

## Contacting Customer Service face-to-face

September 2013 - February 2014

Between September and February a face-to-face satisfaction survey was conducted. The survey measured customer satisfaction for the handling of queries dealt with by face-to-face customer services team in the atrium. 209 responses were received and have been analysed.

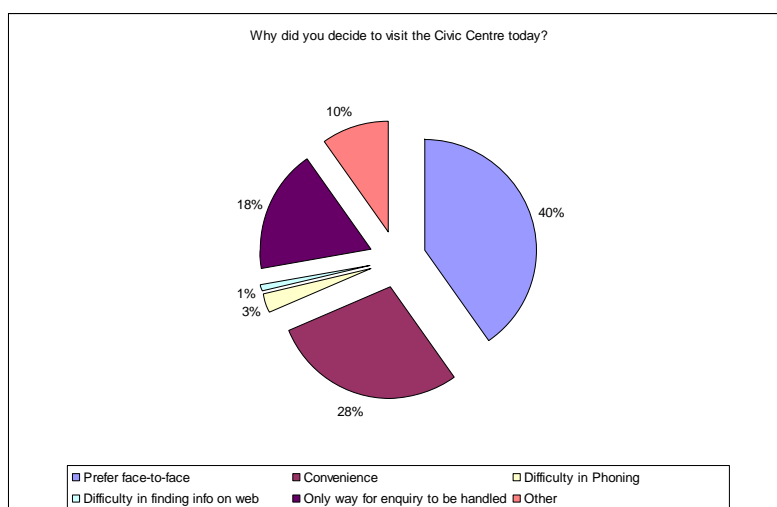
How the survey works:

Customers were asked to participate in the survey after being served by face-to-face customer service advisers

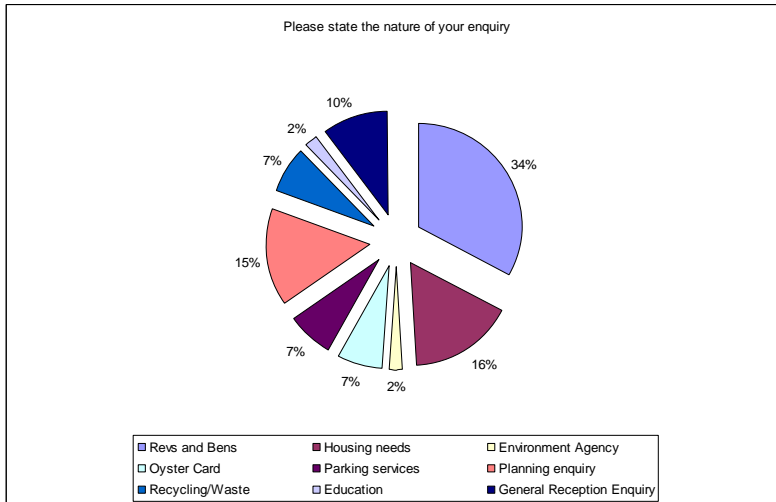
### Key Highlights

The following results were from the highest scoring areas:

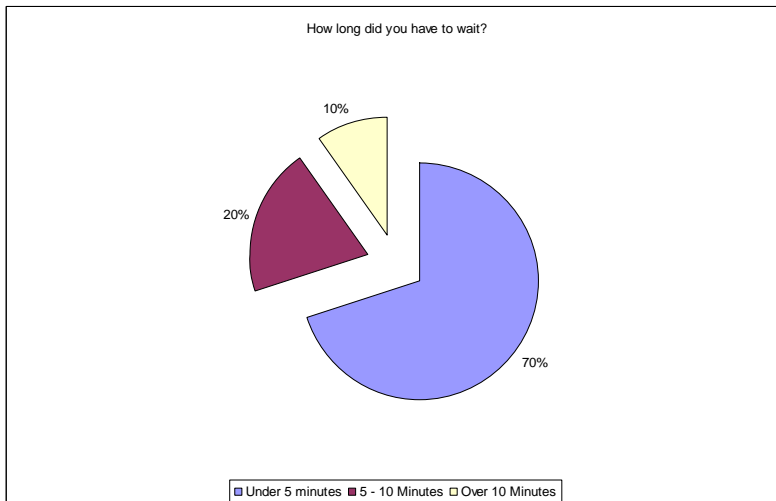
- 95% of customers said they were seen within a satisfactory time period
- 90% of customers said their query was resolved by the first person they spoke to
- 96% of customers said the customer service advisers welcome was good or excellent
- 98% of customers said the customer service adviser had good or excellent knowledge of how to resolve their query



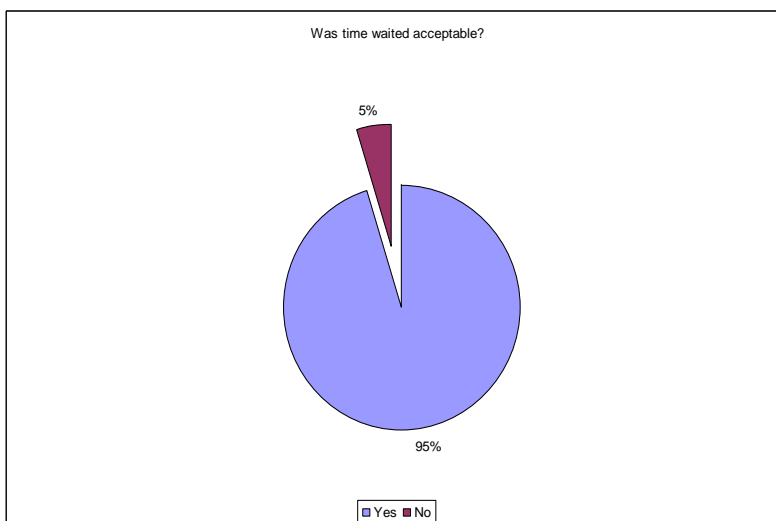
**40%** of customers said they preferred dealing with enquiries face-to-face



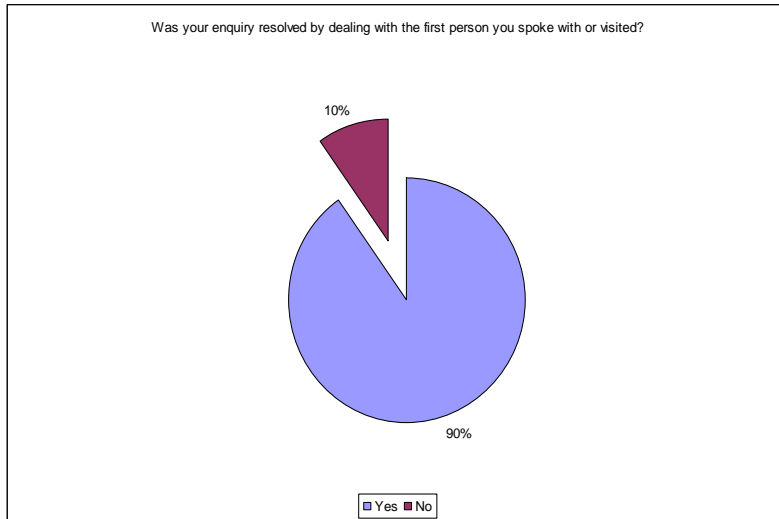
**34%** of customers attended for Revenue & Benefit queries.



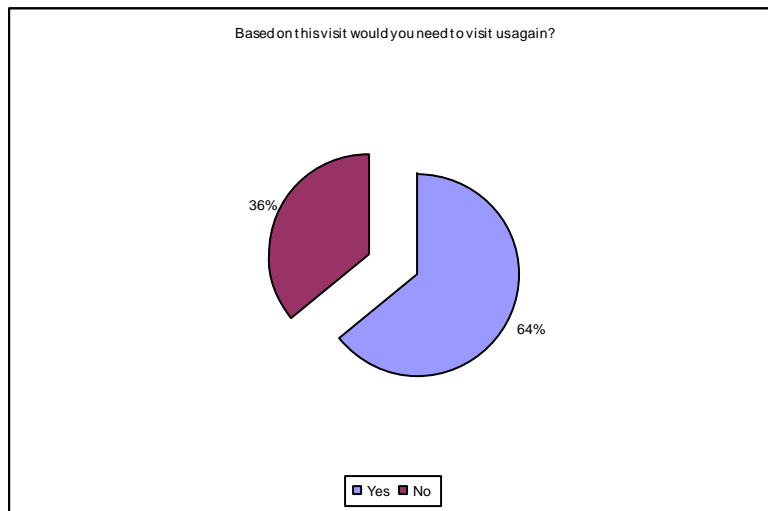
**70%** of customers said they had to wait less than 5 minutes.



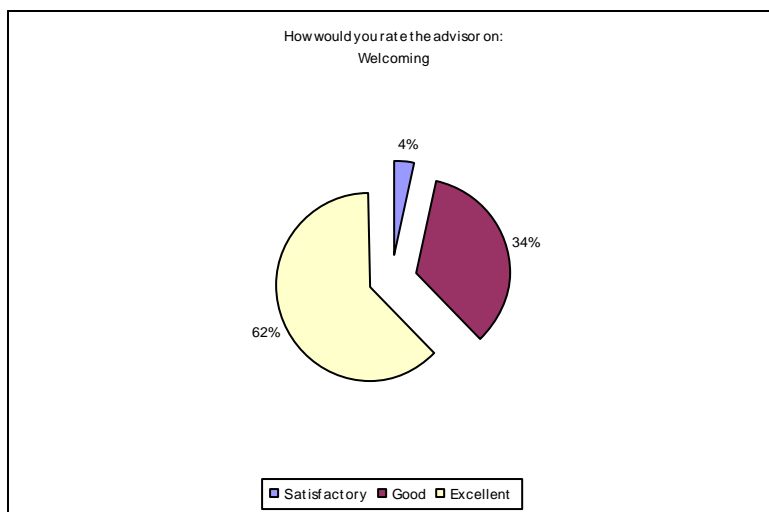
**95%** of customers said the time waited was acceptable



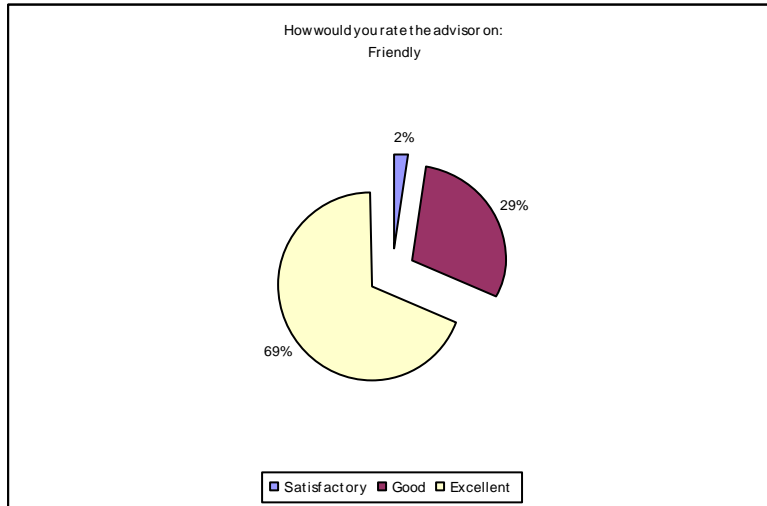
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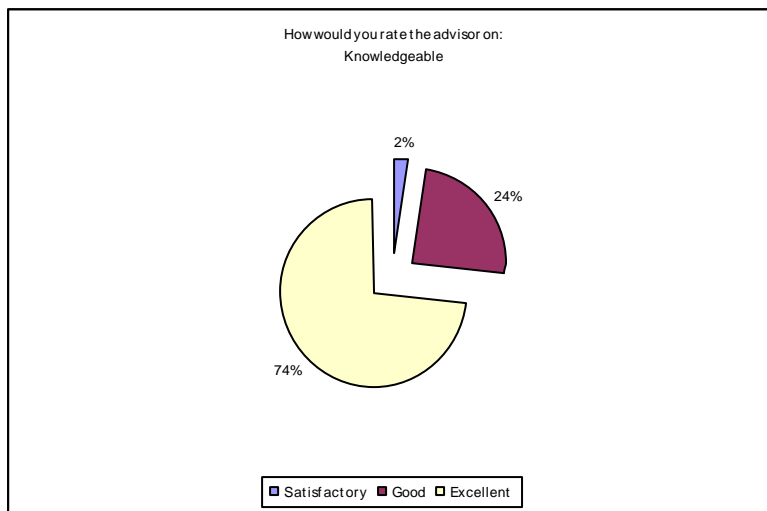
**64%** of customers said they would need to visit again.



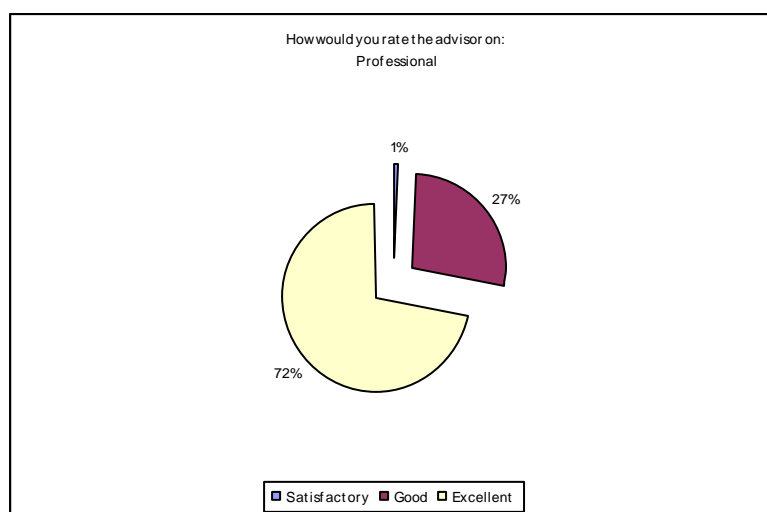
**62%** of customers said the customer service advisers welcome was excellent



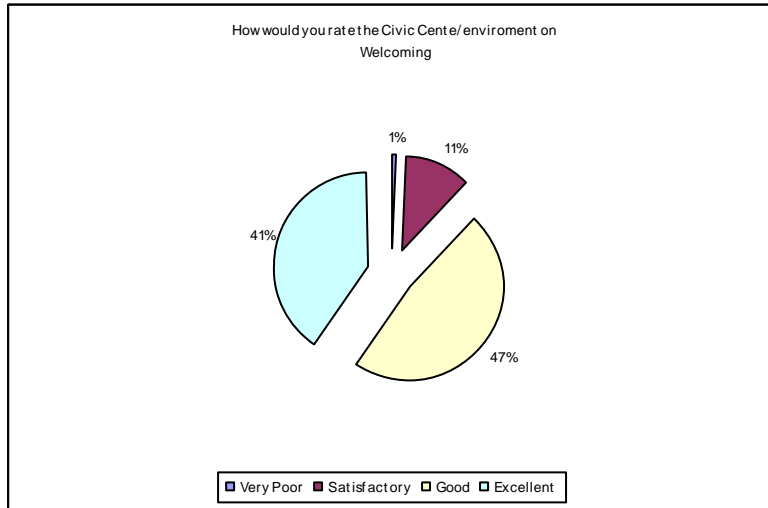
**74%** of customers said the customer service adviser's friendliness was excellent



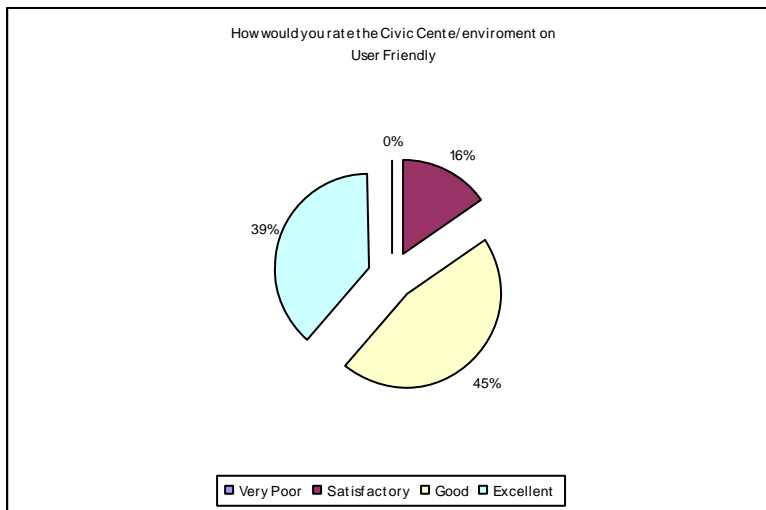
**72%** of customers said the customer service adviser's knowledge was excellent.



**72%** of customers said the customer service adviser's professionalism was excellent



**88%** of customers said the welcome at the Civic Centre was good or excellent.



**84%** of customers said the user-friendliness at the Civic Centre was good or excellent.

**Equalities tracking**

<b>Gender</b>	<b>Survey Results</b>	<b>Borough Demographics from Census</b>
Male	41%	49%
Female	59%	51%

<b>Age</b>	<b>Survey Results</b>	<b>Age ranges on Census</b>	<b>Borough Demographics from Census</b>
Under 16	0%	0-20	24%
16-24	6%	21-30	12%
25-34	22%	31-40	18%
35-44	25%	41-50	16%
45-54	22%	51-60	11%
55-64	14%	61+	17%
65-74	8%		
75-84	3%		
85+	0%		
Prefer not to say	0%		

<b>Religion</b>	<b>Survey Results</b>	<b>Borough Demographics from Census</b>
Christian	46%	55.3%
None	10%	28.4%
Hindu	2%	1.6%
Jewish	2%	0.8%
Muslim	2%	3.3%
Buddhist	0%	0.8%
Sikh	0%	0.8%
Other	2%	0.4%
Prefer not to say	36%	8.2%

<b>Ethnic Background</b>	<b>Survey Results</b>	<b>Borough Demographics from Census</b>
White	79%	85.9%
Mixed / Multiple Ethnic Group	8%	3.6%
Asian or Asian British	5%	7.3%
Black / African / Caribbean / Black British	3%	1.5%
Other Ethnic Group	2%	1.7%

Disability	Survey Results	Borough Demographics from Census
Yes	6%	11.5%
No	94%	88.5%

**Action**

- To provide additional training for advisers who may have scored below average in the survey for customer resolution.