



**ELECTORAL OFFICE FOR NORTHERN
IRELAND**

CUSTOMER FEEDBACK REPORT

Q4 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

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?	307	10	317	97
Were they polite and courteous?	314	3	317	99
Were they helpful and did they provide you with clear and accurate information?	315	2	317	99
Do you feel that you were treated fairly and sensitively?	316	1	317	100
If you left a voicemail message was it responded to within one working day?	3	0	3	100
If you contacted us by email did you receive a reply within one working day?	13	0	13	100

3.2 Comments Received

The front of the registration form referred to the edited register and stated "see notes on back of form". The back of the form was blank.

I registered with my partner who lives at the same address. Both forms were posted back on the same day and only my partner got a reply. I am mystified as to what happened.

Unfortunately the lady has taken down the wrong house number.

When I spoke to the girl on the phone at the Belfast Office she was very abrupt and unhelpful. I was only ringing for information on change of address.

3.3 Suggestions Received

Perhaps ask if there are others at the same address who need to register.

Should add FAQ to website about what to do if change address.

The Electoral office should send people house to house to check registration or send out forms rather than one having to call for them.

It would be helpful if your contact details were a little easier to obtain.

I would suggest you make forms in foreign languages available from local offices.

It would be beneficial if citizens were notified in writing by the Electoral Office if their registration has expired or is about to expire for whatever reason.

Is there any way of sending a reminder on a person's 18th birthday?

3.4 Compliments Received

Excellent service and very helpful advisor. Think his name was John. Very professional and efficient.

I really felt the service I received was brilliant! I was very happy. Thank you!

Had excellent service. Thank you.

The person I spoke with on the phone was very friendly and polite, explaining everything well.

A very fast service, thank you.

Get more people like the person I spoke with. Very helpful!

I have experienced very efficient service from you. Keep it up. Thank you.

Just a short note to say that I was pleased to have spoken with John. Such a happy and efficient man. My call was answered immediately and dealt with promptly. What a refreshing change as this is generally not the case these days!!

Everything was fine and the lady was very nice.

The person I spoke to was very polite and helpful.

The guy was very helpful.

The lady I spoke to was very helpful and was able to answer all of my queries.

Very good service.

I am happy with the service provided.

Was more than happy with your customer service! Thank you.

Efficient service.

Service was sufficient!!

I found the people I spoke to very polite and more than helpful.

Very helpful gentleman and extremely efficient.

Everything is great. Keep up the good work.

The lady I spoke to on the phone was very lovely and very helpful. It is nice to get a helpful person on the other end of the phone so well done to you.

Services were good.

I was very satisfied.

Your service to me was very polite and a well mannered boy spoke to me (sorry can't remember his name).

I thought you were helpful and efficient dealing with my query and sending out new forms.

I was very satisfied with the service I got.

I could not have asked for a nicer lady who responded to my phone call. This was followed by immediate action to post forms. Many thanks.

Very happy with the ease of changing my address. Thought it was going to be a hassle. Thank you.

The service I received was polite, accurate and informative.

The person who I spoke to was very polite and I was very happy when speaking to them. Also it did not take very long for my forms to be posted out. Thank you!

Freda was very helpful and thoroughly pleasant.

Excellent service.

Received prompt attention. Thank you.

Very happy with how my query was dealt with.

Services excellent.

Very fast service thank you very much.

Thank you for your help.

My local DUP office rang for form and I received it within 2 days. Thank you.

Very helpful and nice people. Everything perfect. Thanks very much.

You don't need to improve anything. The service is just fine. Thank you.

Keep up the good work. The person I spoke to was very courteous and helpful. Thank you.

Service is very good.

I found your staff both understanding and informative. I spoke to John who was most helpful. He explained what we needed to do to re-register and sent out the forms immediately to us. Thank you for your help with this matter.

Lady I spoke with on the phone was very helpful and polite thank you.

I found the gentleman I spoke to was very helpful and the forms I requested arrived the next day.

3.5 Customer Satisfaction Questionnaires: Summary of Results

Overall rate of Customer Satisfaction	99%
Comments	4
Suggestions	8
Compliments	44

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	12
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Purpose of visit:

Electoral Identity Card	2
Registration	9
Other	1

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:

Very helpful.
Very helpful.
Good.
Good.
Very attentive.
Helpful.

4.2 Banbridge Area Office

Purpose of visit:

Registration	2
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Question	Yes	No
Were you able to find and access this office easily?	2	0
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
% Rating	100	0

Compliments Received:

Very helpful and organised. Everything verified and processed within 5 minutes. Thanks.

Very helpful.

4.3 Belfast Area Office

Number of comment cards	17
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Purpose of visit:

Electoral Identity Card	10
Registration	6
Other	1

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	16	1

themselves?		
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
% Rating	97	3

Comments Received:

Difficulty getting parked.

Too many pieces of paper to bring.

Problem getting parked. No car parking facilities nearby.

Compliments Received:

Very good.

1st class!

Very helpful.

Quick service.

Very helpful staff.

Good staff.

Very good staff. I was treated very patiently as I could not understand what I needed to do.

Pleased with helpfulness of staff.

Excellent staff, man who served me did so very well.

The staff were very helpful in every way. Keep it up!

Very pleasant and very helpful staff.

I was dealt with very positively and given adequate advice.

The staff were very courteous, helpful and treated myself and my parents with great respect. Top class service.

4.4 Londonderry Area Office

Number of comment cards	13
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Purpose of visit:

Electoral Identity Card	2
Registration	10
Other	1

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	3

Suggestions Received:

Better directions.

Compliments Received:

Excellent service.

Good service.

Satisfactory dealings with this office.

Was seen to straight away and the lady at the counter was most helpful.

4.5 Newtownabbey Area Office

Number of comment cards	0
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4.6 Newtownards Area Office

Number of comment cards	0
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4.7 Omagh Area Office

Number of comment cards	3
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Purpose of visit:

Other	3
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Question	Yes	No
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
% Rating	100	0

Compliments Received:

Very good.

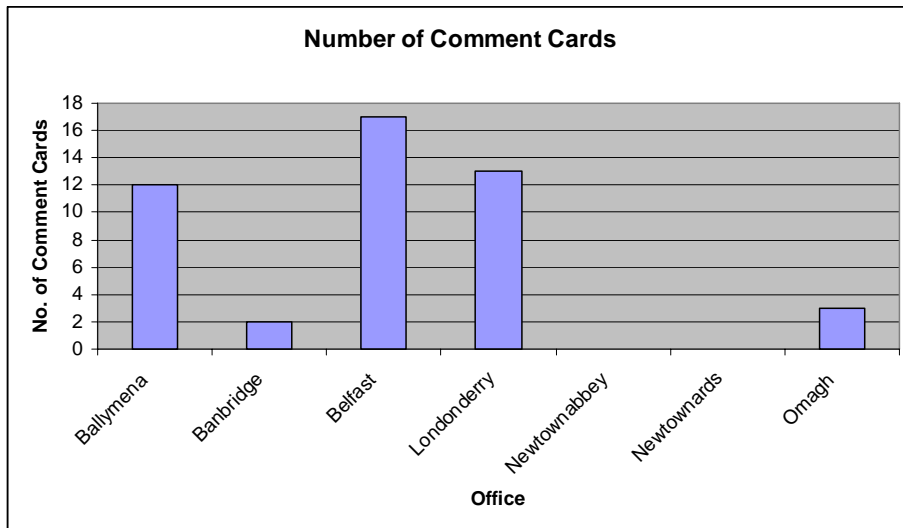
Very good services. Staff very pleasant and very helpful.

I visit the office regularly and find the staff very helpful and courteous.

4.8 Comment Cards: Summary of Results

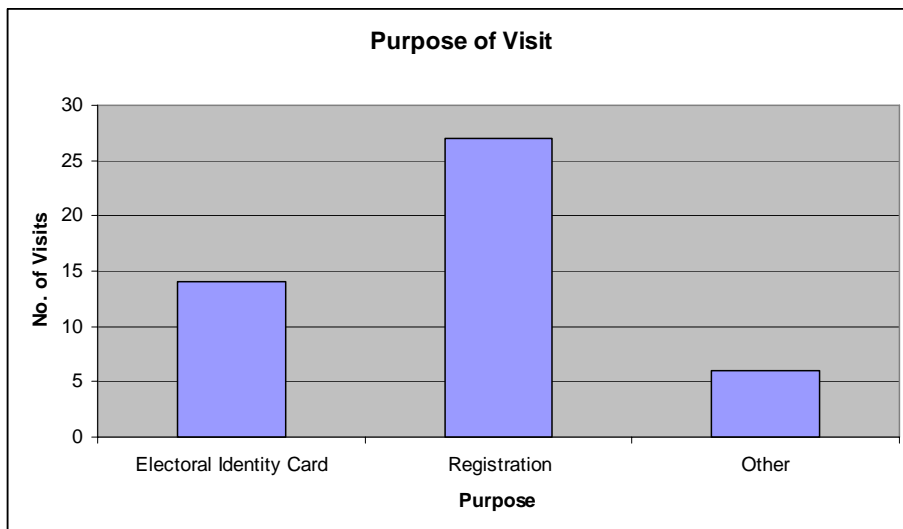
Number of comment cards per office:

Office	Comment Cards
Ballymena	12
Banbridge	2
Belfast	17
Londonderry	13
Newtownabbey	0
Newtownards	0
Omagh	3
Total	47



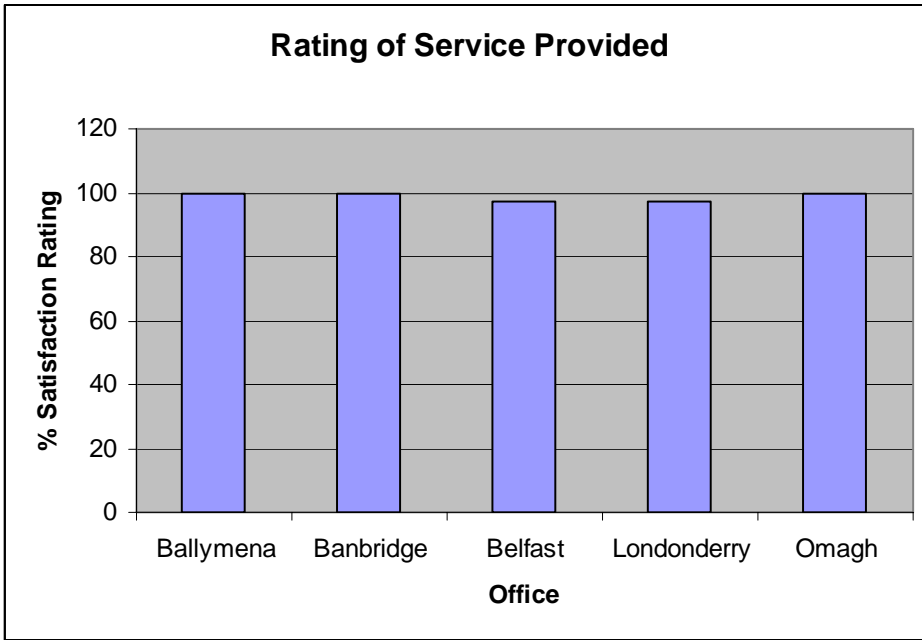
Purpose of Visit:

Purpose	Visits
Electoral Identity Card	14
Registration	27
Other	6
Total	47



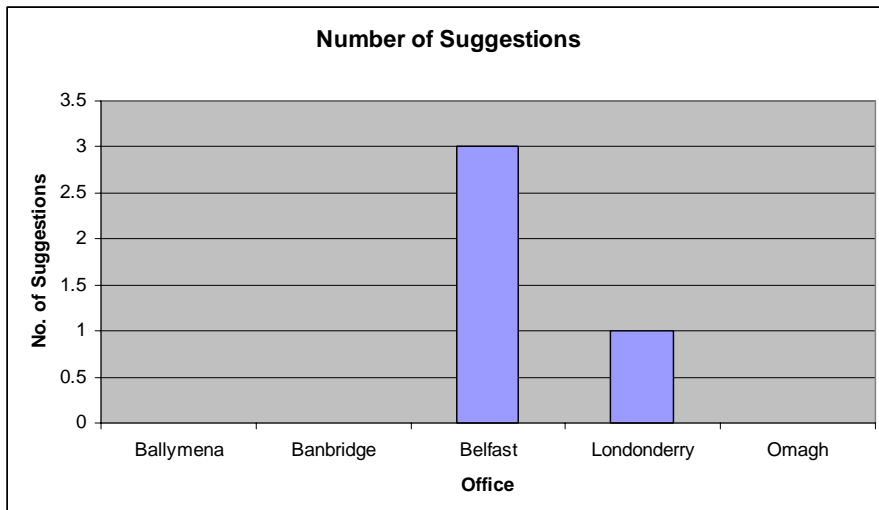
Rating of Service Provided:

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



Number of Suggestions:

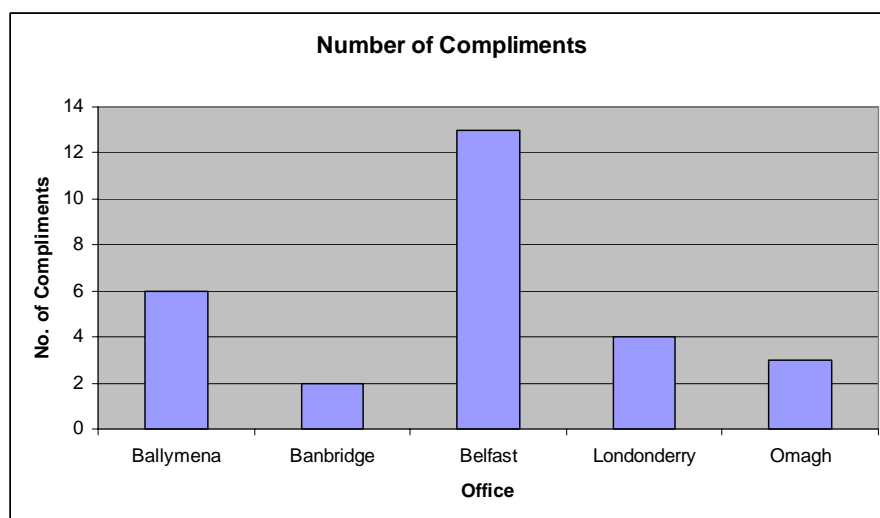
Office	Suggestions
Ballymena	0
Banbridge	0
Belfast	3
Londonderry	1
Omagh	0
Total	4



Number of Compliments:

Office	Compliments
Ballymena	6
Banbridge	2

Belfast	13
Londonderry	4
Omagh	3
Total	28



5 OTHER COMPLIMENTS RECEIVED

The following compliment was received in addition to those recorded on Customer Satisfaction Questionnaires and Comment Cards:

5.1 Additional Compliment

Thank you to Helpline Assistant for “reassuring voice and professionalism.”

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 41 informal complaints during the fourth Quarter of 2008.

Nature of Complaint	No.
Registration evidence requirements/ tone and content of letters	22
Receipt of multiple letters (CSA, EC, etc).	8
Continuing receipt of CSA letters despite details not having changed	6
Receipt of reminder after responding to initial request	2
Incorrect information provided by Helpline	1
Removed from Register having sent in form	1
Office closure 19/12/08 – not advised in evidence letter	1
Total	41

6.2 Formal Complaints

Formal complaints are those made in writing. The Electoral Office received 10 formal complaints during the fourth Quarter of 2008.

Nature of Complaint	No.
Incorrect postcode/address listed on Register	2
Confirmation of NINO from DWP lost in post	1
Registration evidence requirements/ tone and content of letters	2
Incorrect information provided by Helpline	1
Press invited to school event without consulting Headteacher	1
Ministers of Religion not included on evidence declaration list of eligible signatories	1
Requisition letter received after requested document had been submitted	1
CSA letter received despite formal complaint made about this issue before (details have not changed)	1
Total	10

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. One completed questionnaire was received during the fourth Quarter of 2008. The collated results are given below.

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

7 ACTION REQUIRED / TAKEN

7.1 Action Required or Taken as a Result of Feedback

Feedback	Action Required / Taken
Not all staff identifying themselves and	Staff to identify themselves and section

section in which they work.	both by phone and in person (by use of name badges).
Registration form issued without guidance notes.	Staff to ensure guidance notes issued with form.
Form sent to wrong address.	Staff to ensure forms issued to correct address.
Staff should ask if there is anyone else at the address that needs to be registered.	Staff to be advised to ask this.
Add FAQ to website re. action required for change of address.	This FAQ is already on the website.
EONI should use canvassers.	Canvassers no longer required on an annual basis.
Contact details should be easier to obtain.	Contact details in phone books, on website and letterheads.
Forms in foreign languages should be available from local offices.	These are available both in TRIM and on website.
Electors should be notified if removed from register.	Electors are notified if removed.
EONI should send a reminder to 18 year olds to register.	Young persons now captured through schools initiative.
Difficult to park at Belfast Office	Cannot park directly outside as this is a city centre office but ample parking is available nearby and this is indicated on the Belfast location map.
Derry office difficult to find.	Location map on website and directions available from Helpline.
Evidence requirements.	Requirements are proportionate to those of other organisations and to the risk of identity theft.
Tone and content of letters.	The increase in level of responses received demonstrates that the robust approach works. The letters have been revised and responses to them will be carefully monitored.
Receipt of multiple letters.	The Electoral Commission mailout will shortly be discontinued. Additional CSA letters were issued due to errors in database but this has now been rectified.
Receipt of reminder after responding to initial request.	Error has been rectified.
Incorrect information provided by Helpline.	Further training provided.
Removed from Register having sent in form.	Form not received by local office.
Not advised of office closure on 19/12/08.	Advertised on website.

Incorrect postcode/address listed on Register.	Data provided by Land & Property Services.
Ministers of Religion not included on evidence declaration list.	Not possible due to difficulty in trying to determine who can properly be described as a Minister of Religion.
Complaint booklet not received.	Staff to be reminded to send out complaints booklet when complaint received.

7.2 Action Taken Since Last Quarterly Report

Action Required Q3 2008	Action Taken
Staff to respond to voicemail messages within one working day.	Target now met.

8 TRENDS

8.1 Overall Customer Satisfaction

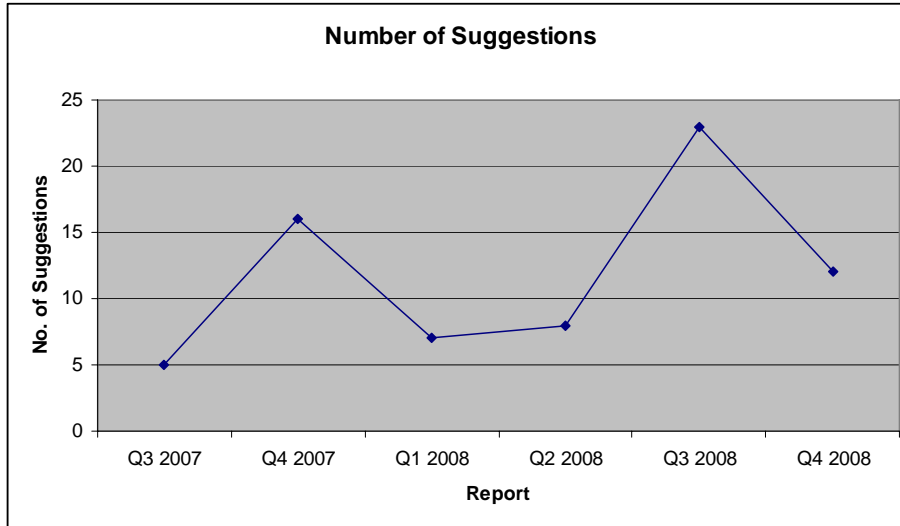
Report	% Satisfied Customers
Q3 2007	97
Q4 2007	99
Q1 2008	98
Q2 2008	95
Q3 2008	98
Q4 2008	99



8.2 Suggestions

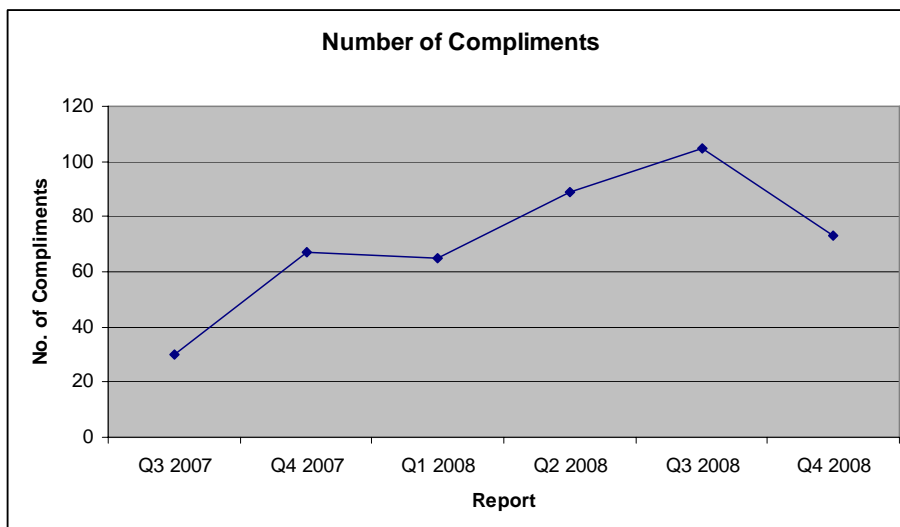
Report	No. of Suggestions
Q3 2007	5
Q4 2007	16

Q1 2008	7
Q2 2008	8
Q3 2008	23
Q4 2008	12



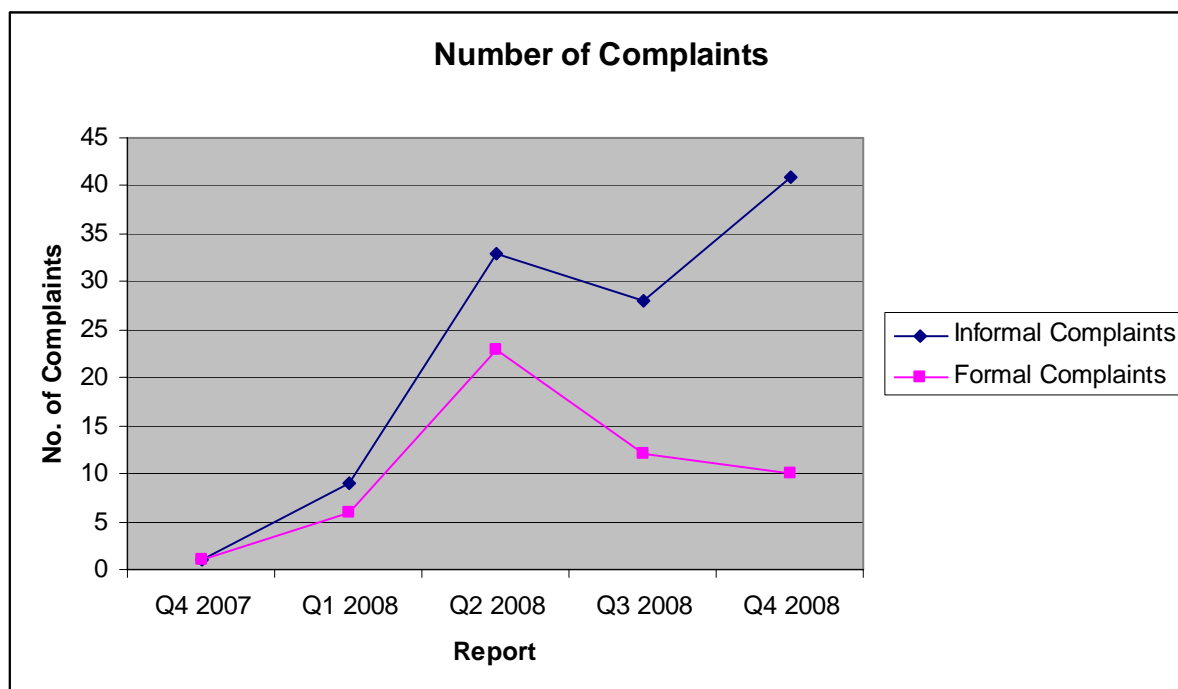
8.3 Compliments

Report	No. of Compliments
Q3 2007	30
Q4 2007	67
Q1 2008	65
Q2 2008	89
Q3 2008	105
Q4 2008	73



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



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

