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ARGYLL AND BUTE COUNCIL

D&I DMT

CUSTOMER SERVICES

October 2024

Customer Satisfaction Survey – Customer Service Points for FQ1 & FQ2 2024/2025

1. INTRODUCTION

- 1.1 This paper details the customer satisfaction survey results relating to how customers felt their enquiries were dealt with when they contacted the Customer Service Points (CSP). The requirements for being asked to complete the customers service survey were that the customer
- Must have visited a CSP within the last 6 months
 - Must have opted in to take part in the survey
 - Must have an e-mail address as the survey was emailed out.
- 1.2 The customers could also leave a comment on how their enquiry was handled or recommend any improvement with regards customer service. The survey was carried out by customers who had contacted or visited a CSP between April 2024 and September 2024. They were asked various questions relating to how their service requests were dealt with and the facilities provided. The survey was completed by **42** respondents.
- 1.3 The survey broadly had two elements relating to effectiveness of the staff and quality of the facilities. The satisfaction with staff element scored **95.48%** and the facilities element scored **97.80%** Most negative comments related to the opening hours of the mainland Customer Service Points.

2. RECOMMENDATIONS

- 2.1 We ask DMT to note the detail provided in the results and the high percentage of customer satisfaction from users of the service provided by CSP agents on behalf of other council Services.

3. DETAIL

- 3.1 The customer satisfaction survey result related to **42 Surveys** completed voluntarily by customers who chose to participate in the survey after contacting the council Customer Service Points. All customers who we have an email for are emailed an invite to participate in a satisfaction survey about their visit, but sadly few do this.

3.2 The table below summarises the result of the survey. When customers chose to take part in the survey they were asked 12 questions regarding the service they had received and the facilities provided. They were also asked to leave additional comments if they wished. 18 customers decided to leave comments regarding the service they received.

3.3 ENQUIRY SURVEY OUTCOMES

Question	Score Strongly Agree	Score Agree	Score Disagree	Score Strongly Disagree	Score Unable to Comment
On arrival at the customer service point a member of staff was available to deal with my enquiry	21 55.26%	14 36.84%	3 7.90%	0	4
The member of staff who dealt with my enquiry identified themselves and wore a name badge	30 75%	10 25%	0	0	2
The member of staff who dealt with my enquiry was competent and knowledgeable.	20 60.61%	11 33.33%	1 3.03%	1 3.03%	9
The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs	24 61.54%	15 38.46%	0	0	3
I received all the information that I required and it was very easy to understand	29 72.50%	11 27.50%	0	0	2
I was satisfied with how my enquiry was handled and I felt that I was treated fairly	28 75.68%	8 21.62%	0	1 2.70%	5
The customer service point was open at a time suitable to me	20 66.67%	9 30%	0	1 3.33%	12
The office that I visited was well sign posted	32 78.05%	9 21.95%	0	0	1
The opening hours of the office were clearly visible	17 77.27%	5 22.73%	0	0	20
The office that I visited was clean and tidy	30 78.95%	7 18.42%	1 2.63%	0	4
On arriving at the Customer Service Point the queue waiting time was not excessive	21 52.50%	13 32.50%	2 5.00%	4 10.00%	2
The leaflets and poster and other information displayed were up to date and accurate	26 65.00%	12 30.00%	2 5.00%	0	2

3.4 CUSTOMER SERVICE ENQUIRY SURVEY ANALYSIS

3.4.1 The agent related satisfaction scores were very strong with the overall satisfaction figures for strongly agree and agree combined being:

1. I received all the information that I required and it was easy to understand **100%**
2. I was satisfied with how my enquiry was handled and felt that I was treated fairly. **97.30%**
3. On arrival to the customer service point a member of staff was available to deal with my enquiry **92.10%**
4. The member of staff who dealt with my enquiry was competent and knowledgeable **93.94%**
5. The member of staff who dealt with my enquiry was polite, friendly and sensitive to my needs. **100%**
6. The member of staff who dealt with my enquiry identified themselves and wore a name badge. **100%**
7. On arriving at the Customer Service Point the queue waiting time was not excessive. **85%**

Staff Rating

Seven of the questions asked are related to the service from staff. Of these seven all but one scored over 90% positive feedback and the overall average was **95.48%**.

3.4.2 The facility related scores were high although in some instances customers were unable to comment; for example the opening hours of the CSP were clearly visible scored 100% but 20 customers were unable to comment. The CSP was open at a time that was suitable to me scored 96.67% but 12 customers were unable to comment.

1. The CSP was open at a time that was suitable to me. **96.67%**
2. The leaflets and posters and other info displayed were up-to-date and accurate. **95%**
3. The office that I visited was clean and tidy. **97.37%**
4. The office that I visited was well sign posted. **100%**
5. The opening hours of the office were clearly visible. **100%**

Facilities Rating

Of the 5 questions that relate to the facilities one scored 95% and the other 4 scored well over 95%.

The question relating to the opening times scored 96.67% and 4 customers commented that the CSP's hours only being open in the morning were restricted.

3.4.3 Additional Comments

There were 19 additional comments left and the majority were very positive with comments such as:

- Excellent customer service advisor
- The problem I was reporting did not fit easily into a particular category and the member of staff understood and actioned it
- The young lady who dealt with me was most helpful and pleasant. Very

- pleased with the service given on my visit.
- A good experience
 - Perfect experience
 - Staff are wonderful
 - As always Catherine was most helpful
 - Mandy was so helpful and charming when I was wanting to update my Argyll and Bute Council blue badge
 - Always helpful and responsive by phone
 - The member of staff who dealt with me could not have been more helpful. She was a credit to the council.
 - The staff were very courteous and helpful. They forwarded my notification about a serious trip hazard to the relevant department and it has been rectified. Thank you.

The negative comments were analysed by CSP:

- One for Tiree where a customer advised that it was disconcerting to see the office used by someone else. This relates to our Service Point Officer sharing the room with social work staff.
- 5 negative comments received about the opening hours on the mainland customer service points, 3 were for Helensburgh CSP, 2 of these were from the same customer. The others were received from one customer in Dunoon and one from Oban.
- One of the customers who gave a negative comment about the opening hours also advised that the waiting area in Helensburgh CSP was not comfortable.

4 CONCLUSION

- 4.1 Overall the feedback is very positive with particular high scoring and praise for the customer service point agents. **95.48%** of questions relating to staff scored agree or strongly agree in their favour. Satisfaction with facilities was **97.80%** with the majority of the negative comments relating to the opening hours of the CSPs is something that we cannot currently change. Although opening hours for walk-in customers is limited to mornings, they are available in the afternoon by appointment and new online appointment booking form has been added to the website to complement the existing telephone booking service.

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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