

Customer Satisfaction

Overall results - 2013

Background

- NLA invites all clients to complete a Satisfaction Survey following their licence application or licence renewal.
- Over 300 (3.6%) clients completed the Survey in 2013.
- The Survey requests feedback on our service performance . Licensees are requested to rate their satisfaction with NLA against key service measures.
- These measures include;- being easy to understand, fair and reasonable and timely and responsive.
- Copyright licensing can be complex. We are committed to making it easier for clients to understand. We measure our performance in this area by asking clients to rate how easy they find it to understand the fees and licence structure.
- In 2013 over **84%** of NLA clients advised us they were '**Satisfied**' with our performance of which **30%** advised they were '**Very Satisfied**'.
- Our clients rate our **licensing advisers** very highly with Satisfaction in excess of **90%** year on year.
- Individual comments from clients are used in training to improve client service.
- You'll find the key details on the following slide and highlights in our [Code of Conduct](#).

2013 Satisfaction Results

