

ARGYLL AND BUTE COUNCIL

D&I DMT - CUSTOMER SUPPORT SERVICES - January 2026

Customer Service Centre – Customer Satisfaction Survey – Telephone Calls FQ3 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 October and 31st December 2025. There were **265** 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, which are raised with Services as they occur. **The overall customer satisfaction score was 96.3%** (926 questions scored 3 or above and 36 scored 4 or 5). This is marginally lower than FQ2 2025/26 satisfaction rate of 96.5% but again exceeded the target of 95%.

1.3

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 65 agent evaluations. This is a valuable cross-check on quality standards.

1.4

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 very 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 the two additional questions they recently approved regarding why customers used the telephone instead of online services gave useful feedback (Appendix 1).

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 **265 surveys** (962 individual question responses), between 1st October 2025 and 31st December 2025.

3.2

The customers surveyed had contacted Customer Services with a telephone enquiry for either:

- Council Tax, Benefits, Roads & Amenities, Book It and 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? (with supplemental questions depending on the response given).

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 265 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?	228 91%	9 3.5%	4 2%	1 0.5%	9 3%	14 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?	206 84%	23 9%	5 2%	3 1%	9 4%	19 unanswered
Answering 1 for Yes and 2 for No, were you treated fairly today? If No, please tell us why.	Yes = 239 (98.5%), No = 4 (1.5%), 22 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?	189 85%	17 8%	6 3%	3 1%	7 3%	43 unanswered
Did you try using our council website to resolve your query before you called us today – say yes or no?	Yes = 50 22% No = 173 78% 45 unanswered					

The overall satisfaction figure is 96.3 % (926 question responses satisfied or above and 36 question responses dissatisfied/very dissatisfied), with the breakdown by question being:

- **96%** of customers responded that they were satisfied with the professionalism and attitude of the person who handled their enquiry
- **95%** of customers responded that they understood the information that they received
- **98.5%** of customers responded that they were treated fairly
- **95.5%** of customers responded that they were satisfied with the outcome of their call.
- **22%** used the council website before they called today (not included in overall satisfaction score). This was 29% in FQ2, so a notable decrease.

3.4.2

As 78% of customers did not try to use the council website before they called, we have introduced 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 asked: "Please tell us why our online service was not able to assist you and we will try to improve it for next time" **Appendix 1** shows the responses and analysis, but overwhelmingly those who did not try the website did so out of personal preference and largely due to physical or capability issues with using the web:

Complex Issue best dealt with interpersonally	5
What I needed was not online	4
Cannot access or do not access internet	5
Simply prefer to speak to a person	3
Chasing up a matter previously raised online	1

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 the majority were overwhelmingly positive. A sample includes:

- **Patrice** was very understanding of my situation and very helpful. Thank you, bye
- Excellent customer service, thank you so much,
- I had a very helpful young lady on the phone. My wheelie, my small food bin has blown away in the storm and she was available to help me and advise me what to do and she's ordered a new food bin. She was exceptionally pleasant and very, very helpful. Thank you.
- Hello, I'm just off the phone **Christina**, and I want to say I've left a few messages every time I phone them, they're excellent, but it's Christina I dealt with today, and she was absolutely brilliant. Ten out of 10, and I really appreciate the help, the advice. and how they make you feel relaxed when you're dealing with a problem. Thank you.
- The person that I spoke to was very, very helpful, cheerful and put my mind at rest and very efficient. And more of that person on the telephone at the other end would be helpful, but she was very, very good. So thank you for that.
- The lady that I got through to was excellent, pleasant to talk to, solved the problem straight away, I'd forgotten my council tax account number and I'm very very happy with the way I was treated, excellent service, thank you very much.ye.
- **Ashleigh** was really on the ball, knew what she was talking about and seems to be taking appropriate action. Thank you, bye bye.
- Rang in this afternoon, the lady I spoke to was very pleasant, professional and very helpful.
- Hi there, [REDACTED] here. I've just been on the phone to your council service. There's an excellent young lady, the name of **Sam**, did a great job, very clear information, got everything sorted out, very professional. Thanks very much.

- Hi, **Margaret** from Roads and Environment was extremely helpful. I've had this ongoing issue for about eight or nine months, but she took the time, she got in touch with somebody, a team leader, and advised that they would get back in contact with me. Thank you. That's all.
- The lady that I just dealt with was extremely efficient polite and yep very very good indeed.
- Yes, I would like to thank **Margaret**, the call operator that I spoke to this morning regarding my complaint regarding the water building up at the culvert between 6 and 7 Arran Park in Innellan. She was very professional, very pleasant, gave me a lot of reassurance and I just thought her manner was fantastic. I think she deserves a big thank you from myself I think she's a credit and I don't know the lady at all. She's very pleasant and reassuring, as I say, I would like to commend her for just the pleasantness and the way she's handled the call.
- Hi, I received service from a lady called **Julia**. I was very happy with the service I received, it was basically the conclusion that I was seeking and it's good that the council employs people that can do the job properly and look after customers. Thank you.
- The person I spoke to and dealt with my enquiry could not have been more helpful. She was absolutely excellent, very understanding and very patient and really, really, really great. I couldn't have asked for more. Thank you so much.
- Hi, I spoke to a lovely lady called **Margaret** who was very, very helpful and very, very pleasant, which makes things a lot easier.
- I was delighted with the service. It was absolutely perfect and your representative, I believe her name was **Alison**, was absolutely superb. Solved the problem very professionally. Thank you.
- I'd like to leave a compliment. **Alison** was dealing with me today and she was absolutely excellent. I don't know if I made a mistake with pressing buttons versus had to get a bad experience, but I get 10 out of 10 experience, and every time I phone it is always 10 out of 10. The staff are tremendous. Every time you phone they're absolutely wonderful and I really mean that. Thank you very much for everything you do for us.
- Well, the phone was answered very quickly and the lady I spoke to was very polite, friendly, and accommodating, so I've no problems whatsoever with the quality of the service I've received over the telephone, but I guess the key issue is whether the problem I reported will be dealt with, so, I guess that's up to the bin collection people.

Negative responses focused mainly on service delivery issues and one for the automated services:

- Nothing wrong with the service I got from the person I spoke to yesterday or today. What my main grievance is that there is no information on the bin disruption website. And that is a constant. Any time there is no bins being picked up, it's never on the website.
- It would be more useful if we could have direct numbers dealing with planning applications and people who are available or at least had somebody that knew what they were doing beside the case officer. This matter is just dragging on and I'm totally losing faith in the Argyll & Bute Council.
- I'm satisfied with the person who I talked with, but I'm absolutely raging about your taxes, I'm beyond raging. So, I brought my money to Scotland and I will get my money out of Scotland as fast as I can. It's just unbelievable what you're doing with the taxation. It shouldn't be like that it's ripping off people.
- It said you could not put an objection in for a planning permission. And there was no neighbour notification. To myself and I'm a neighbour of them and tried to put an objection on the website and it said the case had been closed. You couldn't put any objection in but if they don't do neighbour notification, it should be put back to the very beginning in the planning application for negligence on the department that submitted the claim. And I'm waiting on a phone call to come back from the planning officer involved.

The best thing about the whole system was the people who answered. They were very good. The problem is getting through. The stupid answering service where you put on all your details and they just don't understand a thing, that should be eliminated and go straight through to the people. That's

my suggestion.

4. CONCLUSIONS

4.1

The overall satisfaction rate for the Contact Centre's handling of telephone calls was **96.3% for FQ3** from a statistically significant cohort of **265** respondents. This maintains the long trend of satisfaction scores over 96% and exceeds the high 95% target. The quality of agent interaction was supported by the outcome of 65 Supervisor Agent Evaluations, 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. New insight has been gained as to why customers are not using the website or failing to get what they need when they do and this will be considered in our improvement plans.

5. IMPLICATIONS

Item	Area	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 98.5%
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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Appendix 1: Responses to New Questions Regarding Use of Website Prior to Calling CSC

Responses to "Please tell us why you chose to call rather than go online"?

Complex Issue best dealt with interpersonally	5
What I needed was not online	4
Cannot access or do not access internet	5
Simply prefer to speak to a person	3
Chasing up a matter previously raised online	1

Vox Pops:

- No, didn't use website as I wanted to speak to a human regarding the fact that the property unoccupied form never seems to have reached you and I've been continually asked to pay council tax, which I believe is not due, but **Mhairi** was very helpful in putting a hold on that until we can sort it out but for some reason the post never reached you.
- Oh, good morning, I'm elderly and I'm not very good on the website or any technology of any form, so I, I just don't even try to use it because I get myself anxious and in a mess, but the lady was lovely and she solved my problem and I just now I understand I can't do online answering. I'm elderly and I'm not any good at technology, but she was wonderful and I got the answer that I didn't understand. So thank you so much.
- No information was sent out as requested. It seemed to be quite slow, so I'd rather just call.
- Being in my 80s, I find it much easier to use the telephone rather than a computer.
- No, I much prefer to speak to someone.
- It was a complicated set of circumstances, and I wanted advice and the colleague that I spoke to was absolutely fantastic.
- I was worried in case I had made the wrong kind of enquiry and I wanted to talk to a person about it. Thank you.
- I found it helpful to speak to someone for a query and got a very good response. Thank you.
- I live on the island of Mull and I can't get a mobile signal so I couldn't use your internet. I dealt with **Patrice** who was very, very good, very helpful so she needs a big thank you.
- Your operator, **Alison** was polite and helpful. She got my query sorted out straight away without any problems and explained everything to me. I'm not on the internet; I don't have a laptop that is why I couldn't go through that way. Thank you. Bye.
- I didn't use the website. I thought easier just to give a quick call to see if I could do it over the phone, which I can't. I need to send you an email. I suppose I could have tried online, but I didn't because I'm just using my phone and not a computer at the moment. OK, bye.
- No, I actually wanted to speak to an operator. I think that was important to get that direct information. Thank you.
- I use the website to update my payment details or set up a direct debit, but if I want to get something sorted out, I find it better to call as the people who answer the phone are always very helpful.
- I called in order to get if you like, face to face contact, rather than trying to resolve a difficult issue online, which usually becomes an impossible task. Thanks for your help.

Responses to the question: "Please tell us why our online service was not able to assist you and we will try to improve it for next time"

- No facility for registering for council tax as a new homeowner here.
- A defective light in Hazelbank Court Campbeltown could not submit a request for repair because it doesn't appear on the maps on the website.
- I had a complex query involving linking two accounts and your website can't do that. Thanks.
- Problem was that the website crashed. I could not make the complaint about a missed bin delivery and obviously your message box is filled up. I could not even put in my postcode. The system had obviously just crashed with overload from yesterday cause there was a problem with delivery or collection of bins in Cove and Kilcreggan. Thank you.