



## Service Delivery Strategy: Building in Customer Feedback

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# Customer Survey

- Online survey, 27<sup>th</sup> June – 7<sup>th</sup> July 2017
- 904 respondents, from “Your Dublin, Your Voice” opinion panel
- 25% response rate
- Global margin of error = +/- 3.3%
- Robust panel in existence since 2010, recruitment through various channels
- Views sought on:
  - Customer Service
  - Service Delivery
  - Contact Channels
  - Communication

# Customer Survey - Key Messages

- ✓ 82% - staff professional & courteous
- ✓ 64% - happy with service quality
- ✓ 80% - service received was as expected or better than expected
- ✓ 75% - happy with choice of contact channels
- ✓ Highest satisfaction with transactional services

## Improvements needed:

- Navigation of services
- Updates & communication on service requests
- Faster service response
- Greater use of technology & online services
- Communication & awareness



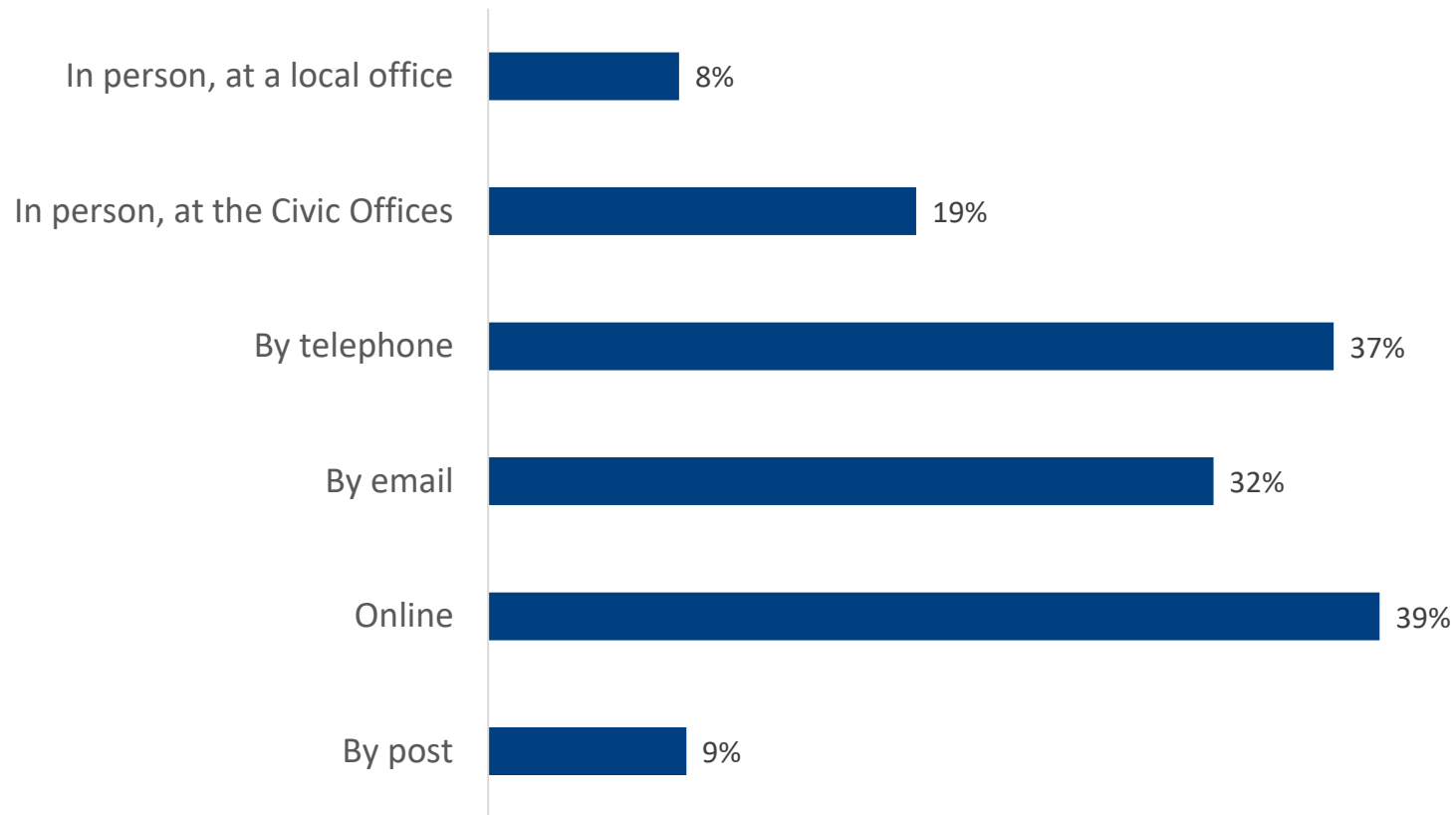
# Annual Service Delivery Plan 2018

- ✓ Service resolution/response times
- ✓ Updates/communications
- ✓ Performance measures
- ✓ Customer responsibilities & service constraints
- ✓ Proposed service improvements
- ✓ Contact channels

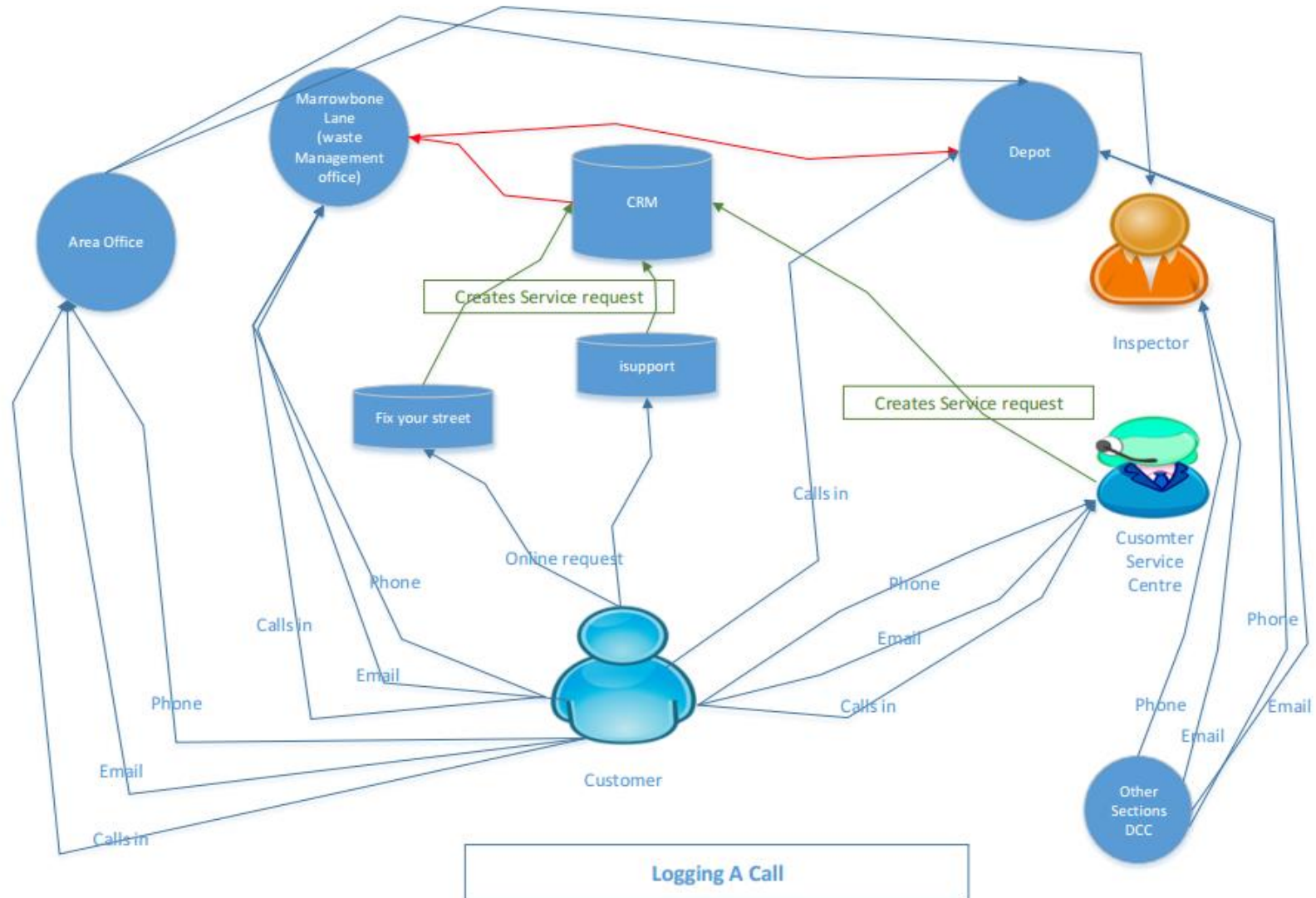
Response to Service Requests	
<i>Resolution timeframe</i>	Repairs to be carried out within 5 working days after receipt of a street light fault being reported by a customer
<i>Service Availability</i>	Monday to Friday 9am – 5pm. A call out system is in place to ensure that essential public lighting is available 24 hours a day 365 days a year. Customers can report an urgent issue through the Emergency After Hours number.
<i>Updates &amp; Communications</i>	The service request is managed through Confirm and a unique number is generated. In the majority of cases if the repair cannot be fixed within 5 working days, the customer will be informed of the delay and the reason why. Alternatively, the customer can email <a href="mailto:lighting@dublincity.ie">lighting@dublincity.ie</a> and an update will be provided.

# Channel Management

In the past 12 months, have you been in contact with Dublin City Council in any of the following ways:



# Channel Management



## Next steps

- Channel Management Strategy
- Annual Service Delivery Plan performance monitoring
- Online Service Request system improvements
- Regular customer feedback:
  - Online complaint form
  - Suggestion cards
  - Kiosks
  - Future surveys