



CUSTOMER SERVICE EXCELLENCE  
FOR ELECTORAL SERVICES

## **SOUTH STAFFORDSHIRE COUNCIL ELECTORAL SERVICES CUSTOMER SURVEY 2008**

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.

**139** replies were received (13.9 %) with the following results:

### **SECTION ONE – QUESTIONS ABOUT ELECTORAL REGISTRATION**

#### **1. The convenience of the methods available for registration.**

Of the 136 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-7</b>	<b>EXCELLENT 8-10</b>
(3) 2.2%	(20) 14.7%	(113) 83.1%

#### **2. The choice of methods available for registering details.**

Of the 135 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-7</b>	<b>EXCELLENT 8-10</b>
(4) 2.9%	(16) 11.9%	(115) 85.2%

#### **3. The conduct of the canvasser.**

Of the 104 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-7</b>	<b>EXCELLENT 8-10</b>
(6) 5.8%	(18) 17.3%	(80) 76.9%

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

Of the 122 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-7</b>	<b>EXCELLENT 8-10</b>
(7) 5.7%	(18) 14.8%	(97) 79.5%

#### **5. Comments regarding registration of details:**

- No problems
- Postal registration not suitable/possible if away for more than two weeks
- I have found it ideal since I have been able to register online
- Really easy via telephone
- Very clear
- Never had a canvasser call
- Would be nice to put it (the form) into a sealed envelope instead of just folding it as it holds important information
- Very impressed – online worked perfectly and quickly
- Form looks like an advert – easily discarded with junk mail.

## SECTION TWO – TELEPHONE ENQUIRIES

### 1. The help you received from the person answering the phone?

Of the 25 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-7</b>	<b>EXCELLENT 8-10</b>
(2) 8%	(3) 12%	(20) 80%

### 2. The manner in which your call was handled?

Of the 25 responses:

<b>POOR 1-3</b>	<b>AVERAGE – GOOD 4-7</b>	<b>EXCELLENT 8-10</b>
(2) 8%	(4) 16%	(19) 76%

### 3. The quality of the information provided?

Of the 24 responses:

<b>POOR 1-3</b>	<b>AVERAGE - GOOD 4-7</b>	<b>EXCELLENT 8-10</b>
(1) 4.2%	(2) 8.3%	(21) 87.5%

## SECTION THREE - WRITTEN ENQUIRIES

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

- About right?
- Okay but a little confusing?
- Very confusing?

Of the 136 responses:

<b>ABOUT RIGHT</b>	<b>OK</b>	<b>VERY CONFUSING</b>
(131) 96.4%	(4) 2.9%	(1) 0.7%

### 2. Comments regarding written information:

- Postal registrations are a little confusing.

## SECTION FOUR - SERVICE IMPROVEMENTS

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

Of the 129 responses:

<b>Telephone</b>	<b>SMS</b>	<b>Internet</b>	<b>Post</b>	<b>Personal Visit</b>
(52) 40.3%	(1) 0.8%	(20) 15.5%	(54) 41.9%	(2) 1.5%

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

Of the 77 responses:

<b>YES</b>	<b>NO</b>
(50) 64.9%	(27) 35.1%

## SECTION FIVE - GENERAL

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

Of the 135 responses:

YES	NO
(62) 45.9%	(73) 54.1%

### 2. Comments regarding service standards documents:

- Looks concise
- Just (to) make it clear that help is available to fill in forms is needed. Also improve on the e-mail enquiries reply to a lot less than the stated 28 days.

### 3. Are you aware of the compliments and complaints procedure?

Of the 137 responses:

YES	NO
(55) 40.1%	(82) 59.9%

### 4. Have you ever needed to make a complaint?

Of the 145 responses:

YES	NO
(2) 1.4%	(143) 98.6%

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

**5. Comments:** *NO COMMENTS MADE*

## SECTION SIX – COMMUNITY LINKS

### Do you consider that Electoral Services is fully supporting the Council's Corporate Strategy in the service it provides by being a "well managed Council"? (aim 5)

Of the 114 responses:

YES	NO
(110) 96.5%	(4) 3.5%

**Phil Hardy, Electoral & Concessionary Services Manager**

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