

7th June 2021

Customer Feedback Data Reporting.

Briefing Paper of the Corporate Director for Legal Services and Partnerships

1. Purpose of the Paper and Summary

- 1.1 Performance data regarding feedback received into the Council is now available. Attached is an example of the type of information which can now be produced and considered by management teams and committees. Feedback includes compliments, suggestions, concerns and complaints which all form part of the Corporate Feedback Scheme or adults/children's statutory complaints
- 1.2 This report provides an overview of the data which is available.

2. Background

- 2.1 The introduction of C360 Feedback on 28th September 2020 has enabled all feedback to be recorded and tracked in once place. One of the main benefits of this, is the ability to produce data regarding both volume and content of feedback, which can support the Council to identify both areas of improvement and areas where we are performing well.
- 2.2 The attached document provides an overview of the data which is available. This can be tailored to suit the recipients regarding content and frequency.

3. Issues for Consideration

Reporting methodology and benefits

- 3.1 In addition to the data provided in this draft, other information which is available includes
 - Timeliness of complaints responses
 - Data regarding 3rd party contractors
 - Remedies which have been offered.
 - Number of cancelled/withdrawn complaints

- Method of receipt of complaint (eg web, contact centre)
- Temporal data (ie time, day, date of receipt of feedback)

- 3.2 Information provided in this report is high level, which if interrogated further can be expanded to provide greater depth and insight.
- 3.3 Whilst all corporate complaints are recorded on C360, It should be noted that children's statutory complaints are not all recorded on C360. Only those which are logged directly by the customer via 300300 or via the web portal are recorded on the central system. Other statutory complaints are recorded on an alternative system (Respond). HCAL also do not record all their complaints on C360 either. Again only those which are logged directly by the customer via 300300 or via the web portal are recorded on C360. In both cases, there is the facility for all complaints to be recorded, where this does not take place this has been determined by each service area.
- 3.4 Whilst data does show as relating to feedback received against the Corporate Feedback Team this is an artefact of the system and no actual feedback has been received in relation to the team.

Benefits

- 3.5 Feedback data is a useful tool for understanding the confidence of the community we serve, enabling the Council to see where it is getting its services right first time and thereby reducing additional service calls and the associated time and resources to deliver. By interpreting and tracking the information provided to us by complaints, we can drive improvements, determine changes which may be required and be held to account that we are taking positive action. It can also be used to highlight excellent performance and praise received from the public as well as being a source of excellent suggestions regarding how we can do things better. It is essentially free market research.

Data Narrative

- 3.6 The attached report shows that month on month, overall numbers of complaints remain static and within normal variations (Pg 2). There is a drop in November and December which reflects the timing of the 2nd national lockdown, and mirrors what was seen in March – June 2020.
- 3.7 Street Scene Waste Management and Open Spaces are consistently the recipients of the highest volume of feedback, however together the two housing areas, when combined (Housing Repairs and Housing Non Repairs) also command a similar volume. (Pg 3-6). This is likely as these services are both highly visible and accessed by a large proportion of the city's population.

- 3.8 The Outcomes Data (Pg 11) can be expanded if required to compare how different service areas perform. For instance comparison could be made against how many complaints are upheld by Housing Repairs in comparison to Housing Not Repairs.
- 3.9 Categories of complaints (Pg 12) provides details of what complaints are about. Prior to C360 Feedback going live, we had no council wide system of recording this.
- 3.10 There are currently 8 categories for complaints, each with a number of subcategories.
The main 8 Categories are:
- Service
 - Communications
 - Policy and Procedure
 - Staff
 - Information
 - Courtesy and Respect
 - Equality
 - Confidentiality.
- 3.11 The Data provided in the pages 13 – 15 drills down into the identified exceptions from the Categories and provides valuable insight into the greatest volume areas where customers are telling us they are dissatisfied. This provides direction of where service areas need to focus to drive improvement
- 3.12 A 'live time' update of the current position (Pg 15-16) can be provided during the Committee meeting if required.

4. Next steps

- 4.1 To note the contents of the report
- 4.2 To consider bespoke content and frequency of data
- 4.3 To refer any items of concern to the relevant Scrutiny Commission for further investigation, on an exception basis.

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Officer Interests: None

Background Documents: -