

# **Annual Client Satisfaction Survey**

Report prepared for Invest NI

18 March 2011

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# **1. Executive summary**

# 1. Executive summary

## Methodology

750 telephone interviews were conducted with Invest NI clients between 21<sup>st</sup> January and 1<sup>st</sup> February 2011 in order to assess clients' satisfaction with the services provided. Quotas were set on client type and division.

## Key messages and recommendations

64% of clients are satisfied with Invest NI's overall performance in 2010, continuing the positive trend that has emerged over recent years (59% in 2007; 61% in 2008; 62%, 2009). The share of clients dissatisfied has steadily decreased over the last three years, from 21% in 2008 to 12% in 2010.

Overall satisfaction is affected by both level of contact with Invest NI and also how the organisation is perceived to perform.

Specifically those who participated in a programme or used an advisory service are more satisfied overall as are those who have more frequent contact with a client executive. However, levels of contact are slightly less frequent than in 2009 and participation in a programme and use of advisory services have dropped considerably.

Three key areas of performance impact on overall satisfaction ratings; responsiveness to business needs; satisfaction with service provided by the team of people and satisfaction with communication.

There has been little change in satisfaction with any of these from 2009 and consideration needs to be given to improving client satisfaction across all of these areas.

## Image and associations

Invest NI is primarily associated with acting with professionalism and integrity (82% agree), and plays a key role in the success of the Northern Ireland economy (67%). However, the organisation fares worse in terms of challenging clients' business plans (36%) and being creative or innovative to develop clients' businesses (35%).

With regard to Invest NI's remit, clients are mainly aware that it helps businesses develop in export markets and encourages innovation and investment in R&D. However, fewer are aware that it can assist in reducing costs and improving efficiencies.

Invest NI could potentially do more in terms of challenging those businesses it seeks to help and offering new ideas although this will entail specific expertise which may not currently be available.

It should also communicate more about ways in which it can assist with cost reduction and helping make businesses more efficient especially given the current economic climate.

## Communication and Marketing materials

Satisfaction with communication between clients and the organisation remains at a high level (66%; 66% in 2009).

The main criticism that emerged among those dissatisfied with communication is the lack of personal contact from Invest NI staff.

Satisfaction with communication is highly dependent on queries being dealt with by the most appropriate person, the speed at which enquiries are dealt with, the quality and relevance of marketing material or general information distributed by Invest NI.

Clients are generally satisfied with the amount and frequency of marketing materials they receive from Invest NI; 63% say this is about right.

However, only 44% are satisfied that the information contained in these materials is relevant to their organisation.

As in 2009, we once again suggest the Invest NI tries to improve the speed at which it responds to clients. However, a bigger and recurring issue is the relevance of marketing material. Invest NI needs to ensure that communications are accurately targeted.

## **Websites**

Reported usage of investni.com has decreased in the last 12 months (62% in 2010; 69% in 2009), while those accessing nibusinessinfo.co.uk has remained at a similar level to 2009 (46% compared to 48% in 2009). Although fewer Invest NI clients have visited nibusinessinfo.co.uk, it is considered more useful (59%) compared to investni.com (50%).

This decrease may be as result of the decline in usage of programmes and advisory services.

## **Team and main contact**

Satisfaction with both the Invest NI team and their main contact are once again highly rated by clients in 2010. 70% commend the team of people they work with, while 82% would praise their main contact, up from 75% IN 2009.

90% have communicated with their main contact within the last 12 months. However, frequency of contact has decreased for the second consecutive year with 28% stating they are in contact at least once a month (40% in 2008; 33% in 2009).

The main area of service that impacts on satisfaction with the main contact is responsiveness and at 80%, satisfaction on this measure is high. The next key driver of satisfaction is the ability of the main contact to make pro-active suggestions but at 65% satisfaction on this aspect is considerably lower.

In order to further increase overall satisfaction with main contact making more pro-active suggestions about the client's business might provide the most positive outcomes.

## **Invest NI programmes and advisory services**

Over half (53%) are satisfied with the programmes and advisory services offered by Invest NI. However, there are considerable differences in levels of satisfaction with programmes and advisory services depending on whether or not Invest NI clients participated in or used either.

There has been a considerable drop in participation levels of both programme and advisory services since 2009 and this would appear to explain the drop in levels of satisfaction.

Focusing on the individual programmes, Support for Market Visits (77%) and Grants for R&D (72%) are best known and most commonly used. However, of those who have participated in the Property Assistance Programme, satisfaction is much lower with only 44% very or quite satisfied with it.

More information is needed as to the underlying reasons for dissatisfaction particularly for the Property Assistance Programme and we recommend that Invest NI investigates this further.

82% of clients are satisfied with the advice they received from Invest NI (81% in 2009).

Trade and Marketing (81%), ICT (71%), Business Information (69%), Innovation Advice (68%) and the Business Health Check (65%) are the best known and used of all the services Invest NI offers. Property Search and Advice is the least well known (30% have heard of it).

Drivers of client satisfaction with Invest NI's advisors are their ability to make proactive suggestions, their responsiveness, their knowledge of their business specialism, and their knowledge of the client's business.

As all ratings for all drivers of satisfaction are high the advisors should continue to do what they are obviously doing well in relation to advice.

However, it would appear that more could be done to raise awareness and encouraging use of some of the less well known and used advisory services.

### **Financial assistance and claims process**

Feedback on financial assistance and the claims process is generally positive. Two thirds (65%) of those who applied for funding in the past 12 months are satisfied with this process. However, there has been a considerable decrease in satisfaction, since 2009, with the time taken to approve the level of funding (57%; 66% in 2009).

The strongest performing area, in relation to the claims process, is the preliminary advice visit carried out by the Invest NI team (76%). However, a number of clients are dissatisfied with the ease of completing the claims forms (17%) and their application being processed within 30 days (16%).

If approval times are going to be longer than 30 days it is important that this is clearly communicated to applicants in order to manage their expectations as to when a decision might be made.

## **2. Methodology**

## 2. Methodology

### 2.1. Methodology

750 telephone interviews were conducted with Invest NI clients between 21<sup>st</sup> January and 1st February 2011 in order to assess clients' satisfaction with the services provided by Invest NI. To ensure representativeness quotas were placed on client type and division as outlined below:

Division	% in universe	% of sample	Achieved sample
<b>Engineering &amp; Business Services</b>	<b>8</b>	<b>8</b>	<b>52</b>
<b>Transport &amp; Construction</b>	<b>9</b>	<b>9</b>	<b>60</b>
<b>Tourism</b>	<b>5</b>	<b>5</b>	<b>38</b>
<b>International Investment</b>	<b>3</b>	<b>3</b>	<b>23</b>
<b>Life Sciences and Creative</b>	<b>10</b>	<b>10</b>	<b>75</b>
<b>Food</b>	<b>14</b>	<b>14</b>	<b>97</b>
<b>Regional Office Network</b>	<b>52</b>	<b>52</b>	<b>405</b>
Client type	% in universe	% of sample	Achieved sample
<b>Strategic &amp; Impact</b>	<b>7</b>	<b>7</b>	<b>49</b>
<b>Development</b>	<b>31</b>	<b>36</b>	<b>241</b>
<b>Entry</b>	<b>40</b>	<b>40</b>	<b>324</b>
<b>Managed</b>	<b>22</b>	<b>17</b>	<b>136</b>
Total	100	100	750

Key Driver Analysis (KDA) was conducted to evaluate the impact of Invest NI's performance with regard to various aspects on clients' satisfaction with

- Invest NI overall;
- communication between clients and Invest NI;

- the main contact within Invest NI;
- the advisor.

Comparisons with the annual survey in 2009 are made where possible.

The questionnaire is appended to this document.

# 3. Detailed findings

### 3. Detailed findings

#### 3.1. Overall satisfaction, advocacy and familiarity

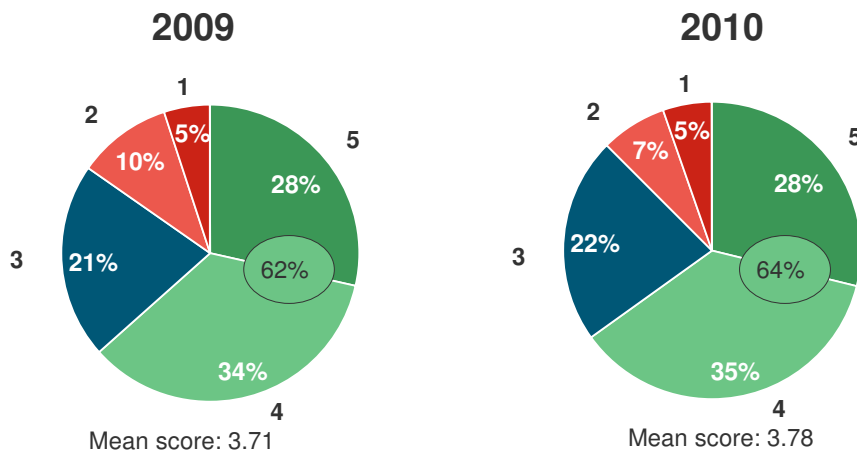
Overall satisfaction is high in 2010. Two thirds (64%) of clients are very or quite satisfied with the service they have received from Invest NI throughout the last 12 months. A positive trend has emerged since 2007, with overall satisfaction steadily increasing year-on-year (59% satisfied in 2007; 61% in 2008; 62% in 2009). Meanwhile, levels of dissatisfaction have gradually decreased (21% in 2008; 15% in 2009 and 12% in 2010).

Aspects of Invest NI’s service that are driving overall satisfaction are how responsive Invest NI staff are to clients’ business needs, the team of people the client liaises with, satisfaction with communication between the client and Invest NI, the organisation’s professionalism and integrity and the ease of completing the claims form.

**Overall satisfaction with Invest NI remains at a similar level to 2009**

**Overall Satisfaction 2009 / 2010**

1=very dissatisfied, 5=very satisfied



Ipsos MORI Base: All Invest Northern Ireland clients (752)

Source: Ipsos MORI Base: All Invest Northern Ireland clients (750)

As would be expected, Invest NI is well known among its client base. The vast majority feel they know at least a fair amount about it (87%), with the remainder (13%) admitting they know just a little.

Advocacy has remained at a similar level to 2009 (55%). However, the proportion who would speak highly of Invest NI without being asked has increased year-on-year from 17% in 2009 to 21% in 2010. 15% would be critical of Invest NI if asked their opinion (16% in 2009) and 4% would be critical without being asked.

## 3.2. Image and associations

In terms of how Invest NI is perceived among its clients, the majority believe it acts with professionalism and integrity (82% agree), while two thirds (67%) agree it plays a key role in the success of the local economy. Three in five believe it offers a good range of programmes and support (61%), while others feel that staff are knowledgeable and bring expertise to their business (55%). In addition, Invest NI is regarded as a customer focused organisation (53%) and clients believe it is helping to develop their business (52%).

Similarly to 2009, Invest NI does fare so well in terms of providing a challenge to clients' business plans or using creativity and innovation to help client businesses grow (36% and 35% agree respectively).

### Similarly to 2009, Invest NI is strongly associated with professionalism and integrity ...

#### Image dimensions (1 of 2)

Invest NI ...	Mean score Scale 1 (strongly disagree) to 5 (strongly agree)	% agree	% disagree
...acts with professionalism and integrity	(4.12*) <b>4.19</b>	<b>82%</b> (78%*)	<b>6%</b> (7%*)
...has a key role to play in the success of the NI economy	(3.89*) <b>3.87</b>	<b>67%</b> (68%*)	<b>13%</b> (12%*)
...offers a good range of programmes and support	(3.75*) <b>3.72</b>	<b>61%</b> (63%*)	<b>12%</b> (11%*)
...staff are knowledgeable and bring expertise	(3.55*) <b>3.53</b>	<b>55%</b> (56%*)	<b>17%</b> (15%*)
...is a customer focused organisation	(3.46*) <b>3.52</b>	<b>53%</b> (51%*)	<b>17%</b> (18%*)
...is helping to develop your business	(3.42*) <b>3.43</b>	<b>52%</b> (53%*)	<b>23%</b> (22%*)

Base: All Invest Northern Ireland clients (750); \* 2009 figures.  
Ipsos MORI

Source: Ipsos MORI

Ipsos 14

## ...But is much less associated with creativity and challenging clients' business plans

### Image dimensions (2 of 2)

Invest NI ...	Mean score Scale 1 (strongly disagree) to 5 (strongly agree)	% agree	% disagree
...is adding value to your business	(3.39*) <b>3.36</b>	<b>50%</b> (52%*)	<b>25%</b> (24%*)
...is responsive to your business needs	(3.39*) <b>3.34</b>	<b>49%</b> (52%*)	<b>24%</b> (22%*)
...offers appropriate solutions for you business	<b>3.29</b>	<b>45%</b>	<b>23%</b>
...is an important contributor to the success of your business	<b>3.16</b>	<b>43%</b>	<b>31%</b>
...provides a robust challenge to your business plan	(3.03*) <b>3.07</b>	<b>36%</b> (34%*)	<b>30%</b> (29%*)
...uses creativity and imagination to help you grow	(3.04*) <b>3.03</b>	<b>35%</b> (34%*)	<b>29%</b> (29%*)

Base: All Invest Northern Ireland clients (750); \* 2009 figures.

Ipsos MORI

Source: Ipsos MORI

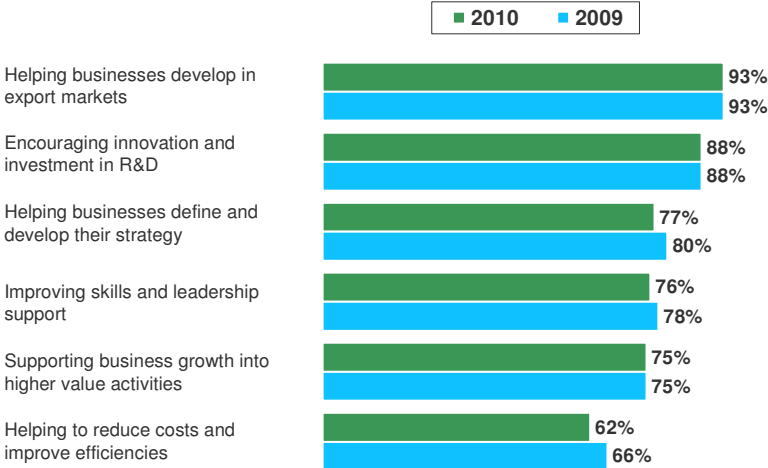
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Source: Ipsos MORI

Clients' perceptions around Invest NI's remit have not changed in 2010. The vast majority understand that Invest NI assists businesses to expand in export markets (93%; 93% in 2009). A large proportion is also aware that Invest NI encourages innovation and investment in R&D (88%; 88% in 2009). Three quarters correctly identify that it helps businesses define and develop their strategies (77%), improves skills and leadership support (76%), and supports business growth (75%).

**Invest NI is most commonly associated with helping businesses in export markets and R&D**

**Areas businesses believe Invest NI is involved in**



Base: All Invest Northern Ireland clients (750).  
Ipsos MORI

Source: Ipsos MORI  
Ipsos 12

### 3.3. Communication

Overall, two thirds (66%) praise the communication they have with Invest NI. This figure is unchanged from 2009.

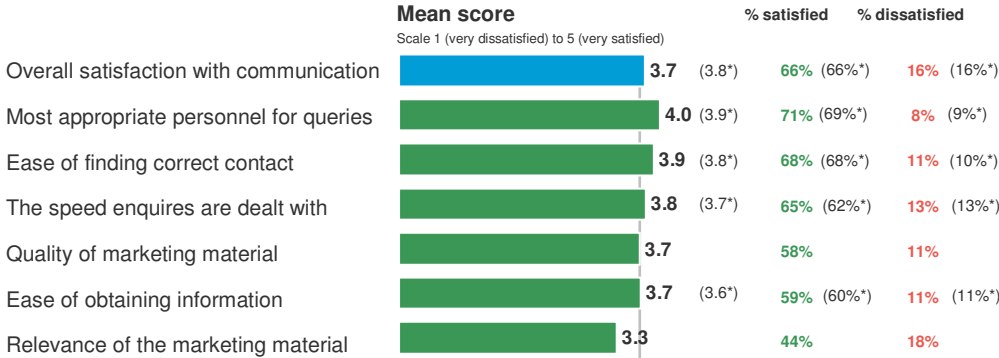
In terms of individual aspects of communication, clients are content that Invest NI staff can answer their queries (71% in 2010; 69% in 2009). A sizeable proportion find it easy to speak to the necessary staff member (68% in 2010 and 2009), while many are satisfied that client queries are dealt with in a speedy manner (65% compared to 62% in 2009).

However, less than half (44%) are satisfied with the relevance of marketing materials.

Areas that drive satisfaction with communication are queries being dealt with by the most appropriate personnel, the speed with which enquiries are handled, and the quality and relevance of marketing materials distributed by Invest NI.

### Only two in five (44%) are satisfied with the relevance of Invest NI's marketing material

#### Satisfaction with communication aspects



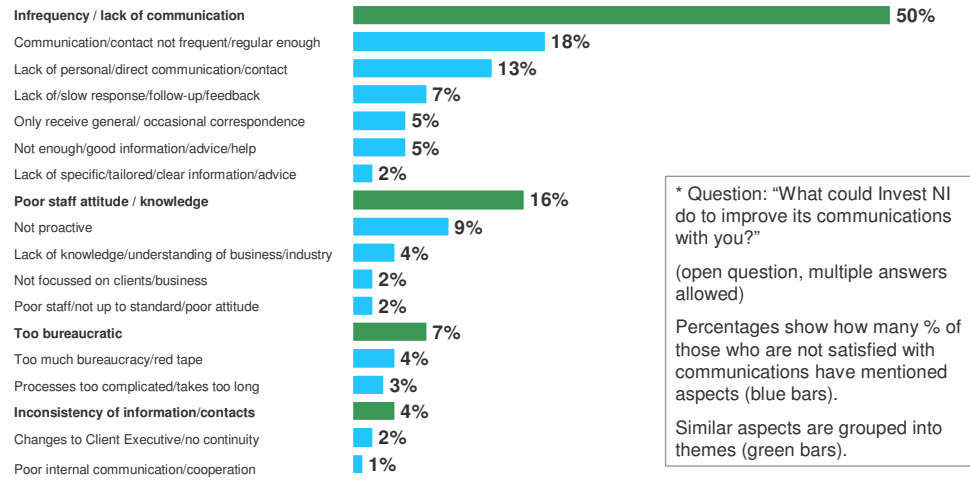
Base: All Invest Northern Ireland clients (750); \* 2009 figures.  
Ipsos MORI

Source: Ipsos MORI  
Ipsos 22

A variety of reasons are provided by clients to explain why they are dissatisfied with communication. Criticisms tend to stem from a lack of personal contact with clients, mentioned by 50% of those dissatisfied with communication. More specifically, some feel that contact with Invest NI is not as regular as it should be (18%). Others feel that there should be more personal, direct contact (13%), and staff should follow up queries more quickly (7%). One in ten believes that Invest NI should be more proactive in terms of client communication (9%).

**Lack of frequent contact with clients is the main reason for dissatisfaction with communication**

**Reasons for dissatisfaction with communication\***



Base: All who are neutral/dissatisfied with communications (250)

Source: Ipsos MORI

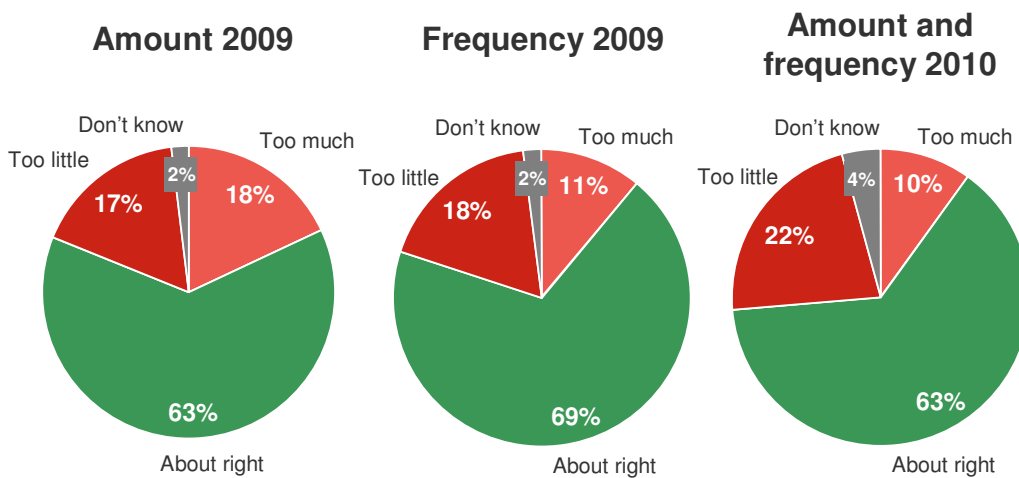
## Marketing materials

Three in five (63%) are content with the amount and frequency of marketing materials received from Invest NI. However, one in five (22%) claim they do not receive enough of this type of information.

Marketing materials are considered high quality by many clients (58% satisfied). However, only 44% state these communications are relevant to their business. Given that relevance of marketing material is a key driver for satisfaction with communication, it may be worthwhile to review current material and assess if this can be tailored for specific types of client.

### Almost two thirds are content with the amount and frequency of marketing material

#### Amount and frequency of receiving marketing material



Base: All Invest NI clients (750)

Ipsos MORI

Source: Ipsos MORI

Ipsos MORI 23

## investni.com and nibusinessinfo.co.uk

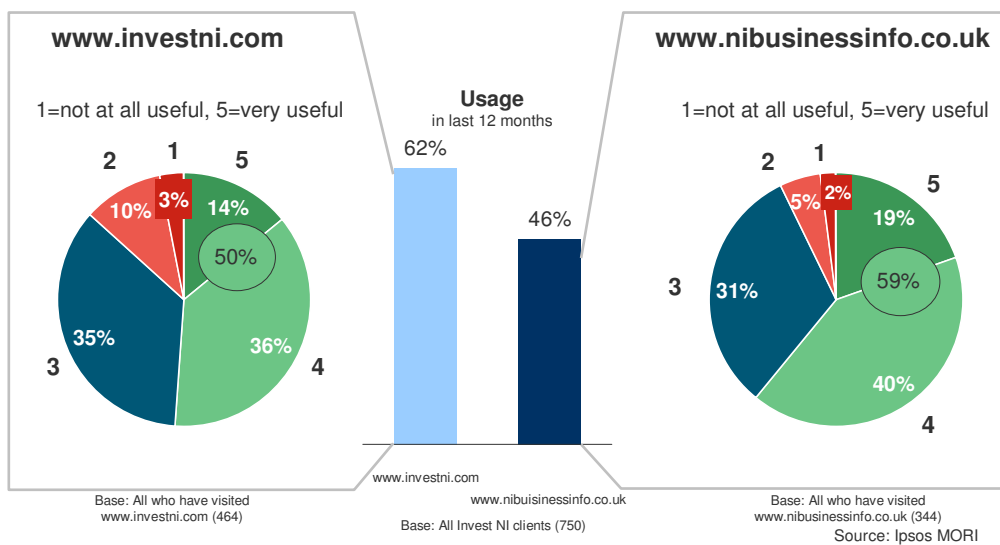
While usage of nibusinessinfo.co.uk has remained similar to 2009, usage of investni.com has declined in 2010.

Two in five (62%) have accessed investni.com over the last 12 months, compared to 69% in 2009. Of these, half (50%) rate the website as useful, a similar proportion to 2009.

Nibusinessinfo.co.uk was visited by 46% of clients compared to 48% in 2009. Although investni.com is more likely to have been accessed by clients, nibusinessinfo.co.uk is considered more useful (59%).

### www.investni.com is the more popular website, but more clients rate nibusinessinfo.co.uk as useful

#### 2010 Usage and ratings of websites



Ipsos MORI

Ipsos 25

### 3.4. Team and main contact

Similar to 2009, 70% of Invest NI's clients are satisfied with the team they work with; only 9% are dissatisfied.

Clients' satisfaction with their main contact has increased significantly in 2010, jumping from 75% in 2009 to 82% in 2010.

By far, the most important driver of satisfaction with the main contact is responsiveness. Other aspects of service that drive satisfaction with the main contact, but to a lesser extent, are pro-activity, knowledge of key business functions, ease of contact and the level of interest shown in the client's business.


Invest NI is rated highly across each of these areas and some ratings have improved since 2009. More clients are satisfied that Invest NI has a thorough knowledge of their business in 2010 (69% compared to 64% in 2009). Ease of contact and responsiveness continue to be the strongest performing areas in 2010 (85% and 80% satisfied), while 74% are satisfied that Invest NI is interested in assisting their business (72% in 2009).

**Main contacts are generally easy to speak to and are responsive. However, there is scope to improve industry knowledge and proactivity**

#### Satisfaction with aspects regarding main contact

	Mean score		% satisfied	% dissatisfied
	Scale 1 (very dissatisfied) to 5 (very satisfied)			
Overall satisfaction main contact	4.2	(4.1*)	82% (75%*)	6% (12%*)
Ease of contact	4.3	(4.2*)	85% (82%*)	4% (6%*)
Responsiveness	4.1	(4.1*)	80% (76%*)	6% (9%*)
Interest in your company's business	4.0	(3.9*)	74% (72%*)	9% (12%*)
Knowledge of key business functions	4.0	(3.8*)	72% (68%*)	7% (9%*)
Knowledge about your business	3.9	(3.7*)	69% (64%*)	10% (14%*)
Making proactive suggestions	3.8	(3.7*)	65% (63%*)	12% (15%*)
Knowledge about your industry sector	3.8	(3.7*)	64% (61%*)	12% (14%*)

Base: All who have had direct liaison with the company's main contact within INI (618); \* 2009 figures  
Ipsos MORI

Source: Ipsos MORI  36

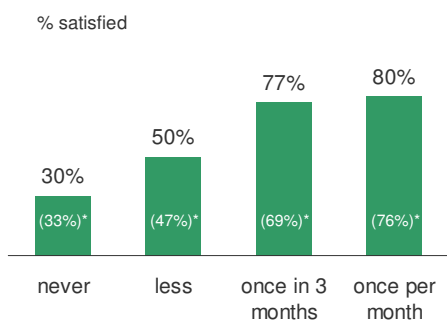
Three quarters state that their main contact made it clear from the beginning if and how Invest NI could assist them and outlined realistic timelines from the outset of the engagement.

A strong relationship is apparent between frequency of contact and overall satisfaction and satisfaction with the team of people. Clients who have regular contact with Invest NI i.e. at least once every three months, report considerably higher levels of satisfaction.

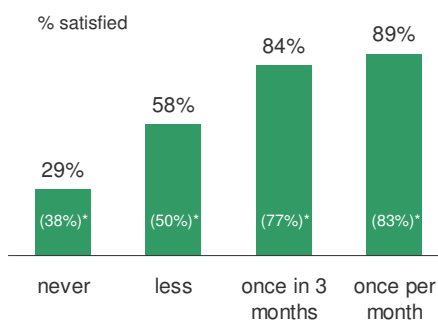
**Clients who have contact with Invest NI at least once every three months report considerably higher levels of satisfaction**

**Client satisfaction by contact intensity**

**Overall satisfaction with Invest NI by frequency of contact with main contact**



**Satisfaction with team of people by frequency of contact with main contact**



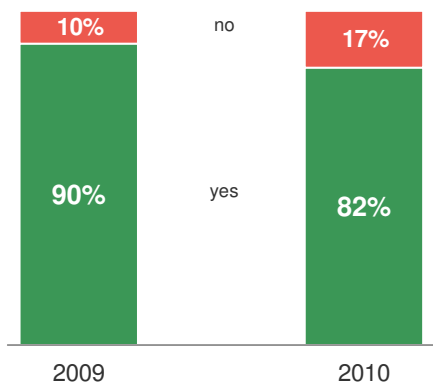
Base: All Invest Northern Ireland clients (750); \*2009 figures  
Ipsos MORI

Source: Ipsos MORI 35

Frequency of contact with the main contact has dropped substantially since 2008. In 2010, only 28% state Invest NI is in contact at least once a month, compared to 33% in 2009 and 40% in 2008.

**Frequency of contact with main contact has decreased slightly year on year**

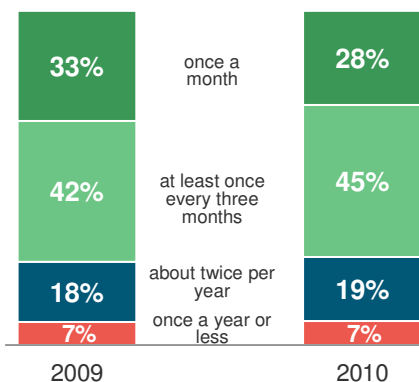
**Direct liaison within last 12 months**



Base: All respondents (752)

Base: All respondents (750)

**Frequency of contact**



Base: All who have had direct liaison with the company's main contact within Invest NI (688)

Base: All who have had direct liaison with the company's main contact within Invest NI (618)

Ipsos MORI

Source: Ipsos MORI 33

### 3.5. Invest NI Programmes and Advisory Services

59% of Invest NI clients took part in at least one programme in 2010, while 63% used at least one advisory service. Both of these have dropped considerably since 2009 (71% and 76% respectively).

Just over half of Invest NI's clients (53%) are very or quite satisfied with the quality of programmes and advisory services on offer and this is a drop from 59% in 2009.

However, there are considerable differences in levels of satisfaction with programmes and advisory services depending on whether or not Invest NI clients participated in or used either.

Amongst those who participated in a programme, 64% are very/quite satisfied with the quality of programmes on offer. This drops to 42% amongst those who haven't participated. There is an even greater difference in satisfaction levels depending on whether a client has used an advisory service; 63% of those who have compared to 37% of those who haven't. The drop in participation levels would appear to explain the drop in levels of satisfaction.

#### 3.5.1. Programmes

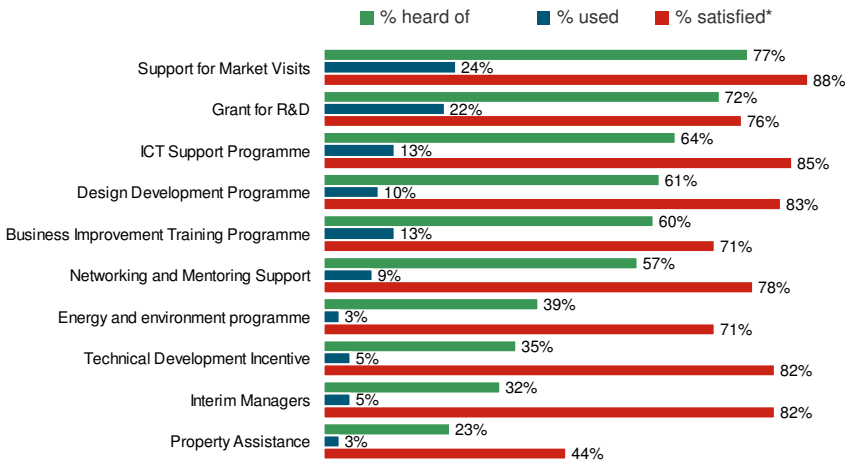
Since 2009, the average number of programmes each client participated in has fallen. In 2010, each client took part in 1.1 programmes on average in comparison with 1.57 in 2009.

Clients display higher levels of awareness of programmes such as Support for Market Visits (77%) and Grants for R&D (72%) and are more likely to have participated in either of these programmes (24% and 22% respectively).

Satisfaction with the majority of individual programmes remains high in 2010. Potentially an area for attention is the Property Assistance programme which receives a considerably lower satisfaction rating compared to many of the other programmes (44%).

### Low levels of awareness of some programmes but high level of satisfaction with programmes clients used

2010 awareness of, usage of and satisfaction with programmes



Base: All Invest Northern Ireland clients (750), \*Base: 18-160  
Ipsos MORI

Source: Ipsos MORI

### 3.5.2. Advisory services

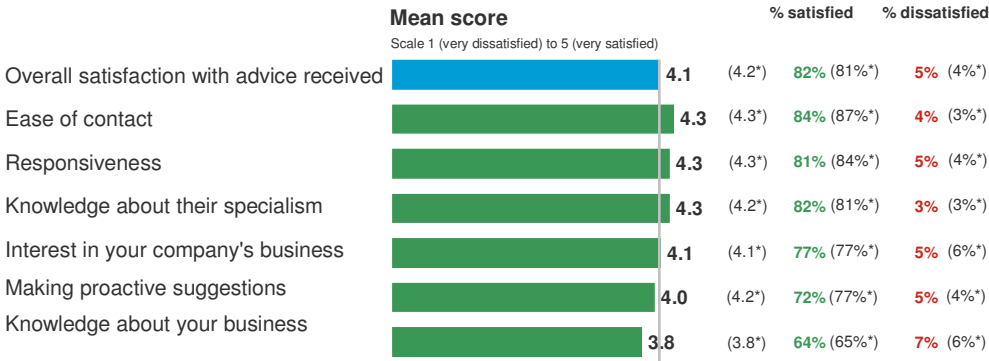
The vast majority of clients who have used the advisory service (82%) are satisfied with the advice they receive with only 5% dissatisfied.

The advisor’s ability to make proactive suggestions is a key driver of satisfaction with Invest NI advisors. Other key drivers relating to Invest NI advisors include responsiveness, knowledge about the business specialism and clients’ businesses.

The majority of these aspects are rated highly as shown in the chart below. Four in five are satisfied at how easily advisors can be contacted (84%), how responsive advisors are (81%), and how knowledgeable they are (81%).

## Advisors are highly regarded in terms of all dimensions except their knowledge of clients’ businesses

### Satisfaction with aspects regarding Invest NI advisor



Base: All Invest Northern Ireland clients who have used an advisory service (328); \* 2009 figures.



Source: Ipsos MORI 47

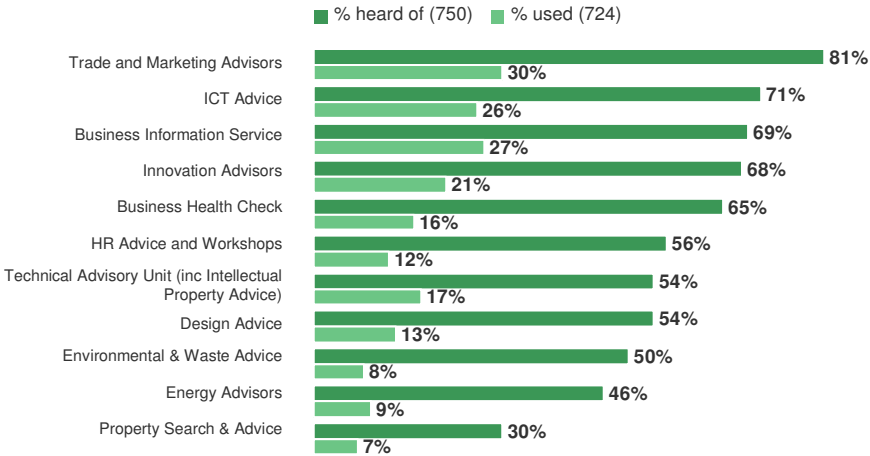
There are considerable differences in awareness of Invest NI's advisory services. Trade and Marketing advice is, by far, the most well known with 81% of clients having heard of this. This is followed by ICT advice (71%), Business Information Service (69%), Innovation Advisors (68%), and the Business Health Check (65%).

Property Search and Advice is the least well known, with just under a third (30%) saying they had heard of this particular service.

With regard to the most commonly used programmes, 30% of those who have heard of the Trade and Marketing advice have made use of this service, while 27% have used the Business Information Service and 26% have sought advice on ICT.

**Trade and Marketing Advisory services are best known and used most often**

**Awareness and usage of advisory services 2010**



Base in brackets  
**Ipsos MORI**

Source: Ipsos MORI



Source: Ipsos MORI

### 3.6 Financial assistance and claims process

#### Seeking financial assistance

Half of clients interviewed have sought financial assistance over the course of the year. A substantial proportion of clients who have participated in an Invest NI programme (63%) or who have used an Invest NI advisory service (62%) have also applied for financial assistance.

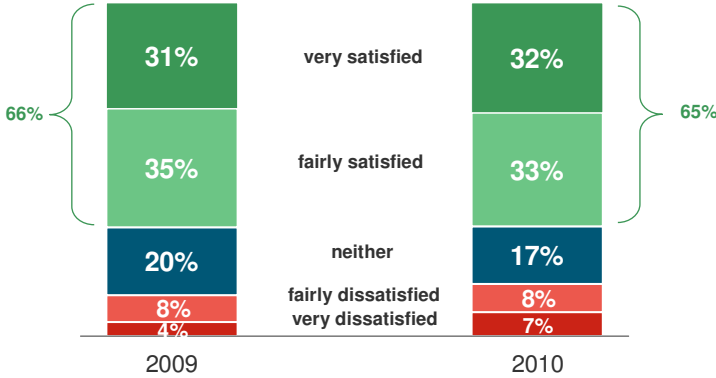
Clients are generally satisfied with the process of applying for a grant (65%) and the time take to approve the level of funding (57%). Satisfaction with approval time has decreased from 66% in 2009.

Those receiving less than £100,000 in assistance are more likely to rate the application process better than those receiving more than £100,000. Potentially this could be attributed to how long it takes for grant approval, as only 38% of clients applying for more than £100,000 are satisfied with this, compared to 60% of those receiving less than £100,000.

In addition, the application process is higher rated among clients whose application was successful (72% compared to 30% whose application was rejected).

#### Two thirds of clients remain satisfied with the application process in 2010

Satisfaction with application process



Base: All who have sought financial assistance in the past 12 months (378);

Source: Ipsos MORI

Among those who have claimed funding during the last 12 months, the strongest performing area is the preliminary visit by Invest NI (76%; 78% in 2009)

Approximately three in five who claimed funding found the claims form easy to complete (61%), feel the length of time that elapsed between the visit and form submission was satisfactory (62%), and believe the claim was processed within 30 days (64%).

However, it is important to highlight that a number of clients are dissatisfied with ease of completing the claims form (17%) and their application being processed within 30 days (16%).

# Appendices

# Appendices

## Invest NI Annual Client Satisfaction Survey 2010 Questionnaire: Final

### Introduction and screener

Good morning/afternoon/evening. My name is ..... from Ipsos MORI, the research organisation. Could I speak to .....

Ipsos MORI has been commissioned by Invest Northern Ireland (Invest NI) to conduct an independent study to monitor client’s satisfaction with its performance in order to make improvements. You should have received a letter from Invest NI about the survey already [OFFER TO RESEND IF NECESSARY. FAX/EMAIL COPY AVAILABLE]

Invest NI are interested in understanding how their clients view the organisation and what they think about it’s activities and services. This survey will take about 20 minutes to complete. Is now a good time to speak? [IF NOT, OFFER TO RE-ARRANGE FOR MORE CONVENIENT TIME]

All of Ipsos MORI’s surveys are conducted under the Market Research Society’s Code of Conduct - your answers will be treated as completely anonymous and we will only be reporting back aggregate data to our client.

S1 **Could you please tell me, are you the most appropriate person to speak to in relation to your businesses dealings with Invest NI?**

Yes	1	CONTINUE
No	2	ASK FOR DETAILS OF APPROPRIATE CONTACT

<b>Section 1: Overall familiarity and satisfaction</b>
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Q1. **Q1 How well do you know Invest NI? READ OUT. REVERSE ORDER**

<b>Know it very well</b>	1
<b>Know a fair amount about it</b>	2
<b>Know a little</b>	3
<b>Heard of it, but know nothing about it</b>	4

Q2. **Overall, how satisfied or dissatisfied are you with the service you have received from Invest NI in the past 12 months? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied**

1 – Very satisfied	1
2	2
3	3
4	4
5 – Very dissatisfied	5
Don’t know	6

( )

Q2A **Is there a specific reason for saying that?** PLEASE RECORD VERBATIM

Q3. **Which of the following comes closest to how you would speak about Invest NI?** READ OUT. REVERSE ORDER

Speak highly of it without being asked your opinion	1
Speak highly of it but only if you are asked	2
Be neutral about it	3
Be critical about if asked	4
Be critical about it without being asked	5
Don't know	6

Q4. **In which, if any, of the following areas do you think Invest NI is currently involved?** READ OUT A-F. ROTATE ORDER. MULTICODE OK.

Q5. ASK Q5 FOR EACH CODED AT Q4

**And how would you rate Invest NI's performance in each of these areas on a scale of 1 to 5, where 1 means very good and 5 means very poor?** READ OUT. ROTATE ORDER OF STATEMENTS

	Q4 – Involv ed	Q5					
		1- Very good	2	3	4	5 - Very poor	Don't know
<b>A Helping businesses define and develop their strategy</b>	1	1	2	3	4	5	6
<b>B Improving skills and leadership support</b>	2	1	2	3	4	5	6
<b>C Helping to reduce costs and improve efficiencies</b>	3	1	2	3	4	5	6
<b>D Encouraging innovation and investment in R&amp;D</b>	4	1	2	3	4	5	6
<b>E Helping businesses develop in export markets</b>	5	1	2	3	4	5	6
<b>F Supporting business growth into higher value activities</b>	6	1	2	3	4	5	6
None of these	7	-	-	-	-	-	-

Q6. To what extent do you agree or disagree with each of the following statements about Invest NI. Please use a scale of 1 to 5, where 1 means strongly agree and 5 means strongly disagree? READ OUT A-G. ROTATE ORDER. SINGLE CODE ONLY

		1 - Strongly agree	2	3	4	5 - Strongly disagree	No opinion	
A	Invest NI is helping to develop your business	1	2	3	4	5	6	( )
B	Invest NI offers a good range of programmes and support	1	2	3	4	5	6	( )
C	Invest NI is adding value to your business	1	2	3	4	5	6	( )
E	Invest NI is responsive to your business needs	1	2	3	4	5	6	( )
H	Invest NI offers appropriate solutions for your business	1	2	3	4	5	6	( )
G	Invest NI has a key role to play in the success of the NI economy	1	2	3	4	5	6	( )

Q7. And to what extent do you agree or disagree with each of the following? Please use a scale of 1 to 5, where 1 means strongly agree and 5 means strongly disagree? READ OUT A-F. ROTATE ORDER. SINGLE CODE ONLY

		1 - Strongly agree	2	3	4	5 - Strongly disagree	No opinion	
A	Invest NI acts with professionalism and integrity	1	2	3	4	5	6	( )
B	Invest NI is a customer focused organisation	1	2	3	4	5	6	( )
C	Invest NI uses creativity and imagination to help you grow your business	1	2	3	4	5	6	( )
D	Invest NI staff are knowledgeable and bring expertise to your business	1	2	3	4	5	6	( )
G	Invest NI is an important contributor to the success of your business	1	2	3	4	5	6	( )
F	Invest NI provides a robust challenge to your business plans	1	2	3	4	5	6	( )

<b>Section 2: Communication</b>
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Q8. Overall how satisfied or dissatisfied are you with the communication between yourself and Invest NI over the last 12 months? This might include telephone calls, written communication or emails, meetings with staff or just receiving information from Invest NI.

Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied

SINGLE CODE ONLY

1 - Very satisfied	1	
2	2	GO TO Q10
3	3	
4	4	GO TO Q9
5 - Very dissatisfied	5	
Don't know	6	

( )

IF RATE COMMUNICATIONS 3-5 AT Q8

Q9. Why did you say that? What could Invest NI do to improve its communications with you? PROBE FULLY AND WRITE IN. ANY ANSWER (WRITE IN AND CODE '1)

( )

1

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None/no answer

X

Don't know

Y

(-)

ASK ALL

Q10. Please could you tell me how satisfied or dissatisfied you are with the following aspects in relation to general enquires you have made to Invest NI? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied. READ OUT. ROTATE ORDER. SINGLE CODE ONLY

		1 - Very satisfie d	2	3	4	5 - Very dissat- isfied	No opinio n	
A	The speed your enquires are dealt with	1	2	3	4	5	6	( )
B	Ease of obtaining the information you require	1	2	3	4	5	6	( )
C	Ease of finding the correct contact within Invest NI	1	2	3	4	5	6	( )
D	Your queries are dealt with by the most appropriate Invest NI personnel	1	2	3	4	5	6	( )

Q11 a How satisfied or dissatisfied are you with the quality of marketing communications you received from Invest NI? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied SINGLE CODE ONLY

1 - Very satisfied	1	
2	2	
3	3	
4	4	
5 - Very dissatisfied	5	
Don't know	6	( )

Q11 b How satisfied or dissatisfied are you with the relevance of marketing communications you received from Invest NI? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied SINGLE CODE ONLY

1 - Very satisfied	1	
2	2	
3	3	
4	4	
5 - Very dissatisfied	5	
Don't know	6	( )

Q12 Would you say that volume and frequency of marketing communications you receive from Invest NI is too much, about right or too little? SINGLE CODE ONLY

Too much	1	
About right	2	
Too little	3	
Don't know	4	( )

Q13 Have you visited either of the following websites in the last 12 months? READ OUT A-B. MULTICODE OK

		( )	
A	The Invest NI website: <a href="http://www.investni.com">www.investni.com</a>	1	
B	<a href="http://www.nibusinessinfo.co.uk">www.nibusinessinfo.co.uk</a>	2	
	Neither	3	( )
	Don't know	4	

ASK FOR EACH USED AT Q13

Q14 How useful if at all did you find <...>. Please use a scale of 1 to 5 where 1 means very useful and 5 means not at all useful. READ OUT. SINGLE CODE ONLY

		1- Very useful	2	3	4	5 – Not at all useful	No opinio n	
A	The Invest NI website: <a href="http://www.investni.com">www.investni.com</a>	1	2	3	4	5	6	( )
B	<a href="http://www.nibusinessinfo.co.uk">www.nibusinessinfo.co.uk</a>	1	2	3	4	5	6	( )

### Section 3: People

ASK ALL

Q15 Overall, how satisfied or dissatisfied are you with service provided by the team of people you have been working with at Invest NI in the last 12 months. Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied SINGLE CODE ONLY

1 - Very satisfied	1	
2	2	
3	3	
4	4	
5 – Very dissatisfied	5	
Don't know	6	( )

Q16 Have you had any direct liaison with your company's main contact within Invest NI in the last 12 months? This could be your Client Executive, Manager or Officer in the last 12 months

Yes	1	GO TO Q18
No	2	GO TO Q25
Don't know	3	( )

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F YES AT Q16 (CODE 1)

Q17 **How frequently have you been in contact with your main contact over the last 12 months?** PROBE TO PRECODES. SINGLE CODE ONLY

At least once a month	1
At least once every three months	2
About twice per year	3
Once a year or less	4
Don't know	5

( )

Q18 **Overall how satisfied or dissatisfied are you with the service provided from your main contact in the last 12 months? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied.** SINGLE CODE ONLY

1 - Very satisfied	1	GO TO Q20
2	2	
3	3	
4	4	GO TO Q19
5 - Very dissatisfied	5	
Don't know	6	

( )

IF RATE CLIENT EXECUTIVE 3-5 AT Q18. OTHERS GO TO Q20

Q19 **Why do you say that? What could Invest NI do to improve your overall level of satisfaction with your main contact?** PROBE FULLY AND WRITE IN. ANY ANSWER (WRITE IN AND CODE '1)

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None/no answer	X
Don't know	Y

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ASK ALL WHO SAY YES AT Q16 (CODE 1)

Q20 **And how satisfied or dissatisfied are you with your main contact's performance on each of the following aspects ? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied. READ OUT A-H. ROTATE ORDER SINGLE CODE ONLY**

		1 - Very satisfie d	2	3	4	5 - Very dissat- isfied	No opinio n	
A	<b>Knowledge about your industry sector</b>	1	2	3	4	5	6	( )
B	<b>Knowledge about your business</b>	1	2	3	4	5	6	( )
C	<b>Knowledge about key business functions</b>	1	2	3	4	5	6	( )
D	<b>Making proactive suggestions</b>	1	2	3	4	5	6	
E	<b>Interest in learning about your company's business</b>	1	2	3	4	5	6	
F	<b>Responsiveness</b>	1	2	3	4	5	6	
G	<b>Ease of contact</b>	1	2	3	4	5	6	

Q21 **And to what extent do you agree or disagree with the following statements about your main contact? Please use a scale of 1 to 5 where 1 means strongly agree and 5 means strongly disagree. READ OUT A-B. ALTERNATE ORDER. SINGLE CODE ONLY**

		1 - Strong ly agree	2	3	4	5 - Strongl y disagr ee	No opinio n	
A	<b>Your main contact discusses and agrees realistic timescales for planned activities</b>	1	2	3	4	5	6	( )
B	<b>Your main contact makes it clear from the outset if and how Invest NI could assist your business</b>	1	2	3	4	5	6	( )

#### Section 4: Programmes and Advisory Services

ASK ALL

Q22 **How satisfied or dissatisfied are you with the quality of programmes and advisory services offered by Invest NI? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied? SINGLE CODE ONLY**

1 - Very satisfied	1	
2	2	
3	3	
4	4	
5 - Very dissatisfied	5	
Don't know	6	( )

ASK ALL

Q23 Which of the following advisory services offered by Invest NI have you heard of? MULTICODE OK

Q24 ASK FOR EACH HEARD OF AT Q23  
And which have you used in the last 12 months?

Q25 ASK IF USED MORE THAN ONE ADVISORY SERVICE  
And which one have you used most recently? SINGLE CODE ONLY

	Q23 ( )	Q24 ( )	Q25	
Business Information Service	1	1	1	
HR Advice and Workshops	2	2	2	
ICT Advice	3	3	3	
Trade and Marketing Advisors	4	4	4	
Energy Advisors	5	5	5	
Technical Advisory Unit (incl Intellectual Property Advice)	6	6	6	
Business Health Check	7	7	7	
Environmental & Waste Advice	8	8	8	
Design Advice	9	9	9	
Innovation Advisors	10	10	10	
Property Search & Advice	11	11	11	
None of these	12	12	12	
Don't know	13	13	13	( )

ASK FOR ONE SERVICE CODED AT Q24/5. IF NOT USED ANY ADVISORY SERVICES AT Q23 (CODE 12/13) GO TO Q28

Q26 Thinking about the Invest NI Advisor you worked with on that service, how satisfied or dissatisfied are you with his/her performance on each of the following aspects? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied. READ OUT A-H. ROTATE ORDER SINGLE CODE ONLY

		1 - Very satisfie d	2	3	4	5 - Very dissat- isfied	No opinio n	
A	Knowledge about their business specialism	1	2	3	4	5	6	( )
B	Knowledge about your business	1	2	3	4	5	6	( )
C	Making proactive suggestions	1	2	3	4	5	6	
D	Interest in learning about your company's business	1	2	3	4	5	6	
E	Responsiveness	1	2	3	4	5	6	
F	Ease of contact	1	2	3	4	5	6	

**Q27 How satisfied or dissatisfied were you with the advice that you received?  
Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very  
dissatisfied. SINGLE CODE ONLY**

1 - Very satisfied	1
2	2
3	3
4	4
5 – Very dissatisfied	5
Don't know	6

( )

**Q28 Which of the following programmes offered by Invest NI have you heard of?  
MULTICODE OK**

**Q29 ASK FOR EACH HEARD OF AT Q28. IF NOT HEARD OF ANY GO TO Q32  
And which have you participated in the last 12 months? MULTICODE OK**

**Q30 ASK IF PARTICIPATED IN MORE THAN FIVE SERVICES AT Q29  
Which five of these programmes have you participated in most recently  
CODE FIVE MOST RECENT - MULTICODE UP TO 5**

	Q28	Q29	Q30
<b>Grant for R&amp;D (formerly Compete, Product &amp; Process Development, START)</b>	1	1	1
<b>Support for Market Visits</b>	2	2	2
<b>Design Development Programme</b>	3	3	3
<b>Business Improvement Training Programme</b>	4	4	4
<b>ICT Support Programme - Management Information Systems</b>	5	5	5
<b>Energy and environment programme</b>	6	6	6
<b>Technical Development Incentive</b>	7	7	7
<b>Property Assistance</b>	8	8	8
<b>Interim Managers</b>	9	9	9
<b>Networking and Mentoring Support</b>	10	10	10
None of these	11	11	-
Don't know	12	12	-

( )

ASK Q31 FOR EACH PROGRAMME PARTICIPATED IN AT Q29/30 (UP TO FIVE PROGRAMMES PER RESPONDENT). IF NOT PARTICIPATED IN ANY PROGRAMMES AT Q29 GO TO Q32

**Q31 And how satisfied or dissatisfied were you with the following programmes. Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied**  
SINGLE CODE ONLY

	1 - Very satisfie d	2	3	4	5 - Very dissat- isfied	No opinio n	
<b>Grant for R&amp;D (formerly Compete, Product &amp; Process Development, START)</b>	1	2	3	4	5	6	( )
<b>Support for Market Visits</b>	1	2	3	4	5	6	( )
<b>Design Development Programme</b>	1	2	3	4	5	6	( )
<b>Business Improvement Training Programme</b>	1	2	3	4	5	6	( )
<b>ICT Support Programme - Management Information Systems</b>	1	2	3	4	5	6	( )
<b>Energy and environment programme</b>	1	2	3	4	5	6	( )
<b>Technical Development Incentive</b>	1	2	3	4	5	6	( )
<b>Property Assistance</b>	1	2	3	4	5	6	( )
<b>Interim Managers</b>	1	2	3	4	5	6	( )
<b>Networking and Mentoring Support</b>	1	2	3	4	5	6	( )

### Section 6: Financial Assistance

**Q33 Have you sought financial assistance in the past 12 months to help you expand or develop your business (includes Growth Accelerator Programme)?**

Yes	1	GO TO Q34	
No	2	GO TO Q37	
Don't know	3		( )

ASK ALL WHO SAY YES AT Q36 (CODE 1)

**Q34 How much was the amount you sought?** SINGLE CODE ONLY. IF APPLIED MORE THAN ONCE IN LAST 12 MONTHS ASK FOR MOST RECENT APPLICATION

Less than £50,000	1	
£50 – 100,000	2	
£100,000 - £500,000	3	
£500,000 - £1m	4	
More than £1m	5	
Don't know	6	( )

Q35 Was funding granted or turned down?

Granted	1	
Still being progressed	2	
Turned down	3	
Don't know	4	( )

Q36 How satisfied or dissatisfied with the following aspects of applying for financial assistance? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied SINGLE CODE ONLY

		1 - Very satisfie d	2	3	4	5 - Very dissat- isfied	No opinio n	
A	The application process	1	2	3	4	5	6	( )
B	The time taken to obtain approval in relation to the level of funding	1	2	3	4	5	6	( )

**Section 7: Claims Process**

Q37 Have you claimed funding from Invest NI in the past 12 months?

Yes	1	GO TO Q38
No	2	GO TO Q39
Don't know	3	( )

**IF YES AT Q37**

Q38 How satisfied or dissatisfied with each of the following aspects of the process? Please use a scale of 1 to 5 where 1 means very satisfied and 5 means very dissatisfied. SINGLE CODE ONLY

		1 - Very satisfie d	2	3	4	5 - Very dissat- isfied	No opinio n	
A	The Pre claims advice visit by Invest NI	1	2	3	4	5	6	( )
B	The ease of completing the claims schedule / form	1	2	3	4	5	6	( )
C	The length of time taken from advice visit to submission of claims form	1	2	3	4	5	6	( )
D	That your claim was processed within 30 days	1	2	3	4	5	6	( )
E	Communication with Invest NI Claims team	1	2	3	4	5	6	( )

<b>Section 8: Final questions</b>
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ASK ALL

Q39 **Are there any other comments you would like to make about the service you receive from Invest NI? PROBE FULLY AND WRITE IN.** ( )

ANY ANSWER (WRITE IN AND CODE '1) 1

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None/no answer X

Don't know Y ( )

Q40 **We may want to re-contact some people we've talked to on this survey on behalf of Invest NI, in order to explore some of these issues in more detail - again, this would be entirely voluntary and confidential. Would you be willing to take part in a further research exercise?**

Yes	1
No	2

( )

**Thank you for taking the time to answer our questions. Your responses will be combined with others to get a consensus of opinion of these issues. Your specific answers will remain confidential**