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


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**Customer Satisfaction Survey – Customer Service Points for FQ3 & FQ4 2025/2026**


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**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 1<sup>st</sup> of October 2025 and 31<sup>st</sup> of March 2026. They were asked various questions relating to how their service requests were dealt with and the facilities provided. The survey was completed by **42** respondents answering 460 individual questions.
- 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 95.9% and the facilities element also scored 95.9% with an overall satisfaction score of **96%** which is slightly lower compared to 98.8 in FQ1 & FQ2 – largely due to four customers saying they were dissatisfied with the opening hours of CSPs.

**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 relate to 42 **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 from agents and the facilities provided. They were also asked to leave additional comments if they wished. 20 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	33 80.48%	5 12.20%	2 4.88%	1 2.44%	1
The member of staff who dealt with my enquiry identified themselves and wore a name badge	21 58.33%	12 33.33%	3 8.34%	0	6
The member of staff who dealt with my enquiry was competent and knowledgeable.	33 80.49%	7 17.07%	1 2.44%	0	1
The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs	38 90.48%	4 9.52%	0	0	0
I received all the information that I required and it was very easy to understand	32 76.19%	8 19.05%	2 4.76%	0	0
I was satisfied with how my enquiry was handled and I felt that I was treated fairly	36 87.80%	4 9.76%	1 2.44%	0	1
The customer service point was open at a time suitable to me	29 70.73%	8 19.51%	1 2.44%	3 7.32%	1
The office that I visited was well sign posted	27 67.50%	10 25%	2 5%	1 2.50%	2
The opening hours of the office were clearly visible	24 66.66%	10 27.78%	1 2.78%	1 2.78%	6
The office that I visited was clean and tidy	29 72.50%	11 27.50%	0	0	2
On arriving at the Customer Service Point the queue waiting time was not excessive	35 85.37%	6 14.63%	0	0	1
The leaflets and poster and other information displayed were up to date and accurate	16 61.53%	10 38.47%	0	0	16

### 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 **95.24%**
2. I was satisfied with how my enquiry was handled and felt that I was treated fairly. **97.56%**
3. On arrival to the customer service point a member of staff was available to deal with my enquiry **92.68%**
4. The member of staff who dealt with my enquiry was competent and knowledgeable **97.56%**
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. **91.66%**
7. On arriving at the Customer Service Point the queue waiting time was not excessive. **100%**

#### Staff Rating

Seven of the questions asked are related to the service from staff. Of these seven, 2 scored **100%** positive feedback and 5 scored over **91%** 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 scored 100% but 16 customers failed to comment. The opening hours were clearly visible, scored 94.44% but 6 customers failed to comment.

1. The CSP was open at a time that was suitable to me. **90.24%**
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. **92.50%**
5. The opening hours of the office were clearly visible. **94.44%**

#### Facilities Rating

Of the 5 questions that relate to the facilities all scored, 2 scored 100% and 3 scored over 90%

### 3.4.3 Additional Comments

There were 20 additional comments left by customers and the majority were very positive with comments such as:-

- It is always a pleasure visiting the **Civic Centre**. Staff are wonderful. Excellent service.
  - Very helpful member of staff
  - Could not fault the service I received
  - Staff are really friendly, helpful and a pleasure to talk to.
  - Excellent staff
  - Excellent customer service from **Catherine** in Oban
  - **Catherine** above and beyond as usual.
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- Staff were extremely helpful in a lovely way

The negative comments were analysed by CSP and the majority were comments about the opening hours of the service points.

- Think the office should be open all day instead of 9 a.m. till 12 noon.
- I would like the office to have longer hours
- Office hours only available for 3 hours per day (9 a.m. till 12 noon)
- Opening hours are extremely short and not customer orientated. More time should be allocated instead of 15 hours per week.
- Many want the service point opened, in old-fashioned office hours.

One comment related to parking at Dunoon Service Point:

- Only two blue badge spaces available at front car park but used by normal drivers had to park at the rear car park and walk round to the front entrance.

The comment was received when the service point was located at Ellis Lodge. On investigation it was found that two social work members of staff who were located at Ellis Lodge were blue badge holders and were using the spaces. The Customer Service Point has now located to Argyll House in Dunoon which has only one disabled space. There are future plans to possibly create another 2 disabled parking spaces at the rear of the building.

## 4 CONCLUSION

- 4.1 Overall the feedback is very positive with continuing high scoring and praise for the customer service point agents. 95.9% of questions relating to staff scored agree or strongly agree in their favour. Satisfaction with facilities was also 95.9% which was lower compared to 100% for FQ1 & FQ2 due to comments regarding opening hours. There is insufficient demand to warrant longer opening hours for walk up service, but appointments remain available.
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## 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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