



**ELECTORAL OFFICE FOR NORTHERN  
IRELAND**

**CUSTOMER FEEDBACK REPORT**

**Q3 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 Q3 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?	520	20	540	96
Were they polite and courteous?	537	3	540	99
Were they helpful and did they provide you with clear and accurate information?	535	5	540	99
Do you feel that you were treated fairly and sensitively?	537	3	540	99
If you left a voicemail message was it responded to within one working day?	8	2	10	80
If you contacted us by email did you receive a reply within one working day?	40	1	41	98

### 3.2 Comments Received

The forms did not say who should fill them in - whether everyone over 18 years should fill one in or just the householder. I rang for more forms myself as I had children over 17 years of age. But I did not know if I needed to do so. There were only two forms in the envelope I received.

Asking for bank statements isn't acceptable. Contains sensitive information about a person's finances. Even if this is treated confidentially it is unpleasant to have to provide this info to anyone.

Difficulty obtaining phone number. Not very clear on website etc.

Keep equality and fairness a top priority.

The person on the other end of the phone just didn't seem very interested in what I was asking about.

They were abrupt and passed me through to another department but the line went dead so am very impressed that this was sent out.

My details were not included on the previous collection of electoral details due to Canvasser error – I have never been excluded from the electoral register before.

### 3.3 Suggestions Received

More advertising to let people know you can sign on the Register at any time and not just wait for people coming to your door.

Ask the applicant in question of the circumstances of their change of address. Not everyone is evading the CSA etc.

I have lived in Northern Ireland for 2½ years and wasn't aware of the importance of applying for the Electoral Roll, people could be contacted or it could be better advertised so that in situations like mine people are better aware of the importance of the Electoral Roll.

I think it is very hard for an elderly person to fill in this form. Would it be an idea for someone to be available to help?

To listen to what the customer is saying and believe them.

I was asking for ID so I could open a bank account as I have no other photo ID and your services ask for bank account details. In the future you could ask for less as maybe they don't have it.

You could have an office in Bangor.

I feel that the public are unaware of the risks involved if they do not update their details. I feel advertising should be enhanced and forms supplied automatically for changing i.e. when a marriage is being registered.

Have more offices around the country.

Information given to 18 year olds. I have never received talks or information on voting apart from politics talks.

Only to ask how many people at the address need to register as my partner now needs to call you to register as well.

Make it easier to find in local telephone book.

Include list of area offices.

Do it online.

I queried a letter written to me (and very rudely worded) regarding change of address. My record had clearly been duplicated. Perhaps this should be more closely monitored.

Make the office address and phone number more widely known. I got a number from three different yellow pages and they were all out of service. I ended up getting the proper one from directory enquiries.

A welcome development might be for officers who may answer queries being able to exchange basic greetings in the given minority language, particularly important when Irish is the vernacular tongue of the region.

I have lived in this house for 12 years as an owner/occupier and never knew that the electoral role was something that had to be filled in. I don't vote, so I thought it didn't need to be done. I think you could put it across better somehow.

### **3.4 Compliments Received**

Everyone was extremely helpful and pleasant!

The lady whom I spoke to was very helpful and polite. I received my application the next day.

Thank you for your service.

Most helpful and prompt.

I was treated very well when I rang to get a form.

The lady to whom I talked on 28 July was very humble and polite with an abundance of patience. I am more than happy with the service she has provided. Keep it up!

I received excellent customer service. Thank you!

The person who dealt with my call was very courteous, and spoke well in response to my query.

Very fast delivery of application form to me, thanks.

Thank you for your assistance.

A very good service.

The website and email services are very efficient and easy to use.

I am very pleased with the service, I have no suggestions because it is very good.

Very efficient and quick service, thanks.

Fast and easy service.

The service is very clear and courteous, the form was sent out promptly and efficiently. Thank you for your help and support.

Great friendly, helpful staff.

Service efficient and pleasant. Well done.

Received letter within 2 days. Person on phone very helpful and polite. Good service.

Service I received was first class.

I experienced an extremely professional and sensitive person as I was advising of change of address due to marital separation. At all times I felt the information and myself were treated with dignity and confidentiality. Very impressive. Thank you.

Everything was very organised and professional.

A friendly service!

Service is very good.

The folks were very friendly that I spoke with on the phone. Thank you.

A1.

Well done. Thank you.

I spoke with an assistant on the helpline who was very friendly and helpful.

Very helpful and efficient service provided.

Excellent service.

There is nothing we could describe here as how to improve your services for the future but we would like to thank you and are very happy with your polite services which are helping everybody who wants to register and take part as members of the electorate.

I was pleased with the service and received my form a few days later.

Most helpful.

Everything's OK.

The woman I spoke to on the telephone was really a credit to you. She couldn't have been any more helpful or polite. A very good person to deal with.

I am very pleased with the pleasant manner and helpful service I received whilst making my enquiries.

More than helpful.

Efficient service, prompt and pleasant.

Staff very pleasant and helpful.

The service is very good and the person was very helpful and polite. Thank you.

Staff were efficient, polite and extremely helpful during my telephone enquiries. Documentation was also sent out to me asap.

I found the lady very polite and very helpful.

The man I spoke to was very helpful and explained the process to me clearly. Thank you.

My experience was excellent. The operator was clear, polite and very efficient. Thank you!

Very helpful.

I think your services offered are quite useful and wouldn't change or add anything else.

V good.

A painless process. Very prompt and concise. Expecting to be bombarded with paperwork and documents. Person on phone was very helpful and easy to understand and most importantly, told me exactly what paperwork was required from me. Pleasant experience.

We were pleased with the response to our enquiry.

The gentleman I spoke to was extremely polite and helpful. He answered my queries concisely.

Excellent service.

Good service.

Was treated well.

Very good, thank you. The most helpful yet!

No need to improve – very good service. Thank you.

On the day of calling I received all information about the ID Card with photo. Behaviour was excellent and polite.

Very helpful!

Service was excellent and the chap who dealt with me was very efficient.

The lady I spoke to on the phone was extremely helpful. Thanks,

Efficient, customer focused service.

Good.

Your service is good and polite. I didn't have any problems at all. Thank you.

The man spoke to was very helpful and friendly.

Everything was just fine thank you.

I was impressed by the helpful no fuss approach.

Everything was very good.

It is a pleasant change to be treated fairly, sensitively and politely by members of the Civil Service. Previous experience in relation to matters involving the Gaelic language was frustrating to say the least.

Great.

### 3.5 Customer Satisfaction Questionnaires: Summary of Results

Overall rate of Customer Satisfaction	95%
Comments	7
Suggestions	18
Compliments	68

## 4 CUSTOMER COMMENT CARD REPORT Q3 2008

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

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

Comment Card feedback is collated by office:

### 4.1 Ballymena Area Office

Number of comment cards	9
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Purpose of visit:

Electoral Identity Card	3
Registration	4
Other	2

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

<b>% Rating</b>	<b>100</b>	<b>0</b>
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Compliments Received:

Very helpful.  
Good.

**4.2 Banbridge Area Office**

Number of comment cards	0
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**4.3 Belfast Area Office**

Number of comment cards	12
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Purpose of visit:

Electoral Identity Card	3
Registration	6
Other	3

<b>Question</b>	<b>Yes</b>	<b>No</b>
Were you able to find and access this office easily?	11	1
Did someone attend to you at the counter within 5 minutes?	12	0
Did staff wear name badges to identify themselves?	12	0
Were staff courteous and helpful?	12	0
Were you provided with clear and accurate information?	12	0
Were you treated fairly and sensitively by staff?	12	0
<b>% Rating</b>	<b>99</b>	<b>1</b>

Comments Received:

Found the office itself a bit difficult to find and had to ask a policeman for directions as I had never been here before.

Compliments Received:

I have not been in such an efficient office for years!

Efficient and professional service.

Staff very helpful and pleasant. Excellent service provided.

Straightforward and simple – got sorted within 10 minutes.

Very good service, appreciate it.

The staff were extremely friendly, helpful and informative. I was impressed at how quickly files/information were retrieved.

Very good service. The man who attended is a very good person. He is very helpful and I am very proud that you have such good staff.

Everything went great.

Lovely gentleman on counter very helpful. Thank you.

Have more workers like this.

Suggestions Received:

Easier access for staff and researcher with revolving screen.

**4.4 Londonderry Area Office**

Number of comment cards	16
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Purpose of visit:

Electoral Identity Card	6
Registration	10

<b>Question</b>	<b>Yes</b>	<b>No</b>
Were you able to find and access this office easily?	16	0
Did someone attend to you at the counter within 5 minutes?	16	0
Did staff wear name badges to identify	15	1

themselves?		
Were staff courteous and helpful?	16	0
Were you provided with clear and accurate information?	16	0
Were you treated fairly and sensitively by staff?	16	0
<b>% Rating</b>	<b>99</b>	<b>1</b>

Suggestions Received:

Voting online more efficient and more results.

Compliments Received:

No faults – all very efficient. Staff friendly and helpful.

Lovely, very good.

People at the Electoral Office were very pleasant and helpful.

Very good.

In and out, quick, great.

Very nice people, very helpful.

Very pleasant staff. Extremely helpful.

Very helpful.

Friendly, efficient service.

**4.5 Newtownabbey Area Office**

Number of comment cards	2
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Purpose of visit:

Electoral Identity Card	1
Registration	1

<b>Question</b>	<b>Yes</b>	<b>No</b>
Were you able to find and access this office	2	0

easily?		
Did someone attend to you at the counter within 5 minutes?	2	0
Did staff wear name badges to identify themselves?	2	0
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
<b>% Rating</b>	<b>100</b>	<b>0</b>

Compliments Received:

Helpline – also excellent.

Suggestions Received:

Registration form insists that you have resided in NI for previous three months. As I was abroad for this period, I was confused about completing the form until I contacted the Helpline to be told that I was ok – as I maintained a residence here. Just something to look at perhaps.

**4.6 Newtownards Area Office**

Number of comment cards	5
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Purpose of visit:

Electoral Identity Card	2
Registration	2
Other	1

<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	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
<b>% Rating</b>	<b>100</b>	<b>0</b>

Suggestions Received:

An office in Bangor would be useful.

Compliments Received:

Very pleasant to deal with and very helpful as we called just before 5.00pm.

Very efficient staff, member of staff very friendly.

All well.

Came in to thank staff for help with applying for ID. Very friendly, lovely girls.

**4.7 Omagh Area Office**

Number of comment cards	1
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Purpose of visit:

Registration	1
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<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>

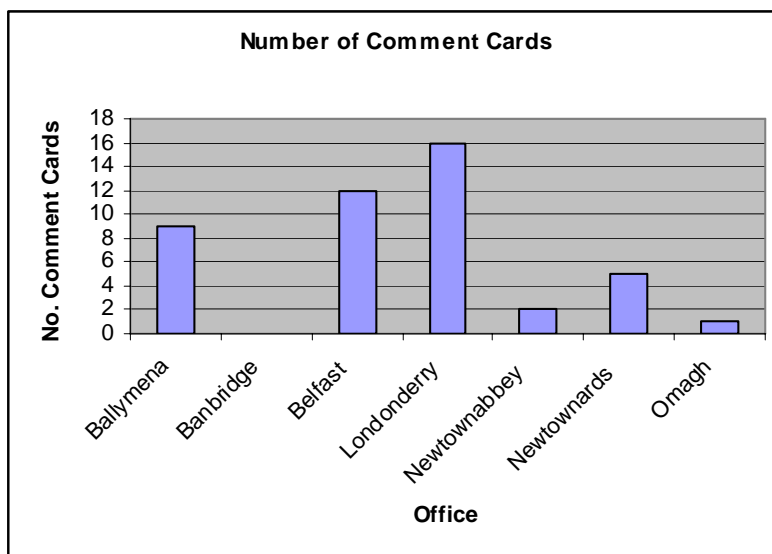
Compliments Received:

Very good.

#### 4.8 Comment Cards: Summary of Results

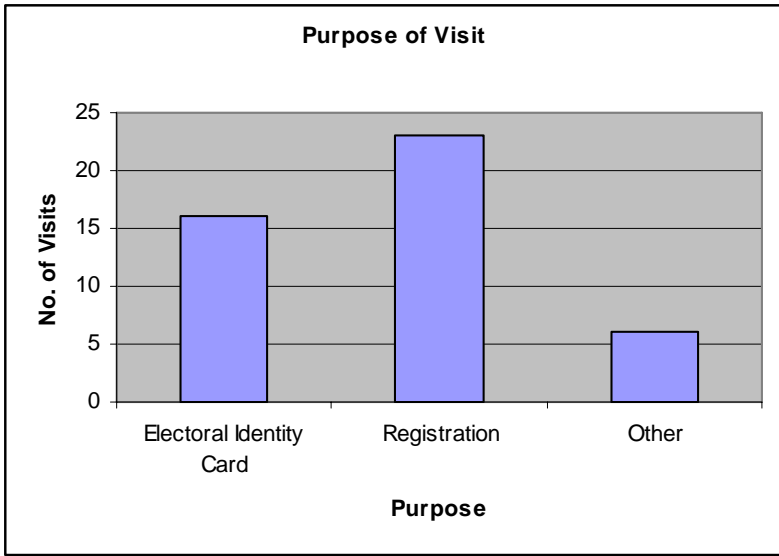
Number of comment cards per office:

Office	Comment Cards
Ballymena	9
Banbridge	0
Belfast	12
Londonderry	16
Newtownabbey	2
Newtownards	5
Omagh	1
<b>Total</b>	<b>45</b>



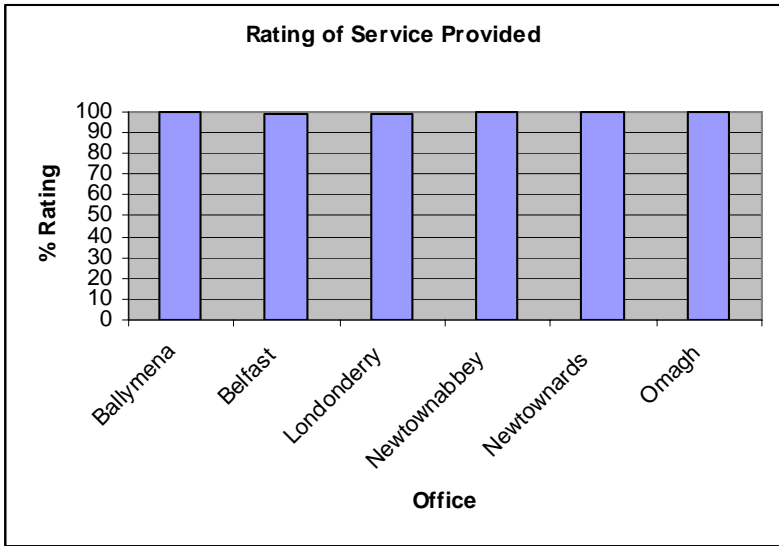
Purpose of Visit:

Purpose	Visits
Electoral Identity Card	16
Registration	23
Other	6
<b>Total</b>	<b>45</b>



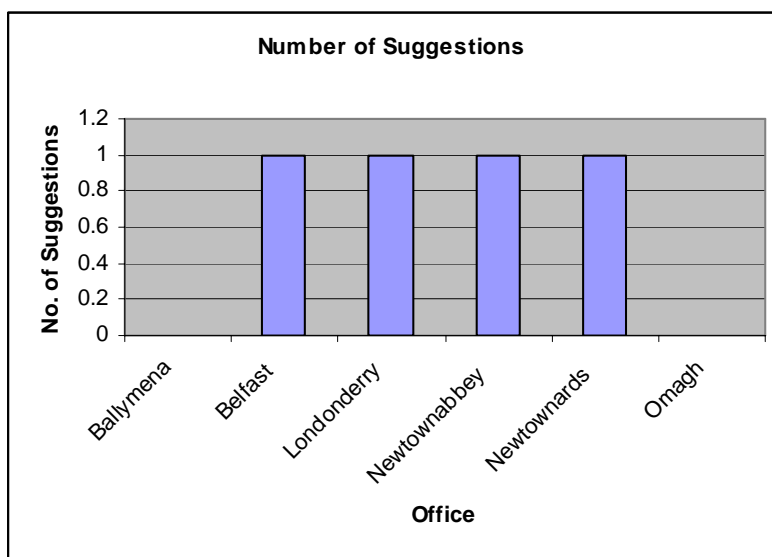
Rating of Service Provided:

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



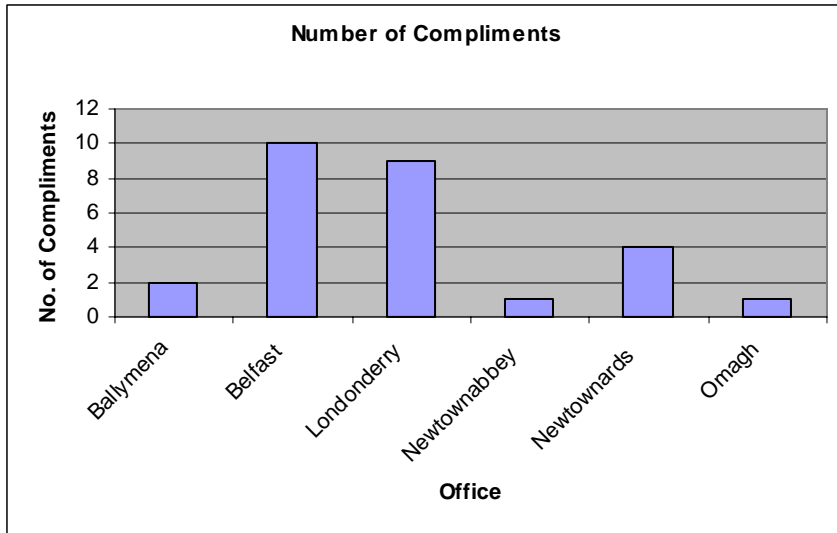
Number of Suggestions:

<b>Office</b>	<b>Suggestions</b>
Ballymena	0
Belfast	1
Londonderry	1
Newtownabbey	1
Newtownards	1
Omagh	0
<b>Total</b>	<b>4</b>



Number of Compliments:

<b>Office</b>	<b>Compliments</b>
Ballymena	2
Belfast	10
Londonderry	9
Newtownabbey	1
Newtownards	4
Omagh	1
<b>Total</b>	<b>27</b>



## 5 OTHER COMPLIMENTS AND SUGGESTIONS RECEIVED

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

### 5.1 Additional Compliments

Thank you for adding historical election results to website – very useful for researchers.

Customer rang to thank the Helpline for returning her Electoral ID Card and Bus Pass to her after she lost it. (it was returned to us and as she was on the register we were able to send it to her)

Lady rang asking for number of Registrar's Office or where she could obtain a copy of a name change by deed poll document. She said "you have been more helpful than anyone I have spoken to, thank you."

Gentleman wanted to know MP for York St Campus - found information for him - said we were brilliant.

Lady explained that she was 'frail & elderly' and needed advice about completing registration form. "Thank you for being so approachable wee dear".

Response to a phone call followed up by a fax and return call - "very efficient – thank you for speed of service and help".

Customer checking if he was on register after being told by Experian that he was not. "You have been a fantastic help; thank you for your time".

Lady phoned – her daughter was unsuccessful in the interview for Helpline Officer. She was very upset and we spoke at length regarding EONI interview procedures and what may benefit her daughter to obtain future employment etc. Lady sent in

thank you card.

Customer wanted her disabled daughter to have ID, but was not able to bring her to the office or go to a chemist to get a photo taken. I made enquiries at N'Ards office and was able to confirm to her that her daughter would be included in an event later in the year where she would be registered and ID picture taken. She thanked me for coming back to her with a solution and asked me to pass on her compliments to the organisation for holding such events.

Customer phoned to thank Belfast Area Electoral Officer for the professional and supportive way she had helped him achieve his registration and ID card. He wanted the office to know that the service was far above any service he had received by other government agencies in getting him back on track after a long and serious mental illness.

## 5.2 Additional Suggestions

Electoral ID cardholders name should be printed below the 'EONI' logo so that it could be clearly seen.

## 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 28 informal complaints during the third Quarter of 2008.

<b>Nature of Complaint</b>	<b>No.</b>
Tone and content of registration evidence letter	9
Registration evidence requirements	4
Tone and content of CSA letter (and inaccuracy of data)	3
Tone and content of rejection letter	3
Not clear that applicant can return evidence letter as evidence	2
Registration forms received in unsealed envelope	1
Evidence documents lost in post	1
Told by Helpline that Electoral ID would be issued within 10 days in time for flight.	1
Heat in Belfast counter area	1
Calling out elector names at a polling station (Enniskillen by-election)	1
Tone and content of NINO letter	1
Received three letters: canvass, CSA and EC home movers mailout	1

<b>Total</b>	<b>28</b>
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## 6.2 Formal Complaints

Formal complaints are those made in writing. The Electoral Office received 12 formal complaints during the third Quarter of 2008.

<b>Nature of Complaint</b>	<b>No.</b>
Tone and content of CSA letter (and inaccuracy of data)	6
Tone and content of registration evidence letter	4
Canvasser left forms sticking out of letter box	1
Registration requirements	1
<b>Total</b>	<b>12</b>

## 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 handled. Six completed questionnaires were received during the third Quarter of 2008. The collated results are given below.

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>	<b>Total</b>	<b>% Yes</b>
Did you receive an acknowledgement letter and booklet about our complaints procedure?	2	4		6	33
Was the booklet easy to understand?	2		4	6	33
Did the booklet give you enough information?	2		4	6	33
Are you satisfied with the length of time taken to respond to your complaint?	3	3		6	50
Was the response to your complaint easy to understand?	5	1		6	83
Did the response answer all the issues you raised?	4	2		6	66

### Comments Received:

There are many questions – in fairness – that your office cannot answer.

My complaint was about the amount of letters being sent. I now have had three more letters dealing with this complaint. NO MORE please!

### Suggestions Received:

The roles of preparation of the Register and dealing with complaints should not be shared by the same person. There should be an independent complaints procedure.

### Compliments Received:

I have not received a booklet about the complaint procedure. However, I do not think this was necessary. I have received a prompt, personal and detailed response which was very appreciated. Well done!

## **7 ACTION REQUIRED / TAKEN**

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

<b>Feedback</b>	<b>Action Required / Taken</b>
Helpline Officer abrupt / uninterested.	99% of customers find Helpline staff polite and courteous.
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 not always responded to within 1 working day.	Staff to respond to voicemail messages within one working day.
More advertising/information about registration process, especially to 18 year olds.	At present the Electoral Commission has sole responsibility for this matter. The comment has been passed to them.
Evidence requirements too stringent	The requirements are proportionate to those of other organisations and to the risk of identity theft
Difficulty obtaining contact number from website/phone book.	New phone book advertisements placed with BT. Freephone number added to website homepage.
Registration and voting should be done by email/online.	Not possible to register online due to legislative requirement for original signature. Electronic voting would require legislation and is a matter for the NIO not the Electoral Office.
Provide assistance for elderly applicants.	Assistance available from EONI staff.
Increase number of offices / open office in Bangor	Under the Electoral Office Estate Review there is a commitment to

	consider the number and location of offices in light of the decisions on the locations of the headquarters of the new district councils.
Inaccuracy of CSA data.	Not possible to check data due to volume.
Staff should be able to exchange greetings in minority languages, particularly Irish.	All letters are replied to in the language used by the sender. A Language Line facility is available for telephone and personal callers who do not use English. Where staff speak another language they are encouraged to use it where appropriate.
Improve access / ventilation at Belfast Office counter	Counter remodelled.
Belfast office bit difficult to find.	Location map on website and directions available from Helpline.
Forms left in unsealed envelope/ sticking out of letterbox by Canvasser.	Further training provided to Canvasser.
Documentation lost in post.	Referred to Royal Mail.
Told by Helpline Electoral ID would be issued in 10 days in time for flight.	Not the case.
Elector name called out at polling station (Enniskillen by-election)	Requirement in legislation – currently under review.
Tone and content of letters.	The increase in level of responses received demonstrates that the robust approach works. The letters have recently been revised and simplified. Responses to the new letters will be carefully monitored.
Three letters received: canvass, CSA and EC home movers mailout.	The home movers letter is not the responsibility of the Electoral Office but it is understood that it is likely to be discontinued shortly. Steps will be taken to prevent any future clashes between a canvass and the issuing of CSA letters.
Not clear applicant can return evidence letter to prove evidence.	The revised letter seeks to address this issue. Responses to it will be carefully monitored.
ID cardholders name should be printed below the 'EONI' logo so that it could be clearly seen!	EONI overlay is necessary security element of Electoral Identity card and does not obscure the cardholder's name.
Two thirds of complainants did not	Staff have been reminded to issue a

receive a Complaints Booklet	Complaints Booklet along with acknowledgement letters.
50% of complainants not satisfied with length of time taken to respond to their complaint.	All responses issued within 15 day deadline as stated in Customer Charter.
Complainant received satisfaction questionnaire when their original complaint had been about the amount of letters/forms received.	In future questionnaires will not be issued if the complaint relates to this issue.
There should be an independent complaints procedure, separate from the organisation that compiles the Register.	There is a statutory process open to those who disagree with the decision of the registration officer. The existing internal complaints process makes provision for an independent review of the manner in which a complaint was processed.

## 7.2 Action Taken Since Last Quarterly Report

Action Required Q2 2008	Action Taken
Staff don't always identify themselves and the section in which they work.	Staff reminded to identify themselves and section in which they work.
Voicemail messages and emails not always responded to within 1 working day.	Percentage of voicemails responded to within one working day has increased.
Form not received.	No further complaints about this.
Form sent to wrong address.	No further complaints about this.
Ensure full postage paid on items dispatched.	No further complaints about this.
Ensure staff read back information so they can confirm with customer the correct details.	No further complaints about this.
Complaint booklet not received.	Staff reminded that anyone who wishes to make a formal complaint must receive the Complaints Procedure booklet.

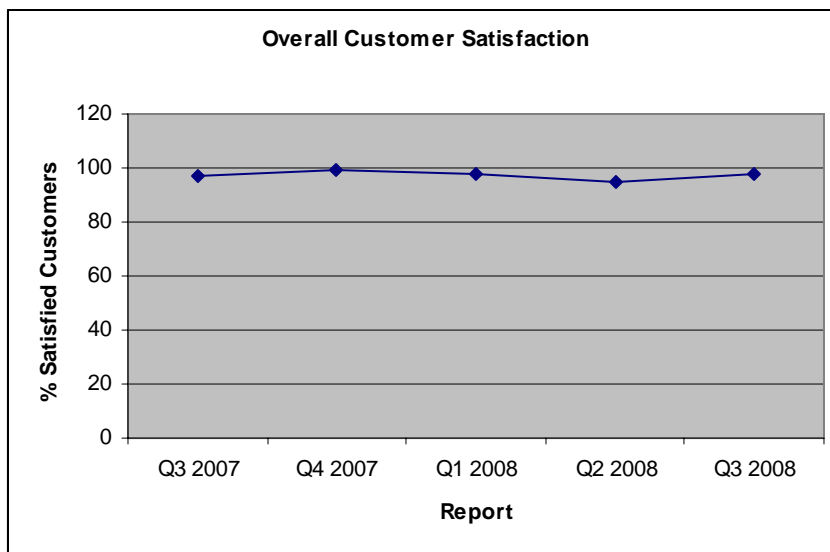
## 7.3 Action Outstanding From Q1 2008

Action Required Q1 2008	Action Taken
Improved signage for Omagh Office	Awaiting planning permission for new sign.

## 8 TRENDS

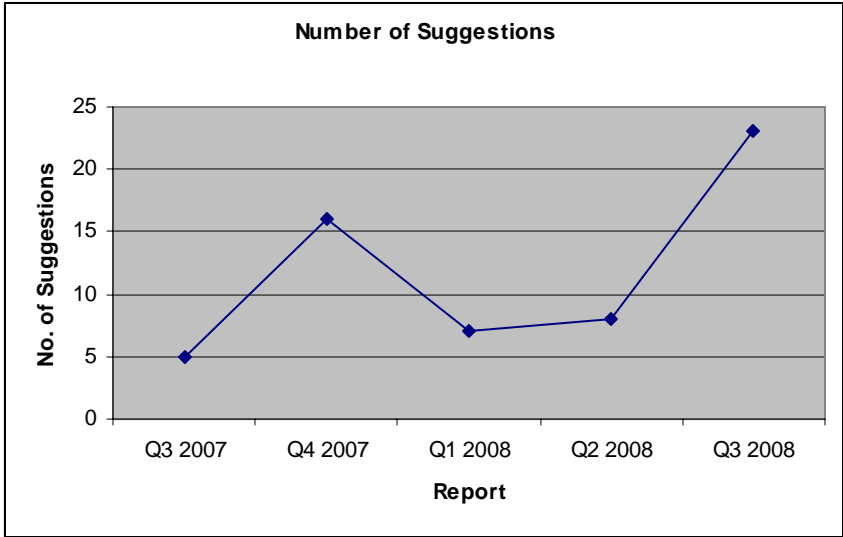
### 8.1 Overall Customer Satisfaction

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



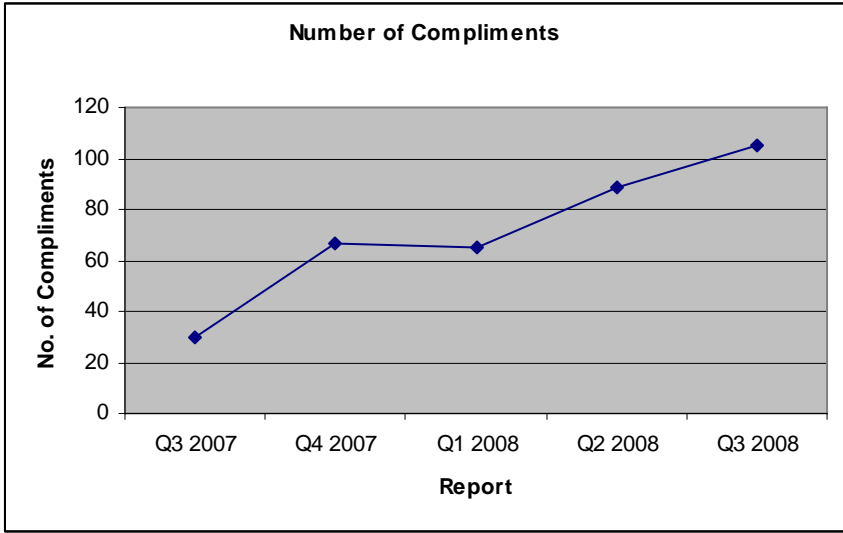
### 8.2 Suggestions

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



**8.3 Compliments**

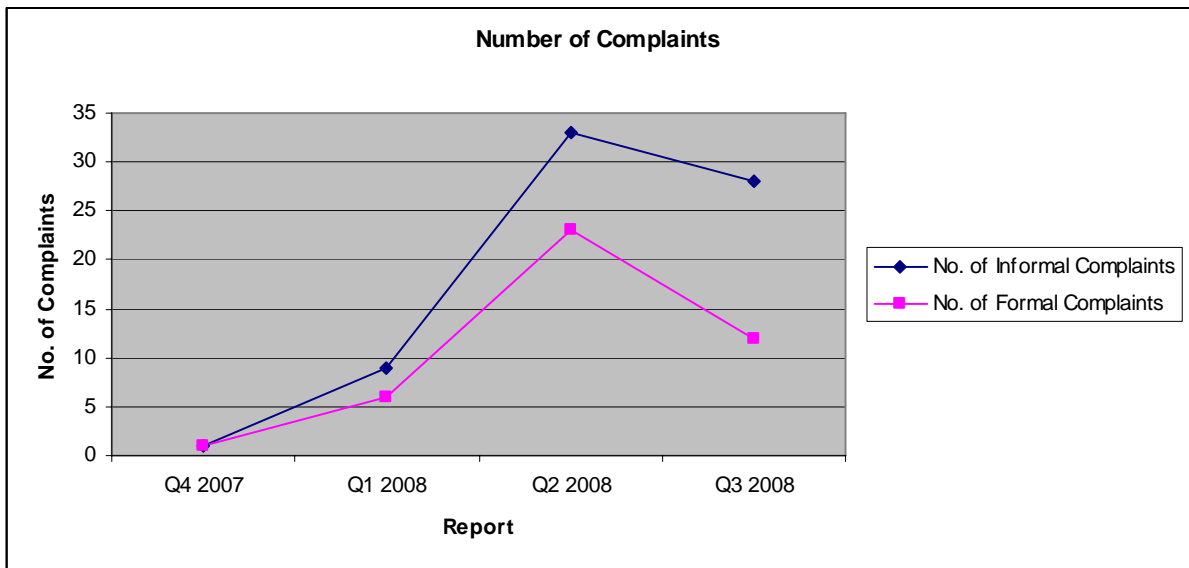
Report	No. of Compliments
Q3 2007	30
Q4 2007	67
Q1 2008	65
Q2 2008	89
Q3 2008	105



**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	<b>56</b>
Q3 2008	28	12	<b>40</b>



### 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

