

Customer Survey & Staff/Member Customer Survey Results

Background

1. The Institute of Customer Service (ICS) 'Business Benchmark' Survey was sent to 4000 residents and 552 responses were received. As a member of the ICS we will run the survey twice a year (published every January and July) to help us monitor our performance and the effect of the changes we will make to how we deliver services.
2. In addition, Rother Staff and its Members were issued with the Institute of Customer Service (ICS) ServCheck Survey. This survey is designed to assess the views of our staff and Members on how well our strategy, people and processes enable Rother to deliver customer service.
3. The results of both surveys will be analysed in more detail by officers to help us identify our strengths and weaknesses. The analysis will form the basis of our plans for improvement and the development of a Corporate Customer Service Strategy for Rother.
4. In the meantime, officers across the Council remain focussed on identifying quick wins and improvements through the regular review of existing processes in order to make interim improvements to the customer journey, where possible. Members will also be aware of the recommendations of a recent review of the Planning service and the ongoing work to implement these recommendations in order to improve the customer experience.

Customer Survey Results

5. Rother has an overall score of 59.4 out of 100. Members should note that the average score for local authorities that are members of the ICS and have also completed this survey themselves is 64.3, meaning Rother is 5 percentage points below the average for Councils that are members of the ICS. The score is not a comparison to all 343 local authorities in England.
6. The survey results give a positive indication of where the Council is doing well and where there is room for improvement. For example, the results show that customers of the Council are most satisfied with the helpfulness and competence of staff. Customers are least satisfied with the speed in resolving complaints and how well we handle them as well as the outcome of the complaints made.
7. The complaints measure is markedly lower than the public sector average. In addition, the rate at which we get things right first time is lower than that of other Councils that are ICS members, with Rother Council scoring 39% compared to an average of 57% on average.
8. It is also notable that the customer satisfaction score varies across different communication channels, with in-person and telephone experiences significantly out performing that of written responses.

Communication Channel	Customer Satisfaction (%)
Telephone	63.9
In Person	63.7
Email	56.2
Writing	33

9. The table below provides a summary of the key customer satisfaction results and include measures in the following areas: Customer Satisfaction, Customer Experience, Complaints, Emotional Connection, Customer Ethos, Ethics, Customer Effort, Net Promoter and getting it right first time. A glossary explaining what is meant by these measures is included.

Glossary of terms	
Customer Experience	Measures the quality of customers' experience and interactions with an organisation.
Complaints	How organisations respond and deal with problems and complaints.
Emotional Connection	The extent to which an organisation engenders feelings of trust and reassurance.
Customer Ethos	Extent to which customers perceive that organisations genuinely care about customers and build the experience around their customers' needs.
Ethics	Reputation, openness and transparency and the extent to which an organisation is deemed to 'do the right thing'.
Customer Effort	How much time and effort a customer spent on completing their transaction or enquiry with Rother. A lower score signifies less effort is required on the part of the customer.
Net Promoter Score	The "likelihood to recommend" Rother to friends, family and colleagues.
Getting it Right First Time	Whether an enquiry was dealt with at the first point of contact.
Satisfaction Customer	How well we fulfil the needs and expectations of our customers.

Measure (%)	RDC score	Avg. Councils (ICS members)	Avg. public/private (ICS members)
Experience	61.8	66.1	78.3
Complaints	33.8	41.3	60.2
Emotional connection	54.8	60.9	76.7
Ethics	55.6	61.9	75.8
Customer ethos	56	63.5	76.8
Overall customer satisfaction	59.4	64.3	77.4

10. Customer Effort is measured differently, with a lower score being better.

Measure (%) (lower is better)	RDC score	Avg. Councils (ICS members)	Avg. public/private (ICS members)
Customer Effort	59	59	50

11. Net Promoter Score is measured using a different ratio, from -40 (poor) to +40 (good).

Measure (-40 to +40)	RDC score	Avg. Councils (ICS members)	Avg. public/private (ICS members)
Net Promoter	-32.9	-24.7	+23.5

12. The Getting it Right First Time score is also measured differently and is markedly lower at Rother Council than at other Councils that are members of the ICS.

Getting it Right First Time (%)	RDC score	Avg. Councils (ICS members)	Avg. public/private (ICS members)
Yes	38.6	57.4	79.8
No	43.5	32.9	14.7
Don't know	17.9	9.8	5.5

Customer Comments

13. Below is a sample of some of the main comments made by survey respondents when asked 'what is the one thing Rother can do to improve their service?' In general the comments indicate that customers are dissatisfied by the long wait to answer the phone and their ability to get information and transact with the Council online. Officers consider these two issues to be interrelated.

- "Organise food waste collection"
- "Possibly have monthly meetings where the public could ask questions of staff and councillors"
- "Better interdepartmental communication"
- "Listen to customers problems"
- "POSSIBLY SPEED UP GARDEN WASTE BIN DELIVERY TIMES"
- "Support electric cars"
- "Answer emails"
- "Empty my elderly and disabled Mother's bins without constant excuses as to why they can't!"
- "Have more people answering phones for those who can't use online services"
- "Be more proactive in dealing with people that breach planning"
- "Actually answer the phone or have hours where you can contact that are not all in the average persons working hours"
- "Listen and grow/adapt from complaints"
- "Speed up application process for housing"
- "Improve their website"
- "Employ more staff"
- "Perhaps make it quicker to answer their phone - usually a long wait."

- “Quicker response time”
- “vastly improve internet communication”
- “Answer the telephone quicker”
- “Website although much improved search facility could be better.”

Staff Customer Survey Results

14. Rother has scored 59.09 out of 100. This has also been compared to the average scores of other members of the Institute of Customer Service which include both public and private sector organisations. The average score for public sector organisations is 70.11 and the all sector average is 75.5.
15. Response rates were consistently around 50% between Council departments and through the structure of the organisation. We expect these response rates to improve as we promote internally the value the organisation places on prioritising positive experiences and outcomes for customers.
16. There are also a high number of ‘don’t know’ responses that may indicate that we need to do more to promote the importance and relevance of excellent customer service throughout the organisation.

Employee responses

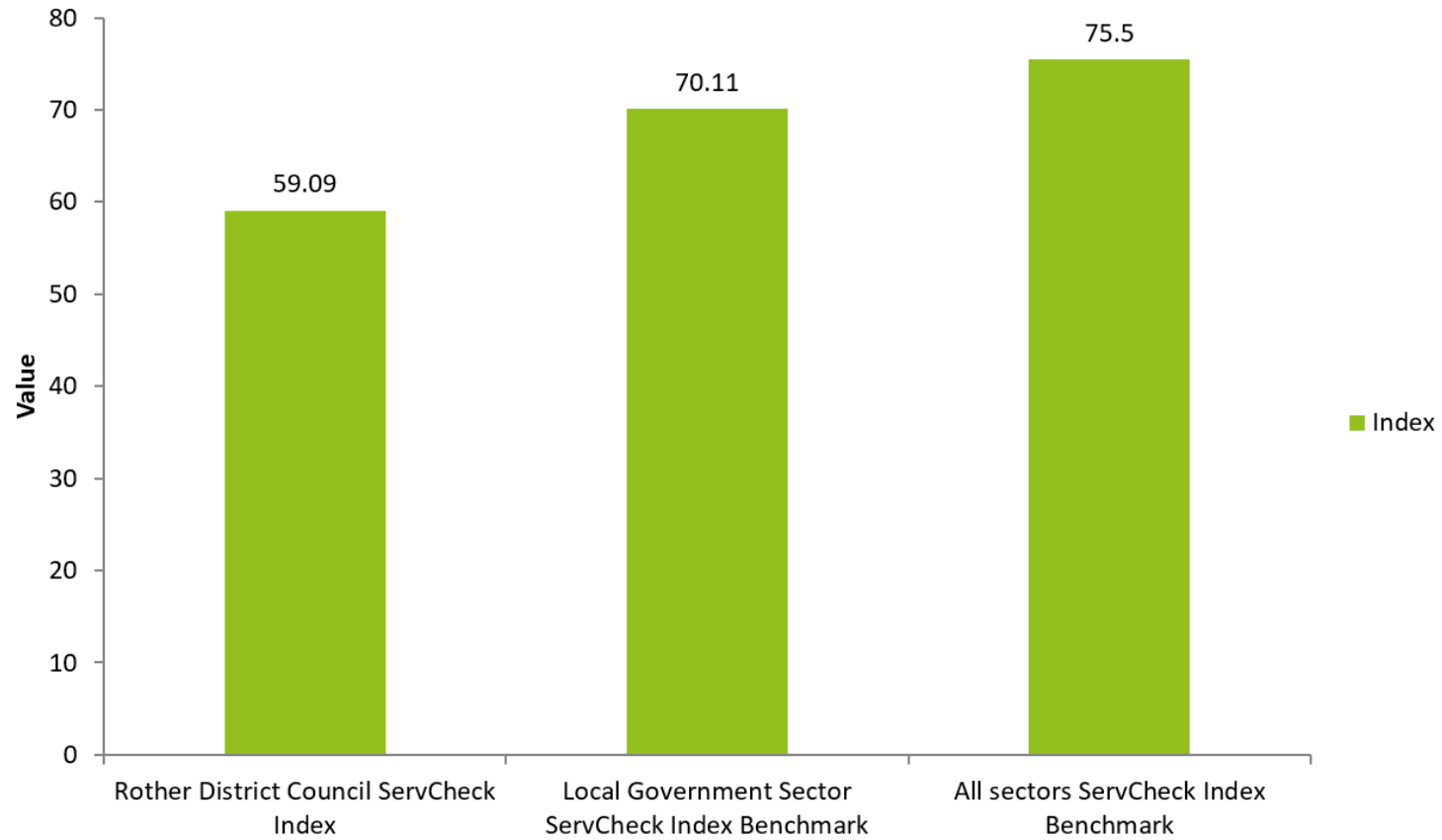
51% completion - 145 out of 286 employees

Site	CEO, Director or Head of Service	Councillor	Manager	Team Leader	Officer or Non Management Role	Total Staff
Rother District Council	4	20	11	11	99	145

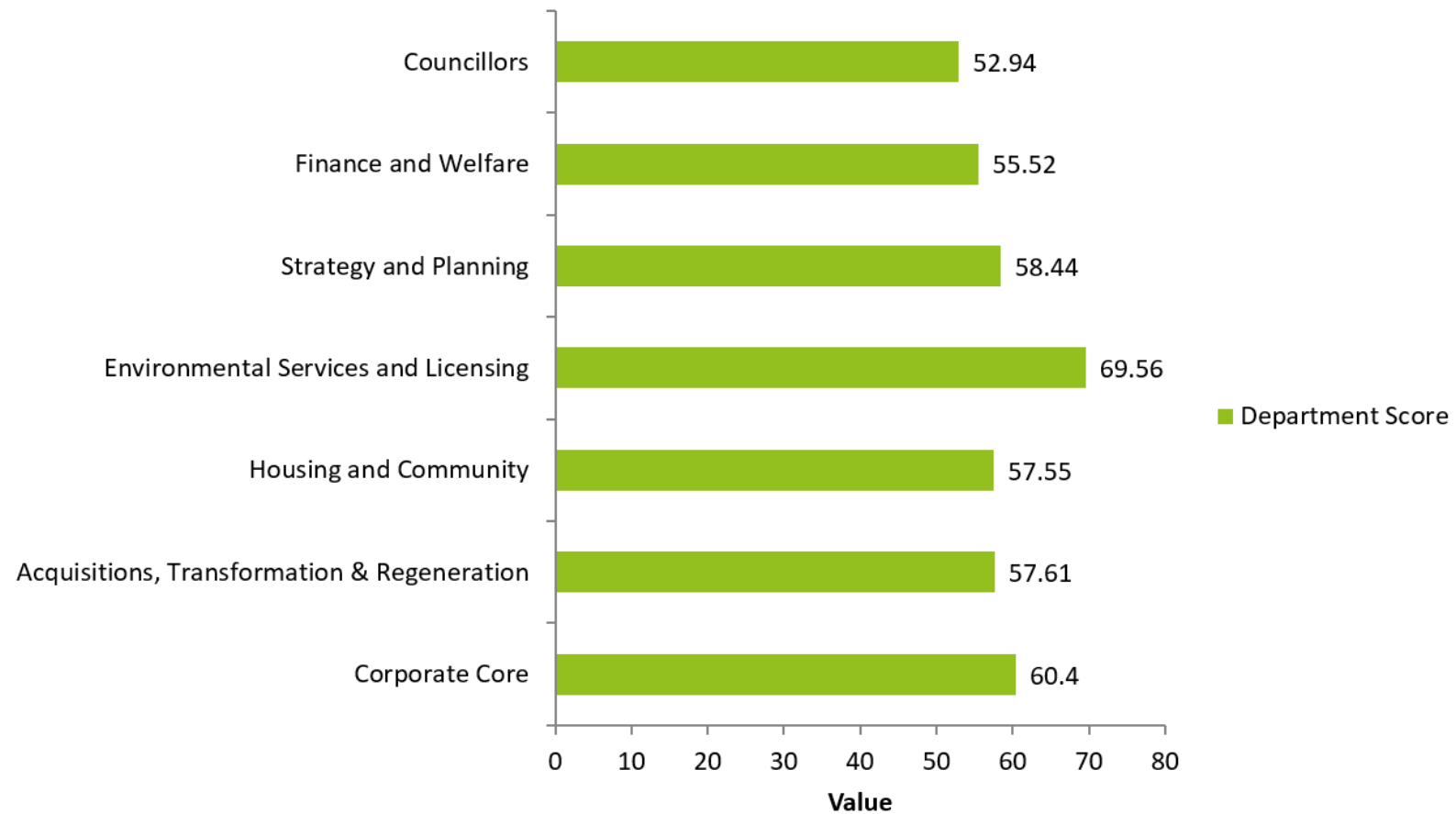
Responses by department

Department	Total Responses
Corporate Core	21
Acquisitions, Transformation & Regeneration	14
Housing and Community	31
Environmental Services and Licensing	23
Strategy and Planning	16
Finance and Welfare	22
Councillors	18

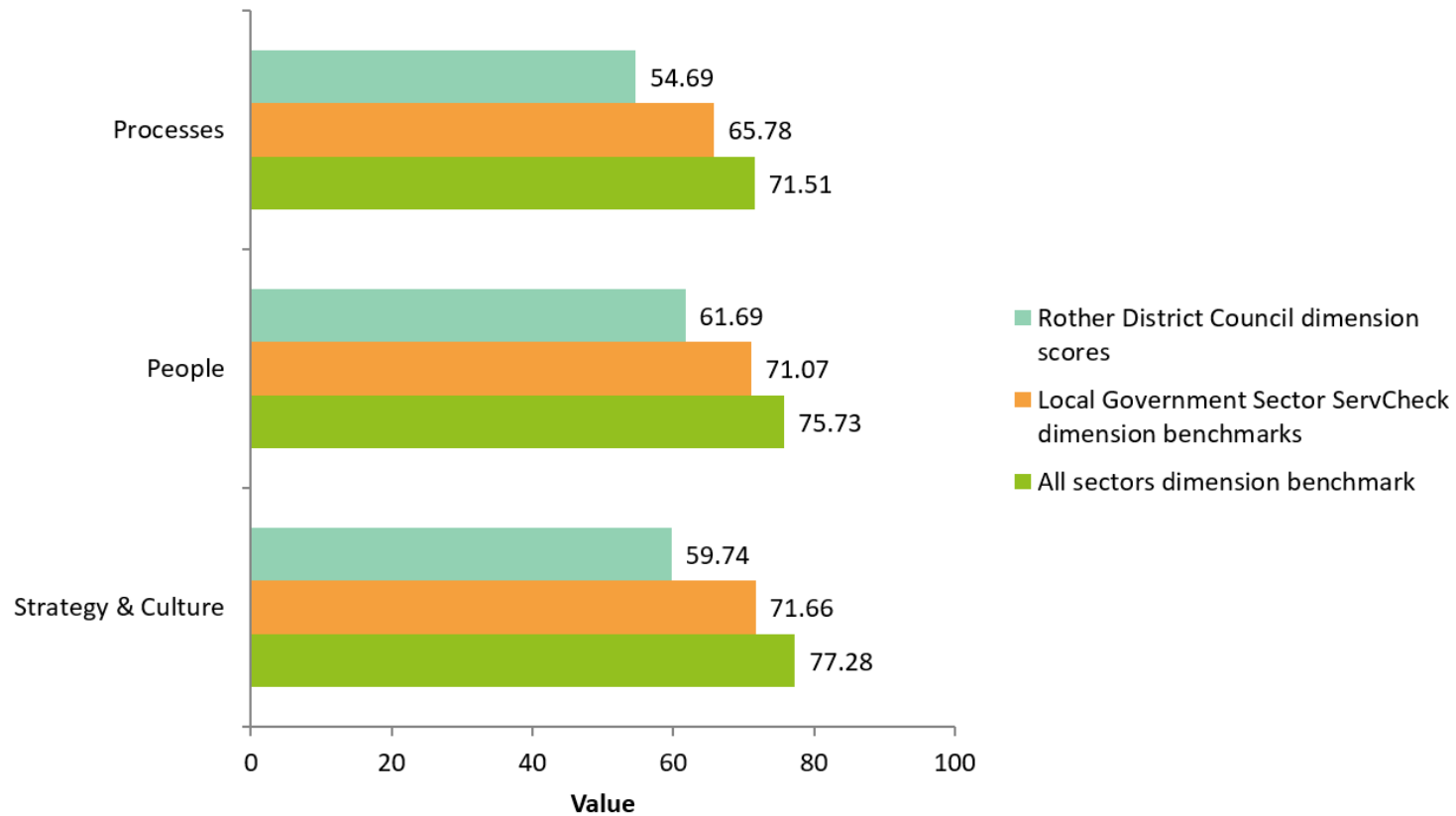
Index Benchmark



Department comparison



Dimensions comparison



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