

# Highways Online Fault Reporting System

## Summary of Customer Feedback and Actions to Take

January 2016

V1

# Highways Online Fault Reporting System

## Background

- In July 2015 LCC launched a new online system for the public to report highways faults.
- To help us make continuous improvements of the system, in November 2015 a customer feedback survey was included at the end of the online fault reporting process.
- Responses are entirely voluntary and anonymous.
- The structure of the online survey is based on the touchstone feedback questionnaire which the Customer Service Centre (CSC) use following a proportion of telephone contacts with the Council.
- This is to ensure consistency in questions asked and enable comparative analysis to be undertaken.

## Customer Feedback Response Rate

Between 8<sup>th</sup> November 2015 and 13<sup>th</sup> January 2016:

- 1,889 faults were reported using the LCC online fault reporting system.
- Just under 7% of these customers (126) completed the optional feedback survey to tell us about their experience.
- Whilst the response rate is low, it is fairly typical for an online survey of this nature.
- The following analysis and recommendations are based on their responses.

# Issues and Actions

We need to improve....	Actions to be taken...
How user friendly the system is	<p>Review the language used throughout the system.</p> <p>Provide guidance on identifying exact locations.</p> <p>Review categories for fault reports to ensure they are easy to understand, all issues can be recorded and degree of urgency can be noted.</p>
Awareness and access to the system	<p>Increase awareness and promote the system.</p> <p>Check 'log in' option and 'map' functions are compatible and easy to use with most commonly used home PCs.</p> <p>Maintain link from the Councils home page.</p>
Confidence in use of the system	<p>Improve the process for feeding back to customers what action is being taken as a result of their report and when this will be completed.</p> <p>Review process for following up/tracking previous reports and known faults.</p>

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## Next steps

1. Officers will continue their review of the system and implement changes to address the issues raised by this feedback.
2. Provide feedback to survey respondents who requested this.
3. Bring to a close initial round of feedback and re-run the questionnaire once improvements have been implemented.

# Finding and Accessing the Online System

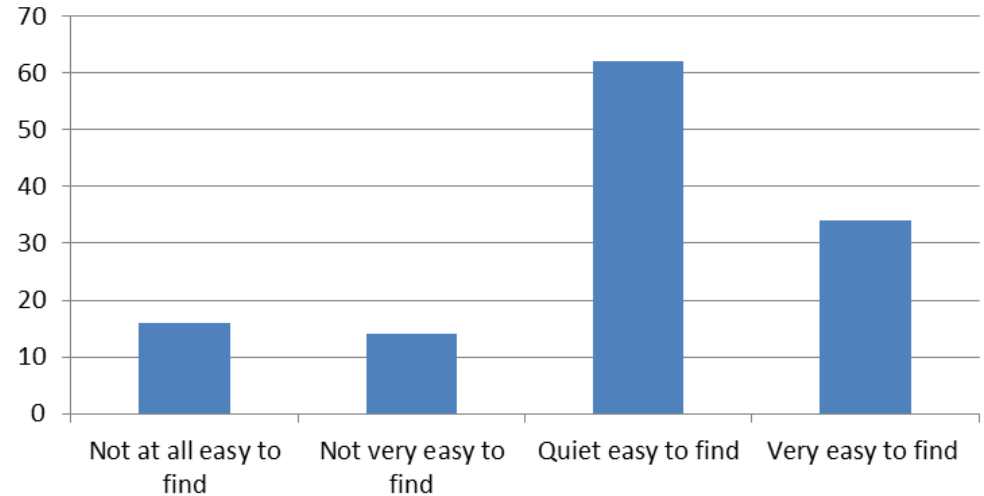
## Summary

76% of respondents (96 instances) reported it was 'quite easy' or 'very easy' to find the online fault reporting system.

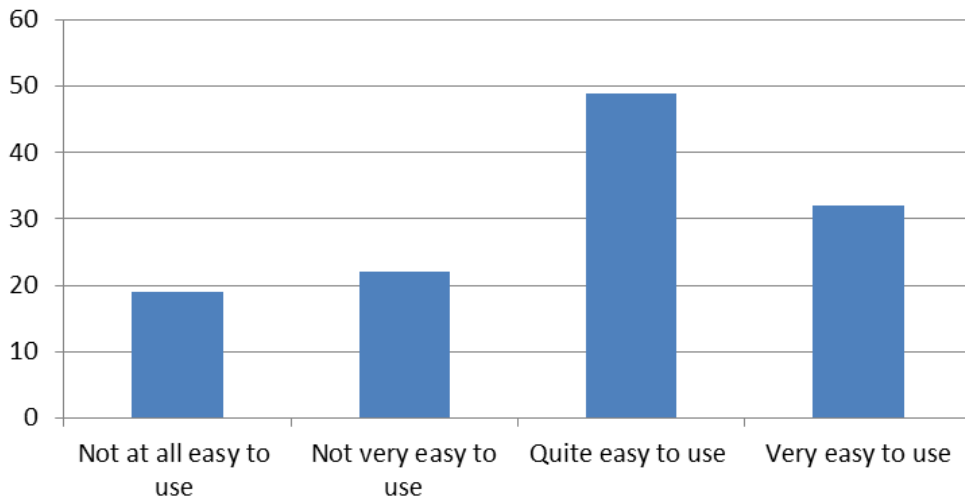
Most people access the online site from the Councils homepage or an emailed link.

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It remains easier for customers to find our contact telephone number. 90% of the touchstone survey respondents found it 'easy' or 'very easy' to find the CSC phone number.

## Accessing the online system



## Using the online system



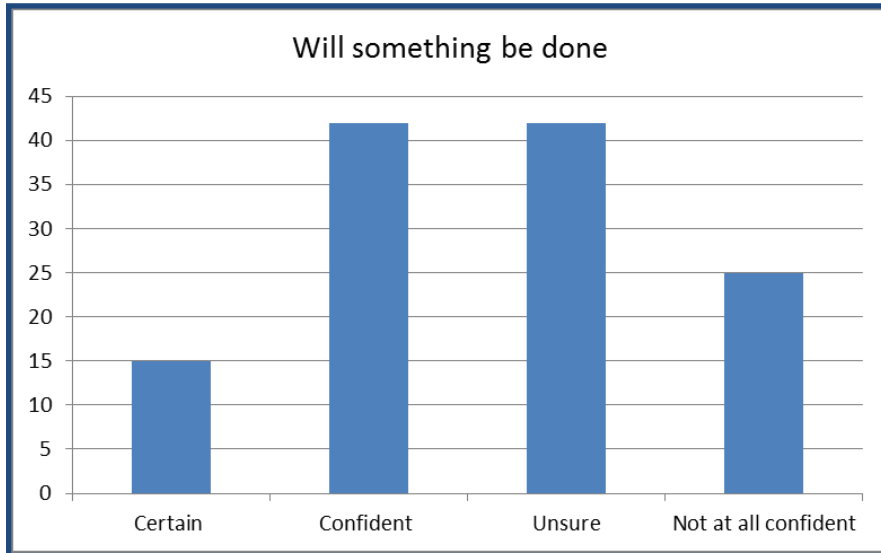
## Summary

Two thirds of respondents (81) reported it was 'quite easy' or 'very easy' to use the online fault reporting system.

Overall 95% of respondents (118) said they would use the online system again.

Those who would not use it the online system again reported it taking too long and being too complicated as well as frustration from limited classification options and not being able to provide sufficient detail or exact locations.

# Expectations & Outcome



## Summary

Just over half the respondents ,54% (67), were 'unsure' or 'not at all confident' that something will be done as a result of reporting a fault online.

This compares poorly with the confidence of customer who call the CSC as 90% of touchstone respondents are 'confident' or 'certain' something would be done.

The lack of confidence online is largely a result of past experiences where similar or even the same issues have been reported but faults have not been fixed.

In comparison, by phone 100% of respondents stated it was clear to them what would happen next.

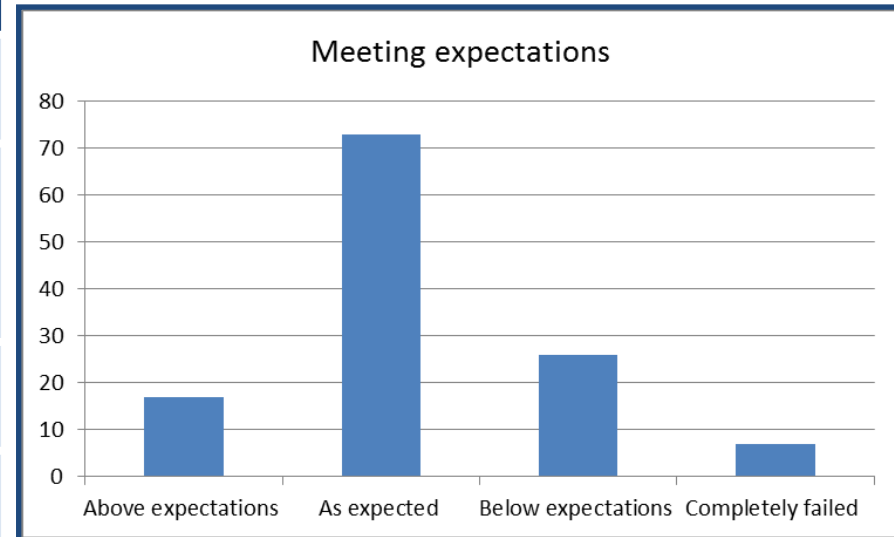
## Summary

Almost three quarters, 73% (90), of respondents found the online experience met or exceeded their expectations.

The main issues related to the system not being user friendly, the process taking too long, emails implying faults had been repaired when they had not and the degree of urgency not be acknowledged.

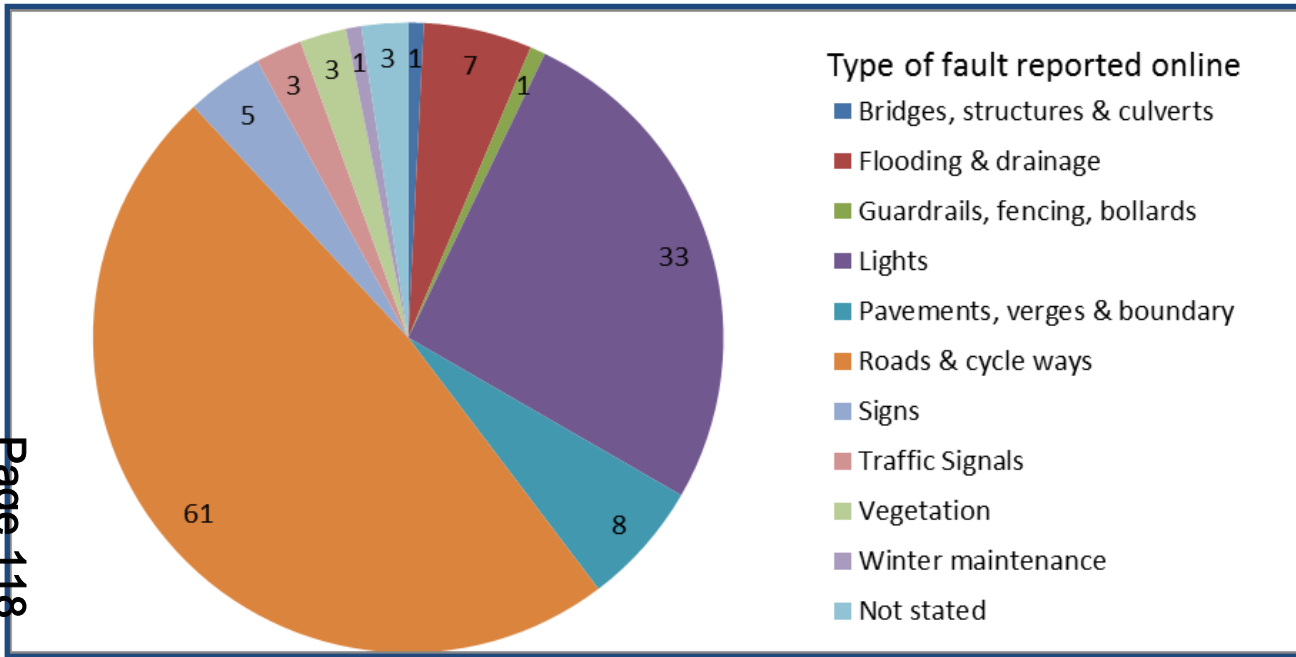
Again this compared poorly with the experiences of customers who called the CSC.

100% of respondents to the touchstone survey said their phone call met or exceeded their expectations and the length of time taken to answer their call was acceptable.



# Respondents

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## Type of fault reported

Of those completing the online feedback questionnaire, the majority had used the online system for reporting issues relating to roads, cycle ways and lighting.

## Respondents demographics

To help us understand how accessible the online system is, respondents were given the opportunity to provide relevant diversity information. 93% of respondents completed this section of the survey. Of these:

- Respondents**
- 75% were aged 45 or over
  - 59% were aged 55 or over
  - 15% considered themselves to have a disability
  - Both rural and town locations, spread across Lincolnshire.

- Lincolnshire**
- 50% are aged 45 or over
  - 35% are aged 55 or over
  - 9% have a disability which limits their day to day activities a lot
  - Wide geographic spread with rural and urban areas.

This indicates that overall the online service is equally accessible to our residents regardless of relevant protected characteristics.