



Your Moray - Your Community

REPORT TO: COMMUNITY ENGAGEMENT GROUP ON 5
NOVEMBER 2009

SUBJECT: CUSTOMER SERVICE QUESTION BANK – NATIONAL
DEVELOPMENT

BY: MORAY COUNCIL - CORPORATE POLICY UNIT
MANAGER

1. REASON FOR REPORT

- 1.1 The Community Engagement Group is asked to note the national development in relation to the customer service question bank and the Council's intention of making use of this question bank in future.

2. RECOMMENDATION

- 2.1 **The Community Engagement Group is asked to note the national development in relation to the customer service question bank and the Council's intention of making use of this question bank in future.**
- 2.2 **The Group is also asked to consider any use they may wish to make of the national developments.**

3. BACKGROUND

- 3.1 The Moray Council has along with other authorities been involved with developing the case for a Common Customer Satisfaction assessment model. This has now moved in to the development phase and it is hoped that in 2010 we will have a common set of questions on core services. The questions could be used with questionnaires, focus groups, point of contact assessments, recent use surveys etc and provide a measure of how customers see our services with benchmark capabilities.
- 3.2 Pilots of a consistent approach to how councils measure customer satisfaction and experience of local government services have begun. During September and October 2009 6 councils piloted a new standard, the customer service question bank, across a range of services and using differing methodologies to check its fitness for purposes. Following the evaluation of the pilots, it is intended to launch the question bank more widely at the end of 2009.

- 3.3 The Customer Satisfaction Question Bank is:
- A set of tried and tested questions
 - A defined answer scale
 - Based around five key drivers of customer satisfaction: delivery, timeliness, information, professionalism and staff attitude as identified by MORI in a 2004 report.
- 3.4 This question bank will assist Councils in assessing customer perception on individual service areas. Further information is available on the Improvement Services website www.improvementservice.org.
- 3.5 The Moray Council is considering the use of the question bank as part of corporately supporting continuous improvement and developing systems to put the customer first within services. The question bank, if adopted for use, can be used to give a more accurate perception measure for customer satisfaction.

4. **SUMMARY OF IMPLICATIONS**

- (a) **Single Outcome Agreement/Service Improvement Plan**
The Moray Council requires to develop a continuous improvement framework and a customer first approach to services to meet the Best Value legislation and prepare for the BV2 audit.
- (b) **Policy and Legal**
There are no policy or legal implications though could reduce the burden of audits on the Moray Council.
- (c) **Resources (Financial, Staffing and Risks)**
Using a nationally developed model will provide an efficient and effective means of engaging with service users in a meaningful way.
- (d) **Consultations**
No consultations were undertaken as this is an information report based on current practice.

5. CONCLUSION

- 5.1 The Moray Council is considering the use of the national customer satisfaction question bank as part of continuous improvement and designing services around the customer. The pilot projects should be completed by the end of this year with the questions being available for use in early 2010.

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