

BBRS Customer experience feedback data

December 2022

Introduction

Customer feedback is essential in helping the BBRS understand what our customers experience when they come to the BBRS and to help us maintain the highest standards of service for our customers.

The following document provides an insight into the data we have collected from our customers and what they think of the service we provide.

The data is reported on a cumulative basis, so as more cases pass through the processes, our survey size increases. We can assess the data against previous analysis points as a way of identifying any improvements/deteriorations in the customer experience – this helps us continually review the service we provide and think about how we can improve the customer journey.

Collecting customer feedback data

We receive feedback from customers both directly and indirectly.

- Direct feedback is obtained through surveys completed at various stages of the journey.
- Indirect feedback is obtained by reviewing service complaints and by obtaining feedback from Customer Champions, who work directly with customers and can provide insights on areas that could be developed.

Feedback from customers is collected both before we begin investigating the customer's case and after the customer's journey with the BBRS has ended.

Feedback was previously analysed up until August 2022 and has now been analysed up until 3 January 2023.

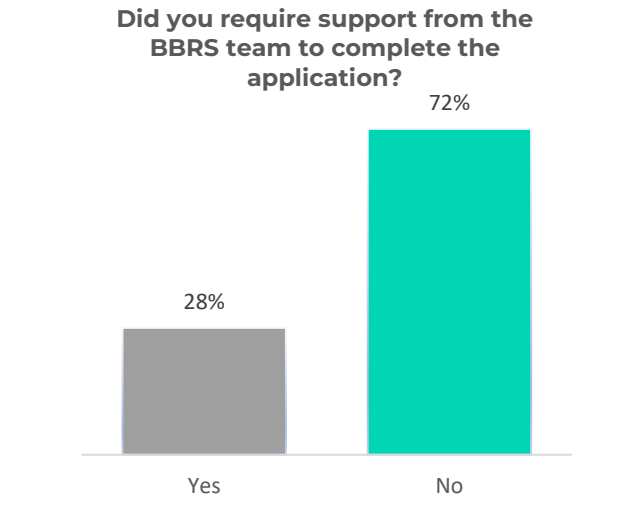
Questionnaire data insight

The BBRS proactively asks customers for feedback at various stages of the customer journey. There are currently three points along the customer journey where the BBRS asks for direct customer feedback – this is at the early submission stage, after the complaint points have been agreed with the help of the Customer Champion and after a decision has been issued. By the time a customer reaches the Decision stage, they are unlikely to contribute to feedback.

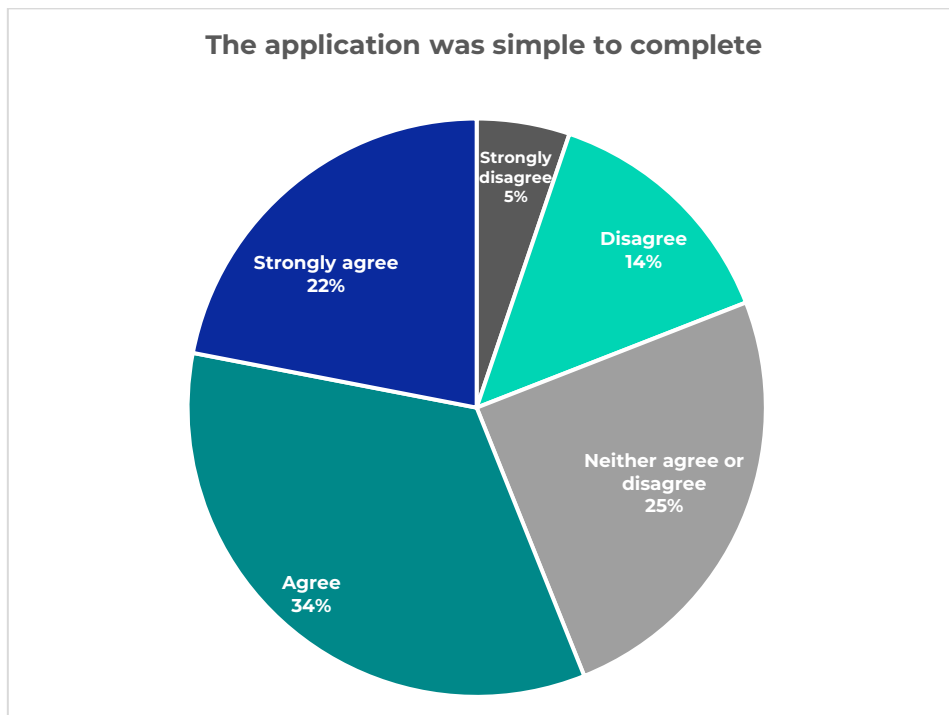
Stage	Responses received – 3 January 2023	Responses received – 23 August 2022
Application submission	186	171
Complaint points acceptance	42	33
Decision	5	5
Total	236	209

Application stage

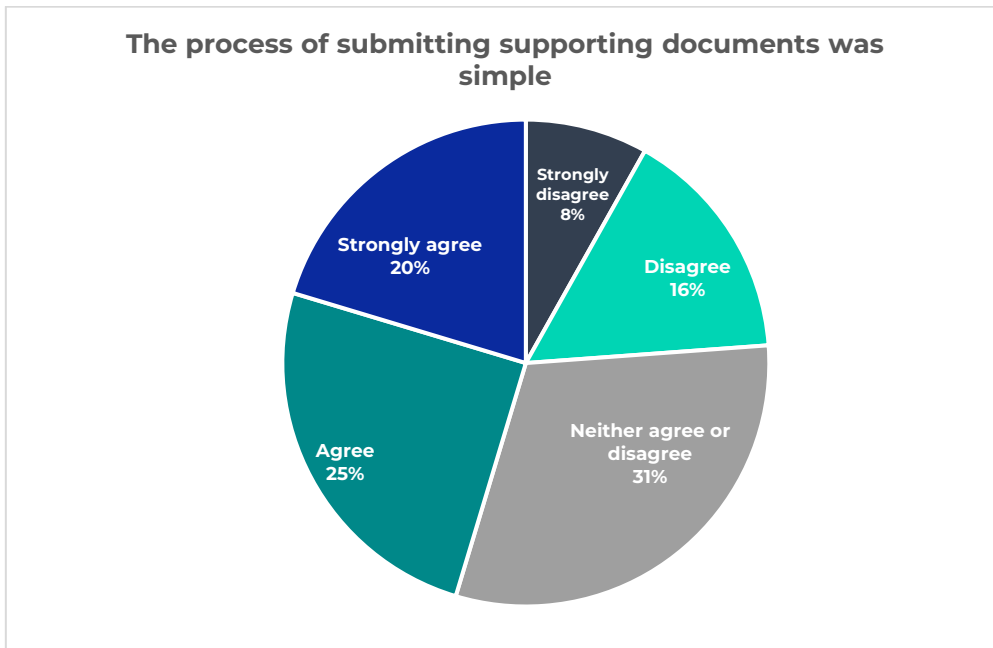
- 72 per cent of customers told us they were able to complete the application without support from the BBRS team whilst 28 per cent of customers needed some help. These figures have remained the same as in August 2022.



- 56 per cent of customers agreed, or strongly agreed the application was simple to complete. This has remained the same since June 2022.

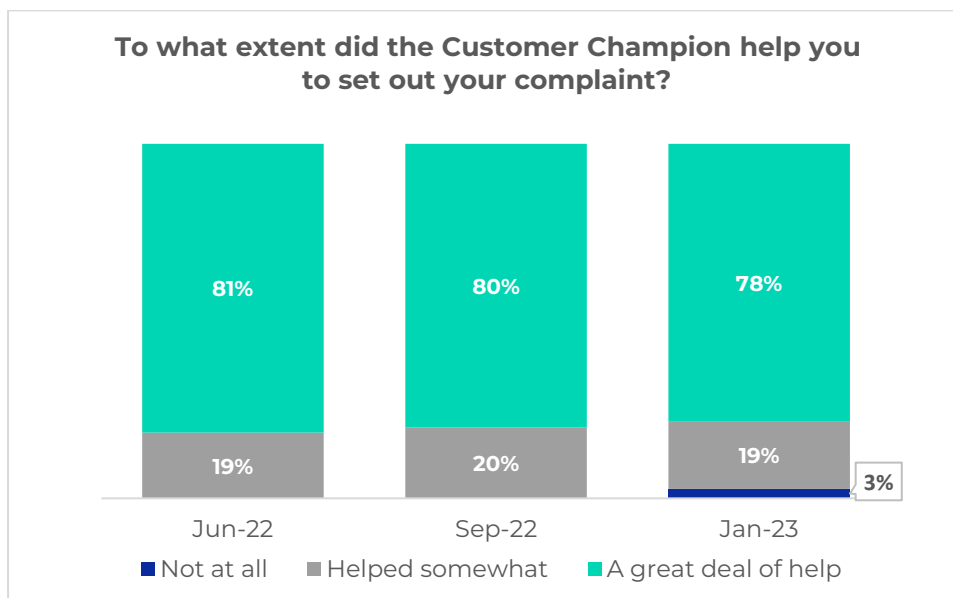


- 45 per cent of customers agreed, or strongly agreed, the process to submit supporting documents was simple – this has increased from 44 per cent in August 2022.



Setting out the customers’ complaint

- 78 per cent of customers told us they had received a great deal of help from their Customer Champion in setting out their complaint, which remains at a similar level to the 80 per cent rating in September 2022.
- 19 per cent of customers felt the Customer Champion had somewhat helped them and three per cent (one customer) told us their Customer Champion provided no help.



This highlights that our customer-centric approach, with our policy of having one point of contact for customers throughout their complaints journey, is proving effective.

Decision stage

We continue to have limited feedback from this stage of the journey, as anticipated.

We are aware the further along the complaints journey the customer is, the less likely they are to engage in requests for formal feedback.

Also, due to the number of cases that have completed the complaints journey in full, we expect there to be less feedback at this stage currently.

Service complaint insights

The BBRS received a total of 23 service complaints between inception and early January 2023. Since the last report, the BBRS has received six new service complaints.

The topics covered in these additional service complaints are varied but the following themes have featured:

Time taken

Two customers were unhappy with the time taken to formally find that their cases were ineligible for the BBRS.

Customer expectations are always managed at the start of the process, but the BBRS will investigate all possible avenues to see if the case could be eligible. This process can take time, and customers are always kept updated. We think it's important to ensure all routes are considered before we reach a formal outcome.

Many cases were pre-enrolled with the BBRS before it's official launch on 14 February 2021. The time taken to reach an outcome is measured from the day the BBRS went live and could start work on the case, not the pre-enrolment date.

Time granted

Two customers were unhappy with the time granted to them to submit information or material related to their cases.

When the BBRS requests information from either party it is customary to allocate a set time for response. This is to ensure the timely progression of all cases. Where either party requests additional time this will always be considered and in general it's granted. The amount of additional time granted will depend on the individual circumstances of the case.

Complaint outcome

Five customers expressed disappointment with the outcome of their complaints via the service complaint process.

A service complaint is not a mechanism for challenging the investigation or outcome of a case. Challenges of this nature should be directed to the Appeals process.

Customer Champion feedback

Customer Champions work closely with customers to help guide them through the complaint process.

Throughout the case journey, customers discuss with Customer Champions what they like about the BBRS and where they think the BBRS could work differently.

Up until 3 January 2023 there were various instances of positive feedback from customers centring on the help and support they received from the casework team. Most notably, customers commented on the help they received from the casework team during their complaint.

Alongside the positive comments, we received feedback from a customer who felt the rules were complex, but they were supported by their Customer Champion who helped them understand the process.