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ARGYLL AND BUTE COUNCIL

CUSTOMER SERVICE BOARD

CUSTOMER SERVICES

1st June 2018

**Customer Service Centre – Customer Satisfaction Survey – Telephone Calls
Automated Survey Results from 4th September 2017 to 30th April 2018**

1. SUMMARY

- 1.1 This paper details the customer satisfaction survey results regarding how customers felt that their calls were dealt with by Customer Service Centre Agents. Results were derived from the automated customer satisfaction survey which is available on the telephone lines for five selected services to the Customer Services Centre. The survey is only offered on the lines where there is a high percentage of calls resolved at first point of contact without transferring the call to the back office. The surveys were completed between 4th of September 2017 to 30th of April 2018.
- 1.2 The customer satisfaction survey is an automated survey through the Netcall telephony system. This is used by customers who have telephoned the Council Tax, Benefits, Book It, Roads & Amenity and General Enquiry lines with an enquiry and can choose to take part in a short satisfaction survey of four questions They can also leave a comment if they wish on how their call was handled. The survey asked questions based only on the service customers received from agents and not from the council as a whole. The automated survey functionality has been live since September 2016.
- 1.3 The headline customer satisfaction result of the Netcall Telephony Automated Survey was **92.6%**. This is slightly down on the previous survey figure of 96.4%, however the period encompassed significant change as a new revenues and Benefits system used by agents was introduced.

2. RECOMMENDATIONS

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

3. DETAIL

- 3.1 The new automated satisfaction monitoring service was introduced as part of the Replacement ACD/CRM Project in 2016. Customers are informed up front on the selected phone lines, that in order to monitor levels of performance they may be offered a very short survey at the end of their call and if they do not wish to participate then to hang up. The customer satisfaction survey results relate to **44 surveys** completed voluntarily by customers who chose to participate in the survey at the end of their call. The previous survey period only attracted 21 participants.

- 3.2 The customers surveyed had contacted Customer Services with a telephone enquiry for either:
- Council Tax
 - Benefits
 - Book It
 - Roads & Amenities
 - General Enquiries

3.3 When customers chose to participate, they were welcomed to the customer survey and were asked four questions:-

1. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the professionalism and attitude of the person who handled your enquiry?
2. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the quality of the information that you received?
3. Answering 1 for Yes and 2 for No, were you treated fairly, if No please tell us why later.
4. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the final outcome of your call?

Customers were thanked and asked if they wanted to leave any further comments.

3.4 **TELEPHONE SURVEY OUTCOMES**

3.4.1 The results of the 44 surveys were collated and 16 customers also chose to leave comments regarding the customer service that they had received.

3.4.2 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	Y or N
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the professionalism and attitude of the person who handled you enquiry?	39 88.64%	3 6.82%	1 2.27%	1 2.27%		
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the quality of the information that you received?	40 90.91%	3 6.82%	1 2.27%			
Answering 1 for Yes and 2 for No, were you treated fairly, if No, please tell us why later.						Yes = 40, 90.91% No= 4 9.09%
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the final outcome of your call?	37 84.1%	1 2.27%	3 6.82%	2 4.54%	1 2.27%	

The overall satisfaction figure is 92.6% with the breakdown by question being:

- 95.46% of customers responded that they were satisfied with the professionalism and attitude of the person who handled their enquiry
- 97.73% of customers responded that they were satisfied with the quality of the information that they received.
- 90.91% of customers responded that they were treated fairly
- 86.37% of customers responded that they were satisfied with the final outcome of their call.

All Customers surveyed were asked for comments based on the service that they received from the customer service agents who handled their enquiry.

3.4.3

Sixteen comments were received and were largely positive:

- Superb Service
- I would like to say that the person that I spoke to was very helpful and pleasant and really good.
- Yes I was very satisfied with the call today, very polite, very astute and very professional, absolutely fantastic. Thank you.
- The agent was very professional and she managed to sort out my query for me very quickly, yes very happy with it.
- It could not have been better, the agent answered all my questions correctly and politely.
- Excellent service. She explained it and as I am blind she did everything for me, thank you.
- Would just like to say thank you very much for your help as always. It is a pleasure. I love the music it is so soothing.
- Great service but I would suggest that you change the music for something like Jimmy Shand.
- The service was very professional, very helpful and considerate and satisfactory.
- I would like to place on record my appreciation of the courtesy and assistance of your colleague who answered my questions. I was very pleased with the response to my call.
- I would like to mention the stupid music, you need something better.

The only negative comments related to the on hold music, which always divides customers and one comment about the gaelic greeting. Although 10% of customers indicated they felt they had not been treated fairly, no comments were left as to say why and in these calls top marks were scored in the other sections, so we think customers may be selecting the wrong option.

Analysis

3.4.4

The overall satisfaction rating remains high at 92.6% although this is lower than at the last survey when it was 96.4%. However the period includes the changeover to a new Revenues and Benefits system and so we would expect the satisfaction with the outcome of the call outcomes to climb as the expertise of the agents and the functionality of the system improves.

Customer Service Telephony Centre consists of a team of dedicated, experienced staff who have completed the training programme for all services and this is reflected in the very high scores for attitude and professionalism.

Some comments were made on the back office service provided and these have been passed to the relevant service for attention and resolution.

CONCLUSIONS

4. The overall satisfaction rates for telephony from the survey results are **92.6%** which is a very good result considering the period of survey included a transition to a new revenues and benefits system and this is borne out by the very positive comments left by customers.
- 4.1

5. IMPLICATIONS

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

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