

**SOUTH STAFFORDSHIRE COUNCIL ELECTORAL SERVICES  
CUSTOMER SURVEY 2006**

As part of the annual electoral canvass 1,000 customer survey forms were sent out at random to households within the District along with the Service's customer standards document.

247 replies were received (25%) with the following results:

**SECTION ONE – QUESTIONS ABOUT ELECTORAL REGISTRATION**

The convenience of the methods available for registration.

Of the 245 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-8</b>	<b>EXCELLENT 8-10</b>
0	(25) 10%	(220) 90%

The choice of methods available for registering details.

Of the 238 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-8</b>	<b>EXCELLENT 8-10</b>
0	(27) 11%	(211) 89%

The conduct of the canvasser.

Of the 172 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-8</b>	<b>EXCELLENT 8-10</b>
(2) 1%	(38) 22%	(132) 77%

The length of time and amount of notice received to register details.

Of the 214 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-8</b>	<b>EXCELLENT 8-10</b>
1 (0.5%)	(30) 14%	(183) 85.5%

Comments:

- Very simple and quick by telephone.
- Registering by phone could not be easier. Using the free-phone service was excellent.
- Clerical staff and canvassers need more money for the excellent job they do.
- Telephone registration is speedy effective and free.

## SECTION TWO – TELEPHONE ENQUIRIES

The help you received from the person answering the phone?

Of the 57 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-8</b>	<b>EXCELLENT 8-10</b>
(1) 2%	(12) 21%	(44) 77%

The manner in which your call was handled?

Of the 59 responses:

<b>POOR 1-3</b>	<b>AVERAGE 4-8</b>	<b>EXCELLENT 8-10</b>
0	(10) 17%	(49) 83%

The quality of the information provided?

Of the 58 responses:

<b>POOR 1-3</b>	<b>AVERAGE 4-8</b>	<b>EXCELLENT 8-10</b>
0	(10) 17%	(48) 83%

## SECTION THREE - WRITTEN ENQUIRIES

Do you feel the written information provided by electoral registration is:

- 1 About right?
- 2 Okay but a little confusing?
- 3 Very confusing?

Of the 234 responses:

<b>ABOUT RIGHT</b>	<b>OK</b>	<b>VERY CONFUSING</b>
(212) 90.5%	(21) 9%	(1) 0.5%

### Comments:

- If you wish to change the address details it does not tell you how to do this.
- This is a poorly designed questionnaire.

## SECTION FOUR - SERVICE IMPROVEMENTS

Which of the following methods do you prefer to use when registering your details.

Of the 234 responses:

Telephone	Internet	Post	Personal Visit
(103) 44%	(18) 8%	(110) 47%	(3) 1%

If you use the internet would you welcome being able to make name changes on-line?

Of the 126 responses:

YES	NO
(75) 60%	(51) 40%

Would you find it useful if at elections, a map was included on your poll card to direct you to the polling station?

Of the 225 responses:

YES	NO
(87) 39%	(138) 61%

## SECTION FIVE - GENERAL

Are you aware of the customer service standards operated by electoral services?

Of the 234 responses:

YES	NO
(117) 50%	(117) 50%

Comments:

- Clear and easy to understand, most satisfactory.

Are you aware of the compliments and complaints procedure?

Of the 235 responses:

YES	NO
(113) 48%	(122) 52%

Have you ever needed to make a complaint?

Of the 234 responses:

<b>YES</b>	<b>NO</b>
(4) 2%	(230) 98%

If "yes", are there any comments you wish to make about the way in which your complaint was handled?

Comments:

- Very quickly and efficiently.

**Phil Hardy**  
**Head of Customer and Electoral Services**  
**October 2006**