

Tick One Box	For Information Only	For Decision Only	For Discussion
	x		

ARGYLL AND BUTE COUNCIL

Kirsty Flanagan DMT

CUSTOMER SUPPORT SERVICE

24/10/22

Customer Satisfaction Survey FQ1 & FQ2 2022/23 – Registration Service Enquiries

1. SUMMARY

- 1.1 This paper details the customer satisfaction survey results relating to the service provided to customers by registration staff based in the council’s nine Customer Service Points. Results were derived from surveys completed in the six month period between the 1st of April 2022 to 30th of September 2022
- 1.2 There were **210** respondents and the headline customer satisfaction result showed **97.46%** were very satisfied (scored 5 on a scale of 1-5), which is an excellent reflection on the professional service provided by registration staff. The results also show that **99.05%** of customers were happy with the overall service that they had received. In addition, **90.85%** of respondents were very satisfied with the new dedicated [registration marriage website](#). Given that 2022 registration workloads are YTD 11% higher than those of 2021, this shows that the high quality of customer service has been maintained (FQ3/4 2021/22 was 96.9% very satisfied).

2. RECOMMENDATIONS

- 2.1 DMT is asked to note the detail provided in the results and the ongoing very high percentage of customer satisfaction indicated by the substantial number of survey respondents.

3. DETAIL

- 3.1 The customer satisfaction survey results relate to **210 surveys** completed voluntarily by customers who chose to participate in the survey after interacting with 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 (144 returns)
 - Civil Marriage Enquiry (37 returns)
 - Other Marriage Enquiry (19 returns)
 - Extract Enquiry (5 returns)
 - Other Enquiry (5 returns)

We do not ask customers registering a death to complete a survey.

- 3.3 When customers chose to participate in the survey they were asked six questions

based on the Customer Service Excellence satisfaction question set:

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?

3.4 REGISTRATION ENQUIRY SURVEY OUTCOMES

3.4.1 The results of the 210 surveys were collated and some customers also chose to leave comments regarding the customer service that they had received. The table below details 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?	195 92.86%	9 4.29%				6 2.85%
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the service provided?	204 97.14%	5 2.38%				1 0.48%
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?	207 98.57%	1 0.48%				2 0.95%
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?	207 98.57%	1 0.48%				2 0.95%
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	207 98.57%	1 0.48%				2 0.95%
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?	208 99.05%	2 0.95%				

3.4.2 All Customers surveyed were asked for comments about the service they received from the registration staff and 39 comments were provided; 95% of them positive. They included:

- Helensburgh- very kind and helpful staff members, our visit was very relaxed and straight forward.

- Helensburgh – no improvements needed it was a fab interaction
- Helensburgh – perfect service, many thanks
- Helensburgh – lovely friendly and seen very quickly
- Helensburgh – fantastic and very helpful
- Oban – very good service and helpful people, pleasure to deal with.
- Oban – fairly straightforward
- Oban – lovely people
- Oban – great, good communication, very happy thanks
- Oban – Thank you very much for a lovely service.
- Oban - Alan provided an amazing ceremony. He was thoughtful, kind, humorous and welcoming.
- Rothesay – we were registering our twin babies who are very poorly in the hospital. The registrar was very helpful and understanding as we were upset about our babies.
- Rothesay – registrar very friendly and we were made to feel very welcome. We had to change the time of our appointment and it was no bother.
- Campbeltown – very welcoming service
- Campbeltown – Very helpful
- Campbeltown – Very helpful. Delighted with the service
- Lochgilphead – Everything was perfect. Professional, kind and personal. Thank you
- Lochgilphead – Lorna was very helpful and accommodating
- Lochgilphead – Lorna was so helpful and made the process very easy, thank you
- Tobermory – I don't think there is anything to improve. Andrew was very helpful from the start and provided all the necessary details. Both Andrew and Gill were very polite and genuinely nice, could not be happier
- Dunoon – This was due to back and forth due to covid changes to our dates but it was excellent and the team I dealt with were very personable and helpful.
- Dunoon – Always so helpful.
- Rothesay – Friendly and helpful service.

3.4.3 Of the 210 surveys completed 164 customers had accessed the Registration pages on the Council's and the new Marriage website, 149 of these customers were very satisfied with the quality of the information provided on the website and 15 customers were fairly satisfied with the quality of information provided on the website.

3.4.4 One of the comments from a customer asked for a specific improvement to be made to the website for accessing Registration information. The Registration pages on the website are being reviewed by one of our digital agents and updated accordingly.

4 CONCLUSIONS

4.1 The overall satisfaction rate for Customers contacting Registration staff within the Council's Service Points given the highest possible score of 5 across the range of questions was **97.46% and over 99% scored it satisfied**. This is based on five channels of communication for face to face, telephony, email, website and social media enquiries. This is an excellent result that continues the trend of high satisfaction.

4.2 The registration web pages and marriage website also scored well with the percentage satisfaction of **90.85%** of customers who were very satisfied and **9.15%** who were at least fairly satisfied; giving an overall **100%** satisfaction rate for customers who had accessed the website.

5. IMPLICATIONS

- | | | |
|-----|---|---|
| 5.1 | Policy | None |
| 5.2 | Financial | None |
| 5.3 | Legal | None |
| 5.4 | HR | None |
| 5.5 | Fairer Scotland Duty:
Equalities:
Socio Economic
Islands | Fairness is explicitly surveyed and scored 100%
None
Survey includes the island Registrars |
| 5.6 | Climate Change | None |
| 5.7 | Risk | Failure to monitor customer satisfaction has reputational risk and loss of continual improvement opportunities. |
| 5.8 | Customer Service | Forms part of continual improvement approach in the CSC and feeds into CSE evaluations. |
-

**Jane Fowler,
Head of Customer Support Services**

For further information contact: Jennifer Gilchrist, CSC Operations Manager, Customer and Support Services, Kintyre House, Snipefield Industrial Estate, Campbeltown, PA28 6SY.
