

## Registration Services Telephone Satisfaction Survey: August 2012

Between June and August a telephone satisfaction survey was conducted. The survey measured customer satisfaction for the handling of Registration Service queries dealt with by customer service. 50% of callers were asked to participate and 36 responses have been analysed.

How the survey works:

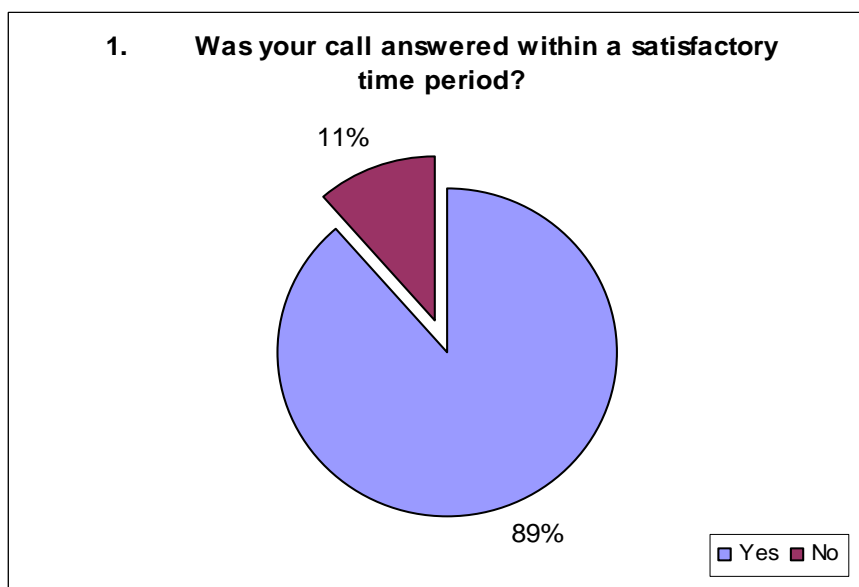
- When the call comes through on the telephony options (IVR), the customer is provided with a recorded message asking them to participate in a survey.
- If they select to take part, the system captures their contact telephone number & confirms this with the caller.
- The call will then come through to 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;

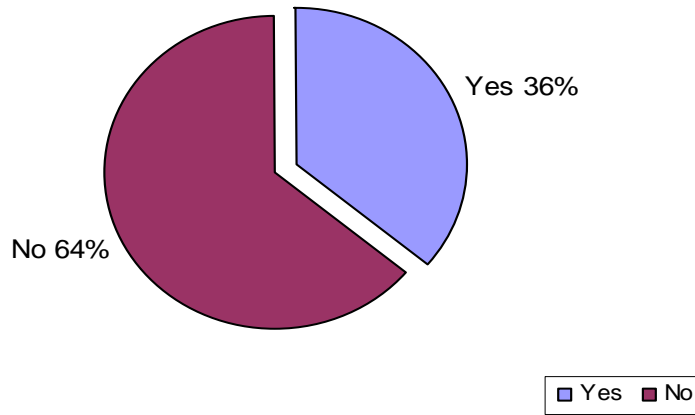
- 89% of customers said their call was answered within a satisfactory time period
- 94% of customers said the customer service adviser was helpful
- 89% of customers said the customer service adviser was friendly
- 92% of customers said the customer service adviser was professional

### Phone Survey Questions



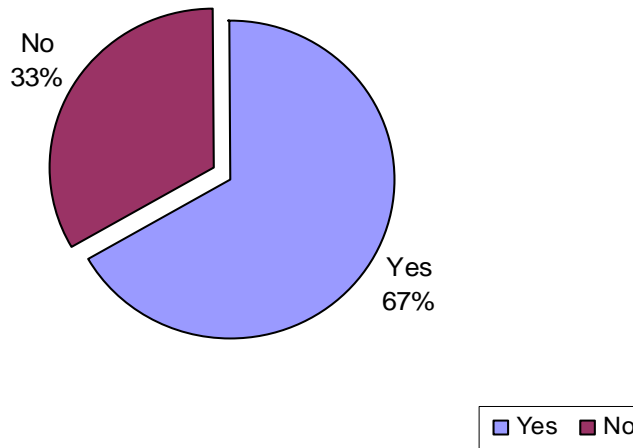
**89%** of customers said their call was answered within a satisfactory time period.

**2. Based on this phone call will you need to call the Council back?**



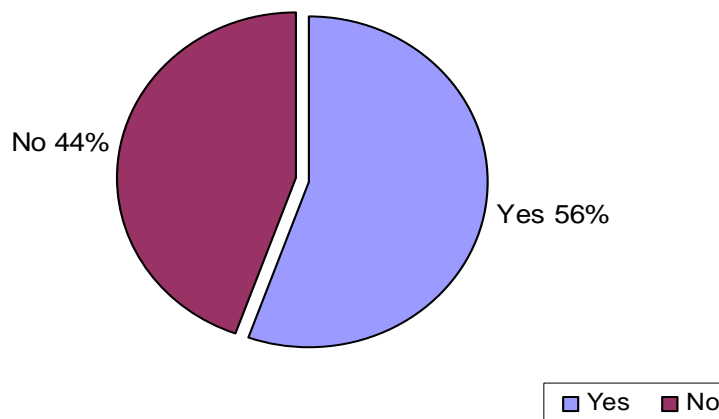
**64%** of customers said they would not need to call the Council back.

**3. Did we satisfy your enquiry during this call?**



**67%** of customers said their query was satisfied during the call.

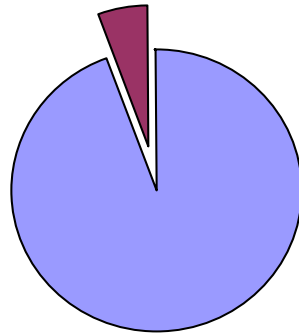
**4. Was the first person you spoke to able to deal with your query?**



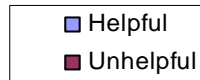
**56%** of customers said the adviser they spoke to was able to deal with their query.

**5. Was the adviser helpful?**

Unhelpful 6%



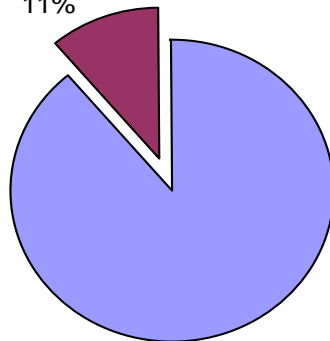
Helpful 94%



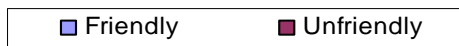
**94%** of customers said the customer service adviser was helpful.

**6. Was the adviser friendly?**

Unfriendly 11%



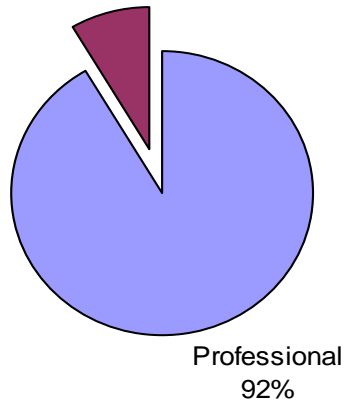
Friendly 89%



**89%** of customers said the customer service adviser was friendly.

**7. Was the adviser professional?**

Unprofessional  
8%



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

**Action**

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