

Cess Pool Service
Satisfaction Survey 2010

Final Report

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Cess Pool Service Customer Satisfaction 2010

Background

This is the first formal satisfaction survey to be undertaken for the cess pool service. The customer requirements were jointly agreed by the Waste Services Manager and Customer Service and Access Officer.

Survey Methodology

A satisfaction questionnaire, covering letter and prepaid envelope was sent by post (February 2010). A blank survey form is appended at the end of the report for information. No incentive was used and no reminders were sent. The questionnaire used a 1 to 10 numerical rating and asked respondents to rate a score against a set of customer requirements in terms of their importance and then by how satisfied they were with the same set of requirements. This methodology enables a Customer Satisfaction Index (CSI) to be calculated. The opportunity was also taken to ask a question about direct debit payment method.

Sample Size and Response Rate

All cess pool customers (118) were given the opportunity to participate in the survey. The survey cost £35.00 for postage. 39 responses were received, making a response rate of 33%.

Results

- Customer Satisfaction Index (CSI) score of 77.5%
- The number one 'priority for improvement' (PFI) is 'competitive prices', followed by 'value for money' and 'keeping promises and commitments'.
- Of the 15 comments received, 5 (33%) relate to collection dates/times and knowing these in advance.

A calculation sheet is attached, which shows the average scores in respect of importance and satisfaction by customer requirement together with the numerical gaps between the two.

Detailed results are attached as follows:

- Graph 1 – Importance – What Matters Most
- Graph 2 – Satisfaction – What We Do Best
- Graph 3 – Priorities for Improvement
- Additional Question
- Table of Comments

Action Plan

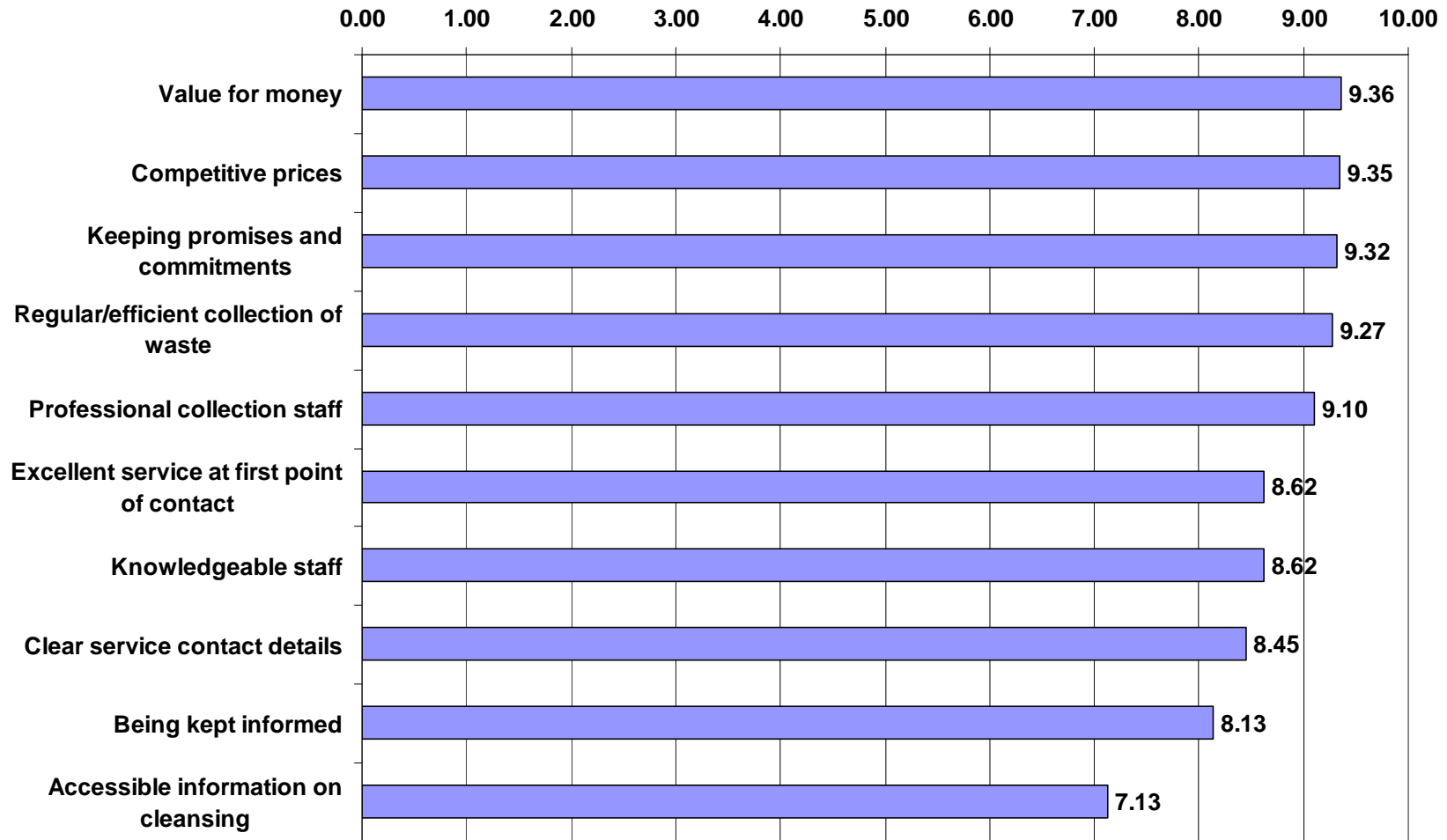
An action plan will be put together once the Waste Services Manager has had an opportunity to consider the report and findings.

The following recommendations are made regarding the survey:

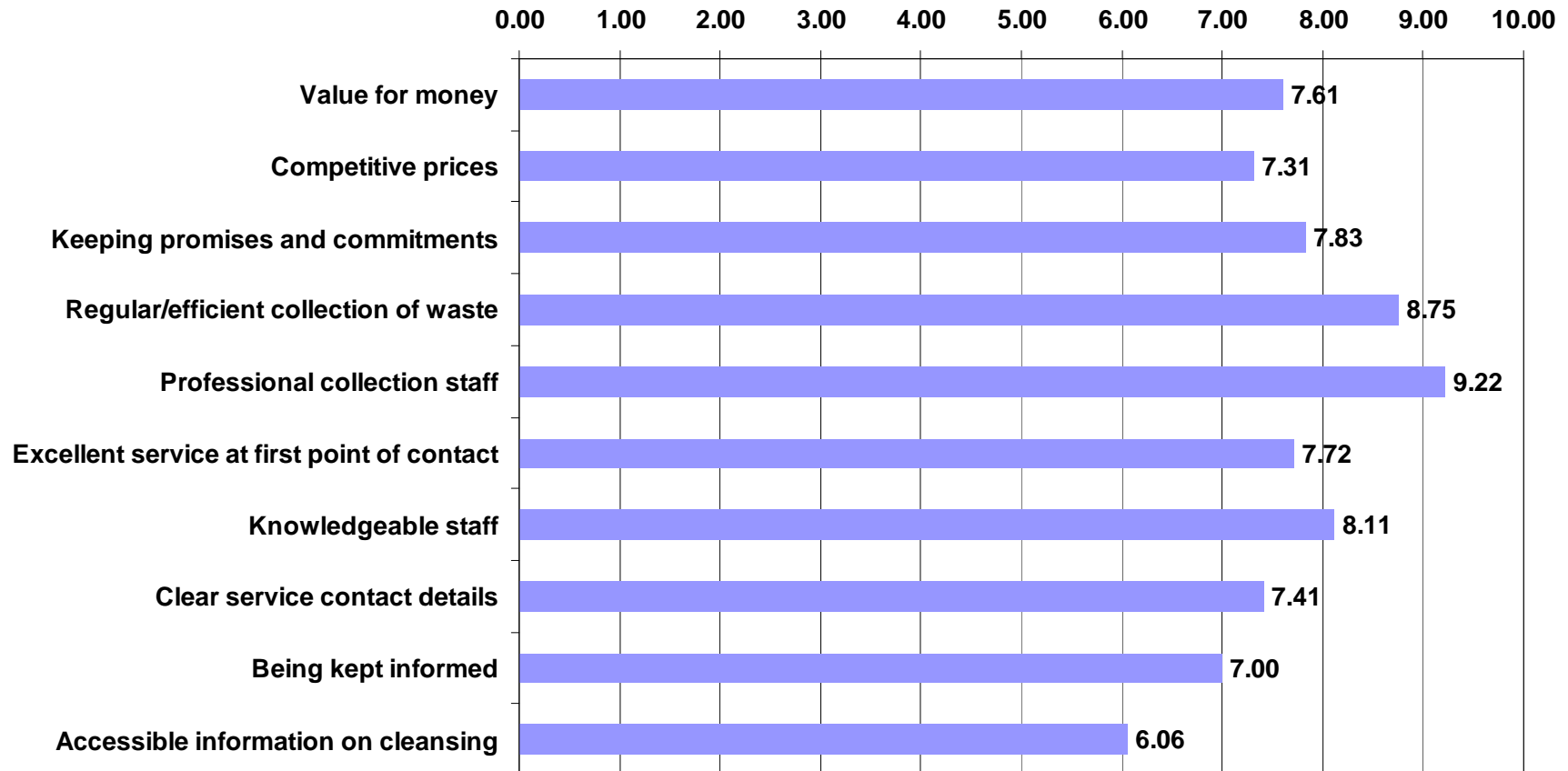
1. To feedback the results and planned actions to the target group.
2. To repeat the survey in 18 months time to measure the effectiveness of the actions taken.

Cess Pool Service - Customer Satisfaction Index - 2010							
Customer Requirement (A)	Importance Score (B)	Weighting Factor (%) (C)	Standard Deviation (D)	Satisfaction Score (E)	Weighted Score (F)	Standard Deviation (G)	PFI (H)
Value for money	9.36	10.72	1.34	7.61	0.82	1.95	-1.75
Competitive prices	9.35	10.70	1.31	7.31	0.78	2.36	-2.04
Keeping promises and commitments	9.32	10.67	1.23	7.83	0.84	2.68	-1.49
Regular/efficient collection of waste	9.27	10.61	1.16	8.75	0.93	1.84	-0.52
Professional collection staff	9.10	10.42	1.50	9.22	0.96	1.05	0.12
Excellent service at first point of contact	8.62	9.87	1.28	7.72	0.76	2.36	-0.90
Knowledgeable staff	8.62	9.87	1.42	8.11	0.80	2.12	-0.51
Clear service contact details	8.45	9.67	1.48	7.41	0.72	2.09	-1.04
Being kept informed	8.13	9.31	1.70	7.00	0.65	2.24	-1.13
Accessible information on cleansing	7.13	8.16	2.63	6.06	0.49	3.05	-1.07
					7.75		
Total	87.35				77.5		
					CS Index (%)		
(A) Customer requirements listed in order of importance - most important at the top							
(B) The average importance score (mean) for each requirement							
(C) Individual importance score expressed as a % of the total importance score							
(D) Standard deviation shows the 'average distance from the mean score' (importance) - less than 2, similar scores							
(E) The average satisfaction score (mean) for each requirement							
(F) The satisfaction score multiplied by the weighting, which is then totalled and multiplied by 10 to express as a %							
(G) Standard deviation shows the 'average distance from the mean score' (satisfaction) - less than 2, similar scores							
(H) Priority for Improvement (PFI) - the difference between E and B (negative scores denote possible areas for improvement)							

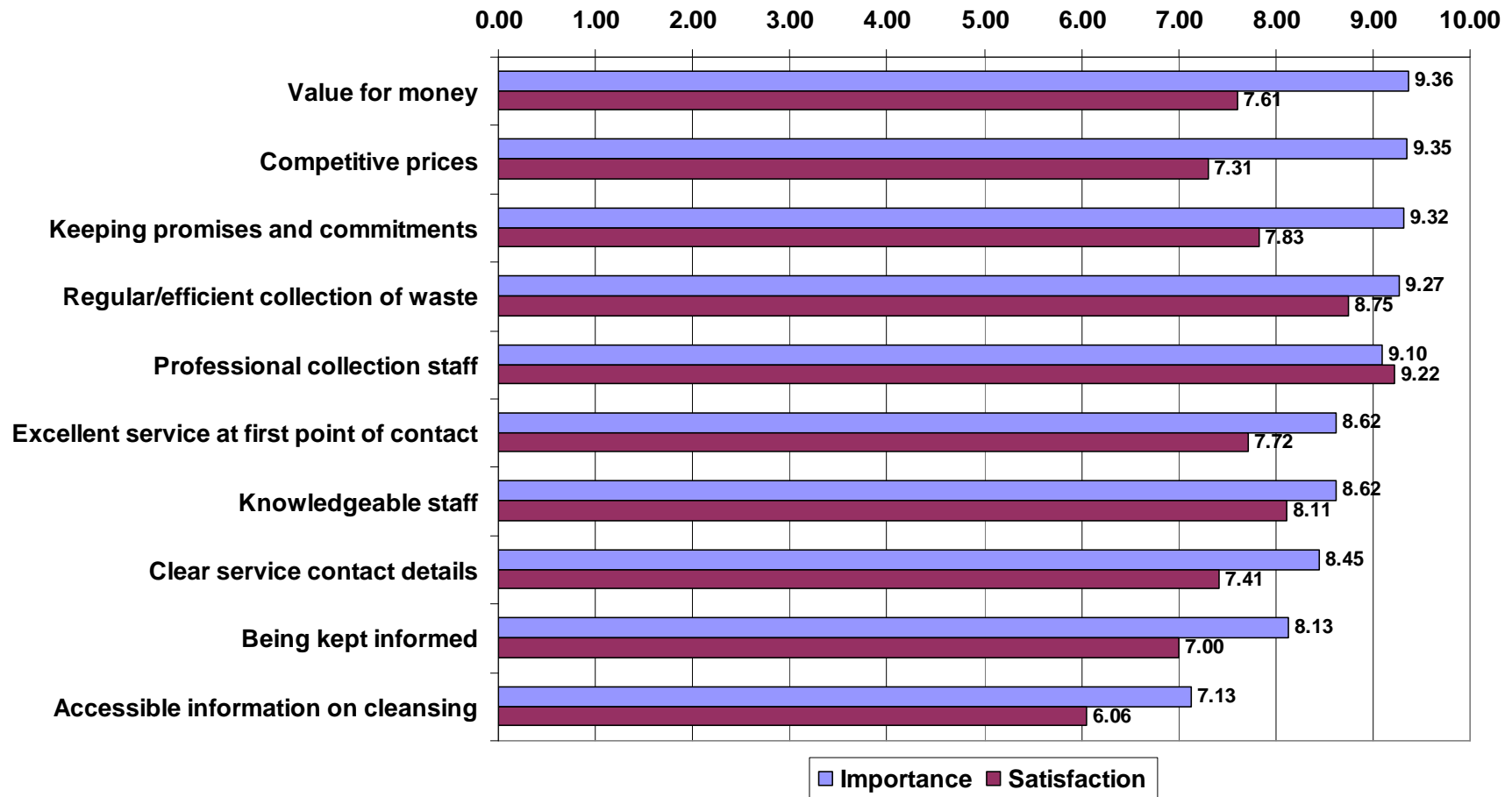
Cess Pool Service Importance - What Matters Most



Cess Pool Service Satisfaction - What We Do Best



Cess Pool Service Priorities for Improvement



Cess Pool Service

Additional Question

When asked 'are you aware that you can pay by Direct Debit', of those who responded:

Yes	20	51%
No	10	26%
Total	30	77%

9 or 23% did not answer the question.

Comments

- PROVIDE STAFF WITH CORRECT MACHINERY FOR THE JOB. ALLOW THEM TO MANAGE THEIR OWN WORKLOAD
- WOULD LIKE TO HAVE SOME IDEA OF TIME AND DAY COLLECTION WILL TAKE PLACE
- AS IS ALREADY KNOWN BY THE REGULAR DRIVER, MY NEIGHBOUR NEEDS TO BE NOTIFIED PRIOR
- DIRECT CONTACT WITH THE DEPARTMENT
- IT WOULD BE VERY HELPFUL IF WE COULD BE NOTIFIED IN ADVANCE APPROX DATE AND TIME
- NEVER ABLE TO CONTACT COUNCIL - ALWAYS LINES BUSY OR PUT THROUGH TO WRONG DEPARTMENT
- UNABLE TO COMPLETE THE FORM AS WE NEVER KNOW WHEN EMPTYING TAKES PLACE
- UNJUSTIFIED PRICE INCREASE
- WE DO NOT HAVE MUCH EXPERIENCE IN THESE MATTERS HAVING ONLY MOVED INTO THE AREA FAIRLY RECENTLY
- I HAVE ALWAYS BEEN WELL SATISFIED WITH THE SERVICE
- LAST YEARS FEE FOR TANK EMPTYING DOUBLED IN PRICE FROM THE PREVIOUS YEAR, WITHOUT ANY NOTIFICATION
- WE CANNOT USE COMMERCIAL SERVICES BECAUSE OF THE DISTANCE FROM THE ROAD TO OUR TANK
- IT WOULD BE HELPFUL TO HAVE WRITTEN INFORMATION RE: COLLECTING DATES EG. MARCH/APRIL
- I HAVE BEEN GIVEN A GENERAL TIME (EG MONTH) WHEN TANK WILL BE EMPTIED
- THE SERVICES THAT YOU HAVE PROPOSED TO US SO FAR HAVE BEEN EXCELLENT