



Customer First survey results

Executive Summary

This report is a summary of the results of the 2017 Customer First survey, which was launched on 20 November and closed on 15 December 2017. There were 474 responses to 15 questions, which covered themes including contact with the Council, the image of the Council, communication and information from the Council and information about how the Council is delivering its services.

The results from this survey have been used in the new Customer First Strategy as follows:

(All percentages relate to the total number of people who chose to answer that question)

Top five highlights:

We asked...

- How would you rate the staff who served you and 82% said 'always or nearly always polite'
- What about the service you received? Almost 72% of those who answered this question said we always or nearly always provided a helpful and friendly service
- Think about your last contact with the Council; was it a positive or negative experience? 69% said their last contact was a positive one.
- When asked if there had been cause to complain in the last 12 months, 68% commented that they'd had no cause to
- 80% described the Council as easy to contact when they needed to

Opportunities for improvement:

We asked people's opinions on how good we are at a range of activities...

- 58% of respondents to that question said they felt we were poor or very poor at allowing residents to participate in making decisions
- 56% felt we were poor or very poor at learning from customer feedback
- 49% felt we were poor or very poor at listening to residents' views
- When asked to rate the service they received, 43% of respondents felt they'd sometimes, seldom or never witnessed an experienced and confident service in the last year
- 49% said they'd sometimes, seldom or never encountered a responsive service where we were able to resolve problems

Contact with the Council

Question 1

When you need to contact the Council about something how are you most likely to get in touch?

We asked people to choose one option from telephone, in person, letter, email or council website and 63% of those who responded to this question said **telephone**.

The second highest percentage (27.91%) indicated that they are most likely to get in touch by email, followed by our website (5.5%), in person (3.17%) and by letter (0.42%).

473 respondents answered this question.

Question 2

Thinking about your experience as a Council service user over the past 12 months, how would you rate the staff who served you?

Respondents had three options to rate – polite, caring and knowledgeable. They were asked to choose either always, nearly always, sometimes, seldom or never.

82.1% of respondents said staff were always (42.7%) or nearly always (39.4%) polite. 14.6% said that staff were sometimes polite, 2.2% said that staff were seldom polite and 1.1% said they were never polite.

62.3% of respondents said staff were always (26.2%) or nearly always (36.1%) caring. 28.1% said that staff were sometimes caring, 7.1% said that staff were seldom caring and 2.5% said they were never caring.

59.5% of respondents said staff were always (22.1%) or nearly always (37.4%) knowledgeable. 31.5% said that staff were sometimes knowledgeable, 7.2% said they were seldom knowledgeable and 1.8% said they were never knowledgeable.

454 respondents answered this question.

Question 3

Thinking about your experience as a Council service user over the past 12 months, how would you rate the service you received?

Respondents had five options to rate – helpful and friendly, informative and knowledgeable, accurate, experienced and confident, and responsive and able to resolve problems. They were asked to choose either always, nearly always, sometimes, seldom or never.

71.9% of respondents rated the service they received as either always (29.6%) or nearly always (42.3%) helpful and friendly. 21% said that the service was sometimes helpful and friendly, 5.3% said it was seldom and 1.8% said it was never.

63.1% of respondents rated the service they received as either always (23.5%) or nearly always (39.6%) informative and knowledgeable. 28.5% said that the service was sometimes informative and knowledgeable, 6.4% said it was seldom and 2% said it was never.

59.6% of respondents rated the service they received as either always (20.7%) or nearly always (38.9%) accurate. 30.3% said that the service received was sometimes accurate, 7.8% said it was seldom and 2.3% said it was never.

56.7% of respondents rated the service they received as either always (21.3%) or nearly always (35.4%) experienced and confident. 32.2% said that the service received was sometimes experienced and confident, 8.8% said it was seldom and 2.3% said it was never.

51.1% of respondents rated the service they received as either always (17.4%) or nearly always (33.7%) responsive and able to resolve problems. 30.1% said that the service received was sometimes responsive and able to resolve problems, 13.8% said it was seldom and 5% said it was never.

446 respondents answered this question.

Question 4

Thinking about your experience as a Council service user over the past 12 months, how often were your requirements met to your satisfaction?

Respondents had three options to rate – following initial contact, only after a second contact, and only after three or more contacts. They were asked to choose either always, nearly always, sometimes, seldom or never.

56.2% of respondents said that their requirements were either always (20.8%) or nearly always (35.4%) met to their satisfaction after the initial contact. 23.9% rated this as sometimes met, 12.9% as seldom met and 7% as never met to their satisfaction following initial contact.

41.5% of respondents said that their requirements were either always (17.8%) or nearly always (23.7%) met only after a second contact. 32.5% rated this as sometimes, 12.9% as seldom, and 13.1% said their requirements were never met to their satisfaction after a second contact.

41.3% of respondents said that their requirements were either always (19.4%) or nearly always (21.9%) met only after three or more contacts. 27% rated this as sometimes, 11.3% as seldom, and 20.4% said their requirements were never met to their satisfaction after three or more contacts.

432 respondents answered this question.

Question 5

Thinking about your last contact with the Council, was it a positive or negative experience?

69.25% of people who chose to answer this question said that their last contact with the Council had been a positive one.

439 respondents answered this question.

Question 6

Can you tell us why you felt this way?

Respondents were asked to explain why they felt the experience had been either positive or negative. A selection of responses were received and were passed on to relevant managers for information, and action where necessary, and will be used to improve the customer experience.

231 respondents answered this question.

Question 7

Do you prefer being able to contact Council services directly or do you think a single point of contact/switchboard would provide a better service?

73.58% of respondents answered that they preferred being able to contact Council services directly.

439 respondents answered this question.

Question 8

Have you had cause to complain to the Council in the last 12 months?

68.29% of respondents to this question said they had no need to complain. 27.08% said they'd complained informally, while 4.63% said they'd formally complained through the Council's complaints procedure.

432 respondents answered this question.

The image of the Council

Question 9

In your opinion how good is Shetland Islands Council at...

We asked people to rate the following eight statements either very good, fairly good, poor or very poor.

Providing information about its services:

61.3% of respondents to this question said we were fairly good and 19.9% said we were poor at providing information about our services. 14.2% rated us very good and 4.6% said we were very poor at this.

Providing information about its performance:

51.6% of respondents to this question said we were fairly good and 28.4% said we were poor at providing information about our performance. 14.6% rated us very good and 5.4% said we were very poor at this.

Providing information that is easy to understand:

54.8% of respondents to this question said we were fairly good and 24.6% said we were poor at providing information that is easy to understand. 14.2% rated us very good and 6.4% said we were very poor at this.

Employing staff who are polite, helpful and caring:

64.4% of respondents to this question said we were fairly good and 23.9% said we were very good at employing staff who are polite, helpful and caring. 9.3% rated us poor and 2.4% said we were very poor at this.

Listening to residents' views:

42.3% of respondents to this question said we were fairly good and 33.8% said we were poor at listening to residents' views. 15.6% rated us very poor and 8.3% said we were very good at this.

Responding to complaints promptly:

50.9% of respondents to this question said we were fairly good and 27.2% said we were poor at responding to complaints promptly. 11.5% rated us very poor and 10.4% said we were very good at this.

Learning from customer feedback:

39.6% of respondents to this question said we were poor and 36.5% said we were fairly good at learning from customer feedback. 16.6% rated us very poor and 7.3% said we were very good at this.

Allowing residents to participate in making decisions:

37.7% of respondents to this question said we were poor and 35.2% said we were fairly good at allowing residents to participate in making decisions. 20% rated us very poor and 7.1% said we were very good at this.

418 respondents answered this question.

Question 10

Do you agree or disagree with the following statements about Shetland Islands Council?

80.4% of respondents to this question agreed that the Council is easy to contact when they need to, while 67.7% disagreed with the statement that the Council is too impersonal.

412 respondents answered this question.

Communication and information from the Council

Question 11

As a resident, do you feel the Council keeps you informed about the services it provides?

54.68% of respondents to this question agreed with this statement.

395 respondents answered this question.

Question 12

How would you prefer to receive information from Shetland Islands Council on the services it provides?

Respondents were asked to select their first preference only.

Council website – 37.62%
Local media – 24.01%
Social media e.g. Twitter or Facebook – 16.58%
Leaflets and posters – 8.66%
From your local councillor – 3.47%
Public meetings – 2.72%

There was also an 'other' category (6.94%), which included some other options for consideration.

404 respondents answered this question.

Question 13

Are there any topics/council services you would particularly like to hear more about?

A selection of responses were received and were passed on to relevant managers for information, and action where necessary, and will be used to improve the customer experience.

107 respondents answered this question.

Information about how the Council is delivering its services

Question 14

How important is it to be given the following information on how Shetland Islands Council is performing?

We asked people to rate the following nine statements either very important, fairly important or not important.

What the Council spends money on:

82.7% of respondents to this question felt it was very important and 15.8% felt it was fairly important. 1.5% rated this as not important.

How Council services compare with other councils:

42.2% of respondents to this question felt it was very important and 42.2% felt it was fairly important. 15.6% rated this as not important.

How Council services compare with previous years:

47.8% of respondents to this question felt it was very important and 44.3% felt it was fairly important. 7.9% rated this as not important.

How Government measures Council performance:

45.1% of respondents to this question felt it was fairly important and 43.1% felt it was very important. 11.8% rated this as not important.

Good news/success stories:

53.9% of respondents to this question felt it was very important and 37.5% felt it was fairly important. 8.6% rated this as not important.

Actions we have taken to improve services:

73.6% of respondents to this question felt it was very important and 24.9% felt it was fairly important. 1.5% rated this as not important.

Examples of deteriorating performance:

65.1% of respondents to this question felt it was very important and 32.1% felt it was fairly important. 2.8% rated this as not important.

Progress with major projects:

66.7% of respondents to this question felt it was very important and 29% felt it was fairly important. 4.3% rated this as not important.

Complaints received:

47.6% of respondents to this question felt it was very important and 41.8% felt it was fairly important. 10.6% rated this as not important.

400 respondents answered this question.

Question 15

How would you like to find out about how the Council is doing?

We asked people to tick all that apply for this question and the results showed that the top three most popular mediums are:

- 1) Council website (58.25%)
- 2) Local media (52.75%)
- 3) Annual performance report (39.75%)

The others ranked as follows: social media e.g. Twitter or Facebook (29.5%); leaflets and posters (18.75%); from your local councillor (16.25%); on request (15.5%); public meetings (15%); other (4.75%) and do not want any performance information (0.5%).

400 respondents answered this question.

Website subscription tool

Question 16

We are considering introducing a new email-based information service for members of the public in Shetland. This would enable people to receive updates and information direct from Shetland Islands Council, on the subjects that matter to them.

Would you be interested in such a service?

70.6% of respondents said that they would be interested in this service.

398 respondents answered this question.

Question 17

Is there anything else you'd like to add on the Council's customer service/performance?

A selection of responses were received and were passed on to relevant managers for information, and action where necessary, and will be used to improve the customer experience.

120 respondents answered this question.

Question 18

How did you find out about this survey?

The majority of respondents selected other, 45.74%. 16.54% selected 'council website'; 16.02% selected 'social media e.g. Twitter or Facebook'; 15.25% selected 'advert in local media' and 6.46% selected 'press release'.

387 respondents answered this question.