

APPENDIX 2

New Customer Service Centre Delivery Model Update – Consultation analysis and full survey results

1. Feedback from customers has been sought to both gain an understanding around how customers are finding accessing the new model and to identify any improvements that could be made.
2. Information was obtained by survey which was available in libraries in paper format and also electronically through survey monkey. The survey was promoted through briefings to partners and customer services staff encouraged customers to complete the survey following appointments.
3. 833 responses were received to the survey. The results were collated and can be seen in full below.
4. Question 1 of the survey asked whether people knew how to get in touch with the service. By August 2022 only 50% of people said they knew how to and this did not appear to be improving. Therefore, additional communications were undertaken via social media and through publications such as Citizen and the Age Friendly newsletter to inform people how to get in touch with the service. Soundbites were also put on social media to let people know what libraries could assist with. By December 2022 the number of respondents saying they knew how to get in touch had significantly improved at 85% and by March 2023 this was at 98%.
5. Question 2 asked how easy was it to access the service. Overall, 51.8% found it easy or very easy with only 1.8% finding it difficult or very difficult. The remainder reported it being neither easy nor difficult.
6. Question 4 asked for the nature of the query. The majority of people reported they had accessed the service for housing benefit and council tax purposes.
7. Questions 5 and 6 focused on whether the enquiry was resolved at the first point of contact. 85.4% of respondents said it was not resolved on the first contact. The main reason provided was that an appointment was needed (90.4% of respondents).
8. Question 7 asked about waiting times for appointments, which varied between the same day to over 2 weeks. As customers are able to choose an appointment time that suits them, a further question was asked at Question 8 around satisfaction levels of waiting times. 99.8% of respondents reported being satisfied with the waiting time for an appointment.
9. All respondents at Question 10 reported being given sufficient information as to where a face to face appointment would take place and 99% overall said that their appointment had taken place on time.
10. Questions 12, 13 and 14 asked for feedback around quality of the service. 99.5% reported being satisfied with how the officer dealt with the enquiry and 99% were happy with the advice given. Overall, 92.5% of respondents stated they were satisfied or very satisfied with a further 6.9% saying they were neither satisfied nor dissatisfied.
11. A free format text box was available at Question 16 for comments about the experience of using the service. 73 comments were received and these have been classified by theme below based on their content:

- Positive feedback about the service and officer – 71
- Negative experience making an appointment – 1
- Negative comment about the reception desk – 1

12. The vast majority of respondents to the survey identified as female at 55% and 44.9% male. The remaining 0.1% stated they preferred not to say.
13. Individuals in the older age bracket were over-represented in the sample with 39.5% of respondents indicating they were over 65 years of age.
14. With regards to ethnicity, 83.1% classed themselves as White British, 3.9% as (British) Pakistani, 2.9% as Black African and 1.5% as (British) Bangladeshi.
15. Respondents who indicated whether their day-to-day activities were limited by a health problem or disability were over-represented in the sample with 46.5% stating they were limited a little/a lot.