

## Customer Service visits 2011 Customer Satisfaction Survey

### Background

Approximately 6,000 visitors each month are helped by the customer service team based in the Central Reception Area of the Civic Centre at 44 York Street. During May 2011; 200 customers who visited the Central Reception Area took part in a customer satisfaction survey.

The survey measured the following areas:

1. Reasons why customers visit the Council
2. How visitors rate the environment
3. How customers rate the Customer Service Advisers
4. Waiting times and first contact resolution

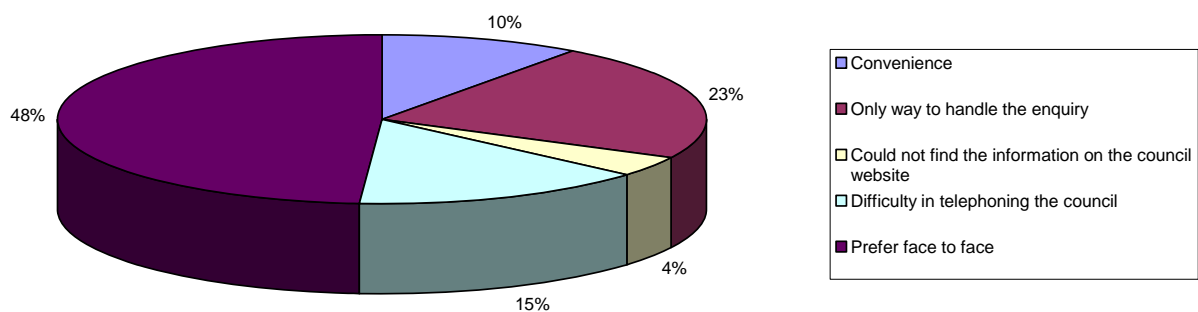
Customers were asked to rate their level of satisfaction using a scale of 1 to 5

- 5 being Excellent
- 4 being Good
- 3 being Average
- 2 being Below Average
- 1 being Poor

### Reasons why customers visit the Civic Centre

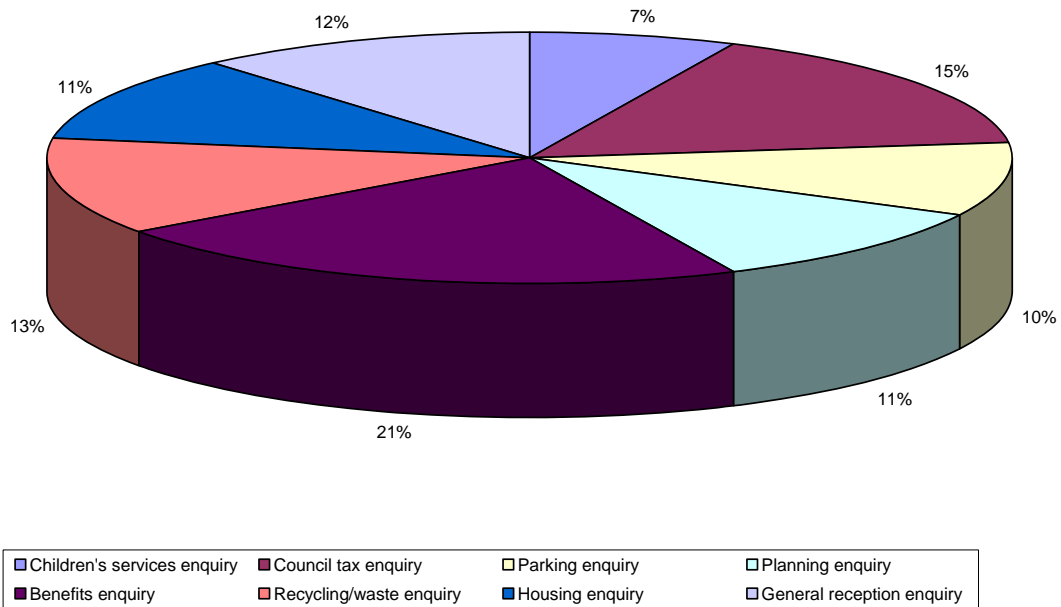
- Just under half of customers (48%) stated they prefer face to face contact.
- Nearly a quarter of the visitors (24%) said visiting the Civic Centre was the only way to resolve their enquiry.

Why did you choose to visit the service



- The largest percentage (21%) of customers surveyed visited for a benefits enquiry
- 15% visited about their council tax account

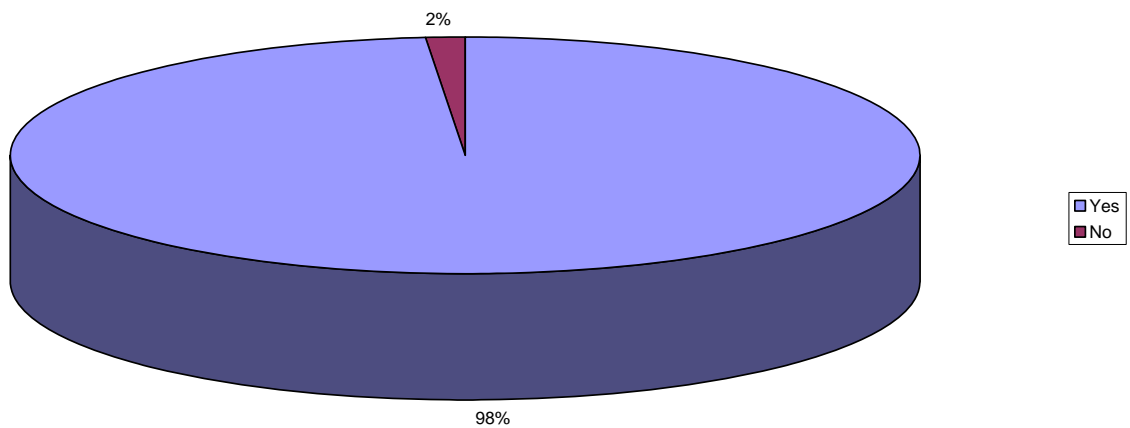
Please state the nature of your visit



**Customer satisfaction with the environment**

- 98% of customers rated the centre environment as welcoming and user friendly.

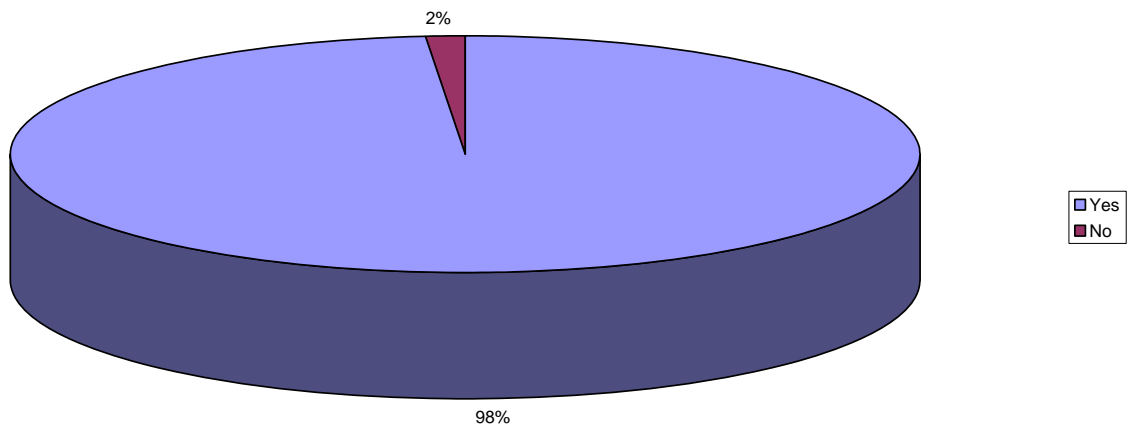
Was the centre/environment welcoming and user friendly



**Satisfaction with the service provided by the Customer Service Adviser**

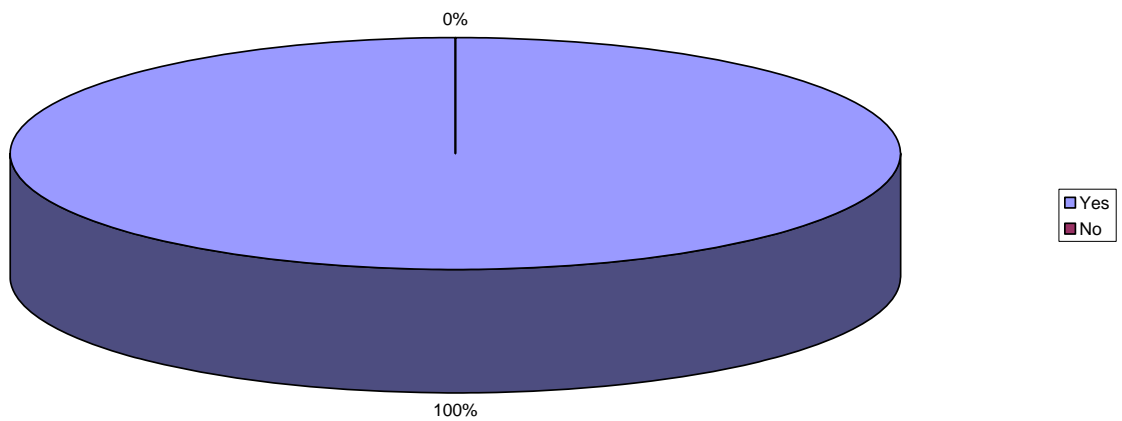
- 98% of customers rated the adviser they spoke to as welcoming and professional when handling their enquiry.

**Was the customer service advisor you spoke to welcoming and professional when handling your enquiry**



- 100% of the customers surveyed rated the adviser they spoke to as knowledgeable and helpful

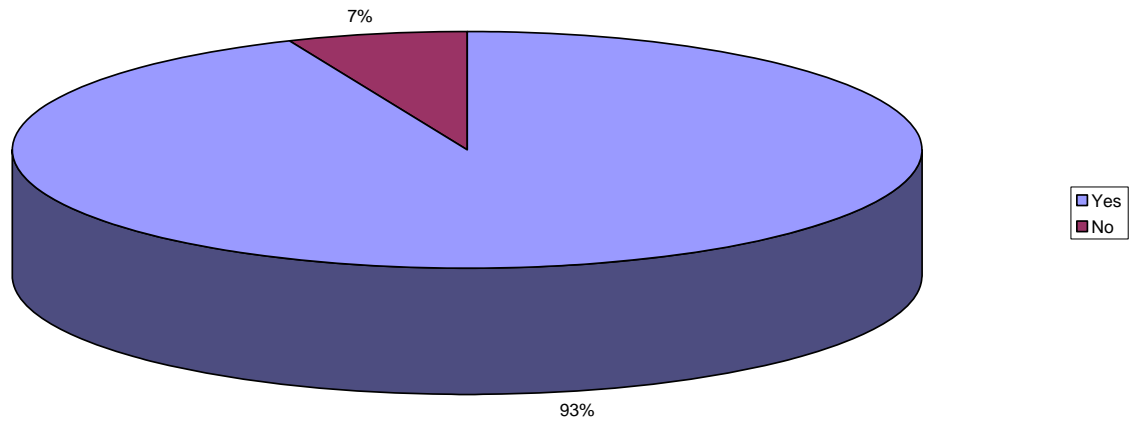
**Was the customer service advisor you spoke to knowledgeable and helpful**



## Customer satisfaction with first contact resolution and waiting times

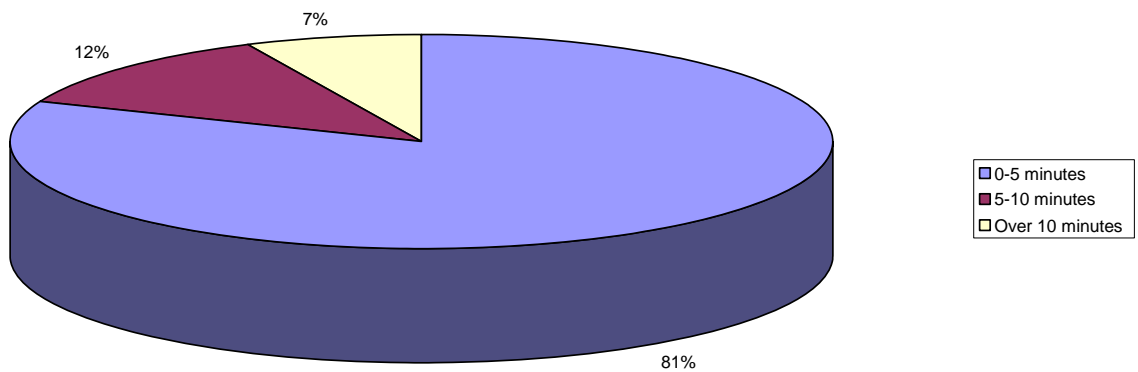
- 93% of customer's queries were resolved at first point of contact.

Was your enquiry resolved on this visit



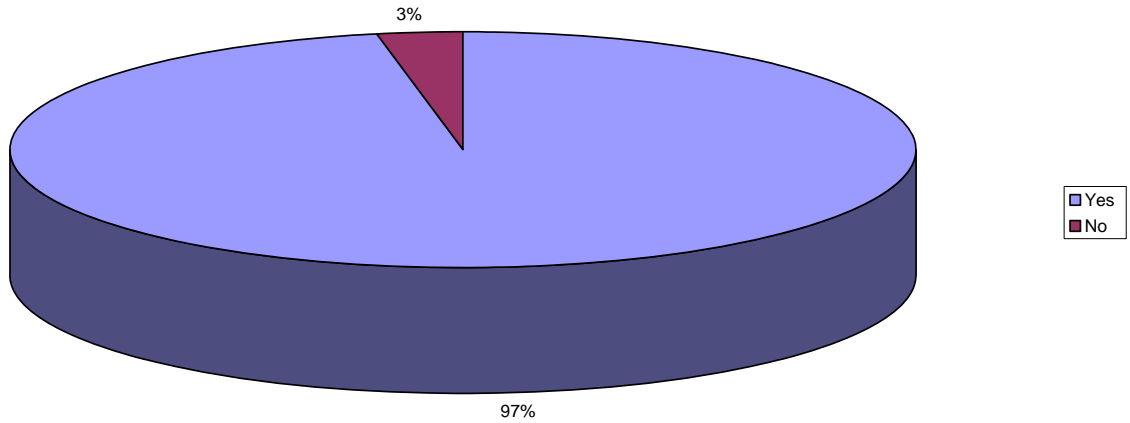
- All the visitors whose cases could not be resolved at first point of contact felt they had been appropriately directed to the correct point of contact to resolve their query.
- The majority of customers (93%) were seen within ten minutes.

How long did you wait



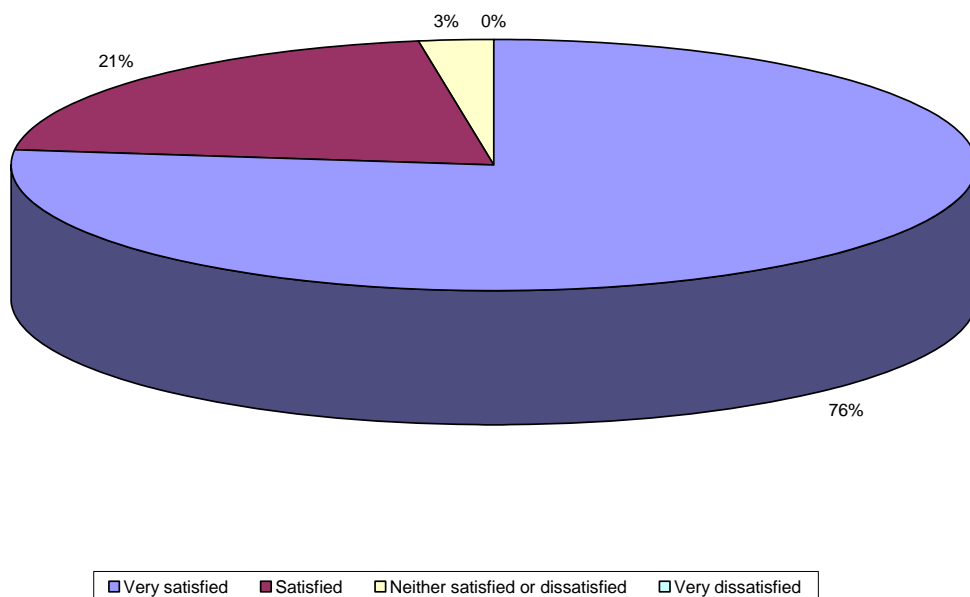
- Almost all customers (97%) stated that the time they waited was acceptable.

Was the time you waited acceptable given the nature of your enquiry



- 97% of customers were satisfied or very satisfied with the service they received from our Customer service staff.

How do you rate the service you received from our customer service staff today



## **Equalities Monitoring**

### **Ethnicity**

<b>Ethnicity</b>	<b>Percentage</b>
White British	53.9%
White Irish	10.2%
White Eastern European	4.7%
White Spanish	6.3%
Mixed White and Black Caribbean	4.7%
Mixed White and Black African	0.0%
Mixed White and Asian	2.3%
Mixed Other	0.0%
Indian	6.3%
Pakistani	3.1%
Bangladeshi	0.8%
Afghan	0.8%
Other	0.0%
Black or Black British Caribbean	0.8%
Black or Black British African	3.1%
Any other Black background	0.0%
Chinese	2.3%
Vietnamese	0.0%
Middle Eastern	0.0%
Gypsy/Traveller/Romany	0.0%
Any other	0.8%

### **Disability**

<b>Disability</b>	<b>Percentage</b>
None	96%
Physical	0%
Sensory	1%
Mental health	1%
Learning disability/difficulty	0%
Long standing illness or health condition	1%
Other	1%

### **Gender**

<b>Gender</b>	<b>Percentage</b>
Female	56%
Male	44%

**Age**

<b>Age</b>	<b>Percentage</b>
Under 16	0%
16-30	18.8%
31-49	46.9%
50-64	19.5%
Over 65	14.8%

**Religion**

<b>Religion</b>	<b>Percentage</b>
Christian	57.0%
Buddhist	0.0%
Hindu	5.5%
Jewish	1.6%
Muslim	3.1%
Sikh	0.8%
No Faith	0.0%
Other	25.8%

**Sexual orientation**

<b>Sexual orientation</b>	<b>Percentage</b>
Bisexual	11.7%
Gay man	3.9%
Gay woman	0.0%
Heterosexual	74.2%
Other	0.0%
prefer not to say	10.2%