



**GOVERNANCE AND AUDIT  
COMMITTEE**

**Tuesday 29<sup>th</sup> July 2025**

**Annual Voice of the Customer Report 2024/25**

Report by:	Director of Change Management, ICT & Regulatory Services
Contact Officer:	Natalie Kostiuk Customer Experience Manager natalie.kostiuk@west-lindsey.gov.uk
Purpose / Summary:	To summarise customer feedback received during the year 2024/25, customer satisfaction levels, and analyse customer contact demand data to provide a clear view of the voice of the customer.

**RECOMMENDATION(S):**

That Members welcome the contents of the Annual Voice of the Customer Report for 2024/25 and note the progress that has been made by the Council in improving the customer experience over the last 12 months.

## IMPLICATIONS

### **Legal:**

None arising directly from this report.

### **Financial : FIN/42/26/GA/SL**

There are no financial implications arising from this report.

### **Staffing :**

None arising directly from this report.

### **Equality and Diversity including Human Rights :**

By understanding how customers interact with the Council in more detail, means that we will be able to identify and address issues that are preventing them from accessing services in an equal manner.

### **Data Protection Implications :**

None arising directly from this report.

### **Climate Related Risks and Opportunities:**

None arising directly from this report.

### **Section 17 Crime and Disorder Considerations:**

None arising directly from this report.

### **Health Implications:**

None arising directly from this report.

### **Title and Location of any Background Papers used in the preparation of this report :**

- West Lindsey District Council Customer Feedback Policy
- 2024/25 Quarterly Voice of the Customer Reports x 4

Available on the West Lindsey District Council website via this link:

[www.west-lindsey.gov.uk/feedback](http://www.west-lindsey.gov.uk/feedback)

### **Risk Assessment :**

Not applicable for this report.

**Call in and Urgency:**

**Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

**Yes**

☐

**No**

**X**

**Key Decision:**

A matter which affects two or more wards, or has significant financial implications

**Yes**

☐

**No**

**X**



# **2024/25 Annual Voice of the Customer Report**

**April 2024 – March 2025**

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## Executive Summary

The Council saw an increase in customer demand across all contact channels in 2024/25 when compared to the previous year, positive feedback increased and less complaints were received. The increase in customer demand cannot be attributed to a major event or significant policy change as in previous years, instead customer demand has increased across all Council services.

The volume of customer feedback remained consistent throughout the year, there was a decrease in the number of complaints received and upheld, more compliments were received and customer satisfaction increased by 5%.

A higher number of complaints were referred to the Local Government and Social Care Ombudsman and during 2024/25 and there was one upheld complaint for West Lindsey District Council (WLDC).

Overall customer demand for WLDC services increased across all contact channels. There was an increase in the number of calls received into the Council's contact centre and a larger number of service requests were received.

There was an increase in the number of visitors to the Guildhall that were accessing services provided by tenants, in particular for appointments with the Job Centre Plus (JCP).

As mentioned in last year's report, the new Customer Relationship Management (CRM) system was implemented in 2022 and many improvements in service delivery have been implemented using the new technology available. An increase in customer satisfaction has been seen as customers are now kept up to date by automatic notifications that the CRM system sends to them.

All the information and data included in this report feeds into the ongoing service reviews, the Council's Customer Experience Strategy, the upcoming review of service standards and the Council's digital vision.

A new waste services, the Big Bin Clear Out was introduced in April 2024, this has been a popular service with residents and customer satisfaction for the service was 95% in 2024/25.

A new customer contact centre was implemented in November 2024. The new system introduced a variety of improvements including a voice response system seeking to understand the intent of the customer when contacting us. The way in which the system interprets customer intent is important to continuous improvement efforts. The new system allows better reporting and more informative reporting that will enable us to easily identify ways the service can be improved.

A new planning portal was introduced in May 2024, the new fit-for-purpose planning system, allows the council to process planning applications in an automated and more efficient way.

## **1. Introduction**

### **What is the Voice of the Customer?**

- 1.1 The Voice of the Customer report includes information on all customer feedback received across the Council, customer satisfaction levels and customer demand data across various customer contact channels.
- 1.2 Information included in this report is collected via several different contact channels and reports including data collected from daily customer interactions as well as the compliments, comments and complaints received by the Customer Experience Manager and customer satisfaction survey responses.
- 1.3 The aim is to learn from the insight and data available to better understand our customers and to implement actionable solutions so that we can deliver an improved service for our customers.
- 1.4 All work carried out falls in line with the Council's current objectives, the recently agreed Customer Experience Strategy and the Council's Digital Vision. Data on customer feedback, including the number of complaints received, complaints upheld, complaint response time and customer satisfaction levels is also included in the Council's Progress and Delivery reports.
- 1.5 The vision is to drive continuous learning and improvement across all Council services. The data included within this report feeds into ongoing service redesign and Customer Experience Strategy work.
- 1.6 Throughout the year quarterly Voice of the Customer Reports are produced which contain detailed information on customer feedback, customer satisfaction levels and customer demand during the period.
- 1.7 This annual report pulls together and analyses the data and information contained within the four quarterly reports that were published during 2024/25. These reports can be viewed on the West Lindsey District Council website via this link: <https://www.west-lindsey.gov.uk/feedback>

## 2. Customer Feedback

### Customer Experience Policy and Customer Feedback

- 2.1 All customer feedback received, is processed in line with the West Lindsey District Council Customer Feedback Policy which contains the formal complaints process. Complaints are investigated where required and are responded to by the Customer Experience Manager.
- 2.2 Customer feedback is broken down into three categories: Compliments, Comments and Complaints.
- 2.3 All customer feedback received is recorded on a central system allowing for easier and more specific reporting, so that meaningful comparison can take place. Customer feedback is logged by service and specific subjects or issues can be reported on making it easier to identify and examine issues, trends and areas where improvement is required.
- 2.4 A further method used to gather feedback from customers is via customer satisfaction surveys that are sent out on a weekly basis to customers that received a service during the previous week. These surveys are sent to customers of the main customer facing services which include Community Safety, Food Health and Safety, Environmental Protection, Planning and Development, Trees and Conservation, Planning Enforcement, Housing Enforcement, Licensing, Waste Services and Street Cleansing.

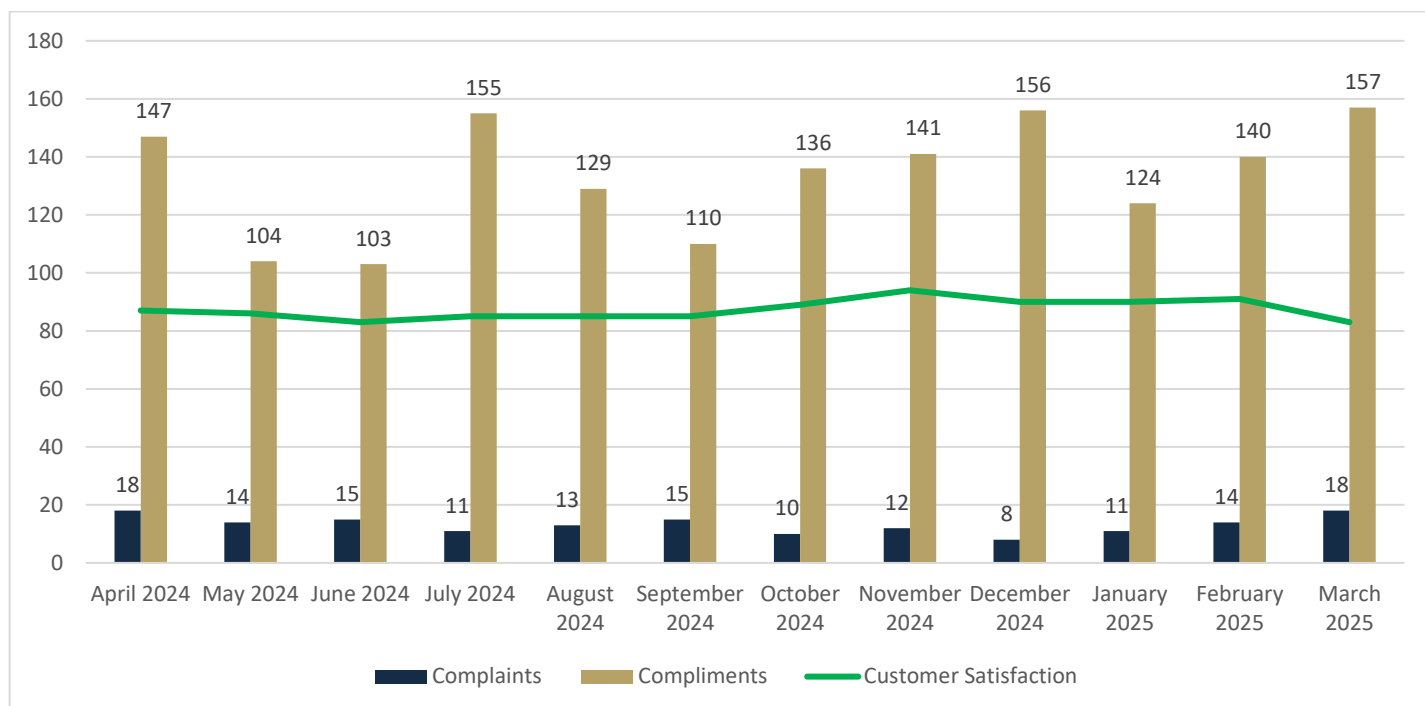
### Overall Customer Feedback Statistics 2024/25

- 2.5 The table below shows the overall figures for all customer feedback received in 2024/25 compared to previous years including complaints received, complaint response time and the number of upheld complaints:

		Totals/Averages				
	Direction of Travel compared to previous year	2024/25	2023/24	2022/23	2021/22	2020/21
<b>Complaints</b>	▼	<b>159</b>	176	210	155	178
<b>Compliments</b>	▲	<b>1602</b>	1333	1133	1117	784
<b>Comments</b>	▼	<b>62</b>	87	104	155	64
<b>Average number of days to respond</b>	▲	<b>6.9 days</b>	6.8 days	6.5 days	8.3 days	8.2 days
<b>WLDC at Fault</b>	▼	<b>31</b>	46	51	46	50
<b>WLDC at Fault %</b>	▼	<b>20%</b>	26%	24%	30%	28%
<b>Customer Satisfaction Score</b>	▲	<b>87%</b>	82%	73%	74%	76%



2.6 The graph below shows how many compliments and complaints were received each month as well as monthly customer satisfaction levels:



2.7 Monthly customer satisfaction scores were consistent ranging between 83% to 94% throughout the year. This is an improvement when compared to the previous year when they ranged from 76% to 85%.

2.8 Throughout the year the number of complaints received, and customer satisfaction levels have remained consistent, there were no significant events or changes in policy that led to an increase in complaints during 2024/25. Improvements to the way waste service and street cleansing reports are handled via the new Customer Relationship Management (CRM) have led to an increase in customer satisfaction.

### Compliments

2.9 When compliments are received it allows us to identify what is working well and which aspects of our services our customers appreciate the most. All compliments received are shared with teams and relevant officers, they encourage our officers to be the best they can and provide the highest standard of service possible. Compliments are used to embed good practise across all Council services.

2.10 A total of 1602 compliments were received between April 2024 and March 2025; this is an increase compared to the previous year when 1333 compliments were recorded.

2.11 The services that receive the highest number of compliments are the main customer facing services which includes waste services, planning and development, trees and conservation, customer services, revenues (council tax) and street cleansing.

- 2.12 The table in [APPENDIX A](#) shows how many compliments were received for each service in 2024/25. It should be noted that positive 5 star customer satisfaction survey comments are recorded as compliments so in some cases, for services that are surveyed a wider number of customers have been asked for their views on their experience with that service (waste services for example).
- 2.13 Compliments typically highlight the quality, speed, and efficiency of the service provided. Customers appreciate it when we fulfil our promises and adhere to the timelines we set. They value being kept informed and updated, and if delays are anticipated, they appreciate being notified as it helps manage their expectations. Officers across all teams have received some lovely personal messages of thanks in the last 12 months for their help and support in what are often difficult times for customers who are facing financial hardship or housing problems.
- 2.14 Compliments have also been received regarding officer conduct, highlighting their empathy, professionalism, politeness, knowledge, understanding, and willingness to help. Even when we occasionally fail, if we identify the issue, acknowledge it, and rectify it promptly, customers often still provide positive feedback about the service received and how the matter was handled. Many positive messages have been received from customers where their bin has been missed but when reported we have returned in a timely manner to collect it.

### **Comments**

- 2.15 Whilst some feedback may not be particularly praising our services or raising a complaint or feeling of dissatisfaction comments are still classed as important feedback as they can provide useful insight and suggestions that may help to improve the service and customer experience that we provide.
- 2.16 Between April 2024 and March 2025 a total of 62 comments were received, this is a decrease when compared to the previous year when 87 comments were recorded. The table in [APPENDIX B](#) shows how many comments were received for each service in 2024/25.
- 2.17 Many of the comments received were in relation to waste services (26 (42%)), these comments included several suggestions on the garden waste service, including thoughts on the charge for the service, the recent price increase, the frequency of collections and the start and end times of the collection period. Other comments received for waste services included thoughts on various waste policies including the cost for new bins, sack collections, the provision of wheeled bins and changes to the sack collection recycling policy. Comments have also been received in relation to the quality of wheeled bins that have been delivered, bin lids and repairs, bins not being returned to the boundary, amongst many other issues.
- 2.18 Comments have also been received for the planning and development service regarding the new planning portal. Comments have been received regarding council tax forms on the website, for property services in relation to the provision of and cleanliness of public toilet facilities and for systems development in relation to online forms and street naming and numbering.

- 2.19 Where appropriate and if not able to be implemented immediately, suggestions for service improvements are shared with the relevant service manager for consideration when future service reviews take place.

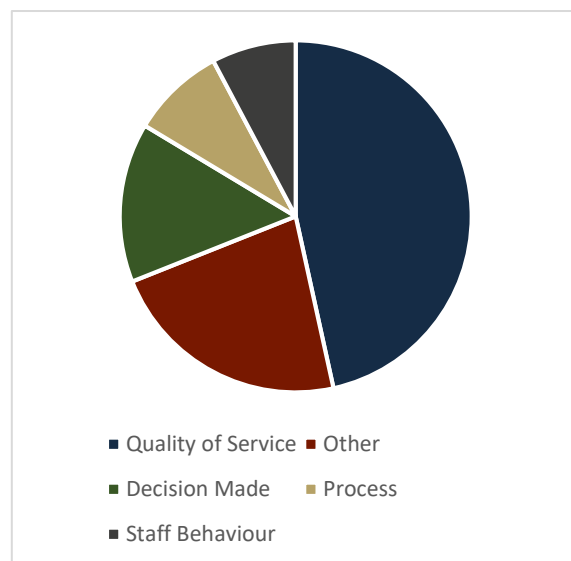
## **Complaints**

- 2.20 Whilst complaints may be perceived as negative feedback the Council still encourages and welcomes them as all feedback is valuable and can potentially help to improve our services and the customer experience. Across all sectors, complaints are on the increase as there are rising customer expectations, more hardship since the cost-of-living crisis hit and customers expect ease of access and high levels of service no matter what organisation they are dealing with.
- 2.21 Complaints do not necessarily indicate a decrease in service quality, but they can provide an early warning signal that something has or could go wrong, and they can be a useful way of stimulating innovation and are a powerful form of knowledge.
- 2.22 A total of 159 complaints were received between April 2024 and March 2025, which is a decrease when compared to the previous year when 176 complaints were recorded. The table in [APPENDIX C](#) shows how many complaints were received for each service in 2024/25 compared to previous years.
- 2.23 The target response time for complaints was reduced from 21 calendar days to 14 calendar days in 2024/25. The 14 days stated is 14 calendar days (not working days) the system used now cannot distinguish between working days and none working days – when the complaints process is moved over to the new system this will be brought in line with other targets and changed to working days.
- 2.24 The average response time for complaints in 2024/25 was 6.9 days, this is similar to the previous year (6.8 days) and is well below the 14 day target. Complaint response times can vary, often waste service complaints can be resolved the same day whereas more complicated complaints that relate to planning or enforcement matters for instance can take several weeks to investigate and respond to.
- 2.25 During 2024/25 there were 4 complaints that took longer than 14 days to investigate and respond to, this was due to the nature and the number of issues raised within the complaints that were related to planning, food health and safety, benefits and waste services. The response times were affected in different ways including, the number of issues raised within the complaint, officer availability and the number of different parties involved. Complainants were kept up to date on the delays during the investigation process.
- 2.26 The 6 services to receive to highest number of complaints were waste services, planning and development, revenues (council tax), planning enforcement, customer services and property services. Further and more detailed information on the complaints received throughout the year can be found in the previously published Quarterly Voice of the Customer Reports for 2024/25.

- 2.27 Waste services have historically always received the highest number of complaints, this is to be expected and is relative to the volume of service requests they receive as this service has contact with the largest number of households and customers across the district on a regular basis. It is pleasing to note that waste services also receive the most positive feedback in the form of compliments and 5 star customer satisfaction scores received.
- 2.28 28% (45) of all the complaints received related to waste services, this is a decrease compared to the previous year when 61 complaints were received for waste services.
- 2.29 It should be noted that a single occurrence of a missed bin collection would not be classed as a formal complaint, the only time missed bins are treated as formal complaints is when there has been a repeated issue of missed bins, normally 3 occurrences in a row or where we have failed to return for a missed bin within the 5 days promised. In these instances, further investigation into the reasons why it keeps occurring is required and it may not always be the waste crews that are at fault.
- 2.30 56% of the complaints received for waste services were about the quality of service received which is a similar number to the previous year, and 11% were in relation to staff behaviour, which is a decrease of 7% when compared to the previous year.
- 2.31 19% (30) of the complaints received in 2024/25 were classed as out of scope, these complaints related to various issues including the household waste recycling centres, potholes, blocked drains, issues with footpaths and hedges encroaching onto footpaths and highways amongst many other things that WLDC are not responsible for. These complainants were signposted to the most appropriate authority or agency to assist with their concerns. Information included on the WLDC website regarding what WLDC are responsible for and what LCC oversee has been further improved and made more prominent in order to try and reduce the amount of out of scope customer feedback received.
- 2.32 9% (15) of the complaints received were for planning and development, trees and conservation, this is a small increase in complaints when compared to previous years. Many complaints (33%) received were in relation to issues that fell into the category other. These complaints were regarding various miscellaneous issues including the planning portal and notification letters.
- 2.33 5% (8) of the complaints received were for revenues (council tax), this is a decrease in complaints when compared to previous years. Many complaints received were regarding the quality of service received or the decision made.
- 2.34 5% (8) of the complaints received were for planning enforcement, this is a decrease in complaints when compared to previous years. Many of the complaints were in relation to decisions that had been made.
- 2.35 5% (8) of the complaints received were for customer services, this is an increase in complaints when compared to previous years. Many of the complaints received were in relation to the lack of or quality of information provided to the customer.

- 2.36 5% (8) of the complaints received were for property services, this is a significant increase in complaints when compared to previous years. Many of the complaints received were in relation to the lack of information provided or the quality of service received. These complaints included issues in relation to car parking and public toilet facilities which are overseen by the property services department.
- 2.37 On examining the reasons for complaints received it is found that over 85% of the complaints received that related to services provided by WLDC (excluding out of scope complaints) fall into 5 main reason categories:

Quality of Service	<b>54</b>
Out of scope	<b>30</b>
Other	<b>26</b>
Decision Made	<b>17</b>
Process	<b>10</b>
Staff Behaviour	<b>9</b>
Incorrect Information provided	<b>4</b>
Quality of Information Provided	<b>4</b>
Lack of contact/communication	<b>3</b>
Repeat Missed Bin Collection	<b>2</b>
Breach of Confidentiality	<b>0</b>
Staff Communication	<b>0</b>
	<b>159</b>



### Upheld Complaints

- 2.38 Of the 159 complaints received, 30 (20%) were upheld with the Council deemed to be at fault by the independent investigating officer (the Customer Experience Manager).
- 2.39 This is a decrease in upheld complaints in comparison to the previous year when 46 (26%) complaints were upheld.
- 2.40 Waste services complaints have an impact on the overall number of upheld complaints, in 2024/25 17 of the 45 complaints received for waste services were upheld, which equates to over 50% of the full total of upheld complaints for the year.
- 2.41 The table in [APPENDIX D](#) shows how many complaints were upheld for each service in 2024/25 and further information on upheld complaints for each service can be found in the four quarterly reports that were published during 2024/25. These reports can be viewed on the West Lindsey District Council website via this link: <https://www.west-lindsey.gov.uk/feedback>
- 2.42 Complaints in 2024/25 were upheld for various reasons, including customers not receiving timely responses, or no response at all in some cases. Customers receiving incorrect or misleading information or advice, customers experiencing repeated missed bins, and bins not being returned to their correct positions after collection. There were also issues with staff behaviour, system errors, and administration errors when using

Council systems. Additionally, there were failures in paid services, such as bulky and green garden waste collections, and inconsistencies in the service provided.

- 2.43 Complaints received can vary in nature, often they can be justified but there is little within the authorities control that can be done to resolve them. When they are justified and fault on behalf of the council is identified then appropriate resolutions and recommendations are put into place, this could involve an apology to the customer, ensuring that the customer receives the answer or advice they require or a change in policy or process amongst other things.

### 3. Insights into Action – Learning and Improvement Actions

- 3.1 Gathering feedback from customers enables the Council to use these insights to shape the way it improves and develops. Customer insights relating to services are shared with the relevant Team Managers stating the actions required and a deadline implementation date, this is escalated to the Management Team if failing to implement within the set timescale. The Customer Experience Manager will assist with implementing the improvements where possible. Over time all suggested improvements are gathered into reports which are prioritised and fed into relevant projects and service redesign work.
- 3.2 When feedback is received it is considered and when complaints are investigated the outcome is examined to identify any learning opportunities that can be gained from the issues raised or faults identified.
- 3.3 During the 2024/25 period many improvement actions have been implemented including changes in processes, procedure reviews, updates to the website, external systems and the continued monitoring of customer standards.
- 3.4 The table below includes full details of all the learning and improvement actions that have been identified during the 2024/25 period.

Waste Services	4	<p><b><u>Bulky Waste Collection reminders</u></b> – A complaint was received regarding bulky collection reminders, when investigated it was found that the customers email reminder had been sent at 11:47pm the day before the 48 hour collection period started, this is not enough notice, the customer was confused and thought it meant 48 hours from the next day as it was sent so close to midnight, and they had looked at the reminder the next day. The matter was discussed with the systems development team and it was found that the reminders are supposed to go out at 4pm the day before the 48 hour period begins, the system had slipped the time and this hadn't been noticed. To resolve the issue the system was amended so that the reminders were sent out at the correct time of 4pm.</p> <p><b><u>Bulky Waste Collection emails</u></b> - A complaint was received regarding a failed bulky collection that was not</p>
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		<p>completed as the gate was locked, the complaint was not upheld but improvements were identified.</p> <p>When examining the reminders that are sent the day before the bulky collection is due to take place, they did not explain again that the items need to be outside and accessible, not behind a locked gate, door or covered up etc. Changes were made to the bulky reminder emails that get sent out to explain that the items need to be outside and accessible, not behind a locked gate, door or covered up etc.</p> <p><b><u>Waste Policy amendments</u></b> - Further to a complaint that was received and investigated in the previous quarter regarding a customer's parcel that went missing on collection day: <i>"Another complaint was upheld which resulted in a financial payment being made to replace a parcel that had been accidentally taken and disposed of on collection day. The card and paper recycling bin had not been presented, however, as it was a change of collection day over the Christmas period and the bin was not kept far away from the normal presentation point the crews were being helpful and they took it and emptied it, assuming that the resident had not realised the day had changed. This resulted in a complaint with evidence to show that a parcel had been left in the bin by a delivery company. Because the bin had not been presented, and there was evidence to show that the bin is normally presented away from where the crew took it from that day a payment was made to replace the parcel that was taken."</i> Changes have been made to the waste policies to make it explicitly clear that WLDC will not be held responsible or liable for any parcel or delivery that is left in a WLDC bin.</p> <p><b><u>Bulky Waste Collection Locations</u></b> - A complaint that was upheld because the waste crew had attended an incorrect address and removed an item in error, leading to a financial implication to replace the item has instigated a reminder being given to all crews about ensuring they are in the correct location when attending bulky waste collection bookings. The use of What3Words will be discussed to establish whether it can be utilized within the system used for bulky waste collection bookings.</p>
Customer Services	4	<p><b><u>Lack of information regarding opening times</u></b> - A complaint was received regarding lack of information to inform customers that the Guildhall reception was closed until 10am on the first Wednesday of each month for training purposes. No sign had been put in the window at the front door on the closed Wednesday in May, although a message had been put out on social media. A permanent</p>



		<p>sign has been put up stating closure on the first Wednesday of every month until 10am for training purposes so that customers are aware.</p> <p><b><u>Location information for reports of flytipping -</u></b> Customer satisfaction survey feedback received regarding a fly tip not being removed, when investigated, found that an incorrect location had been recorded by the officer taking the report as it was a very vague location (layby on the A18). It was recorded as being in the wrong location and this led to issues with the customer being passed around different authorities when it was actually in the WLDC area. Going forward, when a customer calls to report fly tipping and the location is vague, they need to be asked for a what3words location so that the exact location can be accurately recorded for the street cleaning crews to know where they need to go.</p> <p><b><u>Lack of response to customer -</u></b> A complaint was investigated where customer had not received a response. It was found that a street cleaning request had been submitted, the customer had not received a response, so they called to chase an answer or an update to their request. An officer received information to relay to the customer and tried to call them but there was no answer, the officer did not try to call the customer again and did not record what the response was on CRM for the next officers reference. Supervisors have carried out further training and coaching on how to properly enter information onto CRM customer accounts, this upheld complaint is a reminder of the importance of and issues that can arise when information is not recorded accurately and fully.</p> <p><b><u>Incorrect advice provided -</u></b> A complaint found that a customer had been provided with incorrect advice regarding an order for new bins has led to further training and guidance being provided for Customer Service officers. They have been reminded to ensure that thorough checks are made before giving advice about expected delivery dates.</p>
<b>Planning and Development</b>	2	<p><b><u>Planning Portal -</u></b> A complaint was received stating that it was not easy to find information relating to planning applications that were live prior to the new planning portal being implemented. It was found that for legacy cases, where application information is available on both the old and new systems it was not made clear how to view these applications. Based on the feedback received the team have reviewed our website communication to ensure that we provide clearer information going forward.</p>



		<p><b><u>Planning Committee Notification Letters</u></b> - A complaint was received in relation to planning committee notification letters, several interested parties did not receive notification of a planning application that was being heard at the planning committee meeting in February 2025. The investigation found that an administration error led to the letters not being printed and posted as they should have been. The investigation also found that the Council was not obliged to notify all interested parties when an application was to be heard at a planning committee meeting. This complaint led to an examination of the process of sending out paper notification letters in the post and whether we should be notifying all interested parties. It has been decided that although not obliged to, interested parties should be notified when a planning application they have commented on is heard at committee, for increased transparency this would be good practice. However, to reduce the risk of error via a manual post process interested parties will be encouraged to provide an email address as the planning system enables us to send an automatic email notification when any changes or updates are made to the planning application decision process.</p>
<b>Planning Enforcement</b>	2	<p><b><u>Planning Enforcement investigation times</u></b> - A complaint was received regarding how long an investigation had taken; the customer had to request an update several times. It was established that the case could have been dealt with in a more efficient manner. Guidance was provided to officers in terms of how this could have been better handled and dealt with in a timelier manner.</p> <p><b><u>Planning Enforcement Decisions</u></b> - A complaint received regarding lack of action found that opinion changed over time, and we ultimately decided not to take action as it was not expedient. This should have been the decision from the outset. The complaint was not upheld but a learning opportunity arose from the complaint investigation. It was recognised that the Council's position on this matter altered during this case, and the officers involved were advised that there needs to be additional thought given to avoid conflicting situations such as this occurring in the future. Whilst the decision whether or not to take enforcement action remains discretionary and the end result may well have been the same, there is an opportunity to ensure that decisions relating to expediency are taken at a much earlier stage in the process, and for these to be fully considered and communicated at the appropriate point in time.</p>

Property Services	2	<p><b><u>Parking Ticket fines</u></b> - A complaint was received where a customer had received a parking ticket when their paid for ticket had blown out of view from the windscreen. The customer had appealed but still had to pay the £25 fine - this should have been cancelled on appeal when evidence of a paid ticket was provided. This complaint was classed as out of scope as a partner agency administers parking fine appeals on our behalf. When discussed with the parking officer it was found that this should not have happened, if an appeal is made and a paid ticket is evidenced then the fine should be cancelled. The parking officer has fed this back to the partner that administers parking fines on our behalf and the customer has been refunded the £25 paid.</p> <p><b><u>Public Toilet facilities</u></b> - A complaint received in relation to disabled toilet facilities in Roseway Carpark led to extra checks being made and the issues raised discussed with cleaning company supervisors.</p>
Community Protection	1	<p><b><u>ASB and Noise complaints</u></b> - An upheld LGSCO complaint decided that clarification was required when noise complaints are received as to what powers will be used, that noise could be classed as a statutory nuisance but could also be ASB. The LGSCO made these recommendations:  Review our website to make clear when and how we will consider its ASB powers when investigating noise from domestic and commercial premises.  Ensure that the revision to the website is shared with relevant staff and they are reminded that ASB powers are applicable to complaints about noise.  The above recommendations have been completed and evidence has been sent to the LGSCO.</p>
Street Cleansing	1	<p><b><u>Fly tipping reports and customer updates</u></b> - A complaint was received regarding fly tipping that had not been removed despite the customer putting in 2 requests and receiving an email to say that it had been cleared twice but it was still there. This was discussed with the Street Cleansing Manager, the crew had marked CRM incorrectly, they should have marked it as having an issue rather than being completed, they could not get it because it was in a deep ditch and was not safe to do so. When looking at CRM the choices for crews are limited, they can either choose completed or issue, if they choose issue, it gives some options but not enough, its either not located, located but on private land and some other options - Simon Smoothey is speaking to IT regarding getting some more options added to CRM for reasons why there are issues</p>

		with the collection of fly tips and has spoken to the crews about ensuring CRM records are updated accurately.
<b>Freedom of Information</b>	1	<b><u>FOI contact information-</u></b> Through customer feedback received it was identified that FOI responses were advising customers to email <a href="mailto:monitoring@west-lindsey.gov.uk">monitoring@west-lindsey.gov.uk</a> instead of the correct Monitoring Officer email address. The correct email for the Monitoring Officer is <a href="mailto:monitoringofficer@west-lindsey.gov.uk">monitoringofficer@west-lindsey.gov.uk</a> - a customer had sent emails to <a href="mailto:monitoring@west-lindsey.gov.uk">monitoring@west-lindsey.gov.uk</a> and had not received any response or acknowledgement. As soon as this error was identified FOI response templates were amended to state the correct email address - <a href="mailto:monitoringofficer@west-lindsey.gov.uk">monitoringofficer@west-lindsey.gov.uk</a> and the other email inbox, <a href="mailto:monitoring@west-lindsey.gov.uk">monitoring@west-lindsey.gov.uk</a> has been examined for anything else that may have been missed.
<b>Licensing</b>	1	<b><u>Licensing visits</u></b> - A complaint was received regarding how an officer conducted themselves during a meeting with a resident. No fault was identified in terms of the complaint received however, to protect officers and to keep record/evidence of visits or meetings with residents etc it is recommended that body cams are used by officers going forward where necessary. Recommendation to be considered - Use bodycams that record constantly when visits or meetings are taking place with residents, this will help with evidence records and will protect our officers.
<b>Customer Experience</b>	1	<b><u>Out of Scope Customer Feedback</u></b> - There has recently been an increase in out of scope customer feedback, especially complaints submitted online. Although the page on the WLDC website for submitting a complaint explains what falls under WLDC and what falls under LCC there has been an increase in the number of out of scope complaints received via the page from customers self-serving online. A request was made and completed to make the note regarding what LCC cover more prominent on the page, to make it stand out more to try and reduce the number of out of scope complaints received. The message already included a direct link to the LCC website to submit feedback to them, this will be monitored going forward to see if it improves the situation.
<b>Environmental Protection</b>	1	<b><u>Noise and ASB complaints</u></b> - An upheld LGSCO complaint decided that clarification was required when noise complaints are received as to what powers will be used, that noise could be classed as a statutory nuisance but could also be ASB. The LGSCO made these recommendations:

		<p>Review our website to make clear when and how we will consider its ASB powers when investigating noise from domestic and commercial premises.</p> <p>Ensure that the revision to the website is shared with relevant staff and they are reminded that ASB powers are applicable to complaints about noise.</p> <p>The above recommendations have been completed and evidence has been sent to the LGSCO.</p>
<b>WLDC in general</b>	1	<p><b>Staff Conduct</b> - Following a comment received regarding littering outside the Guildhall, a message was sent to all WLDC staff and tenants to remind them about the law in regard to littering. The Community Safety department were asked to conduct patrols and extra checks in the area to ensure that any person, including staff members, found to be littering are dealt with as any other person would be, with a fine if applicable.</p>
<b>Other</b>	1	<p><b><u>Event advertisement</u></b> - A comment was received from a customer who had travelled to the antiques market to find only three stalls in the market place. The antiques market had been cancelled by the company that was running it, when this feedback was received it was found that customers could still get to and view the press release on the WLDC website that advertised it as being on every Saturday until October 2024. As soon as we became aware of this the communication and web team removed the press release from the WLDC website.</p>

## 4. Customer Feedback Governance and Reporting

### 4.1 Customer Feedback is governed by a set of regular reports:

- Monthly Progress and Delivery reports monitor customer feedback levels including feedback received, days to respond to complaints and information on how many complaints are upheld in each period as well as customer satisfaction levels.
- Monthly reports on feedback received are shared with each service.
- Quarterly customer feedback and demand reports are produced for the Management Team and Service Team Managers and are published on the WLDC website.

### 4.2 Regular reports are submitted to the Management Team and regular 'emerging issues' meetings are held with the Director of Change Management, ICT & Regulatory Services and the Customer Services and Strategy Lead.

- 4.3 The Quality Monitoring Board (QMB) meets on a regular basis to discuss emerging issues and oversee decisions on complex and sensitive complaints where high risk or reputational issues are involved. The QMB will agree any resolution or action required and will ensure that appropriate improvement actions are implemented where necessary.
- 4.4 Quarterly Voice of Customer Reports are published to all Team Managers and Officers and via the regular Members newsletter to our Councillors.
- 4.5 This Annual Voice of the Customer Report is presented to the Management Team, Governance and Audit Committee and the Wider Management Team.
- 4.6 A report on the Annual Local Government Ombudsman letter will be presented to the Management Team and Governance and Audit Committee at a later date in the year.

## **5. Local Government and Social Care Ombudsman complaints (LGSCO)**

- 5.1 If a customer is dissatisfied with the outcome once they have completed the Council's formal complaints process, they can refer their complaint to the Local Government and Social Care Ombudsman (LGSCO) for consideration. There is no cost to the Council.
- 5.2 Between April 2024 and March 2025 records indicate that a total of 13 complaint referrals were made to the Ombudsman, this will be confirmed once the Annual Ombudsman letter is received later this year. This is an increase in comparison to the previous year.
- 5.3 When a complaint is referred to the Ombudsman, they make initial enquiries and then decide whether or not to investigate further. The table below shows the outcome of complaints referred to them compared to previous years.

<b>LGSCO Outcome</b>	<b>2024/25</b>	<b>2023/24</b>	<b>2022/23</b>	<b>2021/22</b>	<b>2020/21</b>
<b>Number of complaints referred</b>	13	8	13	10	13
<b>Complaints not investigated</b>	11	7	9	3	9
<b>Complaints investigated</b>	2	1	4	7	4
<b>Complaints upheld</b>	1	0	1	2	2
<b>Complaints not upheld</b>	1	1	3	5	2

- 5.4 The number of complaints referred to, not investigated, and investigated by the Ombudsman has increased slightly in comparison to previous years.
- 5.5 The Ombudsman decided not to investigate many of the complaints that were referred to them during 2024/25. The reasons given were that they were either out of time, there was a formal appeal route available, it was outside their jurisdiction, or there was insufficient evidence of fault on behalf of the Council. The Ombudsman also decided not to investigate some complaints further as no significant or personal injustice had been caused.

- 5.6 The complaints that the Ombudsman did not investigate were in relation to Planning and Development (5), Revenues and Benefits (3) Planning Enforcement (1), Parking Matters (1), Community Safety (1) and Corporate Services (1).
- 5.7 The Ombudsman investigated two of the complaints that were referred to them, these was in relation to Housing Enforcement and Community Safety/Environmental Protection.
- 5.8 The investigation into the Housing Enforcement complaint found no fault on behalf of the Council and the complaint was not upheld.
- 5.9 The Community Safety/Environmental Protection complaint was upheld by the Ombudsman as they identified some improvements that should be made. They found that the Council properly investigated the complainants reports of noise from neighbours and problems with building work. However, they found that the Council's website was not clear that it has powers to tackle noise from premises under antisocial behaviour (ASB) legislation. This had not impacted on the complainant as it was unlikely the Council would have used ASB powers. However, we agreed to review our website so that it is clear how we may consider ASB powers to tackle noise from premises.
- 5.10 A report will follow later this year which will detail all the complaints referred to the Ombudsman during the 2024/25 period. This report will be presented to the Governance and Audit Committee and will include benchmarking data to illustrate how we compare to other similar authorities in terms of the number of complaint referrals and instances where councils are found to be at fault.

## **6. Customer Satisfaction Measurement**

- 6.1 The Council has been using an e-survey platform over the last few years which enables the sending and analysis of customer satisfaction surveys from one place with real time results, this platform is called Qualtrics.
- 6.2 Surveys are sent on a weekly basis to customers that have contacted the Council or have received a Council service during the previous week, including planning application decisions.
- 6.3 Currently surveys are only being sent via email, but other methods are currently being considered during the implementation of the new Customer Relationship Management (CRM) System and the new Customer Contact Centre.
- 6.4 The insights gained from survey responses received feed into the customer feedback system to collate all feedback in one central place. By identifying issues that customer raise in their survey response comments we can act on and solve issues before they potentially escalate into a formal complaint.
- 6.5 Satisfaction surveys are sent to customers of the main customer facing services. During 2024/25 the services that have been surveyed are Community Safety, Food Health and Safety, Environmental Protection, Planning and Development, Trees and Conservation,

Planning Enforcement, Housing Enforcement, Licensing, Waste Services and Street Cleansing.

### Satisfaction Levels

- 6.6 During the 2024/25 period from April 2024 to March 2025 a total of 9851 satisfaction surveys were sent out and 1723 responses were received. This is an increase in responses in comparison to the previous year when 1628 responses were received.
- 6.7 Many of the surveys that are sent and responses received are from Waste Services customers as they process the highest number of service requests on a daily basis.
- 6.8 The table below shows how many responses were received for each service in 2024/25:

Anti-Social Behaviour	34
Food Health and Safety	8
Housing Enforcement	14
Licensing	36
Planning and Development	93
Planning Enforcement	17
Public Protection	72
Street Cleansing	240
Waste Services	1209

- 6.9 Customers are asked to rate the service they received from 1 to 5 stars, if they choose 1 to 3 stars they are asked what could have been done to improve their experience and if they choose 4 or 5 stars they are asked what was done well. Ratings of 4 and 5 stars are used to calculate the overall satisfaction score.
- 6.10 The table below shows how many customers rated the service they received as 1 to 5 stars in 2024/25:

Number of 1 star ratings	106	6%
Number of 2 star ratings	37	2%
Number of 3 star ratings	77	4%
Number of 4 star ratings	208	12%
Number of 5 star ratings	1295	75%

- 6.11 The overall satisfaction score for 2024/25 was 87% which is an increase when compared to previous years. The overall satisfaction score for the previous year was 82%.

2024/25	2023/24	2022/23	2021/22	2020/21
87%	82%	73%	74%	76%



- 6.12 The chart below shows the satisfaction scores for each month during 2024/25 which were consistent ranging between 83% to 94%:



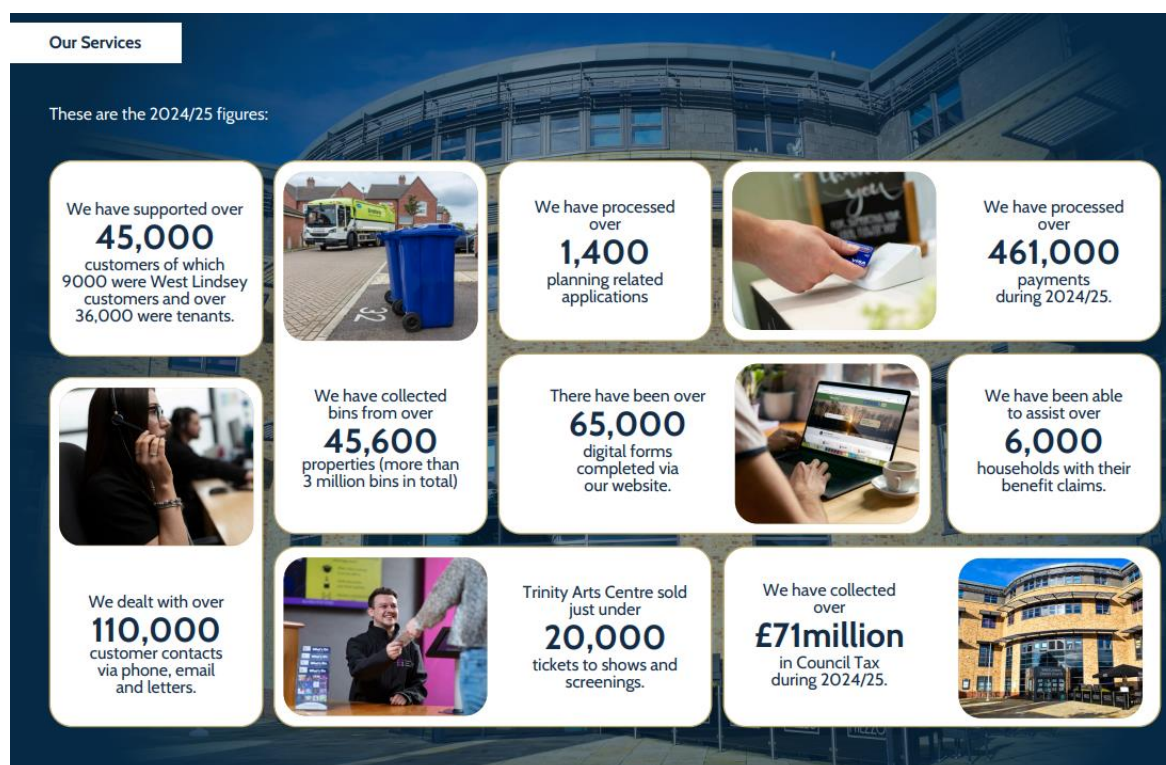
- 6.13 2024/25 was the first year of the new Big Bin Clear Out service, where residents can hire a large, wheeled bin for a week. Customer satisfaction surveys have been sent to the residents that have utilised the service and 60 responses were received. The customer satisfaction score for this service from the 60 responses received is 95%, with 57 of the 60 respondents rating the service received as either 4 or 5 stars (satisfied or very satisfied)
- 6.14 The comments that customers submit when they complete a satisfaction survey are analysed and are fed into the customer feedback system. If required, comments are followed up with the customer that has responded and if they highlight a learning or improvement opportunity they are recorded and followed up as an action that needs attention.
- 6.15 Customers who have given high ratings for the service they received have shared positive feedback on several aspects. They appreciated that we fulfilled our promises and adhered to the timelines we provided. Keeping customers informed and updated, especially when a service request is received, underway and has been completed, has been highly valued. Since the introduction of the new CRM system for waste services, customer satisfaction has risen, as they now receive confirmation when a fly-tipping report is resolved and reminders when bulky waste collections are due to take place. Throughout the year, customers have consistently praised and thanked our officers for their communication, the advice and assistance provided, helpfulness, empathy, and understanding, as well as the professionalism and conduct of our waste services operatives.
- 6.16 Customers who rated the service they received with low stars have provided feedback on areas where they felt the service received could have been improved. Comments received have highlighted issues such as the speed of service, disappointment with the outcomes or decisions reached, lack of response or communication. Some customers feel that better coordination between departments and improved communication were needed. Others mentioned difficulties in contacting the Council quickly and easily.



- 6.17 To increase customer satisfaction going forward all services need to ensure that they are dealing with their customers in a timely manner, keeping them up to date and managing their expectations in terms of what will happen, when, and what they should expect. The new Customer Experience Strategy, new Contact Centre technology and ongoing work around customer service standards will assist with this as these will ensure that appropriate acknowledgements and response times are being utilised by all Council services.
- 6.18 Further and more detailed information on customer satisfaction including comments that have been received for individual services can be found in the previously published Quarterly Voice of the Customer Reports for 2024/25.

## 7. Customer Demand Analysis

- 7.1 The demand analysis part of this report focuses on the data available surrounding customer contact points. This includes data collected around telephony, face to face interactions, the website, payments and how service requests are received. Analysing this information can show how customers are choosing to interact with the council and through which channels. You can see how many interactions have taken place across different council services during 2024/25 in the diagram below:



### Service Requests and Customer Contact Methods

- 7.2 Service requests can be made by customers through various channels. For example, telephone, online forms, at the Guildhall and via email. It is important to understand how customers are making requests so the receipt of these can be resourced adequately and appropriately.

- 7.3 Currently the method of receipt of service requests are only recorded by the following teams: Anti-Social Behaviour, Planning Enforcement, Housing Enforcement, Food Health and Safety, Public and Environmental Protection, Street Naming and Numbering (SNN) and Waste Services. Future investments in technology will allow for improved handling and recording of future service request enabling a better understanding of our demands in this area.
- 7.4 The number of service requests received recorded on the Flare and CRM system for 2024/25 was 40,970 which is an increase compared to the previous year where 39,201 were recorded. Note: these figures include Garden Waste (GW) subscription requests. There were just under 25,000 GW subscriptions in total in 2024/25. 83% of GW subscriptions were completed online and 15% were completed over the telephone.
- 7.5 The table below illustrates the full breakdown of all contact channels used in 2024/25 by customers to request a service compared with the previous two years:

Contact Method		2024/25	2023/24	2022/23
Online Forms	▲	73.29% (30,027)	71.87% (28,174)	66.91% (27,805)
Email	▼	2.39% (978)	2.45% (960)	2.48% (1,030)
Telephone	▼	20.89% (8,557)	23.24% (9,111)	23.46% (9,748)
Face to Face	▲	1.56% (640)	1.24% (487)	6.06% (2,517)
Letter	▲	1.00% (409)	0.07% (26)	0.06% (23)
Internal Referrals	▼	0.88% (359)	1.13% (443)	1.03% (430)
Total number of service requests received	▲	40,970	39,201	41,533

- 7.6 Along with the overall number of service requests recorded on Flare and CRM increasing the use of online forms to request a service has increased in comparison to previous years, this is a result of improved digital options available to our customers. As with previous years many customers requesting a specific service (over 94% in 2024/25) made contact with us via the phone and online forms.

### Face to Face (in person) Demand

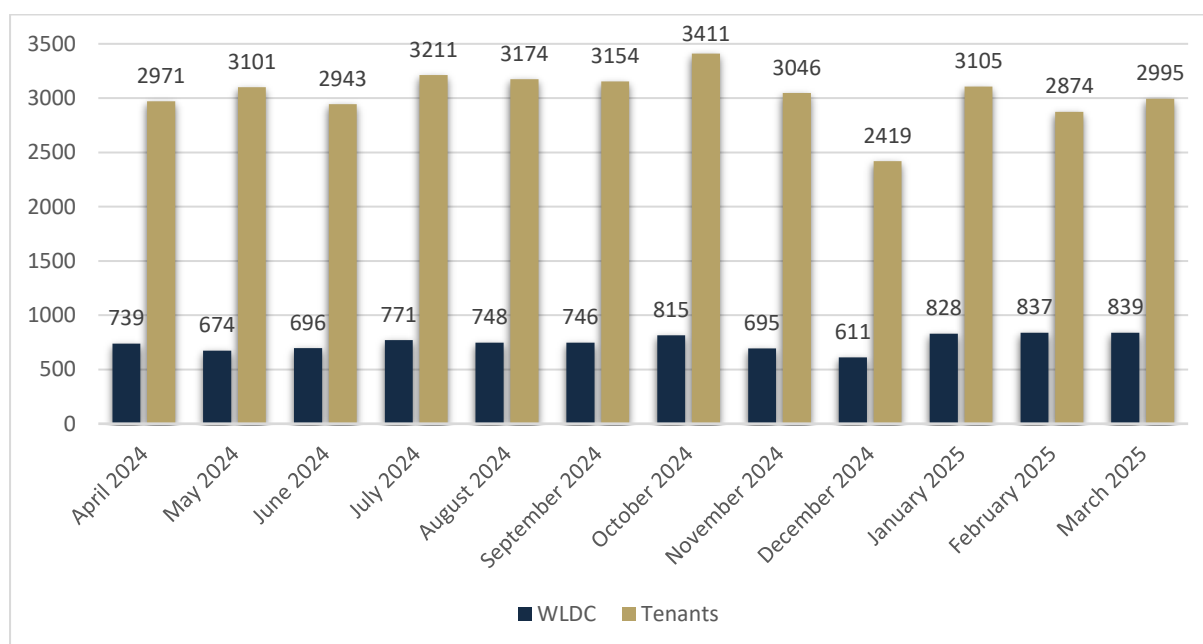
- 7.7 Historically the number of customers that choose to visit the Council's reception at the Guildhall is relatively low as many customers now opt to request services via other means, as you can see from the information included in the section above. During the 2024/25 period face to face contact increased compared to previous years, not for Council services, but an increase in customers accessing services provided by our tenants including Job Centre Plus (JCP)
- 7.8 Although face to face demand for WLDC services is relatively low it is recognised that a face to face service will always be required as customers need the choice available, however, a higher number of customers may choose to use online services now they are confident in doing so rather than visiting the Guildhall for a face to face service.
- 7.9 It should also be noted that many of the face to face customers regardless of which services they are accessing are vulnerable and as a result take up more officer time,

which can in extreme situations result in officers spending hours dealing with a particular vulnerable customer

7.10 As well as customers for WLDC services, WLDC visitors and customers for our tenants are also dealt with via the main Guildhall reception. A big majority of the customers that come into the Guildhall are attending JCP appointments. It should be noted that although a customer may not require services from WLDC it is a Council officer that has the first interaction with each person that walks through the door.

7.11 During 2024/25 a total of 45,637 customers visited the Guildhall for a face to face service, this is an increase of over 6000 compared to the previous year when 39,060 customers visited. 8,999 (20%) of these customers were accessing a WLDC service, 36,404 (80%) were accessing services provided by our tenants.

7.12 The graph below shows how many customers visited the Guildhall building each month during 2024/25 and the number of customers that were accessing WLDC or tenant services each month:

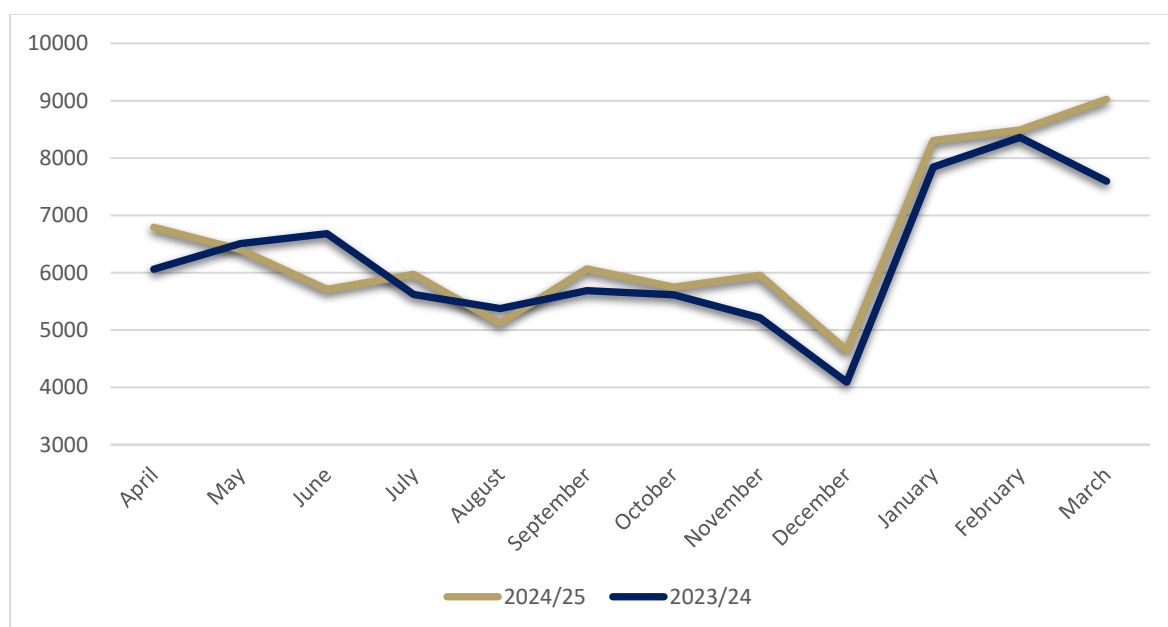


7.13 These visitor numbers along with data relating to the specific reasons why customers attend the Guildhall will be analysed and used in the plans for the future design of how the reception area will work in terms of face to face contact and how services will operate going forward.

## Telephone Calls

7.14 Telephone calls received through the council's current contact centre are reported on for inclusion in this report, which includes calls received by customer services, revenues (council tax) and benefits. The contact centre records all calls that are made to the council's main telephone number (01427 676676).

- 7.15 On the 12<sup>th</sup> November 2024 a new contact centre system was implemented for telephone calls received by the Council. Anyone calling the 01427 676676 number is now transferred through the new contact centre in the first instance.
- 7.16 The new system introduced a variety of improvements including a voice response system seeking to understand the intent of the customer when contacting us. The way in which the system interprets customer intent is important to continuous improvement efforts. The new system allows better reporting and more informative reporting that will enable us to easily identify ways the service can be improved.
- 7.17 Overall telephone demand increased during 2024/25 compared to the previous year, 78,236 calls were received into the contact centre (which includes customer services, revenues (council tax) and benefits) in 2024/25, whereas 74,655 were received in 2023/24, this is an increase of over 3,500 calls in total.
- 7.18 Call volumes expectedly increase from January to March due to the garden waste subscription period starting in January each year.
- 7.19 On average 87% of all calls received into the contact centre were answered and handled during 2024/25, this is a 1% decrease compared to the previous year where 88% of all calls were answered and handled on first contact. It should be noted that although a call may go unanswered, customer can opt to receive a call back once the officer is available. (unanswered call figures include calls which go through to voicemail services).
- 7.20 The graph below illustrates telephone demand via the contact centre each month for 2024/25 compared to the previous year:



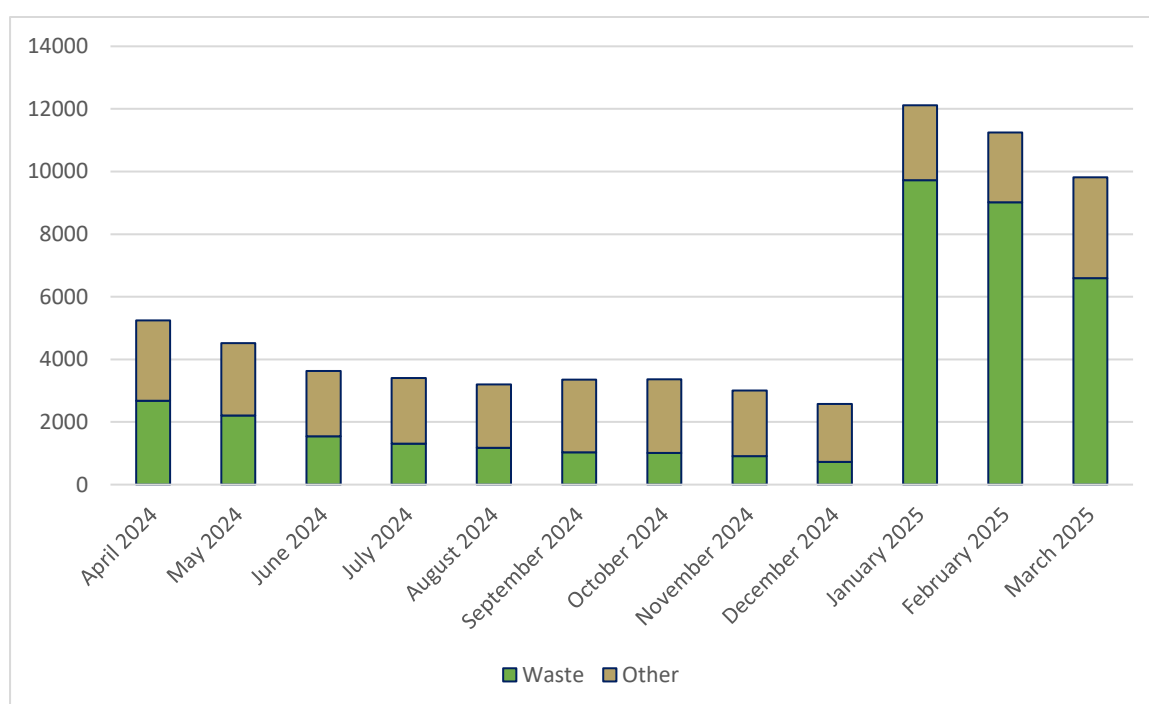
## Customer Service Call Volumes 2024/25

- 7.21 This section of the report examines calls received and recorded by the customer services department specifically. From the 1st April 2024 to the 31st March 2025 a total of 49,175 calls were received by the customer services department, which is an **increase of over 4500** compared to 2023/24. 40,280 of these calls met the requirements for being recorded on the Council's Customer Relationship Management (CRM) system.
- 7.22 Some of the calls received were resolved on the first point of contact by the customer services department and other calls were either signposted to other external agencies or passed on for further involvement by another council department. This could involve a service request report, a paid service request, a call back request or a request for further information or advice from a specific department. Work around deflecting calls not for WLDC services commenced in November 2024 and has enabled us to deal with more calls for WLDC services.
- 7.23 Calls that meet the requirements for being recorded are logged on the council's Customer Relationship Management (CRM) system and the officer handling the call will record what council department or external agency the call was in relation to.
- 7.24 During 2024/25 40,280 calls handled by customer services were recorded against 31 Council departments and 6 external agencies.
- 7.25 95% (33,819) of the 38,389 calls recorded were for 14 council departments and 1 external agency. 35% (14,099) of the calls recorded were in relation to operational services (waste services) which included missed bin reports, bulky waste collections, fly tipping reports, new bin requests, big bin clear out requests amongst many other waste issues. The table below shows the top 15 reasons for calls recorded by the customer services department during 2024/25:

WLDC Service or External Agency Required	Number of calls recorded	% of calls recorded
Operational Services	14099	35.00%
Revenues (Council Tax)	8475	21.04%
Home Choices	3587	8.91%
Planning	2810	6.98%
Customer Services	1795	4.46%
Lincolnshire County Council (LCC)	1069	2.65%
Building Control	1046	2.60%
Trinity Arts Centre and Leisure	1033	2.56%
Environmental Protection	843	2.09%
Benefits	729	1.81%
Licensing	706	1.75%
Housing and Enforcement	685	1.70%
Assets and Property	574	1.43%
Electoral Registration	496	1.23%
Communities	442	1.10%

## Online Service Requests – Eforms

- 7.26 Customers can request or subscribe to a service via the Council website. The most visited pages on the website include the general waste and garden waste service pages during the subscription period and the second most popular pages are relating to planning and development, with revenues (council tax) and benefits coming in as third most popular.
- 7.27 Compared to the previous year there has been an increase in the number of service requests made via online forms during the 2024/25 period. In total 65,474 online requests were received compared to 63,954 in 2023/24.
- 7.28 The main services requested via Eforms in 2024/25 were waste (garden waste collections, bulky waste collections etc), revenues (council tax) and customer services. 58% of all Eforms completed (37,929) were in relation to waste services.
- 7.29 The graph below illustrates how many online requests were received each month during 2024/25 broken down by waste requests and other requests. The increases in January, February and March are due to garden waste subscriptions:



## Payments

- 7.30 Various services across the council accept payments from customers. The methods in which customers make payments to the Council can be classified into three categories; Self-Serve, Staff Assisted Payments and External Payments.
- 7.31 Self-Serve payments include payments taken over the website, the kiosk in reception and the automated telephone payment line. Staff Assisted payments include payments



over the phone, postal cheques and small amounts of cash taken face to face. External Payments include bank account payments (but not direct debit payments), Post Office payments and PayPal.

- 7.32 In the 2024/25 period 76,696 payments were taken (not including direct debit payments) which is an increase when compared to the previous year. The breakdown of how these payments were made is illustrated in the table below:

	<b>2024/25</b>	<b>2023/24</b>	<b>2022/23</b>
Self Service Payments	68.70%	66.39%	63.50%
Staff Assisted Payments	12.91%	13.36%	15.19%
External Payments	18.38%	19.94%	21.31%
Total number of Payments (excluding direct debits)	76,696	75,761	77,108

- 7.33 The payments received in 2024/25 consisted of 69% self-serve payments, this is an increase compared to last year which is due to the implementation and more frequent use of the automated payment facility. 13% of payments were staff-assisted, this has remained the same compared to the previous year and this involves customers paying over the telephone with an officer. The volume of external payments has decreased compared to the previous year at 18%.

## 8. Conclusion

The 2024/25 year has been positive in terms of the decrease in the number of complaints received, an increased number of compliments received and a 5% increase in customer satisfaction when compared to the previous year. However, customer demand has increased across all channels and we need to continue to use our resources appropriately to ensure that all residents receive an excellent service however they choose to make contact with us.

The new CRM system has continued to assist in increasing customer satisfaction, in particular for waste services as customers now received more timely reminders and updates on the service requests they have made.

Self-service online and telephone continue to be the preferred methods of contact with the Council with over 94% of customers choosing to interact with us in those ways. More online self-service methods are being utilised by customers which means that we need to ensure that the information on our website is accurate, informative and up to date.

Our customers live, work, or conduct business within our district usually for extended periods of time; and therefore the Council needs to build a positive relationship with customers for long term success. We need to make it as easy as possible for our customers to interact with us 24/7..

The information within this report provides important input into the delivery of the Customer Experience Strategy (which was agreed in 2024 by members), providing baseline data, enabling the Council to look through the customer's eyes at the services provided and to think, act and plan from the customer viewpoint which will be essential in making service improvements. Work in this area has commenced and will be reported on in future Voice of the Customer reports.

Work is also continuing on service redesign work, the data in this report will assist the redesign process. The service redesign work examines all elements of how each individual service operates from processes and procedures to how customers make contact with the service.

A customer wants to be seen as an individual and wants to find or obtain what they need quickly and easily. The Council's role is to help customers do what they need to do, with the least possible effort. The data in this report will allow the use of customer analytics to predict customer behaviour, personalised services and continually evaluate the customer journey leading to an improved customer experience overall.

This will enable the Council to deliver excellent customer services, ensuring that it is operating and using its resources in the best way possible to provide 'right first time' speedy, efficient and effective services.

The implementation of new contact centre technology in November 2024 has opened up a wider range of ways we can interact with our customers and brings improved reporting opportunities so that we can better understand the customers we serve. The Customer Services Business Team is dedicated to exploring this technology and bringing forward enhancements and knowledge, enabling us to plan and deal with customer demands proactively.



## Appendices

### Appendix A – Compliments received 2024/25 by Service

	Compliments
Waste Services	612
Planning and Development, Trees and Conservation	291
Customer Services	218
Street Cleansing	123
Revenues (Council Tax)	43
Arts and Leisure	37
Licensing	34
Home Choices	33
Building Control	25
Community Safety	25
Environmental Protection	25
Customer Experience	19
Communities	18
Crematorium	18
Growth and Regeneration	16
Benefits	13
Disabled Facilities Grants	9
System Development	7
Housing Enforcement	6
Planning Enforcement	6
Food, Health and Safety	5
Property Services	5
Out of Scope	4
Local Land Charges	2
Wellbeing and Health	2
WLDC Council in General	2
Cemetery	1
Electoral Services	1
Financial Creditors and Debtors	1
PA and FOI Team	1
<b>Total</b>	<b>1602</b>

## Appendix B - Comments received 2024/25 by Service

	Comments
Waste Services	26
Out of Scope	8
Planning and Development, Trees and Conservation	4
Revenues (Council tax)	4
Street Cleansing	3
System Development	3
WLDC Council in General	3
Customer Experience	2
Electoral Services	2
Property Services	2
Arts and Leisure	1
Communications Team	1
Crematorium	1
Customer Services	1
Growth and Regeneration	1
<b>Total</b>	<b>62</b>

## Appendix C – Complaints received 2024/25 by Service

COMPLAINTS	2024/25	2023/24	2022/23	2021/22	2020/21
Waste Services	45	65	107	38	45
Out of Scope	30	23	9	18	20
Planning and Development, Trees and Conservation	15	14	17	21	44
Planning Enforcement	8	11	9	14	14
Revenues (Council tax)	8	11	17	14	9
Customer Services	8	3	11	4	4
Property Services	8	1	5	2	2
Home Choices	6	14	7	7	2
Environmental Protection	5	6	4	3	9
Housing Enforcement	4	2	2	2	2
Street Cleansing	4	2	5	5	4
Community Safety	3	5	1	7	5
Licensing	3	3	1	0	1
Benefits	3	2	2	4	3
Electoral Services	3	1	0	1	0
Food Health and Safety	2	0	0	0	0
Arts and Leisure	1	2	3	3	1
Disabled Facilities Grants	1	1	1	4	3
Systems Development	1	0	0	0	0
Freedom of Information	1	0	0	0	0
Communities	0	2	0	0	0
Building Control	0	1	0	0	1
Cemetery	0	1	0	0	0
Financial Creditors and Debtors	0	1	2	0	0
Growth and Regeneration	0	1	0	0	1
Internal Confidential Issues	0	1	1	0	0
Local Land Charges	0	1	0	2	0
Member and Support Services	0	1	0	1	2
WLDC Council in General	0	1	0	1	2
<b>Totals</b>	<b>159</b>	<b>176</b>	<b>210</b>	<b>155</b>	<b>178</b>

## Appendix D – Upheld complaints 2024/25 by Service

	Complaints received	Upheld Complaints
Waste Services	45	17
Planning and Development, Trees and Conservation	15	5
Customer Services	8	5
Street Cleansing	4	2
Planning Enforcement	8	1
Property Services	8	1
Revenues (Council tax)	8	0
Home Choices	6	0
Environmental Protection	5	0
Housing Enforcement	4	0
Benefits	3	0
Community Safety	3	0
Electoral Services	3	0
Licensing	3	0
Food, Health and Safety	2	0
Arts and Leisure	1	0
Disabled Facilities Grants	1	0
PA and FOI Team	1	0
System Development	1	0
<b>Totals</b>	<b>159</b>	<b>31</b>