

Customer Service visits 2012 Customer Satisfaction Survey

Background

Approximately 6,000 visitors each month are helped by the customer service team based in the Central Reception Area of the Civic Centre at 44 York Street. During November 2012; 100 customers who visited the Central Reception Area took part in a customer satisfaction survey.

The survey measured the following areas:

1. Reasons why customers visit the Council
2. How visitors rate the environment
3. How customers rate the Customer Service Advisers
4. Waiting times and first contact resolution

Customers were asked to rate their level of satisfaction using a 5 point scale:

Very satisfied

Satisfied

Neither satisfied or dissatisfied

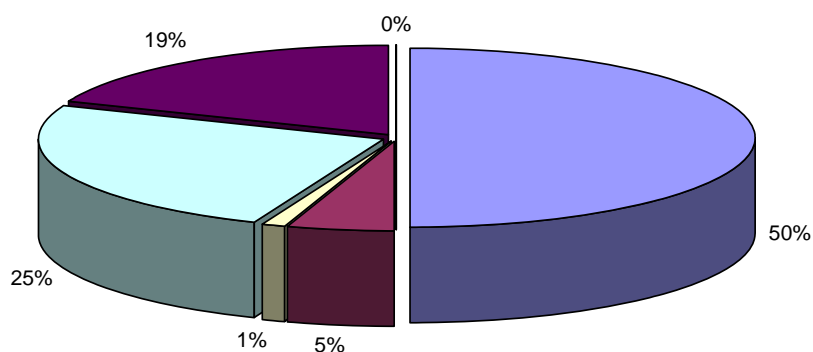
Dissatisfied

Very dissatisfied

Reasons why customers visit the Civic Centre

- Half of the customers surveyed stated they prefer face to face contact.
- A quarter of the visitors said visiting the Civic Centre was the only way to resolve their enquiry.

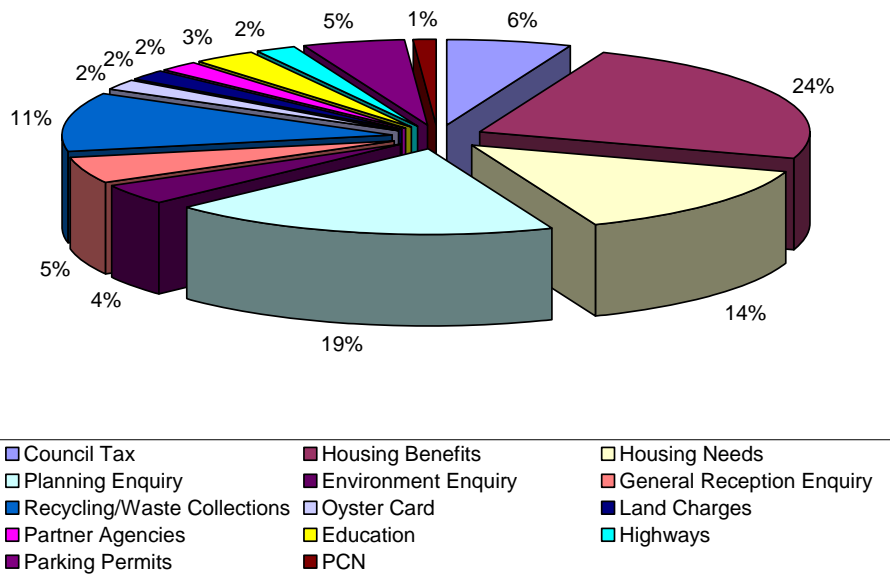
Why did you choose to visit the service



<input type="checkbox"/> I prefer Face to Face	<input type="checkbox"/> Difficulty in phoning
<input type="checkbox"/> Difficulty in finding information on the web	<input type="checkbox"/> Only way for the enquiry to be handled
<input type="checkbox"/> Convenience	<input type="checkbox"/> Other

- The largest percentage (24%) of customers surveyed visited for a benefits enquiry
- 19% visited for a planning enquiry and 14% for a Housing related enquiry

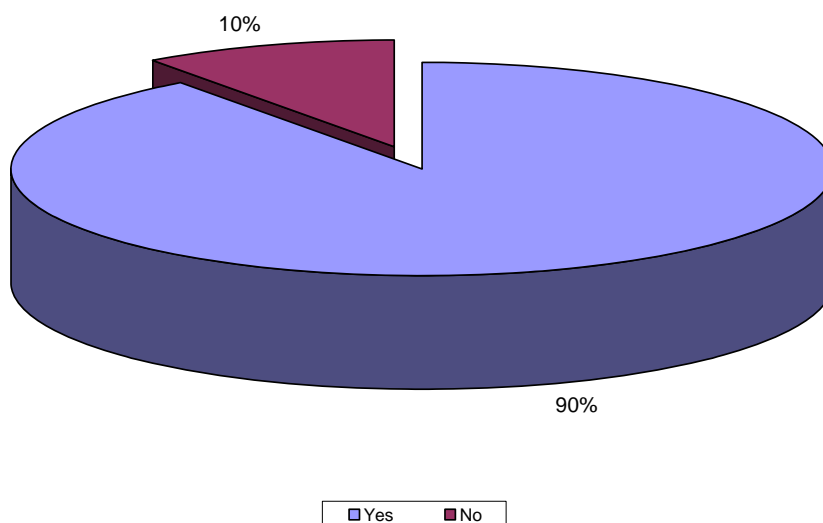
Please state the nature of your enquiry



Customer satisfaction with the environment

- 90% of customers rated the centre environment as welcoming and user friendly.

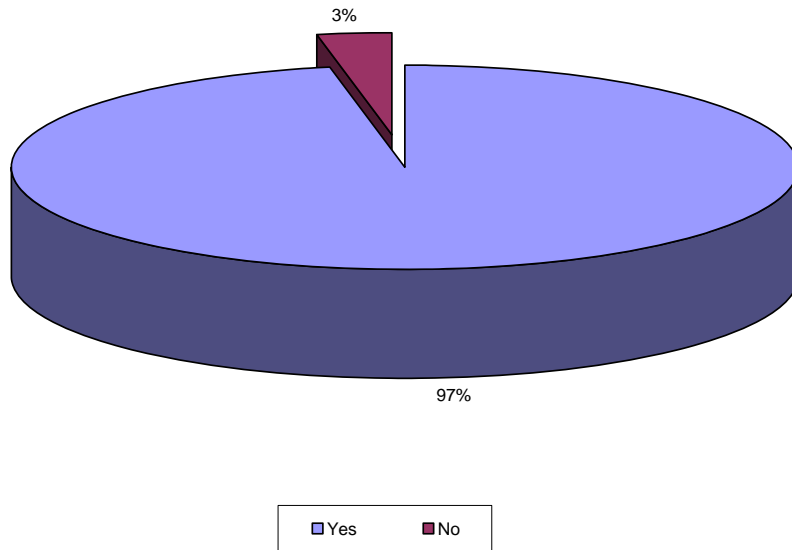
Was the centre /enviornment welcoming & user friendly



Satisfaction with the service provided by the Customer Service Adviser

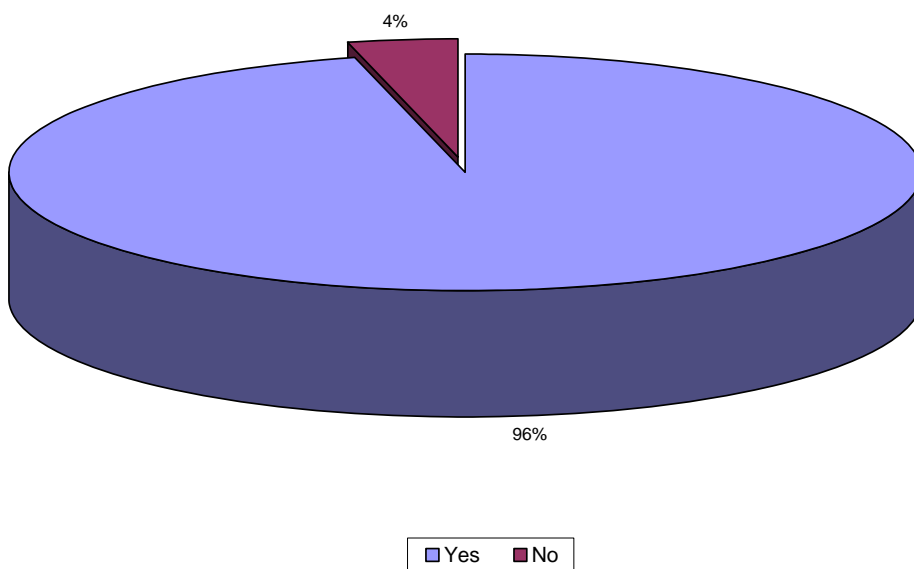
- 97% of customers rated the adviser they spoke to as welcoming and professional when handling their enquiry.

Was the Customer Service Advisor the you spoke with welcoming and professional



- 96% of the customers surveyed rated the adviser they spoke to as knowledgeable and helpful

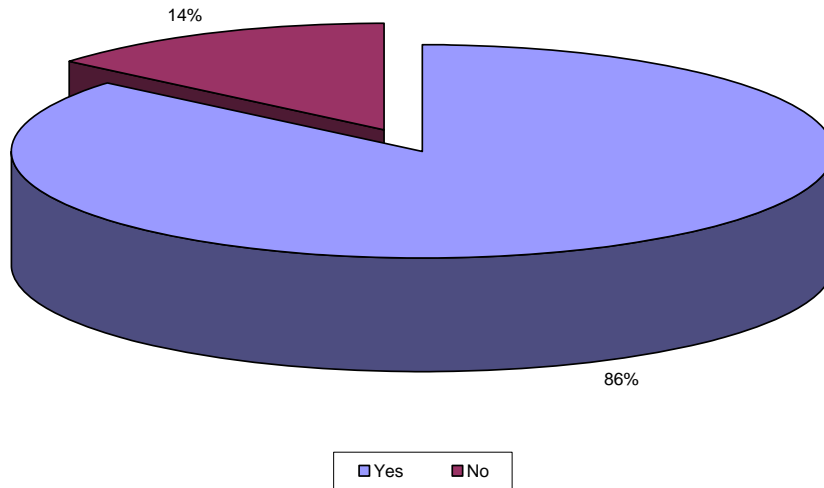
Was the Customer Service Advisor you spoke to knowledgeable & helpful



Customer satisfaction with first contact resolution and waiting times

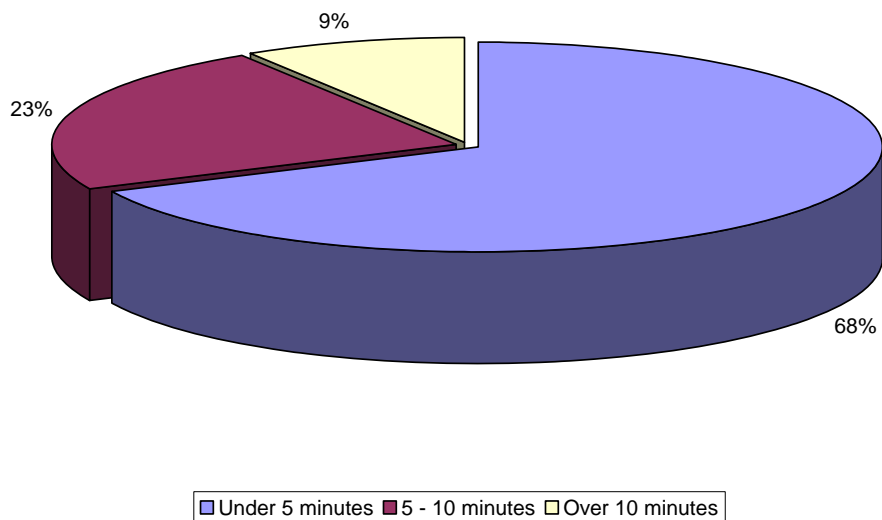
- 86% of customer's queries were resolved at first point of contact.

Was your enquiry resolved by dealing with the first person you spoke with or visited



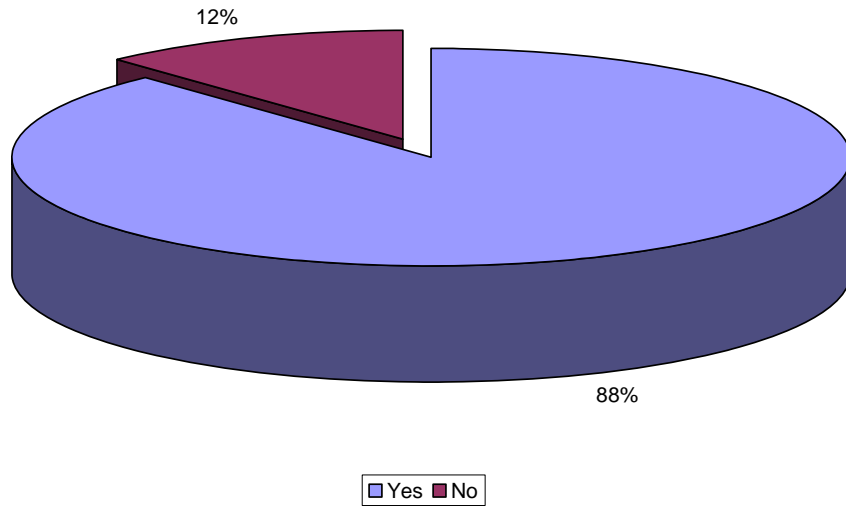
- All the visitors whose cases could not be resolved at first point of contact felt they had been appropriately directed to the correct point of contact to resolve their query.
- The majority of customers (91%) were seen within ten minutes.

How long did you wait



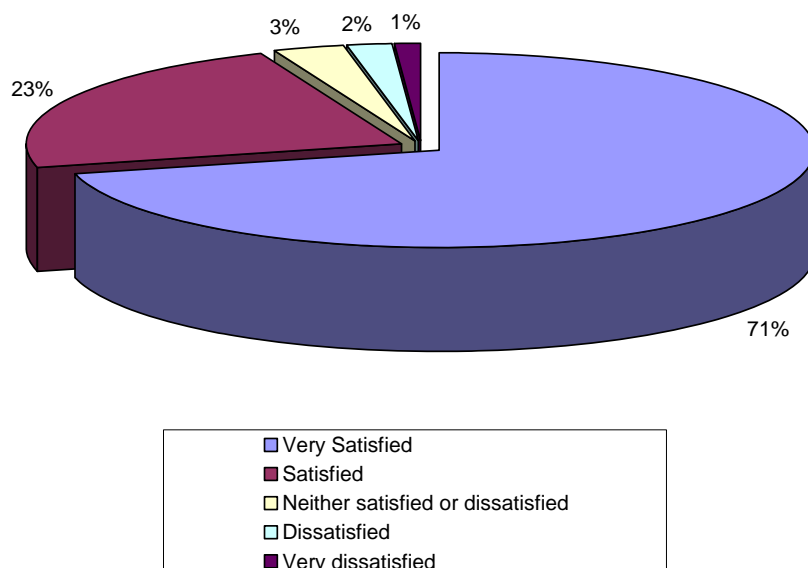
- The majority of customers (88%) stated that the time they waited was acceptable.

Was the time you waited acceptable



- 94% of customers were satisfied or very satisfied with the service they received from our Customer service staff.

How do you rate the service the you received from our Customer Service Staff today



Equalities Monitoring

Ethnicity

Ethnicity	Percentage
White British	64%
Mixed Other	2%
Asian	7%
Any other Black background	2%
Other	25%

Disability

Disability	Percentage
None	60%
Physical	3%
Sensory	1%
Rather Not Say	33%
Other	3%

Gender

Gender	Percentage
Female	55%
Male	45%

Age

Age	Percentage
Under 16	0%
16-30	10%
31-49	28%
50-64	23%
Over 65	10%
Rather Not say	29%

Religion

Religion	Percentage
Christian	34%
Buddhist	1%
Hindu	2%
Jewish	1%
Muslim	4%
Sikh	1%

No Faith	12%
Rather Not Say	43%
Other	2%

Sexual orientation

Sexual orientation	Percentage
Bisexual	1%
Gay man	2%
Gay woman	0%
Heterosexual	51%
Other	2%
Rather not say	44%