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ARGYLL AND BUTE COUNCIL

DMT

CUSTOMER SUPPORT SERVICE

22 May 2023

**Customer Satisfaction Survey FQ3 & FQ4 2022/23
Registration Service Enquiries**

1. SUMMARY

- 1.1 This paper details the customer satisfaction results for the Registration Service provided to customers using the service provided by registration staff based in the council's nine Customer Service Points. Results were derived from surveys completed in the six-month period between the 1st of October 2022 to 31st of March 2023.
- 1.2 There were **123** respondents and they provided 681 responses across six key measures. The detailed results are at para 3.4.1, but in summary 680 of the responses were very satisfied (scored 5 on a scale of 1-5), and the other response was a 4. Hence, **100%** of responses were satisfied or very satisfied across all measures. In addition, **95.55%** of respondents were very satisfied with the new dedicated [registration marriage website](#). Given that 2022 registration workloads were 11% higher than those of 2021, this shows that customers believe a high quality of customer service has been maintained (FQ3/4 2021/22 was 96.9% very satisfied).

2. RECOMMENDATIONS

- 2.1 We ask DMT to note the detail provided in the results and the ongoing very high percentage of customer satisfaction with the council's Registration Service indicated by the substantial number of survey respondents.

3. DETAIL

- 3.1 The customer satisfaction survey results relate to **123 surveys** completed voluntarily by customers who chose to participate in the survey after interacting with registration staff within one of the Council's Customer Service Points.
- 3.2 The customers surveyed had contacted registration staff with either a face to face, telephone or email enquiry for either:
- Birth Registration (86 returns)
 - Civil Marriage Enquiry (18 returns)
 - Other Marriage Enquiry (7 returns)
 - Extract Enquiry (4 returns)
 - Other Enquiry (1 returns)

We do not ask customers registering a death to complete a survey.

3.3 When customers chose to participate in the survey they were asked six questions based on the Customer Service Excellence satisfaction question set:

1. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how would you rate the **quality of the information** you received?
2. On a scale of 1-5, with 1 being the lowest and 5 being the highest how satisfied were you with the **service provided**?
3. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the **professionalism and knowledge** of the registrar?
4. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how **helpful and polite** did you find the registrar?
5. On a scale of 1 -5, with 1 being the lowest and 5 being the highest, how **fairly were you treated** during your experience with the registration service?
6. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how happy were you with the **overall service** you received?

3.4 REGISTRATION ENQUIRY SURVEY OUTCOMES

3.4.1 The results of the 123 surveys were collated and some customers also chose to leave comments regarding the customer service that they had received. The table below details the results of the survey:

Question	Score of 5	Score of 4	Score of 3	Score of 2	Score of 1	Not Answered
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how would you rate the quality of the information received e.g that you understood it and it met your needs?	105 99%	1 1%				17
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the service provided ?	115 100%					8
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the professionalism and knowledge of the registrar?	115 100%					8
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how helpful and polite did you find the registrar?	115 100%					8
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how fairly were you treated during your experience with the registration service	115 100%					8
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how happy were you with the overall service you received?	115 100%					8

3.4.2 All Customers surveyed were asked for comments about the service they received from the registration staff and 31 comments were provided; 29 of them positive. They included:

- Rothesay – Helpful and efficient support by staff. Thank you very much.
- Lochgilphead – I have no improvement suggestions. Keep up the good work and Melanie is a treasure.
- Lochgilphead – Melanie and Lorna were a pleasure to work with. They went above and beyond to ensure our marriage schedule would be ready for our wedding.
- Lochgilphead – Lorna was lovely, very helpful and professional, thank you.
- Campbeltown – Registrar was very helpful.
- Campbeltown – Absolutely brilliant service. Wish we got service like that more often.
- Campbeltown – Excellent service.
- Lochgilphead – I rang to get a copy of my birth certificate, Lorna was super friendly and very helpful.
- Oban – Five Stars
- Oban – Perfect
- Oban – No Improvement necessary. An excellent service.
- Oban – Magic, thank you.
- Rothesay – Made to feel very comfortable and welcome. Nice experience
- Rothesay – My first baby was born during the pandemic and I had to wait to register. So glad that it is over and I got to come sooner this time. Sandra was lovely and friendly.
- Oban – Straightforward Civil Partnership Service. Exactly what we were looking for.
- Mull – Everything is clear on your information and we found Margaret very helpful with forms and on answering our queries. Andrew as the registrar was fantastic on the day and it went smoothly.
- Helensburgh – Elaine could not have been more helpful, an asset to the team.
- Helensburgh – Great Service.

3.4.3

Of the 123 surveys completed 90 customers had accessed the Registration pages on the Council's and the new Marriage website, 86 of these customers were very satisfied with the quality of the information provided on the website and 3 customers were fairly satisfied with the quality of information provided on the website.

3.4.4

Of the two negative comments received, one of the comments advised that the website could do with upgrade for ease of finding information. The registration pages are being reviewed accordingly and the other complained about the move of location of the Oban Registration office....which happened in 2011!

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CONCLUSIONS

4.1

The overall satisfaction rate for Customers contacting Registration staff within the Council's Service Points given the highest possible score of 5 across the range of questions was **99% and 100% were at least satisfied**. This is based on five channels of communication for face to face, telephony, email, website and social media enquiries and is an excellent result that continues the historic record of high satisfaction.

4.2

The registration web pages and marriage website also scored well with the percentage satisfaction of **95.55%** of customers who were very satisfied and **3.33%** who were at least satisfied; giving an overall **98.88%** satisfaction rate for

customers who had accessed the website.

5. IMPLICATIONS

5.1	Policy	None
5.2	Financial	None
5.3	Legal	None
5.4	HR	None
5.5	Fairer Scotland Duty: Equalities: Socio Economic Islands	Fairness is explicitly surveyed and scored 100% None Survey includes the island Registrars
5.6	Climate Change	None
5.7	Risk	Failure to monitor customer satisfaction has reputational risk and loss of continual improvement opportunities.
5.8	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations.

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