

## **Customer Consultation**

During April 2008 – March 2009, questionnaires were sent out to businesses that had been in contact with any of the regulatory services. The regulatory services include Trading Standards, Public Health & Pollution, Food/Health & Safety, Housing Standards, Licensing and Noise.

The performance measure was calculated by the responses to the following two questions for both **Compliant** and **Non Compliant** businesses.

### **Questions:**

1. Did you feel your business was treated fairly?
2. Did you feel the contact was helpful?

### **Results**

- 71% of businesses who had complied with the regulations responded that they felt their business had been treated fairly.
- 56% of the businesses who had not complied with the regulations also responded and felt their business had been treated fairly.
- 71% of businesses who had complied with the regulation responded that they felt the contact was helpful.
- 61% of the businesses who had not complied with the regulations also responded and felt that the contact was helpful.

The overall percentage of customer satisfaction for the period March 08 to April 09 was 65%. Our target is to increase to 68% during the period 2009/10, 70% in 2010/2011 and 72 % in 2011/2012.

### **Review of Comments and Action Taken**

In response to the comments on the surveys received, they were reviewed and some actions were put in place to address the issues raised.

#### **Examples of Comments:**

<b>You Said</b>	<b>We Did</b>
Officer visited at a busy time	Officers reminded to schedule visits away from peak times if possible so as to not disrupt the trader any more than necessary

	and also to arrange appointments if appropriate.
Officer did not leave contact details	Officers reminded to leave business cards and full contact details. Emphasise to traders that they can get in touch if any further information or advice is needed.
Trader could not remember visit	Minimise length of time between visit and survey
Unable to make contact with Officers	Reinforced to officers the importance of keeping out-of-office message current and according to council's guidelines. The most important elements being when they going to be back, and who to contact in their absence.

A similar consultation is taking place during April 2009 – March 2010 and the result will be reviewed and compared to the last year to see if improvements have been made.