

Customer Experience Strategy

Consultation Results



Introduction

The way customers access services from both the public and private sector has been changing rapidly for many years and this change has only been accelerated by the Covid-19 pandemic.

More and more customers prefer to engage by digital means with face-to-face contact dropping as a result. The demand for more advanced and improved digital services is growing but there continues to be some demand – often from the most vulnerable in our borough – to offer face-to-face support.

Prior to the pandemic, face-to-face Customer Services in Oadby & Wigston was based at our Customer Service Centre in Bell Street, Wigston. This offered a reactive drop-in service handling all types of council enquiries but has now closed as operating it became unsustainable. Since the pandemic our service has transferred to telephony/online channels.

In spring 2023, Oadby & Wigston Borough Council will relocate its primary offices to Brocks Hill Country Park, Oadby. The borough council sees this as an ideal opportunity to re-evaluate our customer service offering and develop a new Customer Experience Strategy, which will be reviewed on an annual basis.

The Customer Experience Consultation was carried out with residents, businesses and key stakeholders between 2 November 2022 - 23 December 2022.

Promotion of the consultation was done in a variety of ways:

- Article in the Leicester Mercury
- Via OWBC website
- Via email newsletters to businesses, tenants, residents and key stakeholders
- Via the Council social media channels
- Promotion message placed on main Council phone line
- Paper survey boxes placed in Council sheltered schemes
- Article in "Our Borough" paper leaflet
- Via Community & Wellbeing Team promotion to all their different community groups

In addition to the normal promotion methods, to encourage participation and to try and hear as many different voices as possible the team went out into the community and spoke to people face to face in a variety of ways:

- Attended Senior Citizen Group meeting
- Attended Residents' Forums
- Attended Tenants' Forums
- Attend Hub Club Community Café
- Attend Seated Activity group
- Student Engagement Session at NWSLC Wigston Campus
- Face to Face pop up events at:
 - Oadby – The Parade
 - Wigston – Bell Street
 - South Wigston Baby Road Park



Council Offices: Station Road, Wigston, Leicestershire LE18 2DR

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The results of the surveys are as follows:

Number of surveys completed



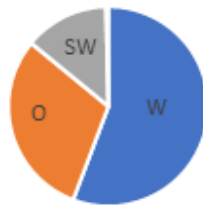
343

Customer Group



Resident	312
Business	5
Stakeholder	3
Councillors	3
Visitors	3
Not Specified	4

Area



Wigston	183
Oadby	99
South Wigston	45
Not in Borough	16

Other Demographics

Age

Under 16	1
16 - 18	3
19 - 24	5
25 - 35	19
36 - 44	24
45 - 54	41
55 - 64	51
65 - 74	91
75 and over	87
Prefer not to say	21

Disability/Health Issue

Yes	119
No	184
Prefer not to say	40

Ethnicity

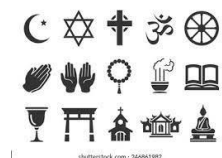
White	262
Asian	28
Mixed	4
Black	2
Other	7
Prefer not to say	40

Sexual Orientation

Heterosexual	258
Lesbian/Gay	2
Bisexual	9
Other	3
Prefer not to say	71

Religion

Christian	157	Agnostic	1
Hindu	12	Evangelistic	1
Muslim	9	Jain	1
Sikh	4	Jewish	1
Pagan	4	Mother Earth	1
Catholic	3	No Religion	98
Buddhist	3	Prefer not to say	46
Spiritualist	2		



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Typical contact method prior to Covid 19 Pandemic

	Face to face only	72
	Telephone only	60
	Online only	18
	Email only	3
	F2F & other channels	104
	Telephone, online, email	52
	Did not contact prior	34

Reason for contact method

	Convenience	45
	Ease of Use	96
	Preferred way to contact	70
	Need	4
	Varies depending on enq	14
	No answer given	80
	Did not contact prior	34

Access to the internet at home



Yes	291
No	42
Someone access for me	10

Prior to Covid 19 did you ever visit the Bell Street office?



Yes	200
No	143

Have you contacted Customer Services since face to face services were suspended?



Yes	199
No	144

How did you make contact?



Telephone only	73
Online only	20
Telephone, online & email	106

How was your experience?



Excellent/Good	56
Satisfactory	54
Not satisfactory	28
No comments made	20
Website feedback	29
General comments	12

How important to you would the introduction of face-to-face appointments be?

Very important - I would use this service	159 (91 W) (44 O) (18 SW) (6 not in borough)	Positive Indicator 88%
I might not use this myself but it is a good idea for others	143 (75 W) (40 O) 20 SW) (8 not in borough)	
Not important - I am unlikely to use this service	41 (17 W) (15 O) (7 SW) (2 not in borough)	

How important to you would the introduction of webchat be?

Very important - I would use this service	84 (39 W) (24 O) (13 SW) (8 not in borough)	Positive Indicator 56%
I might not use this myself but it is a good idea for others	107 (59 W) (33 O) (10 SW) (5 not in borough)	
Not important - I am unlikely to use this service	152 (86 W) (41 O) (22 SW) (3 not in borough)	

How important to you would the introduction of virtual appointments be?

Very important - I would use this service	70 (31 W) (25 O) (8 SW) (6 not in borough)	Positive Indicator 60%
I might not use this myself but it is a good idea for others	136 (77 W) (38 O) (15 SW) (6 not in borough)	
Not important - I am unlikely to use this service	137 (75 W) (36 O) (22 SW) (4 not in borough)	

How important to you would the introduction a reception point at our new offices at Brocks Hill Country Park be?

Very important - I would use this service	187 (90 W) (68 O) (20 SW) (9 not in borough)	Positive Indicator 83%
I might not use this myself but it is a good idea for others	99 (61 W) (23 O) (11 SW) (4 not in borough)	
Not important - I am unlikely to use this service	57 (32 W) (8 O) (14 SW) (3 not in borough)	

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Would you use home appointments?



Yes	139
No	204

Yes to home appt breakdown (139)

105 of the 139 people answering yes were age 55 or older

71 of the 139 people answering yes had a health condition or disability

Have you visited our website in the last 12 months?



Yes	241
No	96
Don't know	6

Website satisfaction



Very satisfied	44
Fairly satisfactory	97
Neither satisfied or dissatisfied	58
Fairly dissatisfied	31
Very dissatisfied	11
No answer	102

Reason for using website

- To get information or advice (for example: waste collection, local events etc) 205
- To comment on a consultation/planning application 76
- To report a problem 55
- To make a payment (for example: Council Tax, business rates, rent) 53
- To apply for a service 51
- To find out about your councillor/s 46
- To view committee agendas, minutes and reports 40
- To make a booking (for example: bulky waste collection, hiring a sports pitch) 32
- To make a compliment/comment/suggestion about the council 27
- To apply for a benefit (for example: housing, Council Tax discount or exemption) 13
- To make a complaint about the council 10

Website Improvement Feedback

The council received a huge variety of comments which have been grouped into appropriate categories:

- Simplify/uncomplicate/improve navigation/improve search facility 39
- Out of date information/old documentation/needs updating 13
- Received no response after online contact 6
- Improve/expand community wide content 3
- Payments complicated/issue 4
- Create webchat 1