

2009 / 10 Customer Survey



Meeting: Board Meeting

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Directorate: Howard Toplis

Status: For Information
Subject: 2009 / 10 Customer Survey

1 Purpose of report

1.1 To report the results of the 2009 survey of private customers.

2 Recommendations

2.1 That the Board note:-

- The results of the 2009 customer survey;
- The continued high level of customer satisfaction is driven by the hard work and application of staff, and they should be recognised in maintaining high levels of customer service;
- Any comments on our service or requests for further information and alternative services will be processed as it is important to act on these issues, as it shows customers that the Company is responsive to feedback received; and
- The survey data will be published on the Company's website, Call24 Annual Report, and the results incorporated into a Tor Homes' and DCHG newsletter in a future issue.

3 Background

3.1 The Company is committed to learning from the experiences of its customers, and in late 2003 commenced a survey to gauge private customers' views on an annual basis. This is also a requirement of the Telecare Services Association.

This report is to update the Board on the results of the 2009/10 customer survey.

The importance of customer satisfaction is reinforced through the Company's strategic KPI's".

Call24 aims to survey one third of its private customer base on an annual basis, and 1,200 questionnaires were distributed in January 2010 from a random sample of private dispersed customers.

- 3.2 When planning the postal survey the Company has historically sought a response rate of 35%. The number of survey forms returned for the 2009/10 survey was 574 (48%).

Table 1 - Survey populations, and respondents in each category (2003 to 2009)

	2003		2004		2005		2006		2007		2008		2009	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Surveys Returned	513	-	474	-	556	-	624	-	581	-	649	-	574	-
Call Centre Experience	333	64.9	410	86.5	477	86.0	558	89.4	524	90.2	559	86.1	498	86.8
Install / Repair Experience	128	25.0	145	30.6	126	22.7	134	21.5	111	19.1	418	71.9	428	74.6
Finance Experience	147	28.6	126	26.6	96	17.3	83	13.3	119	20.5	356	61.3	265	46.2

The survey form retained the simplified design used in 2008 and this has resulted in many more service users completing the form in full over the last two years rather than just the initial section of “call centre experience”.

For all areas of the Company’s service, customers were asked to score performance on a scale of 1 to 10, where 1 was highly dissatisfied and 10 was highly satisfied. The mean average performance scores are summarised in Table 2, with prior year comparators below and a graphical analysis in Appendix 1.

Table 2 – Average customer ratings, 2003 to 2009

Service area	Speed of response	Knowledge of staff	Helpfulness of staff	Courtesy of staff	Overall Service rating	% rating overall service good or better (1)	No. of responses
Call Centre	'09 9.32	9.30	9.37	9.50	9.39	99.40	498
	'08 9.47	9.27	9.47	9.58	9.48	98.93%	559
	'07 9.22	9.27	9.51	9.66	9.50	95.56%	524
	'06 8.99	9.12	9.36	9.42	9.32	94.44%	558
	'05 8.81	9.01	9.27	9.37	9.29	94.55%	477
	'04 8.93	9.07	9.43	9.49	9.35	95.12%	410
	'03 8.58	8.81	9.13	9.15	8.99	89.34%	333
Installation and Repairs	'09 9.27	9.32	9.32	9.43	9.28	99.53	428
	'08 9.81	9.17	9.29	9.56	9.59	97.61%	418
	'07 9.44	9.35	9.45	9.52	9.60	96.40%	111
	'06 9.17	9.01	9.26	9.38	9.40	94.78%	134
	'05 9.21	9.33	9.51	9.58	9.57	98.41%	126
	'04 9.29	9.13	9.31	9.47	9.43	95.17%	145
	'03 8.89	8.96	9.13	9.29	9.10	89.06%	128

Service area	Speed of response	Knowledge of staff	Helpfulness of staff	Courtesy of staff	Overall Service rating	% rating overall service good or better (1)	No. of responses
Finance and Admin.	'09 9.26	8.95	9.01	9.07	9.06	100.00	265
	'08 9.56	8.88	9.05	9.11	9.28	96.63%	356
	'07 9.27	9.05	9.39	9.45	9.44	96.64%	115
	'06 8.92	9.04	9.24	9.35	9.33	93.98%	83
	'05 9.18	8.95	9.45	9.48	9.32	92.71%	96
	'04 9.28	8.95	9.42	9.56	9.43	95.24%	126
	'03 8.90	8.70	9.06	9.13	8.99	88.44%	147

Note: (1) A score of 7 or above within a ten point scale has been used to define good or higher.

Key findings are as follows:-

All 12 areas assessed by the Company have maintained high levels of customer satisfaction.

- 11 out of 12 areas achieved average satisfaction ratings above 9.0 (on a 1 to 10 scale).
- The % of customers rating the service as good or better remains exceptionally high with scores between 99.50% – 100%.
- These results are impressive in service ratings across all activities and competencies. This should also be viewed against the backdrop of strong baseline performance for the last six years.

In addition, customers were asked whether the service had improved, worsened or stayed the same in the last twelve months. Results were as follows:

	2004	2005	2006	2007	2008	2009
Improved	8.7% (41 cases)	8.3% (46 cases)	7.37% (46 cases)	5.16% (30 cases)	9.09% (59 cases)	9.06% (52 cases)
Worsened	0.6% (3)	0.2% (1)	0.96% (6)	0.34% (2)	0.15% (1)	0.00%
Unchanged	76.6%	80.0%	77.08%	84.85%	63.33	58.54% (336 cases)
No view	14.1%	11.5%	14.58%	9.64%	27.43	32.41% (186 cases)

The 2009 survey saw the introduction of an additional set of questions against which customers were again asked to score performance on a scale of 1 to 10, where 1 was highly dissatisfied and 10 was highly satisfied. The mean average performance scores are summarised below.

	2009
Do you feel that Call24 offers good value for money	9.08
How do you rate our response to complaints	9.06
Was the alarm information booklet useful	8.81
In general how satisfied are you with the information and literature provided by Call24	9.05

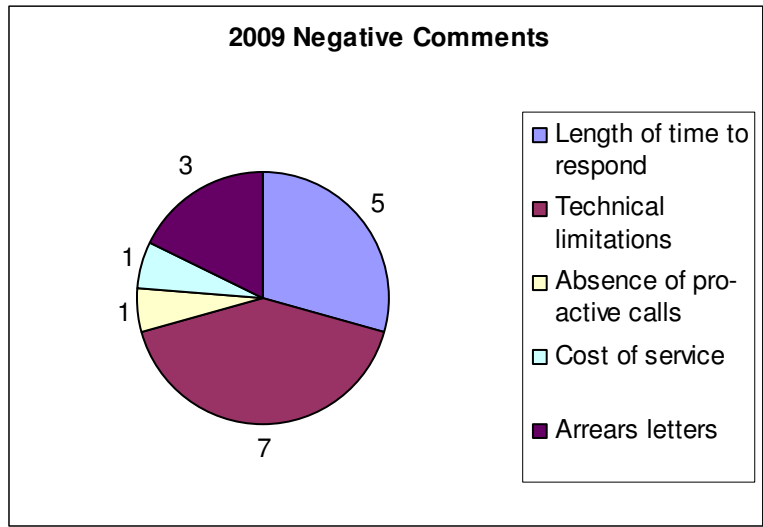
There has also been a continued reduction in negative comments, which have reduced year from 46 in 2003 to 17 in 2009.

Of the 17 adverse comments (less than 3 % of replies) received, 5 were about delays in responding due to dialling delays on the lifeline, and a further 5 were from people with hearing difficulties.

Customers were also asked for any general comments on the service. There were 101 “non-generic” favourable comments - that is, positive comments on the way the service is delivered (135 last year).

A flavour of positive comments received is shown in Appendix 2. These can be used in future marketing campaigns to differentiate Call24’s services from other providers.

Table 3 – Reasons for negative comments given by Customers



4 Legal, financial and IT implications

4.1 None.

5 Assessment of risk

5.1 Provided that Call24 act upon the comments of customers and use the results as an integral part in planning service delivery there is no risk involved.

6 Equalities and diversity implications

6.1 The Company has used the same category of questions as employed in previous years. Maintaining the same category of questions allows the Company to make

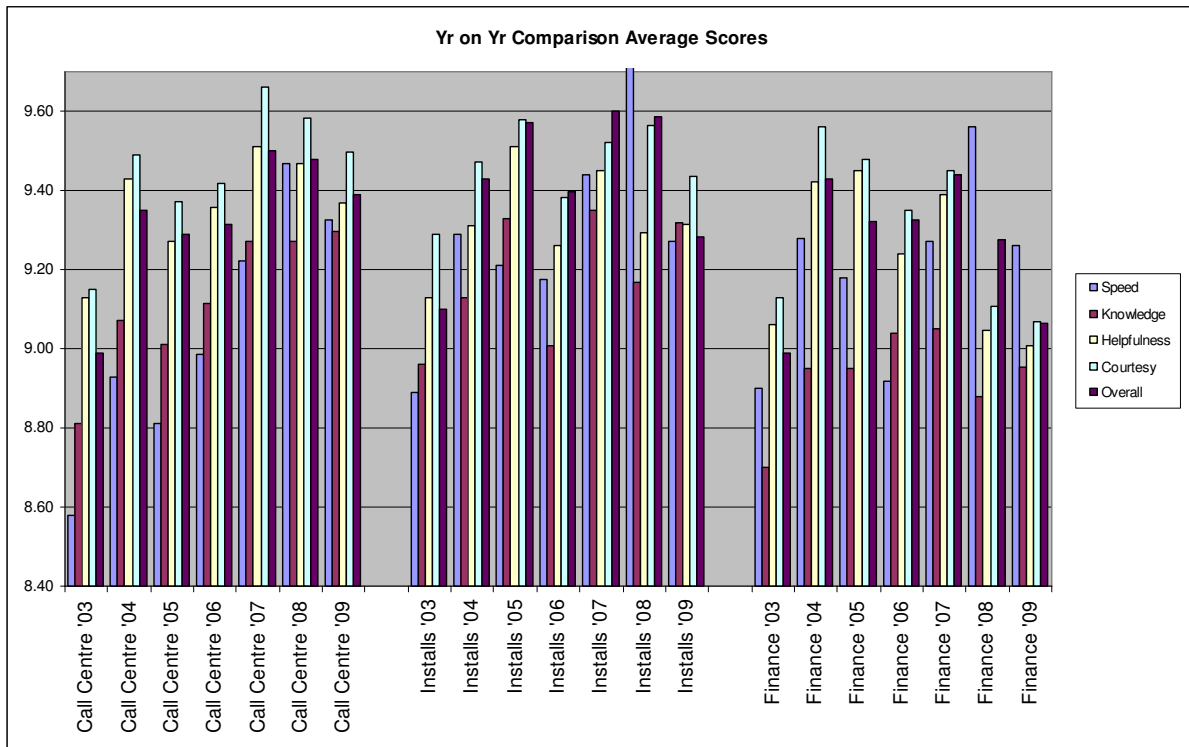
direct comparisons of results year to year.

7 Value for money implications

- 7.1 The size of this year's document has remained at two sides, ensuring photocopying and paper costs are reduced as far as possible. There was a reduction in responses this year, and we received 574 responses, a reduction of 11% on 2008 / 09.

Appendix 1

Year on year comparison



Appendix 2

Sample of favourable customer comments:-

A VERY GOOD RESPONSE TO MY OVER NIGHT ALARM CALL
A VERY GOOD SERVICE
A VERY KIND AND COUTEOUS BAND OF LADIES WILL HELP IN ANYWAY
ALWAYS COURTEOUS AND HELPFUL
ALWAYS FOUND THE SERVICE HELPFUL AND SUPPORTIVE WHEN I PHONE, PEOPLE ALWAYS
POLITE AND HELPFUL
ALWAYS CHARMING AND GIVE ME A SAFE FEELING
AS YOU CAN SEE FROM REPLIES I AM COMPLETELY SATISFIED
BECAUSE I AM DEAF I TAKE COMFORT IN THE FACT THAT IF I COULDN'T HEAR, YOU
WOULD TAKE ACTION AS NECESSARY
CALLS ARE ANSWERED VERY QUICKLY
COULDN'T MANAGE WITHOUT CALL24
EVEN OVER THE CHRISTMAS HOLIDAYS YOU SENT OUT AN ENGINEER
EVERYTHING IS FINE
EVERYTHING SATISFACTORY
EXCELLENT
EXCELLENT SERVICE
EXCELLENT SERVICE WHEN NECESSARY
GENERAL REQUESTS DEALT WITH PROMPTLY AN HELPFULLY BY OPERATORS
GIVES GREAT PEACE OF MIND
GLAD OF THE SENSE OF SECURITY IT GIVES ME
HAVE ALWAYS BEEN SATISFIED OVERALL
HAVENT HAD TO USE THIS YEAR JUST PLEASED TO KNOW ITS THERE
I ALWAYS GET IMMEDIATE RESPONSE FROM MY CALL
I AM VERY GLAD OF THE EXTRA SECURITY AS I LIVE ON MY OWN
I AM HAPPY TO HAVE A FRIEND AT THE END OF A PHONE CALL
I AM MORE THAN SATISFIED WITH CALL 24
I AM VERY HAPPY WITH THE WHOLE SYSTEM
I AM VERY SAFISFIED AND EXTREMELY GRATEFUL
I CANNOT FIND FAULT WITH YOUR SERVICE IN ANYWAY
I FEEL SAFE THAT IT IS THERE
I FEEL SECURE HAVING SUCH AN EXCELLENT SERVICE
I FEEL VERY CONFIDENT THAT IT WILL BE EXCELLENTLY DEALT WITH
I FEEL VERY SAFE WITH THIS SERVICE
I THINK IT IS A FANTASTIC SERVICE AND EVERYONE IS SUPER
I WOULD NOT BE WITHOUT THE SERVICE, IT IS MY LIFELINE
INSTALLATION WAS PERFECTLY SAFISFACTORY
IT GIVES ME CONFIDENCE AND MY FAMILY TOO
IT IS A WONDERFUL REASSURING SERVICE WHICH GIVES ONE GREAT PEACE OF MIND.
IT IS GOOD TO KNOW SOMEONE IS AT THE END OF THE PHONE IF REQUIRED
IT IS NICE TO KNOW THAT I HAVE HELP AT THE TOUCH OF A BUTTON.
IT'S A GREAT COMFORT TO KNOW THAT HELP IS AT HAND WHEN NEEDED
JUST A WONDERFUL SERVICE
JUST TO SAY THANK YOU ALL IT IS GOOD TO HAVE THIS
MAINTAINED A CONSTANT HIGH SERVICE IN DIFFICULT FINANCIAL TIMES
NEEDED YOUR SERVICE LAST SEPT. WHEN I HAD A HEART ATTACK. THANKS TO THE SWIFTESS
OF YOUR RESPONSE I HAVE NOW RECOVERED. VERY GRATEFUL FOR YOUR HELP
NO COMPLAINTS, IT IS A GREAT RELIEF IF NEEDED, THE SERVICE IS EXCELLANT
NO EMERGENCY YET BUT WHEN I TEST STAFF ARE VERY PLEASANT AND REASSURING
NOT HAD TO USE SERVICE BUT STAFF ARE VERY SPEEDY WHEN I DO A TEST
ON OCCASIONS I HAD TO USE ALARM RESPONSE WAS VERY GOOD
ONLY HAD TO CONTACT YOU ONCE -NON EMERGENCY
ONLY NEEDED THE MONTHLY TEST AND VERY SATISFIED WITH THAT

ONLY TEST AND RESPONSE IS GOOD
OVER LAST 12 MONTHS I UNDERSTAND IT BETTER AND FEEL SAFER
QUITE HAPPY WITH THE SERVICE
SO FAR I HAVE HAD NO NEED TO CALL THE SERVICE BUT THE COMFORT IS THERE
THANK YOU FOR MY AIDS, VERY GRATEFUL
THANK YOU. THE SERVICE IS BRILLIANT AND MAKES ME FEEL CONFIDENT
IN MY OWN HOUSE.
THANKYOU FOR ALL OF THE HELP YOU AN YOUR TEAM GAVE ME
THANKYOU FOR LOOKING AFTER ME
THE SERVICE IS VERY VERY GOOD
USED SEVERAL TIMES AND HAS BEEN EXCELLENT EACH TIME
VERY HAPPY WITH THE SERVICE
VERY SATISFIED - THANK YOU
VERY SATISFIED WITH QUICK RESPONSE TO MY RECENT FALL
WHEN I USED THE SERVICE IT WENT LIKE CLOCKWORK
WITH CALL 24 I FEEL SECURE IN MY MIND -SATISFIED WITH INSTALL
YOUR SERVICE GIVES ME PEACE OF MIND AS I LIVE ALONE