



DEVON &
SOMERSET
FIRE & RESCUE SERVICE

Torquay 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 6a¹ 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.

¹ 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 1st April 2009 and 31st 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

Torquay Group received 23 compliments during 2009/10 this was 13 more than received in the previous year. The average number of compliments received per 100,000 population in DSFRS was 9. Torquay Group received 15 per 100,000 of their population which was well above the services average and was just below Dartmoor West and Yeovil Group.

Table 1 – Compliment year on year comparison

2009/10	2008/09	2007/08
23	10	5

The majority of compliments made about Torquay Group related to involvement in community events, this demonstrates the trend of DSFRS starting to receive more compliments about its prevention work.

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

	2009/10	2008/09	2007/08
Involvement in community event	9	0	0
Educational talk	8	3	0
Emergency response	3	6	5
HFSV/advice given	2	0	0
Partnership working	1	1	0
Other	0	0	0

Complaints

Torquay Group received 3 complaints during 2009/10, this was 2 more than the previous year. The average number of complaints received per 100,000 population for DSFRS was 2.0, Torquay Group received 2.0 per 100,000 for their population, this matched the average.

Table 3 – Complaint year on year comparison

2009/10	2008/09	2007/08
3	1	6

The 2 complaints made about Torquay Group related to inappropriate behaviour/attitude and driving a vehicle to an incident. This is reflected in the type of complaints made about a service as a whole.

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

	2009/10	2008/09	2007/08
Inappropriate behaviour/attitude	1	0	5
Driving appliance/DSFRS vehicle to an incident	1	0	0
Other	0	0	1
Driving	0	1	0
Performance of duty	0	0	0
Driving to station	1	0	0
Damage during operation	0	0	0

Both complaints received by Torquay Group were resolved within the 14 calendar days required by the complaint process.

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

	2009/10	2009/10	2007/08
>14	2	0	3
14 days to 1 month (28 days)	1	0	1
More than 1 month	0	1	2
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 and with the HFSVs they received.

The DSFRS return rate for the HFSV follow up survey was 56%, this equalled 924 surveys, for Torquay Group 114 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. Torquay scored just above the overall DSFRS score for strongly agreeing personnel were helpful and efficient and the same as the service score for polite and informative.

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

DSFRS	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree
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...?
- Torquay

Torquay	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree
Polite	97%	3%	0%	0%	0%
Helpful	94%	6%	0%	0%	0%
Efficient	94%	5%	1%	0%	0%
Informative	95%	5%	0%	0%	1%

Respondents were then asked if they felt the advice given by DSFRS personnel was useful and easy to understand. Torquay personnel scored just over the overall DSFRS score for the advice being useful and just under the DSFRS score for advice being easy to understand.

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

DSFRS	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree
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 ...?
- Torquay

Torquay	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree
Useful	91%	9%	1%	0%	0%
Easy to understand	91%	9%	0%	0%	0%

Respondents were then asked how satisfied they were with the HFSV they had received. Torquay scored just above the overall DSFRS scoring 96%.

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

	DSFRS	Torquay
Very satisfied	95%	96%
Fairly satisfied	5%	4%
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. Torquay scored 15% below 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?

	DSFRS	Torquay
Yes	69%	54%
No	40%	46%
Total	100%	100%

Respondents were then asked which fire safety measures they currently have in their home. The three measures Torquay scored highest for were; having a planned escape route, closing internal doors at night and turning off/moving plugs at night. Torquay scored above the service score for respondent stopping using a chip pan and having a fire extinguisher.

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

	DSFRS	Torquay
A planned escape route	76%	76%
Close internal doors at night	74%	74%
Turn off/remove plugs at night	67%	66%
Stopped using chip pan	40%	43%
A fire extinguisher	23%	26%
A fire blanket	16%	14%
None of these	2%	2%
None stated	1%	1%

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 and 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 Torquay Group 30 surveys were returned.

Respondents were asked if they agreed or disagreed that Firefighters at the scene were helpful, efficient, informative, polite and sensitive. Torquay scored just above the overall DSFRS score for strongly agreeing with all these qualities.

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 - Torquay

Torquay	Strongly Agree	Tend to Agree	Neither	Tend to disagree	Strongly Disagree
Helpful	97%	3%	0%	0%	0%
Efficient	97%	3%	0%	0%	0%
Informative	97%	3%	0%	0%	0%
Polite	97%	3%	0%	0%	0%
Sensitive	93%	7%	0%	0%	0%

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

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

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

Respondents were then asked if they were offered a HFSV, 45% said they were with 39% accepting the offer. This was above the overall service score for DSFRS.

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

	DSFRS	Torquay
Yes – accepted it	29%	39%
Yes – declined it	8%	6%
No	63%	55%
Total	100%	100%

Respondents were then asked if they were offered an information/advice booklet after the incident, 45% said they had and had read it. This was well above the overall service score for offering a booklet.

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

	DSFRS	Torquay
Yes – read it	27%	45%
Yes – did not read it	1%	0%
No	72%	55%
Total	100%	100%

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

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

	DSFRS	Torquay
Very satisfied	95%	94%
Fairly satisfied	5%	6%
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 Torquay Group 30 surveys were returned.

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

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 – Torquay

Torquay	Strongly Agree	Tend to Agree	Neither	Tend to disagree	Strongly Disagree
Polite	93%	3%	3%	0%	0%
Helpful	93%	3%	3%	0%	0%
Efficient	93%	0%	7%	0%	0%
Informative	90%	3%	3%	3%	0%
Sensitive	87%	3%	7%	3%	0%

Respondents were then asked if they felt the effects of the incident were kept to a minimum, 94% of respondents from Torquay agreed the effects had been kept to a minimum. This was below the overall score for the service.

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

	DSFRS	Torquay
Yes	98%	94%
No	2%	6%
Total	100%	100%

Respondents were then asked if they were given any safety advice at the scene, 73% said they were, scoring 3% above the overall service score for DSFRS.

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

	DSFRS	Torquay
Yes	70%	73%
No	30%	27%
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?

	DSFRS	Torquay
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, 20% 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?

	DSFRS	Torquay
Yes	13%	20%
No	87%	80%
Total	100%	100%

Respondents were then asked how satisfied they were with the service they had received Torquay 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?

	DSFRS	Torquay
Very satisfied	87%	90%
Fairly satisfied	10%	8%
Neither	2%	2%
Fairly dissatisfied	1%	0%
Very dissatisfied	0%	0%
Total	100%	0%

Conclusion

During 2009/10 Torquay received 13 more compliments than in the previous year, however they also received 2 more complaints.

For the HFSV survey Torquay Group scored around the overall DSFRS score for personnel being polite, helpful, efficient and informative. However, Torquay Group scored 15% below the overall service score for people adopting fire safety measure after receiving a HFSV.

For the after the incident domestic survey, Torquay scored around the overall DSFRS score for Firefighters at the scene being helpful, efficient, informative, polite and sensitive. However, they scored well above the service average for offering a HFSV and advice/information booklets.

For the after the incident non-domestic survey, Torquay scored above the overall DSFRS score for Firefighters at the scene being helpful, efficient, informative, polite and sensitive. However, they scored below the overall DSFRS score for keeping the effects to a minimum. They scored above average for giving safety advice at the scene and where advice was given 100% of respondents found it useful. They also scored above the overall DSFRS score for respondents being very satisfied with the service they received.

Over the past year Torquay have increased the number of compliments they have received and have scored above the overall service score for offering HFSVs and advice/information booklets at domestic incidents. This was also reflected in the non-domestic results where Torquay scored well for offering safety advice. Areas for improvement can be identified as a decrease in complaints and an increase in people adopting fire safety measures after receiving a HFSV.