



DEVON &  
SOMERSET  
FIRE & RESCUE SERVICE

# Bridgwater Group Customer Insight Report

## Compliments, Complaints and Customer Satisfaction Surveys

This document brings together customer feedback from compliment, complaints and customer satisfaction surveys. It gives results at a Group level and accompanies a corporate level customer insight document.

Corporate Planning Department

Devon & Somerset  
Fire & Rescue Service

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## Introduction and purpose of document

Over the past three years Devon and Somerset Fire and Rescue Service (DSFRS) has monitored customer satisfaction through a variety of methods. Since 2007/08 the numbers and types of compliments and complaints have been analysed and reported on an annual basis. Also, since 2007/08 surveys have been sent to a sample of domestic and non-domestic premises to monitor and report satisfaction levels with the service received at incidents. From 2009/10 a Home Fire Safety Visit (HFSV) follow up survey was sent to a sample of customers who have received a HFSV, this will be the first year data from this survey has been available for reporting. Finally, since the start of 2010/11 a survey to monitor satisfaction with customers who have received a Fire Safety Audit has started to be sent to a sample of customers, the results of which will be available for reporting next year.

In previous years the results from the different methods have been reported in a series of separate reports. For the 2009/10 these results have been combined into one customer insight report. This will allow DSFRS to examine customer satisfaction in a more holistic approach, by not only identifying good and poor performance in specific areas of service delivery but by also allowing comparison of satisfaction between different areas of service delivery. By doing this the data gathered will be utilised more effectively and a clearer understating of customer perceptions of DSFRS will be obtained. This will in turn allow DSFRS to better plan for service improvement on its journey to excellence and provided a concise document for assessment against criteria 6a<sup>1</sup> of the EFQM Excellence Model.

To accompany the corporate level customer insight document 12 Group level documents have been created. These documents profile the complaints and compliments received by each group and give the result for questions from the surveys that DSFRS have indentified are of the most importance to the organisation. Alongside the results for each Group the overall score for DSFRS is given, to help to give an indication of how the Group is performing within the service. To compare how Groups are performing against each other and to view the national benchmarking score for DSFRS, the corporate level document will need to be referred to.

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<sup>1</sup> 6a Customer Results – Perceptions

## PART 1: COMPLIMENTS AND COMPLAINTS

This section presents a summary of the public compliments and complaints received by Devon and Somerset Fire and Rescue Service (DSFRS) between 1<sup>st</sup> April 2009 and 31<sup>st</sup> March 2010.

The Complaints Officer, Corporate Planning Section, Service Headquarters, coordinates the administration of all public compliments. When received, compliments are passed onto the Complaints Officer. The details are logged and a copy is forwarded to the Chief Fire Officer and the Group Commander or line manager of the department that is the subject of the compliment.

The Complaints Officer also coordinates the administration of all public complaints, records the detail of the complaint and ensures the complaint is passed on to the appropriate Group Commander or member of the Service Management Board. The outcome of the investigation is fed back to the complainant and also the Complaints Officer who records the outcome and monitors unresolved cases.

### Compliments

Bridgwater Group received 8 compliments during 2009/10 this was 5 more compliments than the group received in the previous year. The average number of compliments received per 100,000 population in DSFRS was 9. Bridgwater Group received 6 per 100 000 of their population which was below the services average.

Table 1 – Compliment year on year comparison

2009/10	2008/09	2007/08
8	3	1

The majority of compliments made about Bridgwater Group related to educational talks, which demonstrates the increasing number of compliments DSFRS is starting receive about its prevention work.

Table 4 – Breakdown of the types of compliments received by Bridgwater Group

	2009/10	2008/09	2007/08
Educational talk	4	0	1
Emergency response	2	1	0
HFSV/advice given	2	1	0
Involvement in community event	0	1	0
Partnership working	0	0	0
Other	0	0	0

### Complaints

Bridgwater Group received 2 complaints during 2009/10 this was 1 less than the previous year. The average number of complaints received per 100,000 population for DSFRS was 2.0, Bridgwater Group received 1.6 per 100 000 for their population, this was just below the average.

Table 3 – Complaint year on year comparison

2009/10	2008/09	2007/08
2	3	4

The two complaints made about Bridgwater Group related to driving to an incident and 'other'.

Table 4 – Breakdown of the types of complaints received by Bridgwater Group

	2009/10	2008/09	2007/08
Other	1	0	0
Driving appliance/DSFRS vehicle to an incident	1	2	0
Inappropriate behaviour/attitude	0	1	2
Driving	0	0	2
Performance of duty	0	0	0
Driving to station	0	0	0
Damage during operation	0	0	0

Bridgwater group resolved one complaint within the 14 days required, however the other complaint took over 1 month.

Table 5 – Breakdown of the days taken to resolve the complaints received by Bridgwater

	2009/10	2009/10	2007/08
>14	1	2	2
14 days to 1 month (28 days)	0	1	1
More than 1 month	1	0	1
Open Complaint	0	0	0

## PART 2: HOME FIRE SAFETY VISIT FOLLOW UP SURVEY

The Home Fire Safety Visit follow-up survey is used to gain feedback and monitor satisfaction following the delivery of a HFSV by DSFRS. The survey provides users with the opportunity to feedback their experience with the HFSVs they received.

The DSFRS return rate for the HFSV follow up survey was 56%, this equalled 924 surveys, for Bridgwater Group 45 surveys were returned.

Respondents were asked if they agreed or disagreed that the DSFRS personnel who visited their home were polite, helpful, efficient and informative. 100% of respondents strongly agreed that Bridgwater personnel had these qualities.

Table 1a: Do you agree or disagree that the FRS personnel who visited your home were...?

<b>DSFRS</b>	<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>
Polite	97%	3%	0%	0%	0%
Helpful	96%	4%	0%	0%	0%
Efficient	95%	4%	0%	0%	0%
Informative	95%	5%	0%	0%	0%

Table 1b: Do you agree or disagree that the FRS personnel who visited your home were...?  
- Bridgwater

<b>Bridgwater</b>	<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>
Polite	100%	0%	0%	0%	0%
Helpful	100%	0%	0%	0%	0%
Efficient	100%	0%	0%	0%	0%
Informative	100%	0%	0%	0%	0%

Respondents were then asked if they felt the advice given by DSFRS personnel was useful and easy to understand. Bridgwater personnel achieved above the overall DSFRS score for the advice being useful and easy to understand.

Table 2a: During their visit do you agree that the advice given by the FRS personnel was ...?

<b>DSFRS</b>	<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>
Useful	90%	9%	0%	0%	0%
Easy to understand	92%	8%	0%	0%	0%

Table 2b: During their visit do you agree that the advice given by the FRS personnel was ...?- Bridgwater

<b>Bridgwater</b>	<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>
Useful	93%	7%	0%	0%	0%
Easy to understand	96%	4%	0%	0%	0%

Respondents were then asked how satisfied they were with the HFSV they had received. 100% of respondents from Bridgwater said they were very satisfied with the service they had received.

Table 3: Thinking about the HFSV itself, how satisfied or dissatisfied were you with the service you received?

	<b>DSFRS</b>	<b>Bridgwater</b>
Very satisfied	95%	100%
Fairly satisfied	5%	0%
Neither	0%	0%
Fairly dissatisfied	0%	0%
Very dissatisfied	0%	0%

Respondents were then asked if since receiving the HFSV they had adopted any new fire safety measures in their home. Bridgwater scored 5% above the overall DSFRS score of 69%.

Table 4: As a result of the HFSV, have you since adopted any new fire safety measures for your home?

	<b>DSFRS</b>	<b>Bridgwater</b>
Yes	69%	74%
No	40%	26%
Total	100%	100%

Respondents were then asked which fire safety measures they currently have in their home. The three measures Bridgwater scored highest for were: having a planned escape route; closing internal doors at night; and turn off/remove plugs at night. For stop using a chip pan, having a fire extinguisher and having a fire blanket Bridgwater scored lower than the overall DSFRS service score.

Table 5: Which of the following fire safety measures do you currently have/do you take in your home?

	<b>DSFRS</b>	<b>Bridgwater</b>
A planned escape route	76%	79%
Close internal doors at night	74%	74%
Turn off/remove plugs at night	67%	79%
Stopped using chip pan	40%	38%
A fire extinguisher	23%	11%
A fire blanket	16%	6%
None of these	2%	0%
None stated	1%	0%

## PART 3 – AFTER THE INCIDENT SURVEY

The After the Incident Survey is used to gain feedback and monitor satisfaction following attendance at an incident by DSFRS. The survey provides users with the opportunity to feedback their experience with the service they received. There are two different surveys available, one for domestic surveys and one for non-domestic premises. Part 3a of the report details the results for domestic properties.

### PART 3a – AFTER THE INCIDENT SURVEY, DOMESTIC PREMISES

The DSFRS return rate for the after the incident survey of domestic premises was 29%, this equalled 401 surveys, for Bridgwater Group 20 surveys were returned.

Respondents were asked if they agreed or disagreed that Firefighters at the scene were helpful, efficient, informative, polite and sensitive. Bridgwater scored over the overall DSFRS score for strongly agreeing with all these qualities, scoring 100% for being helpful, informative, polite and sensitive.

Table 1a: Thinking about the Firefighters at the scene, do you agree or disagree that they were .....

DSFRS	Strongly Agree	Tend to Agree	Neither	Tend to disagree	Strongly Disagree
Helpful	96%	3%	1%	0%	1%
Efficient	94%	5%	0%	0%	0%
Informative	94%	4%	1%	0%	0%
Polite	93%	6%	1%	0%	0%
Sensitive	90%	6%	2%	1%	1%

Table 1b: Thinking about the Firefighters at the scene, do you agree or disagree that they were - Bridgwater

Bridgwater	Strongly Agree	Tend to Agree	Neither	Tend to disagree	Strongly Disagree
Helpful	100%	0%	0%	0%	0%
Efficient	95%	5%	0%	0%	0%
Informative	100%	0%	0%	0%	0%
Polite	100%	0%	0%	0%	0%
Sensitive	100%	0%	0%	0%	0%

Respondents were then asked if they felt the effects of the incident were kept to a minimum, 100% of respondents from Bridgwater agreed the effects had been kept to a minimum.

Table 2: Do you feel the FRS kept the effects to a minimum?

	DSFRS	Bridgwater
Yes	99%	100%
No	1%	0%
Total	100%	100%



Respondents were then asked if they were offered a HFSV, 18% said they were, with 18% accepting the offer. This was around the service score for DSFRS for offering a HFSV, but low for the actual acceptance of a HFSV.

Table 3: Where you offered a Home Fire Safety Visit?

	<b>DSFRS</b>	<b>Bridgwater</b>
Yes – accepted it	29%	18%
Yes – declined it	8%	18%
No	63%	64%
Total	100%	100%

Respondents were then asked if they were offered an information/advice booklet after the incident, 32% said they had been, with 21% saying they had read it. This was above the overall service score for offering a booklet, but the amount that actually went on to read it was below the overall service score.

Table 4: Were you offered a FRS information/advice booklet after your incident?

	<b>DSFRS</b>	<b>Bridgwater</b>
Yes – read it	27%	21%
Yes – did not read it	1%	11%
No	72%	68%
Total	100%	100%

Respondents were then asked how satisfied they were with the service they had received Bridgwater scored the same as the overall DSFRS score.

Table 5: Taking everything into account, how satisfied or dissatisfied are you with the service you received from the FRS?

	<b>DSFRS</b>	<b>Bridgwater</b>
Very satisfied	95%	95%
Fairly satisfied	5%	5%
Neither	1%	0%
Fairly dissatisfied	0%	0%
Very dissatisfied	0%	0%
Total	101%	100%

## PART 3b – AFTER THE INCIDENT SURVEY, NON-DOMESTIC PREMISES

The DSFRS return rate for the after the incident survey of non-domestic premises was 29%, this equalled 451 surveys, for Bridgwater Group 27 surveys were returned.

Respondents were asked if they agreed or disagreed that Firefighters at the scene were helpful, efficient, informative, polite and sensitive. Bridgwater scored over the overall DSFRS score for strongly agreeing with all these qualities, apart from sensitive where the same as the service score was achieved.

Table 1a: Thinking about the Firefighters at the scene, do you agree or disagree that they were .....

DSFRS	Strongly Agree	Tend to Agree	Neither	Tend to disagree	Strongly Disagree
Polite	82%	16%	2%	1%	0%
Helpful	83%	15%	2%	1%	0%
Efficient	82%	15%	2%	0%	0%
Informative	79%	18%	2%	1%	0%
Sensitive	72%	18%	8%	1%	1%

Table 1b: Thinking about the Firefighters at the scene, do you agree or disagree that they were – Bridgwater

Bridgwater	Strongly Agree	Tend to Agree	Neither	Tend to disagree	Strongly Disagree
Polite	89%	4%	0%	4%	4%
Helpful	85%	11%	0%	4%	0%
Efficient	89%	11%	0%	0%	0%
Informative	85%	15%	0%	0%	0%
Sensitive	72%	16%	8%	0%	4%

Respondents were then asked if they felt the effects of the incident were kept to a minimum, 96% of respondents from Bridgwater agreed the effects had been kept to a minimum. This was just below the overall service score for DSFRS.

Table 2: Do you feel the FRS kept the effects to a minimum?

	DSFRS	Bridgwater
Yes	98%	96%
No	2%	4%
Total	100%	100%

Respondents were then asked if they were given any safety advice at the scene, 68% said they were, scoring 2% below the overall service score for DSFRS.

Table 3: Were you given any general safety advice by the FRS at the scene?

	DSFRS	Bridgwater
Yes	70%	68%
No	30%	32%
Total	100%	100%

Respondents were then asked if the advice they were given was helpful, 100% agreed it was.

Table 4: If yes, did you find the advice you were given helpful?

	<b>DSFRS</b>	<b>Bridgwater</b>
Yes	99%	100%
No	1%	0%
Total	100%	100%

Respondents were then asked if they were given an information or advice booklet after their incident, 17% said they had been. This was a low score but was still above the overall score for DSFRS.

Table 5: Were you offered a FRS information/advice booklet after your incident?

	<b>DSFRS</b>	<b>Bridgwater</b>
Yes	13%	17%
No	87%	83%
Total	100%	100%

Respondents were then asked how satisfied they were with the service they had received. Bridgwater scored just above the overall DSFRS score.

Table 6: Taking everything into account, how satisfied or dissatisfied are you with the service you received from the FRS?

	<b>DSFRS</b>	<b>Bridgwater</b>
Very satisfied	87%	89%
Fairly satisfied	10%	9%
Neither	2%	3%
Fairly dissatisfied	1%	0%
Very dissatisfied	0%	0%
Total	100%	0%

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## Conclusion

During 2009/10 Bridgwater Group received more compliments and 1 less complaint than in the previous year.

Bridgwater scored above the overall DSFRS score for many of the HFSV questions, achieving 100% for two questions. Even though they scored highly, areas of improvement that can be identified for Bideford personnel from this data are people stopping the use of chip pans, having a fire extinguisher and having a fire blanket.

For the after the incident domestic survey Bridgwater scored above the overall DSFRS score for Firefighters at the scene being helpful, efficient, informative, polite and sensitive and 100% for the effects of the incident being kept to a minimum. Although Bridgwater scored above the service average for offering HFSV and an information/advice booklet, the take up for both of these was low.

For the after the incident non-domestic survey, Bridgwater scored above the overall DSFRS score for Firefighters at the scene being helpful, efficient, informative and polite. However, they scored below the overall service score for keeping the effects of the incident to a minimum. They scored below the overall service score for giving safety advice at the scene and above for giving information/advice booklets after the incident.

Over the past year Bridgwater have increased the number of compliments they have received and have scored above the overall service score for personnel being helpful, efficient, informative, polite and sensitive during HFSV and at incidents. Areas for improvement can be identified as, the level of take up when safety information is offered at domestic incidents and offering safety advice at non-domestic incidents.