



Rochford District Council Customer Satisfaction Survey Analysis

VIVISTA

Issue 01a

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1 INTRODUCTION

This Report contains an analysis of the Rochford District Council (RDC) Customer Satisfaction Survey conducted in February 2005. The study was administered as a web based survey and all Council staff were notified of it via email. The aim of the survey was to assess the quality of Service provided by Vivista based on user perception.

The RDC Customer Satisfaction Survey employed two methods of research: qualitative and quantitative. For the purposes of this Report the “scored” quantitative data will be analysed using graphical illustrations and statistics.

The layout of this Report is as follows:

Section 1 defines the Survey design, method and procedure together with the Customer profile based on the percentage responses received across Departments.

Section 2 presents the results attained for both the Service Desk (off-site Vivista staff based at Sutton), and the On-site Support staff illustrated graphically and compared across the two measured areas of Customer perception; Importance and Performance. This section also summarises the above results for both teams and identifies the categories showing the highest scores with percentage weightings.

Section 3 concludes with the key points and possible future areas of address together with a Statistical Overview

1.1 Method of Analysis

The results in line with the Questionnaire have been divided into three sections:

- Service Desk
- On-site Support Staff
- Other

Pie charts are used to illustrate percentage weightings based on scores attained for each question. The scoring analysis has excluded “Don’t know/N/A” answers as well as “skipped” questions, however, where values for these are significantly high, this has been noted.

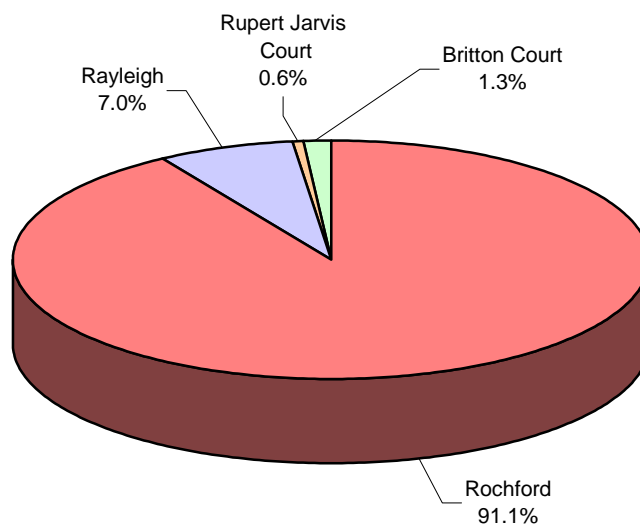
One types of average is used to statistically describe the data:

- The mean which shows the “central” score and is obtained by dividing the sum total of all the scores by the number of respondents

1.2 Customer Profile by Department

Compared to the entire User population estimated at 250, a total of 157 completed questionnaires were submitted. The overall response rate of **63%** is highly significant for a web-based survey, and for this reason the results may be considered fairly representative of the user population. *

The pie chart below illustrates the percentage of responses received by Department. The single largest group of respondents came from Rochford (91%) followed by Rayleigh (7%) and less significantly Britton Court (1.3%) and Rupert Jarvis Court (0.6%). The scale of response to Department is consistent with User numbers and therefore unremarkable.

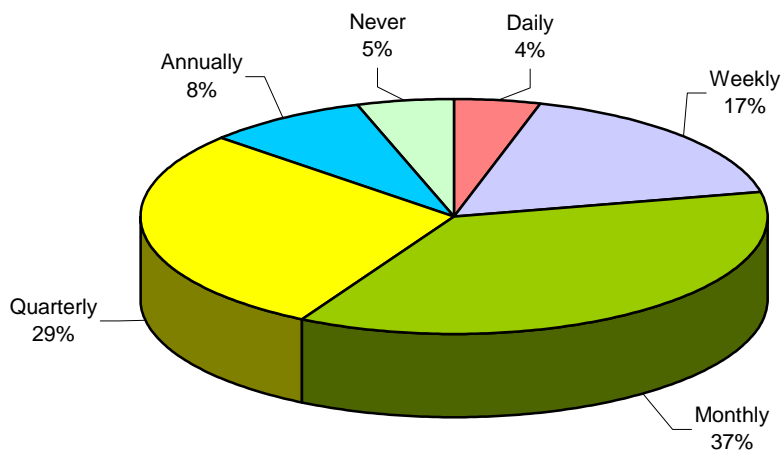


* This figure will vary throughout the Results as some Users skipped questions or opted for "Don't know/NA"

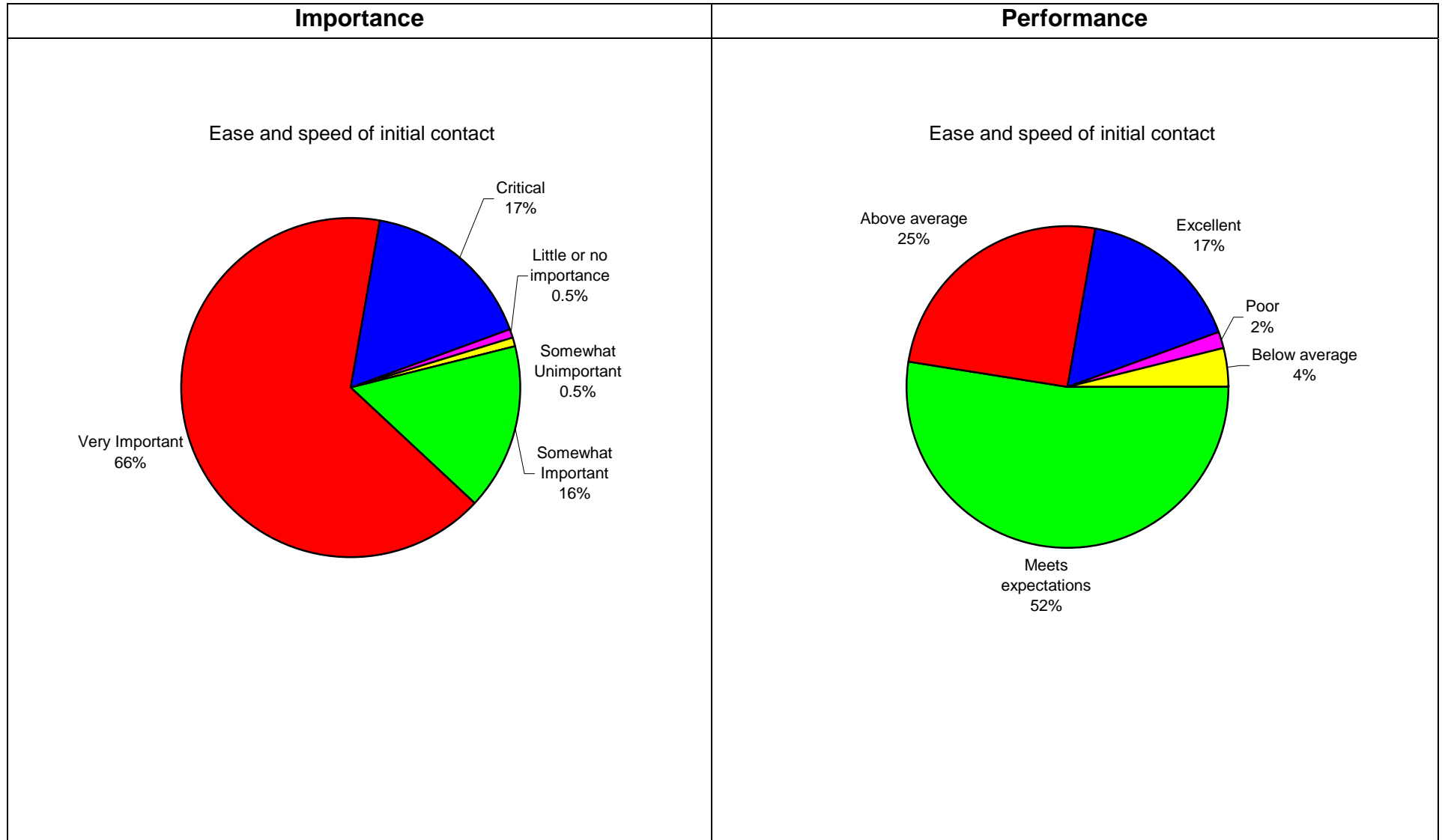
2 RESULTS

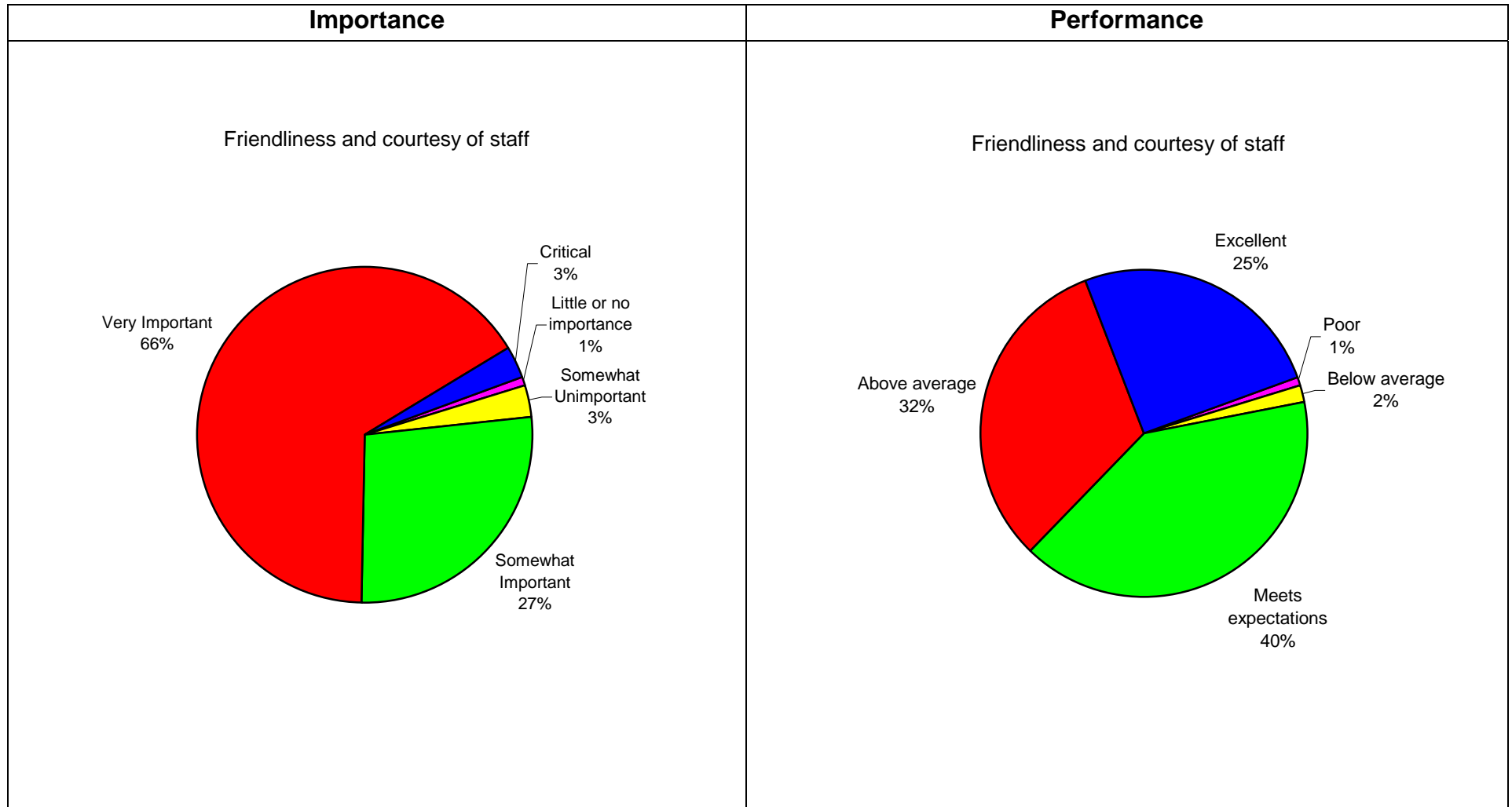
2.1 Service Desk Results

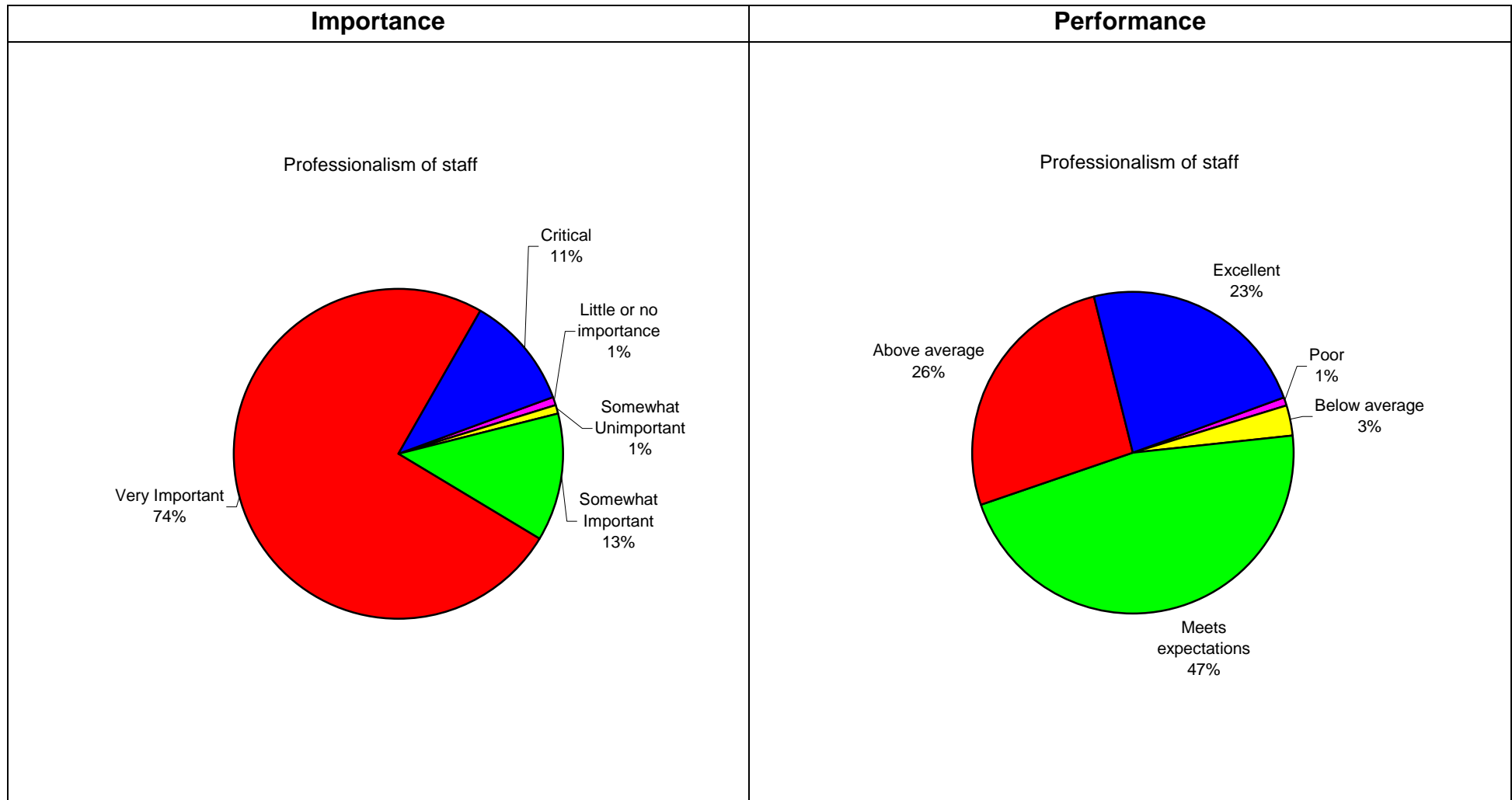
2.1.1 How frequently do you log a call with the Vivista Service Desk?

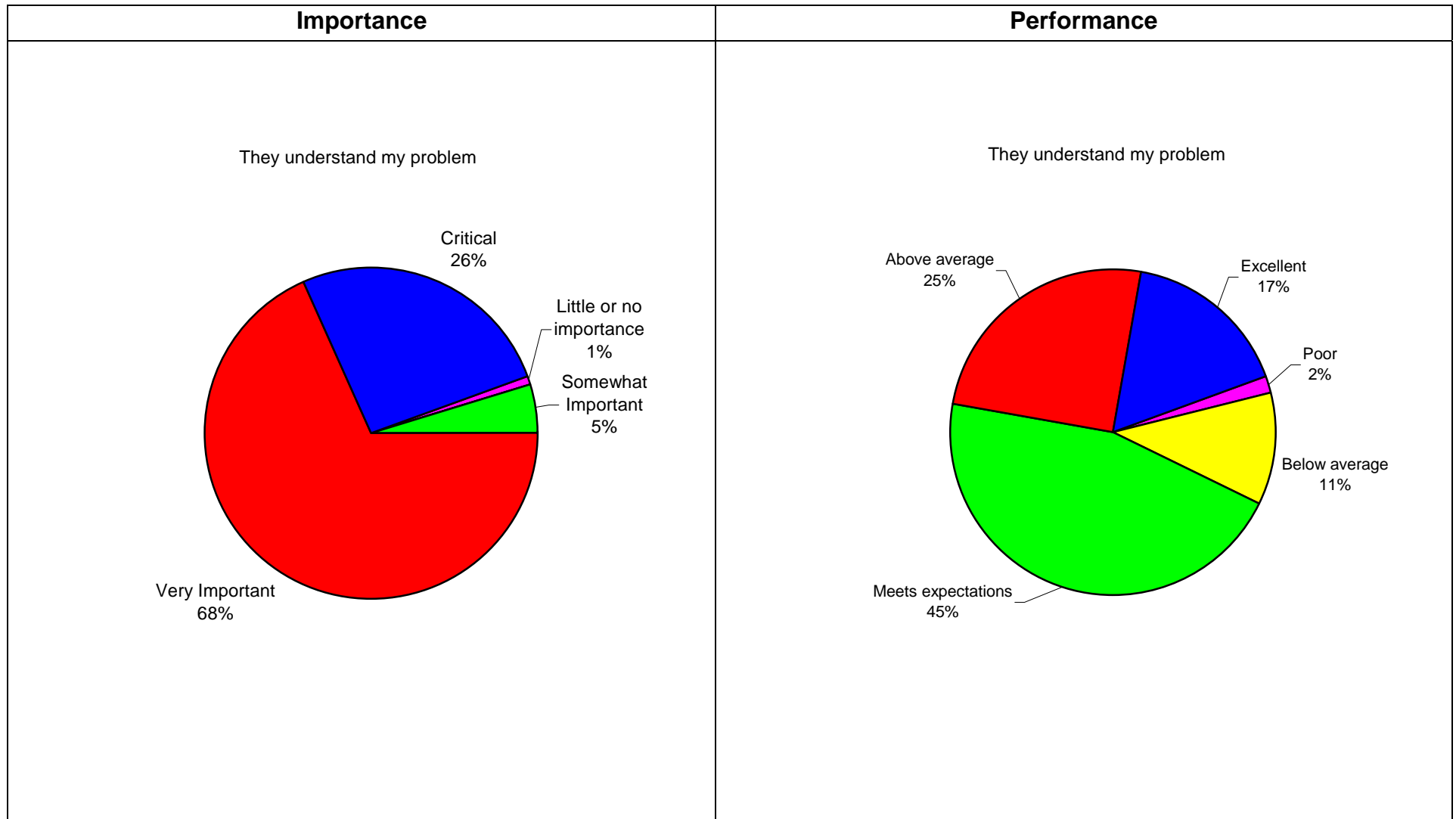


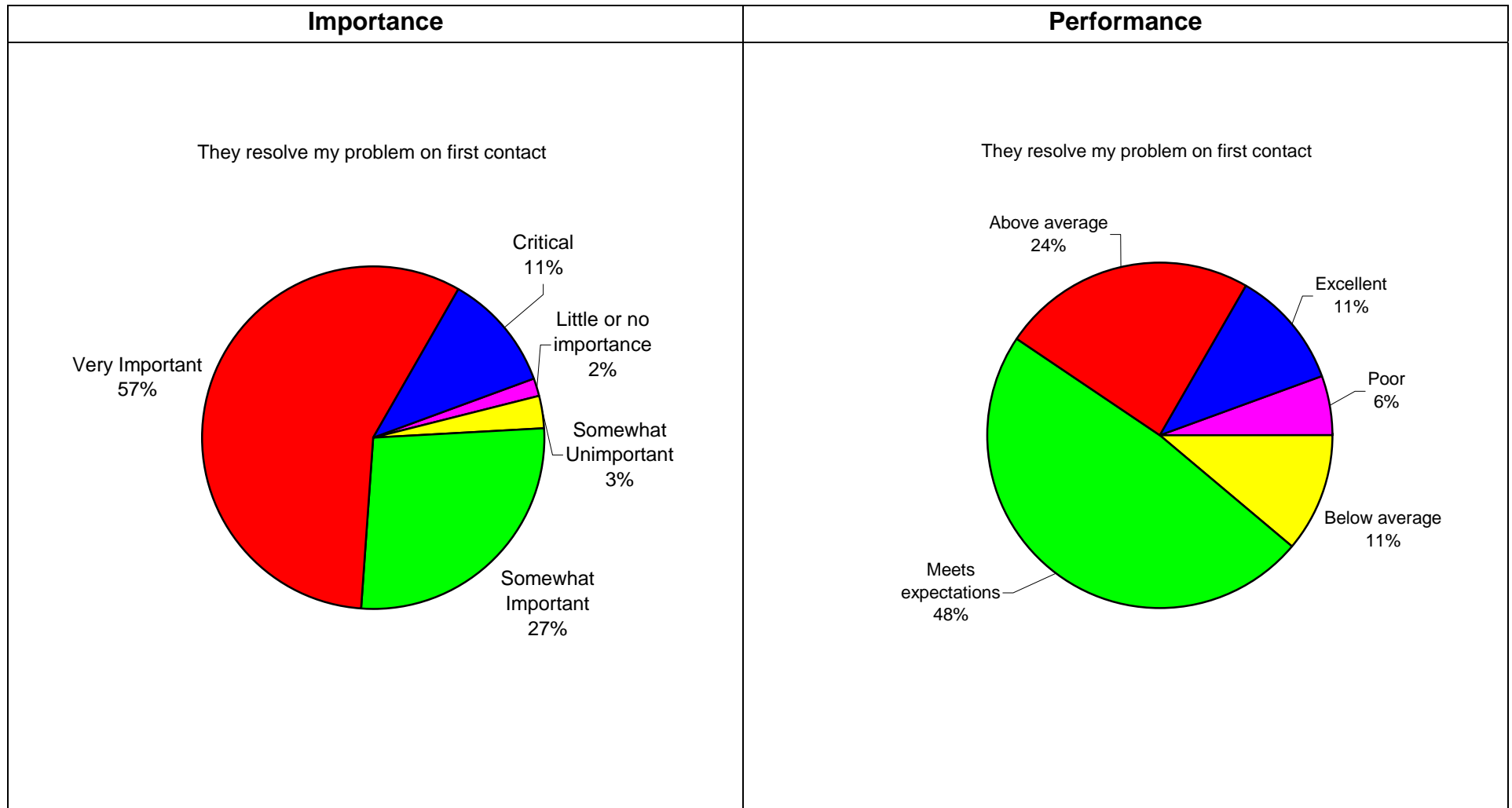
2.1.2 Respondent ratings to IMPORTANCE VS PERFORMANCE in the following key areas

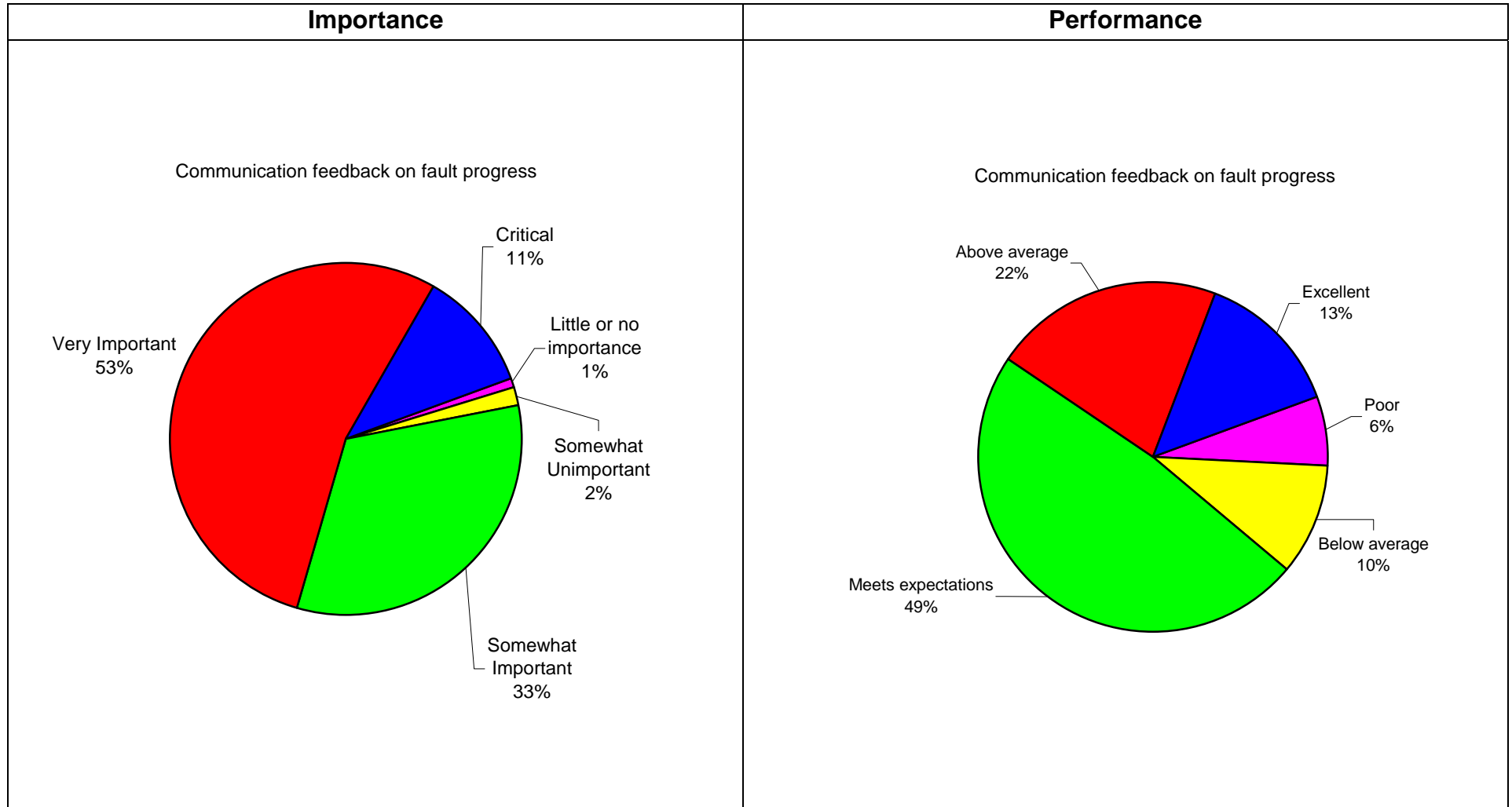


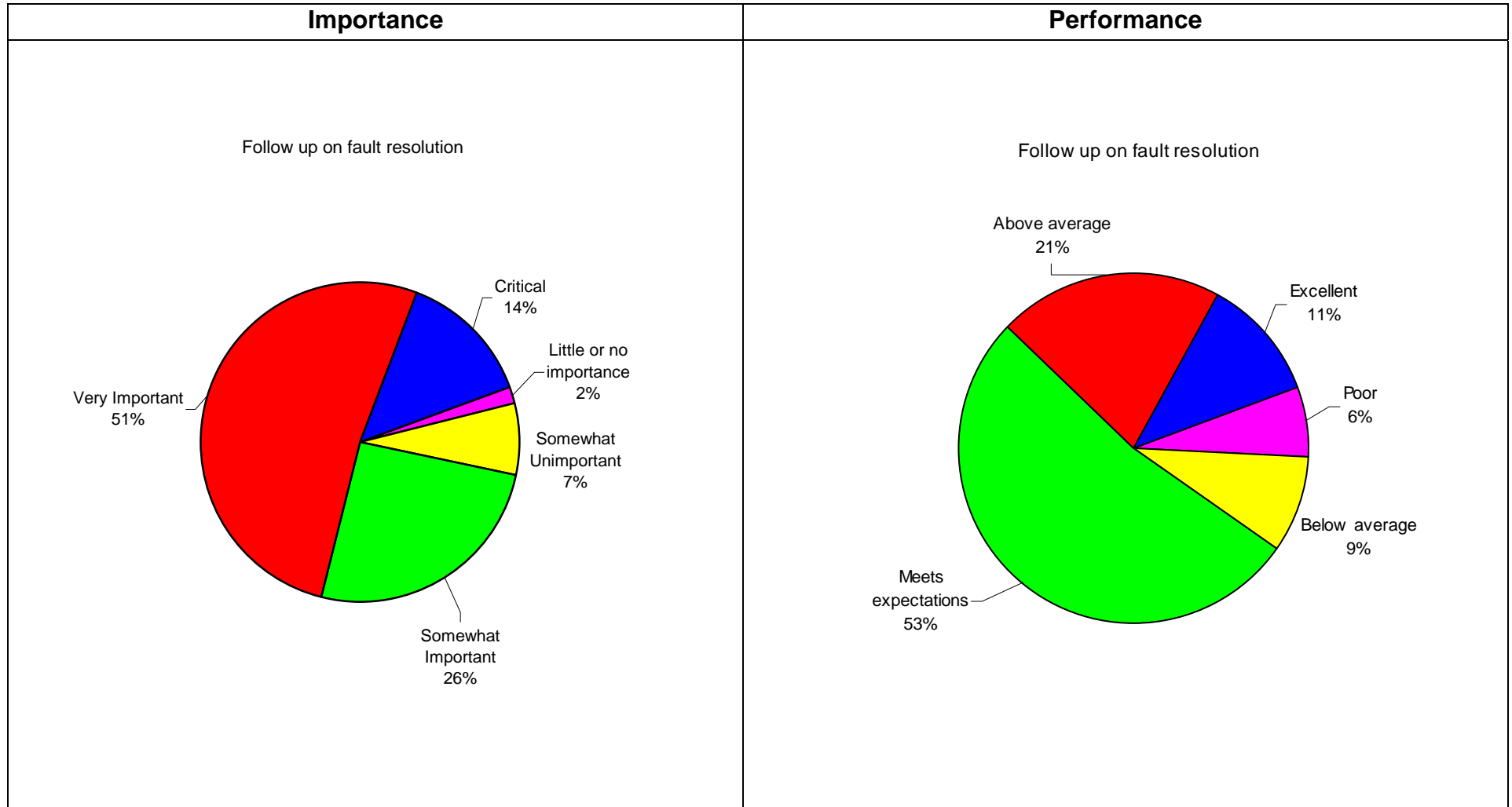




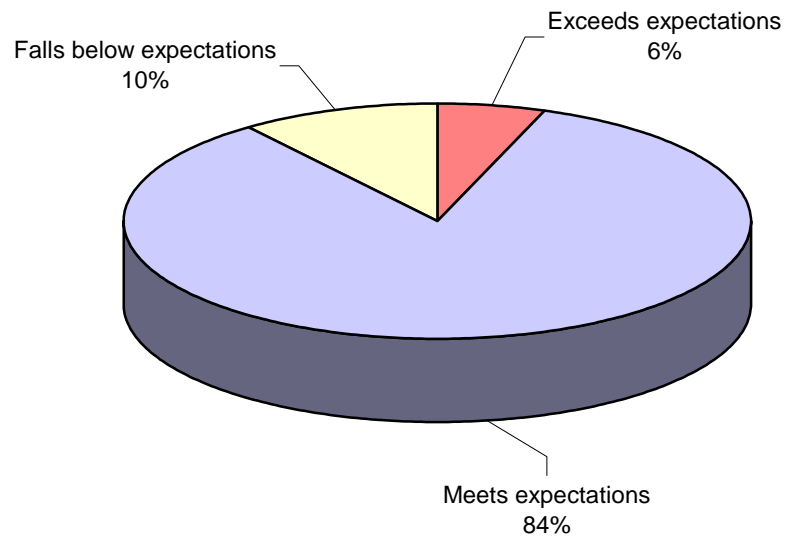






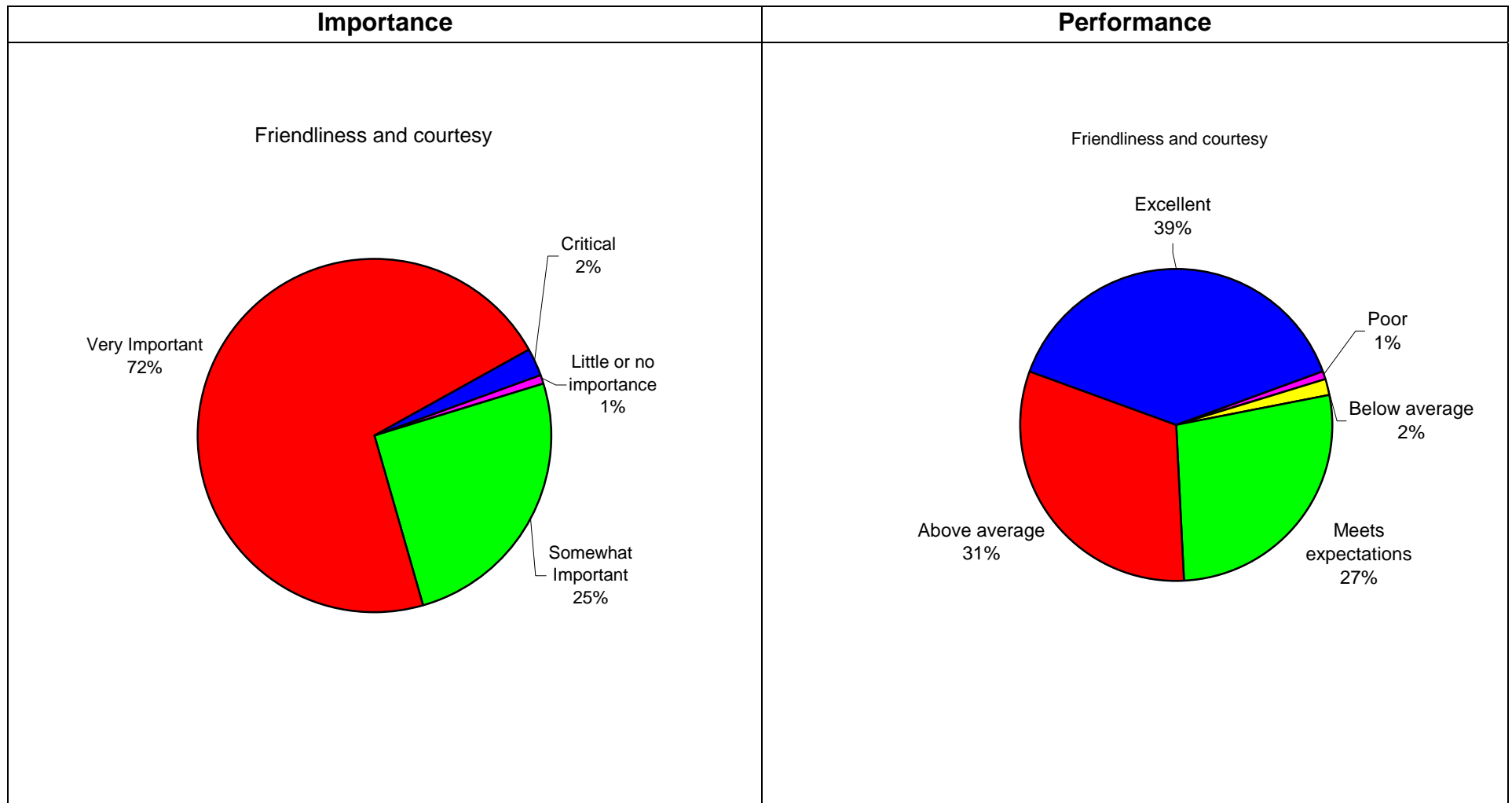


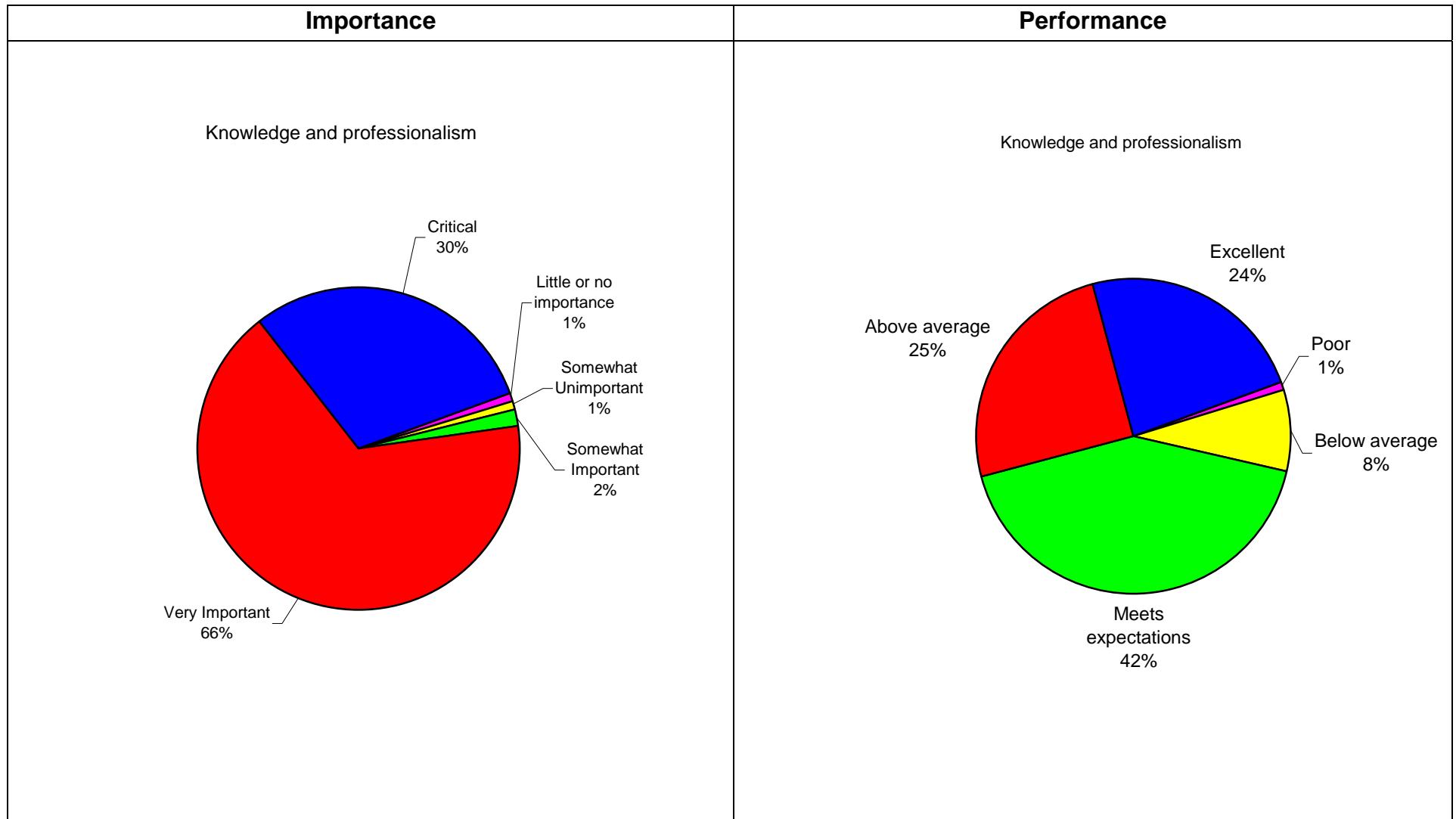
2.1.3 How well does the overall performance of the Service Desk meet Customer expectations?

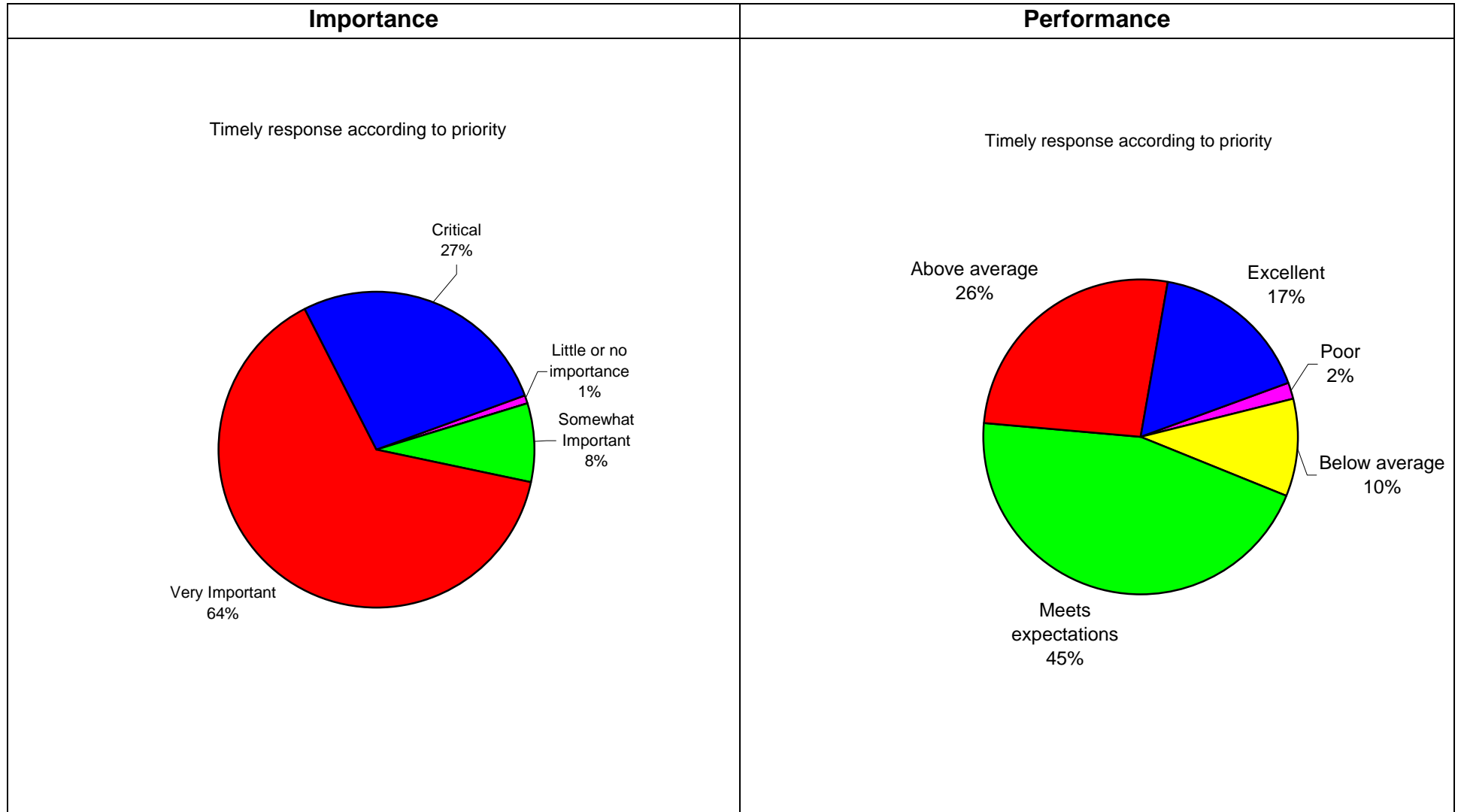


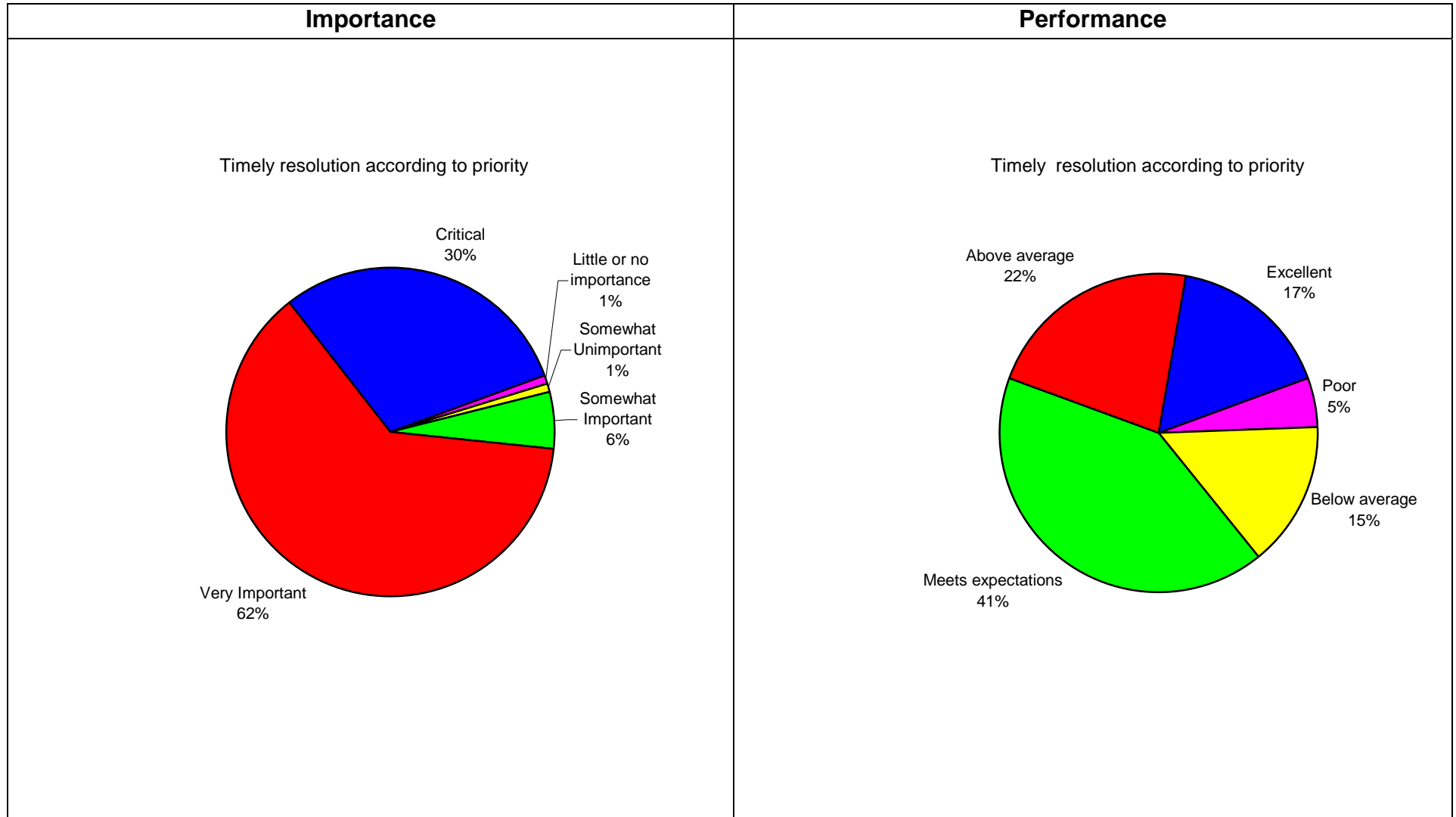
2.2 On-site Support Team Results

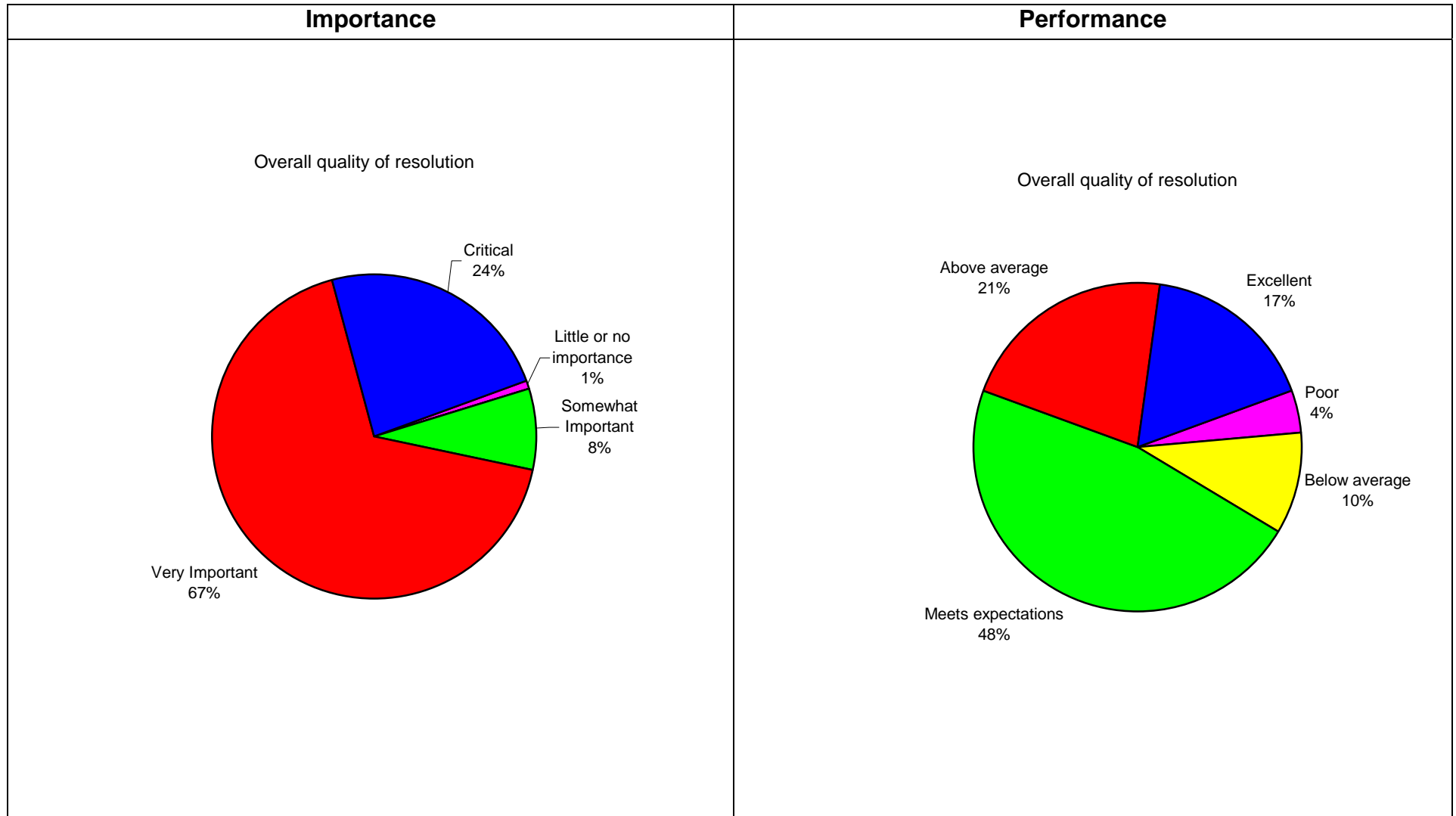
2.2.1 Respondent ratings to IMPORTANCE VS PERFORMANCE in the following key areas

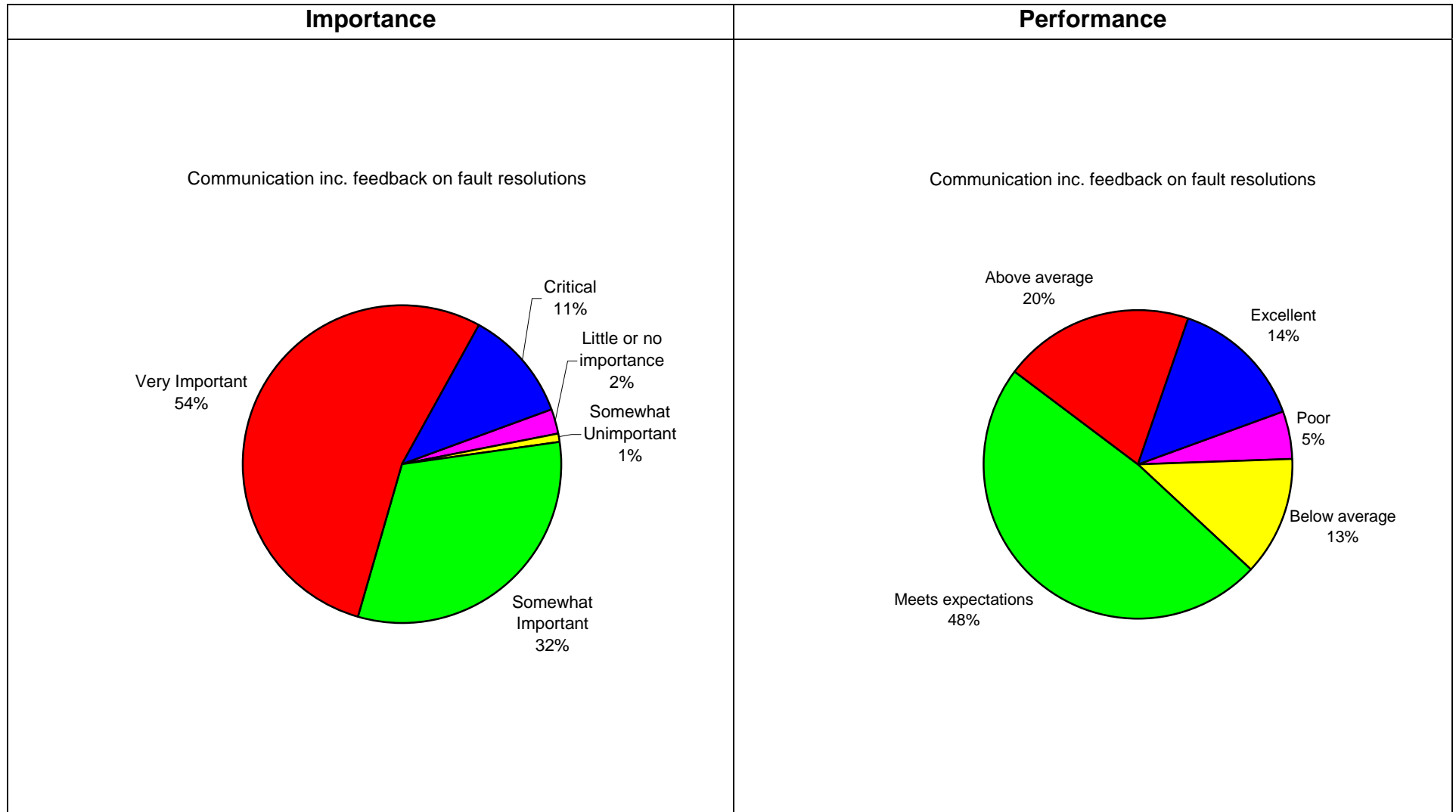






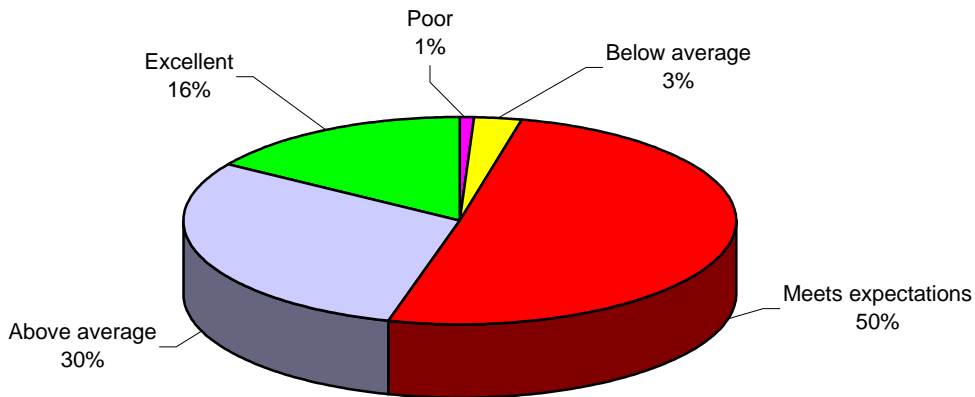




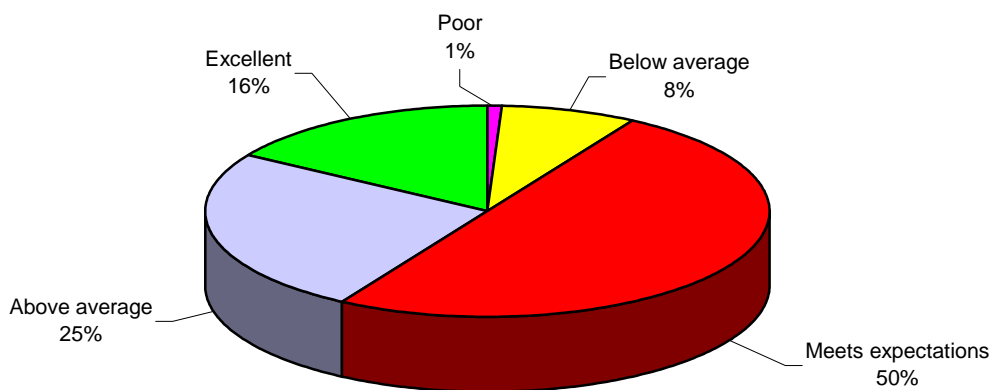


2.2.2 For faults that require attendance by our on-site Support team, please rate their performance over the last year on the following

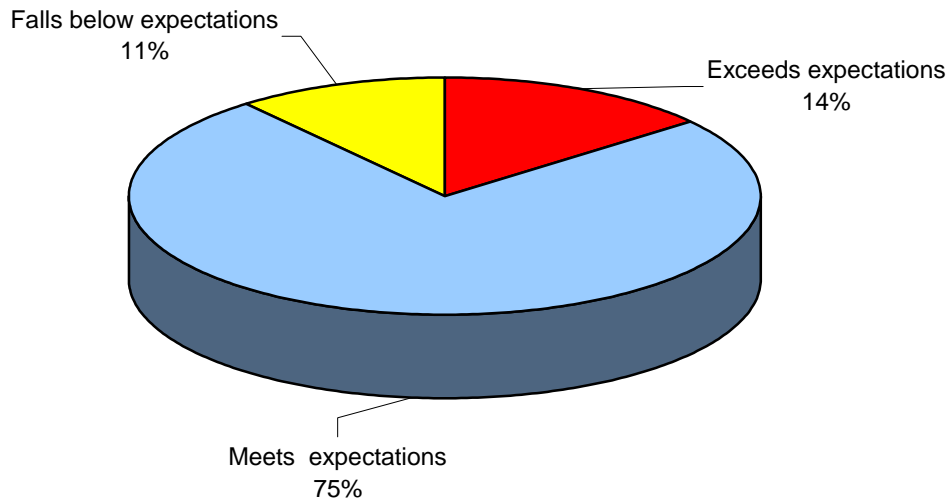
2.2.2.1 Communication accuracy when arranging appointments



2.2.2.2 Punctuality of attendance

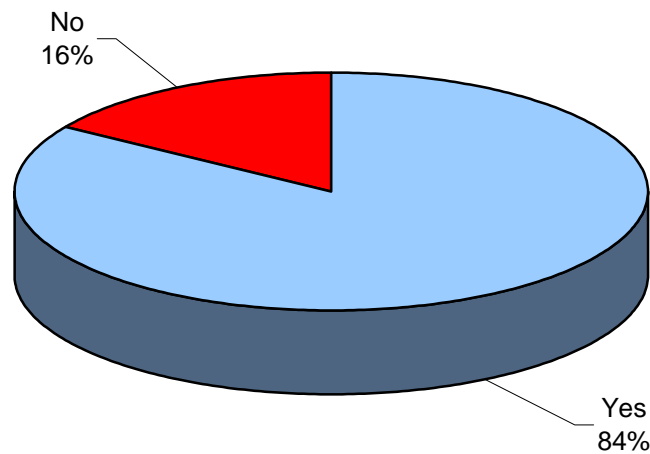


2.2.3 How well does the overall performance of our on-site Support team meet your expectations

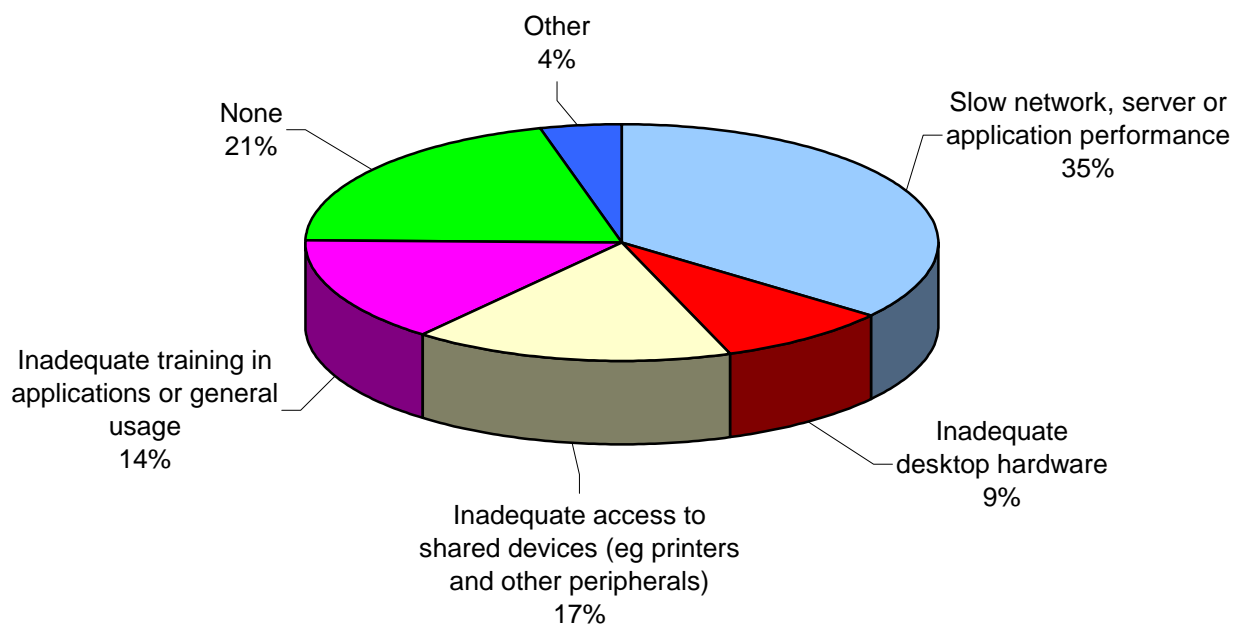


2.3 Other Results

2.3.1 When you have an IT problem/query, is it clear to you who you need to contact?



2.3.2 What specific issues affect your usage of the Council's ICT (Information and Communication Technology) facilities?



2.4 Results Summary

2.4.1 Service Desk “Importance”

Please rate how **IMPORTANT** the following items are to you when interacting with our Service Desk

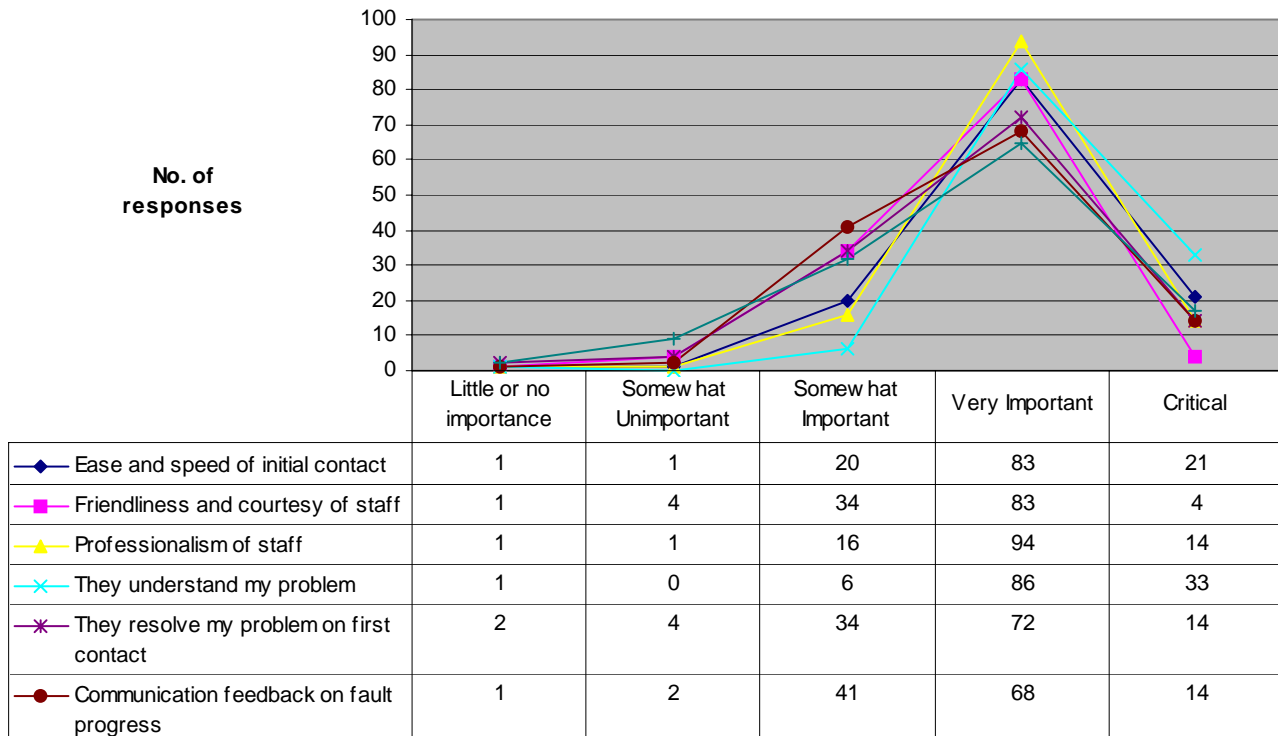


Figure 2.4.1 illustrates a graphical overview of the Service Desk results for “Importance”

As expected there is a consistent pattern of results across all categories where the highest scores are weighted in the “Very Important” rating which ranges from Follow up on Fault Resolution (52%) to Professionalism of staff (75%).

26% of respondents decided that The Service Desk “understanding their problem” was of Critical importance, which was followed closely by 17% who felt that “Ease and speed of initial contact” was of Critical importance

N.B- The amount of responses submitted for this question varied between 125-126.

2.4.2 Service Desk “Performance”

Please rate the PERFORMANCE of the Service Desk in these areas over the last year

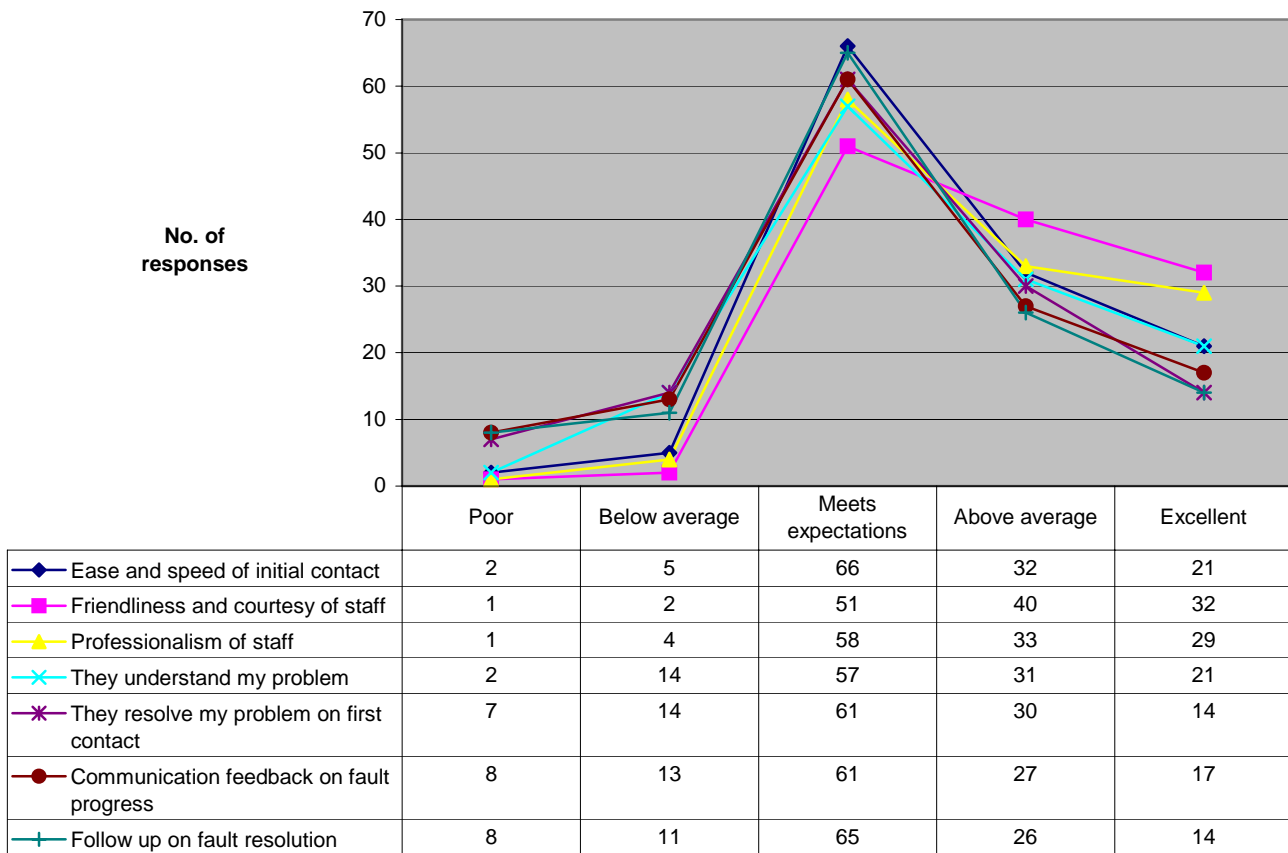


figure 2.4.2 illustrates a graphical overview of the Service Desk results for “Performance”

It is promising to see high scores attained across all categories for Meets expectations and above; where scores range from “Communication feedback on Call progress” (83%) to “Professionalism of Vivista staff” and “Friendliness and Courtesy of Vivista Staff” (96% & 98%) respectively.

In the Above average- Excellent range, ratings vary from “Follow up on Fault Resolution” (32%) to “Friendliness and Courtesy of Vivista staff” (57%). 25% of respondents found the latter to be excellent with Staff professionalism following closely behind at 23%.

The table below summarises:

	Meets Expectations – Excellent (%)	Above Average & Excellent (%)
Ease and speed of initial contact	94	42
Friendliness and courtesy of staff	98	57
Professionalism of staff	96	50
They understand my problem	87	42
They resolve my problem on first contact	83	35
Communication feedback on fault progress	83	35
Follow up on fault resolution	85	32

N.B- The amount of responses submitted for this question varied between 124-126.

2.4.3 On-Site Support Staff “Importance”

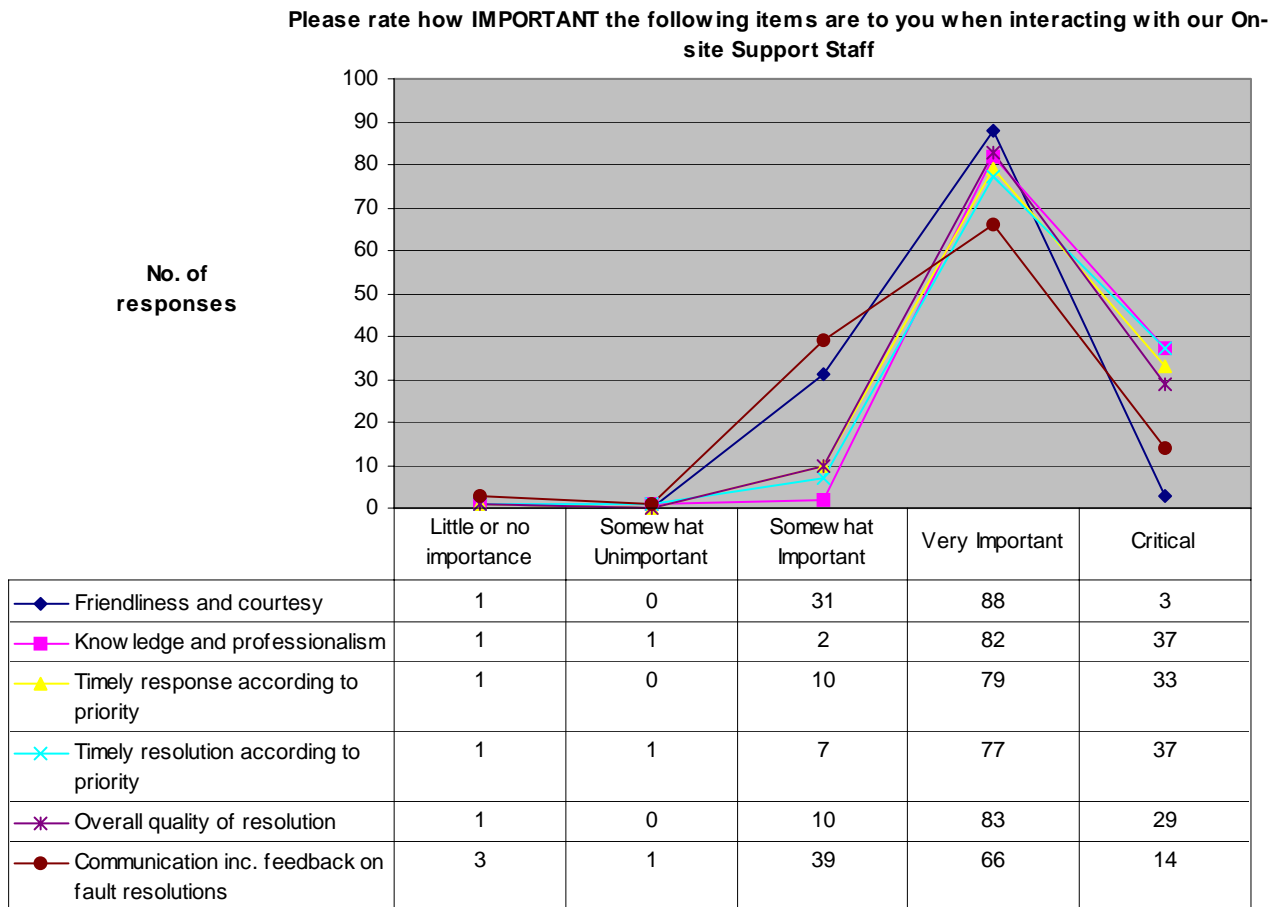


Figure 2.4.3 illustrates a graphical overview of the On-site Support Staff results for “Importance”

As expected there is a consistent pattern of results across all categories where the highest scores are weighted in the “Very Important” rating which ranges from “Communication inc. feedback on fault resolution” (54%) to “Friendliness and Courtesy” (72%).

Significantly all categories with the only exception being “Communication inc. feedback on fault resolution” score highly (>63%) within the Very Important rating.

“Knowledge and professionalism” and “Timely resolution according to priority” both scored the highest within the Critical rating for Importance (30%), with Timely response according to priority following closely behind at 27%.

N.B- The amount of responses submitted for this question - 123.

2.4.4 On-Site Support Staff “Performance”

Please rate the PERFORMANCE of our On-Site Support Staff in these areas over the last year

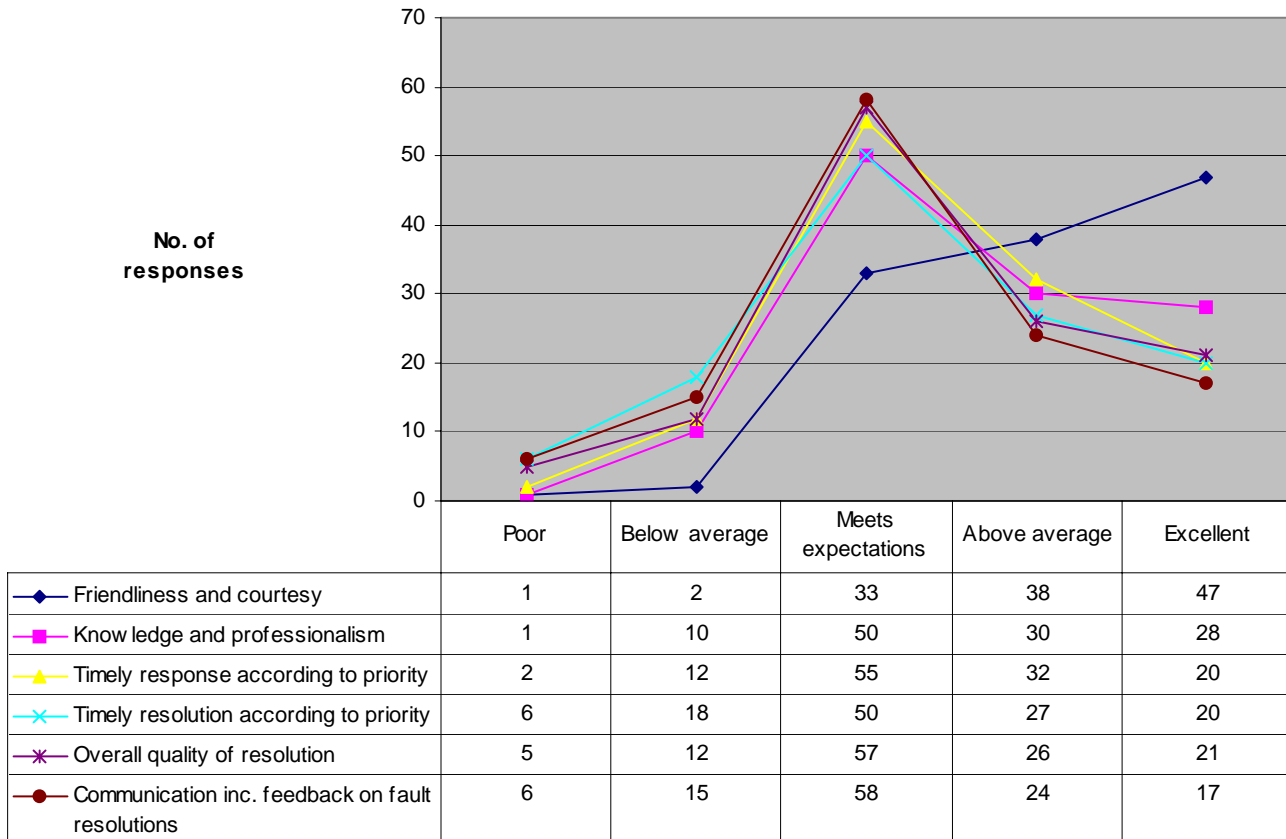


Figure 2.4.4 illustrates a graphical overview of the On-site Support staff results for “Performance”

It is promising to see high scores attained across all categories for Meets expectations and above; where scores ranges from “Timely resolution according to priority” (80%) to “Professionalism of Vivista Staff” and “Friendliness and Courtesy of Vivista Staff” (91% & 98%) respectively.

In the above average to excellent range, ratings vary from “Communication inc. feedback on fault resolution” (34%) to “Friendliness and Courtesy of Vivista Staff” (70%). 38% of respondents found the latter to be excellent with “Staff knowledge and professionalism” following closely behind at 23%.

The table below summarises:

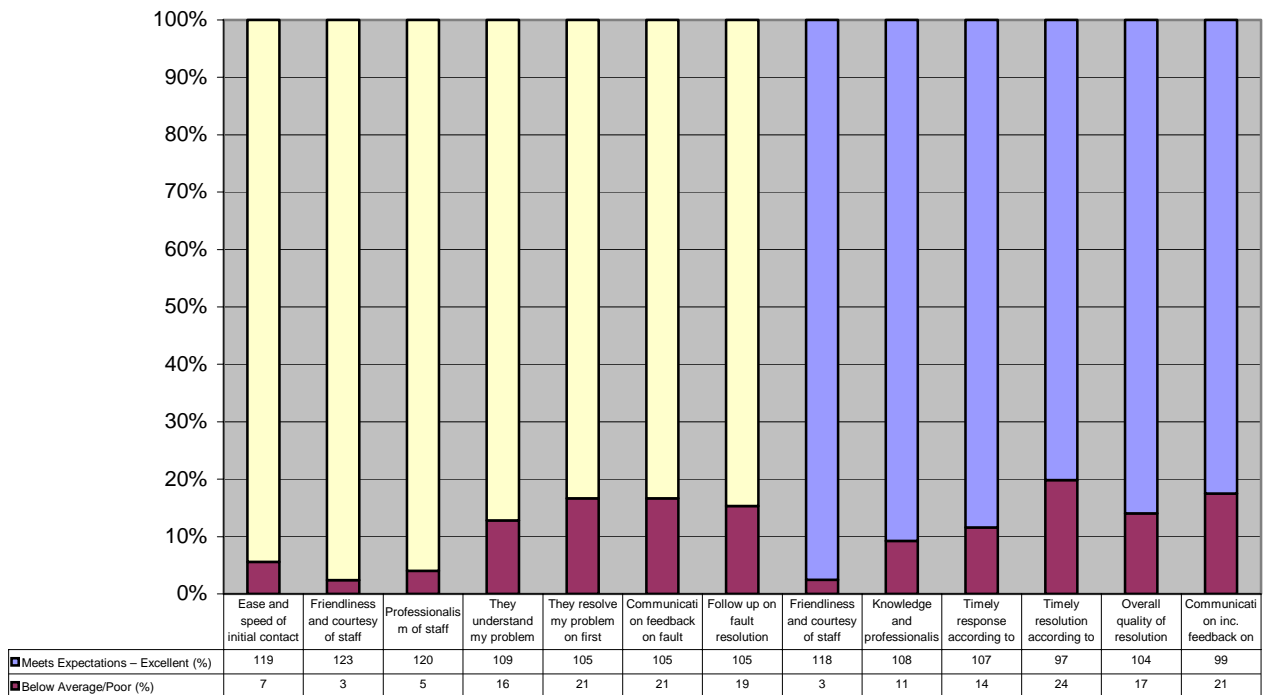
	Meets Expectations – Excellent (%)	Above Average & Excellent (%)
Friendliness and courtesy of staff	98	70
Knowledge and professionalism	91	49
Timely response according to priority	88	43
Timely resolution according to priority	80	39
Overall quality of resolution	86	39
Communication inc. feedback on fault progress	83	34

N.B- The amount of responses submitted for this question varied between 119-121.

3 CONCLUSION

The following chart shows Meets Expectations – Excellent versus Below average/Poor percentage ratings for each area of Performance

From left to right, the first 7 bars represent the Service Desk whereas the next six bars represent the On-site Support Team.



On the whole the results are very positive.

It is encouraging to see that in all 13 categories between 80 and 98% of users score the service delivered by Vivista to be meeting expectations or above. In particular Customer Service skills such as “Friendliness and courtesy” together with “knowledge and professionalism” score highly in this survey.

3.1 Future areas of address

The following points summarise briefly future areas of address and are shown here in order of precedence

3.1.1 Service Desk

- They resolve my problem on first contact (17% Below average/Poor)
- Communication feedback on fault progress (17% Below average/Poor)
- Follow up on fault resolution (15% Below average/Poor)

3.1.2 On-site Support Staff

- Timely resolution according to priority (20% Below average/Poor)
- Communication inc. feedback on fault resolution (18% Below average/Poor)
- Overall quality of resolution (14% Below average/Poor)

3.2 Statistical Overview

The table below is further positive evidence that users are generally happy with our service. Mean values have been calculated for all ratings. The results conclusively show that average responses for Performance fall into either "Meets expectations" or "Above average" ratings.

Service Desk- PERFORMANCE						
	Ease and speed of initial contact	Friendliness and courtesy of staff	Professionalism of staff	They understand my problem	They resolve my problem on first contact	Communication feedback on fault progress
Mean	Meets Expectations	Above Average	Above Average	Meets Expectations	Meets Expectations	Meets Expectations
On-site Team- PERFORMANCE						
		Friendliness and courtesy of staff	Knowledge and Professionalism	Timely response according to priority	Timely resolution according to priority	Overall quality of resolution
Mean		Above Average	Above Average	Above Average	Meets Expectations	Meets Expectations

DOCUMENT CONTROL

Document Reference

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Document Title: Rochford District Council Customer Satisfaction Survey Analysis

Document Type: RDC Survey Analysis Report

Confidentiality Level: Vivista

Document Number: RDC_054_Mar 05

Issue Date: 22/03/2005

Issue Number: 01a

Author(s): Teresa O'Connor

Approval(s):

Distribution List: David Williams: Managed Services Director
Phil Wilde : Service Centre Manager
Scott Paton: Customer Relations Manager
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Document Amendment Record

Issue	Amendment Detail	Author	Date	Approved
0A	First draft for internal review	???	13/1/02	

Document Production Software

MS Word 2000 SR1
(Template tested on MS Word 97-SR2, 2000-SR1)

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