



MyRuby Customer Survey

March 2016



Survey conducted by





We surveyed...

The results of our latest customer survey has provided some valuable information that has enabled MyRuby to gauge client satisfaction levels. It has also helped to identify aspects of the service that matter the most to their client base which will help MyRuby to continue to improve their service in the future. This report includes key findings from the survey.

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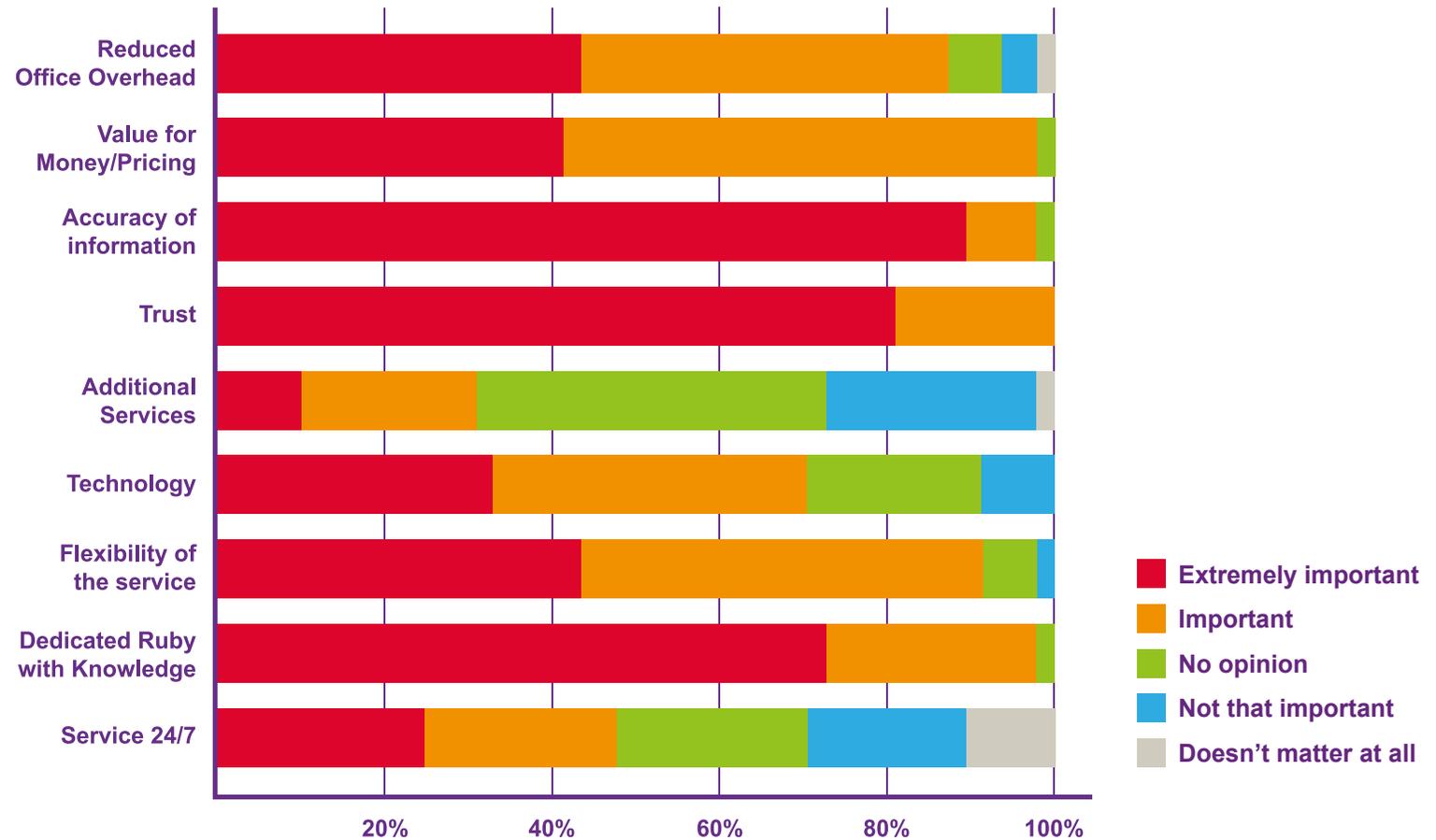
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We asked...

Q1 Please tell us which benefits of the MyRuby service matter the most to you. Rate each of the following service benefits. Tell us what is important to you and what does not matter.

Accuracy, trust and the knowledge of a dedicated Ruby were once again rated as the three most important service benefits by clients. Having a dedicated Ruby is key to the service MyRuby provides and ensuring that your Ruby is fully up to date with accurate information, to help support your business, will continue to be a core focus.



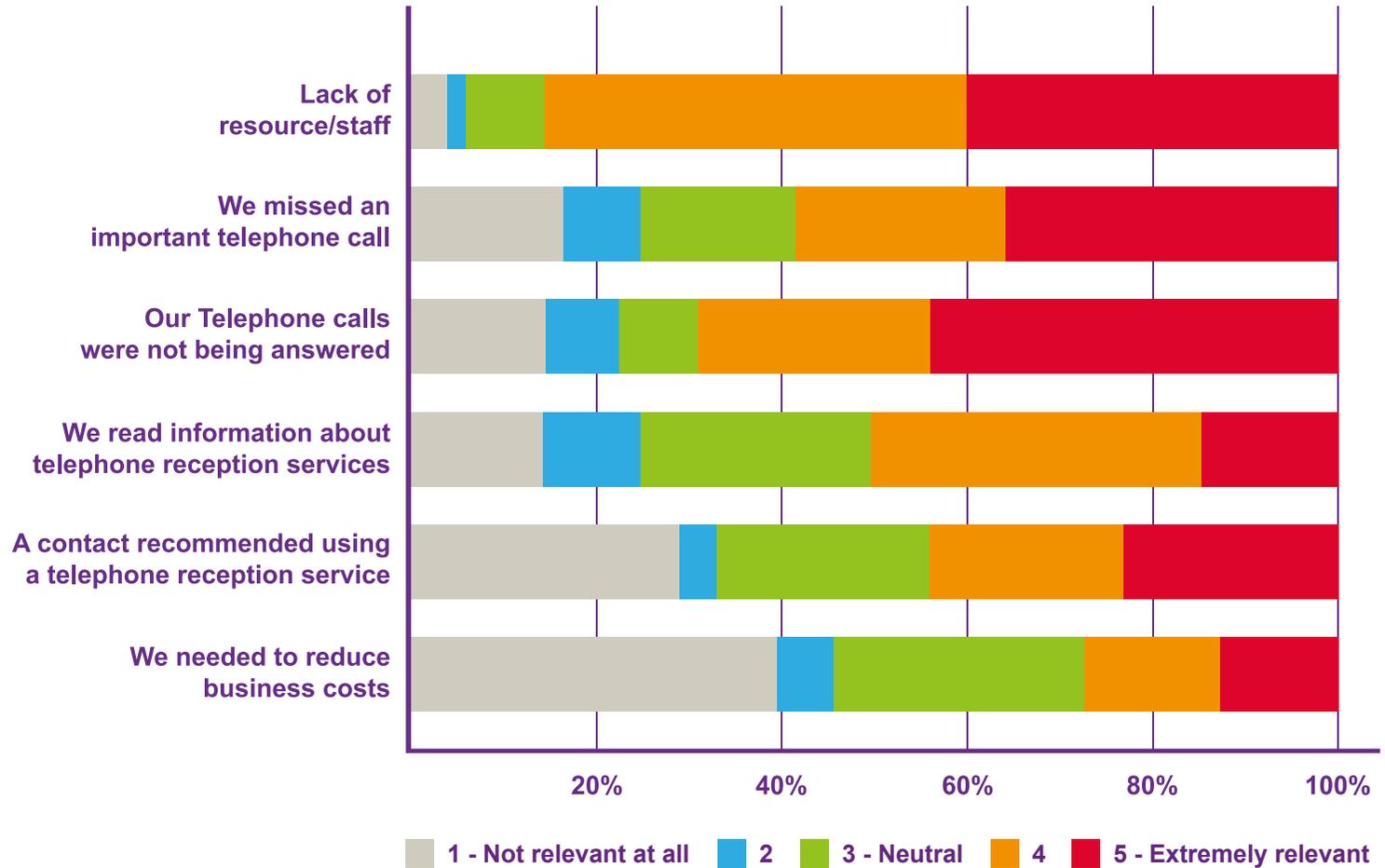


We asked...

Q2

When you began your search for a telephone reception service, which factors were relevant to your business? Please rate the following factors on a scale of 1 to 5, with 1 being not at all relevant and 5 being extremely relevant to your circumstances.

Unanswered calls, missing calls and lack of resource were the driving factors that led most organisations to seek out a telephone receptionist service. MyRuby understands how important every call is to you.

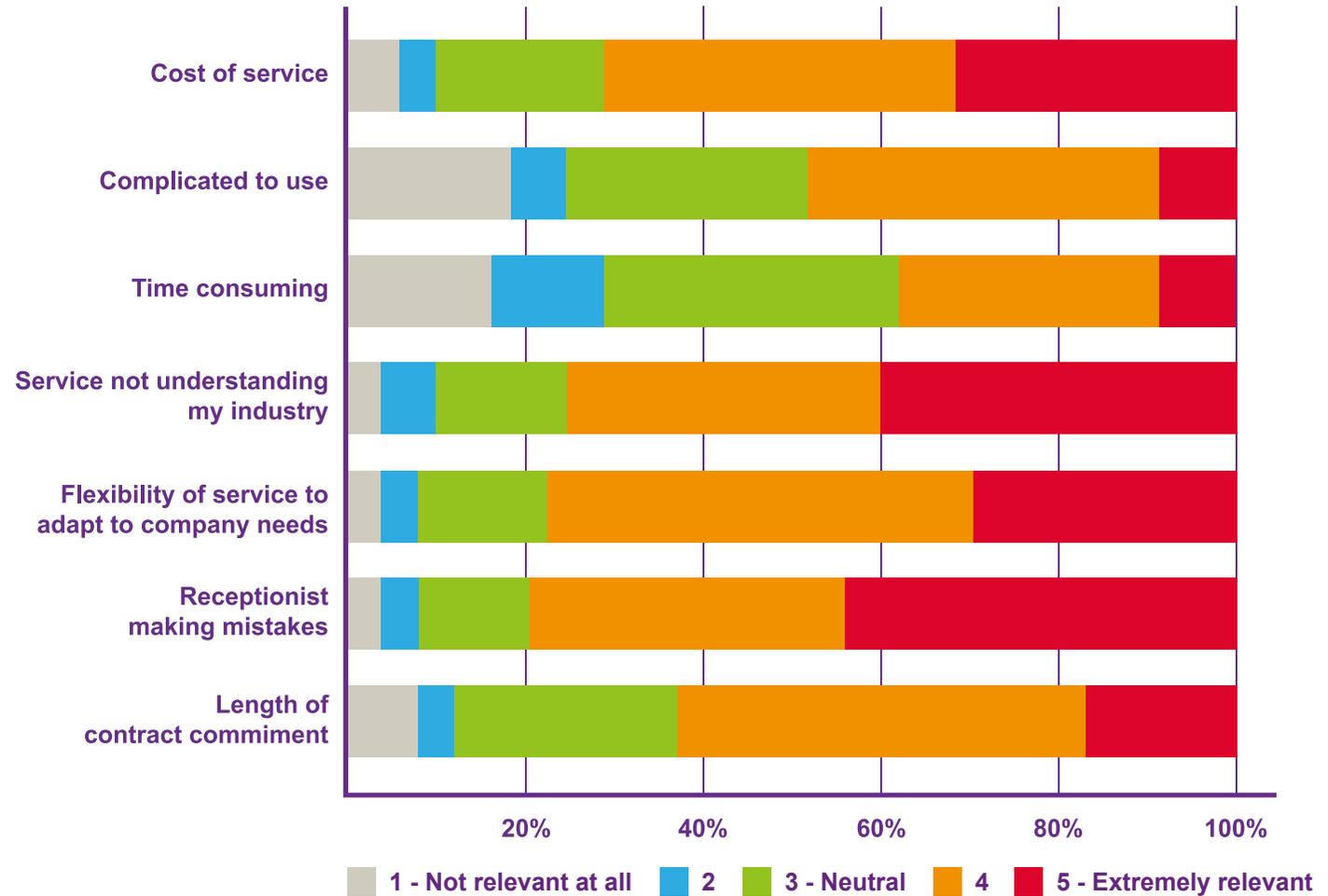




We asked...

Q3 What concerns did you have regarding using a telephone reception service? Please rate the following possible concerns from 1 to 5, with 1 being not a concern at all and 5 being an extreme concern.

Your biggest concerns when considering using a telephone answering service were receptionists making mistakes and not understanding your industry. MyRuby understands these concerns. The Ruby charter, and our scrutinising management, ensures each Ruby is dedicated and committed to delivering the best service possible. That means accurate message taking and portraying your brand just as you would.

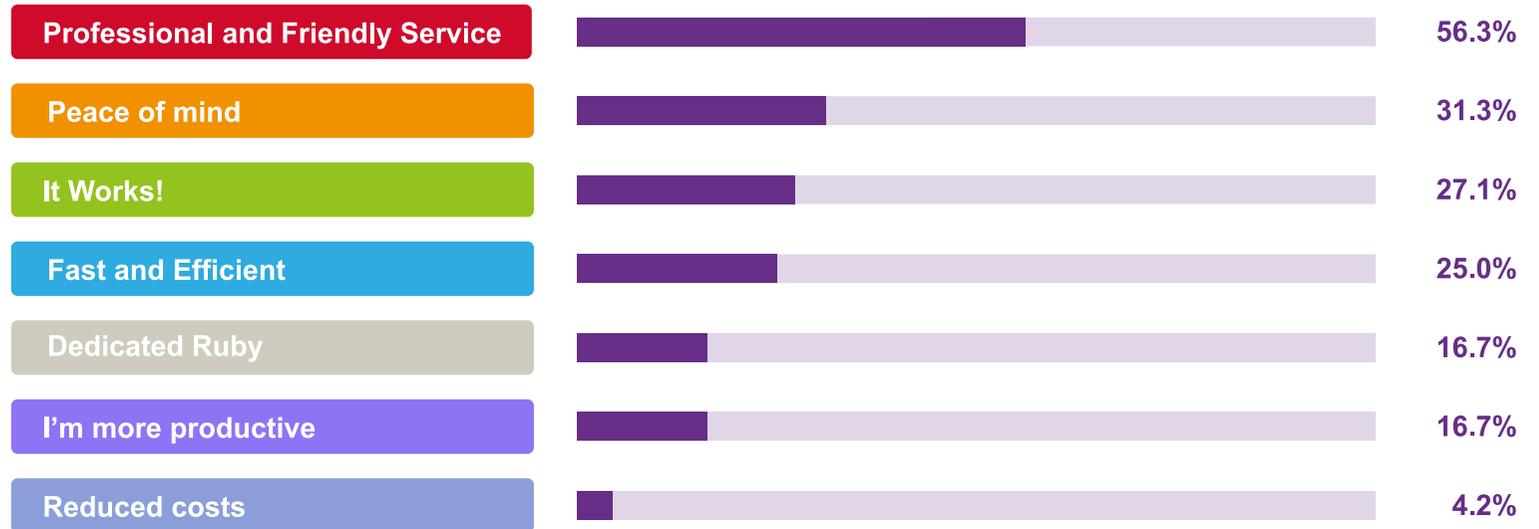




We asked...

Q4 What do you like most about working with MyRuby?

We are delighted with the fact that there are so many reasons why you like working with MyRuby. Our professionalism tops the list. We respect and treat our clients' brands with great care. You've also told us that our service just works, and gives you the peace of mind that every call is answered, professionally. This enables you to concentrate on your own work, making you more productive without interruptions, safe in the knowledge that important messages would be given to you immediately.

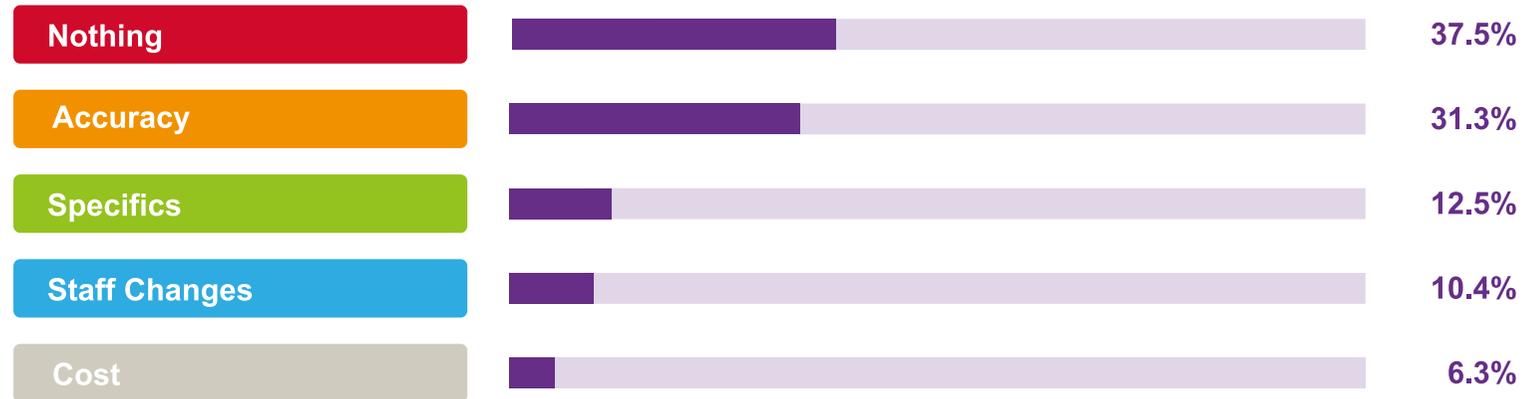




We asked...

Q5 What do you like least about working with MyRuby?

We were pleased that so many of you answered “nothing” when asked what aspect of the MyRuby service you liked least. MyRuby was concerned that some of you had experienced some mistakes made by your Rubys and whilst it was encouraging that many of these mistakes had been quickly rectified, this is a key area that MyRuby is focusing on.





We asked...

Q6 How likely is it that you would recommend MyRuby to a friend or colleague?

Your willingness (or unwillingness) to recommend MyRuby gives us the best indication of how we are performing. It's called a Net Promoter Score (NPS). It is used widely as an important measure of customer service. We were pleased that this year the NPS score had increased from 53.5% to 56%. We'll ask this question every year and work hard to increase it.

UK NPS Leaders 2015

Sector	Brand	NPS®
Auto insurance	LV	34
Banking	First Direct	73
Brokerage / Investments	Hargreaves Lansdown	34
Cable / Satellite TV Service	Freeview	38
Cellular phone service	Tesco Mobile	38
Credit cards	Santander	28
Health insurance	Simply Health	25
Home / Contents insurance	Aviva	7
Internet service	Plusnet	37
Life insurance	Prudential	7

