

## Customer web account feedback survey 2012

The survey asked four main questions to gauge customer's impressions of the account as it is currently:

- Ease of signing up for the account
- General look and feel
- Ease of getting around / navigation
- Value of information help within the account.

In total, there were 264 responses

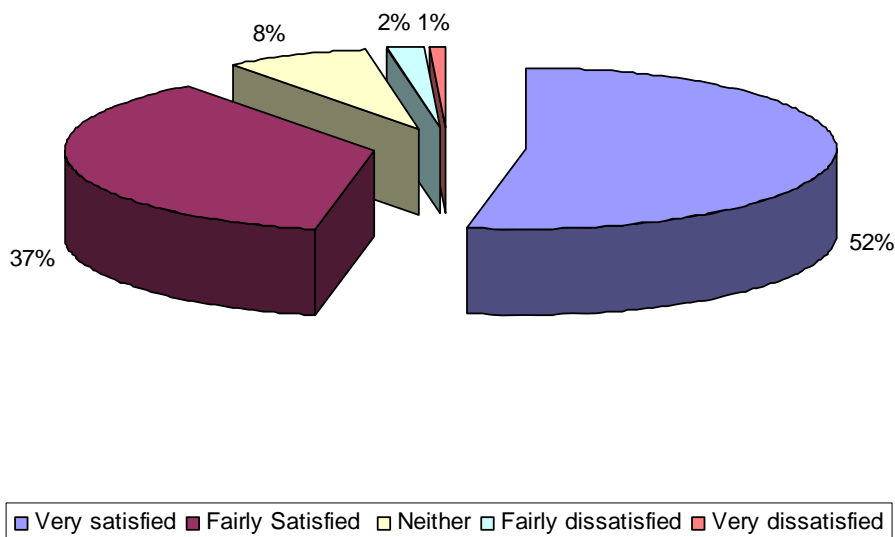
### Summary

Overall, the large majority of residents are very satisfied or fairly satisfied with the account, with those being dissatisfied being in a very small minority.

## Survey results

### Q1. How happy were you with the ease of signing up for the web account?

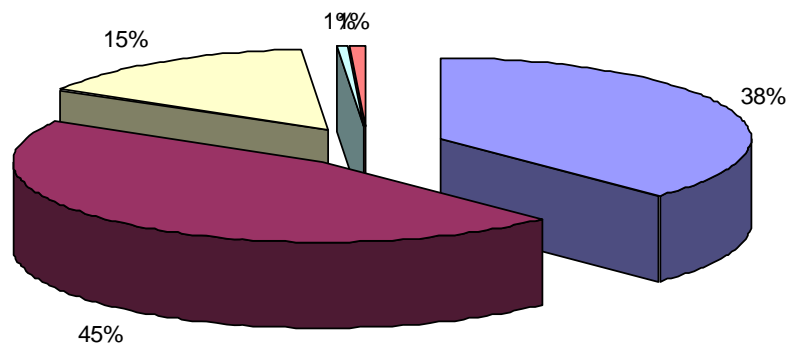
Ease of signing up for the web account



- 89% of residents are very or fairly satisfied with the process of signing up for an account

**Q2. What was your opinion on the general look and feel?**

General look and feel

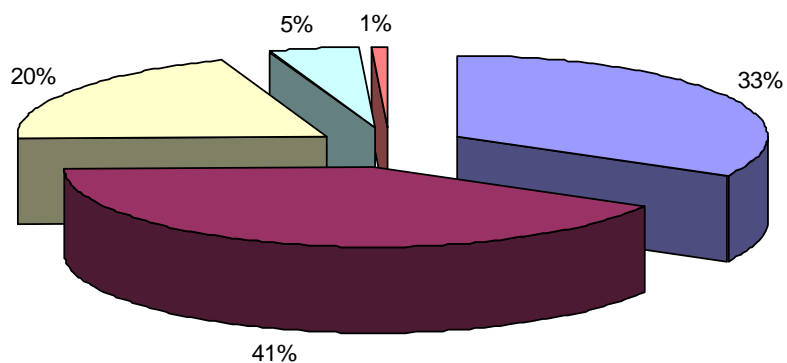


■ Very satisfied ■ Fairly Satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied

- 83% of respondents were very or fairly satisfied with the general look and feel of the account

**Q3. How happy are you with the value of information held within the account?**

Value of information

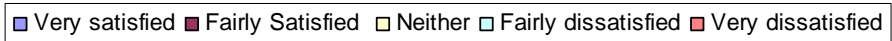
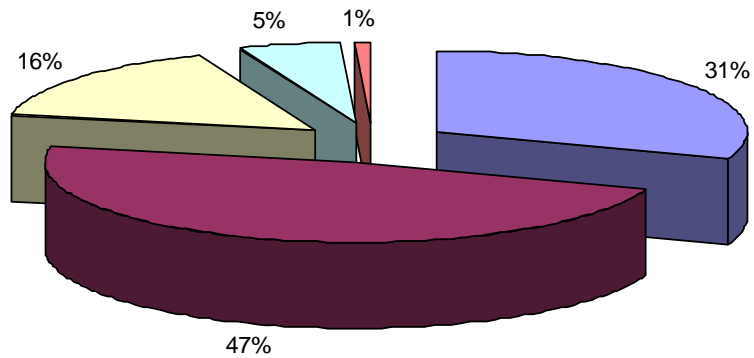


■ Very satisfied ■ Fairly Satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied

- 74% of respondents were very or fairly satisfied with the value of information in the account

**Q5. Ease of navigating around the customer account**

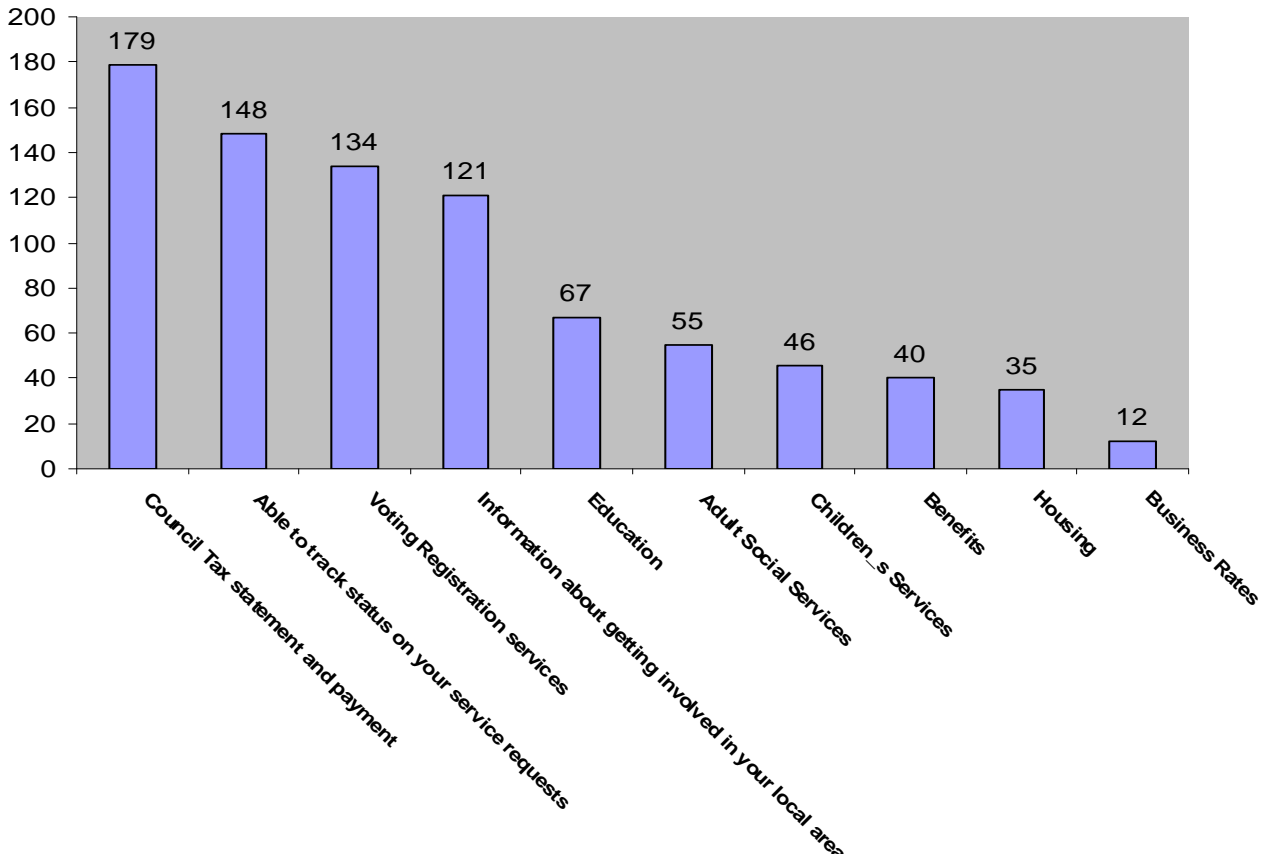
Ease of getting around



- 78% of customers were very or fairly satisfied with the ease of navigation in the account

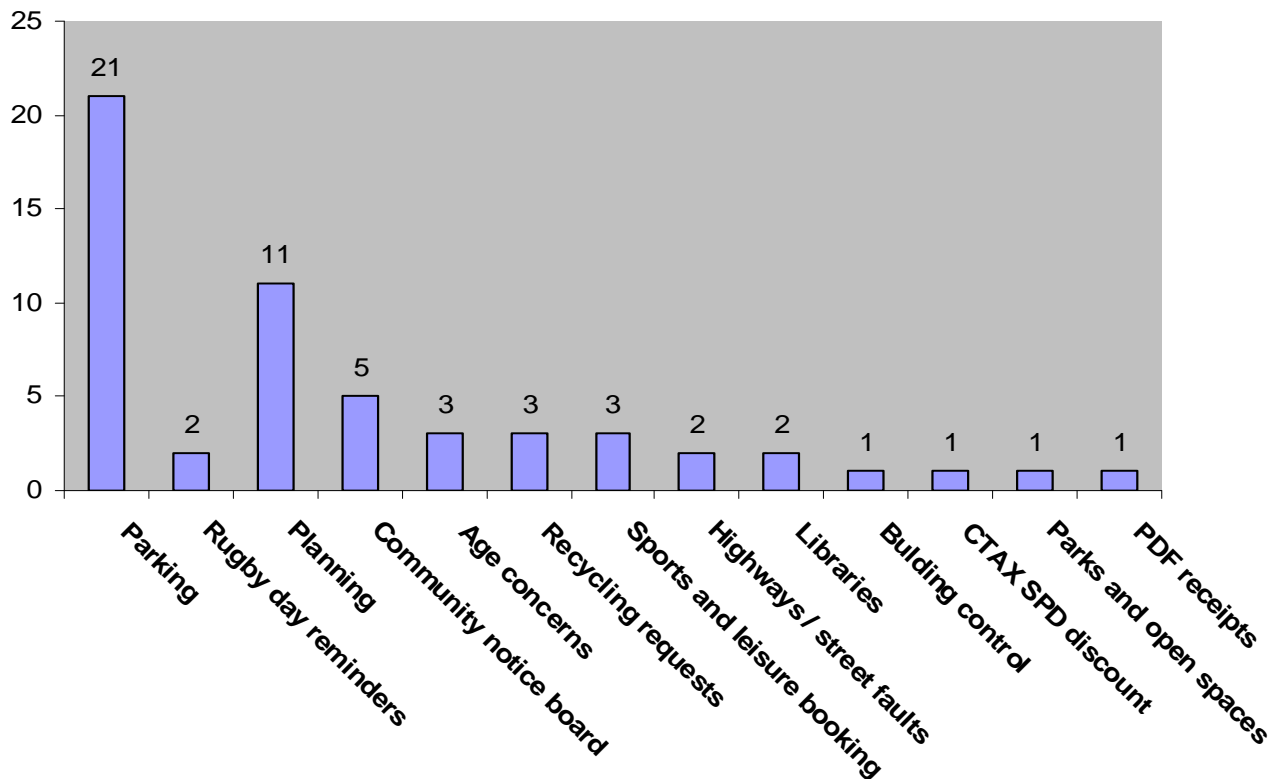
**Q6. What services would customers like to access in the account?**

Which services would customers like to access in the account?



- The top 3 suggestions make up 52% of all those submitted

**Q7. Are there any other services customers think should be included in the account?**



Suggestions taken in response to this require a degree of interpretation:

- Whilst parking is the most popular, the comments suggest other services / transactions, for example rugby day notification / road closures / parking availability
- Planning suggestion seem to point towards viewing or receiving updates in the account from the customers' local area – not submitting plans
- Community notice board is a summary of several suggestion about finding information on what is on in local areas