

# Brighton & Hove City Council

## Policy & Resources Committee

## Agenda Item 15

**Subject:** Customer Insight Annual Report 2021/2022

**Date of meeting:** 7 July 2022

**Report of:** Executive Director for Governance, People & Resources

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**Ward(s) affected:** All wards

**For general release**

### **1. Purpose of the report and policy context**

**1.1** Following on from approval of the Customer Experience Strategy at Policy & Resources Committee in 2019, this report has been written to help monitor performance against our Customer Promise, track progress towards our Customer Experience Vision and to provide information relating to customer interactions with the council. This performance is in the context of the Covid-19 pandemic.

**1.2** This report is compiled with support from the Customer Experience Steering Group, delivers key management information on customer contact and provides insights to council services on customer trends and perception. The report also includes information about the size of the customer base and transactional volumes for various services. Data presented in the report should be considered in that context.

**1.3** Our customers include everyone who lives, works, visits or does business in Brighton & Hove. Customers include those who need to interact with the council as well as those the council must interact with, such as where we have a duty of care.

**1.4** This report has been created to

- note the latest customer satisfaction and contact information
- share trend and data insights with services to support future service development
- share learning across the council and promote the One Council Approach

## **2. Recommendations**

**2.1** That the Committee notes the Customer Insight Annual Report for 2021/22 as set out in Appendix 1 and provides support and challenge to officers to further improve customer experience and customer satisfaction with the council.

## **3. Context and background information**

### **BACKGROUND**

**3.1.1** The Customer Experience Steering Group (CESG) works together to improve the customer experience, which in turn will improve customer satisfaction. This group consists of all key services across the council.

**3.1.2** The CESG has established a Customer Promise and a Customer Vision and an action plan to achieve the vision. This report brings together some of the information used to monitor progress against the key elements of this work.

### **SUMMARY**

**3.2.1** The average customer satisfaction with transactional council services in 2021/22 is 57% which has increased from 54% in 20/21. Although the survey methodology is different, the national benchmark has reduced to 56% compared to 68% last year.

**3.2.2** Digital is the most used method of contacting the council, 41% of overall contact is through email and 33% through online forms

**3.2.3** Compliments have increased by 4% compared to 2020/21

**3.2.4** The volume of Stage 1 complaints has increased by 55% compared to 2020/21, the number of Stage 1 complaints responded to within 10 working days has increased by 9% to 73% against the target of 80%.

**3.2.5** The report provides details of the actions that services are taking to improve the customer experience and highlights priority areas of focus within a wider customer experience review: making our Customer Service Centres more welcoming and accessible, exploring use of other community spaces with a view to improving accessibility and continual improvement of our digital offer.

## **4. Analysis and consideration of alternative options**

**4.1** Not applicable

## **5. Community engagement and consultation**

5.1 Engagement with customers and staff has informed data within this report. Results from this engagement, and from Customer Satisfaction surveys are outlined within.

## **6. Conclusion**

6.1 This report enables the council to

- Monitor progress of improvements to the Customer Experience
- Highlight areas for focus and share good practice
- Monitor and maximise investment in customer access improvements, such as digital service provision.

## **7. Financial implications**

7.1 Individual financial implications for services to further improve their performance will need to be considered as part of the budget setting process going forward.

Finance Officer Consulted: Peter Francis

## **8. Legal implications**

8.1 The proposals contained in the report are within the Council's powers to implement and will help the Council in discharging its function regarding the promotion of the economic, social and environmental wellbeing of the area. In addition to improving the customer experience, they will contribute to the achievement of the Council's duties under the Best Value Act 1999.

Lawyer Consulted: Abraham Ghebre-Ghiorghis Date:17/06/2022

## **9. Equalities implications**

**9.1.1** These results are taken from responses to the satisfaction survey provided through the corporate consultation portal and do not include results from independent surveys carried out within services. As such, the results presented as *average of all respondents* will differ to the data presented in overall satisfaction data.

**9.1.2** 68% (2,177) of respondents to the satisfaction survey agreed to provide equalities data out of a total 3,191 responses.

**9.1.3** The respondents who provided equalities data (2,177) were on average more satisfied (35%), than the average of all respondents; 30% (3,191).

**9.1.4** Respondents to the survey who identified as BME were on average 6% more satisfied (41%) with the level of customer service than

the average of all respondents who provided Equalities Monitoring information (35%)

**9.1.5** Respondents who identified as having their day-to-day activity limited due to health or a disability were on average 7% more satisfied with the level of customer service (42%) than the average of all respondents who provided Equalities Monitoring information (35%)

**9.1.6** Respondents who are age 16 to 49 were on average 8% less satisfied (27%) than the average of all respondents who provided Equalities Monitoring information (35%)

**9.1.7** Respondents who are aged 50 years or older were on average 4% more satisfied (39%) than the average of all respondents who provided Equalities Monitoring information (35%)

The importance of understanding equalities implications is a core part of the awareness raising sessions designed for the Customer Experience Ambassadors across the council and forms part of the mandatory Customer Experience induction sessions

## **Supporting Documentation**

### **Appendices**

1. Customer Insight Report 2021/22