

Business Benchmarking – Question set

Business Benchmarking & West Devon Borough Council

This survey will take no more than 10 minutes to complete.
Thank you for taking the time to help us.

Because UKCSI is a standardised benchmarking survey, not all the questions may seem relevant to you. If that's the case, please use the "N/A" box for that question.

Q1. Thinking about your most recent contact with **West Devon Borough Council**, did you deal with them... **(Single option)**

In person (e.g. visited a store/branch /office)	ASK SECTION 1 & 2 & 7
Over the phone (e.g. called a contact centre)	ASK SECTION 1 & 3 & 7
In writing	ASK SECTION 1 & 5 & 7
Email	ASK SECTION 1 & 5 & 7
Text	ASK SECTION 1 & 6 & 7
Web Chat	ASK SECTION 1 & 6 & 7
App	ASK SECTION 1 & 4 & 7
Social Media	ASK SECTION 1 & 6 & 7
On their website	ASK SECTION 1 & 4 & 7

Q2.. Thinking about your most recent contact with **West Devon Borough Council**, what was the **main** purpose of this contact? **(Mark one only)**

- Getting a quotation/looking at the products or services on offer** Applying for something
- Making a **purchase** payment
- Enquiry/asking a question
- About a problem or complaint
- A regular appointment/check**
- An appointment or check made due to an issue or problem**
- Checking your account information/receiving a regular account statement or bill
- Other **(Record comment)**

Please tell us how satisfied or dissatisfied you are with **West Devon Borough Council** by scoring the list of factors below. If you have no experience or views on any of the items please click the N/A (not applicable) button.

Section 1: General

So thinking about your last experience of **West Devon Borough Council**, what score would you give for:

	Exceptionally dissatisfied								Exceptionally satisfied		
	1	2	3	4	5	6	7	8	9	10	N/A
<input type="checkbox"/> Reputation of the organisation											
<input type="checkbox"/> Product/service quality											
<input type="checkbox"/> Product/ service reliability											

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- ♣ Quality of information/advice
- ♣ Handling of enquiries
- ♣ Being kept informed
- ♣ Ease of doing business
- ♣ Billing
- ♣ Price/cost

Section 2: In Person

And thinking about your last experience of **West Devon Borough Council**, what score would you give for:

Exceptionally dissatisfied										Exceptionally satisfied		
1	2	3	4	5	6	7	8	9	10	N/A		

- ♣ Speed of service
- ♣ Helpfulness of staff
- ♣ Competence of staff

Section 3: Over the phone

And thinking about your last experience of **West Devon Borough Council**, what score would you give for:

Exceptionally dissatisfied										Exceptionally satisfied		
1	2	3	4	5	6	7	8	9	10	N/A		

- ♣ The ease of getting through
- ♣ Helpfulness of staff
- ♣ Competence of staff
- ♣ On time delivery/**resolution**
- ♣ Condition of delivered goods/**service**

Section 4: Website / App

And thinking about your last experience of **West Devon Borough Council**, what score would you give for:

Exceptionally dissatisfied										Exceptionally satisfied		
1	2	3	4	5	6	7	8	9	10	N/A		

- ♣ Ease of finding what you want
- ♣ The **check-out online** process
- ♣ Availability of support
- ♣ On time delivery/**resolution**
- ♣ Condition of delivered goods/**service**

Section 5: Writing/Letter/Email

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And thinking about your last experience of **West Devon Borough Council**, what score would you give for:

- | | Exceptionally
dissatisfied | | | | | Exceptionally
satisfied | | | | | N/A |
|--|-------------------------------|---|---|---|---|----------------------------|---|---|---|----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | N/A |
| ♣ Speed of response | | | | | | | | | | | |
| ♣ On time delivery/ resolution | | | | | | | | | | | |
| ♣ Condition of delivered goods/ service | | | | | | | | | | | |

Section 6: **Text / Social Media / Web Chat**

And again thinking about your last experience of **West Devon Borough Council**, what score would you give for:

- | | Exceptionally
dissatisfied | | | | | Exceptionally
satisfied | | | | | N/A |
|---------------------|-------------------------------|---|---|---|---|----------------------------|---|---|---|----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | N/A |
| ♣ Speed of response | | | | | | | | | | | |

Section 7: **West Devon Borough Council Overall**

And finally thinking about how you see **West Devon Borough Council**, what score would you give for:

- | | Exceptionally
dissatisfied | | | | | Exceptionally
satisfied | | | | | N/A |
|--|-------------------------------|---|---|---|---|----------------------------|---|---|---|----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | N/A |
| ♣ Ability to interact with West Devon Borough Council in the way you prefer | | | | | | | | | | | |
| ♣ Cares about their customers | | | | | | | | | | | |
| ♣ Open and transparent | | | | | | | | | | | |
| ♣ You trust West Devon Borough Council | | | | | | | | | | | |

Q3. How satisfied or dissatisfied are you with **West Devon Borough Council** overall?

- | | Exceptionally
dissatisfied | | | | | Exceptionally
satisfied | | | | |
|--|-------------------------------|---|---|---|---|----------------------------|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

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Q4. Thinking about your overall experience of **West Devon Borough Council**, if you had the choice, how likely would you be to:

Extremely unlikely							Extremely likely			
1	2	3	4	5	6	7	8	9	10	N/A

- ♣ Stay as a customer of **West Devon Borough Council**
- ♣ Buy/use another product/service from **West Devon Borough Council**

Q5. Thinking about your overall experience of **West Devon Borough Council**, if you had the choice, how likely would you be to:

Extremely unlikely							Extremely likely				
0	1	2	3	4	5	6	7	8	9	10	N/A

- ♣ Recommend **West Devon Borough Council** to friends or relatives

Q6. How much effort did you have to make to complete your transaction, enquiry or request on this occasion?

A lot of effort							Very little effort			
10	9	8	7	6	5	4	3	2	1	N/A

Q7. What three words would you use to describe your most recent experience with **West Devon Borough Council** Word 1: _____

Word 2: _____

Word 3: _____

Q7b. Thinking about your most recent contact with **West Devon Borough Council**, was everything right first time?

- ♣ Yes
- ♣ No **{ROUTE TO Q7c}**
- ♣ Don't know/Not applicable

Q7c. If 'No' – Did you need to make follow up contact as a result of this?

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- ♣ Yes **{ROUTE TO Q7d}**
- ♣ No
- ♣ Don't know/Not applicable

Q7d. If 'Yes' – How many times? (Record number)

Q8. Have you had any kind of problem or bad experience with **West Devon Borough Council** in the last 3 months?

- a. Yes **(ROUTE TO Q9)**
- b. No **(ROUTE TO Q11)**

Q9. Did you tell anyone at **West Devon Borough Council** about your problem?

- a. Yes **(ROUTE TO Q10)**
- b. No **(ROUTE TO Q11)**

Q10. Please give a score out of 10 to indicate how satisfied or dissatisfied you feel with the items below. If your complaint is not yet resolved please click the N/A button for 'the final outcome of your complaint'.

- | Exceptionally
dissatisfied | | | | | Exceptionally
satisfied | | | | | N/A |
|-------------------------------|---|---|---|---|----------------------------|---|---|---|----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | N/A |
| ♣ | | | | | | | | | | |
| ♣ | | | | | | | | | | |
| ♣ | | | | | | | | | | |
| ♣ | | | | | | | | | | |
| ♣ | | | | | | | | | | |
| ♣ | | | | | | | | | | |

Q11. What one thing do you think **West Devon Borough Council** should improve? **(Open comment question)**

THANK YOU FOR COMPLETING THE SURVEY YOUR VIEWS ARE APPRECIATED
You can visit the website to find out more about the UKCSI: [Click here](#)

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