# Royal Yachting Association
# Short Range Certificate

## CUSTOMER SATISFACTION SURVEY 2009

## Wave 2

**Jim Alexander**
**Richard Morgan**

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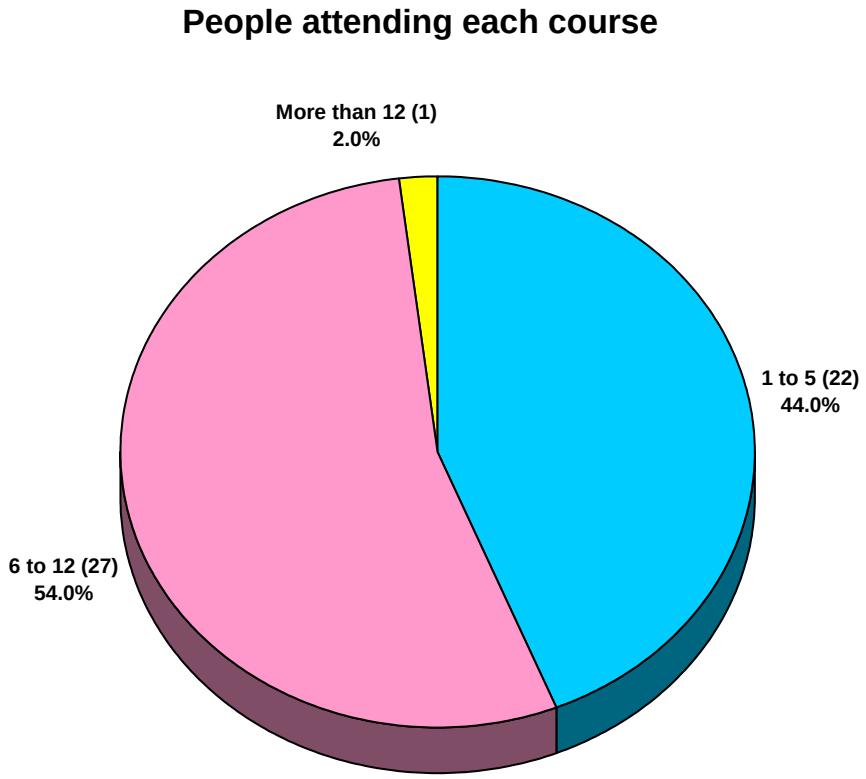
## 1 Introduction

This report summarises the results of Wave 2 of a customer satisfaction survey carried out for Royal Yachting Association (hereafter referred to as RYA) by The Leadership Factor during February 2009.

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

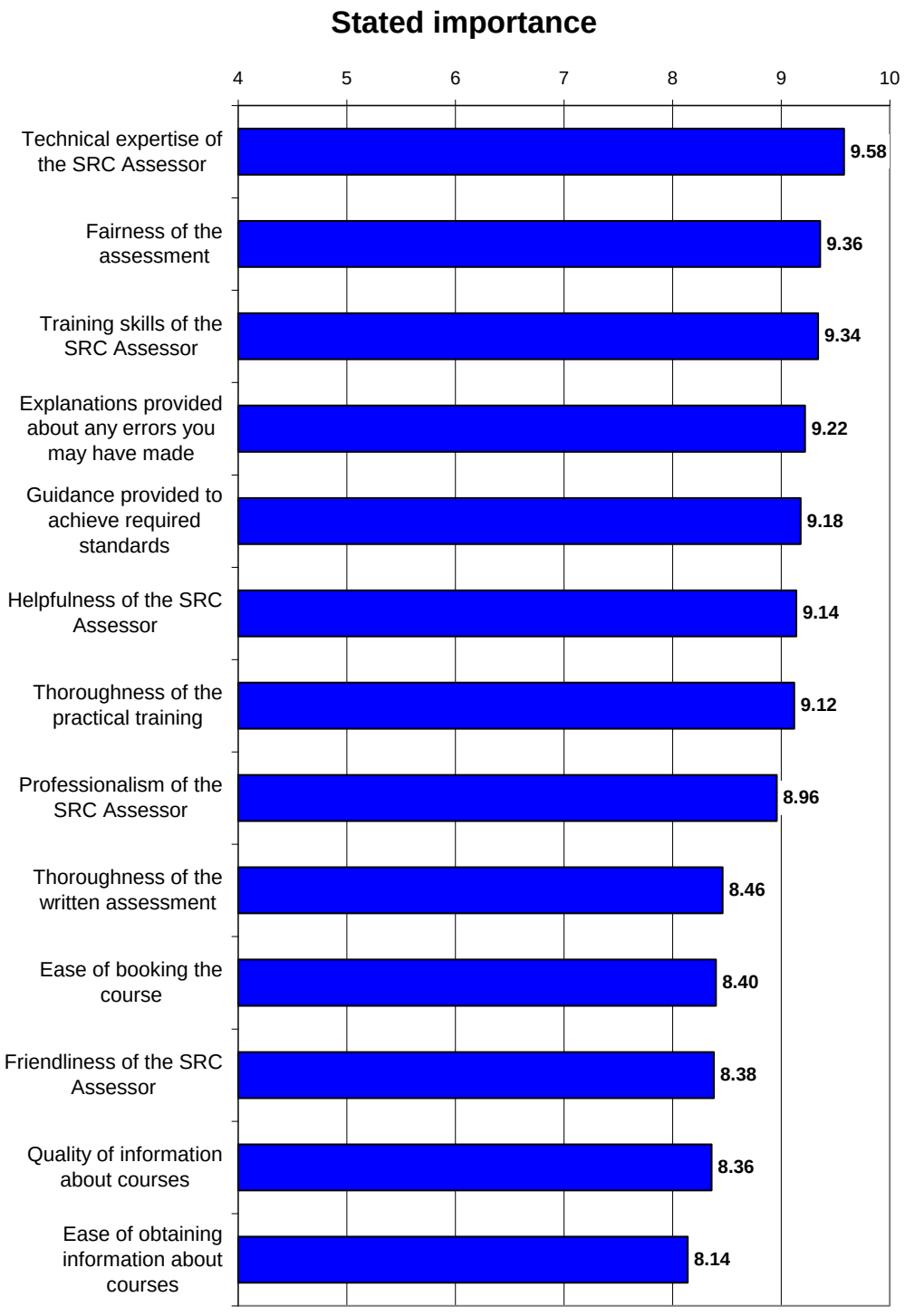
The aim of the survey is to provide direct feedback at examiner level; a minimum of two interviews per examiner will be conducted throughout the year.

The following chart shows how many people attended each course:



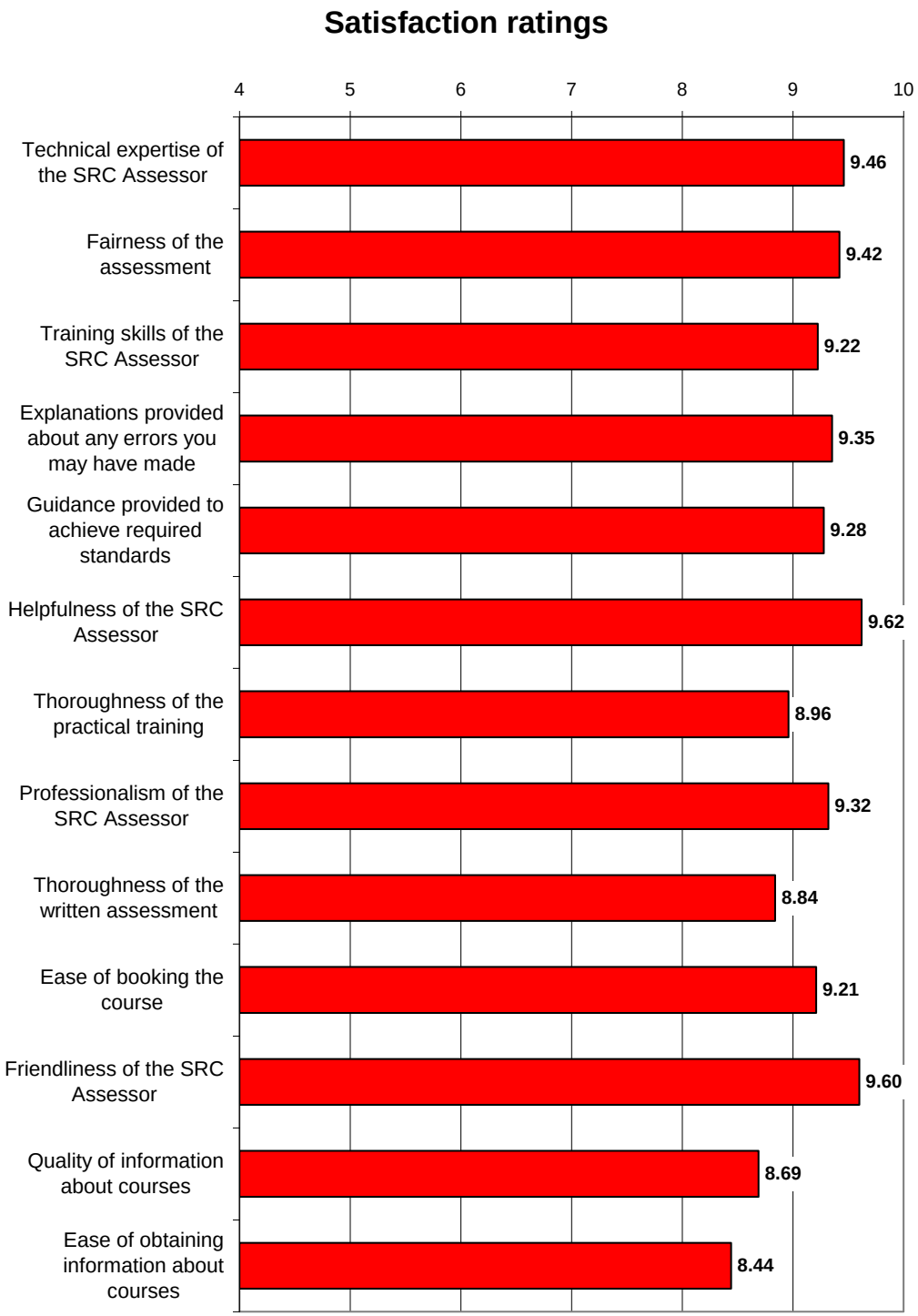
## 2 Importance ratings

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.



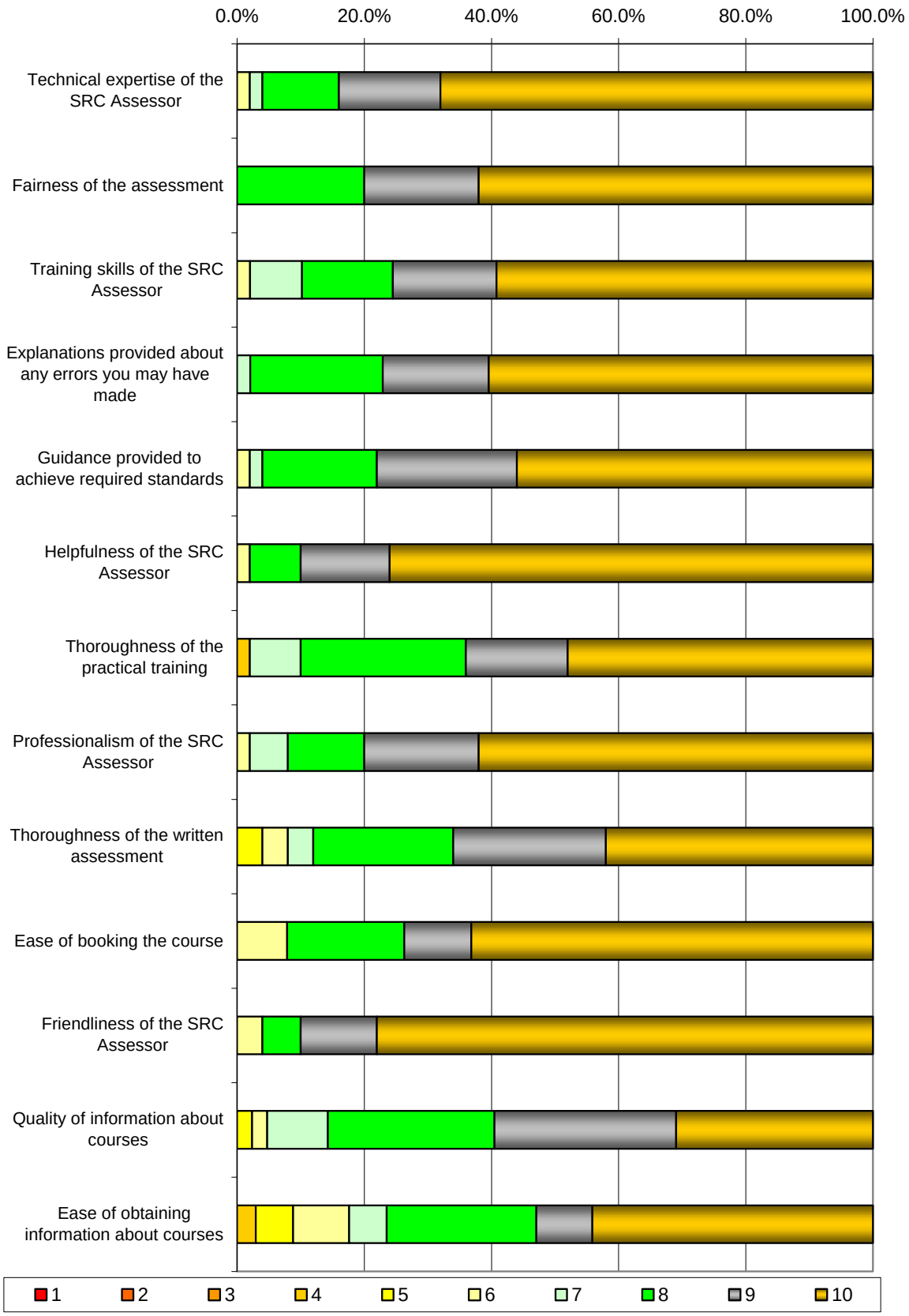
## 3 Satisfaction ratings

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'.



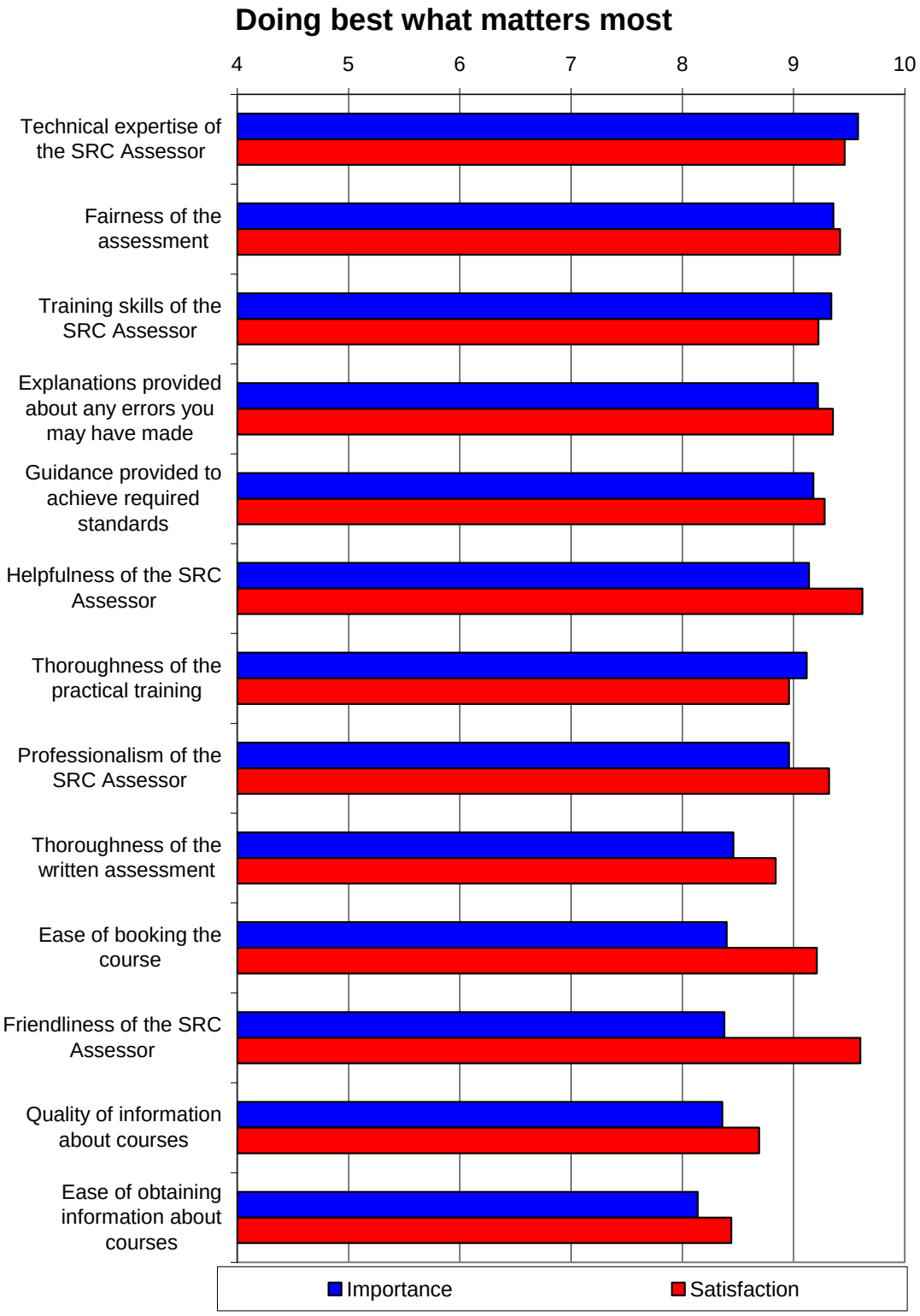
## 4 Distribution of scores

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*™

## 6.1 Calculating the *Satisfaction Index*™

*Satisfaction Index*™ 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*™ 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*™ 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).

| WAVE 2 | |
|---|---|
| ***SATISFACTION INDEX*™** | **Statistical reliability** |
| **92.2%** | **±2.2%** |

## 6.2 The Satisfaction Benchmark League Table

The *Satisfaction Index*™ for RYA in Wave 2 is 92.2%. 92.2% is above average and places RYA in the 99th 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*™ 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.

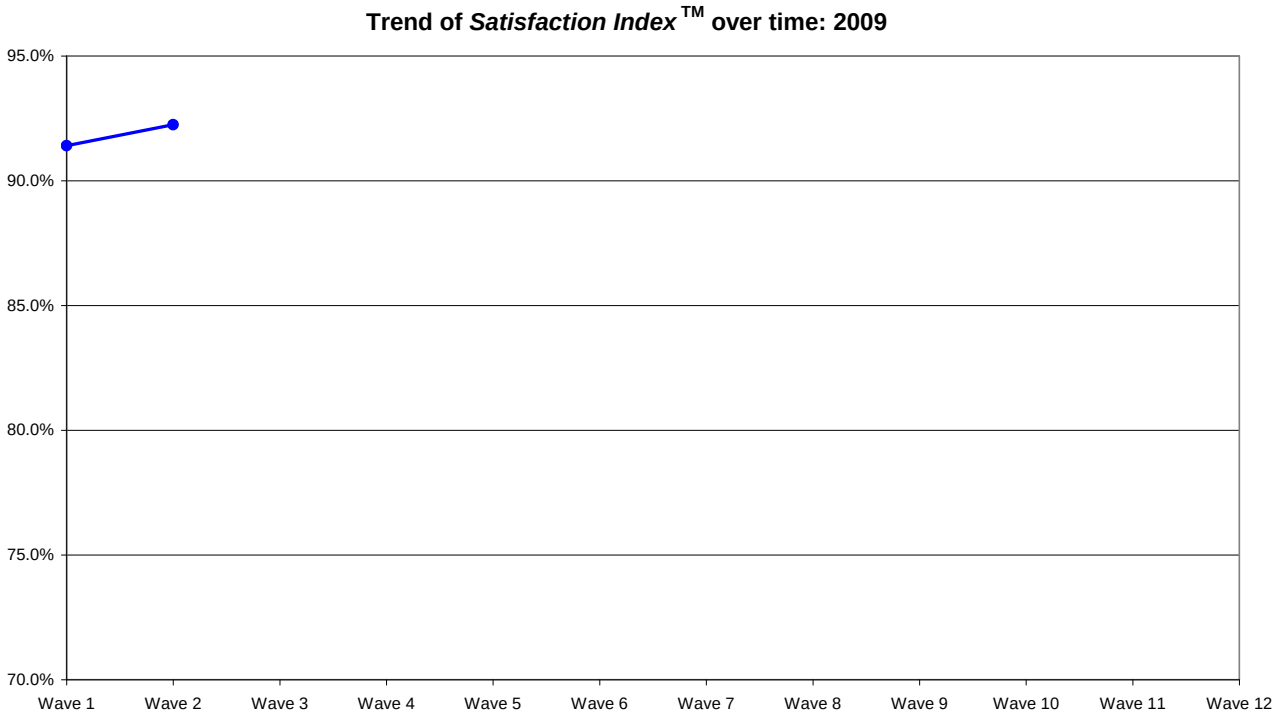
Methodologically, the league table provides a comparable benchmark across industries because *Satisfaction Index*™ is a measure of an organisation's success in meeting its customers' requirements. Organisations operating in different sectors do not have to meet the same customer requirements, but to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

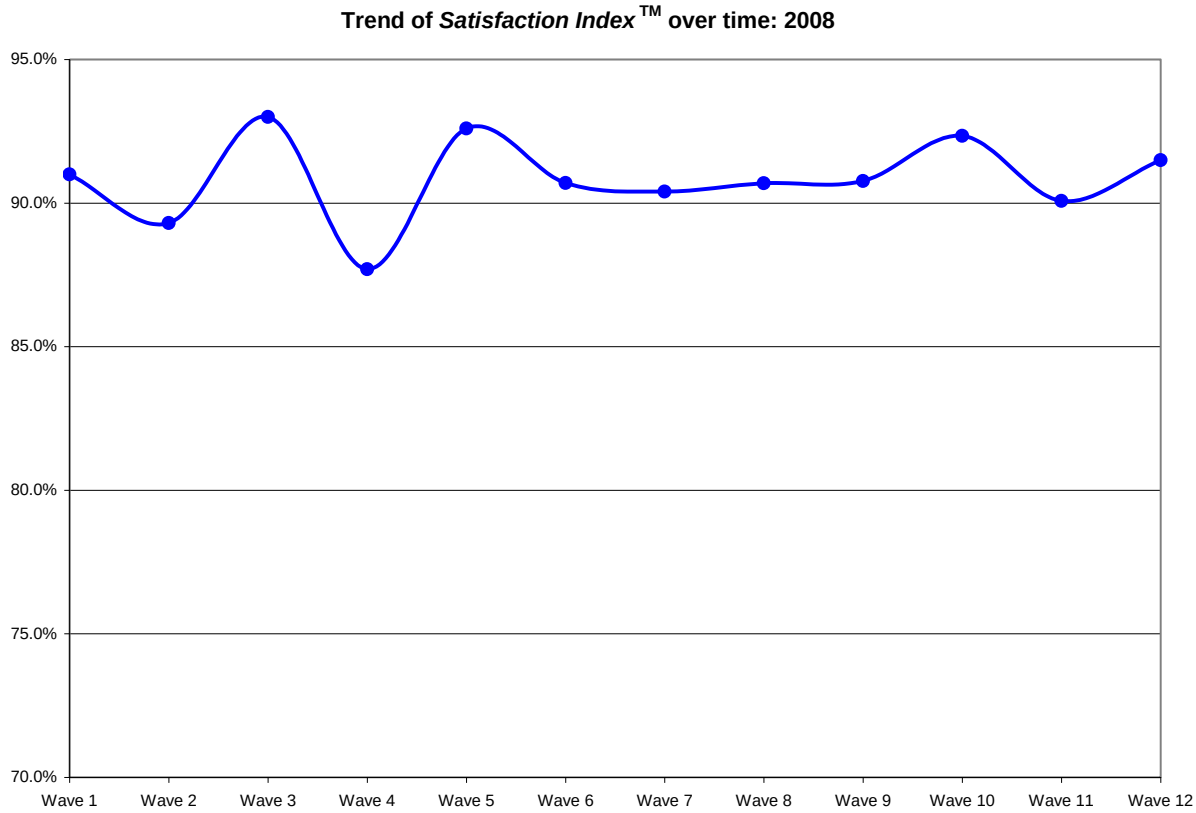
## *Satisfaction Index*™ League Table

## 6.3 Trends in Satisfaction Indices

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



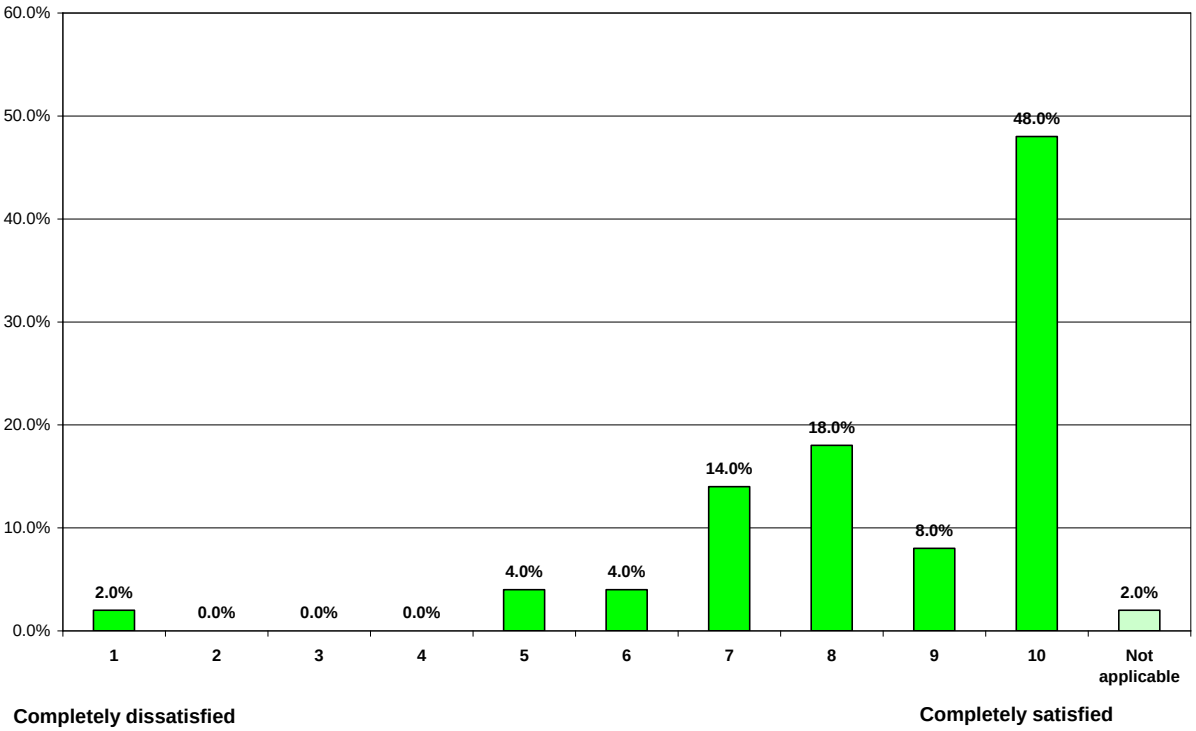

The following chart shows the trend line for the previous year:



# 7 Additional questions

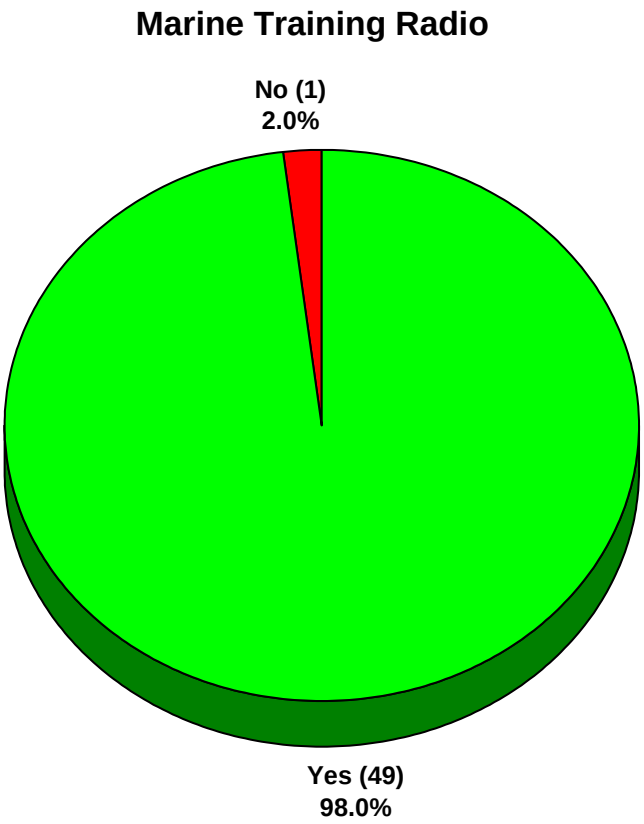
## 7.1 How satisfied or dissatisfied were you with the suitability of the training venue?

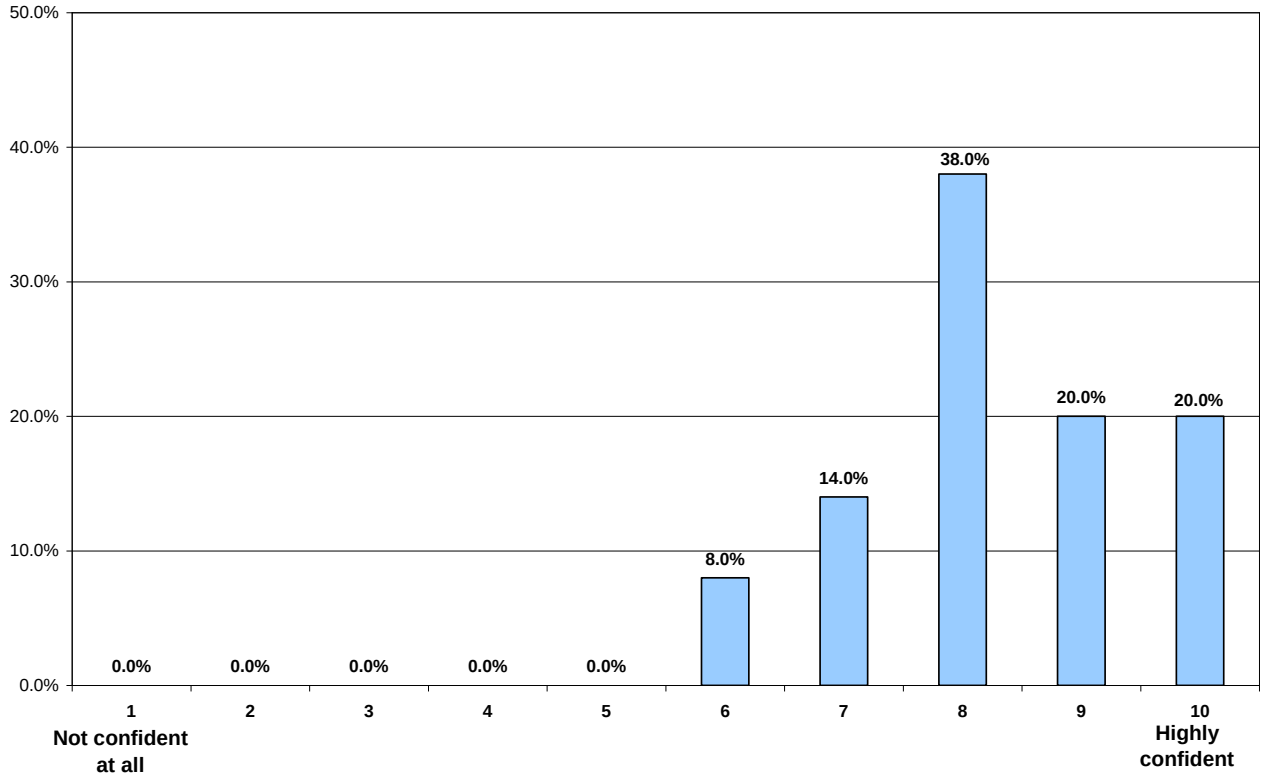
Customers were asked to score this on a scale of 1 to 10 where 1 is 'completely dissatisfied' and 10 is 'completely satisfied'.




Any scores of 5 or below were probed as to reasons for lower satisfaction with the particular training venue.

## 7.2 Did you use a Marine Training Radio?



## 7.3 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.