

Report to Stronger Communities Select Committee



SCRUTINY



Date of meeting: 1 October 2019

Subject: What are our Customers Telling Us?

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Democratic Services Officer: Jackie Leither

Recommendations/Decisions Required:

- (1) To note the contents of the report

Report:

1. This report updates Members on the feedback customers are providing on the services they receive. This feedback includes customer satisfaction performance, compliments and complaints. As the customer engagement process develops through a new customer service strategy this feedback will incorporate a more comprehensive view from our residents, businesses and visitors.

2. Customer Satisfaction is currently measured via feedback provided through the Govmetric solution. Whilst this is useful in terms of feedback provided for a range of services via telephone, e-mail and web, it is not exhaustive in terms of every service through these channels, nor can it measure satisfaction of those who have not needed to contact us. Officers are working towards solutions that will provide us with a more holistic measure.

3. The feedback results from Govmetric for the period 1st June 2019 to 31st August 2019 were:

	Satisfied	Average	Not Satisfied
Telephone			
Number of respondents	528	25	7
Percentage of respondents	94%	4%	1%
Web			
Number of respondents	100	43	267
Percentage of respondents	24%	10%	65%
E-mail			
Number of respondents	222	11	74
Percentage of respondents	72%	4%	24%
Overall			
Number of respondents	850	79	348
Percentage of respondents	67%	6%	27%

3. As can be seen from the above the satisfaction rate was 67% in the respective period. Most of the dissatisfaction still concerns the website. Of this dissatisfaction a large proportion

of the feedback relates to the website. However, the level of dissatisfaction needs to be seen in the context of the number of visits to the website detailed later in this report. The largest proportion of this feedback occurred when there were unfortunately some technical issues with the website for one working day which prevented transactions from working. Other feedback relates to problems finding certain transactions, such as paying your rent. There is a solution providing buttons to apply, pay, book and report items to be placed on the homepage which will eliminate this issue. This solution is now ready for testing and hopefully deployment in the near future.

4. Following requests made at the last meeting of this Working Group there is more information and statistics laid out below including how customers are using our new website:

- There are 309 published pages at 31 August 2019 – this doesn't include news stories or search results. This is a decrease from 525 website pages at 31 August 2018, a decrease of 41%. This demonstrates a leaner website with redundant pages having been removed.

Visits and page views

- During the 7 months from 1 February 2019 to 31 August 2019 there were 585,440 visits, an increase of 6.2% on the same 7-month period in 2018.
- Over the same comparative period the number of page views decreased by 23.2%. this shows that in the main, and notwithstanding some issues identified in paragraph 3 above visitors are achieving their business in a more direct website journey.

Behaviour

- Devices used to view the website has changed from a ratio of 54% desktop to 46% mobiles/tablets in 2018, to a ratio of 46% desktop to 54% mobiles/tablets in 2019.
- Visitors mainly use Chrome and Safari to view the website with the top 4 browsers accounting for 78.2% of visits. IE accounts for 7.5% and Edge 4%. All others including Samsung browser, Firefox, Opera, Android browser etc are under 4%.
- The 20 most popular pages have remained mostly the same, a mixture of landing pages, results pages and information. The number of information pages in the 20 most popular pages has risen to 7 in 2019 from 4 in 2018.
- There are no pages with no visits in the 2019 7-month period.
- 61% of visits are during office hours between 9am and 6pm. 39% of visits happen when the council is closed. 18.4% of visits are at the weekends.
- 76% of visitors looked at 1-4 pages in 2019 compared to 71% in 2018.

There is a range of statistics available in Appendix 1.

5. The feedback around responses to e-mails shows a 72% satisfaction rate. Of the 74 negative responses these still largely related to waste and recycling, council tax and parking. There were insufficient detailed comments to discern any particular issue.

6. A significant part of the customer feedback process comes through compliments and complaints. The services receiving the most complaints are Housing and Planning whereas the Service receiving the most compliments is Communities and Wellbeing. Details regarding the complaints and compliments are laid out in Appendix 2 broken down by service and also by area which has not been provided before. There is a lot of detail provided in this table and Members are asked whether they would like this level of detail in the future.

7. Whilst no particular areas of concern or opportunity can specifically be identified from this report, other than around elements of website design, the customer engagement process is being brought together corporately and evolve in the future to bring customer need closer to the heart of future design.

Reason for decision: To provide customer feedback information for Members around current and future service delivery

Options considered and rejected: None

Consultation undertaken: None

Resource implications: None

Legal and Governance Implications: None

Safer, Cleaner, Greener Implications: None