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ARGYLL AND BUTE COUNCIL

CUSTOMER SERVICE BOARD

CUSTOMER SERVICES

1st June 2018

**Customer Service Centre – Customer Satisfaction Survey – Telephone Calls
Automated Survey Results from 1st of May to 31st of December 2018**

1. SUMMARY

- 1.1 This paper details the customer satisfaction survey results regarding how customers felt that their calls were dealt with by Customer Service Centre Agents. Results were derived from the automated customer satisfaction survey which is offered on the telephone lines for five selected services to the Customer Services Centre. The survey is only offered on the lines where there is a high percentage of calls resolved at first point of contact without transferring the call to the back office. The 42 survey responses completed between the 1st of May and 31st of December 2018.
- 1.2 The customer satisfaction survey is an automated survey through the Netcall telephony system. This is used by customers who have telephoned the Council Tax, Benefits, Book It, Roads & Amenity and General Enquiry lines with an enquiry and can choose to take part in a short satisfaction survey of four questions They can also leave a comment if they wish on how their call was handled. The survey asked questions based only on the service customers received from **agents** and not from the council as a whole. The automated survey functionality has been live since September 2016.
- 1.3 The headline customer satisfaction result of the Netcall Telephony Automated Survey was **96.43%**. This has increased compared to the previous survey figure of **92.6%** which came at a time when the new Revenues and Benefits system was being rolled out, so it is encouraging to see this bounceback after that system has now bedded in..

2. RECOMMENDATIONS

- 2.1 CSB is asked to note the detail provided in the results and the excellent high percentage of customer satisfaction received from the surveys.

3. DETAIL

- 3.1 The new automated satisfaction monitoring service was introduced as part of the Replacement ACD/CRM Project in 2016. Customers are informed up front on the selected phone lines, that in order to monitor levels of performance they may be offered a very short survey at the end of their call and if they do not wish to participate then to hang up. The customer satisfaction survey results relate to **42 surveys** completed voluntarily by customers who chose to participate in the survey at the end of their call.

- 3.2 The customers surveyed had contacted Customer Services with a telephone enquiry for either:
- Council Tax
 - Benefits
 - Book It
 - Roads & Amenities
 - General Enquiries

3.3 When customers chose to participate, they were welcomed to the customer survey and were asked four questions:-

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 politeness of the person who handled your enquiry?
2. On a scale of 1-5, with 1 being the lowest and 5 being the highest, did you understand the information you received.
3. Answering 1 for Yes and 2 for No, were you treated fairly, if No please tell us why later.
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?

Customers were thanked and asked if they wanted to leave any further comments.

3.4 TELEPHONE SURVEY OUTCOMES

3.4.1 The results of the 42 surveys were collated and 18 customers also chose to leave comments regarding the customer service that they had received.

3.4.2 The table below summarises the results of the survey

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 politeness of the person who handled you enquiry?	41 97.62%				1 2.38%	
On a scale of 1-5, with 1 being the lowest and 5 being the highest, did you understand the information you received.	41 97.62%				1 2.38%	
Answering 1 for Yes and 2 for No, were you treated fairly, if No, please tell us why later.						Yes = 41 97.62% No= 1 2.38%
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?	37 88.10%	2 4.76%	3 7.14%			

The overall satisfaction figure is 96.43% with the breakdown by question being:

- 97.62% of customers responded that they were satisfied with the professionalism and politeness of the person who handled their enquiry
- 97.62% of customers responded that they understood the information that they received
- 97.62% of customers responded that they were treated fairly
- 92.86% of customers responded that they were satisfied with the final outcome of their call.

3.4.3 All Customers surveyed were asked for comments based on the service that they received from the customer service agents who handled their enquiry. Eighteen comments were received and were very positive, they included:-

- Excellent customer service, thank you.
- I was delighted with the service I received today. Thank you.
- Every single one of your agents are an absolute pleasure to deal with, you are a credit to the Council.
- The agent who answered my call was very helpful, very pleasant and really quite a pleasure to deal with.
- The girl was friendly, sorted it all out for me and I thank her for the service
- I just wanted to say that I was really impressed with the service I got it was outstanding.
- Very helpful, professional and efficient
- I found you much easier and far more pleasant to deal with than my own council.
- Very helpful service and very clearly told me everything that I wanted
- The agent serving me was very pleasant, she went the extra mile to help me. I was very satisfied.
- The agent was excellent, very good skills, very good with people. I hope you get a promotion one day you will be a top executive!

Analysis

3.4.4 The overall satisfaction rating is excellent and is a 3.83% increase compared to the previous survey. The previous period included the changeover to a new Revenues and Benefits system and as expected the satisfaction with the outcome of the call outcomes has climbed as the expertise of the agents and the functionality of the system improved.

Customer Service Telephony Centre consists of a team of dedicated, experienced staff who have completed the training programme for all services and this is reflected in the very high scores for politeness and professionalism, treating customers fairly and providing information to customers which is easily understood.

Some minor comments were made on the back office service provided and these have been passed to the relevant service for attention and resolution.

4 CONCLUSIONS

The overall satisfaction rate for telephony from the survey results is 96.43% and even higher for professionalism and politeness, which is an excellent result and this is underpinned by the very positive comments left by customers. The figure has climbed by nearly 4% since the last survey as the CSC agents are now fully used to the new Openvision revenue and benefits system.

5. IMPLICATIONS

5.1	Policy	None
5.2	Financial	None
5.3	Legal	None
5.4	HR	None
5.5	Equalities	None
5.6	Risk	Failure to monitor customer satisfaction has reputational Risk.
5.7	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations.

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