

Report of	Meeting	Date
Chief Executive	Overview and Scrutiny Performance Panel	25 Sept 2014

PERFORMANCE FOCUS: CUSTOMER DISSATISFACTION

PURPOSE OF REPORT

- To provide contextual information and propose initial questions to initiate discussions regarding current levels of customer dissatisfaction with Council services.

RECOMMENDATION(S)

- That the context and questions be discussed at the Overview and Scrutiny performance panel, with a view to understanding performance.

Confidential report Please bold as appropriate	Yes	No

CORPORATE PRIORITIES

- This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	
Clean, safe and healthy communities		An ambitious council that does more to meet the needs of residents and the local area	✓

BACKGROUND

- In its terms of reference, the overview and scrutiny performance panel agreed that at each meeting, as well as considering performance reports, the panel have the opportunity to focus in on any specific area of service delivery. For the September meeting the panel have identified customer dissatisfaction as an area for further scrutiny.
- This report provides contextual information relating to customer dissatisfaction and suggests some initial questions to initiate discussions. This will enable the panel and relevant officers and Members to prepare in advance of the meeting.

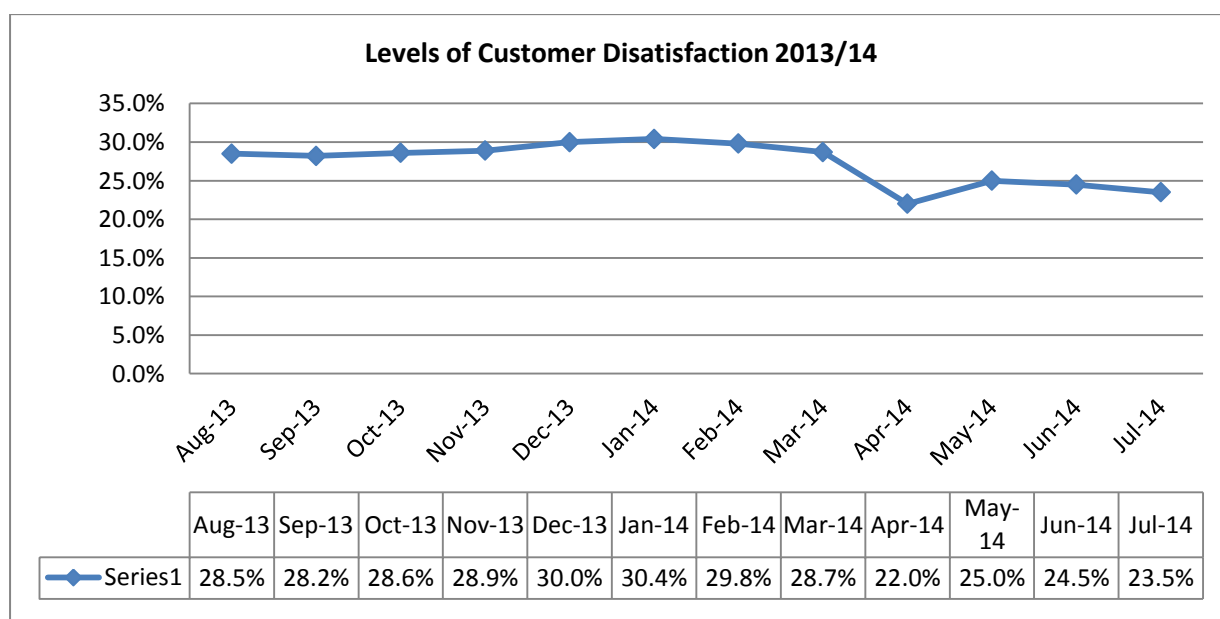
PERFORMANCE CONTEXT

Background

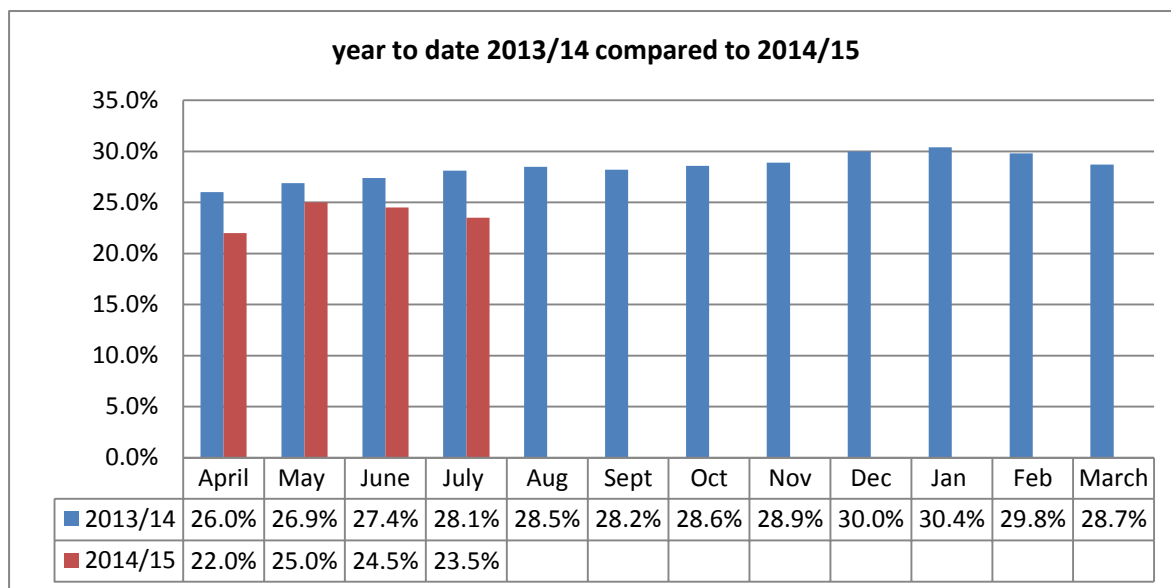
6. Ensuring that customers are satisfied with the services they receive from the council is a high priority for the council. The council measures satisfaction in a number of ways including a comprehensive resident's survey every few years that captures residents' views on levels of satisfaction of the quality of life in their local area and of the Council and its services, together with a monthly survey which seeks feedback from customers on specific services they have requested from the council.
7. The 2013 residents' satisfaction survey showed that 73% of people were satisfied with the way the council runs things, a significant improvement on the 50% satisfaction recorded in 2008.
8. A target of less than 20% has been set to measure customer levels of dissatisfaction with the services they receive from the council. This target reflects the council's ambitious approach in continually improving its services and levels of customer satisfaction. Year to date figures report current performance levels of 23.5%,

Performance

9. The corporate indicator used to record customer dissatisfaction is '% of customers dissatisfied with the service they have received from the council.' This figure is derived from customer responses to the monthly customer survey. This survey is sent out via email to customers who have contacted the council requesting a service. The survey asks customers to rate their overall satisfaction with the service in that particular instance.
10. The table below shows levels of performance for the past 12 months. In January 2014 dissatisfaction levels were at 30.4%. Since then performance has improved, with levels of dissatisfaction reducing to 22% in April 2014. Although May saw levels increase to 25% this was still a significant improvement compared to January. Performance for the last two months has continued to improve with current performance levels reporting at 23.5%.



11. The table below compares year to date performance month by month for 2013/14 and 2014/15. Comparatively 2014/15 reports improved levels of performance, reflecting an overall improvement in levels of customer dissatisfaction.



Reasons for dissatisfaction

12. When completing the customer satisfaction survey, customers are given the opportunity to give a detailed reason for their dissatisfaction and suggest what could have been done differently.
13. Analysis of the customer surveys has consistently shown that the main reasons for dissatisfaction identified by customers are :
- Not providing a response
 - Not responding within a reasonable time frame
 - Not keeping customers informed of progress

In the July customer survey 56% of the reasons for dissatisfaction provided were because we did not get back to the customer in a timely manner or keep them informed of progress.

Service standards

14. Not getting back to customers in a timely manner is one of the main reasons for dissatisfaction identified in the monthly customer satisfaction survey. It is therefore important that customer call backs are seen as a priority across the organisation. Call backs are monitored through the use of 'Our Tasks'. Accessed via the Loop 'Our Tasks' enables staff to view and action all customer related tasks as they are received. The current service level agreement (SLA) is for customer call backs to be completed within 2 working days and full response to email within two working days. Analysis for July 2014 shows that 61.08 % of customer call backs were completed within the SLA. Those calls taking longer are often accounted for by more complex queries which require liaison with external partners or involve a more difficult decision.

15. Actions to improve the overall trend in customer dissatisfaction are being addressed in the delivery of the Corporate Strategy project 'Improving Customer Satisfaction'. Below are details of some of the actions that have been put in place in order to reduce levels of customer dissatisfaction :

- The results of the satisfaction survey, including customer reasons and comments, continue to be reported to Strategy Group on a monthly basis and Information Exchange to enable Heads of Service to address any service related issues.
- My Account has been launched enabling customers to track the progress of their requests 24/7 via the website.
- The survey is now sent via the Attain system – enabling us to maximise the number of respondents.
- The survey has also been optimised to ensure that respondents are able to quickly and easily give their views.
- Contractors (Veolia) have been issued with mobile devices to enable them to provide up to date progress on customer requests.
- Customer dissatisfaction levels are available via the Loop and articles appear on a regular basis reminding staff of the importance of customer call backs.

QUESTIONS:

16. To support those involved at the meeting to prepare, and to aid discussion, some initial questions to be addressed are set out below:

- Performance at July 2014 has improved in comparison to July 2013.
 - What is the current situation, if known?
 - What has been the impact of actions taken to improve performance to date?
- How is the sample selected for the survey and what is the overall response level?
- What actions have been undertaken recently to improve levels of satisfaction?
- What further actions are planned to improve levels of satisfaction?
- What actions are planned to improve customer response times and keeping customers informed of progress?
- What impact has the implementation of My Account had on levels of customer satisfaction?

IMPLICATIONS OF REPORT

17. This report has implications in the following areas and the relevant Directors' comments are included:

Finance		Customer Services	
Human Resources		Equality and Diversity	
Legal		Integrated Impact Assessment required?	
No significant implications in this	✓	Policy and Communications	

area			
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COMMENTS OF THE STATUTORY FINANCE OFFICER

18. No comments

COMMENTS OF THE MONITORING OFFICER

19. No comments

GARY HALL
CHIEF EXECUTIVE

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Natalie Taylor-Proctor	5248	10/09/14	Customer dissatisfaction performance focus