

## Customer Satisfaction Survey: Waste and Recycling February- April 2011

Between February and April an automated telephone customer satisfaction survey was conducted. The survey measured customer satisfaction on Waste & Recycling calls handled by Customer Services Advisers in the Contact Centre. 30% of callers were asked to participate, and 213 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;

- 85% of callers stated that the first person they spoke to was able to deal with their enquiry
- 82% of callers thought that the Customer Service Adviser was helpful.
- 80% of callers stated that they would not need to call the council back

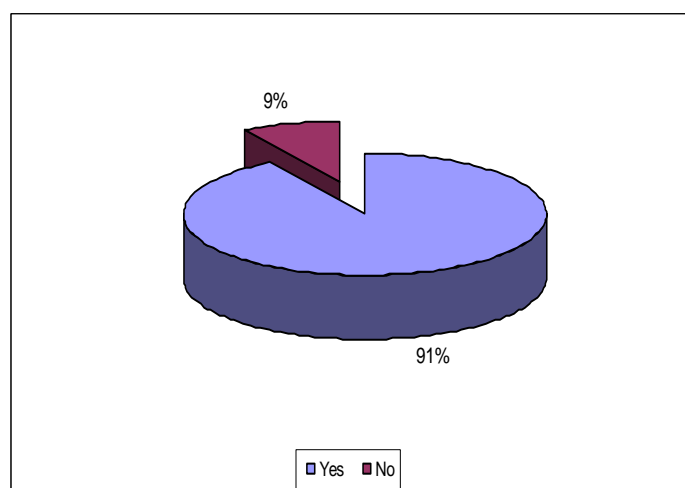
### Details

The responses for these questions were either Yes or No

**Was your call answered within a satisfactory time period?**

**Overall 91% of callers were satisfied that their call was answered within a satisfactory time period**

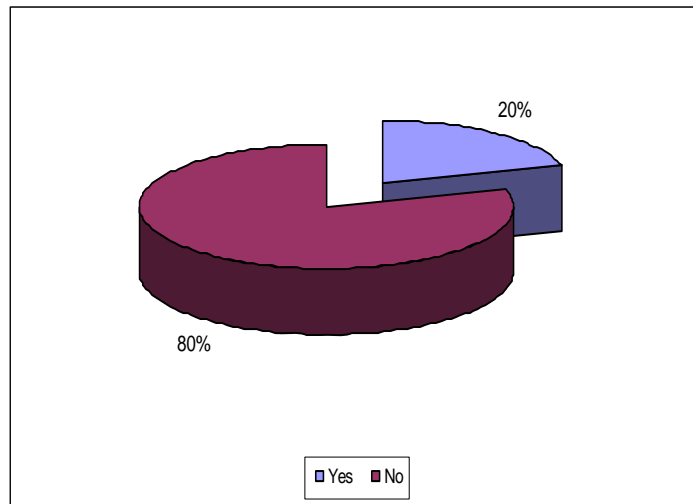
**This is comparable to the 2009 survey result of 92%**



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

Overall 80% of callers stated that they would not need to call the council back

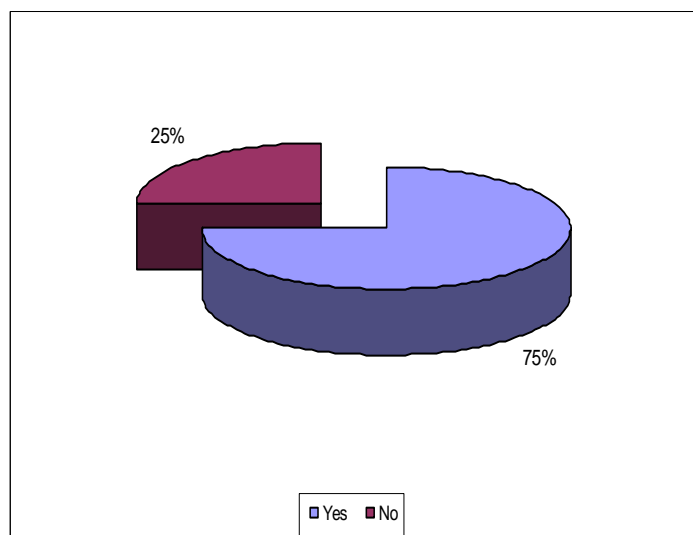
This is comparable to the 2009 survey result of 82%



### Did we satisfy your enquiry during this call?

Overall 75% of callers felt that their enquiry was satisfied

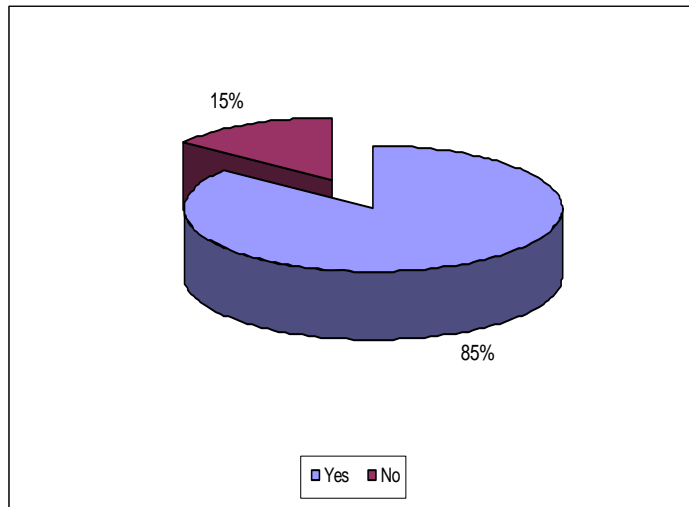
Comparison 2009 Survey 80% of callers felt their enquiry was satisfied



## Was the first person you spoke to able to deal with your enquiry?

Overall 85% of callers stated that the first person they spoke to was able to deal with their enquiry

This is comparable to the 2009 survey result of 84%.



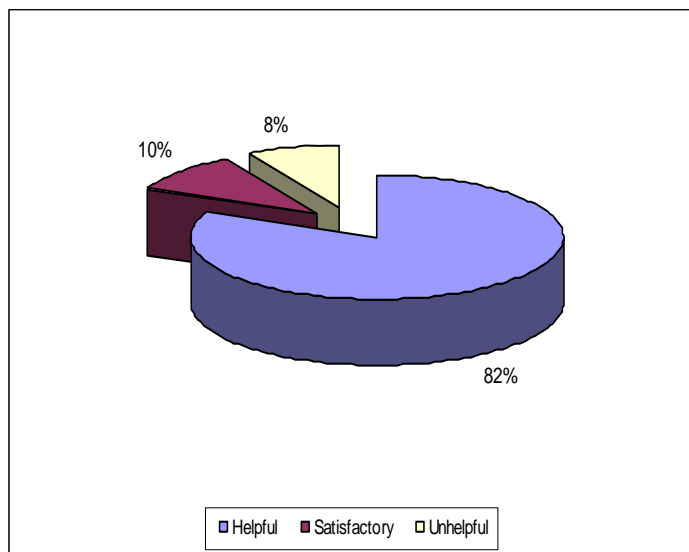
The responses for these questions were based on a scale of 1-9, with 1 being very good and 9 being very poor.

## Was the agent helpful?

Overall 82% of callers thought that the Customer Service Adviser was helpful.

71% of advisers were scored as excellent

This is comparable to the 2009 survey where 85% of callers thought that the Customer Service Adviser was helpful.



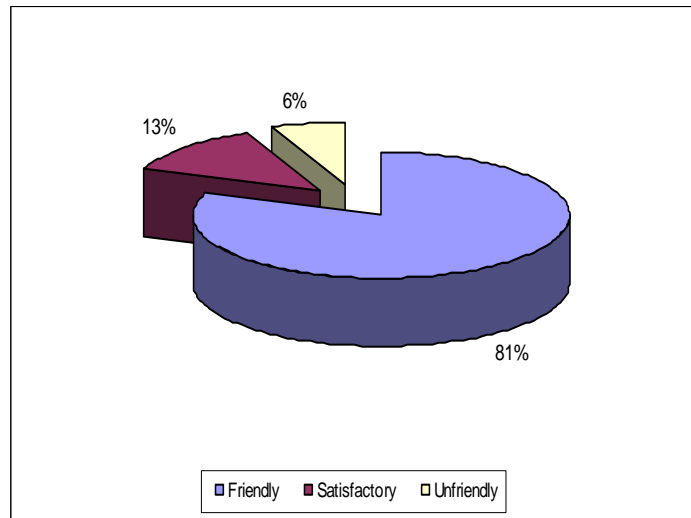
80% of advisers were scored as excellent

## Was the agent friendly?

Overall 81% of callers thought that the Customer Service Advisor was friendly

70% of advisers were scored as excellent

Comparison with 2009  
86% of callers scored the adviser as friendly;  
with 82% of advisers scored as excellent

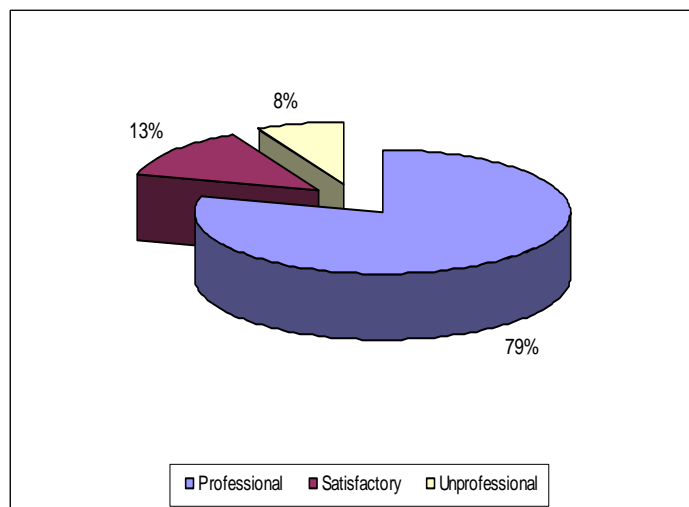


## Was the agent professional?

Overall 79% of callers thought that the Customer Service Advisor was professional

69% of advisers were scored as excellent

Comparison with 2009  
90% of callers rated the Customer Service Adviser as professional;  
with 80% of advisers scored as excellent



**Action**

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