

**Summary of Findings of the
Customer Satisfaction Report 2009-10
Compiled by Opinion Research Services.**



Julian Parsons. Group Manager
Neville Mullings. Procedures Manager
Service Delivery (Protection)

Executive Summary

The quantity of feedback forms returned this year increased in number but remained a consistent percentage of the overall volume despatched. The general level of customer satisfaction remains positive. A small number of negative comments were received raising some points for further consideration.

The overall results showed that 81% of respondents were very satisfied and 15% were fairly satisfied with the service they received. This represents an increase of 4% of respondents indicating the higher level of satisfaction from the previous year although the aggregate result of the two categories remains constant at 96%. A further 2% indicated no particular view and 2% were fairly dissatisfied. No respondents were very dissatisfied.

The data gathering process for the year 2010-11 has been reviewed and will be administered internally. The questionnaire has been simplified and shortened in order to encourage a higher return of data.

Introduction

This survey was compiled by Opinion Research Services (ORS) on behalf of Wiltshire Fire and Rescue Service to gauge the level of customer satisfaction from our fire safety audit activities during the year 2009-10.

This is the second year of using this service which produced a detailed report comprising 58 pages. Approximately 617 survey forms were sent out during the period resulting in 93 returns. This equates to a 15% return rate which is consistent with the previous year.

To view the full report, [click here](#)

Summary of Findings

Pre-audit information and service:

When asked to comment individually on the categories of politeness, helpfulness efficiency and provision of information, those that strongly agreed they had received good service ranged between 75 - 80% with a further 14 - 18% tending to agree.

The level of satisfaction with the general standard of initial contact indicated that 76% of respondents were very satisfied and 18% were fairly satisfied. 97% agreed that they understood the reason why the audit was needed.

During audit service:

The results showed that appointments for audits were made in 100% of cases with 98% being kept. When asked whether the inspector was punctual, 87% strongly agreed and 11% tended to agree.

When asked to comment on the conduct of the inspector over a range of seven sub categories covering personal attributes, quality of information and general communication skills, the satisfaction level ranged between 95 and 99%.

In response to the general level of satisfaction with the audit service, 81% were very satisfied and 14% were fairly satisfied.

Negative comments in this section were;

- *I don't think he fully looked at what we had in place*
- *No specific advice provided - did not ask for evidence of maintenance but marked this as non compliant.*
- *we had a nice chat. nothing that I said was taken into account, his focus was unfortunately not competent.*

Post audit service:

Of the 93 respondents, 63 were required to take some form of action. Of these 93% agreed that those actions were made clear at the time of the audit and that the reasons for the actions were made clear. 87% agreed the actions were reasonable.

Negative comments in this section were;

- *Action contradicted verbal advice but was told that we were doing ok and now it's turned up as a failure*
- *He did not listen*
- *We had most in place, just in a different format*
- *Evidence not requested but noted as non compliant*
- *Similar controls are in place at other sites and these have been assessed as compliant/adequate*
- *We have had an adequate regime of maintenance for the size and equipment of our premises and the extra maintenance required will incur considerable cost*

Post audit service:

Following the visit, 77 respondents received an audit *report* (this was the description employed by the survey). Of these 71% strongly agreed the results were easy to understand and 25% tended to agree. 64% strongly agreed that any changes required were clearly indicated with 22% tending to agree.

Overall 62% were very satisfied with the report and 29% were fairly satisfied.

Negative comments in this section were;

- *I think it could be worded differently*
- *Not consistent with previous reports/inspections for the same site.(Different inspector)*
- *Not specific enough and not discussed at time of inspection*
- *Nothing that I said was taken into consideration*
- *We were informed of the inadequacies of our schedule but congratulated at the visit on the systems and procedures in place*

Overall service:

In general, 87% thought the standard of service was helpful. 63% also felt it was fair and 66% felt it was efficient. 2% stated that it was too authoritarian and 2% too vague.

When asked to rate their overall satisfaction with the service, 81% were very satisfied and 15% were fairly satisfied.

Respondents were finally required to comment on whether they agreed that the audit process had left them better equipped to manage fire safety on their premises, 63% strongly agreed that it had and 25% tended to agree. 9% remained undecided with 3% either tending to or strongly disagreeing.

Final negative comments were;

- *It would be better if the fire service would give formal advice as previously*
- *Listen and understand!*
- *That it should be consistent, checked other premises we own 2009 and no major changes required*
- *The Fire Safety Officer disagreed with his predecessor, as documented in our building plan, hence five new detectors and one new light!*
- *There is always inconsistency between different inspectors*

Final positive comments were;

- *Fraser and Lance put you at ease and talked you through every process, why it was needed etc. Very effective and efficient. I would recommend them to any persons needing a fire audit*
- *Officer was proactive, polite, punctual and constructive. he built trust and respect and I am grateful for the service*
- *Very professionally done but with the human touch. A very fair but diligent approach.*

- *We welcome any help/advice, welcomed the visit. It has been several years since previous*

Recommendations

- That this report is posted on the website and made publicly accessible
- That the full ORS report is posted on the website
- That both reports are made available to Service Delivery (Protection) staff
- That the findings are discussed at a future department training day
- That the letter formats of standard letters are fully reviewed
- That inspectors are further encouraged to fully explain the audit findings at the time and ensure that written requirements are clearly defined.