



For release, 7 June, 2010: For more information contact Bob Tolliday, IFB Communications Manager tel: 020 7233 7497

## **Good customer service is the factor that makes a business the most trustworthy, reveals public survey**

A public survey for the IFB (conducted by YouGov) shows that good customer service is by far the biggest factor that makes people trust in a business.

The IFB survey asked the public what were the main factors that make a business more trustworthy and good customer service came top with 73%, followed by value for money (57%), high quality products (56%) and whether it was a long-established firm (54%).

And in good news for family-owned businesses, 62% of the public thought they often provide better customer service than other types of business, while more than two thirds thought family-owned businesses play an important role in economic growth and employment (68%).

Grant Gordon, IFB director general, said: "The public are telling us that they trust businesses more who offer good customer service and according to the survey family firms are providing better customer service than other types of business which is a very positive message for the sector.

"Building trust between business and the public, as well as other stakeholders, has become the key issue of our age and family firms are at the forefront of the drive to revive trust in UK business."

*Trust: A Source of Competitive Advantage* is the theme of this year's IFB National Conference which takes place in London, 10-11 June, and includes a keynote speech by Richard Lambert, CBI director general.

### **In your eyes which, if any, of the following factors do you think make a business more trustworthy?**

Providing good customer service	73%
Offers value for money	57%
Produces high quality products	56%
A long-established firm	54%
An ethical trading policy	33%
A family-owned business	30%
Involvement in local community and charity	27%
A UK company	26%
A profitable company	23%
Listed on the stock market	7%
None of these	6%

For the rest of the survey, see notes to editors.

**End**

## Notes to editors

1. Members of the press are invited to attend the opening session of the conference, **1pm-2.30pm Thursday, 10 June**, which includes speaker Richard Lambert, and the opening address by IFB Chairman Andrew Wates.
2. The Institute for Family Business is an independent, not-for-profit, politically neutral, membership association which supports the UK family-owned business sector through Forums, Representation and Research.
3. The IFB has more than 170 member family firms including Clarks, JCB, Specsavers and Warburtons with an aggregate turnover of £38bn
4. Family firms account for **65% of private sector enterprises** in the UK economy - 3 million businesses; 40% of private sector employment, providing jobs to 9.5 million people – **one job in three throughout the UK**; £73bn per annum in UK tax receipts.

### Further survey results

#### **Family-owned businesses play an important part in economic growth and employment.**

Strongly agree/Agree	68%
Neither agree nor disagree	29%
Disagree/Strongly disagree	4%

#### **Family-owned businesses often provide better customer service than other types of business.**

Strongly agree/Agree	62%
Neither agree nor disagree	33%
Disagree/Strongly disagree	4%

#### **Family-owned businesses are less professional than other types of business.**

Strongly agree/Agree	9%
Neither agree nor disagree	36%
Disagree/Strongly disagree	54%

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1954 adults. Fieldwork was undertaken between 28th May- 1st June 2010 . The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

