

Invest NI

Quarterly Survey of Customers & Wider Business Base
in Receipt of Support
Qtr 1 2019

April to June 2019

191433



Methodology

- In conducting this research a telephone methodology was employed. The 10 minute questionnaire had been utilised for many years and remained consistent to enable comparisons with previous waves.
- Throughout the fieldwork period, Millward Brown interviewers worked under direct supervision, with approximately 10% of all interviews being monitored by the Call Centre manager using remote 'listening in' facilities. This process ensures that the quality and consistency of interviewing is maintained at all times, fully complying with the standards enshrined within IQCS (Interviewer Quality control Scheme). During each shift, interviewers provided feedback on an ongoing basis so any issues arising could be resolved and dealt with in real time.
- **All research conducted in accordance with ISO 9001:2008, the international quality standard ISO 20252: 2012 and the Market Research Society ethical Code of Conduct. MRQSA Market Research Quality Standards Authority.**



Sample

- Some 221 interviews were completed, 99 of these were Account Managed Customers and 94 were Regional Office Customers, all who accepted a letter of offer or support between April 2019 and June 2019. A sample of 28 were the Wider Business Base who had some form of interaction with Invest NI between April 2019 and June 2019. Of the 221 participating customers and WBB, 174 Customers and 24 WBB agreed to their responses being attributable. These responses have been provided in a separate report.
- Within this report, top line scores for Account Managed Customers, Regional Office Customers and WBB are illustrated for comparison purposes.
- The data has also been broken down by level of financial assistance and support area (grant support and programme support).
- Caution should be applied when comparing some of the results due to the very small base sizes involved in some instances. They should be seen as indicative rather than conclusive.

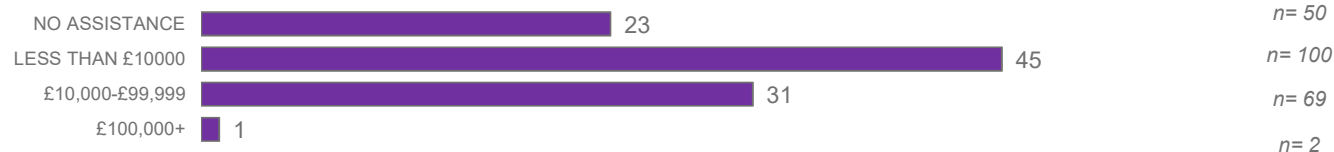
Analysis of Sample



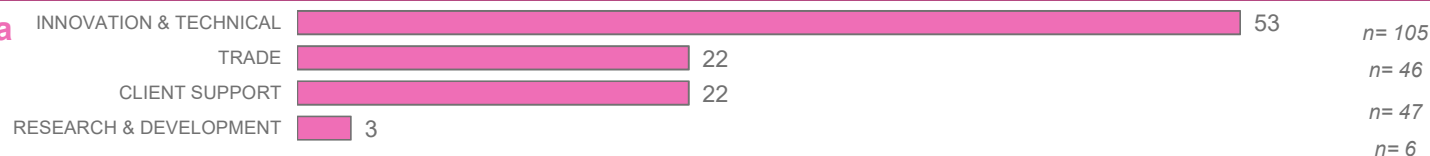
%

Base

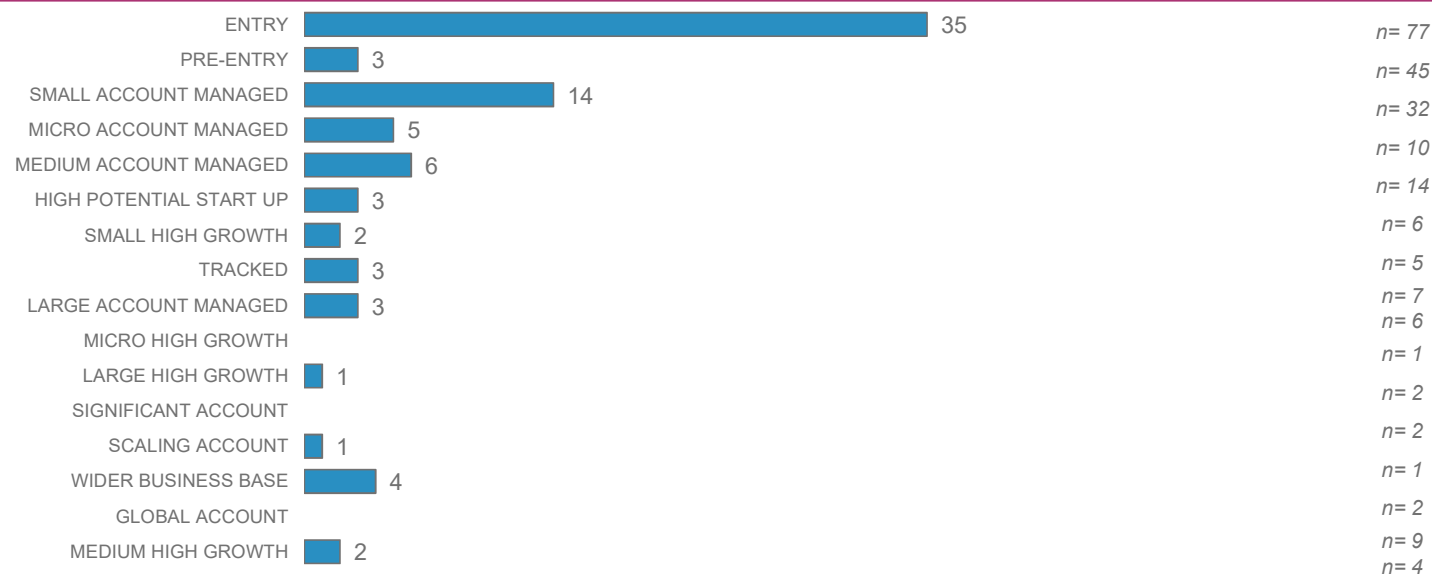
Assistance



Support Area

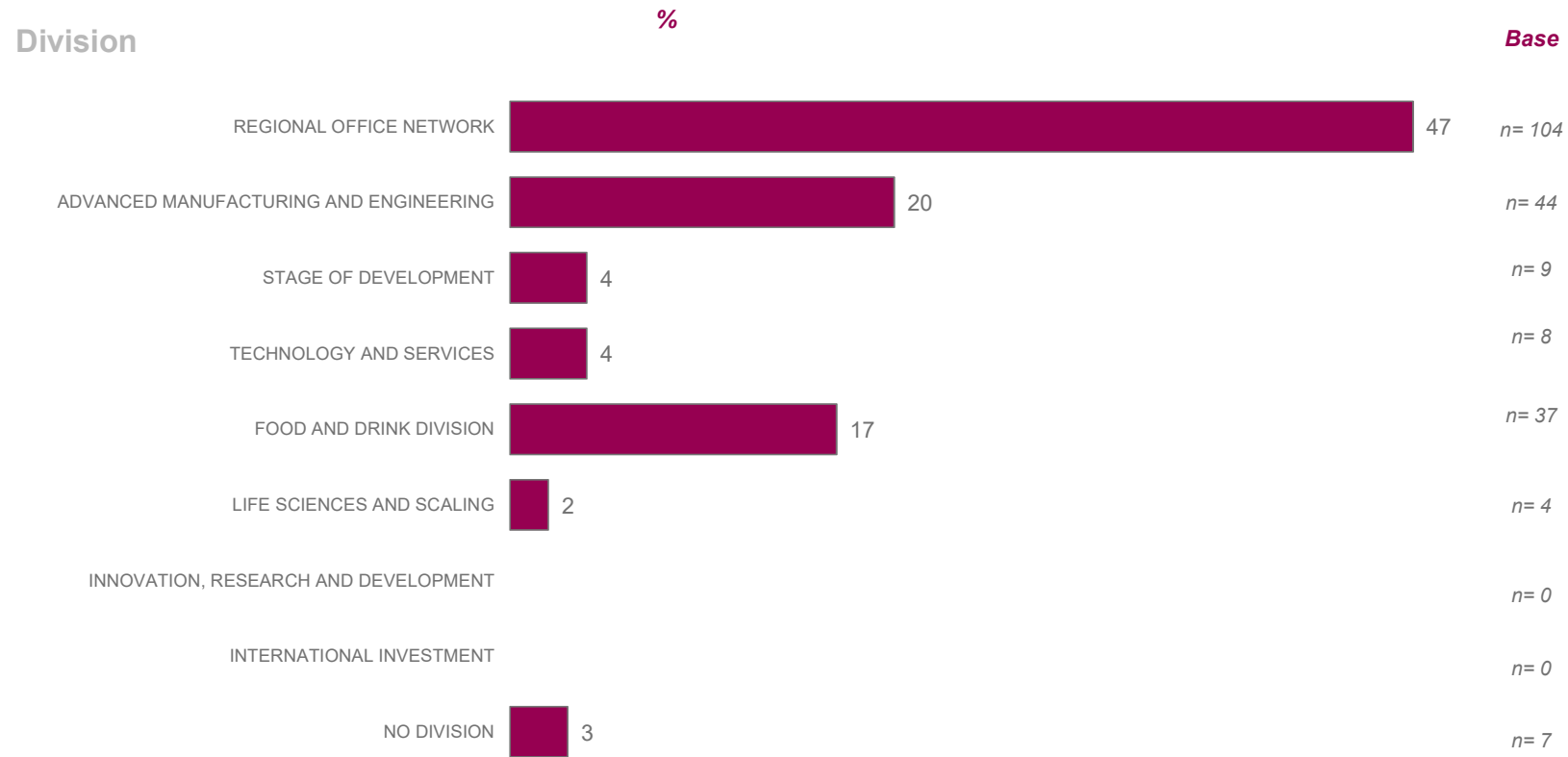


Segment





Analysis of Sample cont'd





Technical Note

- **NOTE:** *In some instances there may be a difference of 1% between the figures depicted on the charts and in the commentary e.g. 45% agree strongly, 45% agree slightly, but the overall agreed figure is 97%. This is due to a rounding of decimal places. In this example, the original results may have been 44.6% and 44.6% thus each rounded up to 45%. When combined this equals 97.2%, which is presented as 97%.*



Executive Summary (1) - Customers

Key Performance Indicators

- In Q1 2019, satisfaction with overall service received remained consistently high across the total sample with over 9 in 10 (94%) claiming to be satisfied. Within this, three quarters (75%) were 'very satisfied' with Invest NI overall. These satisfaction results are up on Q4 2019 (90%) findings.
- Over 9 in 10 of Account Managed Customers surveyed (94%) stated they were satisfied (consistent with Q4 2019 - 94%). Around two thirds (66%) of Account Managed Customers expressed they were 'very satisfied' (down on Q4 2019 - 66%).
- Overall levels of satisfaction among Regional Office Customers (94%) was higher than Q4'19 (89%) results, and there was also an incline in those who claimed to be 'very satisfied' (from 71% to 83%) .
- This quarter only 28 wider business base customers were surveyed so the base is too small to draw any conclusions from but the vast majority (96%) were satisfied.
- Levels of satisfaction remained high across both support areas. Grant support received a mean score of 4.77 (up from Q4'19 at 4.55) and Programme support received a mean score of 4.66 (up from 4.54 in Q4'19).



Executive Summary (2) - Customers

Key Performance Indicators

- In Q1 2019, advocacy levels were high with over 9 in 10 (92%) customers stating they would speak highly of Invest NI (higher than Q4'19 at 85%).
- Advocacy levels were similar among Account Managed Customers (91%) and Regional Office customers (91%), with both increasing on the last quarter (Q4 '19 Account Managed customers 88% / Regional Office customers 86%). Of the 28 WBB customers participating, 28 would speak highly of Invest NI.
- Levels of advocacy were similar for Grant and Programme support, receiving a mean score of 4.53. These results were higher than Q4'19 for Grant support (4.43) and Programme support (4.41).
- Invest NI achieved a Net Promoter Score of +73 (Q4'19 +64). The Net Promoter Score amongst Account Managed Customers was +73 and +70 among Regional Office customers. A score of +82 was achieved among the WBB.



Executive Summary (3) - Customers

- Almost 9 in 10 (87%) customers agreed that Invest NI was helping to develop their business, levels slightly higher than Q4'19 (84%). Agreement was 85% across Account Managed Customers and similar across Regional Office Customers (88%). Agreement was also similar among the WBB (89%).
- In terms of support areas, the highest mean score in relation to Invest NI helping develop business was achieved among those receiving grant support (4.5) compared to programme support (4.47). Figures for grant and programme support had remained fairly stable since Q4'19 (4.5 and 4.4 respectively).
- There was almost universal agreement amongst customers (98%) that Invest NI acts with professionalism and integrity, with over four fifths (84%) of customers strongly agreeing with this sentiment, higher than Q4'19 (75%). Agreement levels were high among Regional Office Customers (99%) and Account Managed Customers (97%). All WBB agreed (100%).
- Levels of agreement were high across the support areas, with Grant support receiving a mean score of 4.92, higher than Q4 '19 (4.74), and Programme support receiving a mean score of 4.79, again higher than the previous quarter (4.68).
- Levels of agreement that Invest NI exceeded expectations remained consistent with Q4 '19 (74% in Q4 compared to 75% in Q1). Agreement levels were higher among Regional Office Customers (79%) than Account Managed (71%).



Executive Summary (4) - Customers

- In Q1 '19, almost 9 in 10 (87%) customers agreed that Invest NI delivered value to their business (higher than Q4'19 at 83%). Agreement levels were slightly higher across the Account Managed (90%) compared to Regional Office customers (84%).
- Just over 4 in 5 (81%) agreed that they received information on additional support programmes that are available from Invest NI. These levels of agreement were marginally higher than Q4'19 (77%). Overall agreement among Regional Office customers was 74%. Account Managed customers had higher levels of agreement (86%).
- Some 9 in 10 customers (90%) were in agreement that a realistic timescale was discussed and agreed for planned activities. A finding that was consistent with the previous quarter (87% in Q4'19).
- Agreement levels among Account Managed customers (92%) had declined slightly since Q4'19 (95%). Agreement levels among Regional Office customers (86%) had remained consistent with Q4'19 (85%).
- The vast majority (94%) were in agreement that Invest NI treated them fairly, similar to Q4'19 (93%). Across customer segments, agreement was higher among Account Managed customers (97%) than Regional Office customers (92%).



Executive Summary (5) - Customers

Key Drivers of Satisfaction

- A key drivers' analysis conducted on the monthly survey data (at beginning of the contract) revealed the seven top drivers of satisfaction were:
 - Helping to develop customers' businesses;
 - Delivering value to customers' businesses;
 - Tailoring solutions to meet business needs;
 - Satisfaction with Client Executive;
 - Discussing and agreeing a realistic timescale for planned activities;
 - Responding to queries in a reasonable timeframe; and
 - Being clear at the start if and how Invest NI could help customers' businesses.
- In Q1 2019, all key drivers of satisfaction achieved a mean score of no less than 4.42 out of a possible 5. The top five rated drivers for Q1 were clarity of communication (4.68), responded to queries (4.65), delivered value (4.59), explained and agreed requirements (4.57) and completed to agreed timetable (4.56).



Executive Summary (6) - Customers

Detailed Performance Measures

- In Q1 2019, the average mean score for overall performance was 4.53 out of a possible 5. The mean score was higher than Q4'19 (4.45).
- All performance areas achieved a mean score of no less than 4.42 out of a possible 5, higher than Q4'19 (4.34).
- The strongest performing areas were clarity of communication (4.68), responded to queries (4.65), delivered value (4.59), explained and agreed requirements (4.57) and completed to agreed timetable (4.56).
- The weaker aspects of the engagement included understanding of business needs (4.43) partnership approach (4.42).
- The mean score for the overall performance by segment were as follows:
 - Account Managed customers = 4.54
 - Regional Office customers = 4.49
 - Wider Business base = 4.68

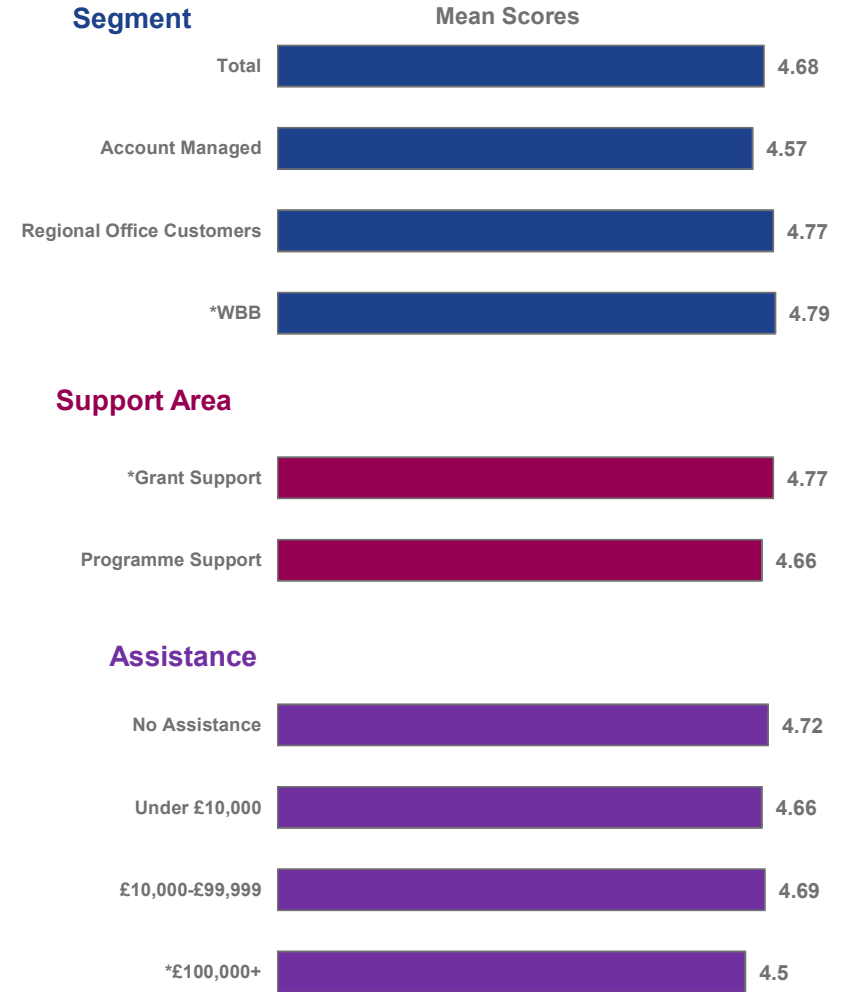
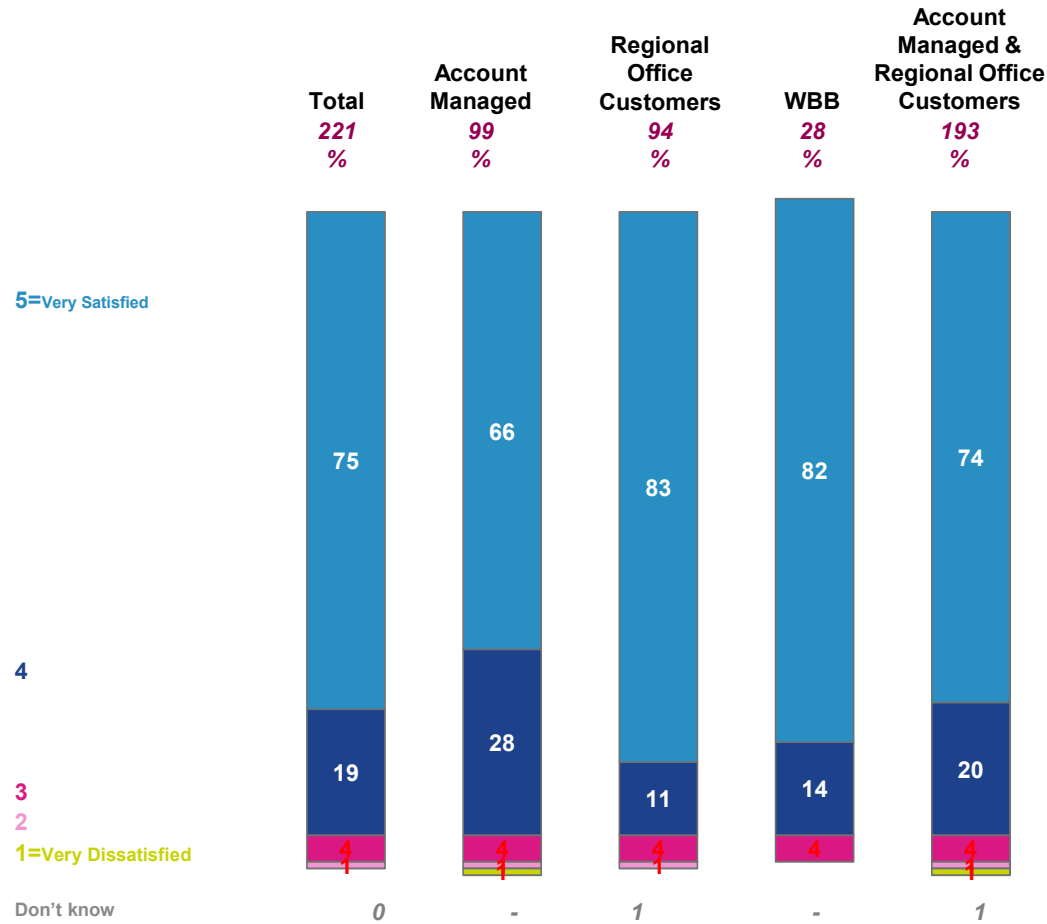
Cognisense

Satisfaction

A stylized eye graphic is positioned on the right side of the image. The upper eyelid is a large, solid pink circle. The lower eyelid is a large, solid blue circle. The iris is a white circle with a dark blue ring and a white center. The entire graphic is set against a dark blue background.

Key Performance Indicator – Satisfaction

**Small Bases = less than 50*



Cognisense

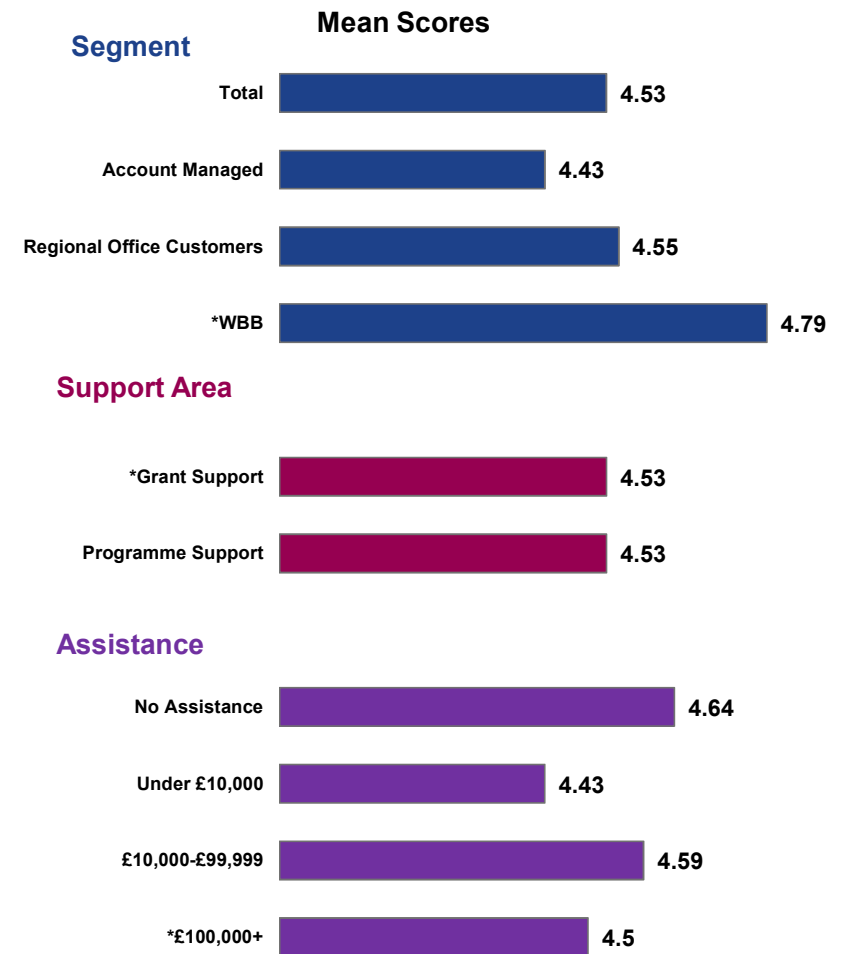
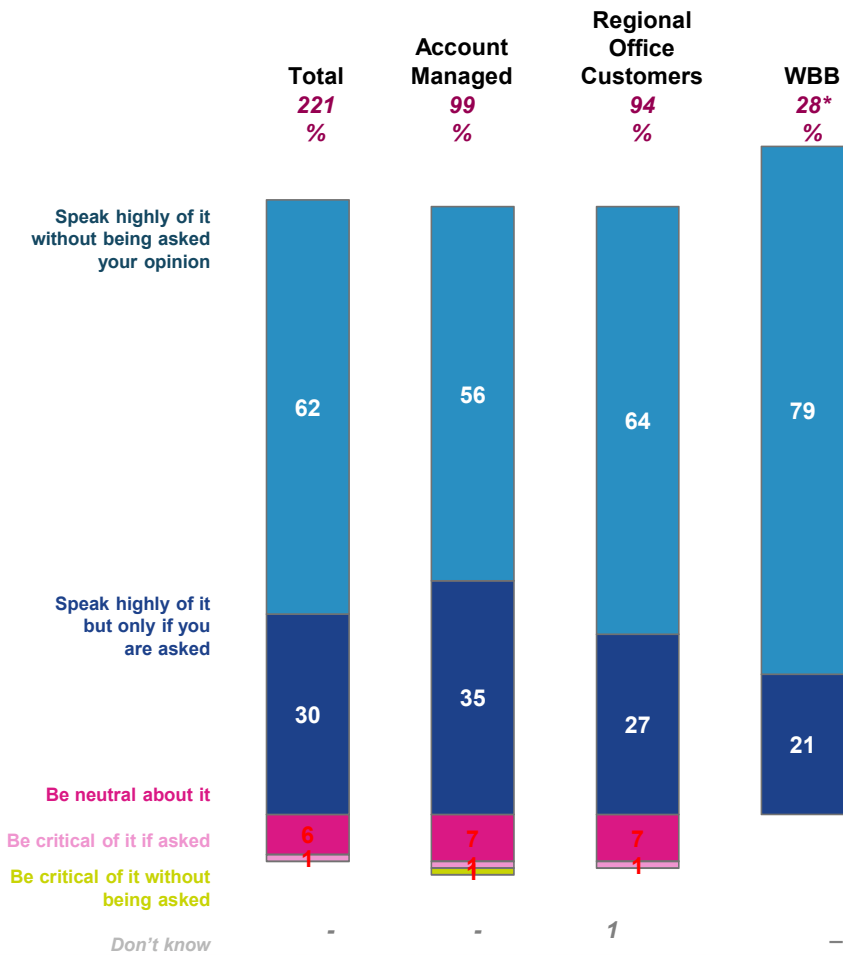
Advocacy





Key Performance Indicator – Advocacy

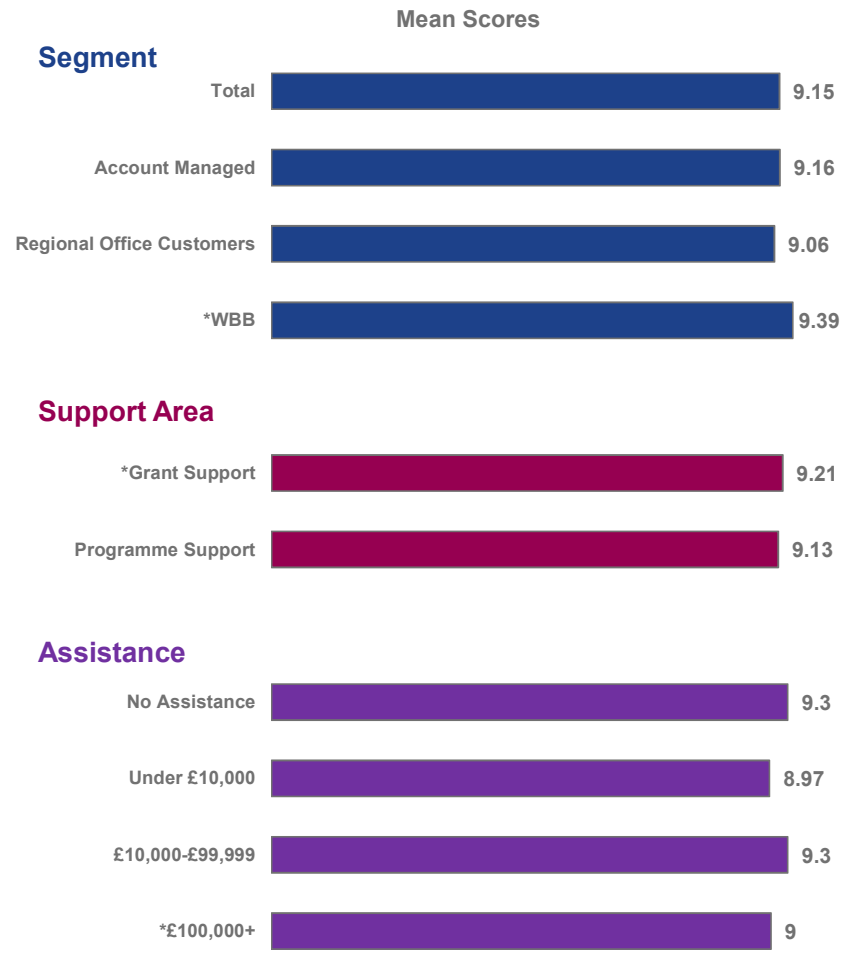
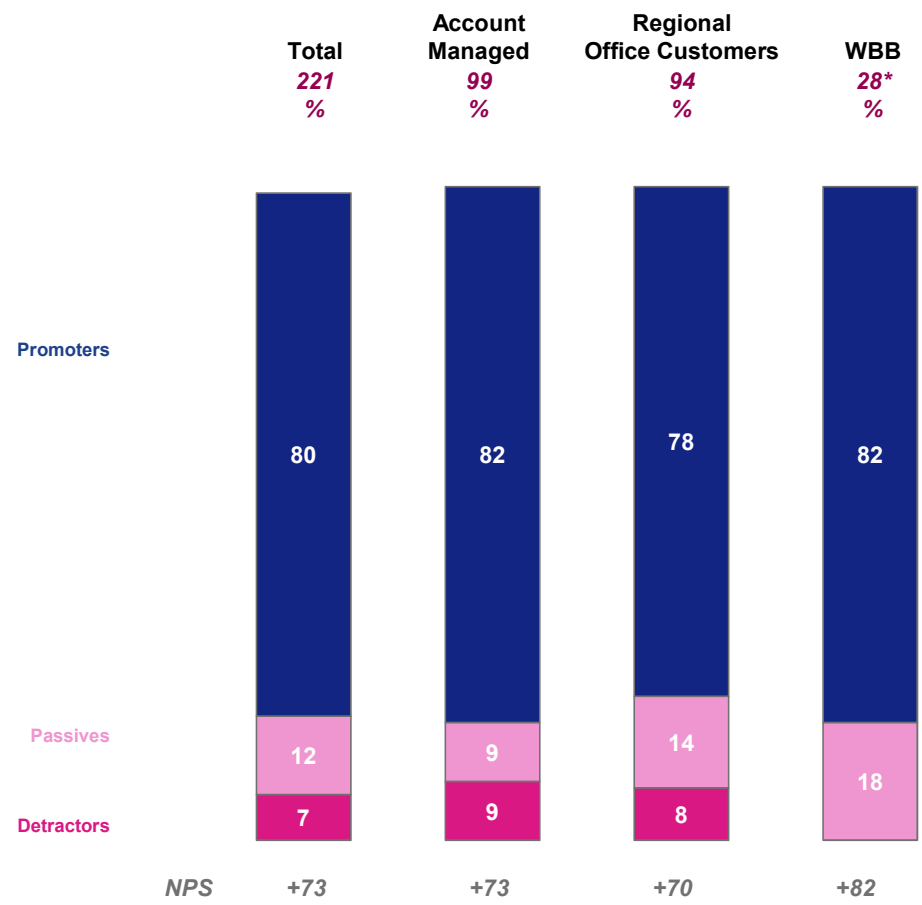
**Small Bases = less than 50*





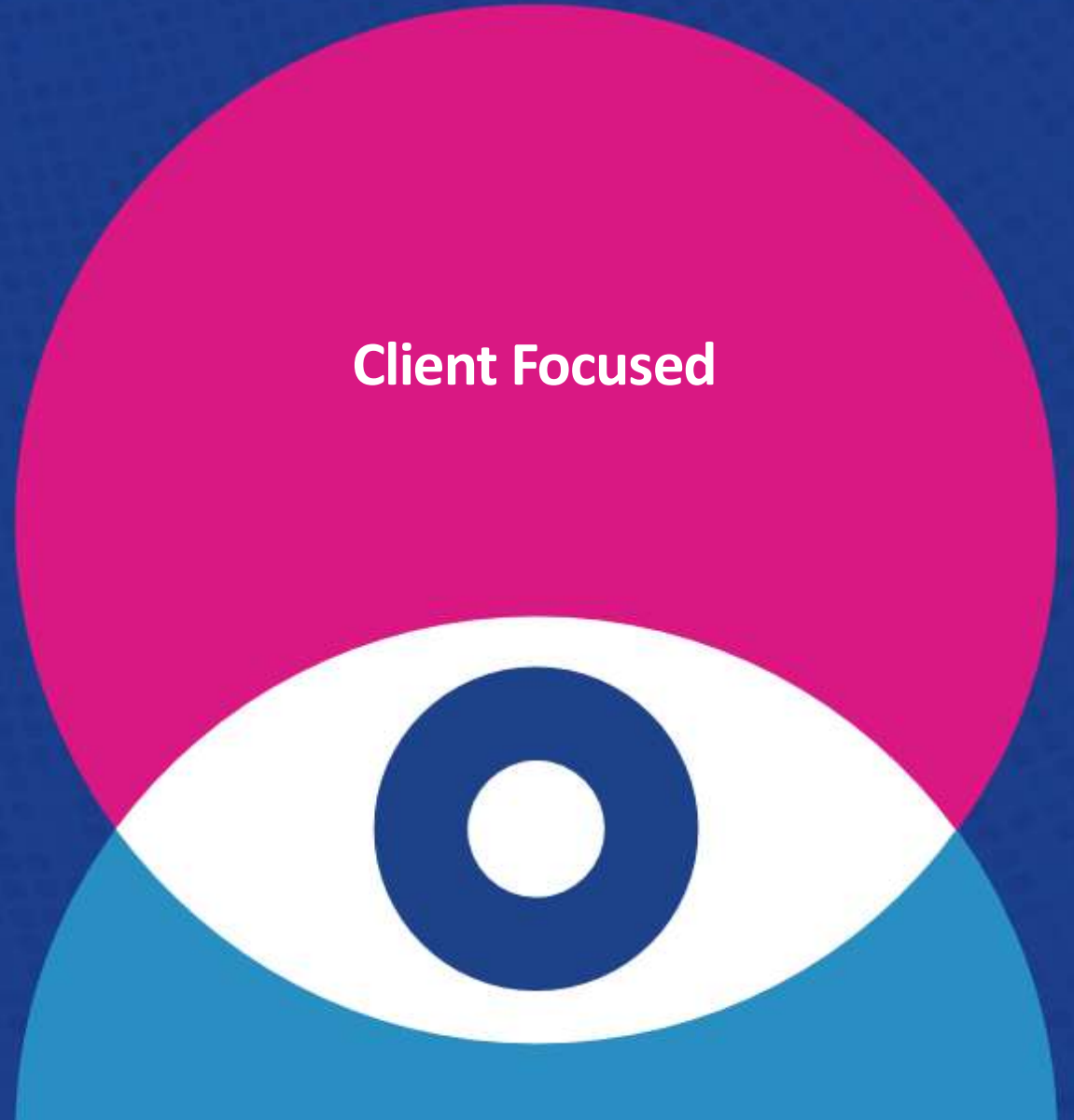
Net Promoter Score

*Small Bases = less than 50



Cognisense

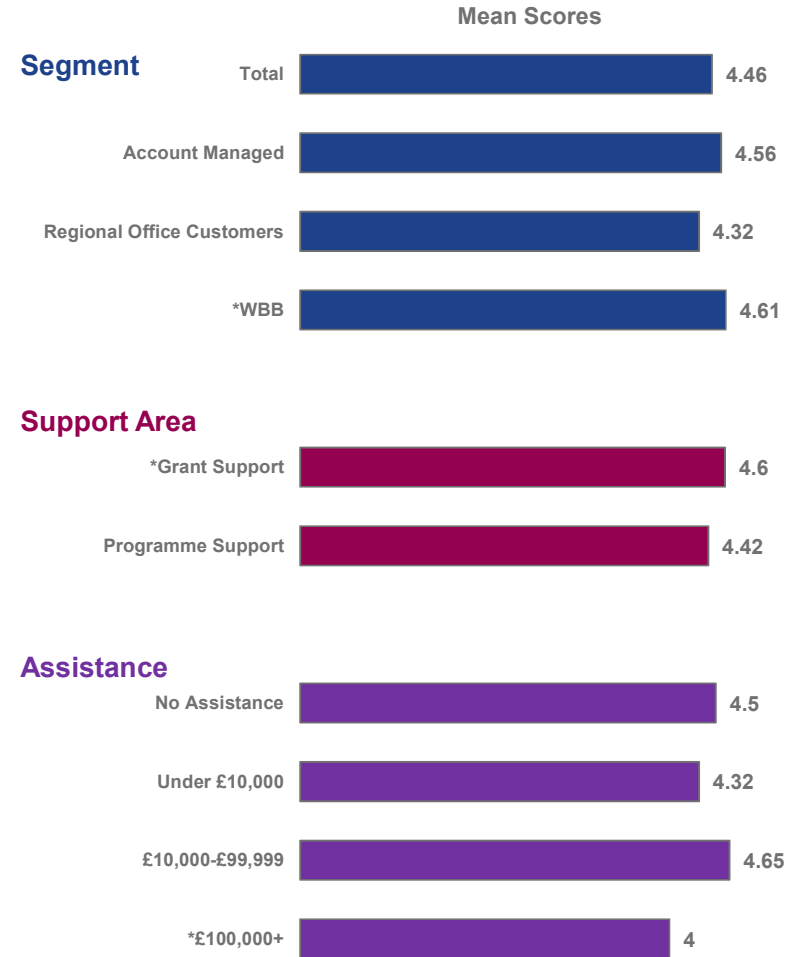
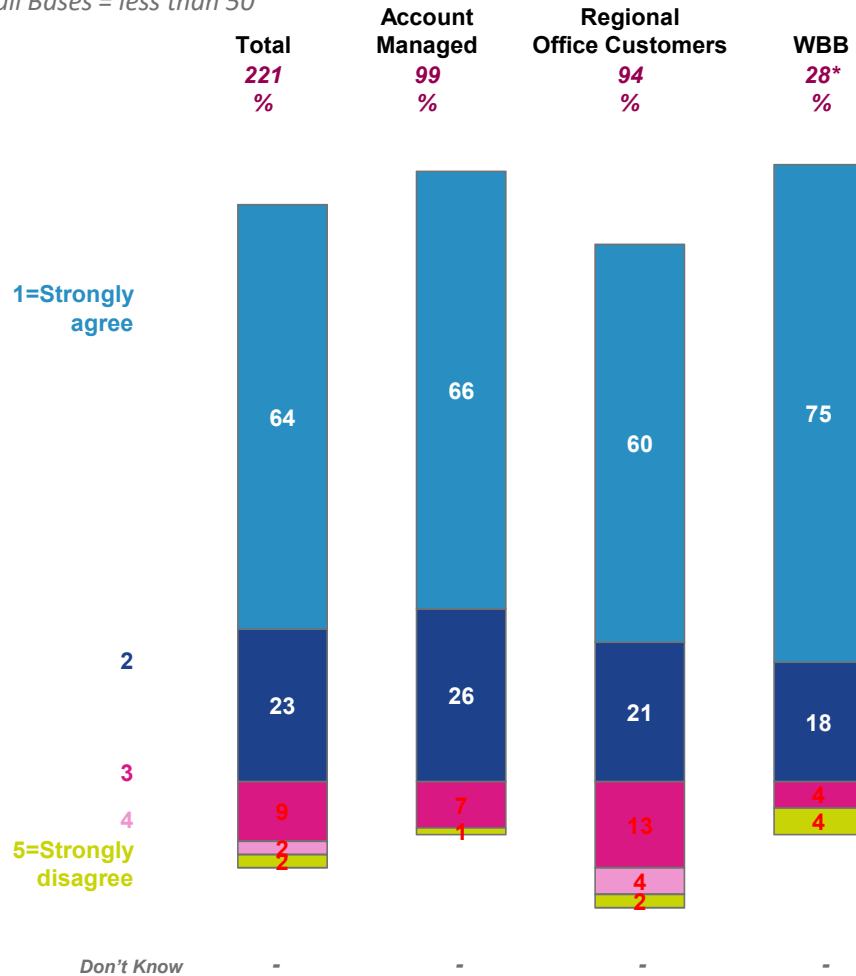
Client Focused



Key Performance Indicator – Client Focused

‘Made it clear at the start if and how it could assist your business’

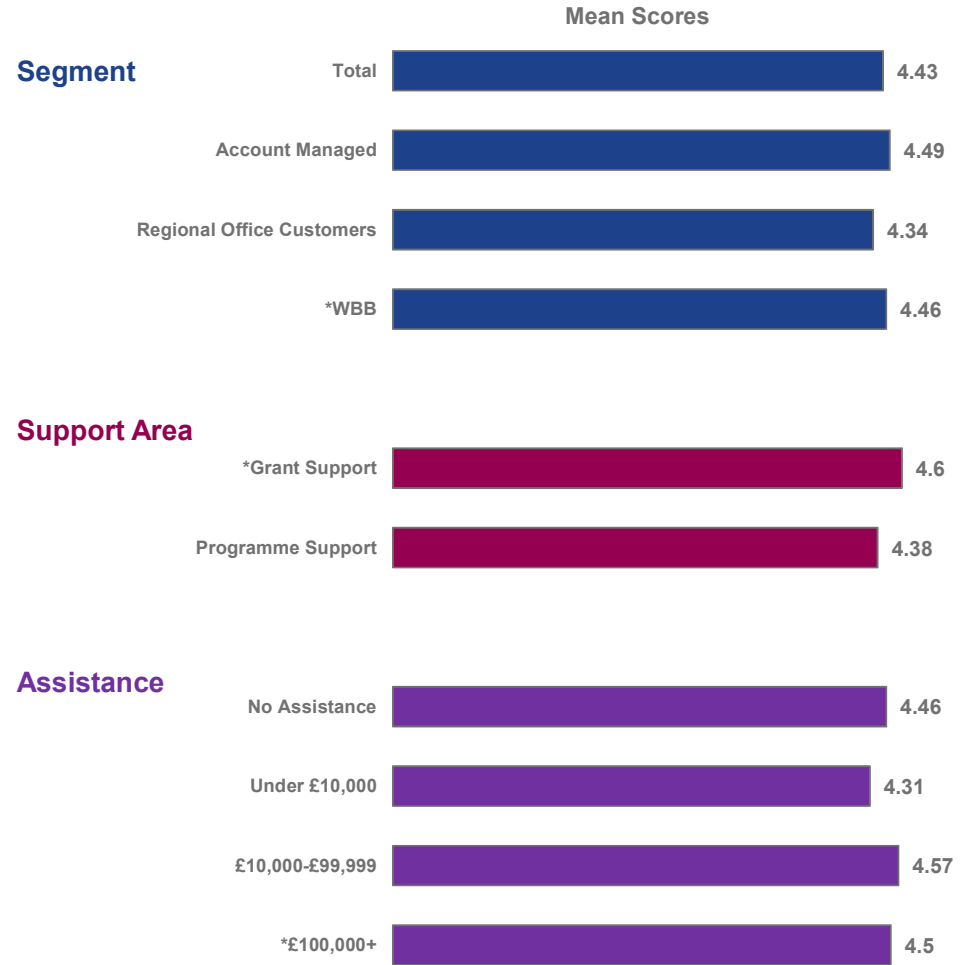
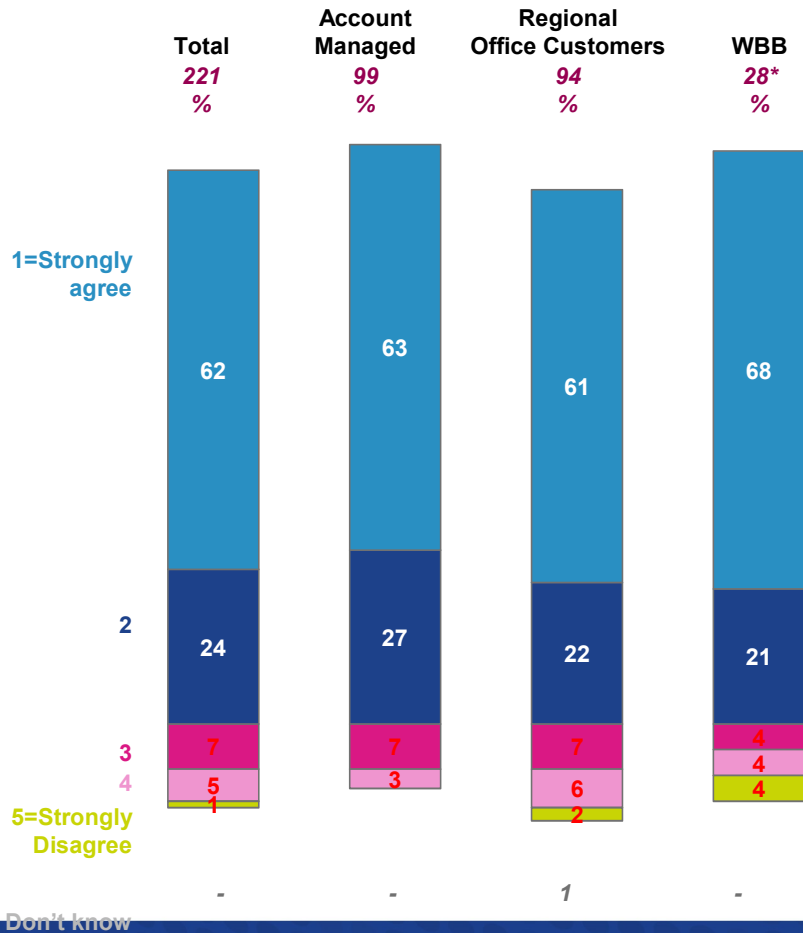
*Small Bases = less than 50



Key Performance Indicator – Client Focused

'Had sufficient understanding of your business needs'

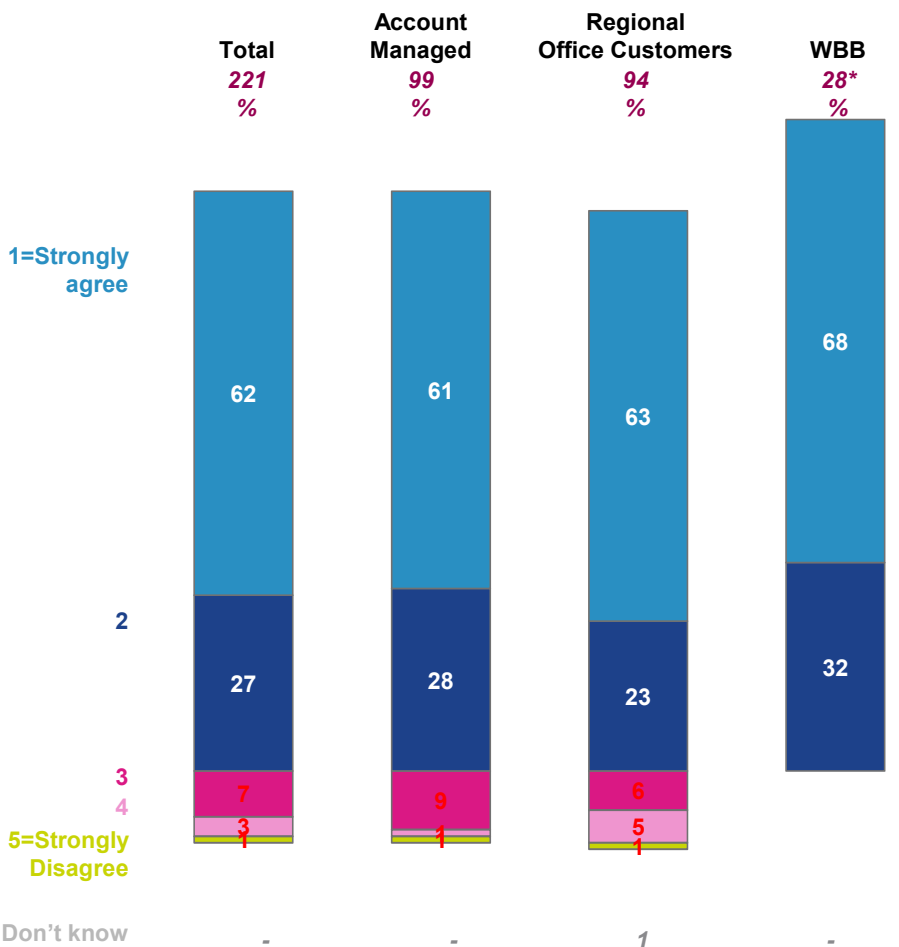
*Small Bases = less than 50



Key Performance Indicator – Client Focused

'Tailored its response to meet your business needs'

*Small Bases = less than 50

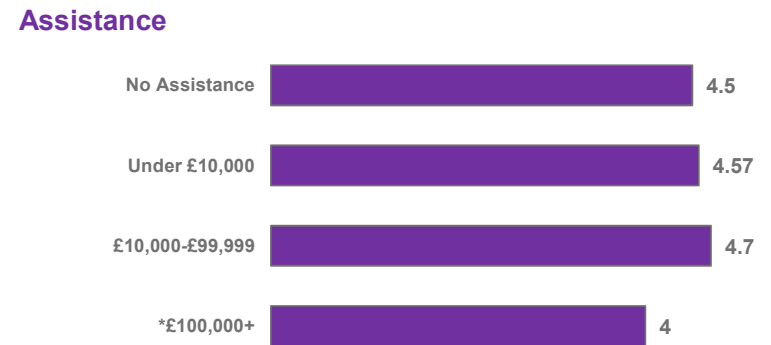
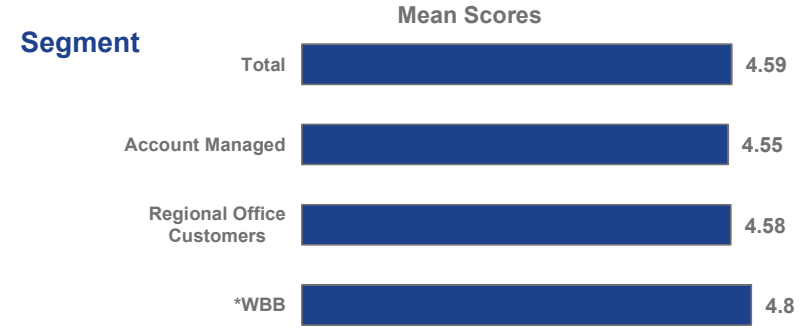
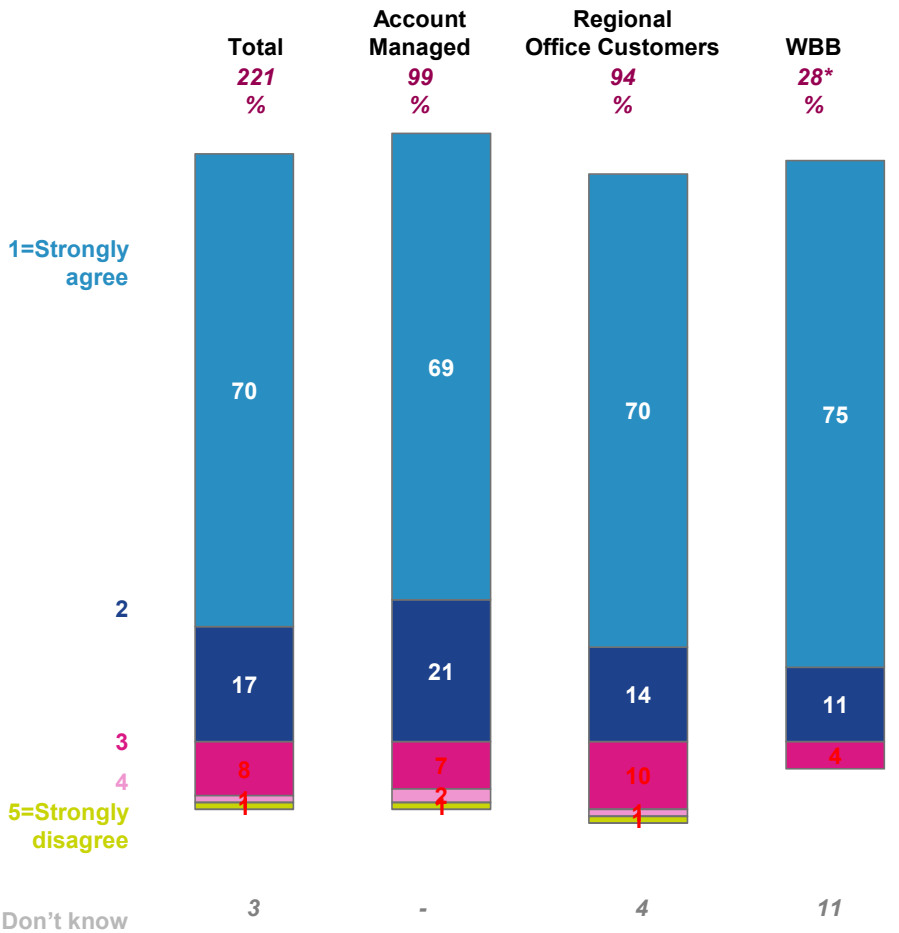




Key Performance Indicator – Client Focused

‘Delivered value to your business’

**Small Bases = less than 50*

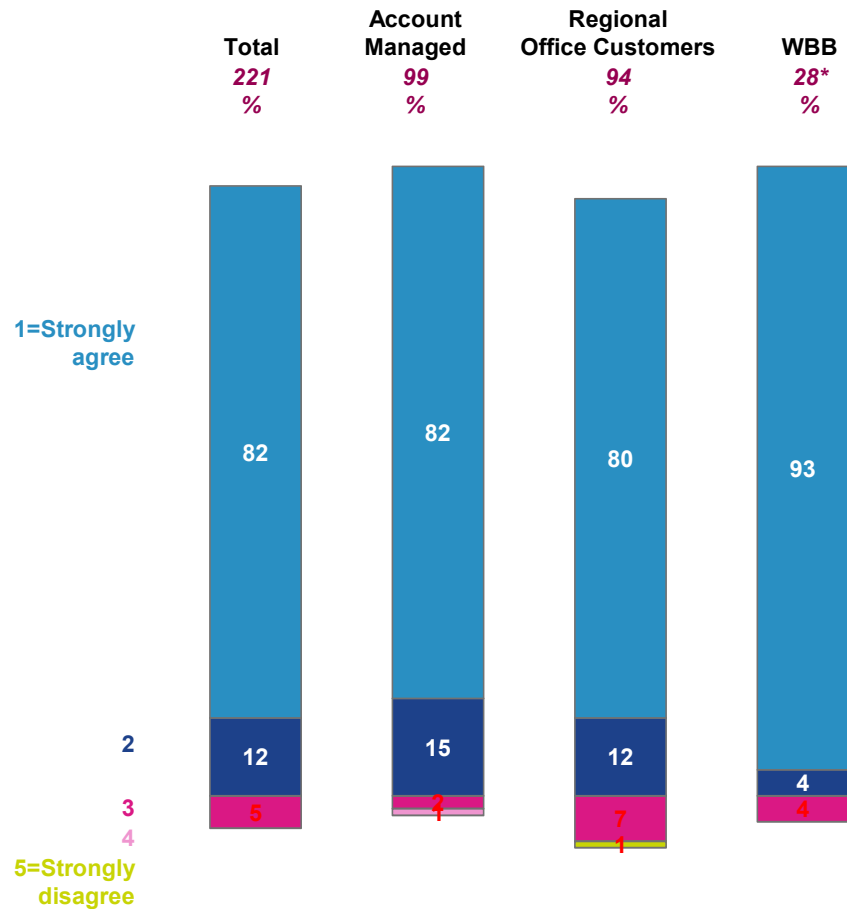




Key Performance Indicator – Client Focused

'Treated You Fairly'

**Small Bases = less than 50*



Segment



Support Area



Assistance



Cognisense

Process Management

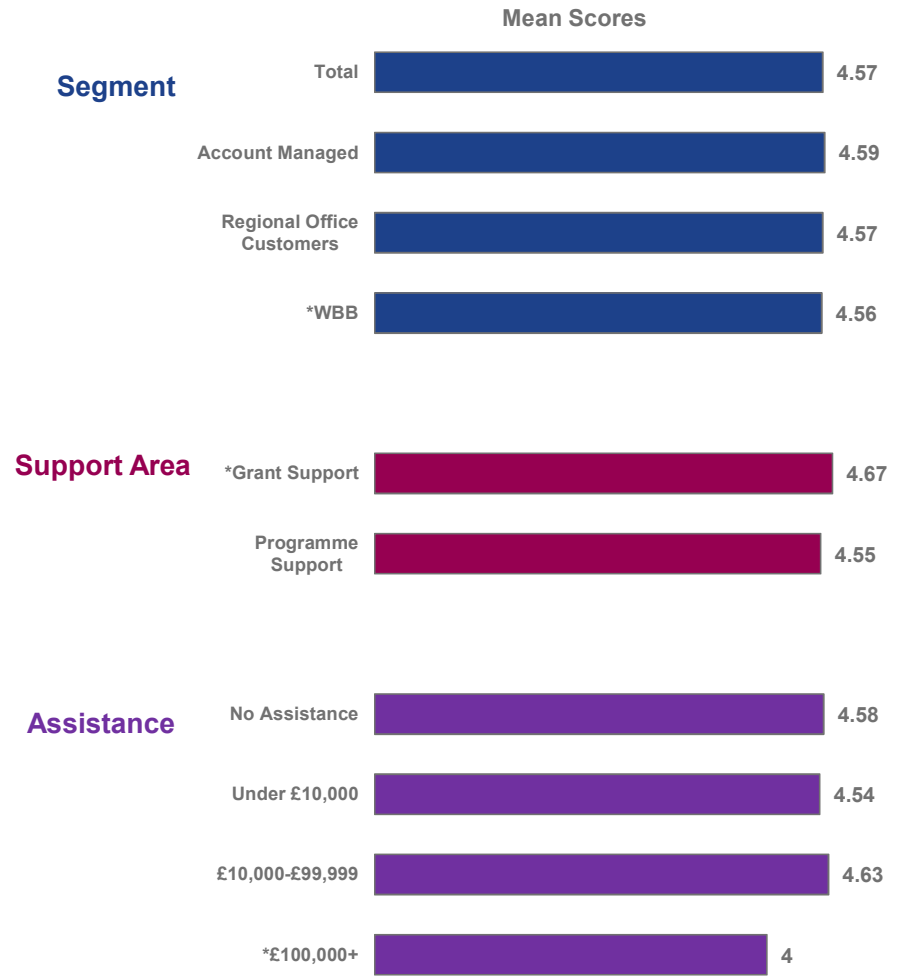
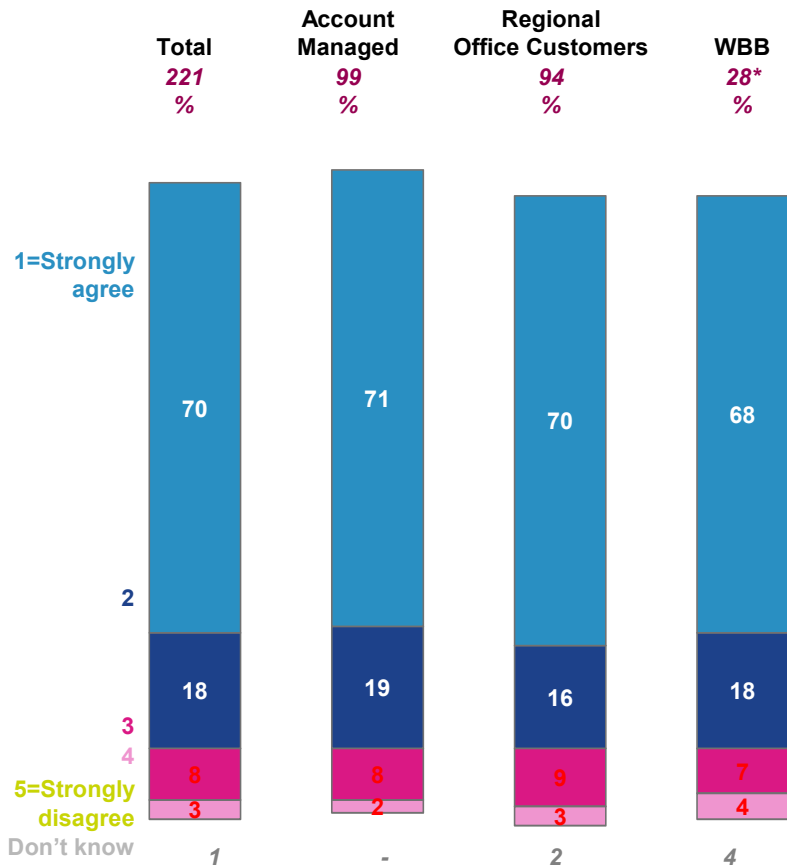




Key Performance Indicator – Process Management

‘Explained and agreed detailed requirements’

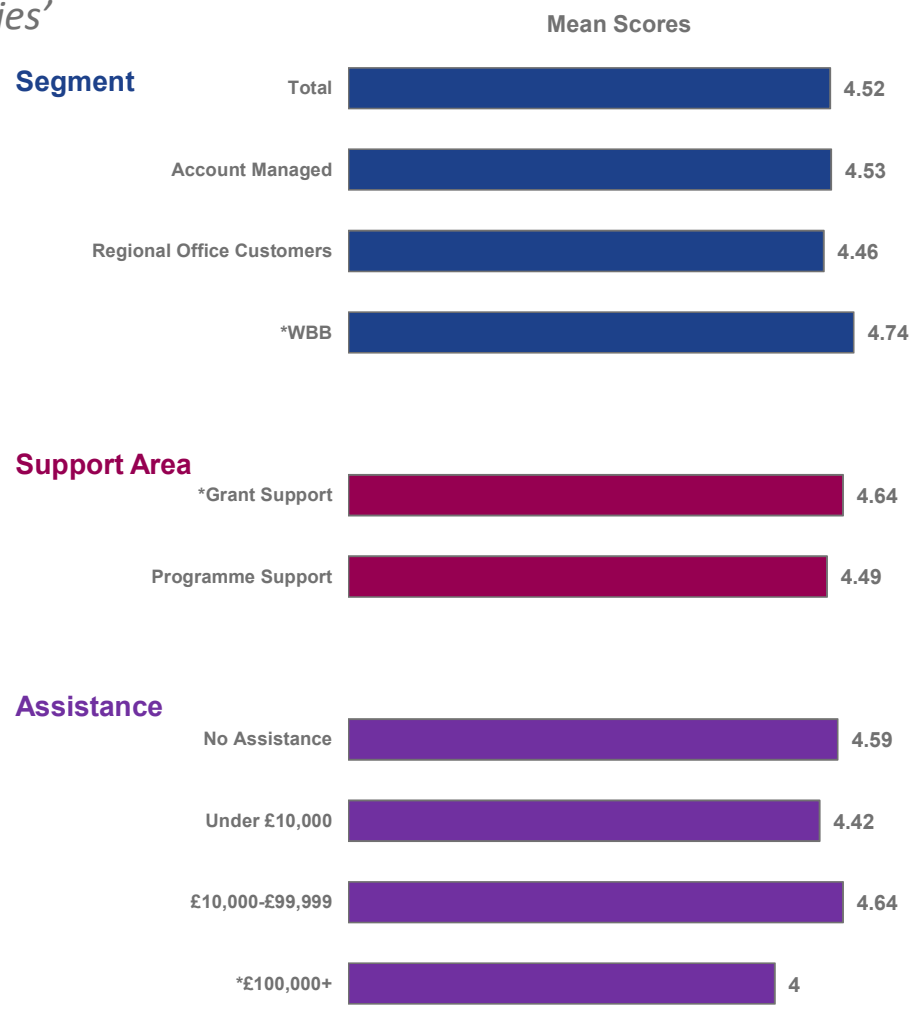
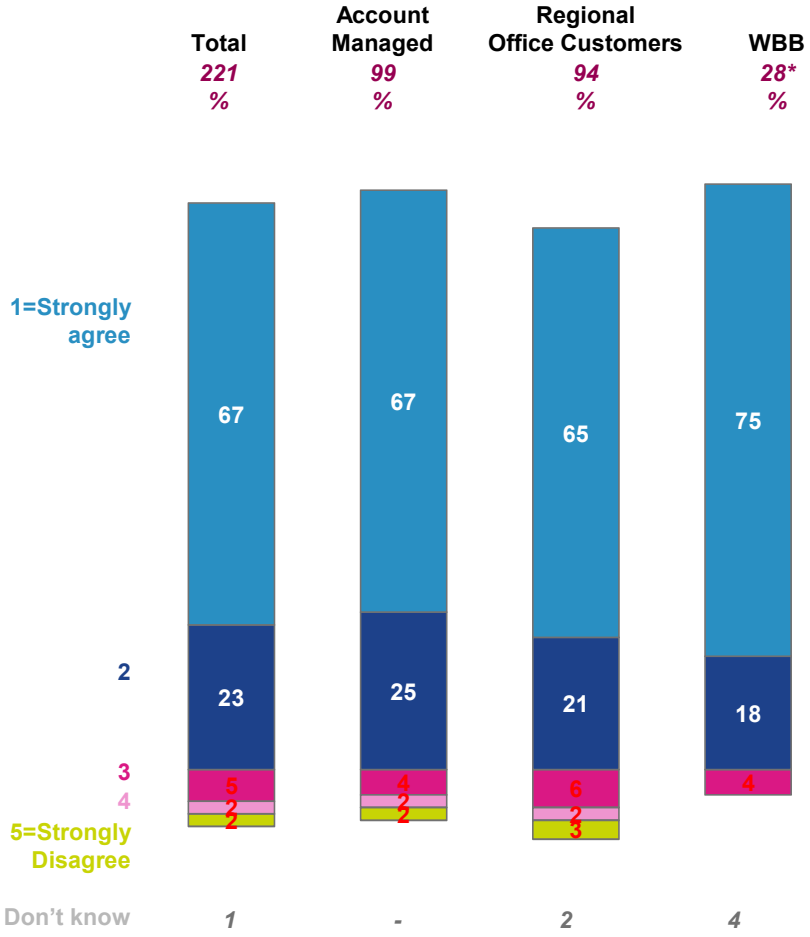
*Small Bases = less than 50



Key Performance Indicator – Process Management

‘Discussed and agreed a realistic timescale for planned activities’

*Small Bases = less than 50

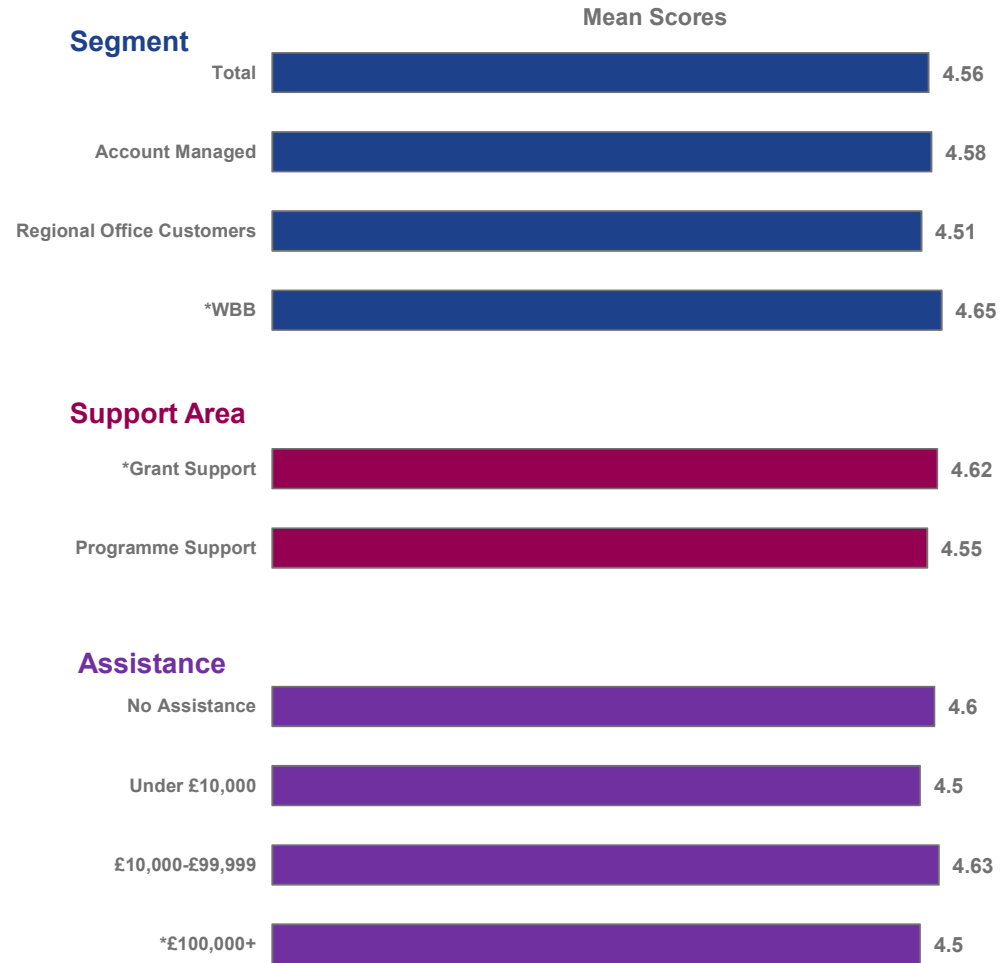
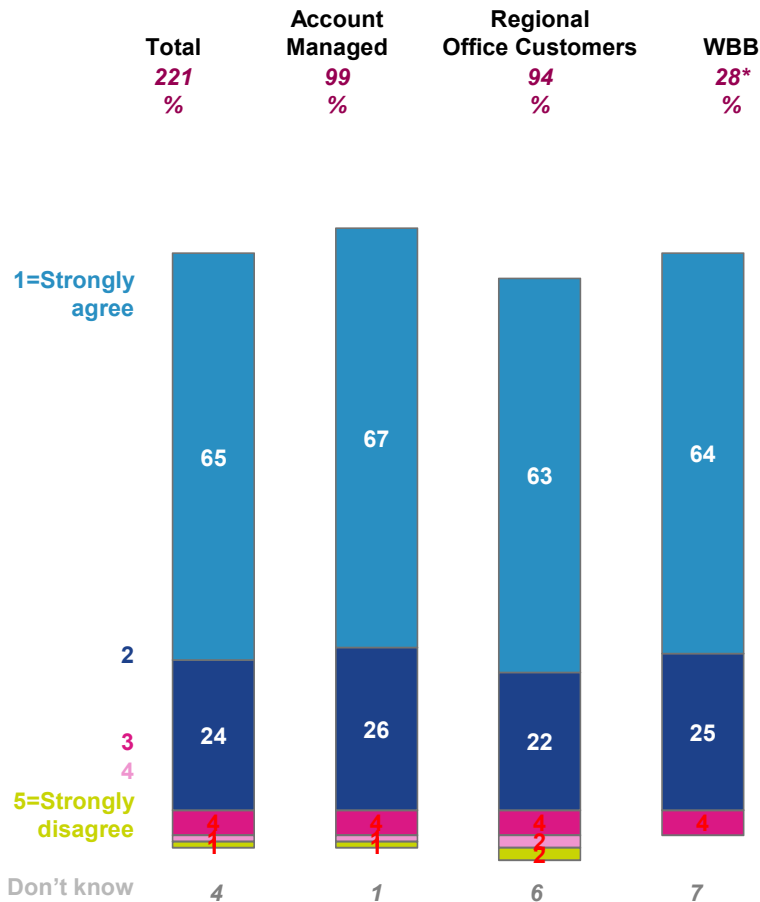




Key Performance Indicator – Process Management

‘Completed activities according to the agreed timeline’

*Small Bases = less than 50

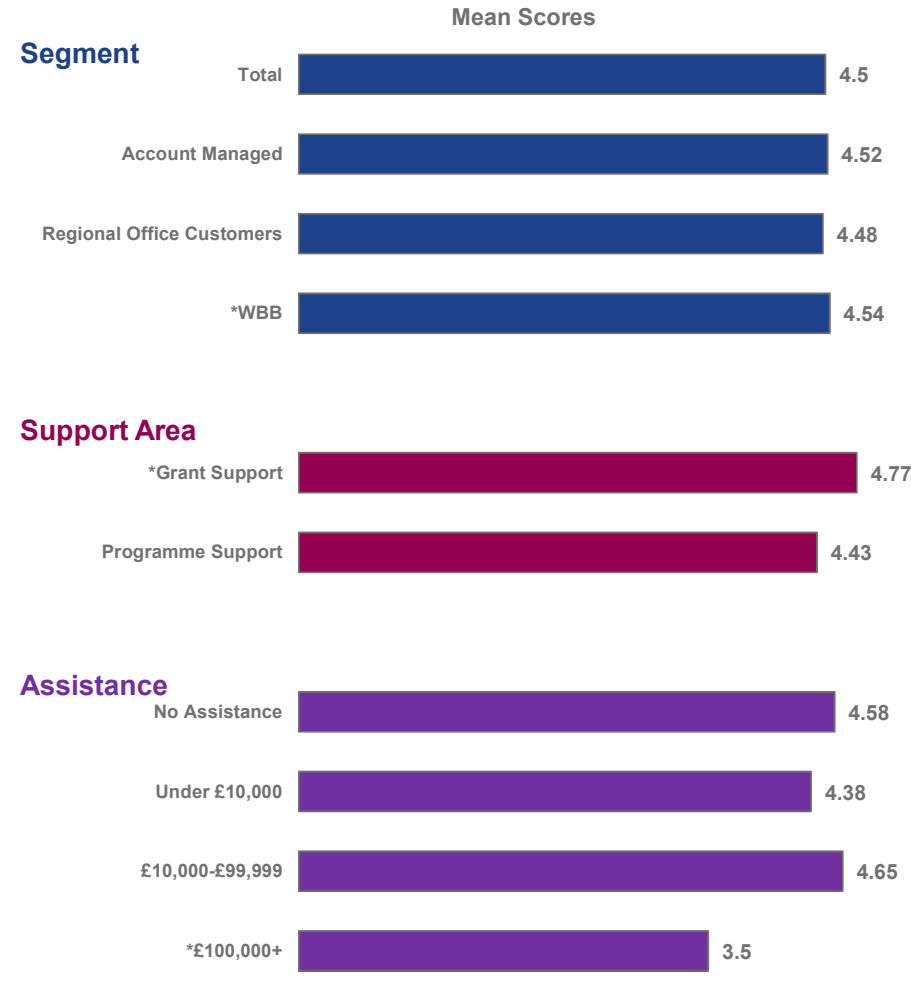
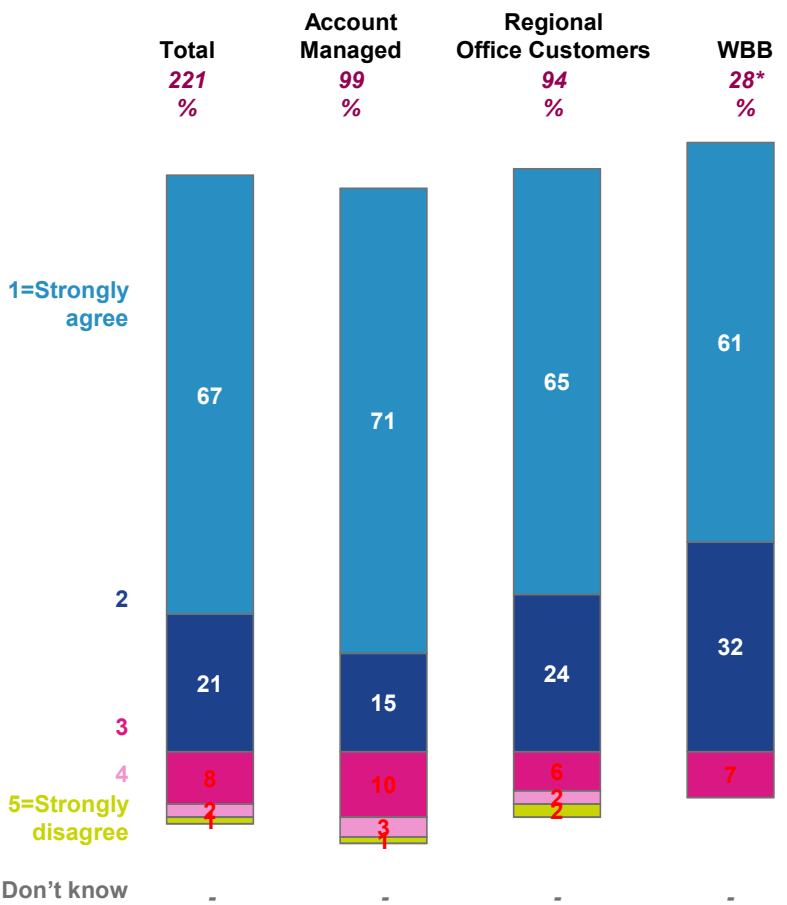




Key Performance Indicator – Process Management

'Was proactive in providing advice and support'

**Small Bases = less than 50*

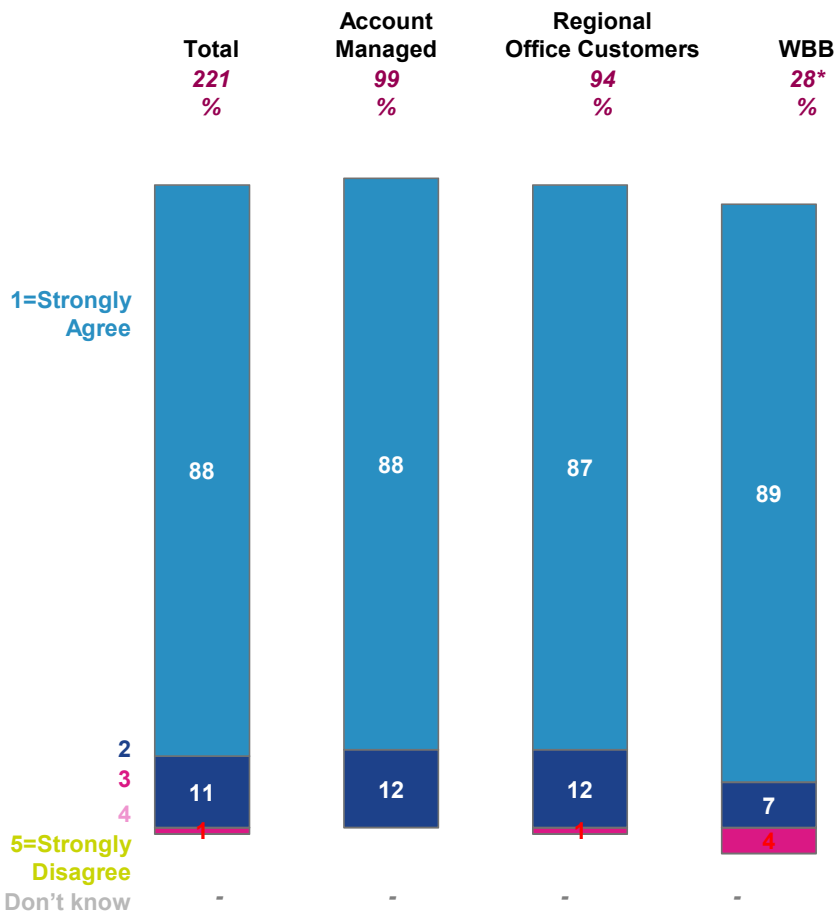




Key Performance Indicator – Process Management

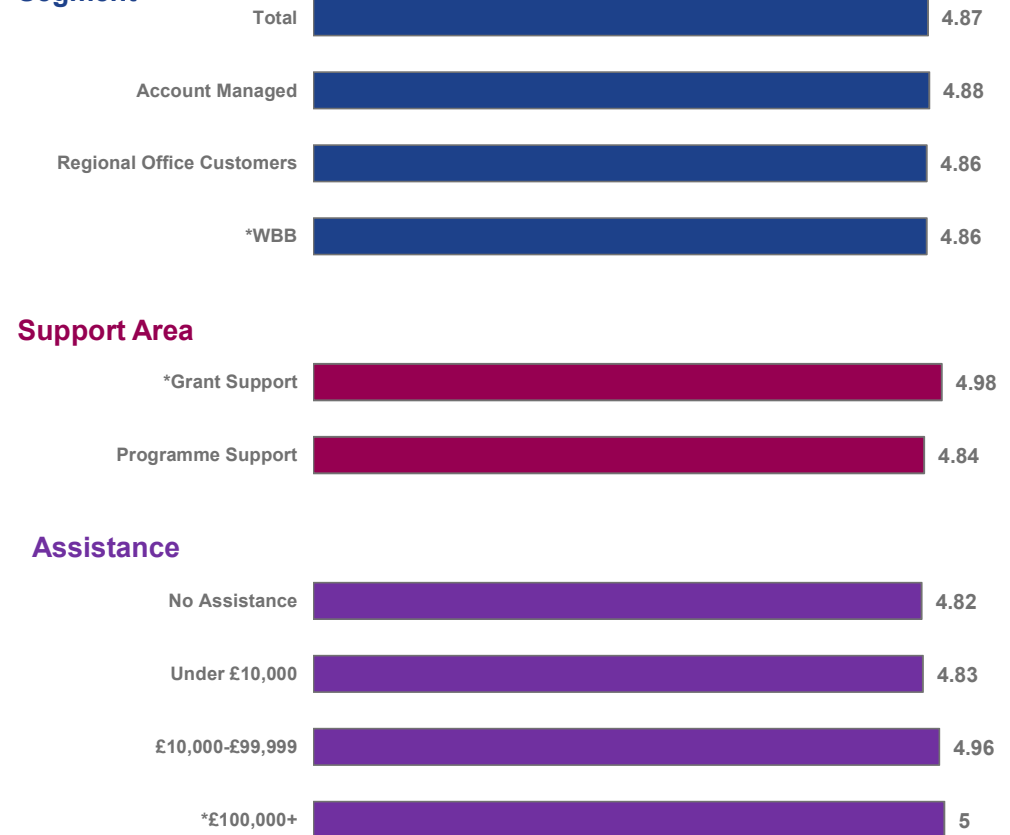
'Were Polite and Friendly'

*Small Bases = less than 50



Segment

Mean Scores



Cognisense

Process Communication

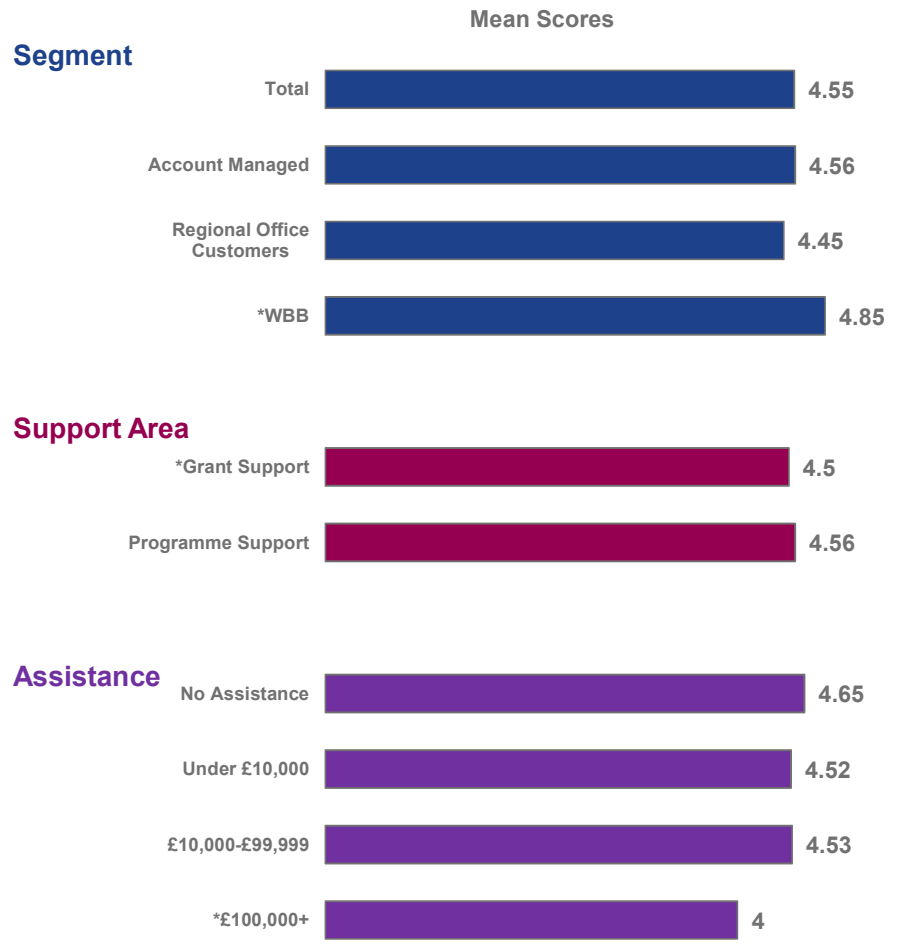
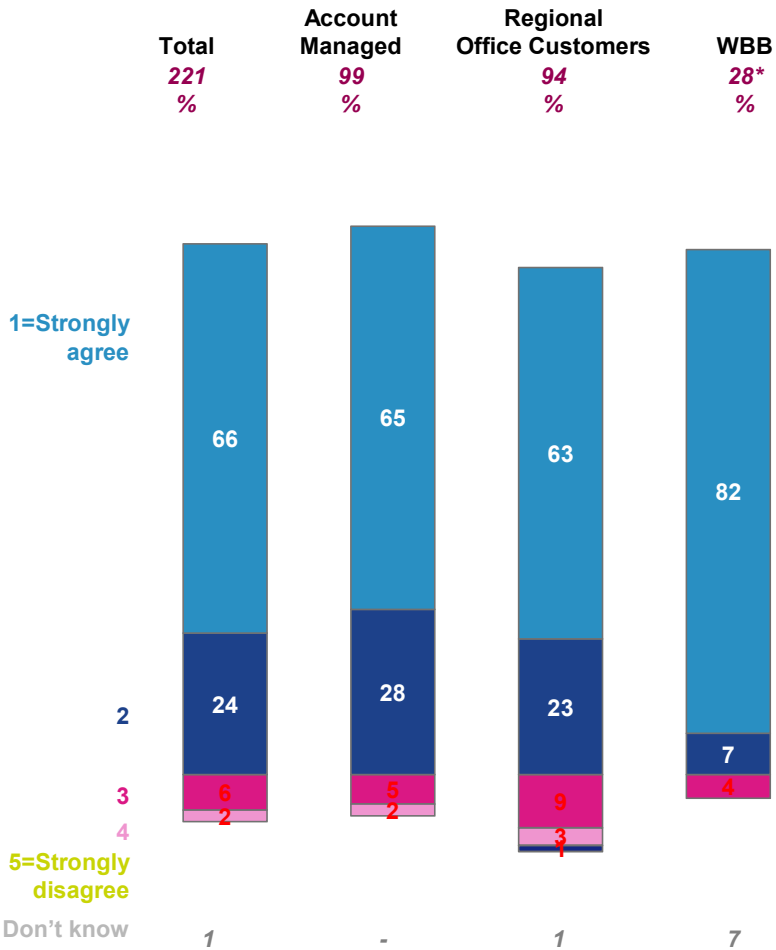




Key Performance Indicator – Process Communication

‘Kept you informed of progress throughout the process’

*Small Bases = less than 50

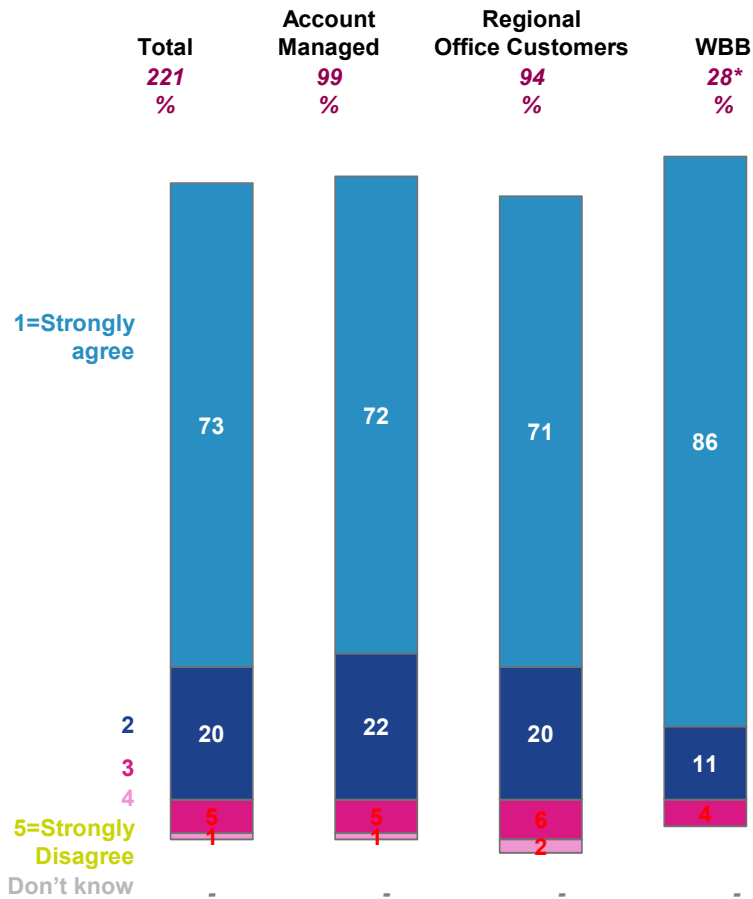




Key Performance Indicator – Process Communication

'Responded to your queries within a reasonable timeframe'

*Small Bases = less than 50



Segment



Support Area



Assistance

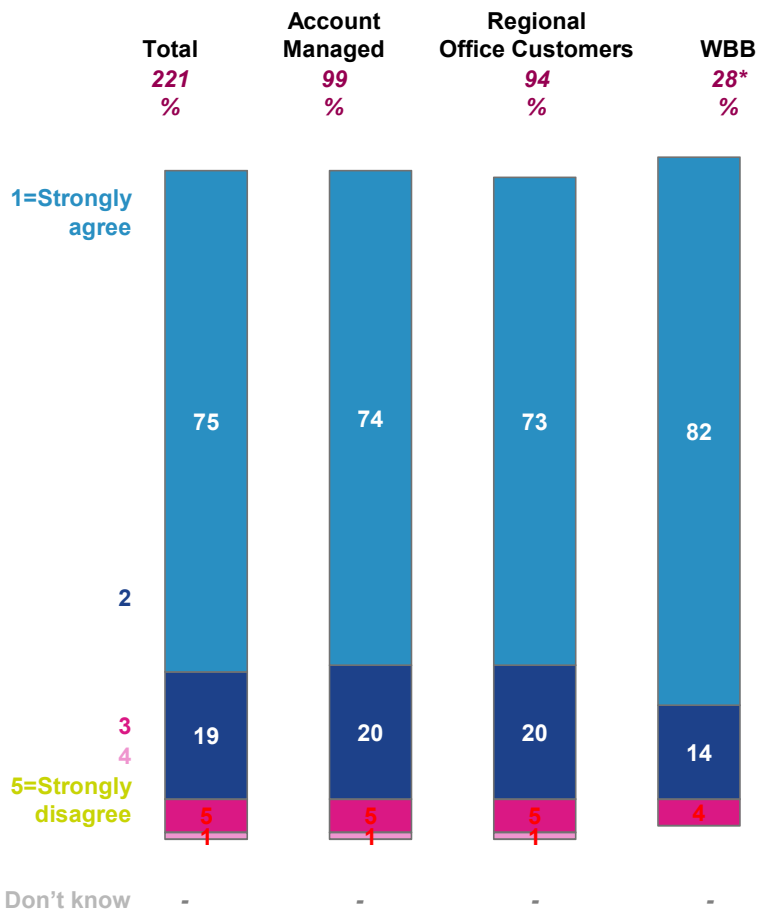




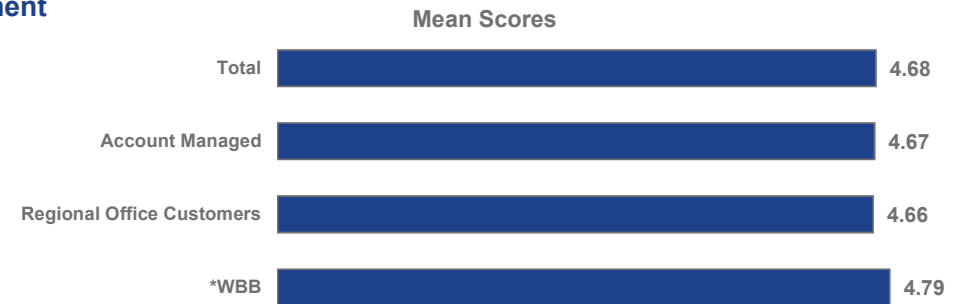
Key Performance Indicator – Process Communication

'Used clear and effective communication'

*Small Bases = less than 50



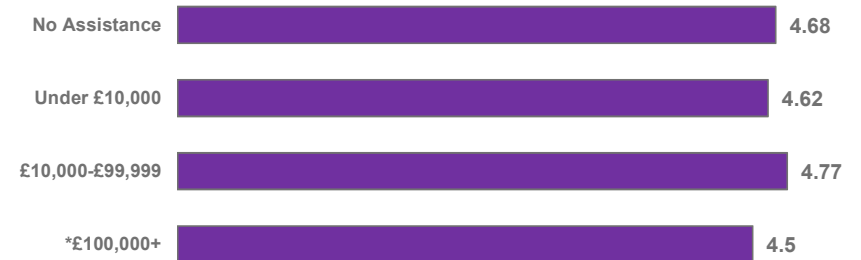
Segment



Support Area

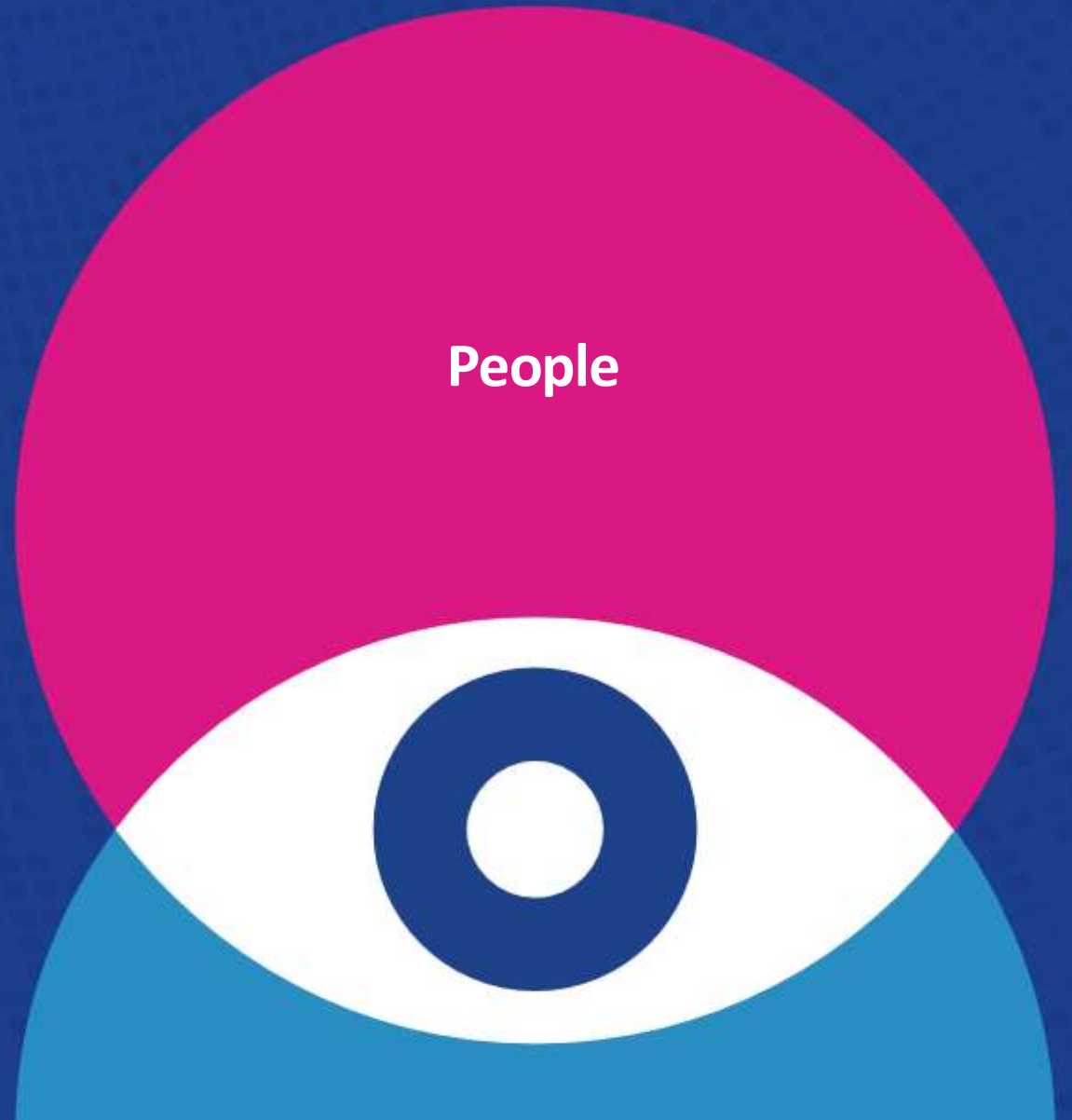


Assistance



Cognisense

People



Key Performance Indicator – People

'Level of satisfaction with your Customer Executive/main Invest NI contact person'

*Small Bases = less than 50



Segment



Support Area



Assistance

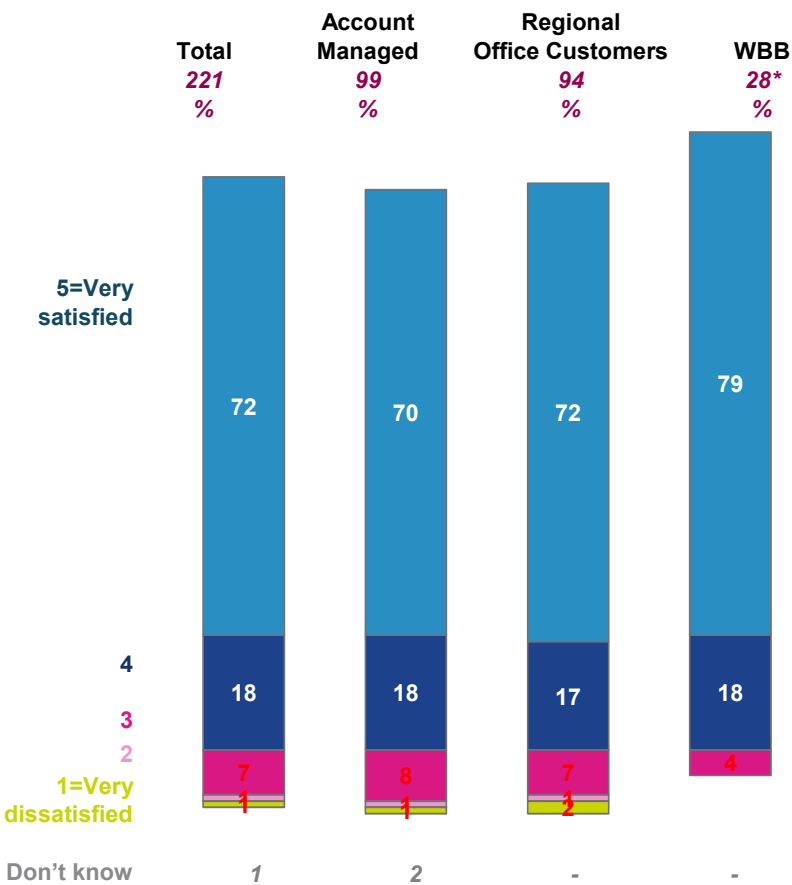




Key Performance Indicator – Process Communication

'Level of satisfaction that the team of people you worked with from Invest NI provided a seamless approach to your business during this engagement'

*Small Bases = less than 50



Segment



Support Area

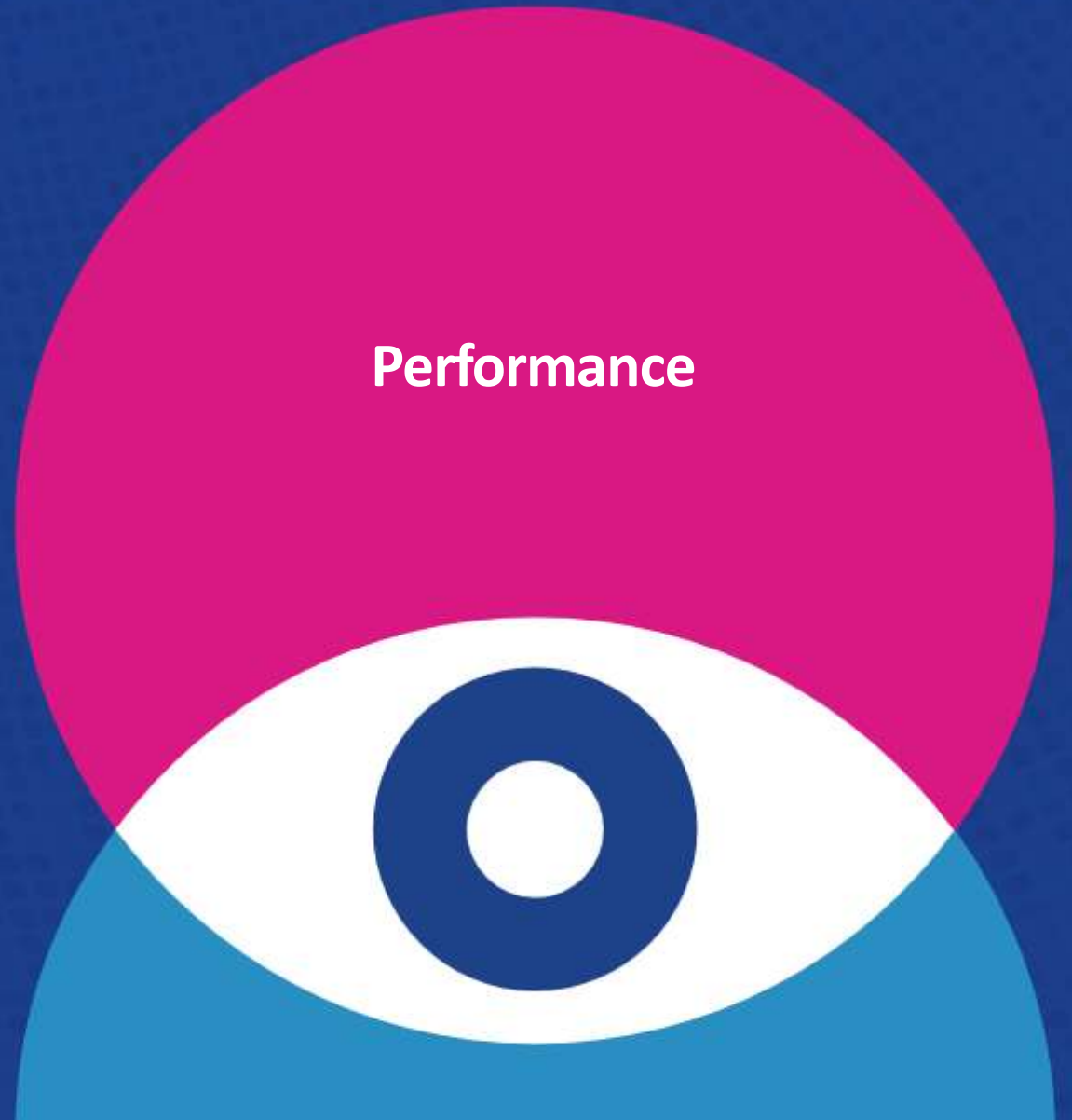


Assistance



Cognisense

Performance

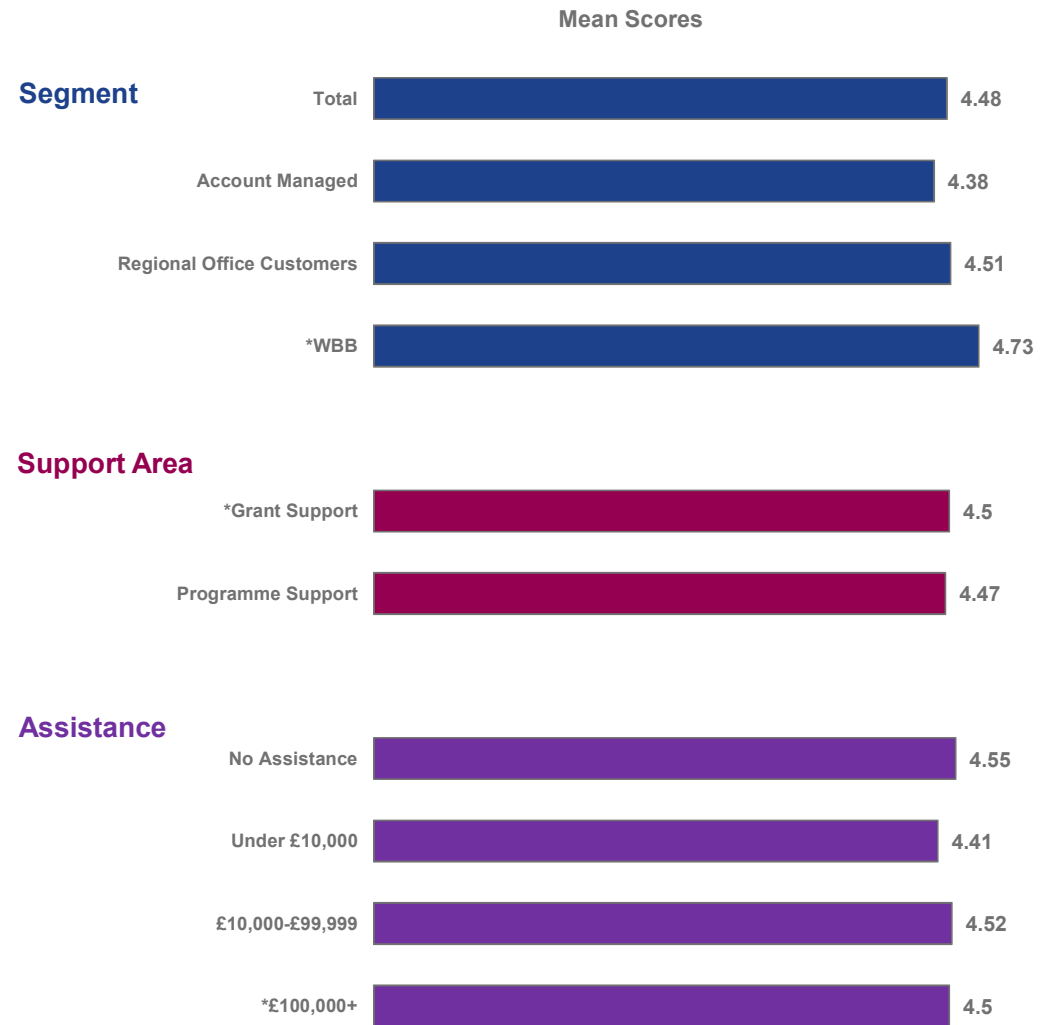
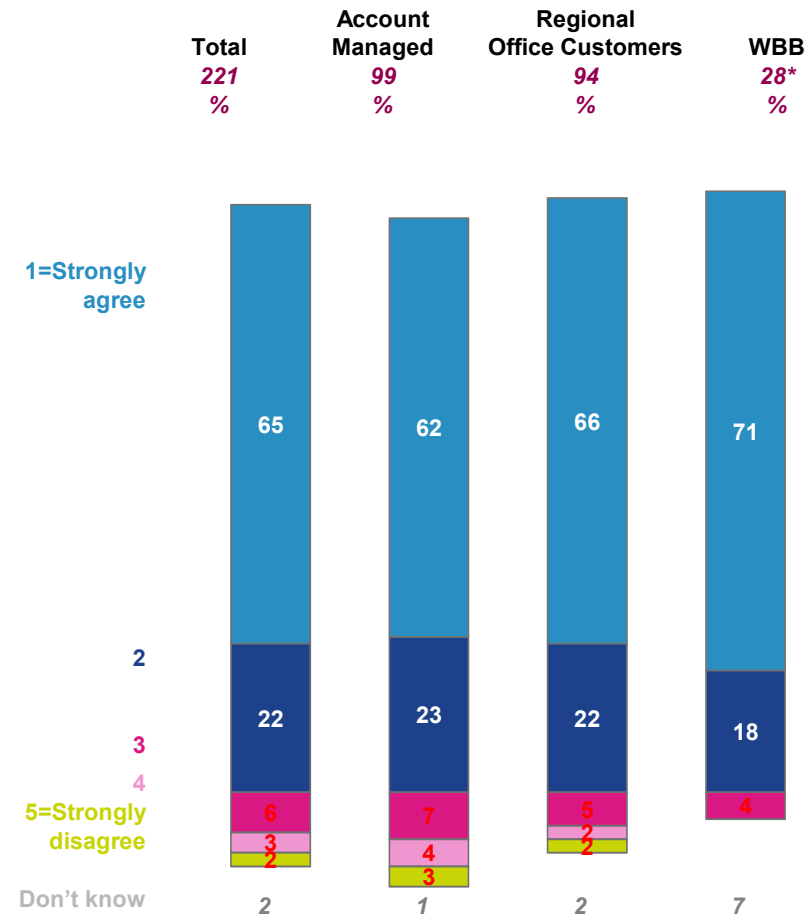




Key Performance Indicator – Performance

'The Invest NI team is helping to develop my business'

*Small Bases = less than 50

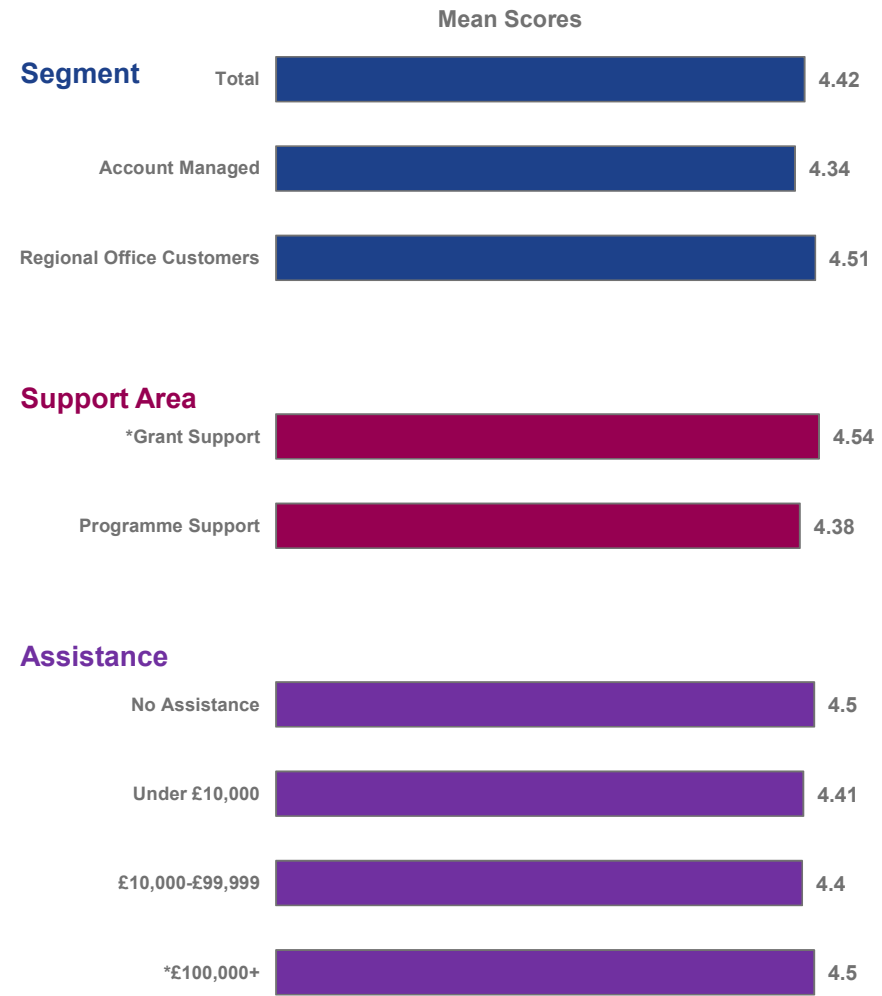




Key Performance Indicator – Performance

'I view Invest NI as a strategic partner supporting my business'

*Small Bases = less than 50

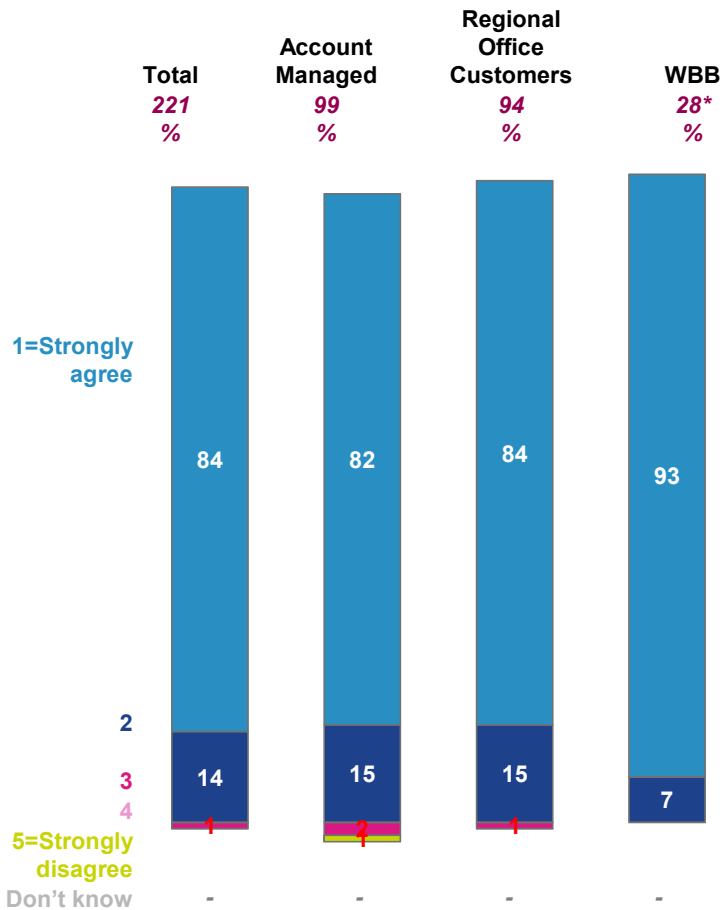




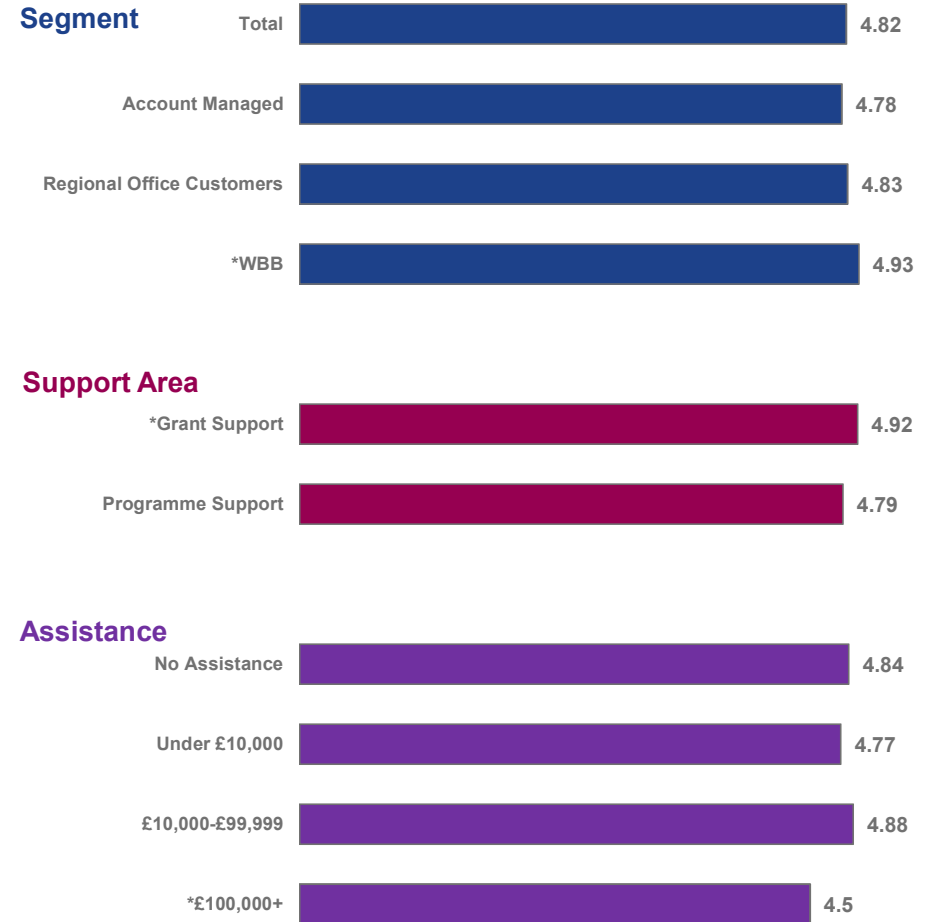
Key Performance Indicator – Performance

‘Invest NI acts with professionalism and integrity’

*Small Bases = less than 50



Mean Scores

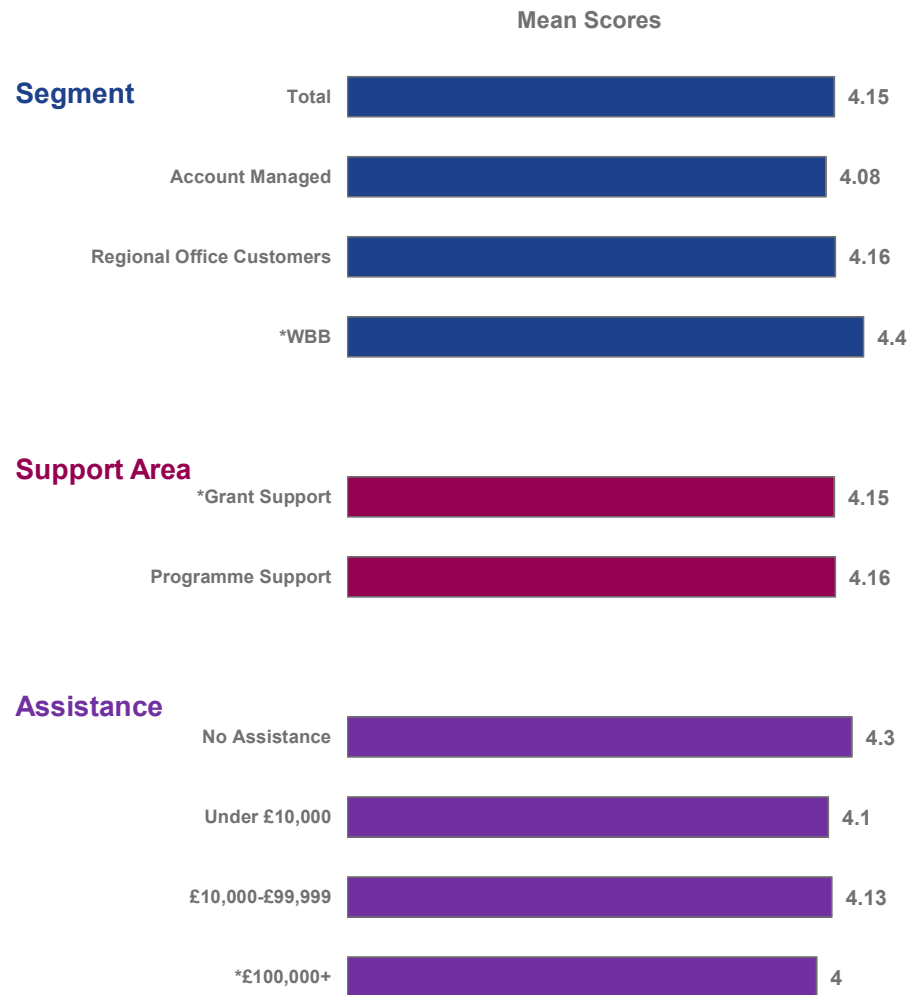
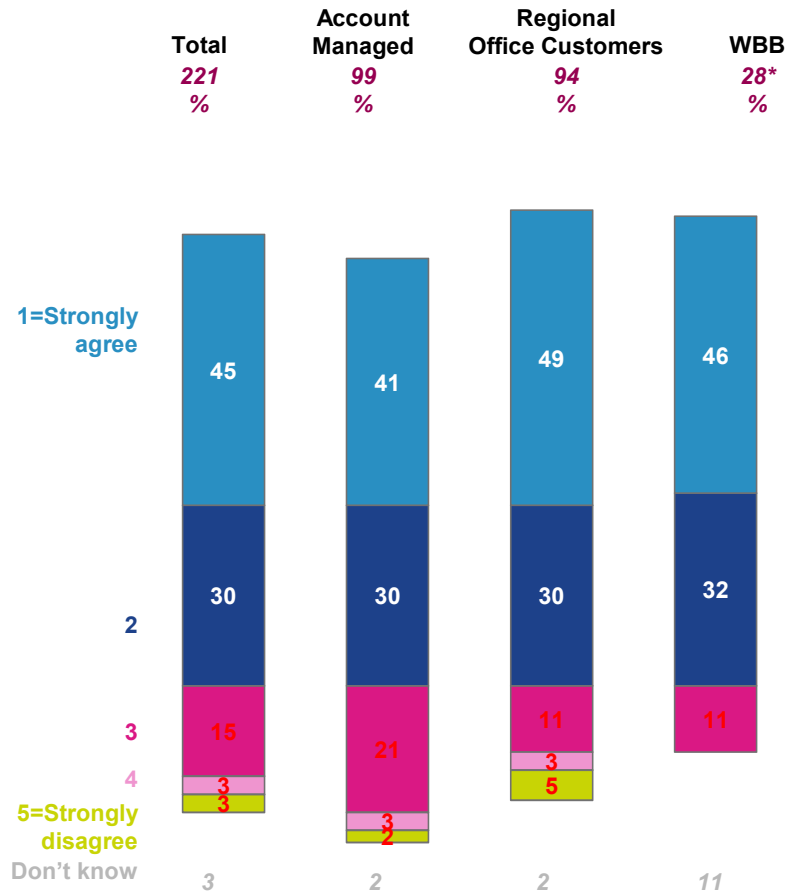




Key Performance Indicator – Performance

'Invest NI exceeded my expectations'

*Small Bases = less than 50

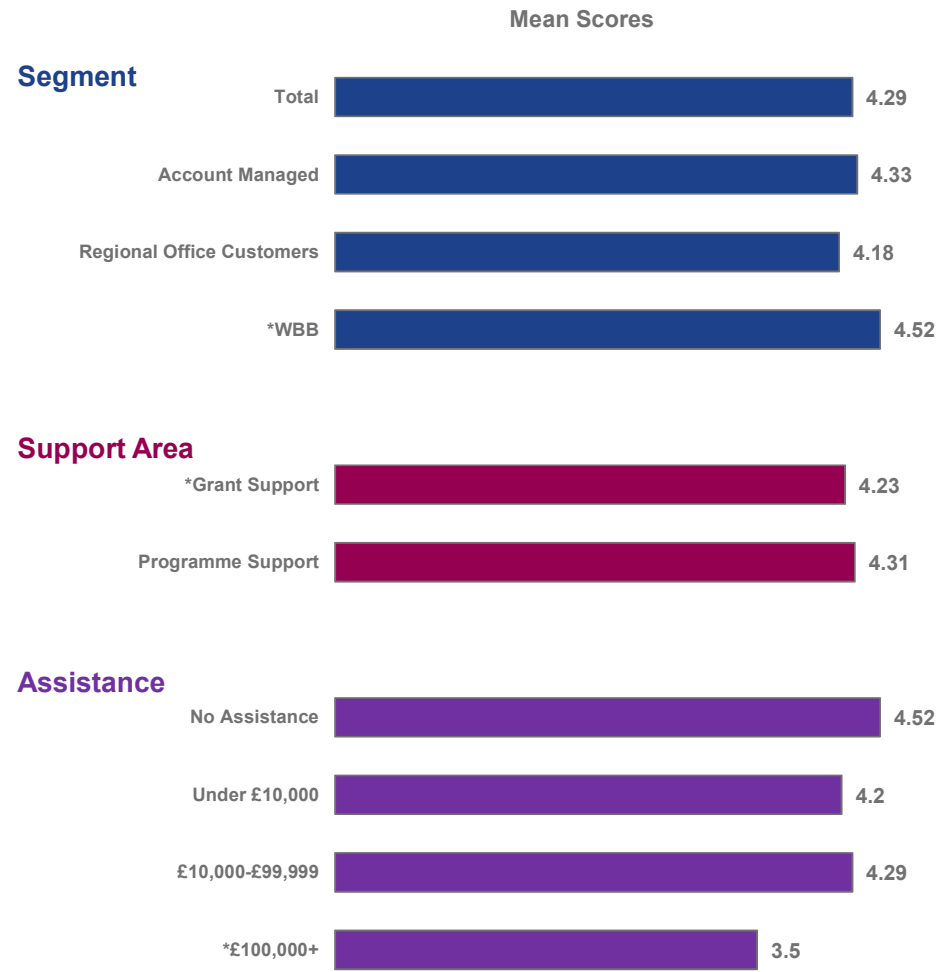
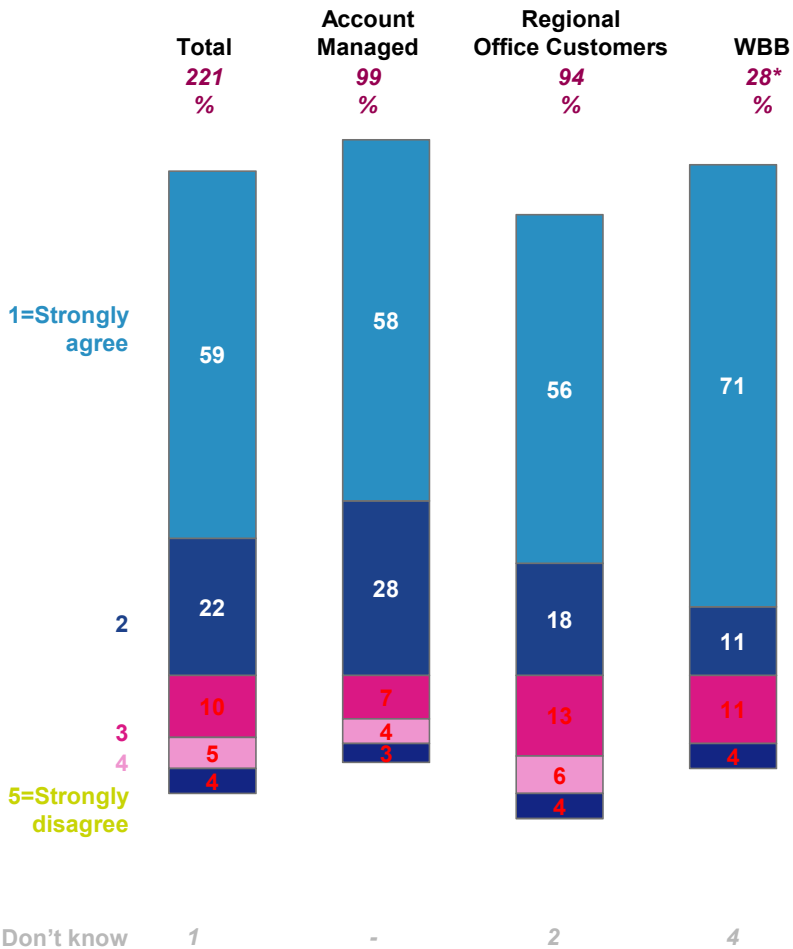




Key Performance Indicator – Performance

'I received information on additional support programmes that are available from Invest NI'

*Small Bases = less than 50

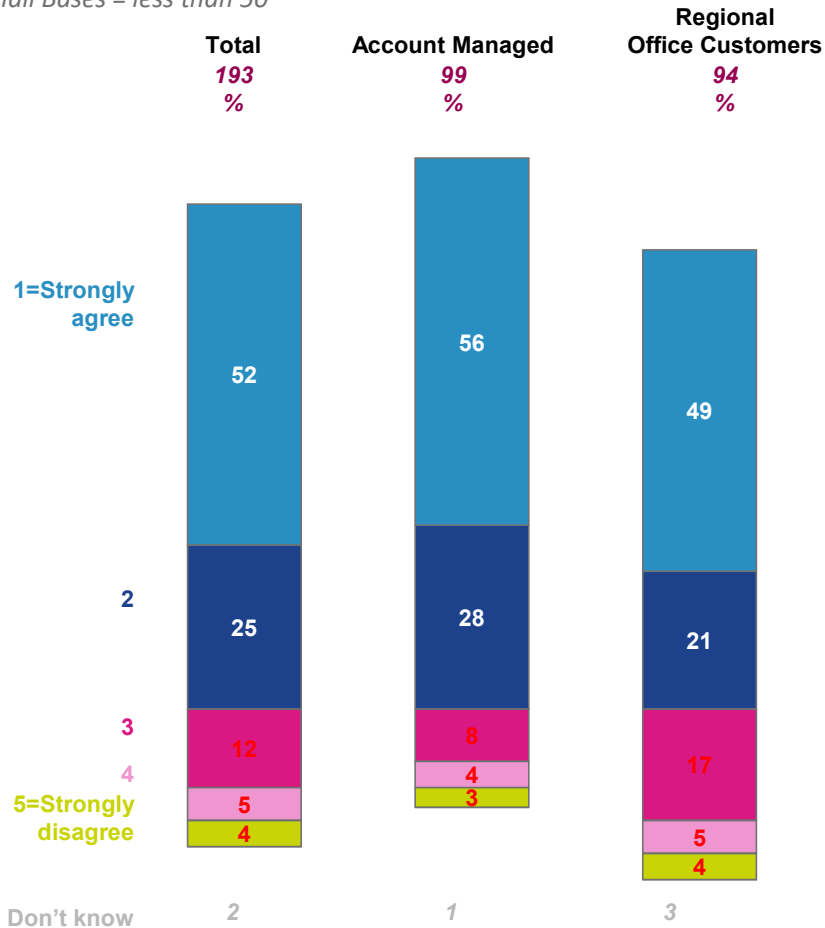




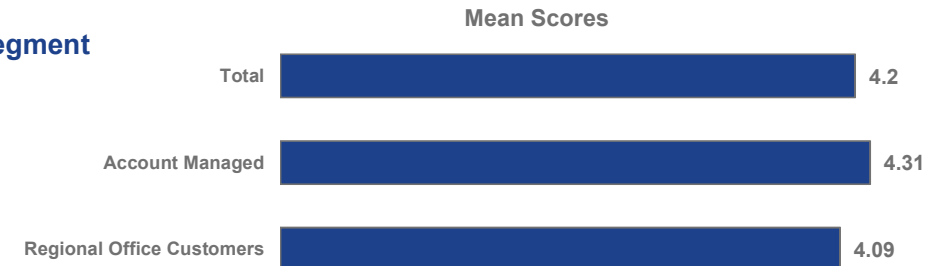
Key Performance Indicator – Performance

‘I am clear on my business development journey with Invest NI in terms of future support services that I am considering using’

*Small Bases = less than 50



Segment



Support Area



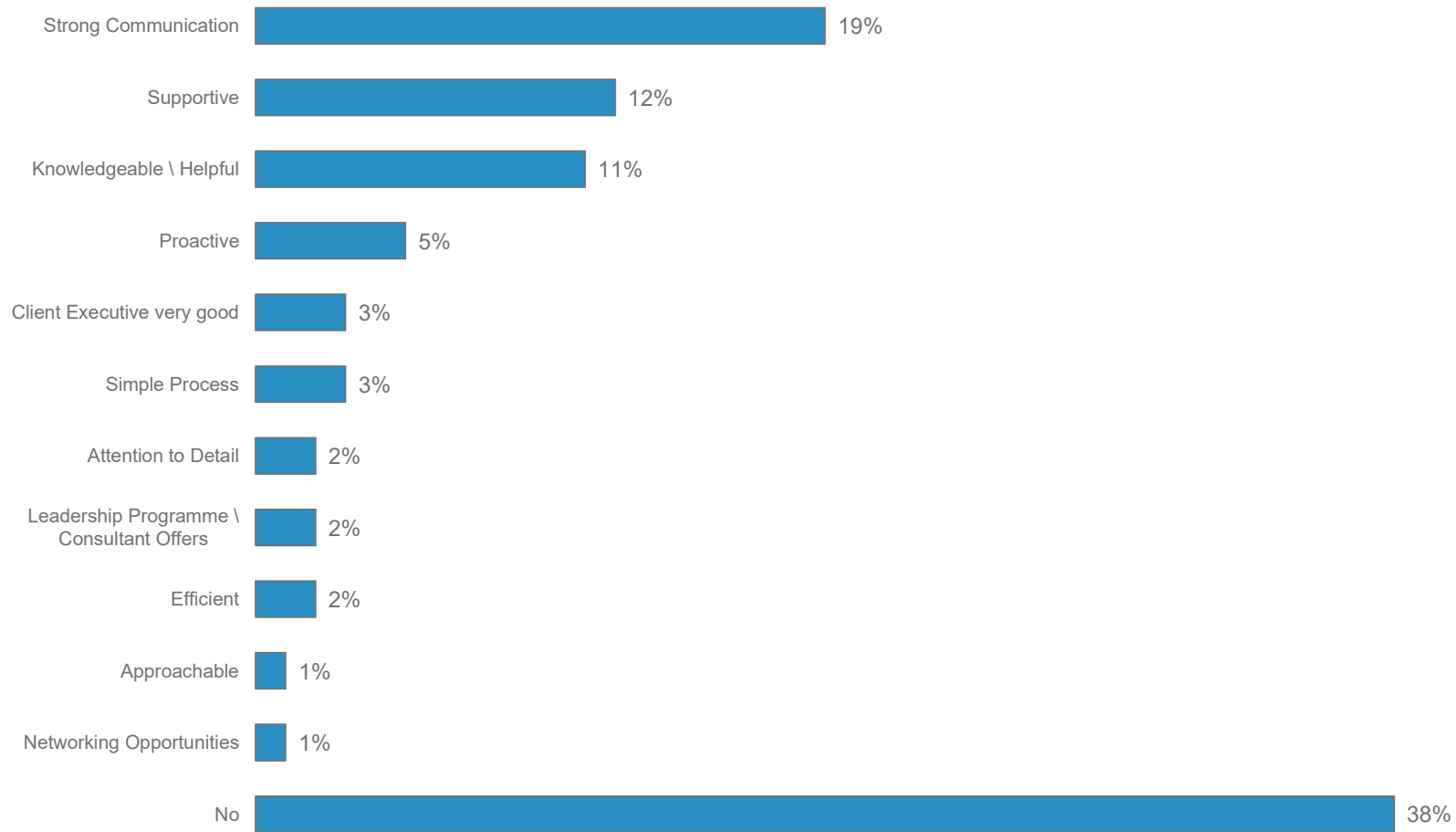
Assistance





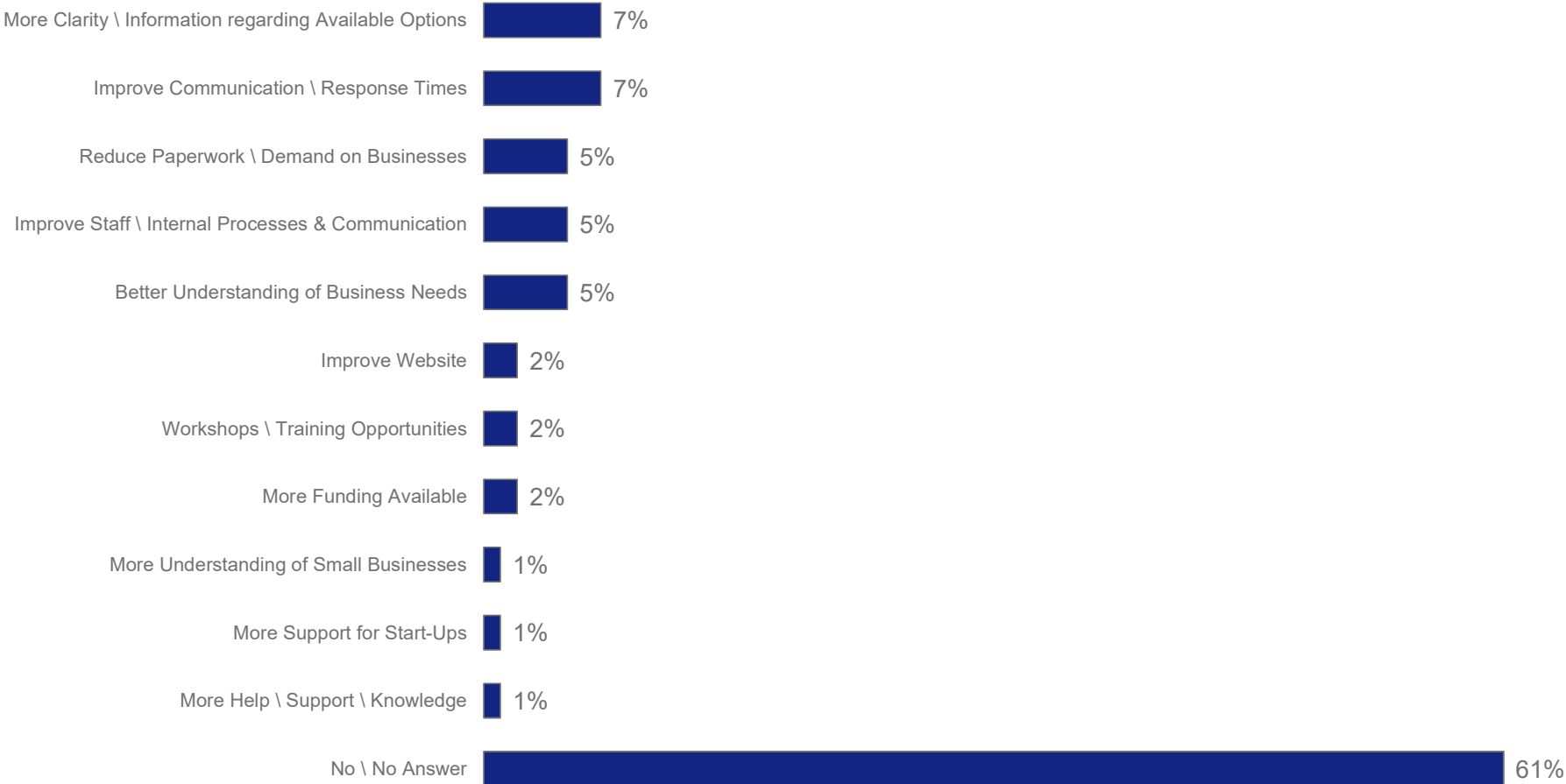
Key Performance Indicator – Performance

‘What Invest NI did particularly well’



Key Performance Indicator – Performance

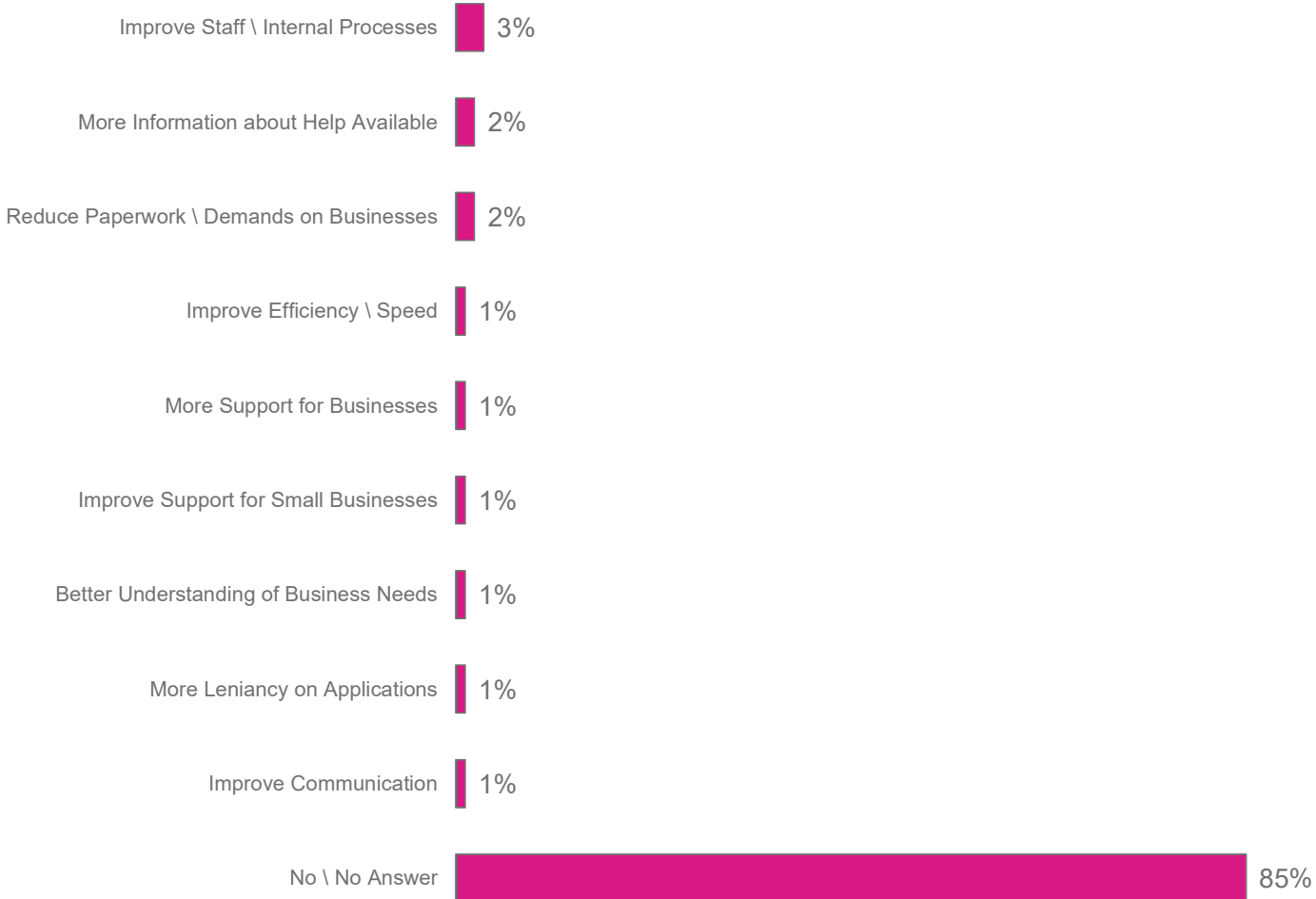
‘Anything organisation could do to improve the overall service they provide’





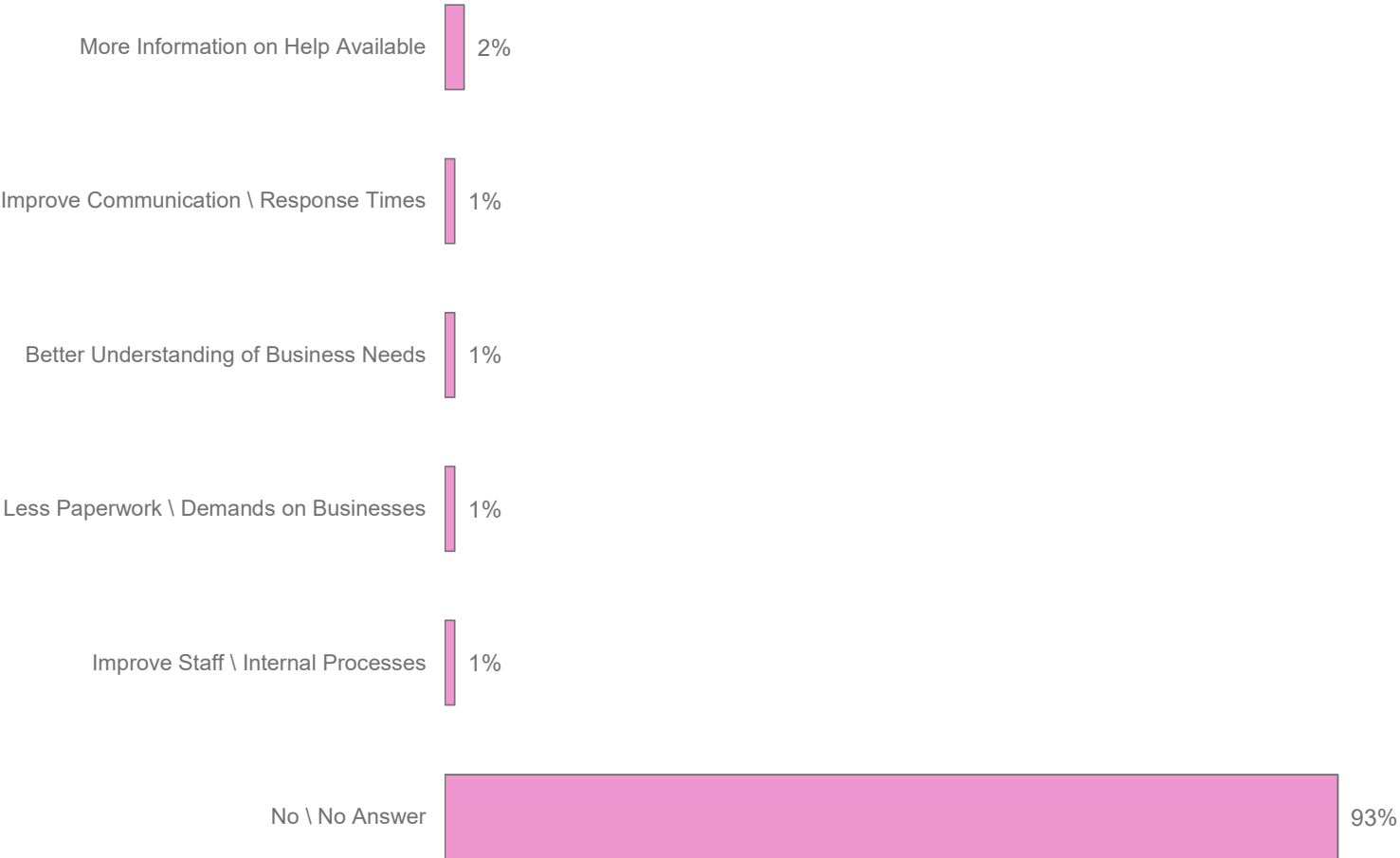
Key Performance Indicator – Performance

‘Anything organisation could have done better’

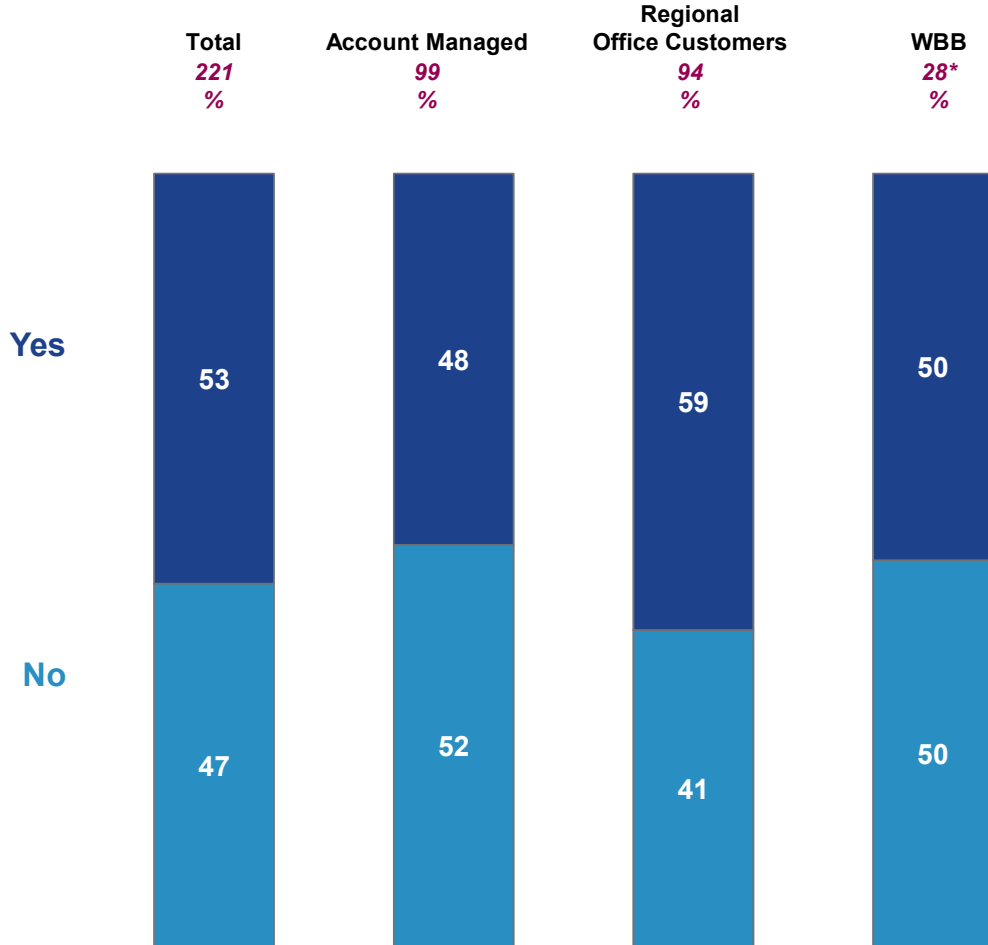


Key Performance Indicator – Performance

'Anything organisation could have done differently'



Actively Discussing Application for Additional Support

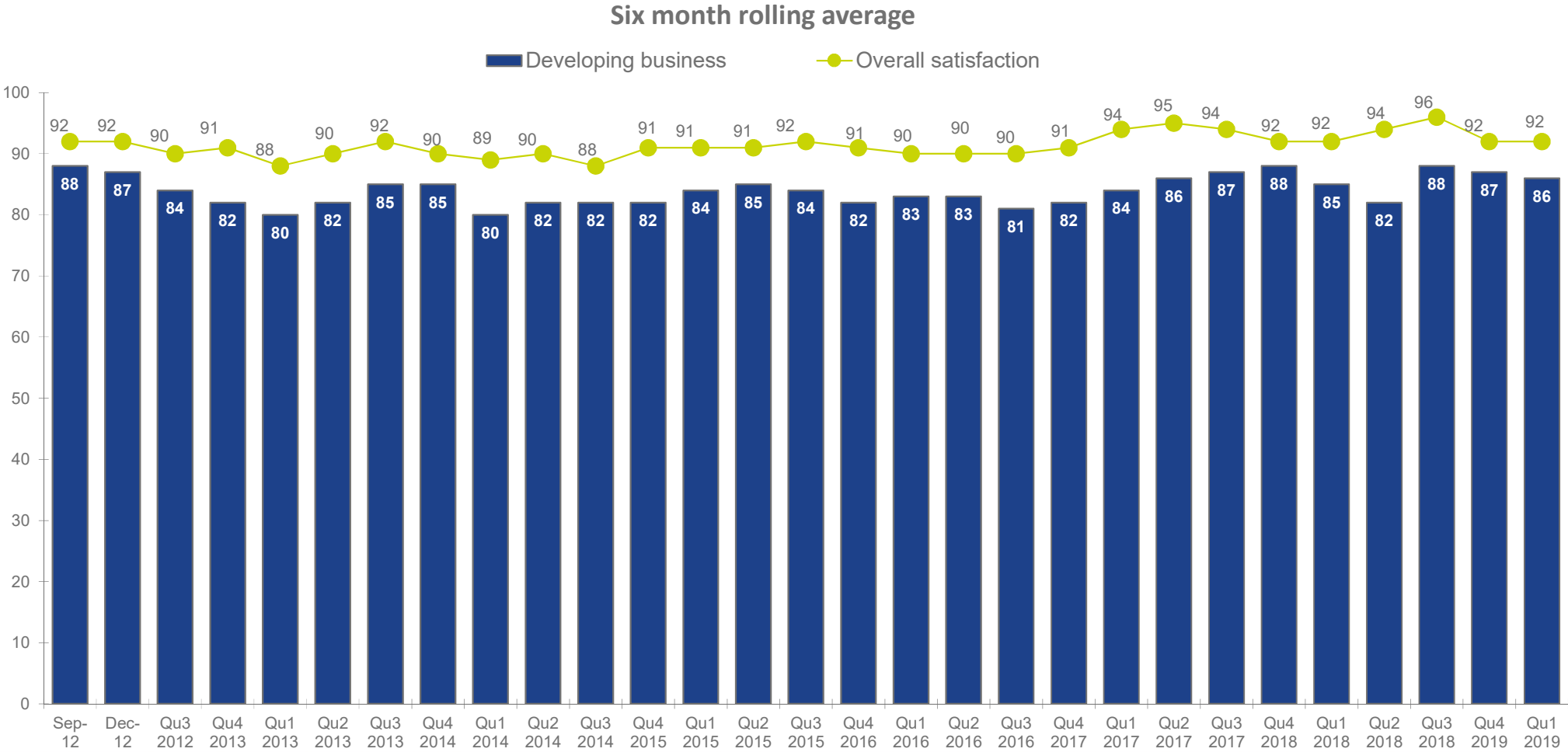


Cognisense

Rolling Average



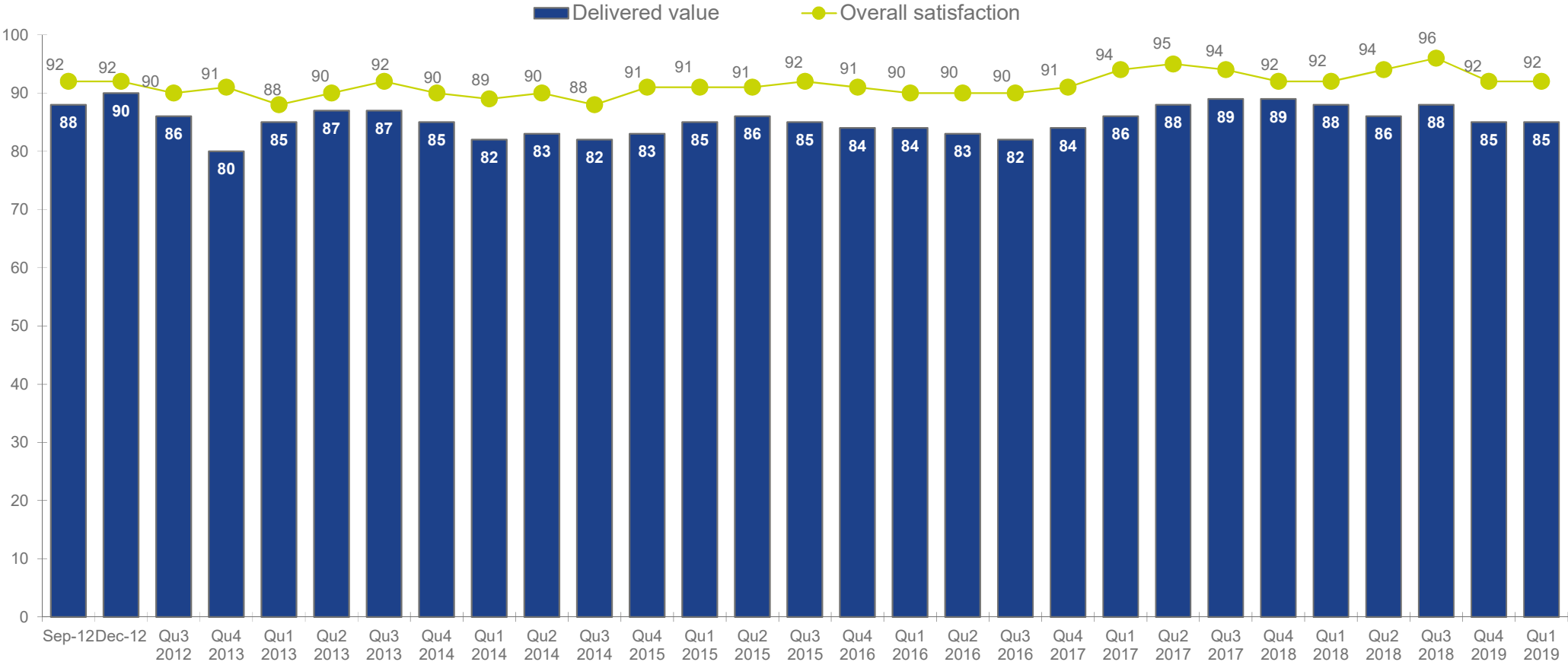
Satisfaction and key driver variables: INI is helping to develop my business



Satisfaction and key driver variables: INI delivered value to my business



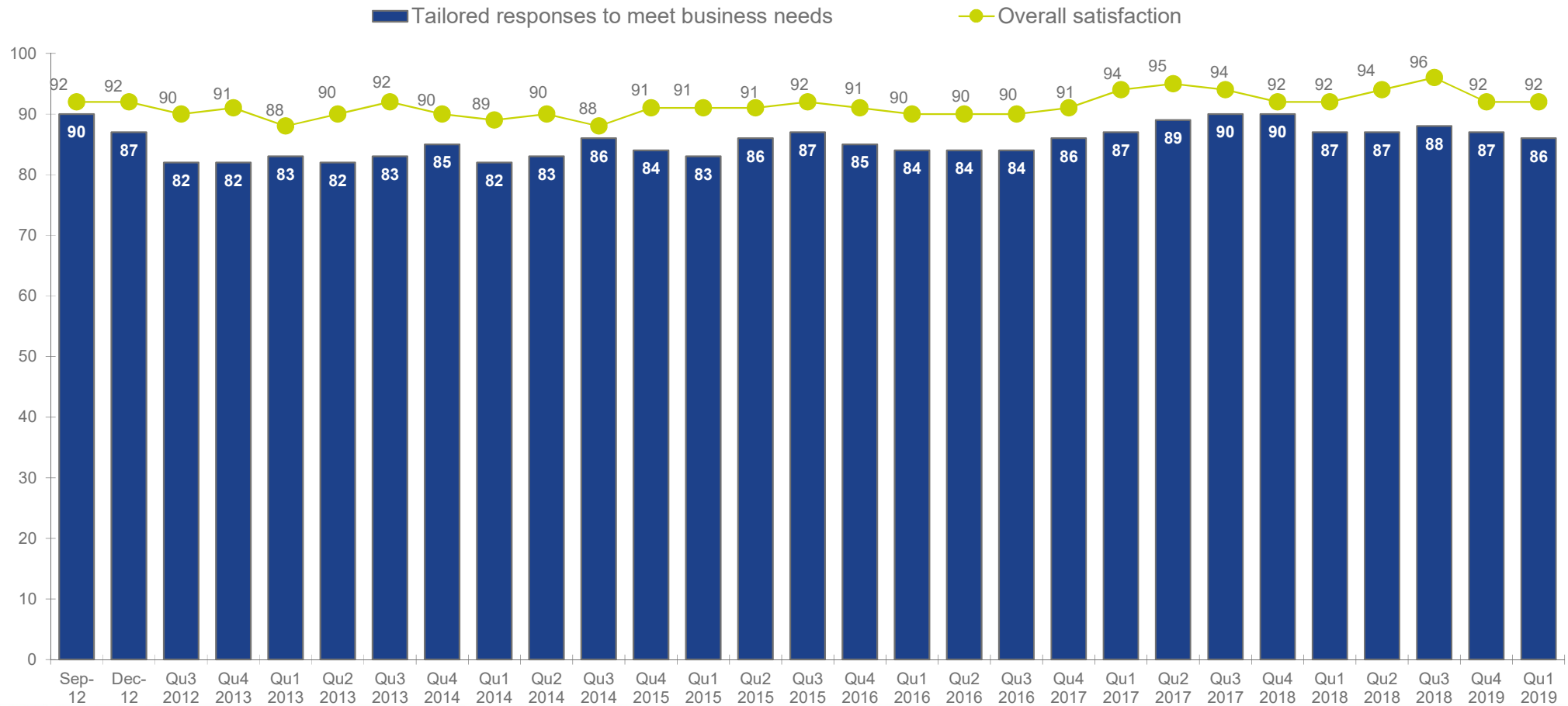
Six month rolling average



Satisfaction and key driver variables: INI tailored their responses to meet your business needs



Six month rolling average

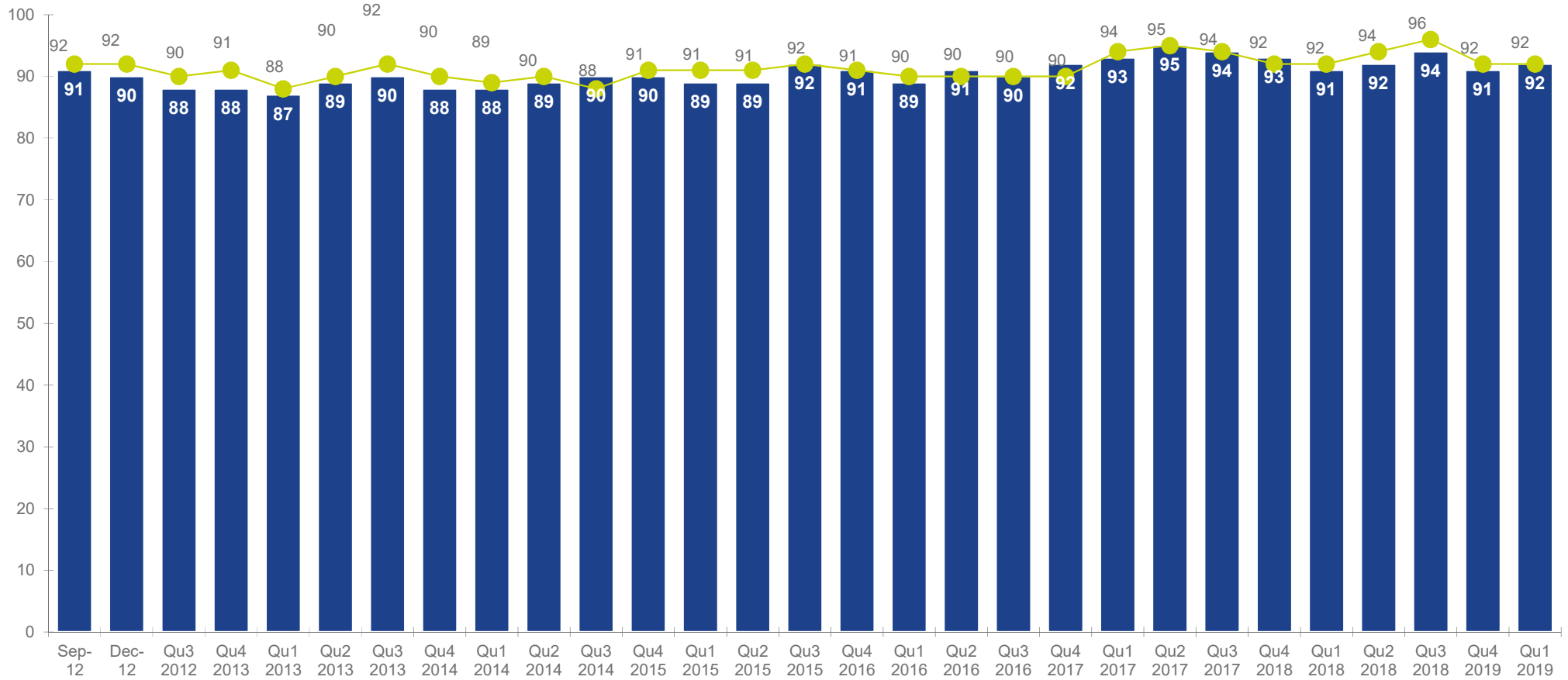


Satisfaction and key driver variables: Satisfaction with Client Executive

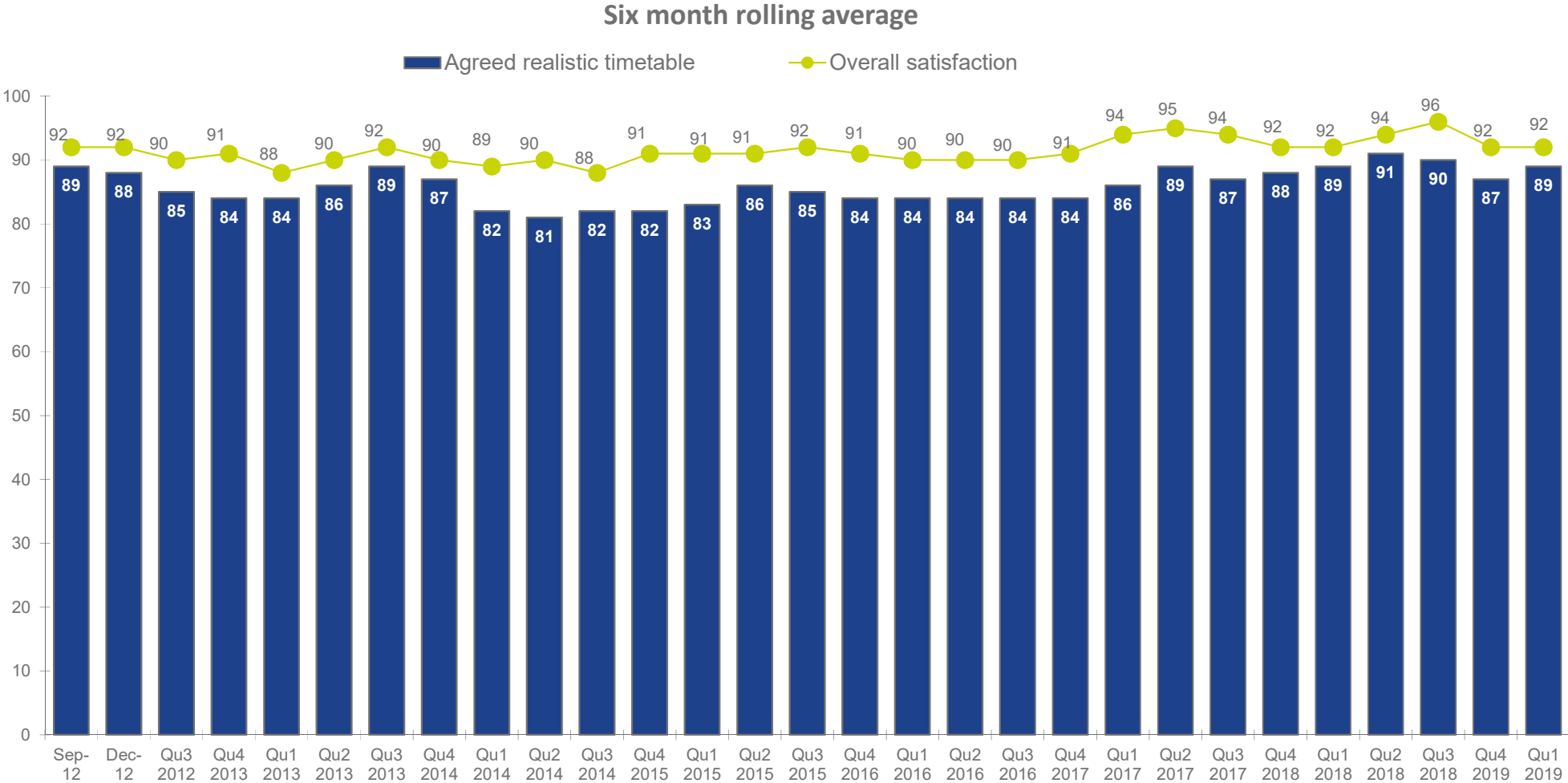


Six month rolling average

■ Satisfaction with Customer Executive ● Overall satisfaction



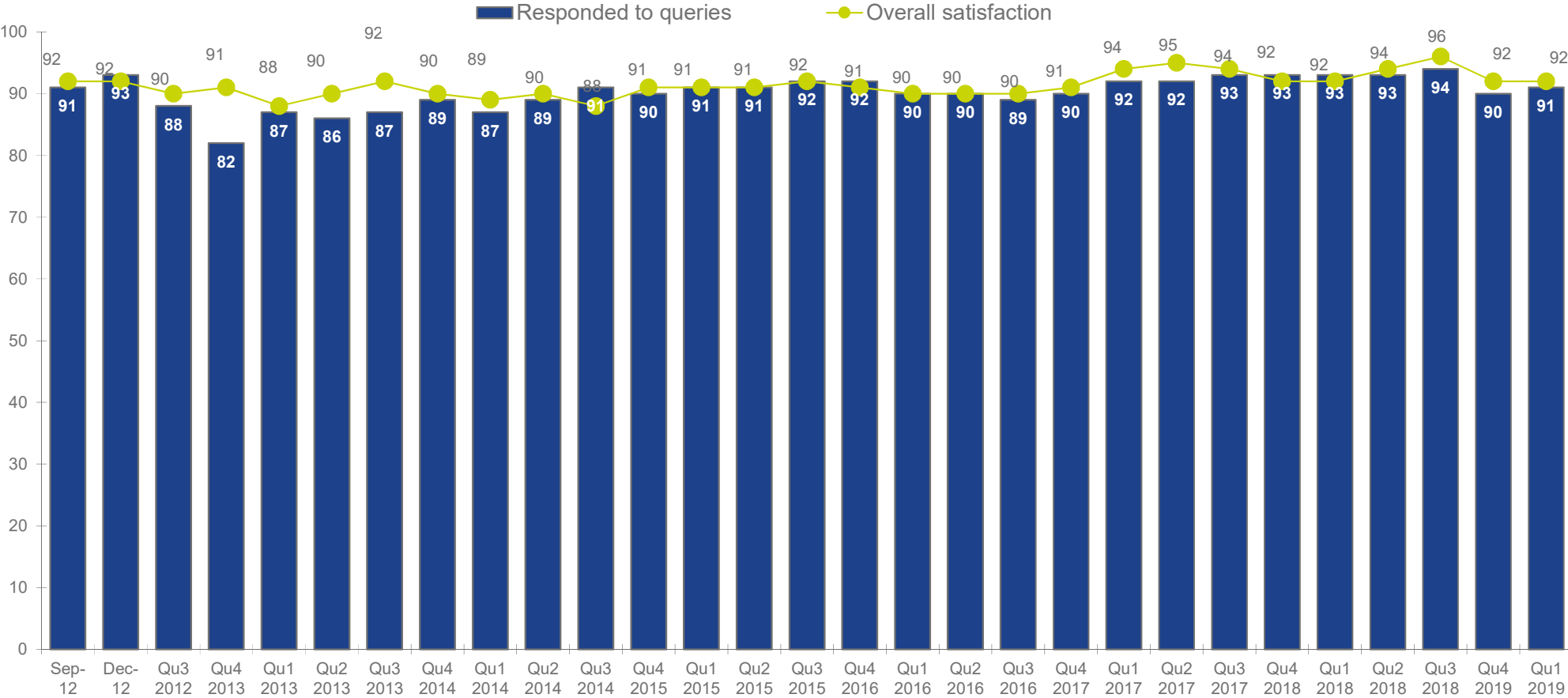
Satisfaction and key driver variables: INI discussed and agreed a realistic timetable for planned activities



Satisfaction and key driver variables: INI responded to your queries within a reasonable timeframe



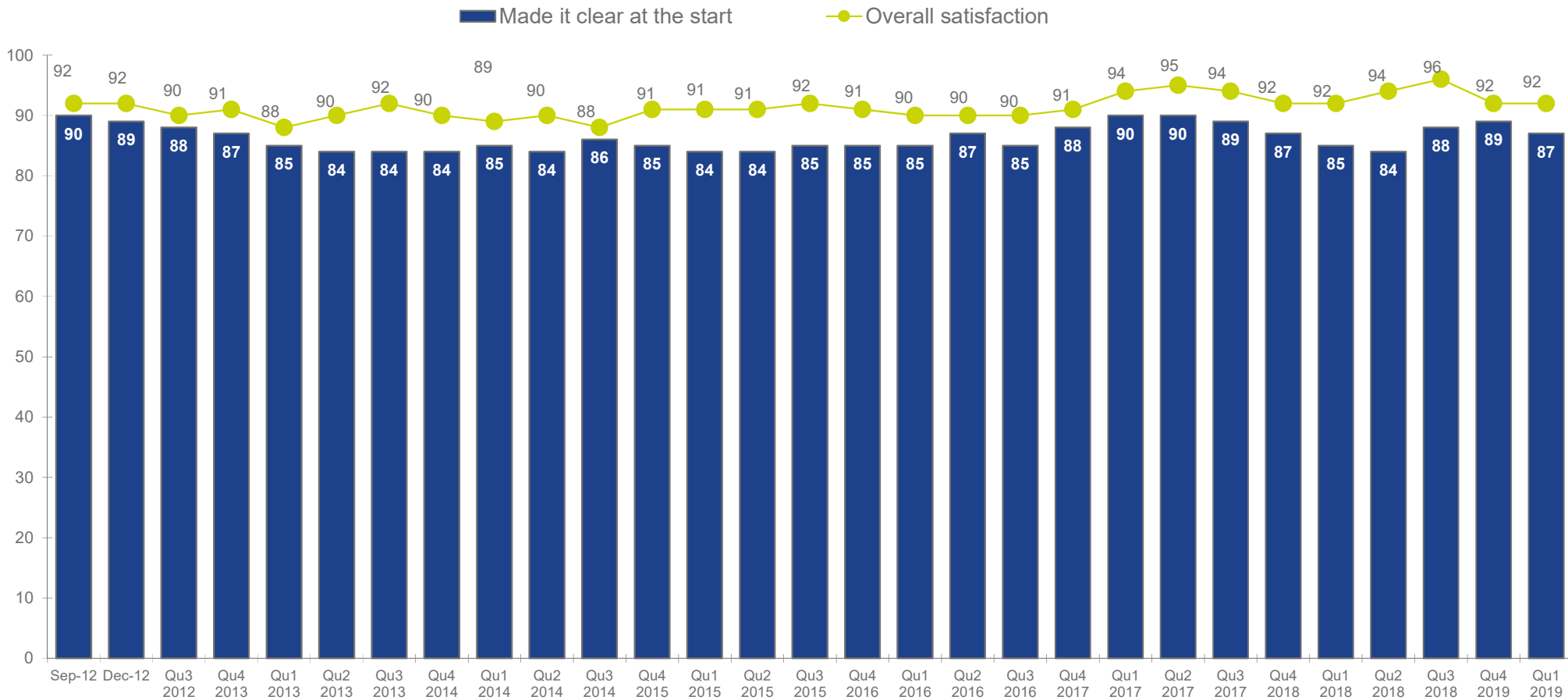
Six month rolling average



Satisfaction and key driver variables: INI made it clear at the start if and how they could assist your business



Six month rolling average



Cognisense

Detailed Performance Measures





Performance Overall

Customers



Process - Management



Process - Communication



Average Rating	
Nov-Mar '17	4.46
Apr-Jun'17	4.45
Jul-Sep'17	4.47
Oct-Dec'17	4.48
Jan-Mar-'18	4.47
Apr-Jun'-18	4.47
Jul-Sept'18	4.45
Oct-Dec'18	4.44
Jan-Mar'19	4.45
Apr-Jun'19	4.53

■ Apr-Jun

Performance by Segment: Account Managed Customers

Base = 99

Customers



Process - Management



Process - Communication



Average Rating	
Nov-Mar '17	4.51
Apr-Jun'17	4.60
Jul-Sep'17	4.53
Oct-Dec'17	4.53
Jan-Mar'18	4.48
Apr-Jun'18	4.37
Jul-Sept'18	4.51
Oct-Dec'18	4.49
Jan-Mar'19	4.52
Apr-Jun'19	4.54

■ Apr-Jun





Performance by Segment: Regional Office Customers

Base = 94

Customers



Process - Management



Process - Communication



Average Rating	
Nov-Mar '17	4.41
Apr-Jun '17	4.42
Jul-Sep '17	4.49
Oct-Dec '17	4.36
Jan-Mar '18	4.48
Apr-Jun '18	4.60
Jul-Sept '18	4.4
Oct-Dec '18	4.45
Jan-Mar '19	4.44
Apr-Jun '19	4.49

■ Apr-Jun



Performance by Segment: Wider Business Base

Base = 28*

Customers



Process - Management



Process - Communication



Average Rating	
Nov-Mar '17	4.48
Apr-Jun '17	4.18
Jul-Sep '17	4.26
Oct-Dec '17	4.50
Jan-Mar '18	4.23
Apr-Jun '18	4.29
Jul-Sept '18	4.51
Oct-Dec '18	4.29
Jan-Mar '19	4.32
Apr-Jun '19	4.68

■ Apr-Jun