

Sefton Council Customer Services User Experience Survey Report January 2022



1. Background

Delivering great customer service takes both understanding of what your customers want and a way to see that they receive it. Through our commitment to developing a culture where other people's views are listened to and valued, a survey have been commissioned to obtain feedback from our customers.

As a result of the Coronavirus pandemic and in order to ensure the health and safety of our customers, the way in which we deliver some of our services has changed. Therefore, instead of a traditional customer satisfaction survey, a bespoke user experience survey has been conducted to reflect the changes in place.

The main aim of the survey is to collect data from the users of our services to measure their experience of contacting the Council, establish what channels they use to access Council information and to record their satisfaction with the service that they received from our Bootle One Stop Shop.

2. Introduction

It should be noted that, due to the Coronavirus pandemic, all visits to Bootle One Stop Shop are pre-arranged by appointment only. Customers can book an appointment by ringing Sefton Council's Contact Centre or arranging a further appointment on an initial/previous visit to the One Stop Shop. Additionally, customers can be contacted by letter and issued with an appointment as in the case of Taxi Licensing enquiries where it is identified that a taxi badge or plate is due to expire.

This report provides information regarding various questions posed in the form of an exit survey to customers who visited Bootle One Stop Shop over a four week period in November and December 2021.

As this was an inaugural user experience survey, no previous data exists for comparative purposes.

3. Profiling information

Age groups participating the survey ranged from 18 to 84 years old.

There were more male than female participants in the survey.

More than 15% of customers stated that they felt they had some form of disability.

Age Group	% of respondents
18-29	10.60%
30-39	34.30%
40-49	27.80%
50-59	7.10%
60-69	14.20%
70-79	4.70%
80-89	1.30%

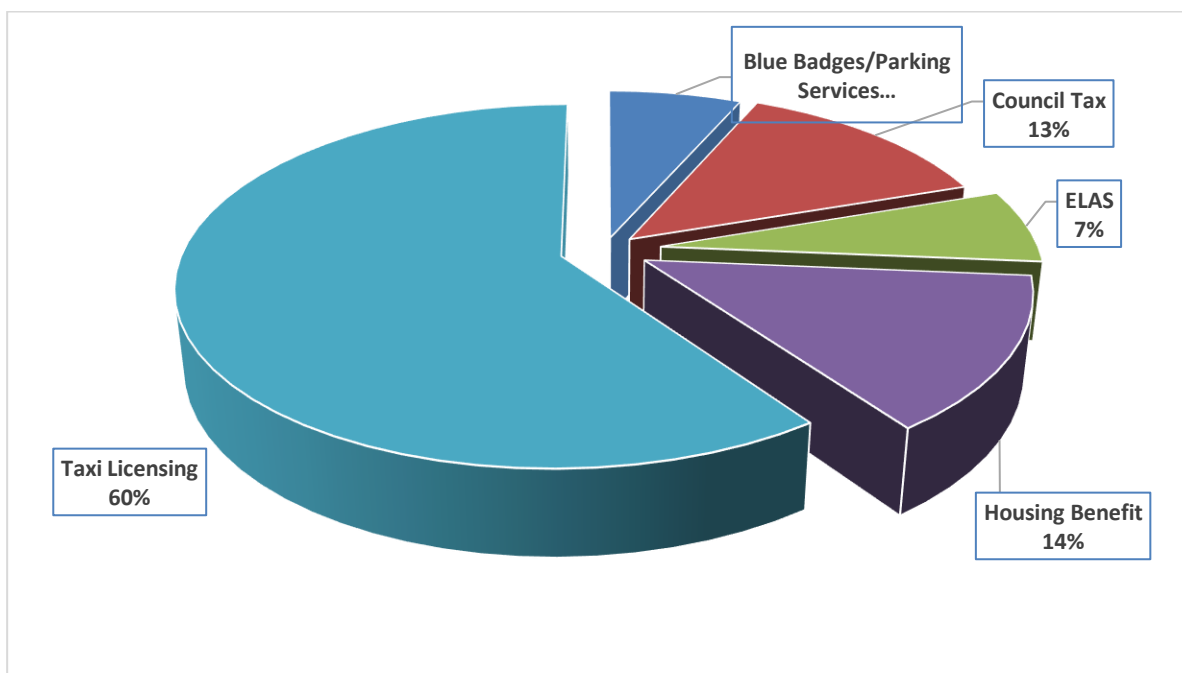
Gender	% of respondents
Male	77.40%
Female	22.60%

Disability	% of respondents
Yes	15.90%
No	84.10%

4. Key Findings and Questions

Customers were asked a number of questions detailed in the questionnaire shown in Appendix A (Page 8)

The chart below shows the type of enquiries made by customers participating in the survey.

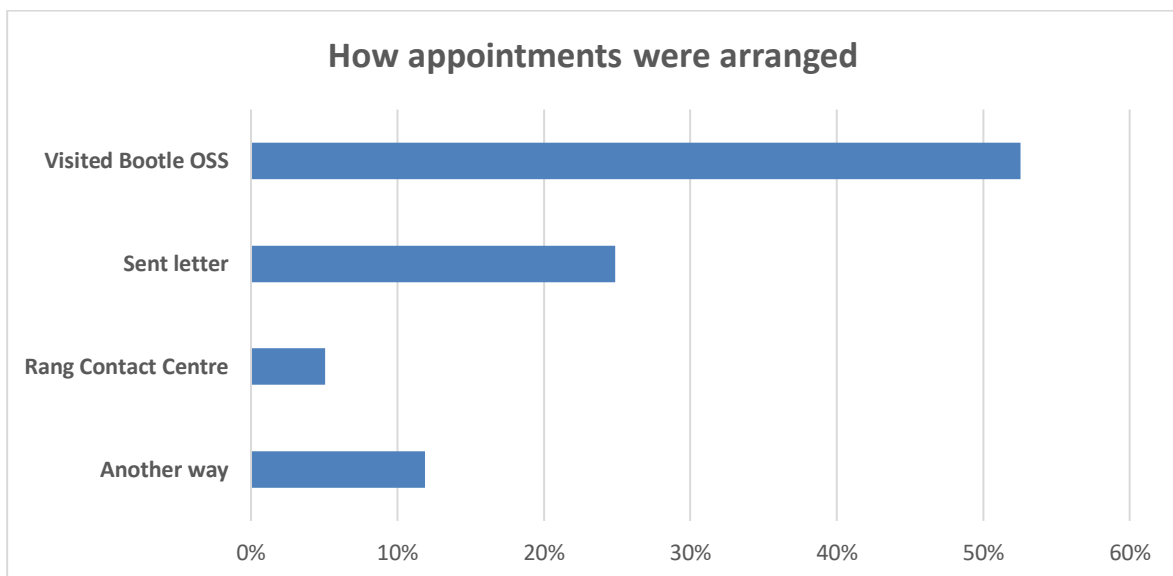


4.1 Booking an appointment

Customers were asked if they visited the Sefton website before attending an appointment at Bootle One Stop Shop. Of all the respondents, 65.5% advised that they didn't visit the Sefton website first.

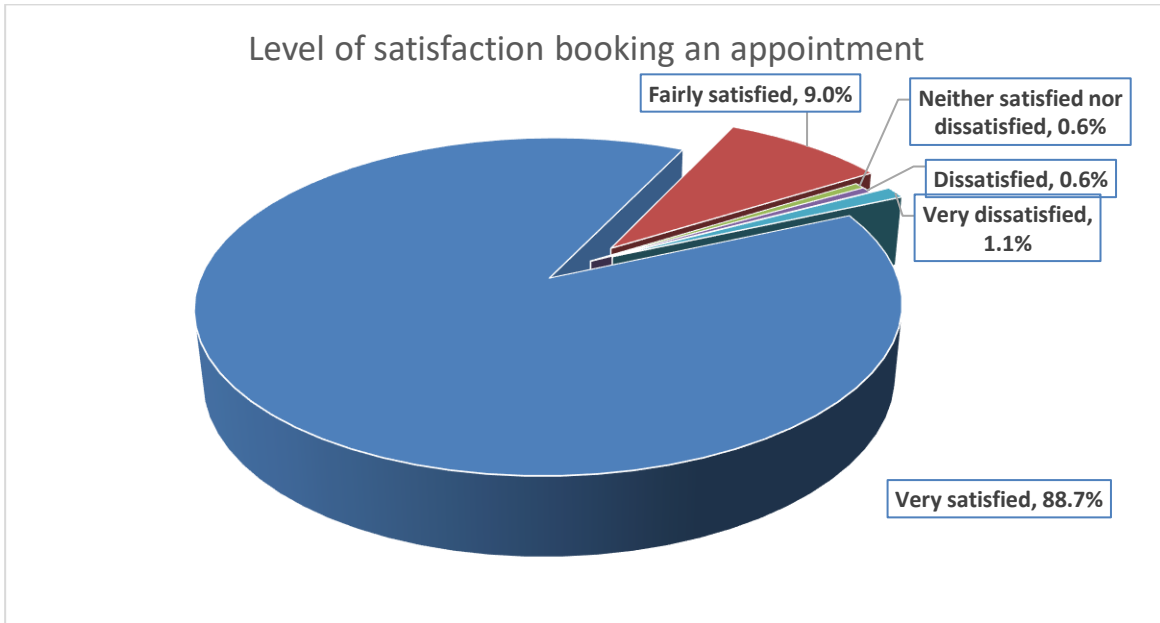
Pleasingly, having been shown during their appointment at Bootle One Stop how and where they could access information on the Sefton website, 63.3% of customers advised that they would access the Sefton website in future before attempting other channels to obtain information or contact Sefton Council.

Customer were asked how they arranged their appointment at Bootle One Stop Shop. The chart below shows that the majority of customers made their appointment having previously visited Bootle One Stop Shop.



Having made an appointment, customers were asked to rate their experience in terms of level of difficulty. An overwhelming 94.9% of customers felt that arranging and obtaining an appointment was either 'Very easy' or 'Easy'. The majority of the remaining 5.1% advised that they experienced delays in an email or telephone call being answered when they attempted to book an appointment.

Next, customers were asked how satisfied they were with the level of interaction they had with the person who made their appointment for them. The chart below shows how customers responded.



Customers were also asked if they were given the right advice and information when they made their appointment so that they were fully prepared when they arrived at Bootle One Stop Shop. A total of 97.2% of customers felt that they had been given the right advice and information and were fully prepared.

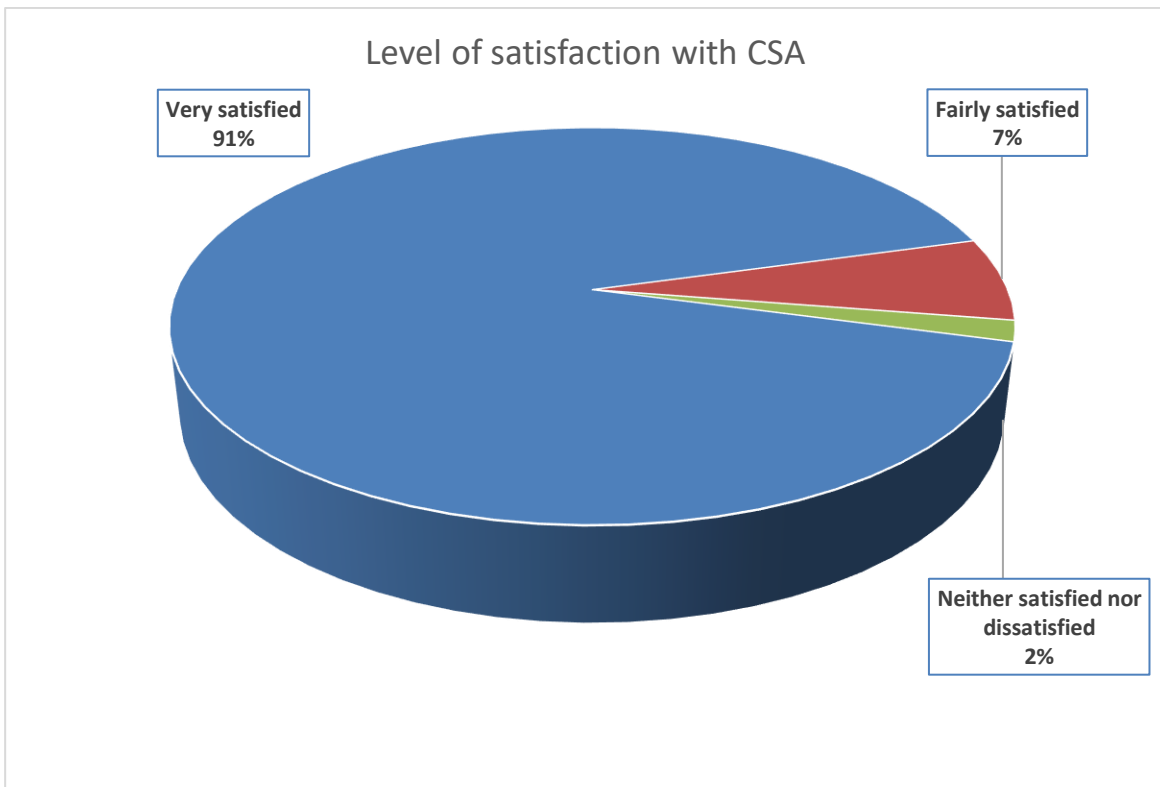
4.2 Attending an appointment

All customers who attended Bootle One Stop Shop were given a specific appointment time. Customers were asked if their appointment started on time or, if there was a delay, how long that delay was. A total of 45.2% of customers responded to confirm that their appointment started on time and a further 32.2% of customers confirmed that their appointment started within 5 minutes of the scheduled time.

When asked if their query was fully resolved during their interview at Bootle One Stop Shop, 96.6% of customers surveyed advised that their query was fully resolved.

Customers were asked how satisfied they were with their interaction with a Customer Services Advisor during their appointment at Bootle One Stop Shop. No customers responded that they were dissatisfied with their interaction with 98.3% of customer feeling 'Very satisfied' or 'Fairly satisfied'.

The chart below shows customer satisfaction levels for their interaction with a Customer Services Advisor.



4.3 Overall Satisfaction

In order to measure overall satisfaction, customers were asked how satisfied they were with their whole experience of interaction with Sefton Council via Customer Services for their most recent enquiry only.

The results on the table on the following page show that 97.2% of customers were 'Satisfied' with our service with 84.2% of customers advising that they were 'Very satisfied'.



4.4 Additional comments

Finally, customers were asked if they wished to make any additional comments in relation to their experience interacting with Sefton Council. The overwhelming majority of comments were very complimentary of Customer Services staff and the processes in place. Other comments included improving the Sefton Council website and methods of making payments for Council Services. These will be fed back to the appropriate sections for consideration.