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ARGYLL AND BUTE COUNCIL

D&I DMT

CUSTOMER SUPPORT SERVICES

October 2025

Customer Service Centre – Customer Satisfaction Survey – Telephone Calls FQ2 2025-26 Survey Results

1. INTRODUCTION

- 1.1 This paper details results of the automated customer satisfaction survey offered on the Contact Centre's main telephone lines between the 1st July and 30th September 2025. There were **355** survey responses using the automated survey functionality that offers 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 rather than Services, but inevitably some respondents do not discriminate between them and so negative issues highlighted by customers often relate to back-office service delivery. **The overall customer satisfaction score was 96.5%.** This is marginally less than FQ1 2025/26 satisfaction rate of 97.2% but again exceeded the target of 95%. In addition to the customer satisfaction survey, the CSC Supervisor completes random CSC agent quality evaluations based on call recordings and these showed a quality score of 95% from 97 agent evaluations. This is a valuable cross-check on quality standards.
- 1.3 These high scores and the overwhelmingly positive feedback comments from a substantial sample of customers (para 3.4.2), give continued assurance of the quality of customer care provided by CSC to citizen and business customers on behalf of Services.

2. RECOMMENDATION

- 2.1 We ask DMT to note the continuing high levels of customer satisfaction and quality checking outcomes, providing excellent service to customers on behalf of Services.
- 2.2 We ask DMT to note that we are adding two additional questions to the survey set regarding why customers used the telephone instead of online services (para 3.4.2).

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. The system is configured so that agents have no part in influencing survey outcomes and automation ensures more surveys are being done. Customer completed **355 surveys** (1,726 individual question responses), between 1st July 2025 and 30th September 2025.

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 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? Customers 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 **60** customers chose to do this.

3.4 TELEPHONE SURVEY OUTCOMES

3.4.1 The results of the 355 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 your enquiry today?	323 95%	11 2%	1 0.5%	3 1%	9 1.5%	8 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?	292 84%	34 10%	7 2%	5 1.5%	11 2.5%	6 unanswered
Answering 1 for Yes and 2 for No, were you treated fairly today? If No, please tell us why.	Yes = 343 (99%), No = 4 (1%), 8 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?	301 87%	18 5%	11 4%	5 1%	12 3%	8 unanswered
Did you try using our council website to resolve your query before you called us today – say yes or no?	Yes = 98 29% No = 238 71% 19 unanswered					

The overall satisfaction figure is 96.5% (1,390 question responses satisfied or above and 49 question responses dissatisfied/very dissatisfied), with the breakdown by question being:

- **97.5%** 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
- **99%** of customers responded that they were treated fairly
- **96%** of customers responded that they were satisfied with the outcome of their call.
- **29%** used the council website before they called today (not included in overall satisfaction score). This was 26% in FQ1, so a slight increase.

3.4.2 As 71% of customers did not try to use the council website before they called, we are introducing two new supplemental questions to try and understand this better. Therefore, when a customer answers no to that question it then asks, "please tell us why you chose to call rather than go online"? And for those who answered they did try the website we will ask: "Please tell us why our online service was not able to assist you and we will try to improve it for next time"

3.4.3 We asked all customers to comment on the service that they received from the customer service agents who handled their enquiry. **60** comments were received and were overwhelmingly positive. A sample includes:

- Yeah whatever I ask this lady she always comes up with the right answer she finds the people I need to talk to she is brilliant at her job.
- It was excellent to be able to speak to one of your Council advisors. I found it so, so helpful and I hadn't been able to access that information on the website, which is probably down to me because I'm not so good with, you know, using the phone. But it was just to say thank you. The lady was just excellent.
- I didn't get the lady's name that I spoke to today but I got excellent service from her very polite courteous helpful and efficient. Thank you.
- Thank you. I've phoned twice today and both ladies have been very kind and very helpful, but we just haven't got the answer to my problem, so I'm waiting for them to call me back when they found the answer. I don't do things online, I'm elderly I can't do that. But no, the ladies were very nice. Nothing wrong there at all. I just really want the issue i've got sorted out. Thank you very much for your help. Thank you. Bye.
- **Ashleigh** was fantastic at helping me out. She had all the information and then anything that she didn't know, she phoned through to the back offices to get the information she needed for me to help me and she sorted out all those things that I needed sorted out. So I'm really thankful to **Ashleigh**. Thank you.
- Hello there. I've just spoken with a lady, she was very polite, very nice to me. All the people I speak to are always very nice to me, but I'm very concerned that my bins are not going to get lifted this Thursday. I'm elderly, not strong and I can't get them out myself. They've always been lifted, I don't know why this has happened and it's causing me a lot of distress and I just want it sorted out as quickly as possible please, so I'm just very worried. But thank you for helping me and I hope it gets resolved as quickly as possible. Thank you.
- I spoke to **Patrice** today and she was really, really good, very polite, very informative, and she sorted all my issues out. I just wanted to mention her by name. Thanks.

- I think the ladies name was **Alison**. I've got a minor brain injury, so I forget, i'm very forgetful. She was so kind and patient and lovely, like, honestly, she made that really easy. So I'm really really grateful. Thank you. Great job.
- **Alison**, who I spoke to, was incredibly helpful and very kind and sweet, and just nice and helpful, I don't know what else to say. Very good, very good service. Thank you.
- Hello. I was dealt with very nicely today, the professionalism was very good. Lady didn't come from the Argyll area, but she was really nice. Her name is **Patrice** and I wish to say that I found her most helpful indeed. So thank you. I know it's just a short message I've to make so thank you very much. Thank you.
- Hi. It's just to say that the people I was speaking to on the Council phone line were very helpful to me. They couldn't have been more helpful and their manner was excellent so thank you very much. Thank you.
- You're very satisfied with the call handler today. Thank you very much and it's just to let you know that she was very pleasant to me. Thank you very much. Bye bye.
- Hi I spoke to a young lady called **Alison** and I just wish to compliment **Alison**. Her telephone manner was superb, excellent, and a lovely, lovely manner. She was extremely helpful as well and I would like her to know that. I just had a great experience with **Alison** today so thank you so much.
- There is a lovely lady who I spoke to, it's 12:15 PM and it's the 19th of August. And I just want to see how lovely my experience was. Thank you very much.
- The lady that I spoke to this morning, a lady called **Alison**. She was absolutely so polite, very professional on the phone. She made me not worry about anything, no problem. An absolute lovely lady lovely lady. Thanks very much.
- The service I received today was exceptional. The young lady was fully understanding and hopefully from now on the problem is solved.
- Hey, I just wanted to say **Lauren** was incredibly helpful and I feel really relieved that I've spoken to someone that I feel listened to me and she was hugely supportive with the information that she gave. So thank you to her.
- Yes, I would like to thank a girl named **Julie** who answered my call and she was extremely polite, pleasant and as helpful as within her limitations, she can be. I hope that the situation will be resolved ASAP. Thank you.
- Hello, **Alison** took my call today. She was a very pleasant, efficient and told me the information I needed very clearly and gave me time to write it down. Couldn't ask for better. Yes very pleased with what I received on the phone call through **Alison**. Thank you very much. It's [REDACTED] Bye, bye.
- **Alison** was very helpful, really pleasant to deal with and better than any council service I had under Glasgow City Council. Thank you, bye.
- The person I spoke to, I think her name was **Margaret**, was very helpful. She gave me the information I needed and also organised for forms to be sent to me through the post because I don't currently have Wi-Fi. So it was reassuring, helpful, she was courteous and I'm glad I phoned. Thank you.
- Yes, hello. I'd like to say over and above that it was an excellent call taken by **Alison** with myself and I'm delighted that she fully understood what I was looking to actually get an answer to and will obviously make sure that I get that answer. I just want to say that **Alison** was excellent. She had good customer care skills. Thank you. Yes.
- **Mhairi** was excellent, very professional, very knowledgeable, very fair and reasonable. Excellent, excellent service. Thank you. Bye-bye.
- I'm trying to get through to Caroline in social work to arrange some care for my mum in the morning. I called switchboard as I couldn't get through on the prompts, and your colleague in the switchboard was just incredibly helpful, spelled out the surname of the lady in social work, Caroline, phonetically for me,

so that was able to send her an e-mail, gave me the e-mail address and and forgive me, I don't know her name. So just a sort of double kind of pronged approach to help the person that's calling and especially I think when you're calling for a vulnerable adult, I think getting that level of support is really important. So my thanks to her and to you.

3.4.3 Negative responses focused mainly on service delivery issues and digital services:

- Your parking website trying to arrange parking in council car parks is awful. It's impossible to use, and it's unclear. Your location and information on the internet to tie in to pay by phone where it gives letters to pay by phone but it only accepts numbers. It's almost impossible to put parking in Oban through the internet. Sorry I didn't like this stuff. Best of luck with it. Hope you sort it.
- I wasn't able to download a copy of my Council Tax notice from the online service so I had to phone.
- No, I can't complain about the call. The person who dealt with me was very fair. I have two issues. I would raise one the incredibly long time it took to get from being answered via the automated system to getting through the automated system is frustrating and that maybe it could take up to five days to get back to me. I'm sure that will be less but it does seem a bit long, but thank you otherwise it was fine. Thank you.
- My main problem is that I have great difficulty with vision. I tried to find the phone number on the website and just for your information, phones do still exist and it is very important for somebody like me to be able to get a phone number because I can't use websites. Thank you.
- The automated service was completely useless because the questions that I needed to ask were not recognised and kept taking me back to the beginning. That's why I called to speak to a person. The question I had was resolved within probably 3 1/2 minutes and I was very satisfied with that. Thank you.
- There was nobody available in the central validation team for planning, unfortunately.
- I called because my bins hadn't been collected for two weeks after requesting a collection because I'm now 89 and it's taken 2 weeks nearer three and then men haven't collected it, but hopefully the office girls have sorted it out this time. Thank you.
- I haven't received any service since I seem unable to get through since your website will not identify Cardross Main Street. Ok I'll sweep it my bloody self. Ok.
- Difficulty in obtaining the number, the contact number, for the department I needed to speak to. I tried the website, I've tried Argyll & Bute Council Services. The person I spoke to latterly was extremely helpful, but obviously was unable to answer the specific query I had.
- Really? Really? I can't even phone someone and ask a question? Go to pay £60 to do that for pre-planning? Useless. Sorry.
- The service I received was, the girl was really nice, but overall I'm going round in circles. I got a parking fine, I appealed against it, I never got an e-mail through back from you, I never got a letter and I'm raging because now it's up to £100 and I cannot believe that I never got any information from you back and that's the third time I phoned regarding this parking fine.

- The chap was very nice, **Mitchell** tried his best, but you didn't have enough staff to speak to me to put me through to somebody else.

4.0 CONCLUSIONS

- 4.1 The overall satisfaction rate for the Contact Centre's handling of telephone calls was **96.5% for FQ2** from a statistically significant cohort of **355** respondents. This has decreased slightly from the 97.2% satisfaction rate for FQ1 2025/26, but still exceeds target. The quality of agent interaction was supported by the outcome of 97 Agent Evaluations completed by the CSC Supervisor, which had a quality score of 95%. Negative feedback focused on delivery by back office services with bins and council tax being prominent. These are raised with Services by the CSC supervisor when serious in nature. Specific digital issues mentioned will be investigated and supplementary questions will be added to the survey to drill into why customers are not using the website or failing to get what they need when they do.

5. IMPLICATIONS

5.1	Policy	Relates to the Customer Service Strategy and Charter
5.2	Financial	None
5.3	Legal	None
5.4	HR	Agents receive extensive corporate and system training reflected in the high score.
5.5	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations
5.6	Risk	Failure to maintain customer service standards has reputational and efficiency risks.
5.7	Climate Change	None.
5.8	Fairer Duty Scotland	None
5.9	Equalities	Fairness is explicitly surveyed and scored 99%
5.10	Consumer Duty	None
5.11	Islands	None
5.12	Children's Rights	As this is a pulse survey, detailed demographic information is not captured.

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