

Royal Yachting Association

Yachtmaster Offshore

Yachtmaster Coastal

Advanced Powerboat



Rachel Allen

Benjamin Ashton

WAVE 1

CUSTOMER SATISFACTION SURVEY 2016

#

Contents

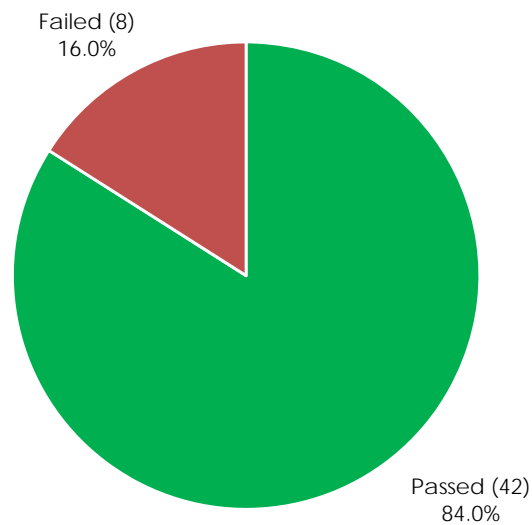
1	Introduction	4
2	Importance	5
3	Satisfaction.....	6
4	Distribution of scores.....	7
5	Doing best what matters most.....	8
6	Satisfaction Index™	9
6.1	Calculating the Satisfaction Index™	9
6.2	The Satisfaction Benchmark League Table.....	10
6.3	Trends in Satisfaction Indices.....	12
7	Additional questions.....	13
7.1	Did you attend a course with an RYA recognised Centre prior to your examination?	13
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?	14
7.3	Do you intend to use this qualification professionally?	14

1 Introduction

TLF Research conducts monthly satisfaction surveys on behalf of RYA. The aim of these surveys is to provide direct feedback at examiner level.

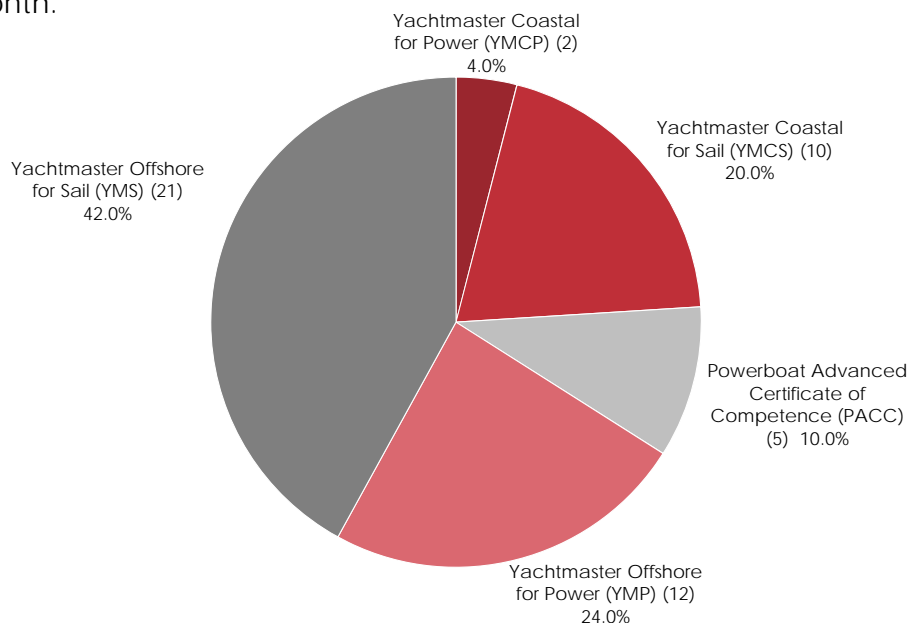
This Wave 1 report summarises the results gathered during January 2016. 50 interviews were conducted during this time.

The following chart shows the number of customers who passed and failed their examination.



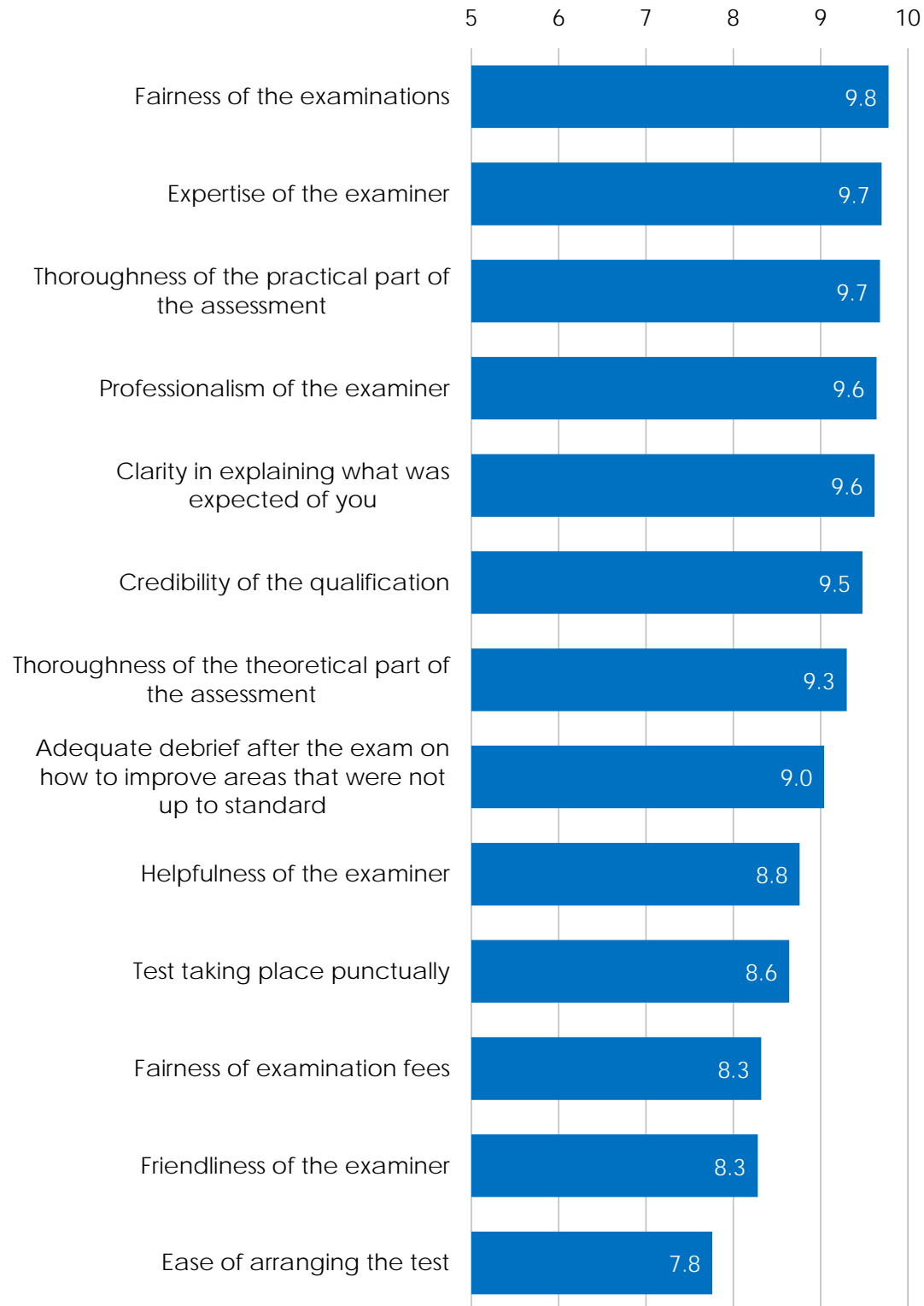
Please note: If details regarding passing or failing were not indicated on the database they are not shown in the following chart.

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



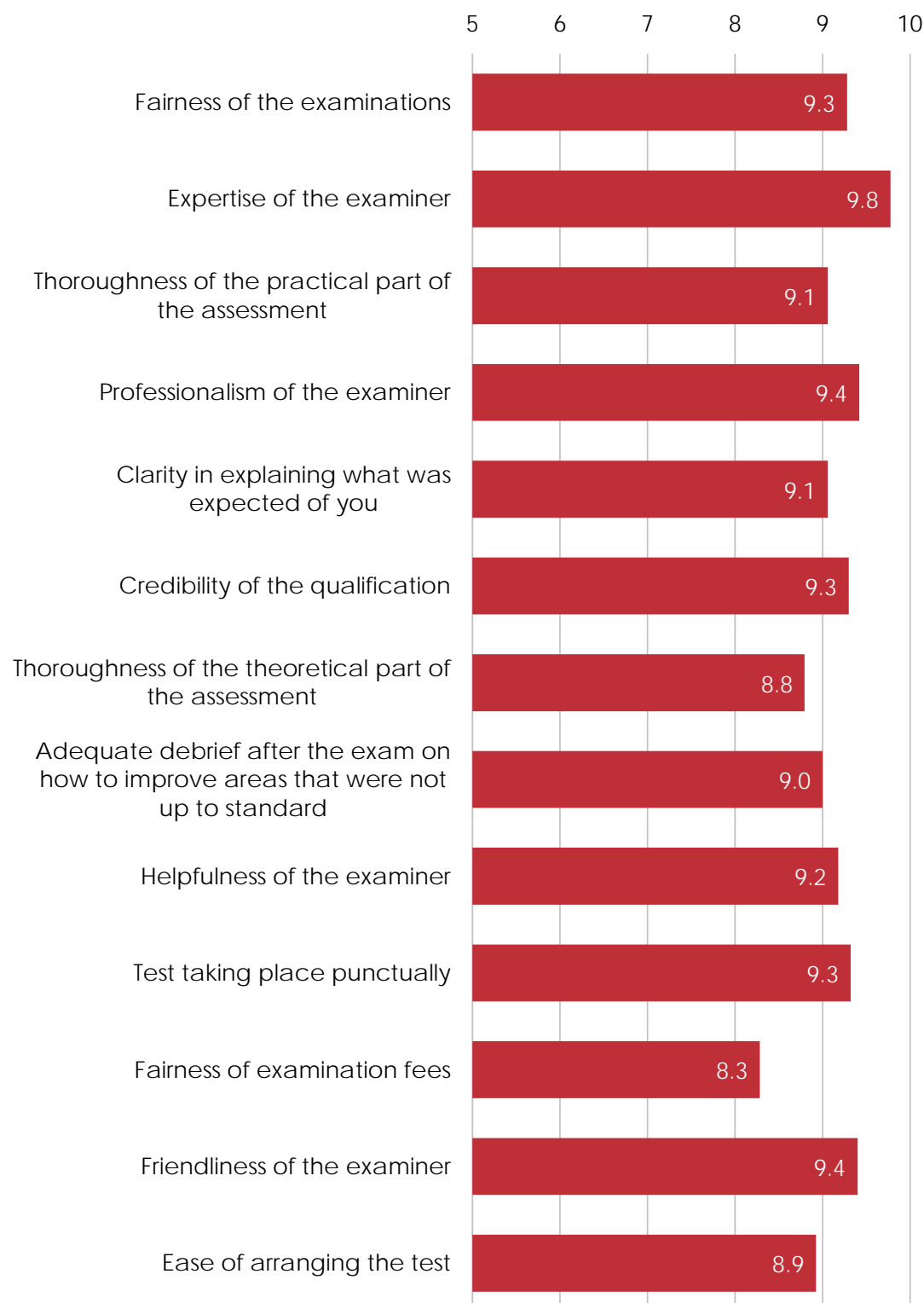
2 Importance

Customers were asked to indicate how important each requirement is to them by giving it a rating out of ten where ten means 'extremely important' and one means 'not at all important'. The chart below shows the measures in order of priority.



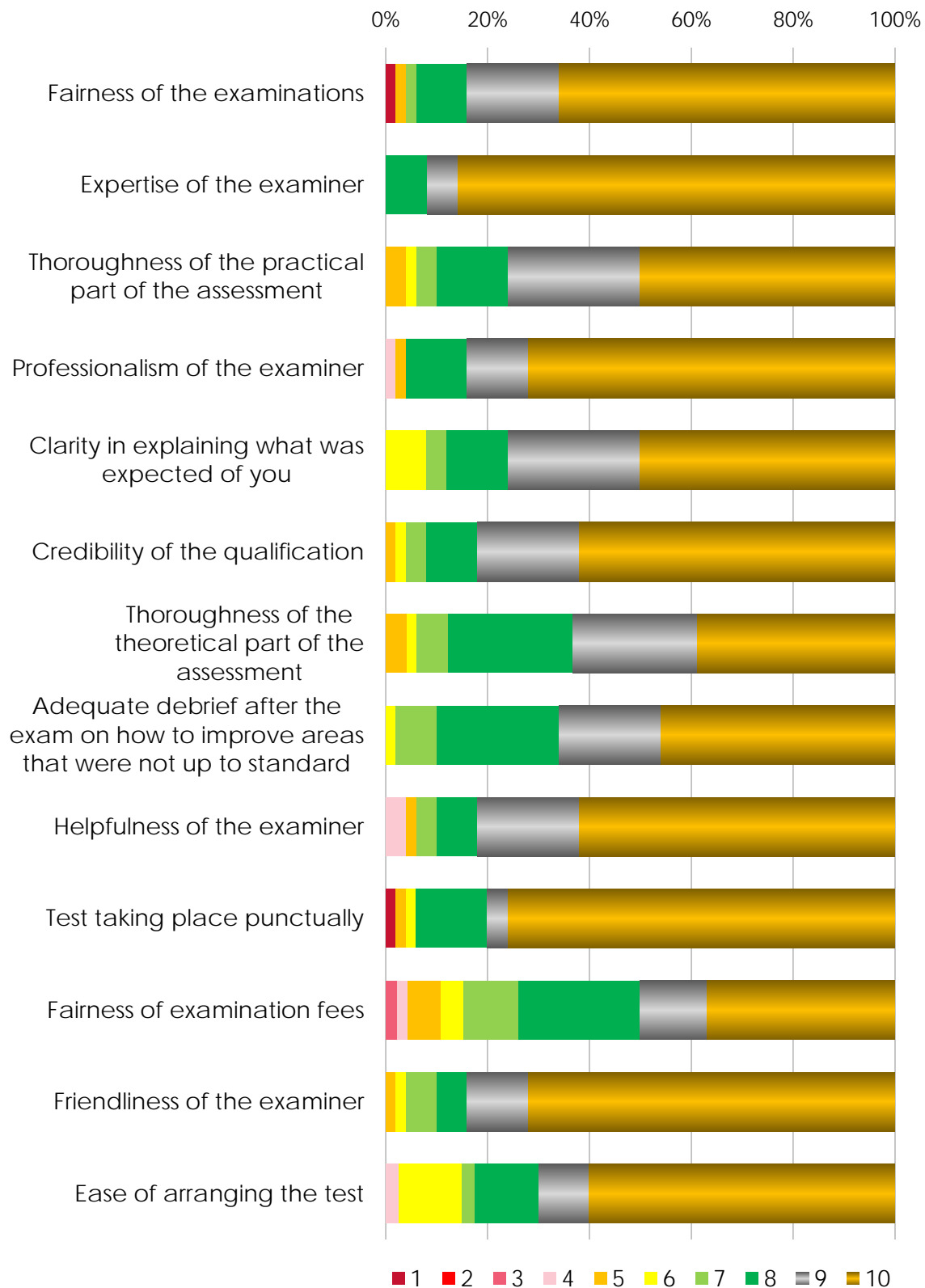
3 Satisfaction

Customers were asked to score their level of satisfaction with RYA's performance on the main requirements by giving a mark out of ten, where ten signifies 'completely satisfied' and one signifies 'completely dissatisfied'. The chart below is sorted in descending importance order.



4 Distribution of scores

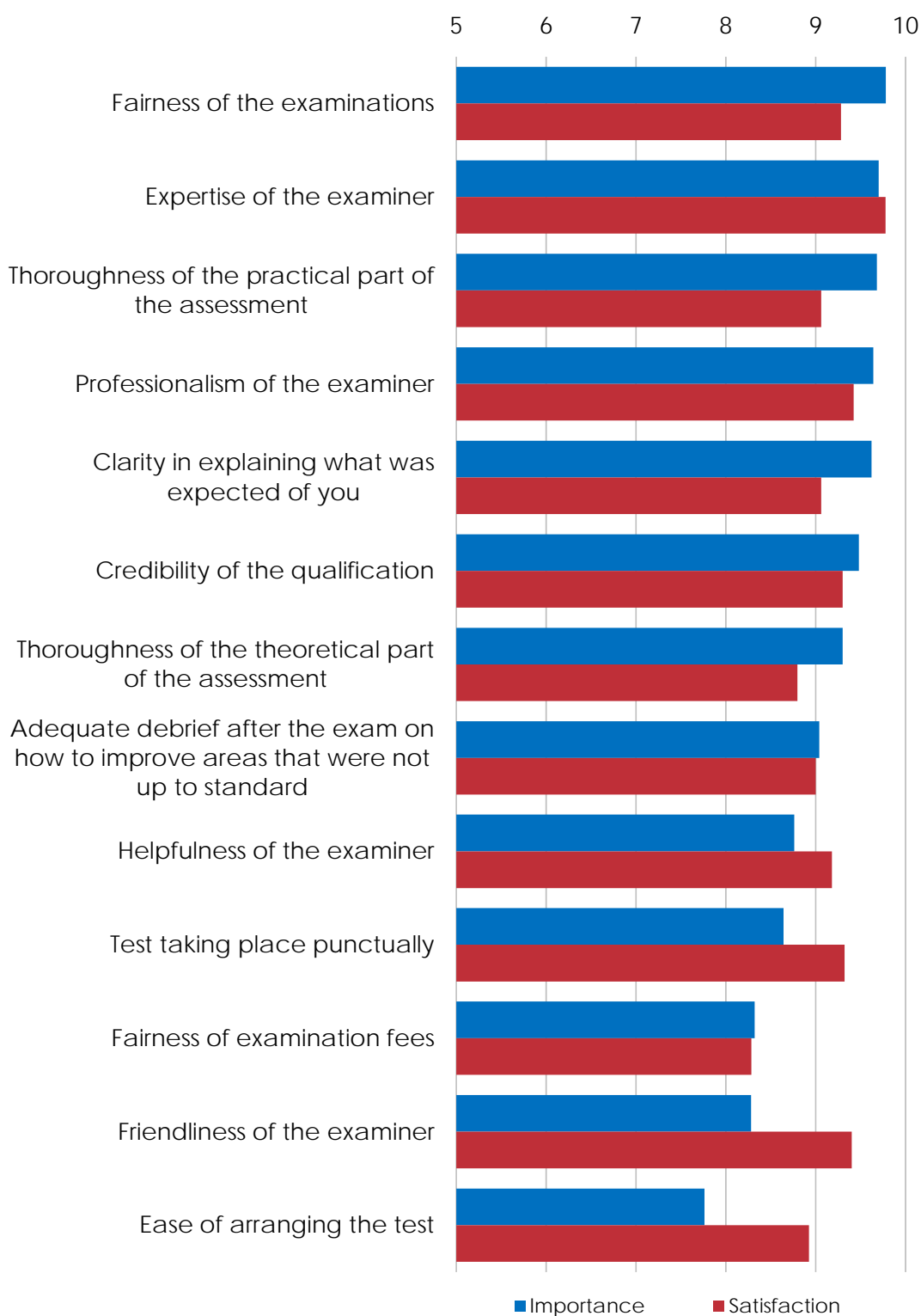
The following chart shows the range of scores (from 1 to 10) that make up the average satisfaction scores given for each requirement. The chart is sorted in descending importance order.



5 Doing best what matters most

Comparing customers' priorities (importance ratings) with their perceptions of RYA's performance (satisfaction scores) identifies the areas in which RYA is exceeding, meeting or failing to meet customers' needs.

The following chart compares RYA's overall importance and satisfaction scores for each requirement, and is sorted in descending importance order.



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 1	
<i>SATISFACTION INDEX™</i>	Statistical reliability
91.7%	±2.3%

6.2 The Satisfaction Benchmark League Table

The *Satisfaction Index*[™] for RYA in Wave 1 is 91.7%. 91.7% is above average and places RYA in the 98th percentile on TLF's league table. This places RYA in the top 3% of companies surveyed by TLF Research.

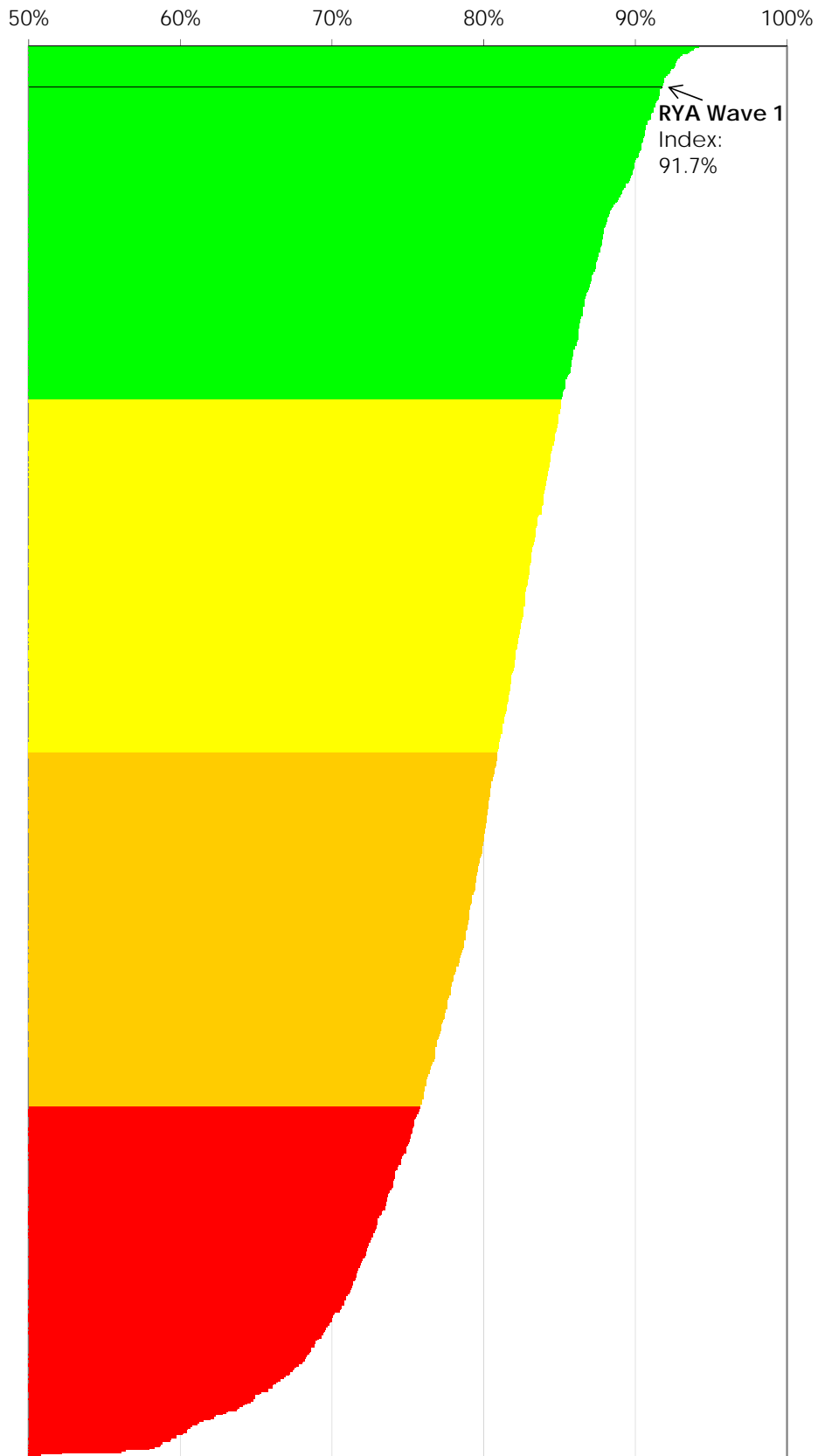
The league table shows RYA's success in satisfying customers compared with other organisations generally. This is the most useful benchmark of customer satisfaction since customers make these judgements by comparing your performance against that of all other organisations that they have used.

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 on TLF's league table is shown in the chart overleaf.

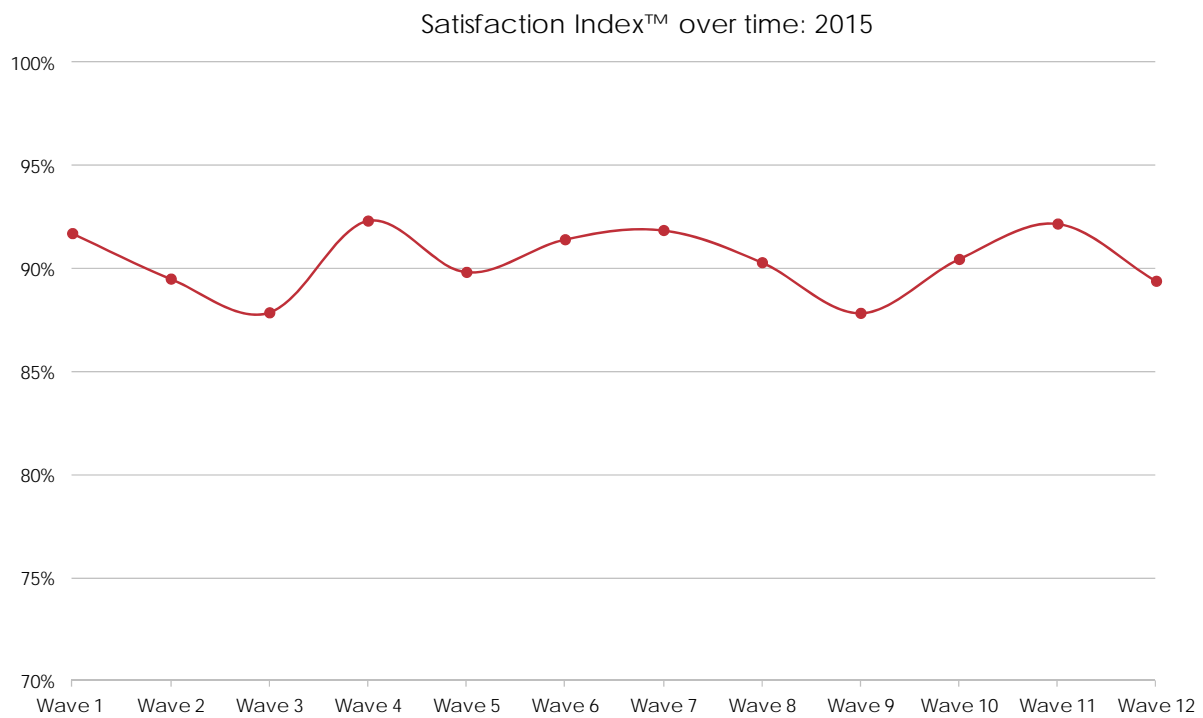
Satisfaction Index™ League Table



6.3 Satisfaction Index™ tracking

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

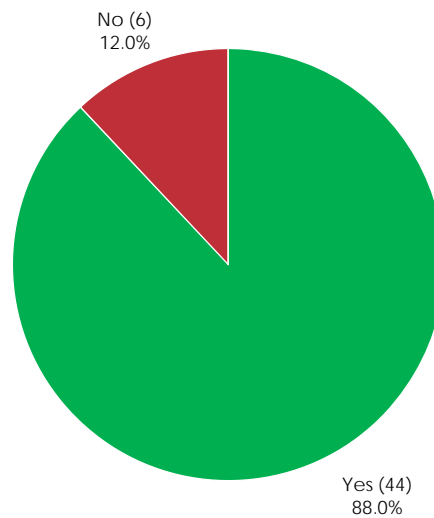
The previous year's trend line is shown below:



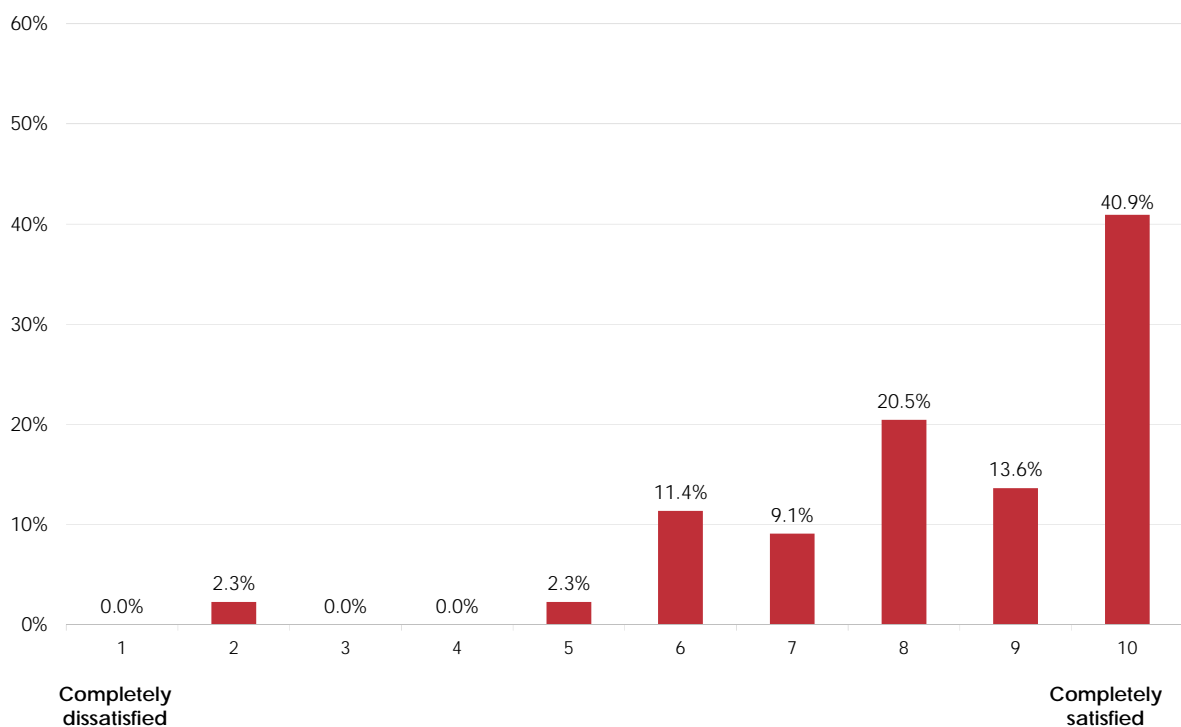
7 Additional questions

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

This question was asked to all respondents to establish participation levels in courses prior to the Yachtmaster/Coastal Skipper/Advanced Powerboat examination. The following chart shows the responses.

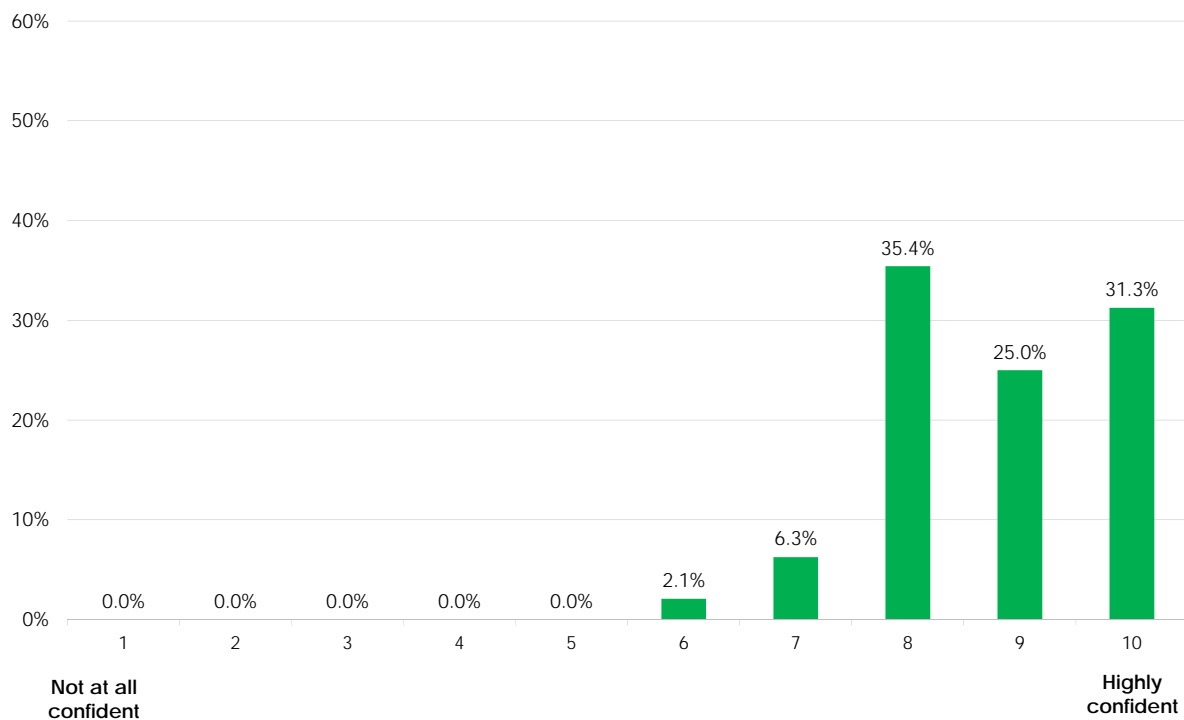


Any customers who had participated in a course were asked how satisfied or dissatisfied they were with the course. The following histogram shows the responses to this.



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?

Customers were asked to give a score from 1 to 10, where 1 means 'not at all confident' and 10 means 'highly confident'. The following chart shows the responses to this question.



7.3 Do you intend to use this qualification professionally?

Customers were asked to indicate whether they intend to use this qualification professionally. The following chart shows the responses to this question.

