

## CUSTOMER SATISFACTION SURVEY TELEPHONE QUESTIONNAIRE

### INTRODUCTION

The questionnaire was issued in August and September 2005 in an effort to gauge what our customers felt about our telephone service. A similar survey was carried out in 2001.

### PROCESS

Those callers who contacted us through the switchboard were targeted, their name and address was passed on by the recipient of the call to the Front Office. The Front Office, assisted by the Secretariat, issued questionnaires to the caller. The questionnaire included an Ethnic Monitoring Form and a stamped addressed envelope. The questionnaires were issued until the number of forms returned reached 100. The final total returned was 102 questionnaires, which included 101 Ethnic Monitoring Forms.

### ANALYSIS

<b>Q.1</b>	Was your call answered promptly?		
	<b>Yes</b>	<b>101</b>	<b>No</b>
			<b>1</b>
<b>Q.2</b>	Was your call answered courteously?		
	<b>Yes</b>	<b>102</b>	<b>No</b>
			<b>0</b>
<b>Q.3</b>	Were you connected with the appropriate person at the first attempt?		
	<b>Yes</b>	<b>85</b>	<b>No</b>
			<b>17</b>
	<i>In 17 cases where answer was no, the answer to <b>question 4</b> was yes</i>		
	<b>[Q.4</b> If not, was the person to whom you spoke efficient and helpful?]		
<b>Q.5</b>	Were you able to transact your business within one telephone call?		
	<b>Yes</b>	<b>86</b>	<b>No</b>
			<b>16</b>
	<i>In 16 cases where answer was no, the answer to <b>Question 6</b> was yes 15 times and comment No.1 the remaining time.</i>		
<b>Q.6</b>	If you could not complete your business, were you give a contact name and phone number?		
<b>Q.7</b>	Please give your opinion of the efficiency of the telephone service you received 1 = Poor : 5 = Excellent		
<b>Scores:</b>	<b>5</b>	<b>76 times</b>	
	<b>4.9</b>	<b>1 time</b>	
	<b>4</b>	<b>25 times</b>	

## COMMENTS

The forms contained a few comments, which are repeated:

1. I was told I would receive a phone call back at 4pm with more information and I was given the phone call back.
2. Excellent, polite, courteous service (Walker Moore).
3. Form was sent to my daughter in error (J Lumsden).
4. The woman I spoke to asked if she could call back as she could not locate my records. She called back within 5 minutes. Very good!!

## ETHNIC MONITORING FORM

As noted 101 of these were returned. The breakdown is as follows:

Scottish White	73	
British White	22	
Irish White	2	
Other White	2	(1 Welsh, 1 Canadian)
Pakistani	2	

## CONCLUSION

The response to the questionnaire has been very positive. Many of the staff were involved with this survey but the brunt of the work falls on Front Office Staff. They are to be congratulated for the high standards demonstrated by this survey.

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