



**ELECTORAL OFFICE FOR NORTHERN
IRELAND**

CUSTOMER FEEDBACK REPORT

Q2 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.
5.8	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 Q2 2008

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?	446	12	458	97
Were they polite and courteous?	455	3	458	99
Were they helpful and did they provide you with clear and accurate information?	456	2	458	100
Do you feel that you were treated fairly and sensitively?	457	1	458	100
If you left a voicemail message was it responded to within one working day?	8	5	13	62
If you contacted us by email did you receive a reply within one working day?	12	1	13	92

3.2 Comments Received

This year the person was more than helpful, but last year when I filled in the form and sent it to you I heard nothing back, so when going to vote I was told I was not on the electoral roll. I hope this time all will be ok.

I was not aware that my name had been removed from the register and I was unaware that re-registering required me to get in contact with you instead of filling in the forms that are sent out. I have always sent in the forms.

The only problem was I was told I would receive the forms to apply for an electoral id card but I didn't receive it.

The form I requested was sent with the wrong town on the address.

3.3 Suggestions Received

When someone registers the email address should be taken and future registrations (subsequent to the first) should be verified by simple process of email.

Being able to change address details online.

Could possible advertise in local directories?

Pay the full postage on the envelope. I had to pay an extra £1.27 to get the post.

It would help if the waiting time of 6 weeks was lowered.

Please give more information to the general public about the pros and cons of not being part of a country's electoral process and how it will have a direct impact on their lives.

To ensure staff read back information so they can confirm with customer the correct details.

The useful information should be printed on another page because you have to send it back with the registration form as it's printed on the back of it.

3.4 Compliments Received

Excellent service. Thank you.

Prompt and efficient service.

We are satisfied with the way things are at the moment.

Services OK. No changes needed.

Very good service.

Very polite and helpful.

It was a pleasure to speak to the lady who answered the phone. She was very friendly and not from another country so I could understand her.

Thanks. Very helpful and so polite. They are a credit to Northern Ireland.

The lady was excellent. She called me back within a few minutes as promised as her computer was down.

Very much satisfied.

Good service.

I think the staff were very nice and helpful with my enquiry.

It was first class. Well done.

The person was more than helpful.

I received a fast, efficient and informative service. No improvement required.

The service I received was excellent as I just wanted to update my details to my new address. I was given good and clear information over the phone and I received the registration form promptly.

The person dealing with my enquiry was very helpful and friendly.

Services were very good.

Keep up the good work.

Very pleased with how quick information and forms were sent out. Only took one day.

Very helpful.

I thought the service was excellent.

The lady that took my call was great, very helpful, friendly and chatty and a pleasure to speak to. If all your staff are like this then you couldn't improve. Well done!

Happy with the whole service.

Very polite. A pleasant surprise.

I left a message on the answer machine requesting additional forms. I received them two days later. Very efficient service.

Very pleased with the service provided.

Spot on.

I found the lady who took my call to be professional, friendly and informative. Thank you.

It was the most pleasant call I have made in a long time looking for information.

Thank you.

Very helpful lady, made what I thought was going to be complicated, very easy.

Many thanks, great customer service.

Thank you.

Service was very good and person on the call was extremely helpful. Thank you for all your help.

Great and efficient service.

The person I spoke to was very efficient, spoke very clearly and I fully understood the info they were giving me. They were definitely customer friendly and knew their job. Very confident and well spoken.

Very, very helpful. Thank you.

Very good service.

I was very satisfied with the service, and the Helpline assistant was very clear in what he was saying. It was good to speak to someone who could speak clear English.

The person I spoke to could not have been more helpful.

I felt the service was excellent. The person I spoke to was more than helpful.

Keep up the good work. The person I spoke to was very clear and polite.

All really satisfactory.

Over all the person was very, very helpful I when I called, very polite and nice person. Thank you for your help.

Very good services, well pleased.

Efficient, effective and courteous. Greatly appreciated.

No problems at all. Very satisfied.

Good job. Keep it up.

Your service was efficient and forms were received within two days of the enquiry. Well done.

Everything fine. Nice lady confirmed everything I needed including when application and information should arrive. Thank you.

The service was very good. The person I spoke to telephonically was more than helpful, explained the process in detail, was very polite and could not have improved their service delivery in any way. In an age where 'service' seems to be heading downhill generally, this was a very good example of how it should be done. Well done!

3.5 Customer Satisfaction Questionnaires: Summary of Results

Overall rate of Customer Satisfaction	92%
Comments	4
Suggestions	8
Compliments	53

4 CUSTOMER COMMENT CARD REPORT Q2 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	30
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Purpose of visit:

Electoral Identity Card	7
Registration & Electoral Identity Card	1
Registration	22

Question	Yes	No
Were you able to find and access this office easily?	29	1
Did someone attend to you at the counter within 5 minutes?	30	0
Did staff wear name badges to identify themselves?	30	0
Were staff courteous and helpful?	30	0
Were you provided with clear and accurate information?	30	0
Were you treated fairly and sensitively by staff?	30	0
% Rating	99	1

Comments Received:

I find the wording of the proforma letter to be rather upsetting. I took the initiative to register yet the letter threatens a £1000 fine if I don't conform. Being threatened with police and fines when trying to do the right thing is not necessary – hardly the way to endear your customers!

Compliments Received:

All staff helpful and pleasant
Excellent service
Clear and helpful
Staff were very helpful
Excellent service clear and helpful
All ok
Very helpful
Complete satisfaction on every account

Friendly staff

Very friendly and efficient making our visit very easy

Good

Very good

Staff were very helpful

Evidence explained well

Very good service

Good

All staff helpful

Got sorted thanks

Good

4.2 Banbridge Area Office

Number of comment cards	0
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4.3 Belfast Area Office

Number of comment cards	0
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4.4 Londonderry Area Office

Number of comment cards	9
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Purpose of visit:

Electoral Identity Card	2
Registration	5
Registration & Electoral Identity Card	2
Other	0

Question	Yes	No
Were you able to find and access this office easily?	6	3

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	94	6

Comments Received:

Street numbers on Queen St a big higgildy-piggildy!

I found the security measures very intimidating. Certainly would not encourage me to return. What are the reasons for all this security?!

I thoroughly object to being forced to sign onto a register. I find this to be an act of threat and force and object to it. Stop attempting to threaten law abiding citizens with fines.

Suggestions Received:

I don't think some people know that they have to register – some public information e.g. on TV would be helpful.

The letter my daughter received threatened her with a fine of £1000 if she did not cooperate. She found this prospect extremely distressing. The wording of the letter may be appropriate in some cases. It is not suitable for 17 year old children for whom the electoral process is new and unknown. Devise a letter sensitive to the maturity of a 17 year old, please!

Compliments Received:

It was good to have the map on the website. Found place easily.

I was attended to very quickly by a kind and considerate member of staff who was very helpful. Thank you.

Everything was fine and went well.

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
% Rating	100	0

Compliments Received:

Very friendly and helpful staff

4.6 Newtownards Area Office

Number of comment cards	6
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Purpose of visit:

Electoral Identity Card	1
Registration	4
Other	1

Question	Yes	No	Not ticked
Were you able to find and access this office easily?	4	1	1
Did someone attend to you at the counter within 5 minutes?	5	0	1
Did staff wear name badges to identify themselves?	5	0	1

Were staff courteous and helpful?	5	0	1
Were you provided with clear and accurate information?	5	0	1
Were you treated fairly and sensitively by staff?	5	0	1
% Rating	97	3	-

Suggestions Received:

Rejection letter is extremely threatening. As a law abiding citizen I found it quite disturbing. Perhaps a more gentle approach at this stage would be appropriate.

Could you rephrase your letter – less threatening possibly.

Compliments Received:

Very nice people who treat you with great respect.

Very helpful staff. Friendly most enjoyable visit.

4.7 Omagh Area Office

Number of comment cards	9
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Purpose of visit:

Electoral Identity Card	6
Registration	3

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
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Comments Received:

Keep hold of your good staff

Suggestions Received:

Banks and Electoral Head Office should screen records regularly.

Compliments Received:

I found the staff very helpful and professional.

Good

Very good service

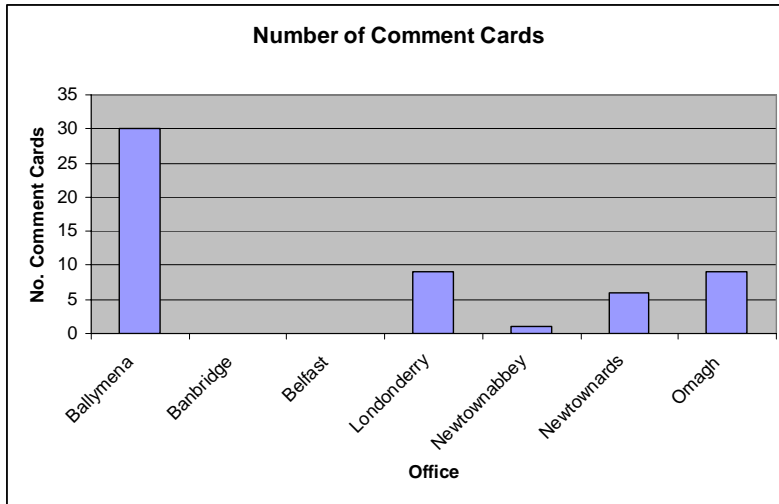
Courteous and professional service

Very good 😊

4.8 Comment Cards: Summary of Results

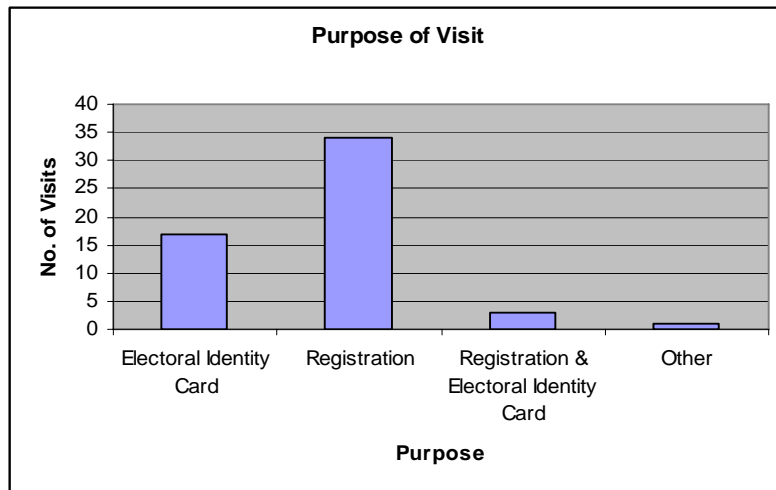
Number of comment cards per office:

Office	Comment Cards
Ballymena	30
Banbridge	0
Belfast	0
Londonderry	9
Newtownabbey	1
Newtownards	6
Omagh	9
Total	55



Purpose of Visit:

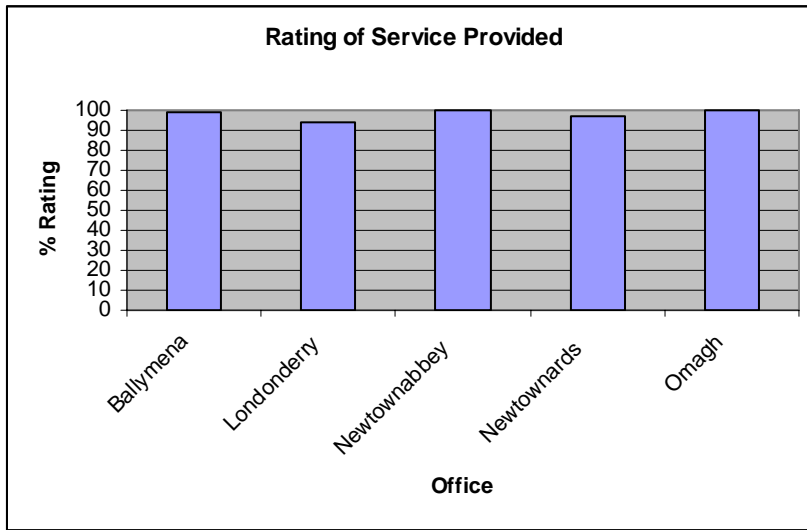
Purpose	Visits
Electoral Identity Card	17
Registration	34
Registration & Electoral Identity Card	3
Other	1
Total	55



Rating of Service Provided:

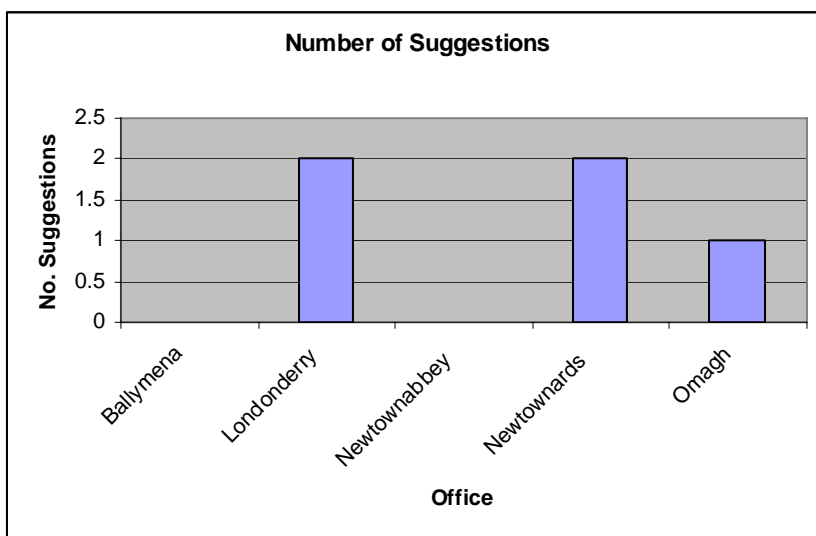
Office	Rating (%)
Ballymena	99
Londonderry	94
Newtownabbey	100
Newtownards	97

Omagh	100
Average	98



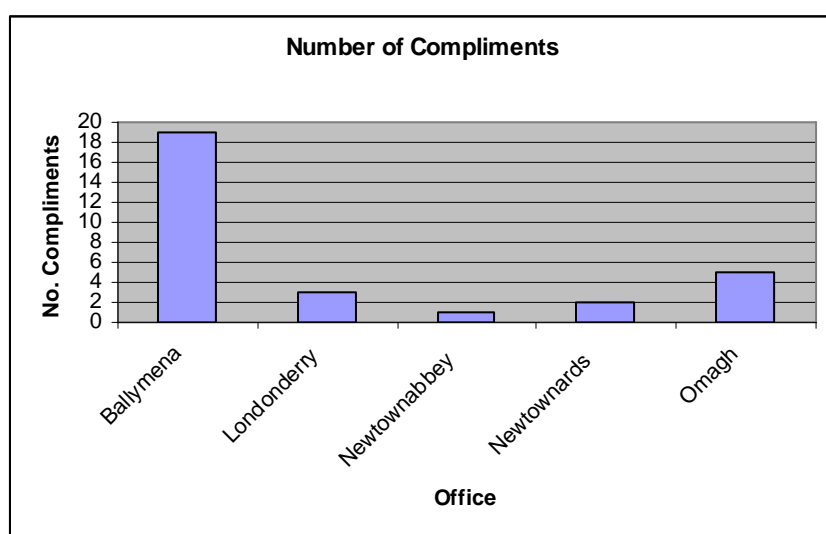
Number of Suggestions:

Office	Suggestions
Ballymena	0
Londonderry	2
Newtownabbey	0
Newtownards	2
Omagh	1
Total	5



Number of Compliments:

Office	Compliments
Ballymena	19
Banbridge	-
Belfast	-
Londonderry	3
Newtownabbey	1
Newtownards	2
Omagh	5
Total	30



5 OTHER COMPLIMENTS RECEIVED

Six compliments were received in addition to those recorded on Customer Satisfaction Questionnaires and Comment Cards:

5.1 Additional Compliments

Thank You card to Omagh Office for attendance at RNIB CONNECT Event.

Response to Disability consultation - wanted to express his appreciation of the work the Electoral Office had done in driving forward the improvements in disability access in premises used as polling places.

Email to Information Officer thanking her for the quick response to request for information.

Re: complaint of 01/04/08 - customer phoned to thank Area Electoral Officer for personally delivering the AV forms to her elderly parents and regretted that she had

not contacted the Newtownards office directly last year.

Customer went to Ballymena Office to get Electoral Identity Card and said that the staff were brilliant and she would bringing her friend in next week to get hers done.

Customer thanked Helpline Officer for taking the time to speak to him re Polling Station scheme (wanted to know if there was a consultation document as he wants to make a submission to us). (Gentleman is blind)

6 COMPLAINTS

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 33 informal complaints during the second Quarter of 2008.

Nature of Complaint	No.
Requirement to register	1
Evidence requirements	15
Threatening tone of evidence letter	12
Non receipt of requested form	1
Receipt of CSA letter – inaccurate data used	3
Evidence not returned in same manner it was sent	1

6.2 Formal Complaints

Formal complaints are those made in writing. The Electoral Office received 23 formal complaints during the second Quarter of 2008.

Nature of Complaint	No.
Receipt of CSA letter – inaccurate data used	8
Evidence requirements	7
Threatening tone of evidence letter	6
Excessive paper with communication	1
Council having to purchase electoral register	1

6.3 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 handed. Four completed questionnaires were received during the second Quarter of 2008. The collated results are given below.

Question	Yes	No	N/A	Total	% Yes
Did you receive an acknowledgement letter and booklet about our complaints procedure?	2	2	0	4	50
Was the booklet easy to understand?	2	0	2	4	100
Did the booklet give you enough information?	2	0	2	4	100
Are you satisfied with the length of time taken to respond to your complaint?	4	0	0	4	100
Was the response to your complaint easy to understand?	4	0	0	4	100
Did the response answer all the issues you raised?	3	1	0	4	75

Compliments Received:

I was very impressed with how my complaint was handled.

I didn't intend my letter to be one of complaint – more one of enquiry and putting the record straight which your letter certainly did and very promptly.

7 ACTION REQUIRED / TAKEN

7.1 Action Required or Taken as a Result of Feedback

Feedback	Action Required / Taken
Staff don't always identify themselves and the section in which they work.	Staff to ensure they identify themselves and the section in which they work.
Voicemail messages and emails not always responded to within 1 working day.	Staff to respond to voicemail messages and emails within one working day if possible.
Form not received.	Staff to ensure all requests for forms fulfilled.
Form sent to wrong address.	Staff to ensure all forms sent to correct address.
Registration should be done by email/online.	Not possible due to legislative requirement for original signature.
EONI should advertise in local directories.	EONI advertise in Yellow Pages and BT Directory
Ensure full postage paid items dispatched.	Staff to ensure correct postage applied.
Reduce 6 week registration period.	Not possible due to legislative requirements for registration.
Ensure staff read back information so	Staff to ensure information is correct.

they can confirm with customer the correct details.	
Guidance notes should be on separate page.	Not possible due to printing costs. Separate guidance notes may be issued upon request.
Revise evidence letter / registration requirements.	Evidence letter has been revised.
Increase publicity re. registration requirements.	Registration Week event planned for September 2008.
Screen CSA data before issuing letters.	Not possible due to cost implications.
Evidence not returned in same manner it was sent.	Staff to ensure correct postage is applied.
Excessive paper with communication.	All forms/guidance necessary to provide high quality service and information.
Council having to purchase electoral register.	Councils not entitled to free copies of the Register under legislation.
Complaint booklet not received.	Staff to ensure that anyone who wishes to make a formal complaint receives the Complaints Procedure booklet.

7.2 Action Taken Since Last Quarterly Report

Action Required Q1 2008	Action Taken
Improved signage for Omagh Office	Planning permission being sought for new signage.

8 TRENDS

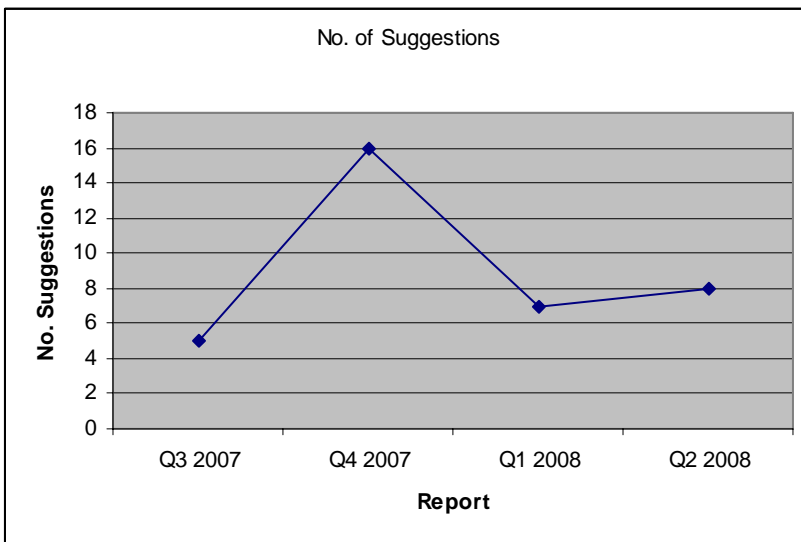
8.1 Overall Customer Satisfaction

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



8.2 Suggestions

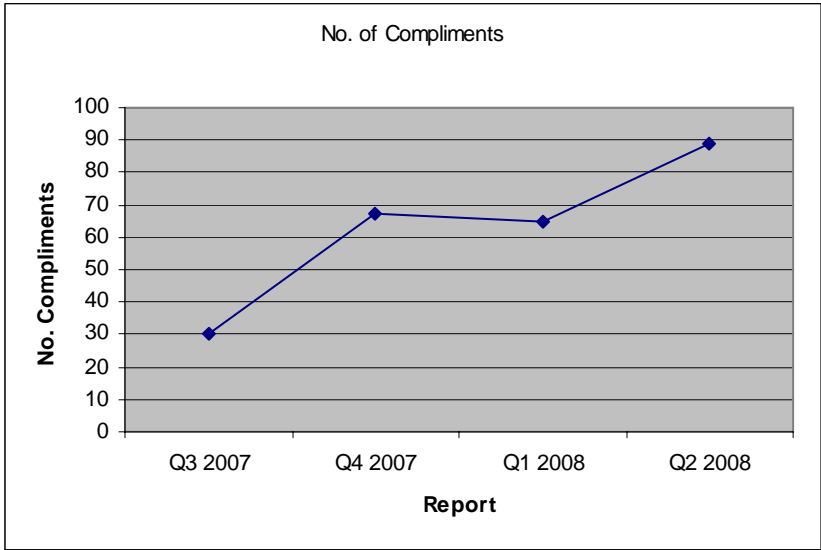
Report	No. of Suggestions
Q3 2007	5
Q4 2007	16
Q1 2008	7
Q2 2008	8



8.3 Compliments

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

Q2 2008	89
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8.4 Complaints

Report	No. of Informal Complaints	No. of Formal Complaints
Q4 2007	1	1
Q1 2008	9	6
Q2 2008	33	23

