



From mountain to sea

# Customer Service Strategy

Engagement Plan



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## The purpose of this engagement:

To gather meaningful information to support the development of the Customer Service Strategy, ensuring consistent Customer Service delivery across Aberdeenshire Council.

A survey was live on our Engage platform. As many customers as possible were encouraged to complete it to capture their views and experiences when dealing with Aberdeenshire Council. The survey was issued via social media, advertised within Service Points, shared throughout the Council, as well as with community groups, forums and councils.



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## Who we engaged with:

The survey was live throughout the month of April, with 461 responses

As part of our engagement, we reached out to different groups and forums such as:

- Tenant Participation
- Syrian/Ukrainian Refugees
- Adult Learning
- Gypsy Travellers
- Lived Experience Network
- Community Councils
- Elected Members

We also engaged directly with customers at all our Service Points to capture the views of those who do not normally use online services.

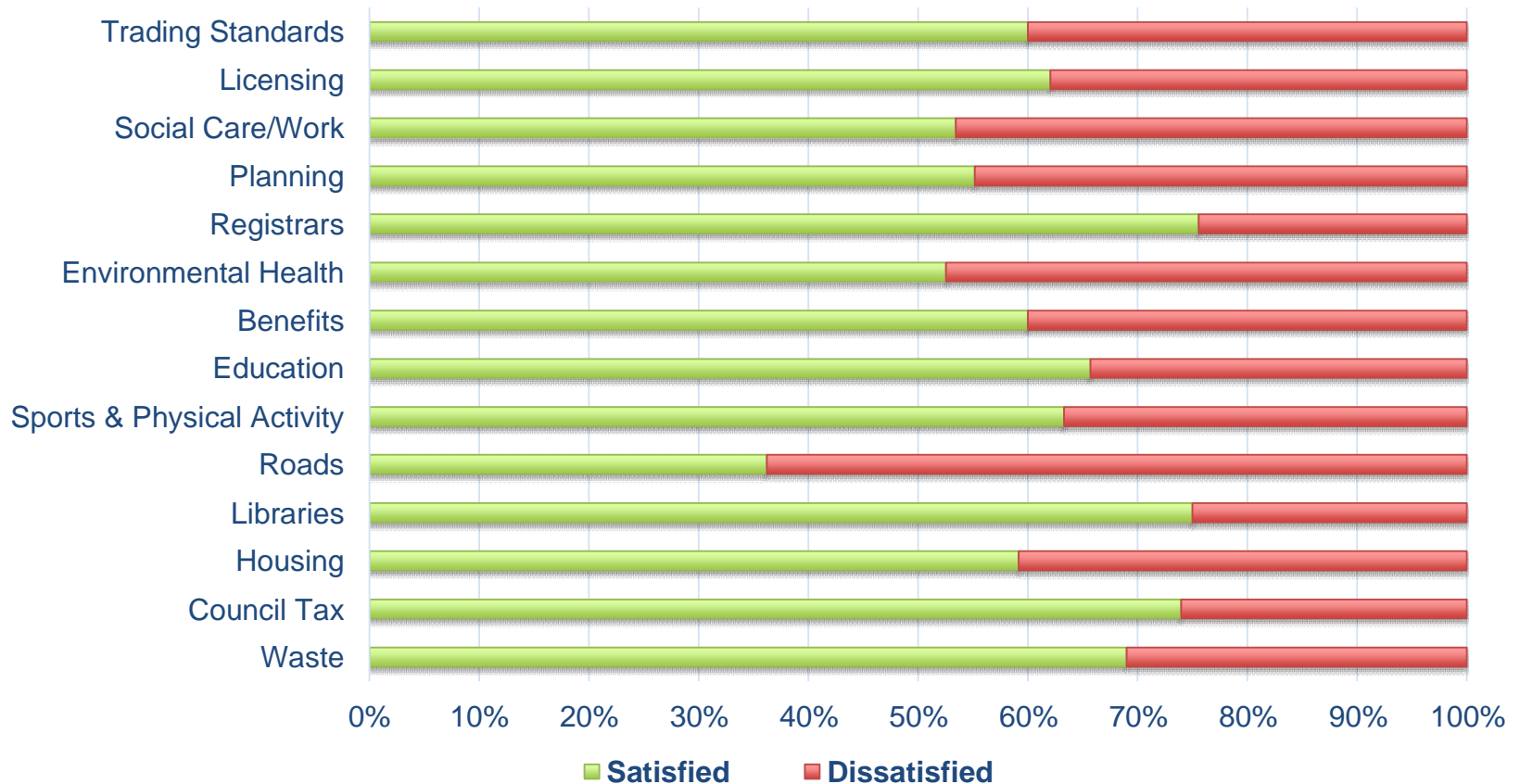


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# Customer Service Survey

## Service Satisfaction





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## Dissatisfied respondents by area:

Department Contacted	Totals	Dissatisfied	Dissatisfied %	Banff & Buchan	Buchan	Formartine	Garioch	Kincardine & Mearns	Marr	Other
Benefits	72	28	39%	7	5	1	3	5	2	5
Council Tax	146	38	26%	6	5	3	6	7	6	5
Education	70	24	34%	4	1	2	4	4	1	8
Environmental Health	78	37	47%	8	4	5	6	4	6	4
Housing	120	49	41%	9	5	4	10	9	6	6
Libraires	88	22	25%	4	2	2	2	6	2	4
Licensing	28	11	39%	2	2	0	1	1	1	4
Planning	58	26	45%	3	4	3	1	4	6	5
Registrars	45	11	24%	4	1	1	1	1	0	3
Roads	179	111	62%	16	14	16	27	23	10	5
Social Care/Work	58	27	47%	5	3	1	7	3	5	3
Sports & Physical Activity	79	29	37%	5	5	3	5	2	5	4
Trading Standards	20	8	40%	3	1	1	0	0	0	2
Waste	229	71	31%	13	9	5	14	15	5	10



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## Highlight comments – Positive

**Council Tax** “Helped me immediately in my query and understood their area.”

**Libraries** “Staff in the actual library very friendly, polite and helpful.”

**Registrars** “The staff dealt with my queries competently and in a sensitive way as they related to bereavement.”

**Waste** “the waste crew and staff were very helpful and went above and beyond what was expected of them.”

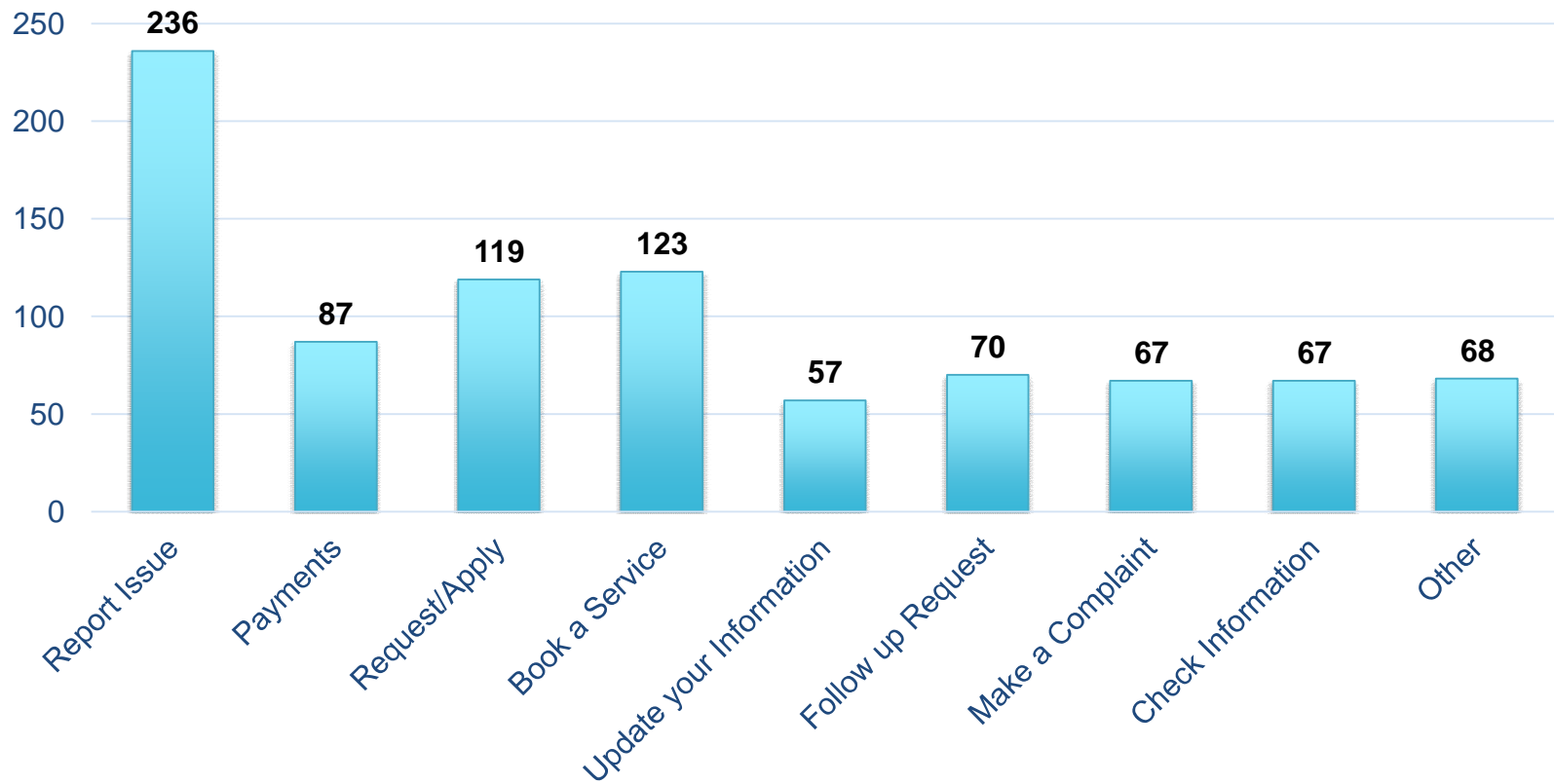
**Customer Services** “When speaking to an Advisor, issues are resolved a lot quicker as the staff are always so helpful.”



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## Reason for Contact

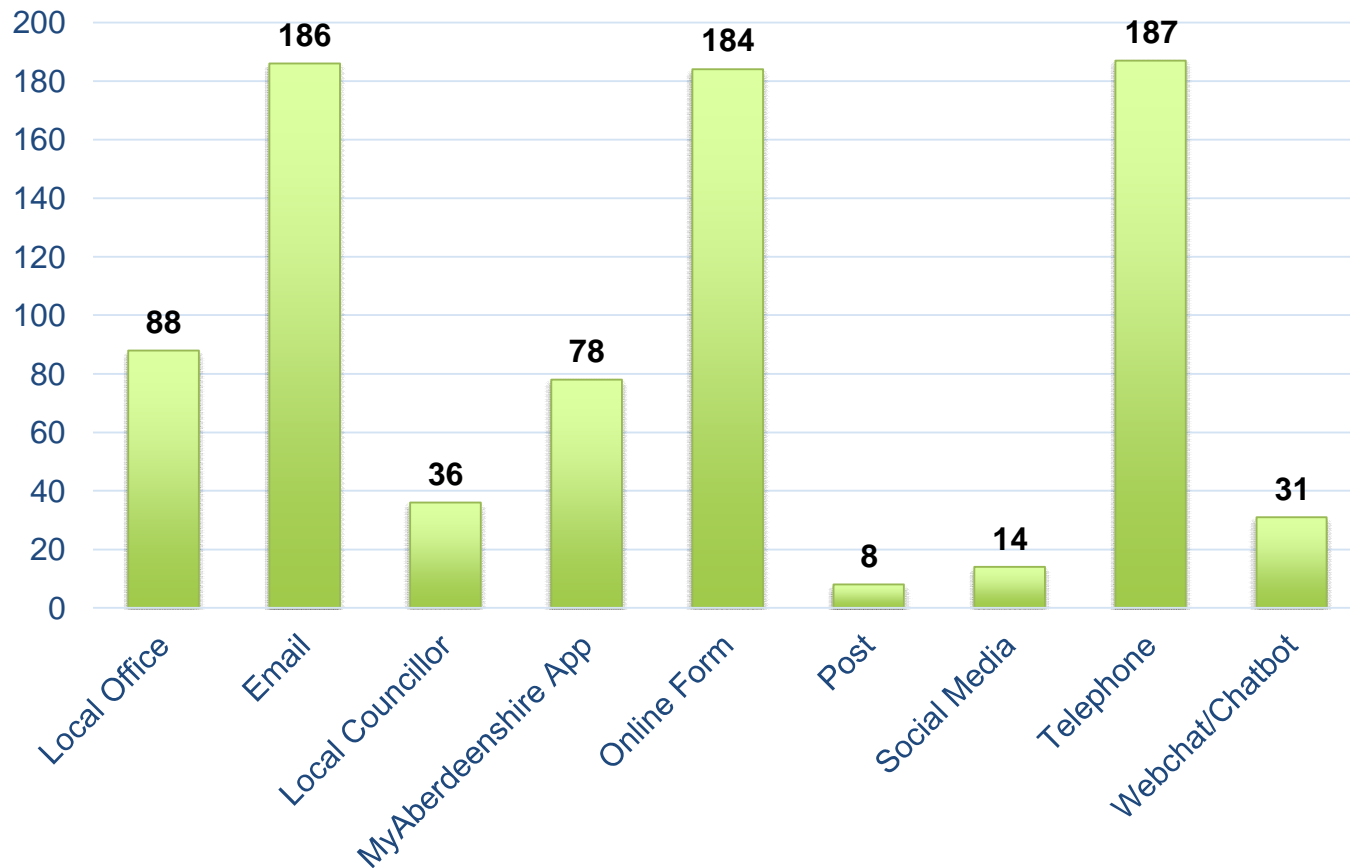




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## How they contacted us



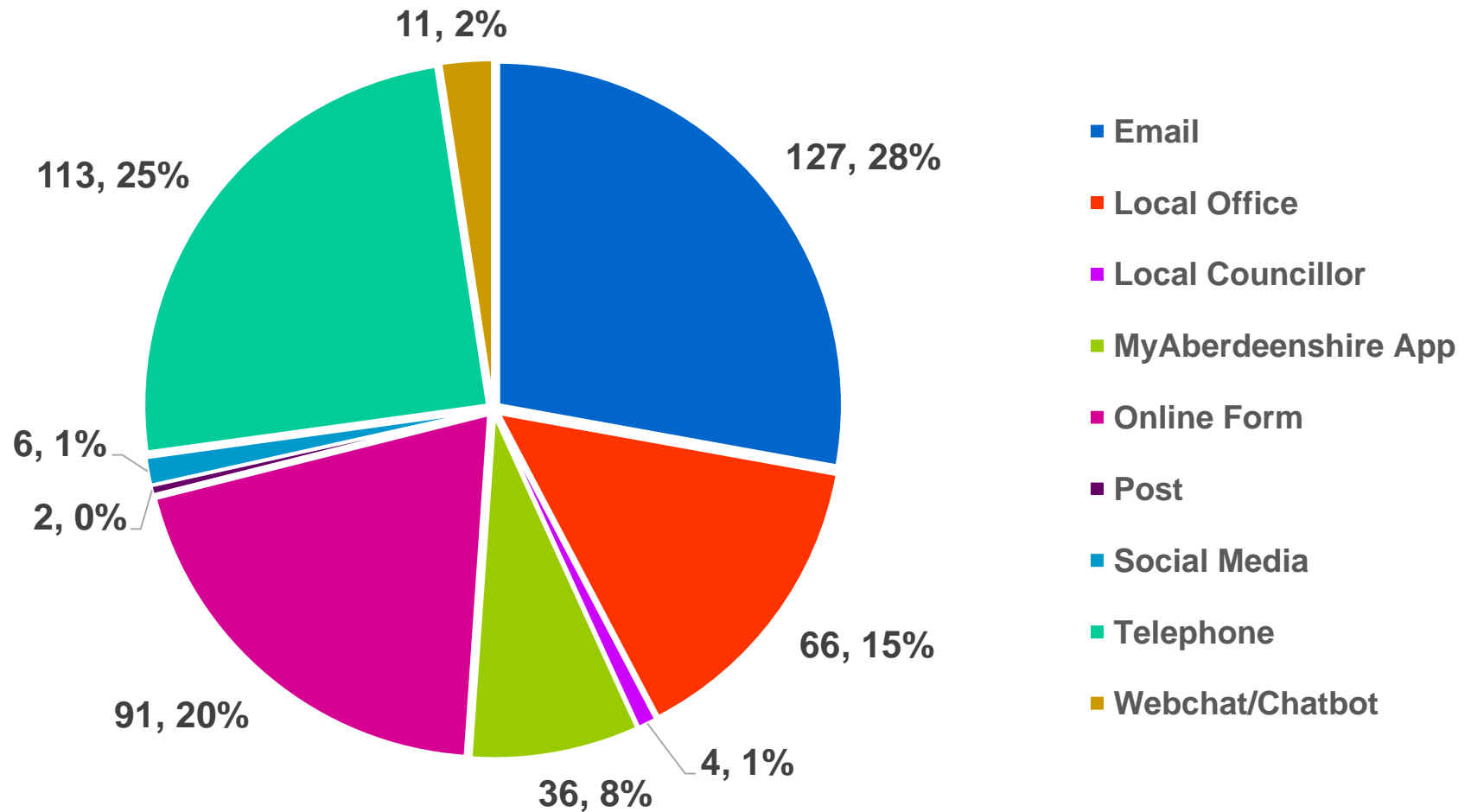




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## Preferred Method of Contact

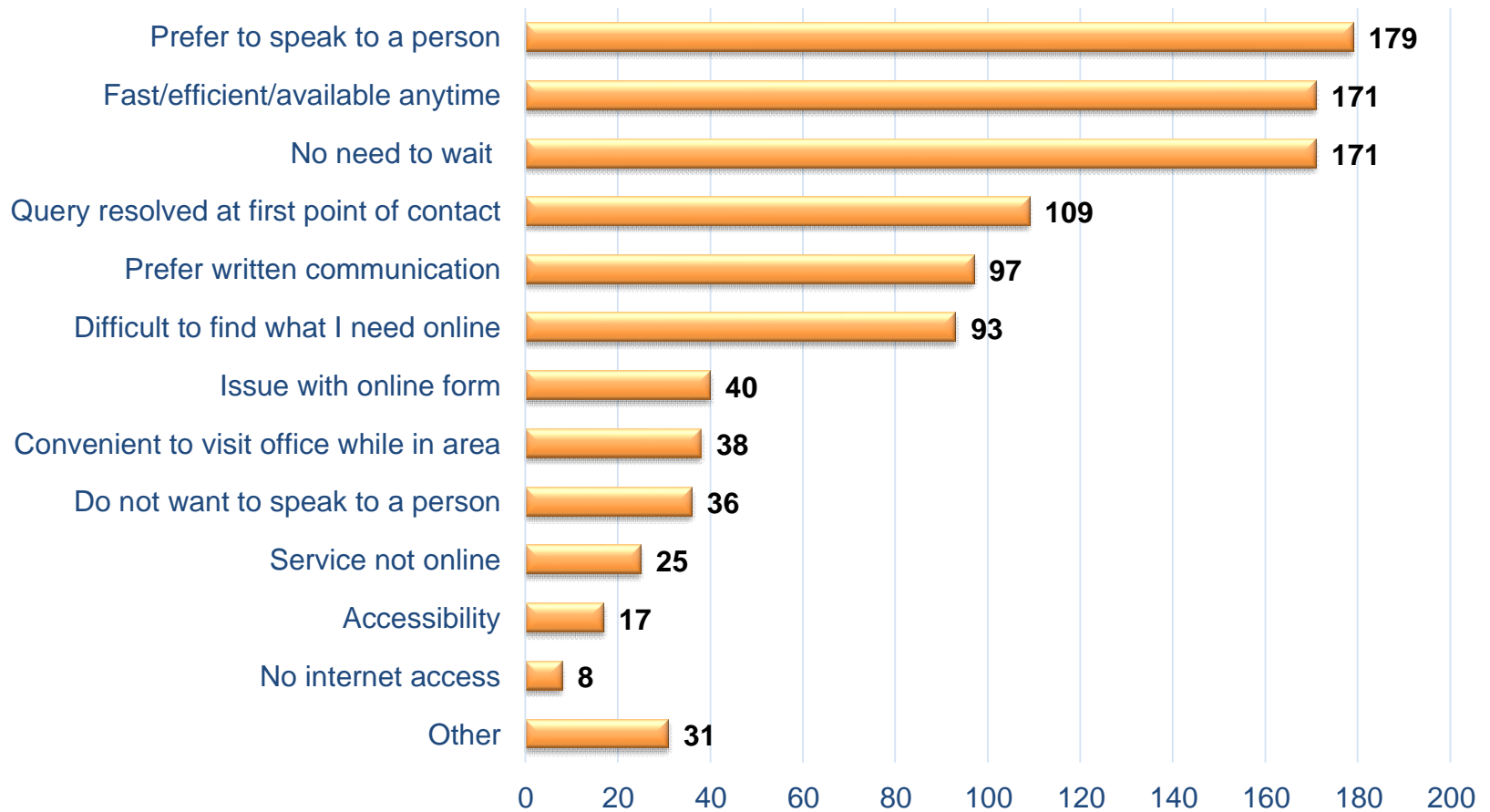




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## Why it is the preferred method of contact





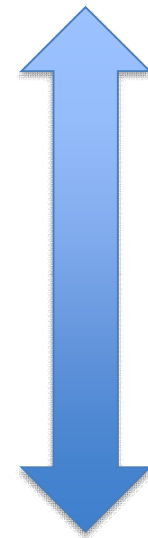
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## Most important when contacting us:

Resolve issues the first time you contact us
Keep you informed of progress
Provide clear timescales when you make a request
Complete requests within the timescales provided
Treat you fairly and listen to your concerns
Provide consistent information when you contact us
Keep wait times to a minimum
Tell us once about changes
Provide access to more services online

Most important



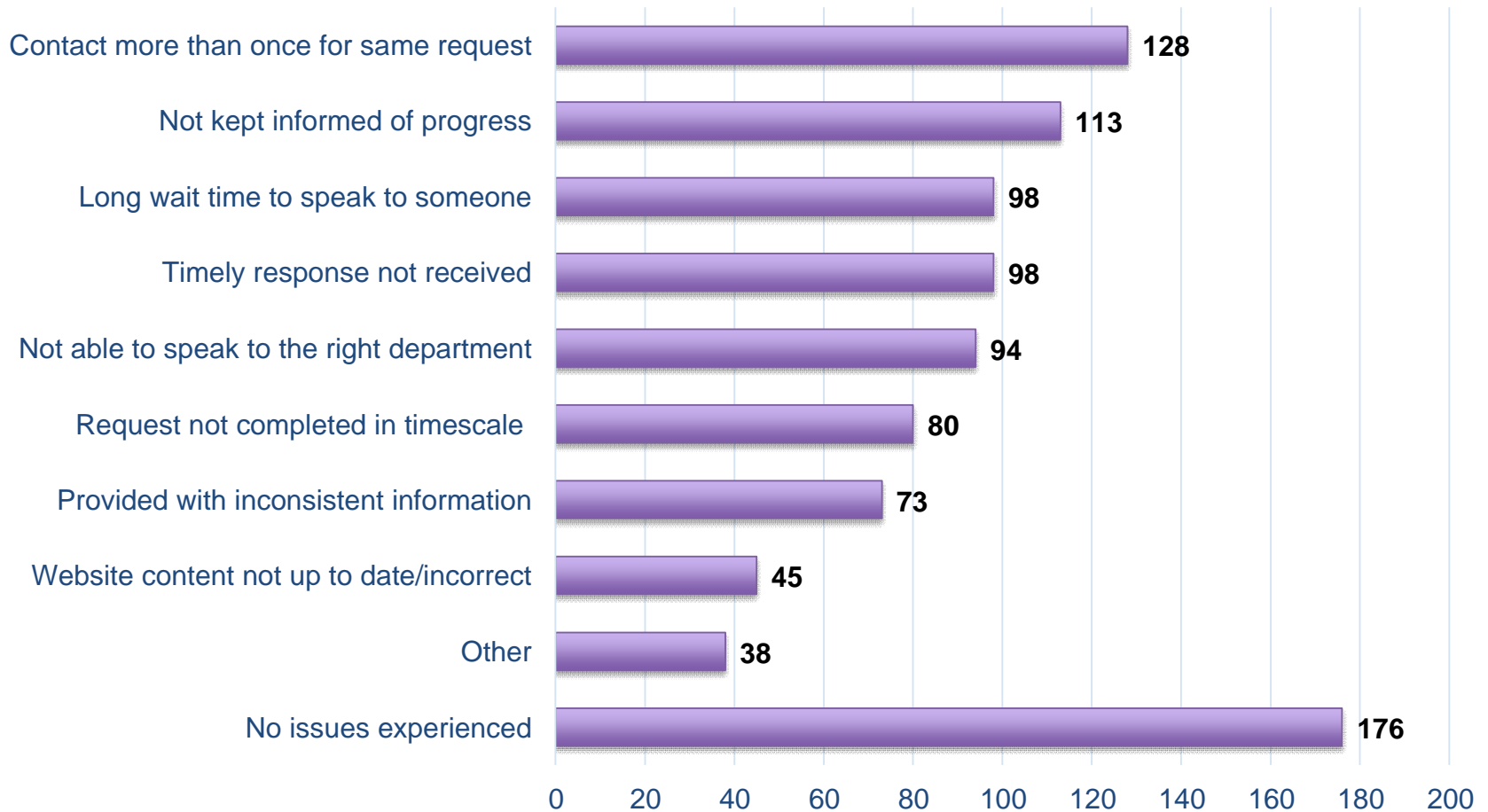
Least important



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## Negative impact on experience





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<u>Responses not received within timely manner</u>		<u>Request/Issue not completed in the timescale provided</u>	
Benefits	6	Benefits	11
Council Tax	15	Council Tax	13
Education	11	Education	7
Environmental Health	16	Environmental Health	14
Housing	15	Housing	17
Libraires	7	Libraires	6
Licensing	3	Licensing	3
Planning	15	Planning	13
Registrars	3	Registrars	2
Roads	47	Roads	45
Social Care/Work	9	Social Care/Work	9
Sports & Physical Activity	12	Sports & Physical Activity	7
Trading Standards	2	Trading Standards	3
Waste	31	Waste	31



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<u>Website content not up to date or incorrect</u>		<u>Having to contact us more than once for the same request/issue</u>	
Benefits	5	Benefits	12
Council Tax	7	Council Tax	19
Education	5	Education	11
Environmental Health	7	Environmental Health	20
Housing	5	Housing	29
Libraires	4	Libraires	5
Licensing	3	Licensing	4
Planning	3	Planning	16
Registrars	3	Registrars	4
Roads	11	Roads	53
Social Care/Work	5	Social Care/Work	17
Sports & Physical Activity	7	Sports & Physical Activity	15
Trading Standards	3	Trading Standards	3
Waste	21	Waste	34



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<u>Not able to speak to the right person/department</u>		<u>Not kept informed of progress</u>	
Benefits	14	Benefits	10
Council Tax	16	Council Tax	13
Education	12	Education	8
Environmental Health	14	Environmental Health	15
Housing	17	Housing	23
Libraires	6	Libraires	7
Licensing	5	Licensing	2
Planning	12	Planning	16
Registrars	5	Registrars	2
Roads	31	Roads	54
Social Care/Work	12	Social Care/Work	10
Sports & Physical Activity	12	Sports & Physical Activity	7
Trading Standards	4	Trading Standards	1
Waste	22	Waste	29



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<b><u>Being provided with inconsistent/incorrect information</u></b>		<b><u>Long wait time to speak to someone</u></b>	
Benefits	11	Benefits	29
Council Tax	15	Council Tax	15
Education	8	Education	8
Environmental Health	15	Environmental Health	15
Housing	13	Housing	23
Libraires	7	Libraires	10
Licensing	4	Licensing	5
Planning	10	Planning	11
Registrars	4	Registrars	6
Roads	38	Roads	41
Social Care/Work	8	Social Care/Work	16
Sports & Physical Activity	9	Sports & Physical Activity	10
Trading Standards	4	Trading Standards	6
Waste	21	Waste	33





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## Comments made in relation to issues experienced

### Contacted more than once:

Respondents had to follow up requests for **Environmental Health, Housing Repairs, Roads** and **Social Care/Work**.

### Not kept informed:

Respondents advised they felt there was very little communication from **Housing Repairs, Roads** and **Environmental Health**.

### Timely responses not received:

**Roads** and **Housing Repairs** not completed within timescale provided and had not been receiving responses when contacting the service.



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## Continued

### Request not completed in timescale:

There was a large number of respondents who highlighted their requests for **Roads** and **Housing Repairs** were still outstanding.

### Not being able to speak to right department:

Some respondents mentioned they had been unable to speak to their Housing Officer in an office or through other methods of contact. A number of people also stated they had trouble getting in touch with **Benefits**.

### Long wait times to speak to someone:

Some respondents suggested that wait times to reach **Customer Services** were longer than expected and some mentioned being cut-off after waiting to speak to **Benefits**.

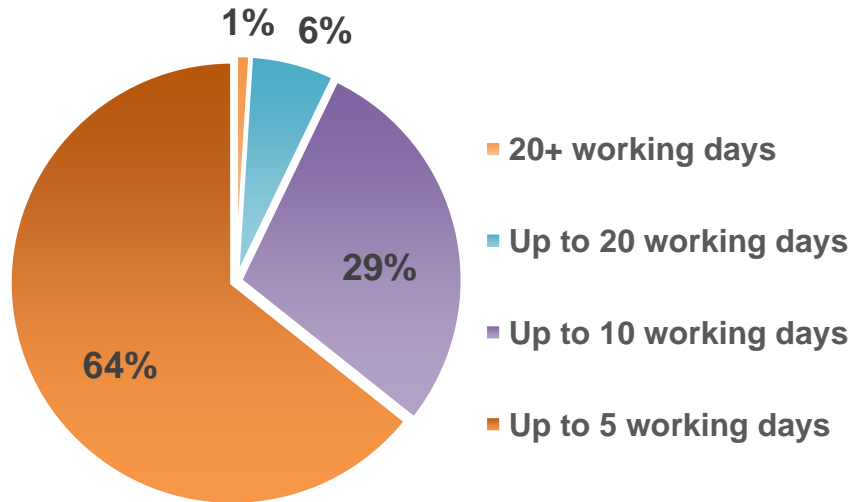


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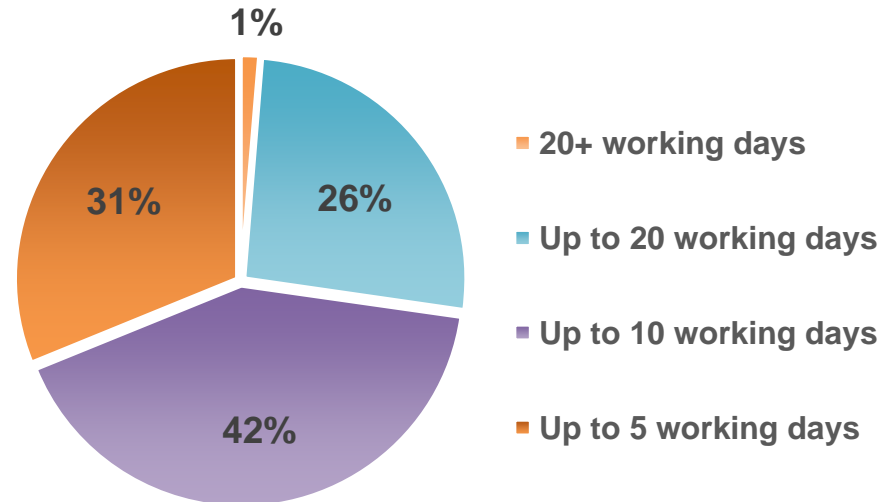


## What the customer considers an adequate timescale:

### To receive a response



### Request to be completed





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## Timescales

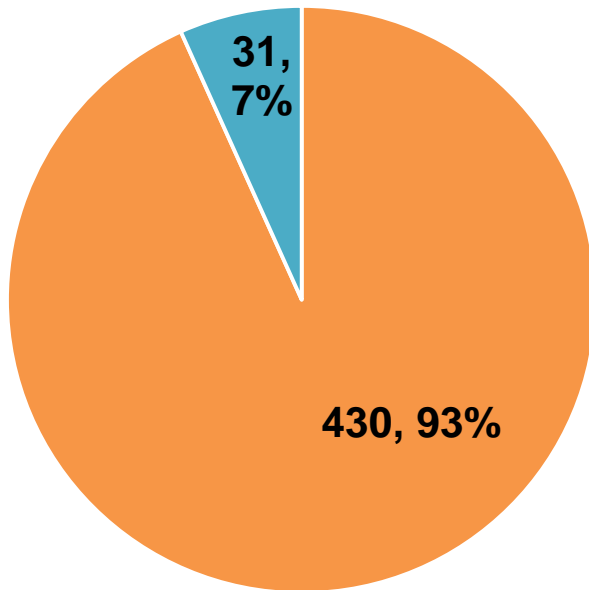
- Waiting for staff to contact them back or not being available anytime they contact us
- Not contacted back within timescale provided
- Incorrect information given
- Timescale longer than they expected



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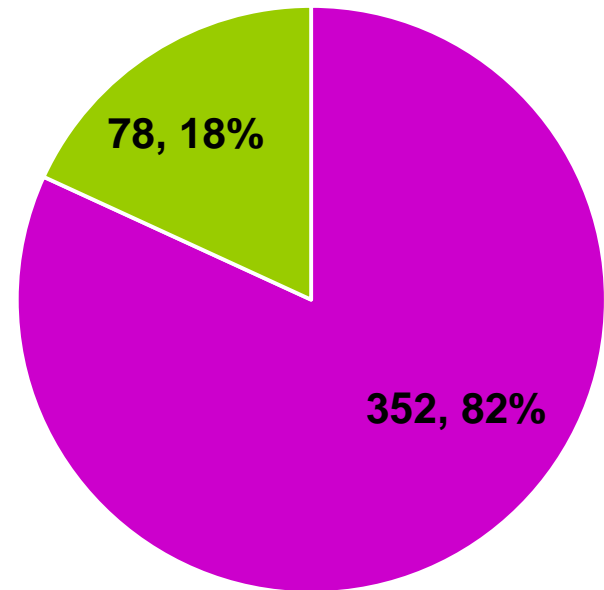


Have you used the Aberdeenshire Council Website?



■ Yes ■ No

Able to do what you needed online?



■ Yes ■ No



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## Comments for website

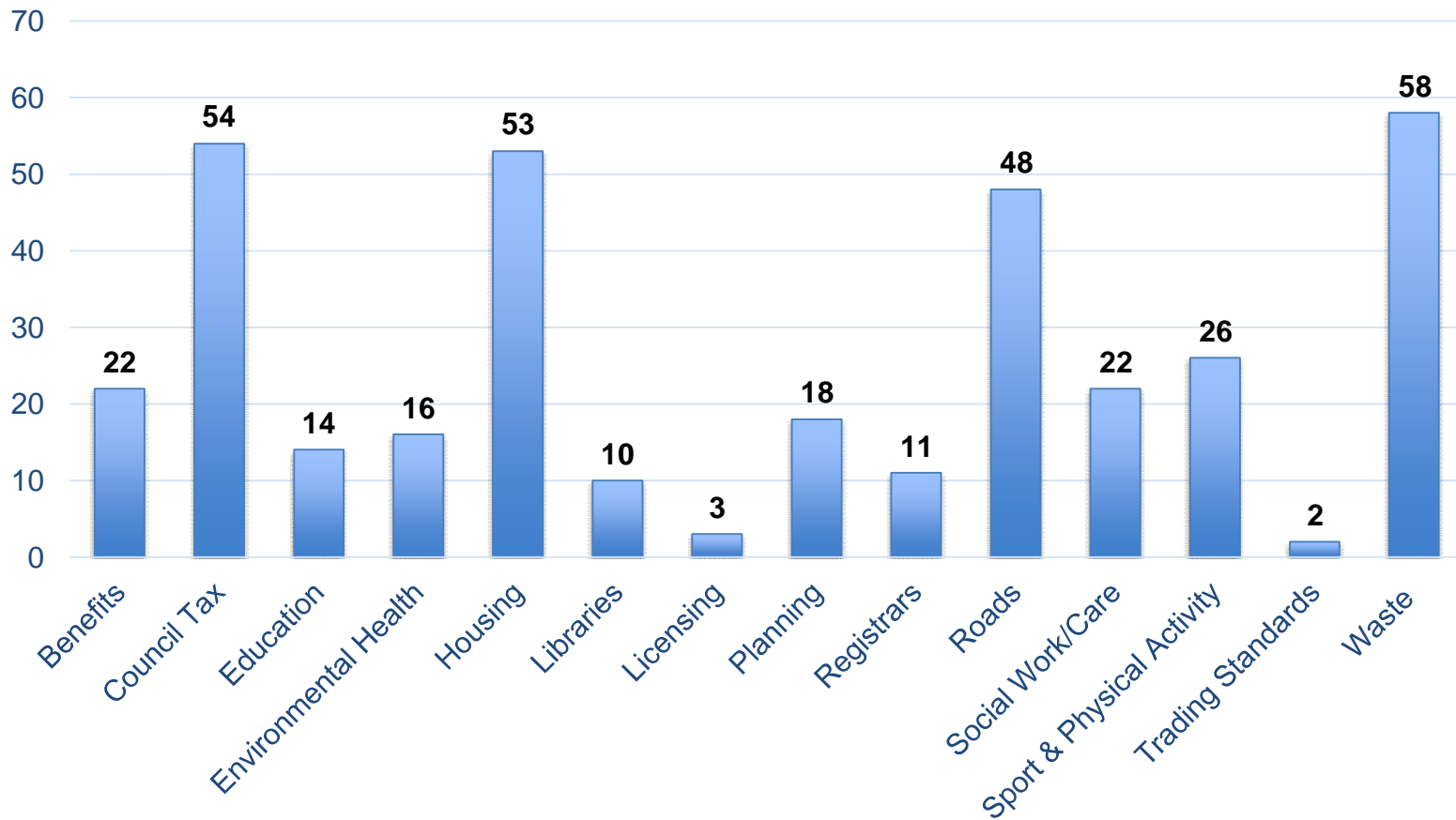
- Make the design/layout clearer
- Make services more accessible online (e.g. council tax balances)
- To improve/make more user friendly
- Easier search function
- More quick query buttons



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## 77% of online transactions resulted in a follow-up phone call

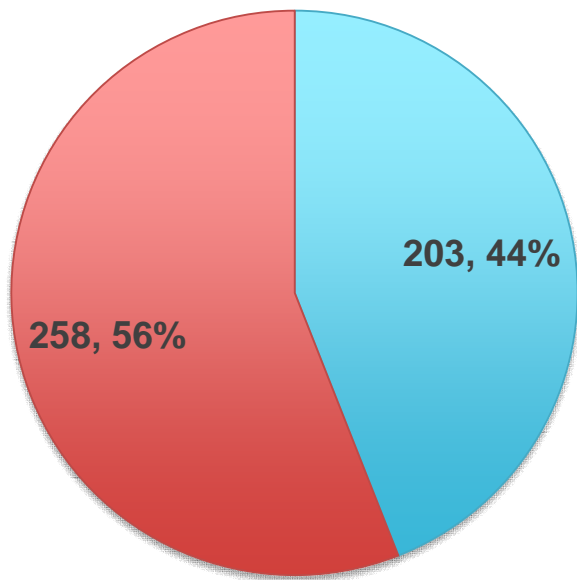




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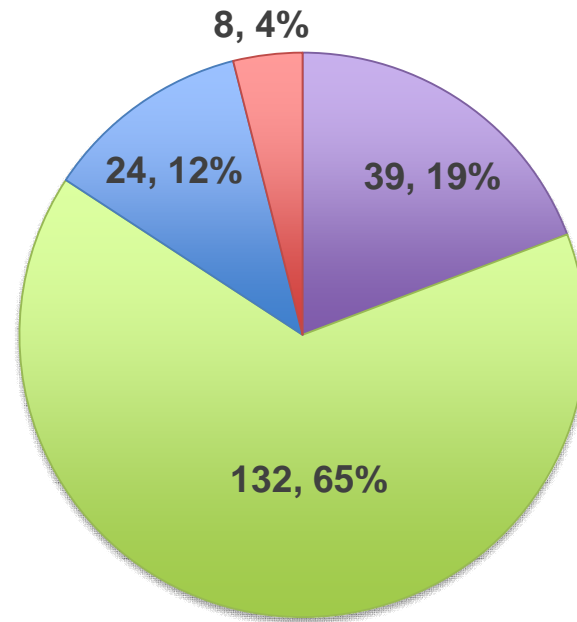


### Do you use MyAberdeenshire App?



Yes No

### App Satisfaction



Very Satisfied Satisfied Dissatisfied Very Dissatisfied

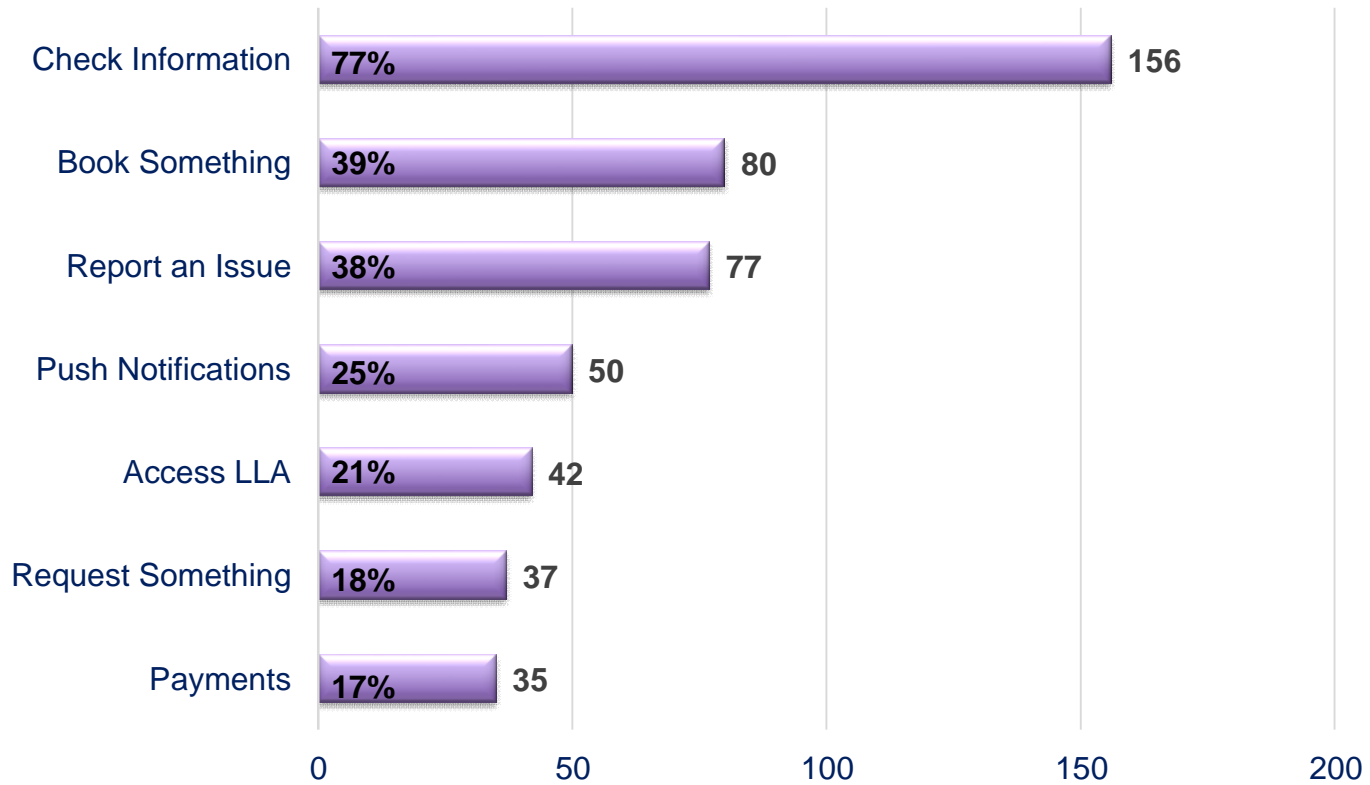




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## App Usage





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## Comments received relating to the App:

Overall, of the 203 people that confirmed they use the app, the majority of responses were positive in regards to the App being easy to use and find the information they required.

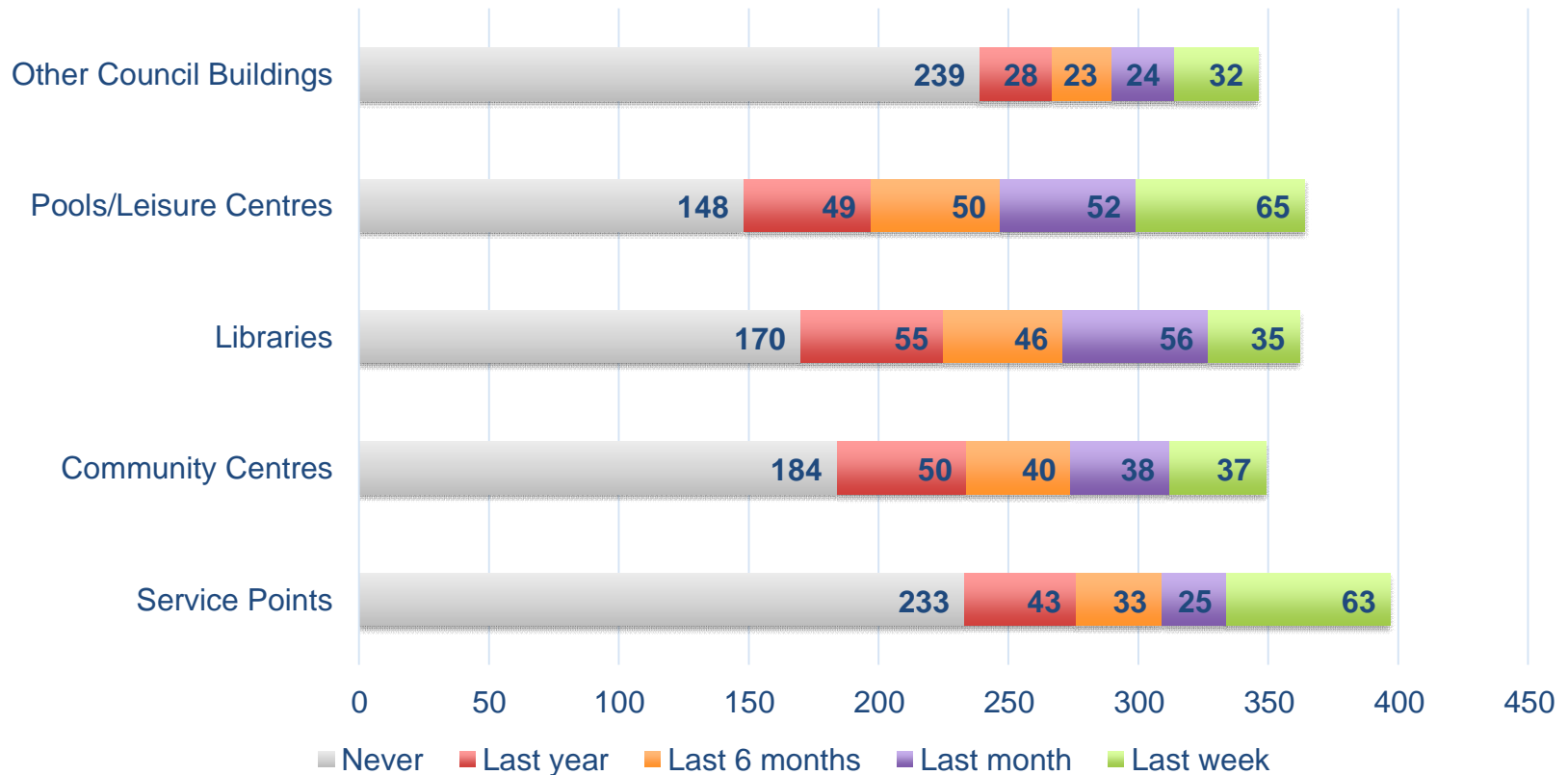
As you will see from the app usage, many customers like to use the app to check information such as bins dates, roadworks, school closures etc.



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## Which buildings do you visit and how often

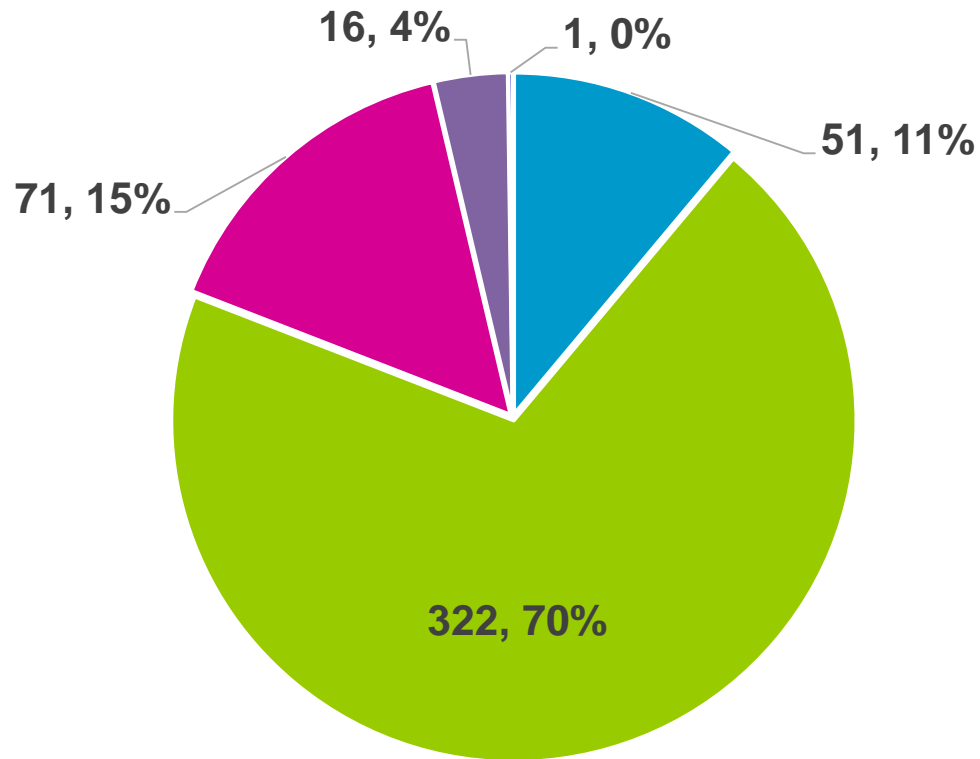




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### Willing/able to travel to a council building



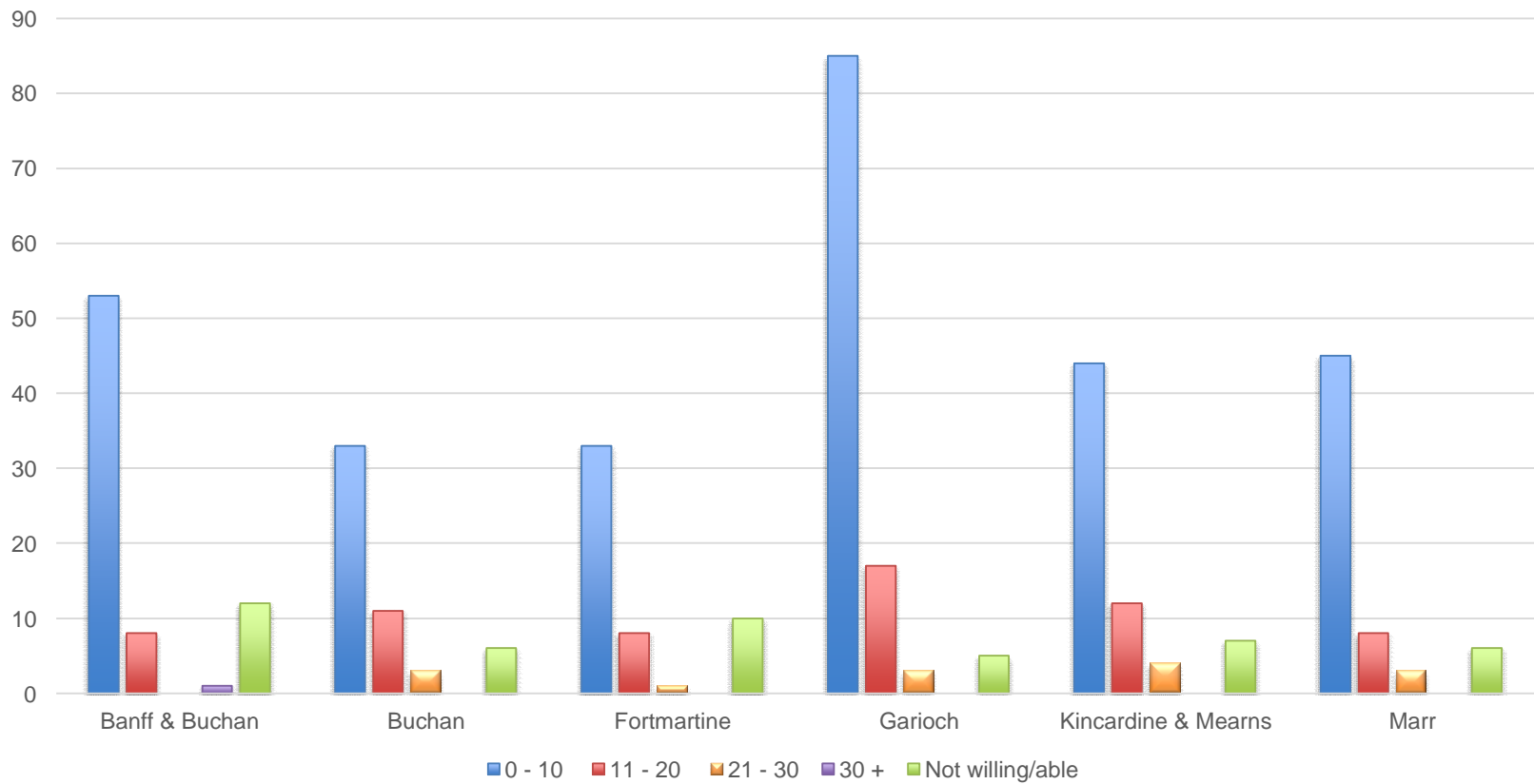
■ Not willing/able ■ 0 - 10 miles ■ 11 - 20 miles ■ 21 - 30 miles ■ Over 30 miles



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## Willing to travel





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## Reason people are not willing/able to travel:

Mobility issues were a big factor when respondents indicated they could not, or would not, attend an office.

Respondents indicated they do not drive or do not have access to a car. Some highlighted that due to staying in remote locations, they find access through public transport difficult or impossible.

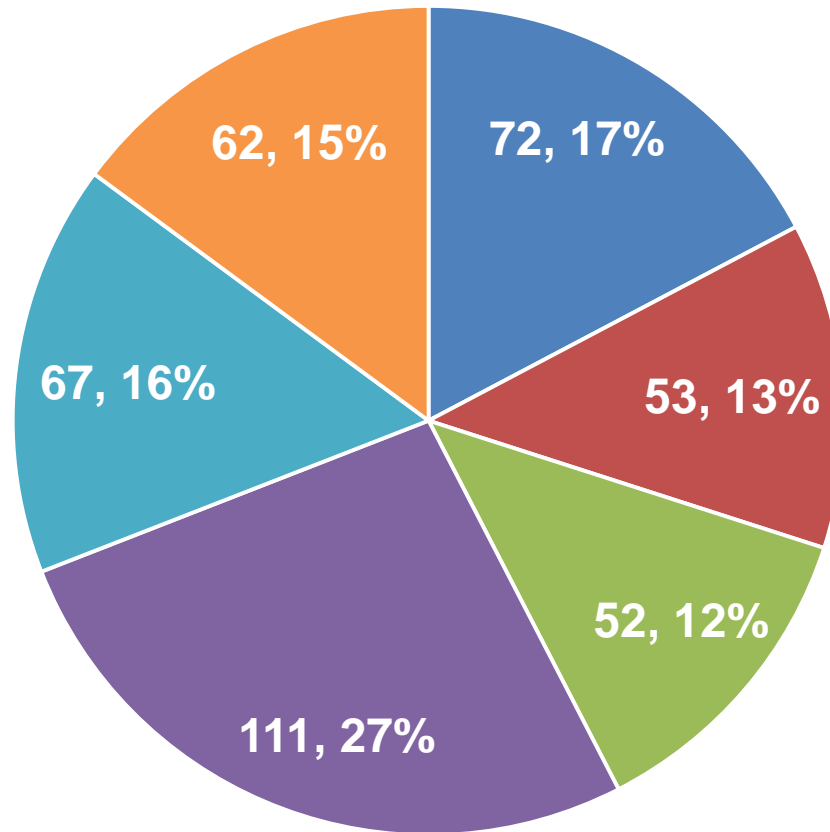
However, a number of respondents said they did not need to visit an office as all services they required were available online.



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### Area of responses



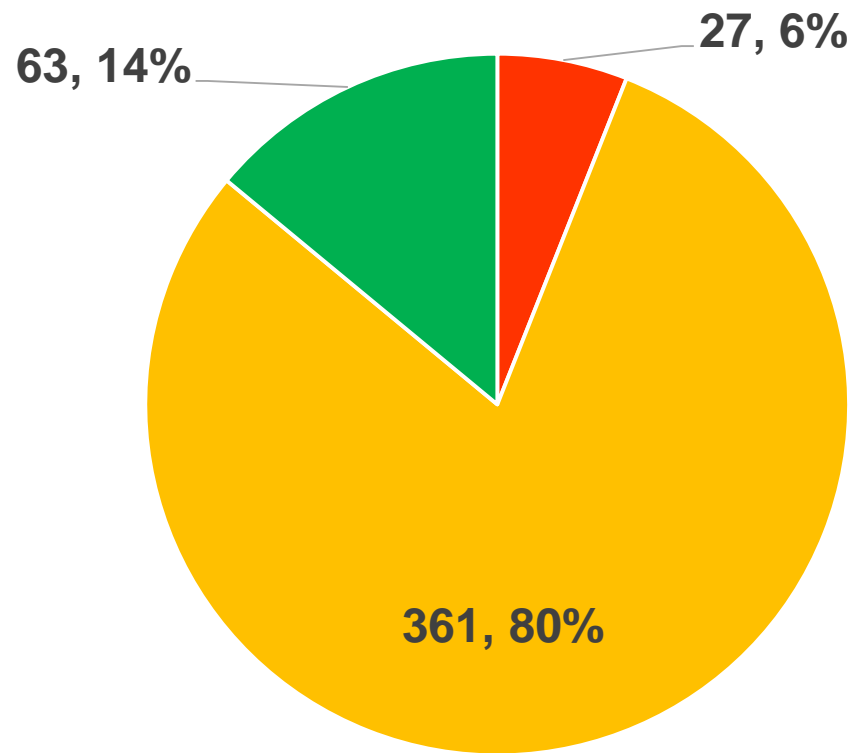
■ Banff & Buchan ■ Buchan ■ Formartine ■ Garioch ■ Kincardine & Mearns ■ Marr



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## Consider themselves to be a disabled person



■ Prefer not to say   ■ No   ■ Yes

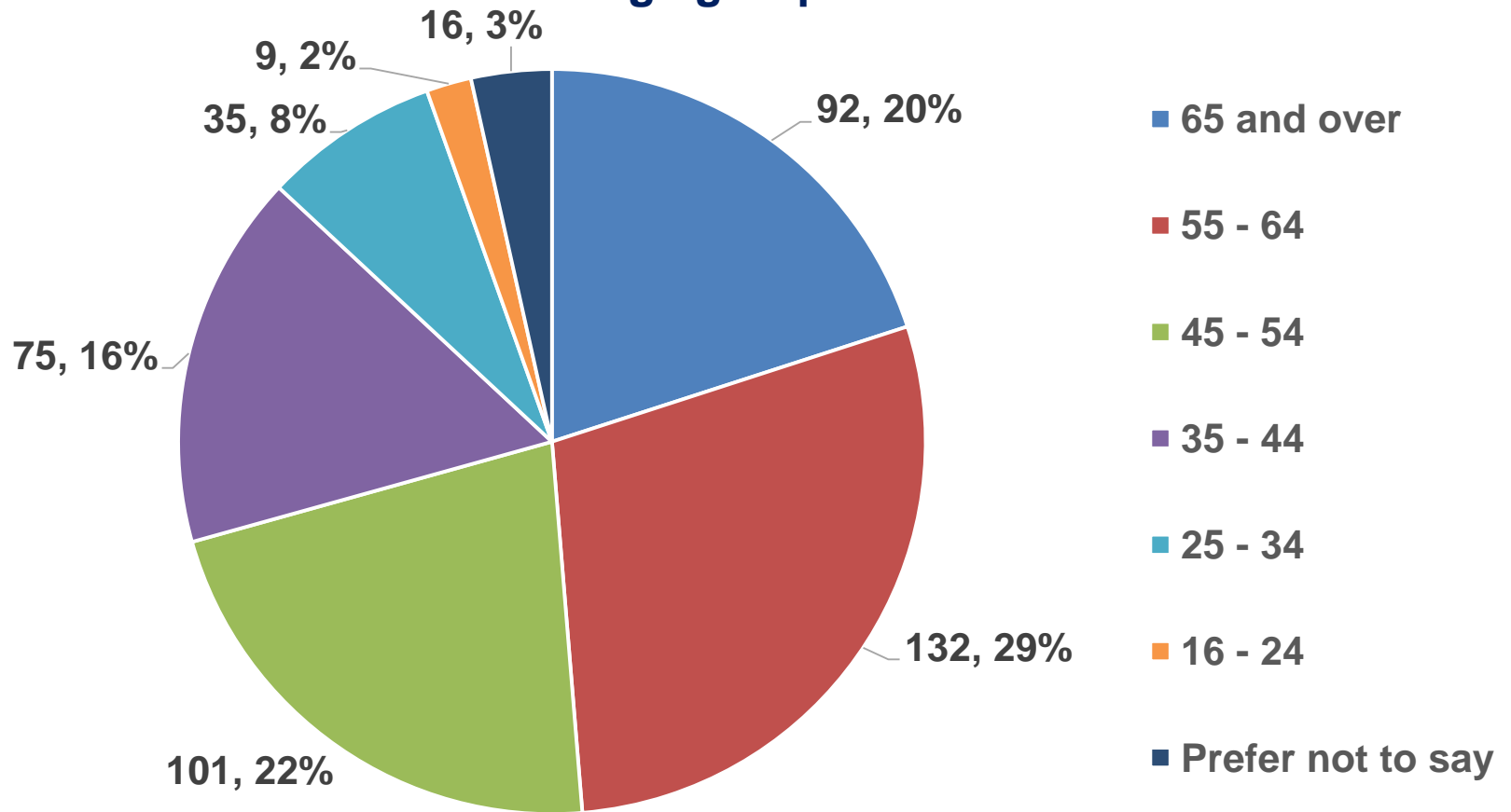




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## Age groups





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**Thank you**

Lyn Esslemont, Engagement Officer

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