

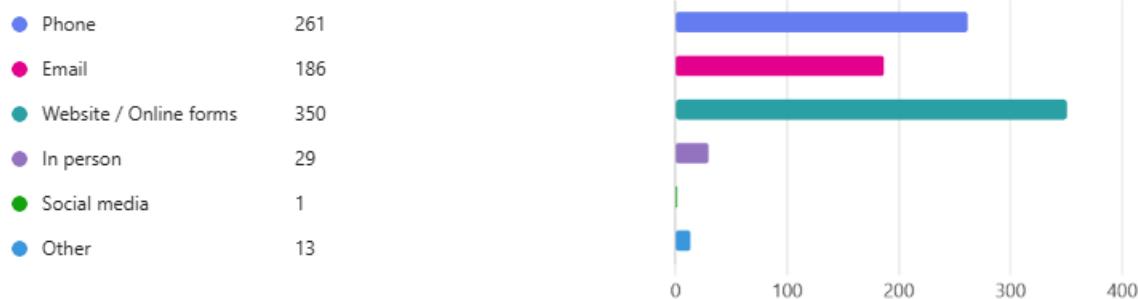
## **Appendix 2 – Consultation responses**

### **1. Usual Contact Method with the Council (% of total responses)**

- **Website / Online forms: 41.67%**
- **Phone: 31.07%**
- **Email: 22.14%**
- **In person: 3.45%**
- **Other (Letter, Social media, etc.): Each less than 0.25%**

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#### **1. How do you usually contact the council?**

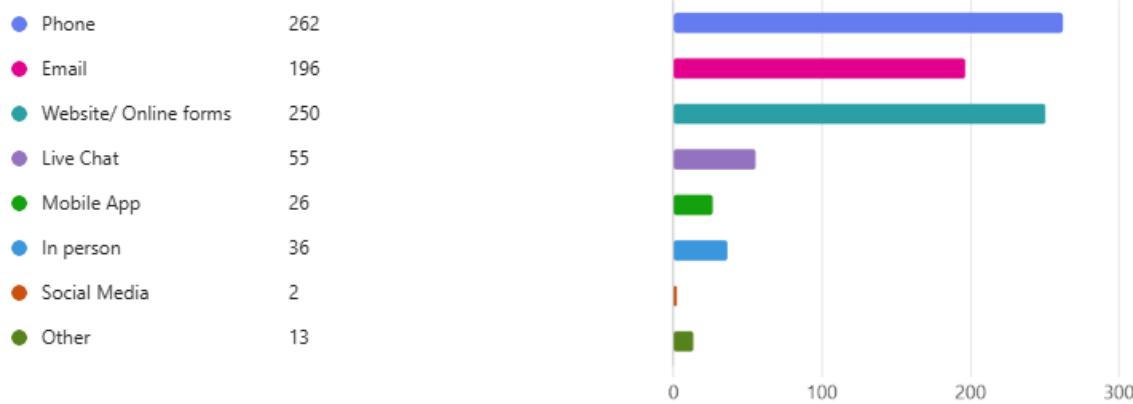


### **2. Preferred Contact Method for the Future (%)**

- **Phone: 31.19%**
- **Website / Online forms: 29.76%**
- **Email: 23.33%**
- **Live Chat: 6.55%**
- **In person: 4.29%**
- **Mobile App: 3.10%**
- **Other (Social Media, Letter, etc.): Each less than 0.25%**

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2. How would you *prefer* to contact the council in future



3. Online Service Experience (%)

- **Good (Generally easy to use, mostly clear, met your needs): 39.29%**
- **Fair (Some difficulties or unclear areas, partially met your needs): 35.12%**
- **Poor (Hard to use, confusing information, did not meet your needs): 10.12%**
- **Excellent (Very easy to use, clear information, fully met your needs): 7.38%**
- **Very Poor (Very difficult to use, unclear or missing information, did not meet your needs at all): 6.67%**

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4. Recent Customer Service Experience (%)

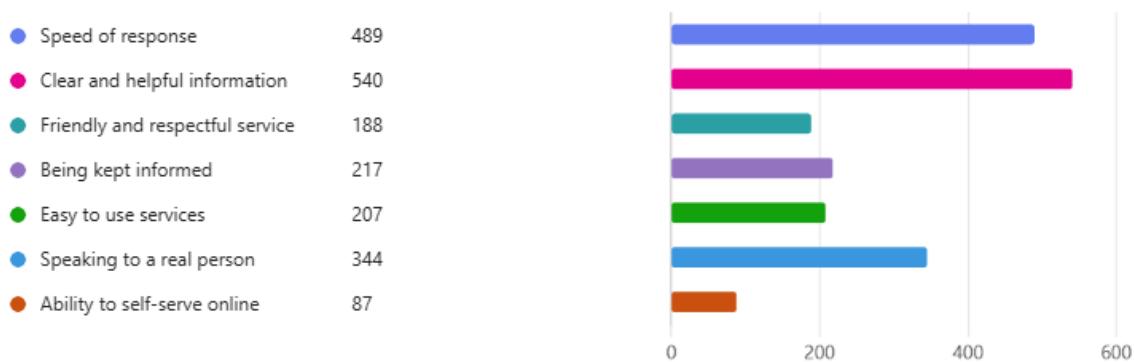
- **Good: 34.76%**
- **I haven't contacted the council recently: 19.76%**
- **Average: 19.40%**
- **Excellent: 10.48%**
- **Poor: 10.00%**
- **Neutral: 5.60%**

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## 5. Registered Disability (%)

- **No: 86.67%**
- **Yes: 11.07%**
- **Other (specific conditions, in process, etc.): Each less than 0.25%**

### 4. When contacting the council, what is most important to you?



- The most preferred methods for contacting the council are 'Phone' and 'Website / Online forms', with 'Email' and 'In person' also frequently mentioned. This suggests a strong need to maintain both digital and traditional contact options.
- The most important factors when contacting the council are 'Clear and helpful information', 'Speaking to a real person', and 'Speed of response'. These themes are echoed in both the structured and open-ended responses, highlighting the value placed on clarity, responsiveness, and human interaction.
- While many respondents rate their online experience as 'Good' or 'Excellent', a significant number report only 'Fair' or 'Poor' experiences, often citing difficulties with unclear information or lack of responsiveness. This indicates opportunities to improve digital service usability and communication.

These findings suggest that enhancing clarity of information, ensuring prompt responses, and maintaining accessible human support channels are critical for improving customer experience.