



## **CTSA Customer Satisfaction Survey 2012 / 13** **The Results**

This survey was devised to provide our customers with an opportunity to provide their feedback on all things CTSA. There were a total of 108 responses

### **Section 1 – Travel**

You Said – *“On some of the shorter trips some of the prices are too high”*

We listened – *“We will be running several offers for those travelling with us this season that will reward loyalty and keep travel costs down to a minimum for CTFC supporters”*

You said – *“Some of the leaving times were too early”*

We listened – *“This has been duly noted and our coach operator (Clarkes) are quite happy for us to negotiate any of the leaving times going forward”*

You Said – *“No drinks are offered on shorter journeys”*

We listened – *“This season we will be offering hot drinks for free on all journeys both short and long. In addition to this we are considering offering for purchase cold bottles of water and possibly even some snacks such as chocolate”*

You Said – *“The DVD’s shown aren’t always suitable for the audience on board and are not always what people want to watch”*

We listened – *“All travellers will this season be encouraged to bring a DVD of their choice for us to watch on the coach and we will take a majority verdict. We will also ensure every DVD put on is suitable for all age groups on the coach”*



You Said – *“We’d like to try stopping somewhere different to service stations especially for the longer stops”*

We listened – *“This season for any stop of 45 minutes or longer on the way to a game we will endeavour to stop at a venue alternative to service stations. This will commence at the Tranmere Rovers game. We did have 1 person vote to stop at Disneyland but that’s probably a bit unrealistic en route to Carlisle”*

## **Section 2 – Community**

You Said – *“Not enough is done to publicise the work you do in the community”*

We listened – *“This season we will be working closer than ever with the club to spread the word about the work the CTSA does”*

You Said – *“Can you run additional events other than a golf day next season?”*

We listened – *“We have a few ideas in the pipeline thanks to your suggestions from this survey and details will be revealed about CTSA events this season in due course”*

You said – *“We can’t always recognise who the 50/50 sellers are”*

We listened – *“This season will see the 50/50 tickets promoted in ways they never have been previously. You won’t be able to go to a single part of the ground without being offered one”*

## **Section 3 – Communication**

You Said – *“Your existing content is very good but not everybody uses social media”*

We listened – *“Where possible we will look to extend our communication channels this year including working more with the club and using their channels”*



## **Section 4 – Membership**

*You Said – 95% of the survey agreed that £15 was a fair price to pay for membership*

*We listened – “We want to be beyond fair, we want to offer exceptional value for our members which is why we’ve reduced our membership prices to just £10 this season”*

*You said – “You don’t promote the additional benefits you offer through the “Friends of CTSA”*

*We listened – “This season we will attempt to make sure everybody knows all about the associated benefits of being a CTSA member. This will include having a “Friend of the month” each month”*

## **Summary**

As a CTSA Board we’d like to thank all those who participated in the survey and we look forward to working on behalf of you all in the upcoming season. If you have any queries regarding any matters CTSA please either email any of the following areas:

Chairman: [chairman@ctfcsa.co.uk](mailto:chairman@ctfcsa.co.uk)

Communication: [comms@ctfcsa.co.uk](mailto:comms@ctfcsa.co.uk)

Travel: [travel@ctfcsa.co.uk](mailto:travel@ctfcsa.co.uk)

Community: [community@ctfcsa.co.uk](mailto:community@ctfcsa.co.uk)

Secretary: [secretary@sctfcsa.co.uk](mailto:secretary@sctfcsa.co.uk)

Or call us on 07843 124845