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ARGYLL AND BUTE COUNCIL

D&I DMT

CUSTOMER SUPPORT SERVICES

October 2024

Customer Service Centre – Customer Satisfaction Survey – Telephone Calls  
FQ2 2024-25 Survey Results

1. INTRODUCTION

1.1 This paper details survey results from the automated customer satisfaction survey offered on the Contact Centre’s main telephone lines between the 1<sup>st</sup> July 2024 and 30<sup>th</sup> September 2024. There were 296 survey responses using the automated survey functionality. This offers the survey at the start of the call, so that agents cannot influence the outcomes by selecting specific customers.

1.2 The survey focuses on the service customers received from CSC agents and not from council officers as a whole, but inevitably some respondents do not make this distinction and so negative issues highlighted by customers were largely related to back office service delivery. The overall customer satisfaction score was 94.7%. This is marginally down from the FQ1 satisfaction rate of 95.2%. In addition to the customer satisfaction survey, the CSC Supervisor completes random Agent quality evaluations on call recordings and these showed a quality score of 95% from 111 agent evaluations. This is a valuable crosscheck on quality standards.

1.3 These high scores and the overwhelmingly positive feedback comments from a substantial sample of customers, give continued assurance of the quality of customer care provided by CSC to external customers on behalf of Services.

2.

- x Roads & Amenities
- x Book It
- x General Enquiries

We use the telephone lines for these services for surveys as over 90% of calls to them are dealt with entirely by contact centre agents, without the need to transfer to a back office worker. Hence the customer feedback will most likely focus on satisfaction with the Contact Centre service delivered; which is the main aim.

3.3 When customers choose to participate, they are welcomed to the customer survey and asked four questions recommended by the Customer Service Excellence standard. The final question is used to inform the effectiveness of the council website:

1. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the professionalism and attitude of the person who handled your enquiry today?
2. On a scale of 1-5, with 1 being the lowest and 5 being the highest, how satisfied were you with the quality of the information that you received today?
3. Answering 1 for Yes and 2 for No, were you treated fairly today? If No please tell us why? Customer will be given the opportunity to leave a comment.

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- x 95% of customers responded that they were satisfied with the professionalism and attitude of the person who handled their enquiry
- x 93% of customers responded that they understood the information that they received
- x 97% of customers responded that they were treated fairly
- x 91% of customers responded that they were satisfied with the outcome of their call.
- x 27% used the council website before they called today (not included in overall satisfaction score). This was 23% in FQ1 and it indicates more customers are getting what they need from the new website and therefore not coming to CSC as a fallback.

3.4.2 We asked all customers to comments on the service that they received from the customer service agents who handled their enquiry. 32 comments were received and were overwhelmingly positive. A sample includes:

- x Thank you I thought Ashldigy



things are meant to be done. Mr Lazy who is the parking warden in Dunoon will not turn up to do anything it's an absolute disgrace and you should be ashamed of yourselves.

#### 4.0 CONCLUSIONS

4.1 The overall satisfaction rate for the Contact Centre's handling of telephone calls was 94.7% for FQ2 from a statistically significant cohort of 296 respondents. This has decreased from the 95.2% satisfaction rate for FQ1 largely due to reduced efficacy of back office Services in fulfilling requests and making call backs. 111 Agent Evaluations completed by the CSC Supervisor also had a quality score of 95% and so corroborated the overall high level quality of services provided by contact centre agents. A specific issue with the voice automated bin day look up was escalated to the supplier Netcall and we continue to make r