

CUSTOMER SATISFACTION SURVEY

EXECUTIVE MEMBER: Councillor Elaine Woodburn
LEAD OFFICER: Jane Salt, Head of Customer Services
REPORT AUTHOR: Marissa Joyce/Tim Capper

Summary and Recommendation: That the present position on the customer satisfaction survey is noted and a further report made to overview and scrutiny on the results.

1. INTRODUCTION

1.1 The Work Plan for this committee includes a review of the Council's customer service commitments. This has been the subject of previous reports to OSC PR.

2.1 As the first stage of the review, a customer satisfaction survey has been commissioned from a market research organisation who have done similar work for the Council before. This approach will ensure objectivity in assessing the views of customers on our current commitments, and that customers' expectations are at the centre of any changes to our commitments in the future.

2. BACKGROUND

2.1 The survey is being conducted with 600 customers drawn randomly from across all the Council's service areas. 200 customers will be contacted by telephone, the remainder by post or e-mail. The survey covers situations where customers have contacted us in person, by telephone, e-mail or letter in the last 12 months.

2.2 The survey also contains a number of questions around our existing nine customer commitments, asking respondents' views on whether or not they agree with each commitment. Where a respondent says a commitment should be changed, they are asked what the change should be. Respondents are asked to score each commitment on a scale of 1-10 where 1 is not important at all and 10 is extremely important.

3. NEXT STEPS

3.1 The survey will be completed in the second half of March and the results will be reported to overview and scrutiny early in the 2007/08 Council year.

4. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)

4.1 There is an unused balance of approximately £2,800 in the overview and scrutiny budget for 2006/2007 which will fund the cost of the survey.

5. PROJECT AND RISK MANAGEMENT

5.1 Risks to the project will be minimised by commissioning a professional market research organisation to conduct the survey and report the results to us in an appropriate format.

6. IMPACT ON CORPORATE PLAN

6.1 Provision of services which are sensitive to the needs and expectations of customers is key to all corporate plan objectives.

List of Appendices - none

List of Background Documents: survey questionnaire

List of Consultees:

CHECKLIST FOR DEALING WITH KEY ISSUES

Please confirm against the issue if the key issues below have been addressed . This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	N/A
Impact on Sustainability	N/A
Impact on Rural Proofing	Applies equally to customers from all areas of the Borough
Health and Safety Implications	N/A
Project and Risk Management	See 5.1

Impact on Equality and Diversity Issues	N/A
Children and Young Persons Implications	N/A
Human Rights Act Implications	N/A

Please say if this report will require the making of a Key Decision ~~YES~~/NO