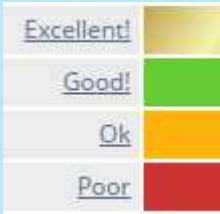
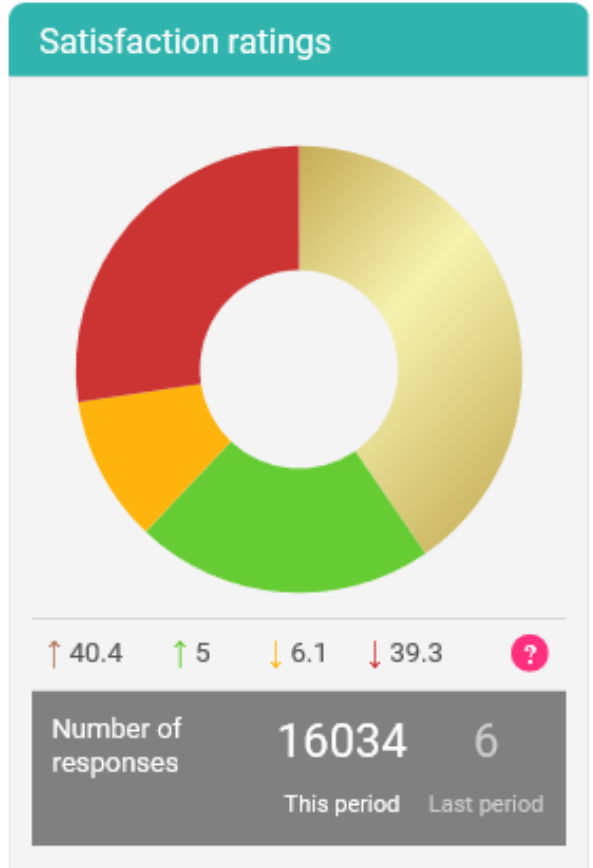


Appendix 2: feedback surveys

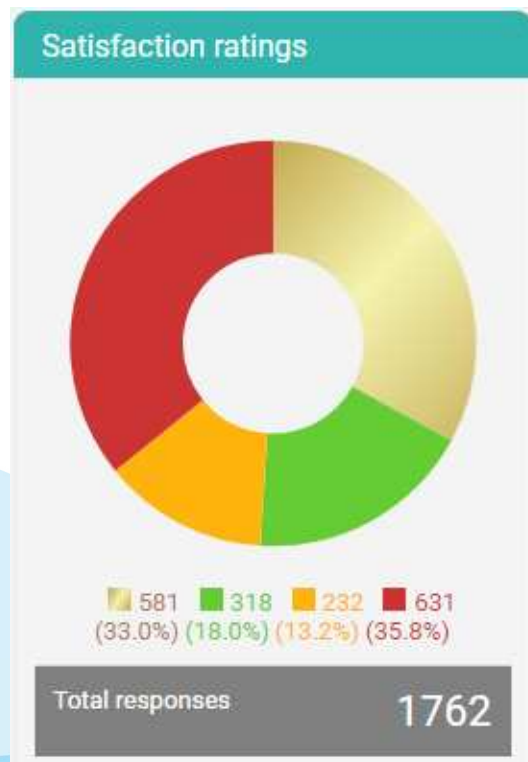
1.0 Feedback on digital channels: email and feedback

We have received a total of **16,034 responses** for our digital channels since the start of the pilot in August 2017 and a total of **3,441 comments** have been left providing feedback that teams can act upon.



1.1 Webpage feedback and response rate

- In March 2018, Customer Thermometer Surveys were on a total of 88 webpages.
- In June 2019, Customer Thermometer Surveys were on a total of 549 webpages. These webpages cover Communities, Economy, and Transport, Children’s Services and Adult Social Care.
- There is a total of 2,968 webpages on the East Sussex County Council website.
- In Q4 of 2018/19, 1,762 individual piece of feedback were provided from our customers. This compares to 1,328 for Q4 in 2017/18. This represents an increase of 33%.
- In Q4 of 17/18 the customer satisfaction rate was 60% and by Q4 18/19 it had increased to 64%.
- Satisfaction ratings for Q4 2018/19 can be seen below:



Excellent!	
Good!	
Ok	
Poor	



1.2 Examples of recent improvements made from webpage feedback

Team / where	Reason for change	Date changes made	Changes made	Difference in feedback
Blue Badges (ASC) webpages	Multiple comments left detailing issues with the Blue Badges webpages. Customers were not happy with the confusing information given.	January 2019	Additional information added to webpages. Information that customers had asked for was also included.	The satisfaction rating across Blue Badge increased but then decreased again.. This has been fed back to the ASC Web Team.
Parking (CET) webpages	Multiple comments have been left on the Parking permit webpages which express dissatisfaction about information being unclear. There were also concerns around the permit application process being difficult to access and issues with the uploading of documents.	February 2019	Removed PDFs and replaced them with web content. This meant increasing the web content but it provided customers with easily accessible information.	Since this change, customer satisfaction has increased by 12%. Any negative comments continue to be provided to Parking web authors for their information .
Registration (CET) webpages	In January 2019 there were a number of broken links on the Registration webpages. This was due to Registration services creating their own website that sat outside of the East Sussex County Council main website. As a result some links became broken.	February 2019	The broken links were fixed and removed where necessary.	There have been no comments left about broken links since the changes were made.
Bexhill Hastings Link Road (CET) – BHLR webpages	Multiple red clicks on these pages. Customers found the pages long and couldn't access information they wanted.	March 2019	It was discovered that a large amount of data on the BHLR webpages was old and no longer needed. As a result a piece of work was undertaken to clean up this section of the website.	Since this change, we have not received any comments highlighting the information is out of date or misleading for customers.

1.3 Webpage feedback – next improvements

From the results for 2018/19, two significant areas that have been identified where further improvements can be made.

Blue Badge webpages

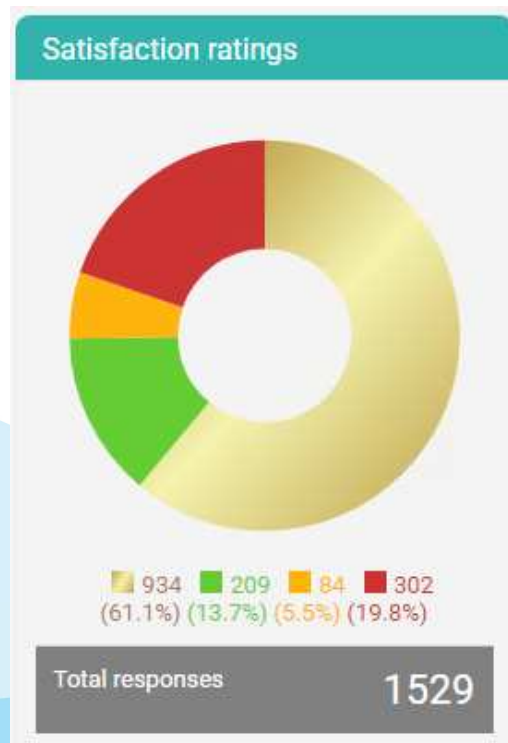
- ASC have been working to improve the Blue Badge webpages which consistently receive negative feedback.
- Small, quick amendments were made in January 2019. The satisfaction rate rose initially and then dropped again and currently the Blue Badge red clicks are sitting consistently at 49% (customers choosing poor).
- We can see from the comments that customers are dissatisfied with the information telephone line advertised to the public. Some comments include:
 - “The number to call 01323 464244 is on a continuous loop! I have spent a number of weeks trying to speak to someone about a stolen Blue Badge and to arrange a replacement without any success.”
 - “someone needs to man the disability blue badge line”
- There is no resource to staff the Blue Badge Information line five days a week.
- Having discussed with the ASC Information and Guidance Team we are aware of a pilot of a chatbot on the Blue Badge pages to answer customer questions. If this proves successful, the team could work towards removing the Blue Badge information telephone line following the necessary provisions being put in place to mitigate any concerns on accessibility.

‘Contact Us Online’ webpages

- Since the Contact Us Online webpage was re-formatted at start of February 2019, the customer satisfaction has dropped significantly to 27% (excellent, good or ok). The previous version of this page was our highest rated rate webpage at 100% (excellent, good or ok) from April 2018 to end of January 2019. Digital Services have investigated alternative options of how to provide this information, for example other Council contact us pages have been investigated, and improvements will be made shortly to improve customer satisfaction.

1.4 Email feedback and response rate

- In March 2018, 10 teams across Communities, Economy and Transport (CET) and Children’s Services (CS) were using Customer Thermometer for email feedback.
- In June 2019, 20 teams across CET and CS were using the Customer Thermometer for email feedback.
- The Health and Social Care Connect Team in Adult Social Care (ASC) were approached about being involved in the pilot but declined. This was due to their email communication being largely related to informing clients that their case is being progressed and passed to the relevant team.
- In Q4, 18/19, the customer satisfaction rating was 80%, down from 88% in Q4 of 17/18.
- Comments with ‘Poor’ ratings often relate to the decision being made rather than the customer service received.
- Comments also include compliments about staff, congratulating them on their good customer service.
- Satisfaction ratings for Q4, 2018/19:



Excellent!	
Good!	
Ok	
Poor	

1.5 Feedback from teams and team managers regarding the pilot

Interest from staff and managers in using Customer Thermometer has increased since the beginning of the pilot. As the tool is used more, managers began to see the benefit of having such a tool that can provide insight into our website and email correspondence. Reluctance to join Customer Thermometer usually centres around the following concerns:

- Dissatisfaction is difficult to act upon as people are usually unhappy about the response given rather than the service provided. This is more appropriate for email feedback rather than webpage feedback.
- A large amount of follow up work would be created as a result of the feedback. In reality, this has not happened, and where it has happened the work needed is justified and has proven that work has needed to be done to provide information to customers.
- Customers may use it as a reporting tool for incidents and safeguarding concerns. We have been trialling Customer Thermometer with Adult Social Care and have included with the landing page of the survey, a short paragraph asking that customers call Health and Social Care Connect if they have concerns for someone's welfare. A similar message is in operation with Children's SPOA team. Since the teams began trialling the Customer Thermometer on their webpages over a year ago, there has only been one safeguarding concern which was highlighted as soon as it arrived in the reporting dashboard.

The feedback has been extremely useful for teams and has provided 'real-time' comments to alert teams to:

- Broken links which can be fixed immediately
- A lengthy customer journey due to a missing link that a customer was able to point out.
- Areas for possible development where the customer wanted additional information
- Customers alerting us to difficulties accessing content on devices. This allows us to test and ensure it is working

2.0 Telephone survey feedback

- A total of seven teams took part in the telephone pilot: Customer Services Team, Parking, Libraries, and Highways, within CET. Admissions and Transport and Customer Relations in CSD and Health and Social Care Connect in ASC.
- At the end of the telephone call, the customer was asked by the call handler whether they would like to take part in a short telephone survey. If the customer agreed, they were put on hold whilst the member of staff enters a telephone number and a code (identifying which service the caller has used) to put the customer through to the survey.
- The customer is asked a total of five questions. Each question answered is logged onto the system. If customers do not finish the questionnaire, the questions they do answer are still logged and reported on. The customer is also able to leave a verbatim comment if they would like.
- There were 1,734 telephone surveys in total and the pilot ran from September 2018 to May 2019.
- 93% of customers who completed the survey indicated that they were satisfied with the service they had received during their telephone call.

2.1 Telephone survey feedback results

Services	Total number of calls taken for 2018/19	Number of surveys answered	Overall satisfaction	Time taken to respond	Helpfulness and politeness of staff	Fully understood your needs	Quality of information and advice given
Customer Services (CET)	606	25	92%	80%	93%	94%	91%
Parking (CET)	32,678	70	91%	87%	95%	95%	92%
NSL Parking (CET)	Unknown	32	96%	80%	99%	100%	100%
Highways (CET)	45,374	444	91%	83%	94%	94%	90%
Libraries (CET)	37,976	414	93%	82%	94%	93%	93%
Admissions and Transport (CS)	20,603	81	97%	96%	97%	97%	96%
Customer Relations (CS)	5,647	61	91%	75%	94%	93%	90%
Health and Social Care Connect (ASC)	56,938	607	95%	86%	95%	95%	94%

3.0 Face to face survey feedback results

- Face to face survey devices were placed in high traffic entrance areas in five buildings across the County: Eastbourne and Hastings Libraries, and St. Mary’s House, Ocean House and County Hall reception areas.
- The customer is asked five questions in the survey, although there was no facility to leave a comment.
- There were 2,014 responses in total and the pilot ran from September 2018 to May 2019.
- The library sites received the most feedback with the reception areas receiving the least.
- The data was consistent over the nine months that they were used.
- 76% of customers who completed the survey indicated they were satisfied with the customer service they had received during their visit to the council site that day.

Services	Total number of surveys answered	Our service overall	Advisors understanding of your query	How knowledgeable was our advisor	Helpfulness and politeness of staff	Best customer service
County Hall	144	86%	74%	74%	77%	76%
St Mary’s	107	84%	80%	83%	85%	83%
Ocean House	351	48%	40%	40%	45%	42%
Eastbourne Library	798	84%	75%	77%	79%	76%
Hastings Library	614	78%	70%	67%	72%	70%