



Business
Benchmarking
score

85.3

VS

UKCSI Sector
Average of

81.9

All-sector UKCSI
average of

78.4



Experience

85.4

All Sector:

79.4

Retail (Non-food):

83.3



Complaint
Handling

69.7

(below sector average)

All Sector:

66.4

Retail (Non-food):

70.4



Ethics

87.4

All Sector:

76.6

Retail (Non-food):

78.8



Customer Ethos

83.9

All Sector:

77.7

Retail (Non-food):

81.1



Emotional
Connection

85.4

All Sector:

77.6

Retail (Non-food):

80.8

How do we
compare?

How our customers see us

Satisfied **Reassured** Easy
Happy Confident
Reliable **Efficient** Helpful
Friendly