



**ELECTORAL OFFICE FOR NORTHERN
IRELAND**

CUSTOMER FEEDBACK REPORT

Q1 2009

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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.
5.8	Respond to 95% of voicemail messages within 1 working day unless otherwise advised.
5.9	Respond to 95% of emails within 1 working day unless otherwise advised.

3 CUSTOMER SATISFACTION QUESTIONNAIRE REPORT

3.1 Collated Results

Question	Yes	No	Total	% Yes
Did the person who dealt with your call identify themselves and the section in which they worked?	404	15	419	96
Were they polite and courteous?	418	1	419	100
Were they helpful and did they provide you with clear and accurate information?	418	1	419	100
Do you feel that you were treated fairly and sensitively?	418	1	419	100
If you left a voicemail message was it responded to within one working day?	27	1	28	96
If you contacted us by email did you receive a reply within one working day?	25	3	28	89

3.2 Comments Received

I can't remember whether or not the person who dealt with my call identified themselves or the department in which they worked therefore it wouldn't be fair or

accurate for me to answer the question in relation to this. There was also no information on the back of the form or included in the envelope to read before completing it.

I also asked for my wife to be changed address, this didn't happen.

I did not know it was necessary to include documents such as utility bill, proof of address.

I sent an email and after 4 days got no reply, I then contacted your office by telephone.

3.3 Suggestions Received

Make your phone number more easily found in the telephone directory along with the telephone numbers of the various area electoral offices.

Could you let me know of elections in my area more? Thanks.

Possible online ordering for address changes?

You could ensure a very speedy return of passports.

3.4 Compliments Received

The gentleman was courteous and dealt with the situation carefully and with sensitivity. Thank you.

The woman that I was talking to was very helpful and said I would receive the forms in the next few days, which I did, and I was very pleased with the service and advice I got from her.

Very good service. Would recommend. Located near the town centre – handy!

I think your services were very good. Thank-you.

You are doing just great. Well done.

Quick and courteously dealt with. Thank-you.

Very efficient service.

I am well satisfied with the attention paid to my request.

Found lady very helpful and informative, many thanks.

Very good service.

The lady who dealt with my call was very polite and very helpful. Thank-you.

I would just like to say the member of staff who dealt with me was very helpful and polite.

Staff were extremely efficient and helpful. Both ladies to whom I spoke with were very pleasant and understanding. Continue with the high standards.

The lady was polite and helpful.

I think this service is at its highest.

Thank-you for all your help in this matter.

The lady who took my call was extremely helpful, an absolute credit to you.

I spoke to a very helpful member of staff and received my form in the post the next day. Many thanks for an easy and prompt service.

Noreen was helpful, polite and sympathetic. A change from the usual employee who rings this house! Thank-you.

We are very much appreciative about your service, thanks.

I am impressed that the form arrived the next day from my request. That shows efficiency in the organisation, keep it up.

The service I received on the telephone was terrific. Your operation was exceedingly polite, helpful and courteous. I cannot imagine you could improve on such an excellent service.

Excellent service, call taken by John.

I phoned on Thursday afternoon about 4:45pm and received my form on Saturday morning. Fast service.

No other comments. This service was very helpful, many thanks.

Completely satisfied with your service.

Excellent service, many thanks.

I phoned the helpline and asked for a form, and my request was dealt with immediately. I received the form the following day, thank-you.

Made my enquiry by telephone and was very satisfied with the service and information provided – the forms I required were sent to me as promised.

Very happy with the service.

Very helpful staff (Freda.) Thanks.

Service was very helpful, efficient and my query was dealt with promptly by Freda, a very cordial and reassuring member of staff.

Very efficient service. Helpful and friendly staff.

The lady I was dealing with was very very helpful and couldn't say enough to help me.

The woman I spoke to was very polite and knowledgeable. It was a pleasure to deal with her.

Every person I spoke to regarding this issue was very helpful and polite, thank-you. Person was helpful.

Excellent service.

The lady who took my call was very helpful.

Was very satisfactory, thanks.

Exceptionally fast response to voicemail message.

Excellent fast reply, very helpful.

I received my Registration Form in less than 1 week which I was impressed with.

My email was responded to within a few hours and everyone was very helpful. Thank-you.

Very fast and helpful service.

3.5 Customer Satisfaction Questionnaires: Summary of Results

Overall rate of Customer Satisfaction	97%
Comments	4
Suggestions	4
Compliments	44

4 CUSTOMER COMMENT CARD REPORT

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	18
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Purpose of visit:

Registration	15
Electoral Identity Card	3

Question	Yes	No
Were you able to find and access this office easily?	17	1
Did someone attend to you at the counter within 5 minutes?	18	0
Did staff wear name badges to identify themselves?	18	0
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
% Rating	99	1

Compliments Received:

<p>Very good service, I am happy.</p> <p>Helpful and courteous.</p> <p>Very helpful.</p> <p>Very nice girls and very helpful.</p> <p>Very happy with staff.</p> <p>Very helpful service.</p>
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4.2 Banbridge 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
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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
% Rating	100	0

Compliments Received:

Everything quick and helpful.

4.3 Belfast Area Office

Number of comment cards	1
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Purpose of visit:

Other	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
% Rating	100	0

Compliments Received:

A telephone call prior to visit proved very useful in getting directions and having the detail of the desired area ready for inspection. I'm not in a position to make any suggestions. My visit went as I has envisaged without incident. Thank-you.

4.4 Londonderry Area Office

Number of comment cards	31
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Purpose of visit:

Registration	14
Electoral Identity Card	10
Other	7

Question	Yes	No
Were you able to find and access this office easily?	30	1
Did someone attend to you at the counter within 5 minutes?	30	1
Did staff wear name badges to identify themselves?	31	0
Were staff courteous and helpful?	31	0
Were you provided with clear and accurate information?	31	0
Were you treated fairly and sensitively by staff?	31	0
% Rating	99	1

Suggestions Received:

Put a sign on street, difficult to locate office. Put sign on street for ease of passing identification on site.

Simplify process to register.

More means of providing proof of address.

Compliments Received:

The staff were very helpful.

Good staff working here, very nice to work with.

Very good.

Staff were great.

I'm highly impressed with staff here and I'm not easily impressed. Well done.

Very helpful and courteous! Speedy service .

Very nice and helpful.

So pleased with attention.

Completely satisfied.

Very good.

Very helpful.

Very good.

Very helpful staff.

Quick, speedy service, staff were polite and courteous. Very quick and easy procedure.

The staff made me easy and very thankful in the way they dealt with me during my visit and I appreciate their help.

Feel comfortable and treated fairly.

Very helpful, thank-you.

Lovely place and lovely people.

Very quick and helpful service.

4.5 Newtownabbey Area Office

Number of comment cards	2
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Purpose of visit:

Registration	1
Other	1

Question	Yes	No
Were you able to find and access this office easily?	2	0
Did someone attend to you at the counter within 5 minutes?	2	0
Did staff wear name badges to identify themselves?	1	1
Were staff courteous and helpful?	2	0
Were you provided with clear and accurate information?	2	0
Were you treated fairly and sensitively by staff?	2	0

% Rating	92	8
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Comments Received:

We found it very inconvenient to bring our documentation to the office. We felt anxious about posting our personal details – but felt the alternative was unsatisfactory.

Compliments Received:

Excellent response to enquiry.

4.6 Newtownards Area Office

Number of comment cards	9
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Purpose of visit:

Registration	7
Other	2

Question	Yes	No
Were you able to find and access this office easily?	8	1
Did someone attend to you at the counter within 5 minutes?	9	0
Did staff wear name badges to identify themselves?	9	0
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
% Rating	98	2

Compliments Received:

Very helpful.

Were really nice and helpful.

The information I requested was provided in timely fashion and the fact that I couldn't take it away clearly explained.

Very professional and helpful.

Lived in Canada for a number of years. Service much more efficient and quick here.

Laureen dealt with my husband and I and she was courteous and very quick and clear on the instructions/info. Thanks.

4.7 Omagh Area Office

Number of comment cards	9
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Purpose of visit:

Registration	3
Electoral Identity Card	5
Other	1

Question	Yes	No
Were you able to find and access this office easily?	9	0
Did someone attend to you at the counter within 5 minutes?	9	0
Did staff wear name badges to identify themselves?	9	0
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
% Rating	100	0

Compliments Received:

Very helpful.

Very satisfied.

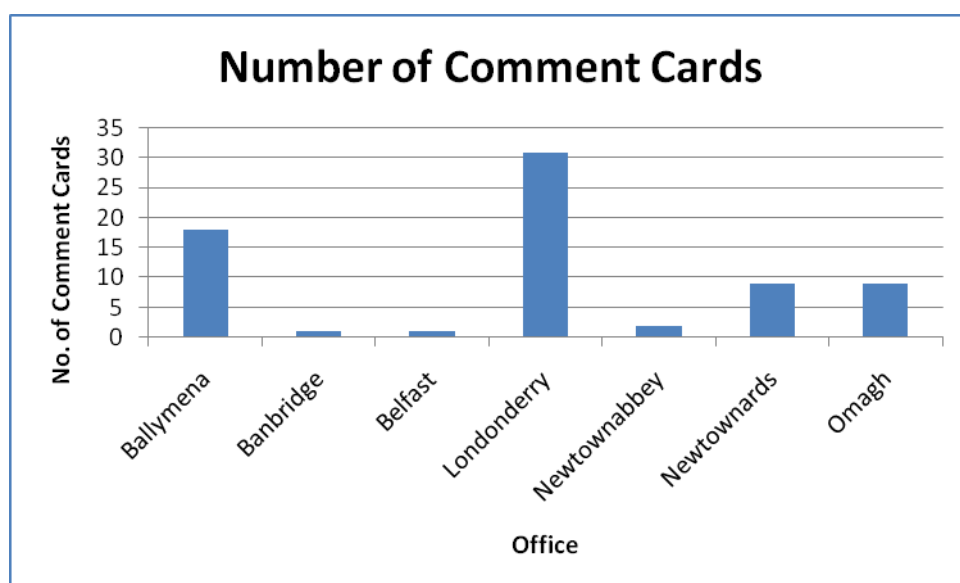
Very pleasant and helpful.

A very satisfactory experience! Well done!

4.8 Comment Cards: Summary of Results

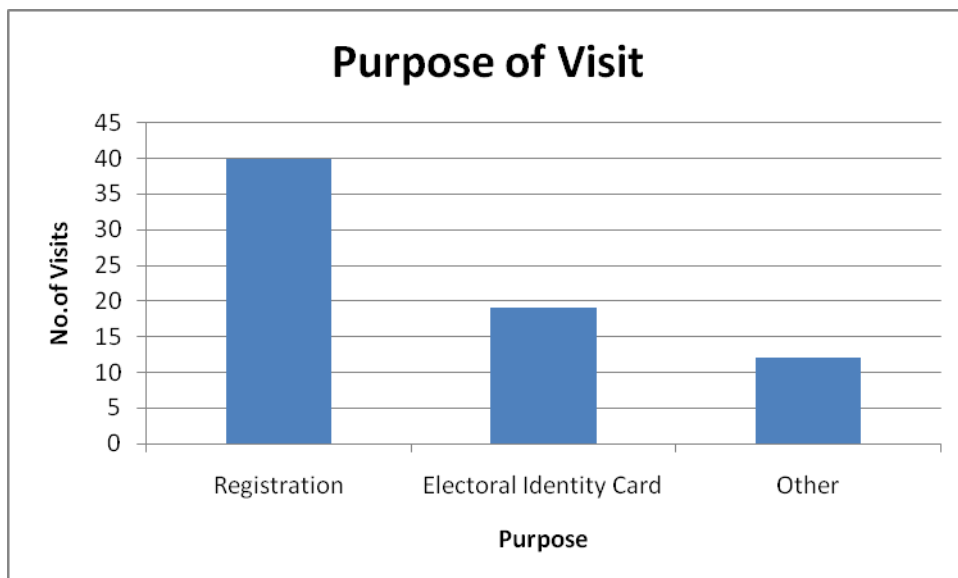
Number of comment cards per office:

Office	Comment Cards
Ballymena	18
Banbridge	1
Belfast	1
Londonderry	31
Newtownabbey	2
Newtownards	9
Omagh	9
Total	71



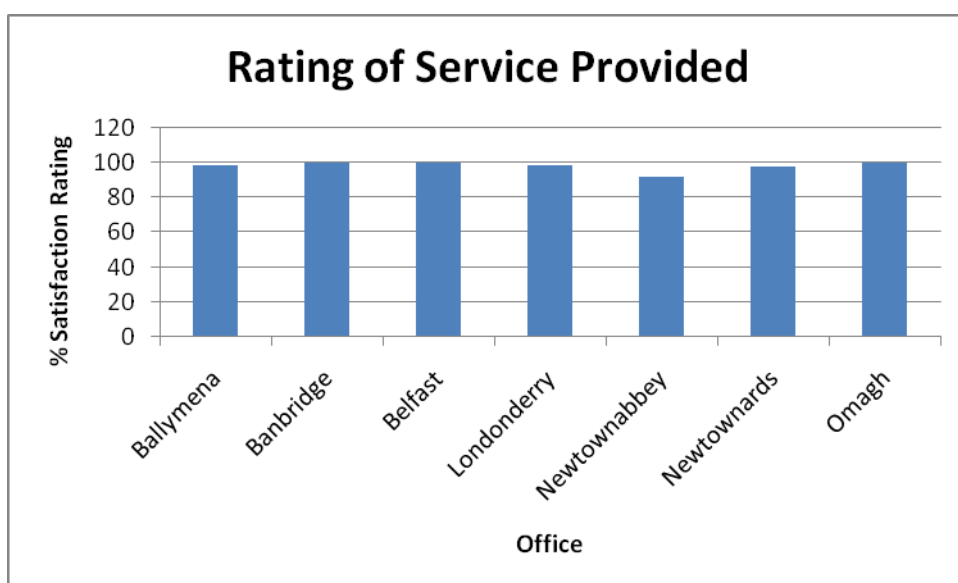
Purpose of Visit:

Purpose	Visits
Registration	40
Electoral Identity Card	19
Other	12
Total	71



Rating of Service Provided:

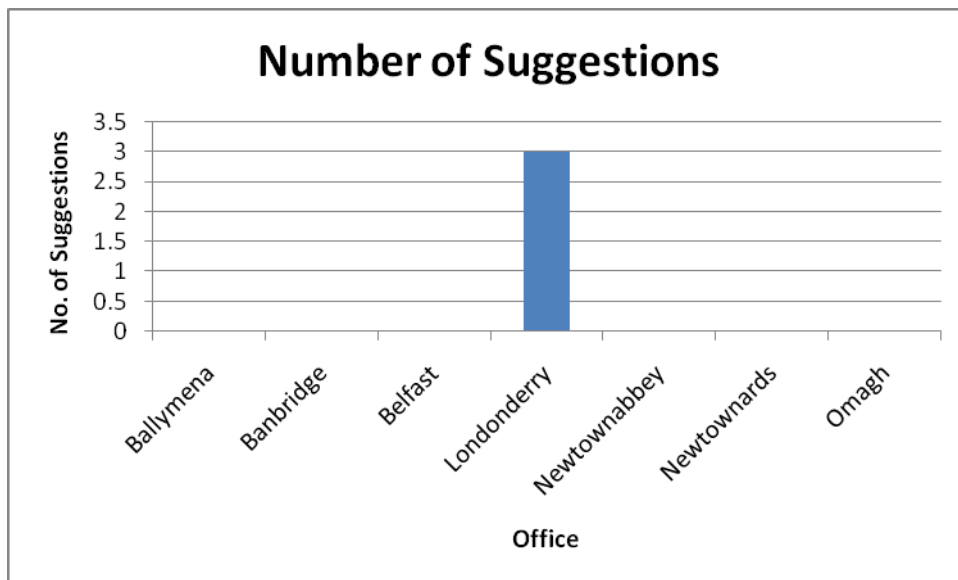
Office	Satisfaction Rating (%)
Ballymena	99
Banbridge	100
Belfast	100
Londonderry	99
Newtownabbey	92
Newtownards	98
Omagh	100
Average	98



Number of Suggestions:

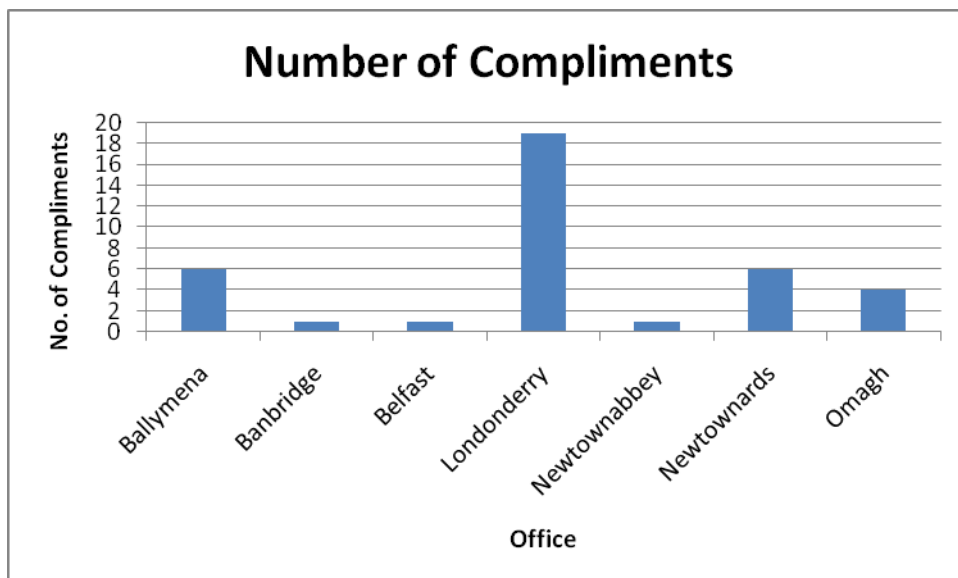
Office	Suggestions
Ballymena	0

Banbridge	0
Belfast	0
Londonderry	3
Newtownabbey	0
Newtownards	0
Omagh	0
Total	3



Number of Compliments:

Office	Compliments
Ballymena	6
Banbridge	1
Belfast	1
Londonderry	19
Newtownabbey	1
Newtownards	6
Omagh	4
Total	38



5 OTHER COMPLIMENTS RECEIVED

Nine other compliments were received in addition to those recorded on Customer Satisfaction Questionnaires and Comment Cards. Further details of the nature of compliments received may be found in the Complaints, Compliments & Suggestions Report which is published monthly.

6 COMPLAINTS

The Electoral Office received 11 informal and 3 formal complaints during the first quarter of 2009. Further details of the nature of complaints and their outcome may be found in the Complaints, Compliments and Suggestions Report which is published monthly.

6.1 Customer Satisfaction – Complaints Procedure

The Electoral Offices issues a questionnaire to customers who make a formal complaint, asking them if they are satisfied with the way in which their complaint was handled. No completed questionnaires were received during the first Quarter of 2009.

7 ACTION REQUIRED / TAKEN

7.1 Action Required or Taken as a Result of Feedback

Feedback	Action Required / Taken
Not all staff identifying themselves and section in which they work.	Staff to identify themselves and section both by phone and in person (by use of name badges).
89% of emails answered within 24 hours.	95% of emails to be answered within 24 hours.
Guidance notes not sent out with form.	Guidance notes to be issued with all forms.
Make phone numbers more easily found in telephone directory.	EONI takes out an advert in the telephone directory.

More information about elections made available.	EONI and the Electoral Commission make information about elections available on TV, radio, newspapers, billboards and websites as well as various events.
Should be able to change address online.	Legislation requires original signature on registration form.
Ensure a speedy return of evidence documents.	Evidence documents return as soon as possible.
Londonderry office difficult to find – need sign on street.	Not possible to put sign on street.
Simplify process to register/ provide more options for providing evidence.	Evidence requirements necessary to ensure accuracy of Register. Evidence may be submitted by post or in person.

7.2 Action Taken Since Last Quarterly Report

No required action was identified in the last Quarterly Report.

8 TRENDS

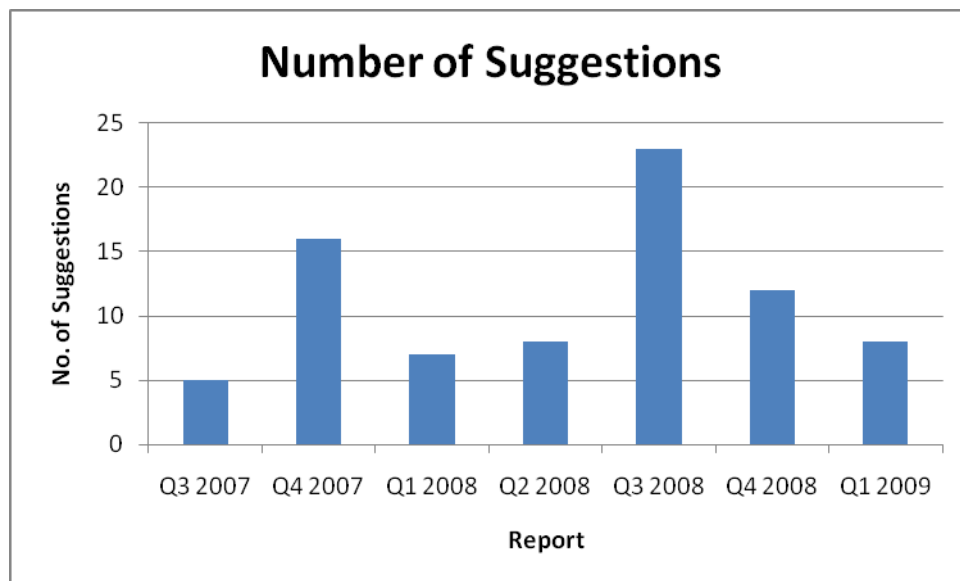
8.1 Overall Customer Satisfaction

Report	% Satisfied Customers
Q3 2007	97
Q4 2007	99
Q1 2008	98
Q2 2008	95
Q3 2008	98
Q4 2008	99
Q1 2009	98



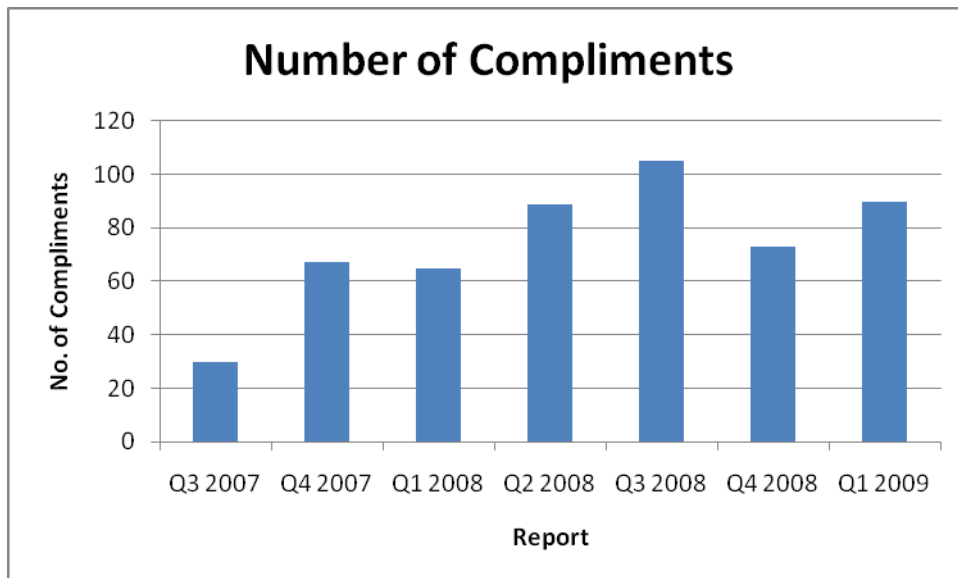
8.2 Suggestions

Report	No. of Suggestions
Q3 2007	5
Q4 2007	16
Q1 2008	7
Q2 2008	8
Q3 2008	23
Q4 2008	12
Q1 2009	8



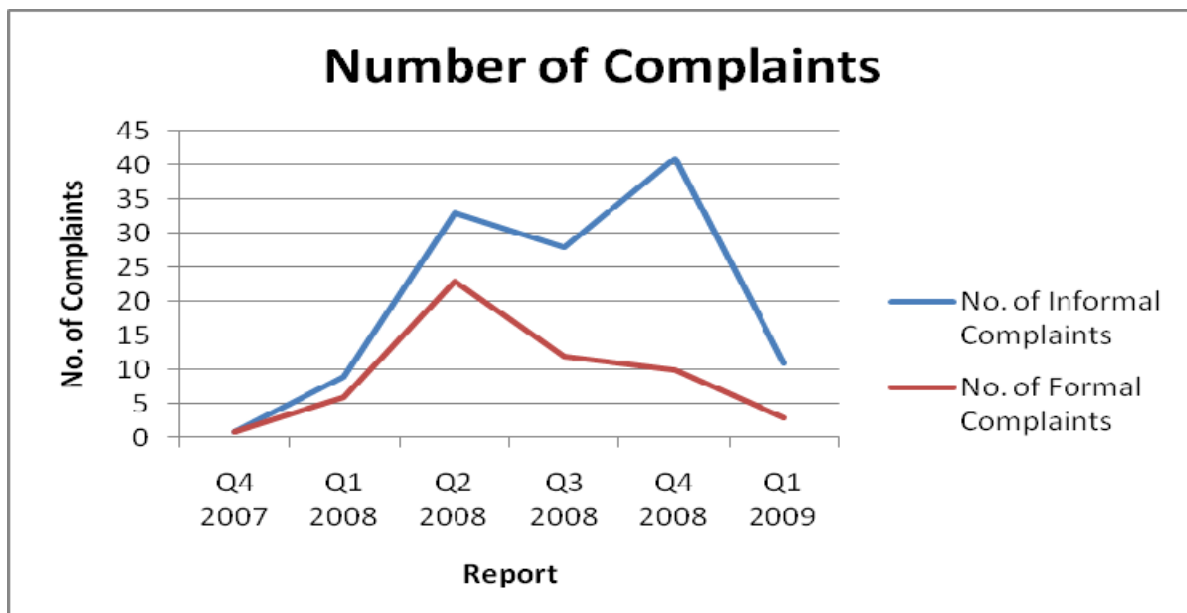
8.3 Compliments

Report	No. of Compliments
Q3 2007	30
Q4 2007	67
Q1 2008	65
Q2 2008	89
Q3 2008	105
Q4 2008	73
Q1 2009	90



8.4 Complaints

Report	No. of Informal Complaints	No. of Formal Complaints	Total
Q4 2007	1	1	2
Q1 2008	9	6	15
Q2 2008	33	23	56
Q3 2008	28	12	40
Q4 2008	41	10	51
Q1 2009	11	3	14



8.5 Number of Complaints versus Number of Compliments

Report	No. of Complaints	No. of Compliments
Q4 2007	2	67

Q1 2008	15	65
Q2 2008	56	89
Q3 2008	40	105
Q4 2008	51	73
Q1 2009	14	90

