

## YouGov / RightNow Technologies Survey Results

Sample Size: 2020

Fieldwork: 9th - 11th December 2009

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 2020	1037	983	169	367	412	366	706	985	1035	459	344	193	228	515	100	181
Base: All GB adults 2020	970	1050	242	329	397	345	707	1111	909	497	331	194	259	463	101	176

If you could ask all organisations to eliminate ONE of the following bad customer service experiences in 2010, which would it be? (Please tick the option that best applies to you)

Being put on hold for an indefinite amount of time when calling the contact centre	26%	26%	27%	23%	20%	26%	24%	32%	25%	29%	29%	27%	28%	25%	23%	27%	29%
Not being able to find the information you need on the company website	3%	5%	2%	9%	4%	3%	3%	2%	4%	3%	2%	2%	4%	3%	5%	6%	6%
Being forced to interact with an organisation through their chosen communication channel rather than your preferred channel (i.e. email when you prefer phone)	8%	9%	6%	7%	9%	7%	7%	8%	10%	5%	9%	7%	5%	11%	8%	3%	7%
Having to repeat yourself to uninformed agents	10%	11%	10%	8%	14%	12%	14%	8%	12%	8%	10%	12%	10%	10%	11%	15%	7%
No support online when making a purchase	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	-	-	1%	-	-
Premium rate numbers (0870 etc.)	25%	23%	26%	20%	21%	23%	27%	27%	23%	26%	23%	25%	25%	28%	27%	19%	19%
Having to make multiple calls or emails to resolve an issue	15%	15%	15%	16%	20%	19%	13%	11%	16%	14%	15%	13%	21%	13%	15%	20%	14%
Having to make multiple calls or emails to just find out some information	5%	4%	5%	7%	5%	4%	5%	4%	5%	5%	4%	6%	4%	5%	5%	3%	7%
Emails that only ever get an automated response with no issue resolution	4%	3%	5%	4%	3%	2%	4%	5%	4%	4%	4%	3%	2%	4%	3%	6%	7%
Don't know	3%	4%	2%	6%	4%	3%	2%	2%	2%	4%	4%	3%	1%	2%	3%	2%	4%

All figures, unless otherwise stated, are from YouGov Plc.

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Total	Working status						Marital status					
Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/D ivedorced	Widowed	Never Married	Refused
Unweighted Base 2020	1090	290	111	318	34	177	981	275	203	56	465	40
Base: All GB adults 2020	1069	292	121	331	32	175	951	260	208	59	504	39

If you could ask all organisations to eliminate ONE of the following bad customer service experiences in 2010, which would it be? (Please tick the option that best applies to you)

Being put on hold for an indefinite amount of time when calling the contact centre	26%	24%	28%	26%	33%	23%	26%	30%	23%	27%	29%	21%	26%
Not being able to find the information you need on the company website	3%	4%	2%	9%	2%	5%	1%	2%	4%	1%	5%	7%	-
Being forced to interact with an organisation through their chosen communication channel rather than your preferred channel (i.e. email when you prefer phone)	8%	9%	5%	5%	7%	13%	6%	8%	6%	6%	8%	8%	8%
Having to repeat yourself to uninformed agents	10%	13%	9%	8%	7%	4%	6%	11%	10%	14%	5%	9%	10%
No support online when making a purchase	1%	1%	0%	2%	0%	7%	-	1%	1%	1%	-	1%	-
Premium rate numbers (0870 etc.)	25%	23%	24%	20%	28%	17%	31%	25%	25%	28%	30%	20%	33%
Having to make multiple calls or emails to resolve an issue	15%	15%	19%	13%	11%	9%	16%	13%	20%	14%	7%	19%	8%
Having to make multiple calls or emails to just find out some information	5%	5%	7%	9%	4%	1%	2%	4%	5%	6%	6%	5%	7%
Emails that only ever get an automated response with no issue resolution	4%	3%	4%	4%	5%	1%	6%	4%	3%	2%	8%	4%	1%
Don't know	3%	2%	2%	5%	2%	19%	5%	2%	3%	2%	2%	5%	7%

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## YouGov / RightNow Technologies Survey Results

Sample Size: 2020

Fieldwork: 9th - 11th December 2009

	Total	Children per household				
Base	0	1	2	3+	Refused	
Unweighted Base 2020	1409	235	246	82	48	
<b>Base: All GB adults 2020</b>	<b>1414</b>	<b>240</b>	<b>236</b>	<b>83</b>	<b>47</b>	

If you could ask all organisations to eliminate ONE of the following bad customer service experiences in 2010, which would it be? (Please tick the option that best applies to you)

Being put on hold for an indefinite amount of time when calling the contact centre	26%	26%	28%	28%	21%	25%
Not being able to find the information you need on the company website	3%	3%	3%	5%	6%	-
Being forced to interact with an organisation through their chosen communication channel rather than your preferred channel (i.e. email when you prefer phone)	8%	8%	11%	5%	8%	5%
Having to repeat yourself to uninformed agents	10%	11%	9%	12%	10%	6%
No support online when making a purchase	1%	1%	1%	1%	-	-
Premium rate numbers (0870 etc.)	25%	25%	24%	22%	30%	32%
Having to make multiple calls or emails to resolve an issue	15%	16%	13%	14%	9%	5%
Having to make multiple calls or emails to just find out some information	5%	4%	4%	4%	10%	14%
Emails that only ever get an automated response with no issue resolution	4%	4%	5%	4%	2%	3%
Don't know	3%	3%	2%	4%	3%	11%

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