

Summary of Moray Citizen's Panel Customer Satisfaction Report

Para	What's the issue?	What should we do about it?
1.3	Age profile of those responding 456 surveys were completed. A 50% return rate. Gender and geographical balance was good however the respondent age was pretty weighted to 50-64 age group	The Moray Citizens Panel should represent a cross section of society. This percentage perhaps reflects the appetite of panel members for completing surveys.
2.2	How people get information from the Council It's great that 2/3 of respondents use the Council's website to get information about Council services and that is their preferred source of information. • The elderly are still more likely to look at newspapers for information. • People who phone the Council for information have mixed success.	We should continue to provide as much information as we can online, in a format that is easy to navigate, and encourage service users to use this method. It is the most cost effective.
2.11	How people get in touch with us Most people use the phone to contact us through the Council switchboard. Some service users found it difficult to get through to the right person.	The aims of the digital project is to encourage self-help for service users through the Councils web site. Where there is still a need for service users to phone us we should encourage the use of dedicated phone lines through the contact centre.
.14	How quickly we resolve queries Some service users feel they get shunted around, with several stages before their query was resolved.	We need to improve the information available so people get straight through to the right person. Again, more self-help through digital, and dedicated phone lines should alleviate these issues.
3.3	Views of the services we provide 78% of respondents were generally happy with the quality of service we provide. This compares favourably with other authorities. • There were mixed views about whether our services were good value for money. • A significant proportion (42%) of service users felt that the	Recent increases in Council tax may have influenced service users opinions on value for money. This may be as a result of budget cuts.

	standard of service has declined in the past 2 years.	
3.11	What services did survey respondents use? Waste disposal, car parking and roads were the most used services. Social work, Community Safety and Education were the least used.	This may reflect the demographic make-up of the Citizen's Panel group/survey respondents.
3.13 and figure 10.	Ratings for individual services. - Highest rated services (97-93%): Libraries, Council Tax collection, waste disposal and street lighting. - Highly rated services (87-82%): parks, community centres, social care, car parking, leisure and education. - Less highly rated services: Roads/footpath maintenance and community safety	Service heads have been advised of these ratings through the Customer Focus Group.
3.18 and 3.19	How do our services compare with other organisations? - Most service users rated the quality of our services as similar to other public services 22% felt that the private sector provided better quality services.	This is positive feedback.
3.28	Communication Most service users felt they were able to raise issues about service quality with the Council however they were less positive about us: - providing them with opportunities for feedback - acting on that feedback	We have been criticised in our Best Value review for not learning from criticism/complaints. We need to be more active in seeking feedback and acting on it.
4.10	How staff are rated Most service users felt that staff were friendly and knowledgeable. Responses were less positive about: - keeping customers informed about what was happening - communication between services - timescale and quality of responses	Again, this is something that we can analyse in the Customer Service Excellence Model questionnaire returns.
5	Priorities for Community Planning and Council Finances.	These have been taken forward in a separate report.