

**Customer Services**

# Customer Satisfaction Results

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## **1. Introduction**

- 1.1 Two separate surveys were carried out. The first of these sought the views of customers who had used the Contact Centre to access/deliver a service. Customers were given a call back one week after their initial contact to complete the survey. Around 25 customers were contacted each month between April and November 2014. The second survey was conducted over a three week period during October/November 2014 and sought views from customers visiting the Access points. Views were captured through inviting customers to self complete a paper survey form.
- 1.2 The surveys contained a mix of questions on how satisfied people were with the service provided which was accompanied with some additional questions for Access point visitors.
- 1.3 Although 200 customers were contacted, only 90 customers who had used the Contact Centre agreed to complete the survey whilst 198 Access Point customers provided their views.
- 1.4 The report provides comparisons with previous surveys. Whilst the questions are generally the same a number of new service areas have been added to the service since the previous surveys. These include areas within Direct Services, Development Services and Legal services.

## **2. Executive Summary**

- 2.1 The majority of respondents were either very satisfied or satisfied with the service provided in the Contact Centre and at the Access points.
- 2.2 When the survey results were compared against previous results it was apparent that some changes had led to improvement in satisfaction levels. These were in relation to some improvements in facilities, parking arrangements in Elgin and the level of customer satisfaction with the service provided in the Buckie office.
- 2.3 The survey did highlight a significant increase in neutral responses in relation to the service provided by the Contact Centre. On review this reflects a higher proportion of respondents feeling unable to comment as the contact centre involvement in resolving their enquiry was minimal. For example, the processes introduced for services such as planning and building control quite

often require the call to be transferred to a specialist officer for resolution. This goes some way to explaining the increase in neutral responses.

- 2.4 Areas of dissatisfaction were the length of time to answer calls and frustrations that their enquiry could not be resolved on initial contact, although these are in quite small numbers. Service improvements will continue to be developed to maintain/improve answer times and wherever possible resolve more enquiries at the first point of contact.

### **3. Customer Satisfaction Results**

#### **3.1 *Contact Centre***

- 3.1.1 A total of 90 surveys were completed. The vast majority of responses to the questions were positive and 87.8% indicated that they were either very satisfied or satisfied with the overall standard of service.
- 3.1.2 A number of questions were asked on how satisfied the respondent was with various aspects of how the Contact Centre service performed. The responses to questions and a comparison with the 2012 survey are summarised in the table below.

Questions	Very Satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Very Dissatisfied		Don't Know	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
The length of time you had to queue	29%	43%	53%	40%	4%	7%	8%	4%	0%	2%	0%	3%
Friendliness of the member of staff	83%	59%	17%	38%	0%	1%	0%	0%	0%	0%	0%	2%
Helpfulness of member of staff	79%	57%	17%	36%	4%	6%	0%	1%	0%	1%	0%	0%
The member of staff had sufficient knowledge to deal with your enquiry	71%	50%	21%	32%	4%	16%	0%	2%	0%	0%	4%	0%
They had an understanding of your situation	79%	50%	21%	39%	0%	7%	0%	2%	0%	1%	0%	0%
Their ability to deal with/ sort out your problem / query	75%	49%	21%	33%	0%	13%	4%	3%	0%	1%	0%	0%
You were given information in a way which was easy for you to understand	75%	50%	21%	41%	0%	8%	4%	1%	0%	0%	0%	0%
Were you happy with the overall resolution of your enquiry	75%	50%	21%	38%	0%	6%	4%	3%	0%	1%	0%	2%

- 3.1.3 In terms of comparing the 2012 and 2014 results, it is worthy of note that there has been a significant increase in the range of services provided by the Contact Centre within the two year period. Therefore, although the questions remain constant, the change to services provided has had an impact on the results of the survey.
- 3.1.4 The results show that most are at least satisfied with the service, that dissatisfaction levels are broadly the same as in 2012 but there has been a significant increase in the number of neutral responses.
- 3.1.5 The reason for the increase in neutral returns can be linked to the depth of service provided by the Contact Centre. The depth of service varies depending on the complexity of the enquiry. How the enquiry is handled is agreed with the core service. For some enquiries it may simply be a case of transferring the call to a specialist within the service or, if this is not possible, leaving a message to call the customer back. It is evident that in these circumstances some customers have not considered this as being sufficient to comment one way or another on their level of satisfaction.

- 3.1.6 The largest proportion of dissatisfaction was expressed in relation to the length of time waiting for the call to be answered although this has improved slightly since the 2012 survey. Where dissatisfaction was expressed in relation to how the call was handled, the service has been able to listen to the specific telephone calls in order to identify any training requirements. The main theme emerging is one of frustration for the customer in that the contact centre is unable to resolve their enquiry at the first point of contact. However in each instance the contact centre member of staff followed agreed procedures, either trying to connect the customer with a specialist, arrange a call back or advised that they would need to put their request in writing.

Examples are as follows:

*Customer unhappy with their Benefit calculation and wanted to have it looked at again – procedure is to request this in writing but customer expectation was an answer over the phone*

*Call regarding Bats in the eaves of a house – customer frustrated with damage within the house and had already been in contact about the problem with the Bat commission on two occasions. Arranged for a call back from an environmental officer but this did not match customer expectations.*

*Calling to enquire about progress being made on a building warrant – attempted to transfer to the appropriate case officer but was not available. Customer was given the option of either receiving a call back or to leave a message on case officer answer machine – opted for the latter.*

- 3.1.7 Customer Services has recently joined a CIPFA benchmarking club. Useful information has been received that provides some context to the depth of service / degree of resolution provided in Moray compared to other participating Councils. The table below provides details on the service categories, definitions of the degree of resolution and the number of councils achieving that degree of resolution for each service category. It should be borne in mind that the information is based on each council's own assessment of the depth of service / degree of resolution provided and that some of the respondents participating are specialist teams using contact centre technology. However it does provide some assurance that the depth of service / degree of resolution provided for the categories transferred to the Contact Centre in Moray is above average.

Service	No service provided	Information and signposting only	Routine enquiries/simple transactions	Most enquiries/most transactions	All except the most complex queries/cases
Social Services - Adult	4	14	2	2	2
Social Services - Children's	7	11	5	0	1
Social Services - Emergency	7	13	1	2	0
Benefits (Housing Benefit & Council Tax Support/Discount schemes)	3	4	1	5	11
Registration Services	5	4	3	8	4
Schools admissions	6	8	6	1	3
Free school meals	8	8	4	2	2
Transport / Highways	1	1	8	9	5
Environmental Health	2	3	9	7	3
Refuse & recycling (bins)	1	1	1	8	13
Council Tax and Business Rates (NNDR)	2	3	2	7	10
Housing advice & register	6	10	3	2	3
Housing repairs/Tenant issues	8	8	2	4	2
Planning	5	4	9	3	3
Building & Development Control	7	10	4	1	2
Blue Badge	5	3	3	6	7
Parking (permits and charges)	6	2	6	5	5
Licensing	6	9	3	4	2
Trading Standards	5	11	4	3	1

Most common degree of resolution

Most common degree of resolution  
(including Moray)

Moray Council degree of resolution



## 3.2 Access Points

- 3.2.1 A total of 198 surveys were completed across the four Access points based in Buckie (51), Elgin (47), Forres (50) and Keith (50).

- 3.2.2 The vast majority of responses to the questions were positive. The overall satisfaction results and a comparison with the 2013 survey are summarised in the table below:

Office	Very Satisfied		Satisfied		Neither		Dissatisfied		Very Dissatisfied	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
<b>Elgin</b>	88%	75%	8%	23%	2%	2%	2%	0%	0%	0%
<b>Buckie</b>	26%	60%	43%	38%	20%	2%	12%	0%	0%	0%
<b>Keith</b>	67%	87%	31%	13%	2%	0%	0%	0%	0%	0%
<b>Forres</b>	62%	61%	33%	34%	4%	5%	2%	2%	0%	0%

- 3.2.3 The levels of satisfaction remain high in the Elgin, Forres and Keith Access Points whilst there has been a welcome improvement in satisfaction at the Buckie Access point.
- 3.2.4 A further breakdown of responses to the questions asked in relation to the service performance is summarised in the table below.



Questions	Very Satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Very Dissatisfied		Don't Know	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
The length of time you had to queue	75%	71%	20%	24%	4%	3%	0%	1%	0%	0%	1%	2%
Friendliness of the member of staff	77%	75%	17%	22%	4%	1%	2%	0%	0%	0%	1%	2%
Helpfulness of member of staff	77%	71%	15%	26%	6%	1%	2%	0%	0%	0%	1%	3%
The member of staff had sufficient knowledge to deal with your enquiry	70%	65%	17%	27%	8%	3%	3%	0%	0%	0%	2%	5%
They had an understanding of your situation	69%	65%	18%	27%	8%	3%	2%	0%	0%	0%	3%	5%
You were given information in a way which was easy for you to understand	70%	65%	14%	28%	12%	2%	0%	0%	0%	0%	3%	5%

- 3.2.5 One person was dissatisfied with the length of time they had to wait for service. The survey did also ask customers to provide an indication of how long their wait for service was. The table below summarises the responses.

Office	Under 5 mins		5-10 mins		10-15 mins	
	2013	2014	2013	2014	2013	2014
Elgin	93%	61%	7%	26%	0%	5%
Buckie	95%	88%	5%	8%	0%	4%
Keith	100%	98%	0%	2%	0%	0%
Forres	86%	72%	14%	26%	0%	2%

3.2.6 It is evident that the time customers are waiting has increased, particularly at the Elgin Access Point. The reason for this is a combination of additional services being handled by the same level of staffing and the availability of staff during the period the survey was conducted. Elgin has been more affected by the addition of new services that have historically been delivered from a central point – e.g. Planning, Building control etc. Despite this satisfaction levels remain high. However this is an area that will be monitored closely as changes to the service continue to be developed.

3.2.7 A number of questions were then asked about the facilities at each location. Opinions were sought on the access, welcome, cleanliness, atmosphere and comfort of the facilities. The question responses and comparison with the 2013 survey are summarised in the table below.

Office	Very Satisfied		Satisfied		Neither		Dissatisfied		Very Dissatisfied	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
<b>Elgin</b>	90%	72%	10%	23%	1%	3%	0%	0%	0%	0%
<b>Buckie</b>	18%	57%	31%	40%	28%	3%	20%	0%	2%	0%
<b>Keith</b>	69%	83%	29%	16%	2%	1%	0%	0%	0%	0%
<b>Forres</b>	51%	47%	44%	45%	8%	7%	0%	0%	0%	0%

3.2.8 In response to comments from the previous survey improvements to the Buckie Access Point were instigated with replacement chairs and a general clean up resulting in an improvement in satisfaction in this survey. However further work is still on going to improve this facility. A significant number of comments were also received in the previous survey about car park availability issues in Elgin. These concerns were addressed by a group of officers with the aim of stopping staff from using customer parking. No comments or issues were raised in relation to parking this time.

3.2.9 Further questions were asked in relation to access to the internet, awareness of what the Council offers and use of the Council's on-line services. The table below provides a summary of the responses.

**1) Do you have access to the internet (via PC, mobile phone etc)?**

Answer Options	Access point									
	Overall		Elgin		Buckie		Keith		Forres	
Yes	109	55%	31	66%	29	57%	15	30%	34	68%
No	86	43%	14	30%	21	41%	35	70%	16	32%
Skipped question	3	2%	2	4%	1	2%	0	0%	0	0%

**2) Did you know that the Moray Council offers a number of online services such as arranging bulk waste uplift, council tax payments, planning applications etc?**

Answer Options	Access point									
	Overall		Elgin		Buckie		Keith		Forres	
Yes	129	65%	38	81%	34	67%	25	50%	32	64%
No	69	35%	9	19%	17	33%	25	50%	18	36%
Skipped question	0	0%	0	0 %	0	0%	0	0%	0	0%

**3) Have you used any online service provided by the Moray Council in the last few months?**

Answer Options	Access point									
	Overall		Elgin		Buckie		Keith		Forres	
Yes	38	19%	12	25%	9	18%	4	8%	13	26%
No	159	80%	34	72%	42	82%	46	92%	37	74%
Skipped question	1	1%	1	2%	0	0 %	0	0%	0	0%

3.2.10 The responses to access to the internet vary significantly from a recent response from the citizen panel survey where approximately 85% of respondents said they had access to the internet. This, together with the awareness and usage, will help inform future strategy and promotion of self service options and perhaps highlights the challenges of increasing uptake with regular service users. The table below provides more information on those with no internet access in relation to the service areas they were seeking support on and an age group analysis. Please note that some customers had enquiries in more than one service area.

Area	No internet Access	Sub Area	Age Range								Total
			16-18	19-25	26-35	36-45	46-55	56-65	65 or over	Rather not say	
Cleansing	5	Refuse/Bin Collection					1		2	1	4
		Street Cleaning / Dog Fouling							1		1
Roads	8	Road Repairs					1				1
		Street lighting						3	4		7
Housing	32	Tenant Enquiries		1	4	2	3	7	10		27
		Housing Application enquiries		1	2			1	1		5
Revenues	37	Benefits		2	1	2	1	4	4		14
		Council tax				2	4	7	5		18
		Scottish Welfare Fund		1	2	1			1		5
Development Services	2	Environmental Health			1						1
		Planning						1			1
Education & Social Care	5	Social Services		1	1		1				3
		Community Care			1				1		2
Registrars	1	Births, Deaths or Marriages						1			1
Other	11	Other		2	3		1	1	4		11
<b>TOTAL</b>	<b>101</b>		<b>0</b>	<b>8</b>	<b>15</b>	<b>7</b>	<b>12</b>	<b>25</b>	<b>33</b>	<b>1</b>	<b>101</b>

3.2.11 The tables below capture some basic information relating to the reason for the visit, whether it was planned or ad hoc and the age band of visitors which may all be useful in future service delivery planning.

### 1) Reason for visit

Office	Asking for information		Giving information		Asking for a service / something to be done		Complaint	
	2013	2014	2013	2014	2013	2014	2013	2014
<b>Elgin</b>	48%	30%	25%	40%	33%	30%	0%	0%
<b>Buckie</b>	24%	27%	13%	34%	63%	39%	0%	0%
<b>Keith</b>	31%	22%	35%	24%	33%	54%	0%	0%
<b>Forres</b>	34%	39%	28%	31%	38%	31%	0%	0%

## 2) Basis of visit – Appointment or Walk in

Office	Appointment		Walk In	
	2013	2014	2013	2014
<b>Elgin</b>	13%	12%	87%	88%
<b>Buckie</b>	17%	4%	83%	96%
<b>Keith</b>	0%	4%	100%	96%
<b>Forres</b>	10%	22%	90%	78%

## 3) Visitors by age band

Office	Age Bands							
	16-18	19-25	26-35	36-45	46-55	56-65	65+	Rather not say
<b>Elgin</b>	2%	17%	15%	13%	15%	15%	15%	17%
<b>Buckie</b>	0%	16%	26%	20%	2%	26%	12%	0%
<b>Keith</b>	0%	4%	14%	6%	20%	26%	30%	0%
<b>Forres</b>	4%	12%	16%	12%	24%	14%	10%	8%

## 4. Actions

- 4.1 The table below sets out the actions being taken in response to the feedback received.

	Action	Deadline
<b>Contact Centre</b>		
Manage customer expectations	Remind the team to explain clearly to the customer what can and what can not be done at the first point of contact.  Continuous review of what can be delivered at first point of contact	March 2015  On going
Waiting times	Continue to monitor and look to improve	On going
<b>Access Points</b>		

Waiting times	Continue to monitor waiting times, particularly in the Elgin Access point	On going
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