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**ARGYLL AND BUTE COUNCIL**

**CUSTOMER SERVICE BOARD**

**CUSTOMER SERVICES**

**11<sup>th</sup> October 2019**

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**Customer Satisfaction Survey – Registration Service Enquiries**

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**1. SUMMARY**

- 1.1 This paper details the customer satisfaction survey results relating to how customers felt that their enquiries were dealt with when they contacted registration staff based in the Council's nine Customer Service Points. Results were derived from customer satisfaction surveys that completed between the 1<sup>st</sup> of April 2019 and 31<sup>st</sup> of August 2019.
- 1.2 The satisfaction surveys were completed by customers who had recently contacted registration staff to make a civil marriage enquiry, other marriage enquiry, extract enquiry or to complete a birth registration. Customers could also leave a comment if they wished on how their enquiry was handled or any improvements that could be made to the registration service. The survey asked questions based solely on the service customers received from Registration staff and not from the Council as a whole.
- 1.3 The headline customer satisfaction result of the Registration Customer Survey based on 131 respondents was 99.1% very satisfied, which is an excellent reflection on the service provided by registration staff.

**2. RECOMMENDATIONS**

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

**3. DETAIL**

- 3.1 The customer satisfaction survey results relate to **131 surveys** completed voluntarily by customers who chose to participate in the survey after contacting registration staff within one of the Council's Customer Service Points.
- 3.2 The customers surveyed had contacted registration staff with either a face to face, telephone or email enquiry for either:
- Birth Registration
  - Civil Marriage Enquiry
  - Other Marriage Enquiry
  - Extract Enquiry
  - Other Registration Enquiry

- 3.3 60 customers completed the survey based on a Birth Registration  
 16 customers completed the survey based on a Civil Marriage Enquiry  
 16 customers completed the survey based on an Other Marriage Enquiry  
 38 customers completed the survey based on an Extract Enquiry.  
 1 customer completed the survey based on Other Enquiry
- 3.4 When customers chose to participate in the survey they were asked six questions:-
1. On a scale of 1-5, with 1 being the lowest and 5 being the highest, **how would you rate the quality of the information you received?**
  2. On a scale of 1-5, with 1 being the lowest and 5 being the highest **how satisfied were you with the service provided?**
  3. On a scale of 1-5, with 1 being the lowest and 5 being the highest, **how satisfied were you with the professionalism and knowledge of the registrar?**
  4. On a scale of 1-5, with 1 being the lowest and 5 being the highest, **how helpful and polite did you find the registrar?**
  5. On a scale of 1 -5, with 1 being the lowest and 5 being the highest, **how fairly were you treated during your experience with the registration service?**
  6. On a scale of 1-5, with 1 being the lowest and 5 being the highest, **how happy were you with the overall service you received?**

These questions are those recommended by the Customer Service Excellence standard.

### 3.5 REGISTRATION ENQUIRY SURVEY OUTCOMES

3.5.1 The results of the 131 surveys were collated and 11 customers also chose to leave comments regarding the customer service that they had received.

3.5.2 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	Not Answered
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how would you rate the quality of the information received?	129 98.5%	2 1.5%				
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the service provided?	129 98.5%	2 1.5%				
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the professionalism and knowledge of the registrar?	130 99.2%	1 0.8%				
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how helpful and polite did you find the registrar?	131 100%					

On a scale of 1-5, with 1 being the lowest and 5 being the highest, how fairly were you treated during your experience with the registration service	130 99.2%					1 0.8%
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how happy were you with the overall service you received?	130 99.2%					1 0.8%

3.5.3 The overall satisfaction figure for a score of 5 with the breakdown by question being:

- 98.5% of customers rated the quality of the information they received with the highest score of 5.
- 98.5% of customers were satisfied with the service provided.
- 99.2% of customers were satisfied with the professionalism and knowledge of the registrar.
- 100% of customers were satisfied that the registrar was helpful and polite
- 99.2% of customers advised that they were treated fairly during their experience with the registration service.
- 99.2% of customers were happy with the overall service that they received.

3.5.4 All Customers surveyed were asked for comments based on the service that they received from the Registration staff, they were overwhelmingly positive:

- Great service, thanks
- Excellent service, Dina and Catherine have been so helpful and efficient. Thank you
- All fine
- Very good job as I needed a lot of copies, very good service
- Applying for a dispensation, Fiona couldn't have been more helpful and understanding to our situation
- Linsay was very helpful and polite, Kirsty was very nice and polite when taking the money
- Thank you for a lovely ceremony and for the helpful, kind and excellent service in the run up to our marriage
- Staff are very helpful, nice and do their jobs well, they do everything with a smile
- Service was perfect
- Wendy was efficient when it came to dealing with my enquiry
- Very satisfied with the service

There were no negative comments.

One customer gave a score of 3 for the question of how satisfied were you with the professionalism and knowledge of the Registrar but did not leave a comment.

3.5.5 Of the 131 surveys completed 81 customers had accessed the Registration pages on the Council's website, 75 of these customers were very satisfied with the quality of the information provided on the website, 4 customers were

fairly satisfied with the quality of information provided on the website, 1 customer was fairly dissatisfied with the quality of information provided on the website and 1 was very dissatisfied but they did not advise why.

#### 4 **CONCLUSIONS**

4.1 The overall satisfaction rate for Customers contacting Registration staff within the Council's Service Points and giving the highest possible score of 5 is **99.1%** .This is based on the 3 channels of communication for face to face, telephony and email enquiries. This is an excellent result.

The registration web pages also scored highly with 92.6% of customers advising that they were very satisfied.

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

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