

EXETER CITY COUNCIL

EXECUTIVE
4 OCTOBER 2011

WAVELENGTH 23 - SURVEY RESULTS

1.0 PURPOSE OF REPORT

1.1 To present the main findings of the Wavelength 23 survey to SMT

2.0 BACKGROUND

2.1 There were **705** forms returned from **1105** sent out. This is a return rate of **63.7%**

2.2 The Wavelength panel is representative of the city for gender and for ward population but is under-represented in the younger age-groups and over-represented among the older groups. To compensate for this a weighting has been applied to ensure the percentage figures reported are reflective of the city's population.

2.3 Wavelength 20 covered three topics:-

- **Customer Access to Services:** Looking at how customers access council services and information, including the website
- **Customer Service Centre:** To look at how customers make use of the CSC and their satisfaction with the service provided
- **Complaint & Feedback Form:** To give panellists a chance to comment on the draft complaint & feedback form.

2.5 This Executive Summary only provides a commentary on the figures returned for Wavelength 23. For a full comparison with previous Wavelengths, please see the main report.

3.0 SUMMARY OF RESULTS

3.1 Customer Access To Services

3.2 The results showed:

- Exeter Citizen is still the favourite way for people to get Council information (63%)
- Internet use by panellists is increasing (88% in 2011 up from 70% in 2006)
- Respondents visit the website primarily for information (1029 responses) as opposed to directly accessing services (363 responses)
- The most popular reason for visiting the website was to get information on refuse collection and recycling (69%)
- There was little enthusiasm for registering to use the Exeter City Council website (94 responses)
- Panellists tend to visit the website infrequently (monthly or less frequently)
- The site search and the ease of finding specific information were the weakest areas, with satisfaction scores of 64%

3.3 Customer Service Centre

3.4 The results showed:

- Just under half of panellists (44%) had visited the Customer Service Centre in the last 12 months
- The most frequent reason for visiting the Customer Service Centre was to make a payment (33%)
- Very few respondents had used the payments machines (2%) but usage has increased dramatically since the cashiering service was withdrawn
- The vast majority of enquiries were resolved (93%) with 91% of visitors satisfied with the outcome and 86% satisfied with the process involved

3.5 Complaints & Feedback leaflet

3.6 The results showed that:

The overwhelming majority of respondents (93%) found the leaflet clear and easy to understand

4.0 NEXT STEPS

4.1 Results from Wavelength 23 have been passed to the commissioning Directorates.

4.3 Results from the survey will be posted on the Council's website, a summary will be sent to Wavelength panellists and produced in the Citizen.

5.0 RESOURCE IMPLICATIONS

There are no resource implications

6.0 RECOMMENDATIONS

Executive are asked to note the report

14/09/11

Background papers used in this report:

- Wavelength 23 full report