

Cherwell District Council

Overview and Scrutiny Committee

10 December 2013

Customer Insight Report Quarter Two

Report of Head of Transformation

This report is public

Purpose of report

To provide a quarterly update on customer feedback, including customer complaints.

1.0 Recommendations

The meeting is recommended:

- 1.1 To note the position and information provided regarding customer complaints.
- 1.2 To review the Customer Insight Report and identify any areas where further information is required and to request any improvements for future versions of the document.

2.0 Introduction

- 2.1 The Customer Insight Report is a new approach to ensuring that complaints and customer feedback is reported, reviewed and that any issues are addressed.
- 2.2 The Customer Insight Report brings together various elements of customer feedback (including complaints) into a single report with the aim of improving access to this information, which was previously held in a number of service areas, and highlighting any themes or issues of concern.
- 2.3 This second quarter Customer Insight Report is significant as it is the first report since the Council adopted a new two stage complaints process and centralised complaints management.

3.0 Report Details

- 3.1 The Customer Insight Report for quarter 2 is included as Appendix 1 which contains detailed information on the following areas:-
- Latest News / Consultation Results;
 - GovMetric Customer Feedback;
 - Customer Complaints;
 - Media Enquiries and Social Media;
 - Website Interaction;
- 3.2 Overall satisfaction with Council services measured through the GovMetric system is slightly lower than for quarter 1, with 88.1% of respondents rating the service they received as 'Good'; Telephone satisfaction rates remain exceptionally high at 98%.
- 3.3 A total of 73 complaints were received and recorded during the period 1 July to 30 September 2013. This is higher than the 57 complaints recorded during Quarter 2 in 2012/13.
- 3.4 There remains a data quality issue with regard to how complaints are being recorded in LAGAN. A number of complaints (21.9%) do not have a response date logged on the system and the validity of a number of complaints (23.3%) has been recorded as 'Unknown'.
- 3.5 To address these data quality issues, responsibility for complaints management will be centralised. As of 1 January 2014, the Performance and Insight Team will assume responsibility for recording all information in relation to stage 1 and stage 2 complaints. Local Government Ombudsman complaints will continue to be managed by the Democratic Services team.

4.0 Conclusion and Reasons for Recommendations

- 4.1 The Customer Insight Report brings together various elements of customer feedback (including complaints) into a single report with the aim of improving access to this information, which was previously held in a number of service areas, and highlighting any themes or issues of concern.
- 4.2 This report covers the period following the adoption of a new two stage complaints management process which was introduced on 1 July 2013.

5.0 Consultation

No consultation has taken place on the Customer Insight Report itself; however the report provides a summary of consultations undertaken by the Council during the previous quarter.

6.0 Alternative Options and Reasons for Rejection

6.1 The following alternative options have been identified and rejected for the reasons as set out below.

- N/A - report is a for review/information item.

7.0 Implications

Financial and Resource Implications

7.1 There are no financial implications associated with this report.

Comments checked by: Tim Madden, Interim Head of Finance and Procurement,
Tel: 0300 003 0106, E-mail: tim.madden@cherwellandsouthnorthants.gov.uk

Legal Implications

7.2 There are no legal implications associated with this report.

Comments checked by: Kevin Lane, Head of Law and Governance,
Tel: 0300 0030 107, Email: kevin.lane@cherwellandsouthnorthants.gov.uk

8.0 Decision Information

Wards Affected

None

Links to Corporate Plan and Policy Framework

Link to Business Plan Priority: An accessible, value for money Council

Document Information

Appendix No	Title
1	CDC Customer Insight Report – Quarter Two
Background Papers	
• None	
Report Author	Claire Taylor, Corporate Performance Manager Hedd Vaughan-Evans, Research and Intelligence Officer
Contact Information	Tel: 0300 0030113 Email: claire.taylor@cherwellandsouthnorthants.gov.uk 01295 227978 Hedd.VaughanEvans@cherwellandsouthnorthants.gov.uk