

This table illustrates how well the example organisation is delivering a range of benefits (the outcomes from their systems/processes) to customers/clients compared with other organisations.

Halo Customer Measures (% Customers Agree v Universe Benchmark Data)

Benefits/Outcomes Statements	2007	Universe	Halo Performance
They are good at keeping in contact with us	64	80	Medium
They take time to understand any problems we may have	61	71	Medium
I trust the people there	53	78	Medium
The people are reliable and dependable	49	75	Medium
They do what they say they are going to do	46	76	Low
The people are enthusiastic and motivated	41	64	Low
They are ahead of other organisations offering similar services	40	56	Low
They are associated with new ideas and thinking	31	48	Low
The people are good at understanding what we as customers really want and not just what we ask for	31	70	Low

There are many more benefits statements to apply than are shown here, after a qualitative stage we are able to specify the benefits, which are the most important to each organisation. The one highlighted in blue is the benefit, which customers said was the most important.

Willingness to Recommend (%'s)

The 'top box' figure (% very likely) is important as it represents the best indicator of how people are likely to translate their attitudinal views into behaviour. Note: in some business sectors it may not be appropriate for people to feel they should recommend your services e.g. personal loans/debt counselling.

	Very Likely	Fairly likely	Not very/Not at all
2007	24	48	18
Universe Data	35	44	15

How Have Your Service Levels Changed Over the Last Year? Are they...

This indicator will tell you if people feel your service is improving or not. The full report also includes verbatim comments from customers with their suggestions and comments as to how you can improve. We are also able to measure relative performance against other providers in your organisation's sector. This is helpful in determining whether the service level changes your team are making are keeping pace with the competition.

	% Better	% Stayed the Same	% Worse
2007	33	50	17

Halo Key to Performance

High	Are delivering the benefits the organisation sets out to achieve in this area
Medium	Sometimes, but not always delivers the benefits the organisation sets out to achieve in this area
Low	Doesn't or inconsistently delivers the benefits the organisation sets out to achieve in this area

If you would like to find out how well your organisation delivers benefits to customers/clients and how this performance compares with that of other organisations, please call us on 01276 477445.