



**ELECTORAL OFFICE FOR
NORTHERN IRELAND**

CUSTOMER FEEDBACK REPORT

Q4 2010

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	5
	3.4 Suggestions Received	6
	3.5 Summary of Results	6
4	Customer Comment Card Report	6
	4.1 Ballymena Area Office	7
	4.2 Banbridge Area Office	8
	4.3 Belfast Area Office	8
	4.4 Derry/Londonderry Area Office	10
	4.5 Newtownabbey Area Office	13
	4.6 Newtownards Area Office	13
	4.7 Omagh Area Office	14
	4.8 Summary of Results	15
5	Additional Compliments and Suggestions Received	18
6	Complaints	18
	6.1 Customer Satisfaction – Complaints Procedure	18
7	Action Required / Taken	19
	7.1 Action Required / Taken as a Result of Feedback	19
8	Trends	19
	8.1 Overall Customer Satisfaction	19
	8.2 Compliments	20
	8.3 Suggestions	21
	8.4 Complaints	22
	8.5 Number of Complaints versus Number of Compliments	23

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 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?	551	3	554	99
Were they polite and courteous?	554	0	554	100
Were they helpful and did they provide you with clear and accurate information?	550	4	554	99
Do you feel that you were treated fairly and sensitively?	552	2	554	100
If you left a voicemail message was it responded to within one working day?	38	1	39	97
If you contacted us by email did you receive a reply within one working day?	34	5	39	87

3.2 Compliments Received

Thank you for a prompt and professional service.

Received this form very quickly afterwards. Good service - thank you.

Efficient Service.

Excellent service. Thank you.

Very good service - thank you.

Excellent service.

I was happy with your overall service.

Spoke with Mari-Claire, reference a change of address. She was both polite and courteous, gave clear accurate information and dispatched the application form promptly. A quality service.

No improvements required from my point of view.

An excellent service.

No comments or suggestions everything was fine.

The lady who helped me was a great help and gave me so much time to send my details - thank you so much she was great.

The problem was a mistake on my behalf and your staff were so gracious.

The service was excellent.

Swift and accurate information given. Good service.

No comments or suggestions, it was very well organised with polite staff.

The first time I called to get forms sent out to me, the woman I spoke with was very friendly and helpful. The second time I called was in regard to an enquiry I had I believe the woman's name was Mari-Claire and she was so helpful and lovely. I just want to say what a nice change it is to talk to people who have such impressive customer service skills. Thank you.

David was very nice to me.

I thought the service was very good.

I have no suggestions on improvement as I was very pleased with the service provided.

Very helpful.

The staff were very helpful and polite so I don't think you need to improve your service.

Excellent service, fast and efficient. Thank you.

The service provided was of an excellent standard.

I had no problems with the customer service provided to me. The information was very clear and I felt that my needs were met.

The service I received was brilliant.

Everything completed over the phone, more than helpful, very polite and helpful. Many thanks.

Quite good services.

Very good service.

I was pleased with how my enquiry was dealt with.

This was a very prompt and efficient service.

No improvements required whatsoever.

No improvements needed.

Good service - well done.

Great service - keep it up.

Your service is ok and I have no comments. Thank you.

Very good service.

Very quick response to my email, very efficient.

Everything was satisfactory. Thank you.

My comment is that you are very kind in sending me a form and I would like to say thank you very much.

Very pleased to the speed in responding to my voicemail. Thank you.

Excellent service very efficient service and helpful friendly staff.

3.3 Comments Received

Electoral Office wasting public money on daft questionnaires.

I thought the whole process was over-complicated with the necessity of four pieces of evidence as proof. We had just moved house and to find four pieces of evidence was a hassle. They encourage young people to vote, however I understand how this drawn out process would put people off. In saying that, staff were very helpful and I understand that the rules and precautions are not their fault.

There are no problems with your service in particular, but wasn't impressed with the threat of prosecution if certain documents didn't meet the specification!

Can you try to make sure that one office follows the same rules as the next office and that when I phone I get the same details not two different sets of details.

I still have not received a card.

I have not received my electoral ID card.

My surname was spelled incorrectly.

3.4 Suggestions Received

Simplify the question regarding the edited register i.e. make it a yes or no format. It seems that a tick usually signifies agreement - at a glance people would believe they are opting in rather than out.

It would be useful to be able to update details electronically or download form, sign and return.

Hold ID days in Craigavon as they all seem to be in Lurgan or further away.

Some cross reference to voting register in phonebook would be helpful.

It would be helpful if this questionnaire was not on the back of the telephone numbers and information sheet, as it would be helpful to be able to retain the information even if the questionnaire is sent back.

The layout of everything could be better, instructions could be given clearer as there was a lot of different lines and I did not know what line was what, more people needed to assist with what needed to be completed and to help the public do so.

3.5 Summary of Results

Overall rate of Customer Satisfaction	97%
Compliments	42
Comments	7
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:

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	21
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Purpose of visit:

Registration	20
Electoral Identity Card	1
Other	0

Question	Yes	No	% Yes
Were you able to find and access this office easily?	21	0	100
Did someone attend to you at the counter within 5 minutes?	21	0	100
Did staff wear name badges to identify themselves?	21	0	100
Were staff courteous and helpful?	21	0	100
Were you provided with clear and accurate information?	21	0	100
Were you treated fairly and sensitively by staff?	21	0	100
Overall rate of satisfaction			100%

Compliments Received:

<p>Excellent.</p> <p>Everything was very quick, helpful and easy, no complications and very polite.</p> <p>Very Helpful.</p> <p>Really nice staff.</p> <p>Good.</p> <p>First class treatment.</p>

The lady was extremely helpful.

Good service.

Very helpful staff.

Excellent/no problems, plenty of doors to get access.

Very satisfied with service.

Very kind and accommodating and helpful.

4.2 Banbridge Area Office

Number of comment cards	1
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Purpose of visit:

Registration	1
Electoral Identity Card	0
Other	0

Question	Yes	No	% Yes
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
Overall rate of satisfaction			100%

Suggestions Received:

The letter we received didn't make it clear that all that was required was the return of the letter. We were lead to believe we needed all of the section and the second letter was very threatening - look at layout of letters.

4.3 Belfast Area Office

Number of comment cards	17
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Purpose of visit:

Registration	8
Electoral Identity Card	9
Other	0

Question	Yes	No	% Yes
Were you able to find and access this office easily?	16	1	94
Did someone attend to you at the counter within 5 minutes?	17	0	100
Did staff wear name badges to identify themselves?	17	0	100
Were staff courteous and helpful?	17	0	100
Were you provided with clear and accurate information?	17	0	100
Were you treated fairly and sensitively by staff?	17	0	100
Overall rate of satisfaction			99%

Compliments Received:

The service was systematic - Kieran was very helpful.

It is nice to get such a pleasant welcome in an office like this.

Very well received.

Staff very well informed and helped me a lot.

Very helpful and pleasant staff made everything easy to understand.

Very good service.

Excellent and kind staff - very helpful.

Made very easy - good staff.

The staff at this office were the most pleasant people I have dealt with. They were very polite and helpful.

Easier than expected, staff very helpful – Kieran very polite.

Very efficient service, good banter with staff no improvements needed.

David was very good to my partner (understanding and kind).

Suggestions Received:

Better signage at front door.

4.4 Derry/Londonderry Area Office

Number of comment cards	88
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Purpose of visit:

Registration	36
Electoral Identity Card	51
Other	1

Question	Yes	No	% Yes
Were you able to find and access this office easily?	87	1	99
Did someone attend to you at the counter within 5 minutes?	87	1	99
Did staff wear name badges to identify themselves?	88	0	100
Were staff courteous and helpful?	88	0	100
Were you provided with clear and accurate information?	88	0	100
Were you treated fairly and sensitively by staff?	88	0	100
Overall rate of satisfaction			100%

Compliments Received:

I had no problems, the job was done within minutes and staff were very kind.

Staff were very helpful.

The staff were helpful and understanding.

Very helpful and polite to talk to.

Very good service.

Anne was extremely polite and courteous and made my visit a pleasure.

Quick and efficient service. Very sensitive and no loud voices.

Very helpful and understanding staff member – Anne.

A good professional and pleasurable experience.

The staff were very helpful and friendly.

Great service.

Treated excellently.

Very quick and helpful service.

Everything was good.

Very efficient.

All good - thank you.

Very helpful staff.

Excellent service.

Helpful staff - gave accurate information when asked a specific question.

Very nice and helpful.

Pleasant and polite staff.

Nice service with a smile.

Very helpful and friendly.

Very helpful and polite, Anne was a nice person to be helped by, she does her work well.

Anne was a great help she is a good worker.

Staff were very kind, sensitive and courteous.

Nice staff.

It was a very relaxed and informative service.

I contacted this office by telephone early this week and the staff were very helpful.

On my visit to the office today I was treated with courtesy and received a very helpful service. Thank you. Staff member was Anne.

Very helpful staff.

Great and friendly staff, no improvement needed.

Staff very friendly, thank you.

Was seen very quickly and staff were very nice to me.

Very good attentive service and help.

The service was very helpful and as well as receiving confirmation of my registration I was also informed of the ID Card scheme. Thank-you.

Excellent.

Very good, in fact excellent.

Quick service and staff were nice.

I was pleased with the service and information that I was given. Very helpful.

Very helpful staff.

Very good service.

Very good.

Very friendly.

Superb service, Garrow could not have been more helpful.

Very friendly service with great help.

Very welcoming staff.

Very helpful and kind.

Very helpful and nice.

Quick and efficient - very polite.

Happy with the service provided.

Excellent standard of service provided.

Staff very helpful.

Very helpful and polite.

Friendly, helpful and professional staff.

Very pleasant people.

Very happy with the whole experience.

The staff in the office were very helpful and pleasant - Garrow is good at his job. Well done.

Staff very friendly.

Pleasant and polite staff - warmly feel.

Staff were really helpful with a difficult situation. We were really pleased with the help and service.

4.5 Newtownabbey Area Office

Number of comment cards	6
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Purpose of visit:

Registration	4
Electoral Identity Card	2
Other	0

Question	Yes	No	% Yes
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
Overall rate of satisfaction			100%

Compliments Received:

Very pleasant and friendly office.

All good.

4.6 Newtownards Area Office

Number of comment cards	10
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Purpose of visit:

Registration	5
Electoral Identity Card	5
Other	0

Question	Yes	No	% Yes
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Were you able to find and access this office easily?	10	0	100
Did someone attend to you at the counter within 5 minutes?	10	0	100
Did staff wear name badges to identify themselves?	10	0	100
Were staff courteous and helpful?	10	0	100
Were you provided with clear and accurate information?	10	0	100
Were you treated fairly and sensitively by staff?	10	0	100
Overall rate of satisfaction			100%

Compliments Received:

Very helpful staff and a simple form. Well done! Thank you.

Form was easy to understand the staff were very helpful and friendly.

All good.

The lady I spoke with was very helpful.

Very helpful staff.

Very helpful.

I rang to check the opening hours first and the lady was very pleasant and went out of her way to be helpful.

Welcoming receptionist.

4.7 Omagh Area Office

Number of comment cards	3
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Purpose of visit:

Registration	3
Electoral Identity Card	0
Other	0

Question	Yes	No	% Yes
Were you able to find and access this office easily?	3	0	100
Did someone attend to you at the counter within 5 minutes?	3	0	100

Did staff wear name badges to identify themselves?	3	0	100
Were staff courteous and helpful?	3	0	100
Were you provided with clear and accurate information?	3	0	100
Were you treated fairly and sensitively by staff?	3	0	100
Overall rate of satisfaction			100%

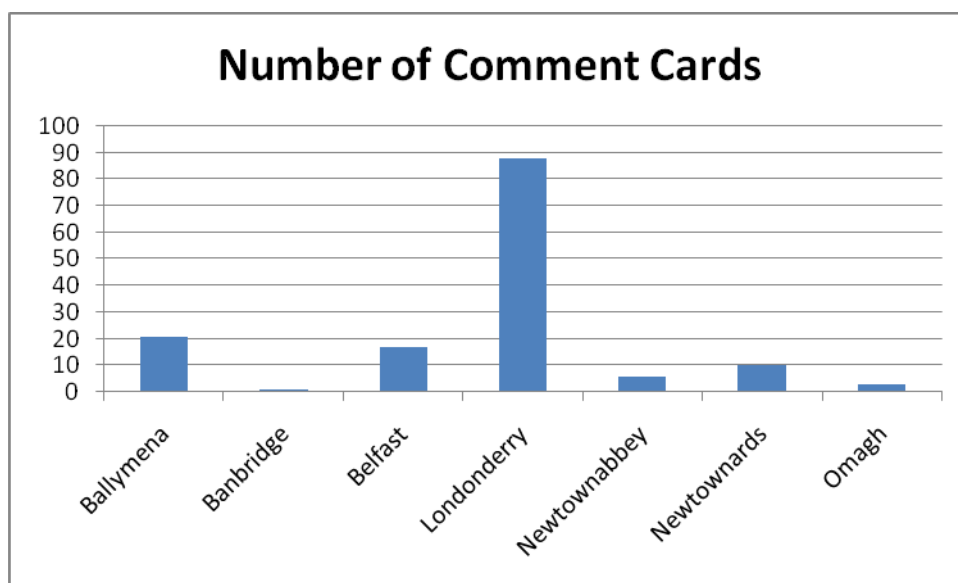
Compliments Received:

Excellent helpful staff, friendly atmosphere.

4.8 Summary of Results

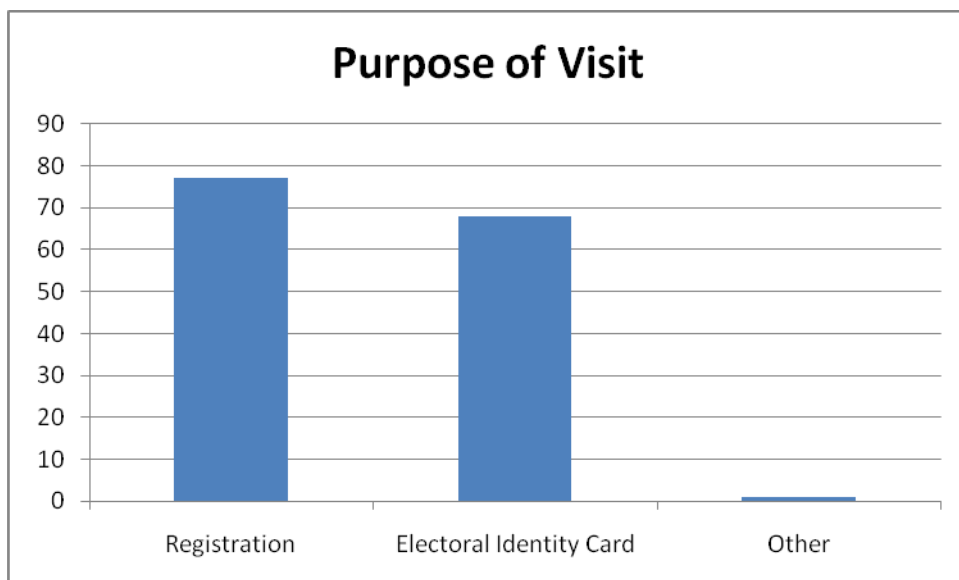
Number of comment cards per office:

Office	Comment Cards
Ballymena	21
Banbridge	1
Belfast	17
Londonderry	88
Newtownabbey	6
Newtownards	10
Omagh	3
Total	146



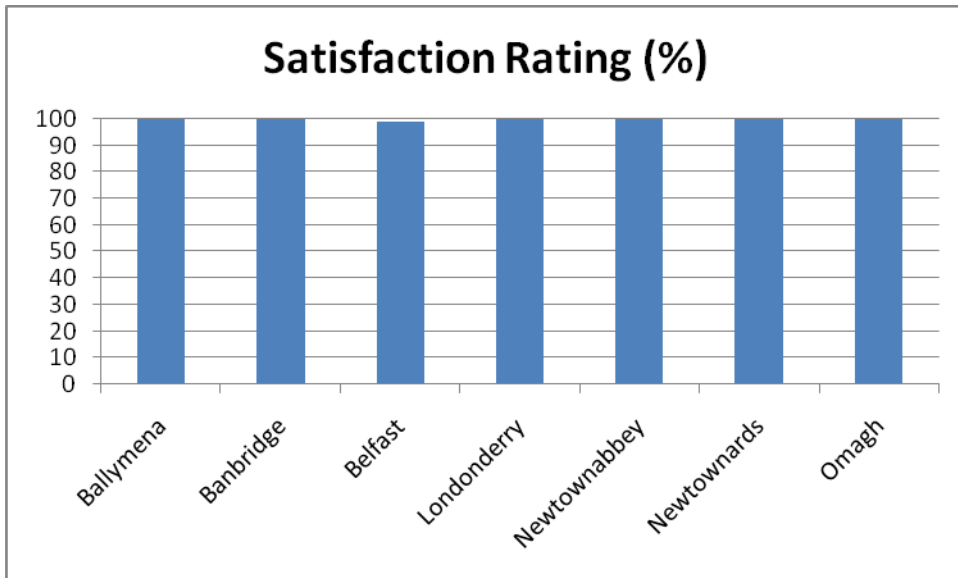
Purpose of Visit:

Purpose	Visits
Registration	77
Electoral Identity Card	68
Other	1
Total	146



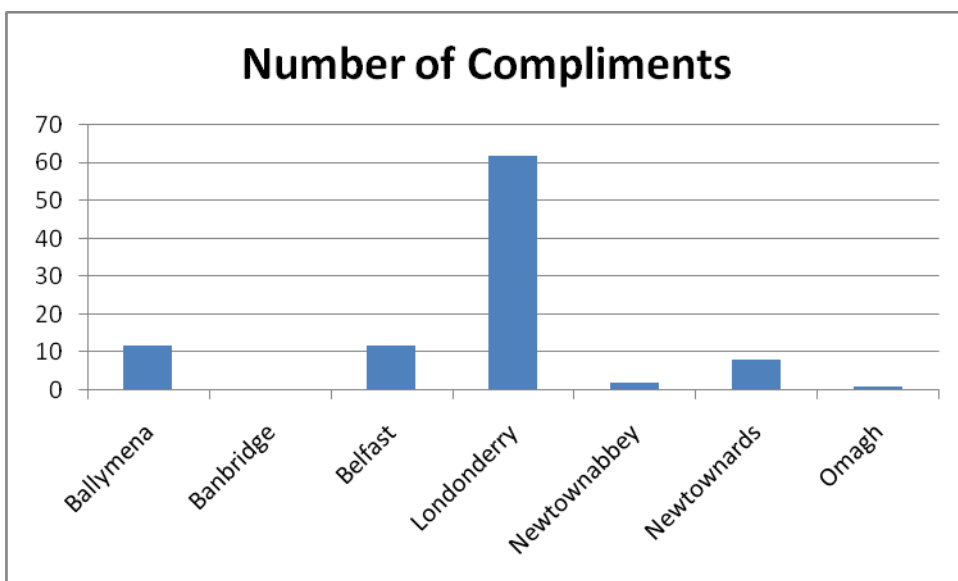
Satisfaction Rating:

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



Number of Compliments:

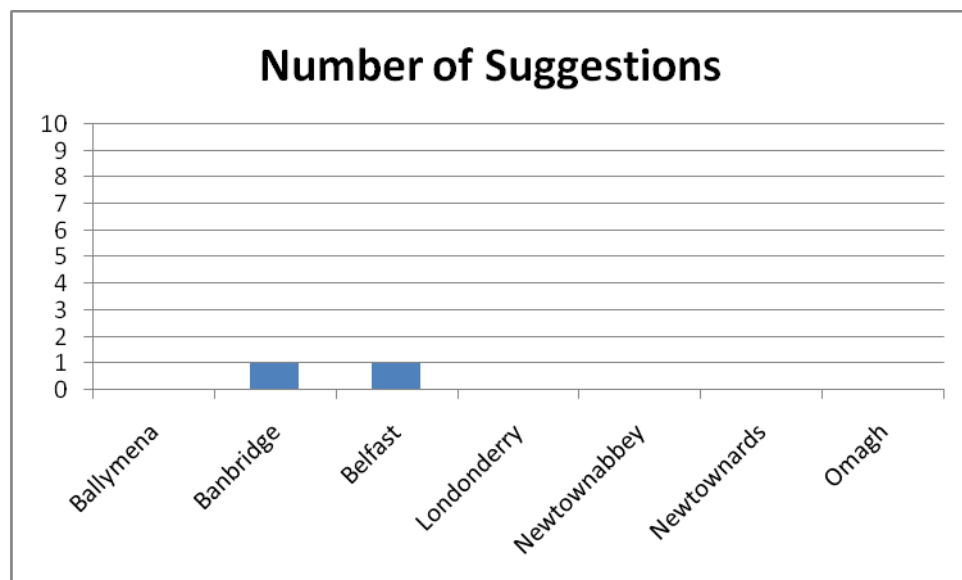
Office	Compliments
Ballymena	12
Banbridge	0
Belfast	12
Londonderry	62
Newtownabbey	2
Newtownards	8
Omagh	1
Total	97



Number of Suggestions:

Office	Suggestions
Ballymena	0

Banbridge	1
Belfast	1
Londonderry	0
Newtownabbey	0
Newtownards	0
Omagh	0
Total	2



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

6 COMPLAINTS

The Electoral Office received 10 formal complaints and 8 informal complaints during the fourth quarter of 2010. Further details of the nature of complaints and their outcome can 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. Two completed questionnaires were received during the second quarter of 2010. The collated results are given below.

Question	Yes	No	Total	% Yes
Did you receive an acknowledgement to your complaint?	1	1	2	50
Are you satisfied with the length of time	2	0	2	100

taken to respond to your complaint?				
Was the response to your complaint easy to understand?	2	0	2	100
Did the response answer all the issues you raised?	0	2	2	0

Comments Received:

In my case I would not have had to complain had your operator been willing to accept criticism, constructive I thought and less combative in stance. I still maintain that the inclusion of a reference to the change of name of CSA to BSO would be helpful.

7 ACTION REQUIRED / TAKEN

7.1 Action Required or Taken as a Result of Feedback

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

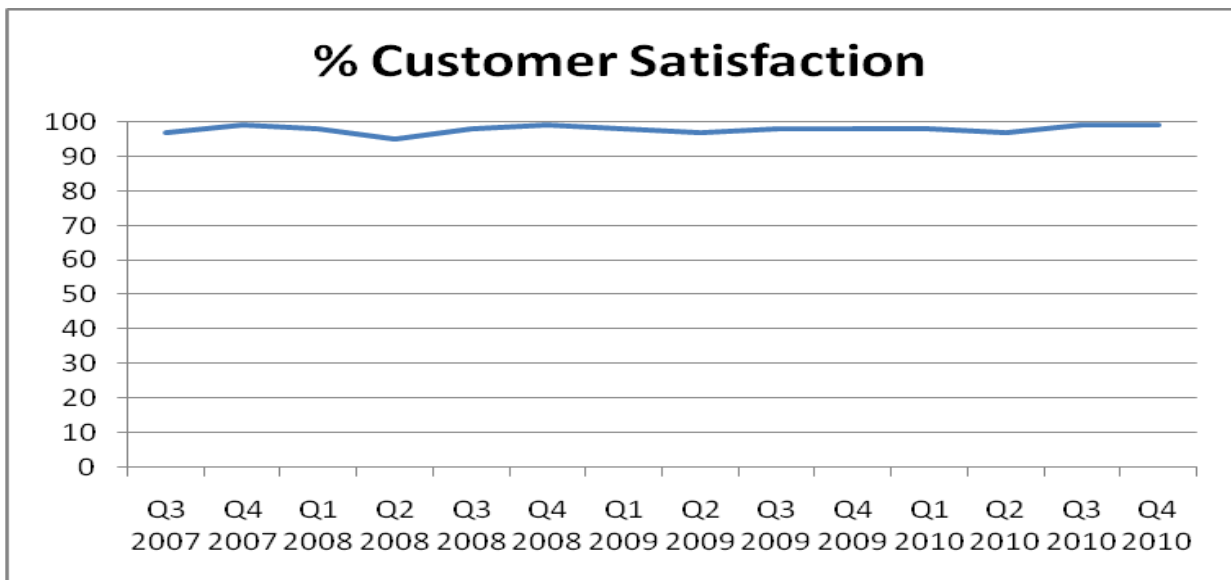
Feedback	Action Required / Taken
ID cards not received.	Additional staff to be brought in to deal with the processing of applications.
Simplify edited register question on form.	Wording to be looked at when registration form is next reviewed.
Hold ID days in Craigavon.	ID clinics have been held in Craigavon.
Put questionnaire on separate sheet so contacts lists can be retained by customer (currently printed on reverse of contacts sheet).	Questionnaire moved.
Include reference to change of CSA to BSO in BSO letter.	BSO letter reviewed and found to be satisfactory.

8 TRENDS

8.1 Overall Customer Satisfaction

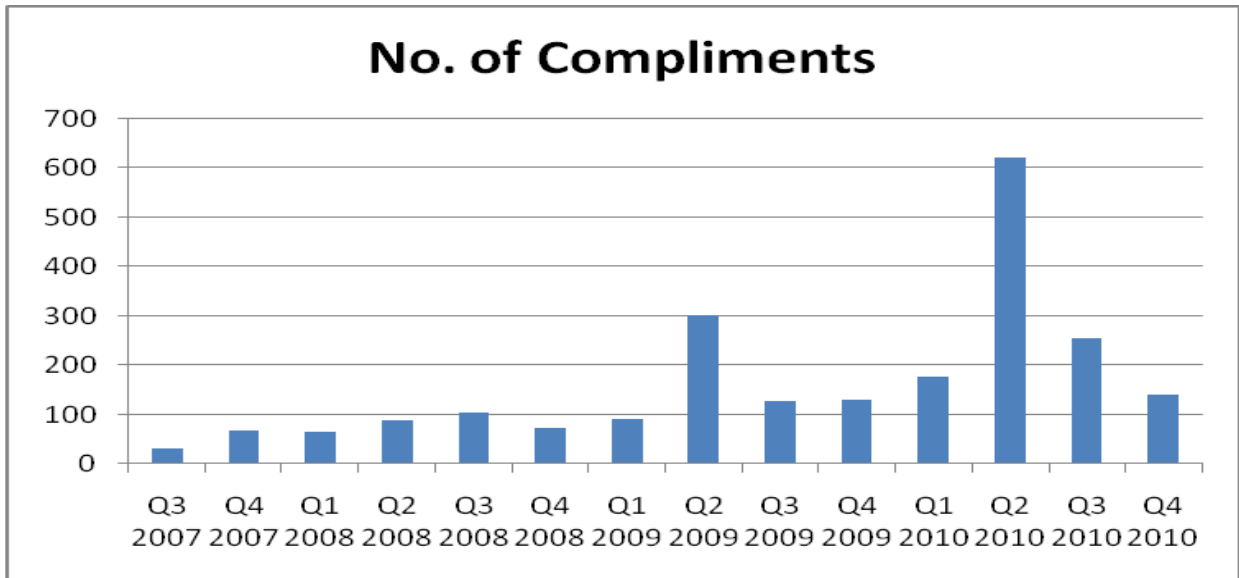
Report	% Customer Satisfaction
Q3 2007	97
Q4 2007	99
Q1 2008	98
Q2 2008	95
Q3 2008	98
Q4 2008	99
Q1 2009	98

Q2 2009	97
Q3 2009	98
Q4 2009	98
Q1 2010	98
Q2 2010	97
Q3 2010	99
Q4 2010	99



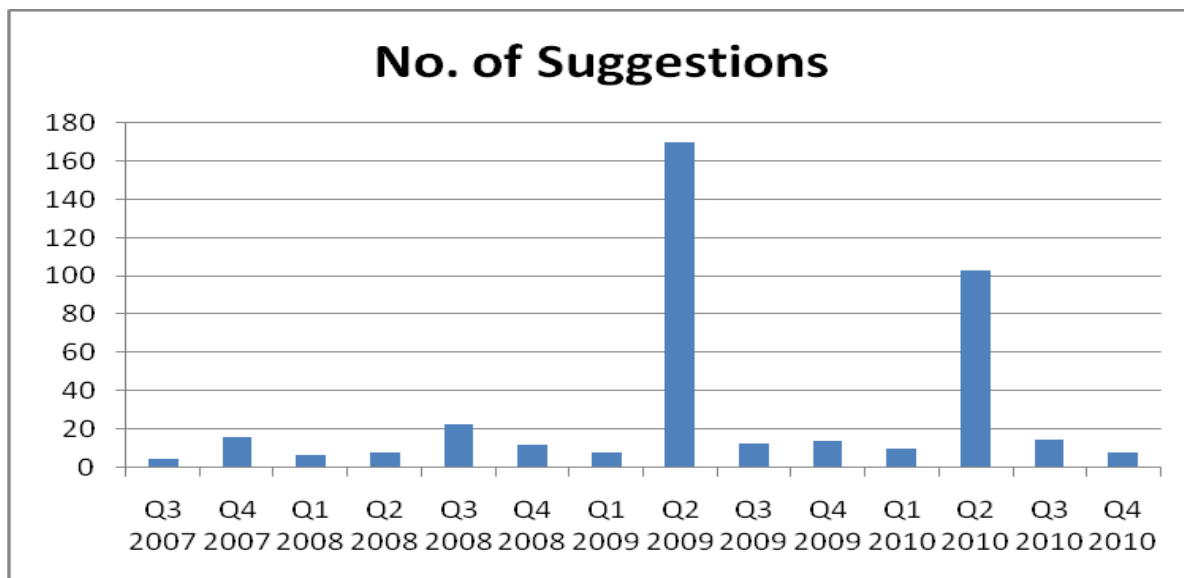
8.2 Compliments

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



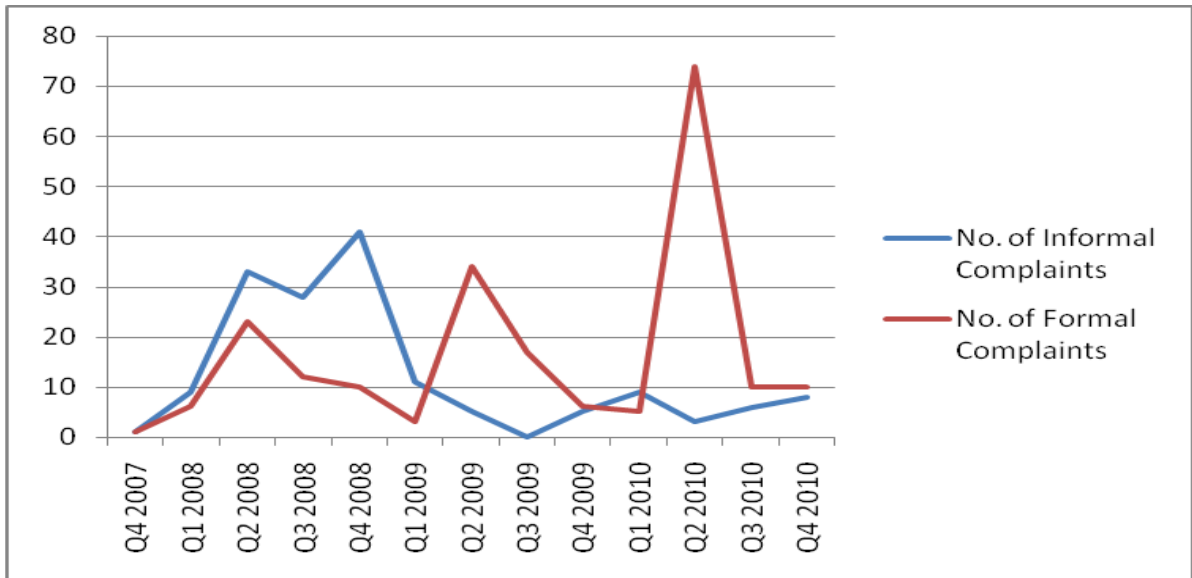
8.3 Suggestions

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



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
Q1 2010	9	5	14
Q2 2010	3	74	77
Q3 2010	6	10	16
Q4 2010	8	10	18



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
Q1 2010	14	176
Q2 2010	77	621
Q3 2010	16	255
Q4 2010	18	140

