

Report to: Performance Scrutiny Committee

Date of Meeting: 1st February 2018

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

Report Author: Service Improvement Manager

Title: Customer Dashboard - Update Report

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 3.

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, identifies any areas that require further scrutiny.

4. Report details

4.1 Background

Further to our previous reports to Scrutiny, the Customers, Communications & Marketing Service have continued to undertake an independent analysis of our customers' satisfaction, by seeking customer views immediately after they have contacted the Contact Centre. *Please see annex 1 for survey statistics*

The survey results provide Denbighshire with a monthly overall Customer Effort score – this 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 dashboard survey results for Quarter 3*

The practical actions required to improve our services come from the analysis of customer comments (verbatim) and further feedback during the customer call-backs.

In addition, the customer service agents in our Customer Contact Centre use the data to reflect on their own performance and improve where necessary and monthly results are published to members of the public on our website together with examples of the feedback received - to view please visit:

<https://www.denbighshire.gov.uk/en/your-council/complaints-compliments-and-feedback/customer-satisfaction-results.aspx>

Further developments of telephony reports will now enabled us to extend the survey to other services within Denbighshire (which account for the highest volume of calls into the Council) providing us with timely customer feedback and suggestions for service improvement across multiple customer facing services - *please see annex 3 for a list of these services.*

4.2 Highlights

"From start to finish I have received fantastic customer service, my query was handled quickly and I didn't have to wait long for people to contact me!"

"You did an excellent job of very quickly finding the information I needed and it was no trouble to either the operator, or the department I was put through to within a few seconds."

"Every contact we have made recently has been dealt with more efficiently than we could have expected. Thank you."

"I had no phone signal and the advisor called me back and made it easier for me"

* October results were the best to date, with customers scoring a record number of 10 out of 10 for the service they received and most of the verbatim confirmed that when the customer's call was answered, the level of customer received was satisfactory if not better.

4.3 Lowlights

110 respondents (23.8 of total respondents {608}) had unmet expectations (the rest had them met or did not comment).

No of respondents	Reason for unmet expectations
60	Wanted their problem resolved and it wasn't
45	Wanted some advice or better advice than they received
15	Wanted more empathy
14	Wanted immediate resolution
7	Wanted a specific date/appointment/timeframe
4	Wanted a straight-forward answer
0	Wanted DCC to keep to time

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

The Customer Effort and Satisfaction Dashboard directly contributes to the corporate plan: Working together for the future of Denbighshire, and its emerging priorities.

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

Monthly fee which includes user support to make best use of the analysis and call-back report to maximise the potential to identify best practice and areas for improvement in 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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