



Survey Name: Customer Enquiries Group – Contact Centre Customer Satisfaction

Report Date: June 2014

Objectives: To receive statistical data to support monthly quality of service and customer satisfaction figures.

Executive Summary - Findings:

The respondents were broken down into two groups to separately identify responses received during a period where more telephone lines were made available. Therefore the analysis is split as ‘**Responses received during the period 25th – 27th June**’ (period A) and ‘**Responses received excluding the period 25th – 27th June**’ (period B).

A total of 584 responses were received, 408 of which were during period A and 176 during period B. Each period identified the same overall results however the percentages differed.

The top three reasons identified for calling the Contact Centre were:

- To follow up an application previously submitted – 36% of 408 respondents in period A, 35% of 176 respondents in period B
- Requesting help with our processes – 30% period A, 31% period B
- Requesting a replacement document – 10% period A, 12% period B

70% of 405 respondents in period A and 76% of 176 respondents in period B indicated that this was the first time they had spoken to the Contact Centre in relation to their enquiry.

Respondents from both periods indicated that the information provided was clear and easy to understand. (98% of 408 in period A and 97% of 176 in period B)

Similarly 99% of both sets of respondents indicated that they had received a professional service. (408 respondents in period A and 175 in period B)

72% of 408 respondents within period A, considered the overall rating of the service to be Excellent and 21% considered it to be Good. Within period B, 70% of 175 respondents considered the service to be Excellent and 27% gave it a rating of Good.

When asked whether for future calls how they would prefer to be informed that lines were busy, within period A 88% of 406 respondents said they would prefer to queue, 7% said they would prefer to call back and 5% had no preference. Within period B 75% of 173 respondents said they would prefer to queue, 17% had no preference and 8% said they would prefer to call back.