

**Cherwell District Council**  
**Overview and Scrutiny Committee**

<b>Customer Insight Report</b>
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**Report of Head of Transformation**

This report is public

**Purpose of report**

To provide an annual 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 was the first report since the Council adopted a new two stage complaints process and centralised complaints management. Quarter 4 will be the first received figures since Corporate Complaints Management was centralised within the Performance & Insight Report.

### **3.0 Report Details**

3.1 The Customer Insight Report for quarter 4 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 from 848 responses is at 55%, with 34% saying they received a poor service.

3.3 Responsibility for complaints management was centralised as of 1<sup>st</sup> January 2014 within the Performance and Insight Team. This year the Council has received 227 complaints within quarter 4 receiving a total of 54.

39% of the complaints received during quarter 4 were recorded as valid. 54% of complaints were against services not being delivered or delivered at a lower standard, 26% of these complaints were valid.

3.4 Local Government Ombudsman complaints have continued to be managed by the Democratic Services team. 13 ombudsman complaints were received for year.

### **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.

### **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,  
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### Legal Implications

7.2 There are no legal implications associated with this report.

Comments checked by: Kevin Lane, Head of Law and Governance,  
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## 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 Four
<b>Background Papers</b>	
• None	
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