

2023

COJ CUSTOMER SATISFACTION SURVEY

PRELIMINARY REPORT
CONSUMER AFFAIRS COMMISSION

RESEARCH UNIT | 34 TRAFALGAR ROAD, KINGSTON 10

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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 2023 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 in ensuring that customers are satisfied.

METHODOLOGY

Walk-in Clients

Data Collection for this study was undertaken during the period February 23, to March 10, 2023, targeting 1,050 customers of the Companies Office of Jamaica using a margin of error of $\pm 3\%$. Responses were obtained from 1,060 clients, yielding a margin of error of $\pm 2.97\%$ at the 95% level of confidence. The sample consisted of 890 walk-in clients who had engaged the Kingston branch and 170 walk-in clients who had engaged the Montego Bay branch. Data was collected via face-to-face interviews with COJ's clients (walk-in) over two 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 24 – March 17, 2023. For this section of the study, all the corporate customers with valid telephone numbers (including those who were previously sent emails) were contacted for participation. The survey targeted a sample of 260 corporate clients from a database of 800. However, 236 clients were interviewed yielding a margin of error of $\pm 5.36\%$ at the 95% level of

confidence. The sample consisted of 177 corporate clients who had engaged the Kingston branch and COJ Mobile Team and 41 corporate clients who had engaged the Montego Bay branch. Additionally, the sample consisted of eighteen (18) corporate clients who accessed the COJ's services online.



PRELIMINARY FINDINGS

This preliminary report documents a subset of the findings of the 2023 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 the 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 88% in 2023. This represents a 2-percentage point decline when compared to 2022, where COJ recorded a customer satisfaction rating of 90%.

Walk-in Clients Findings

COJ's Website

Slightly more than two-thirds of walk-in clients (68.6%) indicated that they did not use the COJ's online services during the past year.

- Similarly, regardless of branch/office visited, most walk-in clients who accessed both the Head Office (Kingston) (67.9%) and Montego Bay (71.9%) branches indicated that they did not use COJ's online services. See Figure 1 below.

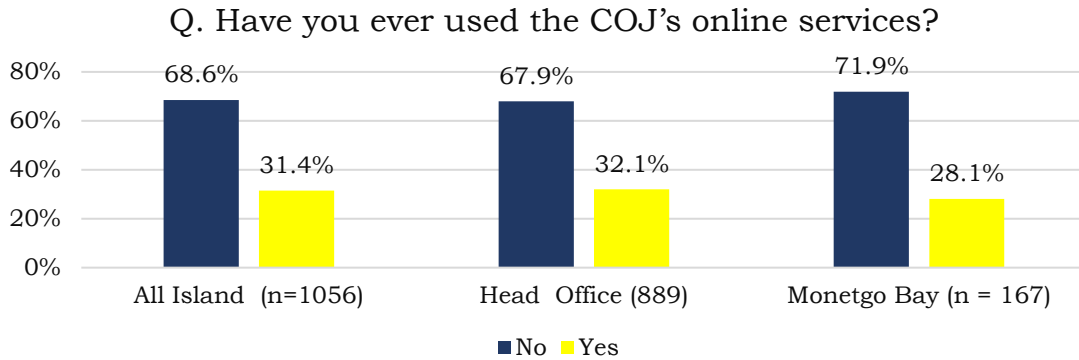


Figure 1. Showing the proportion of walk-in clients who had used COJ's online services within the last year.

Subsequently, walk-in clients were asked to rate the quality of the COJ's website. As seen in Figure 2, most walk-in clients agreed that the quality of COJ's website was above average (good or excellent). Accessibility of forms (52.2%) attained the highest above-average rating, while responsiveness to queries achieved the lowest above-average rating of 36.3%.

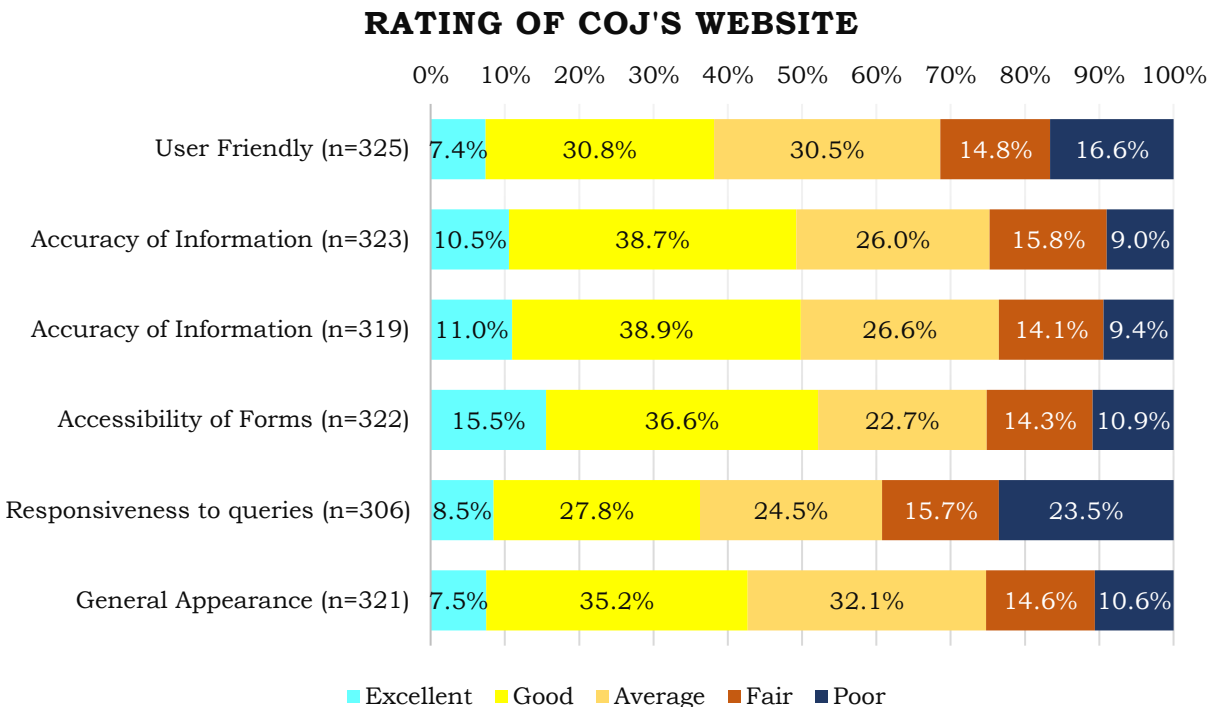


Figure 2. Showing walk-in clients' rating of the quality of COJ's website.

Documents/Forms

Regarding Forms 19A, 19B, 19E, 1A and 1B, most walk-in clients (53.5% - 76.6%) indicated that they did not view /use these forms within the past year.

FORMS VIEWED OR USED WITHIN THE LAST YEAR

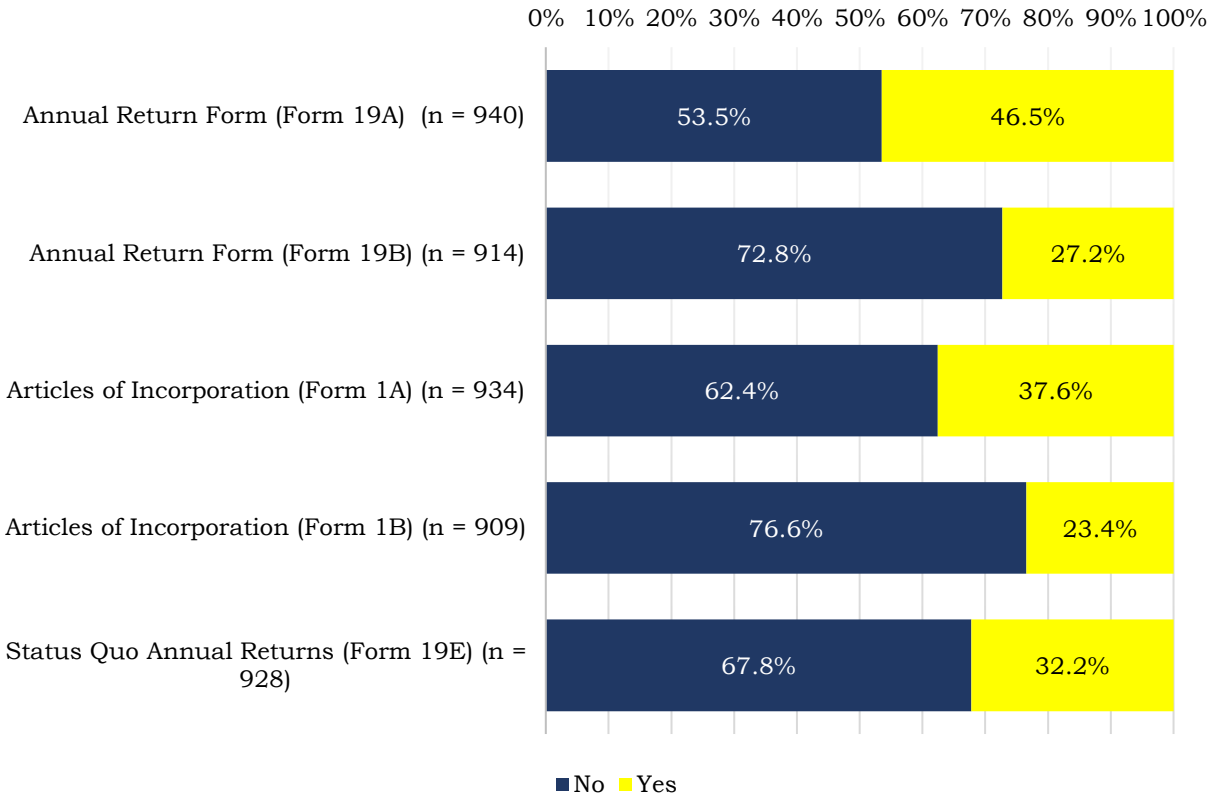


Figure 3. Showing the proportion of walk-in clients who had viewed /used selected COJ forms within the last year.

As seen in Figure 3, Form 1B was the least viewed /used by 23.4% of walk-in clients while the most viewed /used form was 19A, which was viewed /used by 46.5% of respondents.

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 4, the quality of print for the forms (76.0%) was given the highest above-average rating, while the number of pages received the lowest above-average rating of 60.5%.

RATING COJ'S FORMS VIEWED/USED

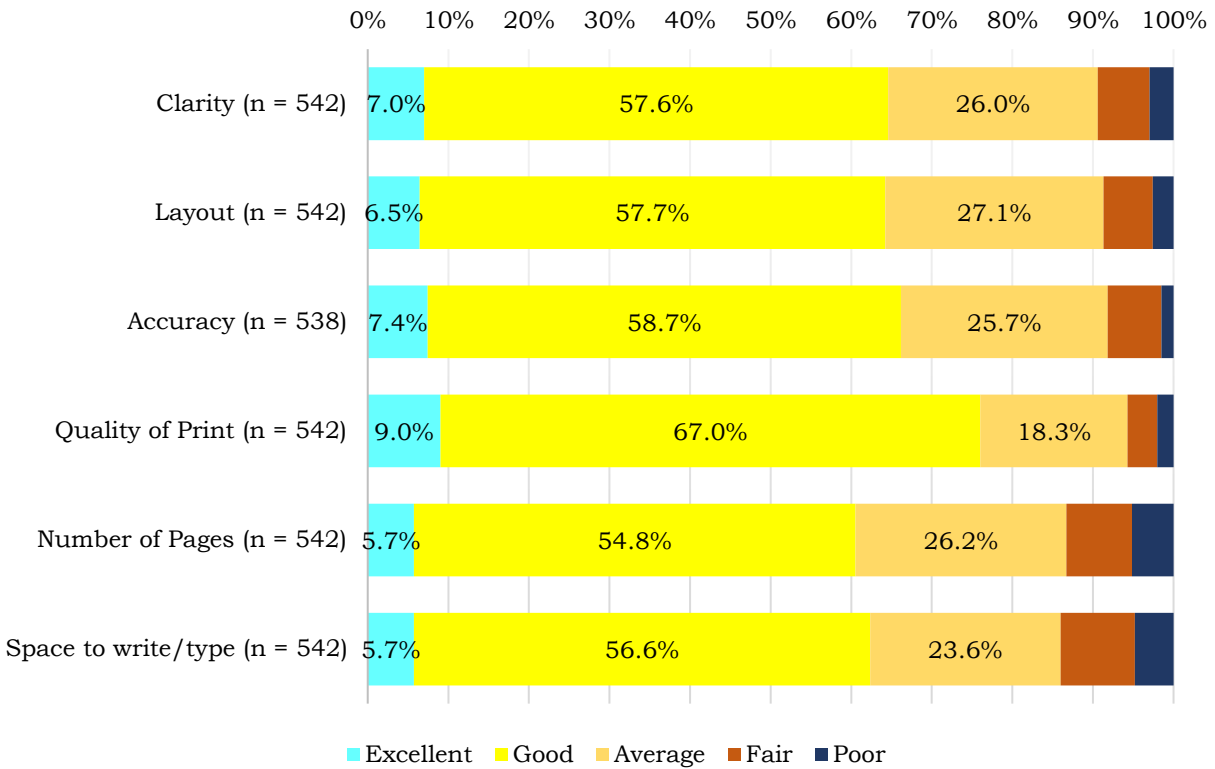


Figure 4. Showing walk-in clients' rating of the quality of COJ forms.

Satisfaction with the services offered by the COJ.

Nine out of every ten walk-in clients (91.9%) indicated that they had some level of satisfaction¹ with the business name auto-renewal service. Similarly, nine in ten walk-in clients (90.1%) were satisfied to some level with the status quo annual returns, while more than eight in ten walk-in clients (83.3%) reported that they were satisfied to some level with the business name auto-closure service. See Figure 5 below.

¹ Includes Somewhat satisfied, satisfied and very satisfied.

SATISFACTION WITH SERVICES OFFERED BY THE COJ

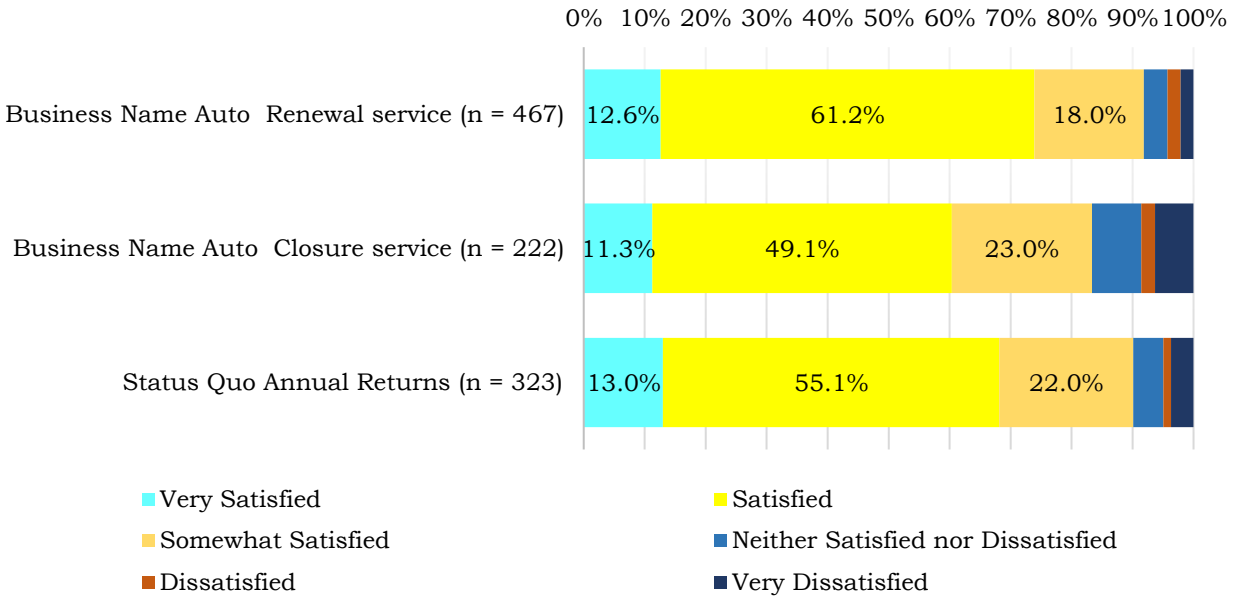


Figure 5. Showing the proportion of walk-in clients who were satisfied with the services offered by the COJ.

The Overall Level of Satisfaction

More than eight out of ten walk-in clients (86.9%) indicated that they were satisfied to some level with the overall service they had received from the COJ.

- Almost all (97.6%) walk-in clients 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 eight in ten walk-in clients (84.9%) from the Kingston (Head Office) were satisfied. See Figures 6 and 7 below.

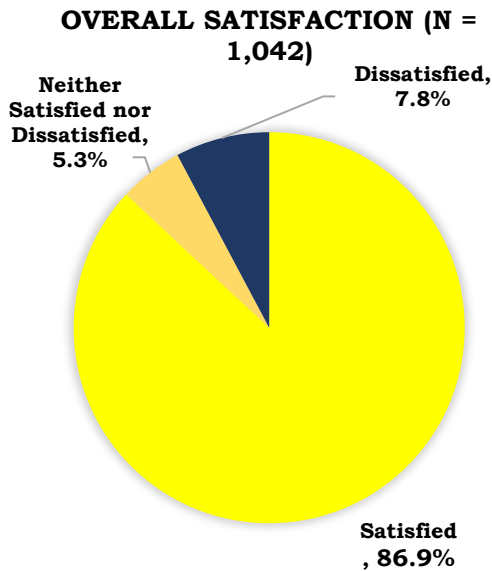


Figure 6. Showing walk-in clients' overall level of satisfaction with the service they received from the COJ.

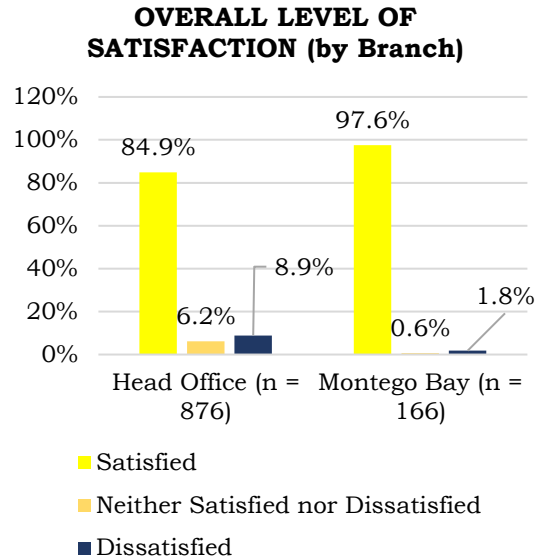


Figure 7. Showing walk-in clients' overall level of satisfaction with the service they received from the COJ by branch.

Service Rating

Walk-in clients were asked to rate the service they received from the COJ. As seen in Figure 8, overall, clients gave the COJ an average rating of 6.9.

- Walk-in clients who accessed the Kingston branch gave an average rating of 6.6 while walk-in clients who accessed the Montego Bay branch gave an average rating of 8.3.

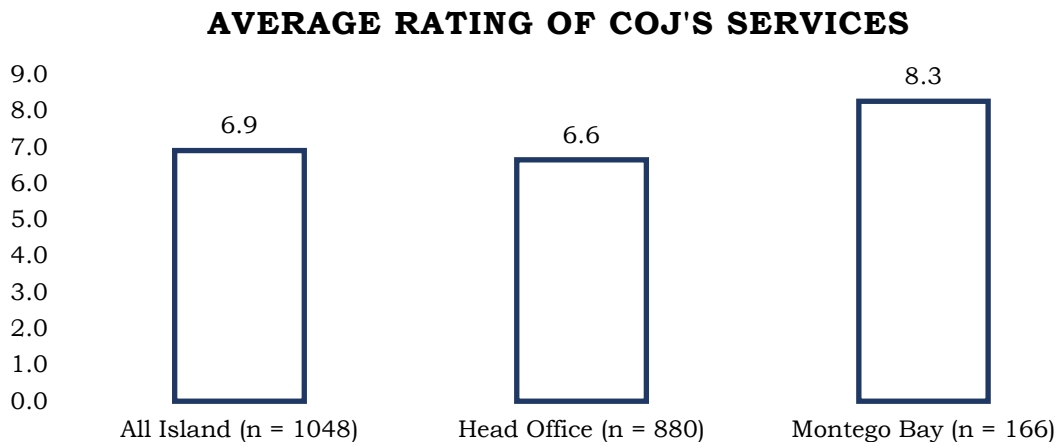


Figure 8. Showing walk-in clients' average rating of the service they had received from the COJ.

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 general appearance of the customer service area received the lowest above-average rating of 37.7%. See Figure 9.

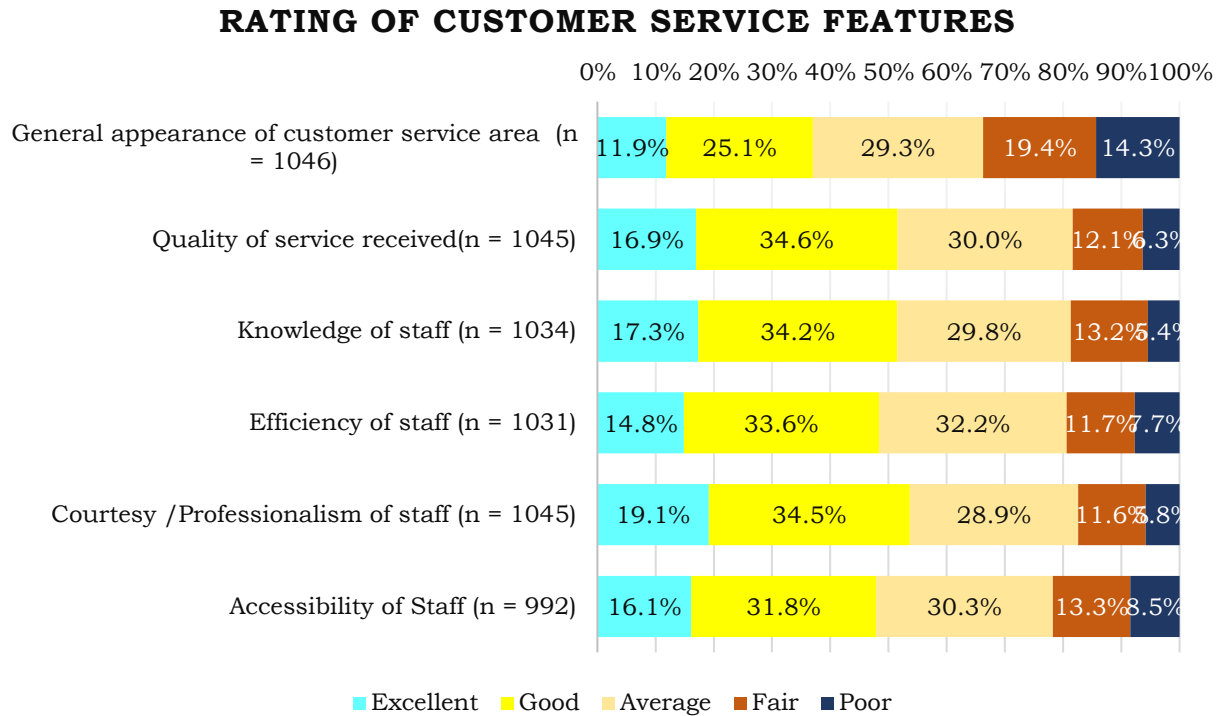


Figure 9. Showing walk-in clients' rating of the COJ customer service quality features.

Walk-in Clients' Recommendations

Most (56%) walk-in clients recommended that the COJ reduce its wait times. Included in the top 5 recommendations by walk-in clients was for the COJ to reduce the processing time (41%), improve parking (39%), improve or increase the customer service staff (32%) and improve the customer service area (28%). See Figure 10

WALK-IN CLIENTS' RECOMMENDATIONS FOR SERVICE IMPROVEMENT

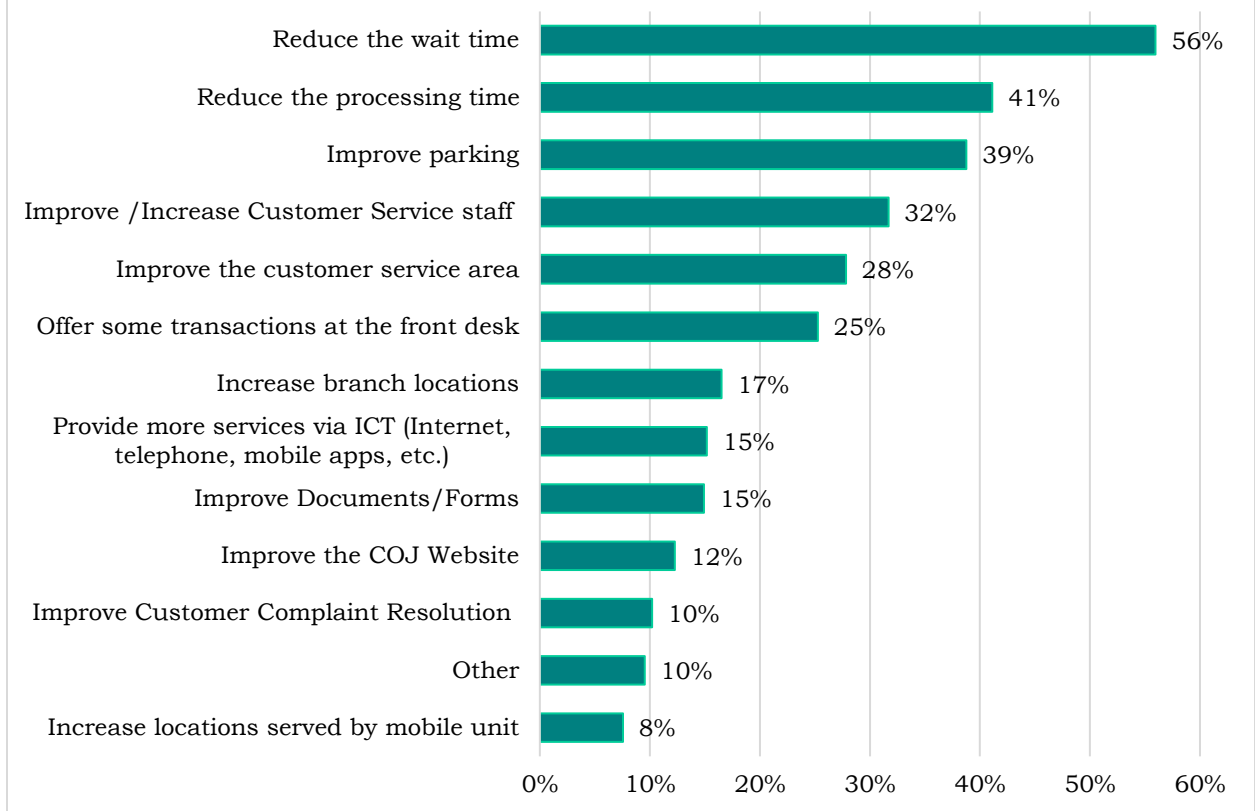


Figure 10. Showing walk-in client's perception regarding what could have been done to serve them better (All Island)

Corporate Clients Findings

COJ's Website

Almost two in five corporate clients (58.5%) indicated that they had used COJ's online services.

More than half of corporate clients (53.7%) 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 (61.0%) who accessed the Montego Bay branch reported that they utilized the COJ's online services within the last year. See Table 11.

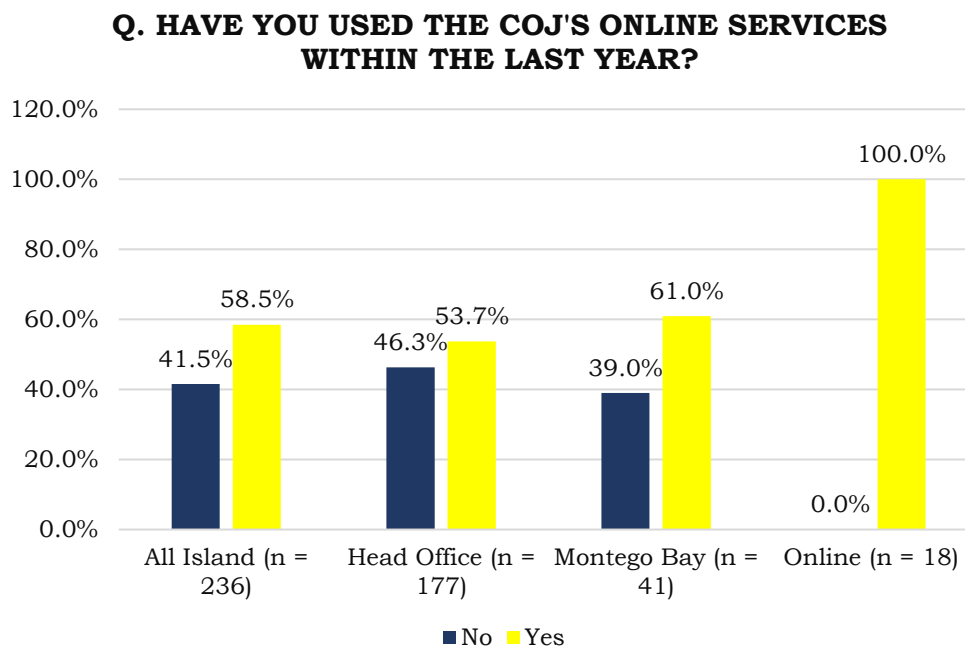


Figure 11. Showing the proportion of corporate clients who used COJ's online services within the last year.

Subsequently, corporate clients were asked to rate the quality of COJ's website. As seen in Figure 12, most corporate clients agreed that the quality of COJ's website was above average (good and excellent). Accuracy of information (83.3%) attained the highest above-average rating while responsiveness to queries achieved the lowest above average rating of 65.0%.

RATING OF COJ'S WEBSITE

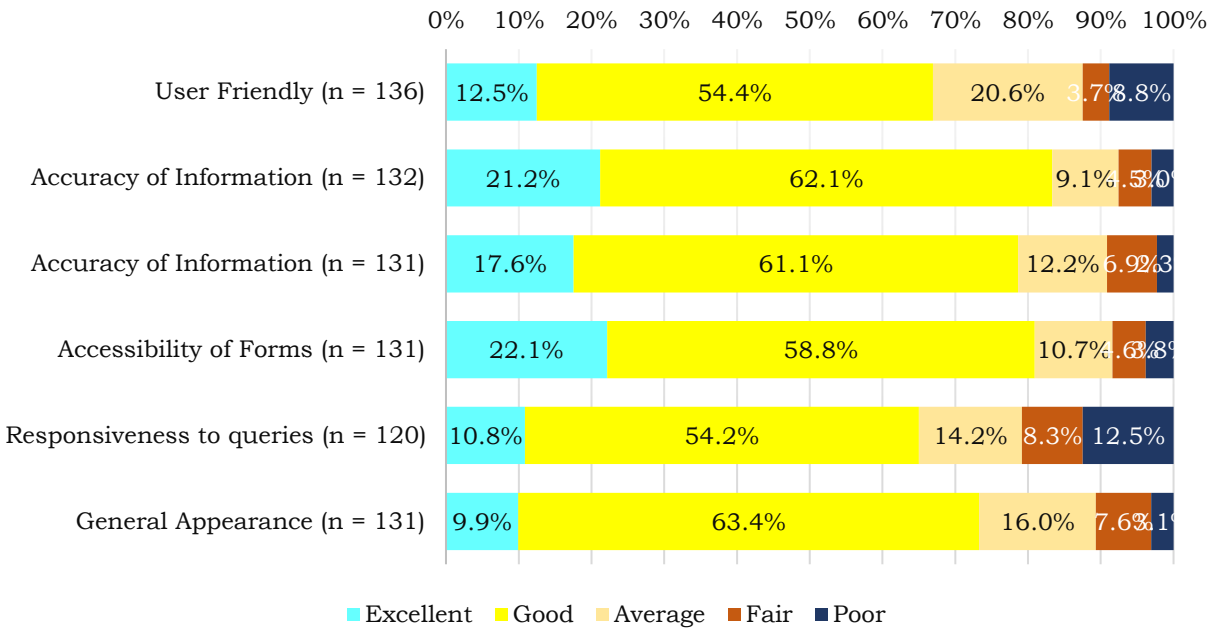


Figure 12. Showing corporate clients' rating of the quality of COJ's website.

Documents/Forms

Regarding Forms 19A, 19B, 19E, 1A and 1B, most corporate clients indicated that they had used/viewed Form 19A (73.7%) and Form 19E (74.0%) within the last year. Conversely, most indicated that they did not use/view Form 19B (52.0%), Form 1A (54.5%), and Form 1B (58.6%) within the last year. See Figure 13.

FORMS VIEWED OR USED WITHIN THE LAST YEAR

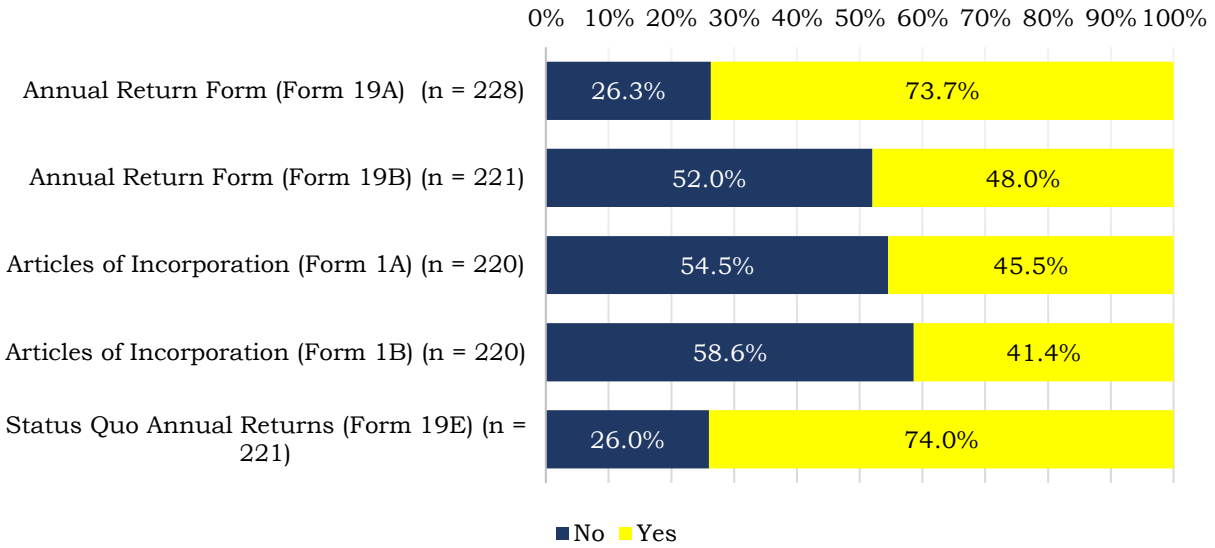


Figure 13. Showing the proportion of corporate clients who had viewed /used selected COJ forms within the last year.

Corporate clients were asked to rate the quality of the COJ forms based on the selected criterion. Most corporate clients gave every criterion an above-average rating. As seen in Figure 14, the quality of the print (90.4%) was given the highest above-average rating while space to write/type received the lowest above-average score of 75.9%.

RATING COJ'S FORMS VIEWED/USED

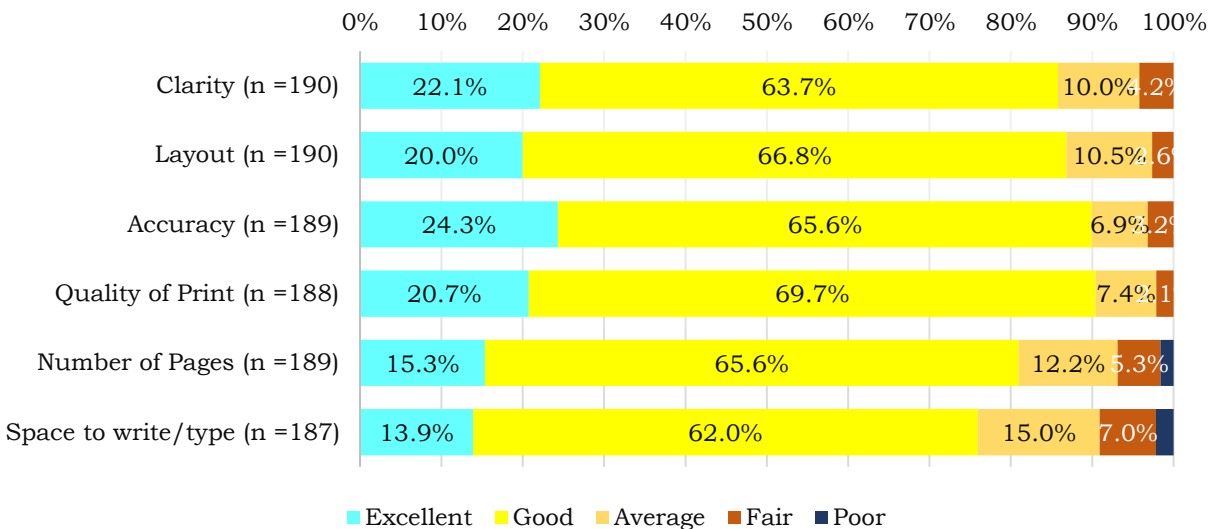


Figure 14. Showing corporate clients' rating of the quality of COJ forms.

Satisfaction with the services offered by the COJ.

SATISFACTION WITH SERVICES OFFERED BY THE COJ

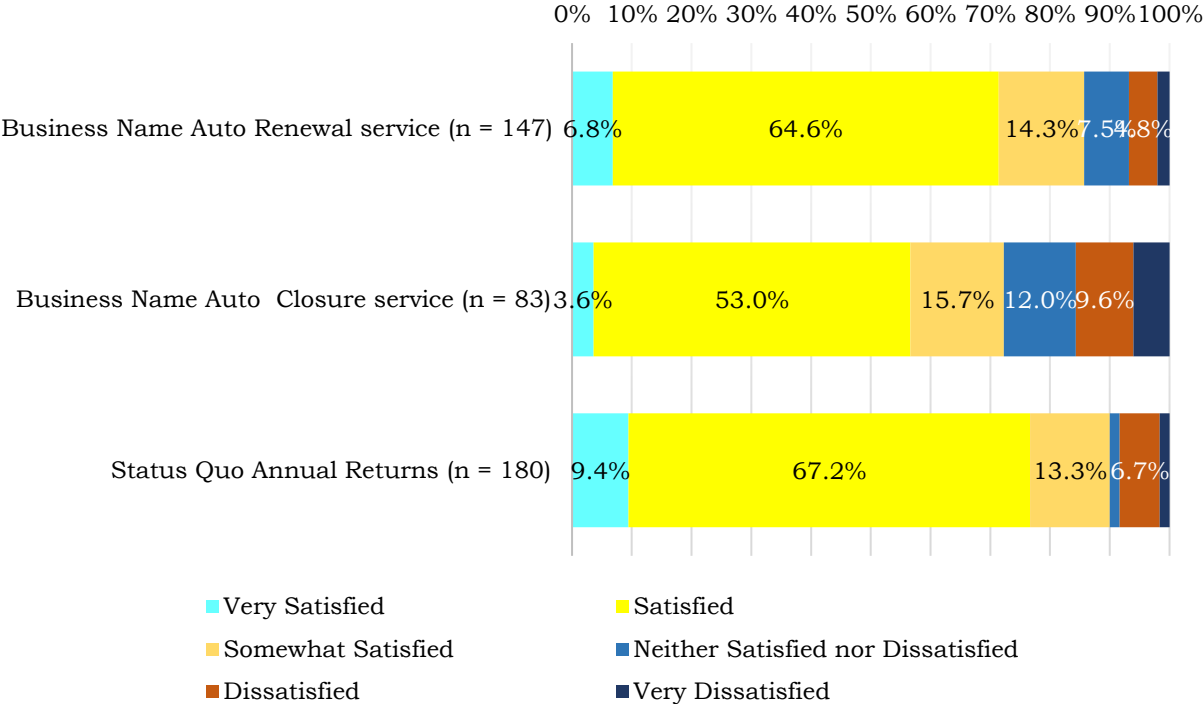


Figure 15. Showing the proportion of corporate clients who are satisfied with the services offered by the COJ.

As presented in Figure 15, most corporate clients (90%) indicated that they were satisfied to some degree with the status quo annual returns service, followed by 85.7% of corporate clients who had some level of satisfaction with the business name auto-renewal service and 72.3% who reported that they were satisfied to some level with the business name auto-closure service.

The Overall Level of Satisfaction

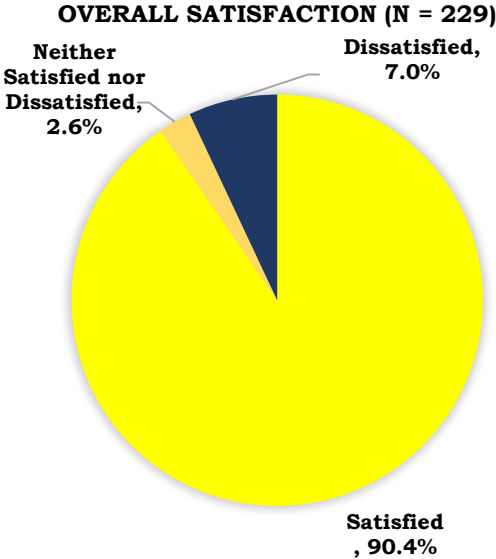


Figure 16. Showing corporate clients’ overall level of satisfaction with the service they received from the COJ.

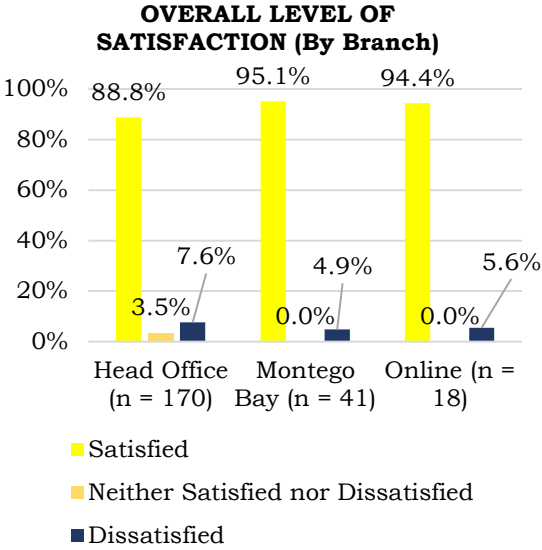


Figure17. Showing corporate clients’ overall level of satisfaction with the service they received from the COJ by branch.

Nine in ten corporate clients (90.4%) indicated that they were satisfied with the level of service they received from the COJ.

Regardless of the branch used, most corporate clients (Kingston, 88.8%; Montego Bay, 95.1%; Online, 94.4%) 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 the COJ out of ten. As seen in Figure 18, overall, corporate clients gave the COJ an average rating of 7 out of 10.

Corporate clients who accessed the Kingston branch gave an average rating of 6.9, while corporate clients who accessed the Montego Bay branch gave an average rating of 7.9. Online corporate clients gave an average rating of 6.6.

AVERAGE RATING OF COJ'S SERVICES

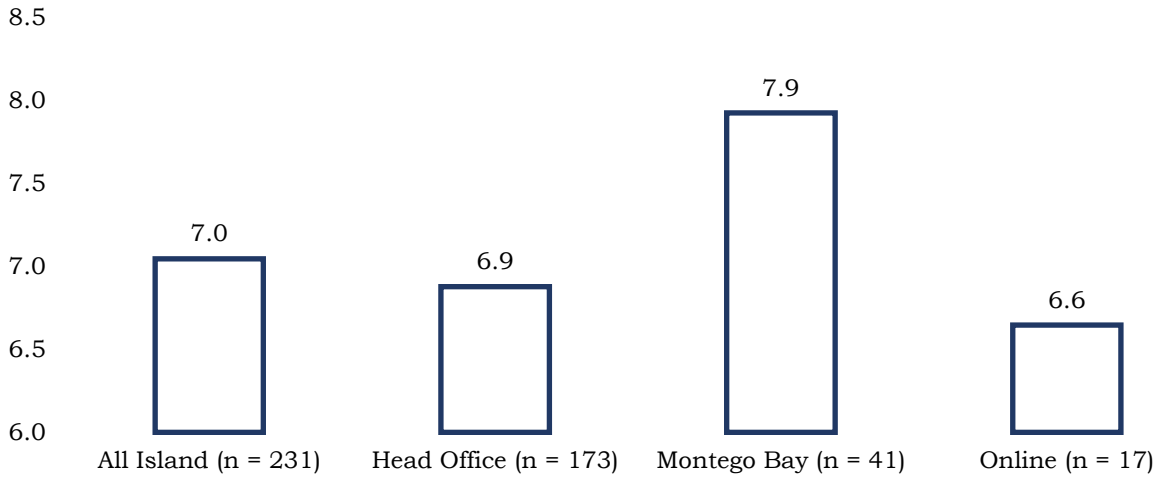


Figure 18. Showing clients' rating of the service they had received from the COJ.

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 75.9%, while the general appearance of the customer service area received the lowest above-average rating of 60.6%. See Figure 19.

RATING OF CUSTOMER SERVICE FEATURES

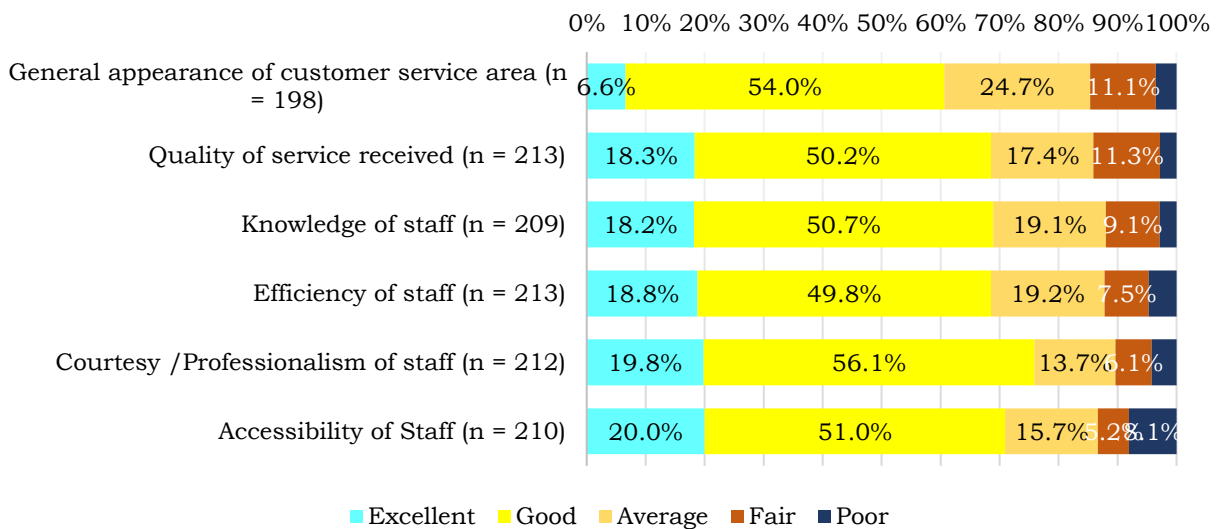


Figure 19. Showing walk-in clients' rating of the COJ customer service quality features.

Corporate Clients' Recommendations

Most (47%) corporate clients recommended that the COJ reduce its wait times. Included in the top 5 recommendations by corporate clients was for the COJ to reduce the processing time (40%), improve or increase the customer service staff (35%), increase branch locations (33%) and provide more services via ICT (Internet, telephone, mobile apps, etc.) (29%). See Figure 20

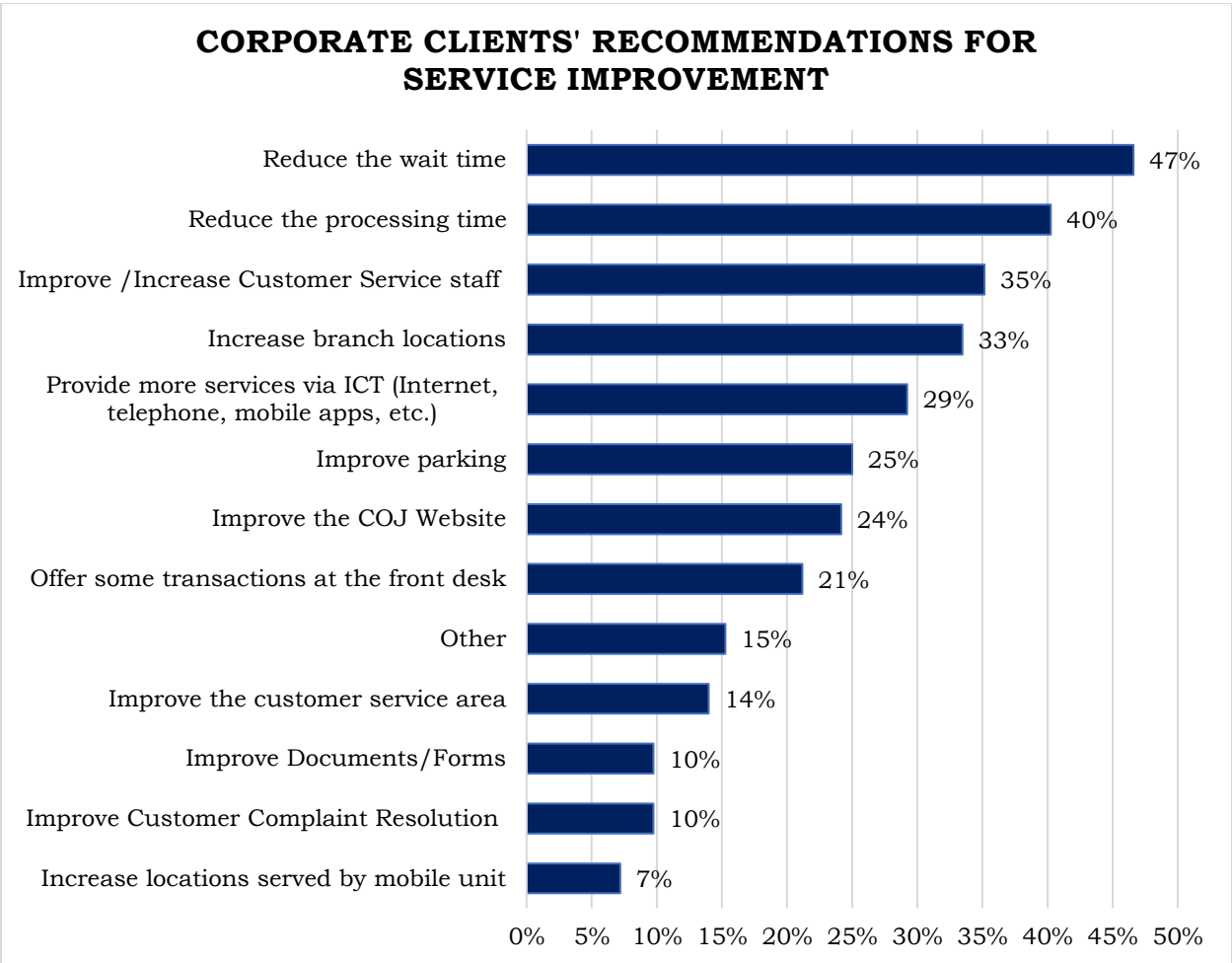


Figure 20. Showing walk-in client's perception regarding what could have been done to serve them better (All Island)