



## Customer Service Survey Results – March 2016

We introduced a customer service charter and standards for the customer services team in August 2013. We have recently undertaken our 2nd survey to find out whether we are delivering services to our customers in accordance with our standards.

Paper surveys were made available at our reception point in Kirkwall and customers were encouraged to complete them. We also sent out surveys to our telephone customers following calls to the Council and made our survey available online via a Survey Monkey link on our website and when responding to emails.

At the end of the survey period, we had received 42 responses by paper survey and 110 were completed on Survey Monkey.

### Key Messages for Our Customers and What We Plan to Do

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## Face To Face (Reception)

Key Message	What we plan to do
96% of customers are being served by a customer services adviser within 5 minutes of arriving at reception.	We will endeavour to continue to serve customers within 5 minutes as this is in accordance with our standards.
73% of customers said that their enquiry was dealt with at the first point of contact by a customer services adviser and a further 15% said that their enquiry was handled in part by an adviser.	We will endeavour to continue to resolve customer requests at the first point of contact and only escalate to a relevant officer if specialist information or further advice is required.
92% of customers said that the customer service adviser had a good or very good level of knowledge of Council services.	We will continue to train front line staff to ensure that their knowledge of other services is kept up to date. We will do this by regularly meeting with other Council services and learning about what they do.
100% of customers said that the customer services staff are polite friendly and helpful and used plain language when talking to them.	We will continue to be polite, friendly and helpful and use plain language as promised in our customer service standards. A large number of our customer services advisers have completed their SVQ2 Customer Services Professional Award which is a recognised qualification for local authority customer service staff.
98% of customers think that our reception areas are clean, tidy and safe.	We have recently installed CCTV in our reception area to ensure the safety of our customers and staff. We will continue to monitor the reception area to ensure that it remains clean and tidy.
79% of customers think that the accessibility of leaflets, posters and Council information is good or very good.	We will look at ways of improving the accessibility of our leaflets and investigate alternative ways of providing information e.g. on our website.
85% of our customers think that the private meeting room facilities are good or very good.	We have converted the existing waiting room into a meeting room and increased the size of the screens at the desks in the reception area to improve confidentiality.
A large number of customers are not happy with the parking facilities at the Council with 65% saying that they were poor or very poor.	The Council has reviewed its enforcement procedures to improve parking availability generally. A reminder will be sent out by the Council's Senior Management Team to advise staff not to park in the visitor bays.

Overall, 92% of our face to face customers think that their enquiries are handled well or very well

We will continue to deliver a high standard of service to our customers but will always look at ways of improving service.

## Telephones and Switchboard

Key Message	What we plan to do
<p>47% of customers have used our direct dial facility when phoning the Council on 01856 873535. Reasons for not using the facility included that it sometimes didn't work and they didn't know the extension numbers.</p>	<p>We are currently looking at the system to identify why the direct dial facility sometimes doesn't work. We value your feedback so if you have problems with this facility please could you report it to <a href="mailto:customerservice@orkney.gov.uk">customerservice@orkney.gov.uk</a> .</p> <p>We have provided a list of staff extension numbers on the Council website and we include contact details on all our correspondence. We will look at additional ways of communicating this information to our customers.</p>
<p>46% of customers asked for an officer by name. 40% of customers ask for a section, team or service when phoning the Council and 8% of customers did not know who to ask for. 6% of customers ask for the extension number they require.</p>	<p>We have provided a list of staff extension numbers on the Council website and we include contact details on all our correspondence. We will look at additional ways of communicating this information to our customers.</p>
<p>56% of phone calls are answered by the switchboard operator within 6 rings.</p>	<p>We are currently looking at ways of improving our call handling and switchboard to improve service to our customers. This includes the promotion of direct dial and the use of Voicemail and pickup groups in teams across the Council.</p>
<p>When transferred through to the extension number requested, 52% of calls are answered within 6 rings.</p>	<p>We are currently looking at ways of improving our call handling and switchboard to improve service to our customers. This includes the promotion of direct dial, the use of Voicemail and pick up groups. We are looking into rolling out our Customer Services Standards to all teams across the Council so that services are provided consistently and efficiently.</p>
<p>60% of staff provide their name and service to the customer when they answer the call.</p>	<p>We are looking into rolling out our Customer Services Standards to all teams across the Council so that services are provided consistently and efficiently. Further training will be provided to staff to ensure that this happens.</p>

<p>79% of customers said that they were not transferred between several people before their call was answered.</p>	<p>We currently have procedures in place to ensure that all extension numbers are in pick up groups or have call forward or Voicemail in place. Further training will be provided to staff to ensure that this happens.</p>
<p>96% of customers said that the switchboard operator listened carefully to ensure that their call was passed on to the correct person and 94% were offered the chance to hold or be passed on to someone to take a message if the person that they required was unavailable.</p>	<p>We will continue to train switchboard staff to ensure that they deliver a high standard of service. We will work with the other Services within the Council to improve call handling and identify areas where customers have difficulty in contacting the Council.</p>
<p>Overall, 90% of telephone customers think that their enquiry was handled well or very well at the first point of contact.</p>	<p>We will continue to deliver a high standard of service to our customers. We are currently looking at ways of improving our call handling and switchboard to improve service to our customers. This includes the promotion of direct dial, the use of Voicemail and pick up groups</p>

## Email (Contact Us Page on Website)

<b>Key Message</b>	<b>What we plan to do</b>
95% of emails sent to <a href="mailto:customerservice@orkney.gov.uk">customerservice@orkney.gov.uk</a> via the 'Contact Us' page on our website are acknowledged within 5 working days.	We will continue to acknowledge emails quickly and look at ways of improving the handling of emails.
89% of emails sent through to other Services for a full response are responded to within 5 working days. 6% of customers advised that they did not receive a response.	We are looking to roll out our Customer Service Standards across the Council so that emails are dealt with efficiently and consistently by all teams.
Overall, 74% of customers contacting the Council via the 'Contact Us' page on the website think that their emails are handled very well or well at the first point of contact.	We are looking to roll out our Customer Service Standards across the Council so that emails are dealt with efficiently and consistently by all teams. We are also looking at improving the online services on our website.

## Online

Key Message	What we plan to do
<p>Of the customers who completed our online survey, a high percentage would like to see a number of services available online. There is the highest demand for waste and roads information and reporting to be made available online with community learning bookings, Council Tax forms and payments also being a very popular request.</p>	<p>We are in the process of developing our website to make it more interactive so that customers can report requests and complete forms online.</p>
<p>Although a high number of our customers would like to access services online, there is definitely still a demand for customers to access services through the more traditional channels of telephone and face to face.</p>	<p>We will continue to make it easy for customers to contact us by these traditional methods whilst developing our website, forms and processes so that services can also be accessed online.</p>
<p>Suggested improvements for our website include:</p> <ul style="list-style-type: none"> <li>Information to be simpler and clearer with a better lay out.</li> <li>Up to date changes to refuse collections and clearer refuse/recycling information.</li> <li>Updates on roads gritted and roads to be gritted (when and where).</li> <li>Information for staff – training opportunities, trade unions.</li> <li>Information about road works and road closures.</li> <li>Information about current Community Centre programmes.</li> <li>Ability to pay parking fines.</li> <li>List of upcoming marriages.</li> <li>Information about animal welfare.</li> <li>Reporting animal excrement on the streets.</li> </ul>	<p>We are in the process of developing our website to improve the information provided and to make it more interactive so that customers can report requests and complete forms online.</p>

**Catherine Foubister**

13 May 2016.