

ARE WE KEEPING CITIZENS SATISFIED?

THE FUTURE OF CUSTOMER SERVICE IN THE PUBLIC SECTOR

THE UKSI TOP TEN PERFORMING BRANDS INCLUDE¹



51% SAY THE MOST IRRITATING THING IS HAVING TO REPEAT INFORMATION TO DIFFERENT PEOPLE

29% OF CITIZENS PREFER TO ACCESS CUSTOMER SERVICE BY EMAIL



56% OF CITIZENS THINK RESOLVING THE ISSUE QUICKLY IS MOST IMPORTANT

63% OF CITIZENS PREFER TO CALL CUSTOMER SERVICE

KNOW HOW CITIZENS WANT TO CONTACT YOU IN THE FUTURE

MORE THAN **17%**  of 18-24 year olds want to use Facebook more for customer services

MORE THAN **10%**  of 18-24 year olds want to use Twitter more for customer services

THE 4'S's

The top things citizens would choose to spend their taxes on



SCHOOLS & EDUCATION

SAFETY & POLICING

STREETS & MAINTENANCE OF ROADS

SUPPORT CARE FOR THE ELDERLY AND DISABLED

5 GOLDEN RULES

DON'T NEGLECT THE BASICS

Focus on continually improving the way you handle 'traditional' channels like phone and emails.

FOCUS ON FEEDBACK

Look out for new ways to find out what your customers think.

SIMPLIFY PROCESS

Budgets are tight, so consider streamlining processes and reducing admin.

USE THE PUBLIC SERVICES NETWORK

Consider how the PSN could help you share resources and infrastructure.

ONE STEP AT A TIME

Be realistic, and manage customer expectations accordingly.

UK Customer Satisfaction Index (UKCSI) 2012 conducted by Institute of Customer Service, Vodafone Limited, Vodafone House, The Connection, Newbury, Berkshire RG14 2FN. Registered in England No. 147587. The Perspective series research was commissioned by Vodafone UK. All statistics are accurate according to our research, October 2012.