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ARGYLL AND BUTE COUNCIL
D&I DMT
CUSTOMER SUPPORT SERVICE
October 2024

**Customer Satisfaction Survey FQ1 & FQ1 2024/25
Registration Service Enquiries**

1. SUMMARY

- 1.1 This paper details the customer satisfaction survey results for the Registration Service based in the council's nine Customer Service Points. Results were derived from surveys completed in the six-month period between the 1st of April 2023 and the 30th of September 2024.
- 1.2 There were 95 respondents and they provided responses across six key measures, giving 554 individual question responses. The detailed results are at paragraph 3.4.1, but all of them answered satisfied or above to the questions, giving a **100% satisfaction** rate. In fact 551 out of 554 scores were given the highest "Very Satisfied" rating. In addition **98.7%** of respondents were very satisfied with the dedicated [registration marriage website](#) .

2. RECOMMENDATIONS

- 2.1 We ask DMT to note the detail provided in the results and the ongoing excellent level of customer satisfaction with the council's statutory Registration Service, as attested by these 95 survey respondents with their scores and comments.

3. DETAIL

- 3.1 The customer satisfaction survey results relate to **95** completed voluntarily by customers who chose to participate in the survey after interacting with registration staff within one of the Council's Customer Service Points.
- 3.2 The customers surveyed had contacted registration staff with either a face to face, telephone or email enquiry for either:
- Birth Registration (returns)
 - Civil Marriage Enquiry (returns)
 - Other Marriage Enquiry (returns)
 - Extract Enquiry (returns)
 - Other Enquiry (returns)

We do not ask customers registering a death to complete a survey.

- 3.3 When customers chose to participate in the survey they were asked six questions based on the Customer Service Excellence satisfaction question set:
1. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how would you rate the **quality of the information** you received?

2. On a scale of 1-5, with 1 being the lowest and 5 being the highest how satisfied were you with the **service provided**?
3. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the **professionalism and knowledge** of the registrar?
4. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how **helpful and polite** did you find the registrar?
5. On a scale of 1 -5, with 1 being the lowest and 5 being the highest, how **fairly were you treated** during your experience with the registration service?
6. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how happy were you with the **overall service** you received?

3.4 REGISTRATION ENQUIRY SURVEY OUTCOMES

3.4.1 The results of the **95** surveys were collated. The table below details the results of the survey:

Question	Score of 5	Score of 4	Score of 3	Score of 2	Score of 1	Not Answered
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how would you rate the quality of the information received?	86 90.53%		1 1.05%			8
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the service provided ?	95 100%					
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the professionalism and knowledge of the registrar?	95 100%					
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how helpful and polite did you find the registrar?	95 100%					
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how fairly were you treated during your experience with the registration service	95 100%					
On a scale of 1-5, with 1 being the lowest and 5 being the highest, how happy were you with the overall service you received?	85 89.47%	1 1.05%	1 1.05%			8

3.4.2 All Customers surveyed were asked for comments about the service they received from the registration staff and 25 comments were provided. All 25 comments were positive and we will convey the personal feedback to the relevant staff. The comments included:

Campbelltown - Excellent Service

Campbeltown - Friendly, warm and welcoming staff who were knowledgeable in their role. Thank you

Campbeltown - The whole team are fantastic

Campbeltown - All fab!

Islay - The end to end service provided to us was first class. The professional and caring approach the registrars took made our day special and we will always remember.

Lochgilphead - Perfect. Thank you

Lochgilphead - Excellent service from initial contact and going forward from Lorna and we were also introduced to Mel who will conduct our ceremony. Fabulous.

Lochgilphead - Perfection

Lochgilphead - Lorna was incredible and made things easy! Even from across the pond

Lochgilphead - Everything was perfect. Thank you for your wonderful service

Lochgilphead - Lorna was really friendly and helpful throughout the process.

Lochgilphead - none it was perfect

Lochgilphead - the whole process from start to finish has been amazing and the registrars from Lochgilphead are knowledgeable and nothing was too much trouble

Lochgilphead - Give Lorna a raise

Rothesay - Registered on the phone, quick and easy and certificate ready for collection when I came in the next day.

Rothesay - Had to cancel appointment several times as in and out of hospital. Sandra could not have been more understanding and helpful

Rothesay - Very nice experience, new office is comfortable

Rothesay - Had to feed my baby and she was not finished when the registration was over. Sandra the registrar let us sit on in the room until she was finished and changed. Lovely experience.

Rothesay - Dear Sandra. A wee note of thanks for attending to all of the local government departments following the death of my wife. Your kind attention to this removed a great deal of stress from my shoulders at a time of loss. Thanks again.

Tiree - Rona Campbell was extremely flexible when faced with our wedding arrangements being a bit flaky due to Storm Kathleen rolling across Tiree for 2 days prior to the date we had booked. This meant we could be totally relaxed about knowing it would take place where and when we wanted but just a bit last minute! Super easy to deal with by both email and face to face - our paperwork was handled very professionally and promptly, even when we realised we needed one of the birth certificates whilst she held it for a visa application which she returned to us straight away. The local knowledge is excellent and we would definitely recommend the service.

Tiree - Everything was perfect if i could say one improvement as Tiree is very windy and we choose and outside ceremony maybe registrar could wear a small microphone for everyone to hear slightly better

Oban - Very polite registrar, helpful and friendly and explained everything in detail.

- 3.4.3 Of the **95** surveys completed 78 customers had accessed the Registration pages on the Council's marriage website, 76 of these customers were very satisfied with the quality of the information provided on the website and 1 customer was fairly satisfied with the quality of information provided on the website, an overall satisfaction rate of 98.7%

4.0 CONCLUSIONS

- 4.1 **99%** of customer responses to satisfaction survey questions were given the highest possible score of 5 by the 95 respondents and the overall satisfaction rate was 100%. In FQ3 & 4 from the 2023/24 report the equivalent rating was 100 from 108 respondents. Together they give much assurance of the extremely high standards of personal customer service delivered by our Registrars and Assistant Registrars.
- 4.2 The registration web pages and marriage website also scored well with the percentage satisfaction of **98.7%** of customers who were fairly to very satisfied and. There was only one respondent who scored dissatisfied, but failed to leave a comment as to why.

5. IMPLICATIONS

5.1	Policy	None
5.2	Financial	None
5.3	Legal	Registration is a statutory function.
5.4	HR	References customer service training for employees
5.5	Fairer Duty Scotland	See sub-elements below.
5.5.1	Equalities	Fairness is explicitly surveyed and scored 100%
5.5.2	Socio Economic Duty	None
5.5.3	Islands	Includes feedback on island registration offices
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. Service not used by children.

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