

March 2005

Dear Principal,

As part of CCEA's commitment to improving our service we carried out our sixth Primary Customer Survey earlier this year.

I would like to thank you for taking the time to help us to identify the areas in which we can improve our service to you.

You told us that we continue to perform well in most of our key areas of business. I have highlighted the headline results for you below:

PRIMARY	
AREA	SATISFACTION LEVEL
Communications	100%
Support and Helpfulness of CCEA Staff	100%
Consultation with Customers	98%
Curriculum Issues	99%
Assessment Issues	100%
Moderation	97%
Transfer Test Issues	95%
Records of Achievement	93%
Complaints	*52%
Monthly Dispatches	97%
Quantity of Paper-based Communications	97%
Accessibility and Appropriateness of CCEA Materials	97%
Overall Service from CCEA	**100%

*47.3% had no experience of this

**question re: overall service specifically asked in survey

From these results and from the detailed feedback provided at the focus groups we have identified a number of key areas for improvement.

Over the next twelve months, we are going to concentrate our efforts on continuous improvement in the following service areas:

- Records of Achievement
- Accessibility of materials relating to Curriculum and Assessment
- Frequency and method of requests for feedback
- CCEA Website

Our full improvement action plan for 2005/06 based on *your* comments will be available on our website, www.ccea.org.uk by the end of April 2005.

Should you have any questions on our Customer Survey please contact Leigh Gillies, Marketing Executive on (028) 9026 1420 or lgillies@ccea.org.uk

Thank you once again to all who participated, your contribution is greatly appreciated.

Yours sincerely,



Gavin Boyd
Chief Executive

Ps. You may remember that those who returned the completed surveys were entered into a prize draw ... Congratulations to Fane Street Primary School, Belfast and Our Lady's Grammar School, Newry for winning their choice of a fantastic recordable DVD player, digital camera or all-in-one printer!!!