

Equalities Monitoring – Services

Appendix D – Customer Services

Annual Report - 2013-14



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1. Introduction

Customer Services is the first point of contact for the public with the Council and includes reception, telephony services and email. The service deals with around 80% of enquiries to the Council including general enquiries from the public for information and services requests about a range of services, including waste and recycling, landscaping and trees, highways and licensing.

The purpose of equalities monitoring is to ensure the Council is providing a fair and equitable service to all residents.

Although Customer Services provides access to the Council across a number of channels- face to face, website, email, the predominant service use is still by telephone, therefore, Customer Services have surveyed customers phoning the Council's main telephone number of 352000.

To ensure the service is fair and equitable within Customer Services, monitoring has been undertaken in terms of:

- Access to the service
- Satisfaction with the service
- Performance

It has been analysed by the following equality groups:

- Sex
- Age
- Race
- Disability
- Religion/Belief
- Sexual Orientation

The data below has been taken from:

- Customer Satisfaction Survey 2013/14 of telephone callers. The data covers the period commencing 1 April 2013 to 31 March 2014 inclusive.

2. Access to the service

Access to the service is open to all members of the public via calling in to reception, telephone calls and email.

Not all users of the Council's services will have English as their first language. However, staff make every effort to meet the needs of individuals if there is difficulty in communicating with a non-English speaking customer, the 'Language and Interpretation system' (LIPS) may be used. There may also be occasions when an interpreter or translator is required.

Bracknell Forest Council has a number of volunteer members of staff who speak other languages and also has accounts with several companies if needed to provide translation services.

There are also access support arrangements for people who are deaf to aid communication, for example, induction loops, the BT Typetalk service or British Sign Language Interpreters.

People who can experience difficulty with accessing text information include people with learning difficulties, partially sighted people and, of course, blind people. Bracknell Forest Council provides all the information in large print, in Braille and on audiotape when requested.

To continue to provide excellent customer service a regular review of the changing needs of the community is needed to ensure fair and appropriate access to services, tailored to meet the individual needs of the borough's residents and diverse communities.

3. Satisfaction

The information on satisfaction below has been taken from Customer Services telephone satisfaction survey responses in 2013/14 for the period 1 April 2013 to 31 March 2014 inclusive. The total number of calls received was c130,000 and a total of 1026 forms were sent out to customers who had contacted the Council by telephone during the period 1st April 2013 and 31 March 2014. A total of 73 customers (7.1%) responded. The data from this survey has been analysed to see if there is any difference in satisfaction rates in terms of the person's sex, age, race, disability, religion/belief, sexual orientation.

Age

There were 66 people who responded to the survey who included their age, (7 did not state their age). From the results of the survey the table below shows the satisfaction results by age from the people who responded.

Table 1: Satisfaction by Age

| Age Group | Satisfied | Not satisfied | Total |
|--------------|----------------|---------------|-----------|
| <=18 | | | 0 |
| 18-34 | 5(100%) | 0 | 5 |
| 35-49 | 19(95%) | 1(5%) | 20 |
| 50-64 | 21(91%) | 2 (9%) | 23 |
| 65-79 | 14(100%) | 0 | 14 |
| 80+ | 4(100%) | 0 | 4 |
| Not Answered | 7(100%) | 0 | 7 |
| Total | 70(96%) | 3(4%) | 73 |

Comment

The table above shows that generally satisfaction levels by age group are high for all groups. People aged 50 to 64 years had the highest dissatisfaction rate with 9% of this group being dissatisfied, although this equates to a small number of people, ie 2. For those aged 18 to 34 years, 65-79 years and over 80 years satisfaction is shown at 100%, although the numbers responding for these groups is very low.

Sex

The table below shows satisfaction rates for men and women.

Table 2: Satisfaction rates by sex

| Sex | Satisfied | Not Satisfied | Total |
|--------------|------------------|----------------------|--------------|
| Male | 18(90%) | 2(10%) | 20 |
| Female | 44(98%) | 1(2%) | 45 |
| Not Answered | 8(100%) | 0 | 8 |
| Total | 70 (96%) | 3(4%) | 73 |

Comment

Women seem to be slightly more satisfied than men, although for both sexes the satisfaction rates are good, 90% for men and 98% for women.

Disability

The table below shows the satisfaction rates in terms of whether the customer has a disability.

Table 3: Satisfaction rates by disability

| Disability? | Satisfied | Not Satisfied | Total |
|--------------------|------------------|----------------------|--------------|
| Yes | 16 (100%) | 0 | 16 |
| No | 44 (94%) | 3(6%) | 47 |
| Not answered | 10(100%) | 0 | 10 |
| Total | 70(96%) | 3(4%) | 73 |

Comment

16 respondents advised that they had a disability. All of these customers were satisfied with the service they had received (100%). The satisfaction rates for customers without a disability were also high at 94%.

Race

The table below shows the satisfaction rates in terms of the customers' race.

Table 4: Satisfaction rates by race

| Race | Satisfied | Not Satisfied | Total |
|--|------------------|----------------------|--------------|
| White (<i>including White Irish and White Other</i>) | 60(97%) | 2(3%) | 62 |
| Black & Minority Ethnic groups | 2 (100%) | 0 | 2 |
| Not Answered | 8(89%) | 1(11%) | 9 |
| Total | 70 (96%) | 3(4%) | 73 |

Comment

The table above shows no significant difference to satisfaction rates in terms of the person's race. All respondents from Black & Minority Ethnic (BME) groups were satisfied with the service they had received, although the sample size was very small with only 2 respondents.

Religion/Belief

The table below shows the satisfaction rates in terms of the customers' religion/belief.

Table 5: Satisfaction rates by religion/belief

| Religion/Belief | Satisfied | Not satisfied | Total |
|-----------------|----------------|---------------|-----------|
| None | 11(100%) | 0 | 11 |
| Christian | 41(95%) | 2(5%) | 43 |
| Buddhist | 1(100%) | 0 | 1 |
| Hindu | 1(100%) | 0 | 1 |
| Muslim | 0 | 0 | 0 |
| Sikh | 0 | 0 | 0 |
| Jewish | 0 | 0 | 0 |
| Other | 4(100%) | 0 | 4 |
| Not Answered | 12(92%) | 1(8%) | 13 |
| Total | 70(96%) | 3(4%) | 73 |

Comment

The table above shows the majority of customer's answering this question are Christian, with 95% satisfied with the service they had received.

11 respondents advised that they had no religion/belief and a further 12 respondents did not answer the question

Whilst the sample size of other religions/beliefs is small, 100% of these groups were satisfied.

Sexual Orientation

The table below shows the satisfaction rates in terms of the customers' sexual orientation.

Table 6: Satisfaction rates by sexual orientation

| Sexual Orientation | Satisfied | Not satisfied | Total |
|-----------------------|----------------|---------------|-----------|
| Heterosexual/Straight | 54(95%) | 3(5%) | 57 |
| Gay Man | 1(100%) | 0 | 1 |
| Lesbian/Gay Women | 0 | 0 | 0 |
| Bisexual | 0 | 0 | 0 |
| Prefer not to say | 1(100%) | 0 | 1 |
| Not Answered | 14(100%) | 0 | 14 |
| Total | 70(96%) | 3(4%) | 73 |

Comment

The table above shows that the majority of customers' answering this question are heterosexual/straight, with 95% of this group satisfied with the service they had received.

1 customer advised that they were a gay man, 1 customer preferred 'not to say' and 14 did not answer the question; however, all customers in these groups were 100% satisfied with the service they had received.

4. Conclusion

In conclusion, whilst sample size is low for this survey, overall satisfaction is high and there are no significant differences relating to the various equalities groups.

From 2014/15 the satisfaction survey will not only include a sample of those customers who have contacted the Council by telephone but will be extended to other communication channels used by customers, ie, visiting the Council's Time Square reception in person, emailing and using the web. The survey will also be available on line with a sample of customers who have had contact with the Council each month receiving the survey via email. It is hoped that this will result in a greater number of responses which should provide more useful data for equalities analysis.