

## ARGYLL AND BUTE COUNCIL

### D&I DMT - CUSTOMER SERVICES - 10/2025

## Customer Satisfaction Survey – Customer Service Points for FQ1 & FQ2 2025/2026

### 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:

- Must 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 April 2025 and September 2025. They were asked various questions relating to how their service requests were dealt with and the facilities provided. The survey was completed by **33** 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 **98.07%** and the facilities element scored **100%**, with an overall satisfaction score of **98.8%**

### 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 results related to 33 **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 address are emailed an invite to participate in a satisfaction survey about their visit, but sadly very few 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. 16 customers also 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	26 86.66%	4 13.34%	0	0	3
The member of staff who dealt with my enquiry identified themselves and wore a name badge	22 84.62%	3 11.54%	1 3.84%	0	7
The member of staff who dealt with my enquiry was competent and knowledgeable.	27 84.38%	4 12.50%	1 3.12%	0	1
The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs	26 83.87%	5 16.13%	0	0	2
I received all the information that I required and it was very easy to understand	25 78.13%	6 18.75%	1 3.12%	0	1
I was satisfied with how my enquiry was handled and I felt that I was treated fairly	26 86.66%	4 13.34%	0	0	3
The customer service point was open at a time suitable to me	19 61.29%	12 38.71%	0	0	2
The office that I visited was well sign posted	23 76.67%	7 23.33%	0	0	3
The opening hours of the office were clearly visible	23 79.31%	6 20.69%	0	0	4
The office that I visited was clean and tidy	22 73.33%	8 26.67%	0	0	3
On arriving at the Customer Service Point the queue waiting time was not excessive	26 89.65%	2 6.90%	1 3.45%	0	4
The leaflets and poster and other information displayed were up to date and accurate	12 66.67%	6 33.33%	0	0	15

### 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 **96.88%**
2. I was satisfied with how my enquiry was handled and felt that I was treated fairly. **100%**
3. On arrival to the customer service point a member of staff was available to deal with my enquiry **100%**
4. The member of staff who dealt with my enquiry was competent and knowledgeable **96.88%**
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. **96.16%**
7. On arriving at the Customer Service Point the queue waiting time was not excessive. **96.55%**

### Staff Rating

Seven of the questions asked are related to the service from staff. Of these seven, three scored **100%** positive feedback and four scored over **96%** positive feedback.

#### 3.4.2

The facility related scores were high although in some instances customers were unable to comment; for example the leaflets and posters and other information displayed were up-to-date and accurate, scored **100%** but 15 customers failed to comment. The opening hours of the office were clearly visible scored **100%** but 4 customers failed to comment.

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

### Facilities Rating

Of the 5 questions that relate to the facilities all scored **100%**

#### 3.4.3

### Additional Comments

There were 16 additional comments left by customers and the majority were very positive with comments such as:-

- **Elaine** was absolutely brilliant, dealt with my enquiry superbly
- Great service point, very helpful
- Excellent, first class from the team at **Rothsay** when I visited.
- The staff were absolutely lovely and extremely understanding and knowledgeable and helpful
- **Christina** was amazing, answering all my questions and so professional and empathetic. Thank you.
- Please keep customer service points available as it is not always possible to use online or the telephone. It is great to be able to visit a service point and get assistance when required.
- Very pleasant young lady. Checked documents that I presented. No problems. **Well Done Dunoon office.**
- All good.
- Keep up the good work.
- The staff member, was very helpful.
- My query was handled with an efficient and friendly manner.

The negative comments were analysed by CSP:

- Unable to answer most of these questions because enquiries were made on the phone. My questions relate to bin collections and missed uplifts – it has happened quite frequently and communication and information is not always good. Note: (Customer had a missed bin enquiry in 2023 and 2024 but not 2025). The same customer added another comment that she had an online enquiry but no issues whatever with the service provided.
- Not really sure why I was sent this. Never used the service, just pay for it!

## 4. CONCLUSION

### 4.1

Overall the feedback is very positive with particular high scoring and praise for the customer service point agents. **98.07%** of questions relating to staff scored agree or strongly agree in their favour. Satisfaction with facilities was **100%**

## 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 100%
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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