

## Performance Indicator Definition

<b>Reference</b>	M3.1.1		
<b>Title</b>	Customer satisfaction survey		
<b>Collection Interval</b>	Annual	<b>Data Source</b>	External customer satisfaction telephone survey
		<b>Indicator source</b>	Corporate Plan 2018-2023
<b>Definition</b>	<p><b>Rationale:</b> The 17/18 customer experience survey stated that 58% of customers strongly agreed, or agreed to some extent their most recent query was resolved to their satisfaction. This performance indicator sets out to improve this score on a year by year basis, aligning with the Council's focus to put the customer at the heart of everything we do.</p> <p><b>Definition:</b> Increase percentage of customers who agree that their most recent query was resolved to their satisfaction by 2% each year.</p>		
<b>Formula</b>	$Y - X = Z$ $(Z/Y) \times 100$ <p>Where: X = satisfaction % levels from the previous year Y = satisfaction % levels in the current year Z = increase</p>		
<b>Good performance</b>	High	<b>Return Format</b>	Percentage
<b>Cumulative</b>	No	<b>Decimal Places</b>	None
<b>Worked example</b>	<p>Where:</p> <p>Satisfaction levels from the previous year = 80</p> <p>Satisfaction levels in the current year = 90</p> <p><math>80 - 82 = 2</math> (ignore the -)</p> <p>% increase of satisfaction levels = <math>\frac{2}{80} \times 100 = 2.5\%</math></p>		