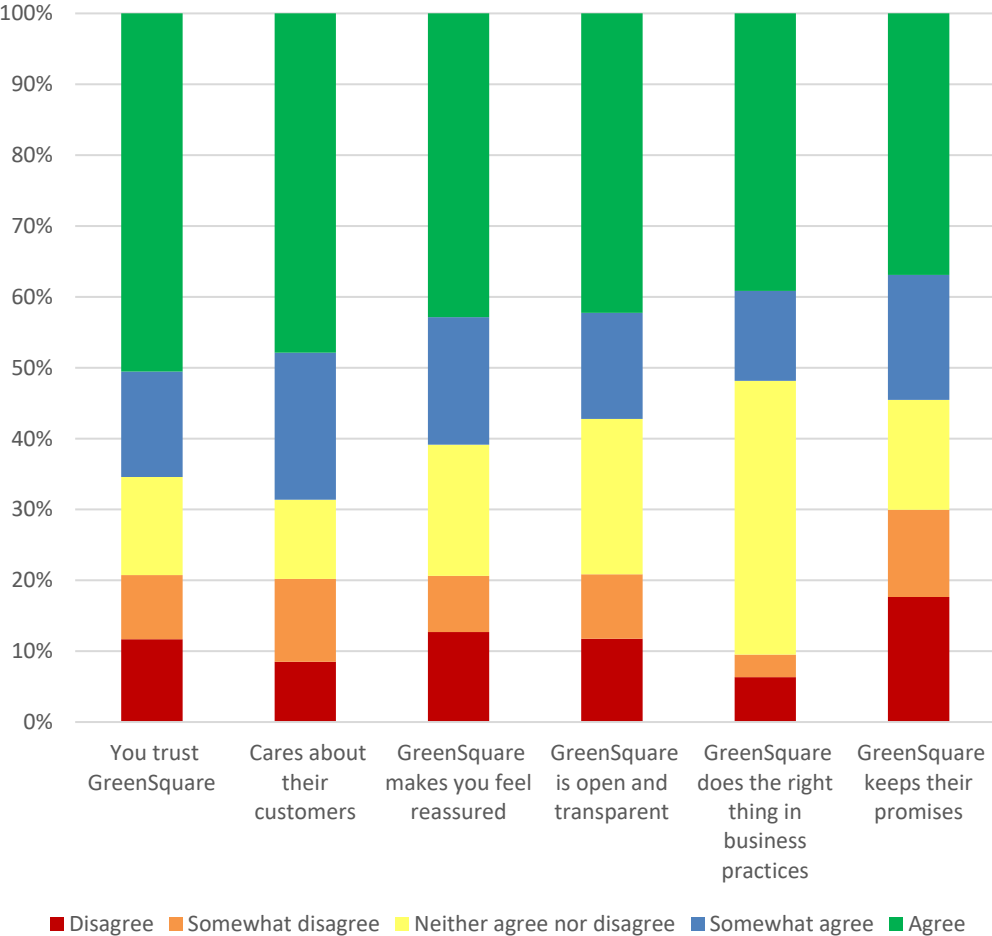
• Answered: 190 Skipped: 1

Answer Choices	Helpfulness of staff	Ease of dealing with GreenSquare	Speed of service/response	GreenSquare makes it easy to contact the right person to help	Being kept informed
Very satisfied	48.42%	43.39%	37.43%	35.45%	27.42%
Satisfied	28.95%	30.69%	29.41%	31.22%	24.73%
Neither satisfied nor dissatisfied	11.58%	10.58%	10.70%	13.23%	15.59%
Dissatisfied	3.16%	4.76%	7.49%	7.94%	13.44%
Very dissatisfied	4.21%	6.88%	11.23%	7.41%	14.52%

‘Helpfulness of staff’ had the highest satisfaction scores. In July, ‘GreenSquare makes it easy to contact the right person to help and ‘Being kept informed’ had 30% of respondents scoring very satisfied; ‘Speed of service/ response’ was the lowest scoring metric at 24%.

Q3: Now think about your experience with GreenSquare overall. Please think about the following statements:

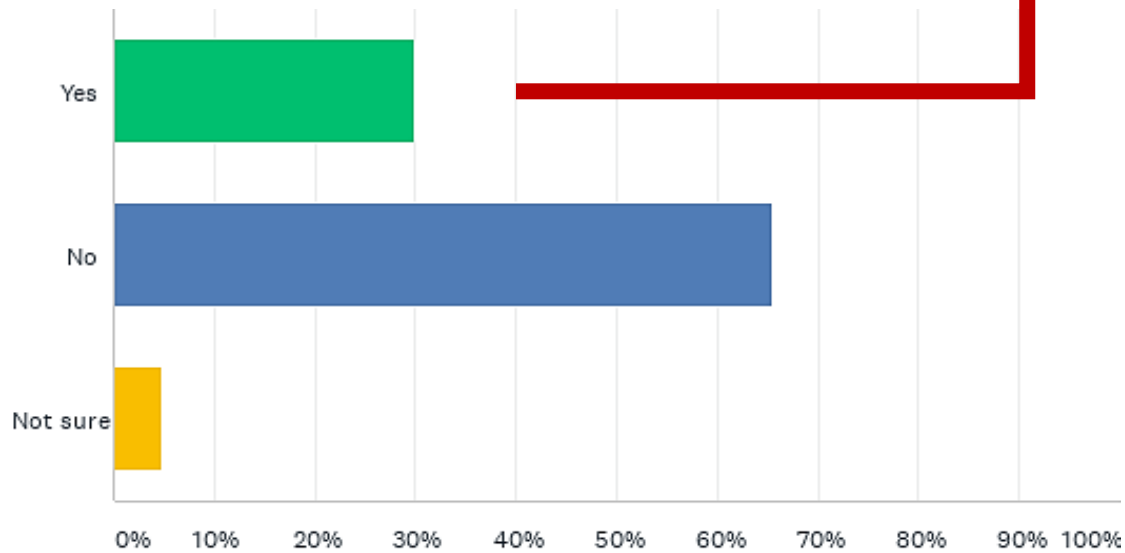
• Answered: 189 Skipped: 2



Answer Choices	You trust GreenSquare	Cares about their customers	GreenSquare makes you feel reassured	GreenSquare is open and transparent	GreenSquare does the right thing in business practices (e.g. for employees/for society)	GreenSquare keeps their promises
Agree	50.53%	47.87%	42.86%	42.25%	39.15%	36.90%
Somewhat agree	14.89%	20.74%	17.99%	14.97%	12.70%	17.65%
Neither agree nor disagree	13.83%	11.17%	18.52%	21.93%	38.62%	15.51%
Somewhat disagree	9.04%	11.70%	7.94%	9.09%	3.17%	12.30%
Disagree	11.70%	8.51%	12.70%	11.76%	6.35%	17.65%

‘You trust GreenSquare’ had the highest scores despite higher disagreement with ‘GreenSquare keeps their promises.’ Feedback to the ICS will question the wording of ‘GreenSquare does the right thing in business practices’ as it confused respondents.

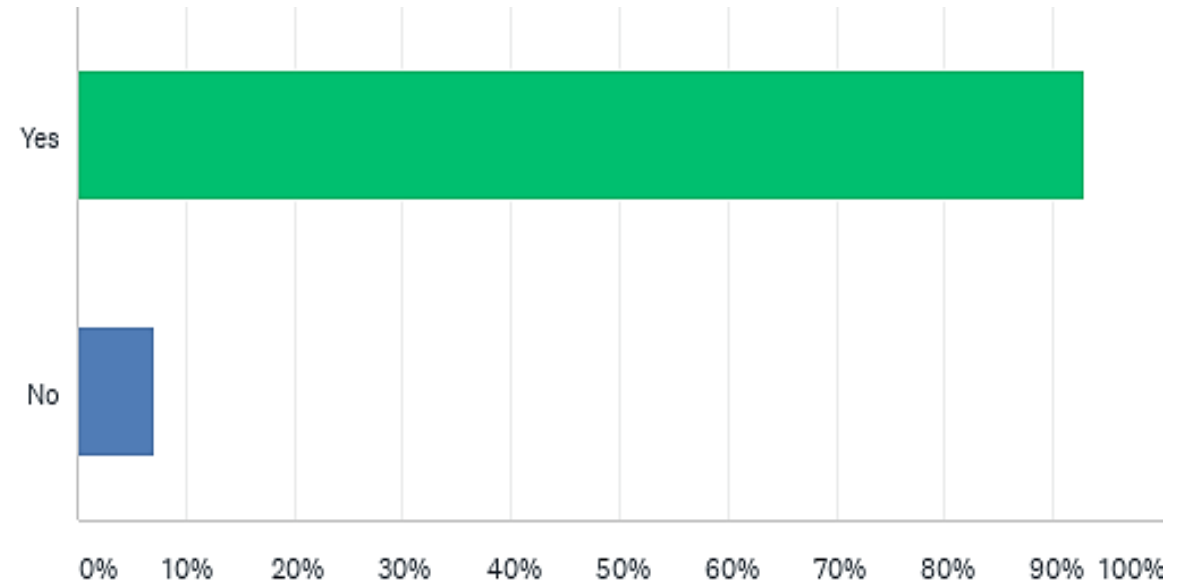
Q4: Have you had any kind of problem or bad experience with GreenSquare in the last 3 months?



Answer Choices	Responses	
Yes	57	29.84%
No	125	65.45%
Not sure	9	4.71%

• Answered: 191 Skipped: 0

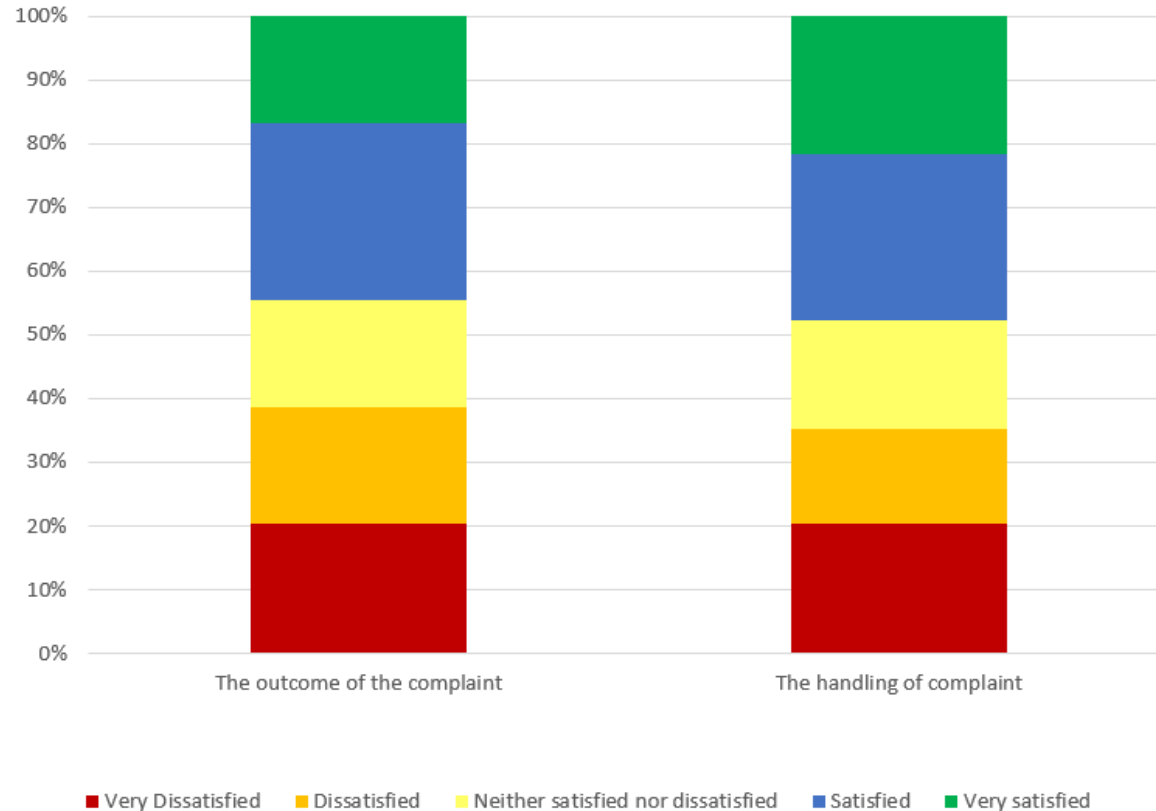
Q5: Did you tell anyone at GreenSquare about your problem?



Answer Choices	Responses	
Yes	53	92.98%
No	4	7.02%

• Answered: 57 Skipped: 134

Q6: We would now like you to think about the last time you complained to GreenSquare. Please give a rating to indicate how satisfied or dissatisfied you feel with the items below.

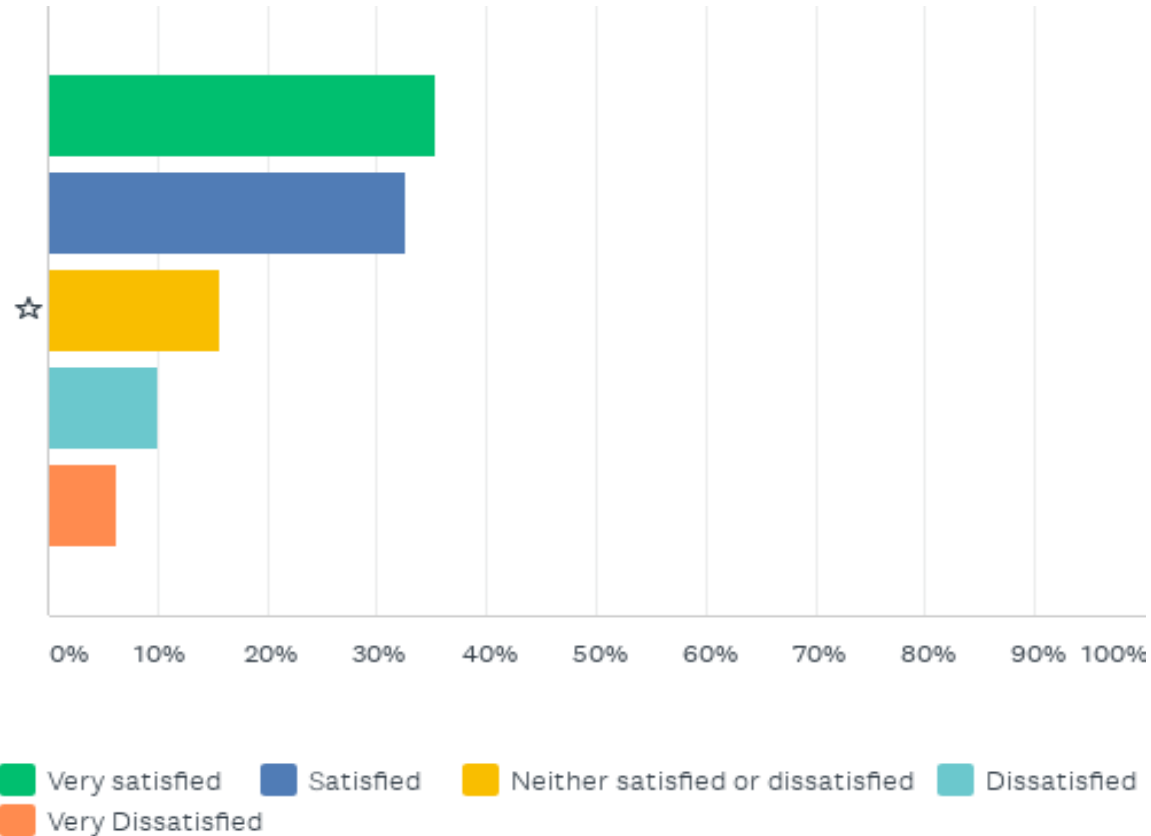


• Answered: 191 Skipped: 0

Answer Choices	The Outcome of the complaint	The Handling of the complaint
Very satisfied	16.87%	21.59%
Satisfied	27.71%	26.14%
Neither satisfied nor dissatisfied	16.87%	17.05%
Dissatisfied	18.07%	14.77%
Very dissatisfied	20.48%	20.45%

The 50% of respondents who had complained and received an outcome gave higher scores for handling of the complaint compared to its outcome. The same was true in July 2020.

Q8: How satisfied or dissatisfied are you with GreenSquare overall?



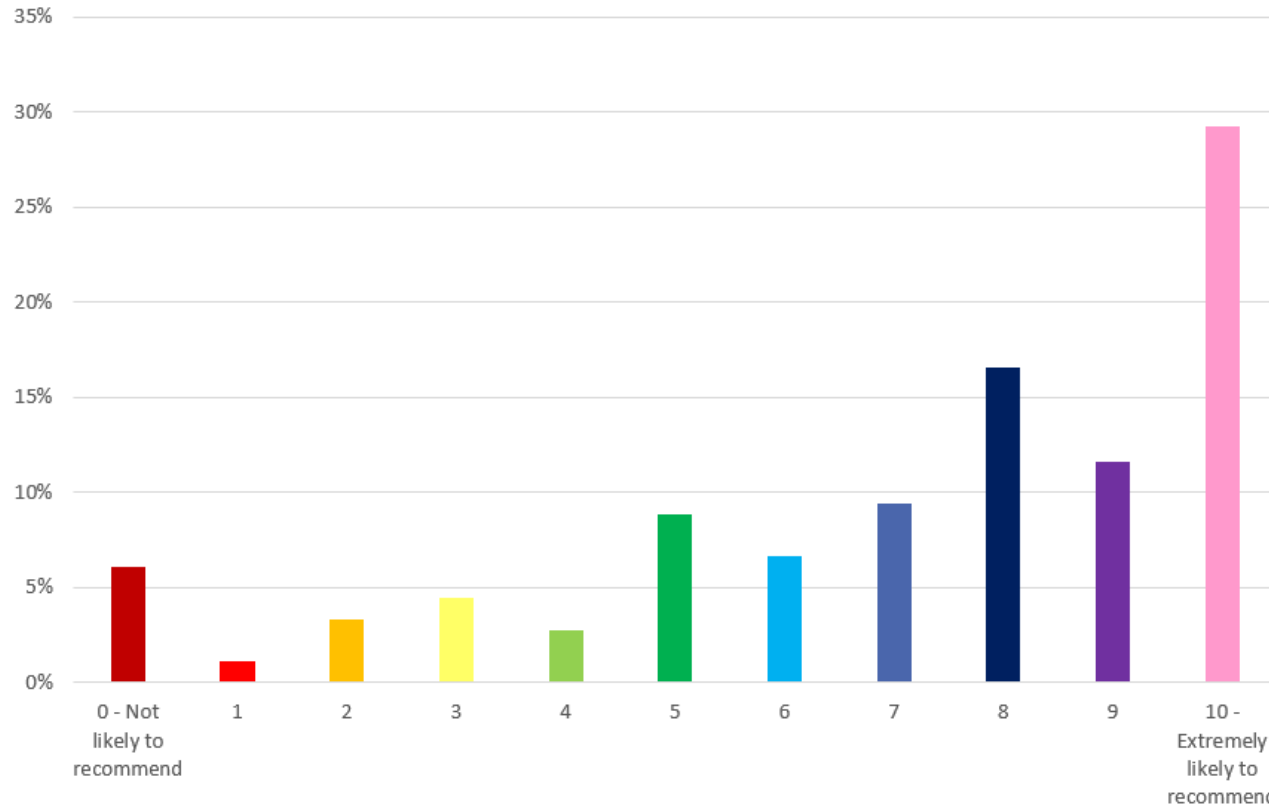
Answer Choices	Responses	
Very satisfied	63	35.39%
Satisfied	58	32.58%
Neither satisfied nor dissatisfied	28	15.73%
Dissatisfied	18	10.11%
Very dissatisfied	11	6.18%
Grand Total	178	100.00%

- Answered: 178 Skipped: 0

Transferring the satisfaction scores to a numerical scale, the average score for average satisfaction with GreenSquare is 6.67 compared to 6.12.

Q9: If you had the choice, how likely or unlikely would you be to recommend GreenSquare to a friend?

• Answered: 191 Skipped: 0



Answer Choices	Responses	
0 - Not likely to recommend	11	6.08%%
1	2	1.10%
2	6	3.21%
3	8	4.42%
4	5	2.76%
5	16	8.84%
6	12	6.63%
7	17	9.39%
8	30	16.57%
9	21	11.60%
10 – Extremely likely to recommend	53	29.28%

The net promoter score was 8 and was calculated by subtracting the % of total Advocates (9-10) from the Detractors (0-6). The NPS score was -12.9 in July.

Overall Picture of ICS Results

- Most contacts to GreenSquare were made regarding a problem, complaint or an appointment made
- Among the questions ICS places in the Customer Experience category, 'Helpfulness of staff' had the highest satisfaction score.
- In the Ethos, Emotional Connection and Ethics categories, 'You trust GreenSquare', 'Cares about their customers', and 'Is open and transparent' had the highest scores
- Among the overall satisfaction scores, one gave us a very similar score to July 2020, 6.67 satisfaction compared to 6.12, but the other gave us a significantly higher rating, NPS score of 8 compared to -12.9 in July.
- Satisfaction in the outcome of a complaint lags behind the satisfaction in complaint handling