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ARGYLL AND BUTE COUNCIL

CUSTOMER SERVICE BOARD

CUSTOMER SERVICES

28th June 2019

**Customer Service Centre – Customer Satisfaction Survey – Telephone Calls
Automated Survey Results from 1st of January to 31st May 2019**

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 the five services (Council Tax, Benefits, Book It, Roads & Amenity and General Enquiry), where agents resolve the most calls at first point of contact, without transferring the call to the back office. The 25 survey responses were completed between the 1st of January 2019 and 31st of May 2019.
- 1.2 The customer satisfaction survey is an automated survey through the Netcall telephony system and is offered to customers at the start of their calls so that the survey outcomes cannot be influenced by agents selecting only “happy” customers to take the survey. It is a short satisfaction survey of four questions and participants can also leave a comments. The survey focuses on the service customers received from CSC agents and not from council officers as a whole.
- 1.3 The headline customer satisfaction result of the Netcall Telephony Automated Survey was 91%. This has decreased compared to the previous survey figure of 96.4%, however this is largely due to the small sample size as fewer customers chose to complete the survey and when asked about the final outcome of the call four customers were not willing to give a definite high score as their query required a back office response. The scores for agent professionalism and fairness remained high at 96%
- 1.4 To encourage greater participation a reminder will now be given to customers at the end of the call, that if they hold when the call is terminated, they will be offered a short survey.

2. RECOMMENDATIONS

- 2.1 CSB is asked to note the detail provided in the results and the percentage of customer satisfaction received from the surveys and the additional reminder to encourage participation.

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 **25 surveys** completed voluntarily by customers who chose to participate in the survey at the end of their call. This is however the lowest number to date and so to encourage participation a reminder will be given at the end of the call in addition to the offer at the beginning.

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 25 surveys were collated and 11 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 (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 politeness of the person who handled your enquiry?	23 92%		1 4%		1 4%	

On a scale of 1-5, with 1 being the lowest and 5 being the highest, did you understand the information you received.	23 92%			1 4%	1 4%	
Answering 1 for Yes and 2 for No, were you treated fairly, if No, please tell us why later.						Yes = 23 96% No= 1 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?	20 83%			1 4%	3 13%	

The overall satisfaction figure is 91% (scored 3 or higher), with the breakdown by question being:

- 96% of customers responded that they were satisfied with the professionalism and politeness of the person who handled their enquiry
- 92% of customers responded that they understood the information that they received
- 96% of customers responded that they were treated fairly
- 83% of customers responded that they were satisfied with the final outcome of their call. 4 were not willing to give a high score as the fulfilment of their request required additional back office work.

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. Thirteen comments were received and were all positive, they included:

- The Agent was polite, professional and a pleasure to deal with. A credit to the service. Thanks very much.
- The staff in the Argyll & Bute office for the Roads & Amenities are always fantastic. Thank you.
- The young girl who answered the phone was very, very kind and very understanding. Pleasure speaking to her. Thank you.
- Very professional, very helpful and extremely kind.
- I was very pleased with the help I got. Thank you very much.
- Very pleased with the lady who answered my call, very polite, very helpful. Couldn't ask for more. Thank you.
- The Agent on the phone was extremely helpful and very very patient and hopefully she's now having a wee lie down. Thanks very much.
- Absolutely fantastic and very, very helpful. Thank you.
- I've nothing else to add. It was efficient and friendly and got what I wanted out of the call. Thank you.
- I just want to say that I found it very, very helpful indeed and the young lady was extremely helpful Thank you very much indeed.

Analysis

3.5.1 The overall satisfaction rating has dropped by 5.4% compared to the previous survey. This is largely due to the lower score for final outcome of the call and four customers being unwilling to award a high score until back office

fulfilment was complete and due to the low sample size it had a disproportionate effect on the overall result. Giving a reminder to customers about the survey at the end of the call will hopefully increase participation and thus survey size going forward

- 3.5.2 One specific scripting deficiency was highlighted by a customer from outside Argyll & Bute enquiring about parking in Oban for his forthcoming trip to Mull. He felt there wasn't any information on the website to assist and the CSC Agent wasn't able to provide any further update. This informational gap will be discussed with Keith Tennant – Parking Supervisor to see if any further suitable information could be added to the website and for agents.
- 3.5.3 Customer Service Telephony Centre continues to consist of a team of dedicated, experienced staff who have completed the training programme for all services and the CSPQ. This is reflected in the very high scores for politeness and professionalism, treating customers fairly and providing information to customers in a way that is easily understood.

4. **CONCLUSIONS**

The overall satisfaction rate for telephony from the survey results is 91% and although down on the last survey it did not represent a drop in quality, but was reflection of smaller survey size and unwillingness to give a definite high score until their query had been resolved in the back office.

The informational gap re parking in Oban is being addressed and steps taken to boost participation.

5. **IMPLICATIONS**

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| 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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