





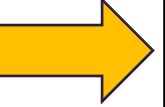






Customer Experience – Performance Measures

Measures	Performance	Comparison
Customers who rated the service they received from a Customer Advisor as good or excellent	84%	Increase from 74 % 
Customers who rated the overall service they received as good or excellent	76%	Increase from 65% 
Staff who say understand how they contribute to the Customer Experience	85%	Increase from 74% 
Staff who feel that their senior managers promote the importance of customer experience	74%	Increase from 58% 
The amount of effort it took a customer to resolve their query	4.35	Reduced from 5.6 (lower the better) 

Customer effort: On a scale of 1 to 10, where 1 is “very little effort” and 10 is “a lot of effort”, how much effort did you have to make to report your service request / enquiry?

Customer Experience – Performance Measures

Measures	Performance	Comparison
Number of customers signed up to an on line account	126,322	Increase from 105,164 
Digital interactions as a % of all contact	49%	Static at 49% 
Number of customers signed up to on line newsletters	45,000	Increase from 39,700 
Customer satisfaction with the corporate website	66%	Increase from 54% 
Number of complaints received by the Council	2637	Reduced from 3025 
Number of complaints with injustice found by the Ombudsman	11	Reduced from 12 

Customer effort: On a scale of 1 to 10, where 1 is “very little effort” and 10 is “a lot of effort”, how much effort did you have to make to report your service request / enquiry?