

# OSTS CUSTOMER SURVEY 2016

## Introduction

A customer care survey was carried out by the Official Seed Testing Station for Scotland (OSTS) in October 2016 to get feedback from advisory customers using the seed testing service.

## Method

Four hundred and ninety eight (498) advisory customers were selected from the SEEDS database. The survey was set up with 11 questions and was emailed to customers using the [www.QuestBack.com](http://www.QuestBack.com) service. Customers without an email address were sent a paper copy and a freepost envelope to return it to OSTS. The possible response scores were: very satisfied, satisfied, neither satisfied or dissatisfied, dissatisfied or very dissatisfied. There was also an option to leave comments and contact details if desired although customers were given the opportunity to remain anonymous. The survey was open for two weeks and the expected time to complete the survey was less than 5 minutes.

## Results

Of the 498 customers contacted, 98 responded giving a response rate of 19.7%. All of the respondents gave scores of very satisfied, satisfied or neither satisfied or dissatisfied. 2% of respondents were dissatisfied with the timescale for receiving results (Figure 1) and information provided on pricelists (Figure 9) but no other dissatisfied or very dissatisfied responses were received. The results of each question are given as a percentage and shown in the figures below.

Figures 1 to 3 refer to the receipt of test results.

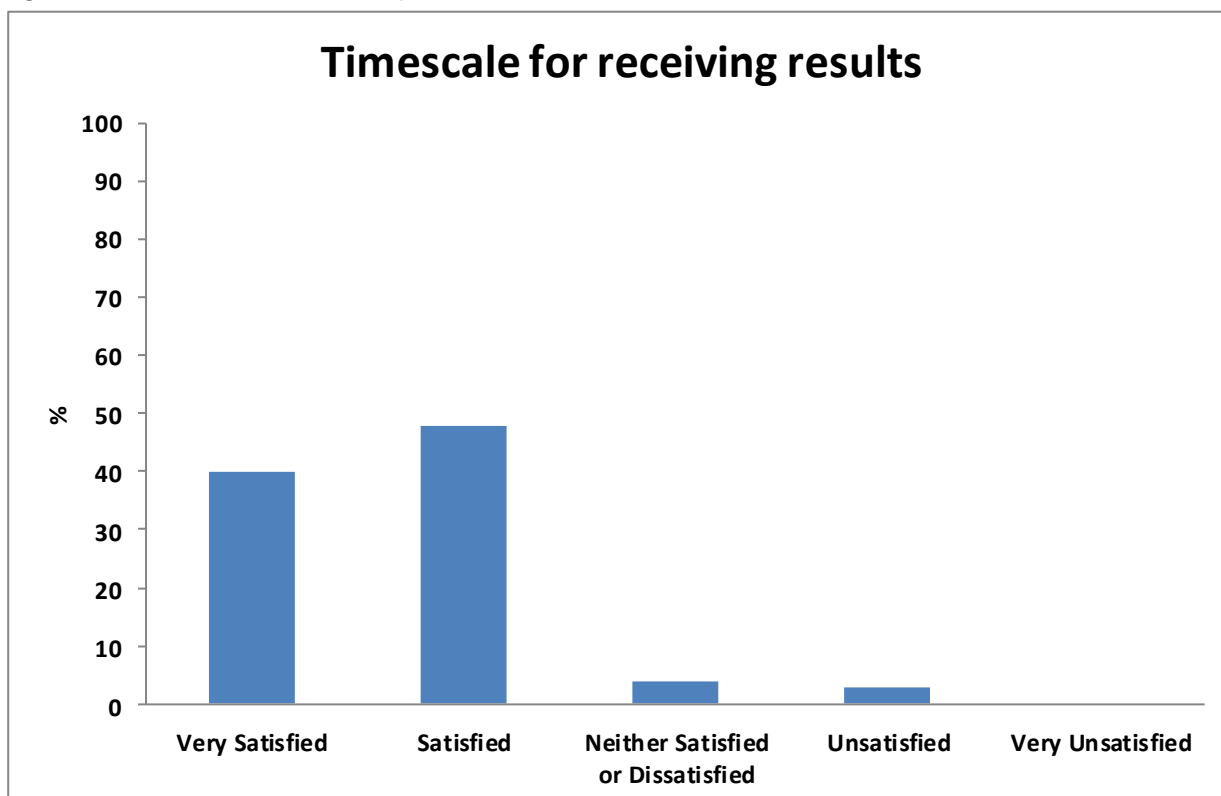


Figure 1: Response for the timescale for receiving test results

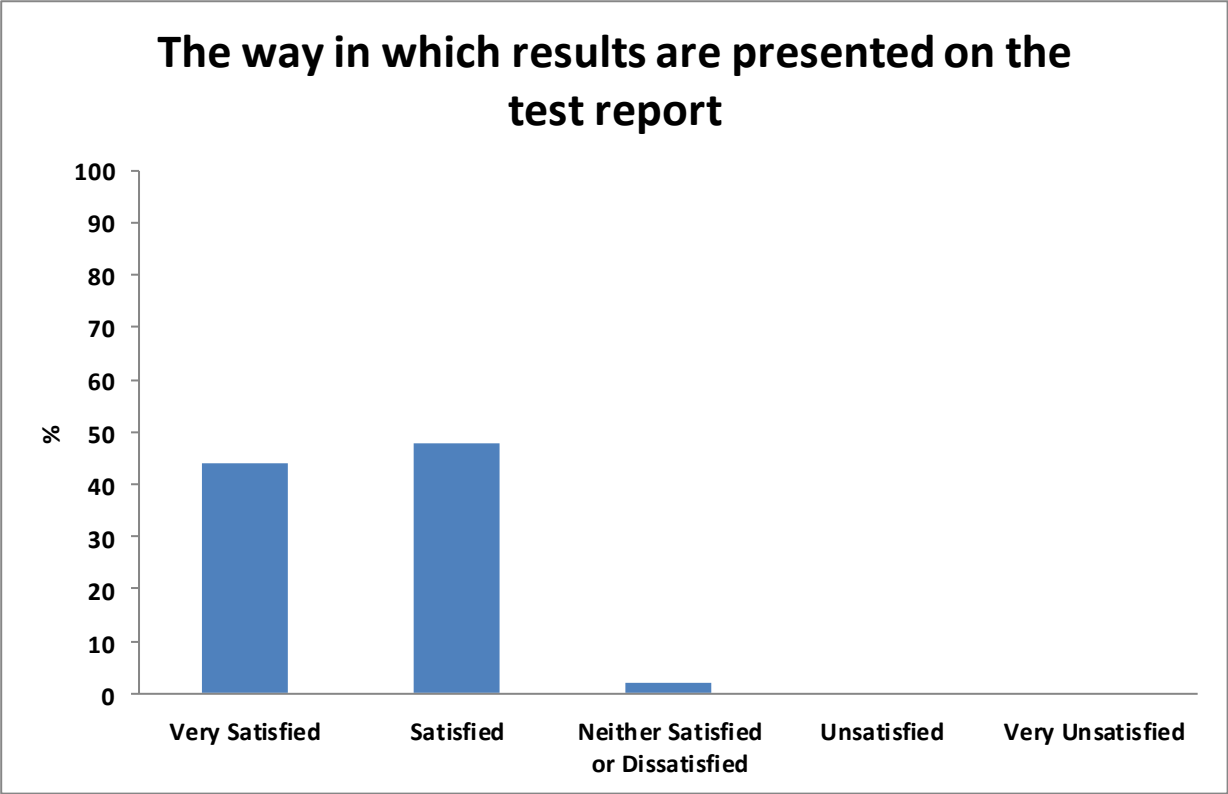


Figure 2: Response for the way in which results are presented on the test report

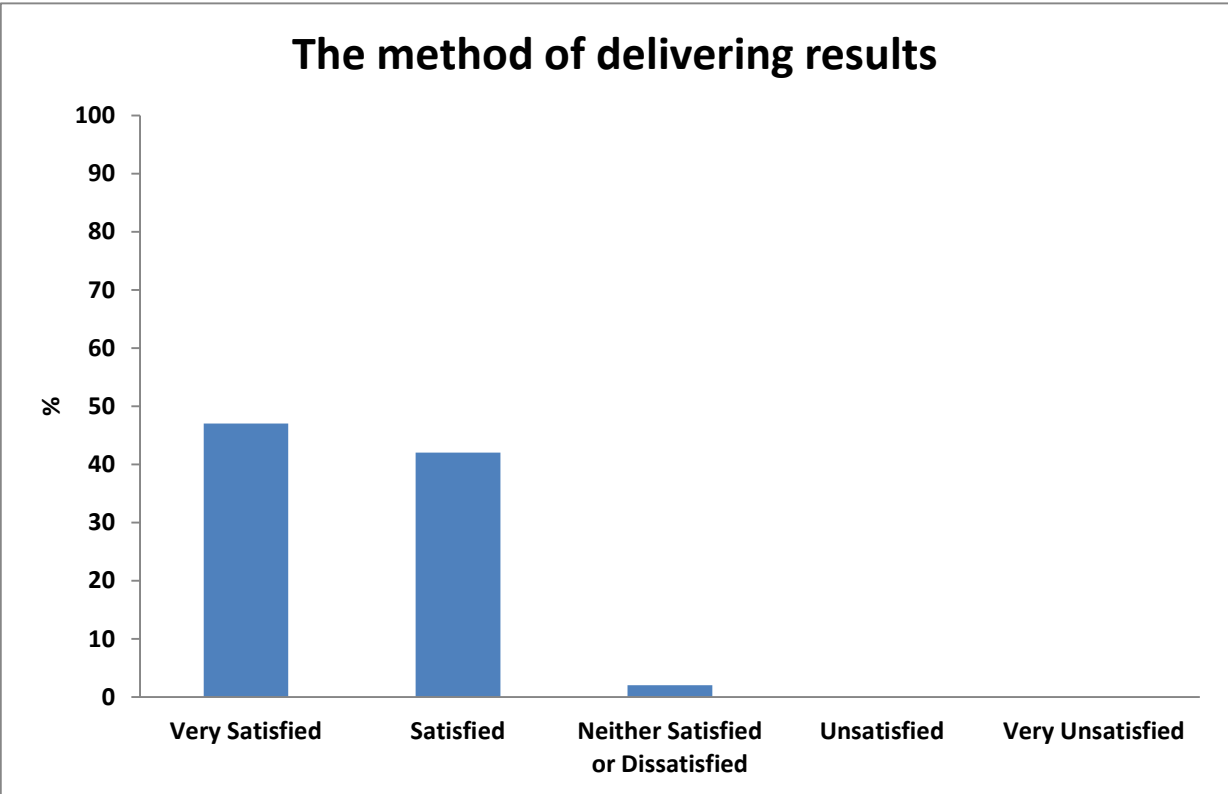


Figure 3: Response to the method of delivering results (fax, email, post)

Figures 4 to 10 refer to the service and advice provided by the OSTs

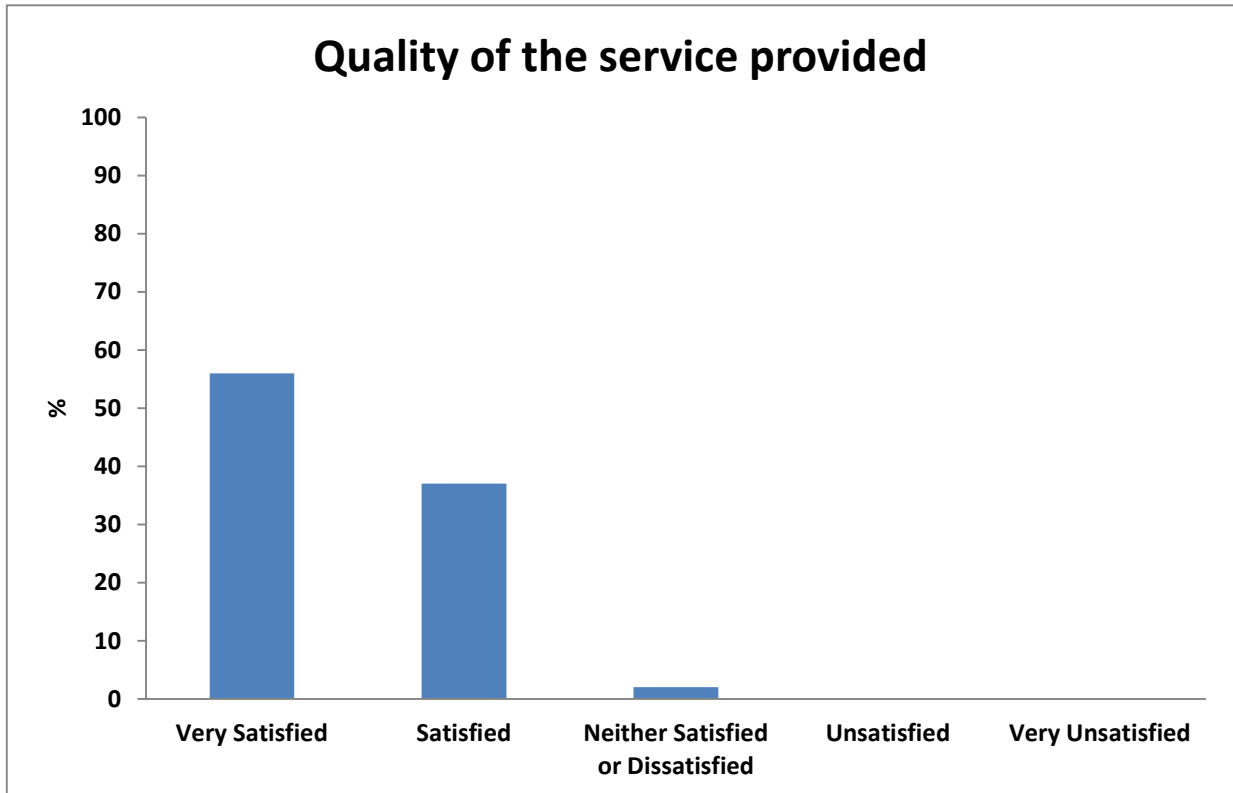


Figure 4: Response to the quality of the service provided

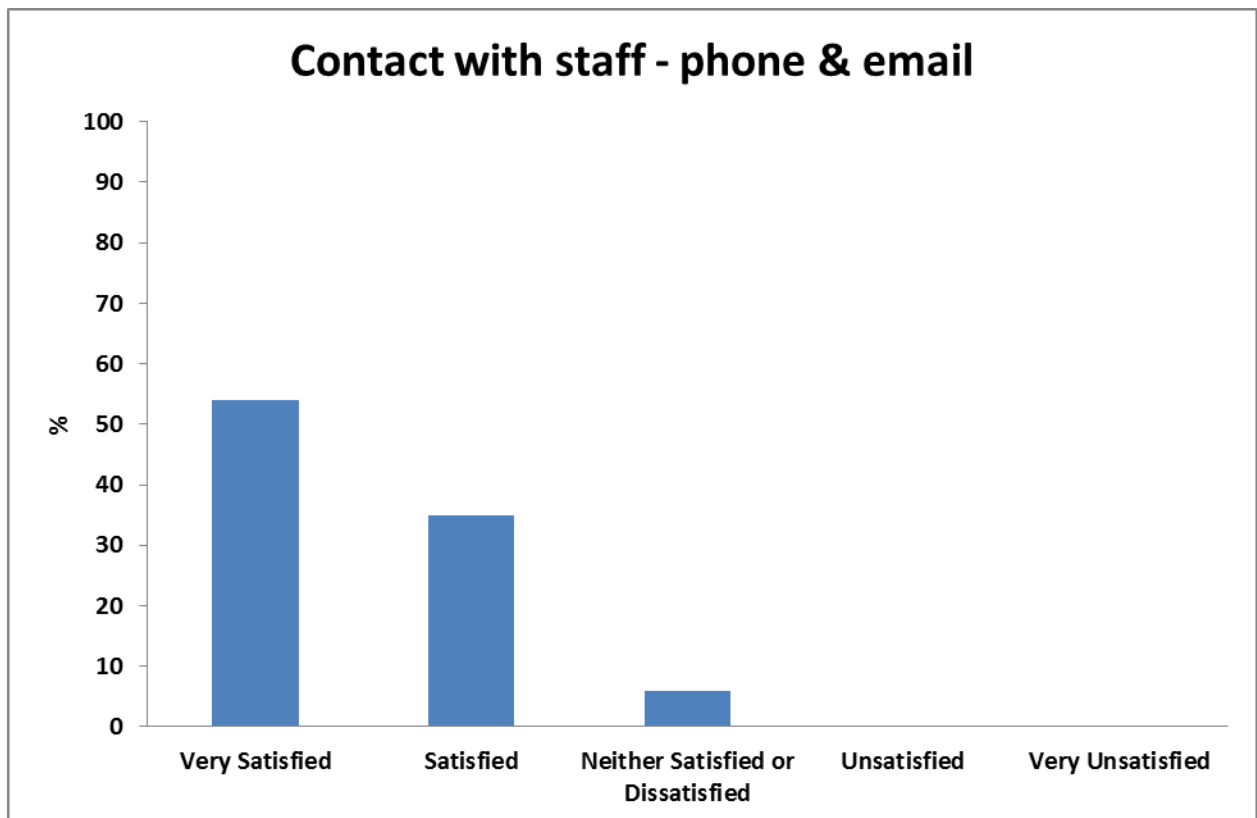


Figure 5: Response to the contact with staff – phone and email



Figure 6: Response to the contact with staff in person

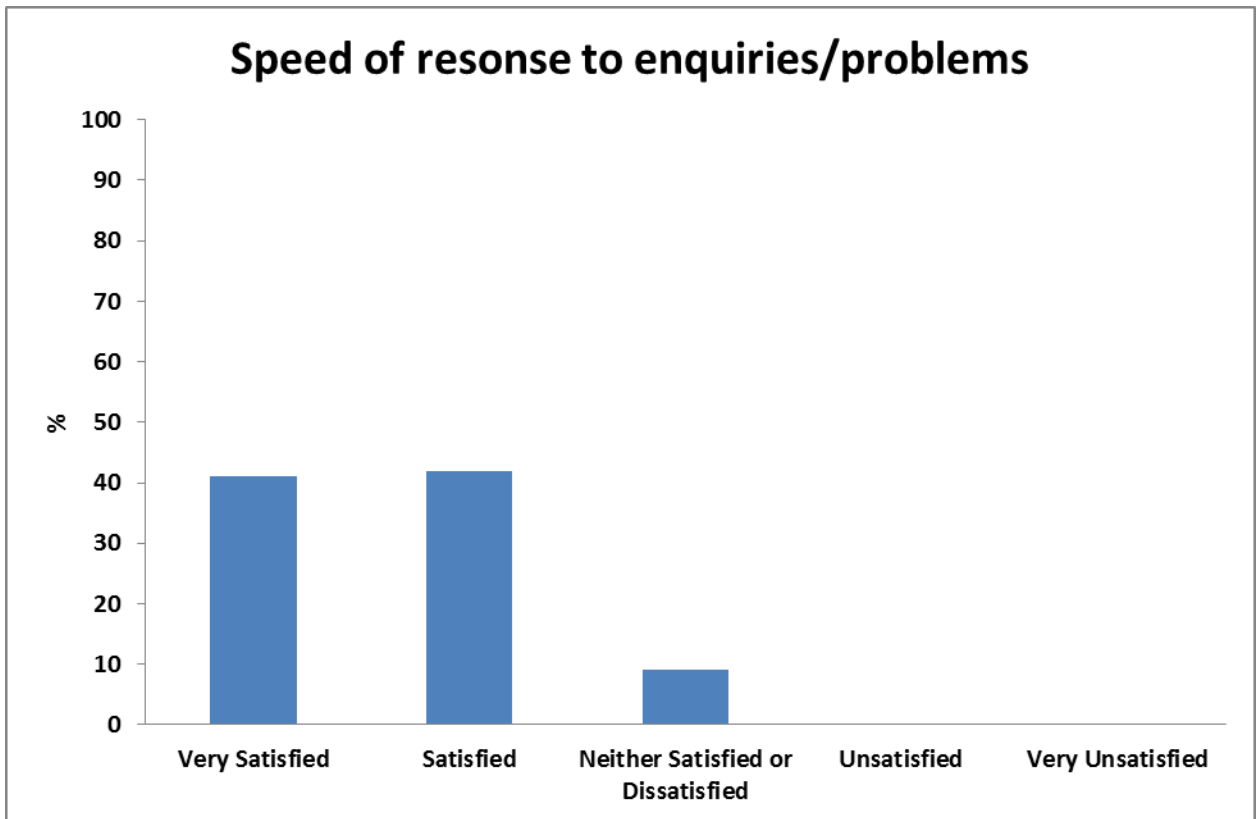


Figure 7: Response to the speed of responding to enquiries/problems

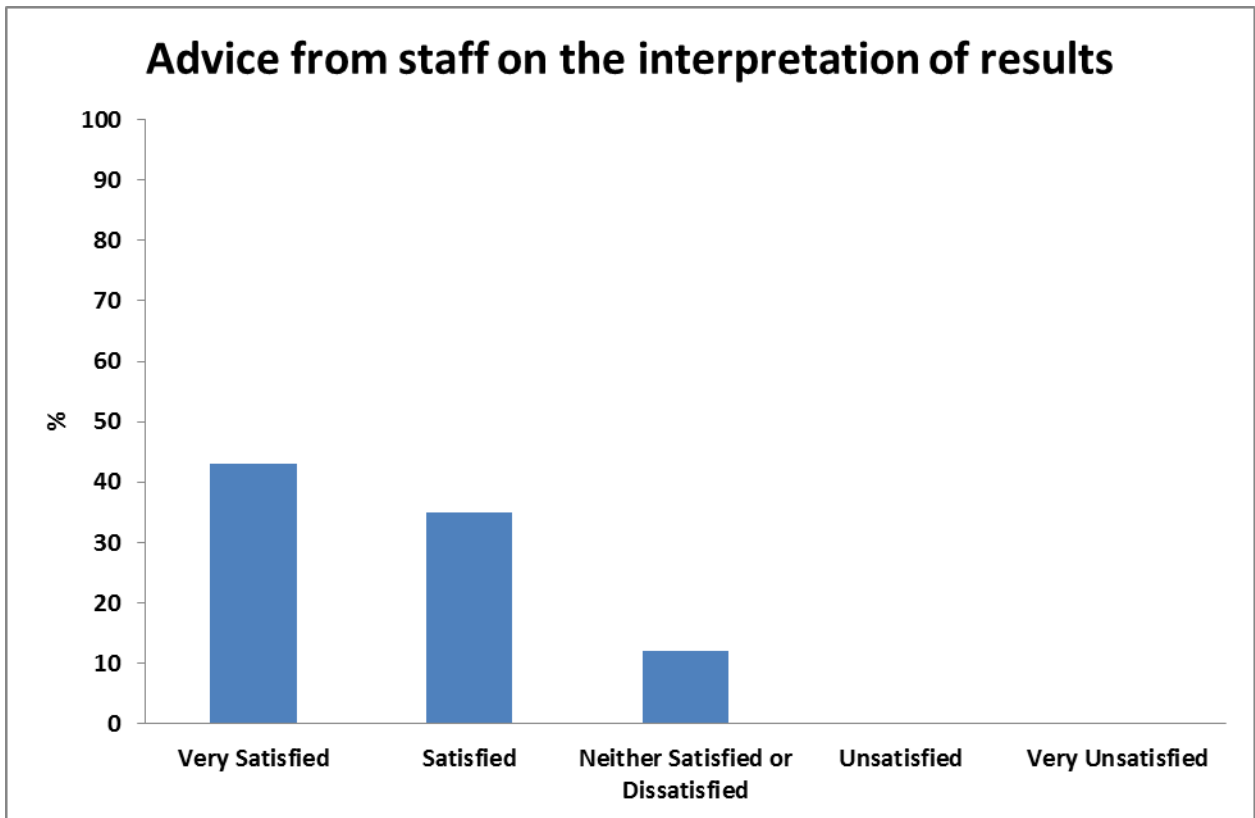


Figure 8: Response to the advice from staff on the interpretation of results

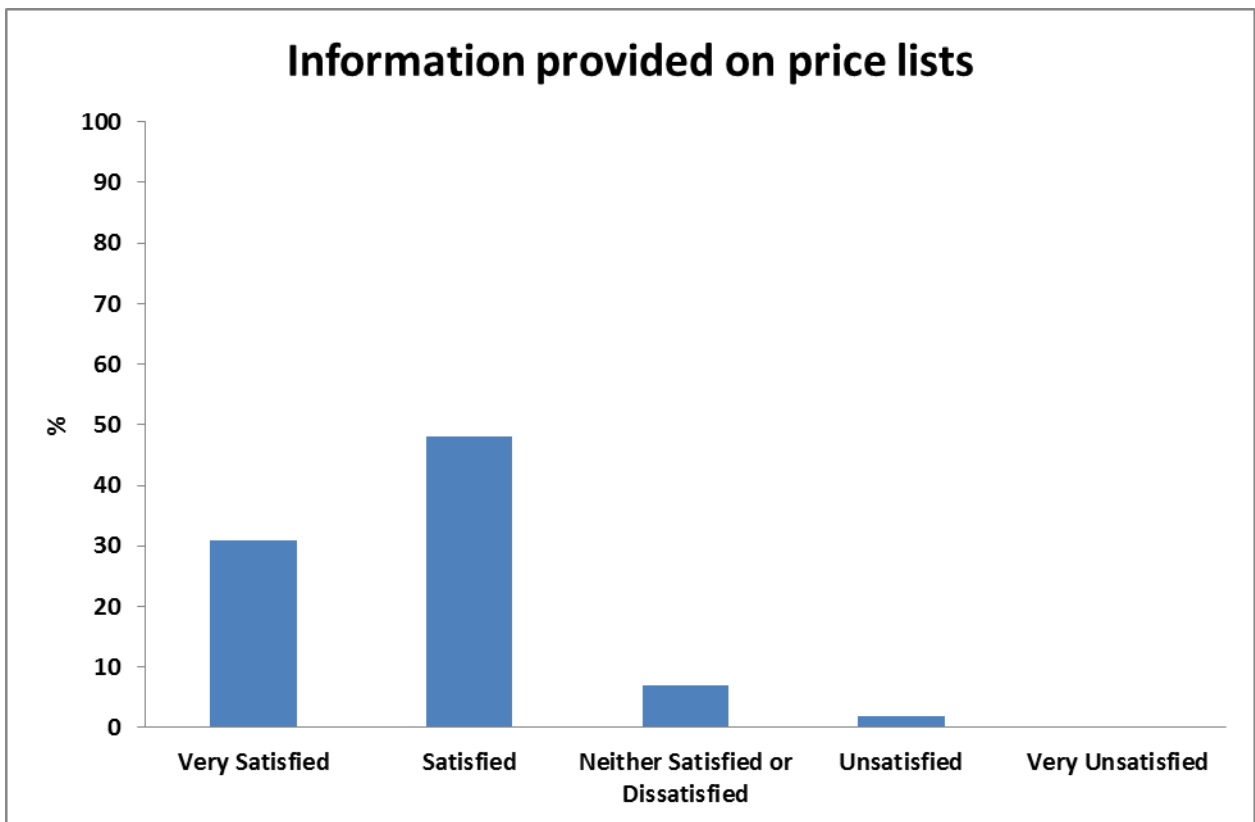


Figure 9: Response to the information provided on price lists

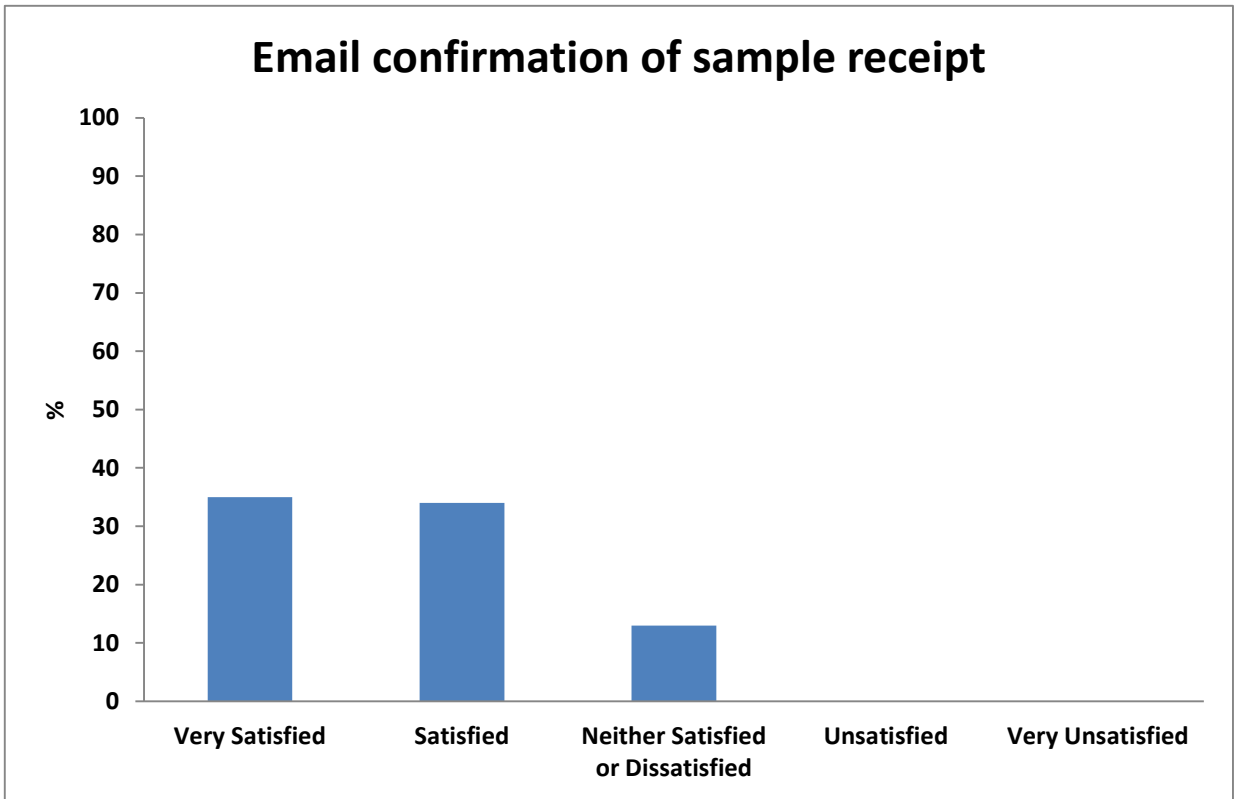


Figure 10: Response to the email confirmation of sample receipt

The final question referred to the overall satisfaction and is shown in Figure 11

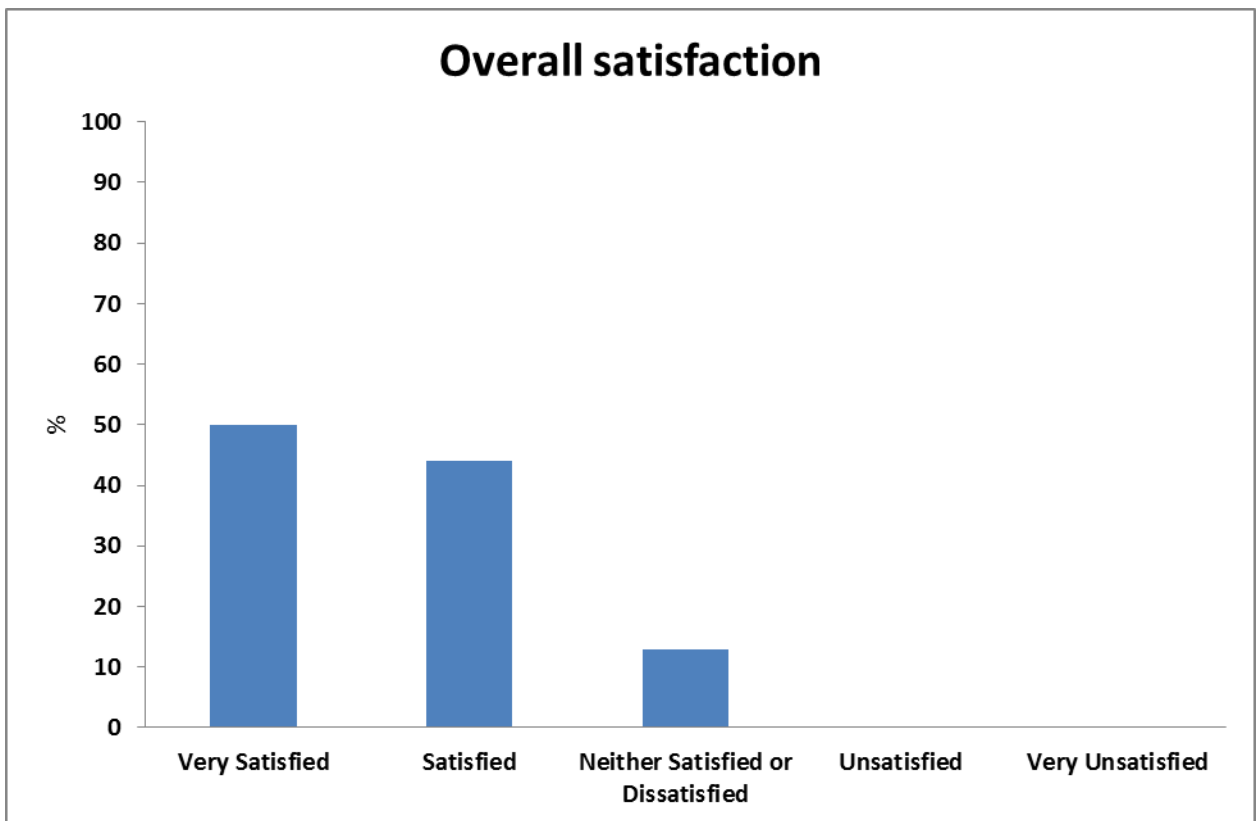


Figure 11: Response to the overall satisfaction

The results showed that almost all responses were positive with only Figure 1 and Figure 9 each showing 2% of customers were unsatisfied with the timescale of receiving results and information provided on pricelists. No further dissatisfied or very unsatisfied responses were received.

## **CONCLUSIONS**

This customer survey gave positive results in almost all areas and is backed up by the positive comments received. This demonstrates that the OSTS is offering a high level of service in all areas and providing a good service to customers.

The OSTS would like to thank our customers for taking the time to answer this questionnaire, providing information and their continued business is very much appreciated.

Gillian McLaren  
OSTS  
18 March 2016