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ARGYLL AND BUTE COUNCIL

CUSTOMER SERVICE BOARD

CUSTOMER SERVICES

4th October 2018

Customer Satisfaction Survey – Registration Service Enquiries, FQ2 2018-19

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 within the Council's nine Customer Service Points. Results were derived from new customer satisfaction surveys that had been completed by customers who had contacted Customer Service Point staff to make a face to face, telephone or email enquiry. The surveys were completed between the 1st of June 2018 and 31st of August 2018.
- 1.2 The customer 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 with regards to the registration service that could be made. 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 was **96.27%** scored the highest possible rating of 5 and 100% scored a 4 or 5.

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 **67 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

3.3 42 customers completed the survey based on a Birth Registration
 5 customers completed the survey based on a Civil Marriage Enquiry
 6 customers completed the survey based on an Other Marriage Enquiry
 14 customers completed the survey based on an Extract 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 67 surveys were collated and 7 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
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?	63 94.03%	4 5.97%			
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the service provided?	63 94.03%	4 5.97%			
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the service provided?	63 94.03%	4 5.97%			
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?	66 98.50%	1 1.50%			

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?	66 98.50%	1 1.50%			
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	66 98.50%	1 1.50%			
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?	66 98.50%	1 1.50%			

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

- 94.03% of customers rated the quality of the information they received with the highest score of 5.
- 94.03% of customers were satisfied with the service provided.
- 94.03% of customers were satisfied with the professionalism and knowledge of the registrar.
- 98.50% of customers were satisfied that the registrar was helpful and polite
- 98.50% of customers advised that they were treated fairly during their experience with the registration service.
- 98.50% of customers were happy with the overall service that they received.

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

- Lovely, helpful staff
- Fabulous job
- Excellent helpful service
- Staff at reception were helpful and friendly
- Good service
- Lovely and very helpful staff

The only negative comment related to one customer complaining that the office that she visited was too hot.

No scores of 3 or below were recorded by any customer for any of the questions that they were asked in the survey which is an excellent reflection on Registration staff.

3.5.4 Of the 67 surveys completed 37 customers had accessed the Registration pages on the Council's website, 32 of these customers were very satisfied with the quality of the information provided on the website and 5 customers were fairly satisfied with the quality of information provided on the website..

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 **96.27%** .This is based on the 3 channels of communication for face to face, telephony and email enquiries.

3.73% of customers gave a score of 4 with no scores of 3 or below being recorded by any customer. Overall this is an excellent customer satisfaction result. The Registration web pages also scored very highly.

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.

Judy Orr,
Head of Customer and Support Services

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