



**ELECTORAL OFFICE FOR NORTHERN  
IRELAND**

**CUSTOMER FEEDBACK REPORT**

**Q1 2010**

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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?	633	28	661	96
Were they polite and courteous?	658	3	661	100
Were they helpful and did they provide you with clear and accurate information?	659	2	661	100
Do you feel that you were treated fairly and sensitively?	659	2	661	100
If you left a voicemail message was it responded to within one working day?	4	1	5	80
If you contacted us by email did you receive a reply within one working day?	39	1	40	98

### 3.2 Compliments Received

No problems with service.

I just phoned and asked for forms. The gentleman sent the forms and they arrived the following day. All information was dealt with fast and accurate. Thank you.

Good service.

Prompt service as promised by person who dealt with my request.

Overall service excellent. Very helpful.

First class service.

Very courteous and helpful telephone personnel, answered quickly too.

Clear, polite. Instructions given appropriately. Thank you.

Very favourably impressed.

Service works well.

I emailed your employee and received a reply within minutes. I was very impressed with service I received. Thank you!

Everything about my enquiry was dealt with promptly and efficiently. Many thanks.

Quite happy with the service provided for me in this instance. Thank you.

An email was sent to your office late Friday night and I had a reply Monday morning which was very efficient.

Satisfied with the service.

Very satisfied with the service.

The lady who answered my call was very pleasant and answered all my questions.

The man who dealt with my enquiry could not have been more helpful. Thank you.

The person I was speaking with was very polite and informative.

Very prompt.

Very prompt service.

Have always been happy with all assistance provided by the NI office. I moved here three years' ago and have been thrilled with how easy the process was made for me. Very polite and courteous.

The person I dealt with was very helpful indeed thank you so much.

Have no complaints with the service. Was very prompt. Thanks.

Good service.

Your service was very mannerly, exactly what I would expect from professional people. Thank you very much.

Very punctual and helpful thank you.

Email was responded to inside an hour, very satisfied with service.

The service I received was excellent and professional.

Very pleasant, good service.

Dealt with well, many thanks.

The person left me when I had a clear understanding of what I needed to do. All information was given to me very well. My call was answered quickly.

A good efficient service. Thank you.

You're brilliant!

I'm very satisfied with everyone's help. Many thanks.

I emailed the Electoral Office and my form was posted out to me within 3 working days. Very efficient service.

The email was super, and I received the forms promptly.

Everything great, thanks for your help.

The gentleman I spoke to was very very helpful and polite and made me feel very much at ease.

I contacted the Electoral Office on two separate occasions and on both the staff were very helpful and friendly - in this day and age this means a lot. I work with the general public too and a little courtesy goes a long way.

The service was excellent. The person involved was helpful and the form arrived within the timescale suggested.

I requested electoral registration forms for my wife and I as we have changed address. The forms were received the following morning; excellent service.

Keep on doing what you are doing.

Very pleasant, good correspondence.

Just continue as you are.

The girl was very helpful and pleasant.

The person in regards to my enquiry was very polite and made sure they had all my details correct. Also let me know that there would be an envelope provided. The only negative thing, I didn't realise there was a closing date for the form until a family member made me aware of this. I was very happy with the service provided and they were quick to send out the form.

Your services are good.

Excellent service!

The person was very helpful and sensitive and sent me the necessary forms out very quickly.

Keep doing what you're doing!

First class service.

Continue to employ advisors like the lady I spoke to when enquiring about my registration. Highly articulate, clear and concise with the information, and all information expressed with a very pleasant manner. All of which made it very easy to understand what I needed to do. Keep up that side of 'customer services' or advisory services.

Great friendly customer service. Job well done.

All good!

Very helpful and polite. Received information via post very quickly.

Good service.

I was satisfied with the service provided.

Very polite lady explained all instructions clearly. Very pleased with communication. Good work keep it up.

If all government agencies were as helpful as the person I dealt with, life would be an awful lot easier. Many thanks.

Lady was very lovely and helpful.

Prompt reply. Happy to deal with this office in future.

Used email service - got a detailed reply back - good job!

Don't change what isn't broken. Job well done.

Pleasantly surprised to find someone with a sense of humour on the phone. Well done!

Perfectly happy with Banbridge contact.

Very helpful and pleasant.

### 3.3 Comments Received

The application form said to return in the envelope provided. I didn't have one provided.

I was unable to find details of the NI Electoral office or local offices in the telephone directories and had to obtain it from the constituency office of my local MP.

I tried to telephone but I was on hold for approximately 15 minutes, so I gave up.

I was quite shocked that the man I was talking to said to me that I won't be on the electoral roll until April. I want to get a mortgage from the bank and I can't get one until I get on the electoral roll. So if you can get me on it early I would be grateful.

My surname was spelt incorrectly.

Note - question on form asking about National Insurance Number obtained is obscured by black bar headline declaration.

On reading this form I feel my husband needs a proxy vote. This was not mentioned to me, although I explained his disability - blindness.

The operator spoke very posh which was off-putting to a working class person like me.

### 3.4 Suggestions Received

You could ask if details have changed in order to provide a quicker service.

Need to put £500 prize draw offer on your letter.

Being able to complete a form over the phone. Send out for signature.

Please give everybody an edited register.

### 3.5 Summary of Results

Overall rate of Customer Satisfaction	96%
Compliments	67
Comments	8
Suggestions	4

## 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	73
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Purpose of visit:

Registration	28
Electoral Identity Card	40
Other	5

Question	Yes	No
Were you able to find and access this office easily?	67	6
Did someone attend to you at the counter within 5 minutes?	73	0
Did staff wear name badges to identify themselves?	73	0
Were staff courteous and helpful?	73	0
Were you provided with clear and accurate information?	73	0
Were you treated fairly and sensitively by staff?	73	0
<b>% Rating</b>	<b>99</b>	<b>1</b>

Compliments Received:

<p>Annette was very friendly and helpful.</p> <p>Found staff very helpful.</p> <p>Very helpful staff and quick response.</p>
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Service is good and quick.

Staff very helpful.

Staff very helpful, thanks.

Excellent service in all ways. Don't see how it could be improved.

The staff were very friendly and helpful. Finding the office was very easy and convenient.

Treated very well indeed and have no complaints. No improvement needed.

Helped me very well and very nice about everything.

Very satisfactory.

Friendly and very helpful staff.

Good.

Very nice girl on reception, was very helpful and courteous.

Staff were friendly and helpful.

Very friendly and efficient.

Very good.

Staff very good and helpful.

Staff very helpful and polite.

Everything is perfect. Thank you very much.

Good.

Very good friendly service.

Very good.

Staff were extremely courteous and helpful.

Prompt and efficient service.

Very pleased with service.

Excellent friendly customer service from staff.

Suggestions Received:

Badly signposted. Needs to be more prominent.

Found difficulty in finding office. Perhaps a road sign pointing to the office. Although sign that is up is very clear, it's hard to notice when driving a car and watching traffic.

**4.2 Banbridge Area Office**

Number of comment cards	1
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Purpose of visit:

Registration	0
Electoral Identity Card	1
Other	0

<b>Question</b>	<b>Yes</b>	<b>No</b>
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 Received:

No reason to be unhappy with staff - good friendly vibes apparent.

Suggestions Received:

Extend hours of business. Query staffing level as it might appear that less staff could cope with demand.

### 4.3 Belfast Area Office

Number of comment cards	5
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#### Purpose of visit:

Registration	1
Electoral Identity Card	4
Other	0

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

#### Compliments Received:

Helpful staff.  Very friendly, helpful staff. Well mannered, professional service from Kieran. No suggestions for improvement - perfect.  Staff very courteous and helpful. Good service.  Top marks!  Very helpful and pleasant.
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### 4.4 Londonderry Area Office

Number of comment cards	100
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#### Purpose of visit:

Registration	41
Electoral Identity Card	49
Other	10

<b>Question</b>	<b>Yes</b>	<b>No</b>
Were you able to find and access this office easily?	92	8
Did someone attend to you at the counter within 5 minutes?	100	0
Did staff wear name badges to identify themselves?	100	0
Were staff courteous and helpful?	100	0
Were you provided with clear and accurate information?	100	0
Were you treated fairly and sensitively by staff?	100	0
<b>% Rating</b>	<b>99</b>	<b>1</b>

Compliments Received:

Satisfied.

Garrow was very helpful and efficient.

Staff were very helpful and nice.

Very pleasant and helpful staff. Had no trouble.

Made it very easy to do what I had to do.

Pleasant staff.

Very helpful and friendly.

Helpful and friendly.

The staff were very friendly and helpful. I was dealt with by Anne and she was lovely!

Very helpful.

Very good.

Lovely staff.

Good overall service.

Ann is an absolute delight to work with as she was so patient and helpful. Made the Friday afternoon more cheerful.

Very helpful.

Excellent.

Very smooth procedure.

Very helpful and welcoming.

Staff very helpful. Makes a change.

Very very helpful people.

Good service.

Good service.

Very satisfied.

Staff were excellent. You can't improve it's perfect.

Very informative.

Very efficient service.

Sandra was very very good help. Best worker.

Staff were more than helpful.

Thank you for help.

Very helpful.

The staff are very good staff.

Polite and friendly.

Very friendly.

Staff were helpful with getting registered on the Electoral Register and to obtain the electoral card. Very nice approach by staff. Thank you.

Help provided appreciable. Thank you.

Very helpful.

Very well run, very helpful.

Very helpful and pleasant.

Good service.

The staff are very helpful at the counter.

Very helpful staff at counter.

The staff was very helpful.

Treated very well.

Very helpful!

Very helpful.

Very helpful.

Very friendly staff.

Very very helpful and kind.

Very attentive professional friendly quick service all completed within 5 minutes very impressed. Well done!

Staff were very helpful and friendly. Very efficient office.

Very friendly and helpful service. Great Staff.

Staff are very polite and courteous there was no waiting around and I was dealt with very quickly.

Staff very courteous and helpful.

Very good.

Very helpful and pleasant staff.

Staff were very helpful.

Comments Received:

Office address is hard to find on street.

I think you can accept any proof of identity because the identity card is also helpful for me - so any person does not want to cheat or fraud for the electoral identity card.

Suggestions Received:

Better signage of office.

**4.5 Newtownabbey Area Office**

Number of comment cards
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18
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Purpose of visit:

Registration	10
Electoral Identity Card	8
Other	0

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
<b>% Rating</b>	<b>99</b>	<b>1</b>

Compliments Received:

<p>Good service.</p> <p>Very good!</p> <p>Very pleasant reception received.</p> <p>Very good service.</p> <p>Toni was very helpful and a nice girl to talk to.</p> <p>Staff were very helpful and professional.</p> <p>Very helpful and pleasant staff. Helped and advised with everything we need. No improvement needed.</p>
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Suggestions Received:

<p>Parking facilities.</p>
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**4.6 Newtownards Area Office**

Number of comment cards	8
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Purpose of visit:

Registration	2
Electoral Identity Card	3
Other	3

<b>Question</b>	<b>Yes</b>	<b>No</b>
Were you able to find and access this office easily?	7	1
Did someone attend to you at the counter within 5 minutes?	8	0
Did staff wear name badges to identify themselves?	8	0
Were staff courteous and helpful?	8	0
Were you provided with clear and accurate information?	8	0
Were you treated fairly and sensitively by staff?	8	0
<b>% Rating</b>	<b>98</b>	<b>2</b>

Compliments Received:

Very helpful. Very helpful indeed. A pleasure to visit the Electoral Office. Staff very nice and very helpful. Very good. Excellent service for a silly old duffer. Staff very helpful.
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**4.7 Omagh Area Office**

Number of comment cards	4
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Purpose of visit:

Registration	2
Electoral Identity Card	1
Other	1

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

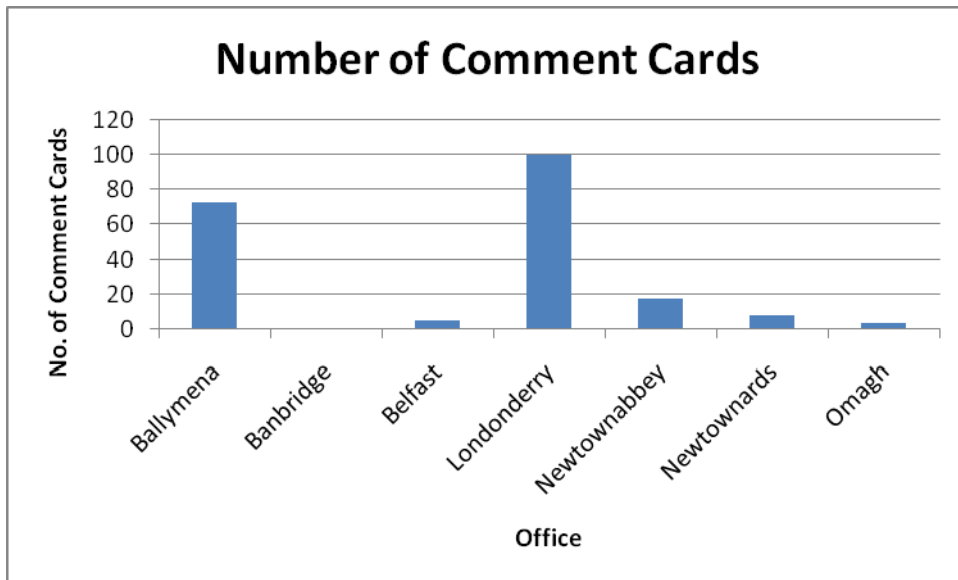
Compliments Received:

Very helpful.  
The person who took us Sharon was pleasant and nice.

#### 4.8 Summary of Results

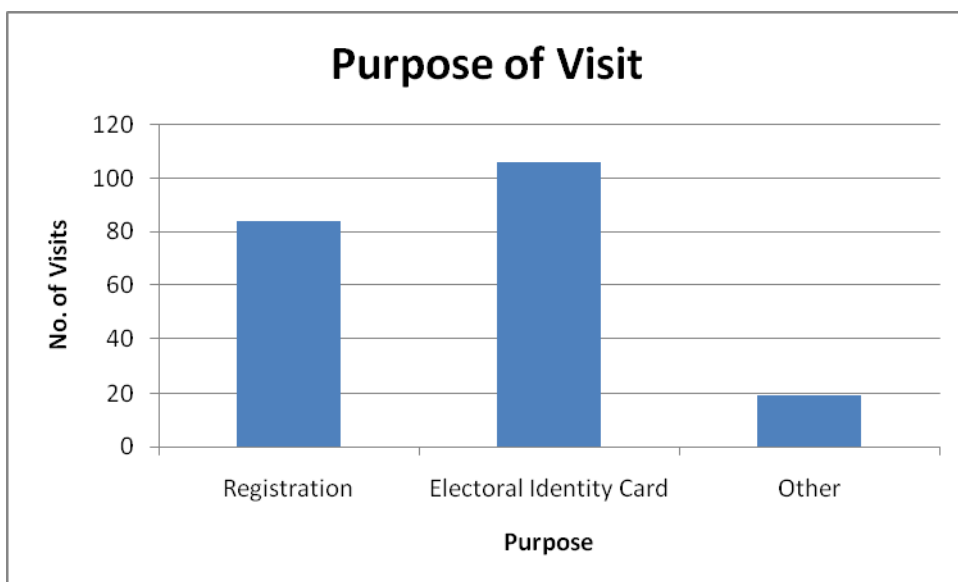
Number of comment cards per office:

<b>Office</b>	<b>Comment Cards</b>
Ballymena	73
Banbridge	1
Belfast	5
Londonderry	100
Newtownabbey	18
Newtownards	8
Omagh	4
<b>Total</b>	<b>209</b>



Purpose of Visit:

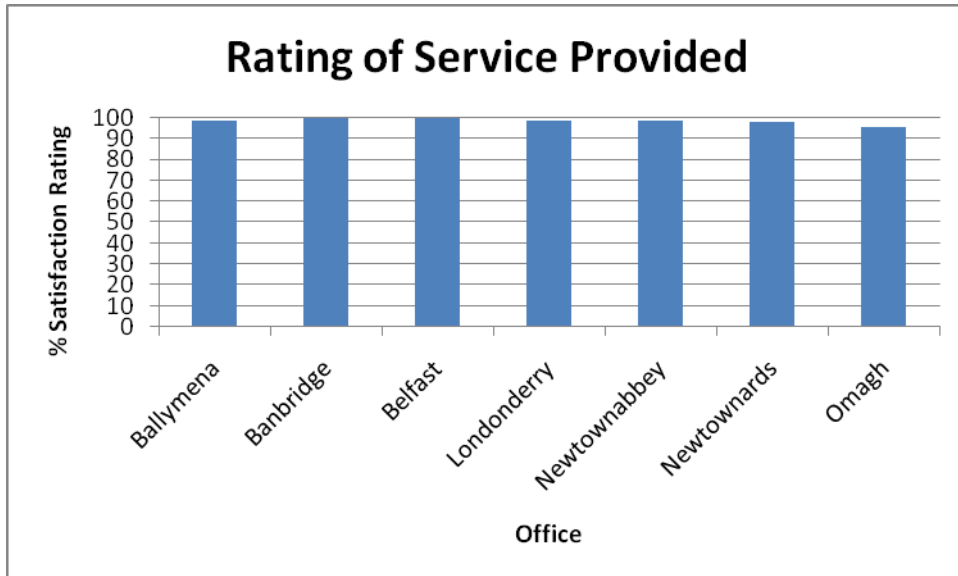
Purpose	Visits
Registration	84
Electoral Identity Card	106
Other	19
<b>Total</b>	<b>209</b>



Rating of Service Provided:

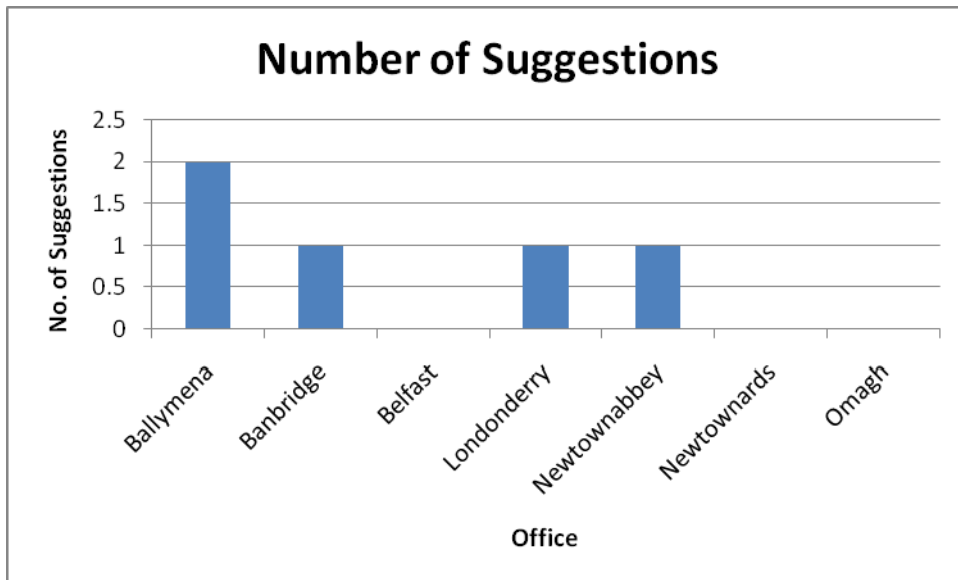
Office	Satisfaction Rating (%)
Ballymena	99
Banbridge	100
Belfast	100

Londonderry	99
Newtownabbey	99
Newtownards	98
Omagh	96
<b>Average</b>	<b>99</b>



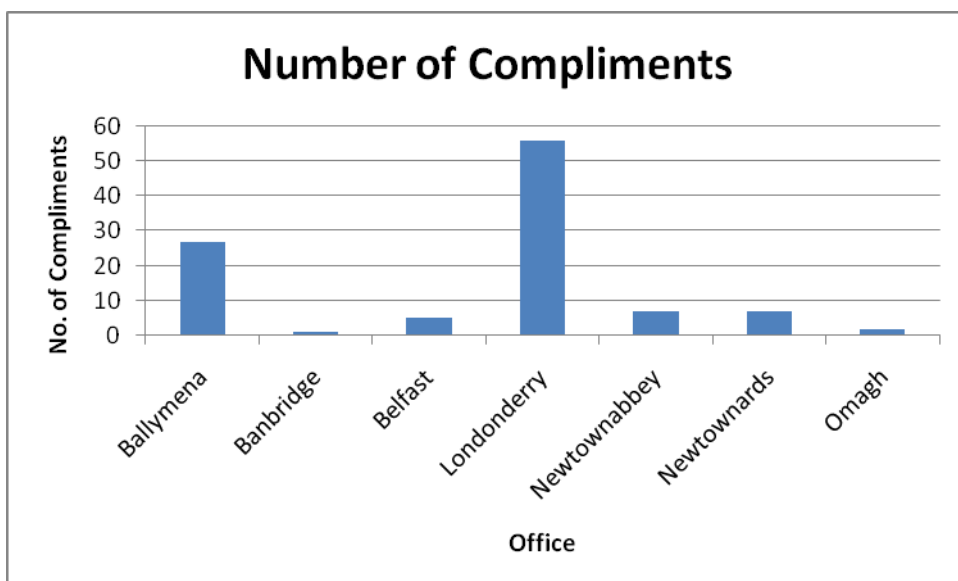
Number of Suggestions:

Office	Suggestions
Ballymena	2
Banbridge	1
Belfast	0
Londonderry	1
Newtownabbey	1
Newtownards	0
Omagh	0
<b>Total</b>	<b>5</b>



Number of Compliments:

Office	Compliments
Ballymena	27
Banbridge	1
Belfast	5
Londonderry	56
Newtownabbey	7
Newtownards	7
Omagh	2
<b>Total</b>	<b>105</b>



## 5 ADDITIONAL COMPLIMENTS AND SUGGESTIONS RECEIVED

Three compliments and one suggestion were received in addition to those recorded on Customer Satisfaction Questionnaires and Comment Cards. Further details of the nature of compliments and suggestions received can be found in the Complaints, Compliments and Suggestions Report which is published monthly.

## 6 COMPLAINTS

The Electoral Office received nine formal complaints and five informal complaints during the first quarter of 2010. Further details of the nature of complaints and their outcome can be found in the Complaints, Compliments and Suggestions Report which is published monthly.

### 6.1 Customer Satisfaction – Complaints Procedure

The Electoral Office 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. Four completed questionnaires were received during the first quarter of 2010. The collated results are given below.

Question	Yes	No	Total	% Yes
Did you receive an acknowledgement to your complaint?	4	0	4	100
Are you satisfied with the length of time taken to respond to your complaint?	4	0	4	100
Was the response to your complaint easy to understand?	4	0	4	100
Did the response answer all the issues you raised?	4	0	4	100

#### Compliments Received:

Complaint well handled. Thank you.

## 7 ACTION REQUIRED / TAKEN

### 7.1 Action Required or Taken as a Result of Feedback

Feedback	Action Required / Taken
80% of voicemail messages answered within one working day – target not met.	Staff to ensure 95% of voicemail messages are answered within one working day.
Freepost envelope not enclosed.	Staff to ensure freepost envelope enclosed with form.
Could not find EONI in phone book.	EONI listed in phone book.
Unhappy with length of time required to	Registration timetable set in legislation.

be added to register.	
Surname spelt incorrectly.	Staff to ensure details spelt correctly on forms.
National Insurance No. question obscured on registration form.	Format of form amended.
Not advised that husband should apply for a proxy vote.	Staff to ensure customers advised of all entitlements.
On hold for 15 minutes.	Callers now have option to leave voicemail message rather than holding.
Give everybody a copy of the edited register.	Edited register is available to purchase by law. Cannot be issued free of charge.
Should put £500 prize draw offer in letter.	Free prize draw leaflet issued with every letter from Helpline.
Should be able to complete the form over the phone and send out for signature.	Name and address pre-printed on forms issued by Helpline. Applicant must provide personal identifiers (date of birth, National Insurance Number and signature) as part of registration process.
Ballymena and Londonderry offices difficult to find/badly signposted.	External and internal signage has been reviewed and found to be adequate.
Extend hours of business.	Area Office and Helpline opening hours extended during busy periods such as elections.
Provide parking facilities at the Newtownabbey Office.	Car park located nearby.

## 8 TRENDS

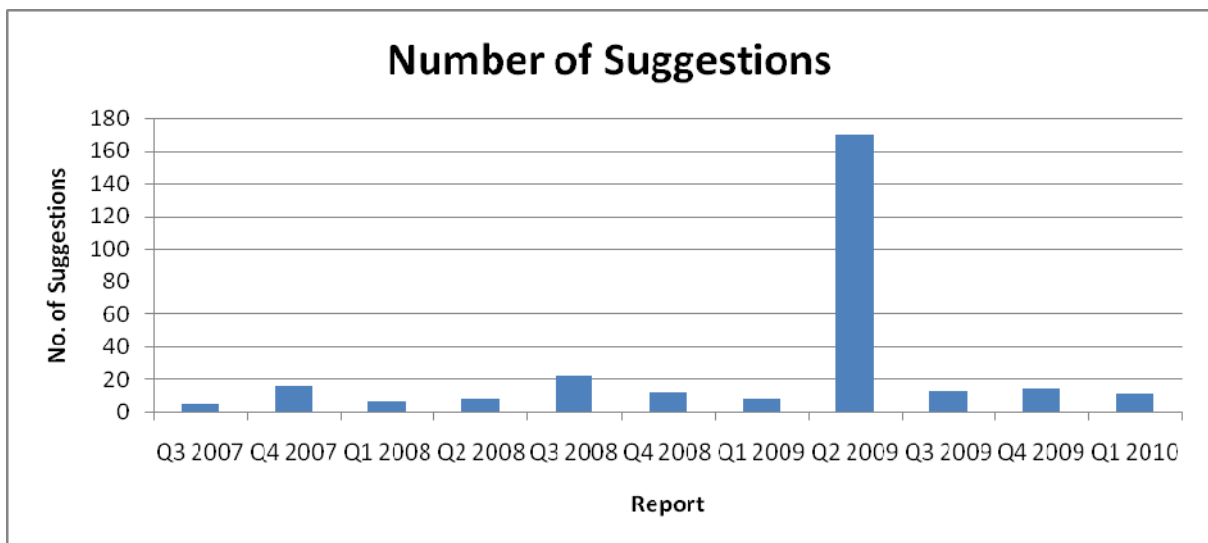
### 8.1 Overall Customer Satisfaction

Report	% Satisfied Customers
Q3 2007	97
Q4 2007	99
Q1 2008	98
Q2 2008	95
Q3 2008	98
Q4 2008	99
Q1 2009	98
Q2 2009	97
Q3 2009	98
Q4 2009	98
Q1 2010	98



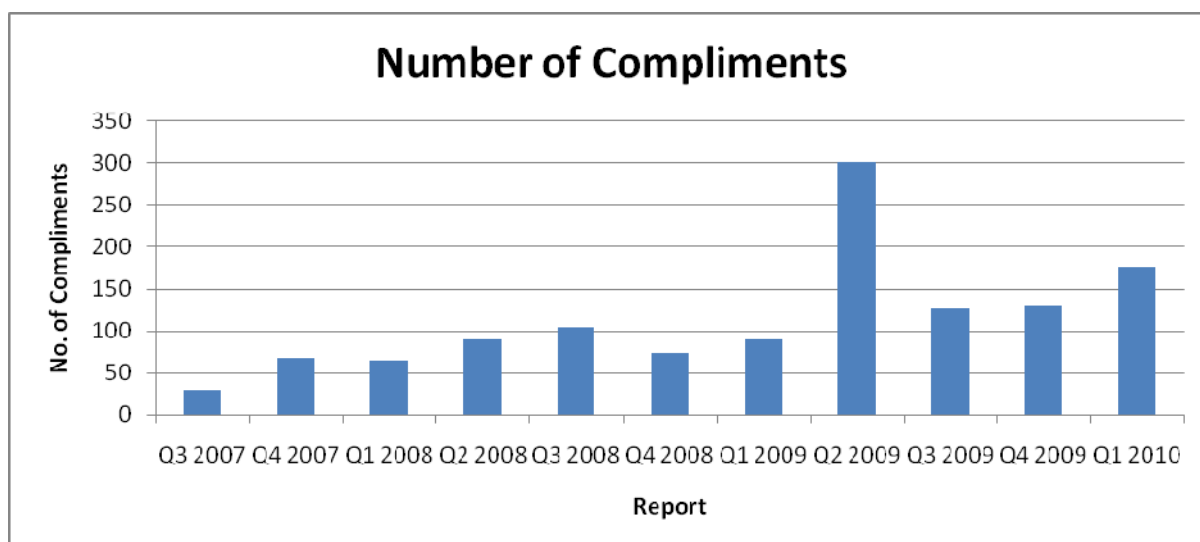
## 8.2 Suggestions

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
Q2 2009	170
Q3 2009	13
Q4 2009	14
Q1 2010	10



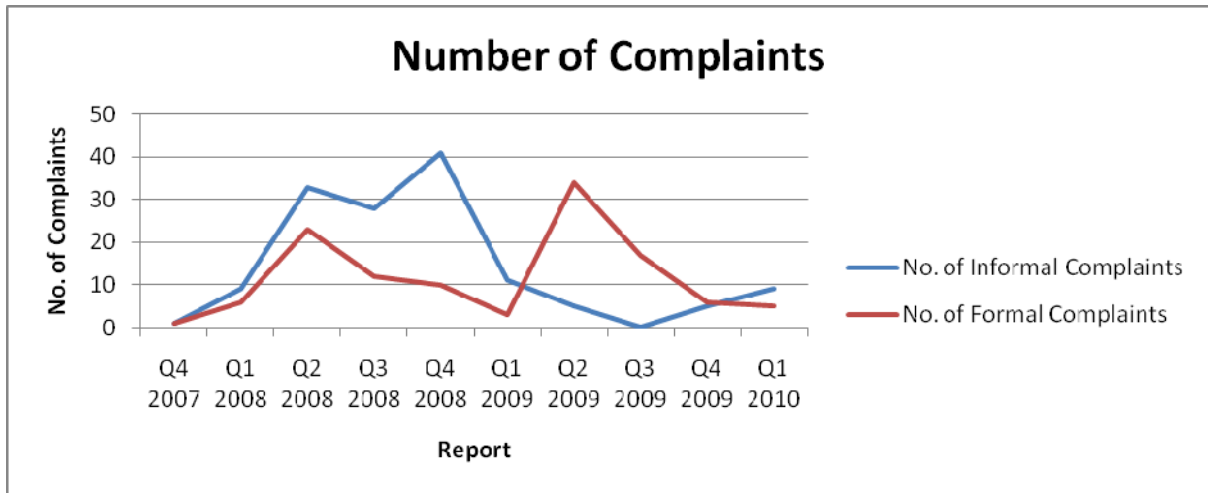
### 8.3 Compliments

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
Q2 2009	301
Q3 2009	127
Q4 2009	129
Q1 2010	176



### 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
Q2 2009	5	34	39
Q3 2009	0	17	17
Q4 2009	5	6	11
Q1 2010	9	5	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
Q2 2009	39	301
Q3 2009	17	127
Q4 2009	11	131
Q1 2010	14	176

