

Automated Planning Survey January 2011 *Richmond upon Thames Contact Centre*

From November 2010 to January 2011 an automated telephone customer satisfaction survey was conducted. The survey measured customers' experience of contacting the Council. All Customers selecting the Planning option on the IVR were asked to participate, and 210 responses have been analysed.

How the survey works:

- When the call comes through on the telephony options (IVR) for Planning support, 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

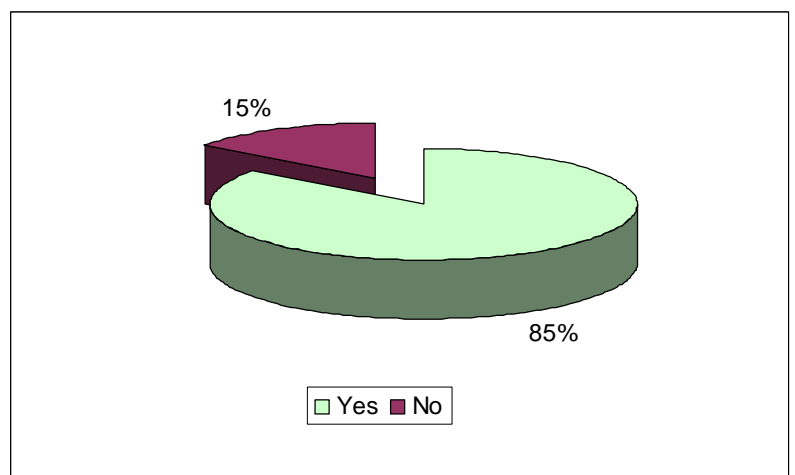
The following results were from the highest scoring areas;

- **85%** of customers confirmed their call was answered within a satisfactory time period
- **80%** of customers stated the agent they spoke to was professional

Phone Survey Questions

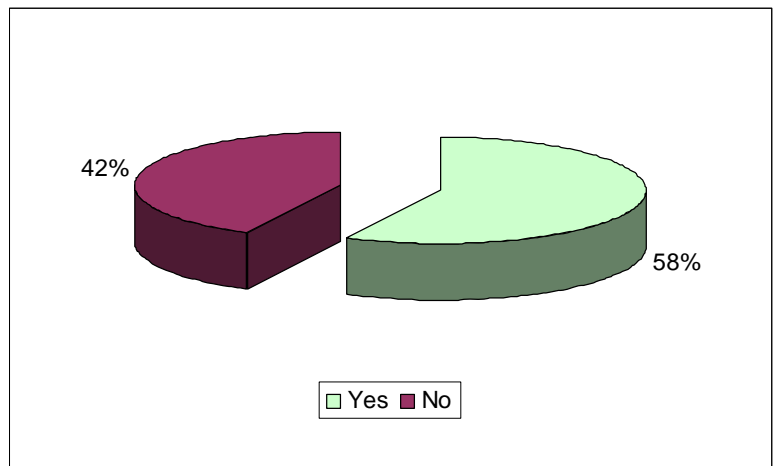
1) Was your call answered with a satisfactory time period?

85% of customers said their call was answered within a satisfactory time period.



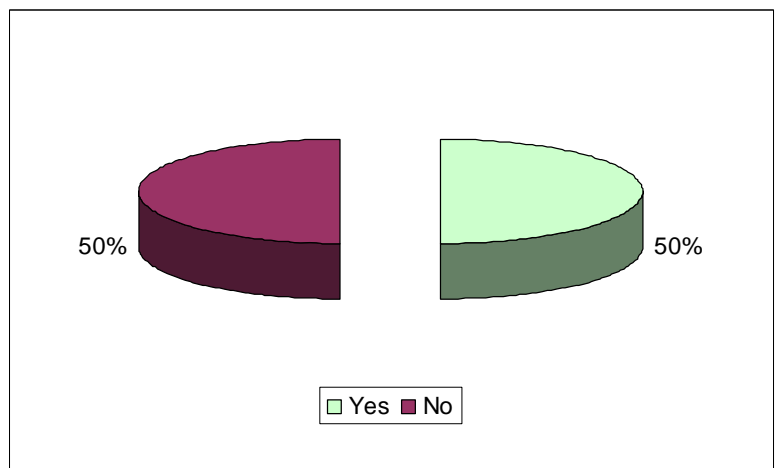
2) Based on this phone call will you need to call the Council back?

58% said they would need to contact the council back regarding the same issue.



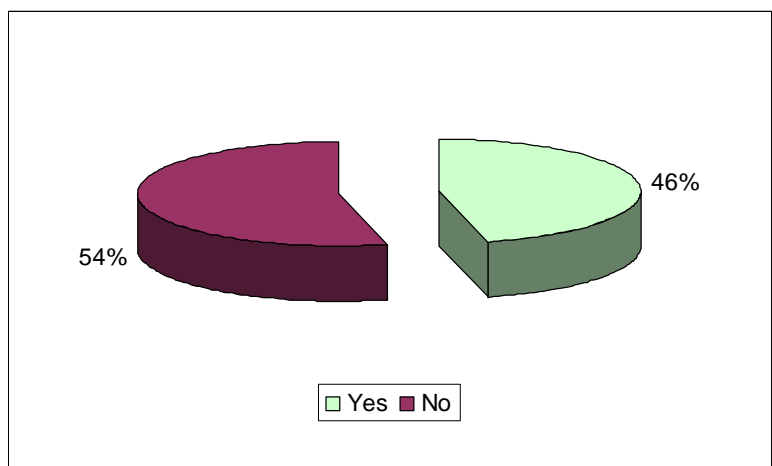
3) Did we satisfy your enquiry during this call?

50% of customers were satisfied that we handle their enquiry at first point of contact.



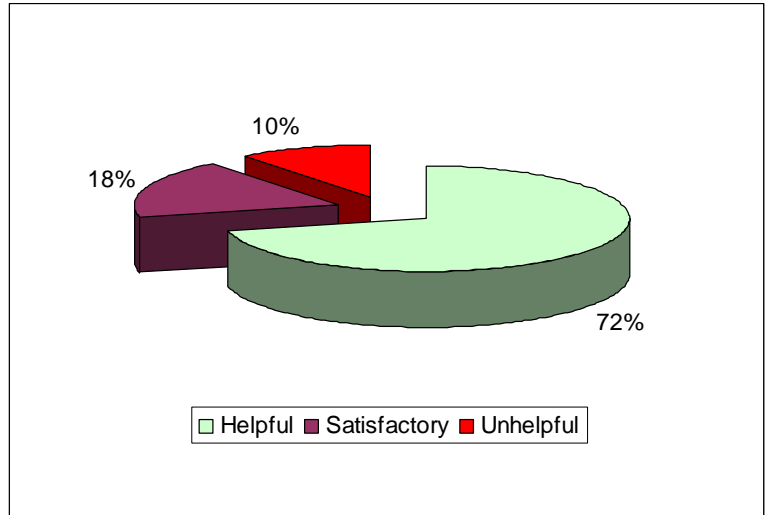
4) Was the first person you spoke to able to deal with your query?

46% of customers said the first person they spoke to was able to deal with their enquiry.



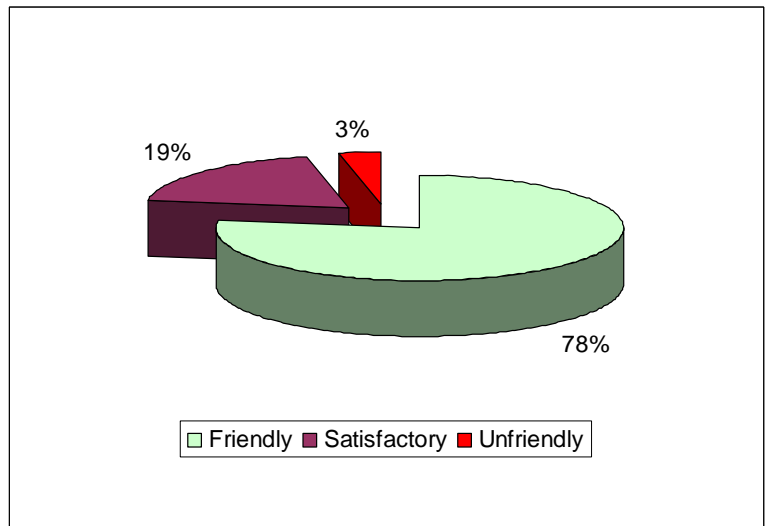
5) Was the agent helpful?

72% of customers said the customer service adviser was helpful.



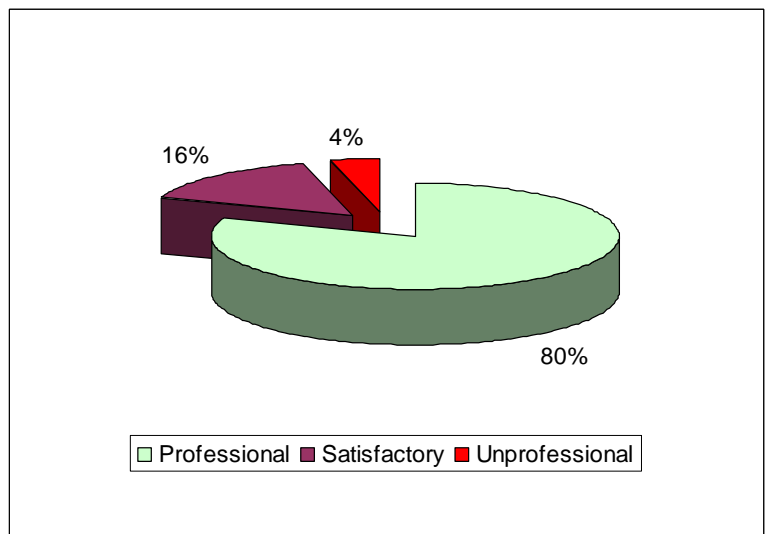
6) Was the agent friendly?

78% of customers said the customer service adviser was friendly.



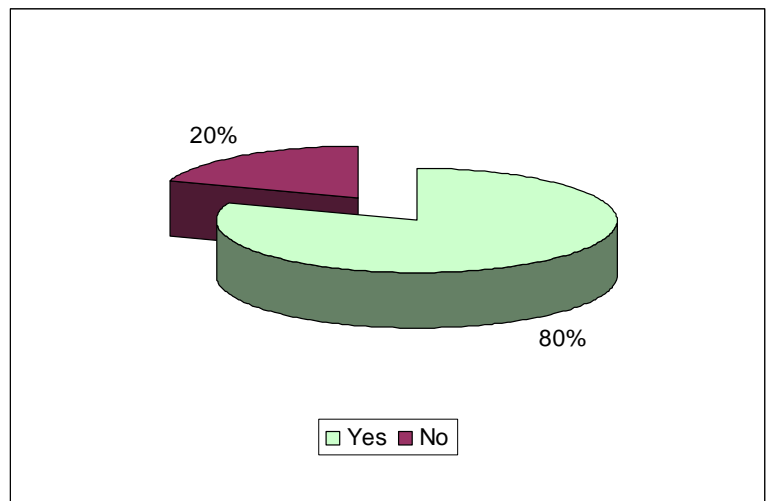
7) Was the agent professional?

80% of customers said the customer service adviser was professional.



8) Can we call you at a later date to ask you further questions relating to this survey?

80% of customers agreed that we can contact them at a later date to ask further questions relating to this survey.



Action points resulting from the survey

Of the **80%** (169) of customers who agreed we could call them back at a later date; **43%** (72) were successfully contacted for feedback.

Questions **2, 3, 4 & 5** were the least best scoring areas as customers said their enquiry was not resolved at the first point of contact and they would have to call the council back.

Question	Reasons for scoring low
2) Based on this phone call will you need to call the Council back?	Of the 58% that chose 'Yes' to this question, 56 customers provided feedback for their answer. 59% of customers said they were unable to speak to the planning officer dealing with their application and 29% said there was no/late response to their request for a call-back. 12% of customers also said there was limited pre-application advice available on the phone.
3) Did we satisfy your enquiry during this call?	Of the 50% that chose 'Yes' to this question, 51 customers provided feedback for their answer. 57% of customers said they were unable to speak to the relevant person / planning officer dealing with a specific application. 14% said they did not receive the call back that was requested and 16% said they did not get the pre-application advice they requested. The remaining 13% said they did get the information they were calling for.
4) Was the first person you spoke to able to deal with your query?	Of the 54% that chose 'Yes' to this question, 49 customers provided feedback for their answer. 82% of customers said they needed to discuss the application with the relevant planning officer; only the relevant officer dealing with the application was in a position to deal with the query. 16% said first person they spoke to could not resolve the pre-application enquiry over the phone. The remaining 2% said they were advised to report Enforcement issues in writing.

5) Was the agent helpful?	72% of customers said the adviser was helpful. 11 customers provided feedback for their answer. 82% of customers said the customer service advisers try to help but only the planning officer can really provide the information they require; advisers can only help in a limited capacity. 18% of customers said the customers service advisers are unable to help with pre-application enquiries.
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Action

A new process for dealing with planning enquiries will be in place by mid March. This will allow better managing of customer's expectations.

As the majority of calls are for status updates; advisers will question Agents/Applicants on why they want to contact a planning officer and use the self serve option on the website to deal with the enquiry. This will reduce repeat callers as customers will be able to follow the same process online and increase enquiries resolved at first point of contact.