

# **RSA CUSTOMER SURVEY REPORT SEPTEMBER 2008**

## **Introduction & Background**

### **1. Introduction & Background**

This is the 8<sup>th</sup> customer survey report and covers the period from January 2008 to June 2008. It was conducted by mruk research in August 2008 and includes a summary of the key findings and the data. A table summarising the satisfaction with the grant application process for each of the surveys carried out to date has also been included for comparison purposes. The report highlights that overall customer satisfaction with RSA continues to be high.

### **2. Research Methodology**

A quantitative approach was employed for the survey with RSA customers, consisting of a telephone survey (CATI – Computer Aided Telephone Interviewing). All the interviews were conducted by **mruk's** I.Q.C.S. (Interviewer Quality Control Scheme) accredited interviewers based in Glasgow. In the eighth survey 81 applicants contact details were provided to mruk by RSA in July 2008.

For a survey of this nature strike rates can fluctuate between one successful interview in every four calls to one in ten. Although the sample of 81 provided was small, a total of 52 interviews were achieved in this survey i.e. 64%. The interviews lasted between 10 – 12 minutes in length, following a structured questionnaire approved in advance with comments and input by RSA.

### 3. Summary of Key Findings

- As in previous surveys of research, the majority of respondents in Survey 8 (69%) had applied for grants of between £50,001 and £250,000 (compared to 63% in Survey 7, 73% in Survey 6, 61% of the total sample in both Survey 5 and Survey 4, 56% in Survey 3, 69% in Survey 2 and 71% in Survey 1).
- Awareness of RSA continued to be driven by a range of information sources, with previous RSA experience dominating.
- Almost one in three respondents (30%) had received some form of communication or materials from RSA prior to application with such information being considered useful.
- Two thirds (67%) had visited the RSA website. Over three quarters rated the content and design to have been good or very good.
- 46% of respondents used the website to help inform their decision to apply for RSA funding, up from 35% in Survey 7 and the highest level achieved since Survey 1.
- Positive opinions were noted with respect to the website. Only a minority of suggested improvements were offered, and included providing more details on the application process as well as forms being clearer / easier to understand.
- As in previous Surveys, accountants continued to be the most prominent third party source consulted for advice. As in the past most have been satisfied with the advice received.
- About half of the total sample in Survey 8 (48%) reported receiving a coordinated service from both RSA and their LEC or Business Gateway, the large majority of which considered this service useful (88%).
- With the exception of time taken to appraise the application, satisfaction with the RSA grant application process was fairly positive.
- The vast majority of respondents had been offered a meeting with the executive who was handling their application (83%). Such meetings continued to be rated positively over time.
- Awareness of 'Aid for Job Creation' was at it highest level to date (62%).
- As before, a high proportion of respondents had not applied for other public sector support and therefore found it difficult to offer an opinion here. A high proportion of those who had applied for public sector support felt the RSA process to be better or same (79%), whilst opinions of private sector sources of finance in comparison to RSA were more mixed.

## 4. Data

### Size of Grant applied for

	August 2008 – Survey 8 % (No.)
£50,000 or less	14 (7)
£50,001- £250,000	69 (36)
Over £250,000	17 (9)
Refused	-
<b>BASE</b>	<b>52</b>

Base: Total Sample  
Source: **mruk** research, August 2008

### How respondent first heard about RSA

	August 2008 - Survey 8 % (No.)
Have previous RSA experience	<b>42 (22)</b>
Local Enterprise Company	-
Scottish Enterprise	<b>12 (6)</b>
Business Gateway	8 (4)
Accountant	6 (3)
Other intermediary	<b>17 (9)</b>
Consultants	6 (3)
Bank	-
Via a colleague	-
Trade publication	-
Through MSP	-
Contacted the Council for information	-
Chamber of commerce	-
RSA Website	-
Internet / RSA website	2 (1)
RSA Brochure	-
Newspapers	4 (2)
Via another company contact	2 (1)
Via our company board	2 (1)
Can't remember	-
<b>BASE</b>	<b>52</b>

Base: Total Sample  
Source: **mruk** research, August 2008

**Perceptions of the RSA website (Base is those who had visited the RSA website)**

Survey 8 August 2008	Very Good % (No.)	Quite Good % (No.)	Neither/Nor % (No.)	Not Good % (No.)	Not at all Good % (No.)	Don't Know % (No.)
Design	17 (6)	60 (21)	17 (6)	6 (2)	-	-
Ease of navigation	20 (7)	57 (20)	11 (4)	9 (3)	2 (1)	-
Usefulness of content	29 (10)	49 (17)	11 (4)	9 (3)	3 (1)	-

Base: 35  
Source: mruk research, August 2008

**Usefulness of Website in informing applicant about...**

Survey 8 August 2008	Very Useful % (No.)	Useful % (No.)	Neither/ Nor % (No.)	Not Useful % (No.)	Not at all Useful % (No.)	Don't Know % (No.)
Eligibility to apply	56 (9)	38 (6)	-	6 (1)	-	-
Amount of grant available	25 (4)	19 (3)	25 (4)	19 (3)	13 (2)	-
How to apply	50 (8)	31 (5)	6 (1)	6 (1)	-	6 (1)
The process of application	25 (4)	38 (6)	-	19 (3)	13 (2)	6 (1)

Base: 16  
Source: mruk research, August 2008

**The RSA Application Process**

**From where was advice sought?**

	August 2008 – Survey 8 % (No.)
Accountant	55 (21)
Consultants	26 (10)
Local Enterprise Company	8 (3)
Scottish Enterprise	16 (6)
Business Gateway	8 (3)
Other intermediary	-
Business Colleague	-
Bank	-
Via Council	-
RSA Scotland	-
Chamber of commerce	-
Scottish Development International	3 (1)
Media (Newspapers)	-
Corporate Finance Advisor	-
<b>BASE</b>	<b>38</b>

Base: Those who sought advice from third party  
Source: mruk research, August 2008

**Level of Satisfaction with Advice Received**

	August 2008 – Survey 8 % (No.)
Very Satisfied	74 (28)
Quite Satisfied	21 (8)
Neither / Nor	5 (2)
Quite Dissatisfied	-
Very Dissatisfied	-
BASE	<b>38</b>

Base: Those who sought advice from third party  
Source: **mruk** research, August 2008

**Satisfaction with RSA grant application process**

Survey 8 August 2008	Very Satisfied % (No.)	Quite Satisfied % (No.)	Neither / nor % (No.)	Quite Dissatisfied % (No.)	Very Dissatisfied % (No.)	Don't know % (No.)
How RSA staff handled your Initial enquiry	58 (30)	33 (17)	2 (1)	4 (2)	-	4 (2)
Ease of completion of application form	21 (11)	42 (22)	17 (9)	-	12 (6)	8 (4)
Process of appraising your application	39 (20)	40 (21)	6 (3)	10 (5)	6 (3)	-
Time taken to appraise your application	31 (16)	35 (18)	10 (5)	19 (10)	6 (3)	-
Explanation of conditions attached to grant	44 (23)	37 (19)	8 (4)	4 (2)	8 (4)	-
Satisfaction with the overall process	46 (24)	29 (15)	4 (2)	10 (5)	12 (6)	-
Satisfaction with RSA staff assistance during your application	75 (39)	19 (10)	-	2 (1)	-	4 (2)

Base: 52 - Total Sample  
Source: **mruk** research, August 2008

**Usefulness of Coordinated Service in Helping with Application**

	<b>August 2008 – Survey 8 % (No.)</b>
Very Useful	76 (19)
Useful	12 (3)
Neither / Nor	8 (2)
Not Useful	4 (1)
Not at all Useful	-
<b>BASE</b>	<b>25</b>

Base: Those who had received a coordinated service  
 Source: **mruk** research, August 2008.

**Awareness of RSA Initiatives**

	<b>August 2008 – Survey 8 % (No.)</b>
Aid for Job Creation (Job Grant)	62 (32)
<b>BASE</b>	<b>52</b>

Base: Total Sample  
 Source: **mruk** research, August 2008

**How RSA application process compares with...**

<b>August 2008 - Survey 8</b>	<b>RSA Process Better % (No.)</b>	<b>Same % (No.)</b>	<b>RSA Process Not as Good % (No.)</b>	<b>BASE</b>
Other Public Sector support applied for	35 (12)	44 (15)	20 (7)	<b>34</b>
Private sector sources of finance	36 (8)	23 (5)	40 (9)	<b>22</b>

Base: Total Sample excluding those answering 'Don't Know'  
 Source: **mruk** research, August 2008



5. **Satisfaction with RSA Grant Application process**

	Survey 1 – sample 45			Survey 2- sample 52			Survey 3 – sample 55			Survey 4 – sample 71		
	Very satisfied % (no.)	Quite satisfied % (no.)	<b>Total % (no.)</b>	Very satisfied % (no.)	Quite satisfied % (no.)	<b>Total % (no.)</b>	Very satisfied % (no.)	Quite satisfied % (no.)	<b>Total % (no.)</b>	Very satisfied % (no.)	Quite satisfied % (no.)	<b>Total % (no.)</b>
How RSA staff handled your initial enquiry	56 (25)	24 (11)	<b>80 (35)</b>	50 (26)	35 (18)	<b>85 (44)</b>	58 (32)	20 (11)	<b>78 (43)</b>	56 (42)	31(22)	<b>87(64)</b>
Ease of completion of application form	33 (15)	33 (15)	<b>66 (30)</b>	23 (12)	46 (24)	<b>69 (36)</b>	31 (17)	31 (17)	<b>62 (34)</b>	17 (12)	48 (35)	<b>65 (46)</b>
Process of appraising your application	27 (12)	51 (23)	<b>78 (35)</b>	35 (18)	35 (18)	<b>70 (36)</b>	33 (18)	35 (19)	<b>68 (37)</b>	31 (22)	49(35)	<b>80 (57)</b>
Time taken to appraise your application	29 (13)	40 (18)	<b>69 (31)</b>	39 (20)	33 (17)	<b>72 (37)</b>	31 (17)	44 (24)	<b>75 (41)</b>	27 (19)	52 (37)	<b>79 (56)</b>
Explanation of conditions attached to grant	33 (15)	44 (20)	<b>77 (35)</b>	39 (20)	44 (23)	<b>83 (43)</b>	38 (21)	42 (23)	<b>70 (44)</b>	38 (27)	52 (37)	<b>90 (64)</b>
Satisfaction with the overall process	40 (18)	42 (19)	<b>82 (37)</b>	33 (17)	52 (27)	<b>85 (44)</b>	35 (19)	31 (17)	<b>66 (36)</b>	39 (28)	45 (32)	<b>84 (60)</b>
Satisfaction with RSA staff assistance during your application	51(23)	38 (17)	<b>89 (40)</b>	52 (27)	37 (19)	<b>89 (46)</b>	55 (30)	31 (17)	<b>86 (47)</b>	54 (38)	37 (26)	<b>91 (64)</b>

	Survey 6 – sample 72			Survey 6- sample 45			Survey 7 – sample 40			Survey 8 – sample 52		
	Very satisfied % (no.)	Quite satisfied % (no.)	<b>Total % (no.)</b>	Very satisfied % (no.)	Quite satisfied % (no.)	<b>Total % (no.)</b>	Very satisfied % (no.)	Quite satisfied % (no.)	<b>Total % (no.)</b>	Very satisfied % (no.)	Quite satisfied % (no.)	<b>Total % (no.)</b>
How RSA staff handled your initial enquiry	53 (38)	32 (23)	<b>85 (61)</b>	52 (31)	28 (17)	<b>80 (48)</b>	50 (20)	35 (14)	<b>85 (34)</b>	58 (30)	33 (17)	<b>91 (47)</b>
Ease of completion of application form	10 (7)	53 (38)	<b>63 (45)</b>	12 (7)	45 (27)	<b>57 (34)</b>	23 (9)	40 (16)	<b>63 (25)</b>	21 (11)	42 (22)	<b>63 (33)</b>
Process of appraising your application	21 (15)	49 (35)	<b>70 (50)</b>	20 (12)	38 (23)	<b>58 (35)</b>	35 (14)	35 (14)	<b>70 (28)</b>	39 (20)	40 (21)	<b>79 (41)</b>
Time taken to appraise your application	21 (15)	40 (29)	<b>61 (44)</b>	18 (11)	25 (15)	<b>43 (26)</b>	20 (8)	48 (19)	<b>68 (27)</b>	31 (16)	35 (18)	<b>66 (34)</b>
Explanation of conditions attached to grant	21 (15)	49 (35)	<b>70 (50)</b>	20 (12)	60 (36)	<b>80 (48)</b>	35 (14)	45 (18)	<b>80 (32)</b>	44 (23)	37 (19)	<b>81 (42)</b>
Satisfaction with the overall process	29 (21)	50 (36)	<b>79 (57)</b>	28 (17)	42 (25)	<b>70 (42)</b>	38 (15)	43 (17)	<b>81 (32)</b>	46 (24)	29 (15)	<b>75 (39)</b>
Satisfaction with RSA staff assistance during your application	44 (32)	38 (27)	<b>82 (59)</b>	53 (32)	28 (17)	<b>81 (49)</b>	53 (21)	38 (15)	<b>91 (36)</b>	75 (39)	19 (10)	<b>94 (49)</b>

