



Customer Satisfaction Index April 2014

RESULTS

Introduction

This report presents the results for the Customer Satisfaction Index survey undertaken in March/April 2014.

The objectives of the research were:

- For *importance*, find out our customers' requirements and their relative importance
- For *satisfaction*, find out our customers' perception of our performance
- To create *Priorities for Improvement* (to deliver residents' satisfaction and build loyalty, organisations must match their performance with residents' priorities and these PFIs are an indication of whether this is happening or not). Therefore, PFIs are extremely useful in deciding where best to focus resources on making the improvements that will contribute most to increasing residents' satisfaction.
- To create a *Satisfaction Index* (an overall measure of customer satisfaction which can be monitored over time)

A standard satisfaction survey just measures residents' satisfaction with the services an organisation provides. However, a Satisfaction Index survey measures whether it is 'doing best what matters most to their residents'.

Methodology

The first survey of this kind for all public-facing services was undertaken in 2002. Focus groups were held to establish how important or unimportant chosen topic areas were to residents over time.

The first part of the discussions looked at the attendees' feelings of satisfaction and dissatisfaction with the Council in various subject areas. The second part of the discussions concentrated on the relative importance of each of the topic areas to those individuals. Subsequently using knowledge of what is becoming more or less important in services and using a follow up focus group, amendments to the original survey have taken place over time.

It must be recognised that all the topics within the survey are important and in their own right should be priorities for the Council. However, the survey gives the Council a way of ranking these priorities and it is these which the Council must look to improve. In this instance, a 10 point scale has been recommended as good practice for this type of "gap analysis" research.

A questionnaire was sent to 5000 randomly selected named residents off the edited electoral role. 813 questionnaires were returned in the timeframe allowed, in addition 30 were returned to sender and 12 unwilling to complete it for various reasons. A response rate of 16.4% was achieved.

For the comparatively long length of questionnaire, this is an expected response. According to specialists in this field, a return of 15-20% is the norm for this sort of research. On an observed statistic of 70%, the standard error of +/- 3.1% was achieved in this survey.

Summary of Findings (I)

The following are based on **all respondents**: -

- The overall satisfaction score for all Council services is 77.6%, an increase of 0.3 percentage points on 2012.
- The highest rated score for a service is 84.2% - Refuse and Recycling. The lowest rated services are Planning Applications (69.4%), then Parking (74.1%).
- In 2014, the majority of services have seen an increase, notably Play Areas (+1.9%), Council Tax and Parks & Open Spaces (both +1.6%). Planning Applications (-2.8%) and Leisure Centres (-1.0%) have witnessed the biggest decrease.
- Compared against all 78 requirements used, the five highest scoring (with the lowest gap) were: *opening times of SDC offices; ease of moving wheelie bins around; the variety of equipment available in play areas; the provision of central recycling points and the helpfulness of refuse/recycling collectors.*
- The lowest scoring, which are the top priorities for improvement (with the highest gap) were: *the cost of car parking; keeping the streets free from dog fouling; explanation of a decision made (planning); the amount of information the Council provides on the future development of the District, and keeping promises and commitments (planning).*

Summary of Findings (II)

The following summarises the best and worst aspects for each service surveyed for “**all respondents**”.

Service	Best Aspect	Worst Aspect
The Council in General	Opening times of SDC offices	Keeping promises and commitments
Council Tax	Being able to contact relevant person who can resolve my query on first contact	Keeping promises and commitments
Environmental Health	Pest control in your area	Noise control within your area
Housing	Being able to contact relevant person who can resolve my query on first contact	Keeping promises and commitments
Leisure Centres	Availability locally of leisure centres	Cleanliness of leisure centres
Parking	Road signs directing you to car parks	Cost of car parking
Parks & Open Spaces	Amount of seating available	Personal safety in Stratford parks
Planning	Ease of access to the information on a planning application via SDC website	Keeping promises and commitments
Play Areas	Variety of equipment available in play areas	Free of dogs / dog mess
Public Toilets	Lighting in public toilets	Number of public toilets available in the District
Refuse Collection / Recycling	Ease of moving wheelie bins around	Not leaving a mess after collection
Street Cleaning	Removal of abandoned cars	Keeping the streets free from dog fouling

Summary of Findings (III)

The following are based on **users** of a service: -

- The overall satisfaction score for users of Council services in 2012 is 74.8%, a 0.8% increase on 2011, the highest recorded score since the survey began in 2002.
- The highest rated score for users of a service is for Council Tax (83.9%), with the lowest being for Planning Applications (65.3%).
- Compared with 2011, the satisfaction of residents rose by 4 percentage points for those who had used the Housing service; Council Tax was up 3.3 points and Play Areas was up 2.2 points. Environmental Health (-2.8%) and Planning Applications (-2.0%) were the only two with a decrease. Caution must be given for the scores for Housing and Environmental Health as the base sizes were only 74 and 58 respectively.
- The highest rated service aspects for users were the *opening times of SDC offices, being able to contact the relevant person who can resolve my query at first contact in Council Tax, professionalism of staff in Council Tax, explanation of a decision made in Council Tax and the knowledge of Council Tax staff.*
- The lowest rated aspects for users were the *keeping promises and commitments (planning), noise control within your area, cost of car parking, returning your telephone calls (planning) and explanation of a decision made (planning).*

Summary of Findings (IV)

The following summarises the best and worst aspects for each service surveyed for **"users"**.

Service	Best Aspect	Worst Aspect
The Council in General	Opening times of SDC offices	Keeping promises and commitments
Council Tax	Being able to contact the relevant person who can resolve my query on first contact	Keeping promises and commitments
Environmental Health	Controlling of health standards where you eat and drink	Noise control within your area
Housing	Being able to contact the relevant person who can resolve my query on first contact	Keeping promises & commitments
Leisure Centres	Feeling safe using the facilities	Cleanliness of leisure centres
Parking	Road signs directing you to car parks	Cost of car parking
Planning	Ease of access to the information on a planning application via SDC website	Keeping promises and commitments
Play Areas	Variety of equipment available in play areas	Free of dogs / dog mess
Public Toilets	Lighting in public toilets	Number of public toilets available in the District

Summary of Findings (V)

- The overall mean score for satisfaction with Council services using the CSI approach in 2014 is 7.29, 0.08 higher than that achieved in 2012 and the highest so far since the CSI began in 2002.
- Respondents were asked to make additional comments. These are included in a separate document attached.

How we calculate the Customer Satisfaction Index

This example contains 10 requirements for a particular service:

Step 1. List all the average importance scores for each requirement and total them up.

Step 2. Calculate the percentage each average importance score is of the total of importance scores. This is the "weighted importance score" and adds up to 100%.

Step 3. Multiply the average satisfaction scores by the weighted importance scores, i.e. average satisfaction score (6.22) multiplied by weighted importance score (11.01%) equals 0.68.

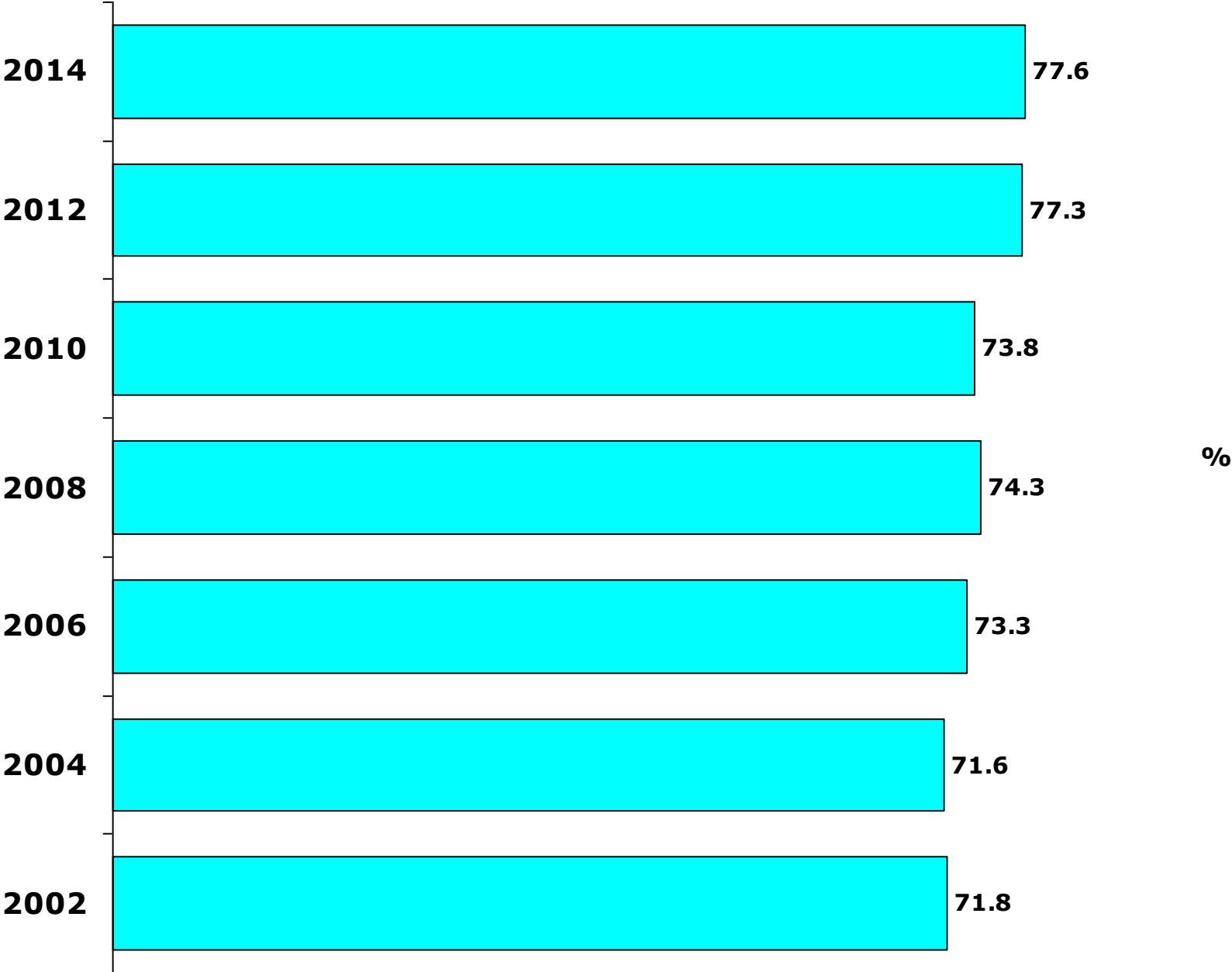
Step 4. Add up the weighted satisfaction scores.

Step 5. Multiply the total of the weighted satisfaction scores by 10 to give us the Satisfaction Index expressed as a percentage.

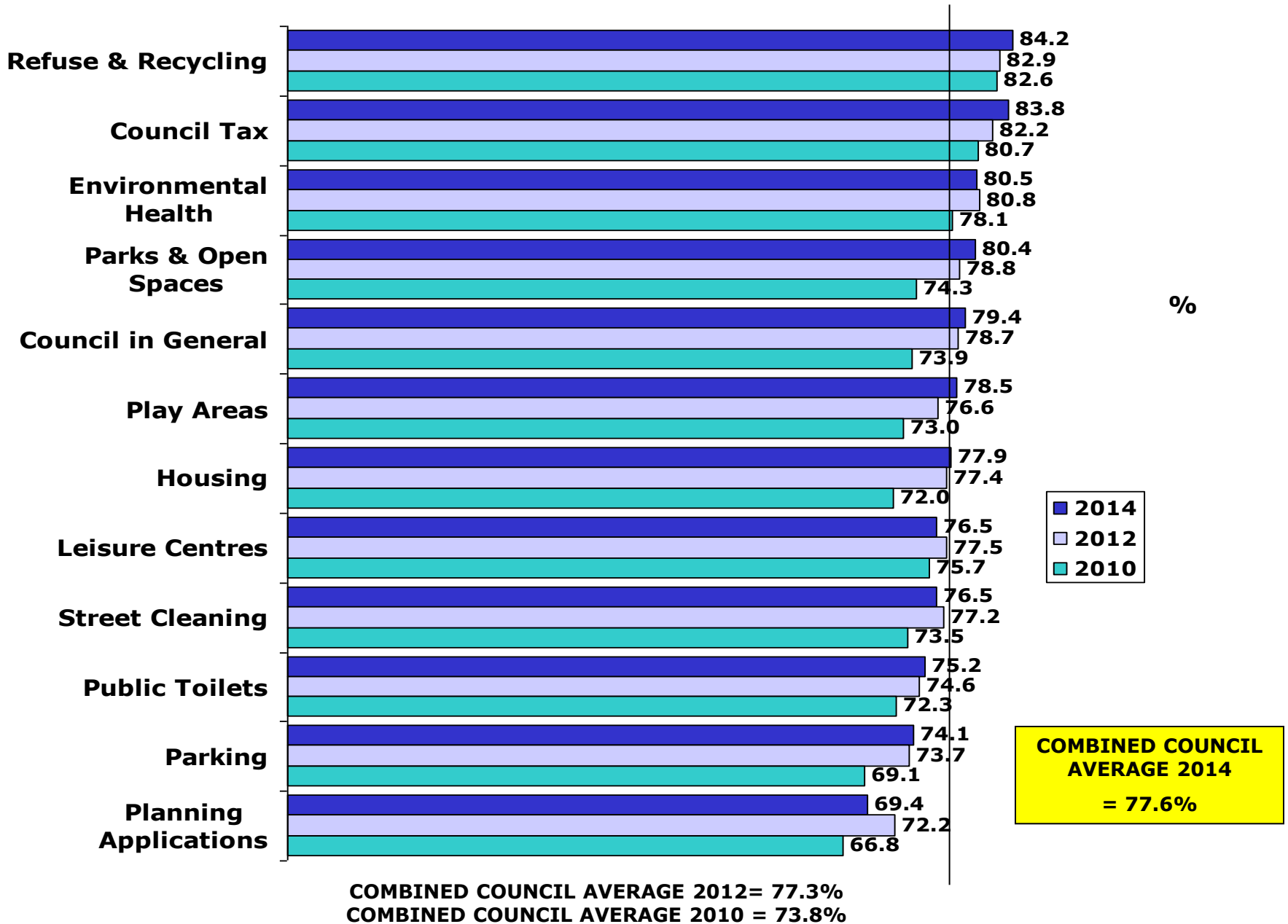
When using the 10 point scale for satisfaction, 7 is regarded as an "acceptable performance", with 8 and above being the target to be achieved in the future.

Overall Results For Each Service

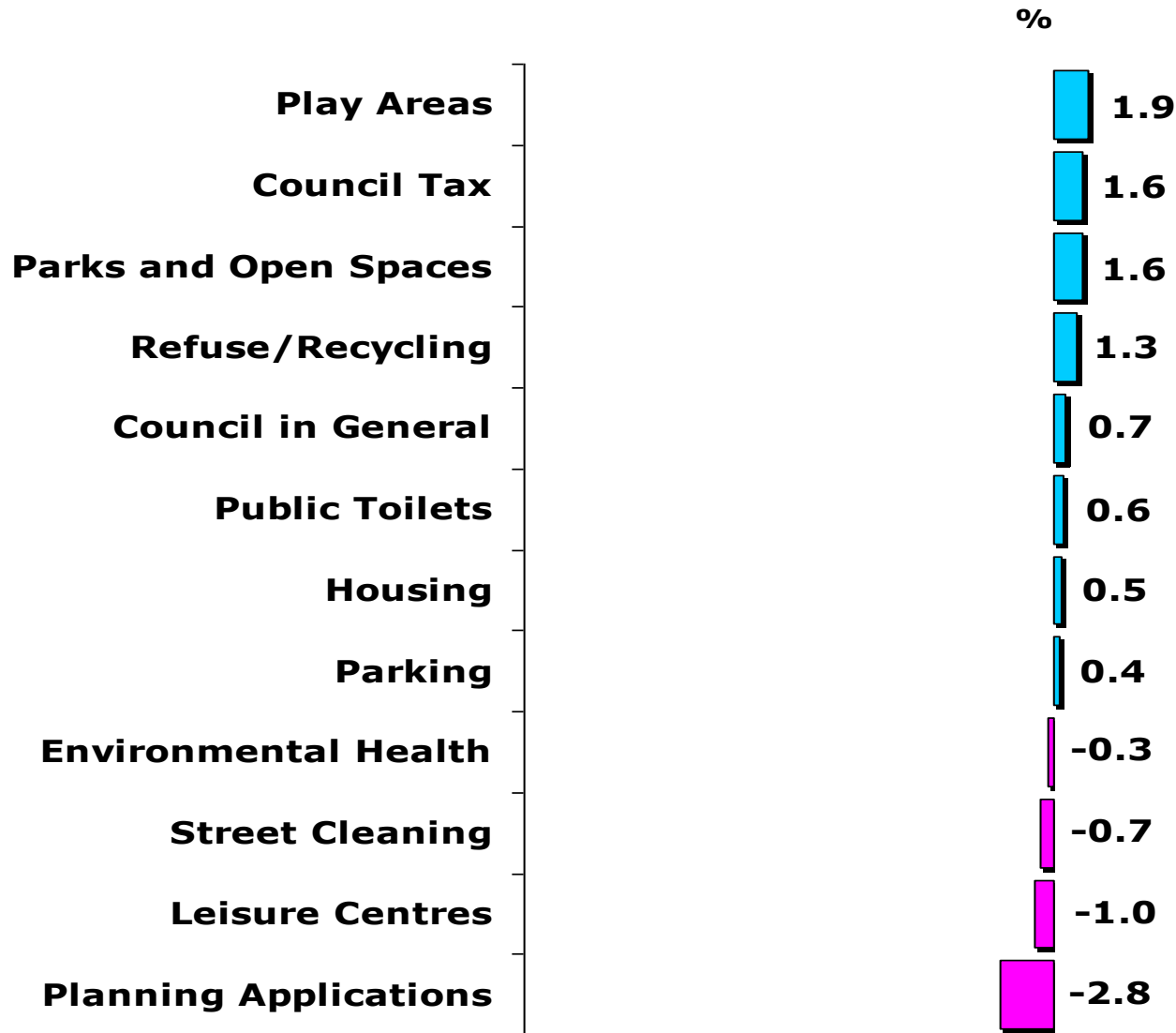
OVERALL CUSTOMER SATISFACTION INDEX SCORES COMBINED COUNCIL AVERAGE - ALL RESPONDENTS (02-14)



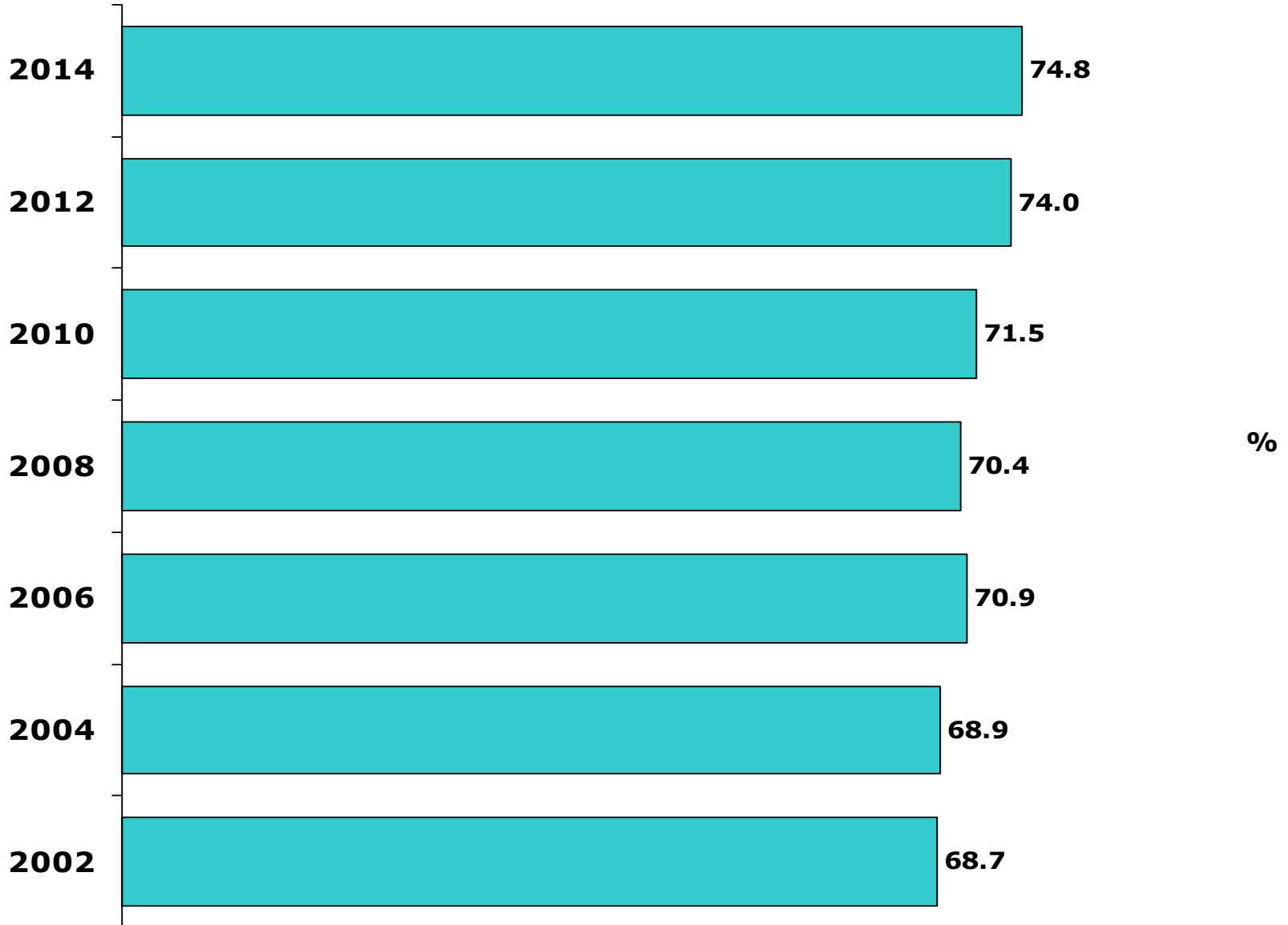
OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - ALL RESPONDENTS (MARCH/APRIL 2014)



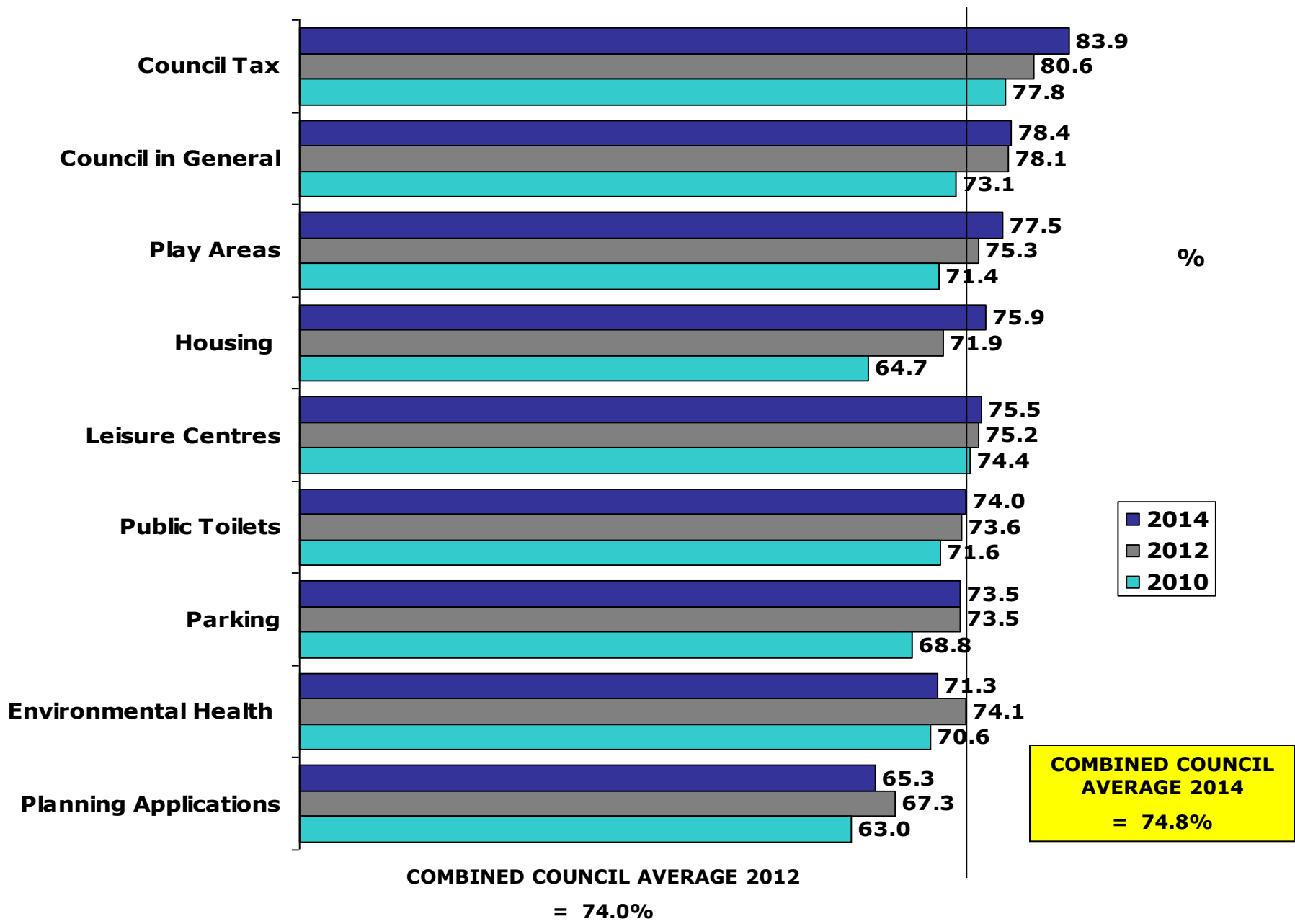
SERVICE COMPARISON OF 2014 CSI SCORE VS 2012 CSI SCORE ALL RESPONDENTS (difference in % score)



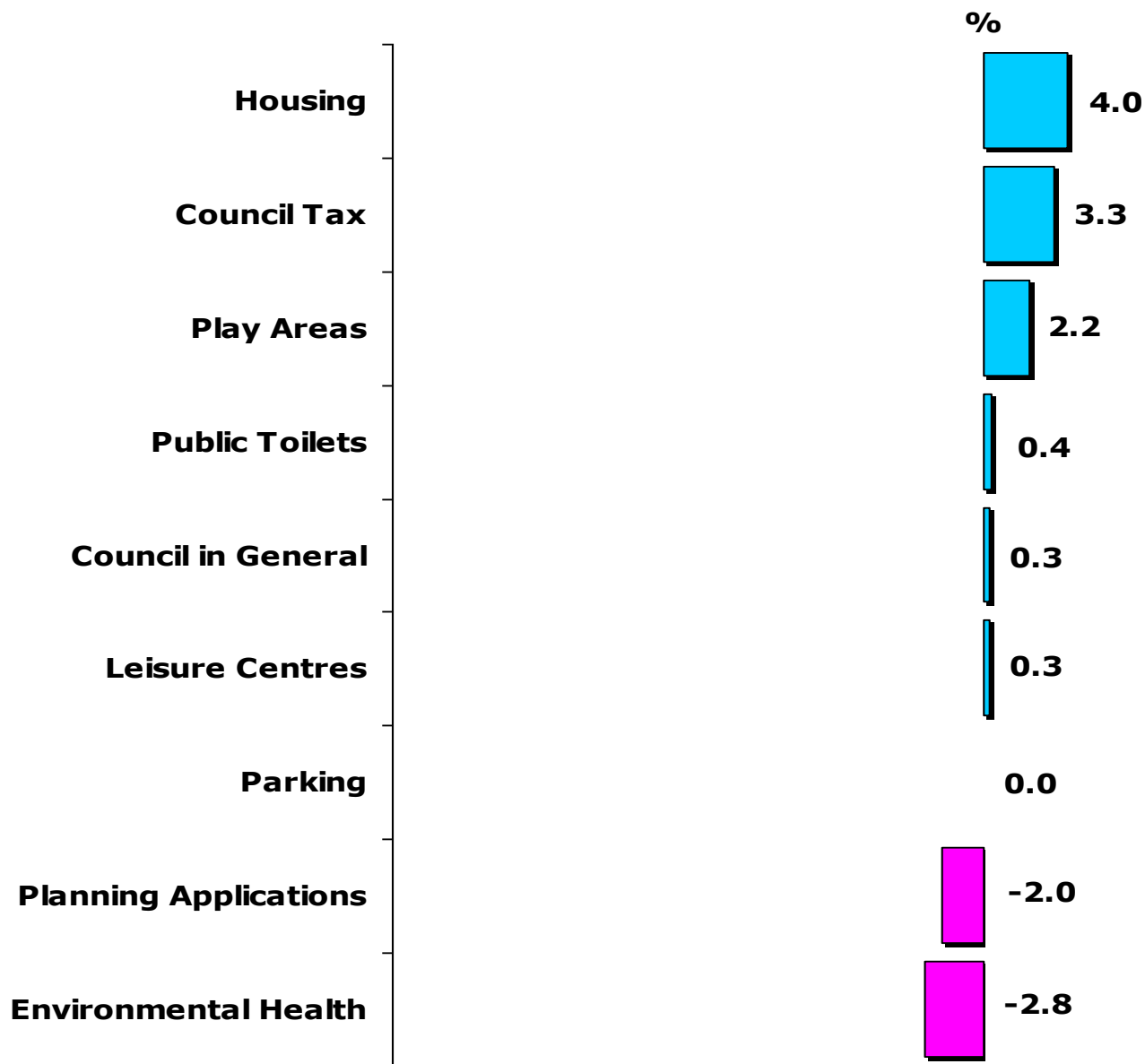
OVERALL CUSTOMER SATISFACTION INDEX SCORES COMBINED COUNCIL AVERAGE - USERS (02-14)



OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - USERS (MARCH/APRIL 2014)



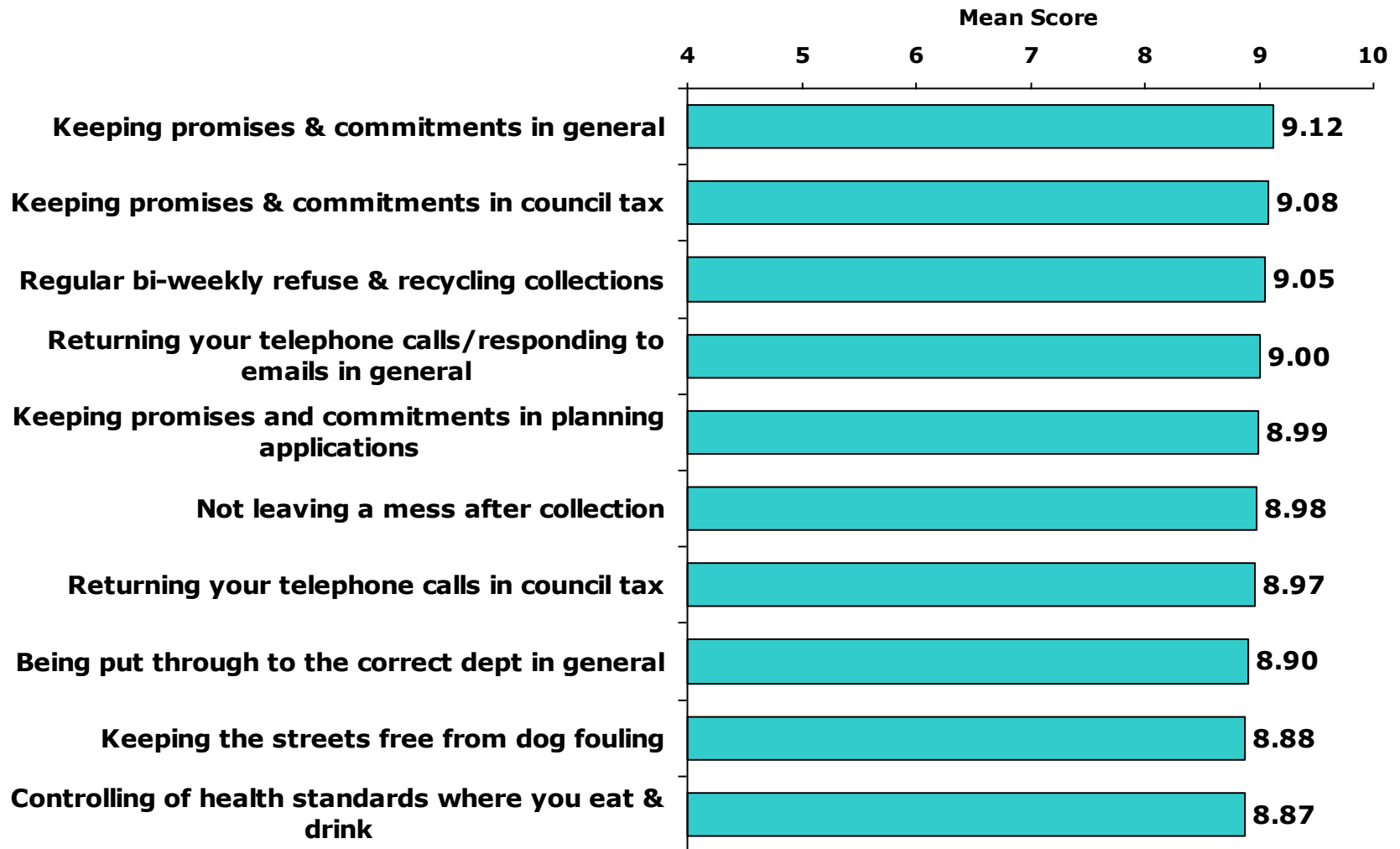
SERVICE COMPARISON OF 2014 CSI SCORE VS 2012 CSI SCORE USERS (difference in % score)



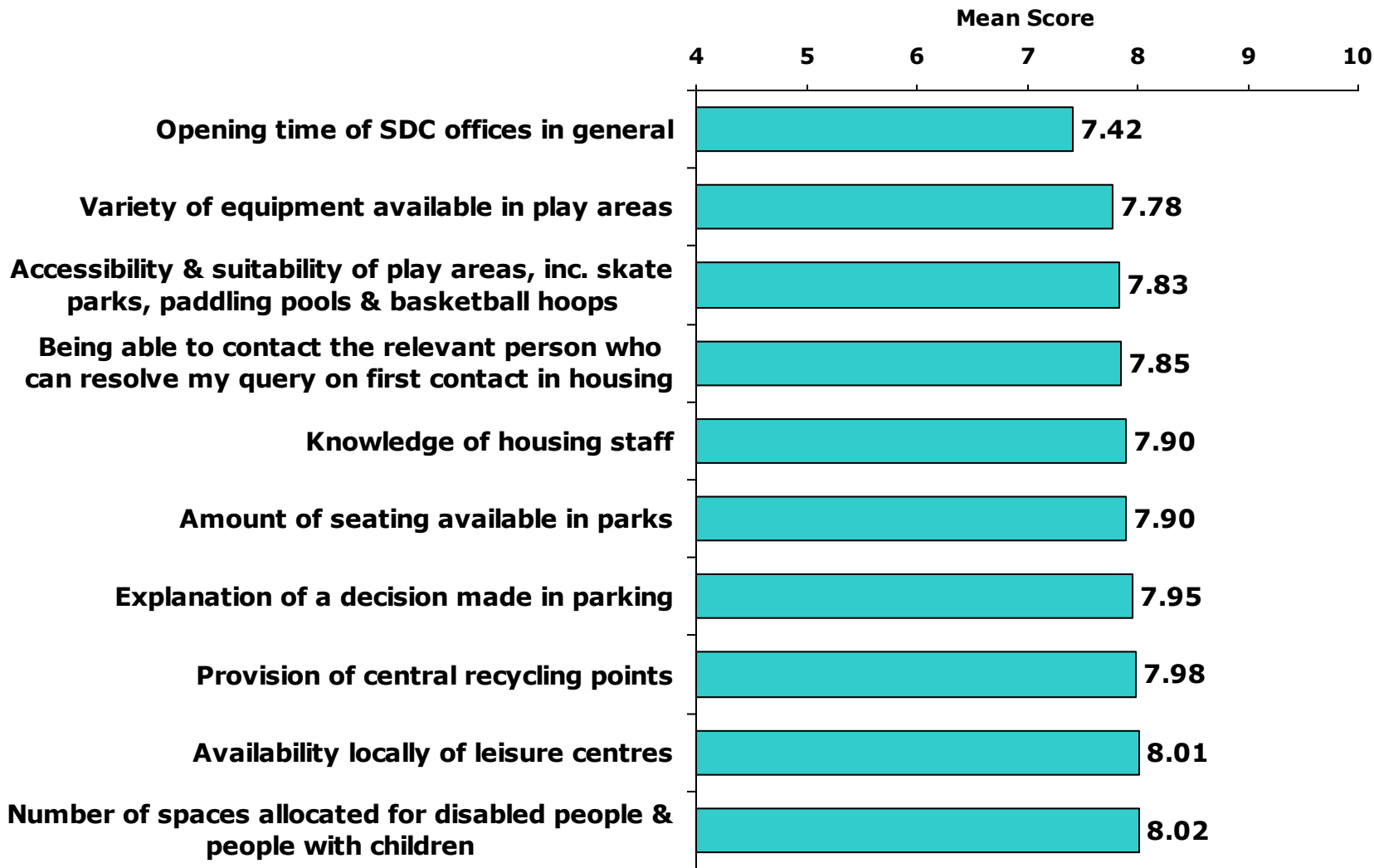
Individual Results By Service (All Respondents)

The results for each service requirement are shown with the worst score first and the best score last. This creates our "Priorities for Improvement".

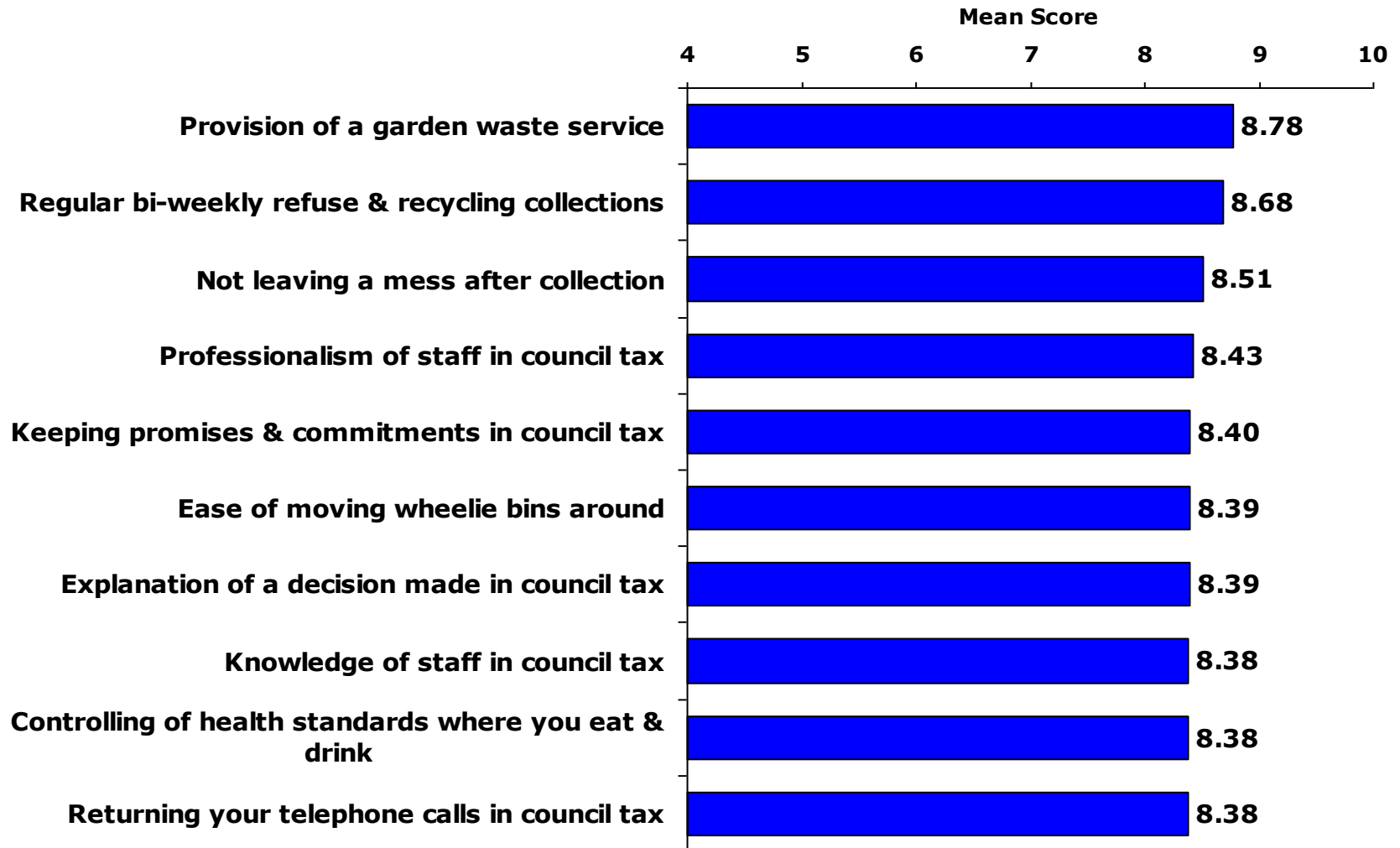
TOP 10 MOST IMPORTANT INDIVIDUAL PRIORITIES ACROSS ALL SERVICES 2014 (ALL RESPONDENTS)



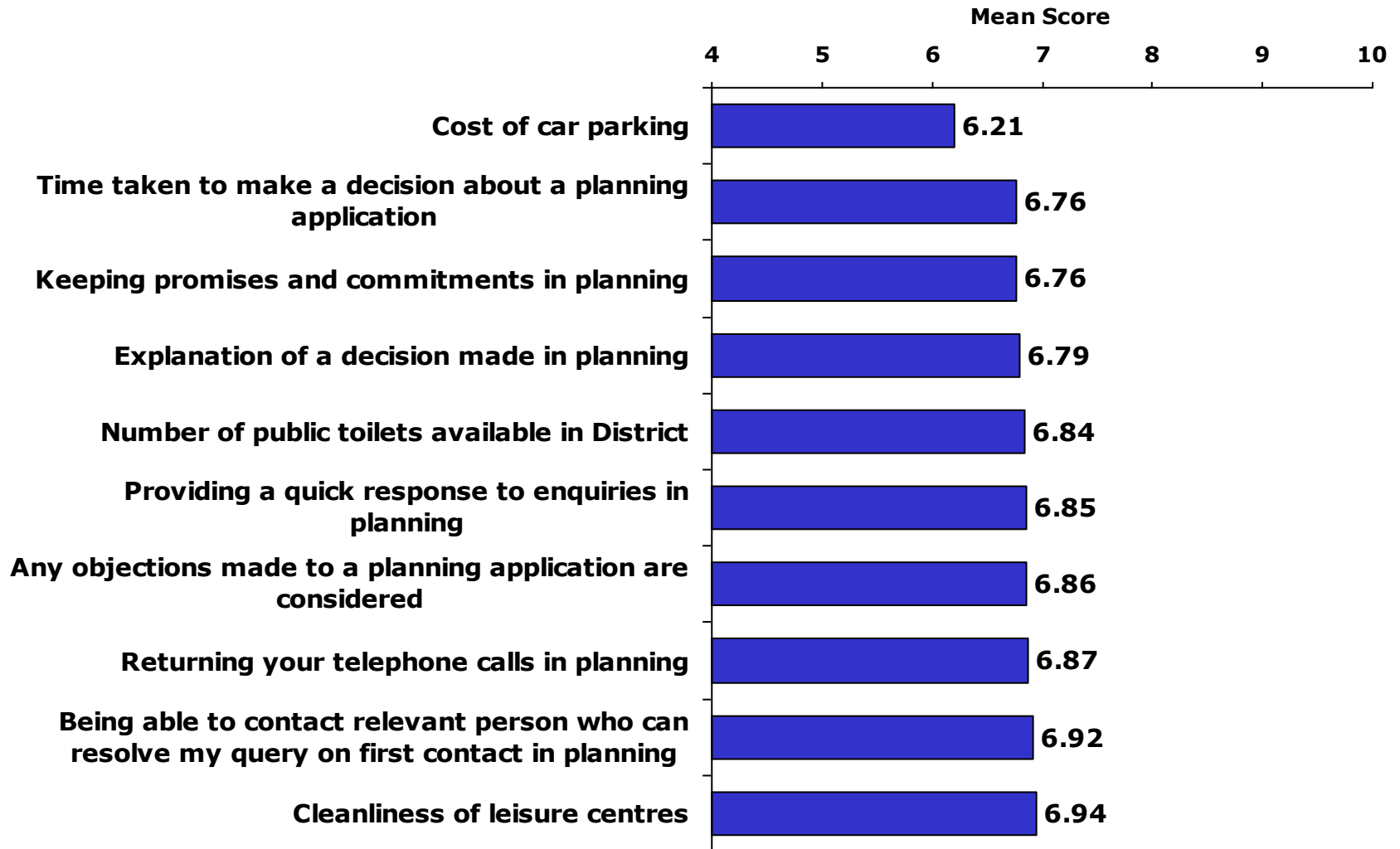
TOP 10 LEAST IMPORTANT INDIVIDUAL PRIORITIES ACROSS ALL SERVICES 2014 (ALL RESPONDENTS)



TOP 10 PRIORITIES RESIDENTS MOST SATISFIED WITH - ACROSS ALL SERVICES 2014 (ALL RESPONDENTS)



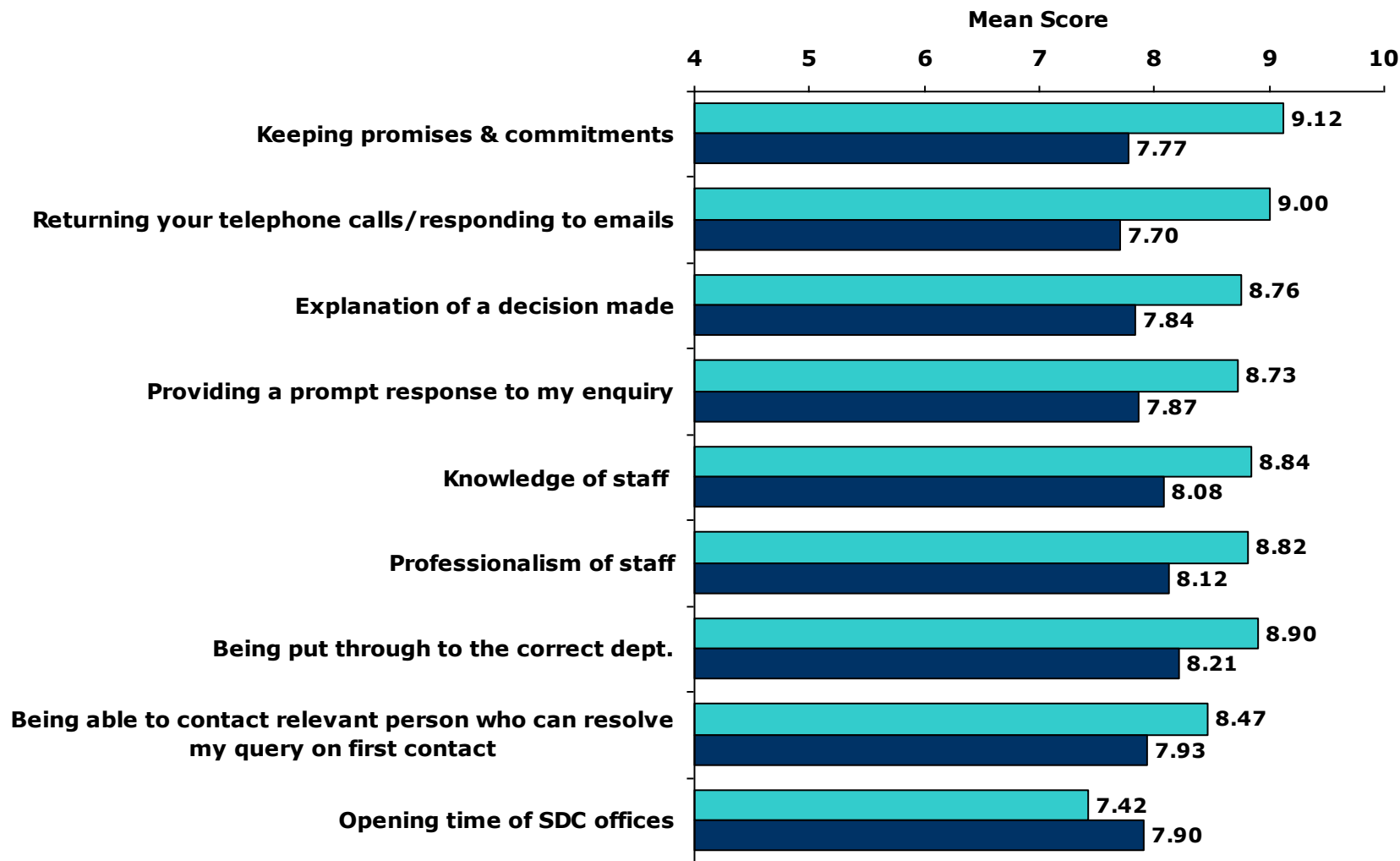
TOP 10 PRIORITIES RESIDENTS LEAST SATISFIED WITH - ACROSS ALL SERVICES 2014 (ALL RESPONDENTS)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

THE COUNCIL IN GENERAL - ALL RESPONDENTS

(APRIL 2014)



**CSI Score for Council in
General = 79.4%**

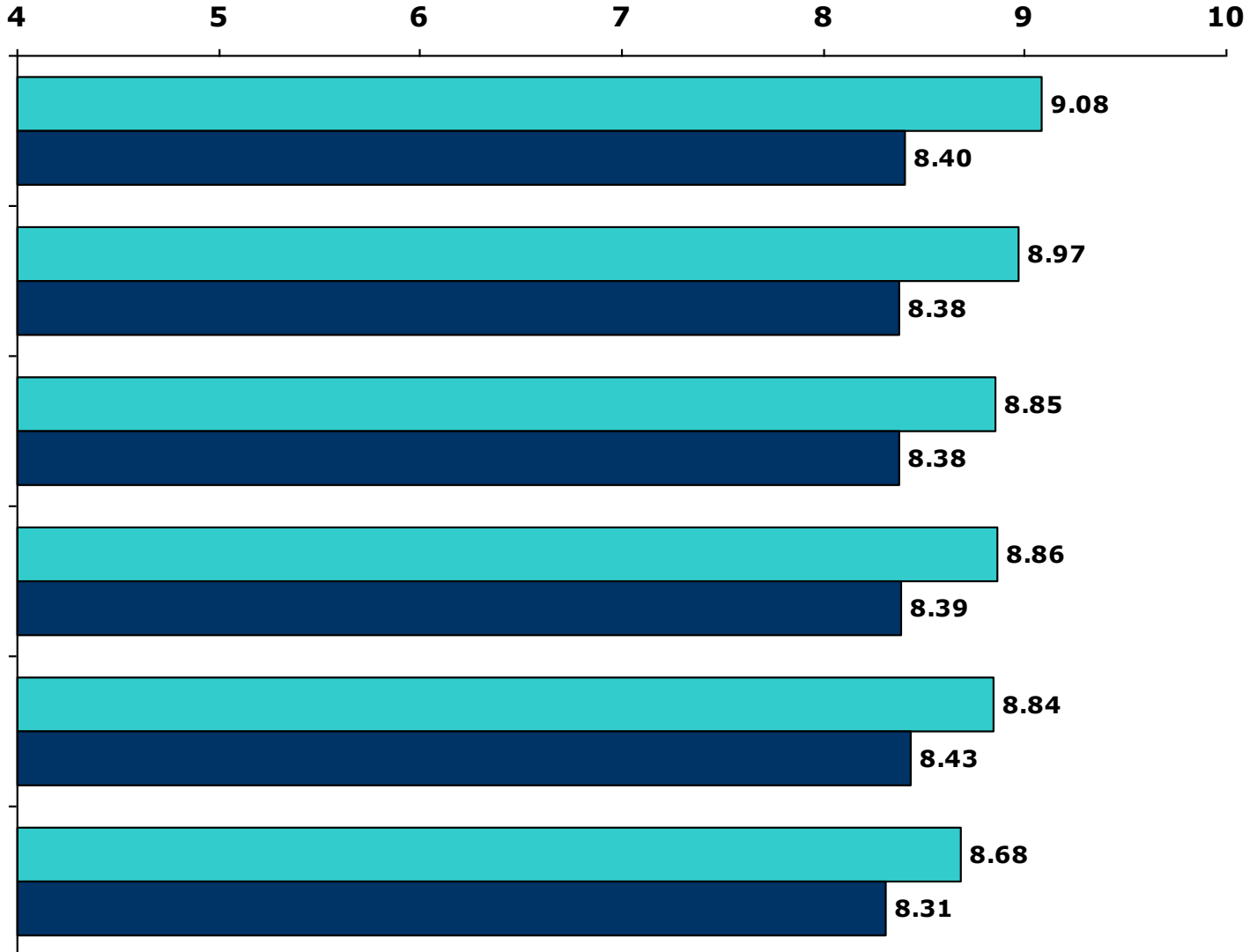
■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - ALL RESPONDENTS

(APRIL 2014)

Mean Score

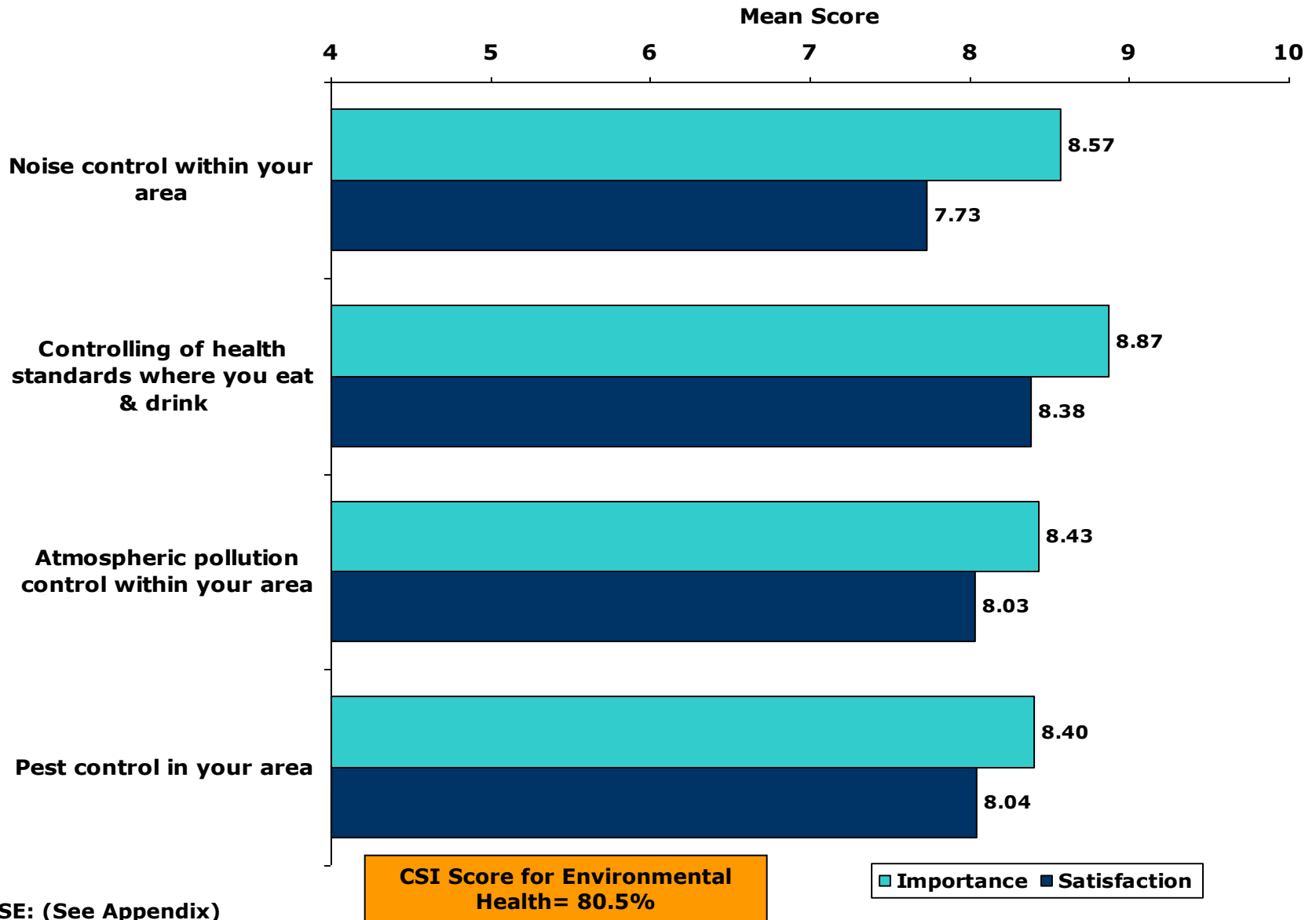


CSI Score for Council Tax = 83.8%

Importance Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
ENVIRONMENTAL HEALTH – ALL RESPONDENTS
(APRIL 2014)

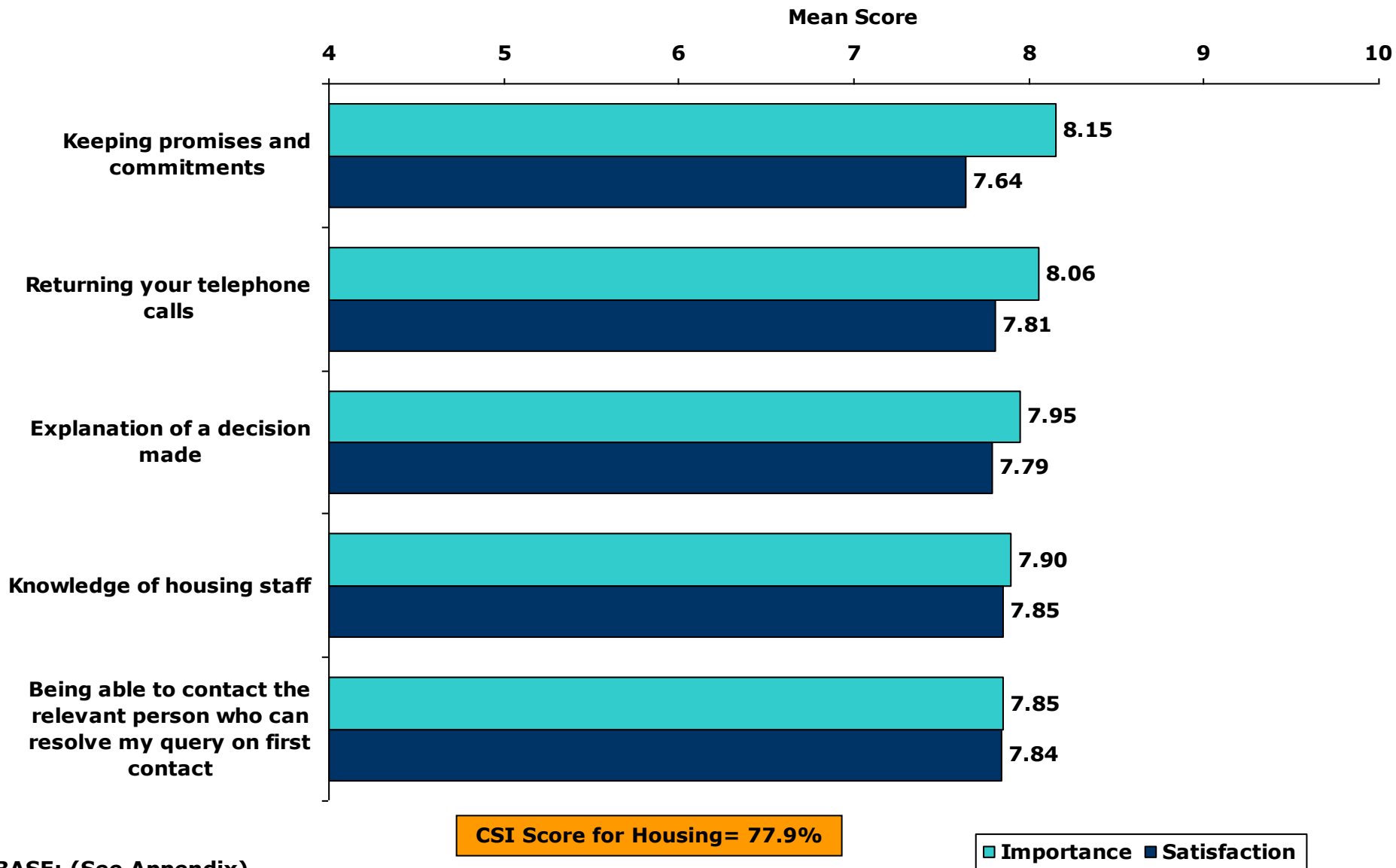


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - ALL RESPONDENTS

(APRIL 2014)

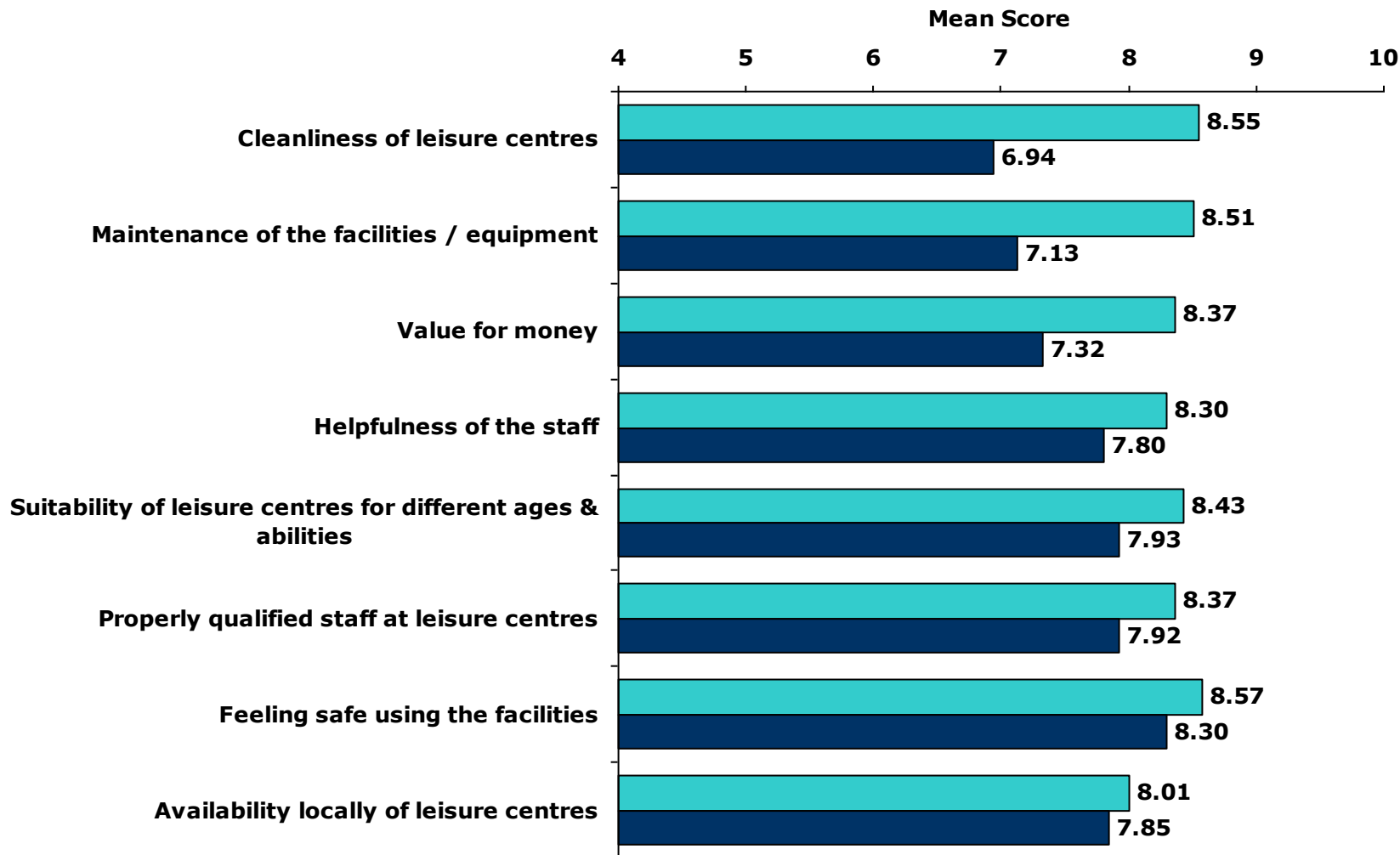


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE CENTRES - ALL RESPONDENTS

(APRIL 2014)



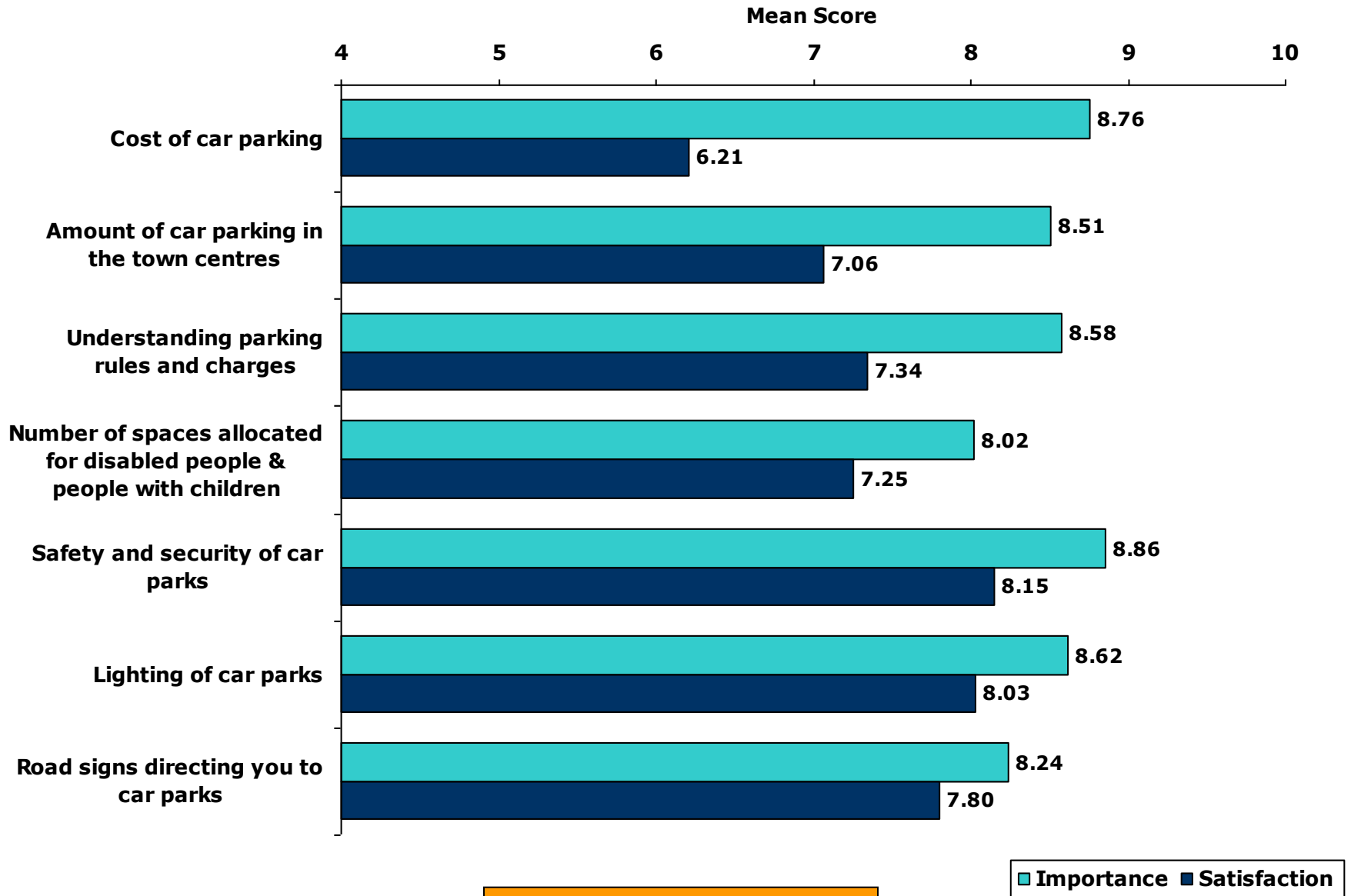
**CSI Score for Leisure
Facilities= 76.5%**

Importance Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

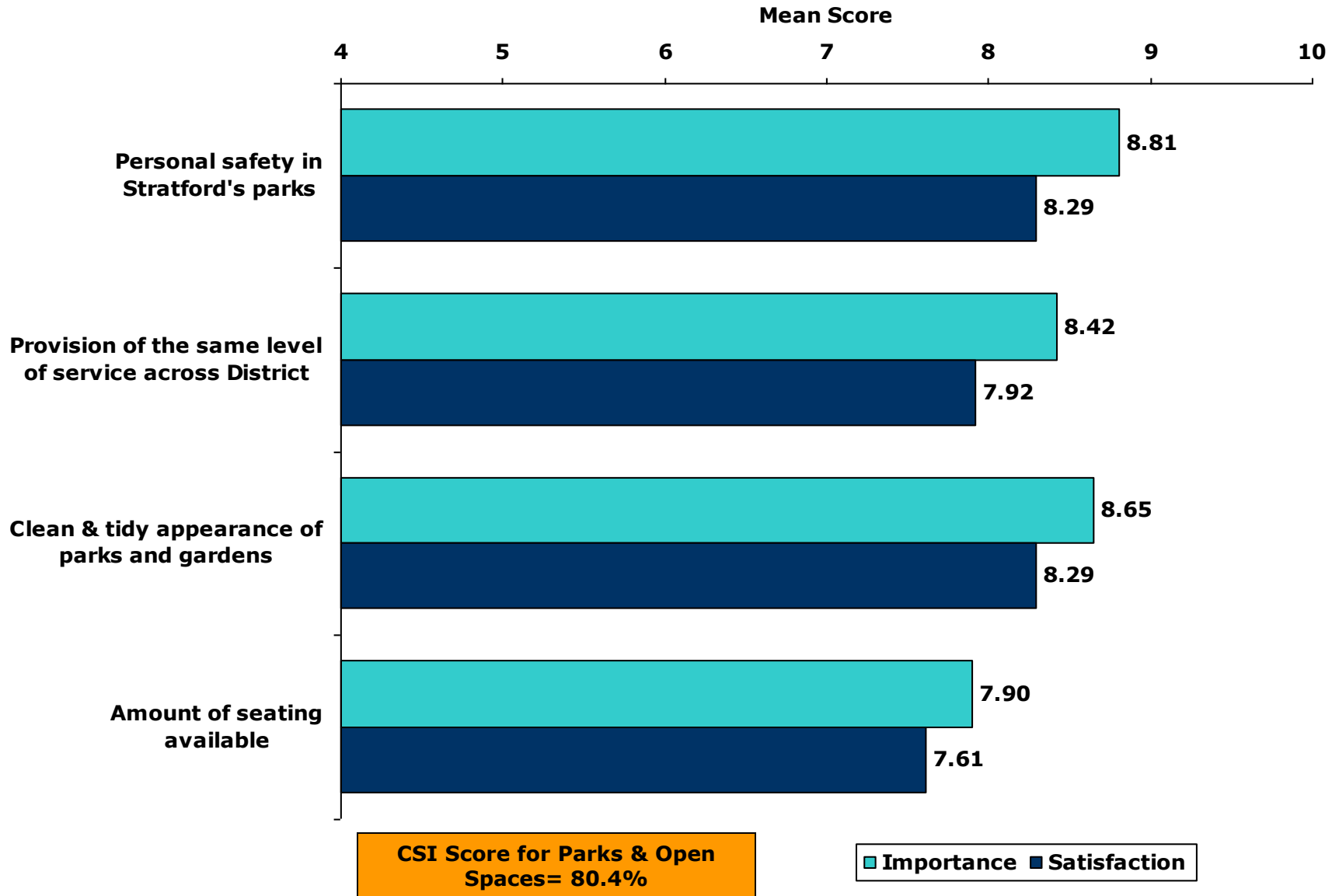
PARKING - ALL RESPONDENTS

(APRIL 2014)



BASE: (See Appendix)

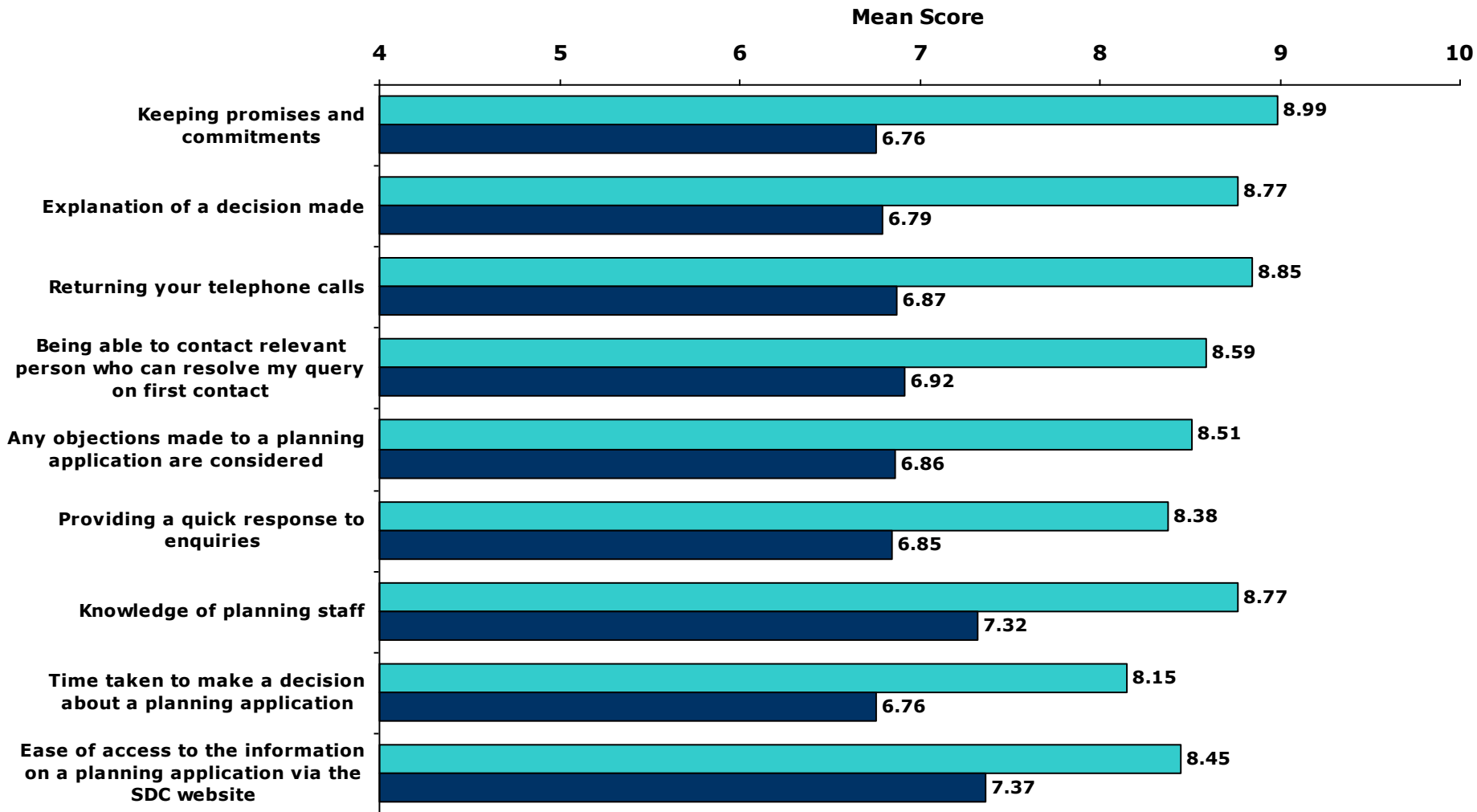
CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION ***PARKS & OPEN SPACES - ALL RESPONDENTS*** ***(APRIL 2014)***



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING APPLICATIONS – ALL RESPONDENTS

(APRIL 2014)



CSI Score for Planning= 69.4%

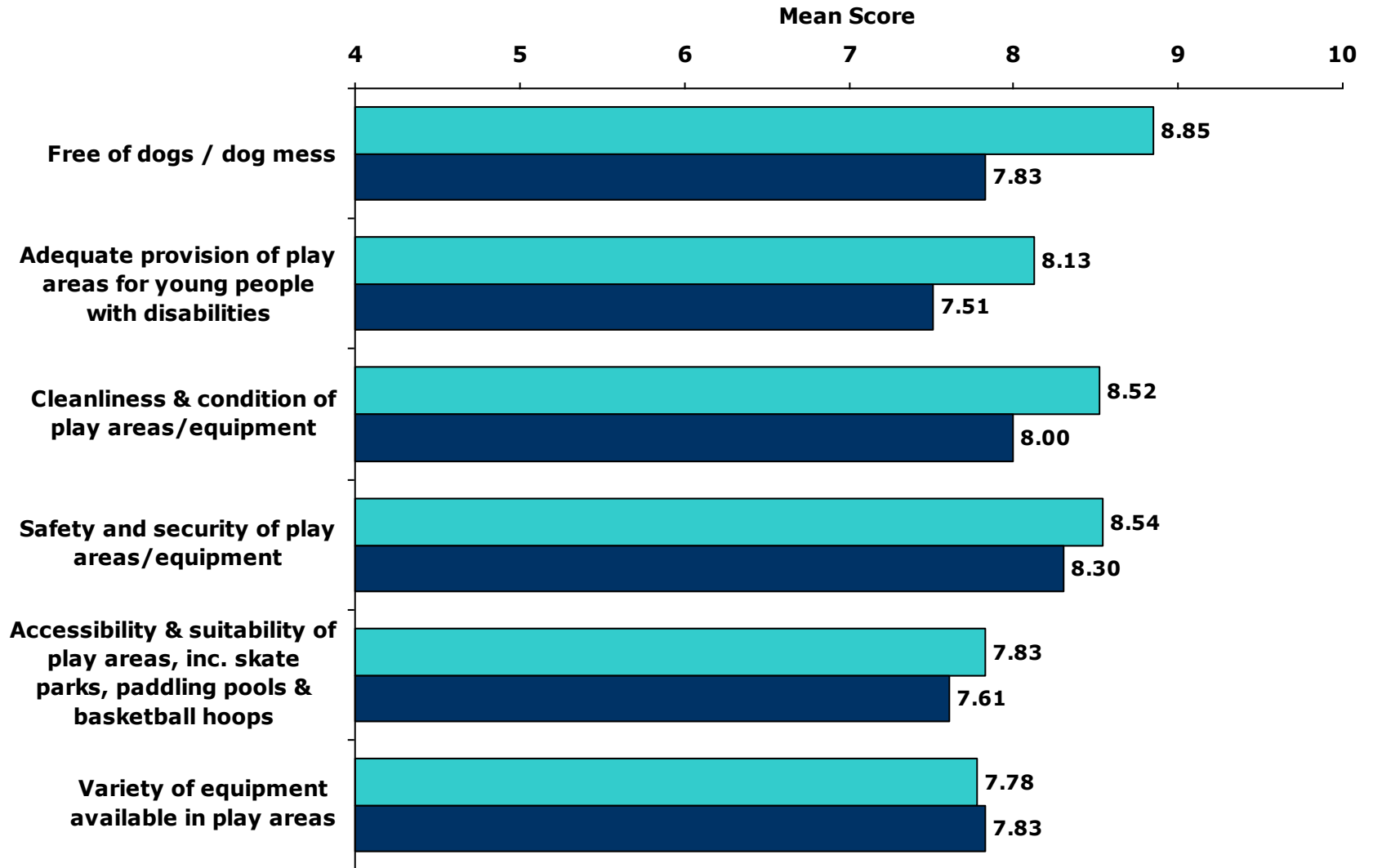
■ Importance
 ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

SDC OWNED PLAY AREAS – ALL RESPONDENTS

(APRIL 2014)



CSI Score for Play Areas= 78.5%

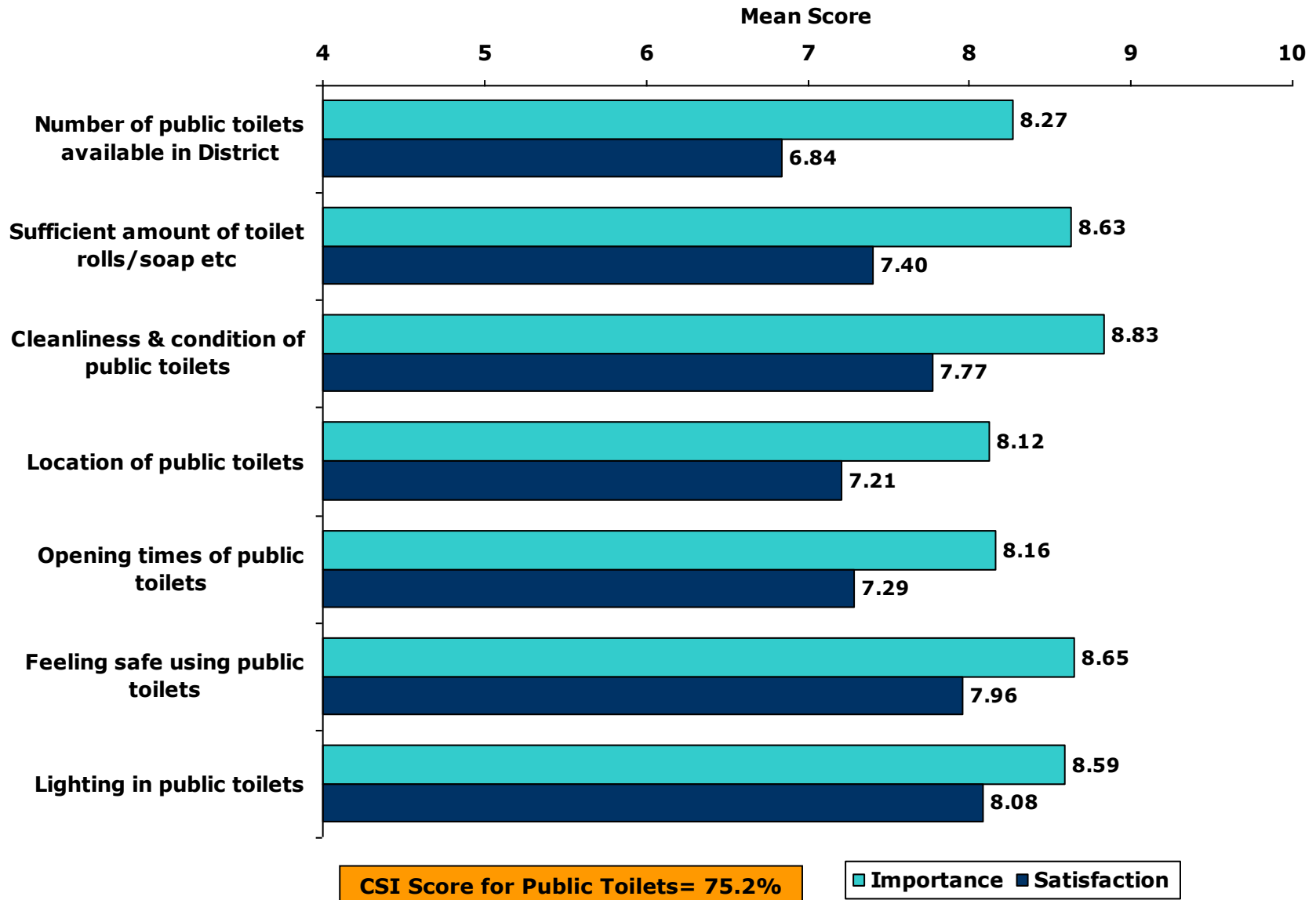
■ Importance
 ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS – ALL RESPONDENTS

(APRIL 2014)

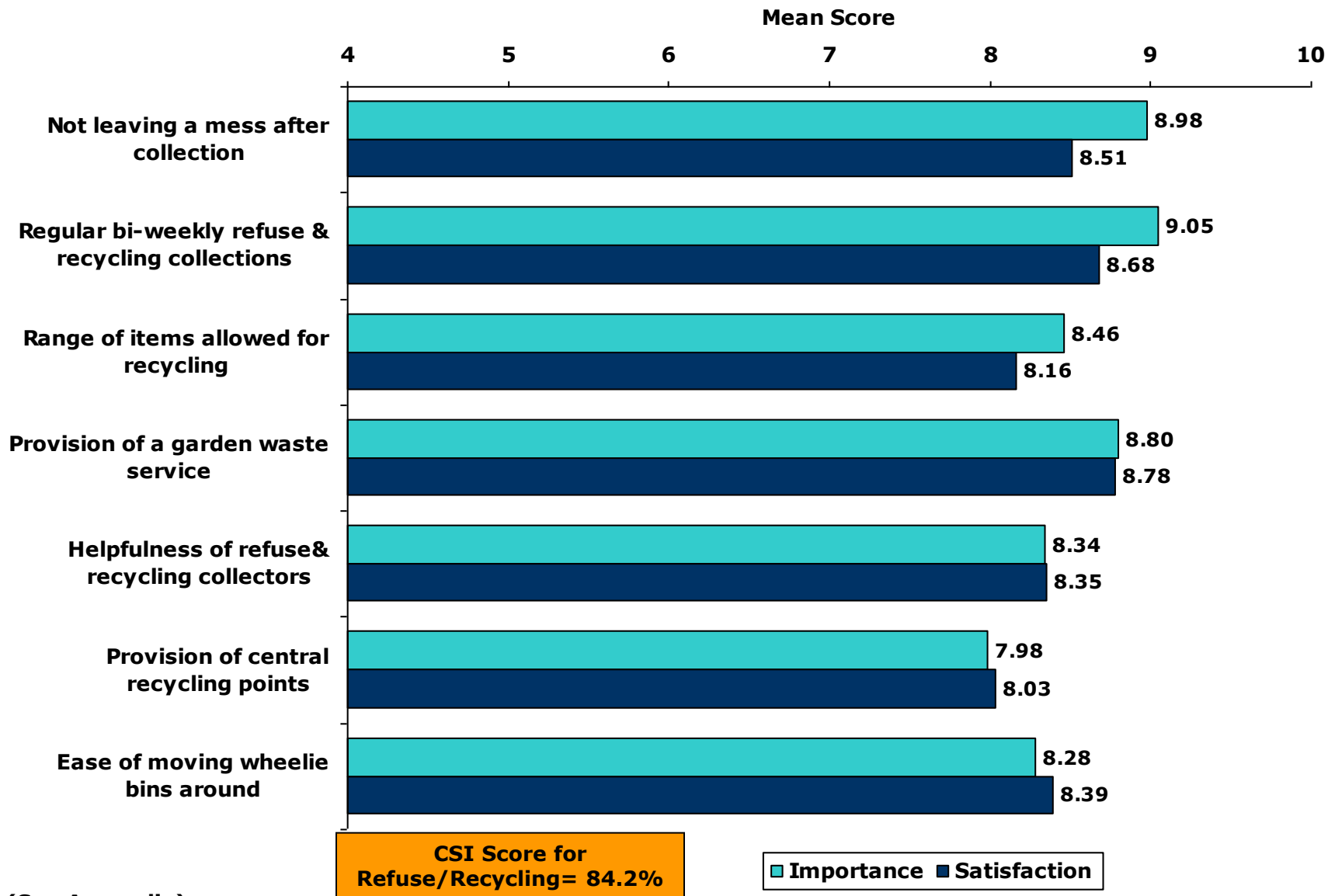


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

REFUSE COLLECTION/RECYCLING - ALL RESPONDENTS

(APRIL 2014)

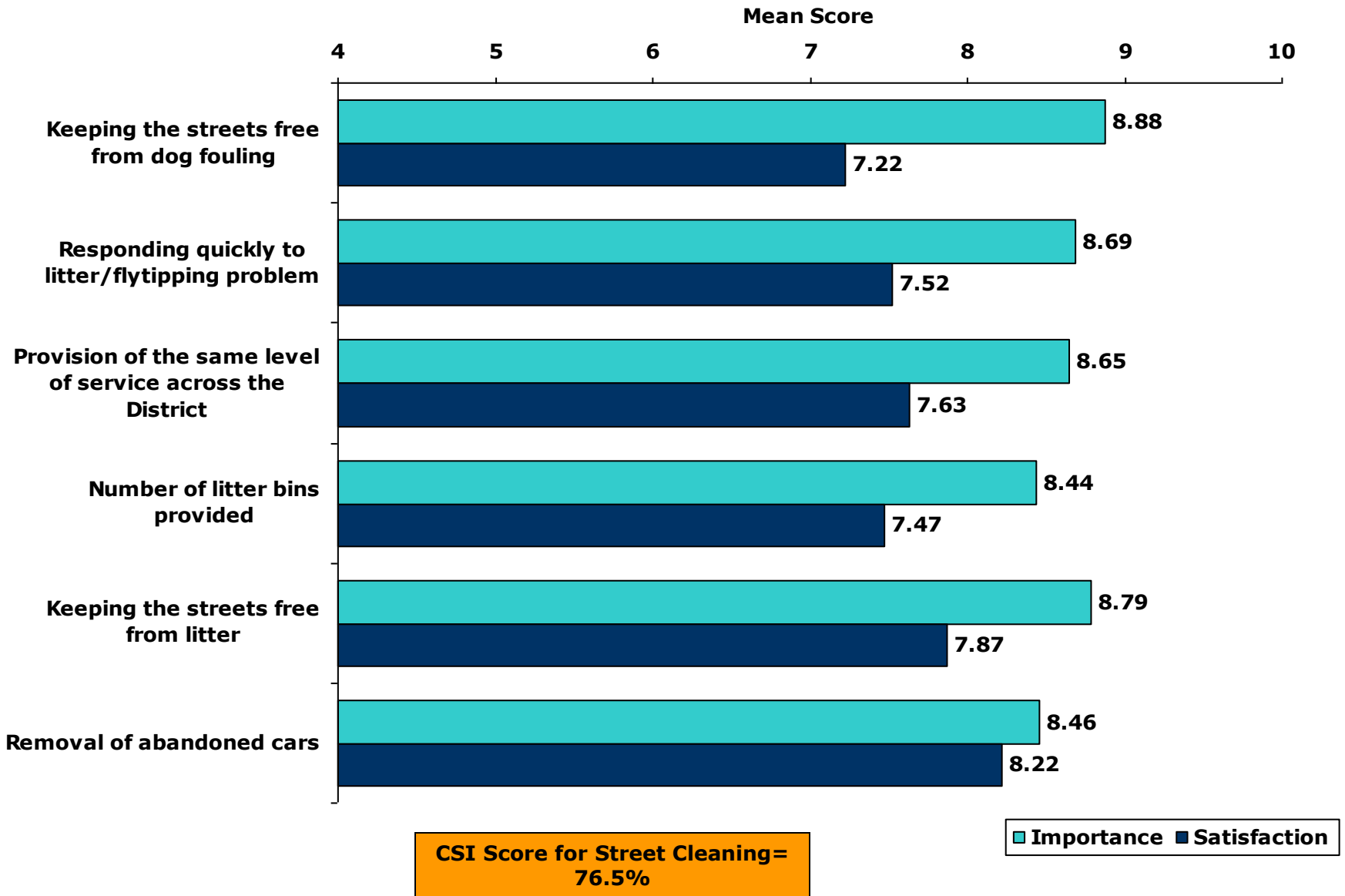


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

STREET CLEANING - ALL RESPONDENTS

(APRIL 2014)

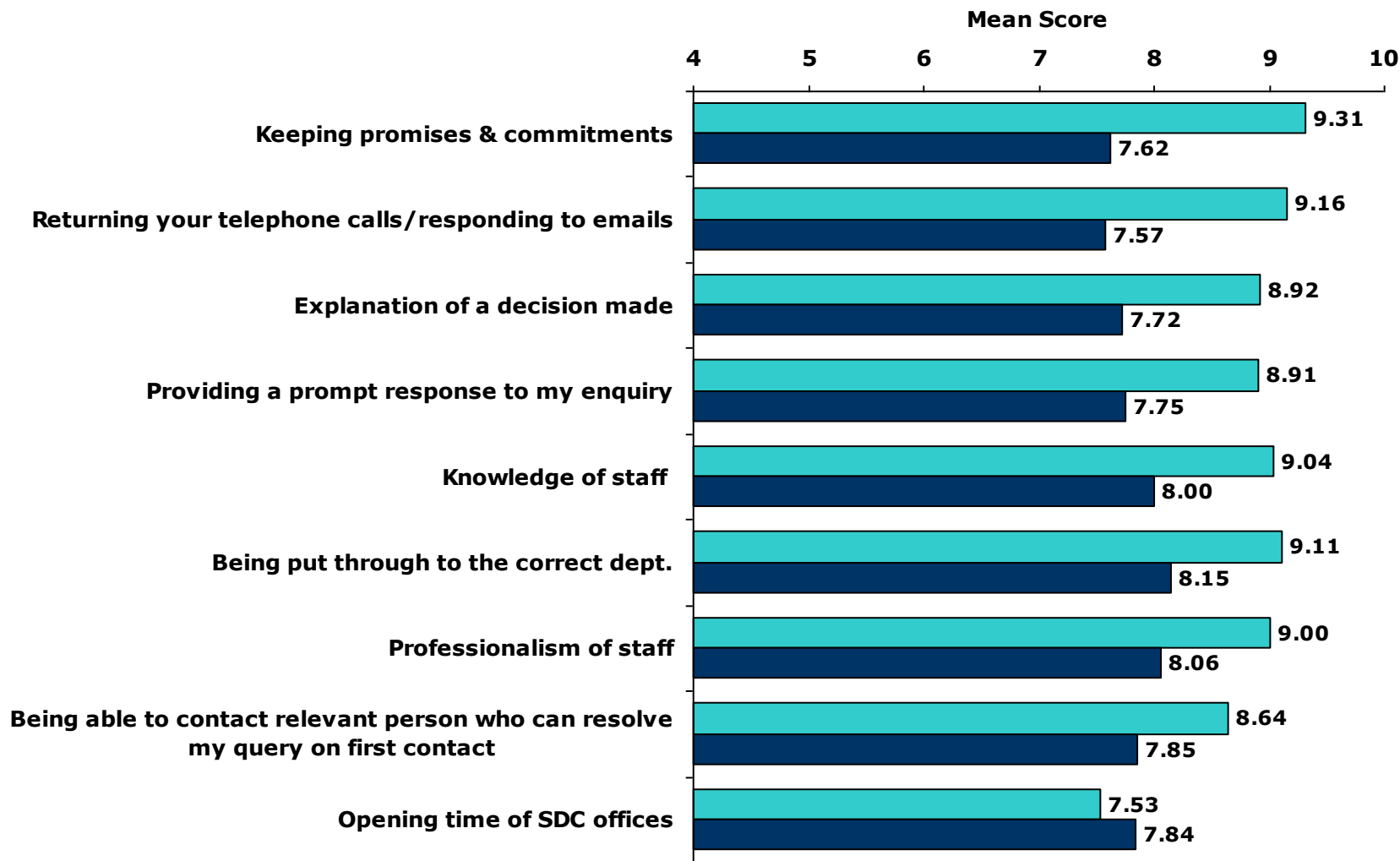


Individual Results
By Service
(Users of a Service in
Last 2 Years)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

THE COUNCIL IN GENERAL - USERS

(APRIL 2014)

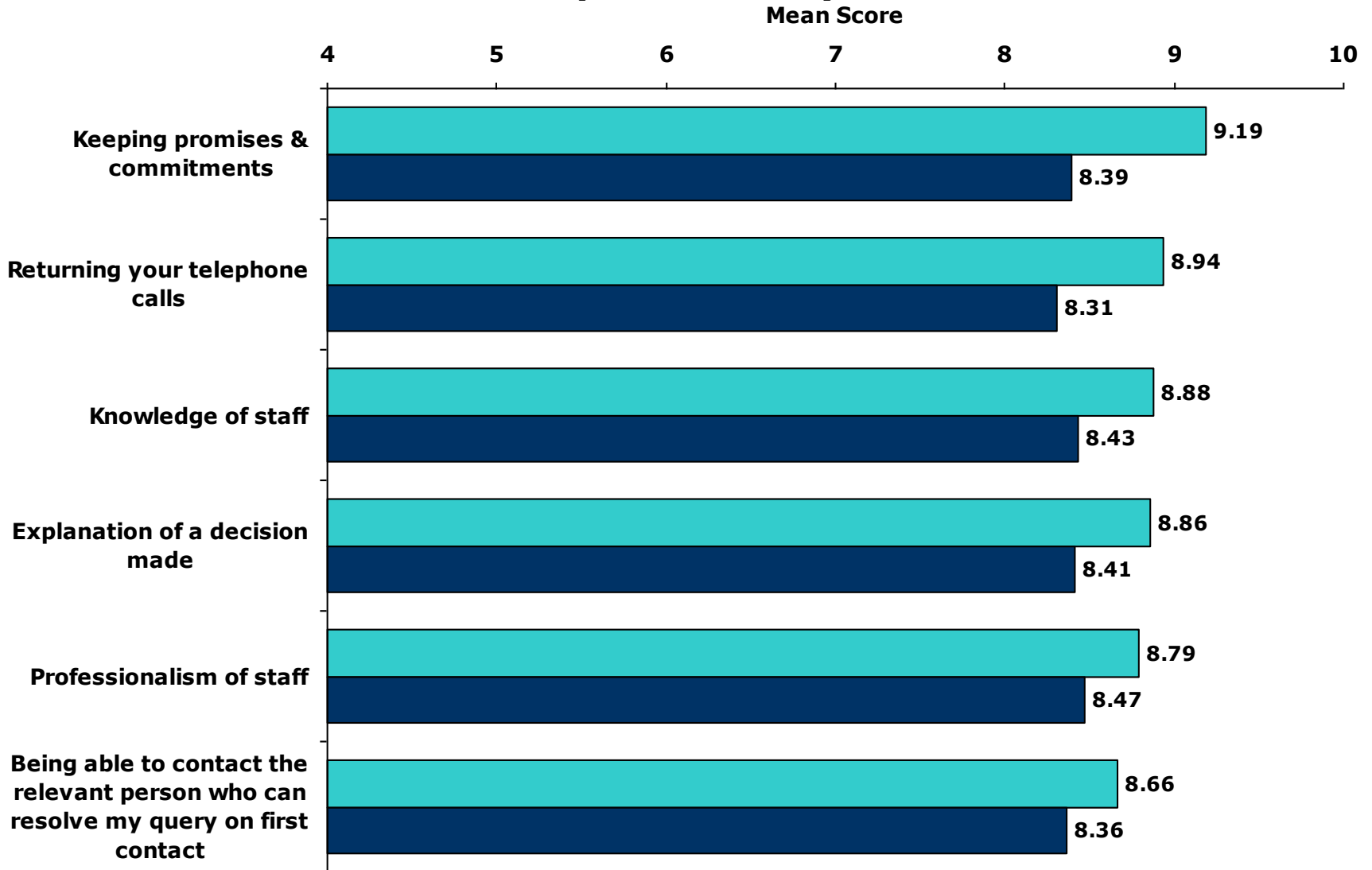


CSI Score for Council in General = 78.4%

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - USERS

(APRIL 2014)



**CSI Score for Council Tax=
83.9%**

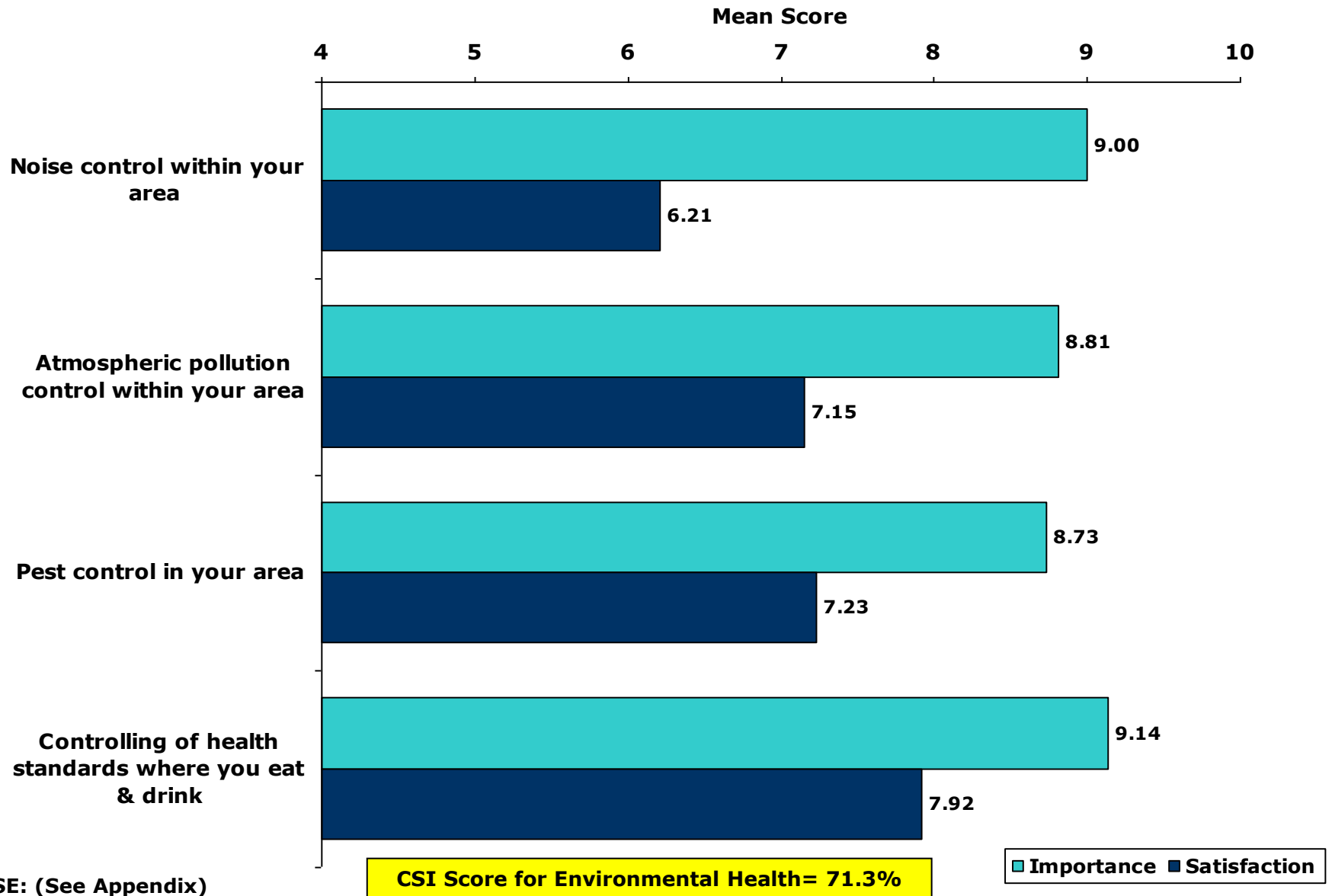
Importance Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

ENVIRONMENTAL HEALTH - USERS

(APRIL 2014)



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - USERS *(APRIL 2014)*

Mean Score

4 5 6 7 8 9 10

Keeping promises and commitments

9.47

7.34

Explanation of a decision made

9.38

7.54

Returning your telephone calls

9.38

7.64

Knowledge of housing staff

9.34

7.71

Being able to contact the relevant person who can resolve my query on first contact

9.29

7.74

CSI Score for Housing = 75.9%

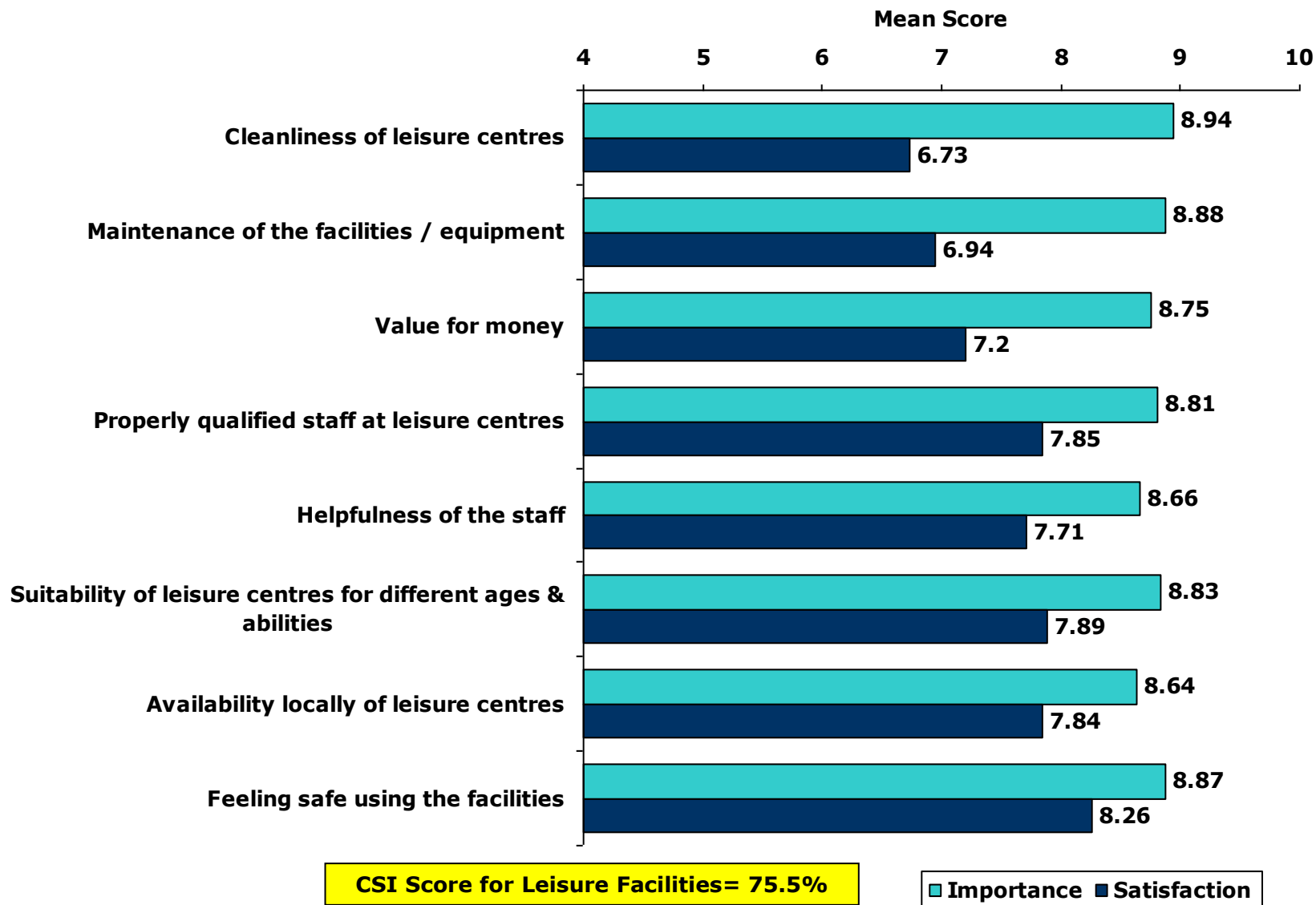
■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

LEISURE CENTRES - USERS

(APRIL 2014)



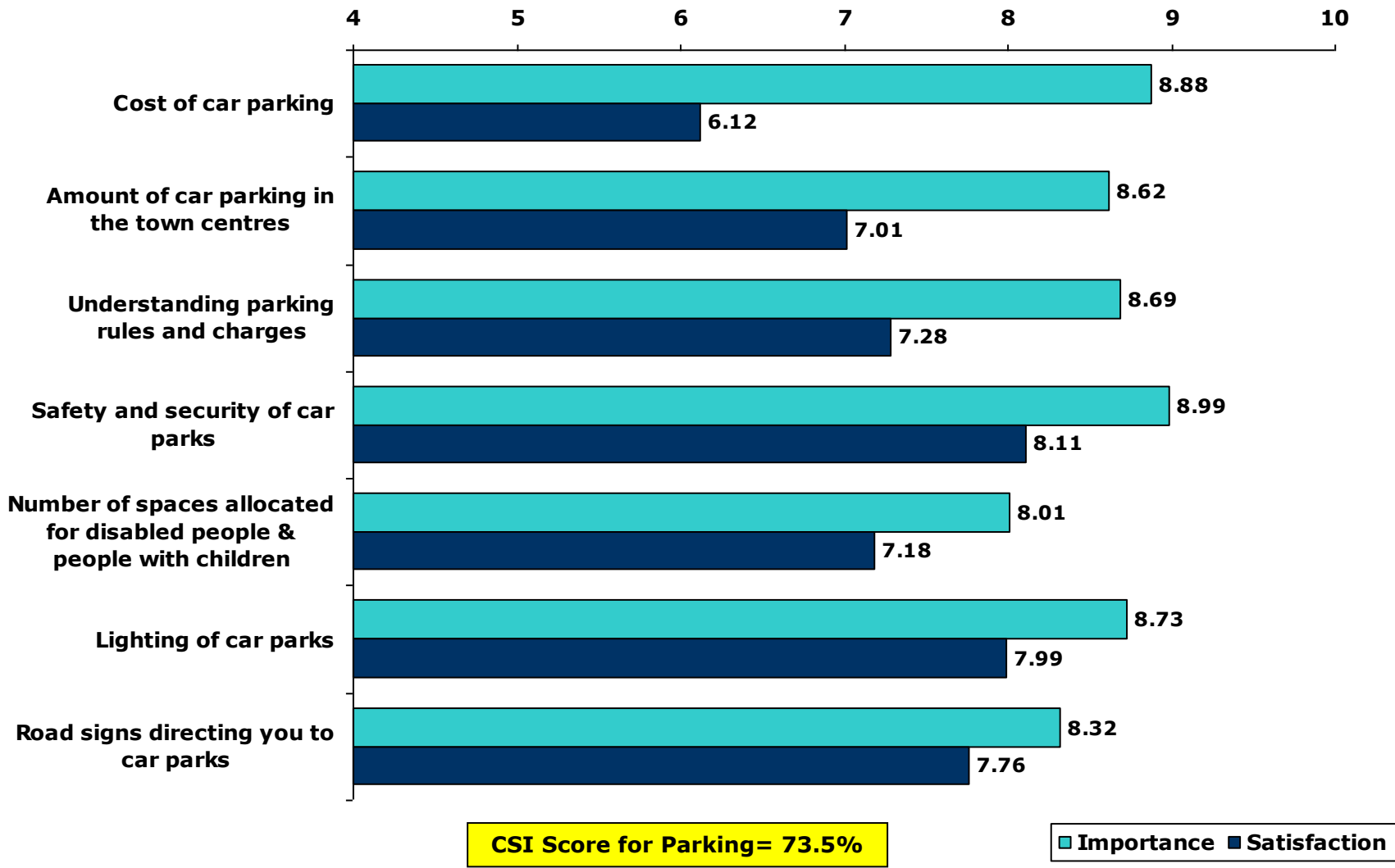
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKING - USERS

(APRIL 2014)

Mean Score

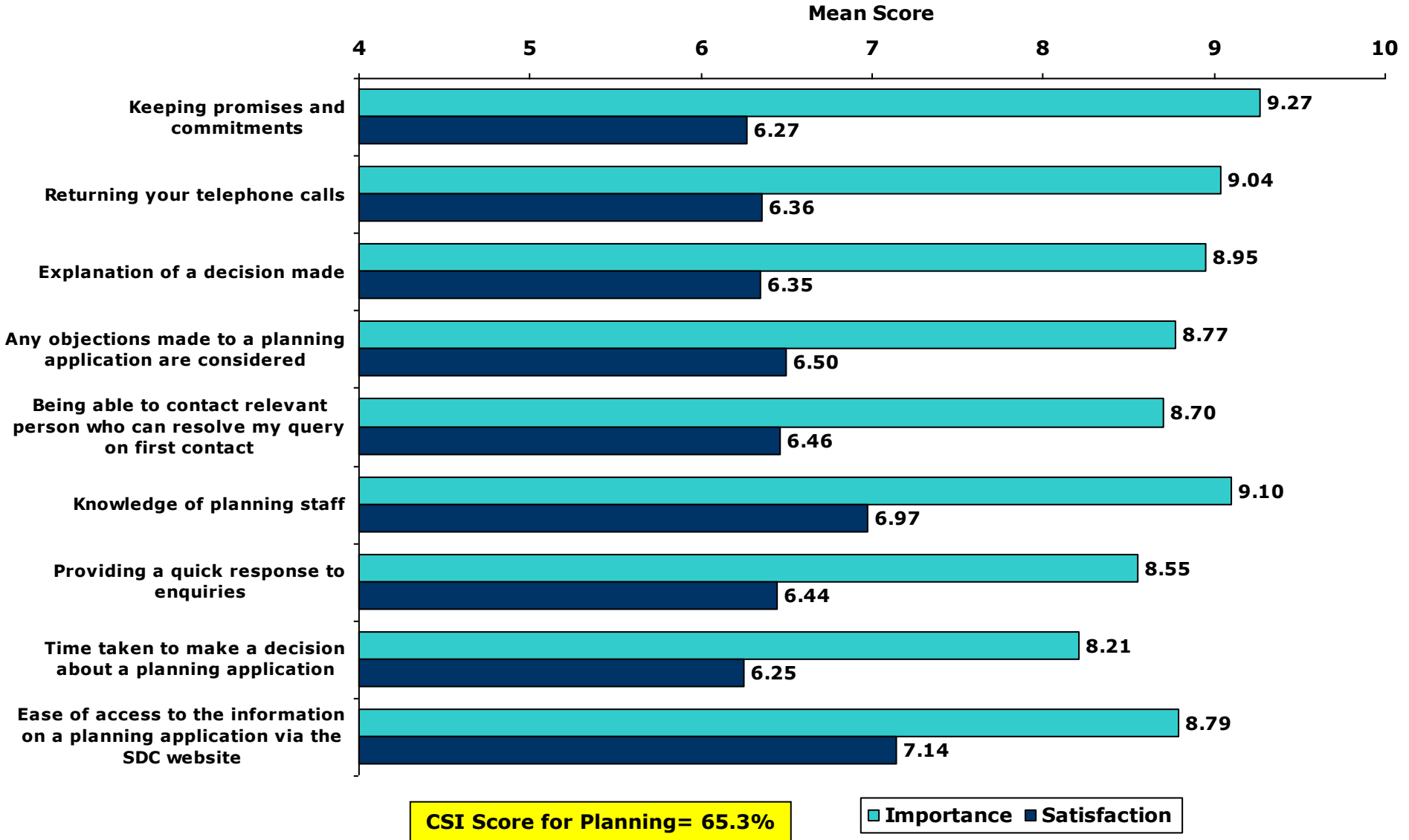


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING APPLICATIONS - USERS

(APRIL 2014)



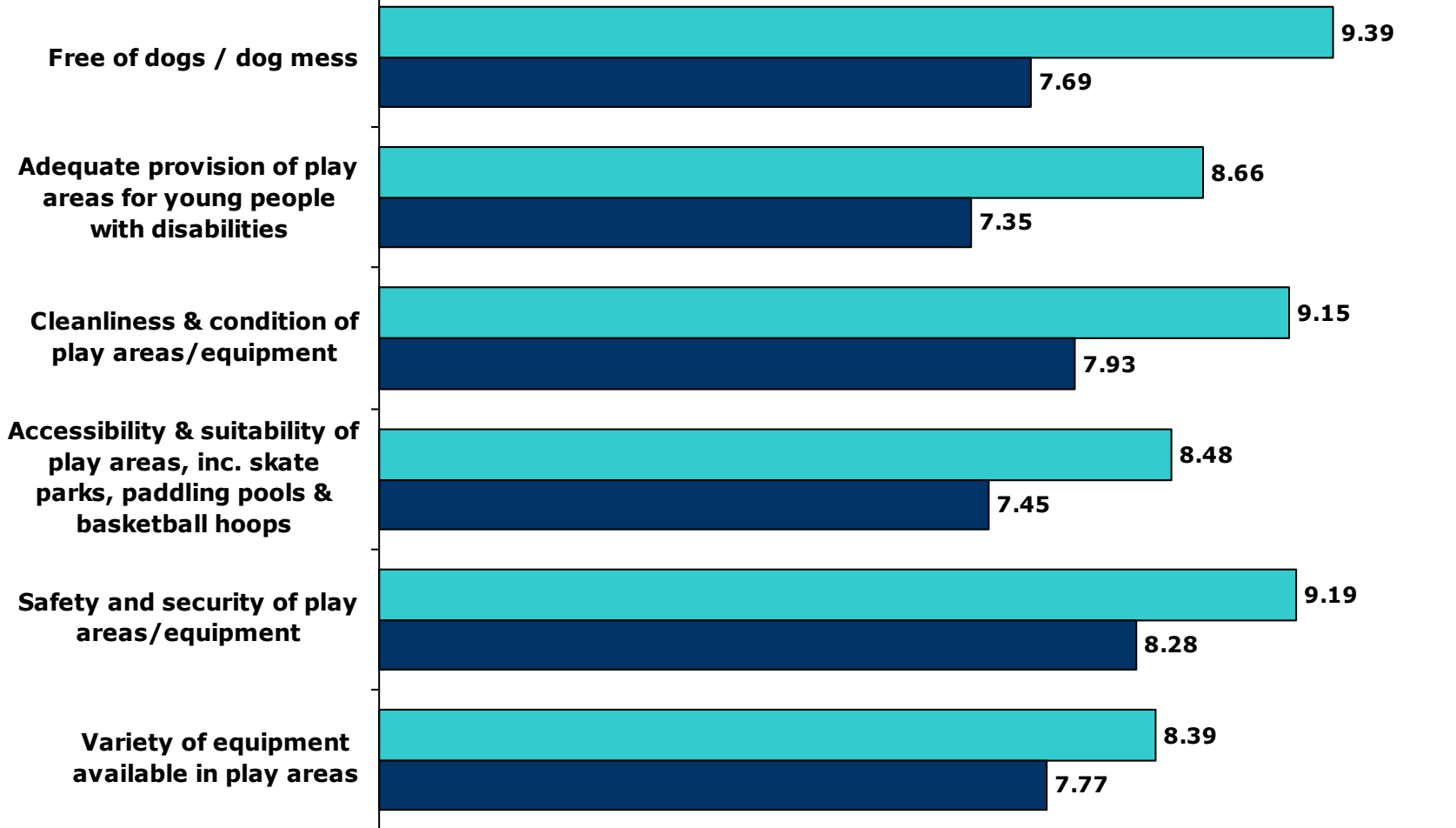
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLAY AREAS - USERS (APRIL 2014)

Mean Score

4 5 6 7 8 9 10



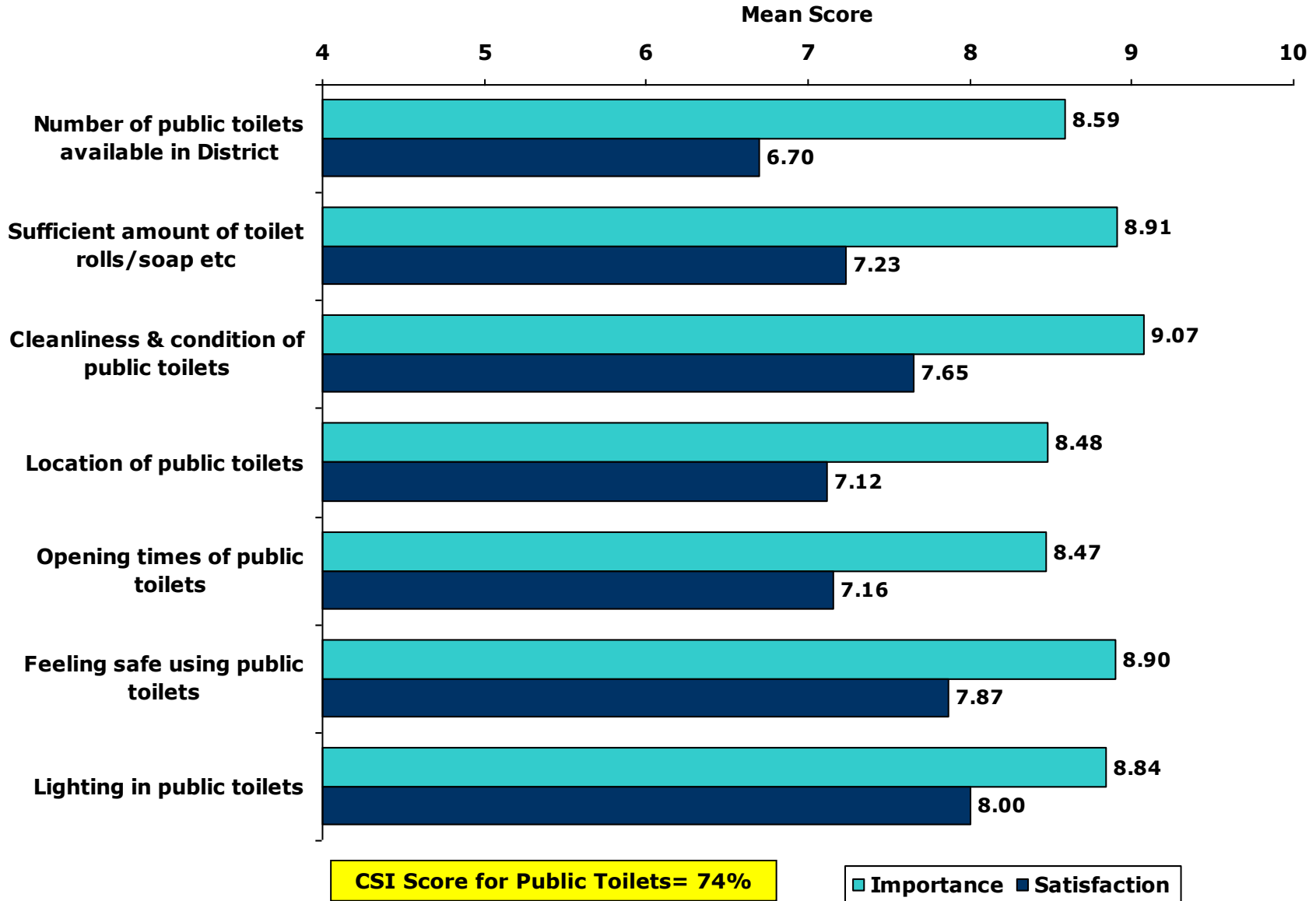
CSI Score for Play Areas= 77.5%

■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PUBLIC TOILETS - USERS

(APRIL 2014)

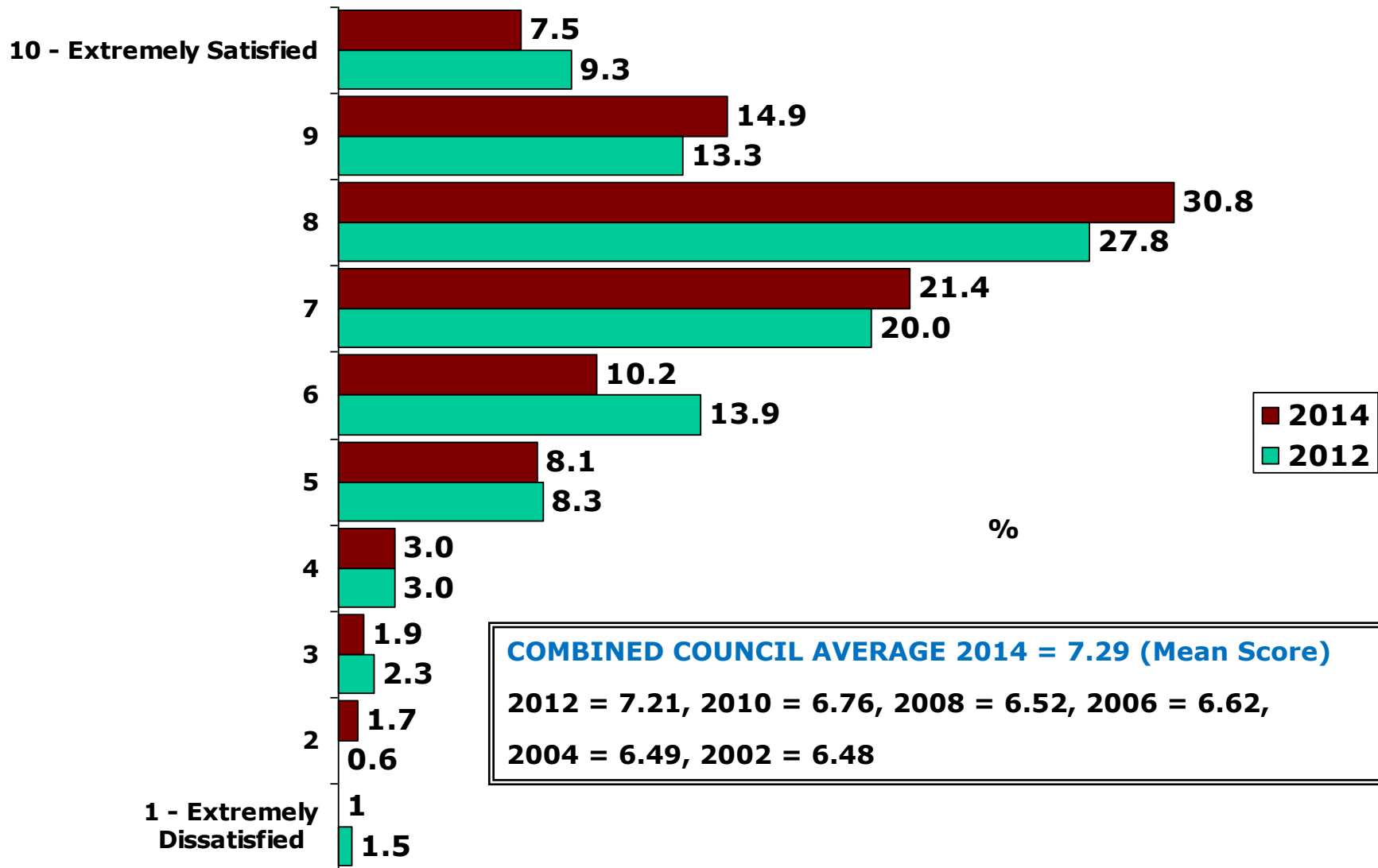


Overall Views of Council Services (All Respondents)

CUSTOMER SATISFACTION INDEX

OVERALL SATISFACTION WITH COUNCIL SERVICES

ALL RESPONDENTS (APRIL 2014)



APPENDIX A

(Respondent Profile)

RESPONDENT PROFILE 2014

AGE:	%
16 – 25	0.9
26 – 35	6.6
36 – 45	9.1
46 – 55	14.9
56 – 65	20.8
Over 65	47.6
	(798)

ETHNICITY:	%
White	98.5
Mixed	0.3
Asian or Asian British	0.8
Black or Black British	0.0
Chinese	0.3
Other Ethnic Background	0.3
	(787)

GENDER:	%
Male	43.6
Female	56.4
	(787)

APPENDIX B

(Base Sizes)

BASE SIZES - IMPORTANCE (I)

<i>Council in General</i>	<i>All</i>	<i>Users</i>	<i>Refuse Collection / Recycling</i>	<i>All</i>	<i>Users</i>
Being able to contact relevant person	776	455	Ease of moving wheelie bins around	797	N/A
Being put through to the correct dept	774	454	Provision of central recycling points	792	N/A
Providing a prompt response to my enquiry	772	452	Range of items allowed for recycling	796	N/A
Professionalism of staff	770	451	Regular bi-weekly refuse & recycling collections	799	N/A
Knowledge of staff	768	453	Helpfulness of refuse & recycling collectors	792	N/A
Explanation of a decision made	764	450	Not leaving a mess after collection	801	N/A
Keeping promises & commitments	759	443	Provision of garden waste service	800	N/A
Returning your telephone calls / responding to emails	761	448			
Opening times of SDC offices	767	451			
<i>Council Tax</i>					
Being able to contact the relevant person	761	177			
Professionalism of staff	756	175			
Knowledge of staff	754	176			
Explanation of a decision made	753	175			
Keeping promises & commitments	752	176			
Returning your telephone calls	750	175			

BASE SIZES - SATISFACTION(II)

<i>Council in General</i>	<i>All</i>	<i>Users</i>	<i>Refuse Collection / Recycling</i>	<i>All</i>	<i>Users</i>
Being able to contact relevant person	607	455	Ease of moving wheelie bins around	646	N/A
Being put through to the correct dept	608	457	Provision of central recycling points	643	N/A
Providing a prompt response to my enquiry	607	456	Range of items allowed for recycling	643	N/A
Professionalism of staff	606	457	Regular bi-weekly refuse and recycling collections	646	N/A
Knowledge of staff	599	452	Helpfulness of refuse and recycling collectors	642	N/A
Explanation of a decision made	595	447	Not leaving a mess after collection	647	N/A
Keeping promises & commitments	596	447	Provision of a garden waste service	646	N/A
Returning your telephone calls / responding to emails	597	449			
Opening times of SDC offices	598	451			
<i>Council Tax</i>					
Being able to contact the relevant person	433	179			
Professionalism of staff	430	179			
Knowledge of staff	429	178			
Explanation of a decision made	429	178			
Keeping promises and commitments	430	178			
Returning your telephone calls	431	178			

BASE SIZES - IMPORTANCE (III)

<i>Street Cleaning</i>	<i>All</i>	<i>Users</i>	<i>Public Toilets (Continued)</i>	<i>All</i>	<i>Users</i>
Keeping the streets free from litter	784	N/A	Sufficient amount of toilet rolls/soap etc	755	425
Removal of abandoned cars	768	N/A	<i>Leisure Centres</i>		
Keeping the streets free from dog fouling	785	N/A	Cleanliness of leisure centres	698	235
Provision of the same level of service across the District	769	N/A	Availability locally of leisure centres	694	235
Responding quickly to litter/fly tipping problem	775	N/A	Properly qualified staff at leisure centres	696	234
Number of litter bins provided	786	N/A	Helpfulness of the staff	697	235
<i>Environmental Health</i>			Maintenance of the facilities/equipment	693	234
Controlling of health standards where you eat and drink	777	59	Value for money	690	232
Noise control within your area	774	59	Feeling safe using the facilities	697	236
Atmospheric pollution control within your area	767	59	Suitability of leisure facilities for different ages	697	235
Pest control in your locality	772	59	<i>Play Areas</i>		
<i>Public Toilets</i>			Safety & security of play areas/equipment	705	250
Cleanliness & condition of public toilets	761	426	Cleanliness & condition of play areas/equipment	703	249
Number of public toilets available in the District	758	425	Free of dogs/dog mess	711	250
Opening times of public toilets	753	421	Variety of equipment	698	247
Location of public toilets	757	424	Adequate provision of play areas across the District	694	245
Feeling safe using public toilets	756	424	Accessibility & suitability of play areas,	698	246
Lighting in public toilets	758	423			

BASE SIZES - SATISFACTION (IV)

<i>Street Cleaning</i>	<i>All</i>	<i>Users</i>	<i>Leisure Centres</i>	<i>All</i>	<i>Users</i>
Keeping the streets free from litter	645	N/A	Cleanliness of leisure centres	436	234
Removal of abandoned cars	626	N/A	Availability locally of leisure centres	434	234
Keeping the streets free from dog fouling	642	N/A	Properly qualified staff	435	235
Provision of the same level of service across the District	627	N/A	Helpfulness of the staff	434	234
Responding quickly to litter/fly tipping problem	628	N/A	Maintenance of the facilities/equipment	434	235
Number of litter bins provided	644	N/A	Value for money	432	233
<i>Environmental Health</i>			Feeling safe using the facilities	435	234
Controlling of health standards where you eat and drink	374	55	Suitability of leisure facilities for different ages	433	233
Noise control within your area	375	54	<i>Play Areas</i>		
Atmospheric pollution control within your area	376	56	Safety & security of play areas/equipment	452	246
Pest control in your area	378	58	Cleanliness & condition of play areas/equipment	451	246
<i>Public Toilets</i>			Free of dogs/dog mess	449	245
Cleanliness & condition of public toilets	574	428	Variety of equipment available	448	243
Number of public toilets available within the District	563	417	Adequate provision of play areas across the District	442	237
Opening times of public toilets	565	421	Accessibility & suitability of play areas	447	242
Location of public toilets	572	427			
Feeling safe using public toilets	568	424			
Lighting in public toilets	566	421			
Sufficient amount of toilet rolls/soap etc	569	423			

BASE SIZES - IMPORTANCE (V)

<i>Parks & Open Spaces</i>	<i>All</i>	<i>Users</i>	<i>Housing</i>	<i>All</i>	<i>Users</i>
Clean & tidy appearance of parks & gardens	770	N/A	Being able to contact relevant person within the housing dept.	620	73
Provision same level of service across the District	763	N/A	Knowledge of housing staff	621	73
Personal safety in Stratford's parks	757	N/A	Explanation of a decision made	623	72
Amount of seating available	764	N/A	Keeping promises & commitments	623	73
<i>Planning Applications</i>			Returning your telephone calls	623	73
Time taken to make a decision about a planning application	690	167	<i>Parking</i>	<i>All</i>	<i>Users</i>
Providing a quick response to enquiries	691	168	Safety and security of car parks	766	596
Any objections made to a planning application are considered	692	168	Lighting of car parks	762	594
Being able to contact relevant person in the planning department	689	167	Cost of car parking	768	599
Knowledge of planning staff	686	168	Road signs directing you to car parks	760	592
Explanation of a decision made	686	168	Amount of car parking in the town centres	764	598
Keeping promises & commitments	689	168	Understanding parking rules & charges	761	595
Returning your telephone calls	690	168	Numbers of spaces allocated for disabled people and people with children	763	594
Ease of access to information on a planning application via SDC website	683	167			

BASE SIZES - SATISFACTION (VI)

<i>Parks & Open Spaces</i>	<i>All</i>	<i>Users</i>	<i>Housing</i>	<i>All</i>	<i>Users</i>
Clean & tidy appearance of parks & gardens	633	N/A	Being able to contact the relevant person within the housing department	337	74
Provision of the same level of service across the District	616	N/A	Knowledge of housing staff	335	74
Personal safety in Stratford's parks	626	N/A	Explanation of a decision made	334	73
Amount of seating available	628	N/A	Keeping promises & commitments	333	74
<i>Planning Applications</i>			Returning your telephone calls	333	74
Time taken to make a decision about a planning application	392	163	<i>Parking</i>	<i>All</i>	<i>Users</i>
Providing a quick response to enquiries	395	166	Safety and security of car parks	646	597
Any objections made to a planning application are considered	391	162	Lighting of car parks	646	597
Being able to contact relevant person who can resolve my query on first contact	394	165	Cost of car parks	650	600
Knowledge of planning staff	393	165	Road signs directing you to car parks	642	593
Explanation of a decision made	395	168	Amount of car parking in the town centres	647	598
Keeping promises & commitments	394	164	Understanding parking rules & charges	648	598
Returning your telephone calls	394	165	Numbers of spaces allocated for disabled people and people with children	644	593
Ease of access to information on a planning application via SDC website	393	167			