



Parkfoot Garage Ltd (14035)

Voice of the Customer 2017 Report

June



Your Overall Satisfaction Score **14** Customer surveys this month (Target = 25)

Taking into account everything you did on your visit to BP, how would you rate your overall experience on that occasion? (10 point scale from very poor to excellent)



Happy Customers

% scoring 9 or 10 out of 10



Current Month

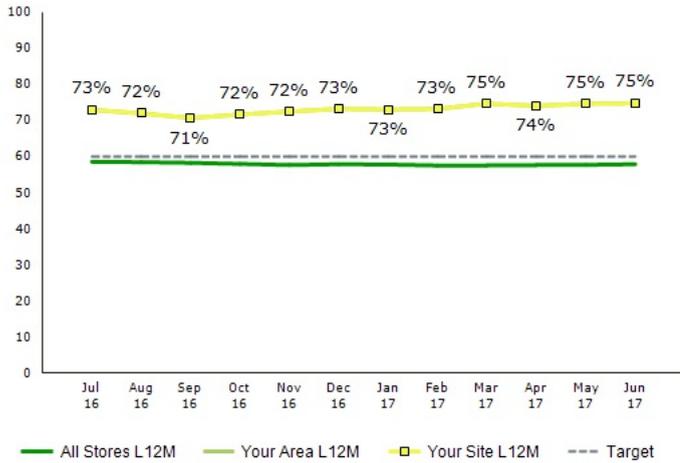
79%



Last 12 months

75%

Last 12 months



*Green >=65% , Amber 55%-65%, Red <55%

*Red Amber Green (RAG) shown v CO targets. DO sites = for guidance only
*No data points are shown where there are fewer than 75 responses



Unhappy Customers

% scoring 1 to 5 out of 10



Current Month

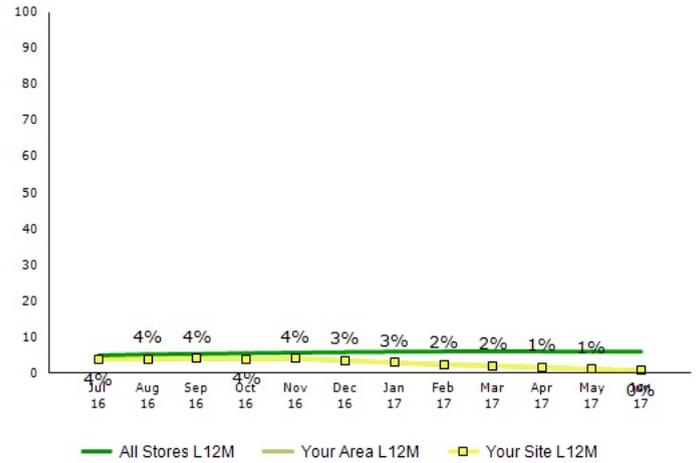
0%



Last 12 months

0%

Last 12 months



*Green <= 7% , Amber 7%- 10%, Red >10%

Key Service Elements: How Customers Rated Your Service

Still thinking about your recent visit to BP please can you rate the different aspects below. (5 point scale from very poor to very good)

How Customers Rated your Key Service Elements

% scoring 5 out of 5 L12M vs L12M last month

Helpfulness of staff

73%

↑ 1%

Friendliness of staff

81%

↑ 2%

Speed of service

60%

↑ 2%

Made to feel important

51%

0%

*Green >=60% , Amber 50%-59%, Red <50%

*Red Amber Green (RAG) shown v CO targets. DO sites = for guidance only

Did You Ask for Their Nectar Card?

When you visited the BP petrol station did the member of staff ask if you had a Nectar card? (or did they have to produce it)

Nectar Card Issuance



Last 12 Months

27%



Current Month

29%

VS



Last 12 Months

29%

VS



All Stores Last 12 Months

32%

*Green >= 40% Red < 40%

*Green >= 45%, Red < 45%



Comments from customers on what you did best (9 and 10 out of 10)

"The garage was not very busy, so I could fill up and pay very quickly"

"a very good selection of local produce and product, helpful polite staff."

Excellent customer service

Friendly helpful service with a smile

I always pop in there on my way to work very quick service and always polite

Sold me a lovely fresh quiche.

"As always, polite friendly staff and efficient service."

We always enjoy the hot food and also great butchers. Good selection for BBQ

"The pumps were working properly, which isn't always the case, as sometimes they are very slow, also the check out was very helpful and cheery"

Had a WC so convenient and also a nice coffee

Good customer service

*Please note: these comments have not been checked or edited

Comments from customers on what you could do better (1-5 out of 10)
