



Resident Inspectors Customer Services Reception Audit By Glynn Jenkins and Roland Brown

Introduction

Resident Inspectors were requested by the Customer Services Manager to carry out an audit of the customer service centre and reception area. The purpose of the audit was to ensure the following areas were being delivered by customer service agents:

- Ensure the customer service centre is meeting the requirements of customers both internal and external.
- Ensure the reception area is displaying appropriate information and meets the needs of its visitors.
- To test the knowledge and experience of the customer service advisor - Are they relaying correct information? Did they understand the needs of the customer?

Methods

To capture the information that was required it was agreed that the following methods would be used:

- To produce a questionnaire that would capture the satisfaction levels from customers visiting Brassey Road reception.
- To complete face to face interviews with customers after their visit to reception.
- To undertake visual observations of the service provided by Customer Services whilst carrying out the audit.

The audit was carried out by six Resident Inspectors who all contributed to the organising of the audit. To help explain the purpose of the audit signage was placed within reception and a dedicated area was given to allow privacy and a suitable place to capture the feedback from visitors.

Findings

The following information captures the main key areas discussed with visitors who took part in the questionnaire.

- A total number of 42 visitors were interviewed and questionnaires were completed.
- Reasons for people visiting the reception varied, but most people came to pay their rent or report repairs.
- 31 visitors stated that their query was resolved successfully and 11 customers stated that the issue could not be resolved or were on-going.
- Satisfaction levels of Customer Service received when visiting reception:
 - 19 out of 42 visitors surveyed stated that the level of customer service was outstanding.
 - 20 out of 42 visitors surveyed stated the service was good.
 - 3 out of 42 visitors felt that the service was satisfactory.
- When asking about the design and appearance of the reception area 10 visitors thought it was outstanding, 28 visitors thought it was good and 4 people thought it was satisfactory.
- To capture feedback on the information that is on display in the reception area visitors were asked to score the information (1 not being helpful and 5 being very helpful):
 - 4 visitors felt that the information was not very helpful.
 - 18 people felt that the information was very useful.
 - 2 people stated that they were unable to answer this question as they have not looked at the information on display

Comments made by visitors:

“Very helpful, no problems”

“Should have more staff on reception at certain times”

“Could do with some flowers in the reception”

“Impressive!”

“Very pleasant. Seats are a bit too low, hard to get up with a disability”

“Satisfied, very good”

Conclusions

From the surveying work that was completed for the reception area and the level of customer service provided by Severnside Housing staff it was clear that a high proportion of visitors surveyed received a good level of service.

The Resident Inspectors also conducted our own observations and felt that the visitors appeared to be greeted with a friendly manner and queries were answered in a professional and polite manner.

Data collated from survey show that visitors are in general happy with the layout and information provided, however it has been identified that changes are required to ensure that leaflets and information available to visitors are accessible to people who are disabled. The current leaflet holders may cause issues for people who are in a wheelchair's as the shelves are very low or too high, which could restrict access.

Recommendations

There are some obvious signs of ways that the reception area can be improved and the Resident Inspectors would like to suggest the following recommendations. This information is based from the survey completed and observations made:

1. Existing chairs are low and there currently is no seating suitable for people with disabilities
2. More staff should be on the reception desk during busy periods.
3. Ticket machine should be further away from the desk and the notice asking them to give privacy to those at the desk, attached to the ticket machine.
4. The automatic entrance door should be working at all times to allow access for wheelchairs and prams.
5. Supply of leaflets should be checked regularly for relevancy and that they are in date. Stock levels of leaflets must be maintained at all times.
6. Suitable leaflet holders for visitors who are unable to reach up high or low due to disabilities. Current leaflet racks are not suitable.