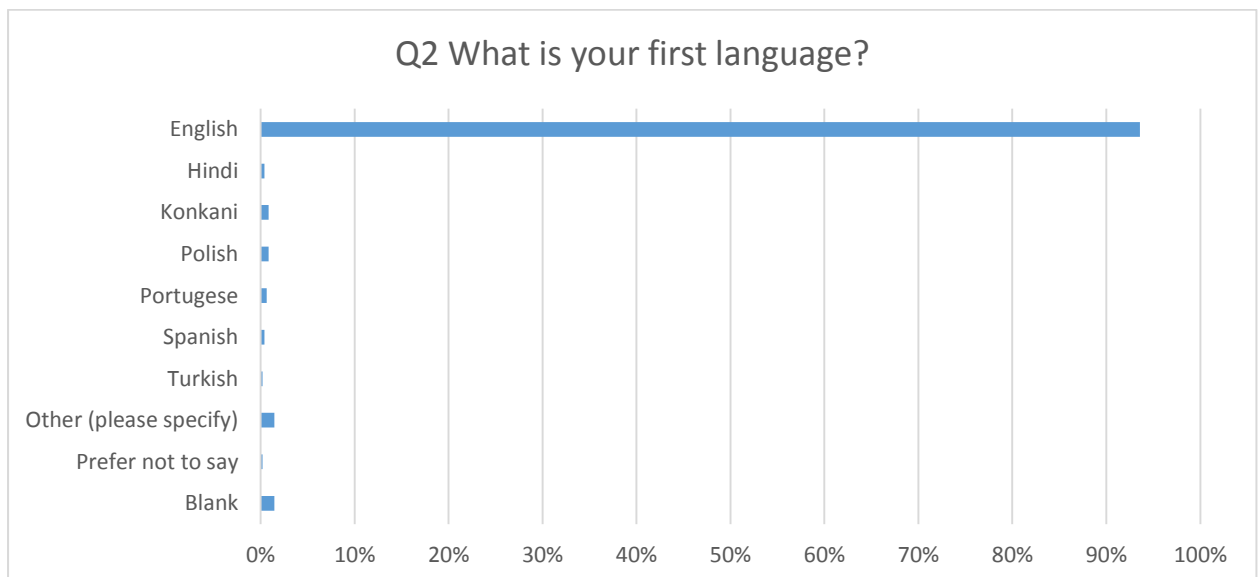
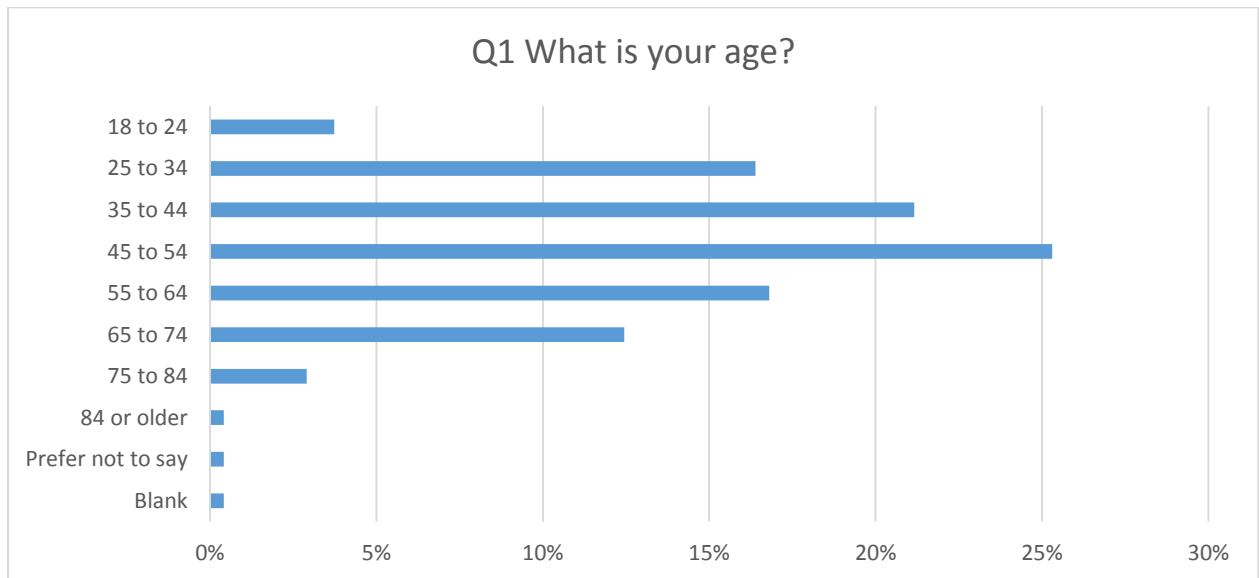
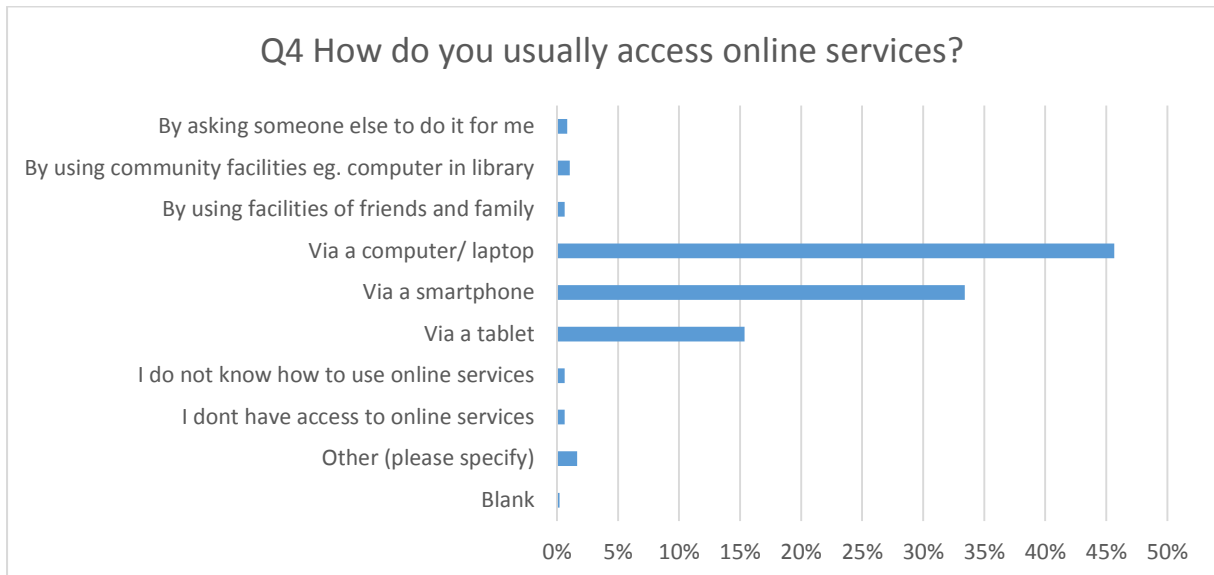
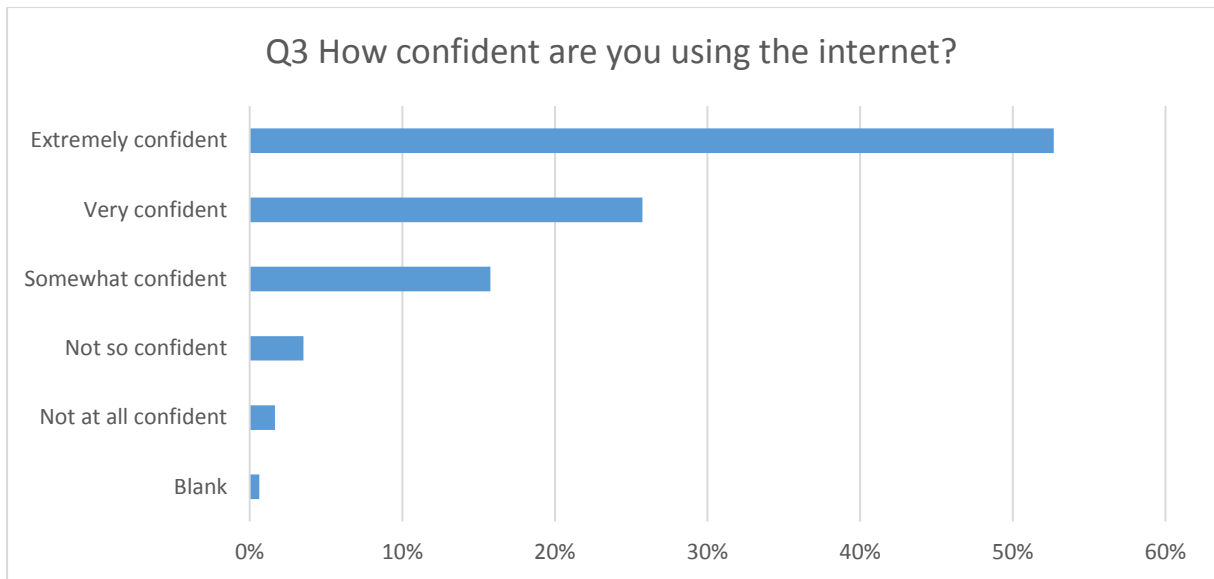


Customer Access Consultation Survey Analysis

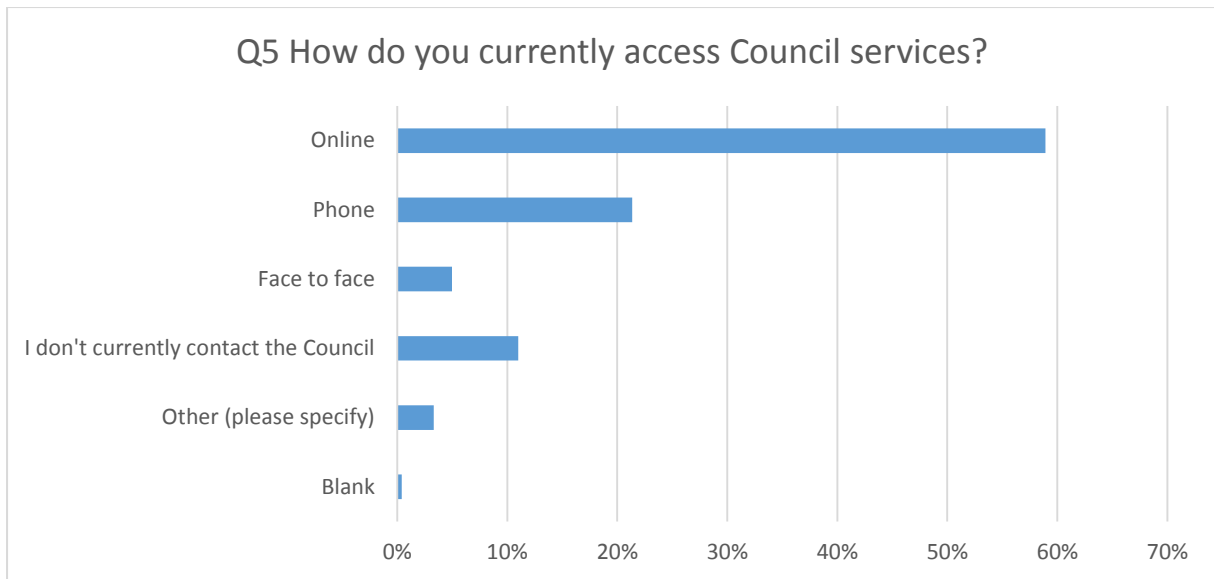
Overall Analysis

The survey received 482 responses.

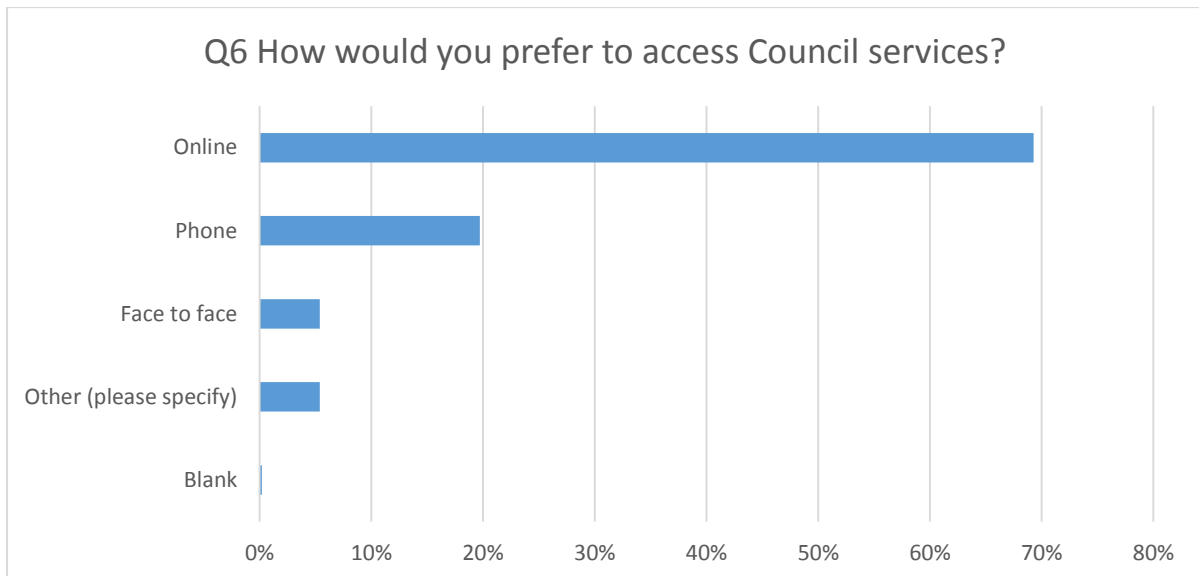




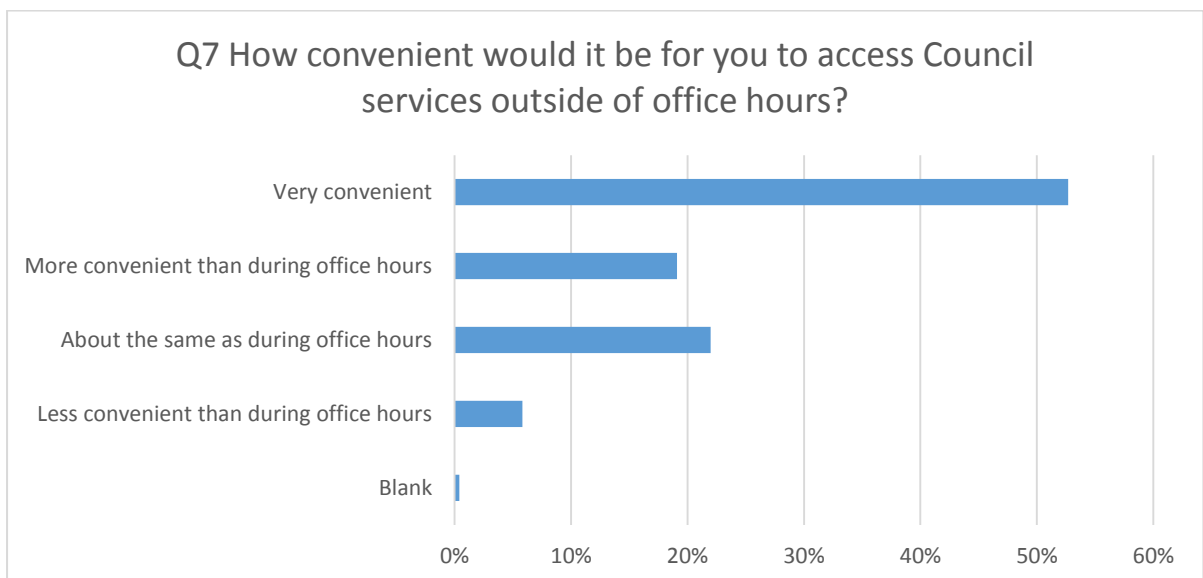
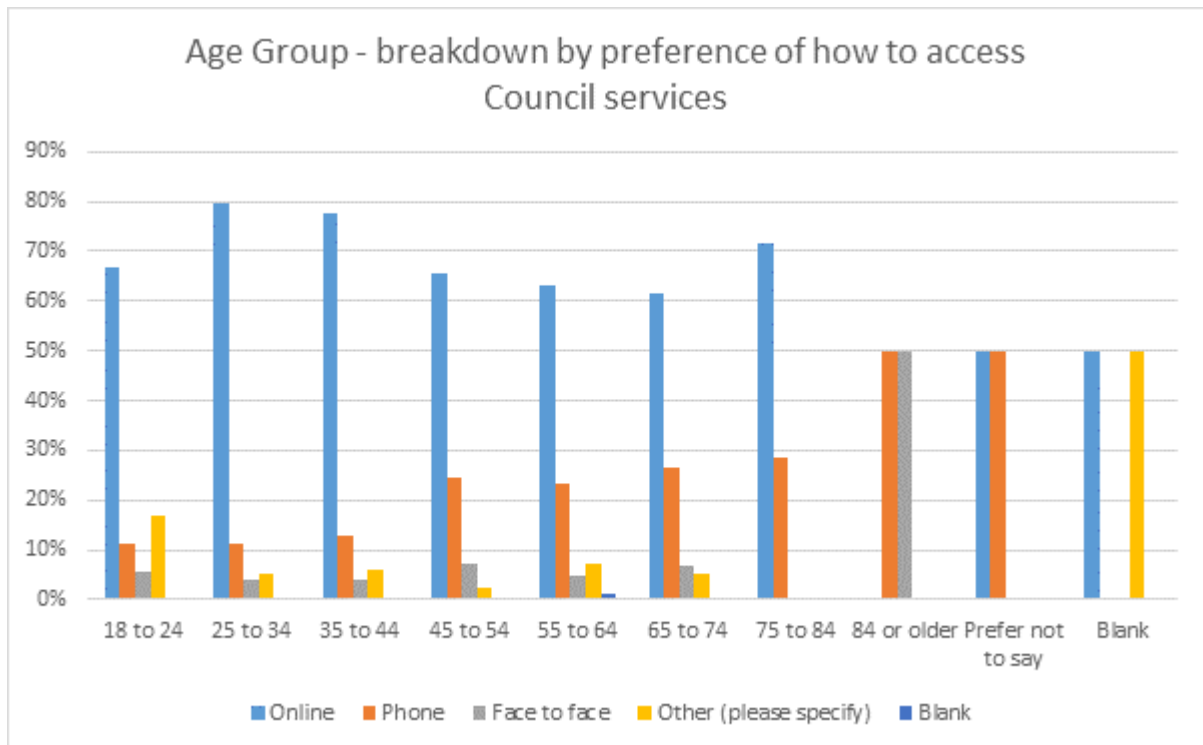
Other (please specify) – do not choose to use online services, I avoid using online services when other alternatives exist, people wanting to select phone and laptop.

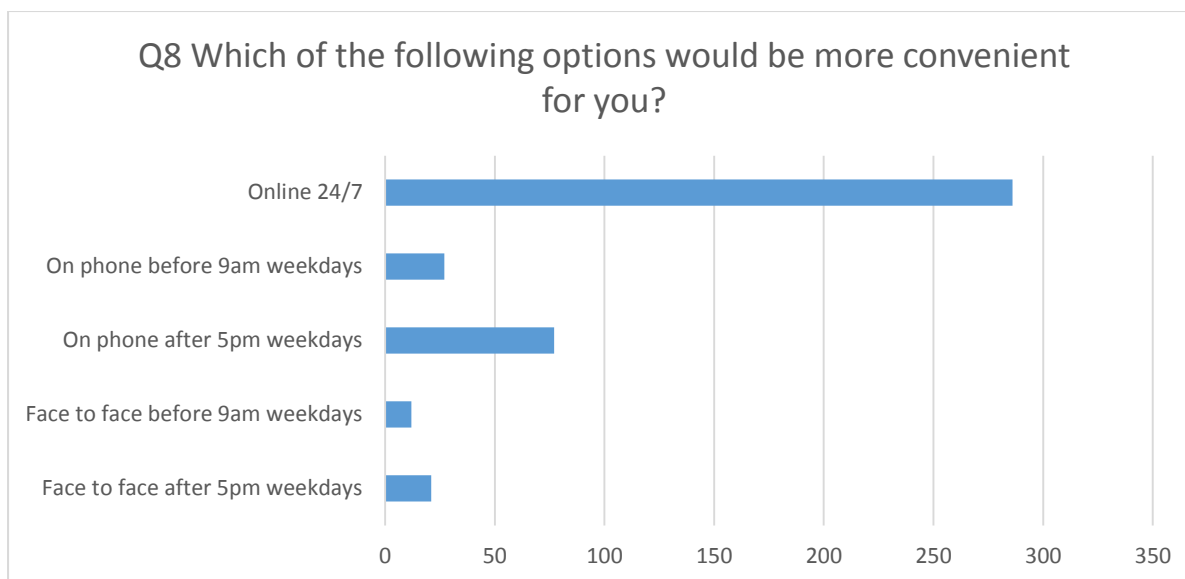


Other (please specify) – some people contact through a Councillor, wanting to select more than one option, mainly phone and online/email, use all three depending on the circumstances.



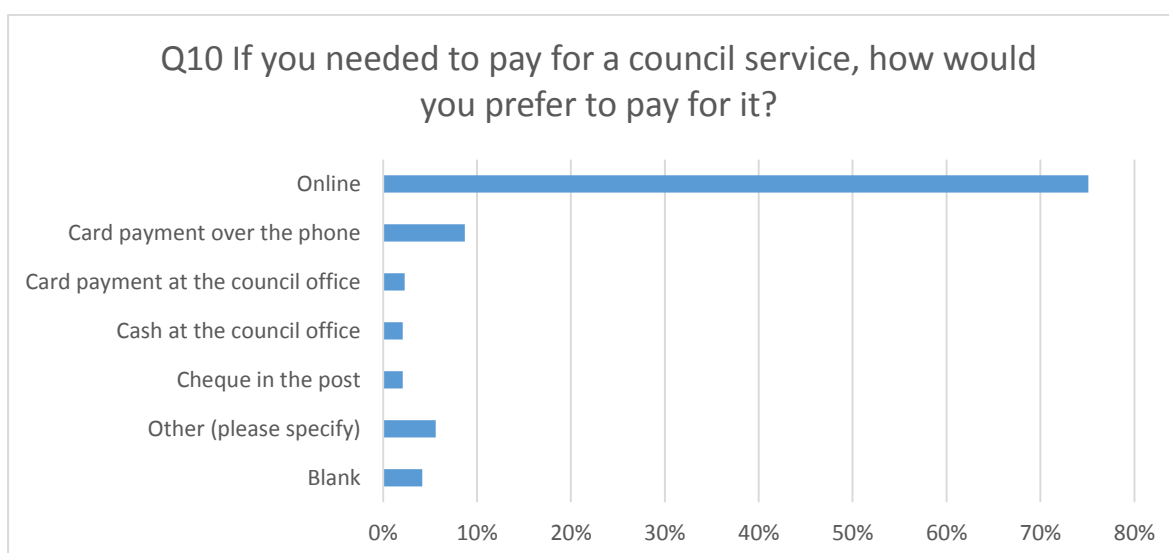
Other (please specify) – many people want to be able to use all three options depending on the reason for accessing the council, a few people wanted to be able to use an app or log reports through social media.



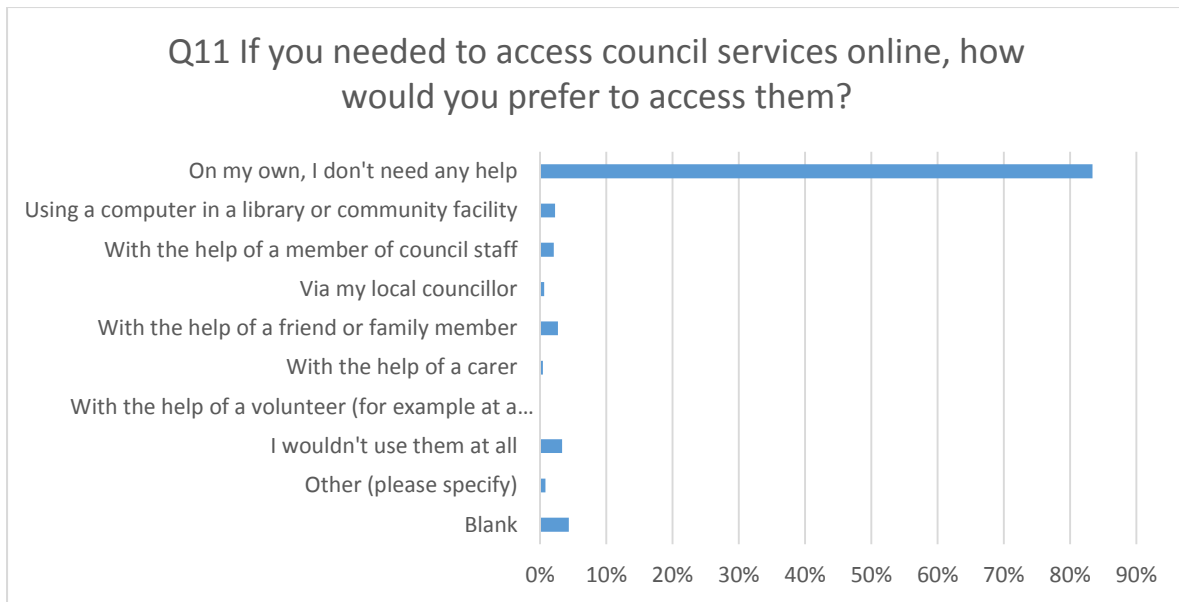


Q9 How comfortable are you using the following technologies to access information about the council?

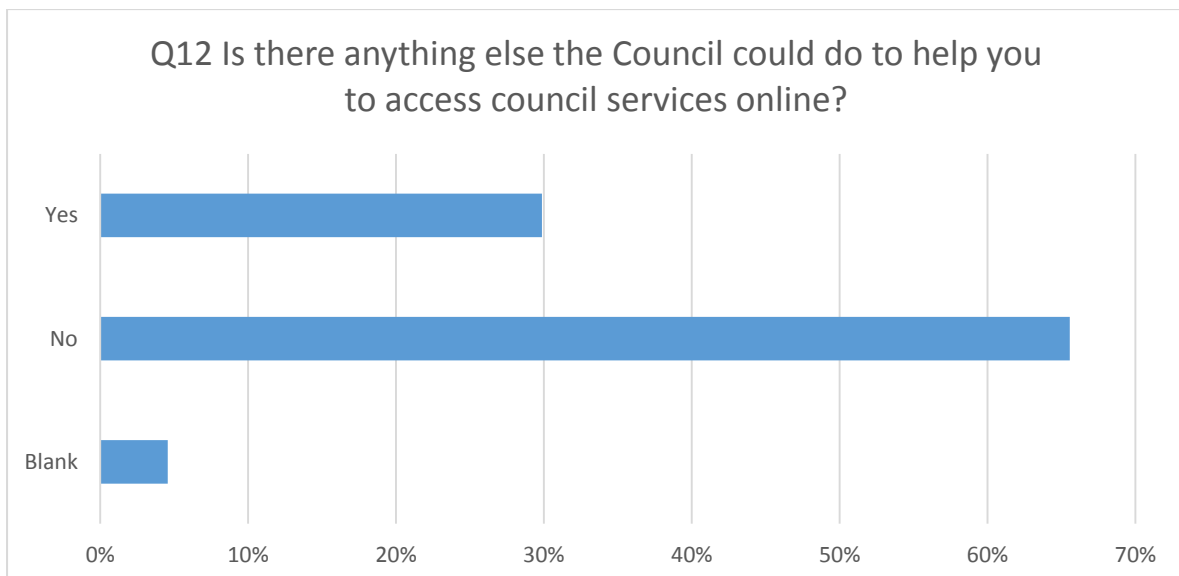
	Very comfortable	Quite comfortable	Would rather not but could if I had to	Not at all comfortable	Blank
Facebook	40%	14%	17%	21%	7%
Twitter	18%	9%	22%	39%	11%
Websites	62%	18%	7%	4%	9%
Webchat	42%	20%	17%	13%	8%



Other (please specify) – there were suggestions of using PayPal and direct debits that are set up online, some people want to be able to use a mixture of the methods listed and one two want to pay via the Post Office or a local shop.

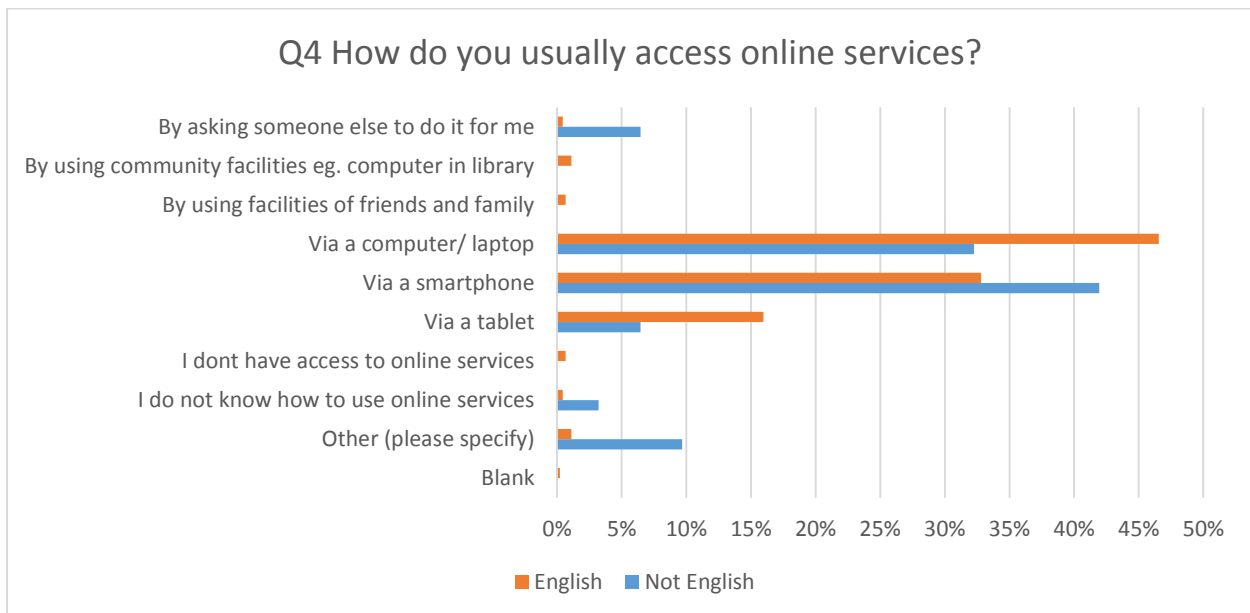
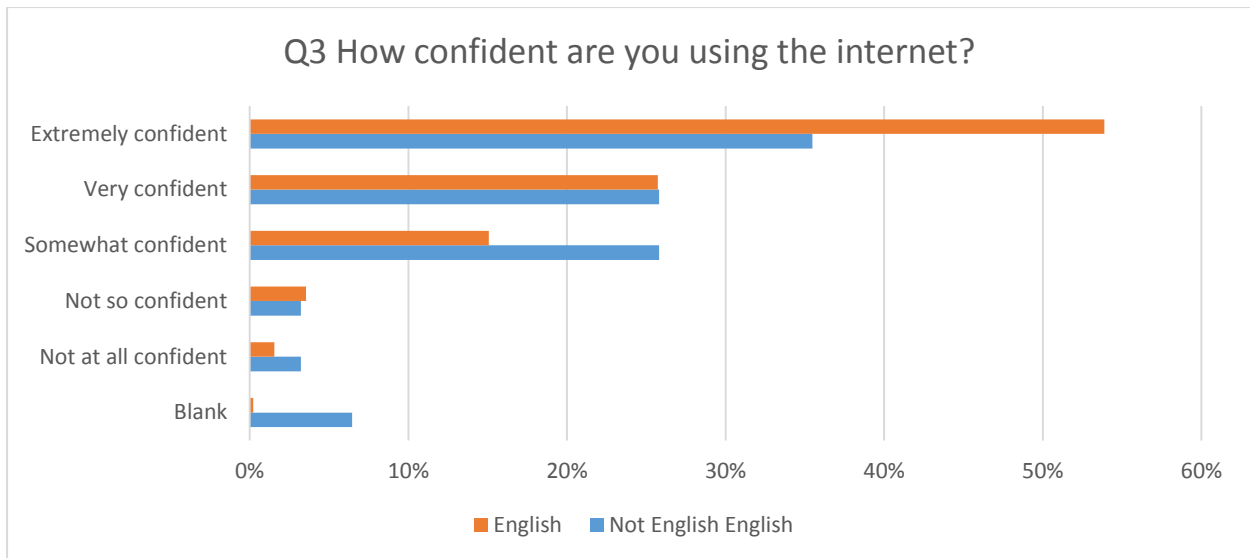


Other (please specify) – comments included an online system that was clearer and simpler to use than the current one, wanting to speak directly to a human and “I would prefer not to have to”.

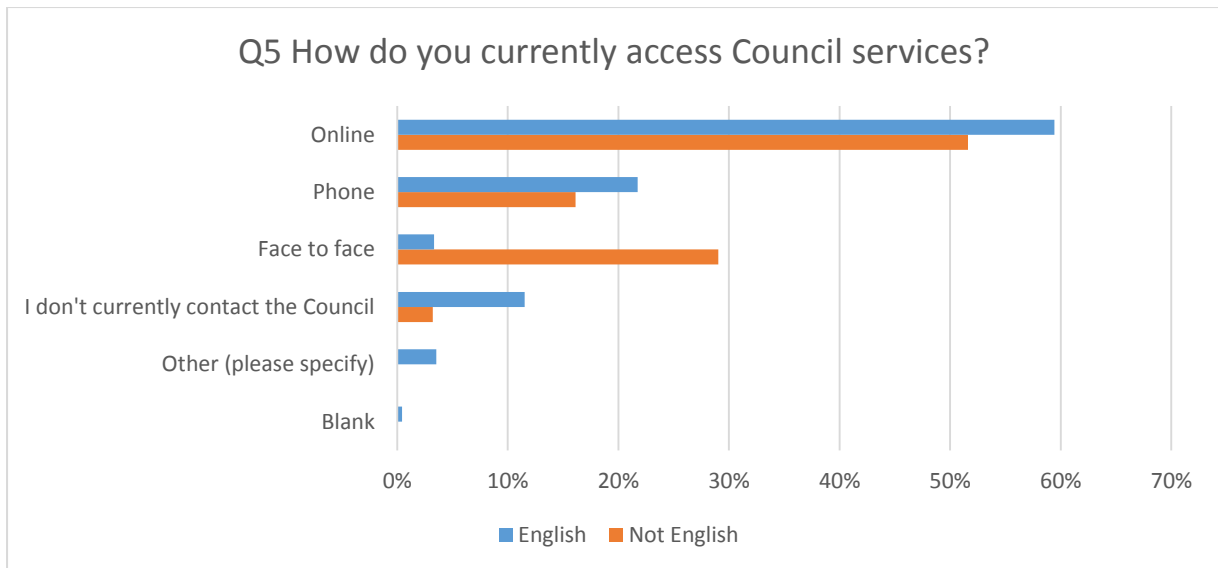


First Language Split

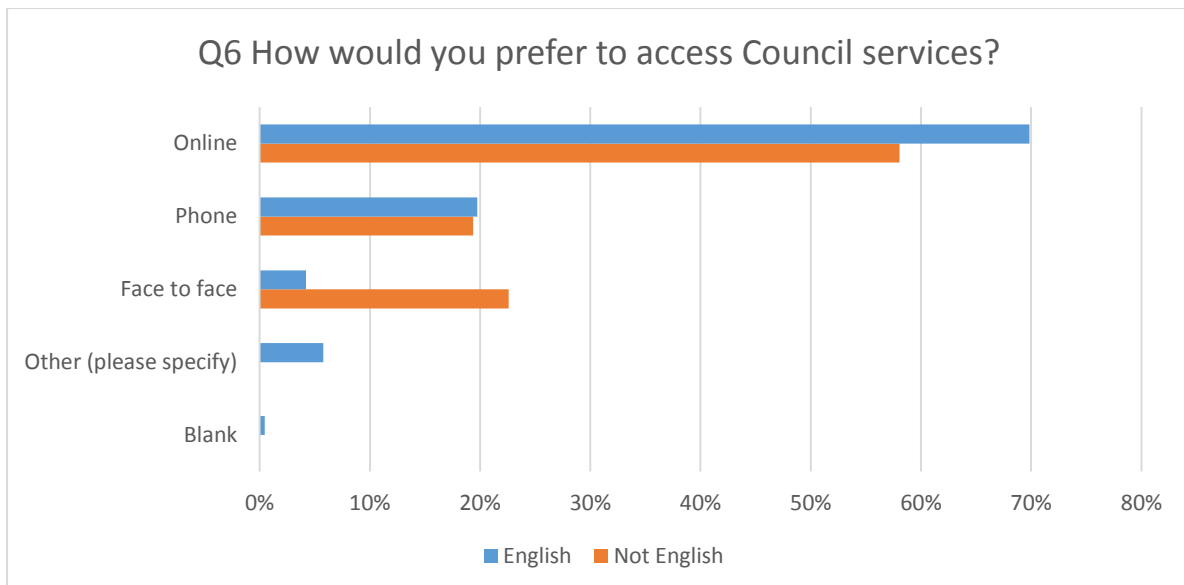
The following show the split of answers between those that answered English as their first language (451 respondents) and those who answered something other than English (31 respondents).



Other (please specify) option for English as a first language included using both laptop and phone. For those that did not answer English as a first language this option mainly stated that the person choose not to use online services.

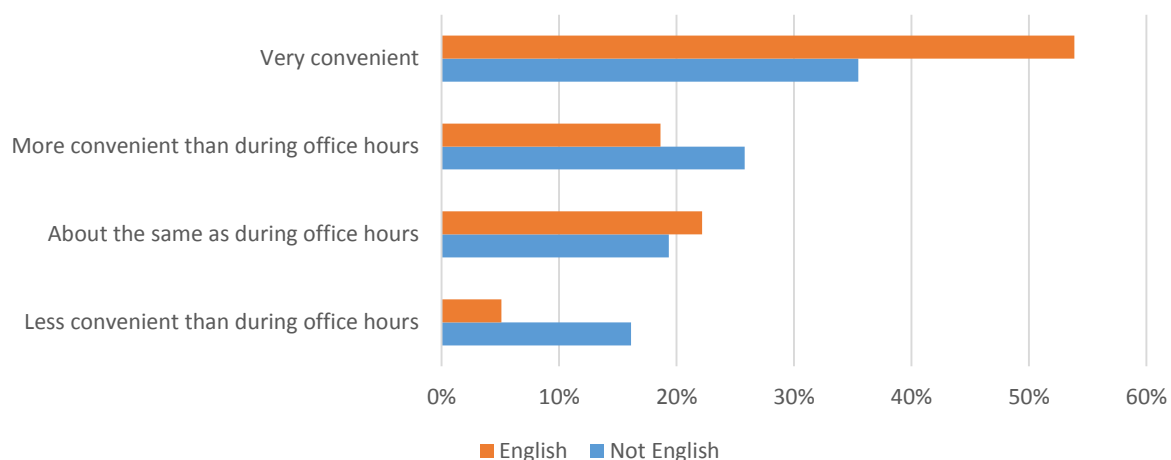


Other (please specify) option here included comments about using both phone and online or accessing services via email.

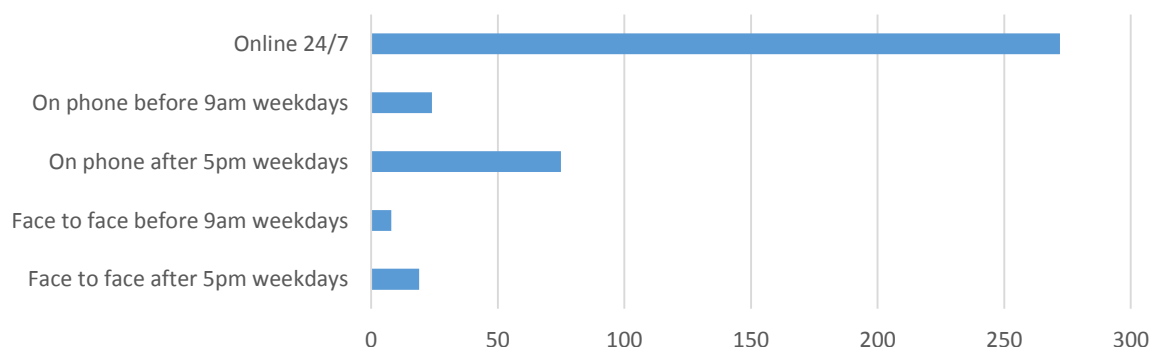


Other (please specify) option included comments stating that people wanted to be able to use all three options depending on the reason for the interaction.

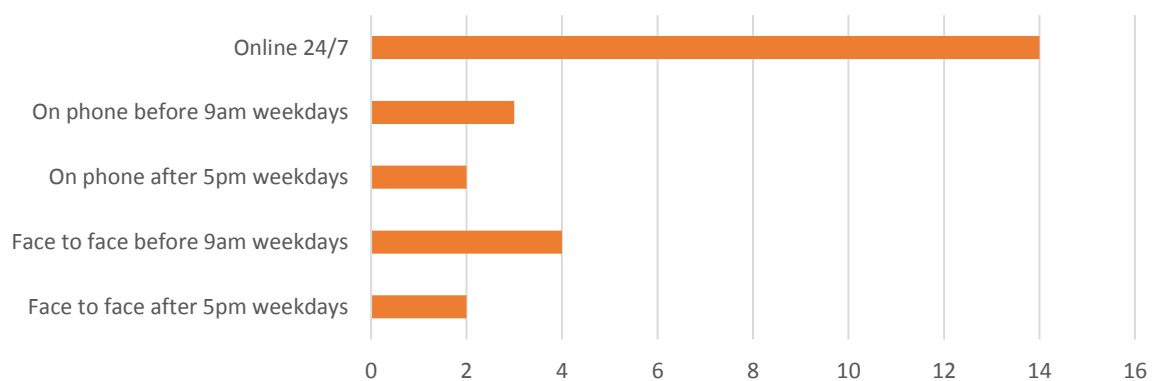
Q7 How convenient would it be for you to access Council services outside of office hours?



Q8 Which of the following options would be more convenient for you? English as first language



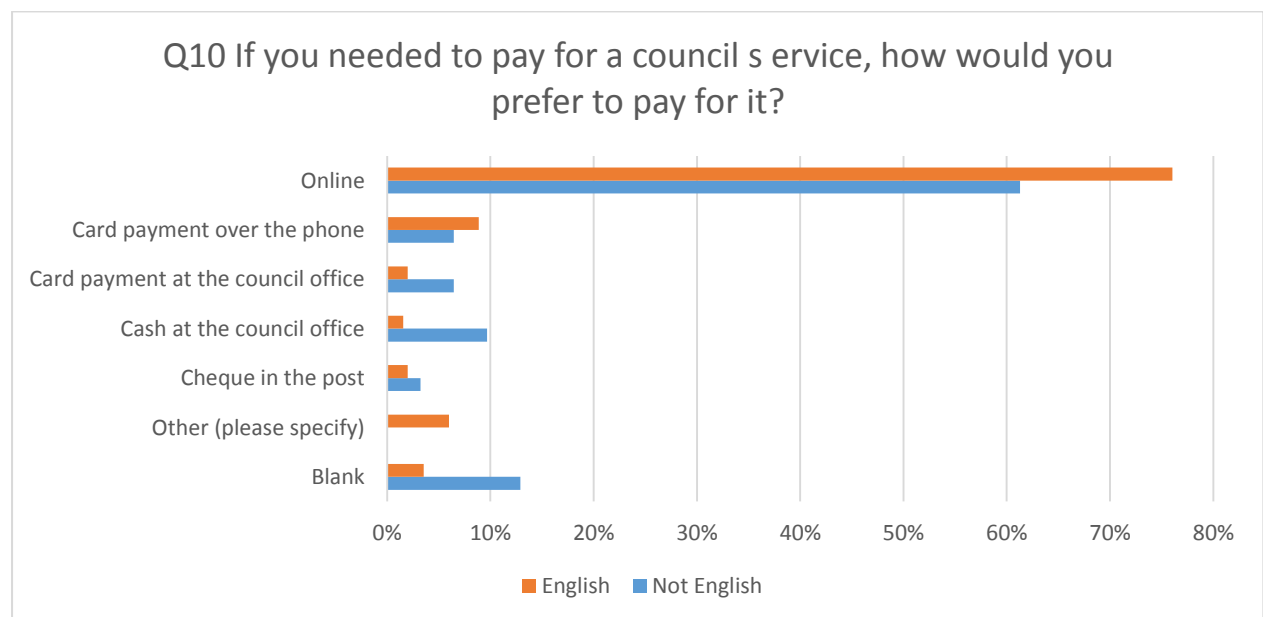
Q8 Which of the following options would be more convenient for you? Not English as first language



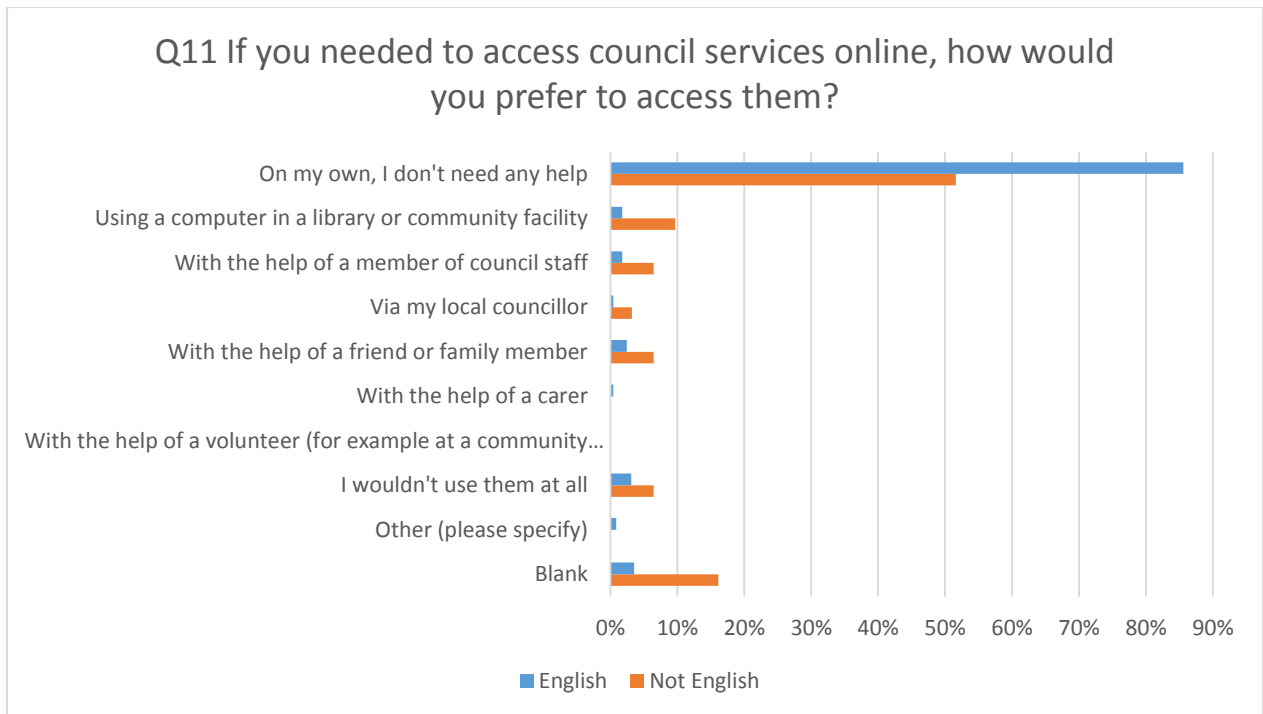
Q9 How comfortable are you using the following technologies to access information about the council?

English	Very comfortable	Quite comfortable	Would rather not but could if I had to	Not at all comfortable	Blank
Facebook	40%	14%	18%	22%	6%
Twitter	18%	9%	23%	41%	10%
Websites	63%	19%	6%	4%	8%
Webchat	43%	20%	18%	13%	6%

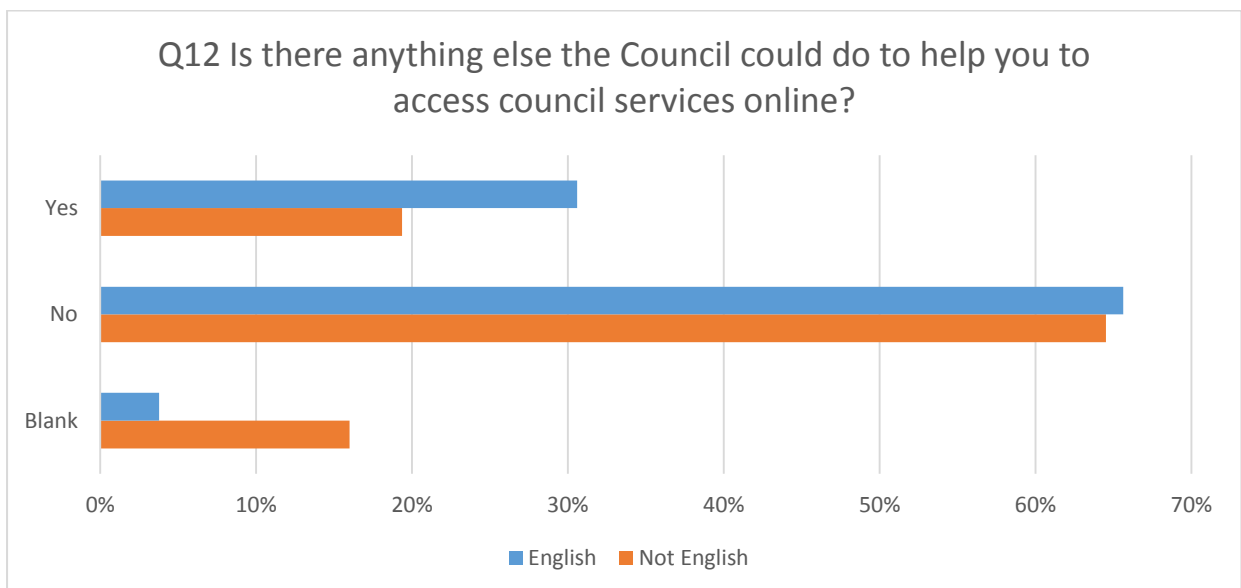
Not English	Very comfortable	Quite comfortable	Would rather not but could if I had to	Not at all comfortable	Blank
Facebook	48%	10%	3%	6%	32%
Twitter	26%	10%	13%	19%	32%
Websites	58%	3%	13%	0%	26%
Webchat	29%	19%	6%	13%	32%



Other (please specify) option included wanting to use a mixture of options, using direct debit or being able to pay via PayPal.

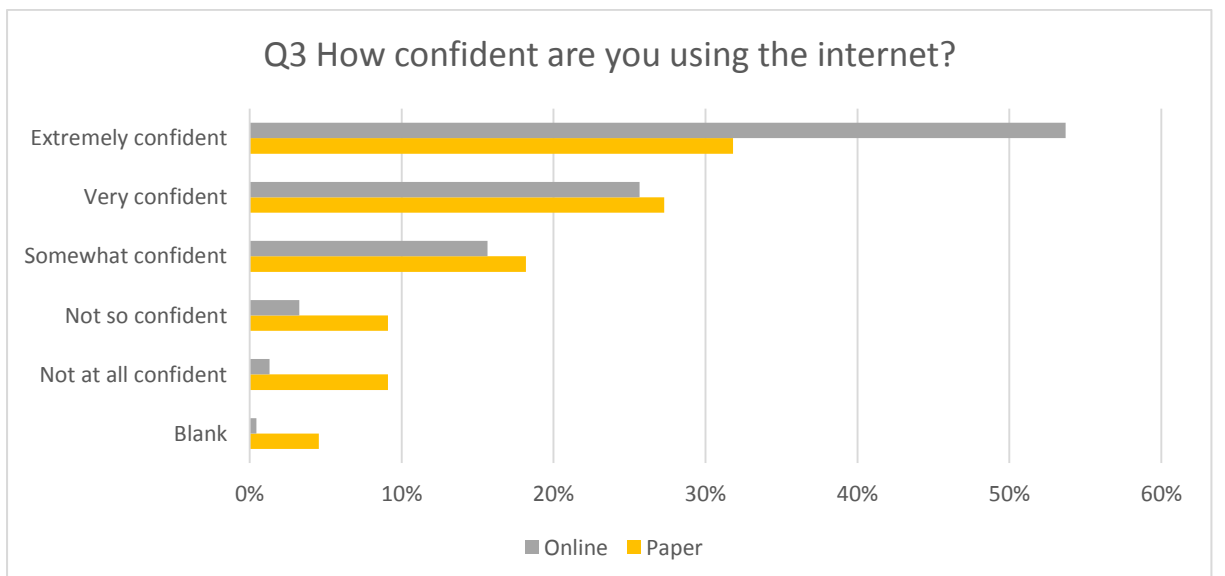
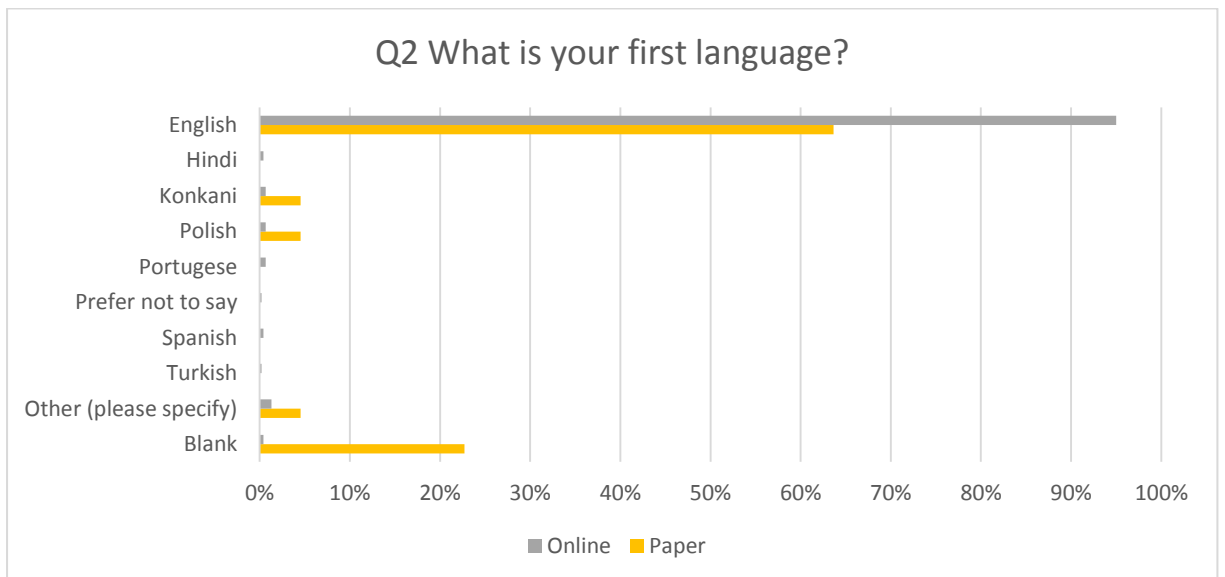
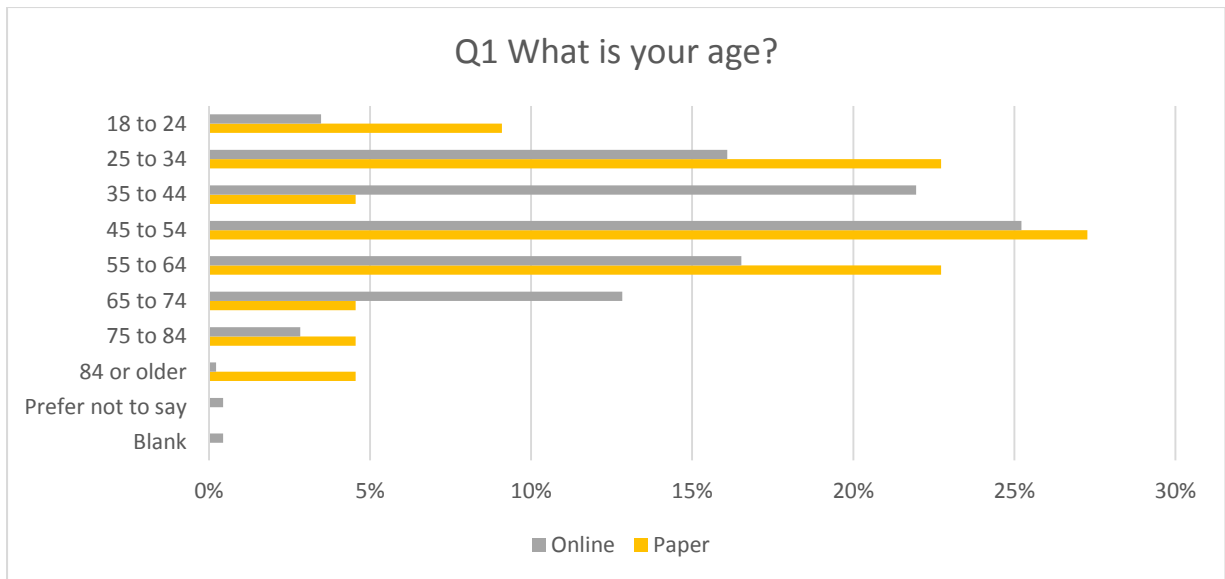


Other (please specify) option had comments about not wanting to access council services online.

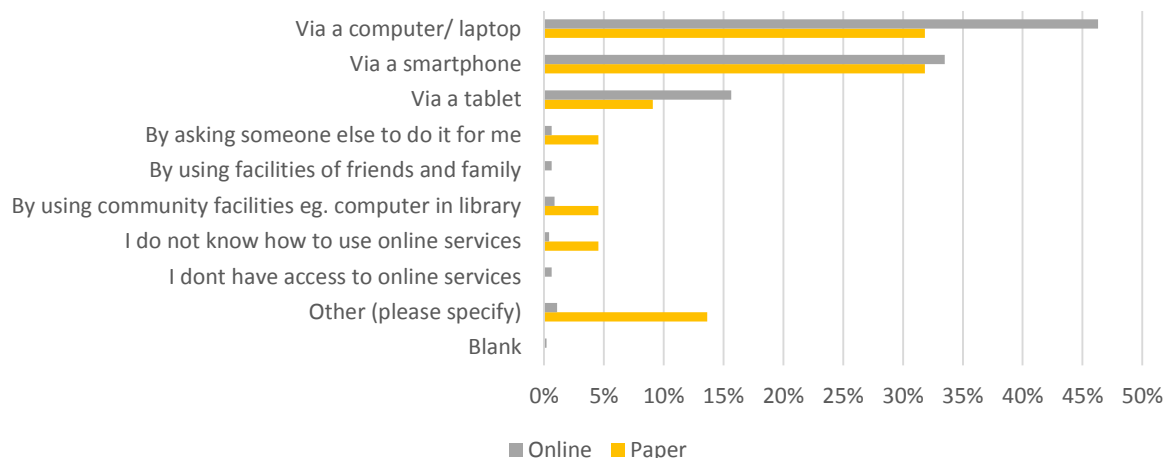


Online and Paper Split

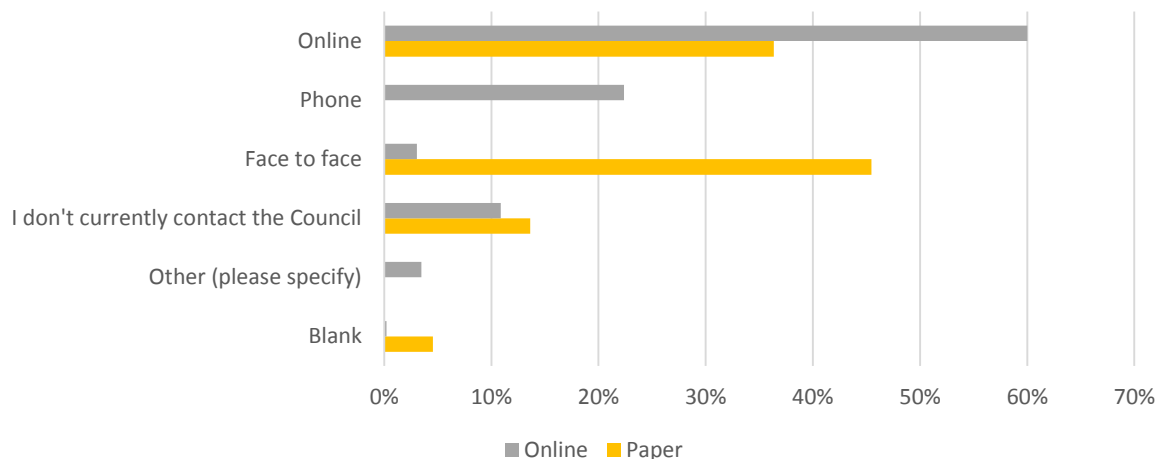
Online = 460, Paper = 22



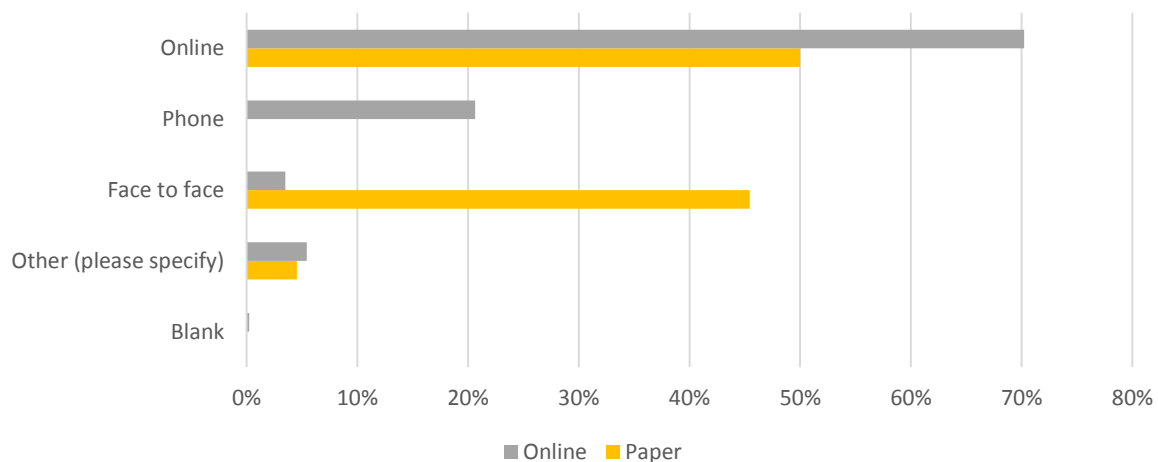
Q4 How do you usually access online services?



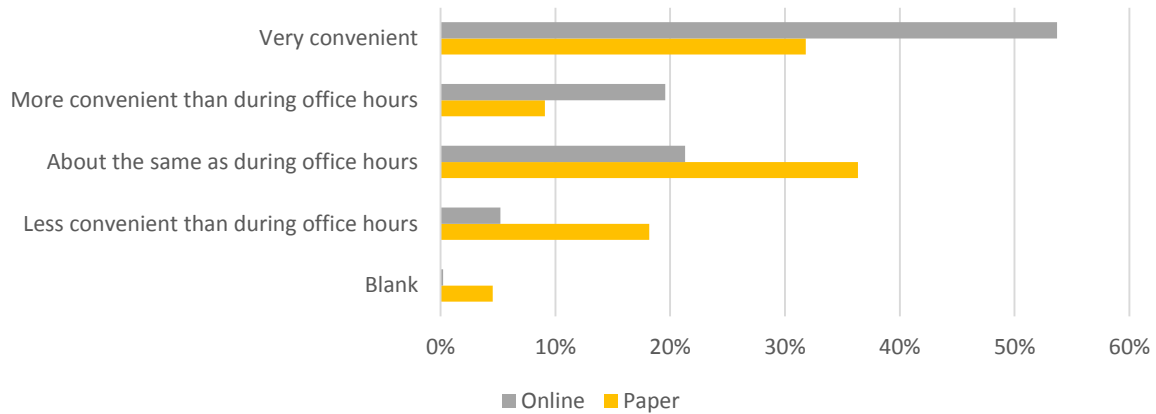
Q5 How do you currently access Council services?



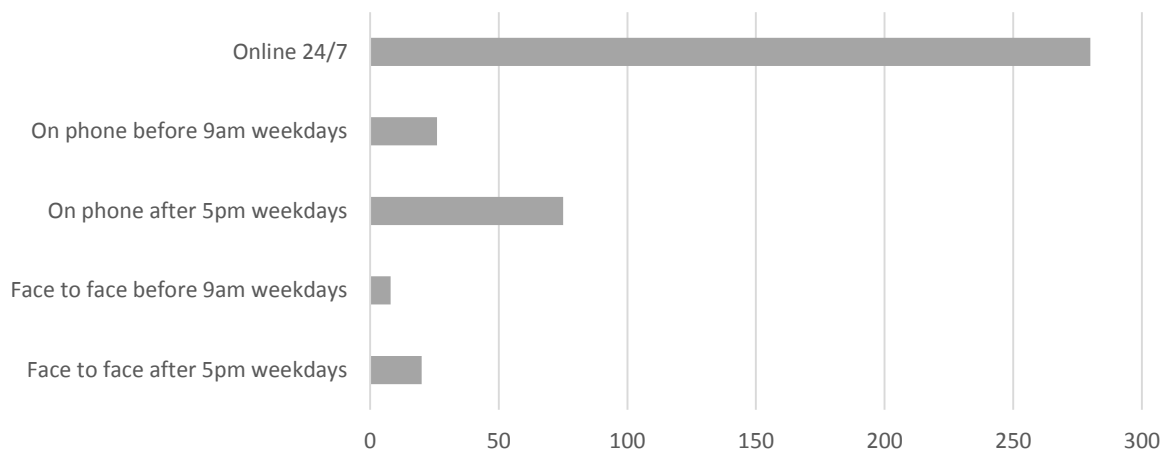
Q6 How would you prefer to access Council services?

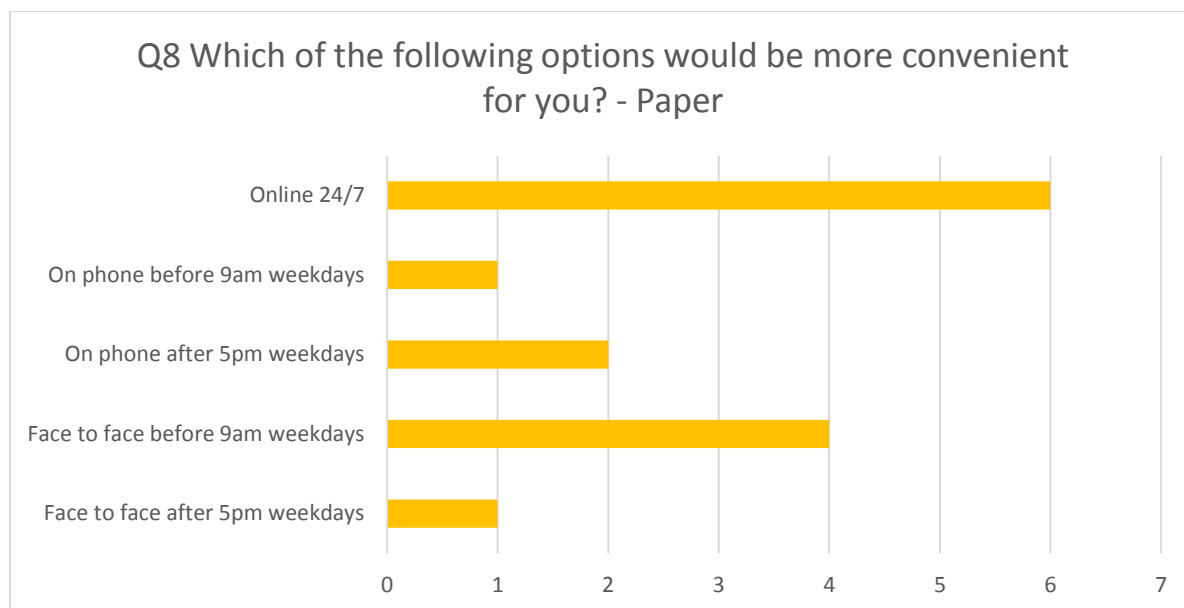


Q7 How convenient would it be for you to access Council services outside of office hours?



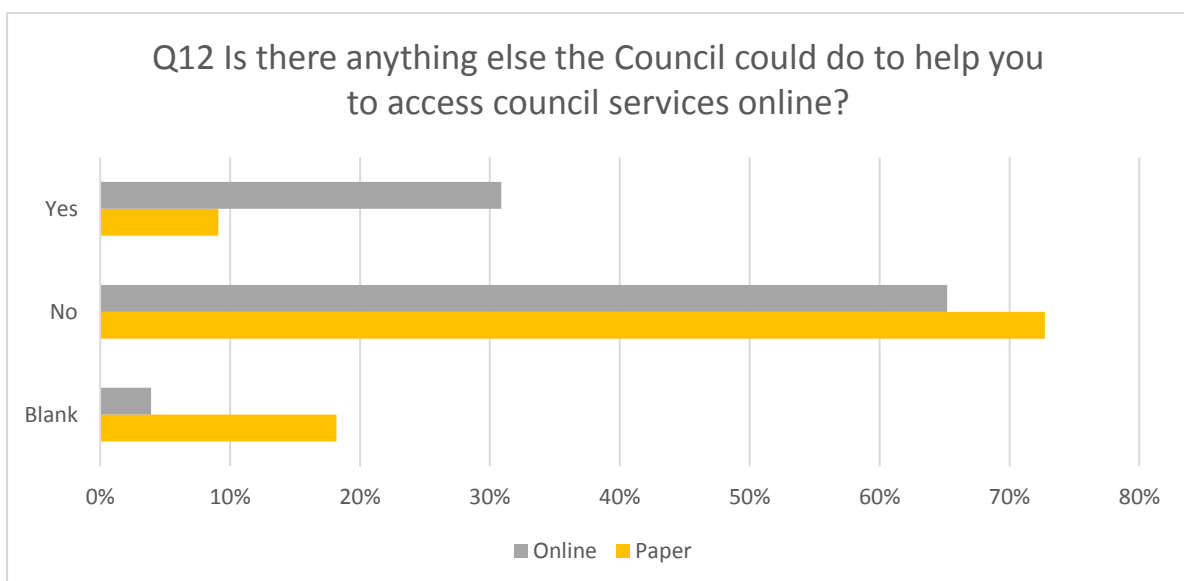
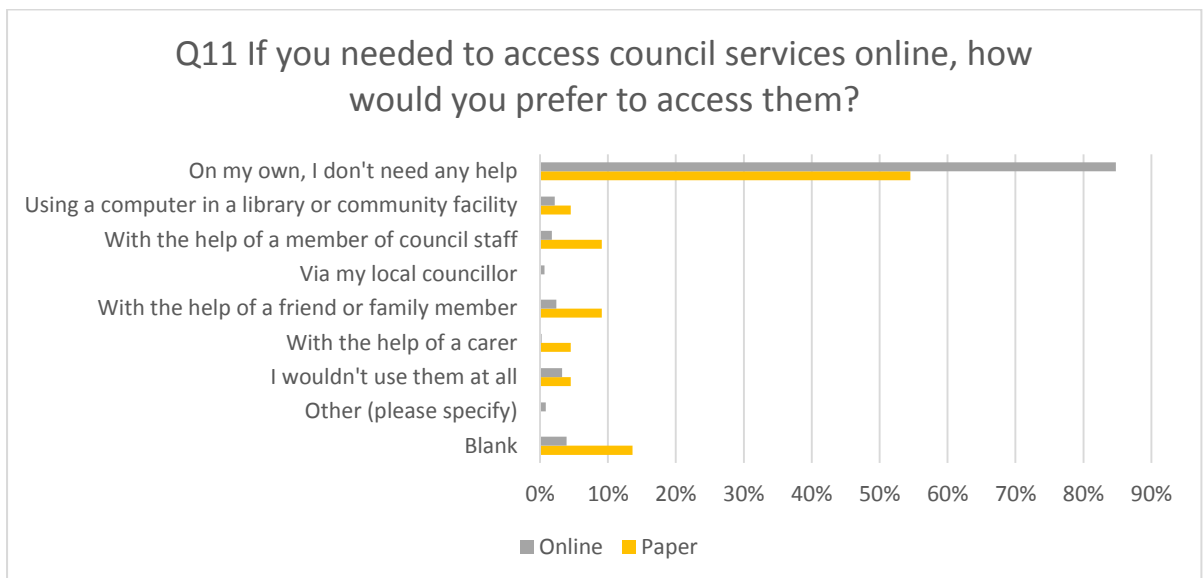
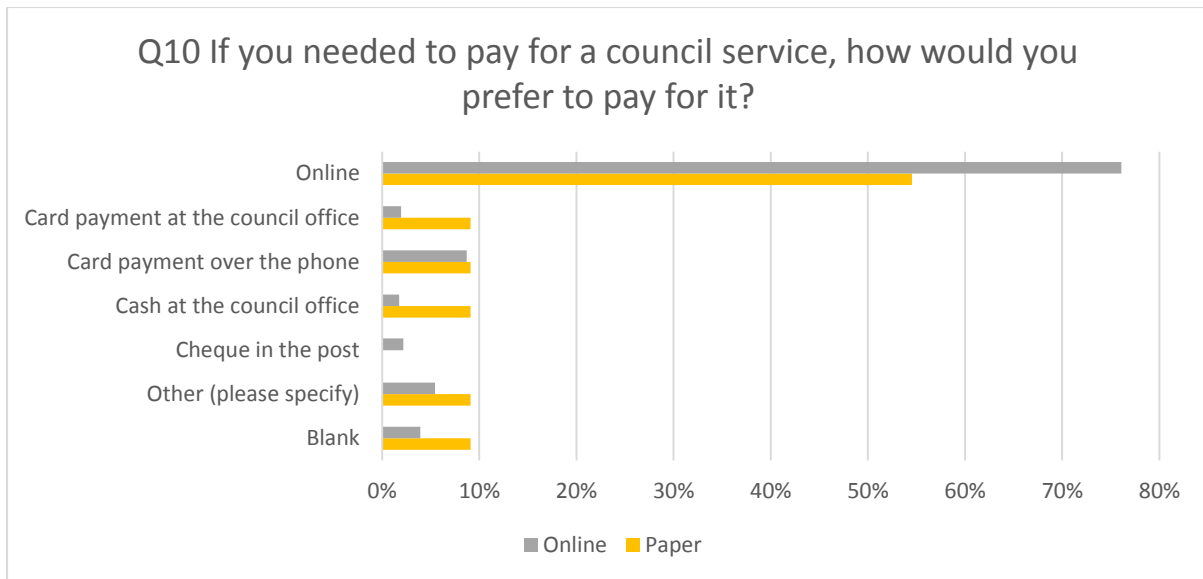
Q8 Which of the following options would be more convenient for you? - Online



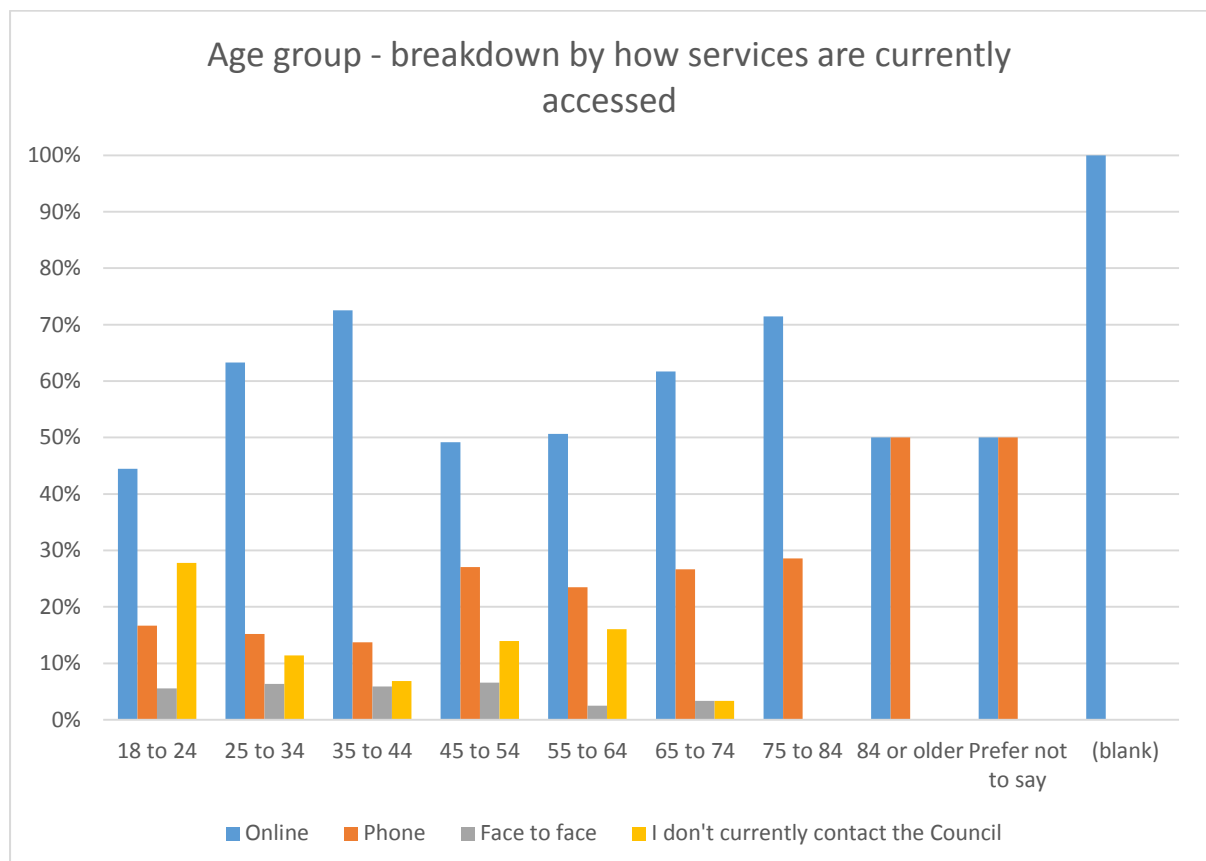
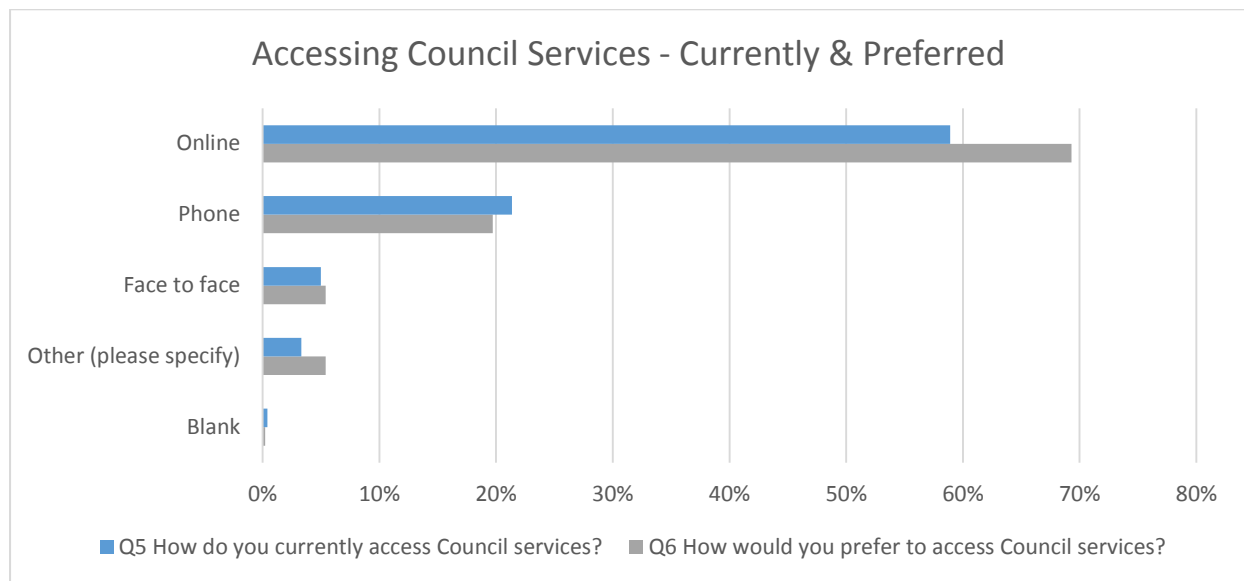


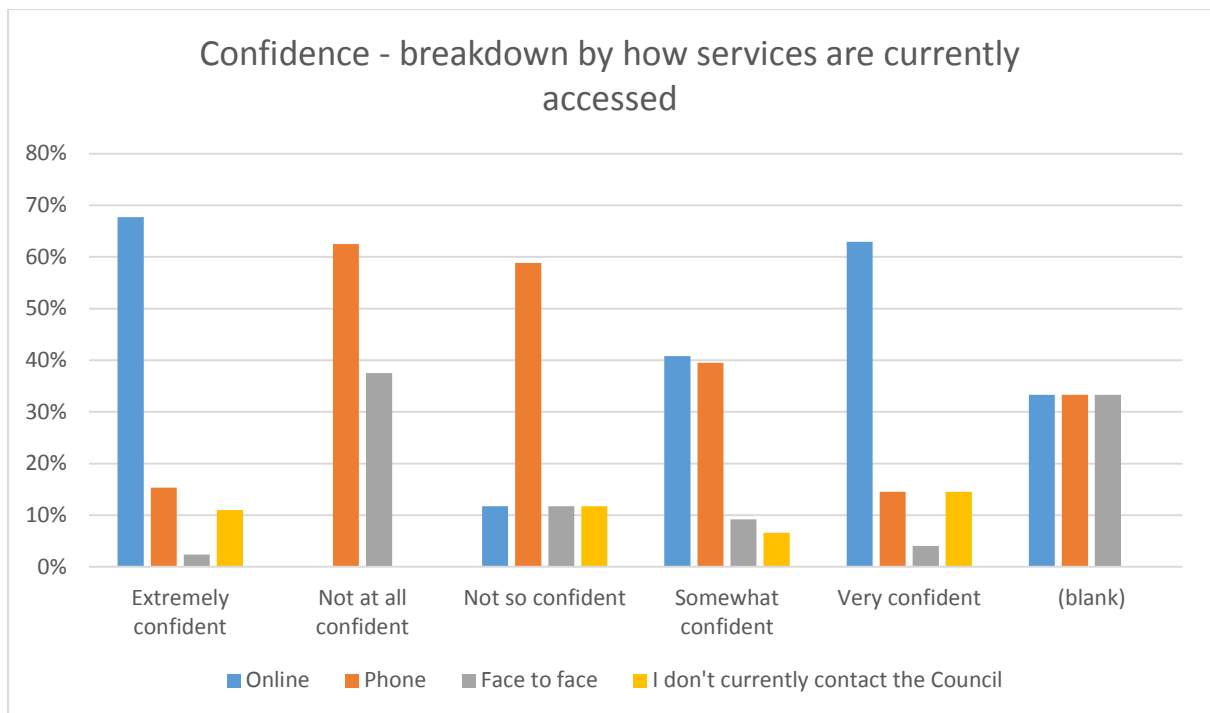
Online	Very comfortable	Quite comfortable	Would rather not but could if I had to	Not at all comfortable	Blank
Facebook	41%	14%	18%	21%	6%
Twitter	18%	10%	22%	40%	10%
Websites	64%	18%	7%	3%	8%
Webchat	43%	20%	17%	13%	7%

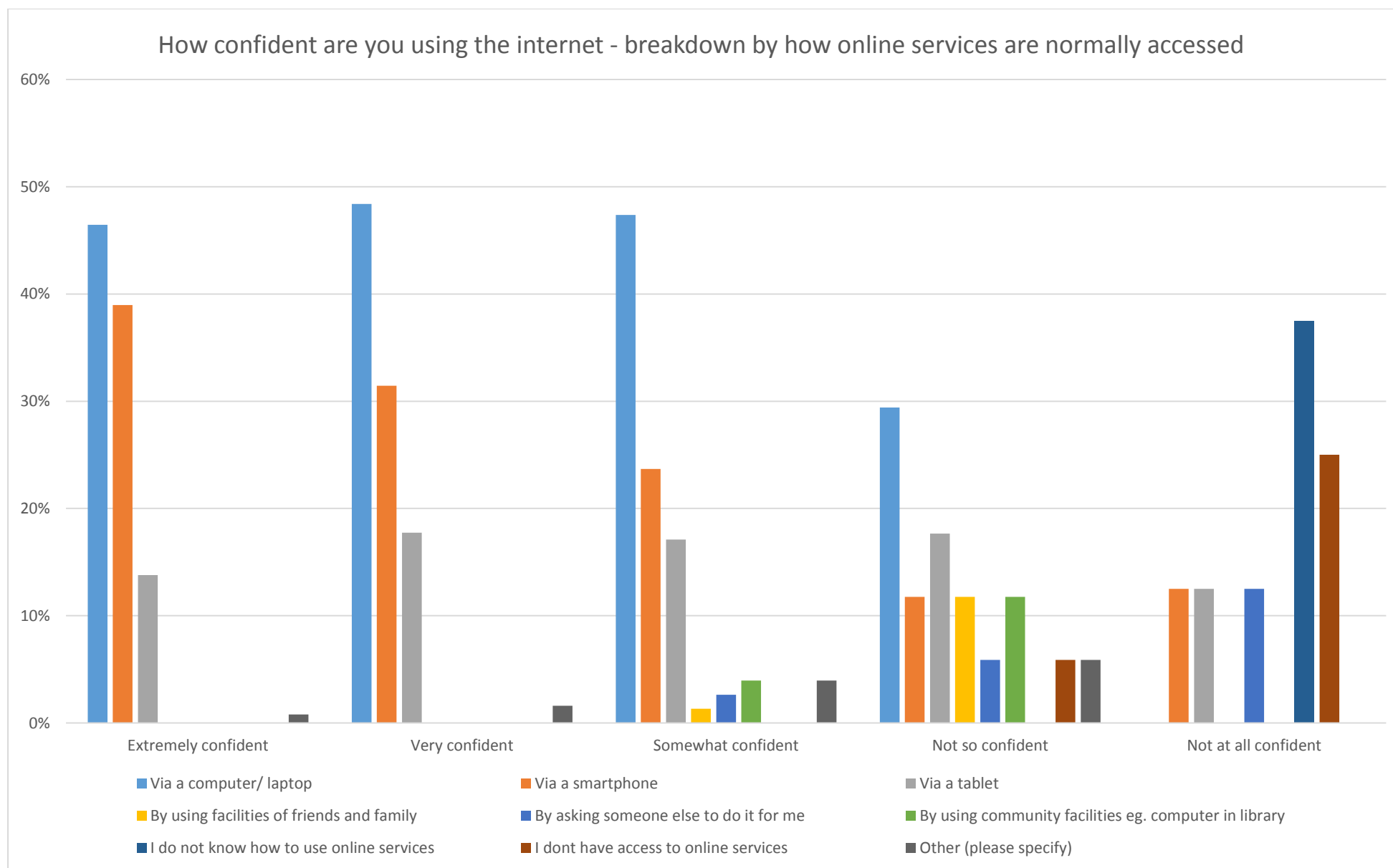
Paper	Very comfortable	Quite comfortable	Would rather not but could if I had to	Not at all comfortable	Blank
Facebook	32%	9%	0%	23%	36%
Twitter	14%	5%	18%	23%	41%
Websites	23%	27%	9%	5%	36%
Webchat	18%	9%	18%	18%	36%

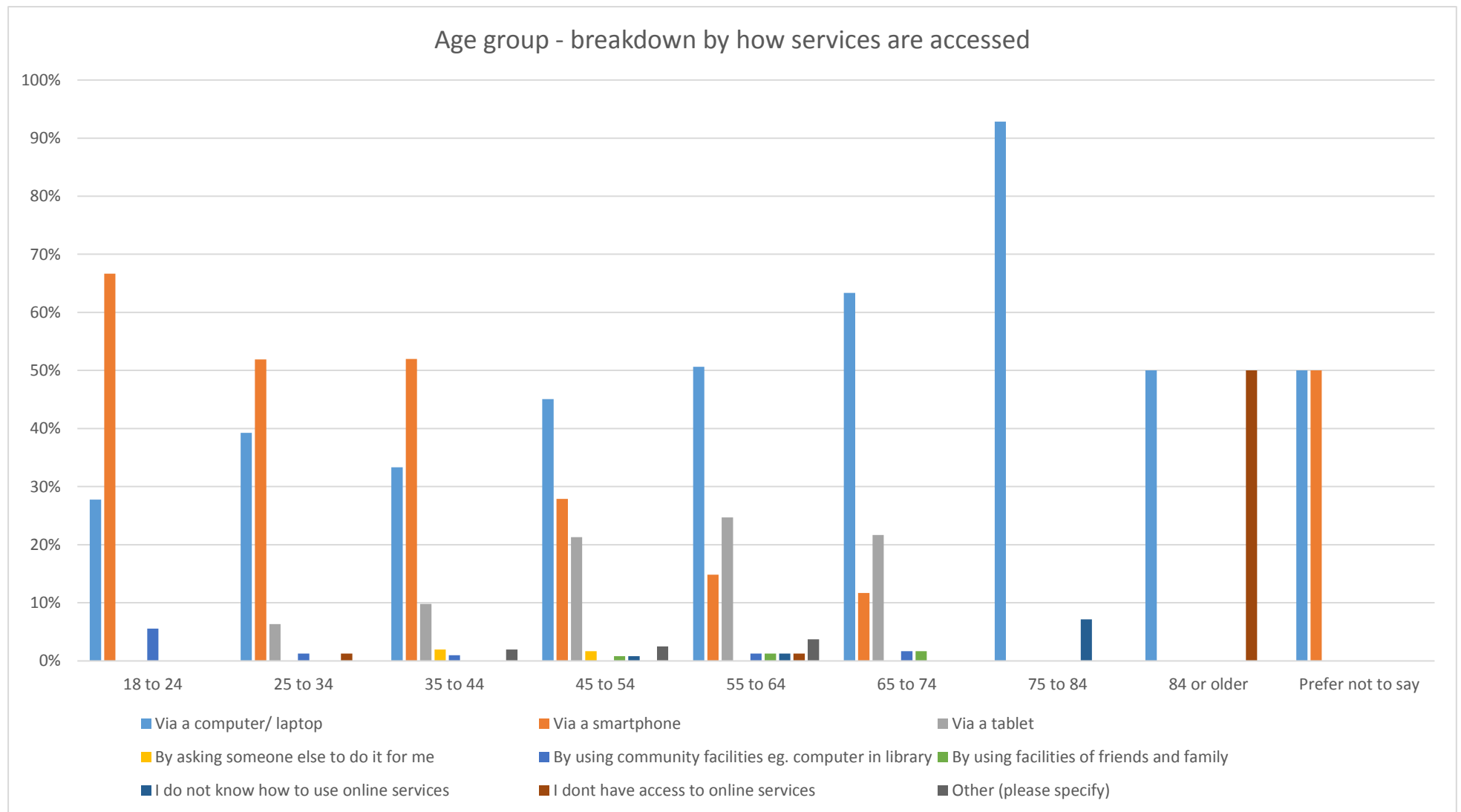


Breakdown of Access to Council Services









Free Text Answers

Q13 Please describe what the Council could do to help you access online services more easily

Theme	Number of times theme appeared
Make the website is simpler and more easy to navigate	49
Need to fix issues with the performance of the website, errors in pages/forms and infrastructure	22
Lack of engagement of SBC staff/contact not being returned	9
More services should be available online	14
Webchat should be available	8
App should be developed	7
Help should be provided for online services	10
Online services are not inclusive especially for those with disabilities, such as visual impairments	4
Do not want to have to create an account to access services	5
Information needs to be up-to-date and feedback given on open issues	9

The theme that appeared the most was that the council's website is hard to navigate or not simple to use. The next highest was issues with the performance of the website, with the website crashing or being unable to process what the customer is trying to do. However, 14 people made comments about how more services should be made available to do online. The council website not being inclusive of those with visual impairments was mentioned four times, as the layout and colours of text is difficult to read.

Q14 Do you have any other comments on the customer access or digital inclusion strategy?

Theme	Number of times theme appeared
Concerns with infrastructure, downtime or errors in the systems	9
Need for more information to be available about online services and how to use them	6
Website needs to be more user friendly/clearer	13
Concern over how the strategy addresses the digitally excluded	53
Security concerns/issues with personal information	8
Comments that were positive	23

Concerns over how the strategy would address those that are digitally excluded was the main thing that was mentioned. Other comments that came up a lot were needing to make the website more

user friendly and concerns with infrastructure and security of personal information. There were also a number of positive comments made about going digital.