

Appendix 7

Customer Experience Strategy Survey Results

Let's Talk Tower Hamlets

The Customer Experience Strategy Survey was launched on 5 June and closed on 7 July.

18 Residents responded to the survey online via Let's Talk Tower Hamlets, which is much fewer than the commissioned survey conducted by SMSR. 1100 residents and 50 businesses took part in face to face and telephone consultation. The findings from this engagement exercise will be provided separately. The survey results via Let's Talk Tower Hamlets, compared with the SMSR, may give some insight.

Have you contacted the council in the last 12 months.

Of the 18 people who responded to the survey 17 people had contacted with the council in the last 12 months

If you contacted the council in the last 12 months, please tell us which services you contacted most.

The most contacted Services by the respondents were Waste and recycling and Highways and Street cleansing, 7 people contacted both services.

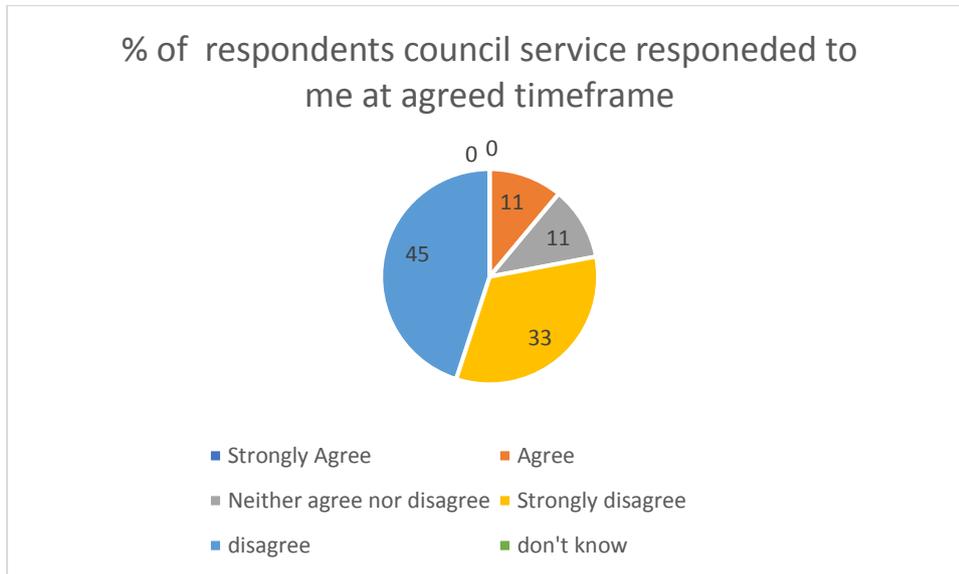
Thinking about your most recent experience with the council, please state to what extent you agree with the statements below.

Got through to the right person at the first contact.



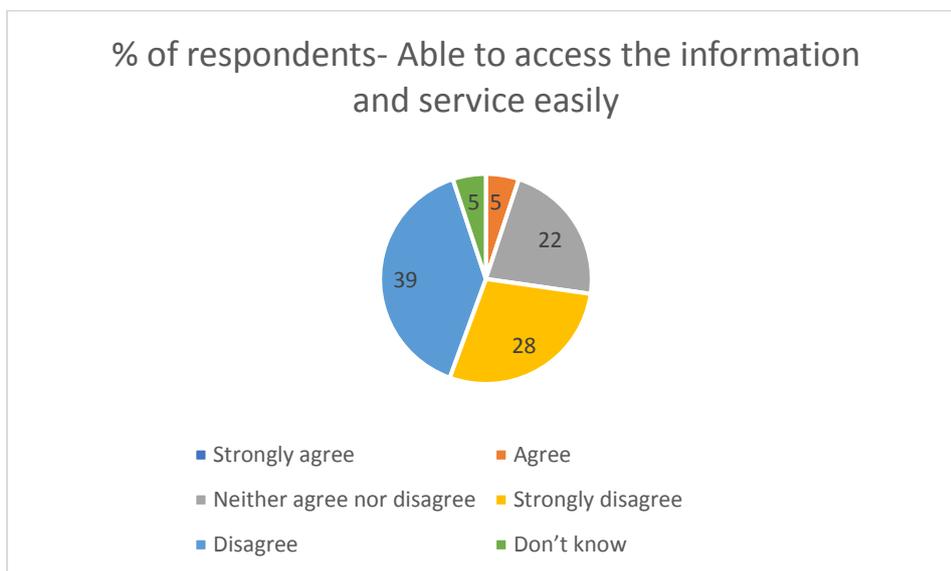
77% of respondents either strongly disagreed or disagreed that they were able to get through to the right person on the first contact.

Council service responded to me at the agreed timescale.



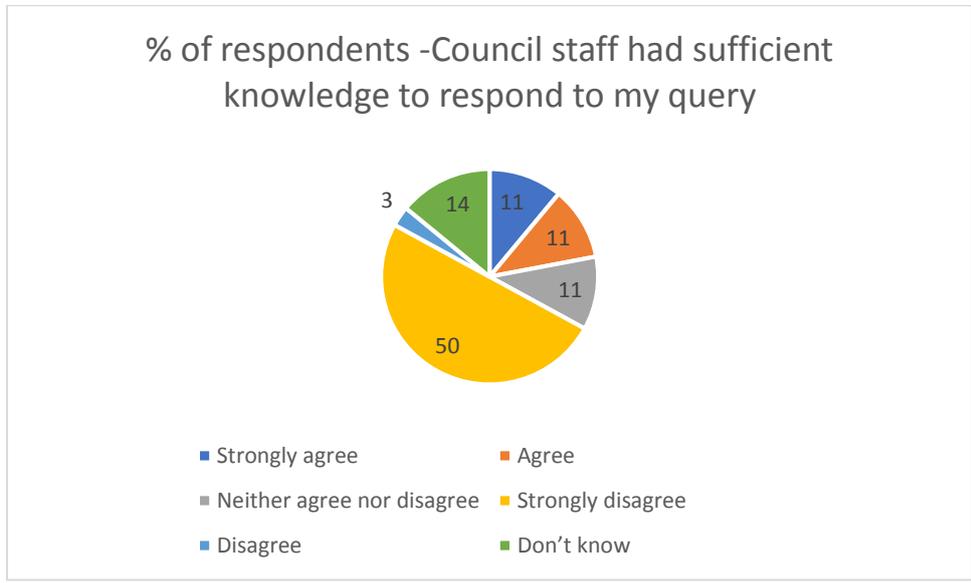
78% of respondents either strongly disagreed and or disagreed that the council responded at the agreed timescale.

Able to access the information and service easily.



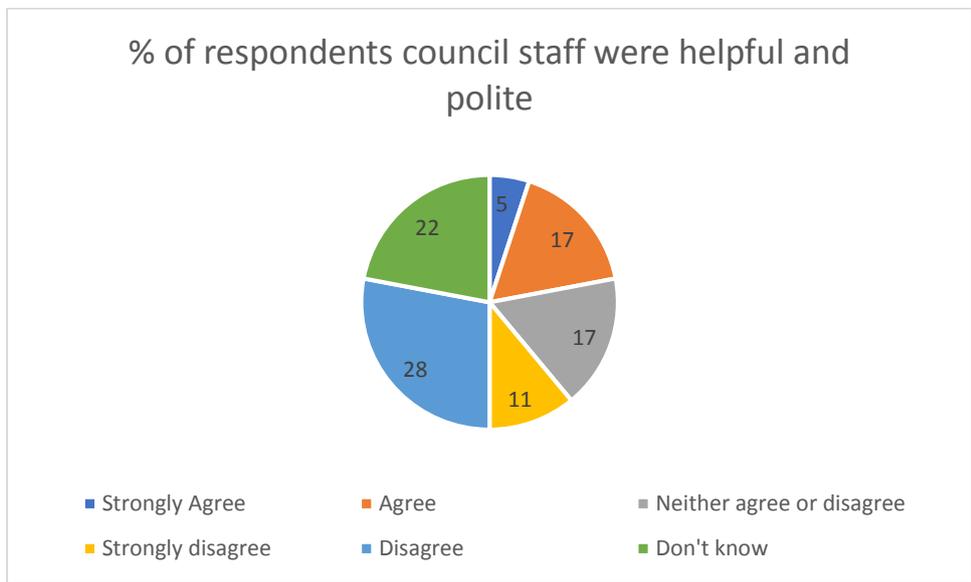
68 % of respondents either strongly disagreed or disagreed that they were able to access the information and services easily.

Council staff had sufficient knowledge to respond to my query.



Over half of respondents 50% stated that they disagreed that council staff had sufficient knowledge to respond to queries

Council staff were helpful and polite.



28 % disagreed with the statement that council staff were helpful and polite.

What is your preferred way to contact the council?

When asked about the preferred method to contact the council.

Method of contact	Average Method
In writing such as (writing a letter)	5.22
Via local Councillor, Mayor or MP	4.89
Face to face (such as visiting a council office)	4.39
Social Media	4.33
Through the council website (digital format)	3.39
Telephone	3.38
E-mail	2.50

If you would not choose to contact the council using our website/ online service, please tell us why?

6 of the respondents said they would not choose to contact the council using our digital options.

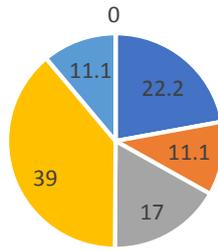
Respondents feedback on the main reasons for not using on-line services, are the difficulty in finding the right services and forms on the website and the lack of feedback/ communication to customers when making requests online.

About the Strategy

Please state to what extent you agree with the Customer Experience Strategy's vision below.

“Public service is at the heart of what we do. The council will listen and work collaboratively internally, with other agencies and in partnership with our voluntary and community services to design and deliver fit for purpose excellent services.”

% of respondents Please state to what extent you agree with the Customer Experience Vision

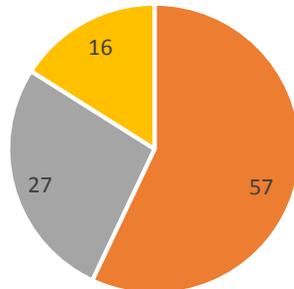


- Strongly agree
- Agree
- Neither agree nor disagree
- Strongly disagree
- Disagree
- Don't know

Please state to what extent agree with the Strategy's desired outcomes.

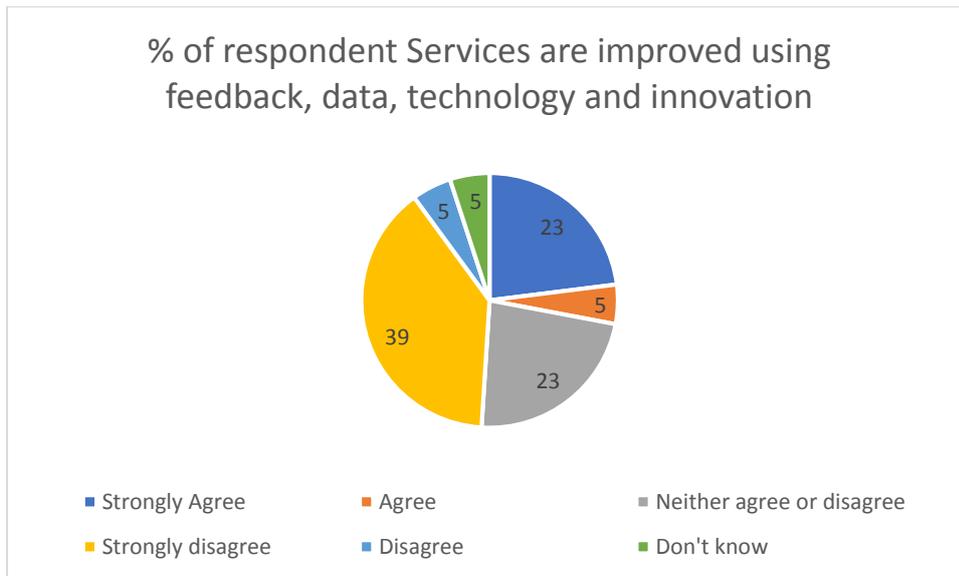
Council services are easily accessible and inclusive.

% of respondents Council services are easily accessible and inclusive



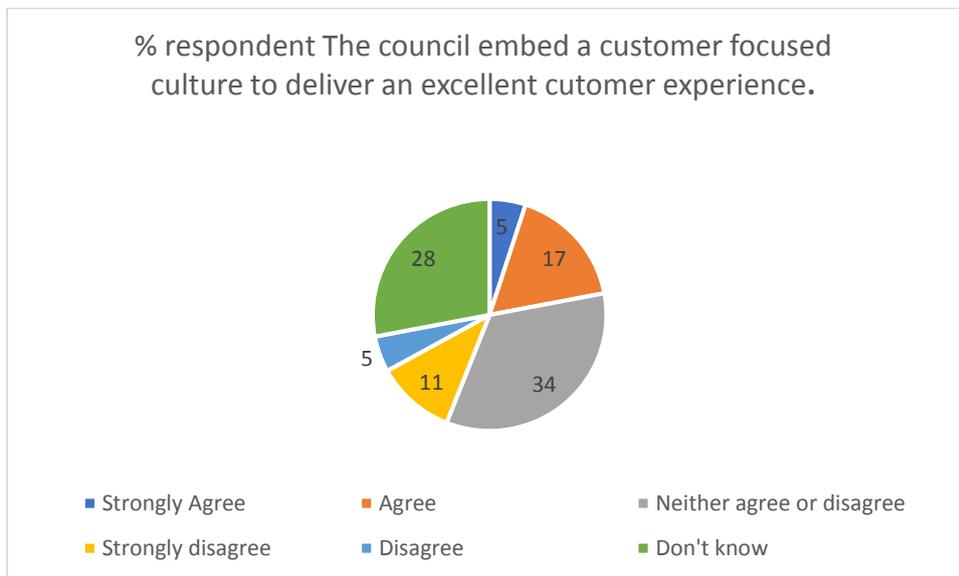
- Don't know
- Not at all
- Not very much
- To some extent
- A great deal

Services are improved by using feedback, data, technology and innovative.



39% of respondents strongly disagreed with the desired outcome to use feedback, data, technology and innovative, to improve services.

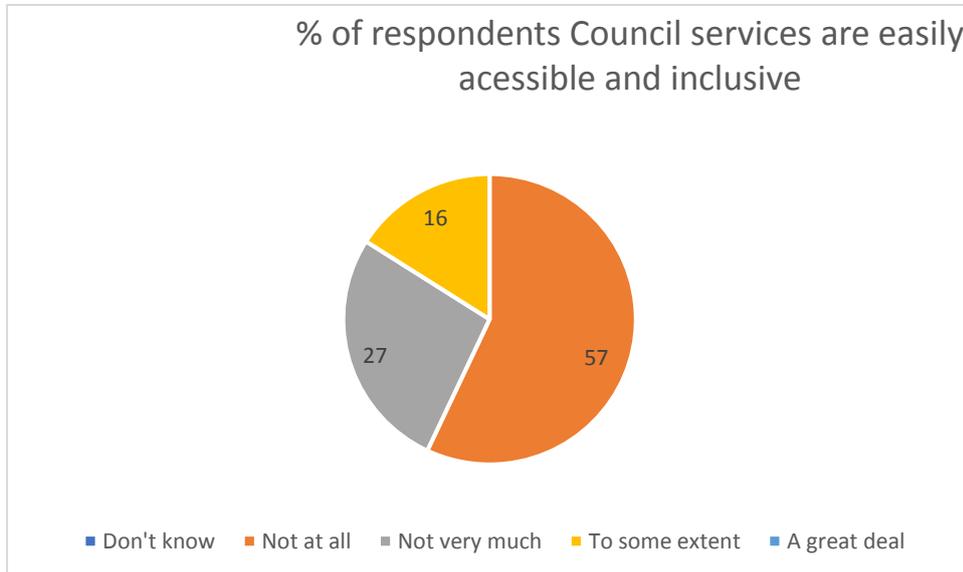
The council embed a customer focused culture to deliver an excellent customer experience.



34% neither agreed nor disagreed that the council embed a customer focused culture to deliver an excellent customer experience.

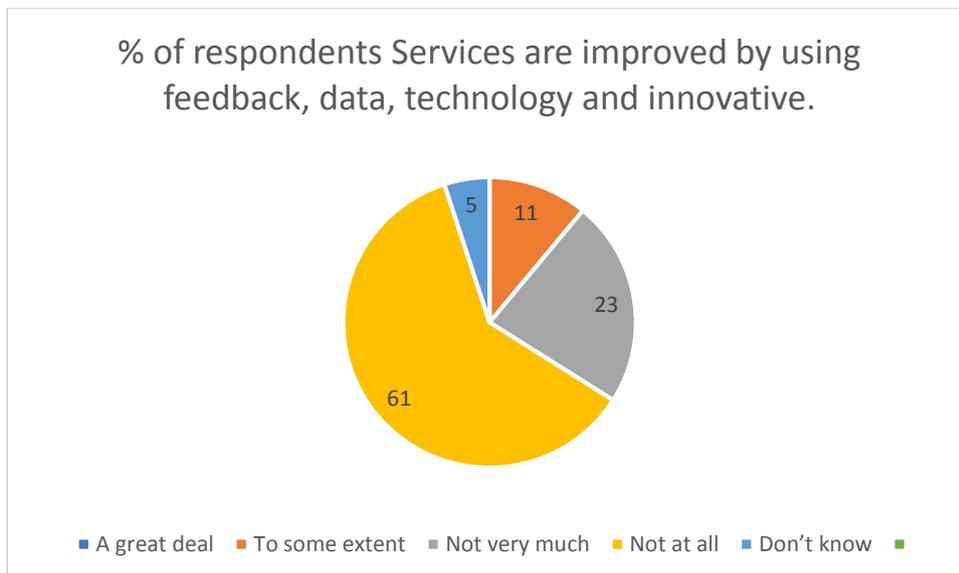
To what extent do you think Tower Hamlets Council currently meet these outcomes?

Council services are easily accessible and inclusive.



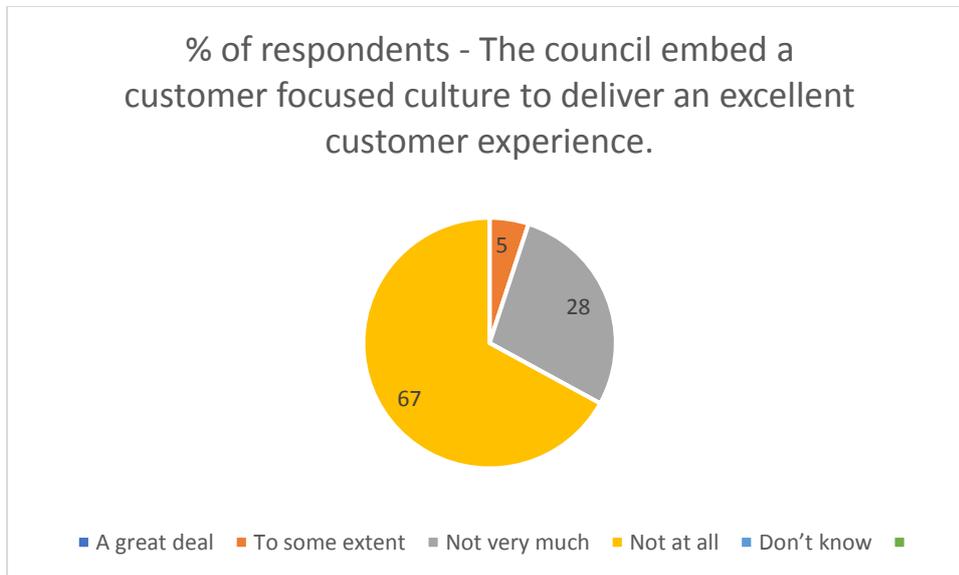
Over half of respondents 57% stated that the council is currently not meeting the desired outcome for easily accessible and inclusive council services.

Services are improved by using feedback, data, technology and innovative.



Over 60% of respondents stated that the council is currently not meeting the desired outcome to improve services by using feedback, data, technology, and innovation.

The council embed a customer focused culture to deliver an excellent customer experience.



Over 67% of respondents stated that the council is currently not meeting the desired outcome to embed a customer focused culture to deliver an excellent customer experience.

The table below summarise the respondents' comments on 'what additional outcomes should be included' All the comments are aligned with the outcomes and objectives in the draft strategy as per the table. Actions to improve these areas will be identified in an action plan.

Comments	Related outcomes and objectives
Improve contact via the telephone	Outcome two Objective 3: Ensure all customer service channels are effectively working.
Consistent service across all council departments	Outcome Three Objective 2: All staff have the knowledge and skills to deliver an excellent customer experience.
Improve the content on the website	Outcome One Objective 3: Ensure more services are available digitally.
Communicate and feedback to customer enquires	Outcome One Objective 4: Ensure all communication is relevant and timely.

Customer Promise

Our Customer Promise commits us to:

Put customers at the heart of everything we do.

Deliver services efficiently and effectively.

Deliver a high standard of service.

Regularly ask for feedback and use it to shape how we deliver services.

Provide consistently good customer service across all channels.

Be the best of Tower Hamlets as a customer-centric local authority.

By always:

Being helpful and polite.

Providing honest and accurate information.

Responding as quickly as possible.

Being clear and provide realistic time scales.

In return we ask that you:

Show respect and kindness to our staff and other customers.

Let us know as soon as possible if your personal circumstances or requirements for a service change.

Provide us the correct information we need to assist you.

Engage with us in a way that supports our work and enhances the outcomes for everyone.

Share your feedback and suggestions on how we can improve our services.

To what extent do you agree that the Customer Promise conveys what our customers can expect from us and what we expect from our customers?

