

Planning Telephone Satisfaction Survey: February 2012 – April 2012

Between February 2012 and April 2012 a telephone satisfaction survey was conducted. The survey measured customer satisfaction for the handling of Planning Support queries dealt with by customer service. 40% of callers were asked to participate and 203 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;

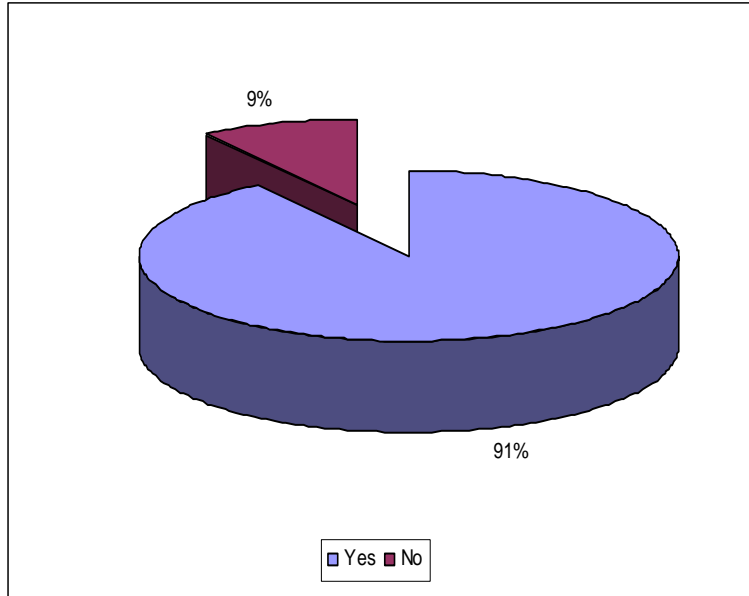
- 91% of customers surveyed felt their call was answered within a satisfactory time period. An increase in satisfaction of 6% compared with the last Planning survey.
- 91% of customers surveyed said the customer service adviser was helpful
- 96% of customers said the customer service adviser was friendly
- 95% of customers said the customer service adviser was professional

The following results highlight improvements from the last Planning survey conducted between November 2010 – January 2011;

- 53% of customers said they would need to call the Council back; a decrease of 5% compared with the previous survey
- 61% of customers said their query was satisfied during the call; an increase of 6% in customer satisfaction compared with the previous survey
- 57% of customer said the first adviser they spoke to was able to deal with their enquiry; an increase of 11% for first contact resolution compared with the previous survey.

Phone Survey Questions

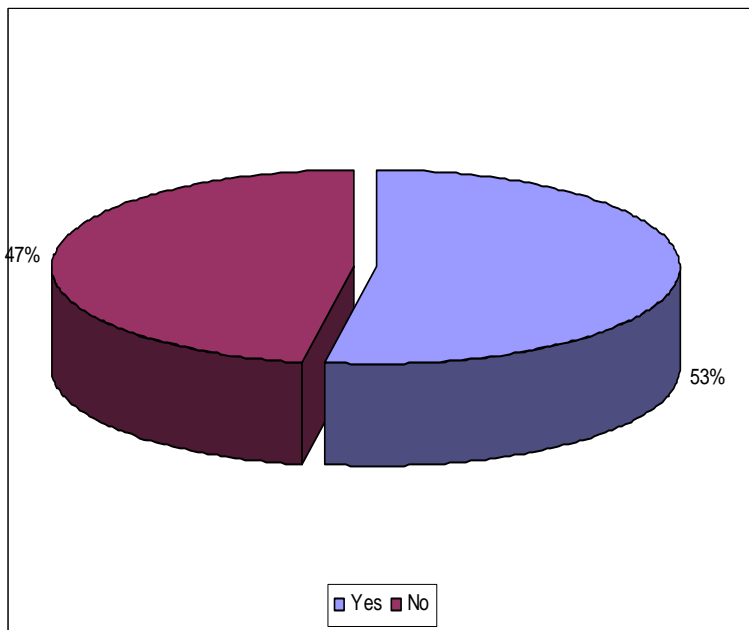
Q1. Was your call answered within a satisfactory time period?



91% of customers said their call was answered within a satisfactory time period.

This compares to **85%** in the last Planning survey in January 2011.

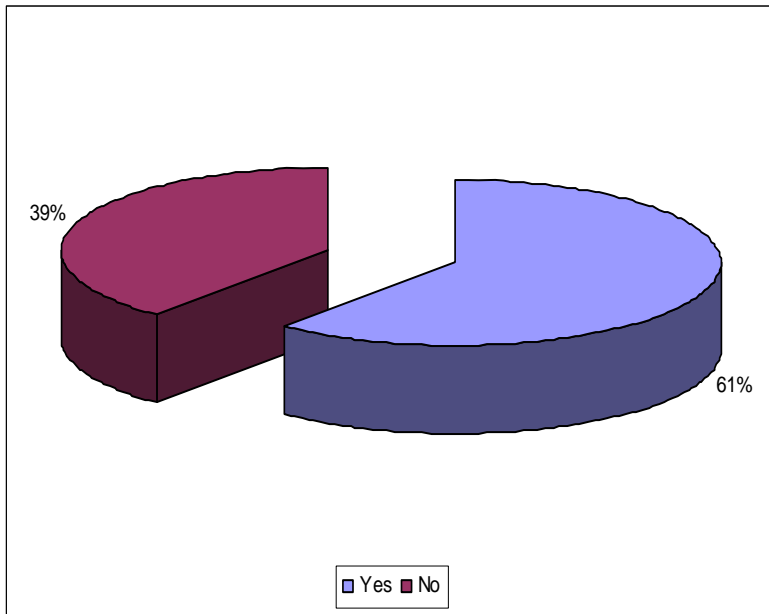
Q2. Based on this phone call will you need to call the Council back?



53% of customers said they would need to call the Council back.

This compares to **58%** in the last Planning survey in January 2011.

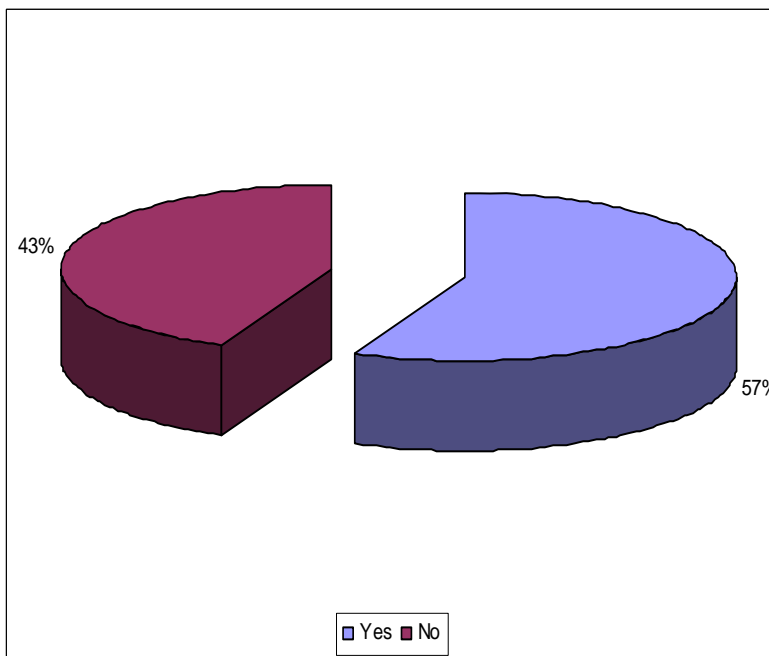
Q3. Did we satisfy your enquiry during this call?



61% of customers said their query was satisfied during the call.

This compares to **50%** in the last Planning survey in January 2011.

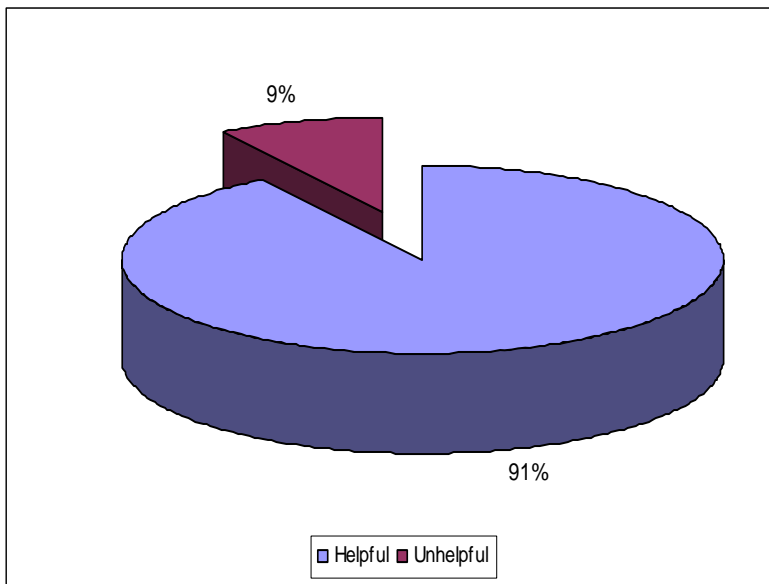
Q4. Was the first person you spoke to able to deal with your query?



57% of customers said the first adviser they spoke to was able to deal with their query.

This compares to **46%** in the last Planning survey in January 2011.

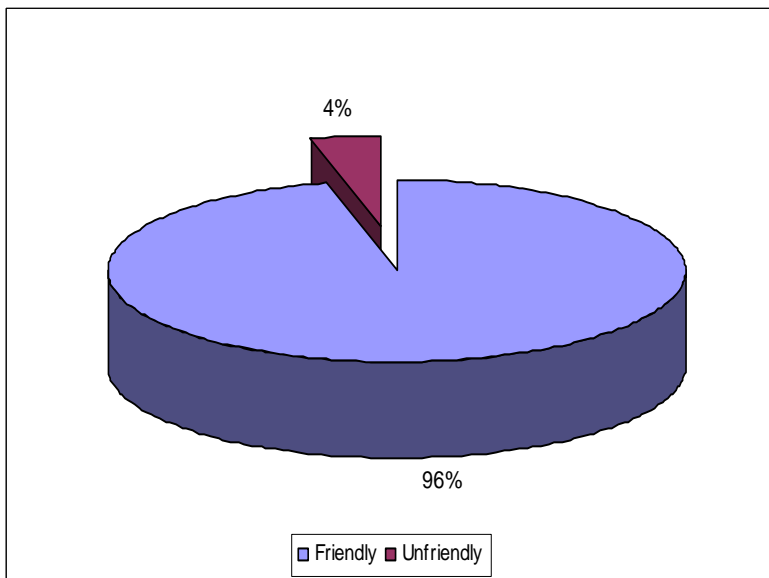
Q5. Was the adviser helpful?



91% of customers said the customer service adviser was helpful.

This compares to **90%** in the last Planning survey in January 2011.

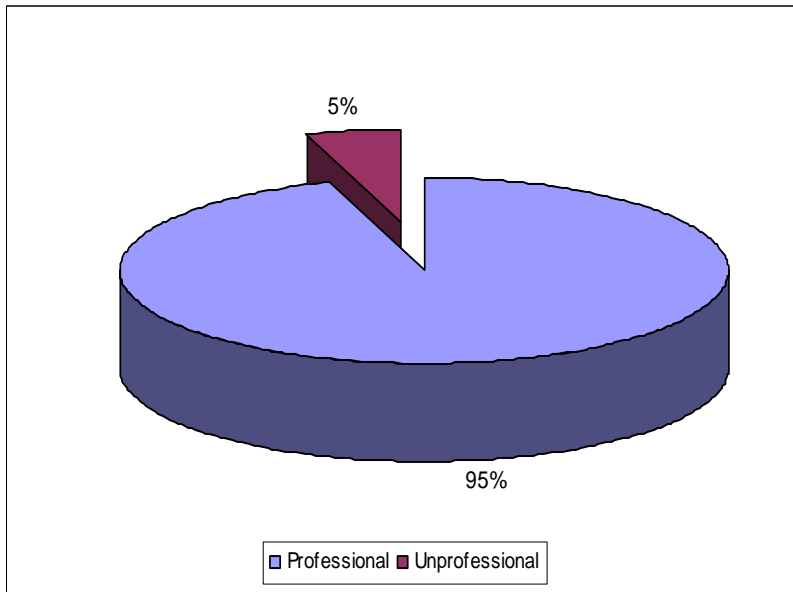
Q6. Was the adviser friendly?



96% of customers said the customer service adviser was helpful.

This compares to **97%** in the last Planning survey in January 2011.

Q7. Was the adviser professional?



95% of customers said the customer service adviser was helpful.

This compares to **96%** in the last Planning survey in January 2011.

Action

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