



**Customer Satisfaction Survey  
Registration  
2014**



**Archive Centre and Service Points**

**Q.1. During your visit to this Registration Office, how satisfied were you with the services you received? (Figure 1)**

Out of the 30 people surveyed, 66% said they felt extremely satisfied with the service they received, and a further 30% described themselves as being very satisfied with the service. One respondent declined to answer. This demonstrates the service delivered is well managed and effective.

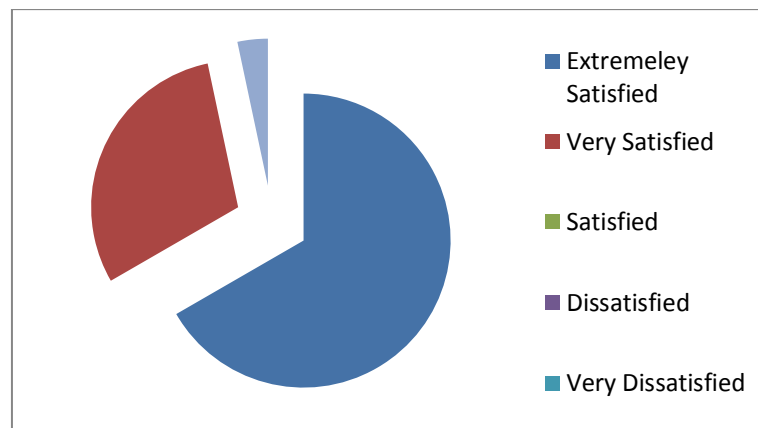


Figure 1

**Q.2. Please indicate the reason for your visit: (Figure 2)**

The main reason for visits to the registration office was for the "Purchase of Extracts/Certificates" with a total of 9 out of the 30 people surveyed citing this as their reason for the visit. Following this, the second most common reason was to register a birth or enquire about marriage. "Other" was the 3<sup>rd</sup> most frequent reason for a visit with 4 out of 30 people visiting the registration office for this purpose. Finally, Civil Partnership enquiries, passport interviews, ancestry research and the use of the Scotland'sPeople network were the reasons cited by 1 individual each. One respondent declined to answer.

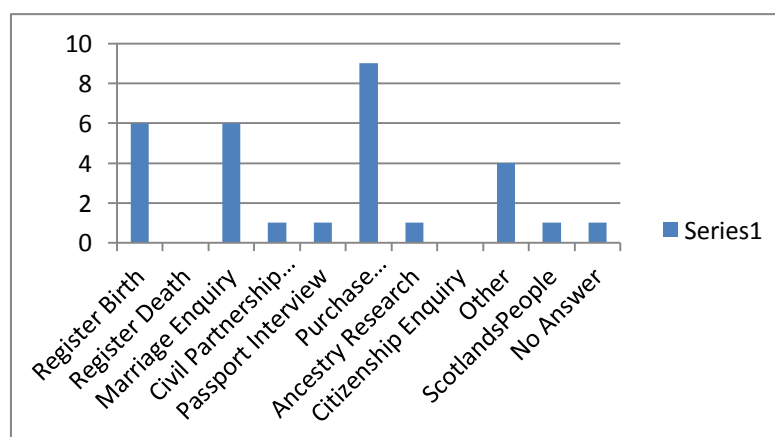


Figure 2

### Q.3. Was the member of staff you saw helpful?

When asked about whether the member of staff that dealt with the enquiry was helpful, 29 out of the 30 responded indicating the member of staff was either helpful, or very helpful. One customer declined to answer. As a result, it can be deduced that Registration staff are very capable at handling customer enquiries and are well versed in customer service.

### Q.4. Was the member of staff you met able to resolve your enquiry or were you passed to another service?

Out of the 30 people surveyed, 29 said that their enquiry was resolved at the first point of contact. One respondent declined to answer. This demonstrates that staff are well trained in dealing with customer enquiries.

### Q.5. How would you rate the length of time you had to wait? (Figure 3)

When questioned about the length of time customers had to wait, 23 indicated the waiting time was very reasonable, with 6 describing their waiting time as reasonable, and the remaining customer declined to comment.

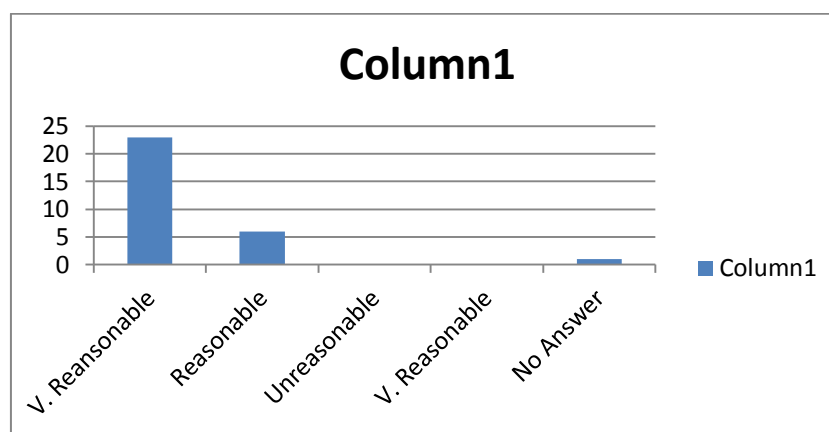


Figure 3

### Q.6. Were the opening hours convenient? (Figure 4)

Regarding opening times, the majority of those questioned felt the opening times were convenient. However, 2 (7%) respondents suggested that opening times were not convenient and would appreciate longer opening hours, with one individual mentioning that themselves and their partner start work early and “work until late, but the centre closes at 4:30”. One customer declined to answer.

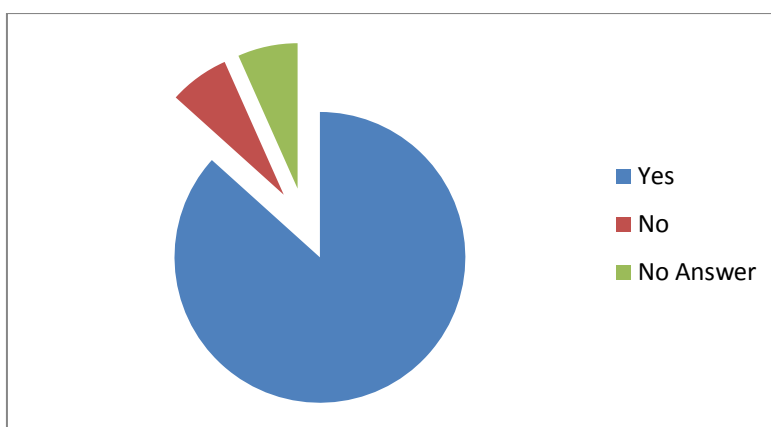


Figure 4

### Q.7 What could we do to improve our service?

The majority of those questioned (80%) said the provided service was good. However, 7% said opening hours could be better (see Q.6), 3% suggested drinking water should be provided, and another 3% commented that the background music could be better. A further 3% of responders commented that the staff member at the desk should deal with customers at the desk before they answer the phone. The remaining 3% mentioned that the Council should sort out the bus connections.

### Recommendations:

It is recommended that a water cooler be provided in the reception area for those customers who have to wait longer for a particular service, e.g. for example those waiting to register births or deaths at busy times or customers waiting for passport interviews. The background music question was asked after a customer complaint about the music. Music is based on individual taste and the result of the survey has shown that it is not an issue for the majority of customers. However, the choice of music will be reviewed to provide a selection suitable to the location.

In question 2 some customers indicated they were there for services other than those offered by the Registration Service. This will be discussed with Registration staff to determine what these services are and whether better signposting of services can be offered.

A reminder to staff not to answer the phone when handling customer enquiries at the front desk – unless the customer indicates to the member of staff to answer the phone – will be circulated to all staff. It is not good customer service to leave a face to face customer waiting while the member of staff deals with a telephone enquiry.

As is evident from the other responses to the survey, the vast majority of customers are pleased with the overall commitment of staff and are satisfied with the customer service they receive. Highland Council do not control the Bus Operators in Inverness.

## Consolidated Answers to the Survey Questions

<b>Question</b>	<b>Answer</b>	<b>Number</b>
Q1	Extremeley Satisfied	20
	Very Satisfied	9
	Satisfied	0
	Dissatisfied	0
	Very Dissatisfied	0
	Extremely Dissastisfied	0
	No Answer	1
Q2	Register Birth	6
	Register Death	0
	Marriage Enquiry	6
	Civil Partnership Enquiry	1
	Passport Interview	1
	Purchase Extract/Certificate	9
	Ancestry Research	1
	Citizenship Enquiry	0
	Other	4
	ScotlandsPeople	1
	No Answer	1

<b>Question</b>	<b>Answer</b>	<b>Number</b>
Q3	Helpful	29
	Not Helpful	0
	No Answer	1
Q4	Yes	29
	No	0
	No Answer	1
Q5	Very Reasonable	23
	Reasonable	6
	Unreasonable	0
	Very Unreasonable	0
	No Answer	1
Q6	Yes	26
	No	2
	No Answer	2