

## **Parking Telephone Satisfaction Survey: February 2013**

Between January and March a telephone satisfaction survey was conducted. The survey measured customer satisfaction for the handling of parking queries dealt with by customer service. 50% of callers were asked to participate and 209 responses have been analysed.

How the survey works:

- When the call comes through on the telephony options (IVR), the customer is provided with a recorded message asking them to participate in a survey.
- If they select to take part, the system captures their contact telephone number & confirms this with the caller.
- The call will then come through to the Customer Service Adviser (CSA) as normal.
- Once the caller has hung up, the system will automatically call back the customer and proceed to ask the survey questions.
- Callers respond by using their telephone keypad.

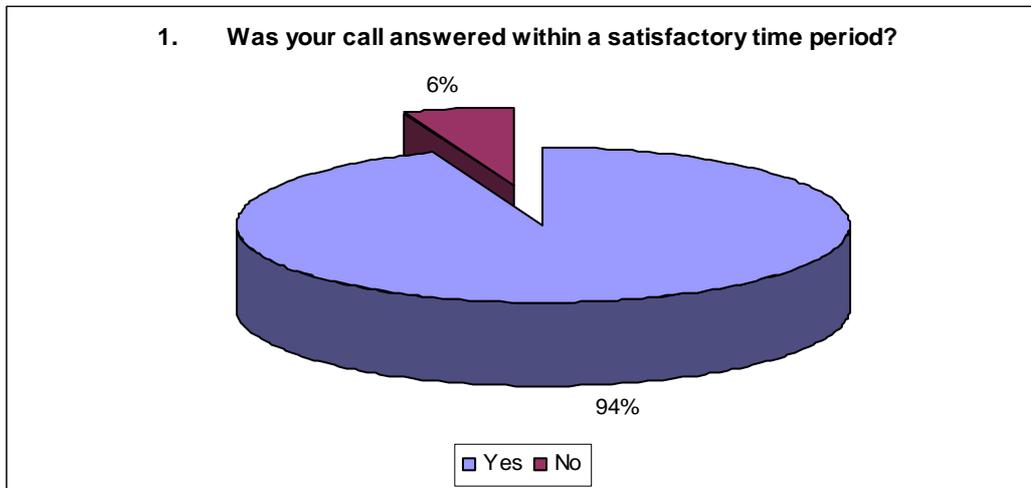
### **Key Highlights**

The following results were from the highest scoring areas;

- 94% of customers said their call was answered within a satisfactory time period
- 89% of customers said the customer service adviser was helpful
- 90% of customers said the customer service adviser was friendly
- 92% of customers said the customer service adviser was professional

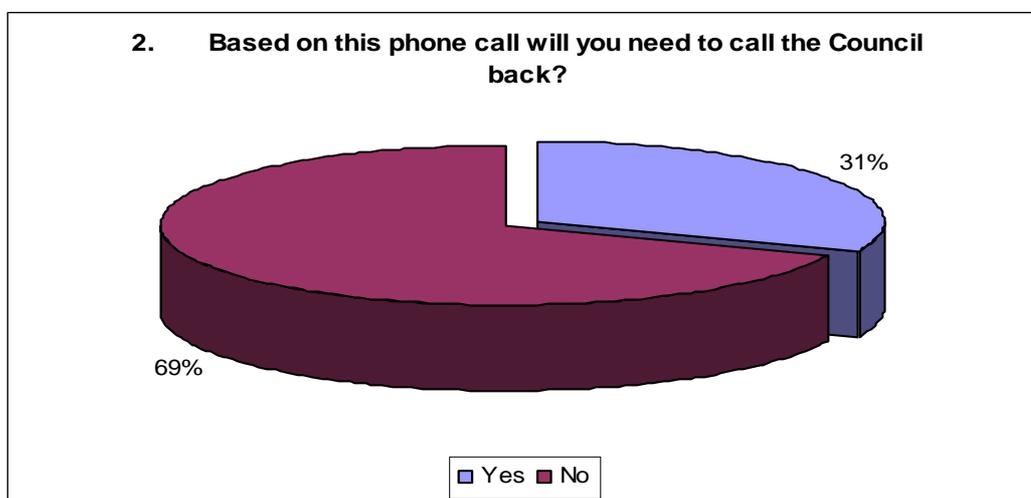
Compared to the results of the Parking Permits survey conducted in 2011, we have scored lower in certain areas. The last survey focused purely on Parking Permits, whereas this survey covered all parking queries, and therefore allowed for a more varied response.

## Phone Survey Questions



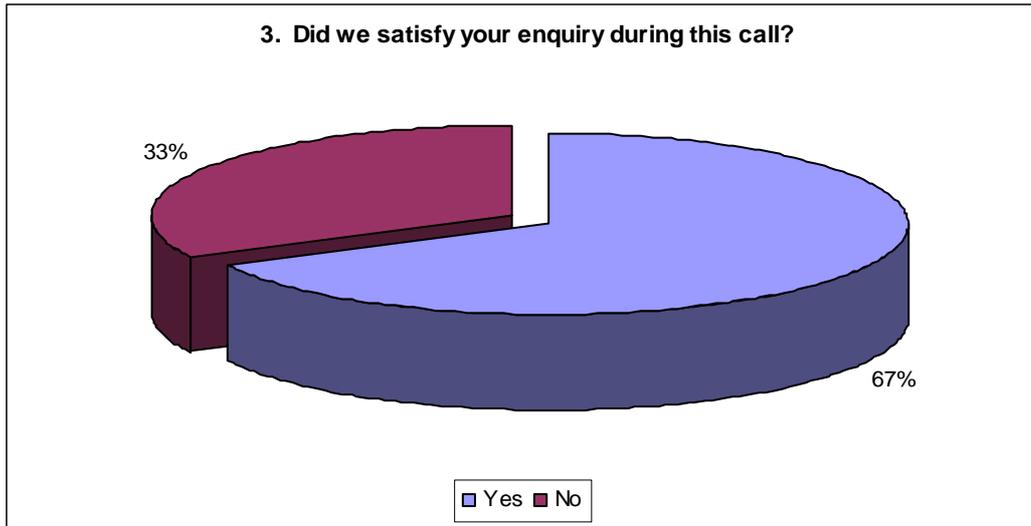
**94%** of customers said their call was answered within a satisfactory time period.

This compares to **91%** in the last Parking Permits 2011 survey.



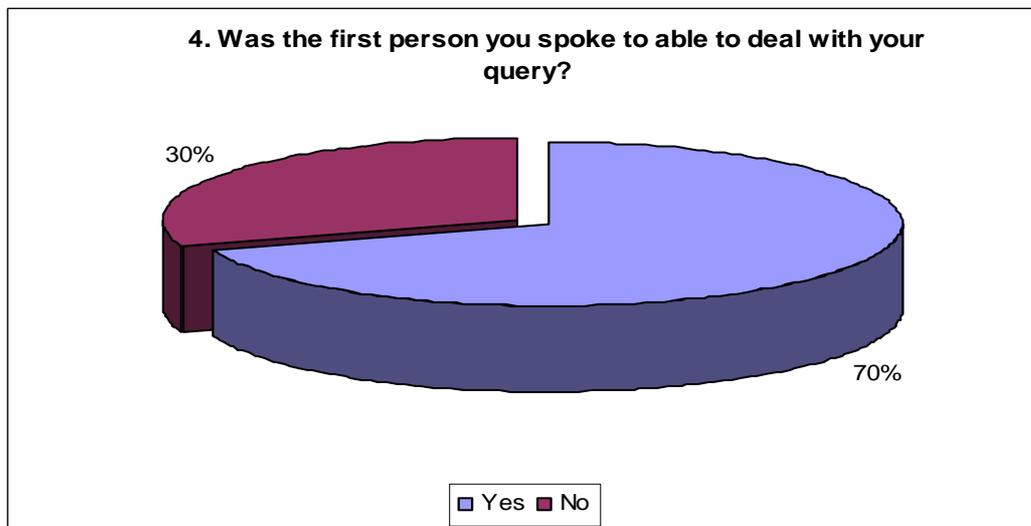
**69%** of customers said they would not need to call the Council back.

This compares to **73%** in the last Parking Permits 2011 survey.



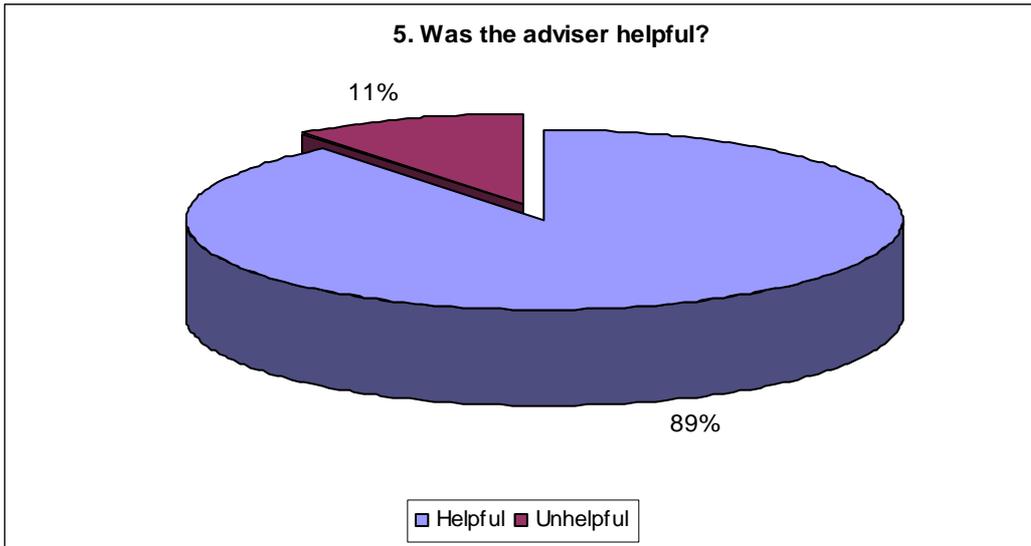
**67%** of customers said their query was satisfied during the call.

This compares to **73%** in the last Parking Permits 2011 survey.



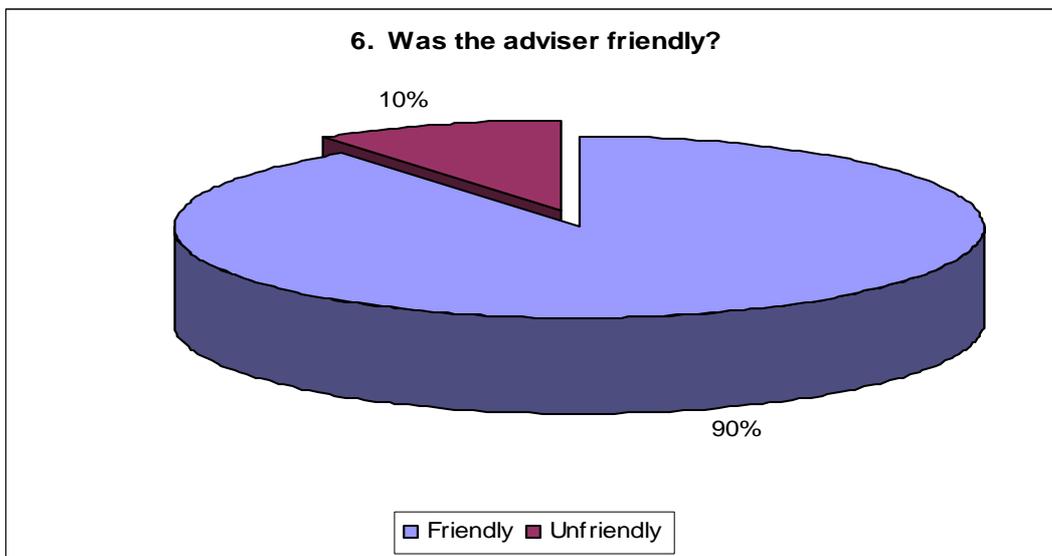
**70%** of customers said the adviser they spoke to was able to deal with their query.

This compares to **77%** in the last Parking Permits 2011 survey.



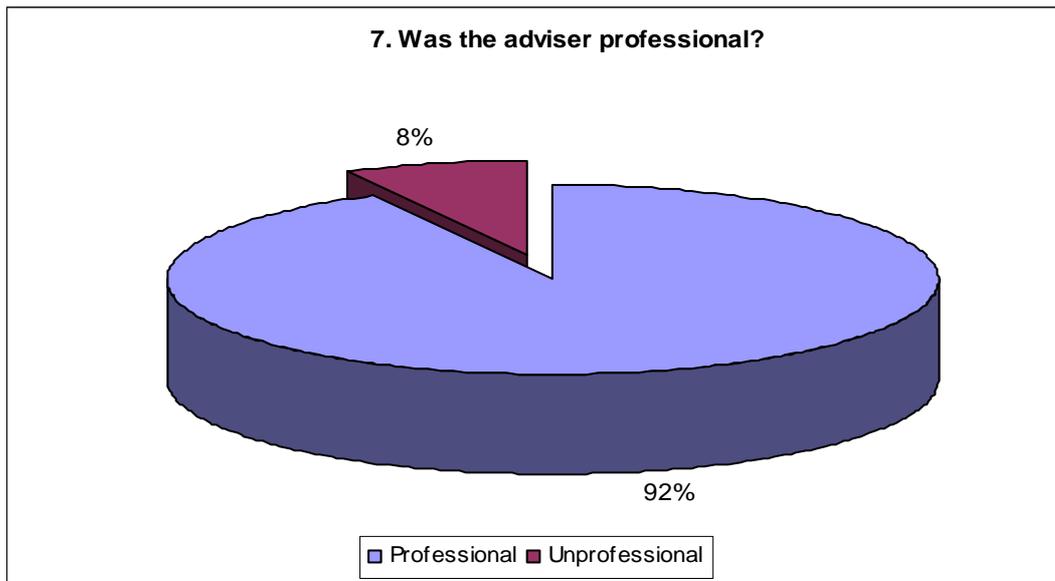
**95%** of customers said the customer service adviser was helpful.

This score remains unchanged from the last Parking Permits 2011 survey.



**90%** of customers said the customer service adviser was friendly.

This score remains unchanged from the last Parking Permits 2011 survey.



**92%** of customers said the customer service adviser was professional.

This compares to **94%** in the last Parking Permits 2011 survey.

Action
<ul style="list-style-type: none"><li>To provide additional training for advisers who may have scored below average in the survey for customer resolution.</li></ul>