

**REPORT TO:** DSO Committee

**REPORT ON:** Dundee Contract Services – Customer Satisfaction Survey

**REPORT BY:** Director of Contract Services

**REPORT NO.:** 382-2000

**1. PURPOSE OF REPORT**

- 1.1 To inform the Committee of the results of the ongoing survey of tenants who have had repairs and maintenance works carried by Dundee Contract Services.

**2. RECOMMENDATIONS**

- 2.1 That the Committee recognise the high levels of satisfaction with the services provided by Dundee Contract Services and the efforts of the Management Team to further improve those results.
- 2.2. That the Committee approve the continued operation of the survey.

**3. FINANCIAL IMPLICATIONS**

- 3.1 The annual costs of the operation of the survey are met from Revenue Budgets.

**4. LOCAL AGENDA 21 IMPLICATIONS**

- 4.1 None

**5. EQUAL OPPORTUNITIES IMPLICATIONS**

- 5.1 None.

**6. BACKGROUND**

- 6.1 The survey was established during 1997 after the Department's Quality Management System had identified the need for a more active approach to managing customer complaints.
- 6.2 Since then, the Best Value regime has highlighted the need for consultation with customers, a need which was further identified by the recent Accounts Commission Performance Management & Planning Audit of Best Value Arrangements.
- 6.3 The objective of the survey is to test respondent's perception of the Repairs & Maintenance Service offered by the Contract Services Department and to identify areas of concern, with particular regard to customer care.

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## **7. FORMAT**

7.1 The Questionnaire presents seven statements relevant to the repair and the manner in which it was carried out. Respondents are asked to rate each statement as to whether they strongly agree, agree, disagree or strongly disagree. No neutral response is provided. The statements are:-

- (1) The repair carried out was the repair I requested.
- (2) The tradesmen who carried out the repair were helpful and polite.
- (3) The tradesmen took appropriate care while carrying out the work.
- (4) The repair work was carried out to a high standard.
- (5) The repair work was carried out with the minimum of fuss.
- (6) The tradesmen took time to tidy up after the repair.
- (7) The repair was carried out at a time which was convenient to me.

In addition, space is provided for any further comments.

7.2 A random sample of 85 emergency, urgent or normal repairs is generated automatically from each week's billing run. The number of questionnaires dispatched each week will vary because, in some cases, for the jobs selected by the random selection programme, it would be inappropriate to send a questionnaire.

7.3 The size of sample is sufficient to achieve a high degree of confidence that the results will accurately reflect the views of most customers.

## **8. RESULTS**

8.1 To negate the worst effect of rogue returns, performance and trends are measured using a six month rolling average. Appendices 1 and 2 show the results for the 6 months to March 2000.

8.2 During that period, 2174 questionnaires were sent out, of which 48 were returned by Royal Mail or spoiled, and 624 returned, giving a return rate of 29.4%.

8.3 Values are allocated to the responses as follows:

Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

8.4 The first graph on Appendix 1 shows "Average Scores and Number of Responses". The target for all statements is 3.5.

8.5 The second graph on Appendix 1 shows the distribution of results in terms of the level of satisfaction among the respondents. Those who strongly agreed with all of the statements are shown as "delighted". Those who strongly agreed or agreed with the statements are shown as "satisfied". Those who disagreed with one of the statement are shown as "dissatisfied". Those who disagreed or strongly disagreed with more than one of the statements are shown as "unhappy".

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- 8.6 The third graph on Appendix 1 shows the levels of dissatisfaction by statement i.e., The number of respondents disagreeing or strongly disagreeing with the statement and the proportion of all respondents to that statement.
- 8.7 Appendix 2 shows the trend of levels of dissatisfaction by statement during 1999, again for a 6 month rolling average.

## **9. SUMMARY**

- 9.1 The results set out in Appendices 1 and 2 reflect that tenants are on average more than satisfied with all aspects of the repairs and maintenance service being offered by the Contract Services Department.
- 9.2 The distribution graph shows that 91.7% of respondents were either delighted or satisfied with the service.
- 9.3 The levels of dissatisfaction graph at the bottom of Appendix 1 shows the main areas of concern. For instance, the responses to statements 2 and 3 are moderate and indicate good performance on customer care.
- 9.4 The response to statement 4 (The repair work was carried out to a high standard) offers the greatest scope for improvement. It should be noted that these responses indicating strong dissatisfaction result in customer complaints being identified to the Department's Quality Management System. This ensures that the causes of problems are identified and that corrective and preventive action is taken to prevent their re-occurrence.
- 9.5 During the summer months of 1999 the levels of dissatisfaction with regard to statement 4 and statement 6 (The tradesmen took time to tidy up after completing the repair) rose to an unacceptably high level (See Appendix 2).
- 9.6 At a monthly meeting of the Department's Business Planning Group at which the survey results are discussed, the Area Maintenance Managers undertook to raise the issue with the tradesmen at subsequent team briefings. The levels of dissatisfaction reduced considerably thereafter.
- 9.7 In addition, the results are passed to the Chief Executive on a regular basis for his consideration.

## **10. BACKGROUND PAPERS**

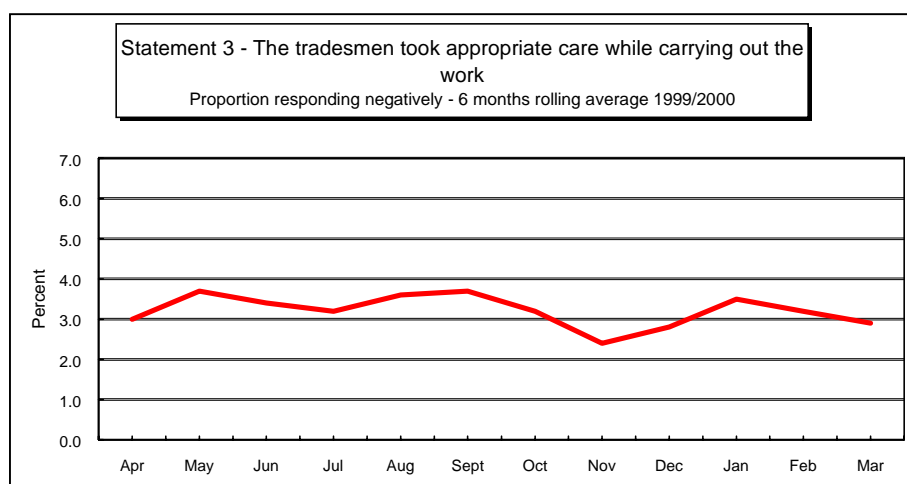
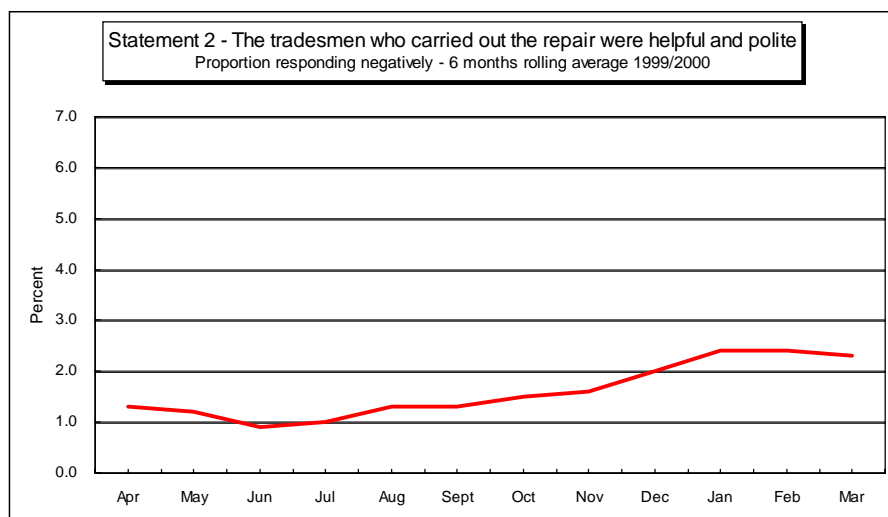
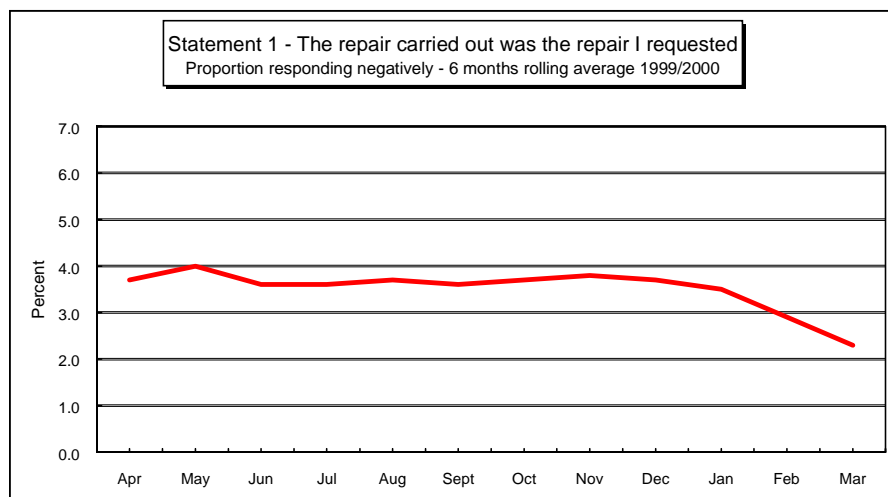
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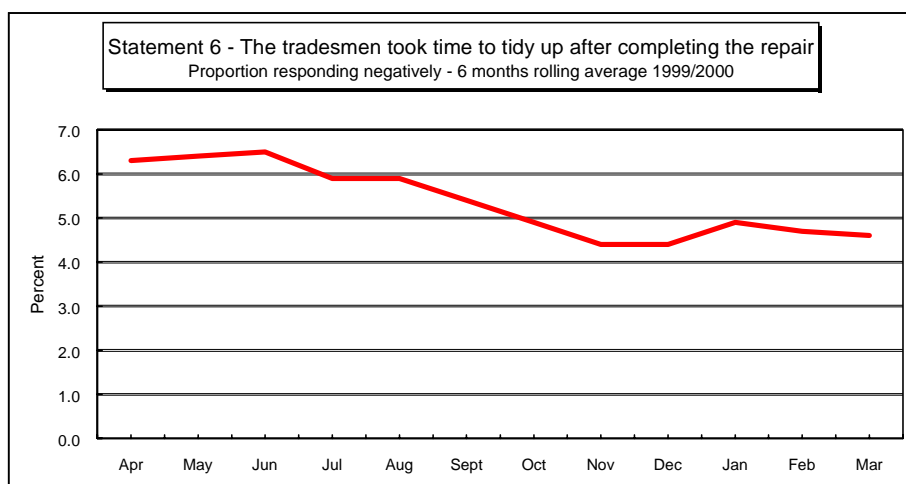
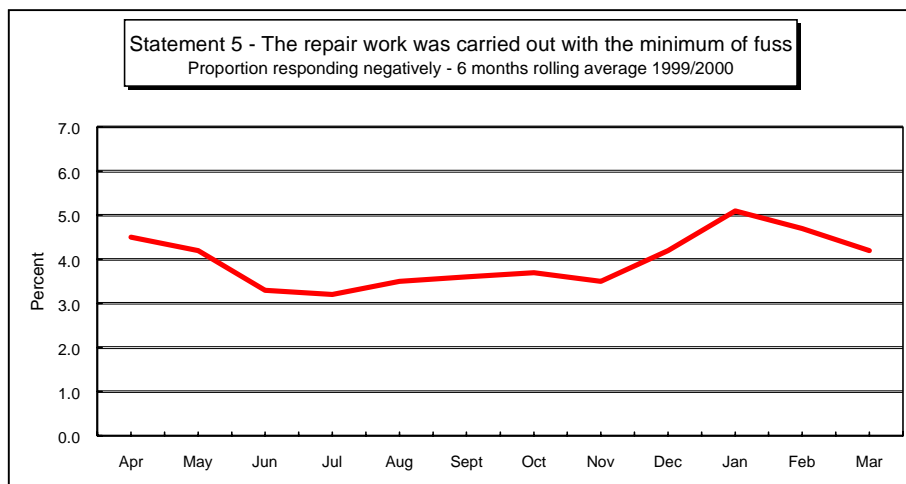
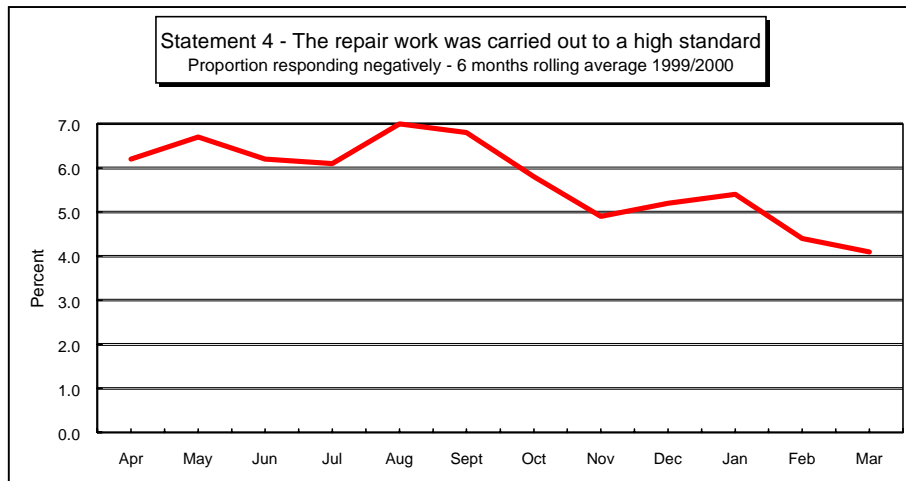
## **11. CONSULTATION**

Contract Services Department Management Team.

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R.P. Jackson, Director of Contract Services

Date .....





Statement 7 - The repair was carried out at a time which was convenient to me  
Proportion responding negatively - 6 months rolling average 1999/2000

