

Annual Customer Satisfaction Survey Targets

Review date: 01/11/2019

Historical Targets

Past targets used over the last 4 years are shown below:

Target Category	2015	2016	2017	2018
<i>Target for minimum level of satisfaction - Excellent, Very Good, Good, or Satisfactory response to annual customer satisfaction survey</i>	78%	80%	82%	84%
<i>Target for maximum level of dissatisfaction - Unsatisfactory response to annual customer satisfaction survey</i>	22%	20%	18%	16%

Current and Future Targets

The company's current and future target categories have been more finely segmented/nuanced and projected over the next 4 years as shown below:

Target Category	2019	2020	2021	2022
<i>Target for minimum level of satisfaction - Excellent or Very Good / Strongly Agree / Yes / Expectations Exceeded response to annual customer satisfaction survey</i>	57%	61%	65%	69%
<i>Target for minimum level of satisfaction - Good or Satisfactory / Agree or Neither / Expectations Achieved response to annual customer satisfaction survey</i>	29%	27%	25%	23%
<i>Target for maximum level of dissatisfaction - Unsatisfactory / Disagree or Disagree Strongly / No / Expectations Not Achieved response to annual customer satisfaction survey</i>	14%	12%	10%	8%

Effectively the positive feedback has been divided so our target is to get roughly two thirds of positive responses in the upper positive response categories and one third in the normal positive response category.