

2021 - 2022 GLLaB Annual Customer Survey Results

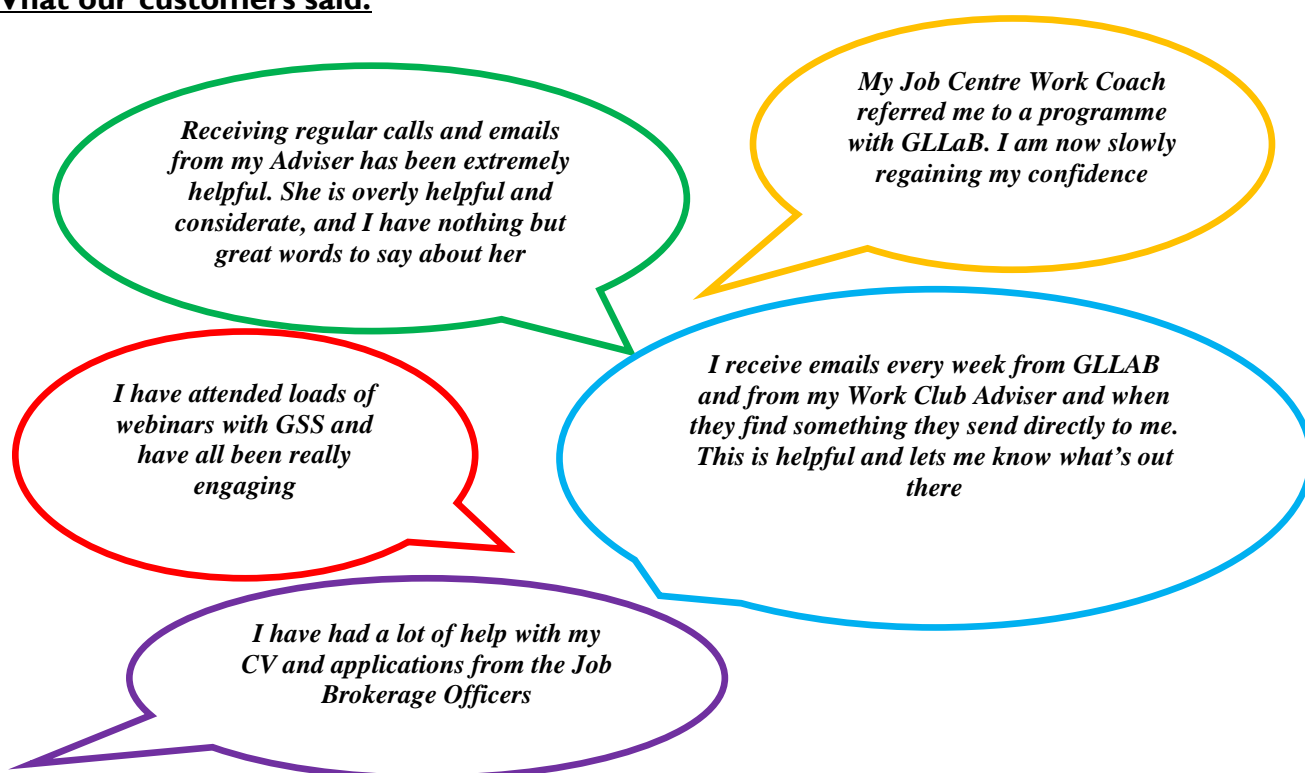
Greenwich Local Labour and Business (GLLaB) is the Council's Employment and Skills service and holder of the Customer Service Excellence award and Matrix standard.

Our aim is to provide excellent customer service to everyone accessing GLLaB services. To measure how well we are meeting the needs of our customers, an annual survey is carried out with customers at various stages of engagement. We encourage and welcome all feedback from our customers as a way to identify what we do well and what we could do better.

This report represents the findings from the survey results collated between April 2021 to March 2022. This year, delivering a high-quality service and outcomes for customers, has been challenging due to the economic downturn and disruption to the labour market, resulting from the Covid-19 pandemic. However, we have taken the opportunity to review, adapt and pivot the service offer and delivery model in response to the needs of our new and existing customers.

The survey was completed by 102 customers, which included those attending regular appointments with GLLaB staff, undertaking online training courses and virtually supported work clubs. There were also some customers engaging with the service face to face as lockdown restrictions were eased. Customers attending their first appointment were not routinely surveyed based on the limited period of engagement at the time.

What our customers said:



Customer Service Targets

90% - 'Excellent or Good' achievement for each service area

85% - 'Always and Mostly' achievement for each service area

Service Area (SA)

SA1 - Inclusive and Accessible Service

SA2 - Engagement & Contact

SA3 - Overall Experience

Survey results

The report below includes comparative year on year data from 2019/20 to 2020/21.

Key:

Up from last year: ↑

Down from last year: ↓

No change from last year: →

Inclusive and Accessible Service			
	Always or Mostly	Sometimes	Never
Have you found the service easy to access and useful?	86% ↑	8%	6%
Do you feel staff are helpful and welcoming?	95% ↑	3%	2%
Do you feel you are treated with dignity and respect when you access the service?	95% ↓	3%	2%
Do you feel safe and secure in accessing GLLaB services remotely?	92% ↑	5%	3%

Engagement & Contact			
How do you currently engage with GLLaB staff?	Of the tick box options available the below will include one person ticking multiple boxes per survey completion		
	Email only ----- 10% ↑ Phone only ----- 15% ↑ Phone and email ----- 12% ↓ Phone and text----- 3% ↑ Phone, text, and email----- 26% ↑ Text ----- 3% ↓ Video call only----- 4% ↓ Video call, phone, text, and email . 13% ↑ Face to face----- 12% ↑		
	Always or Mostly	Sometimes	Never
If you call GLLaB, is your call answered?	88% ↑	8%	5%
If yes, were you contacted within two working days?	85% ↑	6%	9%
If you have left a message, did you receive a call back / response?	86% ↑	5%	9%
Do you feel the information, advice, and guidance GLLaB provide is useful?	91% ↑	7%	2%
Overall Experience			
	Excellent or Good	Satisfactory	Poor
Overall, how would you rate your experiences at GLLaB?	91% ↓	6%	3%



Overall, how would you rate the training opportunities at GLLaB?	85%↓	8%	7%
Overall, how would you rate the Job vacancies we have at GLLaB?	83%↑	12%	5%
About the help you received from GLLaB, please tick all the boxes that apply to you	<p>To note – responses include multiple options from one person</p> <p>Feeling less isolated – 65%↑</p> <p>Improved health & wellbeing – 68%↑</p> <p>Improved confidence – 78%↑</p> <p>Improved job application skills – 72%↑</p> <p>Improved job search skills – 85%↑</p> <p>Improved cv – 88%↑</p> <p>Improved interview skills – 40%↓</p> <p>Accessed training – 78% →</p> <p>Secured work – 60%↑</p> <p>Improved English language skills – 19%↓</p>		

Areas of improvement identified:

Whilst 'overall' we are exceeding the customer service satisfaction target of 90%, we also recognise the slight decrease of 2% from 2019/20. Within the context of rapid adjustments during the Covid-19 pandemic, the decrease is minimal, relative to the adverse impact from the pandemic. Having said, we have reviewed comments from the survey to determine aspects within our control, so that we can improve on these and be better informed for any future changes

1. Accessibility and ease of use

2% of respondents felt they were never treated with "dignity and respect"

Comments by respondents the customers, indicate the root cause to be a lack of communication, which respondents felt was not respectful. This is not entirely unexpected, given the unplanned move from 100% face to face delivery, to digitally remote delivery as lock down restrictions were imposed. Despite regular telephone calls, video meetings and email communication, this proved particularly challenging for customers that had existing health conditions and disabilities. We expect that as face-to-face delivery has resumed, this will address the issue, however we have also taken the opportunity to review our processes and systems, to develop a new bespoke Customer Relationship Management system to better capture and track the customer journey. We have also updated our webpage to enable virtual registration to the service to provide options for people that prefer to engage digitally or those that may struggle to travel to an office, for example people in low paid work or those with caring responsibilities.

2. Engagement and contact

9% of respondents said they do not receive a call back when they left a voice message

The unplanned shift to digital delivery highlighted the limitations of some of our communication systems, which pre-pandemic had not been a major source of communication as the service was available face to face. GLLaB remains a frontline service and we value the benefits of face-to-face engagement in building rapport and trust with customers, accurately diagnosing barriers and affecting positive change to support customers into work. However, we also want to take advantage of the digital options that enable customers to access the service remotely, We know from the survey results, that respondents most commonly used telephone and email communication during the pandemic . We have therefore maintained this option, ensuring all staff have a work allocated smart mobile telephone and laptop that is enabled with a video camera and microphone. Following consultation with all staff, the Council also recognises that hybrid working affords staff a better work life balance. All Council departments now have the flexibility to manage this in line with individual service needs.

3. Job vacancy rating

5% of respondents felt that the job vacancies at GLLaB were “poor”

An outcome of the pandemic was the changing demographic of our customer base, from the long-term unemployed and historically disadvantaged groups to highly qualified and recently unemployed people. This shift coincided with an economic downturn that resulted in minimal recruitment, as employers faced an uncertain future and many businesses closed or downsized. As a result, we have successfully implemented and delivered new employment support programmes targeting this emerging customer group, who are more likely to enquire higher level jobs. We also recognise that this cohort is likely to require advanced training to gain new skills and move into emerging sectors of work. Therefore, during the pandemic, GLLaB managers worked closely with colleagues in the Adult Community Learning team, to develop a new commissioning framework and updated website, that is flexible to changing demands and covers a broader range of training courses.

4. Training opportunities rating

85% of respondents felt that the training opportunities at GLLaB were “Excellent or Good”, this is down by 5% in 2020/21.

Training options and delivery arguably posed one of the biggest challenges during the pandemic. The uncertainty around when lockdown restrictions would come into force and the subsequent speed at which they were imposed, caught providers unaware. This was compounded by the time taken to adapt existing training content for online delivery and develop new content that aligns with emerging sectors, at a time when redundancy rates were high, and many people needed immediate support to identify new career goals and the relevant training to access jobs in those sectors. In Royal Greenwich, we know that the majority of job losses were in the Hospitality, catering and Retail sectors. As more technical roles emerged and businesses invested in technology to increase their online presence, many people were not equipped with the skills to benefit from these jobs. Some employers adapted their business model to enable remote working or working from home, for example high street catering businesses offered delivery services as restaurants and cafes were shut down. There was also seen an increase in people seeking self-employment opportunities, but at the time training and support around this was limited. We have since developed stronger links with providers that offer self-employment advice and guidance in the borough. We have also worked with colleagues in the Business and Town Centres team to access self-employment advice and support services for existing business and start-up ventures.

5. Complaints

While we are keen to minimise customer complaints, we do adhere to the Council’s policy to resolve and respond to all complaints within 10 working days. At this point, customers are also informed in writing and without prejudice, of their right to escalate the complaint should the response prove unsatisfactory. They are provided with the Council’s complaint process, which includes the Head of Service, and ultimately escalation to the Ombudsman or Independent Case Examiner.

