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ARGYLL AND BUTE COUNCIL

CUSTOMER SERVICE BOARD

CUSTOMER SERVICES

11<sup>th</sup> October 2019

**Customer Satisfaction Survey – Customer Service Points FQ1/2 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 council 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 survey was carried out by customers who had contacted or visited a Customer Service Point between April 2019 and August 2019. The survey was issued to 326 customers with 71 completing it; a take-up rate of 22% They were asked twelve questions relating to the facilities and staff. The customers could also leave a comment if they wished on how their enquiry was handled or recommend any improvement with regards customer service.

1.3 The headline customer satisfaction result was **94.5%** across all questions, and **94.7%** for solely staff related questions and where the customer rating was strongly agree or agree with the questions asked. This is slightly lower than the previous survey which scored **96.4%**, but still a very high positive rating.

1.4 Areas for improvement indicated by the survey are on continuing efforts to reduce queue times, ensuring all leaflets and posters etc. are up to date and ensuring opening hours are well signposted. CSP specific comments have been remitted to supervisors for consideration and action.

**2. RECOMMENDATIONS**

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

**3. DETAIL**

3.1 The customer satisfaction survey result related to **71 Surveys** completed voluntarily by customers after visiting council Customer Service Points. The survey invite was issued to 326 customers who have subscribed to the Keep in the Loop customer engagement service and who attended a CSP between April and August 2019.

3.2 The table below summarises the result of the survey. Customers were asked twelve questions regarding the service they had received and the facilities provided. They were also asked to leave additional comments if they wished and 23 customers decided to leave comment regarding the service they received. Appendix 1 details all comments and the CSP to which they relate. Whilst the questions try to focus on the front line CSP experience, customer scores and comments are also influenced by the resultant back office request fulfilment.

### 3.3 ENQUIRY SURVEY OUTCOME DETAIL

The questions where negative satisfaction exceeded 5% are highlighted, all others scored over 95% positive satisfaction.

Question	Score Strongly Agree	Score Agree	Score Disagree	Score Strongly Disagree
I received all the info that I required and it was easy to understand.	48 70.6%	14 20.6%	4 5.9%	2 2.9%
I was satisfied with how my enquiry was handled and felt that I was treated fairly	47 68.1%	19 27.5%	3 4.5%	0
On arrival at the CSP a member of staff was available to deal with my enquiry	49 71%	19 27.5%	0	1 1.5%
On arrival to the CSP I did not have to queue	47 67.1%	14 20%	7 10%	2 2.9%
The member of staff who dealt with my enquiry identified themselves and wore a name badge.	39 60.1%	22 34.4%	2 3%	1 1.5%
The member of staff who dealt with my enquiry was competent and knowledgeable	51 72.9%	19 27.1%	1 1.4%	0
The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs.	53 74.64%	16 22.53%	2 2.81%	0
The CSP was open at a time that was suitable to me.	37 55.2%	26 38.8%	4 6%	0
The leaflets and posters and other info displayed were up-to-date and accurate	27 62.8%	14 32.6%	1 2.3%	1 2.3%
The office that I visited was clean and tidy.	46 66.7%	23 33.3%	0	0
The office that I visited was well sign posted.	34 52.3%	24 36.9%	7 9.8%	0
The opening hours of the office were clearly visible.	35 60.3%	19 32.8%	4 6.9%	0

## 3.4 CUSTOMER SERVICE SURVEY OUTCOME - ANALYSIS

3.4.1 The agent related satisfaction scores were very strong with the overall satisfaction figures for strongly agree and agree combined being 94.7%.

Of the 8 staff related queries only two scored lower than 95% satisfaction:

1. *I received all the info that I required and it was easy to understand = 91.2%.* However analysis of the comments left in relation to this make it clear that the dissatisfaction is with back office fulfilment e.g. "Problem was solved in Oban but the issue arose in Kilmory".
2. *On arrival to the CSP I did not have to queue = 87.1 satisfied.* Staffing at CSPs has been steadily reduced and hours compressed so there are less staff dealing with customers in a shorter timescale. Face to face contact volumes have fallen but there are occasional peaks of demand that result in queues.

The three out of the four facility related questions scored less than 95% satisfaction:

1. The CSP was open at a time that was suitable to me = 94% satisfaction. The reduced hours were introduced as part of budget savings and are unlikely to be reversed.
2. The office that I visited was well sign posted = 91.2% satisfaction. Sadly none of the comment mentioned signposting so it is hard to know which CSP they relate to for improvement action to be taken.
3. The opening hours of the office were clearly visible = 93.1% satisfaction. A reminder has been issued to CSP Supervisors to check opening hours are clearly posted.

### Additional Comments

3.4.2 There were 23 additional comments left and these are detailed in full at Appendix 1 and attributed to the relevant CSP. The majority were very positive with comments such as:

- The member of staff couldn't have been more helpful
- Both ladies were lovely and helpful and helped even though I arrived just at closing time, I was treated lovely
- I have dementia and staff member was so professional and understanding. Excellent service.
- Keep up the good work
- Your staff were great and a credit to the council.

3.4.3 The negative comments were analysed by CSP and most related to opening hours. The few relating to staff will be remitted to the CSP supervisors for consideration.

## 4. CONCLUSION

4.1 Overall the feedback is very positive with particular high scoring and praise for the customer service point agents and continues the trend of high satisfaction shown in past surveys. Improvement actions centre on continuing efforts to schedule resources to meet demand and avoid queues, ensuring opening hours are displayed and keeping leaflets and posters up to date.

## 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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Appendices

Appendix 1: Digest of all feedback comments received.

## APPENDIX 1 – Digest of all feedback comments received.

Response	CSP Visited
Asked that my enquiry to be referred to the appropriate staff member and that they should update me by email. This was agreed with the customer service point person. No further contact has so far been made, other than a phone call from someone who was unable to provide any help late afternoon the same day.	Kilmory reception
The member of staff couldn't have been any more helpful	Dunoon
There was a long query being handled in front of me (and others). It would have been sensible if a second member of staff had cleared the queue behind this	Rothesay
For avoidance of doubt, the ladies at the front desk were first class and always are, however, as it is the incompetent planning department I was visiting the above does not apply to the prejudice actions of those within the planning department who seem to have an agenda to stop all house building within Coll & Tiree . The planning department is clearly not fit for purpose and clearly fails to recognise the policy of government regarding rural development.	Oban
The reality being the two exceptionally nice ladies at the front desk were 100% helpful etc , however , the real issue is the individual or department you have visited to see are always posted hiding , offline and generally invisible , do t return phone calls and in reality are not fit for purpose while they are hiding transfixed with ignoring council agreed policy and won't meet to discuss the failings you wish to highlight to them . They are a disgrace and those nice ladies should not have to be placed in between the customer and those who are	Oban
Lady on the front desk is a bit off-putting. Hours of opening seem very short.	Helensburgh
Front desk is closed for lunch and hours are very short. In a rural area when people are passing on their way to other things, it would be nice to be able to just drop things off. Coming back in 2 hours is usually not an option as appointments in the area are not physically close together.	Helensburgh
Keep up the good work	Lochgilphead
All very pleasant	Oban
Had really no problems other than 15 minute wait but that's life, it can't always be instant	Helensburgh
None always happy with service received	Helensburgh
I have dementia and staff member was so professional and understanding. V excellent service.	Dunoon
Excellent service	Dunoon
Problem was solved in Oban but the issue arose in Kilmory. This is not the first issue. HQ needs to get its act together.	Oban
Both ladies were lovely and helpful and helped me even though I arrived just at closing time I was treated lovely at no point did they try to make me feel unwelcome and allowed me to finish what I came to do. Opening times are tricky cos if you work full time you can't get there but that's not their fault.	Dunoon
Excellent service. Been in a few times never had any problems	Oban
Wanted to hand in banking order to pay council tax. Only would accept if could fax to Campbeltown. Felt was an inconvenience for them. We should be able to hand in correspondence to any council customer service point for forwarding to the appropriate department.	Oban
To advise promptly when your telephone lines are down and to have a recorded message when there is a problem. On the day in question I had tried for 3 hours to speak with someone regarding my council tax . It was only when attending the office in Helensburgh I was made aware that there had been an incident which had affected the telephone system.	Helensburgh
Staff even pursued me out the door to assure me all was sorted.	Campbeltown
I had tried to organise a special uplift online the previous night through the website but despite two attempts it did not go through. Your Customer Services rep was very helpful in fixing the issue and was very professional once again when the technology required to pay for the uplift did not work once again. She passed me on to another colleague and the situation was resolved immediately. Very professional and effective service. Albeit there is an issue with the technology	Helensburgh
No your staff were great and a credit to the council	Helensburgh
I called on Friday and was called back on Monday. The customer service was perfect and took me through what I had to do with my form. Perfect assistance thank you	Rothesay