

CUSTOMER SATISFACTION SURVEY RESULTS

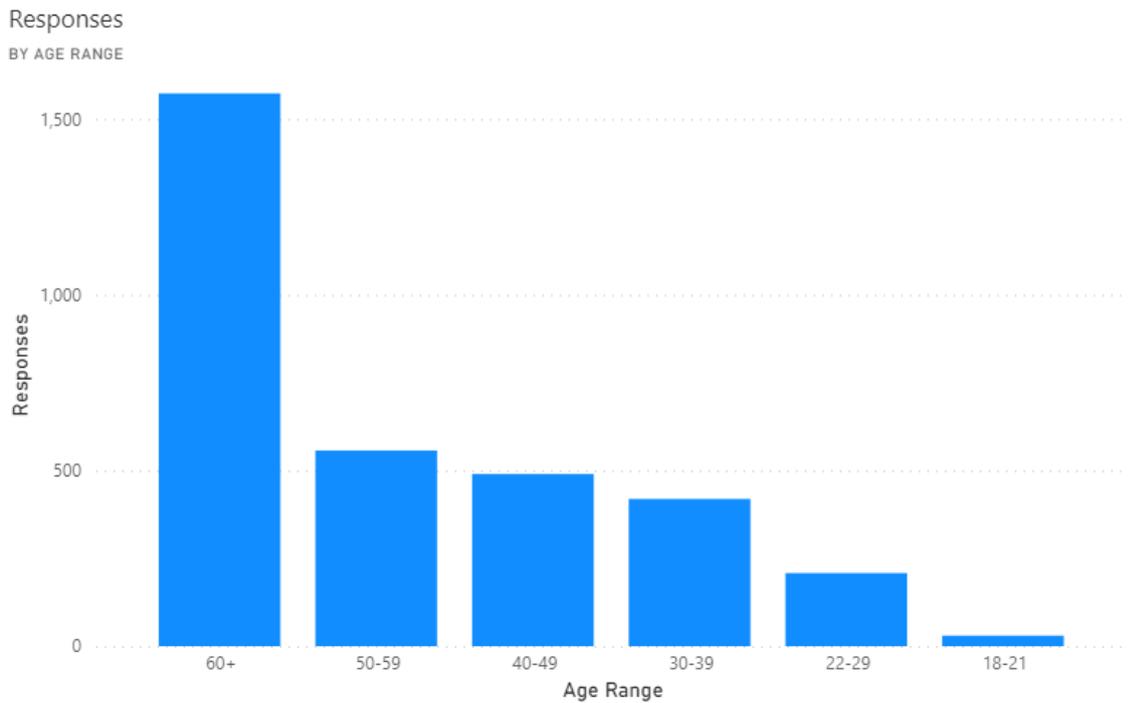
2020-21

- Total Responses to Survey – 3277
- 1573 respondents were 60 – equating to 48%
- 1704 were under 60 – equating 52%

(NB. Percentages quoted are rounded up).

Age of Respondents

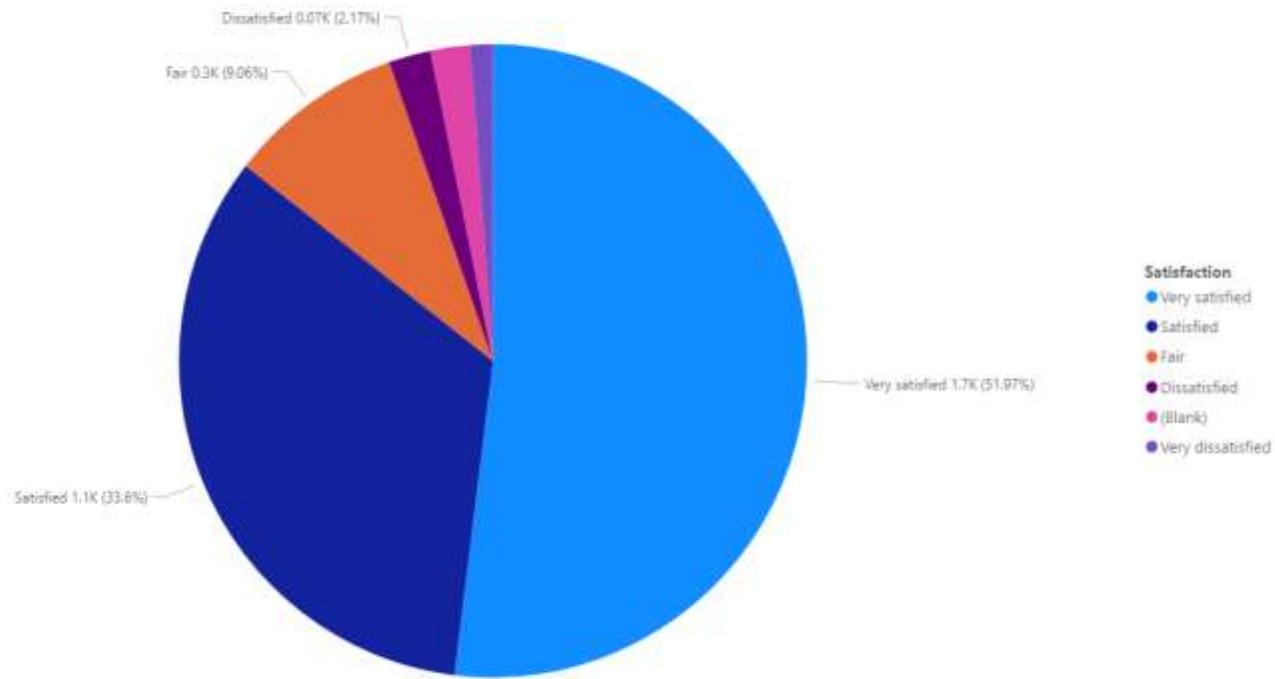
One of the purposes of asking the age range of the respondent was to identify access to digital and contact preference. Results will be detailed below.



Satisfaction

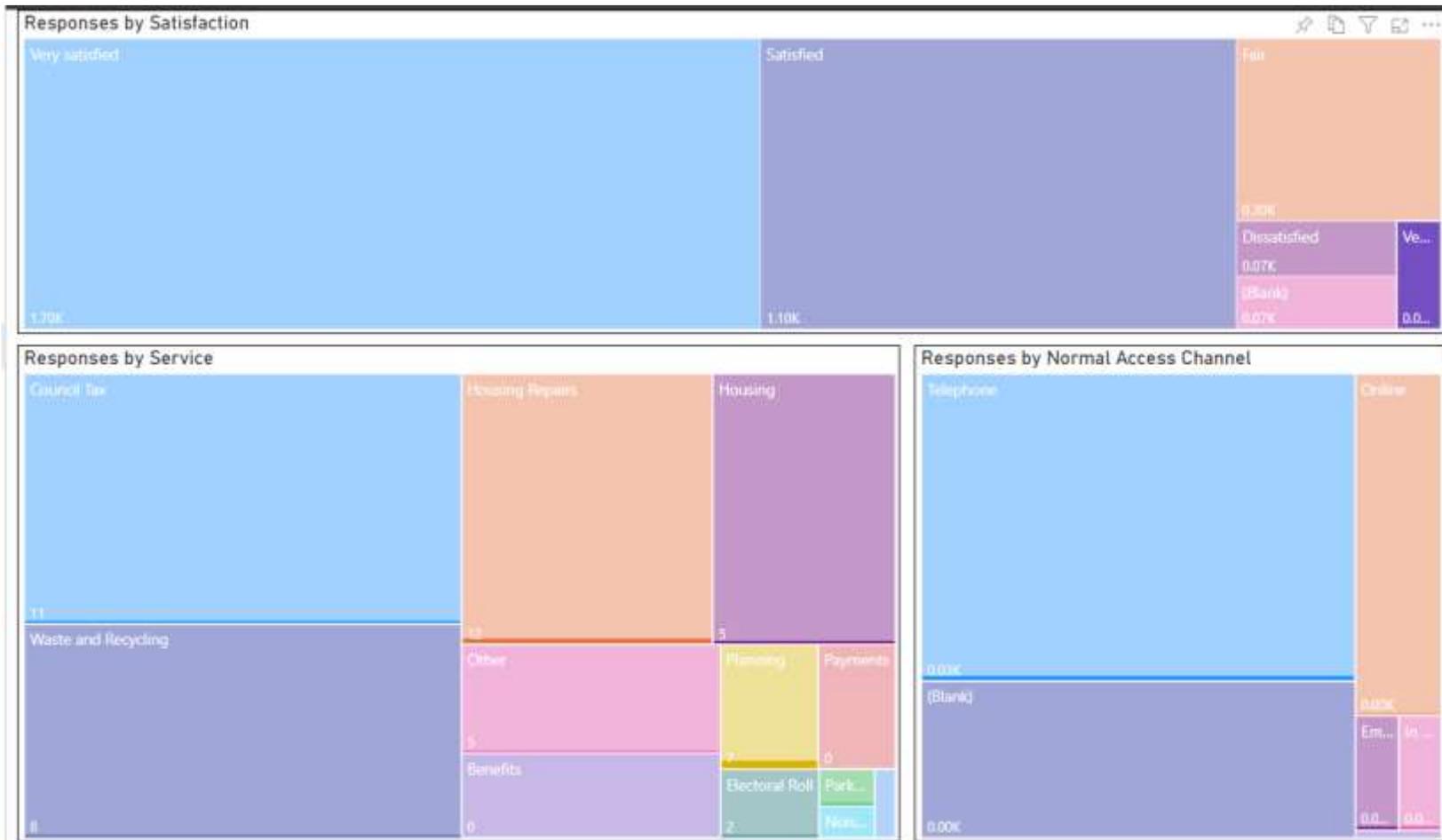
- Very Satisfied/Satisfied 86%
- Very Dissatisfied/Dissatisfied 3%
- Did not respond 2%

Respondent ID
BY SATISFACTION



Dissatisfaction with Services

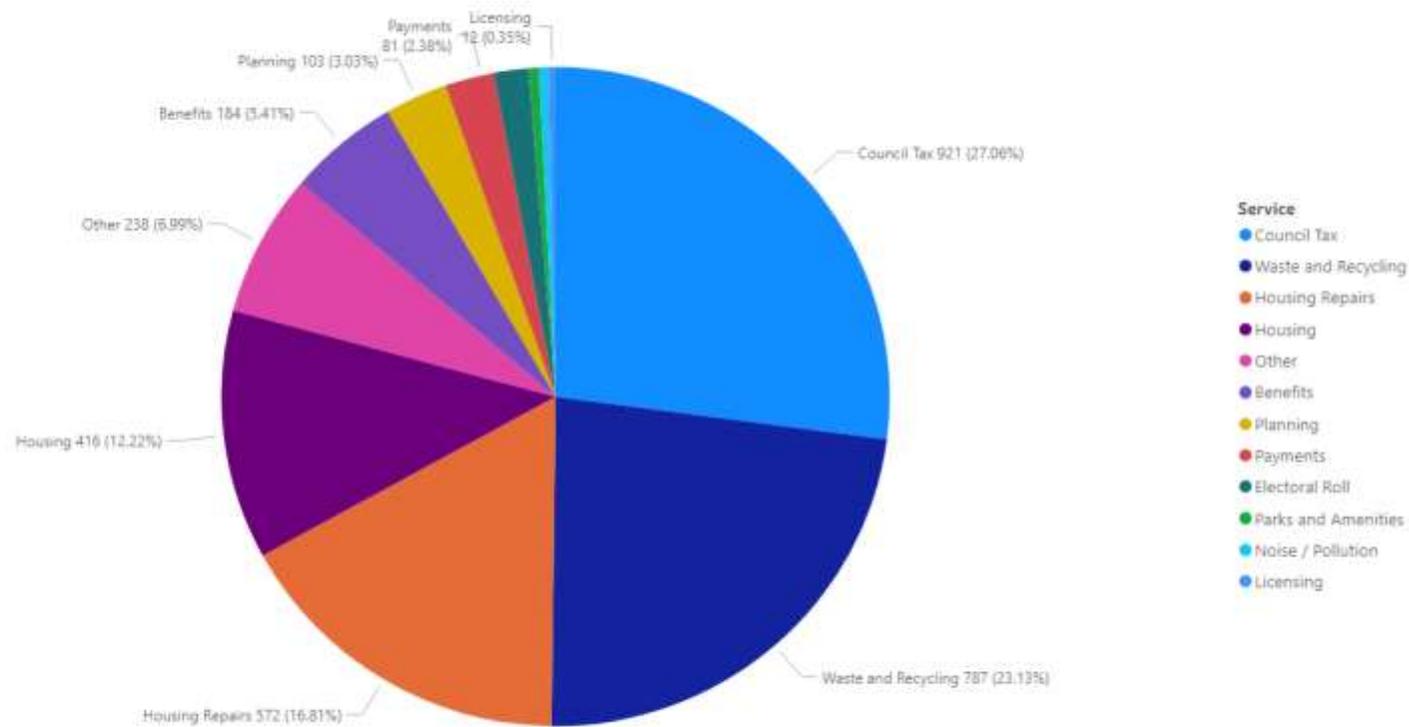
When asked about their dissatisfaction with their contact with the Council we captured the service information. You can hopefully see from the graph below that the levels of dissatisfaction are low and understand with which services. The below graph is filtered to show the Very Dissatisfied results. It is a little difficult to see, but the 'bright' areas are where the customer responded that they were not happy.



Service Contact

The graph below shows the services which the respondents were contacting us about. As always, the top contacts are for Council Tax, Waste/Recycling, Housing Repairs and Tenancy.

Count of RespondentID
BY SERVICE

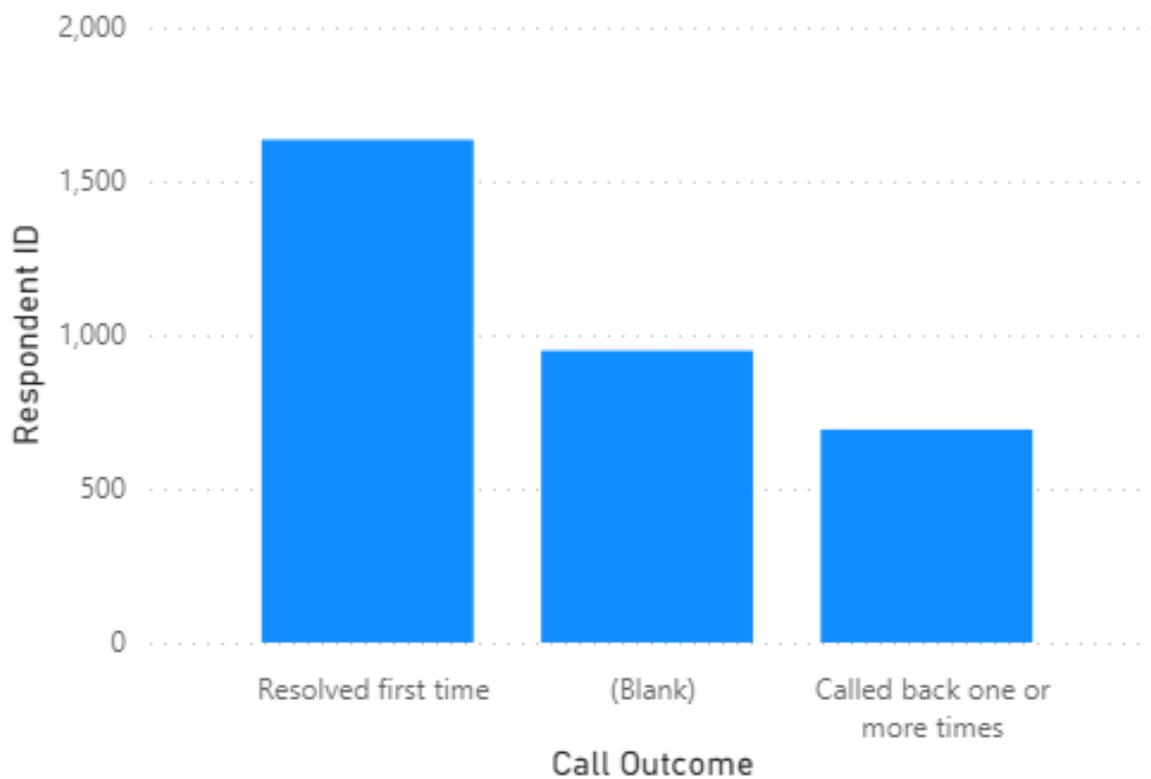


Resolved at first point of Contact/Avoidable Contact

When asked about their last/current contact with the Council, respondents reported that 50% of their calls were resolved at first point of contact. 29% did not respond to the question and 21% called back one or more times – There is more work to do to understand this. Unfortunately at this time we are unable to identify why issues/queries were not dealt with at first point of contact. Lockdown and home working with no notice will have had an impact on the figures, but due to system constraints we cannot report on this. As we review services and our system we will look to improve reporting so we can better understand the nature or reason for the additional calls.

Respondent ID

BY CALL OUTCOME

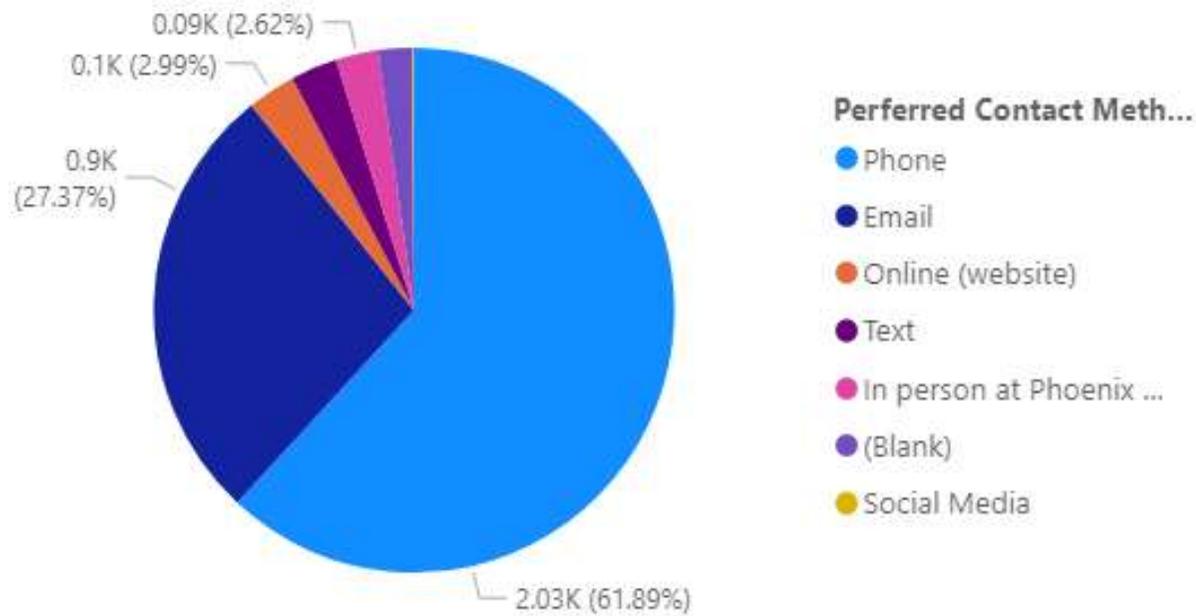


Preferred Contact Method

Customers were asked what was their preferred method of contact/transaction channel with the Council. Given Covid uncertainty and the majority of respondents were surveyed by telephone the numbers aren't a surprise.

Responses

BY PREFERRED CONTACT METHOD

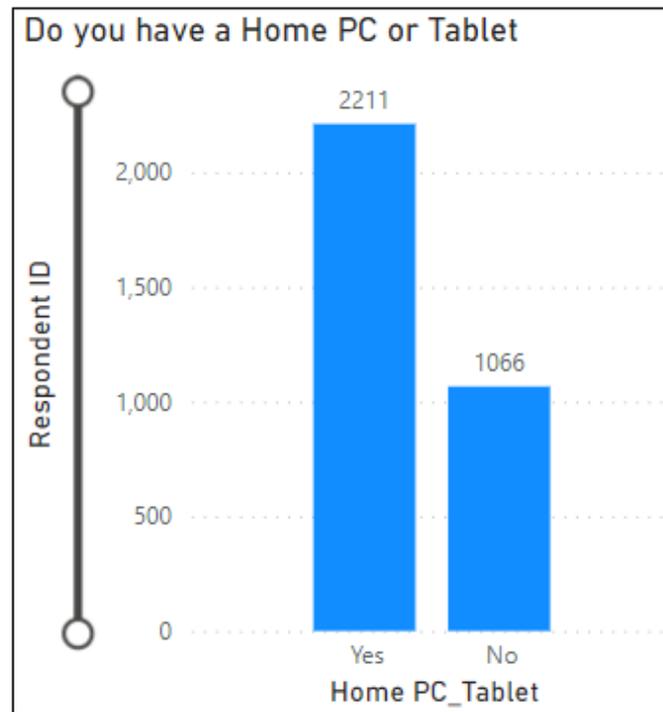
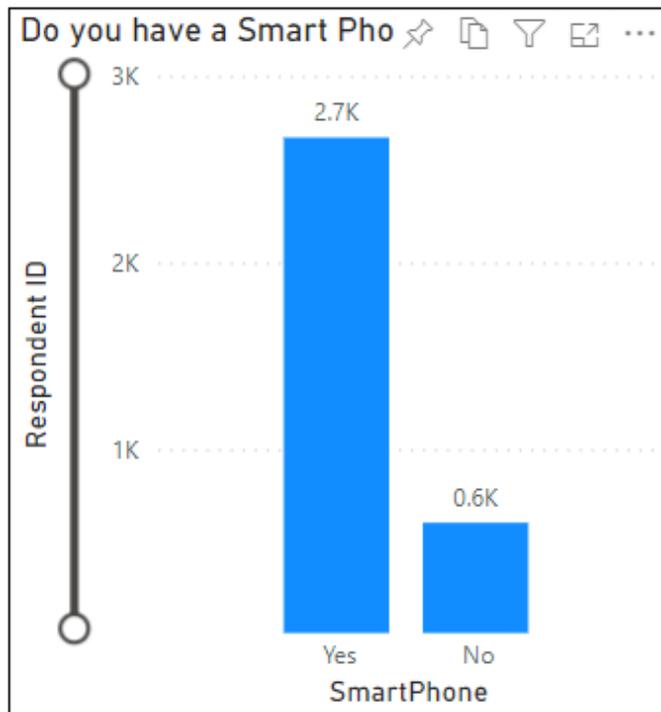


Access to Digital

Access to a Smartphone – Yes 81% - No 19%

Access to a PC/Tablet – Yes 67% - No 33%

We have also established via our website that our customers are shifting to iOS/Apple devices over Windows/Android in the last 12 months.



Willingness to sign up to a Customer Portal

MDDC are looking to change the system that Customer Services use and widen it out to the back office to try and improve the end-to-end customer experience. Part of that system is providing a customer portal that they can register on to log queries and service requests online and be able to look up information on the progress of their request. Below was the response on whether they were willing to do this.

Respondent ID

BY REGISTER FOR PORTAL

