Welcome...

The Talkback Citizens Panel is a group of residents representative of the City of Oxford, who complete surveys up to four times a year on a variety of local issues.

There are currently 924 members of the panel. The spring survey was sent in March to panel members by post or by email, according to the preferences of individual members. We received 463 responses by post and by email representing a response rate of 50%.

The spring 2009 Talkback survey asked panel members for their views on customer services, the OCC website and communications.

This survey’s lucky winner!

Mr Gurl completed our Talkback survey and entered our prize draw. First out of the hat - he wins high street shopping vouchers for £30.

Do you know of anybody else that would like to become a member of Talkback?

Talkback helps us find out what residents views and opinions are on a range of services and issues. The views of panel members are important in helping us improve local areas and the way we deliver our services.

Every effort is made to ensure the panel mirrors the population of the city. Panel members are selected on the basis of where they live, age, ethnicity etc.

The results of all surveys are examined by officers in the Council who, together with your elected Councillors, use the panel’s views to help develop local policies and improve services.

Anybody interested in joining Talkback can do so by calling 01865 252057 or going to www.oxford.gov.uk/talkback
Customer Services

We asked about your preferred methods of contacting us and for your views on how we can improve Customer Services we provide to you.

- 75% of respondents had contacted OCC in the last 2 years.
- The top three reasons for this contact were to report a problem, get advice or information, or request a service.
- 34% of queries were about waste and recycling, far more than any other subject.
- 71% used the telephone to contact OCC.
- 65% rated the telephone as their preferred method of contacting OCC, whilst 28% preferred email.
- 68% of all queries were resolved with one call.
- 79% found the staff friendly and courteous.
- 71% were satisfied with the length time it took to see an advisor.
- 75% were satisfied overall with customer service they received.
- 55% of respondents would prefer separate telephone numbers for separate services.
- 65% of respondents felt there was no need for additional service outlets in OCC buildings.

What will happen with the results?

- The result will be used to develop our Customer Contact Strategy. The Customer Contact Strategy sets out where we are now, where we want to be by 2012 and what the key milestones are in the process.
- ‘Customers First’ is part of our transformation programme, focused on putting customers needs at the forefront of our work. The programme aims to improve customer service and join up our work across all departments.
Website
We asked for your views on our website to help us make any necessary improvements.

- 61% of respondents had used the website in the past year.
- The majority were satisfied with most elements of the website, although 31% were dissatisfied by the ease of navigation around the site.
- 66% of website users have not used the online payment options.
- Most respondents who hadn’t used the website preferred to use another method of contact or didn’t have a connection to the internet.
- The ability to do more things online, or search for information about their house or specific locality were the top rated suggested improvements to the website.

What will happen with the results?
- We will use the results to develop a new website that will be easier to use. Our new search facility will ensure you will be able to find the information you are looking for.
- We will be increasing the number of transactions you will be able to carry out online in order to encourage more people to use our website. By doing this we hope to improve our services to customers.
- We are currently implementing a new online payments system in order to make it easier for you to carry out transactions at times that are convenient for you.
- Our new website will have an improved accessibility function which users will be able to tailor according to their specific needs. e.g. font size and text colour.
- Finding information about your home and specific locality will be available via the new website.
- We anticipate the new website to be available in November 2009.
Communications

We asked about how you obtain information about our Council services and how satisfied you are with the information on offer.

- Most respondents got their information about us through Council publications, local newspapers and the Oxford City Council website.
- 86% of respondents were satisfied with the range of different communication methods open to them.
- 78% of respondents felt informed about OCC services.
- 94% of respondents found our communications easy to understand.
- 65% of respondents preferred postal survey communications.
- 145 respondents expressed an interest in participating in focus groups.

What will happen with the results?

- We will ensure we are using a range of different communication methods to ensure residents are well informed about our services.
- Post was the preferred option for receiving communications so we will ensure this option is always available to residents.
- A large number of people expressed an interest in joining focus groups to ensure our communications materials are meeting the needs of our residents.

You can find the full report to this survey (Report for March 2009 Survey) on our website at www.oxford.gov.uk/consultation