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ARGYLL AND BUTE COUNCIL

D&I DMT

CUSTOMER SUPPORT SERVICE

April 2025

Customer Satisfaction Survey FQ3 & FQ4 2024/2025 Registration Service Enquiries

1. SUMMARY

- 1.1 This paper details the customer satisfaction survey results for the Registration Service based on the council's nine Customer Service Points. Results were derived from surveys completed in the six-month period between the 1st of October 2024 and the 31st of March 2025
- 1.2 There were **85 respondents** and they provided responses across six key measures. The detailed results are at paragraph 3.4.1, but in summary 507 of the scored elements were very satisfied (scored 5 on a scale of 1-5). There were 3 questions that were not answered. Hence **100% of responses were very satisfied across all measures**. In addition 100% of 61 respondents who used it were very satisfied with the dedicated [registration marriage website](#).

2. RECOMMENDATIONS

- 2.1 We ask DMT to note the detail provided in the results and the ongoing excellent 100% customer satisfaction with the council's statutory Registration Service, as attested by the 85 survey respondents.

3. DETAIL

- 3.1 The customer satisfaction survey results relate to 85 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 (returns)
 - Civil Marriage Enquiry (returns)
 - Other Marriage Enquiry (returns)
 - Extract Enquiry (returns)
 - Other Enquiry (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 85 surveys were collated. 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? | 84 100% | | | | | 1 |
| On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the service provided ? | 83 100% | | | | | 2 |
| 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? | 85 100% | | | | | |
| 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? | 85 100% | | | | | |
| 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 | 85 100% | | | | | |
| 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? | 85 100% | | | | | |

- 3.4.2 All Customers surveyed were asked for comments about the service they received from the registration staff and 30 comments were provided. All 30 comments were positive and we will convey the personal feedback to the relevant staff. One customer recommended that the opening hours should be more than just mornings. Customers were also happy to be able to complete their enquiry face to face. The comments included:

- Rothesay – from first contact from **Samantha Gillies** to register the baby with **Sandra Cobain**, seamless and easy. Thank you very much.
- Rothesay – pleasant experience

- Tiree – **Rona** is such an asset to the service. Such a kind, warm and fun registrar. She made everything so relaxed and easy and had so much knowledge.
- Lochgilphead – **Lorna** was very helpful and patient with me.
- Campbeltown – It was really good customer service from face to face just being able to pop in and see **Julie** our registrar, emails were responded to quickly and the service we received was very personal and professional. I would recommend that the opening hours were more than just the morning as due to work commitments it is sometimes impossible to come in then.
- Lochgilphead – we would highly recommend Argyll and Bute registrars to anyone wanting to get married in the area. In particular **Lorna Wilson** has been amazing during the whole process and made the ceremony really special and made us feel at ease with her warmth and kindness while being really professional. We are grateful for her support.
- Rothesay – nice to be able to do face to face as so much is online these days.
- Oban – lovely friendly team. Thanks for all your help.
- Helensburgh – brilliant service as always. Even though the customer service agent was dealing with another customer, the reception desk remembered me from my wedding and knew that I would be there to collect more copies of our marriage certificate.
- Oban – no improvements. The Staff were extremely helpful and understanding and far more patient than I could have asked for. Made it as easy as possible for us. **Alan** helped us so much.
- Oban – very happy with the service received when obtaining a birth certificate. Great communication and quick to respond to my request.
- Helensburgh – very efficient, polite service with **Elaine and Shona**. Very helpful after registering slightly late due to my child's hospital stay.
- Campbeltown – Call back was very quick, **Julie** was nice and professional at her job.
- Rothesay – very nice experience, **Sandra** was helpful and made us feel relaxed.
- Dunoon – **Samantha and Sandra** were both brilliant. They were extremely helpful and made a difficult situation a lot easier to handle. Thank you both.
- Lochgilphead – all brilliant and very helpful, thank you.
- Oban – it was impressive, thank you.
- Lochgilphead – fab service, extra information provided.
- Helensburgh – everything was excellent.
- Oban – very clear information from the start, **Nicky** was very accommodating and happy to work around our schedule. Emails were always responded to promptly.
- Rothesay – used the new website to arrange birth registration, quick and easy.
- Oban – exceptionally helpful team.
- Rothesay – very pleasant experience, made to feel very welcome. I am glad that I got to do it face to face, it feels like my baby is properly registered.

Of the surveys completed 61 customers had accessed the Registration pages on the Council's website and the new Marriage website, 61 of these customers were very satisfied with the quality of the information provided on the website.

4. CONCLUSIONS

4.1 **100%** of customer responses to satisfaction survey questions were given the highest possible score of 5 by the 85 respondents. In FQ1 & 2 from the 2024/2025 report the equivalent rating was 99% from 95 respondents. Together the exceptionally high scores across the year from 180 separate customers give much assurance of the extremely high standards of personal customer service delivered by our Registrars and Assistant Registrars.

4.2 The registration web pages and marriage website also scored well with the percentage satisfaction of 100% from 61 customers who used the website and advised that they were very satisfied. No improvement actions were highlighted by respondents for action.

5. IMPLICATIONS

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| 5.1 | Policy | None |
| 5.2 | Financial | None |
| 5.3 | Legal | Registration is a statutory function. |
| 5.4 | HR | None |
| 5.5 | Fairer Duty Scotland | See sub-elements below. |
| 5.5.1 | Equalities | Fairness is explicitly surveyed and scored 100% |
| 5.5.2 | Socio Economic Duty | None |
| 5.5.3 | Islands | Includes feedback on Island registration offices |
| 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. Service not used by children. |

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