

**Royal Yachting  
Association  
Yachtmaster  
Offshore/Yachtmaster  
Coastal/Advanced  
Powerboat**

**CUSTOMER SATISFACTION SURVEY  
2010**

**Wave 11**



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## 1 Introduction

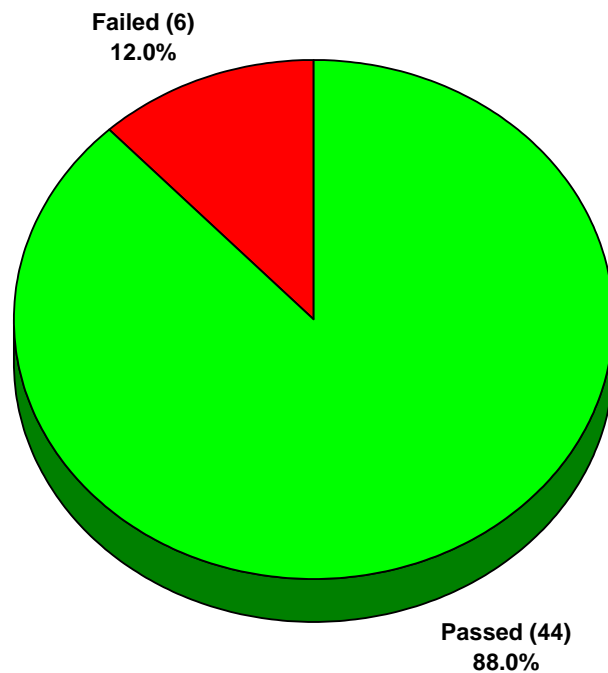
This report summarises the results of Wave 11 of a customer satisfaction survey carried out for Royal Yachting Association (hereafter referred to as RYA) by The Leadership Factor during October 2010.

A total of 50 interviews were conducted during this wave of interviewing.

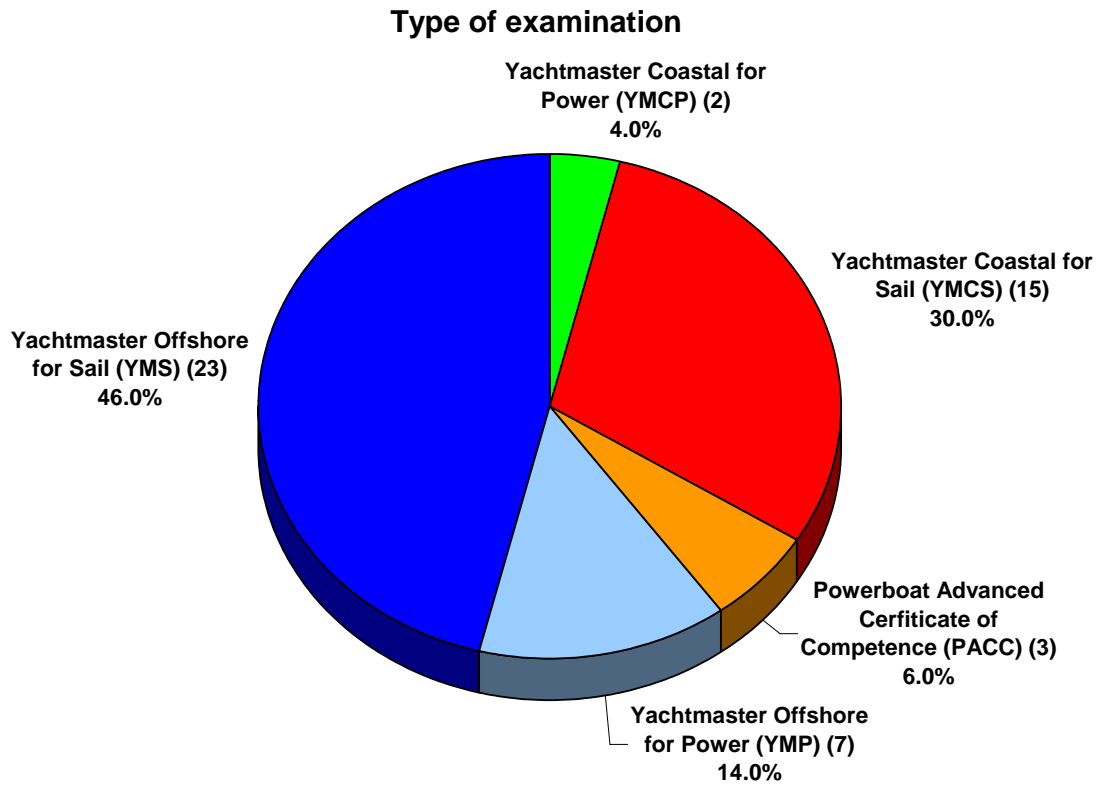
The aim of the survey is to provide direct feedback at examiner level.

The following chart shows the number of customers who passed and failed their examination. Please note, if details regarding passing or failing were not indicated on the database they are not shown in the following chart.

**Passed/Failed**

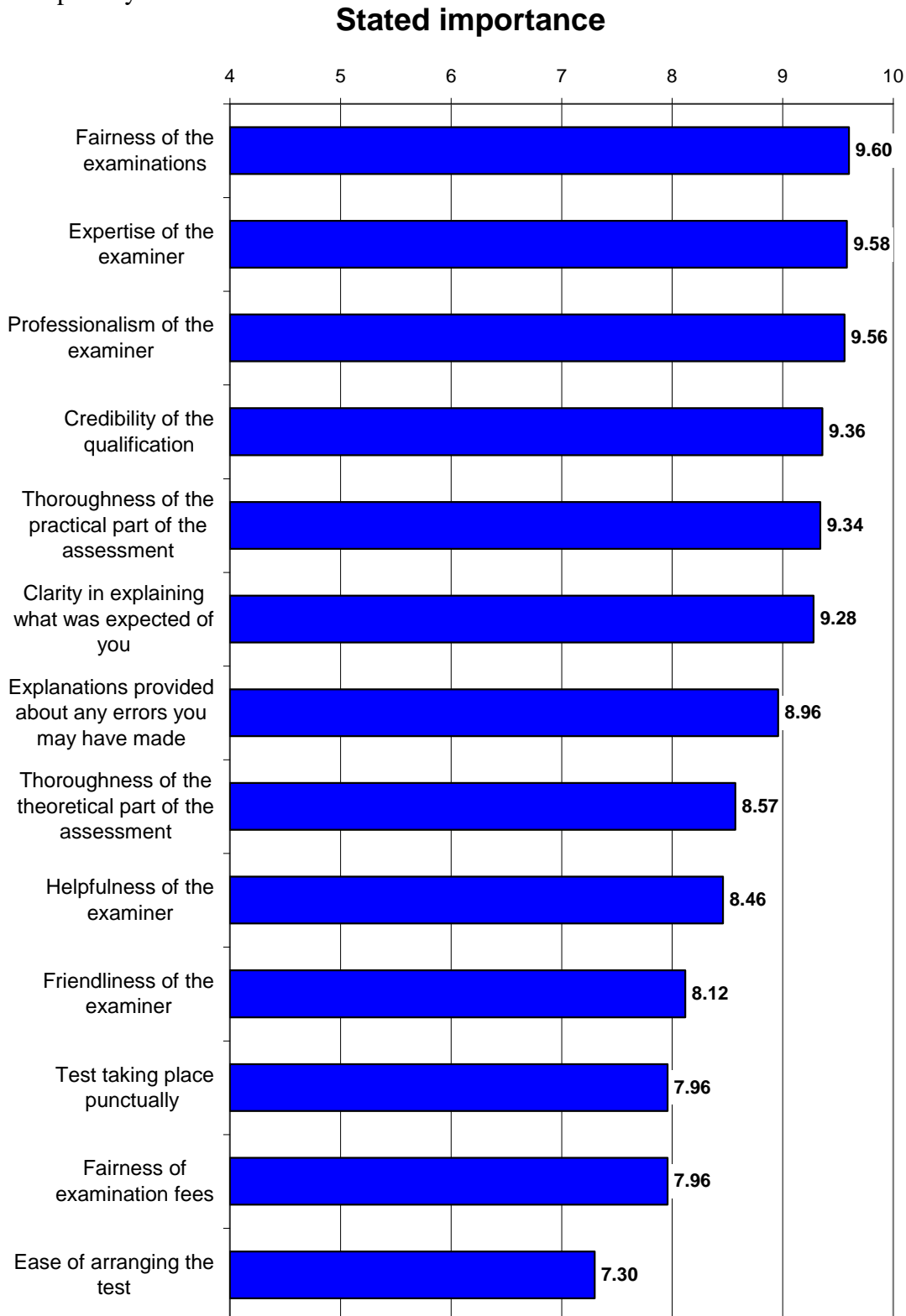


The chart below shows the types of examination taken by the customers interviewed this month.



## 2 Importance ratings

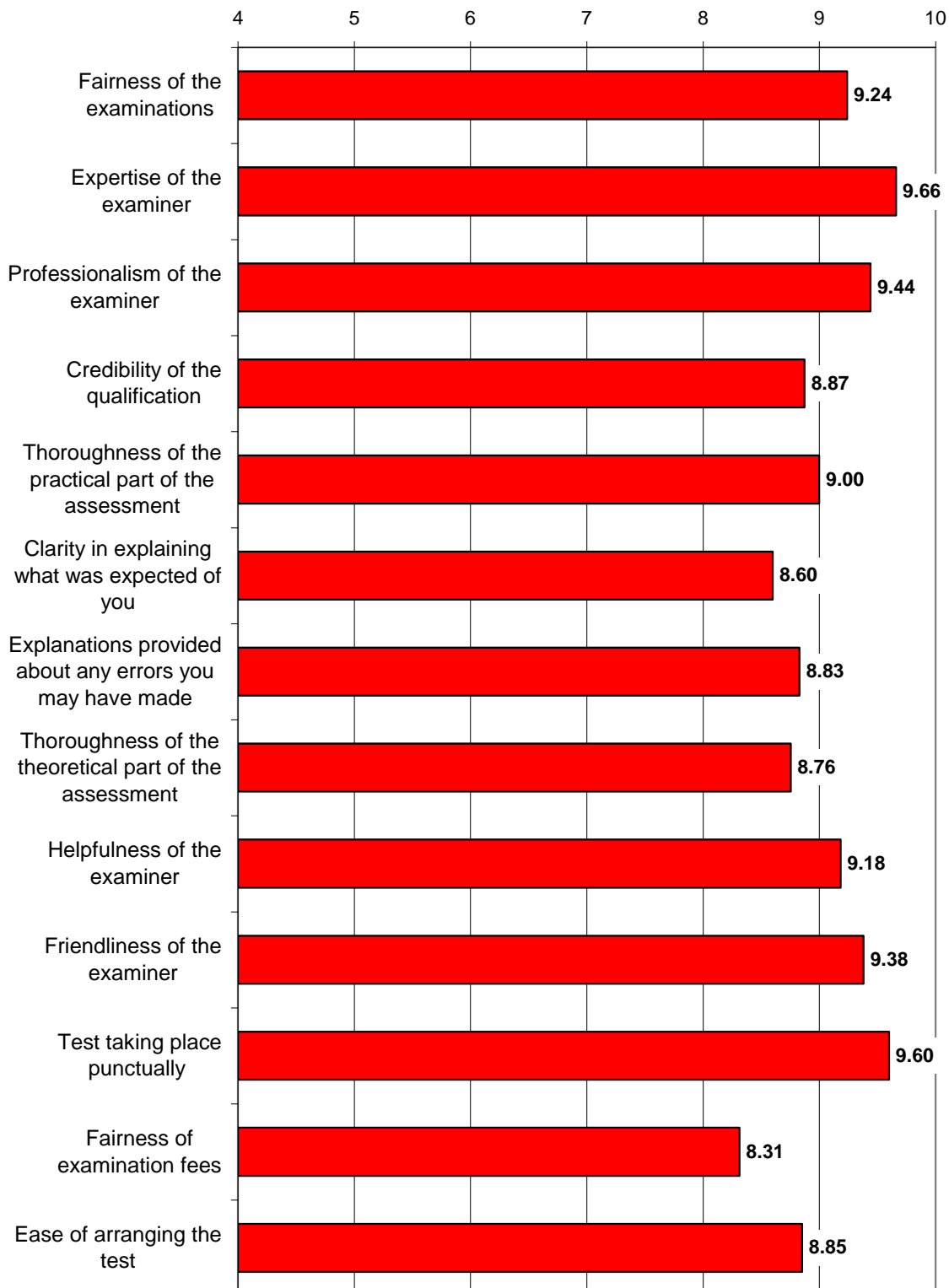
Using the main customer requirements identified by the exploratory research, respondents were asked to indicate the importance to them of each one by giving it a score out of ten where ten signifies ‘extremely important’ and one signifies ‘of no importance at all’. The chart below shows the customer requirements in order of priority.



### 3 Satisfaction ratings

Customers were asked to score their level of satisfaction with RYA's performance on the main requirements giving a mark out of ten, where ten signifies 'completely satisfied' and one signifies 'completely dissatisfied'.

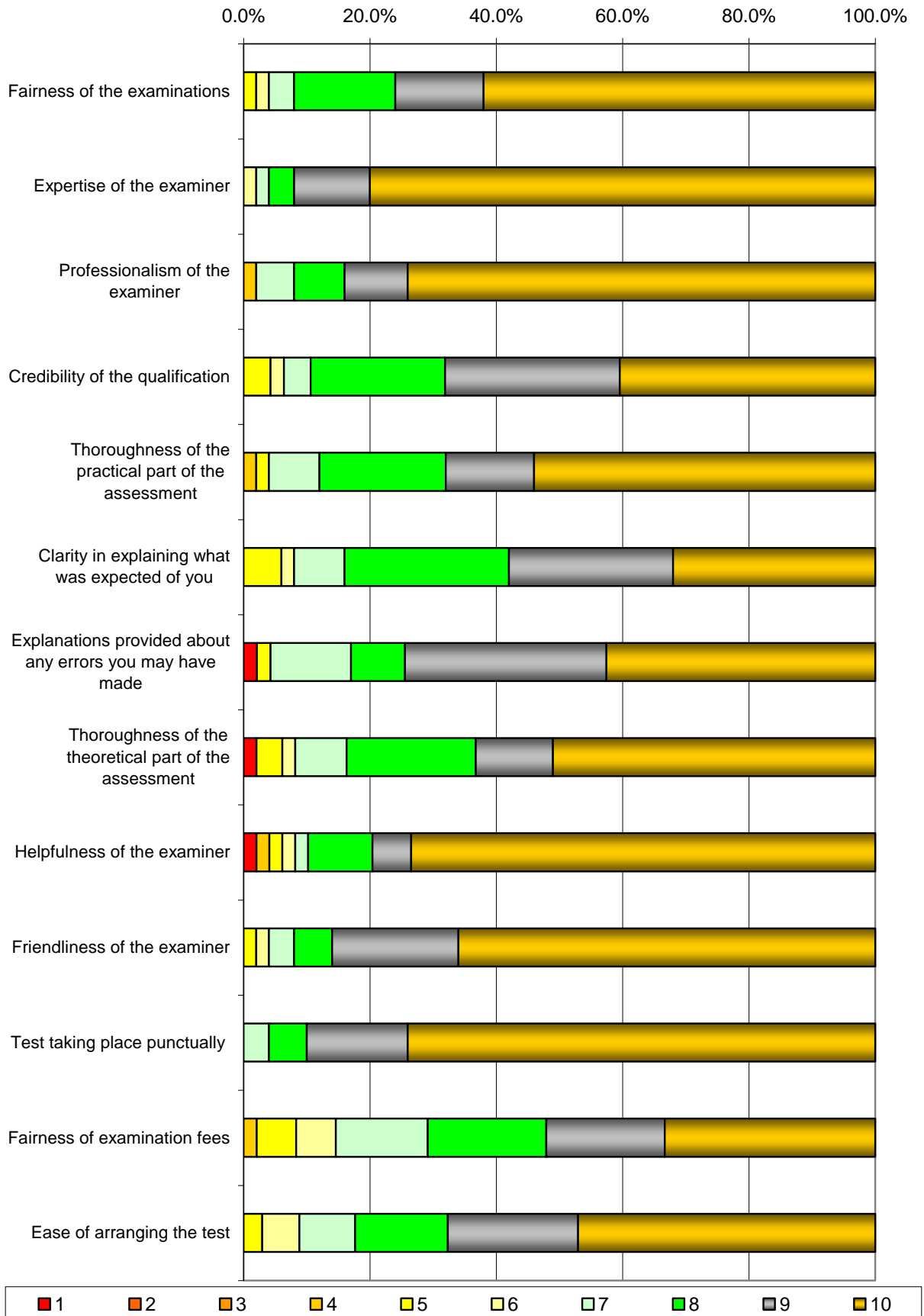
#### Satisfaction ratings





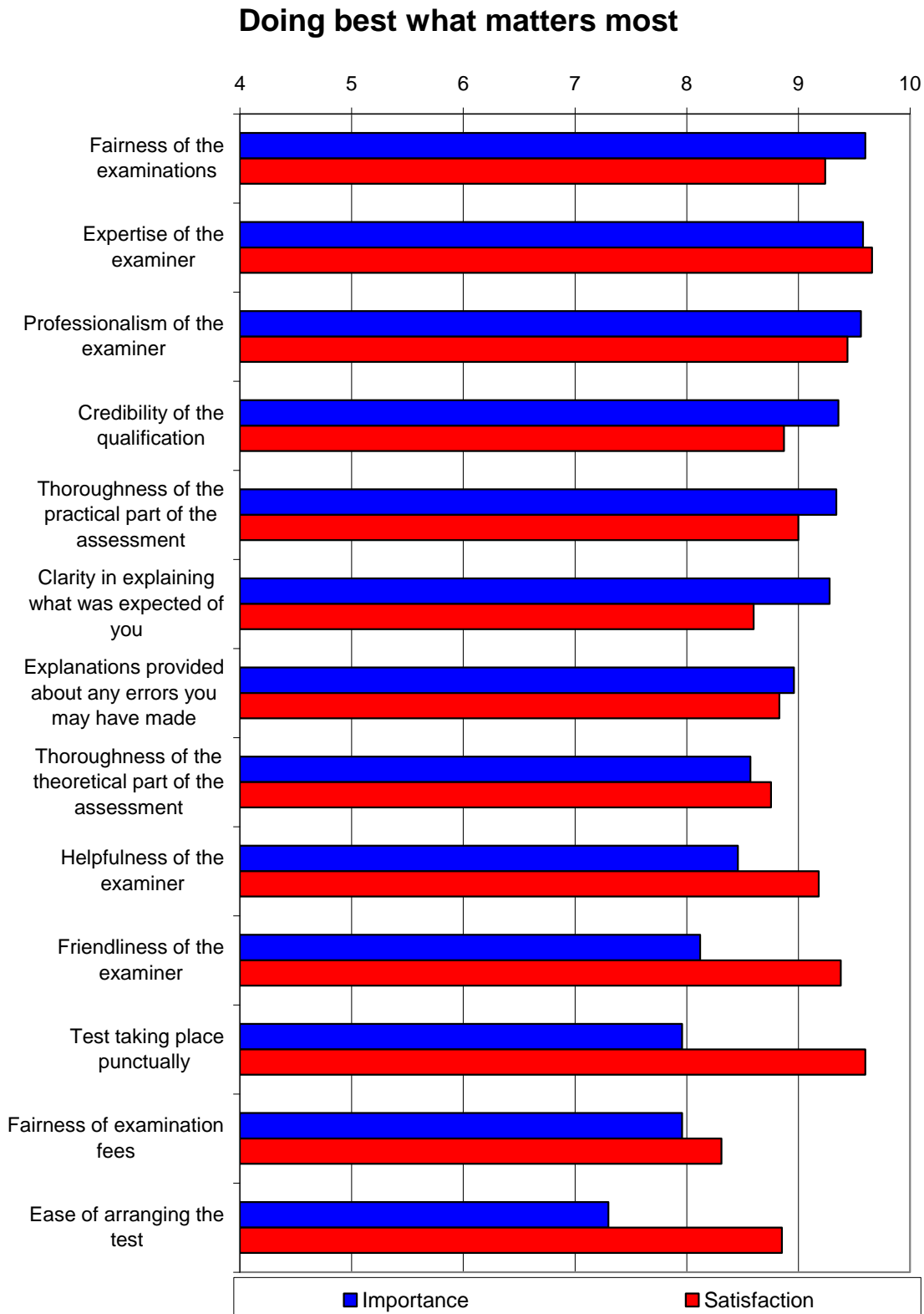
#### 4 Distribution of scores

The chart below explores the breakdown of satisfaction scores.



## 5 Doing best what matters most

By comparing customers' requirements (importance ratings) with their perceptions of your organisation (satisfaction ratings) the areas in which you are exceeding, meeting or failing to meet customers' needs can be identified. The following chart compares the overall importance and satisfaction scores for RYA.



## 6 *Satisfaction Index*<sup>TM</sup>

### 6.1 Calculating the *Satisfaction Index*<sup>TM</sup>

*Satisfaction Index*<sup>TM</sup> is an overall measure of an organisation's success in satisfying its customers. Since some customer priorities will be more important to them than others, *Satisfaction Index*<sup>TM</sup> uses importance ratings to weight satisfaction ratings. The resulting index is therefore a weighted average score, which is expressed as a percentage, a score of 100% representing total customer satisfaction with every aspect of their dealings with your organisation. This results in a totally accurate picture of the organisation's ability to satisfy its customers by 'doing best what matters most to customers'. As well as providing an accurate measure of customers' overall level of satisfaction this year, *Satisfaction Index*<sup>TM</sup> can be used to make valid survey to survey comparisons even if the questions included in the survey change as time passes (which they surely will as customers' priorities evolve).

<b>WAVE 11</b>	
<i>SATISFACTION INDEX</i> <sup>TM</sup>	<b>Statistical reliability</b>
<b>90.8%</b>	<b>±2.8%</b>

## 6.2 The Satisfaction Benchmark League Table

The *Satisfaction Index*<sup>TM</sup> for RYA in Wave 10 is 91.9%. 91.9% is above average and places RYA in the 99<sup>th</sup> percentile on The Leadership Factor's league table (equating to a position in the top 2% of companies).

It therefore establishes a benchmark of your relative performance compared with other organisations which can be monitored in the years ahead, since your absolute performance represented by the *Satisfaction Index*<sup>TM</sup> may change at a faster or slower rate than your relative performance represented by the percentile score.

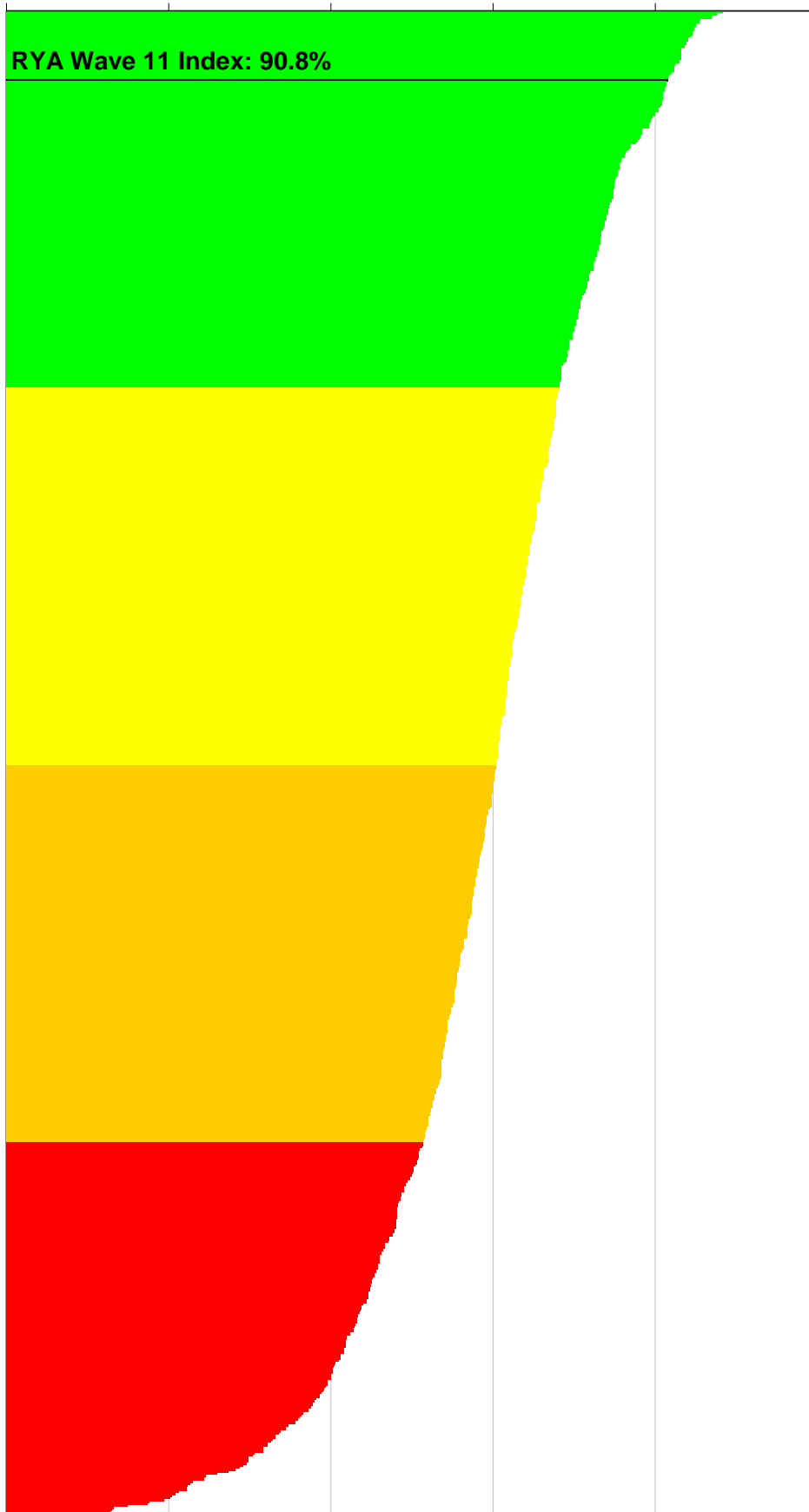
The league table shows RYA's success in satisfying customers compared with other organisations generally. This is the most useful benchmark of customer satisfaction since customers make these judgements by comparing your performance against that of all other organisations that they have used.

Methodologically, the league table provides a comparable benchmark across industries because *Satisfaction Index*<sup>TM</sup> is a measure of an organisation's success in meeting its customers' requirements. Organisations operating in different sectors do not have to meet the same customer requirements, but to succeed in their markets they do have to meet (or exceed) whatever those customer requirements are. *Satisfaction Index*<sup>TM</sup> is a measure of an organisation's ability to do that as judged by the customers themselves.

RYA's position in The Leadership Factor database is shown in the chart overleaf.

# Satisfaction Index™ League Table

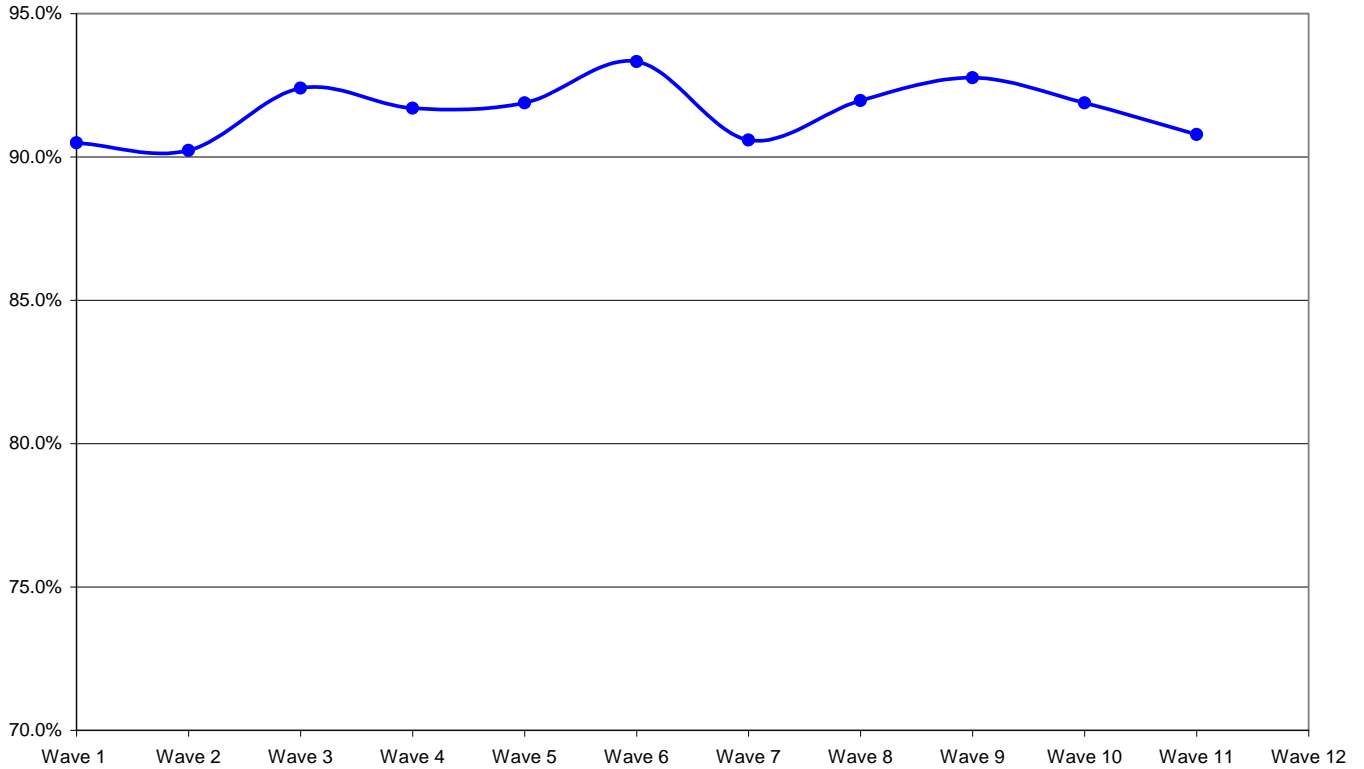
50.0%      60.0%      70.0%      80.0%      90.0%      100.0%



### 6.3 Trends in Satisfaction Indices

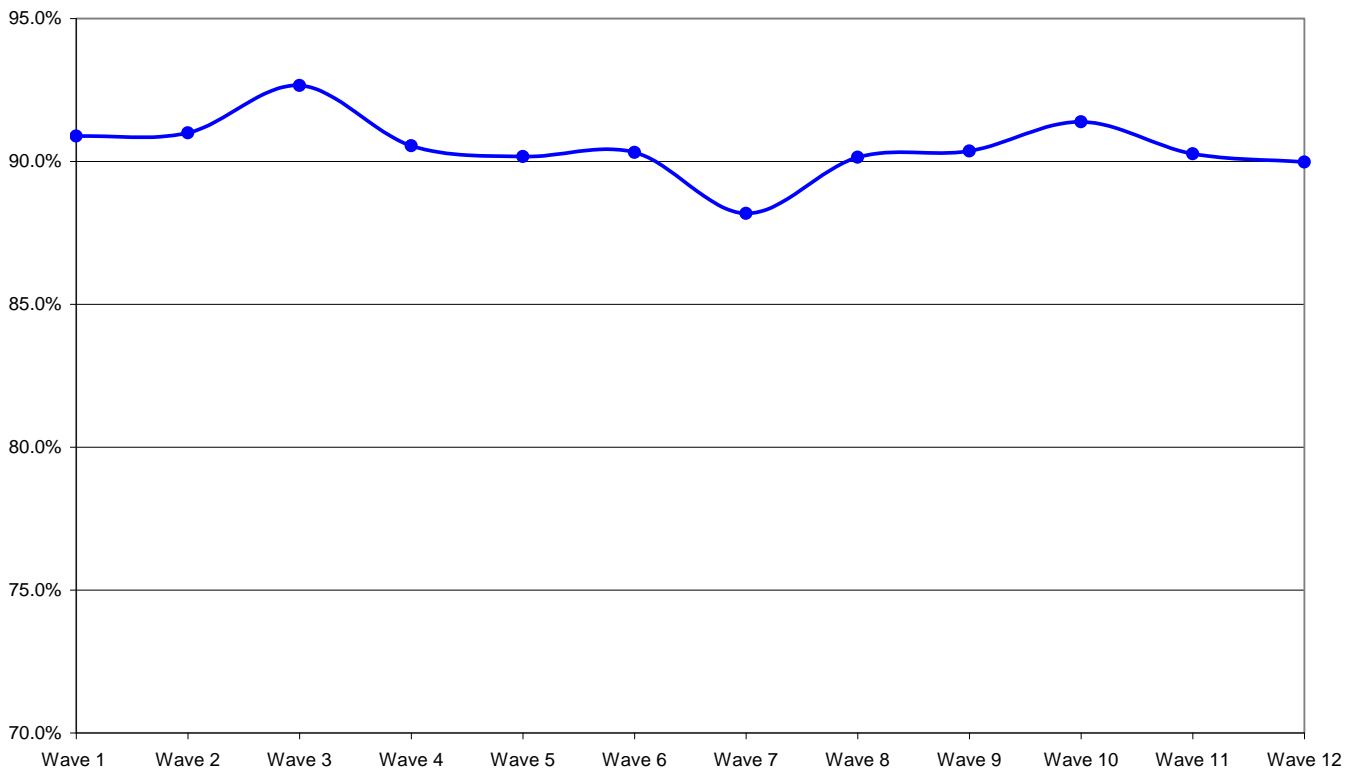
The following chart shows the change in Satisfaction Indices between waves of interviewing.

**Trend of Satisfaction Index™ over time: 2010**



The previous year's trend line is shown below:

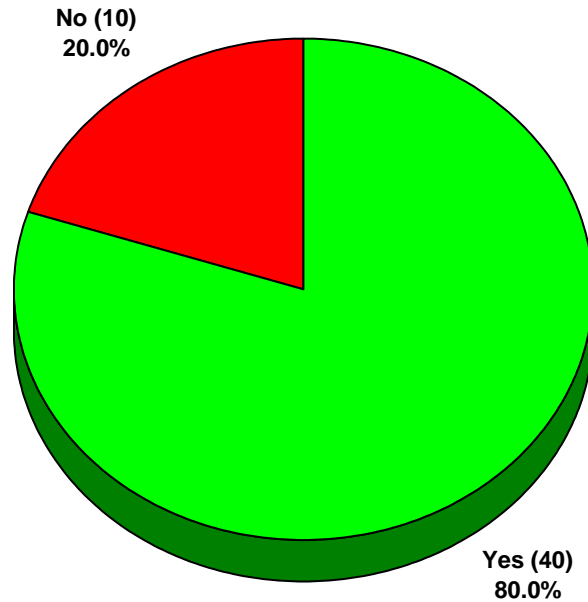
**Trend of Satisfaction Index™ over time: 2009**



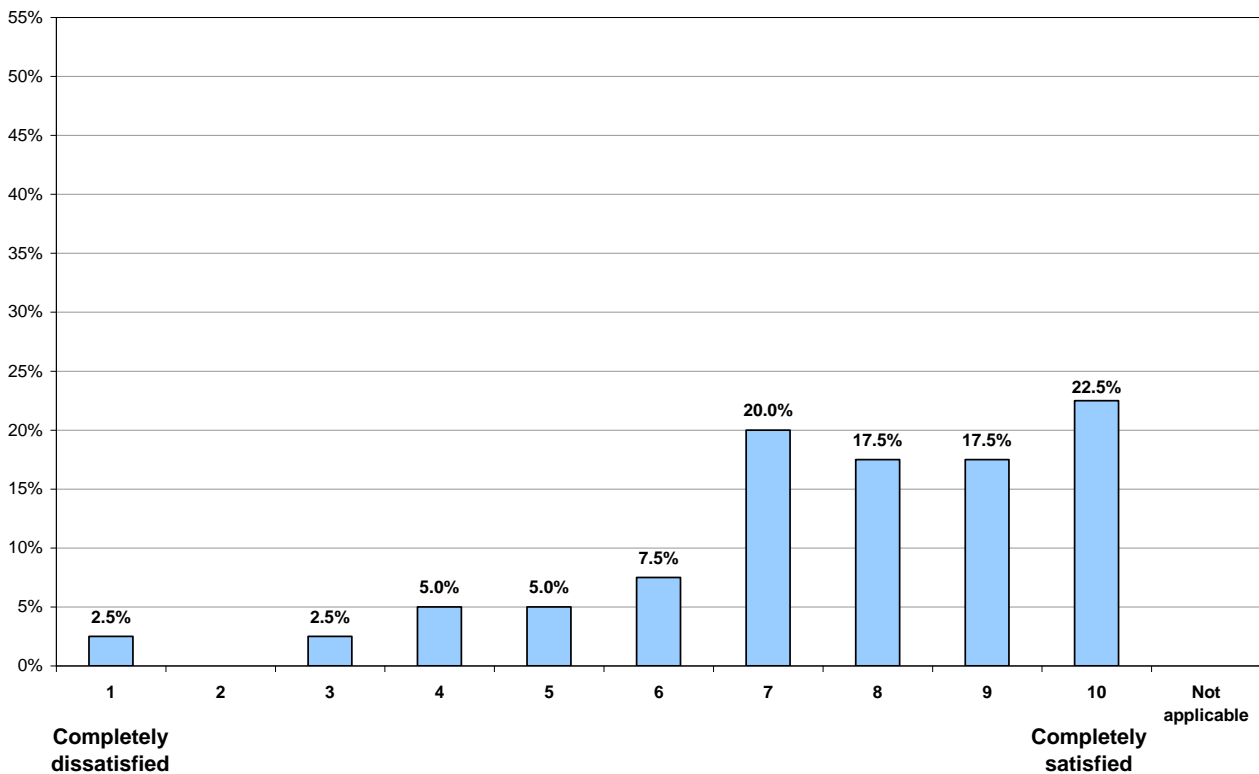
## 7 Additional questions

### 7.1 Did you attend a course with a RYA recognised Centre prior to your examination?

The above question was asked to all RYA customers to establish participation levels in courses prior to the Yachtmaster/Coastal Skipper/Advanced Powerboat examination, the following chart tracks the proportion of respondents who did.

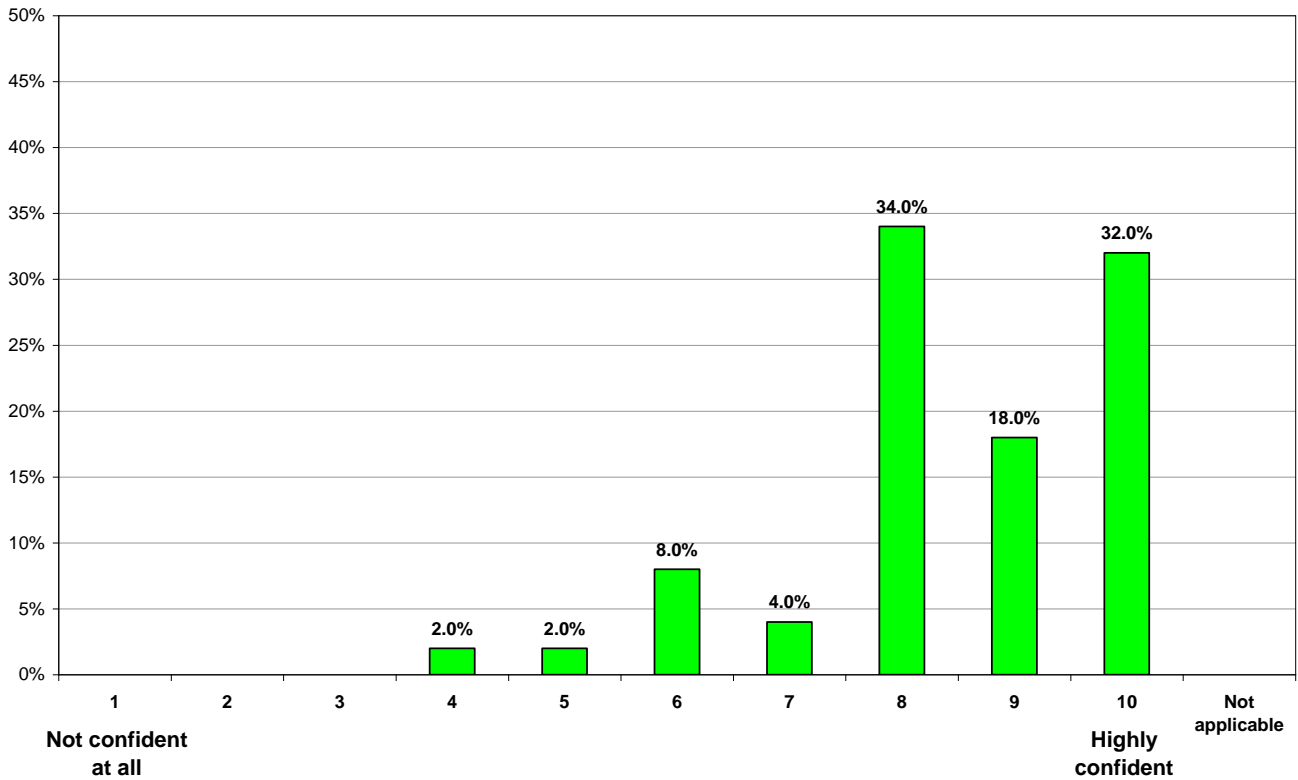


Any customers who stated they had participated in a course were asked how satisfied or dissatisfied they were with the course, using a scale of one to ten, where ten means 'completely satisfied' and one means 'completely dissatisfied'. The following histogram shows customer responses.



**7.2 Having been through the RYA training and examination process, how confident are you that you have gained the level of competence you need?**

Again, customers were asked to rate the above question using a scale of one to ten, where ten means ‘highly confident’ and one means ‘not at all confident’. The following chart shows customer responses.





**7.3 Do you intend to use this qualification professionally?**

