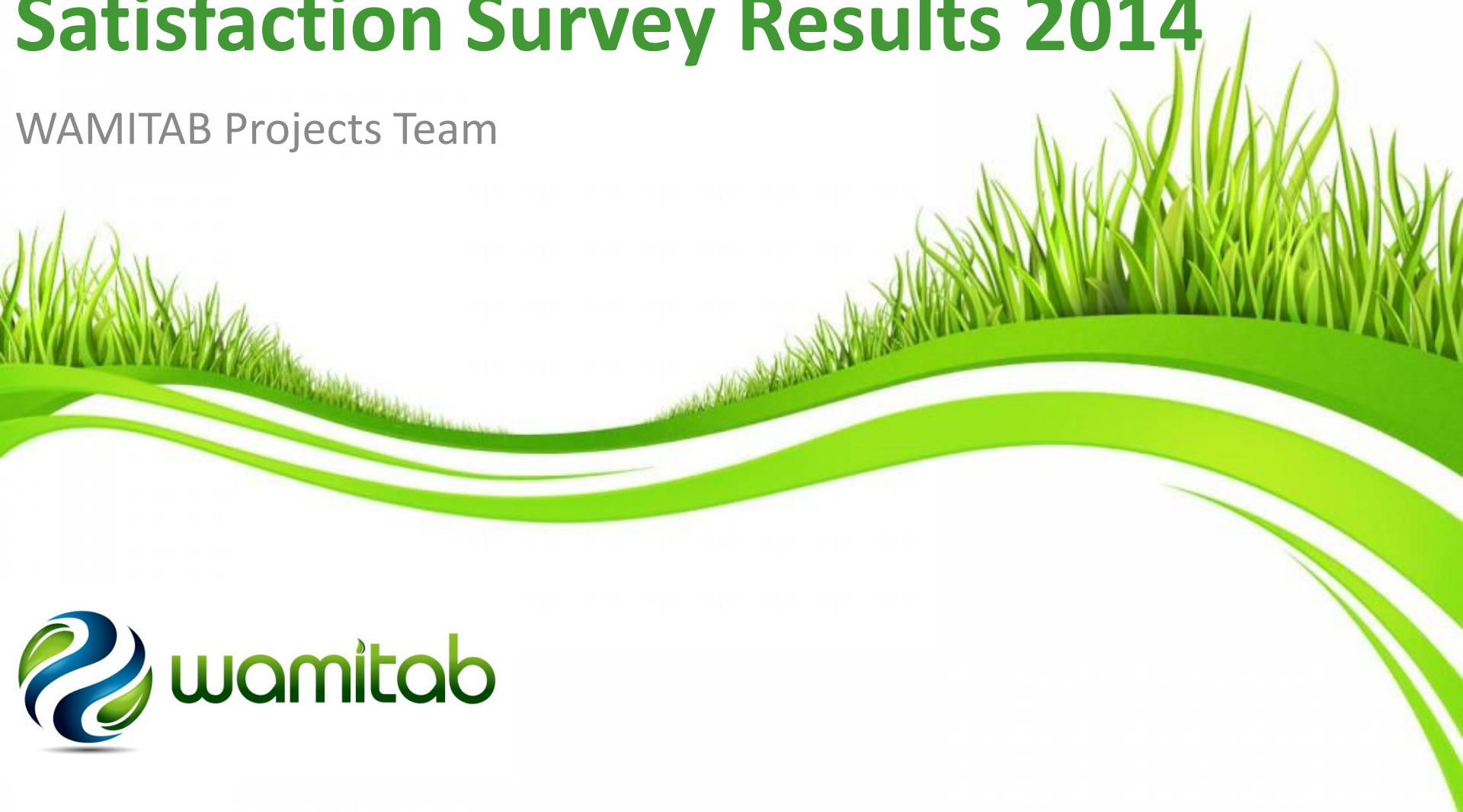


Customer & Stakeholder Satisfaction Survey Results 2014

WAMITAB Projects Team



Introduction

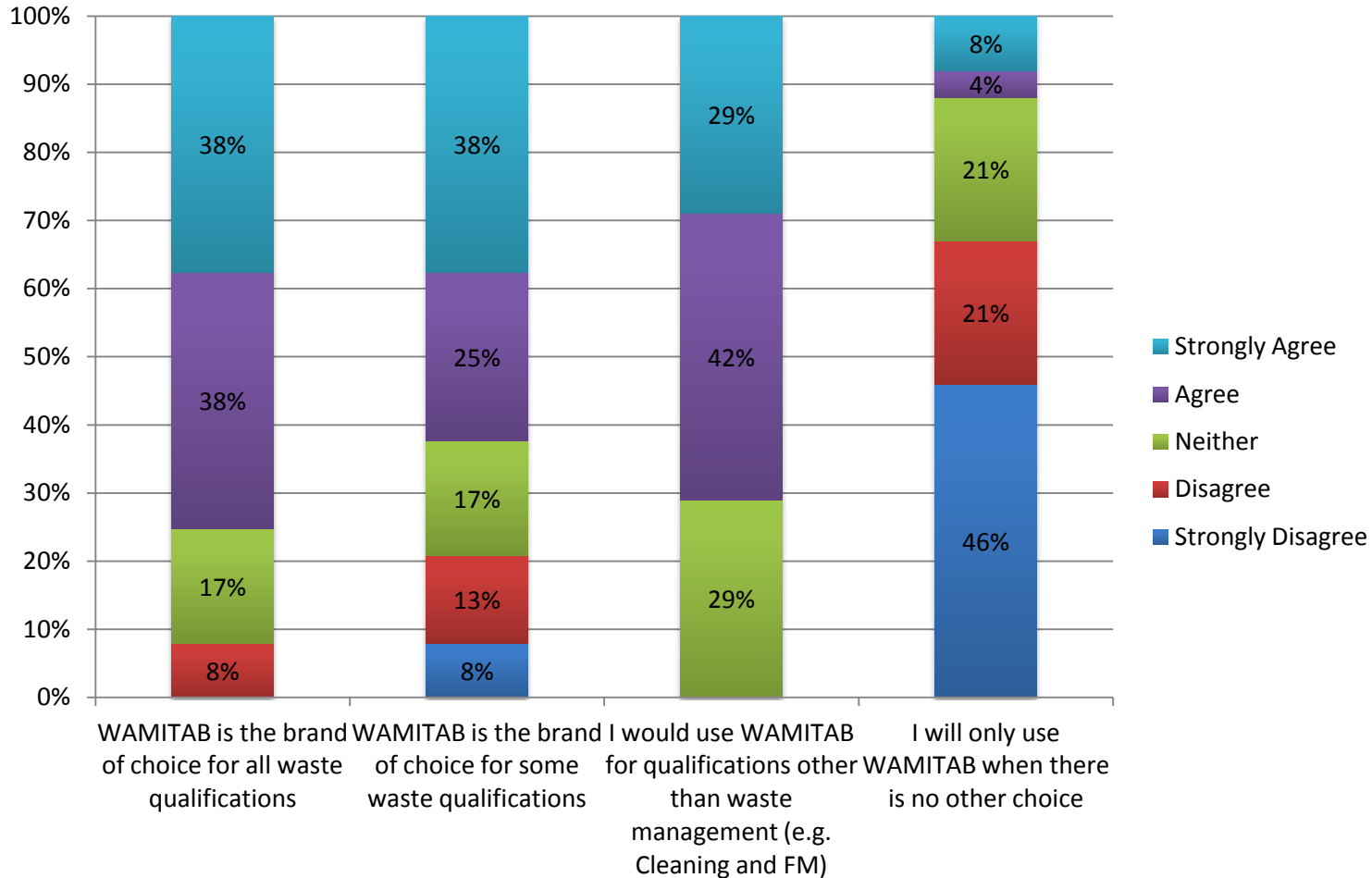
The annual customer and stakeholder satisfaction survey is administered by WAMITAB every 12 months to help us review our performance so that we can continue to provide our centres and valued stakeholders with the care and support they have come to expect from WAMITAB over the years.

Overall, the responses to the survey were very positive with our customers and stakeholders reporting that they remain satisfied with the level of service that WAMITAB provides.



WAMITAB Brand

Figure 1: Perceptions of WAMITAB Brand



Note: Centres only. May not total due to rounding.



WAMITAB Support

Figure 2: Perceptions of WAMITAB staff

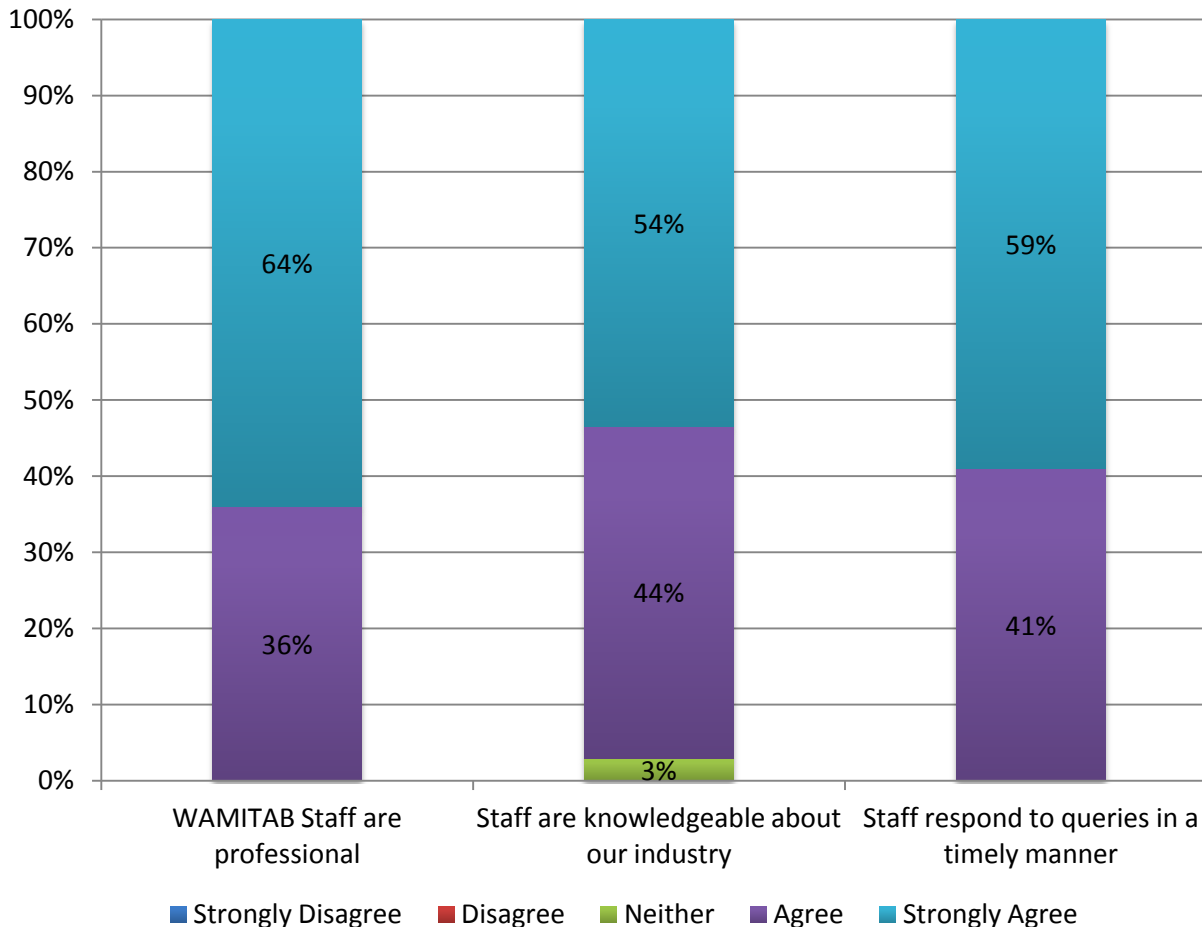


Figure 2 shows that the majority of respondents to the customer and stakeholder survey agreed or strongly agreed that WAMITAB staff were professional (100%), knowledgeable (98%) and responded to queries in a timely manner (100%).



Note: All respondents. May not total due to rounding.

Customer Service Comparison

Figure 3: Customer Service Comparison with other AOs

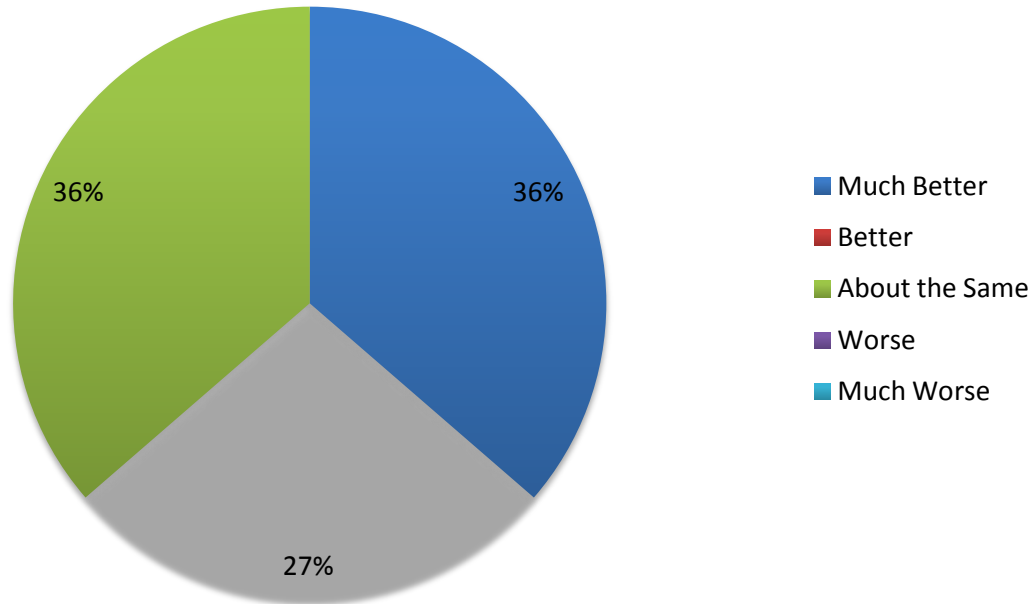


Figure 3 shows that the majority of respondents felt that WAMITAB's customer service was better or much better than our competitors (63%), while a further 36% stated it was about the same.



Note: All respondents. May not total due to rounding.

Pricing Structure Comparison

Figure 4: Pricing Structure Comparison with other AOs

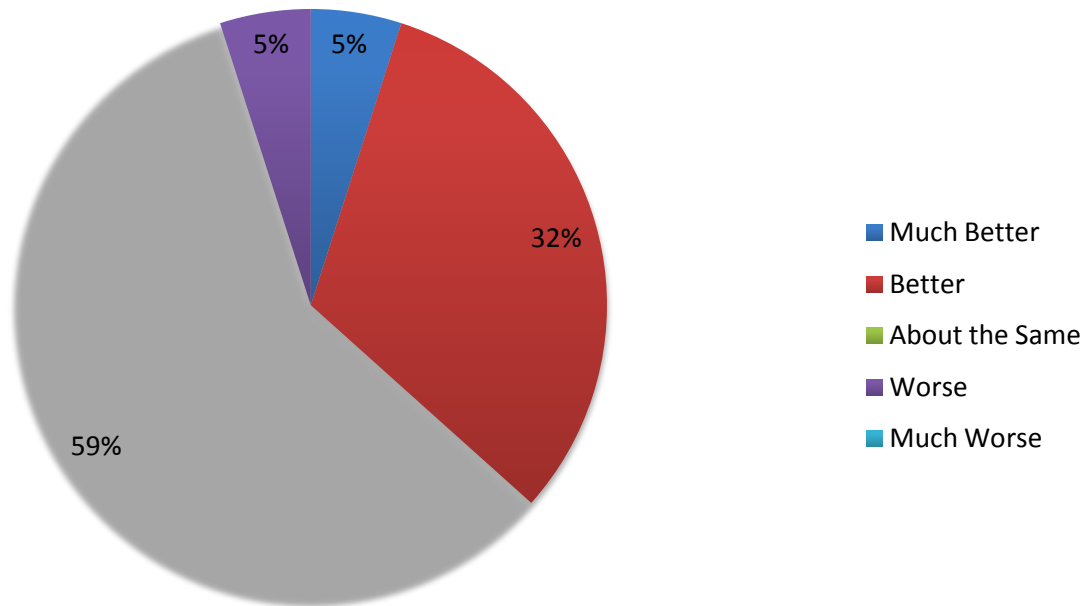


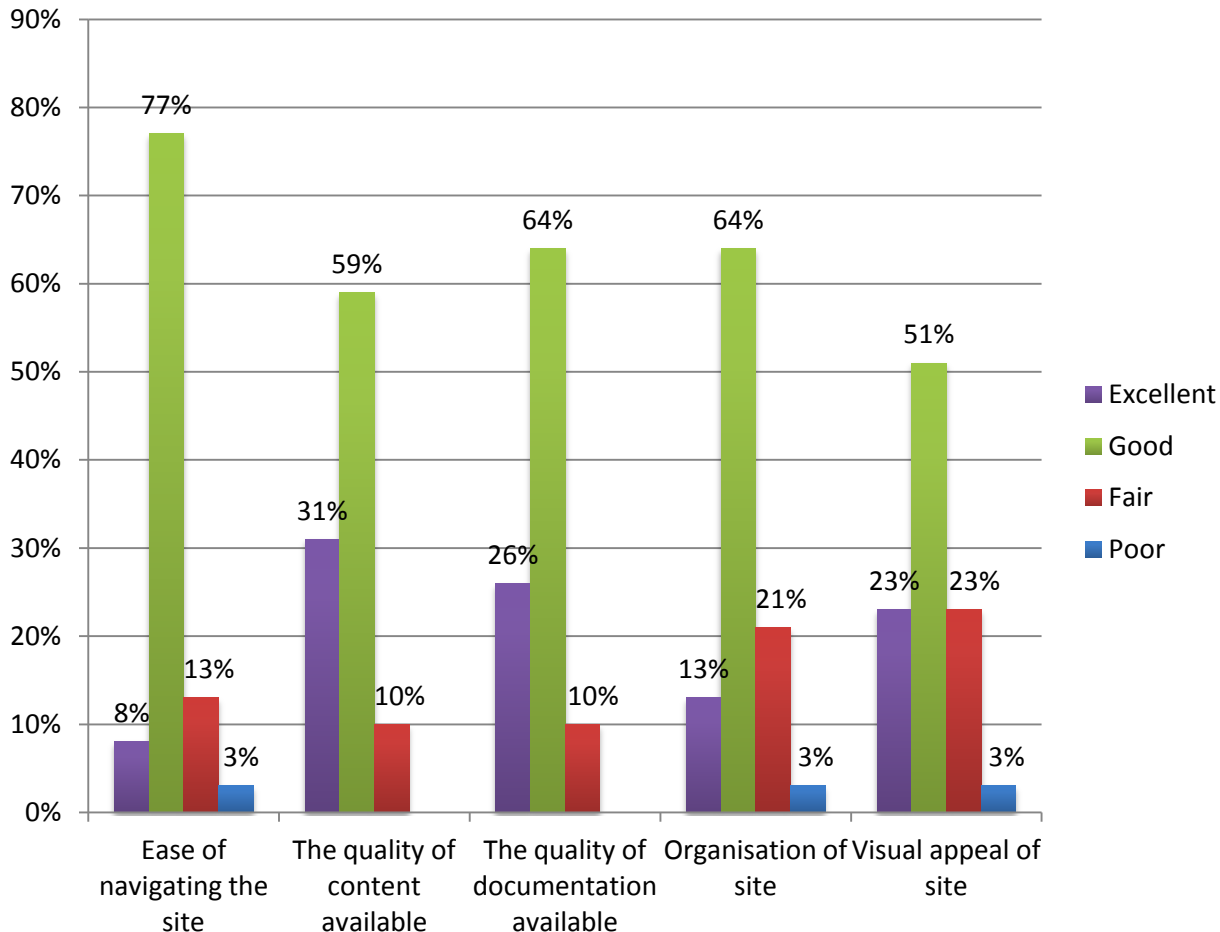
Figure 4 shows that 37% of respondents stated our pricing structure was better or much better than our competitors – this is a 14% increase on the proportion of respondents in 2012 (23%).



Note: All respondents. May not total due to rounding.

WAMITAB Website

Figure 5: Website rating



The majority of respondents were positive about the website with:

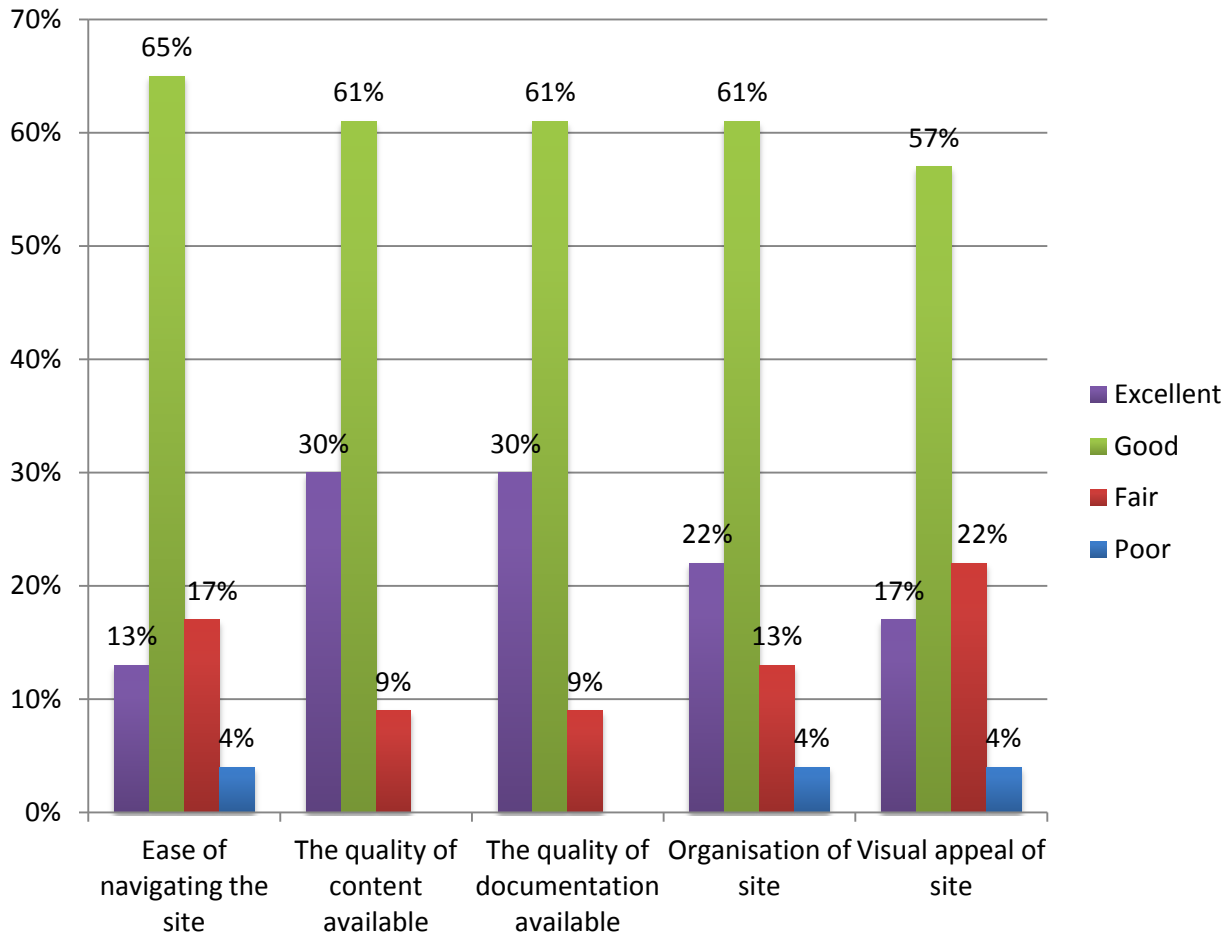
- 77% rating ease of navigation as good.
- 64% rating the quality of documentation as good.
- 64% rating the organisation of the site as good.



Note: All respondents. May not total due to rounding.

WAMITAB Members' Log-in

Figure 6: Members' Log-in Area rating



The majority of respondents were positive about the website with:

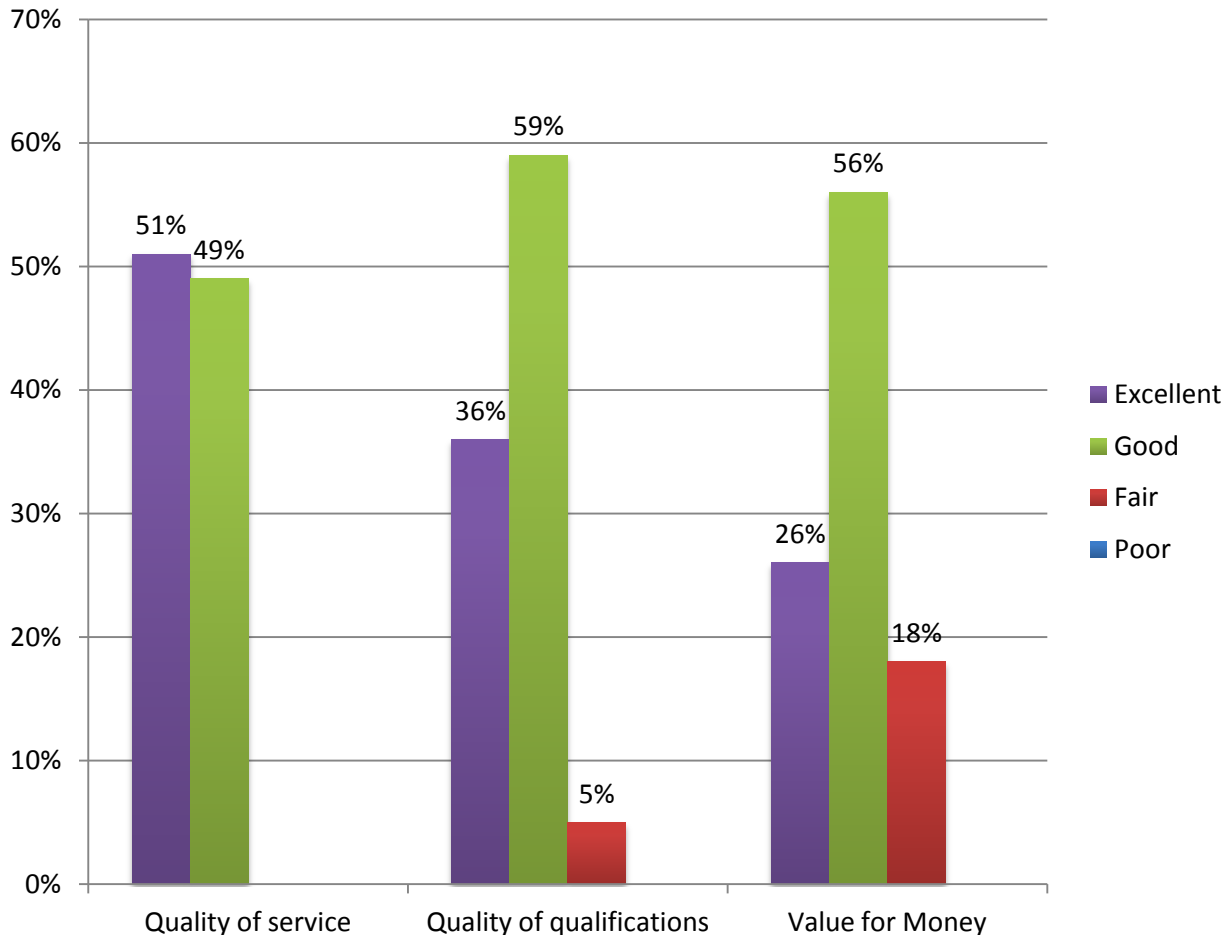
- 65% rating ease of navigation as good.
- 61% rating the quality of documentation as good.
- 61% rating the organisation of the site as good.



Note: Centres only. May not total due to rounding.

Overall Satisfaction

Figure 7: Overall satisfaction



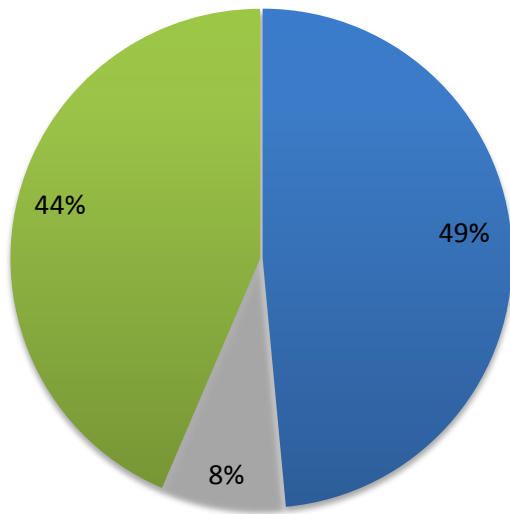
- 100% our quality of service as good or excellent.
- 95% rated the quality of our qualifications as good or excellent.
- 82% rated WAMITAB as good or excellent value for money.



Note: All respondents. May not total due to rounding.

Respondents

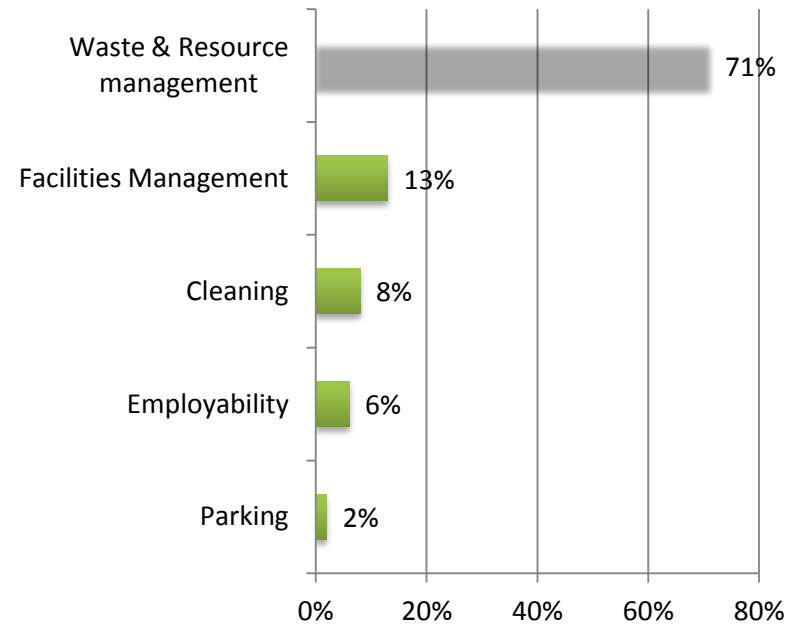
Figure 8: Respondent type



■ A representative from a WAMITAB Approved Centre ■ An employer ■ A user

Note: All respondents. May not total due to rounding.

Figure 9: Industry/Sector



Note: All respondents. Will not total as respondents could select more than one option.



Thank you

Any Questions?

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