

RE: CUSTOMER SATISFACTION SURVEY

ITEM 5
MANAGER'S REPORT NO. 34
COUNCIL MEETING 87/05/19

1. THAT this report be received for information purposes.

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REPORT

SUMMARY

A Customer Satisfaction Survey was recently conducted to find out how citizens perceive the delivery of services by the Municipality. Information obtained from this survey will be of considerable help in determining how, and to what extent, we may be able to improve services. The purpose of this report is to inform Council of the results of this survey.

INTRODUCTION

Although departments have conducted their own individual public opinion surveys in the past, we have never carried out a single, comprehensive survey on how the public perceives the quality of services that are delivered by the various municipal departments. The Management Committee's deliberations on the feasibility of doing such a comprehensive survey concluded with a decision to have one carried out in Municipal Hall during the week of 1987 March 02 - 06.

The one week survey in Municipal Hall was a pilot project. Staff wished to ensure that this initial survey would be carried out as objectively and expertly as possible, and toward this end, engaged the services of a Vancouver consulting firm, Leiren Werker, Inc.

The consultant prepared a questionnaire, gave advice on how the survey should be administered, analyzed the results and wrote a full report and an Executive Summary. The Executive Summary is being separately submitted to Council with this week's agenda. Copies of the full report and Executive Summary can be obtained upon request in the Manager's Office by anyone wishing to acquire them including the public and media.

THE PROCESS

Following is the process that was followed in preparing and administering the survey:

- A decision was made at a Management Committee meeting that an opinion survey would be useful in evaluating how effectively services are being provided to the public.
- All staff were informed of this decision.
- B.D. Leiren was engaged as a consultant to provide expertise and objectivity.
- The consultant prepared a questionnaire and a procedural guideline for the overall conduct of the survey.
- Ten employees were selected and trained to carry out the survey, i.e., to interview and record the comments of the citizens.
- The survey was carried out on five consecutive work days. During this period, citizens upon leaving a department were asked, in the main lobby, if they could be interviewed. The vast majority consented to do so and the ensuing interview took approximately three minutes to complete.
- The consultant analyzed the results and submitted a report.
- Full results of the survey are now being made available to Council and all members of staff.
- Staff will use the results to improve services wherever it is possible to do so.

RESULTS OF THE SURVEY

Four hundred fifty five citizens were interviewed. As noted in the attached questionnaire which was used for this survey, they were asked specific questions and also given the opportunity to freely comment on any aspect of their visit to Municipal Hall.

Overall, the results are extremely positive and reflect a high level of satisfaction with the services that we provide. This is borne out by the favourable responses that were received and also the consultant's statement, as recorded on page two of the Executive Summary, that in the years that he has been conducting such surveys, he has "...rarely --very rarely-- observed a more positive customer response."

The negative replies that were received have a particular importance of their own because they call attention to matters that are of concern to visitors, and to matters which employees may not necessarily notice because they are too closely involved with their work environment. Many constructive suggestions were also received on a variety of subjects such as requirements for better directional signs both in and outside the building and more parking for visitors.

As to the accuracy of the results, the first page of the Executive Summary advises that in the consultant's opinion, the results are "...highly stable and may be inferred to represent the population from which the same was drawn with considerable precision," or put another way, they are a highly accurate reflection of how the general population throughout the community views the delivery of services by the various municipal departments.

CONCLUSION

Each Director will now evaluate the results of the survey with his staff. Wherever appropriate and to the fullest extent possible, the results will be used to improve both the quality and delivery of services.

The type of survey that we have just completed will in the future be carried out on an annual basis. On this occasion it was a pilot project in Municipal Hall and with the experience that was acquired from our involvement with it, we are now in a position to do the survey, with possible modifications, in other municipal facilities such as the West Building and recreation centers. The extent to which we will expand the scope of this survey is presently under review.

Any comments or suggestions that Council may wish to make on this matter would be very much appreciated.

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CUSTOMER SURVEY QUESTIONNAIRE
CORPORATION OF THE DISTRICT OF BURNABY

Interview Date: _____

Time: _____

Location: _____

DEMOGRAPHIC INFORMATION (Check all that apply)

- Burnaby Homeowner
- Burnaby Resident
- Business Operator
- Developer
- Building Contractor
- Realtor
- OTHER: _____

Acting on
OWN BEHALF
AS AN AGENT

PRIMARY LANGUAGE SPOKEN:

- English
- French
- Other: _____

IF NOT ENGLISH:

- Was able to transact business to own satisfaction.
- Was NOT able to transact business to own satisfaction.

1. Number of visits to the Hall in past 12 mos: ... 1 2-3 4-10 more than 10

2. WHAT WAS THE NATURE OF YOUR BUSINESS WITH THE MUNICIPALITY TODAY?

3. WAS IT EASY TO FIND THE OFFICE OR PERSON YOU CAME TO SEE?

IF NO, EXPLAIN BRIEFLY:

YES NO

4. HOW LONG DID YOU WAIT BEFORE SOMEONE HELPED YOU? _____ min.

5. HOW LONG BEFORE THE PERSON YOU CAME TO SEE COULD MEET WITH YOU? _____ min.

6. DID YOU HAVE AN APPOINTMENT TO SEE HIM OR HER? YES NO **113**

WITH WHOM CUSTOMER HAD DEALINGS

(If more than one encounter, fill out separate forms for each)

ADMIN & COMMUNITY SERVICES DEPT

Clerk's Office

Health

Environment/Inspections

Prevention/Longterm

Information Services/Computing

Legal/Lands

Personnel

R.C.M.P.

Traffic

Other: _____

FINANCE DEPARTMENT

Accounting

Licencing (municipal plates, dogs, bicycles)

Purchasing

Property Tax/Billing

Information Desk

ENGINEERING DEPARTMENT

MAYOR'S OFFICE

MUNICIPAL MANAGER'S OFFICE

PARKS & RECREATION DEPARTMENT

BUILDING DEPARTMENT

PLANNING DEPARTMENT

7. WHEN YOU REQUESTED SERVICE, WAS THE SERVICE

COMMENT

- ... VERY PROMPT
- ... PROMPT
- ... SLOW
- ... VERY SLOW

8. WAS THE PERSON YOU DEALT WITH

COMMENT

- ... VERY COURTEOUS
- ... COURTEOUS
- ... IMPERSONAL
- ... SHORT OR BRUSQUE
- ... RUDE

9. WAS THE PERSON YOU DEALT WITH

COMMENT

- ... WELL INFORMED
- ... INFORMED
- ... POORLY INFORMED
- ... NOT AT ALL INFORMED

10. DID THE PERSON YOU DEALT WITH

- ... GO SUBSTANTIALLY OUT OF THE WAY TO BE HELPFUL
- ... PROVIDE YOU WITH THE HELP YOU NEEDED
- ... DO ONLY WHAT HAD TO BE DONE TO HELP YOU
- ... NOT HELP YOU AT ALL

11. DID YOU REQUEST ANY SPECIFIC INFORMATION, MATERIALS, OR DOCUMENTS?

YES NO

• IF YES, WERE THE INFORMATION, MATERIALS, OR DOCUMENTS PROVIDED?

YES NO

• IF YES, WERE THE INFORMATION, MATERIALS, OR DOCUMENTS

HAVE NOT HAD A CHANCE TO READ OR REVIEW THE MATERIALS YET?

... MORE THAN ADEQUATE FOR YOUR NEEDS
 ... ADEQUATE FOR YOUR NEEDS
 ... BARELY ADEQUATE
 ... INADEQUATE TO YOUR NEEDS

12. DO YOU HAVE ANY SUGGESTIONS OR OTHER COMMENTS THAT YOU WOULD BE WILLING TO SHARE WITH US? YOUR COMMENTS NEED NOT BE RELATED TO THE QUESTIONS YOU'VE HELPED US WITH, BUT CAN BE ON ANY TOPIC.

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