



COJ Customer Satisfaction Survey

INTERIM REPORT

MARCH 2025

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INTRODUCTION

The Companies Office of Jamaica (COJ) contracted the Consumer Affairs Commission (CAC) to collect and analyze feedback from its customers to assess and improve its operations. Recognizing the significance of customer satisfaction, the COJ utilizes the Customer Satisfaction Survey as a key tool for collecting valuable insights from its clientele. The 2025 survey was conducted to assess customer satisfaction with the products and services provided. The results will serve as a foundation for implementing targeted interventions to expand and improve the services offered, ensuring greater customer satisfaction.

METHODOLOGY

Walk-in Clients

Data Collection for this study was undertaken during the period February 12, 2025 to March 11, 2025, targeting 1,055 customers of the Companies Office of Jamaica using a margin of error of $\pm 3\%$. Responses were obtained from 1,067 clients, yielding a margin of error of $\pm 2.97\%$ at the 95% level of confidence. The sample consisted of 855 walk-in clients who interacted with the Kingston branch and 212 walk-in clients who engaged with the Montego Bay branch. Data was collected via face-to-face interviews with COJ's clients (walk-ins) over a four-week period. 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

Data Collection was undertaken during the period February 17 to March 6, 2025. Corporate clients were interviewed via telephone or provided with a link to an online survey. A list of 110 corporate clients was provided and a sample of 100 was targeted using a margin of error of $\pm 3\%$. However, responses were received from 53 clients yielding a margin of error of $\pm 9.73\%$ at the 95% level of

confidence. The sample consisted of 24 corporate clients who had interacted with the Kingston branch, 27 corporate clients who had engaged the Montego Bay branch, and 2 corporate clients who utilized the Online services of the COJ.

Limitations

- The list of corporate clients provided was inadequate and did not represent a true reflection of the population. Over previous years, the list of corporate clients had over 1000 unique individuals/ companies.
- Many of the telephone numbers on the list were out of service or rang without an answer. This resulted in a lower than expected response rate.

The relatively high margin of error suggests some degree of variability in the results, which may be attributed to factors such as sample size, response rate, or potential non-response bias. Moreover, the breakdown of responses by branch implies that any conclusions drawn about client satisfaction or feedback should be interpreted with caution.

Consequently, this margin of error highlights the need for careful consideration when generalizing the survey findings to the broader corporate client base. Therefore, while the response rate provides a useful estimate, the actual satisfaction level among all corporate clients could be higher or lower within the specified range.

PRELIMINARY FINDINGS

This preliminary report documents a subset of the findings of the 2025 COJ Customer Satisfaction survey. It includes a summary of customer satisfaction rating of documentation, wait times, 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.

Overall Customer Satisfaction

The COJ achieved an overall client satisfaction rating of 77% in 2025, maintaining the same rating as in 2024, when the customer satisfaction rating was also 77%. See Figure 1

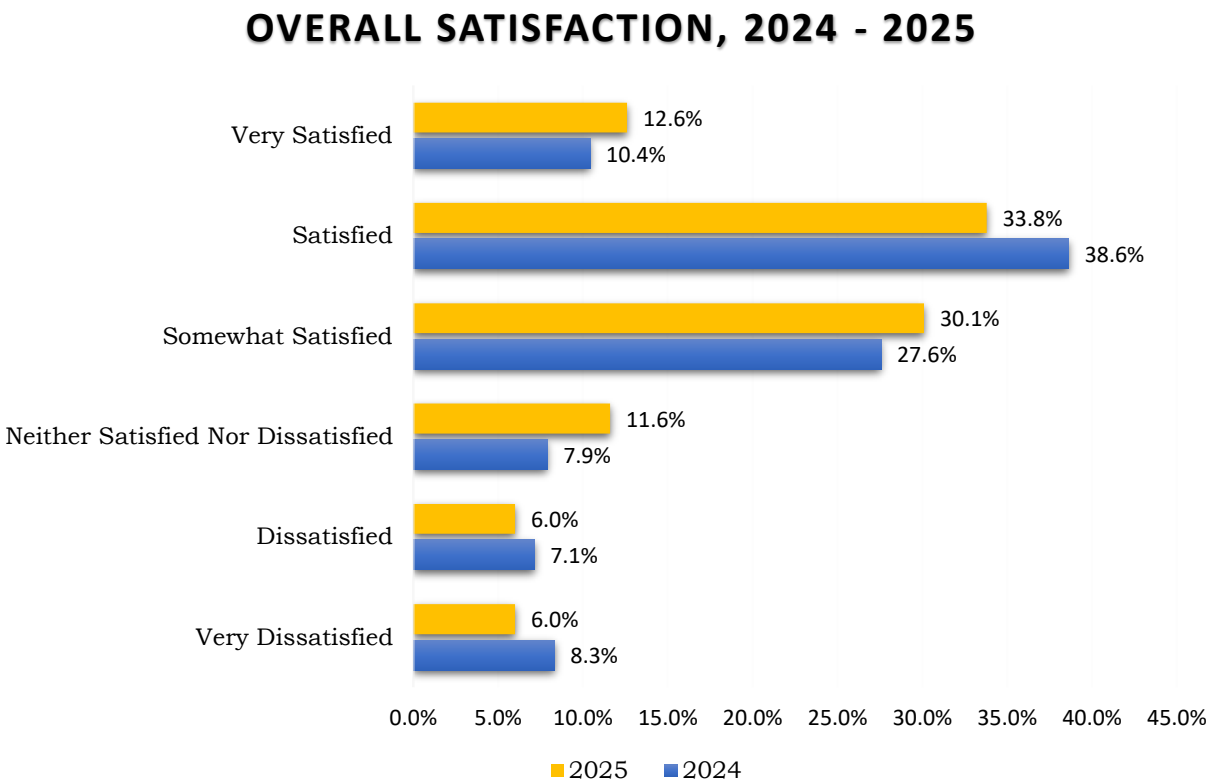


Figure 1. Showing a comparison of overall satisfaction between 2024 and 2025.

Walk-in Clients Findings

Wait Times

More than six in ten walk-in clients (61.5%) indicated that they spoke to a staff member at the information desk within 15 minutes of waiting. Similarly, six in ten walk-in clients (65.1%) waited within 15 minutes before speaking to the receptionist. On the other hand, approximately three in ten walk-in clients (32.1%) indicated that they waited more than 1 hour before speaking to a customer service representative.

Six in ten (61.5%) walk-in clients from the Kingston branch indicated that they spoke to a member at the information desk within 15 minutes. Most walk-in clients (97.6%) that accessed the Montego Bay branch indicated that they spoke to the receptionist within 15 minutes. On the other hand, slightly more than a third (38.4%) of walk-in clients that accessed the Kingston branch indicated that they had to wait more than an hour to speak to a customer service representative.

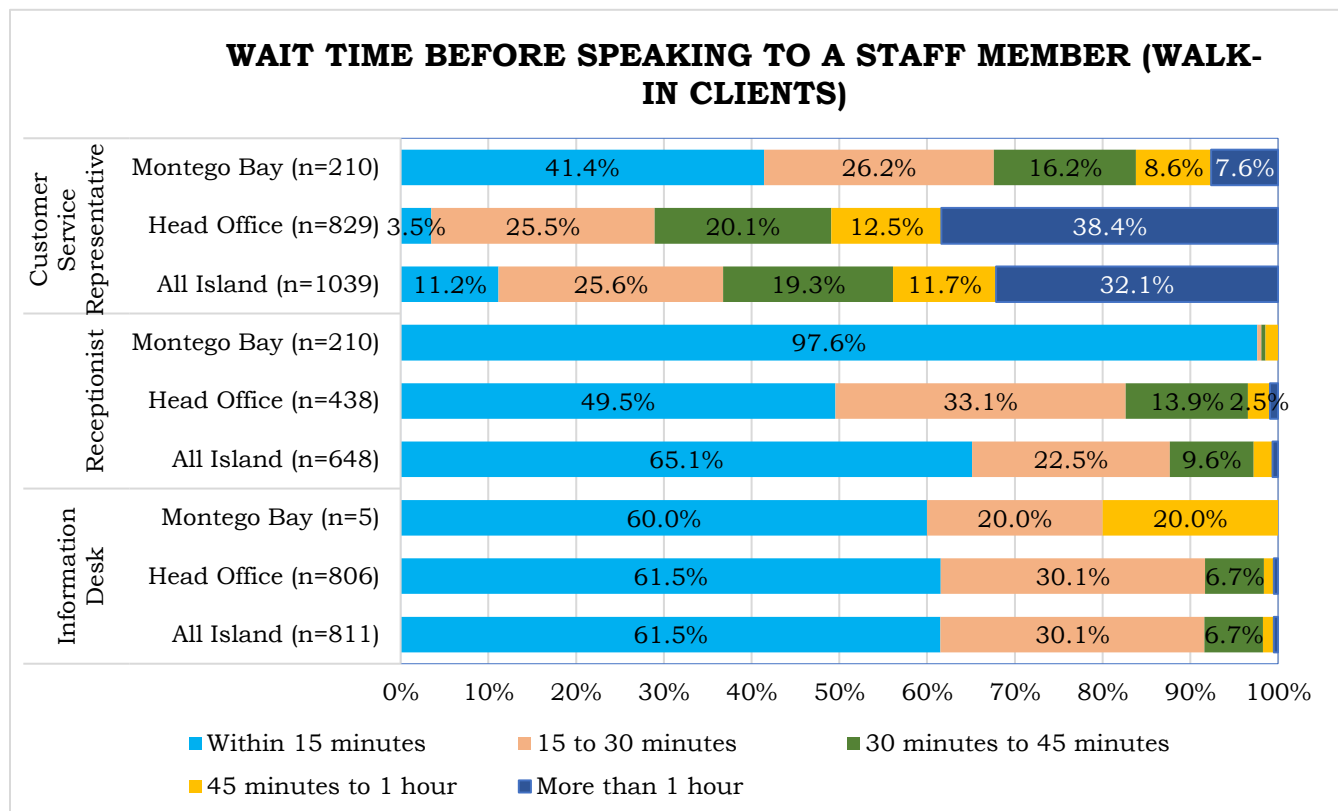


Figure 2. Showing the walk-in clients' wait time before speaking to COJ's staff members.

COJ's Website

Approximately, two-thirds of walk-clients (67.0%) indicated that they did not use the COJ's online services within the last year.

- Similarly, regardless of branch/office, most walk-in clients who accessed both the Head Office (67.9%) and Montego Bay (63.2%) branches indicated that they did not use COJ's online services. See Figure 3.

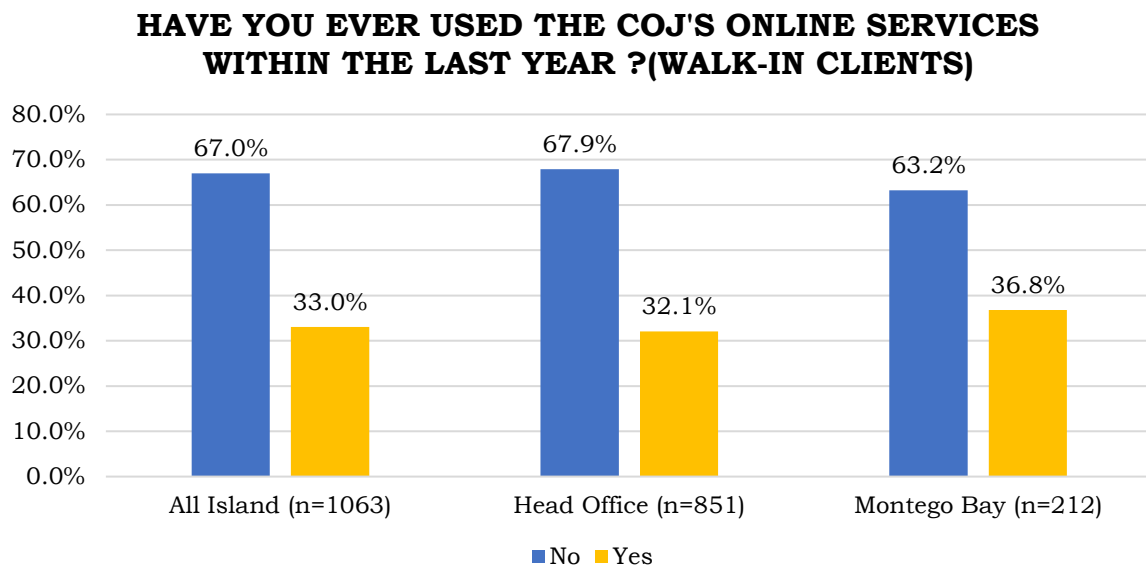


Figure 3. Showing the proportion of walk-in clients who had used the COJ's online services within the last year.

Subsequently, walk-in clients were asked to rate the quality of COJ's website. As seen in Figure 4, most walk-in clients agreed that the quality of COJ's website was above average (good or excellent). Accuracy of information (60.4%) and Details on Services Offered (60.4%) attained the highest above-average rating while user friendly achieved the lowest rating of 42.3%.

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

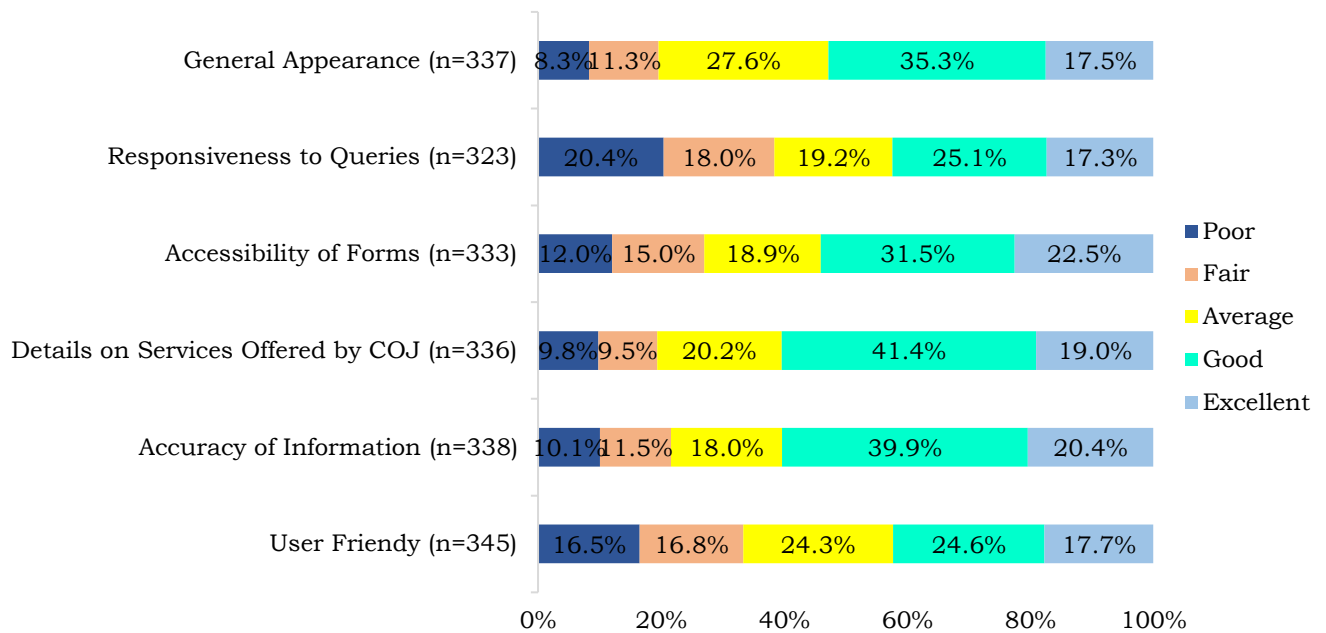


Figure 4. Showing walk-in clients' rating of the quality of COJ's website (All Island).

Forms

More than half of walk-in clients (57.6%) reported that they viewed or used Form 19A within the last year. On the other hand, most walk-in clients (52.0% - 75.1%) indicated that they did not view or use Form 19B, Form 1A, Form 1B, Form BOR-A or Form BOR-B, Form 19E-A or Form 19E-B within the past year.

See Figure 5.

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

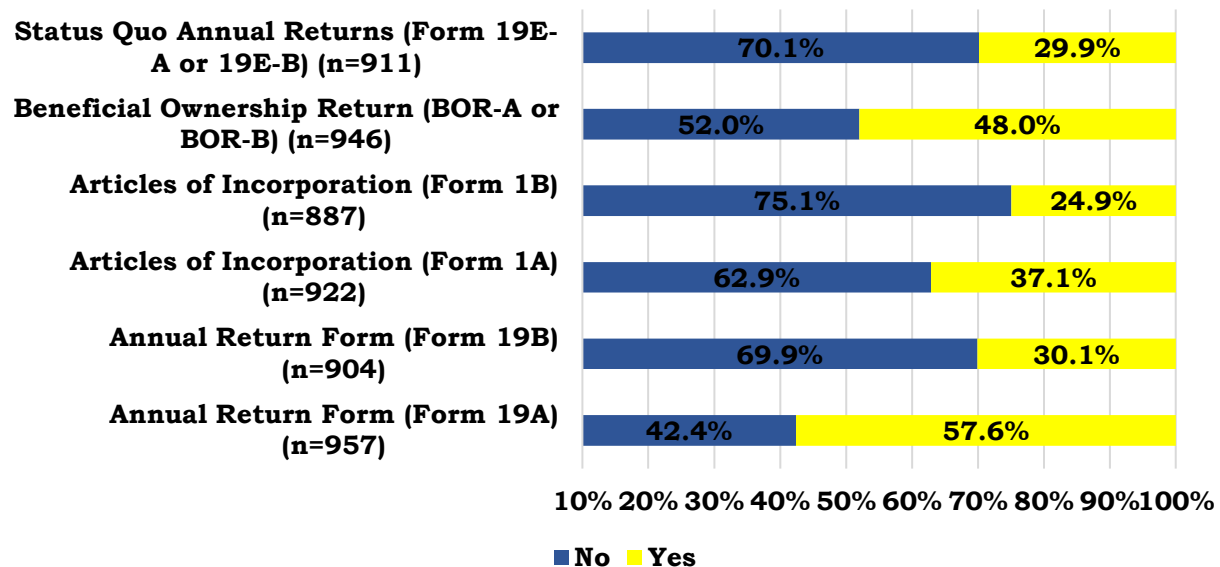


Figure 5. Showing the proportion of walk-in clients who had viewed forms of the COJ within the last year (All Island).

When walk-in clients were asked to rate the quality of the COJ forms based on varied criteria, most walk-in clients gave an above-average rating (excellent and good) for all aspects. As seen in Figure 6 below, the quality of print for forms (59.6%) was given the highest above-average rating while awareness of new/updated forms received an above-average rating of 47.9%.

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

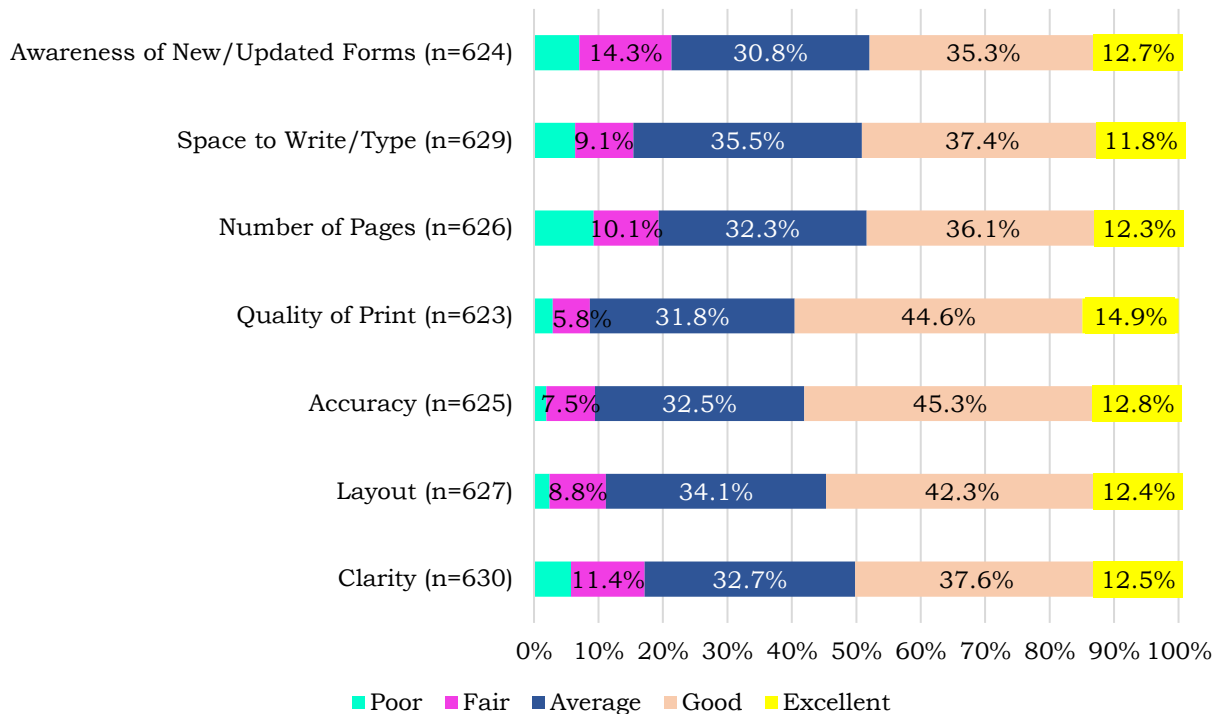


Figure 6. Showing walk-in clients' rating of the quality of COJ forms (All Island).

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

Approximately eight out of every ten walk-in clients (89.7%) 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 (86.2%) and (85.0%) reported that they were satisfied to some level with the processes of the status quo annual returns and the business name auto-closure services respectively. See Figure 7 below.

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

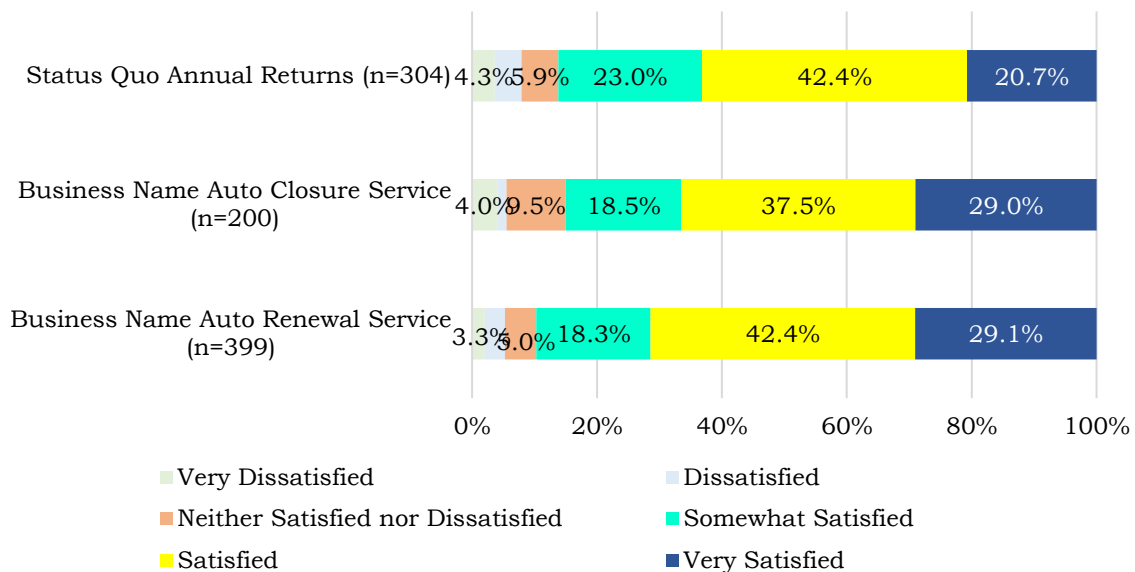


Figure 7. Showing the proportion of walk-in clients who were satisfied with the services offered by the COJ (All Island).

Overall level of Satisfaction

More than seven out of ten walk-in clients (76.3%) indicated that they were satisfied to some level with the overall service they had received from the COJ.

- Nine in ten walk-in clients (93.3%) 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 (72.0%) from Kingston (Head Office) were satisfied.

OVERALL SATISFACTION (WALK-IN CLIENTS) (n = 1045)

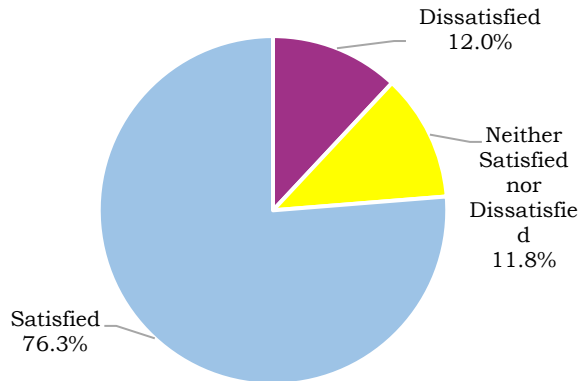


Figure 8. Showing walk-in clients' overall level of satisfaction with the service they received from the COJ (All Island).

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

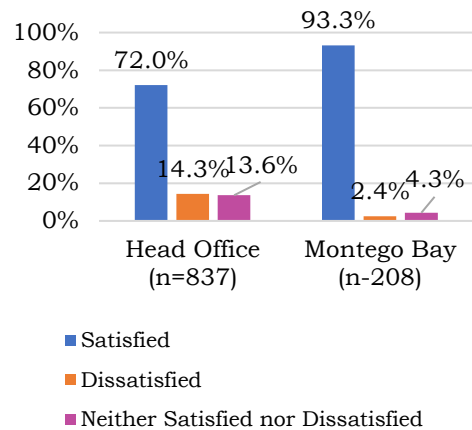


Figure 9. Showing walk-in clients' overall level of satisfaction with the service they received from the COJ by branch.

Service Rating.

Walk-in clients were asked to rate the service they received from the COJ. As seen in Figure 10, overall, clients gave the COJ an average rating of 6.67.

- Walk-in clients who accessed the Kingston branch gave an average rating of 6.21 while walk-in clients who accessed the Montego Bay branch gave an average rating of 8.46.

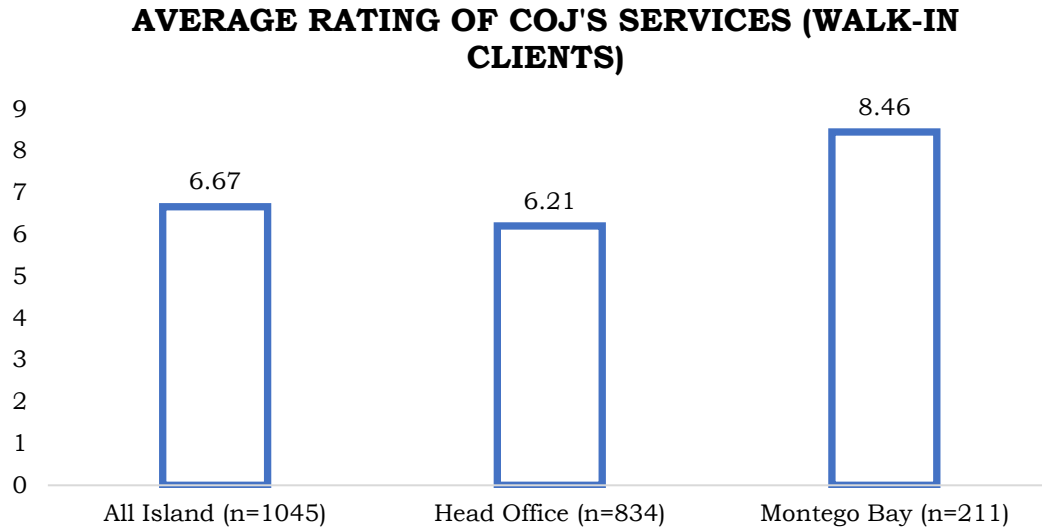


Figure 10. Showing walk-in clients' average rating of the service they had received from the COJ.

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 53.7% while the efficiency of staff received the lowest above-average rating of 47.4%. See Figure 11.

RATING OF CUSTOMER SERVICE QUALITY FEATURES (WALK-IN CLIENTS)

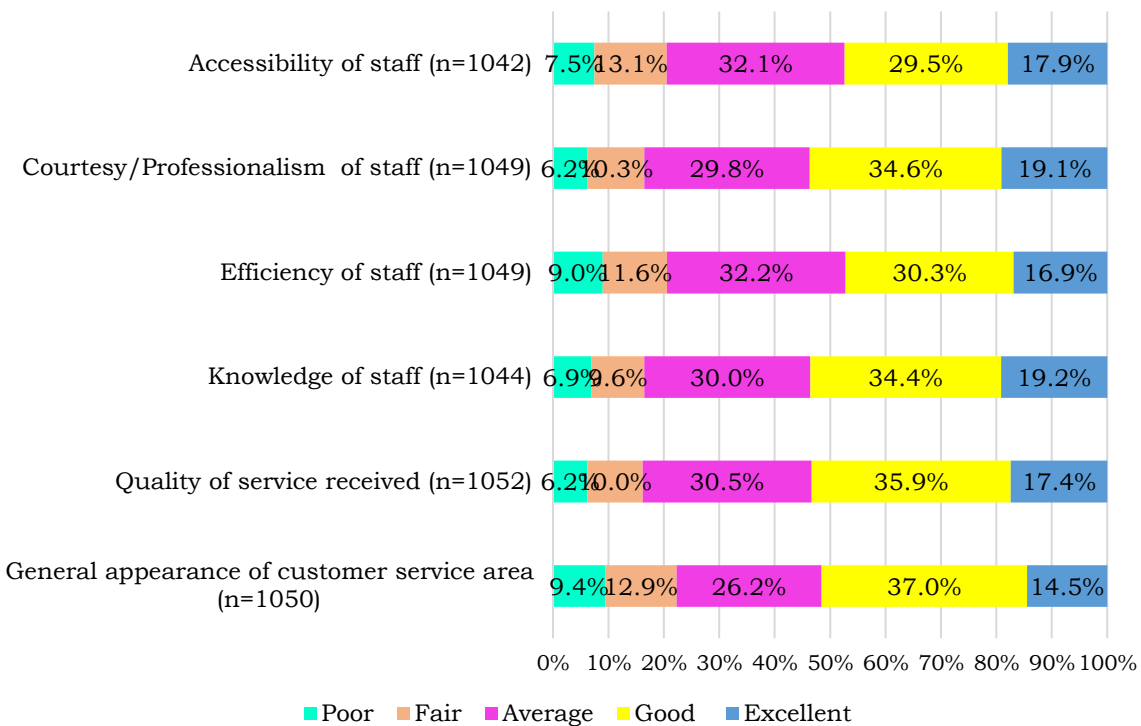


Figure 11. Showing walk-in clients' rating of the COJ customer service quality features (All Island).

Walk-in Clients Recommendations

Walk-in clients were asked to provide any further comments or recommendations. More than seven in ten (77.2%) walk in clients recommended that COJ should reduce its wait times. Included in the top 5 recommendations by walk-in clients were for the COJ to improve efficiency of the customer service staff (46.6%), reduce the processing time (46.6%), improve parking (39.2%), and offer some transactions at the front desk (23.2%). See Figure 12 below.

Walk-In Clients Recommendations for Service Improvements (n=933)

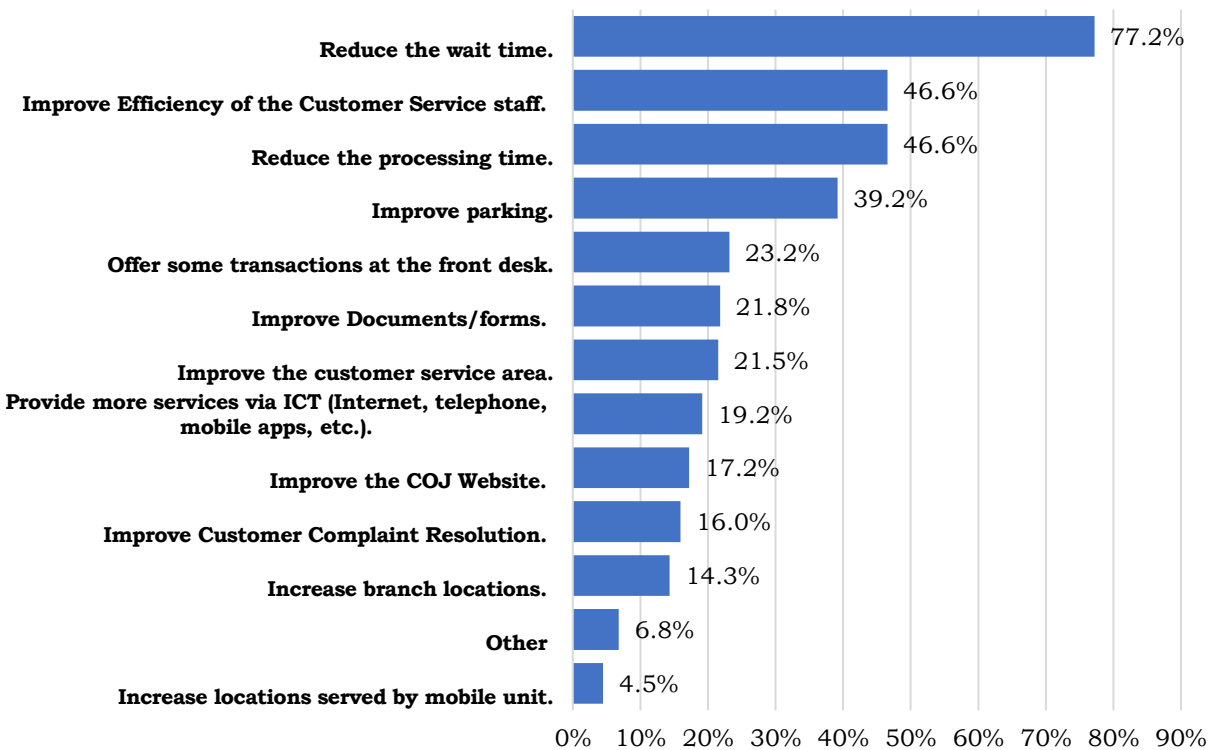


Figure 12: Showing walk-in clients' perception regarding what could have been done to serve them better (All Island).

Corporate Clients Findings

Wait Times

The majority of corporate clients (93.0%) indicated that they spoke to a staff member at the information desk within 15 minutes of waiting while 94.6% waited up to 15 minutes before speaking to the receptionist. On the other hand, more than four in five corporate clients (40.9%) indicated that they waited more than 1 hour before speaking to a customer service representative.

WAIT TIME BEFORE SPEAKING TO A STAFF MEMBER (CORPORATE CLIENTS)

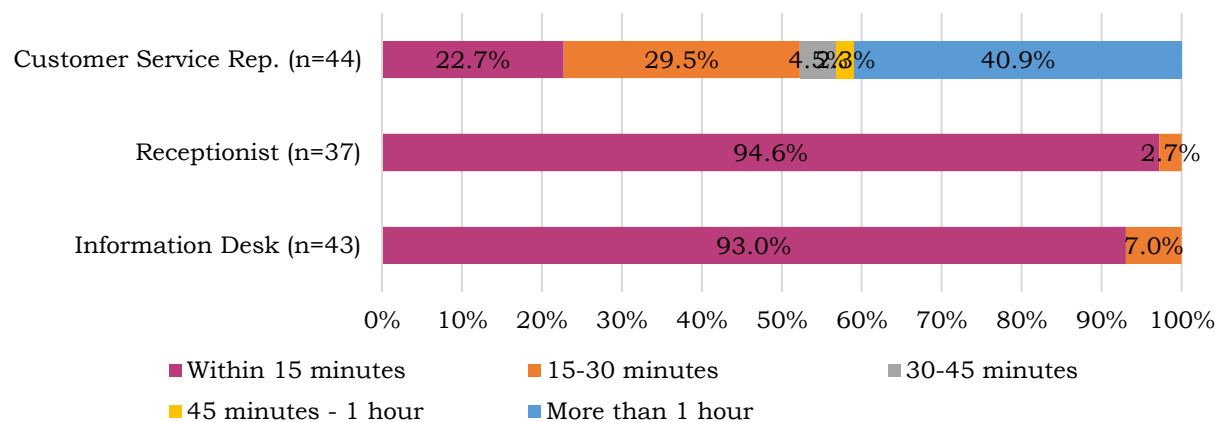


Figure 13. Showing the wait-time of corporate clients before speaking to a COJ Representative

COJ's Website

More than three in five corporate clients (61.4%) indicated that they had used COJ's online services. See **Figure 14**.

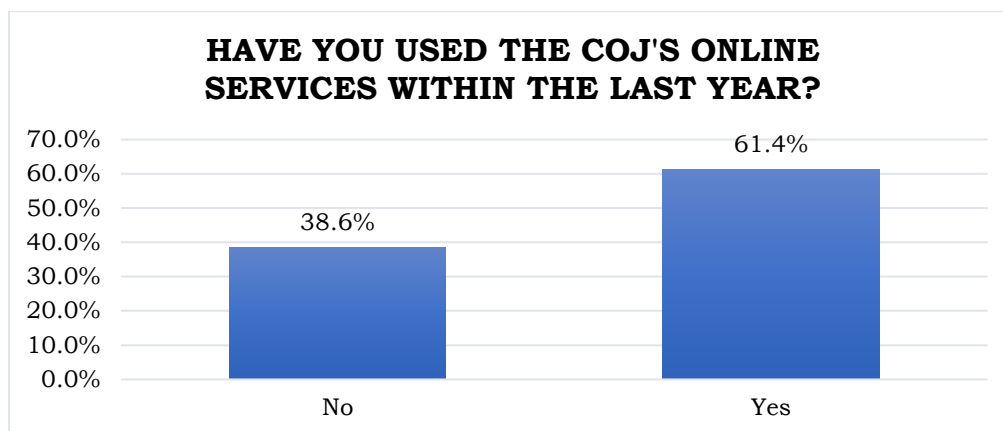


Figure 14: Showing the proportion of corporate clients who used the COJ's online services.

Almost eight in ten corporate clients (79.2%) who accessed the Head Office (Kingston branch) indicated that they had used the COJ's online services during the last year, while all online corporate clients (100%) indicated that they used

COJ’s online services during the last year. Conversely, most clients (55.6%) who accessed the Montego Bay branch reported that they did not utilize the COJ’s online services. See Figure 15.

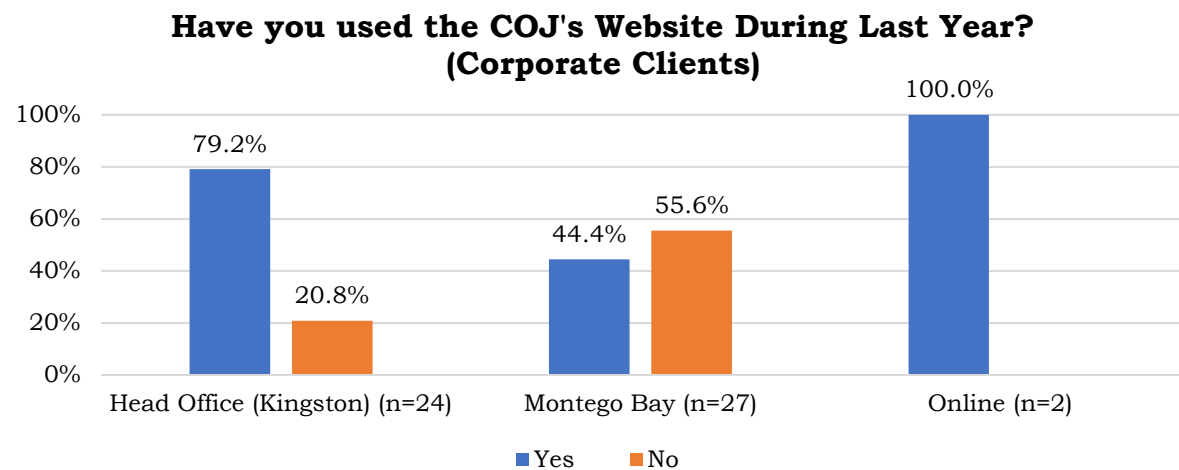


Figure 15. Showing usage of the COJ’s online services by branch.

Subsequently, corporate clients were asked to rate the quality of COJ’s website. As seen in Figure 16, most corporate clients agreed that the quality of COJ’s website was above average (good or excellent). Details on services offered by COJ (81.8%) attained the highest above-average rating while responsiveness to queries achieved the lowest above-average rating of 59.3%.

A quarter of the corporate clients (27.3%) gave an average rating for user-friendliness.

Rating of COJ's Website (Corporate Clients)

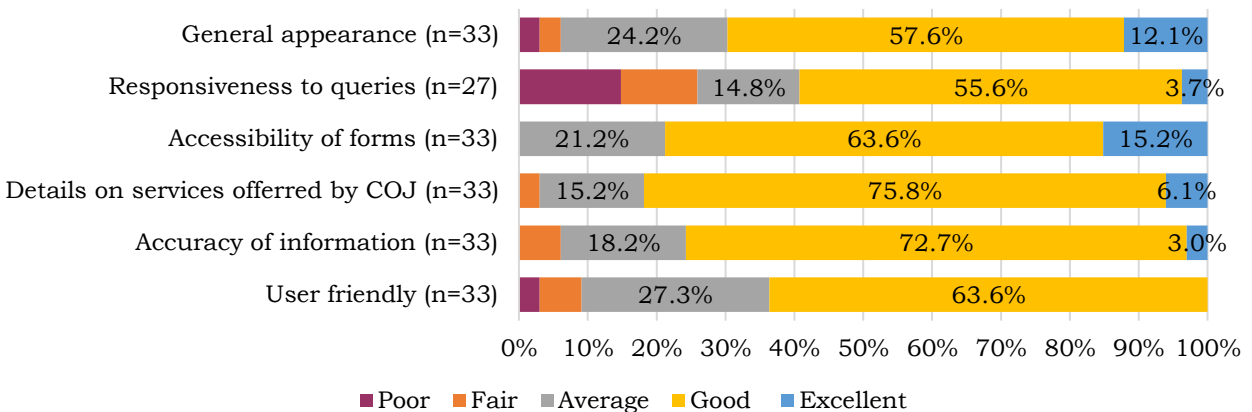


Figure 16. Showing corporate clients' rating of the quality of COJ's website (All Island).

Forms

Regarding forms used or viewed within the last year, most corporate clients indicated that they had used or viewed the forms listed below. The majority of respondents (96.2%) viewed or used Form BOR-A or Form BOR-B while nine in ten corporate clients (90.6%) viewed or used Form 19E-A and Form 19A. Almost nine in ten (88.7%) corporate clients viewed or used Form 19B while eight in ten corporate clients (81.8%) viewed or used Form 1A. More than three quarters (78.4%) indicated that they had used or viewed Form 1B within the last year. See Figure 17.

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

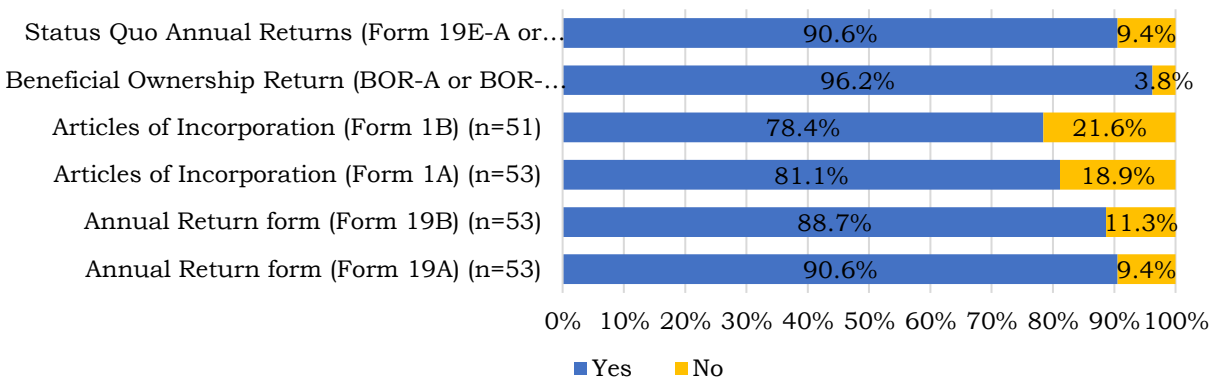


Figure 17. Showing the proportion of corporate clients who viewed forms of the COJ within the last year

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 18, the accuracy (67.9%) was given the highest above-average rating while the clarity received the lowest above-average rating of 50.9%.

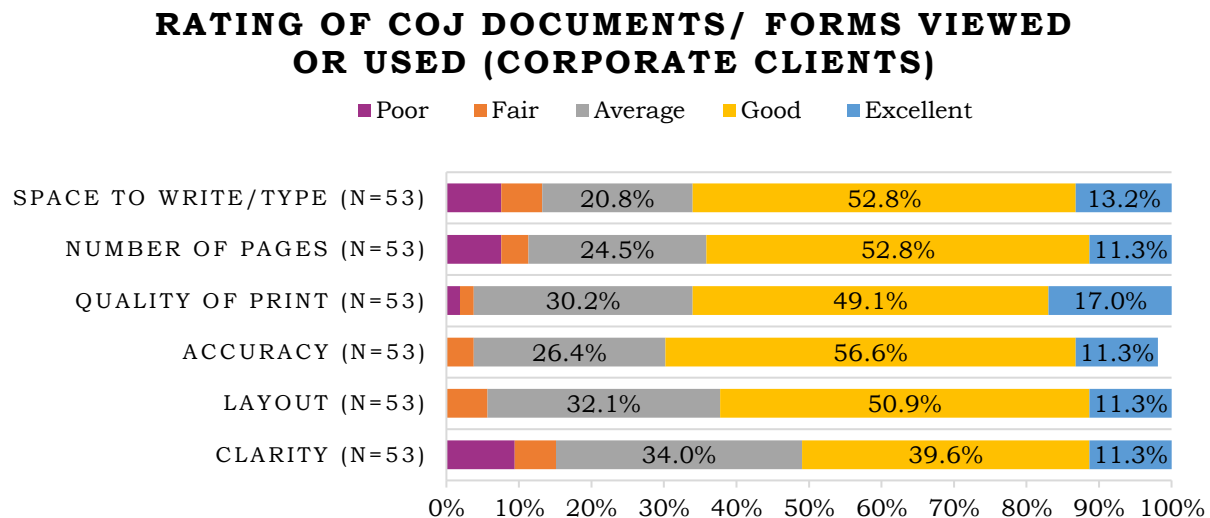


Figure 18. Showing corporate clients' rating of the quality of COJ forms (All Island).

Satisfaction with the Processes of Services offered by the COJ.

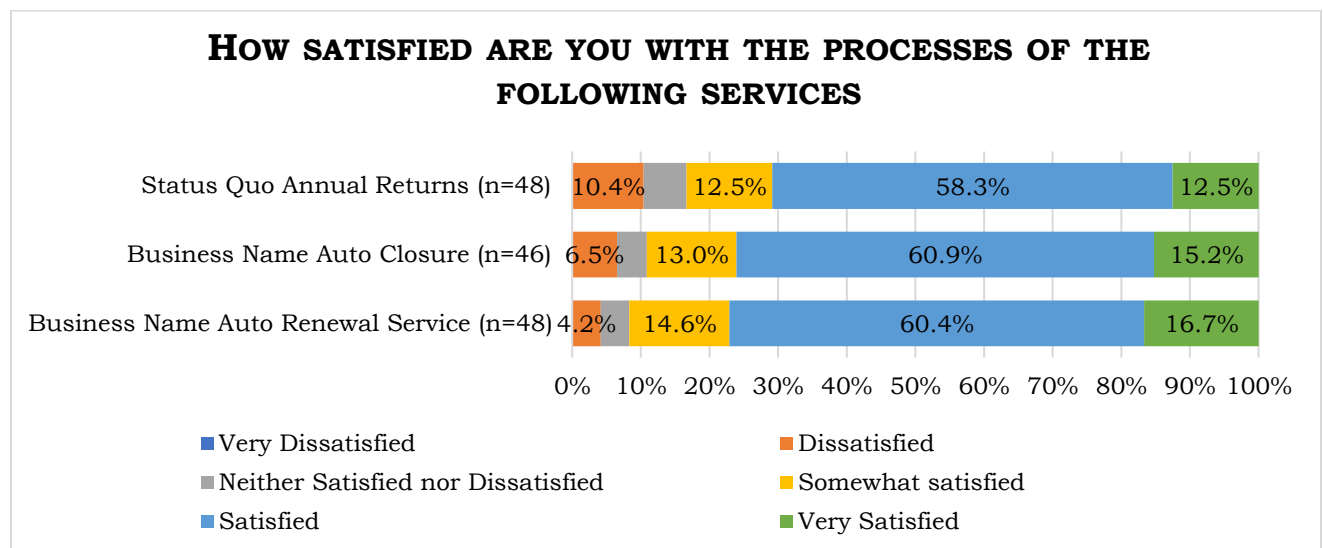


Figure 19. Showing the proportion of corporate clients who are satisfied with the services offered by the COJ (All Island).

As presented in Figure 19, most corporate clients (91.7%) indicated that they were satisfied to some degree with the processes of the business name auto-renewal services, while 89.1% reported that they were satisfied to some level with the processes of the business name auto-closure service and 83.3% of corporate clients had some level of satisfaction with the processes of the status quo annual returns services.

Overall level of Satisfaction

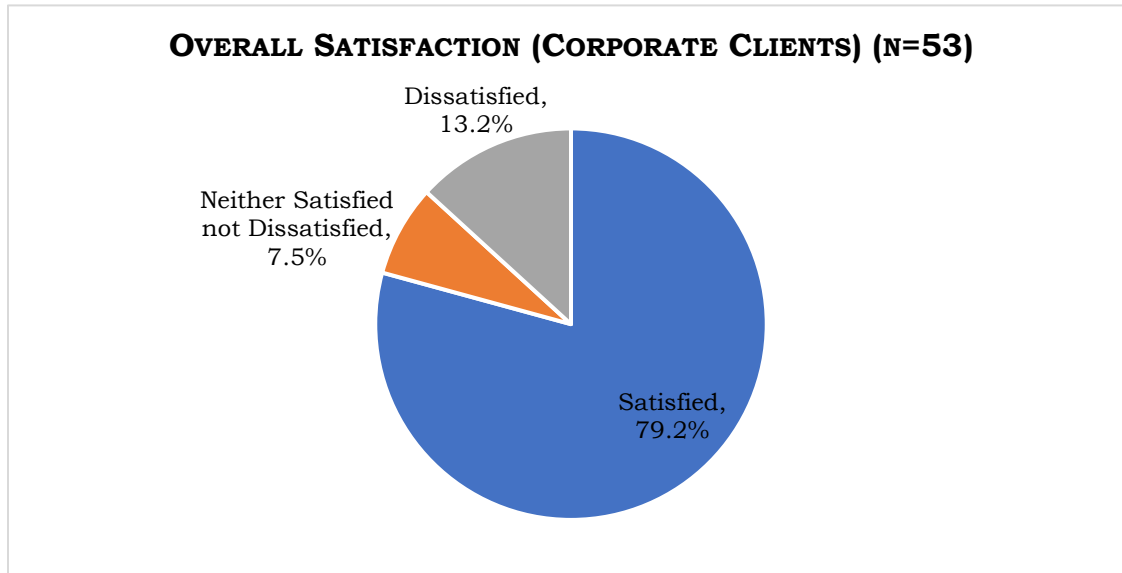


Figure 20. Showing corporate clients' overall level of satisfaction with the service they received from the COJ (All Island).

Almost eight in ten corporate clients (79.2%) indicated that they were satisfied with the level of service they received from the COJ. See Figure 20.

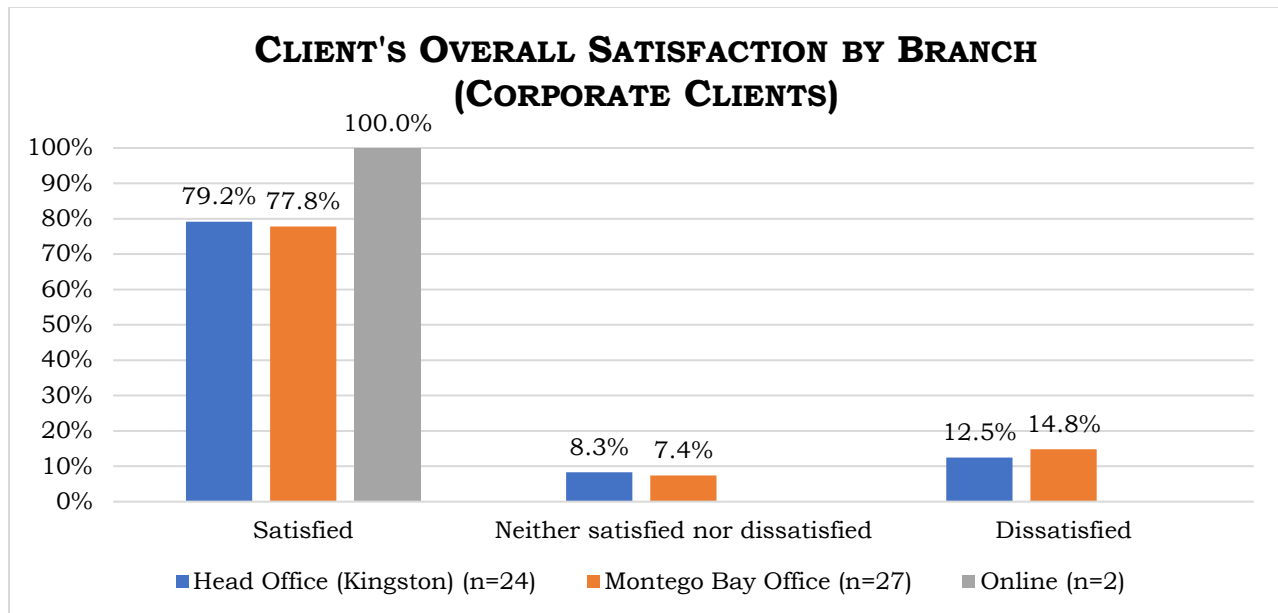


Figure 21. Showing corporate clients' overall level of satisfaction with the service they received from the COJ by branch.

Regardless of branch, most corporate clients (Kingston, 79.2%; Montego Bay, 77.8%; Online, 100%) reported that they were satisfied at some level with the service they had received. See Figure 21.

Service Rating.

Corporate clients were asked to rate the service they received from COJ. As seen in Figure 22, overall, corporate clients gave the COJ an average rating of 6.40.

Corporate clients who accessed the Kingston branch gave an average rating of 5.75 while corporate clients who accessed the Montego Bay branch gave an average rating of 6.89. Online corporate clients gave an average rating of 7.5.

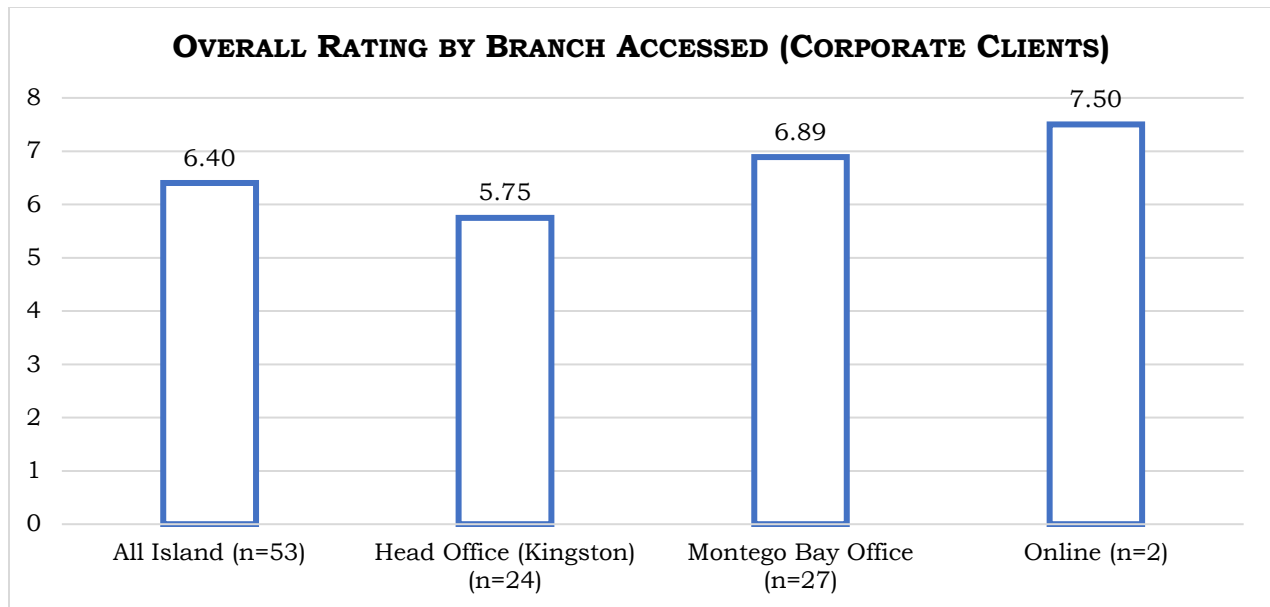


Figure 22. Showing clients' rating of the service they had received from the COJ.

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 general appearance of the customer service area received the largest above-average rating of 82.6% while the Efficiency of staff received the lowest above-average rating of 53.8%. See Figure 23.

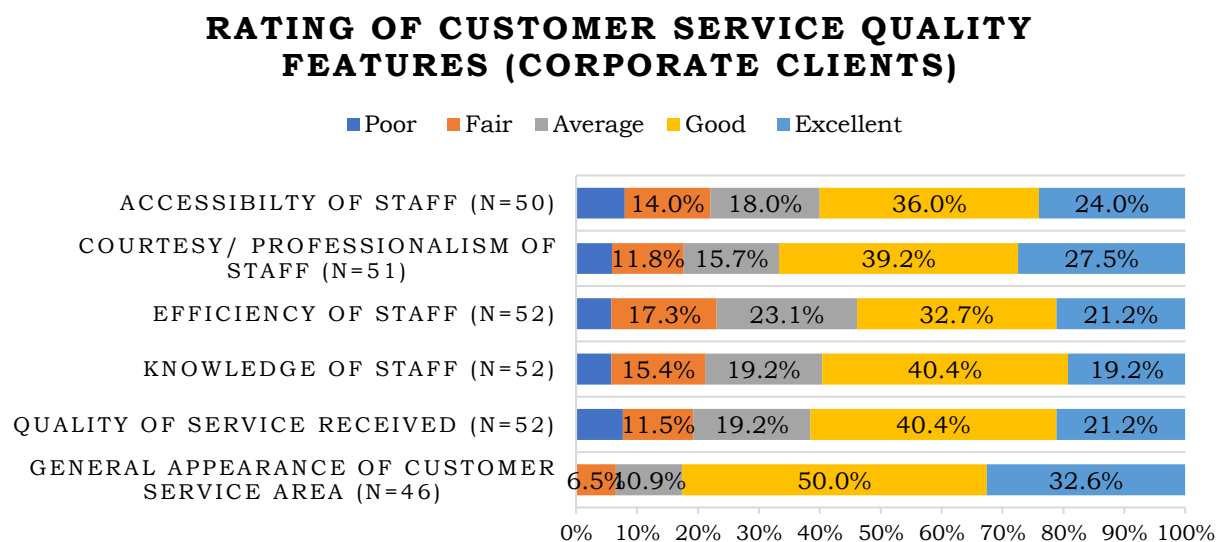


Figure 23. Showing clients' rating of the COJ customer service quality features (All Island).

Corporate Clients Recommendations

Corporate clients were asked to provide any further comments or recommendations. More than half (58.7%) of corporate clients recommended that the COJ should reduce its processing time. Corporate clients also recommended that the COJ should reduce its wait time (50.0%), improve documents/ forms (34.8%), and improve efficiency of the customer service staff (34.8%).

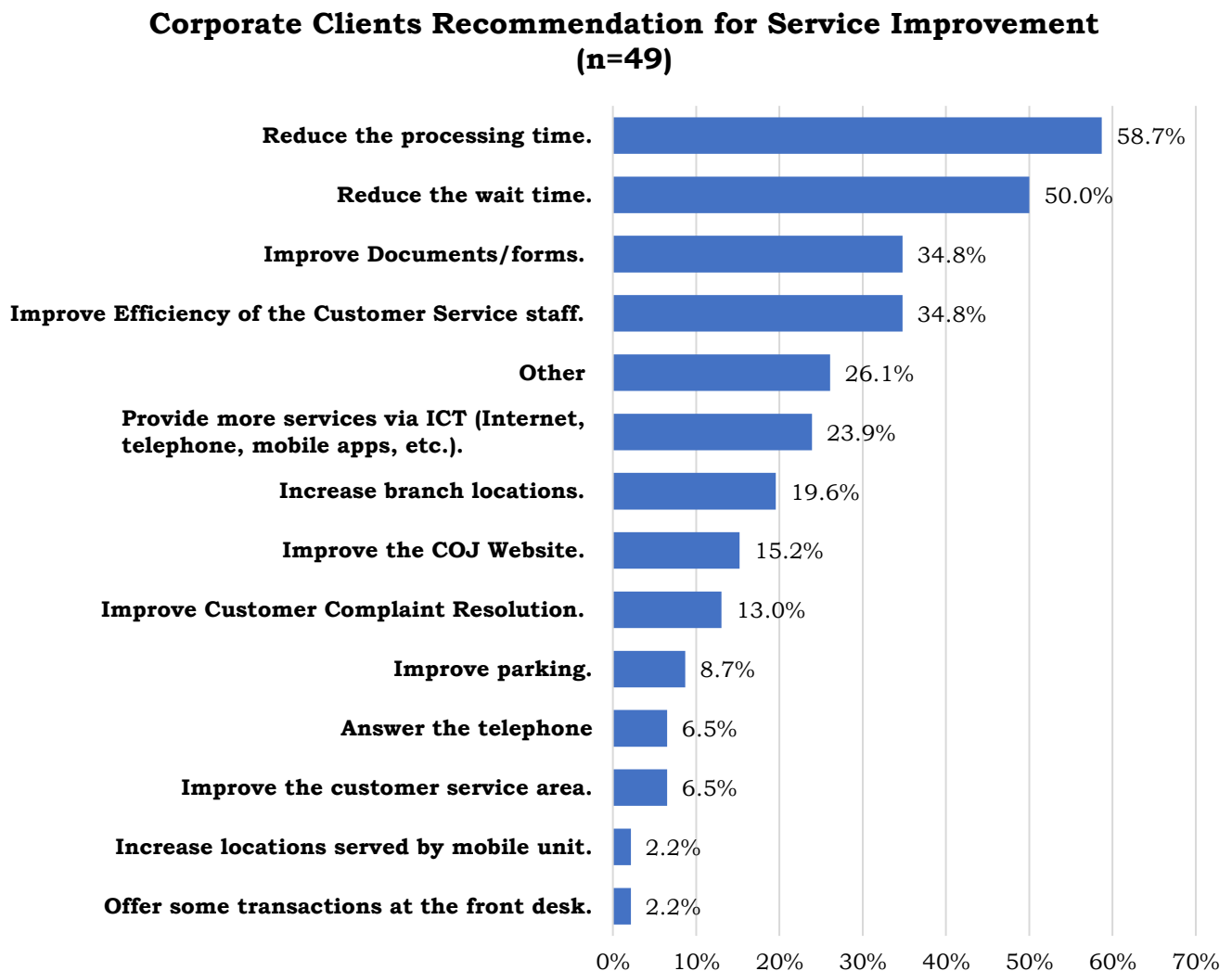


Figure 24: Showing corporate clients' perception regarding what could have been done to serve them better (All Island).