

e-Services Feedback Survey

Introduction

Between 25th March and 11th April 2022, following the launch of the Council Tax, Benefits and Business Rates online portal “e-Services” accessed via the Basildon Council website (www.basildon.gov.uk/eservices), we invited all residents with an open e-Services account the opportunity to participate in a survey to gauge their views on their experience of using the portal. 1060 residents took part in the survey.

Users logging in to e-Services would see a message on the menu screen inviting their participation, and for users who had not logged in to view available documents within the facility, emails were sent reminding them they had an outstanding document to view and a survey link.

The survey consisted of a number of questions about the functionality and ease of use of e-Services, and the responses to those questions are documented in this report.

Key Findings

The survey asked questions about different aspects of functionality and ease of use, to determine whether e-Services was simple to navigate and effectively offered users an alternative to contacting the Council or accessing services by other means. The survey established:

- The majority of survey participants had logged into e-Services and as such the feedback received was based on real world usage.
- More than half of respondents advised they had or would use e-Services in the future, and the most common reason for not using the service was due to residents not needing to request, apply for or change something at that time which meant their experience of the facility was less thorough than users who could immediately make use of the functionality the portal provides.
- A fifth of users advised they experienced a technical issue when trying to log in (in the majority of cases this is due to incorrect username / password being entered)
- Forms within e-Services are easy to use
- Quick links / buttons leading to websites, forms or other functionality are useful
- 81% of users advised if it had not been for e-Services they would have had to call in or email and thus the service has offered a valuable means of self-service.

Therefore, we can conclude that the e-Services product has been well received and utilised by residents needing to access Council Tax and Benefit related information and services. There remains an opportunity to improve the ease at which residents can log in to the portal given feedback received about technical issues. As these relate almost entirely to user error, the focus needs to be on the visibility and clarity of the correct log in information and what to do if a technical error presents.

Survey Responses

The following summarises answers to the various questions about different aspects of functionality and ease of use.

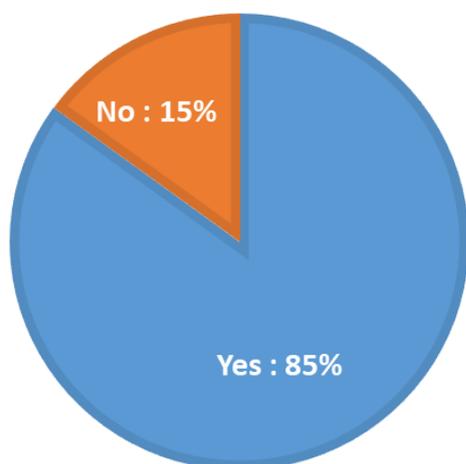
e-Services Feedback Survey

Have you logged in at least once in the last 12 months?

We asked participants of the survey whether they had used e-Services at least once in the last 12 months, and if not, why this was.

85% advised they had used e-Services at least once, with just 15% not having used e-Services either at all or within the last year.

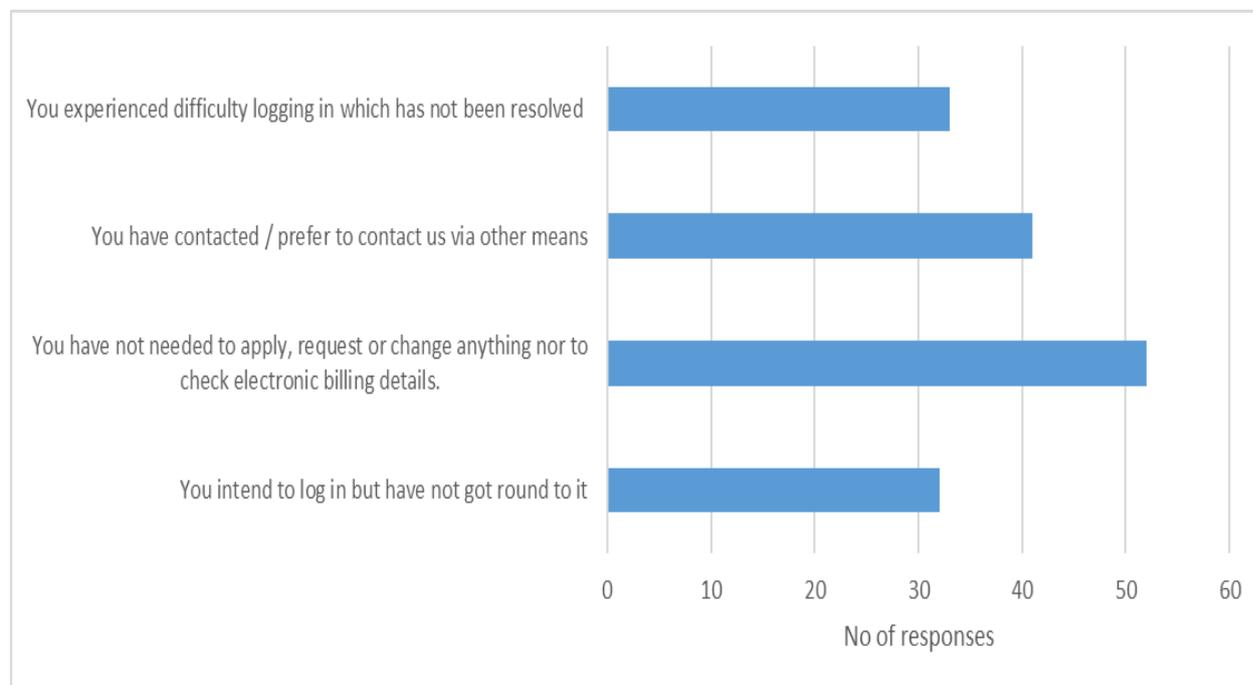
Records show many users logged in to e-Services more than once within the last 12 months.



You have not logged in at least once in the last 12 months. Was this because...

We asked participants why they had not logged in, and the main reason was simply that at that point they did not need to apply for anything, request or change something nor to check any electronic billing details.

53% of respondents indicated they would use e-Services in future and 21% had not logged in successfully due to incorrect username / password or other access problems at that time.

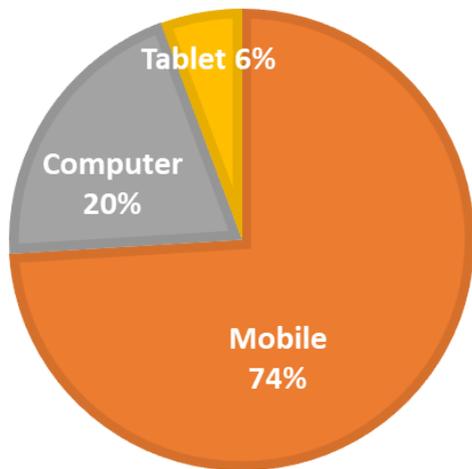


e-Services Feedback Survey

If you logged in, by what means was this?

As anticipated, the vast majority of users advised they accessed e-Services via their mobile phone with only a fifth using a traditional computer.

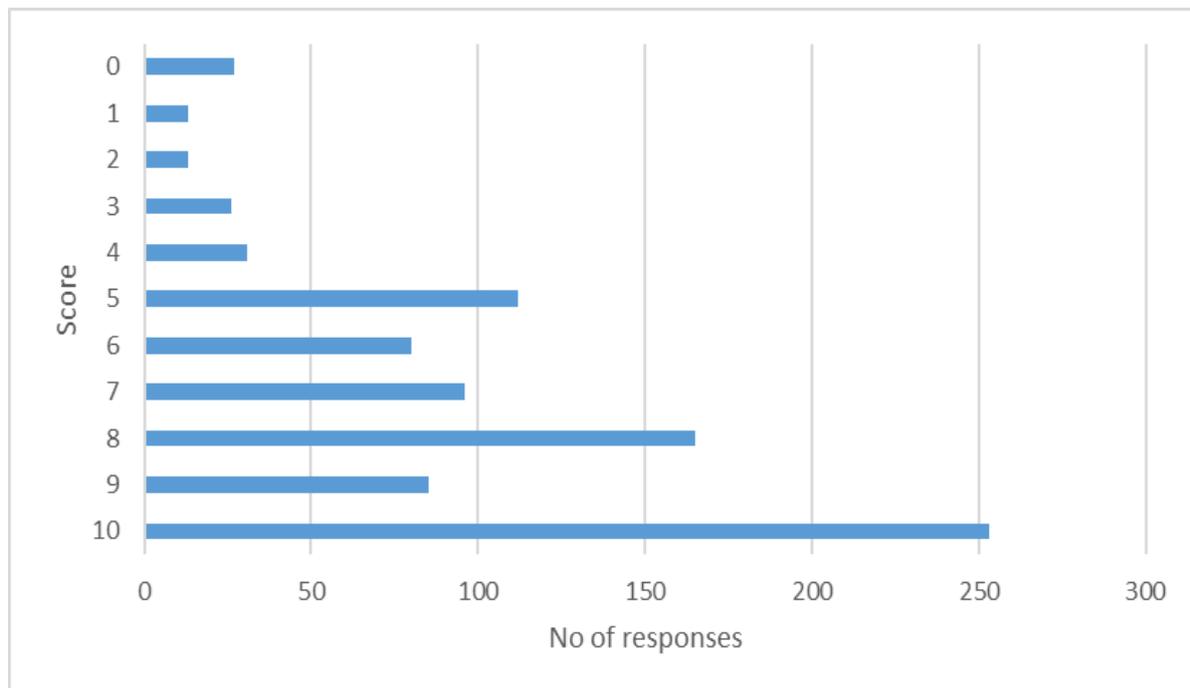
e-Services was optimised for mobile phone use although this relates to cosmetics rather than functionality.



If you logged in, how useful were the quick links?

On a scale of 0-10 (with 0 being not useful and 10 being very useful) we asked for feedback about the “quick links” section within e-Services. These are links to different functions within e-Services or links to other parts of the Basildon Council website where relevant. For most users, these appear as buttons but if using a computer would show as a line of text instead.

28% rated the links 10/10, 56% rated the links 8 or higher. Only 25% rated the links as a middling 5 or lower.

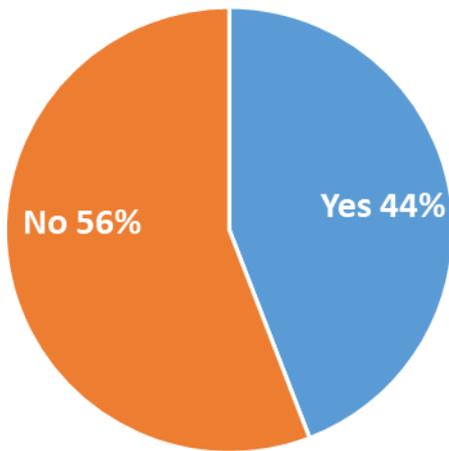


e-Services Feedback Survey

Did you use a form to apply, request or change something?

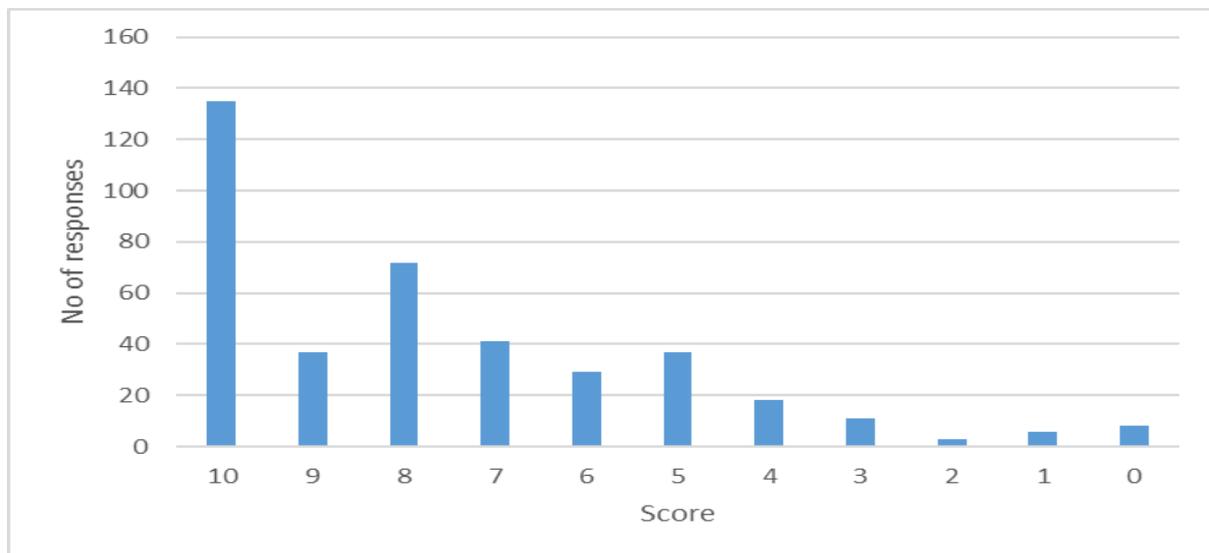
If participants did log in to e-Services, we asked whether they had used one of the available forms to apply for a discount, change something (such as their payment method) or tell us something, and if so we then asked for further feedback.

44% of those who logged in used a form. This equates to 398 respondents



If you used a form, how easy was it?

If participants had indicated they had used a form, they were asked to feedback on this experience using a scale of 0 to 10 (with 0=not easy and 10=very easy).



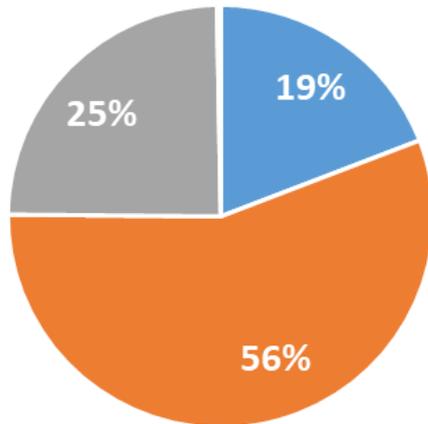
34% scored the forms as 10/10. 61% scored 8 or higher. 21% advised they found the forms less easy and scored 5 or below.

If you had not used a form would you have...

If participants used a form, we then asked for further feedback including what would they have done if e-Services had not been available as a means of contact or making a request.

56% of respondents advised they would call, rising to 81% would have phoned or emailed. Less than 1% (one respondent) advised they would have tried to seek support in person at the Council office.

e-Services Feedback Survey

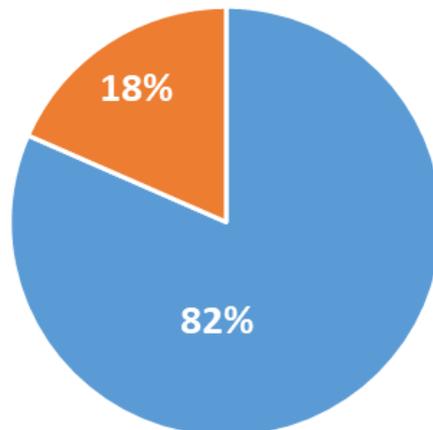


■ Searched website for help ■ Phoned ■ Emailed ■ Visited in person

If you did not use a form, why was this?

If participants had not used a form, they advised in 82% of cases that they simply did not need to apply for, tell us or change anything at this time but would use the forms in future. Only 18% advised they simply prefer to contact us via other means.

- You didn't need anything at this time but would use in future
- You prefer to contact us by other means



Overall, how would you rate e-Services?

Participants who logged in at least once in 12 months were asked to score e-Services between 1-5 stars based on their overall experience, ease of use and functionality. The scores were

- 40% 5 star
- 31% 4 star
- 20% 3 star
- 6% 2 star
- 5% 1 star

This gave an average score of

