

# Customer Surveys

## *The Limerick Approach*

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*Customer Services Manager*



# Process..

- ▶ Customers e mail address
- ▶ Closed Cases on SugarCRM
- ▶ Closed;
  - Resolved
  - Closed Unresolved
  - Closed with Commitment



## **Limerick City and County Council Customer Feedback Survey**

Have you got a moment to complete a short survey following your recent experience with Limerick City and County Council?

Please click on the link below to begin the survey.

<https://www.surveymonkey.com/r/QY93DV3>

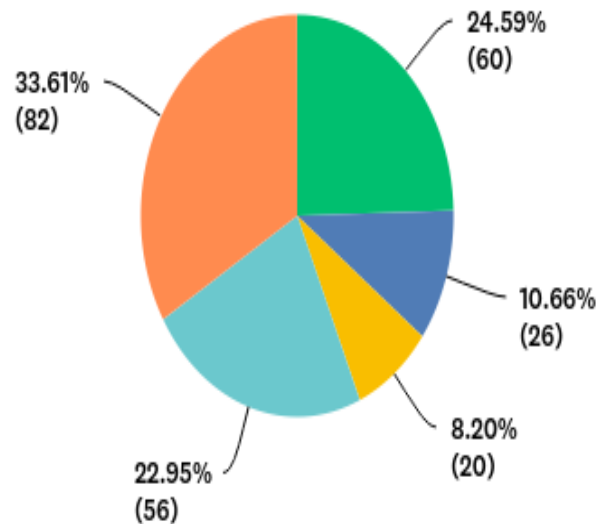
Thank you for your time. We value your feedback which will help us to continuously improve our services.

# Customer Surveys 2017

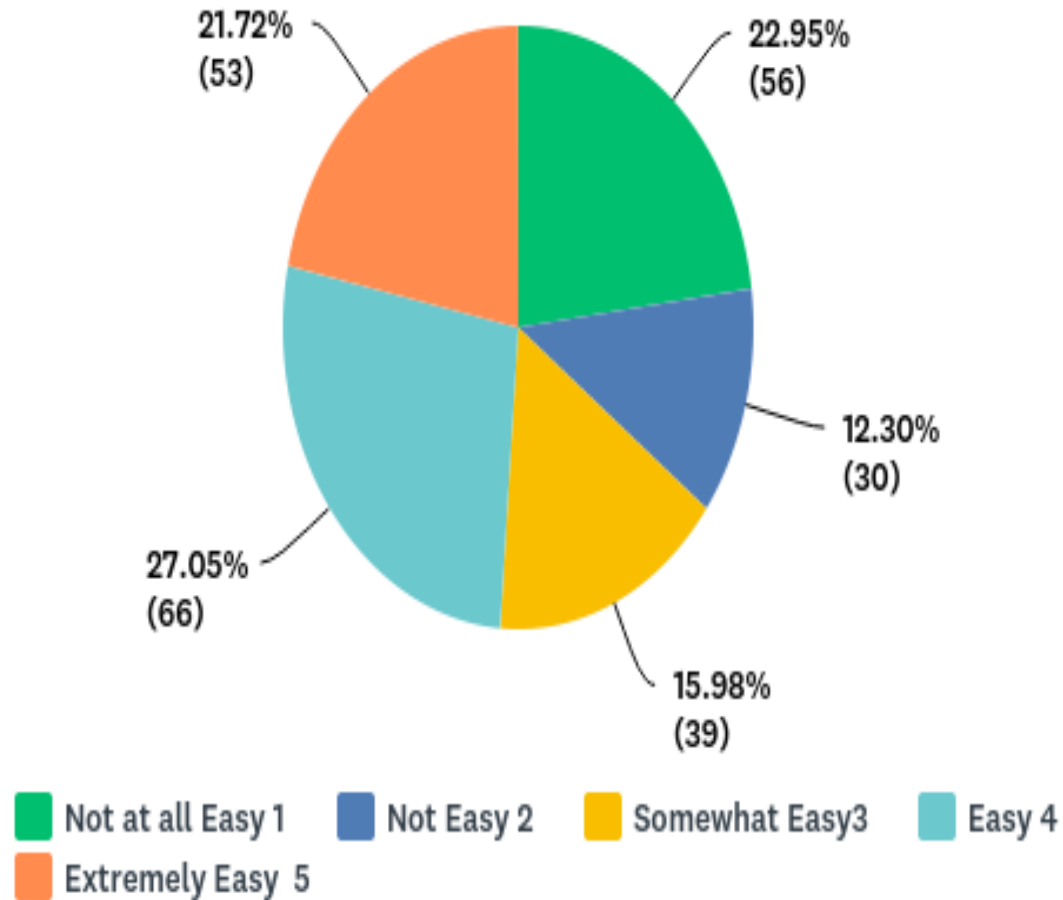
**1,580 issued:  
18% Response Rate**

**(KPI-8%)**

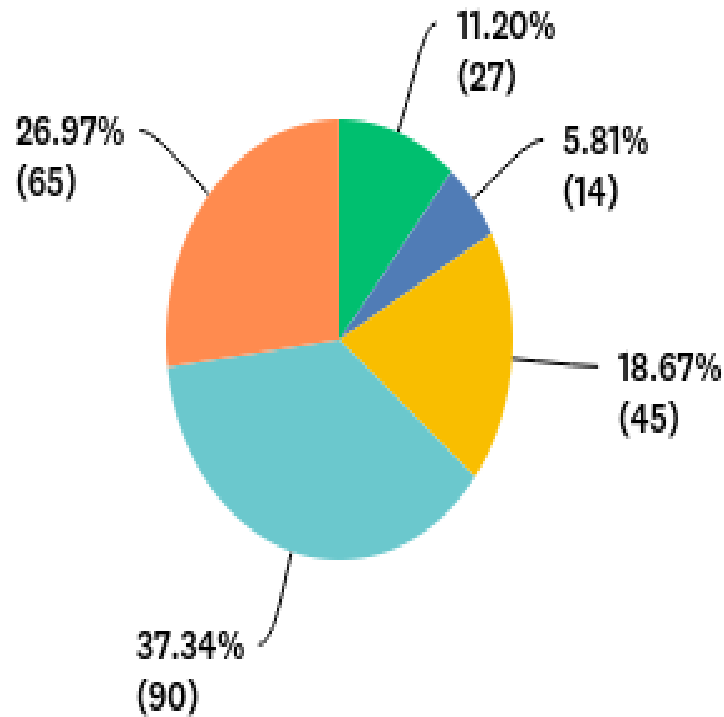
## Q1 Based on your last contact, how satisfied were you with the service you received?



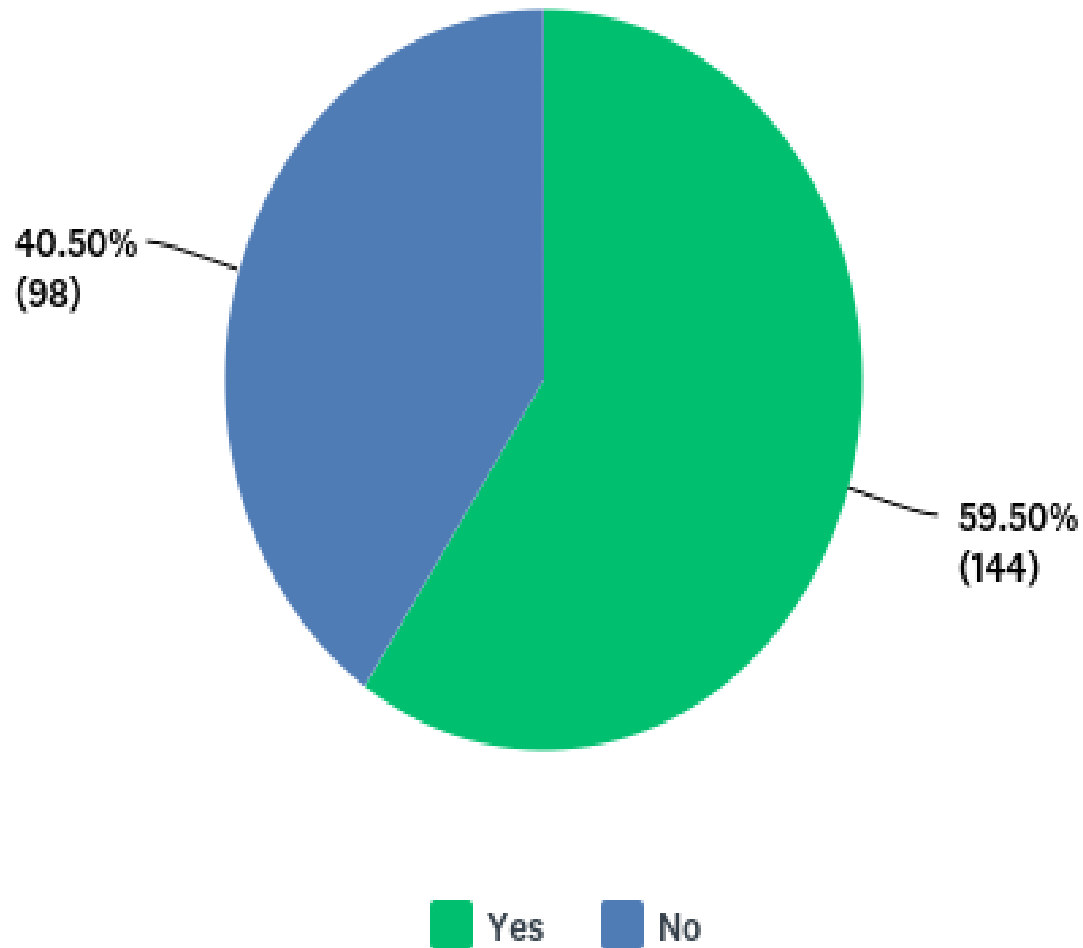
## Q2 How easy was it for you to get the help you wanted?



## Q3 How helpful was our Customer Services Advisor?



# Q4 Did we resolve your issue on this occasion?





Q5 Finally, could you tell us the reasons for your ratings?

Q6 Email address (Optional)



## Q5 Finally, could you tell us the reasons for your ratings?

- It took several e-mails before I got a response. The repairs that were needed on the road were not completed. No response from the road maintenance section to my complaint for failing to complete the work.
- I have rang several times about various issues. They are never solved. As no staff member has the decency to phone back and carry out the tasks they are getting a salary for and is in their remit to do so. Let's get realistic to the situation of what needs to be done, carry out what's required and conclude.

## Q5 Finally, could you tell us the reasons for your ratings?

- Nothing to complain about. I've found council staff to be very helpful
- Wonderful experience of customer service, delivered by competent people in a friendly manner!

# Customer Survey

- Customers were **satisfied with service received;**  
**2016-63%**    **2017-65%**    **2018 to date – 76%**
- Customers found it **easy to get help;**  
**2016-59%**    **2017-65%**    **2018 to date – 73%**
- Customers agree **customer services advisers are helpful;**  
**2016-77%**    **2017- 83%**    **2018 to date – 85%**
- Customers agree that **we solved their issue;**  
**2016-50%**    **2017-60%**    **2018 to date – 67%**



# Lessons Learnt



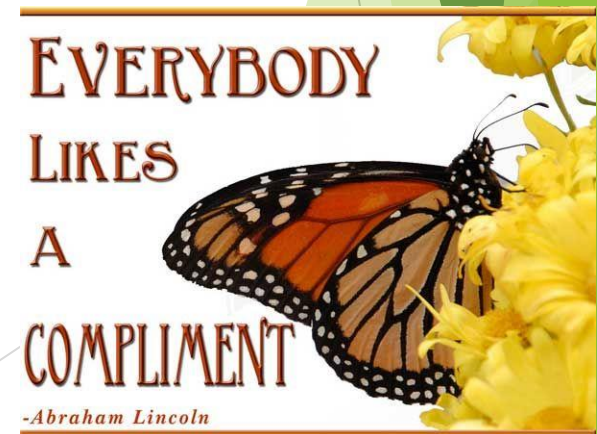
- ▶ Drive Process Improvement
  - email updates
  - online services

# Lessons Learnt...

- ▶ Use as a Reporting tool
  - Management Team
  - Senior Teams/Staff forums
  - Team Meetings
  - Direct to Managers

# Lessons Learnt...

- ▶ Don't forget the 'good stuff'
- ▶ Give positive feedback





**We all need people who will  
give us feedback. That's how  
we improve.**

Bill Gates