



INTERIM REPORT

COJ CUSTOMER

SATISFACTION SURVEY



MARCH 2024

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INTRODUCTION

The Companies Office of Jamaica (COJ), recognizing the importance of customer satisfaction to its success, engaged the Consumer Affairs Commission (CAC) to collect and analyze the feedback from its customers to assess and improve its operations. The 2024 Customer Satisfaction Survey was executed to assess the satisfaction level of its customers with the products and services offered. The results are to be used as the basis for appropriate interventions to expand and/or improve the services offered to ensure that customers are satisfied.

METHODOLOGY

Walk-in Clients

Data Collection for this study was undertaken during the period February 23, 2024 to March 15, 2024, targeting 1,055 customers of the Companies Office of Jamaica using a margin of error of $\pm 3\%$. Responses were obtained from 1,073 clients, yielding a margin of error of $\pm 2.96\%$ at the 95% level of confidence. The sample consisted of 857 walk-in clients who had engaged the Kingston branch and 216 walk-in clients who had engaged the Montego Bay branch. Data was collected via face-to-face interviews with COJ's clients (walk-ins) over three weeks. The walk-in clients were selected for interview using a systematic random sampling method: survey officers approached every fifth person to enter the branch from the opening time.

Corporate Clients

In addition to sending emails, telephone interviews were conducted with corporate clients between February 23, 2024 and March 18, 2024. For this section of the study, a systematic random sampling method was utilized, where every second person was called from the list provided. The survey targeted a sample of 364 corporate clients from a database of 6,728. However, 370 clients

were interviewed yielding a margin of error of $\pm 4.95\%$ at the 95% level of confidence. The sample consisted of 247 corporate clients who had engaged the Kingston branch, 51 corporate clients who had engaged the Montego Bay branch, 68 corporate clients who engaged the COJ via Online, and 4 corporate clients who engaged the COJ via the COJ Mobile Unit.



PRELIMINARY FINDINGS

This preliminary report documents a subset of the findings of the 2024 COJ Customer Satisfaction survey. It includes a summary of customer satisfaction rating of documentation, COJ’s online services, and service quality features. It also documents clients’ overall level of satisfaction with the service they received from the COJ. The report presents the views of walk-in clients and corporate clients from both branches of the COJ. The responses of those who primarily accessed COJ’s services online were excluded from most of the discussions in the preliminary report but will be fully documented in the final report.

Overall Customer Satisfaction

The COJ achieved an overall client satisfaction rating of 77% in 2024. This represents an 11-percentage point decline when compared to 2023, where COJ recorded a customer satisfaction rating of 88%. See Figure 1

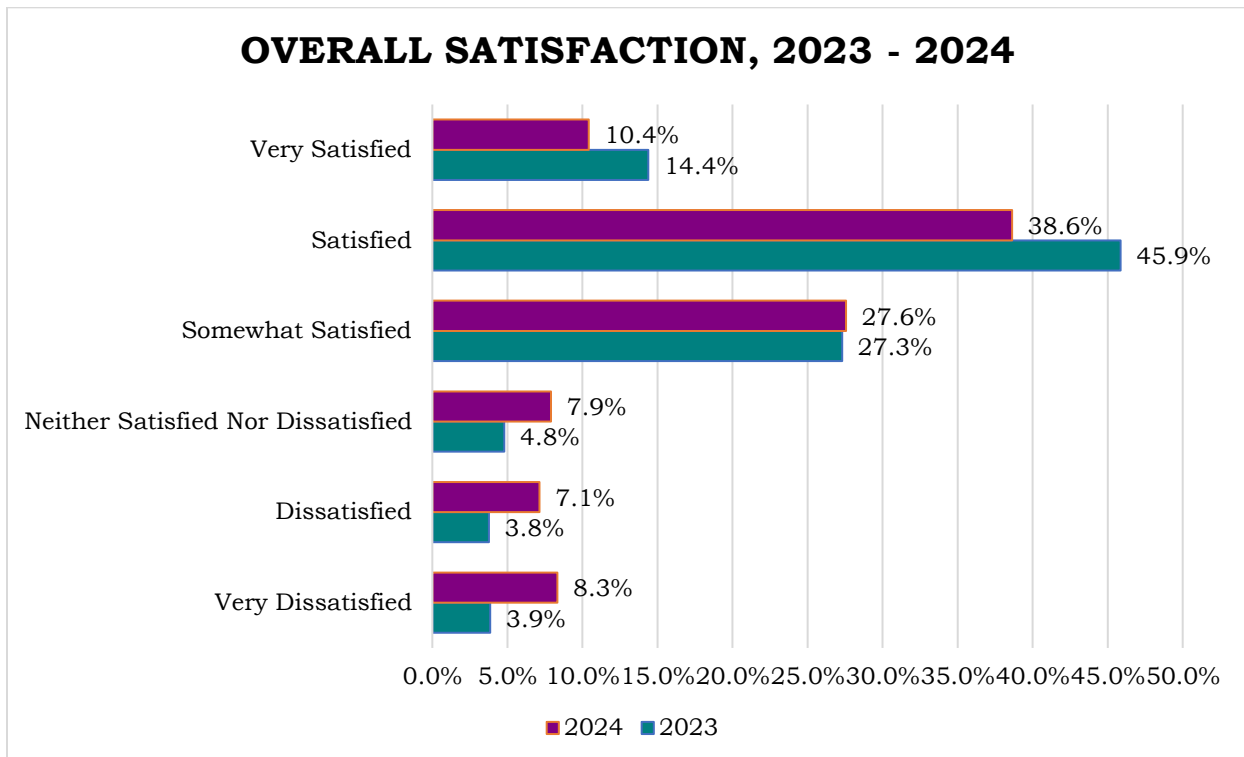


Figure 1. Showing a comparison of overall satisfaction levels between 2023 and 2024.

Walk-in Clients Findings

COJ's Website

Approximately, two-thirds of walk-clients (66.6%) indicated that they had never used COJ's online services.

- Similarly, regardless of branch/office, walk-in clients who accessed both the Head Office (67.6%) and Montego Bay (62.8%) branches indicated that they did not use COJ's online services. See Figure 2.

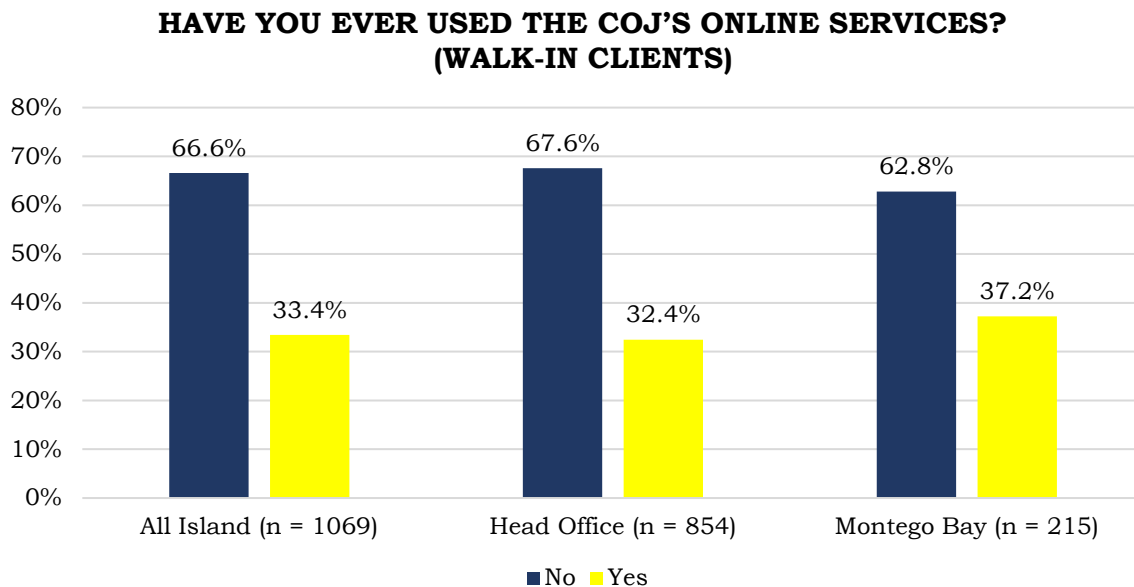


Figure 2. Showing the proportion of walk-in clients who had used the COJ's online services within the last year.

Subsequently, walk-in clients were asked to rate the quality of COJ's website. As seen in Figure 3, most walk-in clients agreed that the quality of COJ's website was above average (good or excellent). Accuracy of information (51.2%) attained the highest above-average rating while responsiveness to queries achieved the lowest rating of 28.6%.

Conversely, most (52.4%) walk-in clients identified responsiveness to queries on COJ's website as below average, followed by the website's user-friendliness, which was rated as below-average by most (42.9%) walk-in clients.

RATING OF COJ'S WEBSITE (WALK-IN CLIENTS)

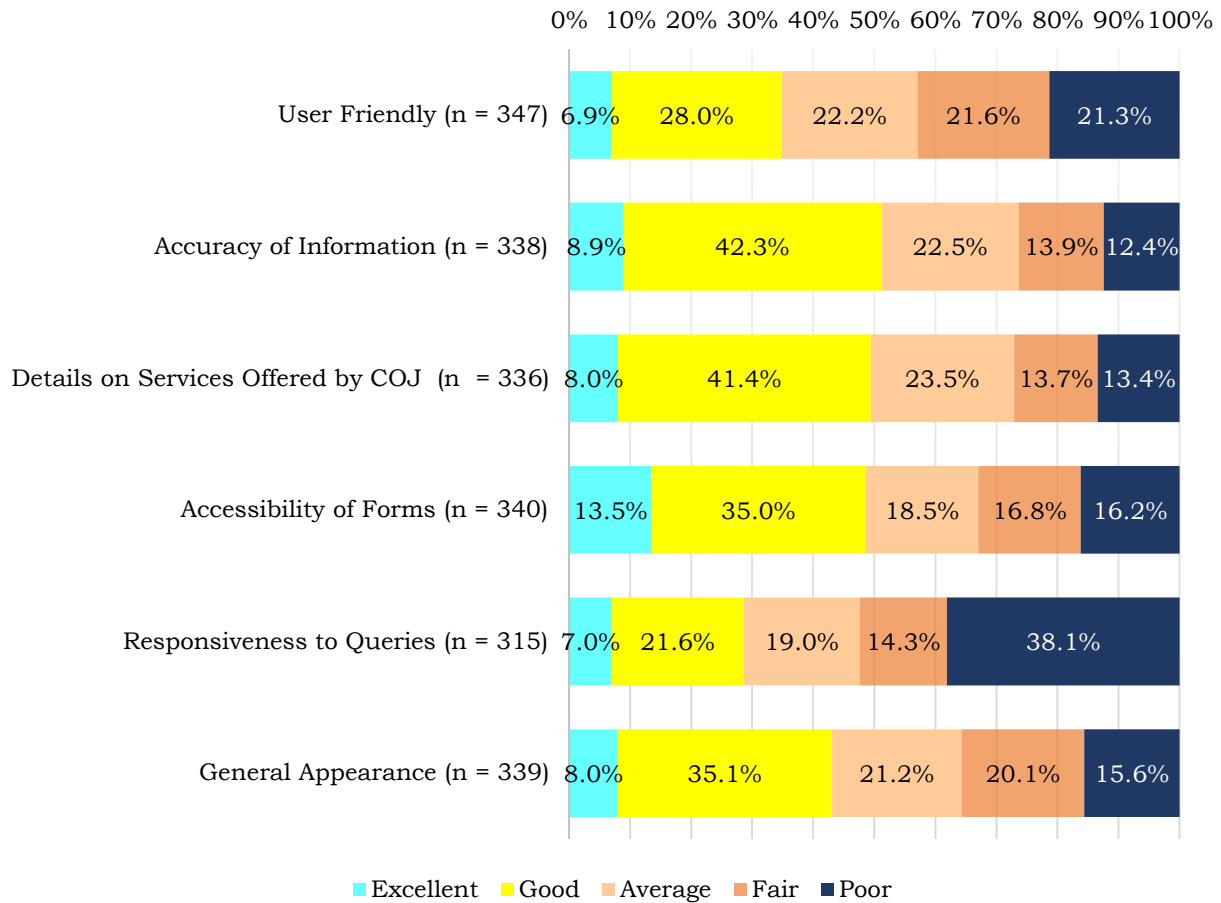


Figure 3. Showing walk-in clients' rating of the quality of COJ's website (All Island).

Forms

More than half of walk-in clients (57.3%) reported that they viewed or used Form 19A within the last year. On the other hand, most walk-in clients (59.5% - 79.5%) indicated that they did not view or use Form 19B, Form 1A, Form 1B, Form BOR-A or Form BOR-B, and Form 19E-A or Form 19E-B within the past year.

See Figure 4.

FORMS VIEWED OR USED WITHIN THE LAST YEAR (WALK-IN CLIENTS)

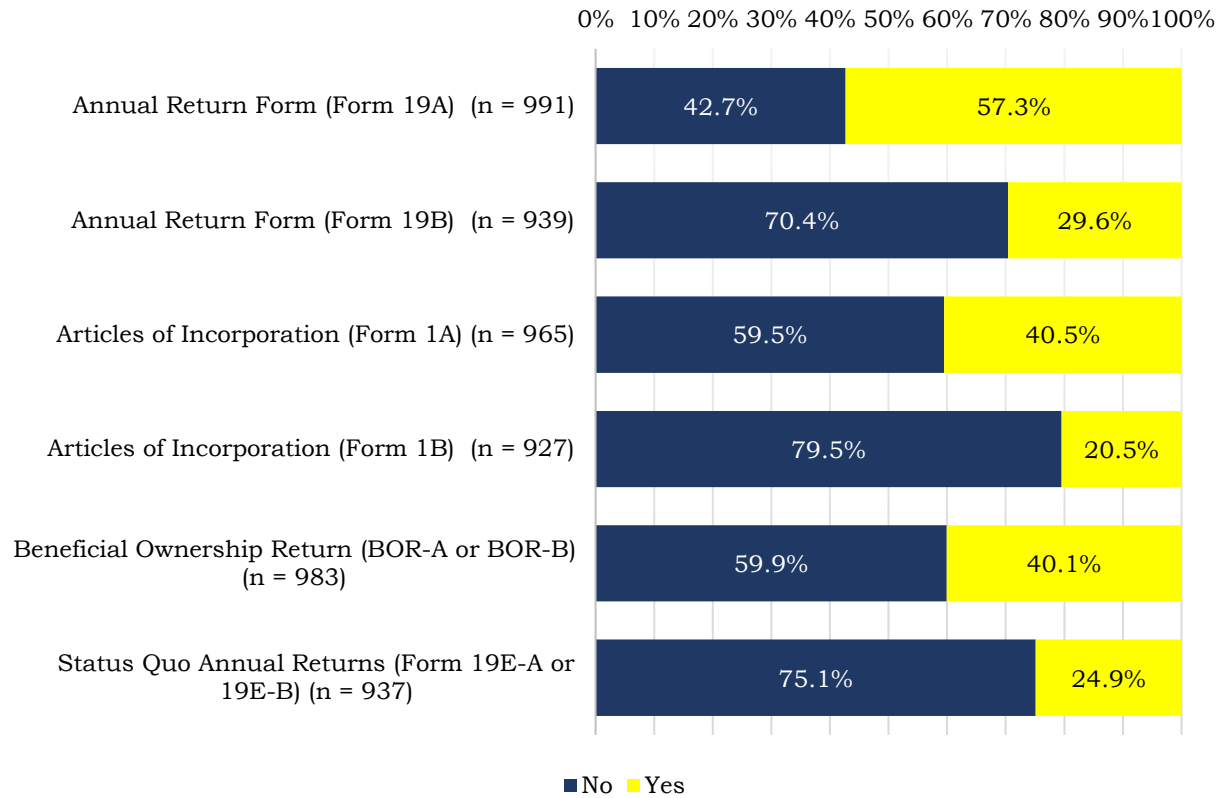


Figure 4. Showing the proportion of walk-in clients who had viewed forms of the COJ within the last year (All Island).

When walk-in clients were asked to rate the quality of the COJ forms based on varied criteria, most walk-in clients gave every quality aspect an above-average rating (excellent and good). As seen in Figure 5, the quality of print for forms (70.4%) was given the highest above-average rating, while space to write/type received an above-average rating of 58.2%. See Figure 5.

RATING COJ'S FORMS VIEWED/USED (WALK-IN CLIENTS)

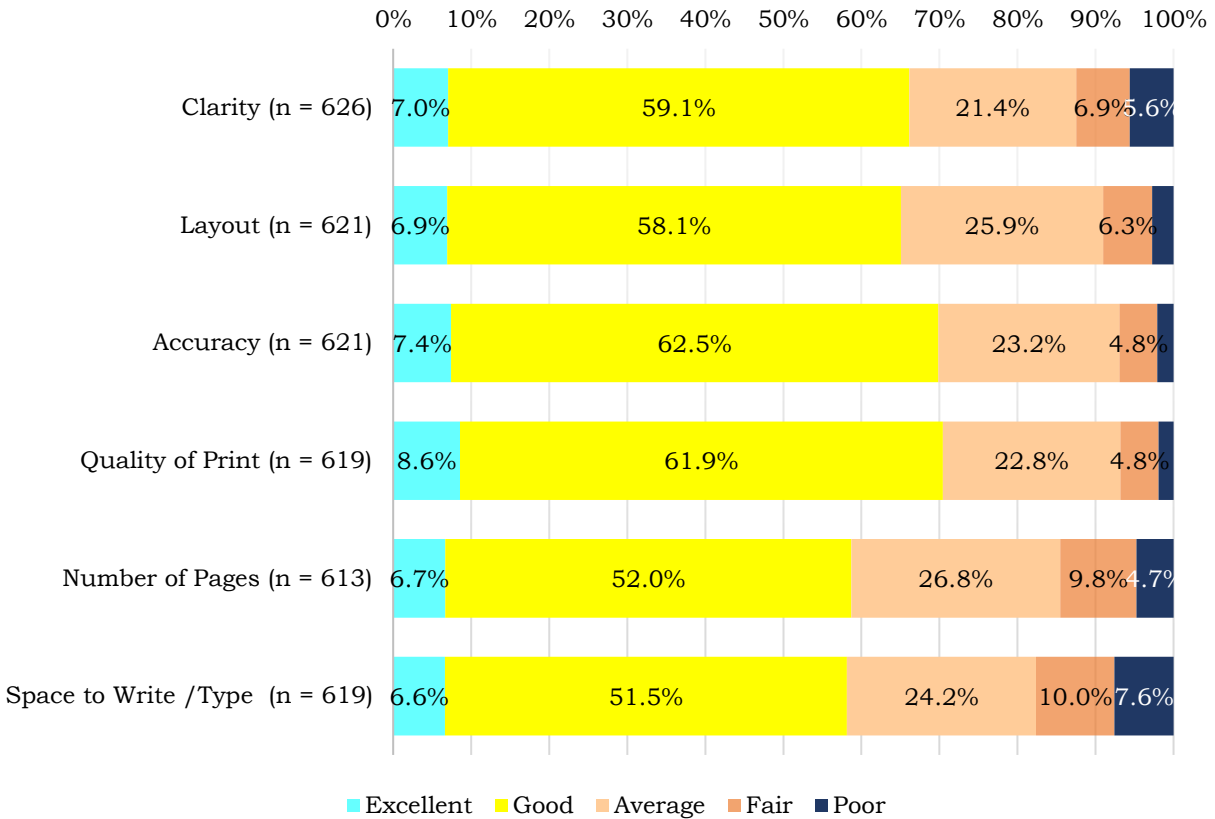


Figure 5. Showing walk-in clients' rating of the quality of COJ forms (All Island).

Satisfaction with the process of selected services offered by the COJ.

Nine out of every ten walk-in clients (91.3%) indicated that they had some level of satisfaction with the processes of the business name auto-renewal services. Similarly, eight in ten walk-in clients (79.8%) were satisfied to some level with the processes of the business name auto-closure services, while more than seven in ten walk-in clients (76.4%) reported that they were satisfied to some level with the processes of the status quo annual returns services. See Figure 6 below.

SATISFACTION WITH THE PROCESSES OF SERVICES OFFERED BY THE COJ (WALK-IN CLIENTS)

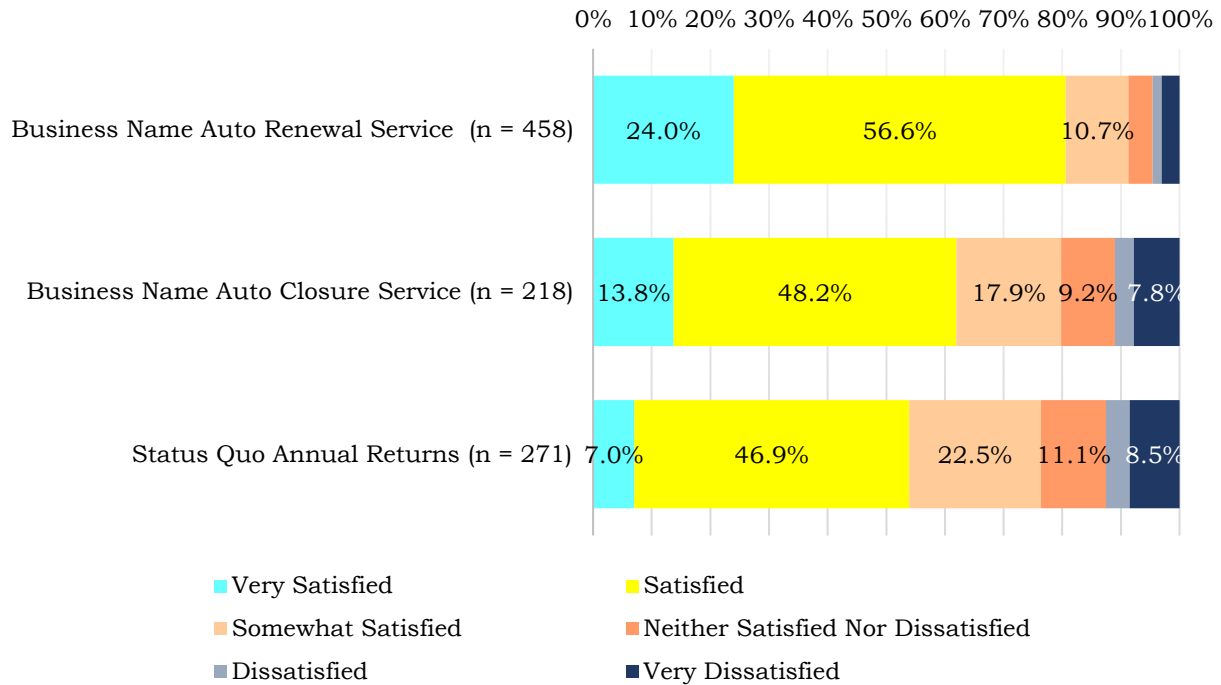


Figure 6. Showing the proportion of walk-in clients who were satisfied with the services offered by the COJ (All Island).

Overall level of Satisfaction

Eight out of ten walk-in clients (79.5%) indicated that they were satisfied to some level with the overall service they had received from the COJ.

- Almost nine in ten walk-in clients (89.2%) from the Montego Bay branch reported that they were satisfied (somewhat satisfied to very satisfied) with the services they had received from the COJ while more than seven in ten walk-in clients (77.1%) from the Kingston (Head Office) were satisfied.

**OVERALL SATISFACTION
(WALK-IN CLIENTS) (N = 1060)**

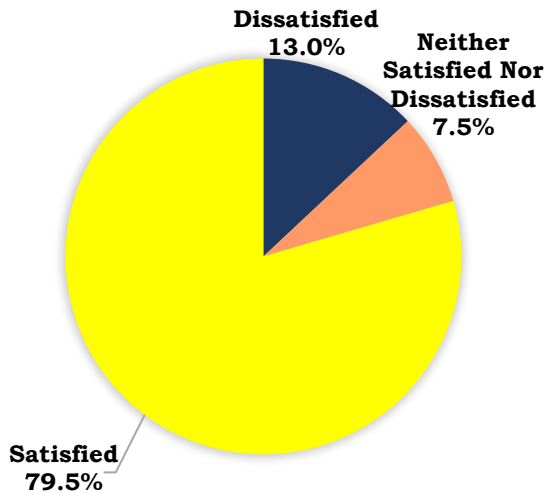


Figure 7. Showing walk-in clients' overall level of satisfaction with the service they received from the COJ (All Island).

OVERALL LEVEL OF SATISFACTION (WALK-IN CLIENTS) (BY BRANCH)

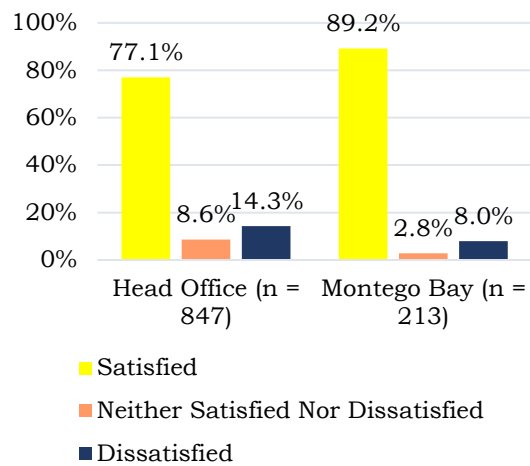


Figure 8. Showing walk-in clients' overall level of satisfaction with the service they received from the COJ by branch.

Service Rating.

Walk-in clients were asked to rate the service they received from the COJ. As seen in Figure 9, overall, clients gave the COJ an average rating of 6.47.

- Walk-in clients who accessed the Kingston branch gave an average rating of 6.08 while walk-in clients who accessed the Montego Bay branch gave an average rating of 8.00.

**AVERAGE RATING OF COJ'S SERVICES
(WALK-IN CLIENTS)**

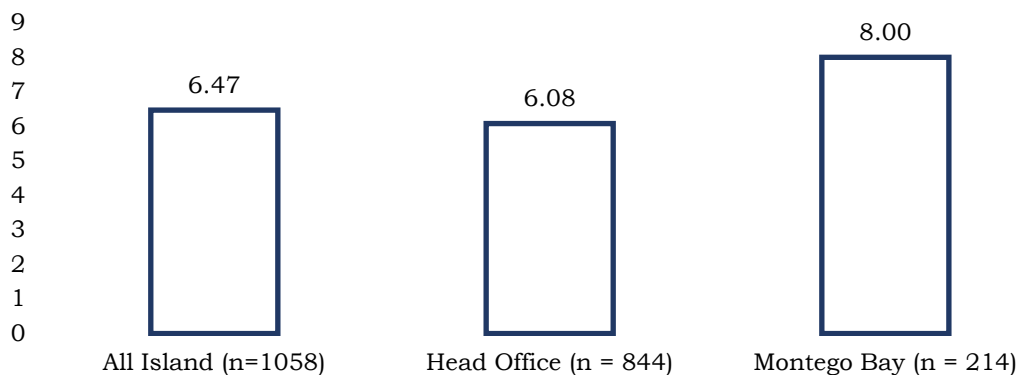


Figure 9. Showing walk-in clients' average rating of the service they had received from the COJ.

Rating of the Customer Service Quality Features

Most walk-in clients gave all customer service quality features above-average (excellent and good) ratings. It was observed that the courtesy/professionalism of staff received the highest above-average rating of 54.5% while the general appearance of the customer service area received the lowest above-average rating of 42.5%. See Figure 10.

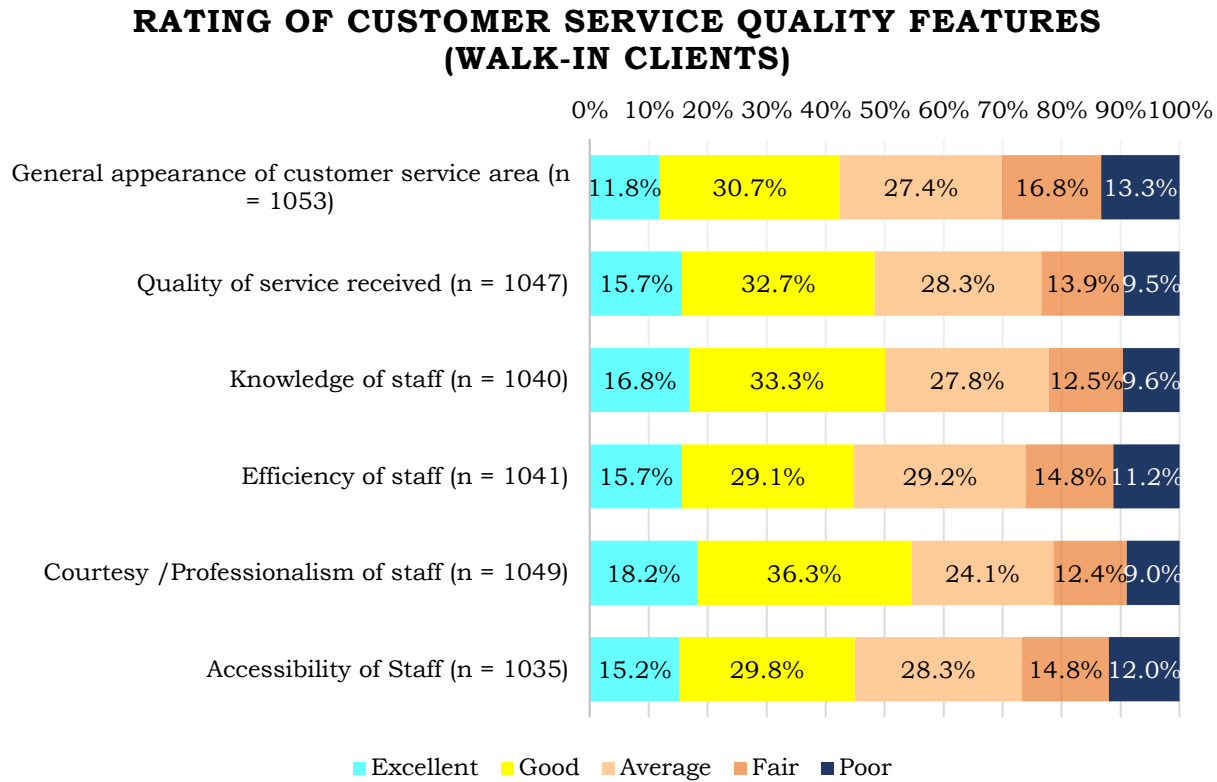


Figure 10. Showing walk-in clients’ rating of the COJ customer service quality features (All Island).

Walk-in Clients’ Recommendations

Most (74.3%) walk-in clients recommended that COJ reduce its wait times. Included in the top 5 recommendations by walk-in clients were for the COJ to reduce the processing time (50.2%), improve parking (43.8%), offer some transactions at the front desk (41.8%), and improve the customer service area (39.2%). See Figure 11.

WALK-IN CLIENTS' RECOMMENDATIONS FOR SERVICE IMPROVEMENT (N = 957)

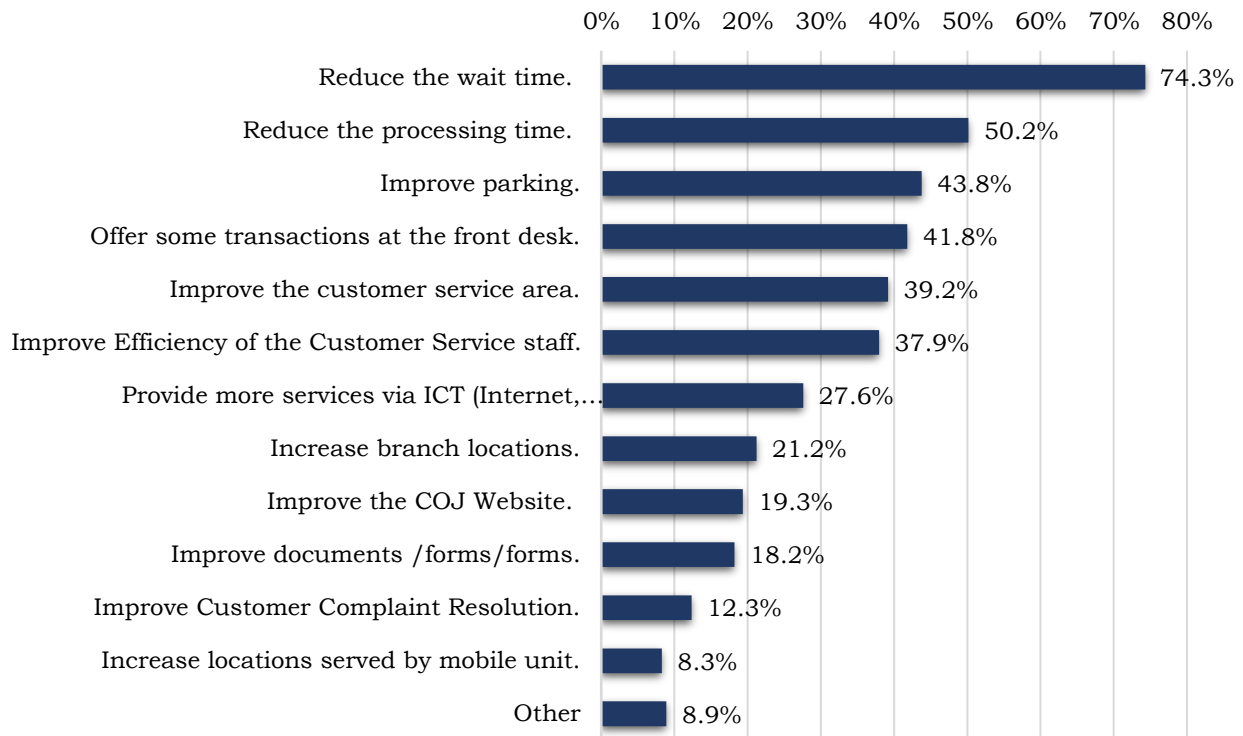


Figure 11. Showing walk-in client's perception regarding what could have been done to serve them better (All Island).

Corporate Clients Findings

COJ's Website

More than four in five corporate clients (81.9%) indicated that they had used COJ's online services.

More than eight in ten corporate clients (81.0%) who accessed the Head Office (Kingston branch) indicated that they had used the COJ's online services, while slightly more than three in five corporate clients (64.7%) who accessed the Montego Bay branch reported that they utilized the COJ's online services. Similarly, most Online corporate clients (98.5%) indicated that they used COJ's online services, while three-quarters of the COJ mobile unit (75.0%) indicated that they utilized COJ's online services. See Figure 12.

**HAVE YOU EVER USED THE COJ'S ONLINE SERVICES?
(CORPORATE CLIENTS)**

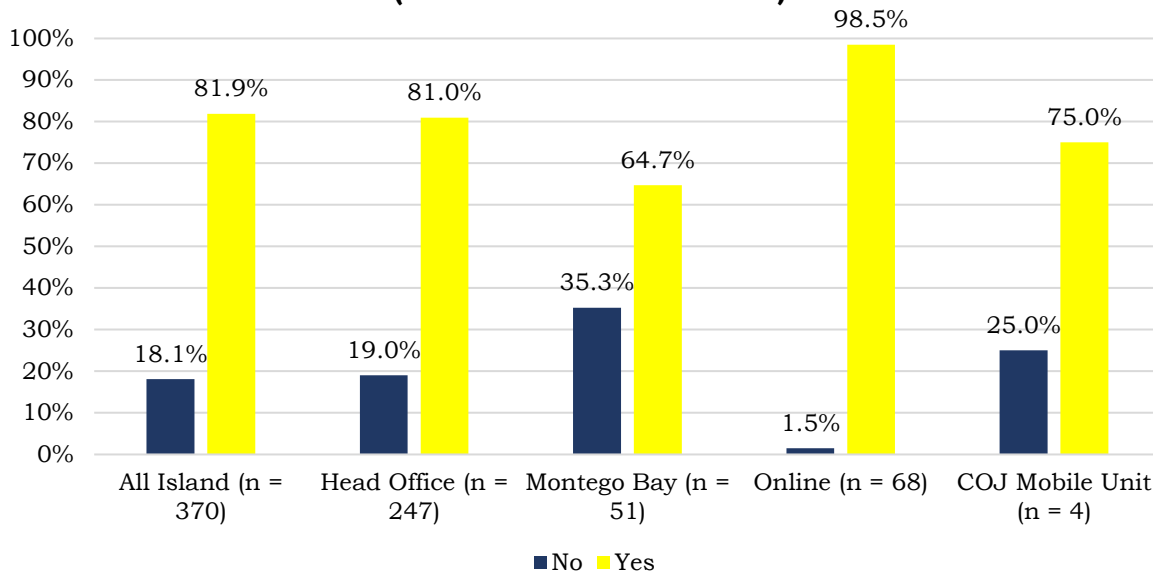


Figure 12. Showing the proportion of corporate clients who had used the COJ's online services within the last year.

Subsequently, corporate clients were asked to rate the quality of COJ's website. As seen in Figure 13, most corporate clients agreed that the quality of COJ's website was above average (good or excellent). Accessibility of form (63.9%) attained the highest above-average rating while responsiveness to queries achieved the lowest rating of 31.3%.

Conversely, almost half the respondents (49.8%) gave a below average rating to responsiveness to queries on the COJ website.

RATING OF COJ'S WEBSITE (CORPORATE CLIENTS)

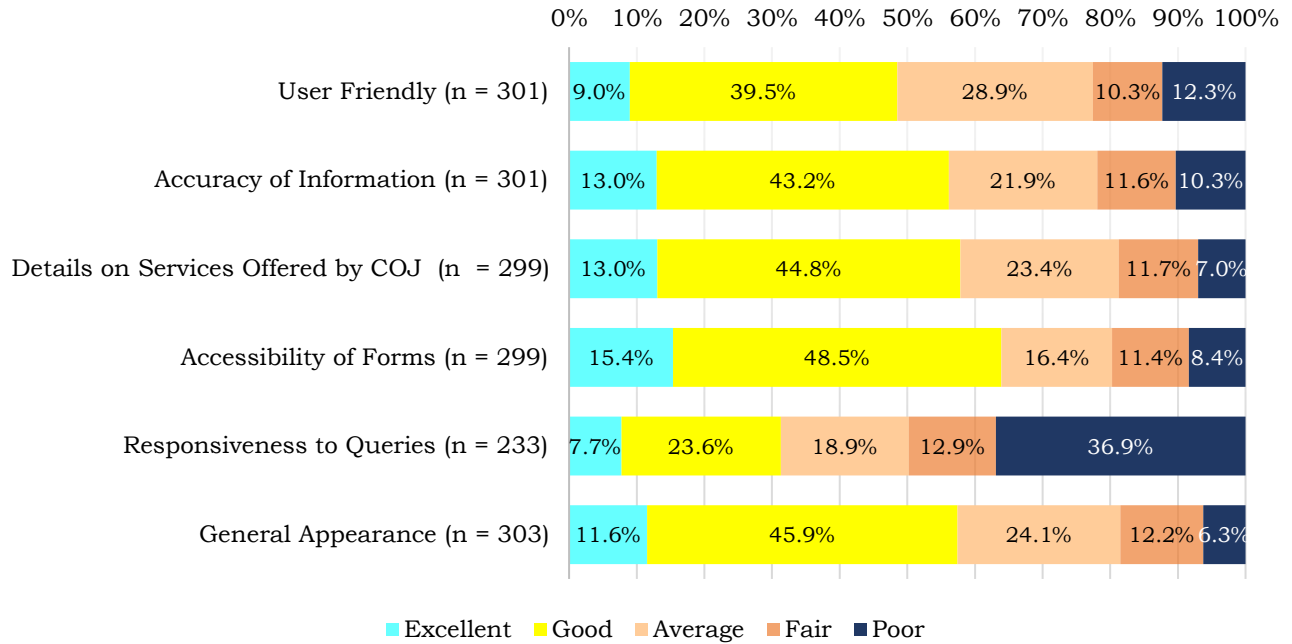


Figure 13. Showing corporate clients' rating of the quality of COJ's website (All Island).

Forms

Regarding forms used or viewed within the last year, most corporate clients indicated that they had used or viewed Form 19A (58.3%), Form BOR-A or Form BOR-B (60.3%) and Form 19E-A or Form 19E-B (51.6%). On the other hand, most indicated that they had not used or viewed Form 19B (50.6%), Form 1A (59.6%), and Form 1B (63.1%) within the last year. See Figure 14.

FORMS VIEWED OR USED WITHIN THE LAST YEAR (CORPORATE CLIENTS)

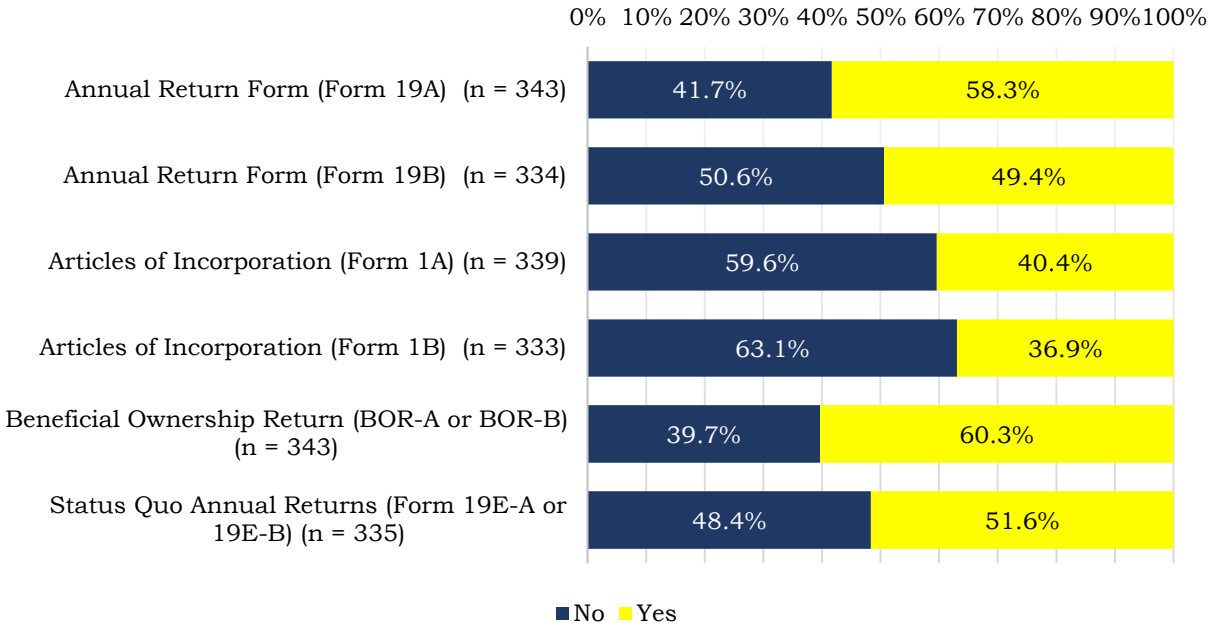


Figure 14. Showing the proportion of corporate clients who had viewed forms of the COJ within the last year (All Island).

Corporate clients were asked to rate the quality of the COJ forms based on selected criteria; most corporate clients gave every criterion an above-average rating. As seen in Figure 15, the quality of print (77.1%) was given the highest above-average rating while the number of pages received the lowest above-average rating of 58.7%.

RATING COJ'S FORMS VIEWED/USED (CORPORATE CLIENTS)

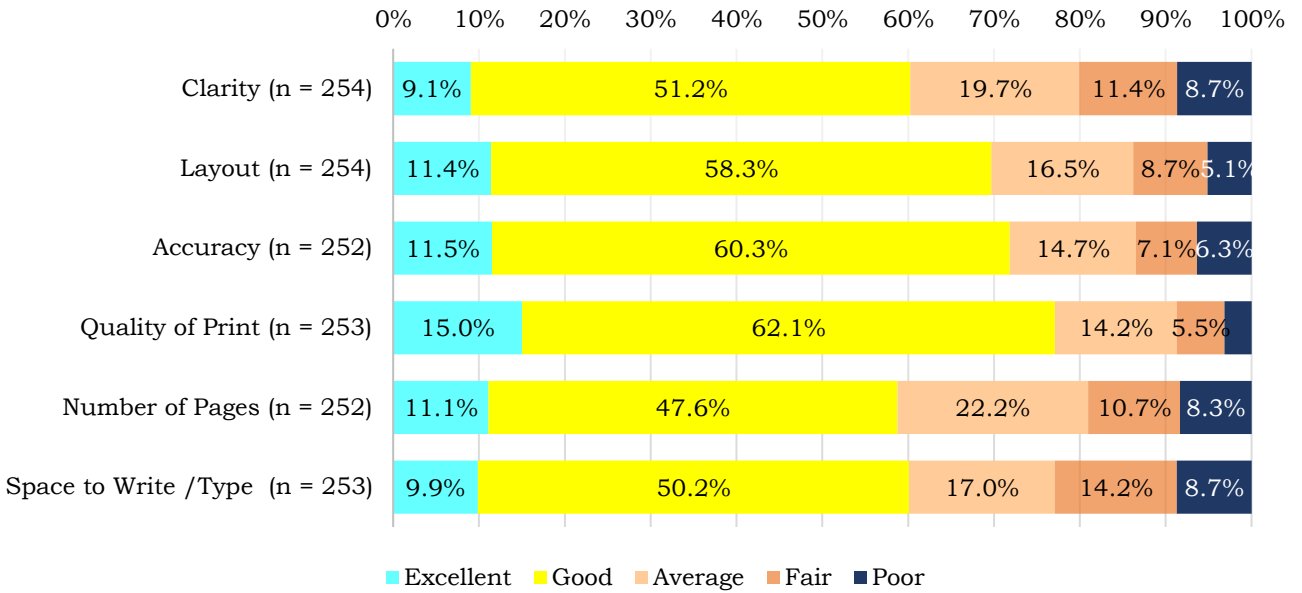


Figure 15. Showing corporate clients' rating of the quality of COJ forms (All Island).

Satisfaction with the Processes of Services offered by the COJ.

SATISFACTION WITH THE PROCESSES OF SERVICES OFFERED BY THE COJ (CORPORATE CLIENTS)

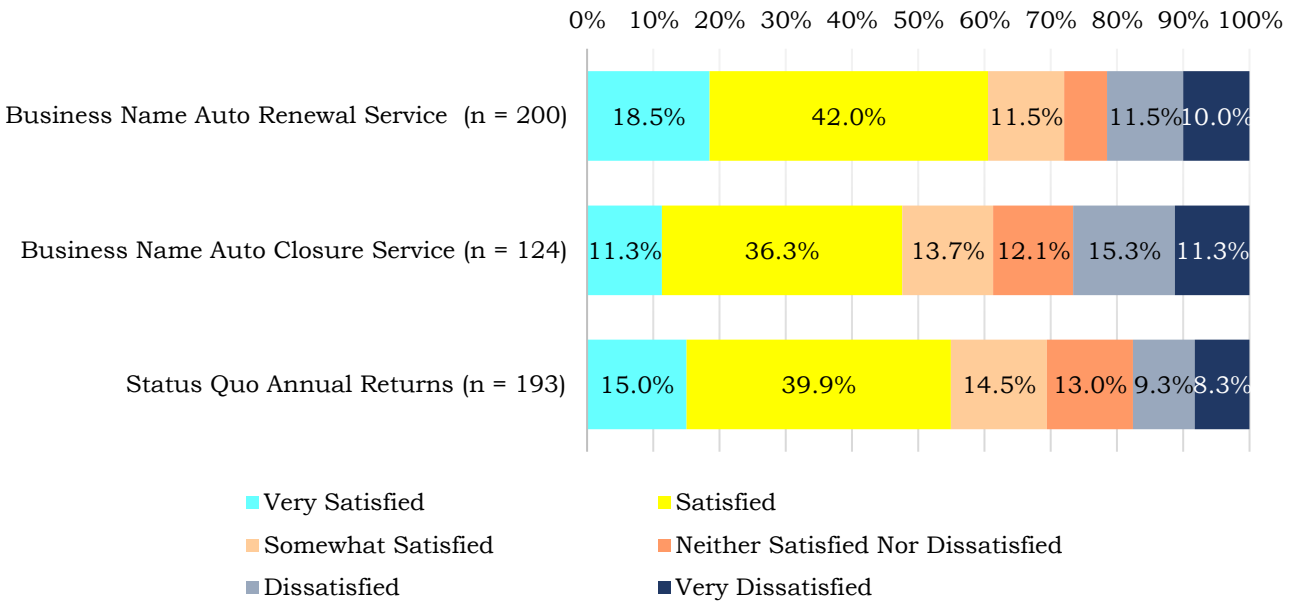


Figure 16. Showing the proportion of corporate clients who are satisfied with the services offered by the COJ (All Island).

As presented in Figure 16, most corporate clients (72%) indicated that they were satisfied to some degree with the processes of the business name auto-renewal services, while 69.4% of corporate clients had some level of satisfaction with the processes of the status quo annual returns services and 61.3% reported that they were satisfied to some level with the processes of the business name auto-closure service.

Overall level of Satisfaction

**OVERALL SATISFACTION (CORPORATE CLIENTS)
(N = 369)**

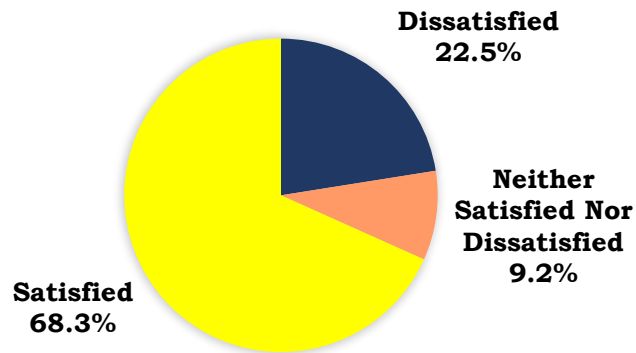


Figure 17. Showing corporate clients’ overall level of satisfaction with the service they received from the COJ (All Island).

**OVERALL LEVEL OF SATISFACTION
(CORPORATE CLIENTS) (BY BRANCH)**

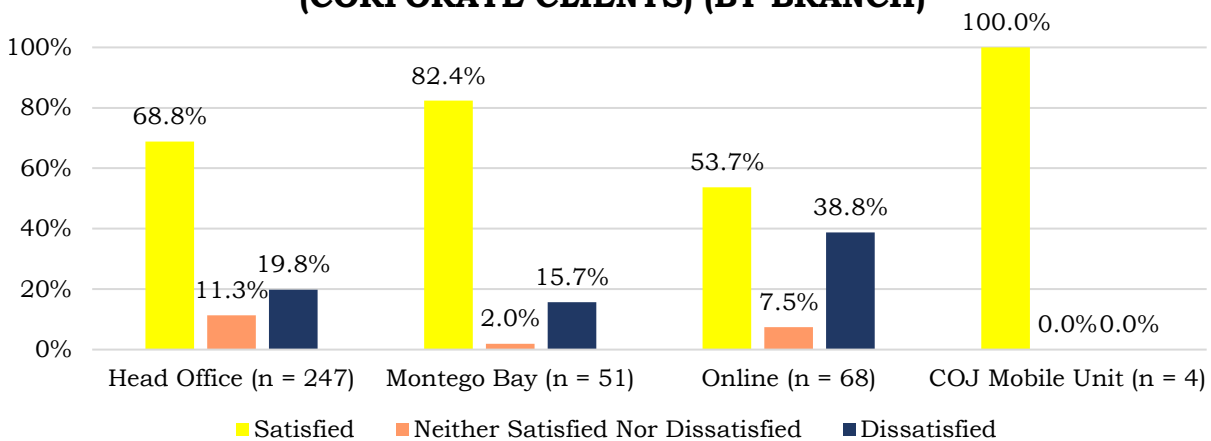


Figure 18. Showing corporate clients’ overall level of satisfaction with the service they received from the COJ by branch.

More than six in ten corporate clients (68.3%) indicated that they were satisfied with the level of service they received from the COJ.

Regardless of branch, most corporate clients (Kingston, 68.8%; Montego Bay, 82.4%; Online, 53.7%; COJ Mobile Unit, 100%) reported that they were satisfied at some level with the service they had received.

Service Rating.

Corporate clients were asked to rate the service they received from COJ. As seen in Figure 19, overall, corporate clients gave the COJ an average rating of 5.92.

Corporate clients who accessed the Kingston branch gave an average rating of 6.02 while corporate clients who accessed the Montego Bay branch gave an average rating of 6.98. Online corporate clients gave an average rating of 4.62 while the COJ Mobile Unit gave an average rating of 7.75.

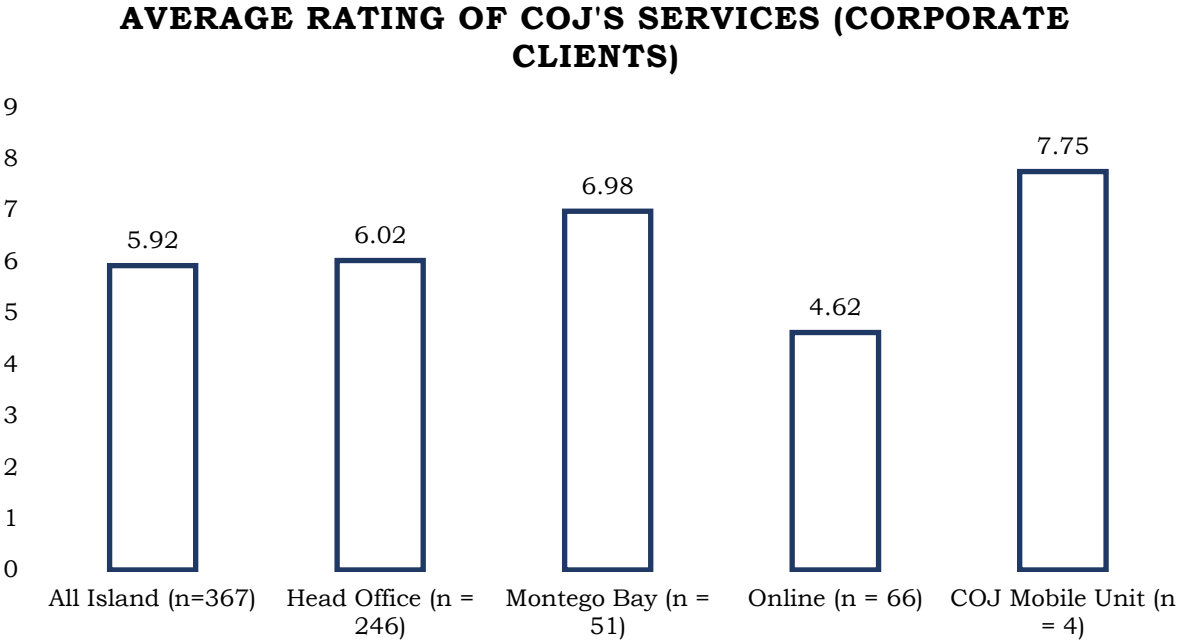


Figure 19. Showing clients' rating of the service they had received from the COJ.

Rating of the Customer Service Quality Features

Most corporate clients gave all customer service quality features an above-average rating. It was observed that the courtesy/professionalism of staff received the largest above-average rating of 59.7% while the general appearance of the customer service area received the lowest above-average rating of 38.1%. See Figure 20.

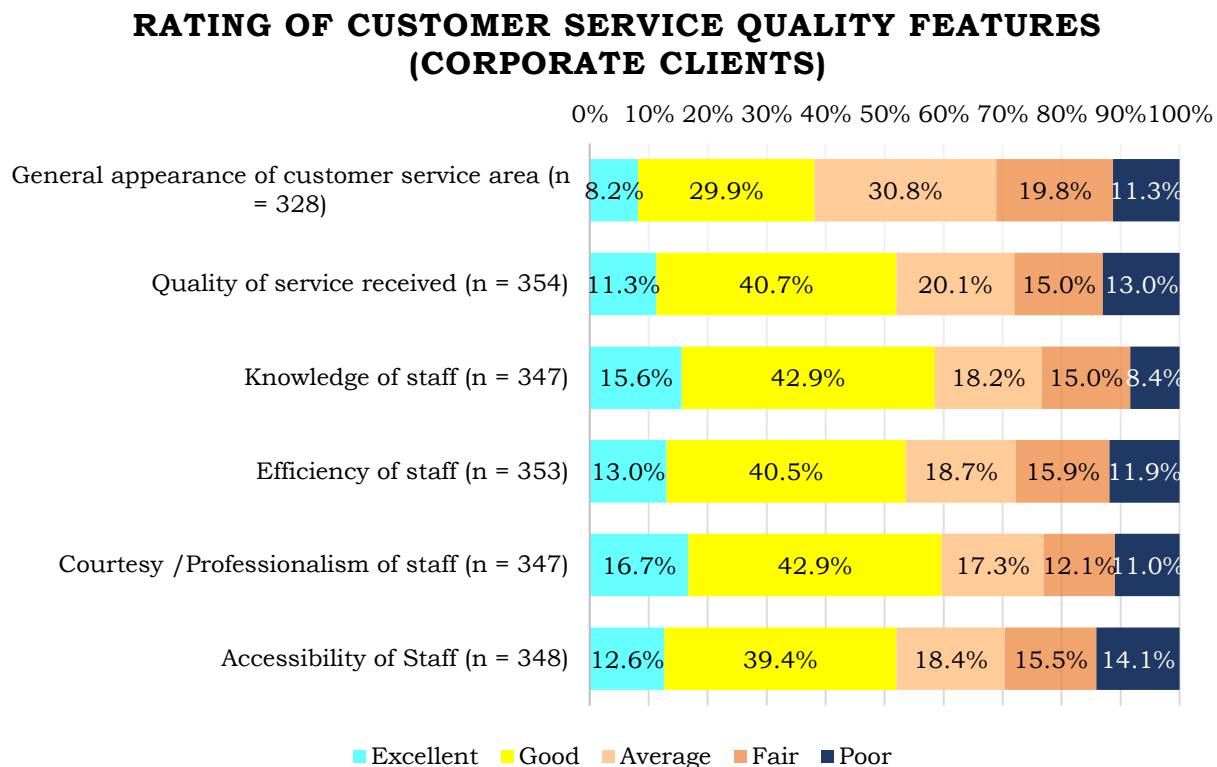


Figure 20. Showing walk-in clients’ rating of the COJ customer service quality features (All Island).

Corporate Clients’ Recommendations

Most (68.3%) corporate clients recommended that COJ reduce its wait times. Included in the top 5 recommendations by corporate clients were for the COJ to reduce the processing time (53.8%), improve the COJ website (46.4%), provide more services via ICT (Internet, telephone, mobile apps, etc.) (44.1%), and improve the efficiency of the customer service staff (43.5%). See Figure 21.

CORPORATE CLIENTS' RECOMMENDATIONS FOR SERVICE IMPROVEMENT (N = 338)

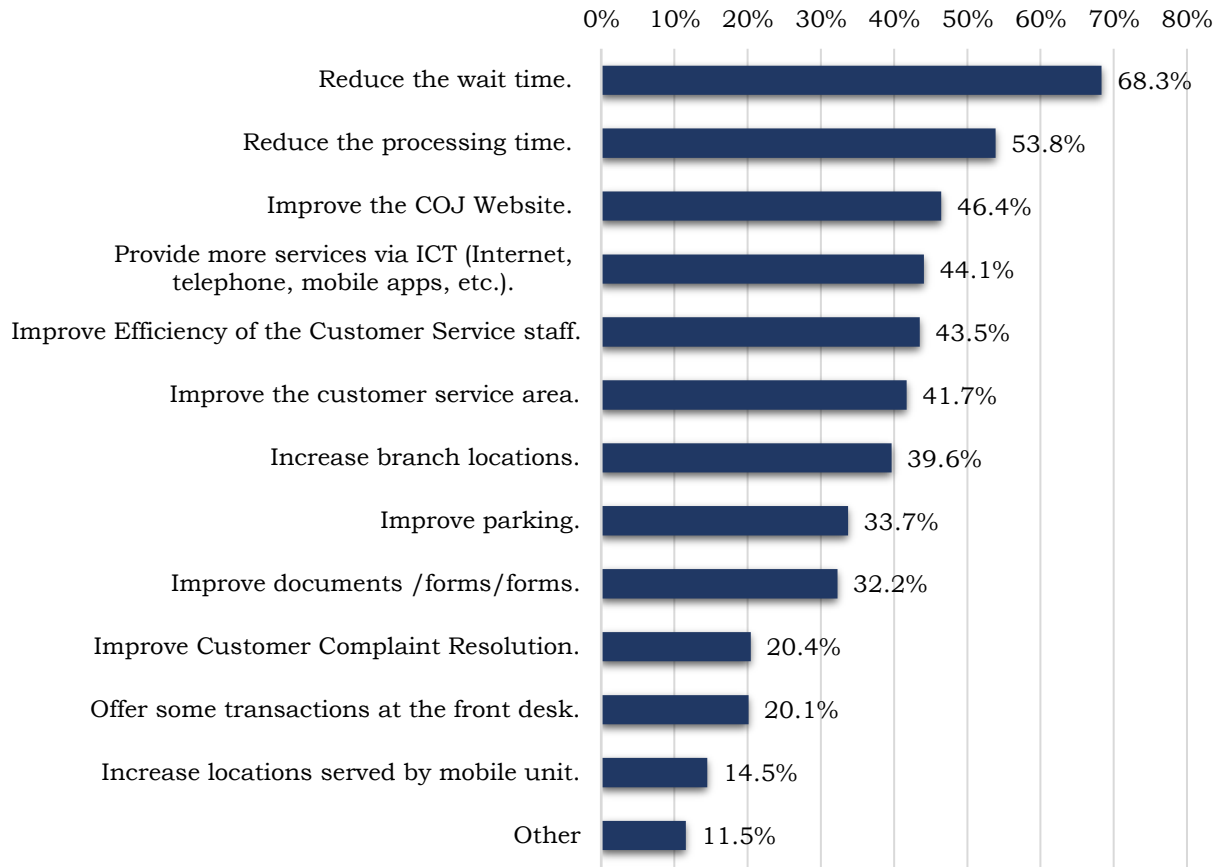


Figure 21. Showing corporate client's perception regarding what could have been done to serve them better (All Island).