

## **Contacting Customer Service by phone**

September 2013 - February 2014

Between September 2013 and February 2014 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.

40% of callers were asked to participate, and 386 responses have been analysed.

How the survey works:

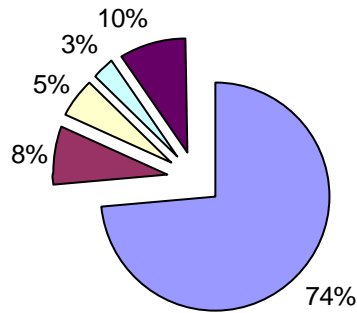
- When the call comes through on the telephony options (IVR), the customer is provided with a recorded message asking them to participate in a survey.
- If they select to take part, the system captures their contact telephone number & confirms this with the caller.
- The call will then come through to 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;

- 88% of customers said the adviser was friendly
- 82% of customers said it was easy to select the service they required from the telephony menu
- 84% of customers said the adviser was helpful
- 95% of customers said the voice recordings were clear and in plain English
- 85% of customers were satisfied with the time taken to answer their call

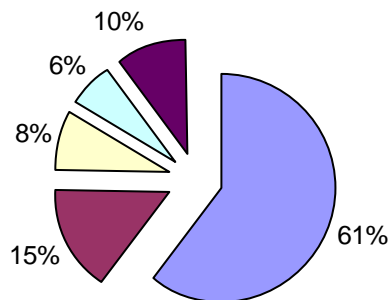
**1. How easy was it for you to select the service you required?**



■ Very Easy ■ Easy ■ Neither ■ Difficult ■ Very Difficult

82% of callers surveyed found it easy to select the service they required.

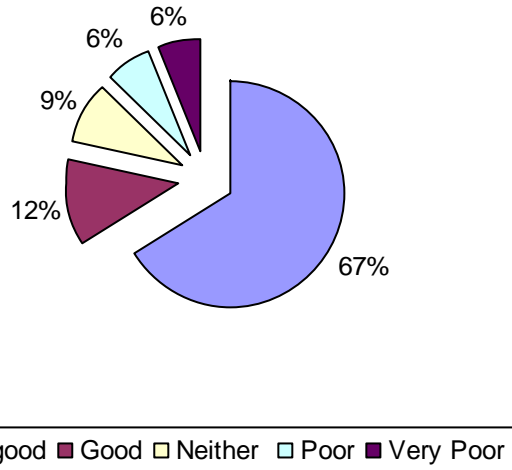
**2. How satisfied are you with the selection of services you can choose from on the telephony menu?**



■ Very Satisfied ■ Satisfied ■ Neither ■ Unsatisfied ■ Very Unsatisfied

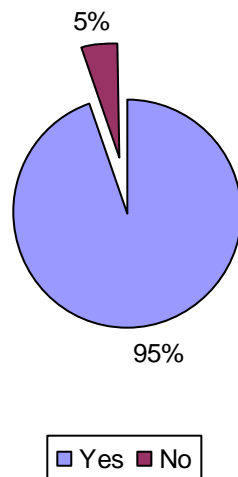
76% of callers surveyed were satisfied with the selection of services available on the telephony menu.

**3. How would you rate the quality of the voice recording?**



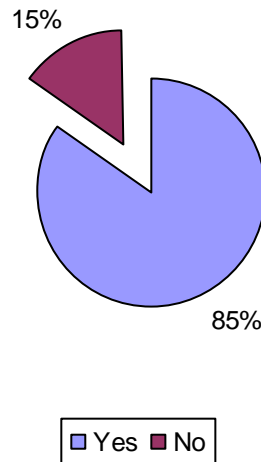
79% of callers were rated the quality of the voice recording as good.

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



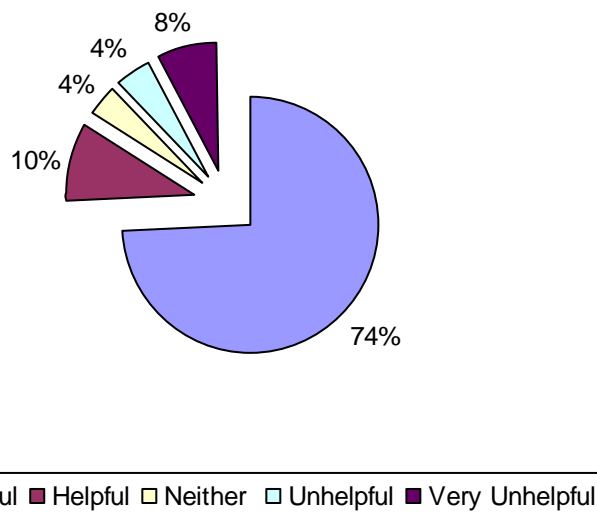
95% of callers felt the telephone announcements were in plain English.

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



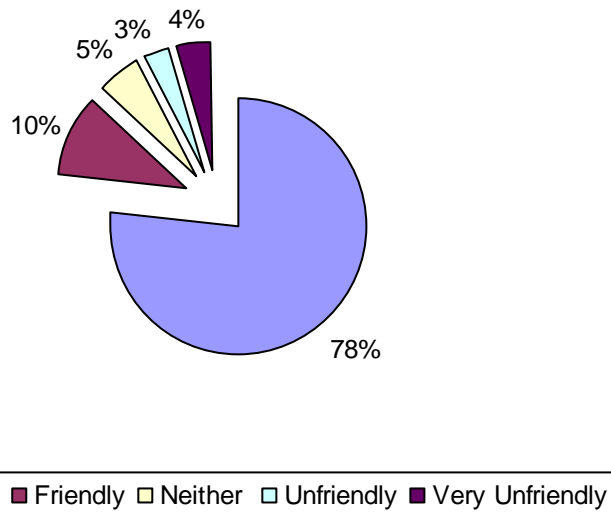
85% of callers felt their call was answered within a satisfactory time period.

**6. Was the Customer Service Adviser helpful?**



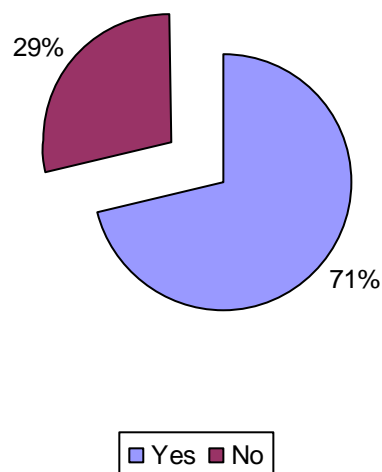
84% of callers surveyed found the customer service advisers helpful.

**7. Was the Customer Service Adviser friendly?**



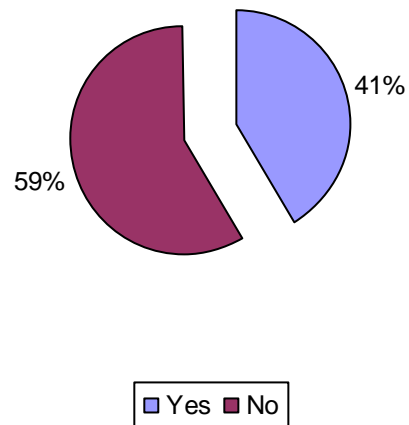
88% of callers surveyed found customer service advisers friendly.

**8. Did we satisfy your enquiry during this call?**



71% of callers surveyed said that they enquiry was satisfied during the call. This is comparable to the 2011 survey result of 60%.

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



59% of callers surveyed said based on their call, they would not need to call the Council back.

**Action**

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