

# Equalities Monitoring – Services

## Appendix D – Customer Services

**Annual Report - 2014-15**



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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.

Customer Services provides access to the Council across a number of channels- face to face, website, email, and telephone.

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 2014/15. The data covers the period commencing 1 April 2014 to 31 March 2015 inclusive. An email link is sent to a random sample of customers who have interacted with the Customer Services through the channels mentioned above.

## 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 satisfaction survey responses in 2014/15 for the period 1 April 2014 to 31 March 2015 inclusive. A total of 1743 forms were sent out to customers who had contacted the Council through Customer Services during the period 1<sup>st</sup> April 2014 and 31 March 2015. A total of 209 customers (12%) 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 202 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	21(100%)	0	21
35-49	46(92%)	4(8%)	50
50-64	65(94%)	2 (6%)	69
65-79	55(95%)	3(5%)	58
80+	4(100%)	0	4
Not Answered	6(86%)	1(14%)	7
<b>Total</b>	<b>197(94%)</b>	<b>12(6%)</b>	<b>209</b>

#### Comment

The table above shows that generally satisfaction levels by age group are high for all groups. People aged 35 to 49 years had the highest dissatisfaction rate with 8% of this group being dissatisfied, although this equates to a small number of people, i.e. 4. For those aged 18 to 34 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	80(95%)	4(5%)	84
Female	109(94%)	7(6%)	116
Not Answered	8(89%)	1(11%)	9
<b>Total</b>	<b>197 (94%)</b>	<b>12(6%)</b>	<b>209</b>

## Comment

Men seem to be slightly more satisfied than women, although for both sexes the satisfaction rates are good, 95% for men and 94% 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	37 (95%)	2 (5%)	39
No	151 (95%)	8(5%)	159
Not answered	9(82%)	2 (18%)	11
<b>Total</b>	<b>197(94%)</b>	<b>12(6%)</b>	<b>209</b>

## Comment

39 respondents advised that they had a disability. The majority of these customers were satisfied with the service they had received (95%). The satisfaction rates for customers without a disability were also high at 95%.

## 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	167(94%)	10(6%)	177
Black & Minority Ethnic groups	25 (96%)	1(4%)	26
Not Answered	5(83%)	1(17%)	6
<b>Total</b>	<b>197 (94%)</b>	<b>12(6%)</b>	<b>209</b>

## Comment

The table above shows no significant difference to satisfaction rates in terms of the person's race. The majority of respondents from Black & Minority Ethnic (BME) groups were satisfied with the service they had received and were slightly more satisfied than the White Ethnic group.

## 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	58(95%)	3 (5%)	61
Christian	116(94%)	8(6%)	124
Buddhist	1(100%)	0	1
Hindu	2(100%)	0	2
Muslim	2	0	2
Sikh	1	0	1
Jewish	0	0	0
Other	2(100%)	0	2
Not Answered	15(94%)	1(6%)	16
<b>Total</b>	<b>197(94%)</b>	<b>12(6%)</b>	<b>209</b>

## Comment

The table above shows the majority of customer's answering this question are Christian, with 94% satisfied with the service they had received.

58 respondents advised that they had no religion/belief and a further 15 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	160(94%)	10(6%)	170
Gay Man	3(100%)	0	3
Lesbian/Gay Women	0	0	0
Bisexual	0	0	0
Prefer not to say	21(96%)	1 (4%)	22
Not Answered	13(93%)	1 (7%)	14
<b>Total</b>	<b>197(94%)</b>	<b>12(6%)</b>	<b>209</b>

## **Comment**

The table above shows that the majority of customers' answering this question are heterosexual/straight, with 94% of this group satisfied with the service they had received.

3 customers advised that they were a gay man and were 100% satisfied with the service they had received. 21 customers preferred 'not to say' and 13 did not answer the question; the majority of these customers in these groups were satisfied with the service they had received.

## **4. Conclusion**

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

The 2014/15 survey was made available on-line. There was an increase in the number of respondents in 2014/15 to 209 compared with 73 in 2013/14. In previous years the survey has predominately covered satisfaction with customers contacting the Council via telephone on the main Council number, 01344 352000. Last year the survey was extended to other communication channels used by customers, i.e. visiting the Council's Time Square reception in person, emailing and using the web.

## **5. Recommendations**

Moving forwards, to encourage a larger response, all customer self service forms developed for the web site and which generate email notifications/updates to customers will include the survey link.

The link should also be promoted prominently on the Council's web site to encourage customer feedback.