

## **Council Tax Telephone Satisfaction Survey: May 2013**

Between April and June a telephone satisfaction survey was conducted. The survey measured customer satisfaction for the handling of Council Tax queries dealt with by customer service. 40% of callers were asked to participate and 196 responses have been analysed.

How the survey works:

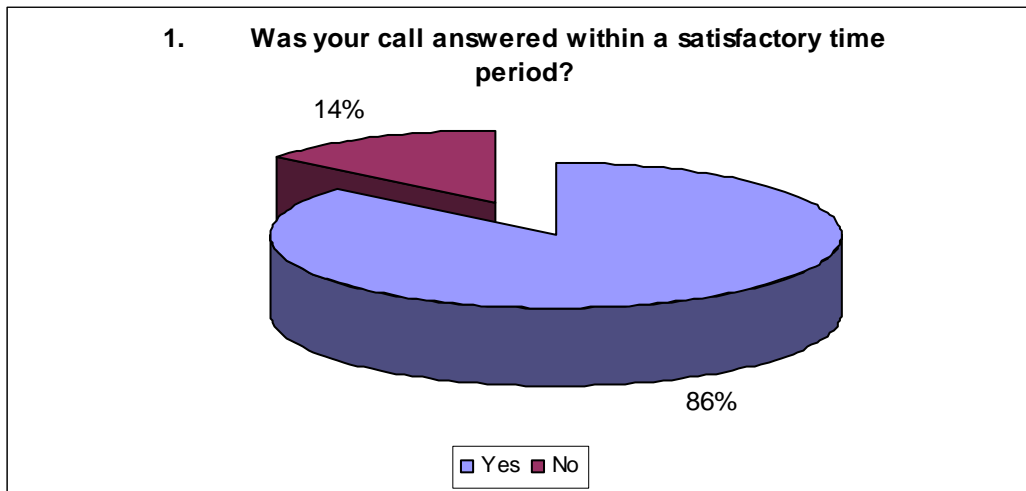
- When the call comes through on the telephony options (IVR), the customer is provided with a recorded message asking them to participate in a survey.
- If they select to take part, the system captures their contact telephone number & confirms this with the caller.
- The call will then come through to the Customer Service Adviser (CSA) as normal.
- Once the caller has hung up, the system will automatically call back the customer and proceed to ask the survey questions.
- Callers respond by using their telephone keypad.

### **Key Highlights**

The following results were from the highest scoring areas;

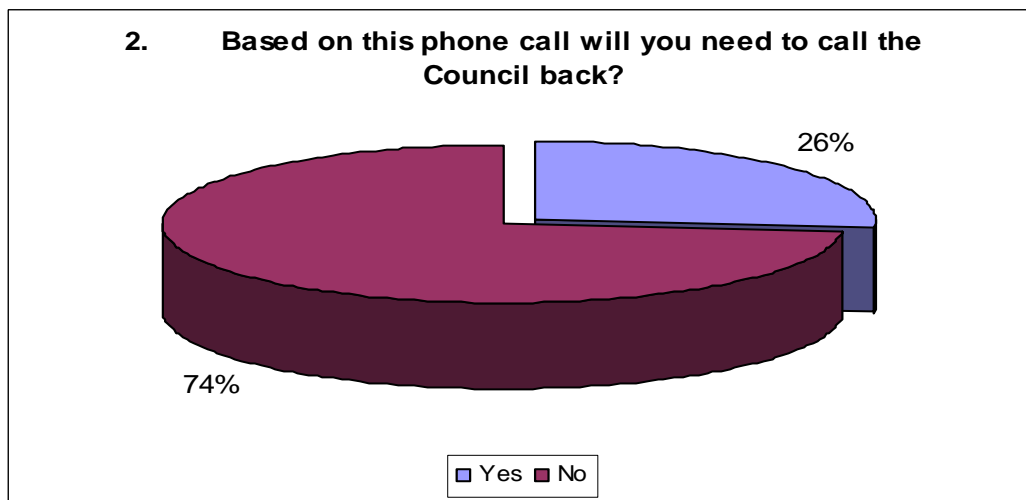
- **86%** of customers said their call was answered within a satisfactory time period.
- **83%** of customers said their query was satisfied during the call.
- **94%** of customers said the customer service adviser was helpful.
- **92%** of customers said the customer service adviser was friendly.
- **95%** of customers said the customer service adviser was professional.

## Phone Survey Questions



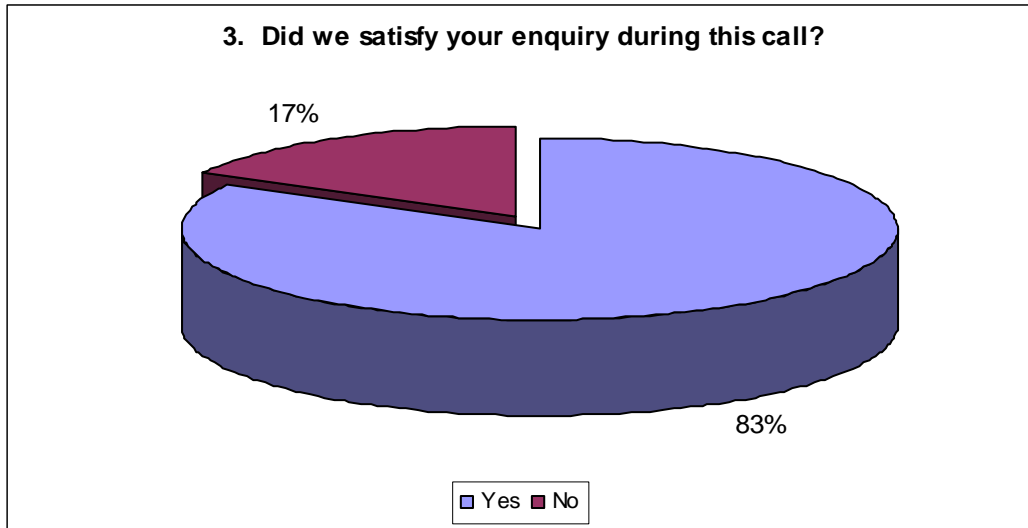
**86%** of customers said their call was answered within a satisfactory time period.

This compares to 93% in the last Council Tax 2011/12 survey.



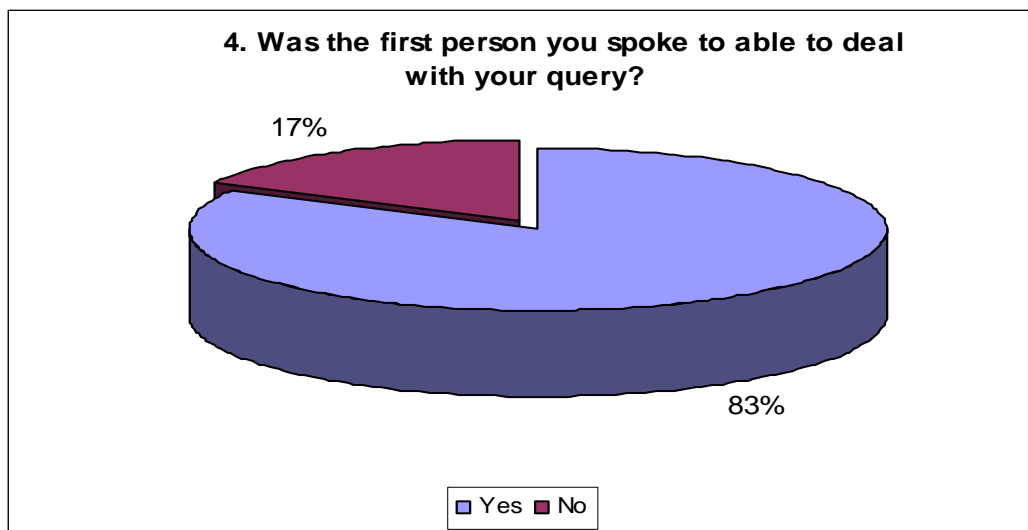
**74%** of customers said they would not need to call the Council back.

This compares to 79% in the last Council Tax 2011/12 survey.



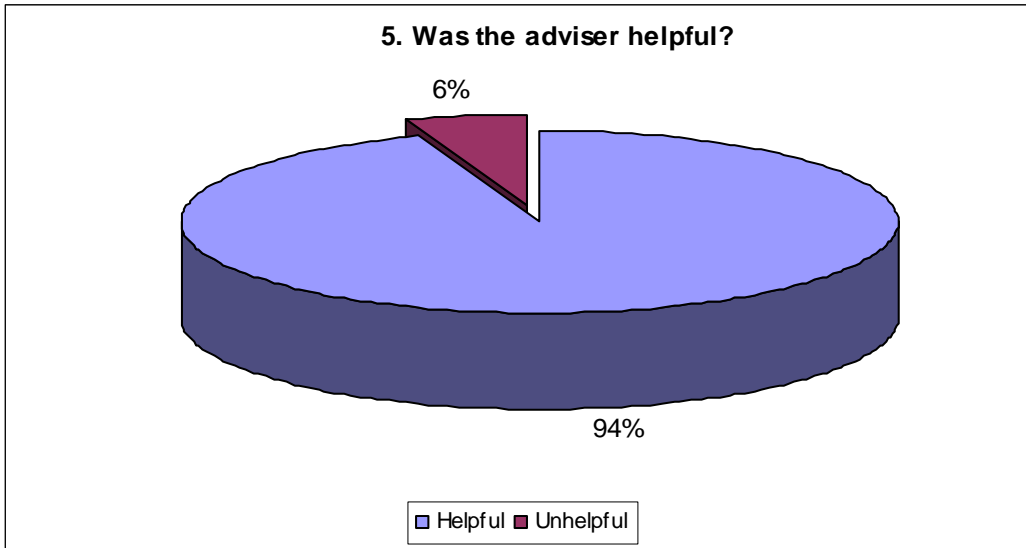
**83%** of customers said their query was satisfied during the call.

This compares to 87% in the last Council Tax 2011/12 survey.



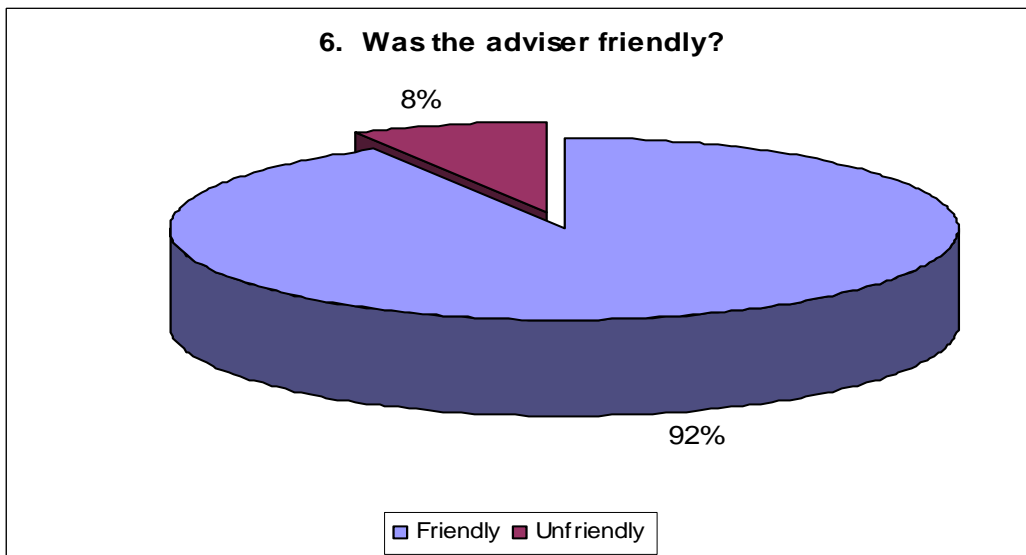
**83%** of customers said the adviser they spoke to was able to deal with their query.

This compares to 91% in the last Council Tax 2011/12 survey.



**94%** of customers said the customer service adviser was helpful.

This compares to 96% in the last Council Tax 2011/12 survey.



**92%** of customers said the customer service adviser was friendly.

This compares to 95% in the last Council Tax 2011/12 survey.



**95%** of customers said the customer service adviser was professional.

This compares to 96% in the last Council Tax 2011/12 survey.

#### Action

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