

# 2013 member and broker survey



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We would like to express our appreciation to those members and brokers who took time to complete the member survey which we conducted in June.

Member satisfaction is a key driver of the club's success and it is therefore essential that we meet and if possible exceed the expectations of our members whenever we can.

We make it a priority to understand our members' requirements and views on our performance. There is an on-going programme to capture the assessment of the satisfaction of members visited by senior colleagues during the course of each year. In addition we carry out a formal survey of members' views from time to time to make sure we are on track. We would be surprised if the formal survey told us something significant which we weren't already aware of. Nevertheless, it is useful from time to time to check our own evaluation, to assist us in our drive for continuous improvement.

The results from the survey have now been processed. They are generally encouraging; satisfaction overall was high and improved slightly on the results in the last survey two years ago. We have analysed the findings, as well as the useful individual feedback provided by many members and brokers. This information assists us in our planning so that we can build a stronger club.

#### What the survey shows

- Before we look at the ways to improve we should acknowledge that members and their brokers are generally very satisfied with the Standard Club. This is more often than not a reflection of the quality of the people with whom they deal and the commitment our people demonstrate to doing whatever they can to support our members. I would like to express my appreciation to everyone in our team who contributes to this success.

- Claims service is still the key driver of member satisfaction and we should continue our focus on making sure we provide proactive help, with skilled knowledgeable colleagues offering assistance as soon as it's needed
- One of the key findings from the survey was that we sometimes fall short of expectations because the people who look after members entered in the club are moved between departments too frequently. Of course a part of this is because we are keen to provide our colleagues with challenging and interesting careers and we think that this is in the best interests of the club's members. We aim to be a dynamic club, and that means there will be some movement! Nevertheless, we fully appreciate that members and brokers prefer to deal with people over a period of time who know their business and with whom they are able to develop a relationship of trust. We need to continue our focus on providing continuity, reducing the extent to which we move people around

The club thanks all members and brokers who took part in the survey, and in particular those who provided additional comments and suggestions. We continue to welcome feedback on all aspects of club performance.