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ARGYLL AND BUTE COUNCIL

D&I DMT

CUSTOMER SERVICES

22nd April 2024

Customer Satisfaction Survey – Customer Service Points for FQ3 & FQ4 2023/2024

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 October 2023 and March 2024. They were asked various questions relating to how their service requests were dealt with and the facilities provided. The survey was completed by **58** 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 **97%** and the facilities element scored **84%**. Most negative comments related to the opening hours of the 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 **58 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. 23 customers decided to leave comment regarding the service they received.

3.3 **ENQUIRY SURVEY OUTCOMES**

	Score Strongly Agree	Score Agree	Score Disagree	Score Strongly Disagree	Score Unable to Comment
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Thanks for making our day
 All in all knowledgeable and friendly staff
 Satisfactory
 I was totally satisfied with the advice and help received
 Pleasant visit
 I was very happy with the service and the lady was helpful
 Lovely friendly staff
 Excellent customer service gave me the info that I was looking for and went the extra mile with the info that proved to be very useful. Both members of staff are a credit to your organization.

The negative comments were analysed by CSP:

One for Campbeltown where a customer advised more staff are required.
 Three for Oban where a customer advised that better signage at the entrance area is required. Two customers were not happy with the opening hours displayed and advised that the CSP should be open all day as some people struggle to get to town for 12 noon when the CSP is closed and it should be open after 12 noon (which it is, by appointment).
 Three for Helensburgh where one customer wants the reception desk open all day and the other two says the office should be open all day.
 One customer in Dunoon advised that the opening hours 9.a.m till 12 noon could be very limiting for people.

4 CONCLUSION

4.1 Overall the feedback is very positive with particular high scoring and praise for the customer service point agents. **97.09%** of questions relating to staff scored agree or strongly agree in their favour. Satisfaction with facilities was **93.84%** 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 will be launched by the end of April, 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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