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**ARGYLL AND BUTE COUNCIL**
**CSSMT**
**CUSTOMER SUPPORT SERVICES**
**April 2026**


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**Customer Service Centre – Customer Satisfaction Survey – CSC Telephone Calls  
FQ4 2025-26 Survey Results**

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**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 1<sup>st</sup> January and 31<sup>st</sup> March 2026. There were **214** survey responses answering 981 questions 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 overall customer satisfaction score was 98%** (771 questions scored 3 or above and 13 scored 1 or 2). This is higher than FQ3 2025/26 satisfaction rate of 96.3% and again exceeded the target of 95%. 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.
- 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 98%** from 73 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 CSSMT 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 CSSMT to note that 27% of customers had tried the website before calling and Appendix 1 shows both the reasons why customers do not use the website and the issues for those that had. Timely and informative update to bin related service disruptions is a key driver.

**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 **214 surveys** (981 individual question responses), between 1<sup>st</sup> January 2026 and 31<sup>st</sup> March 2026.

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 **112** customers chose to do this.

### 3.4 TELEPHONE SURVEY OUTCOMES

3.4.1 The results of the 214 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 <b>professionalism and attitude</b> of the person who handled your enquiry today?	197 97%	4 2%	1 0.5%	2 0.5%	0 0%	11 unanswered
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the <b>quality of the information</b> that you received today?	175 91%	12 6%	2 1%	1 0.5%	4 1.5%	21 unanswered
Answering 1 for Yes and 2 for No, were you <b>treated fairly</b> today? If No, please tell us why.	Yes = 198 (99%), No = 3 (1%), 14 unanswered					
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the <b>final outcome</b> of your call?	170 90%	9 5%	3 1.5%	0 0%	7 3.5%	26 unanswered
Did you try using our <b>council website</b> to resolve your query before you called us	Yes = 52 27% (See Appendix 1) No = 140 73%					

today – say yes or no?	22 unanswered
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The overall satisfaction figure is 98% (771 question responses satisfied or above and 13 question responses dissatisfied/very dissatisfied), with the breakdown by question being:

- **99.5%** of customers responded that they were satisfied with the professionalism and attitude of the person who handled their enquiry
- **98%** of customers responded that they were happy with the quality of the information that they received
- **99%** of customers responded that they were treated fairly
- **97%** of customers responded that they were satisfied with the outcome of their call.
- **27%** used the council website before they called today (not included in overall satisfaction score). This was 22% in FQ3, so a notable increase.

3.4.2 As 73% 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 or due to physical or capability issues with using the web:

Reason	Number
Complex Issue best dealt with interpersonally	17
What I needed was not online	31
Cannot access or do not access internet	24
Simply prefer to speak to a person	42
Chasing up a matter previously raised online	3

3.4.3 We asked all customers to comment on the service that they received from the customer service agents who handled their enquiry. 112 comments were received and the majority were overwhelmingly positive. A sample includes:

- Very polite and nice customer service.
- Excellent service from the online operator I spoke to. Thank you.
- I've always had the correct information on the first call as I did today and I could ask any questions that I needed to get the answer to. So very satisfied with the call that I made and the response I got. Thank you.
- The lady I spoke to was wonderful, very, very, very nice lady I spoke to. Thank you very much indeed bye bye.
- Oh, hi. I just needed to speak to somebody cause it was a specific wee question, It was fine it was fine, she was lovely. Thank you very much.
- I just wanted to talk to the department because we had already informed them about the problem. The girl was absolutely excellent and I have absolutely no complaints. Thank you.
- The girl I spoke to was very nice and very courteous.
- Thank you, I'm elderly and I get very worked up when I have to give you information at all these letters that can bother me and worry me. Anyhow, the lady was very kind and she helped me through it, so I've given you the information that you'll need, so it's an update of the payment that I will get from April this year.

- I had good service and my query was answered satisfactorily. Thanks very much.
- I believe the girl's name was **Mhairi**. Excuse me, she was very helpful and managed to explain everything to me, which I very much appreciated, so I thank you for that. I had no problems understanding what she was talking about. Thank you. Bye.
- I found the service very satisfactory, very charming, very good, and very nice girl that spoke to me, and told me, took me through everything, so I was very pleased with that, and thanks very much.
- Yeah, I would just like to leave a message just to say about the outstanding service that I received from one of your agents. Her name's **Alison**, I'm in arrears with my council tax, nervous to call and she put my mind at ease, so friendly, efficient, quick and just 5 star service. So yeah, very good service from **Alison**.
- Yeah, very very polite, very friendly, solved the issue, super swiftly and also helped me with another issue and gave me the information I needed in order to follow up on that. So, yeah, very nice lady and yeah, I'm very happy. Thank you.
- The operator was extremely polite, extremely efficient, extremely helpful and did the best she could to find the person I'm looking for. She was excellent. Thank you.
- Yes, the, the girl that served me was very, very patient which I need. I've got cataracts and it's very difficult for me to see. But she, she didn't rush me. She said just take your time so that was very nice.
- **Ashleigh** was very good at what she told me and tried to resolve it, but advised what I needed to do and also gave me a reference number in case I get a ticket.
- Excellent service from **Ashleigh** in respect of my questions about council services.
- Yeah, I received excellent service today from a lady called **Margaret**. She was very professional, very thorough, and really patient. Fantastic. Thank you.
- I spoke to a lady called **Catherine**, who was extremely helpful. She answered my questions with professionalism. She was polite, she put my mind at ease, a credit to the council people. She did a really good job. I'm very, very pleased how I was treated.
- Received great service today, which was seamless, and was explained everything the process to follow and great friendly and, great attitude, very professional and very customer service friendly as well.
- It was **Julie** I spoke to. She was fine. She was very clear. Searched out what I needed to know and give us a clear understanding of what I had to do next. Thank you, very helpful.
- I received very good service from one of your employees called **Margaret**, and she was very helpful. Thank you.

Negative responses focused mainly on service delivery issues including no available information:

- I think a little more information from your agents would be helpful or more information online. We've been missed bins collecting at a busy, busy time of year. I understand there are breakdowns, but I was told yesterday there would be an uplift, so I've got everything together and put it out. Don't want it strewn all over with animals attacking it because it's now way overspill cause we haven't been picked up in a month and nobody could tell me anything and that's just really not good enough. There were no updates either online or from your agents.
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- Like I said, it's the Service. The people in the offices don't know what they're doing cause they're telling me lies for three weeks about my council tax refund. They said it would be done yes on Thursday, on Tuesday, ready for this Thursday and Friday to be cleared, and it's not gonna be again. This is the 3rd time they've told me this and it's not happening very poor service from the office staff.
- I needed to report the fact that the person uplifting the bin was throwing it and therefore damaging it each time.
- The bins at the bottom of our lane haven't been emptied for over a fortnight now and there's 75 people, 5 households using it and they keep saying it's contaminated. Well, it isn't contaminated with myself.
- Your colleague was good on the phone, but I had previously tried to log the information by automated phone call and it kept returning to the first question. Although I think I said it quite clearly, thank you.
- I'm not happy because it's been a week tomorrow that we haven't had our recycling collected. The disruption line says that there's a part that apparently the van is still waiting for or has is broken, but there's no mention of when or you know and the helpline has no information, can't get through to the back office for the people who will have the information. It's the same old story really.
- Service I received today was great. The lady on the phone was very kind and professional gave me lots of advice. However, in general, the service from Argyll and Bute Council is terrible and I feel it's unfair that there's no help with council tax relief based on a qualifying benefit.
- I did try to correspond by email to avoid calling. I've sent off 3 or 4 emails, but the issue wasn't resolved. I didn't get a response. I spoke to a lady called Margaret today who was absolutely wonderful. She was patient and thorough, very professional and I was really, really happy with the outcome. Thank you.

## 4.0

### CONCLUSIONS

#### 4.1

The overall satisfaction rate for the Contact Centre's handling of telephone calls was **98% for FQ4** from a statistically significant cohort of **214** 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 73 Supervisor Agent Evaluations, which had a quality score of 98%.

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	17
What I needed was not online/ issues	31
Cannot access or do not access internet	24
Simply prefer to speak to a person	42
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Vox Pops:

- I'm elderly. I'm in my 80s, and I'm not very au fait with the internet.
- Can't deal with doing things on the internet rather speak to a human.
- Wanting to be able to talk to a person.
- I didn't think to use the website.
- My questions were too complicated for the website.
- I didn't use the website because I thought it was a bit more of a niche question than a website would be able to answer.
- I'm not interested in websites, so if you're talking to someone because you've an interaction and it had a degree of humanity to it.
- I'm very sceptical of websites. I'm not interested in websites because you cannot interact with them. I prefer to interact with the call and move along with the call at the speed of the call of the operator or the listener. It also has a degree of humanity to it, whereas emails and websites don't. Thank you, bye.

A sample of 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"

- I could not download the refuse collection calendar.
- The website didn't have any more information. It hadn't been updated since the 24th of December. Pointless.
- Couldn't find information required.
- I was having problems accessing the short term let application licence application system. I clicked on the link that I was sent by email and it took me through to the sort of landing page but there was no content in it so I've spoken to your reception team and they very proactively engaged with the IT person who's going to email me back, so very satisfied. Thank you.
- I couldn't get through to your website I'm still waiting for your website to load up
- There doesn't seem to be anywhere where you can list that the problem arose because you are supposed to have an assisted bin collection and it just didn't happen.