

**THE GENESIS
CUSTOMER SATISFACTION SURVEY
REPORT**

**South Staffordshire District
Council**

November 2006

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Methodology

Timing

The research was carried out by Genesis during November 2006. The last email was sent on the 20th November.

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 34 respondents obtained through this.

To assess 'quality of email response', a total of 29 emails were sent as a 'mystery shopper' exercise during November.

One mystery shopping visit was made to the main Council office in Codsall on 2nd November.

The exit poll survey was also carried out on November 2nd.

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:	78.5%	Average
Mystery Shopping Visit:	96%	Excellent
Exit Poll Customer Satisfaction Score:	100%	Excellent

GENERAL CONCLUSIONS

- The 'exit poll' survey shows the level of customer satisfaction to be high. There was not one negative comment from the public.
- 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.
- The main issue related to advertised opening times. The Library entrance had no mention of the extended opening times for Saturday and Tuesday. This would tie in with the public lack of knowledge concerning this matter.
- The email mystery shopper survey highlighted mixed results. The overall standard was a high 'average' rating, borderline 'good'. The standard was generally high, though let down badly by a small number of very poor quality responses.
- The main concern with the email mystery shopper results was that 31% of emails sent had not received a reply after 10-15 working days. This was disappointing. If repeated on a larger scale it would be worrying, as it is indicating that nearly one third of emails sent to the Council are not responded to. It does not send out a very positive message.

The main areas to address would be:

1. Advertising extended opening times.
2. Making the public aware of the extended opening times
3. Ensuring all emails are responded to within a reasonable time frame.

Individual Email Results

Email Number	Addressed To	Response Time (Days)	Points Score /24	Score	Rating
1	Leisure	1	21	87.5%	Good
2	Concessionary Travel	1	17	71%	Average
3	Env.commercial	1	15.5	65%	Poor
4	Info	1	19	79%	Average
5	Legal & Lic	1	16	67%	Poor
6	Finance	1	16	67%	Poor
7	Elections	1	23	96%	Excellent
8	Refuse	1	19	79%	Average
9	Env.commercial	1	18.5	77%	Average
10	Elections	1	19	79%	Average
11	Env.general	1	22	92%	Excellent
12	Engineers	3	18	75%	Average
13	Recycling	2	22	92%	Excellent
14	Env.commercial	2	21	87.5%	Good
15	Planning	1	17.5	73%	Average
16	Env.general	1	22	92%	Excellent
17	Archland	1	19	79%	Average
18a	Env.general	1	12	50%	Poor
18b		1	23	96%	Excellent
19a	Grants	1	22	91%	Excellent
19b		1	10	42%	Poor
20	Taxation	1	22	92%	Excellent

EMAIL SUMMARY

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

The overall rating of 78.5% is a high 'Average' rating, borderline 'Good'.

Key Positive Elements:

- Of the 22 email responses, all but 1 was within 2 working days. This is excellent.
- The general standard of the 22 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:

- As of December 4th, 2006, 9 emails had not been responded to. This equates to 31%, or nearly one third, of emails sent. It is a poor result and lets down the otherwise generally high quality of service provided in the 20 emails that were responded to.
- The 'Poor' responses should be addressed. They accounted for 25% of response. With these, very often phrasing and grammar was poor, sentence structure short, giving a slightly abrupt tone, spelling and punctuation was weak and the email response not placed in clear context. They affected the overall score severely.
- The 'Salutation' category was the weakest, with a number of emails not properly introduced with a 'Dear xxxxx'.
- The 'Context' category also proved weak, with a number of email responses not using the original email as the reply template. Many did not thank the sender for their enquiry.

The overall impression is mixed. Yes, the quality of responses was generally high – an average score of around 78% per email testifies to this. However, with 25% of responses rated as 'poor' and with nearly one third of emails not responded to after 10-15 working days, the overall quality of service provided through this Access Channel could be said to be 'weak'. In addition, care needs to be taken when introducing emails and placing responses into context.

EMAIL NO REPLY SUMMARY

The following emails have not received a reply:

Email reference number	Email Address*	Date Sent
21	benefits	17 th November
22	benefits	15 th November
23	dcapps	15 th November
24	finance	17 th November
25	personnel	17 th November
26	leisure	18 th November
27	econdev	18 th November
28	tourism	18 th November
29	tourism	20 th November

* All email addresses end: @sstaffs.gov.uk

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 85% being 'Very Satisfied'.

Of particular note was the satisfaction level with the 'waiting time to be seen': 91% said they were 'Very 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 18% said 'Yes', whilst 82% 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. However, whilst 21% of respondents were 25 and under, only 18% of respondents were aged between 26 and 45.

42% of respondents were over 55

There were a higher proportion of female respondents in the higher age ranges.

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	85% 15%
Was this your first contact with the Council in relation to your enquiry today?	Yes No	71% 29%
Was your enquiry dealt with at this visit?	Yes Fully Yes Partly No	85% 9% 6%
Do you feel the Council provided you with the information & advice you needed?	Yes Fully Yes Partly N/A	68% 9% 23%
How easy was it to access the service you required?	Very Easy Easy	85% 15%
How satisfied were you with the waiting time to be seen?	Very Satisfied Satisfied	91% 9%
How satisfied were you with the friendliness & politeness of staff you spoke to?	Very Satisfied Satisfied	82% 18%
How satisfied were you with the helpfulness & knowledge of staff you spoke to?	Very Satisfied Satisfied N/A	74% 18% 8%
How satisfied were you with the facilities & décor in the reception area?	Very Satisfied Satisfied	65% 35%
Are you aware the Council's 'Solution Contact Centre' opens late on Tuesday evening and a Saturday morning?	Yes No	18% 82%

Total Number of Respondents = 34

Customer Satisfaction Survey EXIT POLL QUESTIONNAIRE RESULTS

AGE	Range	Number	Percentage
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AGE RANGE:	Range	Number	Percentage
	Up to 25	7	21%
	26 – 35	1	3%
	36 - 45	5	15%
	46 - 55	7	21%
	56 - 65	6	18%
	Over 65	8	24%

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	15%	3%	6%	9%	6%	9%
FEMALE	6%	0%	9%	12%	12%	15%

Total Number of Respondents = 34

Customer Satisfaction Survey MYSTERY SHOPPING VISIT - Comments

The overall result of 96% was excellent.

The only area that let the visit down was the quality of information given to the mystery shopper. The receptionist had problems locating Bed & Breakfast information and it turned out to be slightly out of date.

The mystery shopper also noted that the extended opening times for Saturday morning and Tuesday evening were not listed in the Library entrance.

Overall the mystery shopper reported excellent levels of cleanliness and also praised the children's corner.

Staff were very polite, engaging the mystery shopper both with a positive verbal welcome and good accompanying eye contact.

Customer Satisfaction Survey MYSTERY SHOPPING VISIT

Location: Main Reception, Codsall

Visit Date: 2/11/06

Score: 50/52

Rating: 96%

Entrance Area:

Were the opening times clearly displayed	Yes	*(see general comments)
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: 2/11/06****Toilets:**

Were toilets clearly marked?	No	-	had to ask
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.	2/4	*(see general comments)
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)

Approached from the Library entrance, where there were no opening times for Saturday morning and Tuesday evening.

Member of staff struggled to get information about local Bed & Breakfast locations. When they did find something, it was out of date, being last years information.

Atmosphere very good. Good facilities for children. Clean and welcoming. Staff were responsive and friendly, establishing good eye contact.

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:

Response Time: 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.

Salutation: 2 points

We were looking for a polite opening phrase which addresses the sender, e.g. Dear
The salutation should be appropriate for the original sender.

Context: 3 points

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]'

Grammar: 6 points

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.

Spelling & Punctuation: 5 points

Spelling and punctuation should be accurate.

Signature: 4 points

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