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ARGYLL AND BUTE COUNCIL

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CUSTOMER SUPPORT SERVICES

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**Customer Service Centre – Customer Satisfaction Survey – Telephone Calls
FQ4 2022-23 Survey Results**

1. SUMMARY

- 1.1 This paper details survey results from the automated customer satisfaction survey offered on the Contact Centre’s main telephone lines between the 1st January 2023 and 31st March 2023. There were **481** survey responses and the automation works by offering the survey at the start of the call, so that agents cannot influence the outcomes by selecting specific customers.
- 1.2 The survey focuses on the service customers received from CSC agents and not from council officers as a whole. The overall customer satisfaction score was **96%**. This was marginally down on the **97%** satisfaction rate (7303 positively scored elements out of 7503), across the whole of 2022/23 from 1594 respondents. In addition to the customer satisfaction survey, the CSC Supervisor completes random agent quality evaluations on call recordings and these showed a quality score of **96%** from 145 evaluations. This is a valuable crosscheck on quality standards.
- 1.3 These high scores, based on a substantial sample of customers give continued assurance of the quality of customer care provided to external customers on behalf of Services. This was also a finding of the recent Internal Audit of CSC customer contact.

2. RECOMMENDATIONS

- 2.1 We ask DMT to note the detail provided in the results and the high levels of customer satisfaction and quality checking outcomes.

3. DETAIL

- 3.1 The Contact Centre has an automated satisfaction monitoring service that offers customers the chance to leave scored and verbal feedback after their call. We upgraded the platform in 2022 to remove the need for agents to transfer customers to the survey and this has resulted in reduced chance of agents influencing survey outcomes and many more surveys being done. **481 surveys** were completed by customers between 1st January 2023 and 31st March 2023.
- 3.2 The customers surveyed had contacted Customer Services with a telephone enquiry for either:
- Council Tax
 - Benefits

- Roads & Amenities
- Book It
- General Enquiries

We use the telephone lines for these services for surveys as over 90% of calls to them are dealt with entirely by contact centre agents; without the need to transfer to a back office worker. Hence the customer feedback will most likely focus on satisfaction with the Contact Centre service delivered; which is the main aim.

3.3 When customers choose to participate, they are welcomed to the customer survey and asked four questions recommended by the Customer Service Excellence standard. The final question is used to inform the effectiveness of the council website:

1. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the **professionalism and attitude** of the person who handled your enquiry today?
2. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the **quality of the information** that you received today?
3. Answering 1 for Yes and 2 for No, were you **treated fairly** today? If No please tell us why? Customer will be given the opportunity to leave a comment.
4. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the **final outcome** of your call?
5. Did you try **using our council website** to resolve your query before you called us today – say yes or no?

We also ask customers if they would like to leave further feedback and if so, they are given one minute to leave their comments and **69** customers chose to do this.

3.4 TELEPHONE SURVEY OUTCOMES

3.4.1 The results of the 481 surveys were collated and the table below summarises the results of the survey (note, some customers did not answer all of the questions):

Question	Score of 5	Score of 4	Score of 3	Score of 2	Score of 1	Y or N
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the professionalism and attitude of the person who handled you enquiry today?	396 93%	15 3.5%	7 1.5%	1 0.5%	10 1.5%	52 unanswered
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the quality of the information that you received today e.g. that you understood it and it met your needs.	373 85%	36 8%	13 3%	7 1%	12 3%	40 unanswered
Answering 1 for Yes and 2 for No, were you treated fairly today? If No, please tell us why.	Yes = 445 96%, No = 17 4%, 19 unanswered					
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the final outcome of your call e.g. that your request or query was actioned?	382 87%	27 6%	12 2.5%	3 0.5%	19 4%	38 unanswered
Did you try using our council website to resolve your query before you called us today – say yes or no?						Yes = 116 26% No = 321 74% 44 unanswered

The overall satisfaction figure is **96%** (1706 of the 1775 individual scored elements were rated 3 or higher), with the breakdown by question being:

- 97% of customers responded that they were satisfied with the professionalism and attitude of the person who handled their enquiry
- 96% of customers responded that they understood the information that they received
- 96% of customers responded that they were treated fairly
- 95% of customers responded that they were satisfied with the outcome of their call.
- 26% used the council website before they called today (not included in overall satisfaction score), but indicates the degree to which an effective web experience could reduce needless calls.

3.4.2

All Customers surveyed were asked for comments based on the service that they received from the customer service agents who handled their enquiry. 69 comments were received and were overwhelmingly positive. A sample includes:

- I was very satisfied I got through very quickly to a human being who was very helpful. Excellent service, no long queues, very helpful, very pleased.
- Yes I would just like to say that the person who answered the phone was very professional at all times and the information she supplied I was very grateful. I can't fault Argyll & Bute Council they have been very helpful thank you. Bye bye.
- The lady who dealt with my query was very efficient, very informative and very helpful. Thank you.
- The service was excellent and a very good customer service. Thank you very much.
- I was very, very pleased with the reception I had from the girl, very helpful and very pleasant to talk to. It's a change to find someone pleasant at the end of the phone. Thank you.
- Very understanding and knew exactly what I was talking about and hopefully the lights will be fixed soon.
- The gentleman was ever so kind and ever so helpful to me. Thank you so much for all your trouble. Thank you.
- Lauren was fantastic and really helpful for an issue that involved possible fraud and was really really helpful and gave me advice about something else as well
- The lady was delightful thank you very much, just hope the problem with emptying the bin gets resolved. Thank you. Bye.
- Hi there. Argyll & Bute Council have been so, so helpful over this matter regarding my spend and save card they couldn't have been any more helpful. All of the girls have been fantastic. Thank you
- Hello, just to say that Shannon the young lady was most courteous and efficient, Thank you very much. Bye
- Good morning, my name is **** and I've spoken to two ladies this morning and I am suffering from severe anxiety and panic attacks and they were really very kind and good to me and helped me sort out my problem so thank them very much indeed. Thank you.
- Brilliant service response from the young lady I just spoke to with registering for Council Tax and sorting out some bins. Absolutely first class. Thank you very much. Bye bye.
- I'm just so sorry that I didn't get the ladies name who assisted me but yeah she was really really helpful took the time to deal with my enquiry, sorted everything out very happy. Cheers.

- Thank you very much, I'm elderly and I find things difficult to do online so it's nice to talk to somebody and the lady was very kind and helpful to me so thank you very much.
- Wonderful lady called Neve dealt with my query, she was absolutely wonderful she was polite she was gentle there was a touch of humour there exceptionally professional well done Neve. Thank you.
- I spoke to Kirsty on 22nd February she was most helpful and she directed me to the website for further useful information and I would like to say thank you very much for being super helpful and really, really pleasurable experience to speak to her. Thank you.
- Yes hello I spoke to Linsay today who was very, very helpful and very pleasant on the phone and I really appreciate that. Ok thank you. Bye
- The girl that spoke to me was very pleasant and very nice she understood what I was asking and came back with a fair comment so I'll give her 10 out of 10. Thank you, bye bye.
- Very helpful and knowledgeable lady I spoke to today, really has set my mind at rest about solving what is a great problem for me so very useful day can't praise her enough. Thank you. Bye.

3.4.3

There were no negative comments left regarding agents, although a few customers did not like using the automated services or the music that is used when on hold along with issues with Back Office teams.

- Looked up the website, looked up bin disruptions nothing down at all for the disruptions in my area. This is the third month where I've had to do this on each occasion no information about bins being missed. When you phone up the information given is they can't say when the bin will be uplifted or a reason why the bin disruption is not listed on the website. Not a very good service. Thank you.
- I prefer the operator response rather than the automated one. Thank you.
- Very poor response, bins were supposed to be uplifted on Monday today is now Tuesday having called I was advised they may be emptied at the weekend bearing in mind the bins haven't been emptied since the 2nd January. That is a totally unacceptable timescale.
- The only failure was that wretched automatic system for recognising who I wanted to speak to it didn't work needs looking at. Thank you. Bye.
- There was no clear indication on the website for parking on how to appeal online I had to speak to your agent who spoke me through the whole affair he was very useful. It would be an idea to put something indicating the way to appeal on the home page when you go into parking. Thank you.
- I phoned Argyll & Bute Council wanting to speak to the Roads department but it was an automated answer. I said Roads several times it didn't like it I had to hang on for a human being. The pothole incident I was surprised hadn't been reported by other people. That's all, thank you.
- I've had to complain about blue bin collections in my area on the last 4 occasions as 4 times the bin lorry was supposed to turn up and did not and on each occasion everyone I have spoken to there at the end of the phone have been extremely helpful and extremely courteous. However it hasn't resolved the problems in the new bin came into effect we haven't had one collection not one out of the four so far and i've had to phone in to complain on each occasion eventually increasing my complaint to a formal complaint and although the staff have been extremely helpful, extremely patient and

extremely kind extremely nice this problem has not been resolved so I sincerely hope it can be resolved sometime. Thank you. Bye

- Hi there. The Administrator who dealt with us this morning was lovely she was very nice, very courteous and very helpful but we're still a bit disappointed about not getting the issue we called about solved any time soon. The issue is in relation to bin collection and after many calls we don't have a satisfactory outcome, so we're pretty disappointed about that but the call today she was lovely and she was very nice. Top marks for her.

4.

CONCLUSIONS

The overall satisfaction rate for the Contact Centre's handling of telephone calls was **96% for FQ4** from a statistically significant cohort of 481 respondents. This was marginally down on the **97% satisfaction rate across the whole of 2022/23** from 1594 respondents. 145 Agent Evaluations completed by the CSC Supervisor, which also had a quality score of 96%, corroborated this high level of quality. Together they provide ongoing assurance to Services that the service provide on behalf of them by the Contact Centre is of a very high standard. Relevant improvements suggested to the Website by customer feedback will be taken forward into the new corporate website.

5. IMPLICATIONS

5.1	Policy	None
5.2	Financial	None
5.3	Legal	None
5.4	HR	None
5.5	Equalities	95.4% satisfaction rating for fairness of service given.
5.6	Risk	Failure to monitor customer satisfaction has reputational risk.
5.7	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations.

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