

# Estates Customer Services

## Annual Satisfaction Survey Report – November 2022

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### 1.0 Background and Objectives

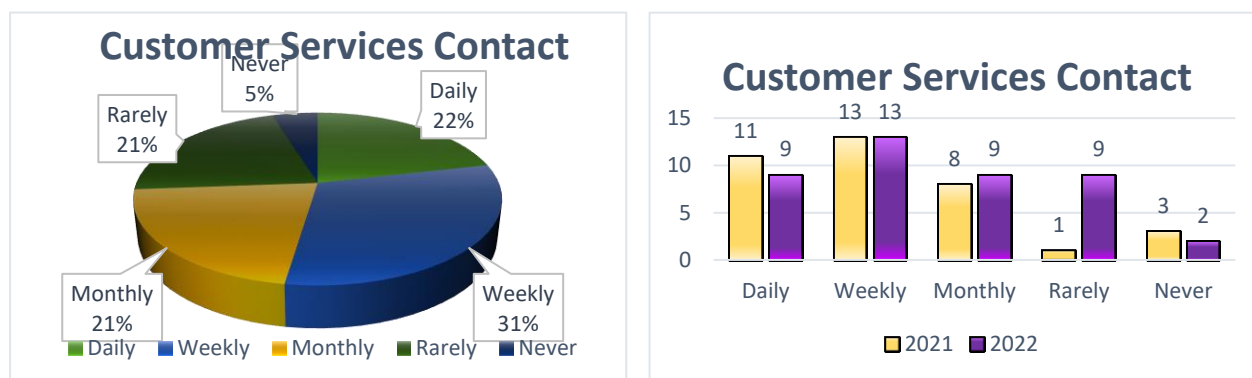
The Estates Customer Services annual satisfaction survey launched in 2019 to assess the satisfaction of our customers and to gain feedback about positive and negative perceptions of the Estates Department. The 2022 survey is the first survey conducted under our newly merged Commercial Services and Estates Department however; the survey is still measured against previous years. The 2022 survey also includes a section assessing the Print Centre. The analysis will outline our areas of success as well as highlight areas for improvement. In addition, the survey allows customers the space to provide suggestions for future consideration.

### 2.0 Survey Results

There was a 39.2% response rate to this year’s survey, which is an increase of 7.2% from the previous year. 44 people, compared to 37 in 2022 completed the survey. The following analysis compares this survey with previous surveys:

#### 2.1 Customer Services

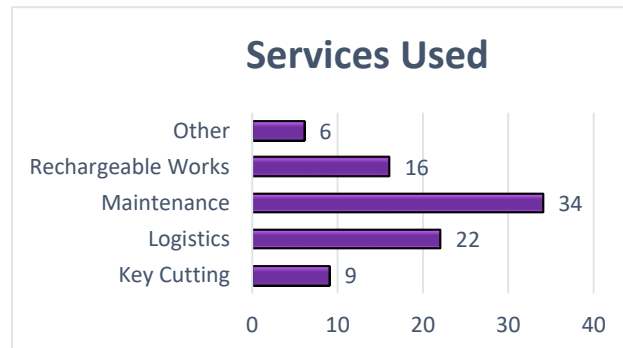
**Q1: How often have you contacted Customer Services within the past year?**



The majority of respondents contact the Customer Services team on a weekly basis. There has been a slight reduction in daily contact from the previous year and a slight increase in monthly and rarely contact. This could partly be due to the working from home policy but more likely, because the survey included Print Centre customers who may not use services provided by the Customer Services Centre.

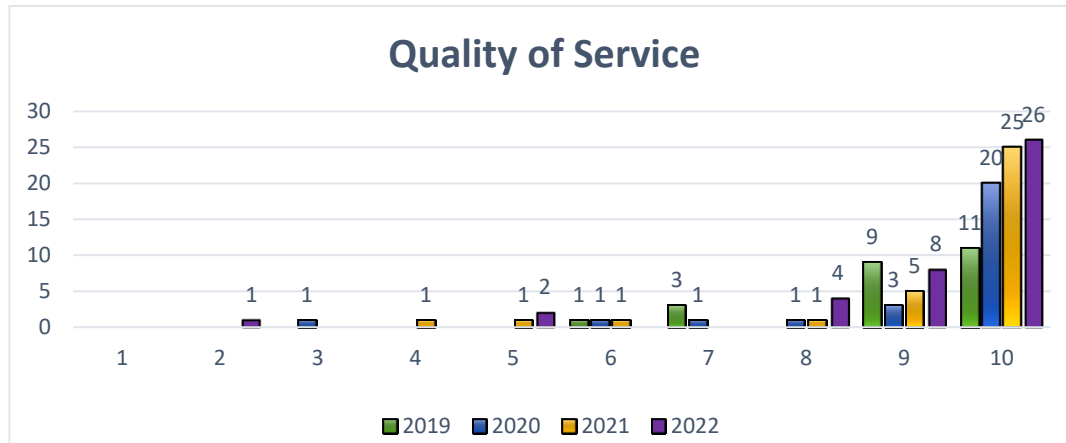
## Q2: What services have you used?

A new question for 2022, the survey asked what services have our customers used. This question was created so that we can better understand the needs of our customers and so that we can ensure adequate provision of resources.

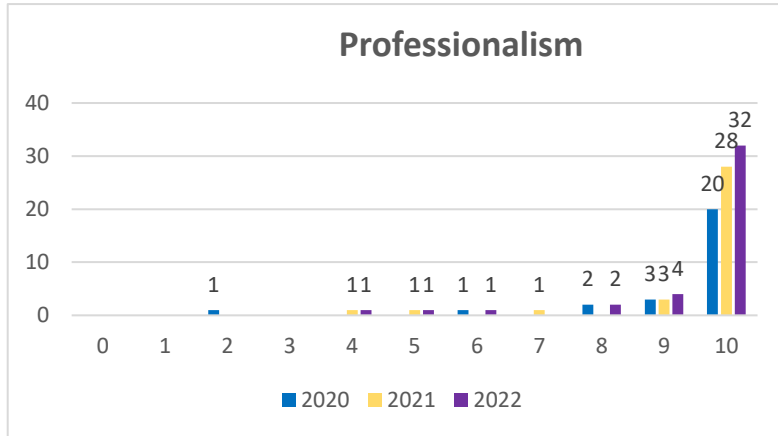


Unsurprisingly, maintenance was the most used service, and when combined with rechargeable works and key cutting show that our customers are frequently using our well-established services.

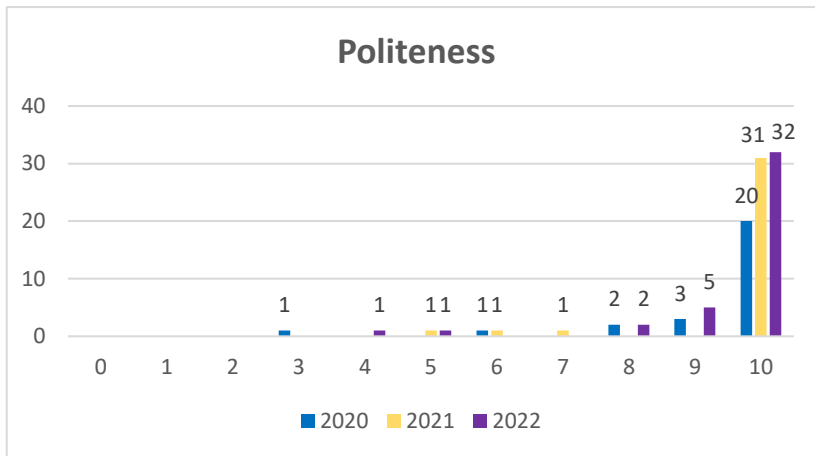
## Q3: How do you rate the following from the Estates Customer Services Team on a scale of 1 - 10, where 1 = extremely poor and 10 excellent:



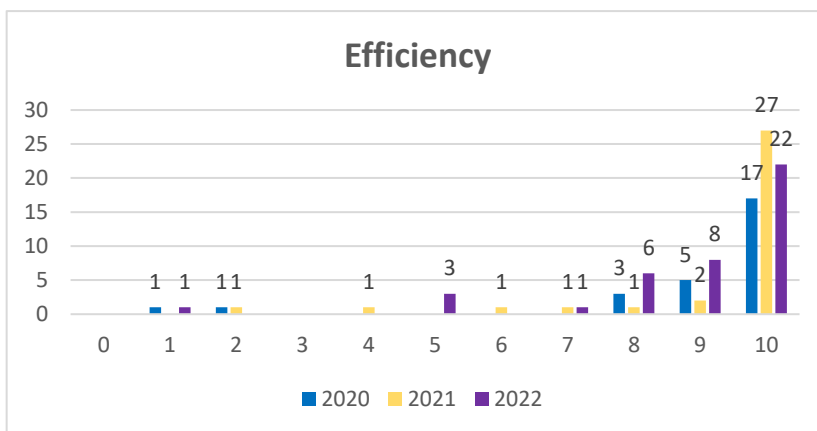
The quality of service score has revealed that our Net Promotor Score (NPS) for 2022 is at 75.6. The general guidelines for NPS show that anything above 0 is 'good', anything above '20' is considered 'favourable', above 50 is 'excellent' and above 80 is 'world class'. This year's score has dropped by 3.8 from 2021's score of 79.4 but it is still within the 'excellent' range.



This graph illustrates that the team have maintained their high scores for professionalism, as 87.8% of customers surveyed have scored the team in the excellent range of 9 and 10's. This is comparable to 2021's score of 91.97%.



Similarly, customers have continued to rate politeness highly amongst the team, with a joint score of 90.2% for excellence compared to last year's score of 92.17%.

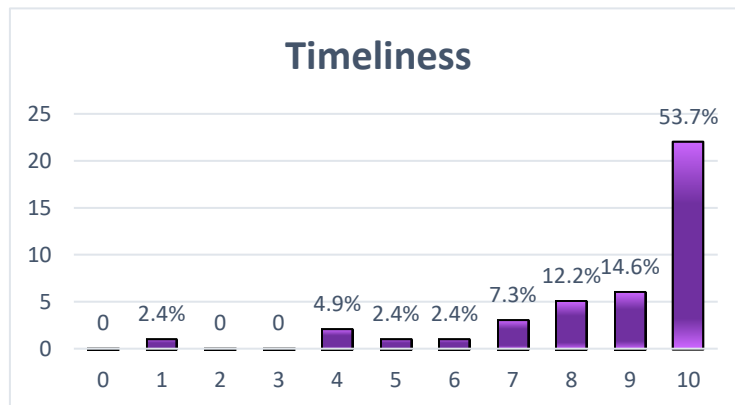


The efficiency results depict a decrease in excellence for the team, with there being a 12.09% drop in people scoring the team as excellent. It seems that customers are instead

rating the centre as “good” as there has been an 11.66% increase in customers scoring the team an 8. This may be attributed to the introduction of Topdesk, a new email application that the team started using in the summer. This train of thought is echoed in the customer’s feedback:

*“Get rid of top Desk it's a nightmare and just causes confusion when tracking works.”*

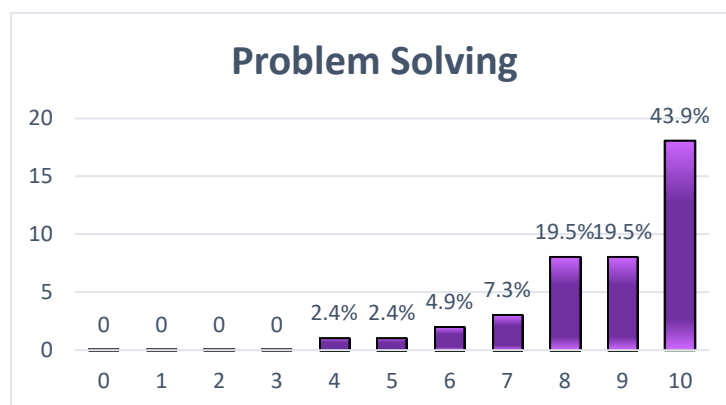
For 2022, the survey introduced a new question, focussing on timeliness to determine whether our speed of response was adequate.



The results show that 53.7% of customers believe that our response is excellent.

**Q4: How easy did we make it to solve your problem?**

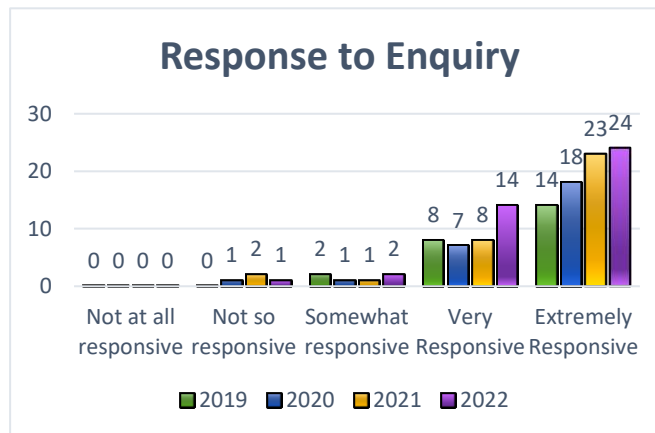
Another new question for 2022, the survey asked, “How easy did we make it to solve your problem?” in order to gain more insight into the customer journey.



The results demonstrate that customers find the process to be straightforward with 63.4% scoring 9’s and 10’s. Having said this, there may be some room for improvement as 36.5% are scoring below 8.

**Q5: How would you rate the following from Estates Customer Services?**

**Response to your enquiry:**



The results show a clear trend that the Customer Services Centre is improving in responding to customer’s enquiries. There is an almost double increase in the ‘very responsive’ scores compared to the previous year. We have also retained the high level of ‘extremely responsive’ scores, which has had a 71% increase since 2019.

**Q6: How could we improve our service?**

In addition to the quantitative questions, we also asked customers for their views on how we could improve the services provided. We received the following comments:

*“Better communication and visibility of status of works.”*

*“Get rid of top Desk it's a nightmare and just causes confusion when tracking works”*

*“Customer Services: the team are fantastic, and if they can't answer my query they either send me through to someone else or find another contact for me. They are always polite, helpful and provide excellent customer service!”*

*“My only time contacting estates was due to a fire door beeping continuously which was incredibly annoying and affecting everyone in the office. The response was polite and timely, however they said it would be several working days until maintenance could come and fix the beeping. I had to email again and push for this to be done sooner, which in fairness was done and only took a few minutes to fix.”*

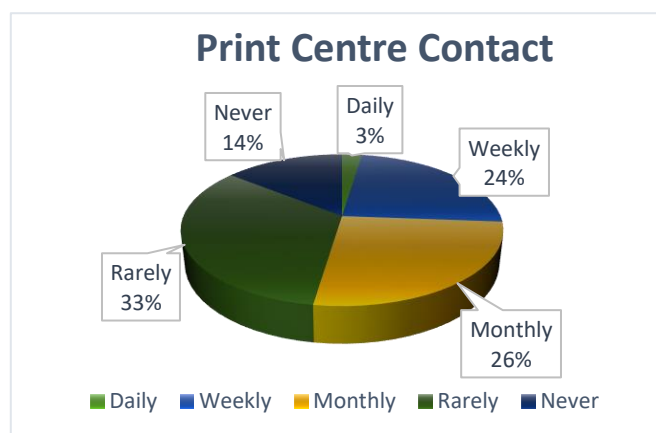
The comments illustrate that the initial response is excellent; however, where the service falls down is in the ability to keep sight of issues. As already mentioned, Topdesk may be a contributing factor to this issue. The final comment has also highlighted the notion that although the Centre has accurately prioritised a defect (in this case a beeping Dorgard), they had not identified the impact that the disruption was causing to the customer and other

members of staff. In this instance, it meant the customer felt the need to escalate the issue again, which may have caused them some annoyance and frustration. A way to improve this could be to hold problem-solving training exercises with the team so that they feel confident in recognising when a task needs escalating.

## 2.2 Print Centre

In addition to the Customer Service Centre, the survey also introduced a questionnaire for our Print Centre. The survey asked the following questions:

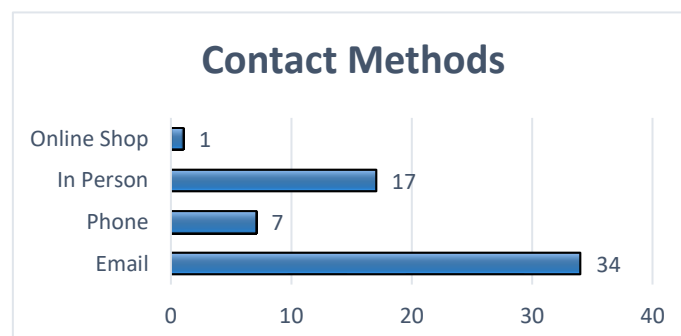
### Q1: How often have you contacted the Print Centre within the past year?



The results show that the majority of customers contact the centre on either a weekly or a monthly basis.

### Q2: How do you contact the Print Centre?

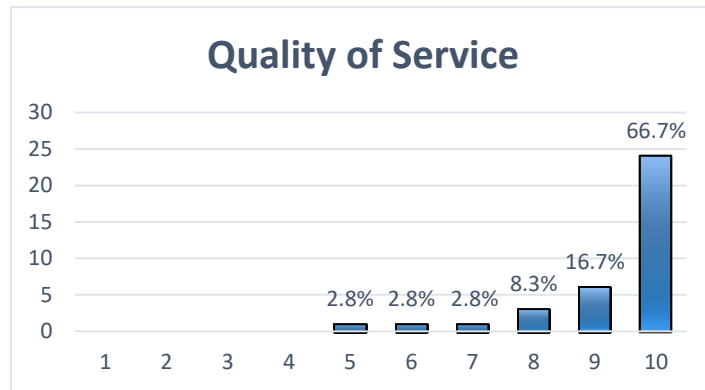
In order to gain insight into which methods are most popular for contacting the centre, we asked customers how they contact the team.



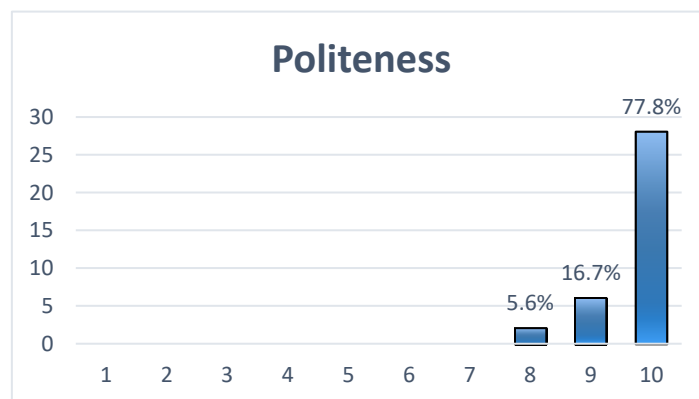
The report has shown that the preferred method by far is by email; however, customers are using all methods available. It must be noted however, that this survey has only been distributed to staff. Even though the chart states that there was only one response for the online shop, the reality may be very different as students and those who are used to using

web apps and online shopping, may be more inclined to use this method to interact with the service.

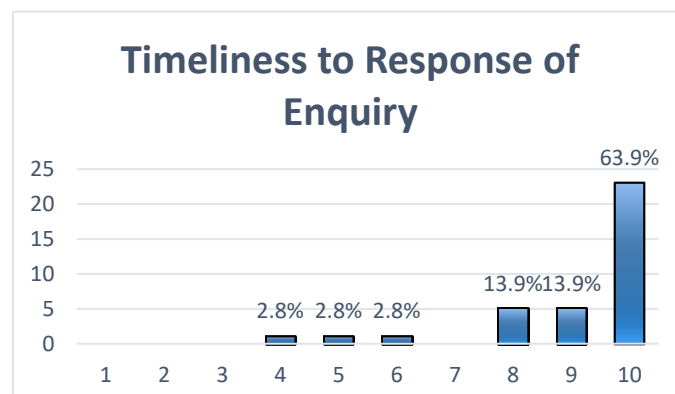
**Q3: How do you rate the following from the Print Centre team on a scale of 1 - 10, where 1 = extremely poor and 10 = excellent:**



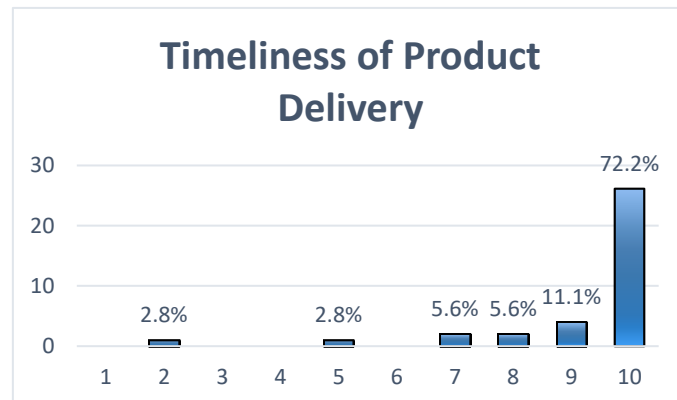
The survey has illustrated that 83.4% are promoters of the service and rate the quality of service to be very high. This has given an NPS score of 77.7, which is in the 'excellent' range.



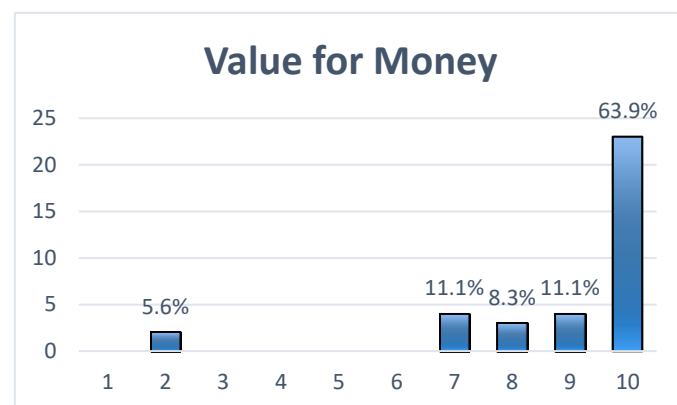
The politeness score demonstrates that customers are highly satisfied with the team's politeness, with 94.5% of customers scoring 9 and 10's. It also highlights the fact that there are no detracting scores (of six or less) in this question.



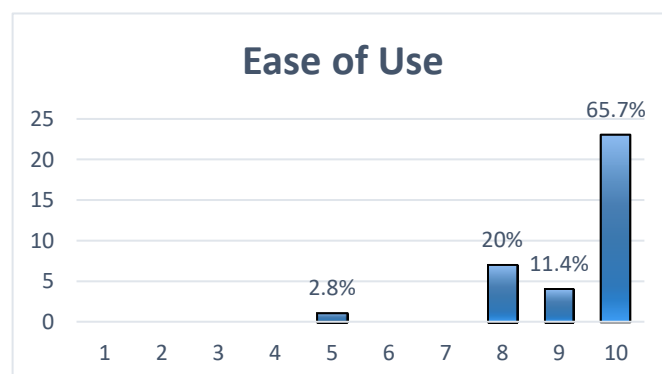
This chart shows that 77.8% of customers feel that the timeliness to their responses are excellent.



83.3% of the customers who responded scored 9 & 10's in this question, illustrating that they believe the timeliness of product delivery to be excellent.



This graph indicates that whilst 75% of the customers who responded believe that the Print Centre is value for money, 25% have scored it as good or less. This demonstrates that this may be an area that needs reviewing.





This chart illustrates that 77.4% of customers surveyed rate the Print Centre excellent when it comes to the ease to use and a further 20% rate it as very good.

**Q4: In your dealings with Customer Services and the Print Centre, do you feel that you have been treated fairly?**

There was a 100% response rate to the question of fair treatment and all of the customers responded with, "Yes".

**Q5: How could we improve our service?**

When asked how the Print Centre could improve their services, customers provided the following comments:

*"Ability to track jobs online, and view/reorder previous jobs in a few clicks."*

*"Not an improvement but just a note to say the design and print team have always been fantastic! They always manage to complete work on short time frames and go above and beyond to ensure our print materials arrive in time for our work with schools and colleges. Huge thank you for being so cooperative."*

*"The printing team deliver so much for us, often very last minute. The element I'd like to have more time to discuss are eco-options - if we can get more advice/longer term options for sourcing eco paper and dyes etc."*

*"Design and Print: the team, once again, are fantastic. They have been patient with me as I have learnt about the design element and have helped me out of a tight spot with extra quick turnaround recently, for which I am very grateful. They always set my expectations in terms of lead times (and often deliver quicker than expected), and I understand if there are delays due to them getting quotes from external companies. The only suggestion for improvements would be a little more information on the website about different types of paper (etc) that they offer, so that I don't have to keep asking them questions."*

*"It would be good to see alternative green/recycled options when ordering printed materials from the Print Centre. We order promotional products each year and we're not always aware there may be sustainable alternative options. In future, we would only be looking at sustainable printed materials."*

The comments highlight the team's efforts to provide an excellent service and the speedy turnaround of tasks are well received; however, customers are interested in discovering sustainable options. This may be an avenue the Print Centre wish to explore.

## **Summary:**

The survey was open for two weeks and received 44 responses. Overall, the survey has demonstrated that both teams are working effectively. The majority of customers have scored both teams as excellent in all areas surveyed; this confirms that they are achieving an excellent level of customer service.

Moreover, the survey also received the following comments that were non-centre specific:

*"Everyone has been extremely helpful, friendly and efficient"*

*"None. I was totally impressed with how my small query was dealt with. Thank you."*

*"Both areas provide a fantastic service - no changes needed!"*

*"None, due to the great level of service that you provide"*

*"Nothing - Both teams are always friendly and happy to help. Nothing is too big or too small."*

*"No, you all do a fantastic job!"*

*"No just carry on doing what you're doing. Very good service."*

*"No suggestions so far, I am extremely pleased with the prompt response that I have received from the customer services team and from the design and print centre. They always go well above and beyond to make sure that your request is delivered on time. A pleasure to do business with and I look forward to continuing using the design and print services. Well done and keep up the good work. Wishing you all the best."*

*"Not really, everything seems to run seamlessly in a professional manner."*

This feedback exemplifies the notion that both centres are working successfully and the majority of individuals feel that there is nothing more they could do to improve their service.

However, having said this, there are limitations with this survey. Unfortunately, it is only available for staff. This means that students and external customers are unable to provide their feedback in this format. This may skew the results that are received and therefore should be taken with some reservation.

In addition, not all people who responded to the survey are customers of both centres; this may mean that those surveyed may unfairly score the team that they are unfamiliar with.

## **Recommendations:**

Following a review of the responses provided, the resulting recommendations have been made:

**Customer Services:**

- *Customer Communication* - To evaluate the benefits of Topdesk and to investigate whether it suits a Customer Services environment.
- *Impact/ Resolution* – To carry out problem-solving exercises to instil the idea that some defects and issues may need to be escalated, despite a lower service level and to recognise the signs that a customer may display in these situations.

**Design and Print:**

- *Value for Money* – To carry out an in-depth review of the price list.
- *Sustainability* – To investigate eco-friendly printing options.