

# **Student Loans Company**

## **Customer Satisfaction Management Quarterly Survey Results**

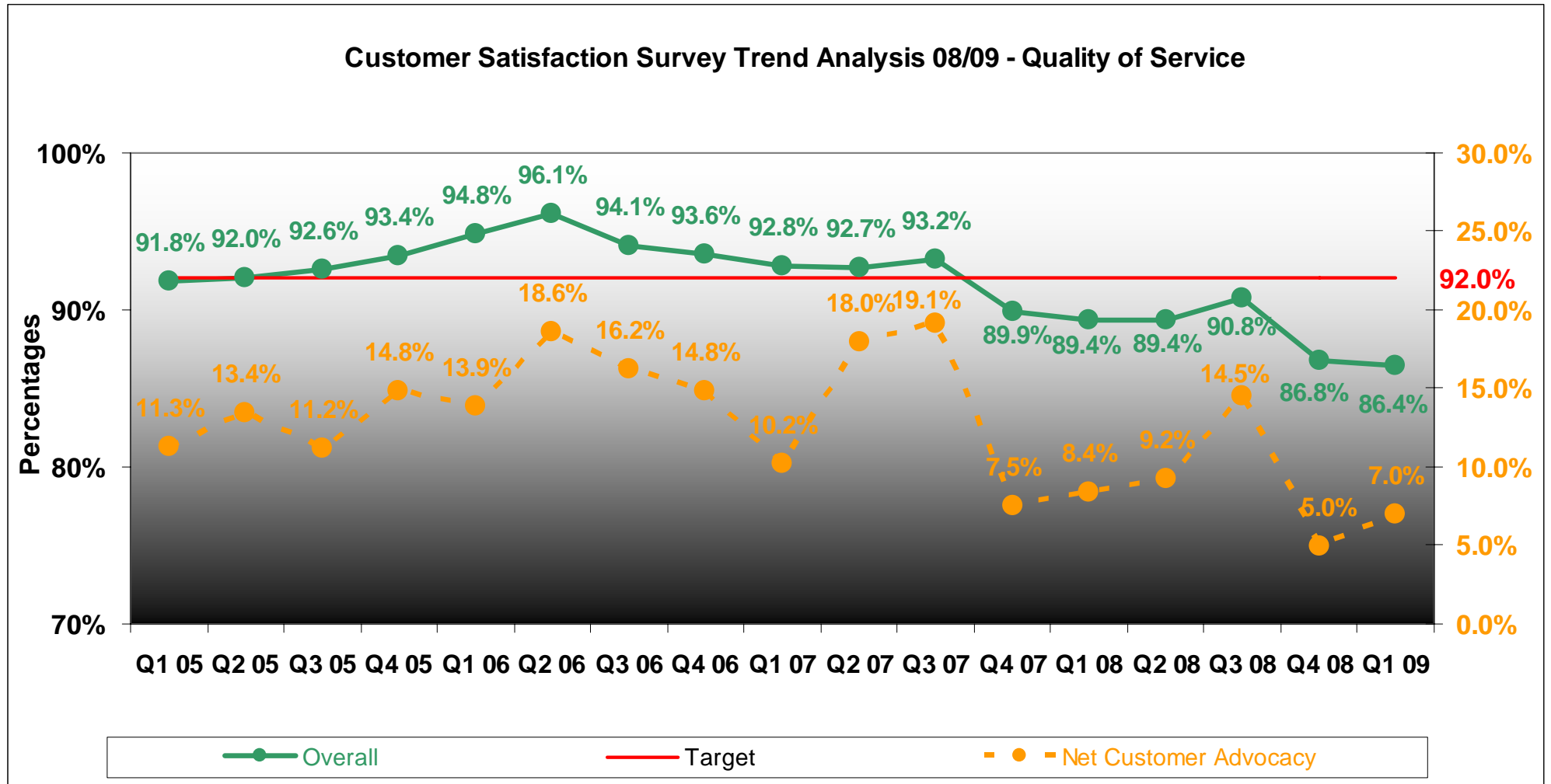
**April 2009**



**STUDENT LOANS  
COMPANY LIMITED**



- The overall assessment of service for the quarter was 86.4% which is 5.6% less than the target of 92.0% for the current financial year.

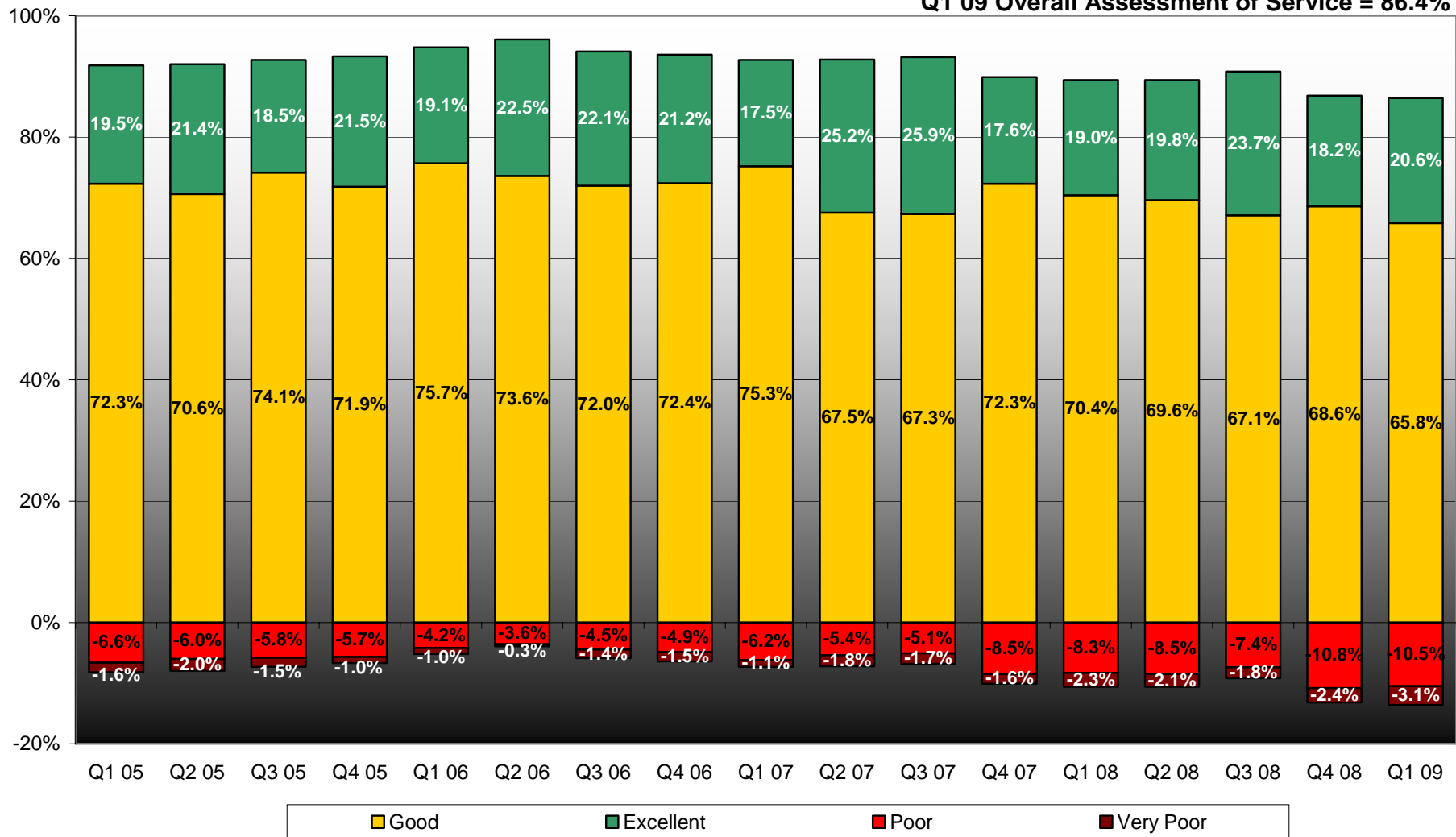


Total Quarterly Sample = 1200

Net Customer Advocacy = Excellent – Poor/Very poor responses

Overall Assessment of Service

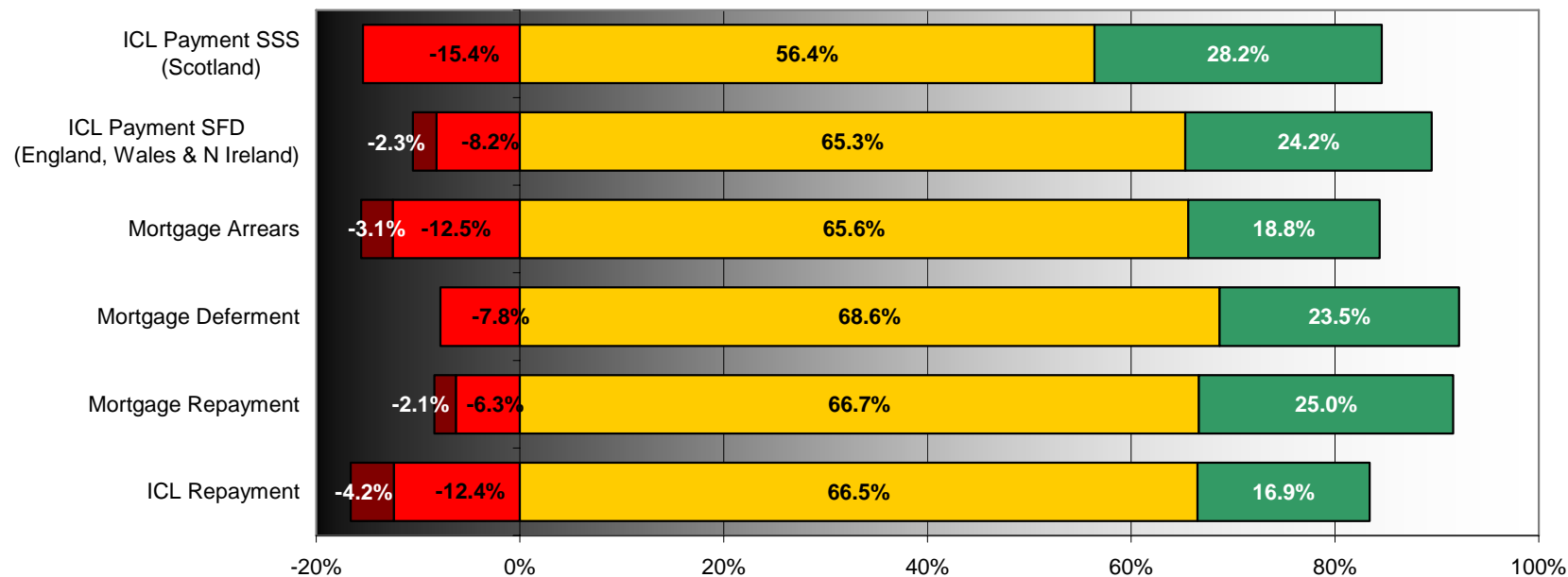
Q1 09 Overall Assessment of Service = 86.4%



Total Quarterly Sample = 1200

- The quarterly overall assessment of service score of 86.4% is 0.4% less than last quarter. The score of 86.4% represents the lowest recorded quarterly “assessment of service” in the last 4 years, the second lowest recorded quarterly score in the last 4 years was recorded in the previous quarter.

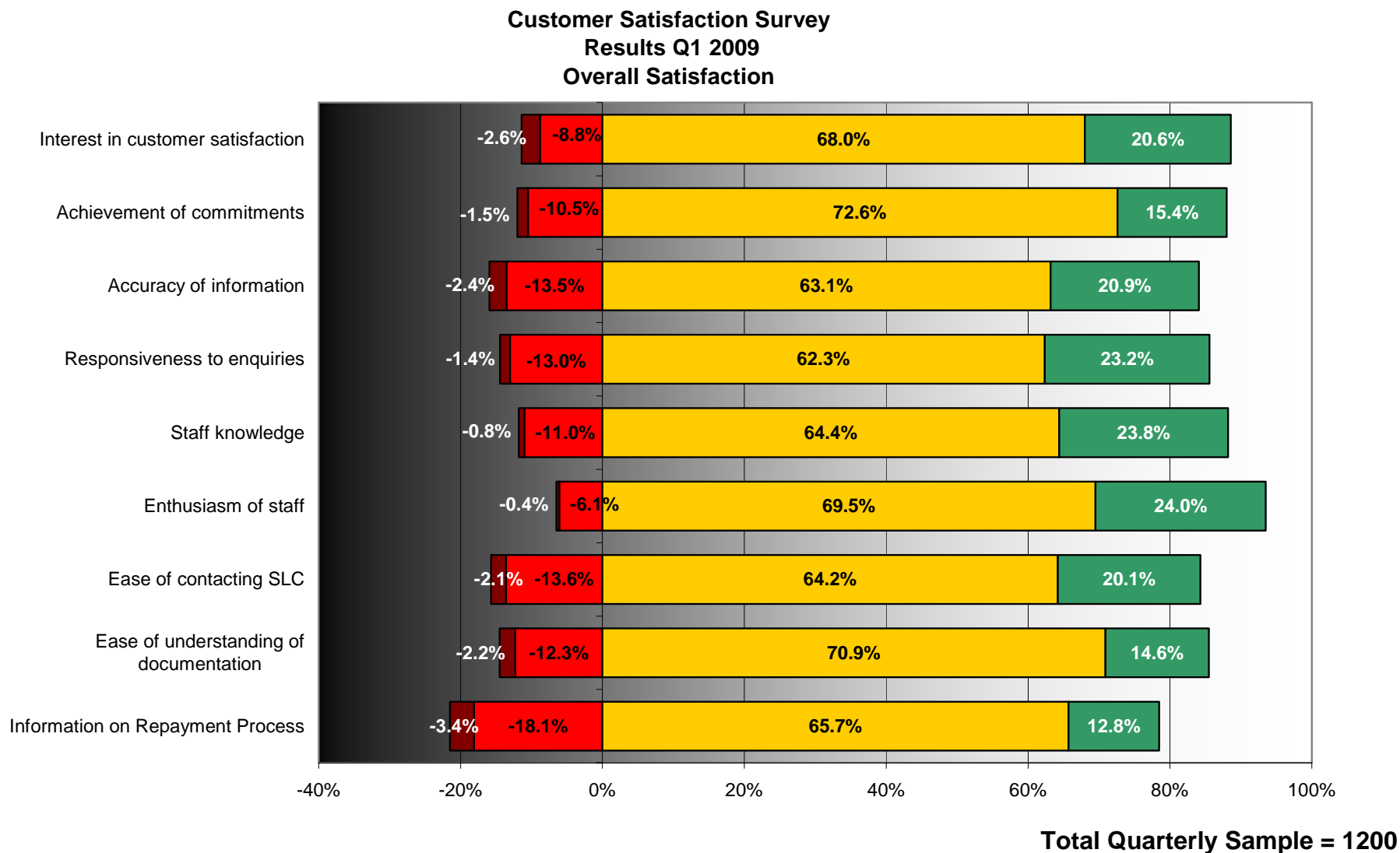
**Customer Satisfaction Survey  
Results Q1 2009  
Overall Assessment of Service**



	ICL Repayment	Mortgage Repayment	Mortgage Deferment	Mortgage Arrears	ICL Payment SFD (England, Wales & N Ireland)	ICL Payment SSS (Scotland)
Very Poor	-4.2%	-2.1%	0.0%	-3.1%	-2.3%	0.0%
Excellent	16.9%	25.0%	23.5%	18.8%	24.2%	28.2%
Good	66.5%	66.7%	68.6%	65.6%	65.3%	56.4%
Poor	-12.4%	-6.3%	-7.8%	-12.5%	-8.2%	-15.4%

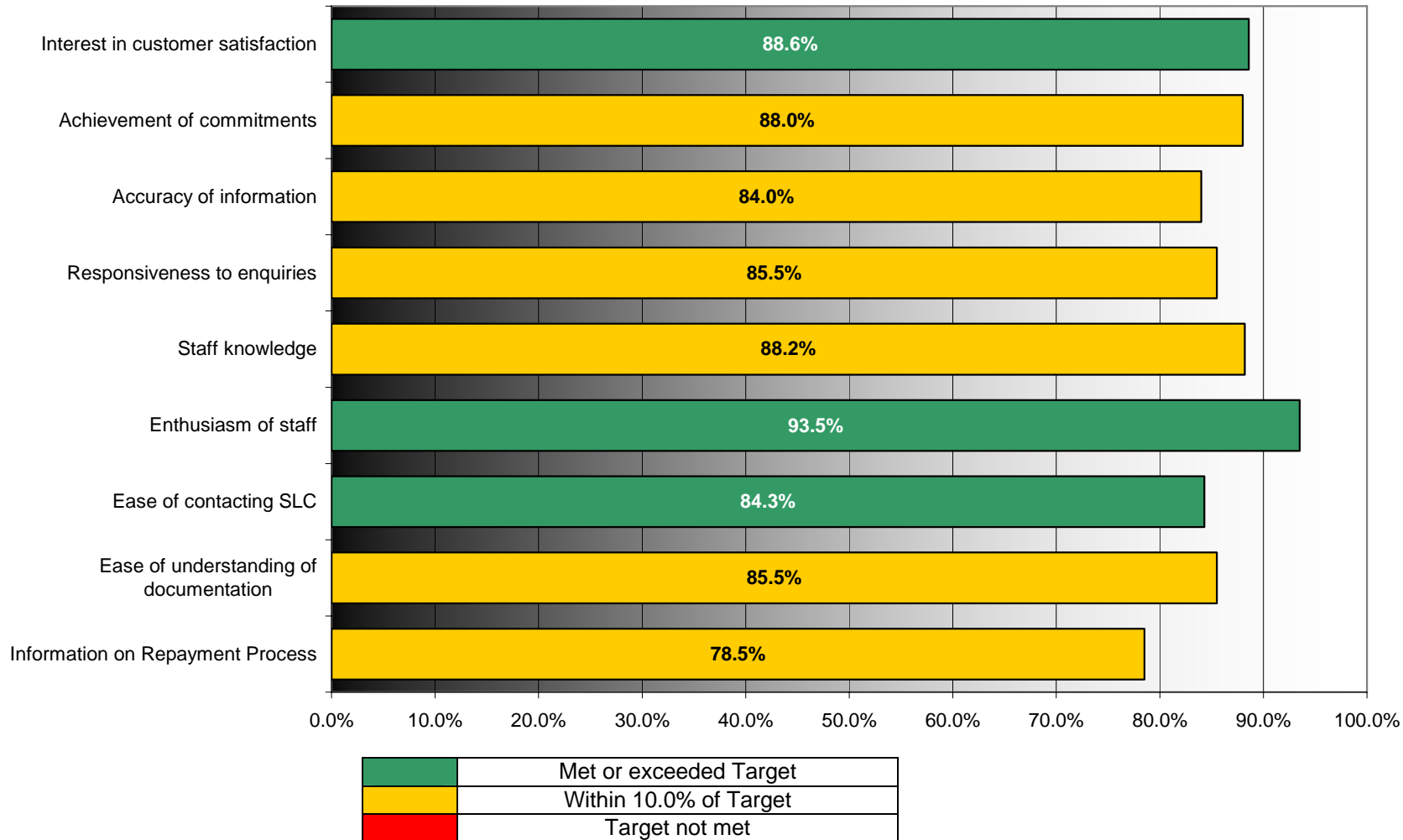
**Total Quarterly Sample = 1200**

- This quarter Mortgage Deferment customers are the most satisfied customer grouping with an “Overall assessment of service” rating of 92.1%, 4.1% greater than their rating of 88.0% in the previous quarter.



- The least favourable service element was 'Information on Repayment process' with a score of 78.5%, this is also 0.1% less than its rating of 78.6% in the previous quarter.

**Customer Satisfaction Survey  
Q1 09 Results**



**Total Quarterly Sample = 1200**

- Only 3 of the 9 service elements have met or exceeded their target for this quarter, however this is 1 more than in the previous quarter.

## Performance by Service Element

Quarterly Performance of Customer Groupings								
Question	ICL Payment - SSS	ICL Payment - SFD	ICL Repayment	Mortgage Repayment	Mortgage Deferment	Arrears	Quarterly Overall Positive	Floor Target
1 Information on repayment process.	76.9%	79.1%	75.4%	91.7%	92.2%	84.4%	78.5%	> 83.0%
2 Ease of understanding of documentation	89.8%	85.3%	84.5%	87.5%	92.1%	90.3%	85.5%	> 88.0%
3 Ease of contacting SLC	84.6%	85.0%	84.5%	83.4%	84.3%	71.9%	84.3%	> 83.0%
4 Enthusiasm of Staff	92.3%	93.6%	93.1%	97.9%	94.1%	93.9%	93.5%	> 93.0%
5 Staff knowledge	92.3%	88.7%	86.5%	93.7%	94.0%	87.9%	88.2%	> 92.0%
6 Responsiveness to enquiries	79.5%	86.9%	84.3%	87.5%	92.2%	84.9%	85.5%	> 87.0%
7 Accuracy of information	94.8%	88.0%	79.6%	89.6%	88.3%	81.9%	84.0%	> 88.0%
8 Achievement of commitments	89.8%	89.1%	87.5%	87.3%	92.1%	74.2%	88.0%	> 90.0%
9 Interest in customer satisfaction	87.2%	88.9%	87.7%	93.6%	94.1%	84.4%	88.6%	> 88.0%

	Met or exceeded Target
	Within 10.0% of Target
	Target not met

**Total Quarterly Sample = 1200**

- As with the previous quarter, elements in the Arrears grouping failed to meet their quarterly target. In the previous quarter 4 of the elements failed to meet their target however only 2 have failed to meet target this quarter; "Ease of contacting SLC" and "Achievement of commitments".

### Quarterly Performance per Service Element

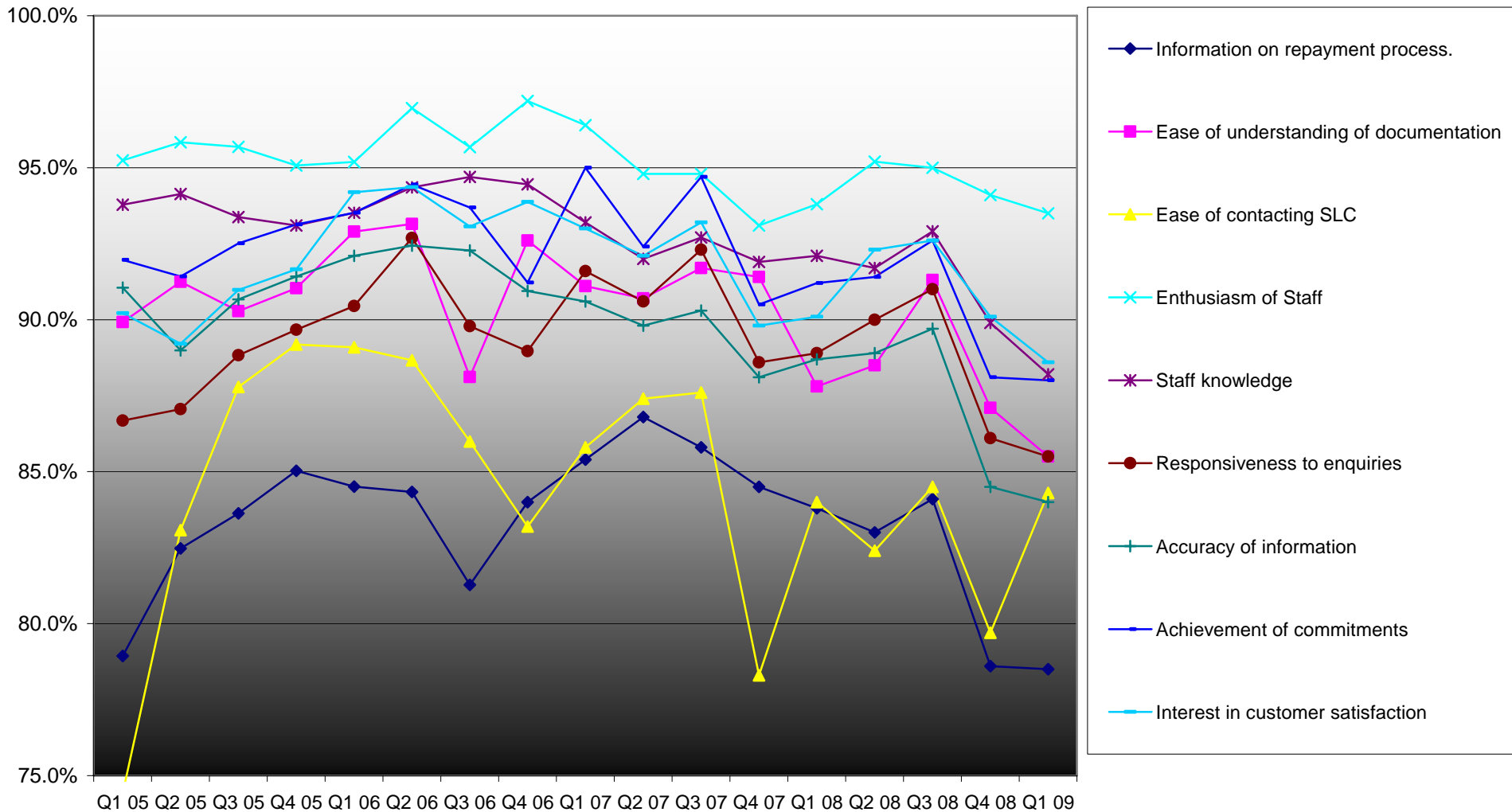
Quarterly Performance of Service Elements																	
Question	Q1 05	Q2 05	Q3 05	Q4 05	Q1 06	Q2 06	Q3 06	Q4 06	Q1 07	Q2 07	Q3 07	Q4 07	Q1 08	Q2 08	Q3 08	Q4 08	Q1 09
Information on repayment process.	78.9%	82.5%	83.6%	85.0%	84.5%	84.3%	81.3%	84.0%	85.4%	86.8%	85.8%	84.5%	83.8%	83.0%	84.1%	78.6%	78.5%
Ease of understanding of documentation	89.9%	91.2%	90.3%	91.0%	92.9%	93.1%	88.1%	92.6%	91.1%	90.7%	91.7%	91.4%	87.8%	88.5%	91.3%	87.1%	85.5%
Ease of contacting SLC	74.4%	83.1%	87.8%	89.2%	89.1%	88.7%	86.0%	83.2%	85.8%	87.4%	87.6%	78.3%	84.0%	82.4%	84.5%	79.7%	84.3%
Enthusiasm of Staff	95.2%	95.8%	95.7%	95.1%	95.2%	97.0%	95.7%	97.2%	96.4%	94.8%	94.8%	93.1%	93.8%	95.2%	95.0%	94.1%	93.5%
Staff knowledge	93.8%	94.1%	93.4%	93.1%	93.5%	94.3%	94.7%	94.5%	93.2%	92.0%	92.7%	91.9%	92.1%	91.7%	92.9%	89.9%	88.2%
Responsiveness to enquiries	86.7%	87.1%	88.8%	89.7%	90.5%	92.7%	89.8%	89.0%	91.6%	90.6%	92.3%	88.6%	88.9%	90.0%	91.0%	86.1%	85.5%
Accuracy of information	91.1%	89.0%	90.7%	91.4%	92.1%	92.4%	92.3%	90.9%	90.6%	89.8%	90.3%	88.1%	88.7%	88.9%	89.7%	84.5%	84.0%
Achievement of commitments	92.0%	91.4%	92.5%	93.1%	93.5%	94.4%	93.7%	91.2%	95.0%	92.4%	94.7%	90.5%	91.2%	91.4%	92.6%	88.1%	88.0%
Interest in customer satisfaction	90.2%	89.2%	91.0%	91.7%	94.2%	94.4%	93.1%	93.9%	93.0%	92.1%	93.2%	89.8%	90.1%	92.3%	92.6%	90.1%	88.6%

	Improved upon previous quarterly performance
	Quarterly performance unchanged
	Reduction in previous quarterly performance

**Total Quarterly Sample = 1200**

- “Ease of contacting SLC” was the only service element to have shown an increase in performance upon their previous quarter’s results.

### Service Element Performance per quarter



Total Quarterly Sample = 1200

## Effectiveness of Web Facilities

As part of the customer survey respondents are asked what different websites they have used, what they went on the website to find and subsequently were they able to find the information they were looking for. The tables below show the findings from these questions:

Did you use any of the following websites?									
	Q1-07	Q2-07	Q3-07	Q4-07	Q1-08	Q2-08	Q3-08	Q4-08	Q1-09
	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Student Finance Direct website</b>	22.7%	26.3%	24.0%	24.5%	21.9%	22.4%	24.5%	36.3%	35.7%
<b>Direct Gov website</b>	4.7%	5.6%	4.2%	5.5%	4.4%	4.8%	4.4%	7.0%	10.3%
<b>Student Finance Wales website</b>	14.1%	14.9%	27.3%	31.7%	13.7%	0.0%	34.7%	15.8%	31.7%
<b>Student Finance N. Ireland website</b>	19.0%	41.4%	26.8%	51.5%	37.9%	31.4%	30.0%	35.9%	30.6%

Were you able to find the information you were looking for?									
	Q1-07	Q2-07	Q3-07	Q4-07	Q1-08	Q2-08	Q3-08	Q4-08	Q1-09
	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Overall</b>	78.6%	78.0%	74.2%	79.5%	81.9%	78.5%	75.3%	77.1%	76.0%
<b>Student Finance Direct website</b>	77.0%	77.8%	73.0%	77.8%	82.9%	77.1%	75.0%	76.2%	67.0%
<b>Direct Gov website</b>	94.6%	82.0%	82.1%	86.7%	76.9%	91.3%	69.8%	75.7%	79.6%
<b>Student Finance Wales website</b>	77.8%	70.0%	86.7%	84.6%	83.3%	N/A	76.5%	88.9%	63.2%
<b>Student Finance N. Ireland website</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*It should be noted that the above results are based on a relatively small sample particularly for Student Finance Wales & N Ireland*

What information were you looking for?									
Response	Q1-07	Q2-07	Q3-07	Q4-07	Q1-08	Q2-08	Q3-08	Q4-08	Q1-09
<b>To find the contact details for SLC</b>	27.7%	10.3%	16.4%	19.9%	28.1%	31.4%	16.1%	10.5%	10.4%
<b>View Account / Check Balance</b>	14.1%	14.0%	7.0%	17.5%	12.4%	8.9%	25.3%	39.5%	52.2%
<b>To check the progress of a loan application</b>	10.9%	9.1%	4.7%	8.5%	4.9%	6.7%	4.1%	3.4%	1.3%
<b>To see what they are entitled to</b>	9.2%	12.8%	7.0%	7.6%	20.0%	8.3%	11.1%	8.9%	6.6%
<b>General look at website</b>	8.7%	12.4%	12.7%	14.2%	12.4%	18.6%	14.3%	11.3%	12.6%
<b>To apply for a loan</b>	7.1%	30.6%	33.8%	20.9%	19.5%	23.0%	25.3%	14.5%	10.7%

<b>How did you make contact with the Student Loans Company?</b>									
	<b>Q1-07</b>	<b>Q2-07</b>	<b>Q3-07</b>	<b>Q4-07</b>	<b>Q1-08</b>	<b>Q2-08</b>	<b>Q3-08</b>	<b>Q4-08</b>	<b>Q1-09</b>
<b>Spoke to a customer advisor</b>	63.8%	58.8%	52.0%	70.0%	60.1%	49.0%	39.2%	72.7%	76.3%
<b>Had written to the SLC</b>	21.7%	11.9%	14.7%	12.9%	15.8%	12.3%	14.0%	12.8%	11.8%
<b>Used the automated telephone system</b>	12.3%	24.7%	28.6%	13.1%	20.2%	35.4%	41.7%	10.3%	8.1%
<b>Made contact via email</b>	1.3%	1.4%	1.3%	1.2%	1.4%	1.3%	1.6%	2.1%	1.2%
<b>Had made an enquiry via the website</b>	0.9%	3.2%	3.2%	2.8%	2.2%	2.0%	3.6%	2.2%	2.8%

- As with previous quarters the most common reasons for not using the automated telephone system to have their enquiry resolved was that the customers wanted to speak to someone regarding their enquiry or they had a specific issue / task that was not covered by the automated telephone system options.

<b>Why did you contact the Student Loans Company?</b>									
	<b>Q1-07</b>	<b>Q2-07</b>	<b>Q3-07</b>	<b>Q4-07</b>	<b>Q1-08</b>	<b>Q2-08</b>	<b>Q3-08</b>	<b>Q4-08</b>	<b>Q1-09</b>
<b>Question regarding a loan payment</b>	14.0%	25.2%	29.5%	35.4%	33.9%	30.2%	22.4%	24.8%	23.8%
<b>Information request (applying for or repaying a loan)</b>	20.3%	22.0%	18.1%	14.6%	10.7%	15.8%	25.8%	19.3%	18.4%
<b>To query some aspect of service or raise a concern</b>	15.9%	13.5%	15.3%	15.3%	14.5%	17.3%	15.9%	21.5%	19.0%
<b>Miscellaneous *</b>	8.2%	15.8%	11.5%	9.2%	8.9%	6.7%	6.8%	6.3%	6.6%
<b>Change of Personal Details</b>	20.8%	11.1%	11.4%	14.4%	15.4%	10.5%	13.1%	13.1%	11.9%
<b>Make a card payment to SLC</b>	3.0%	4.5%	5.3%	4.8%	5.2%	5.8%	5.2%	4.4%	5.8%
<b>Received a letter</b>	17.6%	7.2%	5.2%	4.6%	9.7%	12.4%	9.6%	9.3%	13.3%
<b>Correspondence Unclear</b>	0.3%	0.5%	0.7%	1.7%	1.6%	1.3%	1.3%	1.2%	1.2%
<b>Received a TXT message</b>	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%

\* The most common miscellaneous enquiry was again this quarter in relation to deferment which accounted for 46.3% of enquiries, 4.2% less than the previous quarter

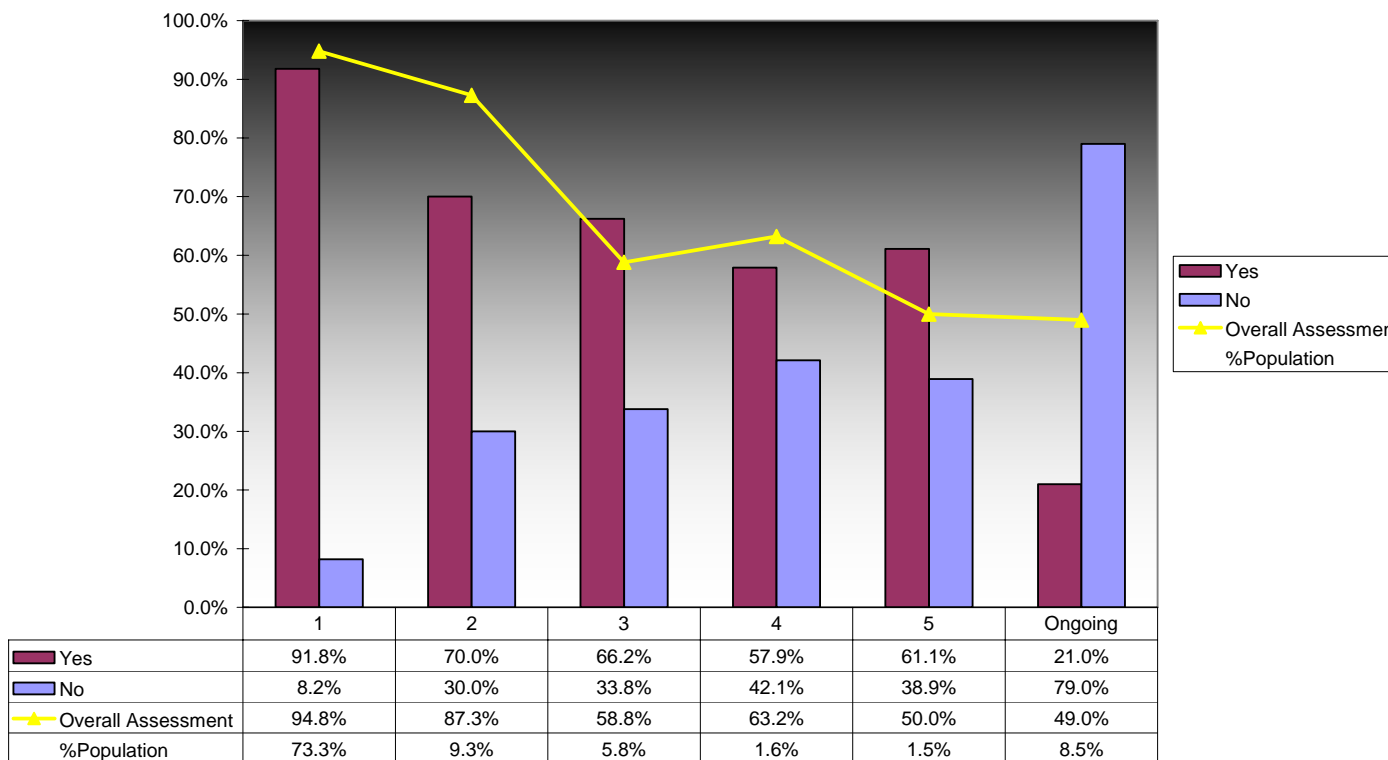
### Impact of number of contacts made to SLC on customer satisfaction levels

As of April 2007 customers were asked a series of questions about the process they went through to resolve their enquiry. Customers were asked the following:

1. How many times did they contact SLC regarding their enquiry
2. Were they happy with the outcome of their enquiry

The graph below details their happiness with the outcome of their enquiry versus the total number of contacts they made to SLC, also included in the graph is the overall assessment of service rating for the number of contacts made. **(Graph covers January – March 09 findings)**

No of Contacts v Happiness with outcome of enquiry



Total Quarterly Sample = 1200

## Positive Aspects of the Service

A total of 559 positive aspects of the service provided by the Student Loans Company were identified. The top 5 are listed below.

- The staff are helpful (141)
- The staff are friendly and positive (81)
- The speed with which enquiries are handled (79)
- Overall positive comments regarding the SLC service as a whole (53)
- The ability to access your account online (47)
- The efficiency and timeliness of the service (47)

## Aspects that did not meet your expectations

The top 5 areas that did not meet customers' expectations are listed below.

- Customer provided with incorrect or conflicting information/advice (127)
- Statements are not up to date / can not get a current balance (117)
- Slow to answer calls / having to wait in a queue (114)
- Documentation is difficult to understand or is unclear (102)
- No response or slow to respond to enquiries (90)

## Suggestions for Improvement

A total of 525 suggestions for improvement were made during Quarter 1. The top 5 suggestions are listed below.

Suggestions	Current SLC Response
Provide statements that give an up to date balance (56)	SLC are working jointly with HMRC to review what information is provided to customers.
Provide information / documentation that is easier to understand (54)	Documentation is being reviewed as part of Student Loans Customer First project.
Improve communication with customers (49)	Communication between SLC and the customer is being reviewed as part of Student Loans Customer First project.
More staff on the phone / shorten telephone waiting time (45)	We are constantly reviewing our call volumes and making adjustments with our staffing levels in order that we are able to provide an improved service to our customers.
More frequent Statements (45)	SLC are working jointly with HMRC to review what information is provided to customers.