

BBRS Customer experience feedback data

June 2022

Introduction

In line with our stated values the BBRS is open and transparent about our customer feedback on the service we offer. The following document offers an insight into the data we have collected from our customers and how they experience the service we provide.

The data we have provided below is cumulative. As more cases pass through the system, our data survey size increases. We are, however, able to assess the data against previous analysis points as a way of identifying any improvements/deteriorations in the customer experience as the BBRS is continually looking at ways to improve the SME customer experience.

Collecting customer feedback data

We receive feedback from customers both directly and indirectly.

- Direct feedback is obtained through surveys completed at various stages of the journey.
- Indirect feedback is obtained by reviewing service complaints and by obtaining feedback from Customer Champions, who work directly with customers and seek to understand the areas which could be developed.

Feedback from customers is collected both before we begin investigating the customer's case and after the customer's journey with the BBRS has ended.

Feedback was previously analysed up until February 2022 and has now been analysed up until 6 June 2022.

Questionnaire data insight

The BBRS proactively asks customers for feedback at various stages of the customer journey. There are currently three points along the customer journey where the BBRS asks for direct customer feedback – this is at the application submission stage, after the complaint points have been agreed with the help of the Customer Champion and after a decision has been issued.

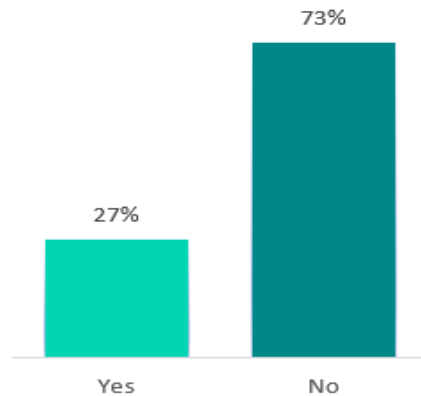
Stage	Responses received
Application submission	307
Complaint points acceptance	30
Decision	5
Total	342

Data as at 6 June 2022

Application stage

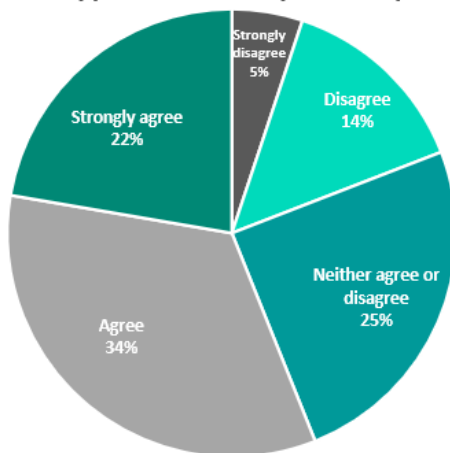
- 73 per cent of customers told us they were able to complete the application without support from the BBRS team. This is compared to 71 per cent for February 2022

Did you require support from the BBRS team to complete the application?



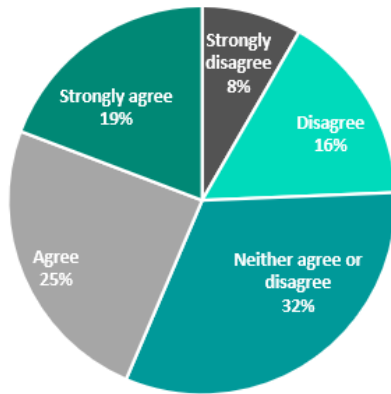
- 56 per cent of customers agreed, or strongly agreed the application was simple to complete. This is compared to 55 per cent for February 2022.

The application was simple to complete



- 44 per cent of customers agreed, or strongly agreed, the process to submit supporting documents was simple – this has remained the same as at February 2022. Following the February 2022 review, the BBRS has been working on an online portal guidance document, which will be shared with all new customers to provide some helpful advice on how to submit supporting documents.

The process of submitting supporting documents was simple

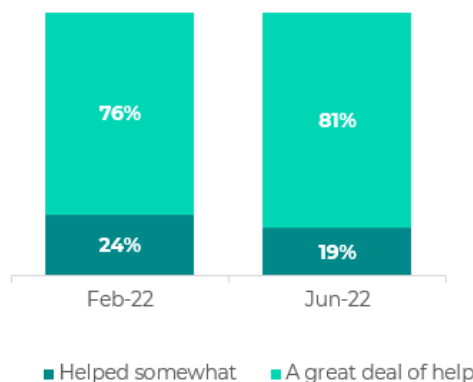


81 per cent of customers who agreed, or strongly agreed the application was simple to complete had raised complaints post the BBRS' launch. This suggests work undertaken by the BBRS to improve processes using previous customer feedback, has helped improve the customer journey.

Setting out the customers' complaint

- 81 per cent of customers told us they had received a great deal of help from their Customer Champion in setting out their complaint, which has increased from 76 per cent in February 2022. The remaining 19 per cent felt the Customer Champion had somewhat helped them.
- No customers reported a lack of help from their Customer Champion.

To what extent did the Customer Champion help you to set out your complaint?



This highlights that our customer-centric approach, with our policy of having one point of contact for customers throughout their complaints journey, is proving highly effective.

Decision stage

We continue to have limited feedback from this stage of the journey.

We are aware the further along the complaints journey the customer is, the less likely they are to engage in requests for formal feedback.

Also, due to the number of cases that have completed the complaints journey in full, there was always expected to be less feedback at this stage of the journey.

Service complaint insights

The BBRS has received a total of 15 service complaints since inception. Since February 2022, the BBRS has received four service complaints.

The topics covered in these additional service complaints are varied but the following topics have featured:

Dissolved company

One complainant was unhappy the BBRS was unable to help him with a complaint brought on behalf of a dissolved limited company until he could demonstrate that he had the authority to do so. The BBRS is tracking the number of complaints that may be impacted by this issue to see if we need to take any action.

Functionality of the BBRS' online portal

One customer expressed frustration with the online portal. The customer did not feel the online portal provided sufficient information about the current stage of the complaint and what the next steps were likely to be.

This information has been reviewed internally and will be considered in current considerations around changes to the online portal.

Date used to categorise complaint

There were concerns raised by a customer about the date used to categorise the complaint and the date used to assess the SME's eligibility for the BBRS.

The event date was used to determine whether the complaint was considered under the historic or contemporary scheme and the date of complaint to the bank was used to determine the date we would use to assess the company's financial characteristics.

The dates used and the reasoning behind why they are used can seem complex, but each customer has a Customer Champion who is happy to have a discussion to explain why these dates are used and clarify any concerns the customer may have.

Concessionary consideration

One customer expressed concern about their case not being considered under the concessionary process. The customer wanted to have their case considered under the concessionary process without being considered for eligibility.

Currently all cases are being considered for their eligibility before being considered for concessionary or non-adjudicative means. The BBRS will continue to monitor this process to see whether any changes should be made going forward.