

Report to: Performance Scrutiny Committee

Date of Meeting: 28th September 2017

Lead Member / Officer: Head of Community Support Services

Report Author: Service Improvement Manager,
Customers, Communications and Marketing

Title: Customer Dashboard Report – September 2016 to August 2017

1. What is the report about?

The report provides an overview of customer effort and satisfaction results for Denbighshire County Council, as a result of customer feedback following their contact with the Council between September 2016 and August 2017. The report also includes examples of call-back reports and verbatim provided by the customer about the quality of service received.

2. What is the reason for making this report?

To enable the Committee to fulfil its scrutiny role in relation to the council's performance in customer satisfaction and dealing with customer feedback.

To provide the Committee with information regarding specific examples where customers have offered suggestions for improvements to council services.

3. What are the Recommendations?

That the Committee considers the content of this report and, if appropriate, identify any areas that require further scrutiny.

4. Report details

Background

Further to our previous report to Scrutiny 16th March 2017, Customers, Communications & Marketing Service have now completed a 12 month period of an independent analysis of our customers' satisfaction, through the use of a survey delivered by an external supplier, Ember Services Ltd.

The Customer Contact Centre had over 165,000 conversations with citizens during the survey period being reported on, and is the largest touch-point the Council has with end users of Council services. By seeking customer views immediately after they have contacted the Council we have been able to gain more timely feedback on their experience.

The survey is text based and is sent to a random sample of callers' mobile phones, in their preferred language, within 24 hours of them having called the Contact Centre. Frequent callers only receive one request every 6 weeks. Within the text message is a link to a website (optimised for mobile use) – see *appendix 1* for a copy of the initial text and survey questions.

The survey results provide Denbighshire with an monthly overall Customer Effort score (which demonstrates how much effort customers have to go to, to transact with the Council

– the lower the score the less effort is required – please see *appendix 2* for monthly results from September 2016 to August 2017).

The practical actions required to improve our services come from the analysis of customer comments (verbatim) and further feedback during the customer call-backs. The sentiment of each comment and any reason for dissatisfaction is established and highlights those areas for improvement and what is required to be done to improve – please see *appendix 4* for an example of a call-back report.

In addition, the customer service agents in our Customer Contact Centre use the data to reflect on their own performance and improve where necessary.

In March 2017, this service was extended to SPOA and will soon be further extended across all key customer facing telephone services within Denbighshire.

A public facing dashboard has recently been launched and can be viewed on our website – please see *appendix 5* for an example

4.1 Headlines

Survey Statistics

Total surveys sent to date	19700	Total Verbatims received	1716
Total received to date	2052	Verbatim %	84%
Response rate	10%	No of calls / transaction to date	1.78

4.2 Performance

Customer Effort Results:

Best performing month	February 2017	31.8%
Poorest performing	May 2017	41.5%

Customer Satisfaction:

Best Performing month	January 2017	78.4%
Poorest performing month	September 2016	69.9%

How easy was it to resolve your enquiry?

Best performing month	January 2017	76.2%
Poorest performing month	September 2016	67.9%

How easy was it to get through to us?

Best performing month	January 2017	80.7%
Poorest performing month	August 2017	70.7%

See *appendix 3* for other performance results

4.3 Highlights

“I had a prompt answer to having my furniture removed today. Problem solved with no fuss“
“I was on the phone less than a few minutes, the lady I spoke to was pleasant and told me the answer to my query quickly. “
“Very helpful and polite. Spoke to lady about school transfer and she was very helpful and phoned me back within mins“

Lowlights

“Phoned about a dead rat on pavement yesterday morning it wasn't picked up till mid-morning today.”

“Hole in the pavement and still waiting for it to be fixed 2 weeks on it's a tripping hazard! “
“It took approx. 10minutes to get through by phone but when speaking to someone she helped”

5. How does the decision contribute to the Corporate Priorities?

The Customer Effort and Satisfaction Dashboard directly contributes to the corporate priority of: Modernising the Council and improving services for customers.

6. What will it cost and how will it affect other services?

Monthly fee of £1,950 for 12 months part funded by the Modernisation Board. Services will be supported to make use of the call-back report to help them identify best practice and areas for improvement in their service delivery.

7. What are the main conclusions of the Well-being Impact Assessment?

This is a performance report and no decision is being sought to make any changes that would impact on staff or the community. Therefore a Well-being Impact Assessment is not required for this report.

8. What consultations have been carried out with Scrutiny and others?

Briefings to the Senior Leadership Team together with a presentation from the supplier.

9. Chief Finance Officer Statement

There are no obvious financial implications arising from the report.

10. What risks are there and is there anything we can do to reduce them?

N/A

11. Power to make the Decision

Sections 7.3 and 7.4.2(b) of the Council's Constitution outlines the Committee's remit and powers with respect of Services' performance.