

Contact Centre 2012-2014

85.1%

of TSO customers are
extremely satisfied



TSO ranked in top

22%

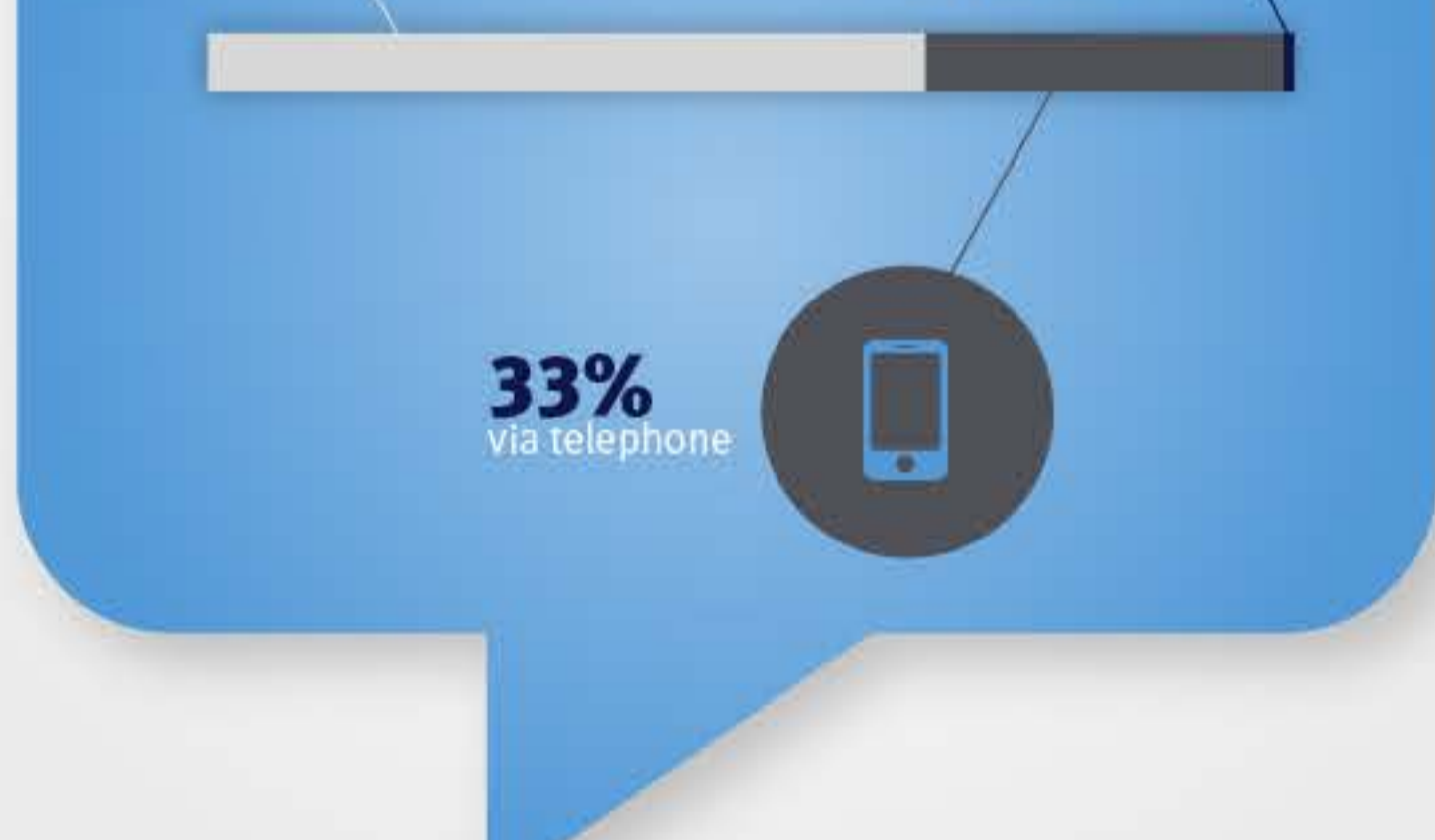
of companies surveyed by TLF



Tracked delivery implemented



Enquiries into the Contact Centre



The average time
to answer a call is

6 SECONDS



13%

of TSO customers are
returning customers
placing more than one
order within a year

Contact Centre play a critical role in maintaining
and enhancing the lifetime value of a customer

The cost of
attracting a new
customer is

6-7

times
the cost compared to
keeping an existing one

New for 2014



Extended opening
hours **8am to 6pm**



24 hour email response
turnaround target



Responding to queries made
via TSO's Twitter channels

Responding to customer feedback the
Interactive Voice Response options that
customers hear when they call TSO are
being reduced from



in order to reduce the time it takes our
customers to get through to us.