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ARGYLL AND BUTE COUNCIL

CUSTOMER SERVICE BOARD

CUSTOMER SERVICES

10th May 2019

Customer Satisfaction Survey – F2F Second Survey 2018-2019

1. SUMMARY

- 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 4 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 if they wished 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 October 2018 and January 2019. They were asked various questions relating to how their service requests were dealt with and the facilities provided. Two such surveys are completed each year and this was the second for 2018/19. The survey was issued to 145 customers with **38** completing it, a take-up rate of 26%
- 1.3 The headline customer satisfaction result was **96.4%** scored this is taken from the questions that related to the competence of the staff (as opposed to the buildings) and where the customer rating was strongly agree or agree. This is in keeping with and up slightly from the previous survey which scored **96.2%**.
- 1.4 There are areas for improvement regarding the wearing of name badges at all times and rigorously ensuring all leaflets and posters etc. are up to date and action has already been taken on this.

2. RECOMMENDATIONS

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

3. DETAIL

- 3.1 The customer satisfaction survey result related to **38 Surveys** completed voluntarily by customers who chose to participate in the survey after contacting the council Customer Service Points. 37 of these relate to people who visited the customer service point 1 of these customers contacted the customer service point by phone.

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 and the facilities provided. They were also asked to leave additional comments if they wished. 17 customers decided to leave comment 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
I received all the info that I required and it was easy to understand.	23 60.52%	13 34.21%	0	1 2.63%	1 2.63%
I was satisfied with how my enquiry was handled and felt that I was treated fairly	24 63.15%	11 28.94%	1 2.63%	1 2.63%	1 2.63%
On arrival at the CSP a member of staff was available to deal with my enquiry	24 63.15%	12 31.57%	0	1 2.63%	1 2.63%
On arrival to the CSP I did not have to queue	24 63.15%	9 23.68%	2 5.26%	1 2.63%	2 5.26%
The member of staff who dealt with my enquiry identified themselves and wore a name badge.	18 47.36%	8 21.05%	0	2 5.26%	10 26.31%
The member of staff who dealt with my enquiry was competent and knowledgeable	24 63.15%	12 31.57%	1 2.63%	0	1 2.63%
The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs.	25 65.78%	11 28.94%	0	1 2.63%	1 2.63%
The CSP was open at a time that was suitable to me.	17 45.94%	11 29.72%	5 13.51%	1 2.70%	3 8.10%
The leaflets and posters and other info displayed were up-to-date and accurate	12 32.43%	9 24.32%	2 5.40%	0	14 37.83%
The office that I visited was clean and tidy.	20 50.05%	15 40.54%	0	0	2 5.40%
The office that I visited was well sign posted.	19 50%	11 28.94%	3 7.89%	1 2.63%	4 10.52%
The opening hours of the office were clearly visible.	16 42.10%	12 31.57%	1 2.63%	0	9 23.68%

3.4 CUSTOMER SERVICE ENQUIRY SURVEY OUTCOMES

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 **94.73%**
2. I was satisfied with how my enquiry was handled and felt that I was treated fairly. **92.10%**
3. On arrival to the customer service point a member of staff was available to deal with my enquiry **94.73%**
4. The member of staff who dealt with my enquiry was competent and knowledgeable **94.73%**
5. The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs. **94.73%**
6. The member of staff who dealt with my enquiry identified themselves and wore a name badge. **68.42%** (26% were unable to comment)

Staff Rating

Seven of the questions asked are related to the service from staff. Of these 7 relating to staff 6 scored over 90% positive feedback and the one that did not:

The member of staff who dealt with my enquiry identified themselves and wore a name badge. 68.42%. - In this category 26.30% were unable to comment, suggesting that this low score is due to lack of observation on the survey participant's side. Only two customers indicated that the staff were not wearing name badges 5.26%.

3.4.2 The facility related scores were less high although in many instances customers were unable to comment; for example if leaflets were up to date:

7. The CSP was open at a time that was suitable to me. **75.67%**
8. The leaflets and posters and other info displayed were up-to-date and accurate **56.75%**
9. The office that I visited was clean and tidy. **94.59%**
10. The office that I visited was well sign posted **78.94%**
11. The opening hours of the office were clearly visible **73.68%**

Facilities Rating

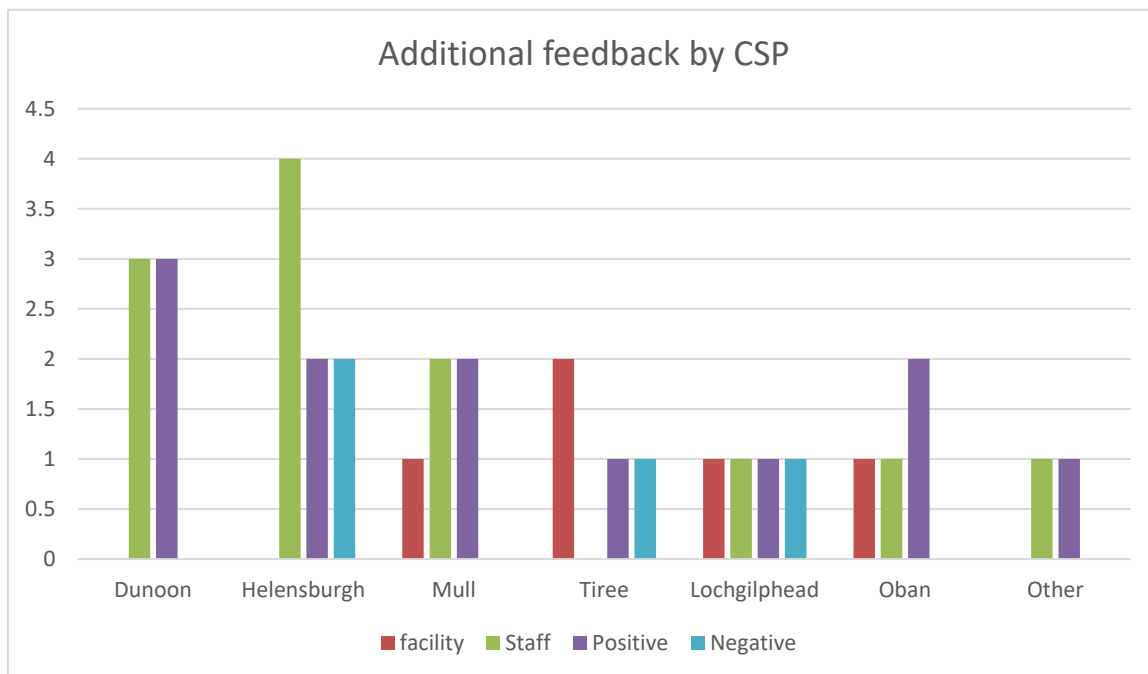
Of the 5 questions that relate to the facilities all scored over 50% the lowest of which asked – *The leaflets and posters and other information displayed were up-to-date and accurate 56.75%* - Again 37.83% of customers were unable to comment suggesting that the drop in score is perhaps due to lack observation on the survey participant side and not the lack of information in the office.

- 98.50% of customers were happy with the overall service that they received.

3.4.3 Additional Comments

There were 17 additional comments left and 70.58% were very positive with comments such as:

- Heartfelt thanks to all who contributed with kindness and good humor
- Nice and friendly staff thank you
- Our customer service point is incredibly valuable life line service the assistance given by staff is second to none.
- Very happy and impressed with the service I received
- Overall happy with the service
- Thank you for being available during the Christmas period.



The negative comments were analysed by CSP:

- One in Tiree where the customer is not satisfied with the CSP opening hours.
- One in Lochgilphead where the customer would like better signposting for the office.
- The two negative comments for Helensburgh are due to a lack of further communication after a fault was reported and hence is not really a criticism of the CSP. The second was due to a long waiting period before customer could see the person he had requested to see due to them being with another customer.

4. CONCLUSION

- 4.1 Overall the feedback is very positive with particular high scoring and praise for the customer service point agents. 96.4% of questions relating to staff scored agree or strongly agree in their favor. Facilities 91.61% of the questions answered scoring agree or strongly agree in the favor of the facilities offered. If you ignore the people who answered *unable to comment*. This is in line with the feedback scores achieved in the first survey of 2018/19 and shows an ongoing focus on customer care.

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 and loss of continual improvement learning opportunities.
5.7	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations.

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