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ARGYLL AND BUTE COUNCIL

D&amp;I DMT

CUSTOMER SUPPORT SERVICE

October 2025

### Customer Satisfaction Survey FQ1 & FQ2 2025/2026 Registration Service Enquiries

## 1. SUMMARY

- 1.1 This paper details the customer satisfaction survey results for the Registration Service based in the council's nine Customer Service Points. Results were derived from surveys completed in the six-month period between the 1<sup>st</sup> of April 2025 and the 30th of September 2025.
- 1.2 There were **105** respondents, and they provided responses across six key measures, giving 625 individual question responses. The detailed results are at paragraph 3.4.1, but all of them answered satisfied or above to the questions, giving a **100%** satisfaction rate. In fact, 624 out of 625 scores were given the highest "Very Satisfied" rating. In a separate online survey, 92.3% of respondents were very satisfied and 7.7% were 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 level of customer satisfaction with the council's statutory Registration Service, as attested by these 105 survey respondents with their scores and comments.

## 3. DETAIL

- 3.1 The customer satisfaction survey results relate to 105 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
  - Civil Marriage Enquiry
  - Other Marriage Enquiry
  - Extract Enquiry
  - Other Registration Enquiry

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 105 surveys were collated. The table below details the results of the survey, in which all but one of the responses were marked Very Satisfied:

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 <b>quality of the information</b> received?	103 (99%)	1 (1%)	0	0	0	1
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the <b>service provided</b> ?	105 (100%)	0	0	0	0	
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the <b>professionalism and knowledge</b> of the registrar?	103 (100%)	0	0	0	0	2
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?	105 (100%)	0	0	0	0	0
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	103 (100%)	0	0	0	0	2
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?	105 (100%)	0	0	0	0	0

- 3.4.2 All Customers surveyed were asked for comments about the service they received from the registration staff, and 31 comments were provided. 30 of these comments were positive and we will convey the personal feedback to the relevant staff. 1 comment related to the online system. The positive comments included:

- Campbeltown – very satisfied with our service.
- Campbeltown – **Nicola** was very good.
- Campbeltown – totally satisfied with every aspect of service and friendliness of staff, especially **Linsay**.

- Campbeltown – **Julie** was fantastic throughout the process. The only thing that could have been useful was a mini rehearsal with the three of us before.
- Rothesay – needed a copy of my birth certificate very quickly for my passport application, very happy I could get it right away with no problems.
- Rothesay – hopefully we never lose this Hub as this is very, very helpful locally in Rothesay.
- Rothesay – booked an appointment online and paid for the certificate, very smooth.
- Rothesay – pleasant experience. Needed to change and feed my baby and **Sandra** made us feel comfortable.
- Lochgilphead – **Lorna** is great. I Registered my first born and hoped it would be her cheery face today and it was. Thank you.
- Lochgilphead – I found the registrar incredibly helpful, and she was very accommodating. Thank you so much.
- Lochgilphead – wonderful, friendly staff, thank you.
- Lochgilphead – 10/10 could not recommend highly enough.
- Lochgilphead – wonderful registrars – **Lorna** and her team.
- Dunoon – delighted with the service we received. Nothing was a problem, thank you.
- Dunoon – all perfect by both registrars.
- Islay – everything we asked for was accommodated.
- Oban – we had to deal with **Mrs N Sturley** who was very responsive and clear by email and very friendly. Thank you to her for her support.
- Oban -there are no suggestions I could make. The service we received from **Catherine Dods** was fantastic. Without a doubt Catherine is a valuable asset to your service.
- Oban – **Alan MacLeod** was fantastic. He was very professional and polite and helped me to organise registering over the phone due to my partner being unable to be there.
- Mull – cannot improve on the excellent service we received from **Andrew Penny** in Tobermory. He went above and beyond, with a very personal service. He is why we chose Mull having encountered various registry offices in other parts of the UK.

One of the comments related to the online booking system which the customer advised was glitchy and very slow, and took a long time to load and it took the customer several attempts to book an appointment. This is being investigated with Zipporah, our online booking system supplier.

- 3.4.3 Of the 105 surveys completed, 91 customers had accessed the Registration pages on the Council's marriage website. 84 of these customers were very satisfied and 7 were satisfied with the quality of the information provided on the website.

## 4.0 CONCLUSIONS

- 4.1 **99.8%** of customer responses to satisfaction survey questions were given the highest possible score of 5 by the 105 respondents and the overall satisfaction rate was **100%** In FQ3 & 4 from the 2024/2025 report the equivalent rating was also **100%** from 85 respondents. Together they give much assurance of the consistently extremely high standards of personal customer service delivered by our Registrars and Assistant Registrars.
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- 4.2 The registration web pages and marriage website also scored well with the percentage satisfaction of **100%** of customers who were satisfied to very satisfied when accessing the website.

## 5. IMPLICATIONS

5.1	Policy	Satisfaction is a Customer Service Strategy KPI.
5.2	Financial	Registration is an income generating Service.
5.3	Legal	Registration is a statutory function.
5.4	HR	Reflects high levels of professional training for employees
5.5	Fairer Duty Scotland	None
5.6	Equalities	Fairness is explicitly surveyed and scored 100%
5.7	Consumer Duty	None
5.8	Islands	Includes feedback on island registration offices
5.9	Rights of Child	None
5.10	Risk	Failure to maintain customer service standards has reputational and efficiency risks.
5.11	Climate Change	None.
5.12	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations

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