

# **Exit survey results**

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**April 2009**

## Purpose

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The London Borough of Richmond upon Thames has recently been rated as a 4\* authority that is judged to be improving strongly. In order to continue to provide an excellent service Executive Board agreed to endorse a Corporate Wide Commitment to develop front-line services to achieving CSE.

In order to evaluate and assess the quality of customer service in the Council and compare them against the Corporate Service Standards it has been identified that a Customer Exit survey should be commissioned.

A customer exit survey is a systematic, objective collection and analysis of data and will enable LBRUT to drive forward initiatives and determine the effectiveness of recent Mystery Shopping action plans.

### Areas to be surveyed

Civic Centre (services include Council Tax, Housing & Council Tax Benefits, Housing and planning)

### Methodology

The customer exit survey tested whether that we offer our users a consistently high level of customer service through the following measures:

- How easy it is to locate the building and reception
- Physical access to the building
- Waiting time
- Quality of waiting area
- Availability of information at first point of contact and/or referred point of contact
- Quality of information provided
- Knowledge of staff
- Helpfulness of staff
- Response to requests for information in other formats and languages
- Specific response/assistance to customers with disabilities

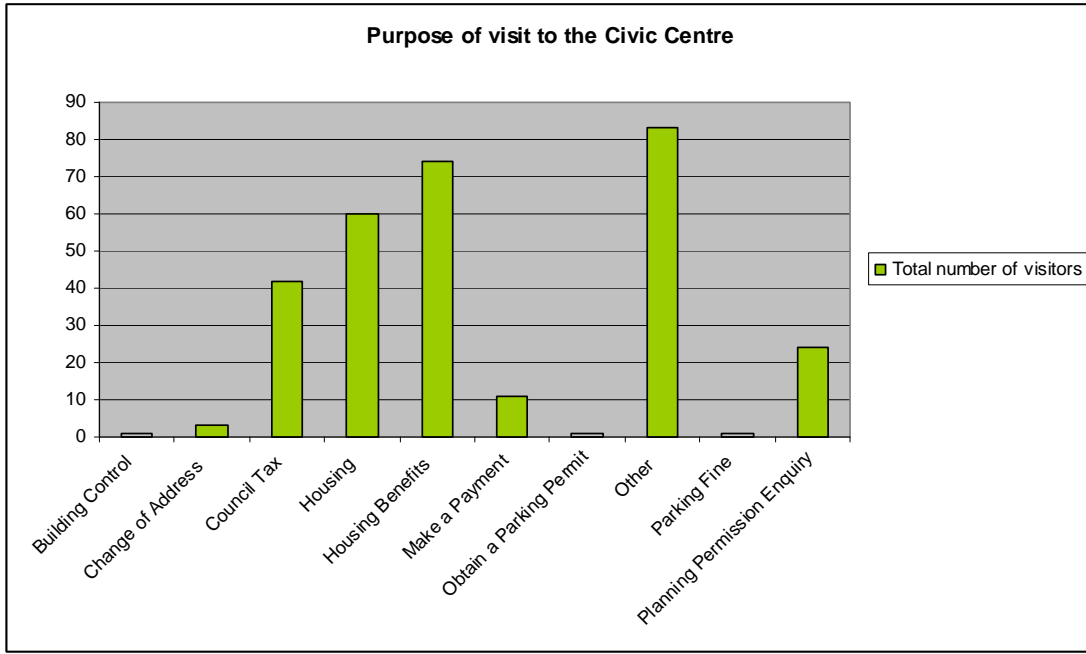
The above measures underpin the revised Corporate customer contact standards customer visits, which are as follows:

- We aim to attend to you within 10 minutes of your arrival, but if we don't, we will let you know when you can be seen and explain the reason for the delay.
- If you prefer not to wait, we will offer you an appointment at a time to suit you (where possible).
- If you have an appointment with us we aim to see you at the appointed time, if we are delayed, we will explain why, tell you how long you may have to wait and give you the option of making an appointment for another day and time.
- We will provide a private area for confidential inquiries should you wish.
- We will ensure that our reception areas are clearly signposted, accessible, clean and welcoming at all times.
- We will provide loop hearing systems, and access to lip speakers and signers on request.
- We will provide interpreters, on request, for customers for whom English is their second language, and/or a telephone interpreting service.

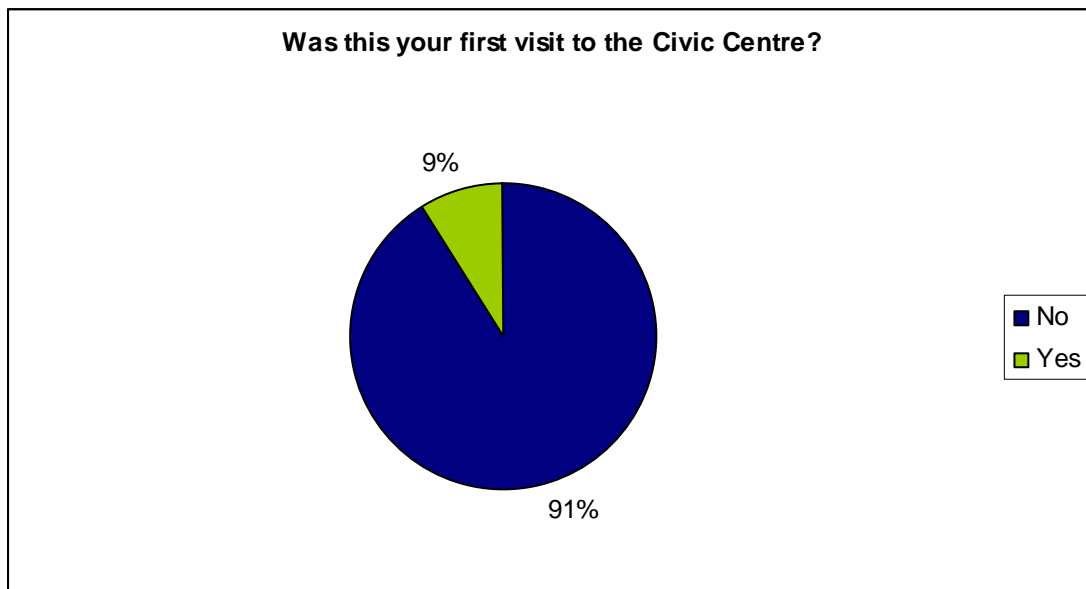
- We will have a free internal phone and access to a Minicom or other appropriate means of communication in the main reception area.

Performance in People, our current Mystery Shopping providers conducted the exit survey; they interviewed 50 people per day over the period of six days.

### Purpose of visit

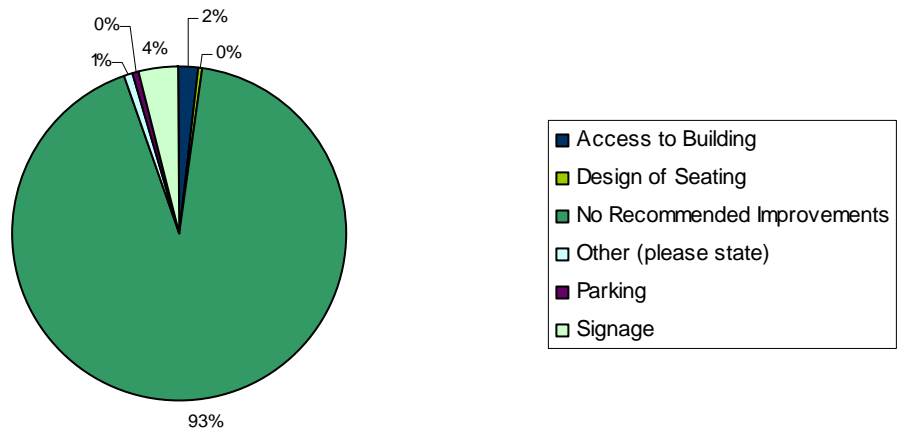


### Your visit to the Civic Centre



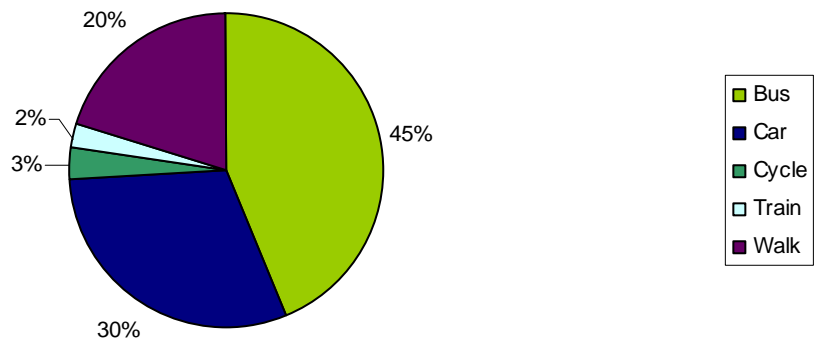
Was this your first visit to the Civic Centre?	Yes	No
	27	273

**Is there anything which would have made your visit easier?**



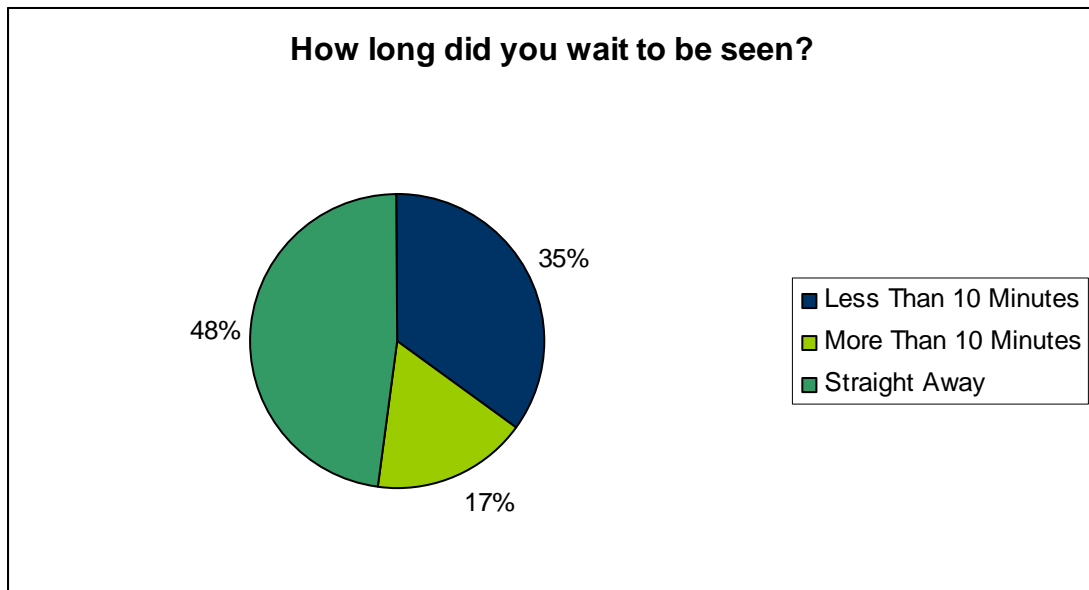
Is there anything which would have made your visit easier?	Access to Building	Design of Seating	No Recommended Improvements	Other	Parking	Signage
	6	1	277	3	1	12

**How did you get here?**

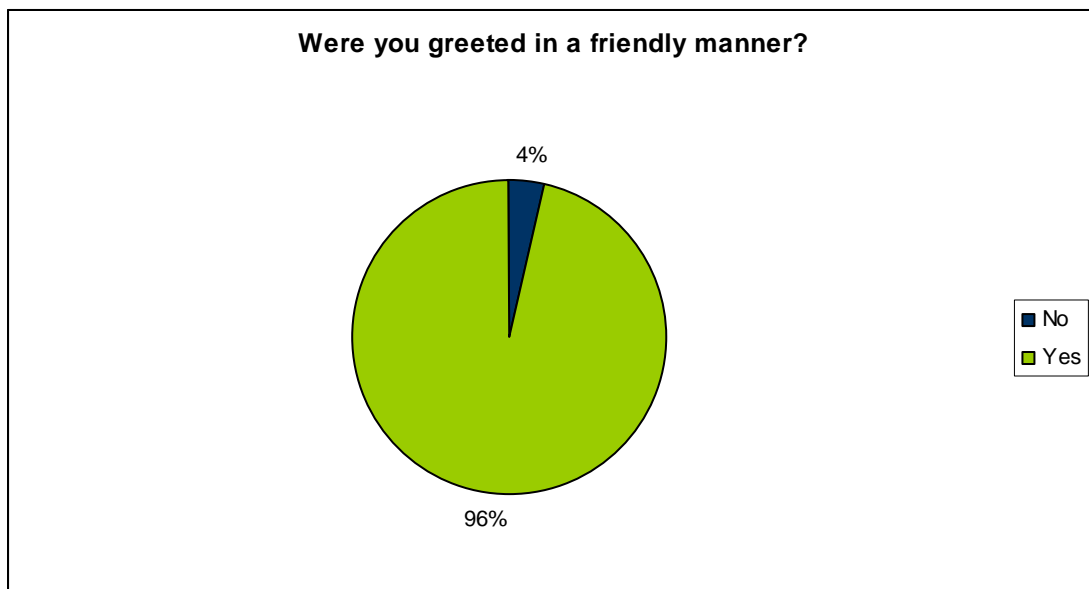


How did you get here?	Bus	Car	Cycle	Train	Walk
	131	91	10	7	61

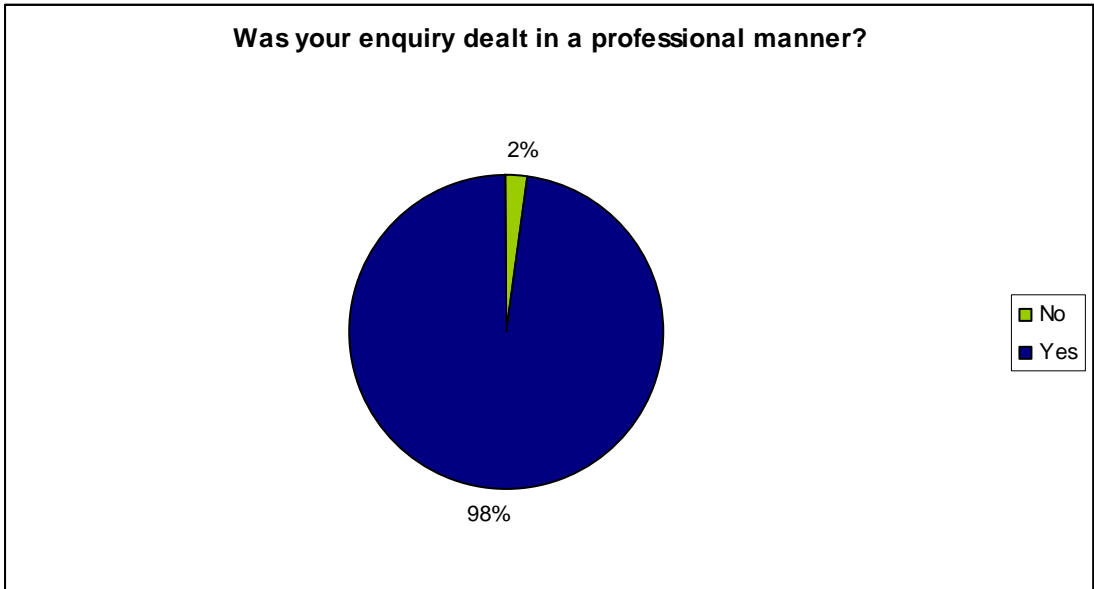
## Dealing with your enquiry



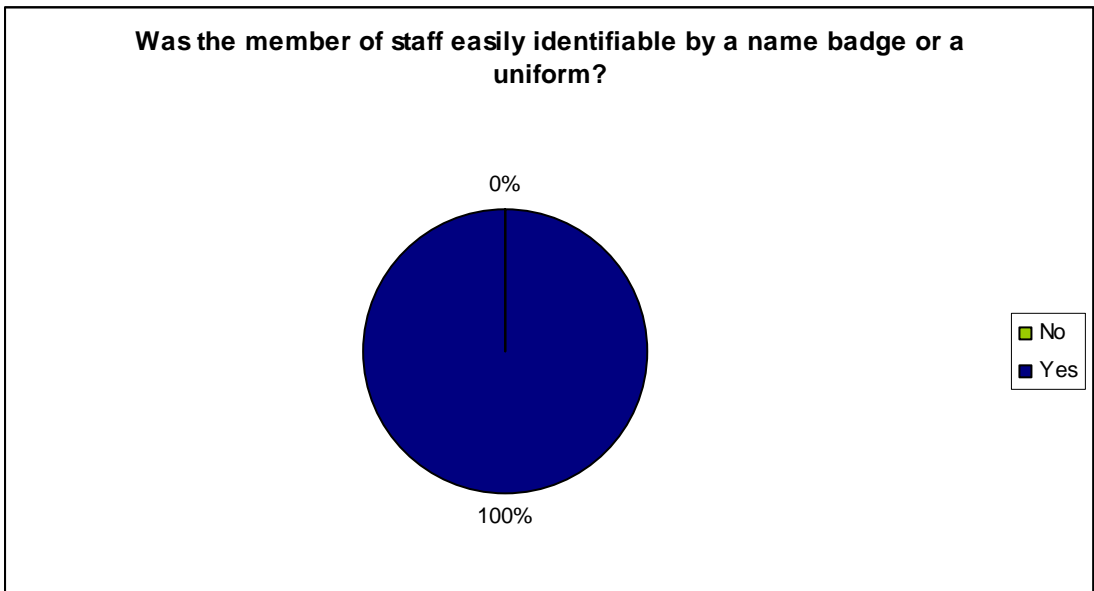
How long did you wait to be seen?	Less than 10 minutes	More than 10 minutes	Straight away
	105	51	144



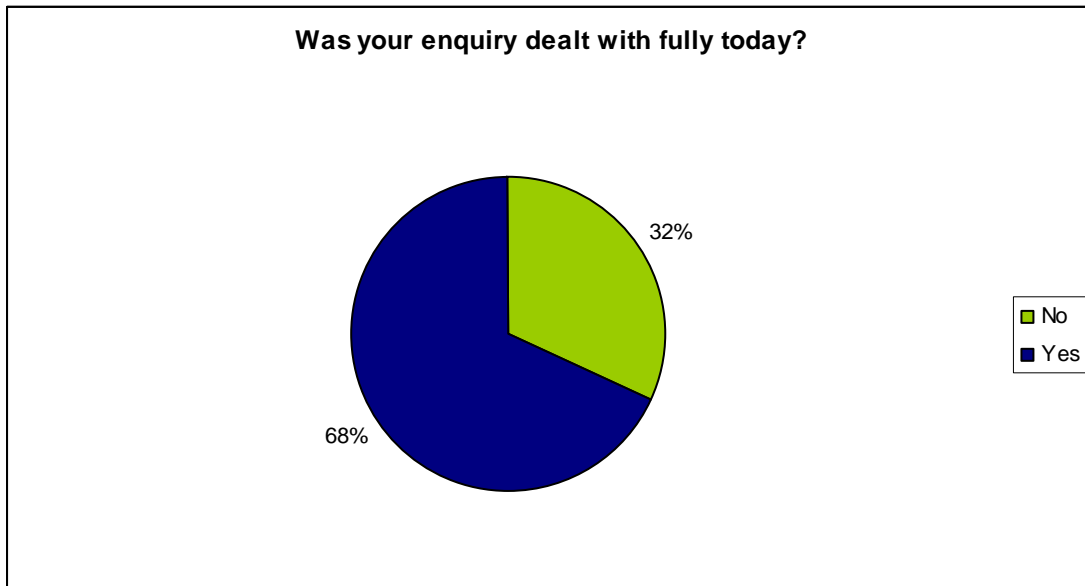
Were you greeted in a friendly manner?	Yes	No
	289	11



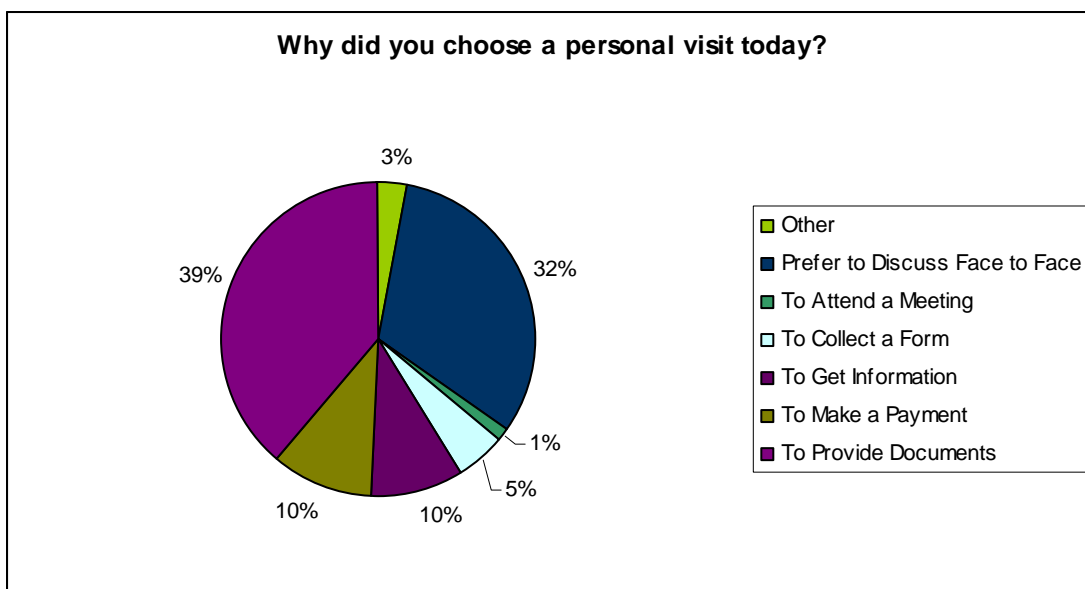
Was your enquiry dealt in a professional manner?	Yes	No
	293	7



Was the member of staff easily identifiable by a name badge or a uniform?	Yes	No
	300	0

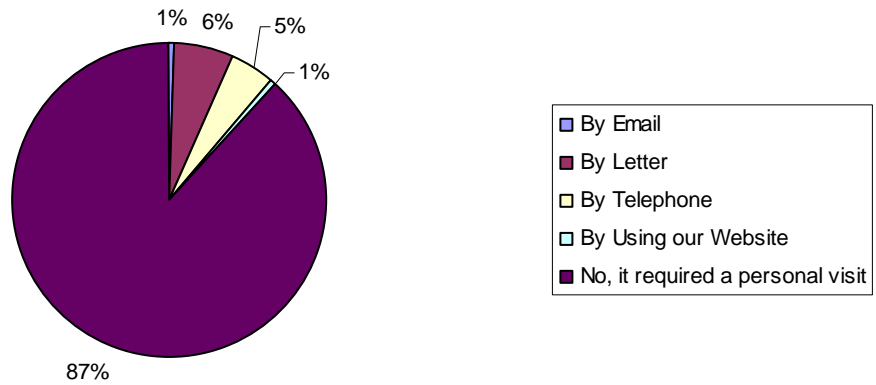


Was your enquiry dealt with fully today?	Yes	No
	204	96



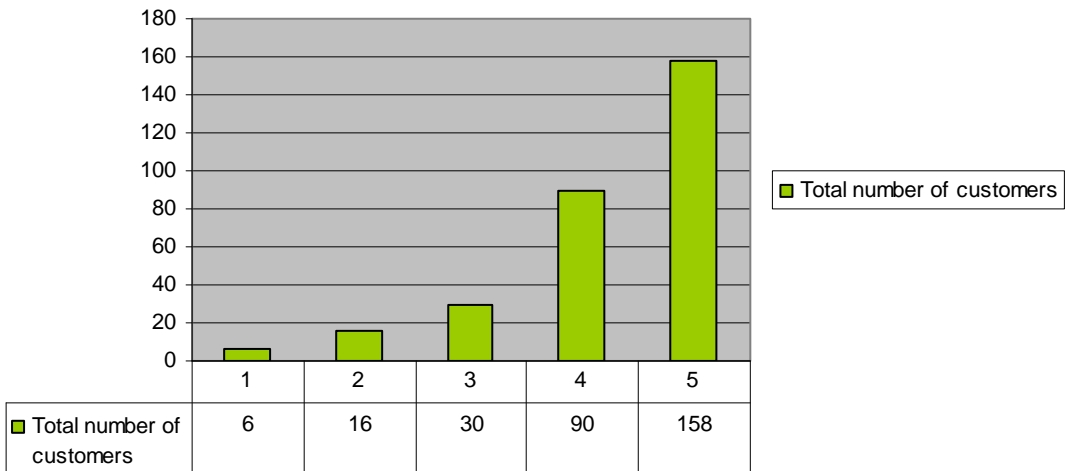
Why did you choose a personal visit today?	Other	Prefer to discuss face to face	To attend a meeting	To collect a form	To get information	To make a payment	To Provide documents
	9	95	4	15	29	31	117

**Could you have dealt with your enquiry another way?**



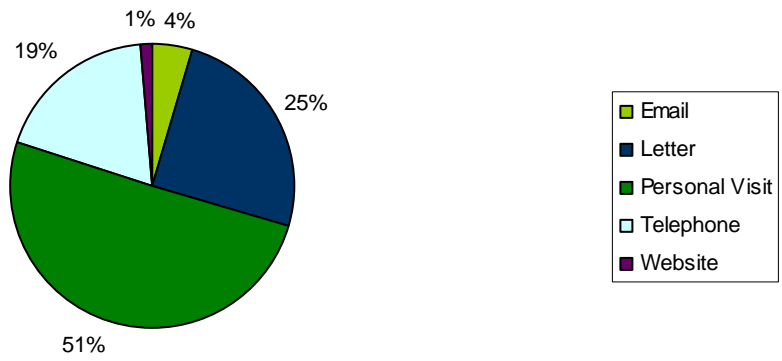
Could you have dealt with your enquiry another way?	By email	By letter	By telephone	By using our website	No, it required a Personal Visit
	2	18	14	2	264

**How satisfied are you with your overall visit?**



1 being dissatisfied and 5 being satisfied.

**In general, what is your preferred method of contacting the Council?**

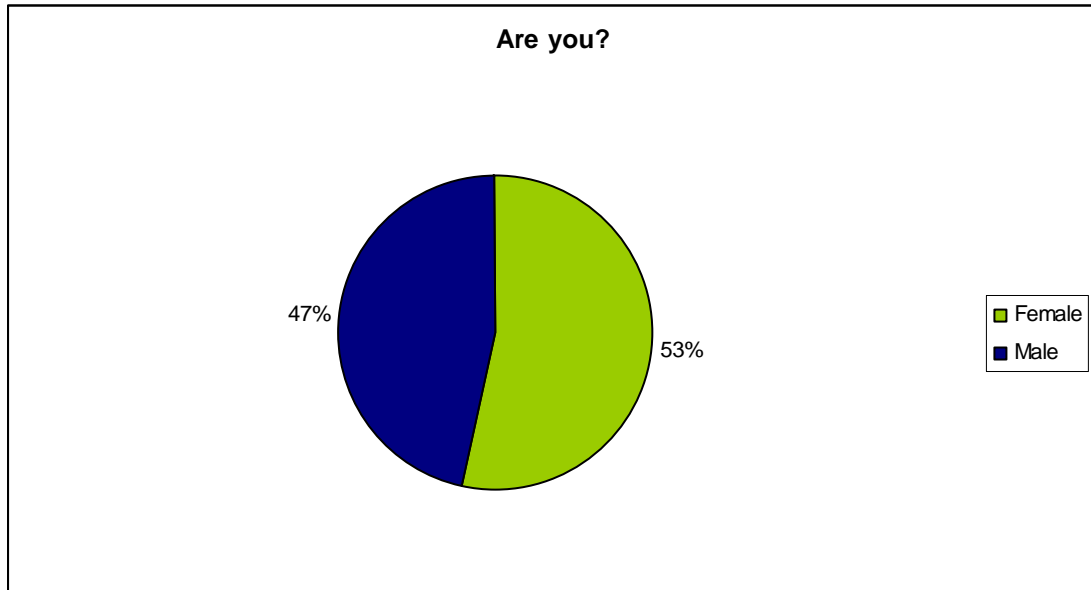


In general, what is your preferred method of contacting the Council?	By email	By letter	Personal visit	Telephone	Website
	13	75	152	56	4

## Customer monitoring information

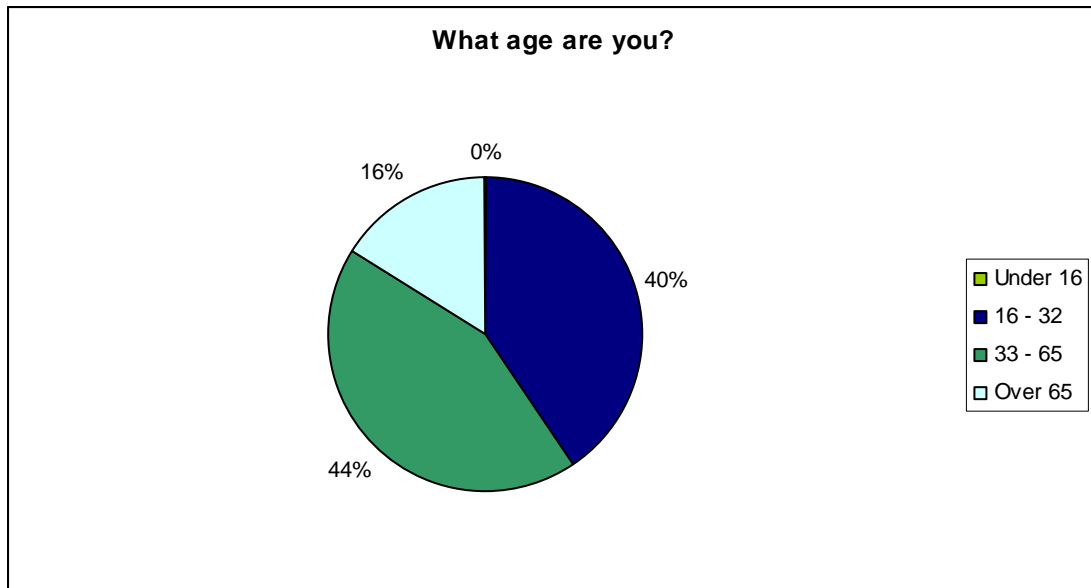
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### Gender monitoring



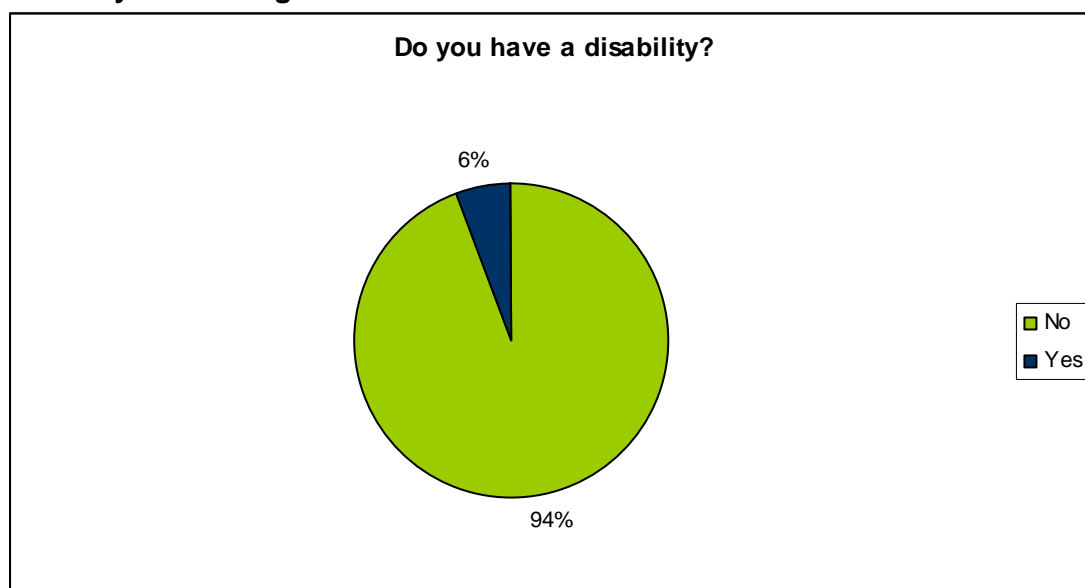
Are you?	Female	Male
	160	140

### Age monitoring



How old are you?	Under 16	16 – 32	33 – 65	Over 65
	1	121	130	48

## Disability monitoring



Do you have a disability?	No	Yes
	283	17

## Ethnicity monitoring

### What is your ethnic origin?

Afghan	11	4%
Bangladeshi	4	1%
Black African	11	4%
Black Caribbean	9	3%
Black Other	5	2%
Indian	3	1%
Middle Eastern	7	2%
Mixed Other	2	1%
Mixed White and Asian	11	4%
Mixed White and Black African	3	1%
Mixed White and Black Caribbean	4	1%
White Albanian	3	1%
White British	196	65%
White Irish	6	2%
White Other	25	8%