

Epping Forest District Council

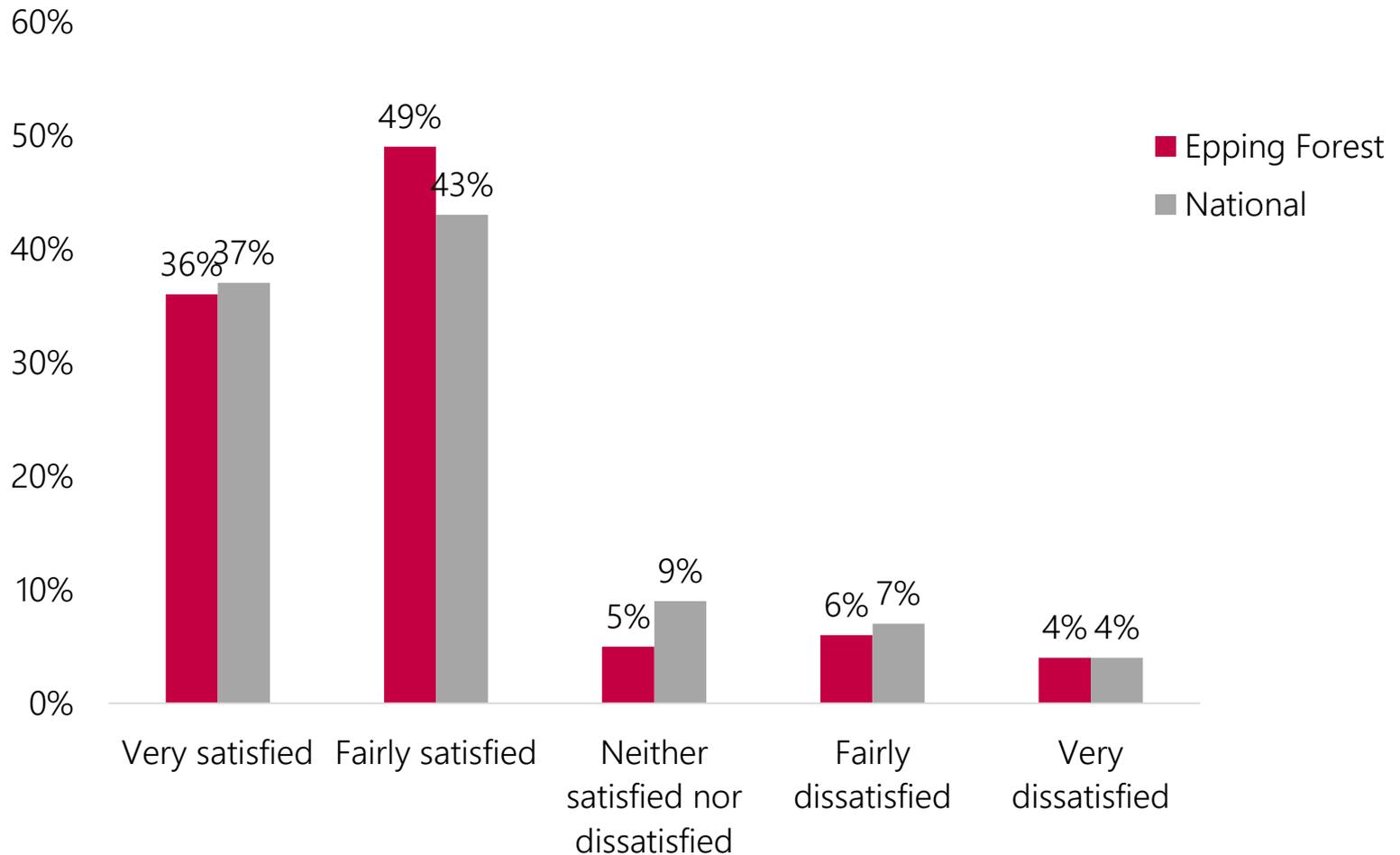
Customer Service Experience survey

Spring 2017

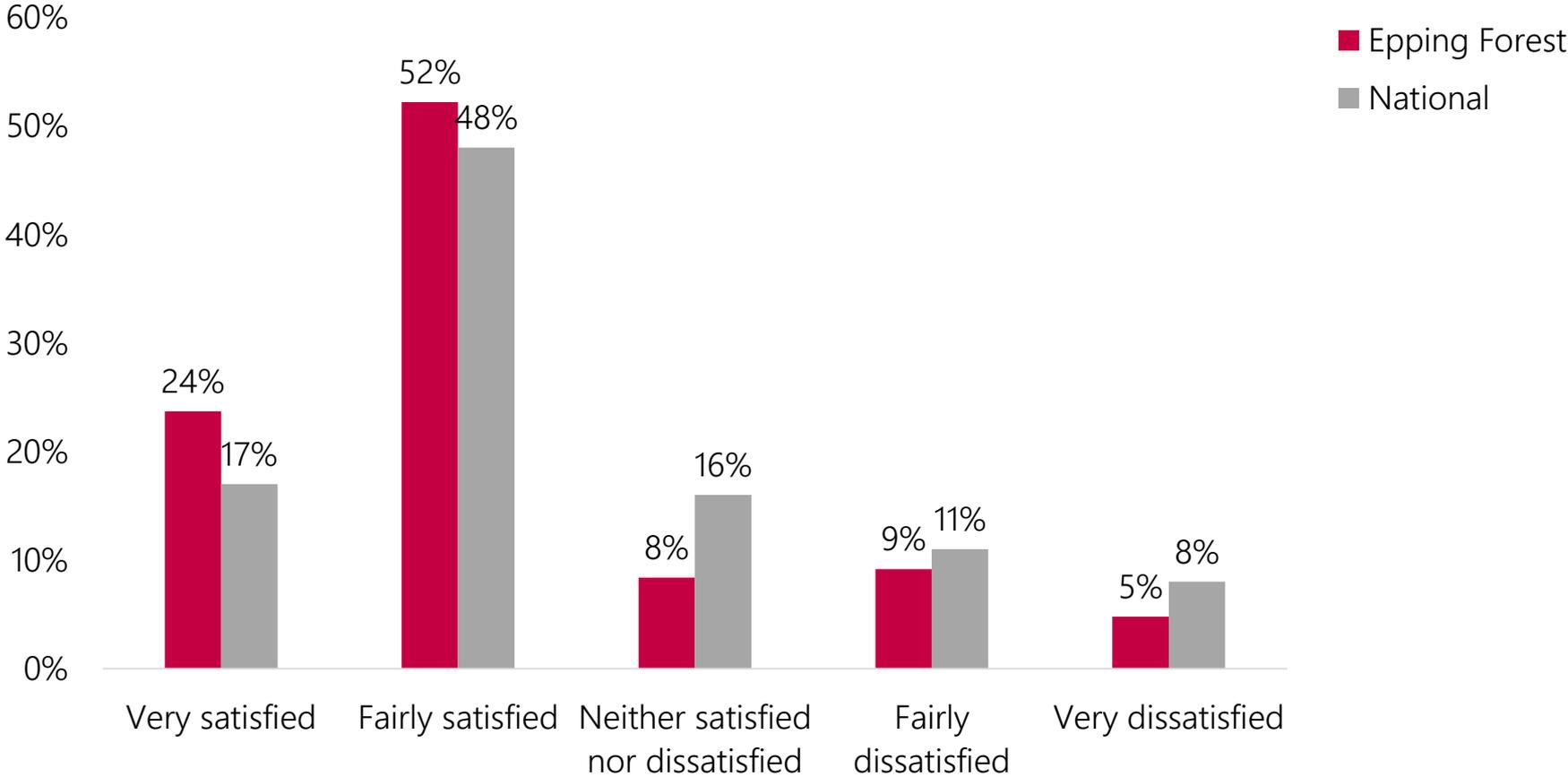
LG INFORM: MEASURING SATISFACTION

- Standard questions used by the LGA to benchmark performance
- On all four questions asked, EFDC scored higher than in the most recent national poll (February 2017)

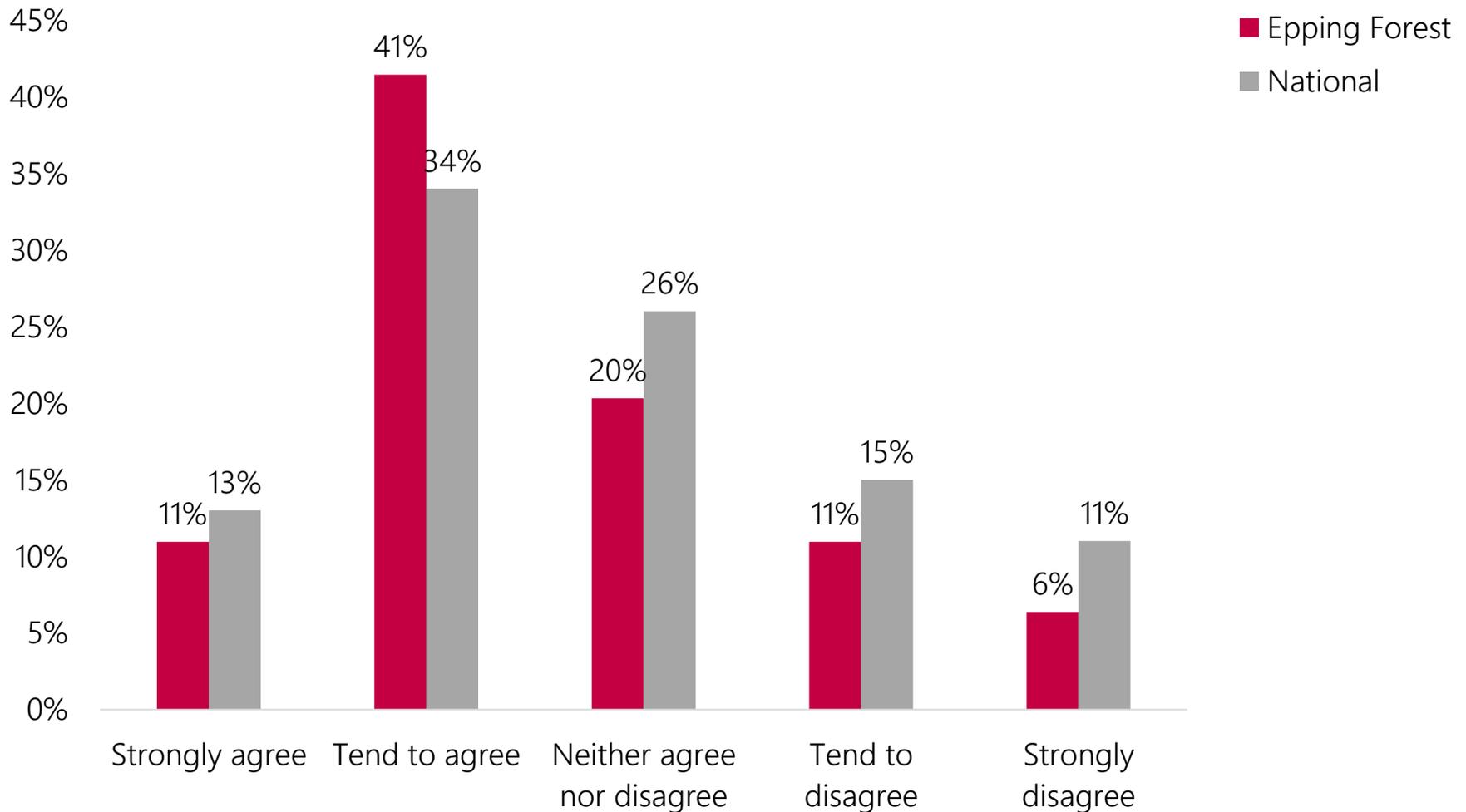
Satisfaction with local area



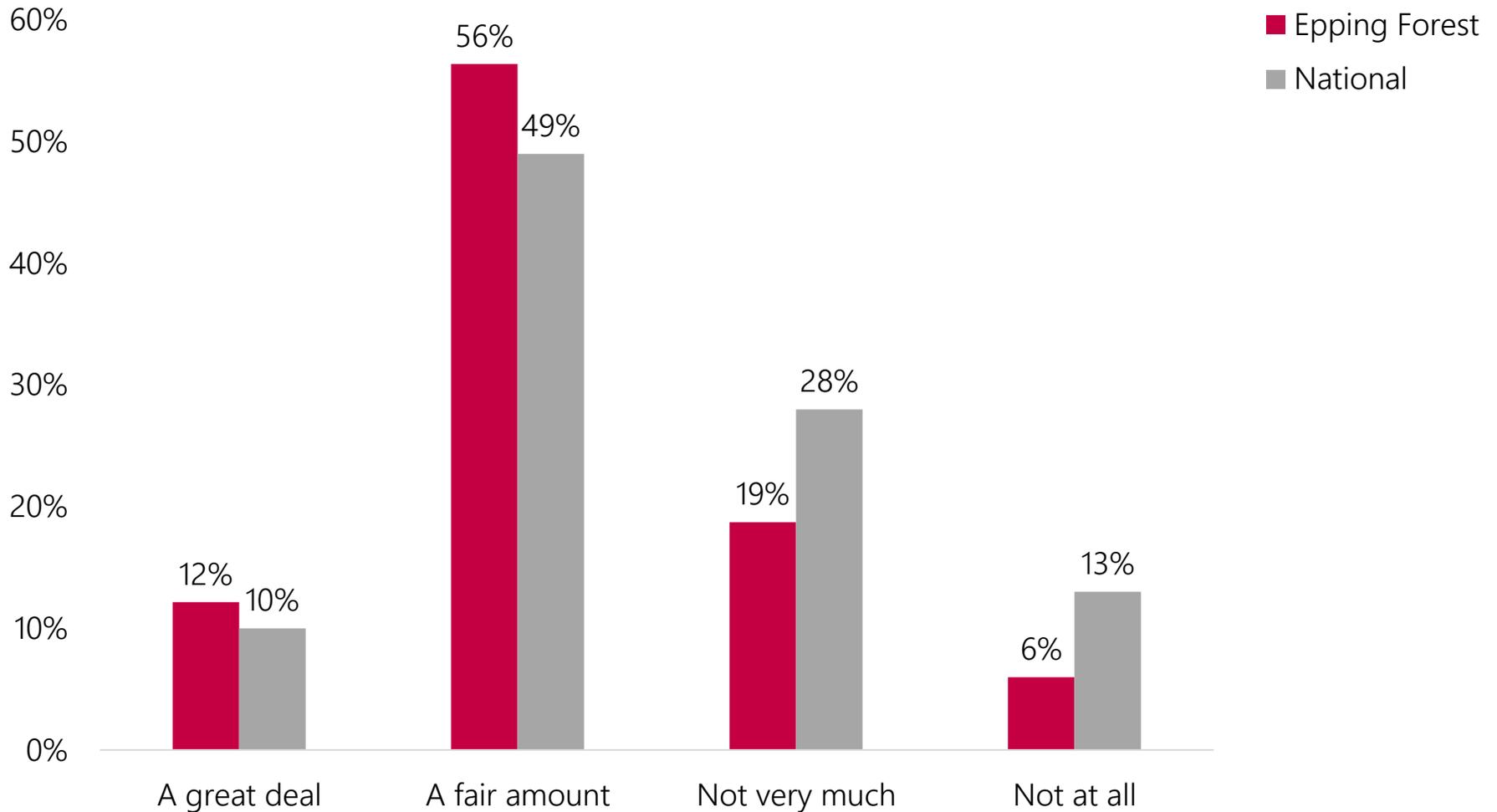
Satisfaction with the way the council runs things



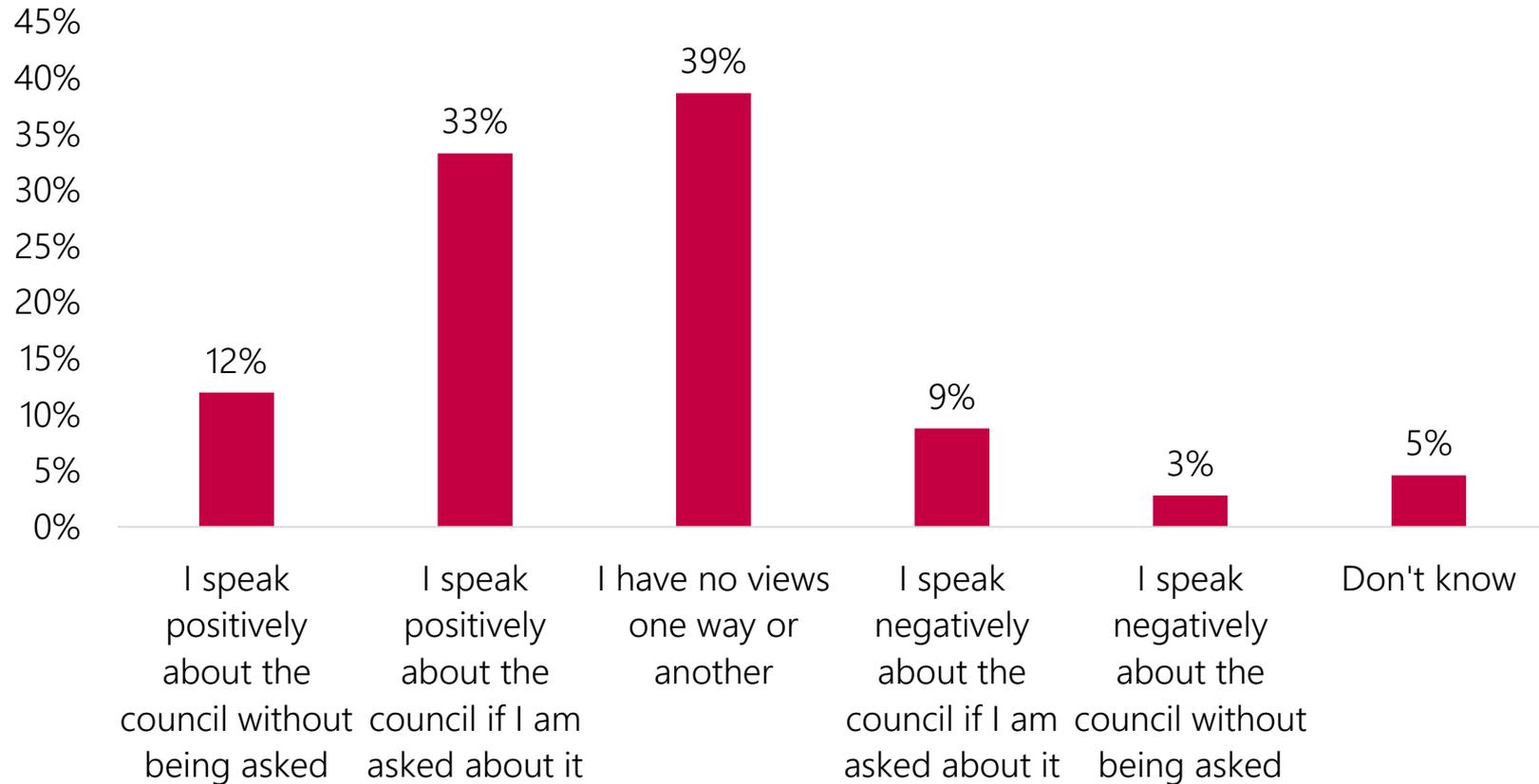
Agreement that the council provides value for money



Trust in the council

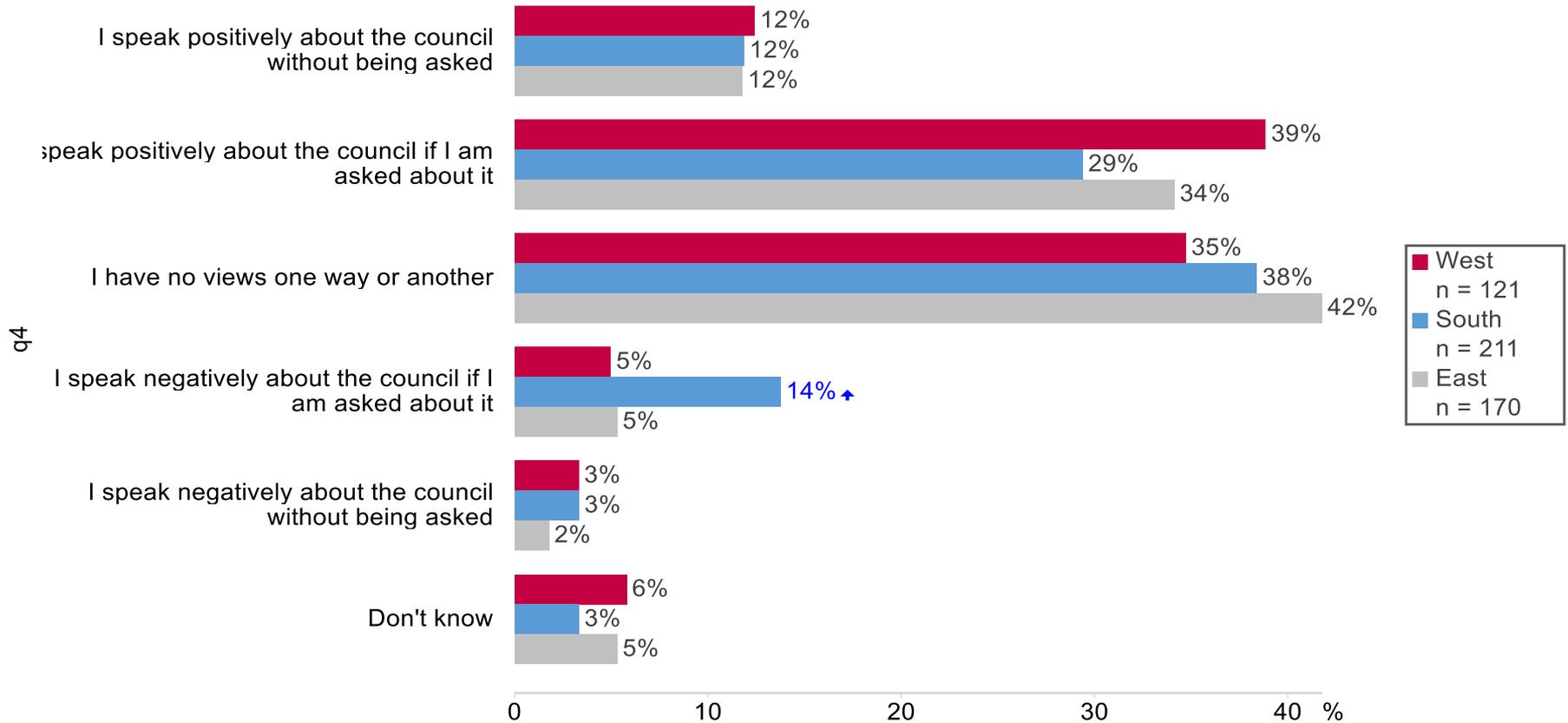


Advocacy for Epping Forest District Council



- Just under half of respondents (45%) speak positively about the council asked or unasked.
- 11% of respondents speak negatively about the council, of which 3% unasked.

Advocacy for Epping Forest District Council (by area)

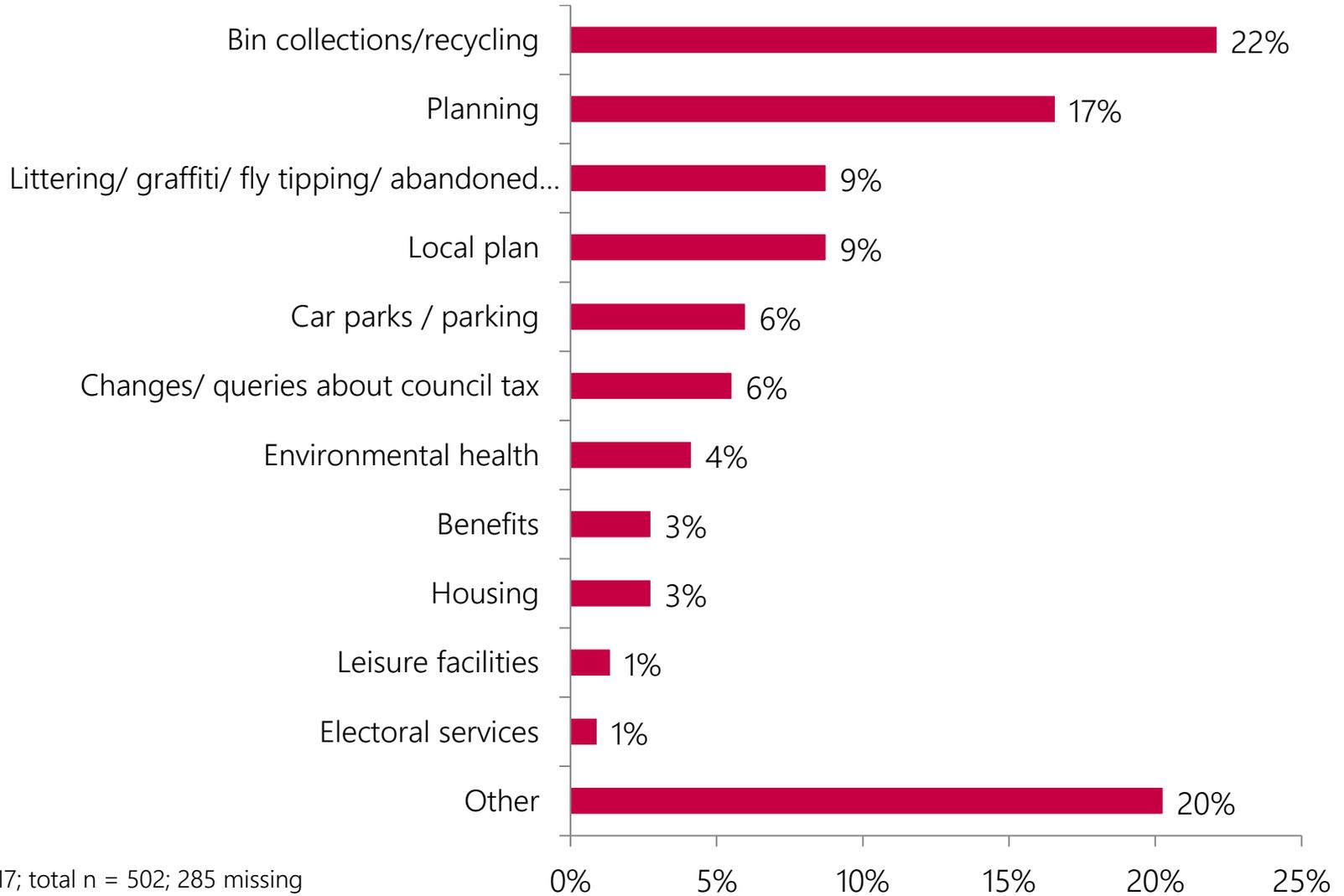


- Respondents from the West are slightly more likely to speak positively about the council if asked about it (39% compared to 34% in the East and 29% in the South)
- Respondents from the South are significantly more likely to speak negatively about the council if asked about it (14% compared to 5% in the other areas)

CONTACTING THE COUNCIL

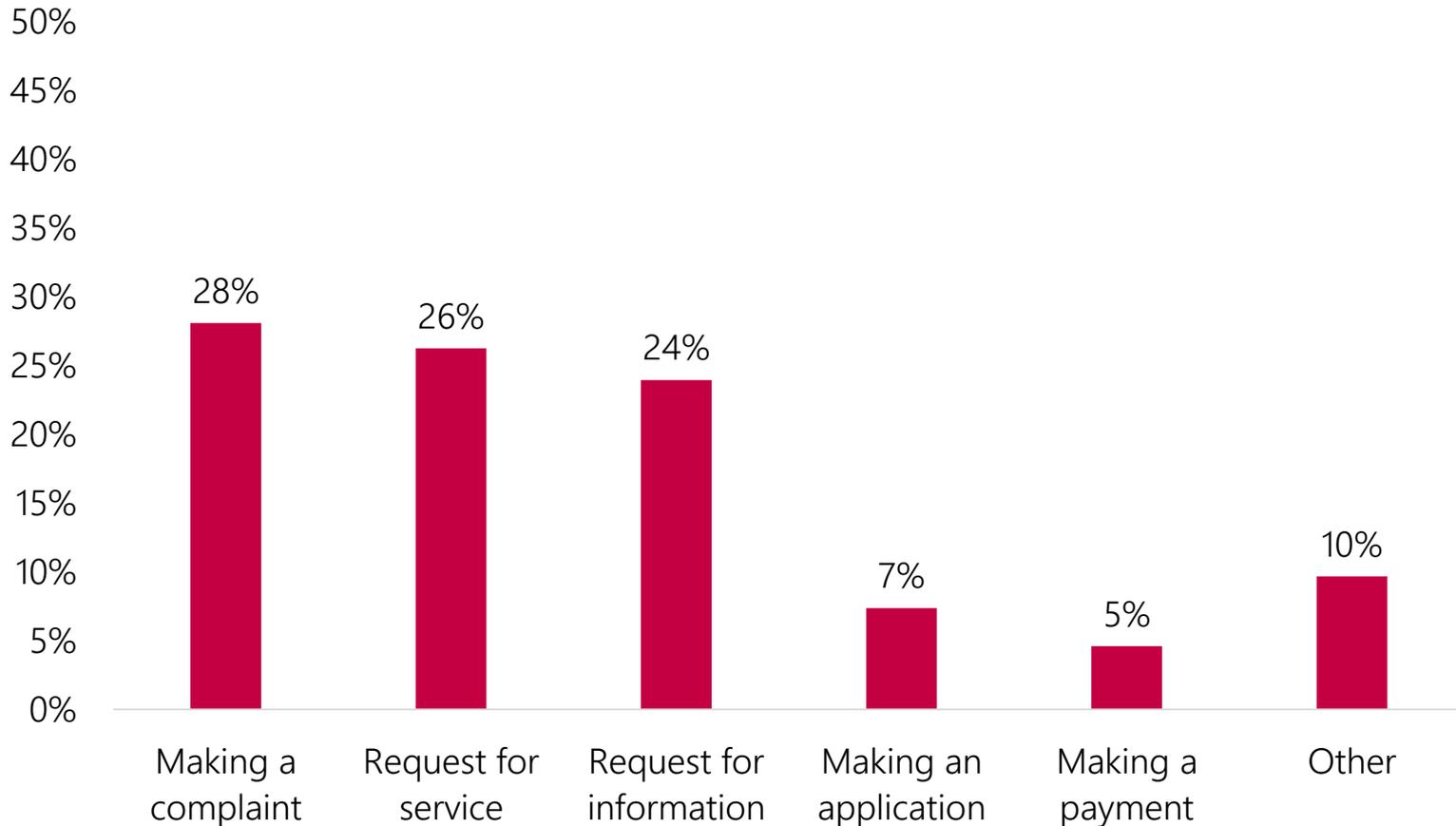
- Over half of respondents haven't contacted the council in the past twelve months (57%), 43% have sought contact.
- The service area most contacted about is bin collections / recycling (22%) and planning (17%).
- 9% of respondents contacted the council for 'Local Plan'.
- Some of the 'other' responses included issues that the District Council is not responsible for.

Most recent contact with the Council



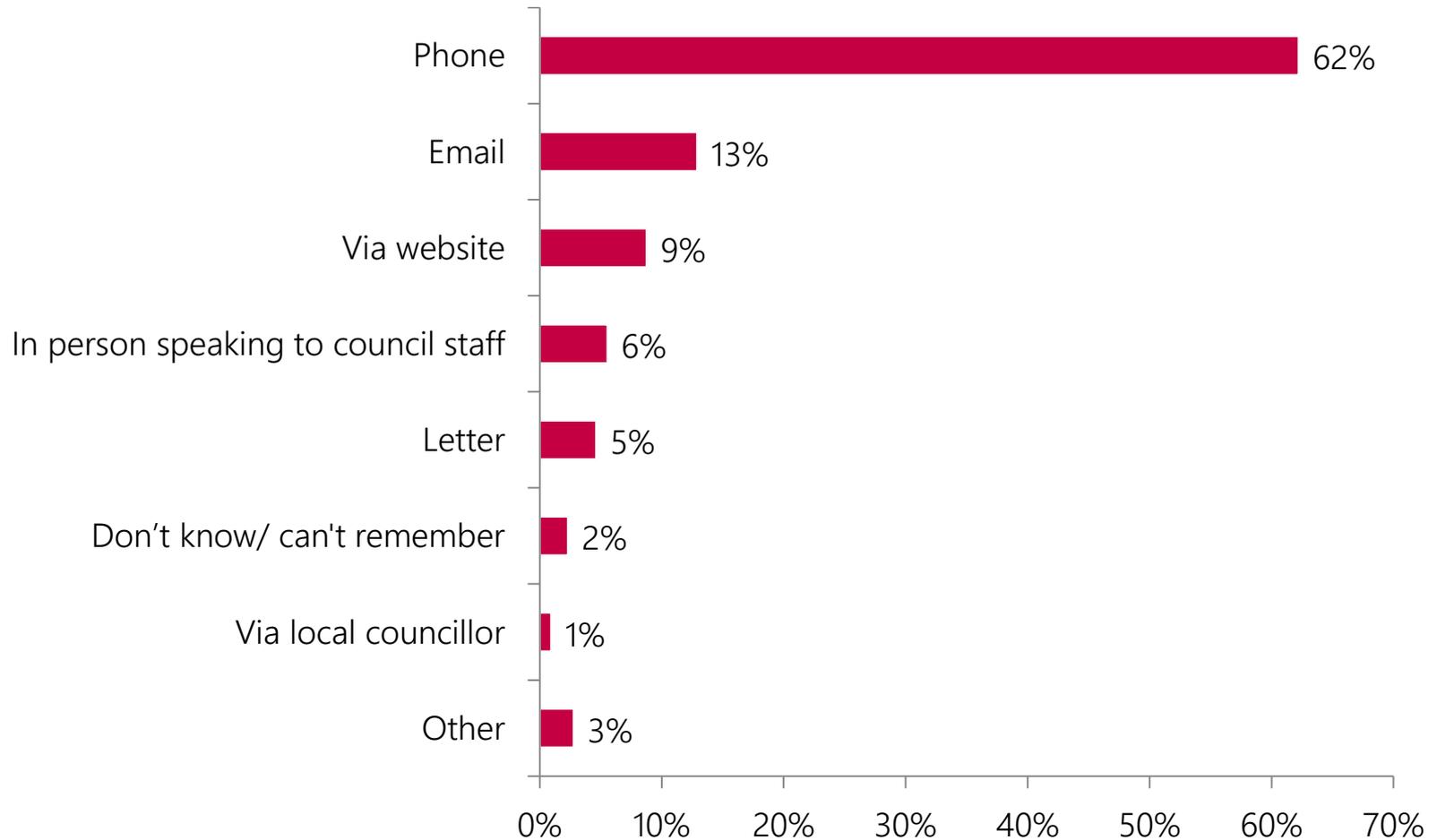
base n = 217; total n = 502; 285 missing

Why were you getting in touch?



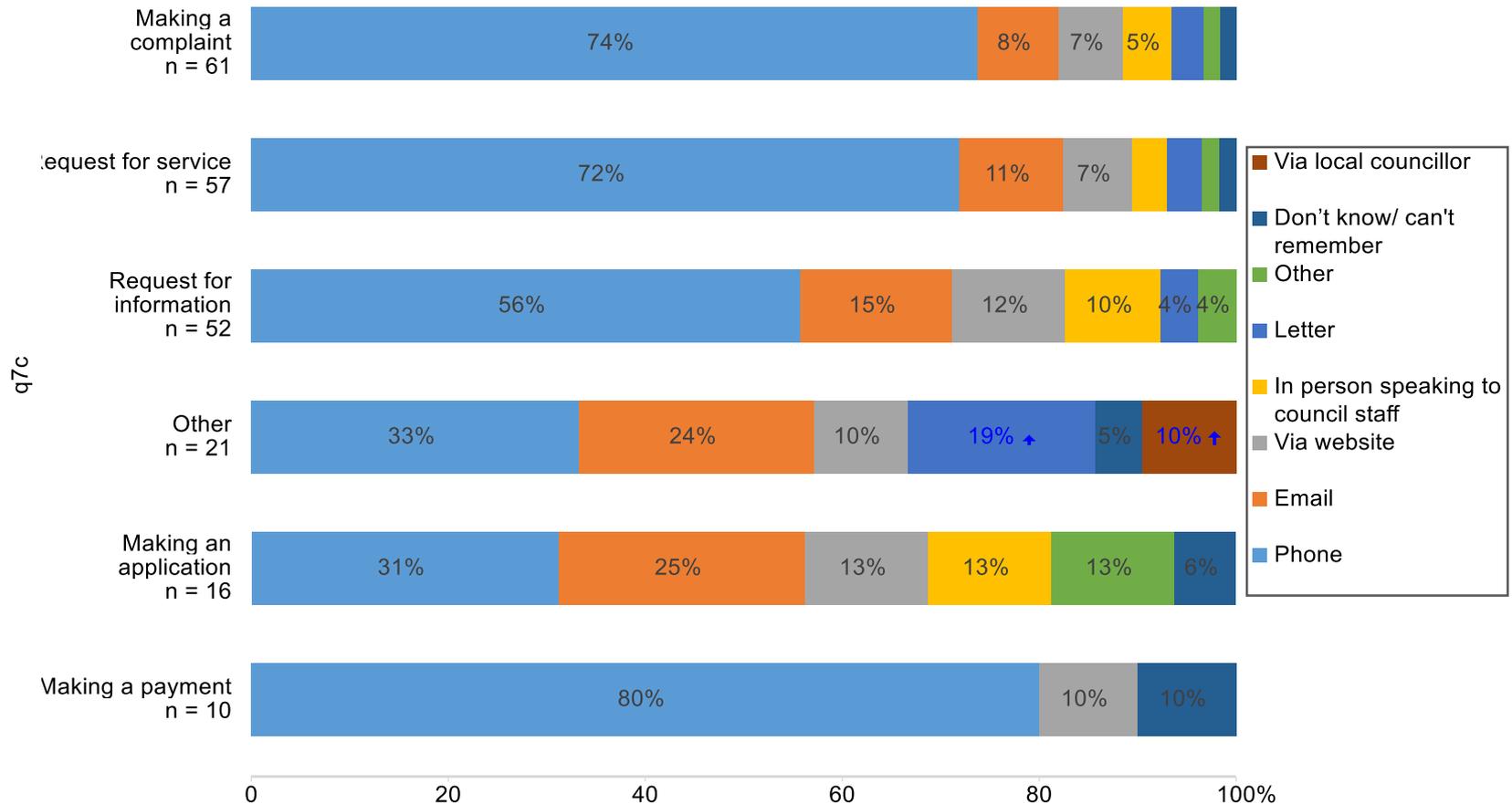
- Making a complaint was the most common reason for getting in touch with the council (28%), followed by request for a service (26%) and request for information (24%).

How did you initially make contact?



- Telephone is by far the most used channel to make contact with the council, with 62% of respondents using this medium.
- Approaching the local councillor is least popular (1%).

How did you make contact (by 'Why get in touch')

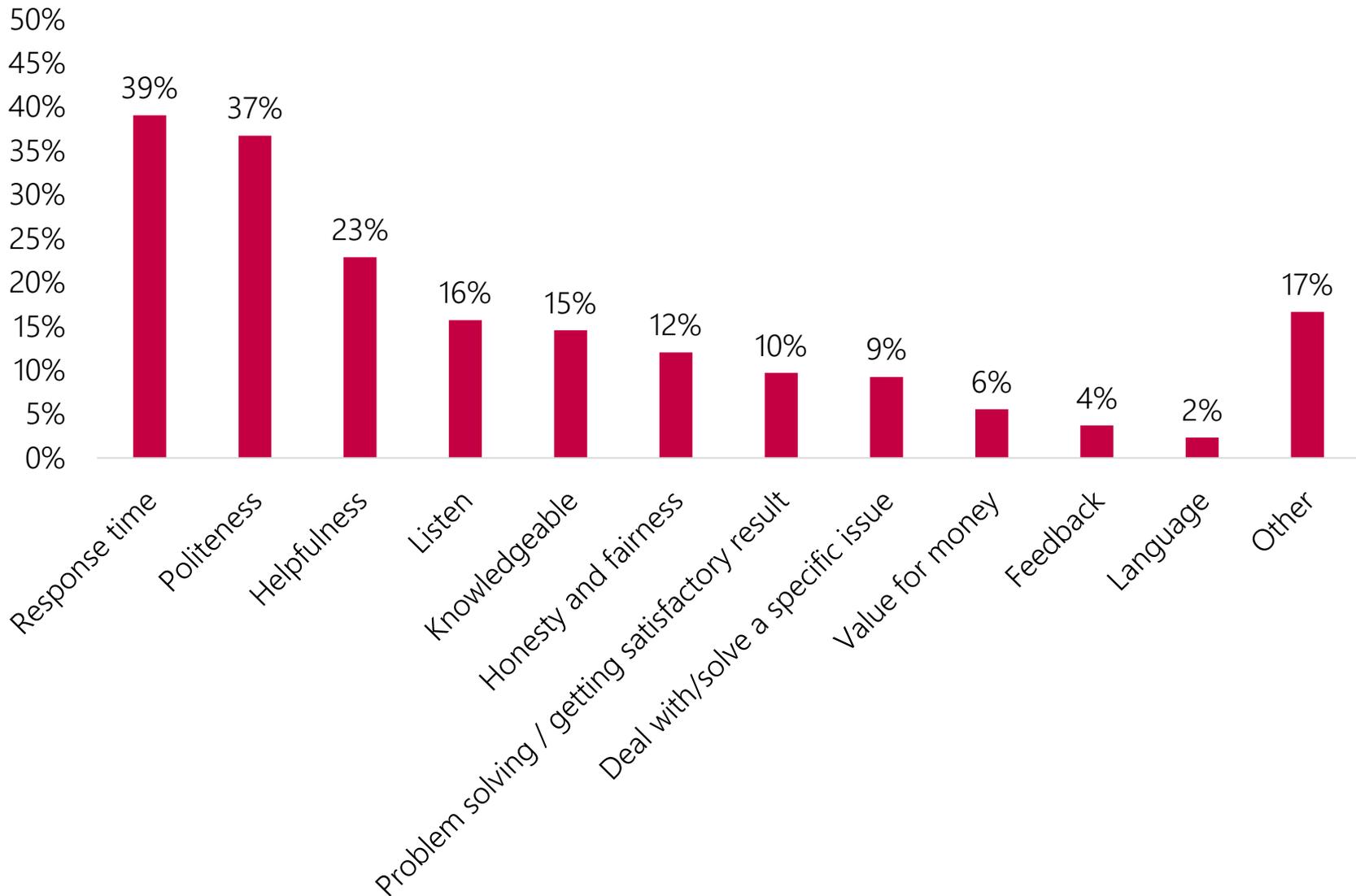


- Respondents were more likely to get in touch by phone for making a complaint (74%) and requesting for service (72%) compared to requesting information (56%).
- Those requesting information were slightly more likely to email (15%), use the website (12%) and speak to the council in person (10%), than those making a complaint or requesting a service.

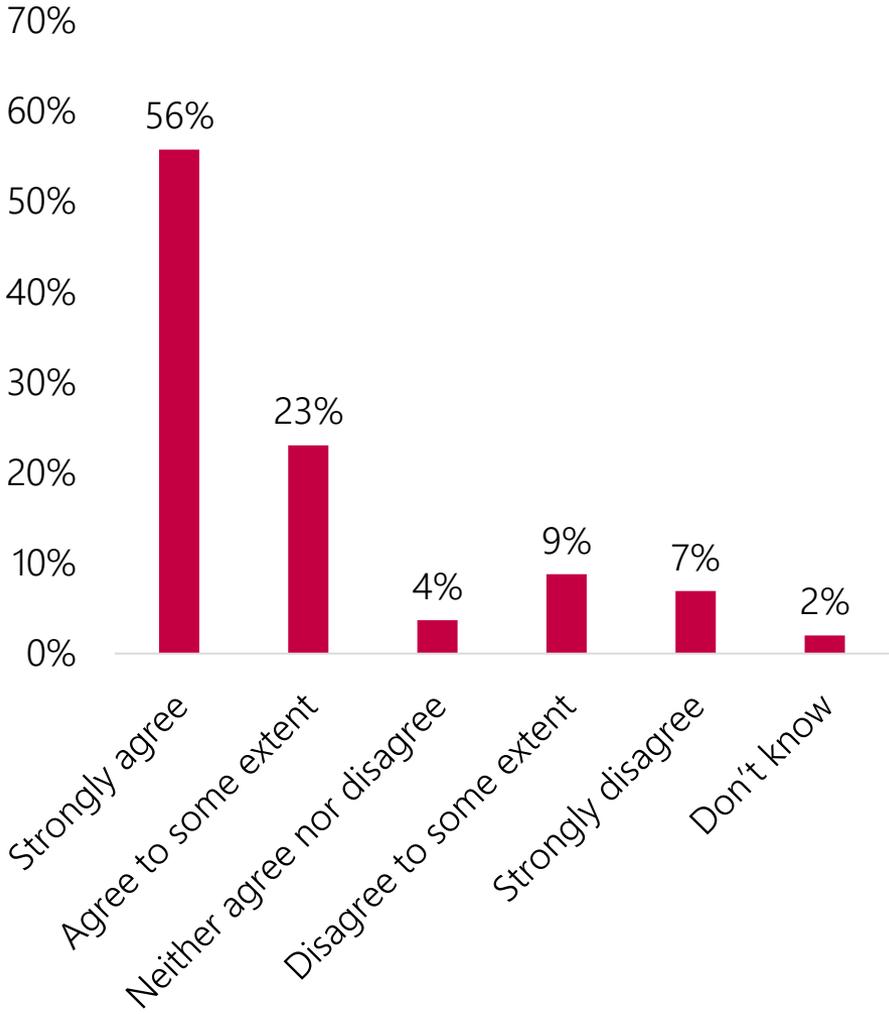
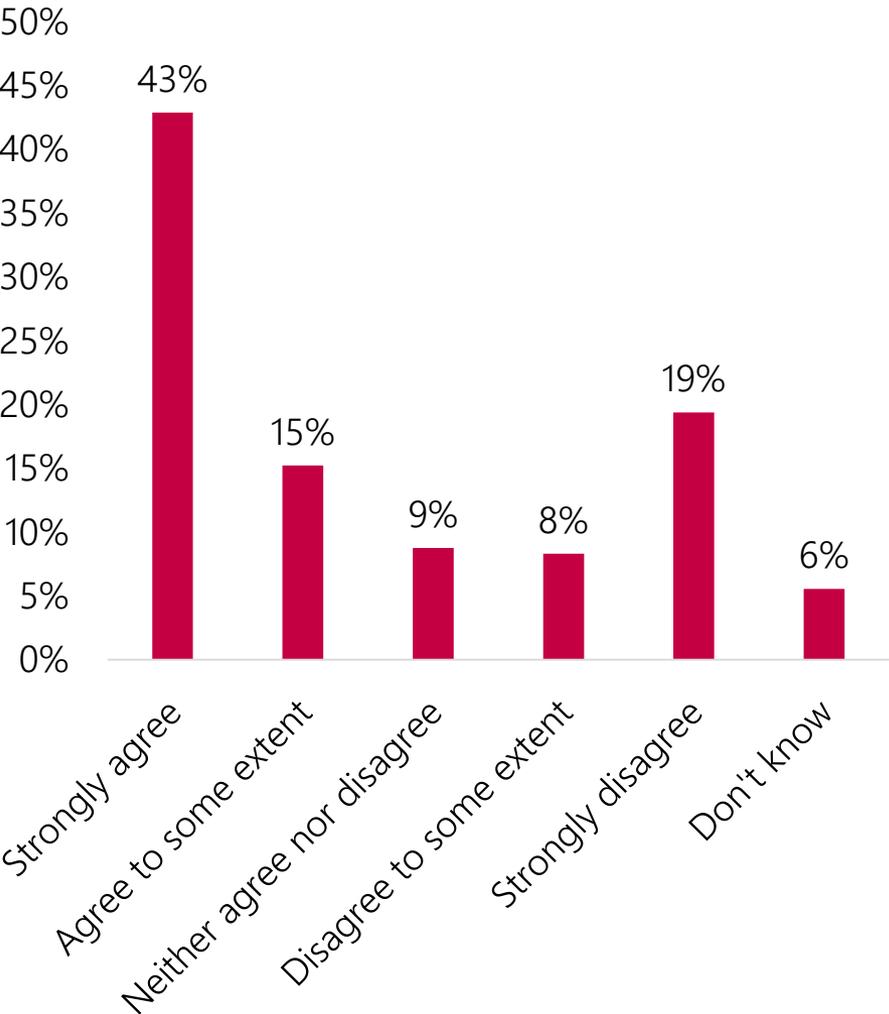
CUSTOMER SERVICE EXPECTATION AND EXPERIENCE

- Response time is the top priority for respondents (39%), followed by politeness (37%)
- General helpfulness is mentioned more often than getting a satisfactory result (23% compared to 10%)
- Good feedback on EFDC customer service, varying in strength of satisfaction between customer service criteria
- Correlation between customer service experience and overall satisfaction with, and advocacy towards, EFDC

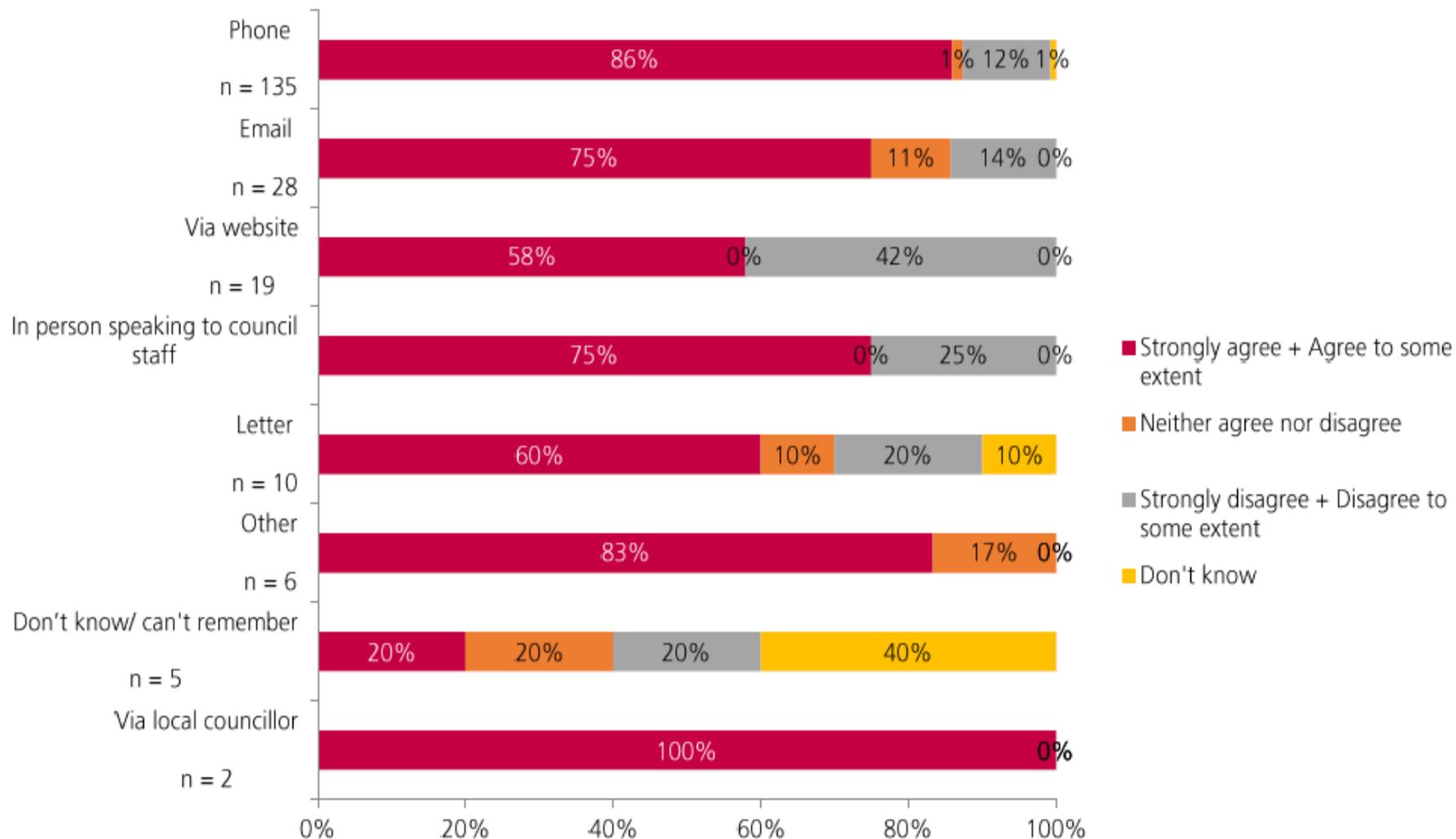
Three most important things in a good customer service experience



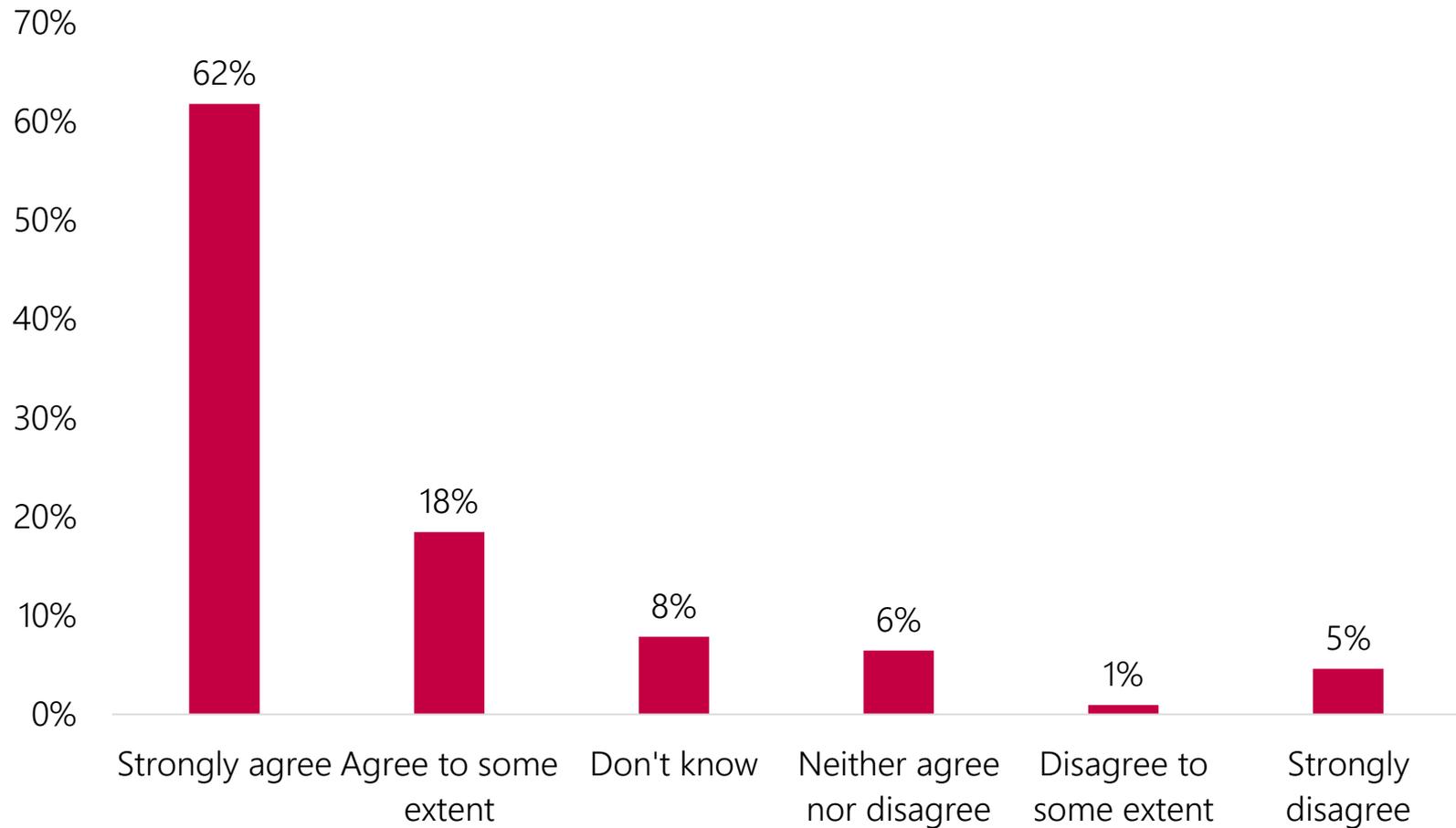
My query was resolved to my satisfaction & it was easy to find the right place, person or contact details



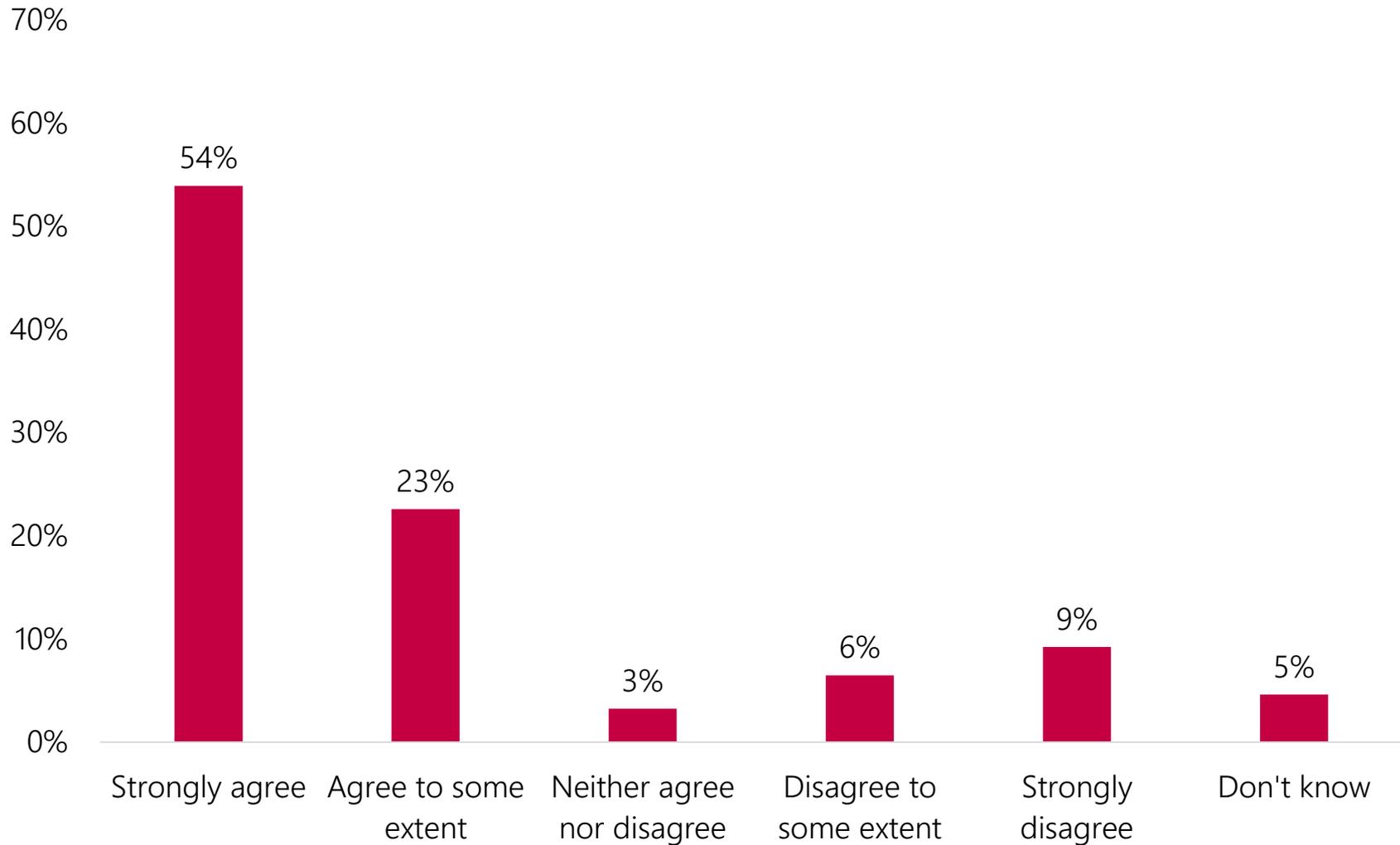
It was easy for me to find the right place, person or contact details for my enquiry



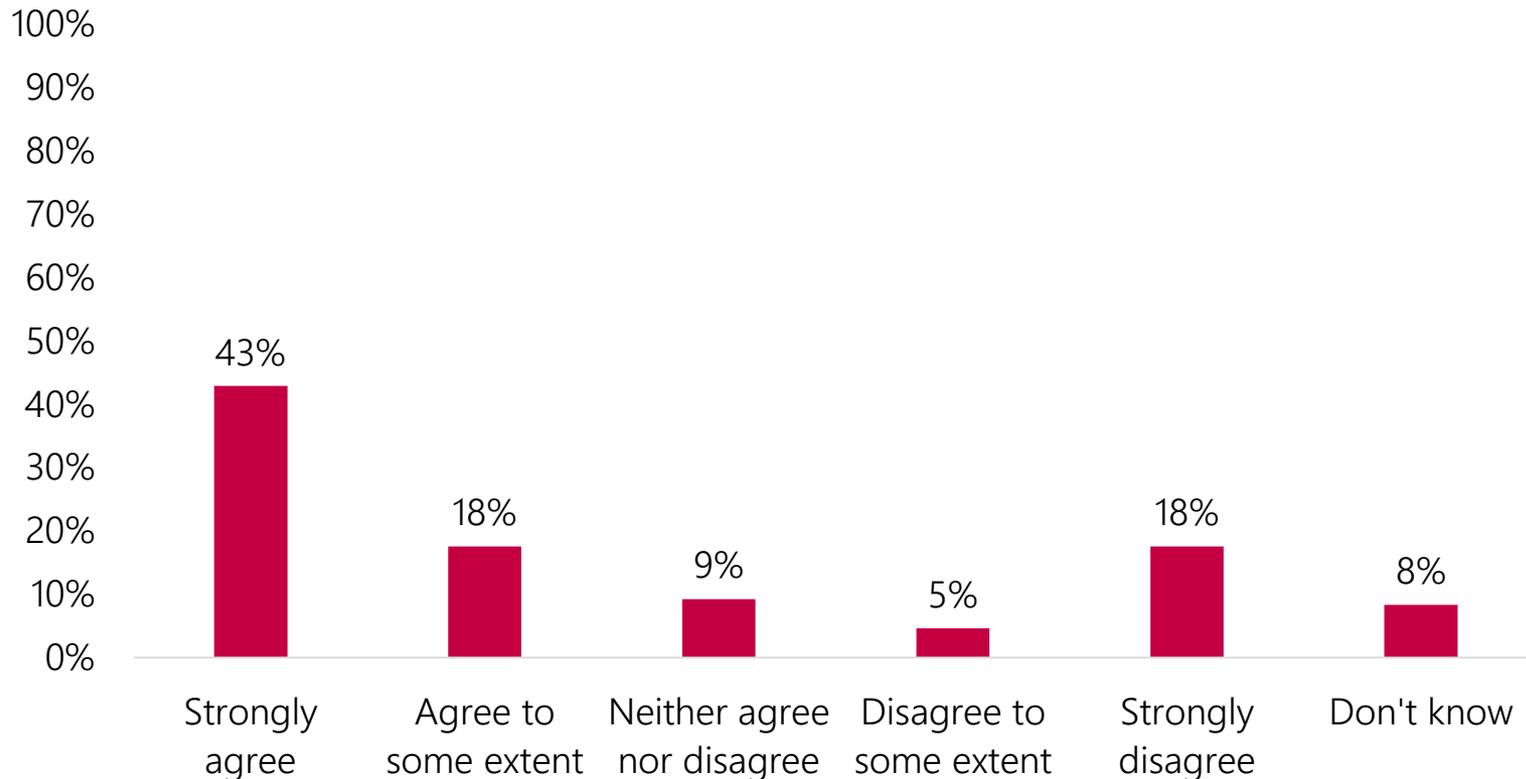
Staff were polite and friendly in dealing with my enquiry



My enquiry was handled knowledgeably



My enquiry was resolved quickly



- A slightly lower percentage of respondents felt their enquiry was resolved quickly, compared to the other quality measures. 61% agreed their enquiry was resolved quickly.
- Nearly a quarter (23%) disagreed with this statement.

RECOMMENDATIONS & NEXT STEPS

- Staff & member engagement
 - District Lines & Council Bulletin articles
 - Focus groups with front line staff to compare staff experience with residents
 - All member briefing
 - Action plans for P001 & P004
- Channel shift
 - Use further staff and member engagement to establish what changes are needed and how we can engage residents
- Behaviour change
 - Focus groups with customers to establish needs and preferences; this will be included in both the development of the Corporate Plan and website
- Regular insight gathering
 - Development of a business case later in the year about how the Customer Programme can take this forward