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Charter Mark Responses

Customers exiting the Municipal Buildings reception / Cash Office in Billingham were shown a copy of the current Charter Mark Symbol. They were then asked if they had seen this symbol before. They were then read the following statement: This logo is awarded to organisations that have been recognised by external Government assessors as providing excellent customer service. Knowing something of what the logo means, if you saw an organisation displaying this logo, would it make you feel more confident about the quality of service you might receive? (If yes, in what way?).

From those who provided responses:

29 had not seen the Charter Mark Symbol previously.

9 had seen the Charter Mark symbol previously.

Comments included:

- More confident that I would receive good customer service.
- Possibly more confident
- Never noticed these before, would not make any real difference to my opinion of the organisation.
- More confident.
- No difference for Stockton-on-Tees Borough Council, they are good at customer service already.
- I have seen a number of Charters and I feel that they do have the effect of making people feel more positive about customer service.
- No difference.
- More confident.
- Seen the similar Patients Charter and think that is a good idea. Will make people more confident.
- The Charter Mark should be a guarantee of better service.
- Not much difference.
- No difference, happy with the way it is currently.
- More confident, as long as this is live-up to as achieving the Charter Mark will raise expectations.
- More confident.
- More confident.
- No difference to opinion of the organisation.
- The Charter Mark would be a sign of greater proficiency.
- The Charter Mark would not make a great deal of difference as I doubt I would notice it.
- A local Charter Mark would be better. Not aware of who has given the logo, who verifies this? Would need to know this to be more confident.
- More confident – lets you know that things are running alright.
- It is a good thing, should make a difference, but would need to know that it is from the government to trust it.
- No difference.
- More confident.
- No difference.
- Some of these customer service charters are good, but some are not so good.
- No difference to how my opinion of customer service.
- A symbol won't boost confidence in customer service; only consistent good experience will do this.
- Seen something like this in a hospital where it did make me feel more confident, but whether this would work anywhere else is questionable.
- No difference – don't really care about those kinds of things.