



**Communications, Marketing and
Design Team
Internal Satisfaction Survey
2016**

FINAL

**Report prepared by Debbie Whitehead
Customer Service & Improvement
9th November 2016**

Contents

Section	Page
1 Background	1
2 Sample size and response rate	1
3 Executive summary	2 - 5
4 Action plan	6
5 Responses to open ended questions	7- 8
6 Copy of the questionnaire	9 - 11

Communications, Marketing and Design Team Internal Satisfaction Survey 2016

1 Background

Between the 24th October and 4th November 2016 the Communications, Marketing and Design Team conducted an on-line satisfaction survey for their service which includes communications (press enquiries and news releases, residents' magazine/newspaper and internal communications) , digital media (including website, intranet, social media platforms), marketing (sponsorship, advertising and specific service campaigns) and design and print. The team provides this service to both North East Derbyshire and Bolsover District Councils therefore the survey was conducted, and reported on, jointly.

People identified as using any part of the service in the last year were invited to take part. This sample included Joint Officers.

2 Sample Size and Response rate

The survey was e-mailed to 71 people on the 21st October, a reminder was sent on 2nd November and 20 completed questionnaires were received in total by the closing date of 4th November. The final response rate was 28%.

Figures within this report are shown in percentages for consistency with the suite of satisfaction survey reports. It should be remembered, however, that the base for these results is small at 20 respondents. However, information from internal satisfaction surveys gives an indication of satisfaction and some qualitative feedback, both of which present internal service providers with information to help shape future improvements.

The percentages throughout the report may not always add to 100% due to rounding.

3. Executive Summary

Customer Service

- 100% (20 people) agreed that you are polite and friendly.
- 90% (18 people) agreed you are helpful.
- 85%* (17 people) agreed that they can contact you easily when they need to.
- 80%* (16 people) agreed that you inform them about your services, who to contact and how.

Service Delivery

- 100% (20 people) agreed you act professionally at all times.
- 95% (19 people) agreed you respond quickly to their queries.
- 95% (19 people) agreed that you produce good quality work.
- 90% (18 people) agreed your staff have the right knowledge and skills to provide your service.
- 90% (18 people) agreed you communicate clearly.
- 85%* (17 people) agreed that you are reliable.
- 80%* (16 people) agreed that you keep them informed of the actions you take.
- 75%* (15 people) agreed that you handle problems well.

There is relatively high agreement across all 12 statements.

The average percentage of people who agreed across the 12 statements was 88.75%. Anything with a percentage score of less than this falls below the average - these have been highlighted with an asterisk:

“You can contact our service easily when you need to”

“We are reliable”

“We keep you informed of actions we take”

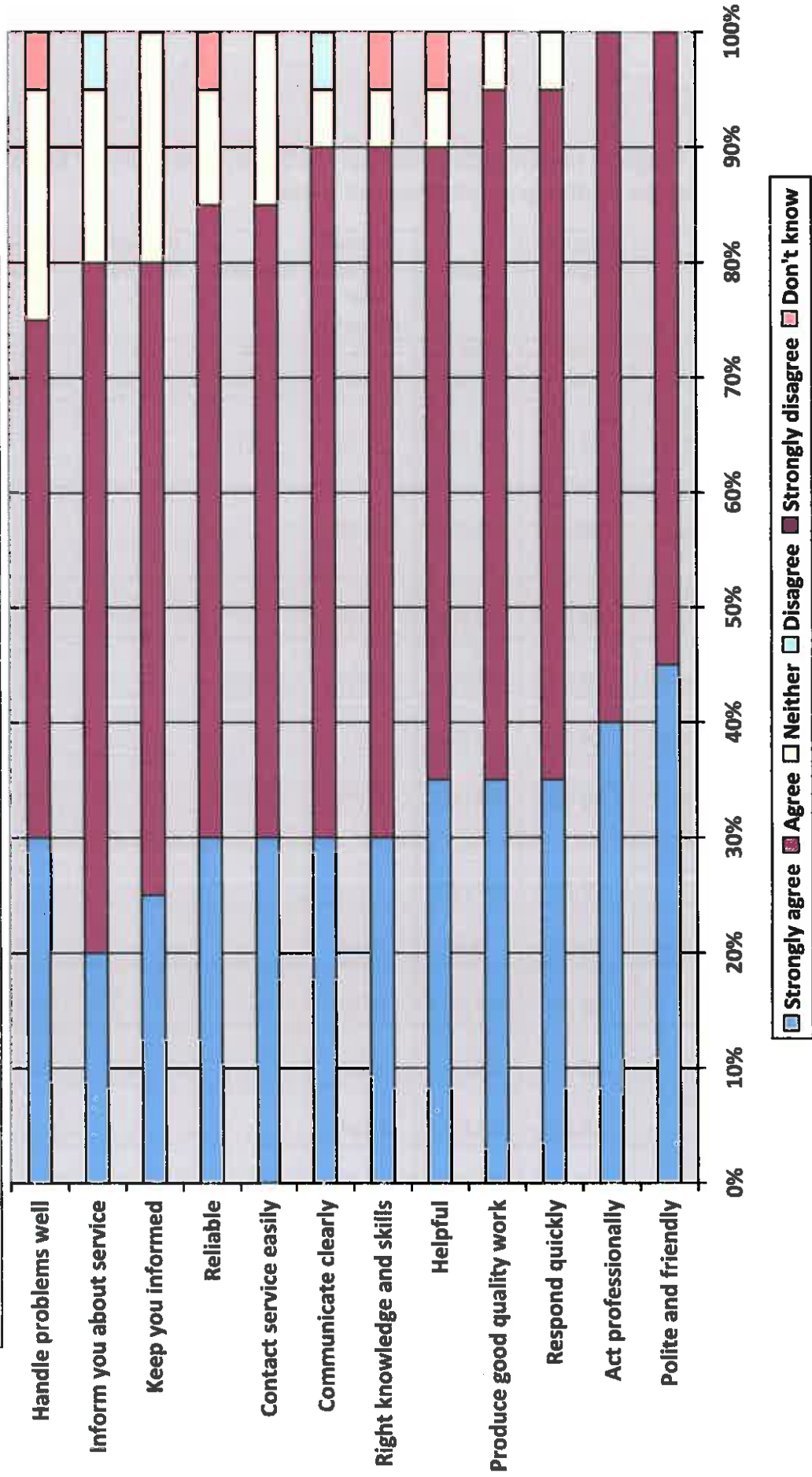
“We inform you about our services, who to contact and how”

“We handle problems well”

Q Below are a range of statements about our services, please let us know how strongly you agree or disagree with each of these.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
<i>Base: all respondents (20)</i>	% (number)	% (number)	% (number)	% (number)	% (number)	% (number)
We inform you about our services, who to contact and how	20 (4)	60 (12)	15 (3)	5 (1)	-	-
You can contact our service easily when you need to	30 (6)	55 (11)	15 (3)	-	-	-
We respond quickly to your queries	35 (7)	60 (12)	5 (1)	-	-	-
We communicate clearly	30 (6)	60 (12)	5 (1)	5 (1)	-	-
We are polite and friendly	45 (9)	55 (11)	-	-	-	-
Our staff have the right knowledge and skills to provide our service	30 (6)	60 (12)	5 (1)	-	-	5 (1)
We act professionally at all times	40 (8)	60 (12)	-	-	-	-
We handle problems well	30 (6)	45 (9)	20 (4)	-	-	5 (1)
We are reliable	30 (6)	55 (11)	10 (2)	-	-	5 (1)
We are helpful	35 (7)	55 (11)	5 (1)	-	-	5 (1)
We keep you informed of actions we take	25 (5)	55 (11)	20 (4)	-	-	-
We produce good quality work	35 (7)	60 (12)	5 (1)	-	-	-

Q Please let us know how strongly you agree or disagree with each of these statements.



Overall Satisfaction

- 90% of respondents (18 people) were 'very' (85%) or 'fairly' (5%) satisfied with the service you provide.

Q. Overall, how satisfied are you with the service that we provide to you?

Very satisfied % (number)	Fairly satisfied % (number)	Neither % (number)	Fairly dissatisfied % (number)	Very dissatisfied % (number)
85 (17)	5 (1)	10 (2)	-	-

The overall satisfaction with the Improvement Team service was high at 90%. There were only very low levels of disagreement with two of the measures of satisfaction.

The areas with the highest levels of agreement were:

- We are polite and friendly (100% agreement)
- We act professionally at all times (100% agreement).
- We respond quickly to your queries (95% agreement)
- We produce good quality work (95% agreement).

There were 8 comments regarding improvements to the Communications, Marketing and Design Team service from respondents and within this there were 6 suggestions all relating to different areas of service.

There were 7 comments regarding aspects of the service best addressed and all but one of these highlighted the positive aspects of the service and the team.

All verbatim comments can be found in Section 5 of this document.

4. Action Plan

The following recommendations are made regarding the survey:

1. To circulate the report to the Communications, Marketing and Design team, discuss the findings and generate ideas for service improvements, in particular to handling problems and responding quickly to queries.
2. To explore the findings and ideas for potential service improvements with the respondents who agreed to further contact.

Taking on board the results and comments the following action plan has been produced:

Communications, Marketing and Design Satisfaction Survey Action Plan 2016					
Findings/ Comments	Planned Actions	Target Date	Lead Officer	Progress Update	Actual Outcome
Provide information on what we do and who to contact	Provide an infograph that highlights what the section does, how this benefits the councils and who to contact	January 2017			
Keeping clients informed on their work	Design – Provide email or telephone feedback to clients on progress of their job and any potential	February 2017			

Communications, Marketing and Design Satisfaction Survey Action Plan 2016

Findings/ Comments	Planned Actions	Target Date	Lead Officer	Progress Update	Actual Outcome
	<p>delays</p> <p>Communications – Clearly state which officer is dealing with the job and provide feedback on proposed timescales</p>				
<p>Are Print Requisitions actually needed now</p>	<p>Communicate to staff via the Intranet that print requisitions are not needed but we do need a record of what they are asking for and which section to code it to so appropriate recharges can be made</p>	<p>January 2017</p>			

5. Responses to open ended questions

Q3. Which parts of our service do we need to improve? Please tell us why and (if possible) how? (8 comments)

Asking for a print requisition for a compliments slip, a binding sheet, or a laminating sheet – the time and effort required to produce the print rec far outweighs the actual cost of the material/service.

Just keep doing what you are doing no need to reinvent the wheel.

End of day service – no-one available.

I recently placed an order for some stickers but unfortunately had to check with the Depot to see if they had been received. I would have appreciated confirmation that they had been received.

Not sure I always know who to contact for certain things, but this is becoming clearer – re know [redacted] deals with Paid advertising for In Touch.

For our election printing requirements we require details of recharge costs promptly as these need to be included in accounts submitted to the Elections Claims Unit at Cabinet Office (for nationally funded elections).

Communication I have recently asked for work print and design to be undertaken. I produced work on this request to be told that this couldn't be undertaken and although I understand that there may be restrictions placed corporately I think that it would be helpful to discuss these with the client for several reasons; the client may have already undertaken work which they may not be able to progress, decisions are made within the comms team that do not allow heads of section their own decision making ability, some of the work requested would actually provide funds for the print and comms team which have to be turned down. The cost of printing the work requested may be significantly lower than the cost of the service – e.g. we have requested that all employees receive information on a new service which although would have a cost would increase awareness of a service that the Council has paid money for.

Really happy with the service I get – difficult to think how it could be improved apart from the competing demands within the organization which sometimes affects time – however this is not within your control.

Q4. Which parts of our service do we best address? Please tell us why? (7 comments)

The Design and Print team have produced some very professional looking leaflets, posters, etc. for us. Their advice on different formats etc. is always very helpful.

Communicate ideas timescales.

All of the service is excellent.

Almost always drafts of work are sent either before the deadline date requested or on

the deadline date – very rarely have to chase to see where jobs are. Staff are always friendly and happy to help.

Always deliver the work to meet our needs.

Excellent updates on progress and friendly and approachable team.

Happy with all aspects particularly the creative aspects.

Q6. Is there anything else you want to tell us?

(5 comments)

You are good staff and work hard for the Council.

I am very happy with the team, their attitude and knowledge but would appreciate some flexibility in supporting previous comments made.

Always helpful and professional.

Well done – keep up the good work

Main day to day point of contact (particularly prior to consultation) is the print room staff at Clowne, who are always helpful. There's a sense of approaching projects together to get jobs done jointly rather than a 'jobs worth' approach which is both refreshing and appreciated.

Q7. Would you like the department to respond to your comments directly? If so please provide your name.

Three respondents would like to have further contact with the Improvement Team to discuss their comments. Their names have been removed from the final report.

Internal Satisfaction Survey 2016 Communications, Marketing and Design Team

This survey seeks to measure your satisfaction with the work of the Communications, Marketing and Design Team that administers the following workstreams on behalf of Bolsover and North East Derbyshire District Councils: communications (press enquiries and news releases, residents' magazine/newspaper and internal communications), digital media (including website, intranet, social media platforms), marketing (sponsorship, advertising and specific service campaigns) and design and print.

The questionnaire will only take a couple of minutes to complete and will help the service consider future improvements.

1. Which work area are you part of?

<i>Joint Executive Directors, Joint Assistant Directors and secretaries</i>	0
<i>Elected Members</i>	2
<i>Customer Service & Improvement - Joint service</i>	0
<i>Human Resources & Payroll</i>	1
<i>Leisure Services</i>	3
<i>ICT - Shared service</i>	0
<i>Elections</i>	3
<i>Governance</i>	0
<i>Finance</i>	0
<i>Revenues & Benefits</i>	0
<i>Planning</i>	1
<i>Environmental Health - Joint service</i>	1
<i>Economic Development</i>	0
<i>Legal</i>	2
<i>Community Safety</i>	3
<i>Street Scene</i>	2
<i>Housing Services/Strategy</i>	1
<i>Estates & Property</i>	1
<i>Chief Executive & Partnership Team</i>	0
<i>Engineers</i>	0
<i>Audit - Shared service</i>	0
<i>Procurement</i>	0
<i>BCN (Building Control Network)</i>	0

2. Below are a range of statements about our services, please let us know how strongly you agree or disagree with each of these...?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
We inform you about our services, who to contact and how	4	12	3	1	0	0
You can contact our service easily when you need to	6	11	3	0	0	0
We respond quickly to your queries	7	12	1	0	0	0
We communicate clearly	6	12	1	1	0	0
We are polite and friendly	9	11	0	0	0	0
Our staff have the right knowledge and skills to provide our service	6	12	1	0	0	1
We act professionally at all times	8	12	0	0	0	0
We handle problems well	6	9	4	0	0	1
We are reliable	6	11	2	0	0	1
We are helpful	7	11	1	0	0	1
We keep you informed of actions we take	5	11	4	0	0	0
We produce good quality work	7	12	1	0	0	0

3. Which parts of our service do we need to improve? Please tell us why and (if possible) how?

8 Comments

4. Which parts of our service do we best address? Please tell us why?

7 comments

5. Overall, how satisfied are you with the service that we provide to you?

<i>Very satisfied</i>	17
<i>Fairly satisfied</i>	1
<i>Neither satisfied or dissatisfied</i>	2
<i>Fairly dissatisfied</i>	0
<i>Very dissatisfied</i>	0

6. Is there anything else you want to tell us?

5 comments

Anonymised comments are passed through to the surveying department for consideration. Sometimes it is helpful for that department to gain further information from the person making the comment.

7. Would you like the department to respond to your comments directly?

<i>Yes (please provide your name below)</i>	3
<i>No</i>	13

8. Name for further contact? (optional)

3