

Waste & Recycling Telephone Satisfaction Survey: November 2012

Between October and November a telephone satisfaction survey was conducted. The survey measured customer satisfaction for the handling of Waste & Recycling queries dealt with by customer service. 40% of callers were asked to participate and 199 responses have been analysed.

How the survey works:

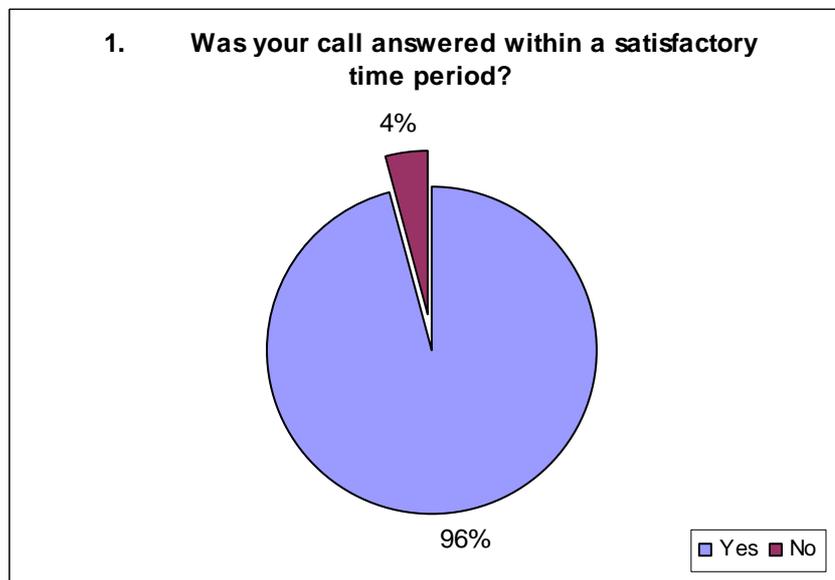
- When the call comes through on the telephony options (IVR), the customer is provided with a recorded message asking them to participate in a survey.
- If they select to take part, the system captures their contact telephone number & confirms this with the caller.
- The call will then come through to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

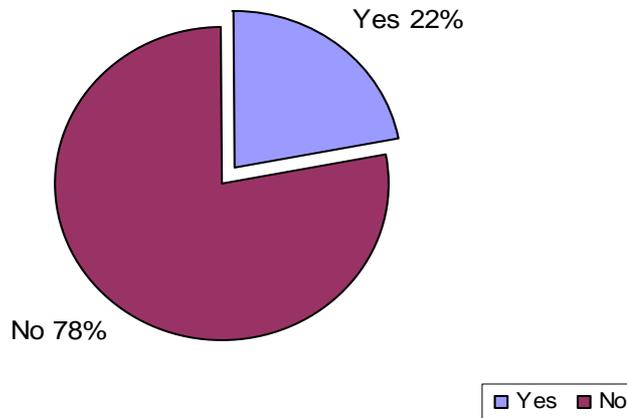
- 96% of customers said their call was answered within a satisfactory time period
- 96% of customers said the customer service adviser was helpful
- 95% of customers said the customer service adviser was friendly
- 95% of customers said the customer service adviser was professional

Phone Survey Questions



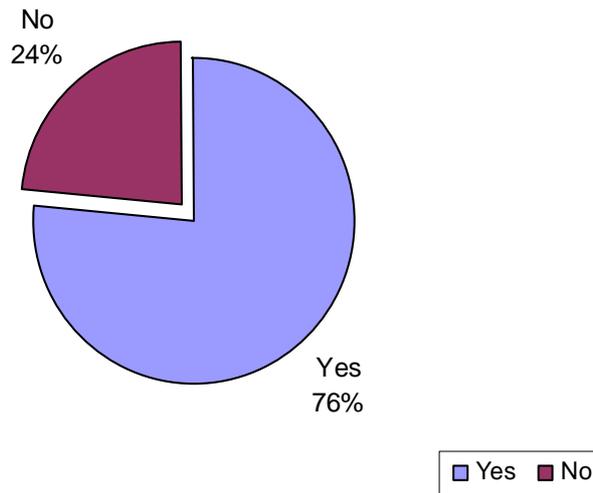
96% of customers said their call was answered within a satisfactory time period.

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



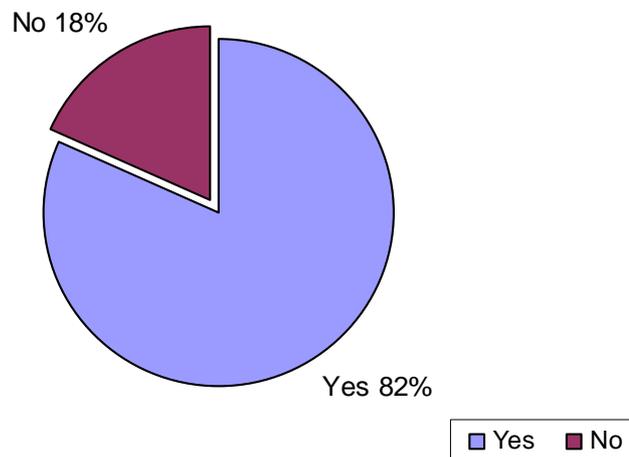
78% of customers said they would not need to call the Council back.

3. Did we satisfy your enquiry during this call?



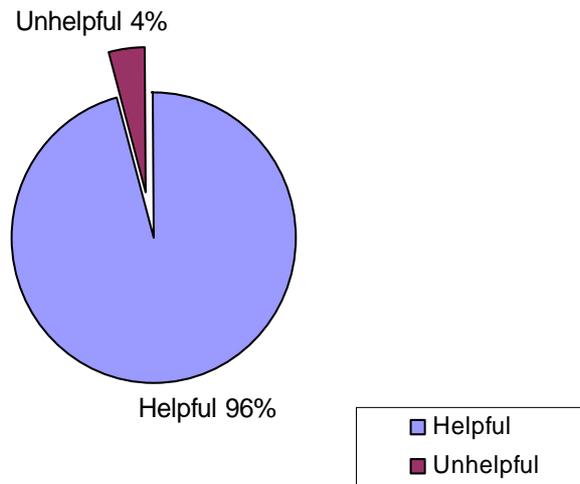
76% of customers said their query was satisfied during the call.

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



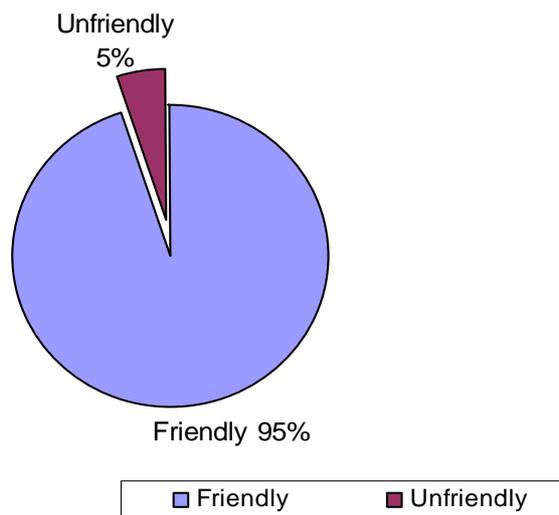
82% of customers said the adviser they spoke to was able to deal with their query.

5. Was the adviser helpful?



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

6. Was the adviser friendly?



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

7. Was the adviser professional?



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

Action

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