

Customer Satisfaction Survey: Contacting Customer Service by phone June – August 2011

Between June and August an automated telephone satisfaction survey was conducted. The survey measured customer satisfaction with the telephony system and how the enquiry was dealt with by customer service. 30% of callers were asked to participate, and 208 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.

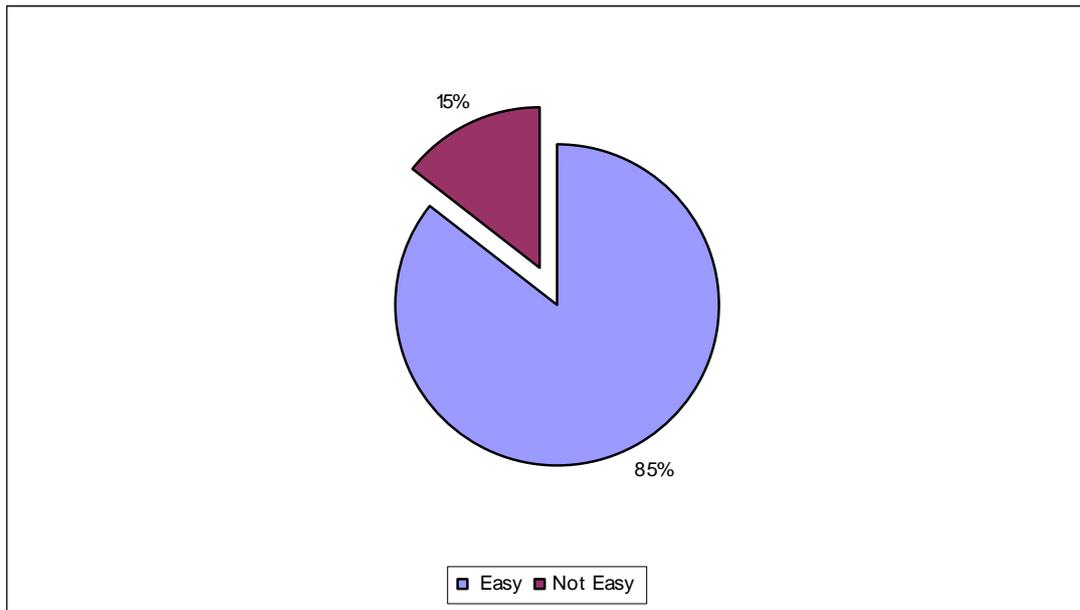
Of the 208 responses gained, 72% of customers were happy to be called back to answer further questions about their survey scores. 55 customers were called back for additional feedback.

Key Highlights

The following results were from the highest scoring areas;

- 91% of callers stated that the telephone announcements were in plain English.
- 85% of callers found it easy to select the service they required via the telephony system
- 88% of callers rated the customer service adviser friendly.
- 83% of callers rated the customer service adviser helpful.
- 81% of callers perceived their call was answered within a satisfactory time period.

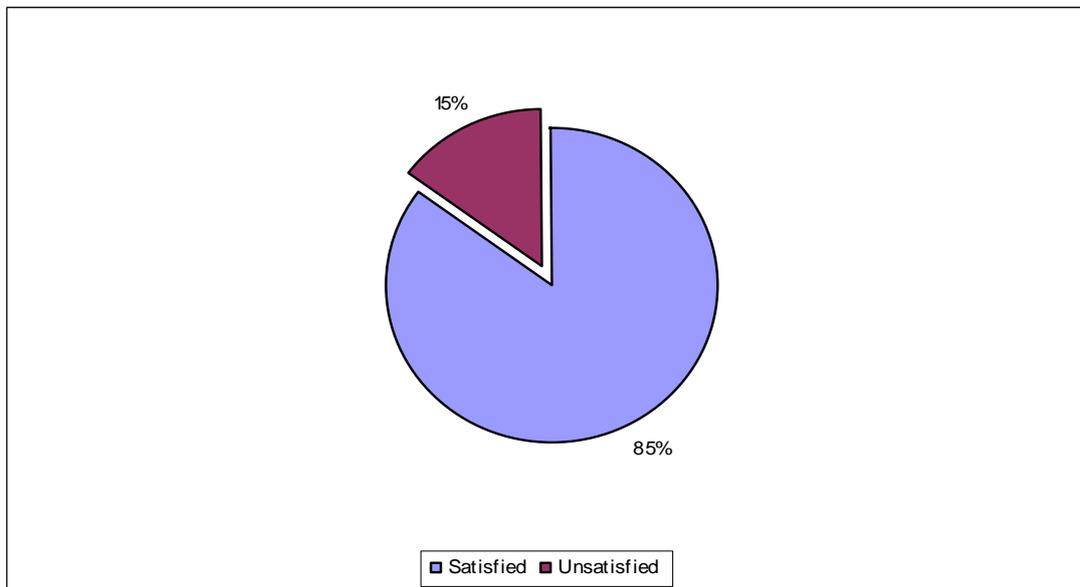
Q1. How easy was it for you to select the service you required?



85% of callers surveyed found it easy to select the service they required.

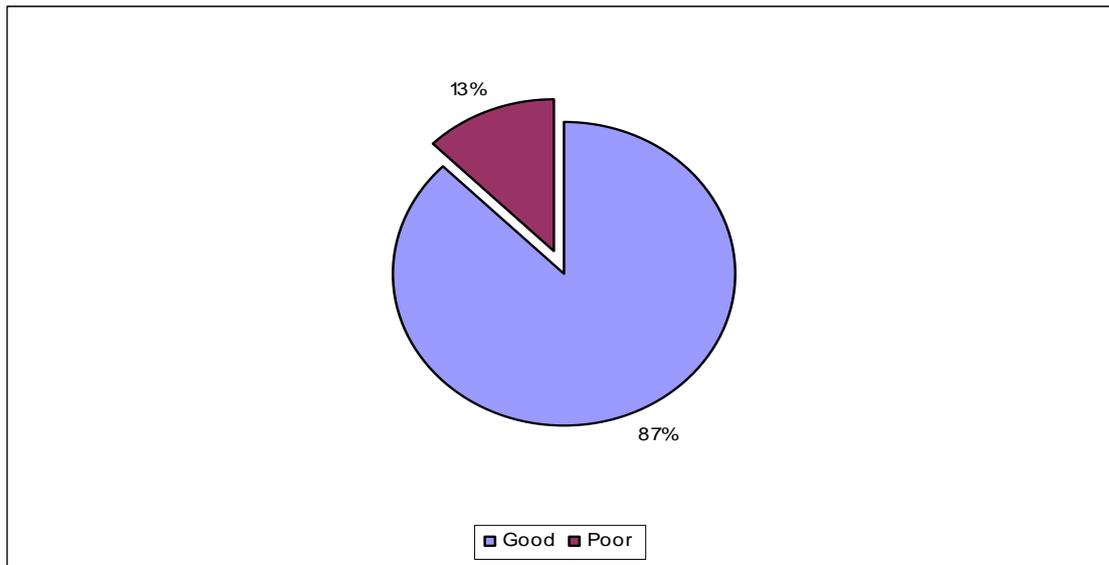
Some customers were dissatisfied as their option was not available on the telephony system. Whilst this is fully understandable, not all queries can be listed, otherwise customers will have to listen to a long list of recorded announcements. The highest volume enquires are listed on the telephony menu.

Q2. How satisfied are you with the selection of services you can choose from on the telephony menu?



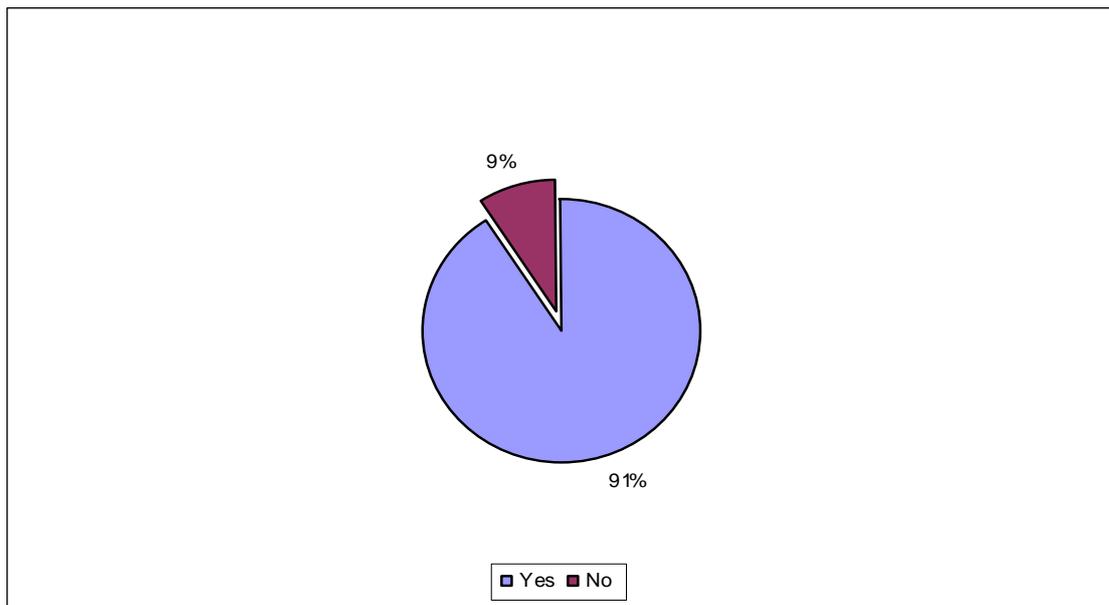
85% of callers surveyed were satisfied with the selection of services available on the telephony menu.

Q3. How would you rate the quality of the voice recording?



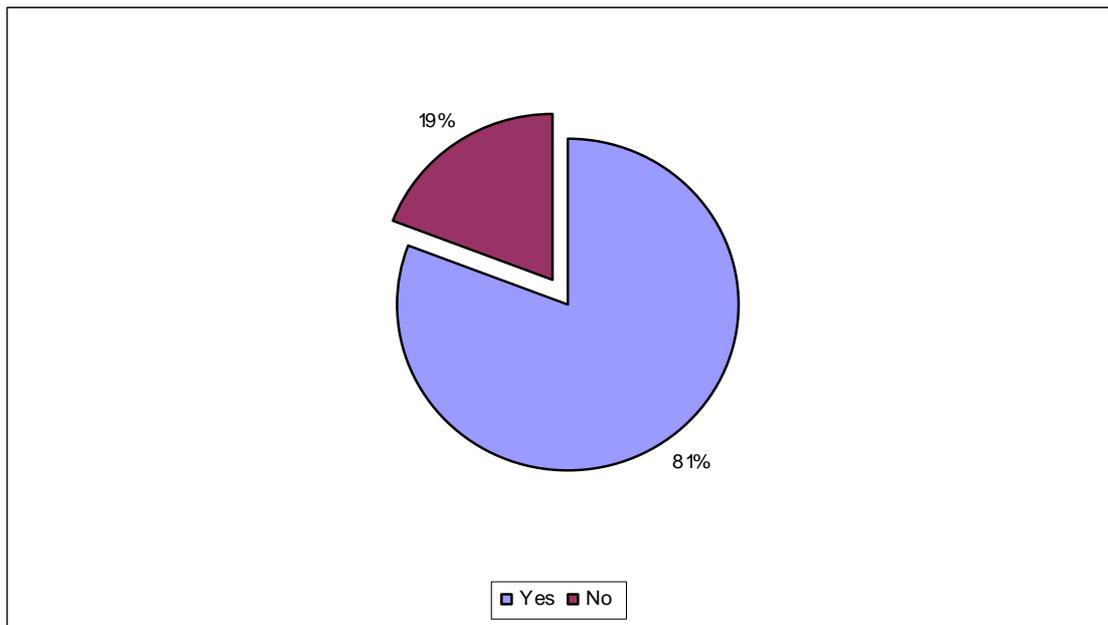
87% of callers were satisfied with the quality of the voice recording

Q4. Do you feel that the telephone announcements are in Plain English?



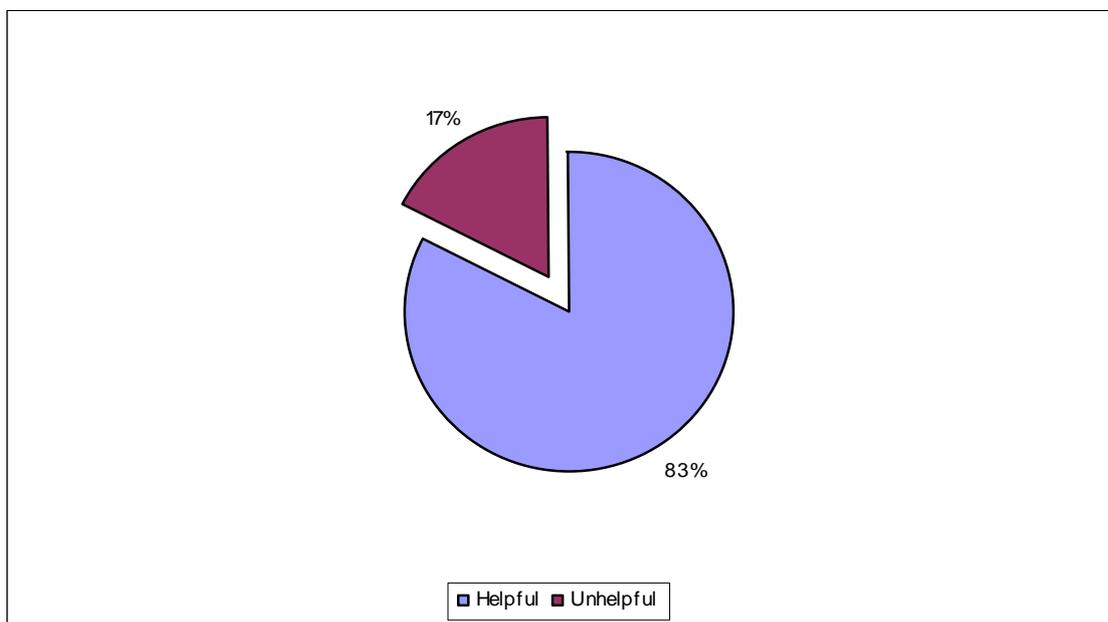
91% of callers felt the telephone announcements were in plain English

Q5. Was your call answered within a satisfactory time period?



81% of callers felt their call was answered within a satisfactory time period.

Q6. Was the Customer Service Adviser helpful?

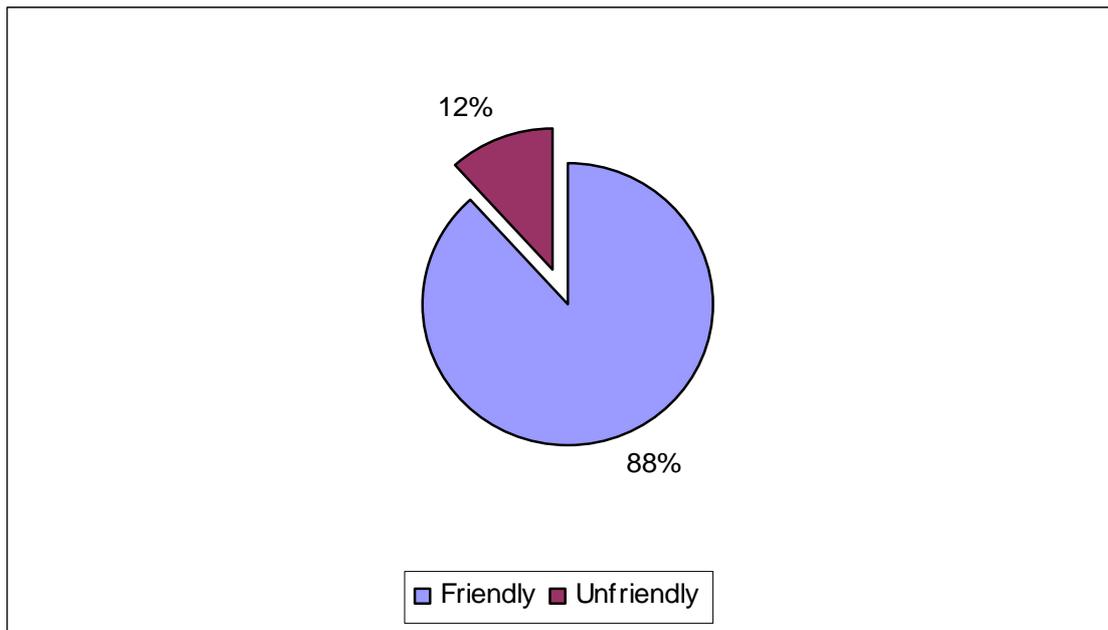


83% of callers surveyed found the customer service advisers helpful

Several customers scored advisers low as they are representing the actual service received from the council

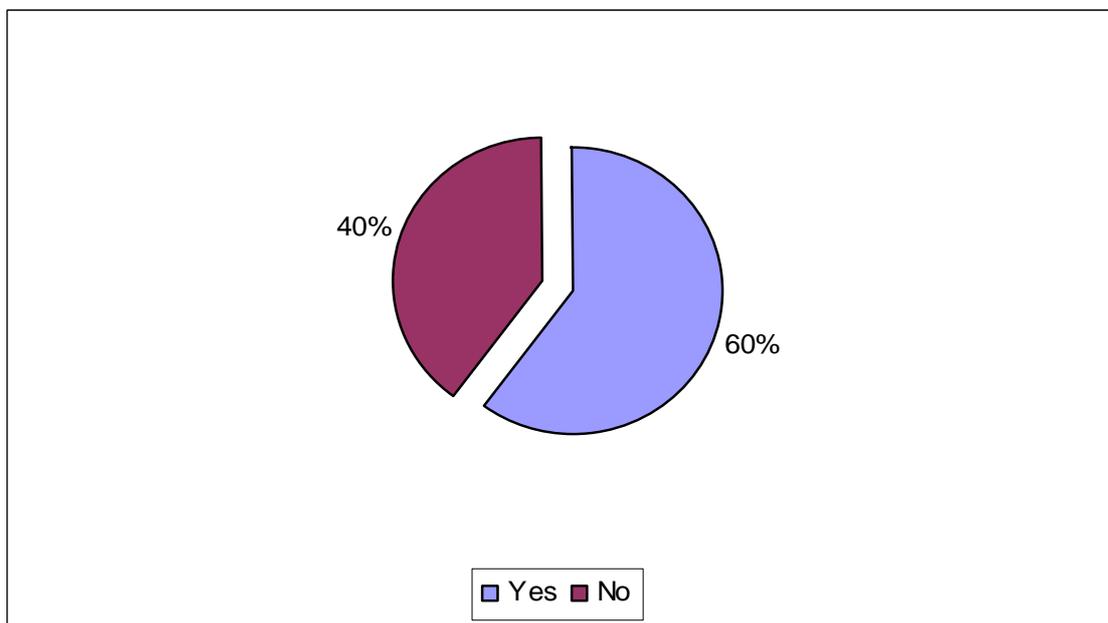
Also in several instances customer service advisers were unable to resolve the enquiry at first point of contact.

Q7. Was the Customer Service Adviser friendly?



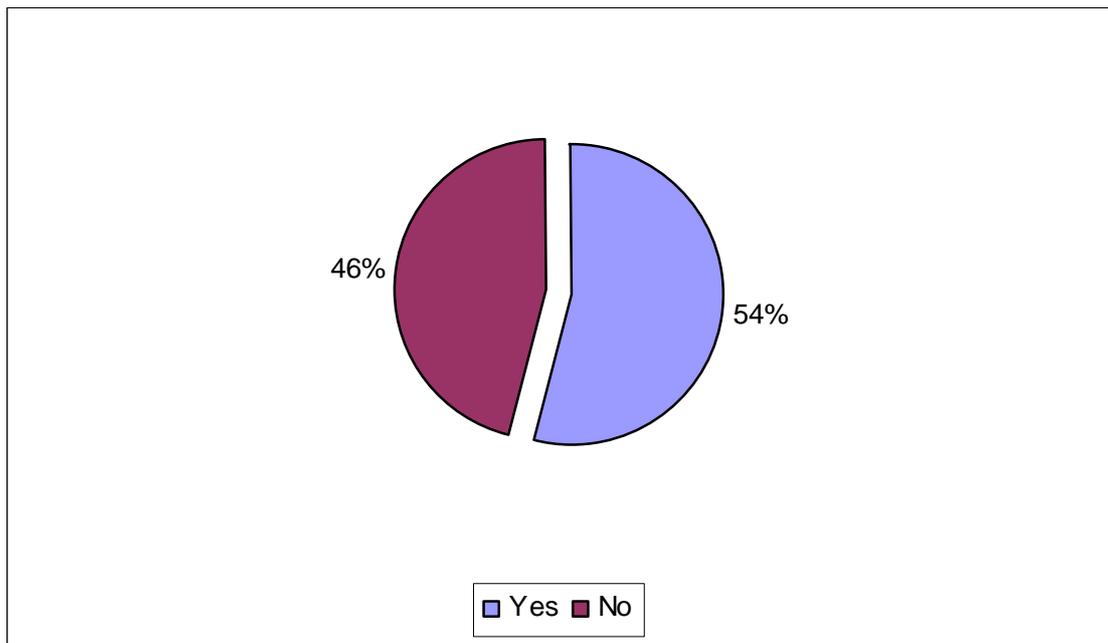
88% of callers surveyed found customer service advisers friendly.

Q8. Did we satisfy your enquiry during this call?



60% of callers surveyed said that their enquiry was satisfied during the call.
57% of the customers called for additional feedback stated their low score was due to ongoing issues or not being able to get through to the relevant service area contact.

Q9. Based on this phone call will you need to call the Council back?



54% of callers surveyed said based on their call, they need to call the Council back

The majority of customers stated that as they were unable to get through to other service areas there would be a need to call the council back again.

Action
To provide additional training for advisers who may have scored below average in the survey for friendliness and helpfulness