

## **Council Tax Telephone Satisfaction Survey: November 2011 - January 2012**

Between November 2011 and January 2012 a telephone satisfaction survey was conducted. The survey measured customer satisfaction for the handling of Council Tax queries dealt with by customer service. 50% of callers were asked to participate and 180 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.

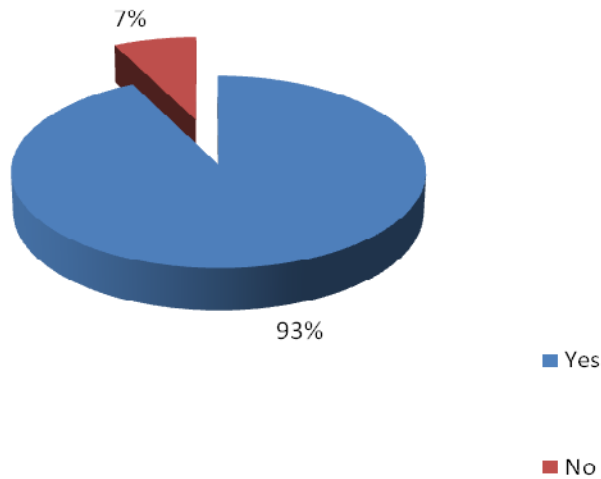
Of the 180 responses gained, 71% of customers were happy to be called back to answer further questions about their survey scores. We attempted to call 36 customers for additional feedback and obtained feedback from 26 customers.

### **Key Highlights**

The following results were from the highest scoring areas;

- 93% of callers surveyed felt their call was answered in a satisfactory time period
- 91% of callers said the first person they spoke with was able to deal with their query
- 96% of callers said the adviser was helpful
- 95% of callers said the adviser was friendly
- 96% of callers felt the adviser was professional

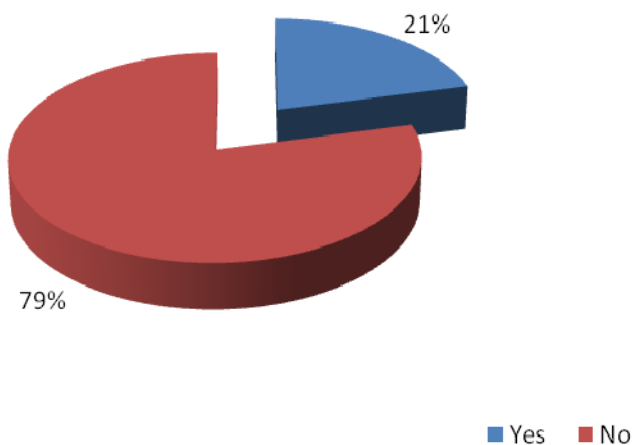
**Was your call answered within a satisfactory time period?**



93% of callers surveyed felt their call was answered within a satisfactory time period.

This compares to 92% in the last Council Tax Customer Satisfaction survey in May 2010.

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



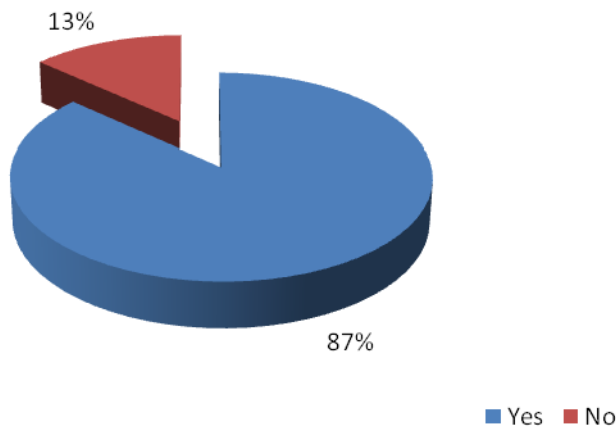
79% of callers said they would not need to call the Council back.

21% of the customers contacted for additional feedback could not recall the reason.

14% of customers said they would need to call the Council back to submit further documentation relating to their query.

This score has remained the same as the last Council Tax Customer Satisfaction survey in May 2010.

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

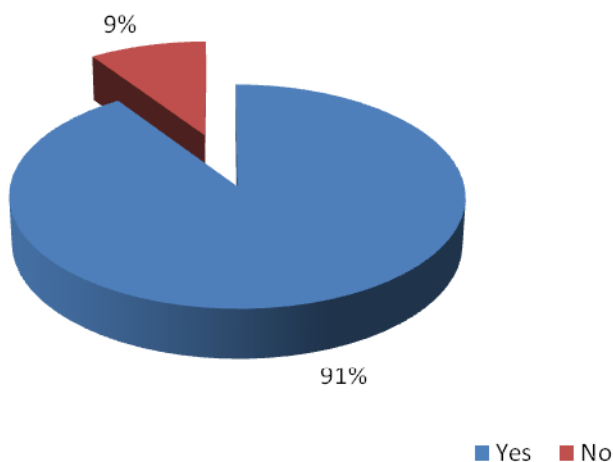


87% of the callers surveyed said their query was satisfied during the call.

27% of customers contacted for additional feedback said their query was not satisfied as they had to submit further documentation.

This compares to 81% in the previous Council Tax Customer Satisfaction survey in May 2010.

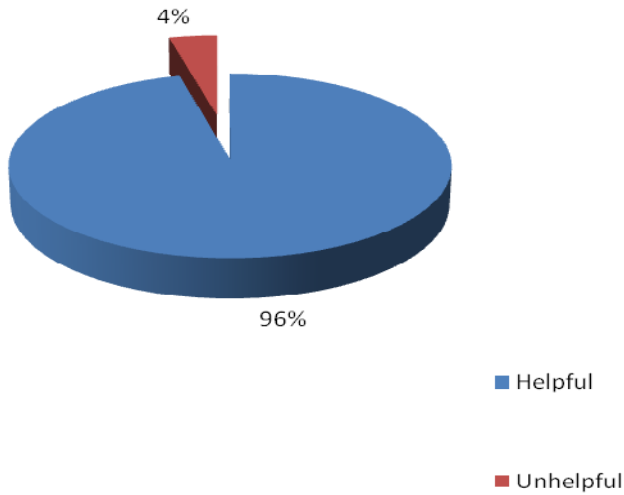
**Was the first person you spoke to able to deal with your query?**



91% of callers surveyed said the first adviser they spoke to was able to deal with their query.

This compares to 84% in the previous Council Tax Customer Satisfaction survey in May 2010.

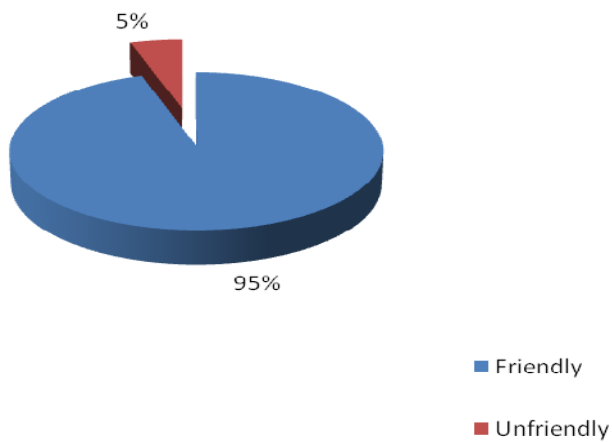
### Was the agent helpful?



96% of callers thought the adviser was helpful.

This compares to 95% in the previous Council Tax Customer Satisfaction survey in May 2010.

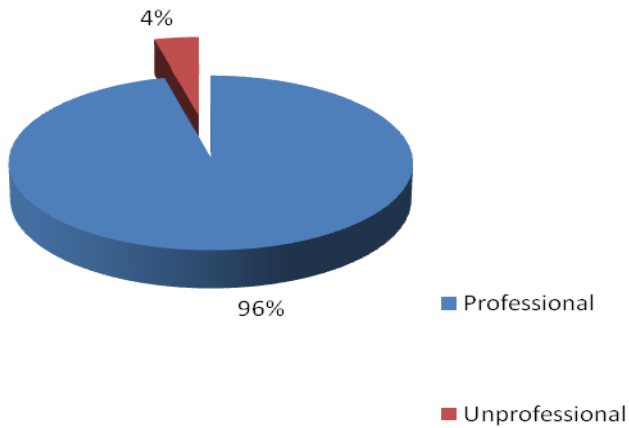
### Was the agent friendly?



95% of callers thought the adviser was friendly

This compares to 96% in the previous Council Tax Customer Satisfaction survey in May 2010.

### Was the agent professional?



96% of callers thought the adviser was professional.

This compares to 95% in the previous Council Tax Customer Satisfaction survey in May 2010.

### Action

Taking Change of address details 7 days in advance of change - Ensure Customer Service Advisers record change of address details to prevent customers having to call back again.

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