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**Customer Satisfaction Survey**

**Scotland’s PeoplesHub**

**November 2014**

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**Family History Centre Archive Centre Inverness**

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1. **Background**
   1. The introduction of Scotland’s PeopleHub in the Family History Centre at the Inverness Archive Centre was an innovative move. Local people could use the same facility in Inverness that previously entailed a journey to Edinburgh. This resulted in a new designation of customer using the Archive Centre.
   2. As this was a new service being provided it was essential to know the customers views on the service. The original concept was developed in Edinburgh and the Archive Centre followed the guidelines from Edinburgh. However, not all customers require the same service and it was important to know if there was any difference between services. More significantly, are the customers happy with the service provided
2. **Survey Methodology**
   1. The opportunity arose to conduct a small customer survey of users of the service. The service had been up and running for 5 months when the survey was conducted. The survey objectives are to find out customers views on the service. It was important to know if the opening hours are suitable, the location and venue, and the satisfaction of service provided. As some customers may have been to the Edinburgh office for the same service (the survey confirmed this is the case)how did the service provided in Inverness compare with Edinburgh
   2. The survey questions were produced on a single sheet of paper available for customers to complete at the computer where they are accessing the system. As this was the first survey of customers for this new service, this seemed the most appropriate method to use. Future surveys may use different methods to gauge customer views but in this instance, survey questions were produced on paper.
3. **Conclusion**
   1. The survey produced the required effect. Customers gave their views on the service and in some cases did not hold back. It is apparent that customers are not satisfied with various aspects of the service provided and this is now being taken forward as a matter of urgency.
   2. The results of the survey and recommendations are on the following pages.

**Q.1. During your visit to use the Scotland’s PeoplesHub in the Family History Centre at the Archive Centre how satisfied are you with the service you received.**

Out of the 28 customer surveyed 10 replied they felt extremely satisfied with the service they received. A further 11 customers expressed they were very satisfied and 5 felt the level of service they received was satisfactory. However two customers expressed their dissatisfaction with the service they received and this is explained further in the survey results were both customers have added their views on why they were dissatisfied with the service.

Steps are being taken to ensure all customers have a satisfactory visit to the Family History centre

Figure

**Q.2. Were you able to book the time you preferred with the Scotland PeoplesHub**

The majority of customers were able to book their preferred time with the Scotland’s PeoplesHub. However two customers were unable to book the time most suitable for them. It is interesting to note that customer use a variety of methods to book their time slot. These include telephone, email and face to face requests for a time slot at the Family History Centre

Figure

**Q.3. Can you please state your reason for using the Scotland’s PeoplesHub website**

This is a question designed to establish the reason for use of the Scotland’s PeopleHub website. Although the website is available for all to use, the survey questions were asked to determine the professional use of the website and those researching their own family history. Of the replies 26 customers were using it for personal family history research and 2 customers were using the web in a professional capacity. It may be in the future there could be a different charging strategy for professional use of the system

**Figure 3**

**Q.4. A Registrar is available for assistance to help navigate Scotland’s PeoplesHub. Was the Registrar helpful and able to assist with your enquiry?**

All 28 customers made use of the Registrar available to assist with customer enquiries. Some customers made reference to this in their survey replies that “all very helpful and informative” and “different people helped with my enquiry”. It is important that customers are supplied with the correct information – especially first time users of the system – and the results of this survey demonstrates that customers are satisfied with the helpfulness and knowledge of staff assisting with Scotland’s PeoplesHub.

**Q5. A session on the Scotland’s PeoplesHub is from 1000-1630. Was this suitable or would you have preferred a shorter session.**

This question provided the most customer comments regarding the length of the available session. 16 customers were quite happy with the length of the session while 12 customers found the length of the session to be unsuitable. Of the 12 customers finding the length of session unsuitable, 7 customers would have preferred a longer session while 5 indicated they would have preferred only a half day or shorter session to be available.

When a session is booked it is for the full duration even if the customer leaves after 2 hours. The seat remains the property of the booking customer even if they do not return. A half day session would allow the seat to be booked more than once a day.

**Figure 4**

**Q.6. The cost of the session is £15 per day with historical prints available for 50 pence each. Do you consider this value for money?**

Of the customers surveyed, 24 believed the price represented good value for money. However 4 customers did not agree. The main cause of their disagreement was the fact the network was down for long periods during their session. One customer wrote “slow running computers and frequent breakdowns are very frustrating” while another commented “not really as the system was down for most of the day. Very slow computer” Another customer commented on the availability of prints and the fact that customers are not permitted to download images to pen sticks or save to flash drives. The customer complained that there is a need to “install facilities for enabling downloads to flash drives. Paper copies do not have sufficient quality for further manipulation”

If customers are paying for a service the least they expect is for the service to be provided. These comments will be used to improve the service for customers.

**Figure 5**

**Q.7 Are the opening hours convenient?**

Opening hours are always commented on in any survey and this is no different. It is always difficult to get the right balance with opening hours as customers are working and require an evening opening while other customers can only access the system at the weekends. In the answers, 21 customers commented that they are satisfied while 6 disagreed with the current opening hours. Two customer would prefer if the opening hours were extended into the evening, while the remaining customers would prefer an earlier start in the morning.

These customer comments are welcome and will assist in how we take the opening hours forward to better serve the customer base.

**Recommendations:**

**Question 1**.The first recommendation is in relation to Question 1. Although only 2 customers were dissatisfied with the level of service they received, it is still 2 customers too many. The service provided at the Family History Centre should be of the highest quality and acceptable to customers. Although the dissatisfaction was caused by circumstances outwith the control of staff (slow computers and unable to save downloads to pen drives) if a charge is being made for the service, then customers have a right to expect the advertised service.

The recommendation is: If the computers fail for long periods then customers should be entitled to a refund or a lesser charge for the provided service

**Question 2**. The majority of customers were able to book their preferred time. With a satisfaction rate of 93% for customer booking their preferred time there is recommendations for this question.

**Question 3**. This provided the information for those using the PeoplesHub for family history research and the professional operators. If the professional research is taking a larger proportion of the available network time to the detriment of those wishing to research their family history, there may be the possibility of introducing a higher charge for professional researchers using the system.

**Question 4.** The Registrar available to help with customer enquiries is doing a good job and there are no recommendations for this particular question.

**Question 5.** There is room for improvement here. It is recommended that a half- day session is made available. From the customer responses there is a need for a half-day or shorter session to be made available. There is also from the customer responses a need for the session to be longer with an earlier start and later finish. There is also a request that the available sessions should extend into the evening at least one day a week.

A shorter session would enable the income from the Scotland’s PeopleHub to be increased. At present the session is £15 from 1000-1600. If the sessions started earlier at 0900 and completed at 1700 then a half- day session could run from 0900-1230 and from 1330-1700 with £10 being charged for each session. This would increase income and also satisfy customer demand.

From the customer responses there does not seem an overwhelming demand for evening opening hours.

**Question 6** There was a considerable customer response to this question regarding the cost of the sessions. Although customers agreed that the sessions represented value for money, a number of customers expressed frustration with the slow computer system, the frequent breakdowns and the inability to copy images to pen drives and flash drives. It is recommended that the use of pen drives to enable customers to copy images is approved. Some customers have commented that pen drives are permitted when using the system in Edinburgh but not here in Inverness. There may be a reason for prohibiting the use of pen drives in Inverness but if there is no good reason for the ban, then customers should have the same facilities in Inverness as in Edinburgh.

**Question 7.** There is mixed customer reaction to the current opening hours. Just over half of the customers taking the survey made the point the opening hours were suitable. However the remainder wish to see a change in the opening hours. It is recommended the question regarding the opening hours whether extended in the evening or earlier opening are reviewed taking the customer comments into account. Once this has been completed if the opening hours are to change then the new opening hours are advertised to the public.

**Question 8.** In this question we asked the customers if there was anything we could do to improve our service. A number of customers took the opportunity to respond and some of their comments are published below.

“More desk space”

“Allow download of images”

“Advertise. I only found out about the site from a friend”

“Improve computer speed”

“Allow downloading of images. Highland Council should get up with the times”

The main comments concerned the slow computer speed, the inability to copy images to pen drives, the opening hours and the length of sessions. These comments have been passed to senior management.

**Consolidated Answers to the Survey Questions**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Question*** | ***Answer*** | ***Number*** |  | ***Question*** | ***Answer*** | ***Number*** |
| Q1 | Extremeley Satisfied | 10 |  | Q4 | Registrar Assistance |  |
|  | Very Satisfied | 11 |  |  | Yes | 28 |
|  | Satisfied | 5 |  |  | No | 0 |
|  | Dissatisfied | 2 |  |  |  |  |
|  | Very Dissatisfied | 0 |  | Q5 | Length of Session |  |
|  | Extremely Dissastisfied | 0 |  |  | Suitable | 16 |
|  |  |  |  |  | Not Suitable | 12 |
| Q2 | Booking Preferred Time |  |  |  |  |  |
|  | Yes | 26 |  | Q6 | Cost of Session |  |
|  | No | 2 |  |  | Yes | 22 |
|  |  |  |  |  | No | 6 |
| Q3 | Reason for Visit |  |  |  |  |  |
|  | Ancestry Research | 26 |  | Q7 | Convient Opening Hours |  |
|  | Professional Capacity | 2 |  |  | Yes | 21 |
|  |  |  |  |  | No | 7 |