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ARGYLL AND BUTE COUNCIL

D&I DMT

CUSTOMER SUPPORT SERVICES

October 2024

**Customer Service Centre – Customer Satisfaction Survey – Telephone Calls
FQ2 2024-25 Survey Results**

1. INTRODUCTION

- 1.1 This paper details survey results from the automated customer satisfaction survey offered on the Contact Centre’s main telephone lines between the 1st July 2024 and 30th September 2024. There were **296** survey responses using the automated survey functionality. This offers the survey at the start of the call, so that agents cannot influence the outcomes by selecting specific customers.
- 1.2 The survey focuses on the service customers received from CSC agents and not from council officers as a whole, but inevitably some respondents do not make this distinction and so negative issues highlighted by customers were largely related to back office service delivery. The overall customer satisfaction score was **94.7%**. This is marginally down from the FQ1 satisfaction rate of 95.2%. In addition to the customer satisfaction survey, the CSC Supervisor completes random Agent quality evaluations on call recordings and these showed a quality score of **95%** from 111 agent evaluations. This is a valuable crosscheck on quality standards.
- 1.3 These high scores and the overwhelmingly positive feedback comments from a substantial sample of customers, give continued assurance of the quality of customer care provided by CSC to external customers on behalf of Services.

2. RECOMMENDATION

- 2.1 We ask DMT to note the detail provided in the results and the high levels of customer satisfaction and quality checking outcomes. Also that relevant improvements suggested by customer feedback are implemented by CSC and Web Team.

3. DETAIL

- 3.1 The Contact Centre has an automated satisfaction monitoring service that offers customers the chance to leave scored and verbal feedback after their call. The system is configured so that agents have no part in influencing survey outcomes and automation ensures more surveys are being done. Customer completed **296 surveys** (1,125 individual question responses), between 1st July 2024 and 30th September 2024.
- 3.2 The customers surveyed had contacted Customer Services with a telephone enquiry for either:
- Council Tax
 - Benefits

- Roads & Amenities
- Book It
- General Enquiries

We use the telephone lines for these services for surveys as over 90% of calls to them are dealt with entirely by contact centre agents, without the need to transfer to a back office worker. Hence the customer feedback will most likely focus on satisfaction with the Contact Centre service delivered; which is the main aim.

3.3 When customers choose to participate, they are welcomed to the customer survey and asked four questions recommended by the Customer Service Excellence standard. The final question is used to inform the effectiveness of the council website:

1. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the **professionalism and attitude** of the person who handled your enquiry today?
2. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the **quality of the information** that you received today?
3. Answering 1 for Yes and 2 for No, were you **treated fairly** today? If No please tell us why? Customer will be given the opportunity to leave a comment.
4. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the **final outcome** of your call?
5. Did you try **using our council website** to resolve your query before you called us today – say yes or no?

We also ask customers if they would like to leave further feedback and if so, they are given one minute to leave their comments and **32** customers chose to do this.

3.4 TELEPHONE SURVEY OUTCOMES

3.4.1 The results of the 296 surveys were collated and the table below summarises the results of the survey (note, some customers did not answer all of the questions):

Question	Score of 5	Score of 4	Score of 3	Score of 2	Score of 1	Y or N
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the professionalism and attitude of the person who handled you enquiry today?	258 91.5%	7 2.5%	3 1%	5 1.5%	10 3.5%	13 unanswered
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the quality of the information that you received today?	239 85.5%	18 6%	5 1.5%	7 2.5%	14 4.5%	13 unanswered
Answering 1 for Yes and 2 for No, were you treated fairly today? If No, please tell us why.	Yes = 271 97%, No = 8 3%, 17 unanswered					
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the final outcome of your call?	234 84%	15 5.5%	6 2%	5 1.5%	20 7%	16 unanswered
Did you try using our council website to resolve your query before you called us today – say yes or no?	Yes = 75 27% No = 199 73% 20 unanswered					

The overall satisfaction figure is **94.7%** (1,056 question responses satisfied or above and 60 question responses dissatisfied), with the breakdown by question being:

- 95% of customers responded that they were satisfied with the professionalism and attitude of the person who handled their enquiry
- 93% of customers responded that they understood the information that they received
- 97% of customers responded that they were treated fairly
- 91% of customers responded that they were satisfied with the outcome of their call.
- 27% used the council website before they called today (not included in overall satisfaction score). This was 23% in FQ1 and it indicates more customers are getting what they need from the new website and therefore not coming to CSC as a fallback.

3.4.2 We asked all customers to comments on the service that they received from the customer service agents who handled their enquiry. 32 comments were received and were overwhelmingly positive. A sample includes:

- Thank you I thought **Ashleigh** was excellent today in answering me. Thank you.
- The girl was very very helpful. Thank you.
- Yes it was very good the girl was very good on the phone she gave me all the information I required she was very professional
- I was ordering new bins and I noticed from the website it could be done via a phone call which I like. I had a very very pleasant and professional call with the young lady and I'm completely satisfied. Thank you.
- Thank you very much for that and to the lady who was very polite and she's organising something to put a bin at Arrochar pier because it's an absolute tip. I did my best to clean it up this morning but it's a bit cold and rainy today so I'll do the same tomorrow so it's a bit cleaner. Ok thank you very much.
- The lady who answered my call was very helpful, very pleasant and it was a joy to speak to her.
- The young lady was very helpful and talked me through everything I needed to know so I'm very happy and satisfied. Thank you to the lady and yourself for the service. Thank you. Bye
- Hi I'm dyslexic so can't read or write or use the computer so I need to speak to the person. Thank you.
- The operator was excellent and provided very good quality information.
- Hi, very happy with **Catherine** I think the girls name was but also this morning I made a call and the girl there was very helpful too as I find them all to be that answer the phone. Thank you.
- Good afternoon I just wanted to say that **Alan** who I have just spoken to now and **Lauren** yesterday were really helpful, I'm going through some bereavement at the minute so it's very much appreciated how kind they were and clear. Thank you.
- Lovely polite young girl and was extremely helpful and would check all the information she was gathering was correct also. I'm very satisfied with the service. Thank you.
- I spoke to **Mhairi** in General Enquiries today and she was extremely helpful. Thank you.
- The incident I was reporting was difficult to do on the website and I got fantastic service from the person who dealt with my call. Thank you.
- Hi just to say I got through to the Council Tax helpline quite quickly and the lady was very helpful and I'm very happy with the service I received.

- **Mitchell** was very helpful to me I'm quite obviously not a scot. He answered my queries very well as considerably difficulty with them I'm quite impressed with the way he handled my call. Bye now.

3.4.3 A few customers did not like using the automated services, along with issues with back office service delivery, the recent Council Tax changes, plus problems encountered online:

- Yes I was happy with the conversation I had with the receptionist I think her name was **Mandy**. I hope she'll be able to follow up the information that I am needing and getting the answers for me and hopefully the problem with the toilets in Pulpit Hill Oban will be resolved hopefully it will last but I'm not going to hold my breath but anyway fingers crossed.
- **Linsay** I spoke to was very helpful, Argyll & Bute service is appalling.
- Just to say that the lady who answered my call today regarding refuse collections was fine but it's really disappointing that you can never get anybody to actually sort it out or resolve. There is a poor problem with escalation possibilities in the council.
- Whilst your agent was very helpful I do find it unacceptable that you have the wrong bin collection dates on your website for our area. Despite this being brought to your attention by several of my neighbours I would be grateful if you could attend to it as we have just moved into the area and we've lost out having our bins collected due to your inefficiency. Thank you. Bye
- The service operator was great interaction with the individual was perfect, website unfortunately was useless from Friday until Sunday it was hopeless didn't recognise the reference numbers, couldn't set up the Direct Debit absolute travesty but the individual was great.
- I've been waiting 3 - 4 weeks for my bin to get collected, the landfill bin, they've missed 3 properties they went to 2 properties and they missed 3 and that's 3 or 4 weeks ago now and I told them at the time my landfill bin was full. I did get a response saying they would deal with it as soon as possible but since then the other bin has been collected but that one is still outside as i've never moved it since it first went out so i'm not impressed. Ok thank you very much and I don't seem to get very much help from people when I speak to them all they say is i'll report it. Thank you.
- I'm satisfied with the person I spoke to on the phone but I'm not satisfied with the general information regarding the benefits section. Thank you.
- The only comment I have to make is my account fell into arrears in July didn't get a message about being in arrears and my normal August payment was made and I would have made my normal payment this month with a delay of a week or so but it went straight to Sheriff's court in July from one missing payment which I think is a little bit harsh and if you could make sure that someone contacts me by email regarding any missed payment or lack of money basically any arrears of any kind could you please contact me and give me a chance to pay as i'm actually abroad. Ok thanks very much for your help.
- The service was good, customer relations was good but the biggest problem is getting through. You have to go through an automated system that just does not work, you put in your post code, first line of address and it just does not understand what you're talking about or it takes you to a different area. That must be the biggest complaint and frustrating thing which obviously puts people back which isn't really fair to the operators.
- I'm not happy with the fact the customer service in any way shape or form because again you're fobbed off and you're given excuse after excuse as to why you can't do anything and even when the lines were painted on the road

things are meant to be done. Mr Lazy who is the parking warden in Dunoon will not turn up to do anything it's an absolute disgrace and you should be ashamed of yourselves.

4.0 CONCLUSIONS

4.1 The overall satisfaction rate for the Contact Centre's handling of telephone calls was **94.7% for FQ2** from a statistically significant cohort of 296 respondents. This has decreased from the 95.2% satisfaction rate for FQ1 largely due to reduced efficacy of back office Services in fulfilling requests and making call backs. 111 Agent Evaluations completed by the CSC Supervisor also had a quality score of 95% and so corroborated the overall high level quality of services provided by contact centre agents. A specific issue with the voice automated bin day look up was escalated to the supplier Netcall and we continue to make relevant improvements to the website suggested by customer feedback.

5. IMPLICATIONS

5.1	Policy	None
5.2	Financial	None
5.3	Legal	None
5.4	HR	None
5.5	Fairer Duty Scotland	See sub-elements below.
5.5.1	Equalities	Fairness is explicitly surveyed and scored 98%
5.5.2	Socio Economic Duty	None
5.5.3	Islands	None
5.6	Risk	Failure to maintain customer service standards has reputational and efficiency risks.
5.7	Climate Change	None.
5.8	Customer Service	Forms part of continual improvement approach in the CSC and feeds into CSE evaluations
5.9	Rights of Child	None.

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