

Shares and Assets Valuation (SAV) Customer Survey 2014-15

Separate reports recording the survey results have been compiled for the following customer groups. Comparative results from the 2011-12 customer survey are included where possible in brackets.

External Customers: 116 surveys completed (97 in 2011-12)
Response Rate 6.8% (10.4%)

I & PB: 15 (40)
CG RIS: 8 (9)
HNWU: 14 (13)
Large Business Service: 23 (23)
Small & Medium Enterprises: 1 (30)
Trusts & Estates: 6 (13)

Due to small sample sizes, comparisons should be treated with caution.

Summary 2014-15

- 89% (92%) of external customers and 88% (90%) of HM Revenue & Customs (HMRC) customers said they were satisfied or very satisfied with the overall service provided by Shares and Assets Valuation (SAV).
- 99% (98%) of external customers said they were satisfied or very satisfied with the overall service provided by SAV on share option scheme valuations.
- 90% of HMRC customers are satisfied or very satisfied with their working relationship with SAV.
- Of those who had used the SAV Helpline, 100% (88%) of external customers and 100% (94%) of HMRC customers were satisfied or very satisfied with the service provided.
- Of those external customers who had used the HMRC website in connection with share valuation matters, 87% (71%) found the information they required and 70% (60%) said they found it easy or very easy to locate the information they required.
- Of those HMRC customers who had used the website or intranet in connection with share valuation matters, 45% (78%) were successful or very successful in finding the required information.
- 28% (41%) of external customers and 49% (34%) of HMRC customers had not tried to find information online.
- 72% (59%) of HMRC customers did not know the name of their designated contact in SAV.

Action points

External customers

- Correspond by email/ Quicker response times. SAV has set up one team to test out an alternative way of working. This team will correspond more by email, will make earlier contact with agents by phone to let them know who will be dealing with the case, ask for useful information and have an early discussion about the case. Then the team will correspond more by email and make more use of meetings. It is hoped that these cases can be completed quicker. SAV will evaluate the trial and if it proves successful it will be adopted more widely.
- Non Enterprise Management Incentives (EMI) valuations are given a lower priority. SAV has introduced revised risk assessment procedures to reduce the number of EMI valuations that need to be seen by valuers. This will release more valuer resource to deal with other types of valuations.
- PTVC procedure. SAV will undertake a review of the PTVC process with other HMRC stakeholders with a view to providing a more joined-up service.
- A more consistent approach by SAV valuers. SAV will review its Quality Assurance/Quality Control processes. Continuous Professional Development events will focus on any areas of inconsistency that emerge.
- It is hoped that the move of guidance material to GOV.UK will make it easier for customers to find what they are looking for.
- More guidance on valuation principles would be appreciated. SAV will review the available guidance and consider how it can be improved.

Internal customers

- The alternative ways of working referred to above will hopefully enable SAV to reduce the time it takes to deliver an agreed valuation to internal customers.
- SAV will continue to encourage valuers to liaise with instructing customers to ensure the appropriate information powers are used.
- SAV valuers will ensure that internal customers receive regular substantive updates (with copies of letters) regarding the state of negotiations and the cost-effectiveness of pursuing the valuation.
- When SAV agrees a valuation materially different to that which it suggested on informal risk assessment, an explanation will be provided to the instructing customer.
- SAV will strengthen its liaison arrangements with other HMRC businesses and ensure that contact points are widely published.
- The response rate to this survey from internal customers is disappointing. SAV will discuss with the various business areas how a better response might be achieved in the next survey.

Questions/comments

Please feel free to contact Kevin Beard, SAV Customer Service Manager, on Tel 03000 562452 or by email:

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HMRC customers to Beard, Kevin (Specialist PT Shares & Assets Valuation)