

PERFORMANCE SCRUTINY PANEL – 20TH NOVEMBER 2018

Report of the Head of Strategic Support Lead Member: Councillor Morgan

ITEM 9 SATISFACTION SURVEYS: WEBSITE

Purpose of report

At the meeting on 21st August 2018, the Panel requested a further report to consider the number of responses in relation to the number of hits on the website, why the number of customers surveyed was low, the kinds of complaints received and what could be done to improve the percentage of customers surveyed.

Update

Satisfaction levels from website user feedback in Quarter 2 were 43% which was a decrease from 48% in the previous quarter (the target is 52%). However, this was anticipated due to the launch of the new website on 1st August, and it was expected that the change was likely to generate some negativity in the short term.

In Quarter 2 the number of Govmetric website ratings (using the 'smiley faces') increased dramatically with 974 ratings received, compared with 248 in the previous quarter (a 292% increase); the monthly breakdown being 65 in July; 482 in August; and 427 in September.

The increase in responses is because as part of the launch of the new website we changed the position of the 'smiley faces' to make them more prominent, and amended them from being a "pop-up" (appearing at the side or corner of a screen) to a static box which is larger and appears under the content on every page.

A new set of website survey questions were finalised in Quarter 2 with the aim of keeping the customer more focussed on giving feedback on the website itself, rather than a range of other service related issues. The new survey questions went live in October 2018.

Users who give a rating using the 'smiley faces' are also asked for feedback comments to justify their ratings, and a summary of these will be circulated at the Panel meeting.

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