

# The Customer Service Team – Customer Survey



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The Customer Services Team ran a series of surveys from 1st November 2024 to 7th February 2025. Customers were surveyed after using our face to face appointment service, calling inbound to our contact centre on 0300 123 0900, and on using our telephone appointment service. You can find out more about each survey below.

### Face to Face Appointments with Customer Services

Uptake for face to face appointments is very low, with most of our customers choosing to contact us by phone or digitally. Last year, less than 1% of customers needed a face to face appointment. These appointments are available for those who cannot manage their enquiry online or by phone. This may be because the enquiry is very complex, or sometimes because they have a disability, or a vulnerability, which makes dealing with their enquiry online or by phone difficult.

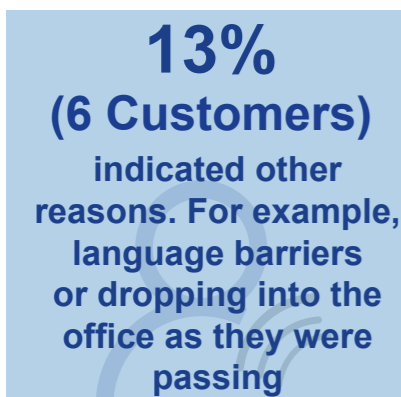
The survey which was targeted at those who used our face to face service was completed by 46 customers. We asked about their experience of the face to face appointment service and why they chose to have a face to face appointment.

### What services were our customer trying to access in person?

The most common services being accessed by the respondents of the survey were as follows:



### Why the customers we surveyed chose a face to face appointment?



## What did our customers say about using the face to face appointment service?

**98%** of respondents said that the face to face appointment service met their needs!

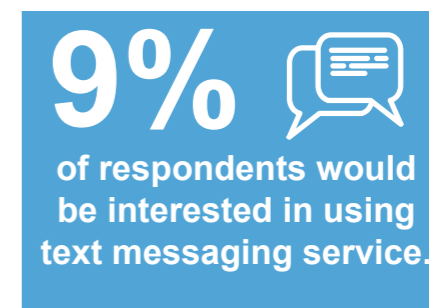
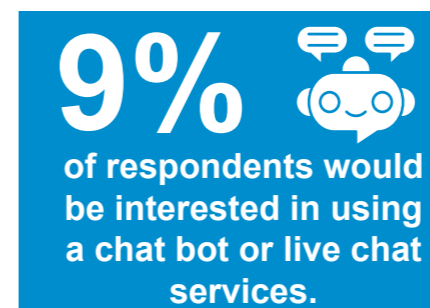
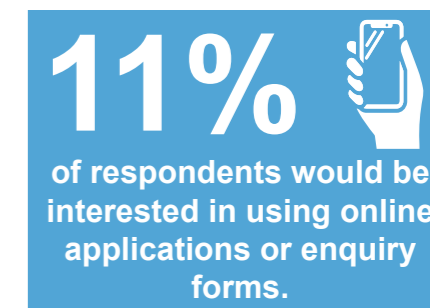
Here are some of the comments our customers left us:

<p><b>“My enquiry was difficult to resolve but I was happy with the process and how it was handled.”</b></p>	<p><b>“It is lovely to speak to someone face to face.”</b></p>
<p><b>“Being older it is more awkward to use online - I am grateful for the face to face appointment service.”</b></p>	<p><b>“Very happy with the service.”</b></p>



### What other ways would our customers like to access our service?

We also asked our customers about a range of other contact routes which we may be able to make available in the future. Those who had used the face to face appointments service indicated an interest as follows:



### Inbound Calls to Customer Services Services (0300 123 0900)

Inbound calls to Customer Services remains the most common route to accessing our services, with over 170,000 calls to 0300 123 0900 last year.

The survey which was targeted at those who called us on 0300 123 0900 was completed by 437 customers. We asked about their experience of the service and why they chose to use this contact route.

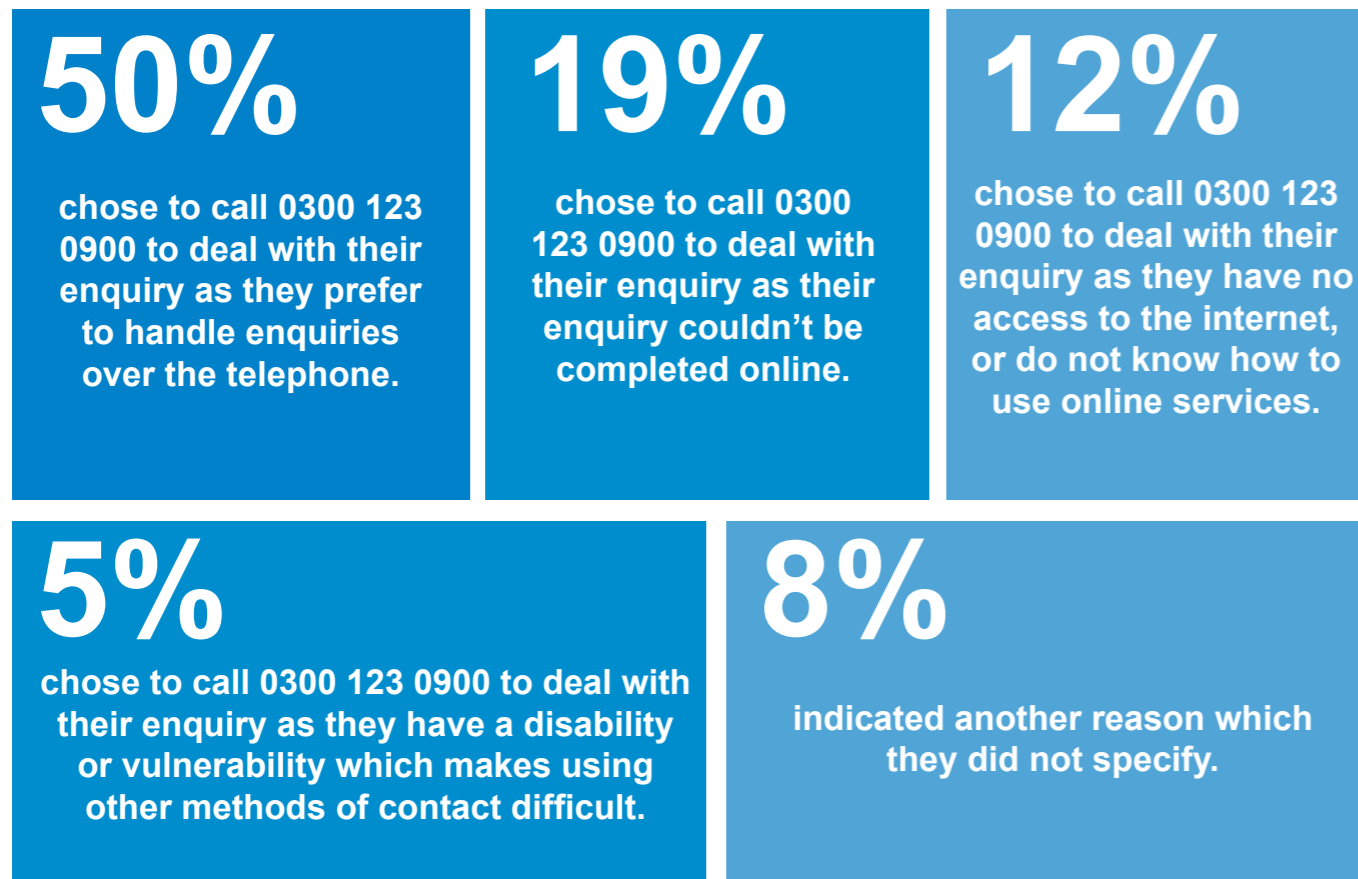
### What services were our customers trying to access when calling 0300 123 0900?



The top 3 services being accessed by the respondents of this survey were as follows:



### Why the customers we surveyed choose to call us?



### What did our customers think about the service we provided when calling 0300 123 0900?

95% of our Customers rated the service as 5 stars!

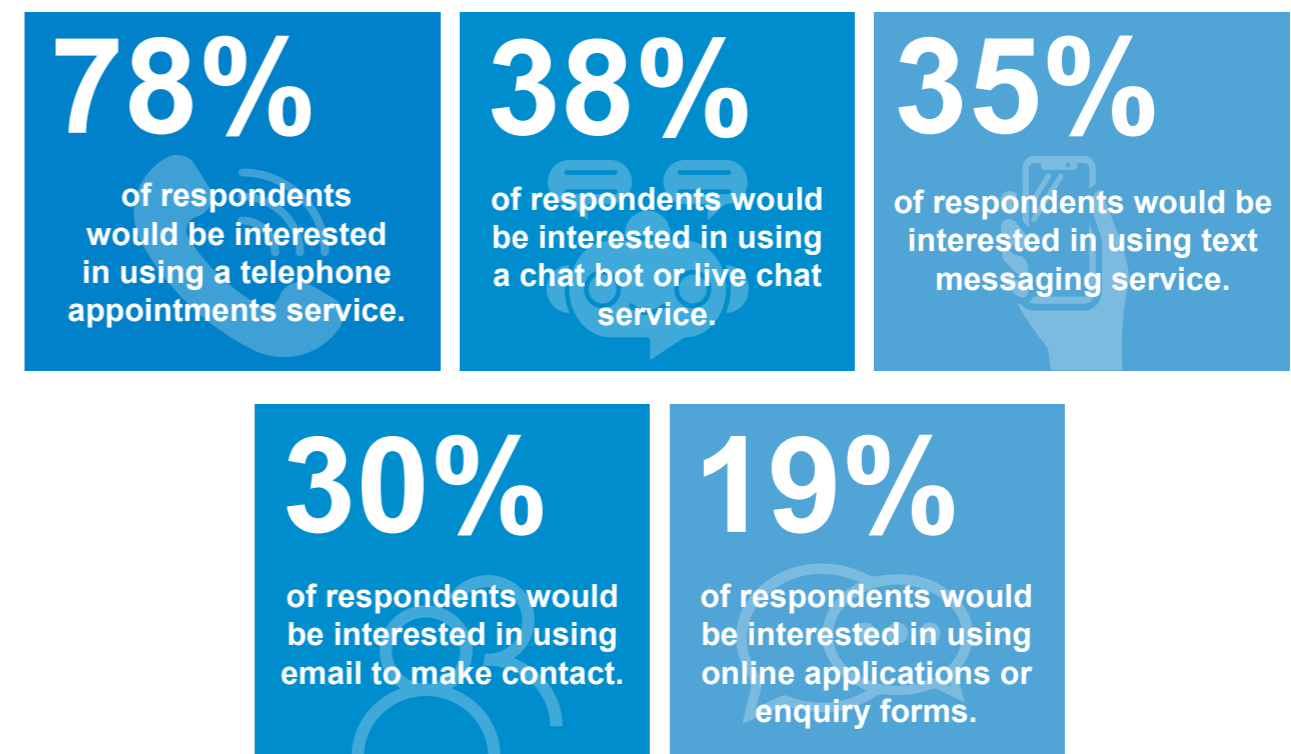
Here are some of the comments our customers shared about the service when calling:

<p>“Thankful can do it over the phone as don't want to put payments details incorrect. I am 91 and housebound so unable to do it service any other way. Over the phone is perfect as I have carers in and I call in a time that suits me best. So many things are online and I am not online.”</p>	<p>“Pleasure to speak to some polite, courteous and helpful, you have went extra mile.”</p>
<p>“Highly impressed with today's service. Completely satisfied all my concerns were dealt with. Lovely and professional manner.”</p>	<p>“Each time I phone in I get nothing but great help, positive feedback. Service is very good.”</p>
<p>“Thought service was very helpful and was able to give good advice. Made feel relaxed and confident about decision i have to make.”</p>	



### What other ways would our customers like to access our service?

We also asked our customers about a range of other contact routes which we may be able to make available in the future. Those who had called us on 0300 123 0900 indicated an interest as follows:



## Telephone Appointments with Customer Services

Our telephone appointment services were introduced to enable advisors to schedule appointments to assist those who needed help to complete a blue badge application over the phone. This service was expanded to enable customers to book telephone appointments for council tax enquiries, which can be complex and lengthy. Last year we conducted an average of 56 telephone appointments per month.

The survey which was targeted at those who used our telephone appointment service was completed by 67 customers. We asked about their experience of the telephone appointment service and why they chose to use it.

**43** respondents had an appointment for a Blue Badge Application

**24** respondents had an appointment for a Council Tax enquiry.

### Why the customers we surveyed used the Telephone Appointment Service?

**37%** 

stated that they found it convenient to receive a call at a mutually agreed time.

**15%** 

stated that they had no internet access.

**9%** 

stated that the enquiry couldn't be completed online.

**30%**

stated that they didn't know how to use online services.



**9%**

indicated another reason but did not specify.



### All respondents agreed with the following statements:

**"It was easy to organise a telephone appointment."**

**"The telephone appointment service met my needs."**

**"I would use the telephone appointment again."**

Here are some comments our customers shared about using the telephone appointment system:

**"Telephone appointment service is excellent. The young lady had patience, took her time and explained any small questions I had."**

**"As a shift worker find it hard to call in during office hours, but the ability to book a telephone appointment at a time that I know I will be available is great."**

**"The staff I have spoken to have been fantastic, heard them very clearly and found them so easy to talk to, they spoke clearly and slowly with me."**

### What other ways would our customers like to access our service?

We also asked our customers about a range of other contact routes which we may be able to make available in the future. Those who had used our telephone appointments service indicated an interest as follows:

**91%**

of respondents would be interested in using a telephone appointments service.

**30%**

of respondents would be interested in using a chat bot or live chat service.

**19%**

of respondents would be interested in using text messaging service.

**22%**

of respondents would be interested in using email to make contact.

**9%**

of respondents would be interested in using online applications or enquiry forms.

This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات ناپینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸਣਨ ਵਾਲੇ ਰਪ ਵਿਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਿਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਦਿੱਤੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie, w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

**South Ayrshire Council**  
**Contact Centre**  
**0300123 0900**