

Customer Satisfaction Survey: Council Tax and Benefits Calls **May - July 2010**

From May - July 2010 an automated telephone customer satisfaction survey was conducted. The survey measured customer satisfaction on Council Tax & Benefit calls. 300 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.

Summary

Overall results were very positive with **92%** of customers stating their call was answered within a satisfactory time period and **84%** stating the first person they spoke to was able to deal with their enquiry. Customers also rated adviser helpfulness and professionalism at **89%**.

Improvements

29% of customers (88) stated they would need to contact the council back. Therefore customers in this survey perceive the contact centre is able to deliver **71%** first contact resolution, against our target of **80%**. Customer Service re- contacted 67 of these customers and successfully gained feedback from 27.

Improvement Actions required

Change of address details 7 days in advance of change

- Ensure CSA's record change of address details in Anite
- Identify why Northgate is unable to process more than 7 days

Chasing benefit claims

- Liaise with back office to discuss how service standards can be communicated when benefit claims have been received.

Submitting paperwork

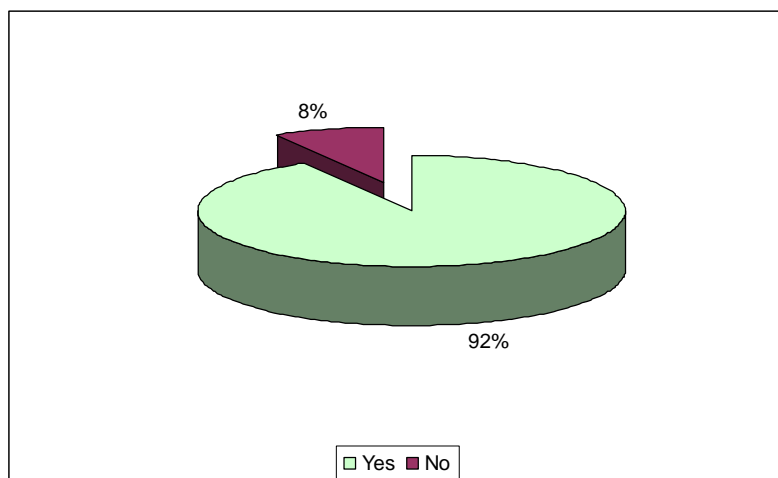
- Customers want to contact the council to find out if required paperwork has been received. Discuss with Back office if there is a way to keep the customer informed.

Phone Survey Questions

The responses for these questions were either Yes or No.

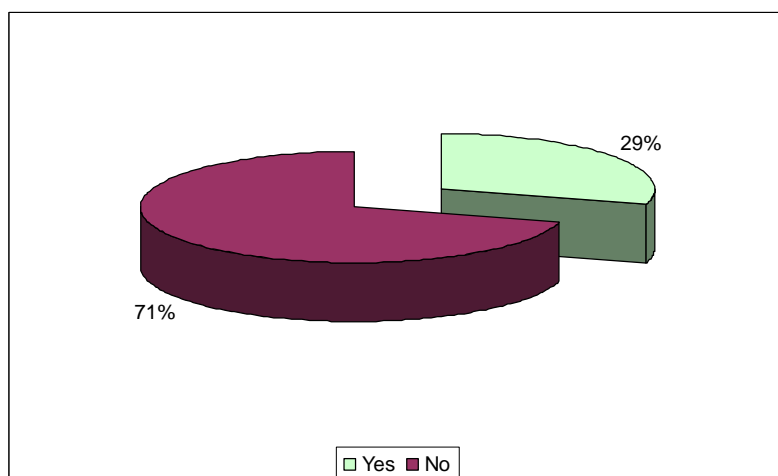
Q1 - Was your call answered within a satisfactory time period?

92% callers said their call was answered within a satisfactory time period.



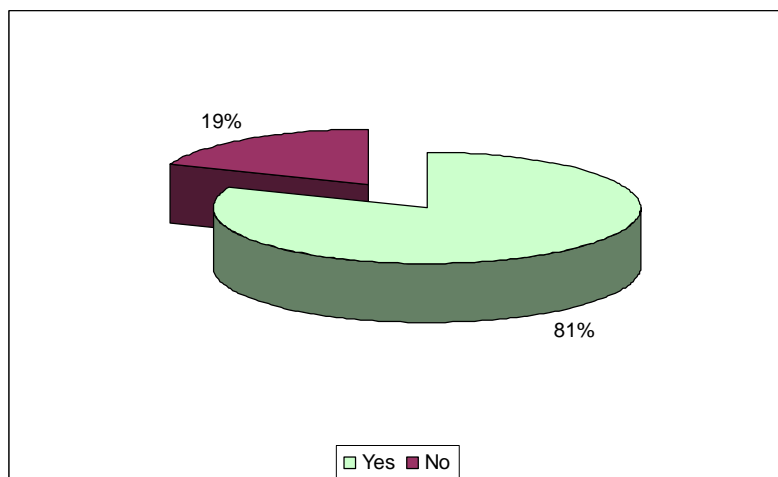
Q2 - Based on this phone call will you need to call the Council back?

29% of callers stated that they would need to call the council back.



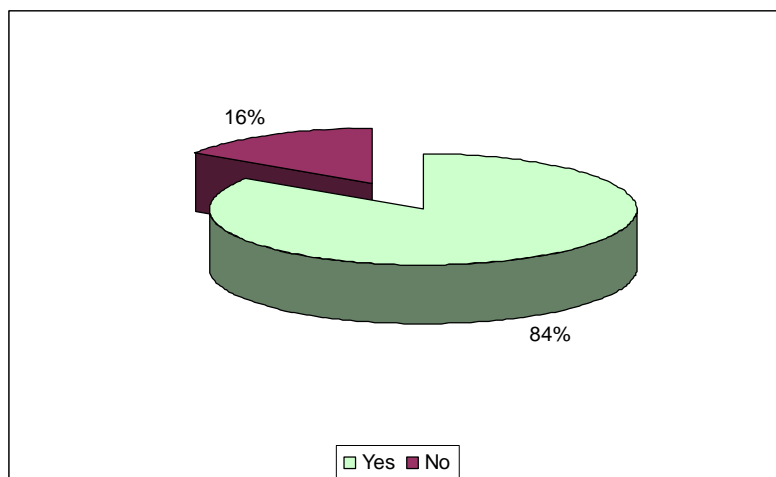
Q3 - Did we satisfy your enquiry during this call?

81% of callers felt their enquiry was satisfied.



Q4 - Was the first person you spoke to able to deal with your enquiry?

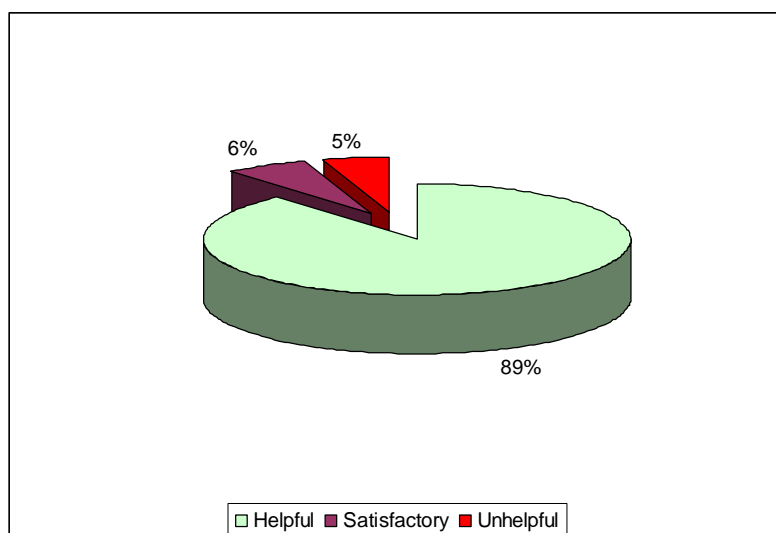
84% of callers stated that the first person they spoke to was able to deal with their enquiry



The responses for these questions were based on a scale of 1-9, with 1 being very good and 9 being very poor.

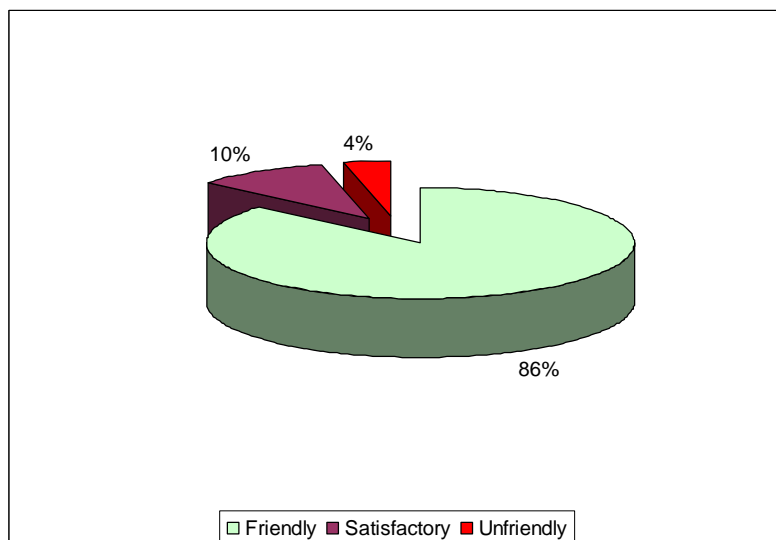
Q5 - Was the agent helpful?

89% of callers thought that the Customer Service Adviser was helpful.
6% of advisers were scored as satisfactory.
5% of advisers were scored as unhelpful.



Q6 - Was the agent friendly?

86% of callers thought that the Customer Service Adviser was friendly.
10% of advisers were scored as satisfactory.
4% of advisers were scored as unfriendly.



Q7 - Was the agent professional?

89% of callers thought that the Customer Service Adviser was professional.

7% of advisers were scored as satisfactory.

4% of advisers were scored as unprofessional.

