

Working for you

Results Customer Services & Customer Care Survey 2007

This is an initial findings report of the survey results from **the Customer Services & Customer Care survey 2007**

Questionnaires Sent out

In September 2007 a Polling station questionnaire was sent to the following people:

In total **1500** questionnaire were sent out and the questionnaire was also placed on the HBC website and the staff intranet

Questionnaires Received

In total **979** responses to the survey were received

- 970 District Panel
- 9 Internet surveys

Response Rate

This represents a 65.3% response rate.

Executive Summary

Where possible results have been compared with a similar survey carried out in 2005 and also 2003.

- 49% of respondents had contacted the Council in the last 12 months, this compares with 51% in 2005 and 55% in 2003
- The top 4 services contacted in the last 12 months in 2007 were the same as when this question was asked in 2005
 - Environmental
 - Planning
 - Highways/transportation
 - Revenues / Council Tax / Payments
- In 2007 41% of respondents contacted the council to request or provide information, this was a decrease on the 2005 (49%) and 2003 (51%) figures; 18% of respondents contacted the Council to make a complaint, this was an increase on the 2005 (15%) and 2003 figures (10%)

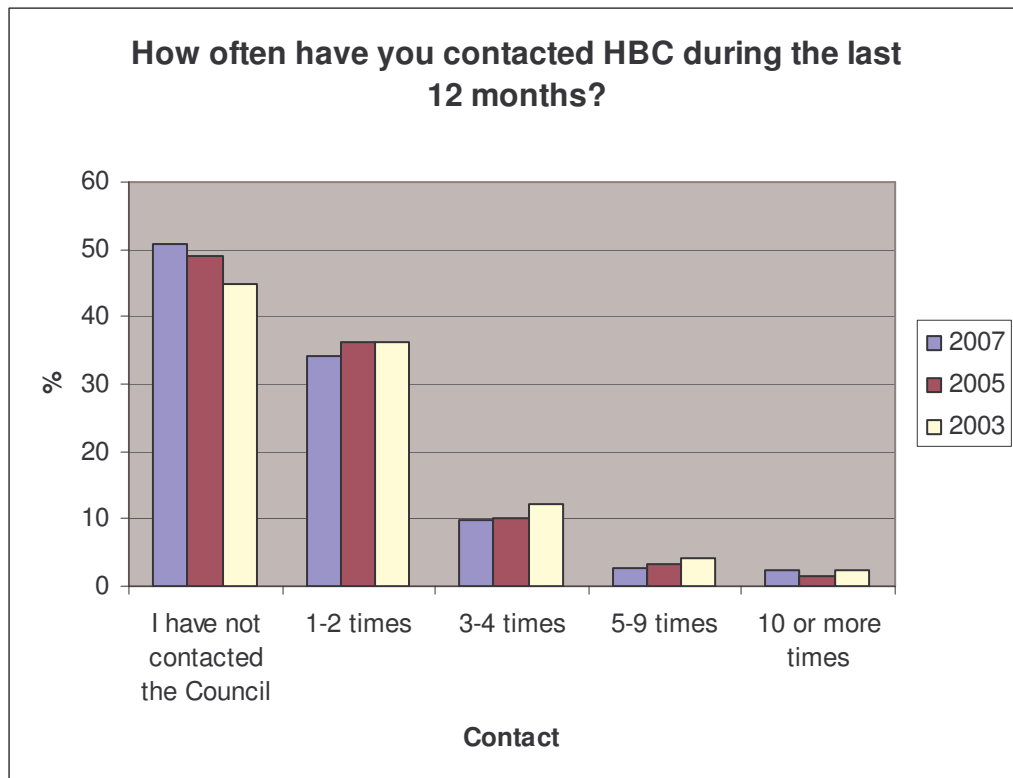
- The most popular method of contact was via telephone (75%), this was also the most popular method in 2005 and in 2003; the third most popular method of contact was Email and Web contact (9.1%), which was an increase on both the 2005 (3.5%) and 2003 (1.9%) figures.
- The most popular reason for respondent's choice of means of contact was for ease and convenience (41%)
- Satisfaction rates with the level of customer service received were high:
 - 88% of respondents were very satisfied/satisfied with how easy it was to find the right person or service to deal with
 - 78% of respondents were very satisfied/satisfied with the quality of the information or advice they were given
 - 81% of respondents were very satisfied/satisfied with the speed at which their contact was handled
 - 65% of respondents were very satisfied/satisfied with the final outcome of their contact
- As to preferred methods of contacting the Council for various services:
 - In 2007 the most preferred method of contact to request information was telephone (64%). This is a decrease on 2005 (76%) and 2003 (77%) figures.
 - The most preferred method of contact to make a booking was telephone (59%). This was also the most preferred method of contact in 2005 (70%) and 2003 (68%).
 - The most preferred method of contact to make a payment was Letter/form (33%). This was also the preferred method of contact in 2005 (41%) and 2003 (40%).
 - The most preferred method of contact to make a complaint was by telephone (47%). This was also the preferred method of contact in 2005 (49%) and 2003 (44%).
 - The most preferred method of contact to request a service was by telephone (74%). This was also the preferred method of contact in 2005 (81%) and 2003 (77%).
- 46% of respondents have visited the Harrogate Borough Council website; an increase of 38%% on the 2005 figures (8%)
- 86% of respondents who visited the Harrogate Borough Council website were able to find what they wanted.
- Of the small minority of respondents who were unable to find what they wanted on the Harrogate Borough Council website, 40% stated that this was because they found the website difficult to use and 28% were unable to find what they wanted because the search engine returned no results
- 194 respondents stated they would like to take part in a more in depth survey and possible focus group regarding Harrogate Borough Council Customer Services and Customer Care.

Question 1

How often have you contacted HBC during the last 12 months?

- In 2007 51% of respondents had not contacted the Council in the last 12 months, this is an increase on the 2003 and 2005 figures
- In 2007 34% of respondents had contacted the Council 1-2 times in the last 12 months, this is a decrease on the 2003 and 2005 figures
- In 2007 10% of respondents had contacted the Council 3-4 times in the last 12 months, this is a decrease on the 2003 and 2005 figures
- In 2007 3% of respondents had contacted the Council 5-9 times in the last 12 months, this is a decrease on the 2003 and 2005 figures
- In 2007 2% of respondents had contacted the Council 10 times or more in the last 12 months, this is a decrease on the 2005 figures but the same as the 2003 figures.
- In 2007 41% of respondents contacted the council to request or provide a service, this was a decrease on the 2005 (49%) and 2003 (51%) figures.

Q1						
How often have you contacted HBC during the last 12 months?						
	2007		2005		2003	
	No	%	No	%	No	%
I have not contacted the Council	498	50.9	499	48.9	460	45
1-2 times	336	34.3	369	36.1	370	36.2
3-4 times	97	9.9	103	10.1	126	12.3
5-9 times	25	2.6	35	3.4	43	4.2
10 or more times	23	2.3	15	1.5	24	2.3
2007 – 979 responses						



Question 2

Which service did you contact the last time you contacted Harrogate Borough Council?

Of the 481 respondents that answered this question 498 services were mentioned

- The service contacted the most in 2007 was Environmental at 32%
- The top 4 services contacted in the last 12 months in 2007 were the same as when this question was asked in 2005
 - Environmental
 - Planning
 - Highways/transportation
 - Revenues / Council Tax / Payments

Please note this question was not asked in 2003

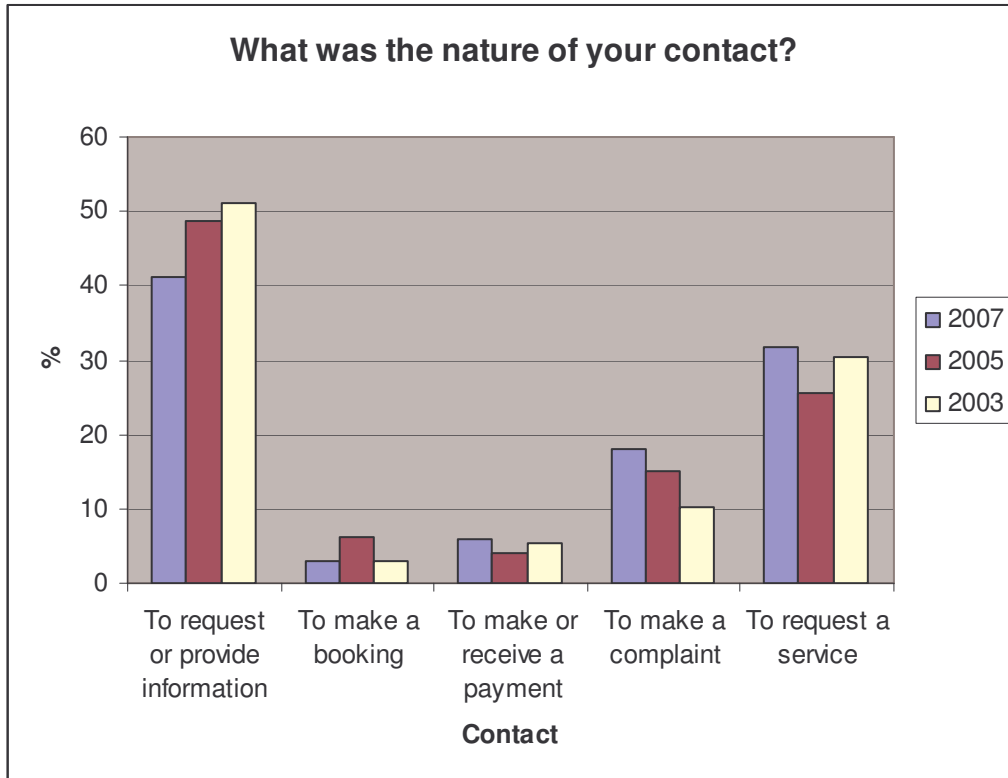
Q2 Which service did you contact the <u>last time</u> you contacted Harrogate Borough Council?				
Service	2007		2005	
	No	%	No	%
Environmental	162	32.5	190	31%
Pest Control	28			
Environmental	38			
Refuse – recycling	26			
Refuse collection	48			
Refuse – bulky waste collection	13			
Trade waste / fly tipping	3			
Septic tank cleaning / sewage	2			
Street Cleaning	2			
Litter control - cigarette ends	1			
Furniture re-use	1			
Planning department	114	22.9	132	21.5
Highways/transportation	65	13.1	82	13.4
Revenues / Council Tax / Payments	45	9	68	11.1
Parks and Open Spaces	18	3.6	15	2.4
Parking – permits, fines etc	14	2.8	Unk	Unk
Museums and Art Galleries, TIC, Leisure	15	3	30	4.9
Legal and Democratic	15	3	26	4.2
Housing	17	3.4	25	4.1
General Information	5	1	Unk	Unk
Licensing	4	0.8	Unk	Unk
Trading Standards	3	0.6	Unk	Unk
Development Services	2	0.4	Unk	Unk
Grants / bursaries	2	0.4	Unk	Unk
Job search	1	0.2	Unk	Unk
District panel	1	0.2	Unk	Unk
2007- 498 responses				

Question 3

What was the nature of your contact?

- In 2007 41% of respondents contacted the council to request or provide information, this was a decrease on the 2005 (49%) and 2003 (51%) figures.
- In 2007 32% of respondents contacted the Council to request a service, this was an increase on the 2005 and 2003 figures.
- In 2007 18% of respondents contacted the Council to make a complaint, this was an increase on the 2005 (15%) and 2003 figures (10%)
- In 2007 6% respondents contacted the Council to make or receive a payment, this is a decrease on the 2005 figures but the same as the 2003 figure.

Q3						
What was the nature of your contact?						
	2007		2005		2003	
	No	%	No	%	No	%
To request or provide information	219	41.2	308	48.7	378	51.1
To make a booking	16	3	40	6.3	22	3
To make or receive a payment	31	5.8	26	4.1	39	5.3
To make a complaint	96	18.1	96	15.2	76	10.3
To request a service	169	31.8	162	25.6	225	30.4
2007 - 482 responses						



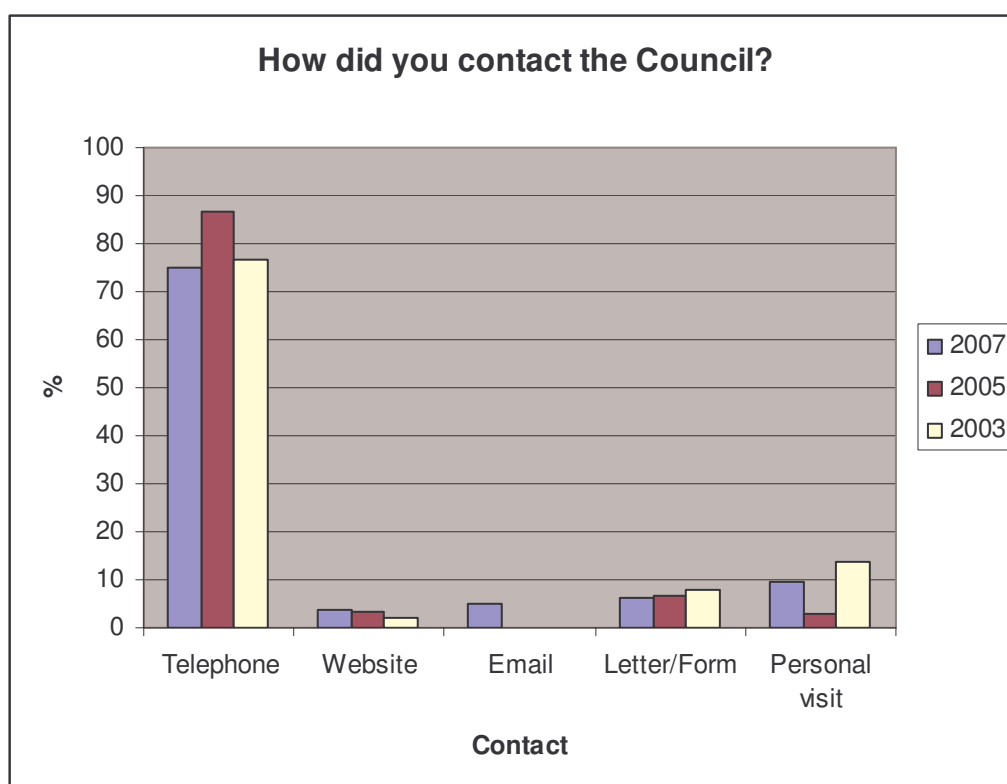
Respondents were also given the opportunity to state any **Other** nature of contact. These are listed in **Appendix B**.

Question 4

How did you contact the Council?

- In 2007 the most popular method of contact was via telephone (75%), this was also the most popular method in 2005 and in 2003. However this 2007 figure is a decrease on both the 2005 and 2003 figures.
- In 2007 the second most popular method of contact was personal visit (9.5%). This was an increase on the 2005 figure but a decrease on the 2003 figure.
- In 2007 the third most popular method of contact was Email and Web contact (9.1%). This was an increase on both the 2005 (3.5%) and 2003 (1.9%) figures.
- In 2007 the least most popular method of contact was letter/form (6.2%). This was a decrease on both the 2005 and 2003 figures.

Q4						
How did you contact the Council?						
	2007		2005		2003	
	No	%	No	%	No	%
Telephone	364	75.2	626	86.8	535	76.6
Website	19	3.9	25	3.5	13	1.9
Email	25	5.2				
Letter/Form	30	6.2	48	6.7	55	7.9
Personal visit	46	9.5	22	3	95	13.6
2007 - 484 responses						



Question 5

Why did you contact us this way?

- The most popular reason for respondents choice of means of contact was for ease and convenience 41%
- The second most popular reason for respondent's choice of means of contact was for Speed / Immediate Response 17%.
- The third most popular reason for respondent's choice of means of contact was because they wanted direct contact 13%.

Reason for contacting this way	Number	%
Ease / Convenience	185	40.6
Speed / Immediate Response	76	16.7
Wanted direct contact	59	12.9
Always used this method	53	11.6
Advised to do so / to make payment or fill a form	19	4.2
Confirmed in writing / wanted written response	12	2.6
No computer / no internet access	11	2.4
Phoned accessible	7	1.5
To find out how to complain	7	1.5
Cheapest manner	6	1.3
Used email / website	6	1.3
Because received no reply to email	5	1.1
Information not on website / did not know email address	5	1.1
To find who to contact	3	0.7
Out of hours	2	0.4
2007 – 456 responses		

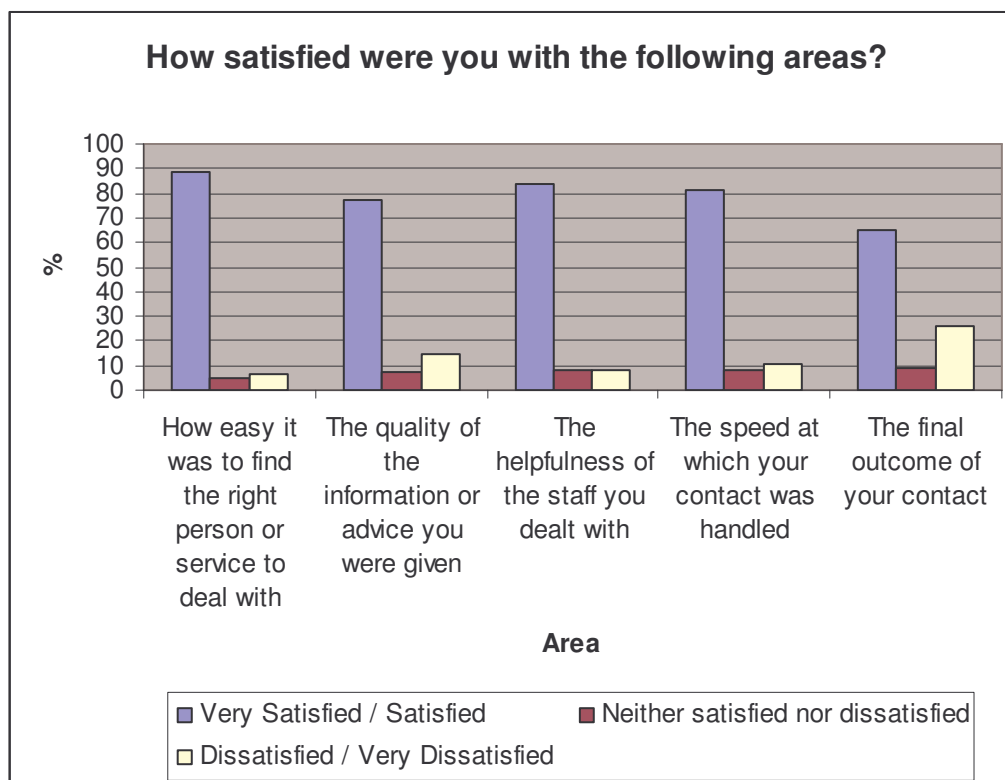
Question 6

How satisfied were you with the following?

- 88% of respondents were very satisfied/satisfied with how easy it was to find the right person or service to deal with
- 78% of respondents were very satisfied/satisfied with the quality of the information or advice they were given
- 83% of respondents were very satisfied/satisfied with the helpfulness of the staff they dealt with
- 81% of respondents were very satisfied/satisfied with the speed at which their contact was handled
- 65% of respondents were very satisfied/satisfied with the final outcome of their contact

Q6**How satisfied were you with the following?**

	<i>Very Satisfied / Satisfied</i>		<i>Neither satisfied nor dissatisfied</i>		<i>Dissatisfied / Very Dissatisfied</i>		<i>Total</i>
	<i>No</i>	<i>%</i>	<i>No</i>	<i>%</i>	<i>No</i>	<i>%</i>	
How easy it was to find the right person or service to deal with	414	88.3	23	4.9	32	6.8	469
The quality of the information or advice you were given	357	77.6	35	7.6	68	14.8	460
The helpfulness of the staff you dealt with	383	83.4	39	8.1	37	8.1	459
The speed at which your contact was handled	375	81.3	37	8.1	49	10.6	461
The final outcome of your contact	237	65.1	32	8.8	95	26.1	364



Question 7

Please indicate what would be your preferred method of contact for the following services?

To request Information

- In 2007 the most preferred method of contact to request information was telephone (64%). This is a decrease on 2005 (76%) and 2003 (77%) figures.
- In 2007 21% of respondents preferred to request information by website, an increase of 9% on 2005 figures; 10% of respondents preferred to request information by email, an increase of 2.5% on 2005.
- In 2007 the least popular methods of contact were personal visit and letter/form

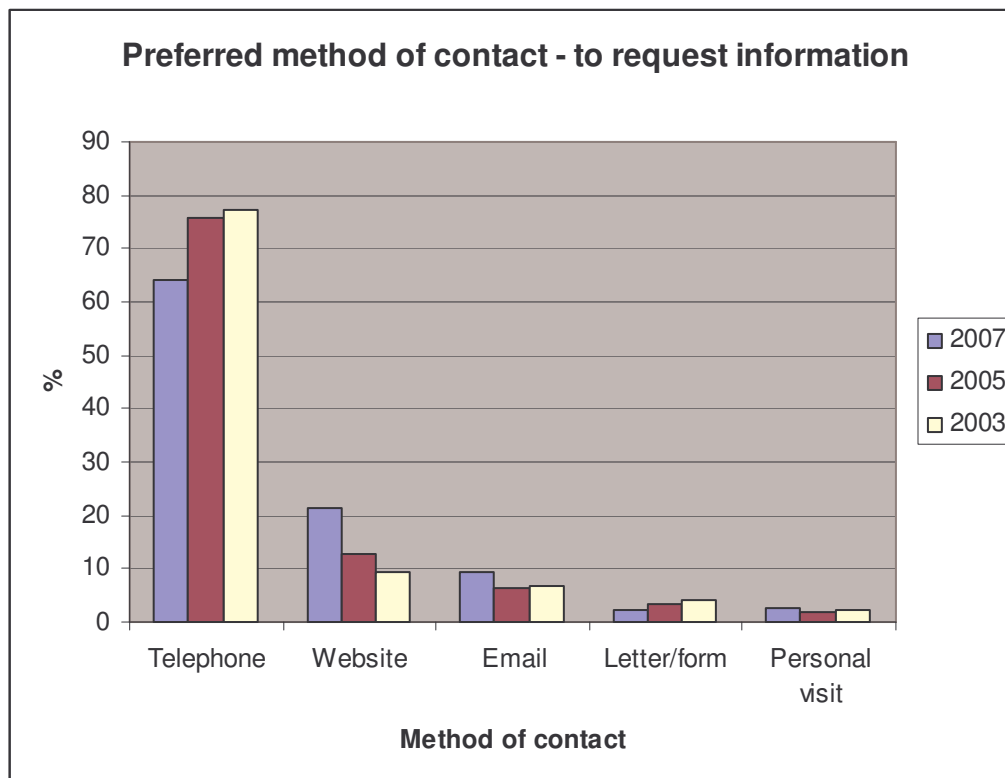
Q7

Please indicate what would be your preferred method of contact for the following services?

To request information

	2007		2005		2003	
	No	%	No	%	No	%
Telephone	616	64.3	748	75.7	772	77.3
Website	205	21.4	125	12.7	94	9.4
Email	91	9.5	62	6.3	69	6.9
Letter/form	21	2.2	34	3.4	42	4.2
Personal visit	25	2.6	19	1.9	22	2.2

2007 – 958 responses



To make a booking

- In 2007 the most preferred method of contact to make a booking was telephone (59%). This was also the most preferred method of contact in 2005 (70%) and 2003 (68%)
- In 2007 21% of respondents preferred to make a booking by website, an increase of 11% on 2005 figures; 9% of respondents preferred to request information by email the same as in 2005.

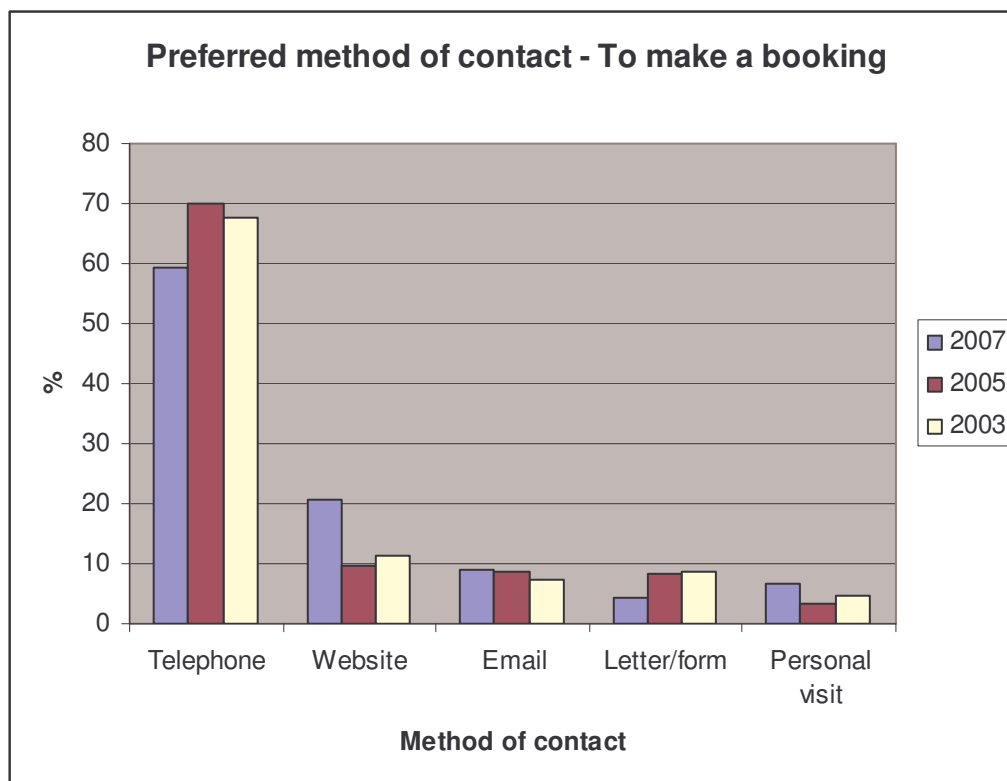
- In 2007 the least popular methods were personal visit and letter/form

Q7

Please indicate what would be your preferred method of contact for the following services?

To make a booking

	2007		2005		2003	
	No	%	No	%	No	%
Telephone	552	59.2	671	70.1	647	67.7
Website	192	20.6	92	9.6	110	11.5
Email	83	8.9	83	8.7	71	7.4
Letter/form	42	4.5	80	8.4	83	8.7
Personal visit	63	6.8	31	3.2	44	4.6
2007 – 932 responses						



To make a payment

- In 2007 the most preferred method of contact to make a payment was Letter/form (33%). This was also the preferred method of contact in 2005 (41%) and 2003 (40%).

- In 2007 20% of respondents preferred to make a booking by website, an increase of 16% on 2005 figures; 4% of respondents preferred to request information by email.
- In 2007 19% of respondents preferred to make a booking by personal visit, a decrease of 10% on 2005 figures.

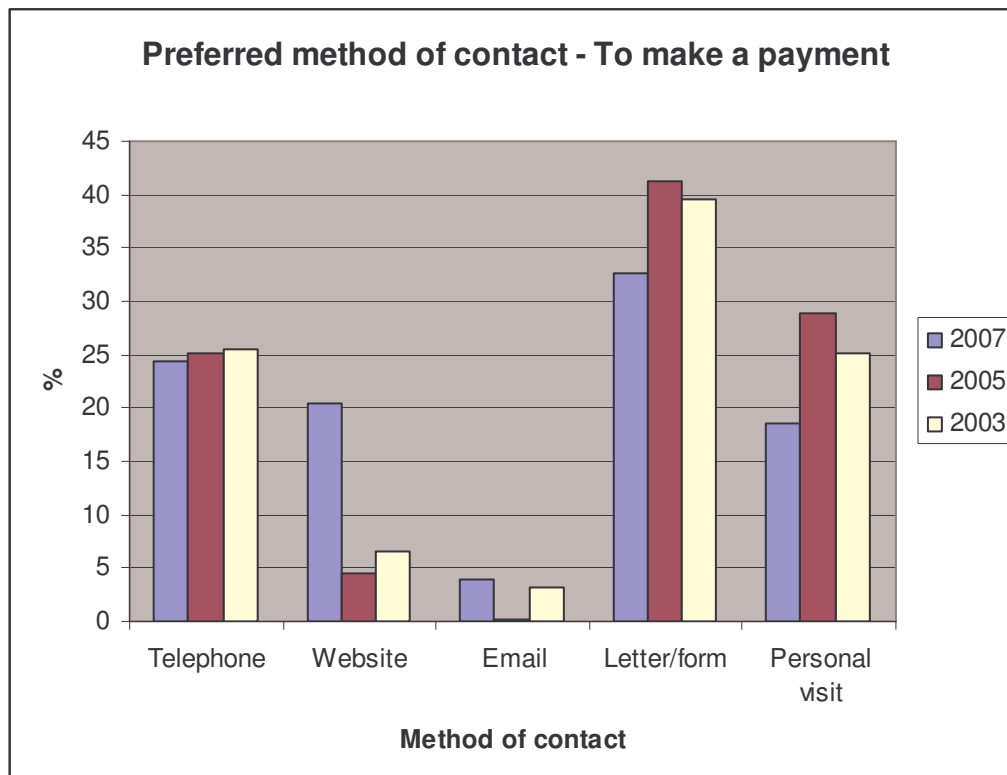
Q7

Please indicate what would be your preferred method of contact for the following services?

To make a payment

	2007		2005		2003	
	No	%	No	%	No	%
Telephone	227	24.4	218	25.1	244	25.5
Website	190	20.4	39	4.5	63	6.6
Email	36	3.9	2	0.2	30	3.1
Letter/form	304	32.7	358	41.3	379	39.6
Personal visit	173	18.6	250	28.8	241	25.2

2007 – 930 responses



To make a complaint

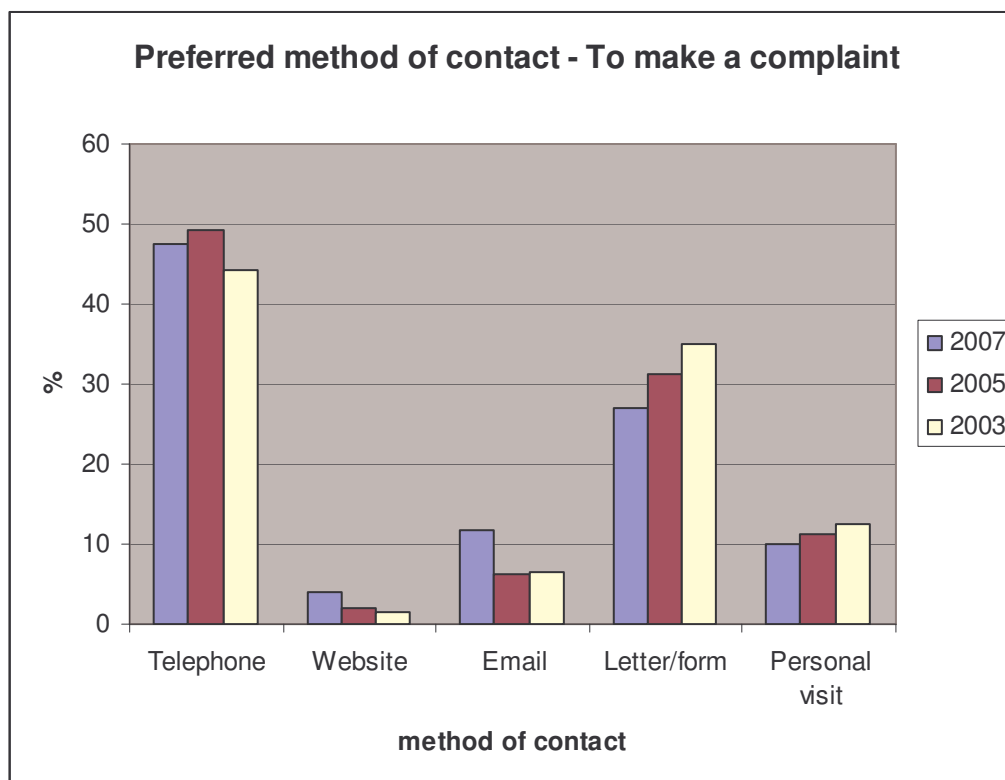
- In 2007 the most preferred method of contact to make a complaint was by telephone (47%). This was also the preferred method of contact in 2005 (49%) and 2003 (44%).
- In 2007 the next most preferred method of contact was letter/form (27%). This was also the next most preferred method of contact in 2005 (31%) and 2003 (35%).
- In 2007 there was an increase of 3% on 2005 figures of respondents whose preferred method of contact was website (4%). Similarly in 2007 there was an increase of 6% on 2005 figures of respondents whose preferred method of contact was email (12%).
- In 2007 10% of respondents preferred to complain by personal visit.

Q7

Please indicate what would be your preferred method of contact for the following services?

To make a complaint

	2007		2005		2003	
	No	%	No	%	No	%
Telephone	450	47.4	477	49.2	437	44.2
Website	37	3.9	20	2.1	16	1.6
Email	112	11.8	60	6.2	64	6.5
Letter/form	256	27	304	31.3	347	35.1
Personal visit	94	9.9	109	11.2	125	12.6
2007 – 949 responses						



To request a service

- In 2007 the most preferred method of contact to request a service was by telephone (74%). This was also the preferred method of contact in 2005 (81%) and 2003 (77%).
- In 2007 the next most preferred method of contact was email (10%). This was also the next most preferred method of contact in 2005 (7%) and 2003 (8%).
- In 2007 the least preferred method of contact was personal visit, this was also the case in 2005 and 2003.

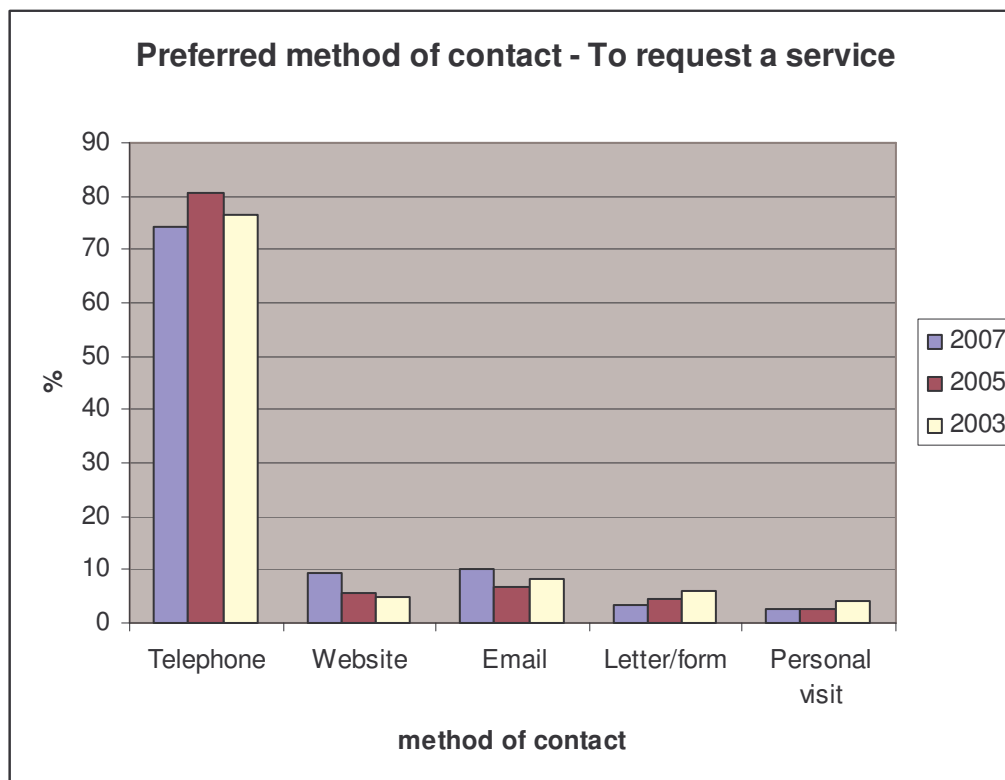
Q7

Please indicate what would be your preferred method of contact for the following services?

To request a service

	2007		2005		2003	
	No	%	No	%	No	%
Telephone	706	74.4	790	80.7	753	76.6
Website	89	9.4	55	5.6	49	5
Email	96	10.1	66	6.7	79	8.1
Letter/form	33	3.5	44	4.5	58	5.9
Personal visit	25	2.6	24	2.5	42	4.3

2007 – 949 responses

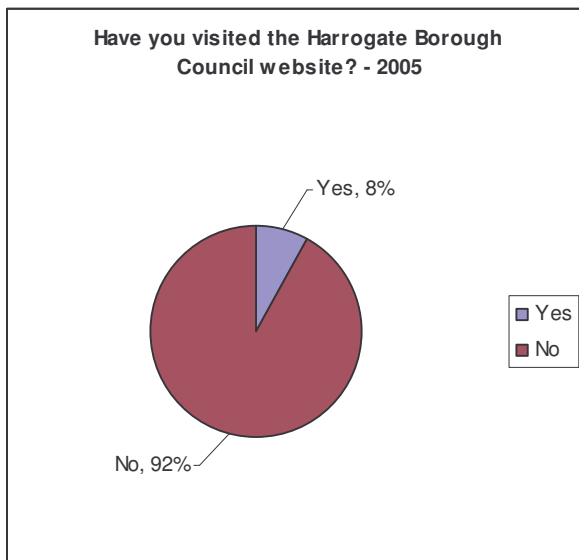
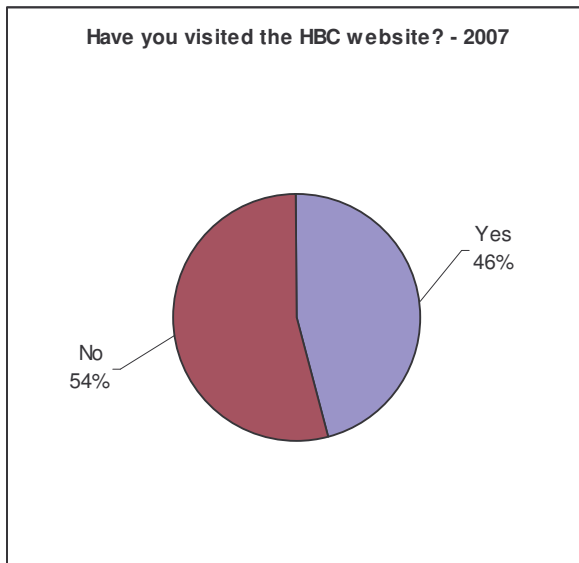


Question 8

Have you visited the Harrogate Borough Council website?

- 46% of respondents have visited the Harrogate Borough Council website. This is an increase of 38% on the 2005 figures

Q8				
Have you visited the Harrogate Borough Council website?				
	2007		2005	
	No	%	No	%
Yes	446	45.7%	82	8%
No	530	54.3	949	92%
2007 – 976 Total				



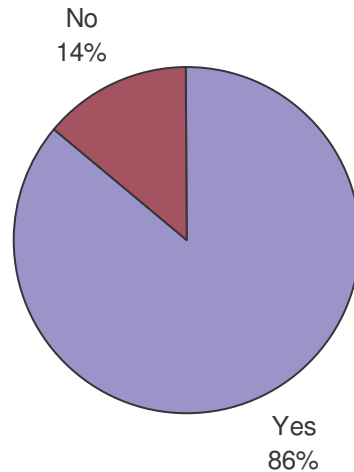
Question 9

If you have visited the Harrogate Borough Council website, were you able to find what you wanted?

- 86% of respondents who visited the Harrogate Borough Council website were able to find what they wanted

Q9		
If you have visited the Harrogate Borough Council website, were you able to find what you wanted?		
	No	%
Yes	493	86
No	80	14
2007 – Total 573		

If you have visited the Harrogate Borough Council website, were you able to find what you wanted?

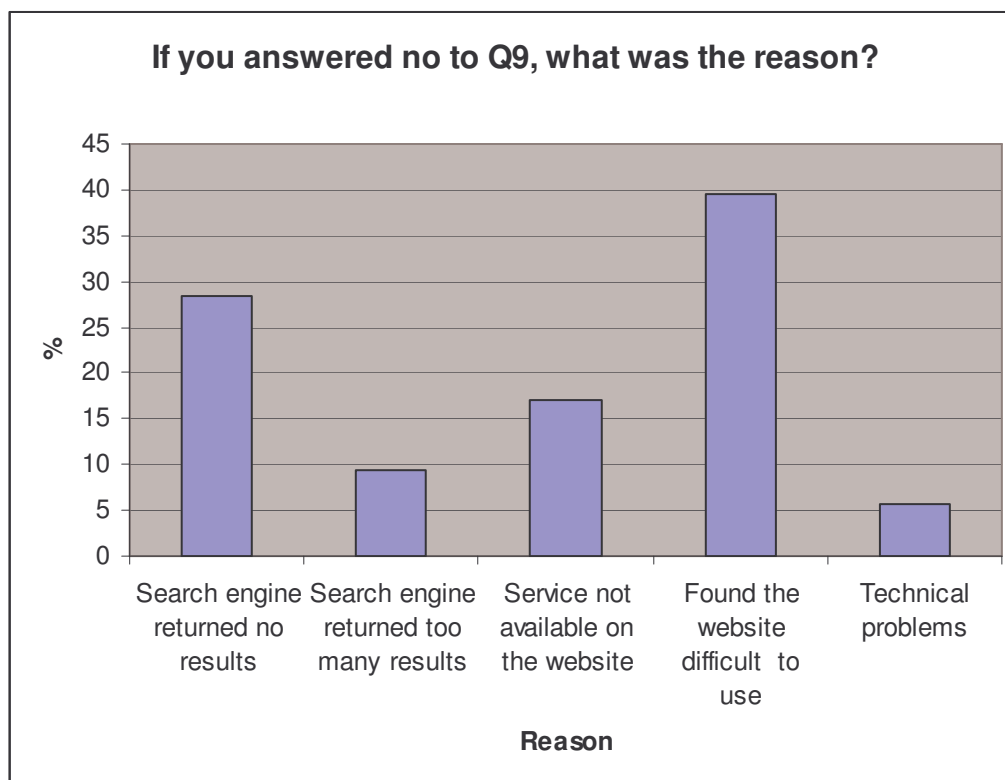


Question 10

If you answered no to Q9, what was the reason?

- 40% of respondents that were unable to find what they wanted on the website stated that this was because they found the website difficult to use
- 28% were unable to find what they wanted on the website because the search engine returned no results

Q10 If you answered no to Q9, what was the reason?		
	No	%
Search engine returned no results	15	28.3
Search engine returned too many results	5	9.4
Service not available on the website	9	17
Found the website difficult to use	21	39.6
Technical problems	3	5.7
2007 – 53 Total		



Other reasons stated by respondents were that the information they wanted was not available on the website (5 respondents) and 2 respondents found the website confusing.

Question 11

Do you have any suggestions as to how customer access to Council services could be improved?

173 suggestions were received, including comments by 30 satisfied customers. Suggestions were broadly categorised into the following

- Telephone x22
- Staff knowledge / courtesy x15
- Accessibility x13
- Newsletter / Booklet x24
- Personal Service x8
- Improve Website / Awareness of Website x35
- Information Required x5
- Open Longer Hours x7
- Misc x14

A full list can be found at Appendix C

Question 12

Finally respondents were asked if they would be willing to take part in a more in depth survey and possible focus group regarding Harrogate Borough Council Customer Services and Customer Care.

- 194 respondents stated they would like to take part. This information will be passed directly to the Chief Customer Services Officer and will not be shared with any third party.