



Service Experience Audit 2017/18 report

The Service Experience audit took place between December 2017 and January 2018. Six volunteers, from the group's SFE programme gave their time to take part in this year's audit which saw services audited by phone call, website, email and in person.

Volunteers attended two training sessions where they contributed to the development of questions, found out more about data collection and how the audit process works. Feedback from volunteers included:

"I learned some new skills I can put on my CV like carrying out the audit and thinking about how services should be treating their customers."

"The experience of doing an audit - I don't think I really knew what it meant before. Good to know Big Life care about what people think and want to give volunteers these opportunities."

29 services were audited by either phone, email, website or visit. Some services were audited by all methods and some by just a few.

Following feedback at CSGB about relatively low levels of complaints reported, this year's audit also focussed on the experience people have when trying to make a complaint.

This report provides an overview of the Service Experience Audit findings and makes recommendations that are applicable across the group. Each service should read its own feedback and put a plan in place to address this. A SEA report for each service is saved in: I/Group Information /Research/Service Experience Audit

Summary Findings

Website audits

20 Website audits were carried out for services in the group. All volunteers found services by searching on google.

- 65% of people rated their experience using websites as positive
- 70% of services searched for appeared at the top of google's listings
- 80% of people felt websites were easy to navigate
- 75% of people thought the websites provided easy to understand information about a service
- 75% thought information was accurate, 85% thought it informative
- Volunteers could find phone numbers on 90% of sites, service addresses on 85% and email addresses on 45%.
- Nearly half (47%) of people who made an enquiry on a website did not get a response.
- Of the 50% of website queries that did get a response, 89% got it on the same day and 11% within 2 days
- Only a quarter of people who got a response believed it was adequate.

Overview

Most people found the group's websites easy to find, accessible and easy to use. There was feedback specific to some services about news not being very up to date and lots of positive suggestions for improvements which are captured in the individual service feedback at the end of this document. People found the contact sections of websites confusing if the 'contact us' address took them away from the site they were on to a different site/page or showed an email address not relevant to the service they were accessing. One volunteer suggested having a general email for all complaints within a service/the group.

Recommendations

- Use videos more often to help people who don't speak English as a first language get a better ideas of what services do.
- Use more videos on social media to build reach.
- Ensure phone numbers, service addresses and email addresses visible on 100% of sites
- Review email addresses used for 'contact us' for every service.

- Add an 'Our team' section with images of staff to help people who may feel anxious/nervous about accessing a service to feel more at ease on their first visit .

Email Experiences

People sent emails either directly from websites (through the contact us section) or directly to an email address they sourced after phoning up a service, or found online.

- 56% of people felt their email experience was first class
- 67% of people found an email address to contact a service though
- 62% of the people who sent an email got a response within 1 day , 38% got no response
- Of those who received a reply, half thought the response gave them all the information they required, a quarter got some information, and a quarter thought the email provided no information.
- 71% found the response they received easy to understand and 86% felt they knew what they needed to do next.
- If the service couldn't provide the information a volunteer required, 50% felt they were signposted to someone /a service who could
- It would be more helpful to have an email address for each service. Members of staff would find emails from enquirers easier to filter and respond quicker to.

Overview

A third of people who sent an email enquiry did not get a response within the period of the audit – the audit sample was small and it is concerning that if this response rate applied to all enquiries which the group received, there are potentially high numbers of people either not getting a response at all, or having to wait long periods of time to get a response. Only half the people who received a response thought it was adequate which is again disappointing.

Recommendations

- Review all contact us email addresses quarterly and ensure the staff member who receive them are still in post.
- Check if there is a process in place to ensure enquiries sent to specific email addresses are picked up in a staff members absence
- Agree a timescale within which enquiries should be responded to (even if a holding response is issued)
- Quality check responses issued from contact us/generic email addresses as part of group wide audit process and more frequently than once a year.

Visits

- 83% of volunteers rated their visits as first class.
- 57% of volunteers said buildings were easy to find, with 80% finding directions on websites that were easy to follow.
- 83% felt welcome on arrival
- 50% felt comfortable entering the building, 33% felt somewhat comfortable
- 85% said buildings were pleasant
- 83% of people got to speak to someone within a reasonable time, and 100% of people were satisfied with the answers to their enquiries and felt staff were polite and welcomed their enquiry
- Only 20% of people were asked if they wanted information about other services/or if they were interested in volunteering
- In 80% of sites noticeboards were visible and contained a variety of information about services, 50% of people felt the information was useful.
- Nobody visiting any site could see information about how to make a complaint/comment about a service
- 75% thought visitors were treated as people and not problems

Overview

Overall people felt welcome in buildings and received a first class service. There were a couple of buildings where people didn't have entirely positive experiences when they tried to gain access due to a lack of clarity around opening hours and services being located in buildings with other services.

Recommendations

- Action specific feedback about any issues accessing buildings

Phone calls

All phone calls asked services how to make a complaint. Data captured around complaints is detailed in the complaints section.

- 100% of calls made were answered
- 47% of people rated their phone call as first class
- People found it easy to locate phone numbers for 85% of services

- 89% felt their call was answered in a reasonable time and was polite
- 63% felt that appropriate information was given when answering the phone (name of service, person's name etc.) and 84% felt people answering calls were easy to understand
- 50% of the volunteers who don't speak English as a first language felt that staff spoke clearly and at a pace that was understandable
- Only 33% of people were fully satisfied with the information given, 50% were somewhat satisfied
- 54% of people were signposted elsewhere for further information

Overview

The experience volunteers had when making phone calls was mixed with some people reporting first class customer service (47%), with polite friendly and helpful staff and others reporting a lack of confidence and knowledge. Every phone call asked a staff member how to complain – it is possible that staff answering calls were unclear themselves of the complaints process as only 31% informed volunteers of the process.

Recommendations

- All services to think about the types of general enquiry calls people make, draft FAQs and share with any staff answering calls

Complaints

- 17 people made phone calls to find out about different service's complaints processes, and a number of queries about how to complain were also made by email .
- Volunteers searched each website and only 1 person said they could find information about how to make a complaint.
- 71% rated their experience of making a complaint as first class
- Only 31% of people were informed that there was a complaints process/policy and only 6% were offered a copy of this.
- 7% of people were given information immediately about how to make a complaint, 93% were signposted to another member of staff/email address
- Volunteers could find out how to make a complaint on only 9% of websites
- No-one could see information about how to complain when they visited services.

Overview

Whilst only 31% of people were informed there was a complaints policy and the majority of people were signposted on to another staff member/given an email address, 71% of volunteers still rated the experience as first class. Despite not getting immediate answers, Volunteers felt that people were polite and helpful.

Recommendations

- Poster about feedback/comments/complaints to be designed
- Information (poster) about how to complain/comment to be displayed in each centre
- All websites to be updated to include clear information about how to make a complaint/give feedback
- Consider general complaints/feedback@email address
- Communication to ensure all staff know the groups complaints process/what to do if someone says they want to make a complaint
- Communication to emphasise importance of complaints in improving what we do through continuous learning and continuing to be first class

SEA recommendations 2018/19

- Choosing a theme, such as complaints, worked well and ensures we continue to seek feedback on areas of importance alongside general customer satisfaction feedback
- The sample was small – each service was audited by one of two people and so feedback is a snapshot of that one person's experience and may not be reflective of the general experience people are getting. It would be great to recruit more volunteers who provide service feedback throughout the year on the experiences that they think are important alongside those we, as a group identify.
- Do the audit over a longer period of time so volunteers who have other commitments can take part around other commitments (e.g. childcare)
- Ensure actions identified which require auditing (responses to contact us email addresses) are fed into group audit process