

**THE GENESIS  
CUSTOMER SATISFACTION SURVEY  
REPORT**

**South Staffordshire District  
Council**

**December 2007**

**Produced By:**

**Genesis Communications  
Leighton Buzzard Bedfordshire**

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## Methodology

### Timing

The telephone calls were carried out by Genesis in June and July 2007. The remaining mystery shopping research was carried out during September 2007.

### Objectives

- To assess customer satisfaction at the main reception point of contact
- To assess quality of email responses to customer enquiries
- To 'mystery shop' the Council reception area

### Approach & Scope

Customer satisfaction results were obtained by conducting a half-day exit poll survey at the main reception. In total there were 36 respondents obtained through this.

To assess 'quality of email response', a total of 18 emails were sent as a 'mystery shopper' exercise during November.

One mystery shopping visit was made to the main Council office in Codsall on 17<sup>th</sup> September 2007.

The exit poll survey was also carried out on 17<sup>th</sup> September 2007.

200 telephone calls were made.

### Assessment Criteria

There were no overall email performance targets set, though email responses were marked out of a total of 24 points. Please see Appendix A for scoring details.

There was no marking of the exit poll survey, but respondent 'satisfaction' levels were noted.

Elements of the mystery shopper visit were marked out of 4 points. A total percentage rating was then calculated for the visit.

## SUMMARY OF RESULTS

	Score	Rating
Email:	88%	Good
Mystery Shopping Visit:	100%	Excellent
Exit Poll Customer Satisfaction Score:	100%	Excellent
Telephone Calls:	66%	Weak

## GENERAL CONCLUSIONS

- The 'exit poll' survey shows the level of customer satisfaction to be high. Only one negative comment was received.
- The key from the 'exit poll' was the public lack of knowledge concerning the extended opening times for Saturday morning and Tuesday evening.
- The mystery shopper visit showed the main reception to provide an excellent environment and service.
- The email mystery shopper survey showed very good results. The overall standard was very consistent.

The main areas to address would be:

1. Making the public aware of the extended opening times
2. Ensuring all emails are checked for spelling, punctuation and ensuring all relevant contact information is left. Also, try to engage the reader by 'thanking them' for their email/enquiry.
3. Telephone calls remain the weakest area. Key problems were:
  - Failure of 22% of calls to be answered in person
  - 36% of Announcements were graded as 'Average, with many of these omitting a greeting such as 'Good Morning/Afternoon'



## Individual Email Results

Email Number	Addressed To	Subject	Response Time (Days)	Points Score /24	Score	Rating
1	Licensing	License	1	19	79%	Average
2	Benefits	Eligible for benefits	1	23	96%	Excellent
4	FreedomofInformation	Policy making	2	21	87.5%	Good
5	Env.Commercial	Opening café	1	23	96%	Excellent
6	Leisure	Leisurecard	1	16	67%	Poor
7	Developmentplans	Affordable housing	1	22	92%	Excellent
8	Concessionarytravel	Bus pass	1	22	92%	Excellent
9	Elections	Local elections	1	23	96%	Excellent
10	Licensing	License	1	17	71%	Average
11	Info	Local councillors	1	23	96%	Excellent
12	DCNorth	Extension	1	24	100%	Excellent
13	DCSouth	Building work	2	23	96%	Excellent
14	Engineers	Car parks	1	23	96%	Excellent
15	Taxation	Council tax	1	20	83%	Good
16	Archland	Grass cutting	1	20	83%	Good
17	Envgeneral	Noise	1	21	87.5%	Good
18	DCNorth	Flats	1	21	87.5%	Good
19	DCSouth	Phone mast	1	21	87.5%	Good

Average Score per email was 88% (rating = Good)

## EMAIL SUMMARY

All emails were assessed out of 24 points. Please see Appendix A for a full breakdown.

The overall average of 88% is a high 'Good' rating.

### *Key Positive Elements:*

- Of the 18 email responses, all were within 2 working days. This is excellent.
- The general standard of the 18 responses was high, with good levels of grammar and very good levels of spelling and punctuation.
- Signing off was also strong, with names and, in most cases, relevant contact details given.

### *Areas to Look At:*

On a general note, many email responses omitted a courteous 'thank you for your enquiry' or similar phrasing.

The overall impression was very good. No emails were unreturned, which is a significant improvement on 2006. In addition, the overall standard was very consistent.

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

Total Number of Respondents = 36

## Customer Satisfaction Survey

### EXIT POLL QUESTIONNAIRE RESULTS

AGE	Range	Number	Percentage
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AGE RANGE:	Up to 25	5	14%
	26 – 35	1	3%
	36 - 45	4	11%
	46 - 55	8	22%
	56 - 65	10	28%
	Over 65	8	22%

AGE RANGE DIVIDED BY GENDER:						
	<i>Up to 25</i>	<i>26-35</i>	<i>36-45</i>	<i>46-55</i>	<i>55-65</i>	<i>Over 65</i>
MALE	9%	0%	5%	10%	12%	8%
FEMALE	5%	3%	6%	12%	16%	14%

Total Number of Respondents = 36

**Customer Satisfaction Survey**  
**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?	Difficult for a wheelchair – no disabled toilets
How would you rate their cleanliness?	4/4

**Staff:**

Number of staff visibly on duty	4	(including reception desk)
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.

# DETAILED STATISTICS

## South Staffordshire District Council

**OVERALL COUNCIL STATISTICS**

**June - July 2007**

**Overall Rating: 66%**

**RESPONSE TIME**

Number of calls answered in:	0-15seconds	139	
	16-20	10	
Answered Calls: 157	21-25	0	
79%	26-30	0	
	31+	8	
Average Response Time(seconds)		14	
Longest Response Time(seconds)		278	
Failed Calls: 43	No Reply:	22	
22%	Voice Mail:	18	
	Engaged:	3	
	Other:	0	
<b>TOTAL RESPONSE TIME SCORE:</b>		<b>480 / 628</b>	<b>76%</b>

**ANNOUNCEMENT**

Good/Ex.: 36%	Content:	497 / 628	
Average: 43%			
Poor: 21%	Clarity:	273 / 628	
<b>TOTAL ANNOUNCEMENT SCORE:</b>		<b>769 / 1256</b>	<b>61%</b>

**HANDLING SKILLS**

Good/Ex.: 53%	Content:	511 / 628	
Average: 36%			
Poor: 11%	Clarity:	314 / 628	
<b>TOTAL HANDLING SKILLS SCORE:</b>		<b>825 / 1256</b>	<b>66%</b>

## Overall Conclusions

The overall result of 66% is an increase from the last report. There are clear strengths with the service:

- The speed of answer is excellent with 139 out of 157 calls being answered within 15 seconds or less.
- There were some very good calls, where the caller was greeted well and helpful information was given in a polite manner.
- The score for both the announcement and the handling have improved since the last period of monitoring.

Despite this there are some weaknesses:

### Response

- 22% of the calls were 'failed' calls, 18 calls received a voicemail message, some of the messages were specific but in others the caller heard a general message with no details given of the extension users name or department. It would be helpful if this information were given. The main concern is the number of 'no replies.' The line disconnected on a number of calls after the caller had waited sometime. This can be very frustrating for the caller. This was limited to a couple of departments.

### Announcement

- Only 36% of the announcements were graded as 'Good' with 43% being graded as 'average' and 21% being graded as 'poor.' One of the reasons for this was the lack of 'Good morning/Good afternoon' before the department name.
- Although some departments used a standard greeting, the score in this area could be improved dramatically if a standard was adhered to. The suggestion would be:

**'Good morning/Good afternoon + dept name [ or own name or both ].**

- In some calls the greeting was reversed and in others 'hello' was used. The caller needs time to focus on the pitch and pace of a voice; the 'good morning/good afternoon' provides the 'verbal handshake' and, if inflected correctly, can help lift the voice to project a bright and welcoming 'feel' to the voice.

- It is not just the words used but also the delivery that is important. Some greetings were hurried and others were a touch unclear. This can affect the enunciation and therefore the clarity of the voice. Handling of the equipment was noisy at times. Some of the responses were also a touch faint, projection is important.

## **Handling**

- In the handling the number of calls graded as 'Good' was 53%, with 36% being graded as 'Average' and 11% being graded as 'Poor'.
- In a number of calls the information requested was given in a polite and clear manner and at times additional information was offered without prompting.
- Some extension users sounded hesitant, they should try to sound positive in the delivery of the information. If the extension user is unsure then the information should be checked. If this is necessary then the call should be put 'on hold' to avoid conversations being heard.
- Some responses were a touch faint, it is important to project the voice so the caller does not have to strain to hear the response. Pace was a particular issue on some calls where the response was so hurried that the words were not entirely clear.
- The handling of the equipment was noisy on some calls; this can be distracting for the caller.
- More energy and lift to the voice is needed at times.

# Appendix A

## Marking Scheme for Emails

### Assessment Criteria

A maximum of **24 points** were awarded for each email. An overall percentage score is then calculated for each email and an overall percentage rating for all the emails then worked out.

The 24 points are divided as follows:

<b>Response Time:</b>	4 points if answered within 2 working days
	3 points if answered within 3 working days
	2 points if answered within 4 working day
	1 point if answered within 5 working days
	0 points if answered within 6 working days

If, after 5 working days, the response includes an apology for the delay in writing back, then 1 point will be given.

<b>Salutation:</b>	2 points
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We were looking for a polite opening phrase which addresses the sender, e.g. Dear ....  
The salutation should be appropriate for the original sender.

<b>Context:</b>	3 points
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Ideally the customer's original email should be used as the template for the reply. We would also look for verbal context – e.g. 'thank you for your enquiry [regarding ....]'

<b>Grammar:</b>	6 points
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Quality of English. Information should be packed, not phrased abruptly. Phrasing and sentences should be logical and flow, not disjointed. Jargon should be avoided, or explained if used. The tone and manner of the phrasing should be positive and engaging.

<b>Spelling &amp; Punctuation:</b>	5 points
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Spelling and punctuation should be accurate.

<b>Signature:</b>	4 points
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Emails should be closed with a polite closing phrase, followed by identifying information: full name, job title, contact telephone number, email address, Council/department name.

# **Appendix B**

## **A List of Individual Emails**