

Summary

EXIT POLL

- **Percentage of Customers satisfied with the service = 100%**

This is an excellent result.

All respondents were 'Satisfied' with the service they received, with 90% being 'Very Satisfied'.

Of particular note was the satisfaction level with the 'waiting time to be seen': 93% said they were 'Very Satisfied'. The remaining 7% were satisfied.

The only negative comment came from 1 interviewee, who was unhappy with the 'friendliness and politeness' of staff. 83% said they were 'very satisfied' and the remaining 14% 'satisfied'.

The weakest area was the lack of awareness concerning the extended opening hours of the 'Solution Contact Centre'. When asked if they knew the centre was open on Tuesday evenings and Saturday mornings, only 12% said 'Yes', whilst 88% said 'No'.

Despite this lack of knowledge concerning extended opening hours, the over-riding impression is of a very satisfied customer base from those who visit in person.

As regards the gender and age breakdown, the statistics show a fairly even spread of respondents throughout the age ranges – 44% were male and 56% were female.

30% of respondents were over 55

There were a higher proportion of female respondents in all age ranges, except those under 25.

Customer Satisfaction Survey EXIT POLL QUESTIONNAIRE RESULTS

QUESTION	Answer	Result
Overall, how satisfied were you with the service you received from your visit?	Very Satisfied Satisfied	90% 10%
Was this your first contact with the Council in relation to your enquiry today?	Yes No	70% 30%
Was your enquiry dealt with at this visit?	Yes Fully Yes Partly No	82% 8% 8%
Do you feel the Council provided you with the information & advice you needed?	Yes Fully Yes Partly N/A	70% 9% 21%
How easy was it to access the service you required?	Very Easy Easy	90% 10%
How satisfied were you with the waiting time to be seen?	Very Satisfied Satisfied	93% 7%
How satisfied were you with the friendliness & politeness of staff you spoke to?	Very Satisfied Satisfied Not satisfied	83% 14% 3%
How satisfied were you with the helpfulness & knowledge of staff you spoke to?	Very Satisfied Satisfied N/A	70% 18% 12%
How satisfied were you with the facilities & décor in the reception area?	Very Satisfied Satisfied	68% 32%
Are you aware the Council's 'Solution Contact Centre' opens late on Tuesday evening and a Saturday morning?	Yes No	12% 88%

MYSTERY SHOPPING VISIT - Comments

The overall result of 100% was excellent.

Overall quality of service was felt to be outstanding. Reception staff were polite, welcoming and dealt with the enquiry fully at first point of contact.

A pleasant verbal welcome was given and good accompanying eye contact made.

The reception area was neat and tidy.

Customer Satisfaction Survey MYSTERY SHOPPING VISIT

Location: Main Reception, Codsall

Visit Date: 17/09/07

Score: 52/52

Rating: 100%

Entrance Area:

Were the opening times clearly displayed Yes

How clean was the Entrance Area? 4/4

How clear was the Entrance Signing? 4/4

Was there equal access for wheelchairs? Yes

Reception Area:

Seating & General Area:

How would you rate the quality of seating? 4/4

Were there seats available when you visited? Yes

How many seats were there in the reception area? several

How clean and tidy was the waiting area? 4/4

Were there bins to dispose of rubbish? Yes (in the café area)

How would you rate facilities for children? 4/4 (nice corner area with books)

Queuing:

How many people were queuing? 0

What was the waiting time to be seen? 0 minutes

Location: Main Reception, Codsall

Visit Date: 17/09/07

Toilets:

Were toilets clearly marked?	No
Was there disabled access to toilets? disabled toilets	Difficult for a wheelchair – no
How would you rate their cleanliness?	4/4

Staff:

Number of staff visibly on duty desk)	4	(including reception
Were they dressed in uniform	Yes	
Were staff wearing a name badge?	Yes	
Could the names be clearly read?	Yes	
How smart was the staff appearance?	4/4	
Rate the quality of greeting	4/4	(verbal & visual)
Rate the knowledge and clarity of staff.	4/4	
Rate the friendliness and manner of staff.	4/4	
Rate staff responsiveness to other visitors.	4/4	
Was the enquiry dealt with at First Point of Contact?	Yes	

Notice Board Area & Leaflets:

How wide ranging was the leaflet display	4/4
How tidy were the displays?	4/4
Did information appear to be accurate and up to date?	Yes

Overall Comments (Including: atmosphere, cleanliness, visual impact, staff)

An excellent visit. The reception was quiet, but everything was in order and the enquiry dealt with fully. More people followed me, but everyone seemed to be dealt with efficiently.