

CUSTOMER SATISFACTION DIPSTICK SURVEY 1, JULY - DECEMBER 2022

FEBRUARY 2023

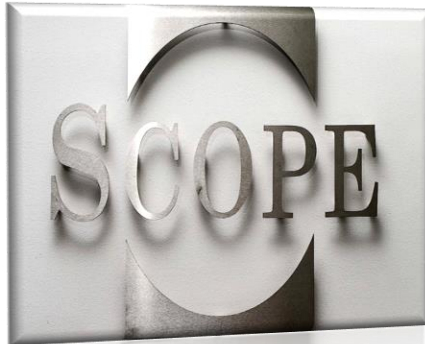
PRESENTATION OUTLINE



-  Introduction
-  Objectives
-  Methodology
-  Response rate
-  Survey findings
-  Challenges
-  Recommendation
-  Conclusion

INTRODUCTION

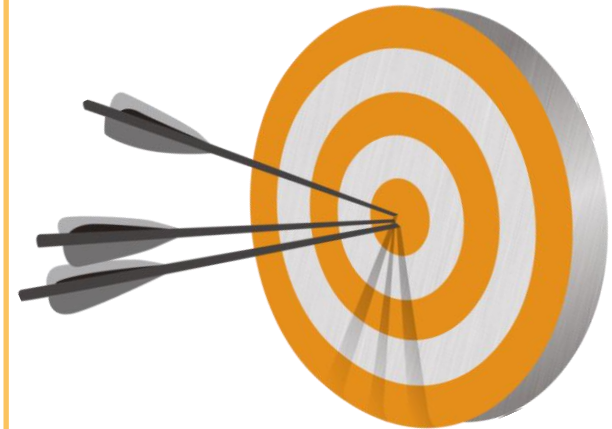
Basis: In today's corporate world, it is imperative for organizations to assess and monitor the level of customer satisfaction with their services. Accordingly, the Board approved that Bi-annual dip-stick customer satisfactions surveys be undertaken for this purpose.



- ❑ The first bi-annual dip-stick survey was carried out between October and November 2022.
- ❑ The survey involved **sixteen (16) Contributing Institutions (C.Is)**: 12 Commercial banks, 02 Credit Institutions and two 02 Microfinance Deposit taking Institutions.
- ❑ **PURPOSE:** To ascertain the level of satisfaction of C.Is with the services offered by the Fund.

OBJECTIVES

1. To establish and determine the **level of satisfaction** of Contributing Institutions with DPF services
2. To provide a **mechanism for getting feedback** from Contributing Institutions about the services rendered
3. To inform the **Fund's planned interventions** aimed at improving customer satisfaction
4. To provide a **platform for continuous engagement** with Contributing Institutions



METHODOLOGY

1. Disbursement of letters to Chief Executive Officers / Managing Directors of 16 Contributing Institutions

2. Selection of Focal Persons by the Contributing Institutions

3. Identification by Focal Persons and coordination of five other respondents drawn from units that interface with DPF services i.e. front office staff, finance, compliance, customer service etc.

4. Administering of the online questionnaire to the respondents

5. Data collection and analysis (MS Forms & Excel)

RESPONSE RATE

RESPONSE RATE - Letters	No. of CIs sent to	No. of CIs that responded	No. of CIs - Not responded
Commercial banks	12	9	3
Credit Institutions	2	1	1
Microfinance Deposit-taking Institutions (MDIs)	2	2	2

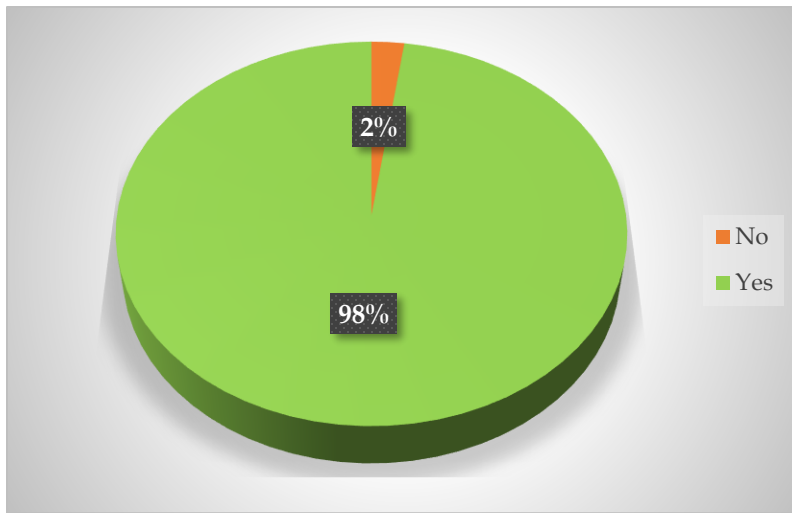
Contributing Institution	No. of respondents	No. of responses	Response rate (%)
Exim Bank	6	6	100
United Bank for Africa	6	6	100
Pride Microfinance Ltd	6	5	83
Opportunity Bank (U) Limited	6	4	67
Mercantile Credit Bank Limited	6	4	67
I & M Bank (U) Limited	6	4	67
Bank of Africa	6	3	50
Cairo Bank Uganda	6	3	50
Diamond Trust Bank	7	3	43
Finance Trust Bank	5	2	40
Standard Chartered Bank (U) Limited	5	2	40
UGAFODE Microfinance Ltd	6	2	33
TOTAL	71	44	62

Above Recommended rate - **60%**

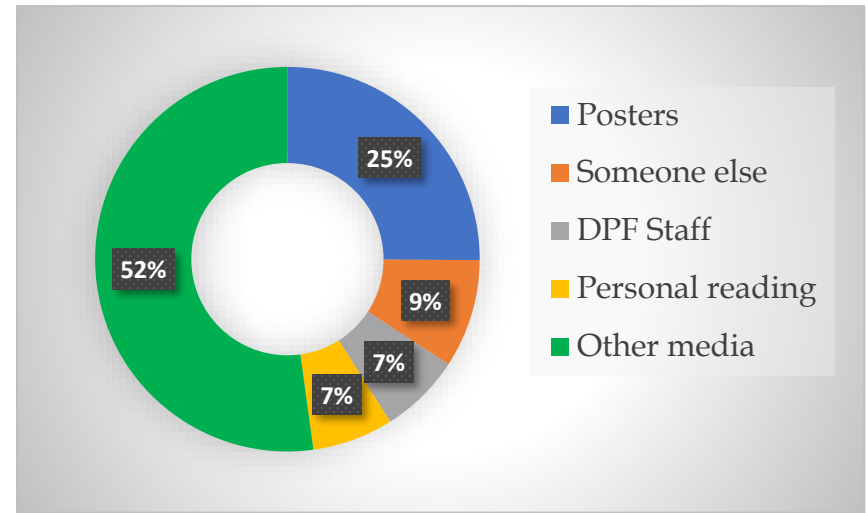
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SURVEY FINDINGS

Level of awareness about the DPF



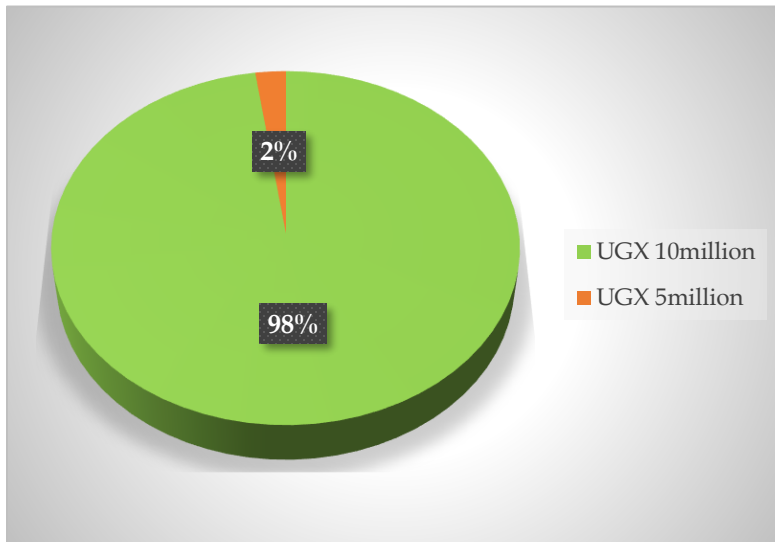
Medium used to learn about the DPF



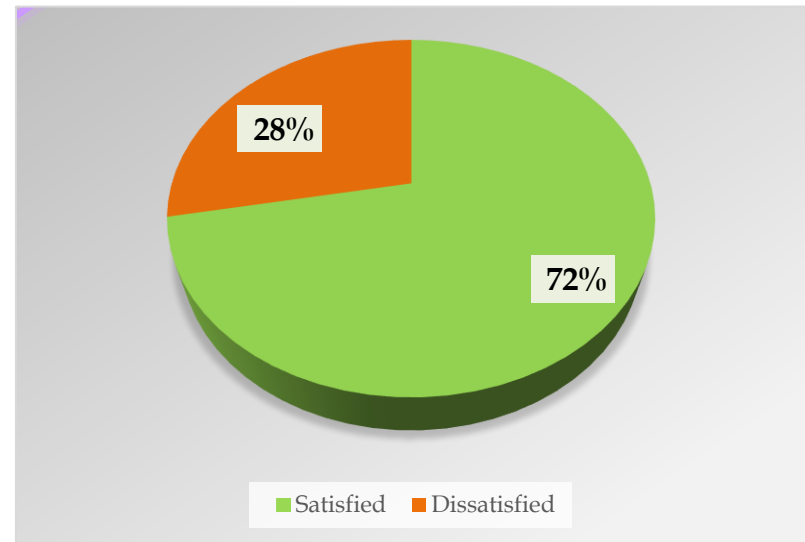
Other media include: T.V, Radio adverts, social media, newspapers

SURVEY FINDINGS – cont'd

Awareness about the limit for protected deposits

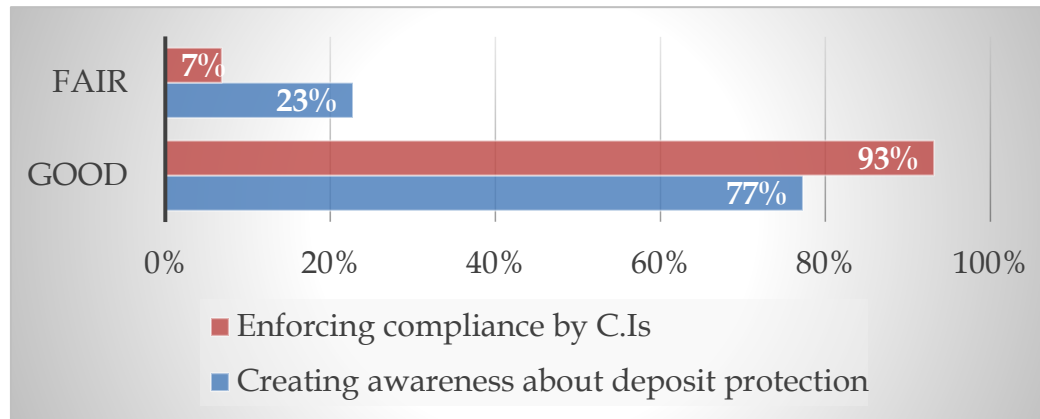


Customer satisfaction with DPF services

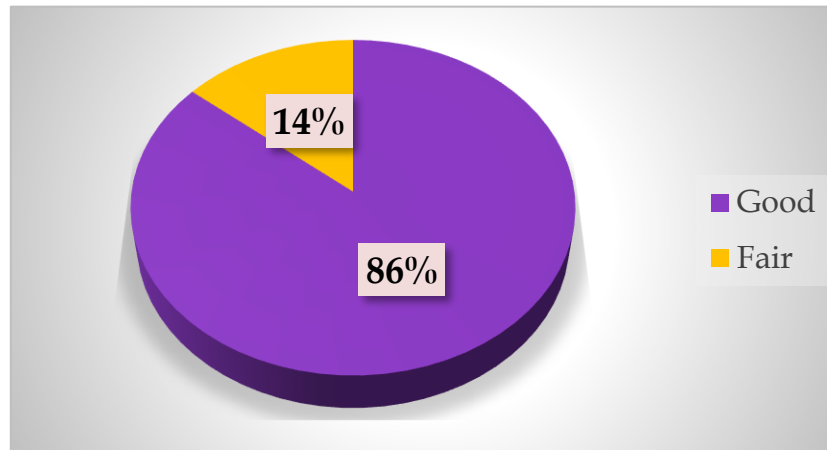


SURVEY FINDINGS – cont'd

Performance in key areas of the DPF mandate



Quality of service offered



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CHALLENGE




Four (4) C.Is were not able to take part in the dip-stick survey due to challenges with their Information Technology systems which blocked access to any external links.

RECOMMENDATIONS



- ✓ The DPF should continue advertising its brand and educating the public using a combination of media.
- ✓ For purposes of maintaining participation by respondents, it is ideal to carry it out after every two years. This will avoid respondent burnout since the population size is small.
- ✓ The quality of services offered by the DPF should be upheld to enhance customer satisfaction.

CONCLUSION



The dip-stick survey is important for ascertaining the level of customer satisfaction with DPF services.

Findings of the survey will enable the Fund to review and improve the different services offered as well as the public awareness campaigns to be undertaken.

*Thank
you*



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