



**ELECTORAL OFFICE FOR NORTHERN
IRELAND**

CUSTOMER FEEDBACK REPORT

Q3 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?	437	12	449	97
Were they polite and courteous?	447	2	449	100
Were they helpful and did they provide you with clear and accurate information?	448	1	449	100
Do you feel that you were treated fairly and sensitively?	446	3	449	99
If you left a voicemail message was it responded to within one working day?	24	1	25	96
If you contacted us by email did you receive a reply within one working day?	18	4	22	82

3.2 Compliments Received

A man dealt with my enquiry. He was very professional. Seemed like he was well educated and articulate. Makes a change.

Very good service and very polite. Thank you.

The man was extremely helpful and pleasant. I came off the phone quite surprised - it is fairly rare to speak with people who are genuinely interested in helping you.

Perfectly happy.

Very helpful.

Service was very good.

Service is simply fantastic. Thank you very much for your help.

Great service.

Very helpful team and always stand forward to help. Thanks for giving all the help.

It is a good service.

Was very satisfied with my enquiry but can't remember if the person gave me his name. Thanks very much.

Very pleasant to speak to and quick service.

The operative was most courteous and very helpful. I received the form the following day. Most efficient.

The advisor (John) I spoke to was very helpful.

Very good service. Thank you.

Very prompt reply to my email.

Great service. I don't think it would need to be improved.

My wife and myself requested forms. Both received thank you.

Succinct and efficient service from the person I dealt with.

Prompt and very efficient service.

Very good service.

A very pleasant phone call from a very pleasant chap. Thank you.

The person who dealt with my inquiry was excellent, I could not make any suggestions for improving as I found his service to be perfect.

Lady I spoke to called Barbara was lovely - very helpful.

The person had identified themselves through the website. The email I received back was full with information and direction. Many thanks.

So far, I have no improvements to suggest. Person I dealt with on the telephone was extremely polite and helpful and I received the application within 2 days.

Good quick service.

Lady who took my enquiry was very efficient, helpful and polite. It was a joy to speak to someone who could help without a 'drama' ensuing.

Thank you very much.

For your attention and very good team work I would like to thank.

Service is excellent.

Very happy with service.

3.3 Comments Received

The lady I spoke to on the phone was polite etc. but she did not take my new address down correctly. I do not know if she took the address from what I told her or if the computer gave it to her.

I understand why my information needs to be shared for certain purposes defined in law. I do not understand why my details should be accessible to anyone or everyone without them having to establish a legal / lawful purpose. I consider this to be a breach of my right to privacy. How does the Electoral Office monitor what use the information was put to after it is viewed by people? How many people view other people's details? Is this recorded on a daily basis to include the viewer's identity?

The person that I spoke to on the phone was helpful enough, but I thought he spoke much too fast, as I had to ask him to repeat himself. People dealing with customers, especially via phones, need to speak slowly and clearly.

Have stated that my name is spelt incorrect several times and was assured each time it will be sorted to see that it still hasn't.

I have dropped off the electoral register and have always been resident at this address since 1948. I either missed or did not receive previous forms or calls to my door.

No reply by email but received new forms in post within a few days. I was sent 2 reg forms.

The wording of the letter I found to be very offensive.

I tried to find a contact for the Electoral Office online but had no luck at all, I eventually

had to phone Lisburn Civic Centre who gave me the number.

A very small point - no freepost envelope included.

Service was efficient on this occasion. However I had to make this second call as the form was not sent out after I made the first call.

3.4 Suggestions Received

To be able to use the Half Fare Smartpass as identity.

To do this on line would be great.

I am completing this form due to change of address however there is no mention of feedback on the form i.e. It would be nice if someone could contact me to let me know they have received my form ok and my details have been amended, how long it takes etc.

If the electoral commission/role would liaise with the rates collection agency they could send voters/non voters a reminder form instructing them that it's in their best interests to update their details (credit agencies etc).

It was very quick and efficient. Form is easy to complete. Maybe an online application using a code posted out or sent over the phone line would help reduce paper for the environment. Good otherwise.

It was not clear which documents can be used for proof of address/residency - I didn't see a list.

3.5 Summary of Results

Overall rate of Customer Satisfaction	96%
Compliments	32
Comments	9
Suggestions	6

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	61
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Purpose of visit:

Registration	26
Electoral Identity Card	31
Other	4

Question	Yes	No
Were you able to find and access this office easily?	57	4
Did someone attend to you at the counter within 5 minutes?	61	0
Did staff wear name badges to identify themselves?	61	0
Were staff courteous and helpful?	61	0
Were you provided with clear and accurate information?	61	0
Were you treated fairly and sensitively by staff?	61	0
% Rating	99	1

Compliments Received:

Very helpful and informative – Mandy.

Very professional and helpful. Really a pleasure to have been here.

Good service.

Everything satisfactory.

Excellent reception.

Very quick and kind.

Attended to instantly. Quick and efficient.

Excellent Service.

Very good welcome and treatment by staff.

The staff were very courteous and we felt very comfortable.

Satisfied, staff very helpful.

The lady was very very helpful.

Very helpful with my needs.

Dealt with very promptly.

Good.

I was seen to very quickly and Annette the member of staff was extremely helpful.

I was seen to very quick.

Quick service.

Staff are very friendly.

I am very happy.

Very helpful.

Very friendly and helpful.

Very good treatment at the counter thank you.

Prompt and very helpful.

Very helpful.

Very helpful staff.

Very polite and clear.

Very helpful.

Comments Received:

Unable to find.

Getting in was a problem - thankfully cleaning staff nearby to let me in. Finding office was no problem.

Person from NFU came to show me where office was situated.

Suggestions Received:

Easier door to open.

Perhaps large signage would help.

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 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:

Really nice people work here.

4.3 Belfast Area Office

Number of comment cards	13
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Purpose of visit:

Registration	4
Electoral Identity Card	8

Other	1
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Question	Yes	No
Were you able to find and access this office easily?	11	2
Did someone attend to you at the counter within 5 minutes?	13	0
Did staff wear name badges to identify themselves?	13	0
Were staff courteous and helpful?	13	0
Were you provided with clear and accurate information?	13	0
Were you treated fairly and sensitively by staff?	13	0
% Rating	97	0

Compliments Received:

Very helpful and the service was very quick. I am very pleased with the service and speed of processing.

Service was quick and friendly. Staff informative and helpful. Very satisfied with overall service.

Very good service.

Elizabeth proved to be a most helpful office official, answering all my questions in a way which is worthy of mention.

Girl was extremely helpful.

Good staff.

Suggestions Received:

The location map that accompanied the letter is very poor. It just says the office is located somewhere between Royal Avenue and the University of Ulster. Clearer directions with more off streets could be put in there. I had to ask 5 persons to find the way.

4.4 Londonderry Area Office

Number of comment cards	58
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Purpose of visit:

Registration	32
Electoral Identity Card	21
Other	5

Question	Yes	No
Were you able to find and access this office easily?	57	1
Did someone attend to you at the counter within 5 minutes?	58	0
Did staff wear name badges to identify themselves?	58	0
Were staff courteous and helpful?	58	0
Were you provided with clear and accurate information?	58	0
Were you treated fairly and sensitively by staff?	58	0
% Rating	100	0

Compliments Received:

Very helpful thanks.
Very helpful.
Very good.
Very pleased.
Staff were very helpful and polite and seen me straight away.
Very pleasant.
Staff were helpful and kind.
Very helpful and pleasant.
Very well run centre. Staff were very helpful.
Excellent service.
Very helpful.
Helpful.
Cheerful and helpful service.
Very good and kind service. Really nice.

Very helpful staff and pleasant personality.

Friendly and helpful.

Very good. Thanks.

The staff were very quick and efficient.

Excellent service.

Very good service offered fast and efficient.

Very helpful and friendly.

Best approachment from the staff.

Was a good approachment from the staff.

Quick, comfortable service from friendly staff.

Very helpful and pleasant great help.

The woman was very friendly and helpful.

Pleased with service.

Very nice polite.

Very good service and quick.

Good.

Service excellent.

Good.

Very pleasant and very helpful.

Staff were delightful, so helpful, friendly.

Excellent service.

Very helpful.

The staff here were very fast and efficient and were very helpful.

All staff here offered great help and advice to help my son get his identification.

Very helpful.

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

4.6 Newtownards Area Office

Number of comment cards	12
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Purpose of visit:

Registration	5
Electoral Identity Card	5
Other	2

Question	Yes	No
Were you able to find and access this office easily?	12	0
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
% Rating	100	0

Compliments Received:

Given advice as am in Forces, very helpful particularly as near closing time.

Received map with letter so office was easy to find and thought this was a great idea. Staff were really friendly and explained why I had to do this when I asked them.

Very friendly staff.

Staff were extremely helpful.

Helpful.

Lovely office, friendly staff who were really helpful.

Staff were patient and helpful.

Staff were very helpful and courteous.

Lovely staff very helpful.

Very helpful and friendly.

I am a disabled man and required the use of the office lift, staff were very friendly and efficient.

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:

Payrise for staff.

Pity it wasn't on the ground floor.

Would be helpful if was a ground floor office.

4.7 Omagh Area Office

Number of comment cards	9
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Purpose of visit:

Registration	1
Electoral Identity Card	4
Other	4

Question	Yes	No
Were you able to find and access this office easily?	9	0
Did someone attend to you at the counter within 5 minutes?	9	0
Did staff wear name badges to identify themselves?	9	0
Were staff courteous and helpful?	9	0
Were you provided with clear and accurate information?	9	0
Were you treated fairly and sensitively by staff?	9	0
% Rating	100	0

Compliments Received:

A very fast and helpful service.

Very good service.

Wonderful service. Lovely friendly helpful staff. Linda very good. Perfect.

Very helpful.

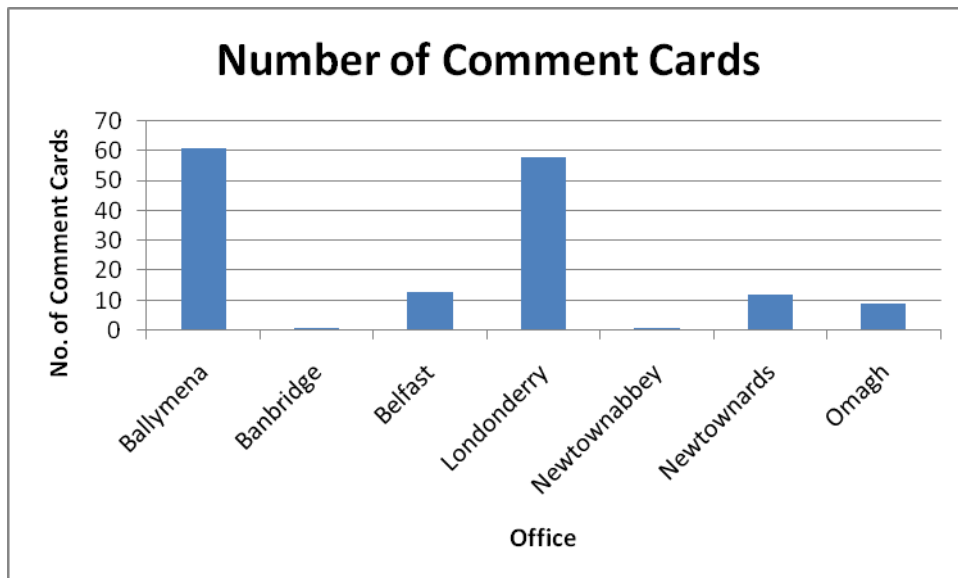
They were helpful.

4.8 Summary of Results

Number of comment cards per office:

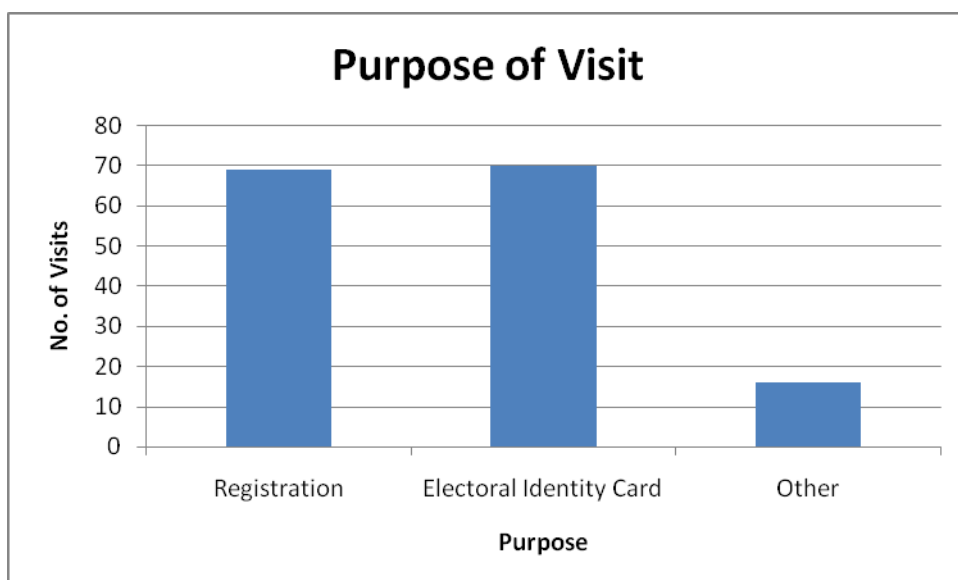
Office	Comment Cards
Ballymena	61
Banbridge	1
Belfast	13
Londonderry	58
Newtownabbey	1
Newtownards	12
Omagh	9

Total	155
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Purpose of Visit:

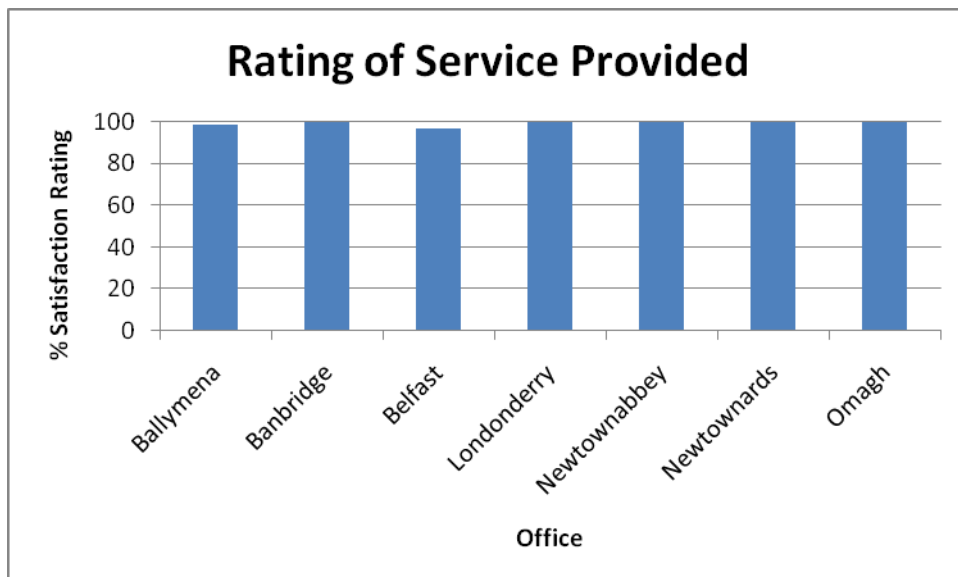
Purpose	Visits
Registration	69
Electoral Identity Card	70
Other	16
Total	155



Rating of Service Provided:

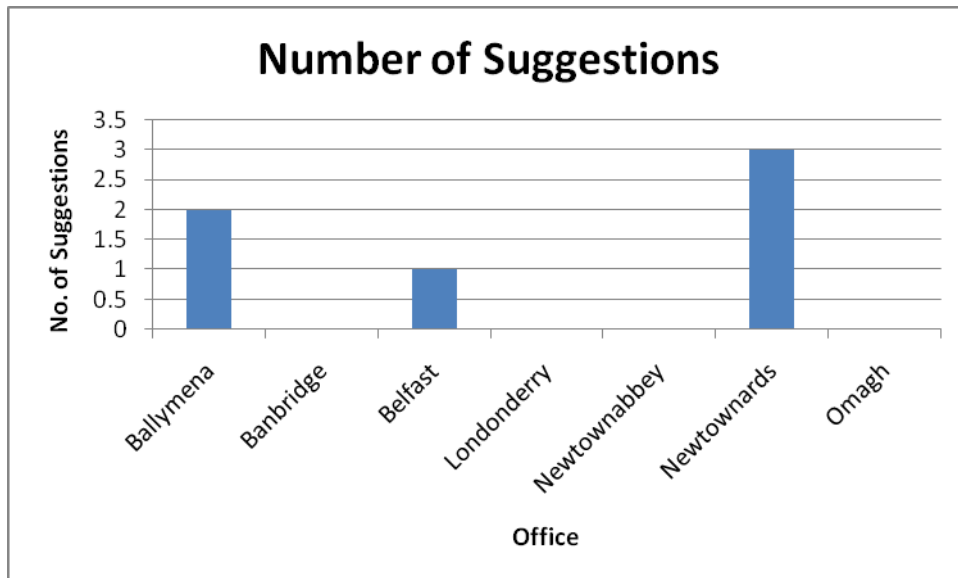
Office	Satisfaction Rating (%)
Ballymena	99
Banbridge	100
Belfast	97

Londonderry	100
Newtownabbey	100
Newtownards	100
Omagh	100
Average	99



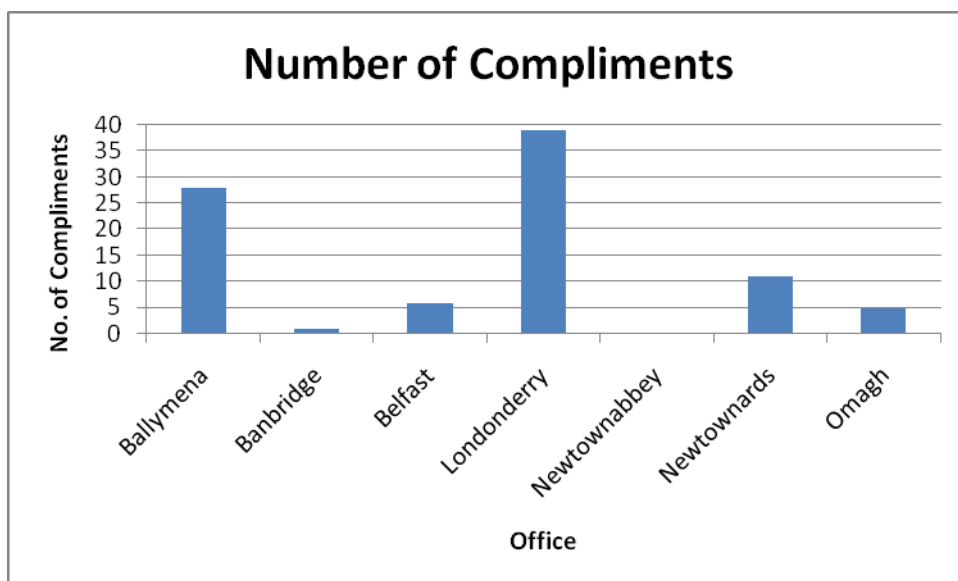
Number of Suggestions:

Office	Suggestions
Ballymena	2
Banbridge	0
Belfast	1
Londonderry	0
Newtownabbey	0
Newtownards	3
Omagh	0
Total	6



Number of Compliments:

Office	Compliments
Ballymena	28
Banbridge	1
Belfast	6
Londonderry	39
Newtownabbey	0
Newtownards	11
Omagh	5
Total	90



5 ADDITIONAL COMPLIMENTS AND SUGGESTIONS RECEIVED

Five 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 may be found in the Complaints, Compliments and Suggestions Report which is published monthly.

6 COMPLAINTS

The Electoral Office received 17 formal complaints and no informal complaints during the third quarter of 2009. Further details of the nature of complaints and their outcome may be found in the Complaints, Compliments and Suggestions Report which is published monthly.

6.1 Customer Satisfaction – Complaints Procedure

The Electoral 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. Five completed questionnaires were received during the third quarter of 2009. The collated results are given below.

Question	Yes	No	Total	% Yes
Did you receive an acknowledgement to your complaint?	5	0	5	100
Are you satisfied with the length of time taken to respond to your complaint?	4	1	5	80
Was the response to your complaint easy to understand?	4	1	5	80
Did the response answer all the issues you raised?	2	3	5	40

Comments Received:

A section of it was of no relevance and didn't answer the complaint.

The voting public can have no confidence in or respect for the complaints procedure when it is the Chief Electoral Officer supposedly investigating complaints against the behaviour of the Chief Electoral Officer. An independent body is needed to investigate complaints.

7 ACTION REQUIRED / TAKEN

7.1 Action Required or Taken as a Result of Feedback

Feedback	Action Required / Taken
82% of emails answered within one working day/one email not replied to.	Staff to ensure 95% of emails are answered within one working day.
Address incorrect/name spelt incorrectly.	Staff to ensure customer details recorded correctly.
Electoral Register should not be available for public inspection.	Legislation allows members of the public to inspect the Register.

Staff member spoke too quickly.	Staff to speak slowly and clearly to ensure understanding.
Wording of letter offensive.	Letter has to make clear the consequences of failing to provide information.
Could not find contact number for EONI online.	EONI helpline number on EONI website homepage.
Freepost envelope not received.	Staff to ensure freepost envelopes issued with all requested forms.
Form not sent out when requested.	Staff to ensure forms issued when requested.
Should be able to register online.	Not possible due to requirement for original signature on form.
EONI should notify customer when details have been amended on the Register.	This is already carried out and stated in registration form guidance notes.
EONI should liaise with Land & Property Services and send reminders to people to update details.	This is carried out as part of the National Fraud Initiative.
Evidence requirements unclear/list not included.	Staff to ensure list included whenever evidence required.
Belfast office location map unclear.	Local landmarks have been added to this map.
Should be able to use Half Fare SmartPass as identity at elections.	The application process for this form if identity is not rigorous enough to allow it to be used as a form of identity at elections. Anyone who does not have suitable photographic identity has the option of applying for a free Electoral ID Card.
Ballymena office difficult to find/get into.	External and internal signage has been reviewed and found to be adequate.
Newtownards office should be on the ground floor.	Whilst a ground floor office would be preferable the existing premises are DDA compliant and equipped with a chairlift to facilitate those with restricted mobility. The locations of all Area Offices will be reviewed in light of the new council and constituency boundaries.
Independent body required to investigate complaints against the Chief Electoral Officer (CEO should not investigate complaints against himself).	<p>Given the independent nature of the CEO's office it would be inappropriate for another person to investigate complaints about either his conduct or decisions taken by him. Where the concern is about the way in which a complaint was investigated by the CEO the Electoral Office complaints procedure already provides for the involvement of an independent person experienced in public sector complaints processes.</p> <p>Any person aggrieved by a decision of the CEO may challenge it in the courts or refer the matter to the Secretary of State.</p>

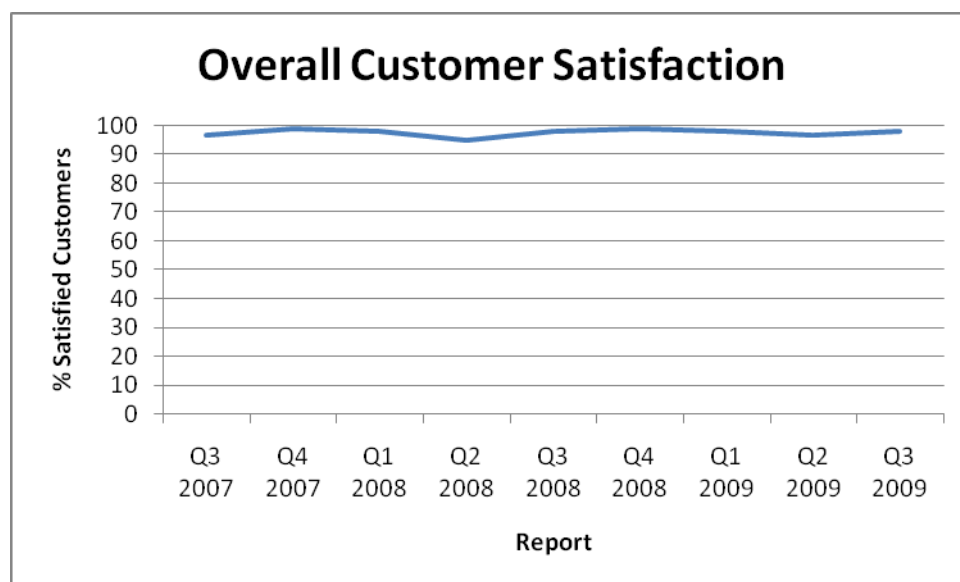
7.2 Action Taken Since Last Quarterly Report

Feedback	Action Required / Taken
Unable to find form on website.	Website has been updated as a result of feedback from the Website Survey. Link to Registration/ID form added to top of Homepage.

8 TRENDS

8.1 Overall Customer Satisfaction

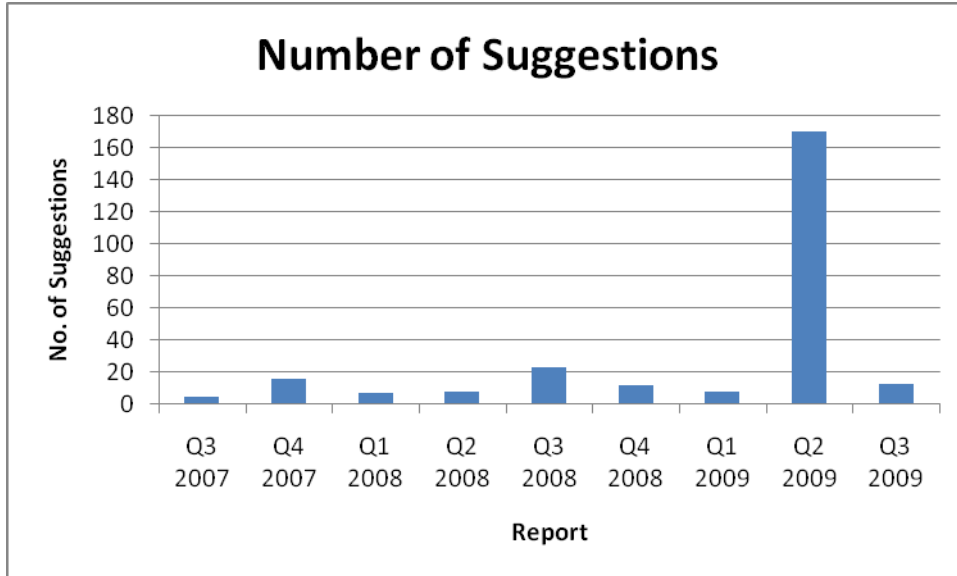
Report	% Satisfied Customers
Q3 2007	97
Q4 2007	99
Q1 2008	98
Q2 2008	95
Q3 2008	98
Q4 2008	99
Q1 2009	98
Q2 2009	97
Q3 2009	98



8.2 Suggestions

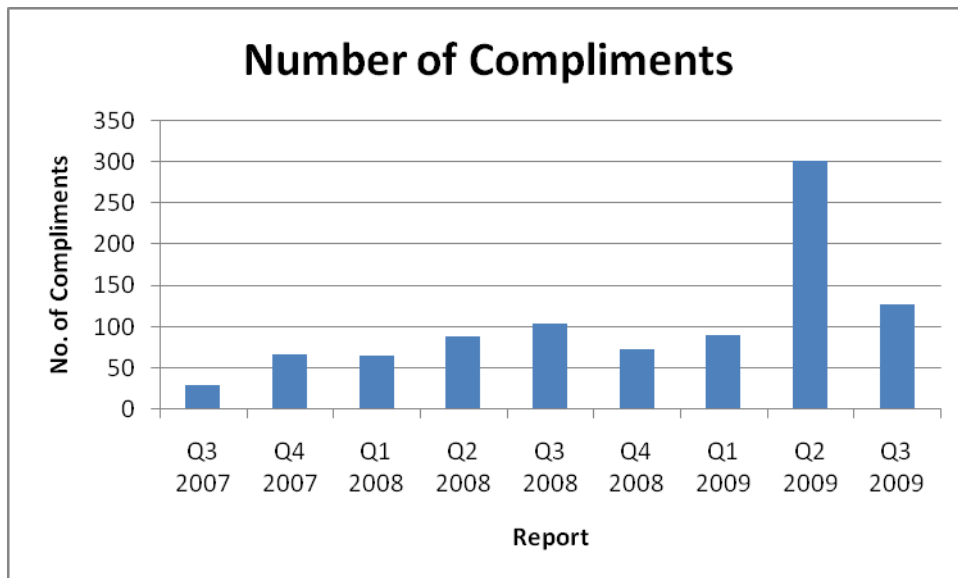
Report	No. of Suggestions
Q3 2007	5
Q4 2007	16
Q1 2008	7
Q2 2008	8

Q3 2008	23
Q4 2008	12
Q1 2009	8
Q2 2009	170
Q3 2009	13



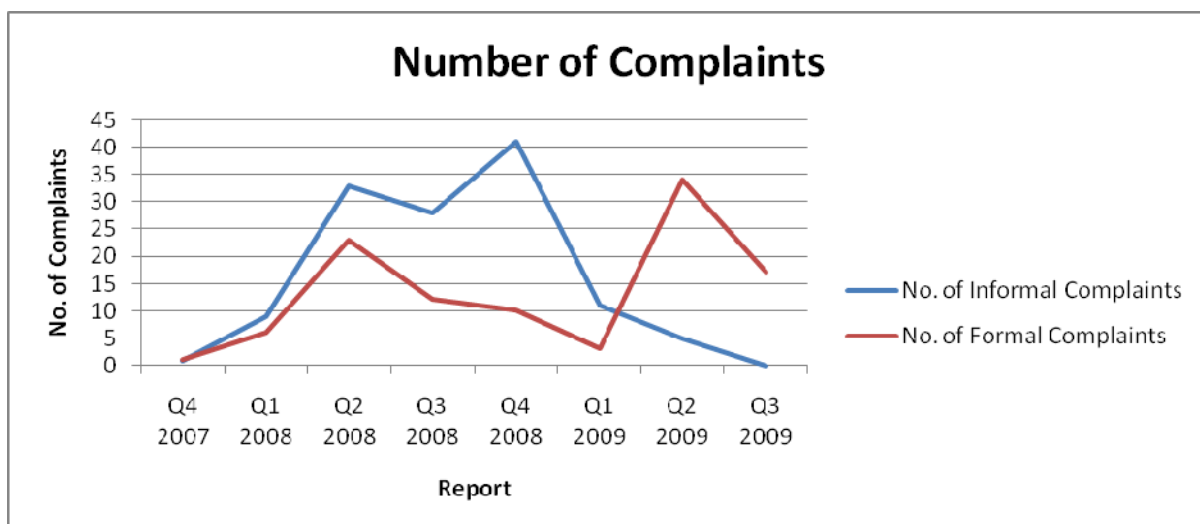
8.3 Compliments

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



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



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

