

Trusted Trader Member Annual Survey 2016

Sent to: 1155

Responses received: 400

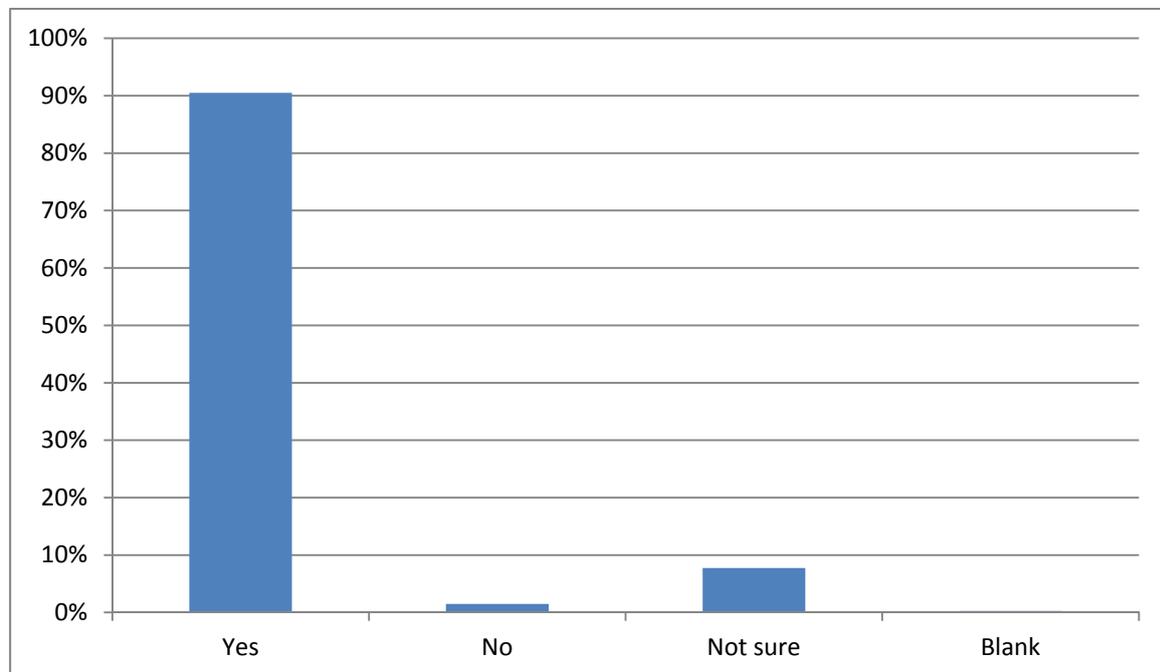
Response rate: 34.6%

Value of the scheme

Question 1

Has being a member of Trusted Trader helped your business?

Yes	90.5%	(362 responses)
No	1.5%	(6 responses)
Not sure	7.75%	(31 responses)
Blank	0.25%	(1 response)



Question 1a

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

"Older vulnerable people are more inclined to contact us, as they feel confident in our service"

"increase of calls from customers because they trust the scheme"

"Brought in new customers"

"Increased work"

"Being listed on the Trusted Trader scheme has helped win business."

“we have had customers who have chosen us to complete work, because we are on Trusted Trader”

“Customers trust the link to the council and trading standards.”

“Increase in local business.”

“Public/customers confidence in my services”

“People trust the website for genuine businesses.”

“It give credibility and security to customers, the number of new customers that have found us from Trusted trader has increased”

“More work from Customers who have looked on the Trusted trader Website.”

“public awareness”

“Establishing credibility”

“additional work”

“More customers”

“Customers can see what other people have said about me before they even contact me.”

“New business from quality leads via the website.”

“People awareness”

“Although I do not actively advertise as I mainly work for previous customers and recommendations it gives my customer's confidence.”

“Had more enquiries for jobs”

“Gaining jobs and customers being able to read reviews from various jobs and customers”

“quite a few people have heard about the scheme, I think it convinces people that you're a bona fide business”

“More enquiries and interest in our website”

“By being a member gives a status in itself and I believe it gives the public some confidence”

“referrals”

“Increased workload, due to customer confidence”

“only a small amount of my work comes from Trusted Trader but any work benefit my business”

“More people ring for jobs. And you don't have to try and sell yourself as they have already read your reviews”

“The public like to see the reviews”

“People feel that more confident with a Trusted Trader”

“Confidence shown by potential clients who recognise benefit of independent recognition.”

“More leads.”

“Our customers can leave and view reviews”

“It brings new customers as who feel they can trust us”

“Increase in customer base”

“Our reputation has been enhanced throughout Derbyshire and we have had work outside of Derbyshire due to recommendations off Derbyshire residents”

“More work”

“New customer enquiries”

“feedback”

“Continuity of work”

“It has generated more leads as a result of increased awareness of [business name] and the feedback from its customers.”

“Customer leads”

“The customer seems happier with my advice and suggestions”

“More trade and the satisfaction that the scheme works”

“It gives the customer some peace of mind when choosing a trader”

“Absolutely brilliant, loads of work from it. And all the staff are amazing if ever there is a problem”

“More trust from customers when enquiring about a car.”

“Lead Generation & consumer confidence”

“More work.”

“A wider coverage of customers throughout the area”

“the logo says it all TRUST.”

“Reassured clients we adhere to a scheme that protects them against poor service/value”

“Customers are more confident to use our services due to our feedback on Trusted Trader website”

“More work from people checking us out on Trusted Trader”

“I have had some work through being a member and think it is good as people have a bit more confidence in using you.”

“More enquiries.”

“customers wanting trustworthy tradesman”

“Displaying the 'Trusted Trader' logo on our website & courtesy cars to give our customers piece of mind.”

“Helping the community.”

“Prestige, customer trust and cost effectiveness.”

“people trust this”

“Communication, reputation, recognition”

“People being confident that they are dealing with a reputable company”

“Customers have faith that they will receive a professional and fair service”

“On line feedback from the web site. Most customers use this to access our suitability”

“website & new sales”

“People look at Trusted trader to find a reliable Trades man”

“Increase in customer contact”

“Just the confidence that the whole scheme gives to the clients and how relax the feel by heaving choose you from the trusted traders, it's worth to be a member”

“The feedback from the clients really helps show to others what we can do. Also that the scheme is ran by the trading standards and you check our certificates each year gives peace of mind to the clients.”

“more trade”

“Trust of the public”

“Being introduced to new customers looking for reputable tradesmen.”

“Increase in referrals”

“Having people trust you as soon as you walk through the door is a massive benefit.”

“more enquires”

“People checking our reviews and then contacting us to arrange work”

“Increasing numbers of customers”

“more work since the introduction of your own page on the scheme”

“being part of a recognised team”

“people/customers really trust the trusted trader logo.”

“Being a trusted trader reassures my customers”

“A small increase in enquires”

“Customers come to me from a wide area with an open attitude. An honest conversation can be had from the beginning.”

“The amount of work it has generated and people I see seem to have more confidence in dealing with a trusted trades person”

“the customer knowing they are employing a trusted trader”

“my customers have the reassurance that we have been checked by Trading Standards”

“the accountability to the name and scheme”

“Additional trade”

“Gives people trust in you . And peace of mind .”

“Additional, (and repeat) business”

“Recognised as accountable to external body”

“Enabling to offer my professional services to older members of the public who otherwise would have been at risk from other non TT traders”

“Additional credibility amongst clients/introducers”

“I have had a good number of enquiries which I wouldn't have if I wasn't on the trusted trader site.”

“our high amount of reviews has meant we do get a lot of new customers saying they got us off trusted trader and they gave us a call because of us having so many reviews.”

“Trusted trader gives us credibility”

“I work in a high end antiques business, so this helps reassure customers I am not a fly by night/disreputable/scammer! (I am none of these but the trade has a tainted reputation.”

“Good feedback and feeling trusted”

“Customer's coming in as a result of our membership”

“Additional work from been a member of the scheme and the positive feedback generated.”

“More enquiries for estimates especially with the feedback forms from customers which generates more enquiries from people wanting work done.”

“I would say that enquiries have doubled since we became a member”

“Customers have found our company on this website and this has resulted in great business”

“people tend to trust you more”

“customer feedback”

“I feel more trusted and respected as a trader.”

“Increased trade.”

“Increased work load”

“An increase in the number of good jobs.”

“Increase in business”

“More enquiries and people trust you more from being associated with Trusted Trader”

“It gives customers faith and trust in the business”

“Customer confidence”

“Customers”

“People have confidence in me as they can read my feedback”

“Customer confidence as they know we are insured and a legitimate trader.”

“customers trust in the scheme.”

“Being part of a reputable scheme.”

“More customers”

“Have only been a member for a couple of weeks, but have already had several leads from our membership”

“Increase work”

“work I would not have had”

“More business from referrals”

“more enquiries”

“Increase in enquiries”

“Being a member has helped us inform prospective customers the emphasis we put on satisfaction to our present and existing customers and we have had several new customers says they have seen our review on site before ringing us ...all good :)”

“Getting new customers who have read reviews so are already confident in using us.”

“more custom”

“Customers trust you more being a member”

“Potential customers are confident that they are dealing with a reputable company”

“Most people who have used trusted trader come back for more, but there is also some traders not living up to the name”

“The online customer feedback giving me numerous calls”

“review that prospective customers can read”

“Continued respect from customers know that they should get a good contractor

more enquiries, more work.”

“given my customers a valid guarantee of my work and goods”

“An Increase in turnover”

“Guaranteed work”

“A better quality of customer”

“Reassurance for customers and the odd job is picked up from the scheme's publicity.”

“Customer reviews to gain more business.”

“Increased exposure to people wanting our products and services”

“Excellent value for money.”

“We now get more enquiries based on good reviews and I think this mean most to people when looking for a contractor”

“reputation”

“Our customers like the reassurance that being a member brings. it most certainly gives us the edge having the customer check out the feedback.”

“Generated new customers”

“Feedback my customers new and old can view online”

“New clients instantly trust and accept you”

“Public trust of the council”

“Prospective customers able to see reviews and know they can approach with confidence”

“people trusting locksmiths with they are locked out”

“A lot more work which has got me some good contracts”

“Extra enquirers”

“The number of enquiries has increased by 80%”

“Customers who have been taught by Television programs such as Rogue Traders not to trust tradesmen do seem to trust this organisation so it helps mine and all me and all the people on this scheme”

“The easiness for people to view my reviews”

“New clients have found me & had the confidence to contact me ...”

“People know what my customers think of me before they even contact me.”

“Good reviews”

“Many customers have found me on TT”

“Good genuine customers”

“because its run by the trading standards people associate it with reputable tradesman unlike say checkatrade which claim its endorsed by trading standards”

“Potential customers being able to read reviews”

“Customers able to leave feedback which can be viewed by other potential customers. This gives them confidence in the service I provide”

“Work increase”

“Value for money”

“visible positive feedback from customers”

“additional work and income”

“Customer having somewhere to pick from trusted traders”

“Customers have more trust in us”

“Reliability”

“it’s fantastic how we can ask customers to leave feedback on our products and workmanship, we pride ourselves in what we do and are really proud of our feedback, I thank you very much for this”

“More work”

“Coverage of local areas, prestige”

“Reaching more customers looking for tradesmen”

“More customers that enquire about work with confidence of my standard of work”

“Being a sole trader working in the domestic appliance repair sector due to the limited amount of work that can be undertaken each day advertising can be very expensive resulting in costly repairs for the customer. Being a member of Trusted Trader for a small annual cost I have noticed that requests for services have

increased reducing the need for advertising by other media and therefore I am able to keep the costs to the customer at a reasonable level. Customers are more satisfied knowing they can count on someone they can trust.”

“New customers it brings”

“Phone calls and requests for estimates”

“The additional reassurance for potential customers that is given by being on a reputable, local trade scheme site aimed at giving local people confidence in its members.”

“Customers that have spent time researching before they select you”

“New customers finding us on the internet.”

“telling the customer”

“Customer initial trust”

“Increase in work”

“Increase in work”

“introduction to target clientele”

“The public feel they are safe and that they are getting a good job done”

“Having the security of the council & trading standards behind me.”

“Improves consumer confidence”

“The experiences that existing customers can pass onto potential customers is invaluable and helps support our position as being a market leader in our field.”

“increased in business”

“Clients trust that we will do a good job and it has been a contributing factor in increasing business.”

“Local genuine people, very little time wasters.”

“we have received enquires that are from people wanting a trusted trader which means more business”

“My trade reviews have helped me to engage with a larger audience, which has increased my business.”

“New customers”

“Another valuable recommendation for the business”

“New customers being able to read customer feedback.”

“Increased levels of business.”

“The accreditation mark”

“Receiving a large number of enquiries as a result of being a Trusted Trader member.”

“Extra Work”

“It's great to have a point of contact to assist in resolving issues. I believe this in itself benefits our business as we are able to handle issues quicker.”

“More business and it gives the customer more confidence.”

“More enquiries”

“The presence on the Trusted Trader website and the van sticker”

“Customers knowing that they are getting a trust worthy service provider. The Trusted Trader website is most customers first point of call.”

“Confidence from the customer that they are dealing with a reputable Company job leads”

“got more work from it 80% of my jobs now say they have picked me because of my reviews”

“The reassurance factor. Helps confirm to a prospective client that we are legitimate.”

“Public perception is improved if a member of the scheme”

“People trust the trusted trader”

“I've had customers find me on the website and with the reviews on there gave them the confidence to get in touch thus resulting in me quoting for and getting work.”

“work enquires”

“Business from out of the area”

“new customers seem to be reassured when they see the logo”

“Potential customers contacting me through Trusted Trader.”

“Profiles Business”

“Older customers i.e. retired people! want small plumbing jobs doing .”

“Customers coming to us through Trusted Trader.”

“Most of the enquires turn into jobs”

“Customer confidence in the business”

“Extra turnover and income”

“More enquires”

“A very good stream of useful enquiries which have turned into actual work “
generating income”

“More work.”

“We feel our customers trust us more and are happy that we are part of this scheme.
We have found customers look for this when choosing an installer.”

“Customer reading the feedback and knowing they can trust your work from
recommendations”

“Getting new customers.”

“Sales”

“Leads from this source.”

“Most customers look for the trading standards logo”

“Customers can read reviews and they feel safe that they are using a retrievable
trader with a good past history”

“recommendations and reputation”

“Feedback, our clients are able to see what we are about before they call.”

“Had a lot more enquiries”

“on going work”

“Generates enquiries from potential customers”

“giving my potential customers peace of mind”

“Picking up new business”

“increased inquiries”

“credibility”

“It appears to offer people security that they are contacting a trades person who has been vetted and has comments from customers who have used the service.”

“Customers appear more at ease knowing that you are a member and being able to read feedback from previous customers helps to maintain good customer service.”

“High work load”

“Many work enquires are as a direct link to trusted traders. customers who make enquires are mainly people who see the work through, NOT just people comparing prices and wasting time”

“People know you are trustworthy so give you the opportunity to quote.”

“Customer contact”

“Customer confidence”

“useful platform for clients to get contact info”

“customers posting recommendations on the site”

“Customers have obviously contacted you and have had the confidence set up with the scheme to ensure a high standard will be attained”

“Quoting against like-minded companies, it’s nice to be able to quote to do the job right and be within a similar price range, instead of the usual cowboys were you can be hundreds if not thousand out.”

“I have customers from people looking on trusted trader”

“it has helped to increase my reputation further”

“more business”

“lots more custom.”

“More enquiries for jobs large and small”

“The benefits have been being recognised as an approved company”

“Members of public trust you”

“Have been contacted by prospective clients who have found me on the website and felt re-assured by my membership”

“Being a member has generated several lines of enquiries from the general public.”

“we have priced / tendered for more work”

“Increased enquiries leading to orders”

“People feel more secure using us as we are Trusted Traders”

“I've had several calls for quotes because they have seen that I am a trusted trader”

“It brings in business as customers can see my testimonials before they approach me & feel confident in my service. It acts as an invaluable resource in finding other reputable trades people when I need extra help.”

“Lifting the profile of our company, generating leads and giving customers confidence in using approved contractors”

“It brings in work as you are seen as a professional business.”

“more work”

“Customers being able to check who we are”

“We have received a few jobs through the scheme. The biggest benefit is people see our business as reliable and trustworthy source.”

“customers feel more confident with you being a member. Also it has increased our work load.”

“Increased work from respectable quality customers.”

“confidence in customers approaching us”

“it gives our customers piece of mind and we are proud to be members”

“Trust”

“More business and more visibility”

“New customers from further afield coming to us”

“More customers”

“Being a member gives the customer the additional security that we have been vetted by another accountable body”

“Customer Contacts”

“Many enquiries for new jobs”

“People looking up trusted trader to see our membership.”

“New customers”

“Customers seem to have trust in the site.”

“Loft conversions are a specialist part of the building trade and there are many builders who attempt them that don't realise the financial implications of the regulations that need to be adhered to, so they cannot fulfil their obligations leading to problems, The trusted Trader scheme gives people confidence in their chosen contractor and weeds out the cowboys.”

“To carry the Trust a trader logo on my van to show that I am a tradesman to other customers”

“Turnover”

“Better quality of customer”

“Gives people a peace of mind, and they trust me”

“customers are aware you've been checked out”

“Trusted testimonials are what encourage potential customers”

“A few extra jobs”

“Respect, more work”

“Lots of work 😊”

“Positive advertising”

“more work and improved my reputation.”

“I would say that 75% of my business is through trusted trader”

“Customers feel they can trust our company”

“A substantial amount of new customers .”

“customers have trust in me straight away”

“I have received extra work, the customers have confidence in the scheme.”

“Increased customer base.”

“Regular enquiries and repeat custom”

“Many calls for estimates within 5/10 mins drive from my house, local work for local people.”

"I am the only member in my area doing what I do at the moment who is registered with yourselves which helps ."

"Local business"

"Customers who have been made aware of me because of trusted trader"

"more work"

"Good new work from impressed people"

"Being trusted and more work"

"Customers more likely to contact me for work"

"New business, people that need a tradesman but don't know any, they trust that someone from trusted traders is going to be a good tradesman."

"I think the link between trusted trader DCC and trading standards gives the customer more confidence"

"Online presence"

"Customers have looked online for a reputable decorator"

"People understand that the tradesmen on the site are reputable and the presence of customer feedback confirms this fact. Most of my enquiries from the site lead to a job."

"More work"

"It has attracted a lot of new business for my company."

"increased business"

"People feel confident and trust you from the start"

"Getting good contacts for work"

"Potential customers seeing our reviews"

"Being chosen over non-members"

"Having credibility as a provider , and having testimonials readily available for people to read before deciding to use us."

"Pride in my work."

"Clients are more trusting because of me being a Trusted Trader"

“Leads generating work”

“gives the customer piece of mind”

“more local enquiries from being a member”

“Reviews”

“The amount of enquires for work”

“potential customers like the scheme”

“More phone calls”

“more customers as they feel they can trust the product and service I am supplying that customers are able to view our customer feedback on the Trusted Trader website. This gives customers piece of mind.”

“Good reviews”

“Being able to use the Trusted Trader logo has increased the quality of business.”

“increased business”

“Increase in clients peace of mind they are dealing with a legitimate business feedback feature”

“More work.”

“People recognise you as being trust worthy and capable of doing your job, thus leading an increase in enquiries and leads.”

“New customers have looked at past feedback”

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

“We don't have many domestic jobs, and Trusted Trader is aimed at the domestic customers households.”

“We don't really do a lot of work for the public trade”

“people are identifying me through trusted trader in the small time I have been a member but I think it's just people are just wanting the best price”

“We haven't had any calls as a result of being a trusted trader as yet, but this is probably only because we are quite new to the scheme.”

"I advertise my membership and tell people to read/leave reviews but I don't think it generates any business. Only provides reassurance to customers who have found me through google"

"Still having problems with the General Public still prefer to use someone cheap and unregistered and often not qualified. This is something that needs more attention via the Media etc."

"Low number of customers calling me for my services...around 4to 6 a year...and feedback not on my page"

"Not sure, but in the 18 months I have been a member I have only had 2 jobs as a result of my membership."

"Not had any sales leads from this since we joined"

"Not had many referrals"

"virtually all the enquiries I have had over the past twelve months have been "on demand". People wanting decorating work doing immediately. People need to be made aware that a trade like this, you may have a lead time of up to eight weeks."

"I think it's too easy to become a Derbyshire Trusted Trader, we are members of Which Trusted Traders, and we were rigorously scrutinized before being allowed to use their logo."

"Only a few job leads have been received, all of low value"

"not had any customers say they found me on trusted trader and I ask all new customers how they got my details."

"Not many enquiries through trusted trader"

"Not enough people have visited the site who are interested in what we have to offer."

"Not many referrals."

"Purely the 'brand image' and had limited calls via TT."

"no enquiries received"

"Because I offer legal services people think your scheme is only for trader people and you don't advertise anything other."

"Exceedingly few clients (none) have given "Trusted Trader" as a reason why they used us, although we have no doubt that Trusted Trader membership has strengthened our brand."

"not had any feedback"

“From the enquiries we have received into the business, none have suggested they have come to us because of the Trusted Trader scheme.”

“we have not had business from the website”

“Customers don't always mention Trusted Trader”

“I have only had 1 or 2 customers during the year who have specifically mentioned that they found me through this scheme.”

“Not sure because I don't know whether my customers have chosen me because I'm a trusted trader or not.”

“Not many people mention it when placing orders”

“We cannot find any evidence of receiving any enquiries for our services”

“I don't have anyone calling up to say we are calling because you are a trusted trader”

“Not a great deal of calls”

“No way of confirming if it has helped.”

“We have only just become members a few weeks ago and the fencing season has yet to start.”

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

Question 2

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

0%	29 responses
1%	8 responses
2%	10 responses
3%	4 responses
5%	38 responses
7%	1 response
8%	3 responses
10%	73 responses
12%	1 responses
15%	19 responses
20%	53 responses
22%	1 response
23%	1 response
25%	22 responses

28%	1 response
30%	32 responses
33%	1 response
35%	4 responses
40%	14 responses
45%	1 response
50%	19 responses
60%	4 responses
65%	1 response
70%	2 responses
75%	5 responses
80%	1 response
90%	3 responses
100%	3 responses
105%	1 response

Average % of those given is 20.4%

Question 3

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

£0	66 responses
£0.25	1 response
£1	2 responses
£10	3 responses
£15	1 response
£20	1 response
£25	1 response
£30	1 response
£40	1 response
£50	3 responses
£75	1 response
£100	15 responses
£120	1 response
£150	1 response
£200	13 responses
£250	9 responses
£300	10 responses
£400	7 responses
£450	1 response
£457	1 response
£500	16 responses
£600	4 responses
£700	1 response
£800	1 response

£1000	8 responses
£1200	2 responses
£1500	3 responses
£2000	7 responses
£3000	1 response
£20000	1 response
?	3 responses
Nil	7 responses
Unknown	7 responses
Not sure	5 responses
Never advertised before	3 responses
A lot	2 responses
Still advertise	2 responses
Didn't advertise before	2 responses
Hundreds	2 responses
Never advertised	2 responses
I don't advertise	2 responses
N/A	2 responses

Average £ of those given is £422

"? no need to advertise anywhere else so not sure of value."

"£0 as I advertise in yellow pages too, but TT great value"

"£0 - we do not actively advertise our services"

"£0 I DO NOT ADVERTISE"

"£0 never advertised"

"£0 we do not advertise except on trusted trader"

"£0 we don't advertise other than our website."

"£1000 Average"

"£250.00 approx."

"£250.00Hopefull"

"£50, don't really need to advertise, word of mouth and recommendations work better for me"

"0 I never advertise"

"0% As I have never advertised ."

"0, we don't advertise anywhere else"

“0. I wouldn't be advertising if I weren't on TT”

“5 to 8 hundred pounds”

“Approx. £600 - £1000”

“As per question 2, it is too early to assess as [business name] joined the scheme in January 2016.”

“Between £500 to £1000”

“Did not do any advertising before so no reduction in cost”

“didn't advertise before”

“Don't advertise but would have to invest heavily to get the same response”

“don't advertise in local press.”

“Don't know yet”

“Don't understand the question , didn't realise I received any reduced advertising ?”

“hard to quantify”

“Have not done any advertising for years , saving £500”

“Hundreds”

“Hundreds of pounds”

“I do not advertise.”

“I do not have a budget for advertising as I rely on TT Scheme”

“I don't advertise”

“I don't advertise much so it makes no difference”

“I haven't advertised elsewhere”

“I haven't advertised in ten years and all work comes from recommendation only”

“I haven't saved as I don't advertise”

“I never used to advertise”

“I only advertise on the Trusted Trader site.”

“I only advertise through yourselves and word of mouth”

"I still advertise in other magazines and internet"

"I still have to advertise elsewhere."

"it has cost me money to be a member"

"It works along with our many forms of advertising"

"N/a don't advertise on"

"N/A No monies expended on advertising."

"N/a use website"

"Never advertise."

"never advertise?"

"Never advertised"

"never advertised before"

"Never advertised, Always obtained work by word of mouth, and now trusted traders £00"

"Never advertised, but this scheme generates new business for me every week . Adverts to do the same would cost me several hundred pounds a year."

"Never did, only ever advertised with you"

"never have spent anything other than my website"

"Nil"

"Nil as we haven't dropped any of our previous advertising"

"nil I still maintain all other advertising"

"no change"

"no reduction, I keep a similar budget each year"

"None"

"None because we don't advertise"

"none I still advertise on yell the same"

"None I still use yell.com"

“None still advertise in these.”

“none, as I still advertise in the same way”

“not applicable as we still continue with our advertising”

“not known”

“not so much due to increase of your membership fees”

“Not sure”

“Not sure as I still advertise in trade gazettes, fairs etc.”

“Not sure, at a guess around £5,000”

“not too sure”

“nothing really”

“only advertise with trusted trader so just your cost.”

“remains the same”

“Still advertise”

“Still advertise in local press”

“Still advertise the same”

“Still advertise with others so £0 saving”

“The amount of money you save a year on reduced advertising...”

“The scheme has cost money as people never find me through the trusted trader scheme I still need to advertise in other ways”

“two to three hundred pounds or more”

“unknown”

“Unknown as still advertise”

“Unknown I’m afraid but we don’t usually advertise anyway...most of our business comes from word of mouth or recommendations”

“Unknown, but must be a lot cheaper than press advertising”

“unsure”

“Unsure as I advertise anyway”

“We always advertise so unable to separate costs for this”

“We always reach our budget when advertising etc.”

“We didn't advertise prior to being on the scheme, we were always busy but now I would say that around 40% of new enquires are from the site so 40% of new business is generated from TT”

“we do not advertise as we have been trading (my father before me) for 60 years most of our trade is word of mouth”

“We do not advertise in the press”

“we don't advertise”

“We have kept all our original advertising.”

“We haven't reduced on any advertising”

“We never advertise and have always relied on word of mouth and reputation but we certainly get more enquiries through being a member.”

“we still advertise elsewhere however we see increase of business because we use the fact we are trusted traders.”

“We still advertise with other places”

“We still maintain lead sites and yell. but have made a small saving.”

“Wouldn't advertise”

“Wouldn't normally advertise”

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.)

Increased turnover	62 responses
None/NA	49 responses
Not yet	2 responses
Stayed the Same	7 responses
Small increase in turnover	2 responses
More customers	3 responses
More staff	2 responses

“No staff only myself increased a quarter of business”

“my business has grown at the same rate as it was before I was a member”

“As a small family business we feel that we may now be able to purchase newer vehicles in the near future, and the possibility of taking on a further member of staff.”
“Nothing yet :(“

“As per question 2, it is too early to assess as [business name] joined the scheme in January 2016.”

“unsure”

“Been good”

“Being a member hasn't made any major difference to my business.”

“Not grown because of trusted trader”

“Better customers and slight increase in turnover”

“Overall in business more staff more turnover”

“Bigger turnover more customers”

“The business is growing slowly and hopefully will continue to do so in terms of turnover.”

“Bit more turnover”

“business has grown but not sure if its anything to do with being a trusted trader .”

“My business turnover has increased due to membership.”

“Contributed to a full book”

“Difficult to quantify Q2, Q3 and Q4”

“A little”

“Early days yet for us!”

“Not sure but we have taken on an extra member of staff.”

“extra customers”

“Our turnover has continued to increase year on year and I believe that in part our membership has helped.”

“Extra monthly income”

“remained virtually the same”

“For me mainly local work, less driving.....less stress.”

“sole trader”

“Hard to say it was because of trusted trader but we do have two extra employees and turnover has gone up over the last three years, but we have taken on a lot bigger contracts.”

“Although we state on our profile that we do larger projects, it’s very rare that get any type of enquiry to that nature. The vast majority of our enquiries seem to be for smaller projects... general building maintenance. Therefore, I’m seriously considering setting up a maintenance division, to attend these types of works, that we get from yourselves and others like estate agents.”

“Has enabled the business to offer more compact services and increased the knowledge and training aspects of staff”

“We are a small business who do not wish to expand”

“Has not grown I just get a few more jobs”

“More work”

“Have increased the size of my customer base as a result of being a member my business has remained the same size as always”

“high turnover and more custom”

“N/A Still trading as a sole trader”

“Hopefully an increase in turnover”

“I believe so”

“I get most of my work from trusted trader.”

“A bit more custom so a bit more turnover”

“I have employed an apprentice since joining this scheme”

“Not expanded but have much more offers of work”

“I have just taken on a PA which is partly attributed to the increase in business from membership”

“I now have an apprentice.”

“Not very much.”

"I only picked up one job off the scheme last year who was prepared to wait for a slot in my schedule."

"one new employee"

"I would estimate our turnover has increased by 10%"

"Our turnover has increased but it would be difficult to say if that was due to trusted trader or just growth in the market."

"probably grown about 50%"

"Same as more work more vat . but still good as busy is better"

"Small increase in revenue from last year"

"increase in turnover and business but not enough to expand"

"all of the above"

"Increase of 10%"

"Took on an apprentice"

"Increase of turnover"

"turnover has been steady over the last three years."

"very slight increase in revenue"

"Increased enquiries"

"We continue to grow each year so Trusted Trader status has just help us along"

"Increased income"

"We tend to get most enquiries for roof repairs which in most cases just small works so therefore being a member has not significantly increased our turnover however they are good for filling in between the bigger projects and are much appreciated."

"increased staff and turnover"

"More work through public's confidence"

"My business has grown with help from trusted trader with increased staff, increased turnover"

"0.2"

“My business has stayed the same. If I have too many jobs I refuse them or pass them on to other traders.”

“increased turnover and 1x extra staff”

“10 % more labour”

“Increased turnover and customers”

“Increased turnover and public awareness of the business”

“50 to 60 k”

“Increased turnover and raised profile.”

“increased turnover and reputation”

“Increased turnover by about 15%”

“Increased turnover lead to additional van”

“Increased turnover, additional part time staff member”

“none at present so a little disappointing”

“Increased turnover, becoming VAT Registered”

“Not as yet I'm still a sole trader but I'm thinking of employing someone because I'm constantly having to turn work away.”

“increased turnover, more staff”

“Increased turnover, we now run an office with a member of staff and 2 teams of 2 for working in the field.”

“not increased”

“not really, just nice to be a member”

“Increased workload”

“Not sure if it has made such a significant contribution as this is one of 10 strands of business we generate enquiries from.”

“I've had TT from the outset so it's always been part of my marketing tool kit! “About the same”

“One man band.”

“Just a steady flow of enquires, no increase”

“Our business has grown through development and indeed an increase of business, not necessarily down to being a trusted trader”

“Just more work through the scheme”

“Potential customers can read previous customer testimonials, I don't get hardly any substantial work as a result of people finding me on the site, I point customers to the page to review me after I've completed their work, and I use the page to show other customers what those people thought of my service, but I have barely been contacted as a result of being found on the site”

“Kept a steady turnover”

“Purposely keep business small, so no increase in size. But because of more enquiries can choose the better jobs.”

“little change”

“Additional clients and, therefore turnover”

“Marginally”

“Small amount of increase in business”

“More bigger better quality of customer”

“more customers”

“Take on sub-contractors”

“More customers, I've invested in a larger workshop, more equipment. Still not in profit after three years but growing slowly!”

“Think it has added to turnover and increased no of customers, as I am now getting repeat business. I started in 2011.”

“More employees, increased turnover”

“Trusted Trader is beneficial to us, however as we are predominantly a contract flooring business we don't receive as much trade through the association as we would if we carried out more domestic work.”

“More happy customers so more turnover and staff on the construction industry scheme.”

“turnover by 10%”

“Wider customer base”

“Turnover is up slightly and can be partly attributed to membership of the scheme ..it is difficult to quantify by exactly how much. We have taken on additional office space to help facilitate further growth.”

“Workload and turnover”

“Very high customer enquiries (Quotes) which in turn increases turnover.”

“Yes , we had to relocate from home to offices due to expansion . I would say that although the Trusted trader work we carry out is only a part of what we do, it plays a big part in the bigger picture of the Business”

“We are a father/son business trading from home. Turnover has increased by an estimated 30%”

“yes we have grown and I am sure that being a member has contributed towards this”

“we are getting increased business but there are other websites with similar names which people get confused with”

“10 % increase in business gives me a small amount of increased turnover”

“We have now had to go VAT registered because of the turnover, last year we turned over 82k and this year we are looking at 250k. I have took on a partner in the company and we also have taken on one member of staff and look at increasing any within the next 6 months”

“More stock to fulfil the customers/clients”

“we keep growing year on year”

“Approximate increase in turnover of between 5.5k and 7.5k”

“More vehicles sold”

“Yes”

“More staff and increased turnover”

“Yes continuity of work”

“more staff increased turnover”

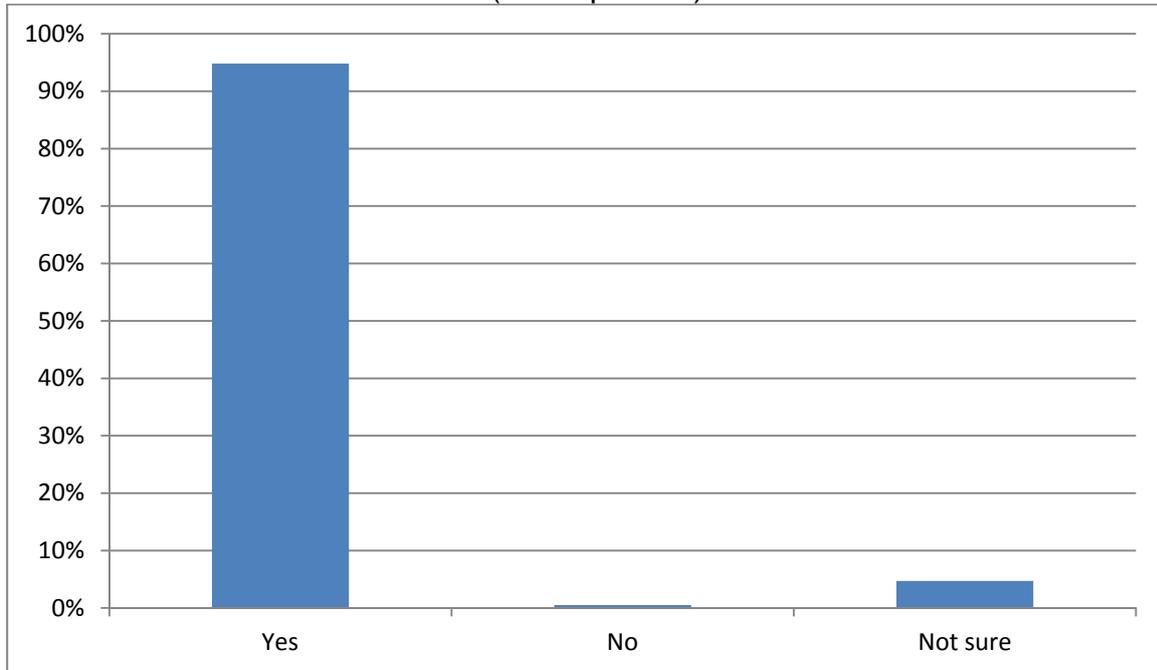
“More staff, bigger turnover, charging more so better profit.”

“More staff, increased turnover”

Question 5

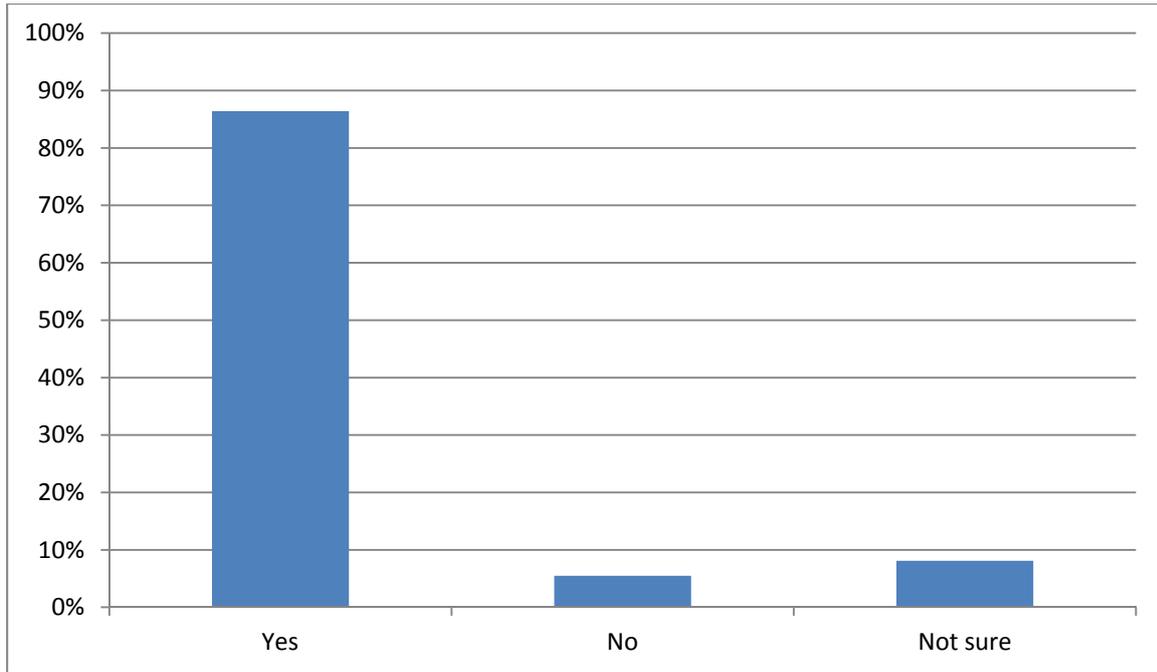
Are you happy that the Trusted Trader branding makes your customers more confident using you?

Yes	94.8%	(364 responses)
No	0.5%	(2 responses)
Not sure	4.7%	(18 responses)



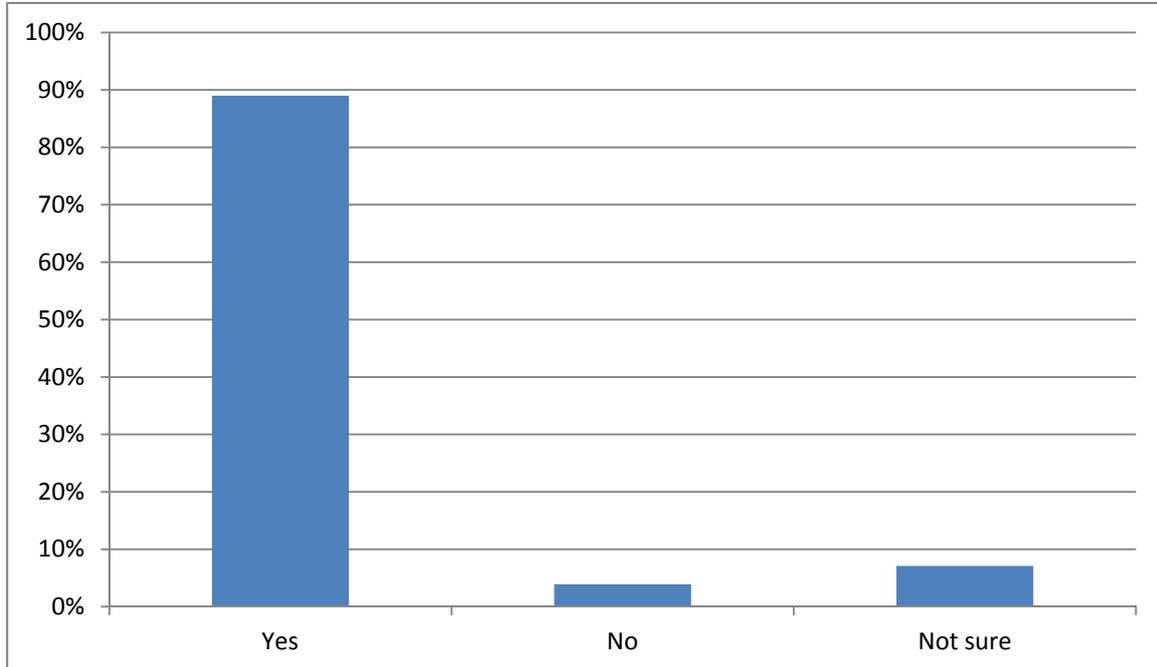
Do you believe that being a Trusted Trader gives you an advantage over competitors who are not members?

Yes	86.4%	(329 responses)
No	5.5%	(21 responses)
Not sure	8.1%	(31 responses)



Do you think that Trusted Trader membership represents good value?

Yes	89.0%	(339 responses)
No	3.9%	(15 responses)
Not sure	7.1%	(27 responses)



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

“Customers want one thing, the cheapest price, they really don't care about anything else, just the price.”

"I'm a sole trader with low turnover so every penny counts."

"It's hard to measure from our prospective because of our diversity etc."

"expensive"

"Cannot recall the cost"

"The majority of our customers are repeat and known customers from long before trusted trader so trusted trader has no meaning to them. I think trusted trader is only a very small part of what information people use to make a decision on who to use. Trusted is a fair price for the volume of inquiries it generates, it cannot replace wider advertising and should prices greatly increase I would consider it one of those not really needed expenses"

"seems to get dearer"

"Yes to all"

"I still find most customers find me elsewhere and will then look on trusted trader once they see the logo and it may sway people's decision but I think that happens more through face to face contact when quoting. It may sway a customer if the price I similar"

"Yes"

"Yes great value, and I have probably 50% at least work from it"

"Other competitors are on Trusted Trader."

"Significant price increase."

"Although my company is Limited, I am the only employee, and £100 is borderline as to being worth the money."

"I don't think enough customers are aware they can or willing to contact TT if they have a problem with a members work, often people don't want a Trader to return if they are not happy with their work and don't complain, they would rather get somebody else to rectify the work, perhaps a financial compensation would be an alternative to forcing a Trader to return"

"I would like to say that if it wasn't for the trusted trader scheme I wouldn't have the client base I have now."

"think the increase was too high last year when more people are joining the scheme"

"It just hasn't really worked for me. I was expecting the majority of my customers to come from trusted trader, but the bulk of mine have come from word of mouth."

"I agree with all of the above"

"I keep getting customers complaining that tradesmen in my trade are overcharging, don't turn up, don't send estimates, or do poor work. Then when I turn up they say the feedback from customers is why they rang me."

"On the painters / decorators site there are a considerable number of people who are not decorators but property maintenance or builders. These are not time served in the trade, and the scheme needs tightening up and checks need to be made. These people are not decorators."

"I think all companies who apply for the Trusted Trader logo should be examined more rigorously to making it more prestigious."

"I have had no noticeable increase due to trusted trader"

"I know a lot of 'good' tradesman that are not members, and being a member should not indicate good value for money but a high standard of workmanship."

"From inception the membership fee has increased too fast and I feel that it is now too much for the return that I get, I will not be renewing my membership"

"Yes to all above"

"As a charity, our main reason for joining Trusted Traders was to make more relevant people (potential clients) aware of our service. This does not seem to have happened."

"The price has gone up massive since you first started Very very expensive for what you do. Total rip off. Esp. That you charge more for a ltd company that is just wrong"

"Yes gives everybody a piece of mind knowing they are going to get a good job done."

"When I speak with customers they tell me of previous poor service via Trusted Traders."

"Yes excellent value"

"Yes lets customers know you've been checked out by independent people"

"My only concern about the scheme is that many traders seem to sign up and get the logo on their vehicle etc., yet don't have many reviews submitted whereas I always ask customers to review my business. Yes, this means that I have many more reviews than my competitors which is a brilliant thing for me, but if a potential customer looks at the logo only and doesn't actually log on to your website to read the reviews there is still a good chance they will go elsewhere"

"Possibly is good value to those tradesmen who need promotion by schemes, but feel the increase in charges unsupportable in the future."

"the increase was large"

“Yes”

“Being in TT is excellent value and gives an edge to your business, people trust that the council have checked us out to ensure they get what they want.”

“My membership has gone up approximately 56% on 2014. Don't think that represents good value.”

“Impossible for us to evaluate as we do not have access to our competitors figures.”

“Since we became limited we have to pay a higher fee, but we are still just one electrician. Feel that the fee should be the same for limited as sole traders when it is just one person.”

“It's a nice to have, but we haven't seen any actual revenue increase as a result”

“Unfortunately Because of quick access courses and poor training there are a huge amount of plumbers, electricians and heating engineers that do work to a very poor standard however they have qualifications and they are cheap and the majority of customers want a cheap job so being a member of Trusted Trader only gives us an advantage with customers that want quality of work not just a cheap job.”

“Sometimes but most people just want a cheap job”

“Yes”

“People are not necessarily cheaper in business just because of being on this scheme”

“Unsure as to whether I have gained extra customers or not.”

“A longer established business probably doesn't need to be a member - depends on their customer base I suppose.”

“We have not been members for the full year yet and we will re-appraise the situation after the full year”

“Yes it gives pensioners the peace of mind knowing we are genuine trader's”

“I have found Customers feel happier using Trusted Trader company's”

“I cannot say I have made me money back as of yet and received any profit as a directed result of this scheme”

“If being a trusted trader gave us an advantage people would not use dodgy bed suppliers”

“I never see the trusted trader logo or purpose being promoted to the general public and many of my customers either are not aware of its existence or purpose”

“Lots and lots of tradesman out there advertising in everything.”

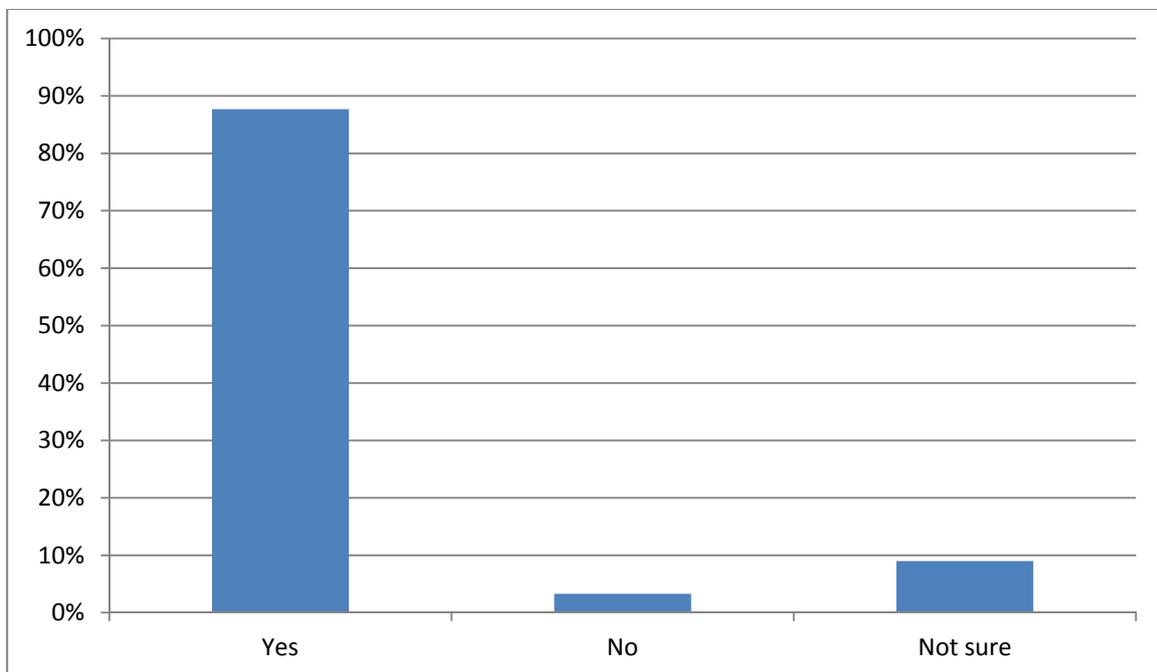
“Don't personally see any of the branding/advertising. no research about advantage over others”

Feedback

Question 6

Are you happy with the way we deal with customer feedback about your business?

Yes	87.7%	(350 responses)
No	3.3%	(13 responses)
Not sure	9.0%	(36 responses)



If 'No' or 'Not sure', what should we do to improve the way we deal with customer feedback?

“Update needs to be more regular if possible”

“Customer feedback on our profile seems to expire and disappear after a certain period of time.”

“Speed up the process of submission of feedback to the website. Stop removing quality feedback from the profile. End the time limit, it's pointless.”

“We always had a 5 tick rating with 100% positive feedback. This is something that we pride ourselves in. There are also "rogue customers" and we happened to come across one through Trusted Trader who then posted negative feedback on the Trusted Trader website. I myself got to the root cause of the problem and spoke with

your representative to explain the situation. The negative feedback, although promised, was not removed for some months. I feel that if a Trader has an exemplary record with feedback, then Trusted Trader should first seek to find out the Contractors opinion of the cause of the negative feedback rather than allowing the feedback to be posted on the website, resulting in our..."

"As we actually do not track the feedback then I cannot comment on how you handle it"

"we hand cards out and people say they have filled them in but then you check your feedback and nothing has been up dated"

"I am not convinced that you put all my review postcards on my site. I know people who have posted the postcards (more than say 5) and they do not appear on the site"

"I am not happy with the way the comments are deleted after a period of time. It would be far better to leave them on there, so that there is a complete record.(In the same way that the likes of Ebay etc. manage the comments."

"As I have previously said stop removing aged reviews, just leave the running total published alone. The removal of aged reviews could still apply but leave the totals. Customers sometimes think that the lowering of the totals could be due to disputes. I have also stated that some traders do not get reviews and in my category some of the other traders reviews are for other things not jobs in this category."

"I had an instance last year when someone complained with malicious intent, trusted trader took the complainants word for what had happened and I was held up to complaint. You need to spend more time accessing the facts"

"I think that negative feedback can be very damaging to a business. Occasionally if feedback is left maliciously as a result of ill feeling towards A tradesman, as opposed to bad workmanship. Some customers just can't be pleased no matter what lengths we go to try and resolve minor issues, The customer always seems to have the upper hand in controlling this issue, I think that our rights should also be taken into account in these circumstances"

"there are always two sides to a dispute, you will publish their views on the website but will not let us tell other traders that there are awkward customers out there"

"Like sites like TripAdvisor the trader should have the right to reply especially as the customer is not always right. I personally have always had 5 star reviews but a malicious or totally ill-informed review is always possible."

"some of my customers are elderly and do not have internet to leave feedback and also do not go to trouble to post cards"

"Don't know. All I know is that I have given out feedback forms in the past to lots of customers over the last year or so, but the bulk of them haven't appeared on the website."

“Communicate more directly”

“where do you find our feedback?”

“I don’t know what you mean by " how you deal with customer feedback"?”

“There is no feedback shown.”

“should not be able to leave feedback unless work is done for them”

“Some people I go back to inform me they sent in feedback but when I check it is not there.”

“Not aware of any customer feedback”

“I had a positive review recently with an unfair comment in my opinion but there is no way that my opinion or comments can be added to my profile...on eBay feedback for example you can post a reply addressing the other parties comments which gives a more balanced and fair side for traders”

“I must admit, I don’t fully utilise the feedback system as my customer always recommend me because of my high standards and quality of workmanship. Having been in the trade since 1980 and hold gold card.”

“Reviews should last longer”

“I do wish we could answer customers feedback.”

“We have no idea of what you actually receive and how you process it.”

“Not sure as we haven't had any yet”

“We have looked on screen and this currently shows three reviews which can be read, however the page shows this is based on 11 reviews ([business name] We were wondering why all 11 reviews are unavailable to read? Please respond. Many Thanks”

“To be honest, not really sure what happens to feedback. Obviously nice comments seem to appear on the website but what happens about adverse reaction? I can understand it not appearing on the website but does anything happen?”

“It would help me if I had a way of identifying which customers had left which feedback so that I could then contact them to thank them and also to ask if I could use their feedback on my own website.”

“I am not aware of any customer feedback that you have received for my business”

“If negative feedback I should be able to respond”

“As I said last year, I do not like the fact that feedback is deleted after 2 years, it should be when it hits maybe an 100. Otherwise unless I keep pestering my regulars to keep filling in a card. I may end up with very little or no feedback, and if that is the case there is no point in having it.”

“Leave comments on forever”

“More regular updates to personal profile/comments , say once a week ? on the feedback form instead of having a check /tick box to ask if comments CAN be used on the website , Have a check/tick box if customers to NOT agree to their feedback being used ... I can't help but feel this box gets forgotten when customers are filling in F.Forms, and also reassurance to my customers that their personal details are not published , not even their names .(I know it states along those lines - but some of my elderly customers don't fully understand this .)”

“Only just become members so no customer feedback as yet”

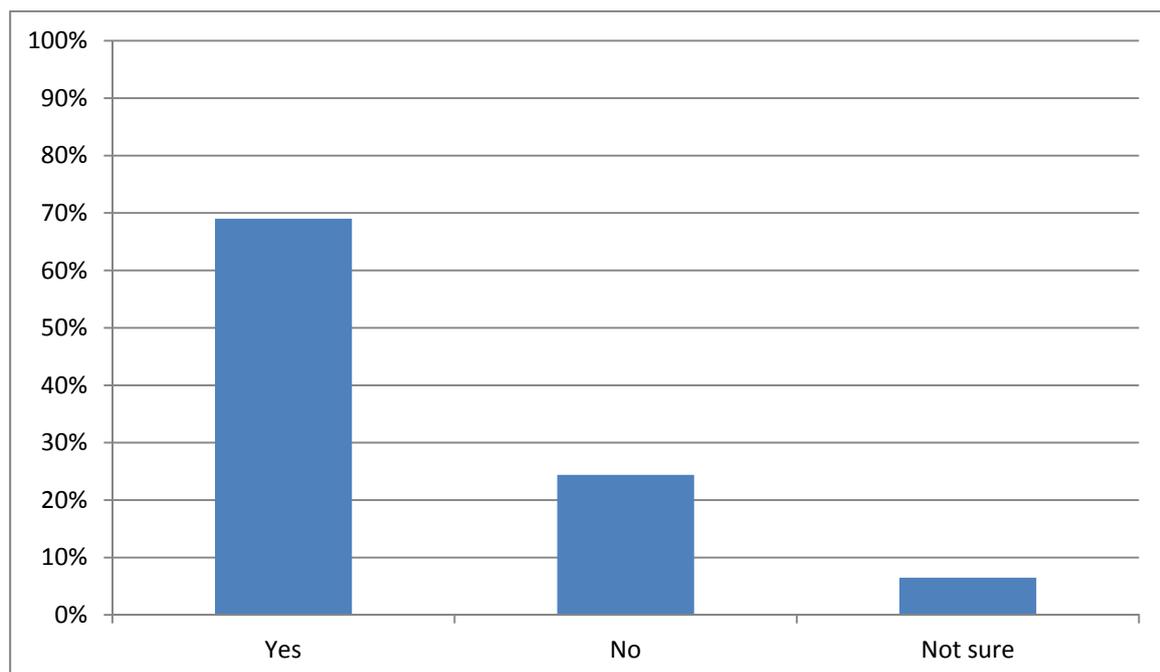
“We have no way of knowing if all the feedback cards that have been sent to are entered on our feedback page.”

“Some customers have sent back feedback and this has not been published and we know this as we have forwarded them to you”

Question 7

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

Yes	69.0%	(274 responses)
No	24.4%	(97 responses)
Not sure	6.5%	(26 responses)



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

"5 years would be better"

"Should be longer"

"They need to be there for ever, or while the company is a Trusted Trader."

"I've lost some great references that have been a key reason customers used me. Many clients are one offs so it's difficult to ask them to send"

"It takes time to build up feedback comments as not all cards left are filled in or submitted. Particularly good reviews therefore disappear"

"I do larger contracts rather than many small ones so whilst my feedback is excellent, there are few of them. It's important to retain the feedback"

"I would like feedback to stay on forever"

"I think they should stay on, this proved to customers how long a business has been established"

"We have a low turnover of work being builders, as they tend to be larger projects. It might only be 4 jobs in 1 year, so to remove these comments..."

"Longer if possible"

"All feedback is important. Customers should be able to go back through all feedback to verify that there has been no drop in standards."

"Because as previously described on Q6 , The negative feedback was not removed for over 6 months after I was told it was going to be . This h..."

"They should stay on forever, it's all about your work in the past- the further it goes back, the better."

"think they should be kept on all the time"

"Yes but I forget to ask customers for feedback maybe you could leave old feedback on and replace it with new when it comes in"

"would prefer if it showed how long we have been members of the Trusted Trader by showing maybe a few of the historical feedback"

"I would like the reviews on permanently"

"Show's you have been in business longer."

"There should be a longer period than it is now, so as customers get an overall performance over a longer period of time"

"2 years goes quick - I think 5 years is better - or make reviews older than five years go a pale colour so you can clearly see businesses wh..."

“As already stated on previous question.”

“I would prefer it to be 4, because some repeat business is every 3 or 4 years”

“my customers are mostly regulars and I feel terrible to keep asking them to review me again when they have already done it & then it has been...”

“too early to say as a new member.”

“Customer feedback should be available to all potential customers indefinitely”

“I would like to see 3 years to show that businesses are established.”

“3 years”

“Not all customers leave comments and something better than nothing. Would prefer last 20 comments to be left in place irrelevant of age”

“I personally think every company should have around 20 reviews which is more than enough for a customer to decide whether that company is right...”

“Would be nice to see our previous feedback.”

“why can't they be left on for longer, surely they want to see trader history !”

“would prefer it if they stayed on much longer so that customers can see your track record for a longer period.”

“It's important to show a long term commitment to quality and service.”

“the more that's on better for customer”

“All should stay on as reference which shows the maturity of the business”

“With the limited amount of feedback appearing on the website, I just think that after 2 years I could still only end up with a couple showing”

“track record, we get asked how long have you been in the business, experience counts I make a concerted effort to encourage clients to leave feedback but many still choose not to. Therefore the number of comments on show are....”

“It would be helpful for a longer period, say 5 years - this gives consumers additional reassurance that firms have not just joined and gained...”

“Some customers can have several years between projects so future customers may not see a particular reference that may be applicable to there...”

“it's the best way to ensure traders keep their standards up it also gives the customer more confidence if they see the reviews we have are cu...”

“Antiques buyers like to see a pattern - it would be useful if they could access previous comments.”

“I think good feedback should stay and keep building ratings over time as its we work hard to keep standards high”

"I think all comments should be on forever as it gives customers an idea of how long you have been going"

"People want to see older comments as well a new ones"

"Still building business and trust so not all customers even though happy return the feedback forms and don't have as many logged as I should"

"not all customers will leave feedback so I would prefer if it stayed on forever as it looks better for the business if it has a long history"

"5 years as it shows experience in our trade. Actually would be better if all from joining stayed on but if that not possible to have full re..."

"I Think it should be longer"

"I did wonder why reviews seemed to be disappearing from view ! I would prefer all reviews to remain onsite but I suppose 2 years is a long time"

"I would prefer that all customer feedbacks are kept permanently on the website"

"Would like them to stay on"

"The more reviews the better for business."

"Not realty as most of my customer base is repeat work and only get few new reviews per year so the ones I get need to be on longer"

"I think historical reviews are also useful to show a long standing service history"

"I think a little longer would be better as you can sometimes be on large projects not associated with the scheme and your good reviews taken"

"It would be good to keep all years - to prove you are a good long standing Trusted Trader and a long standing company"

"Would prefer reviews to stay on permanently or maybe the business could choose the ones to stay on - the more detailed ones?"

"Some customers do like to look further back."

"All comments should stay on as not all want to add comments for you but say they will"

"they should be there permanently similar to Ebay"

"Every business is different and smaller businesses who don't do as many jobs over shorter periods will end up with less feedback I appreciate..."

"not many customers send feed back in, so a longer feedback term would be more beneficial"

"I believe all feedback should be shown right from the start, it's a good point that customers can see reviews from the start, give a much gre..."

"I would prefer it to be a little longer"

“Some years I take on only 10 or so large jobs, this reflects on my feedback score,”

“Customers always want to know your history and if your consistent”

“Leave them on until there's too many then take the oldest away when each new review comes in.”

“Because of the nature of my business I don't always carry out the same work continually”

“I think all comments should be kept permanently as they are so valuable.”

“I'm only a member so my clients can read this so up to 5 years would be good”

“I generally find customers not wanting to leave feedback. They will tell me that there pleased with what I've done, but when I leave them I...”

“Support is often ongoing for many of our clients, so comments given years ago can still be reflective of service given.”

“Some businesses have a higher turnover of customers than others due to the size of the jobs that they take on. This could make businesses t...”

“5 year”

“Why not keep it for longer?”

“As I'm so times on jobs for 3-6 months I might only have a few reviews on there for a 1 year period so keeping them on there for as many...”

“You can go a long time without any enquiries so you could end up with no good comments and no ticks”

“I think that 5 years would be more suitable as people like to see that you are established business”

“ABSOLUTELY NOT!!! Most of the projects we work on from TT have an enquiry to completion time of 6 to 18 months sometimes more. We only run a...”

“Think that possibly the longer they are on the better. Gives customers a better guide as to how long business has been getting positive comm...”

“We have a very high number of elderly customers (we are also registered with age uk) and find that although asking them to complete feedback...”

“It is nice to see comments from all previous customers as far back as when the scheme started. I believe you earn your rank through YEARS of...”

“I don't think they should ever come off. Being consistently good is a major advantage and it pushes companies.”

“Could keep for 3 years minimum”

“I see customers annually and only keeping two years doesn't help me track trends. I would prefer 5 years.”

"I think it should be 3 years, it would give a more accurate insight to a business"

"Although I give out the cards to all customer not everyone goes to the trouble of completing them and so it is nice for customers to see feedback..."

"I'm a small business and most customers doesn't give feedback even though they are very happy with the jobs done. This means I need as many..."

"Should leave them on until there's too many then remove one as a new comes in."

"A longer time would indicate a tried and trusted company."

"As I said last year, I do not like the fact that feedback is deleted after 2 years, it should be when it hits maybe an 100. Otherwise unless..."

"Most of my customers are repeat customers so new feedback are few and far between from new customers"

"Have only been with the scheme for 1 year so I'm not sure how removing a good testimonial is a good thing?"

"Why remove them ??? Leave them on !!!!!!"

"We would recommend 5 years"

"need leaving on permanently"

"4 year if possible."

"Depend how many feedback forms you give out or are returned maybe should be the last 50 ?"

"It should stay on the website for as long as we pay continuous membership"

"Reviews should be permanently available to give customers more of an idea of how long a company has been trading and more good reviews promo..."

"I think longer than 2 years shows how good you were and still are"

"Obviously, if it is kept on for longer, customers can see a longer history of satisfied customers and know that you are someone they can com..."

"I think if all the comments were kept on it gives prospective customers more of an idea how established you are and how long you have been..."

"Maybe comments should be archived for longer so users can still access them. The comments are still valid and if they are dated the user can..."

"In my case I may gain 3-6 new customers each year and stay with me for years as a regular customer so may have filled a feedback for in a l..."

"Yes, as long as these are regularly updated."

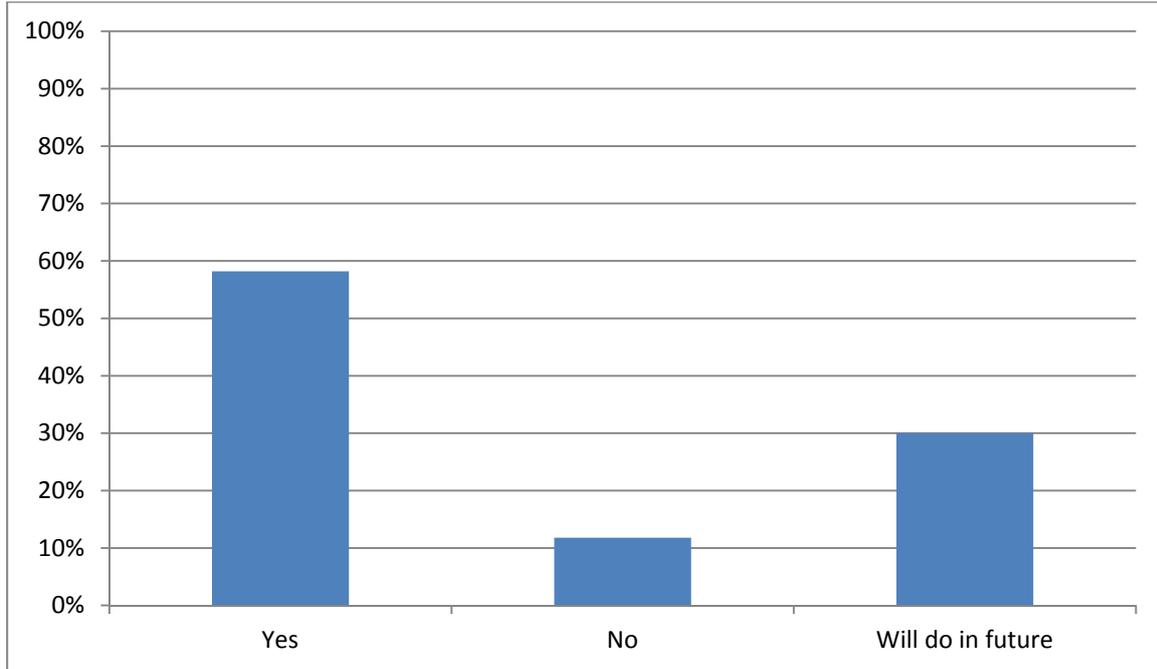
"We think they should be on for longer so it shows potential customers that you have a long standing, quality company"

“I would like it to be longer because people do read them”

Question 8

Do you tell your customers that they can give feedback online at www.derbyshire.gov.uk/community/trusted_trader/rate_a_trader/default.asp?

Yes	58.2%	(231 responses)
No	11.8%	(47 responses)
Will do in future	30.0%	(119 responses)

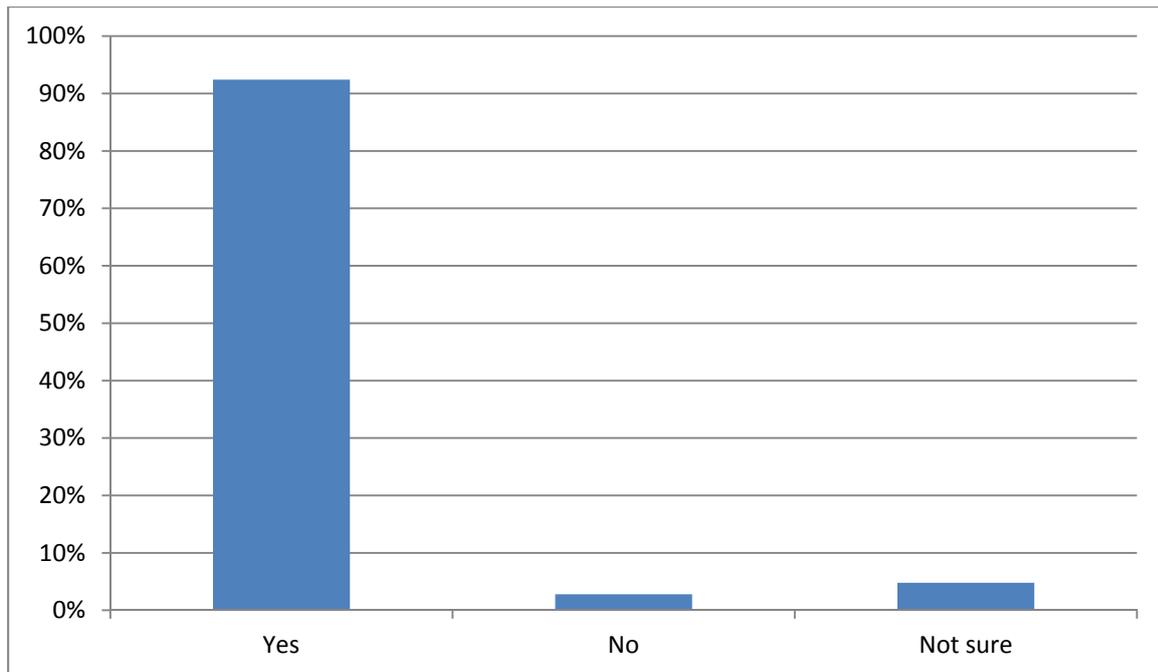


Communication with the Trusted Trader Team

Question 9

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

Yes	92.4%	(367 responses)
No	2.8%	(11 responses)
Not sure	4.8%	(19 responses)



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

“But it would be nice for the odd call to say how you feel we are doing as a member?”

“Don't get any”

“Don't have any communication with anyone.”

“Don't have any contact”

“Generally I am . But as explained in Q6 &7, it took a long time to rectify the problem . I had made numerous phone calls to your dept . I am however, glad you have asked me to complete this questionnaire and hope that the comments are used constructively”

“I have to check as some post (leaflet) reviews get missed or lost”

“I've had poor communication in the past, staff not really knowing how to answer my queries or even getting hold of a member of staff, but that was when TT first started.”

“Not really been in touch since as staff didn't seem reliable to get in contact.”

“never had any communication with anyone from trusted trader scheme”

“Never had need to contact”

“Not always helpful”

“Not had a great deal of contact with anyone to be honest”

“not had any”

“Not had any communication”

“Not spoke to anyone only to renew.”

“Not spoken in the last he year.”

“Not tried communication yet”

“On the whole I am but sometimes I have to chase them up or wait a long time for replies...I'm more happy than not tho generally”

“only time you contact us is with disputes and not praise”

“Should be easier to update information or profile on web site for the member.”

“There hasn't been any”

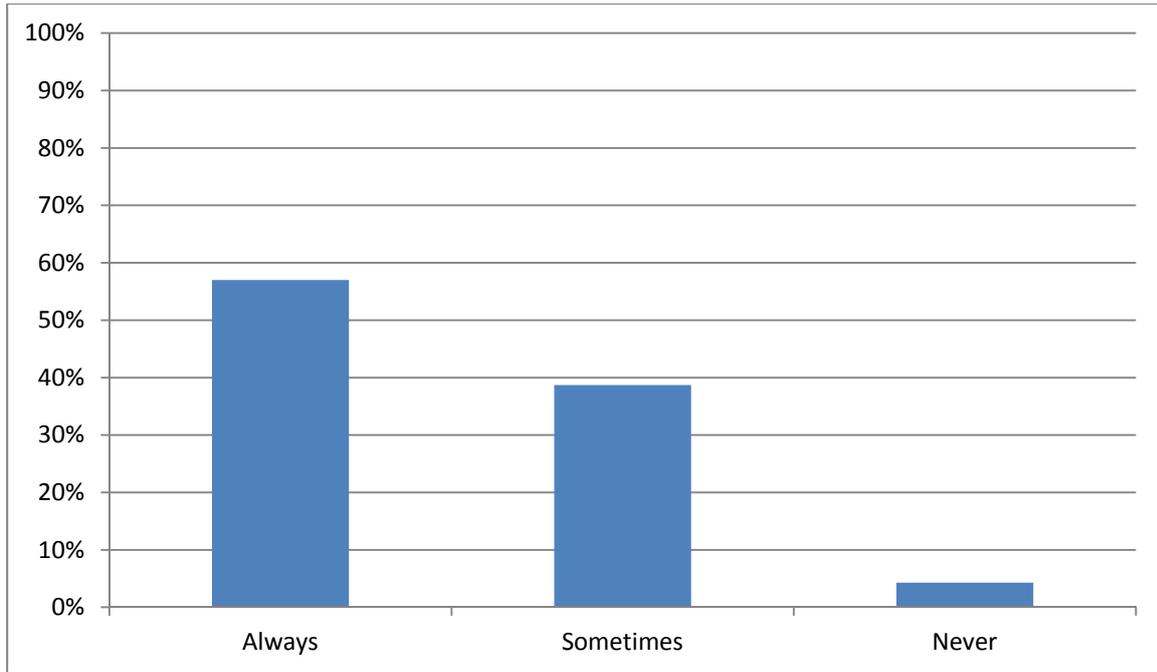
“We don't have any communication with staff at Trusted Trader apart from the letter we receive to renew our membership.”

“we don't really have any”

Question 10

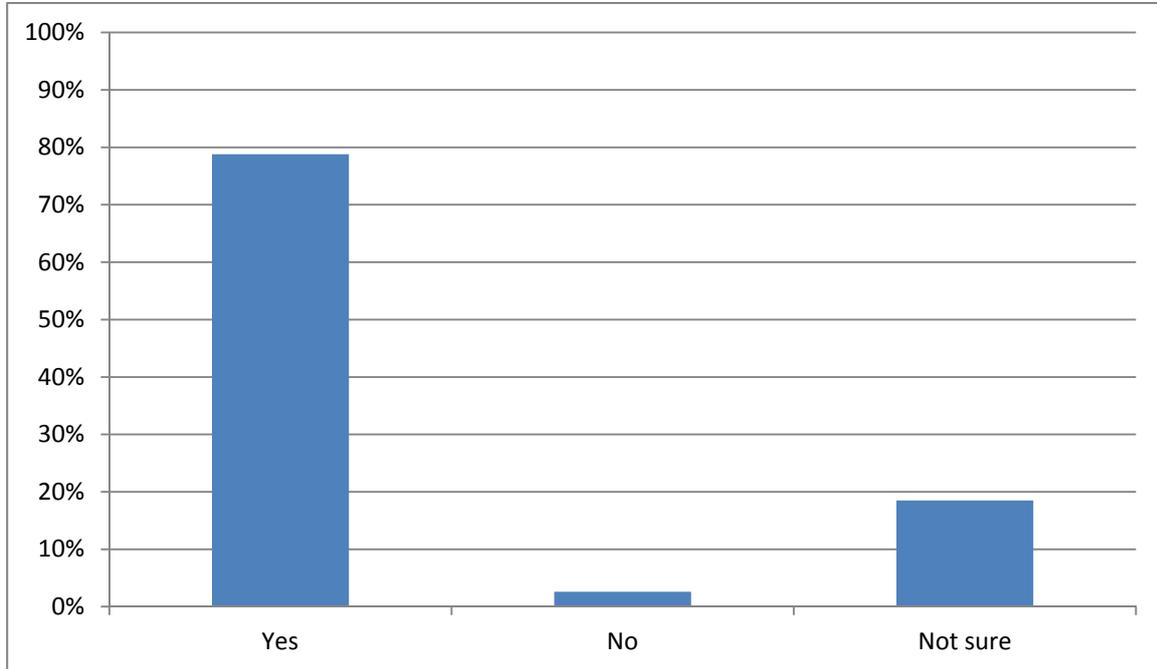
We send you email newsletters twice a year with reminders about the scheme and updates on the law (you can see these online at www.derbyshire.gov.uk/ttmembers). Do you read these newsletters?

Always	57.0%	(227 responses)
Sometimes	38.7%	(154 responses)
Never	4.3%	(17 responses)



If you read the newsletters, do you find them useful?

Yes	78.8%	(298 responses)
No	2.6%	(10 responses)
Not sure	18.5%	(70 responses)



If you don't read the newsletters, is there anything we could do to make them more interesting to you?

“create more time in the day”

“Email them to us”

“I keep updated through my registration scheme and duplication can be a problem.”

“I was not aware of the newsletters so I will read them in the future”

“I wasn't aware we had received a newsletter”

“N/A”

“no”

“No not really”

“Not sure I have seen any maybe went to spam file”

“Sorry didn't realise you did. My wife generally looks after this side of business”

General

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

“I feel that the scheme is very good in principle and potentially very good for business. However, I find operating as a sole trader with registration commitments (including certification and building compliance) occupies a big percentage of my time. Managing the feedback scheme, bearing in mind I routinely book in advance up to twelve weeks, unnecessary at this point. It has always been my intention to utilise the scheme to its full potential, but I have to prioritise unfortunately. Last year's price increase and the planned increase this year may force me to reconsider my membership. I already pay over £500 in membership fees, including the government endorsed scheme. I would value some feedback on your planned increased charges. I feel that there are quite a few members who do not run this as they should, and do not give feedback forms to every customer. what gives me this impression is that I am a small business and have been with you 2 years and have 133 feedbacks yet there are bigger businesses who have been with you longer and only have a few numbers of feedback but are still using the TRUSTED TRADER LOGO as a key feature in their business. I could give examples quite easily”

“I understand that every business has price increases but trusted trader seems to be going up at a ridiculous amount every year! Please don't lose good tradesmen and good businesses for the greed of the local council!!!.”

“works well. I suppose it's more branding for yourself for traders and customer recognizing what is Trusted Trader.”

“I say this each year. we have a lot of cardboard that we have to skip. Cardboard this year at one stage was fetching more than scrap steel per ton. Is there a way that we can have a scheme that if we sort our rubbish out, that we can go to our local tip to at least drop off the cardboard? This would in return would make more money for

the local tips and put money back into the local community? Comment from [business name]"

"I think the vetting procedure could be tougher as I've had customers that have had bad experiences from traders on the scheme. Also think that each tradesmen should be independently approved by a trade association relevant to their trade to filter out the jacks of all trades."

"Like I have already stated, we pride ourselves on our customer recommendations and the amount of follow on trade this brings us. We are proud of our association with Trusted Trader . I just feel like the situation regarding Q6&7 could have been dealt with more efficiently . I just hope we do not run into another "rogue customer" and be faced with the same problem again. Although we as a company have taken lessons from the situation and now have procedures that will at least mitigate the chances of it happening again."

"The system is massively flawed"

"The scheme in theory looks very good and we were very excited initially to be part of it, however the results have been somewhat disappointing"

"no comment"

"I think that there should be an incentive for customers to fill/send in feedback maybe a monthly draw for a high street voucher. From a percentage point of view I probably only get around 50 percent of my feedback sent in, I feel this would increase if there was an incentive for customers to fill the forms or online feedback in. Great PR opportunity for the scheme if this draw was advertised in say Derbyshire Times or on the radio, great way of promoting the scheme, making sure people know about the draw to also increase feedback levels. With regards to feedback even positive feedback may have negative comments so there should be a facility for traders to reply to these comments on their profile (eBay allows traders to respond to comments on their profiles by posting replies). People see the purple stickers on vehicles but I know a lot of people who say they didn't know about being able to read reviews, this could again be highlighted in local radio & press maybe even in the shoppers guides which are distributed all over Derbyshire e.g. clay cross shoppers guide. People look in those advert mags for traders so why not highlight the trader scheme and reviews in there, that way it helps all of your members and highlights the advantages of being in the scheme which will help increase membership and get current members more potential work which to me helps everyone so it's a no brainer."

"stop putting the fees up"

"From time to time the member needs to make changes to the information on the web site and should be able to make the changes to their profile or display some of the services or products the business produces."

“we had this mark so that we could deal with adult social services at DCC. Sadly no one from Adult social services seems to respond by phone or in writing as we specialise in giving advice for clients who have gone into residential care.”

“The only problem is people using the database for marketing purposes”

“Happy to be part of this scheme. It gives customers extra confidence when asking for work.”

“Update feedback/website more often”

“More marketing to the general public. But, more importantly the County and City Council are huge employers and the scheme should be steered towards this large catchment area as well. I would give a discount for these employees if it boosted turnover.”

“No improvement needed, apart from if a trader has had no feedback for a year they should not be a member anymore”

“See previous answers.”

“vetting process should be more stringent, a builder I class as a rouge and has been bankrupt several times but gained membership. a few invoices for vetting I don't feel is good enough, they could invent them”

“Carry on the good work..... Also it would be good to see a list of traders especially those who fail with their customer service. This would encourage us to push even more.”

“The trusted trader scheme has been the really great for my business. It has got my business much extra work manly because people trust the county council and trading standards. Thanks”

“Very pleased with the scheme and how it is run”

“As we are new to the scheme, we have not received a newsletter, therefore the latter two questions were answered with view to our anticipated reactions to the newsletters, based on their content description.”

“I like . the scheme and the idea but not sure there is enough exposure and the price increases are too frequent.”

“Love it !”

“The scheme seems to be working well”

“I think it's great as it is, I have a lot of work from it and it gives people piece of mind. I take great pride in all my jobs and the reviews prove this, I would like them to stay on forever if possible as they are all good. One thing maybe possible is probably once a month have the best trader of the month? Something like that maybe?”

“Maybe trusted trader is advertised more and that people who don't have access to a computer have a phone number available to them so if they need a plumber or decorator they can ring up and get a list of contractors”

“The Trusted Trader scheme seems to give our customers confidence with who they are dealing with.”

“Happy.”

“We believe there are companies within the scheme who do not send the feedback forms to their customers, which we regularly do and can be seen by the amount of feedback we receive, there are companies who have no feedback and have never had any feedback. We regularly request more feedback forms from Trusted Trader (which we would expect Trusted Trader to keep a count of for each Trader), this added to the amount of feedback on the website for us should allow Trusted Trader to see we are sending out the feedback forms. We believe that when a company is reviewed/renewed each year this should be taken into account and if they are not sending out/receiving feedback then this should either prevent them being a member or there should be levels of membership such as gold, silver and bronze based on feedback scores and years with the scheme.”

“Can't fault it.”

“In my opinion and many of my customers this scheme is very good but not perfect. I think other things could be done to improve it for little or no cost to the scheme but it appears to me the scheme works pretty well at the moment.”

“I should like to see membership fees on a sliding scale based on the number of employees in a company.”

“Thanks”

“Improvement not required”

“Would be nice to see all off the feedback received from our customers, show we have been trading as trusted trader from when we originally joined trusted trader.”

“I am very happy with the trusted trader scheme, and the staff are always very helpful . My only wish is that the reviews stayed on the site long term so that customers can read a long term review of the business. That they tell me is quite important.”

“It's a fantastic scheme to give people including the elderly or vulnerable some guidance.”

“Great scheme and happy to be a part of it”

“I have found that some customers have difficulty finding 'Derbyshire Trusted Trader' as some put in search engine 'Trusted Trader' and get copy websites which they then give up on”

“Very please and very grateful to DTT. I am finding it easier to encourage customers to leave feedback electronically.”

“Leave the feedback comments on for longer My customers on long term , I have few new customers so I have to keep on going back to ask customers to do feedback again . I'm not comfortable on doing this”

“My only comment would be to promote the scheme more. Not enough people seem to know about it. Could it be mentioned in Council newsletters / newspapers, for example?”

“This scheme is really fantastic, knowing that most of my customers are elderly this gives me great satisfaction being able to offer them a guaranteed service at a set rate with no hidden extras, 1 day I will be old, and I hope TT is still running.”

“I enjoy the benefits of the TT Scheme. One possible way of improving the scheme is to make the feedback cards much smaller, possibly A5? With the TT address on one side and the feedback criteria on the other.”

“Keep positive feedbacks permanently”

“Great scheme.”

“The Tradesmen that use the scheme that have the most feedback forms sent back to you by the customers should maybe talked to by yourselves about what they are finding from their customers about other tradesmen that are not meeting the right standard.”

“Just keep promoting the value of finding a tradesman on the TT site to the general public”

“Potential customers need to be made aware that trades can be busy weeks in advance. Checks need to be made that a service provided is done to a high standard.”

“I would like to say a big thank you to all staff at DTT. As a relatively new member to the scheme I endorse it 100 per cent. I always leave a feedback form with customers and it gives me a feeling of great pride to read their positive comments. I also do not hesitate in recommending that my customers only use DTT members. I am proud to display the purple sign on my van and I really do feel that customers (no matter what their age) see this as a sign of confidence. Being a member really has made a difference to my business.”

“One of the things I find, is that you get a better quality of client. People that go to trusted trader for a tradesman, are more likely to appreciate the value of the work done for them and are happy to pay for the services they receive.”

"It has been a very useful tool for my business. I do make an effort to actively request feedback about my work, including the provision of a Trusted Trader card to my customers."

"Supply traders with customer satisfaction cards for their customers to send into you to be monitored."

"The only complaint I have with the scheme is there is no ID card. Installing TV aerials I have a lot of calls from elderly people that trust this scheme and an ID badge would give them the confidence to open the door and invite you in"

"It gives customers added confidence to use a business registered as a trusted trader so it is beneficial for my business to be in the scheme and it is good that the feedback is updated regularly as customers are interested in current feedback comments"

"On the paper based feedback for there is a part at the bottom that customers have to tick to give consent regarding allowing feedback to shown online if not ticked feedback comments only kept on record ,this section is too small as I have proven when feedback has not shown and regular customers of mine have quizzed me about why. This section could be much larger so they see it and it's obvious as I have been told they did not spot it and this is why they have not seen feedback of theirs online as I have explained to them and some of my customers get upset as they want to put feedback visible for others because they are so happy with my work- standards"

"Please try to keep the price the same as I think it as gone up a lot since I joined"

"As I said before KEEP review number even if not the review. Maybe highlight a few more member in your magazine etc."

"Fantastic as it is."

"The stickers for vehicles are quite large, how about something smaller that can be put inside say a car? Not all businesses have vans or want to put such a large sticker on their car. Networking events would be good?"

"To have a harder scheme to enter more checks etc., check up on customers etc. members website to add more photos Due to now everybody in the area is Derbyshire Trusted Trader so it means it doesn't set us from other companies so becoming no benefit We have noticed in the past two years there is this problem so we have become a Which Trusted trader which there is only two in the area compared with 100s"

"ID badges would be very good"

"I think your scheme is great for both reputable business owners and also for the public and have been very impressed with my experience of your scheme in an age when customers are never sure who to trust until it's too late . Well Done Trusted Trader !"

“No”

“it would be nice if trusted trader highlighted in the local media traders who have excellent feedback, just like restaurants/food establishment get with their star ratings then customers could see just who is right for them”

“It would be fair that if in the rare event a Trusted Trader gets a negative review that they are allowed the right of reply to the negative comment.”

“Very happy with the service received”

“I'm happy with the scheme but hope that the fees can remain at the same level for at least a couple of years”

“It would be useful if the number of hits on our information was easy to check.”

“I think the Trusted Trader scheme has been a great success and I recommend the scheme to people regarding any situation requiring a contractor or service.”

“Only concern I have is we always leave feedback cards and check that customers fill them in but we haven't had any reviews go on for months? not sure why this is?”

“The trusted trader scheme is a real help to any small business in order to build up a reputation with its customers. Having such a scheme in Derbyshire is invaluable.”

“Great scheme - but feel it needs to be promoted more”

“Ur price is well over the top”

“Very happy with Trusted Trader. Brings in more work than anything else.”

“Increase in levels of advertising the Trusted Trader scheme to the public”

“It is difficult to get people to leave feedback.”

“Links you can put onto your own website for reviews to be completed”

“Good but keep the comments no matter how many”

“There seems to be some confusion between similar names should be renamed trading standards trusted trader as there is other websites called trusted trader so it needs to stand out from them with an emphasis on trading standards other websites claim they are endorsed by trading standards whereas this is actually run by them so that needs to be made clear”

“My wife encouraged me to join the scheme, which I honestly thought was just another way of getting money out of me for nothing in return. How wrong I was! And she never lets me forget it.”

“thanks for your business”

“Keep up the hard work, do further background checks, for better benefits”

“would just like to say a massive thank you too you all”

“Happy with my membership”

“Very good as it is thankyou”

“Q2 asked for the increase in customers as a percentage, I had to put in 100% in order to progress. I only take on a set number of clients each year and do not intent to expand this number”

“Just that on behalf of other companies and myself hope that the trusted trader scheme realise that we do get very awkward customers some times and that it is not always the contractor that is to blame.”

“You need to advertise other types of company's not just traders as the general public don't use this to find any other type of business, hence the reason I have never had someone say I found you on the trusted trader website.”

“I can highly recommend it.”

“We are happy with the scheme.”

“The TT site is compromised by not being optimised for mobile phones, looks amateurish when uploaded onto mobile devices.”

“All Fine”

“I think a Calendar would be helpful because I'm usually at least 4-6 weeks in front of myself with work and I constantly get calls which need doing within a couple of weeks. If we could update availability ourselves a on there it would save me and turning a lot of work down. Thanks”

“We have had no enquiries whatsoever regarding the Long Term Care arrangements that [business name] was involved with establishing. In 2014 we were told that only a select number of IFA firms with appropriate credential would form part of a collection of regarded IFA firms to advise on long term care. We have not had one referral.”

“Offer a website design and linked website to your members so that potential customers can browse through related jobs”

“I'm very pleased with Trusted Trader and recommend Trusted Trader to other tradesmen saying that they should join the scheme.”

“It's been brought to my attention that a certain few advertise as a tradesman in the trusted trader scheme when there clearly not. An average of six customers have mentioned this.”

“Recommend a trusted trader to do small council contracts (odd houses) windows / doors e.g. .now and then .”

“It is remarkably effective at getting a potential customer to come either direct or more often via our website link. We operate in the building trade but also as architectural designers - these are both services where private homeowners are going to spend substantial sums going through a process which they have no experience of - designing and building an extension, loft conversion or new house. They will desperately hold on to anything that gives them some peace of mind as they go into and through this process. The Trusted Trader scheme offers exactly this, although at the same time bears a huge responsibility in ensuring the trusted nature of the traders. The review system is great but sometimes it feels like a knife edge - We try very hard to get it right all the time, but sometimes there are clients who just will not be pleased and this is a risk to our business. It would be good to have a clear understanding of how disputes are handled so that when we get the occasional awkward customer we can ensure we are following a protocol that has no weaknesses from the TT viewpoint. Also as noted in the review elsewhere - we really need to keep our reviews from more than two years previous - each one can be the marker for over a year's work! Each review is very significant to our profile and will typically represent £50k - £100k of turnover.”

“Just the reviews screen previously mentioned in earlier question.”

“Checking out works more often”

“I find customers respond better to receiving a physical questionnaire rather than giving them a website address”

“maybe have a link where customers can view older feedback that's no longer on the site .”

“I am a little confused (so are my clients) why we have a different scheme for derby city council. (I realise this is not of your doing, but it does confuse as does trust a trader)”

“I believe the service offers value for money and certainly very glad that the business is a member of trusted trader. It gives the public some assurance that trades people on there are vetted and commented on by past customers who have used their services and use that information to formulate whether or not they would like to contact that particular trades person for a quote for carrying out work As it stands I think the scheme works well and does not need any improvement that I can think of at present.”

“The Trusted Traders scheme has been quite a useful tool for people who have lost confidence In the British builder. There has been bad publicity such as Rogue traders, Builders from hell, just to mention a few. It's good to have a little confidence restored with schemes like Trusted Traders. KEEP UP THE GOOD WORK.”

“Sometimes people take advantage of a company being a 'trusted trader', they think they have you over a barrel. Recently I gave notice on a job that I couldn't fulfil

anymore and to be honest didn't want to as the customer had only returned to me after a staff member left and took her work with her, but when that didn't work out the customer came back to me. When I gave her 4 weeks' notice that we wouldn't be able to do her cleaning any longer due to staff changes and lack of work in her area (which was true, even though I firmly believe we have the right to decide who we work for regardless) she accused me of lacking integrity and said 'that's not what I'd expect from a trusted trader'. Bearing in mind we are not in a formal contract with any of our customers, plus her previous disloyal actions, I had to refrain from laughing at her. She then asked me to remove her review on TT which I said I couldn't do but she was welcome to contact you guys about it. We have since worked the notice period I gave and she has found somebody else but it leaves a bitter taste that somebody can talk to you like that and believe such ridiculous things that they will surely repeat to other people about my business. While I really appreciate TT and am a big advocate for the scheme, that is the only problem - there is very little support or legislation to help traders, when everything is geared towards protecting consumers from 'Cowboys'. I've had to sack more 'rogue customers' and non-payers than have ever had a complaint about our work!"

"keep up the good work its ACE"

"I feel that the company trusted trader will cause problems with people getting confused with trusted and truster . Truster trader don't care what their members are like they are in it for the money and that's all running off the back of you"

"Great as it is."

"The scheme could be made available to the general public more by advertising , for example, leaflets, supermarkets, high Street and in other public areas as not all people have access to the Internet"

"Very good scheme but could do with advertising the scheme more"

"I think it is a worthwhile scheme and would like the Trusted Trader scheme to continue."

"Not sure that the search facility on the site is as effective as it could be - i.e. when I search under kitchen fitter I do not come up but if I put Kitchen Installation I do....."

"I feel that negative feedback as well as positive feedback should be published giving a true reflection of the company."

"We have been very happy with our first full years membership, and any queries raised or requests have been promptly dealt with."

"I am very happy how the scheme works"

"The Trusted Trader is fantastic scheme that sets the members aside from other contractors, proving to customers that members have enough confidence in their business to have themselves vetted and allow feedback on their business."

I use the system at all times when sourcing services locally. Maybe our particular field of business (Independent Financial Advisers) is not the type of business the public would search for under Trusted Trader - perhaps they are looking more for traders such as plumbers and electricians. We will look with interest for the remainder of our trial year as to whether or not we receive any enquiries. Many thanks to the Team at DCC - always extremely helpful."

"You still haven't installed a phone app that fits the screen very poor that only half the webpage can be seen, also your website appears to be down more than its up always showing "experiencing some problems " got to typical council everything takes forever to sort ,"

"As I said last year, I do not like the fact that feedback is deleted after 2 years, it should be when it hits maybe an 100. Otherwise unless I keep pestering my regulars to keep filling in a card. I may end up with very little or no feedback, and if that is the case there is no point in having it."

"In one word brilliant happy"

"I think Trusted Trader is a great scheme and helps get rid of the bad traders that give us genuine honest ones a good boost. Great service offered for the general public."

"Still a great scheme, friendly and helpful team . Still a few Trusted Trader members that don't give out Feedback forms and hence have no comments - But I can see these are being reduced over time Keep up the good work TT :-)"

"Not at the moment... keep up the good work thanks"

"None"

"Nothing further to add it's an excellent scheme , proud to be in it"

"I think it's a great scheme and value for money compared to a similar name on the market which and again this is all local work."

"More checks before coming a trusted trader to make sure that traders are trustworthy"

"Wondered if there would be any chance of linking up with Nottinghamshire trading standards to make a bigger impact with the scheme in the east mids area"

"The only comment I would make is it would be nice if the scheme were rolled out further i.e. we also do a lot of work in south Yorkshire and a similar scheme in this area would be good"

"We are very happy with the scheme."

"My biggest concern about the scheme is; obviously all most members are not giving a card to every customer. You can easily tell this by how few reviews most members

have in a two year period. So many, are only giving the cards to customers who are expressing their pleasure in the service that has been provided. This then effects the integrity of the scheme. To prove my point; how many members have less than 5 stars?"

"The best trading scheme around"

"Happy all round with the mechanism. It would be good if the membership fee can stabilise after this latest increase."

"a business card to give customers with details for filling comment card online would be a good idea"

"I would pay more and sure most members would. has the present cost are very good value and give a massive return to members. thank you."

"The vetting process in my opinion for example public employers liability and health and safety issues should be looked into with more detail e.g. roofers or builders putting up their own scaffolding without a thought for the safety of their employees Also the stripping off of asbestos roofs without using the health and safety laws keep all feedback on your website if you have to remove the feedback due to capacity, forward the feedback to myself by email, I can then print them off and keep the feedback in a folder for customers to see."

"I am very happy that I am a trusted trader. I know my standard of work is very good and I want the best service for my customers. I hope the trusted trader scheme only allows good quality workmen to be part of the scheme. I am sure this is the case because of the checks that are carried out before trades people can join the site"

"Great Scheme, always recommend it to other tradesmen who are not trusted traders"

"notification of new feedback would be good,"

"I recently had a conversation with a gentleman (I'm afraid I didn't catch his surname). He said he ringing on behalf of yourselves and could discuss my thoughts on the Trusted Trader. We talked about the benefits etc... but one thing that I did bring into conversation was that, we have experienced some rapid growth of late and I feel that - from a business point of view - I am at my capacity limit. Regarding the projects that we have on the go and have recently completed, they're not a problem, it's the business and managerial side of things. I said it's a brilliant scheme and to get the further benefits from schemes like the Trusted Trader, then I am going to have to look at some business training. He discussed that it's a shame that there aren't any training schemes through Trusted Trader to help people like myself, who want to take things further, but have limited skills, finances, abilities - basically all the things that limit people and their companies enhancing, albeit, not for the want of trying. My mind is buzzing with a number of things I'd like to do with [business name]... but I'm at my limit... I'm so ambitious, I can hardly put it into words. Even after all these years I still get excited when we get an enquiry and I treat it as if it's

our very first one!! So.. I don't know if something like this would be available, but I do think it's a good idea.”