



**ELECTORAL OFFICE FOR  
NORTHERN IRELAND**

**CUSTOMER FEEDBACK REPORT**

**Q4 2011**

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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 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?	60	3	63	95
Were they polite and courteous?	62	1	63	98
Were they helpful and did they provide you with clear and accurate information?	62	1	63	98
Do you feel that you were treated fairly and sensitively?	63	0	63	100
If you left a voicemail message was it responded to within one working day?	0	0	0	N/A
If you contacted us by email did you receive a reply within one working day?	5	0	5	100

### 3.2 Compliments Received

Many thanks for prompt service.

I contacted you by post and was very pleased with the prompt service I received. It appeared you sent out the documents the same day you received my letter. I would like to thank you for your excellent service.

Documentation was received promptly. Thank you.

Very good service provided when I called, very clear information provided.

If you were able to multiply Mari-Claire in the Helpline Office by ten, then this would probably create the perfect staff team.

### 3.3 Comments Received

Difficulty providing evidence documents. Your form does not taken into account the fact that people mostly use an online paperless banking system. It costs £3.00 to request a printed bank statement.

### 3.4 Suggestions Received

No suggestions were received.

### 3.5 Summary of Results

Overall rate of Customer Satisfaction	98%
Compliments	5
Comments	1
Suggestions	0

## 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	41
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Purpose of visit:

Registration	19
Electoral Identity Card	19
Other	3

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>% Yes</b>
Were you able to find and access this office easily?	41	0	100
Did someone attend to you at the counter within 5 minutes?	41	0	100
Did staff wear name badges to identify themselves?	41	0	100
Were staff courteous and helpful?	41	0	100
Were you provided with clear and accurate information?	41	0	100
Were you treated fairly and sensitively by staff?	40	1	98
<b>Overall rate of satisfaction</b>			<b>100%</b>

Compliments Received:

<p>Staff were very friendly and helpful.</p> <p>Very helpful and pleasant.</p> <p>Very helpful and friendly.</p> <p>Very nice staff.</p> <p>Service was quick and efficient. Very impressed.</p> <p>Everything went smoothly.</p> <p>Very welcoming office, staff were very helpful.</p> <p>Very nice and helpful.</p> <p>She was very pleasant.</p> <p>Job well done!</p> <p>All went easily and without fuss.</p> <p>Very helpful.</p> <p>Very helpful.</p>
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Helpful.

Happy with the service.

Helpful staff.

Good – no problems.

Happy with everything.

Very helpful and information about ID was good.

Works well.

Very helpful at the desk and friendly.

Everything was very well, staff were helpful. I'm very happy.

Comments Received:

Found the website misleading. Thought if I applied in person I did not need all the stuff that I needed.

Suggestions Received:

Ballymena is a long way to travel from the North Coast. Suggest sub-office on Causeway coast.

**4.2 Banbridge Area Office**

Number of comment cards	10
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Purpose of visit:

Registration	5
Electoral Identity Card	4
Other	1

Question	Yes	No	% Yes
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
<b>Overall rate of satisfaction</b>			<b>100%</b>

Compliments Received:

Very good.

Very good service. Excellent staff response.

Staff were very friendly and helpful.

Very satisfied with staff and information given.

Was greeted extremely warmly and I was provided with the relevant information and accompanying form very quickly.

Very helpful, courteous and friendly staff. 10 out of 10!!

**4.3 Belfast Area Office**

Number of comment cards	13
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Purpose of visit:

Registration	5
Electoral Identity Card	7
Other	1

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>% Yes</b>
Were you able to find and access this office easily?	13	0	100
Did someone attend to you at the counter within 5 minutes?	13	0	100
Did staff wear name badges to identify themselves?	13	0	100
Were staff courteous and helpful?	13	0	100
Were you provided with clear and accurate information?	13	0	100
Were you treated fairly and sensitively by staff?	13	0	100
<b>Overall rate of satisfaction</b>			<b>100%</b>

### Compliments Received:

Good.

Very nice staff.

Kind and understanding, quick and easy. Well done!

Excellent service.

The lady accommodated me very quickly.

Kieran looked after us superbly, very courteous and helpful. Spoke clearly. Thank you for such a wonderful service.

Staff were very courteous and helpful.

I found this process quite simple.

### Suggestions Received:

Make sign outside clearer.

When sending out letter to addressees who have moved house, shouldn't the letter mention that you'll need to provide evidence (utility bill etc) to prevent the cost and hassle of the second letter arriving asking for evidence – must happen thousands of times a year.

## **4.4 Derry/Londonderry Area Office**

Number of comment cards	103
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### Purpose of visit:

Registration	27
Electoral Identity Card	68
Other	8

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>% Yes</b>
Were you able to find and access this office easily?	97	6	94
Did someone attend to you at the counter within 5 minutes?	103	0	100
Did staff wear name badges to identify themselves?	103	0	100
Were staff courteous and helpful?	103	0	100

Were you provided with clear and accurate information?	103	0	100
Were you treated fairly and sensitively by staff?	103	0	100
<b>Overall rate of satisfaction</b>			<b>99%</b>

Compliments Received:

Treated well.

Helpful and friendly.

Quick and easy.

Brilliant.

Very good satisfaction.

I found Anne very helpful, customer friendly and efficient.

Friendly services.

Good service.

Staff extremely courteous and helpful.

Staff were very efficient and pleasant.

Friendly and quick.

Garrow was a gentleman.

The staff were really helpful.

Staff were very helpful.

Anne was most helpful and very courteous.

Very good customer service.

Great service!

Very nice people, felt very comfortable.

Very fast helpful service, thank you.

Very helpful staff.

Very friendly staff.

The girl was very helpful at the front desk.

Very helpful staff.

Very happy, couldn't be better.

Very good.

Very quick.

They are very kind people.

Excellent, friendly service, couldn't fault Anne at all.

Staff have been a big help, thanks.

Very pleased with the staff and they were very helpful thank you.

I was greeted very well, and found the staff very helpful and friendly indeed.

Dealt with very quickly.

I thought the experience was very well done, and very helpful. Staff were pleasant.

Very helpful.

Very good service.

Very good staff. Very helpful.

Very helpful.

Very helpful towards myself and mother. Great.

First class service with a smile.

Treated very well.

Very helpful.

It was so easy and staff very helpful.

Very fast and extremely helpful. Cheers.

Staff were very helpful.

The staff were very friendly and helpful. Don't think they need to improve anything.

Very good at helping me.

Very good.

Very pleasant and efficient. Anne was extremely helpful.

Very good.

Very helpful.

Very helpful.

Prompt friendly service.

Very good.

Staff were very helpful and friendly.

Staff were very friendly and helpful.

Very good.

Staff very friendly and helpful. Very much appreciated.

Perfect service by Alwyn.

Very helpful and pleasant.

Excellent service, thank you.

Staff are really nice and down to earth, very helpful.

Treated very well.

Straightforward, in and out.

Staff very helpful.

Lovely lady and explained everything well (Anne). Many thanks.

Everyone was really helpful.

Very good service.

I was treated very well and the lady was very helpful and courteous.

All is good, no bad comments.

Suggestions Received:

Have a sign that stands out more.

**4.5 Newtownabbey Area Office**

Number of comment cards

5

Purpose of visit:

Registration	3
Electoral Identity Card	2
Other	0

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

Compliments Received:

Staff very friendly and helpful. Very friendly and helpful staff. Extremely helpful and very fast. Great information!
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**4.6 Newtownards Area Office**

Number of comment cards	26
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Purpose of visit:

Registration	13
Electoral Identity Card	9
Other	4

Question	Yes	No	% Yes
Were you able to find and access this office easily?	26	0	100
Did someone attend to you at the counter within 5 minutes?	26	0	100
Did staff wear name badges to identify themselves?	26	0	100

Were staff courteous and helpful?	26	0	100
Were you provided with clear and accurate information?	26	0	100
Were you treated fairly and sensitively by staff?	26	0	100
<b>Overall rate of satisfaction</b>			<b>100%</b>

Compliments Received:

<p>Very helpful.</p> <p>Very helpful.</p> <p>Very nice office staff.</p> <p>Always very helpful and professional.</p> <p>Good service.</p> <p>All three staff couldn't have been more helpful. Great services.</p> <p>I was dealt with quickly and efficiently – excellent.</p> <p>Helpful staff.</p> <p>Excellent service. Staff very accommodating and friendly. Very much willing to help us in completing the form. A million thanks for an excellent service!!!</p> <p>Excellent service keep up the good work! God bless!</p> <p>Staff helpful and friendly.</p> <p>All good.</p> <p>Good.</p> <p>Rosemary was very helpful.</p> <p>The service given fully satisfied my requirements.</p> <p>Very quick and helpful!</p> <p>I had to support a young lady with learning disabilities and the staff could not have done enough to help! So helpful! Thank you.</p>
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**4.7 Omagh Area Office**

Number of comment cards	1
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Purpose of visit:

Registration	0
Electoral Identity Card	1
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
<b>Overall rate of satisfaction</b>			<b>100%</b>

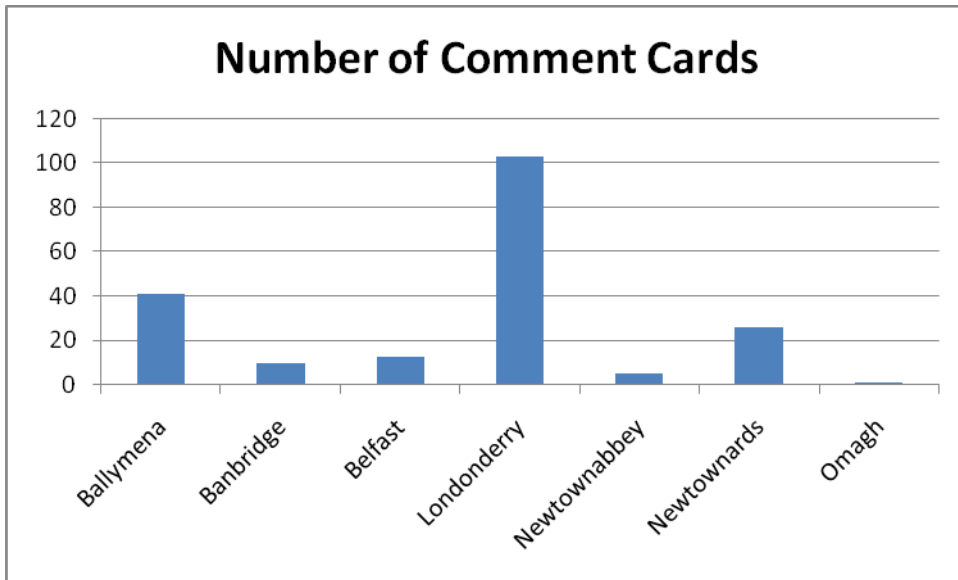
Compliments Received:

Very helpful and polite.
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#### 4.8 Summary of Results

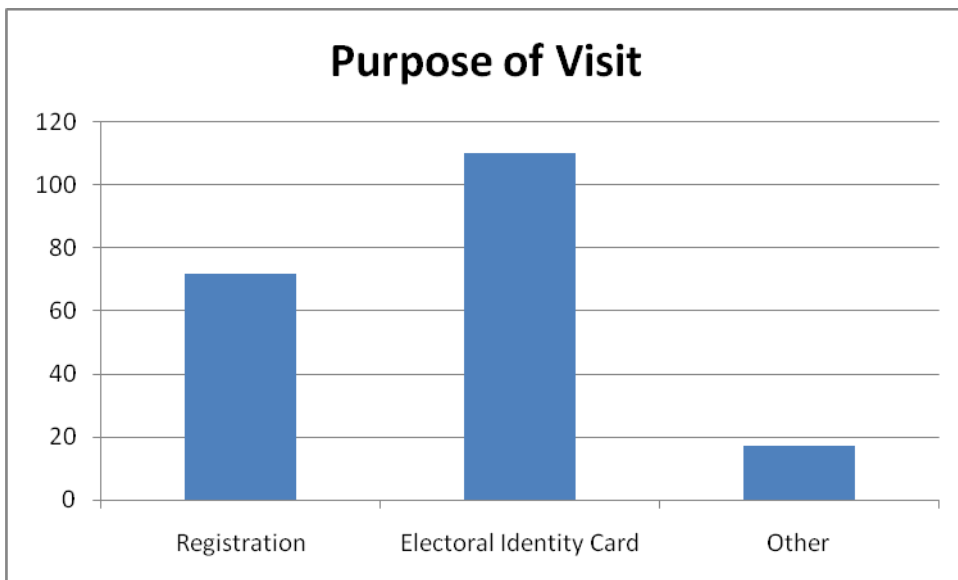
Number of comment cards per office:

Office	Comment Cards
Ballymena	41
Banbridge	10
Belfast	13
Londonderry	103
Newtownabbey	5
Newtownards	26
Omagh	1
<b>Total</b>	<b>199</b>



Purpose of Visit:

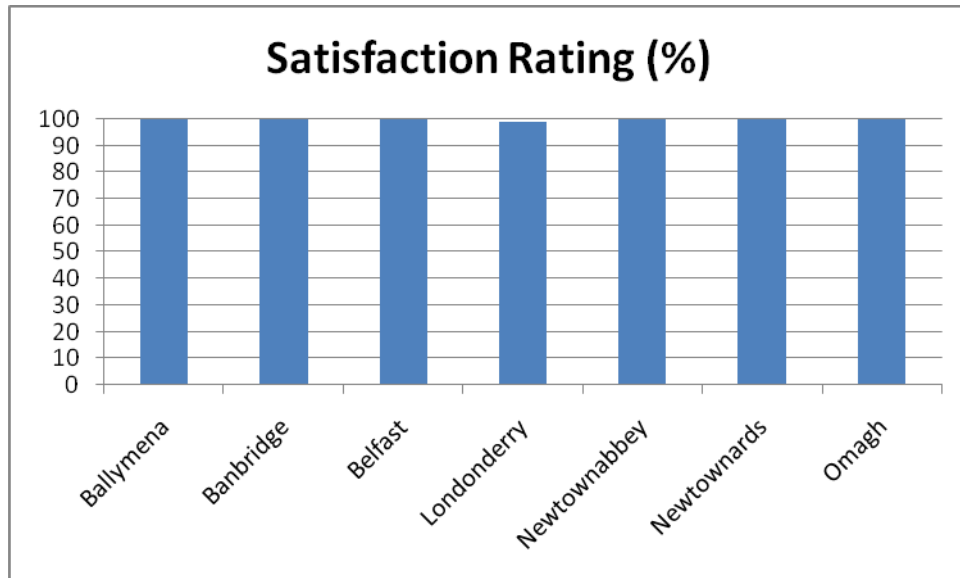
Purpose	Visits
Registration	72
Electoral Identity Card	110
Other	17
<b>Total</b>	<b>199</b>



Satisfaction Rating:

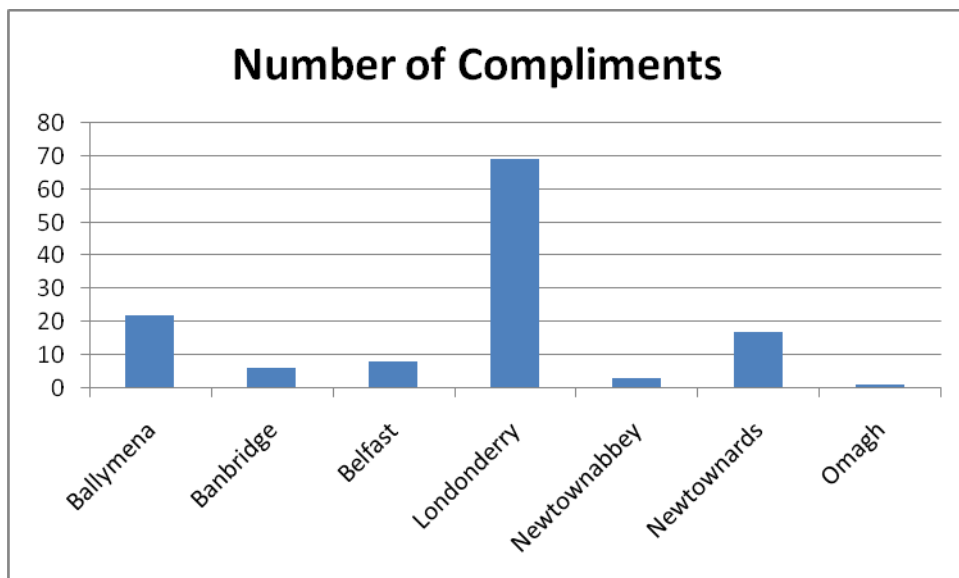
Office	Satisfaction Rating (%)
Ballymena	100
Banbridge	100
Belfast	100
Londonderry	99

Newtownabbey	100
Newtownards	100
Omagh	100
<b>Average</b>	<b>100%</b>



Number of Compliments:

Office	Compliments
Ballymena	22
Banbridge	6
Belfast	8
Londonderry	69
Newtownabbey	3
Newtownards	17
Omagh	1
<b>Total</b>	<b>126</b>



## 5 COMPLAINTS

The Electoral Office received 2 formal complaints and 14 informal complaints during the fourth 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. One completed questionnaire was received during the fourth quarter of 2011. The results are given below.

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

## 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
Found the website misleading. Thought if I applied in person I did not need all the	Website amended to make clear when applying for an ID Card identity will not be

stuff that I needed.	required if applying in person provided the applicant is listed on the electoral register.
When sending out letter to addressees who have moved house, shouldn't the letter mention that you'll need to provide evidence (utility bill etc) to prevent the cost and hassle of the second letter arriving asking for evidence – must happen thousands of times a year.	Registration evidence is not required in all cases and different evidence requirements apply in different cases - not possible to specify in the initial contact letter which evidence will be required.

## 7 TRENDS

### 7.1 Overall Customer Satisfaction

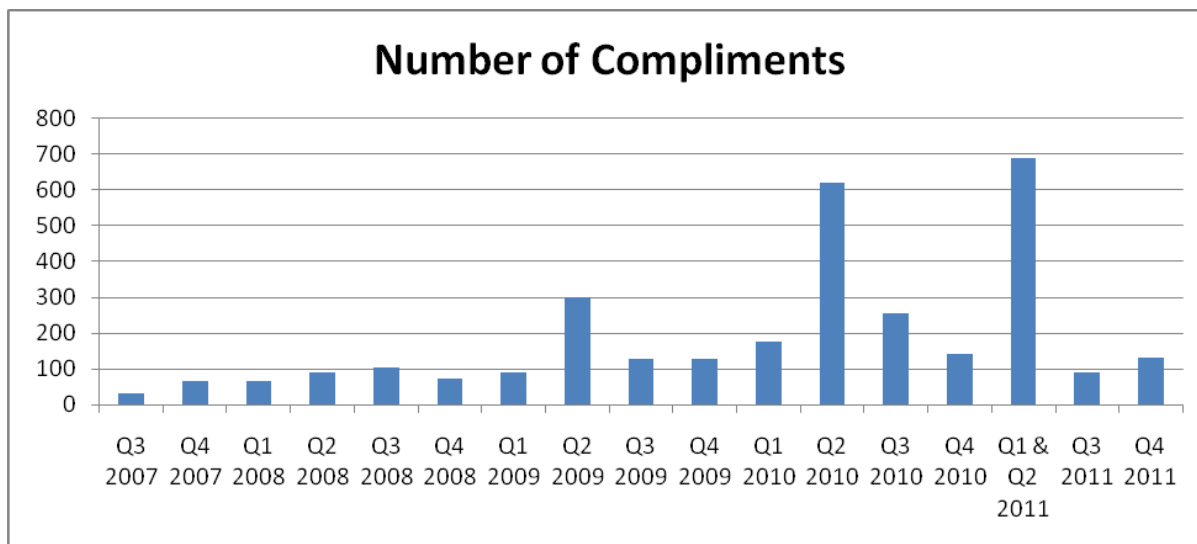
Report	% Customer Satisfaction
Q3 2007	97
Q4 2007	99
Q1 2008	98
Q2 2008	95
Q3 2008	98
Q4 2008	99
Q1 2009	98
Q2 2009	97
Q3 2009	98
Q4 2009	98
Q1 2010	98
Q2 2010	97
Q3 2010	99
Q4 2010	99
Q1 & Q2 2011	98
Q3 2011	100
Q4 2011	99



## 7.2 Compliments

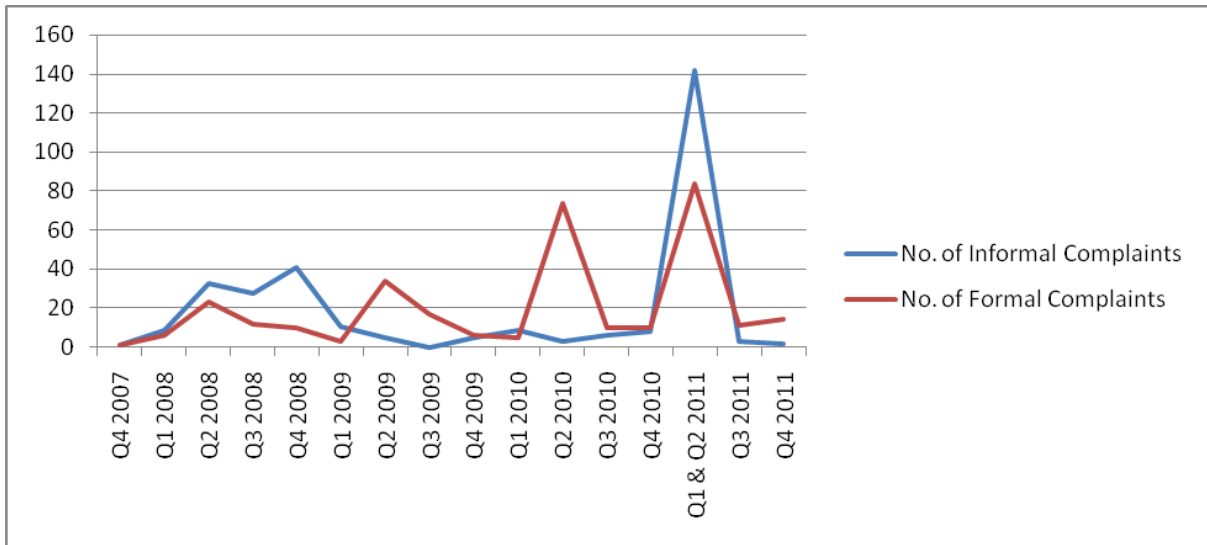
One compliment was received in addition to those recorded on Customer Satisfaction Questionnaires and Comment Cards. Further details can be found in the Complaints, Compliments and Suggestions Report which is published monthly.

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
Q4 2011	132



### 7.3 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
Q1 & Q2 2011	142	84	226
Q3 2011	3	11	14
Q4 2011	2	14	16



#### 7.4 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
Q4 2011	16	132

