



Customer Satisfaction Index April 2012

RESULTS

Introduction

This report presents the results for the Customer Satisfaction Index survey undertaken in April 2012.

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. To establish how important or unimportant chosen topic areas were to residents over time, focus groups were held. 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.

A questionnaire was sent to 5000 randomly selected named residents off the edited electoral role. 970 questionnaires were returned in the timeframe allowed, in addition 34 were returned to sender and 10 unwilling to complete it for various reasons. A response rate of 19.6% 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 50%, 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 77.3%, an increase of 3.5 percentage points on 2010.
- The highest rated score for a service is 82.9% - Refuse and Recycling. The lowest rated services are Planning (72.2%), then Parking (73.7%).
- In 2012, two services have improved their CSI score by more than 5% compared with the last survey – Housing and Planning. No service scores went down compared with 2010. The smallest increase was for the highest rated service refuse/recycling at 0.3%.
- Compared against all 97 requirements used, the five highest scoring (with the lowest gap) were: *opening times of SDC offices; ease of moving wheelie bins around; the provision of a garden waste service; the helpfulness of refuse collectors, and feeling safe using leisure facilities.*
- 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	Returning telephone calls/responding to emails
Council Tax	Professionalism of staff	Returning your telephone calls
Environmental Health	Pest control in your area	Controlling of health standards where you eat and drink
Housing	Knowledge of housing staff	Returning your telephone calls
Leisure Centres	Feeling safe using the facilities	Cleanliness of leisure centres
Parking	Road signs directing you to car parks	Cost of car parking
Parks & Open Spaces	Amount of seating available	Provision of the same level of service across District
Planning	Providing a quick response to enquiries	Explanation of a decision made
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	Regular bi-weekly refuse and recycling collections
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 74.0%, a 2.5% increase on 2010.
- The highest rated score for users of a service is for Council Tax (80.6%), with the lowest being Planning (67.3%).
- Compared with 2010, the satisfaction of residents rose by 7 percentage points for those who had used the Housing service; Council in General was up 5 points; Parking 4.7 and Planning 4.3. No services saw a decrease in their user CSI score. The smallest increase was for Leisure Centres at +0.8%. Caution must be given for the scores for Housing and Environmental Health as the base sizes were only for around 90 users.
- The highest rated service aspects for users were the *opening times of SDC offices; feeling safe using SDC's leisure facilities; the number of spaces allocated for disabled people and people with children; road signs directing you to car parks, and the suitability of leisure centres for different ages and abilities.*
- The lowest rated aspects for users were the *cost of car parking; any objections made to a planning application are considered; being kept informed on a regular basis about the progress of a planning application; explanation of a decision made (planning); and keeping promises and commitments (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	Returning telephone calls/responding to emails
Council Tax	Professionalism of staff	Returning your telephone calls
Environmental Health	Controlling of health standards where you eat and drink	Noise control within your area
Housing	Knowledge of housing staff	Keeping promises & commitments
Leisure Centres	Feeling safe using the facilities	Cleanliness of leisure centres
Parking	Nos of spaces allocated for disabled people & people with children	Cost of car parking
Parks & Open Spaces	Amount of seating available	Provision of the same level of service across District
Planning	Knowledge of planning staff	Any objections made to a planning application are considered
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	Regular bi-weekly refuse and recycling collections
Street Cleaning	Removal of abandoned cars	Keeping the streets free from dog fouling

Summary of Findings (V)

- The overall mean score for satisfaction with Council services using the CSI approach in 2012 is 7.21, 0.45 higher than that achieved in 2010 and the highest so far since the CSI began in 2002.
- Respondents were asked to make additional comments. The top four mentions are car park fees too high/cheaper car parking, poor planning application process/planning decisions/enforcement of decisions, insufficient car parking/car parks closed, and not enough refuse collections/poor refuse collectors.

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.

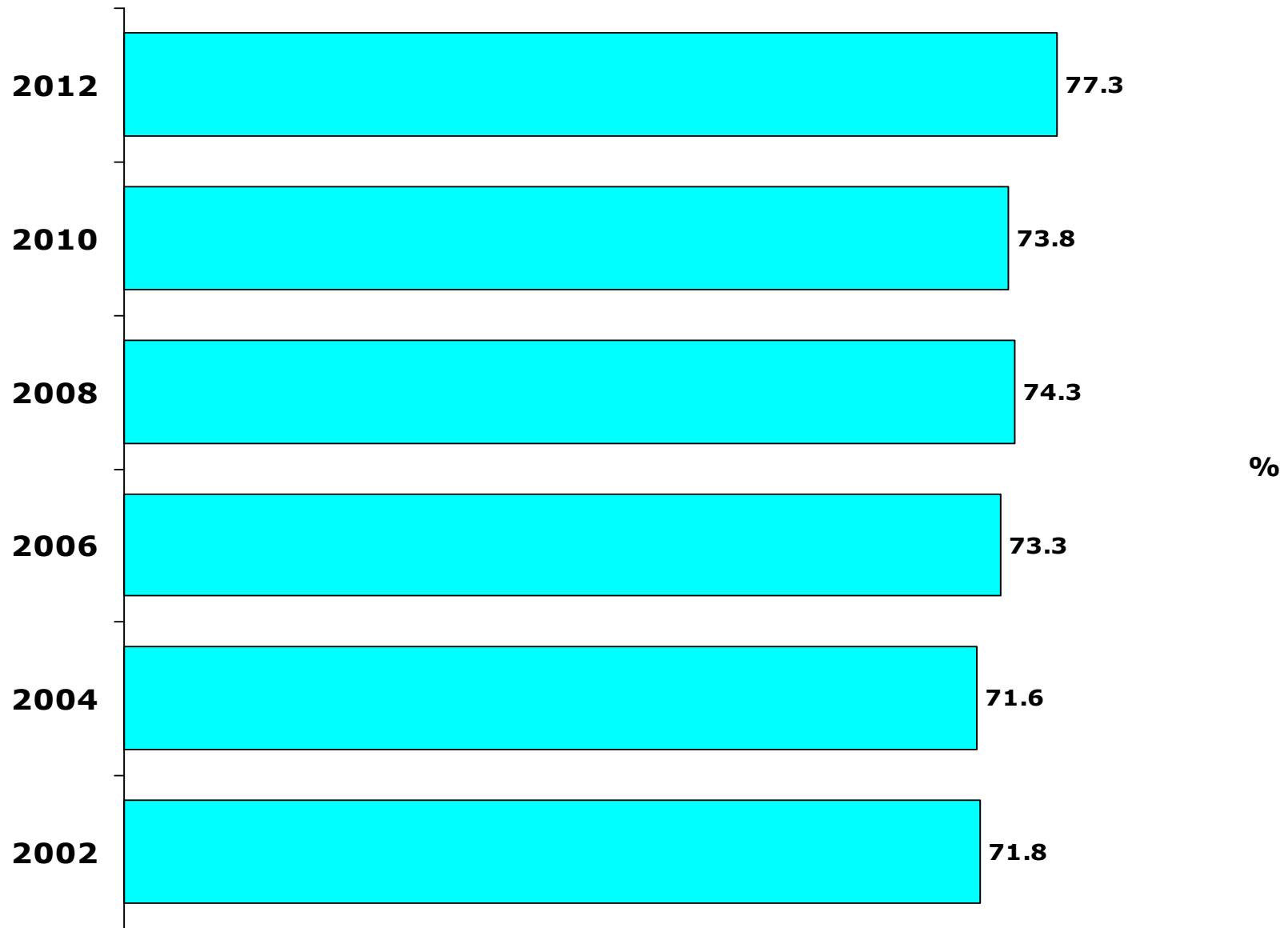
Step 4. Add up the weighted satisfaction scores.

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

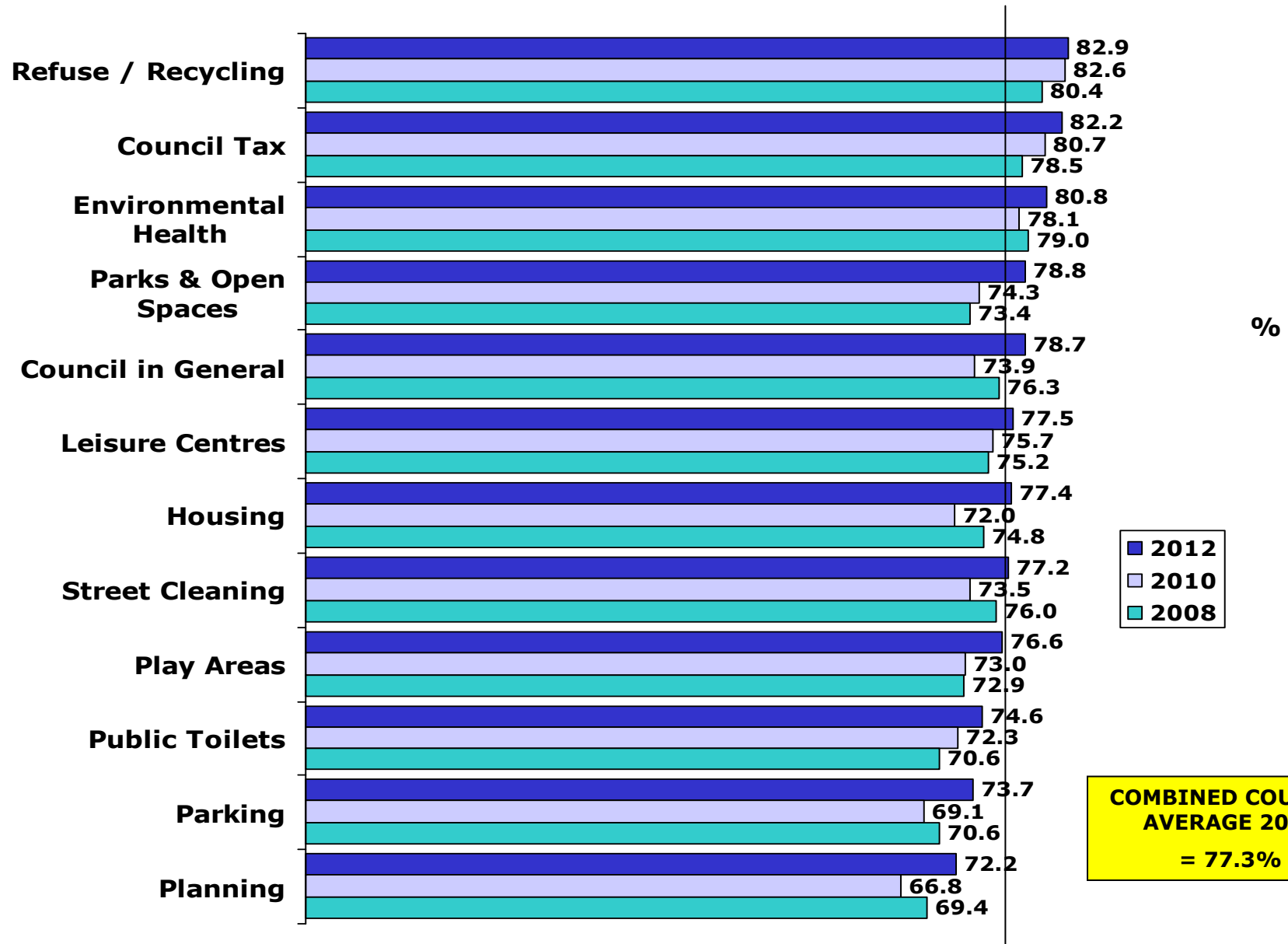
When using the 10 point scale for satisfaction, 7 is regarded as an "acceptable performance", with 8 and above being the target to be achieved in the future.

Overall Results For Each Service

OVERALL CUSTOMER SATISFACTION INDEX SCORES COMBINED COUNCIL AVERAGE - ALL RESPONDENTS (02-12)



OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - ALL RESPONDENTS (MARCH/APRIL 2012)

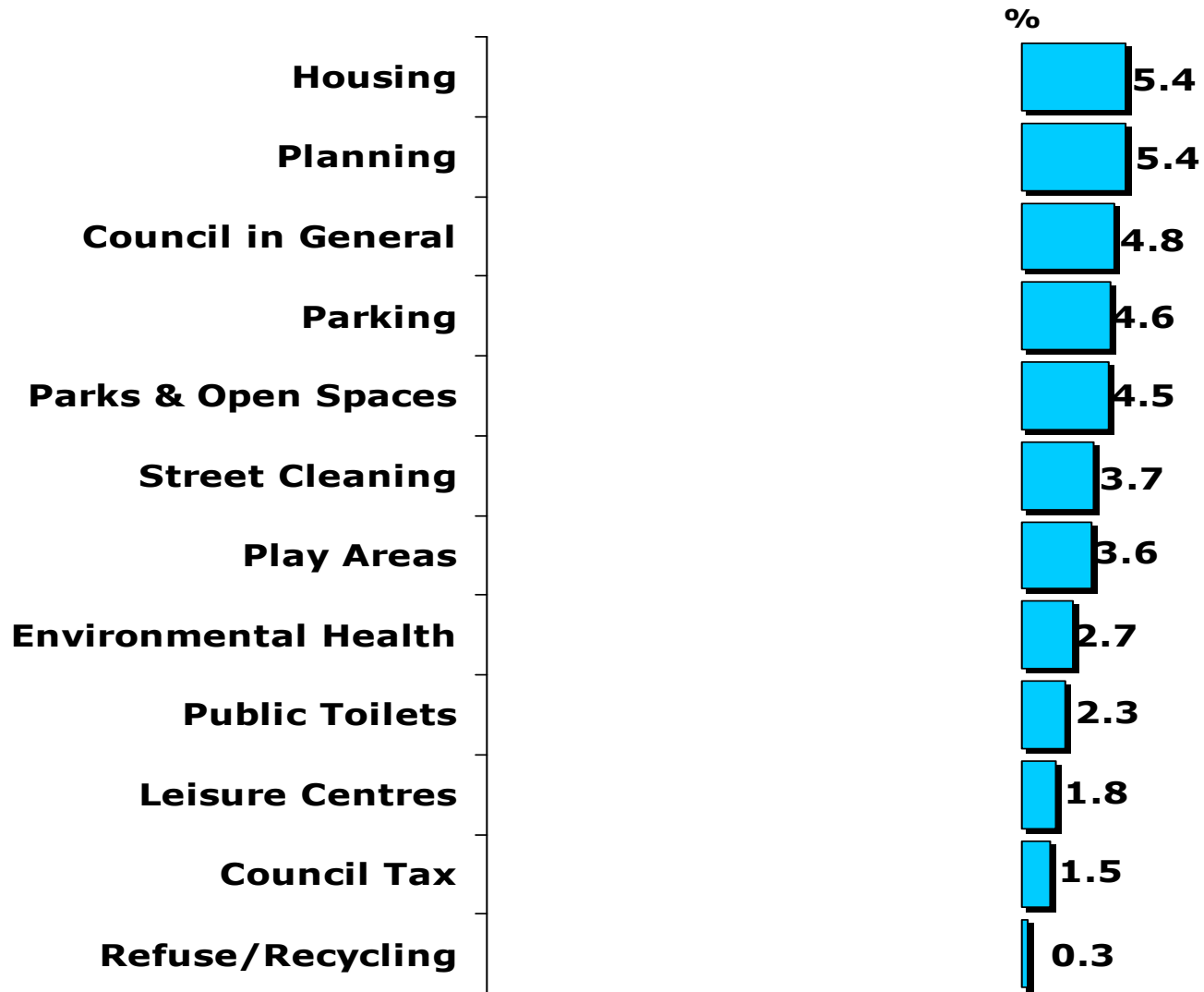


**COMBINED COUNCIL
AVERAGE 2012
= 77.3%**

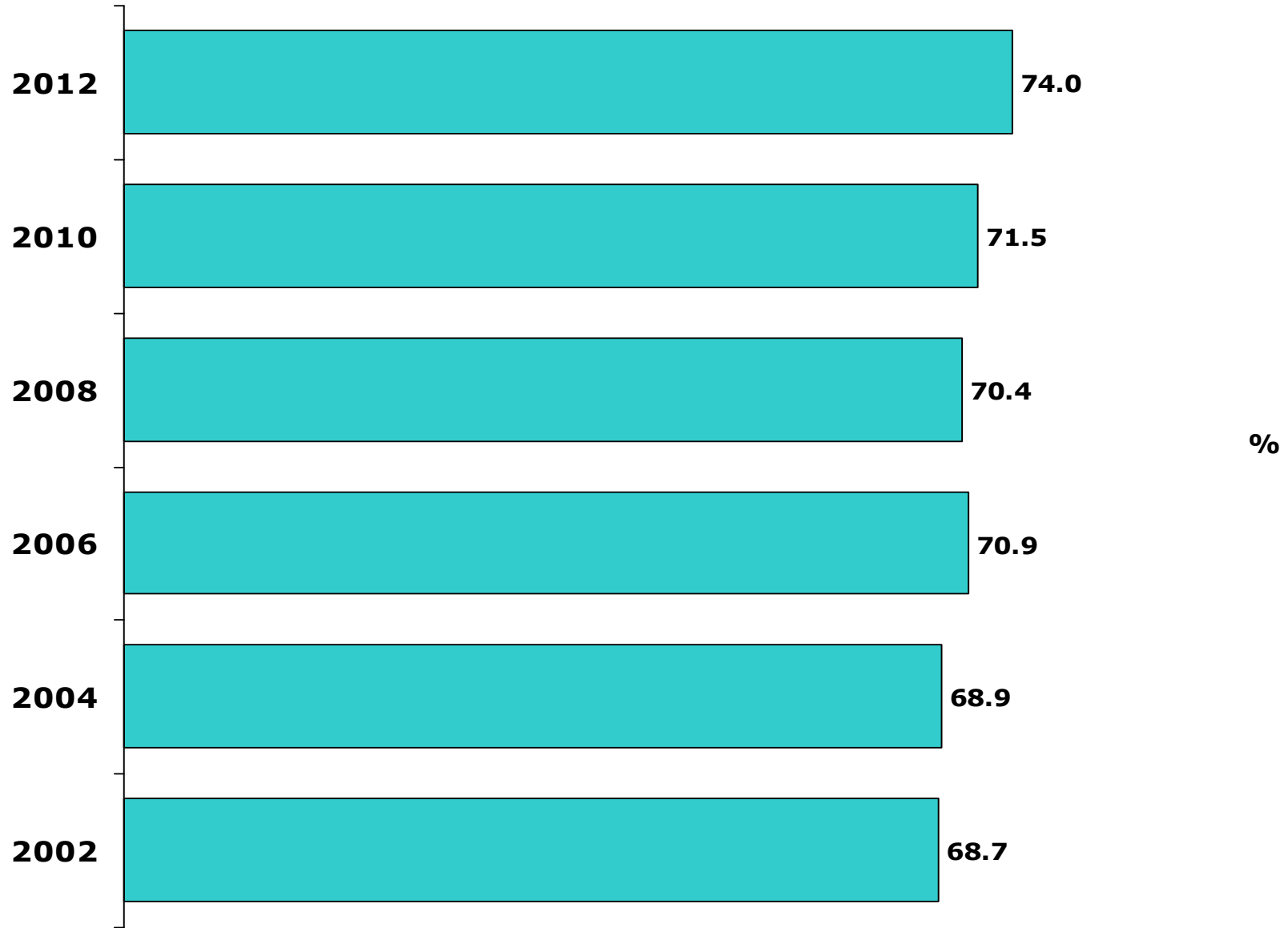
COMBINED COUNCIL AVERAGE 2010 = 73.8%
COMBINED COUNCIL AVERAGE 2008 = 74.3%

Base: (950)

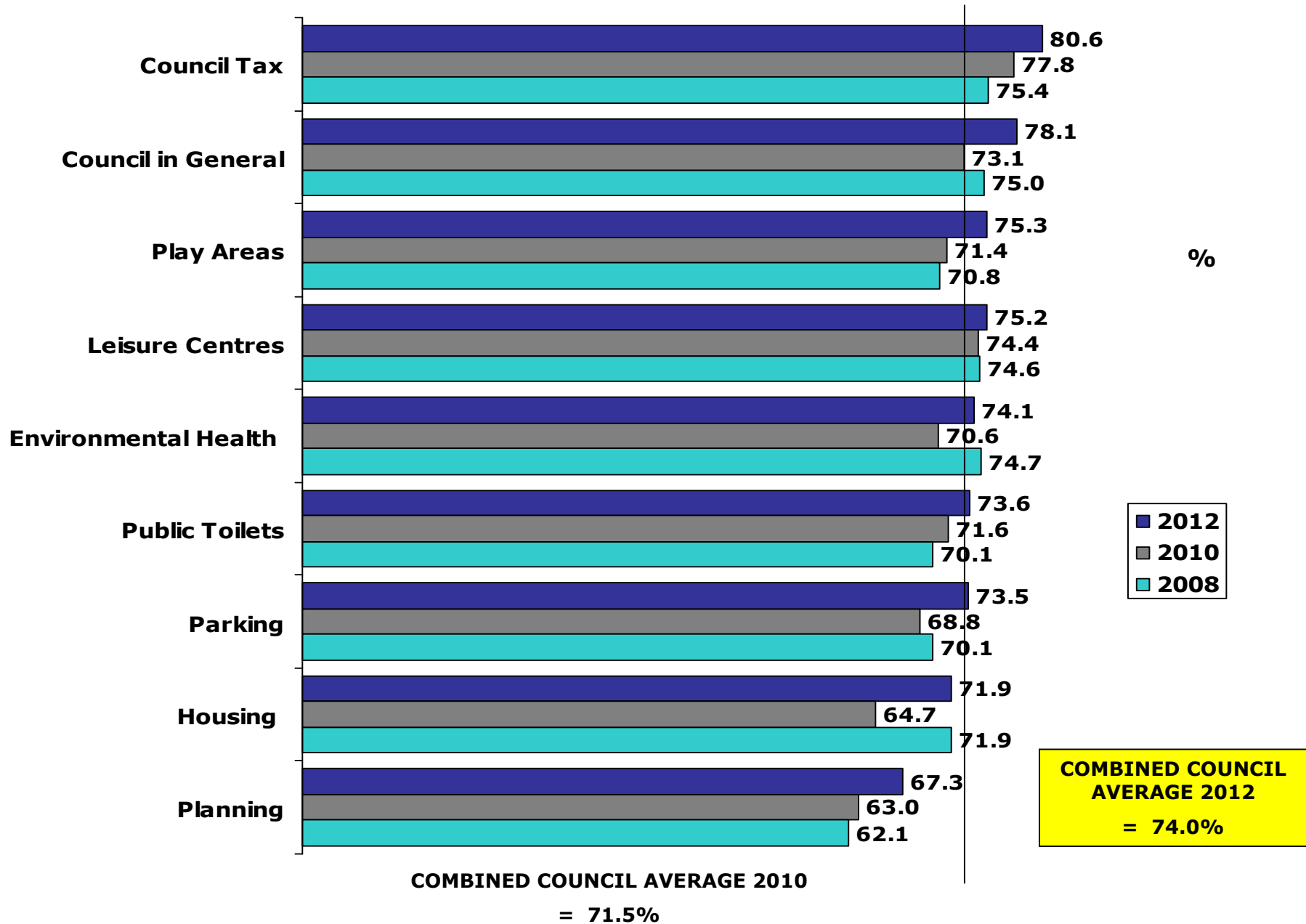
SERVICE COMPARISON OF 2012 CSI SCORE VS 2010 CSI SCORE ALL RESPONDENTS (difference in % score)



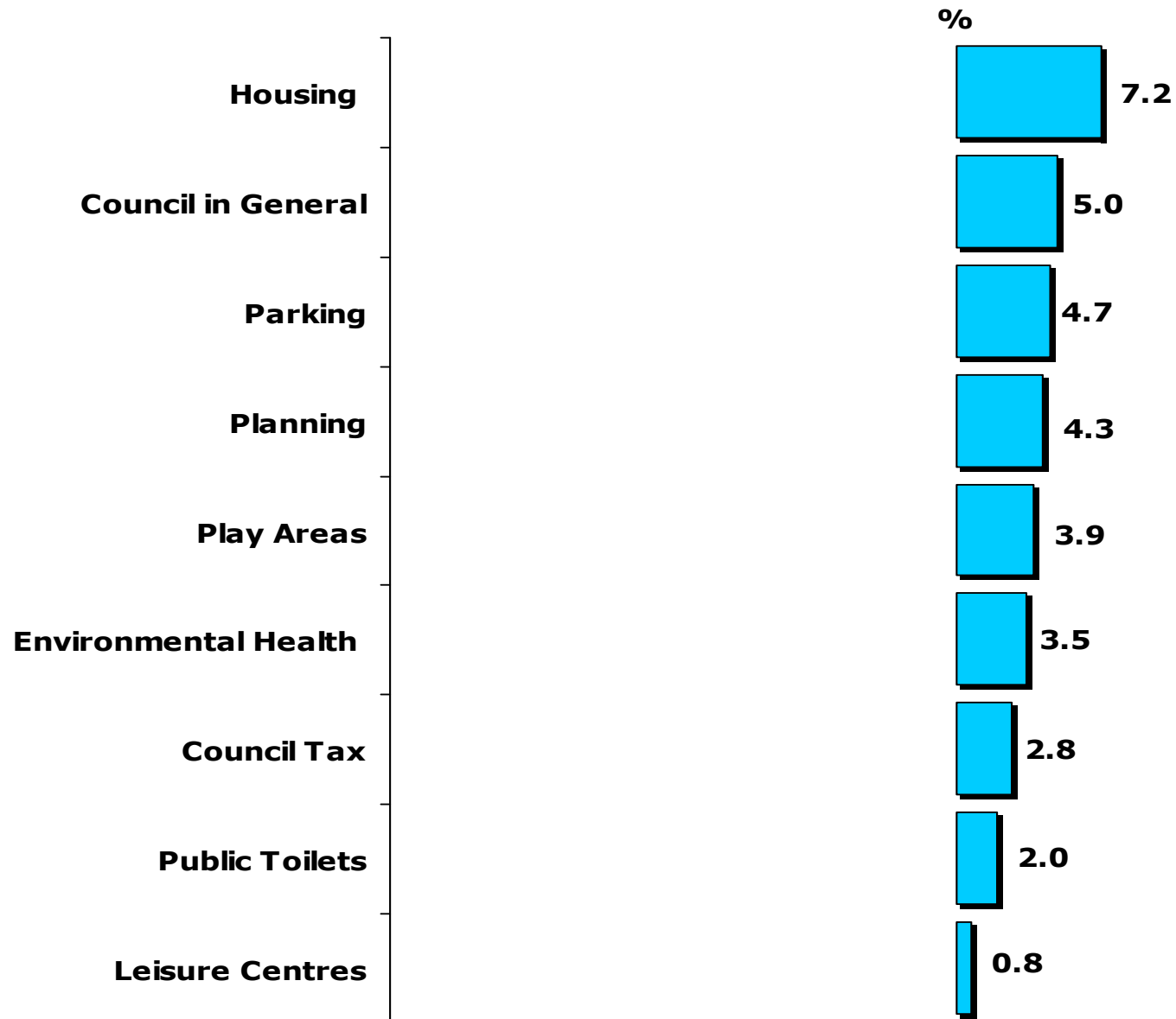
OVERALL CUSTOMER SATISFACTION INDEX SCORES COMBINED COUNCIL AVERAGE - USERS (02-12)



OVERALL CUSTOMER SATISFACTION INDEX SCORES BY SERVICE - USERS (MARCH/APRIL 2012)



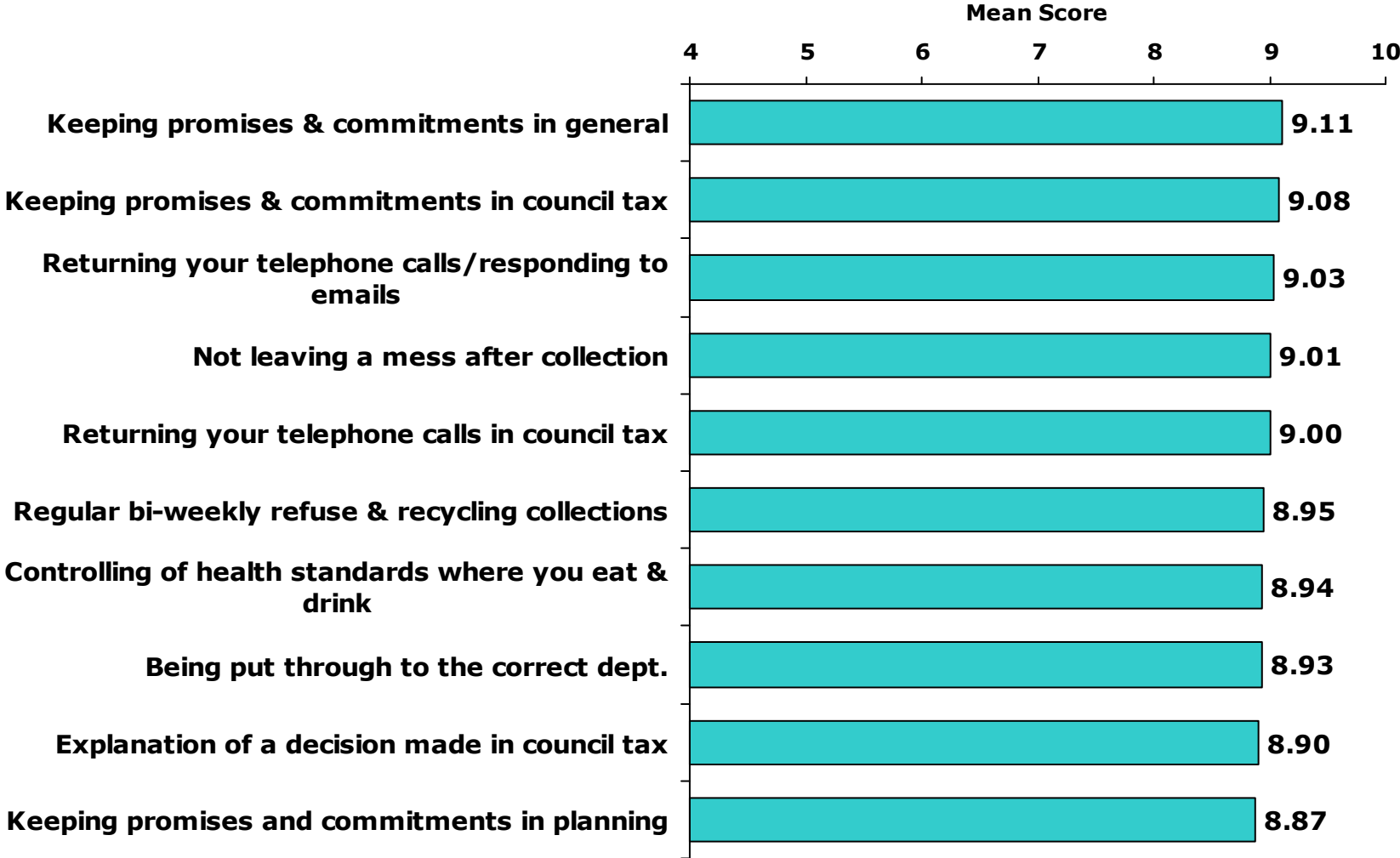
SERVICE COMPARISON OF 2012 CSI SCORE VS 2010 CSI SCORE USERS (difference in % score)



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".

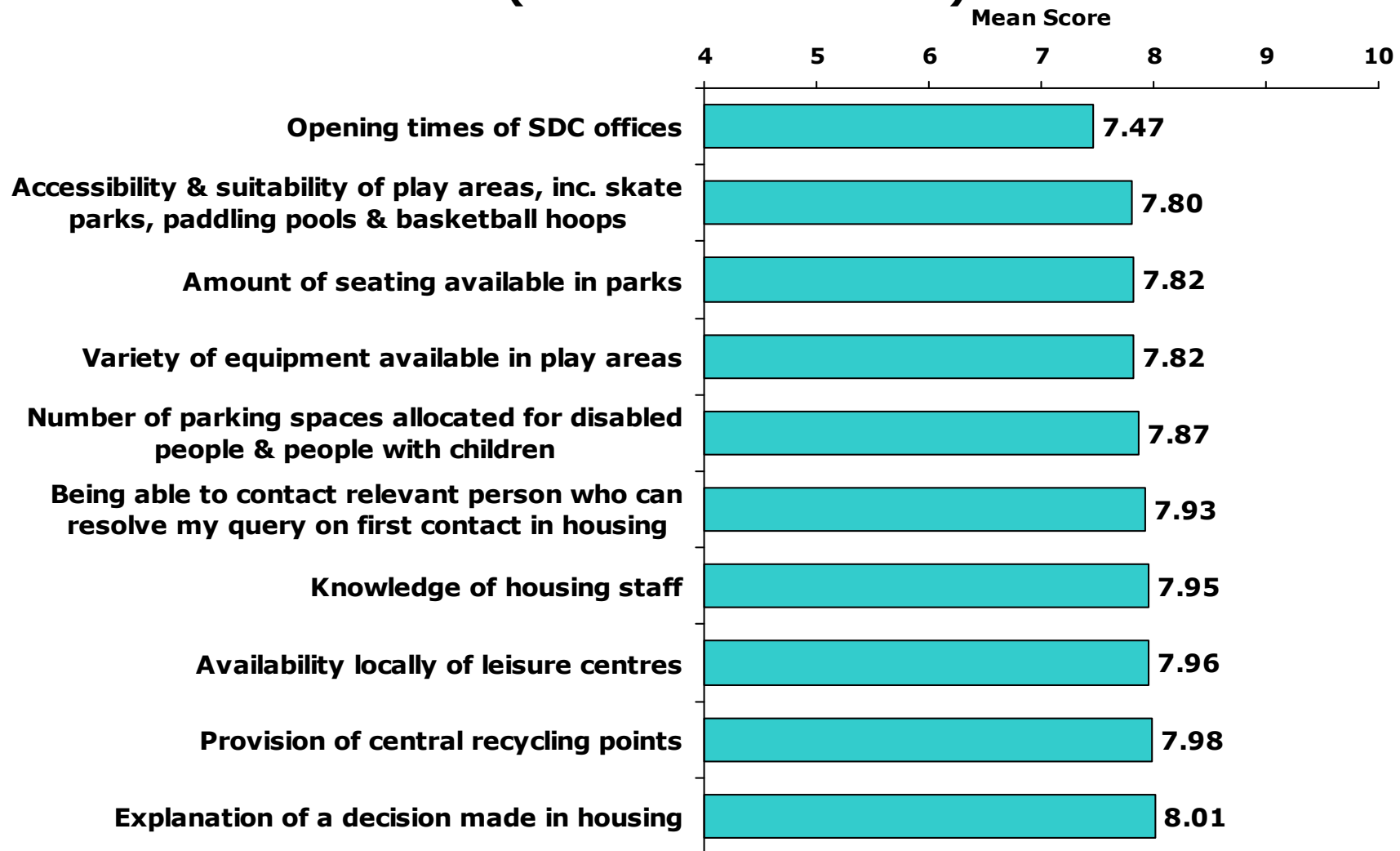
**TOP 10 MOST IMPORTANT INDIVIDUAL PRIORITIES
ACROSS ALL SERVICES 2012
(ALL RESPONDENTS)**



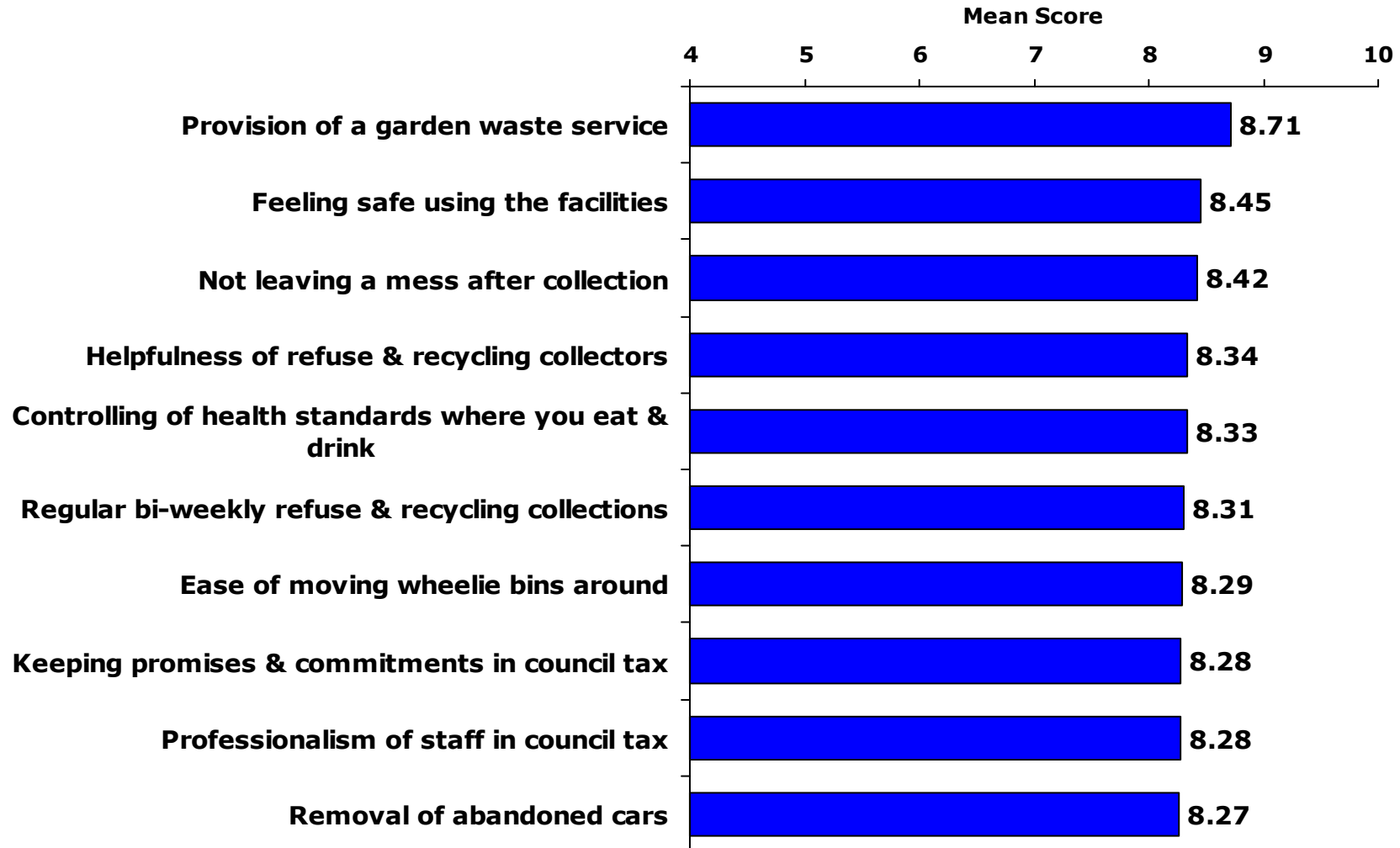
TOP 10 LEAST IMPORTANT INDIVIDUAL PRIORITIES

ACROSS ALL SERVICES 2012

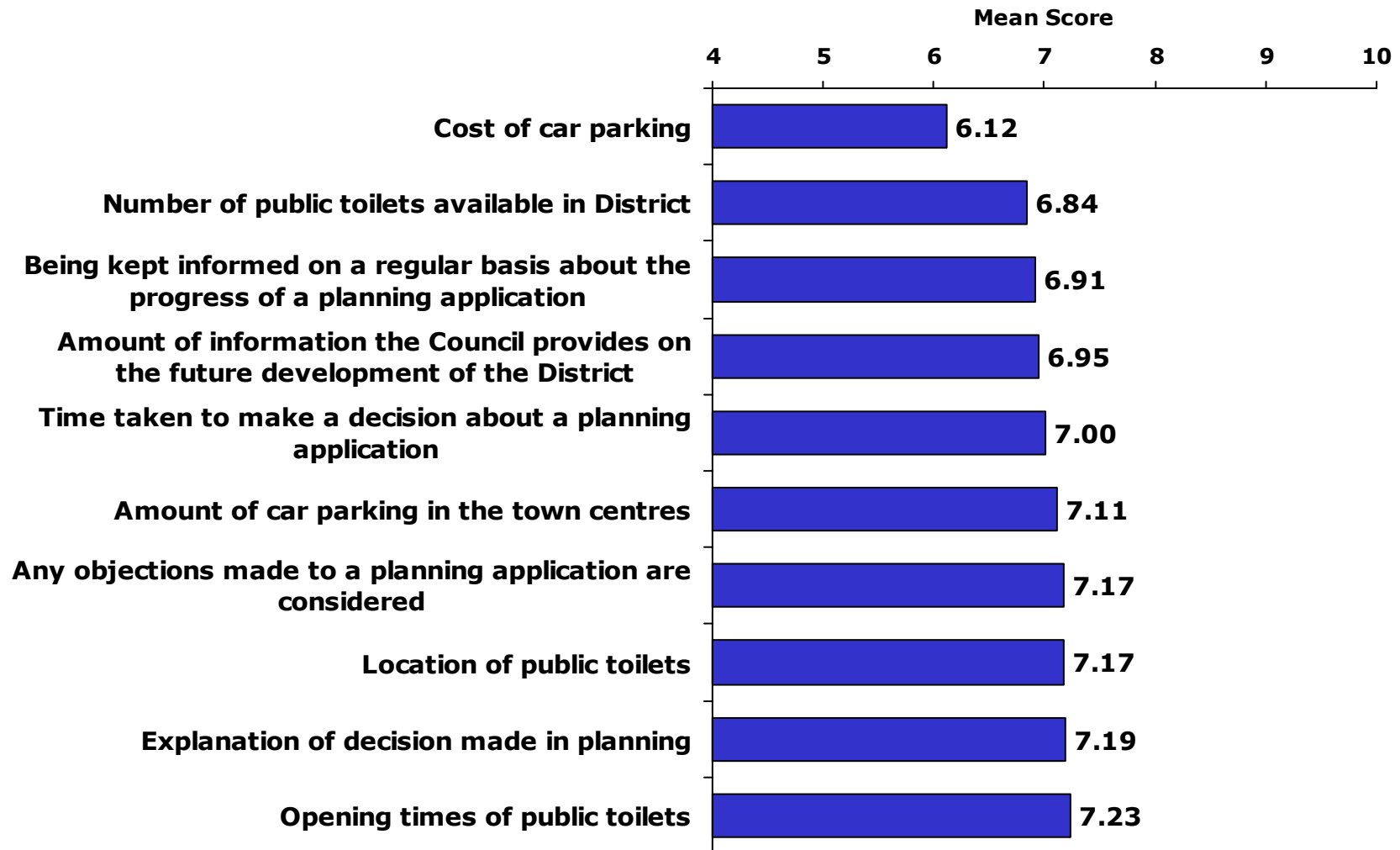
(ALL RESPONDENTS)



**TOP 10 PRIORITIES RESIDENTS MOST SATISFIED WITH -
ACROSS ALL SERVICES 2012
(ALL RESPONDENTS)**



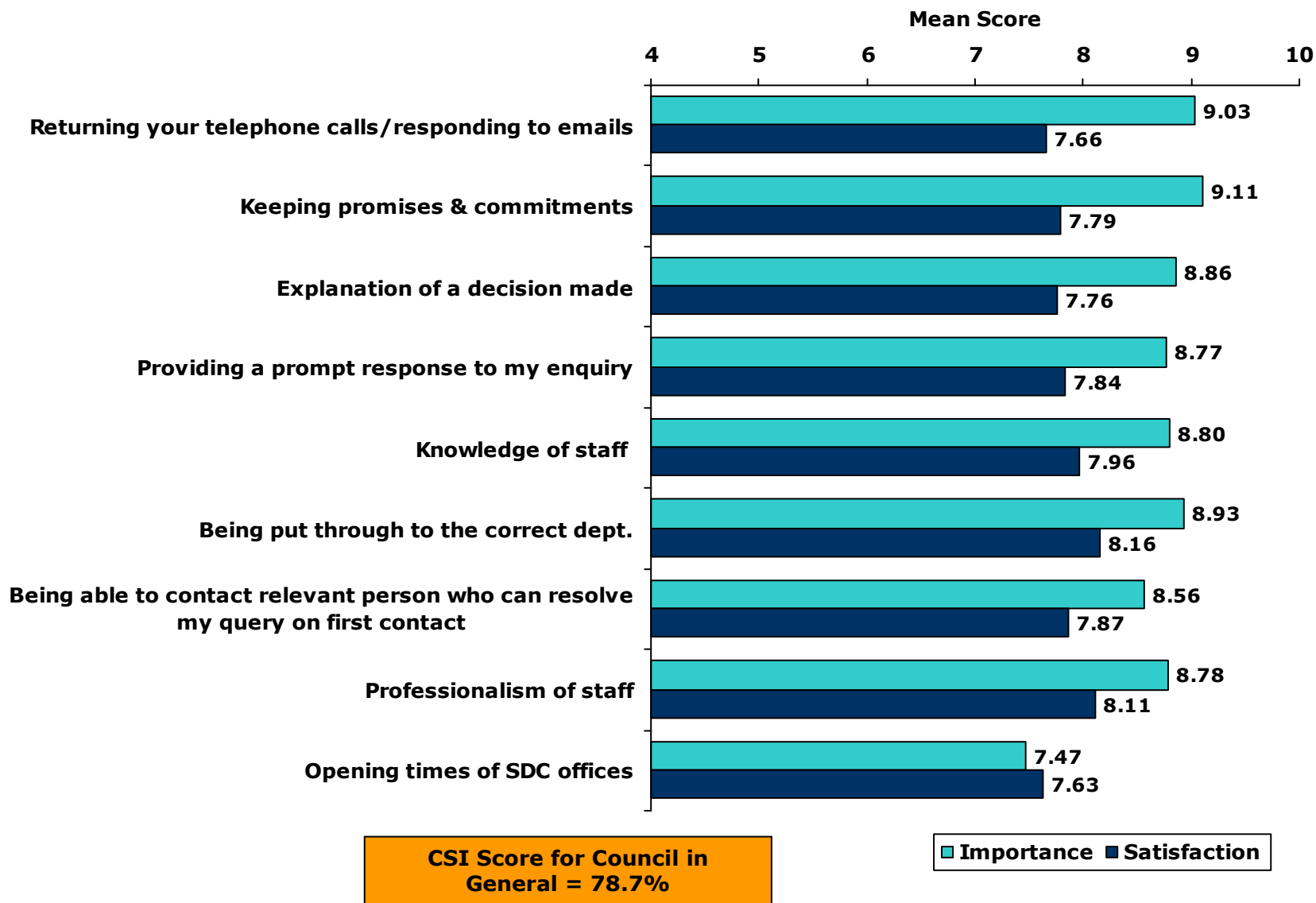
**TOP 10 PRIORITIES RESIDENTS LEAST SATISFIED WITH -
ACROSS ALL SERVICES 2012
(ALL RESPONDENTS)**



CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

THE COUNCIL IN GENERAL - ALL RESPONDENTS

(APRIL 2012)



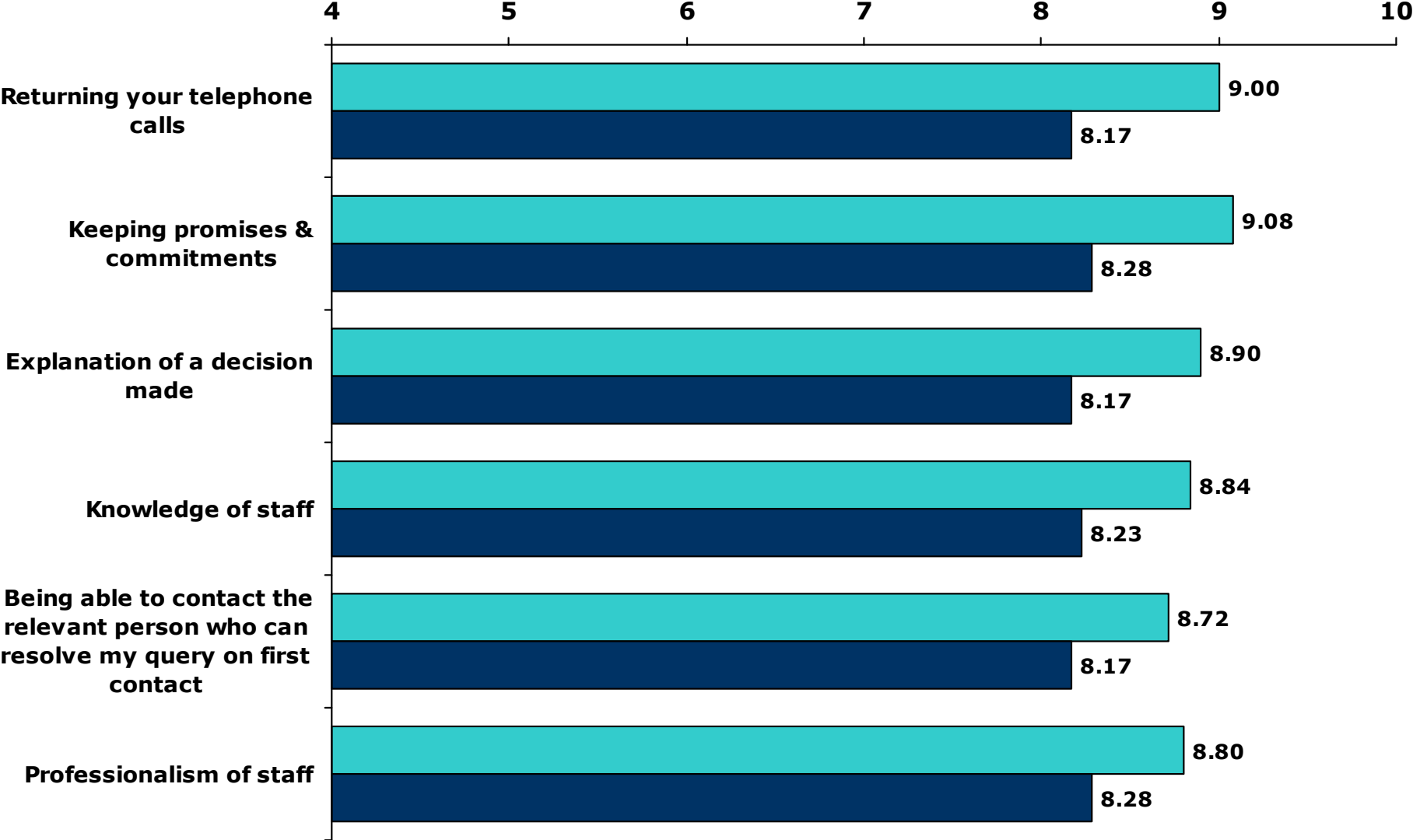
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

COUNCIL TAX - ALL RESPONDENTS

(APRIL 2012)

Mean Score

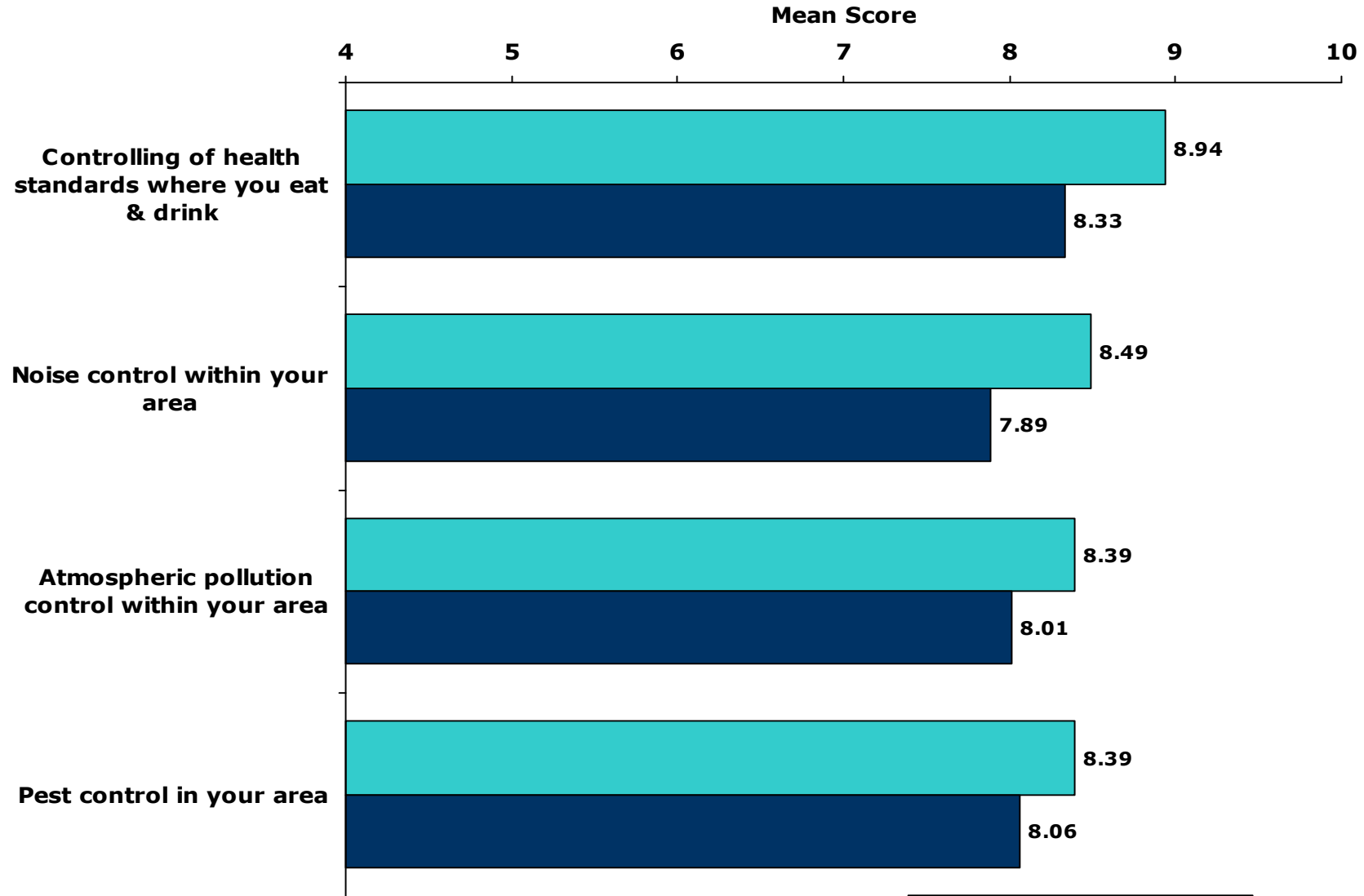


BASE: (See Appendix)

CSI Score for Council Tax = 82.2%

■ Importance
 ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
ENVIRONMENTAL HEALTH – ALL RESPONDENTS
(APRIL 2012)

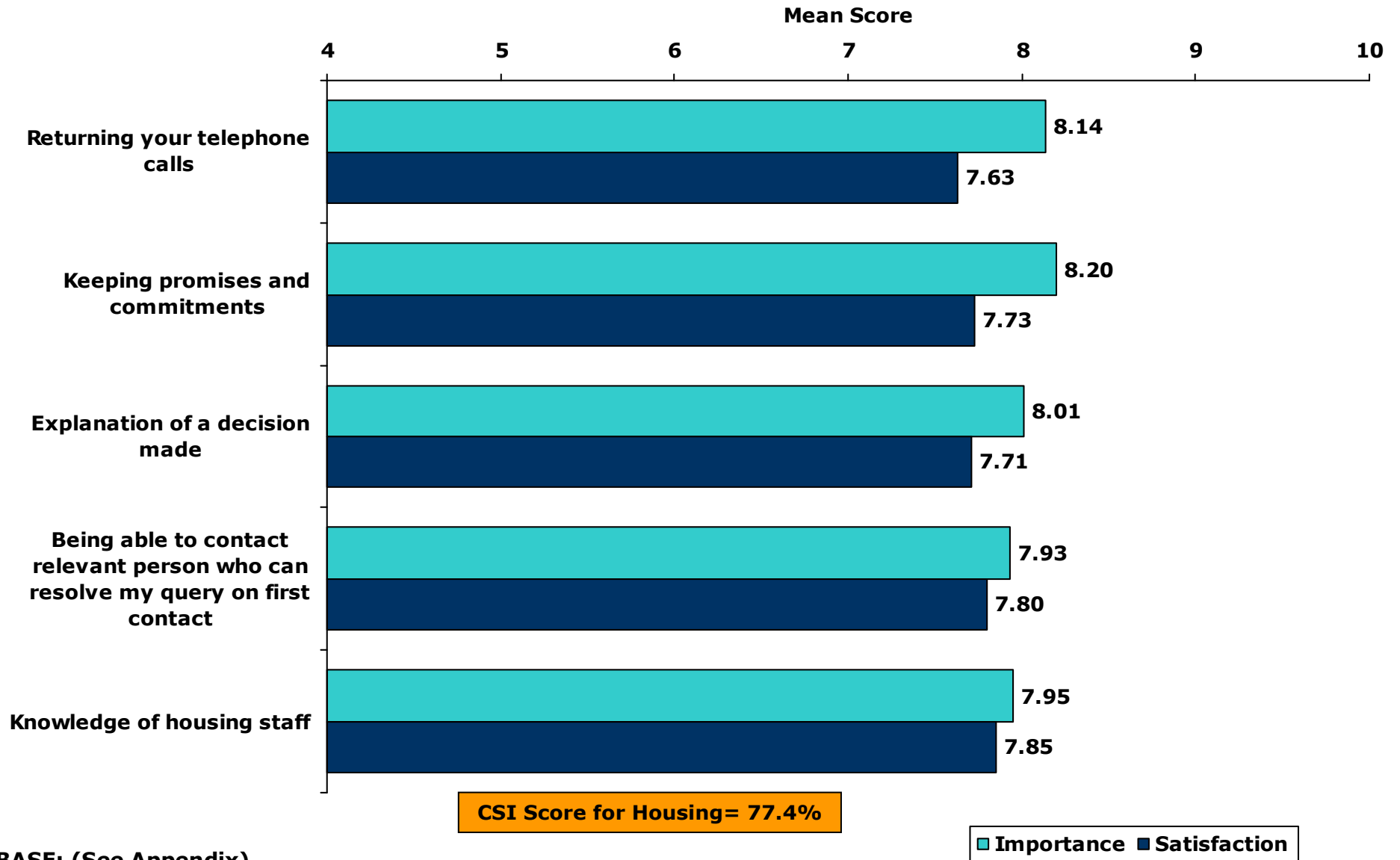


BASE: (See Appendix)

CSI Score for Environmental Health = 80.8%

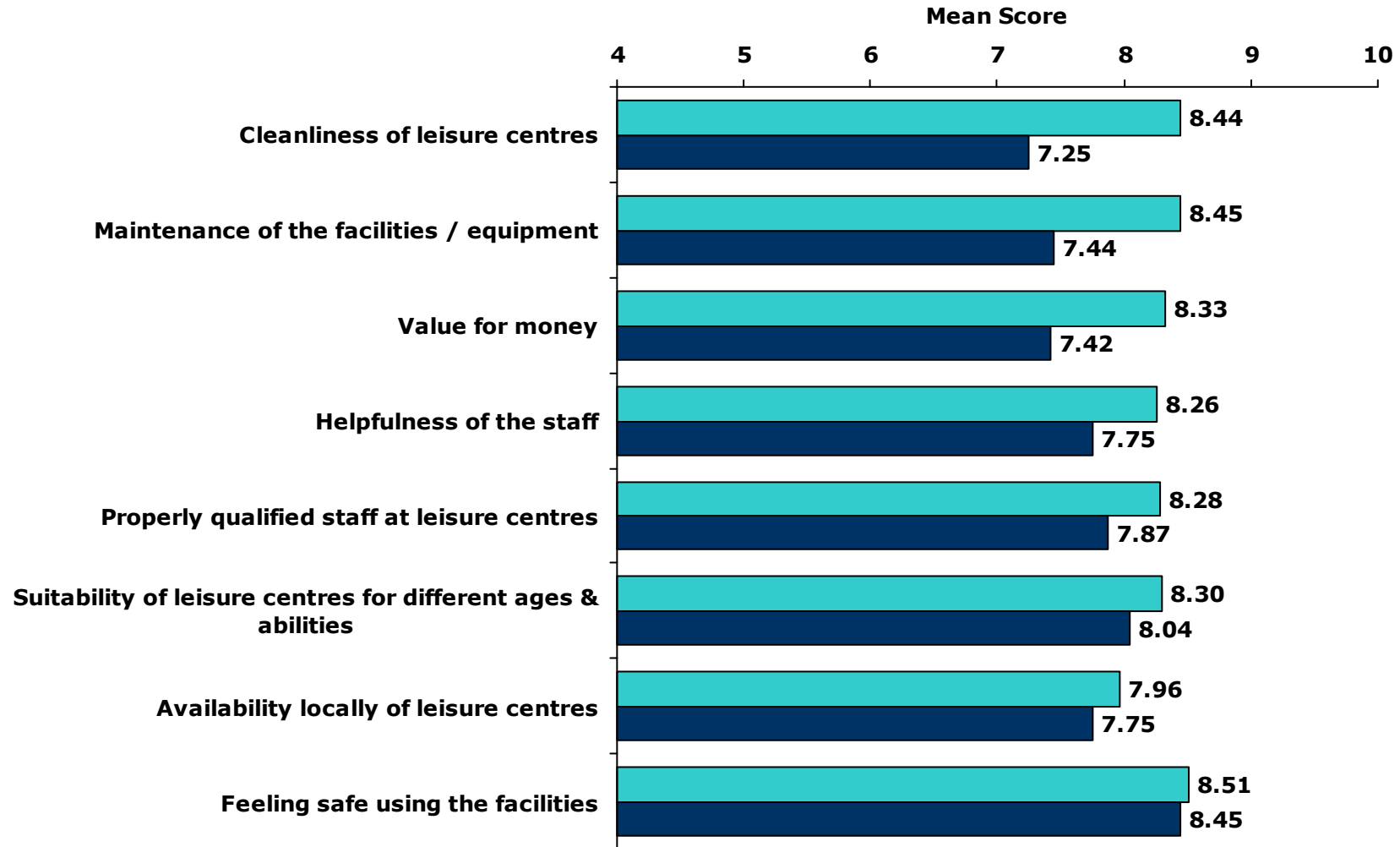
■ Importance ■ Satisfaction

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
HOUSING - ALL RESPONDENTS
(APRIL 2012)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
LEISURE CENTRES - ALL RESPONDENTS
(APRIL 2012)



CSI Score for Leisure Facilities= 77.5%

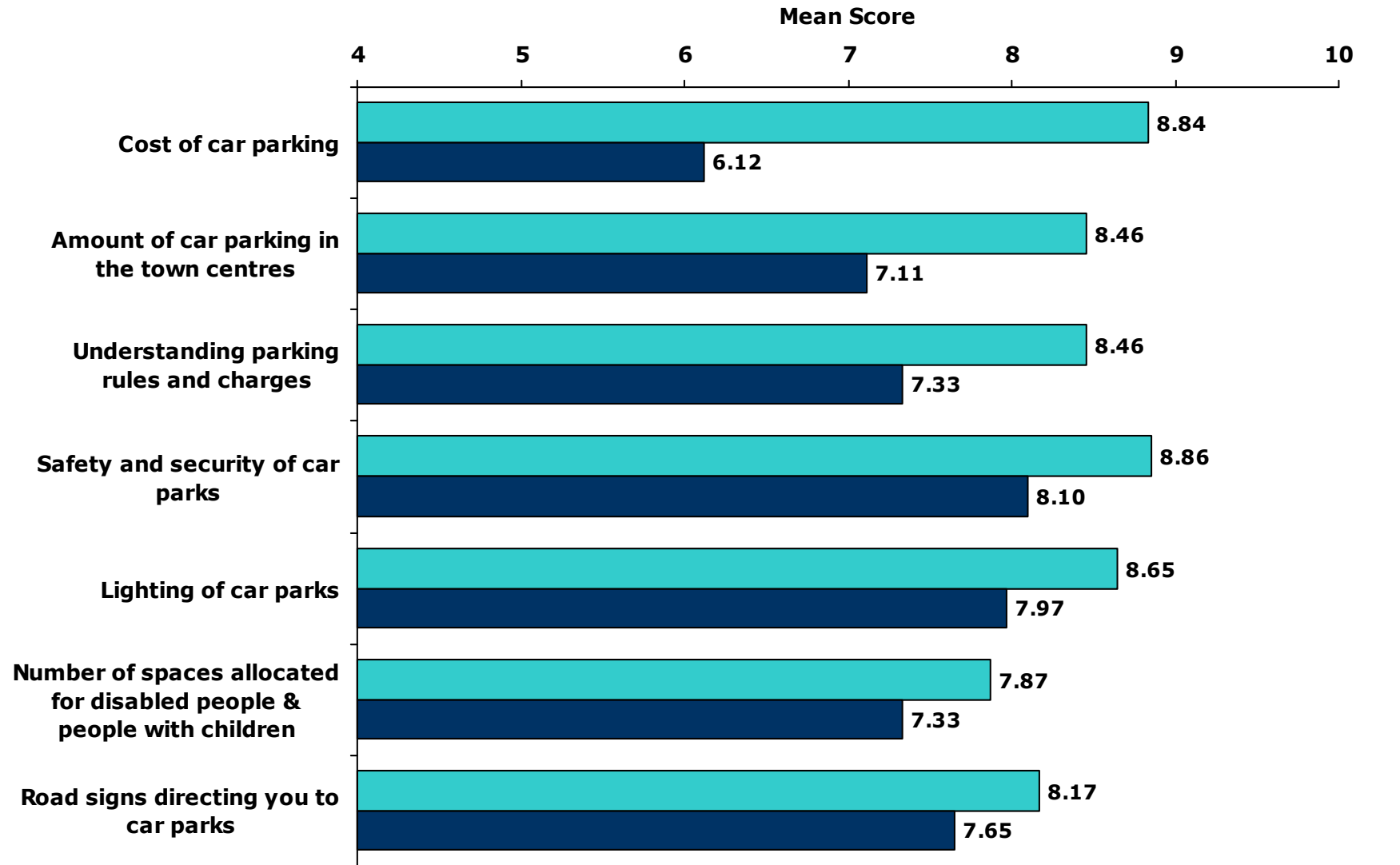
■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKING - ALL RESPONDENTS

(APRIL 2012)

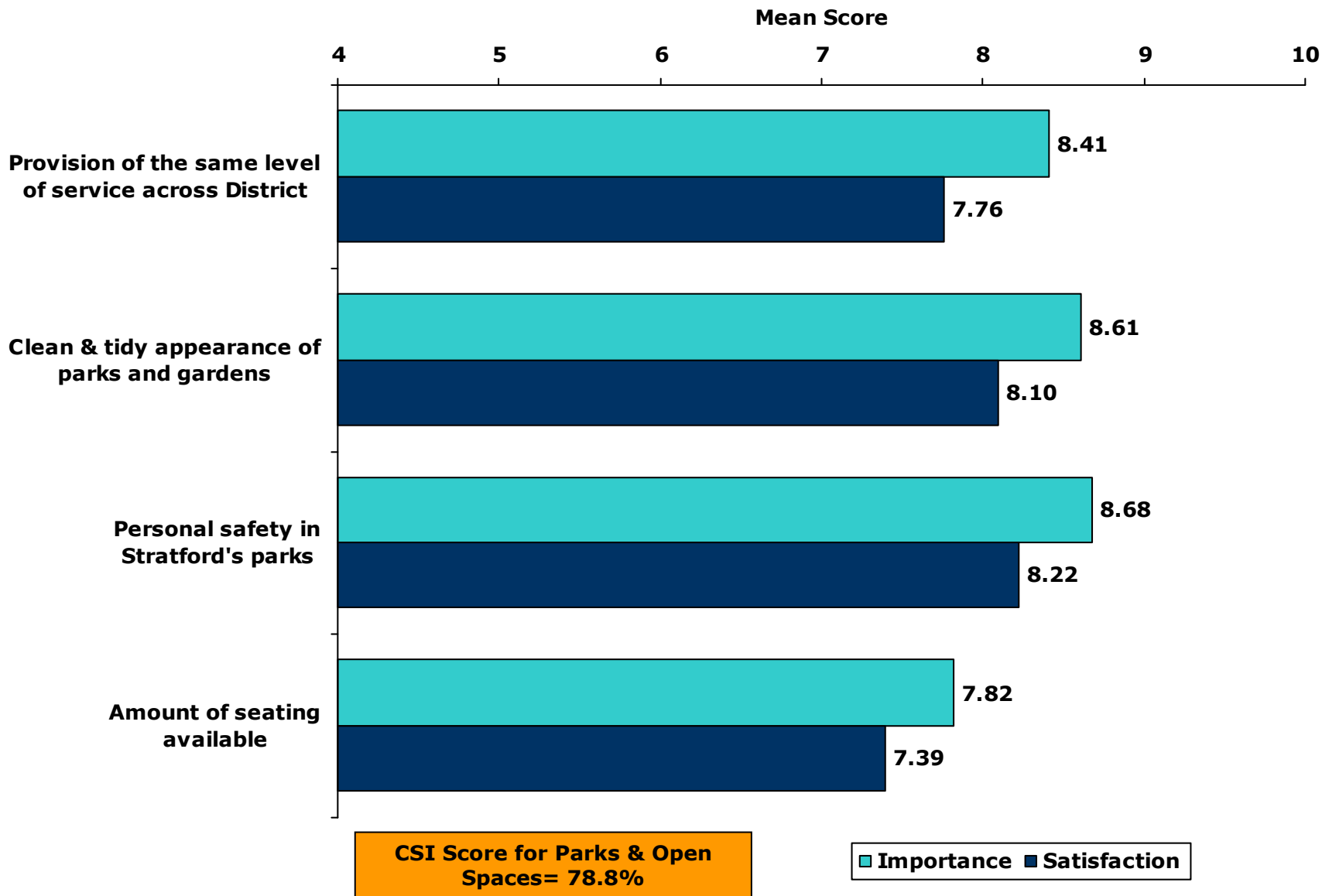


■ Importance ■ Satisfaction

CSI Score for Parking = 73.7%

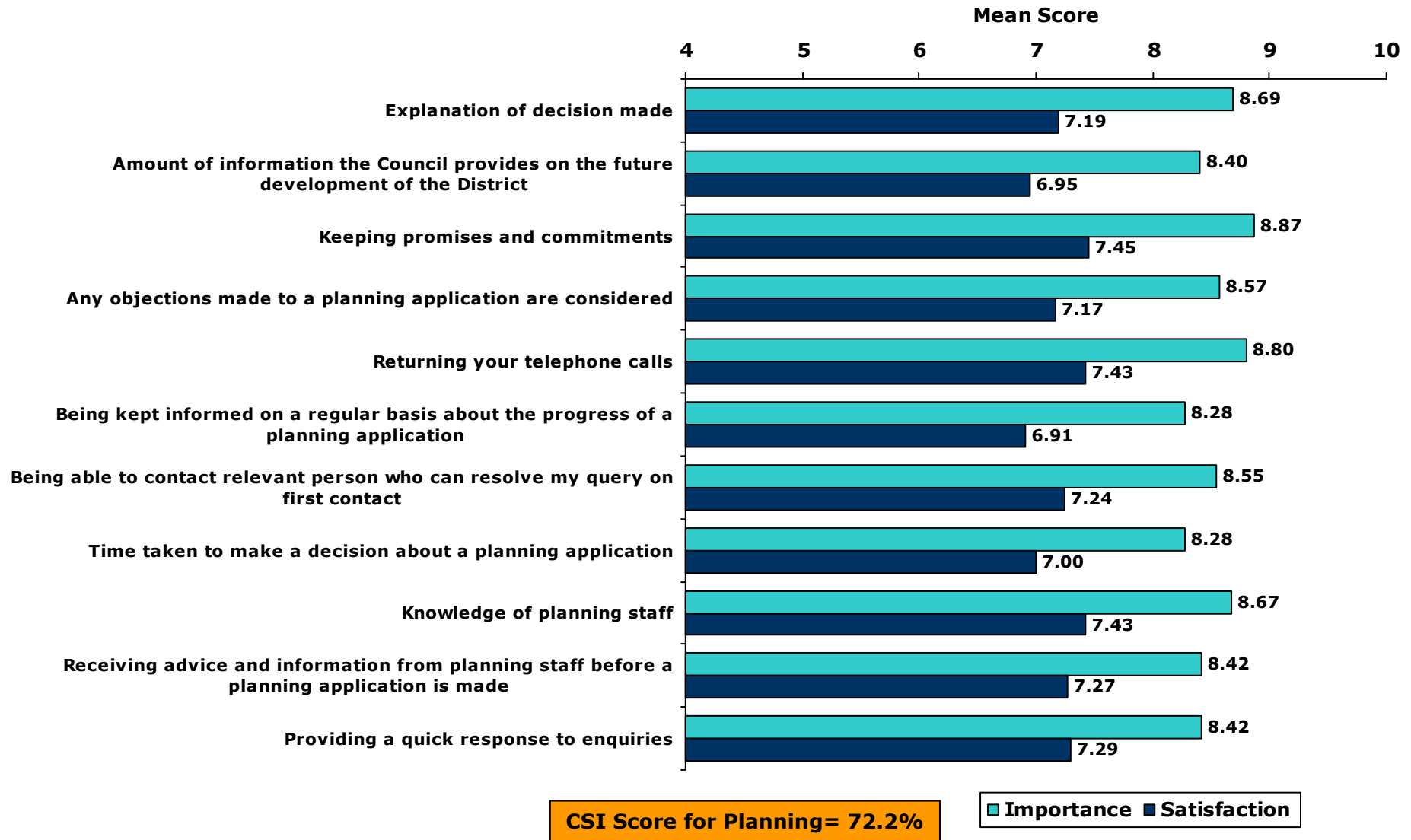
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
PARKS & OPEN SPACES - ALL RESPONDENTS
(APRIL 2012)



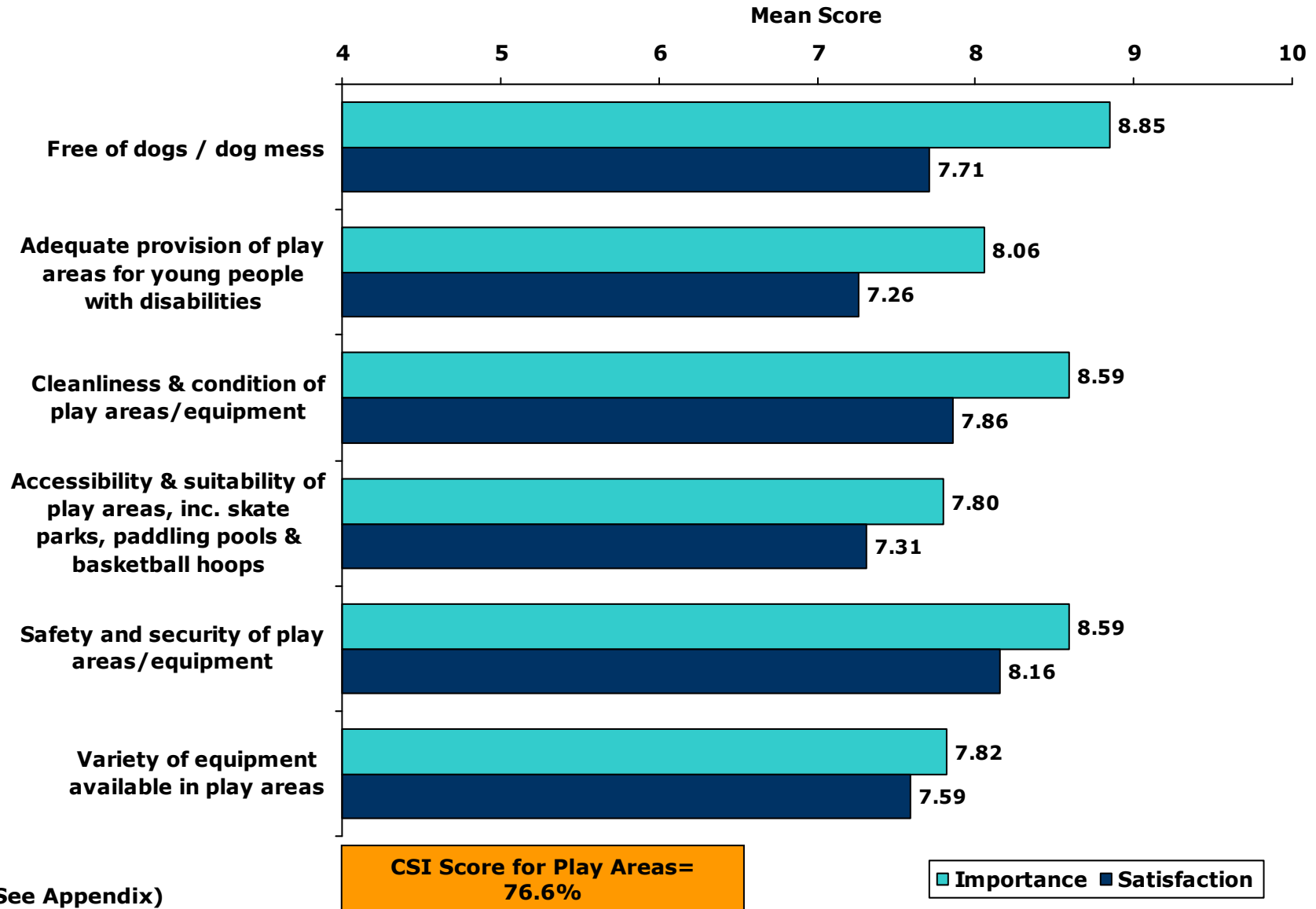
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
PLANNING – ALL RESPONDENTS
(APRIL 2012)



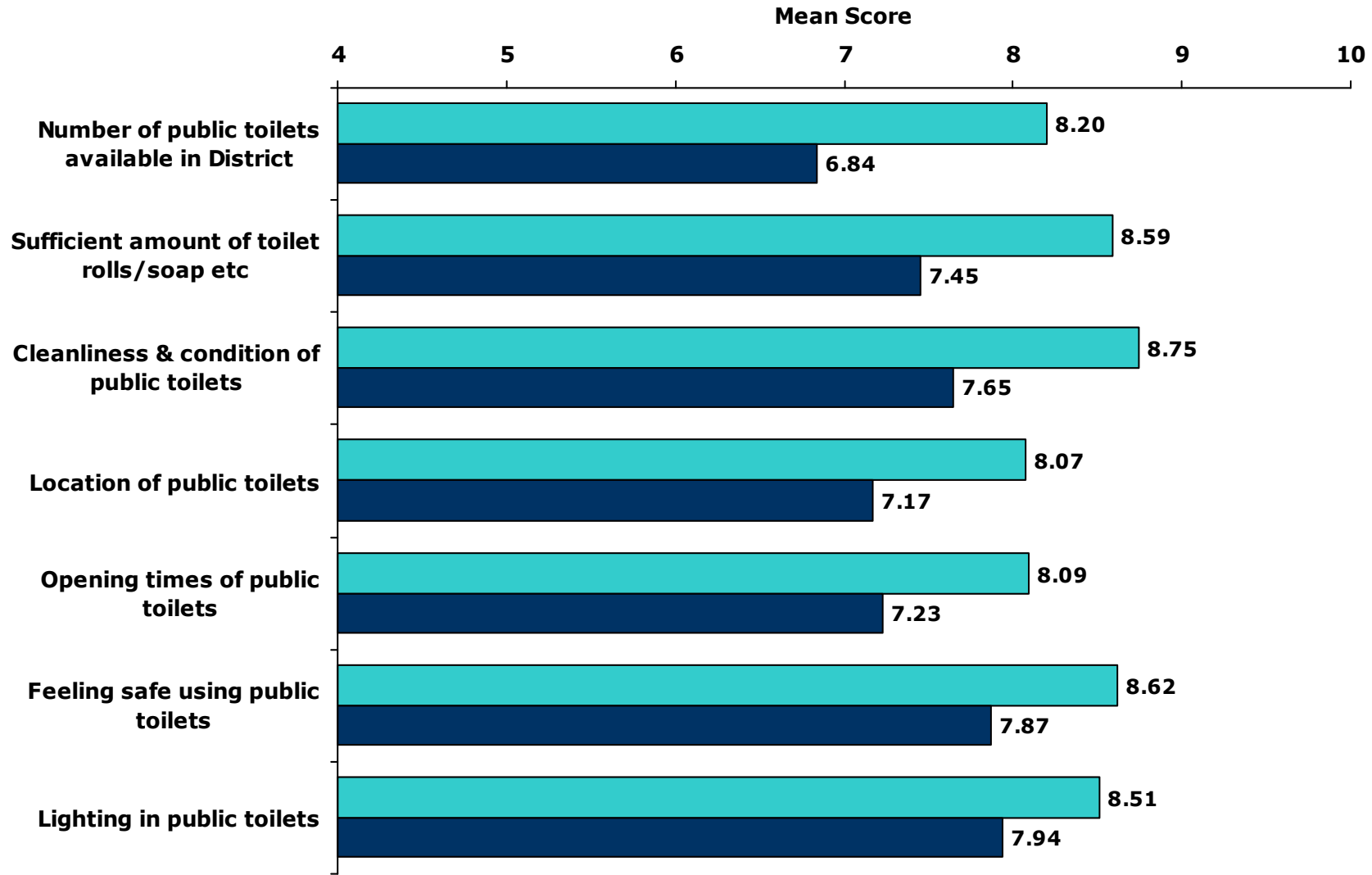
BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
SDC OWNED PLAY AREAS – ALL RESPONDENTS
(APRIL 2012)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
PUBLIC TOILETS – ALL RESPONDENTS
(APRIL 2012)

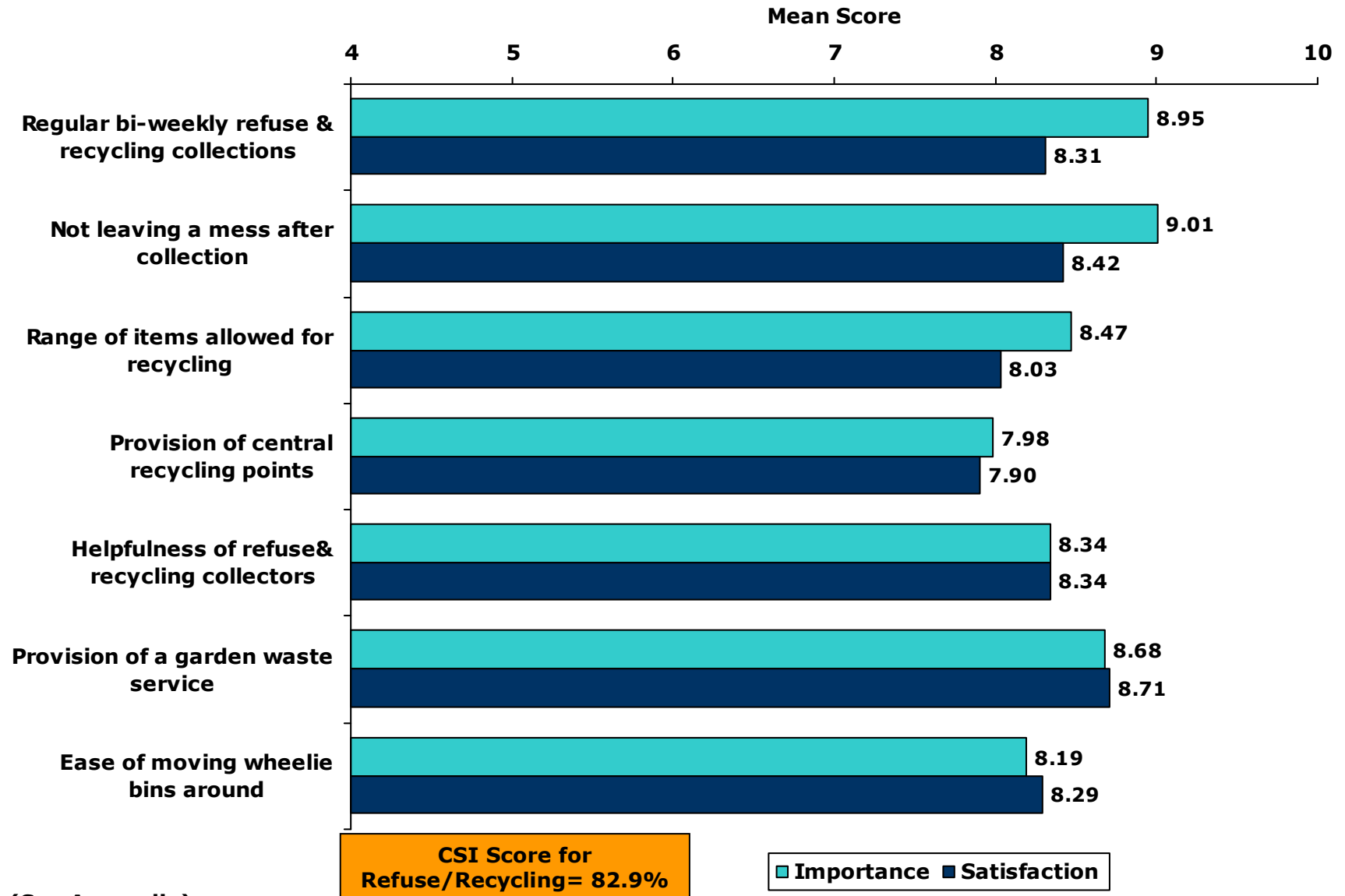


CSI Score for Public Toilets=
74.6%

■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
REFUSE COLLECTION/RECYCLING - ALL RESPONDENTS
(APRIL 2012)

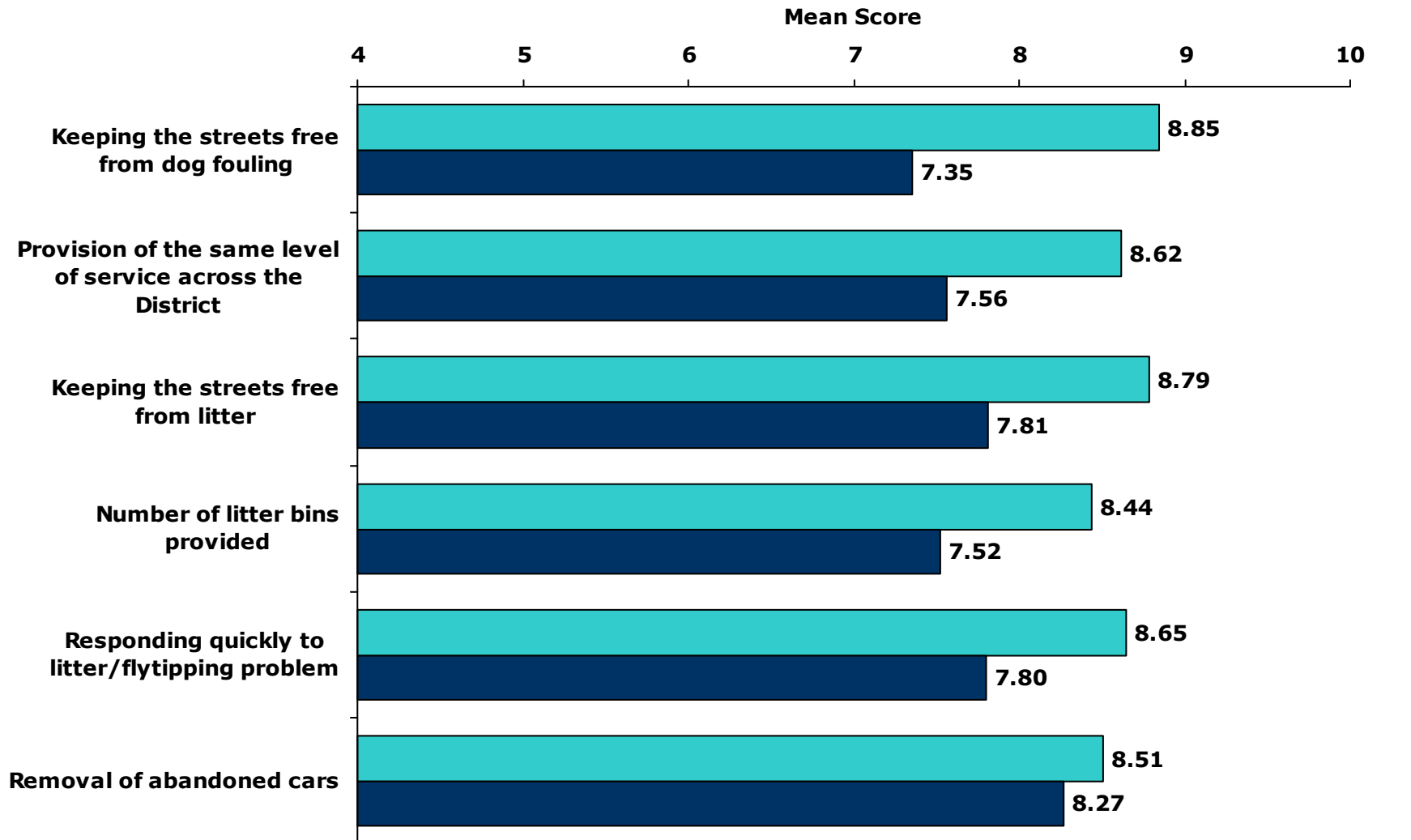


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

STREET CLEANING - ALL RESPONDENTS

(APRIL 2012)



CSI Score for Street Cleaning = 77.2%

■ Importance ■ Satisfaction

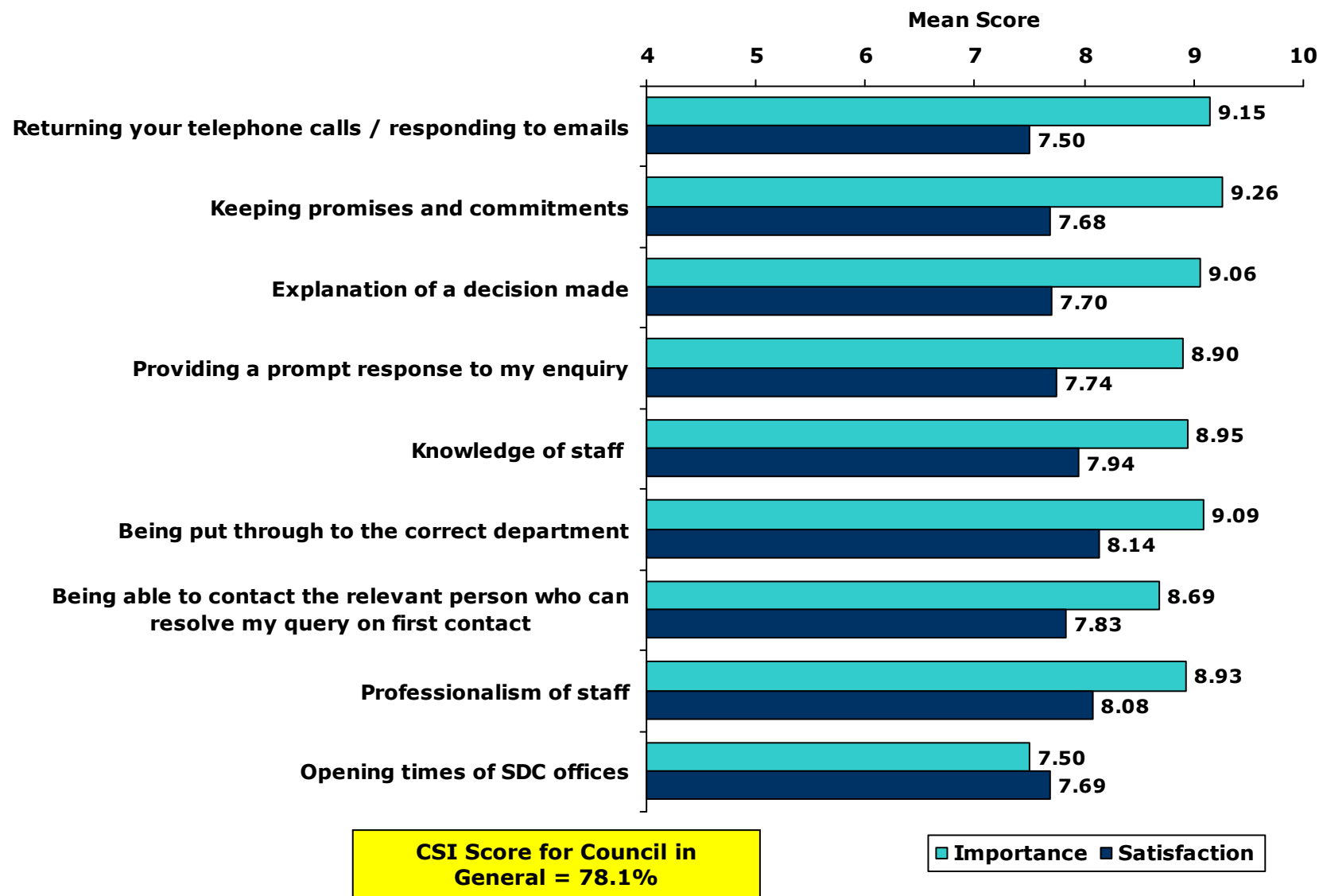
BASE: (See Appendix)

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

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

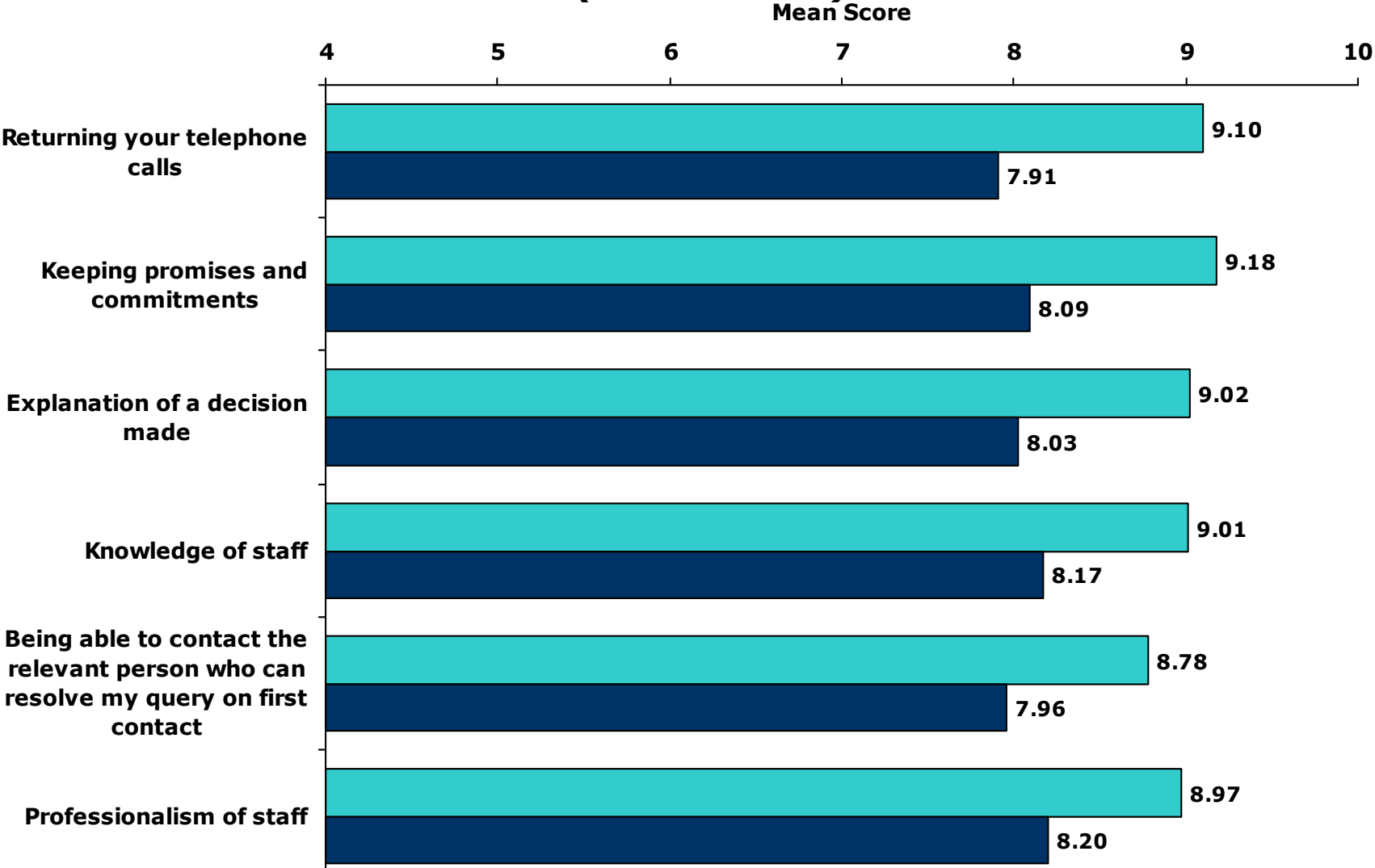
THE COUNCIL IN GENERAL - USERS

(APRIL 2012)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
COUNCIL TAX - USERS
(APRIL 2012)

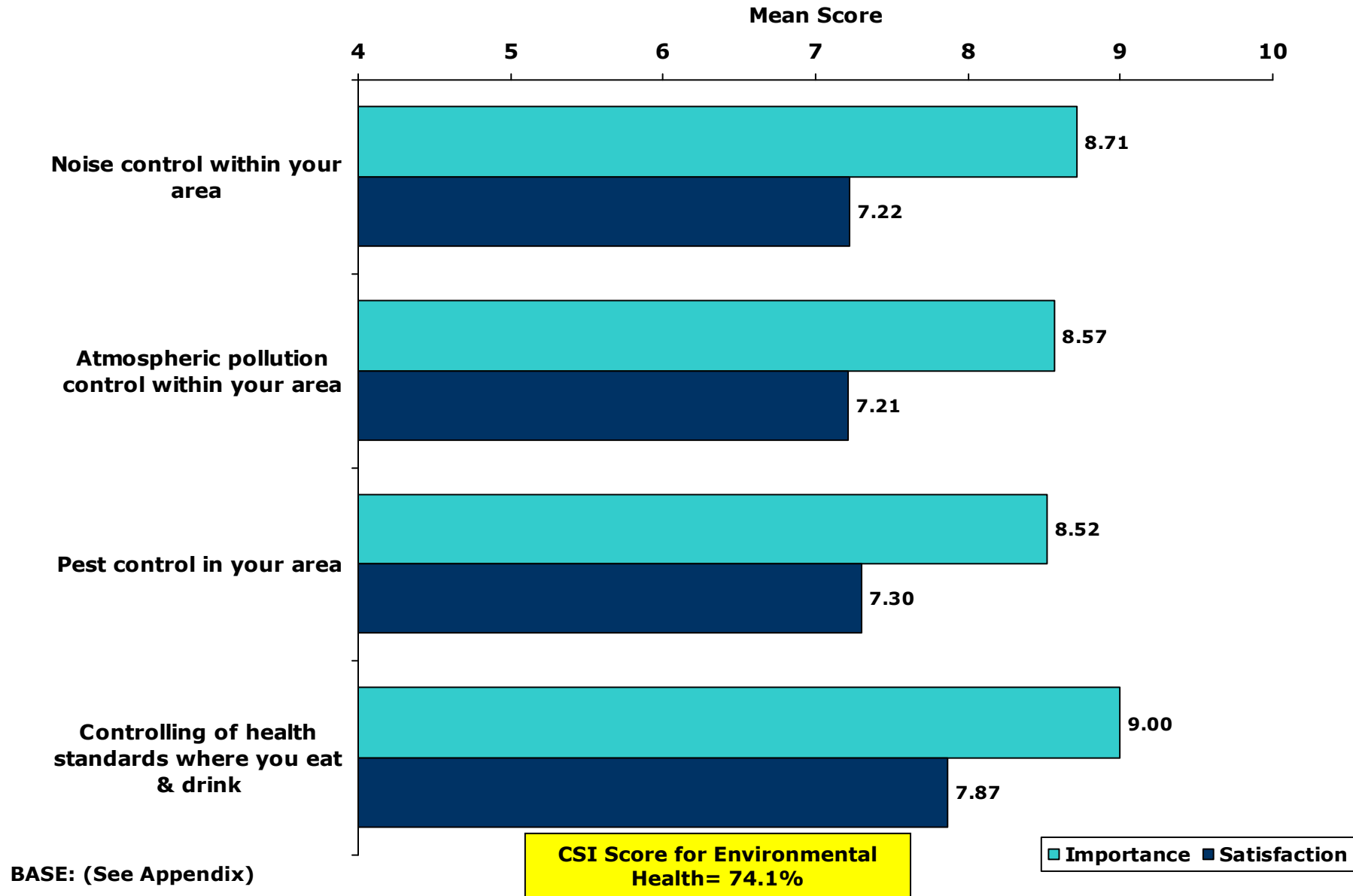


CSI Score for Council Tax= 80.6%

■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
ENVIRONMENTAL HEALTH - USERS
(APRIL 2012)

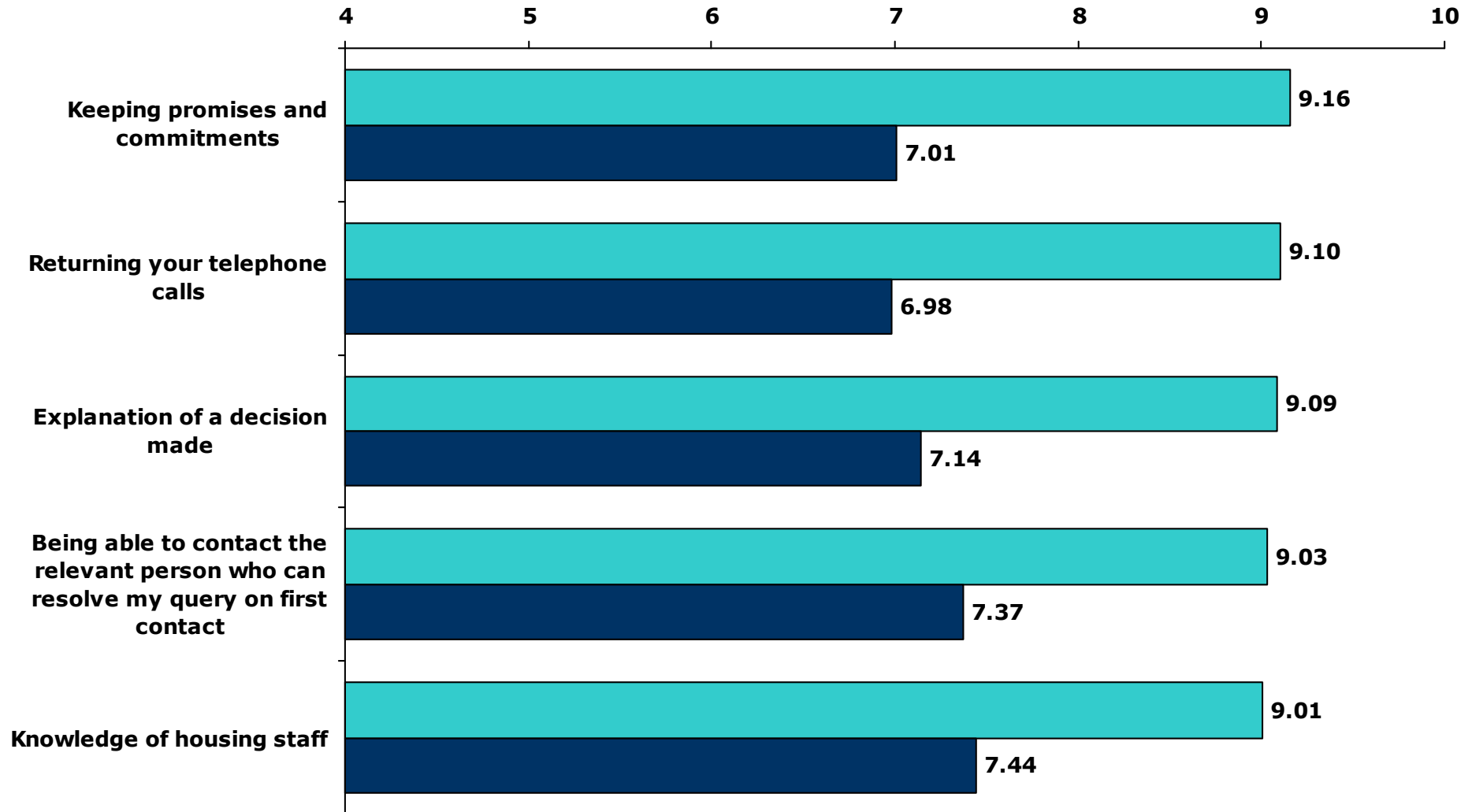


CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

HOUSING - USERS

(APRIL 2012)

Mean Score

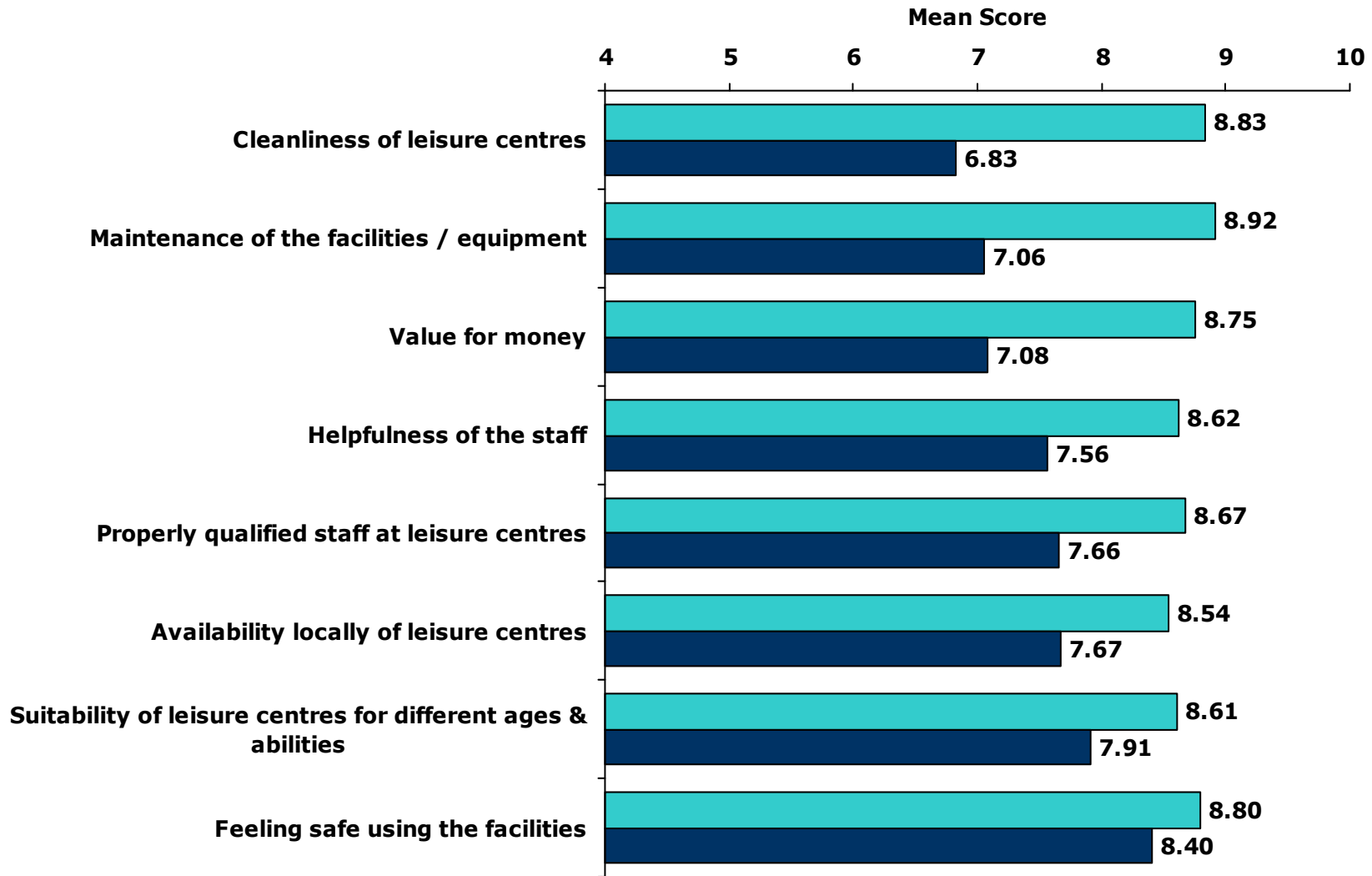


CSI Score for Housing = 71.9%

■ Importance
 ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
LEISURE CENTRES - USERS
(APRIL 2012)



**CSI Score for Leisure
Facilities= 75.2%**

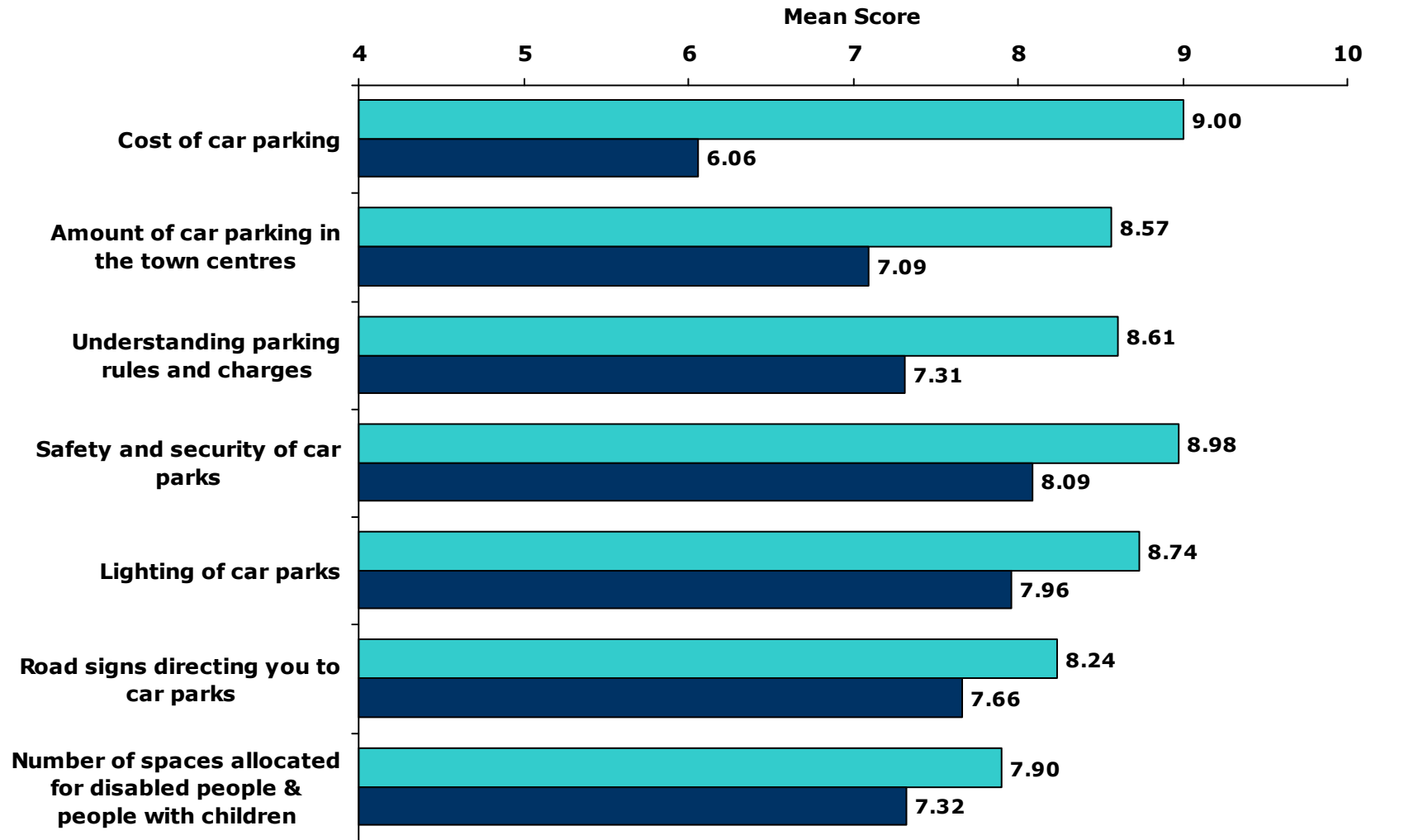
■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PARKING - USERS

(APRIL 2012)



CSI Score for Parking= 73.5%

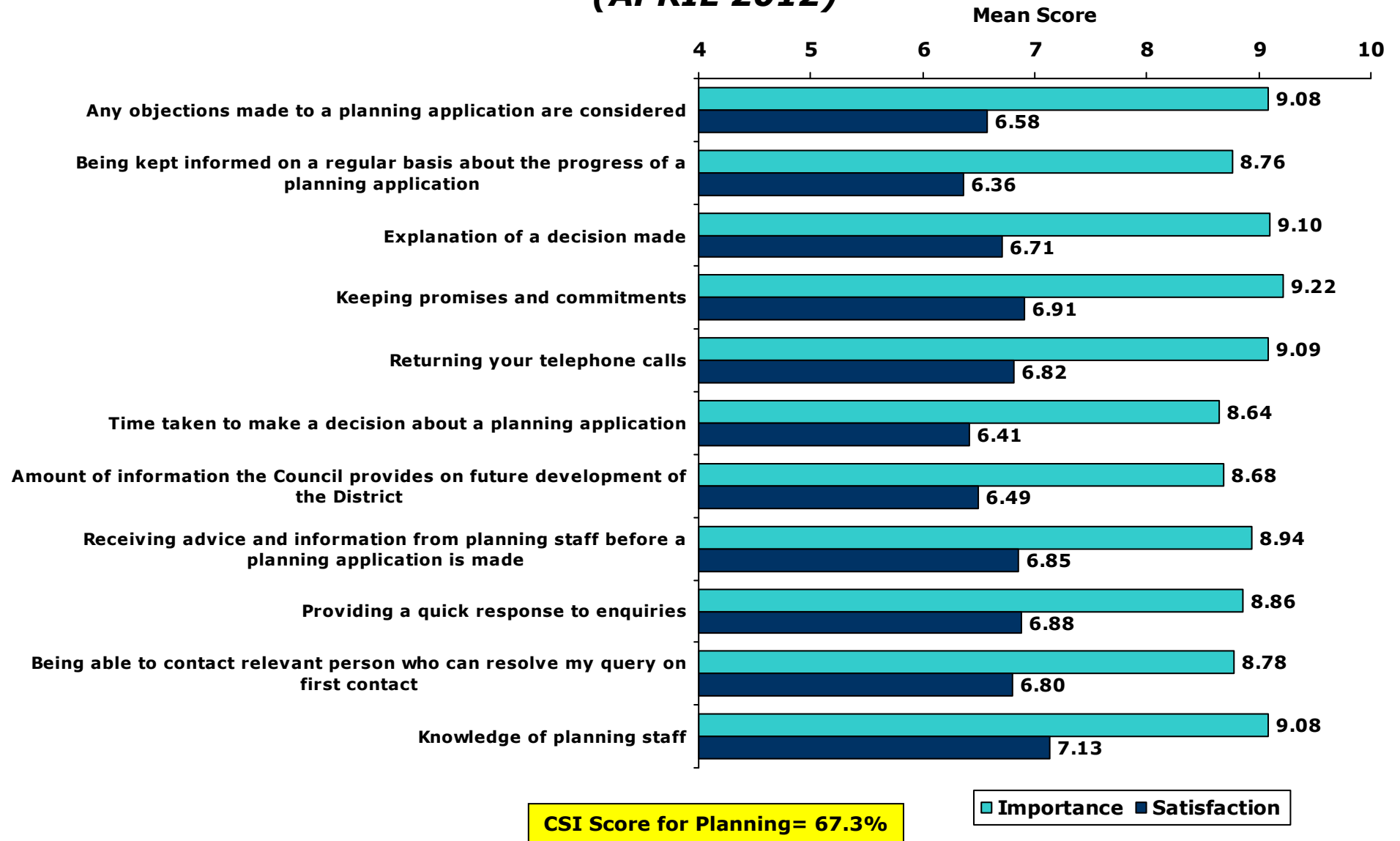
■ Importance ■ Satisfaction

BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

PLANNING - USERS

(APRIL 2012)

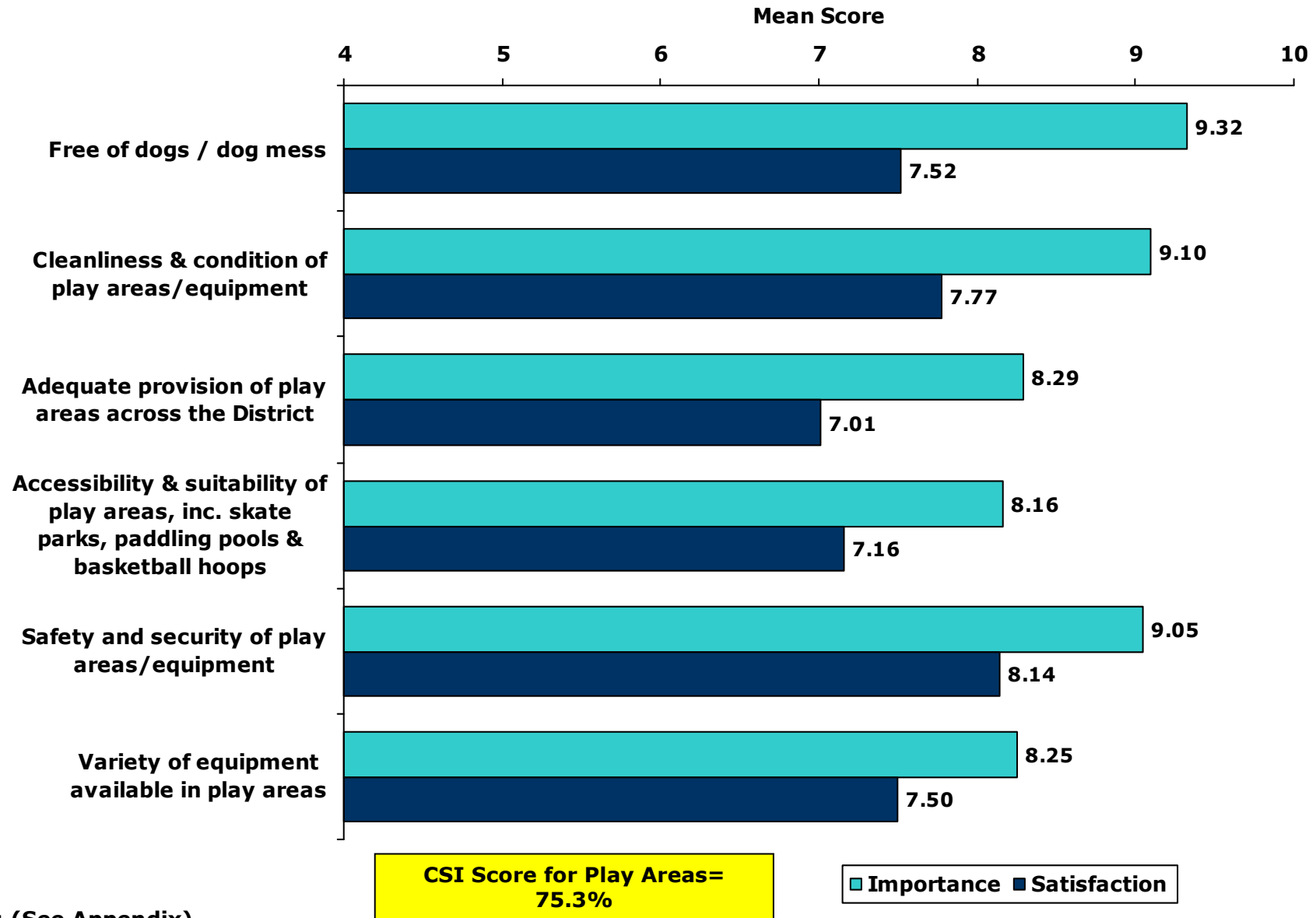


BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION

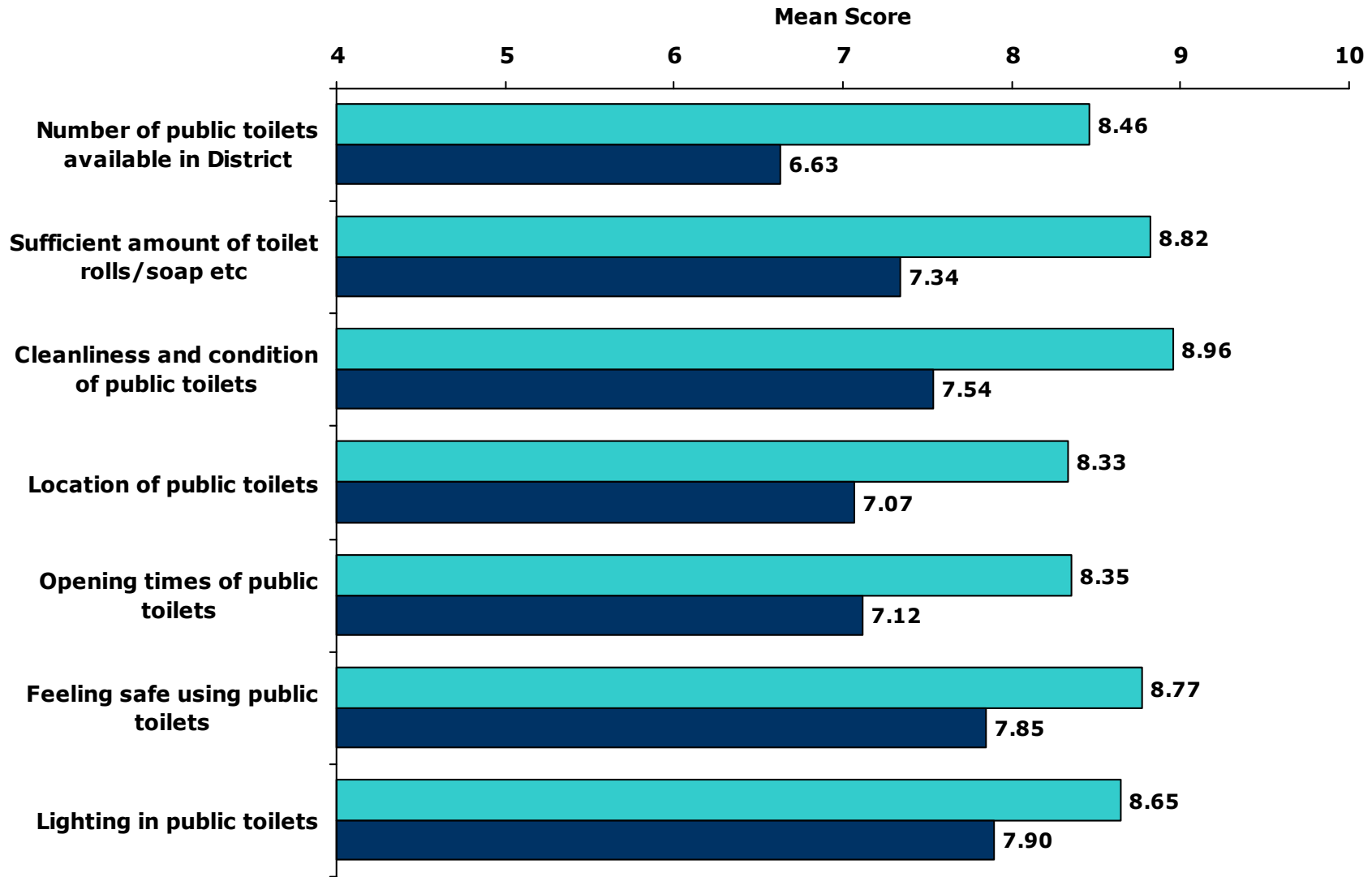
PLAY AREAS - USERS

(APRIL 2012)



BASE: (See Appendix)

CUSTOMER SATISFACTION INDEX: IMPORTANCE VS SATISFACTION
PUBLIC TOILETS - USERS
(APRIL 2012)



CSI Score for Public Toilets= 73.6%

■ Importance ■ Satisfaction

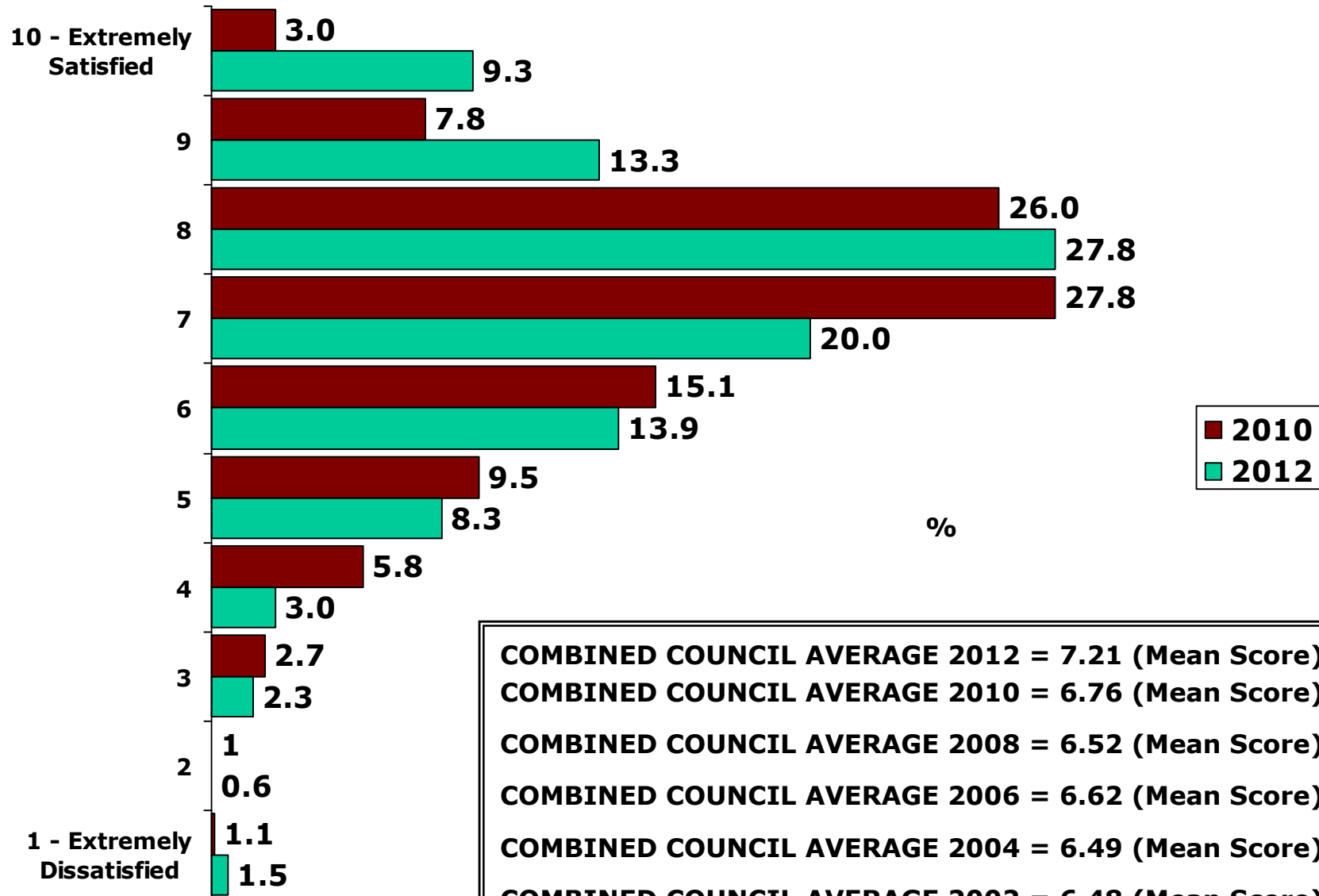
BASE: (See Appendix)

Overall Views of Council Services (All Respondents)

CUSTOMER SATISFACTION INDEX

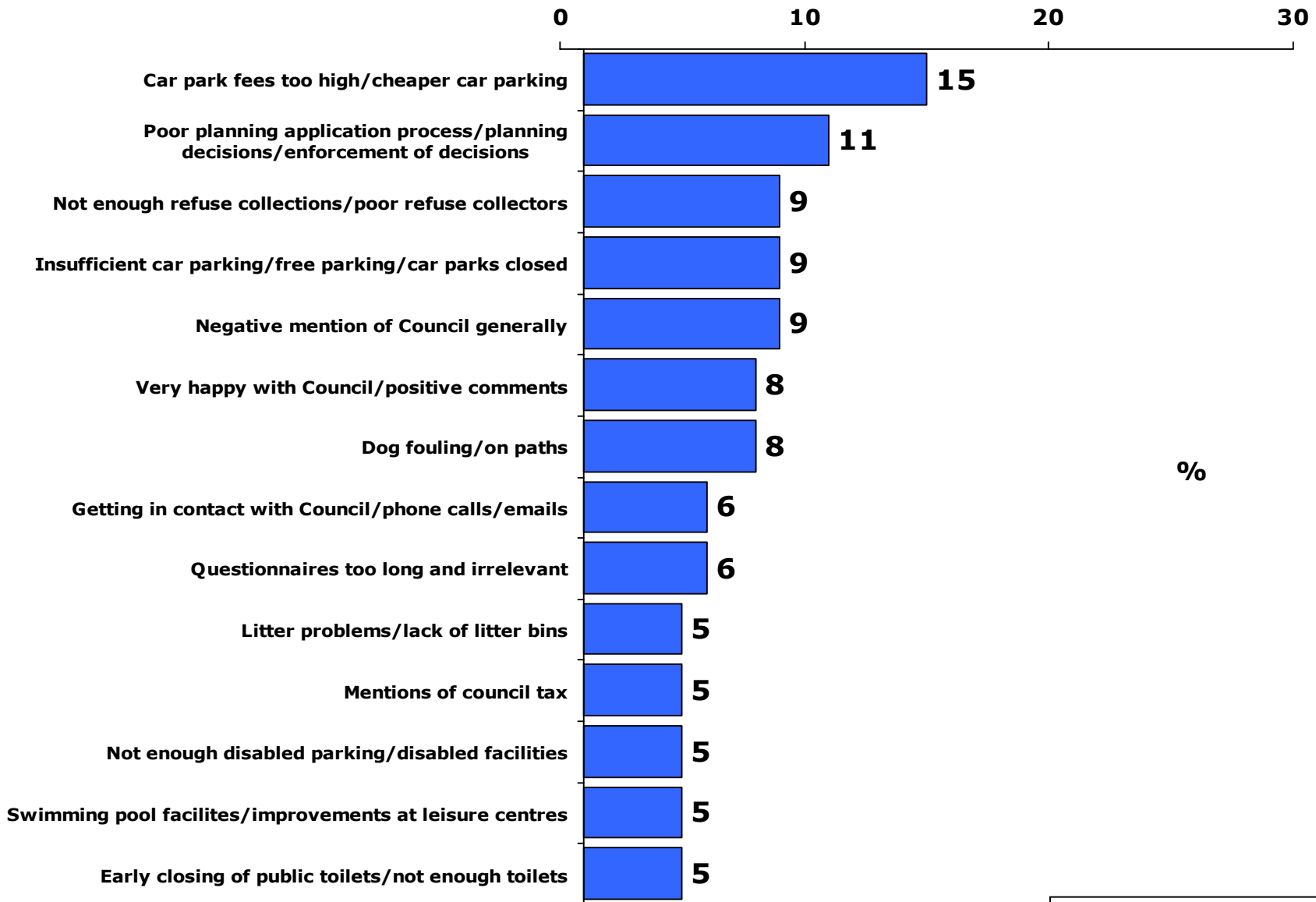
OVERALL SATISFACTION WITH COUNCIL SERVICES

ALL RESPONDENTS (APRIL 2012)



Base: (905)

CUSTOMER SATISFACTION INDEX ***ADDITIONAL COMMENTS (APRIL 2012)***



%

Mentions 5% or more

Base: (306)

APPENDIX A

(Respondent Profile)

RESPONDENT PROFILE 2012

AGE:	%
16 – 25	0.8
26 – 35	5.3
36 – 45	9.9
46 – 55	15.6
56 – 65	23.0
Over 65	45.4
	(922)

ETHNICITY:	%
White	99.2
Mixed	0.2
Asian or Asian British	0.1
Black or Black British	0.2
Chinese	0.0
Other Ethnic Background	0.2
	(905)

GENDER:	%
Male	47.0
Female	52.9
	(912)

APPENDIX B

(Base Sizes)

BASE SIZES - IMPORTANCE (I)

<i>Council in General</i>	<i>All</i>	<i>Users</i>	<i>Council Tax (Continued)</i>	<i>All</i>	<i>Users</i>
Being able to contact relevant person	937	529	Returning your telephone calls	911	257
Being put through to the correct dept	933	527	<i>Refuse Collection / Recycling</i>		
Providing a prompt response to my enquiry	933	525	Ease of moving wheelie bins around	939	N/A
Professionalism of staff	924	523	Provision of central recycling points	930	N/A
Knowledge of staff	920	524	Range of items allowed for recycling	946	N/A
Explanation of a decision made	926	526	Regular bi-weekly refuse & recycling collections	950	N/A
Keeping promises & commitments	926	525	Helpfulness of refuse & recycling collectors	934	N/A
Returning your telephone calls / responding to emails	923	524	Not leaving a mess after collection	948	N/A
Opening times of SDC offices	921	523	Provision of garden waste service	943	N/A
<i>Council Tax</i>					
Being able to contact the relevant person	919	259			
Professionalism of staff	907	257			
Knowledge of staff	902	255			
Explanation of a decision made	906	255			
Keeping promises & commitments	908	257			

BASE SIZES - SATISFACTION(II)

<i>Council in General</i>	<i>All</i>	<i>Users</i>	<i>Council Tax (Continued)</i>	<i>All</i>	<i>Users</i>
Being able to contact relevant person	821	520	Explanation of a decision made	705	249
Being put through to the correct dept	814	516	Keeping promises and commitments	703	246
Providing a prompt response to my enquiry	817	521	Returning your telephone calls	703	246
Professionalism of staff	805	509	<i>Refuse Collection / Recycling</i>		
Knowledge of staff	806	513	Ease of moving wheelie bins around	875	N/A
Explanation of a decision made	801	505	Provision of central recycling points	855	N/A
Keeping promises & commitments	806	509	Range of items allowed for recycling	868	N/A
Returning your telephone calls / responding to emails	805	508	Regular bi-weekly refuse and recycling collections	867	N/A
Opening times of SDC offices	803	508	Helpfulness of refuse and recycling collectors	861	N/A
<i>Council Tax</i>			Not leaving a mess after collection	874	N/A
Being able to contact the relevant person	714	254	Provision of a garden waste service	869	N/A
Professionalism of staff	707	250			
Knowledge of staff	706	251			

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	933	N/A	Sufficient amount of toilet rolls/soap etc	904	519
Removal of abandoned cars	908	N/A	<i>Leisure Centres</i>		
Keeping the streets free from dog fouling	928	N/A	Cleanliness of leisure centres	831	282
Provision of the same level of service across the District	911	N/A	Availability locally of leisure centres	824	280
Responding quickly to litter/fly tipping problem	925	N/A	Properly qualified staff at leisure centres	826	280
Number of litter bins provided	926	N/A	Helpfulness of the staff	824	278
<i>Environmental Health</i>			Maintenance of the facilities/equipment	823	280
Controlling of health standards where you eat and drink	931	90	Value for money	827	281
Noise control within your area	916	87	Feeling safe using the facilities	822	280
Atmospheric pollution control within your area	913	87	Suitability of leisure facilities for different ages	831	282
Pest control in your locality	921	89	<i>Play Areas</i>		
<i>Public Toilets</i>			Safety & security of play areas/equipment	831	306
Cleanliness & condition of public toilets	917	523	Cleanliness & condition of play areas/equipment	830	302
Number of public toilets available in the District	904	518	Free of dogs/dog mess	843	307
Opening times of public toilets	904	519	Variety of equipment	825	303
Location of public toilets	906	519	Adequate provision of play areas across the District	828	302
Feeling safe using public toilets	906	521	Accessibility & suitability of play areas,	830	304
Lighting in public toilets	901	519			

BASE SIZES - SATISFACTION (IV)

<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	872	N/A	Sufficient amount of toilet rolls/soap etc	758	514
Removal of abandoned cars	837	N/A	<i>Leisure Centres</i>		
Keeping the streets free from dog fouling	864	N/A	Cleanliness of leisure centres	658	282
Provision of the same level of service across the District	832	N/A	Availability locally of leisure centres	651	277
Responding quickly to litter/fly tipping problem	847	N/A	Properly qualified staff	650	276
Number of litter bins provided	862	N/A	Helpfulness of the staff	657	282
<i>Environmental Health</i>			Maintenance of the facilities/equipment	653	278
Controlling of health standards where you eat and drink	693	82	Value for money	654	280
Noise control within your area	691	81	Feeling safe using the facilities	657	282
Atmospheric pollution control within your area	687	82	Suitability of leisure facilities for different ages	653	282
Pest control in your area	702	90	<i>Play Areas</i>		
<i>Public Toilets</i>			Safety & security of play areas/equipment	666	311
Cleanliness & condition of public toilets	772	524	Cleanliness & condition of play areas/equipment	666	311
Number of public toilets available within the District	755	511	Free of dogs/dog mess	667	310
Opening times of public toilets	750	509	Variety of equipment available	662	308
Location of public toilets	760	515	Adequate provision of play areas across the District	651	296
Feeling safe using public toilets	757	513	Accessibility & suitability of play areas	662	308
Lighting in public toilets	754	511			

BASE SIZES - IMPORTANCE (V)

<i>Parks & Open Spaces</i>	<i>All</i>	<i>Users</i>	<i>Planning (Cont)</i>	<i>All</i>	<i>Users</i>
Clean & tidy appearance of parks & gardens	916	N/A	Explanation of a decision made	818	206
Provision same level of service across the District	897	N/A	Keeping promises & commitments	823	206
Personal safety in Stratford's parks	896	N/A	Returning your telephone calls	827	206
Amount of seating available	905	N/A	<i>Housing</i>		
<i>Planning</i>			Being able to contact relevant person within the housing dept.	761	90
Receiving advice from planning staff before a planning application is made	826	206	Knowledge of housing staff	753	88
Time taken to make a decision about a planning application	816	201	Explanation of a decision made	749	85
Providing a quick response to enquiries	820	206	Keeping promises & commitments	751	87
Any objections made to a planning application are considered	814	205	Returning your telephone calls	754	88
Being kept informed on a regular basis about the progress of a planning application	825	205			
The amount of information Council provides on the future development of District	829	207			
Being able to contact relevant person in the planning department	822	206			
Knowledge of planning staff	818	203			

BASE SIZES - SATISFACTION (VI)

<i>Parks & Open Spaces</i>	<i>All</i>	<i>Users</i>	<i>Planning (Cont)</i>	<i>All</i>	<i>Users</i>
Clean & tidy appearance of parks & gardens	835	N/A	Explanation of a decision made	626	206
Provision of the same level of service across the District	806	N/A	Keeping promises & commitments	621	201
Personal safety in Stratford's parks	824	N/A	Returning your telephone calls	621	202
Amount of seating available	830	N/A	<i>Housing</i>		
<i>Planning</i>			Being able to contact the relevant person within the housing department	582	86
Receiving advice & info from planning staff before planning application made	621	200	Knowledge of housing staff	581	87
Time taken to make a decision about a planning application	618	200	Explanation of a decision made	580	86
Providing a quick response to enquiries	621	203	Keeping promises & commitments	583	87
Any objections made to a planning application are considered	620	201	Returning your telephone calls	580	86
Being kept informed on a regular basis about the progress of a planning application	627	206			
The amount of information Council provides on the future development of District	625	205			
Being able to contact relevant person who can resolve my query on first contact	627	206			
Knowledge of planning staff	623	204			

BASE SIZES - IMPORTANCE (VII)

<i>Parking</i>	<i>All</i>	<i>Users</i>
Safety and security of car parks	901	737
Lighting of car parks	890	729
Cost of car parking	904	736
Road signs directing you to car parks	899	736
Amount of car parking in the town centres	897	733
Understanding parking rules & charges	899	734
Numbers of spaces allocated for disabled people and people with children	901	732

BASE SIZES - SATISFACTION (VIII)

<i>Parking</i>	<i>All</i>	<i>Users</i>
Safety and security of car parks	829	738
Lighting of car parks	828	737
Cost of car parks	835	743
Road signs directing you to car parks	820	728
Amount of car parking in the town centres	822	730
Understanding parking rules & charges	815	725
Numbers of spaces allocated for disabled people and people with children	827	734