

## **CESG Customer Satisfaction Survey**

CESG has conducted an annual Customer Satisfaction Survey since 2001. The 2007 survey was again carried out by the independent market research agency ORC International, who we have worked with since 2005. The main survey covers our core customers in central Government, MoD and Law Enforcement. To recognise the different relationship that we have with our Industry Partners, they are covered by a separate survey which runs at the same time.

Several changes were made to the 2007 survey to make participation easier: the questionnaire was shortened, and for the first time there was an on-line option for the main survey as well as the normal telephone interview approach. The survey completed at the end of October and showed a significant increase in Industry responses, but a slight decrease in responses to the main survey.

Responses are currently being analysed by ORC International and we will report headline results in the New Year. Meanwhile, if you have any comments on the approach taken in conducting the survey, or if you would like to be involved in next year's survey, please contact CESG's Marketing Manager, Darrel Kirby, at [darrel.kirby@cesg.gsi.gov.uk](mailto:darrel.kirby@cesg.gsi.gov.uk)