



Business Benchmarking score

83.3

VS

UKCSI Sector Average of

81.2

All-sector UKCSI average of

77.4



Experience

83.5

All Sector:

78.3

Retail (Non-food):

82.5



Complaint Handling

61.3
(below sector average)

All Sector:

60.2

Retail (Non-food):

66.1

How do we compare?



Ethics

85.8

All Sector:

75.8

Retail (Non-food):

78.3



Customer Ethos

82.1

All Sector:

80.5

Retail (Non-food):

82.1



Emotional Connection

83.2

All Sector:

76.7

Retail (Non-food):

80.1

How our customers see us

Satisfied **Good** Easy
Happy Confident **Friendly**
Pleased **Efficient** Helpful