



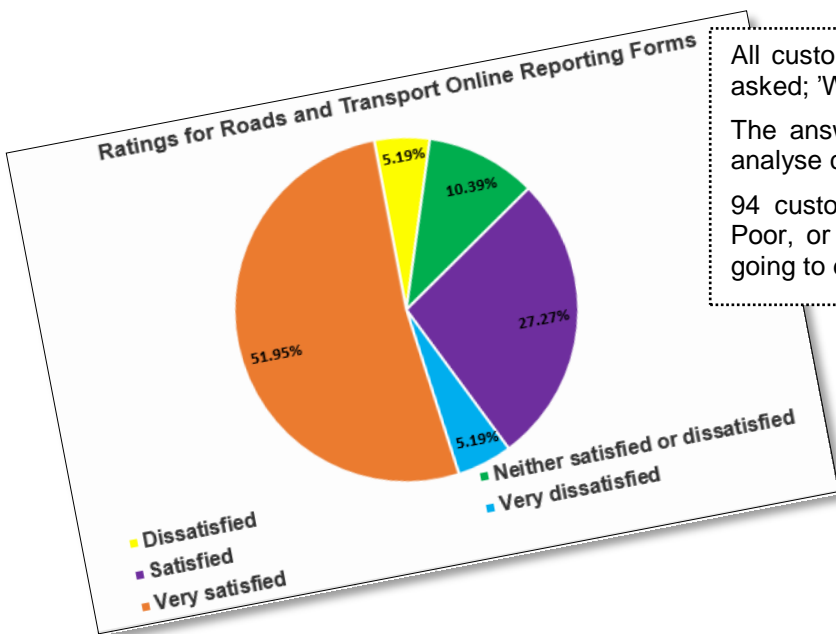
In September 2016, the Web and Digital team de-commissioned GovMetric, an online feedback tool which allowed customers to rate and comment on any page of our website.

We replaced this function with our own rating tool, which allows customers to continue to provide feedback on our pages. These comments are still reviewed regularly by those responsible for the pages within the service.

This report tells us what our customers have been telling us about our webpages between September and December 2016, and some of the actions we have taken in response. Due to the above changes, it has not been possible to provide comparative statistics during this period, but going forward we will be able to do so.

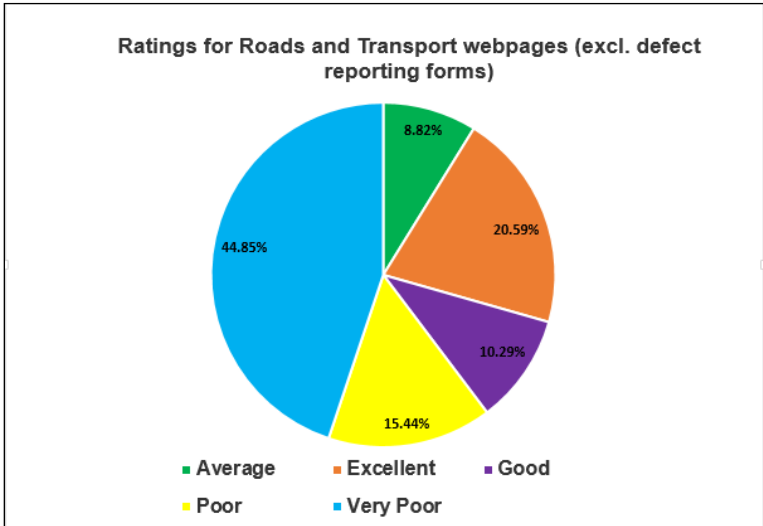
**Summary:**

- We had **381,728** page visits to Roads, Transport and Parking between September and December 2016.
- **217** customers rated our pages via the feedback tool during this time. We record ratings for our defect reporting pages separately to all our information pages.
- We received **185** comments, suggestions or improvement ideas.
- We got the most feedback about the pages related to **Buses**, which accounted for more than double the amount we received about the next highest categories of **roadworks**, and **streetlighting**.
- There is a clear difference in customer satisfaction between the online reporting pages and the rest of the pages (information pages). **45%** of customers rated our information pages as **'Very poor'**, and **21 %** as **'Excellent'** In contrast, for the online reporting forms, **52%** gave the highest rating of **'Very satisfied'** with only **5%** being **'Very dissatisfied'**.



All customers who submit ratings and feedback are then asked; 'What are you going to do now?'  
 The answers to this question allows us to more closely analyse customer journeys.  
 94 customers rated the information pages as Average, Poor, or Very Poor. Here's what they told us they were going to do next...

What are you going to do now?	Total
Email the council	7
Give up	45
Nothing, I completed my task	13
Phone the council	11
Try again later	9
Write to the council	3
Did not answer	6



**What does this tell us?**

- 11 phone calls were made that could potentially have been avoided by providing a better online experience. Over the course of a year, this could represent a tangible saving to the Council.
- 45 customers gave up after being unsatisfied with their online experience – this is a missed opportunity for us to encourage take-up of the self-service channel. In future, these customers may choose to call in straight away instead.

## Case studies - What did our customers tell us, and what actions have we taken?

### Bus timetables

I do not live in UK staying in Dunsfold cannot even find who operates here

We are looking at putting an A-Z for each area on our website.

### A331 Blackwater Valley Road

The info given doesn't address the issue.

We have explained what the works are, why there are delays, how we are trying to lessen them and how the works are progressing. Unsure what we are missing?

### Roads, maintenance and cleaning

Make it easier to get to contact numbers

No actionable work will take place with this. The page in question is a landing page, intended to guide users to other parts of the website. There's a generic 'Contact Us' link at the bottom, which is featured across all pages. Our aim is to guide customers to self-serve as far as possible rather than make a phone call, as it saves the County Council money.

### Online defect reporting

The previous version had provision to report a defect using the same contact detail. Why has this useful function been removed?

We replaced our defect reporting pages with a new and improved set of forms. Unfortunately, this function was not carried over due to an oversight, and in our follow up work, it will be re-introduced.

### Where to park

This doesn't tell you which streets have restrictions nor what times and days they apply. How can you be missing the most obvious piece of information people will be looking for?

The information is there but it could be made clearer. Will discuss with manager.

### Mole Valley parking restrictions

Not sure what "If you require a text based order for any location in the district of Mole Valley" actually means. And why are the roads not listed?

The traffic orders are text based so there are no drawings at the moment. We are currently updating the traffic orders to map based systems and will bring in an online mapping system to view them on in due course.