

AGENDA ITEM 6

VALUATION JOINT BOARD FOR CENTRAL SCOTLAND

Subject: Customer Survey – Telephone Questionnaire
Meeting: Central Scotland Valuation Joint Board
Date: 26th November, 2010
Author: Ian Ballance, Depute Assessor

1.0 Introduction

A considerable amount of our business is carried out by telephone. As a Management Team we wished to ensure that our response to those who contacted us by telephone was of a high standard.

2.0 Purpose

The purpose of the survey was threefold – to measure staff's reaction to public contact, to gauge public reaction to our service where contact was made by telephone and to measure if there were any training needs on telephone use.

3.0 Method

A questionnaire was sent to those people who contacted us through our switchboard. An ethnic monitoring form was included. A copy of the forms sent out is attached to this Report. A total of two hundred and forty eight forms were issued between May and October 2010 until one hundred completed forms were returned.

4.0 Analysis

Question 7 asked “please give your opinion of the efficiency of the telephone services you received” where 1= Poor and 5= Excellent.

- * 81 returns gave an opinion of 5
- * 17 returns gave an opinion of 4
- * 2 returns gave an opinion of 3

Question 1 asked “was your call answered promptly?”

- * 99 said yes, 1 said no.

Question 2 asked “was your call answered courteously?”

- * 99 said yes, 1 said no.

No ethnic form was returned in thirteen of the one hundred returns. Information from the returns gave the following picture:-

- * Of the 74 who provided the information 34 were male and 40 female.
- * Of the 87 ethnic forms returned, 2 were registered disabled, one male, one female and both answered “5” to question 7.
- * The return breaks down ethnically as follows:-

White Scottish	66
Other White British	16
Pakistani	2
Other White	2
Chinese	<u>1</u>
Total	87

Three of the forms contained comments:-

- I was disappointed that the person I spoke to could not offer assistance. The attitude was not to help the public but to maximise Council Tax income.
- The man on the phone was exceptionally helpful.
- Efficient, friendly, first class.

5.0 Conclusions

I consider that a return of one hundred forms gives a clear and fair picture of the quality of our work which is carried out by telephone. I conclude that staff are experienced and very good at dealing with telephone customers and public reaction to our service is excellent. There appear to be no training needs on this facet of our work.

6.0 Recommendations

I am pleased to bring this positive report to the attention of the Board and think the staff should be commended on their performance.

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Ian Ballance
3rd November, 2010

Appendix

1.0 Ethnic monitoring form

2.0 Telephone questionnaire