

Contacting Customer Service by email

October 2013 - February 2014

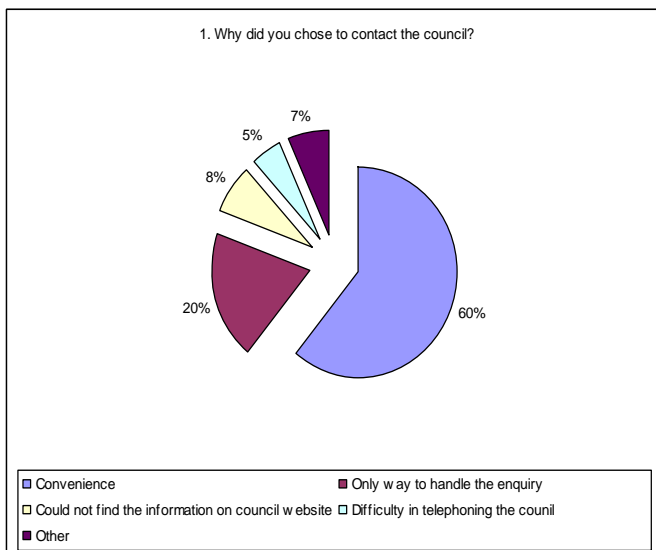
Between October 2013 and February 2014 an email customer satisfaction survey was conducted. The survey measured customer satisfaction for the handling of all email queries dealt with by customer service. 100% of customers were asked to participate and 351 responses have been analysed.

Key Highlights

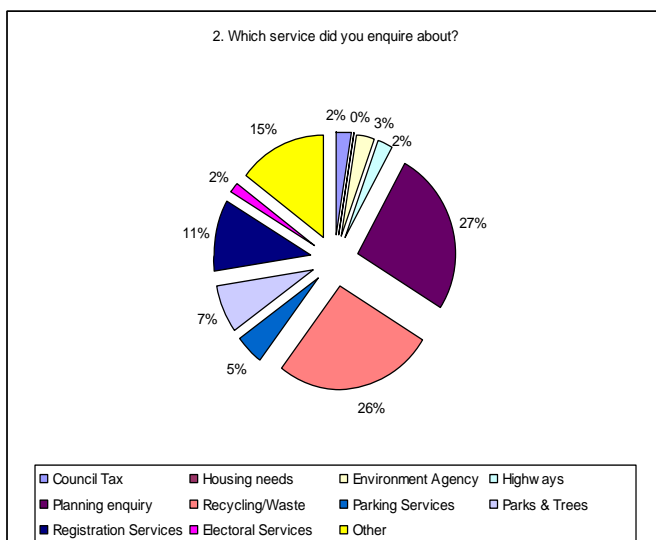
The following results were from the highest scoring areas;

- 67% of customers rated the resolution of their email enquiry as good or excellent.
- 75% of customers rated the website content as good or excellent.
- 68% of customers said the email was responded to appropriately and all questions answered.

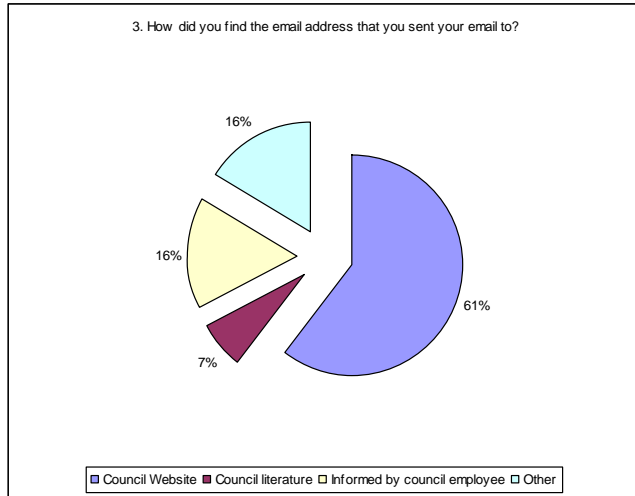
Email Survey Questions



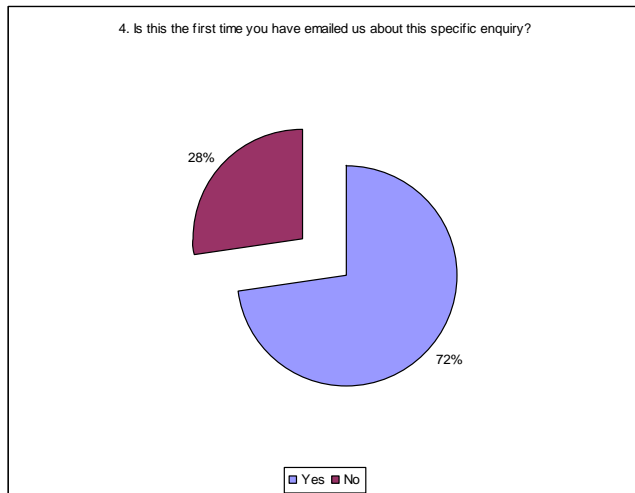
60% of customers said they find contacting the council via email more convenient.



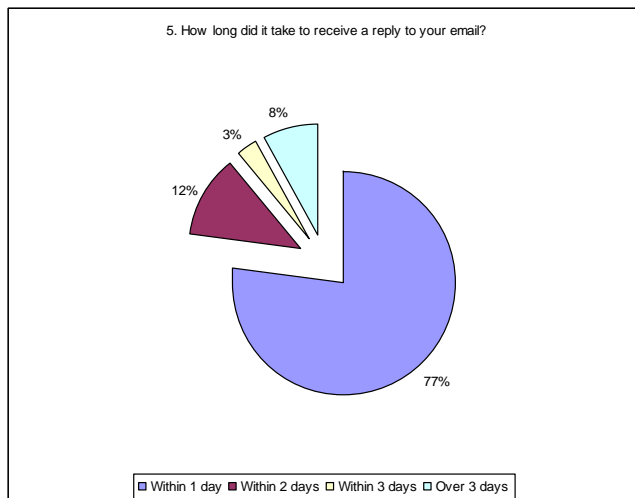
Customers mainly contacted us about Waste & Recycling & Planning enquiries.



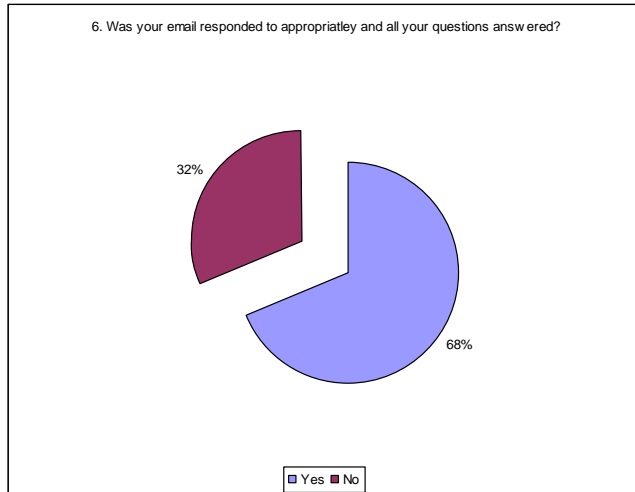
61% of customers said they found the email correct email address through the council website.



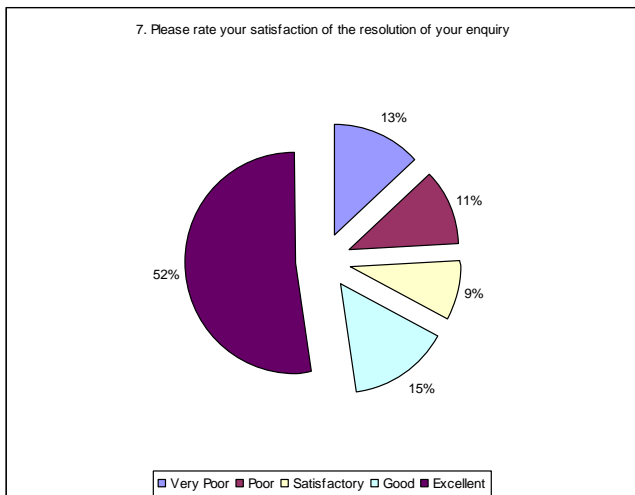
72% of customers said this was the first time they had emailed the council about this specific enquiry.



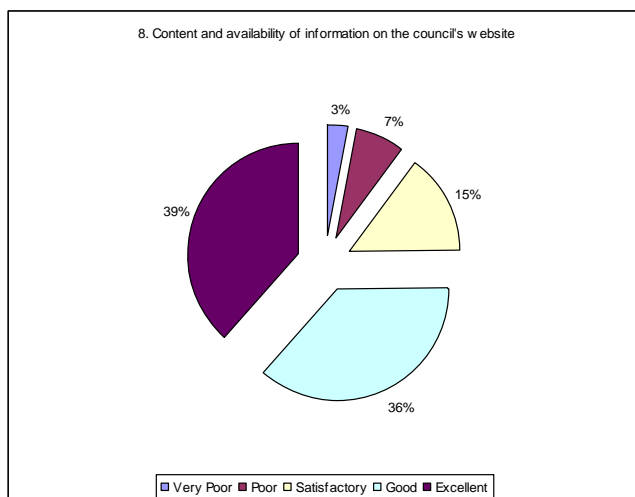
77% of customers said they got a response within 1 working day.



68% of customers said their email was responded to appropriately and all questions answered.



67% of customers rated the resolution of their enquiry as good or excellent.



75% of customers rated the availability of information on the Council's website as good or excellent.

Equalities Information

Gender	Survey Results	Borough Demographics from Census
Male	50%	49%
Female	47%	51%
Prefer not to say	3%	

Age	Survey Results	Age ranges on Census	Borough Demographics from Census
Under 16	0%	0-20	24%
16-24	1%	21-30	12%
25-34	12%	31-40	18%
35-44	18%	41-50	16%
45-54	21%	51-60	11%
55-64	18%	61+	17%
65-74	19%		
75-84	4%		
85+	2%		
Prefer not to say	5%		

Ethnic Background	Survey Results	Borough Demographics from Census
White	84%	85.9%
Mixed / Multiple Ethnic Group	3%	3.6%
Asian or Asian British	4%	7.3%
Black / African / Caribbean / Black British	0%	1.5%
Other Ethnic Group	1%	1.7%
Prefer not to say	5%	

Disability	Survey Results	Borough Demographics from Census
Yes	5%	11.5%
No	95%	88.5%

Action

- To provide additional training for advisers who may have scored below average in the survey for customer resolution.