

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

**14 July 2015**

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

This report is public

**Purpose of report**

To provide an update on customer feedback, including customer complaints.

**1.0 Recommendations**

The meeting is recommended:

- 1.1 To note the year end position of customer feedback and the total number of corporate complaints received to the Council during 2014/2015.
- 1.2 To review and agree new reporting practises whereby the current Customer Insight Report will be amalgamated into the Performance Management quarterly reporting process to the Accounts, Audit and Risk Committee and Executive.

**2.0 Introduction**

- 2.1 The Customer Insight Report ensures 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 Overview and Scrutiny received their last Customer Insight Report at the end of Quarter Two 2014/2015.

**3.0 Report Details**

- 3.1 The Customer Insight Report for Quarter 3 and 4 is included as Appendix 1 and 2 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 shows there were 658 responses in the period 1st January to 31st March 2015, compared to a total of 717 responses during the previous quarter. Overall satisfaction with Council services remained exactly the same as the previous quarter at 49%, compared to 57% in Q2. There was a slight reduction of 3% in the number of people rating the service as poor.

3.3 For quarters 3 and 4 the Council have received 131 complaints, 114 Stage 1 complaints and 17 Stage 2 complaints.

42% of the total complaints received during quarters 3 and 4 were recorded as valid.

50% of the total complaints were against 'services not being delivered' or 'delivered at a lower standard', with Council receiving the most complaints over the first two quarter periods of this year.

3.4 Local Government Ombudsman complaints continue to be managed by the Democratic Services Team. 7 Ombudsman complaints were received during the last 2 quarters of this year with the following breakdown of outcomes throughout 2014/2015:

- 3 x "not upheld - no maladministration"
- 1 x on going at end of Q4 but closed in Q1 2015/16
- 7 x closed after initial investigation – no further action
- 1 x premature

## **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 historically was held in a number of service areas, and highlighting any themes or issues of concern. This method of reporting has now been in place for a year and the Corporate Policy Officer and Performance Officers have undertaken a review of its success.

4.2 The Corporate Policy Officer held responsibility for introducing and embedding a more effective Corporate Complaints Management Process. The figures suggest that the new approach continues to capture true figures in terms of complaints information. The focus of the Corporate Policy Officer moving forwards is to ensure the complaints process captures and can report on areas of improvement and lessons learnt.

4.3 Following a review it is clear that the current Customer Insight reporting mechanism is not supporting areas of improvement and lessons learnt. The improved

Customer Insight Report will be more in depth as to the reasons of satisfaction and dissatisfaction with the Council and its services.

## **5.0 Consultation**

No specific consultation has taken place on the Customer Insight Report itself. However, Heads of Service feedback was included within the review of Customer Insight Reporting which included the following feedback:

- Only the service areas with the highest amount of complaints gets included within the report
- Information is difficult to interpret
- Report is addressed to the wrong audience and Service Managers should be included

## **6.0 Alternative Options and Reasons for Rejection**

5.1 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.

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### **Legal Implications**

7.2 There are no legal implications associated with this report.

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## **8.0 Decision Information**

**Key Decision – No**

**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 Three
2	CDC Customer Insight Report – Quarter Four
Background Papers	
<ul style="list-style-type: none"><li>• None</li></ul>	
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