

Parking Services – Learning from Complaints December 2013 – July 2014

<u>Service Area</u>	<u>Complaint Trend</u>	<u>Issue identified</u>	<u>Improvement Implemented</u>
Telephone line into Parking Services	Difficulty getting through to an officer when telephoning Parking Services. Customer perception that nobody is in the office or if they are they do not answer the telephones. Customers reporting that their calls were cut off.	The standard phone system was not able to cope with the volume of calls received by Parking Services. Incoming calls were stuck in a 'bottle neck' situation resulting in some calls being cut off by the system. Also there was no queue system or notification that officers were dealing with other customer calls resulting in the customer thinking that the phones were left to ring unanswered.	New call centre system has been installed which is able to cope with a high volume of simultaneous calls. Bespoke menus and information messages have been created and built into the system with a view to streamlining the customer experience, providing key information from the first point of contact and enabling smooth and swift transit through to the correct officer. The system also includes a queue facility which advises the customer of their position.
Permit renewal reminders letters	Reminder letters for permit renewals were not received. Customer perception was that they had been forgotten and were not receiving the same service as other customers.	Reminder letters were sent out but there have been issues with missing post items in certain areas of the borough.	An on-going project is underway to look into different ways we can remind customers of their permit expiry dates. Also trialling various delivery services with alternative service providers.
Permit renewal reminders emails	Concerns that email reminders did not contain sufficient information regarding methods of permit renewal other than on-line	Investigation identified that not all of the contact information contained on the reminder letter had been	The email reminder format was amended so that the missing contact information is now included on all renewal reminder

	options.	transferred over to the reminder email format via the system, and that some information was missing.	emails.
Service complaints within PCN representations	Complaint issues included in representations against PCNs cannot be responded to within the statutory PCN process. Customer perception is that these issues are being purposely ignored.	Identified a need to provide clarification on the different procedures, to be open and transparent in providing details of how customers can make a complaint and to maintain a consistent approach to complaints within representations.	Currently working with the PCN Processing Team to develop a procedure to ensure a consistent approach to dealing with service failure allegations within representations, which ensure the two procedures remain separate. Template paragraphs are now used within representation responses which detail how to submit a complaint and provide the contact details for the Complaints Team.
Car Park tariff boards	Customer confusion over specific tariff boards at car parks where an evening tariff applies after a certain time. Customer perception was that we had made the information purposely complex in the hope to encourage and benefit from overpayment.	The tariff system across the borough is currently under review. However, an interim measure was identified to provide clarification at the car parks where the concerns had been raised.	An information sticker was added to the relevant tariff boards, which provides additional information to that already on the boards and hopefully assists in providing further clarification.