



LEADERS

Covid-19 Questionnaire



QUESTIONNAIRE

SOME OVERALL VIEWS..

Q1) *First of all, how would you rate \$\$ORGANISATION as a place to work..?*

(Rated on a 7-point scale from 'Excellent' to 'Unacceptable').

Q2) *And overall, how well do you feel that \$\$ORGANISATION has dealt with the issues that it is facing as a result of the coronavirus pandemic..?*

(Rated on following scale - 'Very Well', 'Fairly Well', 'Not Very Well', 'Not At All Well'.)

Q2a) *What could \$\$ORGANISATION have done to better prepare for dealing with the impact of the coronavirus pandemic..?* PLEASE WRITE IN YOUR OWN WORDS

(Open-ended Question)

LEADERSHIP..

We would now like to ask you some questions about how your senior leaders have dealt with the impact of the coronavirus pandemic on the organisation.

Q3) *How would you rate \$\$ORGANISATION's senior leaders on..?*

(Rated on 7-point scale - 'Excellent' to 'Unacceptable' Rating to be given for all items.)

- Providing clarity on how the \$\$ORGANISATION would be likely be affected by the coronavirus pandemic.
- Being clear about the actions \$\$ORGANISATION would be taking to deal with the impact of the coronavirus pandemic
- Working to remove any obstacles to changing the way we have to work.
- Keeping us updated on how we are dealing with the long-term impact of the coronavirus pandemic on the organisation.
- Ensuring that the various teams here are able to continue to work together to maintain the service provided to customers.

Q4) How strongly do you agree or disagree that throughout the current crisis, senior leaders at \$\$ORGANISATION have shown empathy, care & concern for the welfare of people working here..?

(Rated on a 7-point scale from 'Totally Agree' - 'Totally Disagree'.)

Q5) And how well do you feel that senior leaders at \$\$ORGANISATION have addressed your concerns over job security during this time..?

(Rated on following scale - 'Very Well', 'Fairly Well', 'Not Very Well', 'Not At All Well', 'DK' & 'No Concerns Over Job Security')

Q6) And now moving on to your immediate line manager, how would you rate them on..?

(Rated on 7-point scale - 'Excellent' to 'Unacceptable' Rating to be given for all items.)

- Being clear on how your role would likely be affected by the coronavirus pandemic.
- Providing you with the equipment/materials and support necessary to deal with the changes to the way in which we are working (e.g. remote working etc).
- Being available to deal with any queries or concerns you may have about the changes made to the way we are working.
- Recognising the extra effort that staff have put in to deal with the current situation.

Q7) Still thinking about your immediate line manager, how well do you feel they..?

(Rated on following scale - 'Very Well', 'Fairly Well', 'Not Very Well', 'Not At All Well' Rating to be given for all items.)

- Clearly defined your responsibilities in the current crisis.
- Helped you to determine clear priorities for your work in the current situation.
- Helped you to remove any barriers to working effectively with people who work in other departments.

CUSTOMERS..

Now we would like you to think about the service we have provided to customers during the current pandemic.

Q8) *First of all, what do you feel customers would say about the service they have received from us during the current pandemic..?*

- We have done a very good job maintaining the service we provide.
- We have done a fairly good job maintaining the service we provide.
- There has been no change to the service we have provided.
- There are a few things that we could have done better
- There are lots of things that we could have done better.

Q9) *How strongly do you agree or disagree that throughout the current crisis, \$\$ORGANISATION has..?*

(Rated on a 7-point scale from 'Totally Agree' - 'Totally Disagree'. Rating to be given for all items.)

- Treated customers fairly.
- Shown empathy, care & concern for customers.

ASK ALL 'AGREEING' THAT WE HAVE SHOWN EMPATHY, CARE & CONCERN:

Q9a) *Why do you feel that \$\$ORGANISATION has shown empathy, care & concern for customers fairly during the current crisis ..? PLEASE WRITE IN YOUR OWN WORDS. IF POSSIBLE, PLEASE GIVE US A SPECIFIC EXAMPLE OF WHY CUSTOMERS HAVE BEEN TREATED FAIRLY.*

(Open-ended Question)

ASK ALL 'DISAGREEING' THAT WE HAVE SHOWN EMPATHY, CARE & CONCERN:

Q9b) *Why do you feel that \$\$ORGANISATION has NOT shown empathy, care & concern for customers during the current crisis ..? PLEASE WRITE IN YOUR OWN WORDS. IF POSSIBLE, PLEASE GIVE US A SPECIFIC EXAMPLE OF WHY CUSTOMERS HAVE NOT BEEN TREATED FAIRLY*

(Open-ended Question)

Q10) *More specifically, thinking about the service provided to customers during the current coronavirus pandemic, how would you rate \$ORGANISATION on..?*

(Rated on 7-point scale - 'Excellent' to 'Unacceptable' Rating to be given for all items.)

- Showing flexibility in finding the appropriate solutions to customers' concerns during the pandemic.
- Empowering staff to fix issues or address customer problems/concerns.
- Offering genuine support to customers.
- Giving me and my colleagues a clear understanding of what will be important to our customers' as a result of the pandemic.

Q11) *What are the main concerns or complaints you have heard from customers about the service they have received from \$ORGANISATION during the pandemic..?* PLEASE TICK AS MANY AS APPLY

- Waiting a long time to speak to someone on the telephone.
- Getting access to the right person to help with their query or concern.
- No longer being able to get the service they are used to.
- Problems being able to sign-up as a new customer.
- The business having to prioritise service for our more vulnerable customers.
- Not feeling that we care about their problems.
- Not being flexible in dealing with their issue or concern.
- Problems using our website (slow, crashing etc.).
- Having to wait longer than normal for us to get back to customers.
- Customers not being able to contact us
- All of these.
- None of these.

Q12) *How do you feel the relationship \$ORGANISATION has with its customers has changed during the current crisis..?*

(Rated on the following scale: 'Very Much Better'; 'A Little Better'; 'No Change'; 'A Little Worse'; 'Very Much Worse'; 'DK'.)

ASK ALL FEELING RELATIONSHIP HAS GOT 'BETTER':

Q12a) *Why do you feel that the relationship \$ORGANISATION has with customers has got better over during the pandemic ..?* PLEASE WRITE IN YOUR OWN WORDS. IF POSSIBLE, PLEASE GIVE US A SPECIFIC EXAMPLE OF WHY CUSTOMERS YOU FEEL IT IS WORSE
(Open-ended Question)

ASK ALL FEELING RELATIONSHIP HAS GOT 'WORSE':

Q12b) *Why do you feel that the relationship \$ORGANISATION has with customers has got worse over during the pandemic ..?* PLEASE WRITE IN YOUR OWN WORDS. IF POSSIBLE, PLEASE GIVE US A SPECIFIC EXAMPLE OF WHY CUSTOMERS YOU FEEL IT IS WORSE
(Open-ended Question)

Q13) *Finally, how strongly do you agree or disagree that \$ORGANISATION has taken the right action to ensure that it maintained the service provided to its customers..?*
(Rated on a 7-point scale from 'Totally Agree' - 'Totally Disagree'.)

LOOKING FORWARD..

We would now like to ask you a couple of questions about the future.

Q14) *How strongly do you agree or disagree that \$ORGANISATION has taken the right action to address the impact of the pandemic for its customers and prepare it for building strong relationship with customers moving forward..?*
(Rated on a 7-point scale from 'Totally Agree' - 'Totally Disagree'.)

Q15) *What specific lessons have we learnt about our processes and the way we have changed how we work here that we need to adopt and take forward as we come out of the coronavirus pandemic ..?* PLEASE WRITE IN YOUR OWN WORDS
(Open-ended Question)

Q16) *And what have we learnt about our processes and the way we have changed how we work here that we need to stop doing as we come out of the coronavirus pandemic..?* PLEASE WRITE IN YOUR OWN WORDS
(Open-ended Question)

Q17) Research shows that as a result of the coronavirus pandemic, customers are likely to put more emphasis on a digital customer experience as we move forward.

How well prepared do you feel \$\$ORGANISATION is to meet the changing needs of customers and put greater emphasis on providing a more digital customer experience..?

(Rated on following scale - 'Very Well Prepared', 'Fairly Well Prepared', 'Not Very Well Prepared', 'Not At All Well Prepared'.)

Q18) What do you see are the main issues \$\$ORGANISATION faces as we move forward out of the current situation? PLEASE WRITE IN YOUR OWN WORDS IN AS MUCH DETAIL AS POSSIBLE
(Open-ended Question)

Q19) And finally, how much do you agree or disagree with the following statements..?

(Rated on a 7-point scale from 'Totally Agree' - 'Totally Disagree'. Rating to be given for all items.)

- I care about the future of (...ORGANISATION...).
- I am willing to go the extra mile on behalf of \$\$ORGANISATION to ensure its success in the future.
- \$\$ORGANISATION should engage with staff to get feedback on the changes needed to how we work as we come out of the current crisis.

DEMOGRAPHICS..

Finally, a couple of questions about you. These questions are for classification purposes only and will not be used to identify individuals.

Q20) Which of the following most closely matches your job title..?

PLEASE TICK ONE BOX ONLY

- Senior Director/senior VP
- Director/Head of a business/function
- Manager
- Assistant Manager
- Team Leader
- Individual Contributor

**Q20) Finally, how long have you worked for \$ORGANISATION..? PLEASE
TICK ONE BOX ONLY**

- Less than 6 months.
- 6 months to 1 year
- 1-3 years
- 3-5 years
- 5-10 years
- More than 10 years

**THANK YOU FOR COMPLETING THIS SURVEY. FEEDBACK WILL BE
AVAILABLE FROM YOUR LEADERSHIP TEAM...**