

Shetland Islands Council Customer First survey results

Executive Summary

This report is a summary of the results of the 2022 Customer First survey, which was launched on 27 May and closed on 17 June 2022. There were 515 responses to 12 questions covering 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 were reviewed against the same questions from five years ago, which were used in the council's Customer First Strategy, with progress noted as follows: (All percentages relate to the total number of people who chose to answer that question. Figures in brackets in the section below are the percentage ratings from 2017).

Top five highlights:

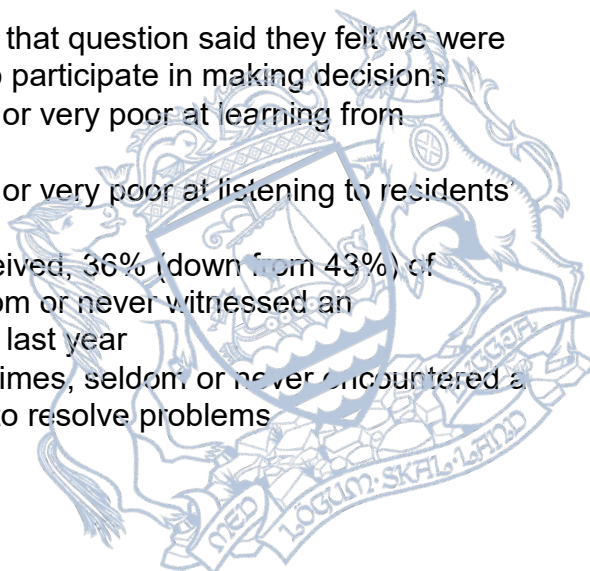
We asked...

- How would you rate the staff who served you and 84% (up from 82%) said 'always or nearly always polite'
- What about the service you received? Almost 78% (up from 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? 76% (up from 69%) said their last contact was a positive one.
- When asked if there had been cause to complain in the last 12 months, 74% (up from 68%) commented that they'd had no cause to
- 76% (down from 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...

- 56% (down from 58%) of respondents to that question said they felt we were poor or very poor at allowing residents to participate in making decisions
- 50% (down from 56%) felt we were poor or very poor at learning from customer feedback
- 45% (down from 49%) felt we were poor or very poor at listening to residents' views
- When asked to rate the service they received, 36% (down from 43%) of respondents felt they'd sometimes, seldom or never witnessed an experienced and confident service in the last year
- 42% (down from 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 on a scale from very likely to very unlikely for each of six options.

The most popular option (those who chose either very likely or likely) was email (88.7%), closely followed by the telephone (87.2%) and then the council website (61.1%). The other options scored: in person (22.7%), council's social media pages (15.2%) and letter (13.1%).

507 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.

83.9% of respondents said staff were always (52.8%) or nearly always (31.1%) polite. 11.9% said that staff were sometimes polite, 2.4% said that staff were seldom polite and 1.8% said they were never polite.

67.4% of respondents said staff were always (35.3%) or nearly always (32%) caring. 23.7% said that staff were sometimes caring, 6.2% said that staff were seldom caring and 2.7% said they were never caring.

65.6% of respondents said staff were always (30.7%) or nearly always (34.8%) knowledgeable. 26.4% said that staff were sometimes knowledgeable, 6% said they were seldom knowledgeable and 2.1% said they were never knowledgeable.

497 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 customer 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.

78% of respondents rated the service they received as either always (37.1%) or nearly always (40.8%) helpful and friendly. 16.3% said that the service was sometimes helpful and friendly, 3.3% said it was seldom and 2.5% said it was never.

66.9% of respondents rated the service they received as either always (28.6%) or nearly always (38.3%) informative and knowledgeable. 25.1% said that the service was sometimes informative and knowledgeable, 5.5% said it was seldom and 2.5% said it was never.

64.1% of respondents rated the service they received as either always (26.6%) or nearly always (37.5%) accurate. 26% said that the service received was sometimes accurate, 7.8% said it was seldom and 2.1% said it was never.

64.1% of respondents rated the service they received as either always (29.3%) or nearly always (34.7%) experienced and confident. 26.9% said that the service received was sometimes experienced and confident, 6.6% said it was seldom and 2.5% said it was never.

58.1% of respondents rated the service they received as either always (23.8%) or nearly always (34.3%) responsive and able to resolve problems. 26% said that the service received was sometimes responsive and able to resolve problems, 11.6% said it was seldom and 4.3% said it was never.

493 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.

62.2% of respondents said that their requirements were either always (25.3%) or nearly always (36.9%) met to their satisfaction after the initial contact. 22.6% rated this as sometimes met, 8.8% as seldom met and 6.4% as never met to their satisfaction following initial contact.

41.4% of respondents said that their requirements were either always (17.8%) or nearly always (23.6%) met only after a second contact. 30.5% rated this as sometimes, 11.2% as seldom, and 16.9% said their requirements were never met to their satisfaction after a second contact.

37.9% of respondents said that their requirements were either always (19.2%) or nearly always (18.7%) met only after three or more contacts. 20.3% rated this as sometimes, 15.1% as seldom, and 26.7% said their requirements were never met to their satisfaction after three or more contacts.

489 respondents answered this question.

Question 5

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

75.7% of people who chose to answer this question said that their last contact with the council had been a positive one.

489 respondents answered this question.

Question 6

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

73.5% of respondents to this question said they had no need to complain.

491 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:

59.1% of respondents to this question said we were fairly good and 18.4% said we were very good at providing information about our services. 16.6% rated us as poor and 5.9% said we were very poor at this.

Providing information about its performance:

51.7% of respondents to this question said we were fairly good and 26.2% said we were poor at providing information about our performance. 14.2% rated us very good and 7.9% said we were very poor at this.

Providing information that is easy to understand:

55.1% of respondents to this question said we were fairly good and 23.1% said we were poor at providing information that is easy to understand. 16.3% rated us very good and 5.5% said we were very poor at this.

Employing staff who are polite, helpful and caring:

58.2% of respondents to this question said we were fairly good and 28.8% said we were very good at employing staff who are polite, helpful and caring. 9.3% rated us poor and 3.8% said we were very poor at this.

Listening to residents' views:

43.3% of respondents to this question said we were fairly good and 30.9% said we were poor at listening to residents' views. 14.6% rated us very poor and 11.3% said we were very good at this.

Responding to complaints promptly:

47.9% of respondents to this question said we were fairly good and 25.5% said we were poor at responding to complaints promptly. 13.3% rated us very poor and 13.3% said we were very good at this.

Learning from customer feedback:

40.2% of respondents to this question said we were fairly good and 34.4% said we were poor at learning from customer feedback. 15.4% rated us very poor and 10% said we were very good at this.

Allowing residents to participate in making decisions:

36.6% of respondents to this question said we were poor and 35.5% said we were fairly good at allowing residents to participate in making decisions. 19.8% rated us very poor and 8.1% said we were very good at this.

457 respondents answered this question.

Question 8

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

76.2% of respondents to this question agreed that the council is easy to contact when they need to, while 63.4% disagreed with the statement that the council is too impersonal.

455 respondents answered this question.

Communication and information from the council

Question 9

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

56.4% of respondents to this question agreed with this statement.

429 respondents answered this question.

Question 10

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 – 30.3%
Email/email newsletter – 30%
Social media – 14.6%
Local media – 12.5%
Leaflets and posters – 5%
From your local councillor – 4.6%
Public meetings – 3%

433 respondents answered this question.

Information about how the council is delivering its services

Question 11

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:

73.9% of respondents to this question felt it was very important and 23.3% felt it was fairly important. 2.8% rated this as not important.

How council services compare with other councils:

37% of respondents to this question felt it was very important and 39.8% felt it was fairly important. 23.2% rated this as not important.

How council services compare with previous years:

42.9% of respondents to this question felt it was very important and 45% felt it was fairly important. 12.1% rated this as not important.

How government measures council performance:

35.8% of respondents to this question felt it was fairly important and 43.8% felt it was very important. 20.4% rated this as not important.

Good news/success stories:

43.5% of respondents to this question felt it was very important and 44.9% felt it was fairly important. 11.6% rated this as not important.

Actions the council has taken to improve services:

74.1% of respondents to this question felt it was very important and 24.5% felt it was fairly important. 1.4% rated this as not important.

Examples of deteriorating performance:

59.3% of respondents to this question felt it was very important and 36.6% felt it was fairly important. 4.1% rated this as not important.

Progress with major projects:

66.5% of respondents to this question felt it was very important and 30.2% felt it was fairly important. 3.3% rated this as not important.

Complaints received:

42.7% of respondents to this question felt it was very important and 45.4% felt it was fairly important. 11.9% rated this as not important.

425 respondents answered this question.

Question 12

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 are:

- 1) Local media (64.1%)
- 2) Council website (42.6%)
- 3) Social media (38.6%)

420 respondents answered this question.