Sefton Council Customer Services

User Experience Survey Report

November 2024



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 overall experience of interacting with Customer Services and record their satisfaction with the service that they received from our One Stop Shops.

1. **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 two-week period in November 2024.

1. **Profiling information**

Most respondents were over 30 years old. In Bootle, over 73% of respondents were under 60 years old whereas, in Southport, over 53% of respondents were over 60.

At both sites, there were more male than female participants. The difference was more pronounced in Bootle where over 67% of respondents were male. In Southport, 55% of respondents were male.

20% of customers in Bootle, who responded, stated that they felt they had some form of disability. In Southport, only just over 11% of respondents indicated a disability. (*Note that 22% in Southport, said they’d prefer not to say or simply left this question blank*)

|  |  |  |
| --- | --- | --- |
| Age Group | **Bootle**  % of respondents | **Southport**  % of respondents |
| Under 18 | 0.00% | 0.00% |
| 18-29 | 10.81% | 9.30% |
| 30-39 | 22.70% | 11.63% |
| 40-49 | 21.08% | 16.28% |
| 50-59 | 18.92% | 9.30% |
| 60-69 | 17.84% | 18.60% |
| 70-79 | 5.41% | 25.58% |
| 80-84 | 3.24% | 9.30% |
| 85+ | 0.00% | 0.00% |

|  |  |  |
| --- | --- | --- |
| Gender | **Bootle**  % of respondents | **Southport**  % of respondents |
| Male | 67.23% | 55.00% |
| Female | 32.77% | 45.00% |

|  |  |  |
| --- | --- | --- |
| Disability | **Bootle**  % of respondents | **Southport**  % of respondents |
| Yes | 20.00% | 11.11% |
| No | 80.00% | 88.89% |

1. **Key Findings and Questions**

Customers were asked several questions detailed in the questionnaire shown in Appendix A. The charts below show the type of enquiries made by customers participating in the survey.

In Bootle, Taxi Licensing enquiries were by far the most common at 44%. 23% of enquiries were about Council Tax and the remaining third of enquiries was split between Housing Benefits, Blue Badges, Parking, ELAS and other services.

In Southport, where there were no Taxi or ELAS enquiries, more than half of all enquiries were about Council Tax, the other 44% being split between Housing Benefits, Blue Badges/Parking and other services.

* 1. **Waiting times and Service delivery**

Customers were asked how long they had to wait, from time of arrival, before a CSA called them over. In Bootle, where the One Stop Shop operates a mix of appointments and drop-ins, nearly 80% of respondents were seen in under 10 minutes. In Southport, where customers are seen on an appointment only basis, all were seen in under 5 minutes and 78% were seen immediately on arrival.

When asked if their query was fully resolved during their interview at the One Stop Shop, over 95% of respondents, at both sites, said yes, their query was fully resolved.

Customers were asked how satisfied they were with their interaction with a Customer Services Advisor during their visit to the One Stop Shop.

The charts below show customer satisfaction levels at both sites.

At Bootle, 97.5% of respondents were either ‘Very Satisfied’ or ‘Fairly Satisfied’. 2% of respondents in Bootle were neither satisfied nor dissatisfied and 0.5% were either dissatisfied or very dissatisfied. In Southport, 100% of respondents were either ‘Very Satisfied’ or ‘Fairly Satisfied’.

* 1. **Overall Satisfaction**

To measure overall satisfaction, customers were asked how satisfied they were with their whole experience of interacting with Sefton Council via Customer Services in respect of their most recent enquiry only.

The results on the following graphs, show that over 99% of respondents in Bootle, and 100% in Southport, were ‘Satisfied’ with the service.

Over 95% of respondents in Bootle were “very satisfied” while only 68% were "very satisfied” in Southport.

Resources and staffing in Southport are currently much more limited than in Bootle. Consequently, customers can only be managed on an appointment only basis and, at times, availability of timely appointments has been poor which may account for the slightly lower level in overall satisfaction.

* 1. **Fairness**

Customers were asked whether they felt they had been treated fairly, during their latest visit to the One Stop Shop. 99.59% of all respondents at both sites said, yes, they did feel they had been treated fairly. Just one respondent, at Bootle One Stop Shop, said “no” they had been treated unfairly.

Supplementary questions about fairness were geared toward anyone who felt unfairly treated, asking them to explain why and what could have been done differently.

The one respondent who felt they had been treated unfairly indicated that this was because they were given conflicting information which might have disadvantaged them. They further indicated that they were very dissatisfied with the advisor at that visit but also said that their query had been resolved during their visit and were ‘fairly satisfied’ with the service overall.

No-one else entered any answer to the supplementary questions about fairness.

**Appendix A: The Questionnaire:**

**Customer Service Satisfaction Survey**

**One Stop Shop – Bootle**

**Survey Period –**

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. What was the purpose of your visit to the One Stop Shop today?**

**Q2. Before you attended the One Stop Shop, 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 to visit the One stop Shop?**

**Q4. If No, you did not use the Council website please explain why you did not visit the website first?**

**Section B**

**Q5.** **From your arrival at the One Stop Shop, how long did you wait for a Customer Service Advisor to call you over?**

* Immediate, 0 mins
* Waited 1 to 5 mins
* Waited 6 -10 mins
* Waited over 10 mins

**Q6. Was your query resolved during this visit to the One Stop Shop?**

* Yes
* No

**Q7. When you were in the 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.**

**Q8. Now thinking about using the 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

**Section C**

**Q9. Now thinking about your experience in the One Stop Shop and your latest visit only. Do you feel you were treated fairly?**

* Yes, treated fairly
* No, treated unfairly

**Q10. If you feel you were treated unfairly, please explain why?**

**Q10. If you feel you were treated unfairly, please tell us what could have been done differently so that you felt fairly treated?**

**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?

* Under 18
* 18 – 29
* 30 – 39
* 40 – 49
* 50 – 59
* 60 – 69
* 70 – 79
* 80 – 84
* 85+
* Prefer not to say

1. Do you identify as:

* Male
* Female
* Other
* Prefer not to say

1. 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 question 3a, are you:

* Transgender
* Non-binary
* Define differently
* Prefer not to say

Please tell us how you identify …………………………….

1. How would you describe your sexual orientation?

* Heterosexual
* Gay
* Lesbian
* Bisexual
* Define differently
* Prefer not to say

Please tell us how you identify:……………………………

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

* Physical Impairment
* Visual Impairment
* Learning Difficulty
* Hearing impairment/deaf
* Learning Disability
* Long-term illness that affects daily life
* Autism/Asperger’s
* Dementia
* Mental health condition
* Prefer not to say

**Please read the following statement …**

1. 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

1. What is your religion/belief?

* No religion/belief
* Christian
* Hindu
* Muslim
* Jewish
* Sikh
* Prefer not to say
* Other religion/belief

…………………………………..

1. 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
* Asian
* British
* Other Black Background…………………

*Mixed Ethnic Background*

* White & Black Caribbean
* White & Black African
* White & Asian
* Other Mixed Background……………….

*White*

* Welsh
* Irish
* English
* Scottish
* British
* Northern Irish
* Gypsy/Irish Traveller
* Roma
* Polish
* Latvian
* Portuguese
* Other Background……………