



Customer Experience Survey Responses Report



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Sample of responses13

Swale Borough Council receives hundreds of thousands of contacts every year from various customers. As part of the customer access strategy review, the experience of customers were sought, whether they contact the council to report issues, apply for something, get information, pay for a service, or ask for help.

The customer experience survey was open to swale residents, as well as their family members, carers and advocates, and everyone was encouraged to share their honest feedback and experiences.

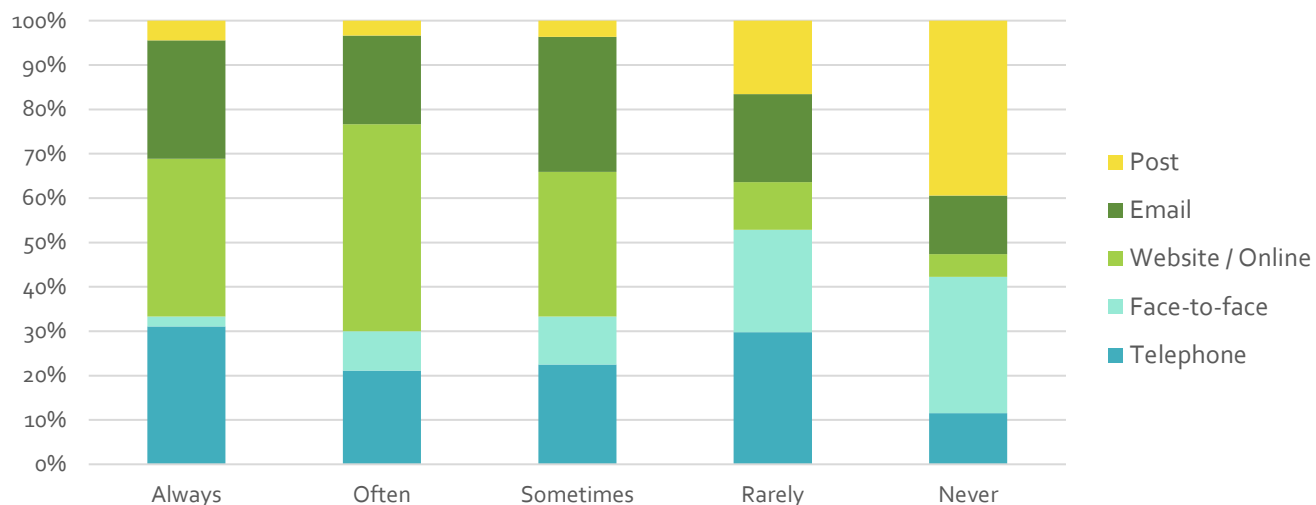
Responses were collected between 05 May 2025 and 16 June 2025. The survey was published on the Swale website, on Swale's social media accounts and newsletters. There were also posters at Swale House, The Alexander Centre, Swallows Leisure Centre and Sheppey Leisure Complex. Residents who wanted paper copies or needed assistance with the form were supported by Swale Community and Voluntary Services as advertised.

A total of 129 residents took part in the survey (104 of which were submitted online).

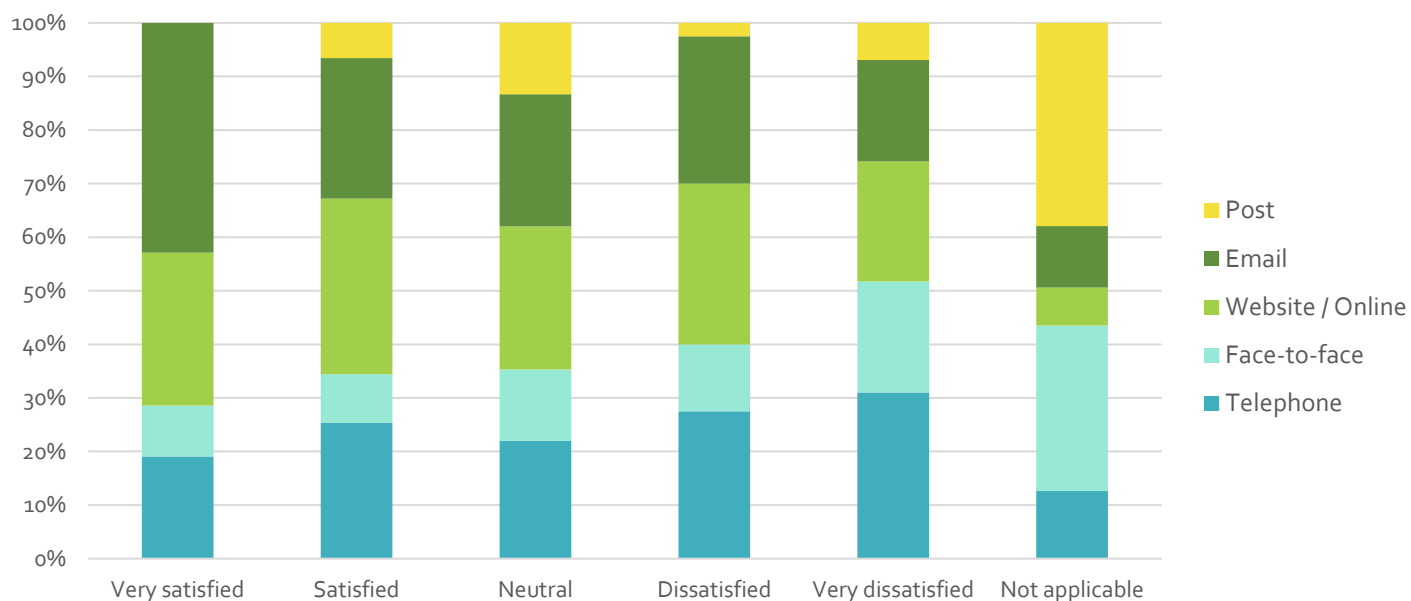
Survey Questions and Responses Q1 – Q2

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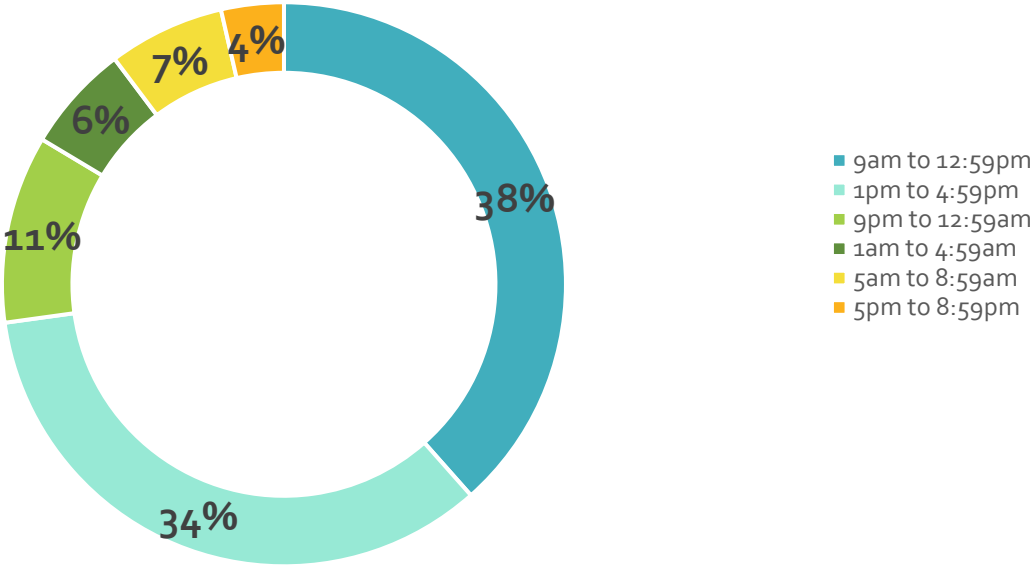
1. How often do you use the following methods to contact us for information or assistance?



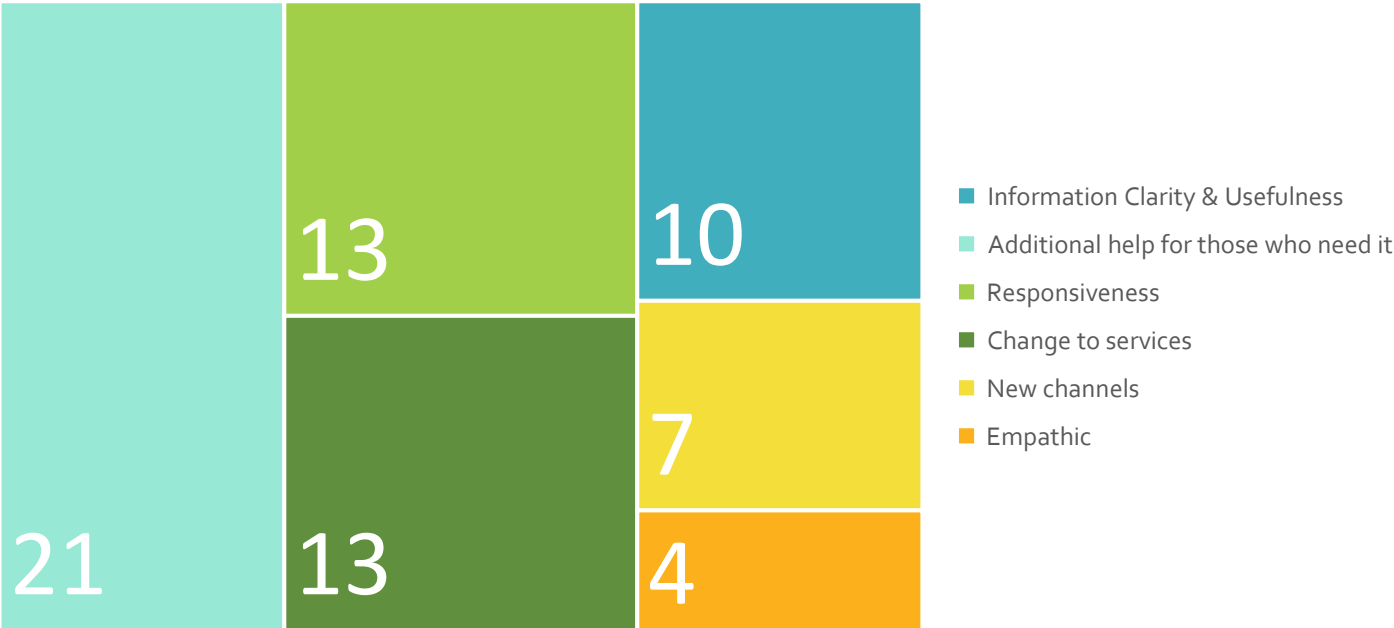
2. How satisfied are you with the following methods?



3. What time is the most convenient for you to contact us for information or assistance?



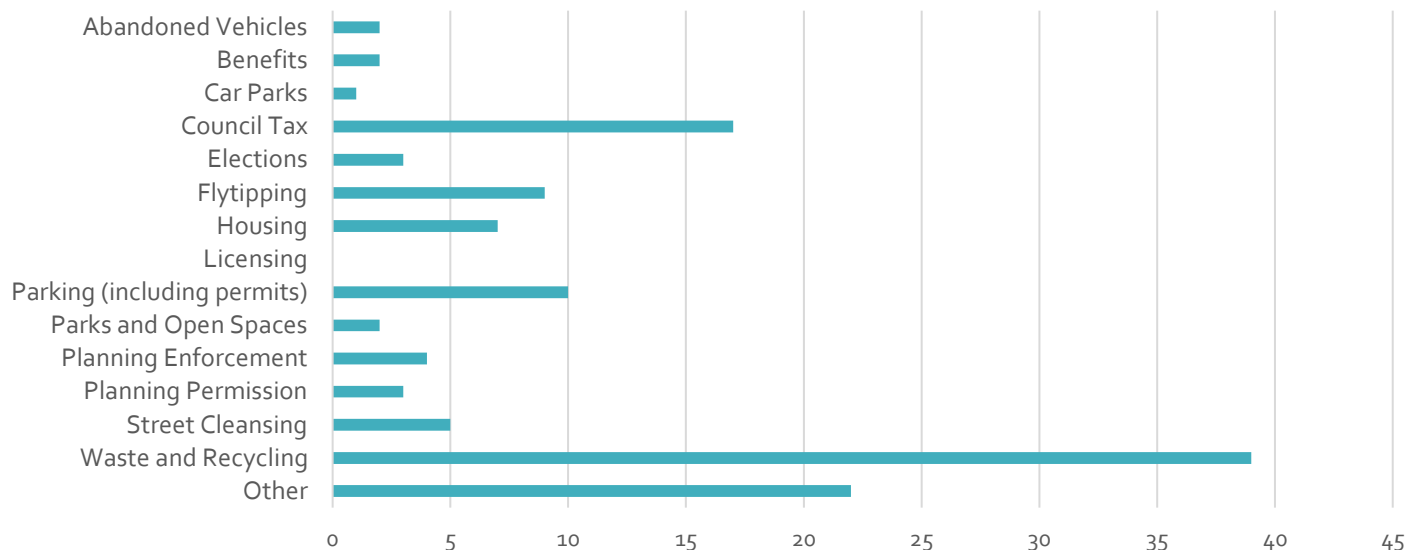
4. What additional solutions would you like us to offer if any? (Please specify)



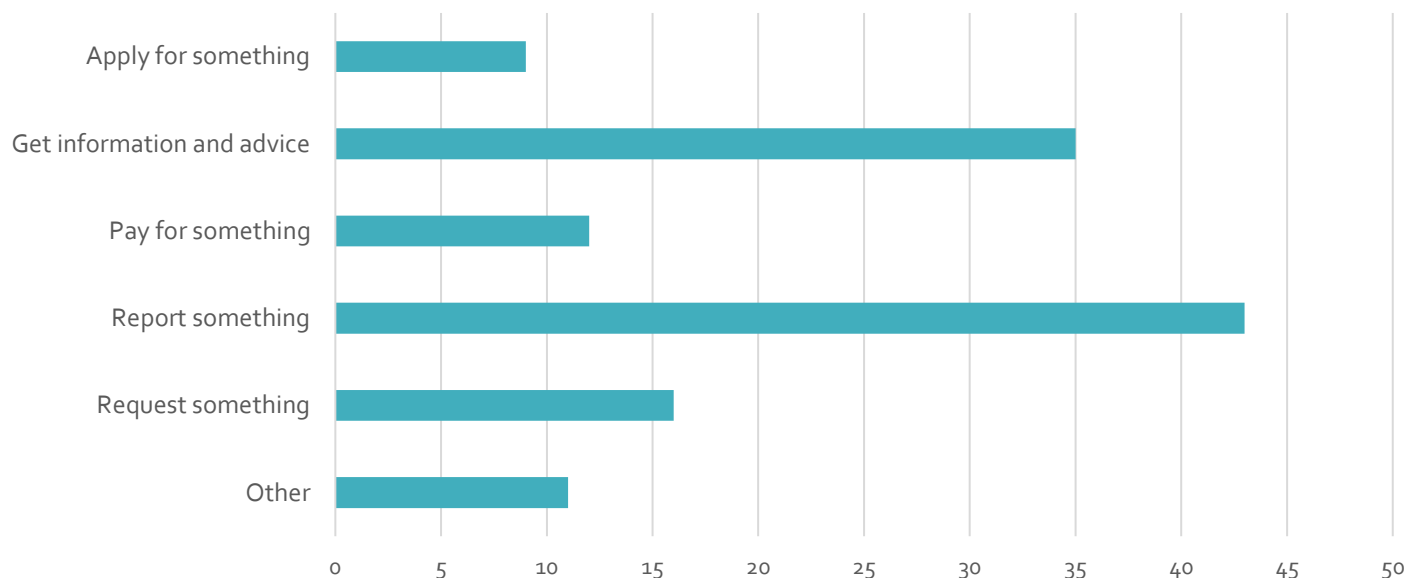
Survey Questions and Responses Q5 – Q6

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5. Thinking about your most recent contact, what did you contact Swale Borough Council about?



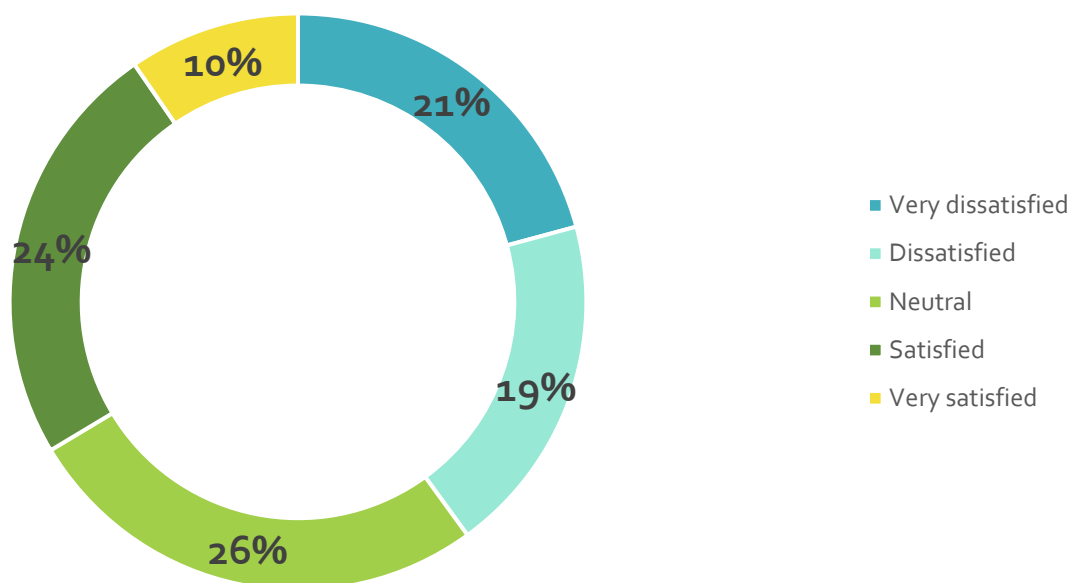
6. Thinking about your most recent contact, what was the main reason why you were trying for making contact?



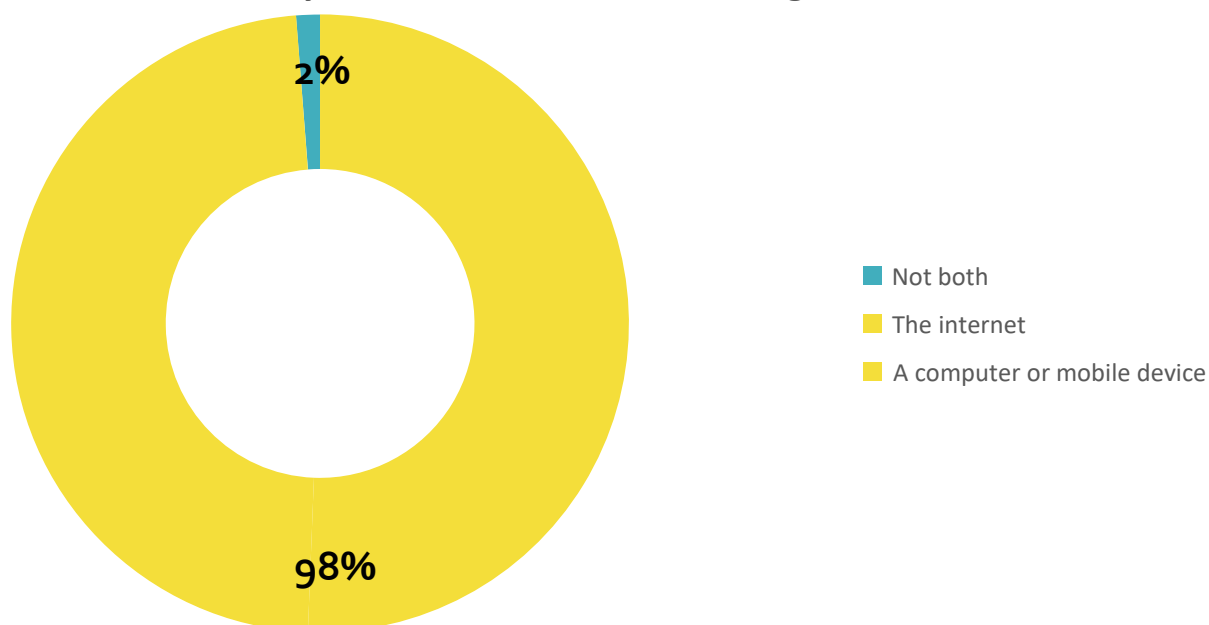
Survey Questions and Responses Q7 – Q8

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7. Thinking about your most recent contact, overall, how satisfied or dissatisfied were you with the experience provided by Swale Borough Council?



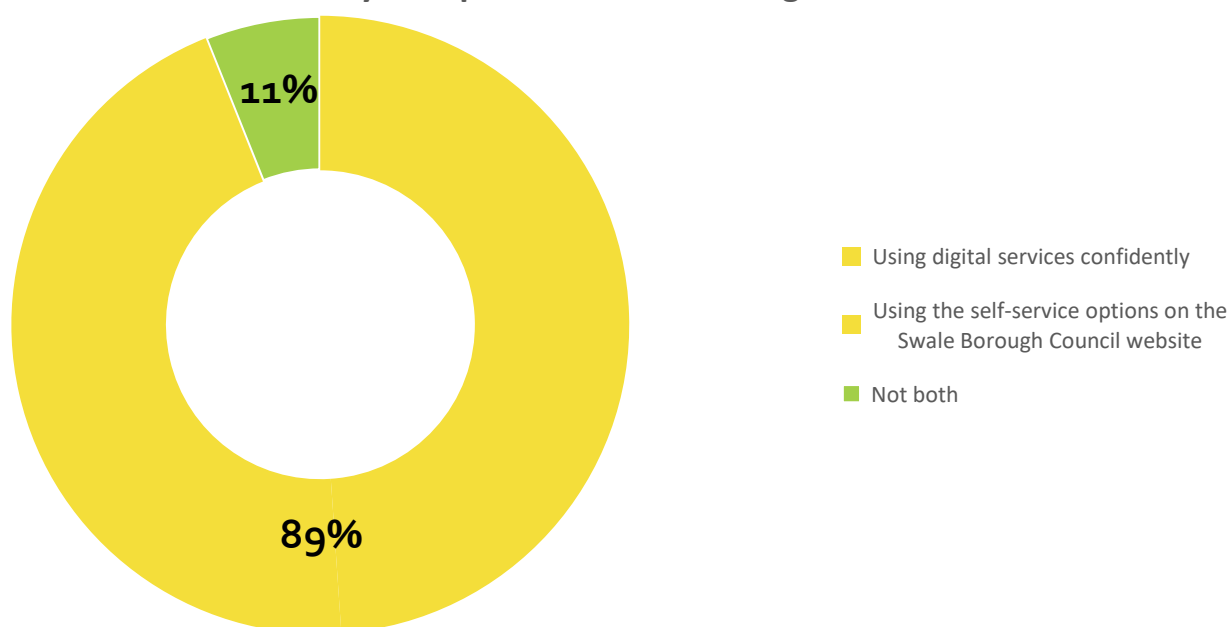
8. Do you have access to the following?



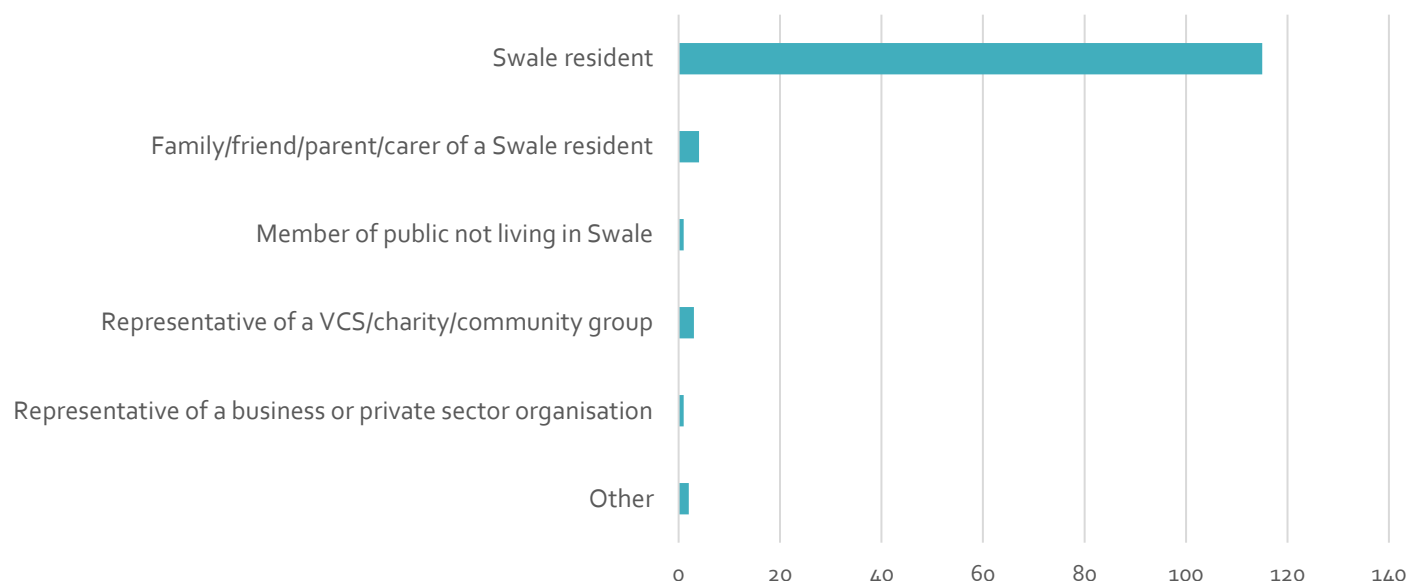
Survey Questions and Responses Q9 – Q10

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9. Are you capable of the following?



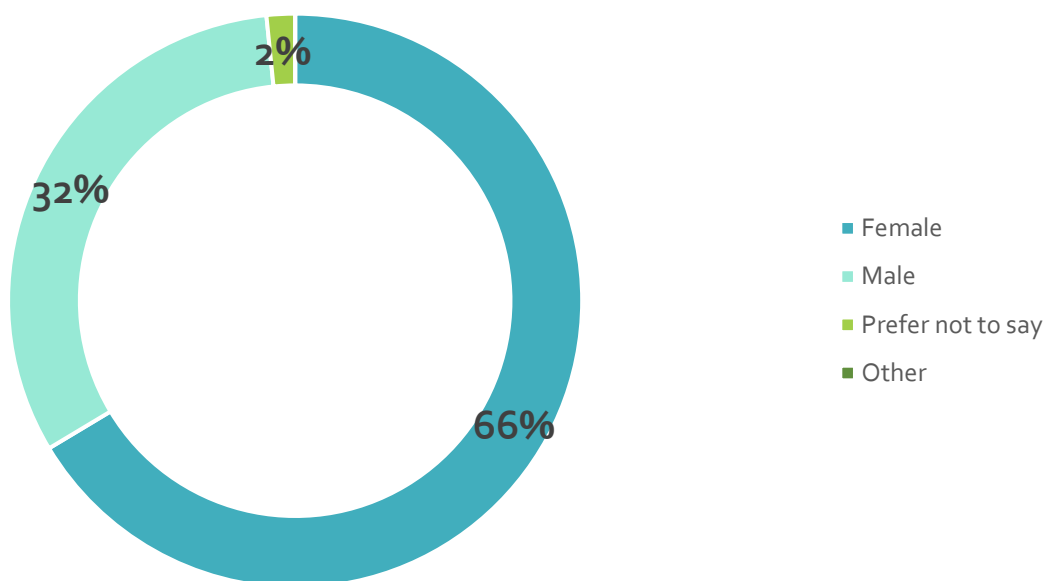
10. In what role are you responding to this survey?



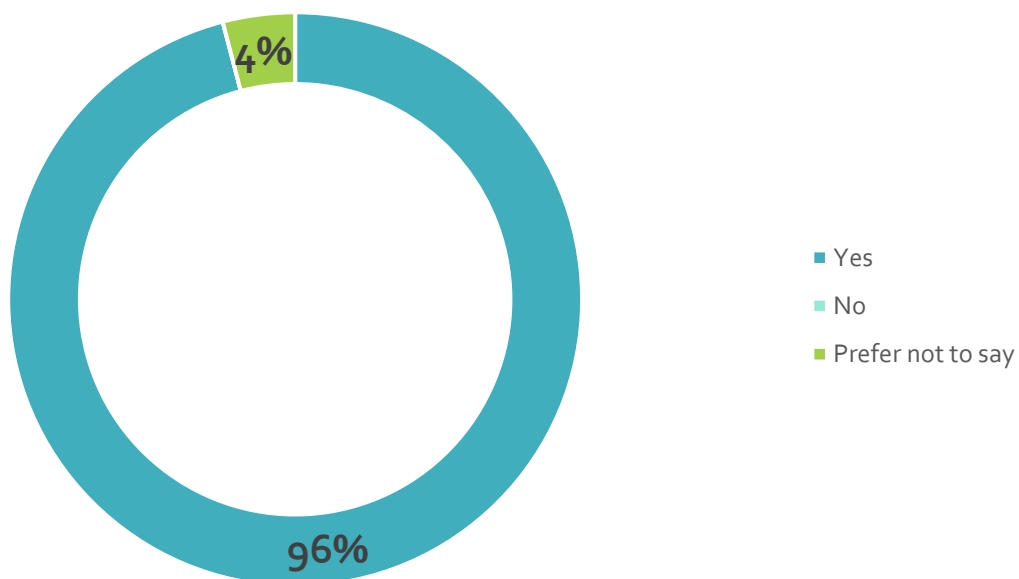
Survey Questions and Responses Q11 – Q12

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11. How would you describe yourself?



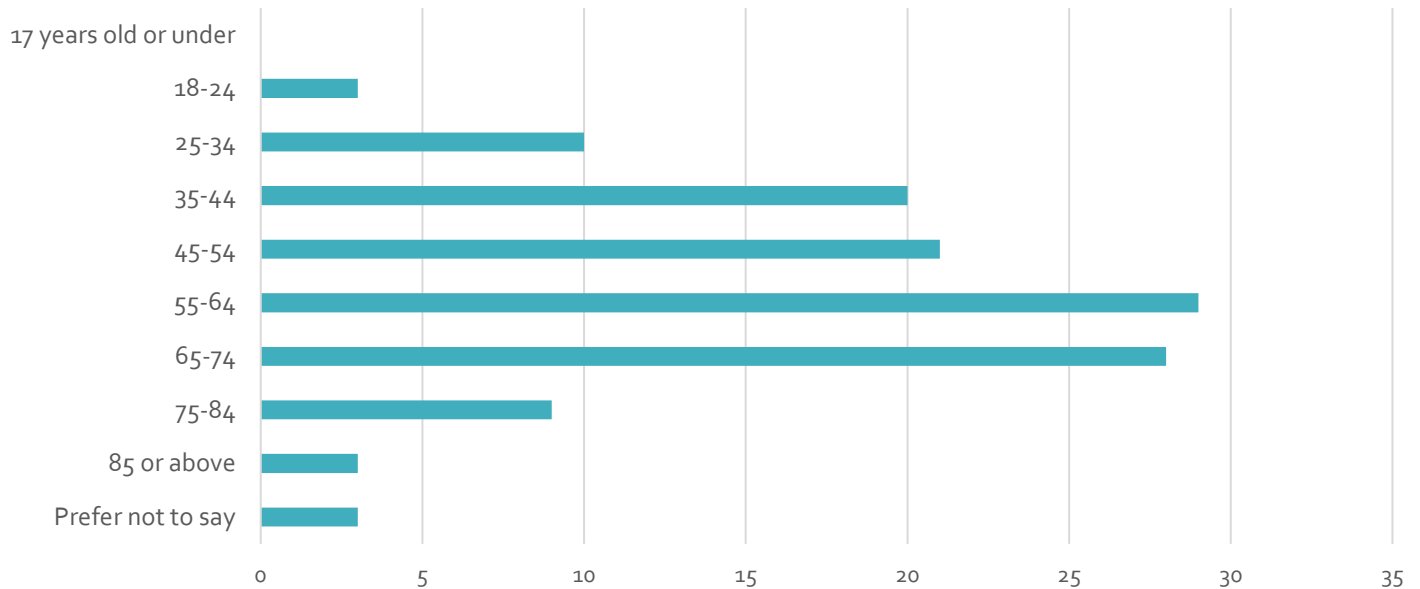
12. Is the gender you identify with the same as your sex registered at birth?



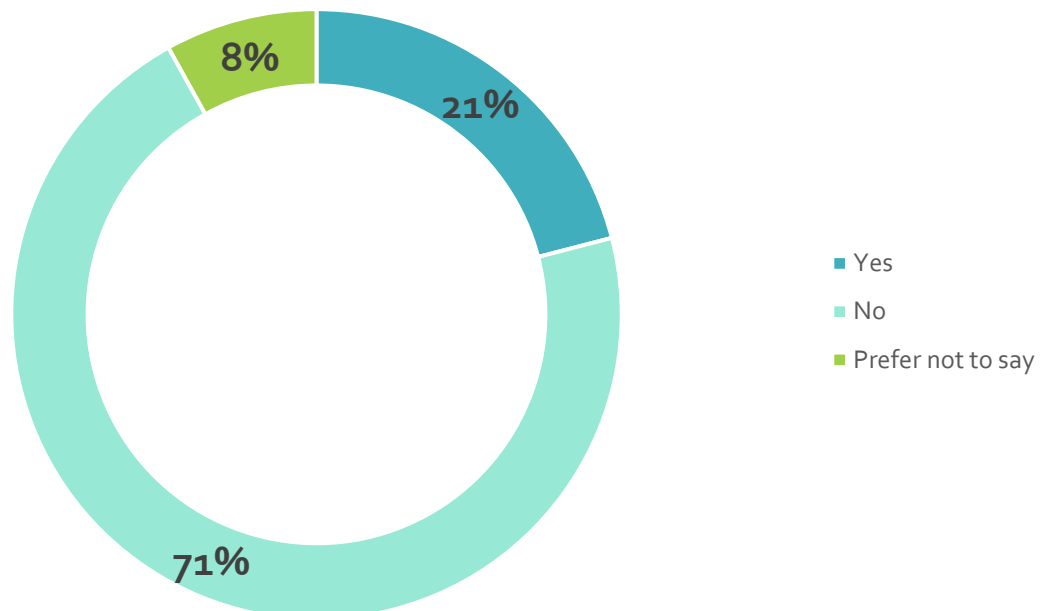
Survey Questions and Responses Q13 – Q14

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13. What was your age on your last birthday?



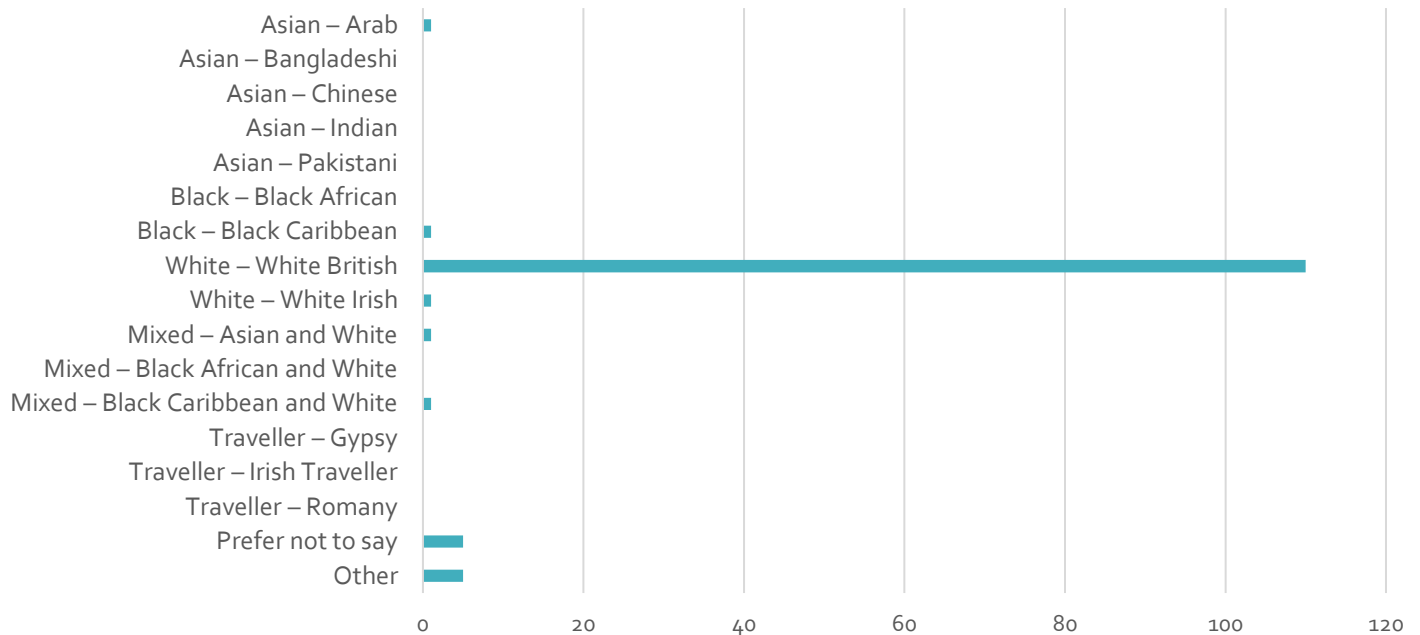
14. Do you consider yourself to have a disability?



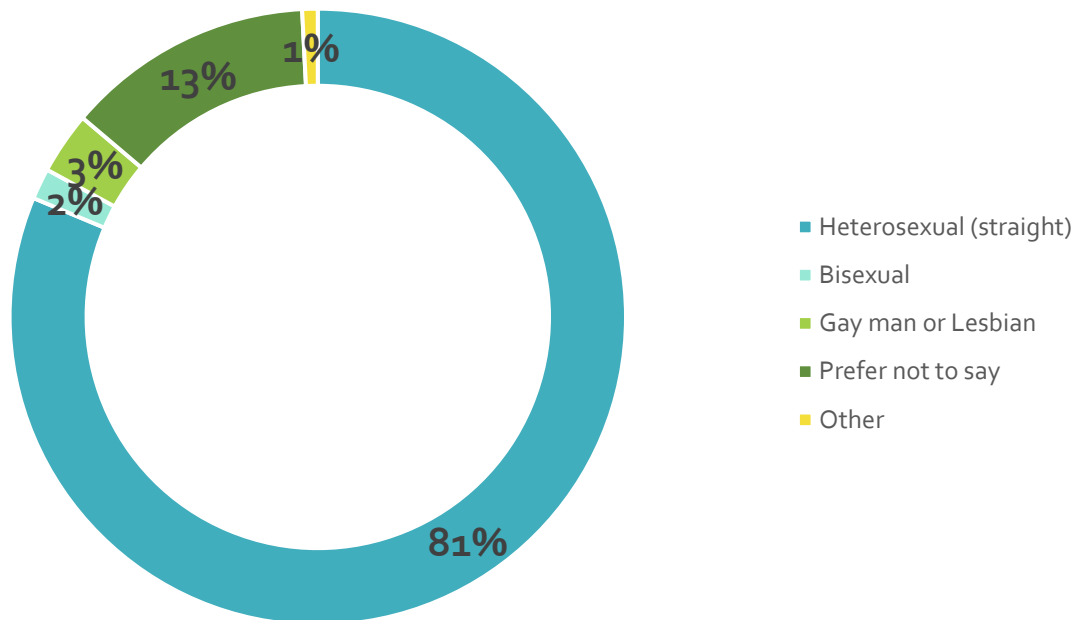
Survey Questions and Responses Q15 – Q16

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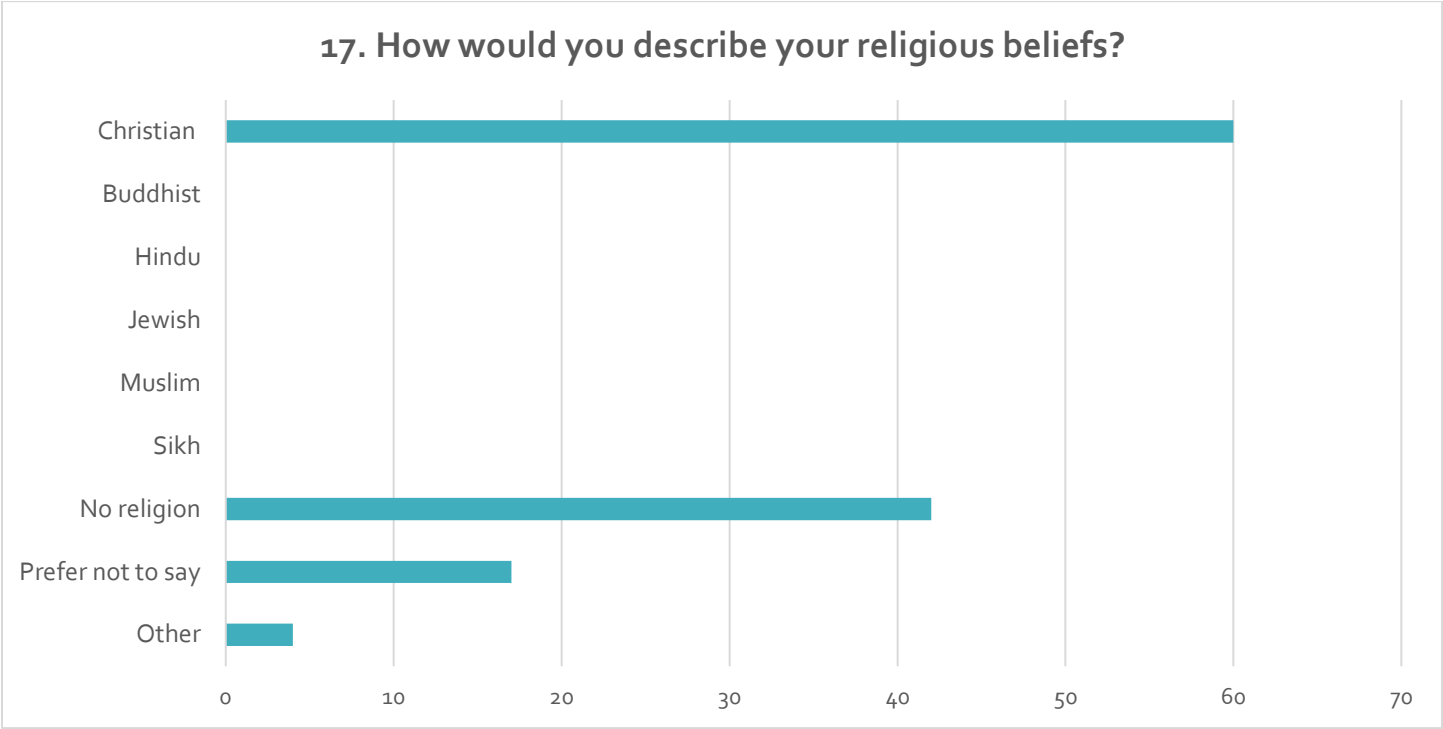
15. What is your ethnic group?



16. How would you describe your sexual orientation?



Survey Questions and Responses Q17



"Why are your offices only open for a very short time. Not really acceptable especially if you can get there during these times there are long queues".

"Online chat would be amazing. Call back service would be great. Some kind of sms service where you can just text."

"An email back to confirm what actions are being taken would be helpful"

"Being able to communicate directly with whoever is responsible for a particular issue. Avoiding the rate payers is totally unacceptable."

"Some departments close half day, in this day and age how can this be allowed?"

"Make the on line complaints procedure more user friendly .. with user friendly replies direct"

"Appear helpful and understanding"