



**ELECTORAL OFFICE FOR  
NORTHERN IRELAND**

**CUSTOMER FEEDBACK REPORT**

**Q3 2011**

## CONTENTS

1	Introduction	3
2	Measuring Levels of Customer Satisfaction	3
3	Customer Satisfaction Questionnaire Report	3
	3.1 Collated Results	3
	3.2 Compliments Received	3
	3.3 Comments Received	4
	3.4 Suggestions Received	5
	3.5 Summary of Results	5
4	Customer Comment Card Report	5
	4.1 Ballymena Area Office	5
	4.2 Banbridge Area Office	6
	4.3 Belfast Area Office	7
	4.4 Derry/Londonderry Area Office	7
	4.5 Newtownabbey Area Office	10
	4.6 Newtownards Area Office	11
	4.7 Omagh Area Office	12
	4.8 Summary of Results	13
5	Complaints	16
	5.1 Customer Satisfaction – Complaints Procedure	17
6	Action Required / Taken	17
	6.1 Action Required / Taken as a Result of Feedback	17
7	Trends	18
	7.1 Overall Customer Satisfaction	18
	7.2 Compliments	19
	7.3 Suggestions	19
	7.4 Complaints	20
	7.5 Number of Complaints versus Number of Compliments	21

## 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 a 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 or email 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:

3.2	Identify ourselves by giving our name and the section in which we work.
3.3	Be polite and courteous.
3.4	Be helpful and provide customers with clear and accurate information.
3.5	Treat customers fairly and sensitively.
3.6	Respond to 95% of voicemail messages within 1 working day unless otherwise advised.
3.7	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?	87	1	88	99
Were they polite and courteous?	87	1	88	99
Were they helpful and did they provide you with clear and accurate information?	88	0	88	100
Do you feel that you were treated fairly and sensitively?	88	0	88	100
If you left a voicemail message was it responded to within one working day?	4	0	4	100
If you contacted us by email did you receive a reply within one working day?	2	0	2	100

### 3.2 Compliments Received

I was treated so well when I visited the Derry office with my son. I also received my ID card within a day and was very pleased. Credit where credit is due the service was

brilliant. Many thanks.

As you can see from my answers to the questions I don't feel that you need improvements.

The staff were very helpful.

I found it very helpful to order my forms by email.

Totally super service, very helpful.

Very prompt response, thanks!

Very courteous response to my enquiry from the young man I spoke to.

Rang after 12.00 seeking a form. It arrived the following morning. Very prompt service! Well done!

Very pleasant person and very helpful.

Prompt email service! Thank you.

Lady I spoke to was lovely. Dealt with my query straightaway. Phone call took less than two minutes! Wish all my calls were like this. Excellent!

I would like to thank the person in your office who gave me so much help when my brother died in England. As my passport was out-of-date they did a lot to help me it saved a lot of running about. I thank this office and the lady who took my calls.

No improvement required - the lady gave the correct information and made me aware that she was sending out a form.

Excellent service, nothing to add.

As you can see from my answers to the questions I don't feel that you need improvements.

As I've just purchased a laptop computer, I found it very helpful to order my forms online.

### **3.3 Comments Received**

They misspelled my name on the form.

My name was spelt incorrectly.

Phone service took quite a long time to get through, was put on hold.

### 3.4 Suggestions Received

If you were to have a replacement card already made for a replacement if your card has been lost or stolen this would save a lot of paperwork and hassle.

### 3.5 Summary of Results

Overall rate of Customer Satisfaction	100
Compliments	16
Comments	3
Suggestions	1

## 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:

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

Comment Card feedback is collated by office:

#### 4.1 Ballymena Area Office

Number of comment cards	7
-------------------------	---

Purpose of visit:

Registration	2
Electoral Identity Card	4
Other	1

Question	Yes	No	% Yes
Were you able to find and access this office easily?	7	0	100
Did someone attend to you at the counter within 5 minutes?	7	0	100
Did staff wear name badges to identify themselves?	7	0	100

Were staff courteous and helpful?	7	0	100
Were you provided with clear and accurate information?	7	0	100
Were you treated fairly and sensitively by staff?	7	0	100
<b>Overall rate of satisfaction</b>			<b>100%</b>

Compliments Received:

Very friendly and helpful staff.  
 Very helpful.  
 Very helpful.  
 Really helpful.

**4.2 Banbridge Area Office**

Number of comment cards	1
-------------------------	---

Purpose of visit:

Registration	0
Electoral Identity Card	0
Other	1

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

Suggestions Received:

Make elector number on polling station register larger so it stands out.

### 4.3 Belfast Area Office

Number of comment cards	16
-------------------------	----

Purpose of visit:

Registration	10
Electoral Identity Card	6
Other	0

Question	Yes	No	% Yes
Were you able to find and access this office easily?	16	0	100
Did someone attend to you at the counter within 5 minutes?	16	0	100
Did staff wear name badges to identify themselves?	16	0	100
Were staff courteous and helpful?	16	0	100
Were you provided with clear and accurate information?	16	0	100
Were you treated fairly and sensitively by staff?	16	0	100
<b>Overall rate of satisfaction</b>			<b>100%</b>

Compliments Received:

<p>Very good.</p> <p>Fast friendly staff and service.</p> <p>Very good service.</p> <p>Excellent service.</p> <p>Very good staff very helpful and understanding.</p> <p>I found the lady I dealt with very helpful.</p> <p>Very good.</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### 4.4 Derry/Londonderry Area Office

Number of comment cards	62
-------------------------	----

Purpose of visit:

Registration	24
--------------	----

Electoral Identity Card	38
Other	0

Question	Yes	No	% Yes
Were you able to find and access this office easily?	61	1	98
Did someone attend to you at the counter within 5 minutes?	61	1	98
Did staff wear name badges to identify themselves?	60	2	97
Were staff courteous and helpful?	61	1	98
Were you provided with clear and accurate information?	62	0	100
Were you treated fairly and sensitively by staff?	62	0	100
<b>Overall rate of satisfaction</b>			<b>99%</b>

Compliments Received:

You are all very very nice people.

I received a very good reception and the staff were very helpful.

The staff are very polite and well mannered.

Very nice people.

Brilliant service.

Very welcoming and good service.

I found the lady very friendly and helpful.

Excellent service.

I was very impressed with the promptness and friendliness of staff.

Fast service, very friendly staff.

Very good.

The staff were very nice and helpful.

Staff were excellent.

Excellent service and very pleasant staff.

Excellent service.

Excellent service.

Excellent staff.

First class service and friendly staff, wasn't waiting hardly three minutes and was seen. The staff were lovely.

Good staff and clean office.

I found the lady who was dealing with me very helpful and courteous.

Linda was very helpful and professional whilst helping with our situation.

Very quick and efficient.

Staff were very helpful.

The woman was very helpful indeed.

The staff were very quick and polite.

Very friendly and helpful (staff member Garrow).

Very good.

Very good service by Alwyn.

Very good service!

Very helpful.

Very helpful.

Very helpful.

Very helpful.

Very helpful - and name cards are very helpful.

Very helpful and dealt with quickly.

Very helpful and friendly.

Very helpful and friendly.

Very helpful. Very quick service.

Very helpful staff.

Very helpful staff, completely pleasant and understanding.

Very quick service and great staff.

The staff member Anne was fantastic.

Very good and helpful and easy to understand.

Courteous and pleasant service.

Very good.

Staff were very helpful.

Very helpful and personal experience today.

Very good customer care.

Staff were very helpful and friendly and I had absolutely no waiting time.

Excellent customer service, pleasure to deal with.

Comments Received:

Only problem is that the office is quite hard to find.

Suggestions Received:

One thing that needs improvement - due to my deafness I could not hear the entry buzzer. I suggest a flashing light system.

Need to let deaf know that the door (outside) and inside is open by flashing cos they can't hear the voice to tell you to come in.

To show photo after!

Clearer specification in written material regarding identification required.

Larger sign locating office.

**4.5 Newtownabbey Area Office**

Number of comment cards	6
-------------------------	---

Purpose of visit:

Registration	4
Electoral Identity Card	2
Other	0

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>% Yes</b>
Were you able to find and access this office easily?	6	0	100
Did someone attend to you at the counter within 5 minutes?	6	0	100
Did staff wear name badges to identify themselves?	6	0	100
Were staff courteous and helpful?	6	0	100
Were you provided with clear and accurate information?	6	0	100
Were you treated fairly and sensitively by staff?	6	0	100
<b>Overall rate of satisfaction</b>			<b>100%</b>

Compliments Received:

Very helpful and courteous, excellent friendly staff - well done.

Very helpful.

Very helpful staff - lovely smiles.

Very pleasant and helpful staff. Was a pleasure calling in!

#### 4.6 Newtownards Area Office

Number of comment cards	6
-------------------------	---

Purpose of visit:

Registration	0
Electoral Identity Card	6
Other	0

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>% Yes</b>
Were you able to find and access this office easily?	6	0	100
Did someone attend to you at the counter within 5 minutes?	6	0	100
Did staff wear name badges to identify themselves?	6	0	100
Were staff courteous and helpful?	6	0	100
Were you provided with clear and accurate information?	6	0	100
Were you treated fairly and sensitively by staff?	6	0	100

<b>Overall rate of satisfaction</b>	<b>100%</b>
-------------------------------------	-------------

Compliments Received:

The staff are so helpful and were very nice and diligent as well as professional.  
 Louise was very helpful whilst dealing with us.  
 Office very clean, staff very helpful.  
 Staff were helpful and polite.  
 Very friendly staff, very helpful, very polite.  
 Thank you for all your help, lovely staff.

**4.7 Omagh Area Office**

Number of comment cards	1
-------------------------	---

Purpose of visit:

Registration	0
Electoral Identity Card	1
Other	0

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

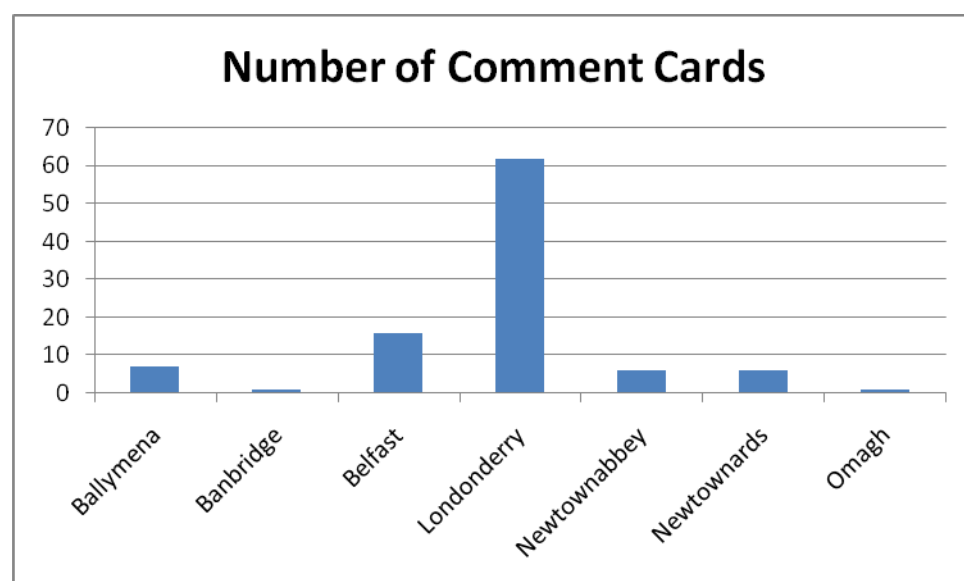
Compliments Received:

Excellent service.

## 4.8 Summary of Results

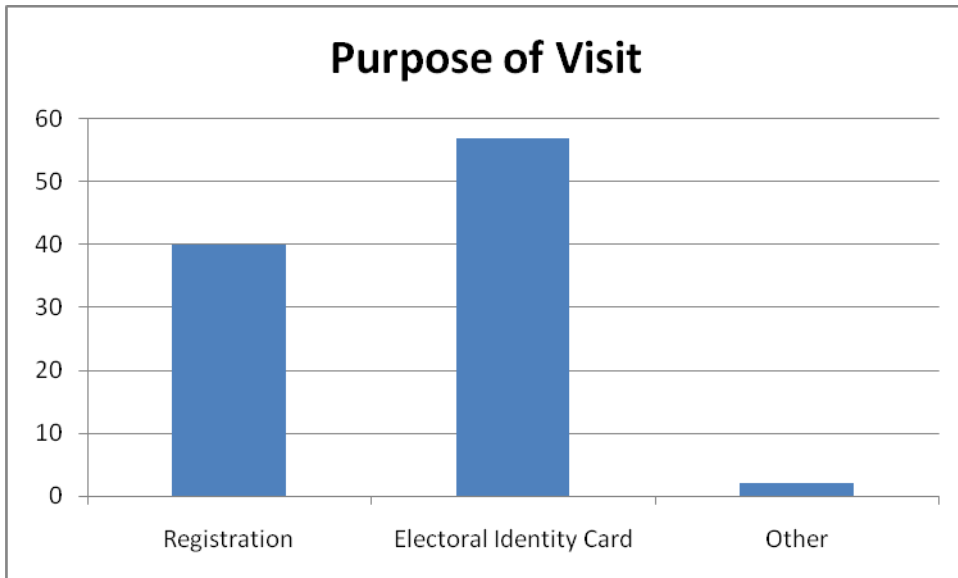
Number of comment cards per office:

Office	Comment Cards
Ballymena	7
Banbridge	1
Belfast	16
Londonderry	62
Newtownabbey	6
Newtownards	6
Omagh	1
<b>Total</b>	<b>99</b>



Purpose of Visit:

Purpose	Visits
Registration	40
Electoral Identity Card	57
Other	2
<b>Total</b>	<b>99</b>



Satisfaction Rating:

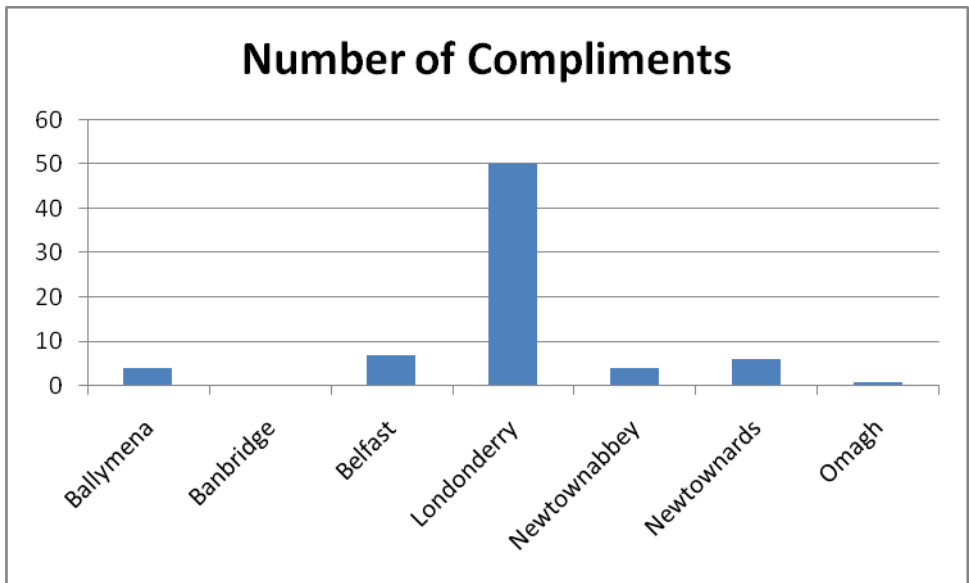
Office	Satisfaction Rating (%)
Ballymena	100
Banbridge	100
Belfast	100
Londonderry	99
Newtownabbey	100
Newtownards	100
Omagh	100
<b>Average</b>	<b>100%</b>



Number of Compliments:

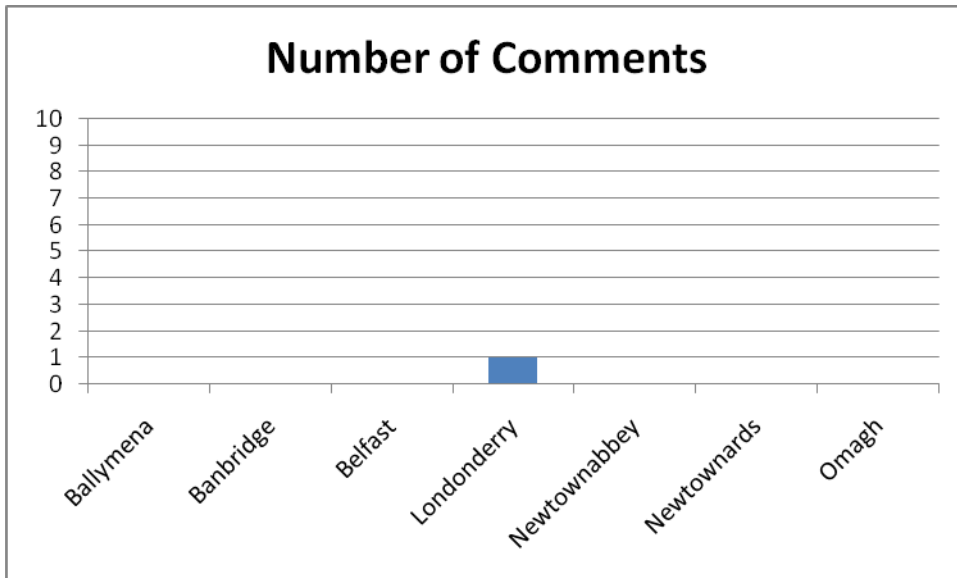
Office	Compliments
Ballymena	4

Banbridge	0
Belfast	7
Londonderry	50
Newtownabbey	4
Newtownards	6
Omagh	1
<b>Total</b>	<b>72</b>



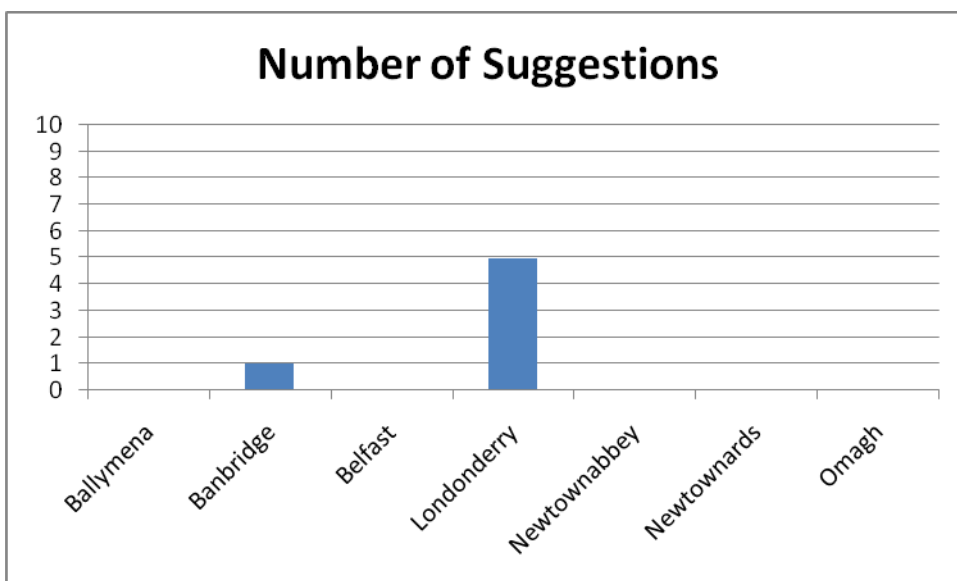
Number of Comments:

Office	Comments
Ballymena	0
Banbridge	0
Belfast	0
Londonderry	1
Newtownabbey	0
Newtownards	0
Omagh	0
<b>Total</b>	<b>1</b>



Number of Suggestions:

Office	Suggestions
Ballymena	0
Banbridge	1
Belfast	0
Londonderry	5
Newtownabbey	0
Newtownards	0
Omagh	0
<b>Total</b>	<b>6</b>



## 5 COMPLAINTS

The Electoral Office received 11 formal complaints and 3 informal complaints during the third quarter of 2011. Further details of the nature of complaints and their

outcome can be found in the Complaints, Compliments and Suggestions Report which is published monthly.

## 5.1 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. Seven completed questionnaires were received during the third quarter of 2011. The collated results are given below.

Question	Yes	No	Total	% Yes
Did you receive an acknowledgement to your complaint?	7	0	7	100
Are you satisfied with the length of time taken to respond to your complaint?	5	2	7	71
Was the response to your complaint easy to understand?	3	4	7	43
Did the response answer all the issues you raised?	3	4	7	43

### Comments Received:

I could not understand the response to my complaint as I do not know what action was taken against the man involved, I do know it was a quite serious offence to be denied the right to vote when our names were on the register and am now considering what further action I should take.

Do things right away e.g. my complaint arrived two weeks late although I was told I would receive it the next day.

## 6 ACTION REQUIRED / TAKEN

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

Note: only feedback which has not been addressed in previous feedback reports is included.

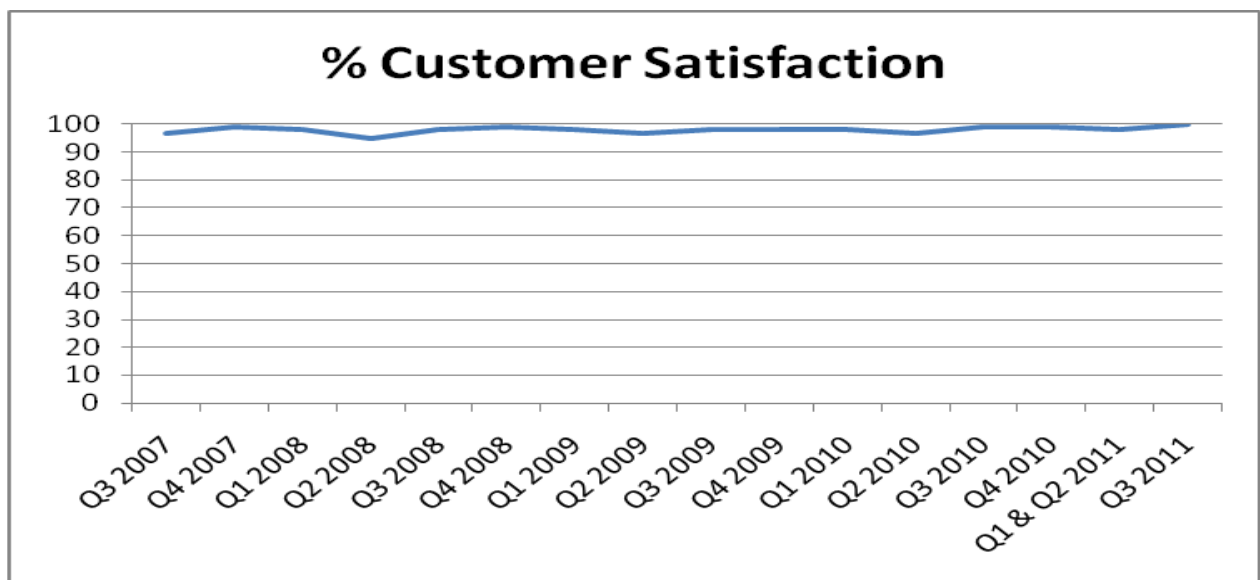
Feedback	Action Required / Taken
Phone service took quite a long time to get through, was put on hold.	This is due to reduced staffing in the Information Unit due to budgetary cuts.
Have a replacement card already made for a replacement if your card has been lost or stolen as this would save a lot of paperwork and hassle.	Not feasible due to the cost of producing electoral identity cards.
Make the elector number on the polling station register larger so it stands out.	To be considered as part of Election Review Project.
Deaf customers unable to access Derry	EONI Premises Officer to review access

Office.	arrangements for HQ and Derry/Londonderry Office in February/ March 2012.
Show ID photo to customer after it has been taken.	Not feasible as customer would need to access the main office and this would breach security restrictions.

## 7 TRENDS

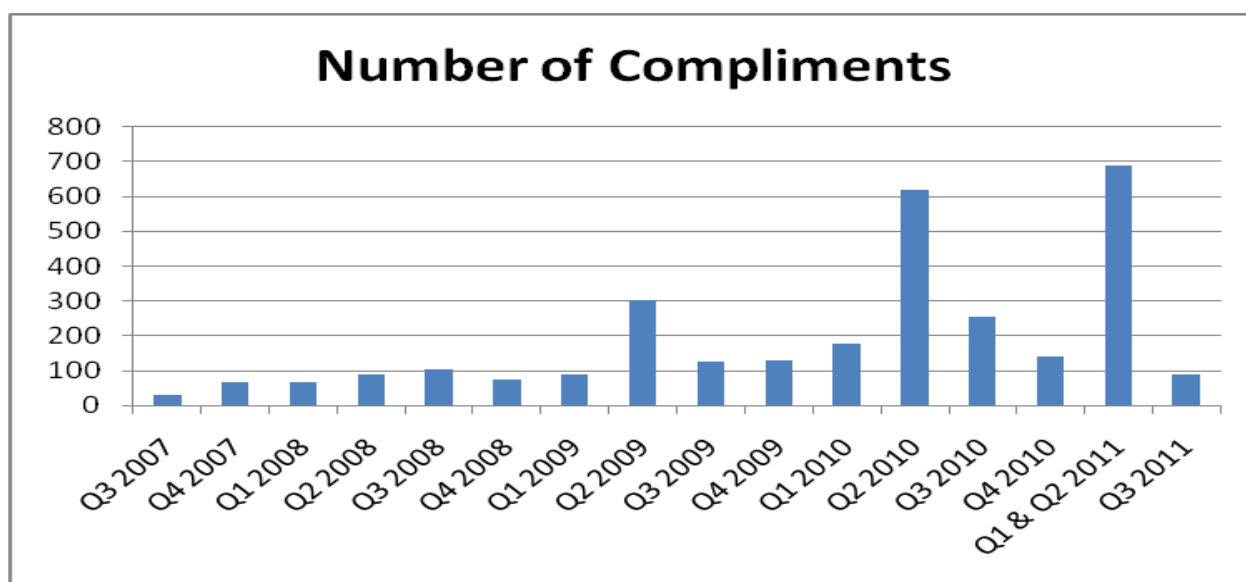
### 7.1 Overall Customer Satisfaction

Report	% Customer Satisfaction
Q3 2007	97
Q4 2007	99
Q1 2008	98
Q2 2008	95
Q3 2008	98
Q4 2008	99
Q1 2009	98
Q2 2009	97
Q3 2009	98
Q4 2009	98
Q1 2010	98
Q2 2010	97
Q3 2010	99
Q4 2010	99
Q1 & Q2 2011	98
Q3 2011	100



## 7.2 Compliments

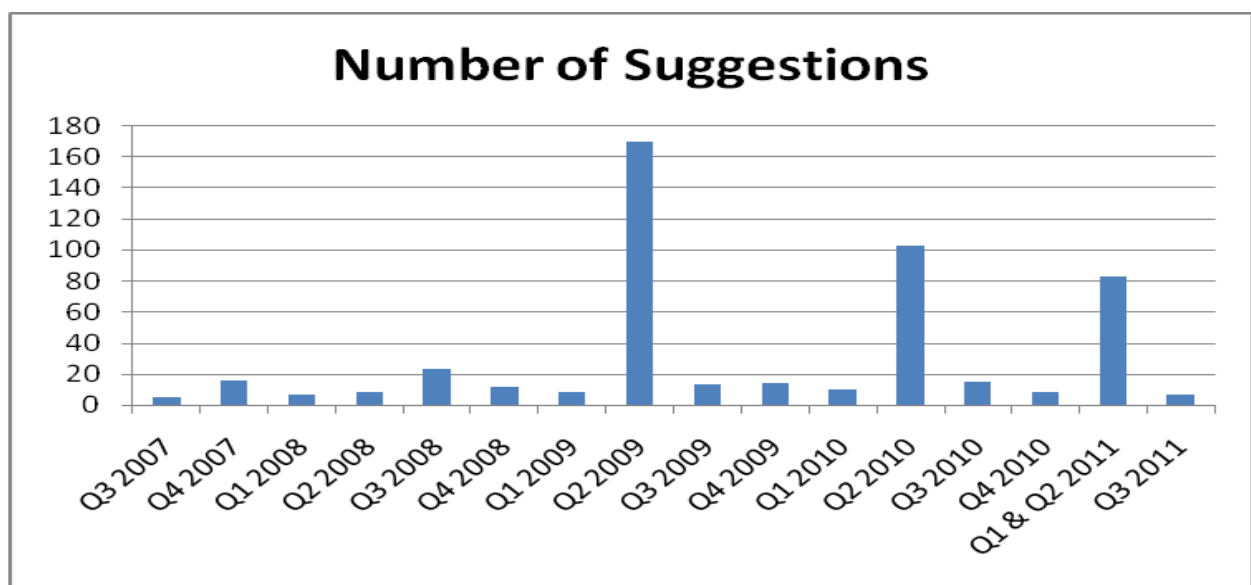
Report	No. of Compliments
Q3 2007	30
Q4 2007	67
Q1 2008	65
Q2 2008	89
Q3 2008	105
Q4 2008	73
Q1 2009	90
Q2 2009	301
Q3 2009	127
Q4 2009	129
Q1 2010	176
Q2 2010	621
Q3 2010	255
Q4 2010	140
Q1 & Q2 2011	690
Q3 2011	88



## 7.3 Suggestions

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

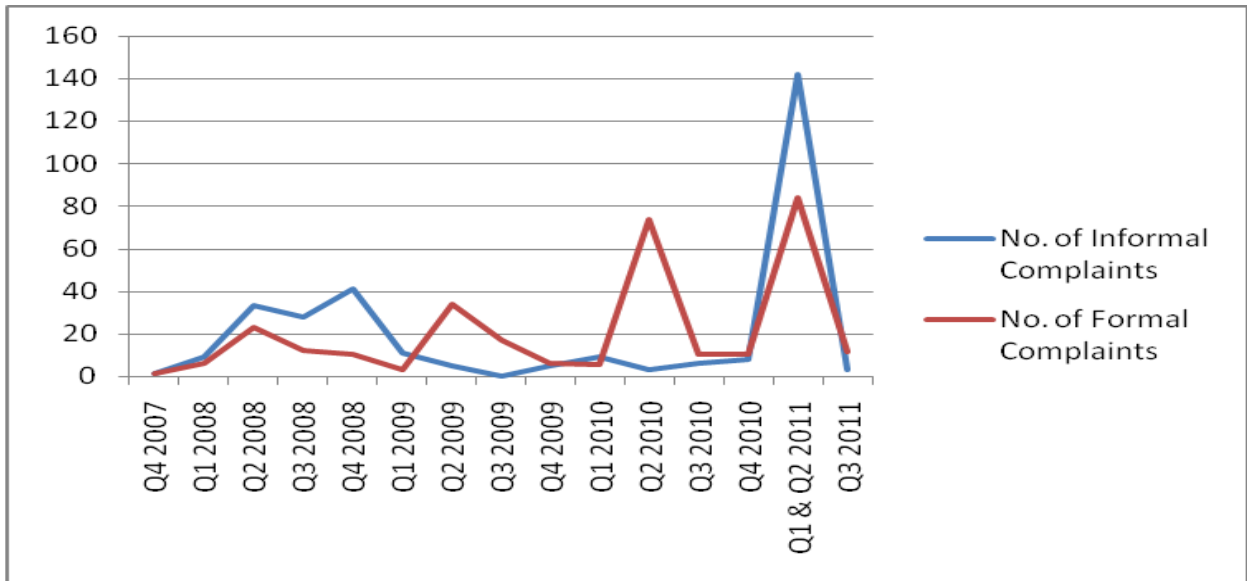
Q3 2008	23
Q4 2008	12
Q1 2009	8
Q2 2009	170
Q3 2009	13
Q4 2009	14
Q1 2010	10
Q2 2010	103
Q3 2010	15
Q4 2010	8
Q1 & Q2 2011	83
Q3 2011	7



#### 7.4 Complaints

Report	No. of Informal Complaints	No. of Formal Complaints	Total
Q4 2007	1	1	2
Q1 2008	9	6	15
Q2 2008	33	23	56
Q3 2008	28	12	40
Q4 2008	41	10	51
Q1 2009	11	3	14
Q2 2009	5	34	39
Q3 2009	0	17	17
Q4 2009	5	6	11
Q1 2010	9	5	14
Q2 2010	3	74	77

Q3 2010	6	10	<b>16</b>
Q4 2010	8	10	<b>18</b>
Q1 & Q2 2011	142	84	<b>226</b>
Q3 2011	3	11	<b>14</b>



### 7.5 Number of Complaints versus Number of Compliments

Report	No. of Complaints	No. of Compliments
Q4 2007	2	67
Q1 2008	15	65
Q2 2008	56	89
Q3 2008	40	105
Q4 2008	51	73
Q1 2009	14	90
Q2 2009	39	301
Q3 2009	17	127
Q4 2009	11	131
Q1 2010	14	176
Q2 2010	77	621
Q3 2010	16	255
Q4 2010	18	140
Q1 & Q2 2011	226	691
Q3 2011	14	88

