

Customer Satisfaction Survey

2009 Feedback Report

We are pleased to announce that in TSO's annual Customer Satisfaction Survey 2009 we achieved a satisfaction index of

87.7%

This score places us well above the industry average; in the top 11% of over 500 organisations independently surveyed within the supply and distribution sector



April 2010

www.tso.co.uk

During October and November 2009, a random sample of customers took part in the TSO Customer Satisfaction Survey. 428 customers, representing orders placed using all of our sales channels, provided us with their feedback. As in previous years, the data analysis and benchmarking was carried out by The Leadership Factor, independent experts in customer satisfaction measurement.



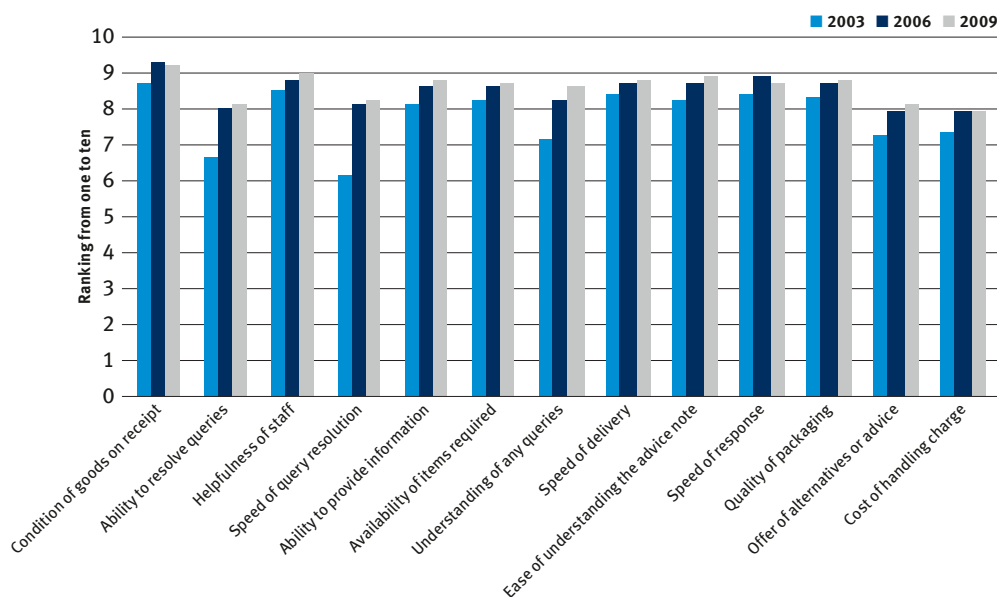
How satisfied are you?

Customers were asked to rate TSO on 13 different requirements, which were established when the survey began in 2003 enabling TSO to measure progress over time. TSO scored particularly highly in:

- Condition of goods on receipt
- Helpfulness of staff
- Quality of packaging
- Ability to provide information.

Our satisfaction score has been following an upward trend since the survey started in 2003. In 2008 we were delighted to achieve an exceptionally high score of 92.3%, which has this year dipped slightly, bringing our ratings back in line with the forecast results of our programme of continuous improvement.

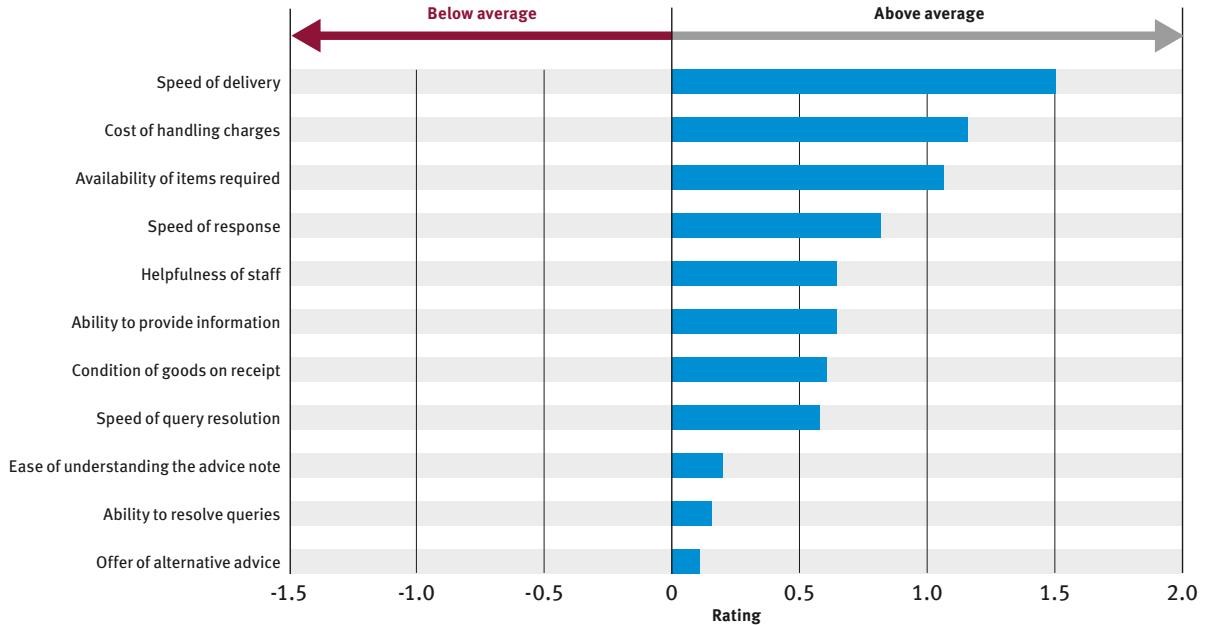
The table below shows how our rankings have progressed since the survey began in 2003.



For all of the requirements customer satisfaction has improved considerably since the survey began, reflecting TSO's commitment to the ongoing improvement of the service we offer.

Benchmarking TSO's customer satisfaction ratings

The Leadership Factor carries out similar surveys for a range of organisations within the supply and distribution sector, enabling them to provide a comparison of TSO's results with other companies. The table below indicates how TSO's ratings compare with the industry average for the 11 requirements that could be benchmarked.



This table demonstrates that TSO is scoring significantly higher than average on many of the customer requirements, even achieving the highest score in the industry for speed of delivery.

Our aims for the future

Each year the results of the survey give TSO the opportunity to ensure that it is matching its service delivery with customers' expectations and requirements. Each year brings fresh challenges which help TSO review areas for further improvement.

Following the 2008 survey we set ourselves the objective of improving our satisfaction scores around query resolution, focusing on both the time taken and our ability to resolve queries, both of which we are pleased to see have shown further improvement.

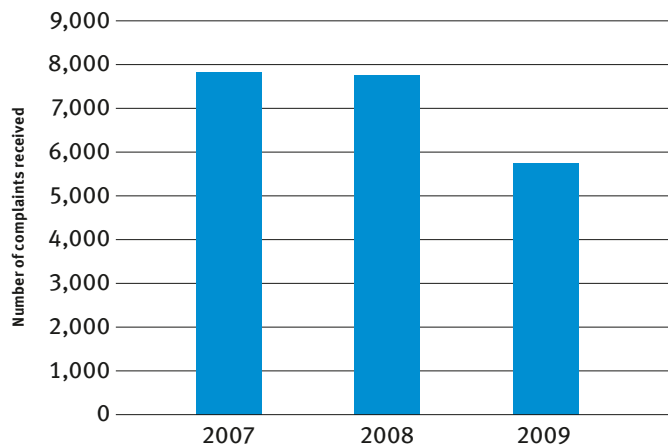




Following on from the objective first set following the 2007 customer satisfaction survey, we placed continued focus on the reduction of complaints throughout 2009. The measures we have put in place over the past two years have led the number of complaints received to fall significantly, as demonstrated in the graph below:

For regularly updated information on levels of complaints and our other customer service performance measures visit our website:

www.tso.co.uk/about/assurance/customerservicescharter/csperformance



For the coming year we will continue to focus on improving customer satisfaction levels in the categories of time taken to resolve queries and ability to resolve queries. We hope our customers will continue to see further improvements in these areas.

And finally . . .

We would like to thank all of our customers who took the time to complete and return the survey. Here are some typical responses to the question: How can we improve our services to you?

“TSO has been my best experience online since the beginning of the internet”

“Everything went very smoothly for me so I wouldn’t know how you could improve it”

“The complaints procedure was excellent; it got dealt with very quickly”

“Found the service very easy to understand which is important for me as I have dyslexia”

“I am very satisfied with the service provided. As an 80 year old customer I can get confused by situations but I found the service helpful and easy”

“I was very impressed, it takes some doing to organise great service and you have done a fantastic job”