

# Shropshire Registration & Celebratory Services

## Customer Survey

## Analysis of Results

September 2018

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## Overview:

This years annual registration service customer survey was conducted over September and October 2018. During this period all customers of the registration service were asked for their views on the service they had received. Due to the varied nature of the registrars business different surveys were used to provide feedback on the following areas, the areas, the numbers of surveys and the number of responses received are shown below as is the response rate in percentage terms:

| Areas surveyed                     | Numbers of Surveys Distributed | Number of responses received | Response Rate % |
|------------------------------------|--------------------------------|------------------------------|-----------------|
| Certificate Applications           | 250                            | 58                           | 23%             |
| Registration Service Appointments: | 189                            | 117                          | 62%             |
| Births                             | 8                              | 3                            | (37.5%)         |
| Deaths                             | 154                            | 112                          | (73%)           |
| Notices                            | 27                             | 2                            | (7%)            |
| Ceremonies and Celebrations        | 99                             | 48                           | 48%             |
| British Citizenship Ceremonies.    | 50                             | 19                           | 38%             |
| Birth Declarations                 | 58                             | 0                            | 0%              |

### Certificate Applications

58 responses were received for this particular survey

Was your certificate for family history purposes?

Yes 23%

No 77%

### How did you order your certificate?

Post 0%

Telephone 50%

Website 40%

Personal Visit 10%

**How long did you wait for your certificate to arrive?**

|                          |      |
|--------------------------|------|
| 3 Working days or less   | 81%  |
| 4 Working days           | 12%  |
| 5 Working days           | 3.5% |
| More than 5 working days | 3.5% |

**How satisfied were you with the time it took to get your certificate?**

|                  |     |
|------------------|-----|
| Very Satisfied   | 97% |
| Satisfied        | 3%  |
| Unsatisfied      | 0%  |
| Very unsatisfied | 0%  |

**How satisfied were you with the reproduction of the certificate?**

|                  |     |
|------------------|-----|
| Very Satisfied   | 95% |
| Satisfied        | 5%  |
| Unsatisfied      | 0%  |
| Very unsatisfied | 0%  |

**How satisfied were you with the method by which you placed your order?**

|                  |     |
|------------------|-----|
| Very Satisfied   | 93% |
| Satisfied        | 5%  |
| Unsatisfied      | 2%  |
| Very unsatisfied | 0%  |

**If you spoke to a member of staff, how satisfied were you with the way you were spoken to?**

|                  |     |
|------------------|-----|
| Very Satisfied   | 94% |
| Satisfied        | 6%  |
| Unsatisfied      | 0%  |
| Very unsatisfied | 0%  |

## How could we improve the service we offer?

All customer responses to this question are published below

- I don't think there's anything you could improve. your staff members are polite and patient. the certificate arrived less than 24 hours after the phone call. thank you very much
- Excellent service thanks
- The lady I spoke with was very friendly and helpful. The certificate arrived sooner than I expected. Very happy with the service
- Its perfect as it is
- I always find whenever I am doing my family history, the staff always very helpful in all departments. Very hard to find any fault, excellent service
- I rang twice in the end because the first time i phoned the young sounding man didn't understand what I was phoning about and couldn't really offer any answers and he said it would be best if I phoned back and speak to someone else, which was a bit odd, but on the whole a great service.

*Apologies that you felt it necessary to have to do this. Telephone Orders are processed by the Councils Customer Service Centre will provide your feedback to the managers*

- The certificate came two days after ordering online! very happy with service and website was very easy to use. thank you
- Service prompt. Customer service very polite. Unfortunately, could not read but that is due to the old style of writing nothing to do with your service which is excellent
- I tried to order by phone, but the person I spoke too seem perplexed and confused. They couldn't spell my address (which was very easy) and rather slow. I gave up and went on-line which was perfectly easily.

*Apologies that you felt it necessary to have to do this. Telephone Orders are processed by the Councils Customer Service Centre will provide your feedback to the managers*

- It is an excellent service - cannot think how you can improve it
- Very pleased and fast service.
- Telephoned to ask for VAT receipt and the person tried to help but was unable to answer my question. They provided me with the contact details instead

*If payment was made by card a receipt will be emailed directly. There is no VAT on certificates which is possibly the reason for the confusion. Apologies*

- By not allowing the form to be downloaded with payment by post details- the form then gets returned saying "we do not accept this method of order". waste of my postage and yours.

*This facility is not available on the council's website and we clearly state that we accept card payment only. Where we become aware that another website is providing information which is incorrect we do ask for this to be corrected.*

- There is no phone number in the phone book. I had to ring the council offices. not everybody does e mail or has a computer.

*The service is provided by Shropshire Council and is available on the usual council number.*

- You couldn't
- Staff were very good. the person who assisted my call was excellent, very helpful, professional.
- Not at all! The staff were very helpful and pleasant. Thank you
- The service was so good that I cannot suggest any improvements
- I tried to order through website, but information not recognised. Member of staff on phone was very helpful. Certificate was for a young girl I am supporting through youth service and receiving it meant the world to her. Thanks
- Inform customer when the order is dispatched

*We do not have this capability at present but will consider it for the future.*

- No better than you have. Very good service

- Service that I received was of a high standard made the process run smooth without any hassle or stress caused
- Make sure the online services are working- I had to try a couple of times.

*Apologies- Will pass this on to the Council's IT team*

- Can't think of anything
- Could not be improved
- Was told wrong information by customer service. Charged £35.00, for next day delivery then was told it would be 2 days. Eventually got certificate delivered by person from Shrewsbury. In the end everything was sorted but wouldn't have been an issue if told correct information in the beginning.

*Not sure what went on here, however you should have been given the correct information at the time. Glad it was sorted in the end. Will ensure that the management team at the Council's customer service centre are aware of this issue. Apologies for the inconvenience.*

### **Did you have any special needs which were not catered for?**

|     |      |
|-----|------|
| Yes | 0%   |
| No  | 100% |

### **Any other comments you would like to make?**

- I received a very personalised service. thank you.
- First class service
- Thank you for your polite and very helpful manner. very satisfied customer
- It was extremely helpful to be able to order the certificate over the phone rather than on-line. A user-friendly service. Thank you
- Great personal service when website didn't work. Special thanks to (Staff Name)  
*Thank you, will pass on your message to the member of IT staff involved*
- Excellent service from (Staff names)
- I thought it was amazing that I was able to order my birth certificate online and that I had the option to speed up the process as I needed it urgently to apply for the giving notice for marriage. I did wonder how it knew I wasn't a random person though!
- Thank you for a superb service
- Very pleased. extremely efficient.
- Excellent service. The people I spoke to were very helpful and answered all my questions.
- I would like to thank (staff name) who helped me locate the certificate I required. she did research for me and left me informed. she provided excellent customer service.

### **Summary- Certificate Application Customer Survey**

The survey showed that customers are satisfied with the service provided the average satisfaction level across this survey was 99%.

Problems which customers encountered were few but those which caused issues related to problems with on-line ordering and some incorrect information given by customer service advisors. We have passed on the details to the relevant teams.

### **Registration Service Appointments**

We received 118 responses to this survey.

**Which office did you visit?**

|                           |       |
|---------------------------|-------|
| Bishops Castle            | 1.7%  |
| Bridgnorth                | 7.6%  |
| Church Stretton           | 1%    |
| Ludlow                    | 7.6%  |
| Market Drayton            | 2.5%  |
| Oswestry                  | 7.6%  |
| Shrewsbury                | 47.5% |
| Wem                       | 2.5%  |
| Whitchurch                | 9.3%  |
| Royal Shrewsbury Hospital | 12.7% |

**What was the purpose of your visit?**

|                                  |       |
|----------------------------------|-------|
| Register a Death                 | 95.7% |
| Register a Birth                 | 2.6%  |
| Give Notice of Marriage          | 1.7%  |
| Give notice of Civil Partnership | 0%    |

**Were you given or did you collect any of our leaflets or did you see Shropshire Council's website prior to your visit?**

|     |     |
|-----|-----|
| Yes | 55% |
| No  | 45% |

**If yes what did you see?**

|          |     |
|----------|-----|
| Leaflets | 55% |
| Website  | 45% |

**How did you make your appointment?**

|                    |     |
|--------------------|-----|
| On-Line            | 13% |
| Telephone          | 70% |
| Visited the Office | 17% |

**When you contacted the registration service, how many days between that contact and your appointment? Customers registering a death**

|                          |     |
|--------------------------|-----|
| Same Day                 | 11% |
| 1 Working Day            | 27% |
| 2 Working Days           | 26% |
| 3 Working Days           | 21% |
| 4 Working Days           | 5%  |
| 5 Working Days           | 8%  |
| More than 5 Working Days | 2%  |

The National Performance indicators ask that 95% of death informants are offered an appointment to register a death within 2 working days. From the sample of customers surveyed 64% of customers were seen within 2 working days. From our other monitoring information we know that there was sufficient availability for all customers to be seen within 2 working days.

**Was this your choice? Customers registering a death**

|     |   |
|-----|---|
| Yes | 82%   |
| No  | 18% (of this 18% - 40% were seen within 2 days) |

**When you contacted the registration service, how many days between that contact and your appointment? Customers registering a Birth**

|                          |     |
|--------------------------|-----|
| Same Day                 | 0%  |
| 1 Working Day            | 33% |
| 2 Working Days           | 0%  |
| 3 Working Days           | 0%  |
| 4 Working Days           | 33% |
| 5 Working Days           | 33% |
| More than 5 Working Days | 0%  |

The National Performance indicators ask that 95% of birth informants are offered an appointment to register a birth within 5 working days. From the sample of customers surveyed 100% of customers were seen within 5 working days, exceeding the stated target.

**When you contacted the registration service, how many days between that contact and your appointment? Customers giving notice of marriage or civil partnership**

|               |     |
|---------------|-----|
| Same Day      | 33% |
| 1 Working Day | 0%  |

|                          |     |
|--------------------------|-----|
| 2 Working Days           | 33% |
| 3 Working Days           | 0%  |
| 4 Working Days           | 0%  |
| 5 Working Days           | 33% |
| More than 5 Working Days | 0%  |

The National Performance indicators ask that 95% of people wishing to give notice of marriage or civil partnership are offered an appointment within 10 working days of request, or with sufficient time in which to meet the statutory waiting period. From the sample of customers surveyed 100% of customers were seen within 5 working days exceeding the target set.

**When you arrived to see the registrar, how quickly were you seen?**

**Customers with an appointment:**

|  |     |
|--|-----|
| Seen straight away                             | 5%  |
| At my appointment time                         | 72% |
| Within 10 minutes of my appointment time       | 18% |
| More than 10 minutes after my appointment time | 5%  |

The national performance indicator asks that 90% of customers are seen within 10 minutes of their appointment time. From the survey results 95% of this sample of customers were seen within the target time.

**For customers who telephoned to make an appointment - how satisfied were you with the service you received on the phone?**

|                  |     |
|------------------|-----|
| Very Satisfied   | 74% |
| Satisfied        | 25% |
| Unsatisfied      | 1%  |
| Very Unsatisfied |     |

99 % of customers were satisfied with the service they received on the phone.

**How satisfied were you with the opening hours of the office which you visited?**

|                  |     |
|------------------|-----|
| Very Satisfied   | 63% |
| Satisfied        | 35% |
| Unsatisfied      | 2%  |
| Very Unsatisfied |     |

98% of customers were generally satisfied with the opening hours of the office which they visited.

Breaking it down further into satisfaction levels with the opening hours of individual offices the picture is as follows:

|                           |  |
|---------------------------|--|
| Bridgnorth                | 100% satisfied with opening hours (10 respondents) |
| Bishops Castle            | 100% satisfied with opening hours (2 respondents)  |
| Church Stretton           | 50% satisfied 50% unsatisfied (2 respondents)      |
| Ludlow                    | 67% satisfied 33% unsatisfied (6 respondents)      |
| Market Drayton            | 50% satisfied 50% unsatisfied (4 respondents)      |
| Oswestry                  | 100% satisfied (8 respondents)                     |
| Shrewsbury                | 100% satisfied (53 respondents)                    |
| Wem                       | 100% satisfied (3 respondents)                     |
| Whitchurch                | 100% satisfied (9 respondents)                     |
| Royal Shrewsbury Hospital | 100% satisfied (14 respondents)                    |

#### **Did you have any special needs which were not catered for?**

|     |     |
|-----|-----|
| Yes | 16% |
| No  | 84% |

#### **Customer Comments Special Needs -**

- Had to get a friend to register dps for me as computer system kept going down  
*Not sure what this relates to, however sorry for the experience you had with the National Computer system, sometimes these things are beyond our control*
- Considering I had just lost my mother, I think the receptionist could have been more *amiable*.  
*This registration occurred in Ludlow at the library, the comments will be passed to the relevant library manager*
- Improve the opening hours at Ludlow and more days  
*Ludlow is open at present for 4 hours per day on 4 days per week and is not sufficiently busy to require more days or more hours, we will be amending the opening at Ludlow to be open 5.5 hours per day on 3 days of the week.*
- The lady was very helpful and explained the procedures very clearly.
- The registrar could not print out the death certificate owing to computer problems. she had to key in all the details into 2 different computer systems - not exactly 21st century technology  
Unfortunately, the system which registrars have to use is a national on-line system. As with all web-based computer systems if there is an internet connectivity issue this does cause problems. It is always very embarrassing and frustrating for officers as well as customers on the occasions when this happens.
- Nothing, excellent service
- Not a lot!
- Original appointment made at Shrewsbury but had to go to coroner, had to rebook for Whitchurch

*These circumstances are always very difficult for customers, they are also very necessary to ensure that deaths are scrutinised properly. We are so sorry that you got as far as the registrar without the death being reported.*

- We needed 3 x family members present

*Unfortunately, the registrar only needs one person present to act as an informant for the registration of a death. We do try to accommodate additional family members, but our offices are not conducive to being overcrowded.*

- Nothing needs to be done to improve the excellent service we received.

## **What could we do to improve the service which we deliver**

### **Customer Comment**

- Service fine
- As far as we were concerned the service was first class and fully met our needs.
- Good service
- Excellent service
- Put an office in all hospitals

*Glad you found our office at the Royal Shrewsbury Hospital useful*

- Computer system needs attention- registrar had to redo details. she said this had happened the previous week. This took up nearly one hour, she came out to the car park with me in case I had been given a parking excess ticket, which I had not

Unfortunately, the system which registrars have to use is a national on line system. As with all web-based computer systems if there is an internet connectivity issue this does cause problems. It is always very embarrassing and frustrating for officers as well as customers on the occasions when this happens.

- Nothing
- Service was good and efficient
- I was left waiting in the library waiting room. The registrar was not made aware of my arrival, so you need some sort of ' check in service'

*Will share this with the managers at Bridgnorth Library*

- It was perfect
- All good
- Nothing at present
- The service was friendly and efficient- nothing to improve thanks.
- No improvements required.
- No need for improvement as service was very satisfactory
- The registrar was superb
- Nothing
- Nothing
- Nothing
- Streamline initial contact by telephone to arrange an appointment with the registrar, we went around in circles covering the same ground against a checklist

*The workflow which is used by the customer service centre is structured in a way which ensures that a person who is qualified to register the death attends the appointment and brings with them the correct information to allow them to do so and establishes whether any additional paperwork would be required from the Coroner before the death can be registered. This saves a great deal of time and inconvenience in the long run. Alternatively, customers can make their own appointments following the same workflow on line at [www.shropshire.gov.uk](http://www.shropshire.gov.uk)*

- If it ain't broke, then don't fix it!1
- Cooler office i.e.: A/C

*I am sure that the registrar would have appreciated air conditioning also!*

- Service appeared more the adequate to me
- No problems, TUO very helpful
- Parking, hard to find space

*The registration office at Shirehall has now acquired customer parking nearby*

- All worked well

- Open Wem office more frequently

*Unfortunately, there is insufficient demand for the service in Wem to justify opening more often than presently.*

- Nothing
- None
- Parking at Shrewsbury were inadequate, adding to the stress of the occasion, had to park in the street

*We understand your stress completely. The registration office at Shirehall has now acquired customer parking nearby*

- The service was first class
- Make it a permanent office at the hospital

*It is a permanent office at RSH*

- More empathy - initially informed we could only have 2 people in the registrar's office - this was not practical due to family reasons. was resolved but wasn't helpful at such an emotional time.

*Unfortunately, the registrar only needs one person present to act as an informant and is only able to take information for the registration of a death from one person. We do try to accommodate additional family members if possible, however the registrar does have to have enough space, in which to work and our offices are not overlarge.*

- All the staff we came in contact with were extremely helpful and pleasant, a credit to Shropshire council.
- Parking at Shirehall bad. had to park two street away

*The registration office at Shirehall has now acquired customer parking nearby*

- Delay in appointment caused by RSH not issuing certificate

*Unfortunately, this is not something that the registration service can influence directly although we do remind medical doctors of the need to ensure that certificates are signed in a timely manner.*

*Save Money - no need to send out a survey - you would have heard if there was a problem I understand your perspective; however, we are required to ask customers about their experience and it is a good learning tool for us to understand what needs to be improved and what we are doing ok already. Not everyone feels confident enough to raise issues at the time, this provides another opportunity.*

- I was well served
- Opening hours and availability at Oswestry limited so went to Shrewsbury

*Apologies - Oswestry office is open 4 full days per week, so I am surprised that the availability of appointments was problematic, but none the less happy that you were able to be seen in Shrewsbury.*

- The apt was late as the fire alarms went off and was evacuated.

*Apologies, for this inconvenience*

- Nothing, everyone was friendly, professional and thorough
- Nothing
- The service I received was kind, helpful and sympathetic, made me feel at ease, no need to improve.
- Poor signage had difficulty locating office. Library didn't open until 9.30, the time of my appointment.

*We will have a look at the signage for the Oswestry Office to see how this could be improved, so sorry that you found it difficult to locate.*

- Better signing for the office in the building

*We will have a look at the signage for the Oswestry Office to see how this could be improved, so sorry that you found it difficult to locate.*

- Service was good, office old and outdated. staff delivered excellent service, should be rewarded with good space to work in

*Unfortunately, our offices are as old as the rest of Shirehall and we have done the best we can to make them comfortable, it would be lovely to have the funds to improve and modernise our surroundings. I am glad that despite the facilities you received good service.*

- Found Shrewsbury more helpful than Telford office.
- All worked well, very good service
- Some difficulty locating the office, not well signposted.
- Office not suitable for purpose, like a cupboard.

*We will review the signage at our Oswestry office to try to improve it. The office in Oswestry is relatively small but was the largest space available to the Registration Service. Until more space becomes available we will not be able to make the office larger.*

### **Any other comments that you would like to make?**

#### **Customer Comment**

- Service was easy to access via phone and parking satisfactory. registrar very informative, sensitive and efficient.
- The service offered at this difficult time was empathetic and very helpful making the process as easy as possible. thank you.
- Made life easier at a difficult time
- Registrar was apologising for delays in producing details and pleasant in manner dealing with me. Nursing home and Bridgnorth doctors did not know where to register the death. Had to ring Shropshire council myself. This matter should be addressed.

*Not sure why the nursing home or Bridgnorth Doctors did not know where to register a death, we will look at that to make sure that this does not happen again.*

- The registrar was sympathetic and very helpful
- I was so well looked after at such an upsetting time. No complaints whatsoever - thank you.
- Thanks for the sensitivity given at the time
- We were pleased that it was so easily accessible at the local library.
- The registrar I saw was excellent and a credit to the service (Staff name)
- The tell us once service is a real help
- Very professional and respectful staff. I was late going into my appointment as there was an error on the information from the doctor and I was told the registrar was getting it changed.
- All very efficient, considerate and helpful
- All handled very sensitively, thank you to all concerned, an excellent service
- At a very difficult time, I found the registrar calm, friendly and efficient
- Registration of a death is always a difficult procedure. The registrar on the day made everything as smooth as possible. exceedingly helpful.
- I would like to comment on the high level of professionalism and sensitivity when dealing with the family during our hard time, I don't recall the ladies name
- It was my first visit to the Register office, reception girls very friendly and everything seemed to be running perfectly

- The lady who dealt with me showed genuine compassion to me. she was efficient and didn't rush me making the experience as easy as possible
- Completely satisfied with service provided, at ease with Registrar during difficult time.
- The TUO scheme was excellent and made dealing with the bereavement much easier
- Professional and dignified
- The registrar was excellent, dealt with any problems calmly and efficiently. a great help at a difficult time.
- The registrar was extremely professional, courteous and helpful despite her poor office and technology
- (Staff Name) was amazing, had time for us
- The registrar was sensitive to the situation and made the experience as easy as possible, thank you
- Overall, I would add we were dealt with in a professional manner by the registration staff.
- The registrar was very helpful and sympathetic, I cannot fault the service I received at this stressful time
- The registrar was extremely helpful and gently guided me through a difficult process and answered many of my questions
- Phone number more prominent

*Not sure how to improve this, the telephone number is on the envelope which the medical cause of death certificate comes in, on the council's website and wherever the council's number is available. Apologies if this was not the experience of this customer*

- Paying the parking charge was a wonderful gesture, thank you
- Dealt with very smoothly
- Good, friendly professional service
- Just Thank you for a brilliant service
- Excellent, efficient and caring service
- Registrar was professional and helpful
- Very helpful staff throughout, telephone and face to face.
- The Registrar was very nice and extremely helpful, conducting the session with professionalism

## **British Citizenship Ceremonies**

We received 19 responses to this survey.

**When did you attend your ceremony?**

|           |     |
|-----------|-----|
| January   | 0%  |
| February  | 24% |
| March     | 12% |
| April     | 12% |
| May       | 12% |
| June      | 12% |
| July      | 23% |
| August    | 0%  |
| September | 0%  |
| October   | 0%  |
| November  | 0%  |
| December  | 5%  |

**Was it a group ceremony or a private ceremony?**

|         |      |
|---------|------|
| Group   | 100% |
| Private | 0%   |

**Did you find it easy to book your ceremony date with Shropshire Council?**

|     |      |
|-----|------|
| Yes | 100% |
| No  | 0%   |

**On the day of the ceremony, how satisfied were you with the way you were treated by the Citizenship staff?**

|                  |     |
|------------------|-----|
| Very Satisfied   | 95% |
| Satisfied        | 5%  |
| Unsatisfied      | 0%  |
| Very Unsatisfied | 0%  |

**How satisfied were you with the ceremony itself?**

|                |     |
|----------------|-----|
| Very Satisfied | 83% |
| Satisfied      | 17% |

Unsatisfied 0%  
Very Unsatisfied 0%

**How satisfied were you with your contact with Shropshire Council throughout the Citizenship process?**

Very Satisfied 78%  
Satisfied 22%  
Unsatisfied 0%  
Very Unsatisfied 0%

**Is there anything we could do to improve the service?**

**Customer Comment**

- No
- Many thanks for a memorable and fitting UK citizenship Ceremony
- If a participant has opted not to shake hands this should be how it happens. The very nice Gent shook everyone's hand, regardless.

*Yes, we agree wholeheartedly. We will ensure that we remind our dignitaries of this*

- Nothing
- The ceremony was good, maybe a little long. I think it emphasised how important it is to value citizenship
- Very pleased how quickly I was able to get ceremony date.
- Staff and guests were great, lovely reception, feel proud to be with them.
  
- I thought the singing of the National Anthem was a bit lame. Maybe invite someone with a singer's voice to lead at future ceremonies.

*You have got a point, particularly at the smaller group ceremonies. It may be that we decide that it is more fitting to stand for the national anthem and not sing it.*