

**Report to:** Performance Scrutiny Committee

**Date of Meeting:** 7<sup>th</sup> December 2017

**Lead Member / Officer:** Head of Customers, Communication and Marketing

**Report Author:** Service Improvement Manager

**Title:** Customer Dashboard - Update Report

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### 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 for quarter 2. The report also includes examples of call-back reports and verbatim provided by the customer about the quality of service received for the same period.

### 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 recent performance and 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 reports to Scrutiny, the Customers, Communications & Marketing Service have continued to undertake an independent analysis of our customers' satisfaction, through results gained from surveys delivered by an external supplier, Ember Services Ltd.

By seeking customer views immediately after they have contacted the Contact Centre, we have been able to gain more timely feedback on their experience, following a text based survey sent out to callers' mobile numbers, 24 hours after they have called the Centre (Frequent callers only receive one request every 6 weeks). *Please see Annex 1 for survey statistics*

The survey results provide Denbighshire with a 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 Annex 2 for monthly results for Quarter 2*

Exceptions: July results were attributable to those calls answered and dealt with by Housing staff or transferred by them to other departments.

The practical actions required to improve our services come from the analysis of customer comments.

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

This survey and will be available for all key customer facing telephone services within Denbighshire in quarter 3 providing the Council with customer feedback and suggestions for improvement across all customer facing services.

The monthly results are published to members of the public on our website together with examples of the feedback received.

## 4.2 Highlights

*“Very good customer service, friendly and efficient”*

*“Excellent response and service”*

*“Person I spoke to was friendly, efficient and willing to help”*

*“Issue was resolved straight away and advisor was really helpful”*

Most verbatim confirmed that when the customer’s call was answered, the level of customer received was satisfactory if not better.

### Lowlights

*“Messages left no response. Contacted council over a year ago still no positive outcome.*

*Very disappointed. I will be taking this problem to Chris Ruane for his input”*

*“I made 2 complaints online with 1 response stating someone would contact they did not I rang eventually and was actually logged”*

*“Nobody answered the phone. 8 attempts at different times”*

The three emerging themes of why customers are not satisfied following their contact with the council are:

- 1) Having being transferred from the Contact Centre or given a direct dialled number to ring, no one answered the phone.
- 2) Having left an answering machine message requesting a callback, none was received
- 3) Having logged their enquiry with a promise that the ‘council’ will ring them back, a callback is not received.

Action:

Customer feedback suggesting service improvements in terms of the quality of our telephony answering performance emailed to relevant departments for consideration and action as appropriate.

## 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 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?**

Regular Scrutiny Reports.

**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.

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