

# Complainant feedback

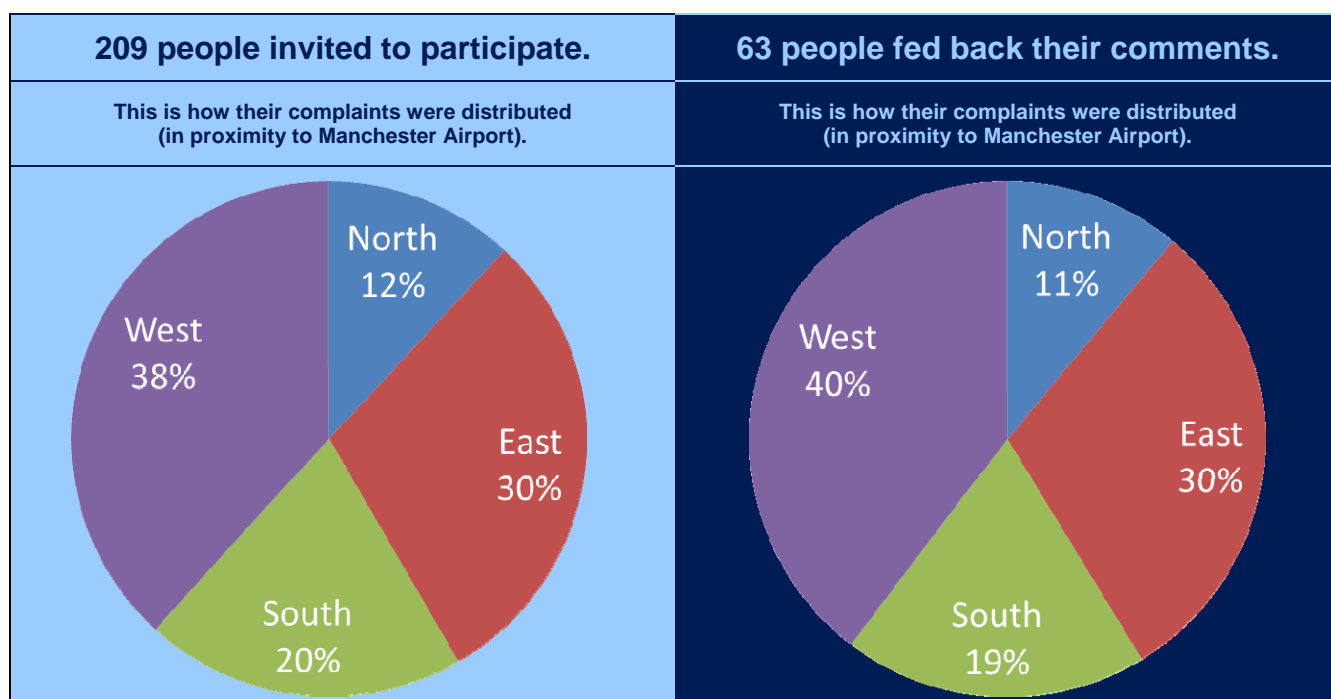
## Report of 2014 survey

### Methodology

This survey was conducted independently by the Manager of the Customer Contact Centre using an online survey tool; 'Survey Monkey'. The 209 complainants contacting the Community Relations Team by e-mail or through the website in the previous six-month period were contacted and asked for feedback. The survey examined

- ✈ The quality of the response from the Community Relations Team.
- ✈ The suitability of the materials provided.

### Reply sample



Of the replies received:

- ✈ 96% had received replies from the Community Advisor; the others from the Community Relations Officer and Community Relations Manager.
- ✈ 26% related to a specific aircraft movement associated with Manchester Airport and this was identified to them in the reply.
- ✈ 67% were sent a *Data Sheet* with their reply.
- ✈ 86% had received a reply in a working day and all within five working days.
- ✈ 32% of the respondents had previously communicated with the Community Relations Team on at least one previous occasion (10% were regular complainants).
- ✈ 68% contacted the Team for the first time in the period in question; of which 51% only made contact on this one occasion.

# Analysis of replies

## Service quality

- ✈ 95% said that the person they communicated with was polite.
- ✈ 72% said that the person replying had been helpful.
- ✈ 90% said they received the information promised to them (file copies indicate 100% were sent information promised).
- ✈ 94% said that the information supplied was clear and understandable.

## Web content

- ✈ 54% had visited our website before they complained.
- ✈ 68% felt that they were specifically directed to our website in in their reply.
- ✈ 73% visited our website after they received our response.
- ✈ 42% felt our web pages were helpful.
- ✈ 22% were aware we updated our websites to reflect changes to our operations.

## Communications

- ✈ 22% received our eNews.
- ✈ 86% who received eNews said that it helped to keep them up to date with our operations.
- ✈ Eighteen people asked to be added to the eNews distribution list.

## General comments

- ✈ We received these comments on eNews
  - "Always very interesting".
  - "a lot of things about how community money is spent, could have more about the noise problems with airport".
- ✈ Other comments included:

<b>Positive</b>	"Responses are always timely and explanations clear".
	"The information is always clearly communicated, and easy to understand."
	"Impressed with speedy response to our concerns".
	"Was very thorough and concise".
	"It was fine, thank you".
<b>Neutral</b>	"The information supplied is always informative and detailed."
	"It was clear but we are still getting planes coming over the house more than in the past and waking us up at 6.30 in the morning!"
	"Whilst it provided an answer. It was very impersonable and did not really explain what had happened sufficiently".
<b>Negative</b>	"The response indicated that the flying take off pattern had changed and was "non-standard" due to adverse weather. This was surprising as the weather was fine".
	"Too complex for easy understanding".
<b>Negative</b>	"I felt that my complaint was dismissed without it being considered solely to me and the disruption caused to me".

## Actions

- ✈ A revised *Runway Data Sheet* will be available for summer 2015.
- ✈ Responses and *Data Sheets* will be refreshed taking into account the principles of 'Plain English'.
- ✈ This survey will be conducted again in 2016 to evaluate progress.

## Conclusions

- ✈ Our service standards and quality of response are valued by the community.
- ✈ Useful feedback has been elicited which we will act upon.