

Mr Peter Allen
ISM Ltd
Kenyon Street
Ramsbottom
Lancashire
BL0 0AB

Our ref: FG/PA
Your ref:
Date: 31 March 2011

Dear Peter



North West customer focus groups

I am writing to express my thanks and appreciation to you for taking part in our recent customer focus group meetings. Your feedback is very important to us and it was very kind of you to spare us your time to tell us what we are like to do business with.

Delivering a first class customer service is one of our highest priorities and we will be using the feedback you gave to help us move closer to achieving this.

I have listed below a selection of the main issues that came out of the sessions:

- On the whole you feel that your contact with our staff locally works well and you like being able to speak directly to someone you know.
- You appreciate that much of the legislation that we deal with can be complex but sometimes you feel that we 'gold-plate' this, in the way we apply it.
- You do sometimes feel that the service we provide is fantastic and that we produce some superb information. However you do not like our website, finding it extremely difficult to find the correct information there.
- You would like us to be more consistent in the way we conduct business with you, especially where you have a high turnover of officers to deal with. You would prefer to have the opportunity to develop a good working relationship with one officer rather than several different members of my staff.

We are currently looking at all the information we gathered, including the scorings from the assessment tool, to identify where we need to make improvements. We will also be looking to build on those areas where you have said we are performing well and we will be sharing our findings with the other parts of our business.



Once again, thank you for working along side us and we hope you also found it a useful and beneficial exercise to be involved with.

Yours sincerely

A handwritten signature in black ink, appearing to read 'T. Willison', written in a cursive style.

Toby Willison
Director North West