

Appendix C

SME QUESTIONNAIRE POST PILOT

INTRODUCTION

IF NAMED CONTACT AVAILABLE:

Hello, my name is. . . . calling from BDRC Continental, an independent market research company.
Can I please speak to....?

IF NO NAMED CONTACT IN SAMPLE:

Hello, my name is. . . . calling from BDRC Continental, an independent market research company.
Can I please speak to the person responsible for managing the business finances for (**BUSINESS NAME**)?

IF ASKED WHY: We are conducting a survey of business customers of the major banks

ONCE CONNECTED TO LIKELY RESPONDENT: Hello, my name is. . . . calling from BDRC Continental, an independent market research company.

We are conducting a short survey amongst business customers of the major banks. Your details have been provided by [INSERT BRAND] for (**BUSINESS NAME**).

(**BUSINESS NAME**) has been chosen at random and the information you provide will be treated in the strictest confidence. All the scores from customers of each bank will be added together and used to make an overall bank rating for each service area.

These combined scores will then be displayed in bank branches and on bank websites so that customers can see how their bank ranks against others.

The survey will take around 7 minutes to complete, would you be willing to help?

1. Yes [PROCEED]
2. Yes, but not now [MAKE APPOINTMENT]
3. Someone else is better suited [TAKE REFERRAL AND REPEAT INTRODUCTION]
4. No [THANK AND CLOSE]

IF NECESSARY, REASSURE RESPONDENT THAT:

- This is a research exercise that the banks have been ordered to complete by the Competition and Markets Authority. It is not a sales call and there will be no sales follow-up.
- Your details were provided to us by [INSERT BRAND]. All of the banks were required by the Competition and Markets Authority to provide lists of their customers.
- Your answers will be treated in confidence and put with those from hundreds of other customers to give an overall view
- I can call back at a more convenient time, if that would suit you better

OUTCOME CODES (INCLUDING OPTING OUT OF MARKET RESEARCH) TO BE ADDED

SCREENING AND QUOTA IDENTIFICATION

INFO READ OUT:

Thank you for agreeing to help us today. Before we begin, I'd like to make you aware that this call MAY be recorded for training and monitoring purposes, but the recording will not be used for any other purpose.

ALL: CONFIRM BANKING RELATIONSHIP WITH NOMINATING BRAND

Q1 Firstly, does your business (**BUSINESS NAME**) have a business current account with [INSERT BRAND]?

SINGLE CODE. IF CODE 1 OR 2 ASK: Is that the company's main account or is it a secondary account?

1. Yes – it is the company's main bank
 2. Yes – it is a secondary account
 3. No [CLOSE]
 4. DO NOT READ OUT: Don't know [CLOSE]
-

ALL: CONFIRM OVERALL BANKING DECISION MAKER

Q2 Thinking specifically about how (**BUSINESS NAME**) makes decisions about which bank or banks to use, which of the following apply to you? Would you say...

READ OUT, SINGLE CODE

1. You make this decision on your own
 2. You are part of the decision making team
 3. The decision about which bank(s) to use is made by other people [ASK TO BE REFERRED AND REPEAT INTRODUCTION]
-

ALL: CONFIRM INVOLVEMENT / FAMILIARITY WITH NOMINATING BRAND

Q3 Just to confirm, are you responsible for, or involved in, managing the account that your business has with [INSERT BRAND]?

1. Yes – solely / jointly with others
 2. No [ASK TO BE REFERRED AND REPEAT INTRODUCTION]
-

ALL: CONFIRM TURNOVER

Q4 What was the annual turnover of (BUSINESS NAME) for the last full financial year?
IF NOT TRADING FOR FULL YEAR: What do you expect it to be this year?

PROMPT WITH BANDS IF NECESSARY: SINGLE CODE

1. Less than £5,000
 2. £5,000 to £24,999
 3. £25,000 to £49,999
 4. £50,000 to £99,999
 5. £100,000 to £500,000
 6. £500,001 to £999,999
 7. £1 million to £1.9 million
 8. £2 million to 4.9 million
 9. £5 million to £9.9 million
 10. £10 million to £14.9 million
 11. £15 million to £24.9 million
 12. £25 million or more [CLOSE]
 13. DO NOT READ OUT: Don't know [CLOSE]
-

ALL: CONFIRM SIZE

Q5 How many employees are there in (BUSINESS NAME) in the UK, including yourself and both full and part time workers?

SINGLE CODE

1. 1 (Sole Trader)
 2. 2-9
 3. 10-49
 4. 50-99
 5. 100-249
 6. 250 or more
 7. DO NOT READ OUT: Don't know [CLOSE]
-

ALL: CONFIRM AGE OF BUSINESS – CODES AMENDED TO DEFINE STARTS

Q6 How long has the business been trading? An approximation is fine.

SINGLE CODE

1. Less than 1 year
 2. More than 1 year but less than 2
 3. 2-4 years
 4. 5-9 years
 5. 10-20 years
 6. More than 20 years
 7. DO NOT READ OUT: Don't know
-

ALL: CONFIRM STATUS OF BUSINESS

Q7 What is the legal status of this business?

READ OUT, SINGLE CODE.

1. Sole Proprietorship (single owner)
2. Partnership
3. Limited Liability Partnership
4. Limited Liability Company (private limited company, public limited company, private unlimited company)
5. A charity, club or society – **SWITCH TO CC&S QUESTIONNAIRE**

SECTOR AND REGION WILL BE TAKEN FROM SAMPLE AND NOT ASKED, ON BASIS ALL BANKS HAVE CONFIRMED THEY CAN PROVIDE THIS INFORMATION

MAIN QUESTIONNAIRE

INTRO:

The next few questions are about the service you have received for (BUSINESS NAME) from [INSERT BRAND] as a business banking customer over the last 12 months.

ASK ALL: OVERALL BRAND MEASURE

I'd like to ask you firstly about the overall service that you and your business have received from [INSERT BRAND].

Q10 Taking everything into account, if asked, are you likely or unlikely to recommend [INSERT BRAND]'s business banking to other small and medium sized businesses?

IF LIKELY ASK: Is that extremely, very or fairly likely?

SINGLE CODE

1. Extremely likely
 2. Very likely
 3. Fairly likely
 4. Unlikely
 5. DO NOT READ OUT: Don't know
-

INFO READ OUT:

I'd also like understand how likely you are to recommend specific business services provided by [INSERT BRAND]. This should be based upon your experiences for (BUSINESS NAME) in the last 12 months, if asked by other small to medium sized businesses. If you haven't experienced a particular service in the last year, please just say so.

ASK ALL: RELATIONSHIP AND ACCOUNT MANAGEMENT

I'd first like to think about the people that you may have dealt with at [INSERT BRAND] in the last 12 months.

Q11 If asked, are you likely or unlikely to recommend [INSERT BRAND]'s relationship and account management to other small and medium sized businesses? This would include the handling of routine business enquiries or more detailed discussions about your business needs, either face-to-face or by phone.

Please answer on the basis of all person-to-person dealings that you might have had in the last year [even if you do not have a specific relationship manager or named contact].

IF LIKELY ASK: Is that extremely, very or fairly likely?

SINGLE CODE

1. Extremely likely
2. Very likely
3. Fairly likely
4. Unlikely
5. DO NOT READ OUT: Don't know
6. DO NOT READ OUT: No experience of relationship or account management in the last 12 months

ASK ALL: ONLINE AND MOBILE BANKING

Q12 Thinking now about the digital channels that you may have used to access your business bank account in the last 12 months, how likely or unlikely are you to recommend [INSERT BRAND]'s online and/or mobile business banking to other small and medium sized businesses, if asked by them?

IF LIKELY ASK: Is that extremely, very or fairly likely?

SINGLE CODE

1. Extremely likely
 2. Very likely
 3. Fairly likely
 4. Unlikely
 5. DO NOT READ OUT: Don't know
 6. DO NOT READ OUT: Do not have experience of online/mobile banking
-

ASK ALL: BRANCH AND BUSINESS CENTRE SERVICES

Q13 I'd now like to focus on your use of branch facilities provided by [INSERT BRAND] in the last 12 months, including Post Office counters if you have used them for [INSERT BRAND] business banking purposes, but not ATMs / cash machines positioned outside a branch.

With this in mind, are you likely or unlikely to recommend [INSERT BRAND]'s branch and business centre services to other small and medium sized businesses, if asked by them?

IF LIKELY ASK: Is that extremely, very or fairly likely?

SINGLE CODE

1. Extremely likely
 2. Very likely
 3. Fairly likely
 4. Unlikely
 5. DO NOT READ OUT: Don't know
 6. DO NOT READ OUT: Do not have experience of branch/business centre services
-

DELETE – REPLACED WITH NEW QUESTION AFTER Q17

DELETE – REPLACED WITH NEW QUESTION WITH NEW QUESTION AFTER Q17

ASK ALL

Q16 Thinking now about the business overdraft and loan facilities provided by [INSERT BRAND] over the last 12 months, are you likely or unlikely to recommend [INSERT BRAND]'s overdraft or loan services to other small and medium sized businesses, if asked by them?

IF LIKELY ASK: Is that extremely, very or fairly likely?

SINGLE CODE

1. Extremely likely
 2. Very likely
 3. Fairly likely
 4. Unlikely
 5. DO NOT READ OUT: Don't know
 6. DO NOT READ OUT: No experience of lending facilities in the last 12 months
-

INFO READ OUT:

The next questions are to help us understand how recently you have used or experienced these services with [INSERT BRAND] for business purposes. This is simply to help with our analysis.

ALL: LAST USE OF REL MGT / OLB + MB / BRANCH

Q17 When did you, or someone that you work with, last....

ROTATE

- a) Deal with [INSERT BRAND] about a routine business banking enquiry (via any method)
- b) Have a detailed discussion with [INSERT BRAND] about your business banking needs (via any method)
- c) Use [INSERT BRAND] online business banking
- d) Use [INSERT BRAND] mobile business banking
- e) Visit a [INSERT BRAND] branch or business centre, to manage the [INSERT BRAND] business account
- f) Use a Post Office counter to manage the (INSERT BRAND) business account

SINGLE CODE

1. Today
2. Within the last 2-3 days
3. Within the last week
4. Within the last fortnight
5. Within the last month
6. Within the last 3 months
7. Within the last 6 months
8. Within the last year
9. Longer ago than that
10. DO NOT READ OUT: Don't know
11. DO NOT READ OUT: Never used / experienced

NEW QUESTION – ASK ALL

And which of these applies to (BUSINESS NAME)?

1. The business currently has one or more business loans with (INSERT BRAND)
2. IF NO AT CODE 1: The business has had a loan in the last year with (INSERT BRAND) but does not have one now
3. Neither of these

And thinking about overdrafts, which of these applies

4. The business currently has one or more business overdraft facilities with (INSERT BRAND)
5. IF NO AT CODE 4 READ OUT: The business has had an overdraft facility in the last year but does not have one now with (INSERT BRAND)
6. ASK ALL: You have been overdrawn on your business account with (INSERT BRAND) either within or outside of any agreed overdraft limit within the last year.
7. None of these

ALL USING O/D IN LAST YEAR (CODE 6 AT NEW QUESTION): LAST USE

Q18 When did you last go overdrawn on your [INSERT BRAND] business account?

SINGLE CODE

1. Today
2. Within the last 2-3 days
3. Within the last week
4. Within the last fortnight
5. Within the last month
6. Within the last 3 months
7. Within the last 6 months
8. Within the last year
9. Longer ago than that
10. DO NOT READ OUT: Don't know
11. DO NOT READ OUT: Refused

WRAP-UP, PERMISSIONS AND ASSURANCES

ALL: RE-CONTACT PERMISSION - QUERIES

Q19 Finally, may we contact you again with regards to this survey if any queries should arise?

1. Yes
 2. No
-

ALL: RE-CONTACT PERMISSION – RELATED RESEARCH

As we mentioned at the beginning of this survey, this research is being conducted across all the major banks to provide customers with information on how the service compares across banks.

Q20 If, in future, further research related to this survey was being conducted, might you be prepared to take part? This would allow for further exploration of some of the answers you have provided here.

1. Yes
 2. No
-

ALL: ATTRIBUTION PERMISSION

Q21 Would you be willing to have your name and company details passed back to [INSERT BRAND], together with your answers, so that they can better understand how business customers are using their services and any improvements required? Rest assured that if you do not want your details passed back to [INSERT BRAND] they will remain completely confidential

1. Yes – ok to pass personal/company details back to [INSERT BRAND]
 2. No – cannot pass personal/company details back to [INSERT BRAND]
-

ALL: FINAL ASSURANCES

Thank you once again. This interview has been conducted according to the Code of Conduct of the Market Research Society.

ADD IF NECESSARY: If you have any queries about this research you can contact Annette White on 0207 490 9175. Alternatively, you can call the Market Research Society on Freephone 0500 396 999.