

## Trusted Trader Member Annual Survey 2017

Sent to: 1138

Responses received: 420

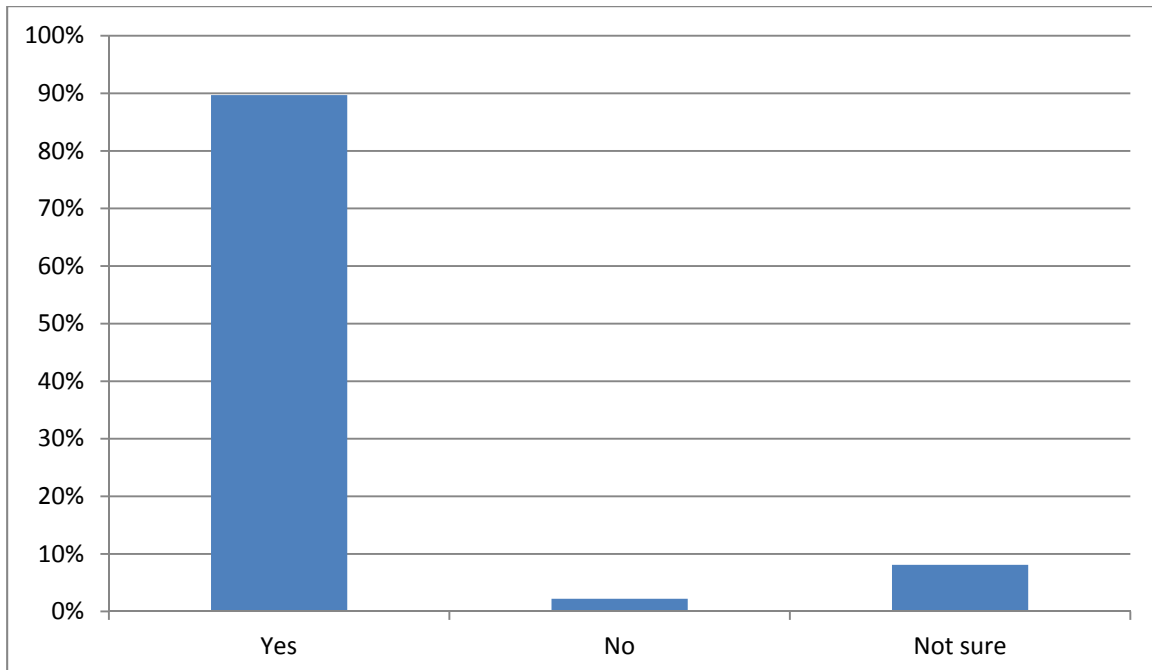
Response rate: 36.9%

### Value of the scheme

#### Question 1

**Has being a member of Trusted Trader helped your business?**

Yes	89.7%	(374 responses)
No	2.2%	(9 responses)
Not sure	8.1%	(34 responses)





**Please help us to show the value of the Trusted Trader scheme by providing estimates of the following:**

### **Question 2**

**Your percentage increase in customers as a result of Trusted Trader membership (%)**

0%	19 responses
0.2%	1 response
1%	8 responses
2%	12 responses
3%	2 responses
5%	38 responses
6%	1 response
7%	2 responses
10%	74 responses
15%	15 responses
20%	38 responses
25%	19 responses
30%	28 responses
33%	1 response
35%	2 responses
40%	8 responses
45%	1 response
50%	25 responses
60%	7 responses
65%	1 response
70%	6 responses
75%	2 responses
80%	2 responses
95%	1 response
100%	1 response
205%	1 response

**Average % of those given is 12%**

### **Question 3**

**The amount of money you save a year on reduced advertising costs (e.g. not advertising in local press/Yellow Pages) (£)**

-£70	1 response
£0	78 responses
£1.00	1 response
£50	6 responses
£60	1 response
£70	3 responses
£80	1 response
£90	1 response

£100	8 responses
£110	2 responses
£150	3 responses
£185	1 response
£190	1 response
£200	15 responses
£250	7 responses
£290	1 response
£300	12 responses
£360	1 response
£400	8 responses
£457	1 response
£500	27 responses
£600	3 responses
£700	2 responses
£750	1 response
£800	3 responses
£1000	8 responses
£1200	1 response
£1400	1 response
£1500	2 responses
£2000	3 responses
£2500	1 response
£3000	2 responses
£4000	1 response
£5000	2 responses
£10000	1 response

**Average £ of those given is £418**

\*\*Please note that the multiple comments received for this question have been moved to the end of this document at [page 36](#)\*\*

#### **Question 4**

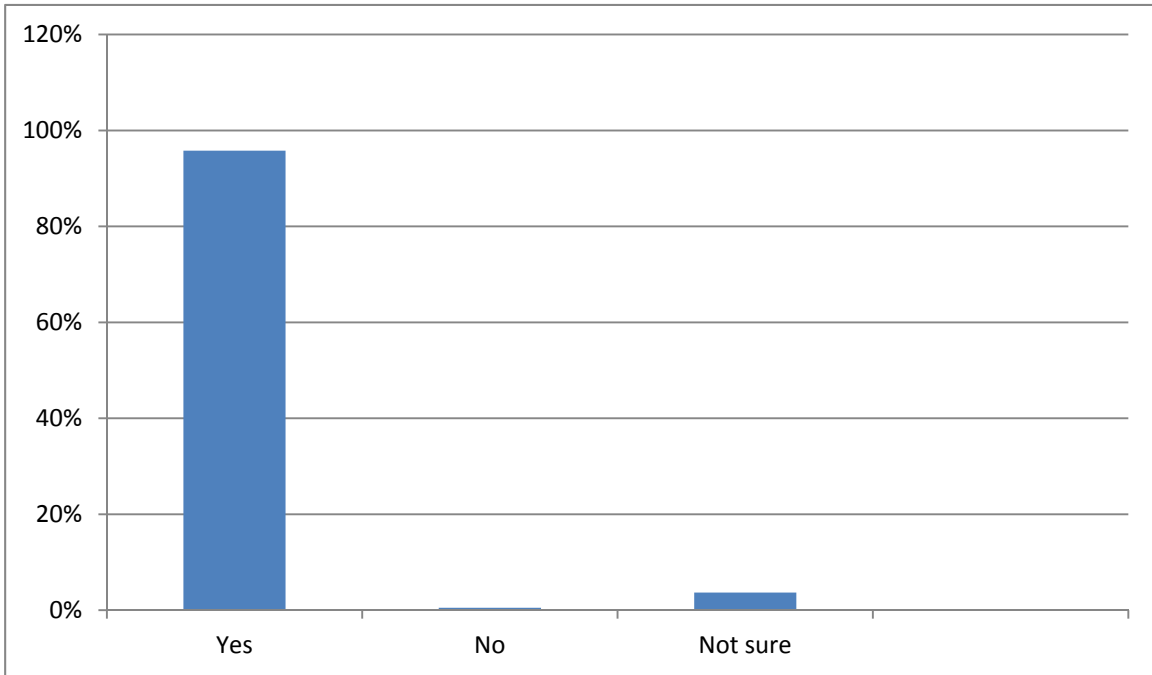
**If your business has grown as a result of Trusted Trader membership, please tell us how (e.g. more staff, bigger premises, increased turnover, etc.)**

\*\*Please note that the multiple comments received for this question have been moved to the end of this document at [page 38](#)\*\*

#### **Question 5**

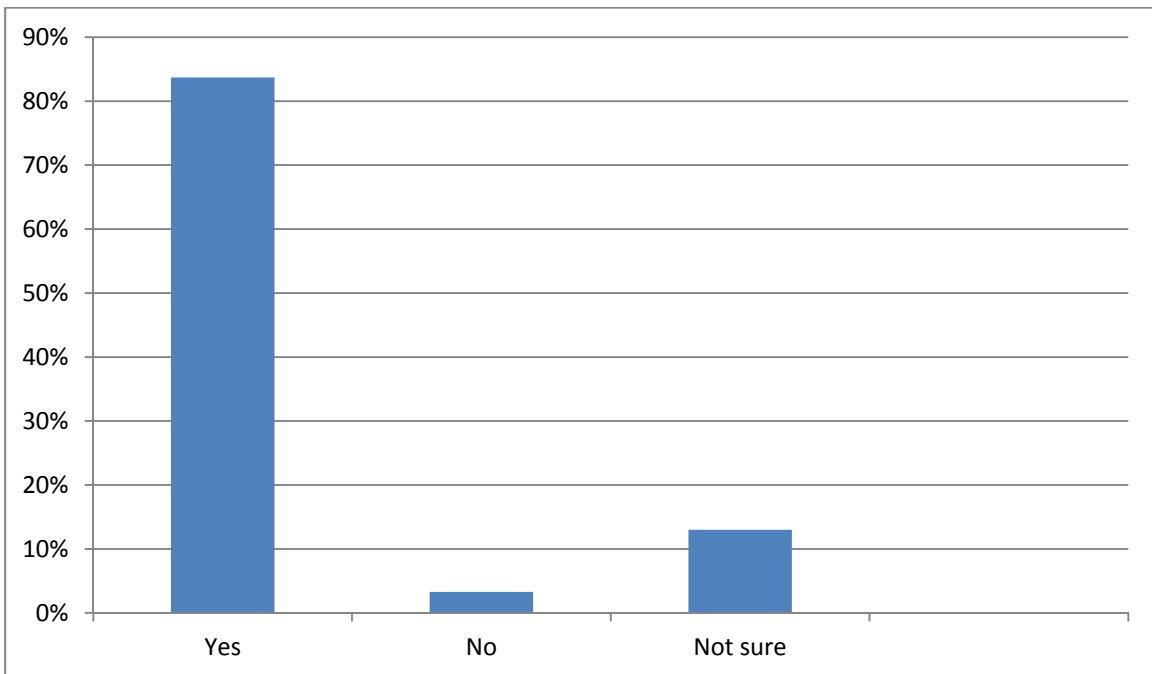
**Are you happy that the Trusted Trader branding makes your customers more confident using you?**

Yes	95.8%	(387 responses)
No	0.5%	(2 responses)
Not sure	3.7%	(15 responses)



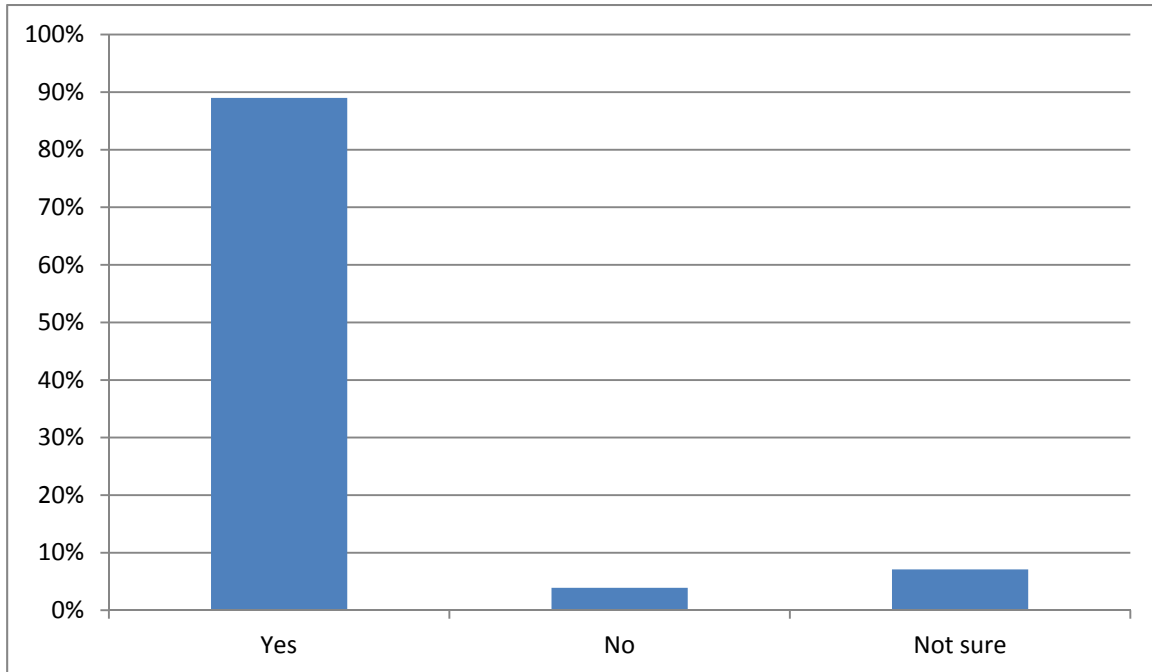
**Do you believe that being a Trusted Trader gives you an advantage over competitors who are not members?**

Yes	83.7%	(334 responses)
No	3.3%	(13 responses)
Not sure	13.0%	(52 responses)



## Do you think that Trusted Trader membership represents good value?

Yes	91.5%	(365 responses)
No	1.8%	(7 responses)
Not sure	6.8%	(27 responses)



### If 'No' or 'Not Sure', please tell us why:

\*\*Please note that the multiple comments received for this question have been moved to the end of this document at [page 49](#)\*\*

### Feedback on the website

**Recent national guidance for websites hosting feedback requires us to publish all genuine, relevant and lawful feedback submitted by customers; regardless of whether the comments are positive or negative.**

**We will be implementing this guidance in April 2017 and we wanted to get your views.**

### Question 6

**Do you think that publishing feedback on the website is an important part of the Trusted Trader scheme?**

Yes	92.6%	(387 responses)
No	1.4%	(6 responses)
Not sure	6.0%	(25 responses)

### Question 7

**If we receive a negative comment about your business we intend to give you the right to respond before we publish it. Are you happy with that approach?**

Yes	96.9%	(404 responses)
No	0.8%	(3 responses)
Not sure	2.4%	(10 responses)

**If 'No' or 'Not sure', please tell us why:**

\*\*Please note that the multiple comments received for this question have been moved to the end of this document at [page 51](#)\*\*

### Question 8

**Is there anything else we should consider when dealing with negative comments from customers?**

\*\*Please note that the multiple comments received for this question have been moved to the end of this document at [page 53](#)\*\*

### Question 9

**We keep feedback on the website for 2 years. Is that long enough for your business?**

Yes	70.3%	(293 responses)
No	24.9%	(104 responses)
Not sure	4.8%	(20 responses)

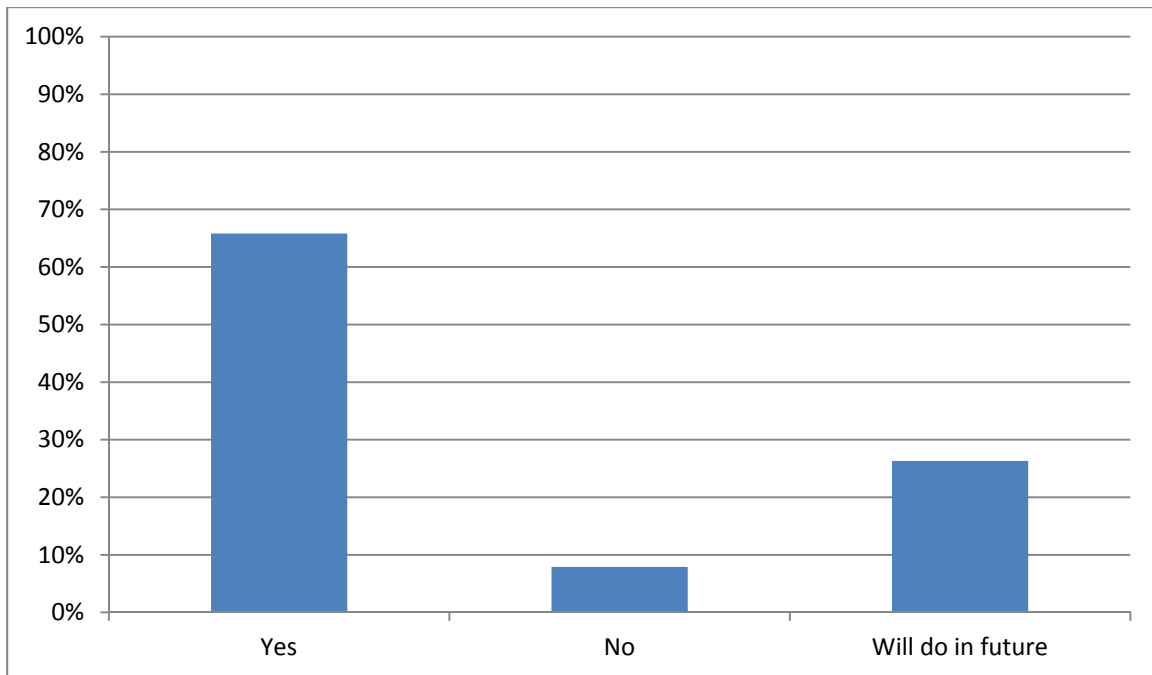
**If 'No' or 'Not sure' please explain why it's not long enough:**

\*\*Please note that the multiple comments received for this question have been moved to the end of this document at [page 66](#)\*\*

### Question 10

**Do you tell your customers that they can give feedback online at [www.derbyshire.gov.uk/community/trusted\\_trader/rate\\_a\\_trader/default.asp](http://www.derbyshire.gov.uk/community/trusted_trader/rate_a_trader/default.asp)?**

Yes	65.8%	(275 responses)
No	7.9%	(33 responses)
Will do in future	26.3%	(110 responses)

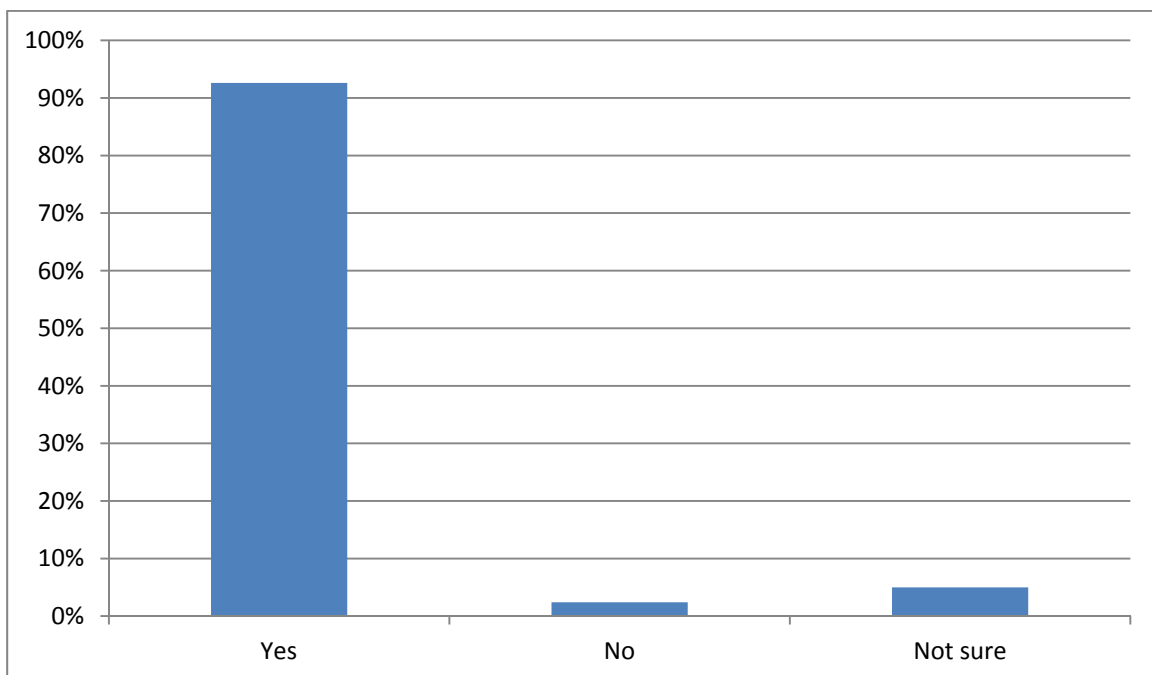


## General

### Question 11

**Are you happy with the communication you have with staff in the Trusted Trader scheme?**

Yes	92.6%	(386 responses)
No	2.4%	(10 responses)
Not sure	5.0%	(21 responses)





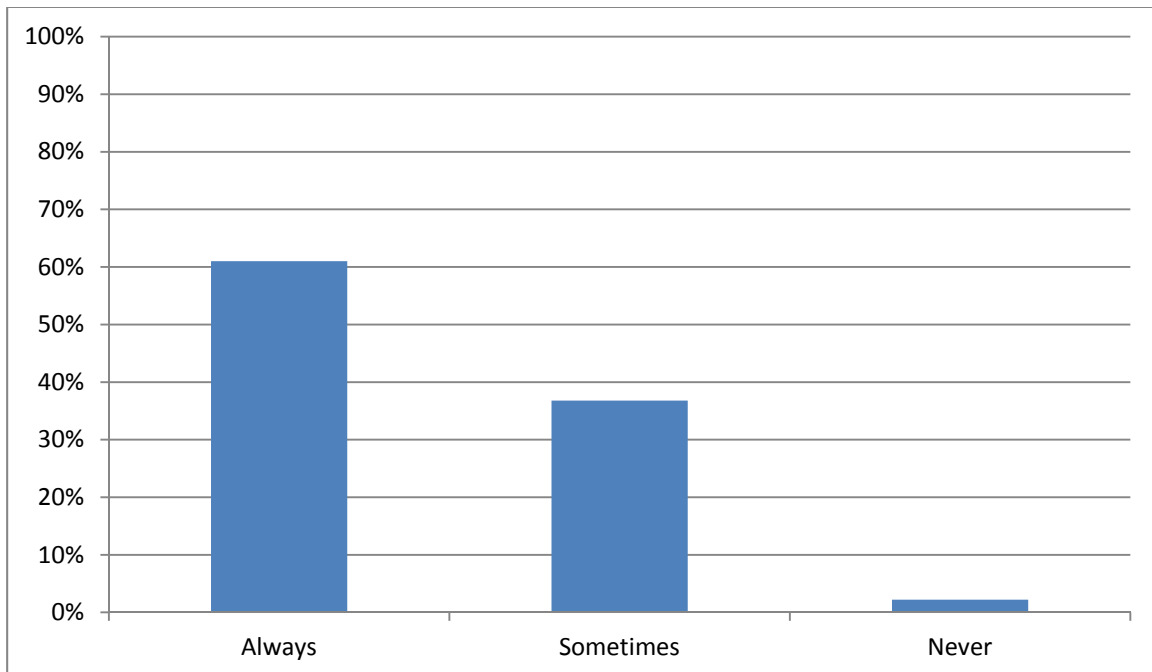
If 'No' or 'Not sure', please tell us briefly why you are not happy so we can look to address any issues:

\*\*Please note that the multiple comments received for this question have been moved to the end of this document at [page 72](#)\*\*

### Question 12

We send you email newsletters twice a year with reminders about the scheme and updates on the law (you can see these online at [www.derbyshire.gov.uk/ttmembers](http://www.derbyshire.gov.uk/ttmembers)). Do you read these newsletters?

Always	61.0%	(255 responses)
Sometimes	36.8%	(154 responses)
Never	2.2%	(9 responses)



### Question 13

From October to December 2016 we had a range of Trusted Trader adverts on social media sites such as Facebook and LinkedIn; these appear to have generated a lot of interest and we plan to repeat them. Did you receive any increase in enquiries as a result of this advertising?

Yes	9.9%	(40 responses)
No	34.6%	(140 responses)
Not sure	55.6%	(225 responses)

## Question 14

**It may be possible for us to arrange training for Trusted Traders on topics such as customer care or contract law – there would be a charge for this. Is this something that would be of interest to you?**

Yes	30.8%	(4 responses)
No	61.5%	(8 responses)
Not sure	7.7%	(1 response)

## General

**Please use this space if you have any other comments or suggestions for improving the Trusted Trader scheme:**

“Yearly renewal is a pain with the ridiculous printing out sheets and having to send copies of insurance. If we have changes we should contact you. In without insurance we wouldn't be in the Niceic. Also make this survey smart phone comparable to fill in”

“Feedback hardly ever gets published needs to be addressed if possible. I've had no end of feedback not put on my profile and I think it makes a big difference”

“This scheme seems to be working for me but it is very early days yet as I've only been on the scheme 1 month”

“Fantastic scheme really pleased I joined thank you”

“It's not negative feedback, it's just we haven't seen the benefits yet maybe this year this is something for our business to promote a lot more of and see where that takes us”

“It is important and only fair to publish replies from traders to negative comments. To fail to do so discriminates against traders and could be unlawful”

“Train your staff in the consumer rights act”

“In prove relations with the members.”

“Valuable to the consumer and valuable to us but usually only for reassurance rather than a direct enquiry from your site”

“Maybe have a shorter link for customers to leave feedback on companies, or they can just type a number in to take them to the company.”

“There are lots of Trusted Trader Schemes. Please ensure your site is at the top of any search”

“I do not use social media like Facebook, so I do feel that advertising using these sites leaves me at a disadvantage.”

"More advertising is required; I still get MANY customers that have never heard of 'Trusted Trader'"

"No everything is good. I'm very happy with everything. Just one thought. Trader of the month would be a good idea. )"

"I cannot remember seeing any adverts from TRUSTED TRADER. It may be a good idea to post them more often and or get the traders feedback on what they themselves would like to see."

"Trusted Traders works well for my small business, without a large advertising bill. Keep it up"

"I was told by a customer that there are people saying there members of an association ,when she contacted the trade association she was told the company she was talking about were not members although they were advertising they were on trusted trader this practice lets trusted trader down ."

"To increase advertising with the trusted traders in other areas. feel that being in Glossop we miss out on publicity I am pleased with advice we have received re our terms & conditions and if we have encountered a difficult customer."

"Not at the moment"

"Not sure if I get the best from the service but would welcome more input in ideas to do so"

"What I would like to put forward is the way that other advertisers are copying the trusted trader name example "Trust a Trader" , Trusted Trader" etc. etc. It would be better to emphasize" -DERBYSHIRE Trusted Trader "so that people (which are mainly elderly) do not get misled by other schemes which do not have the same checks."

"A lot of my customers are non-computer literate and cannot search or provide feedback on the website I thought the feedback cards were being sent out, has this been delayed?"

"A more joined up "awareness" of my service between TT and adult social services - I have not seen any specific awareness or signposting to the services I provide, even though I have recently had a close relative go through the care system where I acted as Lasting Power of Attorney for my relative"

"It's always been a great scheme so keep doing what you're doing apart from putting the price up every year. Eventually traders will leave as a result if it keeps increasing. Year after year."

"Everybody is nearly trusted trader so when quoting customers usually have three quotes and they are all trusted trader, it now doesnt set us apart from them I suggest different levels bronze .silver and gold levels depending how many five star reviews

and how long they have been with trusted trader Also a year badge that shows on review page how many years they have been a trusted trader”

“I use quite a lot of customer feedback cards. I place regular orders for these at 50 a time. They consistently arrive in envelopes that have split and are clearly not up to the job. Better packaging of these would be appreciated.”

“Not changing feedback stationary so often”

“More radio ads for awareness to the public to use your service.”

“Thanks for your help.”

“Perhaps if trusted trader can direct customers to the closest trader to we're that customer is based”

“Reduce the membership price.”

“Advertising the scheme in local press possibly giving lesser known trades coverage. People don't expect to find our profession on there.”

“It would be great if Trusted Traders produced a booklet (such as a directory for services of members) that would then be distributed to various areas within Derby for those persons not able to access the internet. Just a thought!”

“Not sure happy as it is thank you”

“It would help me if I knew which customers had left which feedback so that I can re-use their comments in the testimonial of my own website. I would also like to be able to thank customers who have left me nice feedback.”

“Same as last year. There are traders advertising under painting/decorating who are not decorators, but are builders, property maintenance and even garden maintenance people. This needs addressing. Just because you can emulsion a room doesn't make you a decorator.”

“Any increase on advertising this service to the general public would be most welcome”

“Your membership fee has doubled since I first joined.”

“I D card would be good, just to reassure the elderly that you are how you say you are.”

“It's doing what is needed”

“I consider that the trusted trader scheme has been very important in maintaining my business.”

"We need to keep the feedback cards as some of my older customers don't use internet and keep the price reasonable"

"Try to make sure feedbacks are trusted trader generated enquires. Keep the high standard of qualified membership."

"Regarding social media, I have found this a very poor place for advertising also abuse towards tradesmen & a lot of time wasters, I personally do not advertise on Facebook etc."

"Why where members not informed about the Face book promo?"

"Make sure all members are sticking to the rules and not just paying to be members."

"My main concern is the loss of feedback. I believe that it is still relevant even if it is on for 5 years or more. Some businesses can generate a lot of feedback because they are dealing with a lot of customers. I believe there should be a figure of maybe 30 that you should be able to reach before losing some of the older feedback. I'm sure that the feedback used to be left on the website for a lot longer."

"No comment"

"Verbal communication would be preferred every now and then when possible"

"I think the scheme is second to none. I put this ever year, to help the local area even we generate a lot of paper and cardboard waste and it would be greater small companies to get a tip permit just to take the cardboard and paper that we know would help the local tip with revenue."

"Fully check those that are joining"

"Happy to be in the scheme but needs to be explained to customers so they realise they are dealing with an honest business"

"I think that maybe if someone did some random checks on the work that is being done not just relying on customer feedback more so at the old age pensioners properties. This would give trusted trader scheme a better insight to the traders in the scheme."

"Nothing further"

"Keep up the good work."

"I have been very pleased with the scheme so far as I am still in my first year... " Emails and requests have been dealt with promptly and I have seen the benefits from being part of the scheme. Over all I am very happy and hope to be part of it from now on. Happy to be contacted to be of further assistance if required."

"Brilliant scheme"

“Keep up the good work”

“I’m also a member of Checkatrade and they verify the feedback with a phone call, is this something that Trusted Trader might consider.”

“It would be good for us if the work that was done is included on the website with the comments, i.e. in our case, whether it was an oven, or a carpet or upholstery clean, for example.”

“The scheme is fantastic !! Our customers get real confidence from it. My staff also get great satisfaction when they check up on the feedback on the site themselves. Thanks!”

“Very happy the way things are working.”

“You need to be more proactive in distinguishing this scheme which is a government/official backed scheme from the other copycat schemes such as 'Trusted Trader' which are simply paid for databases with no vetting/comeback. The other schemes also appear higher up in a google search.”

“Seems to work well.”

“A great scheme. Very happy with it.”

“Excellent scheme and fantastic value for money. The staff are courteous, friendly and helpful”

“We are quite happy at the moment, thank you”

“most customers think a trusted trader is a 1 man band so companies with loads of employees they are really rating the company not the trader if you get me so limiting the companies on trusted trader to 5 employees would be better as after 2 years the company may not have the same people working there that have the comments about them”

“As ever a great scheme - thank you DCC”

“Can we have a specific segment area for Solar, Solar Panels??”

“I wish you was as keen implementing members gave written quotations as you were about receiving feedback. In my industry - Double Glazing, I know that some of my competitors, who are DTT, still give verbal quotes for proposed works (including large sums of money).”

“Just keep up the good work”

“I’m very pleased with the scheme I think it helps local businesses.”

“KEEP IT GOING!”

"I think that it would be far better if that when potential clients put in Loft conversions in the search bar that the results were more specific. Out of the first 40 entries that resulted from a search for loft conversions with the post code de7 5he there were only two companies that carry out loft conversions."

"It can be quite slow having feedback put onto the website. Can this be improved?"

"You need to advertise/promote it much much more as most people still don't know what it is or what it means!!! They only reference <https://www.trustatrader.com/> and think it is the same thing???"

"All I can say is that I have definitely noticed an increase in the number of people who have now heard of the Trusted Trader scheme. However, I do know that some people get confused with a number of other similar named sites e.g. Trust a Trader etc. If we get enquiries for work that we cannot help with, I will use Trusted Trader as a recommendation for people to find who they are looking for in their area. I do however have to be quite explanatory about the site, as the first schemes they think of are the sites which 'sound' similar and not the Trading Standards Scheme."

"Happy with the overall service"

"Is there an app for phones in the future?"

"What I do find is that people are not aware that you are trading standards as there are so many similar schemes i.e. checkatrade.com who advertise that some of their members are trading standards approved where you could maybe advertise that all your members are trading standards approved"

"Great scheme but it's surprising that some are still not aware of it."

"I do think more vetting into qualifications is needed for tradesmen and uploading this information onto the website in a simple format. For example me and my employees hold numerous tree related qualifications and college/university certificates. I do hate it when I am pricing against other companies, also on your scheme, which I know are no were near as qualified as us and the customer has no way of looking at this before ringing the business for a quote."

"Could you send more communication support to business with trusted trader logo"

"I love the scheme as I have pointed out to you when I have been contacted, I know is does get abused from certain traders not "playing by the rules", however no matter the scheme that will always happen, I've only had one client slag me in all my years on this scheme, you contacted me, got my side of the story yet still published the feedback, even though some of it was false, allowing me, maybe two lines of text underneath, like trip advisor does to things reviewed would be great, however I guess with some traders this would just descend into a slanging match."

"Nothing is heard of those firms who withdraw which somewhat defeats the scheme's objectives"

“Carry on the great work & the scheme. It's a fabulous organisation to be part of for me. Thanks Again. Trusted Trader”

“It seems to be working very well at the moment in its present form”

“There is still companies who are working with the logo on their vehicles but no other company logos, I think this should be a rule in the membership that if you don't put your logo on the vehicle then you cannot display the trusted trader logo Unmarked vehicles can say they are in the scheme by quoting a different company name that is in the scheme”

“Could mention be made of the number of years firms have been a part of the scheme?”

“This scheme needs to have a higher profile and more advertising. Clients tend to get it confused with Trusted Trader .com”

“Regular negative feedback should get the removal of company”

“Could you please include a listing for Artificial Grass Installers?”

“None”

“It is ok as it is”

“We are very happy with the scheme”

“Maybe a "star trader" notification i.e. if a trader is constantly getting excellent reviews or a tick box for customers to put a trader forward”

“Could you do more vetting of people who join the team?”

“I feel that the customers let the members down, by not filling in the feedback forms, posted or online?”

“Increased publicity in local press of the scheme and the benefits for both trades and customers”

“Excellent scheme and long may it continue. I would say the success of our business has been built around the scheme. Thanks guys.”

“I'm very happy with the scheme, it has been very positive for my business and customer base. I also find in conversation with customers that many wouldn't go anywhere else but trusted trader for anyone doing work in the home.”

“The only thing I can think of is more help for traders regarding disputes. I think the scheme is good for Derbyshire based businesses and it helps to give customers an insight to a business so that they can make a decision on who to contact for any work that they may need completing”



“Keep up the good work”

“Very happy with Trusted Trader. People can look on line and choose with confidence. Having said that we have had a few clients who have not been pleased with the service received from Trusted Trader members, but the negative feedback will help with that.”

“We believe there are companies in Trusted Trader who shouldn't be in it, as they cold-call. These should be checked out”

“Brilliant service and I'll be a member of the scheme for a long time.”

“It is a very worthwhile and recognised and well run scheme that benefits both suppliers and customers alike.”

“No I think you are doing a very good job, and look forward to working with you for another year.”

“Excellent service can't think of anyway suggestions to improve on that”

“Could we have some feedback cards again, I think more people would send feedback this way.”

“I have expressed this once already. I travel all across Derbyshire to assist people with Lock issues/ failures/lockouts etc. I also travel across county borders as a good number of people use the trusted trader website in South Yorkshire, Notts and even from SK postcodes. it would be useful to me and presume other trades people, showing the distance we are prepared to travel. I don't charge a call out fee. Could the first part of the clients/customers postcode be placed at the end of the review, as this indicates to all future potential customers of the distance and areas covered by your vetted listed trusted trader companies. Thank you”

“I just think with speaking to other companies on the scheme I think sometimes you give in a bit to easily to the customer so it gets resolved quicker and with less hassle. Again would like to explain more in detail if you would please contact me I think a business card type handout would be good to pass on to customer, this could be used to point them to the feedback site.”

“Its fine as it is, works very well”

“Yes can we as traders look at are feedback percentages???”

“No comments, we are doing a great job for a fair price , well done”

“Brilliantly happy 😊 thanks 🙏”

“ID badges as I keep suggesting”

“Keep up the good work”

“None”

“Would still like paper feedback forms as some of my elderly costumers still prefer this method.”

“Stricter vetting as I have had customers say they have used members and had been dissatisfied with quality of work and practices. Reviews remain on site for longer. Is there anything you can do to tackle schemes that have sprung up with almost identical names?”

“We have never been asked to advertise or be included in any trusted trader publication.”

“Improvements could be made by introducing an app for customers and an app for members. Ability to easily post feedback from the website to companies social media platforms”

“I think the scheme works very well, is well run by the staff and feel very pleased to be a member. The only thing that I wold like to add is maybe to have a 'Trusted trader' of the year. With maybe a year's free advert as the prize?”

“well like I said each time I fill this and it's a shame that no one who see this never call me and talk to me about it the customer all feel safe cos you're a trusted trader but some customer I work for told me that they had a painter who says they are in the trusted trader but there no logo on there van so they can't tell if they are or not but they happy with me as I got my trusted trader logo on my work tops but they keep ask me they don't trusted trader don't have a id card with photo and name of the company as they would feel lot more safe if they have id card on as I'm also a Dulux select decorator I got id card with my photo on an my name and my business name on when I show them they all say that trusted trader should do the same but it a great shame that you lot don't listen what we say and I would be really surprise if someone call me about this or read this”

“PLEASE KEEP UP YOUR GOOD WORK”

“Publicise the scheme more.”

“I think that there should be a booklet with a list of trusted traders sent to elderly people so that they can use trusted traders more to prevent them from being conned”

“No! - Please just keep the Derbyshire TT profile in the public eye. Thank you”

“Should be more thorough on checking on businesses For example employee's liability and public liability and what it actually covers when working on customers' properties Also health and safety regulations for example putting their own scaffolding up”

## Question 1a

**If 'Yes', what's the most significant benefit you've had from being a member?**

"More enquiries, and being able to show the TT logo in our advertising"

"Reassurance to clients when we refer to scheme membership. Doesn't drive directly many leads though"

"Gives customers confidence"

"More customers"

"Because potential customers can read reviews before they contact us it has given us more custom"

"more work and peace of mind that the customer gets"

"customers trust that we will do a good job and treat them correctly"

"trusted"

"More customers"

"Public awareness and enquiries from Derbyshire people"

"It has given me new clients"

"Peoples peace of mind"

"Bringing customers to us rather than going to competitors in the area that aren't part of the scheme."

"Website"

"Being noticed as part of the scheme, and also Trading Standards"

"With my business as a tree surgeon customers are looking for reviewed and qualified contractors to give them piece of mind that they are going to get a good job done, your scheme ticks these boxes."

"The ability to read previous customers reviews and make an informed decision on tradesman"

"I think it is that customers can feel safer as the companies are accountable to Trusted Trader"

"Large increase in work from our target client group"

"Sales"

“customers research on TT”

“Being part of credible service.”

“Customers tend to be more trusting if you’re a member”

“Increased sales”

“Credibility”

“word of mouth”

“Reassurance to other domestic customers to read reviews of how our company has performed.”

“The amount off customers it has got me and the feedback forms are great way to boost your Business”

“new enquiries”

“knowing we have to abide by rules”

“new customers who trust you from the start”

“Clients finding me & contacting me as new clients.”

“Increased enquiries from the public”

“Customers who already trust me and know what type of work I am capable of doing.”

“Confidence”

“I would say that nearly all my work has resulted in being a Trusted Trader.”

“Various work without the advertising costs”

“reading the positive feedback from satisfied customers”

“Identified locally.”

“Being able to say that you are a Trusted Trader.”

“When the client calls they already have the confidence that we charge the right price and we can do what we say we can do.”

“The recognition of being a Trusted Traded gives the customers’ confidence in us as a company”

“the confidence and peace of mind it gives to the customer”

“New customers who have been reassured by seeing the company featured on the Trusted Traders website”

“A lot more work .Thank you”

“people calling about work”

“extra business”

“Customer confidence”

“Generating valuable feedback on the DTT website & repeat business”

“New customers, good reputation.”

“It gives people peace of mind that they are buying from a reputable dealer,”

“Being trusted by a local council give our customers trust in the work we will do”

“Customer confidence”

“Pensioners and ladies on their own are more comfortable with tradesmen in their property”

“Trust in our company that a good service will be carried out”

“Reassurance & reviews”

“Access to a customer base”

“more work”

“Increase in work”

“Enquiries from customers”

“Enquiries from a wider area other than my local area”

“I would say more work and people trust you,”

“Leading to work as a consequence.”

“a bit more work and confidence to customers”

“I get most of my work now from being a trusted trader”

“We get most of our business enquiries via the Derbyshire Trusted Trader site”

“People seem to trust the reviews and like and use trusted trader”

“Enquiries about work and peace of mind for customers being able to read reviews”

“trustworthiness is what customers are looking for”

“customers have the confidence and reassurance to use our services”

“We have found a few new customers through the scheme. Hopefully this will grow”

“Increased workload. Good quality of work.”

“request many boiler serving and kitchen installs, but no large jobs at all”

“Customer confidence is increased”

“I have received some enquires from the website details”

“Trusted for the work I do.”

“The public have confidence in trusted trader, therefore more trade.”

“When customers get in touch that have viewed my listing, I know they have done their "homework" and are serious about having a quality job to regulation”

“Good customer response”

“People’s trust in me”

“New customers approach me with a level of trust already established; I then work hard to retain that trust”

“Increase work”

“Work and enquires, from emails”

“customers knowing that they are going to receive a good service.”

“people seeing my reviews, and commenting on my workmanship”

“More business and people's trust”

“Trust”

“A lot of new customers.”

“Trust from my customers that everything is going to be right”

“An increased workload”

“very high amounts of enquiries”

“Quality of customers”

“New customers”

“The independent reviews give the client confidence and the company the credibility it deserves.”

“Numerous customers have found me via the website and used me for my services. people being able to look at reviews on line”

“Being recognized as a Trusted Trader and giving the customer peace of mind.”

“Establishes our reliability especially with out of area customers.”

“older people trust more”

“Improved public perception”

“Good Reputation”

“We get a lot of work from TT especially from the older generation”

“People been able to read other people's experience”

“Confidence that I will provide the service advertised.”

“It has been another year of receiving the most leads from any of our forms of advertising.”

“It is reassurance for my customers some of whom have located me from the Trusted Trader website.”

“the recommendations by people that have found me as a direct result of the scheme”

“People recognise and trust the scheme which gives us credibility”

“customer feels at ease and not concerned who will turn up to do work”

“Regular enquiries”

“being associated with DCC”

“customer peace of mind, both on the standard of work they are getting but also peace of mind for the tradesmen”

“customers confidence in their choice of contractor”

“Although the business is still in the early stages , I feel being a member of the DCTT puts trust in customers looking for my services .”

“Some enquiries via the website. Mostly though people see the logo on the side of the van.”

“getting jobs”

“Had a lot more work enquiries”

“The constant flow of work”

“Lead generation”

“Increased workload due to more enquiries”

“More business and recommendations.”

“No need to advertise, people find me on the trusted trader site”

“people searching online and deciding to call me as a result of seeing the previous responses and the fact that I'm considered to be trusted.”

“Customers find me through it.”

“Increase in volume and confidence of customers”

“The reassurance it gives customers means it gives me more business.”

“The 'trust' element and that the scheme is Council supported that has drawn people to my services.”

“Additional business generated from favourable reviews”

“genuine enquiries for work, not time wasters.”

“Customer confidence”

“More customers call trusted traders”

“customer confidence in the scheme. And members.”

“The use of feedback cards helping customers make decisions”

“Customers ringing, having seen good reviews”

“increased leads”

“The cost effectiveness of being a member and the lovely customers who come from Trusted Trader”

“Getting new customers”



“Recommendations from satisfied customers, which are visible to potential customers.”

“new customers usually as a result of my feedback”

“Positive feedback”

“Clients say its peace of mind for them”

“Trust”

“More inquiries for work.”

“I have had support from trusted trader with a difficult customer.”

“new business leads”

“people recognize the logo and feel confident using us”

“increase in business”

“Customers should trust you over non-members”

“Increased custom from being a member.”

“trust by customers in services that we offer”

“Proud to be a member looks good when quoting”

“Customers checked on the TT website before calling me as they know they have a trader that's trusted with both other customers and yourselves.”

“more business”

“Customer feedback helps new customers”

“Work load”

“Listing of business in local directory”

“People finding my contact details as they search from a trader”

“Increased lead generation leading to quotations given. People trust the companies registered with Trusted Trader.”

“Contact from customers who are aware of the scheme positive”

“trust from the customer”

“Some of our customers booked with us after reading our reviews.”

“Extra work.”

“extra work”

“Potential clients who perhaps would not normally come to us”

“New customers”

“Having a governing councils accreditation”

“Gives customers trust in us”

“Customers have confidence in our business for the start so we don't have to prove how good our service is only show them how good it is. It gives us more confidence to move forward”

“many people and businesses are finding me on trusted trader”

“Customers feeling a sense of trust in choosing our business.”

“Being able to provide our services to the public, giving them piece of mind. It's just lovely that you can be Trusted.”

“Membership of a government / local government scheme gives customers peace of mind”

“It gives people who I have not worked for before more confidence about asking me to quote for work.”

“Customers look for the Trusted Trader Logo when deciding on a choice of company”

“Customers seem to be more confident using someone in the scheme”

“Customers feel they have confidence as we have been checked by yourselves”

“Web site referrals”

“Doubled my work load”

“The website generates a large customer base that can contact the contractor very easily.”

“Gives our customers confidence to use us”

“Better customers”

“Customers know that you have been 'vetted'”

“Being on trusted trader reassures customers that you are good at your job”

“Received lots of jobs based onto our excellent reviews”

“More good quality enquiries”

“More work and feel like I'm trusted by customer.”

“by people reading the good feedback it gets me a fair bit of work”

“It is the reassurance for potential customers that you have been vetted in some way and that others have given their comments on your work ethics”

“It provides potential clients with reassurance that we are an established company”

“Enquiries”

“Registered trademark.”

“Increased customer enquiries.”

“Additional work from your web site.”

“Increased work”

“Increase in business and people trusting me.”

“Increase in business”

“Getting schools as customers”

“Being told that they came to us because we were in Trusted Trader”

“It gives the potential customers peace of mind”

“Having my name on a website local people trust and positive customer feedback has been crucial for me.”

“Client confidence”

“new customers”

“People feel you're a safe bet than the rest”

“Work load has been excellent”

“Additional work and good reviews”

““A lot of business has come through Trusted Trader which gives consumers confidence in the work we carry out.”

“Clients trust you more”

“More business leads.”

“More and more people seem to be using the Trusted Trader Scheme, and probably 50% of our work comes through the scheme”

“I think the benefit is that people have a little more trust in us being part of a scheme ran by Derbyshire trading standards”

“BEING TRUSTED”

“People feel more secure that they are dealing with a vetted business”

“Giving Potential Customers Confidence in our Company”

“Gives customers a bit more confidence if they haven't used us before”

“Been kept constantly in work”

“Increased work load, clients have confidence in your abilities before you start there work”

“New work”

“Potential customer enquiries generated by finding our feedback & website on the TT site”

“Lots of enquiries by phone and e- mail.”

“The work and feedback it brings”

“People seem to like the idea of you being part of something that's recommended by the council”

“New custom”

“Doubling my customer base”

“Probably 60% of my work has come from this scheme”

“New customers finding me of web site”

“The majority of our enquiry's come from new customers who have found and read the reviews on the web site.”

“chimney sweeps from customers reading good reviews on the DCC website”

“Allows customer feedback”

“More leads to new work”

“More enquiries”

“Reputation”

“2 people requiring quotations for potential work.”

“Increased customer enquiries”

“A few more enquiries”

“Customers feel very happy working with a member of the Trusted Trader Team”

“Some customers do say they feel more confident dealing with a trusted trader and always try to use them, this has increased our trade with this type of customer.”

“You are a trusted member of your profession”

“Targeted advertising”

“Brings in new customers”

“Advertising. Being on a register online where people can access trades people 24/7 52 days of the year.”

“Dealing with the general public”

“That people can look on my comments on trusted trader what the customer leaves and they like what they see and also that they feel safe cos you are a trusted trader”

“More calls.”

“New Clients”

“Get a lot more positive response on a cold call when we go to price the jobs”

“Being able to recommend to potential customers/clients the site to look at our membership and the testimonies which reassures them.”

“Local jobs, increased customers”

“The peace of mind it gives new clients that contact me”

“More work comes my way.”

“Increase in customer enquiries”

“People find me as a local trusted business”

“Positive Feedback”

“More work from people who feel they can trust me.”

“When you quote a job and they say we got your number off trusted trader you know you got a good chance of getting the work.”

“Regular new business”

“Shows in search box at County level for both commercial and domestic customers”

“Regular enquiries for new work.”

“People trust you!”

“Contacts and Referrals”

“More work”

“Customer feedback is a valuable tool for generating new business.”

“A little more trade”

“It forms part of our accreditations as a trusted business, so whilst we cannot directly measure the impact of this alone, we are informed that people use us as we are accredited by external monitoring organisations.”

“People can read feedback”

“Customers feel they can trust my business and also it's good for them seeing my feedback on other jobs, small jobs sometimes leads to other work”

“Being affiliated with a local trusted scheme.”

“It gives customers piece of mind”

“Trusted by the public after seeing testimonials”

“Having the label trusted trader”

“People feel they can trust me as they see reviews and I'm part of a scheme they have confidence in”

“It brings me about 30% of my work. It's a brilliant service. Thanks”

“It gives Customers confidence that they are contacting a Contractor that will trust worthy”

“People value, information from trusted trader”

“Visibility”

“Business leads”

“We do get calls from people who found us through trusted trader”

“A significant number of enquiries most of which have resulted in sales”

“It shows us to be a reliable business”

“Customers being more reassured buying from us due being part of TT”

“Customers can find me because I am a trustworthy tradesman.”

“an increase in workload”

“More enquiries leading to more work”

“The confidence the customers get when they get a company from trusted trader.”

“People trust the site so they are happy to make contact with regards to work”

“The feeling of trust from new customers”

“Constant work flow”

“The fact you have a customer feedback on our profiles can help”

“The trusted trader website is valued very highly by the public and is generally the first place customers use to source a trades person. The feedback for me is significant as customers have been very complementary about my pricing and service levels I provide. This is continuing to give me ongoing business opportunities”

“Never need to advertise”

“Gives customers assurance we are reliable trader”

“Got more work from been a trusted trader”

“Being a member gives people confidence that we will do a good job”

“People reading the feedback”

“We think (and hope) it reassures potential new customers.”

“It has got me work just”

“New customers”

“Extra business”

“More work and a trusted business within the area.”

“More business”

“Customers having confidence in you.”

“More work”

“Customers trust you to do bigger projects right from the start they know you respect their property and whatever the customer wants I pride myself in doing every job to their satisfaction”

“Regular customer enquiries”

“More work”

“Lots more work”

“Customer recommendations inspiring other customers to call us.”

“Recommendation”

“Customers seem to have more trust in the contractor”

“Generally more work and phone calls keep coming which is great for my business”

“The older community have peace of mind so are more likely going to use a trusted trader”

“To have good reviews”

“Increased workload”

“Increased sales leads and enquiries”

“Introduction to new customers”

“Some customers expressed that they only used trusted trader”

“People know that by being approved by Derbyshire County Council means that they can have confidence that I am trustworthy and reliable.”

“Reputation confirmations. To what we already have.”

“Being a Trusted trader gives the Customer more confidence that you are a genuine qualified tradesperson”

“More enquiries”

“Amount of enquiries for work”



“The trust from customers”

“Trust & confidence from the customer”

“More enquires”

“More customer base”

“I think that the most significant benefit of being a member is, having Derbyshire county council stamped under trusted trader, it separates us from just a trusted trader, which you can just join”

“Increased leads from customers having more confidence that they have made a sound decision after reading testimonials.”

“The public trust trusted trader”

“Making the public aware of our approved services”

“Regular enquiries generated by the trusted Trader website”

“People trust the site and its members”

“Trust by public”

“More new customers”

“More work”

“Increase in sales”

“Repeat work, customers are confident in trader’s abilities”

“The continuous work and the kind of trust I get from the customers that I get though the scheme Brilliant THANKS”

“Customers seem to have more trust in companies like myself of the site due to the great feedback we have, and it puts confidence in employing trusted traders rather than companies not on the trader website”

“People contacting for being a member & elderly being confident with u”

“Showing everyone that I am a tradesman and having recognised logo on my van”

“Extra work”

“Logo”

“Customer confidence, most are happy with one price”

“Gives confidence to potential customers, also gives me confidence that the customer is solely interested in a proper job”

“exposure to customers”

“new customers”

“Most of our new work comes from people having seen us on the Trusted Trader website”

“TT logo puts people at ease and they have a reference point so they trust you more which is good for us as it’s important to us that they do”

“New customers”

“More work and a lot of recommendations”

“More inquiries for work”

“People ringing for estimates”

“Since being a member I have had more general enquiries”

“An increase in enquiries”

“Customers trusting us to do a good job. Hence increasing sales”

“Being able to direct customers to our feedback on the site”

“Being able to refer our customers to the feedback for them to have more confidence in our products and services”

“A few calls which led to work”

### **Question 1a**

**If ‘No’, or ‘Not sure’, why do you think Trusted Trader hasn’t helped your business?**

“Only received 1 enquiry for business.”

“Made no difference to workload”

“We have not had anyone mention or call because of trusted trader”

“Because when a complaint comes in you are 100% on the side of the customer even when we prove we have done nothing wrong”

“Not enough awareness regarding the scheme in the local community. A large proportion of the target demographic don't know how to check if a business is a 'trusted trader' or not”

“I cannot see any direct reason this may be other than coincidence.”

“We are a well-established company with a, hopefully, good reputation as it is, however being members of the Trusted Trader scheme can only benefit us in the long run”

“Not heard from customers if they sought us from trusted Trader.”

“As a "specialist" retail shop a majority of our business is non local - also we have very little competition in the area for what we do.”

“I have only ever been contacted by 1 person saying they contacted me from consulting the TT website”

“It has helped a little; I need to promote it more for prospective customer peace of mind”

“Inability to reply to reviews.”

“The scheme does not seem to be a concern to the majority of our clients. We are approved by schemes such as the NSI and NICEIC which have much more stringent approval processes and seem to carry weight for our clients.”

“Not many leads”

“No extra business as yet but it hasn't harmed my business”

“I am not sure as I also advertise. I am sure it must help though I couldn't say how much”

“So far it's only covered its costs”

“Nobody says they came in because of my membership”

“No specific listing for artificial grass installers.”

“Only joined about a month ago so too early to say.”

“Not been a member long enough to get feedback”

“Not had no feedback”

“Not aware of any local advertising by the scheme”

“My customers haven't mentioned the trusted trader when asking for quotes. This is something I need to monitor.”

“Not sure”

“General Public has Lack of interest in Quality”

“Most of my business seems to be repeat customers at the moment”

“It’s only just started & hoping that people will start seeing me by the adverts now”

“Whilst having a relationship with the Council, very little "signposting" has taken place...even though I have helped in putting an element of the scheme in place”

“I am not too sure people take it into consideration within our industry”

“Only had 2 confirmed leads in one year”

“We are also Bosch car Service. No one has actually come in and told us they have come because we are a trusted Trader”

“Not convinced it has brought in any extra work”

“Probably because my business is not the normal type of business to be a trusted trader and I am not very good at obtaining testimonials”

“We haven't seen any generation of new business from this”

“Got one job last year. From trusted trader.”

### **Question 3**

#### **The amount of money you save a year on reduced advertising costs (e.g. not advertising in local press/Yellow Pages) (£)**

“a lot”	2 responses
“Did not advertise”	7 responses
“Don’t advertise”	20 responses
“Don’t know”	3 responses
“N/A”	32 responses
“None”	23 responses
“Not sure/unknown”	17 responses
“A few bob?”	

“advertising costs haven’t changed at this point”

“Again not sure as only use my van and workwear plus jackets and coats embroidered up which family where out and about”

“As I have been with trusted traders for some time now I don't need to advertise.”

“Difficult to say, we have swapped general advertising for registration with trade bodies it balances out”

“Difficult to say”

“Hard to quantify”

“Have never advertised for 20 years”

“Have not needed to advertise for at least 20 years as word of mouth has done its job,”

“I advertise as well because if I put loft conversions in the search, other businesses come up that aren't loft converters”

“I advertise in the local press, never used anywhere else.”

“I always budget the same for advertising each year.”

“I haven't advertised to be honest but I'm sure companies that do would make a saving if they joined.”

“I haven't advertised in the local press for years, I still advertise with yell.com”

“I only ever advertise on trusted trader”

“I still advertise...”

“If I were to place this scheme against another it is very good value for money in advertising.”

“I'm not sure what the savings are.”

“Many hundreds”

“N/A as we only advertise with Peak Advertiser and have done for many years this does not change.”

“N/a as I do advertise”

“N/A do not advertise in the local press”

“N/A never advertised rely on word of mouth”

“No change here...still doing a little advertising.”

“No reduced costs.”

“None still advertise in local press”

“Not known, not proactive in any further advertising, reliant upon verbal recommendations, and repeat business.”

“Not use other advertising”

“Only use yell and trusted trader”

“Several hundred pounds”

“Some but not got a value”

“Still advertise as normal”

“Still advertise elsewhere”

“TT doesn't help me advertise - I refer them there to look at reviews - Never picked up new customer through the scheme”

“We still advertise in the local paper etc.”

“We advertise in the paper”

“We do not paper advertise”

“We have not advertised in the local paper for 18 months - 14 per year March - Oct approx. £450”

“We still advertise locally”

“We still advertise, and during the recession these costs have gone up”

“We still spend on Yell etc.”

“Would know more after this year”

#### **Question 4**

**If your business has grown as a result of Trusted Trader membership, please tell us how (e.g. more staff, bigger premises, increased turnover, etc.)**

“£0”

“Not seen any new business generated from this affiliation”

“n/a”

“N/A”

“Not grown”

“No”

“The Company hasn't grown specifically due to this.”

“More turnover”

“Bigger turnover”

“N/A”

“More staff”

“Not really”

“Increased turnover”

“No increase in business but more regular work as a result of the website.”

“Maintained”

“Increased turnover”

“No change”

“Cannot say”

“n/a”

“No”

“n/a”

“Hard to evaluate directly as we use multiple strands of marketing. Often Trusted Trader is referenced by a client who has seen our website or other advertising”

“Just around 10% turnover”

“Not seen a growth this year”

“Not sure it's grown directly as a result of that, more a combination of all efforts”

“Increased turnover”

“Helped towards increased turnover”

“Increased turnover”

“Increased turnover”

“Increased turnover”

“N/A”

“Trusted trader has not enhanced my business.”

“Not grown”

“Marginally increased turnover.”

“Lightly grown”

“Increased turnover”

“We hope to see the increase this season but too early as yet.”

“Increased turnover and number of jobs”

“More staff”

“More staff new premises”

“Increased turnover”

“Grown slightly, but think if we were advertised in more of the area we live i.e. 15 mile radius would bring in more custom”

“Increased turnover”

“Increased turnover”

“Business has not grown as such, but work is more regular”

“Slight increase in potential customers”

“Not grown”

“N/A”

“no still same”

“N/A”

“Increased turnover”

“An increase in turnover”

“Increased turnover”

“Good feedback from customers resulting in new leads etc.”

“n/a”



“Increase client base”

“5%”

“NA”

“Increased turnover”

“Very early days yet to be able to tell as not been on 1 month”

“Increasing turnover”

“Increased turnover”

“Increased turnover”

“Increased turnover”

“Increased turnover.”

“I am a sole trader but turnover has increased”

“Increased turnover”

“Increased Turnover”

“n/a”

“Still quite new so hard to acknowledge this. It does give us credibility though.”

“Turnover increase.”

“Small increase turnover”

“We have just bought a new building with offices and storage and are now recruiting one or two members of staff in the local area. We are happy that we can now offer local people work.”

“NO”

“Increase in turnover”

“My business has not grown as a result of Trusted Trader membership.”

“We are busy with our services and having our details on the site also gives potential funders the confidence that we are an excellent organisation with excellent reviews from clients.”

“Increased turnover”

“Increased turnover.”

“Increased turnover”

“Increased turnover”

“N/a”

“Increased turnover”

“Possibly by a small amount, but we do not have any measure to quantify this exactly.”

“More enquiries for smaller jobs.”

“My turnover has increased slightly through the site”

0

“Increased turnover”

“Increased turnover”

“N/A”

“Increased turnover”

“Increased turnover, more staff and a move to bigger premises”

“Increased turnover”

“Stayed the same”

“Increased turnover”

“More calls”

“We have received more enquiries and employed another member of staff”

“Not as yet”

“n/a”

“Increased turnover”

“We feel that is has got us better quality work”

“More staff, larger premises and increased turnover”

“Increased turnover”

“It has remained about the same as last year but grown more in terms of potential leads”

“Increased turnover, 1 extra staff”

“Increased turnover”

“Increased sales”

“Based on number of customers quoting trusted trader”

“Increased Turnover & Employing my wife for Admin.”

“Increased leads”

“?”

“N/A”

“More enquiries”

“We moved to new premises, have recruited 2 more staff members and have a full time apprentice.”

“Yes, positive feedback is always welcome and helps us progress as a company in all ways.”

“We have moved to new premises, recruited 2 new members of staff including 1 apprentice.”

“Just got busier, I no longer have weekends off during spring summer and autumn :-  
)”

“TT provides continuity of work.”

“Increased turnover due to new customers”

“Turnover”

“Increase of turnover Thanks”

“N/A”

“It brought me lots of work”

“I work for myself”

“Turnover has increased approx. 5K, and no additional staff or premises as yet, but working towards this goal”

“Slightly increased turnover more equipment and also an office which I have built”

“We have the opportunity to grow due, to an increased enquiry rate.”

“I am a sole trader and so I always have a full order book.”

“Taken on part time help, increased turnover”

“Word of mouth to future customers has helped increase our customer base, adding reassurance and reliability to our name because of the feedback.”

“Slight increase in turnover”

“NA”

“One more member of staff”

“Increase in turnover”

“We are a small business but we have taken on one extra staff”

“Increased turnover”

“Not applicable”

“About the same”

“Bigger turnover”

“No”

“No grown just occasional replies”

“Slightly increased turnover”

“Increased turnover.”

“Increased turnover extra ours at work. For me and employees”

“Not applicable”

“More work coming in, bigger profit, been able to outsource work, managed to upgrade my vehicle”

“A steadier work load”

“Increased turnover”

“Not sure”

“20 % turnover 1 staff”

“Hard to say except I go straight to Trusted Trader if I need a skilled, reliable person.”

“Work load has got better, touching more people. But work force hasn't changed.”

“We do get a number of new customers but we do not know why .we have been trading 60 years!”

“Increased turnover”

“I keep at a constant pace”

“Increased turnover”

“I am still a sole trader but being a member of the scheme has improved my turnover.”

“Increased turnover, quality customers”

“Increased turnover”

“It could help grow my business, if I wanted it to grow, but I am happy the way I am.”

“1 more employee this year from growth of business in all areas of advertisement, not just your scheme.”

“N/A”

“Increased turnover”

“N/A”

“n/a”

“Increased turnover”

“N/A”

“With the one increase in work I've had to set on an apprentice to cope with work coming through”

“N/A”

“Slight increase in turnover”

“n/a”

“Increased turnover, extending unit.”

“Not grown but re affirmed confidence with the consumer market”

“Increased turnover”

“Increased Turnover”

“We have grown as a business employing more people, but it's hard to say how much of it is down to Trusted Trader. Obviously it contributes with added custom.”

“No”

“N/A”

“n/a”

“More local trade”

“n/a”

“N/a”

“More customers, more staff.”

“N/A”

“No”

“Increased interest leading to increased turnover”

“n/a”

“More turnover”

“Na”

“Increased turnover”

“N/A”

“Increased turnover”

“No”

“No”

“Nil”

“Levelled so far this year”

“Increased turnover”

“A few new customers via the membership so turnover has increased.”

Sole trader so not grown.”

“No change”

“No”

“More work carried out, increased turnover.”

“Increased turnover”

“No”

“10%”

“N/A”

“Hard to quantify”

“I have an apprentice”

“The business has continued to grow slowly year on year, but it would be difficult to say this is a result of trusted trader.”

“N/a”

“Slightly increased turnover”

“No”

“Help to increase turnover”

“More turnover.”

“Not Appropriate”

“None”

“Not sure”

“No growth just good customers”

“We are maintaining our reputation”

“More inquiries”

“Just plenty of work”

“Increased turnover”

"We have grown as a company, staff and premise but not sure the value that trusted trader has contributed, but certainly played a part"

"I have just gone vat registered"

"Stayed the same"

"If your business has grown as a result of Trusted Trader ..."

"Business turnover has grown 50% since being a member but I don't think it is as a result of TT membership."

"Too early to comment"

"Not applicable in my case"

"None"

"Remained a constant."

"Again unsure as a new business"

"No"

"We started with 2 staff and now we have 5, but it isn't all down to trusted trader not sure, hard to tell"

"N/A"

"Don't think it has"

"N/A too early to say"

"I get customers recommending me to their friends and family and it's a great way to get more work"

"Not grown just gives new customers more confidence"

"Increased staff"

"General awareness of my proposition but not significant enough for additional staff or premises."

"No"

"More Customers and referrals onto their friends."

"Not grown"

"Increased turnover"



“Increased turnover”

“Increased work”

“Increase turnover”

“Never advertised anywhere else”

“N/A”

“Fills a gap in the domestic market turnover. Word of mouth and recommendations increase.”

“Can’t really answer these question as only been a member 2 months”

“Increased turnover”

### **Question 5**

**Do you think that Trusted Trader membership represents good value?**

**If ‘No’ or ‘Not Sure’, please tell us why:**

“Customers are not always right we have to abide by the consumer rights act and so should customers - this is not a view taken by trusted trader”

“Too expensive”

“The price has increased massively since I became a member and I don't think I have been offered anything more for my money”

“As some customers have said that they don't believe the comments are true because all the comments are always good”

“For previous reasons”

“See earlier answers”

“Too early to see whether or not it will make a difference”

“As mentioned earlier we haven't seen yet the value this may add”

“Not had any work from it”

“Can't tell without doing a survey”

“I rarely find customers are aware of the Derbyshire Trusted Trader scheme”

“Nothing to compare to”

“Increased membership costs not justified as no promotion really”

“Not all businesses in my field have the qualifications they say they have”

“I think it has become somewhat expensive compared to what used to be charged”

“Marginal as membership cost for single trader but Limited Company is disproportionately high compared to businesses with multiple employees.”

“The recent price hike was quite a shock”

“We don't get a massive boost from this and other advertising can be very cheap and very effective - like Facebook cost per click advertising for example”

“Not sure - as cannot pin point exactly which accreditation has the most impact with our previous customers.”

“Still comes down to the bottom line in some customers' minds, and not just as a member of trusted trader.”

“I don't care to call other tradesmen 'competitors' or get an advantage over them; I do my best job and don't worry about such things. Others have other 'advantages' over me, I assume.”

“I think that price is king and it does not seem to matter what you do , it's all down to the price you charge.”

“Because I don't know how much work they get, I would imagine that it would. I would prefer to choose someone from the Trusted Trader.”

“No because within our specialised category there are gardeners and landscapers too with little or no tree surgery experience.”

“If the County Council was really bold and compelled all traders to be members then everyone would operate on a level playing field”

“Some still get better prices than I can and they don't even do jobs properly or at all!”

“Because I do not know if people have bought from competitors just because they are cheaper than me and not members of the Trusted Trader Scheme”

“No because the public will still use businesses that are not members, as can be seen by the number of travellers working in the local areas ,if trading standards and the tax and vat people would get in to them it might be off benefit to us companies in the trusted trader scheme that are legitimate and don't change our name every year”

“Not everyone is a member and those kicked out of the scheme are still in business only due to the fact that I think we should cover more of a radius to where we operate , giving us more business as we reach more people”

"I do not have their sales figures"

"It's very little cost for maximum return"

"I am wondering whether the price going up every year by so much will but good people off"

"Yes"

"Yes it's the best thing I've done it's a great scheme"

"Very happy. It also gives us an advantage over other quotations."

"No. People will call out anyone. Because of lack of knowledge to who are skilled traders and who try to be skilled."

"Yes" (4 responses)

"Yes to all of the above"

"Yes as customers check who's coming in there property"

"Yes to all of the above questions."

"Yes very happy"

"Yes it helps confirm trust."

"Yes am happy"

## **Question 7**

**If we receive a negative comment about your business we intend to give you the right to respond before we publish it. Are you happy with that approach?**

**If 'No' or 'Not sure', please tell us why:**

"This type of negative approach does not help anyone, it creates more work and hassle for council employees as they become mediators between the customer and business, it can hurt reputable businesses as other customers read the negative comments and are put off by this and the most important thing to consider is that most of these negative comments are from customers who know one can please or have a grudge against the company. If it is a legitimate complaint then it should be dealt with in a private way between the customer, council and business NOT on display for anyone to see."

"As then it would make the site more believable similar to TripAdvisor and then the rubbish companies would not be on there"

“When customers complain about a workmanship it's always one-sided we end up either having to refund money or being to blame for anything that goes wrong not the customer even if the customer is being unreasonable and completely and totally unfair it's always the trader not the customer at calf I myself have fallen foul to this on two occasions up to now”

“Members that we talk to believe that the General Public do not have enough information about the Trader.”

“Only if you have the right not to publish deliberately malicious feedback comments”

“The right to respond does not state that it will not be published if proven to be incorrect. We have recently had this issue with Yell where something we as a business can prove is wrong has been published that in our minds is defamatory and should not be published. If the information in the feedback is incorrect it should not be published”

“You give us a right to respond, however we are not allowed to have our responses published on the feedback by the client. As happened to me in 2016”

“if you have no choice but to publish it's like Facebook although I don't get bad feedback it only takes one person or customer to misinterpret the work carried out as bad when it might not even be related to something you have done. i.e. a burst or leaking pipe when you're an electrician but customer says you did it by having floor boards up when you didn't even go near it. so even as a gesture you put it right but the complaint is negative in the first place and published on the site under feedback I think it could lose you customers through no fault of yours. I use to work on cars as a motor vehicle technician and I know that customers make things up such as since my car was serviced I now have a dint in the wing and my radio does not work, that's why we always took photos of dints and tested the radio for faults so we could note it down before the customer could make out we had done this. However in a domestic property situation this is not possible.”

“If I have a negative comment I would like to be told about it first”

“Potentially yes but it is very important that a realistic dialogue is allowed and resolution achieved before any of the comments are posted. I suggest also that no comments are posted until we have confirmed that the project at issue is completed. Most renovation/extension/loft conversion projects have a period where the customer is stressed - we are often deconstructing their home whilst they are trying to live in them. It is only reasonable that they may be stressed during this period. However we do everything possible to support them during these unavoidable periods and to minimise the length of disruption. It is rare that a customer is not satisfied by a later point in the project. However we have had experience of clients who have used the threat of negative comment on a small element of a much larger project as an unreasonable negotiating tool. As a business we have a reputation to maintain from project to project whereas our clients will only have an online presence that has no subsequent ongoing consequence. They therefore have nothing to lose by using negative comment in this way even though they may be 100% happy with the rest of

the work and the issue at hand may not even be within our control. So adjudication should certainly be part of the process.”

“As sometimes customers have extras here and there that seem to think they should be included.”

“You should publish the response”

“You can never please everybody but we always try”

“However it’s important that this is investigated with the person giving negative feedback and is not a hoax or mischievous review”

“Thankfully I am not aware of you receiving any negative feedback.”

“BUT I make sure customers are happy with everything before I leave their property”

“We had a comment published which we deemed negative in parts but it was still published and is still live without you contacting us”

“Negative feedback should be thoroughly investigated before published on the website due to the potentially devastating effect one negative feedback could be. People usually take more interest in the bad reviews than the good”

“We don't have complaints”

“Not all feedback is genuine and sometimes customers do make errors and also their own expectation and be more than the service or product offered”

## **Question 8**

### **Is there anything else we should consider when dealing with negative comments from customers?**

“Yes as stated in the previous question most of these negative comments are false and to be fair if this is going to be the way Trusted Trader deals with these issues from now on then there should be a section for businesses to put in Negative comments about customers e.g. rude, not paying for work done, paying late, cancelling appointments at the last minute, not paying for extra work done as requested etc. I think this is a vital service to other businesses to make them aware of these problem customers to help them avoid financial loss, stress and worries. Do it the way TripAdvisor do it if you’re an excellent trader you would have nothing to worry about also customers of some traders would not want to send in a negative comment”

“No as my views and opinions don't seem to matter when speaking to Trusted Trader Office the only person that is helpful there [officer name] who I believe is very approachable is not one-sided I will do anything to help both the customer as well as the trader having dealt with [officer name] in the past the only feedback I can give is in order for her to be able to give comment on any works to properties I believe she

should be us have some form of formal qualification to be able to pass comment on work rather than their opinion”

“As a whole our customers are very positive, however there are customers who look and actively seek out issues, that is human nature and when you have websites like trip advisor who give these people a voice we think it can become damaging to the website, for example we no longer take any notice of feedback on trip advisor as it has become in large a place for people to have a moan, rather than a constructive debate and as such it is not a reliable source of information for the consumer. The other reason which needs to be considered if this starts to happen will Traders stop handing out the forms again rendering the website an unreliable source for the consumer.”

“Allowing the traders response to be published would be a help”

“If you have no choice but to put all negative feedback on the site then when it has been looked at and the customer has been found to have put unfounded comments then it should be highlighted in bold red that you have rejected the claims following an enquiry and the feedback should not be taken into account”

“Should ask them why that not happy and that you should get hold of me so I can try and sort it out”

“See previous”

“Providing works are good. And taking in to consideration that old houses can cause another job if the existing decor is week?”

“That they are verified first to be truthful”

“It is important and only fair to publish responses of traders to negative comments”

“Customers come in all shades - they may be vindictive, immature, and wrong. I'm not sure it's always good to publish their negative comments.”

“If the customer is competent in giving the comment”

“Yes definitely. We always provide an excellent service to our customers however we have found that some are very hard to work for, we have been treated recently by a customer like dirt yet if they chose to leave a review it would get published. He would probably fail to tell you other companies refused to work for him. He was a total nightmare from start to finish and tried his hardest to find fault at the end of the job, his next door neighbour openly told us people have walked away and left jobs unfinished due to his attitude, we finished his job but also almost walked away ourselves. Some customers are unbearable others lovely but when we know there are customers who would just love to leave a bad review for the sake of it I think it is unfair comments would be printed if this was for malicious reasons.”

“Yes. Have they any history of making complaints to yourselves or any other body?”

“Only to ensure that the complaint is valid and then we as traders have done all that we are obliged to do for the customer.”

“Things don't go right all the time, sometimes out of the person's control, also a competitor could start making negative comments about you.”

“Tradesmen views”

“They have to be checked that they are genuine customers and not a competitor being awkward”

“Always listen to both sides before making judgement”

“I feel that all negative feedback should be investigated and discussed with the trader involved prior to publication. Malicious feedback could seriously damage a trader's reputation.”

“They are not always right and definitely do not always tell the truth”

“asking for proof from the reviewer that they did use the service - I have heard of competitors sending in fake negative reviews which is always a worry for me as I work hard to maintain my 5/5 rating”

“If the feedback is right and they should be able to respond”

“Whether it is objectively correct.”

“That they are genuine and not a competitor trying to get an advantage. May have upset someone outside of business.”

“Keep a database of complaining customers; I think you may find the same ones keep cropping up”

“History”

“The other side of the story”

“In many cases customers try to apply the policies of very large stores who have a different business model to small stores like ours. An example is returns, because say [company] will take a jumper back without a receipt months after purchase customers expect that to happen in our business - it is simply not practical for us to do that and well out of the responsibilities we have based on consumer law and the sale of goods acts. People cannot order special order tiles that they then want to return at a later date for a refund. If they are faulty then of course but because they mis-measured or changed their mind is not our fault.”

“The need to establish if the customer is genuine or actually a competitor in the industry that is attempting to use negative feedback as a means of creating a negative opinion about your business (i.e.: sabotage). Information such as full name, address and Invoice number on the comments section should be standard (even

though not necessarily published on the site). Thus, there would be traceability, should there ever be a situation where the validity of the person commenting is in doubt.”

“If they are actually true”

“Only if they are justified”

“There are always two sides to an argument. So as long as the trusted trader member has a chance to have their say.”

“Before the neg comment is posted, it would be good to be able to put the customers concerns right, then there would be no need for neg comments as it’s all put right”

“The impact it will have on the company”

“Make sure work has actually been carried out, perhaps photo evidence”

“That the customer is not always right”

“Discuss with trader before putting on line”

“The original quote for works and or advice offered.”

“Definitely get both sides of the story - the customer is not always right”

“Be aware that not all negative feedback is genuine or justified”

“Not getting them in the 1st place”

“So long as we get the opportunity to discuss it with you prior to it being published that should be sufficient”

“Customers see the scheme as a threat to us”

“Be in full possession of the facts”

“Depending on the situation I think if a negative response has been written by a customer you should call them to see what the dispute was and maybe visit the customer to see the work that has been done? Before the comment has been published”

“Just to make sure they are bona fide customers and the comments are legit which I'm quite assured you would already do also there are 2 sides to every story but we hope as a professional outfit that this wouldn't happen to us.”

“The reason for the comment.”

“Negative comments help improve your business”



"We always try to reach an amicable solution to any problems with our clients, however one cannot please everyone all the time, that said there are always two sides to the story and you should always get the full picture from both parties before posting negative comments as they can ruin a reputation that has taken decades to build."

"No, not as you are contacting the trader first to get both sides of the event"

"I think you should hear all the relevant details from both parties and then try to mediate on a positive outcome for all concerned negative feedback is of no use to anyone."

"Not really - the right for accuracy"

"Sometimes as a trader you can't please everyone all of the time, some people will be negative no matter."

"Just make sure it is a real customer of mine"

"Further investigation by yourselves"

"I have had a negative comment from a client in the past that turned out wasn't anything to do with the work I did. I think that negative comments should be able to be removed prior to publication if they have been addressed."

"As long as both sides views are considered I don't see a problem"

"There is always going to be some negatives as every individual has differing expectations. How you deal with a problem makes a good company and showing how the negative feedback has been dealt with shows this."

"Some customers are not from this planet"

"No - but it would be good to respond before negative comments were published."

"To ascertain the full facts. There are customers, not mine, who want something for nothing and will use the internet as a blackmail tool."

"Making the business aware of it"

"Knowing all the facts and how some people can be difficult."

"That they are factually correct and not malicious."

"No" (27 responses)

"Careful FACT finding required!"

"We have to be careful of the people that think if they complain that they will not have to pay. We have had a couple of people that do try to come with well my tap stopped

working after you left, when you explain we haven't touched your hot or cold supply just your heating system. but these are few and far between but could try it on. There is always 2 sides to a story and a full investigation should be done before posting negative feedback as the effect this could have on the company could be massive and could all be down to an issue that is either not an issue or not the traders fault."

"negative comments isn't the correct terminology , it may be something that is beyond our control and although the customer understands and appreciates it can still come across as negative feedback, i.e., move fit date due to bad weather conditions customer understands but is frustrated."

"You just need to ensure that the trader has had opportunity to solve the customer's problem before negative feedback is published"

"The number of individual jobs completed satisfactorily by a company should be used as a yardstick to judge the validity of negative comments as the level at which individuals would complain varies considerably."

"Only that we should have a chance to discuss any issues with the customer first."

"Take in to consideration that some customers simply cannot be satisfied unfortunately."

"As long as if you get a complaint, you hear both sides before acting as the odd customer will complain about everything."

"Obviously there are two sides to every story, when/if a negative comment is received it would be useful if you considered the traders previous performance to hopefully give some context to a scenario"

"Learning from mistakes"

"Investigate if the negative comments are truthful or a ploy from the customer to get a discount on their bill."

"Investigating the complaints from both sides customers and traders"

"Never really had a problem & have never got a negative feedback from anyone, but if I did I would like to put my case first before it was placed on any site"

"Not sure"

"We do our utmost to provide a good service, we are only human though and realise that you can't please everybody all the time. If we have had a negative comment then we are happy to try and rectify any problems and would hope that the client would approach us first to give us the opportunity to make things right. If however they approach you first without telling us of a problem it would be good if you let us know so that we can contact the client to see if there is anything we can do to sort things out. If we are unaware that there is a problem then we cannot sort things out

It is very difficult but I say the most important thing is that the negative feedback is justified and correct it's very easy for someone to give a negative feedback when not deserved"

"Make sure they are genuine and malicious"

"Don't think so."

"That you can't keep all customers happy period but the percentage of happy customers should be high-any business that says they keep all customers happy are being evasive!"

"The customers natural demeanour, i.e. some people will moan about minor issues all the facts are correct"

"I usually put estimates and any unexpected problems discovered in emails or texts to the customer. I would expect these to be examined if there was a negative review."

"Go out check job, speak face to face with customer and trader"

"Some customers can be very hard to please. No matter what you do. Investigate if its personal and not business related."

"Always get both sides"

"Not if they are genuine."

"Taking the contractors points and views on the matter. Knowing how to resolve the matter and not being afraid of being removed from the register for minor issues."

"Not sure"

"That their concerns must be valid and proven as bad reviews can cripple a business and the reviews could be purely malicious due to other factors in the client's personal lives"

"It is important to verify the feedback to stop malicious or competitor interference? The option to respond to negative feedback is vital to clarify or negate the situation. True feedback is vital to the scheme and gives the customer information that they need to make a choice but invalid negative feedback could really harm a business. Please be careful!"

"No, The approach of giving the trader a right of reply is important."

"You should consider whether the comments are malicious or without foundation."

"Although I have not had a negative comment if I had I would like to have the chance to be given my version as some people are just never happy!"

“Always listen to both sides of complaint”

“Only to make sure any negative feedback is looked into thoroughly before the feedback is published”

“I would rectify any problems before, by asking customers if they are 100 percent happy before I leave.”

“Depends what the negative comments relates to whether costs (over charging etc.) or poor workmanship”

“No quite happy with the way it works now.”

“The customers should be made to understand that they should first get in touch with the trader and give them a chance to make things right before complaining to you.”

“It should be possible to remove negative feedback once a situation is resolved or if not possible be a method for the business response to be added. There must be time allowed for the business to respond, some sole traders do go on holidays and may not be able to respond until they return.”

“I think it is fair to approach me first to put anything that is wrong right but there should never be an issue or negative comment if you are a true trusted trader!”

“It should be constructive and be focused on what improvements need to be made to a particular part of a service provided. What we don't need is comments that don't lead to an improvement.”

“Make sure the complaint is genuine. There is a surge of bogus complaints currently from people who want work doing, but do not want to pay for it.”

“Sometimes competitor's may put in a false complaint to gain an advantage over your company we have had other traders trying this in recent years. Through creating a false complaint via their friends [or family]-so-how would you be able to safeguard against a falsified 'complaint' or negative comments, because the biggest enemy of any successful company is jealousy. the success of the trusted trader scheme relies on the offer of mediation and independent protection for both trader and customer, without robust monitoring of comments, the scheme would not continue to appeal to some traders who do not want to participate in the nastier side of social media's instant opinion and diatribe policy. to conclude, 99% of customers are decent and good people to work for but the 1% who are known in the trade as professional 'non payers'-who set out to create complaint to avoid payment. it is hoped that the scheme will continue to challenge the 1% and not accept negative comments without proper investigation.”

“There is always two sides to the story, if you publish a negative, the traders response and actions to the complaint should also be published to be fair, also every complaint issue should be followed up by yourselves to confirm the situation has been resolved and also put on the website”

“Think you should liaise with the trader re negative comments as well”

“Customers are not always right.”

“That it is a true comment base on real facts and not a case of sour grapes  
I presume our right of reply will be in text below the negative comment?”

“Negative comments should be taken with a pinch of salt, I've had one customer complain to yourself about not turning up on time, but failed to mention that I'd been there the week before to do a job and didn't charge her! Also negative comments would also impact on my business and also would feel I'd have to leave trusted trader to get away from negative responses. Customers can be having a bad day, week or month and if you're in the wrong place at wrong time your business could get hurt. A lot needs to be taken into consideration, if there are serial tradesmen offenders that goes without saying but for someone like me who goes out the way to help people and do my best then there should be another process without publishing negative comments.”

“Trader should be given chance to put right”

“Their previous history of using tradesmen.”

“People will lie or bend the truth to get the result they believe they should have.”

“You need to make sure they are genuine customers We have a google review from an unhappy ex-employee of one star and we can't do a thing about it to remove it .  
Very damaging”

“Sometimes a very small problem for some customers becomes a big problem and when it's not resolved, even bigger which can be very negative to any business”

“Keep a database of customers giving negative feedback in order to make sure they are not just doing it to cause problems.”

“Sometimes customers are awkward get both sides of the story”

“You could visit the job and see what the problem is and if it is right what customer is saying and that they are just not wanting to pay which happens quite a lot”

“Nothing that comes to mind but each case has its own merits.”

“Not at this moment”

“No, I think the fact you look into it before publishing it to get the businesses view to is good”

“If the negative feedback is as the result of some dispute, I think it is essential to get both the customers and the company's opinion on that dispute.”

“Just that it's a fair result.”

“No! I believe that as long as the business owner reserves a right to reply to negative comments and give their version of events etc. then I can’t disagree on someone having a right to air their views”

“It needs to be confirmed that a customer making a negative feedback has been a genuine customer of the business and not just a malicious comment”

“I don't think so”

“No, a notification is fine. An honest trader will know their customer and their mistakes if any had been made.”

“Is it reasonable, some would never be satisfied even if there all day doing a simple job? Is there competitor involvement trying to stir up trouble”

“Depends on the comments”

“Customers often think that you should work for a minimum amount of money and do not understand the costs of running a business”

“As we all know, some customers can change their requirements part way through a job which may incur additional cost. Some people, I am sure (even though we have never experienced this so far) will class the extra cost as being negative. Also you may get someone who becomes unreasonable even though you have carried out the work very professionally and to an extremely good acceptable recognised standard as always, just to either prevent or reducing the final payment.”

“Look into it and put a comment from yourselves.”

“As long as both parties are given the opportunity to respond, then that is fine”

“Not all customers are totally truthful”

“No everything works just fine as it is”

“Never considered as it has never happened”

“There will always be difficult customers whatever the business and some people would find something to complain about even if my service were free of charge”

“All negative feedback should be published so the positive feedback is not diluted”

“No I agree in giving the trader a chance to respond”

“Investigate the reasons for their displeasure”

“If there is any mediation in progress, maybe negative comments should be withheld pending the outcome”

“Customers attitude”

“Check that they are not 'trolling' or have a hidden agenda”

“If the customer has contacted the business and discussed the problem first to see if they can get a suitable outcome. Why they feel they need to make a negative comment (the circumstance around the negativity). We are a garage business and find that people often think they can take up 30-45 minutes of your time and not have to pay or expect expensive diagnostics machines not to be charged for.”

“Make sure they are genuine.”

“No, just find out what happened, or went wrong.”

“As many of our client base have mental health issues and dementia it is important that any negative comments are reported to the service provider first so that the concern can be dealt with immediately and second for the service provider, who will have more information about the client's needs, to have the opportunity to explain about confusion that some of our clients may be suffering as a result of the above conditions.”

“Prior warning needed if negative comment written just so can discuss in case an unfair comment published”

“No it's great as it is”

“It would be important to find out both sides to the 'Issue' from which the comments have arisen & establish whether the customer is being Fair & has ensured they have taken all reasonable steps to ensure the tradesperson was best able to carry out the work/service to a satisfactory level. For example has the customer answered calls & allowed proper access? Are the customer's expectations realistic?”

“Should contact all parties concerned before any negative feedback is published.”

“There are often 2 sides to every story so you should ensure we have had a complaint raised by customer, some people have axes to grind.”

“Nothing”

“I have had one non-paying client threaten me with negative feedback if I took him to court.”

“Some people are not happy unless unhappy about something .it's a human thing.”

“Competition and false reviews.”

“If I have any issue with any customer I always call you for advice. It's much appreciated”

“Always give the trader the possibility to comment on feedbacks not just the negative one”

“That it is genuine feedback and not a competitor wanting to make another business look bad”

“As long as you give us a chance to reply that'd fine”

“No but one customer tried to give negative feedback because I was simply too busy to commit to their job.”

“Not sure how to answer this one. Would hope in the event of a customer being unhappy it can be resolved to all parties satisfaction,”

“Action taken by business to respond to complaints”

“Always should speak to the member as there are cowboy customers out there too”

“The business concerned should be contacted so they can explain any issues that have arisen.”

“That the comments are genuine, and are relevant to the work undertaken, not resulting from something that's out of the traders control.”

“If the comments are true or not”

“No. Happy with the current system”

“The only complaint I have ever had I finished a garden tidy which the customer could not praise me enough for the workmanship I did a regular grass cut and a tidy up every fortnight until the wet weather set in for winter so I naturally thought that's it until spring she then told you that she got in touch with me on numerous occasions and I did not get back to her and was ignoring her which is what you printed in my reviews for [company name] I did not take this very well as I am in this job to make money I don't believe in taking money off people when do to the weather you would make a right mess and charge them for it anyway this is not in my nature and never will be I am to honest to take advantage of any person unfortunately on this occasion being honest bit me in the bum which hurt my feelings”

“You just need to make sure that it is a genuine grievance.”

“All comments positive or negative should be presented to the company before publishing, as names/addresses/prices etc. could be included that may not be appropriate to be published. The company should be given an option to amend personal details, but of course, not the details of the review. Negative comments should be held for review rather than publishing straight away, possibly have a 3 strike system before the company is struck off the register. The whole idea of this review system is to promote good tradespeople, not defame bad ones.”

“With how some customers are, they are not always right, would love you to contact me to explain why”

“Sometimes impossible to please”

“No your process works fine”



“That there is always two sides to every story”

“Has the customer allowed the trade person etc. to rectify the problem first, before any bad feedback?”

“Just now and then you get someone who would not be satisfied no matter what you do, I personally have had 3 bad customers in over 30 years.”

“No, just give the trader there chance to give there side of the story, sometimes there are as many bad customers as there is bad builders”

“If a negative testimonial is given, it can be very damaging to a business. I have no problem with negative comments being published if they are warranted. However, I do think that a thorough investigation regarding this feedback (or an agreement by the business owner that the feedback is accurate) should be sought before publishing.”

“Customer should be asked if they have approached the trader regarding the problem before they left any negative feedback”

“As long as the complaint is genuine but some people will always abuse the system make sure you have all the facts from both sides”

“Nothing”

“The customer”

“There are many unscrupulous contractors more than willing to take advantage of any scheme for financial gain, care has to be taken”

“Past reviews”

“It would be useful if you could arbitrate in difficult cases”

“There will always be one person that wants something for nothing and it's that one person that could potentially give negative feedback”

“I think it is definitely good to contact the Trader before you post the comments. However, I wonder whether if the negative comment is resolved between the Trader and the Customer, a comment by the Trader could be posted along with the negative, to show a resolution was reached between the two parties. This would show the positive of the Trusted Trader Scheme and show those Traders who are genuine in providing the best possible service to resolve any negative or misunderstanding which can arise on jobs.”

“That we gave the right to reply before publication so future customers can see that we have dealt with the issue accordingly. Also, you will need to find a way of protecting against malicious bad feedback left by business rivals or trolls.”

"It's very rare we get negative comments from our customers but there will always be the odd one where it doesn't matter how hard you try to resolve the situation it is not acceptable. As long as we were given the opportunity to review and put our side across I would be happy with that."

"If this is a genuine complaint from a genuine customer and we are given fair arbitration and time to right the Problem should we need to then that really is all I ask"

"There's always to sides had 1 issue with you before and it was handled very well."

"Contact the customer directly on the phone to get info from them. As they may not be telling the full truth at first."

"Not all people are trusting towards a trader?"

"Check that it is genuine there are plenty of cowboy customers out there who don't want to pay"

"Not really"

"If all comments are fair and are a balanced appraisal of the customer /contractor relationship etc."

"Sometimes customers can be a bit over the top! As I haven't had many customers complain! But they think they have a right to complain even if I haven't done any work for them, just not got back in touch with them, sometimes running a business is hard and we do forget about them! It's not intentional. It should be based on the work done."

"I worry about the feedback forms being filled in by any customer, friend or family and not as a result of trusted trader. This would give a false positive feedback."

"It can be done from friends of rival businesses or people holding a grudge. Unfortunately it happens a lot. Look at eBay... in the end they stopped sellers for putting negative feedback because they could not control what feedback people were giving. I do believe it is very easily exploited."

## **Question 9**

**We keep feedback on the website for 2 years. Is that long enough for your business?**

**If 'No' or 'Not sure' please explain why it's not long enough:**

"we only do 1 job a week and not everyone leaves a comment and we don't know who hasn't left a comment be better to limit it to 100 comments and put dates to them also some companies employees no longer work there"

"3 years would give a better impression of the business being longer established"

“NO NO NO - our projects can last for up to 18months and relatively we only have a small number at any one time - this means that the maths limits us to only having a small number of reviews at any one time which will not demonstrate the extent of our work”

“Leaving all historical feedback shows continuity and confidence that the business is established”

“Not all customers leave feedback so relevant to keep older comments”

“We think that keeping the last 10 is better than 2 years”

“Should have as many feedback as possible”

“I have been trading for over 10 years”

“Should stay on there”

“The feedback should stay on indefinitely so that the record can be traced right the way back. Similar to the way that eBay works. I have lost many of my feedback comments and I am unhappy about it.”

“Why not keep it on forever? This policy of deleting after two years is not very fair. The customer’s opinion is still the same - 6 years ago that person did receive good service and was happy so why delete it?”

“Should remain permanently”

“Prefer no time limit”

“I think all the customers comments should be left on.”

“5years minimum”

“It’s good to see a back log of customer feedback to see consistency of quality”

“I think feedback should be left permanently”

“Should be no limit”

“Probably 5 years”

“5yrs”

“Most of My customers are returning customers for long periods, I don't take on many new clients in a year, I feel I can't keep on asking for reviews .....

“Not all customers respond even when you ask them several times, even when they promise to, so it helps to retain historic feedback for future customers. I also believe

that having a long standing history of feedback helps reassure customers that the company they are looking at has been of a high quality for a sustained period of time,”

“No it's not enough time. I find that even though all my customers are very happy with my work not many make a review, either forget about it or has not got the time etc. So if reviews from more than two years back would not show it might be bad for my business”

“I wondered why I thought reviews were disappearing...why do they need to be deleted?”

“Needs to be longer to establish a longer period of good service.”

“It's really frustrating when we try to build the number of reviews and they keep disappearing as not every customer through the scheme will fill in the feedback cards.”

“As a well-established company, our complete history of feedback should be available.”

“3 to 4 years is better”

“Our business (central heating), benefits from a longer history.”

“Should be as long as a member is a member.”

“Would leave 3 or 4 years”

“It would be nice to have the full list available for all to see”

“Personally I get some brilliant feedback and I don't think it's right it should disappear so soon, these things need an 'over all' view”

“Should be either indefinite or at least 4-5 years”

“All feedback remains relevant, as it's demonstrates how long some companies have been established.”

“My work is a bit seasonal so I would like to see the comments on for much longer 3 years would be better”

“We don't get that much feedback, could do with it staying on longer.”

“I feel feedback should be left on indefinitely as this would give customers knowledge of long term works rather than just recent works and leave them safe in the knowledge that the tradesman has always left people happy with the works over many years”

“I think the history of a tradesperson is important.”

“Should keep all feedback on as customers can see every review”

“I think it should be longer”

“Some businesses don't have a large volume of customers.”

“3 yrs or maybe a rolling 20 customer comments,(new one comes on, oldest drops off) even though a great job done some customers just can't be bothered to send a review”

“I think clients like to see a longer history, 2 years is a relatively short history for a business”

“I think that maybe a total amount would be more relevant. That way feedback would still be fresh but give some depth as new ones would push off old ones... and remember not every business gets massive amounts of feedback so some could look very sparse!”

“It should be longer”

“My business thrives on good feedback. It can only be a good thing if we can show that we have been consistently good over an extended period.”

“If all customer feedback is kept on the business page, it gives potential customers a better view of how long you have been trading and been a member of Trusted Trader. Also we have worked hard for the positive comments.”

“I'd prefer this to be kept for 5 years.”

“Three years would be better for me”

“Some customers want to look back and see how long you have been receiving positive feedback”

“My customers have been with me for many years so I don't have new feedbacks coming in, so if after 2 years my feedback is removed I may end up with no feedback for potential customer to read.”

“3 years will be better”

“Because you could keep a record of all feedback”

“If there positive comments why take them off?”

“I think it should be kept on permanently, customers can then see you have been in business longer than 2 years.”

“I believe all feedback should be kept on the profile page from day one, this is the best way to truly show who really trusted traders is as this will show a long line of feedback going back to when they joined”

"I think 3 years + is better"

"Most of my customers are regular repeat customers"

"I think they should be on longer"

"I think 5 years is more appropriate"

"Five years would show the longevity of my business."

"I think comments should be on longer"

"Because customers do not always complete the survey forms and the uptake is slow. Could end up with only a few reviews received within the 2 year period!"

"All comments are good and should be kept on, if a bad comment is given further comments will show improvement."

"All comments should be kept permanently"

"Because I do sub-contract work as well, I can't always get feedback"

"Leave them all on"

"5 years would be better"

"I personally do not gain many clients therefore all client recommendations help potential customers get a view of my results of approval."

"I think customers need to be able to view for how long you have been providing a good service. 2 years seems a little limited. If possible 5 years might be better?"

"Should be on for much longer so customers know how you have performed for a number of years"

"It should be three years. Useful for businesses that have a lower job number per annum."

"We don't take on a huge amount of new customers, and struggle to get those that do to leave feedback. Therefore we think it would make more sense to keep the 10 most recent sooner than applying a time limit."

"I think it should be longer because it gives a customer a history of the tradesman"

"Three years would be better"

"Think they should be left on as some customers don't review"

"Should be longer"

“Our company has only been trading for just under 3 years, so it would be nice in 5 years’ time for us to look back on the comments left by customers at the beginning and see how their opinion has changed.”

“because we are a small business undertaking one job at a time, and it seems as soon as we get more new feedback results and work to get them , our old ones drop off meaning we do not seem to increase the number. If feedback is pretty consistently positive over time, I can’t see any reason why older ones should stay on.”

“I just think it should stay on longer.”

“I think feedback should be on for longer as some businesses are seasonal”

“If a trader receives a good review I don't see why it should expire”

“I am disappointed that a lot of my feedback is no longer published, I have worked very hard to get positive feedback and only did 2 large jobs last year as we are a relatively small business. You should get to a figure (say 30) before you start to lose any. I had around 20 and now only 5”

“I like all my feedback history”

“Jobs we carry out can take months to complete, and so some years we can only complete only a few jobs, so our profile can look sparse with only a couple of comments etc.”

“It should be longer, maybe 5 years?”

“I think 3 years”

“I think it should stay on permanently”

“Is that too negative? I think feedbacks should stay on for the entire membership I don't think any feedback should be deleted”

“Maybe keep on a little longer”

“For the third year running, I have said 2 years is not long enough. I have regular customers, Who DO NOT want to keep redoing feedback”

“At present my business is still building trust so perhaps not long enough but when busier may be about right”

“Because not everyone leaves feedback at all even though they say they will, I thought feedback would be left there for people to read for all previous jobs.”

“If a positive comment then 2 years is not enough. If a negative comment 2 years is far too long for the business owner, but may not be long enough for the complainant”

“maybe just have a limit of feedback amount? Don't think many of our customer actually respond so could easily end up with no comments”

“2 years doesn't seem long”

“Blinds are replaced every few years so I'm not sure, realistically 2 years should be enough because in that time any good or bad trading habits would have come to light. As sales of goods act can give longer than 2 years cover in the case of some products if there were problems with the trader not fulfilling their obligation it might not show.”

“Obviously the more feedback the better, maybe just cap the feedback to a certain number and when a new one is submitted the older one is removed. So keeping a good rolling number.”

“Perhaps historical comments could be accessed to show continuous good feedback.”

“I sometimes have jobs that last many months, so the turnover of feedback can be slower in periods. Maybe there could be a "see older reviews" option?”

“It would help customers to see that we have always had a good reputation. although we have top reviews, going back further shows that the business is committed and not just in it for a year etc., the other way would perhaps be in put something on our trusted trader page to say something like 'been a trusted member for x amount of years’”

“Feedback comments are fine to be kept for two years but maybe feedback score could be kept longer?”

“It's good to have referenced good comments from many years , hence showing you're a longstanding business.”

“Why remove the olds one, they are a proof of reliability over the time”

“Customers may value using a trader that has a long history of good work and satisfied customers. I think it is important that my business is regarded as more than a 'fly-by-night' venture.”

“It would be great to have any taken off emailed to us so that we can archive. I do understand there is a case for max data space for each company”

“Mine are taken off after 6 months I was told has this changed?”

## **Question 11**

**Are you happy with the communication you have with staff in the Trusted Trader scheme?**

**If 'No' or 'Not sure', please tell us briefly why you are not happy so we can look to address any issues:**



“Only got an email all year”

“I contacted you at least 4 times for you to send me a big list of our reviews we've received in our time with Trusted Trader; I've still not received this so gave up”

“I recently changed my business name and emailed the changes to trusted trader. The changes still haven't been updated on the website.”

“Only [officer name] he's the one that always helps me”

“I don't receive any”

“They automatically believe the customer version of a complaint even when it is not valid”

“We only hear from trusted trader staff during the renewal period”

“Would like more communication and help with updating profile.”

“Don't understand the question”

“Not spoke to anyone”

“Never had any communication so I can't comment”

“As explained earlier”

“No needed to contact so unable to respond”

“Only because I only have communication once per year via email on renewal date. Haven't spoken to anyone there”

“Not had to call them.”

“I could do with more feedback forms as haven't any for a long time if you could send me some & some more stickers would be appreciated”

“Not really any communication apart from renewal time.”

“Not had much communication don't know if that's good or bad .good in that we can't have had any bad comments as you've not had to contact us .it might be good to know we've had feedback from customers as a percentage are elderly and do it old school via the forms you provide and they send in”

“Not had to talk to anyone yet”

“We don't get any calls from your staff, but I would say if we are doing the job right then we shouldn't have to hear from you.”

“When negative comments received, especially when not substantiated or proven it feels like Trusted Traders are always taking the customer view and do not give appropriate feedback & clarify to the customer the issue and give necessary feedback to the trader.”

“Don't have much communication with staff unless somebody complains”

“Only spoke when renewing membership”

“I am concerned that we miss the renewal as we did last year - hopefully this won't happen again”