



**ELECTORAL OFFICE FOR NORTHERN  
IRELAND**

**CUSTOMER FEEDBACK REPORT**

**Q2 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?	1171	58	1229	95
Were they polite and courteous?	1223	6	1229	100
Were they helpful and did they provide you with clear and accurate information?	1220	9	1229	99
Do you feel that you were treated fairly and sensitively?	1224	5	1229	100
If you left a voicemail message was it responded to within one working day?	42	4	46	91
If you contacted us by email did you receive a reply within one working day?	61	3	64	95

### 3.2 Compliments Received

Very pleased with the way my enquiry was dealt with.

Your member of staff was very helpful, courteous and polite. Extended thanks.

Everything is good in my view.

All good.

Brilliant.

Excellent service and issue dealt with to my complete satisfaction. Thank you!

I found the member of staff that I was speaking to via phone was very very helpful!

The service I received was clear and the staff were very polite.

Very friendly and helpful.

Was very satisfied with courteous and helpful information.

I found the service very good from the answer service to the gentleman who explained everything to me over the phone and very very courteous indeed. Thank you for a very quick and efficient response.

It is very good.

Very nice lady on the phone. Very very helpful!

I think you are a fast and efficient service. Thank you.

I contacted the office to find information on how to register. During the call I got registered to vote. It was easy to contact the office and I felt comfortable giving out my details. Many thanks.

Very good all round service.

I feel your service was very professional, also very efficient.

Extremely helpful – could do no more to improve.

I spoke to Roisin and she was excellent, polite and very well informed. She took me through the process and made me feel assured that the information which she was giving me was 100% accurate. Very, very helpful individual.

I find everything printed clearly, forms etc. Staff polite and helpful. Sorry I do not have any suggestions as I cannot see there is a need for improvement. Thank you.

The person (female) dealing with my original phone query re. electoral identity card could not have been more polite and helpful to me and making me feel confident about the action I had to take to receive my card.

I am both pleased and very impressed by the service I received. Many thanks.

I found my correspondence very useful and the staff member very helpful.

I am more than satisfied.

Excellent all staff need to be told how good they are.

I called Gareth on 6 May to request a registration form. He was very courteous and efficient. I received the form on 7 May. I called Joan on 8 May with a few queries. She had me sorted out in a matter of minutes. Most courteous and efficient again. Great work, keep it up!

Very efficient and professional service.

I was dealt with very professionally and the female I spoke to was very helpful in every respect. She was a lesson in good customer service and a lot of other public servants could learn a lot from her. Unfortunately I have omitted to record her name.

I was fully satisfied at the customer service provided.

Keep up the good work!

Service was great.

I feel your services are satisfactory.

Very efficient and helpful.

Please thank your advisor he was great and very courteous.

Very polite and helpful lady. Answered quickly.

Very prompt reply with forms. Thank you.

Very efficient. Thank you.

Very good!

I am satisfied with the service. Thank you.

I dealt with a person named Joan. She had an excellent customer service manner and our forms arrived efficiently with advice of how to complete. Overall an excellent service!

Quite satisfied with current process and those responsible. Thank you.

The service I was provided with was very helpful and I have no complaints.

Very efficient and professional.

As regards my query, it was dealt with very promptly – a wholly satisfactory experience!

Service very good.

Absolutely delighted with the advice I received. Thank you.

Very impressed that the form arrived on Tuesday morning after requesting it on Monday afternoon.

I appreciate the help given to me from your office. Lorna was the staff member who dealt with my call and she was most helpful.

Staff were very helpful, thank you. Got it the next day!

Service seems to be working very efficiently. Other services could learn a lot from the Electoral Office e.g. DVLNI.

I got all the information I required and received it by post the next day. The lady who answered was very pleasant and helpful.

Very satisfactory.

Very friendly and courteous service.

Your service was very good and I was happy with it.

I think it was Roisin who took my call, she was friendly and professional. Forms easy to fill in and flowchart easy to follow.

Very polite, no problems.

Very helpful service by Belinda.

Everything fine thanks.

Wrote letter to have address changed. Got reply very quickly. Satisfied with service given.

Many contacts were needed due to moving house and of them all this involved the least hassle. The lady who responded to my questions proved to be extremely helpful. A personal 'thank you' to her.

The person was helpful in explaining about documentation needed.

Calm and friendly voice.

Good prompt service.

The service from the phone call I made was very polite and also courteous and the girl that dealt with my phone call said that I would receive the letter within 2 days – it was here the following morning. Many thanks.

Very satisfied with your response.

Rapid response after calling for my request.

My enquiry about change of address was dealt with very efficiently, and the lady who assisted me was helpful and polite – a pleasant change!

Good service thanks.

Helpful service.

My request was dealt with in a satisfactory manner.

Very pleasant and helpful. Phone was answered promptly.

Very helpful, thank you.

Service was very helpful and he was polite.

I am extremely pleased with the way my queries were answered. Staff super!!

Service received very satisfactory.

I send you my best wishes so that you may continue your excellent and caring work. Thank you.

Excellent service received – thank you!

I am very grateful for the kind manner in which my enquiry was dealt with. In particular I would like to thank Martin for his understanding and support and Linda in the Omagh office.

Registration form requested 21 May and delivered 22 May. Thank you.

I spoke to a very nice man who informed me of all I needed to know. Top marks!!

No bother whatsoever.

Keep up the good work.

Efficient with requested registration form being sent.

They were very helpful, thank you.

Great service.

Lady was very helpful and very courteous.

I received excellent service.

Keep it up. Everything is going very well. Thanks very much.

Just keep things the way they are. The form was posted and I received it the next day. Good job.

Fast efficient service.

I found your service very satisfactory.

I'm more than satisfied with the service, thanks!

Happy with service. Well done.

My mum phoned up about the error and she spoke to Tori who was very friendly and polite, she dealt with the problem very efficiently and we were very happy with the service she provided.

The member of staff who dealt with my request to change address was very nice, polite, well mannered and professional.

Satisfied with the service I got.

Generally I find the service I have received has been very helpful, along with the relevant literature and advertising.

Thank you for your prompt action with regard to my stolen electoral card. I appreciate your help.

Could not have asked for better service.

Good service and quick to answer call.

Service was excellent.

Didn't see any faults at all. I had difficulty in printing out the forms myself and had to get them posted – but the customer care skills of your staff were excellent.

The way of passing your service to the people is excellent. And my comment is to continue as it is.

Everything was excellent.

I emailed requesting a form and received it promptly.

My email questions were answered fully and I would like to thank you for the personal reply. Much appreciated.

Person I spoke to on the phone was very helpful. Thank you for the forms.

Excellent service. Well done 😊

Good customer service all round. Thanks.

The person who returned my phone call couldn't do enough for me, took time to listen and answered my questions with confidence. I ended the call happy knowing I had been listened to and advised with the correct information.

Very impressed by how quickly I received the form after leaving a message on the phone.

I was entirely satisfied with the service I received.

Prompt, efficient service – received new registration forms within 48 hours of calling the Electoral Office. My telephone call was answered quickly and I was given immediate, accurate assistance about where to vote on the day.

The person I spoke to was very helpful to me, thanks.

My request for a registration form was dealt with exceedingly promptly.

### 3.3 Summary of Comments Received

<b>Comment</b>	<b>No. Received</b>
Registration form/guidance unclear both in format and meaning.	8
Evidence requirements excessive/too complex.	7
Name misspelt on form.	5
Forms not received.	2
Unable to find form on website.	2
Freepost envelope not received.	2
Long wait to get through to Helpline.	1
Town name Londonderry not Derry/ Londonderry.	1
Tone of evidence letter.	1
Poll card not received.	1
No response to email.	1
<b>TOTAL</b>	<b>31</b>

### 3.4 Summary of Suggestions Received

<b>Suggestion</b>	<b>No. Received</b>
Write to young people when they reach voting age so they know to register.	7
Advertise more to make people aware of registration requirements and deadlines.	6
Allow online registration/checking of register.	4
Revert to annual canvass.	2
Edited register should not be available to the public – facilitates fraud.	2

Withdraw three month residency requirement – not necessary in rest of UK.	1
Should not require photo ID to apply for ID card.	1
Staff should be more polite.	1
Freepost envelope should be 1 <sup>st</sup> class.	1
Print on double sided paper to reduce waste.	1
TV adverts should display number throughout and voiceover should speak more slowly.	1
Ask for NINO at start of call to speed up process and provide security question.	1
Website should tell you how to change name if recently married.	1
Allow people to register to vote on election day.	1
Send out reminder to register prior to an election.	1
<b>TOTAL</b>	<b>31</b>

### 3.5 Summary of Results

Overall rate of Customer Satisfaction	97%
Compliments	115
Comments	31
Suggestions	31

## 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	17
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Purpose of visit:

Registration	9
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Electoral Identity Card	5
Other	3

Question	Yes	No
Were you able to find and access this office easily?	15	2
Did someone attend to you at the counter within 5 minutes?	17	0
Did staff wear name badges to identify themselves?	17	0
Were staff courteous and helpful?	17	0
Were you provided with clear and accurate information?	17	0
Were you treated fairly and sensitively by staff?	17	0
<b>% Rating</b>	<b>98</b>	<b>2</b>

Compliments Received:

<p>Very helpful.</p> <p>No problems. Very helpful.</p> <p>Fast and efficient service – friendly.</p> <p>Very helpful and very pleasant to talk to. Forms were checked and identification returned.</p>
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Suggestions Received:

<p>Building should have number i.e. 122 on building.</p>
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**4.2 Banbridge Area Office**

Number of comment cards	1
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Purpose of visit:

Registration	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	1	0

within 5 minutes?		
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:

Excellent communication from staff member.

**4.3 Belfast Area Office**

Number of comment cards	3
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Purpose of visit:

Electoral Identity Card	2
Other	1

<b>Question</b>	<b>Yes</b>	<b>No</b>
Were you able to find and access this office easily?	3	0
Did someone attend to you at the counter within 5 minutes?	3	0
Did staff wear name badges to identify themselves?	3	0
Were staff courteous and helpful?	3	0
Were you provided with clear and accurate information?	3	0
Were you treated fairly and sensitively by staff?	3	0
<b>% Rating</b>	<b>100</b>	<b>0</b>

Compliments Received:

The receptionist Melissa who assisted me was very helpful and very efficient also kind. I am glad that she was working as usually I can be nervous applying for things.

Very helpful, thank you. Very useful to be able to consult the register in person.

Staff helpful in providing me with quick ID.

#### 4.4 Londonderry Area Office

Number of comment cards	28
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#### Purpose of visit:

Registration	8
Electoral Identity Card	17
Other	3

Question	Yes	No
Were you able to find and access this office easily?	25	3
Did someone attend to you at the counter within 5 minutes?	28	0
Did staff wear name badges to identify themselves?	28	0
Were staff courteous and helpful?	28	0
Were you provided with clear and accurate information?	28	0
Were you treated fairly and sensitively by staff?	28	0
<b>% Rating</b>	<b>98</b>	<b>2</b>

#### Compliments Received:

Very pleasant staff.

Very helpful staff.

Completely satisfied.

Excellent service.

The male member of staff has been very professional in answering queries both on the telephone and in person. He is a credit to this service.

Very pleasant.

Staff were very helpful and made everything very simple.

Office staff very efficient and courteous.

Anne very nice lady, very helpful.

Very good, great help.

Suggestions Received:

Better signage at side/front of office.

Hopefully these staff who are more impressive than normal government offices are recognised.

**4.5 Newtownabbey Area Office**

Number of comment cards	5
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Purpose of visit:

Registration	3
Electoral Identity Card	2

<b>Question</b>	<b>Yes</b>	<b>No</b>
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	1
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
<b>% Rating</b>	<b>100</b>	<b>0</b>

Compliments Received:

The staff at Portland Avenue were very helpful and courteous and explained in detail what is to happen. Not like the helpline who said they would phone me back in ten minutes and two weeks later I am standing in Portland Avenue.

Excellent customer service, extremely helpful.

Very good.

Very helpful.

**4.6 Newtownards Area Office**

Number of comment cards	3
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Purpose of visit:

Registration	2
Other	1

Question	Yes	No
Were you able to find and access this office easily?	3	1
Did someone attend to you at the counter within 5 minutes?	3	0
Did staff wear name badges to identify themselves?	3	0
Were staff courteous and helpful?	3	0
Were you provided with clear and accurate information?	3	0
Were you treated fairly and sensitively by staff?	3	0
<b>% Rating</b>	<b>100</b>	<b>0</b>

Compliments Received:

Most helpful, thanks.  
Staff were very pleasant and helpful.

Comments Received:

Was not able to climb stairs – person brought down form, explained what to do and came down to collect form when I brought it back.

Suggestions Received:

Have an office on the ground floor.

**4.7 Omagh Area Office**

Number of comment cards	14
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Purpose of visit:

Registration	7
Electoral Identity Card	3
Other	4

<b>Question</b>	<b>Yes</b>	<b>No</b>
Were you able to find and access this office easily?	13	1
Did someone attend to you at the counter within 5 minutes?	14	0
Did staff wear name badges to identify themselves?	14	0
Were staff courteous and helpful?	13	1
Were you provided with clear and accurate information?	13	1
Were you treated fairly and sensitively by staff?	13	1
<b>% Rating</b>	<b>95</b>	<b>5</b>

Compliments Received:

Very friendly and helpful.

Extremely helpful and polite. First time to register.

The staff in this office are a credit to the EONI.

Very good.

Service very good.

Staff were great, provided great information. Pleasure to deal with them.

Excellent service.

Fast and effective.

Very well pleased with attention I received from staff here today.

First class service – Sharon and Linda are great.

Excellent information and advice. Thank you.

Comments Received:

Almost impossible to get migrant workers on register and to get vote.

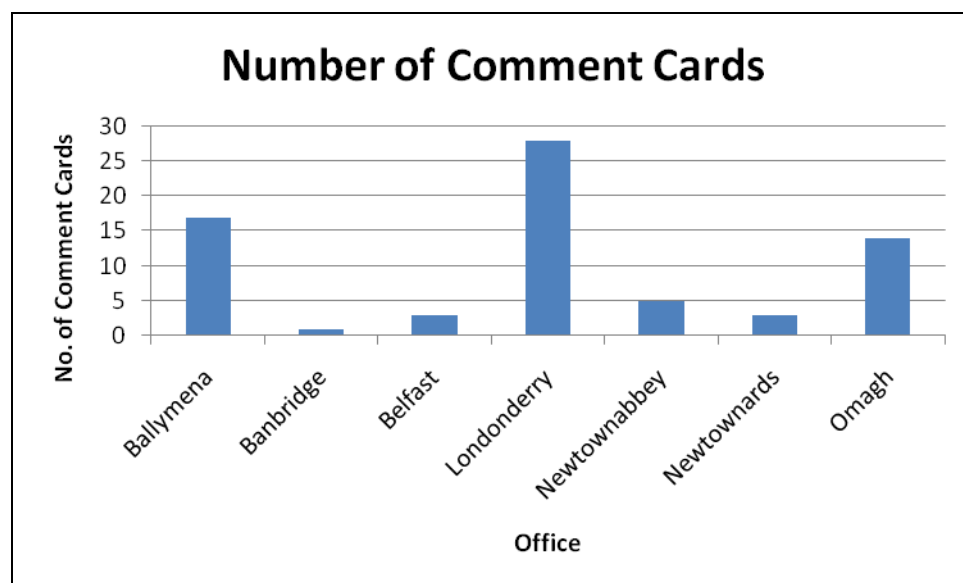
### Suggestions Received:

Make getting on the register similar to other countries, making it easier not harder.  
Why should young people bother?

## 4.8 Summary of Results

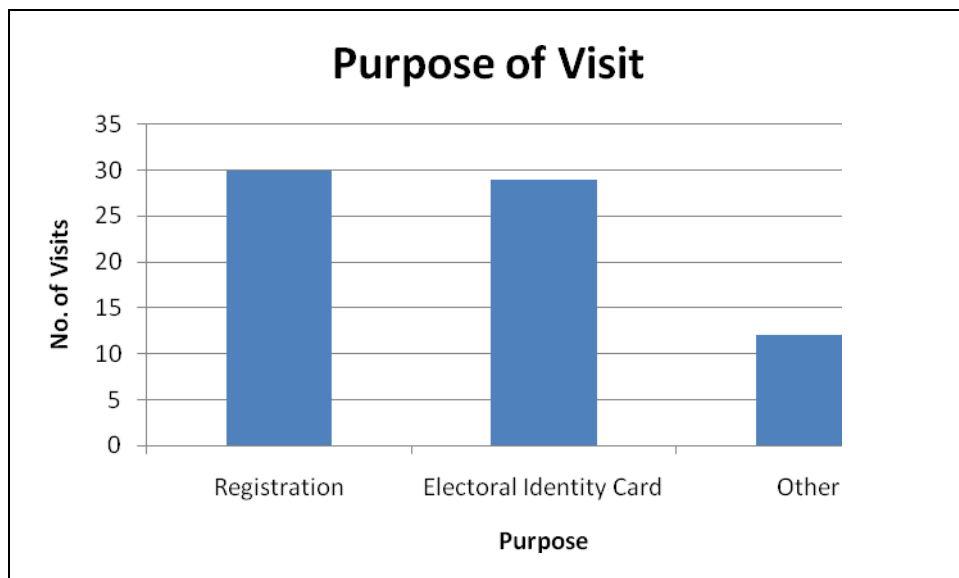
Number of comment cards per office:

Office	Comment Cards
Ballymena	17
Banbridge	1
Belfast	3
Londonderry	28
Newtownabbey	5
Newtownards	3
Omagh	14
<b>Total</b>	<b>71</b>



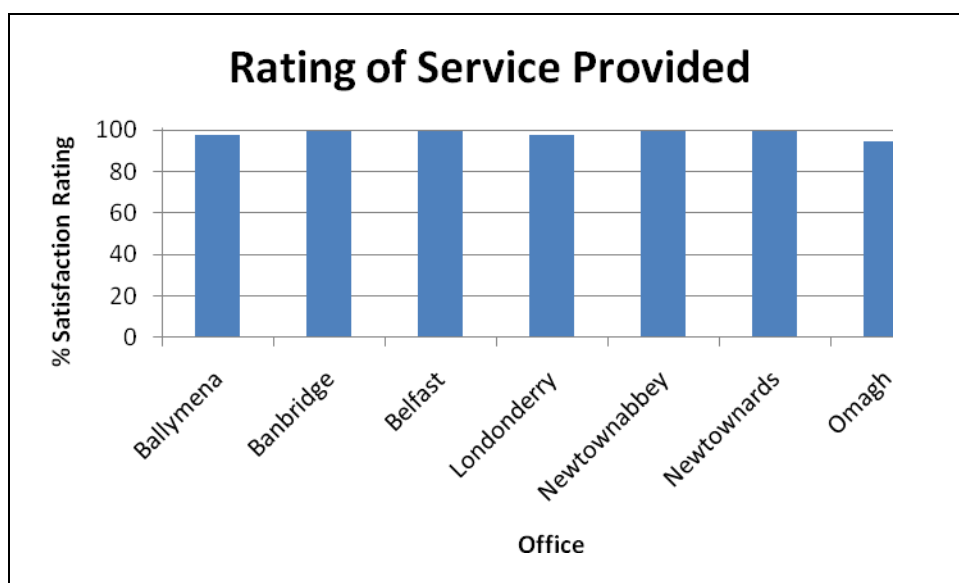
Purpose of Visit:

Purpose	Visits
Registration	30
Electoral Identity Card	29
Other	12
<b>Total</b>	<b>71</b>



Rating of Service Provided:

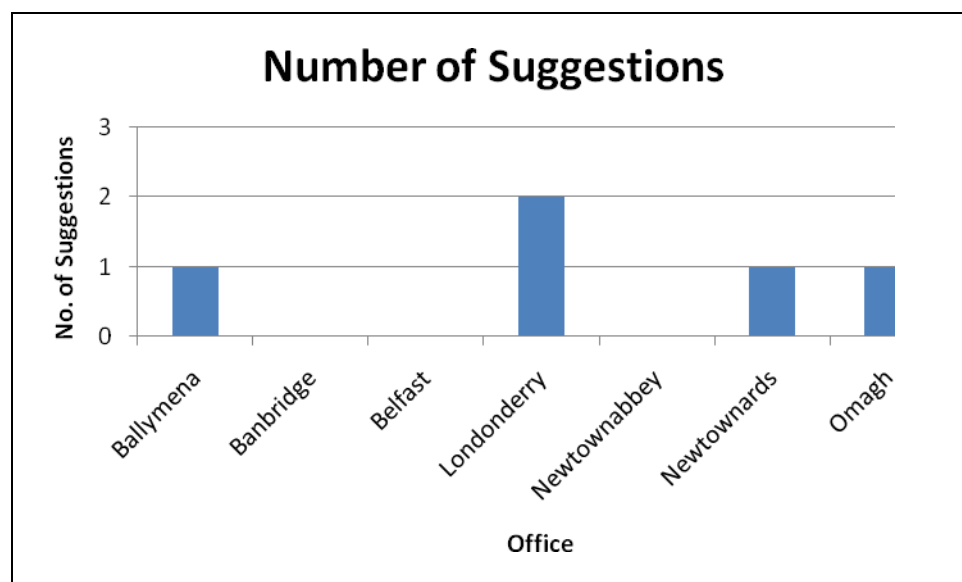
Office	Satisfaction Rating (%)
Ballymena	98
Banbridge	100
Belfast	100
Londonderry	98
Newtownabbey	100
Newtownards	100
Omagh	95
<b>Average</b>	<b>99</b>



Number of Suggestions:

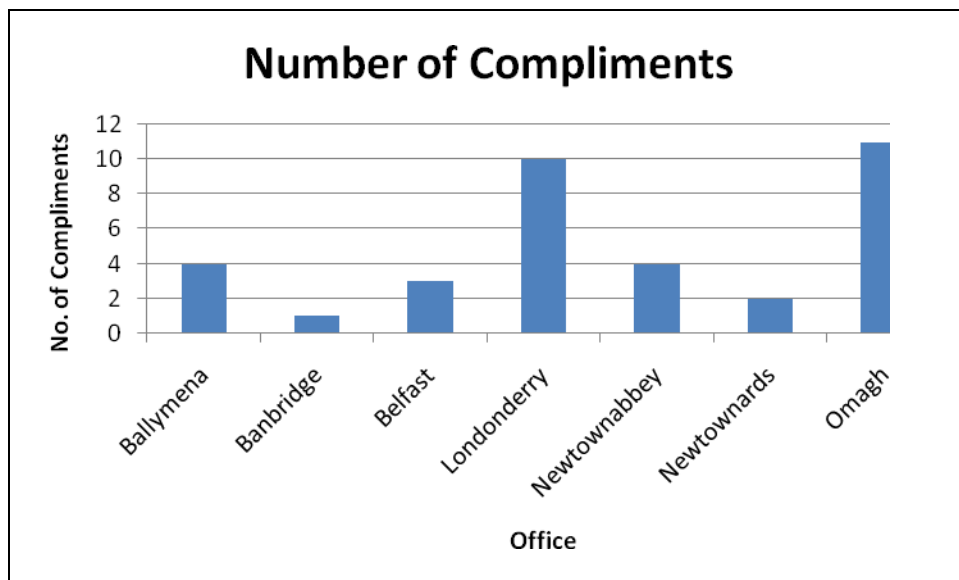
Office	Suggestions
Ballymena	1

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



Number of Compliments:

<b>Office</b>	<b>Compliments</b>
Ballymena	4
Banbridge	1
Belfast	3
Londonderry	10
Newtownabbey	4
Newtownards	2
Omagh	11
<b>Total</b>	<b>35</b>



## 5 European Election 2009 – Comment Card Report

Comment cards were made available in polling places at the European election on 4 June. The results are summarised below.

### 5.1 Collated Results

Number of comment cards received	2991
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Question	Yes	No
Were you able to find and access this polling place easily?	2759	232
Did staff wear name badges to identify themselves?	2826	165
Were staff courteous and helpful?	2970	21
Were you provided with clear and accurate information?	2920	71
Were you treated fairly and sensitively by staff?	2956	35
<b>% Rating</b>	<b>96</b>	<b>3</b>

### 5.2 Summary of Compliments Received

Nature of Compliment	No.
Staff	70
Polling station	31
Overall	28
Facilities for disabled/elderly	5
Signage/information	2
No police presence	4
Map on poll card	1

<b>Total</b>	<b>141</b>
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### 5.3 Summary of Comments Received

<b>Nature of Comment</b>	<b>No.</b>
Inadequate polling place facilities/access	62
Lack of signage to polling place/within polling place	39
Unhappy with location of polling place	35
Unhappy with presence of party representatives/election material outside polling place	23
Map on poll card unclear/incorrect	17
Polling equipment inadequate	14
Poor staff	14
Inadequate facilities for disabled/elderly	13
Poll card/postal vote not received/not on register	12
Staff name badges not visible	11
Voting waste of time	6
Unhappy with money/paper wasted on comment cards/name badges	5
Unhappy with presence of polling agents/practice of calling out names	5
Unhappy with presence of special polling clerks	4
PR voting system unclear	3
ID not accepted	3
Unhappy with use of Derry/Londonderry	2
Unhappy with (perceived) possibility of finding out who elector voted for	2
<b>Total</b>	<b>270</b>

### 5.4 Summary of Suggestions Received

<b>Nature of Suggestion</b>	<b>No.</b>
Improve signage to/within polling place	15
Improve facilities/access for disabled/elderly	12
Use buildings other than schools	9
All party representatives should be present outside to provide balance	8
Issue instructions on how to vote	8
Provide more information on candidates so can decide who to vote for beforehand	7

Change polling place location	6
More information/posters in Irish	6
Pens should be different colour to improve visibility	6
Change voting day to Friday	6
Provide refreshments	6
Provide envelope for posting comment card	5
Box numbers should be clearly marked on poll card	5
Introduce electronic voting	5
Disabled badge should be accepted as ID	4
Place curtains/shield around polling booth to improve privacy	3
Provide transport for elderly	3
Provide more staff	3
Provide more support for those voting for the first time	2
Provide background music	2
Allow checking of the register online	1
Issue all senior citizens with postal votes	1
Pay people to vote	1
Make voting compulsory	1
Poll staff should call elector numbers out more clearly (polling agent)	1
Longer strings on pens	1
Provide registration forms at polling place	1
Provide a bicycle rack at each polling place	1
Highlight on poll card if polling place has changed	1
Make register easier to search through	1
Provide litter bins for election material	1
<b>Total</b>	<b>132</b>

## **6 ADDITIONAL COMPLIMENTS AND SUGGESTIONS RECEIVED**

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

## **7 COMPLAINTS**

The Electoral Office received 5 informal and 34 formal complaints during the second quarter of 2009. The majority of complaints related to the European Election on 4

June. Further details of the nature of complaints and their outcome may be found in the Complaints, Compliments and Suggestions Report which is published monthly.

## 7.1 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. Two completed questionnaires were received during the second quarter of 2009. The collated results are given below.

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

### Comments Received:

Read the complaint and answer it. Don't just assume the question was what you want to answer. I have passed it to my MP to deal with.

## 8 ACTION REQUIRED / TAKEN

### 8.1 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 in which they work.
91% of voicemail messages answered within 24 hours.	95% of voicemail calls should be answered within 24 hours.
Registration form and guidance unclear in both format and meaning.	Registration form and guidance to be reviewed.
Evidence requirements excessive/ too complex.	Evidence requirements necessary to ensure accuracy of Register.
Name misspelt on forms.	Staff to ensure names correctly spelled on forms.
Forms not received.	Staff to ensure all requested forms issued.

Unable to find form on website.	Website to be reviewed. Survey in progress.
Freepost envelope not received.	Staff to ensure freepost envelopes issued with all requested forms.
Write to young people when they are old enough to register.	Young people now captured at schools.
Advertise more to make people aware of registration requirements.	Advertising undertaken by the Electoral Commission.
Allow online registration/checking of register.	Not possible due to requirement for original signature on form/cost of adding edited register to website.
Edited register should not be available to public.	Legislation allows members of the public to access the edited register.
Revert to annual canvass.	Continuous registration has provided a more accurate and comprehensive register.

## 8.2 Action Taken Since Last Quarterly Report

Feedback	Action Required / Taken
89% of emails answered within 24 hours (target is 95%).	95% of emails answered within 24 hours during last quarter.

## 9 TRENDS

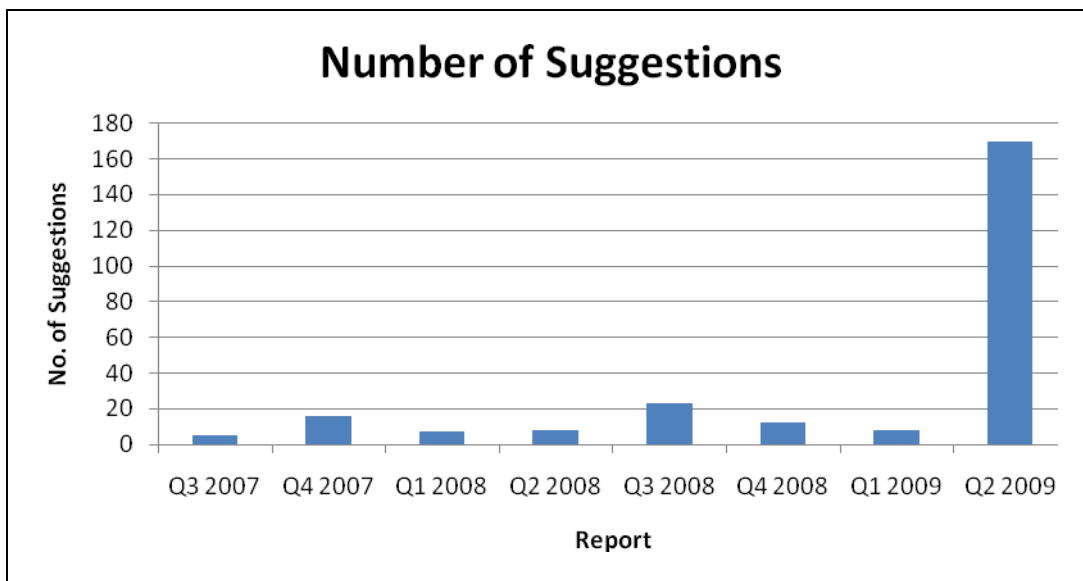
### 9.1 Overall Customer Satisfaction

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



## 9.2 Suggestions

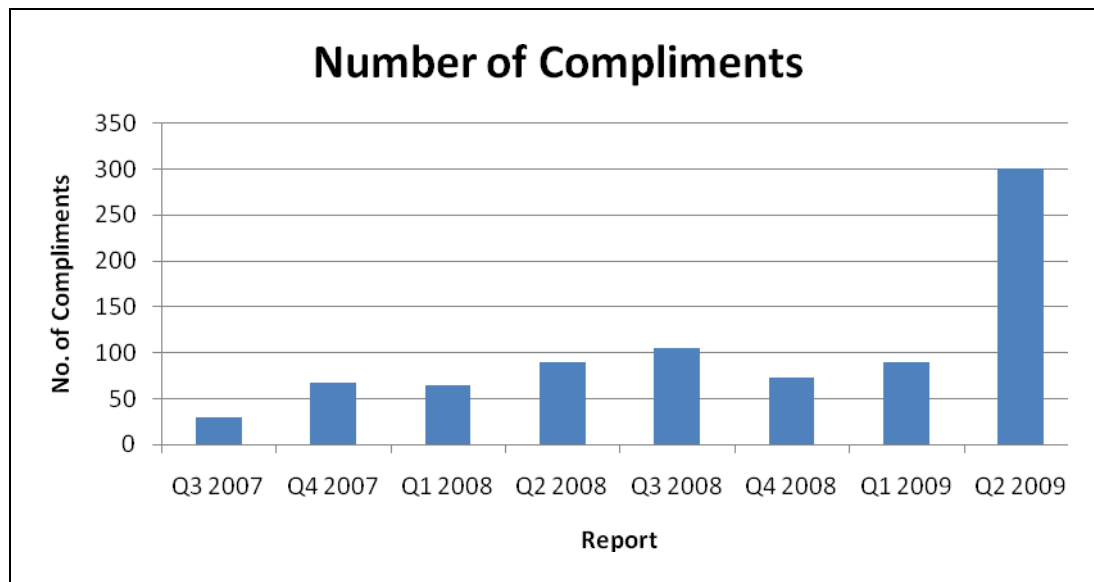
Report	No. of Suggestions
Q3 2007	5
Q4 2007	16
Q1 2008	7
Q2 2008	8
Q3 2008	23
Q4 2008	12
Q1 2009	8
Q2 2009	170



## 9.3 Compliments

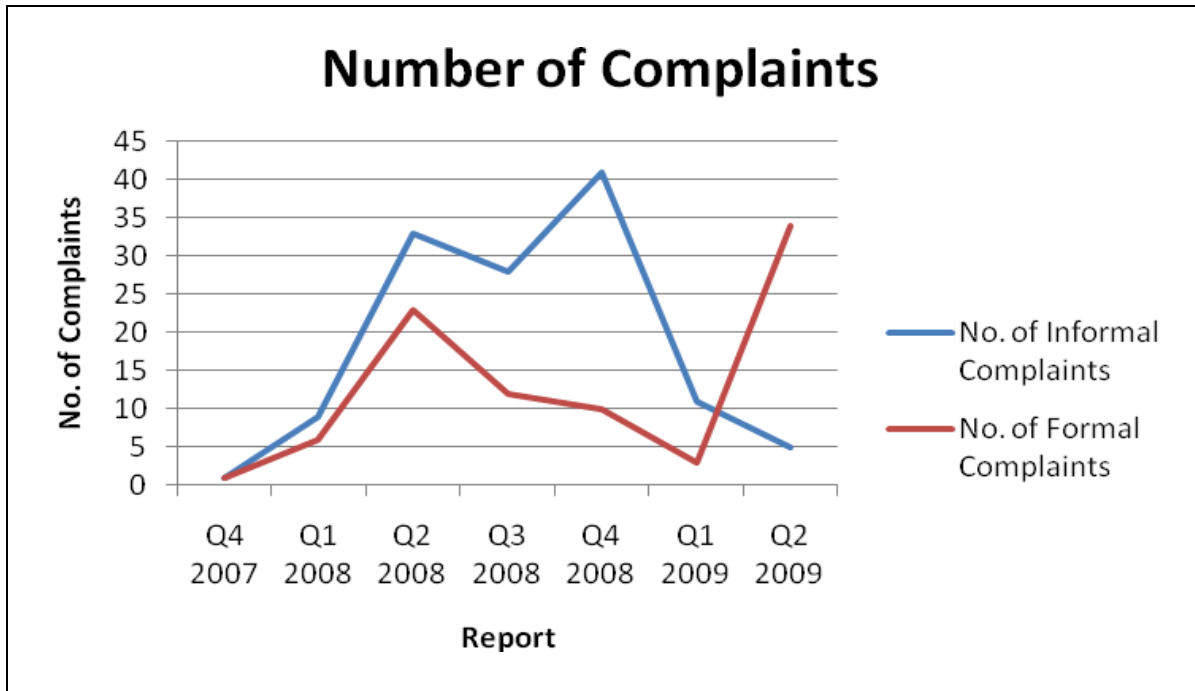
Report	No. of Compliments
Q3 2007	30

Q4 2007	67
Q1 2008	65
Q2 2008	89
Q3 2008	105
Q4 2008	73
Q1 2009	90
Q2 2009	301



#### 9.4 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



#### 9.5 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

