

Customer Home Page Telephone Survey: November 2012

The survey asked customers calling the contact centre to provide feedback on specific areas of our website with a main focus on the home page. 235 surveys were completed by customers over the phone with advisers.

Key Usability Results

- 71% of customers use a 'search engine' to access the website.
- 45% of customers use the website to process transactions
- 42% to find out information about council services.
- The key reason the home page is used it to locate a specific service
- 80% of people felt that the website home page did not need anything further adding to it.

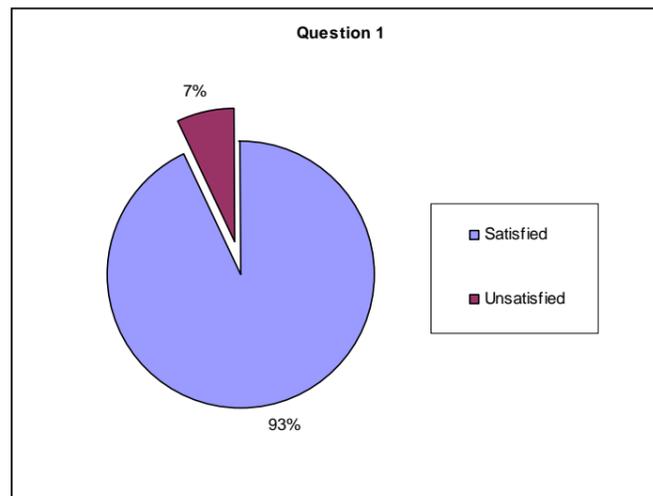
Key Highlights

- 93% of Customers said that they were satisfied with the website as a whole.
- 93% of Customers said that they were satisfied with the home page
- 90% of customers feel the website represents the borough and the services we offer well.

Suggested Improvements

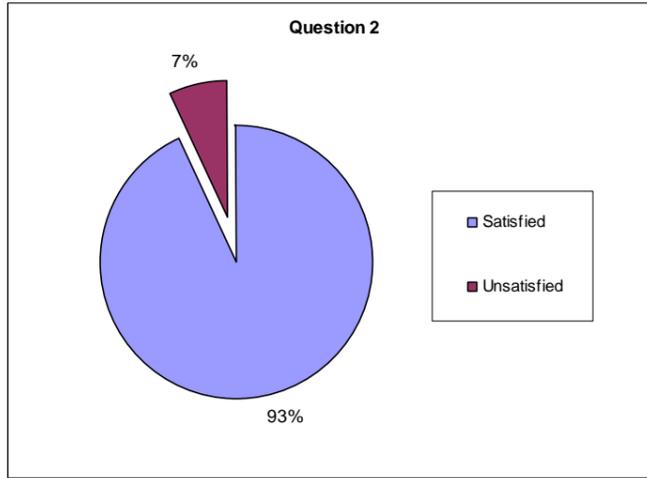
- Create a comprehensive and easier to use search facility that can be accessed from the home page enabling customers to access different services more easily and quickly
- Create more clearly visible direct links to popular services landing pages
- Rearrangement of the home page to make it easier to use and understand.
- Greater visibility and access to report issues
- A service tracker that would allow customers to track the progress of their transaction/reports etc.
- Additional information about local events and highlighted events, updated on a regular basis to keep customers informed.

1. Are you satisfied with the features and information on the website currently?



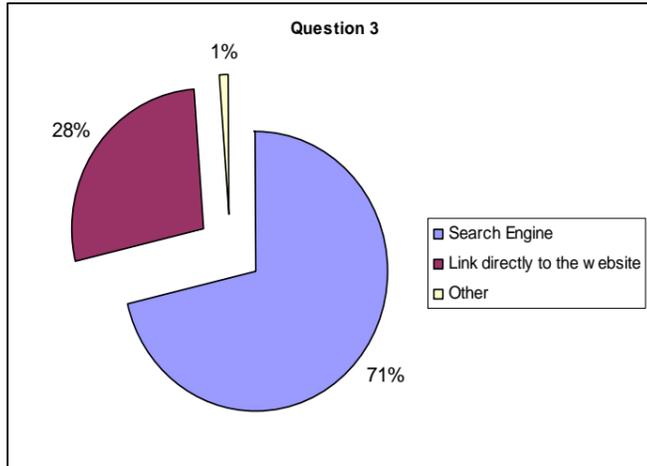
93% of Customers said that they were satisfied with the website as a whole.

2. Are you satisfied with the features and information on the home page?



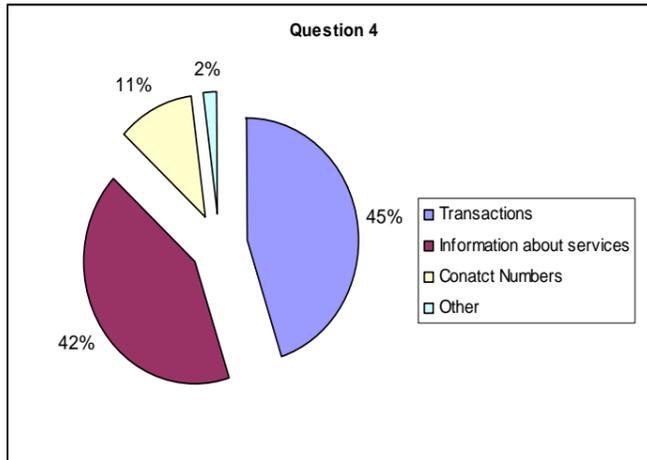
93% of Customers said that they were satisfied with the home page of the website.

3. How do you usually navigate to the Richmond website?



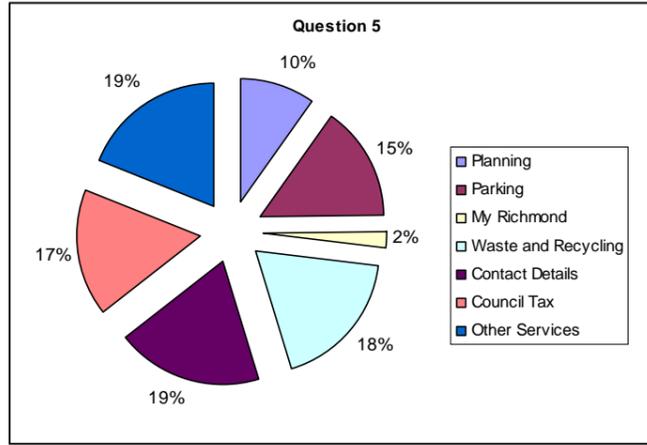
71% of customers use a 'search engine' to get to our website.

4. What do you mostly use the website for?



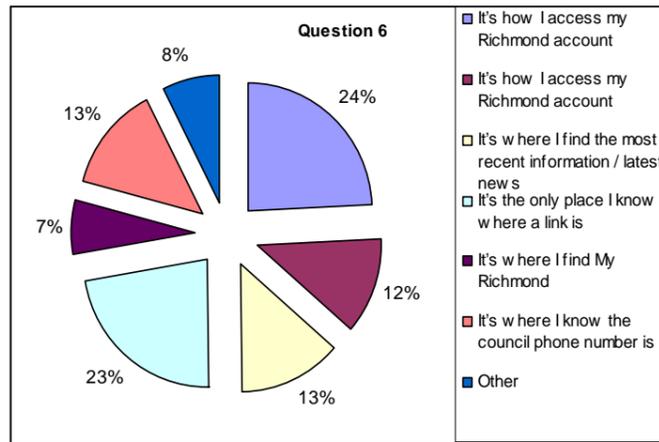
87% of customers use our website to either process transactions (i.e. making reports/ordering services etc) or to find out information about council services.

5. What information would you like to be able to access quickly?



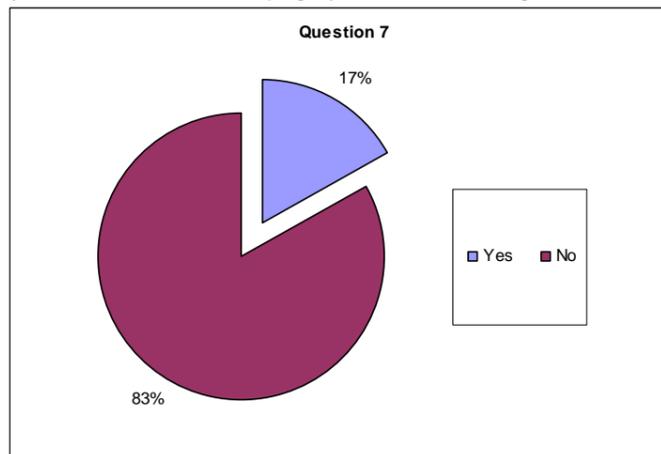
There were many answers but the 4 most common areas were finding contact details, transactions involving council tax, parking and waste & recycling, accounting for 69% of all responses.

6. What do you find most useful about the home page (landing page)?



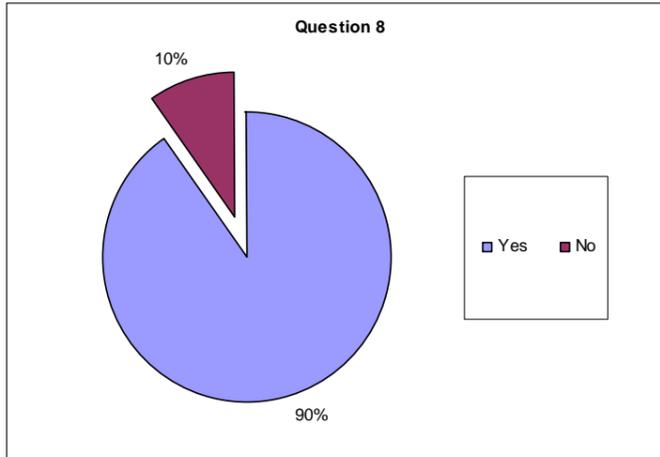
The 2 main reason people say they use our home page is that it is where they go to locate and particular service and that it is the only place they know where the link to these services are. These account for 47% of all answers given.

7. Are there any features on the homepage you don't like? E.g. colours, imagery, lay out, links.



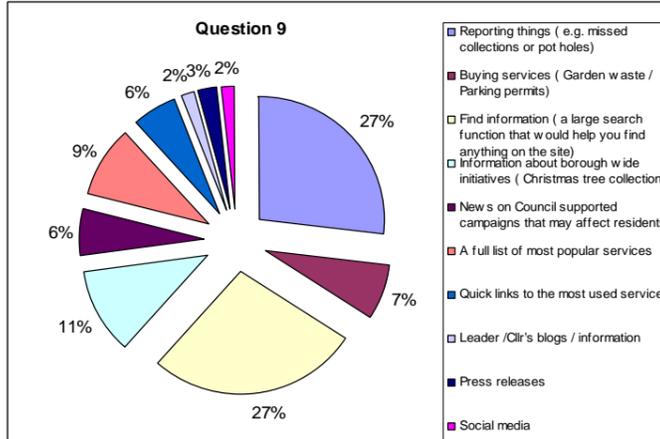
82% of customers feel that the home page does not have any features the do not like.

8. Do you feel the website reflects the Borough and the services it offers?



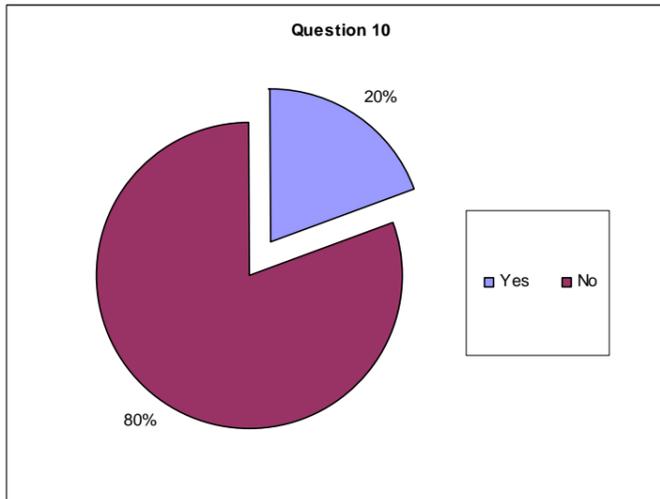
90% of customers feel the website represents the borough and the services we offer well.

9. Tell us what you would like to see on the home page, what services or information would be most important to you?



Out of the 11 choices 2 stood out. Customers would like to see more ability to report things and to have a better search utility to access information from the home page. This accounts for 54% of all the answer.

10. Is there anything else you would like to see on the home page?



80% of people felt that the website home page did not need anything further adding to it.