

Tick One Box	For Information Only	For Decision Only	For Discussion
	x		

ARGYLL AND BUTE COUNCIL - D&I DMT

CUSTOMER SUPPORT SERVICES - July 2026

Customer Service Centre – Customer Satisfaction Survey – Telephone Calls

FQ1 2026-27 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 April and 30th June 2026. There were **224** 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 99%** (811 questions scored 3 or above and 7 scored 1 or 2). This is higher than FQ4 2025/26 satisfaction rate of 98% and 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 98%** from 68 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 **224 surveys** (811 individual question responses), between 1st April 2026 and 30th June 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 148 customers chose to do this.

3.4 TELEPHONE SURVEY OUTCOMES

3.4.1

The results of the 224 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?	198 100%	0 0%	0 0%	0 0%	0 0%	26 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?	187 89%	14 6.5%	8 3.5%	2 1%	0 0%	21 unanswered
Answering 1 for Yes and 2 for No, were you treated fairly today? If No, please tell us why.	Yes = 210 (99%), No = 2 (1%), 12 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	172 91%	8 4%	7 3.5%	2 1%	1 0.5%	34 unanswered

Question	Score of 5	Score of 4	Score of 3	Score of 2	Score of 1	Y or N
call?						
Did you try using our council website to resolve your query before you called us today – say yes or no?	Yes = 52 28% No = 131 72% 41 unanswered					

The overall satisfaction figure is 99% (811 question responses satisfied or above and 7 question responses dissatisfied/very dissatisfied), with the breakdown by question being:

- **100%** of customers responded that they were satisfied with the professionalism and attitude of the person who handled their enquiry
- **99%** of customers responded that they understood the information that they received
- **99%** of customers responded that they were treated fairly
- **98%** of customers responded that they were satisfied with the outcome of their call.
- **28%** used the council website before they called today (not included in overall satisfaction score). This was 27% in FQ4, so a slight increase.

As 72% 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	25
What I needed was not online	30
Cannot access or do not access internet	32
Simply prefer to speak to a person	33
Chasing up a matter previously raised online	6

3.4.2

We asked all customers to comment on the service that they received from the customer service agents who handled their enquiry. 148 comments were received and the majority were overwhelmingly positive. A sample includes:

- Yes, I thought the lady was very professional and answered all my questions and excellent, very professional at all times.
- The staff that I contacted today was very pleasant and the phone call was brilliant and sorted everything out, thank you so much, bye.
- I found the lady that I spoke with was very reassuring, and that's exactly what I needed because I was very upset.
- Excellent service, very pleasant lady that I spoke to, very helpful, and it was excellent, 10 out of 10. Thank you.
- Overall, very, very helpful, very nice, very kind. Thank you very much.
- The advisor actually was very knowledgeable, friendly, very helpful, and it was a good experience.
- Excellent, friendly, efficient, and compassionate.
- All of the people that I've spoken to regarding the council tax enquiry I had were lovely. Thank you.
- **Alison**, who spoke to me on the phone, was extremely helpful and very professional.
- I spoke to a lady yesterday and a lady today, excellent customer service, couldn't have asked for more friendlier people to speak to, thank you.

- I think I spoke with a **Linsay** and she was very helpful and contacted the parking department and sorted my issue for me. Thank you.
- I found the service very good. The young lady was very efficient and very helpful and very considerate. And I'm left with a nice warm feeling which doesn't often happen nowadays so, yes, I was very, very pleased with my call.
- Extremely helpful operator who is referring me to another department who will hopefully return my call in a short time. Thank you very much.
- Thank you for a pleasant, friendly and professional call today about picking up my fridge. Bye.
- My concern and issue was treated professionally and with courtesy. Thank you.
- The staff, my experiences of the staff are truly magnificent, decent human beings treated as human beings. I can only thank you so much. Bye bye.
- I spoke to a lovely, lovely girl who is very friendly, and she's very helpful as well, and I was really pleased with my call.
- Change of council tax direct debit. **Julie** was fantastic, polite, to the point, short telephone call, very satisfied.
- Very happy to recommend the gentleman who dealt with my enquiry and feel very satisfied that absolutely everything I, all my boxes were ticked and very impressed with the service that was shown to me today. Thank you.
- The woman that I just spoke to, I would like to say what an absolute credit to your company for you to have that lady. Now sadly I have forgot the lady's name but she was amazing.
- Very satisfied with the professionalism once again shown by the lady on the other end of the phone. I'm very pleased with the service. Thank you very much.
- Excellent service, as always. I always never worry about phoning Argyll and Bute Council finance department because everybody there is always so nice, so kind and so helpful. Thank you very much.
- **Alison**, who I spoke to today, was lovely, very nice, like all your staff are very nice and helpful, and I just was checking that a good review had gone through about Keil Cemetery, which it had from me, but she took time to have a little conversation while she was on the telephone, so I highly praise her for the way she was, and I'm really happy.
- I have misplaced my council tax bill for 26/27. **Linsay** in your office was able to pull up a copy, and she promised to email it to me in the next few minutes, completely solving my problem. She did it in a cheery, professional, and actually delightful way, and I want to congratulate you on having such a nice employee. Thank you very much.
- I was trying to update a previous conversation about replacing my grey bin, which I have now sorted myself and it just wasn't appropriate to use the website but I happened to get the same **Alison** that I had when I reported the bin and that was fab she was great. Thank you very much.
- I received a letter and I needed to query the letter and the service I received was magnificent, made sure I understood and to be honest with you, that's a friend with a guy on here. Absolutely first-class people, treating people like human beings.

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

- I wanted to talk about the bins that our bins haven't been emptied and they're full. And they drove past on Friday just whizzed past and didn't empty either of the bins. I want to know why.
- You expect us to visit Scotland and then you give us a penalty notice for when there's no actual time to say when the restricted parking was.
- I made a referral through your website over a week ago and nobody's got back to me. This is ridiculous. I'm gonna phone Kirsty Flannigan.
- My daughter's not gonna pull out her bins because of her health and, and they just don't do it, so I'm having to pick it up every time and I've got to phone you up and get them to come out and then it stays later and then the bin fills up quicker. It's just a circle of annoyance,

basically but if you say they'll come and get them, that's fine, fine with me. Just, it keeps happening, so every time we report it they do come out and they lift them, but that means that you've got people coming on days that they don't usually come. They just ignore it. My daughter, she's got epilepsy and she's got other health issues, so they actually pull her bins out for her but they're not doing it.

- I've been trying to contact the person who made comment on a planning application I submitted. I've been unable to do so and I can't get a phone number for him either.
- I received notice that I hadn't paid a parking fine when I had proof that I had paid a parking fine which disturbed me. I was able to tell the receptionist this, and she dealt with it and spoke to the parking department, and they confirmed I had paid the fine and the case was closed.
- Absolute nightmare. Even on the phone, you can never get through to who you want because they're always out of office or working from home. Absolute nightmare. If you've got a problem, it's just, it just makes the problem 100 times worse. I don't even know what the point of it is.
- Service team are great, but the actual department are not responsive at all.

4.0 CONCLUSIONS

4.1

The overall satisfaction rate for the Contact Centre's handling of telephone calls was **99% for FQ1** from a statistically significant cohort of **224** 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 68 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.

**Jane Fowler,
Head of Customer Support Services**

For further information contact: Donna MacLean, CSC Operations Manager / Team Leader, Customer Services, Kintyre House, Snipefield Industrial Estate, Campbeltown, PA28 6SY.

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	25
What I needed was not online/ issues	30
Cannot access or do not access internet	32
Simply prefer to speak to a person	33
Chasing up a matter previously raised online	36

Vox Pops:

- We had to have a very quick answer to our question, hence the phone call. Bye.
- I like to speak to a human being.
- I just wanted to check that my council tax had been cancelled.
- I'm sorry, I'm an old man. I'd like to speak to somebody.
- I wanted to talk to a person about a rental property.
- Not a problem that could be resolved on the website.
- I don't use the web.
- Hi, I'm just not, I was, I wasn't used to um doing this on Online, so I made a mistake and I got put through to the girl who was very, very helpful to me, very pleasant, very nice girl. It's 10 out of 5. Thank you.
- No, I didn't do the website. I was just thought I'd come and see somebody face to face, but in actual fact, I never got anybody face to face. I'm just on this phone, and all I wanted was a mattress removed. I've got a broken ankle. I'm aged and I can't do it myself, but they want to charge me £90.90. I think that's what I paid for my new mattress. Thank you. Bye-bye.
- Easier as I have multiple queries.
- Didn't use it. I don't have it.
- ADHD, dyslexia, I find the whole website automatic systems are just tortuous.

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"

- Finding the right information.
- It was very hard to try and navigate through the portal and it kept jumping from page to page and I didn't understand it, so I just thought I'd phone and speak to somebody cos it's actually better to phone and speak to somebody.
- I could not find a form to request a special uplift.
- The complication of the minibus booking system, I need to confirm whether I can have the minibus overnight. I can't do that online.
- There was no option to address the specific query I had, which was a parking ticket that was without anything in it.
- The website talked about bin collection in 2 weeks, 3 weeks, 4 weeks, but did not give a specific day of the week or date.
- The information I required it's not on the website.
- Booking parking for the Oban ferry, it's confusing which selection to choose, long term, short term, or seasonal, and that's why I needed to phone.

- In on the website just put in the details then it will not register and would send me back to the top of the list of details not taking an address or a postcode.
- I could not understand why the amount of information was required.
- Could not find any place to query a missed bin. It didn't show anywhere at all for the area.
- I couldn't find my house online to watch my next bin collection day.
- Could not find the information I required regarding delivery times, pick-up times for the property.
- Inserted reference got internal error when I tried to validate.