



REPORT TO: POLICY AND RESOURCES COMMITTEE ON 12 MAY 2015

SUBJECT: CUSTOMER SATISFACTION RESULTS FOR CUSTOMER SERVICES

BY: CORPORATE DIRECTOR (CORPORATE SERVICES)

1. REASON FOR REPORT

- 1.1 To ask Committee to scrutinise and note the results of the Customer Satisfaction Surveys undertaken for Customer Services.
- 1.2 This report is submitted to Committee in terms of a Section III (A) (37) of the Council's Administrative Scheme relating to monitoring of all Central Support Services.

2. RECOMMENDATION

- 2.1 **It is recommended that Committee scrutinise and notes the results of the Customer Satisfaction Surveys undertaken for Customer Services.**

3. BACKGROUND

- 3.1 Customer Satisfaction Surveys are used for the assessment of customer satisfaction levels with a view to maximising the opportunity to compare current and previous results. These were last undertaken for Customer Services in 2013 for the Contact Centre and 2014 for Access Points with reports provided to the Audit and Performance Committee on 13 September 2013 for the contact centre (para 13 of the minute refers) and to this Committee on 18 March 2014 for Access Points (para 13 of the minute refers).
- 3.2 A report on the latest customer satisfaction results and action points for the Contact Centre and Access Points is attached at **Appendix 1**.
- 3.3 The key messages from the satisfaction surveys are as follows:
 - The level of satisfaction with the service provided in the Contact Centre and at the Access Points remains high with the majority of respondents either very satisfied or satisfied.
 - Changes made in response to previous survey feedback has led to improvement in satisfaction levels this time. These were in relation to

facilities and customer service at Buckie Access Point and customer car parking in Elgin.

- There is a need to manage customer expectation in relation to what can/cannot be done at the first point of contact. Customer Services also need to continuously review what can be improved in terms of providing a full response at the first point of contact.
- Whilst there is minimal dissatisfaction from respondents, we must continue to monitor and look at ways to improve telephone call response times and waiting times at the Elgin Access point.
- The survey highlights that customers visiting the Access Points are less likely to have access to the internet. Recent responses from a citizen panel survey indicated that 85% of respondents said they had access to the internet. Only 55% of Access Point visitors said they had internet access.

- 3.4 Customer Services has recently joined the Chartered Institute of Public Finance and Accountancy (CIPFA) benchmarking club which, over time, will provide useful information to compare performance with other Authorities. The focus of the club looks at and compares where Councils are in relation to delivering services face to face, on the telephone and their digital provision. The club is in its first year of operation and much work needs to be done to review and confirm the definitions for compiling these comparisons. The Customer Services Manager has been invited to attend the steering group to help deliver this work.

4. **SUMMARY OF IMPLICATIONS**

(a) **Moray 2023: A Plan for the Future/Service Plan**

The Council recently approved its 3 year corporate plan identifying how it will contribute to Moray 2023. Section D of the corporate Plan describes “We recognise that our customers are fundamental to service improvement and innovation and we care about what our customers think. “

(b) **Policy and Legal**

There are no direct policy or legal issues arising from this report.

(c) **Financial implications**

There are no direct financial implications arising as a result of this report.

(d) **Risk Implications**

The correlation between risk and customer satisfaction results is detailed where relevant in the body of the report and appendices.

(e) **Staffing Implications**

The staffing implications where relevant to the satisfaction results are detailed in the body of the report and appendices.

(f) Property

The property implications where relevant to the satisfaction results are detailed in the body of the report and appendices.

(g) Equalities

No impact as regards equalities has been identified as a result of the Customer Satisfaction survey.

(h) Consultation

None

5. CONCLUSION

- 5.1 The most recent survey of customers contacting the Council via its Customer Services team has provided useful information to assist with continuous improvement in this area.**

Author of Report:
Background Papers:
Ref:

Signature:



Date:

30 April 2015

Designation:

Acting Head of Legal and
Democratic Services

Name:

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