

Sefton Council Customer Services  
User Experience Survey Report  
August / September 2023



## 1. Background

Delivering great customer service takes both understanding of what your customers want and a way to see that they receive it. Through our commitment to developing a culture where other people's views are listened to and valued, a survey have been commissioned to obtain feedback from our customers.

The main aim of the survey is to collect data from the users of our services to measure the experience of contacting the Council, establish what channels they use to access Council information and to record their satisfaction with the service that they received from our One Stop Shops.

## 2. Introduction

Visits to Bootle One Stop shop are by a mix of pre-arranged appointments, mostly for Taxi Licensing, and drop-ins. All visits to Southport One Stop Shop must be by pre-arranged appointment. Customers can book an appointment by ringing Sefton Council's Contact Centre or arranging a further appointment on an initial/previous visit to the One Stop Shop. Additionally, customers can be contacted by letter and issued with an appointment as in the case of Taxi Licensing enquiries where it is identified that a licence renewal is due.

This report provides information regarding various questions posed in the form of an exit survey to customers who visited the One Stop Shops over a four-week period in August and September 2023.

### 3. Profiling information

Most respondents were over 30 yrs old with nearly 90% falling in the age ranges between 30 to 79 years old. There were more female than male participants in the survey.

More than 27% of customers, who responded, stated that they felt they had some form of disability. *(Note that over 70% of participants said they'd prefer not to say or simply left this question blank)*

Age Group	% of respondents
Under 18	0.00%
18-29	6.90%
30-39	20.69%
40-49	27.01%
50-59	9.20%
60-69	19.54%
70-79	12.64%
80-84	1.72%
85+	2.30%

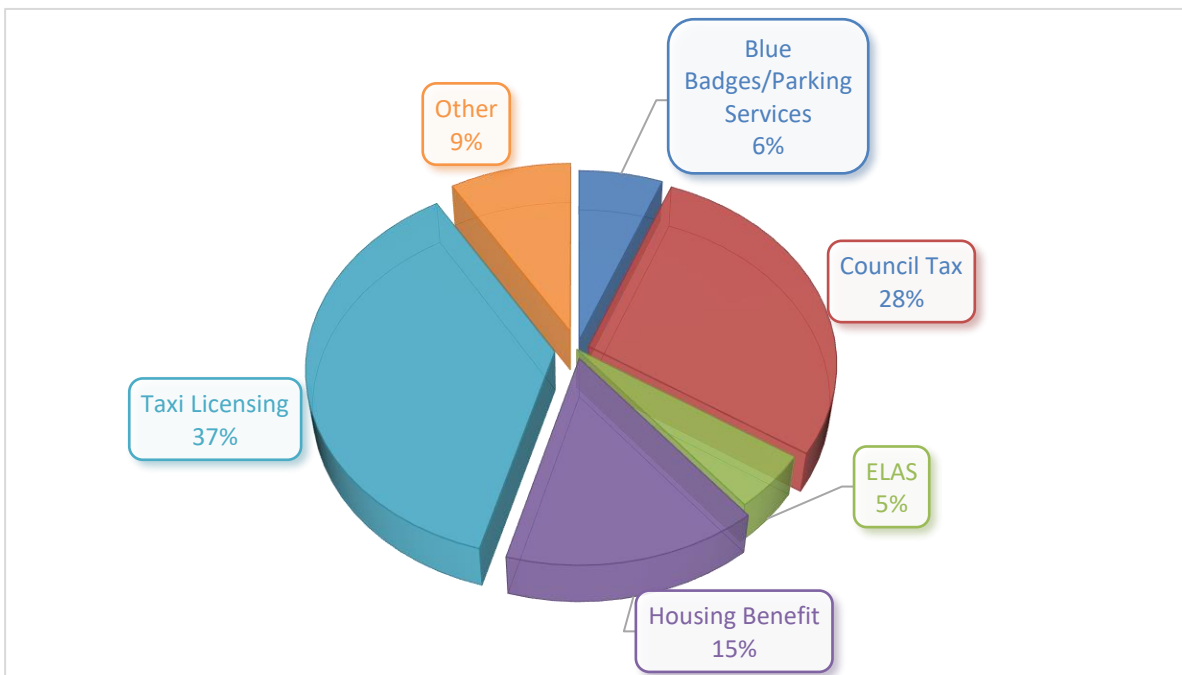
Gender	% of respondents
Male	32.76%
Female	67.24%

Disability	% of respondents
Yes	27.27%
No	72.73%

### 4. Key Findings and Questions

Customers were asked a number of questions detailed in the questionnaire shown in Appendix A (Page 8)

The chart below shows the type of enquiries made by customers participating in the survey.

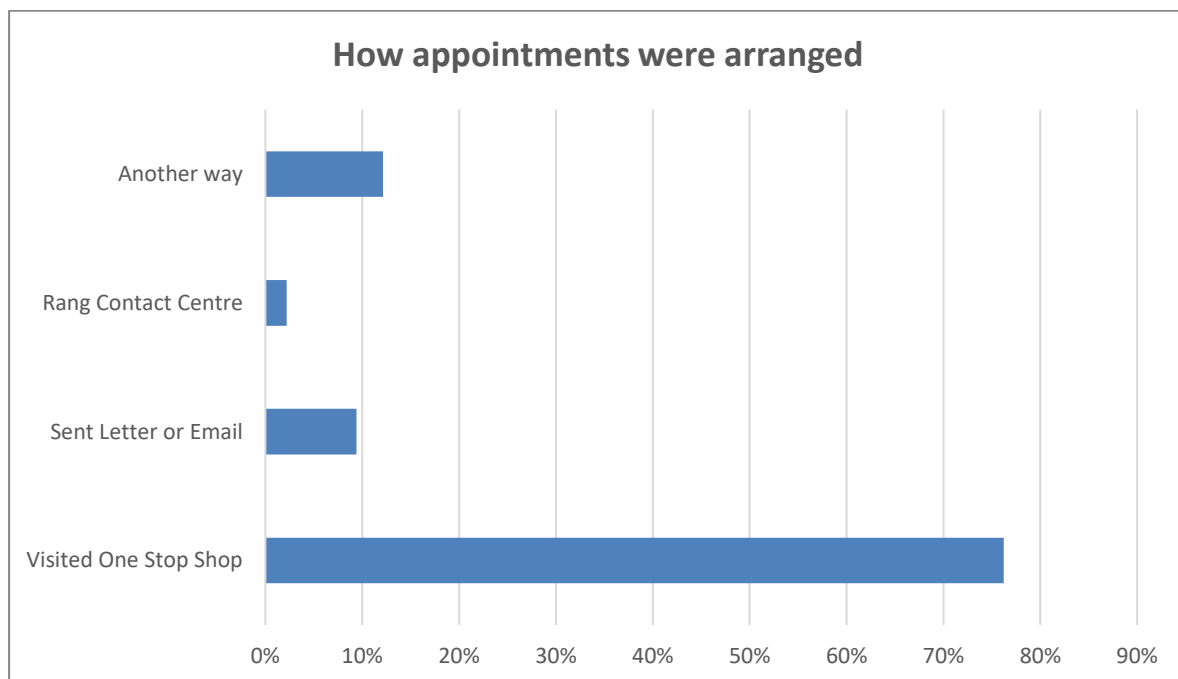


#### 4.1 Booking in / Making an appointment

Customers were asked if they visited the Sefton website before attending the One Stop Shop. Of all the respondents, 73% advised that they didn't visit the Sefton website first.

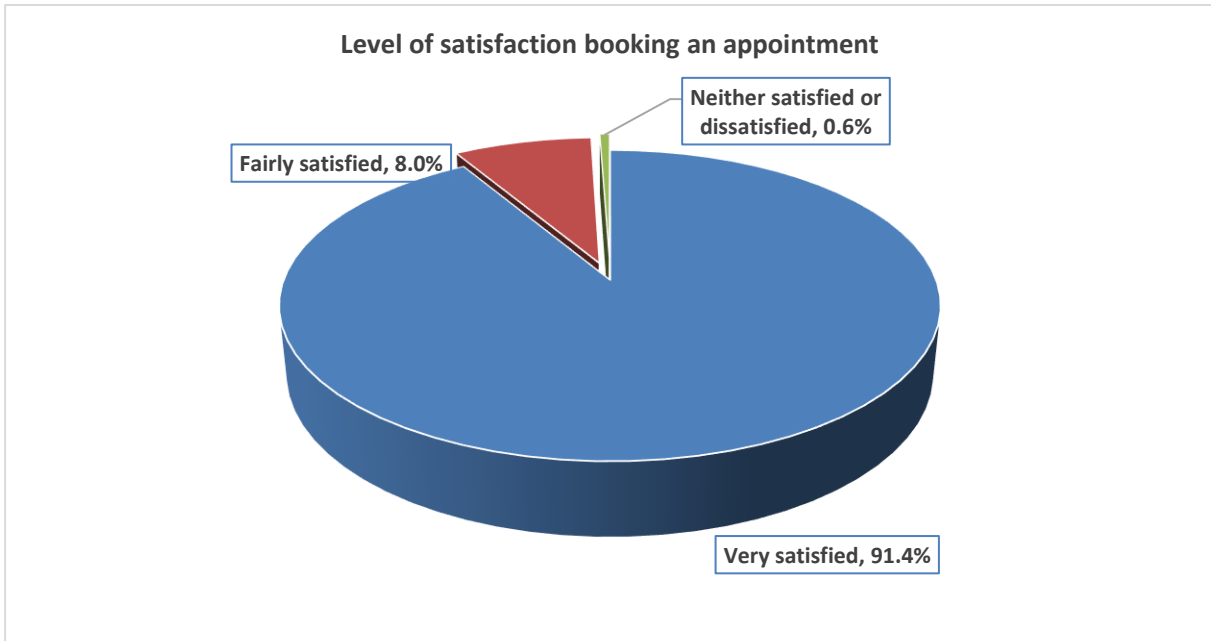
Pleasingly, when given information about the types of online services available, 61% of customers advised that they would access the Sefton website in future before attempting other channels to obtain information or contact Sefton Council.

Customers who had appointments were asked how they arranged their appointment at the One Stop Shop. The chart below shows that the majority of customers made their appointment having previously visited the One Stop Shop.



Customers were asked to rate their experience of booking appointments in terms of level of difficulty (*this included drop-ins arranging an immediate appointment with an advisor*). 94% of customers felt that arranging and obtaining such an appointment was either 'Very easy' or 'Easy'. The majority of the remaining 6% advised that they experienced delays in an email or telephone call being answered or that they had to wait longer than they would have liked for an available appointment.

Customers were asked how satisfied they were with the level of interaction they had with the person who made their appointment for them (*whether in advance or at the time of their drop-in*). 99.4% of respondents were either 'Very Satisfied' or 'Fairly Satisfied'. None of the participants said they were 'Dissatisfied'. The chart below shows how customers responded.



Customers were also asked if they were given the right advice and information when they made their appointment so that they were fully prepared when they arrived at the One Stop Shop. Over 98% of customers felt that they had been given the right advice and information and were fully prepared.

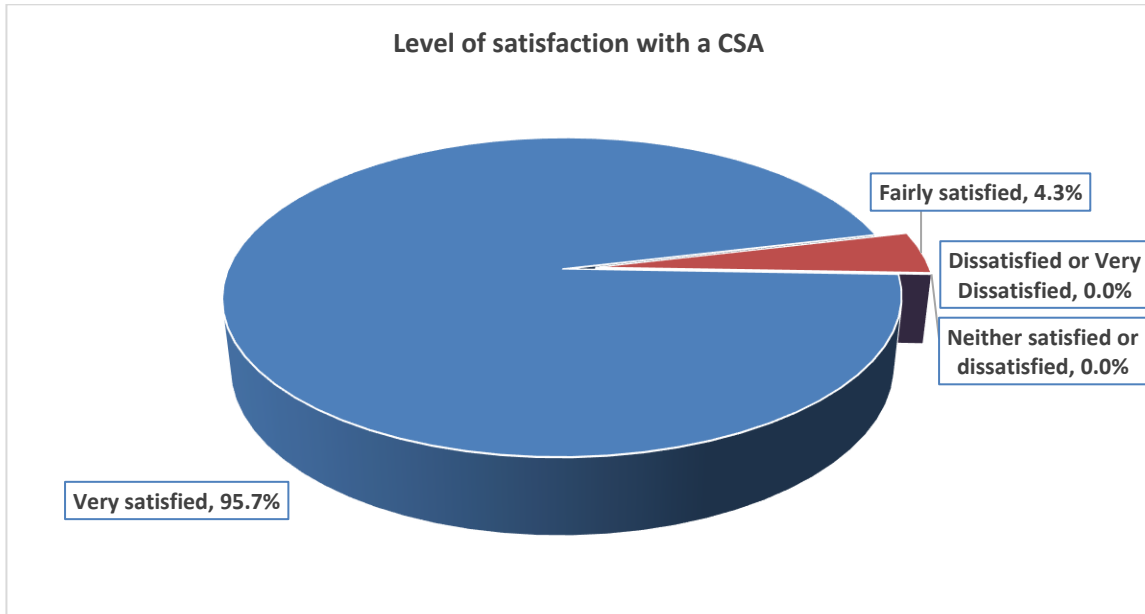
#### 4.2 Waiting times and Service delivery

Customers were asked how long they had to wait, from time of appointment or drop-in arrival, before a CSA called them over. A total of 51.92% of respondents waited 5 minutes or less, 27.32% waited 6-10 minutes and 20.77% waited longer than 10 minutes.

When asked if their query was fully resolved during their interview at the One Stop Shop, 97% of respondents advised that their query was fully resolved.

Customers were asked how satisfied they were with their interaction with a Customer Services Advisor during their appointment at the One Stop Shop. 100% of respondents were either 'Very Satisfied' or 'Fairly Satisfied'.

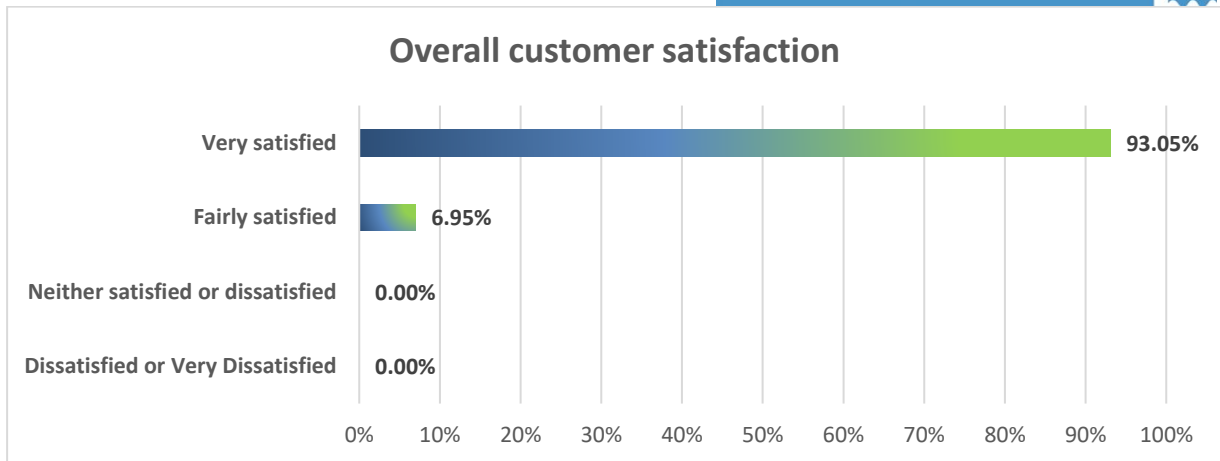
The chart below shows customer satisfaction levels for their interaction with a Customer Services Advisor.



#### 4.3 Overall Satisfaction

In order to measure overall satisfaction, customers were asked how satisfied they were with their whole experience of interaction with Sefton Council via Customer Services for their most recent enquiry only.

The results on the table on the following page show that 100% of respondents were 'Satisfied' with our service with over 93% of them advising that they were 'Very satisfied'.



#### 4.4 Additional comments

Finally, customers were asked if they wished to make any additional comments in relation to their experience interacting with Sefton Council. The majority of comments were very complimentary of Customer Services staff and the service in general.

Many participants wanted to stress how much they preferred having a face-to-face option or explain why they were unable to use online options.

At the same time, a significant number of comments asked for better online or telephone services, mostly in respect of taxi licensing services, to reduce the need for travel and avoid waiting times.

## Appendix A

We would like to know how the service was from us today. This will help us to continue to improve our service.

### Section A

**Q1. Why did you make an appointment at Bootle One Stop Shop today?**

**Q2. Before you booked an appointment, did you visit the Sefton Council website to find the answers to your questions?**

Yes

No



**Q3. If Yes, you did try the Council website, please explain why you still needed an appointment?**

**If No, you did not use the Council website please explain why you did not visit the website first?**

## **Section B**

**Q4. How did you make your appointment at One Stop Shop today?**

I rang 0345 140 0845

I visited One Stop Shop

I was sent an appointment by letter

Another way

Please tell us how

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**Q5. How easy was it to make an appointment?**

Very easy

Easy

Difficult

Very difficult

**Please explain why you selected this answer**

**Q6. When you made the appointment - How satisfied are you with the interaction you had with the person you spoke to?**

Very satisfied

Fairly satisfied

Neither satisfied or dissatisfied

Dissatisfied

Very dissatisfied

**Please explain why you selected this answer**

## Section C

**Q7. When you were in Bootle One Stop Shop - how soon after your appointment time did a Customer Service Advisor call you over?**

On time

1 to 5 mins

6 -10 mins

More than 10 mins

**Q8. Were you given the right advice and information when you made your appointment so that you were prepared when you came?**

Yes

No

**Q9. Was your query resolved during your appointment at Bootle One Stop Shop?**

Yes

No

**Q10. When you were in Bootle One Stop Shop - how satisfied were you with your interaction with the Customer Services Advisor?**

Very satisfied

Fairly satisfied

Neither satisfied or dissatisfied

Dissatisfied

Very dissatisfied

**Please explain why you chose this answer**

**Q11. Now thinking about using Bootle One Stop Shop and your latest visit only.**

**How satisfied are you with your whole experience of interacting with Sefton Council via Customer Services?**

Very satisfied

Fairly satisfied

Neither satisfied or dissatisfied

Dissatisfied

Very dissatisfied

**Q12. Would you visit the Sefton Council website next time you have any questions?**

Yes

No

**Q13. Do you have any other comments that you would like to make?**

## About You

**These questions are optional and are asked in accordance with the Privacy Notice. You can complete as much or as little as you wish.**

1. How old are you?

- |                                            |                                  |                                  |
|--------------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> Under 18          | <input type="checkbox"/> 18 - 29 | <input type="checkbox"/> 30 - 39 |
| <input type="checkbox"/> 40 - 49           | <input type="checkbox"/> 50 - 59 | <input type="checkbox"/> 60 - 69 |
| <input type="checkbox"/> 70 - 79           | <input type="checkbox"/> 80 - 84 | <input type="checkbox"/> 85+     |
| <input type="checkbox"/> Prefer not to say |                                  |                                  |

2. Are you

- |                                            |                                 |
|--------------------------------------------|---------------------------------|
| <input type="checkbox"/> Male              | <input type="checkbox"/> Female |
| <input type="checkbox"/> Prefer not to say |                                 |

3. Section 7 (1) of the Equality Act states that: 'A person has the protected characteristic of gender reassignment if the person is proposing to undergo, is undergoing or has undergone a process (or part of a process) for the purpose of reassigning the person's sex by changing physiological or other attributes of sex.'

**(Please note that 'process' does not mean only a medical process)**



Regarding the above statement, do you consider yourself to have the protected characteristic of gender reassignment?

- Yes     No     Prefer not to say

3a If you answered 'yes' to the above, do you currently identify with your birth sex?

- Yes     No     Prefer not to say

3b If you answered 'No' to 3b, are you:

- Transgender     Non-binary  
 Define differently     Prefer not to say

Please tell us how you identify .....

4. How would you describe your sexual orientation?

- Heterosexual/straight     Gay  
 Lesbian     Bisexual  
 Define differently     Prefer not to say

Please tell us how you identify:.....

5. Disability: Do you have any of the following (please tick all that apply):

- |                                                  |                                                                         |
|--------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Physical Impairment     | <input type="checkbox"/> Visual impairment                              |
| <input type="checkbox"/> Learning Difficulty     | <input type="checkbox"/> Hearing impairment/deaf                        |
| <input type="checkbox"/> Learning Disability     | <input type="checkbox"/> Long-term illness that affects your daily life |
| <input type="checkbox"/> Autism/Asperger's       | <input type="checkbox"/> Dementia                                       |
| <input type="checkbox"/> Mental health condition | <input type="checkbox"/> Prefer not to say                              |

**Please read the following statement ...**

6. If you have ticked any of the boxes above, or you have cancer, diabetes, or HIV this would be classed as 'disability' under the legislation. Do you consider yourself to be 'disabled'?

- Yes     No     Prefer not to say

7. What is your religion/belief?

- |                                            |                                    |                                |
|--------------------------------------------|------------------------------------|--------------------------------|
| <input type="checkbox"/> No                | <input type="checkbox"/> Christian | <input type="checkbox"/> Hindu |
| <input type="checkbox"/> Muslim            | <input type="checkbox"/> Jewish    | <input type="checkbox"/> Sikh  |
| <input type="checkbox"/> Prefer not to say | Other religion/belief:<br>.....    |                                |

8. Race/ethnicity (please note that Sikh and Jewish are collected in the Religion/Belief Section above) – do you identify as:

Prefer not to say

Asian or Asian British

- Indian       Bangladeshi       Pakistani       Black  
 Chinese      Other Asian background  
 .....

Black or Black British

- African       Caribbean      Other black background  
 British       Asian      .....

Mixed Ethnic Background

- White and Black Caribbean       White and Black African  
 White and Asian      Other mixed background:  
 .....

White

Welsh

Irish

English

Scottish

British

Northern Irish

Other background:

.....

Gypsy/Irish Traveller

Roma

Polish

Latvian

Portuguese