

CUSTOMER  
SERVICE  
EXCELLENCE



# Customer Satisfaction Survey 2022 – 2023 Results



# Customer Satisfaction Report and Results

CUSTOMER SERVICE EXCELLENCE



The Print Image Network Customer Service Excellence survey is issued annually and this year, represents data collated from 24 local authorities. The survey covers key aspects of the products, services and dedicated support that we provided to our customers for the May 2022 elections.

Striving for and maintaining the best customer service requires continuous development especially in the field of constantly changing election legislation. Impartial accreditation of our services is vital to helping us hone our products and services to their optimum which is why we choose to be assessed under the Cabinet Office Customer Service Excellence standard, an accreditation we have held since 2012.

Feedback from a decade of customer service questionnaires has helped us to refine products and services to meet customer needs such as time-saving proofing procedures, a wider range of postal vote pack designs, dedicated, cost effective by-election solutions and unique ballot book supplies packed and labelled per polling station - to name just a few.

Once again, we are grateful to our staff for their timeless dedication and high standards and of course all of our customers for providing their valuable feedback once again.

**We are delighted to report that our headline, overall Customer Satisfaction score that will be reported to CSE is 98%**

An aspect of the Customer Service Excellence assessment that we must report on covers benchmarking. This is used to establish how our products and services compare to other providers in the electoral printing services sector. Included within our annual customer survey, our benchmark score showed 93% of our customers rated us as **better** or **much better** than other service providers they had used. This creditable score is further supported by the statistic that 100% of all respondents would recommend Print Image Network to a colleague or other organisation.



Certificate Number 10106  
ISO 9001, ISO 27001

**INVESTORS IN PEOPLE**  
We invest in people Gold



# OVERALL SATISFACTION 98%



## Account Manager Support

Areas assessed include proactiveness, attention to detail, legislative knowledge, understanding customer needs, reliability, accessibility and overall support.

**Category average: 99% with 5 out of the 6 categories achieving 100%**

## Poll Cards / Letters

The survey reviewed proofing timescales and accuracy, the tailored live data schedule, adherence to timetable and despatch date.

**Category average: 97% with 100% achieved for proofing timescales and live data schedule.**

## Postal Vote Packs

Evaluation included proofing timescales and accuracy, live data schedule, adherence to the bespoke timetable, functionality of the pack and the audit process.

**Category average: 97% with 100% attained for proofing timescales /accuracy and adherence to the timetable.**

## Ballot Books

Customer responses reported on proofing timescales specifically following close of nominations, accuracy of first proof, delivery on the date promised and early enough in advance of polling day plus delivery and presentation of the books being pre-sorted by polling station.

**All areas assessed in this category scored the maximum 100%.**

## Accommodating Customer Needs

The outcome of this overall appraisal request was that respondents considered we could not have done any more to accommodate their Council's needs.

## Overall Impression

Customers were asked to consider our professionalism during the entire process from early pre-election planning and preparation through to handling the pressure, reacting to changing needs and delivering the goods.

**This all-encompassing question scored a maximum 100%.**



# What our customers had to say

Our customers were given the opportunity to provide their honest opinion about our service in several open-ended questions.

"Delivered when promised. Excellent lines of communication. Excellent support."

**Calderdale Council**

"In relation to the quality of service provided, overall, we felt we were in safe hands in terms of our print production. Great care was taken at the proofing stage and the attention to detail was excellent, considering the volume of ballot papers (postal and polling stations) and permutations that had to be managed. The postal vote one-piece mailer/envelopes were also of a good quality. The two big selling points for Print Image Network for us are:

1. really robust project liaison and planning, and;
2. the quality control of printing, particularly in relation to the accuracy of postal and polling station ballot papers.

**Neath Port Talbot County Borough Council**

"My Print Image Network account manager, Graham Williams provided an impeccable service and excellent support during the May 2022 Borough Council Election. Graham's expertise, help, support, knowledge and a friendly flexible approach meant that all our printing requirements were fully met throughout the election period.

All processes to the production and supply went very well and ran smoothly according to the timetable. We were highly satisfied with the polling station ballot book production and supply and the end result."

**Reigate and Banstead Borough Council**

"Very responsive and very pro-active compared to others. It was helpful to be able to proof ballot papers in advance of the close of nominations - something others haven't wanted us to do. Awareness of the pressures we are under and more flexible than other suppliers I've worked with."

**Tandridge District Council**

Reliability, attention to detail - I feel safe awarding any election print requirement to Print Image Network - knowing that the work is in good hands and will be delivered to a high standard."

**Carmarthenshire County Council**

## Get in Touch

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## About us

Print Image Network is a leading electoral print and mail provider, servicing over 25% of the country's local authorities with election stationery. Our team includes highly skilled individuals, from print production experts and electoral consultants, to specialist account managers, administrative staff and communication professionals.

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