



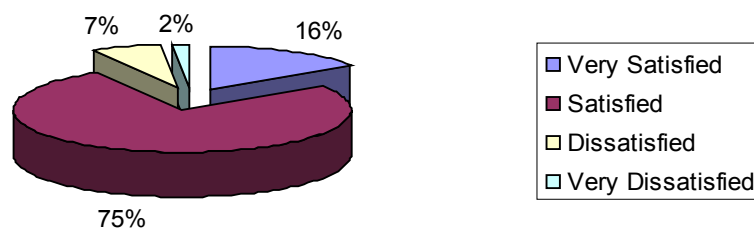
LPS Customer Satisfaction Survey 2008

“Taking our first step
on our journey towards
customer excellence...”

Who are we?

Land & Property Services (LPS) is a government Agency responsible for the provision of rating, valuation, registration and mapping services in Northern Ireland. Our vision is to transform land and property services and information for the public good. To support this vision, the Agency is striving to deliver a customer centric set of services to the public through continuous improvement and innovation activity. In April 2008, we completed an LPS Customer Satisfaction Survey as the first step on our journey towards customer excellence.

The bottom line...



Firstly, we are pleased to report, that taking everything into consideration, 91% of our customers was either satisfied or very satisfied with the quality of services provided by LPS.

Who took part in our survey?

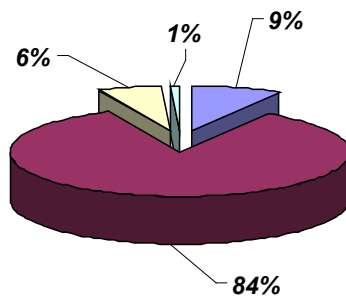
We selected a random sample of 2068 customers from across all the service areas of LPS including

- ratepayers,
- those registering land,
- purchasers of maps and digital information, and
- customers whose property had been valued

1373 telephone interviews were completed on our behalf by Social and Market Research, representing a 66% response rate.

What did we ask

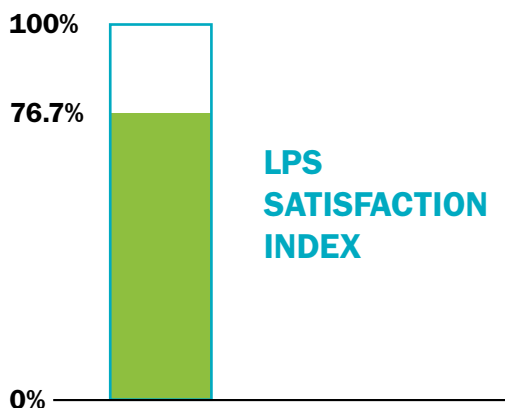
72% of the customers surveyed had not initiated any direct contact with LPS over the 12 month survey period. The vast majority of these customers were ratepayers who had received and paid rates bill. We asked them how satisfied they were with this process and 93% indicated they were satisfied with the service.



The other 336 customers who had contacted LPS over the survey period were asked how satisfied they were with the way we dealt with their written enquiries, telephone calls, and office, website or home visits. We also asked them to rank the importance of various elements of their interaction with LPS such as politeness and helpfulness of staff or time taken to resolve enquiry etc.

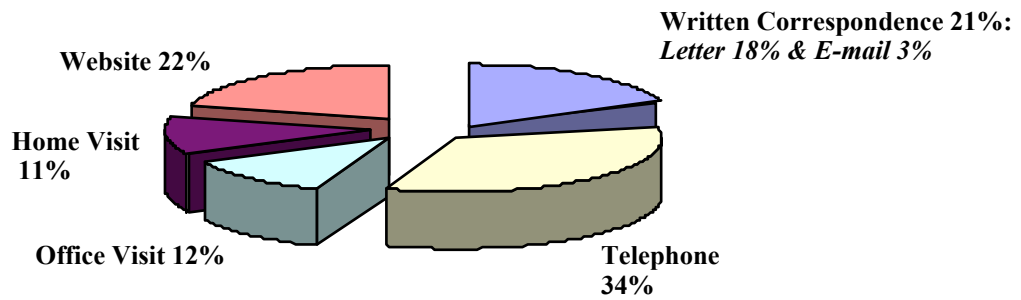
What are our customers satisfied with?

When rating the level of satisfaction of each customer interaction channel, customers were asked to rate each service against a 10 point scale, ranging from totally dissatisfied to totally satisfied. Overall, we achieved a **Customer Satisfaction Index of 76.7**.



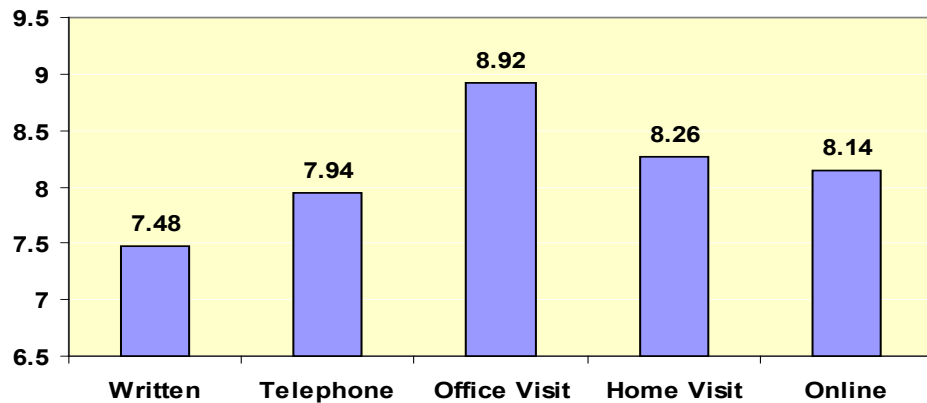
How did customers contact us?

Of the five customer interaction channels surveyed, the most frequently used channel is currently telephone contact, with home visit being used least frequently.



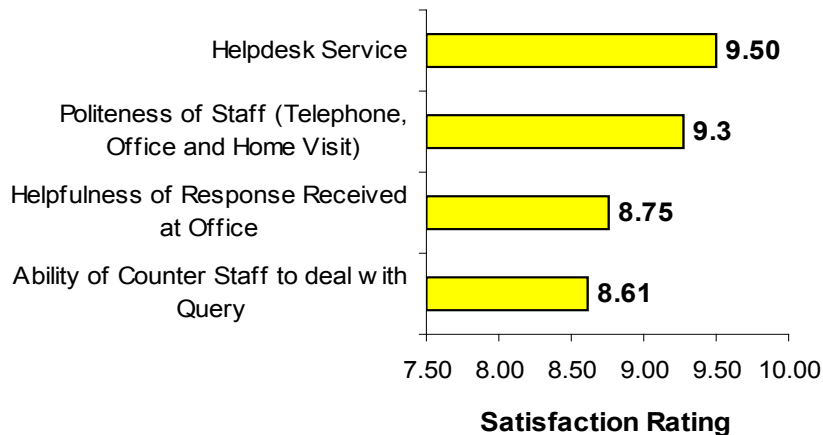
What channels did well?

When rating overall satisfaction against each of these channels we are pleased to report you scored office visits highest with a mean satisfaction score of 8.92. The area which you were least satisfied with was written correspondence but this scored an overall mean satisfaction score of 7.48. We will not be complacent about these scores but feel LPS is off to a very good start.



Our Good News

In relation to the different service aspects of each channel, our top satisfaction rating came in at 9.50 out of 10. The four areas which received the highest satisfaction ratings were:



Quote:

“Staff are always very helpful”

Quote:

“Service has improved greatly in recent times”

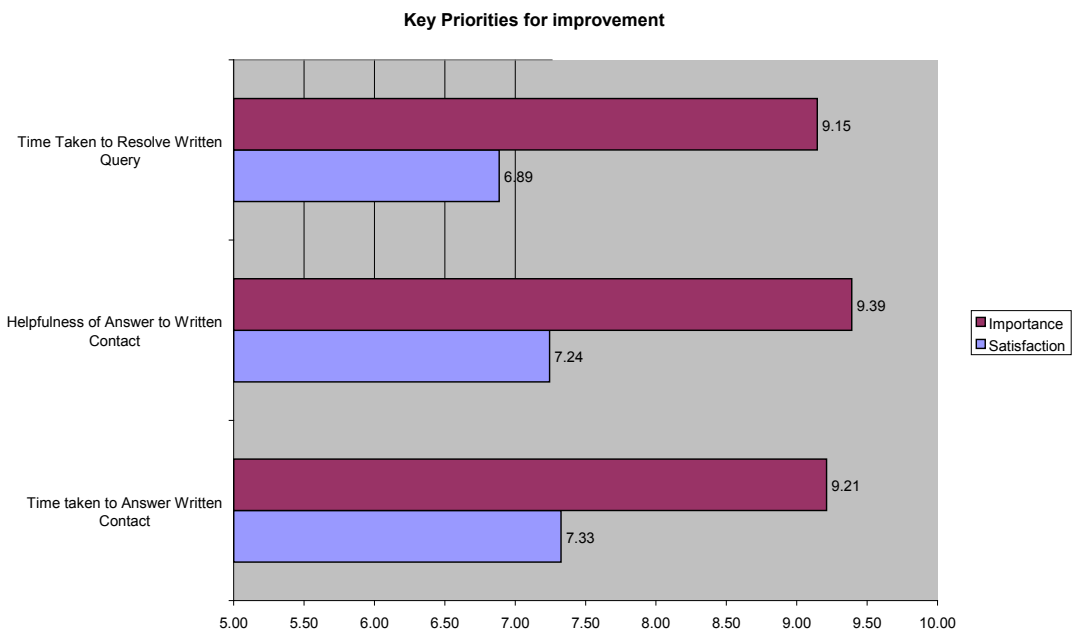
One of the key messages that we see as coming from these survey results is that the areas receiving the highest satisfaction ratings, are those relating to the manner in which our staff deal directly with our customers. It is clear to us that achieving customer excellence is only possible through the commitment and motivation of our staff – and we acknowledge the commitment and positive attitude of LPS staff during this period of change.

Discovering what is important to you...

During the survey, to allow us to gain some insight into what issues matter most to our customer, respondents were also asked to rate how important they thought certain aspects of our service are to them. During the incoming year we plan to carryout some further customer insight activities to increase our knowledge of what is important to our customers.

Where can we improve?

Although we are pleased with the outcome from the survey we want to improve our customer experience. The areas with the lowest levels of satisfaction related to written enquiries. We hope to improve the way we deal with written correspondence by moving towards a model of centralised correspondence handling, to ensure that both the quality and the timeliness of our responses are continually monitored and improved.



Continuing our journey towards customer excellence...

This Customer Satisfaction Survey is the first step on our journey towards customer excellence, acting as a baseline for future customer service improvement initiatives.

In line with our corporate objective, **to deliver effective and efficient high quality and customer-centric services, information and advice**, we will continue to expand our knowledge and understanding of our customers by seeking to implement effective and innovative ways in which we can capture information on our customer’s needs and requirements. This information will feed into a Customer Transformation Strategy, which will seek to put our customer’s needs at the heart of our business.



Land &
Property
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