

Customer Satisfaction Survey March 2010

From November 2009 to January 2010 an automated telephone customer satisfaction survey was conducted Waste & Recycling and the Street Services options. The survey measured customers' experience of contacting the Council. **30%** of callers were asked to participate, and 417 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.

Summary

Overall results of the survey are very positive with an overall satisfaction rating of **87%**. Some of the highest satisfaction ratings included:

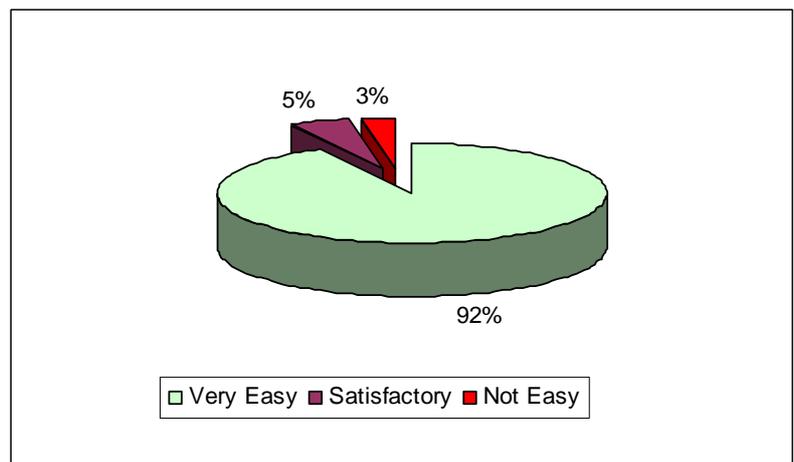
- Telephone menu selection
- Telephone announcements
- Time taken to answer the call
- Adviser friendliness

Phone Survey Questions

- 1) **A recorded telephony menu selection service is in place to ensure your call is directed to and answered by the most appropriately skilled adviser for your enquiry?**

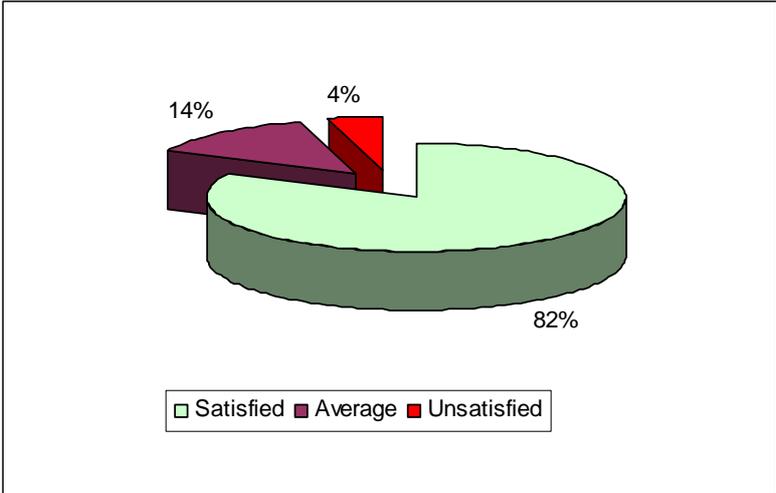
How easy was it for you to select the service you required? Press 1 for very easy, 9 for not easy or any number in between

92% of customers said it was very easy for them to select the service they required.



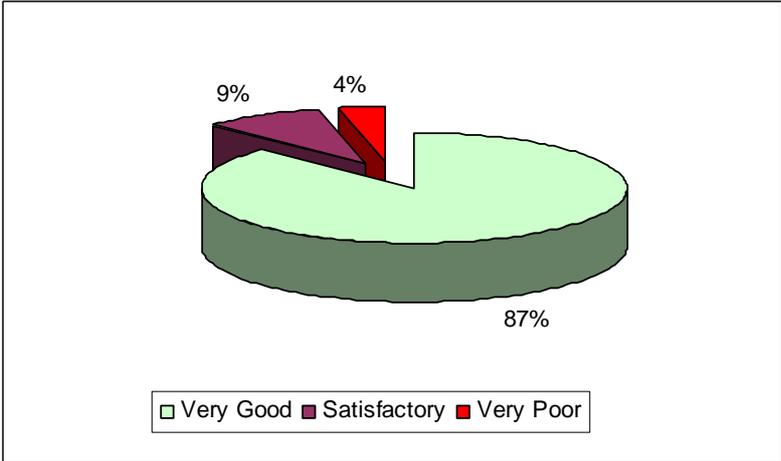
2) How satisfied are you with the selection of services you can choose from on the telephony menu? Press 1 for very satisfied, 9 for very unsatisfied or any number in between

82% of customers' said they were very satisfied with the selection of services they can choose from.



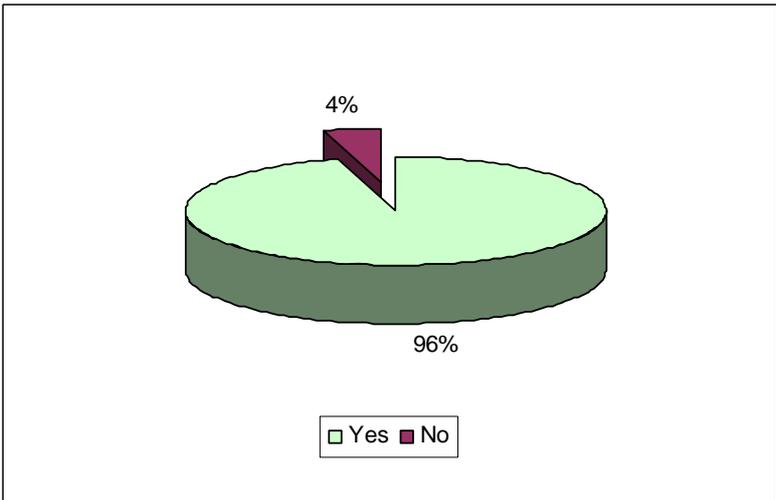
3) How would you rate the quality of the voice recording? Press 1 for very good, 9 for very poor or any number in between

87% of customers' rated the quality of the voice recordings as very good.



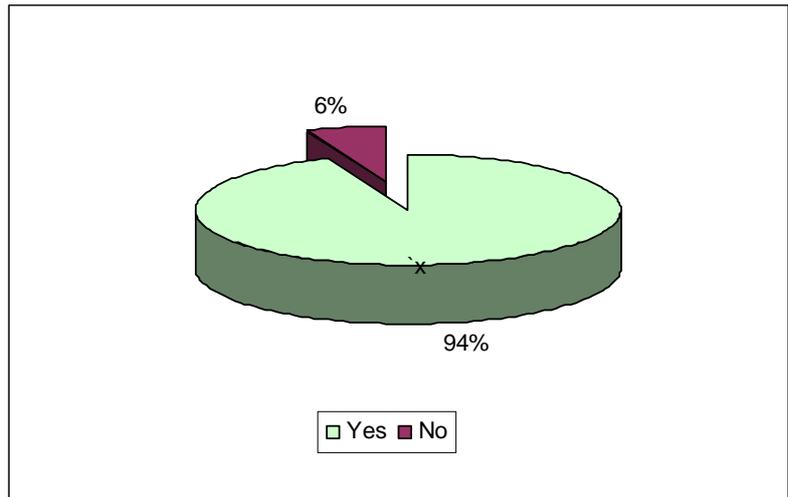
4) Do you feel that the telephone announcements are in plain English? Press 1 for yes or 2 for no

96% of customers' feel the telephone recordings are in plain English.



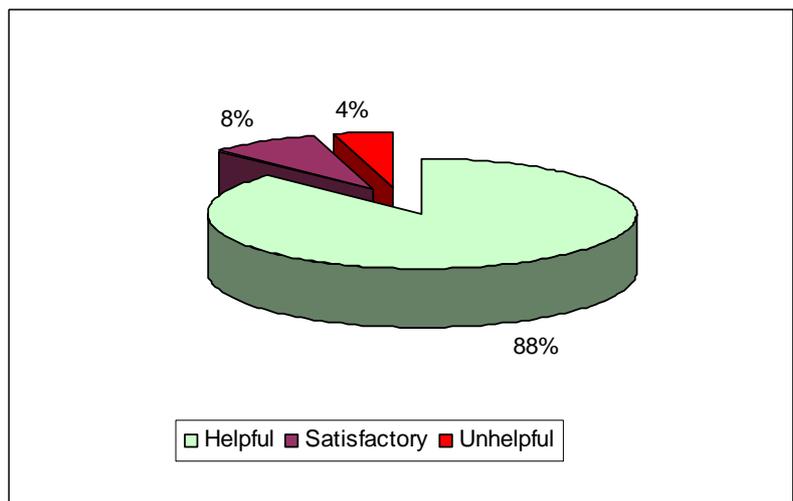
5) Was your call answered within a satisfactory time period? *Press 1 for yes or 2 for no*

94% of customers' felt their call was answered in a satisfactory time period.



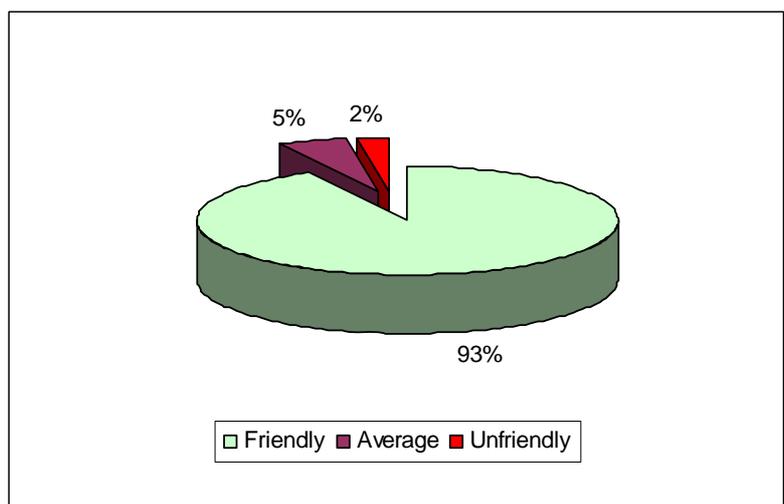
6) Was the Customer Service Adviser helpful? *Please enter 1 for very helpful, or 9 for very unhelpful, or any number in between.*

88% of customers' said the customer service adviser was helpful.



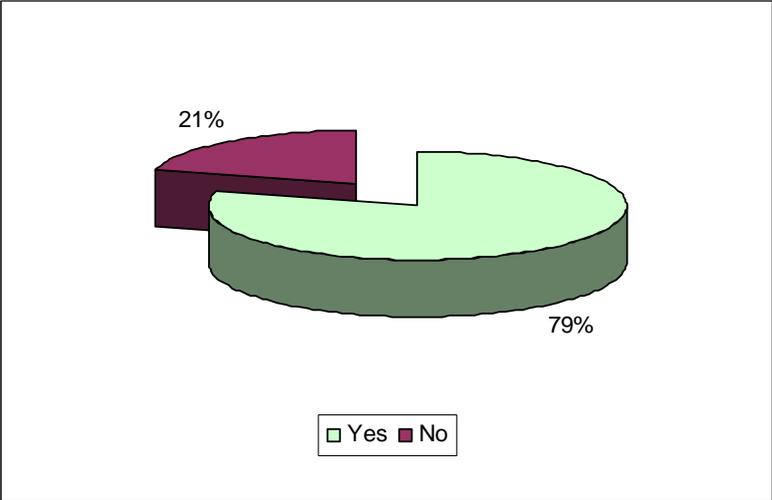
7) Was the Customer Service Adviser friendly? *Please enter 1 for very friendly, or 9 for very unfriendly, or any number in between*

93% of customers' said the customer service adviser was friendly.



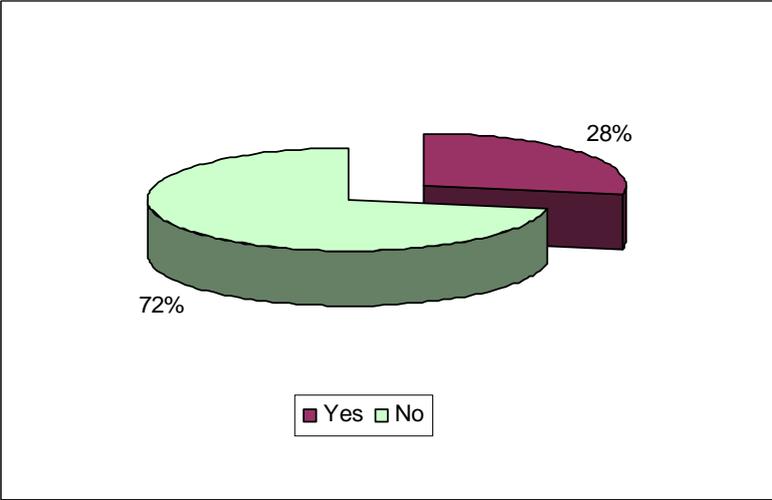
8) Did we satisfy your enquiry during this call? Press 1 for yes or 2 for no

79% of customers said their enquiry was satisfied during this call.



9) Based on this phone call will you need to call the Council back? Press 1 for yes or 2 for no

72% of customers' said they will need to call the council back based on this phone call.



Action points resulting from the survey

Although the overall results for the survey were positive; some customers felt their enquiry was not resolved during the call and they would have to call the council back.

31 customers were called back for additional information regarding the survey. These customers had stated their enquiry was not satisfied during the call and they would have to call the council back.

Of the 31 customers called back; 8 customers could not recollect why they had chosen the chosen these options and 14 customers were not available to give answers. 9 remaining customers who were available had their feedback analysed.

No.	Reason for call back	Department	Further action
1	Car Parking Enquiry: Customer had spoken to Parking services and was promised a call back. This did not happen and therefore the customer had to call back.	Parking Services	None
2	Parking fine: Parking fine issued in error. Addressing complaint; spoke to someone in parking and unhappy with the service.	Parking Services	None
3	Garden waste renewal: Letter for renewal from garden waste collection service. Confusion over charges; initially renewed over the phone but had to make various calls to resolve.	Recycling	None
4	Highways call: Customers wished to speak to someone in Highways. Said we should have options for different departments, would like to speak to someone actually in the department and not in customer service.	Street Scene	Call details sent to team manager to analyse call further.
5	Large wheelie bin purchase: 2 stage process – customer fills out an online form and then gets a call back from us for payment.	Commercial Waste	This process is due to change from 1 st April 2010. Customers will be able to complete an online form including payment; alternatively they will be able to call the Contact Centre.
7	Confusion over waste / tree collection service during Christmas. Customer was told to wait until the next day to report a missed collection (if missed)	Waste & Recycling	None
8	Freedom pass enquiry - CSA did not provide full answer. Customer did not like getting passed to another department.	Accessible Transport	Call details sent to Team Manager to analyse call further.

9	Assisted collection for neighbour. Crew throwing boxes back and placing them on doorstep. Customer felt this is a reoccurring problem and she would have to call us back.	Waste & Recycling	None
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