



**ELECTORAL OFFICE FOR NORTHERN  
IRELAND**

**CUSTOMER FEEDBACK REPORT**

**Q1 2008**

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## 1 INTRODUCTION

The key responsibility of the Electoral Office for Northern Ireland (EONI) is to support the Chief Electoral Officer for Northern Ireland in:

- having a complete and accurate register of electors
- running free and fair elections.

**Our aim:** to provide high quality service to all our customers in every area of our work.

## 2 MEASURING LEVELS OF CUSTOMER SATISFACTION

The Customer Satisfaction Questionnaire is issued to customers who contact us by telephone and request a form or information to be sent out to them. The Questionnaire helps us to assess whether we are meeting the following targets in our Customer Charter:

5.2	Identify ourselves by giving our name and the section in which we work.
5.3	Be polite and courteous.
5.4	Be helpful and provide customers with clear and accurate information.
5.5	Treat customers fairly and sensitively.
5.6	When transferring a call, tell the caller who they are being transferred to and stay on the line until they are transferred.
5.7	If the person is unavailable, give the caller the option of leaving a message on voicemail.
5.8	Respond to voicemail messages within 1 working day.
8.1	Regularly consult customers to find out how satisfied or otherwise they are with our performance.

## 3 CUSTOMER SATISFACTION QUESTIONNAIRE REPORT Q1 2008

### 3.1 Collated Results

Question	Yes	No	Total	% Yes
Was your call answered within 10 seconds?	448	35	483	93
Did the person who dealt with your call identify themselves and the section in which they worked?	463	20	483	96
Was the person who dealt with your call courteous and helpful?	479	4	483	99
Do you feel that you were treated fairly and sensitively by the person who dealt with your call?	480	3	483	99
Was your query answered or your request dealt with to your satisfaction?	483	0	483	100
If you requested information to be sent out to you	482	1	483	100

did you receive it within 5 working days?				
Was the information clear and easy to understand?	480	3	483	99
If you left a voicemail message was it responded to within 1 working day?	482	1	483	100

### 3.2 Comments Received

Information given was incorrect  
 Difficult to find phone number via Internet or Belfast Council website  
 I think that emphasis should be put on being friendly and not being abrupt  
 Staff should be more polite

### 3.3 Suggestions Received

A form for applying for an electoral identity card should be sent out with registration forms  
 Perhaps the gap between registering and appearing on the voters roll could be shortened.  
 A quicker response time, took 3 days for a response (email)  
 Shorter time for call to be answered.

### 3.4 Compliments Received

I requested this form by email and was 100% satisfied.  
 No comments, don't think I could improve!! Was very happy to talk to you and felt important. Thank you!!  
 Very helpful. Thank you.  
 I think the service I got was good.  
 I was very satisfied with this service. I received my electoral registration form the day after I rang.  
 The advisor who answered my call did so in a very helpful and friendly manner. He made everything seem so simple and easy to follow.  
 Good service!  
 Great service.  
 The person who dealt with my call was very polite and courteous.  
 Very quick service.  
 Was dealt with very quickly and efficiently.  
 I thought this service was excellent.  
 I am happy with the service. Thank you.  
 For this I used email which was very efficient.  
 I'm happy with everything  
 Email request - very prompt. Thank you.  
 Email request - very fast response.  
 I got your number from TV commercial. Did not know who to contact after moving July 2007 so I was pleased to have seen that.  
 I personally do not think there is any need to change anything because I find everything is very well laid out and very simple to read and fill in.  
 I was really pleased with all the help I was provided with. Thank you.

Good service!  
 Very helpful and polite.  
 You were very helpful.  
 Everything was done by email - very quickly. Many thanks.  
 All ok, no problems with your service!  
 I was very satisfied with the service. It only took about an hour for my email to be answered and I was very grateful for his help.  
 I was dealt with efficiently to my satisfaction.  
 Good service.  
 Very helpful indeed.  
 Very efficient.  
 Very helpful and efficient.  
 I think the Electoral Office is one of the most efficiently run Departments in the NI Govt.

### 3.5 Customer Satisfaction Questionnaires: Summary of Results

Overall rate of Customer Satisfaction	98%
Comments	4
Suggestions	4
Compliments	32

## 4 CUSTOMER COMMENT CARD REPORT Q1 2008

Comment cards are made available in Area Electoral Office reception areas. Comment cards help us to assess whether we are meeting the following targets in our Customer Charter:

7.1	Attend to 95% of callers at any EONI location within five minutes (except during peak periods such as elections).
7.2	Wear name badges and identify ourselves.
7.4	Be courteous and helpful.
7.5	Present advice and information clearly and accurately.
7.6	Treat customers fairly and sensitively.

Comment Card feedback is collated by office:

### 4.1 Ballymena Area Office

Number of comment cards	9
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Purpose of visit:

Electoral Identity Card	8
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Registration & Electoral Identity Card	1
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Question	Yes	No
Were you able to find and access this office easily	7	2
Did someone attend to you at the counter within 5 minutes	9	0
Did staff wear name badges to identify themselves	8	1
Were staff courteous and helpful?	9	0
Were you provided with clear and accurate information?	9	0
Were you treated fairly and sensitively by staff?	9	0
<b>% Rating</b>	<b>94</b>	<b>6</b>

Compliments:

Very helpful and professional  
 Very helpful and polite  
 All service excellent and friendly  
 Left smiling

Suggestions for improvement:

Need proper signage outside, no street name on thoroughfare, clearer door instructions.

#### 4.2 Banbridge Area Office

Number of comment cards	4
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Purpose of visit:

Electoral Identity Card	1
Other	3

Question	Yes	No
Were you able to find and access this office easily	4	0
Did someone attend to you at the counter within 5 minutes	4	0
Did staff wear name badges to identify themselves	3	1
Were staff courteous and helpful?	4	0

Were you provided with clear and accurate information?	4	0
Were you treated fairly and sensitively by staff?	4	0
<b>% Rating</b>	<b>96</b>	<b>4</b>

Compliments:

Staff very helpful  
The quality of service is first class. Staff most helpful

Suggestions for improvement:

None

**4.3 Belfast Area Office**

Number of comment cards	7
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Purpose of visit:

Electoral Identity Card	1
Registration	6

<b>Question</b>	<b>Yes</b>	<b>No</b>
Were you able to find and access this office easily	6	0
Did someone attend to you at the counter within 5 minutes	6	0
Did staff wear name badges to identify themselves	6	0
Were staff courteous and helpful?	6	0
Were you provided with clear and accurate information?	6	0
Were you treated fairly and sensitively by staff?	6	0
<b>% Rating</b>	<b>100</b>	<b>0</b>

Compliments:

Very friendly and helpful  
Staff very helpful  
The lady was most helpful  
Very good service  
Very polite, helpful and friendly service

Suggestions for improvement:

None

#### 4.4 Londonderry Area Office

Number of comment cards	18
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Purpose of visit:

Electoral Identity Card	4
Registration	11
Registration & Electoral Identity Card	2
Other	1

Question	Yes	No
Were you able to find and access this office easily	16	2
Did someone attend to you at the counter within 5 minutes	18	0
Did staff wear name badges to identify themselves	17	1
Were staff courteous and helpful?	18	0
Were you provided with clear and accurate information?	18	0
Were you treated fairly and sensitively by staff?	18	0
<b>% Rating</b>	<b>97</b>	<b>3</b>

Compliments:

Very helpful  
Very helpful and pleasant staff. Information given very good  
Very nice  
Very helpful and courteous. Thank you.  
Very helpful  
Staff were very helpful and efficient  
Extremely helpful, warm staff. Nice clean office.  
The woman was very helpful.  
The woman was nice and helped me through it no bother.  
Very helpful

Suggestions for improvement:

None

#### 4.5 Newtownabbey Area Office

Number of comment cards	1
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Purpose of visit:

Electoral Identity Card	1
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Question	Yes	No
Were you able to find and access this office easily	1	0
Did someone attend to you at the counter within 5 minutes	1	0
Did staff wear name badges to identify themselves	1	0
Were staff courteous and helpful?	1	0
Were you provided with clear and accurate information?	1	0
Were you treated fairly and sensitively by staff?	1	0
<b>% Rating</b>	<b>100</b>	<b>0</b>

Compliments:

Excellent service

Suggestions for improvement:

None

#### 4.6 Newtownards Area Office

Number of comment cards	12
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Purpose of visit:

Electoral Identity Card	5
Registration	6
Other	1

Question	Yes	No
Were you able to find and access this office easily	12	0

Did someone attend to you at the counter within 5 minutes	12	0
Did staff wear name badges to identify themselves	12	0
Were staff courteous and helpful?	12	0
Were you provided with clear and accurate information?	12	0
Were you treated fairly and sensitively by staff?	12	0
<b>% Rating</b>	<b>100</b>	<b>0</b>

Compliments:

Had to use chair lift as daughter is disabled. Chair lift stuck on way down. Staff could not have been more helpful and apologetic and did everything possible to rectify the situation.

Have always found staff very helpful.

Staff helpful, much better than council offices

Very helpful and friendly staff

The office staff were most helpful

Friendly and helpful

Very helpful and friendly staff

Suggestions for improvement:

Make sure equipment is fit for purpose.

New colours, better sign, new posters, uniforms.

#### 4.7 Omagh Area Office

Number of comment cards	11
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Purpose of visit:

Electoral Identity Card	4
Registration	1
Registration & Electoral Identity Card	3
Other	3

Question	Yes	No
Were you able to find and access this office easily	11	
Did someone attend to you at the counter within 5 minutes	11	
Did staff wear name badges to identify	11	

themselves		
Were staff courteous and helpful?	11	
Were you provided with clear and accurate information?	11	
Were you treated fairly and sensitively by staff?	11	
<b>% Rating</b>	<b>100</b>	<b>0</b>

Compliments:

The staff were very helpful and kind and pleasant to talk to.  
 Good service  
 Very much impressed  
 Excellent, very friendly staff

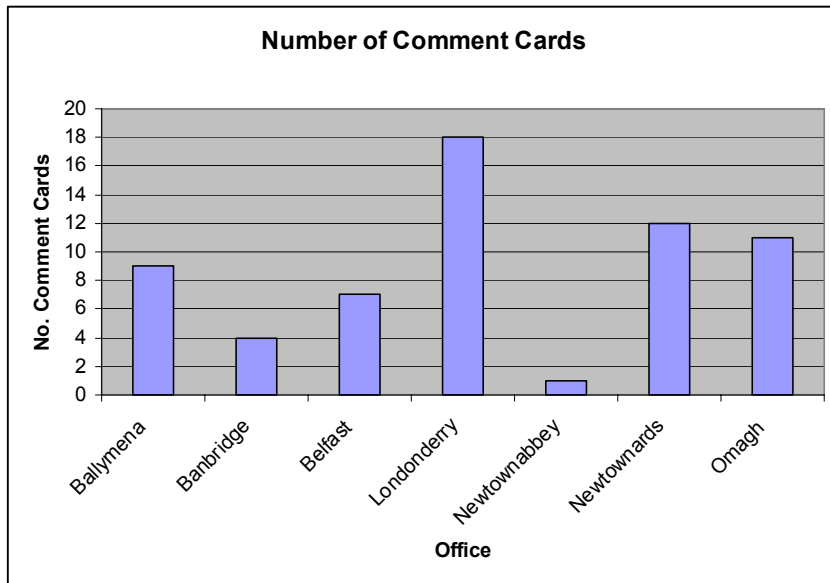
Suggestions for improvement:

None

**4.8 Comment Cards: Summary of Results**

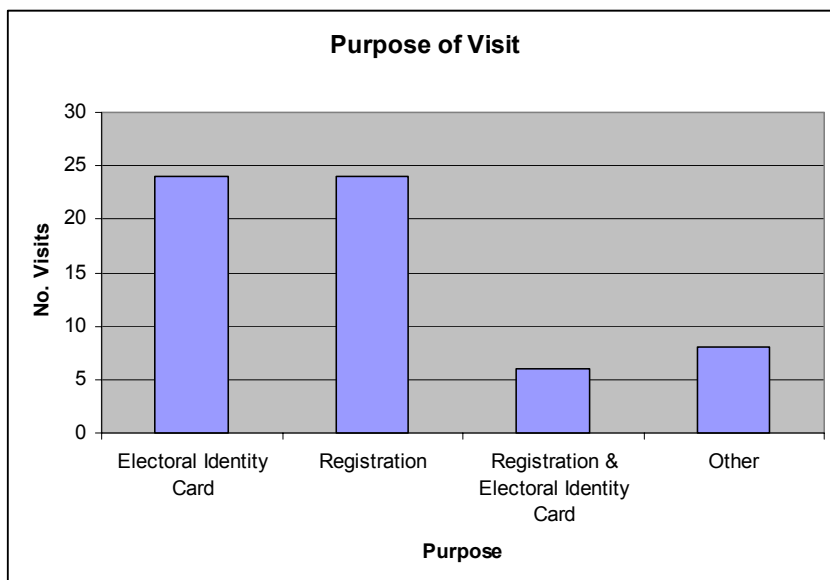
Number of comment cards per office:

<b>Office</b>	<b>Comment Cards</b>
Ballymena	9
Banbridge	4
Belfast	7
Londonderry	18
Newtownabbey	1
Newtownards	12
Omagh	11
<b>Total</b>	<b>62</b>



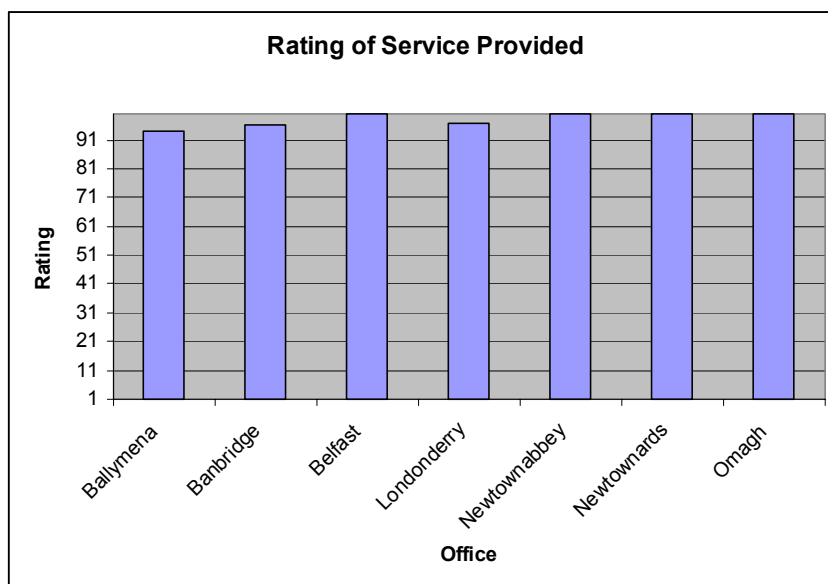
Purpose of Visit:

Purpose	Visits
Electoral Identity Card	24
Registration	24
Registration & Electoral Identity Card	6
Other	8
<b>Total</b>	<b>62</b>



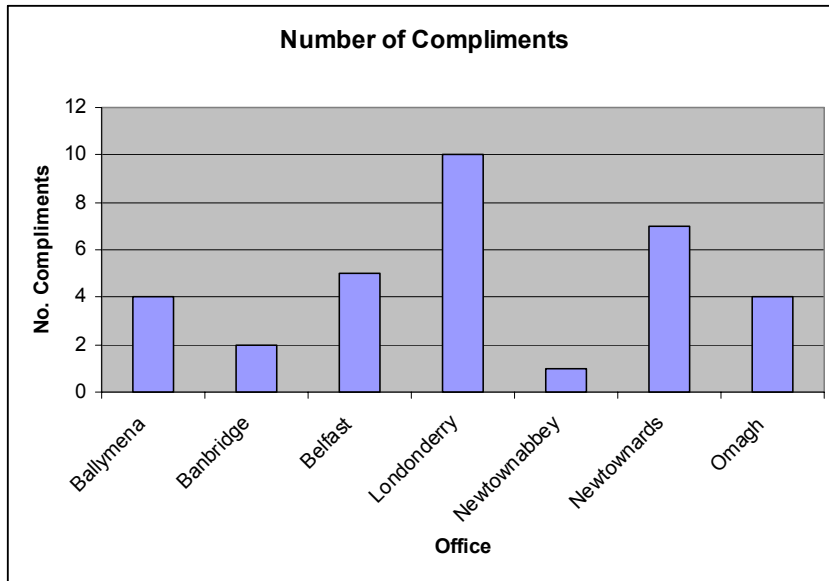
Rating of Service Provided:

Office	Rating (%)
Ballymena	94
Banbridge	96
Belfast	100
Londonderry	97
Newtownabbey	100
Newtownards	100
Omagh	100
<b>Average</b>	<b>98</b>



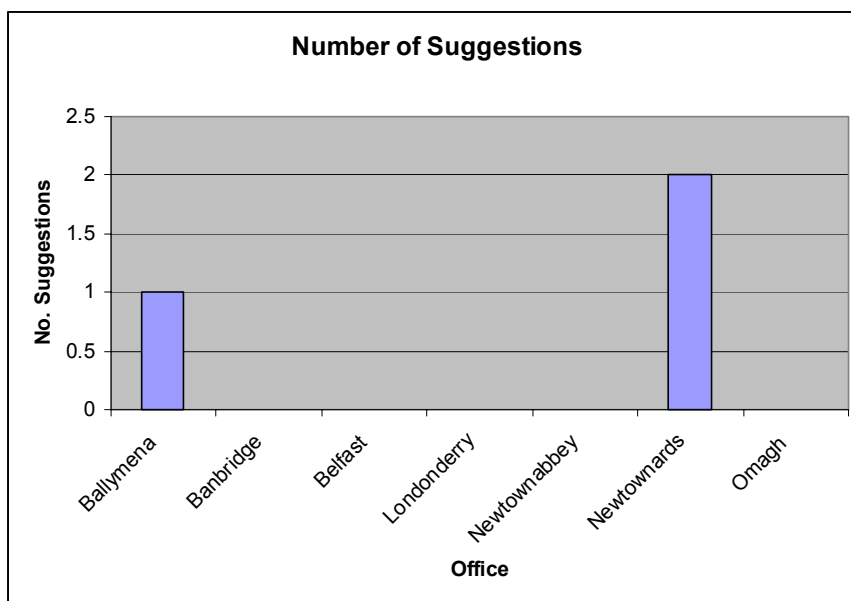
Number of Compliments:

Office	Compliments
Ballymena	4
Banbridge	2
Belfast	5
Londonderry	10
Newtownabbey	1
Newtownards	7
Omagh	4
<b>Total</b>	<b>33</b>



Number of Suggestions for Improvement:

Office	Suggestions
Ballymena	1
Banbridge	0
Belfast	0
Londonderry	0
Newtownabbey	0
Newtownards	2
Omagh	0
<b>Total</b>	<b>3</b>



## 5 ACTION REQUIRED

### 5.1 Customer Satisfaction Questionnaires: Action Required

The following table summarises action required as a result of feedback received from Customer Satisfaction Questionnaires:

Feedback	Action Required
Information given was incorrect	Staff training ongoing.
Difficult to find phone number via Internet or Belfast Council website	Agreed improved placement of link to EONI website with Belfast City Council and Electoral Commission (for the About My Vote site).
Staff to be more friendly/polite.	Staff have received customer services training. Overall 99% of customers felt that staff were courteous and helpful.
Send out an Electoral Identity Card application form with any registration forms	Unable to do this as not everyone who registers will require a card – may cause confusion.
Reduce the gap between registering and appearing on the Register	Unable to change as registration deadlines are set in legislation.
Shorten length of time taken to answer emails	Emails are normally answered within 24 hours – staff member may have been on leave. Customer service training included advice on use of Out of Office Assistant.
Shorten length of time taken to answer calls	EONI answered 93% of calls within 10 seconds during the last quarter. This is above the 85% target set.

### 5.2 Comment Cards: Action Required

The following table summarises action required as a result of feedback received from Customer Comment Cards:

Office	Action Required
Ballymena	Staff to wear name badges. New Area Office sign has been erected.
Banbridge	Staff to wear name badges.
Belfast	None.
Londonderry	Staff to wear name badges. New Area Office sign has been erected.
Newtownabbey	None.
Newtownards	Fix chair lift.

	Add posters to reception area. New Area Office sign has been erected.
Omagh	None for Q1 2008. New sign required – from Q4 2007.

### 5.3 Action Taken Since Last Quarterly Report

Office	Action Required Q3 2007	Action Taken
Ballymena	Signage to be improved.	New sign erected.
Banbridge		
Belfast	Improve access to office.	Office moved to EONI HQ.
Londonderry		
Newtownabbey		
Newtownards	Chair lift required.	Chair lift in place.
Omagh	Signage to be improved.	Planning permission being sought for new signage.

## 6 COMPLAINTS

The Electoral Office welcomes complaints and regards them as a valuable source of information which helps us to continually improve our service.

### 6.1 Informal Complaints

Informal complaints are verbal complaints made either by telephone or in person which are resolved without progressing to a written (formal) complaint. The Electoral Office received nine informal complaints during the first Quarter of 2008.

Nature of Complaint	Outcome
Helpline closed at 2.30pm on 4 January (due to bad weather) but message on helpline stated that office was open to 5.00pm.	Noted. Helpline message will be changed in future when office is closed or closes early.
Threatening language of letter received - particularly re. £1,000 fine. Request that letter be withdrawn and replaced by one which uses less aggressive language.	Noted.
Registration Evidence requirements extremely difficult to adhere to and inconvenient especially compared to England.	Explained requirement for accuracy and the potential for identity fraud.
Annoyed at being asked for evidence, and the tone of the letter. Also pointed out spelling mistake on letter.	Explained requirement for accuracy and the potential for identity fraud. Asked relevant office to check letters for spelling mistakes.

Son aged 17 received evidence letter, father thinks the wording is a bit strong, especially for a 17yr old.	Noted.
Complaint re. evidence required for transfer. Complainant stated that he had only moved down the street and had been registered all his life so why did we now need proof.	Explained requirement for accuracy and the potential for identity fraud. Complainant accepted this and requested another registration form.
Complaint regarding the fact that having paid £1 for recorded delivery, the caller's Birth Certificate was returned through the letter box like normal post.	Phoned local office but they have no record of recorded delivery.
Lady complained that the tone of the letter requesting further evidence was extremely harsh as was the threat of a £1000 fine.	Noted.
Complainant was cross that he had received a letter advising him that he 'must' register. He was particularly irate with the thought of details being passed to the PSNI for non-compliance.	Noted.

## 6.2 Formal Complaints

Formal complaints are those made in writing. The Electoral Office received six formal complaints during the first Quarter of 2008.

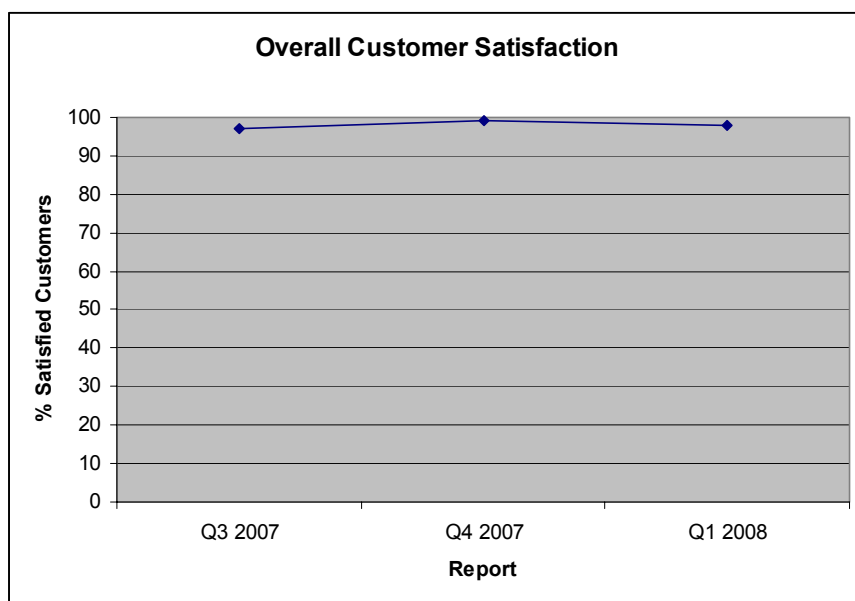
<b>Nature of Complaint</b>	<b>Outcome</b>
Unhappy with the procedure required for production of original documents and the fact that there was insufficient information made available regarding the closure of Area Offices during Christmas.	Helpline message will be changed in future when office is closed or closes early.
Replacement ID card issued to complainant's disabled son without consultation.	Agreed that there had been a lapse in procedure and advised that obtaining a replacement card would now require completion of a form.
Loss of a driving licence from envelope of registration documents.	Investigation carried out - no documents found with form.
Repeated mailings of forms being sent to complainant's address.	Explained that CEO has statutory duty to write to households where there has been a change in circumstances and apologised if details have not changed.

New registration procedures discourage young people from registering and that the evidence letter is threatening and overbearing.	Explained the legal requirements for registration and advised there is currently a review of letters issued and charges for return of documents.
Evidence requirements are excessive for someone born in Northern Ireland simply moving house.	Explained the legal requirements for registration.

## 7 TRENDS

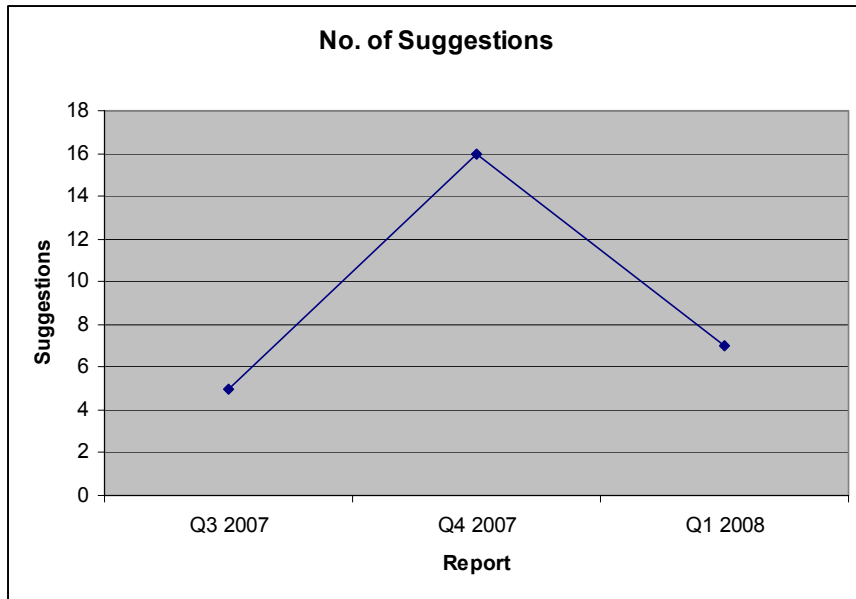
### 7.1 Overall Customer Satisfaction

Report	% Satisfied Customers
Q3 2007	97
Q4 2007	99
Q1 2008	98



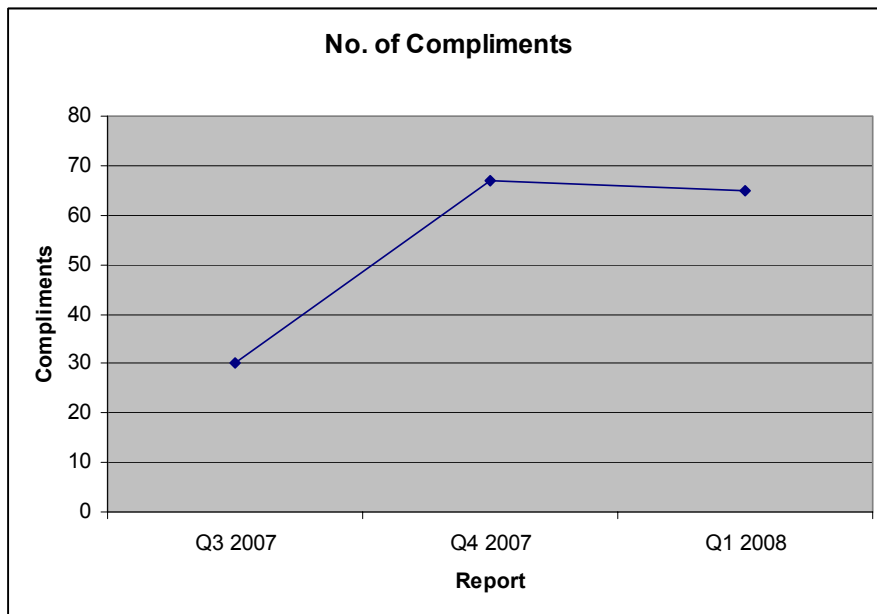
### 7.2 Suggestions

Report	No. of Suggestions
Q3 2007	5
Q4 2007	16
Q1 2008	7



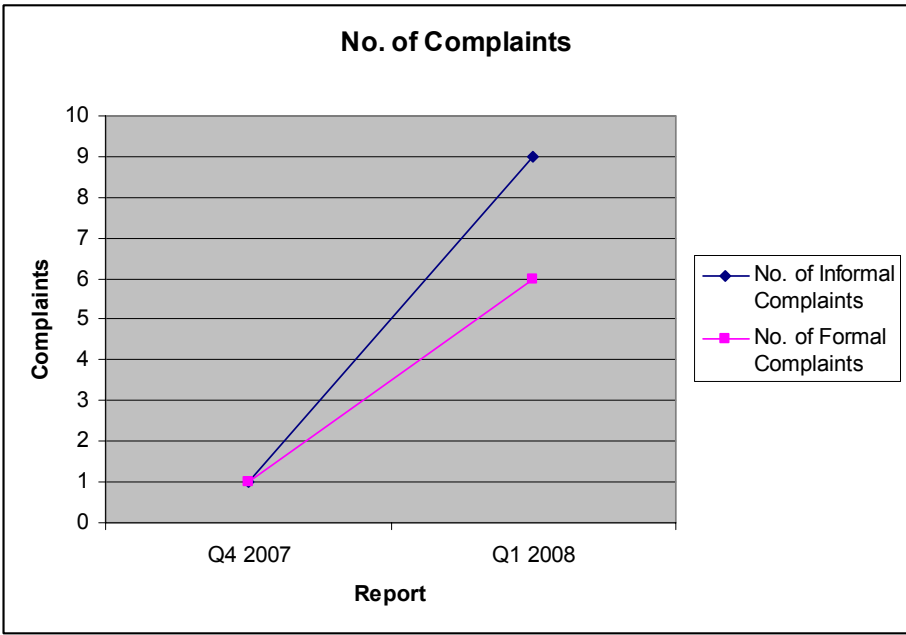
### 7.3 Compliments

Report	No. of Compliments
Q3 2007	30
Q4 2007	67
Q1 2008	65



### 7.4 Complaints

Report	No. of Informal Complaints	No. of Formal Complaints
Q4 2007	1	1
Q1 2008	9*	6*



\* The number of complaints made to the Electoral Office has increased during the last Quarter as we have recently changed our Complaints Procedure to make it easier for customers to make a complaint and have also improved the way in which both formal and informal complaints are recorded.