

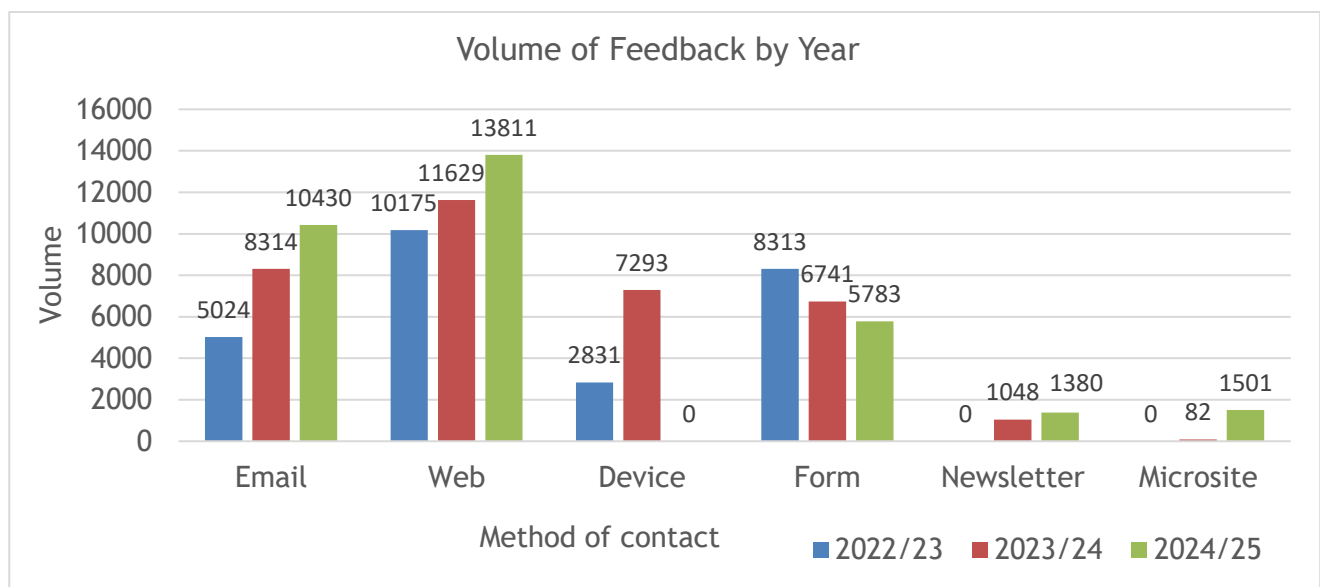
Appendix 2 Key customer feedback developments in 2024/25

1.0 Customer Feedback in 2024/25

1.1 In 2024/25 we collected feedback from customers using the following methods of contact: ESCC website, online forms, email correspondence, e-newsletters, in-house microsites and feedback devices. The collection of feedback assists in monitoring customer satisfaction across the Council and provides valuable insight to inform service improvements.

1.2 The following graph shows the totals for the methods of contact for the last three years. Please note that in 2024/25 there was an error occurring for the feedback devices and the results are currently not accurate. We are unable to use the results at this time and so the graph below for 2024/25 currently shows at zero until the error is corrected.

Graph 1 - Volume of customer feedback over the last three years

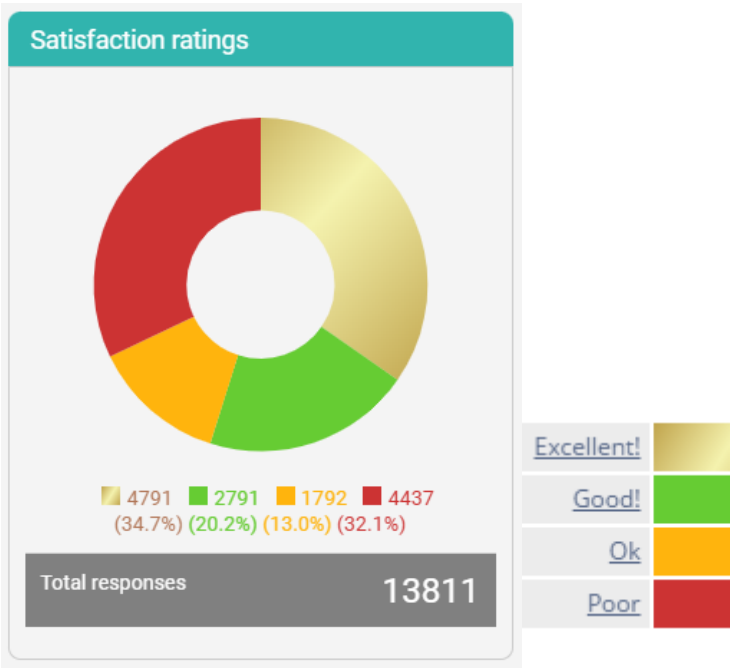


2.0 Website feedback 2024/25

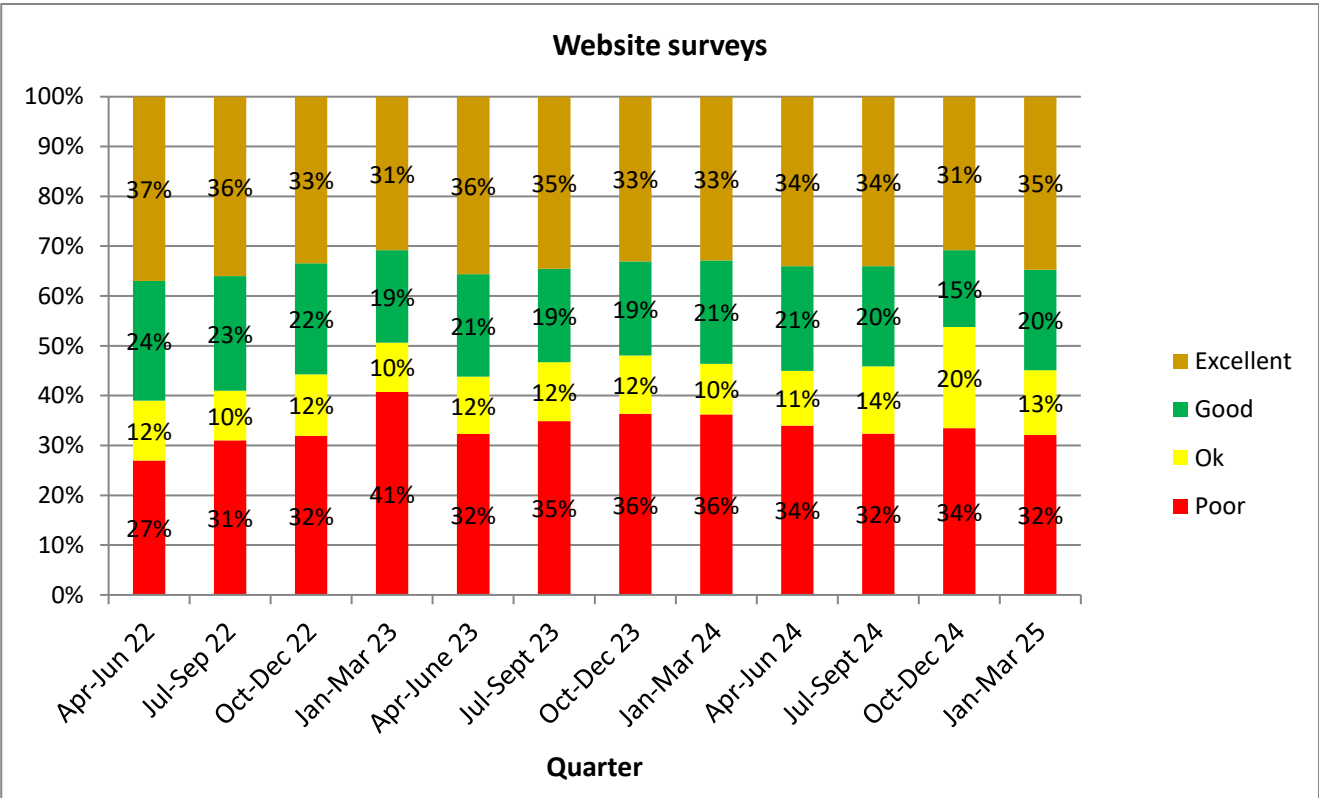
2.1 Key takeaways:

- We received almost 14,000 website feedback surveys in 2024/25.
- Feedback surveys are available on about a quarter of our corporate website content.
- Overall satisfaction with the website is 68% which is very consistent with previous years.

Graph 2 - Customer satisfaction ratings: Website, 2024/25



Graph 3 - Website satisfaction ratings: three-year comparison

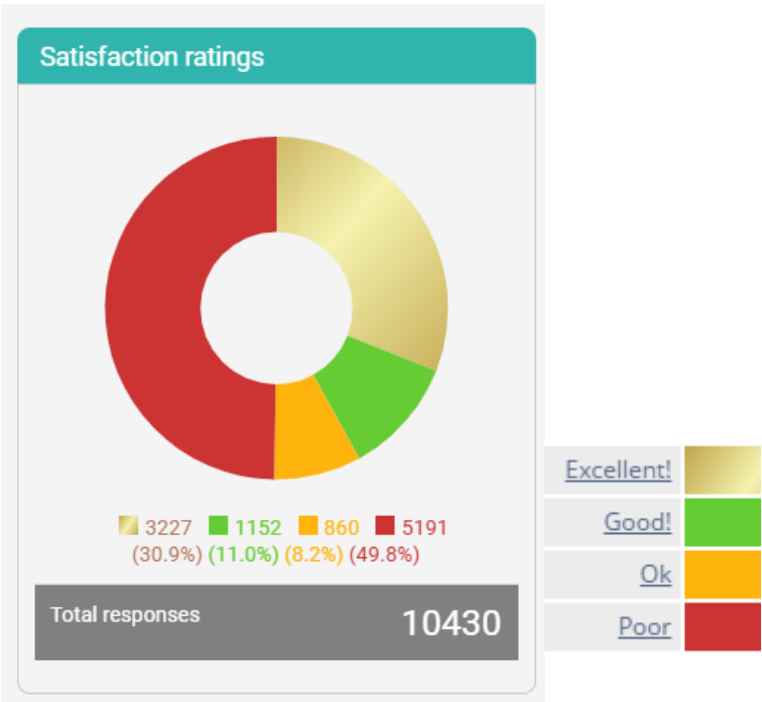


3.0 Email feedback 2024/25

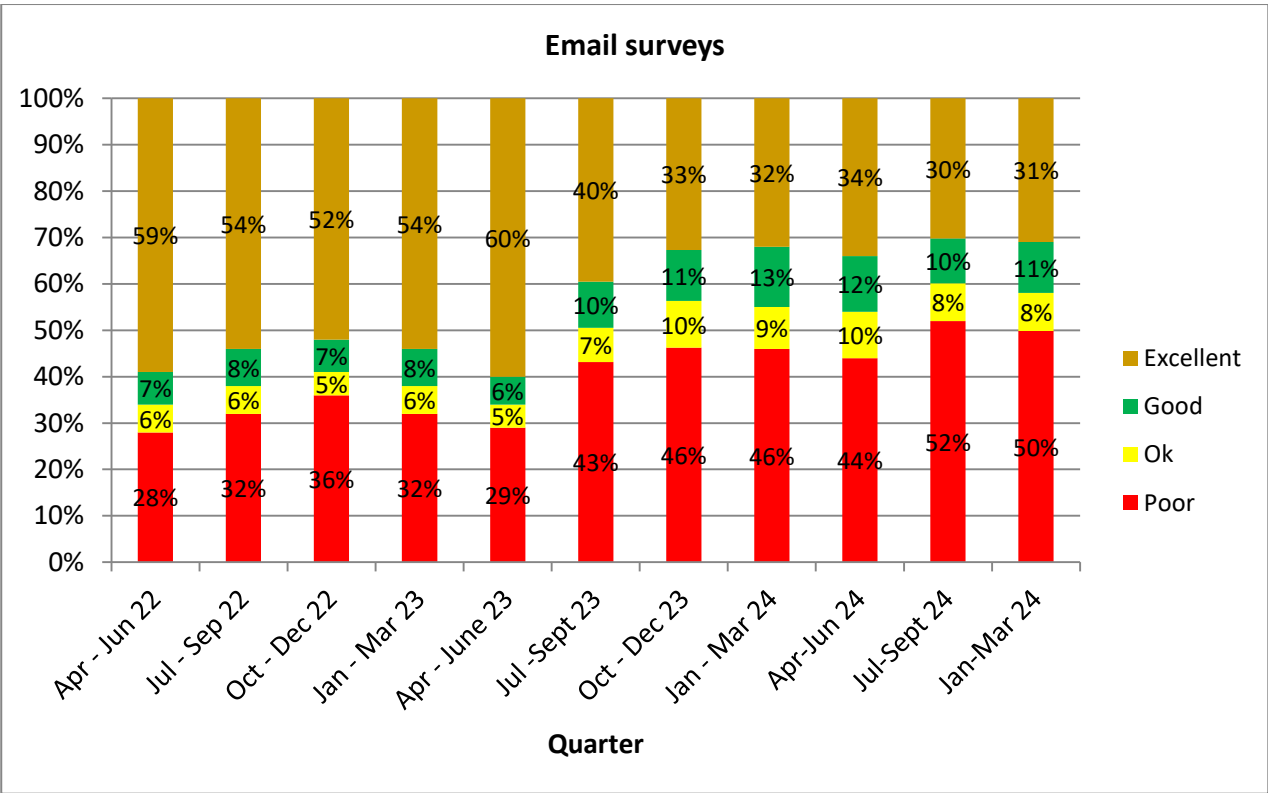
3.1 Key takeaways:

- We received over 10,000 email feedback surveys in 2024/25.
- 19 teams are using the email feedback surveys.
- Overall customer satisfaction rating for emails was 50% which continues to be low.

Graph 4 - Customer satisfaction ratings: Email, 2024/25



Graph 5 - Email satisfaction ratings: three-year comparison

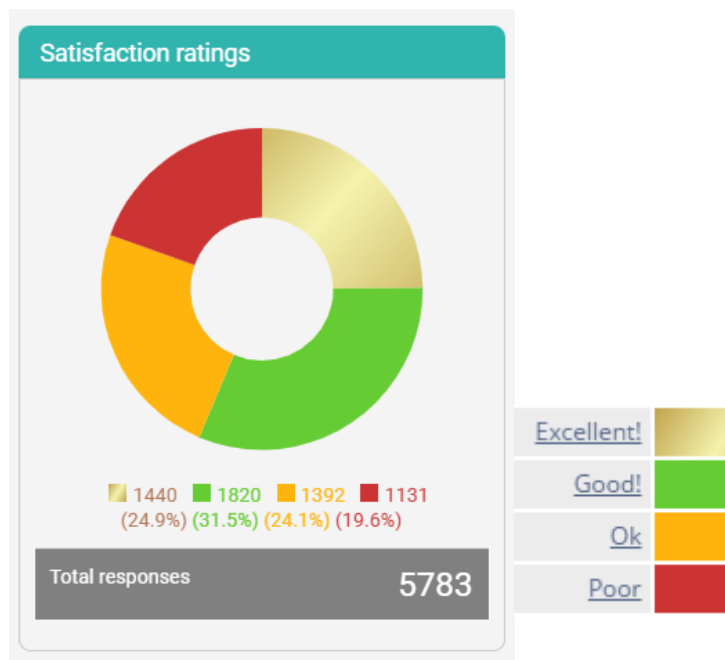


4.0 Form feedback 2024/25

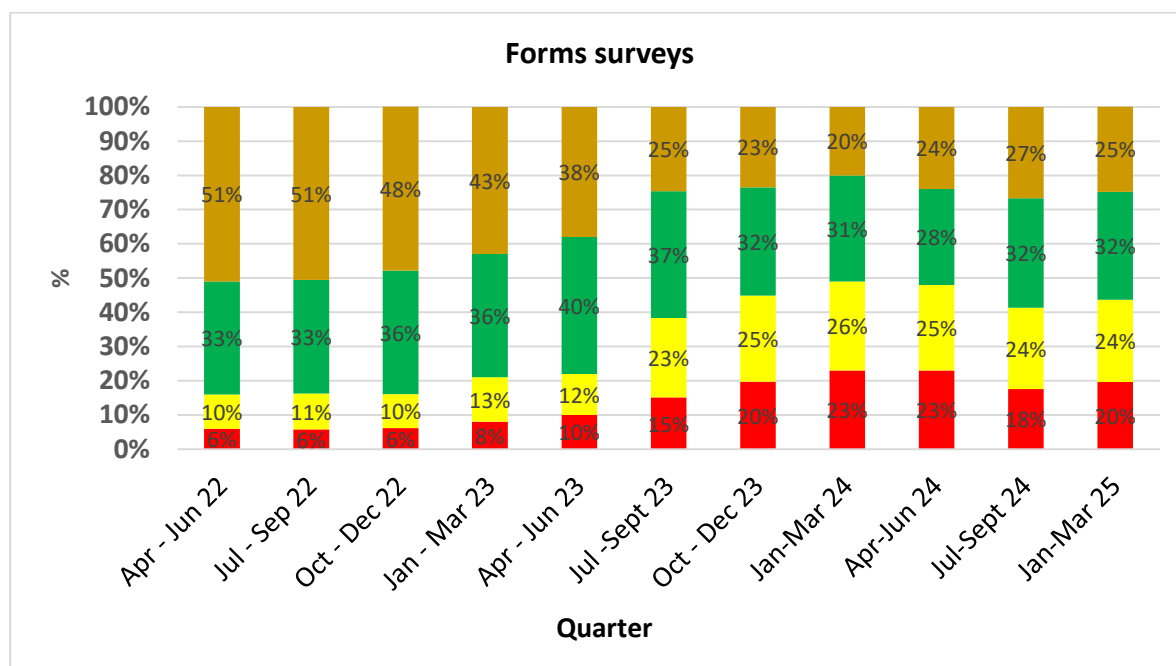
- We received almost 6,000 feedback surveys via forms in 2024/25.

- There are 22 teams using the form feedback surveys.
- The satisfaction rating is high at 80%.

Graph 6 - Customer satisfaction ratings - Forms, 2024/25



Graph 7 - Form satisfaction ratings: three-year comparison

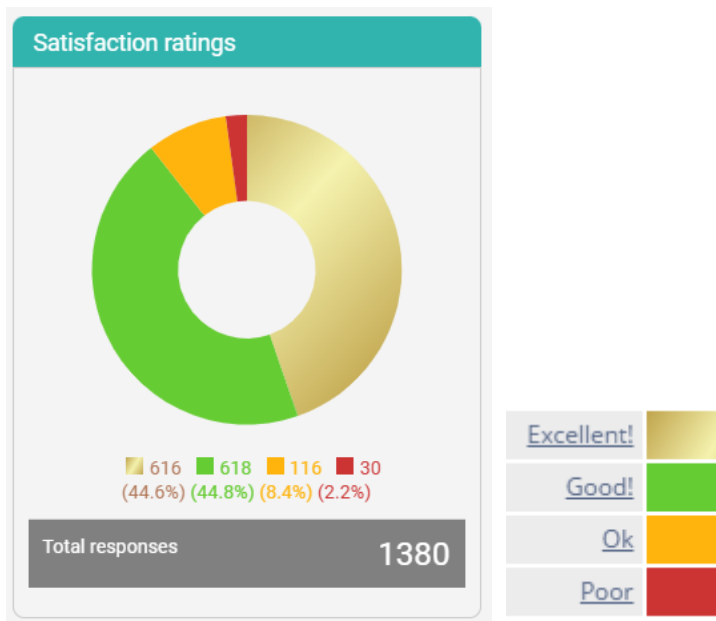


5.0 Newsletter Feedback 2024/25

5.1 There are two newsletters which gather feedback:

- These are for Library and Information Services and Health and Social Care.
- Both receive extremely high satisfaction rating at 98%.

Graph 8 - Customer satisfaction ratings - newsletters, 2024/25

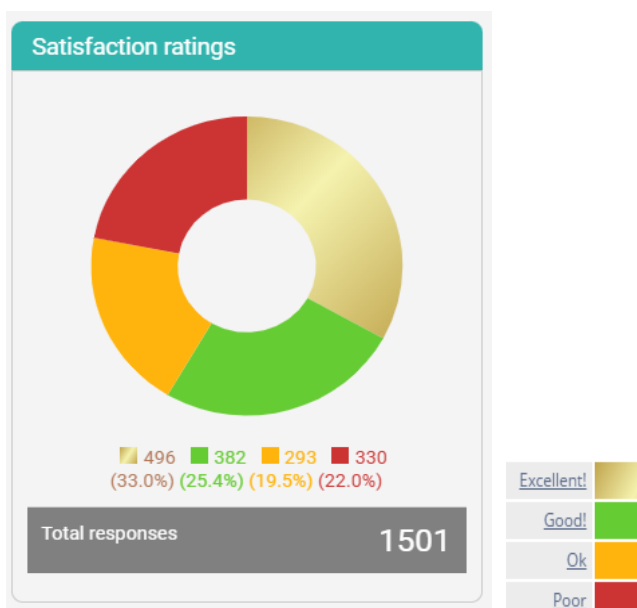


6.0 Microsite Feedback 2024/25

6.1 This is a new area of gathering feedback:

- There are currently four microsites using the surveys.
- There has been a significant increase in feedback received as this channel.
- In 2023/24 there were 82 feedback surveys, and in 2024/25 there were 1,500 survey responses received.
- There has been high satisfaction on the microsites at 78% which is similar to the ESCC website (68%).
- Having feedback surveys on the microsites helps to monitor consistency across the multiple websites for ESCC.

Graph 9 - Customer satisfaction ratings - Microsites, 2024/25



7.0 Feedback devices 2024/25

7.1 Feedback devices have been installed at the libraries in Battle, Crowborough, Hailsham, Hampden Park, Heathfield, Lewes, Newhaven, Peacehaven, Rye, Seaford and Uckfield this year bringing the total number of in-person feedback devices to 15 (14 in libraries and 1 at County Hall, Lewes).

7.2 Unfortunately there is an error occurring the feedback devices surveys results are currently not accurate. We are unable to use the results at this time. The error will be investigated and gathering feedback surveys will resume in future.

8.0 Customer satisfaction ratings by method for 2022/23, 2023/24 and 2024/25

8.1 The following graph shows the satisfaction ratings by method for the last three years (where they were collected). Please note that in 2024/25 there was an error occurring for the feedback devices surveys and the results are currently not accurate so results for feedback devices have not been included at this time.

Graph 10 - Customer satisfaction ratings by method for 2022/23, 2023/24 and 2024/25

