



**ELECTORAL OFFICE FOR NORTHERN
IRELAND**

CUSTOMER FEEDBACK REPORT

Q4 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?	453	15	468	97
Were they polite and courteous?	465	3	468	99
Were they helpful and did they provide you with clear and accurate information?	468	468	468	100
Do you feel that you were treated fairly and sensitively?	468	468	468	100
If you left a voicemail message was it responded to within one working day?	7	2	9	78
If you contacted us by email did you receive a reply within one working day?	32	2	34	94

3.2 Compliments Received

Things run perfect!

Fab service contacted me the following day when offices opened. Very impressed.

Service was very satisfactory.

Got a guy named John - very polite and helpful.

I was very happy with the person I spoke to. She dealt with my problem easily and quickly. I also liked the manner in which she dealt with my address, avoiding the city name topic altogether!

The conversation by phone was satisfying, I received the letter the next day as promised so I've really appreciated the work quality.

I was impressed with the fast service I got. I think the Advisor name was David not sure. Good Job!

The service was quick and efficient.

All very helpful and attentive!

Just keep up the good work that you do.

Top class service.

It was a man I spoke to and found him very helpful and courteous.

Very helpful and quick response.

Prompt service, who could ask for more?

Excellent service, very efficient, polite reply by email - forms arrived in post very quickly as promised - no room to improve!

The service is very good.

I was pleasantly surprised by the way my call was dealt with. I don't feel any improvement was required.

I couldn't think of anything to improve the services.

You're all just fantastic.

Happy with the services you have thank you.

I am very pleased with the level of customer service provided, the person who handled my query was polite and understanding, all information given was easy to understand and I received my new registration form in the post promptly. 100% satisfied. Thank you.

The service was very prompt, thanks.

Can I mention the lady I spoke to was positively lovely on the phone - she helped me in a very efficient and friendly manner. I came off the call and actually thought to myself that there should be more people in the world as friendly. In a society where people are quick to complain I think it's only fair to compliment when someone deserves as much. Please pass on my thanks.

Very happy with this service.

Your operator was very helpful as is the information that was sent to me. I found everything satisfactory the telephone customer service was very helpful. The gentleman whom I spoke to on the telephone was polite, courteous and very helpful.

Very helpful and know what you are talking about.

The person who took my call requesting an application form was more than helpful and courteous. "She did exactly what she said on the tin." More than pleased with speed of service - when moving house you need all the help and advice you can get. I think it has improved greatly - a simple straightforward form i.e. don't have to ring to clarify any questions. Big plus!

Very helpful thank you. Posted out a form to my home address to save me printing it from the website - much appreciated. Thanks.

I wish every institution in NI worked so perfectly as EONI.

Keep up the good work.

Very good service.

Service was highly satisfactory.

Very polite and courteous.

Very helpful person. Thank you.

Very efficient email system. Previous phone contact also very satisfactory.

Good service and info given.

In my short time of communicating services couldn't have been better.

I am very happy with your service as it is! Everyone is very polite! Thank you.

If only other Departments were as nice and helpful. Great attitude - many thanks for your swift attention!

I'm satisfied with the service.

Good service we are really satisfied. Thank you.

I found the service very good.

3.3 Comments Received

I deplore the modern tendency for staff to refer to callers by their Christian names.

I plainly said on the phone that I was --- and yet on the form it said ---. Somebody should be more accurate when you have to show your identity to vote.

It was difficult to get your phone number on the Internet - had to phone directory enquiries instead.

"Proof of date of birth" should only apply to those people who do not have a UK National Insurance Number, as in the UK natives do not get a National Insurance Number until they are 16 years of age. In addition the information provided for a National Insurance Number to be given is surely proof that the person is who they say they are, especially as the Inland Revenue are happy that is so when they are collecting taxes!

3.4 Suggestions Received

Be able to apply online and fill in registration form online.

Speed up the length of time it takes to be registered on the voters role because this has a negative impact on my credit score which is causing me problems.

Provide online (secure) registration.

Very satisfied with return (immediate) answer to email enquiry.

Rather than a form being sent out or downloading it from the website, you could complete a form online rather than the use of paper.

Should be able to register by telephone.

The person on the other end of the phone dealing with an enquiry should read back the names provided to make sure that they are spelt correctly - our names are incorrect.

Pity I could not fill in form online!

3.5 Summary of Results

Overall rate of Customer Satisfaction	95%
Compliments	42
Comments	4

Suggestions	8
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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	29
Electoral Identity Card	26
Other	6

Question	Yes	No
Were you able to find and access this office easily?	56	5
Did someone attend to you at the counter within 5 minutes?	61	0
Did staff wear name badges to identify themselves?	60	1
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	98	2

Compliments Received:

Very fair and friendly. First time in office, felt very friendly and very helpful. Staff member was very

pleasant.

Excellent Service.

Very helpful.

Very helpful and friendly staff.

Very good.

Well looked after. First class service.

Very good.

Very well looked after.

Good service.

Very helpful.

Excellent services.

Comfortable and courteous.

Very pleasant office.

Very easy to find and very helpful on the phone.

Lovely building/staff.

Very competent service.

Very good service.

Very good help from staff.

Found staff to be very pleasant and helpful.

Very helpful staff and nice office.

Comments Received:

Had to ask in nearby shops your location. They didn't know. They thought you were maybe joined to Rate Office.

Some of my migrant friends don't know the location of the Ballymena office.

As far as I am aware it is against the law to send a passport by ordinary post, it has to be sent by a registered courier.

Found it hard to find the place.

Suggestions Received:

Free parking.

Free coffee for customers with biscuits and fig rolls.

Noticeable signage near road.

More noticeable name at entrance door.

4.2 Banbridge Area Office

Number of comment cards	0
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4.3 Belfast Area Office

Number of comment cards	18
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Purpose of visit:

Registration	5
Electoral Identity Card	12
Other	1

Question	Yes	No
Were you able to find and access this office easily?	18	0
Did someone attend to you at the counter within 5 minutes?	18	0
Did staff wear name badges to identify themselves?	18	0
Were staff courteous and helpful?	18	0
Were you provided with clear and accurate information?	18	0
Were you treated fairly and sensitively by staff?	18	0
% Rating	100	0

Compliments Received:

Very polite, helpful and friendly service. Thank you.

Service was really good. Staff member very helpful.

Everything went smoothly and staff were dead on! Extremely helpful, thank you!!

100% for service. All government offices should be like this.

I was very impressed as I needed an ID card urgently and this was provided for me within fifteen minutes.

Excellent and courteous, very helpful.

Very pleasant service and treated with great respect.

Very quick.

Good service, very kind.

Very helpful.

Excellent service.

Very prompt and helpful.

Contented/satisfactory.

Brilliant!

Good service, user friendly.

A very fast service.

Comments Received:

It says on webpage that ID will be ready in 7 days - not the case.

Suggestions Received:

Free tea!

Actually the office is not noticeable easily. A board joined to the wall would help.

4.4 Londonderry Area Office

Number of comment cards	64
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Purpose of visit:

Registration	22
Electoral Identity Card	30
Other	12

Question	Yes	No
Were you able to find and access this office easily?	60	4
Did someone attend to you at the counter within 5 minutes?	64	0
Did staff wear name badges to identify themselves?	64	0
Were staff courteous and helpful?	64	0
Were you provided with clear and accurate information?	64	0
Were you treated fairly and sensitively by staff?	64	0
% Rating	99	0

Compliments Received:

Staff were very helpful and polite towards me.

I'm pleased I got the help I was looking for.

Staff who attended us were very helpful and accommodating.

Excellent service.

Great service.

Very good.

Staff were very professional and helpful.

Everyone was very nice.

I found the service very good today.

Staff member that took care of us was very helpful.

Very polite and helpful.

Everything went well. Staff very helpful.

Staff were very friendly and helpful.

Staff were very pleasant.

Good sense of humour. Good feel.

The staff were very helpful as we needed. We even got buns and sweets.

Quick service.

Staff were very helpful and treated us fairly.

Staff very friendly.

Staff were helpful and polite.

The woman was very nice.

Very good customer service and very co-operative.

I was happy with my service.

Excellent service.

It is a very nice place with friendly staff.

Excellent service.

Staff were very helpful and lovely.

Very courteous and helpful. Thank you.

Very friendly staff the gentleman was lovely and helpful.

Pleased with the service provided.

Very efficient, helpful, friendly.

Very good service. Nice staff.

I was very pleased and happy with the staff and I was seen straight away.

Very good service, quick and efficient.

Excellent service, very nice staff.

Very good.

Helpful staff.

Staff very friendly and extremely helpful. Very happy with the service I got.

4.5 Newtownabbey Area Office

Number of comment cards	12
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Purpose of visit:

Registration	7
Electoral Identity Card	4

Other	1
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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:

<p>Very helpful and polite.</p> <p>Very pleasant staff. Very helpful.</p> <p>Very quick and helpful.</p> <p>Very friendly helpful staff.</p> <p>I don't have all the forms. Staff member helped me sort it out.</p> <p>Very helpful and friendly.</p> <p>Nice, courteous staff.</p>

4.6 Newtownards Area Office

Number of comment cards	4
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Purpose of visit:

Registration	2
Electoral Identity Card	0
Other	2

Question	Yes	No
Were you able to find and access this office easily?	4	0
Did someone attend to you at the counter within	4	0

5 minutes?		
Did staff wear name badges to identify themselves?	4	0
Were staff courteous and helpful?	4	0
Were you provided with clear and accurate information?	4	0
Were you treated fairly and sensitively by staff?	4	0
% Rating	100	0

Compliments Received:

The lady who attended to me was very courteous and efficient. The whole process took no more than a few minutes and I received my ID Card two days later in the post. Thanks very much.

4.7 Omagh Area Office

Number of comment cards	6
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Purpose of visit:

Registration	3
Electoral Identity Card	3
Other	0

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

Compliments Received:

Very good.

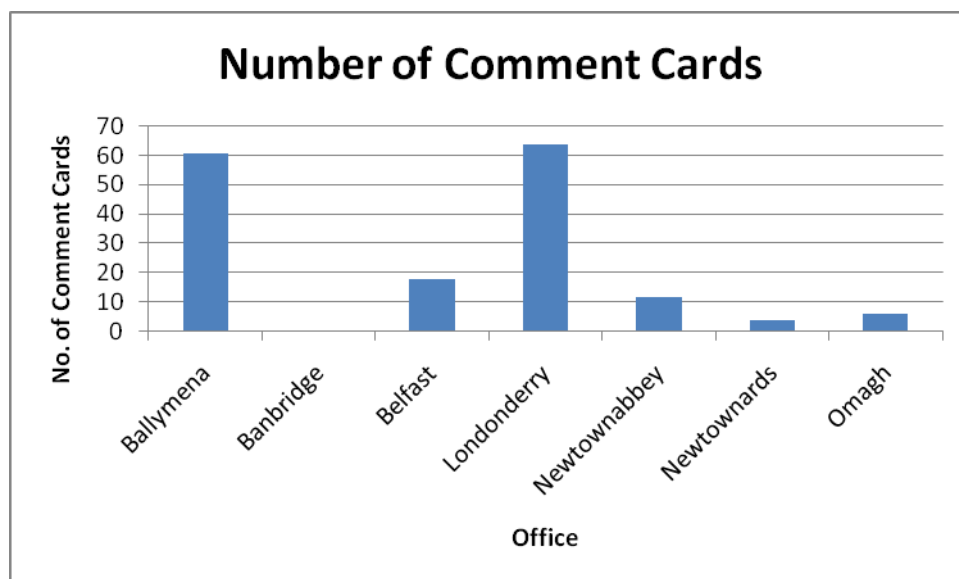
Very happy with service.

Good and courteous staff.

4.8 Summary of Results

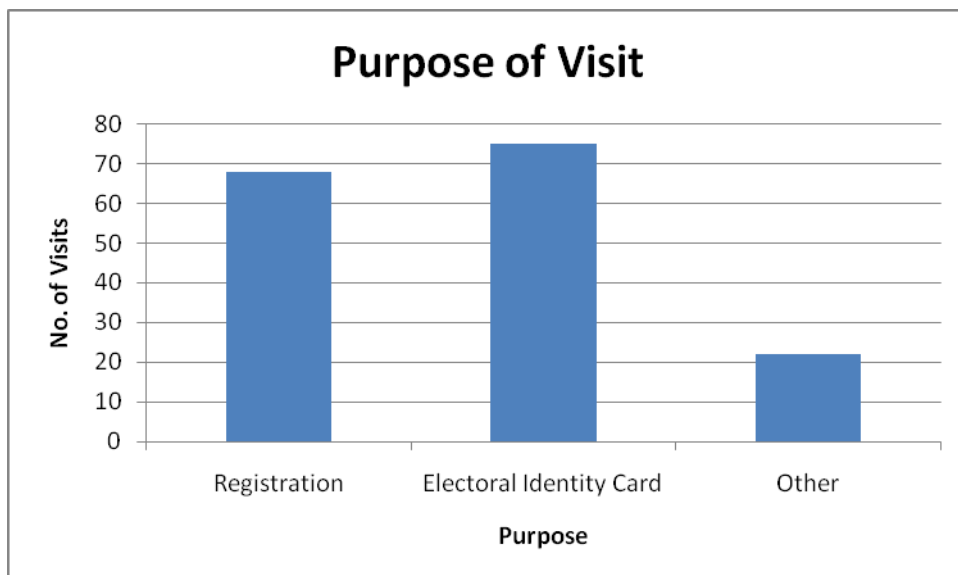
Number of comment cards per office:

Office	Comment Cards
Ballymena	61
Banbridge	0
Belfast	18
Londonderry	64
Newtownabbey	12
Newtownards	4
Omagh	6
Total	165



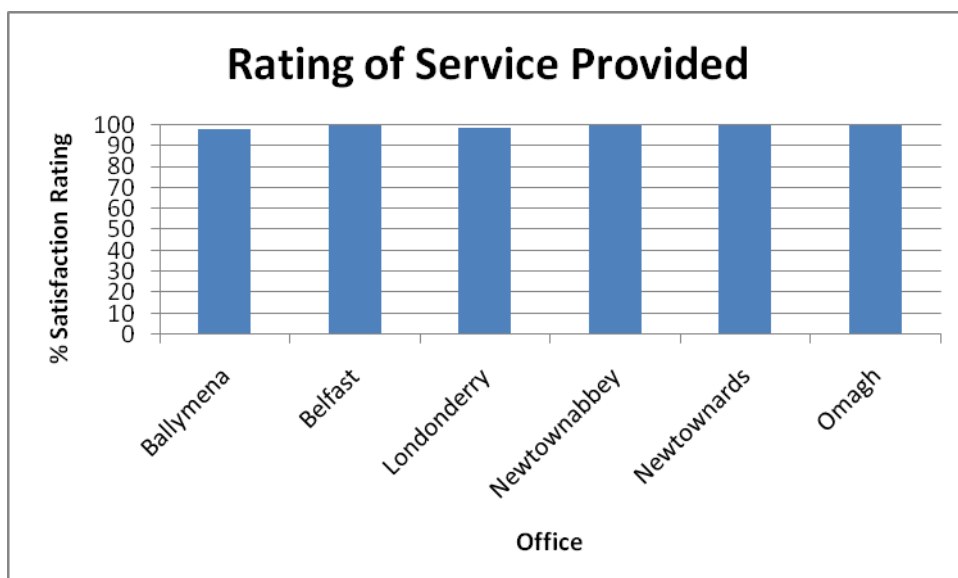
Purpose of Visit:

Purpose	Visits
Registration	68
Electoral Identity Card	75
Other	22
Total	165



Rating of Service Provided:

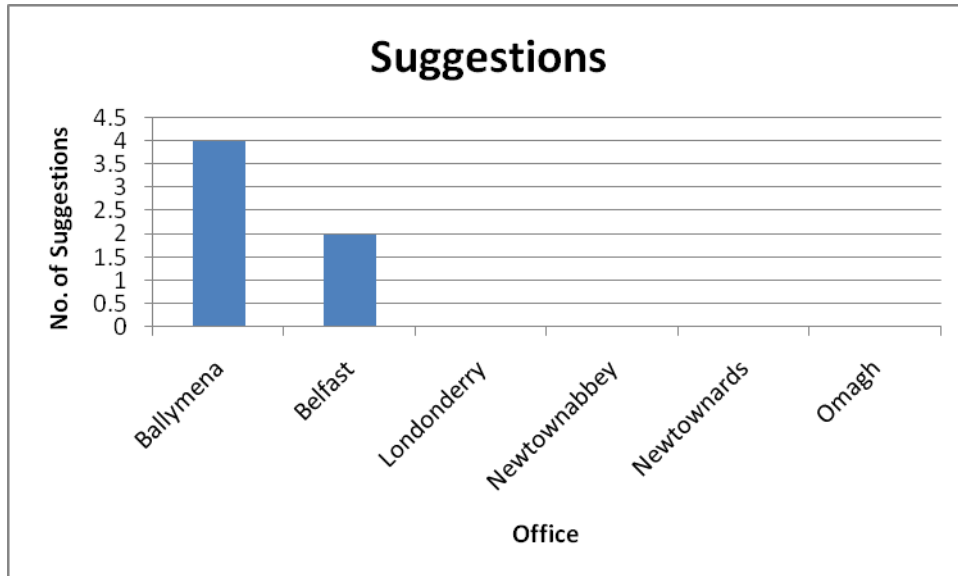
Office	Satisfaction Rating (%)
Ballymena	98
Belfast	100
Londonderry	99
Newtownabbey	100
Newtownards	100
Omagh	100
Average	100



Number of Suggestions:

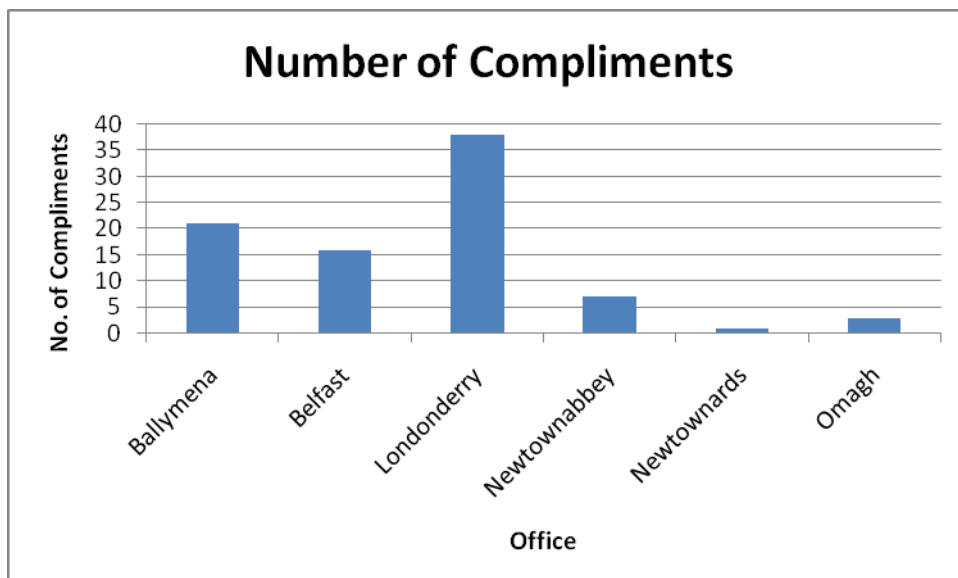
Office	Suggestions
Ballymena	4
Belfast	2

Londonderry	0
Newtownabbey	0
Newtownards	0
Omagh	0
Total	6



Number of Compliments:

Office	Compliments
Ballymena	21
Belfast	16
Londonderry	38
Newtownabbey	7
Newtownards	1
Omagh	3
Total	86



5 ADDITIONAL COMPLIMENTS AND SUGGESTIONS RECEIVED

One compliment was received in addition to those recorded on Customer Satisfaction Questionnaires and Comment Cards. No additional suggestions were received. Further details of the nature of compliments received may be found in the Complaints, Compliments and Suggestions Report which is published monthly.

6 COMPLAINTS

The Electoral Office received six formal complaints and five informal complaints during the fourth 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. No completed questionnaires were received during the fourth quarter of 2009.

7 ACTION REQUIRED / TAKEN

7.1 Action Required or Taken as a Result of Feedback

Feedback	Action Required / Taken
78% of voicemail messages answered within one working day.	Staff to ensure 95% of voicemail messages are answered within one working day.
Name incorrectly spelt on form.	Staff to ensure names are correctly spelt on forms.
Difficult to obtain phone number online.	Helpline number on website homepage.
"Proof of date of birth" should only apply to those people who do not have a UK National Insurance Number, as in the UK natives do not get a National Insurance	The evidence requirements are necessary to ensure the accuracy of the register. A National Insurance Number does not prove date of birth.

Number until they are 16 years of age. In addition the information provided for a National Insurance Number to be given is surely proof that the person is who they say they are, especially as the Inland Revenue are happy that is so when they are collecting taxes!	
Should be able to register online/by phone.	Not possible due to the statutory requirement for an original signature on the registration form.
Speed up the time it takes to register.	Registration timetables are set in legislation.
Ballymena office difficult to find.	External and internal signage has been received and found to be adequate.
Passport should not be sent out by ordinary post.	Identity documents are returned using the same postage methods via which they were received.
Says on website that ID cards are issued within 7 days – not the case.	Website amended to advise that ID cards are issued within 7 days if the applicant is on the register.

8 TRENDS

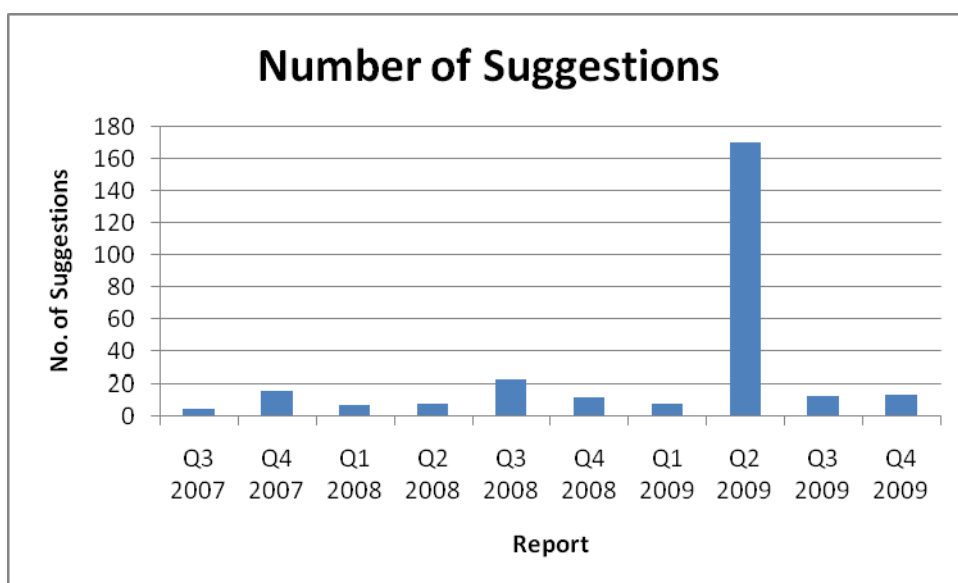
8.1 Overall Customer Satisfaction

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
Q4 2009	98



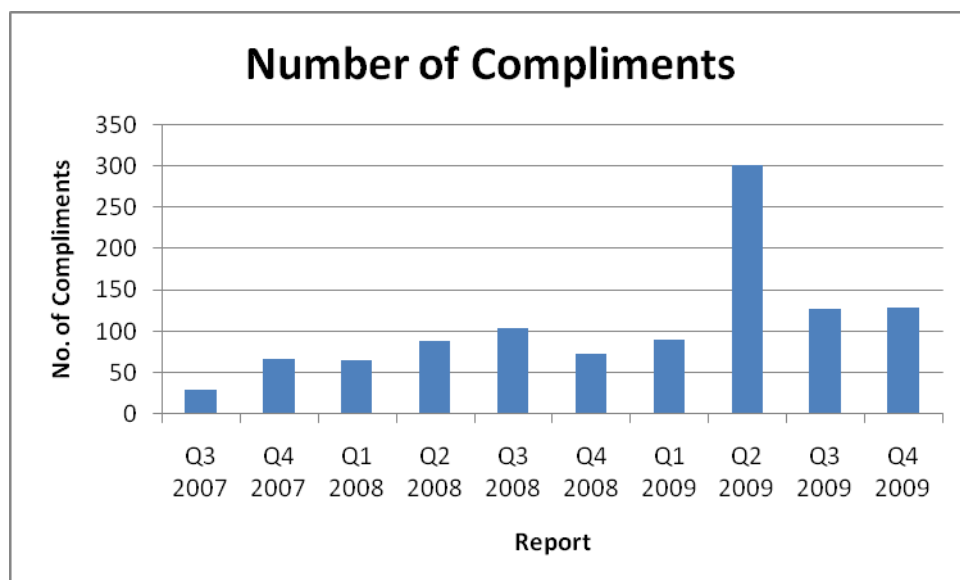
8.2 Suggestions

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
Q4 2009	14



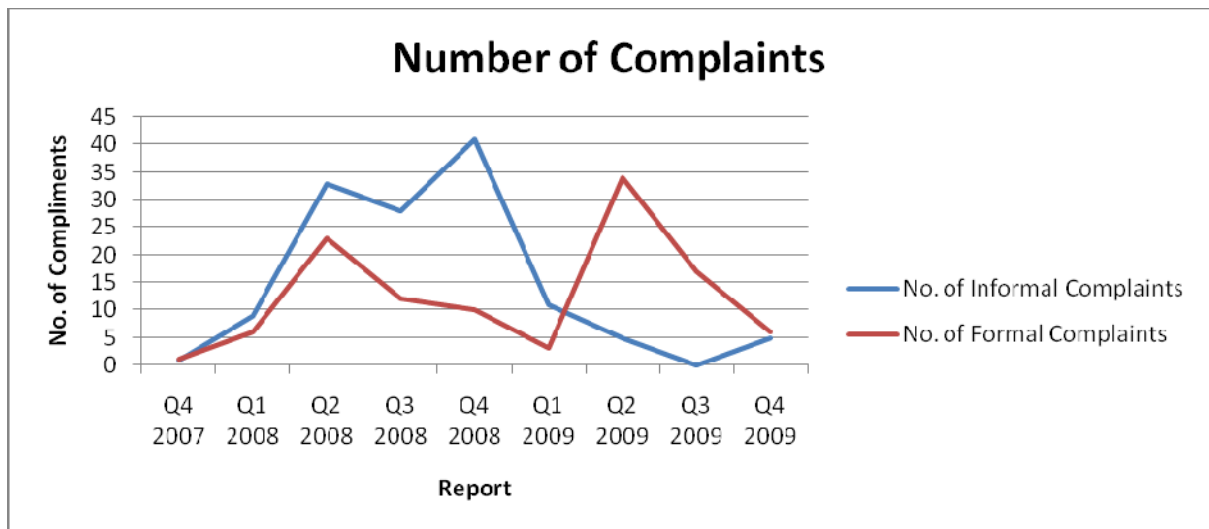
8.3 Compliments

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
Q4 2009	129



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
Q4 2009	5	6	11



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
Q4 2009	11	131

