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ARGYLL AND BUTE COUNCIL

D&I DMT

CUSTOMER SERVICES

April 2025

Customer Satisfaction Survey – Customer Service Points for FQ3 & FQ4 2024/2025

1. INTRODUCTION

- 1.1 This paper details the customer satisfaction survey results relating to how customers felt their enquiries were dealt with when they contacted the Customer Service Points (CSP). The requirements for being asked to complete the customers service survey were that the customer:
- Will have visited a CSP within the last 6 months
  - Must have opted in to take part in the survey
  - Must have an e-mail address as the survey was emailed out.
- 1.2 The customers could also leave a comment on how their enquiry was handled or recommend any improvement with regards customer service. The survey was carried out by customers who had contacted or visited a CSP between October 2024 and March 2025. They were asked various questions relating to how their service requests were dealt with and the facilities provided. The survey was completed by **40** respondents.
- 1.3 The survey broadly had two elements relating to effectiveness of the staff and quality of the facilities. The satisfaction with staff element scored **97.70%** and the facilities element scored **95.82%**. 4 customers (10%) did not agree that service points were open at a time that suited them.

2. RECOMMENDATIONS

- 2.1 We ask DMT to note the detail provided in the results and the high percentage of customer satisfaction from users of the service provided by CSP agents on behalf of other council Services.

3. DETAIL

- 3.1 The customer satisfaction survey result related to **40 Surveys** completed voluntarily by customers who chose to participate in the survey after contacting the council Customer Service Points. All customers who we have an email for are emailed an invite to participate in a satisfaction survey about their visit, but sadly few take the time to do this.

3.2 The table below summarises the result of the survey. When customers chose to take part in the survey they were asked 12 questions regarding the service they had received and the facilities provided. They were also asked to leave additional comments if they wished. 13 customers decided to leave comments regarding the service they received.

### 3.3 ENQUIRY SURVEY OUTCOMES

Question	Score Strongly Agree	Score Agree	Score Disagree	Score Strongly Disagree	Score Unable to Comment
On arrival at the customer service point a member of staff was available to deal with my enquiry	28 71.79%	10 25.64%	1 2.57%	0	1
The member of staff who dealt with my enquiry identified themselves and wore a name badge	23 74.20%	8 25.80%	0	0	9
The member of staff who dealt with my enquiry was competent and knowledgeable.	28 73.68%	8 20.51%	2 5.81%	0	2
The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs	31 81.58%	7 18.42%	0	0	2
I received all the information that I required and it was very easy to understand	26 68.42%	11 28.95%	1 2.63%	0	2
I was satisfied with how my enquiry was handled and I felt that I was treated fairly	31 79.49%	7 17.95%	1 2.56%	0	1
The customer service point was open at a time suitable to me	23 60.53%	11 28.95%	4 10.52%	0	2
The office that I visited was well sign posted	23 67.65%	10 29.41%	1 2.94%	0	6
The opening hours of the office were clearly visible	22 70.97%	8 25.80%	1 3.23%	0	9
The office that I visited was clean and tidy	27 72.97%	10 27.03%	0	0	3
On arriving at the Customer Service Point the queue waiting time was not excessive	27 69.23%	11 28.21%	1 2.56%	0	1
The leaflets and poster and other information displayed were up to date and accurate	18 75%	5 20.83%	1 4.17%	0	16

### 3.4 CUSTOMER SERVICE ENQUIRY SURVEY ANALYSIS

3.4.1 The agent related satisfaction scores were very strong with the overall satisfaction figures for strongly agree and agree combined being:

1. I received all the information that I required and it was easy to understand 97.37%
2. I was satisfied with how my enquiry was handled and felt that I was treated fairly. 97.44%
3. On arrival to the customer service point a member of staff was available to deal with my enquiry 97.43%
4. The member of staff who dealt with my enquiry was competent and knowledgeable 94.19%
5. The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs. 100%
6. The member of staff who dealt with my enquiry identified themselves and wore a name badge. 100%
7. On arriving at the Customer Service Point the queue waiting time was not excessive. 97.44%

#### Staff Rating

Seven of the questions asked are related to the service from staff. Of these seven all but one scored over **97%** positive feedback and the overall average was **97.70%**

3.4.2 The facility related scores were high although in some instances customers were unable to comment; for example the opening hours of the office were clearly visible scored **96.77%** but 9 customers failed to comment. The leaflets and posters and other info displayed were up to date scored **95.83%** but 16 customers failed to comment

1. The CSP was open at a time that was suitable to me. 89.48%
2. The leaflets and posters and other info displayed were up-to-date and accurate. 95.83%
3. The office that I visited was clean and tidy. 100%
4. The office that I visited was well sign posted. 97.06%
5. The opening hours of the office were clearly visible. 96.77%

#### Facilities Rating

Of the 5 questions that relate to the facilities one scored **100%** and three scored well over **95%**

The question relating to the opening times scored **89.48%** and 2 customers commented that the CSP's hours only being open in the morning were restricted.

### 3.4.3 Additional Comments

There were 13 additional comments left and the majority were very positive with comments such as:

- Excellent service. Friendly staff. Very helpful. Thank you.
- Have always found staff on site or on the phone very professional and helpful. Thank you.
- All good.
- Staff were very helpful and knowledgeable.

- My confusion and uncertainties were dealt with promptly and considerately. Thank you.
- The lady that served me (she did have a name badge and even said her name but I cannot remember) was excellent. She was so helpful and kind, excellent customer service.

The negative comments were analysed by CSP:

- Rooms should be provided for privacy when discussing personal information (Note: All our customer service points have a private room available for customers to use and customers can ask for this when they want to discuss a private matter).
- Longer opening times would make the customer service point more accessible for those of us who work full-time.
- Do we really have to give back expired blue badges. Surely cutting in half and throwing away the same as a Bank would do. (Note: It is normal for the expired blue badge to be handed into a customer service point for disposal and prevents it being used fraudulently).
- First visit during normal working day, 3pm the office was shut. A clear sign showed hours of opening. However, only in the morning and not during a full working day. (Note: CSPs are open by appointment in the afternoon).

## 4 CONCLUSION

- 4.1 Overall the feedback is very positive with particular high scoring and praise for the customer service point agents. **97.70%** of questions relating to staff scored agree or strongly agree in their favour. Satisfaction with facilities was **95.82%** with discontent regarding walk in opening hours being the main issue, however these are small in number and do not justify a return to full time walk in opening.

## IMPLICATIONS

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5.1	Policy	None
5.2	Financial	None
5.3	Legal	None
5.4	HR	None
5.5	Fairer Duty Scotland	See sub-elements below.
5.5.1	Equalities	Fairness is explicitly surveyed and scored 98%
5.5.2	Socio Economic Duty	None
5.5.3	Islands	Covered Island CSPs
5.6	Risk	Failure to maintain customer service standards has reputational and efficiency risks.
5.7	Climate Change	None.
5.8	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations
5.9	Rights of Child	None.

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