

APSCo reports excellent member satisfaction

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The Association of Professional Staffing Companies (APSCo) has reported extremely strong levels of member satisfaction in its most recent survey. In 2015 95% of members rated the trade body's performance as 'good' or better, with almost a third of all respondents rating it as 'excellent'.

These results sit considerably above the national average according to data from the Institute of Customer Service, which indicates that average customer service satisfaction across the UK is around 76%. All APSCo members were invited to complete the short online survey and 2015 saw a 49% increase in response rate. Members expressed overwhelming support for the service APSCo provides, with many respondents claiming its offering is 'essential' and praising the level of support offered to members.

The survey showed strong positive agreement with all of APSCo's key brand attributes including; service innovation, support for business growth and diversity, international reach and being run by recruitment experts.

Ann Swain, CEO of APSCo commented;

'We are absolutely delighted with the outcome of our most recent survey, not only because the results show incredible levels of customer satisfaction that are well above the national average, but also because they indicate positive agreement with our core brand messages as well as outstanding perceptions of the level of support provided by APSCo.'

'The results are testament to APSCo's continued commitment to providing outstanding service to its members. We will strive to uphold these outstanding levels of customer satisfaction and continue to provide expert support to our members over the coming year.'

- Ends