



Bringing people and technology together

Building a Better Council Customer Experience

2022

A NATIONAL
BENCHMARKING
REPORT

PREPARED FOR

Free Edition



Customer experience matters

There are many interactions between residents, businesses, and governments daily with the contact centres answering these via a number of mediums, email, phone, and Facebook.

Every day the number of these interactions are significant, so having a well set up and functioning contact centre is essential.

Apart from the website interactions, the contact centres are the main way to answer questions and provide information.

There are new ways being introduced to interact with councils now and in the future.



Key findings

What's working?

97%

97% of councils have an easy to find Facebook page

90%

90% of email responses were polite in nature

90%

90% of CSRs were polite and courteous

81%

81% of CSRs greeted their callers with a clear and welcoming greeting

80%

80% of CSRs had good conversational skills throughout the call

80%

23 of 80 organisations surveyed were above 80% score

75%

75% of CSRs thanked the caller for calling

What's not working?

64%

64% of CSRs did not prompt other information sources

42%

42% of CSRs did not volunteer any other information after understanding request

42%

42% of calls were not handled effectively and efficiently with expectation being met

35%

35% of CSRs provided the 'WOW' service during the interaction

30%

30% of CSRs did not demonstrate confidence and knowledge

26%

26% of email responses did not provide a satisfactory solution to enquiry

Methodology

The survey information was collected by the following:

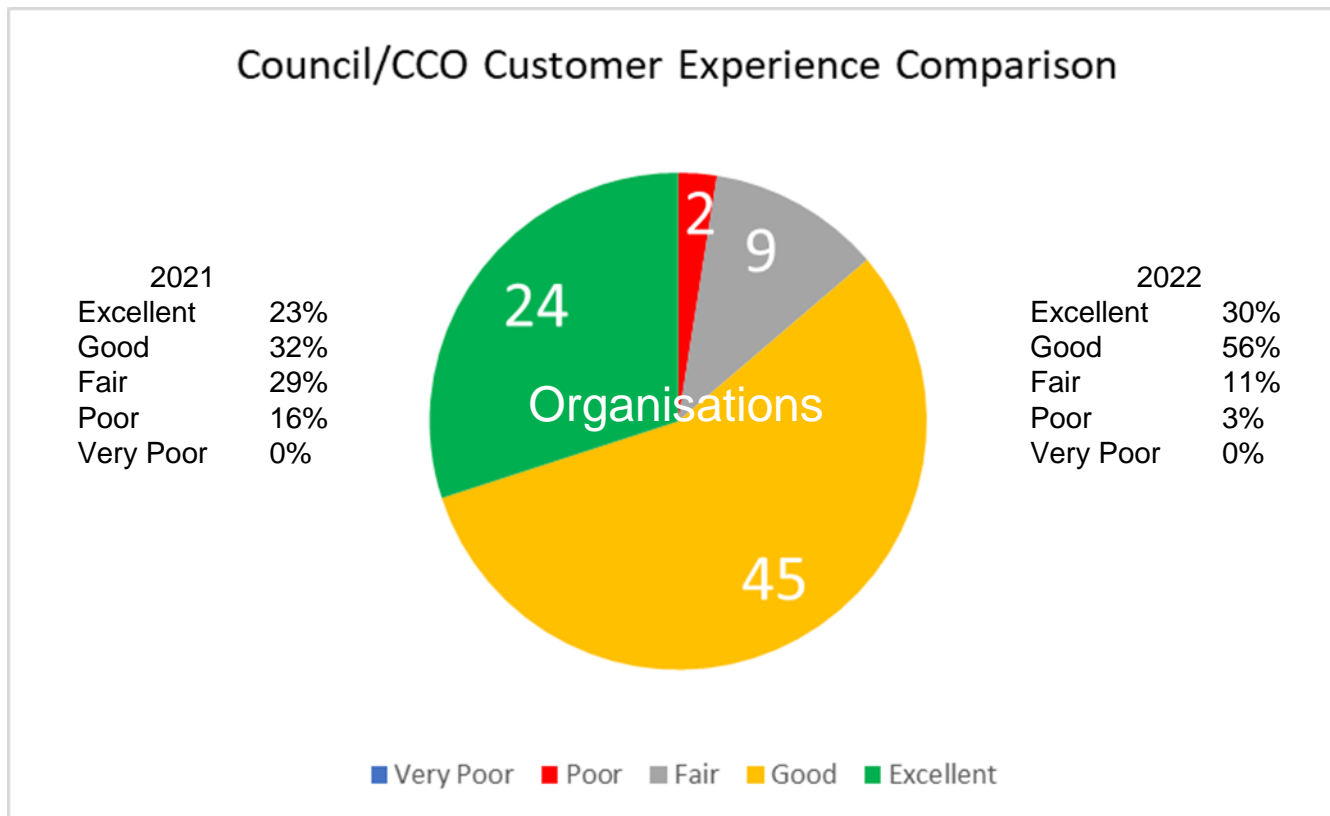
Phone interaction – Three phone calls to main contact number; one in morning, one at lunch time and one in the afternoon. These calls were scored for responsiveness, greeting, conversation, information and knowledge, closing and call efficiency.

Email interaction – There were two email enquiries sent to the main email contact address.

Facebook interaction – There were two Facebook post enquiries made via the main Facebook site.



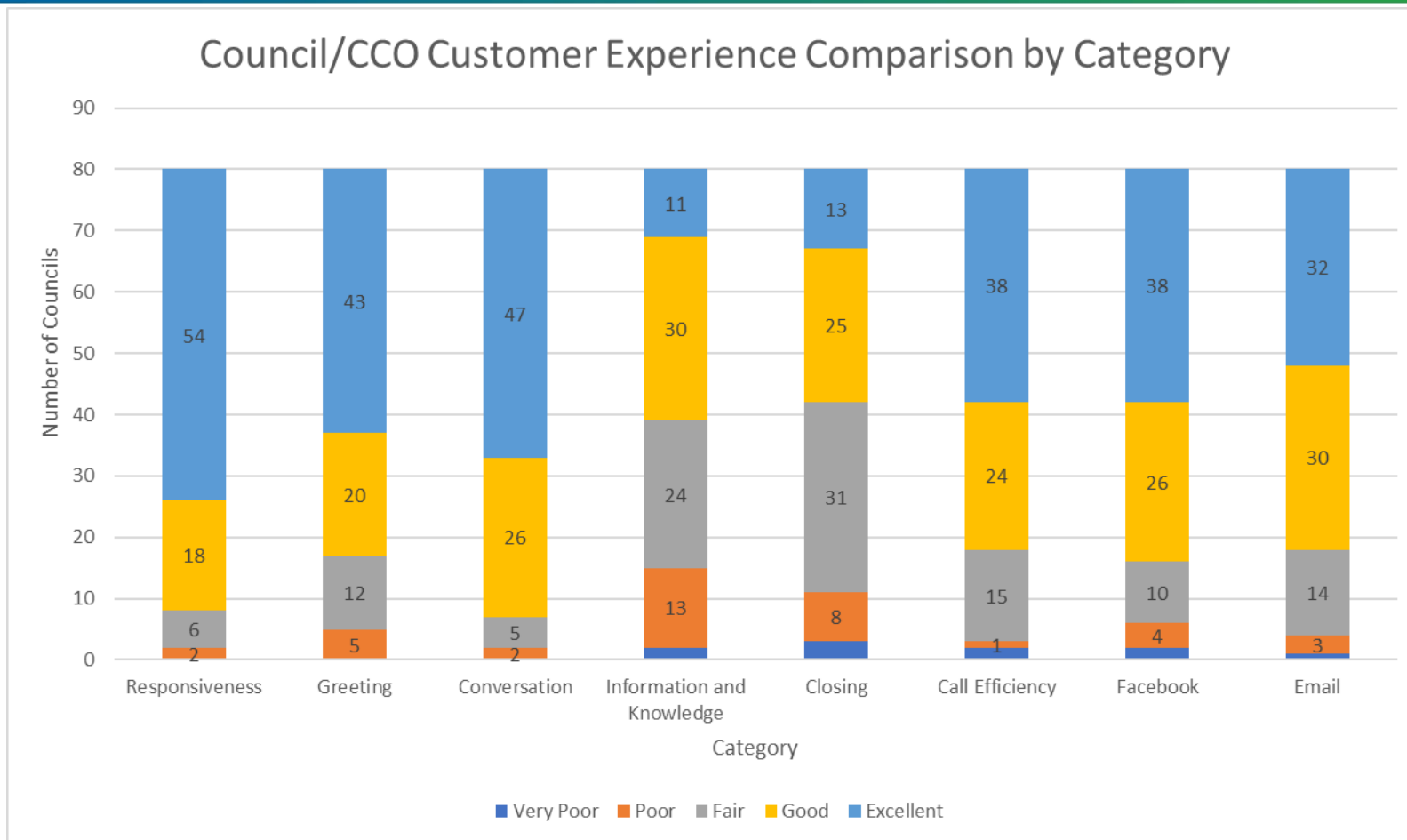
Overall summary



Observations

Of the 78 councils and two CCOs, 30% of organisations delivered an excellent customer experience, 56% delivered a good customer experience, 11% delivered a fair customer experience, and 3% delivered a poor customer experience. *This year 14% of organisations delivered a less than ideal customer experience. This is an improvement on the last survey where 45% of organisations delivered a less than ideal customer experience.*

Summary by category



Observations

Only 14% of organisations delivered excellent level of customer service across all categories. Top Customer service categories of: responsiveness, conversation, and greeting were 67%, 59%, 54% respectively for customer service. Electronic interaction with organisations had an 80% good or excellent customer satisfaction level for Email and Facebook. *There is some room for improvement for all categories.*

Summary by category

Responsiveness - 77% of councils have an automated caller message, with 70% being clear and informative, there is 3% that have poor messages.

Greeting - 81% of CSRs greeted callers in a clear and welcoming manner. 10% of CSRs were not particularly warm or welcoming in their greeting.

Conversation - 80% of councils were able to maintain relevant conversation by CSRs.

Information and Knowledge - 57% of CSRs were able to meet the callers' needs. 25% of CSRs did not demonstrate a good level of knowledge about council activities.

Closing - 44% of CSRs checked they had given satisfactory answers to the caller. 58% did not check.

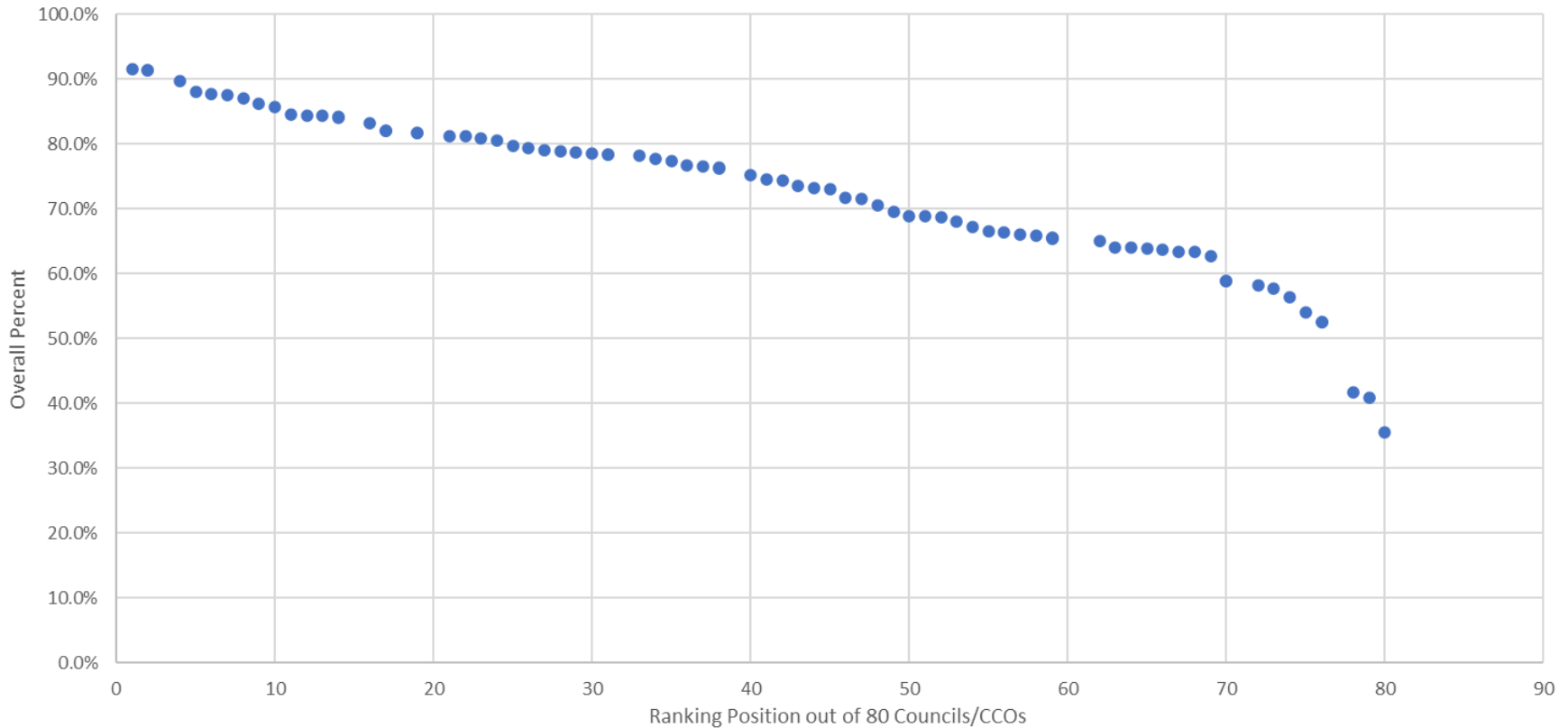
Call Efficiency - 58% of CSRs are efficient at taking calls while 32% are managing.

Facebook - 62% of Facebook interactions were at an excellent level, 6% of Facebook interactions were very poor level.

Email - 71% of email interactions were at an excellent level, 16% being at a good level, 13% poor or unresponsive.

Rankings

Summary Customer Experience - All Councils/CCOs by Ranking



Observations

All councils/CCOs are spread between 92% and 35%

National Findings – Email channel

- **160 email interactions were undertaken across NZ Councils in this mystery shop using the email channel (142 in 2021)**
- **Response times**
 - 52 messages were responded to in less than 1 hour (43 in 2021)
 - 56 messages took Councils more than 8 hours to respond (43 in 2021)
 - 9 messages were never responded to (15 in 2021)
- **Friendly response**
 - 85% were rated as friendly responses (89% in 2021)
 - 15% were rated as “not – friendly” responses (11% in 2021)
- **Informative Response**
 - 84% were Informative (74% in 2021)
 - 16% were not! (26% in 2011)

National Findings – Email channel

- **Quality of Answer Rating**

- 72% Excellent and Informative (57% in 2021)
- 15% were average (24% in 2021)
- 5% Poor (11% in 2021)
- 8% non-responsive (8% in 2021)

- **Satisfactory Solution**

- 74% expectation fully met (56% in 2021)
- 14% partially met (25% in 2021)
- 12% not met (19% in 2021)

- **Auto- acknowledgement?**

- 63% Yes received an auto-acknowledgement (61% in 2021)
- 37% did not!! (39% in 2021)

- **Observations:**

- **An auto acknowledgement is better than no response**
– suggest turn on auto-acknowledgement for all emails
- **Check your process for receiving and responding to emails**
as 8% (no response) is not the statistic for the sector, no movement since last survey
- **Review quality of answers as 28% not meeting expectations,**

National Findings – Facebook channel

- **Did you receive an auto-acknowledgement when sending a message?**
 - 65% Yes (58% IN 2021)
 - 35% No (42% IN 2021)
- **How responsive were we?**
 - 42% of messages were responded to in less than 1 hour (41% IN 2021)
 - 17% of messages took Councils more than 8 hours to respond (14% IN 2021)
 - 6% of messages were never responded to (11% IN 2021)
- **Was the response friendly?**
 - 86% yes (86% IN 2021)
 - 14% no (14% IN 2021)

National Findings – Facebook channel

- **Was the response informative?**
 - 80% Yes (73% IN 2021)
 - 20% No (27% IN 2021)
- **Quality of answer?**
 - 62% Excellent (46% IN 2021)
 - 23% Average
 - 6% Poor (10% IN 2021)
 - 9% Non- responsive (10% IN 2021)
- **Satisfactory solution provided?**
 - 65% yes (41% IN 2021)
 - 23% partially met expectations (36% IN 2021)
 - 12% did not meet expectations (23% IN 2021)
 -
- **Observations:**
 - **An auto acknowledgement is better than no response – suggest turn on auto-acknowledgement for all facebook messages**
 - **While friendly responses, they were not always as informative as could be expected**
 - **More than 8 hours to respond requires attention**
 - **Attention to staff having access to good information to provide quality answers is needed**

National Findings – Voice channel – part 1

- **Good opening question?**

- 69% Yes (48% IN 2021)
- 31% No (52% IN 2021)

- **Enquiry escalated?**

- 88% No (92% IN 2021)
- 12% Yes (8% IN 2021)

- **Did CSR ask questions to understand enquiry and were they relevant?**

- 65% fully met expectation (50% IN 2021)
- 16% partially met (10% IN 2021)
- 19% not met (40% in 2021)

National Findings – Voice channel – part 1

- **Polite and Courteous?**

- 90% Yes (90% IN 2021)
- 7% Partially (8% IN 2021)
- 3% No (2% IN 2021)

- **Confident and Knowledgeable?**

- 69% Yes (75% IN 2021)
- 20% Partially (19% IN 2021)
- 11% No (6% IN 2021)

- **Customer Effort to obtain information?**

- 86% minimal customer effort (83% IN 2021)
- 14% a lot of effort required (17% IN 2021)

- **Observations:**

- 88% addressed at the first point of contact is a good indicator that CSRs have more access to information to address queries without needing to transfer the caller
- Skills to ask the right questions to gain understanding of enquiry could be improved
- Reducing the customer effort to gain answers should be reviewed

National Findings – Voice channel – part 2

- **Clear Explanations?**
 - 69% Fully (77% IN 2021)
 - 19% Partially (18% IN 2021)
 - 12% Not met (5% IN 2021)
- **CSR summarised information effectively?**
 - 68% Yes (76% IN 2021)
 - 15% Partially (8% IN 2021)
 - 17% Not met (16% in 2021)
- **Volunteer website info and show familiar with it?**
 - 37% Yes (37% IN 2021)
 - 8% Partially (8% IN 2021)
 - 55% No (55% in 2021)
- **Provided website address?**
 - 25% Yes (37% IN 2021)
 - 75% No (77% in 2021)
- **Satisfied with answers?**
 - 59% fully (68% IN 2021)
 - 19% partially (17% IN 2021)
 - 12% not met (15% IN 2021)
- **Observations:**
 - Ability to summarise information effectively needs attention in some Councils
 - In a digital age reminding customers of the website to access information would be good practice and
 - staff should be familiar with the website content
 - Work is required to improve the customer satisfaction with the answers given

National Findings – Voice channel – part 2

- **Provided website address?**

- 25% Yes (37% IN 2021)
- 75% No (77% in 2021)

- **Satisfied with answers?**

- 59% fully (68% IN 2021)
- 19% partially (17% IN 2021)
- 12% not met (15% IN 2021)

- **Observations:**

- Ability to summarise information effectively needs attention in some Councils
- In a digital age reminding customers of the website to access information would be good practice and
- staff should be familiar with the website content
- Work is required to improve the customer satisfaction with the answers given

National Findings – Voice channel – part 3

- **Did CSR ask if anything else they could help with?**
 - 44% yes (25% IN 2021)
 - 56% no (77% in 2021)
- **Did CSR thank caller for calling?**
 - 75% yes (78% IN 2021)
 - 25% no (23% in 2021)
- **Was the call handled efficiently and effectively?**
 - 58% Yes (70% IN 2021)
 - 32% Partially
 - 10% No (30% in 2021)
- **Observations:**
 - Good practice to ask if anything else today, but sense of wanting to end the call is coming through
 - Good practice to thank caller needs reviewing
 - Nearly 50% of callers felt the call was not handled efficiently which needs attention or staff training

Report options

Content	Free Version	Paid Version Complete
Overview	✓	✓
Key Findings	✓	✓
Methodology	✓	✓
Organisation Summary	✓	✓
Summary by Category	✓	✓
Category specific analysis graphs	✓	✓
Council/CCO ranking overview	✓	✓
Council/CCO ratings		✓
Council/CCO size percentiles		✓
Council/CCO category percentiles		✓
Council/CCO category quartiles		✓
Council/CCO specific summary dashboard		✓
Council/CCO specific Category summary dashboard		✓
Council/CCO improvement dashboard		✓
Council/CCO specific performance summary dashboard		✓
Council/CCO specific category years comparison graphs		✓
Council/CCO specific summary		✓
Raw survey data – Phone (incl researcher comments)		✓
Raw survey data – eMail (incl researcher comments)		✓
Raw survey data – Facebook (incl researcher comments)		✓
	Free	\$850 + GST

More information is available from the survey


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