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


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**Customer Satisfaction Survey FQ3 & FQ4 2025/2026  
Registration Service Enquiries**

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**1. SUMMARY**

- 1.1 This paper details the customer satisfaction survey results for the Registration Service based on 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 October 2025 and 31<sup>st</sup> of March 2026.
- 1.2 There were **70** respondents, and they provided responses across six key measures, giving **420** individual question responses. The detailed results are at paragraph 3.4.1, but 419 of them answered satisfied or above to the questions, giving a **99.8% satisfaction rate**. In fact, 417 out of 420 scores were given the highest "Very Satisfied" rating. In addition, **93.4%** of respondents were very satisfied and 4.92 % were fairly satisfied with the dedicated [registration marriage website](#) .

**2. RECOMMENDATIONS**

- 2.1 We ask CSSMT 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 70 survey respondents with their scores and comments.

**3. DETAIL**

- 3.1 The customer satisfaction survey results relate to 70 surveys 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 (38 returns)
  - Civil Marriage Enquiry (13 returns)
  - Other Marriage Enquiry (9 returns)
  - Extract Enquiry (9 returns)
  - Other Enquiry (1 return)

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 70 surveys were collated. The table below details the results of the survey:

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?	68 (97.14%)	1 (1.43%)	1 (1.43%)	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>service provided</b> ?	70 (100%)	0	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?	70 (100%)	0	0	0	0	0
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?	70 (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	70 (100%)	0	0	0	0	0
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?	69 (98.57%)	1 (1.43%)	0	0	0	0

3.4.2 All Customers surveyed were asked for comments about the service they received from the registration staff, and 30 comments were provided. 27 of these comments were positive and we will convey the personal feedback to the relevant staff. The positive comments include:

- The whole team were fantastic and very helpful - **Oban**

- All the personnel we dealt with were professional, courteous and pleasant – **Islay**
- Dealing with **Gemma** was an absolute pleasure. She was sensitive, understanding and her communication was excellent. This is a great service.
- Easy to arrange on the website. I have not been well since having a baby, so it was good to be able to do it on the phone – **Rothesay**.
- Great service – **Campbeltown**.
- We had a fantastic time with **Melanie MacLean** who married me and my husband at Crear. **Lorna** was also very helpful with paperwork in the run up to the wedding. Very pleased with our experience – Lochgilphead.
- **Alan in Oban** was a huge help in getting our child registered. He took the time to walk through the process, and he was polite and knowledgeable – Oban.
- Nice experience in registering my first baby – **Rothesay**.
- Excellent Service, thank you **Campbeltown**.
- Ceremony booked, **Lorna and Melanie** were most helpful.
- Nice experience, registrar very helpful – **Rothesay**.
- Superb service – **Lochgilphead**.
- First class service, helpful, informative and perfect manner – **Rothesay**.
- No improvement whatsoever, our registrar **Melanie MacLean** was fantastic and even made the most legal thing fun to do – Lochgilphead.
- I needed a full copy of my birth certificate for my passport. I thought I would have to order it but **Sandra** did it right there and then for me. Great service from Rothesay.
- We are from Utah and your website and team via email were very helpful and kept the process easy – **Lochgilphead**
- Great friendly service - **Campbeltown**

3.4.3 Three of the comments related to the website and online booking system. One customer had difficulties with the online form and could not find the information they were looking for. One customer found the website glitchy and one customer could not make the online booking. These are currently being investigated and looked at within our registration team.

Of the 70 surveys completed, 61 customers had accessed the Registration pages on the Council's marriage website, 57 of these customers were very satisfied and 3 were fairly satisfied with the quality of the information provided on the website.

## 4.0 CONCLUSIONS

4.1 **99.3%** of customer responses to satisfaction survey questions were given the highest possible score of 5 by the 70 respondents and the overall satisfaction rate was **99.8%** In FQ1 & 2 from the 2025/2026 report the equivalent rating was 100% from 105 respondents. Together they give much assurance of the consistently extremely high standards of personal customer service delivered by our Registrars and Assistant Registrars in 2025/26.

4.2 The registration web pages and marriage website also scored well with the percentage satisfaction of **98.4%** of customers who were fairly to very satisfied when accessing the website.

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## 5. IMPLICATIONS

Item	Area	Implications
5.1	Policy	Forms part of our Customer Service Strategy
5.2	Financial	None
5.3	Legal	Registration is a statutory function.
5.4	HR	References customer service training for employees
5.5	Fairer Duty Scotland	See sub-elements below.
5.5.1	Equalities	Fairness is explicitly surveyed and scored 100%
5.5.2	Socio Economic Duty	None
5.5.3	Islands	Includes feedback on island registration offices
5.6	Risk	Failure to maintain customer service standards has reputational and efficiency risks.
5.7	Climate Change	None.
5.8	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations
5.9	Rights of Child	None. Service registers births but is not used by children.

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